Public First Poll for Google Canada

Fieldwork: 6th Jul - 15th Jul 2023
Interview method: Online Survey
Population represented: Canadian businesses
Sample size: 1001

Methodology:

All results are weighted using Iterative Proportional Fitting, or 'Raking'. The results are weighted by iprvince and business size to Nationally Representative Proportions

Public First is a member of the BPC and abides by its rules. For more information please contact the Public First Polling Team (polling@publicfirst.co.uk)

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(1.A) Which, if any, of the following digital technologies does your business use?: Office suite (word processing, spreadsheets etc)

		Employee Number										Company Age						
	Total	None Sole proprietor	1	2-4	5-9	10-19	20-49	50-99	100-249	250-499	500+	Less than a year	1-2 years	2-3 years	3-5 years	5-10 years	10-20 years	Over 20 years
Unweighted	1001	67	30	70	78	70	110	123	88	57	306	11	37	43	88	174	233	406
Weighted	1001	230	104	246	155	144	77	25	10	7	2	27	72	75	104	183	232	304
We don t use this	13%	17%	17%	18%	7%	10%	6%	6%	10%	5%	6%	25%	17%	15%	17%	13%	9%	14%
We use this	85%	82%	83%	79%	93%	90%	87%	90%	87%	92%	91%	75%	78%	85%	79%	85%	89%	86%
Not sure	2%	2%	0%	3%	0%	0%	7%	4%	3%	3%	3%	0%	5%	0%	4%	2%	2%	0%

Note:

BASE: All Respondents

Fieldwork: 6th Jul - 15th Jul 2023

Data weighted by iprvince and business size to Nationally Representative Proportions

(1.B) Which, if any, of the following digital technologies does your business use?: Office suite (word processing, spreadsheets etc)

		Company Type			Annual Revenue													
	Total	Private sector	Charity	Government or public sector organization	Under $50,000	$50,000 to $99,999	$100,000 to $499,999	$500,00 to $999,999	$1 million to $1.99 million	$2 million to $4.99 million	$5 million to $9.9 million	$10 million to $24.9 million	$25 million to $49.9 million	$50 million to $99.9 million	$100 million to $249.9 million	$250 million to $499.9 million	$500 million to $1 billion	Over $1 billion
Unweighted	1001	819	39	109	68	56	100	75	88	88	77	70	55	56	51	43	48	81
Weighted	1001	848	61	32	209	153	240	114	90	65	36	26	13	5	4	3	1	3
We don t use this	13%	12%	13%	10%	23%	16%	11%	15%	3%	13%	5%	0%	1%	6%	1%	0%	0%	0%
We use this	85%	86%	87%	88%	76%	79%	88%	85%	95%	83%	93%	100%	99%	90%	99%	100%	99%	100%
Not sure	2%	2%	0%	2%	2%	5%	0%	0%	2%	4%	2%	0%	0%	4%	0%	0%	1%	0%

Note:

BASE: All Respondents

Fieldwork: 6th Jul - 15th Jul 2023

Data weighted by iprvince and business size to Nationally Representative Proportions

(1.C) Which, if any, of the following digital technologies does your business use?: Office suite (word processing, spreadsheets etc)

		Province											Revenue Growth					
	Total	Alberta	British Columbia	Manitoba	New Brunswick	Newfoundland and Labrador	Nova Scotia	Ontario	Prince Edward Island	Quebec	Saskatchewan	Nunavut/Yukon/Northwest Territories	Stayed about the same size, or shrunk	Grown by 2-5% a year	Grown by 6-10%	Grown by 11-20%	Grown by 21-50%	Grown by over 50%
Unweighted	1001	133	156	22	12	5	17	401	0	207	45	3	479	209	142	75	34	17
Weighted	1001	129	160	17	15	3	28	388	0	212	48	1	641	147	87	36	35	25
We don t use this	13%	16%	6%	9%	0%	5%	0%	15%	*	19%	8%	46%	15%	13%	14%	18%	0%	0%
We use this	85%	84%	94%	91%	99%	95%	97%	84%	*	75%	92%	54%	84%	83%	85%	80%	100%	100%
Not sure	2%	0%	0%	0%	1%	0%	3%	0%	*	7%	0%	0%	1%	4%	2%	2%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 6th Jul - 15th Jul 2023

Data weighted by iprvince and business size to Nationally Representative Proportions

(2.A) Which, if any, of the following digital technologies does your business use?: Instant messaging or employee collaboration

		Employee Number										Company Age						
	Total	None Sole proprietor	1	2-4	5-9	10-19	20-49	50-99	100-249	250-499	500+	Less than a year	1-2 years	2-3 years	3-5 years	5-10 years	10-20 years	Over 20 years
Unweighted	1001	67	30	70	78	70	110	123	88	57	306	11	37	43	88	174	233	406
Weighted	1001	230	104	246	155	144	77	25	10	7	2	27	72	75	104	183	232	304
We don t use this	31%	46%	39%	29%	28%	23%	11%	17%	14%	21%	11%	19%	22%	37%	21%	27%	31%	37%
We use this	66%	49%	57%	65%	72%	77%	86%	78%	83%	72%	84%	81%	77%	63%	68%	68%	65%	61%
Not sure	3%	5%	3%	6%	0%	0%	3%	5%	3%	8%	5%	0%	0%	0%	11%	5%	4%	1%

Note:

BASE: All Respondents

Fieldwork: 6th Jul - 15th Jul 2023

Data weighted by iprvince and business size to Nationally Representative Proportions

(2.B) Which, if any, of the following digital technologies does your business use?: Instant messaging or employee collaboration

		Company Type			Annual Revenue													
	Total	Private sector	Charity	Government or public sector organization	Under $50,000	$50,000 to $99,999	$100,000 to $499,999	$500,00 to $999,999	$1 million to $1.99 million	$2 million to $4.99 million	$5 million to $9.9 million	$10 million to $24.9 million	$25 million to $49.9 million	$50 million to $99.9 million	$100 million to $249.9 million	$250 million to $499.9 million	$500 million to $1 billion	Over $1 billion
Unweighted	1001	819	39	109	68	56	100	75	88	88	77	70	55	56	51	43	48	81
Weighted	1001	848	61	32	209	153	240	114	90	65	36	26	13	5	4	3	1	3
We don t use this	31%	32%	17%	11%	48%	31%	27%	29%	23%	21%	23%	13%	4%	12%	5%	7%	17%	82%
We use this	66%	65%	77%	89%	49%	61%	72%	68%	76%	75%	77%	86%	94%	82%	95%	93%	82%	17%
Not sure	3%	3%	6%	0%	3%	8%	2%	4%	0%	4%	0%	1%	2%	6%	0%	0%	0%	1%

Note:

BASE: All Respondents

Fieldwork: 6th Jul - 15th Jul 2023

Data weighted by iprvince and business size to Nationally Representative Proportions

(2.C) Which, if any, of the following digital technologies does your business use?: Instant messaging or employee collaboration

		Province											Revenue Growth					
	Total	Alberta	British Columbia	Manitoba	New Brunswick	Newfoundland and Labrador	Nova Scotia	Ontario	Prince Edward Island	Quebec	Saskatchewan	Nunavut/Yukon/Northwest Territories	Shrunk/No change/Not about the same size, or shrunk	Grown by 2-5% a year	Grown by 6-10%	Grown by 11-20%	Grown by 21-50%	Grown by over 50%
Unweighted	1001	133	156	22	12	5	17	401	0	207	45	3	479	209	142	75	34	17
Weighted	1001	129	160	17	15	3	28	388	0	212	48	1	641	147	87	36	35	25
We don t use this	31%	44%	21%	47%	1%	5%	17%	27%	*	38%	42%	46%	36%	22%	25%	33%	15%	7%
We use this	66%	54%	75%	53%	99%	87%	63%	69%	*	61%	58%	27%	62%	74%	69%	57%	85%	93%
Not sure	3%	2%	5%	0%	0%	8%	20%	4%	*	1%	0%	27%	3%	4%	5%	10%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 6th Jul - 15th Jul 2023

Data weighted by iprvince and business size to Nationally Representative Proportions

(3.A) Which, if any, of the following digital technologies does your business use?: Video calls

		Employee Number										Company Age						
	Total	None Sole proprietor	1	2-4	5-9	10-19	20-49	50-99	100-249	250-499	500+	Less than a year	1-2 years	2-3 years	3-5 years	5-10 years	10-20 years	Over 20 years
Unweighted	1001	67	30	70	78	70	110	123	88	57	306	11	37	43	88	174	233	406
Weighted	1001	230	104	246	155	144	77	25	10	7	2	27	72	75	104	183	232	304
We don t use this	28%	43%	20%	28%	24%	20%	19%	15%	12%	9%	9%	36%	12%	36%	20%	22%	25%	36%
We use this	71%	55%	80%	70%	72%	80%	78%	81%	88%	91%	87%	64%	87%	58%	78%	74%	75%	63%
Not sure	2%	2%	0%	2%	4%	0%	3%	3%	0%	0%	4%	0%	1%	6%	2%	4%	1%	1%

Note:

BASE: All Respondents

Fieldwork: 6th Jul - 15th Jul 2023

Data weighted by iprvince and business size to Nationally Representative Proportions

(3.B) Which, if any, of the following digital technologies does your business use?: Video calls

		Company Type			Annual Revenue													
	Total	Private sector	Charity	Government or public sector organization	Under $50,000	$50,000 to $99,999	$100,000 to $499,999	$500,00 to $999,999	$1 million to $1.99 million	$2 million to $4.99 million	$5 million to $9.9 million	$10 million to $24.9 million	$25 million to $49.9 million	$50 million to $99.9 million	$100 million to $249.9 million	$250 million to $499.9 million	$500 million to $1 billion	Over $1 billion
Unweighted	1001	819	39	109	68	56	100	75	88	88	77	70	55	56	51	43	48	81
Weighted	1001	848	61	32	209	153	240	114	90	65	36	26	13	5	4	3	1	3
We don t use this	28%	29%	4%	14%	46%	27%	24%	20%	28%	18%	21%	23%	6%	28%	5%	28%	17%	0%
We use this	71%	70%	92%	76%	51%	70%	75%	78%	72%	81%	78%	76%	93%	68%	94%	72%	83%	100%
Not sure	2%	1%	4%	10%	3%	3%	0%	3%	0%	0%	0%	1%	0%	4%	0%	0%	1%	0%

Note:

BASE: All Respondents

Fieldwork: 6th Jul - 15th Jul 2023

Data weighted by iprvince and business size to Nationally Representative Proportions

(3.C) Which, if any, of the following digital technologies does your business use?: Video calls

		Province											Revenue Growth					
	Total	Alberta	British Columbia	Manitoba	New Brunswick	Newfoundland and Labrador	Nova Scotia	Ontario	Prince Edward Island	Quebec	Saskatchewan	Nunavut/Yukon/Northwest Territories	Stayed about the same size, or shrunk	Grown by 2-5% a year	Grown by 6-10%	Grown by 11-20%	Grown by 21-50%	Grown by over 50%
Unweighted	1001	133	156	22	12	5	17	401	0	207	45	3	479	209	142	75	34	17
Weighted	1001	129	160	17	15	3	28	388	0	212	48	1	641	147	87	36	35	25
We don t use this	28%	30%	22%	41%	6%	0%	17%	28%	*	28%	39%	0%	29%	20%	31%	32%	25%	27%
We use this	71%	67%	76%	44%	94%	100%	83%	71%	*	69%	61%	100%	69%	80%	68%	68%	64%	73%
Not sure	2%	3%	2%	15%	0%	0%	0%	1%	*	3%	0%	0%	2%	0%	0%	0%	11%	0%

Note:

BASE: All Respondents

Fieldwork: 6th Jul - 15th Jul 2023

Data weighted by iprvince and business size to Nationally Representative Proportions

(4.A) Which, if any, of the following digital technologies does your business use?: Customer support / Customer Relationship Management (CRM)

		Employee Number										Company Age						
	Total	None Sole proprietor	1	2-4	5-9	10-19	20-49	50-99	100-249	250-499	500+	Less than a year	1-2 years	2-3 years	3-5 years	5-10 years	10-20 years	Over 20 years
Unweighted	1001	67	30	70	78	70	110	123	88	57	306	11	37	43	88	174	233	406
Weighted	1001	230	104	246	155	144	77	25	10	7	2	27	72	75	104	183	232	304
We don t use this	55%	72%	54%	61%	53%	42%	27%	23%	18%	20%	11%	54%	62%	54%	42%	44%	58%	62%
We use this	41%	24%	44%	33%	45%	52%	67%	69%	80%	73%	80%	46%	34%	42%	50%	52%	40%	32%
Not sure	4%	3%	2%	6%	3%	7%	6%	8%	2%	6%	8%	0%	3%	4%	8%	4%	2%	6%

Note:

BASE: All Respondents

Fieldwork: 6th Jul - 15th Jul 2023

Data weighted by iprvince and business size to Nationally Representative Proportions

(4.B) Which, if any, of the following digital technologies does your business use?: Customer support / Customer Relationship Management (CRM)

		Company Type			Annual Revenue													
	Total	Private sector	Charity	Government or public sector or-ganization	Under $50,000	$50,000 to $99,999	$100,000 to $499,999	$500,00 to $999,999	$1 million to $1.99 million	$2 million to $4.99 million	$5 million to $9.9 million	$10 million to $24.9 million	$25 million to $49.9 million	$50 million to $99.9 million	$100 million to $249.9 million	$250 million to $499.9 million	$500 million to $1 billion	Over $1 billion
Unweighted	1001	819	39	109	68	56	100	75	88	88	77	70	55	56	51	43	48	81
Weighted	1001	848	61	32	209	153	240	114	90	65	36	26	13	5	4	3	1	3
We don t use this	55%	57%	57%	20%	68%	59%	61%	45%	52%	38%	41%	34%	26%	14%	56%	7%	1%	82%
We use this	41%	39%	37%	64%	32%	39%	34%	46%	41%	57%	56%	65%	74%	80%	44%	93%	98%	16%
Not sure	4%	4%	6%	15%	0%	2%	6%	10%	7%	5%	3%	1%	0%	6%	0%	0%	0%	1%

Note:

BASE: All Respondents

Fieldwork: 6th Jul - 15th Jul 2023

Data weighted by iprvince and business size to Nationally Representative Proportions

(4.C) Which, if any, of the following digital technologies does your business use?: Customer support / Customer Relationship Management (CRM)

		Province											Revenue Growth					
	Total	Alberta	British Columbia	Manitoba	New Brunswick	Newfoundland and Labrador	Nova Scotia	Ontario	Prince Edward Island	Quebec	Saskatchewan	Nunavut/Yukon/Northwest Territories	Stay/No about the same size, or shrunk	Grown by 2-5% a year	Grown by 6-10%	Grown by 11-20%	Grown by 21-50%	Grown by over 50%
Unweighted	1001	133	156	22	12	5	17	401	0	207	45	3	479	209	142	75	34	17
Weighted	1001	129	160	17	15	3	28	388	0	212	48	1	641	147	87	36	35	25
We don t use this	55%	43%	51%	56%	19%	0%	54%	59%	*	58%	60%	27%	56%	56%	49%	59%	41%	71%
We use this	41%	53%	39%	44%	81%	100%	42%	38%	*	39%	32%	73%	40%	40%	45%	41%	56%	29%
Not sure	4%	5%	10%	0%	0%	0%	3%	2%	*	4%	8%	0%	4%	4%	6%	1%	3%	0%

Note:

BASE: All Respondents

Fieldwork: 6th Jul - 15th Jul 2023

Data weighted by iprvince and business size to Nationally Representative Proportions

(5.A) Which, if any, of the following digital technologies does your business use?: Electronic payments

		Employee Number										Company Age						
	Total	None Sole proprietor	1	2-4	5-9	10-19	20-49	50-99	100-249	250-499	500+	Less than a year	1-2 years	2-3 years	3-5 years	5-10 years	10-20 years	Over 20 years
Unweighted	1001	67	30	70	78	70	110	123	88	57	306	11	37	43	88	174	233	406
Weighted	1001	230	104	246	155	144	77	25	10	7	2	27	72	75	104	183	232	304
We don t use this	17%	26%	29%	15%	9%	14%	8%	8%	13%	14%	8%	13%	27%	12%	11%	11%	18%	21%
We use this	82%	74%	71%	85%	88%	83%	92%	89%	85%	80%	88%	87%	72%	82%	87%	89%	82%	78%
Not sure	1%	0%	0%	0%	3%	2%	0%	3%	3%	5%	4%	0%	0%	7%	2%	0%	0%	1%

Note:

BASE: All Respondents

Fieldwork: 6th Jul - 15th Jul 2023

Data weighted by iprvince and business size to Nationally Representative Proportions

(5.B) Which, if any, of the following digital technologies does your business use?: Electronic payments

		Company Type			Annual Revenue													
	Total	Private sector	Charity	Government or public sector organization	Under $50,000	$50,000 to $99,999	$100,000 to $499,999	$500,00 to $999,999	$1 million to $1.99 million	$2 million to $4.99 million	$5 million to $9.9 million	$10 million to $24.9 million	$25 million to $49.9 million	$50 million to $99.9 million	$100 million to $249.9 million	$250 million to $499.9 million	$500 million to $1 billion	Over $1 billion
Unweighted	1001	819	39	109	68	56	100	75	88	88	77	70	55	56	51	43	48	81
Weighted	1001	848	61	32	209	153	240	114	90	65	36	26	13	5	4	3	1	3
We don t use this	17%	18%	15%	4%	20%	14%	22%	15%	9%	13%	11%	5%	3%	10%	48%	35%	1%	1%
We use this	82%	81%	84%	84%	80%	85%	78%	80%	90%	87%	84%	95%	97%	84%	52%	65%	98%	98%
Not sure	1%	1%	0%	11%	0%	1%	0%	5%	0%	0%	5%	0%	0%	6%	0%	0%	1%	1%

Note:

BASE: All Respondents

Fieldwork: 6th Jul - 15th Jul 2023

Data weighted by iprvince and business size to Nationally Representative Proportions

(5.C) Which, if any, of the following digital technologies does your business use?: Electronic payments

		Province											Revenue Growth					
	Total	Alberta	British Columbia	Manitoba	New Brunswick	Newfoundland and Labrador	Nova Scotia	Ontario	Prince Edward Island	Quebec	Saskatchewan	Nunavut/Yukon/Northwest Territories	Stayed about the same size, or shrunk	Grown by 2-5% a year	Grown by 6-10%	Grown by 11-20%	Grown by 21-50%	Grown by over 50%
Unweighted	1001	133	156	22	12	5	17	401	0	207	45	3	479	209	142	75	34	17
Weighted	1001	129	160	17	15	3	28	388	0	212	48	1	641	147	87	36	35	25
We don t use this	17%	22%	6%	0%	0%	0%	0%	22%	*	18%	19%	27%	18%	17%	18%	11%	6%	8%
We use this	82%	77%	94%	91%	100%	95%	90%	78%	*	80%	81%	73%	81%	83%	78%	89%	93%	92%
Not sure	1%	2%	0%	9%	0%	5%	10%	0%	*	1%	0%	0%	1%	0%	4%	0%	1%	0%

Note:

BASE: All Respondents

Fieldwork: 6th Jul - 15th Jul 2023

Data weighted by iprvince and business size to Nationally Representative Proportions

(6.A) Which, if any, of the following digital technologies does your business use?: Enterprise Resource Planning (ERP)

		Employee Number										Company Age						
	Total	None Sole proprietor	1	2-4	5-9	10-19	20-49	50-99	100-249	250-499	500+	Less than a year	1-2 years	2-3 years	3-5 years	5-10 years	10-20 years	Over 20 years
Unweighted	1001	67	30	70	78	70	110	123	88	57	306	11	37	43	88	174	233	406
Weighted	1001	230	104	246	155	144	77	25	10	7	2	27	72	75	104	183	232	304
We don t use this	74%	92%	90%	76%	76%	60%	40%	34%	24%	33%	14%	57%	84%	84%	59%	73%	74%	78%
We use this	16%	3%	7%	7%	20%	28%	41%	50%	65%	56%	69%	8%	8%	6%	25%	17%	20%	14%
Not sure	10%	4%	3%	17%	4%	12%	19%	16%	11%	12%	16%	35%	8%	10%	17%	10%	7%	8%

Note:

BASE: All Respondents

Fieldwork: 6th Jul - 15th Jul 2023

Data weighted by iprvince and business size to Nationally Representative Proportions

(6.B) Which, if any, of the following digital technologies does your business use?: Enterprise Resource Planning (ERP)

		Company Type			Annual Revenue													
	Total	Private sector	Charity	Government or public sector organization	Under $50,000	$50,000 to $99,999	$100,000 to $499,999	$500,00 to $999,999	$1 million to $1.99 million	$2 million to $4.99 million	$5 million to $9.9 million	$10 million to $24.9 million	$25 million to $49.9 million	$50 million to $99.9 million	$100 million to $249.9 million	$250 million to $499.9 million	$500 million to $1 billion	Over $1 billion
Unweighted	1001	819	39	109	68	56	100	75	88	88	77	70	55	56	51	43	48	81
Weighted	1001	848	61	32	209	153	240	114	90	65	36	26	13	5	4	3	1	3
We don t use this	74%	75%	70%	43%	88%	78%	80%	76%	65%	58%	53%	45%	18%	23%	58%	22%	2%	2%
We use this	16%	16%	14%	25%	3%	5%	14%	17%	22%	34%	37%	30%	72%	68%	41%	75%	80%	95%
Not sure	10%	9%	15%	32%	9%	16%	5%	7%	13%	8%	10%	25%	10%	9%	1%	3%	18%	3%

Note:

BASE: All Respondents

Fieldwork: 6th Jul - 15th Jul 2023

Data weighted by iprvince and business size to Nationally Representative Proportions

(6.C) Which, if any, of the following digital technologies does your business use?: Enterprise Resource Planning (ERP)

		Province											Revenue Growth					
	Total	Alberta	British Columbia	Manitoba	New Brunswick	Newfoundland and Labrador	Nova Scotia	Ontario	Prince Edward Island	Quebec	Saskatchewan	Nunavut/Yukon/Northwest Territories	Stayed about the same size, or shrunk	Grown by 2-5% a year	Grown by 6-10%	Grown by 11-20%	Grown by 21-50%	Grown by over 50%
Unweighted	1001	133	156	22	12	5	17	401	0	207	45	3	479	209	142	75	34	17
Weighted	1001	129	160	17	15	3	28	388	0	212	48	1	641	147	87	36	35	25
We don t use this	74%	75%	76%	71%	57%	0%	56%	75%	*	73%	90%	27%	76%	69%	68%	76%	84%	78%
We use this	16%	11%	13%	20%	9%	100%	24%	16%	*	19%	9%	73%	14%	17%	25%	23%	13%	22%
Not sure	10%	14%	11%	9%	34%	0%	20%	9%	*	8%	1%	0%	10%	14%	8%	1%	3%	0%

Note:

BASE: All Respondents

Fieldwork: 6th Jul - 15th Jul 2023

Data weighted by iprvince and business size to Nationally Representative Proportions

(7.A) Which, if any, of the following digital technologies does your business use?: Data dashboards or analytics

		Employee Number										Company Age						
	Total	None Sole proprietor	1	2-4	5-9	10-19	20-49	50-99	100-249	250-499	500+	Less than a year	1-2 years	2-3 years	3-5 years	5-10 years	10-20 years	Over 20 years
Unweighted	1001	67	30	70	78	70	110	123	88	57	306	11	37	43	88	174	233	406
Weighted	1001	230	104	246	155	144	77	25	10	7	2	27	72	75	104	183	232	304
We don t use this	51%	69%	57%	52%	55%	35%	27%	18%	16%	14%	10%	46%	41%	42%	41%	45%	53%	63%
We use this	42%	27%	34%	39%	41%	58%	61%	73%	79%	77%	82%	41%	56%	54%	57%	46%	39%	32%
Not sure	7%	3%	9%	9%	4%	7%	13%	9%	5%	9%	7%	13%	3%	4%	2%	9%	9%	6%

Note:

BASE: All Respondents

Fieldwork: 6th Jul - 15th Jul 2023

Data weighted by iprvince and business size to Nationally Representative Proportions

(7.B) Which, if any, of the following digital technologies does your business use?: Data dashboards or analytics

		Company Type			Annual Revenue													
	Total	Private sector	Charity	Government or public sector organization	Under $50,000	$50,000 to $99,999	$100,000 to $499,999	$500,00 to $999,999	$1 million to $1.99 million	$2 million to $4.99 million	$5 million to $9.9 million	$10 million to $24.9 million	$25 million to $49.9 million	$50 million to $99.9 million	$100 million to $249.9 million	$250 million to $499.9 million	$500 million to $1 billion	Over $1 billion
Unweighted	1001	819	39	109	68	56	100	75	88	88	77	70	55	56	51	43	48	81
Weighted	1001	848	61	32	209	153	240	114	90	65	36	26	13	5	4	3	1	3
We don t use this	51%	53%	36%	14%	66%	57%	56%	40%	51%	43%	15%	18%	32%	20%	50%	11%	1%	82%
We use this	42%	41%	48%	70%	30%	35%	40%	48%	43%	51%	78%	64%	67%	71%	50%	89%	98%	17%
Not sure	7%	6%	16%	16%	4%	8%	4%	11%	5%	6%	7%	18%	1%	8%	0%	0%	0%	1%

Note:

BASE: All Respondents

Fieldwork: 6th Jul - 15th Jul 2023

Data weighted by iprvince and business size to Nationally Representative Proportions

(7.C) Which, if any, of the following digital technologies does your business use?: Data dashboards or analytics

		Province											Revenue Growth					
	Total	Alberta	British Columbia	Manitoba	New Brunswick	Newfoundland and Labrador	Nova Scotia	Ontario	Prince Edward Island	Quebec	Saskatchewan	Nunavut/Yukon/Northwest Territories	Stayed about the same size, or shrunk	Grown by 2-5% a year	Grown by 6-10%	Grown by 11-20%	Grown by 21-50%	Grown by over 50%
Unweighted	1001	133	156	22	12	5	17	401	0	207	45	3	479	209	142	75	34	17
Weighted	1001	129	160	17	15	3	28	388	0	212	48	1	641	147	87	36	35	25
We don t use this	51%	55%	50%	41%	25%	5%	38%	52%	*	51%	59%	0%	52%	55%	43%	74%	47%	53%
We use this	42%	41%	37%	59%	74%	95%	42%	43%	*	43%	33%	100%	42%	43%	45%	25%	53%	32%
Not sure	7%	4%	12%	0%	1%	0%	20%	5%	*	6%	8%	0%	6%	3%	12%	1%	0%	15%

Note:

BASE: All Respondents

Fieldwork: 6th Jul - 15th Jul 2023

Data weighted by iprvince and business size to Nationally Representative Proportions

(8.A) Which, if any, of the following digital technologies does your business use?: Cloud computing

		Employee Number										Company Age						
	Total	None Sole proprietor	1	2-4	5-9	10-19	20-49	50-99	100-249	250-499	500+	Less than a year	1-2 years	2-3 years	3-5 years	5-10 years	10-20 years	Over 20 years
Unweighted	1001	67	30	70	78	70	110	123	88	57	306	11	37	43	88	174	233	406
Weighted	1001	230	104	246	155	144	77	25	10	7	2	27	72	75	104	183	232	304
We don t use this	44%	58%	51%	49%	42%	24%	27%	23%	23%	26%	9%	43%	36%	41%	29%	42%	45%	51%
We use this	49%	37%	42%	42%	47%	70%	62%	70%	72%	69%	83%	37%	64%	56%	47%	51%	49%	43%
Not sure	8%	4%	7%	9%	11%	5%	11%	7%	6%	5%	8%	19%	0%	3%	24%	7%	6%	6%

Note:

BASE: All Respondents

Fieldwork: 6th Jul - 15th Jul 2023

Data weighted by iprvince and business size to Nationally Representative Proportions

(8.B) Which, if any, of the following digital technologies does your business use?: Cloud computing

		Company Type			Annual Revenue													
	Total	Private sector	Charity	Government or public sector or-ganization	Under $50,000	$50,000 to $99,999	$100,000 to $499,999	$500,00 to $999,999	$1 million to $1.99 million	$2 million to $4.99 million	$5 million to $9.9 million	$10 million to $24.9 million	$25 million to $49.9 million	$50 million to $99.9 million	$100 million to $249.9 million	$250 million to $499.9 million	$500 million to $1 billion	Over $1 billion
Unweighted	1001	819	39	109	68	56	100	75	88	88	77	70	55	56	51	43	48	81
Weighted	1001	848	61	32	209	153	240	114	90	65	36	26	13	5	4	3	1	3
We don t use this	44%	45%	39%	41%	58%	46%	40%	52%	37%	25%	25%	29%	15%	11%	9%	18%	2%	1%
We use this	49%	49%	45%	57%	34%	46%	51%	40%	59%	67%	75%	56%	79%	85%	91%	82%	97%	17%
Not sure	8%	6%	15%	2%	8%	8%	9%	8%	3%	8%	0%	15%	6%	4%	0%	0%	1%	82%

Note:

BASE: All Respondents

Fieldwork: 6th Jul - 15th Jul 2023

Data weighted by iprvince and business size to Nationally Representative Proportions

(8.C) Which, if any, of the following digital technologies does your business use?: Cloud computing

		Province											Revenue Growth					
	Total	Alberta	British Columbia	Manitoba	New Brunswick	Newfoundland and Labrador	Nova Scotia	Ontario	Prince Edward Island	Quebec	Saskatchewan	Nunavut/Yukon/Northwest Territories	Stayed about the same size, or shrunk	Grown by 2-5% a year	Grown by 6-10%	Grown by 11-20%	Grown by 21-50%	Grown by over 50%
Unweighted	1001	133	156	22	12	5	17	401	0	207	45	3	479	209	142	75	34	17
Weighted	1001	129	160	17	15	3	28	388	0	212	48	1	641	147	87	36	35	25
We don t use this	44%	49%	39%	42%	6%	82%	20%	44%	*	45%	63%	0%	45%	43%	45%	53%	27%	15%
We use this	49%	47%	49%	58%	94%	18%	63%	48%	*	49%	31%	54%	47%	50%	50%	40%	67%	85%
Not sure	8%	4%	11%	0%	0%	0%	17%	8%	*	6%	6%	46%	8%	7%	6%	7%	6%	0%

Note:

BASE: All Respondents

Fieldwork: 6th Jul - 15th Jul 2023

Data weighted by iprvince and business size to Nationally Representative Proportions

(9.A) Which, if any, of the following digital technologies does your business use?: Artificial intelligence and/or machine learning

		Employee Number										Company Age						
	Total	None Sole proprietor	1	2-4	5-9	10-19	20-49	50-99	100-249	250-499	500+	Less than a year	1-2 years	2-3 years	3-5 years	5-10 years	10-20 years	Over 20 years
Unweighted	1001	67	30	70	78	70	110	123	88	57	306	11	37	43	88	174	233	406
Weighted	1001	230	104	246	155	144	77	25	10	7	2	27	72	75	104	183	232	304
We don t use this	75%	86%	80%	75%	75%	66%	66%	55%	47%	41%	29%	81%	68%	68%	64%	70%	78%	83%
We use this	18%	10%	16%	14%	18%	27%	28%	37%	45%	51%	58%	13%	28%	32%	33%	20%	12%	11%
Not sure	7%	4%	3%	10%	7%	7%	6%	7%	8%	8%	13%	5%	4%	0%	3%	11%	11%	6%

Note:

BASE: All Respondents

Fieldwork: 6th Jul - 15th Jul 2023

Data weighted by iprvince and business size to Nationally Representative Proportions

(9.B) Which, if any, of the following digital technologies does your business use?: Artificial intelligence and/or machine learning

		Company Type			Annual Revenue													
	Total	Private sector	Charity	Government or public sector organization	Under $50,000	$50,000 to $99,999	$100,000 to $499,999	$500,00 to $999,999	$1 million to $1.99 million	$2 million to $4.99 million	$5 million to $9.9 million	$10 million to $24.9 million	$25 million to $49.9 million	$50 million to $99.9 million	$100 million to $249.9 million	$250 million to $499.9 million	$500 million to $1 billion	Over $1 billion
Unweighted	1001	819	39	109	68	56	100	75	88	88	77	70	55	56	51	43	48	81
Weighted	1001	848	61	32	209	153	240	114	90	65	36	26	13	5	4	3	1	3
We don t use this	75%	77%	79%	33%	85%	70%	76%	75%	71%	70%	58%	58%	80%	35%	61%	63%	16%	85%
We use this	18%	17%	20%	37%	12%	18%	18%	14%	18%	26%	41%	39%	20%	50%	38%	37%	82%	12%
Not sure	7%	6%	0%	30%	3%	11%	7%	11%	11%	3%	1%	3%	0%	16%	0%	0%	2%	3%

Note:

BASE: All Respondents

Fieldwork: 6th Jul - 15th Jul 2023

Data weighted by iprvince and business size to Nationally Representative Proportions

(9.C) Which, if any, of the following digital technologies does your business use?: Artificial intelligence and/or machine learning

		Province											Revenue Growth					
	Total	Alberta	British Columbia	Manitoba	New Brunswick	Newfoundland and Labrador	Nova Scotia	Ontario	Prince Edward Island	Quebec	Saskatchewan	Nunavut/Yukon/Northwest Territories	Stayed about the same size, or shrunk	Grown by 2-5% a year	Grown by 6-10%	Grown by 11-20%	Grown by 21-50%	Grown by over 50%
Unweighted	1001	133	156	22	12	5	17	401	0	207	45	3	479	209	142	75	34	17
Weighted	1001	129	160	17	15	3	28	388	0	212	48	1	641	147	87	36	35	25
We don t use this	75%	74%	71%	80%	92%	87%	77%	78%	*	72%	69%	46%	79%	71%	73%	82%	53%	58%
We use this	18%	18%	19%	2%	8%	8%	3%	19%	*	21%	17%	27%	15%	22%	25%	14%	47%	42%
Not sure	7%	8%	10%	17%	0%	5%	20%	3%	*	6%	14%	27%	7%	8%	2%	4%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 6th Jul - 15th Jul 2023

Data weighted by iprvince and business size to Nationally Representative Proportions

(10.A) How important would you say Office suite (word processing, spreadsheets etc) is to your business?

		Employee Number										Company Age						
	Total	None Sole proprietor	1	2-4	5-9	10-19	20-49	50-99	100-249	250-499	500+	Less than a year	1-2 years	2-3 years	3-5 years	5-10 years	10-20 years	Over 20 years
Unweighted	888	55	25	55	72	63	96	111	77	52	280	9	29	34	76	147	210	376
Weighted	849	188	86	195	144	129	67	23	9	6	2	20	56	63	82	156	206	260
Essential - my business could not operate without it	53%	42%	56%	55%	54%	57%	55%	67%	76%	67%	77%	16%	52%	76%	48%	48%	50%	57%
Somewhat important, but not essential	42%	52%	44%	36%	41%	42%	40%	33%	21%	27%	22%	73%	48%	24%	41%	48%	46%	37%
Not that important	5%	6%	0%	10%	2%	2%	5%	0%	2%	5%	1%	0%	0%	0%	8%	4%	5%	6%
Not at all important	0%	0%	0%	0%	1%	0%	0%	0%	0%	2%	0%	11%	0%	0%	0%	0%	0%	0%
Don t know	0%	0%	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%	0%	3%	0%	0%	0%

Note:

BASE: Companies that use office suite

Fieldwork: 6th Jul - 15th Jul 2023

Data weighted by iprvince and business size to Nationally Representative Proportions

(10.B) How important would you say Office suite (word processing, spreadsheets etc) is to your business?

		Company Type			Annual Revenue												
	Total	Private sector	Charity	Government or public sector organization	Under $50,000	$50,000 to $99,999	$100,000 to $499,999	$500,00 to $999,999	$1 million to $1.99 million	$2 million to $4.99 million	$5 million to $9.9 million	$10 million to $24.9 million	$25 million to $49.9 million	$50 million to $99.9 million	$100 million to $249.9 million	$250 million to $499.9 million	$500 million to $1 billion	Over $1 billion
Unweighted	888	736	32	92	53	42	85	61	79	74	70	69	47	50	47	43	45	81
Weighted	849	726	53	28	158	121	213	96	85	54	33	26	13	5	4	3	1	3
Essential - my business could not operate without it	53%	52%	61%	59%	51%	59%	50%	43%	53%	52%	77%	49%	87%	85%	95%	79%	77%	15%
Somewhat important, but not essential	42%	43%	28%	33%	45%	29%	45%	54%	41%	47%	23%	50%	12%	15%	3%	21%	23%	4%
Not that important	5%	5%	7%	8%	5%	12%	5%	0%	6%	2%	0%	0%	0%	0%	2%	0%	0%	0%
Not at all important	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	80%
Don t know	0%	0%	4%	0%	0%	0%	0%	2%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Note:

BASE: Companies that use office suite

Fieldwork: 6th Jul - 15th Jul 2023

Data weighted by iprvince and business size to Nationally Representative Proportions

(10.C) How important would you say Office suite (word processing, spreadsheets etc) is to your business?

		Province											Revenue Growth					
	Total	Alberta	British Columbia	Manitoba	New Brunswick	Newfoundland and Labrador	Nova Scotia	Ontario	Prince Edward Island	Quebec	Saskatchewan	Nunavut/Yukon/Northwest Territories	Stayed about the same size, or shrunk	Grown by 2-5% a year	Grown by 6-10%	Grown by 11-20%	Grown by 21-50%	Grown by over 50%
Unweighted	888	120	145	20	11	4	16	362	0	166	42	2	416	187	126	67	33	16
Weighted	849	108	150	15	15	3	27	327	0	158	44	0	536	122	74	29	34	25
Essential - my business could not operate without it	53%	50%	58%	70%	33%	100%	41%	55%	*	49%	43%	0%	54%	49%	36%	67%	80%	24%
Somewhat important, but not essential	42%	44%	35%	20%	67%	0%	42%	41%	*	46%	57%	50%	39%	51%	59%	25%	20%	63%
Not that important	5%	6%	6%	10%	0%	0%	18%	3%	*	4%	0%	50%	5%	0%	5%	8%	0%	13%
Not at all important	0%	0%	0%	0%	0%	0%	0%	0%	*	1%	0%	0%	0%	0%	0%	0%	0%	0%
Don t know	0%	0%	1%	0%	0%	0%	0%	0%	*	0%	0%	0%	0%	0%	0%	0%	0%	0%

Note:

BASE: Companies that use office suite

Fieldwork: 6th Jul - 15th Jul 2023

Data weighted by iprvince and business size to Nationally Representative Proportions

(11.A) How important would you say Instant messaging or employee collaboration is to your business?

		Employee Number										Company Age						
	Total	None Sole proprietor	1	2-4	5-9	10-19	20-49	50-99	100-249	250-499	500+	Less than a year	1-2 years	2-3 years	3-5 years	5-10 years	10-20 years	Over 20 years
Unweighted	769	32	17	45	56	54	95	96	73	41	258	9	28	32	66	134	175	318
Weighted	657	113	60	159	111	111	66	19	9	5	2	22	56	47	71	124	150	187
Essential - my business could not operate without it	48%	51%	43%	48%	54%	41%	49%	38%	46%	50%	57%	55%	58%	54%	53%	60%	49%	31%
Somewhat important, but not essential	46%	46%	53%	46%	40%	50%	40%	50%	49%	43%	40%	45%	42%	26%	36%	37%	49%	59%
Not that important	6%	2%	4%	7%	6%	9%	7%	9%	4%	5%	3%	0%	0%	20%	10%	3%	2%	9%
Not at all important	0%	0%	0%	0%	0%	0%	4%	2%	0%	3%	0%	0%	0%	0%	1%	0%	0%	1%
Don t know	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Note:

BASE: Companies that use instant messaging or employee collaboration

Fieldwork: 6th Jul - 15th Jul 2023

Data weighted by iprvince and business size to Nationally Representative Proportions

(11.B) How important would you say Instant messaging or employee collaboration is to your business?

		Company Type			Annual Revenue												
	Total	Private sector	Charity	Government or public sector or-ganization	Under $50,000	$50,000 to $99,999	$100,000 to $499,999	$500,00 to $999,999	$1 million to $1.99 million	$2 million to $4.99 million	$5 million to $9.9 million	$10 million to $24.9 million	$25 million to $49.9 million	$50 million to $99.9 million	$100 million to $249.9 million	$250 million to $499.9 million	$500 million to $1 billion	Over $1 billion
Unweighted	769	625	34	88	35	34	74	53	70	66	64	55	43	48	43	41	42	69
Weighted	657	551	47	28	103	94	172	77	69	49	28	22	12	4	4	3	1	0
Essential - my business could not operate without it	48%	48%	42%	41%	66%	45%	49%	38%	34%	53%	41%	45%	58%	31%	74%	42%	89%	59%
Somewhat important, but not essential	46%	46%	50%	51%	31%	50%	43%	50%	64%	37%	42%	48%	41%	66%	23%	58%	11%	40%
Not that important	6%	6%	8%	8%	2%	5%	8%	10%	2%	8%	14%	5%	0%	3%	3%	0%	1%	0%
Not at all important	0%	1%	0%	0%	0%	0%	0%	1%	0%	1%	3%	3%	1%	0%	0%	0%	0%	1%
Don t know	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Note:

BASE: Companies that use instant messaging or employee collaboration

Fieldwork: 6th Jul - 15th Jul 2023

Data weighted by iprvince and business size to Nationally Representative Proportions

(11.C) How important would you say Instant messaging or employee collaboration is to your business?

		Province											Revenue Growth					
	Total	Alberta	British Columbia	Manitoba	New Brunswick	Newfoundland and Labrador	Nova Scotia	Ontario	Prince Edward Island	Quebec	Saskatchewan	Nunavut/Yukon/Northwest Territories	Stayed about the same size, or shrunk	Grown by 2-5% a year	Grown by 6-10%	Grown by 11-20%	Grown by 21-50%	Grown by over 50%
Unweighted	769	97	127	16	10	3	14	318	0	149	34	1	345	173	115	59	28	15
Weighted	657	69	120	9	15	3	18	266	0	129	28	0	396	109	60	21	29	23
Essential - my business could not operate without it	48%	45%	52%	30%	93%	95%	80%	46%	*	44%	27%	100%	49%	46%	37%	37%	47%	60%
Somewhat important, but not essential	46%	48%	37%	53%	7%	5%	4%	51%	*	51%	53%	0%	45%	49%	49%	52%	52%	40%
Not that important	6%	6%	10%	16%	0%	0%	16%	3%	*	4%	20%	0%	6%	6%	14%	8%	1%	0%
Not at all important	0%	1%	0%	0%	0%	0%	0%	1%	*	1%	0%	0%	1%	0%	0%	4%	0%	0%
Don t know	0%	0%	0%	0%	0%	0%	0%	0%	*	0%	0%	0%	0%	0%	0%	0%	0%	0%

Note:

BASE: Companies that use instant messaging or employee collaboration

Fieldwork: 6th Jul - 15th Jul 2023

Data weighted by iprvince and business size to Nationally Representative Proportions

(12.A) How important would you say Video calls are to your business?

		Employee Number										Company Age						
	Total	None Sole proprietor	1	2-4	5-9	10-19	20-49	50-99	100-249	250-499	500+	Less than a year	1-2 years	2-3 years	3-5 years	5-10 years	10-20 years	Over 20 years
Unweighted	802	36	24	49	55	56	86	100	77	52	266	8	29	29	68	139	189	331
Weighted	707	127	83	173	112	116	60	20	9	6	2	17	63	43	80	135	173	191
Essential - my business could not operate without it	33%	36%	28%	35%	37%	21%	38%	26%	52%	39%	49%	50%	45%	47%	18%	22%	35%	34%
Somewhat important, but not essential	52%	51%	60%	46%	46%	64%	46%	57%	38%	50%	45%	17%	49%	49%	65%	59%	47%	51%
Not that important	13%	11%	13%	17%	13%	12%	15%	16%	9%	11%	6%	21%	6%	3%	13%	18%	13%	15%
Not at all important	2%	2%	0%	2%	4%	4%	1%	0%	1%	0%	0%	12%	0%	0%	5%	2%	4%	0%
Don t know	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Note:

BASE: Companies that use video calls

Fieldwork: 6th Jul - 15th Jul 2023

Data weighted by iprvince and business size to Nationally Representative Proportions

(12.B) How important would you say Video calls are to your business?

