

1. Do you promote your business via social media (Facebook, LinkedIn, Twitter, Blogs, etc)?

	Total	Gender		Region						Annual revenues			Income from business			Number of employees	
		Male	Female	BC	Alberta	Man/Sask	Ontario	Quebec	Atlantic	<\$50k	\$50k-\$100k	\$100k-\$5mil	<50%	50%-<100%	100%	1-4	5-25
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
Base: All respondents	1004	538	466	159	80	79	403	215	68	550	166	288	555	258	191	854	150
Weighted	1004	501	503	164	76*	69*	410	217	68*	591	161	252	600	241	163	863	141
Yes	386	169	217	71	30	20	163	77	24	229	60	97	249	85	52	323	63
	38.5%	33.6%	43.3%	43.3%	39.3%	29.4%	39.9%	35.5%	35.7%	38.8%	37.4%	38.3%	41.5%	35.3%	31.9%	37.4%	44.7%
No	615	331	285	92	46	48	246	139	44	360	101	154	349	155	111	538	77
	61.3%	65.9%	56.6%	56.0%	60.7%	69.7%	60.1%	64.0%	64.3%	60.9%	62.6%	61.3%	58.2%	64.3%	68.1%	62.4%	54.5%
Don't know	3	2	1	1	0	1	0	1	0	2	0	1	2	1	0	2	1
	0.3%	0.4%	0.1%	0.6%	-	0.9%	-	0.5%	-	0.3%	-	0.4%	0.3%	0.4%	-	0.2%	0.7%

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P Overlap formulae used. * small base

2. Do you promote your business via a dedicated website?

	Gender			Region						Annual revenues			Income from business			Number of employees	
	Total	Male	Female	BC	Alberta	Man/Sask	Ontario	Quebec	Atlantic	<\$50k	\$50k-\$100k	\$100k-\$5mil	<50%	50%-<100%	100%	1-4	5-25
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	
Base: All respondents	1004	538	466	159	80	79	403	215	68	550	166	288	555	258	191	854	150
Weighted	1004	501	503	164	76*	69*	410	217	68*	591	161	252	600	241	163	863	141
Yes	410	207	203	74	31	25	177	80	23	221	55	134	253	99	59	327	83
	40.9%	41.3%	40.4%	45.2%	40.4%	36.7%	43.1%	36.8%	34.3%	37.4%	34.2%	53.3%	42.1%	41.1%	36.1%	37.9%	58.9%
											IJ					O	
No - we have a dedicated website but we don't use it to promote the business	54	29	25	12	2	0	29	10	1	20	12	22	24	17	12	37	16
	5.3%	5.7%	5.0%	7.2%	2.2%	-	7.1%	4.6%	1.8%	3.4%	7.3%	8.7%	4.0%	7.1%	7.6%	4.3%	11.6%
				E			E				I	I					O
No - we don't have a dedicated website	324	163	160	59	25	24	121	69	26	208	52	64	201	72	50	292	32
	32.2%	32.6%	31.9%	35.9%	32.5%	34.1%	29.5%	32.0%	38.3%	35.2%	32.2%	25.3%	33.5%	30.0%	30.9%	33.8%	22.6%
										K						P	
No - we don't promote the business	214	100	113	19	19	20	83	56	17	140	42	31	122	51	41	205	9
	21.3%	20.0%	22.5%	11.7%	24.9%	28.3%	20.2%	25.6%	25.6%	23.7%	26.3%	12.3%	20.3%	21.0%	25.5%	23.8%	6.1%
				C		C	C	C	C	K	K					P	
Don't know	3	2	1	0	0	1	0	2	0	2	0	1	1	2	0	2	1
	0.3%	0.4%	0.1%	-	-	0.9%	-	1.0%	-	0.3%	-	0.4%	0.1%	0.9%	-	0.2%	0.7%

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P Overlap formulae used. * small base

3. Do you sell products or services via your website?

	Total	Gender		Region						Annual revenues			Income from business			Number of employees	
		Male	Female	BC	Alberta	Man/Sask	Ontario	Quebec	Atlantic	<\$50k	\$50k-\$100k	\$100k-\$5mil	<50%	50%-<100%	100%	1-4	5-25
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
Base: Have a dedicated website	440	243	197	78	33	23	196	85	25	208	66	166	238	122	80	341	99
Weighted	464	236	228	86*	32**	25**	206	90*	25**	241	67*	156	277	116	71*	364	100*
Yes	222	112	111	38	15	11	103	39	16	130	34	58	149	42	32	179	43
	47.9%	47.4%	48.4%	44.1%	47.4%	43.6%	50.0%	43.7%	64.3%	54.0%	51.1%	37.1%	53.7%	36.0%	44.8%	49.2%	43.4%
No	236	121	115	46	17	14	101	51	7	108	32	96	123	74	39	182	55
	50.9%	51.5%	50.2%	53.7%	52.6%	56.4%	49.2%	56.3%	27.2%	44.7%	48.0%	61.7%	44.3%	64.0%	55.2%	49.8%	54.7%
Don't know	6	3	3	2	0	0	2	0	2	3	1	2	6	0	0	4	2
	1.2%	1.1%	1.4%	2.3%	-	-	0.8%	-	8.5%	1.3%	0.9%	1.2%	2.1%	-	-	1.0%	1.9%

