

*Quantitative Research to Evaluate the Services for
Business Campaign*

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INTRODUCTION

Led by Industry Canada, the Services for Business campaign, which ran from September 11 to November 19, 2006 was developed in partnership with more than 20 departments and agencies to help this vital sector of our economy succeed, grow and become more competitive in the global marketplace.

The campaign's objective was to raise awareness, increase contact and encourage uptake and usage of national and regional programs and services available to SMEs and entrepreneurs through Canada Business (CanadaBusiness.gc.ca).

Targeted advertising was used to inform current and potential small and medium-sized business owners of the full range of government services and programs available to help them establish and develop their businesses.

More specifically the campaign encouraged small and medium-sized enterprises (SMEs) and entrepreneurs to visit Canada Business on its website (CanadaBusiness.gc.ca), by phone or in person to find information on starting a business, regulations, tax implications, financing options, managing employees, importing and exporting, and much more.

This research represents an evaluation of this campaign among an audience of business decision makers representing businesses with between 1 and 199 employees and among intermediaries who act on behalf of businesses with between 1 and 199 employees.

METHODOLOGY

Ipsos-Reid was commissioned by Industry Canada to conduct a survey among two key audiences:

- Senior business decision-makers representing small and medium-sized enterprises (SMEs, referred to throughout the body of the report as businesses or business leaders); and,
- Intermediaries, such as chambers of commerce, lawyers, accountants and financial advisors, who represent the interests of SMEs or who frequently deal with issues of importance to SMEs on a professional basis.

This quantitative research was conducted by telephone between November 11 and December 8, 2006. A total of 1,345 business leaders were interviewed, as well as a total of 150 intermediaries.

Please note that because of the very different nature of these two audiences, SMEs and intermediaries, we have treated each audience separately in the data and do not report on a total result.

The overall margins of error (at a 95% confidence interval) are as follows:

- SMEs, n=1345, ± 2.7 percentage points.
- Intermediaries, n=150, ± 8.0 percentage points.

Several questions in this report have been tracked with baseline research conducted during March 2004. During that study, Ipsos-Reid conducted interviews among 513 self-employed/micro businesses and 150 intermediaries. Where possible, the 2006 results are tracked with the 2005 results among these audiences.

Sample Plan

This study has been designed to provide a representative view of Canadian SMEs based on province and on the number of employees within a given business.

The results of this survey may be generalized to the population of 1,055,320 businesses in Canada registered as having between 1 and 199 employees.

Over-samples were conducted both regionally (in Saskatchewan, Manitoba and the Atlantic Provinces) and based on the number of employees (with an over-representation of businesses with 50 or more employees).

To address the impact of this over-sampling, weights are applied to the data. These weights have been based on the Statistics Canada publication, Canadian Business Patterns, an authoritative source.

Canadian Business Patterns includes an “indeterminate” category of businesses, most of which are estimated to be self employed businesses that do not report a number of employees.

In order to provide a total result among SMEs that reflects the views of businesses with more than one employee, we have factored the “indeterminate” category out of the weighting scheme.

Intermediaries, including representatives of chambers of commerce, lawyers, accountants and financial advisors, were apportioned based on simple regional quotas reflective of the population distribution of the general public.

As no clearly defined population exists for this audience, we have not weighted the intermediaries' data.

The following pages detail the sample distribution among business leaders and intermediaries, offering the unweighted base of respondents, weighted base of respondents and weighted percentage of the total.



Methodology - Regional Sample Distribution (Businesses)

	Unweighted Base	Weighted Base	Weighted %	M.O.E.
TOTAL	1,345	1,345	100%	±2.7
British Columbia	134	212	16%	±8.5
Alberta	149	186	14%	±8.0
Saskatchewan	111	49	4%	±9.3
Manitoba	105	45	3%	±9.6
Ontario	296	449	33%	±5.7
Quebec	212	303	23%	±6.7
New Brunswick	106	33	2%	±9.5
Nova Scotia	99	38	3%	±9.9
PEI	51	8	1%	±13.7
Newfoundland	82	21	2%	±10.8

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Methodology - Sample Distribution Among Businesses by Size

	Unweighted Base	Weighted Base	Weighted %	M.O.E.
TOTAL	1345	1345	100%	±2.7
Major Groupings				
Self Employed/Micro Businesses (1-4 Employees)	472	780	58%	±4.5
Small Businesses (5-49 Employees)	437	505	38%	±4.7
Medium-Sized Businesses (50-199 Employees)	436	61	5%	±4.7
Minor Groupings				
1-4 Employees	472	780	58%	±4.5
5-9 Employees	194	229	17%	±7.0
10-19 Employees	131	160	12%	±8.6
20-49 Employees	112	116	9%	±9.3
50-99 Employees	289	41	3%	±5.8
100-199 Employees	147	20	1%	±8.0

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Methodology - Sample Distribution Among Intermediaries by Region

	Unweighted Base	Percent (No weights applied)
TOTAL	150	100%
British Columbia	22	15%
Alberta	17	11%
Saskatchewan/ Manitoba	16	11%
Ontario	50	33%
Quebec	35	23%
Atlantic Provinces	10	7%

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Methodology – Call Dispositions and Response Rate Calculation (Business Leaders)

- This table calculates the response rate among business leaders according to the empirical calculation standard of the Market Research and Intelligence Association. More information may be located here:

<http://www.mria-arim.ca/STANDARDS/Response.asp>

Empirical Calculation for Data Collection	
Total Numbers Attempted	16,147
Invalid (NIS, fax/modem, household/non-business)	1,465
Unresolved (U) (Busy, no answer, answering machine)	6,457
In-scope - non-responding (IS)	6,452
Language problem	51
Illness, incapable, deaf	36
Business refusal	4,816
Respondent refusal	440
Qualified respondent break-off	1,109
In-scope - Responding units (R)	1,773
Businesses with over 200 employees	428
Completed interviews	1,345
Response Rate = R/(U+IS+R)	12%

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Methodology – Call Dispositions and Response Rate Calculation (Intermediaries)

- This table calculates the response rate among intermediaries according to the empirical calculation standard of the Market Research and Intelligence Association.

Empirical Calculation for Data Collection	
Total Numbers Attempted	977
Invalid (NIS, fax/modem, household/non-business)	49
Unresolved (U) (Busy, no answer, answering machine)	355
In-scope - non-responding (IS)	
Language problem	1
Illness, incapable, deaf	5
Business refusal	351
Respondent refusal	23
Qualified respondent break-off	38
In-scope - Responding units (R)	
Does not deal with small business issues or provide services to small businesses	5
Completed interviews	150
Response Rate = R/(U+IS+R)	17%

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EXECUTIVE SUMMARY

Unaided Awareness of Advertising

Intermediaries (38%) are more than twice as likely as business leaders (15%) to say they have recently seen advertising on the theme of government services for business.

When asked what they recall from the advertisement, business leaders most often say it was about government programs offering funding or services for business, whereas intermediaries most often recall messages about encouraging small businesses or services for business.

When asked where they saw the advertising, businesses and intermediaries most often said it was in the newspaper.

Businesses were also apt to say it was in a pamphlet or brochure or on the television, while intermediaries also mentioned seeing this advertising online.

Aided Awareness of Advertising

Among the five media, television and newspaper earn the highest rates of aided recall among both business leaders and intermediaries, while the magazine and Web banner ads are least recalled.

Although no more than one in ten respondents can recall any single ad, 21% of respondents (in the aggregate) can recall at least one of the five ads tested.

This suggests that the combination of media purchased during this campaign was effective in expanding its reach among members of the target audiences.

Majorities of both business leaders and intermediaries who are aware of at least one ad name the Government of Canada as the sponsor.

Those aware of at least one ad most often say the main point of the ads had something to do with information or help for small businesses.

When asked whether they did something as a result of seeing an ad, fewer than one in ten (business leaders: 8%; intermediaries: 6%) who recall the ad say they did something as a result. The Web banner ad, although the least recalled among the five

media, was most effective (among business leaders) in getting those who noticed it to do something as a result.

Performance of the Government of Canada

About one in three business leaders say that government has performed well overall, and in terms of providing information to the public about services available to Canadians.

Fewer business leaders, about one in five, say that the Government of Canada has done a good job providing service and information to small businesses.

Intermediaries are more likely to rate the government's performance positively overall and in terms of providing service and information to small businesses.

Business leaders aware of the advertising on either an unaided or aided basis are more likely to rate the government's performance positively in terms of providing service and information to small and medium-sized businesses.

Attitudes Towards the Government of Canada

At least three in four business leaders (75%) and intermediaries (79%) believe that the Government of Canada can play an important role in helping small businesses succeed.

However, business leaders (19%) and intermediaries (27%) are much less likely to say the Government of Canada does a good job helping small businesses succeed.

That said, business leaders aware of the advertising (on either an unaided or an aided basis) are much more likely to think the government does a good job helping small business succeed.

Fewer than one in three business leaders say it is easy to contact the Government of Canada for service and information about business (27%) or that it is easy to locate service and information from the Government of Canada about small business (24%).

However, business leaders aware of the advertising (on either an unaided or an aided basis) are much more likely to think it is easy to contact the Government of Canada and, to locate service and information about small business.

Intermediaries are somewhat more likely than businesses to say that it is easy to contact the government for service and information about business (31% vs. 27% among businesses) and that it is easy to locate service and information from the Government of Canada about small business (37% vs. 24% among businesses).

Intermediaries (45%) are much more likely than business leaders (23%) to say they are aware of the services and information available to small business from the Government of Canada.

Again, business leaders aware of the advertising are much more likely to say they are aware of the services and information available to small business from the government of Canada.

Contact with the Government of Canada, Awareness of Government Websites

About two in five business leaders say they have contacted the Government of Canada in the past years for information or assistance for their business (excluding dealings with the Canada Revenue Agency).

A majority of intermediaries say they have contacted the Government of Canada in the past year on behalf of businesses whose interests they represent (excluding dealings with the Canada Revenue Agency).

When asked if they can name a Government of Canada Web site that offers service or information to business, business leaders and intermediaries most often say they cannot.

When asked if they have heard of canadabusiness.gc.ca, one in three business leaders (28%) and about two in five intermediaries (37%) say they recall this site.

When asked about their particular provincial Canada Business Service Centre site, 15% of business leaders and 34% of intermediaries say they recall these sites.

Awareness and Visits of Canada Business Service Centres, Awareness and Use of Toll Free Number for Business Related Information

Intermediaries (42%) are twice as likely as business leaders (18%) to say they are aware of the Canada Business Service Centres.

Among those aware of their CBSCs, about one in four business leaders and intermediaries say they have actually visited one.

One in four businesses and intermediaries say they have heard of the Government of Canada's toll free telephone number for business-related information.

About half of business leaders and intermediaries who have heard of the toll free number say they have called it.

DETAILED FINDINGS

Unaided Awareness of Advertising

Respondents were asked whether they had recently seen, heard or read advertising on the theme of government services for business. Respondents were not given any further information about the ad.

If they recalled seeing advertising on the theme of government services for business, they were asked what they recalled and where they recall seeing this advertising.

Intermediaries (38%) are more than twice as likely as business leaders (15%) to say they have recently seen advertising on the theme of government services for business.

Those more likely to say they have recently seen advertising on the theme of government service for business include:

- Business leaders from Manitoba (22%) and Nova Scotia (23%) as compared with British Columbia (11%), Saskatchewan (11%) and Newfoundland (12%); and,
- Women (18%) and those with higher levels of educational attainment (post-secondary: 18%; university: 16%).

There is little difference based on the size of the business.

When asked what they recall from the advertisement, business leaders most often say it was about government programs offering funding or services for business.

Intermediaries most often recall messages about encouraging small businesses or services for business.

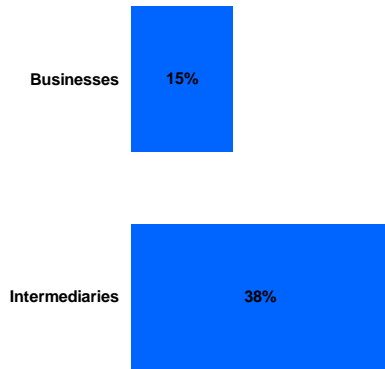
When asked where they saw the advertising, businesses and intermediaries most often said it was in the newspaper (34% businesses; 35% intermediaries).

Among businesses, pamphlets or brochures (21%) and television (20%) are the second and third most frequently mentioned media.

Among intermediaries, the Internet (30%) and pamphlets or brochures (19%) are the second and third most frequently mentioned media.

Ipsos **Unaided Awareness**

Over the past few weeks or so, have you seen, heard or read any advertising on the theme of government services for business?
% Yes or maybe

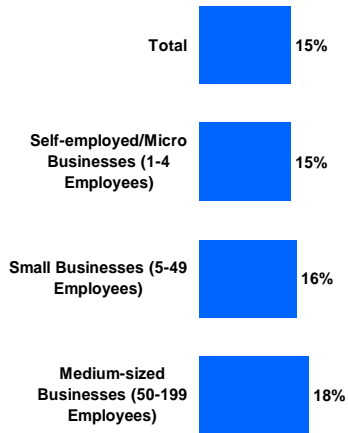


19

Base: Businesses n=1,345; Intermediaries n=150

Ipsos **Unaided Awareness by Business Size**

Over the past few weeks or so, have you seen, heard or read any advertising on the theme of government services for business?
% Yes or maybe



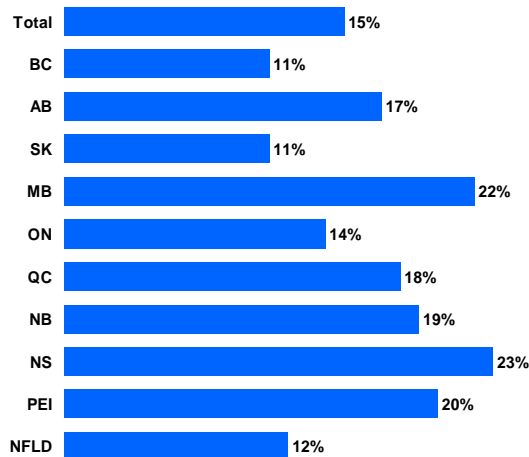
20

Base: Businesses n=1,345



Unaided Awareness by Province

Over the past few weeks or so, have you seen, heard or read any advertising on the theme of government services for business? % Yes or maybe



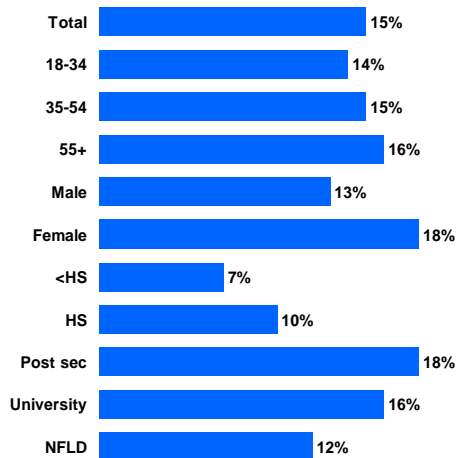
21

Base: Businesses n=1,345



Unaided Awareness by Age, Gender and Education

Over the past few weeks or so, have you seen, heard or read any advertising on the theme of government services for business? % Yes or maybe

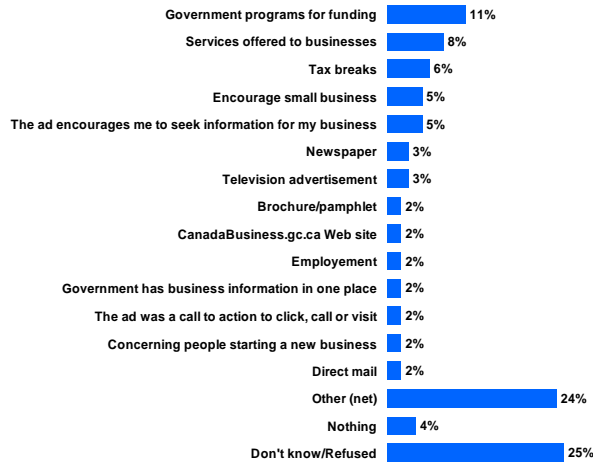


22

Base: Businesses n=1,345

Unaided Recollection of Advertising (Businesses)

Please tell me everything you can remember about the advertising you recall. What pictures or images come to mind? (Total mentions)

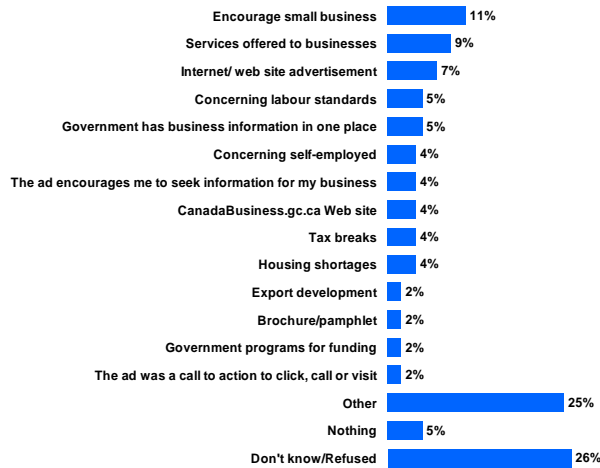


23

Base: Seen or may have seen advertising on the theme of government services for business (Businesses, n=226)

Unaided Recollection of Advertising (Intermediaries)

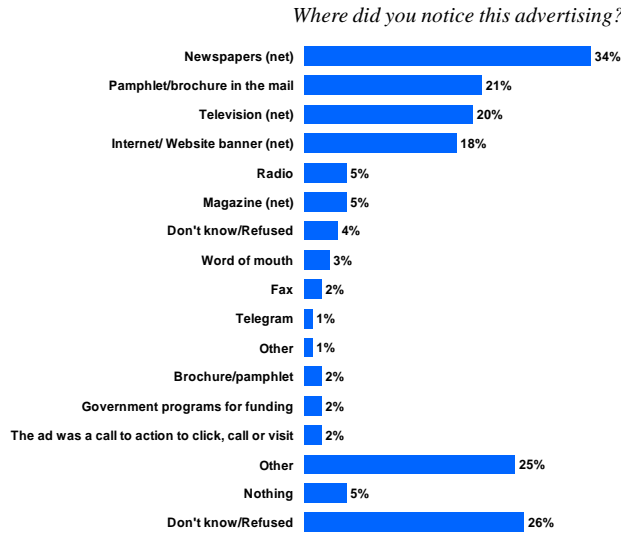
Please tell me everything you can remember about the advertising you recall. What pictures or images come to mind? (Total mentions)



24

Base: Seen or may have seen advertising on the theme of government services for business (Intermediaries, n=57)

Source of Unaided Recall (Businesses)



25

Base: Seen or or may have seen advertising on the theme of government services for business (Businesses, n=226)

Source of Unaided Recall- Newspapers (Businesses)

Where did you notice this advertising?

Newspapers (net)	34%
Globe and Mail	3%
Toronto Star	2%
Sudbury Star	1%
Free Press	1%
La Presse	1%
Chronicle Herald	1%
Calgary Sun	1%
Vancouver Sun	1%
Calgary Herald	1%
Other mentions: The Guardian, Les affaires, National Post, Edmonton Journal, Le Soleil	--
Newspaper (unspecified)	24%

26

Base: Seen or or may have seen advertising on the theme of government services for business (Businesses, n=226)

Source of Unaided Recall- TV, Internet, Magazines (Businesses)

Where did you notice this advertising?

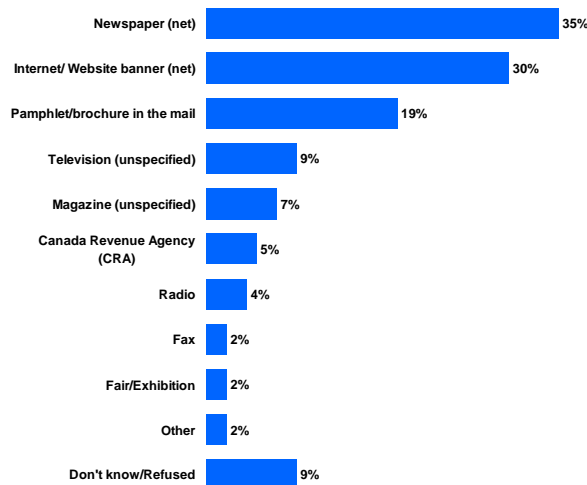
Television (net)	20%
CTV	4%
Global	3%
News (unsp.)	2%
CBC	1%
TV (unsp.)	11%
Internet/ Web site banners (net)	18%
Email (unsp.)	2%
Government Web site	1%
Internet (unspecified)	15%
Magazine (net)	5%
Macleans	1%
Canadian Business	0
Magazine (unspecified)	3%

27

Base: Seen or or may have seen advertising on the theme of government services for business (Businesses, n=226)

Source of Unaided Recall (Intermediaries)

Where did you notice this advertising?



28

Base: Seen or or may have seen advertising on the theme of government services for business (Intermediaries, n=57)



Source of Unaided Recall- Newspapers, Internet (Intermediaries)

Where did you notice this advertising?

Newspaper (net)	35%
Les affaires	5%
Le Soleil	4%
Vancouver Sun	4%
Toronto Star	2%
Leader Post	2%
Calgary Sun	2%
Newspaper	19%
Internet/ Web site banner (net)	30%
Email	11%
Government Web site	7%
Business Web site	2%
Internet	11%

29

Base: Seen or may have seen advertising on the theme of government services for business (Intermediaries, n=57)

Aided Awareness of Advertising

Respondents were read descriptions of five ads placed in five different media during the campaign.