		Company Type			Annual Revenue												
	Total	Private sector	Charity	Government or public sector organization	Under $50,000	$50,000 to $99,999	$100,000 to $499,999	$500,00 to $999,999	$1 million to $1.99 million	$2 million to $4.99 million	$5 million to $9.9 million	$10 million to $24.9 million	$25 million to $49.9 million	$50 million to $99.9 million	$100 million to $249.9 million	$250 million to $499.9 million	$500 million to $1 billion	Over $1 billion
Unweighted	802	653	34	94	37	38	75	61	67	73	56	59	48	42	42	40	43	80
Weighted	707	593	56	24	107	107	181	89	65	53	28	19	12	4	4	2	1	3
Essential - my business could not operate without it	33%	31%	50%	31%	43%	32%	33%	28%	30%	21%	48%	41%	20%	61%	21%	32%	69%	10%
Somewhat important, but not essential	52%	52%	46%	43%	44%	49%	51%	54%	60%	64%	45%	50%	70%	35%	69%	47%	31%	8%
Not that important	13%	14%	4%	25%	13%	19%	14%	14%	9%	9%	6%	9%	10%	4%	10%	15%	0%	1%
Not at all important	2%	3%	0%	0%	0%	0%	2%	5%	0%	5%	0%	0%	0%	0%	0%	5%	0%	81%
Don t know	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Note:

BASE: Companies that use video calls

Fieldwork: 6th Jul - 15th Jul 2023

Data weighted by iprvince and business size to Nationally Representative Proportions

(12.C) How important would you say Video calls are to your business?

		Province											Revenue Growth					
	Total	Alberta	British Columbia	Manitoba	New Brunswick	Newfoundland and Labrador	Nova Scotia	Ontario	Prince Edward Island	Quebec	Saskatchewan	Nunavut/Yukon/Northwest Territories	Stayed about the same size, or shrunk	Grown by 2-5% a year	Grown by 6-10%	Grown by 11-20%	Grown by 21-50%	Grown by over 50%
Unweighted	802	108	127	16	11	5	15	328	0	156	33	3	374	171	115	61	27	15
Weighted	707	86	121	7	14	3	23	275	0	146	30	1	443	118	59	25	22	18
Essential - my business could not operate without it	33%	39%	27%	2%	42%	87%	35%	33%	*	33%	32%	73%	33%	25%	27%	60%	66%	16%
Somewhat important, but not essential	52%	37%	48%	78%	57%	13%	39%	59%	*	50%	53%	27%	51%	62%	70%	26%	33%	33%
Not that important	13%	20%	20%	20%	1%	0%	26%	7%	*	14%	15%	0%	13%	13%	3%	6%	0%	51%
Not at all important	2%	4%	5%	0%	0%	0%	0%	1%	*	3%	0%	0%	3%	0%	0%	9%	0%	0%
Don t know	0%	0%	0%	0%	0%	0%	0%	0%	*	0%	0%	0%	0%	0%	0%	0%	0%	0%

Note:

BASE: Companies that use video calls

Fieldwork: 6th Jul - 15th Jul 2023

Data weighted by iprvince and business size to Nationally Representative Proportions

(13.A) How important would you say Customer support / Customer Relationship Management (CRM) is to your business?

		Employee Number										Company Age						
	Total	None Sole proprietor	1	2-4	5-9	10-19	20-49	50-99	100-249	250-499	500+	Less than a year	1-2 years	2-3 years	3-5 years	5-10 years	10-20 years	Over 20 years
Unweighted	637	17	13	23	34	36	73	84	70	41	245	5	18	23	60	124	155	247
Weighted	410	56	45	81	69	74	51	17	8	5	2	12	25	31	51	96	93	97
Essential - my business could not operate without it	50%	48%	48%	48%	50%	43%	59%	67%	65%	64%	74%	38%	48%	71%	66%	41%	52%	43%
Somewhat important, but not essential	42%	40%	45%	41%	41%	50%	38%	30%	28%	26%	23%	37%	52%	29%	32%	51%	34%	49%
Not that important	7%	12%	7%	10%	9%	5%	3%	4%	2%	5%	2%	25%	0%	0%	2%	8%	11%	8%
Not at all important	1%	0%	0%	0%	0%	3%	0%	0%	3%	2%	0%	0%	0%	0%	0%	0%	2%	0%
Don t know	0%	0%	0%	0%	0%	0%	0%	0%	1%	2%	1%	0%	0%	0%	0%	0%	0%	0%

Note:

BASE: Companies that use CRM

Fieldwork: 6th Jul - 15th Jul 2023

Data weighted by iprvince and business size to Nationally Representative Proportions

(13.B) How important would you say Customer support / Customer Relationship Management (CRM) is to your business?

		Company Type			Annual Revenue												
	Total	Private sector	Charity	Government or public sector organization	Under $50,000	$50,000 to $99,999	$100,000 to $499,999	$500,00 to $999,999	$1 million to $1.99 million	$2 million to $4.99 million	$5 million to $9.9 million	$10 million to $24.9 million	$25 million to $49.9 million	$50 million to $99.9 million	$100 million to $249.9 million	$250 million to $499.9 million	$500 million to $1 billion	Over $1 billion
Unweighted	637	525	16	73	22	25	43	40	50	54	51	50	41	46	39	40	44	66
Weighted	410	332	23	20	67	59	81	52	37	37	20	17	9	4	2	3	1	0
Essential - my business could not operate without it	50%	51%	73%	31%	43%	53%	50%	52%	63%	46%	72%	47%	64%	63%	60%	57%	63%	76%
Somewhat important, but not essential	42%	41%	27%	47%	45%	39%	40%	44%	27%	52%	27%	51%	35%	16%	40%	43%	29%	22%
Not that important	7%	8%	0%	11%	12%	8%	7%	4%	10%	2%	1%	1%	0%	18%	0%	0%	8%	0%
Not at all important	1%	0%	0%	11%	0%	0%	3%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%
Don t know	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	1%	0%	3%	0%	0%	0%	2%

Note:

BASE: Companies that use CRM

Fieldwork: 6th Jul - 15th Jul 2023

Data weighted by iprvince and business size to Nationally Representative Proportions

(13.C) How important would you say Customer support / Customer Relationship Management (CRM) is to your business?

		Province											Revenue Growth					
	Total	Alberta	British Columbia	Manitoba	New Brunswick	Newfoundland and Labrador	Nova Scotia	Ontario	Prince Edward Island	Quebec	Saskatchewan	Nunavut/Yukon/Northwest Territories	Stayed about the same size, or shrunk	Grown by 2-5% a year	Grown by 6-10%	Grown by 11-20%	Grown by 21-50%	Grown by over 50%
Unweighted	637	89	98	14	11	5	11	269	0	122	16	2	274	149	105	50	21	11
Weighted	410	68	62	7	12	3	12	147	0	82	16	0	257	59	39	15	19	7
Essential - my business could not operate without it	50%	48%	53%	57%	99%	13%	58%	43%	*	61%	26%	37%	52%	48%	39%	53%	51%	40%
Somewhat important, but not essential	42%	39%	43%	43%	0%	87%	0%	48%	*	37%	64%	63%	38%	40%	59%	44%	49%	60%
Not that important	7%	13%	4%	0%	0%	0%	42%	7%	*	3%	9%	0%	9%	12%	2%	2%	0%	0%
Not at all important	1%	0%	0%	0%	1%	0%	0%	2%	*	0%	0%	0%	1%	0%	0%	1%	0%	0%
Don t know	0%	0%	0%	0%	0%	0%	0%	0%	*	0%	0%	0%	0%	0%	0%	0%	0%	0%

Note:

BASE: Companies that use CRM

Fieldwork: 6th Jul - 15th Jul 2023

Data weighted by iprvince and business size to Nationally Representative Proportions

(14.A) How important would you say Electronic payments is to your business?

		Employee Number										Company Age						
	Total	None Sole proprietor	1	2-4	5-9	10-19	20-49	50-99	100-249	250-499	500+	Less than a year	1-2 years	2-3 years	3-5 years	5-10 years	10-20 years	Over 20 years
Unweighted	859	50	21	59	69	58	101	109	75	46	269	10	27	37	77	151	202	348
Weighted	820	170	74	210	136	120	70	22	9	5	2	23	52	61	90	163	190	237
Essential - my business could not operate without it	57%	53%	60%	58%	53%	57%	68%	58%	68%	52%	73%	91%	84%	68%	71%	51%	56%	45%
Somewhat important, but not essential	37%	39%	35%	36%	39%	40%	30%	36%	31%	45%	24%	0%	16%	32%	27%	41%	35%	49%
Not that important	5%	6%	5%	6%	6%	4%	1%	4%	1%	2%	3%	0%	0%	0%	1%	6%	9%	6%
Not at all important	0%	0%	0%	0%	2%	0%	0%	0%	0%	2%	0%	9%	0%	0%	0%	0%	0%	0%
Don t know	1%	2%	0%	0%	0%	0%	1%	2%	0%	0%	0%	0%	0%	0%	1%	2%	0%	0%

Note:

BASE: Companies that use electronic payments

Fieldwork: 6th Jul - 15th Jul 2023

Data weighted by iprvince and business size to Nationally Representative Proportions

(14.B) How important would you say Electronic payments is to your business?

		Company Type			Annual Revenue												
	Total	Private sector	Charity	Government or public sector or-ganization	Under $50,000	$50,000 to $99,999	$100,000 to $499,999	$500,00 to $999,999	$1 million to $1.99 million	$2 million to $4.99 million	$5 million to $9.9 million	$10 million to $24.9 million	$25 million to $49.9 million	$50 million to $99.9 million	$100 million to $249.9 million	$250 million to $499.9 million	$500 million to $1 billion	Over $1 billion
Unweighted	859	708	32	88	56	48	80	60	76	76	65	59	49	50	46	39	44	73
Weighted	820	688	52	27	167	129	187	91	81	57	30	24	12	4	2	2	1	3
Essential - my business could not operate without it	57%	56%	51%	68%	55%	68%	55%	58%	57%	46%	69%	44%	60%	52%	58%	74%	85%	13%
Somewhat important, but not essential	37%	39%	39%	15%	40%	26%	40%	29%	35%	53%	30%	56%	39%	48%	41%	26%	15%	5%
Not that important	5%	5%	9%	17%	2%	6%	5%	13%	8%	0%	1%	0%	0%	0%	0%	0%	0%	0%
Not at all important	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	82%
Don t know	1%	1%	0%	1%	2%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Note:

BASE: Companies that use electronic payments

Fieldwork: 6th Jul - 15th Jul 2023

Data weighted by iprvince and business size to Nationally Representative Proportions

(14.C) How important would you say Electronic payments is to your business?

		Province											Revenue Growth					
	Total	Alberta	British Columbia	Manitoba	New Brunswick	Newfoundland and Labrador	Nova Scotia	Ontario	Prince Edward Island	Quebec	Saskatchewan	Nunavut/Yukon/Northwest Territories	Stayed about the same size, or shrunk	Grown by 2-5% a year	Grown by 6-10%	Grown by 11-20%	Grown by 21-50%	Grown by over 50%
Unweighted	859	113	139	19	11	4	16	347	0	170	38	2	409	181	124	63	30	14
Weighted	820	99	150	15	15	3	25	302	0	170	39	0	518	122	68	32	32	23
Essential - my business could not operate without it	57%	63%	56%	48%	98%	100%	18%	56%	*	55%	73%	100%	54%	65%	50%	57%	97%	71%
Somewhat important, but not essential	37%	37%	37%	43%	2%	0%	63%	37%	*	40%	27%	0%	40%	30%	44%	38%	3%	29%
Not that important	5%	0%	8%	9%	0%	0%	19%	5%	*	4%	0%	0%	5%	5%	6%	5%	0%	0%
Not at all important	0%	0%	0%	0%	0%	0%	0%	0%	*	1%	0%	0%	0%	0%	0%	0%	0%	0%
Don t know	1%	0%	0%	0%	0%	0%	0%	1%	*	0%	0%	0%	1%	0%	0%	0%	0%	0%

Note:

BASE: Companies that use electronic payments

Fieldwork: 6th Jul - 15th Jul 2023

Data weighted by iprvince and business size to Nationally Representative Proportions

(15.A) How important would you say Enterprise Resource Planning (ERP) is to your business?

		Employee Number										Company Age						
	Total	None Sole proprietor	1	2-4	5-9	10-19	20-49	50-99	100-249	250-499	500+	Less than a year	1-2 years	2-3 years	3-5 years	5-10 years	10-20 years	Over 20 years
Unweighted	449	2	2	5	15	19	45	61	57	32	210	1	6	10	44	86	128	172
Weighted	159	7	7	17	31	40	31	13	7	4	1	2	6	4	26	31	45	42
Essential - my business could not operate without it	36%	50%	0%	36%	38%	18%	49%	42%	58%	69%	63%	0%	100%	15%	52%	28%	40%	25%
Somewhat important, but not essential	46%	50%	50%	21%	48%	58%	42%	53%	36%	27%	33%	0%	0%	85%	42%	51%	45%	47%
Not that important	13%	0%	50%	21%	7%	21%	9%	3%	4%	3%	3%	0%	0%	0%	0%	9%	15%	28%
Not at all important	5%	0%	0%	21%	7%	4%	0%	2%	2%	0%	0%	100%	0%	0%	6%	12%	1%	0%
Don t know	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Note:

BASE: Companies that use ERP

Fieldwork: 6th Jul - 15th Jul 2023

Data weighted by iprvince and business size to Nationally Representative Proportions

(15.B) How important would you say Enterprise Resource Planning (ERP) is to your business?

		Company Type			Annual Revenue												
	Total	Private sector	Charity	Government or public sector organization	Under $50,000	$50,000 to $99,999	$100,000 to $499,999	$500,00 to $999,999	$1 million to $1.99 million	$2 million to $4.99 million	$5 million to $9.9 million	$10 million to $24.9 million	$25 million to $49.9 million	$50 million to $99.9 million	$100 million to $249.9 million	$250 million to $499.9 million	$500 million to $1 billion	Over $1 billion
Unweighted	449	377	10	52	3	6	19	20	34	42	36	38	33	42	35	32	38	61
Weighted	159	138	9	8	6	8	35	19	20	23	13	8	9	4	2	2	1	3
Essential - my business could not operate without it	36%	37%	34%	20%	0%	37%	42%	16%	47%	28%	48%	45%	44%	70%	82%	51%	83%	11%
Somewhat important, but not essential	46%	43%	64%	58%	37%	45%	30%	73%	39%	47%	52%	53%	55%	29%	18%	17%	17%	4%
Not that important	13%	15%	2%	2%	63%	0%	17%	10%	14%	25%	0%	2%	1%	0%	0%	32%	1%	0%
Not at all important	5%	4%	0%	21%	0%	17%	11%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	85%
Don t know	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Note:

BASE: Companies that use ERP

Fieldwork: 6th Jul - 15th Jul 2023

Data weighted by iprvince and business size to Nationally Representative Proportions

(15.C) How important would you say Enterprise Resource Planning (ERP) is to your business?

		Province											Revenue Growth					
	Total	Alberta	British Columbia	Manitoba	New Brunswick	Newfoundland and Labrador	Nova Scotia	Ontario	Prince Edward Island	Quebec	Saskatchewan	Nunavut/Yukon/Northwest Territories	Stay/Not about the same size, or shrunk	Grown by 2-5% a year	Grown by 6-10%	Grown by 11-20%	Grown by 21-50%	Grown by over 50%
Unweighted	449	55	65	9	6	4	9	189	0	99	11	2	170	114	81	50	17	7
Weighted	159	14	21	3	1	3	7	64	0	40	4	0	90	25	22	8	4	5
Essential - my business could not operate without it	36%	31%	35%	9%	99%	5%	45%	28%	*	43%	98%	100%	27%	60%	30%	51%	57%	66%
Somewhat important, but not essential	46%	55%	43%	48%	1%	91%	55%	54%	*	33%	2%	0%	51%	25%	60%	38%	41%	0%
Not that important	13%	14%	20%	0%	0%	5%	0%	12%	*	18%	0%	0%	14%	14%	10%	10%	3%	33%
Not at all important	5%	0%	1%	43%	0%	0%	0%	6%	*	6%	0%	0%	8%	0%	0%	1%	0%	0%
Don t know	0%	0%	0%	0%	0%	0%	0%	0%	*	0%	0%	0%	0%	0%	0%	0%	0%	0%

Note:

BASE: Companies that use ERP

Fieldwork: 6th Jul - 15th Jul 2023

Data weighted by iprvince and business size to Nationally Representative Proportions

(16.A) How important would you say Data dashboards or analytics is to your business?

		Employee Number										Company Age						
	Total	None Sole proprietor	1	2-4	5-9	10-19	20-49	50-99	100-249	250-499	500+	Less than a year	1-2 years	2-3 years	3-5 years	5-10 years	10-20 years	Over 20 years
Unweighted	652	18	10	27	32	41	67	89	71	44	252	6	21	30	66	116	154	255
Weighted	421	63	35	97	63	83	46	18	8	5	2	11	40	40	60	85	90	96
Essential - my business could not operate without it	38%	47%	52%	32%	36%	26%	41%	41%	49%	53%	65%	15%	60%	47%	32%	21%	52%	31%
Somewhat important, but not essential	51%	53%	48%	53%	51%	56%	47%	42%	42%	40%	31%	72%	36%	52%	48%	70%	42%	50%
Not that important	10%	0%	0%	11%	13%	15%	10%	17%	6%	7%	3%	0%	5%	1%	14%	8%	6%	18%
Not at all important	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don t know	1%	0%	0%	4%	0%	2%	2%	0%	3%	0%	0%	13%	0%	0%	6%	1%	0%	0%

Note:

BASE: Companies that use data dashboards or analytics

Fieldwork: 6th Jul - 15th Jul 2023

Data weighted by iprvince and business size to Nationally Representative Proportions

(16.B) How important would you say Data dashboards or analytics is to your business?

		Company Type			Annual Revenue												
	Total	Private sector	Charity	Government or public sector or-ganization	Under $50,000	$50,000 to $99,999	$100,000 to $499,999	$500,00 to $999,999	$1 million to $1.99 million	$2 million to $4.99 million	$5 million to $9.9 million	$10 million to $24.9 million	$25 million to $49.9 million	$50 million to $99.9 million	$100 million to $249.9 million	$250 million to $499.9 million	$500 million to $1 billion	Over $1 billion
Unweighted	652	530	22	80	22	24	41	43	56	51	56	47	37	47	45	40	44	70
Weighted	421	345	29	22	63	53	96	55	39	33	28	16	9	4	2	3	1	0
Essential - my business could not operate without it	38%	37%	52%	35%	34%	36%	38%	44%	38%	33%	41%	32%	49%	26%	46%	38%	66%	63%
Somewhat important, but not essential	51%	53%	35%	45%	62%	55%	46%	45%	52%	58%	45%	43%	34%	65%	31%	30%	34%	31%
Not that important	10%	9%	13%	18%	4%	6%	12%	11%	10%	9%	12%	25%	15%	9%	22%	32%	0%	5%
Not at all important	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don t know	1%	2%	0%	1%	0%	3%	4%	0%	0%	0%	3%	0%	1%	0%	0%	0%	0%	1%

Note:

BASE: Companies that use data dashboards or analytics

Fieldwork: 6th Jul - 15th Jul 2023

Data weighted by iprvince and business size to Nationally Representative Proportions

(16.C) How important would you say Data dashboards or analytics is to your business?

		Province											Revenue Growth					
	Total	Alberta	British Columbia	Manitoba	New Brunswick	Newfoundland and Labrador	Nova Scotia	Ontario	Prince Edward Island	Quebec	Saskatchewan	Nunavut/Yukon/Northwest Territories	Stayed about the same size, or shrunk	Grown by 2-5% a year	Grown by 6-10%	Grown by 11-20%	Grown by 21-50%	Grown by over 50%
Unweighted	652	88	102	15	8	4	11	268	0	127	26	3	281	147	116	45	27	9
Weighted	421	53	60	10	11	3	12	165	0	91	16	1	272	63	39	9	18	8
Essential - my business could not operate without it	38%	28%	35%	52%	45%	91%	42%	33%	*	51%	29%	27%	39%	37%	33%	40%	17%	73%
Somewhat important, but not essential	51%	67%	47%	17%	54%	0%	56%	58%	*	38%	49%	73%	52%	47%	47%	52%	77%	27%
Not that important	10%	5%	12%	16%	0%	8%	2%	9%	*	12%	22%	0%	9%	10%	21%	8%	2%	0%
Not at all important	0%	0%	0%	0%	0%	0%	0%	0%	*	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don t know	1%	0%	6%	15%	1%	0%	0%	0%	*	0%	0%	0%	0%	6%	0%	0%	4%	0%

Note:

BASE: Companies that use data dashboards or analytics

Fieldwork: 6th Jul - 15th Jul 2023

Data weighted by iprvince and business size to Nationally Representative Proportions

(17.A) How important would you say Cloud computing is to your business?

		Employee Number										Company Age						
	Total	None Sole proprietor	1	2-4	5-9	10-19	20-49	50-99	100-249	250-499	500+	Less than a year	1-2 years	2-3 years	3-5 years	5-10 years	10-20 years	Over 20 years
Unweighted	660	24	13	29	36	49	69	86	63	39	252	5	25	27	54	112	166	267
Weighted	486	86	44	103	73	101	48	18	8	5	2	10	46	42	49	93	114	131
Essential - my business could not operate without it	46%	39%	22%	46%	42%	52%	67%	53%	68%	71%	64%	17%	42%	40%	49%	45%	56%	43%
Somewhat important, but not essential	43%	46%	55%	47%	49%	38%	29%	41%	29%	21%	34%	83%	37%	52%	38%	46%	37%	46%
Not that important	8%	8%	16%	7%	5%	8%	4%	6%	3%	5%	1%	0%	16%	1%	13%	6%	4%	10%
Not at all important	2%	7%	7%	0%	0%	0%	0%	1%	0%	2%	0%	0%	0%	7%	0%	3%	3%	0%
Don t know	1%	0%	0%	0%	3%	2%	0%	0%	0%	0%	1%	0%	5%	0%	0%	0%	0%	1%

Note:

BASE: Companies that use cloud computing

Fieldwork: 6th Jul - 15th Jul 2023

Data weighted by iprvince and business size to Nationally Representative Proportions

(17.B) How important would you say Cloud computing is to your business?

		Company Type			Annual Revenue												
	Total	Private sector	Charity	Government or public sector or-ganization	Under $50,000	$50,000 to $99,999	$100,000 to $499,999	$500,00 to $999,999	$1 million to $1.99 million	$2 million to $4.99 million	$5 million to $9.9 million	$10 million to $24.9 million	$25 million to $49.9 million	$50 million to $99.9 million	$100 million to $249.9 million	$250 million to $499.9 million	$500 million to $1 billion	Over $1 billion
Unweighted	660	541	24	75	25	28	53	36	60	56	58	43	40	49	40	38	42	67
Weighted	486	414	28	18	71	70	123	46	53	44	27	14	10	5	4	2	1	0
Essential - my business could not operate without it	46%	47%	60%	45%	42%	39%	47%	46%	43%	65%	51%	60%	49%	66%	32%	93%	86%	62%
Somewhat important, but not essential	43%	44%	31%	29%	40%	41%	44%	53%	45%	35%	49%	40%	49%	27%	68%	7%	5%	36%
Not that important	8%	6%	8%	25%	5%	20%	8%	1%	9%	0%	0%	0%	1%	7%	0%	0%	8%	0%
Not at all important	2%	2%	0%	1%	13%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don t know	1%	1%	0%	0%	0%	0%	2%	0%	3%	0%	0%	0%	0%	0%	0%	0%	1%	2%

Note:

BASE: Companies that use cloud computing

Fieldwork: 6th Jul - 15th Jul 2023

Data weighted by iprvince and business size to Nationally Representative Proportions

(17.C) How important would you say Cloud computing is to your business?

		Province											Revenue Growth					
	Total	Alberta	British Columbia	Manitoba	New Brunswick	Newfoundland and Labrador	Nova Scotia	Ontario	Prince Edward Island	Quebec	Saskatchewan	Nunavut/Yukon/Northwest Territories	Stayed about the same size, or shrunk	Grown by 2-5% a year	Grown by 6-10%	Grown by 11-20%	Grown by 21-50%	Grown by over 50%
Unweighted	660	85	106	15	11	4	14	267	0	135	21	2	294	155	104	46	25	14
Weighted	486	61	79	10	14	1	18	186	0	103	15	0	299	74	43	15	23	21
Essential - my business could not operate without it	46%	39%	39%	68%	29%	72%	68%	47%	*	51%	41%	100%	45%	49%	65%	49%	19%	49%
Somewhat important, but not essential	43%	39%	49%	17%	71%	28%	32%	42%	*	43%	56%	0%	43%	40%	34%	50%	66%	51%
Not that important	8%	3%	9%	15%	0%	0%	0%	10%	*	6%	3%	0%	10%	8%	1%	1%	1%	0%
Not at all important	2%	15%	0%	0%	0%	0%	0%	0%	*	0%	0%	0%	2%	0%	0%	0%	13%	0%
Don t know	1%	3%	3%	0%	0%	0%	0%	0%	*	0%	0%	0%	0%	2%	0%	0%	0%	0%

Note:

BASE: Companies that use cloud computing

Fieldwork: 6th Jul - 15th Jul 2023

Data weighted by iprvince and business size to Nationally Representative Proportions

(18.A) How important would you say Artificial intelligence and/or machine learning is to your business?

		Employee Number										Company Age						
	Total	None Sole proprietor	1	2-4	5-9	10-19	20-49	50-99	100-249	250-499	500+	Less than a year	1-2 years	2-3 years	3-5 years	5-10 years	10-20 years	Over 20 years
Unweighted	376	7	5	10	14	19	30	45	40	29	176	1	16	20	36	78	98	124
Weighted	183	23	17	36	28	39	21	9	5	3	1	4	20	24	34	36	27	34
Essential - my business could not operate without it	20%	15%	0%	0%	33%	22%	37%	36%	51%	32%	45%	0%	19%	10%	18%	29%	24%	21%
Somewhat important, but not essential	58%	40%	78%	71%	59%	52%	53%	45%	42%	63%	46%	100%	70%	65%	71%	43%	37%	55%
Not that important	17%	29%	22%	19%	0%	26%	10%	12%	8%	5%	7%	0%	11%	10%	0%	27%	32%	23%
Not at all important	3%	16%	0%	0%	8%	0%	0%	4%	0%	0%	1%	0%	0%	15%	0%	0%	8%	1%
Don t know	2%	0%	0%	10%	0%	0%	0%	2%	0%	0%	1%	0%	0%	0%	11%	1%	0%	0%

Note:

BASE: Companies that use AI or ML

Fieldwork: 6th Jul - 15th Jul 2023

Data weighted by iprvince and business size to Nationally Representative Proportions

(18.B) How important would you say Artificial intelligence and/or machine learning is to your business?

		Company Type			Annual Revenue												
	Total	Private sector	Charity	Government or public sector or-ganization	Under $50,000	$50,000 to $99,999	$100,000 to $499,999	$500,00 to $999,999	$1 million to $1.99 million	$2 million to $4.99 million	$5 million to $9.9 million	$10 million to $24.9 million	$25 million to $49.9 million	$50 million to $99.9 million	$100 million to $249.9 million	$250 million to $499.9 million	$500 million to $1 billion	Over $1 billion
Unweighted	376	304	9	49	9	12	23	20	29	30	24	26	30	32	33	21	28	49
Weighted	183	145	12	12	24	28	42	16	17	17	15	10	3	3	2	1	1	0
Essential - my business could not operate without it	20%	20%	17%	40%	0%	3%	20%	42%	44%	28%	23%	7%	24%	51%	45%	50%	63%	26%
Somewhat important, but not essential	58%	59%	66%	22%	61%	60%	58%	57%	42%	54%	57%	72%	66%	49%	38%	48%	18%	63%
Not that important	17%	17%	17%	36%	24%	37%	8%	0%	14%	18%	20%	21%	11%	0%	17%	1%	1%	10%
Not at all important	3%	2%	0%	2%	15%	0%	6%	0%	0%	0%	0%	0%	0%	0%	0%	0%	19%	0%
Don t know	2%	3%	0%	0%	0%	0%	9%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Note:

BASE: Companies that use AI or ML

Fieldwork: 6th Jul - 15th Jul 2023

Data weighted by iprvince and business size to Nationally Representative Proportions

(18.C) How important would you say Artificial intelligence and/or machine learning is to your business?

		Province											Revenue Growth					
	Total	Alberta	British Columbia	Manitoba	New Brunswick	Newfoundland and Labrador	Nova Scotia	Ontario	Prince Edward Island	Quebec	Saskatchewan	Nunavut/Yukon/Northwest Territories	Stayed about the same size, or shrunk	Grown by 2-5% a year	Grown by 6-10%	Grown by 11-20%	Grown by 21-50%	Grown by over 50%
Unweighted	376	45	56	4	3	2	6	165	0	84	10	1	129	95	79	34	17	9
Weighted	183	23	30	0	1	0	1	74	0	45	8	0	94	32	21	5	16	10
Essential - my business could not operate without it	20%	23%	1%	42%	87%	97%	23%	23%	*	24%	18%	100%	28%	13%	19%	24%	2%	0%
Somewhat important, but not essential	58%	50%	78%	58%	0%	3%	40%	58%	*	48%	64%	0%	52%	62%	62%	58%	53%	80%
Not that important	17%	27%	8%	0%	13%	0%	37%	18%	*	15%	18%	0%	17%	12%	19%	18%	22%	20%
Not at all important	3%	0%	1%	0%	0%	0%	0%	0%	*	13%	0%	0%	2%	1%	0%	0%	22%	0%
Don t know	2%	0%	12%	0%	0%	0%	0%	0%	*	0%	0%	0%	0%	11%	1%	0%	0%	0%

Note:

BASE: Companies that use AI or ML

Fieldwork: 6th Jul - 15th Jul 2023

Data weighted by iprvince and business size to Nationally Representative Proportions

(19.A) As far as you are aware, does your business use any of the following Google products?: Gmail

		Employee Number										Company Age						
	Total	None Sole proprietor	1	2-4	5-9	10-19	20-49	50-99	100-249	250-499	500+	Less than a year	1-2 years	2-3 years	3-5 years	5-10 years	10-20 years	Over 20 years
Unweighted	1001	67	30	70	78	70	110	123	88	57	306	11	37	43	88	174	233	406
Weighted	1001	230	104	246	155	144	77	25	10	7	2	27	72	75	104	183	232	304
We don t do/use this in our business	25%	28%	24%	24%	22%	25%	25%	17%	28%	18%	33%	35%	21%	18%	23%	13%	28%	31%
It is an useful tool/technology but not critical to the functioning of our business	40%	38%	45%	39%	41%	36%	45%	43%	39%	47%	29%	35%	27%	30%	20%	42%	46%	45%
It is so important that we could not run our business without it	35%	35%	30%	36%	34%	39%	30%	36%	33%	35%	33%	30%	52%	52%	52%	45%	25%	24%
Don’t know	1%	0%	0%	1%	2%	0%	0%	3%	0%	0%	4%	0%	0%	0%	4%	0%	1%	1%

Note:

BASE: All Respondents

Fieldwork: 6th Jul - 15th Jul 2023

Data weighted by iprvince and business size to Nationally Representative Proportions

(19.B) As far as you are aware, does your business use any of the following Google products?: Gmail

		Company Type			Annual Revenue												
	Total	Private sector	Charity	Government or public sector organization	Under $50,000	$50,000 to $99,999	$100,000 to $499,999	$500,00 to $999,999	$1 million to $1.99 million	$2 million to $4.99 million	$5 million to $9.9 million	$10 million to $24.9 million	$25 million to $49.9 million	$50 million to $99.9 million	$100 million to $249.9 million	$250 million to $499.9 million	$500 million to $1 billion	Over $1 billion
Unweighted	1001	819	39	109	68	56	100	75	88	88	77	70	55	56	51	43	48	81
Weighted	1001	848	61	32	209	153	240	114	90	65	36	26	13	5	4	3	1	3
We don t do/use this in our business	25%	24%	26%	31%	18%	20%	27%	24%	28%	23%	35%	29%	34%	39%	58%	16%	7%	92%
It is an useful tool/technology but not critical to the functioning of our business	40%	41%	39%	26%	43%	37%	34%	43%	52%	38%	33%	39%	42%	23%	12%	72%	32%	4%
It is so important that we could not run our business without it	35%	34%	36%	43%	39%	43%	37%	31%	20%	37%	31%	32%	24%	34%	30%	12%	61%	3%
Don't know	1%	1%	0%	0%	0%	0%	2%	2%	0%	2%	1%	0%	0%	4%	0%	0%	0%	1%

Note:

BASE: All Respondents

Fieldwork: 6th Jul - 15th Jul 2023

Data weighted by iprvince and business size to Nationally Representative Proportions

(19.C) As far as you are aware, does your business use any of the following Google products?: Gmail

		Province											Revenue Growth					
	Total	Alberta	British Columbia	Manitoba	New Brunswick	Newfoundland and Labrador	Nova Scotia	Ontario	Prince Edward Island	Quebec	Saskatchewan	Nunavut/Yukon/Northwest Territories	Stay/Not about the same size, or shrunk	Grown by 2-5% a year	Grown by 6-10%	Grown by 11-20%	Grown by 21-50%	Grown by over 50%
Unweighted	1001	133	156	22	12	5	17	401	0	207	45	3	479	209	142	75	34	17
Weighted	1001	129	160	17	15	3	28	388	0	212	48	1	641	147	87	36	35	25
We don t do/use this in our business	25%	29%	23%	0%	3%	83%	22%	21%	*	32%	28%	0%	23%	24%	20%	38%	31%	58%
It is an useful tool/technology but not critical to the functioning of our business	40%	40%	41%	34%	0%	17%	49%	47%	*	33%	15%	100%	42%	44%	40%	22%	20%	18%
It is so important that we could not run our business without it	35%	30%	34%	57%	97%	0%	29%	32%	*	35%	57%	0%	35%	29%	40%	39%	48%	24%
Don’t know	1%	0%	2%	9%	0%	0%	0%	1%	*	0%	0%	0%	1%	2%	0%	0%	1%	0%

Note:

BASE: All Respondents

Fieldwork: 6th Jul - 15th Jul 2023

Data weighted by iprvince and business size to Nationally Representative Proportions

(20.A) As far as you are aware, does your business use any of the following Google products?: Android

		Employee Number										Company Age						
	Total	None Sole proprietor	1	2-4	5-9	10-19	20-49	50-99	100-249	250-499	500+	Less than a year	1-2 years	2-3 years	3-5 years	5-10 years	10-20 years	Over 20 years
Unweighted	1001	67	30	70	78	70	110	123	88	57	306	11	37	43	88	174	233	406
Weighted	1001	230	104	246	155	144	77	25	10	7	2	27	72	75	104	183	232	304
We don t do/use this in our business	47%	54%	63%	45%	50%	39%	28%	25%	27%	30%	25%	50%	46%	41%	32%	41%	45%	56%
It is an useful tool/technology but not critical to the functioning of our business	34%	28%	31%	29%	32%	42%	46%	52%	45%	45%	44%	37%	19%	25%	43%	31%	38%	33%
It is so important that we could not run our business without it	15%	13%	6%	20%	17%	11%	20%	16%	26%	21%	22%	13%	28%	31%	15%	21%	14%	7%
Don’t know	5%	6%	0%	5%	1%	9%	5%	6%	2%	4%	9%	0%	8%	3%	10%	6%	3%	3%

Note:

BASE: All Respondents

Fieldwork: 6th Jul - 15th Jul 2023

Data weighted by iprvince and business size to Nationally Representative Proportions

(20.B) As far as you are aware, does your business use any of the following Google products?: Android

		Company Type			Annual Revenue												
	Total	Private sector	Charity	Government or public sector organization	Under $50,000	$50,000 to $99,999	$100,000 to $499,999	$500,00 to $999,999	$1 million to $1.99 million	$2 million to $4.99 million	$5 million to $9.9 million	$10 million to $24.9 million	$25 million to $49.9 million	$50 million to $99.9 million	$100 million to $249.9 million	$250 million to $499.9 million	$500 million to $1 billion	Over $1 billion
Unweighted	1001	819	39	109	68	56	100	75	88	88	77	70	55	56	51	43	48	81
Weighted	1001	848	61	32	209	153	240	114	90	65	36	26	13	5	4	3	1	3
We don t do/use this in our business	47%	46%	48%	39%	54%	44%	45%	45%	44%	47%	43%	38%	13%	18%	57%	40%	28%	7%
It is an useful tool/technology but not critical to the functioning of our business	34%	33%	34%	34%	30%	28%	31%	40%	43%	36%	44%	43%	65%	52%	22%	39%	42%	8%
It is so important that we could not run our business without it	15%	16%	11%	15%	10%	22%	22%	9%	10%	12%	9%	18%	21%	11%	20%	17%	27%	83%
Don’t know	5%	5%	8%	12%	6%	6%	2%	6%	3%	6%	4%	1%	0%	19%	0%	3%	2%	2%

Note:

BASE: All Respondents

Fieldwork: 6th Jul - 15th Jul 2023

Data weighted by iprvince and business size to Nationally Representative Proportions

(20.C) As far as you are aware, does your business use any of the following Google products?: Android

		Province											Revenue Growth					
	Total	Alberta	British Columbia	Manitoba	New Brunswick	Newfoundland and Labrador	Nova Scotia	Ontario	Prince Edward Island	Quebec	Saskatchewan	Nunavut/Yukon/Northwest Territories	Stay/No about the same size, or shrunk	Grown by 2-5% a year	Grown by 6-10%	Grown by 11-20%	Grown by 21-50%	Grown by over 50%
Unweighted	1001	133	156	22	12	5	17	401	0	207	45	3	479	209	142	75	34	17
Weighted	1001	129	160	17	15	3	28	388	0	212	48	1	641	147	87	36	35	25
We don t do/use this in our business	47%	55%	41%	33%	20%	0%	28%	49%	*	46%	52%	73%	45%	48%	53%	66%	16%	47%
It is an useful tool/technology but not critical to the functioning of our business	34%	35%	34%	18%	72%	100%	62%	34%	*	27%	24%	27%	35%	38%	24%	28%	40%	23%
It is so important that we could not run our business without it	15%	6%	21%	33%	8%	0%	11%	13%	*	20%	19%	0%	16%	5%	21%	4%	36%	29%
Don’t know	5%	5%	4%	15%	0%	0%	0%	4%	*	7%	5%	0%	4%	9%	2%	2%	9%	0%

Note:

BASE: All Respondents

Fieldwork: 6th Jul - 15th Jul 2023

Data weighted by iprvince and business size to Nationally Representative Proportions

(21.A) As far as you are aware, does your business use any of the following Google products?: Google Search

		Employee Number										Company Age						
	Total	None Sole proprietor	1	2-4	5-9	10-19	20-49	50-99	100-249	250-499	500+	Less than a year	1-2 years	2-3 years	3-5 years	5-10 years	10-20 years	Over 20 years
Unweighted	1001	67	30	70	78	70	110	123	88	57	306	11	37	43	88	174	233	406
Weighted	1001	230	104	246	155	144	77	25	10	7	2	27	72	75	104	183	232	304
We don t do/use this in our business	12%	13%	13%	14%	14%	5%	8%	8%	12%	10%	11%	35%	17%	19%	9%	5%	5%	18%
It is an useful tool/technology but not critical to the functioning of our business	51%	57%	56%	42%	49%	55%	51%	56%	47%	49%	46%	5%	48%	42%	45%	54%	57%	53%
It is so important that we could not run our business without it	37%	30%	30%	42%	37%	40%	39%	33%	41%	34%	42%	60%	35%	38%	46%	40%	38%	28%
Don’t know	1%	0%	0%	1%	0%	0%	2%	2%	0%	6%	2%	0%	0%	0%	0%	1%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 6th Jul - 15th Jul 2023

Data weighted by iprvince and business size to Nationally Representative Proportions

(21.B) As far as you are aware, does your business use any of the following Google products?: Google Search

		Company Type			Annual Revenue												
	Total	Private sector	Charity	Government or public sector organization	Under $50,000	$50,000 to $99,999	$100,000 to $499,999	$500,00 to $999,999	$1 million to $1.99 million	$2 million to $4.99 million	$5 million to $9.9 million	$10 million to $24.9 million	$25 million to $49.9 million	$50 million to $99.9 million	$100 million to $249.9 million	$250 million to $499.9 million	$500 million to $1 billion	Over $1 billion
Unweighted	1001	819	39	109	68	56	100	75	88	88	77	70	55	56	51	43	48	81
Weighted	1001	848	61	32	209	153	240	114	90	65	36	26	13	5	4	3	1	3
We don t do/use this in our business	12%	13%	6%	1%	15%	13%	11%	13%	14%	8%	9%	5%	14%	2%	3%	4%	9%	83%
It is an useful tool/technology but not critical to the functioning of our business	51%	52%	46%	63%	51%	45%	47%	59%	51%	53%	54%	44%	62%	63%	71%	74%	47%	9%
It is so important that we could not run our business without it	37%	35%	42%	36%	35%	42%	42%	29%	35%	39%	37%	51%	23%	31%	26%	21%	33%	7%
Don't know	1%	0%	6%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	4%	0%	0%	12%	0%

Note:

BASE: All Respondents

Fieldwork: 6th Jul - 15th Jul 2023

Data weighted by iprvince and business size to Nationally Representative Proportions

(21.C) As far as you are aware, does your business use any of the following Google products?: Google Search

		Province											Revenue Growth					
	Total	Alberta	British Columbia	Manitoba	New Brunswick	Newfoundland and Labrador	Nova Scotia	Ontario	Prince Edward Island	Quebec	Saskatchewan	Nunavut/Yukon/Northwest Territories	Stay/No about the same size, or shrunk	Grown by 2-5% a year	Grown by 6-10%	Grown by 11-20%	Grown by 21-50%	Grown by over 50%
Unweighted	1001	133	156	22	12	5	17	401	0	207	45	3	479	209	142	75	34	17
Weighted	1001	129	160	17	15	3	28	388	0	212	48	1	641	147	87	36	35	25
We don t do/use this in our business	12%	13%	8%	0%	0%	13%	0%	14%	*	13%	11%	0%	13%	5%	8%	15%	17%	28%
It is an useful tool/technology but not critical to the functioning of our business	51%	55%	47%	90%	42%	87%	59%	50%	*	47%	55%	100%	51%	63%	52%	46%	23%	50%
It is so important that we could not run our business without it	37%	31%	42%	10%	58%	0%	40%	35%	*	40%	33%	0%	36%	32%	40%	39%	59%	22%
Don’t know	1%	0%	2%	0%	0%	0%	1%	0%	*	0%	0%	0%	0%	0%	1%	0%	1%	0%

Note:

BASE: All Respondents

Fieldwork: 6th Jul - 15th Jul 2023

Data weighted by iprvince and business size to Nationally Representative Proportions

(22.A) As far as you are aware, does your business use any of the following Google products?: Google Workspace (e.g. Google Docs, GMail)

		Employee Number										Company Age						
	Total	None Sole proprietor	1	2-4	5-9	10-19	20-49	50-99	100-249	250-499	500+	Less than a year	1-2 years	2-3 years	3-5 years	5-10 years	10-20 years	Over 20 years
Unweighted	1001	67	30	70	78	70	110	123	88	57	306	11	37	43	88	174	233	406
Weighted	1001	230	104	246	155	144	77	25	10	7	2	27	72	75	104	183	232	304
We don t do/use this in our business	38%	43%	38%	45%	27%	38%	29%	20%	21%	18%	30%	47%	21%	34%	28%	34%	42%	44%
It is an useful tool/technology but not critical to the functioning of our business	34%	35%	31%	29%	42%	29%	38%	40%	45%	47%	35%	19%	50%	17%	28%	39%	30%	37%
It is so important that we could not run our business without it	27%	19%	31%	26%	29%	30%	31%	37%	34%	31%	33%	23%	29%	48%	40%	26%	25%	18%
Don’t know	2%	3%	0%	0%	2%	3%	2%	2%	0%	4%	3%	11%	0%	0%	4%	0%	2%	1%

Note:

BASE: All Respondents

Fieldwork: 6th Jul - 15th Jul 2023

Data weighted by iprvince and business size to Nationally Representative Proportions

(22.B) As far as you are aware, does your business use any of the following Google products?: Google Workspace (e.g. Google Docs, GMail)