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

4. How much of your company's revenue do you estimate is generated via the company website?

	Gender		Region							Annual revenues			Income from business			Number of employees	
	Total	Male	Female	BC	Alberta	Man/Sask	Ontario	Quebec	Atlantic	<\$50k	\$50k-\$100k	\$100k-\$5mil	<50%	50%-100%	100%	1-4	5-25
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	
Base: Sell via company website	202	108	94	31	13	11	98	34	15	111	32	59	126	42	34	163	39
Weighted	222	112*	111*	38**	15**	11**	103*	39**	16**	130*	34**	58*	149	42*	32**	179	43*
1	13	6	7	0	1	0	8	3	2	9	3	2	10	1	2	12	1
	6.0%	5.8%	6.2%	-	6.8%	-	7.9%	6.5%	10.5%	6.7%	8.5%	3.2%	6.9%	1.5%	7.7%	6.8%	2.8%
2	13	8	5	2	1	0	8	3	0	6	4	3	8	4	1	12	1
	5.9%	7.2%	4.5%	4.4%	6.8%	-	7.6%	6.5%	-	4.4%	12.4%	5.5%	5.1%	10.0%	3.9%	6.6%	2.8%
3	1	1	1	0	0	0	1	0	1	0	1	1	1	0	1	1	1
	0.6%	0.5%	0.6%	-	-	-	0.6%	-	3.9%	-	1.8%	1.1%	0.4%	-	1.9%	0.3%	1.4%
5	19	11	8	4	2	2	8	3	0	10	5	5	13	0	6	18	1
	8.5%	10.1%	6.9%	9.5%	12.6%	18.8%	7.9%	8.1%	-	7.3%	14.2%	7.8%	9.0%	-	17.6%	9.9%	2.8%
8	1	1	0	1	0	0	0	0	0	0	0	1	0	1	0	0	1
	0.3%	0.5%	-	1.6%	-	-	-	-	-	-	-	1.1%	-	1.5%	-	-	1.4%
10	44	24	20	5	1	3	21	11	3	27	8	9	32	9	4	36	8
	19.9%	21.8%	18.0%	14.4%	6.8%	26.8%	20.2%	27.5%	20.1%	20.9%	22.9%	15.8%	21.6%	20.5%	11.0%	20.3%	18.1%
11	2	0	2	0	0	0	2	0	0	2	0	0	2	0	0	2	0
	0.9%	-	1.7%	-	-	-	1.9%	-	-	1.5%	-	-	1.3%	-	-	1.1%	-
12	3	3	0	2	0	0	1	0	0	0	2	1	2	1	0	2	1
	1.3%	2.7%	-	5.1%	-	-	1.0%	-	-	-	5.7%	1.8%	1.3%	2.5%	-	1.1%	2.4%
15	11	4	7	1	1	1	4	3	2	6	3	2	5	4	3	8	3
	4.9%	3.1%	6.7%	2.8%	4.0%	5.5%	3.7%	7.6%	12.3%	4.7%	8.7%	3.2%	3.3%	8.4%	8.0%	4.4%	7.3%
17	3	3	0	0	0	0	2	0	1	2	0	1	2	1	0	0	3
	1.3%	2.7%	-	-	-	-	1.9%	-	6.6%	1.5%	-	1.8%	1.3%	2.5%	-	-	6.9%
20	14	11	3	2	2	1	6	3	1	4	2	8	9	5	0	8	6
	6.3%	10.1%	2.4%	4.4%	13.6%	9.4%	5.7%	6.9%	3.9%	3.3%	4.9%	13.7%	6.3%	11.1%	-	4.3%	14.6%
25	13	8	6	1	3	1	5	3	1	7	1	5	8	5	1	11	2
	5.9%	6.7%	5.1%	1.6%	19.4%	5.5%	4.8%	7.4%	6.6%	5.2%	3.1%	9.0%	5.3%	11.1%	1.9%	6.4%	3.8%
30	8	1	7	1	1	0	4	0	3	8	0	1	8	0	1	8	0
	3.7%	1.1%	6.3%	1.6%	4.0%	-	3.9%	-	18.9%	5.9%	-	1.1%	5.1%	-	1.9%	4.6%	-
33	2	0	2	0	0	0	0	2	0	2	0	0	2	0	0	2	0
	0.9%	-	1.7%	-	-	-	-	4.9%	-	1.5%	-	-	1.3%	-	-	1.1%	-
35	4	1	3	0	1	0	2	1	0	3	0	1	1	3	0	2	2
	1.8%	0.9%	2.7%	-	6.8%	-	1.9%	2.7%	-	2.3%	-	1.8%	0.7%	7.1%	-	1.1%	4.8%
40	13	5	8	0	2	1	8	1	1	9	1	3	9	0	4	12	1
	5.7%	4.4%	7.0%	-	12.6%	5.5%	7.8%	2.7%	6.6%	7.0%	3.1%	4.4%	6.1%	-	11.3%	6.7%	1.4%
45	1	1	0	0	0	0	0	1	0	0	0	1	0	0	1	1	0
	0.5%	0.9%	-	-	-	-	-	2.7%	-	-	-	1.8%	-	-	3.3%	0.6%	-
50	10	5	5	1	0	1	7	1	0	9	1	0	6	3	1	8	2
	4.5%	4.3%	4.7%	2.8%	-	11.1%	6.5%	2.7%	-	6.9%	3.1%	-	3.9%	7.5%	3.3%	4.5%	4.5%
60	10	4	5	6	0	0	3	0	1	6	0	4	5	3	2	6	4
	4.4%	4.0%	4.7%	15.3%	-	-	2.8%	-	6.6%	4.5%	-	6.7%	3.5%	6.1%	6.1%	3.3%	9.0%