Among the five media, television and newspaper earn the highest rates of recall among both business leaders and intermediaries, while the magazine and Web banner ads are least recalled.

Although no more than one in ten respondents can recall any single ad, 21% of respondents (in the aggregate) can recall at least one of the five ads tested.

This suggests that the combination of media purchased during this campaign was effective in expanding its reach among members of the target audiences.

Those more likely to be familiar with at least one of the five ads tested include:

- Self-employed/micro businesses;
- Women; and,
- Residents of New Brunswick, Nova Scotia and PEI.

Majorities of both business leaders and intermediaries who are aware of at least one ad name the Government of Canada as the sponsor.

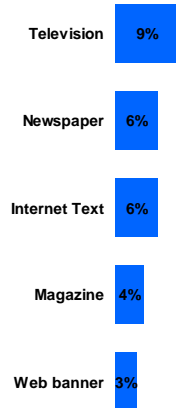
Those aware of at least one ad most often say the main point of the ad had something to do with information or help for small businesses.

When asked whether they did something as a result of seeing an ad, fewer than one in ten (business leaders: 8%; intermediaries: 6%) who recall the ad say they did something as a result. The Web banner ad, although the least recalled among the five media, was most effective (among business leaders) in getting those who noticed it to do something as a result.

The few respondents who did something as a result of seeing an ad most often say they went to the Web site.

Aided Awareness of Advertising (by Media) - Business Leaders

Summarizes aided awareness of five ad treatments described (television, newspaper, magazine, Web banner and Internet text).
% Yes or maybe

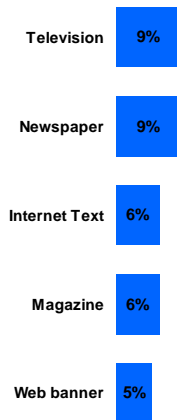


32

Base: Businesses (n=1,345)

Aided Awareness of Advertising (by Media) - Intermediaries

Summarizes aided awareness of five ad treatments described (television, newspaper, magazine, Web banner and Internet text).
% Yes or maybe



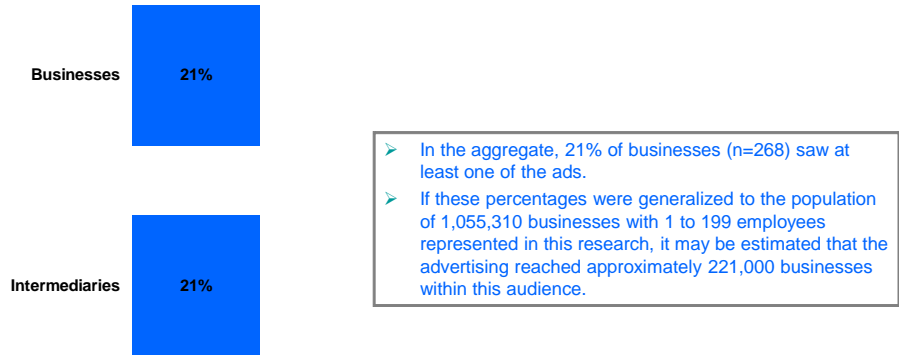
33

Base: Intermediaries (n=150)

Aided Awareness of Advertising (Aggregate*)

Summarizes aided awareness of five ad treatments described (television, newspaper, magazine, Web banner and Internet text).

% Yes or maybe to at least one ad



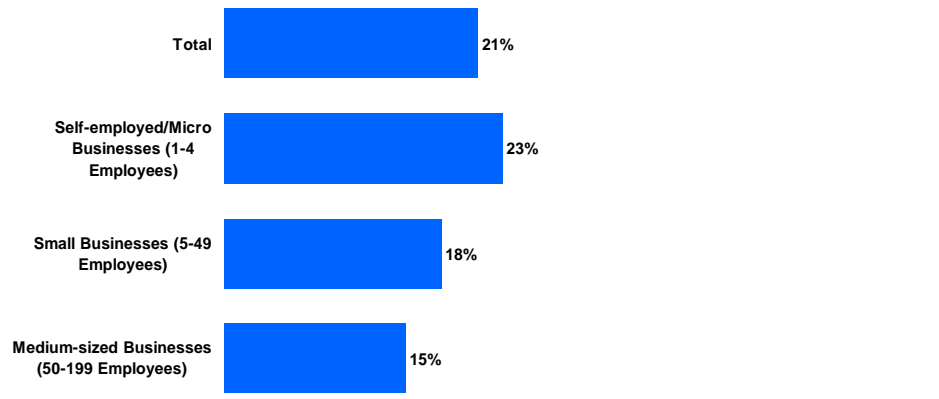
34

Note: Where indicated, "aggregate" denotes a summary of results among the five media tested. Base: Businesses (n=1,345); Intermediaries (n=150)

Aided Awareness of Advertising by Business Size (Aggregate)

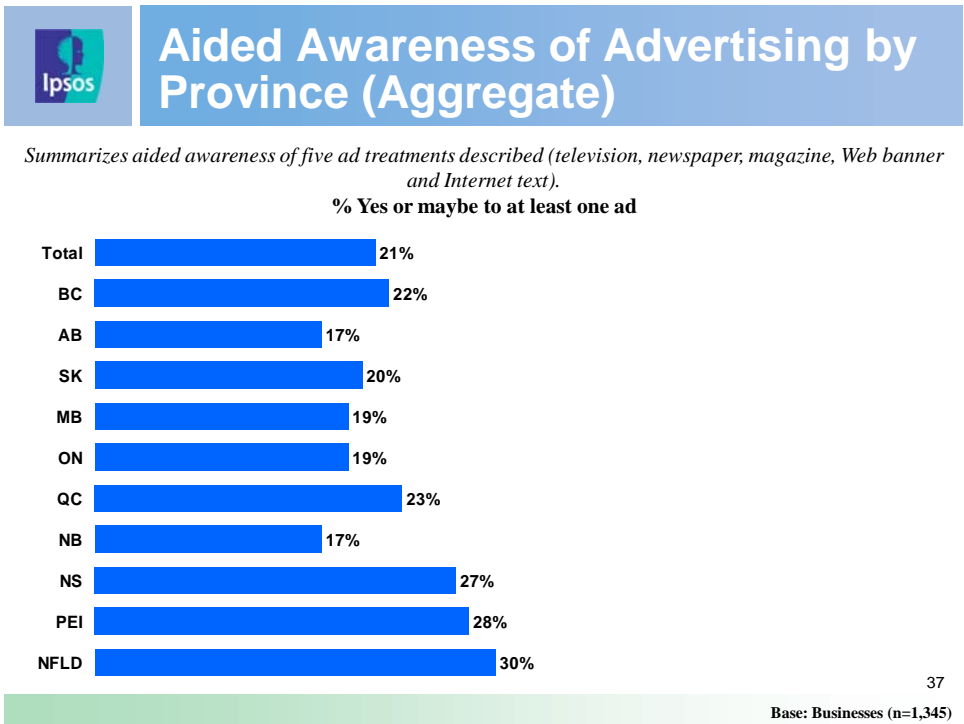
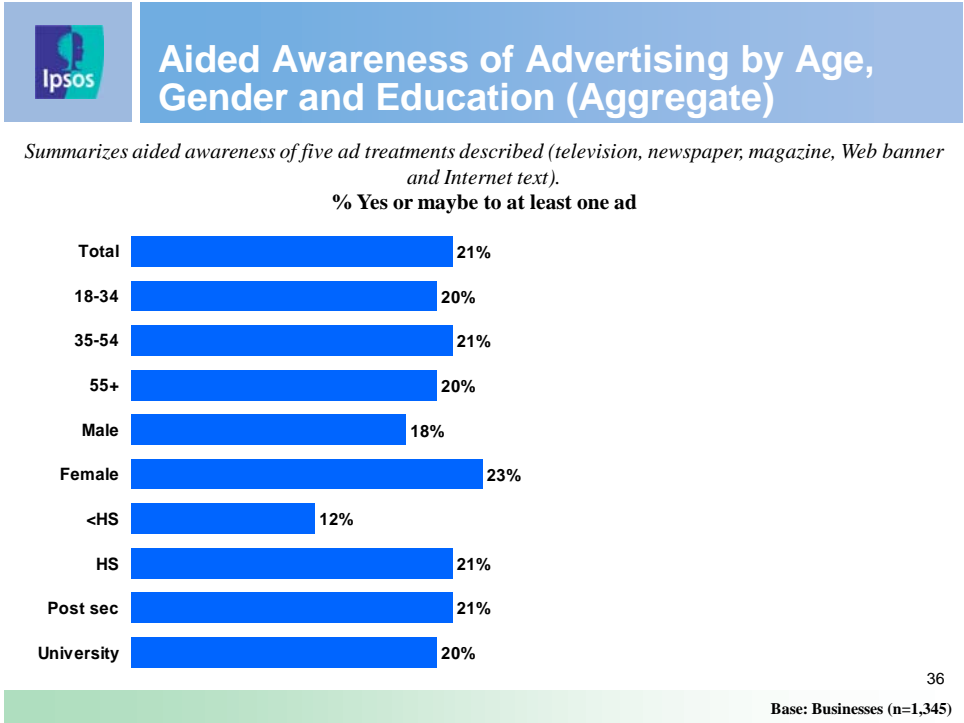
Summarizes aided awareness of five ad treatments described (television, newspaper, magazine, Web banner and Internet text).

% Yes or maybe to at least one ad



35

Base: Businesses (n=1,345)



Reaction to Advertising (Aggregate)*

Did you do anything as a result of seeing this ad?
 (Yes or maybe indicates that respondent did or may have done something as a result of seeing an ad).
% Yes or maybe



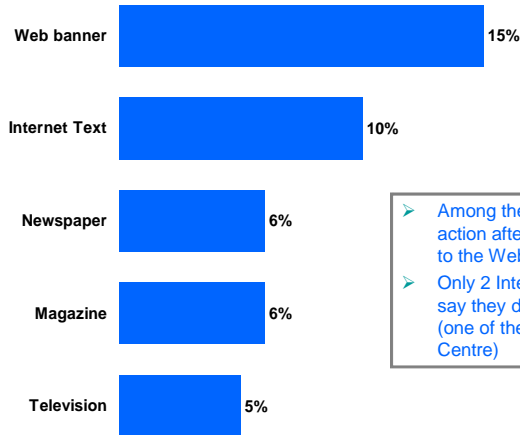
* Note small base sizes; interpret with caution.

38

Base: Aware of at least one ad (Businesses, n=268; Intermediaries, n=31)

Reaction to Advertising by Media (Businesses Only)*

Did you do anything as a result of seeing this ad?
 (Yes or maybe indicates that respondent did or may have done something as a result of seeing an ad).
% Yes or maybe



➤ Among the 19 business respondents who took some action after seeing one of the five ads, 7 say they went to the Web site.
 ➤ Only 2 Intermediaries (6% of the 31 who recall an ad) say they did something as a result of seeing the ad (one of the two visited a Canada Business Service Centre)

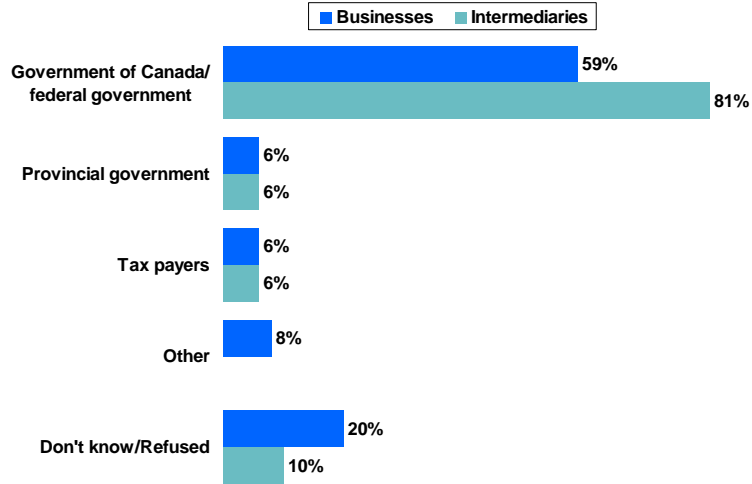
* Note small base sizes; interpret with caution.

39

Base: Aware of television (n=133), Internet text (n=70), newspaper (n=85), magazine (n=59), Web banner (n=40)

Awareness of Ad Sponsor*

Thinking about the (ad/ads) that you saw, who do you think produced the (ad/ads), that is, who paid for it?



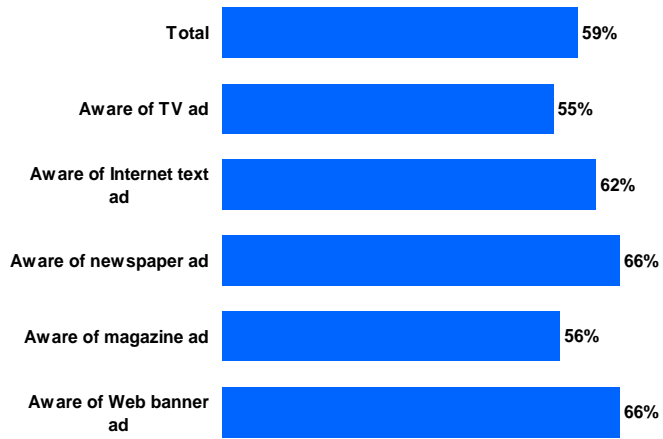
* Note small base size among intermediaries; interpret with caution.

40

Base: Aware of at least one of the five ads tested (Businesses, n=268, Intermediaries, n=31)

Awareness of Government of Canada as Ad Sponsor by Media

Thinking about the (ad/ads) that you saw, who do you think produced the (ad/ads), that is, who paid for it?
 % Who say "Government of Canada"



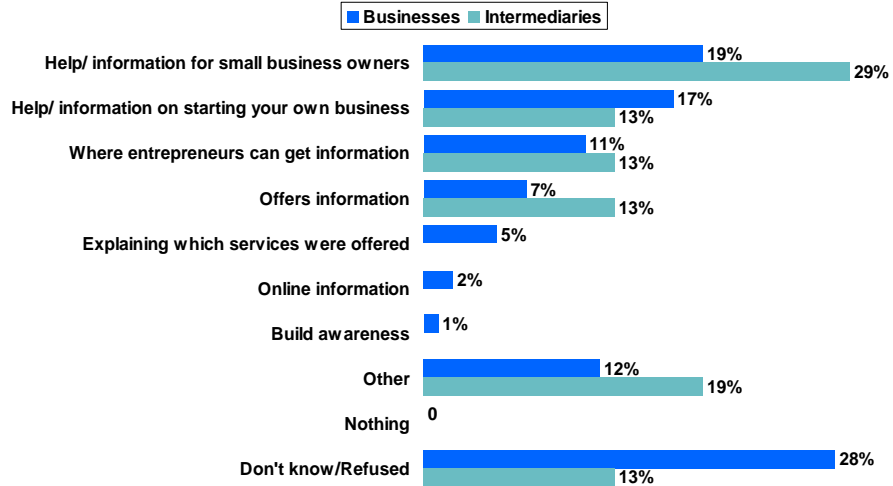
41

Base: Aware of at least one of the five ads tested (Businesses, n=268)



Main Points of the Ads*

Thinking about the (ad/ads) that you saw, what do you think were the MAIN points (the ad was/these ads were) trying to get across?



* Note small base size among intermediaries; interpret with caution.

42

Base: Aware of at least one of the five ads tested (Businesses, n=268; Intermediaries, n=31)

Performance of the Government of Canada

About one in three business leaders say that government has performed well overall, and in terms of providing information to the public about services available to Canadians.

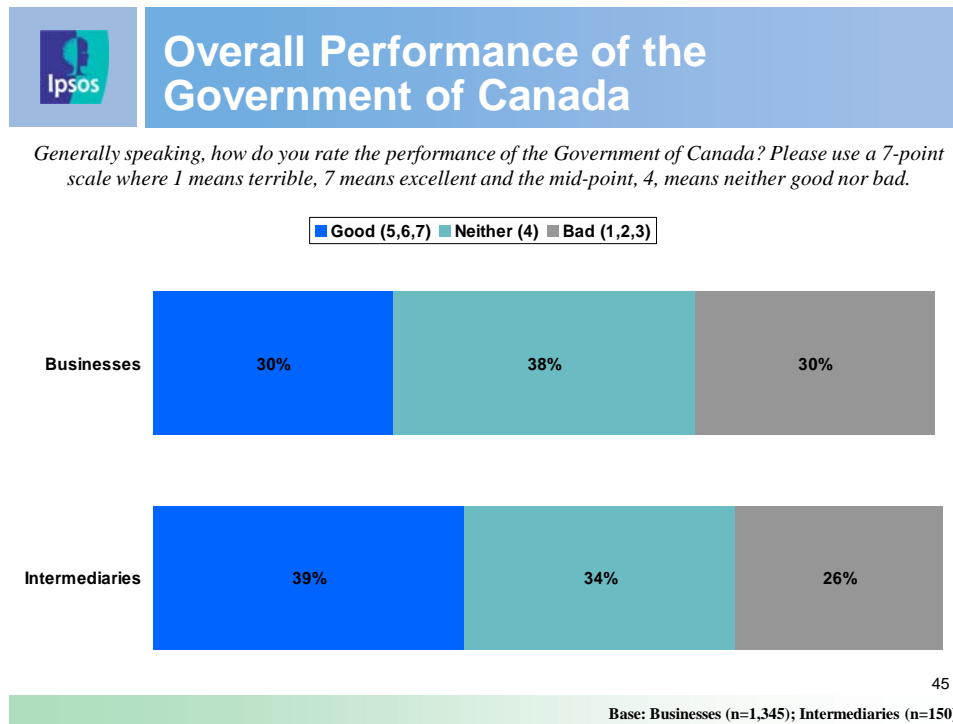
Fewer business leaders, about one in five, say that the Government of Canada has done a good job providing service and information to small businesses.

Intermediaries are more likely to rate the government's performance positively overall and in terms of providing service and information to small businesses.

Business leaders more likely to rate the government's performance positively in terms of providing service and information to small and medium-sized businesses include:

- Business leaders in Ontario, New Brunswick and Newfoundland;
- Younger business leaders (18-34 years of age);
- Business leaders with less than a high school education, as well as those with a university education;
- Business leaders aware of the advertising on either an unaided or aided basis; and,
- Business leaders aware of the newspaper and Web banner ads.

The views of self-employed, small and medium-sized business leaders do not greatly differ with respect to the performance of the Government of Canada (overall, with respect to informing the public about services, or with respect to providing service and information for small and medium-sized businesses).

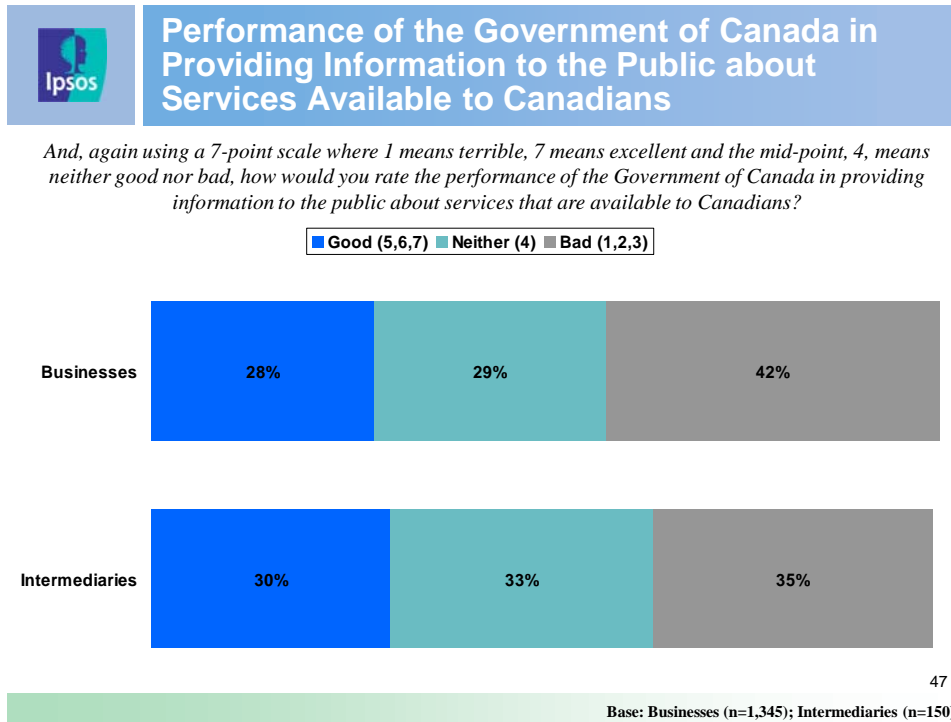


Business leaders more likely to rate the Government of Canada's overall performance positively include:

- Business leaders from British Columbia (35%), Alberta (39%) and Nova Scotia (33%);
- Younger business leaders (18-34 years: 40%);
- Men (35%);
- Those familiar with the advertising on either an unaided (38%) or and aided basis (35%); and,
- Those familiar with the magazine ad (41%).

Business leaders less likely to rate the Government of Canada's overall performance positively include:

- Business leaders from Quebec (21%) and New Brunswick (17%);
- Women (25%); and,
- Middle aged respondents (35-54 years: 27%).