		Company Type			Annual Revenue												
	Total	Private sector	Charity	Government or public sector organization	Under $50,000	$50,000 to $99,999	$100,000 to $499,999	$500,00 to $999,999	$1 million to $1.99 million	$2 million to $4.99 million	$5 million to $9.9 million	$10 million to $24.9 million	$25 million to $49.9 million	$50 million to $99.9 million	$100 million to $249.9 million	$250 million to $499.9 million	$500 million to $1 billion	Over $1 billion
Unweighted	1001	819	39	109	68	56	100	75	88	88	77	70	55	56	51	43	48	81
Weighted	1001	848	61	32	209	153	240	114	90	65	36	26	13	5	4	3	1	3
We don t do/use this in our business	38%	38%	33%	31%	40%	38%	40%	31%	49%	26%	29%	24%	33%	26%	55%	30%	14%	90%
It is an useful tool/technology but not critical to the functioning of our business	34%	34%	24%	25%	31%	31%	33%	39%	34%	36%	52%	32%	26%	49%	14%	61%	39%	6%
It is so important that we could not run our business without it	27%	26%	44%	44%	26%	31%	26%	26%	17%	32%	19%	44%	40%	22%	31%	9%	35%	3%
Don't know	2%	2%	0%	0%	3%	0%	0%	4%	0%	7%	0%	0%	0%	4%	0%	0%	12%	0%

Note:

BASE: All Respondents

Fieldwork: 6th Jul - 15th Jul 2023

Data weighted by iprvince and business size to Nationally Representative Proportions

(22.C) As far as you are aware, does your business use any of the following Google products?: Google Workspace (e.g. Google Docs, GMail)

		Province											Revenue Growth					
	Total	Alberta	British Columbia	Manitoba	New Brunswick	Newfoundland and Labrador	Nova Scotia	Ontario	Prince Edward Island	Quebec	Saskatchewan	Nunavut/Yukon/Northwest Territories	Stay/No about the same size, or shrunk	Grown by 2-5% a year	Grown by 6-10%	Grown by 11-20%	Grown by 21-50%	Grown by over 50%
Unweighted	1001	133	156	22	12	5	17	401	0	207	45	3	479	209	142	75	34	17
Weighted	1001	129	160	17	15	3	28	388	0	212	48	1	641	147	87	36	35	25
We don t do/use this in our business	38%	49%	44%	15%	1%	87%	35%	32%	*	41%	39%	0%	36%	36%	34%	48%	47%	73%
It is an useful tool/technology but not critical to the functioning of our business	34%	26%	31%	20%	41%	8%	26%	39%	*	37%	26%	54%	35%	42%	28%	24%	19%	17%
It is so important that we could not run our business without it	27%	23%	25%	56%	58%	5%	39%	28%	*	19%	35%	46%	26%	22%	38%	29%	34%	10%
Don’t know	2%	2%	0%	9%	0%	0%	1%	2%	*	3%	0%	0%	2%	0%	1%	0%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 6th Jul - 15th Jul 2023

Data weighted by iprvince and business size to Nationally Representative Proportions

(23.A) As far as you are aware, does your business use any of the following Google products?: Google Cloud (e.g. Cloud Storage, App Engine)

		Employee Number										Company Age						
	Total	None Sole proprietor	1	2-4	5-9	10-19	20-49	50-99	100-249	250-499	500+	Less than a year	1-2 years	2-3 years	3-5 years	5-10 years	10-20 years	Over 20 years
Unweighted	1001	67	30	70	78	70	110	123	88	57	306	11	37	43	88	174	233	406
Weighted	1001	230	104	246	155	144	77	25	10	7	2	27	72	75	104	183	232	304
We don t do/use this in our business	45%	55%	51%	51%	47%	29%	30%	21%	21%	27%	27%	59%	32%	37%	22%	39%	51%	56%
It is an useful tool/technology but not critical to the functioning of our business	32%	34%	35%	25%	32%	36%	32%	37%	40%	34%	31%	11%	32%	34%	44%	40%	28%	28%
It is so important that we could not run our business without it	19%	9%	12%	21%	15%	30%	31%	37%	39%	36%	36%	18%	29%	26%	27%	20%	20%	12%
Don’t know	4%	1%	2%	3%	6%	5%	7%	5%	0%	2%	6%	11%	6%	3%	8%	1%	2%	4%

Note:

BASE: All Respondents

Fieldwork: 6th Jul - 15th Jul 2023

Data weighted by iprvince and business size to Nationally Representative Proportions

(23.B) As far as you are aware, does your business use any of the following Google products?: Google Cloud (e.g. Cloud Storage, App Engine)

		Company Type			Annual Revenue												
	Total	Private sector	Charity	Government or public sector organization	Under $50,000	$50,000 to $99,999	$100,000 to $499,999	$500,00 to $999,999	$1 million to $1.99 million	$2 million to $4.99 million	$5 million to $9.9 million	$10 million to $24.9 million	$25 million to $49.9 million	$50 million to $99.9 million	$100 million to $249.9 million	$250 million to $499.9 million	$500 million to $1 billion	Over $1 billion
Unweighted	1001	819	39	109	68	56	100	75	88	88	77	70	55	56	51	43	48	81
Weighted	1001	848	61	32	209	153	240	114	90	65	36	26	13	5	4	3	1	3
We don t do/use this in our business	45%	47%	42%	34%	49%	50%	47%	42%	55%	29%	16%	23%	15%	15%	60%	24%	5%	90%
It is an useful tool/technology but not critical to the functioning of our business	32%	30%	25%	42%	38%	28%	29%	34%	28%	31%	50%	40%	27%	33%	9%	45%	16%	5%
It is so important that we could not run our business without it	19%	19%	32%	23%	11%	17%	21%	20%	15%	33%	19%	29%	52%	48%	30%	31%	78%	4%
Don't know	4%	4%	0%	0%	1%	4%	2%	5%	2%	7%	15%	8%	6%	4%	0%	0%	1%	2%

Note:

BASE: All Respondents

Fieldwork: 6th Jul - 15th Jul 2023

Data weighted by iprvince and business size to Nationally Representative Proportions

(23.C) As far as you are aware, does your business use any of the following Google products?: Google Cloud (e.g. Cloud Storage, App Engine)

		Province											Revenue Growth					
	Total	Alberta	British Columbia	Manitoba	New Brunswick	Newfoundland and Labrador	Nova Scotia	Ontario	Prince Edward Island	Quebec	Saskatchewan	Nunavut/Yukon/Northwest Territories	Stay/No about the same size, or shrunk	Grown by 2-5% a year	Grown by 6-10%	Grown by 11-20%	Grown by 21-50%	Grown by over 50%
Unweighted	1001	133	156	22	12	5	17	401	0	207	45	3	479	209	142	75	34	17
Weighted	1001	129	160	17	15	3	28	388	0	212	48	1	641	147	87	36	35	25
We don t do/use this in our business	45%	55%	48%	33%	7%	82%	38%	43%	*	44%	55%	54%	47%	39%	36%	60%	37%	71%
It is an useful tool/technology but not critical to the functioning of our business	32%	22%	27%	18%	34%	5%	22%	38%	*	34%	24%	0%	33%	31%	37%	22%	41%	0%
It is so important that we could not run our business without it	19%	15%	23%	39%	58%	13%	40%	17%	*	18%	16%	46%	18%	23%	27%	16%	22%	21%
Don’t know	4%	9%	3%	9%	0%	0%	0%	2%	*	4%	5%	0%	3%	7%	0%	2%	0%	7%

Note:

BASE: All Respondents

Fieldwork: 6th Jul - 15th Jul 2023

Data weighted by iprvince and business size to Nationally Representative Proportions

(24.A) As far as you are aware, does your business use any of the following Google products?: Google Maps

		Employee Number										Company Age						
	Total	None Sole proprietor	1	2-4	5-9	10-19	20-49	50-99	100-249	250-499	500+	Less than a year	1-2 years	2-3 years	3-5 years	5-10 years	10-20 years	Over 20 years
Unweighted	1001	67	30	70	78	70	110	123	88	57	306	11	37	43	88	174	233	406
Weighted	1001	230	104	246	155	144	77	25	10	7	2	27	72	75	104	183	232	304
We don t do/use this in our business	29%	39%	33%	28%	30%	17%	20%	20%	25%	24%	30%	57%	33%	27%	33%	28%	24%	29%
It is an useful tool/technology but not critical to the functioning of our business	52%	47%	60%	51%	47%	61%	53%	56%	45%	54%	43%	25%	50%	45%	47%	52%	58%	55%
It is so important that we could not run our business without it	18%	14%	7%	21%	21%	20%	25%	22%	28%	19%	23%	18%	17%	28%	20%	20%	18%	14%
Don’t know	1%	0%	0%	0%	2%	1%	1%	2%	2%	2%	5%	0%	0%	0%	0%	1%	0%	2%

Note:

BASE: All Respondents

Fieldwork: 6th Jul - 15th Jul 2023

Data weighted by iprvince and business size to Nationally Representative Proportions

(24.B) As far as you are aware, does your business use any of the following Google products?: Google Maps

		Company Type			Annual Revenue												
	Total	Private sector	Charity	Government or public sector organization	Under $50,000	$50,000 to $99,999	$100,000 to $499,999	$500,00 to $999,999	$1 million to $1.99 million	$2 million to $4.99 million	$5 million to $9.9 million	$10 million to $24.9 million	$25 million to $49.9 million	$50 million to $99.9 million	$100 million to $249.9 million	$250 million to $499.9 million	$500 million to $1 billion	Over $1 billion
Unweighted	1001	819	39	109	68	56	100	75	88	88	77	70	55	56	51	43	48	81
Weighted	1001	848	61	32	209	153	240	114	90	65	36	26	13	5	4	3	1	3
We don t do/use this in our business	29%	28%	21%	31%	35%	32%	32%	32%	18%	19%	15%	8%	30%	18%	60%	17%	22%	89%
It is an useful tool/technology but not critical to the functioning of our business	52%	53%	64%	45%	50%	51%	49%	48%	72%	43%	61%	66%	45%	52%	27%	70%	37%	9%
It is so important that we could not run our business without it	18%	18%	12%	23%	14%	18%	18%	17%	10%	37%	23%	25%	23%	26%	13%	12%	28%	2%
Don’t know	1%	1%	3%	0%	0%	0%	1%	4%	0%	1%	0%	1%	1%	4%	0%	0%	13%	0%

Note:

BASE: All Respondents

Fieldwork: 6th Jul - 15th Jul 2023

Data weighted by iprvince and business size to Nationally Representative Proportions

(24.C) As far as you are aware, does your business use any of the following Google products?: Google Maps

		Province											Revenue Growth					
	Total	Alberta	British Columbia	Manitoba	New Brunswick	Newfoundland and Labrador	Nova Scotia	Ontario	Prince Edward Island	Quebec	Saskatchewan	Nunavut/Yukon/Northwest Territories	Stay/Not about the same size, or shrunk	Grown by 2-5% a year	Grown by 6-10%	Grown by 11-20%	Grown by 21-50%	Grown by over 50%
Unweighted	1001	133	156	22	12	5	17	401	0	207	45	3	479	209	142	75	34	17
Weighted	1001	129	160	17	15	3	28	388	0	212	48	1	641	147	87	36	35	25
We don t do/use this in our business	29%	37%	27%	24%	20%	0%	0%	26%	*	33%	39%	27%	25%	41%	30%	35%	10%	40%
It is an useful tool/technology but not critical to the functioning of our business	52%	56%	50%	66%	41%	95%	65%	55%	*	45%	53%	0%	55%	45%	55%	51%	51%	45%
It is so important that we could not run our business without it	18%	7%	21%	0%	39%	5%	34%	18%	*	22%	8%	46%	19%	13%	14%	9%	38%	15%
Don’t know	1%	0%	2%	9%	0%	0%	1%	1%	*	0%	0%	27%	1%	0%	1%	4%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 6th Jul - 15th Jul 2023

Data weighted by iprvince and business size to Nationally Representative Proportions

(25.A) As far as you are aware, does your business use any of the following Google products?: YouTube (e.g. for training and development or marketing)

		Employee Number										Company Age						
	Total	None Sole proprietor	1	2-4	5-9	10-19	20-49	50-99	100-249	250-499	500+	Less than a year	1-2 years	2-3 years	3-5 years	5-10 years	10-20 years	Over 20 years
Unweighted	1001	67	30	70	78	70	110	123	88	57	306	11	37	43	88	174	233	406
Weighted	1001	230	104	246	155	144	77	25	10	7	2	27	72	75	104	183	232	304
We don t do/use this in our business	49%	54%	56%	54%	46%	40%	42%	37%	36%	42%	30%	38%	34%	23%	33%	51%	59%	58%
It is an useful tool/technology but not critical to the functioning of our business	38%	35%	40%	34%	37%	46%	43%	46%	45%	40%	43%	49%	55%	67%	35%	35%	35%	32%
It is so important that we could not run our business without it	11%	11%	3%	10%	16%	12%	14%	12%	18%	18%	21%	13%	11%	10%	32%	12%	5%	7%
Don’t know	1%	0%	0%	1%	1%	1%	2%	5%	1%	0%	7%	0%	0%	0%	0%	2%	0%	2%

Note:

BASE: All Respondents

Fieldwork: 6th Jul - 15th Jul 2023

Data weighted by iprvince and business size to Nationally Representative Proportions

(25.B) As far as you are aware, does your business use any of the following Google products?: YouTube (e.g. for training and development or marketing)

		Company Type			Annual Revenue													
	Total	Private sector	Charity	Government or public sector organization	Under $50,000	$50,000 to $99,999	$100,000 to $499,999	$500,00 to $999,999	$1 million to $1.99 million	$2 million to $4.99 million	$5 million to $9.9 million	$10 million to $24.9 million	$25 million to $49.9 million	$50 million to $99.9 million	$100 million to $249.9 million	$250 million to $499.9 million	$500 million to $1 billion	Over $1 billion
Unweighted	1001	819	39	109	68	56	100	75	88	88	77	70	55	56	51	43	48	81
Weighted	1001	848	61	32	209	153	240	114	90	65	36	26	13	5	4	3	1	3
We don t do/use this in our business	49%	53%	40%	24%	50%	47%	58%	41%	50%	47%	50%	48%	28%	32%	67%	35%	29%	88%
It is an useful tool/technology but not critical to the functioning of our business	38%	37%	33%	63%	38%	47%	29%	49%	35%	42%	42%	34%	48%	47%	16%	61%	39%	10%
It is so important that we could not run our business without it	11%	9%	23%	12%	11%	5%	13%	8%	15%	11%	3%	18%	24%	21%	17%	4%	30%	1%
Don't know	1%	1%	4%	1%	0%	1%	0%	3%	0%	0%	6%	0%	1%	0%	0%	0%	1%	1%

Note:

BASE: All Respondents

Fieldwork: 6th Jul - 15th Jul 2023

Data weighted by iprvince and business size to Nationally Representative Proportions

(25.C) As far as you are aware, does your business use any of the following Google products?: YouTube (e.g. for training and development or marketing)

		Province											Revenue Growth					
	Total	Alberta	British Columbia	Manitoba	New Brunswick	Newfoundland and Labrador	Nova Scotia	Ontario	Prince Edward Island	Quebec	Saskatchewan	Nunavut/Yukon/Northwest Territories	Stay/No about the same size, or shrunk	Grown by 2-5% a year	Grown by 6-10%	Grown by 11-20%	Grown by 21-50%	Grown by over 50%
Unweighted	1001	133	156	22	12	5	17	401	0	207	45	3	479	209	142	75	34	17
Weighted	1001	129	160	17	15	3	28	388	0	212	48	1	641	147	87	36	35	25
We don t do/use this in our business	49%	52%	53%	42%	2%	83%	19%	47%	*	56%	60%	0%	49%	50%	52%	65%	26%	59%
It is an useful tool/technology but not critical to the functioning of our business	38%	42%	34%	58%	98%	17%	71%	36%	*	33%	36%	100%	39%	41%	40%	28%	48%	18%
It is so important that we could not run our business without it	11%	4%	12%	1%	0%	0%	11%	16%	*	10%	3%	0%	11%	8%	8%	6%	26%	23%
Don't know	1%	3%	2%	0%	0%	0%	0%	0%	*	1%	0%	0%	1%	0%	0%	1%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 6th Jul - 15th Jul 2023

Data weighted by iprvince and business size to Nationally Representative Proportions

(26.A) As far as you are aware, does your business use any of the following Google products?: Google Ads

		Employee Number										Company Age						
	Total	None Sole proprietor	1	2-4	5-9	10-19	20-49	50-99	100-249	250-499	500+	Less than a year	1-2 years	2-3 years	3-5 years	5-10 years	10-20 years	Over 20 years
Unweighted	1001	67	30	70	78	70	110	123	88	57	306	11	37	43	88	174	233	406
Weighted	1001	230	104	246	155	144	77	25	10	7	2	27	72	75	104	183	232	304
We don t do/use this in our business	66%	74%	80%	70%	68%	55%	49%	43%	29%	39%	38%	70%	59%	49%	38%	62%	70%	81%
It is an useful tool/technology but not critical to the functioning of our business	23%	23%	16%	21%	20%	29%	30%	31%	41%	38%	29%	11%	37%	38%	37%	24%	22%	13%
It is so important that we could not run our business without it	8%	2%	3%	6%	10%	15%	18%	20%	25%	17%	26%	18%	4%	13%	14%	13%	7%	3%
Don’t know	2%	2%	0%	3%	2%	1%	4%	6%	4%	6%	7%	0%	0%	0%	11%	0%	0%	3%

Note:

BASE: All Respondents

Fieldwork: 6th Jul - 15th Jul 2023

Data weighted by iprvince and business size to Nationally Representative Proportions

(26.B) As far as you are aware, does your business use any of the following Google products?: Google Ads

		Company Type			Annual Revenue												
	Total	Private sector	Charity	Government or public sector organization	Under $50,000	$50,000 to $99,999	$100,000 to $499,999	$500,00 to $999,999	$1 million to $1.99 million	$2 million to $4.99 million	$5 million to $9.9 million	$10 million to $24.9 million	$25 million to $49.9 million	$50 million to $99.9 million	$100 million to $249.9 million	$250 million to $499.9 million	$500 million to $1 billion	Over $1 billion
Unweighted	1001	819	39	109	68	56	100	75	88	88	77	70	55	56	51	43	48	81
Weighted	1001	848	61	32	209	153	240	114	90	65	36	26	13	5	4	3	1	3
We don t do/use this in our business	66%	67%	66%	53%	74%	67%	73%	61%	65%	53%	51%	51%	39%	34%	64%	38%	22%	90%
It is an useful tool/technology but not critical to the functioning of our business	23%	23%	20%	34%	20%	26%	19%	31%	20%	28%	32%	27%	47%	25%	21%	49%	33%	5%
It is so important that we could not run our business without it	8%	8%	7%	6%	5%	7%	6%	7%	15%	12%	15%	21%	13%	31%	16%	12%	32%	3%
Don’t know	2%	2%	6%	8%	2%	0%	3%	1%	0%	8%	1%	2%	0%	10%	0%	0%	13%	1%

Note:

BASE: All Respondents

Fieldwork: 6th Jul - 15th Jul 2023

Data weighted by iprvince and business size to Nationally Representative Proportions

(26.C) As far as you are aware, does your business use any of the following Google products?: Google Ads

		Province											Revenue Growth					
	Total	Alberta	British Columbia	Manitoba	New Brunswick	Newfoundland and Labrador	Nova Scotia	Ontario	Prince Edward Island	Quebec	Saskatchewan	Nunavut/Yukon/Northwest Territories	Stay/Not about the same size, or shrunk	Grown by 2-5% a year	Grown by 6-10%	Grown by 11-20%	Grown by 21-50%	Grown by over 50%
Unweighted	1001	133	156	22	12	5	17	401	0	207	45	3	479	209	142	75	34	17
Weighted	1001	129	160	17	15	3	28	388	0	212	48	1	641	147	87	36	35	25
We don t do/use this in our business	66%	78%	67%	71%	53%	83%	58%	65%	*	59%	83%	0%	67%	57%	64%	79%	52%	97%
It is an useful tool/technology but not critical to the functioning of our business	23%	16%	25%	10%	6%	17%	21%	25%	*	29%	13%	27%	25%	28%	19%	9%	34%	3%
It is so important that we could not run our business without it	8%	5%	2%	9%	40%	0%	20%	8%	*	11%	3%	73%	6%	11%	17%	12%	13%	0%
Don’t know	2%	1%	5%	9%	0%	0%	1%	2%	*	1%	0%	0%	2%	5%	0%	0%	1%	0%

Note:

BASE: All Respondents

Fieldwork: 6th Jul - 15th Jul 2023

Data weighted by iprvince and business size to Nationally Representative Proportions

(27.A) As far as you are aware, does your business use any of the following Google products?: YouTube Ads

		Employee Number										Company Age						
	Total	None Sole proprietor	1	2-4	5-9	10-19	20-49	50-99	100-249	250-499	500+	Less than a year	1-2 years	2-3 years	3-5 years	5-10 years	10-20 years	Over 20 years
Unweighted	1001	67	30	70	78	70	110	123	88	57	306	11	37	43	88	174	233	406
Weighted	1001	230	104	246	155	144	77	25	10	7	2	27	72	75	104	183	232	304
We don t do/use this in our business	76%	75%	86%	81%	78%	74%	66%	53%	43%	52%	42%	76%	59%	57%	56%	78%	79%	88%
It is an useful tool/technology but not critical to the functioning of our business	18%	21%	14%	12%	16%	19%	26%	27%	40%	28%	31%	24%	33%	38%	29%	18%	16%	7%
It is so important that we could not run our business without it	4%	2%	0%	3%	4%	5%	6%	16%	16%	20%	18%	0%	3%	5%	11%	2%	4%	2%
Don’t know	2%	2%	0%	4%	1%	1%	3%	4%	2%	0%	9%	0%	5%	0%	4%	2%	0%	3%

Note:

BASE: All Respondents

Fieldwork: 6th Jul - 15th Jul 2023

Data weighted by iprvince and business size to Nationally Representative Proportions

(27.B) As far as you are aware, does your business use any of the following Google products?: YouTube Ads

		Company Type			Annual Revenue												
	Total	Private sector	Charity	Government or public sector organization	Under $50,000	$50,000 to $99,999	$100,000 to $499,999	$500,00 to $999,999	$1 million to $1.99 million	$2 million to $4.99 million	$5 million to $9.9 million	$10 million to $24.9 million	$25 million to $49.9 million	$50 million to $99.9 million	$100 million to $249.9 million	$250 million to $499.9 million	$500 million to $1 billion	Over $1 billion
Unweighted	1001	819	39	109	68	56	100	75	88	88	77	70	55	56	51	43	48	81
Weighted	1001	848	61	32	209	153	240	114	90	65	36	26	13	5	4	3	1	3
We don t do/use this in our business	76%	78%	81%	57%	82%	84%	77%	65%	67%	75%	79%	78%	59%	48%	73%	56%	32%	91%
It is an useful tool/technology but not critical to the functioning of our business	18%	17%	14%	27%	13%	7%	21%	31%	24%	19%	17%	17%	20%	38%	14%	39%	32%	6%
It is so important that we could not run our business without it	4%	4%	0%	9%	3%	6%	2%	2%	6%	6%	4%	5%	21%	13%	12%	5%	35%	2%
Don’t know	2%	2%	5%	7%	2%	2%	0%	3%	3%	1%	0%	1%	0%	0%	0%	1%	2%	2%

Note:

BASE: All Respondents

Fieldwork: 6th Jul - 15th Jul 2023

Data weighted by iprvince and business size to Nationally Representative Proportions

(27.C) As far as you are aware, does your business use any of the following Google products?: YouTube Ads

		Province											Revenue Growth					
	Total	Alberta	British Columbia	Manitoba	New Brunswick	Newfoundland and Labrador	Nova Scotia	Ontario	Prince Edward Island	Quebec	Saskatchewan	Nunavut/Yukon/Northwest Territories	Stay/No about the same size, or shrunk	Grown by 2-5% a year	Grown by 6-10%	Grown by 11-20%	Grown by 21-50%	Grown by over 50%
Unweighted	1001	133	156	22	12	5	17	401	0	207	45	3	479	209	142	75	34	17
Weighted	1001	129	160	17	15	3	28	388	0	212	48	1	641	147	87	36	35	25
We don t do/use this in our business	76%	77%	79%	90%	52%	83%	57%	76%	*	72%	94%	27%	79%	64%	70%	90%	67%	97%
It is an useful tool/technology but not critical to the functioning of our business	18%	17%	12%	1%	39%	9%	42%	19%	*	21%	5%	46%	16%	28%	25%	7%	32%	3%
It is so important that we could not run our business without it	4%	1%	6%	9%	7%	8%	1%	3%	*	5%	0%	27%	4%	4%	5%	3%	1%	0%
Don’t know	2%	6%	4%	0%	1%	0%	0%	1%	*	2%	0%	0%	2%	4%	0%	0%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 6th Jul - 15th Jul 2023

Data weighted by iprvince and business size to Nationally Representative Proportions

(28.A) As far as you are aware, does your business use any of the following Google products?: AdSense

		Employee Number										Company Age						
	Total	None Sole proprietor	1	2-4	5-9	10-19	20-49	50-99	100-249	250-499	500+	Less than a year	1-2 years	2-3 years	3-5 years	5-10 years	10-20 years	Over 20 years
Unweighted	1001	67	30	70	78	70	110	123	88	57	306	11	37	43	88	174	233	406
Weighted	1001	230	104	246	155	144	77	25	10	7	2	27	72	75	104	183	232	304
We don t do/use this in our business	72%	80%	73%	73%	73%	67%	67%	51%	38%	49%	44%	63%	53%	70%	59%	71%	72%	82%
It is an useful tool/technology but not critical to the functioning of our business	15%	14%	24%	10%	10%	15%	21%	24%	32%	23%	22%	29%	33%	30%	17%	10%	12%	9%
It is so important that we could not run our business without it	5%	1%	0%	4%	7%	8%	5%	13%	18%	19%	20%	8%	3%	0%	14%	8%	2%	2%
Don’t know	9%	5%	3%	13%	10%	10%	8%	13%	13%	10%	14%	0%	10%	0%	9%	11%	13%	6%

Note:

BASE: All Respondents

Fieldwork: 6th Jul - 15th Jul 2023

Data weighted by iprvince and business size to Nationally Representative Proportions

(28.B) As far as you are aware, does your business use any of the following Google products?: AdSense

		Company Type			Annual Revenue												
	Total	Private sector	Charity	Government or public sector organization	Under $50,000	$50,000 to $99,999	$100,000 to $499,999	$500,00 to $999,999	$1 million to $1.99 million	$2 million to $4.99 million	$5 million to $9.9 million	$10 million to $24.9 million	$25 million to $49.9 million	$50 million to $99.9 million	$100 million to $249.9 million	$250 million to $499.9 million	$500 million to $1 billion	Over $1 billion
Unweighted	1001	819	39	109	68	56	100	75	88	88	77	70	55	56	51	43	48	81
Weighted	1001	848	61	32	209	153	240	114	90	65	36	26	13	5	4	3	1	3
We don t do/use this in our business	72%	73%	79%	52%	81%	74%	71%	72%	79%	63%	63%	43%	50%	27%	69%	62%	9%	12%
It is an useful tool/technology but not critical to the functioning of our business	15%	14%	4%	14%	15%	10%	14%	16%	14%	19%	26%	25%	21%	34%	10%	5%	52%	4%
It is so important that we could not run our business without it	5%	4%	0%	14%	2%	9%	3%	0%	4%	12%	3%	5%	20%	15%	17%	32%	10%	82%
Don’t know	9%	8%	17%	21%	3%	7%	12%	12%	3%	6%	8%	27%	9%	24%	3%	1%	30%	2%

Note:

BASE: All Respondents

Fieldwork: 6th Jul - 15th Jul 2023

Data weighted by iprvince and business size to Nationally Representative Proportions

(28.C) As far as you are aware, does your business use any of the following Google products?: AdSense

		Province											Revenue Growth					
	Total	Alberta	British Columbia	Manitoba	New Brunswick	Newfoundland and Labrador	Nova Scotia	Ontario	Prince Edward Island	Quebec	Saskatchewan	Nunavut/Yukon/Northwest Territories	Stay/Not about the same size, or shrunk	Grown by 2-5% a year	Grown by 6-10%	Grown by 11-20%	Grown by 21-50%	Grown by over 50%
Unweighted	1001	133	156	22	12	5	17	401	0	207	45	3	479	209	142	75	34	17
Weighted	1001	129	160	17	15	3	28	388	0	212	48	1	641	147	87	36	35	25
We don t do/use this in our business	72%	74%	76%	66%	26%	83%	69%	73%	*	67%	91%	0%	73%	68%	68%	85%	72%	66%
It is an useful tool/technology but not critical to the functioning of our business	15%	8%	9%	0%	73%	13%	29%	16%	*	17%	8%	73%	15%	15%	19%	8%	11%	12%
It is so important that we could not run our business without it	5%	3%	5%	9%	0%	5%	0%	6%	*	5%	0%	27%	5%	2%	8%	3%	17%	0%
Don’t know	9%	15%	10%	25%	1%	0%	2%	5%	*	12%	0%	0%	7%	15%	6%	4%	1%	22%

Note:

BASE: All Respondents

Fieldwork: 6th Jul - 15th Jul 2023

Data weighted by iprvince and business size to Nationally Representative Proportions

(29.A) As far as you are aware, does your business use any of the following Google products?: Google Play

		Employee Number										Company Age						
	Total	None Sole proprietor	1	2-4	5-9	10-19	20-49	50-99	100-249	250-499	500+	Less than a year	1-2 years	2-3 years	3-5 years	5-10 years	10-20 years	Over 20 years
Unweighted	1001	67	30	70	78	70	110	123	88	57	306	11	37	43	88	174	233	406
Weighted	1001	230	104	246	155	144	77	25	10	7	2	27	72	75	104	183	232	304
We don t do/use this in our business	71%	71%	76%	77%	72%	68%	57%	56%	47%	55%	52%	44%	69%	56%	49%	72%	75%	80%
It is an useful tool/technology but not critical to the functioning of our business	21%	17%	24%	18%	19%	22%	29%	28%	33%	22%	26%	42%	30%	34%	36%	18%	18%	10%
It is so important that we could not run our business without it	5%	5%	0%	4%	4%	7%	10%	11%	20%	17%	14%	13%	0%	6%	5%	4%	4%	6%
Don’t know	4%	7%	0%	1%	5%	2%	4%	5%	1%	5%	8%	0%	1%	3%	9%	5%	2%	3%

Note:

BASE: All Respondents

Fieldwork: 6th Jul - 15th Jul 2023

Data weighted by iprvince and business size to Nationally Representative Proportions

(29.B) As far as you are aware, does your business use any of the following Google products?: Google Play

		Company Type			Annual Revenue												
	Total	Private sector	Charity	Government or public sector organization	Under $50,000	$50,000 to $99,999	$100,000 to $499,999	$500,00 to $999,999	$1 million to $1.99 million	$2 million to $4.99 million	$5 million to $9.9 million	$10 million to $24.9 million	$25 million to $49.9 million	$50 million to $99.9 million	$100 million to $249.9 million	$250 million to $499.9 million	$500 million to $1 billion	Over $1 billion
Unweighted	1001	819	39	109	68	56	100	75	88	88	77	70	55	56	51	43	48	81
Weighted	1001	848	61	32	209	153	240	114	90	65	36	26	13	5	4	3	1	3
We don t do/use this in our business	71%	71%	71%	62%	77%	79%	70%	69%	65%	70%	72%	54%	54%	43%	71%	52%	24%	14%
It is an useful tool/technology but not critical to the functioning of our business	21%	20%	25%	28%	18%	17%	22%	21%	31%	17%	17%	32%	15%	32%	17%	23%	37%	3%
It is so important that we could not run our business without it	5%	5%	3%	8%	0%	3%	6%	5%	2%	10%	4%	14%	30%	9%	12%	25%	37%	81%
Don't know	4%	4%	0%	1%	5%	0%	3%	5%	2%	3%	7%	0%	1%	15%	0%	1%	2%	1%

Note:

BASE: All Respondents

Fieldwork: 6th Jul - 15th Jul 2023

Data weighted by iprvince and business size to Nationally Representative Proportions

(29.C) As far as you are aware, does your business use any of the following Google products?: Google Play

		Province											Revenue Growth					
	Total	Alberta	British Columbia	Manitoba	New Brunswick	Newfoundland and Labrador	Nova Scotia	Ontario	Prince Edward Island	Quebec	Saskatchewan	Nunavut/Yukon/Northwest Territories	Stay/No about the same size, or shrunk	Grown by 2-5% a year	Grown by 6-10%	Grown by 11-20%	Grown by 21-50%	Grown by over 50%
Unweighted	1001	133	156	22	12	5	17	401	0	207	45	3	479	209	142	75	34	17
Weighted	1001	129	160	17	15	3	28	388	0	212	48	1	641	147	87	36	35	25
We don t do/use this in our business	71%	79%	70%	81%	27%	91%	40%	70%	*	72%	78%	46%	73%	69%	71%	77%	29%	83%
It is an useful tool/technology but not critical to the functioning of our business	21%	16%	18%	1%	72%	9%	59%	22%	*	17%	8%	27%	19%	23%	23%	9%	52%	15%
It is so important that we could not run our business without it	5%	1%	6%	9%	1%	0%	1%	5%	*	8%	5%	27%	5%	4%	5%	13%	13%	0%
Don't know	4%	4%	5%	9%	0%	0%	0%	3%	*	2%	8%	0%	3%	4%	1%	1%	6%	3%

Note:

BASE: All Respondents

Fieldwork: 6th Jul - 15th Jul 2023

Data weighted by iprvince and business size to Nationally Representative Proportions

(30.A) How important would you say each of the following are as ways customers/clients find your business? : Word of mouth

		Employee Number										Company Age						
	Total	None Sole proprietor	1	2-4	5-9	10-19	20-49	50-99	100-249	250-499	500+	Less than a year	1-2 years	2-3 years	3-5 years	5-10 years	10-20 years	Over 20 years
Unweighted	1001	67	30	70	78	70	110	123	88	57	306	11	37	43	88	174	233	406
Weighted	1001	230	104	246	155	144	77	25	10	7	2	27	72	75	104	183	232	304
Very important	65%	65%	59%	75%	62%	62%	62%	55%	42%	44%	41%	95%	48%	68%	61%	73%	62%	65%
Somewhat important	23%	20%	32%	18%	23%	28%	25%	25%	37%	31%	36%	5%	39%	12%	29%	18%	25%	23%
Neither important nor unimportant	5%	6%	6%	3%	3%	3%	10%	12%	12%	16%	15%	0%	8%	4%	6%	2%	8%	4%
Somewhat unimportant	2%	2%	0%	1%	7%	3%	2%	3%	3%	5%	1%	0%	1%	4%	1%	1%	2%	4%
Very unimportant	2%	3%	3%	1%	3%	1%	1%	1%	2%	2%	1%	0%	3%	13%	0%	0%	1%	2%
Don t Know	1%	2%	0%	0%	0%	1%	1%	2%	3%	0%	1%	0%	0%	0%	3%	2%	0%	0%
Not Applicable	2%	3%	0%	1%	3%	1%	0%	2%	0%	2%	4%	0%	0%	0%	0%	3%	2%	2%
Total Important:	88%	85%	91%	93%	85%	90%	86%	80%	80%	75%	77%	100%	87%	80%	90%	92%	87%	88%
Total Unimportant:	5%	4%	3%	3%	9%	4%	3%	4%	6%	7%	3%	0%	5%	16%	2%	1%	3%	6%
Net:	84%	81%	88%	90%	76%	85%	84%	75%	74%	67%	74%	100%	82%	64%	88%	90%	84%	82%

Note:

BASE: All Respondents

Fieldwork: 6th Jul - 15th Jul 2023

Data weighted by iprvince and business size to Nationally Representative Proportions

(30.B) How important would you say each of the following are as ways customers/clients find your business? : Word of mouth

		Company Type			Annual Revenue												
	Total	Private sector	Charity	Government or public sector or-ganization	Under $50,000	$50,000 to $99,999	$100,000 to $499,999	$500,00 to $999,999	$1 million to $1.99 million	$2 million to $4.99 million	$5 million to $9.9 million	$10 million to $24.9 million	$25 million to $49.9 million	$50 million to $99.9 million	$100 million to $249.9 million	$250 million to $499.9 million	$500 million to $1 billion	Over $1 billion
Unweighted	1001	819	39	109	68	56	100	75	88	88	77	70	55	56	51	43	48	81
Weighted	1001	848	61	32	209	153	240	114	90	65	36	26	13	5	4	3	1	3
Very important	65%	66%	61%	59%	68%	75%	62%	65%	53%	69%	73%	59%	51%	41%	19%	65%	50%	88%
Somewhat important	23%	23%	25%	18%	24%	17%	23%	18%	34%	17%	13%	37%	43%	41%	65%	17%	28%	6%
Neither important nor unimportant	5%	4%	6%	12%	2%	3%	7%	8%	4%	4%	12%	1%	4%	6%	8%	9%	21%	4%
Somewhat unimportant	2%	3%	0%	3%	0%	3%	4%	5%	2%	3%	0%	3%	1%	8%	3%	4%	0%	1%
Very unimportant	2%	1%	7%	7%	3%	2%	2%	2%	0%	3%	2%	0%	0%	0%	5%	4%	1%	0%
Don t Know	1%	1%	0%	1%	2%	0%	0%	0%	0%	3%	0%	0%	1%	0%	0%	0%	0%	0%
Not Applicable	2%	2%	0%	0%	1%	0%	2%	3%	6%	0%	0%	0%	0%	4%	0%	0%	1%	1%
Total Important:	88%	89%	86%	78%	92%	92%	85%	82%	88%	86%	86%	96%	94%	82%	85%	83%	78%	94%
Total Unimportant:	5%	4%	7%	9%	3%	5%	6%	7%	2%	7%	2%	3%	1%	8%	7%	8%	1%	1%
Net:	84%	84%	79%	69%	89%	87%	79%	76%	85%	79%	84%	93%	93%	74%	77%	75%	78%	94%

Note:

BASE: All Respondents

Fieldwork: 6th Jul - 15th Jul 2023

Data weighted by iprvince and business size to Nationally Representative Proportions

(30.C) How important would you say each of the following are as ways customers/clients find your business? : Word of mouth

		Province											Revenue Growth					
	Total	Alberta	British Columbia	Manitoba	New Brunswick	Newfoundland and Labrador	Nova Scotia	Ontario	Prince Edward Island	Quebec	Saskatchewan	Nunavut/Yukon/Northwest Territories	Stayed about the same size, or shrunk	Grown by 2-5% a year	Grown by 6-10%	Grown by 11-20%	Grown by 21-50%	Grown by over 50%
Unweighted	1001	133	156	22	12	5	17	401	0	207	45	3	479	209	142	75	34	17
Weighted	1001	129	160	17	15	3	28	388	0	212	48	1	641	147	87	36	35	25
Very important	65%	65%	71%	64%	58%	8%	59%	68%	*	62%	46%	46%	67%	58%	56%	67%	70%	77%
Somewhat important	23%	21%	20%	35%	42%	87%	31%	21%	*	22%	40%	0%	20%	36%	26%	23%	28%	3%
Neither important nor unimportant	5%	3%	3%	1%	0%	5%	0%	6%	*	7%	5%	27%	6%	1%	9%	4%	2%	0%
Somewhat unimportant	2%	2%	1%	0%	0%	0%	10%	2%	*	4%	3%	0%	3%	0%	6%	6%	0%	0%
Very unimportant	2%	2%	2%	0%	0%	0%	0%	2%	*	2%	5%	0%	3%	2%	0%	0%	0%	0%
Don t Know	1%	0%	3%	0%	0%	0%	0%	1%	*	0%	0%	27%	1%	0%	2%	0%	0%	0%
Not Applicable	2%	7%	0%	0%	0%	0%	0%	1%	*	3%	0%	0%	1%	3%	0%	0%	0%	20%
Total Important:	88%	87%	91%	99%	100%	95%	90%	89%	*	84%	86%	46%	87%	93%	83%	90%	98%	80%
Total Unimportant:	5%	4%	4%	0%	0%	0%	10%	4%	*	6%	8%	0%	5%	2%	6%	6%	0%	0%
Net:	84%	83%	87%	99%	100%	95%	80%	86%	*	78%	78%	46%	82%	91%	76%	84%	98%	80%

Note:

BASE: All Respondents

Fieldwork: 6th Jul - 15th Jul 2023

Data weighted by iprvince and business size to Nationally Representative Proportions

(31.A) How important would you say each of the following are as ways customers/clients find your business? : Brick & mortar store

		Employee Number										Company Age						
	Total	None Sole proprietor	1	2-4	5-9	10-19	20-49	50-99	100-249	250-499	500+	Less than a year	1-2 years	2-3 years	3-5 years	5-10 years	10-20 years	Over 20 years
Unweighted	1001	67	30	70	78	70	110	123	88	57	306	11	37	43	88	174	233	406
Weighted	1001	230	104	246	155	144	77	25	10	7	2	27	72	75	104	183	232	304
Very important	16%	5%	10%	20%	23%	20%	20%	27%	31%	29%	27%	31%	4%	23%	6%	19%	15%	20%
Somewhat important	13%	5%	3%	11%	13%	25%	24%	27%	26%	27%	27%	0%	10%	4%	16%	11%	11%	17%
Neither important nor unimportant	16%	21%	13%	14%	13%	13%	17%	17%	18%	7%	16%	23%	31%	23%	21%	15%	13%	10%
Somewhat unimportant	7%	6%	10%	6%	5%	6%	10%	5%	9%	14%	7%	0%	0%	5%	8%	7%	5%	10%
Very unimportant	22%	28%	26%	21%	17%	26%	7%	9%	9%	14%	6%	46%	19%	20%	7%	25%	28%	19%
Don t Know	2%	2%	0%	3%	1%	3%	3%	3%	0%	0%	4%	0%	10%	4%	4%	0%	0%	2%
Not Applicable	25%	33%	36%	26%	27%	7%	18%	12%	7%	10%	13%	0%	27%	21%	37%	23%	28%	22%
Total Important:	29%	9%	14%	31%	36%	44%	44%	54%	57%	55%	54%	31%	14%	27%	22%	30%	25%	37%
Total Unimportant:	29%	35%	37%	27%	22%	33%	17%	14%	19%	28%	13%	46%	19%	26%	16%	32%	34%	29%
Net:	0%	-25%	-23%	4%	14%	11%	26%	40%	38%	27%	40%	-15%	-5%	1%	6%	-2%	-8%	7%

Note:

BASE: All Respondents

Fieldwork: 6th Jul - 15th Jul 2023

Data weighted by iprvince and business size to Nationally Representative Proportions

(31.B) How important would you say each of the following are as ways customers/clients find your business? : Brick & mortar store

		Company Type			Annual Revenue												
	Total	Private sector	Charity	Government or public sector or-ganization	Under $50,000	$50,000 to $99,999	$100,000 to $499,999	$500,00 to $999,999	$1 million to $1.99 million	$2 million to $4.99 million	$5 million to $9.9 million	$10 million to $24.9 million	$25 million to $49.9 million	$50 million to $99.9 million	$100 million to $249.9 million	$250 million to $499.9 million	$500 million to $1 billion	Over $1 billion
Unweighted	1001	819	39	109	68	56	100	75	88	88	77	70	55	56	51	43	48	81
Weighted	1001	848	61	32	209	153	240	114	90	65	36	26	13	5	4	3	1	3
Very important	16%	17%	4%	19%	4%	21%	10%	32%	25%	21%	31%	20%	30%	33%	10%	27%	48%	86%
Somewhat important	13%	12%	23%	9%	3%	13%	9%	8%	19%	24%	30%	19%	41%	12%	19%	25%	16%	4%
Neither important nor unimportant	16%	16%	11%	10%	22%	9%	14%	25%	13%	9%	4%	19%	1%	22%	6%	24%	21%	2%
Somewhat unimportant	7%	8%	2%	5%	5%	8%	8%	2%	10%	11%	2%	18%	3%	6%	3%	0%	10%	2%
Very unimportant	22%	21%	27%	35%	30%	26%	25%	12%	18%	15%	22%	14%	22%	9%	8%	16%	1%	1%
Don t Know	2%	1%	9%	2%	2%	0%	4%	4%	1%	0%	0%	1%	0%	4%	0%	0%	1%	0%
Not Applicable	25%	25%	24%	20%	34%	22%	30%	17%	14%	19%	11%	10%	3%	14%	55%	8%	3%	3%
Total Important:	29%	29%	27%	28%	7%	34%	19%	39%	45%	45%	61%	39%	71%	45%	29%	52%	64%	90%
Total Unimportant:	29%	29%	28%	40%	35%	34%	33%	14%	28%	27%	24%	32%	25%	15%	10%	16%	12%	4%
Net:	0%	0%	-1%	-12%	-28%	0%	-15%	25%	17%	19%	37%	7%	46%	31%	18%	36%	52%	87%