4. How much of your company's revenue do you estimate is generated via the company website?

	Gender			Region						Annual revenues			Income from business			Number of employees	
	Total	Male	Female	BC	Alberta	Man/Sask	Ontario	Quebec	Atlantic	<\$50k	\$50k-\$100k	\$100k-\$5mil	<50%	50%-100%	100%	1-4	5-25
65	1 0.3%	1 0.5%	0 -	0 -	0 -	0 -	1 0.6%	0 -	0 -	0 -	0 -	1 1.1%	0 -	1 1.5%	0 -	1 0.3%	0 -
70	3 1.1%	0 -	3 2.3%	0 -	0 -	2 17.4%	0 -	0 -	1 3.9%	3 2.0%	0 -	0 -	3 1.7%	0 -	0 -	3 1.4%	0 -
75	8 3.4%	3 2.3%	5 4.6%	2 5.1%	0 -	0 -	3 2.6%	3 7.6%	0 -	5 3.6%	0 -	3 5.1%	8 5.1%	0 -	0 -	8 4.3%	0 -
80	2 0.9%	2 1.7%	0 -	2 5.1%	0 -	0 -	0 -	0 -	0 -	2 1.5%	0 -	0 -	2 1.3%	0 -	0 -	0 -	2 4.5%
90	4 2.0%	1 0.5%	4 3.5%	4 10.2%	0 -	0 -	1 0.6%	0 -	0 -	2 1.5%	0 -	3 4.4%	0 -	1 1.5%	4 12.2%	4 2.5%	0 -
95	4 1.8%	2 1.7%	2 1.9%	2 5.1%	1 6.8%	0 -	1 1.0%	0 -	0 -	3 2.3%	0 -	1 1.8%	4 2.7%	0 -	0 -	4 2.2%	0 -
100	16 7.2%	7 6.2%	9 8.2%	4 11.0%	0 -	0 -	9 9.0%	3 6.5%	0 -	7 5.6%	4 11.8%	5 8.0%	10 6.5%	3 7.5%	3 9.9%	11 6.2%	5 11.4%
Summary																	
1-9%	47 21.2%	27 24.3%	20 18.2%	6 15.5%	4 26.1%	2 18.8%	25 24.0%	8 21.1%	2 14.4%	24 18.4%	13 36.8%	11 18.6%	32 21.5%	5 13.0%	10 31.1%	42 23.6%	5 11.4%
10-19%	63 28.4%	34 30.2%	29 26.5%	8 22.2%	2 10.8%	4 32.3%	30 28.7%	14 35.1%	6 39.0%	37 28.6%	13 37.3%	13 22.6%	43 28.9%	14 33.8%	6 19.0%	48 26.9%	15 34.7%
20-29%	27 12.2%	19 16.8%	8 7.5%	2 6.0%	5 32.9%	2 14.9%	11 10.5%	6 14.2%	2 10.5%	11 8.6%	3 7.9%	13 22.8%	17 11.6%	9 22.1%	1 1.9%	19 10.7%	8 18.4%
30-39%	14 6.4%	2 2.0%	12 10.8%	1 1.6%	2 10.8%	0 -	6 5.8%	3 7.6%	3 18.9%	13 9.6%	0 -	2 2.9%	11 7.1%	3 7.1%	1 1.9%	12 6.8%	2 4.8%
40-49%	14 6.2%	6 5.3%	8 7.0%	0 -	2 12.6%	1 5.5%	8 7.8%	2 5.3%	1 6.6%	9 7.0%	1 3.1%	4 6.2%	9 6.1%	0 -	5 14.6%	13 7.3%	1 1.4%
50-59%	10 4.5%	5 4.3%	5 4.7%	1 2.8%	0 -	1 11.1%	7 6.5%	1 2.7%	0 -	9 6.9%	1 3.1%	0 -	6 3.9%	3 7.5%	1 3.3%	8 4.5%	2 4.5%
60-69%	10 4.7%	5 4.6%	5 4.7%	6 15.3%	0 -	0 -	4 3.4%	0 -	1 6.6%	6 4.5%	0 -	4 7.7%	5 3.5%	3 7.6%	2 6.1%	6 3.6%	4 9.0%
70-79%	10 4.6%	3 2.3%	8 6.9%	2 5.1%	0 -	2 17.4%	3 2.6%	3 7.6%	1 3.9%	7 5.5%	0 -	3 5.1%	10 6.8%	0 -	0 -	10 5.7%	0 -
80-89%	2 0.9%	2 1.7%	0 -	2 5.1%	0 -	0 -	0 -	0 -	0 -	2 1.5%	0 -	0 -	2 1.3%	0 -	0 -	0 -	2 4.5%
90-99%	9 3.8%	3 2.3%	6 5.4%	6 15.3%	1 6.8%	0 -	2 1.6%	0 -	0 -	5 3.8%	0 -	4 6.2%	4 2.7%	1 1.5%	4 12.2%	9 4.8%	0 -
100%	16 7.2%	7 6.2%	9 8.2%	4 11.0%	0 -	0 -	9 9.0%	3 6.5%	0 -	7 5.6%	4 11.8%	5 8.0%	10 6.5%	3 7.5%	3 9.9%	11 6.2%	5 11.4%
1-25%	137 61.8%	80 71.3%	58 52.2%	17 43.7%	11 69.9%	7 66.0%	65 63.2%	28 70.3%	10 63.9%	72 55.6%	28 82.1%	37 63.9%	92 61.9%	29 68.9%	17 52.0%	110 61.2%	28 64.5%
		B															