Business leaders more likely to positively rate the Government of Canada's performance in providing information include:

- Business leaders from British Columbia (31%), Ontario (34%), New Brunswick (30%) and Nova Scotia (33%);
- Women (33%);
- Those familiar with the ad on either an unaided (40%) or an aided basis (40%); and,
- Those familiar with the newspaper (51%) and Internet text ad (48%).

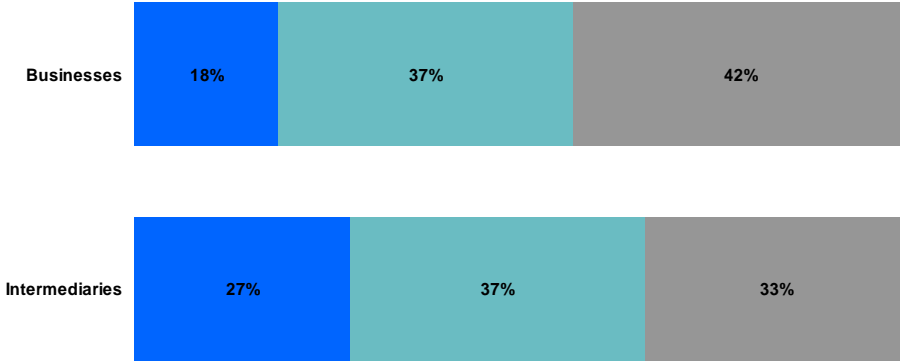
Business leaders less likely to rate the Government of Canada's overall performance positively include:

- Business leaders from Alberta (24%), Manitoba (23%), Quebec (21%) and PEI (21%);
- Older respondents (55 years and older: 23%);
- Men (24%); and,
- Those with a high school education (22%).

Performance of the Government of Canada in Providing Service and Information to Small and Medium-sized Businesses

How would you rate the performance of the Government of Canada in providing service and information to small and medium-sized businesses? Please use a 7-point scale, where 1 means terrible, 7 means excellent and the mid-point, 4, means neither good nor bad.

■ Good (5,6,7) ■ Neither (4) ■ Bad (1,2,3)



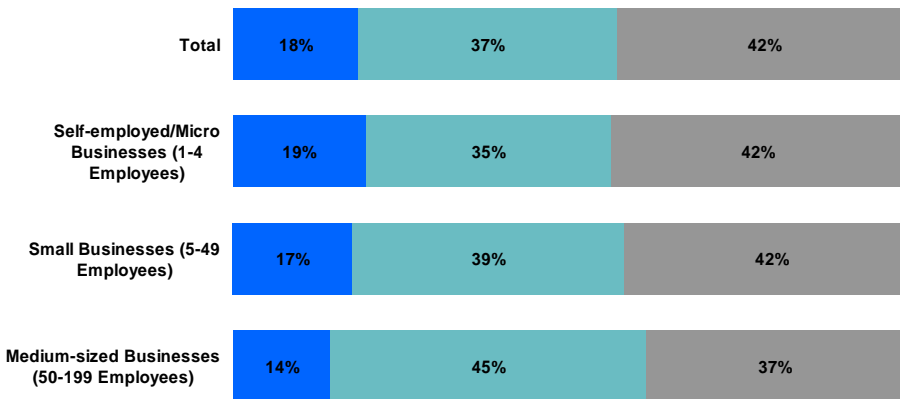
49

Base: Businesses (n=1,345); Intermediaries (n=150)

Performance of the Government of Canada in Providing Service and Information to Small and Medium-sized Businesses -- by Business Size

How would you rate the performance of the Government of Canada in providing service and information to small and medium-sized businesses? Please use a 7-point scale, where 1 means terrible, 7 means excellent and the mid-point, 4, means neither good nor bad.

■ Good (5,6,7) ■ Neither (4) ■ Bad (1,2,3)

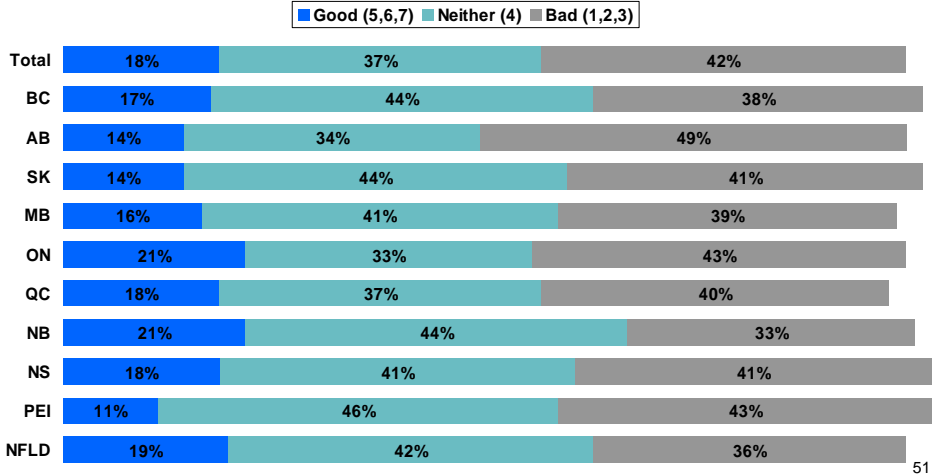


50

Base: Businesses (n=1,345); Intermediaries (n=150)

Performance of the Government of Canada in Providing Service and Information to Small and Medium-sized Businesses -- by Province

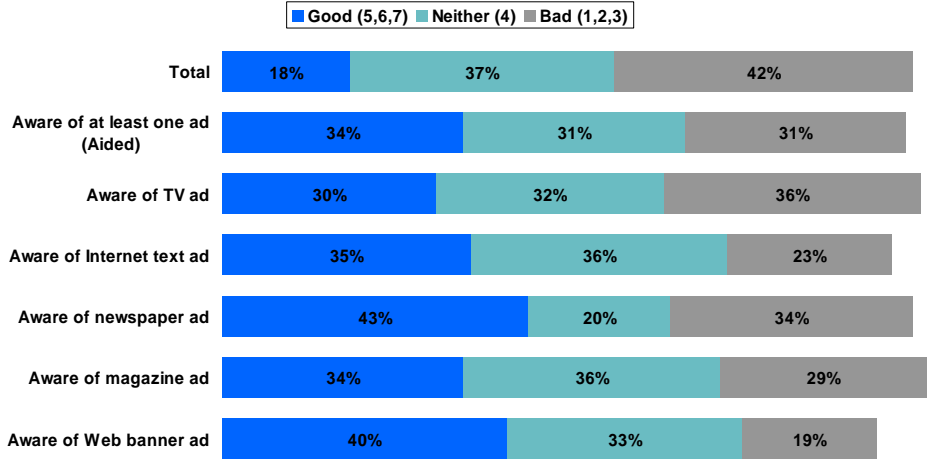
How would you rate the performance of the Government of Canada in providing service and information to small and medium-sized businesses? Please use a 7-point scale, where 1 means terrible, 7 means excellent and the mid-point, 4, means neither good nor bad.



Base: Businesses (n=1,345); Intermediaries (n=150)

Performance of the Government of Canada in Providing Service and Information to Small and Medium-sized Businesses -- by Awareness of Ads by Media (Aided)

How would you rate the performance of the Government of Canada in providing service and information to small and medium-sized businesses? Please use a 7-point scale, where 1 means terrible, 7 means excellent and the mid-point, 4, means neither good nor bad.



Base: Businesses (n=1,345); Intermediaries (n=150)

Attitudes Towards the Government of Canada

At least three in four business leaders (75%) and intermediaries (79%) believe that the Government of Canada can play an important role in helping small businesses succeed.

However, business leaders (19%) and intermediaries (27%) are much less likely to say the Government of Canada does a good job helping small businesses succeed.

That said, business leaders aware of the advertising (on either an unaided or an aided basis) are much more likely to think the government does a good job helping small business succeed.

Fewer than one in three business leaders say it is easy to contact the Government of Canada for service and information about business (27%) or that it is easy to locate service and information from the Government of Canada about small business (24%).

However, business leaders aware of the advertising (on either an unaided or an aided basis) are much more likely to think it is easy to contact the Government of Canada and, to locate service and information about small business.

Intermediaries are somewhat more likely than businesses to say that it is easy to contact the government for service and information about business (31% vs. 27% among businesses) and that it is easy to locate service and information from the Government of Canada about small business (37% vs. 24% among businesses).

Intermediaries (45%) are much more likely than business leaders (23%) to say they are aware of the services and information available to small business from the Government of Canada.

Again, business leaders aware of the advertising are much more likely to say they are aware of the services and information available to small business from the government of Canada.

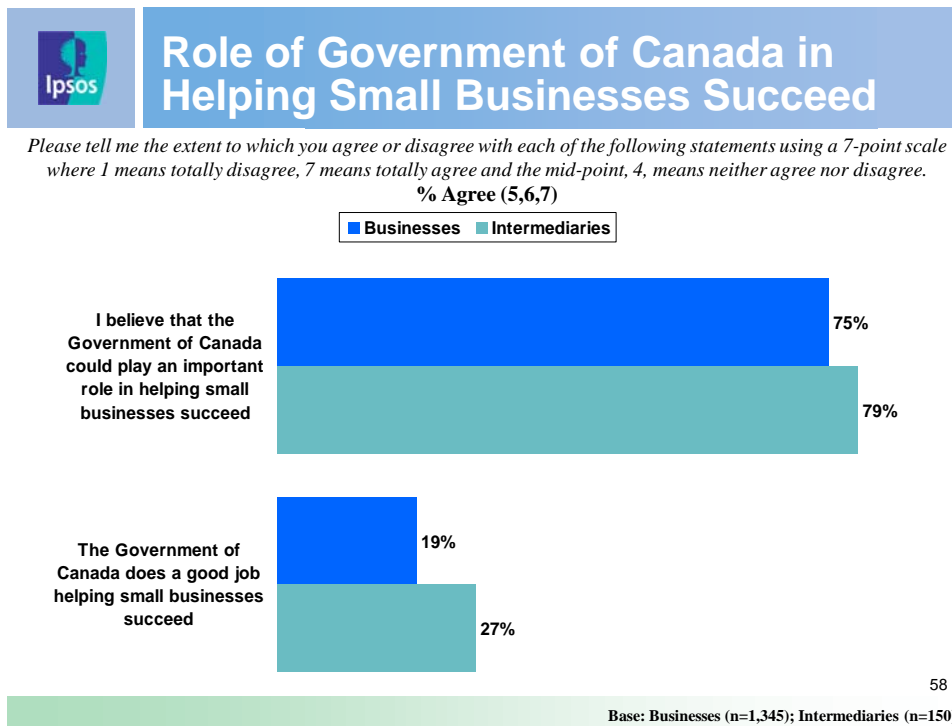
On a tracking basis, in 2006, self-employed business leaders are somewhat less likely to believe that the Government of Canada can play an important role in helping small businesses succeed than in 2005, while intermediaries remain virtually unchanged.

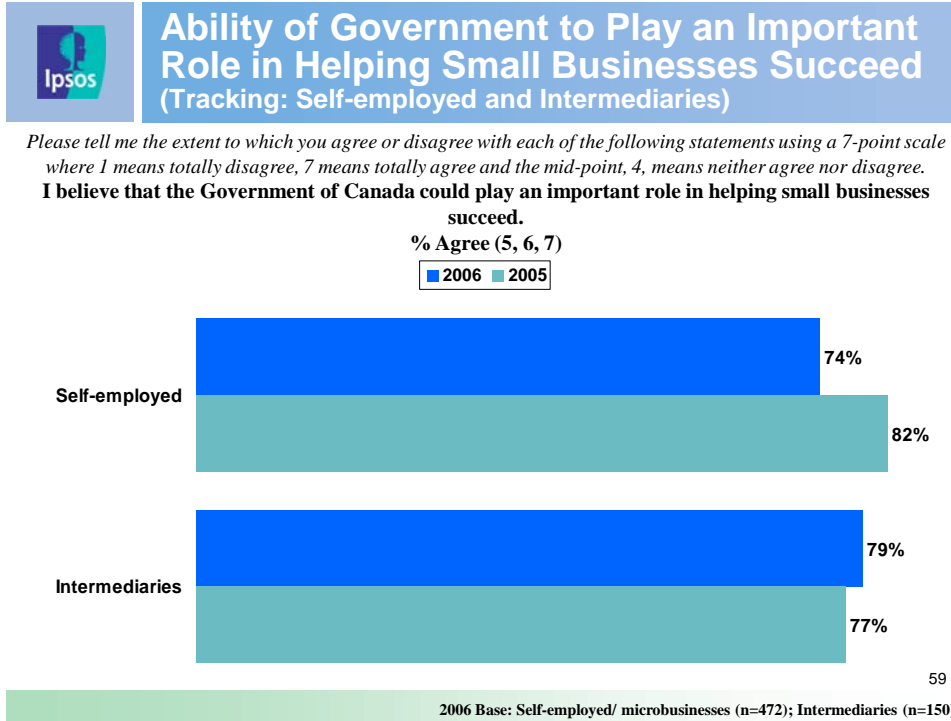
Self-employed business leaders see little improvement to the performance of the Government of Canada in helping small business succeed. Intermediaries, however, are

somewhat more likely this year to say that the Government of Canada has been successful as helping small business succeed.

Self-employed business leaders are less likely in 2006 to say that they are aware of the services and information available to small business from the Government of Canada. Intermediaries are essentially unchanged in their awareness of the services and information available to small business.

Similarly, self-employed business leaders are less likely than in 2005 to say that it is easy to locate service and information from the Government of Canada, though the views of intermediaries are largely unchanged in this respect.

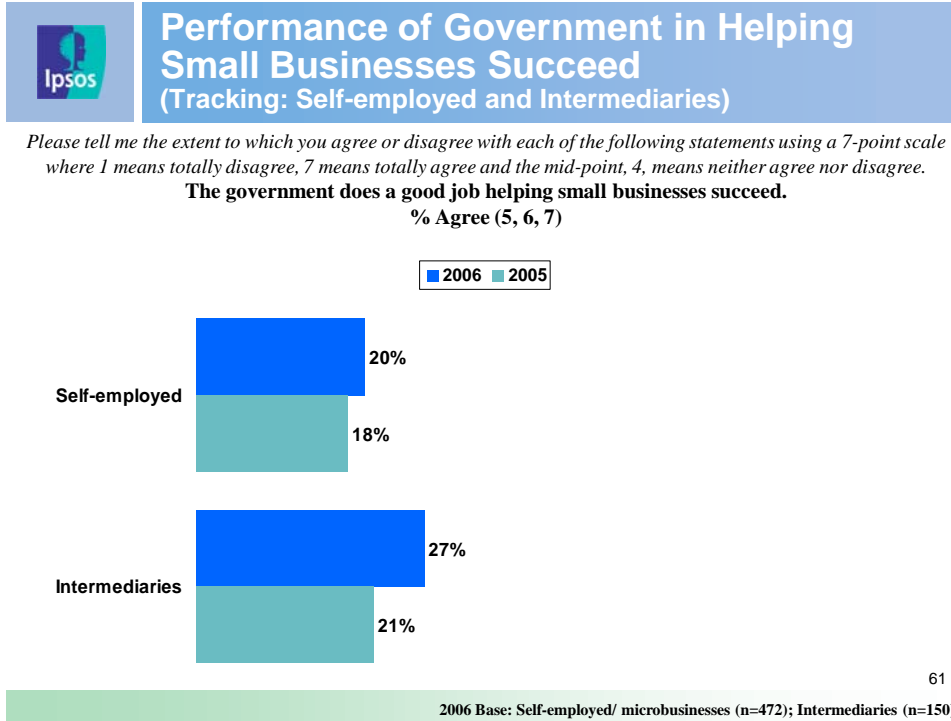




Business leaders more likely to agree (rating as 5, 6 or 7 on the scale) that the Government of Canada has an important role in helping small businesses succeed include:

- Residents of Manitoba (80%) and PEI (80%) as compared to residents of Quebec (66%) and Saskatchewan (67%);
- Respondents with higher levels of education (university, 78%, compared to 69% among those with less than a high school education); and,
- Those who have seen the Internet text (82%) and magazine (87%) ads.

Self-employed respondents, small and medium sized businesses do not greatly differ in their view on the importance of government’s role in helping small businesses succeed.



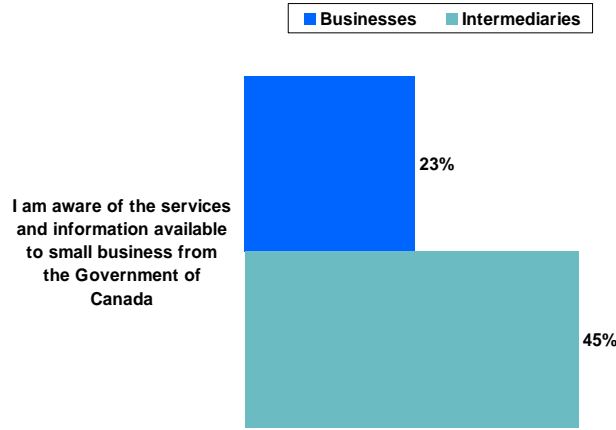
Business leaders more likely to agree (rating as 5, 6 or 7 on the scale) that the Government of Canada does a good job helping small businesses succeed include:

- Residents of Saskatchewan (23%) and Newfoundland (24%) as compared to Manitobans (13%);
- Younger respondents (18-34 years: 25%) compared to 14% among those 55 years and older;
- Respondents with higher levels of education (university: 21%) compared to 15% among those with a high school education or less;
- Those aware of the ads on unaided basis (28% vs. 17% among those unaware); and,
- Those aware of the ads on an aided basis (30% vs. 16% among those unaware), particularly those aware of the newspaper ad (38%).

Awareness of Services and Information Available to Small Businesses from Government of Canada

Please tell me the extent to which you agree or disagree with each of the following statements using a 7-point scale where 1 means totally disagree, 7 means totally agree and the mid-point, 4, means neither agree nor disagree.

% Agree (5,6,7)



63

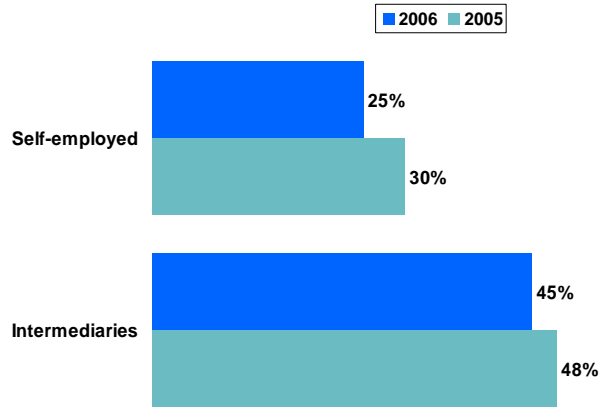
Base: Businesses (n=1,345); Intermediaries (n=150)

Awareness of Services and Information Available to Small Businesses from the Government of Canada (Tracking: Self-employed and Intermediaries)

Please tell me the extent to which you agree or disagree with each of the following statements using a 7-point scale where 1 means totally disagree, 7 means totally agree and the mid-point, 4, means neither agree nor disagree.

I am aware of the services and information available to small business from the Government of Canada.

% Agree (5, 6, 7)



64

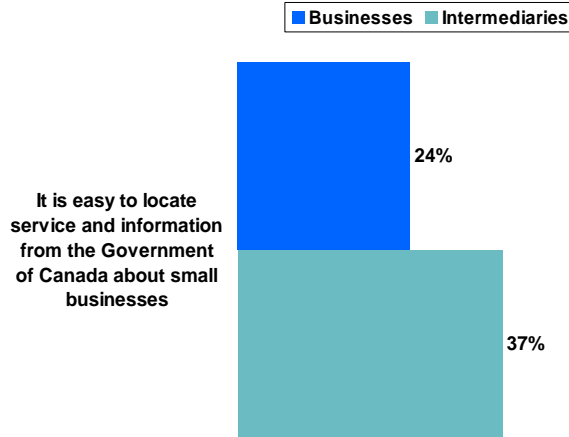
2006 Base: Self-employed/ microbusinesses (n=472); Intermediaries (n=150)

Business leaders more likely to agree (rating as 5, 6 or 7 on the scale) that they are aware of the services and information available to small businesses from the Government of Canada include:

- Residents of British Columbia, Ontario, Quebec and Newfoundland (25% each) compared to residents of Saskatchewan (15%), Manitoba (13%) and New Brunswick (13%);
- Younger respondents (18-34 years: 28%) compared to 18% among those 55 years and older;
- Respondents with higher levels of education (university: 27%) as well as those with less than a high school education (25%);
- Self-employed business leaders (25%) compared to business leaders representing medium-sized companies (20%);
- Those aware of the ads on unaided basis (40% vs. 20% among those unaware); and,
- Those aware of the ads on an aided basis (38% vs. 19% among those unaware), particularly those aware of the newspaper (44%), magazine (42%) and Web banner (41%) ads.