Note:

BASE: All Respondents

Fieldwork: 6th Jul - 15th Jul 2023

Data weighted by iprvince and business size to Nationally Representative Proportions

(31.C) How important would you say each of the following are as ways customers/clients find your business? : Brick & mortar store

		Province											Revenue Growth					
	Total	Alberta	British Columbia	Manitoba	New Brunswick	Newfoundland and Labrador	Nova Scotia	Ontario	Prince Edward Island	Quebec	Saskatchewan	Nunavut/Yukon/Northwest Territories	Stayed about the same size, or shrunk	Grown by 2-5% a year	Grown by 6-10%	Grown by 11-20%	Grown by 21-50%	Grown by over 50%
Unweighted	1001	133	156	22	12	5	17	401	0	207	45	3	479	209	142	75	34	17
Weighted	1001	129	160	17	15	3	28	388	0	212	48	1	641	147	87	36	35	25
Very important	16%	17%	16%	9%	32%	0%	47%	11%	*	23%	15%	0%	18%	15%	21%	5%	13%	1%
Somewhat important	13%	11%	15%	42%	2%	90%	11%	14%	*	9%	1%	73%	10%	14%	23%	20%	16%	9%
Neither important nor unimportant	16%	21%	10%	25%	46%	5%	4%	17%	*	10%	26%	0%	16%	22%	12%	7%	16%	0%
Somewhat unimportant	7%	4%	9%	0%	0%	5%	0%	10%	*	2%	6%	27%	5%	9%	10%	18%	12%	0%
Very unimportant	22%	23%	20%	23%	20%	0%	17%	21%	*	26%	11%	0%	23%	20%	9%	14%	30%	53%
Don t Know	2%	1%	4%	0%	0%	0%	0%	3%	*	0%	0%	0%	3%	2%	1%	0%	0%	0%
Not Applicable	25%	23%	26%	0%	0%	0%	20%	23%	*	29%	40%	0%	25%	19%	24%	35%	15%	38%
Total Important:	29%	27%	31%	52%	34%	91%	58%	25%	*	32%	16%	73%	28%	29%	45%	25%	28%	10%
Total Unimportant:	29%	27%	29%	23%	20%	5%	17%	32%	*	29%	17%	27%	28%	29%	19%	32%	41%	53%
Net:	0%	1%	2%	28%	14%	86%	41%	-7%	*	3%	-1%	46%	0%	0%	25%	-7%	-13%	-43%

Note:

BASE: All Respondents

Fieldwork: 6th Jul - 15th Jul 2023

Data weighted by iprvince and business size to Nationally Representative Proportions

(32.A) How important would you say each of the following are as ways customers/clients find your business? : Grassroots advertising

		Employee Number										Company Age						
	Total	None Sole proprietor	1	2-4	5-9	10-19	20-49	50-99	100-249	250-499	500+	Less than a year	1-2 years	2-3 years	3-5 years	5-10 years	10-20 years	Over 20 years
Unweighted	1001	67	30	70	78	70	110	123	88	57	306	11	37	43	88	174	233	406
Weighted	1001	230	104	246	155	144	77	25	10	7	2	27	72	75	104	183	232	304
Very important	16%	11%	8%	22%	13%	21%	12%	19%	14%	13%	17%	18%	12%	26%	17%	14%	13%	16%
Somewhat important	20%	18%	26%	17%	20%	21%	24%	30%	37%	30%	30%	5%	32%	26%	10%	19%	22%	21%
Neither important nor unimportant	18%	16%	6%	10%	26%	28%	24%	25%	24%	30%	24%	27%	17%	19%	25%	21%	12%	17%
Somewhat unimportant	7%	6%	14%	6%	3%	10%	7%	9%	5%	5%	6%	11%	4%	3%	7%	6%	6%	9%
Very unimportant	12%	14%	13%	12%	13%	10%	11%	3%	8%	7%	5%	13%	17%	11%	5%	9%	14%	14%
Don t Know	8%	7%	7%	14%	5%	4%	3%	6%	8%	3%	8%	25%	5%	3%	8%	13%	7%	5%
Not Applicable	19%	28%	26%	19%	20%	6%	19%	8%	5%	12%	10%	0%	12%	10%	27%	18%	25%	19%
Total Important:	36%	30%	34%	40%	34%	42%	36%	49%	51%	43%	47%	24%	44%	53%	28%	33%	35%	36%
Total Unimportant:	19%	20%	27%	18%	15%	20%	18%	12%	12%	12%	11%	25%	21%	15%	13%	15%	20%	23%
Net:	17%	10%	7%	22%	18%	21%	18%	36%	39%	31%	36%	-1%	23%	38%	15%	18%	15%	13%

Note:

BASE: All Respondents

Fieldwork: 6th Jul - 15th Jul 2023

Data weighted by iprvince and business size to Nationally Representative Proportions

(32.B) How important would you say each of the following are as ways customers/clients find your business? : Grassroots advertising

		Company Type			Annual Revenue												
	Total	Private sector	Charity	Government or public sector or-ganization	Under $50,000	$50,000 to $99,999	$100,000 to $499,999	$500,00 to $999,999	$1 million to $1.99 million	$2 million to $4.99 million	$5 million to $9.9 million	$10 million to $24.9 million	$25 million to $49.9 million	$50 million to $99.9 million	$100 million to $249.9 million	$250 million to $499.9 million	$500 million to $1 billion	Over $1 billion
Unweighted	1001	819	39	109	68	56	100	75	88	88	77	70	55	56	51	43	48	81
Weighted	1001	848	61	32	209	153	240	114	90	65	36	26	13	5	4	3	1	3
Very important	16%	14%	36%	9%	14%	13%	14%	23%	11%	25%	25%	14%	10%	7%	11%	23%	23%	3%
Somewhat important	20%	20%	18%	16%	19%	30%	15%	18%	21%	25%	31%	26%	39%	32%	17%	13%	15%	6%
Neither important nor unimportant	18%	19%	5%	23%	17%	8%	17%	22%	22%	28%	15%	33%	16%	22%	13%	44%	34%	5%
Somewhat unimportant	7%	7%	0%	15%	6%	5%	11%	3%	11%	9%	1%	13%	2%	13%	5%	5%	1%	1%
Very unimportant	12%	11%	26%	16%	11%	16%	13%	7%	12%	8%	8%	5%	22%	21%	0%	11%	18%	1%
Don t Know	8%	7%	12%	16%	9%	9%	8%	7%	3%	3%	1%	0%	3%	3%	0%	4%	10%	82%
Not Applicable	19%	21%	3%	4%	24%	19%	22%	20%	20%	2%	20%	10%	8%	2%	53%	0%	1%	2%
Total Important:	36%	35%	54%	25%	34%	42%	29%	40%	32%	51%	56%	39%	48%	38%	28%	35%	37%	8%
Total Unimportant:	19%	19%	26%	31%	17%	21%	24%	10%	23%	17%	8%	18%	24%	34%	5%	16%	18%	2%
Net:	17%	16%	28%	-6%	17%	21%	6%	30%	9%	34%	48%	22%	24%	4%	23%	19%	19%	6%

Note:

BASE: All Respondents

Fieldwork: 6th Jul - 15th Jul 2023

Data weighted by iprvince and business size to Nationally Representative Proportions

(32.C) How important would you say each of the following are as ways customers/clients find your business? : Grassroots advertising

		Province											Revenue Growth					
	Total	Alberta	British Columbia	Manitoba	New Brunswick	Newfoundland and Labrador	Nova Scotia	Ontario	Prince Edward Island	Quebec	Saskatchewan	Nunavut/Yukon/Northwest Territories	Stayed about the same size, or shrunk	Grown by 2-5% a year	Grown by 6-10%	Grown by 11-20%	Grown by 21-50%	Grown by over 50%
Unweighted	1001	133	156	22	12	5	17	401	0	207	45	3	479	209	142	75	34	17
Weighted	1001	129	160	17	15	3	28	388	0	212	48	1	641	147	87	36	35	25
Very important	16%	7%	21%	16%	64%	8%	35%	16%	*	13%	7%	0%	17%	12%	20%	4%	7%	9%
Somewhat important	20%	23%	15%	50%	26%	9%	28%	18%	*	25%	18%	27%	19%	21%	31%	7%	33%	23%
Neither important nor unimportant	18%	17%	16%	11%	3%	0%	15%	21%	*	15%	25%	27%	16%	20%	15%	18%	32%	38%
Somewhat unimportant	7%	12%	8%	0%	0%	0%	0%	9%	*	2%	0%	46%	6%	10%	4%	18%	20%	0%
Very unimportant	12%	13%	13%	9%	6%	82%	17%	11%	*	15%	0%	0%	13%	15%	5%	16%	0%	15%
Don t Know	8%	12%	4%	0%	0%	0%	3%	8%	*	7%	14%	0%	9%	7%	2%	1%	0%	0%
Not Applicable	19%	16%	21%	15%	0%	0%	2%	18%	*	23%	36%	0%	20%	15%	23%	37%	8%	16%
Total Important:	36%	30%	36%	66%	90%	17%	63%	33%	*	38%	25%	27%	36%	33%	51%	11%	40%	32%
Total Unimportant:	19%	24%	22%	9%	6%	82%	17%	20%	*	17%	0%	46%	19%	25%	9%	34%	20%	15%
Net:	17%	6%	14%	57%	84%	-65%	46%	13%	*	20%	24%	-19%	17%	8%	42%	-23%	20%	17%

Note:

BASE: All Respondents

Fieldwork: 6th Jul - 15th Jul 2023

Data weighted by iprvince and business size to Nationally Representative Proportions

(33.A) How important would you say each of the following are as ways customers/clients find your business? : Online search

		Employee Number										Company Age						
	Total	None Sole proprietor	1	2-4	5-9	10-19	20-49	50-99	100-249	250-499	500+	Less than a year	1-2 years	2-3 years	3-5 years	5-10 years	10-20 years	Over 20 years
Unweighted	1001	67	30	70	78	70	110	123	88	57	306	11	37	43	88	174	233	406
Weighted	1001	230	104	246	155	144	77	25	10	7	2	27	72	75	104	183	232	304
Very important	35%	24%	28%	44%	35%	37%	41%	44%	46%	48%	45%	73%	39%	38%	42%	43%	35%	23%
Somewhat important	33%	35%	30%	32%	29%	32%	39%	40%	35%	34%	37%	13%	28%	27%	26%	37%	33%	36%
Neither important nor unimportant	12%	16%	2%	4%	16%	24%	11%	10%	13%	7%	9%	0%	14%	21%	9%	7%	10%	16%
Somewhat unimportant	3%	4%	10%	1%	0%	2%	1%	3%	1%	5%	3%	0%	0%	0%	5%	4%	1%	5%
Very unimportant	9%	9%	13%	10%	17%	2%	2%	2%	4%	4%	2%	13%	11%	10%	8%	7%	10%	9%
Don t Know	1%	1%	0%	1%	0%	0%	2%	1%	0%	0%	2%	0%	0%	0%	0%	0%	2%	1%
Not Applicable	7%	12%	16%	6%	4%	3%	5%	1%	0%	2%	3%	0%	8%	5%	10%	2%	9%	10%
Total Important:	68%	58%	58%	76%	63%	68%	80%	84%	81%	82%	82%	87%	68%	65%	68%	80%	68%	59%
Total Unimportant:	12%	13%	23%	12%	17%	5%	3%	5%	6%	9%	4%	13%	11%	10%	13%	11%	11%	14%
Net:	56%	46%	35%	64%	47%	63%	77%	79%	76%	73%	78%	73%	57%	55%	54%	68%	57%	45%

Note:

BASE: All Respondents

Fieldwork: 6th Jul - 15th Jul 2023

Data weighted by iprvince and business size to Nationally Representative Proportions

(33.B) How important would you say each of the following are as ways customers/clients find your business? : Online search

		Company Type			Annual Revenue												
	Total	Private sector	Charity	Government or public sector or-ganization	Under $50,000	$50,000 to $99,999	$100,000 to $499,999	$500,00 to $999,999	$1 million to $1.99 million	$2 million to $4.99 million	$5 million to $9.9 million	$10 million to $24.9 million	$25 million to $49.9 million	$50 million to $99.9 million	$100 million to $249.9 million	$250 million to $499.9 million	$500 million to $1 billion	Over $1 billion
Unweighted	1001	819	39	109	68	56	100	75	88	88	77	70	55	56	51	43	48	81
Weighted	1001	848	61	32	209	153	240	114	90	65	36	26	13	5	4	3	1	3
Very important	35%	34%	44%	42%	39%	28%	34%	33%	40%	30%	48%	37%	36%	49%	34%	32%	66%	8%
Somewhat important	33%	31%	46%	34%	24%	36%	33%	35%	36%	41%	32%	33%	43%	16%	10%	52%	31%	7%
Neither important nor unimportant	12%	13%	4%	14%	15%	8%	7%	16%	13%	17%	11%	21%	2%	31%	4%	1%	1%	2%
Somewhat unimportant	3%	3%	0%	5%	3%	3%	7%	0%	0%	0%	0%	3%	0%	2%	5%	4%	1%	1%
Very unimportant	9%	10%	6%	4%	8%	14%	11%	13%	2%	6%	5%	6%	1%	2%	0%	11%	1%	81%
Don t Know	1%	1%	0%	1%	0%	3%	1%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	1%
Not Applicable	7%	8%	0%	0%	11%	8%	7%	2%	8%	3%	4%	0%	18%	0%	47%	0%	1%	1%
Total Important:	68%	65%	90%	76%	63%	64%	66%	69%	76%	71%	80%	70%	79%	65%	44%	84%	97%	15%
Total Unimportant:	12%	13%	6%	9%	10%	17%	18%	13%	3%	7%	5%	9%	1%	4%	5%	15%	1%	82%
Net:	56%	52%	84%	67%	53%	47%	48%	55%	74%	64%	74%	61%	78%	60%	39%	68%	96%	-67%

Note:

BASE: All Respondents

Fieldwork: 6th Jul - 15th Jul 2023

Data weighted by iprvince and business size to Nationally Representative Proportions

(33.C) How important would you say each of the following are as ways customers/clients find your business? : Online search

		Province											Revenue Growth					
	Total	Alberta	British Columbia	Manitoba	New Brunswick	Newfoundland and Labrador	Nova Scotia	Ontario	Prince Edward Island	Quebec	Saskatchewan	Nunavut/Yukon/Northwest Territories	Stayed about the same size, or shrunk	Grown by 2-5% a year	Grown by 6-10%	Grown by 11-20%	Grown by 21-50%	Grown by over 50%
Unweighted	1001	133	156	22	12	5	17	401	0	207	45	3	479	209	142	75	34	17
Weighted	1001	129	160	17	15	3	28	388	0	212	48	1	641	147	87	36	35	25
Very important	35%	45%	36%	19%	93%	0%	35%	33%	*	30%	35%	73%	34%	34%	43%	31%	33%	34%
Somewhat important	33%	21%	40%	39%	0%	17%	55%	33%	*	36%	18%	27%	33%	31%	28%	33%	49%	38%
Neither important nor unimportant	12%	9%	5%	10%	7%	82%	10%	14%	*	13%	24%	0%	12%	15%	12%	7%	11%	0%
Somewhat unimportant	3%	0%	5%	9%	0%	0%	0%	4%	*	1%	5%	0%	2%	7%	4%	10%	0%	0%
Very unimportant	9%	13%	11%	9%	0%	0%	0%	8%	*	9%	8%	0%	10%	6%	9%	9%	6%	15%
Don t Know	1%	2%	1%	0%	0%	0%	0%	1%	*	0%	0%	0%	0%	5%	0%	0%	0%	0%
Not Applicable	7%	10%	2%	15%	0%	0%	0%	7%	*	10%	10%	0%	8%	2%	4%	10%	0%	13%
Total Important:	68%	66%	77%	58%	93%	17%	90%	66%	*	66%	53%	100%	67%	66%	71%	64%	82%	73%
Total Unimportant:	12%	13%	15%	17%	0%	0%	0%	12%	*	10%	13%	0%	12%	13%	13%	19%	6%	15%
Net:	56%	52%	62%	41%	93%	17%	90%	53%	*	56%	40%	100%	56%	52%	59%	46%	76%	58%

Note:

BASE: All Respondents

Fieldwork: 6th Jul - 15th Jul 2023

Data weighted by iprvince and business size to Nationally Representative Proportions

(34.A) How important would you say each of the following are as ways customers/clients find your business? : Social network advertising

		Employee Number										Company Age						
	Total	None Sole proprietor	1	2-4	5-9	10-19	20-49	50-99	100-249	250-499	500+	Less than a year	1-2 years	2-3 years	3-5 years	5-10 years	10-20 years	Over 20 years
Unweighted	1001	67	30	70	78	70	110	123	88	57	306	11	37	43	88	174	233	406
Weighted	1001	230	104	246	155	144	77	25	10	7	2	27	72	75	104	183	232	304
Very important	29%	25%	35%	35%	26%	24%	30%	27%	36%	34%	27%	75%	49%	48%	40%	32%	18%	20%
Somewhat important	27%	29%	23%	19%	31%	32%	37%	37%	40%	27%	44%	17%	16%	14%	38%	38%	28%	24%
Neither important nor unimportant	14%	10%	9%	11%	15%	25%	14%	19%	14%	13%	14%	0%	14%	13%	8%	9%	18%	16%
Somewhat unimportant	7%	3%	17%	11%	3%	3%	4%	9%	3%	16%	4%	0%	4%	4%	11%	3%	4%	12%
Very unimportant	11%	14%	10%	11%	14%	10%	7%	2%	6%	6%	4%	0%	9%	10%	2%	12%	13%	15%
Don t Know	0%	0%	0%	0%	1%	0%	1%	2%	1%	0%	1%	8%	0%	0%	0%	0%	0%	0%
Not Applicable	11%	19%	6%	12%	10%	7%	7%	4%	0%	4%	5%	0%	8%	11%	2%	6%	21%	13%
Total Important:	57%	53%	58%	54%	57%	56%	66%	64%	76%	61%	71%	92%	65%	62%	77%	70%	45%	44%
Total Unimportant:	18%	17%	27%	22%	17%	13%	11%	11%	9%	22%	8%	0%	13%	13%	13%	15%	16%	27%
Net:	39%	36%	32%	33%	40%	42%	55%	52%	67%	40%	63%	92%	52%	49%	64%	55%	29%	17%

Note:

BASE: All Respondents

Fieldwork: 6th Jul - 15th Jul 2023

Data weighted by iprvince and business size to Nationally Representative Proportions

(34.B) How important would you say each of the following are as ways customers/clients find your business? : Social network advertising

		Company Type			Annual Revenue												
	Total	Private sector	Charity	Government or public sector or-ganization	Under $50,000	$50,000 to $99,999	$100,000 to $499,999	$500,00 to $999,999	$1 million to $1.99 million	$2 million to $4.99 million	$5 million to $9.9 million	$10 million to $24.9 million	$25 million to $49.9 million	$50 million to $99.9 million	$100 million to $249.9 million	$250 million to $499.9 million	$500 million to $1 billion	Over $1 billion
Unweighted	1001	819	39	109	68	56	100	75	88	88	77	70	55	56	51	43	48	81
Weighted	1001	848	61	32	209	153	240	114	90	65	36	26	13	5	4	3	1	3
Very important	29%	27%	35%	35%	38%	35%	26%	23%	31%	20%	22%	26%	27%	37%	28%	19%	55%	3%
Somewhat important	27%	28%	19%	30%	23%	30%	23%	31%	28%	34%	48%	31%	44%	43%	9%	25%	26%	10%
Neither important nor unimportant	14%	14%	11%	24%	10%	10%	11%	23%	16%	20%	14%	24%	8%	13%	1%	36%	1%	3%
Somewhat unimportant	7%	6%	12%	5%	6%	2%	15%	4%	4%	5%	1%	4%	3%	0%	10%	8%	16%	2%
Very unimportant	11%	11%	21%	2%	7%	14%	12%	8%	10%	14%	10%	11%	18%	2%	5%	12%	2%	1%
Don t Know	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	2%	0%	0%	0%	81%
Not Applicable	11%	13%	2%	3%	16%	8%	12%	11%	11%	7%	5%	4%	2%	2%	47%	0%	1%	1%
Total Important:	57%	55%	54%	66%	60%	64%	49%	54%	59%	54%	70%	57%	71%	80%	37%	44%	80%	13%
Total Unimportant:	18%	18%	33%	7%	14%	16%	28%	12%	13%	19%	11%	15%	20%	3%	15%	20%	18%	3%
Net:	39%	37%	21%	59%	47%	48%	22%	43%	45%	35%	59%	41%	50%	77%	23%	24%	62%	10%

Note:

BASE: All Respondents

Fieldwork: 6th Jul - 15th Jul 2023

Data weighted by iprvince and business size to Nationally Representative Proportions

(34.C) How important would you say each of the following are as ways customers/clients find your business? : Social network advertising

		Province											Revenue Growth					
	Total	Alberta	British Columbia	Manitoba	New Brunswick	Newfoundland and Labrador	Nova Scotia	Ontario	Prince Edward Island	Quebec	Saskatchewan	Nunavut/Yukon/Northwest Territories	Stayed about the same size, or shrunk	Grown by 2-5% a year	Grown by 6-10%	Grown by 11-20%	Grown by 21-50%	Grown by over 50%
Unweighted	1001	133	156	22	12	5	17	401	0	207	45	3	479	209	142	75	34	17
Weighted	1001	129	160	17	15	3	28	388	0	212	48	1	641	147	87	36	35	25
Very important	29%	34%	33%	24%	79%	8%	20%	25%	*	30%	25%	27%	28%	26%	36%	24%	48%	47%
Somewhat important	27%	25%	21%	58%	2%	5%	35%	33%	*	25%	12%	46%	27%	35%	26%	24%	35%	17%
Neither important nor unimportant	14%	8%	13%	3%	0%	5%	11%	14%	*	18%	23%	0%	14%	14%	17%	13%	1%	0%
Somewhat unimportant	7%	3%	12%	0%	19%	0%	0%	9%	*	2%	8%	27%	6%	7%	11%	11%	10%	0%
Very unimportant	11%	18%	10%	0%	0%	82%	17%	9%	*	12%	13%	0%	14%	8%	5%	5%	6%	22%
Don t Know	0%	0%	0%	0%	0%	0%	0%	0%	*	1%	0%	0%	0%	0%	0%	0%	0%	0%
Not Applicable	11%	12%	11%	15%	0%	0%	17%	10%	*	12%	18%	0%	11%	10%	5%	24%	0%	14%
Total Important:	57%	60%	54%	83%	81%	13%	55%	58%	*	56%	37%	73%	54%	61%	62%	47%	82%	64%
Total Unimportant:	18%	21%	22%	0%	19%	82%	17%	18%	*	13%	22%	27%	20%	15%	16%	16%	16%	22%
Net:	39%	39%	32%	83%	62%	-70%	38%	41%	*	42%	16%	46%	35%	46%	45%	32%	66%	42%

Note:

BASE: All Respondents

Fieldwork: 6th Jul - 15th Jul 2023

Data weighted by iprvince and business size to Nationally Representative Proportions

(35.A) How important would you say each of the following are as ways customers/clients find your business? : Print advertising

		Employee Number										Company Age						
	Total	None Sole proprietor	1	2-4	5-9	10-19	20-49	50-99	100-249	250-499	500+	Less than a year	1-2 years	2-3 years	3-5 years	5-10 years	10-20 years	Over 20 years
Unweighted	1001	67	30	70	78	70	110	123	88	57	306	11	37	43	88	174	233	406
Weighted	1001	230	104	246	155	144	77	25	10	7	2	27	72	75	104	183	232	304
Very important	7%	2%	4%	7%	9%	6%	19%	12%	21%	21%	20%	8%	0%	19%	5%	8%	5%	8%
Somewhat important	22%	15%	12%	20%	29%	33%	22%	34%	39%	35%	38%	13%	39%	16%	26%	18%	18%	25%
Neither important nor unimportant	17%	13%	18%	16%	18%	16%	23%	28%	20%	16%	18%	5%	14%	19%	10%	17%	20%	18%
Somewhat unimportant	11%	9%	14%	11%	10%	18%	9%	11%	3%	13%	9%	29%	20%	11%	7%	16%	7%	9%
Very unimportant	23%	35%	23%	22%	21%	17%	12%	12%	11%	8%	7%	43%	18%	20%	23%	22%	27%	20%
Don t Know	1%	0%	0%	3%	0%	0%	1%	2%	0%	0%	1%	1%	0%	0%	4%	0%	2%	0%
Not Applicable	19%	27%	30%	21%	14%	9%	15%	2%	5%	7%	7%	0%	9%	15%	25%	21%	22%	20%
Total Important:	29%	16%	15%	26%	38%	39%	41%	46%	60%	56%	59%	21%	39%	34%	31%	25%	22%	32%
Total Unimportant:	34%	44%	37%	33%	30%	35%	20%	23%	15%	21%	16%	73%	38%	31%	30%	37%	34%	30%
Net:	-6%	-28%	-22%	-7%	7%	4%	21%	23%	45%	35%	43%	-51%	1%	3%	0%	-12%	-12%	3%

Note:

BASE: All Respondents

Fieldwork: 6th Jul - 15th Jul 2023

Data weighted by iprvince and business size to Nationally Representative Proportions

(35.B) How important would you say each of the following are as ways customers/clients find your business? : Print advertising

		Company Type			Annual Revenue												
	Total	Private sector	Charity	Government or public sector or-ganization	Under $50,000	$50,000 to $99,999	$100,000 to $499,999	$500,00 to $999,999	$1 million to $1.99 million	$2 million to $4.99 million	$5 million to $9.9 million	$10 million to $24.9 million	$25 million to $49.9 million	$50 million to $99.9 million	$100 million to $249.9 million	$250 million to $499.9 million	$500 million to $1 billion	Over $1 billion
Unweighted	1001	819	39	109	68	56	100	75	88	88	77	70	55	56	51	43	48	81
Weighted	1001	848	61	32	209	153	240	114	90	65	36	26	13	5	4	3	1	3
Very important	7%	6%	7%	20%	5%	7%	2%	11%	5%	8%	16%	16%	15%	21%	9%	5%	52%	83%
Somewhat important	22%	21%	28%	34%	11%	21%	18%	25%	39%	34%	29%	29%	30%	45%	10%	32%	7%	7%
Neither important nor unimportant	17%	18%	14%	15%	15%	14%	20%	20%	12%	20%	11%	22%	20%	24%	18%	44%	11%	4%
Somewhat unimportant	11%	12%	10%	2%	15%	10%	8%	10%	11%	21%	3%	22%	6%	2%	3%	4%	11%	3%
Very unimportant	23%	23%	22%	18%	27%	26%	29%	15%	17%	9%	29%	3%	28%	4%	8%	11%	18%	1%
Don t Know	1%	0%	12%	0%	2%	1%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%
Not Applicable	19%	21%	8%	12%	24%	22%	21%	17%	16%	8%	13%	8%	1%	3%	52%	4%	1%	1%
Total Important:	29%	27%	35%	54%	16%	28%	20%	37%	44%	42%	44%	45%	46%	66%	19%	37%	59%	90%
Total Unimportant:	34%	34%	32%	19%	43%	36%	38%	26%	28%	30%	32%	25%	34%	6%	11%	15%	29%	4%
Net:	-6%	-7%	3%	35%	-26%	-8%	-18%	11%	15%	12%	12%	20%	12%	60%	9%	22%	30%	86%

Note:

BASE: All Respondents

Fieldwork: 6th Jul - 15th Jul 2023

Data weighted by iprvince and business size to Nationally Representative Proportions

(35.C) How important would you say each of the following are as ways customers/clients find your business? : Print advertising

		Province											Revenue Growth					
	Total	Alberta	British Columbia	Manitoba	New Brunswick	Newfoundland and Labrador	Nova Scotia	Ontario	Prince Edward Island	Quebec	Saskatchewan	Nunavut/Yukon/Northwest Territories	Stayed about the same size, or shrunk	Grown by 2-5% a year	Grown by 6-10%	Grown by 11-20%	Grown by 21-50%	Grown by over 50%
Unweighted	1001	133	156	22	12	5	17	401	0	207	45	3	479	209	142	75	34	17
Weighted	1001	129	160	17	15	3	28	388	0	212	48	1	641	147	87	36	35	25
Very important	7%	5%	8%	23%	7%	8%	1%	6%	*	8%	7%	0%	7%	2%	11%	5%	21%	0%
Somewhat important	22%	25%	25%	19%	41%	5%	56%	19%	*	20%	12%	73%	22%	28%	17%	13%	4%	38%
Neither important nor unimportant	17%	14%	11%	35%	1%	0%	22%	22%	*	11%	23%	27%	15%	29%	21%	12%	11%	0%
Somewhat unimportant	11%	14%	13%	0%	51%	0%	0%	10%	*	11%	12%	0%	11%	12%	17%	17%	10%	9%
Very unimportant	23%	24%	18%	9%	0%	87%	17%	24%	*	27%	16%	0%	25%	18%	8%	19%	46%	29%
Don t Know	1%	0%	0%	0%	0%	0%	0%	2%	*	0%	0%	0%	1%	0%	0%	0%	0%	0%
Not Applicable	19%	19%	26%	15%	0%	0%	4%	17%	*	22%	30%	0%	19%	12%	26%	35%	8%	24%
Total Important:	29%	29%	32%	42%	48%	13%	57%	25%	*	28%	19%	73%	29%	29%	28%	18%	25%	38%
Total Unimportant:	34%	38%	31%	9%	51%	87%	17%	34%	*	38%	29%	0%	36%	30%	24%	35%	56%	38%
Net:	-6%	-9%	1%	33%	-3%	-74%	40%	-9%	*	-10%	-10%	73%	-7%	0%	4%	-18%	-30%	0%

Note:

BASE: All Respondents

Fieldwork: 6th Jul - 15th Jul 2023

Data weighted by iprvince and business size to Nationally Representative Proportions

(36.A) How important would you say each of the following are as ways customers/clients find your business? : Television advertising

		Employee Number										Company Age						
	Total	None Sole proprietor	1	2-4	5-9	10-19	20-49	50-99	100-249	250-499	500+	Less than a year	1-2 years	2-3 years	3-5 years	5-10 years	10-20 years	Over 20 years
Unweighted	1001	67	30	70	78	70	110	123	88	57	306	11	37	43	88	174	233	406
Weighted	1001	230	104	246	155	144	77	25	10	7	2	27	72	75	104	183	232	304
Very important	4%	0%	3%	3%	5%	6%	9%	8%	20%	10%	23%	0%	3%	8%	7%	5%	2%	4%
Somewhat important	7%	5%	4%	1%	8%	7%	19%	22%	30%	30%	29%	0%	6%	7%	11%	10%	6%	4%
Neither important nor unimportant	15%	14%	10%	14%	11%	20%	19%	27%	19%	26%	16%	5%	32%	18%	12%	17%	10%	15%
Somewhat unimportant	9%	4%	7%	12%	8%	9%	10%	13%	11%	15%	10%	0%	0%	9%	9%	7%	10%	10%
Very unimportant	30%	35%	33%	31%	29%	35%	18%	15%	10%	5%	10%	43%	22%	28%	23%	34%	35%	30%
Don t Know	2%	0%	3%	3%	0%	3%	1%	2%	0%	2%	1%	1%	4%	0%	1%	2%	0%	3%
Not Applicable	34%	42%	39%	36%	39%	20%	24%	13%	11%	12%	11%	50%	34%	30%	36%	26%	38%	35%
Total Important:	11%	5%	7%	4%	12%	13%	28%	30%	49%	39%	52%	0%	9%	15%	19%	15%	8%	8%
Total Unimportant:	39%	39%	40%	43%	38%	44%	28%	28%	21%	20%	20%	43%	22%	37%	32%	40%	45%	40%
Net:	-29%	-35%	-33%	-38%	-25%	-31%	0%	2%	29%	19%	32%	-43%	-13%	-22%	-13%	-25%	-37%	-32%

Note:

BASE: All Respondents

Fieldwork: 6th Jul - 15th Jul 2023

Data weighted by iprvince and business size to Nationally Representative Proportions

(36.B) How important would you say each of the following are as ways customers/clients find your business? : Television advertising

		Company Type			Annual Revenue												
	Total	Private sector	Charity	Government or public sector or-ganization	Under $50,000	$50,000 to $99,999	$100,000 to $499,999	$500,00 to $999,999	$1 million to $1.99 million	$2 million to $4.99 million	$5 million to $9.9 million	$10 million to $24.9 million	$25 million to $49.9 million	$50 million to $99.9 million	$100 million to $249.9 million	$250 million to $499.9 million	$500 million to $1 billion	Over $1 billion
Unweighted	1001	819	39	109	68	56	100	75	88	88	77	70	55	56	51	43	48	81
Weighted	1001	848	61	32	209	153	240	114	90	65	36	26	13	5	4	3	1	3
Very important	4%	3%	8%	7%	2%	2%	2%	8%	6%	5%	12%	3%	13%	21%	9%	19%	31%	4%
Somewhat important	7%	7%	1%	3%	0%	6%	4%	5%	9%	14%	20%	11%	23%	32%	12%	21%	26%	7%
Neither important nor unimportant	15%	15%	15%	17%	10%	9%	15%	28%	19%	16%	8%	23%	11%	10%	12%	40%	22%	2%
Somewhat unimportant	9%	9%	6%	13%	5%	12%	9%	7%	9%	13%	10%	12%	4%	9%	3%	5%	2%	2%
Very unimportant	30%	30%	52%	25%	34%	38%	30%	22%	31%	27%	26%	40%	13%	20%	12%	7%	18%	1%
Don t Know	2%	1%	0%	5%	3%	3%	0%	1%	4%	0%	0%	0%	2%	0%	0%	4%	0%	0%
Not Applicable	34%	35%	18%	30%	46%	29%	39%	30%	22%	25%	24%	10%	35%	8%	52%	4%	1%	84%
Total Important:	11%	11%	9%	11%	2%	8%	6%	13%	15%	19%	32%	14%	36%	53%	21%	40%	56%	11%
Total Unimportant:	39%	39%	58%	38%	38%	49%	40%	30%	39%	40%	36%	52%	17%	29%	16%	12%	20%	4%
Net:	-29%	-28%	-49%	-27%	-37%	-41%	-33%	-17%	-24%	-22%	-3%	-38%	19%	24%	5%	28%	36%	7%

Note:

BASE: All Respondents

Fieldwork: 6th Jul - 15th Jul 2023

Data weighted by iprvince and business size to Nationally Representative Proportions

(36.C) How important would you say each of the following are as ways customers/clients find your business? : Television advertising

		Province											Revenue Growth					
	Total	Alberta	British Columbia	Manitoba	New Brunswick	Newfoundland and Labrador	Nova Scotia	Ontario	Prince Edward Island	Quebec	Saskatchewan	Nunavut/Yukon/Northwest Territories	Stayed about the same size, or shrunk	Grown by 2-5% a year	Grown by 6-10%	Grown by 11-20%	Grown by 21-50%	Grown by over 50%
Unweighted	1001	133	156	22	12	5	17	401	0	207	45	3	479	209	142	75	34	17
Weighted	1001	129	160	17	15	3	28	388	0	212	48	1	641	147	87	36	35	25
Very important	4%	3%	5%	1%	6%	0%	1%	4%	*	3%	6%	0%	4%	5%	6%	6%	3%	0%
Somewhat important	7%	7%	5%	9%	9%	18%	12%	6%	*	8%	1%	100%	6%	9%	7%	7%	15%	9%
Neither important nor unimportant	15%	12%	12%	10%	32%	0%	14%	17%	*	14%	17%	0%	14%	20%	27%	7%	7%	0%
Somewhat unimportant	9%	2%	11%	9%	1%	0%	20%	10%	*	8%	9%	0%	9%	10%	4%	15%	0%	0%
Very unimportant	30%	38%	25%	39%	0%	82%	18%	32%	*	33%	17%	0%	32%	28%	22%	21%	52%	41%
Don t Know	2%	3%	0%	9%	0%	0%	0%	2%	*	0%	3%	0%	2%	2%	0%	0%	0%	0%
Not Applicable	34%	35%	40%	24%	51%	0%	35%	29%	*	34%	47%	0%	34%	26%	35%	44%	23%	51%
Total Important:	11%	10%	11%	10%	16%	18%	13%	10%	*	11%	7%	100%	9%	14%	13%	13%	18%	9%
Total Unimportant:	39%	40%	37%	47%	1%	82%	38%	41%	*	41%	26%	0%	41%	38%	26%	36%	52%	41%
Net:	-29%	-30%	-26%	-38%	15%	-65%	-26%	-31%	*	-29%	-19%	100%	-32%	-24%	-13%	-23%	-34%	-32%

Note:

BASE: All Respondents

Fieldwork: 6th Jul - 15th Jul 2023

Data weighted by iprvince and business size to Nationally Representative Proportions

(37.A) How important would you say each of the following are as ways customers/clients find your business? : Email advertising

		Employee Number										Company Age						
	Total	None Sole proprietor	1	2-4	5-9	10-19	20-49	50-99	100-249	250-499	500+	Less than a year	1-2 years	2-3 years	3-5 years	5-10 years	10-20 years	Over 20 years
Unweighted	1001	67	30	70	78	70	110	123	88	57	306	11	37	43	88	174	233	406
Weighted	1001	230	104	246	155	144	77	25	10	7	2	27	72	75	104	183	232	304
Very important	12%	7%	8%	12%	13%	14%	18%	20%	29%	22%	24%	1%	15%	19%	18%	15%	10%	8%
Somewhat important	28%	18%	35%	29%	29%	35%	29%	37%	35%	29%	37%	35%	21%	16%	32%	33%	29%	27%
Neither important nor unimportant	18%	18%	16%	13%	18%	22%	28%	21%	22%	19%	16%	26%	24%	16%	22%	15%	15%	19%
Somewhat unimportant	10%	13%	9%	12%	6%	12%	6%	5%	7%	11%	7%	11%	18%	20%	12%	7%	8%	9%
Very unimportant	14%	16%	16%	15%	22%	7%	6%	10%	5%	10%	5%	13%	13%	13%	8%	17%	14%	16%
Don t Know	1%	0%	0%	1%	0%	1%	0%	2%	0%	2%	2%	0%	0%	0%	0%	2%	0%	1%
Not Applicable	17%	27%	16%	18%	12%	10%	14%	4%	1%	6%	7%	13%	9%	16%	9%	11%	24%	20%
Total Important:	40%	26%	43%	40%	42%	48%	46%	57%	64%	51%	61%	36%	37%	35%	50%	48%	39%	35%
Total Unimportant:	25%	29%	25%	27%	28%	19%	12%	15%	13%	21%	13%	25%	31%	33%	19%	25%	22%	26%
Net:	15%	-3%	17%	13%	14%	29%	34%	42%	51%	30%	49%	11%	5%	1%	30%	23%	17%	10%

Note:

BASE: All Respondents

Fieldwork: 6th Jul - 15th Jul 2023

Data weighted by iprvince and business size to Nationally Representative Proportions

(37.B) How important would you say each of the following are as ways customers/clients find your business? : Email advertising

		Company Type			Annual Revenue												
	Total	Private sector	Charity	Government or public sector or-ganization	Under $50,000	$50,000 to $99,999	$100,000 to $499,999	$500,00 to $999,999	$1 million to $1.99 million	$2 million to $4.99 million	$5 million to $9.9 million	$10 million to $24.9 million	$25 million to $49.9 million	$50 million to $99.9 million	$100 million to $249.9 million	$250 million to $499.9 million	$500 million to $1 billion	Over $1 billion
Unweighted	1001	819	39	109	68	56	100	75	88	88	77	70	55	56	51	43	48	81
Weighted	1001	848	61	32	209	153	240	114	90	65	36	26	13	5	4	3	1	3
Very important	12%	11%	10%	29%	5%	13%	14%	13%	18%	8%	17%	10%	18%	42%	15%	27%	34%	4%
Somewhat important	28%	27%	34%	21%	26%	24%	24%	27%	31%	43%	26%	32%	39%	23%	22%	48%	28%	7%
Neither important nor unimportant	18%	18%	21%	25%	16%	22%	11%	24%	20%	21%	22%	32%	11%	16%	5%	10%	35%	83%
Somewhat unimportant	10%	10%	10%	12%	15%	13%	12%	5%	9%	13%	3%	4%	4%	10%	8%	1%	1%	3%
Very unimportant	14%	15%	20%	8%	12%	13%	20%	14%	10%	8%	27%	15%	25%	6%	0%	15%	1%	1%
Don t Know	1%	1%	0%	0%	0%	0%	0%	0%	2%	0%	0%	0%	3%	0%	0%	0%	1%	0%
Not Applicable	17%	19%	5%	5%	25%	15%	19%	17%	10%	7%	6%	8%	0%	2%	50%	0%	0%	2%
Total Important:	40%	38%	44%	49%	32%	37%	39%	40%	49%	51%	43%	42%	57%	65%	37%	75%	62%	11%
Total Unimportant:	25%	25%	30%	21%	27%	26%	31%	19%	18%	21%	29%	18%	29%	16%	8%	15%	2%	3%
Net:	15%	14%	14%	28%	5%	11%	7%	21%	31%	30%	14%	24%	28%	49%	29%	59%	60%	8%

Note:

BASE: All Respondents

Fieldwork: 6th Jul - 15th Jul 2023

Data weighted by iprvince and business size to Nationally Representative Proportions

(37.C) How important would you say each of the following are as ways customers/clients find your business? : Email advertising

		Province											Revenue Growth					
	Total	Alberta	British Columbia	Manitoba	New Brunswick	Newfoundland and Labrador	Nova Scotia	Ontario	Prince Edward Island	Quebec	Saskatchewan	Nunavut/Yukon/Northwest Territories	Stayed about the same size, or shrunk	Grown by 2-5% a year	Grown by 6-10%	Grown by 11-20%	Grown by 21-50%	Grown by over 50%
Unweighted	1001	133	156	22	12	5	17	401	0	207	45	3	479	209	142	75	34	17
Weighted	1001	129	160	17	15	3	28	388	0	212	48	1	641	147	87	36	35	25
Very important	12%	14%	18%	1%	45%	8%	12%	12%	*	7%	1%	27%	11%	15%	13%	7%	17%	9%
Somewhat important	28%	18%	34%	19%	2%	5%	23%	33%	*	24%	33%	0%	29%	26%	26%	19%	35%	30%
Neither important nor unimportant	18%	14%	13%	18%	33%	0%	21%	20%	*	20%	15%	46%	18%	19%	21%	23%	13%	9%
Somewhat unimportant	10%	13%	6%	24%	19%	5%	0%	11%	*	11%	14%	0%	10%	13%	14%	6%	22%	0%
Very unimportant	14%	20%	11%	15%	0%	0%	27%	12%	*	18%	8%	27%	16%	14%	12%	9%	10%	15%
Don t Know	1%	2%	0%	0%	1%	0%	0%	0%	*	0%	3%	0%	0%	0%	0%	0%	0%	0%
Not Applicable	17%	18%	18%	23%	0%	82%	17%	13%	*	20%	26%	0%	17%	13%	14%	35%	2%	38%
Total Important:	40%	32%	51%	20%	47%	13%	35%	45%	*	31%	34%	27%	40%	42%	39%	26%	53%	39%
Total Unimportant:	25%	33%	17%	39%	19%	5%	27%	23%	*	29%	22%	27%	26%	26%	26%	15%	32%	15%
Net:	15%	-1%	34%	-19%	28%	8%	7%	22%	*	2%	12%	0%	14%	15%	13%	12%	21%	24%

Note:

BASE: All Respondents

Fieldwork: 6th Jul - 15th Jul 2023

Data weighted by iprvince and business size to Nationally Representative Proportions

(38.A) How important would you say each of the following are as ways customers/clients find your business? : Online video advertising (YouTube ads)