4. How much of your company's revenue do you estimate is generated via the company website?

	Gender			Region						Annual revenues			Income from business			Number of employees	
	Total	Male	Female	BC	Alberta	Man/Sask	Ontario	Quebec	Atlantic	<\$50k	\$50k-\$100k	\$100k-\$5mil	<50%	50%-<100%	100%	1-4	5-25
26-50%	38	13	25	2	4	2	21	6	4	31	2	5	26	6	6	33	5
	17.1%	11.7%	22.5%	4.4%	23.4%	16.6%	20.1%	15.6%	25.5%	23.5%	6.1%	9.0%	17.2%	14.6%	19.8%	18.6%	10.7%
51-75%	21	8	13	8	0	2	6	3	2	13	0	7	15	3	2	17	4
	9.2%	6.8%	11.6%	20.4%	-	17.4%	6.0%	7.6%	10.5%	10.0%	-	12.9%	10.4%	7.6%	6.1%	9.3%	9.0%
76-100%	26	11	15	12	1	0	11	3	0	14	4	8	16	4	7	20	7
	11.9%	10.2%	13.6%	31.5%	6.8%	-	10.6%	6.5%	-	10.9%	11.8%	14.2%	10.5%	8.9%	22.1%	10.9%	15.9%
Mean (Incl. 0)	31	27	35	48.5	24.7	27.6	29	26	22.7	32.1	21.7	33.9	30.3	29	36.6	30.4	33.4
Mean (Excl. 0)	31	27	35	48.5	24.7	27.6	29	26	22.7	32.1	21.7	33.9	30.3	29	36.6	30.4	33.4
Std.Dev.	30.8	29.1	32	37.2	23.5	25	30.4	28.1	18.4	29.8	31	32.3	30.5	27.7	35.9	30.7	31.4
Std.Err.	2.2	2.8	3.3	6.7	6.5	7.5	3.1	4.8	4.7	2.8	5.5	4.2	2.7	4.3	6.2	2.4	5

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing