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# 2002 Western Economic Diversification Canada General Client Satisfaction Survey

Final Report

Prepared for

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## EXECUTIVE SUMMARY

#### **Context**

In its 1999-2000 performance report, Western Economic Diversification Canada (WD) indicated that service quality and client satisfaction were important organizational considerations. In order to document current levels of client satisfaction, to examine their evolution in comparison to a baseline survey conducted in 1998 and to a full study conducted in 2001 and to determine the priorities for organizational improvement, a large-scale client survey was conducted in January and February 2002. This report presents the findings of the consultation.

#### Methodology

This research was based on a telephone survey of clients. It included feedback from a representative sample of 875 clients listed in the WD client information system. Only clients who had had dealings with the Department in the six months preceding the telephone interview were contacted. The sample was stratified by province; ex post facto weights were devised to bring the data back to the known population proportions according to provinces and extent of involvement with WD. The data collection was performed by R.A. Malatest and Associates Ltd. during the months of January and February 2002 and led to an overall response rate of 68%. The maximum sampling error is estimated at  $\pm 3.1$  percentage points in the worst, complete-sample case; sampling errors are wider for sub-samples.

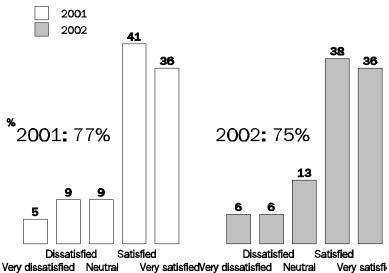
The questionnaire generally conformed with the Common Measurement Tool model — the *de facto* standard for federal departments and agencies. It was a carbon-copy of the 2001 questionnaire so year-to-year comparisons are direct.

While the sample size and response rates are respectable for a business survey, a sizeable portion of the client territory is still unchartered. If non-respondents share the attitudinal profile of respondents, this response level raises no inconvenience. However, it is not possible to assert the extent of correspondence between respondents and non-respondents. In the absence of evidence otherwise, we have assumed that no particular bias existed in the sample of respondents.

#### Results

Three quarters (75%) of participants in the survey indicated that, overall, they were "satisfied" or "very satisfied" with their most recent contact with

## Client Satisfaction, 2001 and 2002



WD. This is a "good" level of satisfaction — not stellar, not feeble. It indicates that the client service process is adequate but it also suggests that improvements are possible.

This 2002 level of client satisfaction was constant compared to 2001 (77%).

While differences in global satisfaction among provincial groupings of 2001 results are not large (ranging from 67% to 83%), it appears that Alberta clients expressed more satisfaction (83%) than clients from other provinces while clients from British Columbia were less satisfied (67%). Differences among provinces in the 36 aspects of service tested in this study were not extensive but several were statistically significant. Where they existed, differences favoured Alberta and

disfavoured British Columbia.

Between 2001 and 2002, from a client point of view, several aspects of service improved. They include:

- · keeping information confidential;
- · delivering on promises made;
- making corrections when a problem occurs;
- the ease of making appointments with officers;
- communications in the official language of the client's choice.

Some other aspects of service received less positive scores in 2002 than in 2001. They were mainly located in the "sensitivity to client needs" area:

- the helpfulness of officers;
- the efforts made by officers to assess your needs;
- the number of contacts before getting an answer;
- the way you were kept informed of the status of your request;
- the flexibility of the service;
- · the amount of bureaucratic requirements;
- the fairness of the service process;
- the follow-through to see if the client got what they needed;
- the hours of service:
- · the variety of access methods;
- · the signage to find the office;
- · the ease of understanding the information provided;
- the clarity of the information;
- the information provided on the requirements to get the service.

In 2002, the five aspects of service which produced the highest satisfaction ratings were: communications in the official language of choice, keeping information confidential, the courtesy of the officers, the waiting time at the office and the helpfulness of officers. The five least satisfying aspects of service were: the signage to find the office, the flexibility of the service, the amount of bureaucratic requirements, the identification of services offered by other organizations and the follow-through to see if the client got what was needed.

Other indicators suggest that, while WD provides good service, it is possible to improve: two-thirds (63%) of clients obtained what they needed from WD in the contact of their most recent contact (66% in 2001); 7% of clients indicated that the service was not provided error-free (stable); more than one third of clients (38%) indicated that the services provided by WD made their organization somewhat more or much more successful (stable); one third (37%) stated that they intend to consult WD services somewhat or considerably more over the coming twelve months (stable); two thirds (67%) of all clients would have recommended WD services without reservation (64% in 2001) — another group of 21% would have recommended WD with reservations and 9% would not have recommended it.

Wherever differences existed, not-for-profit clients were more satisfied than commercial clients. No particular difference in satisfaction was identified between clients who had had only a brief episode of service (less than 30 minutes) and those who had had a more intense relationship with WD. The circumstances which produced highest ratings of satisfaction were: having received a valuable reference (not any reference) from WD; dealing with WD by mail or e-mail rather than over the telephone; being on the look for

business information rather than for program information; and being an organization with large revenues.

Four aspects of service were identified as basic client expectations or lost leaders. These four areas of service are not likely to generate much overall satisfaction, but they are considered important by the clients. They are: keeping information confidential, the ease of understanding of the information provided, the courtesy of the staff and the clarity of the information provided.

The aspects of service which are most closely related to overall client satisfaction are: reliability of WD service, sensitivity to client needs, efforts made by officers to assess client needs, guidance provided by officers and helpfulness of officers.

The results indicate that WD possesses a good handle on such basics of service as the courtesy of the officers, keeping information confidential and the competence of the officers. They also suggest that, in order to move beyond current satisfaction levels, while maintaining high standards in the basic aspects of service, WD will have to enhance its performance in the other three areas of service quality, i.e., ease of doing business, error recovery and personalised service.

Based on the joint analysis of client satisfaction and satisfaction drivers, this study proposes the following service improvement priorities for WD:

#### primary priorities:

- the follow-through to see if the client got what was needed;
- overall service reliability;
- · overall sensitivity to client needs;
- the flexibility of the service.

#### secondary priorities:

- · the identification of services offered by other organizations;
- the amount of bureaucratic requirements

# Chapter **1**

## INTRODUCTION

In its 1999-2000 performance report, Western Economic Diversification Canada (WD) indicated that service quality and client satisfaction were important organizational considerations: "Key challenges for the upcoming year will be improving upon the programs and services we offer, increasing the level of both client and partner satisfaction, and increasing our emphasis on procurement, advocacy and innovation." (Western Economic Diversification Canada Performance Report for the Period Ending on March 31, 2000, page 2). The level of client satisfaction constitutes one of the key results commitments of the department (idem, page 10).

In order to document current levels of client satisfaction, to examine their evolution in comparison to a baseline survey conducted in 1998 and to a follow-up survey conducted in 2001, as well as to determine the priorities for organizational improvement, a large-scale client survey was conducted in January and February of 2001. This report presents the findings of the consultation.

#### **Assignment**

This assignment includes the thorough analysis of the survey data collected by R. A. Malatest and Associates Ltd. out of Victoria and

Edmonton. The first task was to assess the data and to build the study data set; it included the following steps:

- running marginal frequencies to ensure that the data are within expected ranges;
- verifying the distribution of continuous-type variables to identify outlier values and determine their effects on the analyses to come;
- building a complete set of edit statements to impose the questionnaire logic over the data set;
- identifying eventual out-of-sync cases, evidence of data corruption and any other symptom which may suggest that the data integrity is jeopardized;
- constructing a complete and fully documented data set.

We then conducted the analysis based on the following key themes:

- description of the levels of client satisfaction and retention, overall and according to
  - · the characteristics of service captured in the survey,
  - the type of relationship between the clients and the Department,
  - the service supplier (including the province of service) and
  - · the characteristics of the clients themselves;
- description of the evolution of client satisfaction between 1998 and 2001 based on the indicators which are common to two WD surveys;
- analysis of the determinants of satisfaction based on multivariate analyses;
- identification of priorities for improvements based on client stated priorities and on priorities induced from the joint importance satisfaction matrix.

#### Structure of the report

The study methodology is presented in Chapter 2. Conclusions regarding the state and the evolution of client satisfaction are presented in Chapter 3. Chapter 4 focusses on the levers for enhanced satisfaction while Chapter 5 deals with priorities for service improvement.

# Chapter 2

## **METHODOLOGY**

This research is based on a telephone survey of clients. The following aspects of the methodology are discussed: questionnaire design, sampling strategy, data collection operations, data weighting, data processing, data analysis and limitations of the study.

## 2.1 Questionnaire Design

The questionnaire used in this study was exactly the same as the one developed by *Circum Network Inc.* in 2001 and used as part of the 2001 survey of clients. It was organized within seven sections, as follows:

- the description of the most recent contact between the client and WD;
   this most recent contact was the basis for the satisfaction
   measurement to follow;
- satisfaction and importance ratings of service components related to WD's sensitivity to its clients' needs, as well as priorities for improvement in this area;

- satisfaction and importance ratings of service components related to WD's reliability as a service supplier, as well as priorities for improvement in this area;
- satisfaction and importance ratings of service components related to access to WD services, as well as priorities for improvement in this area;
- satisfaction and importance ratings of service components related to WD's communications with its clients, as well as priorities for improvement in this area;
- overall satisfaction and client retention measurements;
- background on the client organization.

This questionnaire was not pretested since it was a replicate from a questionnaire which was fully tested in 2001.

## 2.2 Sampling Strategy

The client population was defined as all people and organizations who had been in touch with WD client service groups within the previous twelve months. In practice, the WD client information system was used as the sampling frame; this implies that the composition of the sample is somewhat a function of the nature and quality of the information entered by WD officers into the data base. For operational and cognitive reasons, only clients who had had dealings with the Department in the six months preceding the telephone interview were contacted.

The client population was stratified by province. Target sample sizes were calculated using the information available in the client data base; they reflected the aim of achieving a  $\pm$  6 percentage point margin of error within each sample stratum. In total, it was expected that 1,009 interviews would be completed.

## 2.3 Data Collection Operations

The telephone interviews were conducted by R. A. Malatest and Associates Ltd. out of Victoria and Edmonton between January 14, 2002 and February 8, 2002. Interviews lasted 15 minutes on average.

**EXHIBIT 2.1**Sample Disposition Table

Disposition	#	#
Numbers obtained from WD		1,993 (a)
Ineligible numbers:		703 (b)
Not in service, duplicate, residential, fax	266	
No dealings with WD	426	
Language problem	11	
Eligible numbers: ( a - b )		1,290 (c)
Refusals (d)	168	
Appointments	78	
Callbacks, no answer, answering machine	121	
Other	48	
TOTAL NOT COMPLETED AMONG ELIGIBLE	415	
Completed		875 (e)
Response rate ( e / c )		68%
Refusal rate ( d / c )		13%

It was not possible to complete the number of interviews originally planned for. Sample attrition due to ineligible contacts was higher than expected. A total of 875 interviews were completed. Exhibit 2.1 presents the sample disposition according to the last contact.

The response rate achieved (68%) is favourable for a business survey of clients. The refusal rate of 13% does not suggest that the field work suffered from a bad relationship between WD and its clients. It is noteworthy, however, that 426 of the people or organizations contacted (or 21%) indicated not having had dealings with WD; assuming that the

WD client records are accurate, this can be interpreted as a first indication of the low profile enjoyed by WD among its clients.

## 2.4 Data Weighting

## EXHIBIT 2.2 Weighting Data

	Short term	Long term	TOTAL		
12-MONTH POPUL	ATION COUNTS (UN	DUPLICATED)			
Manitoba	341	362	703		
Saskatchewan	318	962	1280		
Alberta	451	401	852		
British Columbia	315	447	762		
TOTAL	1425	2172	3597		
SURVEY COMPLETIONS					
Manitoba	95	109	204		
Saskatchewan	97	126	223		
Alberta	119	114	233		
British Columbia	104	111	215		
TOTAL	415	460	875		
WEIGHTS					
Manitoba	0.87	0.81	0.84		
Saskatchewan	0.80	1.86	1.40		
Alberta	0.92	0.86	0.89		
British Columbia	0.74	0.98	0.86		

Since the population was stratified in a non proportional manner according to the province of service delivery, ex post facto weights are required to redress the overall estimates to the population proportions. Exhibit 2.2 provides the data concerning this weighting exercise.

Weights were mild, varying from 0.74 to 1.86. The variance of the weight set was 0.13 thereby producing a sample stratification design effect of 1.13 (see Bruce D. Spencer, "An approximate design effect for unequal weighting when measurements may correlate with selection probabilities", in *Survey Methodology*, December 2000, pp.137–138).

## 2.5 Data Processing

Survey data were managed using VoxCo's StatXP software and SPSS. Data were edited to ensure conformity to the established response categories and to limit the distributions of unbound variables within reasonable values. Filtering logic instructions were developed to ensure that the reported data conform to the skip logic of the questionnaire. The data were weighted according to the provinces and to the depth of the client relationship.

## 2.6 Data Analysis

Most data analysis was done using basic stubs-and-banners crosstabs developed in StatXP (see Appendix B). Percentage-based differences were tested on a percentage-versus-complement basis using two-tailed binomial distributions. Differences between means were tested using two-tailed t-tests. Comparisons between 2001 and 2002 were restricted to the entire samples — the sampling error being too large at the provincial level to reliably assess change; considering the sample sizes used in 2001 and 2002, a difference of proportion of six percentage points from a proportion of 50% in 2001 would be statistically significant for the full samples. We chose a conservative threshold of eight percentage points before pronouncing a difference between years significant.

The analysis of satisfaction drivers was based on a least-squares multiple regression analysis.

Based on the full sample of 875 responses, the maximum sampling error is estimated at  $\pm 3.1$  percentage points in the worst, complete sample case (for a proportion of 50%, at a confidence level of 95% and accounting for a stratification design effect of 1.13 and for light correction for finite population). Sampling errors are wider for sub-samples; they approximate  $\pm$  6 percentage points for provinces and  $\pm$ 4.4 percentage

points for intensity of service. Appendix B reports the sampling error for proportions of 50% within each of the groupings presented in the banners.

### 2.7 Limitations of this Research

The results of this research are based on a sample of 875 WD clients to which is attached a response rate of 68%. While this is a respectable response level for a business survey, it still leaves half of the client territory unchartered. If non-respondents share the attitudinal profile of respondents, this response level raises no inconvenience. However, it is not possible to assert the extent of correspondence between respondents and non-respondents. In the absence of evidence otherwise, we have assumed that no particular bias exists in the sample of respondents.

# Chapter 3

# CLIENT SATISFACTION RESULTS

### 3.1 Context

#### Types of contacts

More than four contacts out of ten (42%) were made of telephone calls (table Q3, Appendix B). Almost as many (39%) involved a meeting in person — an increase from 29% in 2001 — whereas 14% were an exchange of letters. This was the preferred method of contact for 93% of clients involved (table Q4, Appendix B).

Telephone contacts were more frequent with not-for-profit organizations (53%) than with commercial ventures (39%) as well as with organizations with six contacts or more over the past year (48%) and short term contacts (48%). In-person meetings were more frequent in Saskatchewan (46%), among clients with a single contact over the previous year (49%), where a longer contact was involved (45%) and with organizations in place

for less than one year (47%). Alberta clients registered more e-mail contacts than other client groups (21%).

The most frequent reason for the contact was to obtain business information or advice (47%; table Q6, Appendix B; an increase from 35% in 2001). Program-related<sup>1</sup> contacts followed, with 40% of all contacts: 21% to obtain information on applying to a government program, 13% to follow-up on an application to a government program and 6% to apply to a government program.

Requests for business information or advice were more frequent among long-term clients than short-term clients (51% vs. 39% of contacts) and among commercial than not-for-profit clients (48% vs. 33%); they were also more frequent among more recently formed entities than among organizations which had been around for four years or more (62% among organizations formed within the previous year). These patterns are very similar to those observed in 2001.

#### Clients

More than eight out of ten respondents (82%) were commercial organizations (up from 77% in 2001); 14% were not-for-profit (table Q45; Appendix B). The proportion of commercial organizations in the sample was lower Saskatchewan (77%) and higher in British Columbia (90%); it was higher among clients with 2 to 5 contacts with WD over the previous 12 months (90%). The proportion of not-for-profit organizations was higher among clients with six contacts or more (25%) and among the group of clients which were in existence for more than 10 years.

Start-ups — organizations in existence for less than one year — account for 20% of respondents (table Q46, Appendix B; up from 10% in 2001) although they comprise 22% of commercial clients and 3% of not-for-profit clients. Another 20% of respondents have been in operation for one to three years.

More than 70% of all such programs were WD programs according to table Q7, Appendix B.

Organizations with fewer than five employees account for 52% of respondents (table Q50, Appendix B; up from 42% in 2001). Another 12% have five to nine employees while a similar-size group (13%) have ten to 24 employees. On average, based on the survey results, WD clients have 16 employees (down from 21 in 2001).

Over the past year, 26% of clients had a single dealing with WD (up from 16% in 2001); four in ten (40%) had two to five dealings; one in five (18%) had six to ten and 14% had more than ten contacts with WD (table Q43, Appendix B). On average, WD clients have had 7 contacts with the department over the previous year (down from 10 in 2001). Saskatchewan clients averaged fewer (5.1) while Manitoba clients averaged more (8.5). Not-for-profit organizations declared an average of 13.7 contacts with WD over the year (down from 20 in 2001) compared to 5.4 contacts for commercial organizations (down from 6.8 in 2001).

More than half of all clients (53%) indicated that their first contact with WD was made within the previous year (table Q44, Appendix B). The proportion is somewhat higher in British Columbia (65%) and Alberta (61%) and somewhat lower in Saskatchewan (40%). It is also higher among commercial organizations (55%) than among not-for-profit organizations (40%) — the average duration of the relationship is 1.6 years for commercial organizations and 2.7 years for not-for-profit organizations).

## 3.2 Sensitivity to Needs

Sensitivity to needs comprises the aspects of service which demonstrates that the service provider treats the client as an individual with particular requirements, as opposed to dealing with clients in a monolithic, one-size-fits-all manner.

Exhibit 3.1 summarises the satisfaction of WD clients with the aspects of service grouped under the umbrella of sensitivity to needs. The dimension most satisfying to clients was the level of help they received from the WD

officers: 82% expressed satisfaction<sup>1</sup> with it (by choosing a 4 or a 5 on a 5-point satisfaction scale); this translated into an average satisfaction score of 80 on the satisfaction scale which runs from 0 (very dissatisfied) to 100 (very satisfied)<sup>2</sup>.

**EXHIBIT 3.1** Sensitivity to needs

% of clients rating 4 and 5 Average between 0 and 100 <sup>1</sup>	All clients 2001	All clients	British Columbia	Alberta	Saskat- chewan	Manitoba
the helpfulness of officers	87% 79	82% <b>&gt;</b> ² 80	74% <sup></sup> 75 <sup>-</sup>	91% <sup>+++</sup> 85 <sup>+++</sup>	82% 80	78% 77
the speed of the service	76% 72	76% 75	66% <sup></sup>	77% 76	85% <sup>+++</sup> 80 <sup>++</sup>	72% 73
the efforts made by officers to assess your needs	79% 76	75% <b>∿</b> 74	64% <sup></sup>	83% <sup>+</sup> 81 <sup>++</sup>	80% 77	72% 71
the number of contacts before getting an answer	78% 73	74% <b>∖</b> 74	66% <sup></sup> 69 <sup>-</sup>	73% 73	80% <sup>+</sup> 78 <sup>+</sup>	73% 73
SENSITIVITY TO NEEDS, IN GENERAL (Q10)	75% 73	72% <b>&gt;</b> 71	60% <sup></sup>	79% <sup>++</sup> 76 <sup>++</sup>	75% 71	72% 71
the way you were kept informed of the status of your request	74% 71	68% <b>&gt;</b> 71	54% <sup></sup>	74% 75 <sup>+</sup>	74% <sup>+</sup> 75	66% 70
the flexibility of the service	71% 70	65% <b>≯</b> 67	49% <sup></sup> 57	68% 69	71% <sup>+</sup> 70	69% 70
the amount of bureaucratic requirements	59% 63	56% <b>∖</b> 63	45% <sup></sup> 56 <sup>-</sup>	59% 64	60% 65	58% 64
n	422-643	555-859	139-210	153-230	133-219	128-200

<sup>&</sup>lt;sup>1</sup> The -2 to +2 scale used in 2001 was converted to a 0 to 100 scale as proposed by Treasury Board Canada Secretariat.

Source: tables relative the Q8 in Appendix B.

Variations between 2001 and 2002 are indicated where there is at least a three percentage point difference which is not contradicted by the difference in means.

<sup>-/+:</sup> the difference is significant at the 0.05 level; ---/++: the difference is significant at the 0.01 level; ---/++: the difference is significant at the 0.001 level; differences underlying unmarked numbers are not statistically significant at the 0.05 level. Note: satisfaction questions were asked of two thirds of clients; the other third was asked questions relating to the importance of the same areas of service.

Satisfaction scores are based on the subset of respondent who were in a position to express their level of satisfaction, excluding those who indicated that particular service dimensions were not relevant to them and those who could not answer.

The -2 to +2 2001 scale was converted to a 0 to 100 scale to follow the approach suggested by Treasury Board Canada Secretariat (*Reporting on Results of Client Satisfaction Surveys, Reporting Guidelines*, by Peter Hajmasy and Jeff King, Innovation and Quality Services Division, Service and Innovation Sector, Treasury Board of Canada Secretariat, December, 2001).

Two other areas of sensitivity to needs received 75% of positive scores or more — with an average close to or equal to 75 which corresponds to "somewhat" satisfied: efforts made at assessing client needs and the speed of service. The number of contacts required before getting an answer really is in the same group, with 74% of satisfied clients.

One service area received a rather harsh rating of 56% (average rating of 63): the amount of bureaucratic requirements appeared to please fewer clients than other aspects of sensitivity to needs.

There were some statistically significant differences among provinces. Where they existed, they indicated systematically that British Columbia clients were less satisfied than clients from other provinces. Clients from Alberta and Saskatchewan rated some aspects of service higher than clients from other provinces.

Note that, while none of the differences between 2001 and 2002 reached the threshold of eight percentage points determined to be statistically significant, seven out of eight comparisons indicated a slight drop in satisfaction between the two years — in the case of the eighth comparison, there was no change.

Exhibit 3.2 presents more detailed breakdowns of the general results relative to satisfaction with sensitivity to needs. It reflects the fact that satisfaction varied significantly from a statistical standpoint from province to province, particularly between British Columbia and Alberta.

Noticeable differences existed also according to the number of contacts a client had had with WD over the previous year, a recurrent themes in several areas of this report: clients with frequent contacts with the organization were more satisfied than clients with less frequent contacts with the level of sensitivity to need demonstrated by WD. Note that these data cannot determine the direction of the relationship: either high satisfaction led clients to repeat doing business with WD, or repeat business translated into high satisfaction scores. Market research experience would favour the former hypothesis.

Contrary to the situation in 2001, in 2002, client satisfaction with sensitivity to need did not vary largely according to the nature of the client organization: commercial organizations and not-for-profit organizations gave similar ratings (within the statistical limits of this research — only the average figure was higher for not-for-profit clients).

EXHIBIT 3.2
Satisfaction with Sensitivity to Need

Groups	% Satisfied or very satisfied	% Very satisfied	Average <sup>1</sup>	n
All clients	72%	34%	71	859
Province				
British Columbia Alberta Saskatchewan Manitoba	60% 79%++ 75% 72%	27% <sup>-</sup> 41% <sup>+</sup> 33% 36%	65 <sup></sup> 76 <sup>++</sup> 71 71	210 230 219 200
Depth of the client r	relationship			
Long term Short term	72% 72%	33% 36%	71 72	449 410
Contacts with WD or	ver the previous year			
Once 2-5 times 6 or more times	68% 67% <sup>-</sup> 81% <sup>+++</sup>	24% <sup></sup> 28% <sup></sup> 49% <sup>+++</sup>	67 <sup>-</sup> 68 <sup></sup> 79 <sup>+++</sup>	192 358 289
Type of client				
Commercial Not-for-profit	71% 78%	33% 37%	70⁻ 76⁺	710 119

The -2 to +2 scale used in 2001 was converted to a 0 to 100 scale as proposed by Treasury Board Canada Secretariat.

Clients were asked to identify a single priority for improvement among the areas of service which correspond to sensitivity to needs. Almost four in ten (38%, table Q11, Appendix B) could not indicate a priority for improvement, thereby suggesting that the WD service corresponded to their expectations. As Exhibit 3.3 shows, the top priority for improvement in the area of sensitivity to client needs was the reduction of bureaucratic

<sup>-/+:</sup> the difference is significant at the 0.05 level; --/+: the difference is significant at the 0.01 level; ---/++: the difference is significant at the 0.001 level.; differences underlying unmarked numbers are not statistically significant at the 0.05 level. Source:table Q10, appendix B

requirements followed by efforts to assess client needs and the speed of service.

EXHIBIT 3.3

Priorities for Improvement — Sensitivity to needs

% choosing a priority	All clients	British Columbia	Alberta	Saskat- chewan	Manitoba
No priority chosen	38%	31%-	45%+	38%	39%
Bureaucratic requirements	10%	8%	10%	10%	12%
Efforts to assess your needs	7%	12%++	5%	4%-	10%
Speed of service	6%	10%++	7%	4%	2%-
n	875	215	233	223	204

<sup>-/+:</sup> the difference is significant at the 0.05 level; --/+-: the difference is significant at the 0.01 level; differences underlying unmarked numbers are not statistically significant at the 0.05 level.

Note: only priorities chosen by at least 10% of clients in at least one group are presented. Source: tables relative the Q11 in Appendix B.

## 3.3 Service Reliability

Service reliability refers to the trust that the client can place in the organization. Exhibit 3.4 summarizes the satisfaction results obtained in this study with regard to service reliability.

Globally, satisfaction with service reliability was similar to satisfaction with sensitivity to client needs: 74% of clients indicated satisfaction (by choosing a 4 or a 5 on a 5-point satisfaction scale) and the average satisfaction scored 72 on the 0 to 100 scale. Saskatchewan and Manitoba clients score at this average while British Columbia clients rated service reliability lower (65%) and Alberta clients, higher (80%).

At the top of the list of the service reliability characteristics, staff courtesy reigned with 93% of satisfaction and an average score of 88. It is followed by attention to confidentiality and the competence of the staff which

received more than satisfaction ratings in excess of 80%. Fairness of the process came close, with 79%.

## **EXHIBIT 3.4** Service Reliability

% of clients rating 4 and 5 Average between 0 and 100 <sup>1</sup>	All clients 2001	All clients	British Columbia	Alberta	Saskat- chewan	Manitoba
the courtesy of the officers	95%	93%	89% <sup>-</sup>	97% <sup>+</sup>	94%	92%
	85	88	84 <sup>-</sup>	90 <sup>+</sup>	88	88
keeping information confidential	85%	92% <b>*</b> ²	88%	92%	93%	94%
	79	88	84 <sup>-</sup>	89	88	90
the competence of the officers	83%	82%	75% <sup>-</sup>	86%	85%	79%
	76	79	73 <sup>-</sup> -	82 <sup>+</sup>	80	79
the fairness of the service process	82%	79% <b>∖</b>	69% <sup></sup>	81%	85% <sup>+</sup>	76%
	76	76	70 <sup>-</sup>	79	78	74
the business knowledge of the officers	77%	76%	71%	78%	78%	78%
	75	75	70 <sup>-</sup>	77	76	77
delivering on promises made	70%	75% <b>~</b>	69%	85% <sup>++</sup>	73%	74%
	71	76	72	82 <sup>++</sup>	75	75
SERVICE RELIABILITY, IN GENERAL (Q14)	76%	74%	65% <sup></sup>	80% <sup>+</sup>	74%	76%
	73	73	68 <sup></sup>	78 <sup>+++</sup>	72	72
the guidance provided by officers	73%	72%	63% <sup></sup>	80% <sup>+</sup>	74%	70%
	71	72	66 <sup></sup>	78 <sup>++</sup>	74	71
making corrections if there is a problem	63%	70% <b>.</b> ≉	63%	76%	71%	70%
	69	72	66 <sup>-</sup>	77	72	75
the identification of services offered by other organizations	54%	56%	47% <sup>-</sup>	57%	59%	58%
	62	61	55 <sup>-</sup>	66	62	63
the follow-through to see if you got what you needed	62%	55% <b>∖</b>	42% <sup></sup>	63% <sup>+</sup>	57%	54%
	64	61	52 <sup></sup>	66 <sup>+</sup>	62	60
	n 354-635	363-842	98-200	88-226	95-218	82-198

<sup>&</sup>lt;sup>1</sup> The -2 to +2 scale used in 2001 was converted to a 0 to 100 scale as proposed by Treasury Board Canada Secretariat.

Source: tables relative the Q12 in Appendix B.

Variations between 2001 and 2002 are indicated where there is at least a three percentage point difference which is not contradicted by the difference in means.

<sup>-/+:</sup> the difference is significant at the 0.05 level; --/+: the difference is significant at the 0.01 level; ---/++: the difference is significant at the 0.001 level; differences underlying unmarked numbers are not statistically significant at the 0.05 level. Note: satisfaction questions were asked of two thirds of clients; the other third was asked questions relating to the importance of the same areas of service.

Two aspects of service reliability did not fare as well: the follow-through by service providers received 55% of satisfied responses (and an average of 61) and the identification of services offered by other organizations, 56%.

This pattern of satisfaction corresponds to the situation of an organization which has covered the service basics but has not gone beyond them to fully satisfy the customer. The five areas of service reliability rated highest can be subsumed within the category of "basic service" for an organization like WD. This means that **WD controls its fundamental basic service features**. This level of service, however, produces limited client satisfaction. The next three stages of satisfaction management are the ones which can raise satisfaction levels beyond the basics. They are: ease of doing business features, error recovery features and personalised service. The areas of service falling below 70% in Exhibit 3.4 correspond to these levels. **For overall client satisfaction to rise above current levels**, **WD will have to focus its attention on the stages of service which are beyond basic service**.

The same conclusion was reached in 2001. Variations from 2001 to 2002 indicate improvements in some areas (keeping information confidential +7%, delivering on promises made +5%, making corrections if there is a problem +7%) and deterioration of client satisfaction in others (fairness of the process -3%, follow-through -7%).

The identification of services offered by other organizations rated low in Exhibit 3.4. According to other survey data, WD referred clients to other sources of information or other people who might be of assistance in 52% of contacts (table Q16, Appendix B). Clients followed these leads three-quarters of the time (74%, table Q17, Appendix B) and found them somewhat or very valuable 80% of the time (37% and 43%, respectively; table Q18, Appendix B). In sum, one third (52% x 74% x 80% = 31%) of clients were directed to resources which they ultimately found useful.

The patterns of overall satisfaction with service reliability (Exhibit 3.5) were similar to those observed in relation to Sensitivity to needs. Satisfaction rated at 74%, a reasonable level albeit the average score of 73 indicated that there is room for improvement. Differences by province and level of contact parallel those observed previously, i.e., British Columbia clients

were somewhat less satisfied with service reliability, particularly compared to Alberta clients, and clients with six or more contacts over the previous year were more satisfied than clients with fewer contacts.

EXHIBIT 3.5
Satisfaction with Service Reliability

Groups	% Satisfied or very satisfied	% Very satisfied	Average <sup>1</sup>	n
All clients	74%	35%	73	842
Province				
British Columbia Alberta Saskatchewan Manitoba	65% <sup></sup> 80% <sup>+</sup> 74% 76%	30% 42% <sup>+</sup> 32% 39%	68 <sup></sup> 78 <sup>+++</sup> 72 72	200 226 218 198
Depth of the client r	elationship			
Long term Short term	75% 73%	35% 36%	73 73	440 402
Contacts with WD ov	ver the previous year			
Once 2-5 times 6 or more times	68% <sup>-</sup> 70% <sup>-</sup> 83% <sup>+++</sup>	29% <sup>-</sup> 29% <sup></sup> 48% <sup>+++</sup>	69 <sup>-</sup> 69 <sup>-</sup> 80 <sup>+++</sup>	184 351 289
Type of client				
Commercial Not-for-profit	73% 81%	34% 37%	72 <sup>-</sup> 78 <sup>+</sup>	696 118

The -2 to +2 scale used in 2001 was converted to a 0 to 100 scale as proposed by Treasury Board Canada Secretariat.

Not surprisingly, clients who were forthcoming with suggestions for improvements selected the two areas which received the lowest satisfaction scores (Exhibit 3.6). Some 12% indicated a need for more follow-through from WD officers and 9% wanted better identification of services offered by other organizations. Note that about half of all clients could not identify a priority for improvement in the area of service reliability.

<sup>-/+:</sup> the difference is significant at the 0.05 level; --/+: the difference is significant at the 0.01 level; difference is significant at the 0.001 level.; differences underlying unmarked numbers are not statistically significant at the 0.05 level. Source:table Q14, appendix B

EXHIBIT 3.6	
<b>Priorities for Improvement — Service Reli</b>	ability

% choosing a priority	All clients	British Columbia	Alberta	Saskat- chewan	Manitoba
No priority chosen	46%	39%-	49%	45%	50%
Follow-through to see if you got what you needed	12%	12%	9%	14%	10%
Identification of services offered by other organizations	9%	12%	9%	7%	9%
n	875	215	233	223	204

<sup>-/+:</sup> the difference is significant at the 0.05 level; --/+: the difference is significant at the 0.01 level; differences underlying unmarked numbers are not statistically significant at the 0.05 level.

Note: only priorities chosen by at least 10% of clients in at least one group are presented. Source: tables relative the Q11 in Appendix B.

### 3.4 Access to Service

Access to the service comprises physical access, methods of access and speed of response. Exhibit 3.7 summarizes the satisfaction results obtained in this study with regard to access to service.

Overall, access to service received higher satisfaction marks than the previous two areas of service: 81% provided an overall rating of 4 or 5 on a 5-point satisfaction scale (average of 76 on the 0 to 100 scale). Satisfaction with access was highest in Alberta, with 86% (80) and lowest in British Columbia with 74% (73).

Five areas of service related to access received 80% or more of satisfied ratings. They were: waiting time at the office, hours of service, the comfort of the waiting room, the ease of making appointments with officers and the variety of access methods.

Office location and signage to find the office were the aspects which received the lowest scores (62% and 73%, respectively). British Columbia clients stood out for their critical assessment of the ease of making

appointments with officers (67% of satisfied clients) and the ease of reaching officers (65%).

Overall satisfaction with access to services was constant between 2001 and 2002. The ease of making appointments with officers improved from one year to the next, but three other areas showed a drop in client satisfaction: hours of service, the variety of access methods and office signage.

**EXHIBIT 3.7 Access to Service** 

% of clients rating 4 and 5 Average between 0 and 100 <sup>1</sup>	All clients 2001	All clients	British Columbia	Alberta	Saskat- chewan	Manitoba
the waiting time at the office	85%	87%	80%	88%	90%	86%
	79	82	78	83	83	83
the hours of service	90%	81% <b>&gt;</b> ²	77%	79%	80%	86%
	78	78	76	77	79	82 <sup>+</sup>
the comfort of the waiting areas	82%	81%	82%	75%	83%	81%
	78	79	80	75	79	80
the ease of making appointments with officers	76%	81% <b>~</b>	67% <sup></sup>	83%	87% <sup>+</sup>	82%
	74	78	70 <sup></sup>	80	80	79
ACCESS TO SERVICE, IN GENERAL (Q21)	80%	81%	74% <sup></sup>	86% <sup>+</sup>	82%	81%
	75	76	73 <sup>-</sup>	80 <sup>+</sup>	76	78
the variety of methods to access the service (e.g., phone, in-person, e-mail, etc.)	88%	80% <b>∖</b>	72% <sup></sup>	82%	85%	80%
	78	78	72 <sup></sup>	80	79	79
the timeliness of responses to telephone or e-mail messages	81%	79%	73% <sup>-</sup>	81%	83%	79%
	75	76	72 <sup>-</sup>	77	78	75
the ease of reaching officers	78%	76%	65% <sup></sup>	77%	79%	83% <sup>+</sup>
	73	75	69 <sup></sup>	77	77	78
the convenience of the office location	76%	73%	71%	80%	69%	77%
	73	74	78	79	71	74
the signage to find the office	75%	62% <b>&gt;</b>	59%	67%	55%	71%
	71	68	67	71	64	73
n	241-633	267-848	53-206	61-224	76-221	77-197

<sup>&</sup>lt;sup>1</sup> The -2 to +2 scale used in 2001 was converted to a 0 to 100 scale as proposed by Treasury Board Canada Secretariat.

Source: tables relative the Q19 in Appendix B.

Variations between 2001 and 2002 are indicated where there is at least a three percentage point difference which is not contradicted by the difference in means.

<sup>-/+:</sup> the difference is significant at the 0.05 level; --/++: the difference is significant at the 0.01 level; ---/++: the difference is significant at the 0.001 level; differences underlying unmarked numbers are not statistically significant at the 0.05 level. Note: satisfaction questions were asked of two thirds of clients; the other third was asked questions relating to the importance of the same areas of service.

Observations concerning the provincial variations in satisfaction with access to service are repeated in Exhibit 3.8. The same exhibit documents the absence of difference in satisfaction regarding access to service between long-term and short-term clients as well as between commercial and nor-for-profit clients. It also reiterates the earlier findings about the relationship between satisfaction and repeat business: clients with more contacts with WD were more satisfied with access than clients with fewer contacts.

**EXHIBIT 3.8**Satisfaction with Access to Service

Groups	% Satisfied or very satisfied	% Very satisfied	Average <sup>1</sup>	n			
All clients	81%	33%	76	848			
Province							
British Columbia Alberta Saskatchewan Manitoba	74% <sup></sup> 86% <sup>+</sup> 82% 81%	28% 37% 32% 37%	73 <sup>-</sup> 80 <sup>+</sup> 76 78	206 224 221 197			
Depth of the client relationship							
Long term Short term	83% 78%	34% 33%	77 75	447 401			
Contacts with WD over the previous year							
Once 2-5 times 6 or more times	79% 75% <sup></sup> 89% <sup>+++</sup>	29% 27% <sup></sup> 44% <sup>+++</sup>	75 72 <sup></sup> 82 <sup>+++</sup>	185 355 290			
Type of client							
Commercial Not-for-profit	81% 80%	32% 36%	76 77	699 120			

The -2 to +2 scale used in 2001 was converted to a 0 to 100 scale as proposed by Treasury Board Canada Secretariat.

Clients had few direct suggestions for improvement in the area of access to service. Half (50%; table Q22, Appendix B) could not identify one element of service which needed attention in this domain. The others

 $<sup>^{-/+}</sup>$ : the difference is significant at the 0.05 level;  $^{--/++}$ : the difference is significant at the 0.01 level;  $^{---/++}$ : the difference is significant at the 0.001 level.; differences underlying unmarked numbers are not statistically significant at the 0.05 level. Source:table Q21, appendix B

scattered their suggestions over several topics, the most frequently mentioned being the timeliness of responses to telephone messages and e-mails (9% of all clients) and office location (6%).

### 3.5 Communications

Much of the service offered by WD is about communications: communicating industry intelligence, explaining programs, informing on the outcome of applications, etc.. Exhibit 3.9 summarizes the satisfaction of WD clients with areas of service related to communications.

**EXHIBIT 3.9 Communications** 

% of clients rating 4 and 5 Average between 0 and 100 <sup>1</sup>	All clients 2001	All clients	British Columbia	Alberta	Saskat- chewan	Manitoba
communications in the official language of your choice	79%	96% <b>.</b> ≉	90% <sup></sup>	99% <sup>+</sup>	97%	96%
	75	90	86 <sup></sup>	93 <sup>++</sup>	91	91
the ease of understanding of the information provided	83%	79% <b>∿</b>	73% <sup>-</sup>	79%	79%	85%
	75	77	72 <sup>-</sup>	79	76	80
the clarity of the information provided	90%	77% <b>∖</b> ²	69% <sup></sup>	80%	79%	79%
	79	76	69 <sup></sup>	78	78	77
the consistency of the information provided	74%	77%	71% <sup>-</sup>	79%	81%	77%
	70	76	71 <sup>-</sup>	78	78	76
COMMUNICATIONS, IN GENERAL (Q25)	79%	76%	71% <sup>-</sup>	82% <sup>+</sup>	77%	75%
	75	76	71 <sup></sup>	80 <sup>+++</sup>	75	77
the availability of the information you needed	73%	71%	63% <sup>-</sup>	73%	73%	73%
	69	73	66 <sup>-</sup>	76	74	74
the information provided on the requirements to get the service	77%	71% <b>&gt;</b>	60% <sup></sup>	74%	74%	75%
	72	72	65 <sup></sup>	76+	73	74
r	n 399-645	582-862	147-209	153-233	146-219	136-201

<sup>&</sup>lt;sup>1</sup> The -2 to +2 scale used in 2001 was converted to a 0 to 100 scale as proposed by Treasury Board Canada Secretariat.

Source: tables relative the Q23 in Appendix B.

Variations between 2001 and 2002 are indicated where there is at least a three percentage point difference which is not contradicted by the difference in means.

<sup>-/+:</sup> the difference is significant at the 0.05 level; --/++: the difference is significant at the 0.01 level; ---/++: the difference is significant at the 0.001 level; differences underlying unmarked numbers are not statistically significant at the 0.05 level. Note: satisfaction questions were asked of two thirds of clients; the other third was asked questions relating to the importance of the same areas of service.

Satisfaction with communications did not reached the same level as access to service but it rated better than sensitivity to needs and service reliability. Overall, 76% of respondents rated communications a 4 or a 5 on a 5-point satisfaction scale (average of 76 on the 0 to 100 scale). Differences among provinces are less pronounced than in other areas of service but the pattern remains the same: Alberta clients rated their service satisfaction higher than in other provinces while British Columbia clients rated lower.

The communications in the official language of choice was the area which raised the fewest issues: in this regard, satisfaction reached 96%, a sharp increase compared to 2001 (where the equivalent rating was 79%).

The ease of understanding of the information and the clarity of the information (which are related concepts) both appear to have experienced drops in satisfaction between 2001 and 2002: four percentage points in the first case and thirteen in the second case.

The availability of the information and instructions on the requirements to get the service (again, related concepts) were the two areas which were least appreciated by clients (71% each).

The general satisfaction with communications followed the now-known provincial pattern (Exhibit 3.10; table Q25, Appendix B). While there were no differences in satisfaction with communications according to the type of clients and the depth of the relationships, clients who had had fewer than six contacts with WD in the previous year were less satisfied than clients who had had six contacts or more, thereby repeating the pattern observed in other sections of this study.

When asked to identify a priority for improvement in the area of communications, half of clients could not select one (49%; table Q26, Appendix B). The improvement of the availability of information was the area selected most often (9%) followed by an amelioration of the clarity of information (8%).

EXHIBIT 3.10
Satisfaction with Communications

Groups	% Satisfied or very satisfied	% Very satisfied	Average <sup>1</sup>	n		
All clients	76%	37%	76	862		
Province						
British Columbia Alberta Saskatchewan Manitoba	71% <sup>-</sup> 82% <sup>+</sup> 77% 75%	29% <sup></sup> 45% <sup>++</sup> 34% 40%	71 <sup></sup> 80 <sup>+++</sup> 75 77	209 233 219 201		
Depth of the client relationship						
Long term Short term	76% 77%	35% 38%	75 77	453 409		
Contacts with WD over the previous year						
Once 2-5 times 6 or more times	74% 73% 83% <sup>++</sup>	30% <sup>-</sup> 31% <sup></sup> 49% <sup>+++</sup>	73 <sup>-</sup> 73 <sup>-</sup> 81 <sup>+++</sup>	193 358 291		
Type of client						
Commercial Not-for-profit	76% 76%	36% 34%	75 75	713 120		

 $<sup>^{\</sup>rm 1}$  The -2 to +2 scale used in 2001 was converted to a 0 to 100 scale as proposed by Treasury Board Canada Secretariat.

#### Use of the Internet for communications

The questionnaire investigated further the use of the Internet for business information and communications. The Internet was identified as the main method for accessing business information by 45% of respondents (table Q27, Appendix B; 52% in 2001), far ahead of discussions with WD officers which was selected by 26%. Among those with Internet access for work purposes, 93% used the Internet as their primary source of business information or had used the Internet at some point for that purpose (table Q29B, Appendix B). The Internet was the prime tool for uncovering business intelligence in all subgroups of clients studied (although it was rivalled by WD officers in Saskatchewan — 38% and 31% respectively).

<sup>-/+:</sup> the difference is significant at the 0.05 level; --/++: the difference is significant at the 0.01 level; ---/++: the difference is significant at the 0.001 level.; differences underlying unmarked numbers are not statistically significant at the 0.05 level. Source:table Q25, appendix B

More than nine clients out of ten (91%; table Q28B, Appendix B) indicated that they had access to the Internet for work purposes. The proportion was slightly lower for clients in Saskatchewan (83%), for clients who had had a single contact with WD over the previous year (83%) and for organizations in existence for less than one year (80%). A similar proportion (85%) of clients with Internet access had used the Internet to access information about government programs (table Q30, Appendix B).

Seven in ten clients (71%) with Internet access (or 60% of all clients, down from 74% in 2001) had visited the WD Web site (table Q31, Appendix B). Among those who had not accessed the site, 82% indicated that they would be somewhat likely (33%) or very likely (49%) to use it if they knew that the WD site offered information and services (table Q32, Appendix B).

On-line application of the WD programs also enjoyed good response: among all clients with Internet access, 82% indicated that they would be somewhat likely (24%) or very likely (58%) to use on-line application if WD offered it (table Q33, Appendix B).

Where differences exist between 2001 data and 2002 data, they suggest *reduced Internet access and use*. This is not to say that Western Canada businesses are less connected now than they were a year ago. Rather, it may indicate that the composition of the WD client base has shifted somewhat between the two periods.

## 3.6 Satisfaction and Client Retention

The same 5-point scale was used to assess the overall satisfaction of clients with their most recent contact with WD. Exhibit 3.11 presents the main results.

**Three out of four clients (75%) expressed satisfaction** (by answering "satisfied" or "very satisfied") with their most recent contact — this figure is stable since the 2001 results was 77%. This summary question was placed toward the end of the questionnaire, after study participants had

considered every aspect of the service event. More than one third (36%) were "very satisfied". Using scale points ranging from 0 (for "very dissatisfied") to 100 (for "very satisfied"), the satisfaction rating averaged 73.

EXHIBIT 3.11

Overall Satisfaction with the Most Recent Contact

Groups	% Satisfied or very satisfied	% Very satisfied	Average <sup>1</sup>	n		
All clients 2001	77%	36%	74	657		
All clients 2002	75%	36%	73	868		
Province						
British Columbia Alberta Saskatchewan Manitoba	67% <sup></sup> 83% <sup>++</sup> 73% 75%	34% 41% 34% 39%	69 <sup>-</sup> 79 <sup>+++</sup> 71 73	213 231 222 202		
Depth of the client relationship						
Long term Short term	74% 75%	36% 37%	73 74	457 411		
Contacts with WD over the previous year						
Once 2-5 times 6 or more times	67% <sup></sup> 72% 85% <sup>+++</sup>	25% <sup></sup> 31% <sup></sup> 52% <sup>+++</sup>	67 <sup></sup> 71 <sup>-</sup> 81 <sup>+++</sup>	199 359 289		
Type of client						
Commercial Not-for-profit	73% <sup>-</sup> 82% <sup>+</sup>	35% 40%	72 <sup>-</sup> 78 <sup>+</sup>	717 121		

The -2 to +2 scale used in 2001 was converted to a 0 to 100 scale as proposed by Treasury Board Canada Secretariat.

Overall satisfaction followed the average in Saskatchewan and Manitoba; it was somewhat lower in British Columbia (67%) and somewhat higher in Alberte (83%). Not-for-profit clients expressed more satisfaction (82%) than commercial clients (73%). Clients with six contacts or more over the previous year had the highest level of satisfaction (85%) while clients with a single contact had the lowest (67%); as stated earlier, we cannot

 $<sup>^{-/+}</sup>$ : the difference is significant at the 0.05 level;  $^{--/+}$ : the difference is significant at the 0.01 level;  $^{---/++}$ : the difference is significant at the 0.001 level.; differences underlying unmarked numbers are not statistically significant at the 0.05 level. Source:table Q34, appendix B

determine whether either high satisfaction led clients to repeat doing business with WD, or whether repeat business translated into high satisfaction scores although market research suggests that the former is more likely.

How does one interpret such overall satisfaction results? Experience, backed with ample literature, suggests that average public organizations attain satisfaction levels of 75% with relative ease, considering the expectations of typical clients. The 2001 result of 77% was within these boundaries. The fact that client satisfaction has not improved between 2001 and 2002 may be due to:

- the insufficiency of the WD response to the 2001 results;
- the tardiness of the WD response in the form of an improvement plan which may not have fully unfolded yet;
- a change in the client profile towards harder-to-satisfy clients;
- increasing client expectations.

Exhibit 3.12 indicates that *nearly two-thirds* (63%) of clients obtained what they needed from WD in the contact of their most recent contact — 66% in 2001. Another group of 21% stated they did not obtain what they needed and 14% that they obtained part of what they needed. The proportion of clients indicating that they did obtain what they needed was somewhat higher in Alberta (71%) and somewhat lower in British Columbia (55%). It did not vary significantly (from a statistical point of view) according to the depth of the client relationship but clients with frequent contacts were more likely to have obtained what they were looking for, as well as not-for-profit organizations.

Exhibit 3.12 also depicts the relationship between overall satisfaction and completeness of service (assessed by the client). The average satisfaction score for clients who considered that they had obtained what they needed for was 85 points, 17 points higher than for clients who obtained only part of what they sought and 45 points higher than those who considered that they had not obtained what they needed.

EXHIBIT 3.12 Completeness of Service on the Most Recent Contact

Groups	% who obtained what they needed	% who obtained part of what they needed	% who did not obtain what they needed	n
All clients 2001 <sup>1</sup>	66%	9%	20%	668
All clients 2002	63%	14%	21%	875
Satisfaction score	85+++	68-	40	850
Province				
British Columbia Alberta Saskatchewan Manitoba	55% <sup>-</sup> 71% <sup>++</sup> 63% 60%	15% 12% 13% 17%	28% <sup>++</sup> 15% <sup></sup> 22% 20%	215 233 223 204
Depth of the client re	elationship			
Long term Short term	61% 66%	15% 12%	22% 21%	460 415
Contacts with WD ov	er the previous year			
Once 2-5 times 6 or more times	55% <sup>-</sup> 59% 72% <sup>+++</sup>	16% 15% 11%	27% <sup>+</sup> 24% 14% <sup></sup>	200 362 292
Type of client				
Commercial Not-for-profit	60% <sup></sup> 75% <sup>++</sup>	15% <sup>+</sup> 8% <sup>-</sup>	22% <sup>+</sup> 14% <sup>-</sup>	724 121

 $<sup>^1</sup>$  Percentages may not add up to 100% due to don't know and not response answers.  $^{-/+}$ : the difference is significant at the 0.05 level;  $^{--/++}$ : the difference is significant at the 0.01 level; difference underlying unmarked numbers are not statistically significant at the 0.05 level. Source:table Q35, appendix B

Detailed Appendix B data (table Q35) demonstrate that the following groups were more likely to have obtained what they needed during the most recent contact:

- Alberta clients (71%) and specifically Alberta commercial clients (70%);
- not-for-profit clients (75%);
- clients with six or more contacts with WD over the previous year (72%);
- organizations with revenues in excess of \$5 million (76%);
- organizations with 10 to 49 employees (72%).

Conversely, the following types of clients were less likely to have obtained what they considered they needed:

- clients from British Columbia (55%):
- commercial clients (60%);
- clients with a single contact over the previous year (55%);
- organizations with fewer than 5 employees (58%).

These patterns are fairly similar to those observed in 2001.

Overall, and to the extent that they can assess this, **7% of clients** *indicated that the service was not provided error-free*. This proportion was constant for all subgroups of clients analysed — with the possible exception of clients with 5 to 9 employees where the proportion was 12% and clients with 2 to 5 contacts with WD over the previous year (10%) (see table Q37, Appendix B). The overall proportion of contacts where clients indicated that an error occurred is similar to that observed in other types of public services reviewed by this consultant.

One way to gauge the value of the WD action is to ask clients to self-assess the impact of the services on their organization's success. As Exhibit 3.13 shows, *more than one third of clients (38%) indicated that the services provided by WD made their organization somewhat more or much more successful*. A similar proportion (34%) indicated that the WD services had no impact on their corporate success. These proportions are unchanged from 2001.

The impact of services was more pronounced among the following groups of clients:

- not-for-profit clients (58% much more or somewhat more successful),
- Alberta clients (43%);
- clients who had six or more contacts with WD within the previous year (61%);
- clients who had been dealing with WD for more than two years (53%);
- organizations with revenues between \$250,000 and \$1 million (48%);
- organizations with between 5 and 49 employees (48%).

EXHIBIT 3.13
Self-Assessed Impact of the Services Provided by WD

Groups	% somewhat or much more successful	% no impact at all	Average <sup>1</sup>	n
All clients 2001	38%	35%	40	668
All clients 2002	38%	34%	41	875
Province				
British Columbia Alberta Saskatchewan Manitoba	31% <sup>-</sup> 43% 38% 41%	42% <sup>+</sup> 26% <sup></sup> 37% 33%	34 <sup></sup> 48 <sup>++</sup> 41 42	215 233 223 204
Depth of the client r	elationship			
Long term Short term	39% 38%	36% 33%	41 41	460 415
Contacts with WD ov	ver the previous year			
Once 2-5 times 6 or more times	19% <sup></sup> 33% <sup></sup> 61% <sup>+++</sup>	56% <sup>+++</sup> 36% 16% <sup></sup>	22 <sup></sup> 36 <sup></sup> 63 <sup>+++</sup>	200 362 292
Type of client				
Commercial Not-for-profit	36% <sup></sup> 58% <sup>+++</sup>	37% <sup>+++</sup> 17% <sup></sup>	39 <sup></sup> 59 <sup>+++</sup>	724 121

 $<sup>^{1}</sup>$  Average on a scale from 0 (no impact to 100 (much more successful).  $^{-/+}$ : the difference is significant at the 0.05 level;  $^{--/++}$ : the difference is significant at the 0.01 level; difference is significant at the 0.001 level; differences underlying unmarked numbers are not statistically significant at the 0.05 level. Source:table Q40, appendix B

The following groups were less likely to claim that WD services had positive impacts on their success:

- British Columbia clients (31%);
- commercial clients (36%);
- clients with a single contact (19%) or between two and five contacts (33%) with WD over the previous year;
- clients whose first contact with WD occurred within the last year (29%);
- organizations in existence for less than one year (31%);
- organizations with revenues smaller than \$250,000 (35%);
- organizations with fewer than 5 employees (34%).