		Employee Number										Company Age						
	Total	None Sole proprietor	1	2-4	5-9	10-19	20-49	50-99	100-249	250-499	500+	Less than a year	1-2 years	2-3 years	3-5 years	5-10 years	10-20 years	Over 20 years
Unweighted	1001	67	30	70	78	70	110	123	88	57	306	11	37	43	88	174	233	406
Weighted	1001	230	104	246	155	144	77	25	10	7	2	27	72	75	104	183	232	304
Very important	6%	4%	8%	3%	4%	10%	11%	15%	17%	26%	19%	13%	11%	7%	14%	4%	5%	4%
Somewhat important	16%	10%	10%	14%	16%	21%	23%	29%	33%	15%	41%	12%	14%	16%	30%	15%	17%	9%
Neither important nor unimportant	18%	25%	9%	14%	20%	12%	24%	24%	23%	24%	14%	5%	27%	29%	23%	16%	13%	17%
Somewhat unimportant	12%	8%	10%	11%	17%	18%	5%	11%	9%	15%	8%	0%	13%	16%	3%	13%	12%	13%
Very unimportant	20%	19%	36%	19%	17%	23%	11%	8%	10%	9%	5%	19%	9%	11%	7%	23%	22%	26%
Don t Know	4%	4%	0%	10%	0%	1%	2%	2%	0%	3%	4%	29%	14%	0%	3%	6%	2%	1%
Not Applicable	25%	30%	26%	28%	27%	15%	24%	10%	8%	7%	8%	21%	11%	21%	21%	22%	30%	29%
Total Important:	22%	15%	18%	17%	20%	32%	34%	43%	50%	42%	60%	25%	25%	24%	44%	20%	21%	14%
Total Unimportant:	32%	27%	46%	30%	34%	41%	16%	19%	19%	24%	14%	19%	22%	27%	10%	37%	34%	40%
Net:	-10%	-12%	-28%	-13%	-14%	-9%	18%	24%	31%	18%	46%	7%	3%	-3%	34%	-17%	-12%	-26%

Note:

BASE: All Respondents

Fieldwork: 6th Jul - 15th Jul 2023

Data weighted by iprvince and business size to Nationally Representative Proportions

(38.B) How important would you say each of the following are as ways customers/clients find your business? : Online video advertising (YouTube ads)

		Company Type			Annual Revenue												
	Total	Private sector	Charity	Government or public sector or-ganization	Under $50,000	$50,000 to $99,999	$100,000 to $499,999	$500,00 to $999,999	$1 million to $1.99 million	$2 million to $4.99 million	$5 million to $9.9 million	$10 million to $24.9 million	$25 million to $49.9 million	$50 million to $99.9 million	$100 million to $249.9 million	$250 million to $499.9 million	$500 million to $1 billion	Over $1 billion
Unweighted	1001	819	39	109	68	56	100	75	88	88	77	70	55	56	51	43	48	81
Weighted	1001	848	61	32	209	153	240	114	90	65	36	26	13	5	4	3	1	3
Very important	6%	5%	7%	12%	3%	4%	5%	5%	13%	5%	9%	13%	13%	11%	17%	24%	33%	3%
Somewhat important	16%	15%	20%	22%	11%	15%	12%	19%	14%	29%	16%	30%	29%	29%	7%	15%	28%	7%
Neither important nor unimportant	18%	19%	19%	14%	24%	17%	13%	26%	19%	10%	30%	14%	12%	26%	9%	13%	18%	4%
Somewhat unimportant	12%	12%	7%	19%	3%	15%	18%	14%	12%	19%	1%	3%	6%	9%	14%	28%	2%	2%
Very unimportant	20%	20%	33%	11%	22%	20%	21%	12%	22%	16%	24%	14%	23%	18%	3%	11%	1%	1%
Don t Know	4%	3%	0%	0%	7%	4%	3%	1%	2%	1%	0%	14%	2%	0%	2%	5%	1%	1%
Not Applicable	25%	26%	14%	22%	30%	25%	28%	24%	19%	20%	19%	11%	16%	7%	47%	4%	16%	82%
Total Important:	22%	20%	27%	33%	14%	19%	18%	24%	26%	34%	26%	43%	42%	40%	24%	39%	61%	10%
Total Unimportant:	32%	32%	40%	31%	26%	35%	39%	25%	34%	35%	26%	18%	29%	27%	17%	40%	3%	3%
Net:	-10%	-13%	-13%	3%	-12%	-16%	-21%	-1%	-7%	-1%	0%	25%	13%	14%	7%	0%	58%	7%

Note:

BASE: All Respondents

Fieldwork: 6th Jul - 15th Jul 2023

Data weighted by iprvince and business size to Nationally Representative Proportions

(38.C) How important would you say each of the following are as ways customers/clients find your business? : Online video advertising (YouTube ads)

		Province											Revenue Growth					
	Total	Alberta	British Columbia	Manitoba	New Brunswick	Newfoundland and Labrador	Nova Scotia	Ontario	Prince Edward Island	Quebec	Saskatchewan	Nunavut/Yukon/Northwest Territories	Stayed about the same size, or shrunk	Grown by 2-5% a year	Grown by 6-10%	Grown by 11-20%	Grown by 21-50%	Grown by over 50%
Unweighted	1001	133	156	22	12	5	17	401	0	207	45	3	479	209	142	75	34	17
Weighted	1001	129	160	17	15	3	28	388	0	212	48	1	641	147	87	36	35	25
Very important	6%	4%	12%	9%	40%	0%	11%	6%	*	4%	0%	0%	5%	9%	9%	4%	9%	18%
Somewhat important	16%	15%	7%	10%	1%	9%	9%	21%	*	17%	9%	0%	14%	23%	16%	13%	8%	17%
Neither important nor unimportant	18%	21%	8%	25%	6%	8%	45%	19%	*	18%	16%	100%	18%	18%	19%	21%	24%	0%
Somewhat unimportant	12%	3%	20%	1%	20%	0%	0%	14%	*	10%	11%	0%	13%	10%	13%	10%	14%	0%
Very unimportant	20%	29%	19%	32%	1%	82%	18%	15%	*	25%	17%	0%	23%	18%	9%	7%	21%	15%
Don t Know	4%	10%	3%	0%	32%	0%	0%	3%	*	2%	3%	0%	4%	0%	4%	1%	9%	15%
Not Applicable	25%	19%	33%	23%	0%	0%	18%	23%	*	25%	43%	0%	23%	22%	30%	44%	14%	36%
Total Important:	22%	19%	18%	18%	41%	9%	19%	26%	*	21%	10%	0%	20%	32%	25%	17%	17%	35%
Total Unimportant:	32%	31%	39%	33%	21%	82%	18%	29%	*	34%	28%	0%	36%	28%	22%	18%	35%	15%
Net:	-10%	-13%	-20%	-15%	20%	-73%	1%	-3%	*	-14%	-18%	0%	-16%	4%	3%	-1%	-18%	20%

Note:

BASE: All Respondents

Fieldwork: 6th Jul - 15th Jul 2023

Data weighted by iprvince and business size to Nationally Representative Proportions

(39.A) How important would you say each of the following are as ways customers/clients find your business? : Online advertising (such as programmatic ads)

		Employee Number										Company Age						
	Total	None Sole proprietor	1	2-4	5-9	10-19	20-49	50-99	100-249	250-499	500+	Less than a year	1-2 years	2-3 years	3-5 years	5-10 years	10-20 years	Over 20 years
Unweighted	1001	67	30	70	78	70	110	123	88	57	306	11	37	43	88	174	233	406
Weighted	1001	230	104	246	155	144	77	25	10	7	2	27	72	75	104	183	232	304
Very important	13%	12%	12%	14%	9%	9%	22%	20%	37%	20%	31%	44%	23%	27%	14%	13%	8%	7%
Somewhat important	23%	25%	23%	13%	24%	30%	27%	37%	31%	30%	37%	11%	34%	33%	36%	25%	19%	16%
Neither important nor unimportant	17%	10%	16%	18%	18%	23%	19%	21%	17%	28%	13%	18%	16%	18%	12%	20%	12%	20%
Somewhat unimportant	9%	8%	7%	8%	7%	16%	11%	8%	4%	10%	4%	0%	1%	0%	4%	9%	10%	14%
Very unimportant	14%	13%	23%	18%	18%	9%	6%	3%	7%	5%	4%	19%	9%	10%	11%	9%	19%	17%
Don t Know	3%	0%	0%	7%	1%	1%	4%	4%	2%	0%	3%	8%	5%	0%	0%	5%	3%	1%
Not Applicable	22%	33%	19%	22%	24%	13%	12%	6%	2%	7%	6%	0%	11%	11%	24%	20%	28%	25%
Total Important:	35%	36%	34%	27%	32%	38%	49%	57%	68%	50%	69%	56%	57%	61%	50%	38%	27%	23%
Total Unimportant:	23%	21%	30%	26%	25%	24%	16%	11%	10%	15%	8%	19%	11%	10%	14%	18%	30%	31%
Net:	12%	16%	4%	0%	7%	14%	32%	46%	57%	35%	60%	37%	46%	51%	36%	19%	-3%	-8%

Note:

BASE: All Respondents

Fieldwork: 6th Jul - 15th Jul 2023

Data weighted by iprvince and business size to Nationally Representative Proportions

(39.B) How important would you say each of the following are as ways customers/clients find your business? : Online advertising (such as programmatic ads)

		Company Type			Annual Revenue													
	Total	Private sector	Charity	Government or public sector or-ganization	Under $50,000	$50,000 to $99,999	$100,000 to $499,999	$500,00 to $999,999	$1 million to $1.99 million	$2 million to $4.99 million	$5 million to $9.9 million	$10 million to $24.9 million	$25 million to $49.9 million	$50 million to $99.9 million	$100 million to $249.9 million	$250 million to $499.9 million	$500 million to $1 billion	Over $1 billion
Unweighted	1001	819	39	109	68	56	100	75	88	88	77	70	55	56	51	43	48	81
Weighted	1001	848	61	32	209	153	240	114	90	65	36	26	13	5	4	3	1	3
Very important	13%	11%	5%	16%	14%	16%	8%	14%	12%	7%	21%	18%	21%	26%	15%	19%	63%	5%
Somewhat important	23%	22%	27%	16%	27%	17%	18%	19%	21%	33%	28%	52%	33%	30%	22%	28%	32%	9%
Neither important nor unimportant	17%	17%	18%	19%	14%	19%	12%	23%	23%	20%	14%	7%	17%	21%	6%	33%	2%	2%
Somewhat unimportant	9%	9%	6%	25%	2%	13%	10%	11%	13%	14%	4%	13%	2%	4%	7%	4%	1%	1%
Very unimportant	14%	14%	32%	9%	15%	15%	19%	10%	9%	12%	15%	6%	23%	2%	1%	11%	1%	0%
Don t Know	3%	3%	6%	0%	2%	0%	6%	0%	3%	1%	2%	0%	2%	14%	0%	4%	0%	81%
Not Applicable	22%	24%	6%	15%	26%	21%	27%	24%	18%	12%	16%	4%	3%	2%	50%	0%	0%	1%
Total Important:	35%	34%	32%	33%	41%	33%	26%	32%	33%	40%	49%	70%	54%	57%	36%	47%	96%	14%
Total Unimportant:	23%	23%	38%	33%	17%	27%	29%	20%	22%	27%	19%	19%	25%	7%	8%	16%	1%	1%
Net:	12%	11%	-5%	-1%	24%	5%	-3%	12%	11%	13%	30%	51%	30%	50%	28%	32%	94%	13%

Note:

BASE: All Respondents

Fieldwork: 6th Jul - 15th Jul 2023

Data weighted by iprvince and business size to Nationally Representative Proportions

(39.C) How important would you say each of the following are as ways customers/clients find your business? : Online advertising (such as programmatic ads)

		Province											Revenue Growth					
	Total	Alberta	British Columbia	Manitoba	New Brunswick	Newfoundland and Labrador	Nova Scotia	Ontario	Prince Edward Island	Quebec	Saskatchewan	Nunavut/Yukon/Northwest Territories	Stayed about the same size, or shrunk	Grown by 2-5% a year	Grown by 6-10%	Grown by 11-20%	Grown by 21-50%	Grown by over 50%
Unweighted	1001	133	156	22	12	5	17	401	0	207	45	3	479	209	142	75	34	17
Weighted	1001	129	160	17	15	3	28	388	0	212	48	1	641	147	87	36	35	25
Very important	13%	18%	13%	25%	41%	5%	12%	10%	*	12%	9%	0%	11%	13%	17%	6%	21%	32%
Somewhat important	23%	23%	19%	34%	26%	0%	32%	23%	*	24%	14%	73%	20%	24%	42%	21%	36%	17%
Neither important nor unimportant	17%	16%	16%	9%	32%	13%	21%	17%	*	14%	22%	27%	17%	21%	11%	10%	25%	0%
Somewhat unimportant	9%	5%	9%	9%	1%	0%	0%	13%	*	7%	5%	0%	10%	16%	0%	2%	0%	0%
Very unimportant	14%	21%	14%	9%	0%	82%	17%	13%	*	16%	8%	0%	18%	11%	6%	8%	10%	15%
Don t Know	3%	1%	1%	1%	0%	0%	0%	4%	*	5%	0%	0%	3%	0%	1%	0%	2%	15%
Not Applicable	22%	16%	30%	15%	0%	0%	17%	20%	*	22%	41%	0%	22%	16%	23%	52%	6%	21%
Total Important:	35%	42%	31%	58%	67%	5%	45%	33%	*	36%	24%	73%	31%	37%	59%	27%	57%	50%
Total Unimportant:	23%	26%	23%	17%	1%	82%	17%	26%	*	23%	14%	0%	27%	26%	6%	10%	10%	15%
Net:	12%	16%	8%	41%	66%	-78%	27%	8%	*	13%	10%	73%	4%	10%	53%	17%	46%	35%

Note:

BASE: All Respondents

Fieldwork: 6th Jul - 15th Jul 2023

Data weighted by iprvince and business size to Nationally Representative Proportions

(40.A) How important would you say each of the following are as ways customers/clients find your business? : Other online advertising

		Employee Number										Company Age						
	Total	None Sole proprietor	1	2-4	5-9	10-19	20-49	50-99	100-249	250-499	500+	Less than a year	1-2 years	2-3 years	3-5 years	5-10 years	10-20 years	Over 20 years
Unweighted	1001	67	30	70	78	70	110	123	88	57	306	11	37	43	88	174	233	406
Weighted	1001	230	104	246	155	144	77	25	10	7	2	27	72	75	104	183	232	304
Very important	12%	10%	12%	17%	6%	8%	15%	18%	25%	30%	23%	44%	34%	25%	11%	14%	6%	5%
Somewhat important	27%	23%	28%	21%	33%	36%	27%	36%	40%	24%	38%	25%	14%	29%	47%	32%	24%	23%
Neither important nor unimportant	19%	17%	9%	22%	19%	21%	21%	28%	21%	16%	23%	18%	26%	16%	13%	17%	18%	20%
Somewhat unimportant	10%	8%	17%	8%	8%	12%	12%	7%	6%	14%	5%	0%	0%	9%	2%	8%	14%	14%
Very unimportant	14%	18%	19%	15%	14%	12%	7%	3%	7%	5%	3%	5%	15%	10%	4%	18%	16%	16%
Don t Know	2%	2%	0%	1%	3%	2%	5%	1%	0%	3%	1%	0%	3%	0%	7%	1%	3%	1%
Not Applicable	16%	21%	16%	16%	17%	9%	12%	7%	1%	7%	7%	8%	8%	11%	16%	9%	19%	21%
Total Important:	39%	33%	39%	38%	39%	44%	42%	54%	65%	54%	61%	69%	48%	55%	58%	46%	30%	28%
Total Unimportant:	24%	26%	36%	23%	22%	24%	20%	10%	13%	19%	8%	5%	15%	18%	5%	26%	30%	30%
Net:	15%	8%	3%	15%	17%	20%	22%	44%	52%	34%	53%	64%	33%	37%	53%	20%	0%	-3%

Note:

BASE: All Respondents

Fieldwork: 6th Jul - 15th Jul 2023

Data weighted by iprvince and business size to Nationally Representative Proportions

(40.B) How important would you say each of the following are as ways customers/clients find your business? : Other online advertising

		Company Type			Annual Revenue												
	Total	Private sector	Charity	Government or public sector or-ganization	Under $50,000	$50,000 to $99,999	$100,000 to $499,999	$500,00 to $999,999	$1 million to $1.99 million	$2 million to $4.99 million	$5 million to $9.9 million	$10 million to $24.9 million	$25 million to $49.9 million	$50 million to $99.9 million	$100 million to $249.9 million	$250 million to $499.9 million	$500 million to $1 billion	Over $1 billion
Unweighted	1001	819	39	109	68	56	100	75	88	88	77	70	55	56	51	43	48	81
Weighted	1001	848	61	32	209	153	240	114	90	65	36	26	13	5	4	3	1	3
Very important	12%	11%	12%	14%	12%	11%	12%	16%	11%	4%	8%	18%	9%	11%	17%	28%	48%	5%
Somewhat important	27%	27%	22%	19%	22%	31%	23%	27%	32%	39%	38%	35%	40%	65%	13%	51%	27%	10%
Neither important nor unimportant	19%	20%	22%	16%	22%	19%	15%	21%	20%	21%	18%	24%	16%	11%	13%	1%	15%	3%
Somewhat unimportant	10%	10%	9%	25%	8%	10%	9%	7%	13%	18%	8%	15%	8%	5%	7%	4%	9%	1%
Very unimportant	14%	15%	20%	7%	14%	13%	23%	7%	10%	12%	8%	0%	22%	6%	0%	8%	1%	0%
Don t Know	2%	1%	6%	16%	3%	3%	0%	2%	2%	2%	4%	0%	0%	0%	0%	0%	0%	0%
Not Applicable	16%	17%	8%	2%	18%	12%	18%	21%	12%	4%	17%	7%	5%	2%	50%	7%	1%	82%
Total Important:	39%	38%	34%	33%	34%	42%	35%	42%	43%	43%	46%	53%	49%	76%	30%	80%	75%	14%
Total Unimportant:	24%	25%	29%	32%	22%	23%	32%	13%	22%	30%	16%	16%	30%	10%	7%	12%	9%	2%
Net:	15%	13%	5%	1%	13%	18%	3%	29%	21%	13%	29%	38%	18%	66%	23%	68%	66%	13%

Note:

BASE: All Respondents

Fieldwork: 6th Jul - 15th Jul 2023

Data weighted by iprvince and business size to Nationally Representative Proportions

(40.C) How important would you say each of the following are as ways customers/clients find your business? : Other online advertising

		Province											Revenue Growth					
	Total	Alberta	British Columbia	Manitoba	New Brunswick	Newfoundland and Labrador	Nova Scotia	Ontario	Prince Edward Island	Quebec	Saskatchewan	Nunavut/Yukon/Northwest Territories	Stayed about the same size, or shrunk	Grown by 2-5% a year	Grown by 6-10%	Grown by 11-20%	Grown by 21-50%	Grown by over 50%
Unweighted	1001	133	156	22	12	5	17	401	0	207	45	3	479	209	142	75	34	17
Weighted	1001	129	160	17	15	3	28	388	0	212	48	1	641	147	87	36	35	25
Very important	12%	17%	10%	1%	38%	0%	1%	9%	*	14%	18%	27%	11%	8%	17%	12%	10%	32%
Somewhat important	27%	26%	31%	33%	9%	13%	34%	30%	*	24%	15%	27%	24%	35%	28%	24%	65%	32%
Neither important nor unimportant	19%	15%	15%	33%	34%	5%	14%	24%	*	14%	18%	46%	19%	21%	23%	15%	14%	0%
Somewhat unimportant	10%	7%	9%	0%	19%	0%	17%	11%	*	11%	2%	0%	11%	10%	6%	11%	2%	0%
Very unimportant	14%	17%	15%	23%	0%	82%	17%	12%	*	17%	8%	0%	18%	10%	7%	5%	0%	15%
Don t Know	2%	3%	2%	9%	0%	0%	0%	2%	*	0%	8%	0%	2%	4%	2%	2%	6%	0%
Not Applicable	16%	15%	18%	0%	0%	0%	17%	12%	*	19%	32%	0%	15%	12%	18%	31%	3%	21%
Total Important:	39%	43%	41%	34%	47%	13%	35%	39%	*	39%	33%	54%	36%	43%	44%	36%	75%	64%
Total Unimportant:	24%	24%	25%	24%	19%	82%	34%	23%	*	28%	10%	0%	29%	20%	13%	16%	2%	15%
Net:	15%	19%	16%	10%	28%	-70%	0%	16%	*	11%	23%	54%	7%	24%	32%	20%	73%	50%

Note:

BASE: All Respondents

Fieldwork: 6th Jul - 15th Jul 2023

Data weighted by iprvince and business size to Nationally Representative Proportions

(41.A) Which of the following forms of paid online advertising does your business use?Please select all that apply.

		Employee Number										Company Age						
	Total	None Sole proprietor	1	2-4	5-9	10-19	20-49	50-99	100-249	250-499	500+	Less than a year	1-2 years	2-3 years	3-5 years	5-10 years	10-20 years	Over 20 years
Unweighted	1001	67	30	70	78	70	110	123	88	57	306	11	37	43	88	174	233	406
Weighted	1001	230	104	246	155	144	77	25	10	7	2	27	72	75	104	183	232	304
Affiliate marketing	9%	3%	21%	6%	8%	11%	12%	23%	28%	15%	29%	13%	19%	16%	8%	15%	6%	5%
Native advertising	7%	4%	6%	6%	8%	10%	13%	10%	17%	11%	18%	5%	6%	15%	8%	10%	6%	4%
Social media advertising	39%	23%	24%	40%	46%	56%	47%	55%	56%	60%	54%	56%	45%	47%	53%	45%	36%	28%
Paid search advertising	22%	11%	22%	17%	24%	29%	39%	43%	33%	51%	40%	12%	43%	31%	20%	24%	20%	16%
Display advertising on third party websites	15%	6%	20%	10%	13%	22%	31%	35%	34%	22%	38%	22%	18%	16%	13%	18%	14%	13%
Video advertising	11%	5%	3%	9%	12%	17%	23%	34%	35%	36%	45%	1%	13%	16%	27%	13%	15%	1%
Influencer marketing	11%	5%	12%	13%	9%	15%	15%	18%	21%	29%	24%	13%	17%	13%	13%	17%	7%	7%
None of the above	44%	63%	53%	50%	39%	28%	21%	14%	9%	14%	9%	25%	32%	27%	36%	37%	49%	57%
Don't Know	3%	3%	2%	4%	5%	0%	3%	3%	3%	3%	8%	0%	0%	3%	2%	2%	3%	5%

Note:

BASE: All Respondents

Fieldwork: 6th Jul - 15th Jul 2023

Data weighted by iprvince and business size to Nationally Representative Proportions

(41.B) Which of the following forms of paid online advertising does your business use?Please select all that apply.

		Company Type			Annual Revenue													
	Total	Private sector	Charity	Government or public sector organization	Under $50,000	$50,000 to $99,999	$100,000 to $499,999	$500,00 to $999,999	$1 million to $1.99 million	$2 million to $4.99 million	$5 million to $9.9 million	$10 million to $24.9 million	$25 million to $49.9 million	$50 million to $99.9 million	$100 million to $249.9 million	$250 million to $499.9 million	$500 million to $1 billion	Over $1 billion
Unweighted	1001	819	39	109	68	56	100	75	88	88	77	70	55	56	51	43	48	81
Weighted	1001	848	61	32	209	153	240	114	90	65	36	26	13	5	4	3	1	3
Affiliate marketing	9%	9%	5%	13%	7%	6%	11%	9%	8%	16%	11%	6%	16%	16%	12%	37%	62%	5%
Native advertising	7%	7%	11%	6%	5%	3%	8%	8%	3%	16%	11%	16%	8%	20%	7%	40%	14%	4%
Social media advertising	39%	37%	49%	54%	34%	38%	35%	40%	49%	48%	59%	33%	49%	42%	35%	66%	59%	12%
Paid search advertising	22%	22%	12%	9%	13%	21%	19%	22%	28%	36%	30%	42%	42%	72%	20%	50%	44%	7%
Display advertising on third party websites	15%	16%	11%	16%	11%	9%	9%	20%	28%	27%	26%	19%	43%	17%	14%	49%	35%	90%
Video advertising	11%	10%	13%	26%	5%	9%	12%	10%	20%	20%	15%	12%	26%	25%	18%	56%	57%	10%
Influencer marketing	11%	10%	11%	24%	7%	8%	13%	16%	16%	14%	5%	14%	8%	22%	17%	16%	43%	4%
None of the above	44%	46%	41%	35%	53%	52%	51%	41%	36%	27%	20%	19%	26%	7%	53%	15%	1%	2%
Don't Know	3%	3%	3%	2%	0%	0%	5%	4%	4%	0%	8%	14%	2%	0%	0%	1%	1%	2%

Note:

BASE: All Respondents

Fieldwork: 6th Jul - 15th Jul 2023

Data weighted by iprvince and business size to Nationally Representative Proportions

(41.C) Which of the following forms of paid online advertising does your business use?Please select all that apply.

		Province											Revenue Growth					
	Total	Alberta	British Columbia	Manitoba	New Brunswick	Newfoundland and Labrador	Nova Scotia	Ontario	Prince Edward Island	Quebec	Saskatchewan	Nunavut/Yukon/Northwest Territories	Stay/No about the same size, or shrunk	Grown by 2-5% a year	Grown by 6-10%	Grown by 11-20%	Grown by 21-50%	Grown by over 50%
Unweighted	1001	133	156	22	12	5	17	401	0	207	45	3	479	209	142	75	34	17
Weighted	1001	129	160	17	15	3	28	388	0	212	48	1	641	147	87	36	35	25
Affiliate marketing	9%	6%	6%	9%	34%	5%	18%	12%	*	6%	3%	27%	9%	11%	7%	7%	2%	18%
Native advertising	7%	6%	12%	24%	0%	0%	1%	8%	*	5%	0%	0%	5%	15%	6%	5%	16%	9%
Social media advertising	39%	40%	35%	51%	92%	5%	54%	39%	*	38%	25%	100%	37%	48%	42%	20%	46%	50%
Paid search advertising	22%	20%	20%	10%	38%	13%	25%	24%	*	23%	6%	27%	19%	30%	23%	13%	46%	12%
Display advertising on third party websites	15%	15%	7%	33%	1%	13%	12%	19%	*	17%	4%	46%	14%	21%	21%	10%	7%	18%
Video advertising	11%	7%	7%	20%	2%	9%	21%	14%	*	13%	0%	100%	9%	18%	20%	8%	16%	12%
Influencer marketing	11%	5%	11%	1%	32%	13%	2%	14%	*	13%	3%	27%	10%	20%	9%	3%	4%	18%
None of the above	44%	50%	51%	48%	1%	82%	17%	43%	*	39%	66%	0%	47%	37%	38%	62%	23%	50%
Don't Know	3%	4%	3%	0%	0%	0%	0%	3%	*	3%	5%	0%	3%	0%	7%	11%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 6th Jul - 15th Jul 2023

Data weighted by iprvince and business size to Nationally Representative Proportions

(42.A) How much does your business approximately spend on advertising a year? Think about digital advertising like online search, video, social, as well as media like radio, TV, and billboards.

		Employee Number										Company Age						
	Total	None Sole proprietor	1	2-4	5-9	10-19	20-49	50-99	100-249	250-499	500+	Less than a year	1-2 years	2-3 years	3-5 years	5-10 years	10-20 years	Over 20 years
Unweighted	1001	67	30	70	78	70	110	123	88	57	306	11	37	43	88	174	233	406
Weighted	1001	230	104	246	155	144	77	25	10	7	2	27	72	75	104	183	232	304
Nothing	28%	48%	40%	31%	22%	9%	11%	4%	3%	2%	2%	42%	26%	14%	25%	24%	32%	33%
Under $100	12%	18%	27%	13%	4%	3%	3%	1%	0%	1%	0%	18%	8%	18%	4%	12%	13%	12%
$101 to $500	12%	16%	3%	16%	11%	13%	4%	7%	2%	2%	1%	0%	20%	12%	13%	15%	10%	11%
$501 to $1000	12%	8%	12%	14%	19%	13%	3%	10%	4%	3%	5%	14%	16%	15%	18%	11%	12%	8%
$1001 to $5000	13%	2%	12%	13%	14%	22%	29%	15%	14%	14%	8%	0%	21%	23%	16%	13%	11%	11%
$5001 to $10,000	7%	0%	0%	6%	16%	10%	17%	23%	21%	8%	9%	13%	3%	4%	6%	9%	7%	8%
$10,001 to $50,000	7%	3%	3%	3%	5%	17%	16%	15%	21%	20%	10%	5%	6%	9%	11%	8%	8%	5%
$50,001 to $100,000	1%	0%	0%	0%	1%	1%	6%	10%	12%	21%	13%	0%	1%	0%	2%	3%	1%	1%
$100,001 to $500,000	1%	0%	0%	0%	0%	3%	3%	3%	11%	8%	10%	0%	0%	0%	1%	3%	1%	0%
$500,001 to $1 million	0%	0%	0%	0%	0%	0%	0%	0%	2%	9%	7%	0%	0%	0%	0%	0%	0%	0%
Over $1 million	0%	0%	0%	0%	1%	0%	0%	0%	2%	0%	13%	8%	0%	0%	0%	0%	0%	0%
Don t know	6%	5%	3%	4%	6%	7%	10%	14%	8%	11%	23%	0%	0%	5%	4%	2%	5%	10%

Note:

BASE: All Respondents

Fieldwork: 6th Jul - 15th Jul 2023

Data weighted by iprvince and business size to Nationally Representative Proportions

(42.B) How much does your business approximately spend on advertising a year? Think about digital advertising like online search, video, social, as well as media like radio, TV, and billboards.

		Company Type			Annual Revenue													
	Total	Private sector	Charity	Government or public sector organization	Under $50,000	$50,000 to $99,999	$100,000 to $499,999	$500,00 to $999,999	$1 million to $1.99 million	$2 million to $4.99 million	$5 million to $9.9 million	$10 million to $24.9 million	$25 million to $49.9 million	$50 million to $99.9 million	$100 million to $249.9 million	$250 million to $499.9 million	$500 million to $1 billion	Over $1 billion
Unweighted	1001	819	39	109	68	56	100	75	88	88	77	70	55	56	51	43	48	81
Weighted	1001	848	61	32	209	153	240	114	90	65	36	26	13	5	4	3	1	3
Nothing	28%	29%	28%	9%	37%	38%	32%	24%	22%	7%	9%	3%	18%	0%	0%	4%	1%	0%
Under $100	12%	11%	19%	0%	32%	13%	8%	0%	4%	1%	6%	0%	0%	0%	0%	7%	0%	0%
$101 to $500	12%	11%	13%	25%	16%	20%	17%	8%	5%	7%	0%	1%	0%	0%	0%	0%	24%	0%
$501 to $1000	12%	13%	0%	15%	10%	19%	14%	18%	6%	6%	3%	9%	0%	0%	0%	0%	0%	0%
$1001 to $5000	13%	13%	8%	21%	2%	6%	15%	23%	21%	29%	23%	12%	17%	1%	5%	8%	0%	0%
$5001 to $10,000	7%	8%	0%	11%	2%	3%	6%	6%	10%	25%	26%	12%	14%	42%	9%	8%	17%	1%
$10,001 to $50,000	7%	6%	17%	7%	0%	0%	5%	9%	23%	14%	17%	29%	31%	11%	11%	36%	13%	0%
$50,001 to $100,000	1%	2%	0%	1%	0%	0%	0%	1%	3%	7%	5%	4%	6%	17%	11%	21%	23%	2%
$100,001 to $500,000	1%	1%	0%	0%	0%	0%	1%	2%	0%	0%	3%	3%	9%	5%	6%	11%	4%	1%
$500,001 to $1 million	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	1%	0%	2%	5%	4%	12%	3%
Over $1 million	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	2%	0%	3%	87%
Don t know	6%	5%	14%	9%	2%	0%	2%	9%	7%	4%	8%	25%	5%	22%	50%	2%	3%	5%

Note:

BASE: All Respondents

Fieldwork: 6th Jul - 15th Jul 2023

Data weighted by iprvince and business size to Nationally Representative Proportions

(42.C) How much does your business approximately spend on advertising a year? Think about digital advertising like online search, video, social, as well as media like radio, TV, and billboards.

		Province											Revenue Growth					
	Total	Alberta	British Columbia	Manitoba	New Brunswick	Newfoundland and Labrador	Nova Scotia	Ontario	Prince Edward Island	Quebec	Saskatchewan	Nunavut/Yukon/Northwest Territories	Grown by about the same size, or shrunk	Grown by 2-5% a year	Grown by 6-10%	Grown by 11-20%	Grown by 21-50%	Grown by over 50%
Unweighted	1001	133	156	22	12	5	17	401	0	207	45	3	479	209	142	75	34	17
Weighted	1001	129	160	17	15	3	28	388	0	212	48	1	641	147	87	36	35	25
Nothing	28%	36%	25%	17%	1%	82%	17%	31%	*	23%	37%	0%	28%	27%	28%	30%	32%	28%
Under $100	12%	16%	11%	29%	51%	0%	0%	9%	*	12%	10%	0%	13%	9%	12%	11%	11%	0%
$101 to $500	12%	11%	13%	17%	0%	0%	0%	12%	*	15%	12%	0%	15%	8%	7%	2%	20%	15%
$501 to $1000	12%	5%	10%	15%	0%	5%	44%	11%	*	13%	22%	46%	13%	14%	10%	9%	6%	15%
$1001 to $5000	13%	9%	18%	0%	32%	0%	25%	13%	*	13%	1%	0%	13%	14%	16%	11%	16%	3%
$5001 to $10,000	7%	10%	9%	1%	13%	0%	3%	8%	*	7%	2%	0%	7%	7%	6%	5%	11%	23%
$10,001 to $50,000	7%	5%	3%	9%	0%	5%	12%	9%	*	6%	12%	0%	5%	14%	9%	13%	3%	9%
$50,001 to $100,000	1%	0%	1%	1%	1%	0%	0%	2%	*	3%	1%	54%	1%	2%	2%	4%	1%	0%
$100,001 to $500,000	1%	2%	1%	0%	1%	8%	0%	0%	*	1%	0%	0%	0%	1%	4%	1%	1%	7%
$500,001 to $1 million	0%	0%	0%	1%	0%	0%	0%	0%	*	0%	0%	0%	0%	0%	0%	1%	0%	0%
Over $1 million	0%	0%	0%	0%	0%	0%	0%	0%	*	1%	0%	0%	0%	0%	0%	0%	0%	0%
Don t know	6%	5%	10%	9%	1%	0%	0%	5%	*	6%	3%	0%	6%	3%	6%	15%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 6th Jul - 15th Jul 2023

Data weighted by iprvince and business size to Nationally Representative Proportions

(43.A) And how much approximately does your business spend on online search advertising?

		Employee Number										Company Age						
	Total	None Sole proprietor	1	2-4	5-9	10-19	20-49	50-99	100-249	250-499	500+	Less than a year	1-2 years	2-3 years	3-5 years	5-10 years	10-20 years	Over 20 years
Unweighted	1001	67	30	70	78	70	110	123	88	57	306	11	37	43	88	174	233	406
Weighted	1001	230	104	246	155	144	77	25	10	7	2	27	72	75	104	183	232	304
Nothing	46%	67%	56%	48%	43%	32%	20%	12%	8%	7%	5%	44%	36%	33%	40%	38%	50%	56%
Under $100	11%	14%	10%	14%	9%	8%	6%	2%	0%	1%	1%	29%	14%	11%	11%	18%	10%	5%
$101 to $500	12%	11%	10%	18%	11%	10%	10%	10%	2%	3%	1%	14%	33%	7%	7%	12%	11%	11%
$501 to $1000	9%	2%	13%	8%	10%	16%	8%	16%	12%	7%	6%	0%	3%	27%	10%	7%	8%	7%
$1001 to $5000	8%	0%	3%	7%	11%	11%	21%	20%	25%	15%	9%	0%	10%	6%	17%	10%	8%	5%
$5001 to $10,000	4%	0%	7%	0%	7%	6%	14%	14%	16%	17%	12%	5%	3%	11%	7%	7%	2%	2%
$10,001 to $50,000	2%	2%	0%	0%	1%	4%	4%	7%	9%	10%	11%	0%	0%	0%	2%	4%	3%	0%
$50,001 to $100,000	1%	0%	0%	0%	0%	0%	4%	3%	13%	12%	13%	0%	1%	0%	1%	1%	1%	0%
$100,001 to $500,000	0%	0%	0%	0%	0%	0%	0%	0%	2%	10%	7%	0%	0%	0%	0%	0%	0%	0%
$500,001 to $1 million	0%	0%	0%	0%	1%	0%	0%	1%	1%	0%	4%	0%	0%	0%	0%	0%	0%	0%
Over $1 million	0%	0%	0%	0%	1%	0%	0%	0%	2%	2%	4%	8%	0%	0%	0%	0%	0%	0%
Don t know	7%	5%	0%	5%	6%	12%	13%	15%	12%	16%	28%	0%	0%	5%	6%	3%	7%	12%

Note:

BASE: All Respondents

Fieldwork: 6th Jul - 15th Jul 2023

Data weighted by iprvince and business size to Nationally Representative Proportions

(43.B) And how much approximately does your business spend on online search advertising?

		Company Type			Annual Revenue													
	Total	Private sector	Charity	Government or public sector organization	Under $50,000	$50,000 to $99,999	$100,000 to $499,999	$500,00 to $999,999	$1 million to $1.99 million	$2 million to $4.99 million	$5 million to $9.9 million	$10 million to $24.9 million	$25 million to $49.9 million	$50 million to $99.9 million	$100 million to $249.9 million	$250 million to $499.9 million	$500 million to $1 billion	Over $1 billion
Unweighted	1001	819	39	109	68	56	100	75	88	88	77	70	55	56	51	43	48	81
Weighted	1001	848	61	32	209	153	240	114	90	65	36	26	13	5	4	3	1	3
Nothing	46%	48%	49%	24%	60%	47%	54%	38%	37%	26%	30%	17%	50%	4%	50%	7%	1%	1%
Under $100	11%	9%	17%	14%	18%	19%	11%	6%	7%	1%	2%	3%	0%	0%	0%	0%	15%	0%
$101 to $500	12%	11%	10%	21%	15%	18%	14%	15%	5%	6%	9%	0%	0%	0%	0%	27%	9%	0%
$501 to $1000	9%	9%	0%	3%	0%	9%	9%	16%	14%	12%	20%	10%	6%	8%	2%	4%	0%	0%
$1001 to $5000	8%	8%	11%	9%	3%	6%	5%	8%	17%	19%	15%	12%	22%	1%	8%	18%	10%	0%
$5001 to $10,000	4%	5%	5%	8%	1%	1%	2%	1%	8%	16%	10%	24%	4%	42%	14%	9%	17%	1%
$10,001 to $50,000	2%	2%	0%	0%	0%	0%	1%	5%	3%	5%	6%	1%	3%	9%	0%	12%	14%	2%
$50,001 to $100,000	1%	1%	0%	3%	0%	0%	0%	0%	0%	2%	2%	8%	6%	6%	12%	13%	25%	2%
$100,001 to $500,000	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	6%	3%	1%	2%
$500,001 to $1 million	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	2%	0%	2%	0%	3%	1%
Over $1 million	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	2%	2%	0%	1%	83%
Don t know	7%	7%	8%	18%	3%	0%	3%	11%	9%	13%	5%	26%	6%	26%	3%	6%	4%	7%

Note:

BASE: All Respondents

Fieldwork: 6th Jul - 15th Jul 2023

Data weighted by iprvince and business size to Nationally Representative Proportions

(43.C) And how much approximately does your business spend on online search advertising?

		Province											Revenue Growth					
	Total	Alberta	British Columbia	Manitoba	New Brunswick	Newfoundland and Labrador	Nova Scotia	Ontario	Prince Edward Island	Quebec	Saskatchewan	Nunavut/Yukon/Northwest Territories	Shrunk, stayed about the same size, or shrunk	Grown by 2-5% a year	Grown by 6-10%	Grown by 11-20%	Grown by 21-50%	Grown by over 50%
Unweighted	1001	133	156	22	12	5	17	401	0	207	45	3	479	209	142	75	34	17
Weighted	1001	129	160	17	15	3	28	388	0	212	48	1	641	147	87	36	35	25
Nothing	46%	50%	46%	32%	1%	0%	34%	48%	*	43%	64%	0%	46%	42%	38%	54%	53%	65%
Under $100	11%	18%	16%	15%	51%	0%	0%	7%	*	8%	10%	0%	12%	12%	8%	7%	10%	3%
$101 to $500	12%	2%	12%	23%	32%	0%	27%	13%	*	16%	0%	0%	15%	9%	8%	2%	7%	15%
$501 to $1000	9%	11%	4%	0%	0%	0%	20%	10%	*	9%	9%	46%	7%	11%	14%	3%	13%	9%
$1001 to $5000	8%	8%	8%	9%	1%	9%	7%	10%	*	6%	1%	27%	7%	9%	14%	5%	14%	0%
$5001 to $10,000	4%	4%	1%	10%	13%	0%	12%	5%	*	4%	6%	27%	3%	10%	4%	5%	3%	9%
$10,001 to $50,000	2%	0%	0%	0%	0%	0%	1%	2%	*	4%	3%	0%	1%	4%	4%	6%	0%	0%
$50,001 to $100,000	1%	1%	1%	0%	1%	0%	0%	1%	*	1%	0%	0%	0%	1%	2%	4%	0%	0%
$100,001 to $500,000	0%	0%	0%	0%	0%	0%	0%	0%	*	0%	0%	0%	0%	0%	0%	0%	0%	0%
$500,001 to $1 million	0%	0%	0%	0%	0%	8%	0%	0%	*	0%	3%	0%	0%	0%	0%	0%	0%	0%
Over $1 million	0%	0%	0%	0%	0%	0%	0%	0%	*	1%	0%	0%	0%	0%	0%	0%	0%	0%
Don t know	7%	7%	12%	9%	1%	83%	0%	5%	*	8%	2%	0%	7%	2%	8%	15%	1%	0%

Note:

BASE: All Respondents

Fieldwork: 6th Jul - 15th Jul 2023

Data weighted by iprvince and business size to Nationally Representative Proportions

(44.A) In the next 12 months, how important is it for your business to expand its international sales?

		Employee Number										Company Age						
	Total	None Sole proprietor	1	2-4	5-9	10-19	20-49	50-99	100-249	250-499	500+	Less than a year	1-2 years	2-3 years	3-5 years	5-10 years	10-20 years	Over 20 years
Unweighted	1001	67	30	70	78	70	110	123	88	57	306	11	37	43	88	174	233	406
Weighted	1001	230	104	246	155	144	77	25	10	7	2	27	72	75	104	183	232	304
Very important	16%	14%	15%	9%	12%	23%	26%	27%	38%	37%	37%	43%	23%	32%	27%	16%	9%	9%
Somewhat important	18%	17%	24%	15%	8%	24%	20%	29%	31%	28%	23%	30%	11%	14%	24%	25%	20%	11%
Neither important nor unimportant	18%	21%	25%	16%	13%	16%	15%	20%	10%	12%	10%	5%	24%	13%	21%	12%	12%	25%
Somewhat unimportant	8%	6%	3%	10%	8%	15%	7%	8%	5%	8%	6%	0%	10%	0%	4%	13%	11%	8%
Very unimportant	39%	40%	29%	48%	57%	22%	32%	16%	15%	15%	21%	21%	32%	42%	23%	32%	45%	46%
Don t Know	1%	2%	3%	1%	1%	0%	1%	0%	2%	0%	3%	0%	0%	0%	0%	2%	3%	1%
Total Important:	33%	31%	39%	24%	20%	47%	46%	56%	68%	65%	60%	73%	34%	46%	52%	41%	28%	20%
Total Unimportant:	48%	46%	32%	58%	65%	37%	39%	24%	20%	22%	27%	21%	42%	42%	27%	45%	56%	54%
Net:	-14%	-15%	7%	-34%	-45%	11%	7%	32%	49%	43%	33%	52%	-8%	4%	24%	-5%	-28%	-34%

Note:

BASE: All Respondents

Fieldwork: 6th Jul - 15th Jul 2023

Data weighted by iprvince and business size to Nationally Representative Proportions

(44.B) In the next 12 months, how important is it for your business to expand its international sales?