Ease of Access to Government of Canada Information

Please tell me the extent to which you agree or disagree with each of the following statements using a 7-point scale where 1 means totally disagree, 7 means totally agree and the mid-point, 4, means neither agree nor disagree.
% Agree (5,6,7)

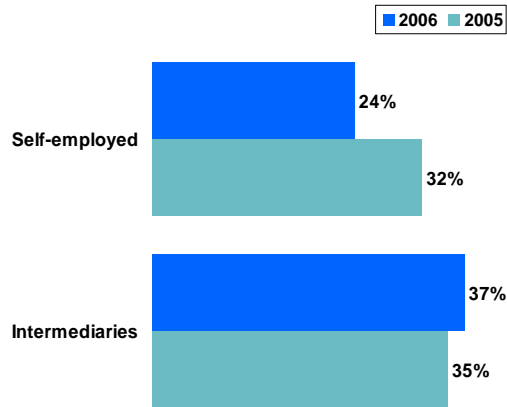


66

Base: Businesses (n=1,345); Intermediaries (n=150)

Ease of Access to Government of Canada Information (Tracking: Self-employed and Intermediaries)

Please tell me the extent to which you agree or disagree with each of the following statements using a 7-point scale where 1 means totally disagree, 7 means totally agree and the mid-point, 4, means neither agree nor disagree.
It is easy to locate service and information from the Government of Canada about small business.
% Agree (5, 6, 7)

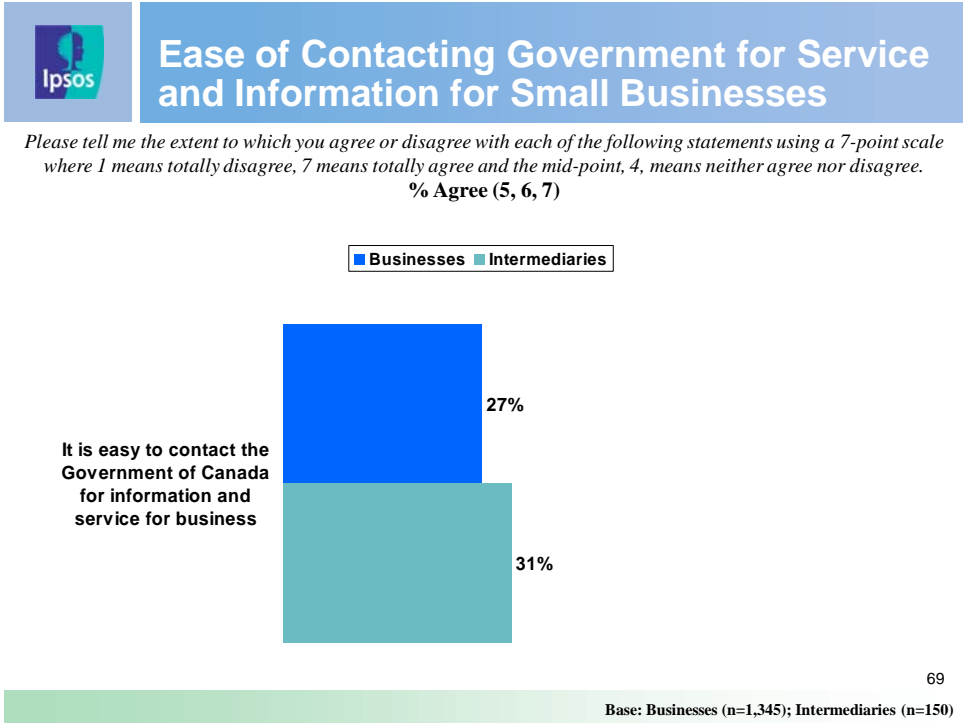


67

2006 Base: Self-employed/ microbusinesses (n=472); Intermediaries (n=150)

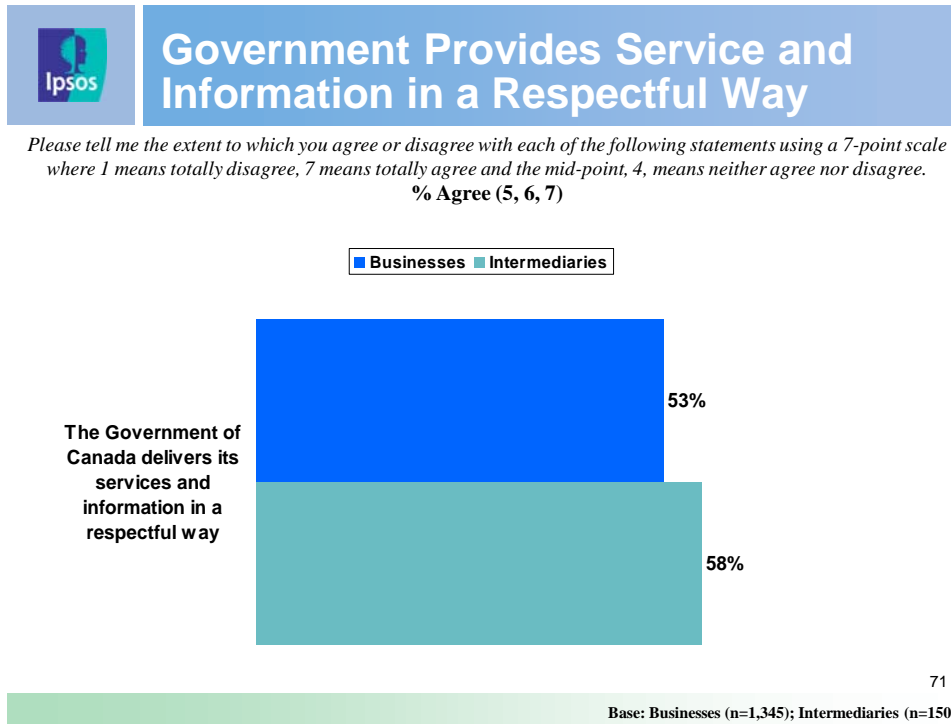
Business leaders more likely to agree (rating as 5, 6 or 7 on the scale) that it is easy to locate service and information from the Government of Canada include:

- Residents of Newfoundland (39%) compared to residents of Alberta (17%), Saskatchewan (19%), Manitoba (18%) and New Brunswick (19%);
- Younger respondents (18-34 years: 30%) compared to 18% among those 55 years and older;
- Respondents with higher levels of education (university: 27%) as well as those with less than a high school education (27%);
- Those aware of the ads on unaided basis (33% vs. 22% among those unaware); and,
- Those aware of the ads on an aided basis (38% vs. 19% among those unaware), particularly those aware of the newspaper (44%), magazine (42%) and Web banner (41%) ads.



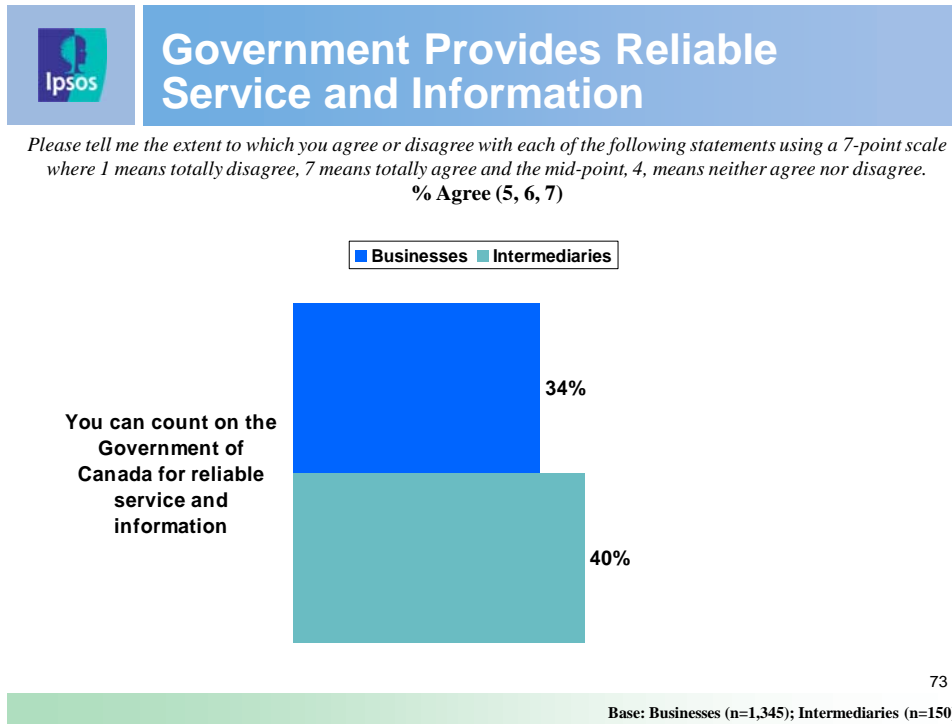
Business leaders more likely to agree (rating as 5, 6 or 7 on the scale) that it is easy to contact the Government of Canada for Service and Information about small business include:

- Residents of Nova Scotia (32%), PEI (34%) and Newfoundland (39%) as compared to residents of Saskatchewan (23%);
- Younger respondents (18-34 years: 34%) compared to 24% among those 55 years and older;
- Respondents with higher levels of education (university: 32%) as compared to those with a high school education (22%) or less (25%);
- Those aware of the ads on unaided basis (31% vs. 26% among those unaware); and,
- Those aware of the ads on an aided basis (33% vs. 26% among those unaware).



Business leaders more likely to agree (rating as 5, 6 or 7 on the scale) that the government provides service and information in a respectful way include:

- Residents of Nova Scotia (58%), PEI (57%) and Newfoundland (62%) as compared to residents of Saskatchewan (44%) and Manitoba (45%);
- Younger respondents (18-34 years: 70%) compared to 46% among those 55 years and older;
- Respondents with higher levels of education (university: 58%) as compared to those a high school education (40%) or less (49%);
- Those aware of the ads on unaided basis (61% vs. 51% among those unaware); and,
- Those aware of the ads on an aided basis (66% vs. 49% among those unaware).



Business leaders more likely to agree (rating as 5, 6 or 7 on the scale) that the government provides reliable service and information include:

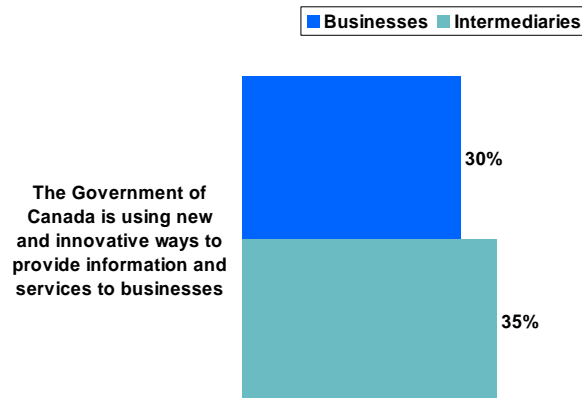
- Residents of Quebec (42%), New Brunswick (39%) and Newfoundland (39%) as compared to residents of British Columbia (26%) and Manitoba (27%);
- Younger respondents (18-34 years: 46%) compared to 28% among those 55 years and older;
- Those aware of the ads on unaided basis (48% vs. 31% among those unaware); and,
- Those aware of the ads on an aided basis (45% vs. 31% among those unaware), particularly those aware of the magazine ad (54%).



Government is Using New and Innovative Ways to Provide Service and Information

Please tell me the extent to which you agree or disagree with each of the following statements using a 7-point scale where 1 means totally disagree, 7 means totally agree and the mid-point, 4, means neither agree nor disagree.

% Agree (5, 6, 7)



75

Base: Businesses (n=1,345); Intermediaries (n=150)

Business leaders more likely to agree (rating as 5, 6 or 7 on the scale) that government is using new and innovative ways of providing service and information include:

- Residents of New Brunswick (35%) and Newfoundland (40%) as compared to residents of Saskatchewan (24%);
- Younger respondents (18-34 years: 41%) compared to 26% among those 55 years and older;
- Respondents with higher levels of education (university: 33%) as compared to those with less than a high school education (23%);
- Those aware of the ads on unaided basis (47% vs. 27% among those unaware); and,
- Those aware of the ads on an aided basis (48% vs. 25% among those unaware), particularly those aware of the Internet text ad (52%).



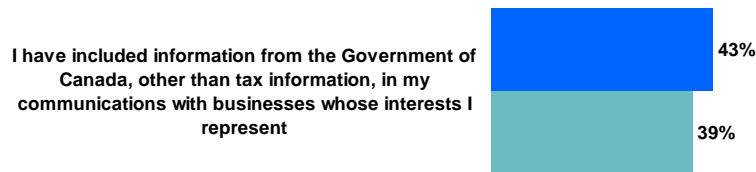
Role of Third Parties in Disseminating Government Information and Service

Please tell me the extent to which you agree or disagree with each of the following statements using a 7-point scale where 1 means totally disagree, 7 means totally agree and the mid-point, 4, means neither agree nor disagree.

Intermediaries Only

% Agree (5,6,7)

■ 2006 ■ 2005



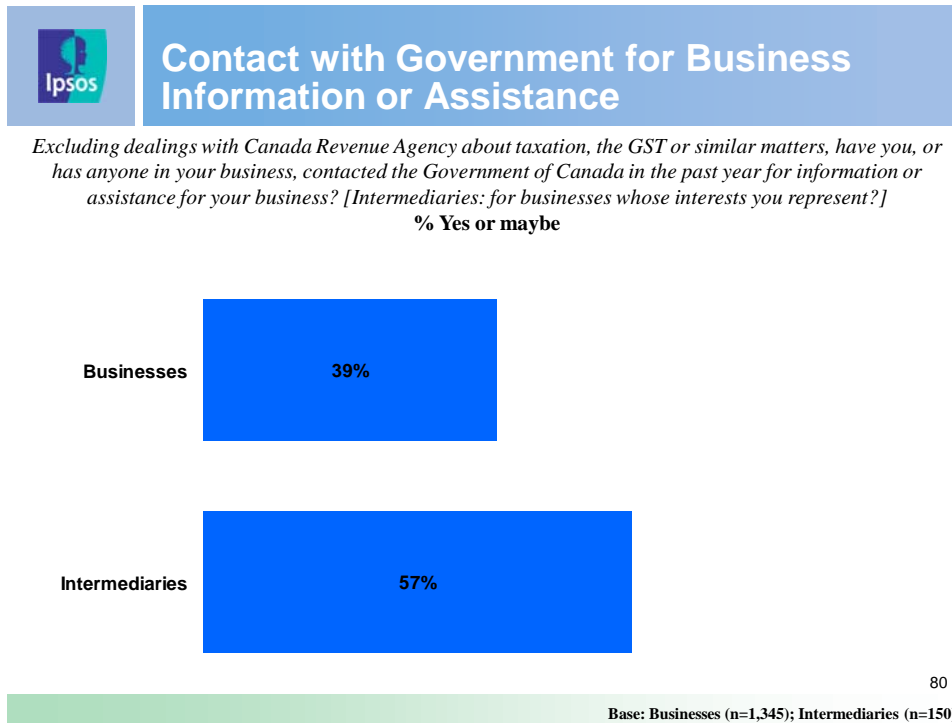
77

2006 Base: Intermediaries (n=150)

Contact with the Government of Canada

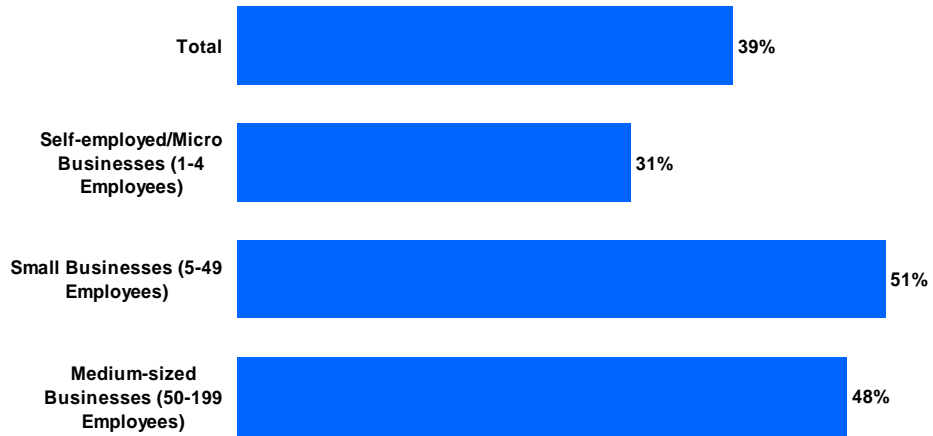
About two in five business leaders say they have contacted government in the past years for information or assistance for their business (excluding dealings with the Canada Revenue Agency).

A majority of intermediaries say they have contacted the Government of Canada in the past year on behalf of businesses whose interests they represent (excluding dealings with the Canada Revenue Agency).



Contact with Government for Business Information or Assistance by Business Size

Excluding dealings with Canada Revenue Agency about taxation, the GST or similar matters, have you, or has anyone in your business, contacted the Government of Canada in the past year for information or assistance for your business? % Yes or maybe

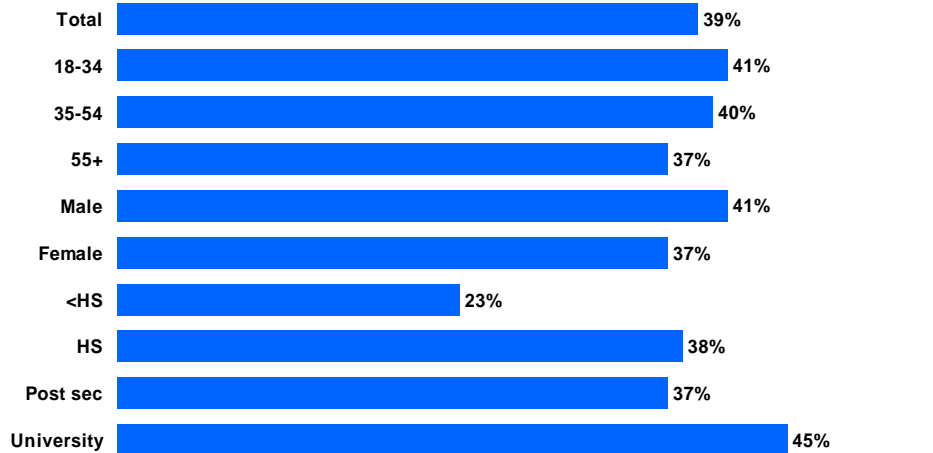


81

Base: Businesses (n=1,345); Intermediaries (n=150)

Contact with Government for Business Information or Assistance by Age, Gender and Education

Excluding dealings with Canada Revenue Agency about taxation, the GST or similar matters, have you, or has anyone in your business, contacted the Government of Canada in the past year for information or assistance for your business? % Yes or maybe

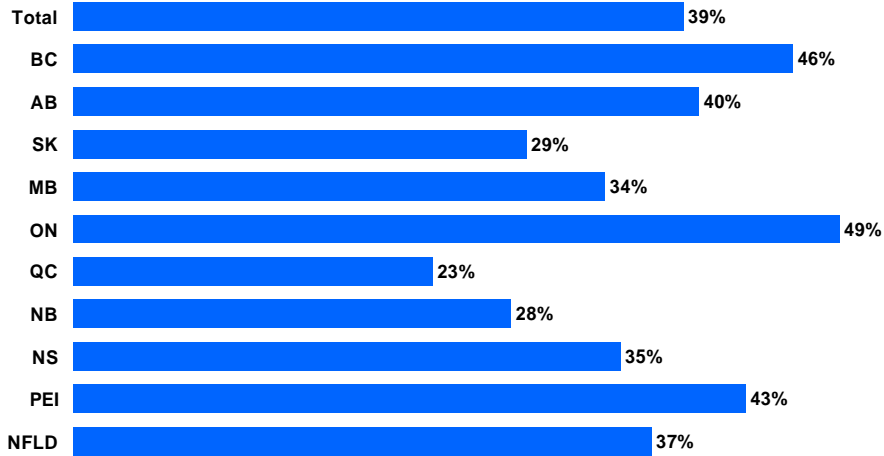


82

Base: Businesses (n=1,345); Intermediaries (n=150)

Contact with Government for Business Information or Assistance by Province

Excluding dealings with Canada Revenue Agency about taxation, the GST or similar matters, have you, or has anyone in your business, contacted the Government of Canada in the past year for information or assistance for your business? % Yes or maybe

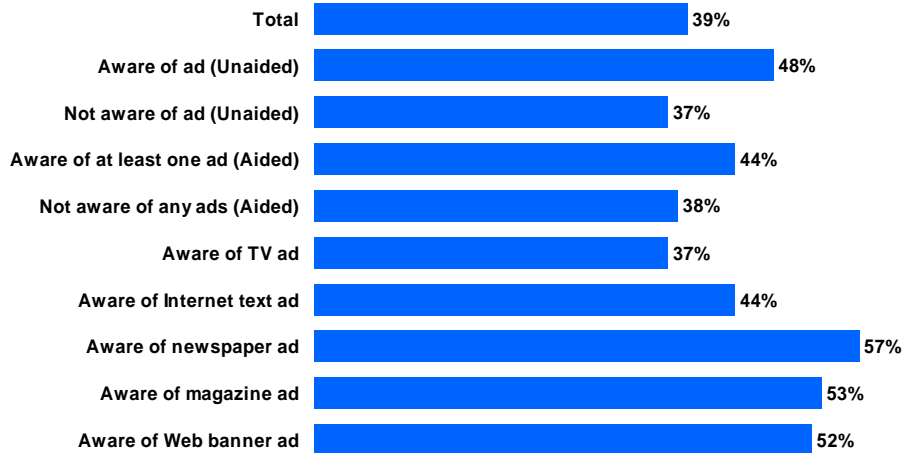


83

Base: Businesses (n=1,345); Intermediaries (n=150)