It appears from these data that a long and intense relationship with WD is more likely to lead to positive impacts than short and shallow dealings.

EXHIBIT 3.14

Demand for Services in the Coming Twelve Months

Groups	% somewhat or considera- bly more consultation	% somewhat or considera- bly less consultation	Average <sup>1</sup>	n
All clients 2001	37%	19%	56	668
All clients 2002	37%	25%≯	52	875
Province				
British Columbia Alberta Saskatchewan Manitoba	32% 45% <sup>++</sup> 34% 39%	34% <sup>++</sup> 16% <sup></sup> 29% 20%	46 <sup></sup> 60 <sup>+++</sup> 48 <sup>-</sup> 56	215 233 223 204
Depth of the client re	elationship			
Long term Short term	38% 37%	28% <sup>+</sup> 22% <sup>-</sup>	51 55	460 415
Contacts with WD ov	er the previous year	r		
Once 2-5 times 6 or more times	23% <sup></sup> 36% 49% <sup>+++</sup>	39% <sup>+++</sup> 25% 15% <sup></sup>	38 <sup></sup> 52 62 <sup>+++</sup>	200 362 292
Type of client				
Commercial Not-for-profit	36% <sup>-</sup> 46% <sup>+</sup>	28% <sup>+++</sup> 10% <sup></sup>	51 <sup></sup> 61 <sup>+++</sup>	724 121

Average on a scale from 0 (considerably less) to 100 (considerably more) where 50 means mo change.

Demand for WD services is another indicator of the worth of its offerings for clients. More than **one third (37%) stated that they intend to consult WD services somewhat or considerably more over the coming twelve months** (stable from 2001). At the other end of the scale, 25% or one out of four indicated that they would use the WD services less (up from 19% in 2001). Therefore, the likelihood of an augmentation of

<sup>-/+:</sup> the difference is significant at the 0.05 level; --/+-: the difference is significant at the 0.01 level; ---/++: the difference is significant at the 0.001 level.; differences underlying unmarked numbers are not statistically significant at the 0.05 level. Source:table Q41, appendix B

demand for service is stronger than that of a reduction. This observation is generalized throughout subgroups of clients except with:

- clients who had had a single contact with WD in the previous year were likely to reduce their use of WD, netting increases and reductions (-13 percentage points);
- British Columbia clients were in the same situation (-5 percentage points);
- as were clients doing business mainly in the United States (-7 percentage points).

The likelihood of an increase in demand for service was stronger among clients who used WD most frequently (+34 percentage points); it was lower for less frequent users (+11) and lowest for the one-time clients (-13). This could indicate that WD is better at retaining existing clients than at attracting new clients. A comparison of 2001 and 2002 data indicates that this better ability at retaining existing clients than at attracting new clients has be more marked in 2002; Exhibit 3.15 presents the relevant data.

EXHIBIT 3.15

Net Change in Demand for Services, 2001-2002

Groups	% somewhat or considera- bly more consultation	% somewhat or considera- bly less consultation	Net change: % more - % less	n
One contact with WD	over the previous y	/ear		
2001	35%	33%	+2	105
2002	23%	39%	-13	200
Two to five contacts v	with WD over the pr	evious year		
2001	36%	20%	+16	245
2002	36%	25%	+11	362
Six or more contacts	with WD over the p	revious year		
2001	40%	12%	+28	308
2002	49%	15%	+34	292
Source:table Q41, ap	ppendix B, 2001 ar	nd 2002		

Two thirds (67%) of all clients would have recommended WD services without reservation (64% in 2001). Another group of 21% would have recommended WD with reservations and 9% would not have recommended it. Clients who adopted the latter position were more frequent among commercial organizations (10%) and among clients who had a single contact with WD over the previous year (15%). Enthusiastic recommendations were more likely among Alberta clients (74%), clients with six or more contacts over the previous year (78%) and not-for-profit organizations (80%).

EXHIBIT 3.16
Likelihood to Recommend WD Services

Groups	% recommen- dation without reservation	% recommen- dation with reservation	% would not recommend	n
All clients 2001	64%	20%	11%	668
All clients 2002	67%	21%	9%	875
Province				
British Columbia Alberta Saskatchewan Manitoba	59% <sup></sup> 74% <sup>+</sup> 68% 67%	25% 19% 21% 20%	12% 6% 8% 12%	215 233 223 204
Depth of the client re	elationship			
Long term Short term	68% 66%	21% 22%	9% 9%	460 415
Contacts with WD ov	er the previous year			
Once 2-5 times 6 or more times	57% <sup></sup> 65% 78% <sup>+++</sup>	25% 24% 15% <sup></sup>	15% <sup>++</sup> 10% 4% <sup></sup>	200 362 292
Type of client				
Commercial Not-for-profit	65% <sup></sup> 80% <sup>++</sup>	22% 18%	10% <sup>++</sup> 2% <sup></sup>	724 121

<sup>-/+:</sup> the difference is significant at the 0.05 level; --/++: the difference is significant at the 0.01 level; ---/++: the difference is significant at the 0.001 level.; differences underlying unmarked numbers are not statistically significant at the 0.05 level. Source:table Q42, appendix B

## Chapter 4

### LEVERS FOR ENHANCED SATISFACTION

This chapter identifies the aspects of service which are most likely to affect client satisfaction. Two perspectives are adopted. First, we consider the impact of satisfaction with small aspects of service on the overall satisfaction ratings. Second, we pinpoint the circumstances of service which drive overall satisfaction.

#### 4.1 Components of service

In this study, satisfaction with service was decomposed in four areas: sensitivity to needs, service reliability, access to service and communications. Within these areas, several components of service were identified, e.g., speed, courtesy, timeliness, clarity. All in all, 36 components of service were tested.

One quarter of all respondents rated the importance that each of these 36 components bore in deciding to deal with WD. The results from these questions are called ratings of **stated importance** (since they were stated by the respondents). The most important components of service, according to stated importance ratings, are, in decreasing order of importance:

- delivering on promises made (Q12A);
- keeping information confidential (Q12F);
- helpfulness of officers (Q8F);
- competence of the officers (Q12C);
- clarity of the information provided (Q23A);
- information provided on the requirements to get the service (Q23F);
- consistency of the information provided (Q23C).

This list is coherent with the one established in 2001.

There is another way to identify the importance that a component of service plays in the dynamics of the overall feeling of satisfaction. The statistical relationship¹ between overall satisfaction and the satisfaction expressed on each component of service represents the "leverage" that each component can exercise on overall satisfaction. The closer the relationship, the more effect one component is likely to have on overall satisfaction. This is called *leverage* since it represents the intensity of an effect. According to the leverage effect, the top six components of service are, in decreasing order of importance:

- reliability of WD service (Q14);
- sensitivity to client needs (Q10);
- efforts made by officers to assess client needs (Q8E);
- guidance provided by officers (Q12H)
- helpfulness of officers (Q8F).

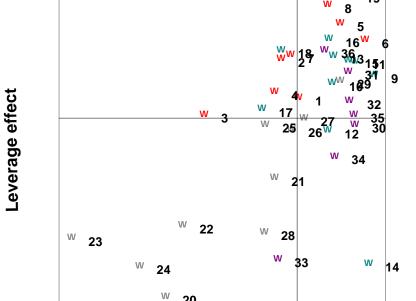
This list is coherent with the one established in 2001.

As can be seen by comparing these two lists, what clients perceive as important is not necessarily what will make them happier with the service they receive. Exhibit 4.1 arrays the 36 components of service according to stated and modelled satisfaction.

Simple Pearson correlations in this case.

**EXHIBIT 4.1** 

#### Leverage vs. Stated Importance



#### Item group W Sensitivity W Reliability W Access W Communications

#### Stated importance

- speed
- flexibility
- bureaucracy
- # of contacts
- assessing needs
- helpfulness
- info. on status 7
- **SENSITIVITY**
- 9 promises

20

- 10 bus. knowledge
- 11 competence
- 12 courtesy
- 13 fairness
- 14
- confidentiality
- corrections 15 guidance
- 16 referrals
- 17
- 19 **RELIABILITY**
- follow-through 18

- 20 location
- 21 access methods
- 22 hours of service
- 23 waiting areas
- 24 signage
- 25 appointments
- 26 ease of reaching
- 27 timely responses
- 28 waiting at office
- 29 ACCESS

- clarity of info
- 31 availability of info
- 32 consistency
- official language 33
- 34 understanding
- 35 info on requirements
- 36 **COMMUNICATIONS**

m

Separated into four quadrants, this exhibit shows that basically none of the 36 components of service fall in the top left quadrant (low stated importance and high leverage), where the "unspoken motivators" find their niche. However, components of service located in the bottom right quadrant (low modelled importance and high leverage) are significant to WD: they correspond to the aspects of service which are viewed as important by clients but have little hope of influencing the overall satisfaction upwards. They are **cost of entry** aspects of service<sup>1</sup>, **things that clients expect of any supplier**. They are, in decreasing order of importance:

- · keeping information confidential;
- · the ease of understanding of the information provided;
- · the courtesy of the staff;
- the clarity of the information provided.

These four aspects of service are "lost leaders": they will buy no satisfaction points for WD, but they define the basic service expected from the department.

#### 4.2 Circumstances of service

Satisfaction regarding a service event is profoundly different from satisfaction with a product. The most important difference is that, in the service event, the client plays an important role; service is interactive.

One of the ways to go about understanding the levers of client satisfaction is to measure the impact of various service circumstances, including the characteristics of the client himself/herself, on overall satisfaction. We have conducted such an analysis using multivariate analysis tools.<sup>2</sup>

This analysis derives from the work of Michael W. Lowenstein presented in Customer Retention, an Integrated Process for Keeping Your Best Customers, Milwaukee, Wisconsin, ASQC Quality Press, 1995, pages 110-111.

We have used a ordinary least-square multiple regression where overall satisfaction (Q34) was the dependent variable and a series of service circumstances were independent variables. Categorical variables were dichotomized.

Based on the data available in this study, we have tested the concurrent impact of the following circumstances:

- the depth of the relationship with WD;
- the type of the most recent contact (telephone, meeting, correspondence);
- the main reason for the contact (obtaining business information, applying for a program, etc.);
- where the reason involved a government program, whether this was a WD program or a program from another government department;
- whether a referral was made to another organization;
- the usefulness of the referral:
- the length of time since the first contact between the client and WD;
- the nature of the client organization;
- the number of years of operations of the client organization;
- the revenues of the client organization;
- the number of employees of the client organization.

Exhibit 4.2 shows the results of the analysis. While all circumstances listed above were tested, a limited subset were found to exert a positive or negative impact on client satisfaction. The positive impacts were:

- having received a valuable reference from WD; this exerts a strong
  positive influence on overall satisfaction; being given a reference, by
  itself, has no impact on satisfaction: the reference must prove valuable
  for satisfaction to ensue;
- organizations with larger revenue bases were generally more satisfied than organizations with smaller revenues;
- dealing with WD by mail or e-mail rather than over the telephone (meetings were more favourable in 2001); while this circumstance is one fourth as effective as valuable references in generating client satisfaction, it is still a positive force.

One circumstances of service, as coded, had negative effects on satisfaction — they would be positive if they were looked at from a perspective reverse to the one adopted here: clients are least likely to be satisfied if they reached WD in order to look for information on a government program; conversely, clients are more satisfied if the purpose of their contact was to obtain business information.

**EXHIBIT 4.2**Impact of Circumstances of Service on Client Satisfaction

Circumstances	Effect on overall satisfaction <sup>1</sup>
Having been given a reference which proved valuable	0.26
Organization's gross revenues	0.09
Dealing with WD by mail or e-mail (as opposed to the telephone)	0.07
Looking for information on applying to a program (as opposed to looking for business information)	-0.14

The value is the standardized regression estimate for the circumstance, derived from a stepwise multiple regression where only statistically significant effects were retained. A positive value depicts a positive effect on satisfaction; a negative value, a negative effect. The magnitude of the value is representative of the magnitude of the effect.

## Chapter 5

## PRIORITIES FOR IMPROVEMENT

Priorities for improvement can be determined in two ways: by asking clients what their priorities are and by searching for aspects of service which are important to clients and which do not satisfy them entirely.

#### 5.1 Stated Priorities

Clients were more vocal in 2002 than in 2001 about priorities for improvement. Still, more than one quarter (28%) did not select one or the other of the large areas of service proposed to them as possible improvement domains (table Q39, Appendix B). The two areas chosen most often were access to service and sensitivity to needs (20% each), followed by communications (10%). Reliability of service was a distant fourth with 4% of selection. The absence of selection was more frequent in Alberta and Manitoba (where satisfaction was higher).

It has already been reported that in the areas of sensitivity to needs and access to service, the following aspects of service were selected most frequently as priorities for improvement:

- reduction of bureaucratic requirements;
- · efforts to assess client needs;
- speed of service;
- timeliness of responses to telephone messages and e-mails;
- · office location.

#### 5.2 Strictly Modelled Priorities

While clients sometimes have difficulty articulating priorities for improvement for WD, it is possible to extract such priorities from the other answers provided. By cross-referencing overall satisfaction with service with the stated importance of the service components, on the one hand (see Exhibit 5.1), and with the modelled importance, on the other hand (see Exhibit 5.2), we can categorize service components into four types:

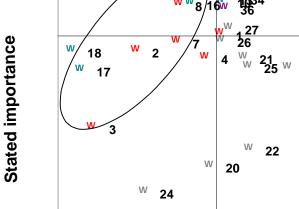
- low satisfaction and high importance components are top priorities for improvement since they are valued by clients (or represent significant drivers of overall satisfaction, in the case of the leverage effect) and fall below the average satisfaction level. In the case of WD, the 2002 top<sup>1</sup> priorities, in decreasing order of importance, are:
  - overall sensitivity to needs;
  - making corrections if there is a problem (also in 2001);
  - the guidance provided by officers (also in 2001);
  - overall reliability;
  - the availability of the information needed (also in 2001).
- high satisfaction and high importance components are key strengths
  since good organizational performance meet client demands. The
  following components of service were identified as such in Exhibit 5.3:
  - the helpfulness of officers (also in 2001);

They are defined as such in term of both stated and modelled importance and they are clearly typed.

- delivering on promises made (was a top priority in 2001);
- the competence of officers (also in 2001);
- overall access to services (also in 2001).
- low satisfaction and low importance components are low priorities in terms of service improvement. While clients are not excited about WD's performance in their regard, they don't attribute a high degree of importance to these aspects of service. They are:
  - the signage to find the office (also in 2001);
  - convenience of the office location (also in 2001).
- high satisfaction and low importance components can be conceived as disinvestment opportunities. These are aspects of service where the organization "over-delivers". The interpretation of this type of service components is trickier than in other cases. Indeed, some of these components may belong to the cost of entry aspects of service described earlier (see page 40) or they may be of low importance to many clients but otherwise constitute government policy (e.g., availability of service in the official language of choice). The "disinvestment opportunities" identified for WD are:
  - · the variety of access methods;
  - the hours of service (also in 2001);
  - the comfort of the waiting areas (also in 2001);
  - the waiting time at the office (also in 2001);
  - communications in the official language of choice (also in 2001).

**EXHIBIT 5.1** 

#### Stated Importance vs. Satisfaction



#### Item group W Sensitivity W Reliability W Access W Communications

#### **Satisfaction**

W 23

- speed
- 2 flexibility
- 3 bureaucracy
- # of contacts
- 5 assessing needs
- helpfulness
- info. on status 7
- **SENSITIVITY**
- promises
- 10 bus. knowledge
- 11 competence
- 12 courtesy
- 13 fairness
- 14 confidentiality
- corrections 15
- guidance 16
- referrals 17
- follow-through 18
- 19 RELIABILITY

- 20 location
- 21 access methods

14

12

w

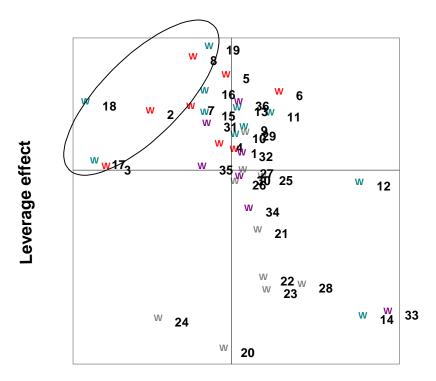
33

- hours of service
- 23 waiting areas
- 24 signage
- 25
- appointments 26
- ease of reaching 27
- timely responses 28 waiting at office
- 29 ACCESS

- clarity of info
- 31 availability of info
- 32 consistency
- 33 official language
- 34 understanding
- 35 info on requirements 36 **COMMUNICATIONS**

**EXHIBIT 5.2** 

#### Leverage vs. Satisfaction



#### Item group

- W Sensitivity
- W Reliability
- W Access
- W Communications

#### **Satisfaction**

- speed
- 2 flexibility
- 3 bureaucracy
- # of contacts
- 5 assessing needs
- helpfulness
- info. on status 7
- **SENSITIVITY**
- promises
- 10 bus. knowledge
- 11 competence
- 12 courtesy
- 13 fairness
- 14
- confidentiality
- corrections 15
- guidance 16
- referrals 17
- 18 follow-through
- 19 **RELIABILITY**

- 20 location
- 21 access methods
- hours of service
- 23 waiting areas
- 24 signage
- 25
- appointments 26
- ease of reaching
- 27 timely responses
- 28 waiting at office
- 29 ACCESS

- 30 clarity of info
- 31 availability of info
- 32 consistency
- 33 official language
- 34 understanding
- 35 info on requirements
- 36 **COMMUNICATIONS**

#### **EXHIBIT 5.3 • Summary of Modelled Priorities**

Types of priorities	Categorization according to the stated importance	Categorization according to the modelled importance
Top priorities Low satisfaction, high importance	<ul> <li>✓ overall sensitivity to needs</li> <li>✓ making corrections if there is a problem</li> <li>✓ the guidance provided by officers</li> <li>✓ overall reliability</li> <li>✓ the availability of the information needed</li> <li>✓ the information provided on the requirements to get the service</li> <li>✓ efforts made by officers to assess client needs</li> </ul>	<ul> <li>✓ overall sensitivity to needs</li> <li>✓ making corrections if there is a problem</li> <li>✓ the guidance provided by officers</li> <li>✓ overall reliability</li> <li>✓ the availability of the information needed</li> <li>● the flexibility of the service</li> <li>● the number of contacts before getting an answer</li> <li>● the way the client is kept informed of the status of the request</li> <li>● the follow-through to see if the client got what was needed</li> <li>✓ the information provided on the requirements to get the service</li> <li>✓ efforts made by officers to assess client needs</li> <li>● the amount of bureaucratic requirements</li> <li>● the identification of services offered by other organizations</li> </ul>
Key strengths High satisfaction, high importance	<ul> <li>✓ the helpfulness of officers</li> <li>✓ delivering on promises made</li> <li>✓ the competence of officers</li> <li>✓ overall access to services</li> <li>✓ consistency of the information provided</li> <li>• the courtesy of the officers</li> <li>• keeping information confidential</li> <li>• the timeliness of responses to telephone or e-mail messages</li> <li>• the ease of understanding of the information provided</li> <li>✓ the speed of the service</li> <li>✓ the fairness of the service process</li> <li>✓ overall communications</li> <li>• the clarity of the information provided</li> </ul>	✓ the helpfulness of officers ✓ delivering on promises made ✓ the competence of officers ✓ overall access to services ✓ consistency of the information provided ✓ the speed of the service ✓ the business knowledge of officers ✓ the fairness of the service process ✓ overall communications
Low priorities Low satisfaction, low importance	<ul> <li>✓ the signage to find the office</li> <li>the flexibility of the service</li> <li>the amount of bureaucratic requirements</li> <li>the number of contacts before getting an answer</li> <li>the identification of services offered by other organizations</li> <li>the follow-through to see if the client got what was needed</li> <li>✓ convenience of the office location</li> <li>the way the client is kept informed of the status of the request</li> </ul>	<ul> <li>✓ the signage to find the office</li> <li>convenience of the office location</li> </ul>

Types of priorities	Categorization according to the stated importance	Categorization according to the modelled importance
t opportunities High satisfaction,	<ul> <li>✓ the variety of access methods</li> <li>✓ the hours of service</li> <li>✓ the comfort of the waiting areas</li> <li>✓ the ease of making appointments with officers</li> <li>✓ the waiting time at the office</li> <li>✓ communications in the official language of choice</li> <li>✓ the ease of reaching the officers</li> </ul>	<ul> <li>✓ the variety of access methods</li> <li>✓ the hours of service</li> <li>✓ the comfort of the waiting areas</li> <li>✓ the waiting time at the office</li> <li>✓ communications in the official language of choice</li> <li>• keeping information confidential</li> <li>• the ease of understanding of the information provided</li> <li>✓ the ease of reaching the officers</li> <li>✓ the ease of making appointments with officers</li> <li>• the clarity of the information provided</li> <li>• the courtesy of the officers</li> <li>• the timeliness of responses to telephone or e-mail messages</li> </ul>

#### 5.3 Final Priorities

The rigidity of the analysis conducted in the previous section hides some important messages which are readily apparent in the qualitative analysis of Exhibits 5.1 and 5.2. Giving more weight to the leverage effect than to the stated importance (as an objective of overall client satisfaction should dictate), six priorities clearly stand out. They are:

#### primary priorities:

- the follow-through to see if the client got what was needed;
- · overall service reliability;
- · overall sensitivity to client needs;
- the flexibility of the service.

#### secondary priorities:

- the identification of services offered by other organizations;
- the amount of bureaucratic requirements

# APPENDIX A Questionnaire

**Circum** Network Inc.

## CLIENT SATISFACTION QUESTIONNAIRE Western Economic Diversification for use over the telephone

INTRODUCTION: (Get in touch with the person identified on the list.) Hello. My name is and I work for We have been commissioned to conduct a study among organizations who have recently been in contact with Western Economic Diversification Canada. Of course your participation is voluntary, but we are really counting on you to give us your opinion. It won't take more than 10 minutes, and your answers will be kept strictly confidential. May I start now?						
•	SURE THAT THE SAMPLE DATA CONTAINS THE WD PROVINCE CODE AND THE CLIENT TYPE CODE. CK QUOTAS)					
SC	reening					
Q1	According to records from Western Economic Diversification Canada, your organization has had some dealings with WD over the past three months. Can you confirm that? (SPELL OUT THE ACRONYM: WD)  YES					
Q2	Are you the person to whom I should talk about your organization's dealings with WD?  YES					
	ough the next questions, when I refer to "your organization", I mean the individuals or the pany which have been in touch with WD.					

Q3	How would you describe your most recent contact with WD? Was it (READ)
	A TELEPHONE CALL
Q4	Was that your preferred method of contact in that instance?
	YES       1         NO       2 >> GOTO Q6         DK/NR       9 >> GOTO Q6
Q5	Which method you would have preferred that WD officers use to deal with you?
	TELEPHONE       01         IN-PERSON       02         E-MAIL       03         CORRESPONDENCE       04         OTHER (PLEASE, SPECIFY)       98         DK/NR       99
Q6	What was the main reason for that most recent contact? Was it (READ)
	To obtain business information or advice

Q/ <b>Wa</b> :	s it about a WD	program or	about a	program fr	rom another	government	department?
----------------	-----------------	------------	---------	------------	-------------	------------	-------------

A WD PROGRAM	1
A PROGRAM FROM ANOTHER GOVERNMENT DEPARTMENT	2
DK/NR	9

The next questions are organized into four sections dealing with the sensitivity of WD service to your needs, its reliability, access to WD services and communications from WD.

#### SENSITIVITY TO NEEDS

(THE RESPONDENTS ARE RANDOMLY AND AUTOMATICALLY DIVIDED INTO TWO GROUPS, THE SIZE OF WHICH REMAINS TO BE DETERMINED. THE "SATISFACTION" GROUP WILL BE ASKED THE QUESTIONS THAT CONCERN THEIR SATISFACTION WITH SERVICES. THE "IMPORTANCE" GROUP WILL BE ASKED THE QUESTIONS THAT CONCERN THE IMPORTANCE TO THEM OF VARIOUS FEATURES OF THE SERVICE.)

(WHEREVER THE QUESTIONNAIRE REQUIRES RANDOMIZATION, THIS OPERATION WILL BE PERFORMED BY THE SOFTWARE USED TO ASSIST INTERVIEWERS.)

#### (ASK "SATISFACTION" GROUP ONLY)

- Q8 Feel free to say that you're not in a position to answer. Thinking of your most recent contact with WD, would you say you were very dissatisfied, dissatisfied, neutral, satisfied or very satisfied with the following aspects of the sensitivity of WD to your needs? (RANDOMIZE THE ORDER)
  - 8.1 the speed of the service
  - 8.2 the flexibility of the service
  - 8.3 the amount of bureaucratic requirements
  - 8.4 the number of contacts before getting an answer
  - 8.5 the efforts made by officers to assess your needs
  - 8.6 the helpfulness of officers
  - 8.7 the way you were kept informed of the status of your request

#### (ASK "IMPORTANCE" GROUP ONLY)

- Q9 **Do you find each of the following aspects of sensitivity to your needs to be very unimportant, unimportant, neutral, important or very important in deciding to deal with WD?** (RANDOMIZE THE ORDER)
  - 9.1 (SAME ITEMS AS IN QUESTION 8)

THE ORDER)

13.1 (SAME ITEMS AS IN QUESTION 12)

Q10	Thinking of your most recent contact with WD, overall, would you say you were very dissatisfied, dissatisfied, neutral, satisfied or very satisfied with WD sensitivity to your needs as defined in the previous prompts, that is speed, flexibility, etc.?		
Q11	In general, if only one area of WD's sensitivity to your needs could be improved, which one should be focussed on? (DO NOT READ THE LIST)		
	(ITEMS IN QUESTION 8)		
	SOME OTHER ANSWER (SPECIFY))		
RE	LIABILITY		
	"SATISFACTION" GROUP ONLY)  Thinking of your most recent contact with WD, would you say you were very dissatisfied, dissatisfied, neutral, satisfied or very satisfied with the following aspects of the reliability of WD service? (RANDOMIZE THE ORDER)		
	12.1 delivering on promises made 12.2 the business knowledge of the officers 12.3 the competence of the officers 12.4 the courtesy of the officers 12.5 the fairness of the service process 12.6 keeping information confidential 12.7 making corrections if there is a problem 12.8 the guidance provided by officers 12.9 the identification of services offered by other organizations 12.10 the follow-through to see if you got what you needed		
	"IMPORTANCE" GROUP ONLY)  Do you find each of the following aspects of service reliability to be very unimportant, unimportant, neutral, important or very important in deciding to deal with W-D? (RANDOMIZE		

Q14	Thinking of your most recent contact with WD, overall, would you say you were very dissatisfied, dissatisfied, neutral, satisfied or very satisfied with the reliability of WD service?
<b>Q</b> 15	In general, if only one area of the reliability of WD service could be improved, which one should be focussed on? (DO NOT READ THE LIST)
	(ITEMS IN QUESTION 12)
	SOME OTHER ANSWER (SPECIFY))
Q16	In the context of the most recent contact, did WD officers make any referrals to other sources of information or people who might be of assistance to your organization?
	YES       1         NO       2 >> GOTO Q19         DK/NR       9 >> GOTO Q19
Q17	Did you follow-up with these referrals?
	YES       1         NO       2 >> GOTO Q19         DK/NR       9 >> GOTO Q19
Q18	How would you rate the value of these referrals? Were they (READ; ROTATE THE ORDER)
	Not at all valuable

 VERY VALUABLE
 4

 DK/NR
 9

#### **ACCESS**

(ASK "SATISFACTION" G	ROUP ONLY)
-----------------------	------------

- Q19 Thinking of your most recent contact with WD, would you say you were very dissatisfied, dissatisfied, neutral, satisfied or very satisfied with the following aspects of access to WD service? (RANDOMIZE THE ORDER)
  - 19.1 the convenience of the office location (SKIP Q19.1 IF Q19.4 OR Q19.5 OR Q19.9 IS N/A)
  - 19.2 the variety of methods to access the service (e.g., phone, in-person, e-mail, etc.)
  - 19.3 the hours of service
  - 19.4 the comfort of the waiting areas (SKIP Q19.4 IF Q19.1 OR Q19.5 OR Q19.9 IS N/A)
  - 19.5 the signage to find the office (SKIP Q19.5 IF Q19.1 OR Q19.4 Q19.9 IS N/A)
  - 19.6 the ease of making appointments with officers
  - 19.7 the ease of reaching officers
  - 19.8 the timeliness of responses to telephone or e-mail messages
  - 19.9 the waiting time at the office (SKIP Q Q19.9 IF Q19.1 OR Q19.4 OR Q19.5 IS N/A)

#### (ASK "IMPORTANCE" GROUP ONLY)

- Q20 Do you find each of the following aspects of access to service to be very unimportant, unimportant, neutral, important or very important in deciding to deal with WD? (RANDOMIZE THE ORDER)
  - 20.1 (SAME ITEMS AS IN QUESTION 19)
- Q21 Thinking of your most recent contact with WD, overall, would you say you were very dissatisfied, dissatisfied, neutral, satisfied or very satisfied with access to WD services?
- Q22 In general, if only one area of access to WD services could be improved, which one should be focussed on? (DO NOT READ THE LIST)

TEMS IN QUESTION 19)	01
·	00
OME OTHER ANSWER (SPECIFY))	98
K/NR	99

#### COMMUNICATIONS

#### (ASK "SATISFACTION" GROUP ONLY)

- Q23 Thinking of your most recent contact with WD, would you say you were very dissatisfied, dissatisfied, neutral, satisfied or very satisfied with the following aspects of WD communications? (RANDOMIZE THE ORDER)
  - 23.1 the clarity of the information provided
  - 23.2 the availability of the information you needed
  - 23.3 the consistency of the information provided
  - 23.4 communications in the official language of your choice
  - 23.5 the ease of understanding of the information provided
  - 23.6 the information provided on the requirements to get the service

#### (ASK "IMPORTANCE" GROUP ONLY)

- Q24 **Do you find each of the following aspects of communications to be very unimportant, unimportant, neutral, important or very important in deciding to deal with WD?** (RANDOMIZE THE ORDER)
  - 24.1 (SAME ITEMS AS IN QUESTION 23)
- Q25 Thinking of your most recent contact with WD, overall, would you say you were very dissatisfied, dissatisfied, neutral, satisfied or very satisfied with WD communications?
- Q26 In general, if only one area of WD communications could be improved, which one should be focussed on? (DO NOT READ THE LIST)

(ITEMS IN QUESTION 23)	01
<del></del>	
SOME OTHER ANSWER (SPECIFY))	98
DK/NR	99

<b>Q</b> 27	What is the main method you use to access business information? (DO NOT READ)
	DISCUSSIONS WITH WD OFFICERS       01         NETWORKING       02         INTERNET       03 >> GOTO Q30         LITERATURE       04         OTHER (PLEASE, SPECIFY)       98         DK/NR       99
Q28	Do you have ACCESS to the Internet for work purposes?
	YES       1         NO       2 >> GOTO Q34         DK/NR       9 >> GOTO Q34
<b>Q</b> 29	Have you ever USED the Internet to access business information?
	YES
<b>Q</b> 30	Have you ever used the Internet to access information about government programs?
	YES       1         NO       2 >> GOTO Q32         DK/NR       9 >> GOTO Q32
Q31	Have you ever visited the WD Web site?
	YES       1 >> GOTO Q33         No       2         DK/NR       9

<b>Q</b> 32	If you knew that WD offered access to its information and services through its Web site, how likely would you be to use it? Would you be (READ; ROTATE THE ORDER)
	NOT AT ALL LIKELY
<b>Q</b> 33	If WD offered access to on-line application of its programs through its Web site, how likely would you be to use it? Would you be (READ; ROTATE THE ORDER)
	Not at all likely
GE	neral questions
Q34	On the whole, would you say you were very dissatisfied, dissatisfied, neutral, satisfied or very satisfied with your most recent contact with WD?
<b>Q</b> 35	Thinking of your most recent contact with WD, did you get what you needed?
	YES       1 >> GOTO Q37         IN PART       2         NO       3         DK/NR       9 >> GOTO Q37
<b>Q</b> 36	What didn't you get that you needed?
	Verbatim DK/NR9

Q37	As far as you can tell, was the service provided without error?
	YES
•	"IMPORTANCE" GROUP ONLY)  Do you find each of the following general aspects of service to be very unimportant, unimportant, neutral, important or very important in deciding to deal with WD? (RANDOMIZE THE ORDER)
	38.1 sensitivity to needs 38.2 reliability of the service 38.3 communications 38.4 access to the service
<b>Q</b> 39	If only one general area of the WD service could be improved, which one should be focussed on? $(\mbox{READ LIST})$
	(ITEMS IN QUESTION 38)
	SOME OTHER ANSWER (SPECIFY))
Q40	Overall, would you say that the services provided by WD have made your organization much more successful, somewhat more successful, a little more successful or that they have had no impact on your organization's success? (ROTATE THE ORDER OF PRESENTATION)
	Much more successful

 $\mathsf{Q50}$  Including yourself, how many people are employed full-time by your organization? Is it...  $(\mathsf{READ})$ 

 LESS THAN 5
 1

 5 TO 9
 2

 10 TO LESS THAN 25
 3

 25 TO LESS THAN 50
 4

 50 TO LESS THAN 100
 5

 100 OR MORE
 6

 DK/NR
 9

THANK AND TERMINATE

**Circum** Network Inc.

## **APPENDIX B Detailed tables**

How would you describe your most recent contact with WD? Was it...

	+		-WD PRO	VINCE		TY	PE							OVINCE						WD CON	
	 					Com-	Not	* C0	MMERCIA	L CLIEN	ΓS *   	* NOT-	FOR-PRO	OFIT CLI	* ENTS 	OVER T	HE PAST			1 to 2	More   than 2
	   TOTAL	ВС	Alta	Sask.	Man.I	mer- cial	for  profit	ВС	Alta	Sask.	Man.I	ВС	Alta	Sask.	Man.I	Once	2-5 times	6 and  morel	year ago	years ago	years  ago
03	++				+		+				+				+			+			
weightd # of participants:	875     875     100%	185 21%	207 24%	311 36%	171   20%	721 82%	121   14%	166 19%	174 20%	238 27%	142   16%	17 2%	29 3%	51 6%	23   3%	225 26%	348 40%	282   32%	460 53%	198 23%	204   23%
real # of participants: A telephone call	875   42%	215 47%	233	223 40%	204   40%	724 39%	121   53%	192 45%	196 38%	166 37%	170   38%	21	33 49%	40 56%	27   48%	200 35%	362 41%	292   48%	491 42%	179 39%	193   42%
A meeting in person	   39%	33%	33%	46%	40%	40%	++  31%	35%	33%	47%	41%	14%	33%	35%	34%	49% +++	39%	+  31%  	37%	45%	39%   
Letters or e-mails	14%	13%	21%	8%	16%	14%	14%	12%	21%	9%	16%	24%	15%	8%	19%	6%	14%	19%	15%	8%	15%
Or another kind of contact		6%	5%	5%	3%	5%	1%	6%	6%	6%	4%	0%	3%	2%	0%	7%	5%	2%	5%	7%	2%
DK/NR	1%	2%	1%	1%	1%	2%	0%	2%	2%	1%	1%	0%	0%	0%	0%	2%	1%	1%	1%	1%	2%
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			ONSHIP   -	Less		4 to											ļ				
	TOTAL		term	than 1 year	1 to 3 years	10 years	and  more	Mani- toba		Alber- ta	ВС	USA	Other	<\$250k	\$250k- <\$1M	\$1M- <\$5M	\$5M+	< 5	5-9	10-49	50+ j
Q3																					
weightd # of participants:	875     100%	528 60%	347   40%	175 20%	177 20%	261 30%	226   26%	157 18%	265 30%	182 21%	167 19%	108 12%	188 22%	366 42%	147 17%	103 12%	66   8%	453 52%	106 12%	164 19%	73   8%
real # of participants: A telephone call	875     42%	460 37%	415   48%	173 38%	176 44%	268 41%	227   43%	174 36%	208 42%	191 42%	183 48%	106 41%	199 40%	365 42%	146 39%	104 43%	71   45%	447 41%	113 42%	170 48%	76   40%
A meeting in person	   39%	45% +++	+++  29%  	47%	38%	36%	36%	42%	39%	32%	33%	30%	37%	40%	32%	37%	35%	40%	36%	30%	35% J
Letters or e-mails	14%	12%	16%	11%	12%	15%	17%	16%	11%	18%	12%	21%	16%	12%	21%	15%	16%	13%	12%	17%	21%
Or another kind of contact	 	5%	5% J	3%	4%	7%	4%	4%	6%	6%	5%	6%	4%	5%	7%	3%	4%	5%	7%	4%	4%
DK/NR	1%	1%	2%	1%	2%	1%	1%	2%	1%	2%	2%	2%	3%	1%	2%	1%	0%	1%	2%	2%	0%
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Was that your preferred method of contact in that instance?

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					-	Com- mer-	Not  for										2-5	6 and		1 to 2 t	vears
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	100%	21%	24%	36%	20% j	82%	14%	19%	20%	27%	16%	2%	3%	6%	3% į	26%	40%	32%	53%	23%	23% į
real # of participants: Yes	863     93%	211	230 94%	220 93%	202   93%1	712 93%	121   91%	188 93%	193 94%	163 93%	168   93%	21 100%	33 94%	40 88%	27   89%	196 96%	358 92%	289   92%	485 93%	177 93%	189   93%
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DK/NR	1 1%	1%	1%	1%	1%	1%	2% I	1%	1%	1%	0%	0%	0%	4%	4% I	1%	1%	1%	1%	1%	0% I
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	TOTAL	term	term	year	years	years	more	toba	Sask.	ta	BC	USA	Other	<\$250k	<\$1M	<\$5M	\$5M+	< 5	5-9	10-49	50+
Q4	 																				
weightd # of participants:	864	524	340 j	173	173	258	224	154	261	179	164	106	182	362	145	102	66 j	449	104	161	73 j
real # of participants:	100%    863	61% 456	39%  407	20%   172	20% 172	30% 264	26%   224	18% 172	30% 205	21% 188	19% 180	12% 104	21%  193	42% 360	17% 143	12% 102	8%  71	52% 443	12% 110	19% 166	8%  76
Yes	93%	93%	94%		95%	91%	94%	91%	91%	94%	93%	94%	94%		91%	96%	93%	93%	93%	90%	94%
M-		600	60	70/	40/	00/	F 0/ I	00/	70/	40/	F0/	F.0/	60	70	604	40/	701	60/	<b>C</b> 0/	00/	C0/ I
No	6%	6%	6%	7% 	4%	8%	5%	8%	7%	4%	5%	5%	6%	7%	6%	4%	7%	6%	6%	8%	6%
DK/NR	1%	1%	0%	1%	1%	1%	1%	1%	2%	2%	2%	1%	0%	1%	2%	0%	0%	1%	1%	2%	0%
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What was the main reason for that most recent contact? Was it...

	+		-WD PRO	VINCE		TY	PE			VINCE L CLIENT		* NOT_F		VINCE			CTS WIT		FIRST Less	WD CON	TACT+ More
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	i i				į	mer-	for				į				j		2 - 5	6 and	year	years	years
	TOTAL	BC	Alta	Sask.	Man.	cial	profit	BC	Alta	Sask.	Man.	BC	Alta	Sask.	Man.	0nce	times	more	ago	ago	ago
Q6	++ 				+ 		+ 				+ ا				+ ا			+ 			
weightd # of participants:	875	185	207	311	171 j	721	121	166	174	238	142	17	29	51	23	225	348	282	460	198	204 j
	100%		24%	36%	20%	82%	14%	19%	20%	27%	16%	2%	3%	6%	3%		40%	32%	53%	23%	23%
real # of participants:	875	215	233	223	204	724	121	192	196	166	170	21	33	40	27	200	362	292	491	179	193
Business information or advice	47%	41%	37%	56%	46%	48%	33%	44%	37%	58%	49%	20%	33%	40%	26%	58%	46%	38%	51%	48%	38%
	1 1			+++	- 1	++				+++						+++			+		
Information on applying	21%	25%	18%	20%	21%	21%	20%	24%	18%	20%	22%	34%	21%	18%	11%	22%	27%	12%	23%	17%	19%
	1 1				- 1										I		+++				I
Follow-up on an application	13%	16%	17%	9%	13%	13%	17%	14%	19%	8%	12%	23%	9%	16%	25%	5%	9%	25%	10%	17%	15%
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Other	13%	9%	19%	10%	14%	11%	26%	8%	17%	8%	11%	20%	33%	20%	34%	9%	11%	18%	10%	8%	21%
	11		+++				+++		+++									+++	-		+++
Applying to a gov. program	6%	8%	7%	5%	4%	6%	5%	9%	8%	5%	4%	4%	3%	7%	4%	5%	6%	6%	5%	9%	5%
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DK/NR	1%	1%	1%	0%	2%	1%	0%	1%	1%	0%	2%	0%	0%	0%	0%	0%	1%	1%	1%	0%	1%
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What was the main reason for that most recent contact? Was it...

+	+	DEPT	H OF	YE	ARS OF	EXISTEN	CE		C	LIENT LO	CATIONS	5			GROSS RI	EVENUES -			EMPLOY	MENT	+
!		RELATI	ONSHIP			4 +	11										- !				ļ
· ·	 	Long	Shorti	Less than 1	1 to 3	4 10	years  and	Mani-		Alber-					\$250k-	\$1M-					
i	TOTAL			year			more		Sask.	ta	BC	USA	Other	<\$250k	<\$1M	<\$5M	\$5M+	< 5	5-9	10-49	50+
06 I	++ I I						+						+				+				
weightd # of participants:	875	528	347	175	177	261	226	157	265	182	167	108	188	366	147	103	66	453	106	164	73
l l	100%		40%	20%	20%	30%	26%	18%	30%	21%	19%	12%	22%		17%	12%	8%	52%	12%	19%	8%
real # of participants:	875	460	415	173	176	268	227	174	208	191	183	106	199	365	146	104	71	447	113	170	76
Business information or advice	47%	51%	39%	62%	53%	36%	40%	45%	53%	38%	40%	37%	46%		36%	30%	36%	54%	33%	35%	30%
I		+++		+++	+		-		++	-				+++	-			+++			
Information on applying	21%	20%	22%	22%	17%	23%	21%	17%	21%	19%	22%	21%	17%	20%	28%	20%	19%	21%	21%	20%	21%
I	lI														+						
Follow-up on an application	13%	12%	15%	7%	14%	17%	16%	15%	11%	19%	16%	17%	14%	11%	18%	22%	19%	9%	22%	19%	23%
!	420/	4.40	4.50		001	4 70	4.50	4.00	4.00/	4.00/	4.40/	4.00/	4.20	4.00	4.40/	+	4.00		++	4	+
Other !	13%	11%	15%		9%	17%	16%	18%	10%	18%	11%	19%	12%	10%	11%	19%	19%	9%	16%	19%	20% [
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Applying to a gov. program	6%	5%	7%	4%	8%	6%	7%	4%	5%	6%	10%	6%	10%	6%	6%	/%	6%	6%	6%	4%	7%
DK/NR I	   1%	1%	1% I	0%	0%	1%	1% I	1%	0%	0%	0%	1%	2% I	0%	1%	2%	0% I	1%	0%	2%	0% I
DK/NK	1/0	1/0	1/0	0 /6	0 /6	1/0	1/0	1/6	0 /6	0 /6	0 /6	1/6	2/0	0 /6	1/0	2 /0	0.61	1/6	0 /6	Z /0	0.61
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= ac 50%.	+																				+

Was it about a WD program or about a program from another government department?  ${\tt BASE:}$  the contact was in relation to a program

	+ 		-WD PRO	VINCE	 I		1							VINCE FIT CLI				YEAR	Less		More
	         TOTAL	ВС	Alta	Sask.	     Man.	Com- mer- cial p	Not  for  rofit	ВС	Alta	Sask.	Man.	l I I BC	Alta	Sask.	     Man.	0nce	2-5 times	6 and  more		1 to 2 years ago	than 2  years  ago
Q7	÷				<u>-</u>		· !								<u>-</u>			42.	476		
weightd # of participants:	348   100%	91 26%	88 25%	105 30%	64   19%	292 84%	50   14%	79 23%	78 22%	81 23%	54   15%	11   3%	10 3%	20 6%	9   3%	73 21%	147 42%	124   36%	176 51%	85 25%	81   23%
real # of participants: A WD program	356     71%	107 74%	98 79%	74 60%	77   74%	299 69%	50   84%  +1	93 73%	87 79%	55 57%	64 70%	13   84%	11 82%	15 78%	11   100%	70 54%	150 69%	132   84%  +++1	192 65%	81 75%	78   82%  +
Another government department		6% -	9%	20%	16%	15%	2%  - I	7% -	9%	26%	18%	   0% 	9%	0%	0%   	23%	14%	6%   I	14%	14%	8%
DK/NR	i 16% i	19%	12%	20%	11%	16%	14%	20%	12%	17%	13%	16%	9%	22%	0% į	23%	17%	11%	21%	12%	10%
chi²: ± at 50%:	i i I 61	* 10	11	12	j 12 j	* 6	j 15 j	* 11	11	14	13	i   29	31	27	j 31 j	*** 12	9	j 9 j	* 8	12	i 12 j
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	TOTAL  ++	term	term	year	years	years	more	toba	Sask.	ta	BC	USA	Other	<\$250k	<\$1M	<\$5M	\$5M+  ++	<5 	5-9	10-49	50+  
Q7 weightd # of participants:	   348	195	152 I	57	67	120	98 I	57	97	80	82	47	77	136	76	51	30 I	164	53	72	j 37 j
	j 100% j	56%	44%	16%	19%	35%	28% j	16%	28%	23%	23%	13%	22%	39%	22%	15%	9% j	47%	15%	21%	11%
real # of participants: A WD program	356   71%	173 67%	183   76%	58 57%	70 73%	121 75%	102   74%	62 85%	76 67%	83 80%	91 78%	48 76%	84 72%	135 67%	74 79%	55 76%	34   80%	163 66%	55 78%	78 84%	38   74%
Another government department	13%	15%	10%	34%	7%	12%	6%   I	11%	17%	12%	6%	10%	12%	17%	6%	9%	3%	19%	5%	4%	3%
DK/NR	16% 16%	17%	14%	8%	20%	13%	21%	4%	17%	7%	16%	14%	16%		16%	15%	17%	15%	18%	12%	24%
chi²: ± at 50%:	   6  +	8	    8	***	12	9	10	13	12	11	11	15	11	9	12	14	18   18	(**)	14	12	17   

	+		-WD PRO	VINCE		T\	/PE									CONTA				WD CON	TACT+
					I				MMERCIA	L CLIEN	TS *	* NOT-	FOR-PRO	FIT CLI	ENTS *	OVER T	HE PAST				More
					I	Com-	Not								I				than 1		
	I				I	mer-	for								I				year		years
	[ TOTAL]	BC -	Alta	Sask.	Man.	cial	profit	BC .	Alta	Sask.	Man.	BC BC	Alta	Sask.	Man.	l Once	times	more	ago	ago	ago
Q8A the speed of the service	 I															 		 I			
mean for these data:	75.22	69.30	75.86	79.50	73.42	74.70	76.20	69.93	76.49	79.00	70.98	61.32	72.13	78.70	86.17	78.80	72.44	76.61	75.38	74.03	77.10
sig. test for means:	i i	**		**	i			*		*					* j		*	i			i
Q8B the flexibility of the service	ce i																				i
mean for these data:	66.92	56.92	69.43	69.96	69.93	65.70	71.93	55.63	69.17	68.88	68.27	63.00	72.33	71.20	80.82	64.55	63.09	72.58	65.80	69.22	67.64
sig. test for means:	i i	***			i	*	*	***							* j	İ	*	***			i
Q8C the amount of bureaucratic re	equireme	ents																			i
mean for these data:	62.68	56.44	64.19	65.04	63.62	61.81	63.69	57.24	64.26	63.66	61.03	45.75	65.16	64.20	76.32	60.96	62.71	63.77	63.17	63.43	61.47
sig. test for means:	į i	*			ĺ		i				i	*			**	İ		į			ĺ
Q8D the number of contacts before	e gettir	ng an			<del>-</del>		<del>.</del>								<del>-</del>	+		+			i
answer					- 1		- 1								- 1	l		1			ĺ
mean for these data:	73.74	68.52	72.97	78.12	73.15	72.70	78.02	68.95	73.53	76.11	70.92	62.27	68.19	83.44	88.87	73.96	70.68	77.34	75.04	70.99	73.78
sig. test for means:	į į	*		*	ĺ		ĺ					*			*		*	*			ĺ
Q8E the efforts made by officers	to asse	ess your			+							+			+	+		+			
needs					I										I	l		1			1
mean for these data:	74.47	65.62	80.53	77.43	71.35	72.37	86.34	64.56	79.82	74.28	68.92	70.75	88.23	89.43	90.35	70.22	71.54	80.82	75.58	73.53	73.21
sig. test for means:		***	**		I	***	***	**	***			*			I	*	*	***			1
Q8F the helpfulness of officers					+							+			+	+		+			
mean for these data:	79.68	74.68	85.25	80.49	76.77	78.01	87.39	74.04		78.01	73.87	77.35	87.50	87.67	94.69	76.50	77.46	84.70	80.99	76.78	79.23
sig. test for means:		*	***		I	***			***						*	l		***			1
Q8G the way you were kept informe	ed of th	ne statu:	s		+							+			+	+		+			
of your request					I		1								I	l		- 1			į
mean for these data:	71.01	62.16	75.20	74.52	69.58	69.88	76.08	61.65	75.95	73.01	66.61	61.23	69.55	80.93	85.77	66.96	67.96	76.33	71.23	71.17	71.31
sig. test for means:	l İ	***	*		į		i	**	**		i	*			*	l	*	***			į
	+																				÷

	+	DEPT			ARS OF	EXISTEN	CE 11।		C	LIENT L	OCATION	S			GROSS R	EVENUES			-EMPLOY	MENT	+
			i	Less	4 . 3		years						ļ		£2.501	***	ļ				į
	I I   TOTAL	term		than 1 year						Alber- ta	ВС	USA	Other		\$250k- <\$1M		   \$5M+	< 5	5-9	10-49	50+
Q8A the speed of the service	++ 		 				 						+ 				+ 				
mean for these data: sig. test for means:	75.22	78.07 **	71.05	80.46	71.65	73.34	73.99	78.06	78.70	78.31	74.76	72.80	73.70	75.24	72.49	76.01	77.36	75.35	71.13	75.78	72.92
Q8B the flexibility of the service	i i ce j		+				+						+				+				
mean for these data:	66.92	67.36	66.26	71.61	61.48	65.32	67.11	72.19	69.83	70.49	61.78	54.17	67.15	64.26	66.64	66.41	75.92	64.55	63.91	68.28	71.91
sig. test for means: OBC the amount of bureaucratic re	l l eauireme	ents	+				 ++						 +				^   ++				
	62.68	63.02	62.19	69.49	57.06	58.19	64.35	66.11	65.39	65.52	59.86	53.94	63.33	60.84	56.34	62.93	68.62	61.58	54.89	64.13	64.96
sig. test for means: Q8D the number of contacts before	   gettir	ng an	+	**	*		 +					*	 ++				*				
answer	ا آ		i				i						i				i				i
<pre>mean for these data:     sig. test for means:</pre>	73.74	75.84	70.80	76.38	71.56	73.00	72.55	78.08	78.67	71.65	71.76	68.30	76.48	72.99	74.43	73.38	75.31	73.62	66.44	74.59	75.16
Q8E the efforts made by officers	ı ı  to asse	ss your	+										+				+				
needs	74 47	75 25	73 161	77 22	72 14	72 20	75 021	75 00	77 54	00 15	71 20	C2 C7	72 02	72 50	74 00	72 25	70 (1)	72.00	72.00	76 02	70 241
<pre>mean for these data:     sig. test for means:</pre>	/4.4/  	75.35	/3.16	//.33	72.14	72.30	/5.U3  	/5.08	//.54	**	/1.20	**	/2.83  	/3.58	74.80	/3.35	/9.61	72.80	/3.09	76.02	79.34
Q8F the helpfulness of officers	i i		+																		i
mean for these data: sig. test for means:	/9.68  	79.97	/9.23  	81.49	/9.0/	//./3	/8./8  	/8.65	80.85	84.20 **	/8.40	69.24 **	/9.20	/8.80	//.54	82.65	/9./6  	//.94	/8.16	82.47	80.75  
Q8G the way you were kept inform	ed of th	ne statu	s+				+						+				+				i
of your request mean for these data:	   71 01	71.70	70 041	76 51	66 89	68 12	71 521	77 30	74 66	76 10	67 98	58 86	69 931	71 20	66 32	72 93	75 531	70 07	65 30	73 37	7/ 351
sig. test for means:	, ,1.01  	,1.,0	, 0.04	**	30.03	50.12	1.52	*	, 4.00	*	57.50	***	05.55	,1.20	30.32	, 2		,0.07	55.50	, 5.57	,4.55
-	+																				+