		Company Type			Annual Revenue													
	Total	Private sector	Charity	Government or public sector or-ganization	Under $50,000	$50,000 to $99,999	$100,000 to $499,999	$500,00 to $999,999	$1 million to $1.99 million	$2 million to $4.99 million	$5 million to $9.9 million	$10 million to $24.9 million	$25 million to $49.9 million	$50 million to $99.9 million	$100 million to $249.9 million	$250 million to $499.9 million	$500 million to $1 billion	Over $1 billion
Unweighted	1001	819	39	109	68	56	100	75	88	88	77	70	55	56	51	43	48	81
Weighted	1001	848	61	32	209	153	240	114	90	65	36	26	13	5	4	3	1	3
Very important	16%	16%	0%	24%	19%	7%	15%	15%	20%	16%	17%	32%	14%	65%	27%	47%	56%	5%
Somewhat important	18%	17%	15%	22%	17%	17%	22%	14%	10%	21%	23%	19%	47%	21%	15%	27%	21%	6%
Neither important nor unimportant	18%	18%	10%	14%	20%	30%	9%	13%	15%	19%	15%	20%	22%	2%	55%	5%	4%	2%
Somewhat unimportant	8%	8%	16%	0%	8%	8%	9%	10%	8%	12%	16%	3%	6%	2%	0%	7%	1%	1%
Very unimportant	39%	40%	53%	39%	33%	38%	46%	48%	42%	29%	29%	27%	11%	9%	3%	13%	17%	86%
Don t Know	1%	1%	6%	0%	3%	0%	0%	0%	5%	3%	1%	0%	0%	0%	0%	0%	0%	0%
Total Important:	33%	33%	15%	46%	35%	24%	36%	30%	30%	37%	40%	50%	61%	86%	42%	75%	78%	11%
Total Unimportant:	48%	48%	69%	40%	41%	46%	55%	57%	50%	41%	45%	30%	17%	11%	3%	21%	19%	87%
Net:	-14%	-15%	-53%	6%	-6%	-22%	-18%	-27%	-19%	-4%	-5%	20%	44%	75%	38%	54%	59%	-76%

Note:

BASE: All Respondents

Fieldwork: 6th Jul - 15th Jul 2023

Data weighted by iprvince and business size to Nationally Representative Proportions

(44.C) In the next 12 months, how important is it for your business to expand its international sales?

		Province											Revenue Growth					
	Total	Alberta	British Columbia	Manitoba	New Brunswick	Newfoundland and Labrador	Nova Scotia	Ontario	Prince Edward Island	Quebec	Saskatchewan	Nunavut/Yukon/Northwest Territories	Stayed about the same size, or shrunk	Grown by 2-5% a year	Grown by 6-10%	Grown by 11-20%	Grown by 21-50%	Grown by over 50%
Unweighted	1001	133	156	22	12	5	17	401	0	207	45	3	479	209	142	75	34	17
Weighted	1001	129	160	17	15	3	28	388	0	212	48	1	641	147	87	36	35	25
Very important	16%	18%	13%	20%	90%	8%	25%	16%	*	11%	10%	73%	16%	8%	29%	10%	20%	25%
Somewhat important	18%	15%	11%	9%	2%	5%	2%	22%	*	22%	5%	27%	17%	26%	13%	9%	21%	24%
Neither important nor unimportant	18%	8%	19%	9%	1%	82%	20%	21%	*	16%	22%	0%	18%	13%	18%	22%	22%	0%
Somewhat unimportant	8%	6%	9%	0%	0%	5%	18%	9%	*	10%	6%	0%	9%	10%	8%	10%	0%	9%
Very unimportant	39%	53%	49%	62%	6%	0%	35%	31%	*	36%	57%	0%	38%	42%	28%	50%	38%	42%
Don t Know	1%	0%	0%	0%	0%	0%	0%	1%	*	5%	0%	0%	1%	1%	4%	0%	0%	0%
Total Important:	33%	33%	23%	29%	93%	13%	27%	38%	*	34%	16%	100%	33%	35%	42%	18%	40%	49%
Total Unimportant:	48%	59%	57%	62%	6%	5%	53%	40%	*	46%	62%	0%	47%	52%	36%	60%	38%	51%
Net:	-14%	-25%	-34%	-33%	86%	8%	-27%	-2%	*	-13%	-47%	100%	-15%	-17%	5%	-41%	3%	-1%

Note:

BASE: All Respondents

Fieldwork: 6th Jul - 15th Jul 2023

Data weighted by iprvince and business size to Nationally Representative Proportions

(45.A) Outside of paid advertising, do you use any of the following mediums as a way to communicate with customers?Select all that apply.

		Employee Number										Company Age						
	Total	None Sole proprietor	1	2-4	5-9	10-19	20-49	50-99	100-249	250-499	500+	Less than a year	1-2 years	2-3 years	3-5 years	5-10 years	10-20 years	Over 20 years
Unweighted	1001	67	30	70	78	70	110	123	88	57	306	11	37	43	88	174	233	406
Weighted	1001	230	104	246	155	144	77	25	10	7	2	27	72	75	104	183	232	304
TikTok	8%	7%	3%	9%	6%	9%	14%	16%	22%	21%	17%	13%	19%	7%	20%	8%	8%	2%
Email	61%	52%	80%	62%	69%	55%	59%	62%	56%	56%	58%	29%	54%	44%	60%	75%	70%	55%
Facebook	47%	42%	38%	49%	57%	41%	51%	49%	59%	46%	46%	69%	53%	49%	53%	60%	43%	35%
Your company website	45%	28%	35%	41%	59%	58%	60%	61%	61%	71%	62%	50%	49%	35%	55%	45%	50%	39%
Instagram	29%	22%	27%	27%	34%	34%	30%	31%	41%	45%	33%	81%	47%	41%	31%	34%	18%	21%
LinkedIn	26%	20%	26%	20%	30%	34%	36%	22%	30%	41%	45%	0%	25%	16%	17%	33%	29%	27%
Twitter	17%	9%	17%	17%	21%	16%	31%	16%	28%	32%	30%	13%	24%	15%	24%	18%	19%	12%
YouTube	16%	15%	9%	9%	21%	20%	26%	26%	37%	36%	35%	27%	25%	13%	40%	13%	15%	8%
Newsletter	13%	3%	8%	15%	24%	16%	16%	19%	27%	35%	28%	0%	18%	4%	11%	20%	17%	11%
Don t Know	1%	0%	3%	0%	1%	0%	1%	2%	1%	0%	2%	0%	4%	0%	0%	0%	1%	0%
None of the above	14%	22%	10%	21%	10%	7%	6%	3%	1%	4%	3%	8%	5%	31%	13%	7%	12%	20%

Note:

BASE: All Respondents

Fieldwork: 6th Jul - 15th Jul 2023

Data weighted by iprvince and business size to Nationally Representative Proportions

(45.B) Outside of paid advertising, do you use any of the following mediums as a way to communicate with customers?Select all that apply.

		Company Type			Annual Revenue													
	Total	Private sector	Charity	Government or public sector or-ganization	Under $50,000	$50,000 to $99,999	$100,000 to $499,999	$500,00 to $999,999	$1 million to $1.99 million	$2 million to $4.99 million	$5 million to $9.9 million	$10 million to $24.9 million	$25 million to $49.9 million	$50 million to $99.9 million	$100 million to $249.9 million	$250 million to $499.9 million	$500 million to $1 billion	Over $1 billion
Unweighted	1001	819	39	109	68	56	100	75	88	88	77	70	55	56	51	43	48	81
Weighted	1001	848	61	32	209	153	240	114	90	65	36	26	13	5	4	3	1	3
TikTok	8%	7%	10%	6%	8%	14%	6%	5%	6%	11%	11%	14%	8%	17%	11%	8%	44%	3%
Email	61%	60%	76%	64%	55%	67%	70%	55%	62%	54%	67%	50%	42%	47%	28%	77%	66%	11%
Facebook	47%	46%	53%	31%	57%	38%	48%	55%	46%	38%	40%	40%	46%	59%	42%	64%	55%	10%
Your company website	45%	43%	65%	45%	36%	34%	42%	47%	59%	66%	63%	67%	52%	74%	33%	84%	69%	14%
Instagram	29%	25%	41%	41%	38%	25%	26%	25%	36%	11%	41%	30%	67%	20%	28%	59%	65%	6%
LinkedIn	26%	27%	29%	26%	18%	16%	28%	30%	27%	28%	40%	41%	70%	63%	15%	59%	30%	10%
Twitter	17%	16%	42%	10%	20%	15%	13%	14%	19%	21%	25%	23%	45%	22%	17%	45%	64%	6%
YouTube	16%	15%	32%	21%	12%	11%	17%	14%	23%	25%	16%	24%	24%	26%	16%	63%	49%	8%
Newsletter	13%	11%	49%	17%	9%	7%	15%	18%	17%	20%	26%	27%	11%	16%	14%	14%	18%	5%
Don t Know	1%	1%	0%	1%	1%	0%	0%	2%	1%	0%	1%	0%	0%	0%	0%	0%	0%	1%
None of the above	14%	16%	12%	5%	16%	13%	17%	15%	10%	8%	0%	10%	3%	0%	50%	0%	0%	81%

Note:

BASE: All Respondents

Fieldwork: 6th Jul - 15th Jul 2023

Data weighted by iprvince and business size to Nationally Representative Proportions

(45.C) Outside of paid advertising, do you use any of the following mediums as a way to communicate with customers?Select all that apply.

		Province											Revenue Growth					
	Total	Alberta	British Columbia	Manitoba	New Brunswick	Newfoundland and Labrador	Nova Scotia	Ontario	Prince Edward Island	Quebec	Saskatchewan	Nunavut/Yukon/Northwest Territories	Stay/No about the same size, or shrunk	Grown by 2-5% a year	Grown by 6-10%	Grown by 11-20%	Grown by 21-50%	Grown by over 50%
Unweighted	1001	133	156	22	12	5	17	401	0	207	45	3	479	209	142	75	34	17
Weighted	1001	129	160	17	15	3	28	388	0	212	48	1	641	147	87	36	35	25
TikTok	8%	5%	9%	1%	1%	5%	4%	9%	*	10%	5%	46%	8%	12%	12%	7%	1%	15%
Email	61%	62%	66%	68%	59%	13%	35%	61%	*	62%	60%	27%	61%	59%	64%	68%	73%	50%
Facebook	47%	48%	45%	58%	66%	8%	32%	41%	*	53%	61%	46%	42%	59%	55%	44%	60%	60%
Your company website	45%	55%	58%	49%	67%	82%	63%	41%	*	35%	26%	27%	43%	51%	45%	41%	45%	72%
Instagram	29%	34%	21%	65%	52%	8%	2%	30%	*	31%	17%	73%	24%	36%	37%	16%	61%	41%
LinkedIn	26%	17%	25%	27%	9%	5%	3%	33%	*	24%	18%	0%	27%	18%	25%	28%	31%	25%
Twitter	17%	16%	13%	32%	1%	0%	4%	22%	*	15%	4%	0%	16%	23%	14%	19%	6%	35%
YouTube	16%	14%	6%	10%	7%	13%	27%	19%	*	19%	15%	73%	14%	20%	25%	14%	16%	23%
Newsletter	13%	14%	14%	25%	32%	5%	22%	14%	*	10%	9%	0%	16%	12%	9%	6%	2%	18%
Don t Know	1%	3%	0%	0%	0%	0%	0%	1%	*	0%	0%	0%	1%	0%	0%	1%	0%	0%
None of the above	14%	13%	17%	15%	0%	0%	34%	15%	*	11%	14%	0%	16%	11%	8%	10%	0%	13%

Note:

BASE: All Respondents

Fieldwork: 6th Jul - 15th Jul 2023

Data weighted by iprvince and business size to Nationally Representative Proportions

(46.A) To what extent do you agree or disagree with the following statements?: Online search engines have made it easier for LOCAL customers/clients to find my business

		Employee Number										Company Age						
	Total	None Sole proprietor	1	2-4	5-9	10-19	20-49	50-99	100-249	250-499	500+	Less than a year	1-2 years	2-3 years	3-5 years	5-10 years	10-20 years	Over 20 years
Unweighted	1001	67	30	70	78	70	110	123	88	57	306	11	37	43	88	174	233	406
Weighted	1001	230	104	246	155	144	77	25	10	7	2	27	72	75	104	183	232	304
Strongly agree	27%	19%	12%	24%	29%	38%	49%	42%	43%	36%	44%	39%	26%	28%	25%	26%	29%	27%
Somewhat agree	37%	45%	33%	31%	30%	46%	30%	38%	41%	43%	39%	44%	36%	46%	48%	38%	36%	31%
Neither agree nor disagree	23%	24%	33%	26%	29%	11%	15%	16%	9%	11%	13%	11%	33%	14%	19%	27%	18%	28%
Somewhat disagree	5%	3%	13%	3%	6%	4%	3%	2%	5%	4%	2%	5%	0%	5%	4%	4%	5%	6%
Don t Know	8%	8%	9%	15%	5%	1%	4%	2%	2%	6%	3%	0%	5%	6%	4%	5%	12%	9%
Total Agree:	64%	65%	45%	56%	59%	84%	79%	80%	83%	79%	83%	83%	61%	75%	74%	64%	65%	58%
Net:	56%	57%	35%	40%	54%	82%	75%	78%	81%	73%	80%	83%	56%	68%	70%	59%	53%	49%

Note:

BASE: All Respondents

Fieldwork: 6th Jul - 15th Jul 2023

Data weighted by iprvince and business size to Nationally Representative Proportions

(46.B) To what extent do you agree or disagree with the following statements?: Online search engines have made it easier for LOCAL customers/clients to find my business

		Company Type			Annual Revenue												
	Total	Private sector	Charity	Government or public sector organization	Under $50,000	$50,000 to $99,999	$100,000 to $499,999	$500,00 to $999,999	$1 million to $1.99 million	$2 million to $4.99 million	$5 million to $9.9 million	$10 million to $24.9 million	$25 million to $49.9 million	$50 million to $99.9 million	$100 million to $249.9 million	$250 million to $499.9 million	$500 million to $1 billion	Over $1 billion
Unweighted	1001	819	39	109	68	56	100	75	88	88	77	70	55	56	51	43	48	81
Weighted	1001	848	61	32	209	153	240	114	90	65	36	26	13	5	4	3	1	3
Strongly agree	27%	28%	16%	35%	26%	22%	24%	28%	30%	26%	60%	34%	45%	31%	43%	56%	64%	88%
Somewhat agree	37%	35%	52%	54%	43%	31%	38%	30%	38%	53%	23%	52%	33%	37%	6%	32%	35%	7%
Neither agree nor disagree	23%	24%	18%	6%	18%	37%	27%	29%	13%	18%	17%	5%	3%	21%	50%	1%	1%	4%
Somewhat disagree	5%	5%	0%	4%	6%	6%	5%	6%	4%	4%	0%	9%	0%	0%	0%	11%	0%	0%
Don t Know	8%	8%	14%	1%	8%	5%	7%	8%	16%	0%	0%	1%	19%	11%	0%	0%	0%	1%
Total Agree:	64%	63%	68%	89%	69%	52%	62%	58%	68%	78%	83%	85%	78%	67%	50%	88%	99%	95%
Net:	56%	54%	54%	88%	61%	47%	55%	49%	52%	78%	83%	84%	60%	56%	50%	88%	99%	94%

Note:

BASE: All Respondents

Fieldwork: 6th Jul - 15th Jul 2023

Data weighted by iprvince and business size to Nationally Representative Proportions

(46.C) To what extent do you agree or disagree with the following statements?: Online search engines have made it easier for LOCAL customers/clients to find my business

		Province											Revenue Growth					
	Total	Alberta	British Columbia	Manitoba	New Brunswick	Newfoundland and Labrador	Nova Scotia	Ontario	Prince Edward Island	Quebec	Saskatchewan	Nunavut/Yukon/Northwest Territories	Stayed about the same size, or shrunk	Grown by 2-5% a year	Grown by 6-10%	Grown by 11-20%	Grown by 21-50%	Grown by over 50%
Unweighted	1001	133	156	22	12	5	17	401	0	207	45	3	479	209	142	75	34	17
Weighted	1001	129	160	17	15	3	28	388	0	212	48	1	641	147	87	36	35	25
Strongly agree	27%	29%	24%	25%	59%	82%	29%	26%	*	27%	32%	0%	23%	34%	35%	28%	48%	32%
Somewhat agree	37%	30%	50%	47%	33%	8%	19%	38%	*	33%	30%	73%	37%	40%	34%	40%	34%	38%
Neither agree nor disagree	23%	21%	12%	18%	6%	0%	18%	27%	*	29%	22%	27%	27%	21%	18%	23%	7%	0%
Somewhat disagree	5%	5%	4%	9%	0%	9%	0%	5%	*	5%	3%	0%	4%	4%	1%	8%	10%	15%
Don t Know	8%	14%	10%	0%	1%	0%	34%	4%	*	6%	13%	0%	9%	0%	12%	1%	0%	16%
Total Agree:	64%	60%	74%	72%	93%	90%	48%	64%	*	60%	62%	73%	60%	74%	69%	68%	82%	70%
Net:	56%	46%	63%	72%	92%	90%	14%	60%	*	54%	48%	73%	52%	74%	57%	67%	82%	54%

Note:

BASE: All Respondents

Fieldwork: 6th Jul - 15th Jul 2023

Data weighted by iprvince and business size to Nationally Representative Proportions

(47.A) To what extent do you agree or disagree with the following statements?: Online search engines have made it easier for GLOBAL customers/clients to find my business

		Employee Number										Company Age						
	Total	None Sole proprietor	1	2-4	5-9	10-19	20-49	50-99	100-249	250-499	500+	Less than a year	1-2 years	2-3 years	3-5 years	5-10 years	10-20 years	Over 20 years
Unweighted	1001	67	30	70	78	70	110	123	88	57	306	11	37	43	88	174	233	406
Weighted	1001	230	104	246	155	144	77	25	10	7	2	27	72	75	104	183	232	304
Strongly agree	25%	21%	13%	21%	28%	36%	35%	48%	36%	43%	44%	32%	14%	23%	33%	29%	27%	23%
Somewhat agree	28%	36%	24%	26%	16%	32%	29%	28%	44%	37%	35%	63%	32%	28%	33%	31%	23%	24%
Neither agree nor disagree	29%	25%	40%	30%	35%	26%	21%	18%	11%	9%	13%	0%	38%	26%	26%	32%	27%	30%
Somewhat disagree	8%	11%	13%	7%	8%	3%	7%	2%	6%	5%	2%	5%	5%	13%	5%	5%	9%	10%
Don t Know	10%	8%	9%	16%	13%	3%	8%	3%	2%	5%	6%	0%	11%	10%	4%	3%	14%	12%
Total Agree:	53%	57%	37%	46%	44%	68%	64%	76%	80%	80%	79%	95%	46%	51%	66%	60%	50%	47%
Net:	44%	49%	28%	30%	32%	65%	57%	73%	78%	74%	73%	95%	34%	41%	62%	57%	36%	35%

Note:

BASE: All Respondents

Fieldwork: 6th Jul - 15th Jul 2023

Data weighted by iprvince and business size to Nationally Representative Proportions

(47.B) To what extent do you agree or disagree with the following statements?: Online search engines have made it easier for GLOBAL customers/clients to find my business

		Company Type			Annual Revenue												
	Total	Private sector	Charity	Government or public sector organization	Under $50,000	$50,000 to $99,999	$100,000 to $499,999	$500,00 to $999,999	$1 million to $1.99 million	$2 million to $4.99 million	$5 million to $9.9 million	$10 million to $24.9 million	$25 million to $49.9 million	$50 million to $99.9 million	$100 million to $249.9 million	$250 million to $499.9 million	$500 million to $1 billion	Over $1 billion
Unweighted	1001	819	39	109	68	56	100	75	88	88	77	70	55	56	51	43	48	81
Weighted	1001	848	61	32	209	153	240	114	90	65	36	26	13	5	4	3	1	3
Strongly agree	25%	25%	23%	28%	23%	21%	21%	26%	27%	37%	44%	29%	35%	28%	40%	59%	57%	87%
Somewhat agree	28%	28%	26%	31%	38%	21%	29%	23%	23%	28%	22%	48%	28%	42%	6%	17%	26%	5%
Neither agree nor disagree	29%	28%	36%	31%	23%	36%	33%	30%	28%	23%	21%	13%	18%	28%	50%	11%	1%	5%
Somewhat disagree	8%	9%	0%	9%	10%	9%	9%	8%	6%	2%	7%	6%	1%	2%	3%	11%	0%	1%
Don t Know	10%	10%	14%	0%	6%	13%	7%	12%	16%	10%	7%	4%	18%	0%	0%	1%	16%	2%
Total Agree:	53%	53%	50%	59%	60%	42%	50%	49%	50%	65%	66%	77%	63%	70%	47%	77%	83%	93%
Net:	44%	43%	36%	59%	55%	29%	43%	37%	34%	55%	60%	73%	45%	70%	47%	76%	67%	91%

Note:

BASE: All Respondents

Fieldwork: 6th Jul - 15th Jul 2023

Data weighted by iprvince and business size to Nationally Representative Proportions

(47.C) To what extent do you agree or disagree with the following statements?: Online search engines have made it easier for GLOBAL customers/clients to find my business

		Province											Revenue Growth					
	Total	Alberta	British Columbia	Manitoba	New Brunswick	Newfoundland and Labrador	Nova Scotia	Ontario	Prince Edward Island	Quebec	Saskatchewan	Nunavut/Yukon/Northwest Territories	Stayed about the same size, or shrunk	Grown by 2-5% a year	Grown by 6-10%	Grown by 11-20%	Grown by 21-50%	Grown by over 50%
Unweighted	1001	133	156	22	12	5	17	401	0	207	45	3	479	209	142	75	34	17
Weighted	1001	129	160	17	15	3	28	388	0	212	48	1	641	147	87	36	35	25
Strongly agree	25%	31%	24%	26%	1%	90%	41%	23%	*	26%	19%	27%	24%	19%	35%	37%	48%	17%
Somewhat agree	28%	26%	26%	9%	35%	9%	8%	31%	*	29%	26%	73%	28%	30%	26%	37%	13%	32%
Neither agree nor disagree	29%	27%	35%	32%	57%	0%	17%	30%	*	25%	22%	0%	32%	39%	16%	10%	18%	9%
Somewhat disagree	8%	5%	4%	17%	0%	0%	0%	10%	*	11%	9%	0%	6%	6%	17%	10%	21%	15%
Don t Know	10%	11%	11%	16%	6%	0%	34%	6%	*	10%	23%	0%	9%	6%	6%	6%	0%	27%
Total Agree:	53%	58%	51%	35%	37%	100%	49%	55%	*	55%	45%	100%	53%	49%	61%	74%	61%	49%
Net:	44%	47%	40%	20%	30%	99%	15%	49%	*	45%	22%	100%	43%	43%	54%	68%	61%	22%

Note:

BASE: All Respondents

Fieldwork: 6th Jul - 15th Jul 2023

Data weighted by iprvince and business size to Nationally Representative Proportions

(48.A) What proportion of your new customers would you estimate comes through online search?

		Employee Number										Company Age						
	Total	None Sole proprietor	1	2-4	5-9	10-19	20-49	50-99	100-249	250-499	500+	Less than a year	1-2 years	2-3 years	3-5 years	5-10 years	10-20 years	Over 20 years
Unweighted	1001	67	30	70	78	70	110	123	88	57	306	11	37	43	88	174	233	406
Weighted	1001	230	104	246	155	144	77	25	10	7	2	27	72	75	104	183	232	304
None	18%	28%	26%	23%	12%	3%	5%	2%	3%	1%	2%	0%	27%	10%	9%	17%	22%	19%
1-5%	17%	18%	27%	15%	21%	13%	6%	9%	6%	10%	8%	8%	12%	16%	10%	16%	14%	24%
6-10%	13%	7%	13%	16%	12%	18%	15%	20%	13%	8%	11%	23%	4%	12%	14%	19%	15%	11%
11-20%	12%	9%	3%	7%	14%	23%	14%	15%	22%	22%	17%	13%	10%	21%	12%	10%	9%	12%
21-30%	10%	9%	3%	8%	11%	14%	15%	13%	15%	12%	11%	0%	3%	11%	21%	9%	10%	9%
31-40%	7%	4%	10%	4%	5%	11%	10%	12%	10%	23%	12%	11%	4%	13%	9%	10%	5%	4%
41-50%	5%	3%	4%	6%	6%	1%	8%	12%	7%	0%	8%	13%	9%	5%	1%	3%	9%	2%
51-60%	4%	3%	3%	4%	1%	4%	8%	5%	5%	7%	6%	0%	8%	5%	2%	4%	6%	1%
61-70%	4%	3%	3%	6%	4%	3%	4%	2%	10%	6%	5%	0%	14%	1%	4%	6%	3%	2%
71-80%	1%	2%	0%	0%	1%	1%	4%	1%	5%	5%	5%	5%	0%	0%	1%	1%	1%	1%
81-90%	1%	1%	0%	0%	1%	1%	0%	2%	1%	0%	1%	12%	3%	0%	0%	1%	0%	0%
91-100%	4%	8%	4%	3%	0%	3%	4%	0%	2%	0%	2%	13%	6%	0%	5%	3%	2%	4%
Don t know	6%	4%	3%	8%	10%	4%	8%	7%	2%	5%	13%	0%	0%	6%	11%	1%	5%	10%

Note:

BASE: All Respondents

Fieldwork: 6th Jul - 15th Jul 2023

Data weighted by iprvince and business size to Nationally Representative Proportions

(48.B) What proportion of your new customers would you estimate comes through online search?

		Company Type			Annual Revenue													
	Total	Private sector	Charity	Government or public sector organization	Under $50,000	$50,000 to $99,999	$100,000 to $499,999	$500,00 to $999,999	$1 million to $1.99 million	$2 million to $4.99 million	$5 million to $9.9 million	$10 million to $24.9 million	$25 million to $49.9 million	$50 million to $99.9 million	$100 million to $249.9 million	$250 million to $499.9 million	$500 million to $1 billion	Over $1 billion
Unweighted	1001	819	39	109	68	56	100	75	88	88	77	70	55	56	51	43	48	81
Weighted	1001	848	61	32	209	153	240	114	90	65	36	26	13	5	4	3	1	3
None	18%	19%	14%	3%	23%	24%	19%	15%	13%	1%	1%	6%	17%	2%	47%	0%	0%	1%
1-5%	17%	17%	13%	6%	16%	19%	18%	16%	17%	23%	19%	3%	9%	0%	3%	12%	1%	83%
6-10%	13%	13%	12%	19%	11%	20%	9%	14%	12%	15%	17%	12%	30%	10%	0%	31%	2%	4%
11-20%	12%	12%	7%	25%	10%	5%	9%	20%	16%	15%	14%	37%	5%	11%	8%	24%	20%	3%
21-30%	10%	11%	4%	3%	7%	2%	17%	8%	12%	16%	7%	3%	10%	5%	10%	11%	26%	2%
31-40%	7%	6%	9%	4%	7%	3%	5%	7%	11%	11%	17%	16%	7%	10%	6%	9%	11%	2%
41-50%	5%	5%	0%	23%	3%	9%	5%	3%	3%	1%	12%	4%	13%	33%	1%	0%	0%	1%
51-60%	4%	4%	0%	4%	4%	4%	4%	2%	3%	5%	6%	4%	6%	4%	8%	0%	12%	0%
61-70%	4%	4%	12%	4%	5%	5%	2%	5%	5%	3%	0%	3%	0%	6%	6%	11%	22%	1%
71-80%	1%	1%	0%	1%	0%	0%	0%	1%	3%	2%	3%	0%	1%	0%	6%	0%	3%	0%
81-90%	1%	1%	0%	0%	1%	0%	1%	2%	0%	0%	0%	0%	0%	2%	0%	0%	0%	0%
91-100%	4%	3%	13%	0%	9%	5%	2%	2%	0%	0%	0%	11%	0%	2%	0%	0%	1%	0%
Don t know	6%	5%	18%	8%	3%	5%	7%	7%	5%	7%	4%	1%	2%	15%	5%	1%	1%	4%

Note:

BASE: All Respondents

Fieldwork: 6th Jul - 15th Jul 2023

Data weighted by iprvince and business size to Nationally Representative Proportions

(48.C) What proportion of your new customers would you estimate comes through online search?

		Province											Revenue Growth					
	Total	Alberta	British Columbia	Manitoba	New Brunswick	Newfoundland and Labrador	Nova Scotia	Ontario	Prince Edward Island	Quebec	Saskatchewan	Nunavut/Yukon/Northwest Territories	Stayed about the same size, or shrunk	Grown by 2-5% a year	Grown by 6-10%	Grown by 11-20%	Grown by 21-50%	Grown by over 50%
Unweighted	1001	133	156	22	12	5	17	401	0	207	45	3	479	209	142	75	34	17
Weighted	1001	129	160	17	15	3	28	388	0	212	48	1	641	147	87	36	35	25
None	18%	19%	17%	0%	0%	0%	20%	19%	*	17%	19%	0%	19%	12%	20%	8%	0%	28%
1-5%	17%	29%	13%	9%	32%	0%	0%	16%	*	15%	13%	0%	19%	23%	5%	16%	10%	0%
6-10%	13%	14%	15%	47%	32%	13%	20%	11%	*	10%	17%	0%	14%	9%	14%	22%	16%	0%
11-20%	12%	3%	13%	18%	21%	0%	10%	12%	*	12%	17%	0%	12%	10%	25%	3%	0%	15%
21-30%	10%	8%	15%	1%	6%	82%	13%	8%	*	10%	7%	27%	9%	18%	10%	6%	4%	9%
31-40%	7%	7%	2%	15%	0%	5%	1%	9%	*	7%	6%	27%	6%	7%	9%	5%	19%	9%
41-50%	5%	4%	3%	1%	6%	0%	1%	5%	*	8%	0%	46%	4%	6%	2%	3%	12%	29%
51-60%	4%	3%	4%	1%	0%	0%	1%	4%	*	3%	6%	0%	3%	6%	3%	11%	0%	0%
61-70%	4%	4%	4%	0%	1%	0%	0%	5%	*	4%	0%	0%	3%	4%	6%	4%	17%	0%
71-80%	1%	0%	1%	9%	0%	0%	0%	1%	*	0%	3%	0%	1%	0%	3%	1%	0%	0%
81-90%	1%	2%	0%	0%	0%	0%	0%	1%	*	1%	0%	0%	0%	0%	0%	0%	15%	0%
91-100%	4%	1%	2%	0%	0%	0%	17%	4%	*	6%	0%	0%	5%	0%	1%	0%	0%	10%
Don t know	6%	4%	11%	0%	1%	0%	17%	4%	*	7%	11%	0%	5%	4%	1%	23%	6%	0%

Note:

BASE: All Respondents

Fieldwork: 6th Jul - 15th Jul 2023

Data weighted by iprvince and business size to Nationally Representative Proportions

(49.A) Roughly, what proportion of your search advertising budget is targeted at international or foreign customers?

		Employee Number										Company Age						
	Total	None Sole proprietor	1	2-4	5-9	10-19	20-49	50-99	100-249	250-499	500+	Less than a year	1-2 years	2-3 years	3-5 years	5-10 years	10-20 years	Over 20 years
Unweighted	626	19	13	32	40	38	73	89	71	44	205	7	29	33	71	140	161	184
Weighted	470	65	45	115	79	80	51	18	8	5	1	15	46	47	57	108	100	97
None	43%	26%	52%	49%	66%	37%	31%	19%	14%	16%	14%	20%	43%	35%	22%	54%	49%	42%
1-5%	13%	10%	11%	20%	6%	13%	12%	15%	10%	9%	10%	31%	27%	17%	10%	6%	7%	17%
6-10%	9%	16%	21%	3%	8%	10%	4%	11%	16%	15%	9%	0%	0%	7%	16%	11%	15%	5%
11-20%	11%	11%	0%	9%	2%	17%	22%	28%	10%	19%	14%	33%	2%	10%	21%	12%	11%	6%
21-30%	7%	5%	16%	6%	5%	5%	5%	9%	13%	13%	14%	0%	5%	16%	9%	8%	2%	7%
31-40%	3%	0%	0%	3%	0%	3%	8%	2%	12%	12%	10%	0%	0%	2%	3%	2%	7%	0%
41-50%	3%	5%	0%	0%	0%	4%	7%	7%	8%	6%	8%	1%	5%	8%	2%	3%	3%	0%
51-60%	1%	6%	0%	0%	0%	0%	3%	3%	3%	0%	8%	0%	0%	0%	0%	1%	5%	0%
61-70%	3%	9%	0%	0%	5%	0%	1%	3%	7%	5%	5%	0%	6%	0%	7%	3%	0%	3%
71-80%	1%	0%	0%	0%	0%	4%	0%	1%	3%	5%	4%	0%	0%	6%	0%	0%	0%	0%
81-90%	1%	0%	0%	0%	3%	2%	3%	0%	3%	2%	1%	0%	5%	0%	0%	0%	1%	2%
91-100%	2%	6%	0%	0%	3%	2%	1%	2%	1%	0%	1%	14%	0%	0%	3%	0%	0%	5%
Don t know	4%	5%	0%	9%	3%	3%	1%	0%	0%	0%	0%	0%	8%	0%	6%	0%	0%	13%

Note:

BASE: Companies with an online search advertising budget

Fieldwork: 6th Jul - 15th Jul 2023

Data weighted by iprvince and business size to Nationally Representative Proportions

(49.B) Roughly, what proportion of your search advertising budget is targeted at international or foreign customers?

		Company Type			Annual Revenue													
	Total	Private sector	Charity	Government or public sector organization	Under $50,000	$50,000 to $99,999	$100,000 to $499,999	$500,00 to $999,999	$1 million to $1.99 million	$2 million to $4.99 million	$5 million to $9.9 million	$10 million to $24.9 million	$25 million to $49.9 million	$50 million to $99.9 million	$100 million to $249.9 million	$250 million to $499.9 million	$500 million to $1 billion	Over $1 billion
Unweighted	626	522	23	57	26	31	48	48	62	65	57	47	37	45	40	30	38	46
Weighted	470	383	26	19	78	81	102	59	48	40	23	15	6	4	2	3	1	2
None	43%	43%	39%	24%	35%	54%	46%	49%	47%	38%	41%	25%	27%	3%	1%	17%	17%	4%
1-5%	13%	11%	28%	25%	18%	7%	19%	16%	3%	13%	6%	5%	21%	0%	6%	49%	3%	1%
6-10%	9%	10%	0%	19%	12%	10%	8%	5%	2%	11%	12%	5%	7%	9%	1%	5%	26%	1%
11-20%	11%	11%	11%	14%	5%	0%	13%	13%	23%	15%	10%	29%	36%	32%	39%	5%	2%	2%
21-30%	7%	8%	1%	1%	5%	13%	6%	3%	2%	14%	8%	2%	3%	16%	20%	0%	12%	2%
31-40%	3%	3%	0%	10%	0%	1%	1%	0%	13%	3%	7%	2%	0%	10%	1%	14%	14%	1%
41-50%	3%	3%	8%	1%	5%	0%	1%	1%	4%	2%	4%	26%	0%	1%	7%	4%	13%	0%
51-60%	1%	2%	0%	0%	0%	0%	0%	7%	1%	0%	0%	5%	0%	9%	1%	0%	3%	0%
61-70%	3%	2%	1%	4%	8%	3%	1%	3%	1%	0%	0%	1%	0%	10%	24%	0%	1%	0%
71-80%	1%	1%	0%	1%	4%	0%	0%	0%	0%	0%	0%	0%	2%	6%	1%	5%	9%	0%
81-90%	1%	1%	3%	0%	0%	0%	3%	3%	0%	2%	1%	0%	2%	4%	0%	0%	0%	0%
91-100%	2%	2%	1%	0%	0%	7%	0%	0%	0%	0%	4%	1%	0%	0%	0%	0%	1%	88%
Don t know	4%	3%	8%	0%	9%	4%	4%	0%	4%	2%	9%	0%	0%	0%	0%	0%	0%	0%

Note:

BASE: Companies with an online search advertising budget

Fieldwork: 6th Jul - 15th Jul 2023

Data weighted by iprvince and business size to Nationally Representative Proportions

(49.C) Roughly, what proportion of your search advertising budget is targeted at international or foreign customers?

		Province											Revenue Growth					
	Total	Alberta	British Columbia	Manitoba	New Brunswick	Newfoundland and Labrador	Nova Scotia	Ontario	Prince Edward Island	Quebec	Saskatchewan	Nunavut/Yukon/Northwest Territories	Stayed about the same size, or shrunk	Grown by 2-5% a year	Grown by 6-10%	Grown by 11-20%	Grown by 21-50%	Grown by over 50%
Unweighted	626	83	90	13	10	3	15	250	0	136	23	3	269	159	106	50	24	11
Weighted	470	56	68	10	15	1	18	183	0	103	16	1	298	83	47	11	16	9
None	43%	66%	46%	66%	6%	0%	58%	35%	*	39%	58%	0%	41%	62%	30%	55%	33%	25%
1-5%	13%	6%	8%	0%	66%	0%	17%	10%	*	19%	1%	0%	13%	13%	18%	9%	9%	0%
6-10%	9%	9%	1%	15%	1%	0%	0%	14%	*	8%	16%	27%	11%	5%	8%	3%	1%	0%
11-20%	11%	4%	7%	1%	6%	46%	17%	17%	*	8%	9%	27%	10%	9%	14%	12%	3%	42%
21-30%	7%	5%	7%	2%	0%	54%	1%	11%	*	5%	1%	0%	6%	6%	7%	5%	47%	0%
31-40%	3%	1%	4%	0%	1%	0%	5%	2%	*	5%	0%	46%	1%	4%	9%	8%	1%	0%
41-50%	3%	1%	1%	15%	0%	0%	1%	4%	*	3%	0%	0%	2%	0%	7%	0%	6%	25%
51-60%	1%	0%	1%	0%	0%	0%	0%	0%	*	4%	0%	0%	2%	0%	1%	1%	0%	0%
61-70%	3%	3%	3%	0%	0%	0%	0%	1%	*	4%	15%	0%	4%	0%	1%	3%	0%	8%
71-80%	1%	0%	0%	0%	19%	0%	0%	0%	*	0%	0%	0%	0%	0%	6%	2%	0%	0%
81-90%	1%	3%	4%	0%	0%	0%	1%	0%	*	0%	0%	0%	1%	0%	0%	1%	0%	0%
91-100%	2%	3%	5%	1%	0%	0%	0%	0%	*	3%	1%	0%	3%	0%	0%	0%	1%	0%
Don t know	4%	0%	12%	0%	0%	0%	0%	5%	*	2%	0%	0%	7%	0%	0%	0%	0%	0%

Note:

BASE: Companies with an online search advertising budget

Fieldwork: 6th Jul - 15th Jul 2023

Data weighted by iprvince and business size to Nationally Representative Proportions

(50.A) You said earlier that your business uses Google Cloud s technologies. Which, if any, of the following purposes does your business use Google Cloud s technologies for?Please select all that apply.

		Employee Number										Company Age						
	Total	None Sole proprietor	1	2-4	5-9	10-19	20-49	50-99	100-249	250-499	500+	Less than a year	1-2 years	2-3 years	3-5 years	5-10 years	10-20 years	Over 20 years
Unweighted	632	28	14	32	36	46	69	91	70	41	205	5	23	30	69	131	161	209
Weighted	510	100	48	113	72	95	48	19	8	5	1	8	44	45	73	109	110	120
Online data storage or file sharing	80%	93%	74%	81%	77%	77%	70%	77%	63%	72%	65%	100%	76%	65%	77%	82%	82%	82%
Creating online documents	49%	51%	19%	67%	47%	43%	46%	43%	49%	40%	38%	100%	49%	45%	51%	46%	58%	39%
Distributing or receiving data from external customers	31%	12%	27%	41%	15%	46%	39%	29%	43%	37%	35%	21%	27%	25%	30%	41%	33%	23%
Running your business s internal applications	26%	15%	30%	25%	28%	31%	29%	27%	36%	43%	38%	18%	33%	29%	25%	23%	37%	16%
Analysing and understanding data to inform business decisions	19%	11%	10%	13%	22%	26%	33%	36%	37%	49%	42%	18%	35%	17%	21%	22%	22%	9%
Hosting meetings or company town halls	17%	4%	5%	20%	26%	25%	12%	19%	32%	31%	28%	79%	5%	25%	13%	16%	25%	9%
Running your business s external or customer facing applications	13%	8%	7%	9%	5%	19%	32%	25%	26%	22%	33%	18%	9%	6%	25%	16%	16%	6%
None of the above	2%	4%	0%	0%	0%	4%	1%	1%	4%	0%	3%	0%	8%	0%	0%	1%	2%	2%
Don't Know	2%	0%	15%	0%	5%	0%	1%	1%	1%	3%	1%	0%	0%	8%	0%	2%	0%	5%

Note:

BASE: Companies that use Google Cloud

Fieldwork: 6th Jul - 15th Jul 2023

Data weighted by iprvince and business size to Nationally Representative Proportions

(50.B) You said earlier that your business uses Google Cloud s technologies. Which, if any, of the following purposes does your business use Google Cloud s technologies for?Please select all that apply.

		Company Type			Annual Revenue													
	Total	Private sector	Charity	Government or public sector or-ganization	Under $50,000	$50,000 to $99,999	$100,000 to $499,999	$500,00 to $999,999	$1 million to $1.99 million	$2 million to $4.99 million	$5 million to $9.9 million	$10 million to $24.9 million	$25 million to $49.9 million	$50 million to $99.9 million	$100 million to $249.9 million	$250 million to $499.9 million	$500 million to $1 billion	Over $1 billion
Unweighted	632	517	28	61	35	30	55	43	54	65	61	44	40	46	39	31	35	35
Weighted	510	413	35	21	104	70	122	61	38	42	25	18	10	4	2	2	1	0
Online data storage or file sharing	80%	83%	76%	52%	92%	67%	80%	76%	88%	72%	79%	75%	68%	56%	60%	98%	70%	70%
Creating online documents	49%	46%	80%	46%	58%	50%	42%	48%	52%	28%	41%	67%	64%	32%	51%	63%	54%	37%
Distributing or receiving data from external customers	31%	29%	33%	43%	22%	42%	32%	26%	49%	18%	37%	30%	27%	44%	49%	48%	50%	26%
Running your business s internal applications	26%	23%	47%	27%	28%	26%	24%	20%	31%	29%	28%	36%	15%	25%	43%	65%	45%	35%
Analysing and understanding data to inform business decisions	19%	19%	27%	24%	5%	16%	23%	13%	34%	16%	27%	55%	19%	37%	51%	58%	36%	55%
Hosting meetings or company town halls	17%	15%	44%	21%	17%	8%	19%	18%	20%	11%	26%	9%	30%	15%	33%	52%	40%	14%
Running your business s external or customer facing applications	13%	14%	7%	12%	13%	9%	7%	12%	26%	19%	24%	26%	7%	15%	52%	66%	20%	34%
None of the above	2%	2%	4%	0%	0%	0%	4%	0%	1%	7%	1%	0%	0%	0%	0%	0%	1%	2%
Don't Know	2%	2%	0%	10%	0%	9%	4%	0%	0%	0%	0%	1%	0%	3%	0%	0%	0%	0%

Note:

BASE: Companies that use Google Cloud

Fieldwork: 6th Jul - 15th Jul 2023

Data weighted by iprvince and business size to Nationally Representative Proportions

(50.C) You said earlier that your business uses Google Cloud s technologies. Which, if any, of the following purposes does your business use Google Cloud s technologies for?Please select all that apply.

		Province											Revenue Growth					
	Total	Alberta	British Columbia	Manitoba	New Brunswick	Newfoundland and Labrador	Nova Scotia	Ontario	Prince Edward Island	Quebec	Saskatchewan	Nunavut/Yukon/Northwest Territories	Stayed about the same size, or shrunk	Grown by 2-5% a year	Grown by 6-10%	Grown by 11-20%	Grown by 21-50%	Grown by over 50%
Unweighted	632	75	96	14	9	4	12	259	0	141	21	1	279	152	99	46	26	10
Weighted	510	47	79	10	14	1	17	213	0	110	19	0	322	80	55	14	22	5
Online data storage or file sharing	80%	80%	77%	83%	91%	46%	78%	81%	*	79%	71%	100%	79%	80%	80%	92%	85%	59%
Creating online documents	49%	66%	57%	57%	57%	0%	78%	42%	*	46%	31%	100%	49%	51%	40%	50%	38%	95%
Distributing or receiving data from external customers	31%	24%	47%	72%	8%	0%	32%	32%	*	22%	9%	0%	32%	25%	20%	11%	66%	41%
Running your business s internal applications	26%	26%	26%	55%	56%	74%	55%	25%	*	17%	14%	0%	26%	26%	21%	29%	28%	82%
Analysing and understanding data to inform business decisions	19%	15%	18%	16%	37%	26%	9%	24%	*	16%	8%	0%	19%	17%	34%	14%	12%	14%
Hosting meetings or company town halls	17%	17%	18%	17%	55%	72%	16%	16%	*	12%	14%	0%	17%	14%	20%	20%	12%	0%
Running your business s external or customer facing applications	13%	20%	13%	32%	0%	0%	44%	13%	*	9%	0%	100%	13%	13%	16%	16%	4%	18%
None of the above	2%	0%	0%	0%	0%	0%	0%	3%	*	1%	8%	0%	2%	0%	1%	0%	0%	0%
Don't Know	2%	0%	3%	0%	0%	0%	0%	4%	*	0%	8%	0%	2%	5%	0%	0%	0%	0%

Note:

BASE: Companies that use Google Cloud

Fieldwork: 6th Jul - 15th Jul 2023

Data weighted by iprvince and business size to Nationally Representative Proportions

(51.A) Which, if any, of the following benefits has your business experienced from the use of Google Cloud technologies?