Contact with Government for Business Information or Assistance by Awareness of Advertising

Excluding dealings with Canada Revenue Agency about taxation, the GST or similar matters, have you, or has anyone in your business, contacted the Government of Canada in the past year for information or assistance for your business? % Yes or maybe



84

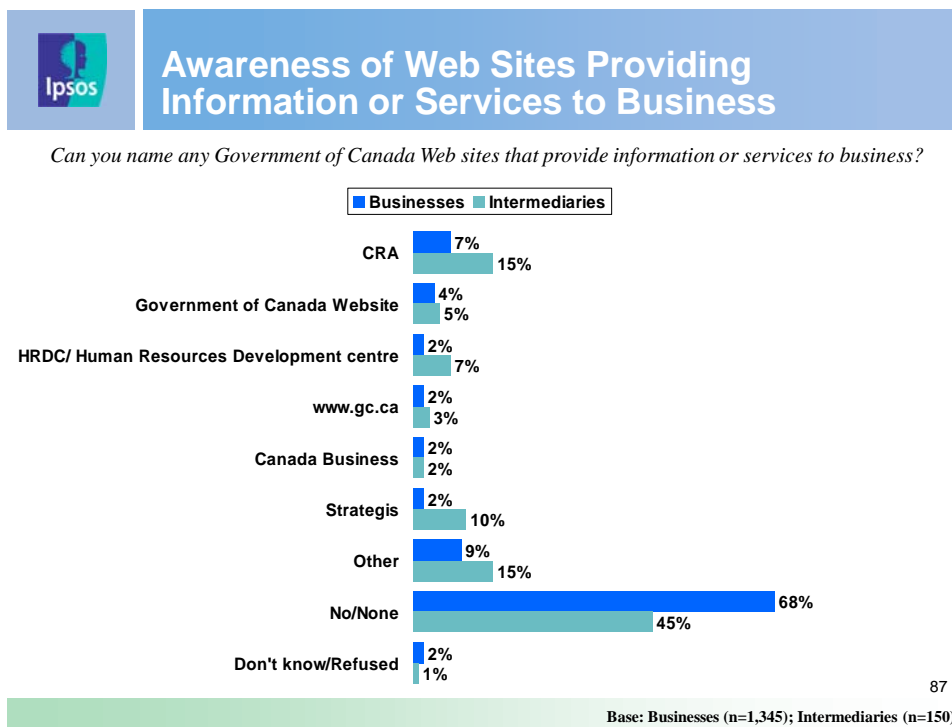
Base: Businesses (n=1,345); Intermediaries (n=150)

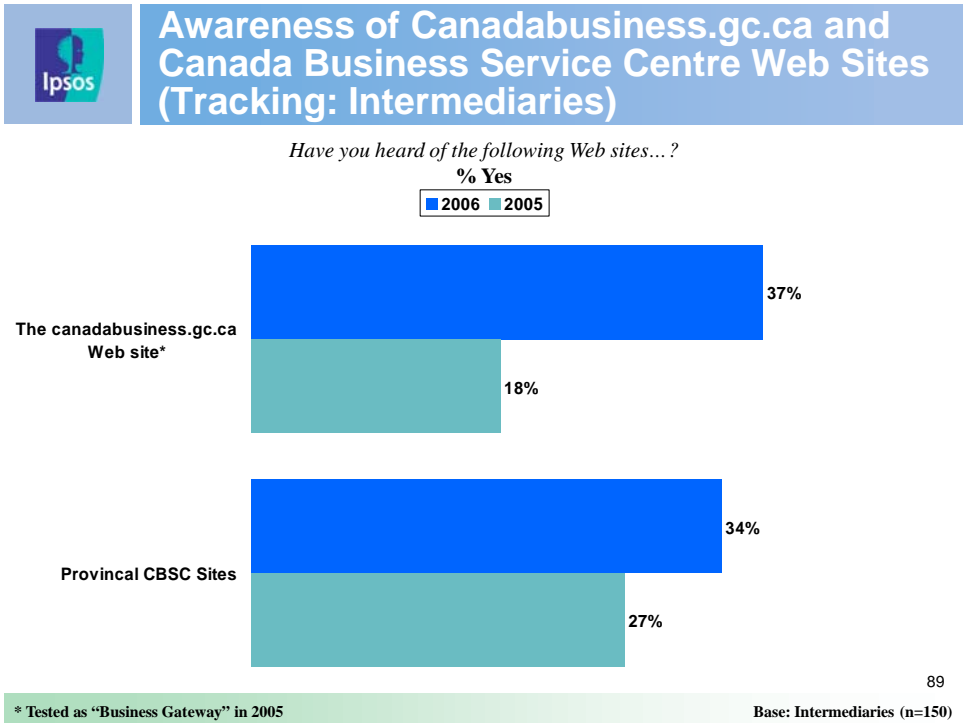
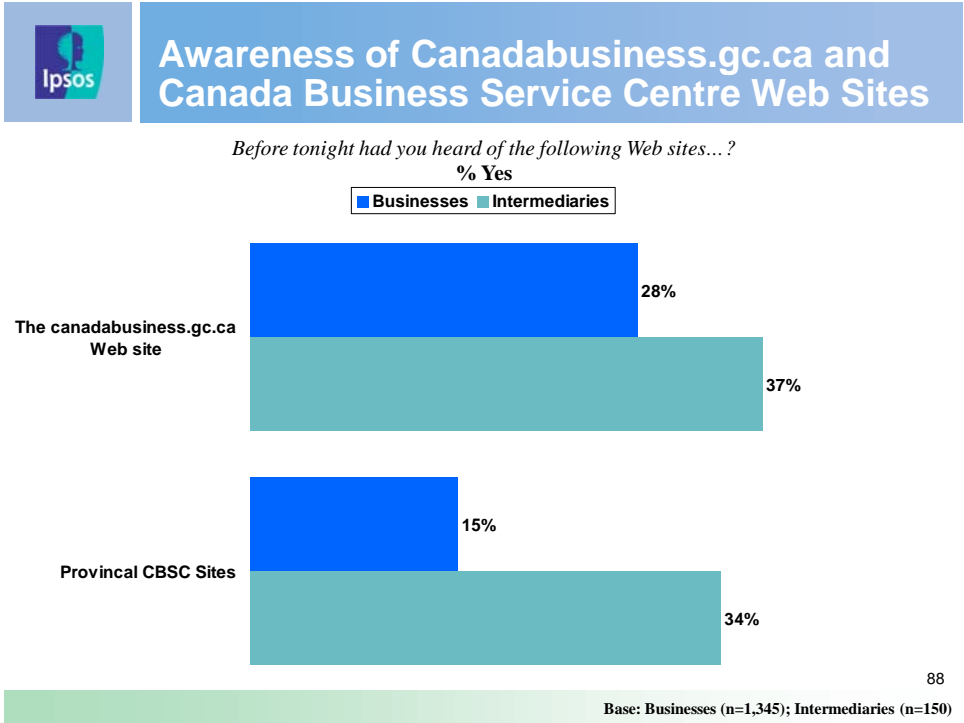
Awareness and Use of Government of Canada Web Sites

When asked if they can name a Government of Canada Web site that offers service or information to business, business leaders and intermediaries most often say they cannot.

When asked if they have heard of canadabusiness.gc.ca, one in three business leaders (28%) and about two in five intermediaries (37%) say they recall this site.

When asked about their particular provincial Canada Business Service Centre site, 15% of business leaders and 34% of intermediaries say they recall these sites.



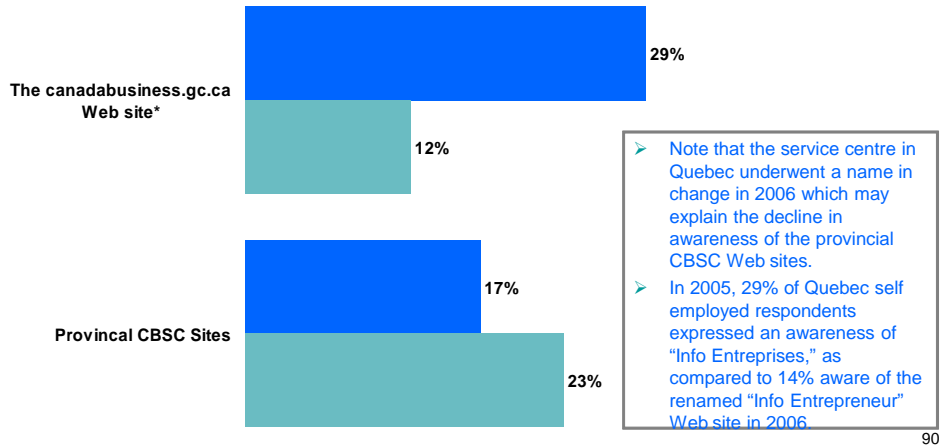


Awareness of Canadabusiness.gc.ca and Canada Business Service Centre Web Sites (Tracking: Self-employed)



Before tonight had you heard of the following Web sites...?
% Yes

2006 2005



* Tested as "Business Gateway" in 2005

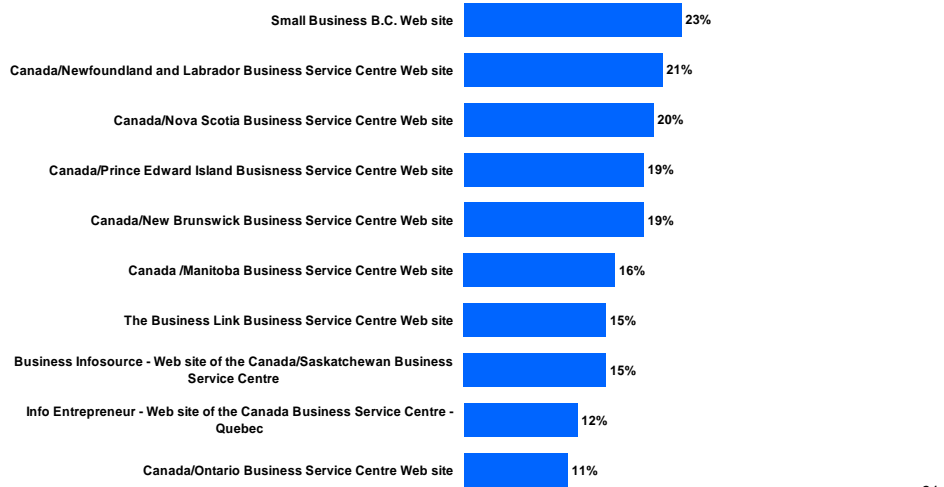
Base: Self-employed (n=142)

90

Awareness of Provincial Canada Business Service Centre Web Sites (Businesses)

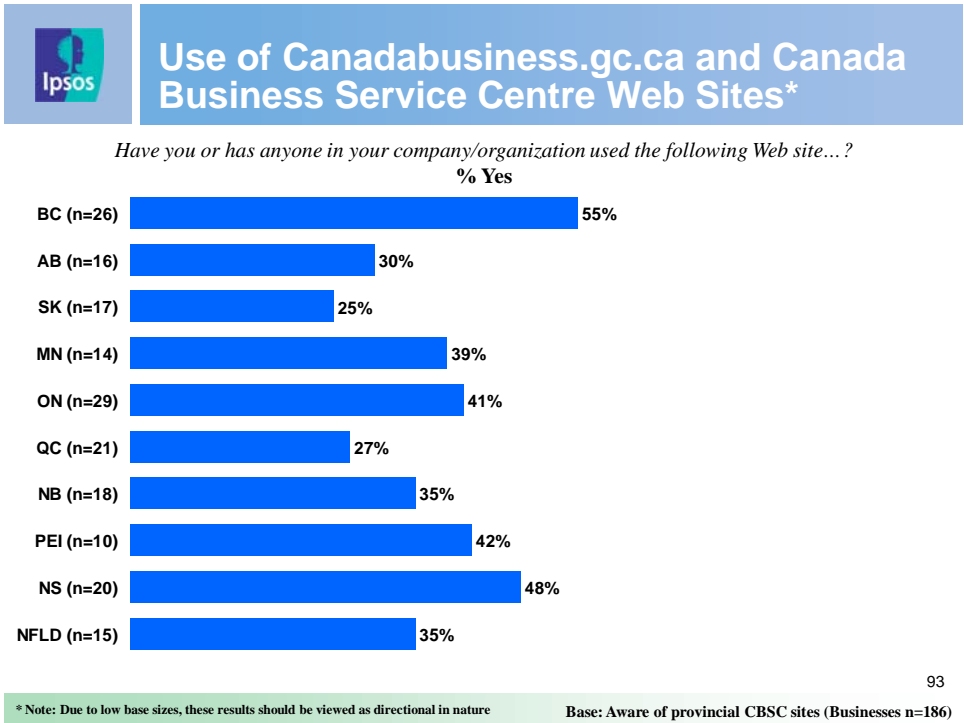
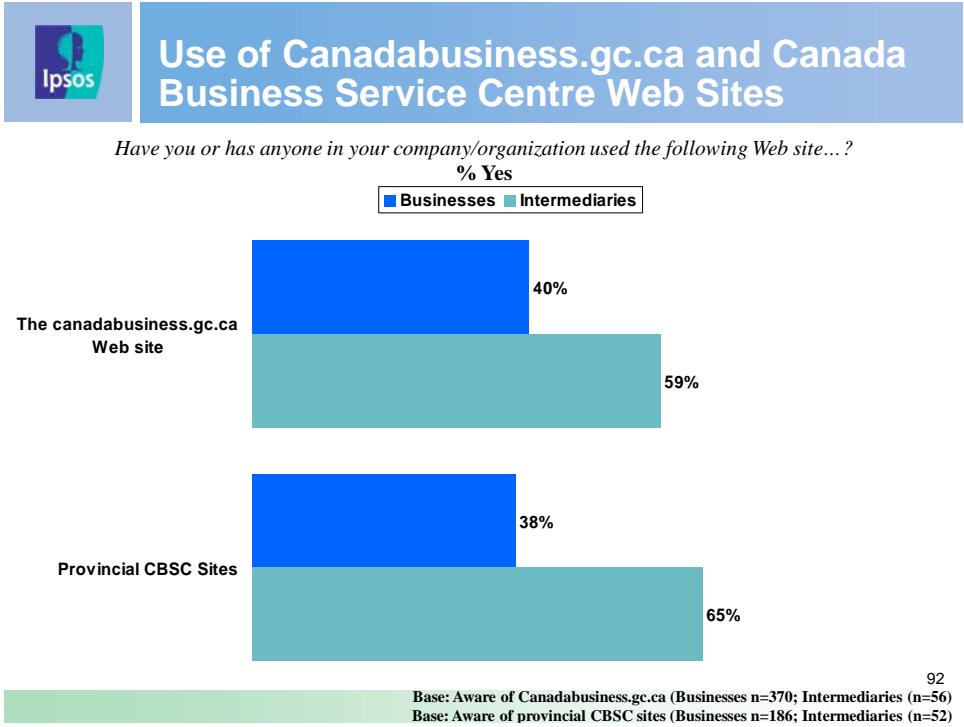


Before tonight had you heard of the following Web sites...?
% Yes



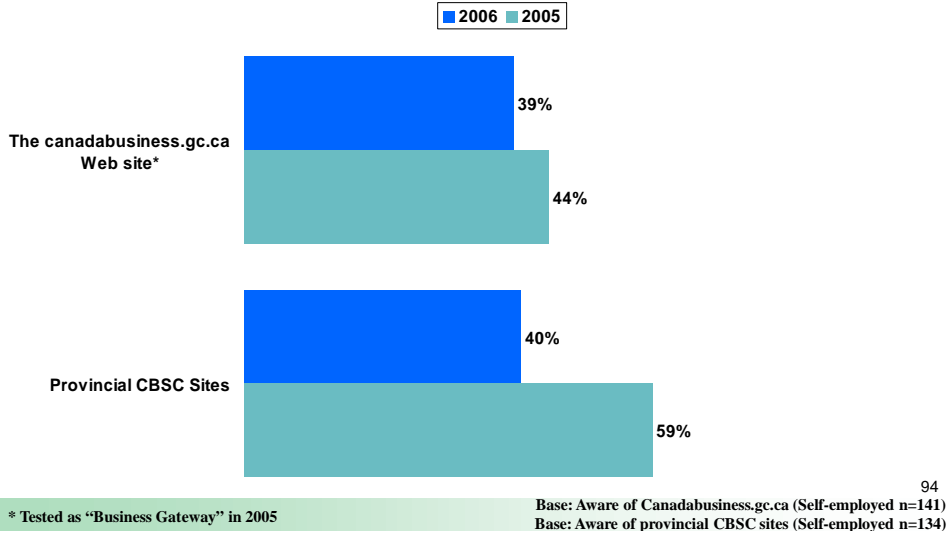
Base: Businesses (n=1,345)

91



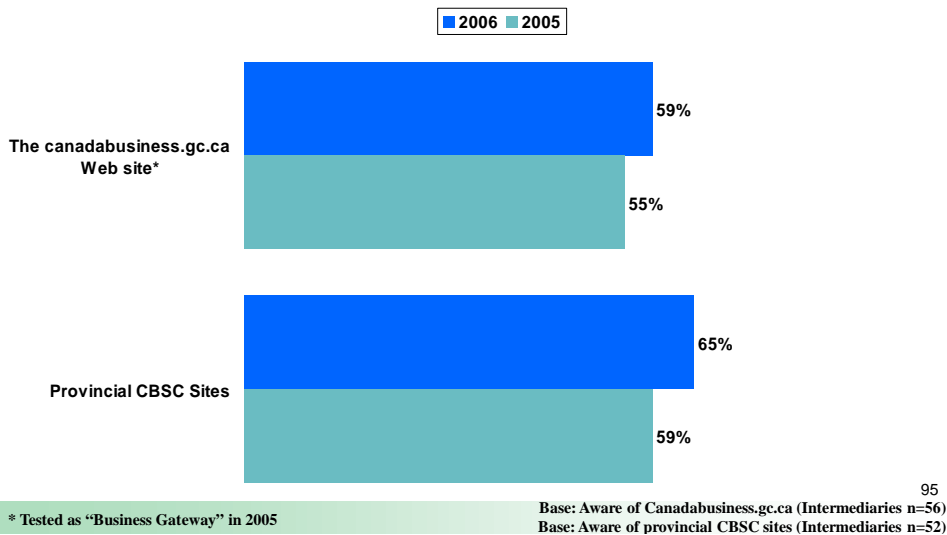
Use of Canadabusiness.gc.ca and Canada Business Service Centre Web Sites (Tracking: Self-employed)

Have you or has anyone in your company/organization used the following Web site...?
% Yes



Use of Canadabusiness.gc.ca and Canada Business Service Centre Web Sites (Tracking: Intermediaries)

Have you or has anyone in your company/organization used the following Web site...?
% Yes



Awareness and Visits of Canada Business Service Centres

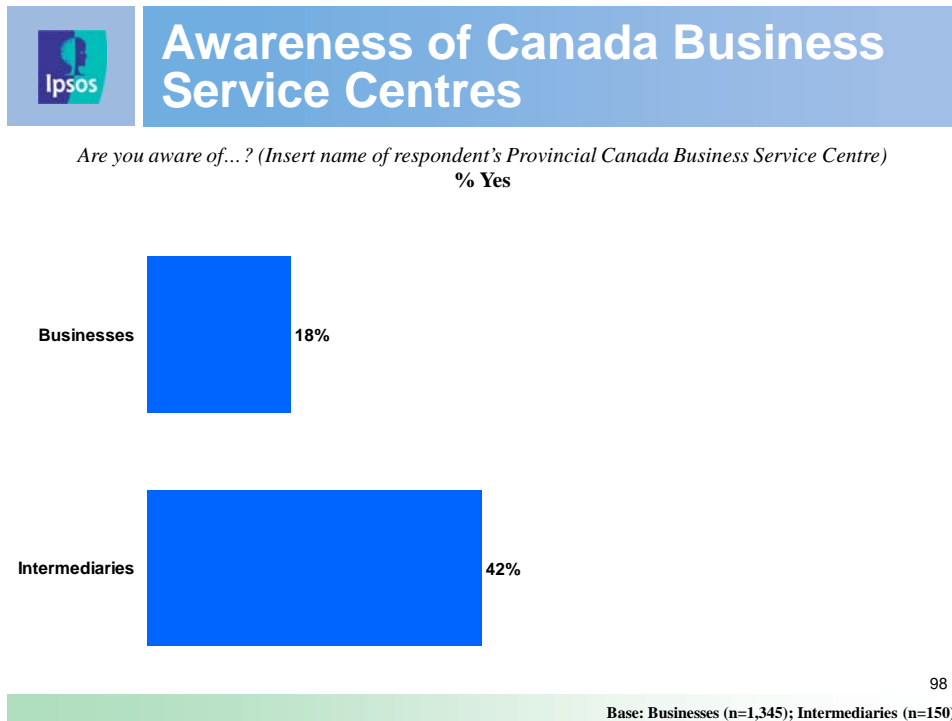
Intermediaries (42%) are twice as likely as business leaders (18%) to say they are aware of the Canada Business Service Centres.

Business leaders in British Columbia are most aware of their CBSC, followed closely by respondents in Newfoundland and Manitoba.

Residents of Quebec, Alberta and Ontario are least likely to be aware of their CBSCs.