	+ 		-WD PRO	VINCE	 I		- 1			VINCE L CLIEN				VINCE FIT CLI		CONTA	CTS WIT HE PAST	YEAR	Less		More
	     TOTAL	ВС	Alta	Sask.	     Man.	Com- mer- cial p	Not  for  orofit	ВС	Alta	Sask.	    Man.	ВС	Alta	Sask.	     Man	0nce	2-5 times	6 and  more	than 1 year ago	1 to 2 years ago	
Q8A the speed of the service weightd # of participants:	620     100%	135	150 24%	215	120   19%	516 83%	82   13%	120 19%	130 21%	166 27%	100   16%	13	16	36 6%	17   3%	145	256 41%	205   33%	333	139	137   22%
real # of participants: DISSATISFIED (very and smwhat)	626	156 12%	168 8%	158 9%	144   10%	523 10%	83	138 10%	146 7%	119 9%	120	16	18 11%	29 7%	20	128	270 12%	213   9%	355 9%	131 12%	130   9%
SATISFIED (very and smwhat)	76%	66%	77%	85%	72%	76%	78%	67%	77%	86%	68%	51%	77%	81%	90%	83%	73%	75%	77%	72%	81%
Very dissatisfied (0)	5%	5%	2%	5%	6%	5%	3%	5%	2%	5%	7%	6%	0%	4%	0%	3%	6%	4%	5%	5%	4%
Dissatisfied (25)	5%	7%	5%	4%	4%	5%	7%	5%	5%	4%	5%	26%	11%	2%	0%	2%	7%	5%	4%	7%	5%
Neutral (50)	14%	22%	15%	6%	18%	15%	12%	23%	16%	5%	19%	17%	11%	12%	10%	12%	14%	16%	14%	16%	10%
Satisfied (75)	37%	37%	40%	39%	33%	38%	37%	39%	38%	42%	33%	19%	55%	37%	35%	43%	39%	32%	38%	31%	41%
Very satisfied (100)	39%	29%	37%	47%	39%	37%	40%	28%	38%	44%	3 6% J	32%	22%	44%	55%	41%	34%	43%	39%	41%	40%
Don't know	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
No response	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
chi²:		**		•		-	111	(*)	•	10	101	2.6	3.5	10		•	•	_		•	
± at 50%: mean for these data: standard error: sig. test for means:	4    75.22    1.07	69.30 2.20 **	75.86 1.89	79.50 2.08 **	73.42  2.38	74.70 1.17	76.20  2.86	69.93 2.28 *	76.49 2.00	10 79.00 2.40			25 72.13 5.32	19 78.70 4.78	23    86.17    3.88    *		72.44 1.70 *	76.61    1.81    1		74.03 2.51	77.10  2.22  

	+		H OF ONSHIPI	YE	ARS OF	EXISTEN	CE 11।		C	LIENT L	OCATION	S			GROSS R	EVENUES			-EMPLOY	MENT	+
			i	Less than 1	1 to 3	4 to 10	years  and	Mani-		Alber-					\$250k-	\$1M-	į				į
	į TOTALį	term	termi	year	years	years	morei	toba	Sask.	ta	BC	USA	0ther	<\$250k	<\$1M	<\$5M	\$5M+j	< 5	5-9	10-49	50+ j
Q8A the speed of the service weightd # of participants:		368 59%	251   41%	137	126 20%	178 29%	153   25%	102 16%	184 30%	132 21%	121 19%	77 12%	138	255 41%	108 17%	65 11%	47   8%	313 51%	71 11%	118 19%	55   9%
real # of participants: DISSATISFIED (very and smwhat)	626     10%	325 8%	301   13%	134	126 14%	187 8%	158	114 7%	149 10%	137 5%	133 8%	77 13%	146 10%	252	109 11%	69 6%	51   12%	310 10%	78 12%	124 9%	58   13%
SATISFIED (very and smwhat)	76%	81%	70%	85% ++	72%	73%	75%	77%	82%	79%	74%	74%	75%	77%	72%	76%	81%	75%	70%	78%	74%
Very dissatisfied (0)	5%	3%	7%   +	4%	3%	5%	7%	2%	5%	3%	3%	7%	6%	4%	6%	5%	2%	4%	7%	5%	6%
Dissatisfied (25)	5%	5%	6% j	2%	11%	3%	6%	5%	4%	2%	5%	6%	4%	6%	6%	1%	10%	6%	5%	4%	7% j
Neutral (50)	14%	12%	17%	9%	14%	20%	13%	16%	8%	15%	17%	13%	15%	14%	17%	19%	7%	15%	18%	13%	13%
Satisfied (75)	i 37% i	39%	35% j	40%	39%	39%	34% j	32%	35%	37%	39%	38%	40%	39%	36%	37%	39% j	35%	37%	40%	38% j
Very satisfied (100)	i 39% i	42%	35% j	45% +	32%	33%	40% j	45%	47%	43%	36%	36%	35%	37%	35%	39%	42% j	40%	33%	38%	36% j
Don't know	0%	0%	0% j	0%	0%	0%	0% j	0%	0%	0%	0%	0%	0%	0%	0%	0%	0% j	0%	0%	0%	0% j
No response	0%	0%	0% j	0%	0%	0%	0% j	0%	0%	0%	0%	0%	0%	0%	0%	0%	0% j	0%	0%	0%	0% j
chi': ± at 50%: mean for these data: standard error: sig. test for means:	4   4   75.22   1.07 	** 6 78.07 1.36 **	71.05  71.69  **	** 9 80.46 2.05 **	9 71.65 2.44	8 73.34 1.90	8  73.99  2.33  	10 78.06 2.36	9 78.70 2.23	9 78.31 2.08	9 74.76 2.19	12 72.80 3.31		7 75.24 1.63	10 72.49 2.69	13 76.01 3.08		6 75.35 1.52	12 71.13 3.22	9 75.78 2.38	14  72.92  3.79  

	+ 		-WD PRO	VINCE	 I	TY	PE I			VINCE L CLIEN				VINCE FIT CLI		CONTA	CTS WIT HE PAST		FIRST Less	WD CON	TACT+ More
	i i				į į	Com- mer-	Not  for				İ				İ		2-5	6 and	than 1 year	1 to 2 years	
	TOTAL	ВС	Alta	Sask.	Man.	cial	profit	ВС	Alta	Sask.	Man.	ВС	Alta	Sask.	Man.	0nce	times	more	ago	ago	ago
Q8B the flexibility of the servi	ce				i		i				 I				i			i			
weightd # of participants:	579     100%	129 22%	136 24%	197 34%	116   20%	488 84%	74   13%	115 20%	120 21%	153 26%	100   17%	12 2%	14 2%	33 6%	14   2%	126 22%	243 42%	197   34%	296 51%	138 24%	136   23%
real # of participants:	585	149	153	144	139	495	75 J	132	135	108	120	15	16	27	17	110	258	203	317	131	129
DISSATISFIED (very and smwhat)	16%	30%	12%	13%	13%	18%	10%	31%	11%	14%	15%	20%	12%	10%	0% [	20%	19%	12%	18%	13%	15%
SATISFIED (very and smwhat)	65%    65%	49%	68%	71%	69%	63%	74%	47%	67%	70%	66%     66%	54%	82%	71%	ا   88%	64%	59%	70%  	65%	66%	65%  
Very dissatisfied (0)	9%	13%	6%	8%	7%	10%	2%   - I	15%	6%	10%	8%   	0%	6%	2%	0%	12%	10%	5%  I	9%	9%	7%
Dissatisfied (25)	8%	17%	6%	5%	6%	8%	8%	16%	5%	4%	7%	20%	6%	8%	0%	8%	8%	7%	9%	4%	8%
Neutral (50)	19%	21%	20%	16%	19%	19%	16%	21%	22%	16%	19%	26%	6%	18%	12%	16%	22%	18%	17%	21%	20%
Satisfied (75)	37%	26%	40%	41%	38%	36%	47%	26%	39%	41%	36%	36%	56%	45%	53%	38%	37%	34%	39%	32%	37%
Very satisfied (100)	28%	22%	28%	30%	31%	27%	27%	22%	27%	29%	30%	18%	26%	26%	35%	26%	22%	37%  ++	26%	34%	28%
Don't know	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
No response	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
chi²:	i i	***			j		i	***			i				j	*		i			j
± at 50%: mean for these data:	4    66.92	9 56.92	8 69.43	9 69.96	9  69.93	5 65.70	12  71.93	55.63	9 69.17	10 68.88	10	27 63.00	26 72.33	20 71.20	25   80 . 82 I	10 64.55	6 63.09	72.581	65.80	9 69.22	9  67.64
standard error: sig. test for means:	1.25	2.75	2.22	2.42	2.44		2.81	2.97	2.36	2.90		6.77	6.77	4.79	4.03		1.91	1.96	1.71	2.68	2.57

	+		H OF ONSHIPI	YE	ARS OF	EXISTEN	CE 11।		C	LIENT L	OCATION	S			GROSS R	EVENUES			-EMPLOY	MENT	+
	<u> </u>		i	Less	1 4- 3		years	Manad		475			İ		£2501	£114	ļ				ļ
	I TOTAL			than 1 year		10 years	and  more	Mani- toba	Sask.	Alber- ta	ВС	USA	Other!	<\$250k	\$250k- <\$1M	\$1M- <\$5M	\$5M+	< 5	5-9	10-49	50+ j
Q8B the flexibility of the servi																	. !				
weightd # of participants:	579     100%	349 60%	231   40%	126 22%	120 21%	174 30%	139   24%	98 17%	164 28%	122 21%	113 20%	79 14%	129   22%	240 42%	102 18%	64 11%	40   7%	299 52%	69 12%	108 19%	46   8%
real # of participants: DISSATISFIED (very and smwhat)	585     16%	309 16%	276   17%	121 14%	121 21%	182 19%	144   14%	110 12%	132 15%	126 12%	124 25%	78 26%	137   17%	239 20%	103 17%	67 11%	44   6%	296 20%	76 20%	114 12%	50   11%
SATISFIED (very and smwhat)	65%    65%	66%	63%	74%	55%	63%	64%	71%	70%	68%	54%	47%	65%	63%	63%	61%	70%	62%	56%	68%	66%
Very dissatisfied (0)	9%	8%	9%	7%	8%	10%	9%	8%	9%	7%	9%	18%	8%	11%	6%	6%	2%	10%	8%	8%	5%
Dissatisfied (25)	   8%	8%	8%	7%	13%	9%	4%	3%	6%	5%	15%	8%	9%	9%	11%	5%	4%	10%	11%	5%	6%
Neutral (50)	19%	18%	20%	12%	24%	18%	22%	17%	16%	21%	21%	27%	19%	17%	20%	27%	24%	18%	25%	19%	23%
Satisfied (75)	1   37%  	38%	34%	41%	35%	37%	37%	33%	37%	36%	27%	33%	36%	37%	37%	39%	29%	37%	28%	43%	28%
Very satisfied (100)	28%	28%	29%	33%	20%	27%	27%	38%	33%	32%	27%	14%	29%	26%	26%	22%	41%	26%	28%	25%	38%
Don't know	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
No response	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
chi²: ± at 50%:	       4	6	 6	9	Q	8	 9	** 10	9	Q	Q	12	9	7	10	13	16 i	6	12	10	15 i
mean for these data: standard error:	66.92    1.25		66.26	71.61	61.48	65.32	67.11	72.19	69.83		61.78 2.91			64.26 2.06	66.64				63.91	68.28	71.91
sig. test for means:	1.23      +	1.03	1.05	*	*	2.31	2.49	*	2.03	2.33	2.91	***	2.3/	2.06	2.03	3.23	*	1.02	J.30 	2.03	4.00

-	+		-WD PRO	VINCE		TY	PE			VINCE L CLIEN						CONTA			FIRST Less	WD CON	TACT+ Morel
	į į				į	Com- mer-	Not  for	Co	III EKC I /	L CLILIN		1101	TOR TRO	. 1		OVER			than 1	1 to 2 years	
	TOTAL	ВС	Alta	Sask.	Man.			ВС	Alta	Sask.	Man.	ВС	Alta	Sask.	Man.	0nce	times	more	ago	ago	ago
Q8C the amount of bureaucratic re			420	407	100	474		440	420	453		4.2	4.6		4.	424			204	425	43.5
weightd # of participants:	570     100%	125 22%	139 24%	197 35%	109   19%	471 83%	78   14%	110 19%	120 21%	152 27%	90   16%	13 2%	16 3%	33 6%	15   3%	124 22%	227 40%	204   36%	291 51%	135 24%	135   24%
real # of participants: DISSATISFIED (very and smwhat)	572     19%	145 25%	156 18%	141 18%	130   17%	474 21%	79   15%	127 25%	134 19%	105 20%	108   20%	16 36%	18 11%	27 16%	18   0%	108 21%	238 20%	210   18%	310 19%	125 18%	129   21%
SATISFIED (very and smwhat)	56%    56%	45%	59%	60%	58%	54%	61%	46%	59%	57%	54%	32%	61%	63%	83%	53%	58%	55%	57%	57%	55%
Very dissatisfied (0)	10%	15%	6%	10%	10%	11%	9%	15%	7%	10%	12%	19%	0%	14%	0%	15%	9%	9%	10%	14%	8%
Dissatisfied (25)	9%	11%	12%	8%	7%	10%	6%	10%	12%	9%	8%	17%	11%	2%	0%	6%	11%	9%	9%	4%	13%
Neutral (50)	25%    25%	30%	23%	22%	26%	25%	24%	30%	22%	23%	26%	32%	28%	21%	17%	26%	23%	26%	24%	25%	24%
Satisfied (75)	32% 32%	24%	37%	31%	34%	30%	44%	23%	36%	30%	31%	26%	50%	40%	60%	26%	36%	29%	32%	28%	36%
Very satisfied (100)	24%	21%	22%	28%	24%	24%	18%	23%	23%	27%	23%	6%	11%	23%	22%	27%	21%	27%	25%	29%	19%
Don't know	0%    0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
No response	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
chi²: ± at 50%; mean for these data: standard error: sig. test for means:	4    42.68    1.29	9 56.44 2.73 *	8 64.19 2.29	9 65.04 2.64	9    63.62    2.66	5 61.81 1.44	12  63.69  3.18	9 57.24 2.93	9 64.26 2.52	10 63.66 3.08	10  61.03  3.05		25 65.16 5.02	20 64.20 6.13		10 60.96 3.25	7 62.71 1.93	7  7  63.77  2.13  		9 63.43 2.95	9  61.47  2.57  

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weightd # of participants:	570     100%		233   41%	122 21%	118 21%	165 29%	140   25%	91 16%	162 28%	124 22%	112 20%	73 13%	121 21%	233   41%	99 17%	64 11%	41   7%	291 51%	68 12%	108 19%	46   8%
real # of participants: DISSATISFIED (very and smwhat)	572   19%	294	278   21%	116 14%	118 24%	172 25%	146   16%	102 12%	130 16%	129 17%	124 23%	71 33%	129 21%	228	99 26%	67 20%	46   11%	285 20%	74 28%	114 16%	50   13%
SATISFIED (very and smwhat)	   56%  	55%	57%	65%	49%	52%	57%	61%	59%	60%	50%	48%	59%	   51%	54%	54%	63%	54%	49%	58%	57% J
Very dissatisfied (0)	10%	10%	11%	8%	13%	12%	8%	5%	10%	6%	12%	17%	10%	10%	15%	7%	4%	12%	14%	7%	5%
Dissatisfied (25)		8%	11%	5%	11%	13%	8%	8%	6%	11%	10%	17%	11%	10%	11%	13%	6%	9%	14%	9%	8%
Neutral (50)	25%    25%	27%	22%	21%	27%	23%	27%	27%	25%	24%	27%	19%	20%	   29%	20%	26%	27%	26%	22%	26%	30%
Satisfied (75)	32%	30%	33%	31%	31%	33%	34%	40%	30%	35%	25%	30%	33%	27%	42%	30%	36%	29%	37%	37%	37%
Very satisfied (100)	24%	25%	24%	35%	17%	18%	24%	21%	28%	25%	25%	18%	26%	23%	12%	25%	26%	25%	13%	21%	21%
Don't know		0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	   0%	0%	0%	0%	0%	0%	0%	0%
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weightd # of participants:	608     100%	135 22%	148 24%	204 34%	121   20%	505 83%	83   14%	121 20%	127 21%	155 25%	102   17%	13 2%	17 3%	38 6%	15   3%	138 23%	248 41%	208   34%	321 53%	140 23%	137   22%
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SATISFIED (very and smwhat)	74%	66%	73%	80%	73%1	73%	78%I	66%	74%	79%	70% I	57%	68%	82%	94% I	76%	70%	77%I	75%	71%	74%
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Satisfied (75)	31%	36%	35%	29%	26%	32%	31%	36%	34%	32%	26%	40%	47%	23%	28%	33%	33%	27%	31%	30%	33%
Very satisfied (100)	42%	29%	39%	51%	47%	41%	46%	30%	40%	48%	44%	17%	21%	60%	67%	43%	37%	50%	44%	41%	41%
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mean for these data:	4    73.74				73.15				73.53	76.11		62.27	68.19	83.44	88.87 j		70.68			70.99	
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weightd # of participants:	608     100%	355 58%	253   42%	129 21%	127 21%	179 29%	151   25%	99 16%	172 28%	128 21%	121 20%	81 13%	136   22%	253 42%	105 17%	67 11%	45   7%	310 51%	73 12%	114 19%	53   9%
real # of participants: DISSATISFIED (very and smwhat)	618	315 11%	303   18%	127 12%	127 17%	188 15%	157   14%	112 14%	141 12%	134 17%	133 13%	80 20%	147   12%	250 14%	107 14%	71 12%	50   12%	308 14%	80 20%	121 15%	57   12%
SATISFIED (very and smwhat)	   74%	77%	+  70%	76%	71%	74%	73%	80%	81%	72%	70%	66%	77%	73%	75%	71%	75%	74%	65%	75%	76%
Very dissatisfied (0)		6%	8%	5%	9%	8%	8%	6%	6%	9%	6%	11%	5%	7%	7%	5%	4%	8%	13%	5%	5%
Dissatisfied (25)		5%	10%	7%	9%	7%	6%	9%	6%	8%	7%	9%	6%	7%	7%	7%	8%	7%	7%	10%	7%
Neutral (50)	12%	12%	12%	12%	12%	12%	12%	5%	8%	10%	17%	15%	11%	13%	11%	17%	13%	12%	15%	10%	13%
Satisfied (75)	31%	33%	30%	29%	31%	33%	34%	28%	29%	31%	34%	27%	31%	32%	32%	33%	33%	31%	31%	32%	34%
Very satisfied (100)	42%	44%	40%	47%	41%	41%	39%	52%	51%	41%	36%	38%	46%	41%	43%	39%	42%	43%	33%	43%	41%
Don't know	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
No response	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
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74.47	65.62 2.53 ***	80.53 1.92 **	77.43 2.19			86.34  2.31  ***	64.56 2.71 **	79.82 2.09 ***	74.28		70.75	88.23	89.43	90.35		71.54 1.79 *			73.53	73.21
-	TOTAL	TOTAL   BC  to assess your  616   133 100%   22% 621   155 13%   20% ++ 75%   64% 6%   9%   ++ 7%   11% 12%   16%   + 34%   35%   + 41%   28%   0%   0%   0%   0%   0%   0%   ** 44.47   65.62 1.16   2.53	TOTAL   BC Alta  to assess your  616   133   150   100%   22%   24%   621   155   168   13%   20%   7%   1++ - 75%   64%   83%   + 6%   9%   3%   ++ 7%   11%   4%   12%   16%   10%   34%   35%   33%   41%   28%   50%   + 0%   0%   0%   0%   0%   0%   0%   0%   0%   1 **	TOTAL   BC Alta Sask.  to assess your  616   133   150   216   100%   22%   24%   35%   621   155   168   158   13%   20%   7%   12%   +	TOTAL   BC Alta Sask. Man	TOTAL   BC Alta Sask. Man.   Commer- to assess your  616   133   150   216   117   514   100%   22%   24%   35%   19%   83%   621   155   168   158   140   521   13%   20%   7%   12%   14%   14%   1++ -	TOTAL   BC Alta Sask. Man.   Com- Not   mer- for   mer- for   cial profit   cial profi		TOTAL   BC							TOTAL BC Alta Sask. Man. cial profit BC Alta Sask. Man. BC Alta Sask. Man. Once  to assess your  616 133 150 216 117 514 81 119 129 165 101 13 17 38 14 150 100% 22% 24% 35% 19% 83% 13% 19% 21% 27% 16% 2% 3% 6% 2% 24% 621 155 168 158 140 521 81 137 145 118 121 16 19 30 16 133 13% 20% 7% 12% 14% 14% 4% 20% 8% 14% 16% 19% 0% 2% 0% 14%  ++ - + - + - + - + - + - + - + - + 6% 69% 64% 95% 94% 94% 74%  + + - + - + - + - + - + - + 6% 69% 64% 95% 94% 94% 74%  + + - + - + - + - + - + - + - + -	TOTAL   BC   Alta   Sask.   Man.     Commert   for   BC   Alta   Sask.   Man.   BC   Alta   Sask.   Man.   Once   times    Total   BC   Alta   Sask.   Man.     Cial   profit   BC   Alta   Sask.   Man.   BC   Alta   Sask.   Man.   Once   times    To assess your	Com- Not   Record	Com- Not   Not	TOTAL BC Alta Sask. Man.   Com- Not   Mot

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weightd # of participants:	616     100%	368 60%	249 j 40% j	138 22%	126 20%	179 29%	150 j 24% j	101 16%	179 29%	130 21%	118 19%	79 13%	134   22%	255 41%	103 17%	67 11%	45 j 7% j	310 50%	70 11%	117 19%	54   9%
real # of participants: DISSATISFIED (very and smwhat)	621   13%	323 11%	298   15%	134 11%	125 14%	188 15%	155	113 12%	144 13%	135 11%	131 16%	78 20%	142	252 12%	104 12%	71 12%	49   8%	307 13%	77 16%	124 13%	57   7%
SATISFIED (very and smwhat)	   75%	77%	73%	82%	70%	74%	74%	75%	80%	83%	70%	59%	70%	74%	77%	71%	80%	73%	74%	76%	82%
Very dissatisfied (0)		5%	7%	7%	3%	9%	5%	5%	6%	5%	7%	11%	6%	4%	7%	7%	0%	5%	9%	5%	3%
Dissatisfied (25)		6%	9%	4%	12%	6%	7%	8%	7%	6%	9%	9%	6%	8%	4%	5%	8%	8%	7%	7%	3%
Neutral (50)	12%	11%	12%	8%	15%	11%	14%	12%	7%	6%	15%	21%	18%	14%	11%	17%	12%	14%	10%	12%	11%
Satisfied (75)	34%  	36%	31%	36%	35%	36%	31%	33%	31%	29%	32%	33%	32%	37%	37%	30%	34%	36%	31%	29%	37%
Very satisfied (100)	41%	41%	41%	45%	35%	38%	43%	42%	49%	54%	38%	27%	39%	37%	41%	41%	46%	37%	43%	47%	45%
Don't know	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
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real # of participants: DISSATISFIED (very and smwhat)	100%    643     9%	159 11%	175 3%	160 10%	149	539 10%	85   4%	141 11%	151 3%	120 12%	127   16%	16 6%	20 5%	30 4%	19   0%	136 13%	275 9%	216   7%	364 8%	137 11%	132   11%
SATISFIED (very and smwhat)	   82%  	74%	91%	82%	78%  	80%	90%  	73%	91%	79%	75%    75%	83%	90%	89%	100%	79%	77%	88%   ++	85%	74%	82%  
Very dissatisfied (0)	4%	5%	1%	4%	5%	4%	1%	5%	1%	5%	6%	0%	0%	2%	0%	4%	3%	4%	3%	5%	5%
Dissatisfied (25)	   5%  	6%	2%	6%	8%    88	6%	3% J	6%	2%	7%	9%     9%	6%	5%	2%	0%   	9%	6%	2%  I	5%	7%	6%   
Neutral (50)	9%	15%	6%	8%	9%	10%	6%	15%	5%	9%	9%	11%	5%	7%	0%	7%	14%	6%	8%	15%	7%
Satisfied (75)	   32%  	34%	36%	28%	30%  	33%	26%	33%	38%	29%	33%  	51%	25%	20%	21%	35%	33%	26%  	35%	25%	30%
Very satisfied (100)	50%	40%	55%	54%	48%	47%	64%	40%	53%	50%	42%	32%	65%	68%	79%	44%	44%	62%	50%	49%	51%
Don't know	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
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mean for these data: standard error: sig. test for means:	79.68    1.04  	74.68 2.20 *	85.25 1.51 ***	80.49	76.77  2.39  	78.01 1.17 ***	87.39    2.20    ***	74.04 2.39	84.88 1.62 ***	78.01 2.59	73.87    2.68  		87.50 4.61	87.67 4.06		76.50 2.42	77.46 1.57	84.70    1.71    ***	1.29	76.78 2.45	79.23  2.45

	+		H OF ONSHIPI	YE	ARS OF	EXISTEN	CE 11।		C	LIENT L	OCATION	S			GROSS R	EVENUES			-EMPLOY	MENT	+
	       TOTAL	Long	     Short	Less than 1 vear		10	years  and  more	Mani-	Sask.	Alber- ta	ВС	USA	Other	<\$250k	\$250k- <\$1M	\$1M- <\$5M	       \$5M+	<5	5-9	10-49	       50+
Q8F the helpfulness of officers weightd # of participants:	           	380	255	138	131	184	157	108	185	136	124	82	140	260	111	67	48	320	75	119	       56
real # of participants: DISSATISFIED (very and smwhat)	100%    643     9%	60% 337 9%	40%  306   9%	22% 135 7%	21% 131 7%	29% 193 12%	25%  163   11%	17% 121 13%	29% 150 11%	21% 142 7%	19% 137 8%	13% 81 14%	22%  149   9%	258	17% 112 12%	11% 71 6%	7%  52   8%	50% 319 10%	12% 83 12%	19% 125 9%	9%  59   8%
SATISFIED (very and smwhat)	82%	83%	80%	84%	79%	80%	81%	79%	82%	85%	77%	65%	82%	80%	81%	87%	81%	79%	78%	86%	84%
Very dissatisfied (0)	4%	4%	3%	4%	3%	5%	3%	5%	4%	2%	3%	6%	3%	5%	5%	3%	0%	4%	4%	3%	3%
Dissatisfied (25)	5%	5%	6%	4%	4%	7%	7%	8%	7%	5%	5%	9%	6%	5%	6%	4%	8%	5%	8%	5%	5%
Neutral (50)	9%	8%	11%	8%	14%	8%	8%	8%	6%	8%	15%	21%	10%	11%	7%	6%	11%	11%	10%	5%	8%
Satisfied (75)	32%	33%	30%	32%	33%	31%	33%	26%	26%	24%	28%	33%	35%	31%	35%	36%	36%	33%	28%	31%	33%
Very satisfied (100)	50%	50%	50%	53%	46%	49%	48%	53%	57%	61%	49%	32%	47%	49%	46%	52%	45%	47%	50%	56%	50%
Don't know	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
No response	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
chi²: ± at 50%: mean for these data: standard error: sig. test for means:			79.23  1.52	9 81.49 2.18	9 79.07 2.17	7 77.73 2.07	78.78  2.08	9 78.65 2.63	9 80.85 2.28	9 84.20 2.03 **	9 78.40 2.26	12 69.24 3.22 **		6 78.80 1.69	10 77.54 2.67	12 82.65 2.77		6 77.94 1.51	11 78.16 3.12	9 82.47 2.28	14  80.75  3.31  

	+		-WD PRO	VINCE		TY	PE									CONTA				WD CON	
	!!				!	C =	Nati	* C0	MMERCIA	L CLIEN	TS *	* NOT-	FOR-PRO	FIT CLI	ENTS *	OVER T	HE PAST		Less	1 40 7	More
					-	Com- mer-	Not  for										2 - 5	6 and	than 1	vears	
	i TOTAL	ВС	Alta	Sask.	Man.		profit	ВС	Alta	Sask.	Man.	ВС	Alta	Sask.	Man.	0nce	times	more	ago	ago	ago
Q8G the way you were kept inform of your request	ed of th	ie statu	S								   				   			   			
weightd # of participants:	547     100%	120 22%	138 25%	181 33%	107 j 20% j	461 84%	73   13%	106 19%	120 22%	143 26%	92   17%	12 2%	16 3%	31 6%	14   2%	103 19%	227 41%	204 j 37% j	283 52%	131 24%	123   22%
real # of participants:	555	139	155	133	128	467	75	122	134	101	110	15	18	26	16	91	240	211	305	124	117
DISSATISFIED (very and smwhat)	16%	20%	10%	16%	18%	17%	7%	20%	10%	17%	21%	20%	6%	5%	0%	19%	18%	12%	16%	18%	13%
SATISFIED (very and smwhat)	68%	54%	74%	74%	66%	67%	73%	54%	75%	72%	63%	45%	62%	84%	87%	63%	63%	76%  ++	68%	68%	70%
Very dissatisfied (0)	6%	8%	3%	4%	8%	6%	2%	9%	4%	4%	10%	0%	0%	5%	0%	9%	5%	5%	6%	6%	5%
Dissatisfied (25)	10%	12%	6%	11%	9%	10%	5% J	11%	6%	13%	11%	20%	6%	0%	0%	9%	13%	7%	10%	12%	7%
Neutral (50)	1 16%	26%	17%	10%	16%	16%	20%	25%	15%	10%	16%	35%	33%	11%	13%	18%	19%	12%	16%	14%	17%
Satisfied (75)	31%	31%	34%	31%	28%	31%	33%	33%	33%	31%	28%	25%	40%	34%	31%	30%	32%	31%	30%	27%	37%
Very satisfied (100)	37%	23%	40%	44%	38%	36%	40%	22%	42%	41%	34%	20%	22%	50%	56%	33%	31%	45%  ++	38%	41%	33%
Don't know	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
No response	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
chi²: ± at 50%:		**	۰	0	j		 12	**	0	10	 10	27	25	20	26 I	* 11	7	, 7		0	10
mean for these data:	1 71.011	62.16	75.20	74.52	69.581	69.88	76.081	61.65	75.95	73.01		61.23		80.93	85.771	66.96	67.96	76.331	71.23	71.17	71.311
standard error: sig. test for means:	1.26  	2.56	2.13	2.55	2.83	1.40	2.88  	2.76	2.32	2.98	3.15   		5.20	5.01	4.60  *		1.88	1.95	1.72	2.82	2.60

	+	DEPTH OFYEARS OF EXISTENCECLIENT LOCATIONS													GROSS R	EVENUES			-EMPLOY	MENT	+
		KELAII	ONSHIP	Less		4 to	years										ł				
	   TOTAL			than 1 year		10 years	and  more	Mani- toba	Sask.	Alber- ta	ВС	USA	Other	<\$250k	\$250k- <\$1M	\$1M- <\$5M	  \$5M+	< 5	5-9	10-49	50+
Q8G the way you were kept informed of your request	++ ed of th I I	e statu	s				+										+   				
weightd # of participants:	547   1 100%	320 59%	226   41%	116 21%	117 21%	155 28%	138   25%	92 17%	157 29%	125 23%	108 20%	73 13%	124   23%	219 40%	99 18%	61 11%	41   7%	273 50%	68 12%	108 20%	48   9%
real # of participants: DISSATISFIED (very and smwhat)	555     56%	285 14%	270   17%	113	119 22%	163 16%	142	102 13%	129 16%	129 11%	118 13%	72 25%	132	220 15%	99	64 9%	44   17%	272 16%	74 22%	114 11%	51   16%
SATISFIED (very and smwhat)	i i   68%	68%	69%	75%	62%	64%	71%	76%	75%	72%	61%	48%	67%	70%	61%	68%	74%	66%	63%	71%	74%
Very dissatisfied (0)	   6%	5%	7%	3%	7%	8%	 5%	3%	4%	3%	5%	10%	8%   88	5%	6%	4%	 2%	5%	11%	3%	7%
Dissatisfied (25)	   10%	10%	10%	6%	16%	8%	10%	10%	12%	8%	9%	15%	7%	11%	14%	5%	15%	10%	11%	8%	9% <u> </u>
Neutral (50)	   16%	18%	14%	16%	15%	20%	14%	11%	9%	18%	25%	27%	19%	15%	18%	22%	8%	18%	15%	19%	9%
Satisfied (75)	   31%  	30%	33%  	31%	29%	32%	34%	28%	30%	26%	32%	27%	31%	35%	31%	31%	27%	31%	31%	34%	28%
Very satisfied (100)	37%    37%	38%	36%	44%	34%	32%	37%	49%	44%	46%	29%	21%	36%	35%	30%	37%	47%	35%	32%	37%	46%
Don't know	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
No response	0%    0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
chi²: ± at 50%:	i i	6	i 61	10	10	8	   9	(**) 10	9	9	10	12	i 9 i	7	10	13	16 i	6	12	10	 15
mean for these data: standard error: sig. test for means:	71.01   1.26 	71.70 1.72	70.04 1.88	76.51 2.52 **	66.89	68.12 2.39	71.52  2.47		74.66 2.61	76.10 2.42 *		58.86 3.66 ***	69.93 2.66	71.20 1.95		72.93 3.40	75.53 4.44	70.07 1.80	65.30 3.88	73.37	74.35

+			-WD PRO	VINCE		T	/PE									CONTA				WD CON	
!					!	C =	Net		MMERCIA	L CLIEN	TS * [	* NOT-	FOR-PRO	FIT CLI	ENTS *	OVER T	HE PAST			1 40 7	More
						Com- mer-	Not  for										2 - 5		vear		than 2
i	TOTALI	ВС	Alta	Sask.	Man.i		profit	ВС	Alta	Sask.	Man. I	ВС	Alta	Sask.	Man.	0nce				ago	agol
<del>;</del>																		+			
Q9A the speed of the service					I		- 1				I										- 1
	79.65	76.56	83.25	77.81	82.10	80.55	73.23	77.06	87.35	78.75	80.16	72.20	69.29	71.28	85.68	76.23	83.71	77.39	81.76	80.34	75.66
sig. test for means:					I				**		ļ						*	I			
Q9B the flexibility of the service					+						+	+						+			
mean for these data:	77.26	76.29	74.21	77.90	80.69	76.85	75.14	74.68	75.60	77.22	80.21	90.28	69.57	75.00	75.00	73.08	80.09	77.63	77.61	76.34	77.51
sig. test for means:	,																	. !			!
Q9C the amount of bureaucratic re					70 601				71 60		+	75 00			71 35			71 641			
mean for these data:	66.49	67.43	69.87	61.65	70.69	67.06	64.1/	66.66	/1.68	61.63	/2.22	/5.00	63.72	57.97	/1.35	64.52	63.32	/1.64	65.22	66.45	68.65
sig. test for means:											!	 						!			!
Q9D the number of contacts before answer	gettin	ig all																			
	76 241	70 70	7/ 07	72 A2	92 271	77 06	66 60	70 10	79 22	74 04	01 06 1	9/ 07	62 96	62 00	71 25	76.48	70 27	74 091	76 20	92 96	70 601
sig. test for means:	/0.34	70.70	14.37	73.03	*1	*	* 1	70.19	70.23	74.04	*	04.37	03.00	02.00	/1.33	70.40	70.27	74.00	70.20	*	70.031
O9E the efforts made by officers!	tn asse	ss vour									+							+			
needs I	1	.55 ,04.			1		1				1					ı		1			i
	85.66	85.96	85.88	83.67	89.21	85.85	82.77	87.58	86.66	83.02	88.40	72.20	83.29	83.00	89.05	80.87	87.73	87.35	84.69	87.13	85.64
sig. test for means:					i						i					*		i			
Q9F the helpfulness of officers	i				+													+			i
mean for these data:	89.17	86.17	90.50	86.77	95.541	89.13	87.57	85.56	91.58	86.44	95.661	91.65	86.72	83.00	96.35	86.70	89.67	90.78	89.18	91.39	87.01
sig. test for means:	i				***						***				*			i			ĺ
Q9G the way you were kept informe	d of th	ne statu	s		<del>-</del>		4				<del>-</del>					+		<del>-</del>			i
of your request					1		1				1							1			į
mean for these data:	78.64	76.51	81.94	75.51	83.29	79.50	74.39	74.66	83.71	78.08	83.46	94.99	76.86	62.24	82.30	74.47	77.46	82.67	76.03	84.10	78.13
sig. test for means:					- 1		1				- 1	*						- 1			1
+																					+

	+	DEPT	H OF	YE	ARS OF	EXISTEN	ICE		C	LIENT L	OCATION	S			GROSS R	EVENUES			-EMPLOY	MENT	+
	1 1	RELATI	ONSHIP				11						1				1				- 1
	į į	i	i	Less		4 to	years						i				į				i
	į į	Long	Shorti	than 1	1 to 3	10	and	Mani-		Alber-			i		\$250k-	\$1M-	i				i
	i TOTAL	l term	termi	year	vears	vears	morei	toba	Sask.	ta	BC	USA	0theri	<\$250k	<\$1M	<\$5M	\$5M+i	< 5	5-9	10-49	50+ i
	+		+														+				i
Q9A the speed of the service	1 1	I	i				ı						1				1				i
mean for these data:	i 79.65 i	i 79.30	80.21i	82.67	79.38	80.02	76.73 i	80.50	76.77	79.93	76.11	68.23	85.38	80.38	82.00	77.45	76.58i	81.78	77.95	74.18	81.38i
sig. test for means:	i		i										*				i				i
Q9B the flexibility of the servi	ce i		+														+				i
	77.26	76.93	77.831	88.70	76.24	76.82	71.481	80.48	79.10	80.75	81.05	63.54	74.71	80.08	80.39	70.97	61.091	81.56	72.41	69.69	73.14i
sig. test for means:	i			***			*					*		*			**	**		*	i
Q9C the amount of bureaucratic r	eauireme	ents	+														+				i
	66.49		66.481	74.05	61.02	66.77	67.211	66.75	59.05	67.38	64.65	68.65	65.001	65.17	71.80	61.52	69.181	67.70	68.31	60.32	72.02 i
sig. test for means:	i		· · · · i														i				i
Q9D the number of contacts befor	e gettir	ng an	+														+				i
answer	I I		1				1						1				1				i
	76.34	76.32	76.36	83.42	74.00	75.27	75.03	79.17	72.66	77.52	78.29	72.49	78.04	75.55	77.32	79.33	70.96i	78.63	77.70	71.67	75.94
sig test for means:	i ''' i		· · · · · i																		
Q9E the efforts made by officers	ito asse	ss vour															+				i
needs	i	i	1				1						1				1				i
mean for these data:	i 85.66	84.85	86.96	88.28	89.40	86.52	80.98	88.30	84.34	88.24	89.58	79.57	84.80	87.69	86.10	82.32	85.51i	87.66	81.60	83.23	86.29i
sig. test for means:			1				*										i				1
Q9F the helpfulness of officers	i i		+														+				i
mean for these data:		88.50	90.241	92.01	91.61	91.84	82.361	91.21	86.59	91.32	91.06	86.59	85.171	90.48	92.25	86.06	81.891	90.86	91.67	86.18	84.09
sig tost for moons:	i i	i	i				**!						i				i				1
Q9G the way you were kept inform	ed of th	ne statu	ıs <del>+</del>														+				i
of your request							1						1				1				i
	78.64	77.71	80.06i	84.64	76.43	82.54	72.15	76.41	75.29	79.38	75.25	75.85	77.47	81.39	78.91	76.61	69.71i	81.03	80.58	76.45	77.64 İ
sig. test for means:	1	i <u>-</u>					*				- /										
- 0:	+																				+

	+		-WD PRO	VINCE		TY	PE		-WD PRO	VINCE			-WD PRO	VINCE		CONTA	CTS WIT	H WD	FIRST	WD CON	TACT+
	!!				ļ	_	!	* C0	MMERCIA	L CLIEN	TS * [	* NOT-	FOR-PRO	FIT CLI	ENTS *	OVER T	HE PAST		Less	4 . 3	Morel
	!!				- !	Com- mer-	Not  for				!						2 5	6 and I		vears	than 2  years
	TOTAL	ВС	Alta	Sask.	Man.		profit	ВС	Alta	Sask.	Man.	ВС	Alta	Sask.	Man.	0nce		more	,	ago	ago
	++				+		+				+										
Q9A the speed of the service weightd # of participants:	   227	44	52	88	43 I	180	35 I	39	40	66	34	1	12	13	6	70	82	72 I	110	52	63 I
weightu # or participants.	1 100%	19%	23%	39%	19%	80%	16%	17%	18%	29%	15%	2%	5%	6%	3%		36%	32%	48%	23%	28%
real # of participants:	219	51	58	59	51	174	35	46	45	42	41	5	13	10	7	61	81	74	117	42	58
Very unimportant (0)	1%	3%	2%	0%	2%	1%	2%	4%	0%	0%	2%	0%	7%	0%	0%	2%	1%	1%	1%	2%	1%
Unimportant (25)	3%	2%	3%	3%	4% <u> </u>	2%	8% J	2%	2%	1%	ا 5% إ	0%	7%	14%	0%	1%	5%	2%	2%	2%	7% <u> </u>
Neutral (50)	   14%	15%	4%	20%	   12%	15%	12%	12%	2%	25%	12%	33%	8%	6%	15%	16%	5%	22%   22%	10%	14%	+  18%
			-	+	2001	2.50				++	2.20/			= 40/	2.00	4.50/		+			1
Important (75)	38%	44%	42%	37%	29%	35%	49%	44%	38%	30%	32%	44%	55%	54%	28%	45%	35%	35%	40%	40%	34%
Very important (100)	42%	34%	48%	37%	53%	45%	27%	35%	55%	42%	49%	22%	22%	20%	57%	29%	53%	39%	43%	43%	38%
DK/NR	   2%	2%	2%	4%	0% I	1%	2% I	2%	2%	1%	0% I	0%	0%	6%	0%	- 6%	++ 0%	1% I	4%	0%	 1%
DR/ NR	2/0  	2 /0	2 /0	4 /0	U/0	1/0	2 /o   	2 /0	2 /0	1/0	U/o	0.6	0 /6	0 /6	0.6	++	0./6	1/6	4 /0	0 /6	1/0
Chi²:	i i				i		i				i				i	(**)		i			i
± at 50%:	7 7	15	14	14	15	8	18	15	16	16	16	47	29	33	39		12	12	10	16	14
mean for these data: standard error:	/9.65    1.52	76.56 3.34	83.25 2.81	2.81	3.341	80.55 1.68	4.201	77.06 3.59	2.53	78.75 3.32		72.20	69.29 8.00	71.28 8.01		76.23	2.43	2.641		80.34	75.66  3.29
sig. test for means:	1 1.32	3.34	2.01	2.01	J.34	1.00	4.201	3.33	2.33	3.32	3.30	9.37	0.00	0.01	7.55	2.00	2.43	2.04	1.34	3.32	3.29
<u> </u>	÷																				÷

	+			YE	ARS OF	EXISTEN	CE		C	LIENT L	OCATION	S			GROSS R	EVENUES			-EMPLOY	MENT	+
		RELATI	ONSHIP	Less		4 to	11    vears										- !				
	i	Long	Short		1 to 3	10	and	Mani-		Alber-					\$250k-	\$1M-	i				
	TOTAL	term	term	year	years	years	more	toba	Sask.	ta	BC	USA	0ther	<\$250k	<\$1M	<\$5M	\$5M+	< 5	5-9	10-49	50+
Q9A the speed of the service																	<del>-</del>				
weightd # of participants:	227	140	86 j	33	45	75	65 j	48	76	46	41	23	46	97	37	35	18 j	124	31	44	16 j
real # of participants:	100%    219	62% 116	38%  103	14% 35	20% 44	33% 71	28%  59	21% 52	33% 54	20% 49	18% 44	10% 22	20% 47	43% 97	16% 34	16% 32	8%  18	55% 119	14% 30	19% 43	7%  16
Very unimportant (0)	1 1%	110	2%	0%	2%	2%	1%	2%	0%	2%	2%	3%	0%		4%	0%	4%	1%	3%	2%	0%
	į .	200	j	4.00/	001		į		•01	•01	•01	201	201	201	001	=0/	į	201	201	501	i
Unimportant (25)	3%	3%	3%	10%	0%	0%	5%	9%	4%	4%	4%	8%	2%	3%	0%	5%	0%	2%	3%	6%	0%
Neutral (50)	14%	15%	11%	3%	19%	16%	14%	7%	19%	10%	19%	35%	9%	13%	19%	17%	20%	10%	23%	19%	18%
Important (75)	38%	37%	39%	30%	37%	36%	43%	28%	39%	40%	39%	16%	35%	37%	17%	37%	36% J	40%	19%	39%	39% <u> </u>
Very important (100)	42%	42%	42%	52%	42%	42%	35%	52%	33%	42%	37%	34%	54%	43%	60%	38%	ا   39%	44%	48%	34%	43%
DK/NR	   2%	2%	3% I	6%	0%	4%	1%	2%	5%	2%	0%	4%	0%	3%	0%	3%	0% I	3%	6%	0%	0% I
	į į		į				į						İ				į				į
chi²: ± at 50%:		10	10 I	18	16	12	14 I	14	14	15	16	22	15	11	18	18	25 I	10	19	16	26 I
mean for these data:	79.65				79.38	80.02	1			79.93				80.38				81.78		74.18	
standard error:	1.52	2.08	2.22	4.15	3.28	2.68	2.99	3.68	2.95	3.30	3.57	6.32	2.69	2.24	4.56	4.00	5.95	1.92	5.06	3.72	4.75
sig. test for means:	+	 															I				+

+			-WD PRO	VINCE		TY	PE												FIRST	WD CON	TACT+
ļ					ļ	Com-	Not!	* C0	MMERCIA	L CLIEN	TS *	* NOT-	FOR-PRO	FIT CLI	ENTS *	OVER T	HE PAST		Less	1 to 2	More
i	ŀ				ł	mer-	for				i				i		2-5	6 and		vears	vears
į	TOTAL	BC	Alta	Sask.	Man.	cial	profit	BC	Alta	Sask.	Man.	BC	Alta	Sask.	Man.	0nce	times	more	ago	ago	ago
Q9B the flexibility of the service	:e I				+ 						+				+ا			+ 			
weightd # of participants:	227 j	44	52	88	43	180	35 j	39	40	66	34	4	12	13	6	70	82	72	110	52	63
real # of participants:	100%  219	19% 51	23% 58	39% 59	19%  51	80% 174	16%  35	17% 46	18% 45	29% 42	15%   41	2%	5% 13	6% 10	3%	31% 61	36% 81	32%  74	48% 117	23% 42	28%  58
Very unimportant (0)	0%	2%	0%	0%	0%	0%	0%	2%	0%	0%	0%	0%	0%	0%	0%		0%	0%	1%	0%	0%
Hadamark (25)	F0/1	201	00/	40/	İ	F0/	į.	200	70/	F.0/	į.	00/	1 50/	00/	j	40/	40/	Í	40/	70/	100
Unimportant (25)	5%	2%	9%	4%	4%	5%	5%	2%	7%	5%	5%   I	0%	15%	0%	0%	4%	4%	6%  	4%	7%	4%
Neutral (50)	19%	23%	19%	17%	16%	20%	18%	25%	20%	19%	15%	0%	15%	20%	29%	23%	17%	16%	18%	19%	20%
Important (75)	36%	35%	36%	40%	29%	34%	47%	35%	33%	36%	2 9% J	39%	46%	54%	42%	38%	32%	38%	36%	34%	37% J
Very important (100)	37%	36%	33%	37%	45%	38%	ا   28%	34%	36%	38%	44%	61%	23%	20%	ا   29%	26%	45%	ا  39%	37%	38%	38%
DK/NR	   3%	2%	4%	2%	6%	3%	2%	2%	5%	1%	7%	0%	0%	6%	ا   0%	8%	1%	 1%	5%	2%	1%
chi <sup>2</sup> : I	!				!		!				!				!	+		!			!
± at 50%:	7	15	14	14	15	8	18	15	16	16	16	47	29	33	ا 39 ا	13	12	12	10	16	14
mean for these data:	77.26		74.21	77.90	80.69 j		75.14				80.21		69.57	75.00	75.00 j	73.08		77.63		76.34	77.51
standard error:   sig. test for means:	1.53	3.25	3.19	2.78	3.19	1.76	3.54	3.49	3.60	3.49	3 . 68	6.20	7.02	5.67	7.91	3.02	2.44	2.63	2.12	3.66	2.86
516. CC3C 101 MCall3.					ا 						ا 										+

	+	DEPT	H OF	YE	ARS OF	EXISTEN	CE		C	LIENT L	OCATION	S			GROSS R	EVENUES			-EMPLOY	MENT	+
		RELATI	ONSHIP				11										- 1				
				Less			years										- 1				
				than 1		10	and			Alber-	D.C		0 + 1		\$250k-	\$1M-	¢ 5 M		- 0	10 40	
	TOTAL	term.	termi	year	years	years	more	гора	Sask.	ta	BC	USA	other	<\$250k	<\$1M	<\$5M	\$5M+	< 5	5-9	10-49	50+
Q9B the flexibility of the service	ce I						i										i				
weightd # of participants:	227 j	140	86	33	45	75	65 j	48	76	46	41	23	46	97	37	35	18 j	124	31	44	16 j
	100%		38%		20%	33%	28%	21%	33%	20%	18%	10%	20%		16%	16%	8%	55%	14%	19%	7%
real # of participants:	219	116	103	35	44	71	59	52	54	49	44	22	47	97	34	32	18	119	30	43	16
Very unimportant (0)	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%	3%	0%	0%	0%	0%	4%	0%	0%	2%	0% [
Unimportant (25)	I I I 5% I	4%	6% I	2%	4%	5%	5% I	3%	1%	2%	0%	16%	5%	2%	10%	5%	0% I	3%	12%	6%	0% I
on important (23)	, 5%; 	470	0.01	2.70	-170	370	J.01	370	170	270	070	1070	570	270	1070	370	0.01	370	+	070	0.01
Neutral (50)	i 19% i	20%	17%	5%	22%	17%	28%	16%	17%	15%	19%	24%	26%	19%	9%	25%	47%	14%	26%	22%	40%
			200	-	2.00/		+	2.00/	4.50	2.00	2 70	2.00/	2.40	240	240		200		4.50	= 4.0/	2400
Important (75)	36%	41%	29%	28%	39%	40%	33%	30%	46%	38%	37%	30%	34%	31%	31%	47%	29%	37%	16%	51%	21%
Very important (100)	37%	35%	42%	65%	34%	33%	29%	43%	35%	41%	43%	22%	35%	44%	50%	20%	9%	44%	40%	17%	33%
•	i i		į	+++			į						į			-	į	+			j
DK/NR	3%	1%	6%	0%	2%	5%	4%	7%	2%	4%	0%	4%	0%	4%	0%	3%	10%	3%	6%	2%	5%
chi²:	!!		!				!	+						(**)				(*)			
± at 50%:	   7	10	10	18	16	12	14	14	14	15	16	22	15	11	18	18	25 I	10	19	16	26 I
mean for these data:	,   77.26			88.70										80.08							73.141
standard error:	1.53		2.47		3.25	2.61	3.19		2.57	2.88	2.88	6.22	3.34		4.20	3.65	5.52	1.87	5.27	3.37	5.87
sig. test for means:	i i		į	***			* j					*	į	*			** j	**		*	j
-	+																				+

	+		-WD PRO	VINCE		TY	PE		-WD PRO	VINCE			-WD PRO	VINCE		CONTA	CTS WIT	H WD	FIRST	WD CON	TACT+
	1				- 1		- 1	* C0	MMERCIA	L CLIEN	TS *	* NOT-	FOR-PRO	FIT CLI	ENTS *	OVER T	HE PAST	YEAR	Less		More
					- 1	Com-	Not											- 1	than 1	1 to 2	than 2
					- 1	mer-	for											6 and	year	years	years
	TOTAL	BC	Alta	Sask.	Man.	cial	profit	BC	Alta	Sask.	Man.	BC	Alta	Sask.	Man.	0nce	times	more	ago	ago	ago
Q9C the amount of bureaucratic re	++ eauireme	nts			+ I		+ I											+ I			
weightd # of participants:	227	44	52	88	43 İ	180	35 İ	39	40	66	34	4	12	13	6	70	82	72 i	110	52	63 İ
9	i 100%i	19%	23%	39%	19%	80%	16%	17%	18%	29%	15%	2%	5%	6%	3%	31%	36%	32% i	48%	23%	28%
real # of participants:	i 219 i	51	58	59	51 j	174	35 j	46	45	42	41	5	13	10	7	61	81	74 j	117	42	58 j
Very unimportant (0)	[ 6%]	3%	5%	8%	6%	7%	2%	4%	7%	11%	5%	0%	0%	0%	15%	5%	11%	2%	6%	5%	7%
					- 1		- 1										+	- 1			1
Unimportant (25)	10%	7%	10%	10%	14%	10%	12%	8%	9%	9%	15%	0%	15%	18%	0%	10%	8%	12%	13%	9%	7%
					!		!														!
Neutral (50)	20%	26%	17%	23%	14%	18%	31%	27%	13%	19%	12%	22%	30%	42%	14%	19%	22%	20%	17%	23%	23%
Important (75)	I 1 I 28% I	30%	33%	29%	18% I	27%	30% I	29%	31%	30%	14%	39%	39%	20%	29%	28%	29%	26% I	25%	36%	26% I
Important (73)	20%  	30%	33/0	23/0	10/01	2//0	30/0[	23/0	31/0	30%	14/0	33/0	33/0	20%	23/0	20%	23/0	20/01	23/0	30%	20/01
Very important (100)	I 28% I	23%	33%	20%	43%	31%	20%	24%	38%	22%	46%	22%	15%	14%	43%	20%	26%	38%	27%	22%	34%
., , , , , , , , , , , , , , , , , , ,	i i			-	++		i				+							+			i
DK/NR	j 8% j	10%	2%	11%	6% j	7%	4% j	9%	2%	8%	7%	17%	0%	6%	0%	18%	4%	2% j	12%	5%	2% j
					- 1		- 1									+++		-	+		1
chi²:					- 1		- 1									(*)		- 1			I
± at 50%:	7	15	14	14	15	8	18	15	16	16	16		29	33	39	13	12	12	10	16	14
mean for these data:		67.43										75.00		57.97		64.52					
standard error:	2.12	3.94	3.91	4.23	4.82	2.46	4.58	4.22	4.66	5.26	5.44	10.70	6.75	8.24	14.10	4.15	3.63	3.36	3.09	4.36	4.10
sig. test for means:	! !				I		I											I			!
•	+																				+