		Employee Number										Company Age						
	Total	None Sole proprietor	1	2-4	5-9	10-19	20-49	50-99	100-249	250-499	500+	Less than a year	1-2 years	2-3 years	3-5 years	5-10 years	10-20 years	Over 20 years
Unweighted	632	28	14	32	36	46	69	91	70	41	205	5	23	30	69	131	161	209
Weighted	510	100	48	113	72	95	48	19	8	5	1	8	44	45	73	109	110	120
Store larger amounts of data	69%	76%	58%	79%	64%	58%	74%	68%	68%	64%	65%	100%	75%	67%	61%	65%	83%	61%
Lower costs	43%	33%	35%	39%	42%	57%	53%	52%	40%	53%	46%	21%	32%	36%	62%	54%	43%	30%
Improved carbon footprint	27%	28%	13%	21%	26%	35%	34%	28%	43%	26%	32%	21%	32%	23%	26%	36%	19%	27%
Enhance the security of your IT infrastructure	23%	7%	21%	5%	27%	39%	46%	54%	44%	36%	53%	18%	12%	24%	23%	28%	31%	16%
None of the above	5%	10%	0%	6%	5%	3%	4%	1%	3%	3%	4%	0%	8%	0%	3%	1%	3%	13%
Don't Know	6%	7%	15%	2%	5%	7%	4%	3%	1%	5%	3%	0%	8%	8%	0%	5%	0%	14%

Note:

BASE: Companies that use Google Cloud

Fieldwork: 6th Jul - 15th Jul 2023

Data weighted by iprvince and business size to Nationally Representative Proportions

(51.B) Which, if any, of the following benefits has your business experienced from the use of Google Cloud technologies?

		Company Type			Annual Revenue													
	Total	Private sector	Charity	Government or public sector organization	Under $50,000	$50,000 to $99,999	$100,000 to $499,999	$500,00 to $999,999	$1 million to $1.99 million	$2 million to $4.99 million	$5 million to $9.9 million	$10 million to $24.9 million	$25 million to $49.9 million	$50 million to $99.9 million	$100 million to $249.9 million	$250 million to $499.9 million	$500 million to $1 billion	Over $1 billion
Unweighted	632	517	28	61	35	30	55	43	54	65	61	44	40	46	39	31	35	35
Weighted	510	413	35	21	104	70	122	61	38	42	25	18	10	4	2	2	1	0
Store larger amounts of data	69%	69%	66%	57%	79%	62%	62%	78%	59%	60%	67%	85%	62%	68%	96%	73%	76%	72%
Lower costs	43%	44%	52%	43%	33%	42%	45%	43%	65%	33%	61%	46%	44%	37%	57%	85%	33%	49%
Improved carbon footprint	27%	26%	33%	26%	25%	33%	22%	24%	25%	36%	30%	45%	19%	18%	71%	63%	40%	38%
Enhance the security of your IT infrastructure	23%	26%	8%	11%	10%	8%	20%	21%	53%	47%	48%	33%	34%	34%	50%	53%	34%	51%
None of the above	5%	5%	14%	1%	2%	10%	4%	6%	4%	8%	11%	0%	1%	0%	0%	0%	0%	5%
Don't Know	6%	5%	0%	11%	7%	9%	6%	0%	6%	7%	0%	1%	22%	17%	1%	0%	1%	0%

Note:

BASE: Companies that use Google Cloud

Fieldwork: 6th Jul - 15th Jul 2023

Data weighted by iprvince and business size to Nationally Representative Proportions

(51.C) Which, if any, of the following benefits has your business experienced from the use of Google Cloud technologies?

		Province											Revenue Growth					
	Total	Alberta	British Columbia	Manitoba	New Brunswick	Newfoundland and Labrador	Nova Scotia	Ontario	Prince Edward Island	Quebec	Saskatchewan	Nunavut/Yukon/Northwest Territories	Stayed about the same size, or shrunk	Grown by 2-5% a year	Grown by 6-10%	Grown by 11-20%	Grown by 21-50%	Grown by over 50%
Unweighted	632	75	96	14	9	4	12	259	0	141	21	1	279	152	99	46	26	10
Weighted	510	47	79	10	14	1	17	213	0	110	19	0	322	80	55	14	22	5
Store larger amounts of data	69%	81%	69%	85%	99%	26%	100%	63%	*	72%	38%	100%	68%	77%	71%	44%	53%	100%
Lower costs	43%	34%	48%	31%	0%	0%	76%	49%	*	37%	23%	0%	45%	38%	35%	55%	56%	55%
Improved carbon footprint	27%	21%	20%	67%	1%	26%	25%	36%	*	22%	0%	0%	28%	22%	27%	23%	31%	55%
Enhance the security of your IT infrastructure	23%	21%	18%	47%	1%	72%	41%	30%	*	13%	14%	100%	18%	34%	26%	41%	35%	41%
None of the above	5%	4%	11%	0%	0%	1%	0%	3%	*	4%	28%	0%	6%	5%	6%	0%	0%	0%
Don't Know	6%	2%	5%	0%	0%	0%	0%	9%	*	1%	20%	0%	6%	7%	1%	20%	0%	0%

Note:

BASE: Companies that use Google Cloud

Fieldwork: 6th Jul - 15th Jul 2023

Data weighted by iprvince and business size to Nationally Representative Proportions

(52.A) You said earlier that your business does not use Google s Cloud technologies. Why is that?Select all that apply.

		Employee Number										Company Age						
	Total	None Sole proprietor	1	2-4	5-9	10-19	20-49	50-99	100-249	250-499	500+	Less than a year	1-2 years	2-3 years	3-5 years	5-10 years	10-20 years	Over 20 years
Unweighted	322	38	15	36	37	20	33	26	18	15	82	5	11	12	15	40	66	170
Weighted	454	127	53	126	73	41	23	5	2	2	1	16	23	28	23	71	118	171
Don t Know	8%	3%	14%	12%	10%	5%	5%	8%	5%	28%	17%	0%	16%	2%	6%	3%	11%	10%
I do not trust Google	7%	5%	0%	10%	11%	4%	0%	7%	16%	12%	6%	23%	9%	13%	1%	1%	9%	6%
There is no use for cloud technology in my business	50%	50%	66%	52%	46%	38%	42%	27%	27%	13%	12%	23%	40%	13%	74%	58%	48%	53%
We already use another provider	23%	27%	7%	18%	16%	49%	32%	54%	51%	54%	65%	19%	16%	39%	14%	28%	15%	27%
I don t know what Google Cloud / cloud technology is	11%	14%	14%	11%	8%	0%	10%	4%	0%	5%	1%	0%	28%	20%	21%	15%	6%	8%
Other (please specify)	7%	5%	0%	3%	20%	12%	13%	0%	0%	0%	3%	36%	0%	13%	0%	0%	12%	5%

Note:

BASE: Companies that don't use Google Cloud

Fieldwork: 6th Jul - 15th Jul 2023

Data weighted by iprvince and business size to Nationally Representative Proportions

(52.B) You said earlier that your business does not use Google s Cloud technologies. Why is that?Select all that apply.

		Company Type			Annual Revenue													
	Total	Private sector	Charity	Government or public sector or-ganization	Under $50,000	$50,000 to $99,999	$100,000 to $499,999	$500,00 to $999,999	$1 million to $1.99 million	$2 million to $4.99 million	$5 million to $9.9 million	$10 million to $24.9 million	$25 million to $49.9 million	$50 million to $99.9 million	$100 million to $249.9 million	$250 million to $499.9 million	$500 million to $1 billion	Over $1 billion
Unweighted	322	262	11	43	32	24	43	28	31	20	12	22	13	8	10	11	11	39
Weighted	454	402	26	11	102	77	113	48	49	19	6	6	2	1	3	1	0	2
Don t Know	8%	8%	14%	2%	7%	5%	5%	7%	18%	0%	2%	8%	15%	25%	9%	0%	9%	2%
I do not trust Google	7%	8%	0%	0%	4%	11%	14%	5%	0%	1%	2%	0%	11%	13%	0%	15%	0%	1%
There is no use for cloud technology in my business	50%	47%	71%	72%	45%	68%	57%	41%	47%	24%	40%	34%	17%	14%	0%	30%	19%	1%
We already use another provider	23%	24%	15%	24%	23%	18%	12%	21%	35%	60%	56%	57%	20%	60%	91%	55%	72%	7%
I don t know what Google Cloud / cloud technology is	11%	11%	0%	9%	22%	7%	8%	19%	1%	5%	0%	1%	37%	0%	0%	0%	9%	0%
Other (please specify)	7%	8%	0%	0%	7%	0%	9%	17%	3%	11%	0%	0%	0%	0%	0%	0%	0%	90%

Note:

BASE: Companies that don't use Google Cloud

Fieldwork: 6th Jul - 15th Jul 2023

Data weighted by iprvince and business size to Nationally Representative Proportions

(52.C) You said earlier that your business does not use Google s Cloud technologies. Why is that?Select all that apply.

		Province											Revenue Growth					
	Total	Alberta	British Columbia	Manitoba	New Brunswick	Newfoundland and Labrador	Nova Scotia	Ontario	Prince Edward Island	Quebec	Saskatchewan	Nunavut/Yukon/Northwest Territories	Stay/Not about the same size, or shrunk	Grown by 2-5% a year	Grown by 6-10%	Grown by 11-20%	Grown by 21-50%	Grown by over 50%
Unweighted	322	46	55	6	3	1	5	125	0	58	21	2	183	46	40	24	7	6
Weighted	454	70	76	6	1	3	11	167	0	93	27	0	298	58	31	22	13	18
Don t Know	8%	0%	10%	0%	14%	0%	0%	9%	*	11%	15%	0%	8%	4%	12%	7%	0%	21%
I do not trust Google	7%	15%	5%	0%	0%	0%	0%	4%	*	8%	9%	0%	7%	8%	0%	0%	0%	21%
There is no use for cloud technology in my business	50%	49%	45%	97%	0%	0%	90%	52%	*	53%	26%	0%	54%	50%	36%	48%	46%	0%
We already use another provider	23%	29%	25%	3%	1%	0%	2%	20%	*	24%	31%	100%	19%	27%	41%	32%	54%	38%
I don t know what Google Cloud / cloud technology is	11%	16%	11%	0%	0%	0%	9%	9%	*	8%	19%	0%	10%	17%	17%	3%	0%	0%
Other (please specify)	7%	8%	11%	0%	85%	100%	0%	6%	*	5%	0%	0%	9%	2%	0%	10%	0%	20%

Note:

BASE: Companies that don't use Google Cloud

Fieldwork: 6th Jul - 15th Jul 2023

Data weighted by iprvince and business size to Nationally Representative Proportions

(53.A) There have recently been new products and innovations related to Artificial Intelligence or AI . This is a growing range of technologies that enables computers to recognize patterns and carry out tasks as humans might (such as translating spoken and written language, analysing data or making recommendations). How much would you say you know about AI ?

		Employee Number										Company Age						
	Total	None Sole proprietor	1	2-4	5-9	10-19	20-49	50-99	100-249	250-499	500+	Less than a year	1-2 years	2-3 years	3-5 years	5-10 years	10-20 years	Over 20 years
Unweighted	1001	67	30	70	78	70	110	123	88	57	306	11	37	43	88	174	233	406
Weighted	1001	230	104	246	155	144	77	25	10	7	2	27	72	75	104	183	232	304
I know a lot about AI	9%	6%	0%	10%	10%	12%	15%	10%	18%	21%	26%	8%	8%	12%	20%	12%	7%	5%
I know a moderate amount about AI	24%	21%	30%	21%	19%	26%	32%	42%	42%	41%	38%	48%	33%	31%	34%	21%	21%	19%
I know a little about AI	51%	56%	60%	47%	54%	47%	39%	41%	34%	34%	30%	44%	46%	48%	43%	49%	50%	57%
I know nothing at all about AI	14%	16%	6%	18%	17%	13%	11%	5%	4%	3%	4%	0%	13%	8%	2%	15%	22%	16%
Don t Know	2%	0%	3%	4%	0%	1%	4%	2%	2%	1%	2%	0%	0%	0%	0%	3%	0%	4%

Note:

BASE: All Respondents

Fieldwork: 6th Jul - 15th Jul 2023

Data weighted by iprvince and business size to Nationally Representative Proportions

(53.B) There have recently been new products and innovations related to Artificial Intelligence or AI . This is a growing range of technologies that enables computers to recognize patterns and carry out tasks as humans might (such as translating spoken and written language, analysing data or making recommendations). How much would you say you know about AI ?

		Company Type			Annual Revenue												
	Total	Private sector	Charity	Government or public sector or-ganization	Under $50,000	$50,000 to $99,999	$100,000 to $499,999	$500,00 to $999,999	$1 million to $1.99 million	$2 million to $4.99 million	$5 million to $9.9 million	$10 million to $24.9 million	$25 million to $49.9 million	$50 million to $99.9 million	$100 million to $249.9 million	$250 million to $499.9 million	$500 million to $1 billion	Over $1 billion
Unweighted	1001	819	39	109	68	56	100	75	88	88	77	70	55	56	51	43	48	81
Weighted	1001	848	61	32	209	153	240	114	90	65	36	26	13	5	4	3	1	3
I know a lot about AI	9%	8%	25%	10%	5%	0%	14%	11%	9%	14%	10%	14%	21%	11%	15%	40%	45%	84%
I know a moderate amount about AI	24%	24%	22%	11%	19%	39%	22%	14%	25%	25%	37%	26%	36%	37%	29%	30%	39%	9%
I know a little about AI	51%	51%	41%	68%	62%	38%	52%	58%	51%	43%	44%	52%	35%	38%	53%	23%	16%	6%
I know nothing at all about AI	14%	14%	7%	11%	14%	20%	11%	15%	13%	16%	7%	8%	6%	14%	2%	8%	0%	0%
Don t Know	2%	2%	6%	1%	0%	2%	1%	2%	2%	1%	2%	0%	2%	0%	0%	0%	0%	1%

Note:

BASE: All Respondents

Fieldwork: 6th Jul - 15th Jul 2023

Data weighted by iprvince and business size to Nationally Representative Proportions

(53.C) There have recently been new products and innovations related to Artificial Intelligence or AI . This is a growing range of technologies that enables computers to recognize patterns and carry out tasks as humans might (such as translating spoken and written language, analysing data or making recommendations). How much would you say you know about AI ?

		Province											Revenue Growth					
	Total	Alberta	British Columbia	Manitoba	New Brunswick	Newfoundland and Labrador	Nova Scotia	Ontario	Prince Edward Island	Quebec	Saskatchewan	Nunavut/Yukon/Northwest Territories	Stay/No about the same size, or shrunk	Grown by 2-5% a year	Grown by 6-10%	Grown by 11-20%	Grown by 21-50%	Grown by over 50%
Unweighted	1001	133	156	22	12	5	17	401	0	207	45	3	479	209	142	75	34	17
Weighted	1001	129	160	17	15	3	28	388	0	212	48	1	641	147	87	36	35	25
I know a lot about AI	9%	2%	8%	0%	1%	0%	11%	12%	*	11%	0%	0%	9%	3%	18%	15%	7%	23%
I know a moderate amount about AI	24%	27%	25%	43%	38%	100%	15%	19%	*	31%	20%	100%	21%	23%	36%	36%	46%	15%
I know a little about AI	51%	52%	51%	48%	60%	0%	57%	51%	*	49%	49%	0%	51%	62%	35%	27%	42%	62%
I know nothing at all about AI	14%	16%	11%	9%	0%	0%	17%	18%	*	9%	25%	0%	16%	12%	11%	15%	6%	0%
Don t Know	2%	3%	5%	0%	1%	0%	0%	1%	*	1%	5%	0%	2%	0%	0%	7%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 6th Jul - 15th Jul 2023

Data weighted by iprvince and business size to Nationally Representative Proportions

(54.A) In general, how likely do you think it is that your business or employer will explore AI tools more in the next year?

		Employee Number										Company Age						
	Total	None Sole proprietor	1	2-4	5-9	10-19	20-49	50-99	100-249	250-499	500+	Less than a year	1-2 years	2-3 years	3-5 years	5-10 years	10-20 years	Over 20 years
Unweighted	1001	67	30	70	78	70	110	123	88	57	306	11	37	43	88	174	233	406
Weighted	1001	230	104	246	155	144	77	25	10	7	2	27	72	75	104	183	232	304
Very likely	12%	12%	10%	11%	5%	15%	21%	22%	31%	36%	35%	27%	14%	19%	22%	15%	8%	8%
Somewhat likely	22%	15%	19%	20%	20%	32%	23%	35%	39%	33%	38%	6%	30%	25%	23%	27%	24%	14%
Neither likely or unlikely	19%	21%	17%	20%	17%	19%	22%	16%	17%	16%	10%	34%	23%	32%	21%	11%	15%	21%
Somewhat unlikely	13%	15%	16%	6%	15%	18%	11%	12%	6%	3%	7%	11%	7%	8%	11%	11%	17%	14%
Very unlikely	31%	34%	37%	36%	41%	16%	20%	12%	8%	11%	5%	21%	22%	11%	23%	33%	31%	40%
Don t know	3%	2%	0%	7%	3%	0%	3%	3%	0%	1%	4%	0%	3%	6%	0%	2%	4%	4%
Total Likely:	34%	28%	29%	31%	25%	47%	44%	57%	70%	69%	73%	33%	45%	43%	45%	43%	33%	22%
Total Unlikely:	44%	49%	54%	41%	55%	34%	31%	23%	14%	14%	13%	33%	29%	19%	35%	44%	48%	54%
Net:	-10%	-21%	-24%	-10%	-30%	14%	13%	34%	56%	55%	60%	0%	16%	25%	10%	-1%	-15%	-33%

Note:

BASE: All Respondents

Fieldwork: 6th Jul - 15th Jul 2023

Data weighted by iprvince and business size to Nationally Representative Proportions

(54.B) In general, how likely do you think it is that your business or employer will explore AI tools more in the next year?

		Company Type			Annual Revenue													
	Total	Private sector	Charity	Government or public sector or-ganization	Under $50,000	$50,000 to $99,999	$100,000 to $499,999	$500,00 to $999,999	$1 million to $1.99 million	$2 million to $4.99 million	$5 million to $9.9 million	$10 million to $24.9 million	$25 million to $49.9 million	$50 million to $99.9 million	$100 million to $249.9 million	$250 million to $499.9 million	$500 million to $1 billion	Over $1 billion
Unweighted	1001	819	39	109	68	56	100	75	88	88	77	70	55	56	51	43	48	81
Weighted	1001	848	61	32	209	153	240	114	90	65	36	26	13	5	4	3	1	3
Very likely	12%	13%	7%	10%	14%	16%	8%	6%	17%	12%	23%	25%	21%	45%	24%	67%	48%	7%
Somewhat likely	22%	20%	27%	47%	9%	16%	30%	31%	26%	24%	20%	31%	35%	26%	21%	7%	48%	8%
Neither likely or unlikely	19%	19%	26%	1%	22%	20%	15%	22%	11%	37%	19%	7%	31%	24%	3%	5%	2%	1%
Somewhat unlikely	13%	12%	11%	18%	16%	9%	11%	13%	19%	11%	15%	10%	7%	0%	0%	7%	1%	1%
Very unlikely	31%	33%	29%	17%	37%	37%	34%	26%	27%	16%	18%	13%	4%	5%	52%	15%	1%	82%
Don t know	3%	3%	0%	7%	2%	2%	4%	2%	1%	0%	4%	14%	2%	0%	0%	0%	0%	1%
Total Likely:	34%	33%	34%	57%	22%	32%	37%	37%	43%	36%	44%	56%	56%	70%	45%	73%	96%	15%
Total Unlikely:	44%	45%	40%	34%	54%	46%	44%	39%	46%	26%	33%	23%	11%	6%	53%	22%	2%	83%
Net:	-10%	-12%	-7%	23%	-31%	-14%	-7%	-2%	-3%	10%	11%	33%	45%	65%	-8%	51%	94%	-68%

Note:

BASE: All Respondents

Fieldwork: 6th Jul - 15th Jul 2023

Data weighted by iprvince and business size to Nationally Representative Proportions

(54.C) In general, how likely do you think it is that your business or employer will explore AI tools more in the next year?

		Province											Revenue Growth					
	Total	Alberta	British Columbia	Manitoba	New Brunswick	Newfoundland and Labrador	Nova Scotia	Ontario	Prince Edward Island	Quebec	Saskatchewan	Nunavut/Yukon/Northwest Territories	Stayed about the same size, or shrunk	Grown by 2-5% a year	Grown by 6-10%	Grown by 11-20%	Grown by 21-50%	Grown by over 50%
Unweighted	1001	133	156	22	12	5	17	401	0	207	45	3	479	209	142	75	34	17
Weighted	1001	129	160	17	15	3	28	388	0	212	48	1	641	147	87	36	35	25
Very likely	12%	11%	12%	1%	7%	0%	29%	13%	*	13%	5%	27%	12%	9%	16%	10%	14%	37%
Somewhat likely	22%	20%	18%	26%	53%	18%	2%	23%	*	20%	32%	46%	21%	25%	29%	12%	13%	35%
Neither likely or unlikely	19%	12%	25%	23%	33%	0%	3%	20%	*	22%	12%	27%	17%	24%	17%	8%	43%	15%
Somewhat unlikely	13%	13%	12%	17%	0%	0%	14%	11%	*	17%	11%	0%	13%	10%	13%	28%	12%	0%
Very unlikely	31%	40%	29%	32%	6%	82%	35%	32%	*	27%	30%	0%	35%	27%	18%	42%	17%	14%
Don t know	3%	5%	4%	1%	0%	0%	17%	2%	*	1%	10%	0%	2%	6%	7%	0%	2%	0%
Total Likely:	34%	31%	30%	27%	60%	18%	31%	36%	*	34%	37%	73%	33%	34%	45%	21%	26%	72%
Total Unlikely:	44%	52%	42%	49%	6%	82%	49%	43%	*	44%	41%	0%	48%	37%	31%	70%	29%	14%
Net:	-10%	-21%	-11%	-23%	54%	-65%	-18%	-6%	*	-10%	-4%	73%	-15%	-3%	14%	-49%	-2%	58%

Note:

BASE: All Respondents

Fieldwork: 6th Jul - 15th Jul 2023

Data weighted by iprvince and business size to Nationally Representative Proportions

(55.A) You said it is unlikely your business will explore AI tools more in the next year. Why is that?Select all that apply.

		Employee Number										Company Age						
	Total	None Sole proprietor	1	2-4	5-9	10-19	20-49	50-99	100-249	250-499	500+	Less than a year	1-2 years	2-3 years	3-5 years	5-10 years	10-20 years	Over 20 years
Unweighted	269	33	16	29	43	24	34	29	12	8	40	4	8	6	22	40	61	127
Weighted	437	112	56	102	86	49	24	6	1	1	0	9	20	14	36	81	112	165
I don t think it would be of any use to us	63%	68%	63%	67%	58%	58%	48%	58%	50%	62%	39%	41%	57%	62%	66%	64%	63%	63%
I do not trust AI tools	29%	34%	19%	32%	24%	30%	36%	26%	17%	27%	18%	35%	28%	26%	30%	32%	32%	26%
We have other priorities we need to focus on first	29%	19%	26%	27%	32%	56%	22%	20%	40%	51%	44%	0%	42%	46%	14%	30%	28%	31%
I don t understand what AI is or does	15%	31%	18%	14%	4%	0%	3%	13%	8%	0%	10%	0%	33%	18%	1%	22%	11%	15%
I think it would be too expensive to do	15%	19%	6%	11%	21%	13%	11%	17%	8%	0%	20%	0%	9%	20%	7%	29%	14%	11%
Don t Know	0%	0%	0%	0%	0%	0%	3%	4%	8%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Other (please specify)	5%	6%	6%	4%	7%	4%	6%	0%	0%	0%	2%	24%	0%	0%	10%	9%	2%	5%

Note:

BASE: Companies that are unlikely to explore AI tools more in the next year

Fieldwork: 6th Jul - 15th Jul 2023

Data weighted by iprvince and business size to Nationally Representative Proportions

(55.B) You said it is unlikely your business will explore AI tools more in the next year. Why is that?Select all that apply.

		Company Type			Annual Revenue													
	Total	Private sector	Charity	Government or public sector or-ganization	Under $50,000	$50,000 to $99,999	$100,000 to $499,999	$500,00 to $999,999	$1 million to $1.99 million	$2 million to $4.99 million	$5 million to $9.9 million	$10 million to $24.9 million	$25 million to $49.9 million	$50 million to $99.9 million	$100 million to $249.9 million	$250 million to $499.9 million	$500 million to $1 billion	Over $1 billion
Unweighted	269	222	15	23	37	24	43	27	29	21	20	15	6	5	5	6	4	12
Weighted	437	382	25	11	112	70	107	45	41	17	12	6	1	0	2	1	0	2
I don t think it would be of any use to us	63%	64%	64%	62%	64%	64%	66%	61%	62%	75%	25%	56%	39%	98%	90%	17%	50%	1%
I do not trust AI tools	29%	31%	9%	39%	29%	33%	38%	11%	9%	32%	25%	20%	0%	40%	90%	82%	25%	0%
We have other priorities we need to focus on first	29%	28%	42%	24%	27%	20%	23%	32%	54%	13%	74%	18%	52%	42%	99%	0%	50%	2%
I don t understand what AI is or does	15%	14%	0%	0%	30%	10%	15%	13%	0%	1%	2%	8%	0%	2%	0%	0%	0%	0%
I think it would be too expensive to do	15%	13%	38%	21%	20%	3%	8%	26%	16%	1%	48%	44%	0%	0%	90%	1%	0%	1%
Don t Know	0%	0%	0%	2%	0%	1%	0%	0%	0%	0%	0%	0%	9%	0%	0%	0%	0%	0%
Other (please specify)	5%	6%	0%	0%	6%	0%	8%	0%	0%	4%	6%	0%	0%	0%	0%	0%	0%	97%

Note:

BASE: Companies that are unlikely to explore AI tools more in the next year

Fieldwork: 6th Jul - 15th Jul 2023

Data weighted by iprvince and business size to Nationally Representative Proportions

(55.C) You said it is unlikely your business will explore AI tools more in the next year. Why is that?Select all that apply.

		Province											Revenue Growth				
	Total	Alberta	British Columbia	Manitoba	New Brunswick	Newfoundland and Labrador	Nova Scotia	Ontario	Prince Edward Island	Quebec	Saskatchewan	Nunavut/Yukon/Northwest Territories	Stayed about the same size, or shrunk	Grown by 2-5% a year	Grown by 6-10%	Grown by 11-20%	Grown by 21-50%	Grown by over 50%
Unweighted	269	44	42	7	2	1	6	94	0	57	16	0	177	34	18	19	7	3
Weighted	437	67	67	8	1	3	14	165	0	93	20	0	307	54	27	26	10	3
I don t think it would be of any use to us	63%	55%	56%	82%	99%	100%	43%	68%	*	63%	65%	*	58%	78%	61%	93%	29%	94%
I do not trust AI tools	29%	40%	35%	18%	1%	100%	42%	27%	*	18%	24%	*	33%	11%	16%	29%	70%	0%
We have other priorities we need to focus on first	29%	19%	32%	35%	0%	100%	20%	27%	*	36%	28%	*	29%	26%	45%	34%	4%	0%
I don t understand what AI is or does	15%	15%	22%	0%	0%	0%	0%	15%	*	11%	22%	*	17%	13%	13%	0%	0%	6%
I think it would be too expensive to do	15%	9%	18%	0%	0%	0%	22%	18%	*	12%	12%	*	16%	17%	18%	5%	0%	0%
Don t Know	0%	0%	0%	0%	0%	0%	0%	0%	*	0%	0%	*	0%	0%	0%	0%	0%	0%
Other (please specify)	5%	4%	9%	0%	0%	0%	0%	7%	*	3%	7%	*	7%	3%	0%	0%	0%	0%

Note:

BASE: Companies that are unlikely to explore AI tools more in the next year

Fieldwork: 6th Jul - 15th Jul 2023

Data weighted by iprvince and business size to Nationally Representative Proportions

(56.A) You said earlier your business uses artificial intelligence. Does your business currently use it to do the following?Please select all that apply.

		Employee Number										Company Age						
	Total	None Sole proprietor	1	2-4	5-9	10-19	20-49	50-99	100-249	250-499	500+	Less than a year	1-2 years	2-3 years	3-5 years	5-10 years	10-20 years	Over 20 years
Unweighted	376	7	5	10	14	19	30	45	40	29	176	1	16	20	36	78	98	124
Weighted	183	23	17	36	28	39	21	9	5	3	1	4	20	24	34	36	27	34
None of the above - but we use AI for other things	9%	15%	22%	10%	7%	5%	7%	7%	0%	0%	1%	0%	27%	0%	6%	12%	0%	14%
Data analysis	46%	16%	78%	30%	56%	52%	46%	56%	52%	57%	62%	100%	55%	36%	39%	52%	50%	43%
Automate repetitive tasks	40%	43%	36%	39%	41%	42%	33%	41%	53%	35%	45%	100%	40%	48%	12%	30%	67%	37%
Help with drafting/writing documents	40%	53%	43%	51%	37%	33%	27%	29%	49%	30%	29%	100%	50%	47%	30%	42%	33%	28%
Don t know	4%	0%	0%	10%	8%	0%	3%	2%	0%	0%	3%	0%	0%	0%	11%	0%	9%	2%
Information retrieval (e.g. using AI to search the web or internal company data)	36%	58%	15%	20%	29%	49%	47%	27%	38%	55%	34%	0%	43%	60%	30%	36%	49%	21%
Automate customer support	31%	29%	36%	39%	15%	27%	40%	37%	41%	53%	51%	0%	34%	41%	22%	43%	49%	12%
Optimise and maximise marketing and sales activity	21%	0%	21%	20%	14%	27%	30%	28%	38%	39%	30%	100%	4%	24%	18%	37%	18%	12%
Automate other internal systems	18%	0%	0%	10%	43%	16%	23%	30%	44%	56%	35%	0%	11%	9%	11%	36%	27%	15%

Note:

BASE: Companies that use AI or ML

Fieldwork: 6th Jul - 15th Jul 2023

Data weighted by iprvince and business size to Nationally Representative Proportions

(56.B) You said earlier your business uses artificial intelligence. Does your business currently use it to do the following?Please select all that apply.

		Company Type			Annual Revenue												
	Total	Private sector	Charity	Government or public sector organization	Under $50,000	$50,000 to $99,999	$100,000 to $499,999	$500,00 to $999,999	$1 million to $1.99 million	$2 million to $4.99 million	$5 million to $9.9 million	$10 million to $24.9 million	$25 million to $49.9 million	$50 million to $99.9 million	$100 million to $249.9 million	$250 million to $499.9 million	$500 million to $1 billion	Over $1 billion
Unweighted	376	304	9	49	9	12	23	20	29	30	24	26	30	32	33	21	28	49
Weighted	183	145	12	12	24	28	42	16	17	17	15	10	3	3	2	1	1	0
None of the above - but we use AI for other things	9%	9%	0%	2%	0%	26%	14%	0%	15%	4%	0%	0%	8%	0%	0%	0%	0%	2%
Data analysis	46%	50%	53%	41%	53%	22%	44%	41%	39%	57%	54%	92%	65%	31%	60%	67%	97%	66%
Automate repetitive tasks	40%	42%	52%	23%	42%	32%	30%	49%	41%	27%	53%	40%	74%	33%	76%	52%	71%	55%
Help with drafting/writing documents	40%	40%	47%	36%	62%	63%	27%	14%	23%	41%	36%	44%	13%	10%	40%	32%	35%	27%
Don t know	4%	4%	0%	0%	0%	0%	14%	0%	4%	0%	1%	0%	0%	0%	0%	0%	0%	2%
Information retrieval (e.g. using AI to search the web or internal company data)	36%	39%	42%	48%	51%	15%	37%	56%	46%	18%	41%	56%	26%	19%	33%	44%	47%	41%
Automate customer support	31%	32%	48%	14%	30%	48%	28%	39%	34%	23%	12%	16%	57%	73%	30%	78%	44%	46%
Optimise and maximise marketing and sales activity	21%	22%	19%	17%	15%	15%	10%	28%	42%	37%	26%	18%	13%	23%	59%	20%	35%	28%
Automate other internal systems	18%	21%	1%	9%	23%	8%	5%	24%	2%	33%	45%	20%	54%	38%	72%	95%	40%	34%

Note:

BASE: Companies that use AI or ML

Fieldwork: 6th Jul - 15th Jul 2023

Data weighted by iprvince and business size to Nationally Representative Proportions

(56.C) You said earlier your business uses artificial intelligence. Does your business currently use it to do the following?Please select all that apply.

		Province											Revenue Growth					
	Total	Alberta	British Columbia	Manitoba	New Brunswick	Newfoundland and Labrador	Nova Scotia	Ontario	Prince Edward Island	Quebec	Saskatchewan	Nunavut/Yukon/Northwest Territories	Stay/No about the same size, or shrunk	Grown by 2-5% a year	Grown by 6-10%	Grown by 11-20%	Grown by 21-50%	Grown by over 50%
Unweighted	376	45	56	4	3	2	6	165	0	84	10	1	129	95	79	34	17	9
Weighted	183	23	30	0	1	0	1	74	0	45	8	0	94	32	21	5	16	10
None of the above - but we use AI for other things	9%	8%	3%	0%	0%	0%	0%	14%	*	8%	0%	0%	8%	6%	4%	0%	35%	0%
Data analysis	46%	32%	33%	21%	25%	3%	100%	53%	*	47%	67%	0%	47%	44%	64%	50%	17%	62%
Automate repetitive tasks	40%	61%	45%	42%	25%	0%	78%	34%	*	29%	67%	100%	36%	39%	59%	17%	22%	55%
Help with drafting/writing documents	40%	38%	67%	21%	0%	0%	39%	37%	*	29%	32%	0%	36%	43%	23%	37%	38%	75%
Don t know	4%	0%	12%	0%	0%	0%	0%	0%	*	6%	0%	0%	3%	11%	1%	0%	0%	0%
Information retrieval (e.g. using AI to search the web or internal company data)	36%	39%	32%	58%	13%	97%	40%	42%	*	31%	31%	0%	40%	42%	26%	38%	33%	27%
Automate customer support	31%	45%	18%	58%	87%	3%	59%	31%	*	32%	31%	100%	34%	32%	34%	22%	28%	25%
Optimise and maximise marketing and sales activity	21%	14%	28%	64%	0%	0%	1%	29%	*	12%	2%	0%	20%	17%	26%	32%	1%	62%
Automate other internal systems	18%	6%	13%	64%	0%	97%	60%	31%	*	6%	19%	100%	24%	9%	25%	17%	3%	20%

Note:

BASE: Companies that use AI or ML

Fieldwork: 6th Jul - 15th Jul 2023

Data weighted by iprvince and business size to Nationally Representative Proportions

(57.A) In the future, does your business plan to invest in AI tools which take over tasks currently performed by humans?

		Employee Number										Company Age						
	Total	None Sole proprietor	1	2-4	5-9	10-19	20-49	50-99	100-249	250-499	500+	Less than a year	1-2 years	2-3 years	3-5 years	5-10 years	10-20 years	Over 20 years
Unweighted	1001	67	30	70	78	70	110	123	88	57	306	11	37	43	88	174	233	406
Weighted	1001	230	104	246	155	144	77	25	10	7	2	27	72	75	104	183	232	304
Yes, in the next year	10%	11%	7%	6%	4%	16%	15%	11%	23%	30%	27%	8%	28%	15%	9%	11%	6%	7%
Yes, in the next two years	13%	6%	10%	12%	14%	19%	16%	30%	16%	23%	25%	24%	6%	26%	18%	17%	11%	7%
Yes, in the next five years	11%	6%	9%	11%	17%	13%	14%	14%	23%	18%	21%	31%	8%	15%	21%	7%	12%	8%
Yes, in the next ten years	6%	6%	6%	8%	6%	4%	4%	9%	14%	4%	4%	13%	10%	11%	10%	4%	6%	4%
Yes, but not in the next ten years	9%	11%	3%	8%	7%	10%	11%	8%	3%	3%	5%	0%	0%	0%	10%	6%	11%	13%
Don t know	52%	59%	64%	55%	53%	38%	41%	29%	21%	22%	19%	24%	48%	33%	33%	56%	54%	61%

Note:

BASE: All Respondents

Fieldwork: 6th Jul - 15th Jul 2023

Data weighted by iprvince and business size to Nationally Representative Proportions

(57.B) In the future, does your business plan to invest in AI tools which take over tasks currently performed by humans?

		Company Type			Annual Revenue												
	Total	Private sector	Charity	Government or public sector organization	Under $50,000	$50,000 to $99,999	$100,000 to $499,999	$500,00 to $999,999	$1 million to $1.99 million	$2 million to $4.99 million	$5 million to $9.9 million	$10 million to $24.9 million	$25 million to $49.9 million	$50 million to $99.9 million	$100 million to $249.9 million	$250 million to $499.9 million	$500 million to $1 billion	Over $1 billion
Unweighted	1001	819	39	109	68	56	100	75	88	88	77	70	55	56	51	43	48	81
Weighted	1001	848	61	32	209	153	240	114	90	65	36	26	13	5	4	3	1	3
Yes, in the next year	10%	11%	1%	3%	7%	11%	8%	5%	11%	7%	17%	21%	31%	17%	12%	55%	57%	85%
Yes, in the next two years	13%	13%	13%	15%	9%	10%	15%	11%	11%	23%	21%	24%	10%	38%	11%	2%	20%	6%
Yes, in the next five years	11%	10%	17%	22%	11%	5%	9%	20%	21%	10%	22%	3%	9%	11%	19%	9%	5%	4%
Yes, in the next ten years	6%	6%	10%	9%	5%	4%	9%	9%	7%	3%	7%	4%	4%	4%	7%	4%	1%	1%
Yes, but not in the next ten years	9%	9%	9%	4%	10%	7%	8%	8%	7%	12%	6%	10%	7%	2%	47%	8%	16%	1%
Don t know	52%	51%	49%	47%	58%	64%	50%	48%	43%	45%	27%	37%	39%	27%	3%	22%	2%	3%

Note:

BASE: All Respondents

Fieldwork: 6th Jul - 15th Jul 2023

Data weighted by iprvince and business size to Nationally Representative Proportions

(57.C) In the future, does your business plan to invest in AI tools which take over tasks currently performed by humans?