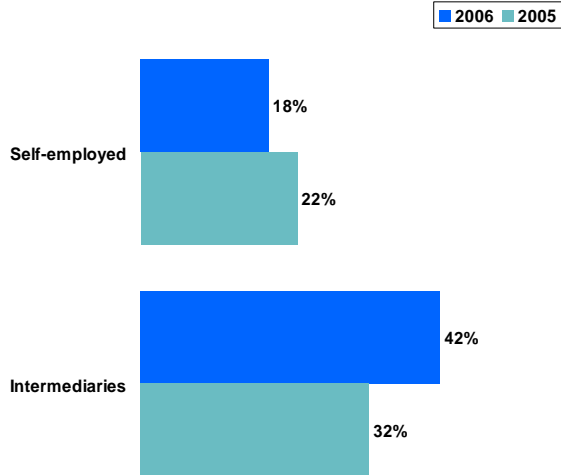
Among those aware of their CBSCs, about one in four business leaders and intermediaries say they have actually visited one.

In keeping with their greater awareness, business leaders in British Columbia are more likely to say they have visited their CBSC, while those in Quebec, Alberta and Ontario are less likely to say they have done so.



Awareness of Canada Business Service Centres

Are you aware of...? (Insert name of respondent's Provincial Canada Business Service Centre)
% Yes



➤ Please note that the centre in Quebec underwent a name change in 2006, which may have led to the decline in awareness of the provincial CBCSCs.

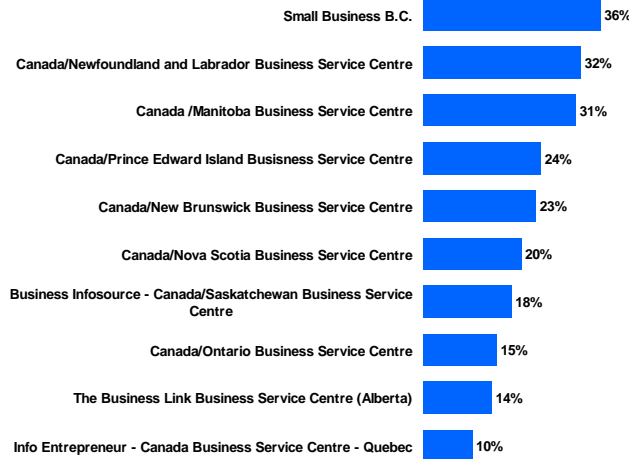
➤ In 2005, 22% of Quebec self employed respondents expressed an awareness of "Info Entreprises," as compared to 10% aware of the renamed "Info Entrepreneur" Web site in 2006.

99

Base: Self-employed (n=472); Intermediaries (n=150)

Awareness of Canada Business Service Centres (Business Leaders)

Are you aware of...? (Insert name of respondent's Provincial Canada Business Service Centre)
% Yes

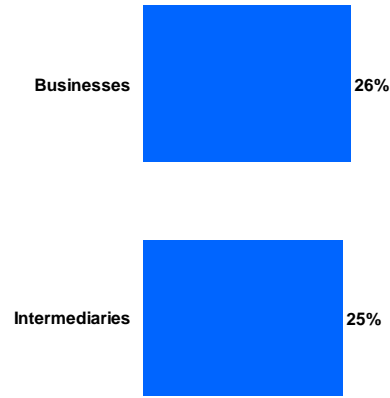


100

Base: Businesses n=1,345

Experience Visiting Canada Business Service Centres

*Have you ever visited the following office to obtain service or information...?
(Insert name of respondents' Provincial Canada Business Service Centre.)*
% Yes

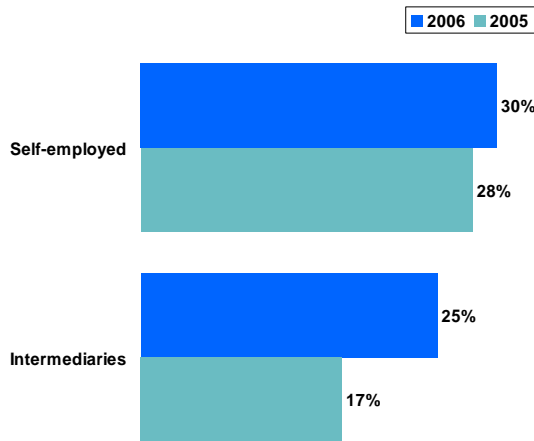


101

Base: Aware of CBSC (Businesses, n=248; Intermediaries, n=63)

Experience Visiting Canada Business Service Centres (Tracking: Self-employed and Intermediaries)

Have you ever visited the following office to obtain service or information relevant to your business/relevant to the businesses whose interests you represent? (Insert name of respondents' Provincial Canada Business Service Centre.)
% Yes



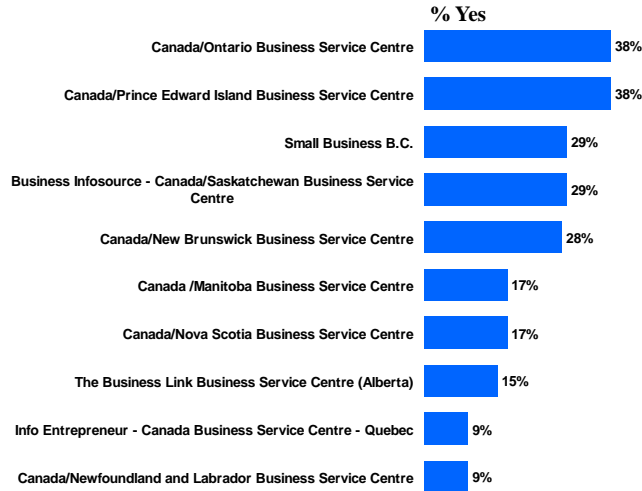
102

Base: Aware of CBSC (Self-employed, n=110; Intermediaries, n=63)



Experience Visiting Canada Business Service Centres (Business Leaders)*

Have you ever visited the following office to obtain service or information...?
 (Insert name of provincial Canada Business Service Centre)



103

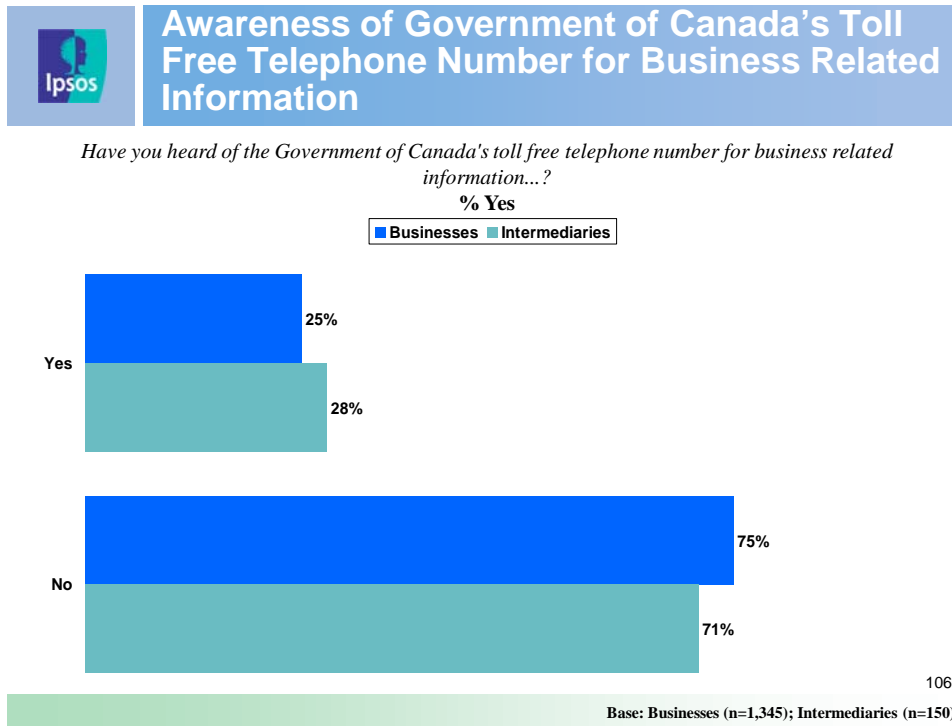
* Note: Due to low base sizes, these results should be viewed as directional in nature


Base: Businesses aware of Canada Business Service Centres (n=248)

Awareness and Use of Government's Toll Free Number for Business

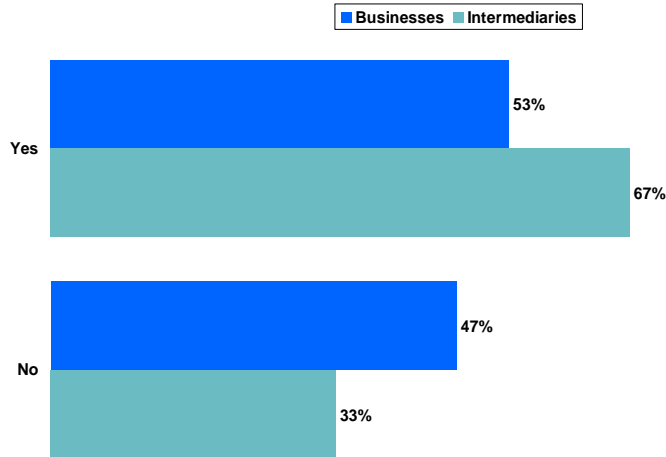
One in four businesses and intermediaries say they have heard of the Government of Canada's toll free telephone number for business-related information.

About half of business leaders and intermediaries who have heard of the toll free number say they have called it.



 **Use of Government of Canada's Toll Free Telephone Number for Business Related Information**

Have you ever called the Government of Canada using a 1-800 line to obtain business information?
% Yes



107

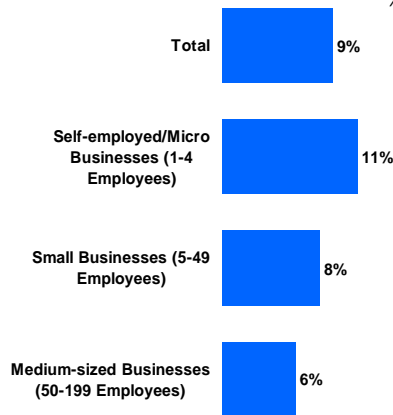
Base: Heard of Government of Canada's toll free number for business information (Businesses n=313; Intermediaries n=42)

APPENDIX I: AIDED AWARENESS OF ADVERTISING BY MEDIA—DETAILED DEMOGRAPHICS

Aided Awareness of Television Ad by Business Size

I would now like to ask you some questions about some specific advertising. Do you remember seeing or hearing: A television closed-captioning ad with a white background and the words 'Canada Business' announcing the web address Canada Business dot GC dot CA and concluding with the words 'What entrepreneurs really need'

% Yes or maybe



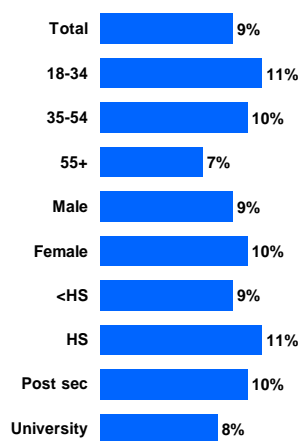
109

Base: Businesses (n=1,345)

Aided Awareness of Television Ad by Age, Gender and Education

I would now like to ask you some questions about some specific advertising. Do you remember seeing or hearing: A television closed-captioning ad with a white background and the words 'Canada Business' announcing the web address Canada Business dot GC dot CA and concluding with the words 'What entrepreneurs really need'

% Yes or maybe

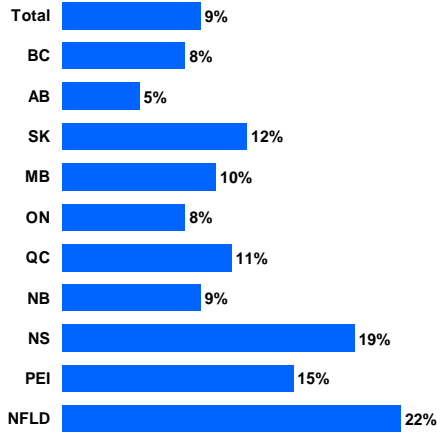


110

Base: Businesses (n=1,345)

Aided Awareness of Television Ad by Province

I would now like to ask you some questions about some specific advertising. Do you remember seeing or hearing: A television closed-captioning ad with a white background and the words 'Canada Business' announcing the web address Canada Business dot GC dot CA and concluding with the words 'What entrepreneurs really need'. % Yes or maybe

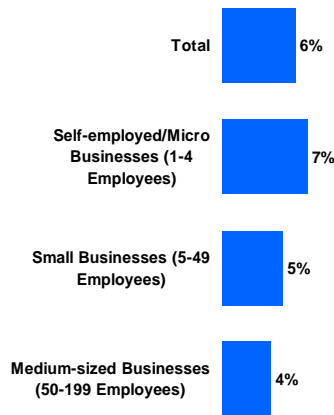


111

Base: Businesses (n=1,345)

Aided Awareness of Internet Text Ad by Business Size

I would now like to ask you some questions about some specific advertising. Do you remember seeing or hearing: A three-line Internet text ad that would appear in your browser with the words 'Canada Business - Information you can COUNT ON' and concludes with 'Canada Business dot GC dot CA'. % Yes or maybe

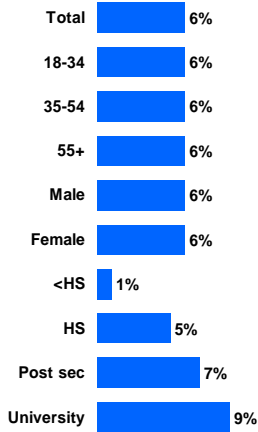


112

Base: Businesses (n=1,345)

Aided Awareness of Internet Text Ad by Age, Gender and Education

I would now like to ask you some questions about some specific advertising. Do you remember seeing or hearing: A three-line Internet text ad that would appear in your browser with the words 'Canada Business - Information you can COUNT ON' and concludes with 'Canada Business dot GC dot CA' % Yes or maybe

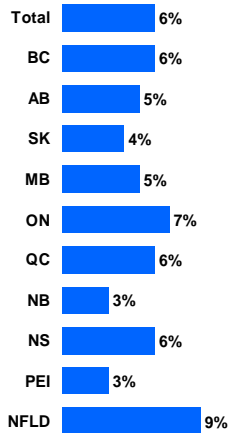


113

Base: Businesses (n=1,345)

Aided Awareness of Internet Text Ad by Province

I would now like to ask you some questions about some specific advertising. Do you remember seeing or hearing: A three-line Internet text ad that would appear in your browser with the words 'Canada Business - Information you can COUNT ON' and concludes with 'Canada Business dot GC dot CA' % Yes or maybe

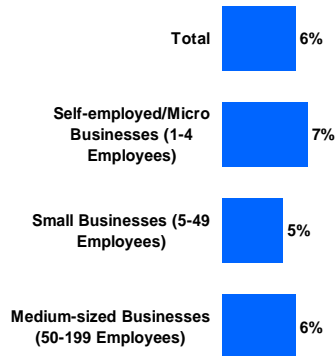


114

Base: Businesses (n=1,345)

Aided Awareness of Newspaper Ad by Business Size

I would now like to ask you some questions about some specific advertising. Do you remember seeing or hearing: An ad in a newspaper with a white background featuring one of three headline quotes 'I need reliable information and I need it NOW' or 'I need an information source I can COUNT ON' or 'I've got to have all the information I need IN ONE PLACE' and concluding with the words 'What entrepreneurs really need.' The words 'Canada Business' are displayed in very large type
 % Yes or maybe

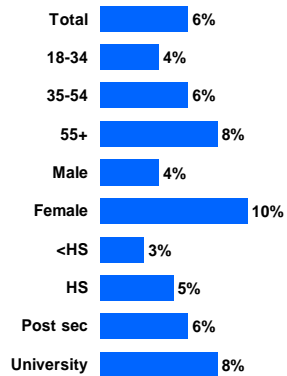


115

Base: Businesses (n=1,345)

Aided Awareness of Newspaper Ad by Age, Gender and Education

I would now like to ask you some questions about some specific advertising. Do you remember seeing or hearing: An ad in a newspaper with a white background featuring one of three headline quotes 'I need reliable information and I need it NOW' or 'I need an information source I can COUNT ON' or 'I've got to have all the information I need IN ONE PLACE' and concluding with the words 'What entrepreneurs really need.' The words 'Canada Business' are displayed in very large type
 % Yes or maybe

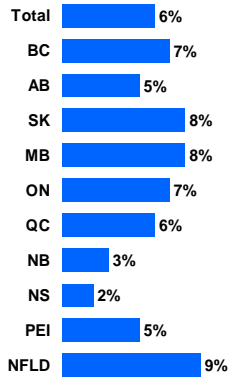


116

Base: Businesses (n=1,345)

Aided Awareness of Newspaper Ad by Province

I would now like to ask you some questions about some specific advertising. Do you remember seeing or hearing: An ad in a newspaper with a white background featuring one of three headline quotes 'I need reliable information and I need it NOW' or 'I need an information source I can COUNT ON' or 'I've got to have all the information I need IN ONE PLACE' and concluding with the words 'What entrepreneurs really need.' The words 'Canada Business' are displayed in very large type
 % Yes or maybe

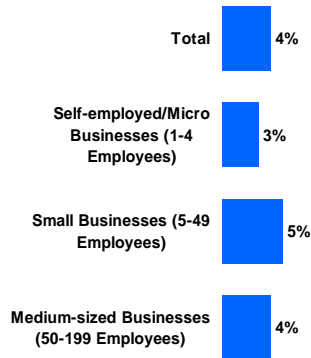


117

Base: Businesses (n=1,345)

Aided Awareness of Magazine Ad by Business Size

I would now like to ask you some questions about some specific advertising. Do you remember seeing or hearing: An ad in a magazine with a white background featuring one of three headline quotes 'I need reliable information and I need it NOW' or 'I need an information source I can COUNT ON' or 'I've got to have all the information I need IN ONE PLACE' and concluding with the words 'What entrepreneurs really need.' The words 'Canada Business' are displayed in very large type
 % Yes or maybe

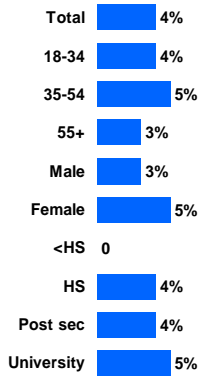


118

Base: Businesses (n=1,345)

Aided Awareness of Magazine Ad by Age, Gender and Education

I would now like to ask you some questions about some specific advertising. Do you remember seeing or hearing: An ad in a magazine with a white background featuring one of three headline quotes 'I need reliable information and I need it NOW' or 'I need an information source I can COUNT ON' or 'I've got to have all the information I need IN ONE PLACE' and concluding with the words 'What entrepreneurs really need.' The words 'Canada Business' are displayed in very large type
 % Yes or maybe

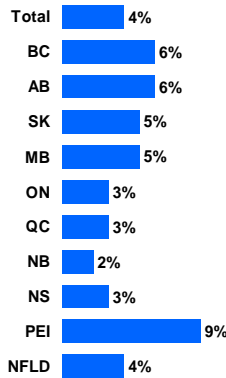


119

Base: Businesses (n=1,345)

Aided Awareness of Magazine Ad by Province

I would now like to ask you some questions about some specific advertising. Do you remember seeing or hearing: An ad in a magazine with a white background featuring one of three headline quotes 'I need reliable information and I need it NOW' or 'I need an information source I can COUNT ON' or 'I've got to have all the information I need IN ONE PLACE' and concluding with the words 'What entrepreneurs really need.' The words 'Canada Business' are displayed in very large type
 % Yes or maybe



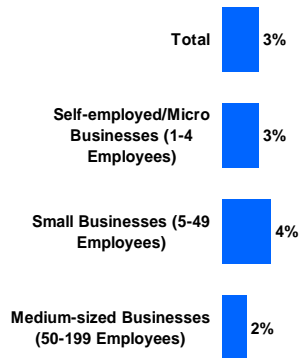
120

Base: Businesses (n=1,345)

Aided Awareness of Web Banner Ad by Business Size

I would now like to ask you some questions about some specific advertising. Do you remember seeing or hearing: An ad online with a white background featuring one of three headline quotes 'I need reliable information and I need it NOW' or 'I need an information source I can COUNT ON' or 'I've got to have all the information I need IN ONE PLACE' and concluding with the words 'What entrepreneurs really need.' The words 'Canada Business' are displayed in very large type.

% Yes or maybe



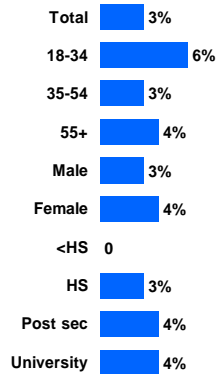
121

Base: Businesses (n=1,345)

Aided Awareness of Web Banner Ad by Age, Gender and Education

I would now like to ask you some questions about some specific advertising. Do you remember seeing or hearing: An ad online with a white background featuring one of three headline quotes 'I need reliable information and I need it NOW' or 'I need an information source I can COUNT ON' or 'I've got to have all the information I need IN ONE PLACE' and concluding with the words 'What entrepreneurs really need.' The words 'Canada Business' are displayed in very large type.