	+	DEPT	H OF	YE	ARS OF	EXISTEN	CE		C	LIENT L	OCATION	S			GROSS R	EVENUES			-EMPLOY	MENT	+
	1 1	RELATI	ONSHIP				11						- 1				- 1				- 1
	!!	Lana	Chanti	Less	1 40 3		years	Mani		A16ee					¢ > F O I.	¢1M					
	I TOTALI	term		than 1 year		10 years	and  more	Mani-	Sask.	Alber- ta	ВС	IISA	Otheri	<\$250k	\$250k- <\$1M	\$1M- <\$5M	\$5M+	< 5	5-9	10-49	50+ i
	++		+				+										+				
Q9C the amount of bureaucratic r	equireme	nts	1				1						ı				1				į
weightd # of participants:	227	140	86	33	45	75	65 J	48	76	46	41	23	46	97	37	35	18	124	31	44	16
	100%	62%	38%	14%	20%	33%	28%	21%	33%	20%	18%	10%	20%	43%	16%	16%	8%	55%	14%	19%	7%
real # of participants:	219     6%	116 6%	103   7%	35 0%	44 14%	71 6%	59   5%	52 9%	54 8%	49 10%	44 8%	22 3%	47   8%	97 7%	34 5%	32 10%	18   0%	119 8%	30 6%	43 6%	16   0%
Very unimportant (0)	1 0/01	0.0	//0	0 /6	14%	0.60	J /6	3/0	0 /0	10%	0 /0	3 /0	0/0	/ /0	3 /6	10%	0.61	0 /0	0.0	0./0	0.61
Unimportant (25)	10%	7%	15%	11%	12%	12%	6%	14%	14%	11%	11%	6%	11%	14%	5%	9%	14%	10%	8%	15%	5%
•	i i	-	+ j				į						į				į				j
Neutral (50)	20%	25%	13%	16%	22%	15%	27%	14%	23%	17%	22%	32%	20%	16%	20%	22%	20%	16%	15%	26%	29%
Important (75)	   28%	30%	- I 25% I	27%	20%	32%	29% I	16%	30%	21%	26%	24%	29% I	23%	37%	30%	41%	26%	31%	210	38% I
Important (75)	26%	30%	25%  	2/%	20%	32%	29%	16%	30%	21%	26%	24%	29%	23%	3/%	30%	41%	26%	31%	31%	36%  
Very important (100)	28%	25%	33%	33%	32%	27%	25%	39%	17%	39%	28%	30%	27%	31%	31%	20%	25%	33%	26%	17%	28%
	į į		İ				İ		-				j				j				İ
DK/NR	8%	8%	7%	13%	0%	8%	8%	7%	8%	2%	5%	4%	6%	9%	3%	8%	0%	8%	14%	4%	0% [
chi²:	!!		- !		-												!				
± at 50%:	7	10	10	18	16	12	14	14	14	15	16	22	15	11	18	18	25	10	19	16	261
mean for these data:	66.49				61.02	66.77	67.21				64.65			65.17				67.70			
standard error:	j 2.12 j	2.75	3.37	4.68	5.35	3.82	3.74	5.12	4.33	4.94	4.97	5.98	4.67	3.50	4.76	5.73	5.97	3.07	6.06	4.41	5.64
sig. test for means:	1 1		- 1				- 1						- 1				- 1				- 1
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+			-WD PRO	VINCE		TY	PE												FIRST	WD CON	TACT+
!	!				. !	C	No. 6	* C0	MMERCIA	L CLIEN	TS * [	* NOT-	FOR-PRO	FIT CLI	ENTS *	OVER T	HE PAST		Less	1 4 - 3	More
	-				-	Com- mer-	Not  for										2 - 5	6 and I		1 to 2 years	vears
į	TOTAL	ВС	Alta	Sask.	Man.		profit	ВС	Alta	Sask.	Man.	ВС	Alta	Sask.	Man.	0nce	times	more	ago	ago	ago
Q9D the number of contacts before	gettin	ig an			   						   							   			
weightd # of participants:	227 j 100% l	44 19%	52 23%	88 39%	43   19%	180 80%	35 j 16% l	39 17%	40 18%	66 29%	34   15%	4 2%	12 5%	13 6%	6 3%	70 31%	82 36%	72   32%	110 48%	52 23%	63   28%
real # of participants:	219 j	51	58	59	51 j	174	35	46	45	42	41 j	5	13	10	7	61	81	74 j	117	42	58 j
Very unimportant (0)	3%	0%	5%	5%	0%	4%	2%	0%	5%	7%	0%	0%	7%	0%	0%	2%	2%	5%	3%	0%	6%
Unimportant (25)	5%   	5%	7%	5%	2%  	3%	14%	4%	2%	5%	0%   	17%	23%	6%	15%	6%	6%	2%  	5%	1%	7%   
Neutral (50)	17%	16%	15%	20%	15%	17%	20%	18%	18%	17%	14%	0%	7%	40%	15%	14%	19%	17%	16%	15%	21%
Important (75)	29%	34%	26%	29%	30%	27%	38%	38%	25%	21%	27%	0%	31%	54%	42%	33%	17%	40%	31%	25%	28%
Very important (100)	41%	41%	45%	37%	47%	45%	23%	38%	49%	44%	51%	67%	31%	0%	29%	39%	51%	33%	41%	51%	35%
DK/NR	4%	4%	2%	5%	6%	5%	2%	2%	2%	6%	7%	17%	0%	0%	0%	5%	4%	3%	3%	8%	2%
chi²:	i				i	(*)	i				i							i			
± at 50%:	7	15	14	14	15	8	18	15	16	16	16	47	29	33	39		12	12	10	16	14
mean for these data:   standard error:	1.821	78.78 3.19	74.97 3.91	73.03 3.82	82.37 <sub> </sub> 2.98 <sub> </sub>		66.69  4.65		78.23 4.14	74.04 5.05		84.97 17.60	63.86 9.64			76.48 3.41	78.27 3.10	74.08		3.30	70.69  3.94
sig. test for means:	1.02	3.19	3.31	3.02	*	*	*	3.10	4.14	5.05	*	17.60	3.04	3.00	10.36	3.41	3.10	3.10	2.49	*	3.34

RELATIONSHIP    Less   4 to   years	+
Q9D the number of contacts before getting an answer weightd # of participants: 227   140   86   33   45   75   65   48   76   46   41   23   46   97   37   35   18   124   31   44   148   298   188   178   138   138   368   208   118   178   138   138   368   208   118   178   138   138   208   118   178   138   138   208   118   178   138   138   208   118   178   138   138   208   118   178   138   138   208   118   178   138   138   288	-
answer   Weightd # of participants:   227   140	50+
100%   62%   38%   14%   20%   33%   28%   21%   33%   20%   18%   10%   20%   43%   16%   16%   8%   55%   14%   19%   19%   19%   116   103   35   44   71   59   52   54   49   44   22   47   97   34   32   18   119   30   43   43   43   43   44   45   45   45	į
Very unimportant (0) 3% 3% 3% 0% 6% 6% 0% 0% 6% 4% 0% 0% 2% 6% 5% 0% 0% 4% 6% 0% Unimportant (25) 5% 3% 8% 8% 7% 5% 1% 5% 6% 8% 8% 0% 3% 8% 2% 0% 0% 5% 0% 6% Neutral (50) 17% 21% 12% 7% 14% 14% 29% 18% 17% 13% 13% 36% 20% 11% 17% 28% 36% 10% 20% 32% +++	16   7%
Neutral (50)   17%   21%   12%   7%   14%   14%   29%   18%   17%   13%   13%   36%   20%   11%   17%   28%   36%   10%   20%   32%   ++  ++	16   0%
· · · · · · · · · · · · · · · · · · ·	0%
	29%
Important (75)   236 236 236 236 236 236 236 236 236 236	38%
Very important (100)   41%   41%   43%   52%   44%   42%   32%   44%   37%   50%   42%   26%   44%   46%   45%   45%   45%   19%   48%   47%   30%	33%
DK/NR   4%   4%   5%   11%   4%   5%   1%   5%   3%   2%   2%   4%   6%   5%   0%   3%   0%   3%   11%   0%   1	0%
chi²:     (*)   (*)     (*)       (*)       (*)       (*)	j 26 j
mean for these data:   76.34  76.32 76.36  83.42 74.00 75.27 75.03  79.17 72.66 77.52 78.29 72.49 78.04  75.55 77.32 79.33 70.96  78.63 77.70 71.67 73 standard error:   1.82  2.43 2.80  4.25 4.76 3.56 2.72  3.35 4.08 4.15 3.57 4.47 3.78  3.19 4.61 3.85 4.39  2.59 5.72 3.50 sig. test for means:	5.94  5.07  

	+		-WD PRO	VINCE		TY	PE												FIRST	WD CON	TACT+
					!	Com-	Not!	* C0	MMERCIA	L CLIEN	TS *	* NOT-	FOR-PRO	FIT CLI	ENTS *	OVER T	HE PAST		Less	1 to 2	More
					-	mer-	forl										2 - 5	6 and l		vears	
	TOTAL	BC	Alta	Sask.	Man.	cial	profit	BC	Alta	Sask.	Man.	BC	Alta	Sask.	Man.	0nce	times	more	ago	ago	ago
Q9E the efforts made by officers needs	to asse 	ss your			+   		+   				   				   			   			
weightd # of participants:	227   1 100%	44 19%	52 23%	88 39%	43   19%	180 80%	35   16%	39 17%	40 18%	66 29%	34   15%	4 2%	12 5%	13 6%	6 j 3% i	70 31%	82 36%	72 j 32% j	110 48%	52 23%	63   28%
real # of participants:	219	51	58	59	51	174	35	46	45	42	41	5	13	10	7	61	81	74	117	42	58
Very unimportant (0)	j 0% j	0%	0%	1%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	1%	0%	0%	1%	0%	0%
Unimportant (25)	2%	0%	3%	2%	2%	1%	5%	0%	0%	3%	2%	0%	15%	0%	0%	1%	2%	2%	3%	0%	1%
Neutral (50)	9%	13%	10%	5%	10%	9%	9%	11%	11%	7%	10%	33%	7%	0%	15%	10%	9%	7%	8%	9%	11%
Important (75)	31%	28%	24%	43%	16%	29%	36%	26%	29%	38%	17%	44%	7%	68%	15%	44%	22%	29%	30%	33%	31%
Very important (100)	55%    55%	55%	59%	46%	68%	55%	50% J	58%	56%	47%	66%	22%	70%	32%	71%	38%	62%	61%	53%	56%	55%
DK/NR	4%	4%	4%	3%	4%	4%	0%	5%	5%	4%	5%	0%	0%	0%	0%	5%	5%	1%	6%	2%	1%
chi²:	 											(*)									
± at 50%: mean for these data:	7    85.66	15 85.96	14 85.88	14 83.67	15  89.21	0 F 0 F	18	15 87.58	16	16 83.02	16		29 83.29	33 83.00	39   89 . 05	13 80.87	12 87.73	12	10 84.69	16 87.13	14
mean for these data: standard error:	1.32	2.60	2.75	2.52	2.731	1.49	3.561		2.68	3.30		9.37	8.15	3.84	7.60		2.18	2.15		2.57	85.64  2.45
sig. test for means:	1.32  	2.00			2.731		3.30 <sub>1</sub> 	2.03	2.00		3.10	J.J/		3.04	, . 00	*	2.10	2.15   	2.00	2.3/	

	+			YE	ARS OF	EXISTEN			C	LIENT L	OCATION	S			GROSS R	EVENUES			-EMPLOY	MENT	+
	 	RELATI	ONSHIP	Less		4 to	11   vears										-				
	   TOTAL		Short term	than 1		10 years	and  more		Sask.	Alber- ta	ВС	USA	0ther	<\$250k	\$250k- <\$1M	\$1M- <\$5M	\$5M+  +	<5	5-9	10-49	50+
Q9E the efforts made by officers needs	to asse	ss your					i I										i I				į
weightd # of participants:	227     100%	140 62%	86   38%	33 14%	45 20%	75 33%	65 j 28% j	48 21%	76 33%	46 20%	41 18%	23 10%	46 20%	97 43%	37 16%	35 16%	18 j 8%	124 55%	31 14%	44 19%	16   7%
real # of participants: Very unimportant (0)	219     0%	116 0%	103   1%	35 0%	44 0%	71 1%	59   0%	52 0%	54 1%	49 0%	44 0%	22 0%	47 0%	97 1%	34 0%	32 0%	18   0%	119 1%	30 0%	43 0%	16   0%
Unimportant (25)	   2%	3%	0%	0%	0%	1%	3% J	0%	0%	2%	0%	3%	4%	0%	5%	5%	0%	1%	3%	4%	0%
Neutral (50)	   9%  	6%	12%	13%	5%	6%	13%	11%	7%	9%	12%	7%	11%	9%	4%	10%	0%	7%	20%	10%	0%
Important (75)	31%	36%	22%	19%	32%	32%	36%	23%	42%	21%	17%	50%	24%	26%	32%	33%	55%	30%	22%	35%	45%
Very important (100)	55%     55%	51%	62%	65%	63%	55%	42%	62%	46%	64%	69%	31%	57%	60%	57%	49%	40%	59%	50%	51%	37%
DK/NR	4%  	4%	3%	2%	0%	5%	6% j	4%	3%	4%	2%	8%	4%	4%	3%	3%	5% į	3%	6%	0%	17%
chi': ± at 50%: mean for these data: standard error: sig. test for means:	   7    85.66    1.32  	10 84.85 1.79	10    86.96    1.98	88.28	16 89.40 2.25	12 86.52 2.34	14  80.98  2.71  *		14 84.34 2.50	15 88.24 2.76	16 89.58 2.69	22 79.57 4.19	15 84.80 3.22	87.69	18 86.10 3.47	18 82.32 3.91	25    25    85.51    3.09	10 87.66 1.68	19 81.60 4.24	16 83.23 3.17	26  86.29  3.46

-	+		-WD PRO	VINCE		TY	PE													WD CON	TACT+
	 				- !	Com-	Not!	* C0	MMERCIA	L CLIEN	TS *	* NOT-	FOR-PRO	FIT CLI	ENTS *	OVER T	HE PAST		Less	1 to 2	More  than 21
	i i				i	mer-	for				i				i			6 and	year	years	years
	TOTAL  ++	BC	Alta	Sask.	Man. ++	cial	profit	BC	Alta	Sask.	Man. +	BC	Alta	Sask.	Man.	Once	times	more  +	ago	ago	ago
Q9F the helpfulness of officers					1		1				1				1			1			i
weightd # of participants:	227     100%	44 19%	52 23%	88 39%	43   19%	180 80%	35   16%	39 17%	40 18%	66 29%	34   15%	4 2%	12 5%	13 6%	6   3%	70 31%	82 36%	72   32%	110 48%	52 23%	63   28%
real # of participants:	219 j	51	58	59	51 j	174	35 j	46	45	42	41 j	5	13	10	7 j	61	81	74 j	117	42	58 j
Very unimportant (0)	0%  	2%	0%	0%	0%	0%	0%   I	2%	0%	0%	0%   I	0%	0%	0%	0%   I	1%	0%	0%  	1%	0%	0%   
Unimportant (25)	2%	2%	0%	3%	0%	2%	0%	2%	0%	4%	0%	0%	0%	0%	0%	1%	3%	0%	2%	0%	3%
Neutral (50)	5%    5%	6%	5%	6%	0%	5%	8%	7%	5%	6%	0%	0%	7%	14%	0%	4%	5%	6%	4%	4%	7%
Important (75)	27%    27%	30%	28%	30%	18%	26%	34%	29%	24%	30%	17%	33%	38%	40%	15%	35%	22%	24%	26%	27%	30%
Very important (100)	65%    65%	60%	67%	58%	81%	66%	58%	60%	71%	59%	81%	67%	54%	46%	85%	54%	70%	70%	65%	69%	61%
DK/NR	2%	0%	0%	3%	2%	1%	0%	0%	0%	1%	2%	0%	0%	0%	0%	5%	0%	0%	3%	0%	0%
chi²:					i		i				i				i			i			i i
± at 50%: mean for these data:	7    89.17	15 86.17	14 90.50	14 86.77	15  95.54	8 89.13	18     87.57	15 85.56	16	16 86.44	16	47 91.65	29 86.72	33 83.00	39	13 86.70	12 89.67	12  90.78	10 89.18	16 91.39	14  87.01
standard error:	1.18		1.93	2.50	1.37	1.36	2.73		2.12	3.06	1.52		4.57	5.80		2.45	2.03	1.76		2.12	2.47
sig. test for means:	 +				***						***				*						

	+				ARS OF	EXISTEN	CE		C	LIENT L	OCATION	S			GROSS R	EVENUES			-EMPLOY	MENT	+
	!!	RELATI	ONSHIP				11										!				!
		Long	Shorti	Less than 1	1 to 3	4 to 10	years  and	Mani-		Alber-					\$250k-	\$1M-	-				-
	TOTAL			year			more		Sask.	ta	BC	USA	0ther	<\$250k		<\$5M	\$5M+	< 5	5-9	10-49	50+
Q9F the helpfulness of officers	++ I I		1				+							 I			+				
weightd # of participants:	! 227	140	86	33	45	75	65 İ	48	76	46	41	23	46	97	37	35	18	124	31	44	16
	i 100% i	62%	38%	14%	20%	33%	28% j	21%	33%	20%	18%	10%	20%		16%	16%	8% j	55%	14%	19%	7%
real # of participants:	219	116	103	35	44	71	59	52	54	49	44	22	47	97	34	32	18	119	30	43	16
Very unimportant (0)	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%	0%	2%	1%	0%	0%	0%	1%	0%	0%	0%
Unimportant (25)	       2%	2%	1%	2%	0%	0%	4%	0%	0%	0%	0%	0%	8%		0%	5%	6%	1%	0%	4%	0%
Neutral (50)	l I   5%	6%	ا   3%	3%	4%	2%	+   10%	6%	9%	8%	7%	4%	+++ 6%		7%	5%	6% J	4%	3%	4%	18%
Turner to a to (75)		2.70	2.70	1.00	2.50/	2.70	+	2.20	2.50/	1.00/	2.20	4.50/	1 70/	2.60/	1.00	200/	450	2.40	270	2.40/	20%
Important (75)	27%	27%	27%	16%	25%	27%	33%	23%	35%	19%	22%	45%	17%	26%	16%	29%	45%	24%	27%	34%	29%
Very important (100)	65%	63%	68%	70%	71%	69%	51%	70%	53%	73%	71%	51%	67%	68%	76%	60%	44%	69%	68%	57%	54%
DK/NR	I I I 2% I	2%	1% I	8%	0%	1%	- I 0% I	2%	3%	0%	0%	0%	0%	2%	0%	0%	0% I	2%	3%	0%	0% I
	i i		į	++			į		+								į				į
chi <sup>2</sup> :		10	10	(*)	1.0	12	141	(*)	1.4	1.5	1.0	22	1.5	11	1.0	10	251	10	10	1.0	361
± at 50%: mean for these data:	/    89 17	10 88.50	10   90 24	18 92.01	16 91.61	12 91.84	14  82.36	14 91.21	14 86 59	15 91 32	16 91.06	22 86.59	15 85 17	11 90.48	18 92 25	18 86.06	25   81.89	10 90.86	19 91 67	16 86.18	26  84.09
standard error:	1.18		1.68		2.11	1.56	2.941		2.28	2.24	2.32	3.15	3.74		2.62	3.66	4.851		2.49	2.96	4.921
sig. test for means:	i i						**										i				i
	+																				+

-	+		-WD PRO	VINCE		TY	PE													WD CON	
					- !	Com-	Noti	* C0	MMERCIA	L CLIEN	TS *	* NOT-	FOR-PRO	FIT CLI	ENTS *	OVER T	HE PAST		Less	1 to 2	More  than 21
	TOTAL	ВС	Alta	Sask.	Man.	mer-	for   profit	ВС	Alta	Sask.	Man.	ВС	Alta	Sask.	Man.	Once		6 and		years ago	years  ago
Q9G the way you were kept informe	ed of th	e statu	s								   				 I			   			
weightd # of participants:	227   100%	44 19%	52 23%	88 39%	43   19%	180 80%	35   16%	39 17%	40 18%	66 29%	34   15%	4 2%	12 5%	13 6%	6 j 3% j	70 31%	82 36%	72   32%	110 48%	52 23%	63   28%
real # of participants: Very unimportant (0)	219     3%	51 2%	58 3%	59 4%	51   2%	174 3%	35 j 2% j	46 2%	45 2%	42 6%	41   2%	5 0%	13 7%	10 0%	7   0%	61 2%	81 7%	74   0%	117 6%	42 0%	58 j 1% j
Unimportant (25)		0%	2%	3%	0%	1%	8%   ++	0%	2%	0%	0%	0%	0%	20%	0%	0%	0%	5%  ++	1%	2%	3%
Neutral (50)	15%	23%	12%	14%	10%	15%	13%	25%	11%	15%	10%	0%	16%	14%	14%	19%	15%	11%	14%	12%	18%
Important (75)	30%	34%	19%	32%	34%	26%	40%	36%	16%	25%	29%	17%	31%	54%	44%	32%	26%	31%	28%	27%	34%
Very important (100)	40%	34%	50%	35%	45%	42%	33%	30%	51%	42%	47%	67%	46%	6%	43%	24%	44%	50%  +1	36%	49%	40%
DK/NR	11%	8%	14%	12%	10%	12%	4%	7%	18%	12%	12%	17%	0%	6%	0%	23%	9%	3%	16%	10%	4%
chi²: ± at 50%:		15	14	14	 15	(*)	 18	15	16	16	161	47	29	33	1     39	(***)	12	121	10	16	141
mean for these data: standard error: sig. test for means:	78.64   78.64   1.77	76.51	81.94		83.29		74.39	74.66		78.08	83.46		76.86	62.24	82.30			82.67  2.57	76.03	84.10	78.13
1.g. cest for means.	+																				

	+			YE	ARS OF	EXISTEN			C	LIENT L	OCATION	S			GROSS R	EVENUES			-EMPLOY	MENT	+
		KELAII	ONSHIP	Less		4 to	11   years										ł				- 1
	i i TOTALI		Short  term	than 1 vear	1 to 3 vears	10 years	and  more	Mani-	Sask.	Alber- ta	ВС	USA	Othor	<\$250k	\$250k- <\$1M	\$1M- <\$5M	j \$5M+	< 5	ε ο	10-49	j 50+ i
	++		+	year	years	years	+		Jask.								+				
Q9G the way you were kept inform of your request	ed of th	e statu	S				ļ						ļ				ļ				į
weightd # of participants:	227	140	86	33	45	75	65	48	76	46	41	23	46	97	37	35	18	124	31	44	16
real # of participants:	100%    219	62% 116	38%  103	14% 35	20% 44	33% 71	28%  59	21% 52	33% 54	20% 49	18% 44	10% 22	20%   47	43% 97	16% 34	16% 32	8%  18	55% 119	14% 30	19% 43	7%  16
Very unimportant (0)	3%	4%	2%	3%	4%	1%	4%	4%	4%	2%	4%	0%	4%	2%	5%	5%	0%	2%	2%	4%	0%
Unimportant (25)	2%	1%	2%	0%	6%	1%	0%	6%	5%	6%	2%	0%	0%	1%	5%	0%	4%	2%	0%	2%	0%
Neutral (50)	15%	14%	16%	7%	9%	14%	25%	12%	13%	11%	17%	32%	22%	12%	12%	23%	35%	11%	17%	19%	23%
Important (75)	30%	31%	28%	25%	28%	31%	28%	27%	31%	23%	34%	29%	26%	29%	23%	25%	31%	27%	27%	31%	28%
Very important (100)	40%	37%	44%	47%	39%	48%	28%	39%	35%	44%	34%	35%	44%	41%	52%	45%	24%	43%	45%	41%	32%
DK/NR	11%	13%	8%	18%	14%	5%	15%	12%	13%	13%	8%	4%	4%		3%	3%	5% J	15%	8%	2%	17%
chi²:			-	(*)		-	}							++			-			-	
± at 50%:	j 7 j	10	10	18	16	12	14	14	14	15	16	22	15	11	18	18	25	10	19	16	26
mean for these data:	78.64			84.64		82.54	72.15					75.85		81.39		76.61	69.71		80.58	76.45	77.64
standard error:	1.77	2.55	2.43	4.30	4.63	2.57	3.62	4.16	3.93	4.08	4.11	4.65	3.85	2.43	5.06	4.93	5.49	2.36	4.55	4.06	5.59
sig. test for means:	 +						^  										ا 				+

Thinking of your most recent contact with WD, overall, would you say you were very dissatisfied, dissatisfied, neutral, satisfied or very satisfied with WD sensitivity to your needs as defined in the previous prompts, that is speed, flexibility, etc.?

	+ 		-WD PRO	VINCE	 I	TYI	- 1			VINCE L CLIEN				VINCE FIT CLI		CONTA	CTS WIT	YEAR	Less		More
	         TOTAL	ВС	Alta	Sask.	    Man.	Com- mer- cial p	Not  for  rofit	ВС	Alta	Sask.	    Man.	ВС	Alta	Sask.	    Man.	0nce	2-5 times	6 and  more		1 to 2 years ago	
Q10 weightd # of participants:	++             858     100%	181 21%	205	305 36%	+     168   20%	707 82%	+   118   14%	162 19%	172 20%	234	+     140   16%	17 2%	29 3%	49 6%	22   3%	218	344 40%	+   278   32%	446 52%	198 23%	202   23%
real # of participants: DISSATISFIED (very and smwhat)	859     15%	210 19%	230	219 16%	200	710 16%	119   6%	187 21%	193 11%	163 18%	167	21 4%	33 12%	39 5%	26   4%	192 18%	358 18%	289   10%  	478 15%	179 19%	190
SATISFIED (very and smwhat)	72%	60%	79%	75%	72%	71%	78%	58%	80%	73%	70%	68%	73%	81%	85%  	68%	67%	81%	71%	73%	74%
Very dissatisfied (0)	6%	8%	3%	6%	8%	7%	3%	9%	3%	7%	8%	0%	3%	3%	4%	6%	8%	4%	7%	8%	4%
Dissatisfied (25)	9%	11%	8%	9%	7%	10%	4%	11%	7%	11%	8%	4%	9%	2%	0%	12%	10%	5%   I	9%	10%	8%
Neutral (50)	13%	22%	10%	9%	13%	13%	16%	21%	9%	9%	14%	28%	15%	14%	11%	14%	15%	9%   - I	14%	9%	14%
Satisfied (75)	38%	32%	39%	43%	36%	38%	41%	32%	38%	44%	37%   I	38%	45%	39%	39% j	44%	39%	32% j	37%	39%	40%
Very satisfied (100)	34%	27%	41%	33%	36%	33%	37%	27%	43%	29%	33%	30%	28%	42%	46%	24%	28%	49%  +++	34%	34%	34%
Don't know	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0% i	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
No response	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0% i	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
chi²: ± at 50%:		**	7	7	j 7 i	* 4	10 i	***	7	8	i 8 i	23	18	17	i 20 i	***	6	j 61	5	8	i 8i
mean for these data: standard error: sig. test for means:	71.23	65.00 2.12 **	76.43 1.73 **	71.48 1.95	71.15  2.15  	70.16	76.49  2.21  *	63.74 2.29 **	77.31 1.88 ***	69.52			71.41	78.64 3.82	81.00  4.61		67.52 1.59 **	79.00    1.59    ***	70.84	69.92	73.00 1.94

Thinking of your most recent contact with WD, overall, would you say you were very dissatisfied, dissatisfied, neutral, satisfied or very satisfied with WD sensitivity to your needs as defined in the previous prompts, that is speed, flexibility, etc.?

	+		H OF ONSHIPI	YE	ARS OF	EXISTEN	CE 11		C	LIENT L	OCATION	S			GROSS R	EVENUES	 I		-EMPLOY	MENT	+ I
	i i I I I TOTALI	Long	j Shortj	Less than 1 year		4 to 10 years	years  and  more		Sask.	Alber- ta	ВС	USA	Other	<\$250k	\$250k- <\$1M	\$1M- <\$5M	       \$5M+	< 5	5-9	10-49	50+
Q10 weightd # of participants:		516	343   40%	170 20%	176 20%	254 30%	222   26%	153 18%	257 30%	178 21%	163 19%	105 12%	187   22%	358 42%	144 17%	102 12%	     66   8%	445 52%	104 12%	162 19%	70   8%
real # of participants: DISSATISFIED (very and smwhat)	859     15%	449 15%	410   15%	170 13%	175 18%	260 14%	223   17%	170 14%	202 17%	186 13%	178 18%	103 24%	197   17%	358 16%	142 17%	103 16%	70   7%	439 18%	110 20%	168 11%	74   9%
SATISFIED (very and smwhat)	72%    72%	72%	72%  	77%	67%	75%	68%  	72%	73%	78% +	65%	63%	73%	71%	73%	73%	77%  	67% 	73%	79% +	75%  
Very dissatisfied (0)	6% i	7%	5% j	7%	5%	6%	8% j	6%	6%	4%	6%	11%	7% j	5%	6%	9%	3% j	6%	7%	7%	6% j
Dissatisfied (25)	9%	8%	10%	6%	13%	8%	9% j	8%	11%	9%	12%	13%	10%	11%	11%	7%	4% j	11%	13%	4%	2% j - l
Neutral (50)	13%	13%	13%	10%	15%	11%	15%	13%	10%	10%	17%	13%	11%	13%	10%	10%	16%	15%	7%	10%	16%
Satisfied (75)	38%	39%	37%	41%	39%	40%	34%	35%	39%	37%	32%	40%	39%	39%	37%	40%	43%	36%	43%	40%	36%
Very satisfied (100)	34%	33%	36%	36%	29%	35%	34%	38%	34%	41%	33%	24%	34%	31%	36%	33%	35%	32%	30%	39%	39%
Don't know	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
No response	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
chi²; ± at 50%; mean for these data;	   4    71.23	5 70.69	5  72.03	8 73 48	8 68.37	6 72.44	7   69.54	8 72.37	7 71.01	8 75.45	8 68 81	10 63 04	70 70 70 821	6 70.05	9 71.40	10 70 25	12   75   65	(*) 5 68.80	10 68.75	8 74.69	12   74 . 84
standard error: sig. test for means:	1.00		1.42		2.17	1.78	2.05	2.27	2.08	2.02	2.24	3.16	2.13		2.51	3.05		1.42	2.91	2.21	3.21

In general, if only one area of WD's sensitivity to your needs could be improved, which one should be focussed on?

	+		-WD PRO	VINCE		TY	PE		-WD PRO	VINCE			-WD PRO	VINCE		CONTA	CTS WITI	H WD	FIRST	WD CON	TACT+
	!!				ļ	_	!	* C0I	MMERCIA	L CLIEN	ΓS *	* NOT-F	OR-PRO	FIT CLIE	ENTS * [	OVER T	HE PAST		Less		More
					- !	Com- mer-	Not  for				-				-		2-5	6 and l	than 1 vear	vears	tnan 2  vearsl
	TOTAL	ВС	Alta	Sask.	Man.		profit	ВС	Alta	Sask.	Man.	ВС	Alta	Sask.	Man.	0nce	times	more	ago	ago	ago
011	++ 				+ 		+				+ 				+ 			+ 			
weightd # of participants:	j 875 j	185	207	311	171 j	721	121 j	166	174	238	142 j	17	29	51	23 j	225	348	282 j	460	198	204 j
real # of participants:	100%    875	21% 215	24% 233	36% 223	20%  204	82% 724	14%  121	19% 192	20% 196	27% 166	16%  170	2% 21	3% 33	6% 40	3%  27	26% 200	40% 362	32%  292	53% 491	23% 179	23%  193
DK/NR	38%	31%	45%	38%	39%	39%	34%	32%	46%	39%	38%	20%	39%	31%	45%		37%	35%	44%	28%	35%
others	1 19%	18%	16%	21%	18%	18%	18%	19%	16%	20%	19%	14%	15%	20%	18%	20%	20%	16%	19%	23%	15%
bureaucratic requirements	10%	8%	10%	10%	12%	9%	18%	5%	10%	9%	11%	35%	9%	18%	18%	7%	8%	14%	7%	14%	12%
flexibility of the service		8%	6%	8%	9% J	8%	++  9%	8%	6%	8%	9%	4%	6%	10%	11%	7%	8%	8%	6%	10%	8% <u> </u>
efforts to assess your needs	   7%	12%	5%	4%	10%	7%	4% I	12%	5%	5%	9%	8%	6%	0%	7%	5%	8%	7%	7%	8%	6% <u> </u>
info. on status of request	6%	++ 8%	4%	8%	3%	6%	4% I	++ 8%	4%	8%	4%	0%	0%	9%	0%	4%	6%	7%	5%	6%	8% j
speed of the service	6%    6%	10%	7%	4%	2%	5%	8%	8%	8%	2%	3% J	18%	6%	10%	0%	4%	5%	7% J	6%	4%	5%
helpfulness of officers	5%	5%	3%	6%	3%	5%	3%	5%	3%	8%	4% <u> </u>	0%	9%	2%	0%	9%	4%	2%	3%	5%	9%  ++
# of contacts before answer	2%	3%	4%	1%	2% J	2%	2%	3%	3%	1%	2%	0%	9%	0%	0%	1%	3%	3%	2%	2%	2%
chi²:		(**)				(*)		(*)			· ·		++		· ·	**		- 1	(**)		-
± at 50%:	i 4i	` ź	7	7	7	` 4	9	` <u>é</u>	7	8	8	23	18	16	20	7	5	6	ź	8	7 ¦

In general, if only one area of WD's sensitivity to your needs could be improved, which one should be focussed on?

	+	DEPT	H OF	YE	ARS OF	EXISTEN	CE		C	LIENT LO	CATIONS	5			GROSS RI	EVENUES -			EMPLOY	MENT	+
	!!!	RELATI	ONSHIP				11										ļ				!
		Long	Shortl	Less than 1	1 to 3	4 to 10	years  andl	Mani-		Alber-					\$250k-	\$1M-	-				
	TOTAL	term				years	more		Sask.	ta	BC	USA	Other	<\$250k	<\$1M	<\$5M	\$5M+	< 5	5-9	10-49	50+
Q11	++ 						+ 						+ 				+				
weightd # of participants:	875	528	347	175	177	261	226	157	265	182	167	108	188	366	147	103	66	453	106	164	73 j
real # of participants:	100%    875	60% 460	40%  415	20% 173	20% 176	30% 268	26%  227	18% 174	30% 208	21% 191	19% 183	12% 106	22%  199	42% 365	17% 146	12% 104	8%  71	52% 447	12% 113	19% 170	8%  76
DK/NR	38%	37%	413	42%	35%	34%	41%	39%	41%	41%	33%	31%	39%	37%	32%	33%	45%	37%	30%	38%	49%
	i i		į				j						j				i				+ [
others	19%	20%	17%	27%	14%	17%	19%	18%	22%	15%	18%	13%	17%	22%	22%	12%	11%	21%	20%	15%	14%
bureaucratic requirements	1 10%	10%	9% J	4%	8%	15%	9% I	11%	9%	8%	9%	10%	11%	7%	13%	13%	12%	9%	13%	13%	9% J
·	i j		į			+++	į						i i	-			, İ				, İ
flexibility of the service	8%	8%	7%	4%	11%	10%	5%	8%	7%	9%	8%	13%	9%	7%	11%	10%	5%	7%	9%	10%	5%
efforts to assess your needs	7%	7%	7%	7%	11%	5%	6%	8%	3%	3%	11%	9%	8% J	7%	5%	9%	4%	7%	6%	7%	5%
			[		+	***	-		-	70/	++				•01	<b>50</b> /		70/	201	=0/	[
info. on status of request	6%	6%	6%	5%	8%	4%	6%	5%	6%	7%	6%	6%	7%	7%	4%	6%	9%	7%	3%	5%	6%
speed of the service	6%	6%	5%	3%	7%	5%	6%	6%	4%	9%	10%	7%	4%	6%	4%	11%	6%	4%	7%	8%	8%
helpfulness of officers	l     5%	5%	4% I	6%	4%	5%	5% I	3%	6%	3%	3%	8%	ا 3% ا	5%	7%	3%	4% J	6%	6%	2%	3% I
·	i i		į				j						j				i	+		-	j
# of contacts before answer	2%	2%	3%	2%	1%	3%	3%	2%	1%	4%	2%	4%	2%	3%	3%	2%	3%	2%	5%	3%	2%
chi²:			-	(**)			-										-				-
± at 50%:	j 4 j	5	5	` <u> </u> 8	8	6	7 j	8	7	8	8	10	7	5	9	10	12	5	10	8	12

	+		-WD PRO	VINCE	 I	TY	1									CONTA		YEAR	Less		More
	   TOTAL	BC	Alta					BC								0nce	times	6 and		years ago	years  ago
	+				+		+				+				+			+			
Q12A delivering on promises made		71 70	02.05	75 25	74 67	75 05	75 031	71 77	04 16	74 11	71 00	CO 00	CO OF	76 26	00 04	76 21	72 76	00 551	77 71	72 20	77 201
mean for these data:	/6.19	/1./0	82.05	/5.35	/4.6/	/5.85	/5.82	/1.//	84.16		/1.88	68.88	68.05	76.26	89.04	76.21	/2./6	80.55	//./1	72.28	//.28
sig. test for means: Q12B the business knowledge of t	l l	orc													**		*	**!			!
	1 75.301																				
sig. test for means:	1 /3.30	*		70.31	70.30	*	*1	*		74.00	13.23	70.73	/2.11	02.70	* 1	12.33	/2.20	***1	11.33	/2./4	/3.01
Q12C the competence of the offic	ore I																				
mean for these data:	78.81	72 73																			
sig. test for means:	70.01		*	00.00	, 0.50	***	***	*	**	,,.50	,,,,,,,,	*	00.10	*	00.77	70.33	**	***	00.00	,,.,,	77.54
Q12D the courtesy of the officer	5																				
mean for these data:	87.60	83 73	90 45	87 70	88 121	86 85	91 161	83 08	90 89	86 30	86 951	87 73	90 00	90 84	95 941	87 39	85 73	90 431	87 77	86 61	88 56
sig. test for means:	07.00	*	*	0, 1, 0	00.12	*	*	*	**	00.50	00.55	07.75	30.00	30.0.	*	07.55	*	**	0, .,,	00.01	1
Q12E the fairness of the service	Inrocess				+		+				+				+			+			i
mean for these data:			78.69	77.74	73.841	74.84	77.591	70.71	79.68	76.13	71.581	64.15	73.83	80.79	86.231	74.88	71.05	81.231	75.50	73.85	78.15 i
sig. test for means:	i	*			i		i		*		i	*			*		***	***			i
Q12F keeping information confide	ntial																				i
mean for these data:	87.98	84.45	88.98	88.07	90.09	87.72	89.07	84.45	89.86	87.28	89.14	81.96	82.53	91.81	94.66	88.05	85.14	90.87	88.17	87.53	88.31
sig. test for means:	1 1	*			I		1				I				I		**	**			- 1
Q12G making corrections if there																					
	72.29			71.60	75.46	71.75	74.06	65.87	80.16	69.71	73.04	67.96	60.37	74.99	89.41	65.52	68.26	80.21	72.98	69.35	75.23
sig. test for means:		*			- 1			*			- 1				**		*	***			- 1
Q12H the guidance provided by of																					
mean for these data:	72.33									70.69	68.46	68.50	76.37	83.13	84.03	69.17	68.64	78.53	73.33	71.84	70.74
sig. test for means:		**	**		I	**	**	*	***		I				I		*	***			I
Q12I the identification of servi	ces offe	ered by			+		+				+				+			+			
other organizations	1														!						
mean for these data:																			64.54	58.24	57.77
sig. test for means: Q12J the follow-through to see i	<u> </u>	*			ļ		ļ	*			ļ				ļ		*	* [	*		ļ
Q12J the follow-through to see 1	t you go	ot what	you		+		+				+				+			+			!
needed	60 63	F2 20		62 11		FO 34	71 661	F2 1F	CC 4C	F7 31	F C 40	F2 F6	64.30	77 27	02 02	F2 4F	F4 F7	71 04	CO 11	FO 04	62 111
	60.63	52.38	66.44	62.11	59.80	58.24	/1.66	52.15	66.46	5/.21	56.49	52.56	64.20	//.2/	82.92	53.45	54.5/	/1.84	60.11	59.04	63.11
sig. test for means:	1 1	**			ı	***	***	•	**		ı	*			*1	*	***	***			!
	T																				+

+	DEP	TH OF		ARS OF	EXISTEN	CE		(	CLIENT L	OCATION	S			GROSS R	EVENUES			-EMPLOY	MENT	+
	I KLLAI	TONSHIT			4 to	years						1				l				
j	Long	Short	than 1	1 to 3	10	and	Mani-		Alber-			i		\$250k-		i				i
	L  term																		10-49	50+
•	-+		+			+										+				!
Q12A delivering on promises made  mean for these data:   76.1	∣ 9∣ 77.95	72 06	00 07	72 77	76 05	72 501	01 00	76 22	01 60	76 10	72 11	76 241	72 02	70 60	70 20	75 201	72 OF	75 04	00 41	72 401
sig. test for means:	פר //. פר ו	/3.00	00.07 	12.11	/0.03	/3.30	01.00	/0.23	01.00	70.40	/3.11	/0.34	/2.02	70.03	79.20	/3.30	/3.03	/3.94	*	/3.43
Q12B the business knowledge of the off	icare		 			+						1								
	01 76.82																			
sig. test for means:	1 70.02	, 2.33	, ,, i	73.00	73.02	73.03	*	,,,23	77.50	72.01	*	74.10	74.20	74.20	*	74.05	73.32	73.43	70.55	70.01
Q12C the competence of the officers	1		! +			+										+				
	1 79.63	77 58	I 78 35	78 64	77 92	79 131	81 03	80 56	82 23	77 15	70 50	78 281	77 83	79 57	81 45	80 181	77 75	78 82	79 95	81 73
sig. test for means:	1 /3.03	,,,,,,,,	i , 0.55	,	,,,,,	, 3, 13	01.05	00.50	02.23	,,,,,,	**	70.20	,,,,,,,	, , , , , ,	015	00.20		, 0.02	, , , , , ,	01.75
Q12D the courtesy of the officers	i .		! }			+										+				
mean for these data:   87.6	กโลล ดง	86 97	85 00	87 95	87 34	88 961	90 21	87 99	91 11	86 57	84 55	87 161	86 69	86 47	90 35	88 041	86 11	87 67	89 61	87 70
sig. test for means:	1	00.57	05.00	07.33	0, 15 1	1	30.22	07.55	*	00.57	0	07.10	00.05	00,	*	1	00.11	0, 10,	05.01	07.70
Q12E the fairness of the service proce	55		+			+										+				i
mean for these data:   75.5		73.95	76.48	71.46	75.12	76.301	78.39	79.18	79.86	73.62	66.25	74.161	73.04	76.46	75.68	81.041	73.31	74.76	77.93	81.83
sig. test for means:																				
012F keeping information confidential	i		 +			+										+				i
	8   89.78	85.30	88.42	87.09	89.24	86.061	92.28	88.68	89.79	88.52	87.07	87.831	87.61	87.99	88.17	87.391	87.27	88.00	89.98	86.83 i
sig. test for means:	**	**	İ			i	*					i				i				i
Q12G making corrections if there is a	problem		+																	i
	9  73.30	70.59	1 72.38	69.31	70.58	75.301	79.02	70.48	76.44	70.14	66.68	72.251	69.85	74.34	74.20	80.501	68.54	71.82	78.77	78.05 i
sig. test for means:	i		i			i	*									i	**		*	i
Q12H the guidance provided by officers	i		+																	i
mean for these data: I 72.3	3i 72.93	71.45	1 73.71	70.56	68.73	74.231	73.44	73.37	77.35	69.22	66.47	73.501	71.20	71.69	72.57	78.421	71.20	68.12	75.00	75.13i
sig. test for means:	i	i	İ			i			*		*	i				i				i
Q12I the identification of services of	fered by		+																	i
other organizations	ı		l			1						1				1				i
mean for these data:   61.4									66.15	58.50	53.35	61.56	61.46	56.63	62.76	58.28	61.48	53.14	63.72	60.13
sig. test for means: İ	i	i	***	**		i	*				*	i				i		*		i
Q12J the follow-through to see if you	got what	you	+																	i
needed	Ĭ		I			1						1				1				į
mean for these data:   60.6	3   60.02	61.50	60.98	55.46	60.20	61.91	65.87	61.37	64.56	59.57	51.39	58.13	58.00	62.45	62.87	64.67	57.03	59.85	65.57	65.58
sig. test for means:		į				i					*	i				i	*		*	į
+																				+

	+ 		-WD PRO	VINCE	 I	TYI	PE			VINCE L CLIEN				VINCE FIT CLI		CONTA	CTS WIT HE PAST		FIRST Less	WD CON	TACT+ More
	       TOTAL	ВС	Alta	Sask.	    Man.	Com- mer- cial p	Not  for  orofit	ВС	Alta	Sask.	    Man.	ВС	Alta	Sask.	     Man.	0nce	2-5 times	6 and  more	than 1 year ago	1 to 2 years ago	
Q12A delivering on promises made weightd # of participants:	++         486     100%	106 22%	129 27%	148	102   21%	402 83%	71   15%	93 19%	111 23%	112 23%	+     86   18%	11 2%	15 3%	31 6%	     14   3%	81 17%	203	+   191     39%	247 51%	114 23%	     114   24%
real # of participants: DISSATISFIED (very and smwhat)	499     10%	122 12%	145 6%	110 10%	122   13%	414 10%	73   8%	106 12%	124 5%	81 11%	103   15%	14 20%	17 6%	26 8%	16   0%	72 8%	216 12%	200   8%	269 9%	110 13%	110 j 9% j
SATISFIED (very and smwhat)	75%    75%	69%	85% ++	73%	74%	75%	76%	68%	88%	71%	70%   	73%	66%	75%	94%	73%	71%	82%  +1	76%	68%	81%
Very dissatisfied (0)	6%	5%	3%	6%	9%	6%	6%	5%	2%	6%	10%   +	7%	6%	8%	0%	4%	6%	5% į	5%	10%	4%
Dissatisfied (25)	4%	7%	3%	4%	4%	5%	2%	6%	3%	5%	5%	13%	0%	0%	0%	4%	6%	3%	4%	3%	5%
Neutral (50)	15%	19%	10%	17%	13%	15%	16%	21%	7%	18%	15%	7%	29%	17%	6%	19%	17%	10%	15%	19%	10%
Satisfied (75)	31%	33%	33%	29%	27%	30%	36%	31%	32%	30%	26%	44%	48%	31%	31%	28%	33%	28%	28%	25%	41%
Very satisfied (100)	45%	36%	52%	44%	47%	45%	40%	36%	56%	42%	43%	29%	18%	45%	63%	45%	38%	53%  ++	48%	43%	40%
Don't know	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
No response	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
chi²: ± at 50%:	       5	9	9	10	     9	5	12 l	(*) 10	9	12	10	28	25	20	26 I	12	7	   	6	10	101
mean for these data: standard error: sig. test for means:	76.19    76.19    1.26		82.05 1.97 **	75.35 2.73	74.67  2.84	75.85 1.40		71.77	84.16 1.99 ***	74.11	71.88		68.05 5.94	76.26 5.69	89.04  3.97  **		72.76 1.97 *	80.55  1.91  **	77.71 1.67	72.28	77.28  2.43

+		DEPT RELATI		YE	ARS OF	EXISTEN	CE		C	LIENT L	OCATION	S			GROSS R	EVENUES			-EMPLOY	MENT	+
	I TOTAL	Long	     Short	Less than 1 year		10	years  and  more		Sask.	Alber- ta	ВС	USA	0ther	    <\$250k	\$250k- <\$1M	\$1M- <\$5M	    \$5M+	<5	5-9	10-49	50+
Q12A delivering on promises made  weightd # of participants:	486   100%	277 57%	209   43%	90 18%	100	146 30%	131   27%	84 17%	127 26%	107	95 19%	65 13%	117 24%	   192   40%	90 18%	59 12%	37   8%	234	66 14%	100	48   10%
real # of participants:   DISSATISFIED (very and smwhat)	499   10%	251	248	91 8%	104 9%	152 9%	135	95 9%	105 10%	113 6%	103 10%	65 13%	126 9%	197	91 7%	61 7%	39   15%	237 10%	72 12%	105 7%	51   17%
SATISFIED (very and smwhat)	75%	77%	73%	82%	71%	76%	71%	83%	73%	84%	75%	72%	77%	   71%	75%	77%	78% J	69%	74%	85%	74%
Very dissatisfied (0)	6%	5%	7% J	5%	8%	6%	6%	4%	7%	3%	3%	6%	9%	   7%   +	2%	4%	2%	6%	7%	4%	5%
Dissatisfied (25)	4%	3%	6%	3%	2%	3%	8%   ++	5%	3%	3%	6%	7%	1%	3%	5%	3%	12%	4%	5%	2%	11%
Neutral (50)	15%	15%	14%	11%	20%	15%	16%	8%	17%	11%	15%	15%	14%	19%	18%	16%	7%	21%	14%	9%	9%
Satisfied (75)	31%	30%	31%	30%	33%	31%	28%	29%	24%	32%	31%	32%	30%	33%	27%	25%	37%	30%	24%	37%	32%
Very satisfied (100)	45%	47%	42%	51%	37%	45%	43%	54%	49%	52%	44%	40%	46%	38%	48%	51%	41%	39%	50%	48%	42%
Don't know	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
No response	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
chi?: ± at 50%: mean for these data: standard error: sig. test for means:		7 77.95 1.69	7  73.86  1.90  		10 72.77 2.83	8 76.85 2.25	73.58    73.58   2.56		10 76.23 2.90	10 81.60 2.29	10 76.48 2.64	13 73.11 3.68		7   72.82   2.07	11 78.69 2.63	13 79.20 3.45	17  75.38  4.42  		12 75.94 3.63	10 80.41 2.44 *	15  73.49  4.26  

	+ I I		-WD PRO	VINCE	 I	TY	PE			VINCE L CLIEN		* NOT-				CONTA			FIRST Less	WD CON	TACT+ Morel
	į į				į	Com- mer-	Not  for				į				į		2-5	6 and		1 to 2 vears	
	i TOTAL	ВС	Alta	Sask.	Man.			ВС	Alta	Sask.	Man.	ВС	Alta	Sask.	Man.	0nce	times	more	ago	ago	ago
Q12B the business knowledge of t					i		i				i				i			i			- i
weightd # of participants:	596     100%	127 21%	141 24%	207 35%	120   20%	502 84%	77   13%	115 19%	122 20%	163 27%	102   17%	11 2%	16 3%	35 6%	15   3%	145 24%	245 41%	191   32%	314 53%	141 24%	133   22%
real # of participants: DISSATISFIED (very and smwhat)	601   11%	147 17%	159 8%	151 9%	144   8%	507 12%	77	132 19%	137 7%	115 11%	123   9%	13 0%	18 11%	28 2%	18   0%	128 13%	258 12%	200   7%	333 9%	131 12%	128   12%
SATISFIED (very and smwhat)	   76%  	71%	78%	78%	78%  	75%	85%    85%	69%	79%	74%	76%   1	79%	67%	88%	100%	74%	74%	ا  80%	80%	72%	72%  
Very dissatisfied (0)	4%	6%	2%	3%	3%	4%	0%	7%	2%	4%	4%	0%	0%	0%	0%	5%	4%	3%	3%	6%	3%
Dissatisfied (25)	   7%  	11%	6%	6%	5%  	7%	3%  	12%	6%	7%	5%     5%	0%	11%	2%	0%   	8%	8%	5%  	7%	5%	9%
Neutral (50)	13%	12%	14%	13%	13%	14%	12%	12%	13%	14%	16%	21%	22%	10%	0%	13%	14%	13%	10%	16%	16%
Satisfied (75)	37%    37%	38%	37%	38%	37%	36%	42%	36%	38%	34%	37%	51%	33%	42%	44%	39%	43%	28%  I	39%	36%	34%
Very satisfied (100)	1 39%    39%	33%	41%	40%	41%	39%	43%	33%	41%	41%	38%	28%	33%	45%	56%	35%	31%	52%  +++	41%	37%	38%
Don't know	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
No response	0%    0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
chi²: ± at 50%:		9	8	8	    9	5	     12	9	9	10	ا ا 9 ا	29	25	20	25 I	* 9	6	 7	6	9	     9
mean for these data: standard error: sig. test for means:	75.30   75.30   1.08 		77.10 1.95	76.31 2.11	76.98 2.13	74.41 1.22 *	80.96 2.26 *	69.23	77.97 2.04	74.88			72.11 6.05	82.76 3.55	88.92  3.03  *		72.28	80.51 1.78 ***	77.35 1.39	72.74 2.49	73.61

	+ I I		H OF ONSHIP	YE	ARS OF	EXISTEN	CE 111		C	LIENT L	OCATION	S			GROSS R	EVENUES	 I		-EMPLOY	MENT	+ I
	i i I I I TOTALI	Long	j Short	Less than 1 vear		4 to 10 years	years  and  morel	Mani- toba		Alber- ta	ВС	USA	Other!	<\$250k	\$250k- <\$1M	\$1M- <\$5M	i     \$5M+	<5	5-9	10-49	     
Q12B the business knowledge of t	he offic	ers	i				<del>-</del> 										<del>-</del>				i
weightd # of participants:	596     100%	363 61%	234   39%	129 22%	124 21%	178 30%	147   25%	104 17%	178 30%	127 21%	115 19%	80 13%	132   22%	251 42%	105 18%	62 10%	45   8%	307 51%	74 12%	106 18%	53   9%
real # of participants: DISSATISFIED (very and smwhat)	601   11%	321 10%	280   12%	124 12%	122 11%	187 12%	152   8%	117 7%	144 11%	132 13%	126 19%	79 17%	140   9%	247 13%	106 11%	65 5%	49   4%	302 14%	81 8%	112 6%	55   7%
SATISFIED (very and smwhat)	76%	80%	72%  - I	81%	72%	75%	77%	83%	79%	77%	72%	66%	76%	74%	75%	87%	67%	73%	75%	86%	73%
Very dissatisfied (0)	4%	3%	4%	4%	1%	5%	4%	3%	5%	4%	6%	10%	3%	5%	2%	2%	0%	4%	4%	4%	2%
Dissatisfied (25)	7%	6%	8%	8%	9%	7%	4%	3%	7%	8%	13%	7%	6%	8%	9%	3%	4%	10%	3%	2%	5%
Neutral (50)	13%	11%	16%	7%	17%	13%	15%	11%	10%	11%	9%	18%	15%	13%	14%	8%	29%	13%	18%	8%	20%
Satisfied (75)	37%	39%	35%	36%	37%	38%	39%	31%	32%	28%	29%	35%	44%	34%	41%	44%	30%	34%	36%	49%	29%
Very satisfied (100)	39%	40%	37%	45%	35%	37%	38%	52%	46%	49%	43%	31%	32%	40%	34%	43%	37%	39%	39%	37%	43%
Don't know	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
No response	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
chi²: ± at 50%:				0	0	0		(*) 10	0	0	0	12		7	10	12	15	C	13	10	14
mean for these data: standard error: sig. test for means:	75.30 1.08 1.08		72.95  1.66		73.66	73.62	75.85  2.06		77.23	77.30	72.61	12 67.46 3.51 *	74.16    2.07		10 74.20 2.42	13 80.72 2.75			75.43 2.91	10 78.33 2.20	76.81 3.43