		Province											Revenue Growth					
	Total	Alberta	British Columbia	Manitoba	New Brunswick	Newfoundland and Labrador	Nova Scotia	Ontario	Prince Edward Island	Quebec	Saskatchewan	Nunavut/Yukon/Northwest Territories	Stayed about the same size, or shrunk	Grown by 2-5% a year	Grown by 6-10%	Grown by 11-20%	Grown by 21-50%	Grown by over 50%
Unweighted	1001	133	156	22	12	5	17	401	0	207	45	3	479	209	142	75	34	17
Weighted	1001	129	160	17	15	3	28	388	0	212	48	1	641	147	87	36	35	25
Yes, in the next year	10%	6%	3%	1%	1%	0%	28%	12%	*	14%	0%	0%	10%	10%	15%	5%	2%	10%
Yes, in the next two years	13%	12%	9%	10%	6%	8%	1%	16%	*	13%	8%	0%	11%	17%	13%	5%	17%	46%
Yes, in the next five years	11%	13%	18%	9%	33%	5%	2%	8%	*	10%	13%	27%	12%	12%	8%	10%	10%	15%
Yes, in the next ten years	6%	4%	6%	24%	0%	5%	27%	4%	*	9%	0%	73%	7%	5%	6%	0%	1%	0%
Yes, but not in the next ten years	9%	9%	7%	15%	0%	0%	17%	8%	*	8%	16%	0%	10%	4%	8%	16%	0%	1%
Don t know	52%	55%	57%	42%	59%	82%	25%	52%	*	46%	62%	0%	50%	53%	50%	64%	69%	28%

Note:

BASE: All Respondents

Fieldwork: 6th Jul - 15th Jul 2023

Data weighted by iprvince and business size to Nationally Representative Proportions

(58.A) You said you will invest in AI tools which take over tasks currently performed by humans in the next five years. How likely or unlikely is your business to do the following as a result of this?: Reallocate employees freed-up time to other, more valuable tasks

		Employee Number										Company Age						
	Total	None Sole proprietor	1	2-4	5-9	10-19	20-49	50-99	100-249	250-499	500+	Less than a year	1-2 years	2-3 years	3-5 years	5-10 years	10-20 years	Over 20 years
Unweighted	538	15	8	20	27	34	49	66	55	41	223	7	22	31	53	103	135	185
Weighted	337	54	28	71	54	70	34	14	7	5	1	17	30	42	49	63	67	68
Very likely	25%	13%	0%	27%	14%	42%	38%	24%	28%	23%	33%	28%	37%	18%	27%	25%	25%	21%
Somewhat likely	36%	39%	52%	28%	32%	33%	38%	54%	42%	55%	36%	9%	32%	44%	37%	45%	33%	34%
Neither likely nor unlikely	21%	27%	35%	15%	23%	18%	16%	17%	23%	12%	23%	30%	19%	31%	14%	7%	24%	28%
Somewhat unlikely	6%	6%	0%	5%	19%	3%	4%	1%	4%	5%	6%	0%	0%	0%	12%	5%	11%	7%
Very unlikely	10%	16%	0%	20%	11%	3%	4%	2%	2%	5%	2%	13%	12%	7%	10%	12%	7%	11%
Don t know	2%	0%	13%	5%	0%	0%	0%	2%	2%	0%	0%	21%	0%	0%	0%	6%	0%	0%
Total Likely:	61%	52%	52%	55%	46%	76%	76%	79%	70%	78%	69%	37%	69%	62%	64%	70%	58%	55%
Total Unlikely:	16%	21%	0%	25%	31%	6%	8%	3%	6%	10%	8%	13%	12%	7%	22%	16%	18%	18%
Net:	45%	31%	52%	30%	15%	69%	68%	76%	64%	68%	61%	24%	57%	55%	42%	54%	40%	37%

Note:

BASE: Companies that plan to invest in AI tools which tave over tasks currently performed by humands in the next five years

Fieldwork: 6th Jul - 15th Jul 2023

Data weighted by iprvince and business size to Nationally Representative Proportions

(58.B) You said you will invest in AI tools which take over tasks currently performed by humans in the next five years. How likely or unlikely is your business to do the following as a result of this?: Reallocate employees freed-up time to other, more valuable tasks

		Company Type			Annual Revenue													
	Total	Private sector	Charity	Government or public sector organization	Under $50,000	$50,000 to $99,999	$100,000 to $499,999	$500,00 to $999,999	$1 million to $1.99 million	$2 million to $4.99 million	$5 million to $9.9 million	$10 million to $24.9 million	$25 million to $49.9 million	$50 million to $99.9 million	$100 million to $249.9 million	$250 million to $499.9 million	$500 million to $1 billion	Over $1 billion
Unweighted	538	457	16	51	19	16	34	36	47	47	45	39	33	43	39	31	41	60
Weighted	337	290	20	13	58	39	78	41	38	26	21	13	6	4	2	2	1	3
Very likely	25%	25%	36%	18%	36%	7%	15%	22%	39%	24%	34%	42%	26%	24%	65%	42%	48%	5%
Somewhat likely	36%	37%	13%	57%	22%	60%	33%	42%	31%	51%	24%	22%	33%	68%	34%	37%	34%	6%
Neither likely nor unlikely	21%	21%	5%	26%	25%	18%	25%	18%	23%	5%	16%	33%	42%	8%	2%	8%	15%	3%
Somewhat unlikely	6%	6%	18%	0%	4%	5%	9%	6%	7%	9%	12%	1%	0%	0%	0%	6%	2%	1%
Very unlikely	10%	9%	28%	0%	8%	10%	14%	12%	0%	12%	13%	1%	0%	0%	0%	7%	1%	85%
Don t know	2%	1%	0%	0%	6%	0%	5%	1%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%
Total Likely:	61%	62%	49%	74%	57%	67%	47%	64%	70%	75%	59%	65%	58%	92%	98%	80%	82%	11%
Total Unlikely:	16%	15%	46%	0%	12%	15%	22%	18%	7%	20%	25%	2%	0%	0%	0%	13%	2%	86%
Net:	45%	46%	4%	74%	46%	52%	25%	46%	63%	55%	34%	62%	58%	92%	98%	67%	80%	-75%

Note:

BASE: Companies that plan to invest in AI tools which tave over tasks currently performed by humands in the next five years

Fieldwork: 6th Jul - 15th Jul 2023

Data weighted by iprvince and business size to Nationally Representative Proportions

(58.C) You said you will invest in AI tools which take over tasks currently performed by humans in the next five years. How likely or unlikely is your business to do the following as a result of this?: Reallocate employees freed-up time to other, more valuable tasks

		Province											Revenue Growth					
	Total	Alberta	British Columbia	Manitoba	New Brunswick	Newfoundland and Labrador	Nova Scotia	Ontario	Prince Edward Island	Quebec	Saskatchewan	Nunavut/Yukon/Northwest Territories	Stayed about the same size, or shrunk	Grown by 2-5% a year	Grown by 6-10%	Grown by 11-20%	Grown by 21-50%	Grown by over 50%
Unweighted	538	68	73	10	6	3	9	225	0	124	19	1	211	144	98	46	19	11
Weighted	337	40	49	3	6	0	9	141	0	78	10	0	208	56	31	7	10	18
Very likely	25%	36%	27%	54%	79%	36%	8%	23%	*	18%	16%	0%	24%	28%	32%	23%	6%	16%
Somewhat likely	36%	23%	32%	45%	21%	0%	36%	37%	*	46%	25%	100%	37%	40%	23%	40%	73%	23%
Neither likely nor unlikely	21%	16%	9%	0%	0%	64%	0%	27%	*	19%	59%	0%	21%	20%	21%	25%	21%	20%
Somewhat unlikely	6%	13%	4%	0%	0%	0%	0%	6%	*	7%	0%	0%	8%	6%	2%	0%	0%	0%
Very unlikely	10%	12%	20%	0%	0%	0%	56%	4%	*	11%	0%	0%	10%	0%	21%	13%	0%	20%
Don t know	2%	0%	8%	0%	0%	0%	0%	3%	*	0%	0%	0%	0%	6%	1%	0%	0%	21%
Total Likely:	61%	59%	59%	100%	100%	36%	44%	60%	*	64%	41%	100%	61%	67%	55%	63%	79%	39%
Total Unlikely:	16%	25%	24%	0%	0%	0%	56%	10%	*	17%	0%	0%	18%	6%	24%	13%	0%	20%
Net:	45%	34%	35%	100%	100%	36%	-11%	50%	*	47%	41%	100%	42%	61%	31%	50%	79%	18%

Note:

BASE: Companies that plan to invest in AI tools which tave over tasks currently performed by humands in the next five years

Fieldwork: 6th Jul - 15th Jul 2023

Data weighted by iprvince and business size to Nationally Representative Proportions

(59.A) You said you will invest in AI tools which take over tasks currently performed by humans in the next five years. How likely or unlikely is your business to do the following as a result of this?: Reduce employee pay

		Employee Number										Company Age						
	Total	None Sole proprietor	1	2-4	5-9	10-19	20-49	50-99	100-249	250-499	500+	Less than a year	1-2 years	2-3 years	3-5 years	5-10 years	10-20 years	Over 20 years
Unweighted	538	15	8	20	27	34	49	66	55	41	223	7	22	31	53	103	135	185
Weighted	337	54	28	71	54	70	34	14	7	5	1	17	30	42	49	63	67	68
Very likely	6%	0%	0%	5%	3%	12%	6%	11%	14%	13%	13%	0%	12%	11%	5%	7%	2%	5%
Somewhat likely	14%	20%	0%	10%	11%	15%	14%	27%	26%	32%	22%	0%	6%	14%	18%	16%	10%	19%
Neither likely nor unlikely	29%	27%	61%	35%	32%	13%	26%	27%	29%	14%	24%	9%	35%	35%	46%	19%	26%	28%
Somewhat unlikely	20%	19%	13%	22%	15%	23%	25%	19%	15%	14%	20%	58%	13%	2%	11%	22%	21%	27%
Very unlikely	30%	35%	26%	23%	39%	34%	29%	16%	14%	25%	18%	13%	34%	33%	19%	36%	41%	21%
Don t know	2%	0%	0%	5%	0%	3%	0%	0%	2%	2%	2%	21%	0%	5%	0%	0%	0%	0%
Total Likely:	19%	20%	0%	15%	14%	27%	20%	38%	40%	45%	36%	0%	18%	25%	23%	22%	12%	24%
Total Unlikely:	50%	53%	39%	45%	54%	57%	54%	35%	30%	39%	39%	70%	46%	35%	30%	59%	63%	48%
Net:	-30%	-34%	-39%	-30%	-40%	-30%	-33%	4%	10%	6%	-3%	-70%	-28%	-10%	-7%	-36%	-51%	-25%

Note:

BASE: Companies that plan to invest in AI tools which tave over tasks currently performed by humands in the next five years

Fieldwork: 6th Jul - 15th Jul 2023

Data weighted by iprvince and business size to Nationally Representative Proportions

(59.B) You said you will invest in AI tools which take over tasks currently performed by humans in the next five years. How likely or unlikely is your business to do the following as a result of this?: Reduce employee pay

		Company Type			Annual Revenue													
	Total	Private sector	Charity	Government or public sector organization	Under $50,000	$50,000 to $99,999	$100,000 to $499,999	$500,00 to $999,999	$1 million to $1.99 million	$2 million to $4.99 million	$5 million to $9.9 million	$10 million to $24.9 million	$25 million to $49.9 million	$50 million to $99.9 million	$100 million to $249.9 million	$250 million to $499.9 million	$500 million to $1 billion	Over $1 billion
Unweighted	538	457	16	51	19	16	34	36	47	47	45	39	33	43	39	31	41	60
Weighted	337	290	20	13	58	39	78	41	38	26	21	13	6	4	2	2	1	3
Very likely	6%	6%	1%	5%	0%	9%	3%	7%	2%	10%	14%	20%	7%	8%	18%	1%	38%	0%
Somewhat likely	14%	14%	12%	26%	16%	16%	10%	6%	14%	12%	19%	13%	8%	23%	7%	13%	14%	2%
Neither likely nor unlikely	29%	30%	23%	20%	19%	36%	37%	38%	39%	13%	19%	16%	6%	18%	34%	59%	21%	3%
Somewhat unlikely	20%	19%	18%	25%	30%	5%	17%	21%	26%	27%	22%	17%	13%	6%	8%	13%	14%	5%
Very unlikely	30%	30%	46%	7%	32%	34%	28%	27%	18%	39%	27%	33%	67%	45%	21%	14%	11%	89%
Don t know	2%	1%	0%	17%	4%	0%	5%	0%	0%	0%	0%	0%	0%	0%	12%	0%	1%	0%
Total Likely:	19%	19%	13%	31%	16%	26%	13%	13%	16%	22%	33%	33%	14%	30%	25%	14%	52%	3%
Total Unlikely:	50%	49%	64%	32%	62%	39%	45%	49%	45%	65%	49%	51%	79%	51%	29%	27%	25%	94%
Net:	-30%	-30%	-51%	-1%	-46%	-13%	-31%	-35%	-28%	-43%	-16%	-18%	-65%	-21%	-4%	-13%	26%	-91%

Note:

BASE: Companies that plan to invest in AI tools which tave over tasks currently performed by humands in the next five years

Fieldwork: 6th Jul - 15th Jul 2023

Data weighted by iprvince and business size to Nationally Representative Proportions

(59.C) You said you will invest in AI tools which take over tasks currently performed by humans in the next five years. How likely or unlikely is your business to do the following as a result of this?: Reduce employee pay

		Province											Revenue Growth					
	Total	Alberta	British Columbia	Manitoba	New Brunswick	Newfoundland and Labrador	Nova Scotia	Ontario	Prince Edward Island	Quebec	Saskatchewan	Nunavut/Yukon/Northwest Territories	Stayed about the same size, or shrunk	Grown by 2-5% a year	Grown by 6-10%	Grown by 11-20%	Grown by 21-50%	Grown by over 50%
Unweighted	538	68	73	10	6	3	9	225	0	124	19	1	211	144	98	46	19	11
Weighted	337	40	49	3	6	0	9	141	0	78	10	0	208	56	31	7	10	18
Very likely	6%	5%	0%	3%	0%	62%	2%	3%	*	15%	0%	0%	4%	7%	16%	16%	1%	0%
Somewhat likely	14%	9%	9%	0%	0%	36%	3%	19%	*	12%	14%	0%	18%	6%	7%	43%	7%	0%
Neither likely nor unlikely	29%	29%	35%	3%	3%	2%	36%	32%	*	21%	46%	0%	34%	30%	18%	7%	2%	4%
Somewhat unlikely	20%	19%	24%	49%	82%	0%	0%	21%	*	14%	2%	0%	16%	36%	15%	4%	0%	32%
Very unlikely	30%	38%	20%	45%	15%	0%	59%	25%	*	38%	38%	100%	27%	20%	44%	30%	90%	43%
Don t know	2%	0%	12%	0%	0%	0%	0%	0%	*	0%	0%	0%	1%	0%	1%	0%	0%	21%
Total Likely:	19%	14%	9%	3%	0%	98%	5%	23%	*	27%	14%	0%	22%	13%	22%	59%	8%	0%
Total Unlikely:	50%	57%	44%	95%	97%	0%	59%	46%	*	52%	40%	100%	44%	56%	59%	34%	90%	75%
Net:	-30%	-43%	-35%	-92%	-97%	98%	-54%	-23%	*	-25%	-26%	-100%	-22%	-43%	-37%	24%	-82%	-75%

Note:

BASE: Companies that plan to invest in AI tools which tave over tasks currently performed by humands in the next five years

Fieldwork: 6th Jul - 15th Jul 2023

Data weighted by iprvince and business size to Nationally Representative Proportions

(60.A) You said you will invest in AI tools which take over tasks currently performed by humans in the next five years. How likely or unlikely is your business to do the following as a result of this?: Increase employee pay

		Employee Number										Company Age						
	Total	None Sole proprietor	1	2-4	5-9	10-19	20-49	50-99	100-249	250-499	500+	Less than a year	1-2 years	2-3 years	3-5 years	5-10 years	10-20 years	Over 20 years
Unweighted	538	15	8	20	27	34	49	66	55	41	223	7	22	31	53	103	135	185
Weighted	337	54	28	71	54	70	34	14	7	5	1	17	30	42	49	63	67	68
Very likely	11%	13%	0%	10%	8%	9%	15%	24%	23%	21%	14%	13%	32%	13%	9%	4%	15%	3%
Somewhat likely	33%	32%	26%	25%	37%	36%	45%	32%	37%	36%	34%	21%	19%	43%	22%	48%	23%	40%
Neither likely nor unlikely	32%	39%	61%	36%	29%	19%	22%	24%	29%	21%	34%	45%	41%	26%	39%	11%	46%	27%
Somewhat unlikely	13%	0%	0%	14%	15%	24%	14%	12%	11%	15%	10%	0%	8%	10%	19%	15%	15%	10%
Very unlikely	10%	16%	13%	5%	11%	11%	4%	6%	0%	7%	7%	0%	0%	9%	11%	21%	1%	14%
Don t know	2%	0%	0%	10%	0%	0%	0%	2%	0%	0%	2%	21%	0%	0%	0%	0%	0%	6%
Total Likely:	44%	45%	26%	35%	45%	45%	60%	56%	60%	57%	48%	34%	51%	55%	31%	52%	37%	43%
Total Unlikely:	22%	16%	13%	19%	26%	35%	19%	18%	11%	22%	16%	0%	8%	19%	30%	36%	17%	24%
Net:	21%	30%	13%	15%	19%	10%	41%	38%	49%	35%	32%	34%	43%	37%	2%	16%	21%	20%

Note:

BASE: Companies that plan to invest in AI tools which tave over tasks currently performed by humands in the next five years

Fieldwork: 6th Jul - 15th Jul 2023

Data weighted by iprvince and business size to Nationally Representative Proportions

(60.B) You said you will invest in AI tools which take over tasks currently performed by humans in the next five years. How likely or unlikely is your business to do the following as a result of this?: Increase employee pay

		Company Type			Annual Revenue													
	Total	Private sector	Charity	Government or public sector organization	Under $50,000	$50,000 to $99,999	$100,000 to $499,999	$500,00 to $999,999	$1 million to $1.99 million	$2 million to $4.99 million	$5 million to $9.9 million	$10 million to $24.9 million	$25 million to $49.9 million	$50 million to $99.9 million	$100 million to $249.9 million	$250 million to $499.9 million	$500 million to $1 billion	Over $1 billion
Unweighted	538	457	16	51	19	16	34	36	47	47	45	39	33	43	39	31	41	60
Weighted	337	290	20	13	58	39	78	41	38	26	21	13	6	4	2	2	1	3
Very likely	11%	7%	30%	32%	6%	15%	10%	6%	9%	14%	4%	16%	14%	51%	36%	23%	48%	85%
Somewhat likely	33%	38%	1%	7%	27%	38%	24%	37%	43%	41%	23%	40%	70%	8%	32%	21%	41%	5%
Neither likely nor unlikely	32%	32%	42%	3%	27%	32%	45%	32%	30%	17%	33%	31%	15%	22%	19%	49%	7%	5%
Somewhat unlikely	13%	12%	18%	40%	14%	10%	11%	11%	13%	8%	39%	4%	2%	20%	7%	6%	4%	3%
Very unlikely	10%	8%	9%	18%	21%	5%	5%	15%	5%	20%	1%	7%	0%	0%	6%	1%	1%	1%
Don t know	2%	3%	0%	0%	6%	0%	5%	0%	0%	0%	0%	2%	0%	0%	0%	0%	0%	1%
Total Likely:	44%	45%	30%	39%	33%	52%	34%	43%	52%	55%	28%	56%	83%	59%	68%	43%	88%	90%
Total Unlikely:	22%	20%	27%	58%	34%	16%	16%	25%	19%	28%	40%	11%	2%	20%	13%	8%	5%	4%
Net:	21%	25%	3%	-20%	-1%	37%	19%	17%	33%	26%	-12%	45%	81%	39%	55%	36%	84%	86%

Note:

BASE: Companies that plan to invest in AI tools which tave over tasks currently performed by humands in the next five years

Fieldwork: 6th Jul - 15th Jul 2023

Data weighted by iprvince and business size to Nationally Representative Proportions

(60.C) You said you will invest in AI tools which take over tasks currently performed by humans in the next five years. How likely or unlikely is your business to do the following as a result of this?: Increase employee pay

		Province											Revenue Growth					
	Total	Alberta	British Columbia	Manitoba	New Brunswick	Newfoundland and Labrador	Nova Scotia	Ontario	Prince Edward Island	Quebec	Saskatchewan	Nunavut/Yukon/Northwest Territories	Stayed about the same size, or shrunk	Grown by 2-5% a year	Grown by 6-10%	Grown by 11-20%	Grown by 21-50%	Grown by over 50%
Unweighted	538	68	73	10	6	3	9	225	0	124	19	1	211	144	98	46	19	11
Weighted	337	40	49	3	6	0	9	141	0	78	10	0	208	56	31	7	10	18
Very likely	11%	3%	5%	3%	15%	0%	5%	10%	*	22%	0%	0%	9%	13%	25%	33%	2%	0%
Somewhat likely	33%	40%	32%	3%	3%	98%	0%	37%	*	33%	15%	0%	31%	31%	51%	41%	57%	20%
Neither likely nor unlikely	32%	21%	41%	90%	82%	2%	33%	26%	*	29%	85%	100%	32%	38%	20%	3%	38%	12%
Somewhat unlikely	13%	23%	10%	4%	0%	0%	3%	18%	*	4%	0%	0%	16%	8%	3%	7%	3%	16%
Very unlikely	10%	14%	5%	0%	0%	0%	56%	7%	*	12%	0%	0%	10%	10%	0%	12%	0%	31%
Don t know	2%	0%	7%	0%	0%	0%	3%	3%	*	0%	0%	0%	2%	0%	0%	4%	0%	21%
Total Likely:	44%	42%	37%	5%	18%	98%	5%	47%	*	55%	15%	0%	40%	43%	76%	74%	59%	20%
Total Unlikely:	22%	37%	15%	4%	0%	0%	59%	25%	*	16%	0%	0%	26%	18%	4%	19%	3%	47%
Net:	21%	6%	23%	1%	18%	98%	-54%	22%	*	39%	15%	0%	15%	25%	72%	54%	56%	-26%

Note:

BASE: Companies that plan to invest in AI tools which tave over tasks currently performed by humands in the next five years

Fieldwork: 6th Jul - 15th Jul 2023

Data weighted by iprvince and business size to Nationally Representative Proportions

(61.A) You said you will invest in AI tools which take over tasks currently performed by humans in the next five years. How likely or unlikely is your business to do the following as a result of this?: Reduce the number of hours you expect employees to work

		Employee Number										Company Age						
	Total	None Sole proprietor	1	2-4	5-9	10-19	20-49	50-99	100-249	250-499	500+	Less than a year	1-2 years	2-3 years	3-5 years	5-10 years	10-20 years	Over 20 years
Unweighted	538	15	8	20	27	34	49	66	55	41	223	7	22	31	53	103	135	185
Weighted	337	54	28	71	54	70	34	14	7	5	1	17	30	42	49	63	67	68
Very likely	13%	7%	0%	15%	15%	21%	12%	12%	18%	15%	17%	0%	14%	5%	25%	21%	11%	9%
Somewhat likely	31%	26%	39%	36%	23%	30%	32%	46%	42%	31%	33%	28%	19%	48%	27%	35%	20%	38%
Neither likely nor unlikely	33%	42%	61%	25%	32%	28%	31%	26%	29%	31%	28%	9%	43%	38%	40%	23%	42%	27%
Somewhat unlikely	8%	12%	0%	5%	8%	7%	14%	11%	7%	10%	14%	30%	5%	0%	8%	5%	13%	7%
Very unlikely	13%	13%	0%	14%	23%	14%	10%	3%	3%	12%	6%	13%	19%	9%	0%	17%	14%	18%
Don t know	1%	0%	0%	5%	0%	0%	0%	2%	0%	0%	2%	21%	0%	0%	0%	0%	0%	0%
Total Likely:	45%	32%	39%	52%	38%	50%	45%	58%	61%	46%	50%	28%	33%	53%	52%	55%	31%	47%
Total Unlikely:	21%	26%	0%	19%	31%	21%	24%	14%	11%	23%	19%	42%	24%	9%	8%	22%	27%	25%
Net:	24%	6%	39%	33%	7%	29%	20%	43%	50%	23%	31%	-14%	9%	45%	44%	34%	4%	22%

Note:

BASE: Companies that plan to invest in AI tools which tave over tasks currently performed by humands in the next five years

Fieldwork: 6th Jul - 15th Jul 2023

Data weighted by iprvince and business size to Nationally Representative Proportions

(61.B) You said you will invest in AI tools which take over tasks currently performed by humans in the next five years. How likely or unlikely is your business to do the following as a result of this?: Reduce the number of hours you expect employees to work

		Company Type			Annual Revenue													
	Total	Private sector	Charity	Government or public sector organization	Under $50,000	$50,000 to $99,999	$100,000 to $499,999	$500,00 to $999,999	$1 million to $1.99 million	$2 million to $4.99 million	$5 million to $9.9 million	$10 million to $24.9 million	$25 million to $49.9 million	$50 million to $99.9 million	$100 million to $249.9 million	$250 million to $499.9 million	$500 million to $1 billion	Over $1 billion
Unweighted	538	457	16	51	19	16	34	36	47	47	45	39	33	43	39	31	41	60
Weighted	337	290	20	13	58	39	78	41	38	26	21	13	6	4	2	2	1	3
Very likely	13%	10%	11%	43%	6%	19%	20%	12%	12%	13%	8%	18%	0%	13%	31%	1%	27%	2%
Somewhat likely	31%	32%	20%	29%	45%	33%	11%	40%	24%	46%	30%	37%	23%	53%	41%	19%	37%	3%
Neither likely nor unlikely	33%	35%	33%	25%	37%	28%	37%	32%	39%	11%	37%	36%	64%	20%	9%	60%	30%	5%
Somewhat unlikely	8%	7%	27%	3%	6%	10%	12%	7%	10%	3%	4%	9%	1%	7%	12%	6%	4%	3%
Very unlikely	13%	14%	9%	0%	6%	9%	15%	9%	15%	28%	20%	0%	11%	6%	7%	13%	1%	86%
Don t know	1%	1%	0%	0%	0%	0%	5%	0%	0%	0%	1%	0%	0%	0%	0%	0%	1%	1%
Total Likely:	45%	42%	31%	72%	51%	53%	31%	52%	36%	58%	38%	55%	23%	66%	72%	20%	64%	5%
Total Unlikely:	21%	22%	36%	3%	13%	19%	27%	16%	24%	30%	24%	9%	13%	13%	19%	20%	5%	89%
Net:	24%	20%	-5%	69%	38%	33%	4%	37%	12%	28%	13%	46%	11%	53%	53%	0%	59%	-84%

Note:

BASE: Companies that plan to invest in AI tools which tave over tasks currently performed by humands in the next five years

Fieldwork: 6th Jul - 15th Jul 2023

Data weighted by iprvince and business size to Nationally Representative Proportions

(61.C) You said you will invest in AI tools which take over tasks currently performed by humans in the next five years. How likely or unlikely is your business to do the following as a result of this?: Reduce the number of hours you expect employees to work

		Province											Revenue Growth					
	Total	Alberta	British Columbia	Manitoba	New Brunswick	Newfoundland and Labrador	Nova Scotia	Ontario	Prince Edward Island	Quebec	Saskatchewan	Nunavut/Yukon/Northwest Territories	Stay/No about the same size, or shrunk	Grown by 2-5% a year	Grown by 6-10%	Grown by 11-20%	Grown by 21-50%	Grown by over 50%
Unweighted	538	68	73	10	6	3	9	225	0	124	19	1	211	144	98	46	19	11
Weighted	337	40	49	3	6	0	9	141	0	78	10	0	208	56	31	7	10	18
Very likely	13%	11%	20%	0%	0%	0%	2%	15%	*	12%	0%	0%	17%	2%	10%	21%	1%	12%
Somewhat likely	31%	40%	19%	5%	97%	0%	6%	35%	*	30%	6%	0%	28%	41%	36%	36%	74%	10%
Neither likely nor unlikely	33%	25%	39%	0%	3%	100%	92%	30%	*	34%	54%	0%	37%	34%	30%	28%	0%	12%
Somewhat unlikely	8%	8%	1%	49%	0%	0%	0%	11%	*	5%	15%	100%	6%	12%	3%	4%	2%	24%
Very unlikely	13%	16%	14%	45%	0%	0%	0%	9%	*	18%	24%	0%	11%	12%	20%	11%	23%	20%
Don t know	1%	0%	7%	0%	0%	0%	0%	0%	*	0%	0%	0%	0%	0%	1%	0%	0%	21%
Total Likely:	45%	51%	38%	5%	97%	0%	8%	50%	*	43%	6%	0%	45%	43%	46%	57%	75%	23%
Total Unlikely:	21%	24%	15%	95%	0%	0%	0%	20%	*	23%	39%	100%	18%	23%	24%	15%	25%	45%
Net:	24%	27%	24%	-89%	97%	0%	8%	30%	*	19%	-33%	-100%	27%	20%	22%	42%	50%	-22%

Note:

BASE: Companies that plan to invest in AI tools which tave over tasks currently performed by humands in the next five years

Fieldwork: 6th Jul - 15th Jul 2023

Data weighted by iprvince and business size to Nationally Representative Proportions

(62.A) You said you will invest in AI tools which take over tasks currently performed by humans in the next five years. How likely or unlikely is your business to do the following as a result of this?: Reduce the size of your workforce

		Employee Number										Company Age						
	Total	None Sole proprietor	1	2-4	5-9	10-19	20-49	50-99	100-249	250-499	500+	Less than a year	1-2 years	2-3 years	3-5 years	5-10 years	10-20 years	Over 20 years
Unweighted	538	15	8	20	27	34	49	66	55	41	223	7	22	31	53	103	135	185
Weighted	337	54	28	71	54	70	34	14	7	5	1	17	30	42	49	63	67	68
Very likely	9%	0%	0%	5%	11%	15%	19%	14%	18%	15%	16%	0%	14%	5%	14%	16%	4%	7%
Somewhat likely	25%	33%	13%	22%	18%	33%	22%	30%	25%	29%	43%	28%	19%	30%	33%	19%	25%	24%
Neither likely nor unlikely	31%	20%	74%	40%	25%	16%	31%	31%	35%	34%	22%	9%	36%	33%	31%	24%	32%	37%
Somewhat unlikely	15%	12%	0%	14%	19%	22%	14%	15%	13%	12%	12%	21%	12%	1%	12%	12%	23%	21%
Very unlikely	18%	35%	13%	14%	27%	8%	14%	10%	7%	8%	5%	21%	19%	25%	11%	26%	15%	12%
Don t know	2%	0%	0%	5%	0%	6%	0%	0%	2%	2%	2%	21%	0%	5%	0%	3%	0%	0%
Total Likely:	34%	33%	13%	27%	29%	48%	41%	44%	43%	44%	59%	28%	33%	36%	47%	34%	29%	31%
Total Unlikely:	33%	47%	13%	28%	45%	30%	28%	25%	20%	20%	17%	42%	30%	26%	23%	38%	38%	32%
Net:	2%	-14%	0%	-1%	-16%	17%	13%	20%	23%	24%	42%	-14%	3%	9%	24%	-4%	-9%	-1%

Note:

BASE: Companies that plan to invest in AI tools which tave over tasks currently performed by humands in the next five years

Fieldwork: 6th Jul - 15th Jul 2023

Data weighted by iprvince and business size to Nationally Representative Proportions

(62.B) You said you will invest in AI tools which take over tasks currently performed by humans in the next five years. How likely or unlikely is your business to do the following as a result of this?: Reduce the size of your workforce

		Company Type			Annual Revenue													
	Total	Private sector	Charity	Government or public sector organization	Under $50,000	$50,000 to $99,999	$100,000 to $499,999	$500,00 to $999,999	$1 million to $1.99 million	$2 million to $4.99 million	$5 million to $9.9 million	$10 million to $24.9 million	$25 million to $49.9 million	$50 million to $99.9 million	$100 million to $249.9 million	$250 million to $499.9 million	$500 million to $1 billion	Over $1 billion
Unweighted	538	457	16	51	19	16	34	36	47	47	45	39	33	43	39	31	41	60
Weighted	337	290	20	13	58	39	78	41	38	26	21	13	6	4	2	2	1	3
Very likely	9%	9%	1%	10%	0%	15%	8%	10%	3%	13%	17%	31%	1%	39%	32%	7%	34%	1%
Somewhat likely	25%	21%	48%	26%	36%	9%	19%	15%	28%	35%	34%	24%	33%	19%	17%	25%	19%	7%
Neither likely nor unlikely	31%	35%	4%	13%	25%	52%	37%	36%	29%	14%	22%	11%	11%	28%	22%	47%	42%	4%
Somewhat unlikely	15%	13%	38%	35%	9%	11%	18%	13%	20%	19%	10%	25%	33%	7%	18%	13%	4%	2%
Very unlikely	18%	20%	9%	0%	26%	13%	12%	26%	14%	20%	17%	9%	22%	7%	5%	7%	1%	86%
Don t know	2%	2%	0%	17%	4%	0%	5%	0%	6%	0%	0%	1%	0%	0%	6%	0%	1%	0%
Total Likely:	34%	30%	49%	35%	36%	24%	28%	25%	31%	48%	51%	54%	33%	57%	49%	32%	53%	8%
Total Unlikely:	33%	33%	47%	35%	35%	24%	30%	39%	35%	39%	27%	34%	56%	14%	23%	20%	5%	88%
Net:	2%	-3%	2%	0%	1%	0%	-3%	-14%	-3%	9%	24%	21%	-23%	44%	26%	12%	48%	-80%

Note:

BASE: Companies that plan to invest in AI tools which tave over tasks currently performed by humands in the next five years

Fieldwork: 6th Jul - 15th Jul 2023

Data weighted by iprvince and business size to Nationally Representative Proportions

(62.C) You said you will invest in AI tools which take over tasks currently performed by humans in the next five years. How likely or unlikely is your business to do the following as a result of this?: Reduce the size of your workforce

		Province											Revenue Growth					
	Total	Alberta	British Columbia	Manitoba	New Brunswick	Newfoundland and Labrador	Nova Scotia	Ontario	Prince Edward Island	Quebec	Saskatchewan	Nunavut/Yukon/Northwest Territories	Stayed about the same size, or shrunk	Grown by 2-5% a year	Grown by 6-10%	Grown by 11-20%	Grown by 21-50%	Grown by over 50%
Unweighted	538	68	73	10	6	3	9	225	0	124	19	1	211	144	98	46	19	11
Weighted	337	40	49	3	6	0	9	141	0	78	10	0	208	56	31	7	10	18
Very likely	9%	11%	19%	0%	16%	0%	5%	3%	*	14%	0%	0%	9%	1%	13%	26%	5%	10%
Somewhat likely	25%	17%	9%	7%	79%	0%	0%	35%	*	22%	21%	0%	27%	32%	19%	39%	1%	12%
Neither likely nor unlikely	31%	24%	31%	0%	3%	100%	36%	34%	*	28%	41%	100%	34%	36%	19%	15%	38%	0%
Somewhat unlikely	15%	19%	14%	45%	3%	0%	0%	19%	*	5%	38%	0%	12%	24%	16%	0%	2%	36%
Very unlikely	18%	28%	14%	48%	0%	0%	59%	9%	*	29%	0%	0%	17%	6%	26%	21%	54%	20%
Don t know	2%	0%	12%	0%	0%	0%	0%	0%	*	3%	0%	0%	1%	0%	7%	0%	0%	21%
Total Likely:	34%	28%	29%	7%	95%	0%	5%	38%	*	36%	21%	0%	36%	34%	32%	65%	6%	23%
Total Unlikely:	33%	47%	28%	93%	3%	0%	59%	28%	*	33%	38%	0%	29%	30%	42%	21%	56%	57%
Net:	2%	-19%	1%	-86%	92%	0%	-54%	10%	*	2%	-18%	0%	7%	3%	-10%	44%	-49%	-34%

Note:

BASE: Companies that plan to invest in AI tools which tave over tasks currently performed by humands in the next five years

Fieldwork: 6th Jul - 15th Jul 2023

Data weighted by iprvince and business size to Nationally Representative Proportions

(63.A) You said you will invest in AI tools which take over tasks currently performed by humans in the next five years. How likely or unlikely is your business to do the following as a result of this?: Reskill existing employees

		Employee Number										Company Age						
	Total	None Sole proprietor	1	2-4	5-9	10-19	20-49	50-99	100-249	250-499	500+	Less than a year	1-2 years	2-3 years	3-5 years	5-10 years	10-20 years	Over 20 years
Unweighted	538	15	8	20	27	34	49	66	55	41	223	7	22	31	53	103	135	185
Weighted	337	54	28	71	54	70	34	14	7	5	1	17	30	42	49	63	67	68
Very likely	22%	13%	0%	27%	18%	32%	33%	24%	31%	16%	28%	49%	10%	14%	20%	26%	28%	19%
Somewhat likely	40%	45%	26%	38%	30%	44%	42%	58%	43%	57%	46%	30%	61%	33%	33%	45%	33%	45%
Neither likely nor unlikely	22%	19%	61%	10%	36%	18%	15%	12%	19%	17%	18%	0%	9%	28%	26%	18%	33%	21%
Somewhat unlikely	5%	7%	13%	0%	8%	3%	8%	7%	5%	7%	6%	0%	12%	9%	5%	2%	6%	5%
Very unlikely	6%	7%	0%	14%	8%	3%	2%	0%	2%	3%	1%	0%	7%	16%	7%	9%	0%	4%
Don t know	4%	9%	0%	10%	0%	0%	0%	0%	0%	0%	1%	21%	0%	0%	10%	0%	0%	5%
Total Likely:	62%	59%	26%	65%	48%	76%	75%	81%	73%	73%	73%	79%	72%	47%	52%	71%	61%	64%
Total Unlikely:	12%	13%	13%	14%	16%	6%	10%	7%	7%	10%	8%	0%	19%	25%	12%	11%	6%	9%
Net:	51%	45%	13%	51%	32%	70%	65%	75%	66%	63%	66%	79%	53%	23%	40%	60%	55%	55%

Note:

BASE: Companies that plan to invest in AI tools which tave over tasks currently performed by humands in the next five years

Fieldwork: 6th Jul - 15th Jul 2023

Data weighted by iprvince and business size to Nationally Representative Proportions

(63.B) You said you will invest in AI tools which take over tasks currently performed by humans in the next five years. How likely or unlikely is your business to do the following as a result of this?: Reskill existing employees

		Company Type			Annual Revenue													
	Total	Private sector	Charity	Government or public sector organization	Under $50,000	$50,000 to $99,999	$100,000 to $499,999	$500,00 to $999,999	$1 million to $1.99 million	$2 million to $4.99 million	$5 million to $9.9 million	$10 million to $24.9 million	$25 million to $49.9 million	$50 million to $99.9 million	$100 million to $249.9 million	$250 million to $499.9 million	$500 million to $1 billion	Over $1 billion
Unweighted	538	457	16	51	19	16	34	36	47	47	45	39	33	43	39	31	41	60
Weighted	337	290	20	13	58	39	78	41	38	26	21	13	6	4	2	2	1	3
Very likely	22%	22%	18%	10%	30%	23%	10%	20%	35%	19%	9%	40%	50%	19%	34%	50%	39%	89%
Somewhat likely	40%	39%	32%	64%	40%	42%	32%	33%	37%	56%	60%	47%	12%	50%	58%	44%	42%	8%
Neither likely nor unlikely	22%	23%	31%	25%	10%	26%	37%	29%	20%	4%	23%	10%	36%	30%	7%	6%	16%	2%
Somewhat unlikely	5%	6%	0%	1%	0%	10%	5%	6%	8%	11%	8%	4%	0%	0%	0%	0%	2%	1%
Very unlikely	6%	6%	18%	0%	6%	0%	12%	12%	0%	11%	1%	0%	2%	0%	0%	0%	1%	0%
Don t know	4%	4%	0%	0%	14%	0%	5%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%
Total Likely:	62%	61%	50%	74%	70%	65%	42%	53%	72%	75%	69%	86%	63%	70%	92%	94%	81%	97%
Total Unlikely:	12%	12%	18%	1%	6%	10%	17%	18%	8%	22%	9%	4%	2%	0%	0%	1%	2%	2%
Net:	51%	49%	32%	73%	63%	55%	25%	35%	64%	53%	60%	83%	61%	70%	92%	93%	79%	95%

Note:

BASE: Companies that plan to invest in AI tools which tave over tasks currently performed by humands in the next five years

Fieldwork: 6th Jul - 15th Jul 2023

Data weighted by iprvince and business size to Nationally Representative Proportions

(63.C) You said you will invest in AI tools which take over tasks currently performed by humans in the next five years. How likely or unlikely is your business to do the following as a result of this?: Reskill existing employees

		Province											Revenue Growth					
	Total	Alberta	British Columbia	Manitoba	New Brunswick	Newfoundland and Labrador	Nova Scotia	Ontario	Prince Edward Island	Quebec	Saskatchewan	Nunavut/Yukon/Northwest Territories	Stayed about the same size, or shrunk	Grown by 2-5% a year	Grown by 6-10%	Grown by 11-20%	Grown by 21-50%	Grown by over 50%
Unweighted	538	68	73	10	6	3	9	225	0	124	19	1	211	144	98	46	19	11
Weighted	337	40	49	3	6	0	9	141	0	78	10	0	208	56	31	7	10	18
Very likely	22%	28%	14%	97%	82%	0%	38%	23%	*	18%	3%	0%	20%	33%	36%	14%	3%	4%
Somewhat likely	40%	31%	57%	1%	3%	62%	3%	43%	*	35%	57%	0%	40%	48%	24%	37%	38%	44%
Neither likely nor unlikely	22%	28%	21%	3%	15%	38%	0%	20%	*	25%	40%	100%	27%	17%	19%	31%	2%	0%
Somewhat unlikely	5%	0%	0%	0%	0%	0%	3%	4%	*	15%	0%	0%	4%	2%	12%	7%	36%	0%
Very unlikely	6%	12%	0%	0%	0%	0%	0%	7%	*	7%	0%	0%	5%	0%	10%	11%	21%	31%
Don t know	4%	0%	7%	0%	0%	0%	56%	3%	*	0%	0%	0%	4%	0%	0%	0%	0%	21%
Total Likely:	62%	59%	70%	97%	85%	62%	41%	66%	*	52%	60%	0%	60%	81%	59%	51%	41%	48%
Total Unlikely:	12%	13%	1%	0%	0%	0%	3%	11%	*	22%	0%	0%	9%	2%	22%	18%	57%	31%
Net:	51%	47%	70%	97%	85%	62%	38%	55%	*	30%	60%	0%	52%	79%	37%	34%	-16%	18%

Note:

BASE: Companies that plan to invest in AI tools which tave over tasks currently performed by humands in the next five years

Fieldwork: 6th Jul - 15th Jul 2023

Data weighted by iprvince and business size to Nationally Representative Proportions

(64.A) You said you will invest in AI tools which take over tasks currently performed by humans in the next five years. How likely or unlikely is your business to do the following as a result of this?: Hire new people to support deployment of AI technology

		Employee Number										Company Age						
	Total	None Sole proprietor	1	2-4	5-9	10-19	20-49	50-99	100-249	250-499	500+	Less than a year	1-2 years	2-3 years	3-5 years	5-10 years	10-20 years	Over 20 years
Unweighted	538	15	8	20	27	34	49	66	55	41	223	7	22	31	53	103	135	185
Weighted	337	54	28	71	54	70	34	14	7	5	1	17	30	42	49	63	67	68
Very likely	14%	7%	0%	20%	15%	9%	23%	24%	26%	37%	33%	13%	27%	1%	12%	25%	15%	7%
Somewhat likely	39%	39%	13%	42%	19%	55%	46%	47%	54%	36%	46%	58%	33%	40%	44%	37%	42%	31%
Neither likely nor unlikely	27%	33%	74%	14%	31%	17%	23%	21%	15%	22%	16%	9%	33%	38%	34%	13%	26%	30%
Somewhat unlikely	9%	6%	0%	4%	19%	15%	4%	6%	6%	4%	4%	0%	7%	5%	0%	5%	17%	16%
Very unlikely	9%	16%	13%	9%	16%	0%	4%	2%	0%	0%	0%	0%	0%	16%	10%	16%	0%	11%
Don t know	3%	0%	0%	10%	0%	3%	0%	0%	0%	0%	1%	21%	0%	0%	0%	3%	0%	5%
Total Likely:	53%	45%	13%	62%	34%	65%	69%	71%	80%	73%	79%	70%	60%	41%	56%	63%	57%	38%
Total Unlikely:	17%	21%	13%	14%	35%	15%	8%	8%	6%	4%	4%	0%	7%	21%	10%	21%	17%	26%
Net:	17%	21%	13%	14%	35%	15%	8%	8%	6%	4%	4%	0%	7%	21%	10%	21%	17%	26%

Note:

BASE: Companies that plan to invest in AI tools which tave over tasks currently performed by humands in the next five years

Fieldwork: 6th Jul - 15th Jul 2023

Data weighted by iprvince and business size to Nationally Representative Proportions

(64.B) You said you will invest in AI tools which take over tasks currently performed by humans in the next five years. How likely or unlikely is your business to do the following as a result of this?: Hire new people to support deployment of AI technology

		Company Type			Annual Revenue													
	Total	Private sector	Charity	Government or public sector organization	Under $50,000	$50,000 to $99,999	$100,000 to $499,999	$500,00 to $999,999	$1 million to $1.99 million	$2 million to $4.99 million	$5 million to $9.9 million	$10 million to $24.9 million	$25 million to $49.9 million	$50 million to $99.9 million	$100 million to $249.9 million	$250 million to $499.9 million	$500 million to $1 billion	Over $1 billion
Unweighted	538	457	16	51	19	16	34	36	47	47	45	39	33	43	39	31	41	60
Weighted	337	290	20	13	58	39	78	41	38	26	21	13	6	4	2	2	1	3
Very likely	14%	12%	36%	15%	12%	15%	17%	7%	4%	10%	12%	25%	39%	27%	27%	57%	54%	89%
Somewhat likely	39%	39%	39%	30%	29%	29%	39%	33%	42%	68%	40%	49%	42%	30%	66%	36%	21%	7%
Neither likely nor unlikely	27%	29%	4%	21%	32%	42%	26%	33%	24%	2%	34%	7%	20%	36%	6%	7%	25%	2%
Somewhat unlikely	9%	8%	21%	17%	0%	8%	7%	19%	13%	9%	15%	17%	0%	6%	1%	0%	1%	1%
Very unlikely	9%	9%	0%	17%	21%	5%	5%	8%	11%	11%	0%	2%	0%	0%	0%	0%	0%	0%
Don t know	3%	3%	0%	0%	6%	0%	5%	0%	6%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Total Likely:	53%	51%	75%	45%	41%	44%	57%	40%	46%	78%	51%	74%	80%	57%	94%	93%	74%	97%
Total Unlikely:	17%	17%	21%	34%	21%	14%	12%	27%	25%	19%	15%	19%	0%	6%	1%	0%	1%	1%
Net:	17%	17%	21%	34%	21%	14%	12%	27%	25%	19%	15%	19%	0%	6%	1%	0%	1%	1%

Note:

BASE: Companies that plan to invest in AI tools which tave over tasks currently performed by humands in the next five years

Fieldwork: 6th Jul - 15th Jul 2023

Data weighted by iprvince and business size to Nationally Representative Proportions

(64.C) You said you will invest in AI tools which take over tasks currently performed by humans in the next five years. How likely or unlikely is your business to do the following as a result of this?: Hire new people to support deployment of AI technology

		Province											Revenue Growth					
	Total	Alberta	British Columbia	Manitoba	New Brunswick	Newfoundland and Labrador	Nova Scotia	Ontario	Prince Edward Island	Quebec	Saskatchewan	Nunavut/Yukon/Northwest Territories	Stayed about the same size, or shrunk	Grown by 2-5% a year	Grown by 6-10%	Grown by 11-20%	Grown by 21-50%	Grown by over 50%
Unweighted	538	68	73	10	6	3	9	225	0	124	19	1	211	144	98	46	19	11
Weighted	337	40	49	3	6	0	9	141	0	78	10	0	208	56	31	7	10	18
Very likely	14%	6%	16%	0%	3%	0%	2%	16%	*	18%	2%	0%	14%	13%	19%	36%	4%	0%
Somewhat likely	39%	31%	50%	100%	82%	36%	39%	47%	*	19%	21%	0%	39%	40%	36%	24%	57%	36%
Neither likely nor unlikely	27%	26%	18%	0%	15%	64%	0%	27%	*	30%	78%	100%	27%	33%	27%	26%	36%	0%
Somewhat unlikely	9%	30%	0%	0%	0%	0%	0%	5%	*	14%	0%	0%	8%	14%	1%	0%	2%	22%
Very unlikely	9%	8%	9%	0%	0%	0%	59%	3%	*	16%	0%	0%	10%	0%	10%	13%	0%	20%
Don t know	3%	0%	7%	0%	0%	0%	0%	3%	*	3%	0%	0%	2%	0%	7%	0%	0%	21%
Total Likely:	53%	37%	66%	100%	84%	36%	41%	63%	*	37%	22%	0%	53%	54%	55%	61%	62%	37%
Total Unlikely:	17%	37%	9%	0%	0%	0%	59%	8%	*	30%	0%	0%	18%	14%	11%	13%	2%	43%
Net:	17%	37%	9%	0%	0%	0%	59%	8%	*	30%	0%	0%	18%	14%	11%	13%	2%	43%

Note:

BASE: Companies that plan to invest in AI tools which tave over tasks currently performed by humands in the next five years

Fieldwork: 6th Jul - 15th Jul 2023

Data weighted by iprvince and business size to Nationally Representative Proportions