% Yes or maybe



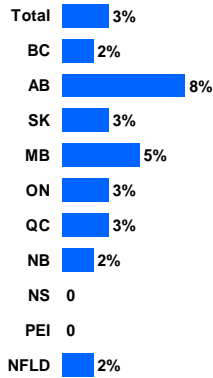
122

Base: Businesses (n=1,345)

Aided Awareness of Web Banner Ad by Province

I would now like to ask you some questions about some specific advertising. Do you remember seeing or hearing: An ad online with a white background featuring one of three headline quotes 'I need reliable information and I need it NOW' or 'I need an information source I can COUNT ON' or 'I've got to have all the information I need IN ONE PLACE' and concluding with the words 'What entrepreneurs really need.' The words 'Canada Business' are displayed in very large type.

% Yes or maybe



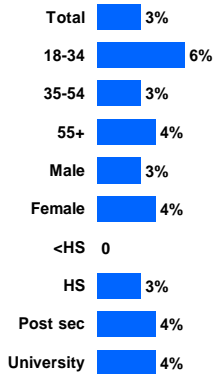
123

Base: Businesses (n=1,345)

Aided Awareness of Web Banner Ad by Age, Gender and Education

I would now like to ask you some questions about some specific advertising. Do you remember seeing or hearing: An ad online with a white background featuring one of three headline quotes 'I need reliable information and I need it NOW' or 'I need an information source I can COUNT ON' or 'I've got to have all the information I need IN ONE PLACE' and concluding with the words 'What entrepreneurs really need.' The words 'Canada Business' are displayed in very large type.

% Yes or maybe



124

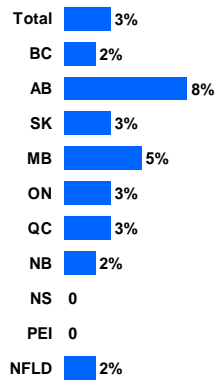
Base: Businesses (n=1,345)



Aided Awareness of Web Banner Ad by Province

I would now like to ask you some questions about some specific advertising. Do you remember seeing or hearing: An ad online with a white background featuring one of three headline quotes 'I need reliable information and I need it NOW' or 'I need an information source I can COUNT ON' or 'I've got to have all the information I need IN ONE PLACE' and concluding with the words 'What entrepreneurs really need.' The words 'Canada Business' are displayed in very large type.

% Yes or maybe



125

Base: Businesses (n=1,345)

APPENDIX II: FINAL QUESTIONNAIRE

CPC INTRO:

INTRO POUR LE PANEL DES CONSOMMATEURS DU CANADA :

IF TARGETING ANY MEMBER OF THE HOUSEHOLD:

SI UN MEMBRE DU FOYER EST CIBLÉ :

Good afternoon/evening, my name is _____. May I please speak with
(INSERT MAIN PANELIST NAME).

Bonjour/Bonsoir, ici _____. Puis-je parler à
(INSÉRER LE NOM DU MEMBRE PRINCIPAL DU PANEL)?

I'm calling from The Consumer Panel of Canada. Someone in your household indicated that members of your household may be interested in participating in surveys from time to time for our Panel.

J'appelle de la part du Panel des consommateurs du Canada. Une personne de votre foyer nous a indiqué que des membres de votre foyer pourraient être intéressés à participer de temps à autre à des sondages de notre Panel.

Today we are conducting a study among business leaders. May I please speak to **(TARGET NAME)?**

Nous menons aujourd'hui une étude auprès de dirigeants d'entreprises. Puis-je parler à **(NOM CIBLÉ)?**

ONCE ELIGIBLE RESPONDENT ON PHONE: We are not asking for any confidential information about your personal finances, or those of your company; nor are we selling anything. Your participation in this survey is completely voluntary and your responses are confidential and anonymous. Are you the person most responsible for the strategic direction of this business?

UNE FOIS LE RÉPONDANT ADMISSIBLE EN LIGNE : Nous ne vous demanderons aucun renseignement confidentiel sur vos finances personnelles ou celles de votre entreprise, et nous n'avons rien à vendre. Votre participation à ce sondage est entièrement volontaire, et toutes vos réponses sont anonymes et confidentielles. Êtes-vous la personne qui est principalement responsable de l'orientation stratégique de l'entreprise?

OTHER SAMPLE INTRO:

INTRO POUR AUTRE ÉCHANTILLONNAGE :

Good morning/afternoon/evening. My name is calling from Ipsos-Reid, an independent research firm conducting a survey among business leaders.

Bonjour/Bonsoir, ici , d'Ipsos-Reid, une firme indépendante d'études de marché. Nous menons présentement un sondage auprès de dirigeants d'entreprises.

IF INDIVIDUAL'S NAME AVAILABLE: May I speak to <named individual>?

SI LE NOM DE LA PERSONNE EST DISPONIBLE : Puis-je parler à <nom de la personne>?

IF NO NAMED INDIVIDUAL AVAILABLE:

SI LE NOM DE LA PERSONNE N'EST PAS DISPONIBLE :

SELF EMPLOYED/ MICRO BUSINESSES: May I speak to the owner or general manager of <name of business OR "this business">?

TRAVAILLEURS AUTONOMES/MICRO-ENTREPRISES : Puis-je parler au propriétaire ou au directeur général de <nom de l'entreprise OU « l'entreprise »>?

SMALL OR MEDIUM SIZED BUSINESSES: I need to speak to the person who is most responsible for the strategic direction of <name of business OR "this business">. [AS NECESSARY: "This could be the company owner or co-owner, the Chief Executive Officer, president of the company, Chief Financial Officer, or another title of similar seniority."] Is someone of this description available?

PETITES OU MOYENNES ENTREPRISES : J'aimerais parler à la personne qui est principalement responsable de l'orientation stratégique de <nom de l'entreprise OU « l'entreprise »>. [AU BESOIN : « Il peut s'agir du propriétaire ou du co-propriétaire de l'entreprise, du président-directeur général, du président, du directeur financier ou de toute personne occupant une fonction d'un rang semblable. »] Une personne correspondant à cette description est-elle disponible?

INTERMEDIARIES: I need to speak to an individual who provides advice or services to small and medium sized businesses and self-employed persons. Is someone of this description available?

INTERMÉDIAIRES : J'aimerais parler à une personne qui offre des conseils ou des services à des petites et moyennes entreprises et à des travailleurs autonomes. Une personne correspondant à cette description est-elle disponible?

ONCE APPROPRIATE INDIVIDUAL IDENTIFIED:**UNE FOIS LA BONNE PERSONNE EN LIGNE :**

Good morning/afternoon/evening. My name is ____ calling from Ipsos-Reid, an independent research firm conducting a survey among business leaders. We are not asking for any confidential information about your personal finances, or those of your company; nor are we selling anything. Your participation in this survey is completely voluntary and your responses are confidential and anonymous.

Bonjour/Bonsoir, ici , d'Ipsos-Reid, une firme indépendante d'études de marché. Nous menons présentement un sondage auprès de dirigeants d'entreprises. Nous ne vous demanderons aucun renseignement confidentiel sur vos finances personnelles ou celles de votre entreprise, et nous n'avons rien à vendre. Votre participation à ce sondage est entièrement volontaire, et toutes vos réponses sont anonymes et confidentielles.

SCREENER QUESTIONS FOR SELF EMPLOYED, SMALL AND MEDIUM SIZED BUSINESSES**QUESTIONS DE RECRUTEMENT POUR LES TRAVAILLEURS AUTONOMES ET LES PETITES ET MOYENNES ENTREPRISES**

S1. Including yourself, how many employees does your firm currently have, including both full-time and part-time people? (READ LIST; STOP WHEN APPLICABLE CATEGORY REACHED)

S1. Y compris vous-même, combien d'employés, à temps plein et à temps partiel, votre entreprise compte-t-elle en ce moment? (LIRE LA LISTE; ARRETER DE LIRE LORSQUE LA CATÉGORIE APPROPRIÉE EST ATTEINTE)

1 to 4 [CONTINUE IN QUOTA FOR SELF EMPLOYED/ MICROBUSINESS] (go to S2)

1 à 4 [CONTINUE IN QUOTA FOR SELF EMPLOYED/ MICROBUSINESS] (go to S2)

5 to 9 [CONTINUE IN QUOTA FOR SMALL BUSINESS] (go to S3)

5 à 9 [CONTINUE IN QUOTA FOR SMALL BUSINESS S3] (go to S2)

10 to 19 [CONTINUE IN QUOTA FOR SMALL BUSINESS] (go to S3)

10 à 19 [CONTINUE IN QUOTA FOR SMALL BUSINESS S3] (go to S2)

20 to 49 [CONTINUE IN QUOTA FOR SMALL BUSINESS] (go to S3)

20 à 49 [CONTINUE IN QUOTA FOR SMALL BUSINESS S3] (go to S2)

50 to 99 [CONTINUE IN QUOTA FOR MEDIUM-SIZED BUSINESS] (go to S3)

50 à 99 [CONTINUE IN QUOTA FOR MEDIUM-SIZED BUSINESS S3] (go to S2)

100 to 199 [CONTINUE IN QUOTA FOR MEDIUM-SIZED BUSINESS] (go to S3)

100 à 199 [CONTINUE IN QUOTA FOR MEDIUM-SIZED BUSINESS S3] (go to S2)

200 or more **[THANK AND TERMINATE]**

200 ou plus **[REMERCIER ET CONCLURE]**

S2. Do any of the following describe your professional responsibilities with your company? Are you a...[READ LIST; CHOOSE ONE]

S2. Est-ce que l'un des énoncés suivants correspond à vos responsabilités professionnelles au sein de votre entreprise? Êtes-vous... [READ LIST; CHOOSE ONE]

Owner or co-owner of your company [CONTINUE]

Propriétaire ou copropriétaire de votre entreprise [CONTINUER]

Senior decision-maker in your company [CONTINUE]

Décideur principal au sein de votre entreprise [CONTINUER]

No ["May I please speak to either an owner or senior-decision maker in your company?" IF YES, RETURN TO INTRO; IF NO, TERMINATE]

Non [« Puis-je parler à un propriétaire ou à un décideur principal de votre entreprise? » SI OUI, REPRENDRE L'INTRO; SI NON, CONCLURE]

SCREENER QUESTIONS FOR INTERMEDIARIES

QUESTIONS DE RECRUTEMENT POUR LES INTERMÉDIAIRES

S3. In your profession, do you frequently deal with issues related to small and medium sized businesses and self-employed individuals? [IF YES, CONTINUE IN QUOTA FOR INTERMEDIARIES N=150] [IF NO, CONTINUE]

S3. Dans le cadre de votre travail, est-ce que vous traitez souvent de questions qui concernent des petites et moyennes entreprises ou des travailleurs autonomes? [IF YES, CONTINUE IN QUOTA FOR INTERMEDIARIES N=150] [IF NO, CONTINUE]

S4. Do you provide professional services such as financial advice, accounting or legal services to small and medium sized businesses and self-employed individuals? [IF YES, CONTINUE IN QUOTA FOR INTERMEDIARIES N=150] [IF NO, THANK AND TERMINATE]

S4. Est-ce que vous offrez des services professionnels, par exemple des conseils financiers ou des services comptables ou juridiques, à des petites et moyennes entreprises et à des travailleurs autonomes? [IF YES, CONTINUE IN QUOTA FOR INTERMEDIARIES N=150] [IF NO, THANK AND TERMINATE]

ADVERTISING CAMPAIGN EVALUATION TOOL

OUTIL D'ÉVALUATION DE LA CAMPAGNE DE PUBLICITÉ

1. Over the past few weeks or so, have you seen, heard or read any advertising on the theme of government services for business?

1. Au cours des dernières semaines, avez-vous vu, lu ou entendu des publicités sur les services gouvernementaux aux entreprises?

Yes [ASK Q2 AND Q3]
 Oui [ASK Q2 AND Q3]
 No [GO TO Q4]
 Non [GO TO Q4]
 Maybe [ASK Q2 AND Q3]
 Peut-être [ASK Q2 AND Q3]
 DON'T KNOW/REFUSED [GO TO Q4]
 NE SAIT PAS/REFUS [GO TO Q4]

2. Please tell me everything you can remember about the advertising you recall. What pictures or images come to mind? [PROBE] Anything else? [OPEN-ENDED. DO NOT READ. CODE ALL THAT APPLY.]

2. Veuillez me dire tout ce dont vous vous souvenez au sujet de la publicité en question. Quelles images vous viennent à l'esprit? [SONDER] Y a-t-il autre chose? [QUESTION OUVERTE. NE PAS LIRE. CODER TOUT CE QUI S'APPLIQUE.]

Services offered to businesses
 Services offerts aux entreprises
 CanadaBusiness.gc.ca Web site
 Site Web Entreprisescanada.gc.ca
 Toll free business information line
 Ligne d'information sans frais pour les entreprises
 Canada Business Service Centres
 Centres de services d'Entreprises Canada
 The ad was a call to action to click, call or visit
 La publicité m'invitait à passer à l'action en cliquant, appelant ou visitant
 Government has business information in one place
 Le gouvernement offre des renseignements aux entreprises à un seul endroit
 The ad encourages me to seek information for my business
 La publicité m'incite à chercher des renseignements pour mon entreprise
 Other (SPECIFY)
 Autre (PRÉCISER)
 Don't know/ Not sure
 Ne sait pas/Incertain

3. Where did you notice this advertising? [PROBE. OPEN-ENDED. DO NOT READ. CODE ALL THAT APPLY]

3. Où avez-vous vu ou entendu cette publicité? [SONDER. QUESTION OUVERTE. NE PAS LIRE. CODER TOUT CE QUI S'APPLIQUE.]

Television (SPECIFY: "What was the name of the television show?")
 Télévision (PRÉCISER : « Quel était le titre de l'émission? »)
 Newspaper (SPECIFY: "What was the name of the newspaper?")
 Journal (PRÉCISER : « Quel était le nom du journal? »)
 Magazines (SPECIFY: "What was the name of the magazine?")
 Magazines (PRÉCISER : « Quel était le nom du magazine? »)
 Internet/Web site banner (SPECIFY: "What was the name of the Web site?")
 Bannière Internet/Web (PRÉCISER : « Quel était le nom du site Web? »)
 Radio

Radio
 Pamphlet/brochure in the mail
 Dépliant/brochure reçus par la poste
 Outdoor billboards
 Panneaux publicitaires
 Public transit
 Transport en commun
 Word of mouth
 Bouche à oreille
 Ethnic paper
 Journal de groupe ethnique
 Fair/Exhibition
 Foire/exposition
 Other (SPECIFY)
 Autre (PRÉCISER)
 DON'T KNOW/REFUSED
 NE SAIT PAS/REFUS

4. I would now like to ask you some questions about some specific advertising. Do you remember seeing....? And, again thinking about some specific advertising, do you remember seeing ...? [READ AND RANDOMIZE]

4. Je vais maintenant vous poser quelques questions sur des publicités bien précises. Vous rappelez-vous avoir vu....? Et, encore une fois en ce qui concerne une publicité en particulier, vous rappelez-vous avoir vu...? [LIRE AU HASARD]

A **television** closed-captioning ad with a white background and the words "Canada Business" announcing the web address Canada Business dot GC dot CA and concluding with the words "What entrepreneurs really need." [IF YES OR MAYBE, IMMEDIATELY ASK Q5-6]

Une publicité **télévisée** avec sous-titrage où figurent, sur un fond blanc, les mots « Entreprises Canada » et l'adresse Web de Entreprises Canada point GC point CA et qui se termine par les mots « Les réponses que les entrepreneurs réclament ». [SI OUI OU PEUT-ÊTRE, POSER IMMÉDIATEMENT LES Q5-6]

A three-line **Internet** text ad that would appear in your browser with the words "Canada Business – Information you can COUNT ON" and concludes with "Canada Business dot GC dot CA" [IF YES OR MAYBE, IMMEDIATELY ASK Q5-6]

Une publicité texte de trois lignes sur **Internet** qui apparaissait dans votre navigateur et où on pouvait lire « Entreprises Canada – De l'information FIABLE » et qui se terminait par « Entreprises Canada point GC point CA ». [SI OUI OU PEUT-ÊTRE, POSER IMMÉDIATEMENT LES Q5-6]

An ad in a **newspaper** with a white background featuring one of three headline quotes— "I need reliable information and I need it NOW" or "I need an information source I can COUNT ON" or "I've got to have all the information I need IN ONE PLACE" – and concluding with the words "What entrepreneurs really need." The words "Canada Business" are displayed in very large type. [IF YES OR MAYBE, IMMEDIATELY ASK Q5-6]

Une publicité dans un **journal** ayant pour titre l'une des trois citations suivantes : « J'ai besoin de savoir - IMMÉDIATEMENT » ou « Il me faut une source d'information FIABLE » ou « Je veux trouver toute mon information au MÊME ENDROIT » et pour conclusion, « Les réponses que

les entrepreneurs réclament ». Les mots « Entreprises Canada » figurent en très grosses lettres. [SI OUI OU PEUT-ÊTRE, POSER IMMÉDIATEMENT LES Q5-6]

An ad in a **magazine** with a white background featuring one of three headline quotes— "I need reliable information and I need it NOW" or "I need an information source I can COUNT ON" or "I've got to have all the information I need IN ONE PLACE" – and concluding with the words "What entrepreneurs really need." The words "Canada Business" are displayed in very large type. [IF YES OR MAYBE, IMMEDIATELY ASK Q5-6]

Une publicité dans un **magazine** ayant pour titre l'une des trois citations suivantes : « J'ai besoin de savoir - IMMÉDIATEMENT » ou « Il me faut une source d'information FIABLE » ou « Je veux trouver toute mon information au MÊME ENDROIT » et pour conclusion, « Les réponses que les entrepreneurs réclament ». Les mots « Entreprises Canada » figurent en très grosses lettres. [SI OUI OU PEUT-ÊTRE, POSER IMMÉDIATEMENT LES Q5-6]

An ad **online** with a white background featuring one of three headline quotes— "I need reliable information and I need it NOW" or "I need an information source I can COUNT ON" or "I've got to have all the information I need IN ONE PLACE" – and concluding with the words "What entrepreneurs really need." The words "Canada Business" are displayed in very large type. [IF YES OR MAYBE, IMMEDIATELY ASK Q5-6]

Et une publicité **en ligne** ayant pour titre l'une des trois citations suivantes : « J'ai besoin de savoir - IMMÉDIATEMENT » ou « Il me faut une source d'information FIABLE » ou « Je veux trouver toute mon information au MÊME ENDROIT » et pour conclusion, « Les réponses que les entrepreneurs réclament ». Les mots « Entreprises Canada » figurent en très grosses lettres. [SI OUI OU PEUT-ÊTRE, POSER IMMÉDIATEMENT LES Q5-6]

Yes

Oui

No

Non

Maybe

Peut-être

DON'T KNOW/REFUSED

NE SAIT PAS/REFUS

[IF NO OR DON'T KNOW TO ALL, SKIP TO Q9]

[IF NO OR DON'T KNOW TO ALL, SKIP TO Q9]

5. Did you do anything as a result of seeing this ad?

5. Avez-vous fait quoi que ce soit après avoir vu cette publicité?

Yes (ASK Q6)

Oui (POSER LA Q6)

No (SKIP TO Q7 OR RETURN TO Q4 LIST)

Non (PASSER À LA Q7 OU RETOURNER À LA LISTE DE LA Q4)

Maybe (ASK Q6)

Peut-être (POSER LA Q6)

DON'T KNOW/REFUSED (SKIP TO Q7 OR RETURN TO Q4 LIST)

NE SAIT PAS/REFUS (PASSER À LA Q7 OU RETOURNER À LA LISTE DE LA Q4)

6. What did you do? Anything else? [PROBE. OPEN ENDED. ACCEPT UP TO THREE RESPONSES.]

6. Qu'avez-vous fait? Y a-t-il autre chose? [SONDER. QUESTION OUVERTE. ACCEPTER JUSQU'À TROIS RÉPONSES.]

Went to the web site (SPECIFY: "What Web site did you go to?")

Visité le site Web (PRÉCISER : « Quel site Web avez-vous visité? »)

Visited a Canada Business Service Centre

Visité un centre de services d'Entreprises Canada

Called the 1-800 business number

Appeler le numéro 1 800 pour les entreprises

Other (SPECIFY)

Autre (PRÉCISER)

DON'T KNOW/REFUSED

NE SAIT PAS/REFUS

[IF YES/MAYBE TO ANY AT Q4, ASK Q7 AND 8; ELSE SKIP TO Q9]

7. [If q4=yes/maybe to one ad, "Thinking about the ad"/ if q4=yes/maybe to more than one ad, "Thinking about the ads"] that you saw, who do you think produced [If q4=yes to one ad, "the ad"/ if q4=yes to more than one ad, "the ads"], that is, who paid for it? [PROBE. OPEN-ENDED. DO NOT READ. ACCEPT ONE RESPONSE; IF "GOVERNMENT" SPECIFY LEVEL].

7. [Si q4=où/peut-être à une publicité, « En ce qui concerne la publicité »/ si q4=où/peut-être à plus d'une publicité, « En ce qui concerne les publicités »] que vous avez vue(s), qui [si q4=où à une publicité, « l'a produite »/si q4=où à plus d'une publicité, « les a produites »], selon vous, c'est-à-dire qui l'a/les a payée(s)? [SONDER. QUESTION OUVERTE. NE PAS LIRE. ACCEPTER UNE SEULE RÉPONSE; SI « GOUVERNEMENT », PRÉCISER LE PALIER.]