	+ 		-WD PRO	VINCE	 I	TYI	PE			VINCE L CLIEN				VINCE FIT CLI		CONTA	CTS WIT HE PAST		FIRST Less	WD CON	TACT+ More
	i i I I I TOTALI	ВС	Alta	Sask.	i I Man.l	Com- mer- cial i	Not   for   profit	ВС	Alta	Sask.	i Man.l	ВС	Alta	Sask.	i Man.I	0nce	2-5 times	6 and  morel	than 1 year ago	1 to 2 years ago	
	++				+		+											+ 			
weightd # of participants:	617     100%	130 21%	153 25%	210 34%	125   20%	514 83%	83   13%	115 19%	132 21%	161 26%	105   17%	13 2%	17 3%	37 6%	16   3%	142 23%	252 41%	207   34%	327 53%	145 24%	138   22%
<pre>real # of participants: DISSATISFIED (very and smwhat)</pre>	625	150 11%	172 5%	154 5%	149   5%	523 7%	83   0%	132 13%	149 5%	116 7%	126	16	19 0%	29 0%	19   0%	126	267 7%	216   5%	350 6%	136 8%	131   7%
SATISFIED (very and smwhat)	   82%  	75% -	86%	85%	79%     79%	80% -	-  91%  +	74% -	88%	81%	77%  	83%	79%	98%	95%    95%	85%	78%	85%    85%	84%	78%	83%  
Very dissatisfied (0)	3%	6%	2%	2%	4%	3%	0%	7% +	1%	2%	5%	0%	0%	0%	0%	3%	3%	3%	2%	4%	3%
Dissatisfied (25)	3%	5%	3%	4%	1%	4%	0%	6%	3%	5%	1%	0%	0%	0%	0%	4%	4%	2%	3%	4%	4%
Neutral (50)	11%	14%	9%	9%	15%	12%	9%	13%	8%	12%	17%	17%	21%	2%	5%	8%	15%	10%	10%	14%	10%
Satisfied (75)	40%	43%	37%	43%	35%	39%	43%	40%	38%	43%	34%	60%	37%	40%	42%	46%	46%	27%	40%	33%	46%
Very satisfied (100)	43%	33%	50%	42%	44%	41%	48%	34%	50%	38%	43%	23%	42%	58%	53%	39%	33%	 57%  +++	44%	45%	37%
Don't know	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
No response	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
chi²:						(*)		(*)								(***)		_	_		
± at 50%: mean for these data: standard error: sig. test for means:	4    78.81    0.96  	72.73 2.24 **	8 82.47 1.68 *	8 80.06 1.78	9  78.56  2.04  	77.64 1.09 ***	11  84.81  1.78  ***	72.12 2.48 *	9 82.94 1.76 **	10 77.38 2.18		26 76.42 4.08 *	24 80.18 4.53	19 89.02 2.53	24    86.77   3.54		75.17 1.46 **	7  83.24  1.66  ***	80.00 1.24	77.75 2.26	9  77.54  2.07  

	+		H OF ONSHIPI	YE	ARS OF	EXISTEN	CE 11।		C	LIENT L	OCATION	S			GROSS R	EVENUES			-EMPLOY	MENT	+
	<u> </u>		i	Less than 1	1 40 3	4 to 10	years	Mani-		Alber-					\$250k-	\$1M-	į				ļ
	TOTAL			year			and  more		Sask.	ta	ВС	USA	0ther	<\$250k		\$1M- <\$5M	\$5M+	< 5	5-9	10-49	50+ j
Q12C the competence of the office weightd # of participants:	ers     617	371	246	135	127	180	151	108	179	132	119	81	140	259	102	67	45	313	75	113	55
real # of participants: DISSATISFIED (very and smwhat)	100%    625     6%	60% 331 6%	40%  294   7%	22% 131 10%	21% 126 6%	29% 190 7%	24%  158   5%	17% 121 2%	29% 146 6%	21% 138 5%	19% 131 6%	13% 80 13%	23%  148   6%	255	17% 106 5%	11% 71 4%	7%  49   2%	51% 312 8%	12% 82 4%	18% 119 5%	9%  57   3%
SATISFIED (very and smwhat)	   82%	83%	81%	86%	80%	82%	80% j	82%	83%	84%	78%	71%	85%	81%	83%	88%	77%	80%	79%	88%	80% j
Very dissatisfied (0)	3%	3%	3%	4%	1%	5%	2%	1%	2%	3%	3%	6%	4%	3%	2%	4%	2%	3%	3%	3%	3%
Dissatisfied (25)		3%	4%	5%	5%	1%	4%	1%	4%	2%	3%	7%	2%	4%	4%	0%	0%	5%	1%	2%	0%
Neutral (50)	11%	11%	12%	5%	14%	12%	15%	16%	10%	11%	15%	16%	9%	12%	12%	8%	21%	12%	17%	7%	16%
Satisfied (75)	40%	39%	41%	44%	40%	40%	37%	36%	36%	33%	38%	40%	47%	40%	41%	43%	29%	38%	35%	49%	27%
Very satisfied (100)	43%	44%	40%	42%	41%	42%	43%	46%	47%	51%	40%	31%	38%	41%	42%	45%	48%	42%	44%	40%	53%
Don't know	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
No response	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
chi²: ± at 50%: mean for these data: standard error: sig. test for means:	   4    78.81    0.96  		77.58  1.41  	9 78.35 2.24	9 78.64 1.98	8 77.92 1.85	79.13  1.84	9 81.03 1.93	9 80.56 1.96	9 82.23 1.97	9 77.15 2.16	12 70.50 3.18 **		7 77.83 1.55	10 79.57 2.18	12 81.45 2.66		6 77.75 1.41	11 78.82 2.66	10 79.95 2.03	14  81.73  3.22  

	+ 		-WD PRO	VINCE	 I	TYI	PE			VINCE L CLIEN		* NOT-				CONTA			FIRST Less	WD CON	TACT+ More
	       TOTAL	ВС	Alta	Sask.	    Man.	Com- mer- cial p	Not  for  orofit	ВС	Alta	Sask.	    Man.	ВС	Alta	Sask.	    Man.	0nce	2-5 times	6 and  more	than 1 year ago	1 to 2 years ago	
Q12D the courtesy of the officer weightd # of participants:	++ s     637     100%	137 21%	156 24%	220	+     125   20%	531 83%	85   13%	122 19%	134 21%	169 26%	+     106   17%	13	18	38	+   16   3%	153 24%	260 41%	+     209   33%	341 54%	146 23%	139   22%
real # of participants: DISSATISFIED (very and smwhat)	645   3%	159 4%	175 2%	161 3%	150 j 2% j	540 3%	85 j 0% j	141 4%	151 2%	121 4%	127   2%	16 0%	20 0%	30 0%	19   0%	136 2%	276 3%	217 j 2%	365 2%	137 3%	133   3%
SATISFIED (very and smwhat)	93%    93%	89%	97%	94%	92%	93%	97%	89%	97%	93%	90%     90%	89%	100%	98%	100%	94%	93%	94%	93%	93%	95%  
Very dissatisfied (0)	1%	3%	1%	1%	1%	1%	0%	3%	0%	2%	1%	0%	0%	0%	0%	0%	2%	1%	2%	1%	1%
Dissatisfied (25)	1%	1%	2%	2%	1%	2%	0%	1%	2%	2%	2%	0%	0%	0%	0%	2%	1%	1%	1%	2%	2%
Neutral (50)	4%	8%	1%	3%	6%	4%	3%	7%	1%	3%	7%	11%	0%	2%	0%	4%	4%	4%	5%	4%	2%
Satisfied (75)	32%	36%	30%	34%	29%	33%	30%	38%	29%	36%	30%	26%	40%	32%	16%	35%	38%	23%	31%	36%	31%
Very satisfied (100)	61%	53%	68%	60%	63%	59%	67%	51%	68%	57%	61%	62%	60%	65%	84%	58%	55%	71%	62%	57%	64%
Don't know	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
No response	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
chi²: ± at 50%:	       4	Q	Q	8		1	111	٩	8	٩	     9	26	23	19	1     24	٩	6	   	5	٩	
mean for these data: standard error: sig. test for means:	87.60    87.64    0.74	83.73 1.75 *	90.45	87.70 1.46	88.12  1.49	86.85 0.84 *	91.16	83.08 1.90 *	90.89	86.30			90.00	90.84			85.73 1.20 *	90.43  1.20  **	87.77 1.01	86.61	88.56 1.60

	+ 		H OF ONSHIP	YE	ARS OF	EXISTEN	CE 11		C	LIENT L	OCATION	S			GROSS R	EVENUES	 I		-EMPLOY	MENT	+ I
	i     TOTAL	Long	j Short	Less than 1 year		4 to 10 years	years  and  more	Mani- toba	Sask.	Alber- ta	ВС	USA	Other	<\$250k	\$250k- <\$1M	\$1M- <\$5M	    \$5M+	< 5	5-9	10-49	50+
Q12D the courtesy of the officer weightd # of participants:	s     637     100%	380	257   40%	140 22%	131 21%	183 29%	158   25%	108 17%	185 29%	136 21%	124 19%	82 13%	143   22%	264 41%	108 17%	67 11%	49   8%	323 51%	75 12%	117 18%	57   9%
real # of participants: DISSATISFIED (very and smwhat)	645   3%	337 2%	308 j 3% j	135 6% ++	131 1%	193 3%	165   2%	121 2%	151 2%	142 1%	137 2%	81 5%	152   3%	262 4%	110 3%	71 0%	53   0%	321 4%	83 1%	124 1%	60 j 2% j
SATISFIED (very and smwhat)	93%	94%	92%	90%	94%	93%	96%	93%	94%	94%	88%	93%	93%	92%	95%	99%	95%	92%	96%	96%	92%
Very dissatisfied (0)	1%	1%	1%	4% +++	0%	1%	0%	1%	1%	1%	2%	1%	1%	2%	0%	0%	0%	2%	0%	1%	2%
Dissatisfied (25)	1%	1%	2%	2%	1%	1%	2%	1%	1%	1%	0%	3%	2%	2%	3%	0%	0%	2%	1%	1%	0%
Neutral (50)	4%	4%	4%	4%	5%	4%	3%	6%	4%	5%	10%	2%	4%	4%	2%	1%	5%	4%	3%	2%	6%
Satisfied (75)	32%	32%	32%	30%	36%	33%	33%	22%	32%	22%	26%	42%	33%	32%	42%	36%	37%	33%	39%	32%	30%
Very satisfied (100)	61%	62%	60%	61%	58%	60%	62%	70%	62%	72%	62%	51%	60%	60%	53%	63%	58%	59%	56%	64%	62%
Don't know	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
No response	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
chi <sup>2</sup> : ± at 50%: mean for these data: standard error: sig. test for means:	   4    87.60    0.74	6 88.03 1.00	6  86.97  1.11		9 87.95 1.37	7 87.34 1.36	8  88.96  1.24	9 90.21 1.60	8 87.99 1.52	9 91.11 1.39 *	9 86.57 1.77	12 84.55 2.22	8    87.16   1.55		10 86.47 1.60	12 90.35 1.52	14  88.04  2.07	6 86.11 1.15	11 87.67 1.70	9 89.61 1.44	13  87.70  2.49

	+ 		-WD PRO	VINCE	 I	TYI	PE			VINCE L CLIEN				VINCE FIT CLI		CONTA			FIRST Less	WD CON	TACT+ Morel
	i i				į į	Com- mer-	Not  for				i I				i I			6 and	than 1 year	years	
	TOTAL	ВС	Alta	Sask.	Man.	cial ¡	orofit	BC	Alta	Sask.	Man.	ВС	Alta	Sask.	Man.	Once	times	more	ago	ago	ago
Q12E the fairness of the service					i		İ				i				i			i			i
weightd # of participants:	565     100%	121 21%	133 23%	201 36%	110   19%	473 84%	78   14%	107 19%	113 20%	159 28%	94   17%	13 2%	17 3%	33 6%	15   3%	125 22%	235 42%	191   34%	292 52%	134 24%	131   23%
real # of participants: DISSATISFIED (very and smwhat)	568     58     9%	141 15%	149 5%	146 8%	132   10%	477 10%	80   4%	124 15%	127 6%	113 10%	113	16 13%	19 0%	27 5%	18   0%	108 9%	248 11%	197	313 10%	125 12%	123   5%
SATISFIED (very and smwhat)	   79%	69%	81%	85%	76%  	78%	   80%	71%	83%	83%	73%  	51%	69%	90%	95%  	80%	73%	84%  	78%	78%	83%  
Very dissatisfied (0)	5%	7%	4%	3%	6%	5%	1%	8%	4%	3%	7%	0%	0%	2%	0%	3%	6%	4%	5%	7%	2%
Dissatisfied (25)	5%	7%	1%	6%	4%	5%	3%	7%	2%	7%	5%   	13%	0%	2%	0%   	7%	5%	4%	5%	5%	3%
Neutral (50)	12%	17%	14%	6%	14%	12%	16%	15%	12%	7%	15%	36%	31%	5%	5%	11%	15%	8%	13%	10%	12%
Satisfied (75)	41%	35%	37%	48%	40%	41%	44%	35%	37%	49%	40%	32%	42%	50%	44%	48%	45%	31%	39%	42%	46%
Very satisfied (100)	38%	34%	44%	37%	36%	37%	36%	35%	46%	34%	33%  	19%	26%	40%	50%	32%	28%	 53%  +++	39%	36%	37%
Don't know	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
No response	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
chi²:	į į	(*)	•	•		-	12	^	^	10	10	26	2.4	20	25	***	-			•	
$\pm$ at 50%: mean for these data:	4    75.59		78.69		73.84			70.71		10 76.13			24 73.83	20 80.79	25   86.23					73.85	
standard error: sig. test for means:	1.10  	2.51	2.03	1.95	2.40	1.23	2.39    	2.73	2.18	2.27	2.69    	6.13	4.48	4.11	3.62  *	2.33	1.72	1.85  ***	1.52	2.54	1.99

		DEPT RELATI		YE	ARS OF	EXISTEN	CE 111		C	LIENT L	OCATION	S			GROSS R	EVENUES			-EMPLOY	MENT	+
		Long	į	Less than 1	1 40 7	4 to 10	years  and	Mani-		Alber-					\$250k-	\$1M-					
	TOTAL			year			more		Sask.	ta	ВС	USA	0ther	<\$250k	<\$1M	<\$5M	\$5M+	< 5	5-9	10-49	50+
Q12E the fairness of the service			221	110	115	1.00	141	0.0	171	121	111	72	124	222	101	63	41	201		100	40
weightd # of participants:   	565   100%	345 61%	221   39%	119 21%	115 20%	168 30%	141   25%	96 17%	171 30%	121 21%	111 20%	73 13%	124 22%		101 18%	62 11%	41   7%	291 52%	66 12%	106 19%	48   9%
real # of participants:   DISSATISFIED (very and smwhat)	568   9%	303 9%	265   10%	115 10%	116 14%	175 9%	145   7%	107 7%	138 7%	125 6%	122 12%	72 22%	132 9%	230	102 9%	65 8%	44   0%	288 12%	72 10%	113 7%	50   2%
SATISFIED (very and smwhat)	79%	80%	76%	82%	70%	80%	79%  	81%	87%	83%	71%	63%	78%	75%	82%	75%	85%	76%	76%	82%	86%
Very dissatisfied (0)	5%	3%	6%	6%	4%	6%	2%	3%	3%	4%	7%	8%	5%	5%	4%	4%	0%	4%	6%	5%	2%
Dissatisfied (25)	5%	6%	4%	4%	10%	3%	5%	3%	4%	2%	5%	14%	4%	7%	4%	4%	0%	7% ++	4%	2%	0%
Neutral (50)	12%	10%	14%	8%	16%	11%	14%	12%	6%	11%	17%	16%	13%	13%	9%	17%	15%	13%	14%	11%	12%
Satisfied (75)	41%	41%	41%	43%	36%	45%	42%	38%	47%	35%	30%	31%	45%	42%	46%	37%	46%	42%	38%	40%	41%
Very satisfied (100)	38%	39%	35%	39%	34%	36%	36%	43%	39%	47%	42%	32%	33%	34%	36%	39%	39%	33%	39%	42%	45%
Don't know	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
No response	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
chi²: ± at 50%: mean for these data: standard error: sig. test for means:		6 76.64 1.46	   6   73.95   1.67		10 71.46 2.61	8 75.12 2.02	9  9  76.30  2.00		9 79.18 1.96	9 79.86 2.25	9 73.62 2.68	12 66.25 3.78 **		7 73.04 1.79	10 76.46 2.49	13 75.68 3.21	16  81.04  2.64  *		12 74.76 3.28	10 77.93 2.42	15  81.83  2.87  *

<del>†</del> !	·		-WD PRO	VINCE	 I	TY	PE			VINCE L CLIEN						CONTA			FIRST Less	WD CON	TACT+ Morel
j	į				į	Com- mer-	Not  for				į				i		2-5	6 and		1 to 2 vears	than 2  vears
į	TOTAL	ВС	Alta	Sask.	Man.į	cial	orofit	ВС	Alta	Sask.	Man.	ВС	Alta	Sask.	Man.	0nce	times	more	ago	ago	ago
Q12F keeping information confider weightd # of participants:	ntial   484	97	114	174	100	409	65	84	100	139	85 J	11	12	31	12	97	204	169	257	108	113
real # of participants:   DISSATISFIED (very and smwhat)	100%  485   2%	20% 112 3%	24% 128 2%	36% 126 1%	21%  119   2%	84% 410 2%	13%  64   1%	17% 97 3%	21% 112 2%	29% 99 1%	18%  102   2%	2% 13 7%	2% 13 0%	6% 24 0%	2%  14   0%	20% 85 2%	42% 212 2%	35%  174   1%	53% 270 2%	22% 100 1%	23%  108   2%
SATISFIED (very and smwhat)	92%	88%	92%	93%	94%	92%	93%	89%	94%	92%	93%	79%	84%	97%	100%	97%	87%	95%	92%	92%	92%
Very dissatisfied (0)	1%	2%	0%	1%	0%	1%	1%	1%	0%	1%	0%	7%	0%	0%	0%	1%	0%	1%	1%	1%	1%
Dissatisfied (25)	1%	2%	2%	0%	2%	1%	0%	2%	2%	0%	2%	0%	0%	0%	0%	1%	2%	0%	1%	1%	2%
Neutral (50)	6%	9%	6%	6%	4%	6%	6%	8%	4%	7%	5%	14%	16%	3%	0%   	2%	11%	4%	6%	6%	6%
Satisfied (75)	30%	33%	27%	32%	26%	31%	26%	35%	26%	33%	28%	16%	38%	28%	21%	39%	30%	24%	30%	32%	27%
Very satisfied (100)	62%	55%	65%	61%	68%	61%	66%	53%	68%	59%	65%	63%	46%	70%	79%   	58%	56%	71%	62%	60%	65%
Don't know	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
No response	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
chi?:   ± at 50%:   mean for these data:   standard error:   sig. test for means:	5    87.98    0.82		9 88.98 1.52	9 88.07 1.54	10  90.09  1.50		13     13     89.07     2.25   	11 84.45 2.06	10 89.86 1.58	10 87.28 1.82	10  89.14  1.69		29 82.53 5.27	21 91.81 2.71		(*) 11 88.05 1.77	7 85.14 1.36 **	8  8  90.87  1.26  **	6 88.17 1.08	10 87.53 1.79	10  88.31  1.81

<del>1</del>	 I I	DEPT RELATI		YE	ARS OF	EXISTEN	CE 11		C	LIENT L	OCATION	S			GROSS R	EVENUES			-EMPLOY	MENT	+
İ		Long	į	Less than 1	1 to 3	4 to 10	years  and	Mani-		Alber-					\$250k-	\$1M-	į				į
j	TOTAL	term	termi	year	years	years	more	toba	Sask.	ta	BC	USA	0ther	<\$250k	<\$1M	<\$5M	\$5M+j	< 5	5-9	10-49	50+ j
Q12F keeping information confider		200	40.5	404	402	4.42			4	406			440	202			. !	25.			
weightd # of participants:   	484     100%	289 60%	195   40%	104 21%	103 21%	143 30%	119   25%	85 18%	155 32%	106 22%	92 19%	65 13%	110   23%	203 42%	91 19%	51 11%	35   7%	254 52%	58 12%	95 20%	37   8%
real # of participants: DISSATISFIED (very and smwhat)	485   2%	252 1%	233   3%	101 1%	100 2%	148 2%	122   3%	95 2%	125 1%	110 2%	101 1%	63 4%	115 2%	199 2%	91 1%	52 2%	38 j 0% j	250 2%	62 3%	98 2%	39 j 0% j
SATISFIED (very and smwhat)	   92%  	96%	87%  	96%	89%	93%	89%  	96%	91%	92%	90%	92%	96%	93%	91%	90%	95%	92%	90%	93%	90%
Very dissatisfied (0)	1%		1%	0%	0%	1%	1%	0%	1%	1%	1%	1%	1%	1%	1%	2%	0%	1%	1%	1%	0%
Dissatisfied (25)	1%	0%	2%	1%	2%	1%	1%	2%	0%	1%	0%	3%	1%	2%	0%	0%	0%	1%	1%	1%	0%
Neutral (50)	6%	4%	10%	3%	10%	5%	8%	2%	8%	7%	9%	4%	2%	5%	8%	8%	5%	6%	7%	5%	10%
Satisfied (75)	30%	31%	28%	38%	27%	27%	30%	21%	25%	22%	25%	31%	38%	32%	28%	23%	41%	32%	25%	23%	33%
Very satisfied (100)	62%	64%	59%	58%	62%	66%	59%	75% +	66%	70%	66%	61%	58%	61%	63%	67%	55%	60%	66%	70%	57%
Don't know	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
No response	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
chi²: ± at 50%: mean for these data: standard error: sig. test for means:	5    87.98    0.82  	89.78	7  7  85.30  1.39  **	10 88.42 1.49	10 87.09 1.86	9 89.24 1.47	   9   86.06   1.86		9 88.68 1.64	10 89.79 1.72		13 87.07 2.53		7 87.61 1.30	11 87.99 1.91	14 88.17 2.82	17  87.39  2.43		13 88.00 2.55	11 89.98 1.84	17  86.83  2.71

4			-WD PRO	VINCE		TYI	PE			VINCE L CLIEN						CONTA			FIRST Less	WD CON	TACT+ Morel
					į	Com-	Not  for	CO	IIIIEKCIA	L CLILIN	'	NOT-	i ok-i ko	111 CL1		OVER		i	than 1	1 to 2	than 2
j	TOTAL	ВС	Alta	Sask.	Man.	mer- cial p		ВС	Alta	Sask.	Man.	ВС	Alta	Sask.	Man.	0nce	times	6 and  more	year ago	years ago	years  ago
Q12G making corrections if there							<del>-</del>				<del>-</del>				<del>+</del>			<del>-</del>			
weightd # of participants:	366   100%	86 23%	78 21%	133 36%	69   19%	305 83%	55   15%	75 21%	69 19%	103 28%	58   16%	10 3%	9 2%	26 7%	10   3%	62 17%	154 42%	141   38%	174 47%	96 26%	90   25%
real # of participants: DISSATISFIED (very and smwhat)	363   12%	98 19%	88 8%	95 12%	82   8%	304 13%	55   9%	85 20%	77 5%	72 14%	70   10%	12 10%	10 19%	21 9%	12   0%	50 14%	163 14%	141   10%	186 10%	88 16%	83   10%
SATISFIED (very and smwhat)	70%	63%	76%	71%	70%	70%	71%	64%	82%	69%	64%	49%	41%	78%	100%	63%	63%	83%  +++	69%	66%	78%
Very dissatisfied (0)	5%	8%	3%	6%	4%	6%	3%	9%	3%	6%	4%	0%	0%	6%	0%	9%	5%	5%	4%	9%	5%
Dissatisfied (25)	7%	11%	5%	7%	5%	7%	6%	11%	3%	8%	6%	10%	19%	3%	0%	6%	9%	5%	6%	7%	5%
Neutral (50)	18%	18%	16%	16%	22%	18%	20%	15%	13%	18%	26%	41%	40%	13%	0%	23%	23%	7%  	21%	18%	13%
Satisfied (75)	34%	33%	33%	38%	26%	34%	33%	36%	35%	39%	23%	15%	21%	40%	42%	41%	35%	30%	32%	30%	41%
Very satisfied (100)	37%	30%	43%	33%	44%	36%	38%	29%	47%	30%	42%	33%	20%	37%	58%	22%	28%	52%  +++1	37%	36%	37%
Don't know	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
No response	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
chi <sup>?</sup> : ± at 50%: mean for these data: standard error: sig. test for means:	72.29  1.49  1		11 77.04 2.77	11 71.60 2.89	11  75.46  3.01		14  14  74.06  3.55		12 80.16 2.71 **	12 69.71 3.34	12  73.04  3.39		33 60.37 8.51	23 74.99 6.02		(***) 15 65.52 4.06	8 68.26 2.18 *	9  80.21  2.30  ***		11 69.35 3.36	11  75.23  2.91  

<del>-</del>	+ I I		H OF ONSHIPI	YE	ARS OF	EXISTEN	CE 11		C	LIENT L	OCATION	S			GROSS R	EVENUES	 I		-EMPLOY	MENT	+ I
		Long	į	Less than 1	1 to 3	4 to 10	years  and	Mani-		Alber-					\$250k-	\$1M-	į				į
	TOTAL	term	termi	year	years	years	more	toba	Sask.	ta	BC	USA	Other.	<\$250k	<\$1M	<\$5M	\$5M+	< 5	5-9	10-49	50+ j
Q12G making corrections if there			i				i										i				
weightd # of participants:	366     100%	229 63%	137   37%	73 20%	79 22%	106 29%	95   26%	60 16%	110 30%	83 23%	74 20%	58 16%	76 21%	154 42%	68 19%	42 11%	21   6%	191 52%	43 12%	70 19%	30   8%
real # of participants: DISSATISFIED (very and smwhat)	363   12%	199	164   13%	69 14%	78 17%	110 11%	97   8%	66 5%	88 12%	84 9%	80 14%	55 21%	80 13%	150	68 6%	44 12%	22   0%	186 14%	45 11%	75 7%	31   9%
SATISFIED (very and smwhat)	   70%  	71%	69%    69%	75%	65%	71%	68%     68%	78%	70%	76%	66%	62%	73%	69%	71%	69%	76%   76%	65%	71%	80%	74%  
Very dissatisfied (0)	5%	4%	7%	6%	5%	8%	3%	3%	8%	4%	5%	10%	5%	6%	2%	6%	0%	6%	7%	3%	3%
Dissatisfied (25)	   7%  	7%	6%   	8%	12%	4%	5%     5%	3%	4%	5%	8%	11%	8%	8%	4%	6%	0%   	8%	4%	4%	6%   
Neutral (50)	18%	18%	18%	11%	18%	17%	25%	17%	18%	15%	21%	17%	14%	17%	23%	18%	24%	21%	18%	13%	17%
Satisfied (75)	34%    34%	33%	3 5%   3 5 %	39%	31%	42%	23%  	32%	39%	32%	32%	26%	37%	38%	35%	24%	29%  	36%	36%	34%	23%
Very satisfied (100)	37%	38%	34%	35%	34%	30%	45%	46%	31%	43%	34%	35%	35%	31%	36%	45%	46%	30%	35%	45%	50%
Don't know	   0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%   	0%	0%	0%	0%
No response	0%    0%	0%	0%   	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
chi²: ± at 50%; mean for these data: standard error: sig. test for means:		7 73.30 1.97	8    70.59   2.30		12 69.31 3.39	10 70.58 2.71	11  75.30  2.75		11 70.48 3.05	11 76.44 2.95	12 70.14 3.24	14 66.68 4.48	12 72.25 3.20	69.85	13 74.34 2.99	16 74.20 4.53	22  80.50  4.43		16 71.82 4.31	12 78.77 2.91 *	19  78.05  4.92

	+ 		-WD PRO	VINCE	 I	TYI	PE			VINCE L CLIEN				VINCE FIT CLI		CONTA OVER T	CTS WIT HE PAST		FIRST Less	WD CON	TACT+ More
	i i				İ	Com- mer-	Not  for				İ				İ			6 and	than 1 year	1 to 2 years	
	TOTAL	BC	Alta	Sask.	Man.	cial	orofit	ВС	Alta	Sask.	Man.	BC	Alta	Sask.	Man.	Once	times	more	ago	ago	ago
Q12H the guidance provided by of					i		i				i				i			i			
weightd # of participants:	612     100%	133 22%	149 24%	206 34%	123   20%	510 83%	80   13%	119 20%	129 21%	159 26%	103   17%	12 2%	17 3%	34 6%	16   3%	143 23%	247 40%	207   34%1	327 53%	141 23%	134   22%
real # of participants:	621	155	168	151	147	521	80	138	145	114	124	15	19	27	3 /s   19	128	263	214	350	132	129
DISSATISFIED (very and smwhat)	13%	19%	5%	11%	18%	14%	3% į	20%	5%	13%	21%	6%	5%	2%	0% j	16%	15%	8% j	11%	15%	15%
SATISFIED (very and smwhat)	72%    72%	63%	80%	74%	+  70%	70%	 81%  +	62%	81%	69%	+     66% 	60%	74%	85%	95%   95%	69%	66%	-  81%  +++	73%	73%	70%
Very dissatisfied (0)	6%	10%	2%	5%	8%	7%	1%	11%	1%	7%	9%	6%	0%	0%	0%	8%	7%	4%	5%	8%	6%
Dissatisfied (25)	7%	8%	4%	6%	10%	8%	-   2%	9%	3%	7%	12%  	0%	5%	2%	0%     0%	8%	8%	4%	6%	7%	8% J
Neutral (50)	15%	19%	15%	15%	12%	16%	16%	17%	15%	17%	13%	34%	21%	12%	5%	15%	19%	11%	16%	12%	16%
Satisfied (75)	36%	34%	42%	37%	32%	36%	39%  	34%	43%	36%	ا   29%	34%	37%	36%	53%   53%	39%	35%	35%    35%	37%	36%	36%   
Very satisfied (100)	36%	28%	38%	37%	39%	34%	42%	29%	37%	33%	3 7%   1	26%	37%	50%	42%	31%	31%	46%  +++	36%	37%	34%
Don't know	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
No response		0%	0%	0%	0%   	0%	0%   	0%	0%	0%	ا   0% ا	0%	0%	0%	ا   0% ا	0%	0%	0%   	0%	0%	0%   
chi²:	į į	**			į	(*)	i	**	_		į				_ i	**	_	_ į	_		į
± at 50%: mean for these data:	4    72.33	65.53	77.72	8 73.81	9    70.69	5 70.73	12  79.63	9 64.93	9 77.95	10 70.69	9   68 . 46	27 68.50	24 76.37	20 83.13	24   84 . 03	9 69.17	6 68.64	78.531	73.33	9 71.84	9  70.741
standard error: sig. test for means:	1.15	2.54	1.75	2.23	2.62	1.28	2.37	2.75	1.82	2.71		6.98	5.22	3.81	3.45		1.82	1.78		2.65	2.59

	+ 		H OF ONSHIP	YE	ARS OF	EXISTEN	CE 11।		C	LIENT L	OCATION	S			GROSS R	EVENUES	 I		-EMPLOY	MENT	+ I
	i i I I I TOTALI	Long	j Short	Less than 1 year		10	years  and  more	Mani- toba		Alber- ta	ВС	USA	Other	<\$250k	\$250k- <\$1M	\$1M- <\$5M	    \$5M+	< 5	5-9	10-49	50+
Q12H the guidance provided by of weightd # of participants: real # of participants:	ficers     612     100%    621	364 60% 324	248   40%  297	133 22% 130	127 21% 127	182 30% 191	145   24%  152	101 17% 116	172 28% 141	128 21% 135	119 19% 132	80 13% 79	137   22%  147	256 42% 253	105 17% 108	66 11% 70	     44   7%   49	314 51% 311	74 12% 81	111 18% 118	53   9%  56
DISSATISFIED (very and smwhat)	13%  	12%	13%  	10%	13%	16%	12%   	16%	13%	8%	16%	17%	10%	13%	17%	9%	6%   	14%	20%	10%	7% j
SATISFIED (very and smwhat)	72%   72%	73%	71%  	77%	68%	70%	72%  	74%	75%	78%	67%	65%	76%	71%	73%	69%	77%  	71%	70%	74%	73%  
Very dissatisfied (0)	6%  	5%	7%  	8%	3%	9%	4%  	6%	7%	3%	8%	7%	6%	6%	4%	5%	2%  	6%	10%	4%	4%   
Dissatisfied (25)	7%  	7%	6% j	2%	10%	7%	8% j	10%	6%	5%	8%	9%	4%	6%	13%	4%	4% į	8%	10%	6%	3% į
Neutral (50)	15%	15%	16%	13%	19%	14%	16%	11%	13%	14%	17%	19%	15%	16%	11%	22%	18%	15%	11%	16%	20%
Satisfied (75)	36%	37%	36%	40%	38%	40%	31%	32%	37%	35%	33%	40%	42%	39%	38%	34%	32%	37%	37%	34%	35%
Very satisfied (100)	36%	36%	35%	37%	30%	30%	41%	42%	38%	43%	34%	25%	34%	32%	35%	35%	45%	34%	32%	40%	38%
Don't know	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
No response	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
chi²: ± at 50%: mean for these data: standard error: sig. test for means:			71.45  1.70  		9 70.56 2.35	8 68.73 2.20	74.23  2.25	10 73.44 2.81	9 73.37 2.45	9 77.35 2.20 *	9 69.22 2.67	12 66.47 3.29 *	73.50  2.24	7 71.20 1.78	10 71.69 2.75	12 72.57 3.27	15  15  78.42  3.50		12 68.12 3.56	10 75.00 2.47	14  75.13  3.44  

	+		-WD PRO	VINCE		TY	PE													WD CON	
					 	Com-	Not	* 00	MMERCIA	L CLIEN	15 *	* NUI-	FUK-PKU	FII CLI	ENIS *  	OVER T		į	Less than 1	1 to 2	More  than 2
	   TOTAL	ВС	Alta	Sask.	Man.	mer- cial	for  profit	ВС	Alta	Sask.	Man.	ВС	Alta	Sask.	Man.	0nce		6 and  more	year ago	years ago	years  ago
Q12I the identification of service other organizations	es offe	ered by			   		   				   				   			   			
weightd # of participants:	536   100%	121 23%	119 22%	194 36%	102 j 19% l	452 84%	65   12%	109 20%	105 20%	150 28%	88   16%	11 2%	12 2%	32 6%	10 j 2% j	129 24%	227 42%	168   31%	287 53%	121 23%	119 j 22% j
real # of participants:	538	140	134 16%	142 20%	122	457 23%	65   16%	125 32%	118 17%	108	106	14 30%	14 7%	25 20%	12	115	240 25%	171	306 20%	113 25%	111
DISSATISFIED (very and smwhat)	22%  	31%	16%	20%	21%	23%	16%	32%	1/%	21%	23%	30%	/ 76	20%	U%	23%	25%	1/%	20%	25%	22%  
SATISFIED (very and smwhat)	56%	47%	57%	59%	58%	53%	61%	46%	56%	54%	58%	50%	64%	64%	58%	59%	48%	63%	61%	53%	46%
Very dissatisfied (0)	11%	15%	7%	12%	10%	12%	7%	16%	8%	12%	10%	0%	0%	14%	0%	13%	11%	9%	9%	14%	13%
Dissatisfied (25)	11%	16%	9%	8%	11%	11%	9%	15%	9%	9%	12%	30%	7%	6%	0%	10%	14%	7%	10%	12%	10%
Neutral (50)	23%	22%	27%	22%	21%	24%	23%	22%	27%	24%	20%	20%	28%	16%	42%	18%	27%	21%	19%	22%	31%
Satisfied (75)	32%	26%	26%	40%	33%	31%	3 5 %	25%	27%	35%	34%	41%	21%	39%	34%	38%	27%	34%	34%	34%	27%
Very satisfied (100)	23%	21%	30%	19%	25%	23%	25%	22%	29%	19%	24%	9%	43%	24%	25%	21%	21%	28%	27%	19%	20%
Don't know	0%	0%	0%	0%	0%	0%	0% <u> </u>	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
No response	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
chi²: ± at 50%:		*	٩	٩	     9	5	131	٩	10	10	10 I	28	28	21	1     301	* 10	7	   	6	10	10 l
mean for these data: standard error: sig. test for means:	61.49    61.36		65.86	61.61	63.31		65.66  3.62		65.02	60.11		57.07	75.00 7.01	63.45	70.70	60.81	58.46 2.04 *	66.17  2.35  *		58.24 3.05	57.77  2.98

	+	DEPTH OFYEARS OF EXISTENCECLIENT LOCATIONS  RELATIONSHIP														EVENUES			-EMPLOY	MENT	+
	 	KELAII	ONSHIP	Less		4 to	years						i				i				ł
	   TOTAL			than 1 year		10 years	and  more	Mani- toba	Sask.	Alber- ta	ВС	USA	Other	<\$250k	\$250k- <\$1M	\$1M- <\$5M	\$5M+	<5	5-9	10-49	50+ j
Q12I the identification of servior	t+ ces offe	red by											<del> </del>				+   				
weightd # of participants:	536   100%	324 60%	212   40%	128 24%	110 21%	158 29%	119   22%	86 16%	157 29%	105 20%	109 20%	67 13%	118   22%	228 43%	91 17%	57 11%	33   6%	281 52%	65 12%	91 17%	41   8%
<pre>real # of participants: DISSATISFIED (very and smwhat)</pre>	538   22%	283 21%	255	124 13%	110 31%	165 20%	123   25%	96 13%	126 20%	109 17%	119 27%	66 28%	126   20%	226 24%	92 22%	60 16%	36   26%	278 23%	71 27%	97 17%	42   24%
SATISFIED (very and smwhat)	   56%	56%	54%	72%	++ 45%	52%	50%	63%	61%	60%	53%	42%	52%	58%	43%	53%	40%	56%	41%	57%	j 50% j
Very dissatisfied (0)	   11%	12%	10%	+++ 7%	15%	10%	13%	8%	12%	10%	14%	19%	9%	++ 11%	11%	8%	8%	12%	18%	8%	9% J
Dissatisfied (25)	11%	9%	13%	6%	16%	10%	12%	5%	8%	7%	13%	9%	11%	12%	10%	8%	18%	11%	9%	10%	15%
Neutral (50)	23%    23%	23%	23%	15%	24%	28%	25%	24%	19%	23%	20%	30%	28%	18%	36%	31%	35%	21%	32%	26%	26%
Satisfied (75)	32%    32%	34%	30%	42%	32%	29%	24%	32%	40%	28%	30%	24%	28%	36%	26%	32%	13%	31%	25%	34%	26%
Very satisfied (100)	23%     23%	23%	24%	30%	13%	22%	27%	30%	21%	32%	22%	18%	23%	23%	17%	21%	27%	24%	16%	23%	24%
Don't know	0%     0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
No response	0%  	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
chi²: ± at 50%: mean for these data:	   4    61.49		7  61.30		10 53.23	8 61.01	j 9  59.63			10 66.15		13 53.35		7 61.46	11 56.63	13 62.76				11 63.72	16  60.13
standard error: sig. test for means:	1.36      	1.87	1.98	2.58	3.01	2.38	3.03	3.02	2.79	3.05	3.06	4.15 *	2.71	2.12	3.13	3.71	5.33    	1.93	3.88	2.96	4.90  

	+		-WD PRO	VINCE		TY	PE									CONTA				WD CON	
	 					Com-	Not	* CO	MMERCIA	L CLIEN	TS *	* NOT-	FOR-PRO	FIT CLI	ENTS *   	OVER T	HE PAST		Less than 1	1 to 2	More  than 2
	   TOTAL	ВС	Alta	Sask.	Man.	mer- cial	for   profit	ВС	Alta	Sask.	Man.	ВС	Alta	Sask.	Man.	0nce	2-5 times	6 and more	year ago	years ago	years  ago
Q12J the follow-through to see inneeded	f you go l l	ot what	you				   				   				   			   			
weightd # of participants:	558     100%	118 21%	136 24%	189 34%	115 j 21% l	464 83%	77   14%	105 19%	117 21%	144 26%	98   17%	12 2%	16 3%	35 6%	14   2%	115 21%	235 42%	196 j 35% l	295 53%	129 23%	126 j 23% j
real # of participants: DISSATISFIED (very and smwhat)	567   26%	137 33%	153 21%	140 27%	137	473 29%	77   12%	121 33%	131 21%	104 32%	117	15	18 16%	28 10%	16   0%	102 35%	249 33%	204	316 27%	123 29%	120
SATISFIED (very and smwhat)	20%          55%	42%	63%	57%	54%I	++ 53%	 63%	42%	66%	51%	50% I		40%	75%	88% I	46%	++ 46%	 69%	54%	55%	57%
	i i		+		į		i	-	+++		į				į	-		+++			į
Very dissatisfied (0)	15%  	18%	10%	17%	17%  	17% ++	5%  	19%	11%	20%	19%  		0%	10%	0%  	23%	17%	9%  	15%	20%	12%  
Dissatisfied (25)	11%  	15%	11%	9%	9%  	12%	7%  	14%	11%	12%	10%  	22%	16%	0%	0%   	12%	16%	4%  	11%	9%	12%  
Neutral (50)	19%  	26%	16%	16%	20%	18%	24%	24%	13%	17%	21%	39%	44%	15%	12%	19%	21%	17%  	20%	16%	18%
Satisfied (75)	25%  	24%	29%	22%	27% j	26%	22%	24%	33%	22%	26%	20%	6%	21%	44%	20%	25%	29%	25%	25%	26%
Very satisfied (100)	29%	18%	34%	35%	27%	27%	41%	19%	32%	30%	24%	12%	34%	54%	44%	26%	21%	41%	29%	30%	31%
Don't know	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
No response	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
chi²:		*		•		**	42			4.0		(**)	2.5	2.0		***	_	_ !	_		10
± at 50%: mean for these data: standard error: sig. test for means:	4    60.63    1.48  	52.38 2.89 **	66.44 2.65 *	62.11	9   59.80  3.00	58.24 1.64 ***	71.66  3.41  ***	52.15 3.15 *	66.46 2.89 **	10 57.21 3.69	10  56.49  3.28		25 64.20 6.80	20 77.27 6.00	26  82.92  4.42  *		54.57 2.19 ***	71.84  71.84  2.19  ***	60.11 1.97	59.04 3.37	10  63.11  3.11

	+		H OF ONSHIPI	YE	ARS OF	EXISTEN	CE		C	LIENT L	OCATION	S			GROSS R	EVENUES			-EMPLOY	MENT	+
	     TOTAL	Long	j Short	Less than 1 year		4 to 10 years	years  and  more	Mani- toba	Sask.	Alber- ta	ВС	USA	Other	<\$250k	\$250k- <\$1M	\$1M- <\$5M	    \$5M+	< 5	5-9	10-49	50+
Q12J the follow-through to see in			ĺ														     				
weightd # of participants:	558     100%	326 58%	232   42%	120 22%	116 21%	164 29%	138   25%	97 17%	163 29%	123 22%	109 20%	73 13%	124 22%	225 40%	104 19%	63 11%	40   7%1	280 50%	69 12%	111 20%	47   8%
real # of participants: DISSATISFIED (very and smwhat)	567     26%	290 27%	277   26%	118 26%	117 35%	172 25%	143   25%	109 22%	133 31%	128 23%	121 28%	72 32%	132 29%	225 29%	105 24%	66 22%	43   23%	280 31%	75 26%	116 21%	50   17%
SATISFIED (very and smwhat)	   55%  	54%	56%	56%	49%	55%	5 5 %	63%	58%	60%	52%	42%	51%	52%	56%	54%	59%	50%	56%	60%	55%   
Very dissatisfied (0)	15%    15%	16%	15%	15%	20%	15%	14%	14%	18%	14%	16%	24%	16%	17%	15%	8%	9%   	17%	21%	11%	6%   - I
Dissatisfied (25)	11%	11%	11%	11%	15%	9%	10%	8%	13%	9%	12%	7%	13%	12%	9%	14%	14%	13%	5%	10%	12%
Neutral (50)	19%  	20%	18%	18%	16%	20%	21%	16%	11%	17%	20%	26%	20%	19%	19%	24%	18%	19%	18%	19%	27%
Satisfied (75)	25%	25%	26%	28%	21%	29%	22%	26%	22%	26%	23%	23%	26%	26%	24%	26%	28%	25%	26%	25%	26%
Very satisfied (100)	29%     29%	29%	30%	28%	28%	26%	32%	37%	36%	34%	29%	19%	26%	26%	33%	28%	31%	26%	31%	35%	30%
Don't know	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
No response	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
chi²: ± at 50%: mean for these data: standard error: sig. test for means:	   4    60.63    1.48	6 60.02 2.07	61.50  61.50  2.11	10 60.98 3.20	10 55.46 3.48	8 60.20 2.62	9    61.91   2.94	10 65.87 3.37	9 61.37 3.31	9 64.56 3.09	9 59.57 3.23	12 51.39 4.24 *	9 58.13 3.04		10 62.45 3.46	13 62.87 3.89	16    64.67    4.99	6 57.03 2.12 *	12 59.85 4.34	10 65.57 3.14	15  65.58  4.22

+	I	TYPE														CONTA		YEAR	Less		More
						Com- mer-	Not  for				!				!		2 - 5		than 1 vear		
	TOTAL		Alta	Sask.	Man.				Alta	Sask.	Man.	ВС				0nce	times	more	ago	ago	ago
Q13A delivering on promises made	+				 						۱				۱			 			
mean for these data:   !	90.37	89.81	93.37	88.79	90.19	92.02	83.47			89.86	92.07	76.65	84.86	80.00	92.70	89.27	91.16	90.70	88.45	92.89	91.03
sig. test for means:					!	*	* !				!				!			!			!
Q13B the business knowledge of the mean for these data:   {																					
sig. test for means:	1	01.20	04.73	02.00	**	04.01	05.40	02.14	04.50	02.00	*	73.30	00.20	00.00	J2.J/	00.20	02.30	02.72	04.07	00.20	00.441
Q13C the competence of the officer:	s i				+		+				+				+			+			
mean for these data:		86.45	92.28	83.94	90.83	87.78	84.04	86.34	92.73	83.44	91.92	87.48	90.72	78.00	82.03	86.78	88.76	87.45	88.59	88.51	85.07
sig. test for means:	- 1		*		- 1				*		- 1				- 1			- 1			
Q13D the courtesy of the officers	!																				
mean for these data:   8	83.93	85.47	85.33	81.98	84.69	84.39	80.99	85.71	87.81	81.10	85.24	83.30	76.71	85.00	78.65	87.25	83.24	81.52	84.00	86.30	81.39
sig. test for means:   Q13E the fairness of the service pr					!		!											!			!
mean for these data:   3																					
sig. test for means:	04.001	01.01	03.37	03.31	00.32	03.70	//.19	01.03	09.03	04.17	00.79	01.00	13.12	73.00	07.10	04.42	03.43	04.34	03.70	00.34	04.02
013F keeping information confident	ial				+		+				+				+			+			
mean for these data:   8		85.70	92.30	90.30	89.24	89.90	87.45	86.71	94.05	89.57	89.27	77.75	86.72	92.00	85.95	88.17	89.07	91.45	88.07	88.33	93.27
sig. test for means:	į				j		j				j				j			j			* [
Q13G making corrections if there i																					
mean for these data:   8	86.73	86.13	88.11				81.49	86.68	89.54	83.57	93.94	81.93	83.54	73.00	96.35	85.82	89.56	84.79	88.13	88.11	82.69
sig. test for means:	!				***						**!			*	**!						!
Q13H the guidance provided by office mean for these data:   3																					
sig. test for means: I	84.00	86.59		/8.24		83.3/	02.01	86.49	90.52		03./0	07.40	88.37	/4.4/	100.00	85.42	84.46	02.50	86.46	85.10	/0.59  *I
Q13I the identification of services	s offe	red by			+		l ++				ا + +				ا + +			+			
other organizations	1	i cu by			i		i				i				i			i			i
mean for these data:	74.53	76.04	78.73	68.59	79.99	76.31	63.96	77.22	82.72	68.96	82.01	59.08	65.43	62.00	67.70	79.10	78.20	66.52	75.61	79.76	68.25
sig. test for means:	i			*	į	*	* j			*	i				i			**			i
Q13J the follow-through to see if	you go	t what	you		+		+				+				+			+			
needed	!				!						!				!						!
mean for these data:	/7.31	/5.58	76.06	/6.60	82.04	78.21	69.16	/5.49	/8.83	/7.26	82.47	76.38	67.29	66.01	/4.45	77.84	/7.50	/7.03	/4.46	80.50	/9.60
sig. test for means:	I				- 1		ı				ı				ı			ı			1
Τ																					

+-		DEPT			ARS OF	EXISTEN	CE		(	CLIENT L	OCATION	S			GROSS R	EVENUES			-EMPLOY	MENT	+
-		KELAII	ONSHIF	Less		4 to	vears										l				-
i	i	Long	Short	than 1	1 to 3	10	and	Mani-		Alber-					\$250k-	\$1M-	i				i
		Long term																			
•							+										+				
Q13A delivering on promises made  mean for these data:		99 27	01 07	01 07	97 72	01 96	00 211	00 71	97 92	02 01	01 05	90 60	92 66	90 51	90 49	01 /2	00 N1 I	00 53	92.06	90 06	ו כח כם
sig. test for means:	30.37	03.37					i										i				i
013B the business knowledge of the	e offic	ers					+														
mean for these data: I			82.57	87.71	84.14	81.18	84.941	85.42	82.73	85.55	78.29	81.10	82.16	87.55	78.33	78.97	87.171	87.66	76.95	78.87	90.38
sig. test for means:							i							*			i	*			i
Q13C the competence of the officer																					i
mean for these data:	87.67 j	86.27	89.84	92.31	87.63	87.17	84.54	87.38	84.99	92.41	89.27	79.63	85.73	89.58	83.75	84.59	83.74	90.70	81.85	82.81	89.00
sig. test for means:	į		İ				į			*			İ				i	**			į
Q13D the courtesy of the officers																					
mean for these data:	83.93	84.15	83.59	87.57	77.48	87.46	81.30	83.26	80.52	86.51	85.22	82.31	81.19	85.29	82.31	81.18	77.71	85.01	83.51	79.59	80.15
sig. test for means:	- 1				*	*															
Q13E the fairness of the service																					
mean for these data:		83.16	86.99	90.62	86.75	87.28	79.21	86.28	85.87	86.73	87.07	69.89	80.30	90.32	80.83	79.96	70.13	88.87	83.08	78.59	79.26
sig. test for means:				*			*					**		***			**	**			- 1
Q13F keeping information confident																					
mean for these data:	89.68	90.18	88.90		87.31	90.99	87.66					78.81	86.73	90.98	88.71	90.92	81.45	91.06	91.28	89.54	76.57
sig. test for means:	. !			**			I			**							I				I
Q13G making corrections if there																					
mean for these data:	86.73	84.10	91.05	94.04	85.87	86.18	84.87	92.09	86.25	90.23	88.52	80.51	84.74	90.71	84.75	80.89	82.63	89.70	86.78	81.08	90.02
sig. test for means:				**				*						*							!
Q13H the guidance provided by offi							-														
mean for these data:					82.82	83.83	80.18	82.22	80.76	88.98	83.23	/8.88	82.26	85.45	83.3/	//.85	81.3/	85.41	81.95	79.64	84.11
sig. test for means:   Q13I the identification of service		*	•							•											!
	es otte	red by					+										+				
other organizations	74 53	72.04	77 04	07.50	74 00	72 10	71 051	74 70	70 20	74.60	CO 7C	77 25	74.00	77.65	71 10	co 22	71 201	77.60	76 07	CO 44	65 071
mean for these data:																					
sig. test for means:   Q13J the follow-through to see if	V 0 11 7 7	+																			!
needed	you go	IL WIIAL	you																		
mean for these data:	77 311	77 86	76 /8	85 56	7/ 37	79 //3	71 981	77 09	73 81	74 62	72 04	76 54	79 65	79 8/	73 N1	71 8/	76 041	79 91	74 40	75 19	71 291
sig. test for means:	,,.51	, ,	, 00	55.50	, 4.3/	, , , , ,	, 1. 50	, ,	, 3.01	74.02	, 2.04	, 0.54	, , , , , ,	73.04	, 5.01	, 1.04	, 0.04	, , , , , 4	, 4.40	, 3.13	,1.27
5.6. ECSE 101 MCall3.	ا																ا				+

+			-WD PRO	VINCE		TY	PE		-WD PRO	VINCE			-WD PRO	VINCE		CONTA	CTS WIT	H WD	FIRST	WD CON	TACT+
I	- 1				- 1		1	* C0	MMERCIA	L CLIEN	TS *	* NOT-	FOR-PRO	FIT CLI	ENTS *	OVER T	HE PAST	YEAR	Less		More
I	- 1				- 1	Com-	Not				I										than 2
	!			<u>.</u> .	!	mer-	for				!				. !	_		6 and	,	years	years
	TOTAL [	BC	Alta	Sask.	Man.	cial	profit	BC	Alta	Sask.	Man.	BC	Alta	Sask.	Man.	0nce	times	more	ago	ago	ago
+ Q13A delivering on promises made	+				+ I						۱				+ I			+ I			
weightd # of participants:	227	44	52	88	43	180	35 İ	39	40	66	34	4	12	13	6 İ	70	82	72 İ	110	52	63
i i	100% j	19%	23%	39%	19%	80%	16%	17%	18%	29%	15%	2%	5%	6%	3% [	31%	36%	32% i	48%	23%	28%
real # of participants:	219 j	51	58	59	51 j	174	35 j	46	45	42	41 j	5	13	10	7 j	61	81	74 j	117	42	58 j
Very unimportant (0)	1%	0%	2%	0%	2%	0%	2%	0%	0%	0%	0%	0%	7%	0%	0% [	1%	1%	0%	2%	0%	0%
I	- 1				- 1	-	+				- 1							- 1			1
Unimportant (25)	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
November 1 (50)	C0/ I	70/	20/	C0/	00'	F0/	150	C0/	201	40/	70/	1.70/	00/	200/	150	40/	F.0/	00'	00/	10/	70/1
Neutral (50)	6%	7%	3%	6%	8%	5%	15%	6%	2%	4%	7%	17%	8%	20%	15%	4%	5%	8%	8%	1%	7%
Important (75)	19%	21%	12%	26%	10%	19%	26%	19%	11%	26%	12%	44%	15%	40%	0% I	21%	16%	20%	16%	23%	20%
1mporeune (75)	13/01	2170	1270	+	10/01	1370	20/01	1370	11/0	20%	12.0	7770	1370	4070	0,01	21/0	10%	20/01	10%	2370	20/0
Very important (100)	62%	59%	78%	53%	67% j	64%	55%	63%	80%	54%	66%	22%	70%	40%	85%	52%	65%	70%	57%	66%	68%
I	- 1		++	-	- 1		- 1		+		- 1				- 1	-		- 1			
DK/NR	12%	12%	5%	16%	14%	12%	2%	12%	7%	15%	15%	17%	0%	0%	0%	22%	13%	2%	18%	10%	5%
-1-42	!				!	(*)	!				!				!	++			+		- !
chi²:   ± at 50%:	7	15	14	14	15 I	(*)	18 I	15	16	16	16 I	47	29	33	ا 39 ا	13	12	12 I	10	16	14
mean for these data: I	90 371	89.81				97 07															
standard error:	1.241		2.35	2.20	3.21		3.951		1.66	2.44	2.691		8.24	6.15		2.68	2.08	1.89		1.99	2.121
sig. test for means:			55	20	7.21	*	*		*		2.05	3.30	3.27	0.15			00	2.03	2.03	2.33	
+	'																				÷

+					ARS OF	EXISTEN	CE		C	LIENT L	OCATION	S			GROSS R	EVENUES			-EMPLOY	MENT	+
ļ	!	RELATI	ONSHIP				11										!				!
		Long	Shorti	Less than 1	1 to 3	4 to 10	years  and	Mani-		Alber-					\$250k-	\$1M-	-				-
j	TOTAL			year			more		Sask.	ta	BC	USA	0ther	<\$250k		<\$5M	\$5M+	< 5	5-9	10-49	50+
+ Q13A delivering on promises made	+		1				+										+				
weightd # of participants:	227	140	86	33	45	75	65 İ	48	76	46	41	23	46	97	37	35	18	124	31	44	16
i	100%		38%	14%	20%	33%	28% j	21%	33%	20%	18%	10%	20%		16%	16%	8% j	55%	14%	19%	7% j
real # of participants:	219	116	103	35	44	71	59	52	54	49	44	22	47	97	34	32	18	119	30	43	16
Very unimportant (0)	1%	1%	1%	3%	0%	0%	0%	2%	0%	0%	0%	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%
Unimportant (25)	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Neutral (50)	6% J	5%	8%	5%	13%	4%	4%	11%	8%	6%	6%	3%	6%	8%	9%	2%	10%	7%	3%	7%	0%
Important (75)	19%	26%	7%  	8%	18%	22%	23%	11%	25%	11%	20%	33%	16%	18%	18%	25%	26%	17%	23%	20%	28%
Very important (100)	62%	56%	72%	64%	60%	69%	55%	62%	52%	77%	63%	60%	71%	62%	68%	60%	59%	64%	64%	60%	60%
DK/NR	12%	13%	11%	21%	8%	4%	18%	14%	14%	6%	11%	4%	8%	11%	5%	13%	5% J	11%	10%	12%	11%
chi²:	i	(*)		(*)		-	ł										ł				
± at 50%:	7 j		10		16	12	14 j	14	14	15	16	22	15		18	18	25 j	10	19	16	26 į
mean for these data:		89.37				91.86		88.21				89.69		89.54			88.01				92.02
standard error:   sig. test for means:	1.24	1.63	1.95	4.21	2.91	1.72	2.09	3.33	2.44	2.08	2.47	3.13	2.19	2.01	2.90	2.50	4.24	1.70	2.62	2.60	3.12
+ + 3 i g. Lest 101 illeans.	ا																				+

	+		-WD PRO	VINCE		TY	PE		-WD PRO	VINCE			-WD PRO	VINCE		CONTA	CTS WIT	H WD	FIRST	WD CON	TACT+
	1 1				- 1		- 1	* C0	MMERCIA	L CLIEN	TS *	* NOT-	FOR-PRO	FIT CLI	ENTS *	OVER T	HE PAST		Less		More
	!!				!	Com-	Not								!		2 5				than 2
	I TOTALI	ВС	A1+a	Sask.	Man.I	mer-	for   profit	вс	A1+>	Sask.	Man.	BC BC	A1+>	Sask.	Man.i	0nce	2-5 times	6 and  morel	year ago	years ago	years  ago
	++				+		+			Jask.					+	+		+			I
Q13B the business knowledge of t	he offic	ers			1		1								I			1			i
weightd # of participants:	227	44	52	88	43	180	35	39	40	66	34	4	12	13	6	70	82	72	110	52	63
	100%	19%	23%	39%	19%		16%	17%	18%	29%	15%	2%	5%	6%	3%		36%	32%	48%	23%	28%
real # of participants:	219	51	58 2%	59 0%	51	174	35	46 2%	45 2%	42 0%	41	0%	13 0%	10 0%	7   0%	61	81 2%	74	117	42 0%	58
Very unimportant (0)	1%	2%	2%	0%	0%	1%	0%	276	276	0%	0%	0%	0%	0%	U%	0%	2%	0%	2%	0%	0%
Unimportant (25)	3%	5%	5%	2%	0%	3%	5%	4%	4%	3%	0%	17%	8%	0%	0%	0%	5%	2%	4%	0%	4%
Neutral (50)	12%	9%	5%	19%	10%	13%	12%	8%	4%	21%	12%	17%	7%	20%	ا   0%	11%	9%	17%	8%	14%	18%
	1	2 500	2.00	+	100	2.50	2001	2 70	240	+	4 70	220	4.50	400	200/	2.20	2.50/	2001	2.50	2.00/	2001
Important (75)	25%	35%	28%	23%	18%	26%	28%	37%	31%	20%	17%	22%	16%	40%	28%	23%	26%	28%	26%	20%	30%
Very important (100)	57%	49%	60%	52%	72%	57%	55%	50%	58%	54%	70%	44%	69%	40%	72%	63%	56%	53%	57%	67%	48%
DK (ND		0%	00/	40/	+	10/	00'	0%	0%	20/	00/	0%	0%	0%	00/	20/	201	00'	201	00/	00(1
DK/NR	2%	0%	0%	4% ++	0%	1%	0%	0%	0%	3%	0%	0%	0%	0%	0%	3%	2%	0%	3%	0%	0% J
chi²:	i i				i		i								i			i			i
± at 50%:	7	15	14	14	15	8	18	15	16	16	16		29	33	39		12	12	10	16	14
mean for these data:						84.01						73.58	86.28	80.00	92.97			82.72		88.20	
standard error:	1.47	3.30	3.09	2.85	2.33	1.67	3.71	3.37	3.51	3.52	2.77	14.36	6.79	6.15	4.65	2.26	2.75	2.44	2.13	2.82	2.92
sig. test for means:	 +											 				 					

4	+	DEPT	H OF	YE	ARS OF	<b>EXISTEN</b>	CE		C	LIENT L	OCATION	S			GROSS R	<b>EVENUES</b>			-EMPLOY	MENT	+
		RELATI	ONSHIP				11										1				1
				Less		4 to	years										1				1
		Long	Short	than 1	1 to 3	10	and	Mani-		Alber-					\$250k-	\$1M-	1				1
	TOTAL	term	term	year	years	years	more	toba	Sask.	ta	BC	USA	0ther	<\$250k	<\$1M	<\$5M	\$5M+	< 5	5-9	10-49	50+
0120 the burdeness beautiful of the	++						+										+				
Q13B the business knowledge of th			0.0	22	4.5	7.5	ا ۔	40	7.0	4.0	4.1	22	4.0	0.7	27	2.5	10	124	2.1		16
weightd # of participants:	227	140	86	33	45	75	65	48	76	46	41	23	46	97	37	35	18	124	31	44	16
3 " 6	100%		38%		20%	33%	28%	21%	33%	20%	18%	10%	20%		16%	16%	8%	55%	14%	19%	7%
real # of participants:	219	116	103	35	44	71	59	52	54	49	44	22	47	97	34	32	18	119	30	43	16
Very unimportant (0)	1%	0%	2%	5%	0%	0%	0% [	2%	1%	2%	4%	0%	0%	0%	0%	0%	0% [	1%	0%	0%	0% [
Hadanastant (25)		20/	F0/	++	20/	40/	40/	20/	10/	20/	40/	201	110	10/	40/	1.00/	00'	10/	F0/	1.00/	00'
Unimportant (25)	] 3%	2%	5%	0%	2%	4%	4%	2%	1%	2%	4%	3%	11%	1%	4%	10%	0% [	1%	5%	10%	0% [
November 2 (50)	1 20/1	1.40/	00/	F0/	1.10/	1.00/	100/1	1 1 0/	1.00	00/	1 40/	1.50/	++	130	200	- +	F0/ I	110/	2.00	++	F 0/ 1
Neutral (50)	12%	14%	9%	5%	11%	19%	10%	11%	16%	8%	14%	15%	8%	12%	30%	9%	5%	11%	26%	8%	5%
Important (75)	250/1	220/	200/	1.00	36%	220	27% I	2.20/	2.00	200/	2.00/	37%	2.20	220	15%	2.40/	420/1	210/	2.50	200/	2201
Important (75)	25%	23%	29%	16%	36%	23%	2/%	23%	26%	29%	30%	3/%	22%	23%	15%	34%	42%	21%	25%	39%	23%
Very important (100)	l 57% l	59%	5 5 % I	68%	51%	53%	57% I	62%	51%	60%	47%	45%	59%	64%	51%	46%	54% I	64%	44%	43%	60% l
very important (100)	3//6	33/0	امرد	00%	31/0	33/0	3//01	0270	31/0	00%	4770	43/0	22/0	04/0	31/0	40%	J4/0	++	4470	43/0	00%]
DK/NR	I 18	3%	0%	6%	0%	0%	3% I	0%	5%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	11%
DIC/ NIC	2/0	3/0	0.01	0./0	0 /0	0./0	3/0	0 /0	7.0	0 /6	076	0 /6	0.6	0.0	0 /6	0./0	0.01	1/0	0 /0	0 /0	11/01
chi²:				(*)			-							(**)			-	(**)			- 1
± at 50%:	! ! ! 7 !	10	10	18	16	12	14	14	14	15	16	22	15	. ,	18	18	25	10	19	16	26
mean for these data:		85.60					84.94							87.55					76.95	78.87	90.381
	±.4/	1.05	2.30	7.57	2.04	2.73	2.//	3.14	5.07	5.15	4.04	7.70	5.75	*	7.23	4.55	3.30	*	4.57	5.05	7.01
516. CEST FOI MEANS.	ı																				+
standard error: sig. test for means:		1.89	2.36		2.84	2.73	2.77    2.77		3.07	3.13		4.46		1.88		4.35	3.58    3.58	1.79	4.37	3.63	4.01

	+		-WD PRO	VINCE		TY	PE		-WD PRO	VINCE			-WD PRO	VINCE		CONTA	CTS WIT	H WD	FIRST	WD CON	TACT+
	1 1				- 1		- 1	* C0	MMERCIA	L CLIEN	TS *	* NOT-	FOR-PRO	FIT CLI	ENTS *	OVER T	HE PAST		Less		More
	!!				!	Com-	Not										2 5				than 2
	   TOTAL	ВС	A1+2	Sask.	Man.l	mer-	for   profit	вс	A1+ a	Sask.	Man.	ВС	A1+2	Sask.	Man.	0nce	2-5 times	6 and  morel	year ago	years ago	years  ago
	++				+		+			Jask.						+		+			
Q13C the competence of the offic	ers				- 1		1											- 1			i
weightd # of participants:	227	44	52	88	43	180	35	39	40	66	34	4	12	13	6	70	82	72	110	52	63
	100%	19%	23%	39%	19%		16%	17%	18%	29%	15%	2%	5%	6%	3%		36%	32%	48%	23%	28%
real # of participants:	219     0%	51 0%	58 0%	59 0%	51   0%	174 0%	35   0%	46 0%	45 0%	42 0%	41   0%	5 0%	13 0%	10 0%	/   0%	61	81 0%	74   0%	117 0%	42 0%	58   0%
Very unimportant (0)	1 0/61	0 /6	0 /6	0 /6	0/0	0./6	0.61	0 /6	0 /6	0 /6	0.6	0 /6	0 /6	0 /6	0.6	0 /6	0 /6	0.61	0 /6	0 /6	0.61
Unimportant (25)	1%	2%	0%	3%	0%	2%	0%	2%	0%	4%	0%	0%	0%	0%	0%	1%	3%	0%	2%	0%	1%
Neutral (50)	   10%	10%	7%	14%	6% I	9%	20% I	9%	7%	11%	5% l	17%	7%	34%	15%	7%	5%	17% I	6%	12%	15% I
Neutral (30)	1 10/01	10%	7 /0	1470	0/0]	-	20/01	270	/ /0	11/0	امرد	17/0	7 /0	3470	13/0	/ //0	370	++	-	12/0	12/0
Important (75)	24%	29%	17%	26%	24%	25%	24%	30%	16%	30%	22%	17%	22%	20%	43%	34%	23%	16%	25%	21%	25%
Vanu impartant (100)	   62%	59%	76%	54%	67% l	63%	56% I	58%	78%	52%	71%	67%	70%	46%	43%	54%	65%	-   67%	63%	65%	F 00/ I
Very important (100)	62%	59%	/6%	54%	6/%	63%	1 % 0 €	58%	/8%	52%	/1%	6/%	70%	46%	43%	54%	65%	6/%	63%	65%	58%
DK/NR	2%	0%	0%	4%	4%	1%	0%	0%	0%	3%	2%	0%	0%	0%	0%	4%	3%	0%	4%	2%	0%
chi²:	!!				ļ		!									(*)		ļ			!
± at 50%:	7	15	14	14	15	8	18	15	16	16	16	47	29	33	39	13	12	12	10	16	14
mean for these data:	87.67					87.78			92.73			87.48	90.72	78.00	82.03		88.76			88.51	
standard error:	1.26	2.63	1.96	2.79	2.15		3.40			3.29		9.72	4.48	7.29	7.28		2.11	2.25		2.78	2.62
sig. test for means:	1 1		*				- 1		*		1				1			- 1			
	+																				+

	+	DEPT	H OF	YE	ARS OF	EXISTEN	CE		C	LIENT L	OCATION	S			GROSS R	EVENUES			-EMPLOY	MENT	+
		RELATIONSHIP  11  															- 1				
				Less																	
				than 1		10	and	Mani-		Alber-	D.C		0 + 1 1		\$250k-	\$1M-	¢ 5 M	< 5	- 0	10 10	!
	TOTAL	term.	rermi	year	years	years	more	LODA	Sask.	ta	BC	USA	other	<\$250k	< \$ TIA	<\$5M	\$5M+	< 5	5-9	10-49	50+
Q13C the competence of the offic	ers I		1				i										i				i
weightd # of participants:	227	140	86 j	33	45	75	65 j	48	76	46	41	23	46	97	37	35	18	124	31	44	16 j
	100%	62%	38%	14%	20%	33%	28%	21%	33%	20%	18%	10%	20%		16%	16%	8%	55%	14%	19%	7%
real # of participants:	219	116	103	35	44	71	59	52	54	49	44	22	47	97	34	32	18	119	30	43	16
Very unimportant (0)	0%	0%	0%	0%	0%	0%	0% [	0%	0%	0%	0%	0%	0%	0%	0%	0%	0% [	0%	0%	0%	0% [
Unimportant (25)	   1%	1%	2%	0%	2%	1%	3%	2%	1%	2%	2%	0%	6%	1%	2%	5%	0%	1%	0%	6%	0%
			!																	+	!
Neutral (50)	10%	12%	6%  	8%	4%	13%	13%	13%	14%	8%	8%	24%	8%	5%	22%	16%	10%	5%	25% ++	15%	0%  
Important (75)	24%	24%	24%	13%	36%	22%	26%	18%	25%	10%	21%	34%	24%	28%	15%	14%	45%	24%	22%	22%	39%
Very important (100)	62%	58%	69%	71%	58%	64%	56%	64%	55%	81%	69%	42%	63%	65%	61%	65%	45%	68%	53%	58%	50%
	I I									++							1	+			1
DK/NR	2%	4%	0%	8%	0%	0%	3%	3%	5%	0%	0%	0%	0%	1%	0%	0%	0% [	2%	0%	0%	11%
chi²:		+	-	++			-		+								-	(**)			-
± at 50%:	j 7 j	10	10	18	16	12	14	14	14	15	16	22	15	11	18	18	25 j	10	19	16	26 ј
mean for these data:		86.27		92.31							89.27			89.58					81.85	82.81	89.00
standard error:	1.26	1.82	1.69	2.72	2.50	2.26	2.73	2.82	2.73	2.48	2.77	4.31	3.20	1.63	3.87	4.17	3.96	1.43	3.89	3.58	3.32
sig. test for means:			I				I			*			I				- 1	**			
	+																				+

+WD PROVINCETYPEWD PROVINCE																					
					- 1			* C0	MMERCIA	L CLIEN	ΓS *	* NOT-	FOR-PRO	FIT CLI	ENTS *	OVER T	HE PAST		Less		More
	!!				ļ	Com-	Not				. !				ļ						than 2
	l TOTALI	вс	A1+a	Sask.	Man.	mer-	for   profit	вс	A1+a	Sask.	Man.	ВС	A1+>	Sask.	Man.I	Once		6 and  morel	year ago	years ago	
	101AL   +			Jask.	ا . ۱۱۵۱۱ -		+			Jask.	+			Jask.				+	agu	agu	ago
Q13D the courtesy of the officers	s				- 1		- 1				1				ı			1			i
weightd # of participants:	227 j	44	52	88	43 j	180	35 j	39	40	66	34 j	4	12	13	6 j	70	82	72 j	110	52	63 j
	100%	19%	23%	39%	19%	80%	16%	17%	18%	29%	15%	2%	5%	6%	3%	31%	36%	32%	48%	23%	28%
real # of participants:	219	51	58	59	51	174	35	46	45	42	41	5	13	10	7	61	81	74	117	42	58
Very unimportant (0)	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Unimportant (25)	I I I 2% I	2%	3%	2%	0% I	1%	7% I	0%	0%	3%	0% I	17%	15%	0%	0% I	0%	2%	3% I	3%	1%	1%
	i i				- 1	-	+				i				i			i			
Neutral (50)	11%	7%	10%	12%	14%	11%	10%	8%	11%	12%	12%	0%	8%	6%	28% j	8%	12%	13%	11%	7%	15% j
Important (75)	   36%	39%	28%	42%	34%I	37%	35% I	41%	27%	43%	34% I	17%	31%	48%	ا 29% ا	36%	37%	38%I	35%	37%	40% I
Important (73)	30%  	33/0	20%	42/0	340	3/10	امرد	41/0	2//0	43/0	3401	1 / /0	31/0	40%	23/0	30%	3//0	30/0	33/0	3/10	40/01
Very important (100)	51%	52%	59%	44%	53%	51%	48%	51%	62%	42%	53%	67%	46%	46%	43%	57%	49%	46%	52%	55%	43%
DV (ND		001	001	201	00/	201	201	201	201	001		201	001	201		001	001		001	001	
DK/NR	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
chi²:					-		-				-				<u> </u>			- 1			
± at 50%:	i 7i	15	14	14	15 İ	8	18	15	16	16	16	47	29	33	39	13	12	12	10	16	14
mean for these data:	83.93	85.47	85.33	81.98	84.69	84.39	80.99	85.71	87.81	81.10		83.30	76.71	85.00	78.65	87.25	83.24	81.52	84.00	86.30	81.39
standard error:	1.27	2.48	2.68	2.47	2.54	1.36	3.84	2.38	2.59	2.99	2.77	14.06	7.78	4.93	8.58	2.05	2.15	2.37	1.80	2.67	2.51
sig. test for means:					- 1						- 1				I			- 1			- 1
-	+																				+

4	+				ARS OF	EXISTEN	CE		C	LIENT L	OCATION	S			GROSS R	EVENUES			-EMPLOY	MENT	+
	!!	RELATI	ONSHIP			4 +	11										!				!
1		Long	Shorti	Less than 1	1 to 3	4 10	years  and	Mani-		Alber-					\$250k-	\$1M-	-				
i	TOTAL			year			more		Sask.	ta	BC	USA	0ther	<\$250k		<\$5M	\$5M+	< 5	5-9	10-49	50+
Q13D the courtesy of the officers	++ : I		+				+										+				
weightd # of participants:	227	140	86 I	33	45	75	65 İ	48	76	46	41	23	46	97	37	35	18	124	31	44	16
i i	100%		38% j		20%	33%	28% j	21%	33%	20%	18%	10%	20%		16%	16%	8% j	55%	14%	19%	7% j
real # of participants:	219	116	103	35	44	71	59	52	54	49	44	22	47	97	34	32	18	119	30	43	16
Very unimportant (0)	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Unimportant (25)	2%	2%	2%	0%	6%	1%	1%	2%	4%	4%	4%	0%	0%	4%	2%	0%	0%	3%	3%	0%	0%
Neutral (50)	11%	10%	13%	13%	16%	7%	14%	14%	14%	8%	7%	7%	18%	7%	13%	17%	14%	8%	13%	19%	17%
Important (75)	36%	39%	33%	24%	41%	34%	43%	33%	39%	27%	33%	57%	39%	34%	37%	41%	61%	36%	31%	43%	45%
Very important (100)	51%	50%	52%	63%	37%	59%	42%	51%	44%	61%	56%	36%	43%	56%	47%	42%	25%	54%	53%	38%	38%
DK/NR	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0% J	0%	0%	0%	0% j
chi²:			l				ł										ł				l I
± at 50%:	7	10	10		16	12	14	14	14	15	16	22	15		18	18	25	10	19	16	26
mean for these data:		84.15	83.59 1.941		77.48			83.26										85.01			80.15
standard error:   sig. test for means:	1.27	1.71	1.94	3.07	3.30	2.00	2.44	2.77	2.81	2.87	3.01	3.18	2.74	1.98	3.41	3.27	3.73	1.73	3.77	2.82	4.60
5.g. 2652 For medits. 1	· 																				+

	+		-WD PRO	VINCE		TY	PE		-WD PRO	VINCE			-WD PRO	VINCE		CONTA	CTS WIT	H WD	FIRST	WD CON	TACT+
	!!					_	!	* C0	MMERCIA	L CLIEN	TS *	* NOT-	FOR-PRO	FIT CLI	ENTS *	OVER T	HE PAST		Less		More
	!!				!	Com-	Not  for								!		2 5				than 2
	I TOTALI	ВС	Alta	Sask.	Man.I	mer-	profit	ВС	Alta	Sask.	Man.	ВС	Alta	Sask.	Man.I	0nce	times	6 and  morel	year ago	years ago	years  ago
	++				+		+								+			+			
Q13E the fairness of the service	process				- 1		- 1								- 1			- 1			İ
weightd # of participants:	227	44	52	88	43	180	35	39	40	66	34	4	12	13	6	70	82	72	110	52	63
real # of participants:	100%    219	19% 51	23% 58	39% 59	19%  51	80% 174	16%  35	17% 46	18% 45	29% 42	15%   41	2%	5% 13	6% 10	3%	31%	36% 81	32%  74	48% 117	23% 42	28%  58
Very unimportant (0)	219	0%	3%	2%	0% I	1/4	5% I	0%	0%	3%	0%	0%	15%	0%	7 I 0% I		2%	74   1%	3%	0%	0% I
very unimportant (0)	1 2/01	0.0	370	270	0,01	170	J.0	070	070	370	0,0	0.0	1370	070	0.01	1.0	2.00	1/0	370	070	1
Unimportant (25)	j 1% j	0%	2%	1%	0% j	0%	2% j	0%	2%	0%	0%	0%	0%	6%	0% j	0%	0%	1%	1%	0%	1%
Neutral (50)	   11%	15%	5%	13%	10% I	11%	15% I	17%	4%	11%	10%	0%	7%	28%	15% l	13%	10%	11% l	7%	11%	19% I
Neutrat (50)	1 11/01	1370	370	1370	10%	11/0	15/0	1770	-170	1170	10/0	070	7 70	20%	13/0	15%	10%	11/0	-	11/0	+
Important (75)	27%	37%	26%	26%	22%	27%	28%	34%	24%	27%	22%	61%	31%	20%	15%	27%	25%	31%	30%	30%	22%
Very important (100)	l 1 I 53% I	40%	61%	52%	59% I	55%	43%I	42%	65%	55%	61%	22%	47%	40%	56% I	51%	55%	53% I	49%	55%	57% I
very importante (100)	1 55.01		01/0	3270	33.01	3370	73.0		0370	3370	01/0	2270	4770	4070	1000	31/0	3370	1	4370	3370	37,01
DK/NR	j 7% j	8%	3%	6%	10%	5%	7%	7%	4%	4%	7%	17%	0%	6%	15%	8%	8%	3%	11%	5%	1%
chi²:					ļ										ļ			ļ	+		-
± at 50%:	   7	15	14	14	15 i	8	18	15	16	16	16	47	29	33	39 i	13	12	12	10	16	14
mean for these data:	84.60	81.81	85.97	83.31		85.76						81.66	73.72		87.18				83.70		84.02
standard error:	1.49	2.68	3.14	3.06	2.55	1.55	4.89	2.89	2.65	3.60	2.79	6.48	9.94	8.60	8.75	2.75	2.51	2.45	2.26	2.78	2.77
sig. test for means:	ļ I						I				I				I			I			
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4	+	DEPT	H OF	YE	ARS OF	EXISTEN	CE		C	LIENT L	OCATION	S			GROSS R	EVENUES			-EMPLOY	MENT	+
		RELATI	ONSHIP				11										- 1				
		_		Less			years										Į.				
				than 1		10	and			Alber-	D.C	II.C.A	0+6		\$250k-	\$1M-	¢ E M . I	, -	г о	10 40	FO. 1
	TOTAL	term.	term	year	years	years	more	гора	Sask.	ta	BC	USA	other	<\$250k	<\$1M	<\$5M	\$5M+	< 5	5-9	10-49	50+
Q13E the fairness of the service	process	;					i														
weightd # of participants:	   227	140	86	33	45	75	65 j	48	76	46	41	23	46	97	37	35	18 j	124	31	44	16 j
	100%		38%		20%	33%	28%	21%	33%	20%	18%	10%	20%		16%	16%	8%	55%	14%	19%	7%
real # of participants:	219	116	103	35	44	71	59	52	54	49	44	22	47	97	34	32	18	119	30	43	16
Very unimportant (0)	2%	3%	0%	0%	0%	0%	3%	0%	0%	2%	0%	0%	4%	0%	2%	5%	0% [	1%	0%	4%	0% [
Unimportant (25)	   1%	1%	1%	0%	0%	2%	+ I 0% I	0%	1%	0%	0%	0%	2%	0%	0%	+ 2%	4% I	0%	0%	4%	0% I
on important (23)	i 1/01	170	170	0.0	070	270	0.01	070	170	070	070	0.0	270	070	070	270	1,01	070	070	+	0.01
Neutral (50)	11%	12%	8%	3%	14%	7%	19%	15%	12%	13%	6%	38%	11%	5%	24%	15%	30% j	6%	17%	17%	23%
							+								+		!				
Important (75)	27%	27%	29%	26%	21%	29%	30%	19%	25%	17%	35%	34%	31%	27%	19%	22%	46%	27%	30%	23%	28%
Very important (100)	ı	52%	54%	55%	57%	59%	44%	55%	54%	64%	50%	19%	48%	62%	54%	55%	20%	59%	48%	52%	38%
	i i		į				į						į				į				j
DK/NR	7%	6%	8%	16%	7%	4%	4%	11%	8%	4%	8%	8%	4%	7%	0%	0%	0%	8%	5%	0%	11%
chi²:				+			!							(**)			!				
± at 50%:	I I I 71	10	10	18	16	12	14	14	14	15	16	22	15	11	18	18	25 I	10	19	16	26
mean for these data:	84.60			90.62				86.28						90.32							79.26
standard error:	1.49		1.81		2.97	2.22	3.17		2.73	3.21	2.48	4.39	3.83		4.22	4.97	4.85	1.64	3.65	4.23	5.40
sig. test for means:	l İ		j	*			* [					**	j	***			**	**			į
+	+																				+

	+		-WD PRO	VINCE		TY	PE		-WD PRO	VINCE			-WD PRO	VINCE		CONTA	CTS WIT	H WD	FIRST	. MD COV	ITACT+
	1 1				- 1		- 1	* C0	MMERCIA	L CLIEN	ITS *	* NOT-	FOR-PRO	FIT CLI	ENTS *	OVER T	HE PAST	YEAR	Less		More
	1 1				- 1	Com-	Not											- 1	than 1	1 to 2	than 2
					- 1	mer-	for											6 and	year	years	years
	TOTAL	BC	Alta	Sask.	Man.	cial	profit	BC	Alta	Sask.	Man.	l BC	Alta	Sask.	Man.	0nce	times	more	ago	ago	ago
Q13F keeping information confide	++ ntial I				+ I		+					 						+ I			
weightd # of participants:	227	44	52	88	43 İ	180	35 İ	39	40	66	34	i 4	12	13	6	70	82	72 i	110	52	63 İ
	i 100% i	19%	23%	39%	19% j	80%	16% j	17%	18%	29%	15%	2%	5%	6%	3%	31%	36%	32% j	48%	23%	28% j
real # of participants:	219 j	51	58	59	51 j	174	35	46	45	42	41	5	13	10	7	61	81	74 j	117	42	58 j
Very unimportant (0)	1%	3%	2%	0%	0%	0%	5%	2%	0%	0%	0%	17%	7%	0%	0%	1%	1%	1%	1%	1%	0%
					- 1	-	+											- 1			I
Unimportant (25)	1%	3%	2%	0%	0%	1%	0%	4%	2%	0%	0%	0%	0%	0%	0%	0%	3%	0%	2%	0%	0%
	!				!												+	!			!
Neutral (50)	5%	3%	3%	4%	12%	6%	5% [	4%	4%	4%	12%	0%	0%	6%	15%	6%	3%	7%	5%	5%	6% [
Important (75)	1 20%	21%	1.00/	27%	1.00	2.00/	220/1	210	COV	200	1 50/		220	20%	27%	2.50/	210/	1 50/1	1.00/	2.00/	1 40/ 1
Important (75)	20%	21%	10%	2/%	16%	20%	23%	21%	6%	29%	15%	22%	23%	20%	2/%	25%	21%	15%	19%	30%	14%
Very important (100)	ı 64% l	59%	76%	59%	65%	63%	68% I	58%	78%	56%	65%	I 61%	69%	74%	58%	57%	62%	73%I	59%	62%	75% l
very important (100)	1 04701	3370	+	3370	05/01	05/0	1	30%	+	30%	03/0	1 01/0	03/0	7 - 70	30%	3770	0270	+1	3370	0270	+1
DK/NR	i 9% i	10%	7%	10%	8% İ	10%	0% İ	11%	9%	11%	7%	I 0%	0%	0%	0%	11%	11%	4% İ	14%	2%	6% İ
	i "i				i							i						i	+		i
chi²:	i i				į		į				i	İ			i			i			i
± at 50%:	j 7 j	15	14	14	15	8	18	15	16	16	16		29	33	39		12	12	10	16	14
mean for these data:												77.75								88.33	93.27
standard error:	1.33	3.72	2.68	1.97	2.63	1.42	4.04	3.62	2.56	2.39	2.96	18.43	7.75	4.78	7.60	2.58	2.32	2.10	2.09	2.85	1.93
sig. test for means:					I		- 1											- 1			*
•	+																				+

	+	DEPT	H OF	YE	ARS OF	EXISTEN	CE		C	LIENT L	OCATION	S			GROSS R	EVENUES			-EMPLOY	MENT	+
		RELATI	ONSHIP				11										- 1				
				Less			years										- 1				
				than 1		10	and			Alber-	D.C		0.4.1		\$250k-	\$1M-	¢ 5 M	< 5	- 0	10 10	50.1
	TOTAL	term	term	year.	years	years	more	гора	Sask.	ta	BC	USA	other.	<\$250k	<\$1M	<\$5M	\$5M+	< 5	5-9	10-49	50+
Q13F keeping information confiden	ntial						i														
weightd # of participants:	227	140	86	33	45	75	65 j	48	76	46	41	23	46	97	37	35	18	124	31	44	16
	100%		38%		20%	33%	28%	21%	33%	20%	18%	10%	20%		16%	16%	8%	55%	14%	19%	7%
real # of participants:	219	116	103	35	44	71	59	52	54	49	44	22	47	97	34	32	18	119	30	43	16
Very unimportant (0)	1%	1%	2%	0%	2%	0%	1%	0%	0%	0%	4%	3%	2%	2%	0%	0%	0%	1%	0%	0%	0%
Unimportant (25)	   1%	1%	2%	0%	2%	1%	1% I	0%	0%	0%	0%	3%	5%	0%	4%	0%	5% I	0%	2%	2%	5% I
	i - i												++				- 1				i
Neutral (50)	5%	3%	10%	0%	4%	5%	10%	7%	2%	2%	4%	12%	6%	3%	9%	5%	20%	3%	8%	4%	22%
Important (75)	l I I 20% I	26%	10%	14%	30%	20%	16% I	16%	29%	11%	16%	29%	14%	22%	12%	23%	15%	21%	11%	25%	17%
Important (73)	20%  	++		1470	30%	20%	10/01	10%	+	1170	10%	2370	1470	2270	1270	2370	13/0	2170	1170	2370	1//01
Very important (100)	64%	60%	70%	73%	59%	67%	60% j	68%	58%	81%	67%	41%	62%	66%	69%	62%	54%	65%	76%	61%	38%
							!			++							!				!
DK/NR	9%	10%	8%	13%	4%	7%	12%	9%	11%	6%	10%	13%	12%	8%	5%	10%	5%	9%	3%	8%	17%
chi²:	! ! ! !	(*)					ł										-				-
± at 50%:	į 7į	10	10	18	16	12	14	14	14	15	16	22	15	11	18	18	25	10	19	16	26
mean for these data:	89.68	90.18	88.90	96.06	87.31						89.57	78.81	86.73	90.98	88.71	90.92	81.45	91.06	91.28	89.54	76.57
standard error:	1.33	1.58	2.29		3.07	2.01	2.96	2.28	1.93	1.58	3.63	6.02	3.80	1.87	3.68	2.72	6.00	1.64	3.45	2.66	6.88
sig. test for means:				**			I			**							- 1				
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	+		-WD PRO	VINCE		TY	PE													WD CON	
					ļ	Com-	Noti	* C0	MMERCIA	L CLIEN	TS *	* NOT-	FOR-PRO	FIT CLI	ENTS *	OVER T	HE PAST		Less than 1	1 to 2	More  than 21
	ii				j	mer-	for	20			!				j			6 and	year	years	years
	TOTAL  ++	ВС	Alta	Sask.	Man.	cial	profit	BC	Alta	Sask.	Man.	BC	Alta	Sask.	Man.	Once	times	more	ago	ago	ago
Q13G making corrections if there	is a pr	oblem			i		ĺ				Ì				i			i			i
weightd # of participants:	227	44	52	88	43	180	35	39	40	66	34	4	12	13	6	70	82	72	110	52	63
real # of participants:	100%    219	19% 51	23% 58	39% 59	19%  51	80% 174	16%  35	17% 46	18% 45	29% 42	15%  41	2%	5% 13	6% 10	3%  7	31% 61	36% 81	32%  74	48% 117	23% 42	28%  58
Very unimportant (0)	1%	0%	2%	2%	0%	1%	2%	0%	0%	3%	0%	0%	7%	0%	0%	1%	2%	0%	2%	0%	0%
Hadamantant (25)		00/	200	00/	001	00/	001	000	200	00/	000	000	00/	00/	00/1	00/	00/	001	00/	00/	10/1
Unimportant (25)	0%  	0%	2%	0%	0%	0%	0%	0%	2%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%
Neutral (50)	9%	12%	3%	14%	2%	9%	12%	11%	2%	14%	2%	17%	7%	20%	0%	11%	4%	12%	4%	12%	14%
Important (75)	   23%	25%	23%	+ 26%	15%	20%	38% I	23%	25%	18%	17%	39%	16%	68%	15% l	17%	21%	33% I	21%	22%	28% I
Important (75)	23%  	25%	23%	26%	15%	20%	36%	23%	25%	18%	1/%	39%	16%	68%	15%	1/%	21%	33%	21%	22%	28%
Very important (100)	54% [	50%	57%	46%	71%	56%	45%	51%	56%	52%	69%	44%	61%	12%	85% j	47%	63%	49%	54%	64%	44%
DK/NR	   13%	13%	14%	12%	++  12%	14%	3% I	15%	16%	14%	12%	0%	8%	0%	0% I	24%	10%	6% I	18%	2%	13% I
DIA/ NIK	15%	1370	1470	1270	12.01	1470	3.01	1370	10%	1470	12/0	0.0	076	076	0.01	++	10%	-	+	-	13/0
Chi <sup>2</sup> :	_ [				<u>. j</u>	_										(**)			(*)		
± at 50%:   mean for these data:	7    86.73	15 86.13	14 88.11	14 82.37	15   94 . 60	8 87.57	18  81.49	15 86.68	16 89.54	16 83.57	16	47 81.93	29 83.54	33 73.00	39   96.35	13 85.82	12 89.56	12   84.79	10 88.13	16 88.11	14  82.69
standard error:	1.45	2.75	2.93	3.13	1.74	1.62	3.74	2.91	2.75	4.07	2.06		8.83	4.61	3.66		2.34	2.14	2.15	2.79	2.81
sig. test for means:	į į			*	***		į				**			*	**j			į			į

	+	DEPT	H OF	YE	ARS OF	EXISTEN	CE		C	LIENT L	OCATION	S			GROSS R	EVENUES			-EMPLOY	MENT	+
		RELATI	ONSHIP				11										- 1				
				Less			years										- 1				
				than 1		10	and			Alber-	D.C		0.4.1		\$250k-	\$1M-	¢ 5 M	< 5	- 0	10 10	50.1
	TOTAL	term.	term	year	years	years	more	гора	Sask.	ta	BC	USA	other	<\$250k	<\$1M	<\$5M	\$5M+	< 5	5-9	10-49	50+
Q13G making corrections if there	lis a pr	oblem					i										i				
weightd # of participants:	227	140	86	33	45	75	65 j	48	76	46	41	23	46	97	37	35	18 j	124	31	44	16 j
	100%	62%	38%	14%	20%	33%	28%	21%	33%	20%	18%	10%	20%	43%	16%	16%	8%	55%	14%	19%	7% [
real # of participants:	219	116	103	35	44	71	59	52	54	49	44	22	47	97	34	32	18	119	30	43	16
Very unimportant (0)	1%	2%	0%	0%	0%	0%	3%	0%	0%	0%	0%	0%	4%	0%	0%	5%	0%	0%	0%	4%	0% [
Unimportant (25)	00/1	1%	00/	0%	0%	1%	+ I 0% I	0%	0%	0%	0%	0%	++	0%	0%	++ 2%	00/ 1	0%	0%	++ 2%	0% I
Unimportant (25)	0%	1%	0%	0%	0%	1%	U% J	0%	0%	0%	0%	0%	2%	0%	0%	276	0%	0%	0%	2%	0%
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Important (75)	23%	23%	24%	18%	22%	22%	28%	16%	26%	23%	16%	49%	13%	17%	26%	29%	35%	19%	22%	30%	29%
V	[	F 10/	F 00'	F 00/	F 20/	E 40/	500	C 40/	F 00'	600	F.C0/	2.10	600		E 40/	F 10/	2.40	F 00/	F 70/	F 00/	420/1
Very important (100)	54%	51%	59%	58%	53%	54%	50%	64%	50%	60%	56%	31%	60%	62%	54%	51%	34%	59%	57%	50%	43%
DK/NR	ı 13% I	12%	14%	24%	10%	11%	12%	15%	13%	12%	16%	8%	12%	14%	3%	4%	20%	14%	8%	4%	28%
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± at 50%:	7	10	10		16	12	14	14	14	15	16	22	15		18	18	25	10	19	16	26
mean for these data:		84.10		94.04																	90.02
standard error:	1.45	2.23	1.49	2.09	2.96	2.44	3.14	2.24	2.59	2.35	3.03	3.70	4.16	1.76	3.36	4.97	4.71	1.63	3.61	4.03	3.70
sig. test for means:	I I	*	*	• • •			I	•					l	•			- 1				1

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	TOTAL	BC	Alta	Sask.	Man.	cial	profit	BC	Alta	Sask.	Man.	l BC	Alta	Sask.	Man.	Once	times	more	ago	ago	ago
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weightd # of participants:	227	44	52	88	43 İ	180	35 İ	39	40	66	34	4	12	13	6	70	82	72	110	52	63
9	i 100%i	19%	23%	39%	19%	80%	16%	17%	18%	29%	15%	2%	5%	6%	3%	31%	36%	32% j	48%	23%	28%
real # of participants:	j 219 j	51	58	59	51 j	174	35 j	46	45	42	41	5	13	10	7	61	81	74 j	117	42	58 j
Very unimportant (0)	1%	0%	0%	2%	2% [	1%	0% [	0%	0%	3%	2%	0%	0%	0%	0%	0%	2%	1%	2%	2%	0% j
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Unimportant (25)	2%	2%	2%	2%	2%	2%	2%	2%	0%	3%	3%	0%	7%	0%	0%	0%	2%	4%	1%	2%	4%
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Neutral (50)	12%	10%	9%	18%	6%	11%	18%	9%	11%	15%	8%	17%	0%	42%	0%	14%	8%	14%	7%	14%	18%
Important (75)	I 1 I 28% I	28%	17%	31%	33% I	30%	24% I	29%	16%	38%	31%	l I 17%	23%	12%	57% l	l I 29%	30%	23%	28%	19%	33% I
Important (75)	20/0    I	20/0	1 / /6	31/6	33/6	30%	24/01	23/0	10%	30%	31/6	] 1// <sub>0</sub>	23/0	12/6	3 / /6	23/6 	30%	23/0]	20/0	13/6	33/0
Very important (100)	i 54% i	60%	72%	40%	5 5 % I	53%	53%	60%	73%	35%	54%	l 67%	69%	40%	43%	I 55%	56%	54%	58%	62%	41%
(100)	3.70	0070	++		10,00	3370	1	0070	++		3 1.0		0370	1070	.570	1 33.0	3 0 70	3 1,70	50%	0270	-
DK/NR	i 3% i	0%	0%	7%	2%	3%	2%	0%	0%	6%	2%	0%	0%	6%	0%	3%	2%	4%	3%	2%	4% İ
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± at 50%:	7	15	14	14	15	8	18	15	16	16	16		29	33	39		12	12	10	16	14
mean for these data:		86.59		78.24		83.37						87.48				85.42					78.59
standard error:	1.48	2.68	2.37	3.22	3.03	1.68	3.72	2.82	2.56	3.81	3.65	9.72	6.04	8.11	5.12	2.37	2.52	2.78	1.91	3.58	2.96
sig. test for means:			**	*			I		**	*											*
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	!!	Lane	Chambi	Less	1 4. 2		years	Mani		A 1 h a m					¢ > F O I.	¢1M	!				
	I TOTALI		Short	year		10 years	and  more	Mani-	Sask.	Alber- ta	ВС	IISA	Otheri	<\$250k	\$250k- <\$1M	\$1M- <\$5M	\$5M+	< 5	5-9	10-49	50+1
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weightd # of participants:	227	140	86	33	45	75	65	48	76	46	41	23	46	97	37	35	18	124	31	44	16
	100%	62%	38%	14%	20%	33%	28%	21%	33%	20%	18%	10% 22	20%	43%	16%	16%	8%	55%	14%	19%	7%
real # of participants: Very unimportant (0)	219     1%	116 2%	103   0%	35 2%	44 0%	71 0%	59   3%1	52 2%	54 0%	49 0%	44 0%	22 0%	47   4%	97 1%	34 0%	32 5%	18   0%	119 0%	30 3%	43 4%	16   0%
very unimportant (0)	1 1/01	270	0.01	2 /0	0 /6	076	3/0	2./0	076	076	076	0./6	+/0	1/0	0 /6	J /0 +	0.01	0 /6	3/0	+ 70	0.61
Unimportant (25)	2%	3%	1%	0%	0%	4%	3%	2%	0%	2%	7%	0%	2%	3%	2%	0%	5%	3%	0%	0%	5%
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Neutral (50)	12%	13%	10%	8%	17%	6%	20%	17%	21%	12%	12%	16%	8%	8%	15%	20%	10%	12%	8%	19%	6% [
Important (75)	l 1 l 28% l	28%	28%	18%	34%	40%	+   17%	25%	29%	15%	23%	52%	32% I	27%	29%	27%	40% I	24%	45%	27%	ا 29% ا
Important (73)	20%	20%	20/01	10%	3470	++	-	2.370	23/0	10%	23/0	32/0	32/0	21/0	2370	21/0	40%]	24/0	+ 3 %	21/0	23/0
Very important (100)	54%	50%	61%	66%	47%	48%	54%	54%	42%	71%	59%	32%	54%	57%	53%	47%	45% j	57%	44%	50%	49%
	11		1				1			++											1
DK/NR	3%	5%	1%	6%	2%	2%	4%	2%	8%	0%	0%	0%	0%	4%	0%	0%	0%	4%	0%	0%	11%
chi²:			-				-	(**)	+++								-				
± at 50%:	i 7i	10	10	18	16	12	14	14	14	15	16	22	15	11	18	18	25	10	19	16	26
mean for these data:	84.00	81.82	87.39	88.35	82.82	83.83	80.18	82.22	80.76	88.98	83.23	78.88		85.45	83.37	77.85		85.41	81.95	79.64	84.11
standard error:	1.48	2.22	1.77	3.72	2.87	2.29	3.50	3.28	2.82	2.77	3.56	3.66	3.66	2.17	3.55	4.78	5.01	1.92	3.83	3.92	5.71
sig. test for means:	1 1	*	*				I			*			I				I				- 1
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	TOTAL	D.C	4740	Coole	Man	mer-	for	D.C	4140	Caele	Man	ВС	4140	Coole	Man	0		6 and			
	TOTAL	ВС	ALLA	Sask.	Man.	CIAL	profit	ВС	ALLA	Sask.	Man.		ALLA	Sask.		Once	Lilles	more	ago	ago	agol
Q13I the identification of service	es offe	red by			į		į				į				į			į			<u> </u>
other organizations	227	4.4	F 2	0.0	42	100	35	20	40		24	4	1.7	1.7	_	70	0.3	72	110	F 2	62
weightd # of participants:	227   100%	44 19%	52 23%	88 39%	43   19%	180 80%	35   16%	39 17%	40 18%	66 29%	34   15%	2%	12 5%	13 6%	6   3%	70 31%	82 36%	72   32%	110 48%	52 23%	63   28%
real # of participants:	219	51	58	59	51	174	35 I	46	45	42	41	5	13	10	7 I	61	81	74 1	117	42	58
Very unimportant (0)	4%	3%	3%	5%	2%	4%	5% i	4%	2%	7%	0% i	0%	7%	0%	15%		4%	4%	5%	0%	6% i
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Unimportant (25)	6% [	4%	5%	8%	2%	4%	13%	4%	2%	7%	3% [	0%	16%	20%	0% [	1%	3%	13%	6%	2%	9% į
Neutral (50)	20%1	15%	17%	23%	23% I	18%	27% I	12%	15%	21%	22%	39%	23%	26%	28% I	15%	17%	28%	17%	22%	22%
Neutral (50)	20%	1370	1770	2370	23/01	10%	27.01	1270	1370	21/0	22/01	3 3 70	2370	2070	20%	1370	1770	+1	1770	2270	22.01
Important (75)	26%	36%	19%	29%	16%	27%	25%	38%	20%	30%	17%	22%	15%	40%	15%	33%	24%	22%	24%	28%	27%
Very important (100)	40% l	36%	52%	30%	53%I	43%	25% I	40%	56%	32%	54% I	0%	39%	14%	43% I	40%	48%	31%I	44%	44%	31% l
very important (100)	10/01	30%	7270	-	22/01	+ 77/0	- 1	40%	3070	J 2 70 -	J-7/0	0.70	3370	1470	73/01	40%	7070	31/0	4470	4470	31/0
DK/NR	5%	6%	3%	5%	4%	4%	5%	2%	4%	4%	5%	39%	0%	0%	0%	8%	4%	2%	5%	3%	5%
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chi²:	_!				!	_	!				!				!	(*)		!			!
± at 50%:	71	15	14	14	15	8	18	15	16	16	16	47	29	33	39		12	12	10	16	14
mean for these data:			78.73										65.43				78.20				68.25
standard error:   sig. test for means:	1.91	3.69	3.73	3.85	3.66	2.10	5.15	3.86	3.75	4.73	3.68	8.75	9.68	7.93	14.41	3.10	3.10	3.46	2.71	3.40	4.00
316. LEST TOT MEATIS.					ا		ا				ا							ا			+

<del>-</del>	·			YE	ARS OF	EXISTEN			C	LIENT L	OCATION	S			GROSS R	EVENUES			-EMPLOY	MENT	+
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	TOTAL		Short term	than 1		10 years	and  more		Sask.	Alber- ta	ВС	USA	0ther	<\$250k	\$250k- <\$1M	\$1M- <\$5M	;  +85 	<5	5-9	10-49	50+  
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weightd # of participants:	227   100%	140 62%	86   38%	33 14%	45 20%	75 33%	65 j 28% j	48 21%	76 33%	46 20%	41 18%	23 10%	46 20%	97 43%	37 16%	35 16%	18   8%	124 55%	31 14%	44 19%	16   7%
real # of participants: Very unimportant (0)	219   4%	116 4%	103   4%	35 2%	44 0%	71 5%	59   4%	52 3%	54 3%	49 2%	44 6%	22 0%	47 6%	97 4%	34 0%	32 8%	18   0%	119 3%	30 0%	43 6%	16   5%
Unimportant (25)	   6%	5%	7%	2%	8%	4%	9%     9%	9%	8%	10%	9%	0%	6%	5%	15%	0%	15%	6%	6%	4%	11%
Neutral (50)	20%	23%	15%	5%	23%	20%	22%	23%	24%	23%	20%	24%	13%	17%	24%	31%	10%	16%	16%	29%	28%
Important (75)	26%	26%	25%	19%	30%	30%	25%	11%	25%	15%	28%	43%	30%	20%	20%	34%	51%	21%	34%	30%	29%
Very important (100)	40%	36%	47%	63%	35%	35%	39%	51%	34%	46%	34%	33%	42%	49%	39%	27%	24%	48%	36%	29%	27%
DK/NR	5%	6%	3%		4%	7%	1%	2%	6%	4%	4%	0%	4%	5%	2%	0%	0%	6%	8%	2%	0%
chi²: ± at 50%:		10	10 i	18	16	12	     14	14	14	15	16	22	15	(*) 11	18	18	25 I	10	19	16	26 I
mean for these data: standard error:	74.53   1.91	72.94		87.50	74.02 3.77	73.18 3.39	71.95	74.70		74.60 4.20				77.65			71.38		76.97 4.44	68.44 4.35	65.07
sig. test for means:	l			**			ا 														 +

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	!!				!	Com-	Not i	* C0	MMERCIA	L CLIEN	TS *	* NOT-	FOR-PRO	FIT CLI	ENTS *	OVER T	HE PAST		Less	1 to 2	More  than 2
	i i				i	mer-	for				i				i		2 - 5	6 and		years	
	TOTAL	ВС	Alta	Sask.	Man.	cial	profit	ВС	Alta	Sask.	Man.	ВС	Alta	Sask.	Man.	0nce	times	more	ago	ago	ago
Q13J the follow-through to see i	f you go	t what	you		   		   				   				   			   			
weightd # of participants:	227   1 100%	44 19%	52 23%	88 39%	43   19%	180 80%	35   16%	39 17%	40 18%	66 29%	34   15%	4 2%	12 5%	13 6%	6 j 3% l	70 31%	82 36%	72 j 32% l	110 48%	52 23%	63   28%
real # of participants:	219	51	58	59	51	174	35	46	45	42	41	5	13	10	7	61	81	74	117	42	58
Very unimportant (0)	4%	5%	3%	5%	0% [	4%	2% [	6%	2%	7%	0%	0%	7%	0%	0%	3%	7%	0%	7%	0%	1%
Unimportant (25)	   4%  	2%	5%	2%	   88 	2%	13%  ++	2%	2%	0%	7%  + 1	0%	15%	14%	15%    15%	2%	+ 4%	-   5%  	2%	5%	6%   
Neutral (50)	16%	11%	19%	20%	12%	16%	23%	10%	20%	19%	12%	17%	16%	34%	15%	19%	7%	23%	15%	21%	15%
Important (75)	26%	45% +++	23%	22%	20%	27%	30%	43%	22%	23%	20%   	61%	23%	26%	29%     29%	22%	27%	28%	29%	16%	27%
Very important (100)	44%	32%	43%	45%	55%	46%	32%	34%	45%	48%	56%	22%	38%	26%	42%	44%	48%	41%	39%	52%	48%
DK/NR	6%	4%	7%	6%	6%	5%	0%	5%	9%	3%	5% J	0%	0%	0%	0% j	9%	6%	2%	8%	7%	3%
chi²:						(*)					 				l I						l I
± at 50%:	7	15	14	14	15	. 8	18	15	16	16	16		29	33	39		12	12	10	16	14
mean for these data: standard error:	77.31    1.87	75.58 3.65	76.06 3.79	76.60 3.78	82.04  3.59					77.26					74.45		77.50 3.51	2.751	74.46	80.50	
sig. test for means:	1.8/      +	3.65	3.79	3./8	3.59	2.08	4.75    	3.99	3.96	4.52	3.94    	7.90	9.55	0.35	11.08	3.58	3.31	۷./۵    	2.80	3.93	3.32

	+			YE	ARS OF	EXISTEN			C	LIENT L	OCATION	S			GROSS R	EVENUES			-EMPLOY	MENT	+
	 	RELATI	ONSHIP	Less		4 to	11   vears										-				
	   TOTAL		Short term	than 1		10 years	and  more		Sask.	Alber- ta	ВС	USA	Other	<\$250k	\$250k- <\$1M	\$1M- <\$5M	\$5M+  +	<5	5-9	10-49	50+
Q13J the follow-through to see inneeded	f you go	t what	you   				l I										l I				į
weightd # of participants:	227   1 100%	140 62%	86 j 38% j	33 14%	45 20%	75 33%	65   28%	48 21%	76 33%	46 20%	41 18%	23 10%	46 20%	97 43%	37 16%	35 16%	18   8%	124 55%	31 14%	44 19%	16   7%
real # of participants: Very unimportant (0)	219   4%	116 3%	103   5%	35 5%	44 4%	71 2%	59   4%	52 4%	54 5%	49 4%	44 10%	22 0%	47 4%	97 3%	34 5%	32 5%	18   0%	119 3%	30 2%	43 4%	16   0%
Unimportant (25)		4%	4%	0%	10%	2%	4%	9%	4%	10%	2%	4%	4%	4%	12%	0%	5%	4%	9%	0%	5%
Neutral (50)	16%    16%	16%	16%	11%	14%	15%	25%	9%	23%	15%	12%	15%	9%	14%	17%	27%	25%	13%	20%	22%	28%
Important (75)	26%	24%	29%	8%	27%	35%	28%	25%	24%	19%	39%	42%	33%	26%	17%	38%	26%	24%	24%	39%	23%
Very important (100)	44%	44%	44%	63%	43%	43%	34%	46%	40%	44%	34%	30%	48%	49%	49%	30%	39%	50%	42%	35%	26%
DK/NR	6% i	8%	2%   - I	13%	2%	3%	6%	7%	5%	8%	2%	8%	2%	5%	0%	0%	5%	6%	3%	0%	17%
$\frac{\text{chi}^2:}{\pm \ldots \text{ at } 50\%:}$	i i I 71	10	i 10 i	(*) 18	16	12	i 14 i	14	14	15	16	22	15	11	18	18	j 25 i	10	19	16	i 26 i
mean for these data: standard error:	77.31   1.87	77.86		85.56		79.43 2.80	71.98	77.09		74.62 4.50		76.54 4.70		79.84	73.01 5.51	71.84	76.04	79.94		75.19 3.76	71.29
sig. test for means:	 +		I				I							 			ا 				 +

Thinking of your most recent contact with WD, overall, would you say you were very dissatisfied, dissatisfied, neutral, satisfied or very satisfied with the reliability of WD service?