Government of Canada/ federal government

Gouvernement du Canada/gouvernement fédéral

Provincial government

Gouvernement provincial

Municipal government

Administration municipale

Other (SPECIFY)

Autre (PRÉCISER)

DON'T KNOW/REFUSED

NE SAIT PAS/REFUS

8. [If q4=yes/maybe to one ad, "Thinking about the ad"/ if q4=yes to more than one ad, "Thinking about the ads"] that you saw, what do you think were the MAIN points [If q4=yes to one ad, "this ad was"/ if q4=yes to more than one ad, "these ads were"] trying to get across? [OPEN-ENDED. ACCEPT ONE RESPONSE. CLARIFY FULLY.]

8. [Si q4=où/peut-être à une publicité, « En ce qui concerne la publicité »/ si q4=où à plus d'une publicité, « En ce qui concerne les publicités »] que vous avez vue(s), quels étaient selon vous les PRINCIPAUX messages [si q4=où à une publicité, « qu'elle tentait »/si q4=où à plus d'une publicité, « qu'elles tentaient »] de véhiculer?
[QUESTION OUVERTE. ACCEPTER UNE SEULE RÉPONSE. CLARIFIER EN PROFONDEUR.]

[ALL RESPONDENTS]

9. These ads were in fact produced by the Government of Canada. How would you rate the performance of the Government of Canada in providing service and information to small and medium-sized businesses? Please use a 7-point scale, where 1 means terrible, 7 means excellent and the mid-point, 4, means neither good nor bad.

9. En fait, ces publicités ont été produites par le gouvernement du Canada. Comment évalueriez-vous le rendement du gouvernement du Canada pour ce qui est de donner des services et des renseignements aux petites et moyennes entreprises? Veuillez répondre sur une échelle de 7 points, où 1 signifie affreux, 7, excellent, et 4, le point milieu, ni bon ni mauvais.

[1-7]
[1 à 7]

10. Generally speaking, how do you rate the performance of the Government of Canada? Please use a 7-point scale where 1 means terrible, 7 means excellent and the mid-point, 4, means neither good nor bad.

10. De façon générale, comment évalueriez-vous le rendement du gouvernement du Canada? Veuillez répondre sur une échelle de 7 points, où 1 signifie affreux, 7, excellent, et 4, le point milieu, ni bon ni mauvais.

[1-7]
[1 à 7]

11. And, again using a 7-point scale where 1 means terrible, 7 means excellent and the mid-point, 4, means neither good nor bad, how would you rate the performance of the Government of Canada in providing information to the public about services that are available to Canadians.

11. Toujours sur une échelle de 7 points, où 1 signifie affreux, 7, excellent, et 4, le point milieu, ni bon ni mauvais, comment évalueriez-vous le rendement du gouvernement du Canada pour ce qui est de renseigner les Canadiennes et les Canadiens sur les services qui leur sont offerts?

[1-7]
[1 à 7]

12. Please tell me the extent to which you agree or disagree with each of the following statements using a 7-point scale where 1 means totally disagree, 7 means totally agree and the mid-point, 4, means neither agree nor disagree. How about...? [READ AND RANDOMIZE]
12. Veuillez me dire dans quelle mesure vous êtes d'accord ou en désaccord avec chacun des énoncés suivants. Pour ce faire, veuillez utiliser une échelle de 7 points, où 1 signifie tout à fait en désaccord, 7, tout à fait d'accord, et 4, le point milieu, ni d'accord ni en désaccord. En ce qui concerne l'énoncé...? [LIRE AU HASARD]

ACET STATEMENTS (ALWAYS FIRST)

It is easy to contact the Government of Canada for information and service for business.

Il est facile de communiquer avec le gouvernement du Canada pour obtenir des renseignements et des services pour les entreprises

The Government of Canada is using new and innovative ways to provide information and services to businesses.

Le gouvernement du Canada utilise de nouveaux moyens novateurs pour fournir des renseignements et des services aux entreprises

The Government of Canada delivers its services and information in a respectful way.

Le gouvernement du Canada donne ses services et ses renseignements de manière respectueuse

You can count on the Government of Canada for reliable service and information.

On peut compter sur le gouvernement du Canada pour obtenir des services et des renseignements fiables

TRACKED STATEMENTS (ALWAYS SECOND)

The Government of Canada does a good job helping small businesses succeed

Le gouvernement du Canada fait du bon travail pour ce qui est d'aider les petites entreprises à réussir

It is easy to locate service and information from the Government of Canada about small businesses

Les services et les renseignements du gouvernement du Canada destinés aux petites entreprises sont faciles à trouver

I am aware of the services and information available to small business from the Government of Canada

Je suis au courant des services et des renseignements qui sont offerts aux petites entreprises par le gouvernement du Canada

I believe that the Government of Canada could play an important role in helping small businesses succeed

Je crois que le gouvernement du Canada pourrait jouer un rôle important pour ce qui est d'aider les petites entreprises à réussir

Services and information from the Government of Canada about small businesses is straightforward and easy to follow.

Les services et les renseignements du gouvernement du Canada destinés aux petites entreprises sont simples et faciles à comprendre

[THIRD PARTIES ONLY] It is part of my professional responsibilities to communicate with the businesses I represent about important Government of Canada information and services, other than just tax information

[THIRD PARTIES ONLY] Mis à part les renseignements fiscaux, mon travail consiste aussi à informer les entreprises que je représente de l'existence de renseignements et de services importants du gouvernement du Canada.

[THIRD PARTIES ONLY] I have included information from the Government of Canada, other than tax information, in my communications with businesses whose interests I represent

[THIRD PARTIES ONLY] Dans mes communications avec les entreprises dont je représente les intérêts, j'ai inclus des renseignements autres que fiscaux émanant du gouvernement du Canada

13. **Excluding** dealings with Canada Revenue Agency about taxation, the GST or similar matters, have you, or has anyone in your business, contacted the Government of Canada in the past year for information or assistance for your business? [INTERMEDIARIES:] Excluding dealings with Canada Revenue Agency about taxation, the GST or similar matters, have you, or has anyone in your organization, contacted the Government of Canada in the past year for information or assistance for the businesses whose interests you represent?

13. Est-ce que vous ou une personne de votre entreprise avez communiqué avec le gouvernement du Canada au cours de la dernière année pour obtenir des renseignements ou de l'aide pour votre entreprise? Veuillez **ne pas** tenir compte des rapports avec l'Agence du revenu du Canada concernant la taxation, la TPS ou d'autres questions similaires. [INTERMÉDIAIRES :] Est-ce que vous ou une personne de votre organisation avez communiqué avec le gouvernement du Canada au cours de la dernière année pour obtenir des renseignements ou de l'aide pour les entreprises dont vous représentez les intérêts? Veuillez ne pas tenir compte des rapports avec l'Agence du revenu du Canada concernant la taxation, la TPS ou d'autres questions similaires.

Yes
Oui
No
Non
Maybe
Peut-être
Don't know/ refused
Ne sait pas/Refus

14. Can you name any Government of Canada Web sites that provide information or services to business? [OPEN; DO NOT READ LIST; ACCEPT ALL RESPONSES]
14. Pouvez-vous nommer des sites Web du gouvernement du Canada qui offrent des renseignements et des services aux entreprises? [QUESTION OUVERTE, NE PAS LIRE; ACCEPTER TOUTES LES RÉPONSES]

Canada Business
 Entreprises Canada
 Strategis
 Strategis
 CRA
 ARC
 No/ Don't know/ Refuse
 Non/Ne sait pas/Refus

15. Before tonight, had you heard of the following Web sites...? How about...?

Avant ce soir, aviez-vous entendu parler des sites Web suivants...? En ce qui concerne... ?

The canadabusiness.gc.ca **Web site**

Site Web entreprisecanada.gc.ca

[CANADA BUSINESS SERVICE CENTRES BY PROVINCE:]

Small Business B.C. **Web site** [B.C.]

Site Web Services aux petites entreprises Colombie-Britannique [C.-B.]

The Business Link Business Service Centre **Web site** [Alberta]

Site Web Liaison entreprise du Centre de service aux entreprises [Alberta]

Business Infosource – **Web site** of the Canada Saskatchewan Business Service Centre [SK]

Site Web Entreprise infosource du Centre de service aux entreprises Canada Saskatchewan [SK]

Canada Manitoba Business Service Centre **Web site** [Manitoba]

Site Web du Centre de services aux entreprises Canada Manitoba [Manitoba]

Canada Ontario Business Service Centre **Web site** [Ontario]

Site Web du Centre de services aux entreprises Canada Ontario [Ontario]

Info Entrepreneur – **Web site** of the Canada Business Service Centre - Quebec

Site Web Info entrepreneur du Centre de service aux entreprises Canada Québec

Canada New Brunswick Business Service Centre **Web site** [N.B.]

Site Web du Centre de services aux entreprises Canada Nouveau-Brunswick [N.-B.]

Canada Prince Edward Island Business Service Centre **Web site** [P.E.I.]

Site Web du Centre de services aux entreprises Canada Île-du-Prince-Édouard [Î.-P.-É.]

Canada Nova Scotia Business Service Centre **Web site** [NS]

Site Web du Centre de services aux entreprises Canada Nouvelle-Écosse [N.-É.]

Canada Newfoundland and Labrador Business Service Centre **Web site** [Nfld.]

Site Web du Centre de services aux entreprises Canada Terre-Neuve et Labrador [T.-N.]

Yes

Oui

No

Don't know/ Not sure

Non

Ne sait pas/Incertain

[IF YES TO ANY AT Q15, CONTINUE; ELSE SKIP TO Q17]

16. Have you or has anyone in your [SELF-EMPLOYED/ MICRO BUSINESSES, SMALL and MEDIUM-SIZED BUSINESSES:] company [INTERMEDIARIES:] organization used the <INSERT NAME OF SITE>? How about the <INSERT NAME OF SITE>? [TEST ALL Q15 "YES" SITES]

16. Est-ce que vous ou une personne de votre [TRAVAILLEURS AUTONOMES/MICRO-ENTREPRISES, PETITES et MOYENNES ENTREPRISES :] entreprise [INTERMÉDIAIRES :] organisation avez utilisé le <INSÉRER LE NOM DU SITE>? Et le <INSÉRER LE NOM DU SITE>? [TEST ALL Q15 "YES" SITES]

The canadabusiness.gc.ca **Web site**

Site Web entreprisecanada.gc.ca

[CANADA BUSINESS SERVICE CENTRES BY PROVINCE:]

Small Business B.C. **Web site** [B.C]

Site Web Services aux petites entreprises Colombie-Britannique [C.-B.]

The Business Link Business Service Centre **Web site** [Alberta]

Site Web Liaison entreprise du Centre de service aux entreprises [Alberta]

Business Infosource – **Web site** of the Canada Saskatchewan Business Service Centre [SK]

Site Web Entreprise infosource du Centre de service aux entreprises Canada Saskatchewan [SK]

Canada Manitoba Business Service Centre **Web site** [Manitoba]

Site Web du Centre de services aux entreprises Canada Manitoba [Manitoba]

Canada Ontario Business Service Centre **Web site** [Ontario]

Site Web du Centre de services aux entreprises Canada Ontario [Ontario]

Info Entrepreneur – **Web site** of the Canada Business Service Centre - Quebec

Site Web Info entrepreneur du Centre de service aux entreprises Canada Québec

Canada New Brunswick Business Service Centre **Web site** [N.B.]

Site Web du Centre de services aux entreprises Canada Nouveau-Brunswick [N.-B.]

Canada Prince Edward Island Business Service Centre **Web site** [P.E.I.]

Site Web du Centre de services aux entreprises Canada Île-du-Prince-Édouard [Î.-P.-É.]

Canada Nova Scotia Business Service Centre **Web site** [NS]

Site Web du Centre de services aux entreprises Canada Nouvelle-Écosse [N.-É.]

Canada Newfoundland and Labrador Business Service Centre **Web site** [Nfld.]

Site Web du Centre de services aux entreprises Canada Terre-Neuve et Labrador [T.-N.]

Yes

Oui

No

Don't know/ Not sure

Non

Ne sait pas/Incertain

17. Have you heard of the Government of Canada's toll free telephone number for business related information ...?

17. Avez-vous entendu parler du numéro sans frais du gouvernement du Canada pour obtenir de l'information destinée aux entreprises...?

Yes

Oui

No

Non

Don't know/ Not sure

Ne sait pas/Incertain

[IF Q17= YES, CONTINUE; ELSE SKIP TO Q19]

18. Have you ever called the Government of Canada using a 1-800 line to obtain business information. ...?

18. Avez-vous déjà utilisé la ligne 1 800 pour appeler le gouvernement du Canada et obtenir de l'information destinée aux entreprises ...?

Yes

Oui

No

Non

Don't know/ Not sure

Ne sait pas/Incertain

19. Are you aware of <INSERT PROVINCIAL NAME FOR CANADA BUSINESS SERVICE CENTRE>?

19. Connaissez-vous le/les <INSÉRER LE NOM PROVINCIAL DU CENTRE DE SERVICES AUX ENTREPRISES DU CANADA>?

Oui

Yes

Non

No

Ne sait pas/Incertain

Don't know/ Not sure

CBSCs ARE DESIGNATED AS FOLLOWS IN THE VARIOUS PROVINCES:

Small Business B.C. [B.C.]

Services aux entreprises Canada Colombie-Britannique [C.-B.]

The Business Link Business Service Centre [Alberta]

Liaison entreprise Centre de service aux entreprises [Alberta]

Business Infosource Canada/Saskatchewan Business Service Centre [SK]

Entreprise infosource Centre de service aux entreprises Canada /Saskatchewan

Canada /Manitoba Business Service Centre [Manitoba]

Centre de services aux entreprises Canada/Manitoba [Manitoba]

Canada/Ontario Business Service Centre [Ontario]

Centre de services aux entreprises Canada/Ontario [Ontario]

Info Entrepreneur Canada Business Service Centre - Quebec

Info entrepreneur Centre de service aux entreprises Canada /Québec

Canada New Brunswick Business Service Centre [N.B.]

Centre de services aux entreprises Canada Nouveau-Brunswick [N.-B.]

Canada Prince Edward Island Business Service Centre [P.E.I.]

Centre de services aux entreprises Canada Île-du-Prince-Édouard [Î.-P.-É.]

Canada Nova Scotia Business Service Centre [NS]

Centre de services aux entreprises Canada/Nouvelle-Écosse [N.-É.]

Canada Newfoundland and Labrador Business Service Centre [Nfld.]

Centre de services aux entreprises Canada Terre-Neuve et Labrador [T.-N.]

[IF Q19= YES CONTINUE, ELSE SKIP TO Q21]

20. Have you ever visited the office of <INSERT PROVINCIAL NAME FOR CANADA BUSINESS SERVICE CENTRE> to obtain service or information [SELF-EMPLOYED/ MICRO BUSINESSES, SMALL and MEDIUM-SIZED BUSINESSES:] relevant to your business? [INTERMEDIARIES] relevant to the businesses whose interests you represent? [NE PAS LIRE LA LISTE]

20. Êtes-vous déjà allé au bureau de/du/des <INSÉRER LE NOM PROVINCIAL DU CENTRE DE SERVICES AUX ENTREPRISES DU CANADA> pour obtenir un service ou des renseignements [TRAVAILLEURS AUTONOMES/MICRO-ENTREPRISES, PETITES ET MOYENNES ENTREPRISES :] pertinents pour votre entreprise? [INTERMÉDIAIRES] pertinents pour les entreprises dont vous représentez les intérêts? [NE PAS LIRE LA LISTE]

Oui
 Yes
 Non
 No
 Ne sait pas/Incertain
 Don't know/ Not sure

CBSCs ARE DESIGNATED AS FOLLOWS IN THE VARIOUS PROVINCES:

Small Business B.C. [B.C.]
 Services aux entreprises Canada Colombie-Britannique [C.-B.]
 The Business Link Business Service Centre [Alberta]
 Liaison entreprise Centre de service aux entreprises [Alberta]
 Business Infosource Canada/Saskatchewan Business Service Centre [SK]
 Entreprise infosource Centre de service aux entreprises Canada /Saskatchewan
 Canada /Manitoba Business Service Centre [Manitoba]
 Centre de services aux entreprises Canada/Manitoba [Manitoba]
 Canada/Ontario Business Service Centre [Ontario]
 Centre de services aux entreprises Canada/Ontario [Ontario]
 Info Entrepreneur Canada Business Service Centre - Quebec
 Info entrepreneur Centre de service aux entreprises Canada /Québec
 Canada New Brunswick Business Service Centre [N.B.]
 Centre de services aux entreprises Canada Nouveau-Brunswick [N.-B.]
 Canada Prince Edward Island Business Service Centre [P.E.I.]
 Centre de services aux entreprises Canada Île-du-Prince-Édouard [Î.-P.-É.]
 Canada Nova Scotia Business Service Centre [NS]
 Centre de services aux entreprises Canada/Nouvelle-Écosse [N.-É.]
 Canada Newfoundland and Labrador Business Service Centre [Nfld.]
 Centre de services aux entreprises Canada Terre-Neuve et Labrador [T.-N.]

**DEMOGRAPHICS
 DONNÉES DÉMOGRAPHIQUES**

[RECORD GENDER, LANGUAGE OF INTERVIEW, URBAN/RURAL]

[INSCRIRE LE SEXE, LA LANGUE DE L'ENTREVUE, LE MILIEU URBAIN/RURAL]

Finally, I would like to ask some questions for statistical purposes. I'd like to remind you that all your answers are completely confidential.

Pour terminer, j'aimerais vous poser quelques questions qui serviront à des fins statistiques. Je tiens à vous rappeler que toutes vos réponses seront tenues strictement confidentielles.

21. In what year were you born? [RECORD YEAR – 1900-1990]

21. En quelle année êtes-vous né? [INSCRIRE L'ANNÉE – 1900 à 1990]

22. What is the highest level of formal education that you have completed? [READ LIST]

22. Quel est le niveau de scolarité le plus élevé que vous avez complété? [LIRE LA LISTE]

Grade 8 or less

Études secondaires de premier cycle ou moins

Some high school

Études secondaires en partie

Complete high school

Diplôme d'études secondaires

Technical, vocational post-secondary, college

Études techniques ou professionnelles postsecondaires, études collégiales

Some university

Études universitaires en partie

Complete university degree

Diplôme d'études universitaires de 1er cycle

Post graduate degree

Diplôme d'études universitaires de 2e ou de 3e cycle

DON'T KNOW/REFUSED

NE SAIT PAS/REFUS

23. What is the language you FIRST learned as a child and still understand? [DO NOT READ LIST. ACCEPT UP TO TWO RESPONSES.]

23. Quelle est la PREMIÈRE langue que vous avez apprise durant votre enfance et que vous comprenez toujours? [NE PAS LIRE LA LISTE. ACCEPTER JUSQU'À DEUX RÉPONSES.]

English

Anglais

French

Français

Other (do not specify)

Autre (ne pas préciser)

DON'T KNOW/REFUSED

NE SAIT PAS/REFUS

24. Is your business Aboriginal owned?

24. Est-ce que votre entreprise appartient à des intérêts autochtones?

Yes

Oui

No

Non

Don't know/ refuse

Ne sait pas/refus

25. Approximately how many years and months has your company been in operation?

25. Depuis environ combien d'années et de mois votre entreprise est-elle en activité?

Record years

Inscrire le nombre d'années
Record months
Inscrire le nombre de mois

26. In which industry or sector does your company operate? If you are active in more than one sector, please identify the main sector. (**NE PAS LIRE LA LISTE; ACCEPTER UNE SEULE RÉPONSE; CONFIRM RESULT WITH RESPONDENT AS NECESSARY**)

26. Dans quelle industrie ou quel secteur votre entreprise oeuvre-t-elle? Si vous oeuvrez dans plus d'un secteur, veuillez indiquer votre principal secteur d'activité. (**NE PAS LIRE LA LISTE; ACCEPTER UNE SEULE RÉPONSE; CONFIRMER LE RÉSULTAT AVEC LE RÉPONDANT AU BESOIN**)

Agriculture/Fishing/Hunting/Forestry
Agriculture/Pêches/Chasse/Foresterie
Oil/Gas/Mining
Pétrole/Gaz/Mines
Utilities
Services publics
Construction
Construction
Manufacturing
Fabrication
Wholesale Trade
Commerce de gros
Retail Trade
Commerce de détail
Transportation and Warehousing
Transport et entreposage
Information and Cultural Industries
Industries de l'information et de la culture
Finance and Insurance
Finance et assurance
Real Estate and Rental/Leasing
Immobilier et location/location à bail
Professional, Scientific and Technical Services
Services professionnels, scientifiques et techniques
Management of Companies and Enterprises
Gestion d'entreprises et de commerces
Administrative and Support, Waste Management, Remediation Services
Travail administratif et de soutien, gestion des déchets, bioedressement
Art, Entertainment, Recreation
Art, divertissement, loisirs

Accommodation and Food Services
Hébergement et services alimentaires
Other (specify)
Autre (préciser)

[INTERMEDIARIES ONLY]

[INTERMÉDIAIRES SEULEMENT]

27. In what capacity do you represent the interests of small businesses and self-employed individuals? Are you...? [LIRE LA LISTE]

27. À quel titre représentez-vous les intérêts de petites entreprises et de travailleurs autonomes? Êtes-vous...? [LIRE LA LISTE]

A lawyer
Avocat
An accountant
Comptable
A financial advisor
Conseiller financier
A representative from a business, trade or professional association
Représentant d'une association de gens d'affaires ou d'une association professionnelle
A Chamber of Commerce representative
Représentant d'une chambre de commerce
Other (specify)
Autre (préciser)