-	+ I I		-WD PRO	VINCE	 I	TY	PE			VINCE L CLIEN						CONTA			FIRST Less	WD CON	TACT+ Morel
	i i				į	Com- mer-	Not  for				į				į				than 1	1 to 2 vears	
	TOTAL	BC	Alta	Sask.	Man.			ВС	Alta	Sask.	Man.	ВС	Alta	Sask.	Man.	0nce	times	more	ago	ago	ago
Q14	 				 																
weightd # of participants:	844     100%	172 20%	201 24%	304 36%	166   20%	696 83%	117   14%	153 18%	169 20%	235 28%	139   16%	17 2%	28 3%	49 6%	22   3%	209 25%	338 40%	280   33%	437 52%	193 23%	201   24%
<pre>real # of participants: DISSATISFIED (very and smwhat)</pre>	842     12%	200 16%	226 6%	218 13%	198   16%	696 13%	118   6%	177 17%	190 6%	163 13%	166   17%	21 4%	32 3%	39 7%	26   8%	184 16%	351 14%	289   8%	466 12%	174 17%	190   9%
SATISFIED (very and smwhat)	   74%  	65%	80%	74%	76%  	73%	-  81%	64%	80% ++	72%	74%  	63%	79%	84%	  88% 	68%	70%	  83%  +++	73%	73%	78%  
Very dissatisfied (0)	6%	8%	3%	5%	9%	6%	1%	9%	3%	5%	9%	0%	0%	2%	4%	5%	8%	4%	6%	9%	3%
Dissatisfied (25)	   7%  	8%	3%	8%	8%    88	7%	- I 4% I	8%	3%	8%	ا   8% ا	4%	3%	5%	4%   4%	10%	7%	4%  - I	6%	8%	- I 6% I
Neutral (50)	13%	20%	14%	13%	8%	14%	14%	19%	13%	15%	8%	32%	18%	9%	4%	16%	16%	9%	15%	10%	13%
Satisfied (75)	   39%  	35%	38%	43%	 37%	39%	43%	36%	37%	42%	-     37% 	34%	44%	49%	ا   39% ا	39%	41%	35%    35%	37%	36%	44%  + I
Very satisfied (100)	35%	30%	42%	32%	39%	34%	37%	29%	43%	30%	37%	30%	35%	36%	50%	29%	29%	48%  +++	36%	37%	33%
Don't know	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
No response	   0%  	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%   	0%	0%	0%	0%   	0%	0%	0%   	0%	0%	0%
chi²: ± at 50%: mean for these data: standard error: sig. test for means:	   4    72.73    0.97		7 78.27 1.63 ***	7 72.06 1.85	7  72.48  2.21		10  77.64  2.06  *	** 8 66.83 2.30 *	8 78.44 1.78 ***	8 70.68 2.17	8  71.22  2.44		18 77.55 3.60	17 77.84 3.60		*** 8 68.95 2.10 *	6 69.41 1.55 **	79.56  1.54  ***		8 70.85 2.39	8  74.74  1.80

Thinking of your most recent contact with WD, overall, would you say you were very dissatisfied, dissatisfied, neutral, satisfied or very satisfied with the reliability of WD service?

4	+	DEPT RELATI		YE	ARS OF	EXISTEN	CE 11		C	LIENT L	OCATION	S			GROSS R	EVENUES			-EMPLOY	MENT	+
	 	Long	     Short	Less than 1 year		10	years  and  more		Sask.	Alber- ta	ВС	USA	0ther	      <\$250k	\$250k- <\$1M	\$1M- <\$5M	    \$5M+	< 5	5-9	10-49	50+
Q14 weightd # of participants:	++                           	507 60% 440	336   40%  402	169 20% 166	172 20% 170	252 30% 258	218   26%   219	154 18% 171	259 31% 203	179 21% 187	161 19% 176	100 12% 98	180 21% 189	351 42%	143 17% 141	100 12% 100	+   65   8%  70	436 52% 428	102 12% 108	162 19% 168	70   8%  73
real # of participants: DISSATISFIED (very and smwhat)	842     12%	12%	13%	11%	14%	12%	14%	14%	12%	9%	14%	16%	14%		11%	11%	9%	13%	19%	11%	10%
SATISFIED (very and smwhat)	74%    74%	75%	73%	79%	71%	74%	71%	76%	75%	77%	66%	67%	76%	   74%	71%	74%	80%	72%	67%	79%	79%
Very dissatisfied (0)	 	6%	6%	6%	5%	6%	7%   	7%	4%	4%	5%	8%	10%	I   5% I	6%	8%	3%	5%	12%	6%	5%
Dissatisfied (25)	7%     7%	6%	7%	4%	9%	7%	6%	7%	8%	4%	8%	7%	5%	9%   9%	5%	3%	7%	8%	7%	5%	5%
Neutral (50)	13% 13%	13%	14%	10%	15%	13%	15%	10%	13%	14%	21%	18%	10%	12%	18%	15%	11%	16%	14%	10%	11%
Satisfied (75)	39%  	40%	38%	40%	43%	36%	37%	37%	41%	35%	33%	34%	41%	40%	36%	38%	48%	39%	29%	41%	42%
Very satisfied (100)	35% i	35%	36%	39%	28%	38%	34%	39%	34%	41%	33%	32%	34%	34%	35%	35%	32%	32%	38%	38%	37%
Don't know	i 0% i	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
No response	i 0% i	0%	0% j	0%	0%	0%	0% i	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
chi²: ± at 50%: mean for these data: standard error: sig. test for means:		5 72.76 1.34	72.69  1.41		8 70.25 2.08	6 73.74 1.77	7  71.13  1.98  		7 73.01 1.89	8 76.22 1.95 *	8 70.07 2.15	11 68.72 3.08		6   72.20   1.50	9 71.98 2.38	10 72.42 2.90	12  75.12  2.91  	5 71.60 1.33	10 68.71 3.24	8 74.99 2.15	12  75.33  3.14

In general, if only one area of the reliability of WD service could be improved, which one should be focussed on?

	+		-WD PRO	VINCE		TY	PE													WD CON	
	 					Com-	Not	* C01	MMERCIA	L CLIEN	ΓS *   	* NOT-	FOR-PRO	FIT CLI	ENTS *   -	OVER T	HE PAST		Less than 1	1 to 2	More  than 2
	i i I TOTALI	ВС	Alta	Sask.	j Man.j	mer- cial	for   profit	ВС	Alta	Sask.	Man.	ВС	Alta	Sask.	j Man.j	0nce	2-5 times	6 and more	year ago	years ago	years  ago
015					i		 i				 ا				 i			÷i			<u> </u>
weightd # of participants:	875   1 100%	185 21%	207 24%	311 36%	171   20%	721 82%	121   14%	166 19%	174 20%	238 27%	142   16%	17 2%	29 3%	51 6%	23   3%	225 26%	348 40%	282   32%	460 53%	198 23%	204   23%
real # of participants: DK/NR	100%    875     46%	215 39%	233 49%	223 45%	20%   20%   50%	724 45%	121	192 40%	196 49%	166 45%	170   46%	21 31%	33 43%	40 39%	27   67%	200	362 42%	292   46%	491 50%	179 39%	193   41%
other	i 14%i	15%	17%		14%	14%	i i	15%	16%	11%	į	15%	21%	15%	į			16%	14%	-	į
	i ï			12%	ï		15%  				15%  	15%			7%  		12%	i		15%	15%  
follow-up if got what needed	12%	12%	9%	14%	10%	11%	12%	12%	9%	11%	12%	4%	9%	21%	4%	11%	11%	13%	12%	13%	11%
id of services from other orgs	9%	12%	9%	7%	9%	9%	9%	11%	10%	7%	8%	15%	6%	7%	11%	7%	10%	8%	9%	9%	9%
business knowledge of officers	5%	5%	5%	6%	5%	6%	3%	5%	5%	7%	6%	11%	6%	0%	0%	7%	6%	4%	5%	7%	6%
guidance provided by officers	5%	8%	4%	6%	2%	5%	4%	8%	4%	6%	3%   	8%	0%	7%	0%	4%	8% ++	3%	4%	7%	3%
delivering on promises made	3%	4%	2%	3%	5%	3%	6%	4%	1%	3%	5%	0%	6%	5%	11%	1%	4%	4%	2%	4%	5%
competence of the officers	2%	1%	3%	3%	2%	3%	1%	1%	3%	4%	2%	0%	6%	0%	0%	3%	3%	1%	1%	1%	6%   +++1
fairness of the process	2%	2%	1%	3%	2%	2%	4%	2%	0%	3%	2%	10%	3%	4%	0%	2%	3%	2%	2%	3%	3%
keeping info confidential	1%	1%	1%	0%	0%	1%	0%	1%	1%	0%	0%	0%	0%	0%	0%	0%	0%	1%	1%	0%	0%
making corrections if problem	1%	1%	0%	1%	0%	0%	1%	0%	0%	1%	0%	4%	0%	2%	0%	0%	0%	1%	1%	0%	0%
courtesy of the officers	0%	1%	0%	0%	1%	1%	0%	1%	0%	0%	1%	0%	0%	0%	0%	0%	1%	0%	0%	1%	0%
chi²: ± at 50%:	i i I 41	7	7	7	 7	4	  9 	8	7	8	   8	23	18	16	20	7	5	 6	5	8	   7  +

In general, if only one area of the reliability of WD service could be improved, which one should be focussed on?

	+			YE	ARS OF	EXISTEN			C	LIENT LO	CATIONS	;			-GROSS RI	EVENUES -			EMPLOY	MENT	+
		RELATI	ONSHIP	Less		4 to	11  vears										- !				- !
	i i		Short	than 1	1 to 3	10	and			Alber-				i	\$250k-	\$1M-	i				i
	TOTAL	term.	term	year	years	years	more	toba	Sask.	ta	BC	USA	Other.	<\$250k	<\$1M	<\$5M	\$5M+	<5	5-9	10-49	50+
Q15	!																				
weightd # of participants:	875     100%	528 60%	347   40%	175 20%	177 20%	261 30%	226   26%	157 18%	265 30%	182 21%	167 19%	108 12%	188 22%	366   42%	147 17%	103 12%	66   8%	453 52%	106 12%	164 19%	73   8%
real # of participants: DK/NR	875   46%	460 44%	415   48%	173 49%	176 43%	268 42%	227   48%	174 47%	208 43%	191 46%	183 42%	106 41%	199 45%	365	146 38%	104 42%	71   53%	447 43%	113 40%	170 48%	76   51%
other	   14%	14%	14%	11%	19%	13%	 14%	14%	13%	19%	14%	15%	18%	   17%	15%	15%	14%	15%	14%	14%	17%
follow-up if got what needed	   12%	12%	11%	15%	* 8%	14%	   88	10%	14%	9%	11%	12%	9%	   9%	14%	10%	17%	11%	14%	12%	13%
id of services from other orgs	   9%	9%	9%	7%	8%	12%	-   9%	10%	8%	10%	12%	10%	7%	   8%	12%	12%	5% J	10%	8%	8%	6% j
business knowledge of officers	5%    5%	6%	5%	4%	10%	5%	4%	4%	7%	7%	7%	5%	6%	   7%   +	5%	0%	4%	7%	5%	4%	4%
guidance provided by officers	5%	6%	4%	6%	4%	5%	5%	3%	4%	2%	4%	8%	6%	4%	6%	10%	1%	5%	9%	4%	2%
delivering on promises made	3%	3%	4%	2%	4%	3%	4%	5%	4%	1%	2%	3%	3%	3%	6%	4%	0%	4%	5%	4%	2%
competence of the officers	2%	3%	1%	2%	1%	2%	4% j	3%	3%	3%	3%	3%	1%	2%	3%	2%	3%	2%	2%	2%	4%
fairness of the process	2%	3%	1%	1%	2%	2%	3%	2%	2%	1%	3%	1%	2%	3%	0%	3%	1%	3%	2%	1%	0%
keeping info confidential	1%	1%	0%	1%	0%	1%	0%	0%	0%	1%	0%	1%	2%	0%	1%	2%	0%	0%	1%	2%	0%
making corrections if problem	1%	1%	1%	0%	1%	1%	0%	0%	1%	0%	0%	0%	0%	1%	0%	0%	1%	1%	0%	0%	1%
courtesy of the officers	0%	0%	0%	1%	0%	1%	0%	1%	0%	0%	1%	0%	0%	0% 	0%	1%	0%	0%	1%	1%	0%
chi²: ± at 50%:	   4  +	5	j 5	8	8	6	j 7 j	8	7	8	8	10	7	   5	9	10	12 j	5	10	8	12

In the context of the most recent contact, did WD officers make any referrals to other sources of information or people who might be of assistance to your organization?

	+		-WD PRO	VINCE		TV	PF		-WD PRO	VINCE			-WD PRO	VINCE		CONT A	CTS WIT	H WD	FTRST	. MD CON	TACT+
	i I		-WD TRO	VINCE	I		- 1			L CLIEN				FIT CLI				YEAR	Less		More
					-	Com- mer-	Not  for				- !						2-5		than 1 year	1 to 2	than 2  vears
	TOTAL	ВС	Alta	Sask.	Man.	cial		ВС	Alta	Sask.	Man.	ВС	Alta	Sask.	Man.	0nce	times	more	ago	ago	ago
Q16	++ 				+ I		+ I				+ 				+ 			+ 			
weightd # of participants:	875	185	207 24%	311	171	721	121	166	174	238	142	17	29 3%	51	23 j	225	348	282 j	460	198	204
real # of participants:	100%    875	21% 215	233	36% 223	20%  204	82% 724	14%  121	19% 192	20% 196	27% 166	16%  170	2% 21	33	6% 40	3%  27	26% 200	40% 362	32%  292	53% 491	23% 179	23%  193
Yes	52%	52%	50%	51%	55%	53%	43%	53%	51%	51%	57%	45%	48%	40%	45%	50%	52%	54%	56% ++	47%	46%
No	43%	44%	46%	43%	37%	43%	44%	44%	45%	45%	37%	41%	49%	45%	37%	43%	46%	39%	40%	46%	46%
DK/NR		4%	4%	6%	8%	4%	13%	4%	4%	4%	6%	14%	3%	16%	18%	7%	3%	7%	4%	7%	8%
chi²:					-	***	+++				- !							!	*		-
± at 50%:	4	7	7	7	7	4	9	8	7	8	8	23	18	16	20	7	5	6	5	8	7
	i																				1
	+ +			YE	ARS OF	EXISTEN			C	LIENT LO	CATION	 S		(	GROSS R	EVENUES			 -EMPLOY	MENT	+
	÷ + 	DEPT RELATI			ARS OF		11		C	LIENT LO	CATION	S		(	GROSS R	EVENUES			-EMPLOY	MENT	+
	     	RELATI Long	ONSHIP     Short	Less than 1	1 to 3	4 to 10	11  years  and	Mani-		Alber-				:	\$250k-	\$1M-	   				
	+ 	RELATI	ONSHIP     Short	Less	1 to 3	4 to	11  years	Mani-			DCATION BC						          \$5M+	<5		10-49	+                 
Q16	       TOTAL  ++	RELATI Long term	ONSHIP      Short    term   +	Less than 1 year	1 to 3 years	4 to 10 years	11  years  and  more  	Mani- toba	Sask.	Alber- ta	BC	USA	Other	<\$250k	\$250k- <\$1M	\$1M- <\$5M	    \$5M+ 	<5	5-9	10-49	50+  
	     	RELATI Long	ONSHIP     Short	Less than 1	1 to 3	4 to 10	11  years  and	Mani-		Alber-				:	\$250k-	\$1M-	   				
Q16 weightd # of participants: real # of participants:		Long term  528 60% 460	ONSHIP    Short    term   +   347     40%    415	Less than 1 year  175 20% 173	1 to 3 years	4 to 10 years  261 30% 268	11  years  and  more  +   226   26%  227	Mani - toba  157 18% 174	Sask.  265 30% 208	Alber- ta  182 21% 191	BC  167 19% 183	USA  108 12% 106	Other  188 22% 199	<\$250k  366 42% 365	\$250k- <\$1M  147 17% 146	\$1M- <\$5M  103 12% 104	       \$5M+   +     66   8%    71	<5  453 52% 447	5-9  106 12% 113	10-49  164 19% 170	50+    73   8%  76
Q16 weightd # of participants:		RELATI Long term  528 60%	ONSHIP      Short    term   +     347     40%	Less than 1 year  175 20%	1 to 3 years	4 to 10 years  261 30%	11  years  and  more    226   26%	Mani- toba  157 18%	Sask.  265 30%	Alber- ta  182 21%	BC  167 19%	USA  108 12%	0ther  1 188   22%	<\$250k  366 42%	\$250k- <\$1M  147 17%	\$1M- <\$5M  103 12%	    \$5M+   +     66   8%	<5  453 52%	5-9  106 12%	10-49  164 19%	50+    73   8%
Q16 weightd # of participants: real # of participants:		Long term  528 60% 460	ONSHIP    Short    term   +   347     40%    415	Less than 1 year  175 20% 173 67% +++ 31%	1 to 3 years	4 to 10 years  261 30% 268	11  years  and  more  +   226   26%  227	Mani - toba  157 18% 174 53%	Sask.  265 30% 208	Alber- ta  182 21% 191	BC  167 19% 183	USA  108 12% 106	0ther 1 188 22% 199 60% ++ 36%	<\$250k 366 42% 365 54% +	\$250k- <\$1M  147 17% 146	\$1M- <\$5M  103 12% 104	\$5M+   +     66     8%    71     36%       56%	<5  453 52% 447	5-9  106 12% 113	10-49  164 19% 170	50+    73   8%  76
Q16  weightd # of participants:  real # of participants: Yes		RELATI Long term  528 60% 460 51%	ONSHIP    Short    term  	Less than 1 year  175 20% 173 67% +++	1 to 3 years  177 20% 176 52%	4 to 10 years  261 30% 268 48%	11  years  and  more  	Mani - toba  157 18% 174 53%	Sask.  265 30% 208 47%	Alber- ta  182 21% 191 44%	BC 167 19% 183 49%	USA  108 12% 106 52%	Other  188 22% 199 60% ++	<\$250k  366 42% 365 54% + 40%	\$250k- <\$1M  147 17% 146 44%	\$1M- <\$5M  103 12% 104 58%	   \$5M+   +     66     8%    71     36%  	<5  453 52% 447 54% +	5-9  106 12% 113 44%	10-49  164 19% 170 49%	73   8%   76   46%
Q16  weightd # of participants:  real # of participants: Yes No		RELATI Long term 528 60% 460 51% 43%	ONSHIP    Short    term   +   347   40%    415     53%    42%	Less than 1 year 175 20% 173 67% +++ 31%	1 to 3 years  177 20% 176 52% 43%	4 to 10 years 261 30% 268 48% 45%	11  years  and  more  226   26%  227   45%  -1 48%	Mani- toba  157 18% 174 53% 40%	Sask. 265 30% 208 47% 46%	Alber- ta  182 21% 191 44% - 51% +	BC 167 19% 183 49% 46%	USA  108 12% 106 52% 45%	0ther 188 22% 199 60% ++ 36%	<\$250k  366 42% 365 54% + 40% 5% (*)	\$250k- <\$1M  147 17% 146 44% 48%	\$1M- <\$5M  103 12% 104 58% 39%	\$5M+  +   66   8%  71   36%    56%  +	<5  453 52% 447 54% + 40%	5-9 106 12% 113 44% 49%	10-49  164 19% 170 49%	50+    73   8%  76   46%  48%

Did you follow-up with these referrals? BASE: received referrals

+			-WD PRO	VINCE		TY	PE							OVINCE						WD CON	
!	. !				ļ		!	* C0	MMERCIA	L CLIEN.	TS * [	* NOT-	FOR-PRO	OFIT CLI	ENTS * [	OVER T	HE PAST				Morel
ļ					!	Com-	Not  for				!				!		2 5			1 to 2	
· ·	I TOTALI	ВС	Alta	Sask.	Man.I	mer-	orofit	ВС	Alta	Sask.	Man.	ВС	Alta	Sask.	Man.	Once	times	6 and  morel	year ago	years ago	years  agol
! +	+				+		+				+				+			+			
Q17					- 1		- 1				- 1				- 1			- 1			i
weightd # of participants:	454     100%	96 21%	103 23%	160 35%	95   21%	379 83%	52   12%	88 19%	89 20%	121 27%	81   18%	8 2%	14 3%	20 4%	10   2%	113 25%	179 39%	152   33%	259 57%	94 21%	94   21%
real # of participants:	457	111	116	117	113	384	54	100	100	87	97	10	16	16	12	102	187	158	270	91	89
Yes	74%	76%	73%	72%	79% j	74%	83% j	74%	73%	73%	79% j	100%	75%	87%	75% j	65%	76%	80% j	74%	74%	78% j
No I	   23%	24%	22%	25%	20%	24%	12%	26%	23%	26%	   19%	0%	19%	4%	25%	31%	22%	18%	24%	25%	 17%
DIV (NID	]	00/	40/	20/	201	+	-	00/	40/	20/	20/1	00/	C0/	00/	00%	+	201	201	20/	10/	F0/ I
DK/NR	3%	0%	4%	3%	2%	2%	5%	0%	4%	2%	2%	0%	6%	9%	0%	3%	2%	2%	2%	1%	5%
chi²:					i		i				i				i			i			i
± at 50%:	5 į	10	10	10	10 į	5	14	10	10	11	11	33	26	26	30 j	10	8	8 ј	6	11	11
+		DEPT	H OF	YE	ARS OF	EXISTEN	CE		C	LIENT LO	OCATION	S			GROSS R	EVENUES			-EMPLOY	MENT	+
I		RELATI	ONSHIP				11										- 1				1
ļ			Chamb	Less	1 40 7	4 to 10	years	Mani-		Alber-					\$250k-	\$1M-	!				!
ļ	I TOTALI	term		than 1 year			morel		Sask.	ta	ВС	IISA	Other	  <\$250k	>250K- <\$1M	\$111- <\$5M	\$5M+1	< 5	5-9	10-49	50+1
! +	+		+				+										+				
Q17			- 1				- 1										- 1				į
weightd # of participants:	454	271	183	117	92	125	101	84	124	79	81	56	114	199	65	60	24	246	46	80	34
real # of participants:	100%    457	60% 238	40%  219	26% 115	20% 93	27% 132	22%  101	18% 94	27% 101	17% 84	18% 89	12% 54	25% 119	44% 199	14% 67	13% 62	5%  26	54% 245	10% 50	18% 85	7%  34
Yes I was participants.	437     74%	236 74%	75%1		82%	77%	69%1	75%	71%	74%	78%	77%	75%		72%	77%	75%1	74%	81%	76%	79% I
1.03	1 7 1.70	, .,,	, 5,01	, 1,0	02%	, , , ,	1	, 5,0	, 1,0	, ,,,	, 0,0		, 5,0	, ,,,	, 2,0	, , , ,	, 5,01	, .,,	01/0	, 0,0	, 5,0
No	23%	22%	24%	29%	17%	20%	26%	25%	26%	23%	22%	22%	23%	22%	26%	20%	25%	24%	17%	22%	16%
DK/NR	3%	3%	1%	0%	1%	3%	5%	1%	3%	3%	0%	2%	2%	4%	1%	3%	0%	2%	2%	2%	6%
Chi²:				(*)			+														
± at 50%:   +	5   	7	7	10	11	9	10	11	10	11	11	14	10	7	13	13	20	7	15	11	18

How would you rate the value of these referrals? Were they...  $\ensuremath{\mathsf{BASE}}\xspace$  : followed-up on referrals

	+		-WD PRO	VINCE		TY	PE		-WD PRO	VINCE			-WD PRO	VINCE		CONTA	CTS WIT	H WD	FIRST	WD CON	TACT+
	!!!				ļ	C a	Nati	* C0	MMERCIA	L CLIEN	TS *	* NOT-	FOR-PRO	FIT CLI	ENTS *	OVER T	HE PAST		Less	1 +- 2	More
					l I	Com- mer-	Not  for				ļ				l I		2 - 5	6 and l	than 1 year	vears	
	į TOTALį	BC	Alta	Sask.	Man.	cial	profitİ	BC	Alta	Sask.	Man.	BC	Alta	Sask.	Man.	Once	times	more	ago	ago	ago
018	++ 				+ I		+								+ I						
weightd # of participants:	338	73	76	115	74	282	44	65	65	88	64	8	11	18	8	74	135	121	191	69	74
real # of participants:	100%    343	22% 85	22% 85	34% 84	22%  89	84% 287	13%  45	19% 74	19% 73	26% 63	19%  77		3% 12	5% 14	2%   9	22% 68	40% 142	36%  126	56% 202	20% 69	22%  68
Not at all valuable (0)	9%	10%	7%	9%	11%	11%	4%	12%	73 7%	11%	13%		8%	5%	0%	13%	11%	6%	8%	15%	8%
Net was walked a (1)		0.0/	70/	FOV	1.00	70/	100	00/	70/	40/	1.00	000	00/	00/	j	1.20/	00/	, i	1.00/	F.0/	ĺ
Not very valuable (1)	8%	9%	7%	5%	10%	7%	4%	9%	7%	4%	10%	9%	9%	0%	0%   I	12%	8%	6%  	10%	5%	6%  
Somewhat valuable (2)	37%	38%	35%	39%	32%	38%	35%	38%	37%	43%	31%	41%	25%	35%	44%	37%	40%	30%	38%	38%	34%
Very valuable (3)	43%	37%	44%	45%	43%	40%	56%	36%	41%	41%	42%	41%	58%	61%	ا  56%	33%	40%	ا  53%	41%	41%	47%
DK/NR	   4%	5%	7%	1%	4% I	- 4%	+  2%	4%	8%	1%	4% I	9%	0%	0%	0% I	- 5%	1%	++  6%	4%	1%	[ [
DR/ NR	4/0	370	7 70	170	4.01	470	2/0	470	0./0	1/0	4/0	J 7/0	076	076	0.01	0//0	-	0.0i	470	170	امر
chi²:	į į				į		1.	4.5	4.5	4.5	į		2.0	20	į	(*)		į	_	4.3	į
$\pm$ at 50%: mean for these data:	6	69.34	74.84	11 73.77	70.42	70.64	16  81.77	12 67.95	12 74.30	13 71.45	12   68   66	33 78.27	30 77.83	28 83.95	35   85 . 52	13 65.03	70.48	79 62 I	71.96	13 68.62	13  75.44
standard error:	1.73	3.58	3.35	3.38	3.62		3.78	3.93	3.60		4.05		9.47	6.61	5.85		2.69	2.61	2.19	4.21	3.85
sig. test for means:					I	*	*				I				I	*		**			

How would you rate the value of these referrals? Were they...

BASE:	TOLLOWea-up	on	reterrals

		YEARS	OF EXISTEN	ICE		C	LIENT L	OCATION	S			GROSS R	EVENUES			-EMPLOY	MENT	+
ļ ļ REL	LATIONSHIP	1	1 +0	11						!				!				!
	ا  ong Short	Less		years  andl	Mani-		Alber-			!		\$250k-	\$1M-					!
· · · · · · · · · · · · · · · · · · ·		year yea		more			ta	ВС	USA	Otheri		<\$1M	<\$5M	\$5M+	< 5	5-9	10-49	50+ İ
++	+			+						+				+				
Q18	1			1						1				1				i
weightd # of participants:   338   20	01 137	83 7	5 97	69 j	62	89	59	63	43	85 j	147	47	46	18	181	38	61	26 j
	60% 40%		2% 29%	20%	18%	26%	17%	19%	13%	25%		14%	14%	5%	54%	11%	18%	8%
	79 164		6 103	70	70	73	62	70	42	88	149	49	48	19	182	40	64	27
Not at all valuable (0)   9%  1	11% 7%	6%	7% 13%	13%	5%	9%	6%	10%	11%	15%	8%	18%	11%	5% [	10%	4%	11%	6% [
Not very valuable (1)   8%	7% 9%	11%	8% 5%	6% I	9%	7%	5%	8%	8%	+ I 8% I	6%	4%	9%	4% I	9%	6%	6%	20/1
NOT VELY VALUABLE (1)   0%	7/0 3/0  	11/0	0/0 3/0	0.01	370	7 70	370	0 /0	0 /0	0.01	0./0	470	370	4/0	370	076	0.0	3/0
Somewhat valuable (2)   37%   3	38% 35%	26% 4	6% 45%	34%	40%	41%	41%	35%	36%	37%	40%	33%	48%	31%	35%	36%	50%	24%
				1										1			+	
Very valuable (3)   43%  4	42% 44%	55% 3 ++	5% 34%	40%	43%	42%	44%	42%	44%	34%	42%	41%	29%	45%	43%	54%	28%	53%
DK/NR   4%	3% 4%		4% 3%	8% I	3%	2%	4%	5%	2%	5% I	4%	4%	2%	15%	3%	0%	4%	13%
- · · · · · · · · · · · · · · · · · · ·				+						i								
chi²:	į	(*)		į						į				į				į
± at 50%:   6	8 8	12	12 10	12	12	12	13	12	16	11	9	15	15	24	8	16	13	20
mean for these data:   72.31  71.											73.73					79.88		81.16
	.47 2.40	3.41 3.	37 3.25	4.29	3.42	3.61	3.61	3.94	5.13	3.85	2.48	5.43	4.55	7.06	2.45	4.17	3.90	6.14
sig. test for means:	I	*		- 1						*1				I				Ţ

<b>+</b>		WD PRO	VINCE		T\	/PE									CONTA				WD CON	
				!	Com-	Not I		MMEKCIA	L CLIEN	15 * [	* NOI-	FUK-PKU	FII CLI	ENIS *	OVER T	HE PASI		than 1	1 +0 2	More
	-			¦	mer-	for				¦					l I	2 - 5		year		
i TOTA	Lİ BC	Alta	Sask.	Man.	cial		ВС	Alta	Sask.	Man.	ВС	Alta	Sask.	Man.	0nce	times	more	ago	ago	ago
019A the convenience of the office loc	ation			i						i					I		i			i
mean for these data:   74.2	7  77.81	78.73	70.54	74.07	75.55	65.45	77.35	80.84	72.00	75.06	77.80	69.50	57.41	68.55	71.43	71.70	79.56	70.93	80.55	73.73
sig. test for means:	1			I	*	*				I							**	*	**	
Q19B the variety of methods to access																				
mean for these data:   77.6		79.63	78.90	78.93	77.79	75.07	73.46	80.43	79.53	77.04	62.26	70.62	75.75	88.87	75.52			76.30	79.37	79.39
sig. test for means:	**			I			*			I				**	 +		***			
Q19C the hours of service	75 63	76.50	70 52												-					
mean for these data:   78.1	/  /5.62	/6.58	/8.53	81.88	//.43	82.23	/5./0	/6.59	//.22	80.56	/2.96	79.18	83.46	90.20	79.24	/4.08	82.0/[	//.5/	//.22	80.68
sig. test for means:   019D the comfort of the waiting areas	!			* [											 +		**!			!
mean for these data:   78.5		75 //3													-					
sig. test for means:	1 00.10	73.43														*	**!			77.40
Q19E the signage to find the office	i			+						+					I +		+			
mean for these data:   67.7	9 66.53	71.01	63.77	73.221	67.31	66.631	65.96	70.66	64.22	70.881	64.27	81.59	50.00	81.53	1 64.44	65.34	73.331	66.63	67.47	70.28 i
sig. test for means:	i			i						i			*	*	i		*			i
Q19F the ease of making appointments w	ith offic	cers		<del>-</del>		<del>-</del>				<del>-</del>					+		+			
	1			- 1		- 1				- 1							- 1			- 1
mean for these data:   77.9	8  70.37	79.80	80.26	79.42	77.78	76.24	72.34	81.50	78.77	77.70	51.17	70.00	82.93	88.23	80.41			76.60	79.66	79.72
sig. test for means:	**			I							**			**	l		***			
Q19G the ease of reaching officers															+					
mean for these data:   75.3	2  69.43	/6./2	/6./0	//.52	74.98	/5.56	70.60	//.66	/5.63	/5.54	58.50	69.85	/8.69		/4.91 	/2.23		/4.96	/6.51	/5.8/
sig. test for means:   Q19H the timeliness of responses to te	lonhono d	ar 0					. *							**		**	**			- !
-mail messages	replione (	)ı e													т I		<sub>1</sub>			
mean for these data:   76.0	I RI 71 Q/I	77 /11	78 /17	75 131	75 30	80 331	72 77	77 59	77 40	72 181	62 75	77 72	84 08	88 64	I I 78 83	72 18	79 621	75 85	76 01	77 861
sig. test for means:	1 *	//	70.47	/ 5 . 1 5	73.30	00.55	12.11	11.55	//.40	/2.10	*	//./2	04.00	*	70.03 	***	*1	75.05	70.01	77.00
Q19I the waiting time at the office	i			+						+					ı +		+			
mean for these data:   81.9	4 77.73	82.82	82.90	82.681	81.56	80.901	79.65	83.70	81.49	81.291	58.35	80.69	81.94	89.41	82.31	77.53	86.021	80.81	84.58	81.23
sig. test for means:	i			i						i					İ	**	**			i
+																				+

+-		DEPTI	H OF	YE	ARS OF	EXISTEN	CE			LIENT L	OCATION	S			GROSS R	EVENUES			-EMPLOY	MENT	+
1	- 1	RELATIO	ONSHIP				11										- 1				- 1
I	- 1						years										- 1				- 1
ļ	!			than 1											\$250k-		!	_			!
ļ	TOTAL	term	term	year	years	years	more	toba	Sask.	ta	BC	USA	Other	<\$250k	<\$1M	<\$5M	\$5M+	< 5	5-9	10-49	50+
Q19A the convenience of the office	locat	ion	۱																		
mean for these data:			74.47	69.86	80.78	70.39	75.521	71.23	68.60	77.63	75.71	82.56	79.64	72.71	74.38	76.38	86.60	72.34	79.35	72.04	84.60
sig. test for means:			i i		**		i		*			*					*				*
Q19B the variety of methods to acc	ess th	e servi	ce¦																		i
mean for these data:	77.61	79.49	74.89	76.31	76.88	78.21	78.23	80.89	81.43	80.54	74.70	73.38	76.13	77.44	78.29	79.52	77.94	77.89	78.31	77.13	76.12
sig. test for means:	į	*	*				į		*				i				į				i
Q19C the hours of service	į		+				<del>-</del>										+				i
mean for these data:	78.17	79.86	75.52	75.80	77.30	77.72	80.50	83.13	78.59	78.23	77.10	74.11	79.38	77.54	78.18	78.73	80.97	77.42	80.16	78.50	81.14
sig. test for means:	1	*	*					**									1				- 1
Q19D the comfort of the waiting ar	eas		+				+							+			+				
mean for these data:	78.50	79.88	75.41	77.95	81.35	74.22	79.96	79.84	75.54	74.44	77.70	84.26	82.65	75.68	80.68	77.81	90.24	76.91	78.80	79.64	78.63
sig. test for means:	- 1												*				*				- 1
Q19E the signage to find the offic			+														+				
mean for these data:	67.79	68.52	66.17	67.80	69.22	63.91	69.69	68.95	59.05	65.06	62.15	68.55	75.28	61.83	67.12	69.04	79.74	63.94	71.13	69.69	73.18
sig. test for means:	- 1								*				**	*			*				- 1
Q19F the ease of making appointmen	nts wit	h office	ers+				+										+				
	- 1																- 1				I
mean for these data:	77.98			76.86	77.02	78.24	78.25	84.25	79.29	82.21	72.96	76.61	78.32	76.63	78.14	78.86	86.19	76.89	74.41	80.75	80.93
sig. test for means:	- 1	*	*					*			*						**				
Q19G the ease of reaching officers			+														+				
mean for these data:	75.32			75.62	75.45	73.97	75.26	79.36	77.45	75.01	69.97	71.08	76.41	73.89	77.58	76.47	77.61	74.80	72.36	75.69	77.28
sig. test for means:	- 1	**	**					*			*						I				
Q19H the timeliness of responses t	to tele	phone o	r e+				+							+			+				
-mail messages							!										!				!
mean for these data:	76.08	78.05	73.30	75.68	75.14	74.68	78.37	81.22	79.45	76.66	73.24	69.97	76.30	75.08	75.34	78.74	79.22	75.62	72.55	76.41	80.08
sig. test for means:	!	*	*					*				*					I				
Q19I the waiting time at the office		02.26	+				+							+			+				
mean for these data:	81.94	83.30	/8.79	82.14	83.80	/8.80	82.16	83.77	82.11	84.00	80.40	/8.76	84.98	80.87	81.60	81.61	93.83	81.00	81.89	82.29	85.23
sig. test for means:	I		I				I										**				!
+-																					+

	+ 		-WD PRO	VINCE	 I	TY	PE I		-WD PRO'					VINCE FIT CLI		CONTA	CTS WIT		FIRST Less	WD CON	TACT+ Morel
	i i				į	Com- mer-	Not  for				į				į		2-5	i 6 and		1 to 2 years	
	į TOTALį	ВС	Alta	Sask.	Man.į	cial	profit	ВС	Alta	Sask.	Man.	ВС	Alta	Sask.	Man.	0nce	times	more	ago	ago	ago
Q19A the convenience of the offi					i		i				i				i			i			
weightd # of participants:	300     100%	52 17%	61 20%	119 40%	67   22%	250 84%	36   12%	47 16%	53 18%	95 32%	55   18%	4 1%	7 2%	14 5%	10   3%	79 26%	112 37%	104   35%	137 46%	80 27%	82   27%
real # of participants: DISSATISFIED (very and smwhat)	287   1 10%	58 8%	69 8%	79 10%	81   11%	241 8%	35   22%	52 9%	60 5%	62 8%	67   10%	5	8 24%	10 31%	12   17%	57	114 12%	111   6%	139 12%	72 6%	76   10%
SATISFIED (very and smwhat)	   73%  	71%	80%	69%	77%  	74%	63%	72%	83%	70%	76%    76%	56%	63%	56%	75%    75%	70%	68%	  80%  +	69%	80%	75%  
Very dissatisfied (0)	3%	1%	2%	3%	5%	3%	2%	2%	2%	4%	4%	0%	0%	0%	9%	5%	3%	0%	4%	1%	3%
Dissatisfied (25)		7%	7%	8%	6%   	5%	19%  ++	7%	3%	5%	6%   	0%	24%	31%	8%   8%	6%	9%	- I 6%	8%	5%	7%   
Neutral (50)	17%	21%	12%	20%	12%	17%	16%	19%	12%	22%	13%	44%	13%	13%	9%	19%	19%	14%	19%	15%	15%
Satisfied (75)	37%	22%	34%	43%	41%	36%	39%	25%	36%	39%	38%   38%	0%	25%	50%	50%	38%	35%	37%	38%	31%	41%
Very satisfied (100)	36%	49%	45%	27%	35%	39%	24%	48%	47%	30%	39%   	56%	39%	6%	25%	32%	34%	43%	31%	49%	33%
Don't know	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
No response	   0%  	0%	0%	0%	0%     	0%	0%     	0%	0%	0%	ا   0% 	0%	0%	0%	ا   0% 	0%	0%	0%    	0%	0%	0%    
chi²: ± at 50%:	   6	14	13	12	12 I	(**) 7	18 I	14	13	13	13 i	47	37	33	30 I	14	10	10 I	9	12	 121
mean for these data: standard error: sig. test for means:	74.27   74.27   1.52		78.73 2.98	70.54	74.07  3.01	75.55 1.65 *					75.06	77.80 12.63	69.50		68.55  8.85	71.43		79.56		80.55 2.75 **	73.73

+				YE	ARS OF	EXISTEN			C	LIENT L	OCATION	S			GROSS R	EVENUES			-EMPLOY	MENT	+
		RELATI	ONSHIP	Less		4 to	11   vears										-				
į	ii			than 1		10	and	Mani-		Alber-			j j		\$250k-	\$1M-	j	_			į
 	TOTAL	term	term	year	years	years	more	toba	Sask.	ta	BC	USA	Other	<\$250k	<\$1M	<\$5M	\$5M+	< 5	5-9	10-49	50+
Q19A the convenience of the offic			i				i						Ì				i				i
weightd # of participants:	300   100%	209 70%	91   30%	77 26%	73 24%	89 30%	51   17%	59 20%	96 32%	67 22%	55 18%	36 12%	65   22%	144 48%	51 17%	24 8%	13   4%	175 58%	31 10%	41 14%	16   5%
real # of participants:	287	180	107	70	68	90	52	65	70	67	55	31	67	135	51	27	14	164	34	43	18
DISSATISFIED (very and smwhat)	10%	10%	8%	14%	2%	13%	10%	11%	12%	8%	9%	3%	3%	11%	9%	10%	0% [	11%	8%	6%	5%
SATISFIED (very and smwhat)	73%	73%	74%  	66%	83%	66%	78%  	71%	66%	75%	69%	89%	81%	72%	74%	72%	94%	71%	84%	66%	90%
Very dissatisfied (0)	3%	2%	5%	2%	0%	5%	5%	6%	4%	1%	3%	0%	3%	5%	0%	0%	0%	5%	0%	0%	0%
Dissatisfied (25)	7%	8%	3%	12%	2%	8%	5%	5%	7%	6%	6%	3%	0%	6%	9%	10%	0%	7%	8%	6%	5%
Neutral (50)	17%	17%	18%	20%	14%	21%	12%	18%	23%	18%	22%	8%	16%	17%	18%	18%	6%	18%	8%	28%	5%
Satisfied (75)	37%	36%	38%	35%	41%	33%	40%	42%	40%	30%	24%	46%	38%	39%	41%	29%	41%	35%	42%	38%	37%
Very satisfied (100)	36%	36%	36%	30%	42%	33%	38%	30%	25%	44%	45%	44%	43%	34%	33%	43%	53%	35%	42%	28%	53%
Don't know	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
No response	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
chi²:	61	0	10	12	12	11	14	12	12	12	1.4	10	12	0	1.5	20	20	0	1.0	1.0	25
± at 50%:   mean for these data:	74.27	74.19	10  74.47	12 69.86	13 80.78	11 70.39	14  75.52	13 71.23	12 68.60	13 77.63	14 75.71	19 82.56	13  79.64	72.71	15 74.38	20 76.38	28   86 . 60	72.34	18 79.35	16 72.04	25  84.60
standard error:   sig. test for means:	1.52  	1.92	2.53 j I	3.21	2.39	2.98	3.73  	3.38	3.17	3.04	3.69	3.33	2.75   	2.33	3.27	4.92	4.24		3.88	3.41	4.80

 ا		-WD PRO	VINCE	 I	TYI	PE												FIRST Less	WD CON	TACT+ Morel
į				į į	Com- mer-	Not  for				i				i		2-5			1 to 2 years	
TOTAL	BC	Alta	Sask.	Man.	cial p	orofit	BC	Alta	Sask.	Man.	BC.	Alta	Sask.	Man.	Once.	times	more	ago	ago	ago
				i		i				i				i			i			
						74						14	35 69							126   22%
586   5%	150 7%	153 3%	145 5%	138   4%	494 5%	74	134 6%	134	108 4%	118   5%	14 17%	16 6%	28 9%	16   0%	110 4%	257 8%	206	327 5%	130	122   3%
   80% 	72%	82%	85%	  80% 	81%	75%  	73%	83%	87%	79%     79%	62%	69%	76%	87%  	80%	73%	-  89%  +++	77%	85%	83%  
2%	3%	1%	3%	1%	2%	3%	3%	1%	2%	2%	8%	0%	5%	0%	3%	3%	0%	2%	3%	1%
3%  	4%	3%	2%	3%  	3%	5%  	3%	2%	2%	3%     3%	8%	6%	5%	0%   	1%	5% +	-   1%  	3%	3%	2%
15%	21%	15%	10%	15%	14%	17%	21%	14%	9%	16%	21%	25%	14%	13%	16%	19%	9%	18%	9%	13%
43%	44%	41%	47%	39%	44%	38%	44%	40%	49%	42%	49%	50%	36%	19%	51%	44%	38%	43%	43%	45%
37%  	28%	41%	38%	41%	37%	37%	29%	43%	38%	36%     36%	13%	19%	40%	1   68%	29%	29%	51%    51%	35%	42%	38%  
0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
0%   	0%	0%	0%	0%   	0%	0%	0%	0%	0%	ا   0% 	0%	0%	0%	ا   0% 	0%	0%	0%   	0%	0%	0%
İ	0	۰	0	į	-	121	0	0	10	101	70	26	20	361	(***)	6	į	6	0	j
77.61  0.93	72.34 1.96 **	79.63 1.68	78.90 1.85		77.79 0.99	75.07  2.98	73.46	80.43 1.78		77.04	62.26		75.75 5.11	88.87	75.52	72.95 1.52 ***			79.37 2.07	79.39  1.87
		TOTAL   BC	TOTAL   BC Alta    Cess the service   578   129   136   100%   22%   24%   586   150   153   5%   7%   3%	TOTAL   BC Alta Sask.  cess the service 578   129	TOTAL   BC Alta Sask. Man.    cess the service	TOTAL   BC Alta Sask. Man.   Commer- cess the service   578   129   136   197   115   484   100%   22%   24%   34%   20%   84%   586   150   153   145   138   494   5%   7%   3%   5%   4%   5%   80%   72%   82%   85%   80%   81%   2%   3%   1%   3%   1%   2%   3%   4%   3%   2%   3%   3%   15%   21%   15%   10%   15%   14%   43%   44%   41%   47%   39%   44%   37%   28%   41%   38%   41%   37%   0%   0%   0%   0%   0%   0%   0%   0	TOTAL   BC Alta Sask. Man.   Com- Not   mer- for   mer- for   cial profit   cess the service									Commercial Clients   Commercial Clients   * Not-For-Profit Clients   Over T		TOTAL   BC   Alta   Sask.   Man.   Common   Not   BC   Alta   Sask.   Man.   Common   Commo	Com- Not mer- for m	TOTAL   BC   Alta   Sask.   Man.   Com   Mort   mer   for   for   BC   Alta   Sask.   Man.   BC   Alta   Sask.   Man.   Once   times   Mort   ago   ag

	+		H OF ONSHIPI	YE	ARS OF	EXISTEN	CE 11।		C	LIENT L	OCATION	S			GROSS R	EVENUES			-EMPLOY	MENT	+
			i	Less than 1	1 +0 2	4 to 10	years  and	Mani-		Alber-					\$250k-	\$1M-	ļ				
	TOTAL			year			more		Sask.	ta	ВС	USA	0ther	<\$250k		<\$5M	\$5M+	< 5	5-9	10-49	50+
Q19B the variety of methods to a				122	122	160	142	0.4	163	121	111	70	122	242	104	C.F.	41	200	71	100	40
weightd # of participants:	578     100%	342 59%	236   41%	123 21%	122 21%	169 29%	143   25%	94 16%	28%	21%	111 19%	78 13%	133   23%	243 42%	104 18%	65 11%	41   7%	296 51%	71 12%	109 19%	48   8%
real # of participants: DISSATISFIED (very and smwhat)	586     5%	303 3%	283   7%  +1	121 6%	123 5%	179 5%	147   4%	107 4%	134 4%	127 4%	123 5%	77 7%	142 4%	241 4%	106 4%	68 3%	44   2%	294 5%	78 7%	116 4%	50   5%
SATISFIED (very and smwhat)	80%   80%	84%	75%  	78%	80%	84%	79%	84%	87%	83%	78%	72%	78%	82%	81%	79%	77%	81%	82%	79%	75%
Very dissatisfied (0)	2%	2%	3%	3%	1%	3%	2%	2%	2%	1%	3%	2%	1%	2%	3%	0%	0%	2%	2%	1%	2%
Dissatisfied (25)	3%	2%	5%   + I	3%	4%	2%	2%	3%	2%	2%	2%	5%	2%	3%	1%	3%	2%	2%	5%	3%	3%
Neutral (50)	15%	13%	18%	16%	16%	12%	17%	12%	9%	13%	17%	21%	19%	14%	15%	19%	21%	14%	11%	17%	20%
Satisfied (75)	43%	46%	40%	42%	46%	46%	40%	38%	42%	40%	48%	41%	46%	48%	42%	37%	41%	44%	42%	44%	39%
Very satisfied (100)	37%  	38%	35% j	36%	34%	37%	39% j	46%	45%	44%	30%	31%	32%	34%	39%	42%	37% j	37%	41%	34%	36% j
Don't know	i 0% i	0%	0% j	0%	0%	0%	0% j	0%	0%	0%	0%	0%	0%	0%	0%	0%	0% j	0%	0%	0%	0% j
No response	i 0% i	0%	0% j	0%	0%	0%	0% j	0%	0%	0%	0%	0%	0%	0%	0%	0%	0% j	0%	0%	0%	0% j
chi²: ± at 50%: mean for these data:	i i   4    77.61	(**) 6 79.49	6 6 74 89	9 76.31	9 76.88	8 78.21	9 78 231	10 80.89	9 81 43	9 80.54	9 74 70	12 73 38	9  76 13	7 77.44	10 78.29	13 79.52	16  77.94	6 77 89	12 78.31	10 77.13	15  76.12
standard error: sig. test for means:	0.93    0.93  		1.46		1.92	1.69	1.84		1.87	1.90	2.07	2.73		1.38	2.26	2.52		1.30	2.70	1.96	3.29

	+ ! !		-WD PRO	VINCE	 !		- 1			VINCE L CLIEN						CONTA OVER T		YEAR	Less		More
	       TOTAL	ВС	Alta	Sask.	Man.	Com- mer- cial	Not  for  profit	ВС	Alta	Sask.	     Man.	ВС	Alta	Sask.	Man.	0nce		6 and  more	than 1 year ago	years ago	
Q19C the hours of service weightd # of participants:		117	133	210	117   20%	481 83%	78   13%	104 18%	113 20%	164 28%	99   17%	12	17	34	15   3%	129	235	200   35%	300 52%	136	134   23%
real # of participants: DISSATISFIED (very and smwhat)	576   4%	136 6%	149 5%	151 4%	140	483 4%	77	120 6%	127 5%	117 5%	119	15 6%	19 0%	25 5%	18   0%	111 3%	245	206	316 4%	127 4%	127   4%
SATISFIED (very and smwhat)	81%	77%	79%	80%	86%	79%	91%	77%	77%	78%	84%	80%	90%	91%	100%	82%	75%	85%  +1	81%	73%	88%
Very dissatisfied (0)	1%	1%	3%	1%	0%	1%	3%	1%	2%	0%	0%	6%	0%	5%	0%	1%	1%	1%	2%	1%	0%
Dissatisfied (25)	3%	4%	2%	3%	1%	3%	0%	5%	2%	4%	1%	0%	0%	0%	0%	1%	5% ++	1%	2%	3%	4%
Neutral (50)	16%	17%	17%	15%	13%	17%	6%	17%	18%	17%	15%	14%	10%	5%	0%	15%	19%	13%	15%	23%	8%
Satisfied (75)	43%	46%	44%	41%	45%	43%	46%	45%	41%	42%	45%	55%	63%	38%	39%	44%	46%	38%	45%	32%	49%
Very satisfied (100)	37%	32%	35%	39%	42%	36%	44%	32%	36%	36%	39%	25%	27%	53%	61%	38%	29%	47%  +++	36%	41%	39%
Don't know	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
No response	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
chi²: ± at 50%: mean for these data: standard error: sig. test for means:	   4   78.17   0.89 		9 76.58 1.87	8 78.53 1.78	81.88    81.88    1.50    *	(*) 5 77.43 0.97	12  82.23  2.39	10 75.70 1.99		10 77.22 1.99		72.96		21 83.46 4.78		(**) 10 79.24 1.95	7 74.08 1.43 ***	82.07  1.43  **		9 77.22 2.05	9  80.68  1.68  

4	+ I I	DEPT RELATI		YE	ARS OF	EXISTEN	CE 111		C	LIENT L	OCATION	S			GROSS R	EVENUES			-EMPLOY	MENT	+
	 	Long	j Short	Less than 1 year		10	years  and  more		Sask.	Alber- ta	ВС	USA	Other	    <\$250k	\$250k- <\$1M	\$1M- <\$5M	    \$5M+	<5	5-9	10-49	           
Q19C the hours of service weightd # of participants: real # of participants:	++   578     100%    576	352 61% 306	226   39%  270	131 23% 125	121 21% 120	163 28% 169	+     142   25%   146	101 17% 114	173 30% 137	120 21% 125	101 18% 112	69 12% 68	130   23%  137	239 41%	102 18% 102	61 11% 64	43   7%  46	295 51% 290	65 11% 71	109 19% 113	50   9%  52
DISSATISFIED (very and smwhat)	4%	3%	5%	5%	2%	5%	4%	1%	4%	4%	4%	5%	1%	4%	6%	5%	0%	4%	5%	4%	2%
SATISFIED (very and smwhat)	81%    81%	82%	78%	77%	78%	79%	86%  + I	89%	80%	81%	80%	69%	84%	79%	82%	79%	87%	78%	84%	82%	87%
Very dissatisfied (0)	1%	1%	2%	2%	0%	1%	2%	0%	1%	2%	1%	0%	1%	0%	2%	1%	0%	1%	1%	2%	2%
Dissatisfied (25)	   3%  	3%	3%  	3%	2%	4%	2% J	1%	3%	2%	3%	5%	1%	3%	3%	4%	0%   	3%	4%	2%	0%
Neutral (50)	   16%  	14%	17%	18%	20%	16%	10%	10%	15%	15%	16%	26%	15%	18%	12%	15%	13%	18%	11%	14%	11%
Satisfied (75)	43%	41%	46%	45%	45%	40%	45%	45%	40%	43%	46%	36%	48%	44%	42%	37%	50%	42%	42%	45%	46%
Very satisfied (100)	   37%  	41%	31%	33%	33%	39%	41%	44%	40%	38%	34%	33%	36%	35%	39%	42%	37%	36%	42%	37%	41%
Don't know	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
No response	   0%  	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%   	0%	0%	0%	0%
chi <sup>2</sup> : ± at 50%: mean for these data: standard error: sig. test for means:	   4    78.17    0.89  	6 79.86 1.19 *	75.52  1.35  *	9 75.80 2.00	10 77.30 1.80		9    80.50    1.73	10 83.13 1.62 **	9 78.59 1.88	9 78.23 2.01		13 74.11 2.72		7 77.54 1.35	10 78.18 2.31	13 78.73 2.88	15  80.97  2.49		12 80.16 2.59	10 78.50 2.02	14  81.14  2.73

	+ 		-WD PRO	VINCE	 I	TY	PE I			VINCE L CLIEN		* NOT-				CONTA			FIRST Less	WD CON	TACT+ More
	i i I i				j I	Com- mer-	Not  for				j I				j			6 and	year	1 to 2 years	
	TOTAL	BC	Alta	Sask.	Man.	cial	profit  +	BC	Alta	Sask.	Man.	BC	Alta	Sask.	Man.	Once	times	more	ago	ago	ago
Q19D the comfort of the waiting weightd # of participants:	284	52	58	107	66	233	37	47	49	83	55	4	8	14	10	73	105	103	128	76	79
real # of participants: DISSATISFIED (very and smwhat)	100%    275     4%	18% 58 3%	20% 65 5%	38% 72 5%	23%  80   5%	82% 228 4%	13%  36   5%	17% 52 3%	17% 55 4%	29% 55 4%	19%  66   6%	5	3% 9 0%	5% 10 13%	4%  12   0%	26% 54 7%	37% 107 5%	36%  110   2%	45% 132 5%	27% 69 2%	28%  74   6%
SATISFIED (very and smwhat)	   81%	82%	75%	83%	81%	80%	81%	82%	78%	82%	79%	78%	67%	81%	92%	78%	77%	87%	83%	81%	79%
Very dissatisfied (0)	2%	1%	3%	2%	0%	2%	0%	2%	2%	3%	0%	0%	0%	0%	0%	4%	2%	1%	2%	1%	2%
Dissatisfied (25)	3%	1%	1%	2%	5%	2%	5%	2%	2%	1%	6%   + I	0%	0%	13%	0%	4%	4%	1%	3%	1%	4%
Neutral (50)	14%	15%	20%	12%	14%	15%	14%	15%	18%	14%	15%	22%	33%	6%	8%	15%	18%	11%	13%	17%	15%
Satisfied (75)	42%	39%	42%	45%	39%	43%	43%	40%	44%	46%	41%	44%	33%	56%	34%	38%	50%	35%	44%	40%	40%
Very satisfied (100)	39%	43%	34%	39%	42%	37%	37%	42%	34%	36%	37%	33%	34%	26%	58%	40%	27%	52%  ++	39%	40%	39%
Don't know	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
No response	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
chi': ± at 50%: mean for these data: standard error: sig. test for means:	   6    78.50    1.34  		13 75.43 2.92	12 78.65 2.65	12  79.61  2.40		17  78.29  3.54		14 76.79 2.97	14 77.55 3.06			35 75.20 7.31	33 73.61 7.47	30  87.58  4.86		10 74.17 2.09 *	10  84.06  1.88  **		13 79.32 2.53	12  77.40  2.77  

	+		H OF ONSHIPI	YE	ARS OF	EXISTEN	CE 11।		C	LIENT L	OCATION	S			GROSS R	EVENUES			-EMPLOY	MENT	+
			i	Less than 1	1 to 3	4 to 10	years  and	Mani-		Alber-					\$250k-	\$1M-	į				
	TOTAL			year			more		Sask.	ta	BC	USA	0ther	<\$250k		<\$5M	\$5M+	< 5	5-9	10-49	50+
Q19D the comfort of the waiting weightd # of participants:	284	196	88	76	63	84	50	57	84	61	51	32	64	129	49	24	13	159	31	40	17
real # of participants: DISSATISFIED (very and smwhat)	100%    275     4%	69% 171 4%	31%  104   6%	27% 69 3%	22% 62 2%	30% 86 7%	17%  51   5%	20% 63 4%	29% 63 6%	21% 62 4%	18% 53 1%	11% 29 0%	23%  66   2%	46% 125 7%	17% 49 2%	9% 27 4%	5%  14   0%	56% 152 5%	11% 34 3%	14% 42 4%	6%  19   11%
SATISFIED (very and smwhat)	   81%	83%	76%	82%	87%	76%	79% J	82%	78%	72%	80%	91%	90%	76%	85%	82%	88%	78%	83%	87%	70%
Very dissatisfied (0)		1%	3%	3%	0%	3%	0%	0%	3%	3%	1%	0%	0%	2%	0%	0%	0%	3%	0%	0%	0%
Dissatisfied (25)		3%	3%	0%	2%	4%	5% J	4%	3%	1%	0%	0%	2%	4%	2%	4%	0%	2%	3%	4%	11%
Neutral (50)		13%	18%	15%	11%	17%	16%	14%	16%	23%	19%	9%	8%	18%	13%	14%	12%	18%	15%	9%	19%
Satisfied (75)	42%	41%	42%	45%	46%	45%	32%	40%	44%	40%	45%	46%	47%	40%	46%	50%	14%	40%	47%	51%	15%
Very satisfied (100)	39%    39%	42%	34%	36%	41%	31%	47%	42%	34%	33%	34%	46%	43%	36%	39%	32%	73%	38%	35%	36%	55%
Don't know		0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
No response		0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
chi²: ± at 50%: mean for these data: standard error: sig. test for means:				13 77.95 2.70	13 81.35 2.38	11 74.22 2.60	15  15  79.96  3.16	13 79.84 2.64	13 75.54 3.02	13 74.44 3.00	14 77.70 2.80	19 84.26 3.01		9 75.68 2.12	15 80.68 2.64	20 77.81 3.80	28  28  90.24  4.85  *		18 78.80 3.34	16 79.64 2.95	78.63  6.33

<del>1</del>	WD PROVINCE					TY	PE			VINCE L CLIEN						CONTACTS WITH WDFIRST WD CONTACT+					
	į				į	Com- mer-	Not  for				i				i		2-5	i 6 and		1 to 2 vears	than 2  vears
j	TOTAL	ВС	Alta	Sask.	Man.į	cial	profit	ВС	Alta	Sask.	Man.	ВС	Alta	Sask.	Man.	0nce	times	more	ago	ago	ago
Q19E the signage to find the office					!								_					i			
weightd # of participants:	281   100%	48 17%	54 19%	115 41%	64   23%	235 84%	34   12%	43 15%	46 16%	92 33%	53   19%	3 1%	7 3%	14 5%	9   3%	76 27%	105 37%	97   34%	131 47%	78 28%	71   25%
real # of participants: DISSATISFIED (very and smwhat)	267   15%	53 11%	61 13%	76 21%	77   11%	224 15%	33   18%	48 12%	52 12%	60 20%	64   13%	4 0%	8 12%	10 37%	11   0%	56	106 17%	102	132 14%	69 17%	66
SATISFIED (very and smwhat)	62%	59%	67%	55%	71%	61%	62%	58%	65%	56%	70%	57%	88%	44%	72%    72%	56%	60%	70%	59%	60%	68% J
Very dissatisfied (0)	6%	5%	3%	7%	5%	5%	5%	6%	2%	7%	6%	0%	0%	13%	0%	9%	5%	3%	5%	7%	5%
Dissatisfied (25)	10%	6%	10%	14%	5%	10%	13%	6%	10%	14%	6%	0%	12%	24%	0%	10%	12%	8%	9%	10%	11%
Neutral (50)	23%	30%	20%	24%	18%	23%	20%	30%	23%	24%	17%	43%	0%	19%	28%	25%	23%	18%	27%	22%	16%
Satisfied (75)	32%	36%	34%	28%	34%	33%	35%	35%	34%	28%	38%	57%	38%	39%	17%	25%	37%	32%	33%	27%	35%
Very satisfied (100)	30%	23%	33%	28%	37%	29%	28%	23%	31%	28%	32%	0%	50%	6%	54%	30%	23%	38%	27%	33%	33%
Don't know	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
No response	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
chi²: ± at 50%: mean for these data: standard error: sig. test for means:	6  67.79  1.77  		13 71.01 3.52	12 63.77 3.53	12  73.22  3.19  		18  18  66.63  5.13		14 70.66 3.64	13 64.22 3.94	13  70.88  3.59		37 81.59 9.05	33 50.00 9.60 *		14 64.44 4.27	10 65.34 2.70	10  73.33  2.72  *	9 66.63 2.43	13 67.47 3.70	13  70.28  3.58  

-	+			YE	ARS OF	EXISTEN			C	LIENT L	OCATION	S			GROSS R	EVENUES			-EMPLOY	MENT	+
		RELATI	ONSHIP	Less		4 to	11  vears										!				!
	i i	Long	Short	than 1	1 to 3	10	and	Mani-		Alber-			i		\$250k-	\$1M-	i				i
	TOTAL	term	term	year	years	years	more	toba	Sask.	ta	BC	USA	0ther	<\$250k	<\$1M	<\$5M	\$5M+	< 5	5-9	10-49	50+ j
Q19E the signage to find the off	ice																 				
weightd # of participants:	281	194	86 j	72	69	81	50 j	53	92	60	48	34	64	135	48	22	13	165	29	37	17
real # of participants:	100%    267	69% 165	31%  102	26% 66	25% 64	29% 81	18%  51	19% 58	33% 67	21% 60	17% 49	12% 29	23%  66	48% 125	17% 48	8% 24	5%  14	59% 153	10% 32	13% 38	6%  18
DISSATISFIED (very and smwhat)	15%	14%	17%	16%	12%	23%	11%	13%	25%	15%	16%	14%	7%		17%	16%	7%	19%	14%	10%	16%
CATISFIED (want and amphat)	(20)	C 20/	(00)	C 40/	C 1 0/	+	( [ (	C 20	++	F 10/	4.50/	C 10/	7.50	F 20/	F 00/	C 00/	0.2%	F F 0/	C 0 0 V	C 00%	720/
SATISFIED (very and smwhat)	62%    I	63%	60%	64%	61%	58%	65%	63%	48%	51%	45%	61%	75%  +++	53%	59%	60%	93%	55%	68%	69%	73%
Very dissatisfied (0)	6%	5%	8%	7%	4%	4%	9%	5%	9%	3%	3%	0%	1%	8%	3%	0%	0%	7%	5%	0%	11%
Dissatisfied (25)	   10%	10%	10%	9%	8%	18%	2%	8%	17%	12%	13%	14%	5%	11%	13%	16%	7%	12%	9%	10%	5%
Neutral (50)	   23%	23%	22%	21%	27%	++ 19%	-   25%	25%	27%	34%	39%	25%	18%	28%	24%	24%	0%	26%	17%	21%	 10%
Satisfied (75)	i i I 32% I	32%	2101	33%	31%	33%	31%I	32%	25%	24%	22%	35%	41%	30%	30%	27%	6191	200	33%	50%	i 26% i
Satisfied (75)	32%  	32%	31%	33%	31%	33%	31%	32%	25%	24%	22%	35%	41%	30%	30%	2/%	61%  	28%	33%	50% ++	26%  
Very satisfied (100)	30%	31%	29%	30%	31%	25%	33%	31%	22%	27%	23%	27%	34%	23%	29%	33%	32%	27%	36%	19%	47%
Don't know	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
No response	   0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Chi²:			- !				- !										ļ				ļ
± at 50%:	i 6 i	8	10	13	13	12	15	14	13	13	15	19	13	9	15	21	28	8	18	17	25
mean for these data: standard error:	67.79    1.77		66.17  3.01		69.22 3.40	63.91 3.27	69.69  4.18	68.95	59.05 3.79		62.15	68.55 4.72	75.28		67.12	69.04 5.63			71.13	69.69	73.18
sig. test for means:	1.//  	2.21	3.01	3.68	3.40	3.27	4.18	3.69	3.79	3.55	3.86	4.72	2.00	2.69	4.10	5.63	5.15  *	2.43	5.21	3.54	8.13
-	+																				+

	+		-WD PRO	VINCE		TY	PE					* NOT								WD CON	
						Com-	Not	* C0	MMERCIA	L CLIEN	15 *	- NOI-	FUK-PKU	FIT CLI	EN15 ~  	OVER	HE PAST	i		1 to 2	
	TOTAL	ВС	Alta	Sask.	Man.	mer- cial	for  profit	ВС	Alta	Sask.	Man.	ВС	Alta	Sask.	Man.	0nce	2-5 times	6 and  more	year ago	years ago	years  ago
Q19F the ease of making appointm	ents wit	h offic	ers																		
weightd # of participants:	489     100%	99 20%	107 22%	183 37%	99   20%	406 83%	64   13%	88 18%	92 19%	143 29%	84 17%	11 2%	13 3%	28 6%	13   3%	103 21%	193 39%	181   37%	236 48%	130 27%	115   23%
real # of participants: DISSATISFIED (very and smwhat)	481     7%	113 14%	121 5%	128 6%	119	403 7%	63   12%	99 12%	104	99 5%	101	13	14 14%	21 8%	15   0%	83 2%	199 12%	187	245 9%	120 7%	109   6%
SATISFIED (very and smwhat)	81%	67%	83%	87%	82%	81%	78%	71%	86%	86%	79%	30%	65%	92%	100%	88%	++ 72%	86%   86%	78%	82%	88%
Very dissatisfied (0)	3%	4%	1%	2%	4%	2%	4%	4%	1%	1%	5%	7%	0%	6%	0%	2%	4%	1%	3%	2%	1%
Dissatisfied (25)	5%	10%	4%	4%	3%   	4%	8%	8%	2%	4%	4%	26%	14%	3%	0%	0%	8%	5%	5%	5%	5%
Neutral (50)	11%	19%	12%	8%	10%	12%	10%	17%	11%	9%	12%	37%	22%	0%	0%	10%	16%	8%	13%	11%	6%
Satisfied (75)	40%	35%	42%	45%	35%	42%	36%	37%	43%	50% +	34%	16%	36%	37%	47%	49%	44%	31%	38%	37%	49%   +
Very satisfied (100)	41%	32%	41%	42%	47%	39%	42%	34%	43%	36%	46%	14%	29%	54%	53%	38%	28%	56%  +++	40%	45%	39%
Don't know	0%	0%	0%	0%	0% į	0%	0%	0%	0%	0%	0%	0%	0%	0%	0% į	0%	0%	0% j	0%	0%	0%
No response	0%	0%	0%	0%	0% į	0%	0%	0%	0%	0%	0%	0%	0%	0%	0% į	0%	0%	0% j	0%	0%	0%
chi²: ± at 50%: mean for these data: standard error:	i i   5    77.98    1.10	(*) 10 70.37 2.63	9 79.80 1.95	9 80.26 1.93	10   79 . 42   2 . 36		13   76.24   3.44	10 72.34 2.72	10 81.50 1.96	10 78.77 2.10			28 70.00 7.01	23 82.93 5.72	27   88 . 23   3 . 36		7 71.28 1.85	81 83.95 1.61	7 76.60 1.64	10 79.66 2.17	10  79.72  2.05
sig. test for means:	10  	**					i	*	*			**			**		***	***			

	+	DEPT	H OF	YE	ARS OF	EXISTEN	CE		C	LIENT L	OCATION	S			GROSS R	EVENUES			-EMPLOY	MENT	+
	!!!	RELATI	ONSHIP			4 +	11										!				
		l Long	Shorti	Less than 1	1 to 3	4 10	years  and	Mani-		Alber-					\$250k-	\$1M-	-				
	TOTAL			year			more		Sask.	ta	BC	USA	0ther	<\$250k	<\$1M	<\$5M	\$5M+	< 5	5-9	10-49	50+
Q19F the ease of making appointm	nents wit	th offic	ers																		
weightd # of participants:	489 1 100%	317 65%	171   35%	107 22%	108 22%	140 29%	116   24%	86 18%	150 31%	101 21%	92 19%	59 12%	109 22%	212 43%	86 18%	49 10%	35   7%	260 53%	57 12%	87 18%	36   7%
real # of participants:	481	276	205	103	105	142	119	97	118	105	99	56	115	203	86	52	37	250	62	91	39
DISSATISFIED (very and smwhat)	7%	7%	9%	9%	11%	5%	6%	3%	7%	5%	13%	10%	8%	9%	6%	5%	0%	9%	9%	4%	5%
SATISFIED (very and smwhat)	81%	85% +++	73%	80%	79%	82%	83%	87%	84%	84%	71%	77%	84%	81%	82%	83%	87%	80%	76%	86%	80%
Very dissatisfied (0)	3%		4%	5%	1%	2%	3%	2%	3%	1%	5%	0%	1%	3%	2%	2%	0%	3%	3%	0%	2%
Dissatisfied (25)	5%	5%   5%	5%	5%	11%	4%	2%	1%	5%	4%	9%	10%	6%	7%	4%	3%	0%	6%	6%	4%	3%
Neutral (50)	11%	8%	18%  ++	10%	10%	13%	12%	11%	9%	11%	16%	13%	8%	10%	12%	12%	13%	11%	16%	10%	15%
Satisfied (75)	40%		36%	39%	38%	44%	43%	31%	40%	32%	32%	37%	46%	43%	44%	44%	30%	40%	42%	45%	29%
Very satisfied (100)	41%	43%	37%	41%	41%	38%	40%	55%	43%	51%	39%	39%	38%	38%	38%	39%	57%	40%	33%	41%	51%
Don't know	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
No response	0%	   0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
chi²: ± at 50%:		(**)   (**)	   7	10	10	9	10 i	11	10	10	10	14	10	7	11	14	 17	7	13	11	     17
mean for these data:	77.98	80.01		76.86	77.02	78.24	78.25	84.25	79.29	82.21	72.96	76.61	78.32	76.63	78.14	78.86	86.19		74.41	80.75	
standard error: sig. test for means:	1.10	1.36   *	1.86  *	2.63	2.44	1.87	2.18  	2.19	2.22	2.18	2.87	3.22	2.12	1.74	2.46	3.05	2.94  **	1.60	3.16	2.05	3.87

<del>-</del>	+TYPE									VINCE L CLIEN		* NOT-					CTS WIT		FIRST Less	WD CON	TACT+ Morel
	į				į į	Com- mer-	Not  for				į				į		2-5	i 6 and	than 1 year	1 to 2 years	than 2  years
j	TOTAL	ВС	Alta	Sask.	Man.	cial p	orofit	ВС	Alta	Sask.	Man.	ВС	Alta	Sask.	Man.	Once.	times	more	ago	ago	ago
Q19G the ease of reaching officer					i		i				I				i			i			
weightd # of participants:	606   100%	129 21%	148 24%	207 34%	123   20%	501 83%	84   14%	114 19%	127 21%	157 26%	103   17%	13 2%	17 3%	38 6%	16   3%	133 22%	250 41%	208   34%	321 53%	141 23%	133   22%
real # of participants: DISSATISFIED (very and smwhat)	616   9%	150 13%	166 7%	153 9%	147	513 9%	84   9%	132 12%	143 6%	114 9%	124	16 21%	19 10%	30 8%	19   0%	119	265	216   5%	344 10%	134 11%	128   7%
SATISFIED (very and smwhat)	76%	65%	77%	79%	83%  	76%	76%	66%	79%	78%	81%	49%	63%	82%	95%   95%	79%	73%	79%	76%	76%	80%
Very dissatisfied (0)	2%	4%	1%	2%	2%	2%	3%	4%	1%	1%	2%	6%	0%	4%	0%	2%	3%	1%	2%	2%	2%
Dissatisfied (25)	7%	9%	5%	7%	7%	7%	6%	9%	4%	8%	9%   1	15%	10%	4%	0%	5%	10%	4%	7%	9%	5%
Neutral (50)	14%	22%	16%	12%	7%   	14%	15%	22%	16%	12%	8%   - I	30%	26%	9%	5%	14%	14%	16%	14%	12%	13%
Satisfied (75)	40%	35%	39%	41%	45%	41%	38%	33%	40%	44%	46%	38%	37%	37%	38%	48%	41%	33%	40%	32%	49%
Very satisfied (100)	36%	30%	38%	38%	38%	35%	38%	32%	39%	35%	35%	11%	26%	45%	57%	30%	32%	45%  +++	36%	44%	32%
Don't know	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
No response	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
chi²:   ± at 50%:	4	9	8	8	j 9 j	5	i 11 j	9	9	10	j 9 j	26	24	19	 24	(**) 10	6	j 7 j	6	9	; 9 j
mean for these data:   standard error:   sig. test for means:	75.32    1.00  		76.72 1.81	76.70 1.94	77.52    2.00  		75.56  2.79  			75.63 2.22	75.54   2.26 		69.85	78.69 4.79		74.91 2.09	72.23 1.64 **	79.52  1.55  **	74.96 1.34	76.51 2.31	75.87 1.99 

	+		H OF ONSHIPI	YE	ARS OF	EXISTEN	CE 11।		C	LIENT L	OCATION	S			GROSS R	EVENUES			-EMPLOY	MENT	+
			i	Less than 1	1 to 3	4 to 10	years  and	Mani-		Alber-					\$250k-	\$1M-	İ				į
	į TOTALį	term	term	year	years	years	more	toba	Sask.	ta	BC	USA	0ther	<\$250k	<\$1M	<\$5M	\$5M+	< 5	5-9	10-49	50+ j
Q19G the ease of reaching office weightd # of participants:	rs     606     100%	359	247   41%	132	127 21%	175 29%	148	101 17%	175 29%	127 21%	113 19%	78 13%	133	252	104	65	46	309	72 12%	113	53
real # of participants: DISSATISFIED (very and smwhat)	100%    616     9%	59% 320 7%	296	128 10%	128 13%	184 7%	24%  156   8%	17% 116 7%	144 10%	134 10%	126 13%	77 16%	22%  144   6%	251	17% 105 8%	11% 69 5%	8%  51   7%	51% 308 11%	79 11%	19% 120 9%	9%  57   3%
SATISFIED (very and smwhat)	   76%	80%	72%	77%	75%	74%	80%	84%	81%	75%	67%	70%	78%	75%	84%	77%	79% J	75%	74%	78%	78%
Very dissatisfied (0)		1%	4%  +1	3%	0%	2%	4%	2%	1%	1%	3%	1%	2%	2%	2%	1%	2%   	2%	3%	2%	1%
Dissatisfied (25)	7%  	6%	8%	8%	13%	6%	5%   	6%	8%	8%	10%	15%	4%	8%	7%	4%	6%	9%	8%	7%	2%
Neutral (50)	14%	13%	17%	13%	12%	19%	12%	9%	10%	16%	20%	14%	15%	15%	8%	18%	13%	14%	15%	13%	18%
Satisfied (75)	40%	39%	42%	38%	35%	42%	46%	40%	40%	38%	39%	40%	43%	41%	47%	43%	40%	39%	44%	43%	42%
Very satisfied (100)	36% i	41%	29%	39%	40%	31%	34%	43%	40%	36%	28%	30%	35%	33%	36%	35%	40%	37%	30%	35%	36%
Don't know	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
No response	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
chi²: ± at 50%; mean for these data: standard error: sig. test for means:	   4    75.32    1.00		71.38  71.52  **		9 75.45 2.26	8 73.97 1.74	   8   75.26   2.00 	10 79.36 2.18 *	9 77.45 2.03	9 75.01 2.14	9 69.97 2.35 *	12 71.08 2.99		7 73.89 1.58	10 77.58 2.26	13 76.47 2.66		6 74.80 1.46		10 75.69 2.22	14  77.28  2.88

	+					TY	PE					* NOT-							FIRST Less	WD CON	TACT+ Morel
					ļ	Com-	Not		HHERCIA	L CLIEN	13 .	· NOT-	FUK-FKU	FII CLI	EN13	OVER		i	than 1		than 2
	TOTAL	ВС	Alta	Sask.	Man.	mer- cial	for  profit	ВС	Alta	Sask.	Man.	ВС	Alta	Sask.	Man.	0nce		6 and	year ago	years ago	years  ago
Q19H the timeliness of responses -mail messages	to tele	phone o	r e		   		   											 			
weightd # of participants:	592     100%	130 22%	148 25%	193 33%	121   20%	492 83%	82 j 14%	116 20%	127 22%	149 25%	100 17%	13 2%	17 3%	35 6%	17 j 3%	114 19%	254 43%	209 j 35% j	314 53%	139 23%	131   22%
real # of participants: DISSATISFIED (very and smwhat)	603     9%	152 10%	166 7%	141 8%	144   13%	503 10%	83   6%	134 9%	143 6%	106 9%	120 15%	16 21%	19 5%	28 5%	20   0%	104 5%	267 12%	216   7%	335 9%	132 12%	128   6%
SATISFIED (very and smwhat)	   79%	73%	81%	83%	79%	78%	85% J	73%	82%	82%	74%	66%	79%	89%	100%	84%	74%	83%	80%	77%	83% <u> </u>
Very dissatisfied (0)	3%	3%	2%	4%	4%	3%	3%	3%	2%	4%	5%	6%	0%	5%	0%	2%	5%	2%	4%	5%	1%
Dissatisfied (25)	6%	7%	4%	4%	8%	6%	3%	6%	4%	6%	10%	15%	5%	0%	0%	3%	7%	5%	5%	7%	5%
Neutral (50)	12%	17%	12%	9%	9%	12%	8%	18%	12%	9%	11%	13%	16%	7%	0%	10%	14%	10%	11%	12%	11%
Satisfied (75)	42%	45%	44%	40%	40%	42%	40%	43%	45%	41%	40%	55%	42%	32%	45%	45%	43%	37%	43%	33%	48%
Very satisfied (100)	37%	28%	37%	43%	39%	36%	45%	30%	37%	41%	35%	11%	37%	57%	55%	39%	31%	45%  ++	37%	44%	35%
Don't know	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
No response	i 0% i	0%	0%	0%	0% j	0%	0% j	0%	0%	0%	0%	0%	0%	0%	0% j	0%	0%	0%	0%	0%	0% j
chi': ± at 50%: mean for these data: standard error: sig. test for means:	4    4    76.08    1.03  		8 77.41 1.81		   9   75.13   2.28 		11  80.33  2.59			10 77.40 2.51			24 77.72 5.02	20 84.08 4.58	23   88.64   2.87   *	10 78.83 2.19	6 72.18 1.64 ***	79.62    79.62   1.63		9 76.01 2.44	9  77.86  1.87  

	+	DEPT	H OF	YE	ARS OF	EXISTEN	CE		C	LIENT L	OCATION	S			GROSS R	EVENUES			-EMPLOY	MENT	+
		RELATI	ONSHIP				11						I				I				
	!!		!	Less			years						ļ		*>=>	***	. !				ļ
	I I I TOTALI			than 1 year		10 years	and  morel	Mani-	Sask.	Alber- ta	ВС	USA	Othori	<\$250k	\$250k- <\$1M	\$1M- <\$5M	\$5M+1	< 5	E 0	10-49	50+1
	101AL  ++		+	y e a i	years	years	+		Jask.					·			ا ·۱۱رو +				
Q19H the timeliness of responses -mail messages	to tele 	phone o	re										ľ				 				į
weightd # of participants:	592	347	245	122	126	171	154	99	168	128	118	80	138	248	104	65	47	304	69	115	56
	100%	59%	41%	21%	21%	29%	26%	17%	28%	22%	20%	13%	23%	42%	18%	11%	8%	51%	12%	19%	9%
real # of participants:	603	310 8%	293	120 8%	127 12%	180	159   8%	112 6%	136 8%	134 8%	130	79 18%	148   8%	246 9%	104 12%	68 5%	51   6%	302 9%	76 14%	120 8%	59   6%
DISSATISFIED (very and smwhat)	9%	876	10%	8%	12%	9%	0%	6%	0%	8%	9%	16%	0%	9%	12%	5%	1 6.0	9%	14%	8%	1 60
SATISFIED (very and smwhat)	79%    79%	81%	77%	79%	76%	78%	84%	87%	84%	78%	74%	71%	81%	77%	78%	84%	85%	77%	78%	81%	86%
Very dissatisfied (0)	3%  	2%	5%	4%	1%	4%	4%	3%	4%	3%	2%	4%	4%	3%	5%	1%	2%	3%	5%	3%	5%
Dissatisfied (25)	i 6% i	6%	5% j	3%	11%	5%	4% j	3%	4%	6%	7%	14%	4%	7%	7%	4%	4% j	6%	10%	5%	2% j
Neutral (50)	i 12% i I I	11%	13% j	13%	12%	13%	8% j	7%	9%	14%	17%	11%	11%	13%	10%	11%	9% j	13%	8%	11%	8% j
Satisfied (75)	42%  	40%	45%  	44%	38%	44%	44%  	41%	38%	38%	43%	40%	46%  	42%	39%	47%	46%  	39%	47%	44%	40%  
Very satisfied (100)	37%  	42%	31%  -	35%	38%	34%	41%  	46%	46%	40%	30%	31%	36%  	35%	40%	37%	39%  	38%	31%	36%	46%  
Don't know	i 0% i	0%	0% j	0%	0%	0%	0% j	0%	0%	0%	0%	0%	0%	0%	0%	0%	0% j	0%	0%	0%	0% j
No response	0%  	0%	0% j	0%	0%	0%	0% j	0%	0%	0%	0%	0%	0%	0%	0%	0%	0% j	0%	0%	0%	0% j
$\frac{chi^2:}{\pm \ldots at 50\%:}$	i i	6	j 61	10	9	8	j 81	10	9	9	9	12	i 9 i	7	10	13	j 15 i	6	12	10	i 14 i
mean for these data:	76.08	78.05	73.30	75.68	75.14	74.68	78.37		79.45	76.66	73.24	69.97	76.30	75.08		78.74	79.221	75.62	72.55	76.41	80.08
standard error: sig. test for means:	1.03  	1.39	1.53	2.30	2.28	1.92	1.97  		2.17	2.17	2.14	3.23	2.02		2.71	2.57	3.12 j	1.47	3.14	2.25	3.27

	+TYPE									VINCE L CLIEN		* NOT-					CTS WIT HE PAST		FIRST Less	WD CON	TACT+ More
	         TOTAL	ВС	Alta	Sask.	     Man.	Com- mer- cial	Not  for  profit	ВС	Alta	Sask.	    Man.	BC	Alta	Sask.	    Man.	0nce	2-5 times	6 and  more	than 1 year ago	1 to 2 years ago	
Q19I the waiting time at the off weightd # of participants:	298 j	51	60	119	67	248	+   37	46	51	95	+     55	4	8	14	10	79	110	105	137	80	80
real # of participants: DISSATISFIED (very and smwhat)	100%    285     3%	17% 57 5%	20% 68 0%	40% 79 1%	23%  81   5%	83% 238 3%	12%  36   3%	15% 51 4%	17% 58 0%	32% 62 2%	19%  67   6%	5	3% 9 0%	5% 10 0%	3%  12   0%	26% 57 2%	37% 112 5%	35%    111   1%	46% 139 3%	27% 72 1%	27%  74   3%
SATISFIED (very and smwhat)	   87%	80%	88%	90%	  86% 	87%	84%  	83%	90%	89%	  85% 	39%	89%	89%	91%    91%	87%	84%	90%  	85%	93%	84%  
Very dissatisfied (0)	1%	1%	0%	1%	1%	1%	0%	2%	0%	1%	2%	0%	0%	0%	0%	1%	2%	0%	2%	0%	0%
Dissatisfied (25)	2%	4%	0%	1%	4%	2%	3%	2%	0%	1%	4%	22%	0%	0%	0%	1%	3%	1%	1%	1%	3%
Neutral (50)	11%	15%	12%	9%	9%	10%	14%	13%	10%	9%	9% <u> </u>	39%	11%	11%	9% <u> </u>	11%	12%	9% J	11%	6%	13%
Satisfied (75)	43%	41%	45%	46%	36%	44%	41%	42%	44%	49%	ا   38%	22%	54%	50%	25%	43%	51%	36%	43%	46%	40%
Very satisfied (100)	44%	38%	43%	44%	50%	43%	43%	41%	45%	40%	48%	17%	34%	39%	66%	45%	33%	55%  ++	43%	47%	44%
Don't know	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
No response	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
chi²: ± at 50%: mean for these data: standard error: sig. test for means:	   6    81.94    1.16	14 77.73 3.00	13 82.82 2.05	12 82.90 2.03	12   82.68   2.43		17  80.90  3.31	15 79.65 3.04	14 83.70 2.18	13 81.49 2.33		47 58.35 12.72	35 80.69 5.65	33 81.94 5.33	30  89.41  4.90		10 77.53 1.99 **	10  86.02  1.64  **	9 80.81 1.78	12 84.58 1.93	12  81.23  2.32

+				YE	ARS OF	EXISTEN			C	LIENT L	OCATION	S			GROSS R	EVENUES			-EMPLOY	MENT	+
ļ		RELATI	ONSHIP	Less		4 to	11  vears										ł				
į	i	Long		than 1		10	and			Alber-					\$250k-	\$1M-	j	_			
 	TOTAL	term	term	year	years	years	more	toba	Sask.	ta	BC	USA	Other	<\$250k	<\$1M	<\$5M	\$5M+  +	< 5	5-9	10-49	50+
Q19I the waiting time at the offi							!						!				!				
weightd # of participants:	298   100%	209 70%	90   30%	77 26%	72 24%	87 29%	52   17%	59 20%	96 32%	66 22%	54 18%	36 12%	65 22%	143 48%	50 17%	23 8%	13   4%	173 58%	31 10%	40 14%	17   6%
real # of participants:	285	179	106 j	70	67	88	53	65	70	66	54	31	67	134	50	26	14 j	162	34	42	19 j
DISSATISFIED (very and smwhat)	3%	2%	4%	2%	1%	4%	3%	4%	2%	0%	3%	3%	1%	3%	0%	0%	0%	3%	0%	2%	0%
SATISFIED (very and smwhat)	87%	88%	84%	89%	90%	81%	89%	89%	88%	87%	78%	82%	92%	87%	88%	89%	94%	87%	86%	87%	86%
Very dissatisfied (0)	1%	0%	3%  +	2%	0%	1%	0%	1%	1%	0%	1%	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%
Dissatisfied (25)	2%	2%	1%	0%	1%	3%	3%	3%	1%	0%	2%	3%	1%	2%	0%	0%	0%	2%	0%	2%	0%
Neutral (50)	11%	9%	13%	9%	8%	15%	8%	7%	10%	13%	18%	15%	6%	10%	12%	11%	6%	10%	14%	11%	14%
Satisfied (75)	43%	42%	46%	45%	44%	42%	46%	37%	46%	38%	30%	46%	44%	46%	49%	52%	13%	45%	44%	42%	31%
Very satisfied (100)	44%	47%	38%  	44%	46%	39%	43%	52%	43%	49%	48%	36%	49%	41%	39%	37%	81%	42%	42%	45%	55%
Don't know	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
No response	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
chi²:   ± at 50%:   mean for these data:   standard error:	6  81.94  1.16	8 83.30 1.37	10  78.79  2.13		13 83.80 2.11	11 78.80 2.28	14  82.16  2.57		12 82.11 2.24	13 84.00 2.18	14 80.40 3.10	19 78.76 3.51		9 80.87 1.73	15 81.60 2.37	20 81.61 3.19	28  93.83  3.81	8 81.00 1.60	18 81.89 3.04	16 82.29 2.94	24  85.23  4.28
sig. test for means:   +	 						ا 							 			**				+

+ 	I		-WD PRO	VINCE	 ا	TY	'PE I									CONTA				WD CON	TACT+ More
!	. !				Į.	Com-	Not				ļ				ļ				than 1		
 	TOTAL	ВС	Alta													0nce	times	more		ago	ago
Q20A the convenience of the offic	e locat	ion			i		i				i				i			i			i
	61.09	56.01	60.70	60.70	66.84	60.86	59.13	57.99	56.54	62.35	66.94	25.00	74.53	52.92	53.95	61.54	65.61	55.16	63.08	62.84	56.59
sig. test for means:							- 1				I		**		I			- 1			
Q20B the variety of methods to ac																					
	76.34	78.72	75.99	73.07	81.18	78.30	69.05	80.74	80.05	73.86	81.92	61.10	61.86	73.50	78.92	76.82	77.39	74.75	77.20	77.40	74.04
sig. test for means:					I	*	*				I				I			I			!
Q20C the hours of service					+		+				+				+			+			!
	63.49	55.33	68.76	64.71	62.68	63.59	60.23	58.21	70.50	64.05	60.45	31.93	62.34	66.48	64.32	64.44	64.97	60.91	64.46	66.54	59.07
sig. test for means:	!	*					ļ				ļ				ļ						!
Q20D the comfort of the waiting a		27.40			+													+			
	47.80	37.49	47.80	53.35	46.98	48.72	44.66	37.06	47.29	56.85	50.2/	50.00	49.49	47.30	29.2/	46.35	48.02	48.4/	46.24	53.53	46.28
sig. test for means:		*			!			•				•						!			!
Q20E the signage to find the offi		51.21	F7 O4																		
	3/.33	51.21	57.04	56.76	64.15	57.36	55.43	51.30	50.03	58.54	62.62	50.00	58.33	47.30	67.09	58.04	61.56	51./9	60.02	58.22	52.42
sig. test for means:   Q20F the ease of making appointme	nte vit	h offic	orc																		!
QZOF THE Ease OF Making appointme	HILS WIL	.11 01110	612		<sub>1</sub>						۱							<sub>1</sub>			
mean for these data:	75 051	74.15	79 17	72 05	77 731	77 07	65 /91	7/ 12	81 70	75 00	79 2/1	75 00	71 57	62 24	57 911	75 01	75 55	7/ 891	73 96	77 76	7/ 31
sig. test for means:	75.05	74.13	/ 3 . 1 /	72.03	17.23	*	*1	77.12	01.70	73.00	73.24	*	/1.5/	02.24	J/.JI	73.01	15.55	74.05	73.50	//./0	74.31
Q20G the ease of reaching officer	· c				+		ا +				ا + +				ا + +			+			
mean for these data:		80 71	81 65	73 24	84 681	80 68	72 151	81 69	82 80	74 90	88 151	72 20	77 32	71 50	64 321	79 62	77 39	79 621	79 05	78 94	78 56
sig test for means: I	i			**	* i		i			**	**				i			i	, ,	70.54	70.50
Q20H the timeliness of responses	to tele	nhone o	r e		+		+								+			+			i
-mail messages	1	.р.тоте о			1		1				1				1			1			i
mean for these data:	80.56	85.75	83.92	72.95	86.33	81.28	80.79	85.55	83.99	73.61	87.18	87.48	83.64	77.00	79.20	81.28	77.64	83.45	78.90	84.47	80.75 i
sig. test for means:				**	*					**	*										1
Q20I the waiting time at the offi	ice i				+		+				+				+			+			i
		74.41	73.49	76.65	74.091	77.61	65.951	74.99	73.78	83.59	75.581	64.27	72.48	62.15	60.31	72.31	79.36	72.811	72.90	75.48	77.81
sig. test for means:	i				i	*	*			*	i				i			i			i
+																					

+-		DEPTI	H OF	YE	ARS OF	EXISTEN	CE			LIENT L	OCATION	S			GROSS R	EVENUES			-EMPLOY	MENT	+
I	I	RELATIO	ONSHIP				11										I				- 1
ļ.	Į.						years														
! .				than 1											\$250k-		45.4			40.40	
!	IOIAL	term	term	year	years	years	more	toba	Sask.	ta	BC	USA	Other	<\$250K	<\$IM	<\$5M	\$5M+	< 5	5-9	10-49	50+
Q20A the convenience of the office	locat	ion																			
mean for these data:			63 561	70 09	63 71	57 76	52 201	63 56	58 29	58 82	62 77	41 02	55 58	67 89	54 11	48 87	52 05	69 40	45 08	47 10	52 42
sig. test for means:	1	33.13	13.30	, 0.05	05.72	37.70	1	05.50	30.23	30.02	02.77	*	33.30	**	3	*	52.05	***	*	**	32
Q20B the variety of methods to acco	ess th	e servi	ce <del>i</del>																		i
mean for these data:	76.34	74.56	79.18	79.82	74.57	79.16	73.07	77.91	72.53	73.06	77.48	80.76	74.03	80.76	77.44	71.18	72.29	78.67	76.16	72.24	70.87
sig. test for means:	- 1						- 1							*			1				
Q20C the hours of service	- 1		+				+														
mean for these data:	63.49	64.29	62.22	66.81	62.51	65.89	55.34	60.05	63.49	62.37	56.24	59.68	56.79	69.41	58.43	59.63	53.98	67.72	54.36	58.27	60.74
sig. test for means:	- 1						*							**			- 1	**			
Q20D the comfort of the waiting ar			+																		
mean for these data:	47.80	50.15	43.79	57.50	45.47	51.27	37.20	42.47	48.50	44.26	38.15	33.47	44.35	51.73	39.70	47.23	29.97	49.53	44.66	40.46	41.41
sig. test for means:	. !		. !				*!										*!				!
Q20E the signage to find the office		FC 03	+																40 43		42 641
<pre>mean for these data:   . sig. test for means:  </pre>	5/.35	56.02	59.4/	/0.54	54.16	56.24	50.29	56.23	54.96	54.29	46.75	39./3	52.97	61.84	46.70	54.43	38.33	61.//	48.43	52.63	43.64
Q20F the ease of making appointmen	te vit	h offic	000														"				- !
Q20F the ease of making appointmen	LS WIL	11 01110	۳۲ اع ا				<sub>1</sub>														
mean for these data:	75.05	73.17	78.51	78.43	75.52	77.45	69.93	72.59	71.62	76.75	82.91	79.01	69.56	81.23	73.17	66.78	69.80	79.52	71.26	64.54	65.64
sig. test for means:	i		i				i				*			**		*		**		*	
Q20G the ease of reaching officers	i		+																		i
mean for these data:	78.74 j	76.65	82.17	83.37	80.42	78.33	76.99	76.89	72.37	78.18	77.62	73.05	81.20	83.75	81.77	69.77	75.34	82.42	76.59	72.91	70.75
sig. test for means:	i		i				i						i	*		*	i	**			i
Q20H the timeliness of responses to	o tele	phone of	r e <del>i</del>				+										<del>-</del>				
-mail messages	- 1		- 1				- 1										1				
mean for these data:	80.56	77.96	84.67	83.66	79.24	79.99	79.65	84.52	73.92	84.65	84.37	78.58	78.65	84.37	78.66	70.83	80.02	82.56	76.44	76.76	79.23
sig. test for means:	- 1	*	*				- 1		*					*		*	- 1				- 1
Q20I the waiting time at the office			+				+							+							
mean for these data:	74.93	77.32	71.30	75.56	72.29	81.99	66.46	74.06	73.43	76.26	79.30	70.12	72.54	79.93	76.77	66.95	62.30	78.60	78.49	62.99	69.09
sig. test for means:	I		ı			**	*							*				*		*	
+-																					+

	+		-WD PRO	VINCE		TY	PE		-WD PRO	VINCE			-WD PRO	VINCE		CONTA	CTS WIT	H WD	FIRST	WD CON	TACT+
	1 1				- 1		- 1	* C0	MMERCIA	L CLIEN	TS *	* NOT-	FOR-PRO	FIT CLI	ENTS *	OVER T	HE PAST	YEAR	Less		More
	1 1				- 1	Com-	Not											- 1	than 1	1 to 2	than 2
					- 1	mer-	for											6 and	year	years	years
	TOTAL	BC	Alta	Sask.	Man.	cial	profit	BC	Alta	Sask.	Man.	BC	Alta	Sask.	Man.	0nce	times	more	ago	ago	ago
Q20A the convenience of the offic	t+ ce locat	ion			+ I		+ I											+ 			
weightd # of participants:	227	44	52	88	43 İ	180	35 İ	39	40	66	34	4	12	13	6	70	82	72	110	52	63
9	i 100%i	19%	23%	39%	19%	80%	16%	17%	18%	29%	15%	2%	5%	6%	3%	31%	36%	32% j	48%	23%	28%
real # of participants:	j 219 j	51	58	59	51 j	174	35 j	46	45	42	41	5	13	10	7	61	81	74 j	117	42	58 j
Very unimportant (0)	8%	10%	12%	4%	8% j	8%	3% j	8%	15%	3%	10%	22%	0%	0%	0%	7%	5%	12%	8%	8%	7% [
	1 1				- 1		- 1											- 1			1
Unimportant (25)	9%	13%	10%	6%	6%	9%	10%	15%	13%	6%	3%	0%	0%	14%	29%	2%	11%	12%	8%	9%	10%
	11															-					1
Neutral (50)	21%	17%	16%	26%	19%	19%	36%	17%	13%	24%	19%	22%	24%	54%	28%	25%	19%	18%	19%	16%	29%
Important (75)	25%	18%	210	26%	2201	24%	1+	20%	27%	2.00	2.40/	0%	46%	12%	14%	28%	22%	2701	28%	1.40/	2101
Important (75)	25%	18%	31%	26%	23%	24%	22%	20%	2/%	26%	24%	076	46%	12%	14%	28%	22%	27%	28%	14%	31%
Very important (100)	ı 17% i	16%	21%	10%	27%1	17%	12%	18%	20%	10%	27%	0%	22%	6%	15%	10%	25%	13%	19%	24%	8% I
very important (100)	1 1,701	10%	21/0	10%	+1	1770	12.01	10%	2070	10%	2770	0.0	2270	070	13/0	10%	++	13/0	1370	2-7/0	- 1
DK/NR	i 21%i	26%	11%	27%	16%	22%	17%	22%	11%	32%	17%	56%	7%	14%	15%	28%	18%	18%	19%	30%	15% İ
	ii									+											i
Chi²:	i i				i		i											i			į
± at 50%:	j 7 j	15	14	14	15	8	18	15	16	16	16	47	29	33	39	13	12	12	10	16	14
mean for these data:	61.09	56.01	60.70	60.70	66.84	60.86	59.13		56.54	62.35	66.94	25.00		52.92	53.95	61.54	65.61	55.16	63.08	62.84	56.59
standard error:	2.28	5.44	4.61	3.82	4.85	2.63	4.66	5.51	5.64	4.48	5.58	25.26	5.36	6.58	12.25	4.01	3.70	4.11	3.06	6.32	3.88
sig. test for means:	1 1				- 1		- 1						**					- 1			
•	+																				+

+		DEPTH OFYEARS OF EXISTENCECLIENT LOCATIONS													-GROSS R	EVENUES			-EMPLOY	MENT	+
I		RELATI	ONSHIP				11						I				I				
!	ļ		<u> </u>	Less			years						ļ		42501	***	. !				!
	TOTAL	Long term		than 1 year		10 years	and  more	Mani- toba	Sask.	Alber- ta	ВС	USA	Other	<\$250k	\$250k- <\$1M	\$1M- <\$5M	\$5M+	< 5	5-9	10-49	50+
+	+		+				+										+				
Q20A the convenience of the offic				2.2			!					2.2				2.5	4.0	424	2.4		4.6
weightd # of participants:	227   100%	140 62%	86	33 14%	45 20%	75 220	65   28%	48 21%	76 33%	46	41	23 10%	46   20%	97 43%	37	35	18   8%	124	31 14%	44 19%	16   7%
real # of participants:	219	116	38%  103	35	44	33% 71	28% I	21% 52	53% 54	20% 49	18% 44	22	47 I	43% 97	16% 34	16% 32	8%   18	55% 119	30	43	7%  16
Very unimportant (0)	8%1		7%1	16%	6%	7%	7%1	5%	5%	11%	6%	15%	11%		14%	10%	6%1	5%	17%	9%	0%1
l	0,01	0.0	, , , ,	10%	070	7,0	, , , ,	370	370	11/0	070	1370	11/0	370	1470	10%	0,01	370	+	370	1
Unimportant (25)	9%	8%	9%	0%	10%	7%	15%	13%	7%	12%	9%	18%	7%	4%	17%	14%	9%	5%	15%	15%	16%
· I	- 1		- 1	-			+						- 1	-			- 1				1
Neutral (50)	21%	21%	20%	10%	24%	31%	15%	18%	28%	18%	21%	12%	29%	20%	17%	23%	29%	18%	28%	20%	33%
	3.50	2.40/	2001	220	2.20	+	240/1	2.20	2001	2.70	2.40	2.20	240	2.40	4.50/	4.50	2.50	240	4.50	4.00/	440
Important (75)	25%	24%	28%	23%	32%	22%	21%	23%	28%	27%	24%	23%	21%	34%	15%	15%	26%	31%	15%	18%	11%
Very important (100)	17%	15%	20%1	41%	20%	12%	7%	23%	7%	19%	20%	0%	14%	19%	22%	8%	0%	24%	9%	4%	5% l
Terry   Timpor carre (200)	27.70	25.0	2070	+++	20%	22.0	-	2370	, ,,	2370	20%	0.0	2.70	2570		0,0	1	+++	370	-	3.01
DK/NR I	21%	23%	17%	10%	10%	22%	35%	18%	24%	14%	21%	32%	19%	18%	15%	31%	31%	17%	17%	33%	34%
İ	į		j		-		++						j				į			+	İ
chi²:				(***)			- 1						1	(*)			- 1	(**)			- 1
± at 50%:	7	10	10	18	16	12	14	14	14	15	16	22	15		18	18	25	10	19	16	26
mean for these data:	61.09		63.56			57.76				58.82		41.02		67.89	54.11	48.87	52.05		45.08	47.10	52.42
standard error:	2.28	3.18	3.25	6.71	4.52	3.75	4.52	4.75	3.81	5.06	5.19	7.75	4.93	2.89	6.68	6.31	6.50	2.75	6.32	5.36	6.49
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	!!				!	Com- mer-	Not  for										2 5	6 and l			than 2
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Q20B the variety of methods to a		e servi			I		- 1								I			I			j
weightd # of participants:	227	44	52	88	43	180	35	39	40	66	34	4	12	13	6	70	82	72	110	52	63
manl # of montiningnts.	100%    219	19% 51	23% 58	39% 59	19%  51	80% 174	16%	17% 46	18% 45	29% 42	15%   41	2%	5% 13	6%	3%	31%	36% 81	32%  74	48% 117	23%	28%
real # of participants: Very unimportant (0)	219	0%	2%	59 4%	0%I		35   0%	46 0%	45 2%	42 3%	0%	5 0%	0%	10 0%	7 I 0% I		2%	74   1%	3%	42 2%	58   0%
very unimportant (0)	1 2/01	0 76	270	770	0.01	270	0.01	070	270	370	0.0	070	070	076	0.01	370	270	1/0	370	270	0.01
Unimportant (25)	3%	8%	5%	0%	2%	2%	10%	7%	0%	0%	3%	17%	23%	0%	0%	3%	1%	6%	4%	1%	3%
		+			- 1	-	+	+							I			- 1			1
Neutral (50)	17%	10%	21%	18%	16%	16%	25%	9%	20%	19%	12%	22%	23%	26%	28%	10%	18%	21%	12%	22%	21%
Important (75)		40%	33%	51%	33%	41%	45% I	37%	31%	51%	37%	61%	38%	54%	ا 28% ا	50%	40%	35% I	40%	30%	51% l
Important (75)	1 71/01	4070	3370	+	33.01	7170	75/0	3770	31/0	31/0	3770	01/0	30%	3470	20%	30%	4070	33%	4070	30%	31/01
Very important (100)	34%	40%	40%	23%	43% j	37%	20%	45%	47%	23%	44%	0%	16%	20%	44%	30%	37%	35% j	38%	40%	24%
PK (NP		201	201	-	[	201		201	001	-		001		201			201	101	201	=0/	-
DK/NR	3%	2%	0%	3%	6%	3%	0%	2%	0%	4%	5%	0%	0%	0%	0%	5%	2%	1%	2%	5%	1%
chi²:					¦		1								¦			l			
± at 50%:	j 7 j	15	14	14	15	8	18	15	16	16	16	47	29	33	39	13	12	12	10	16	14
mean for these data:						78.30		80.74				61.10		73.50		76.82			77.20	77.40	74.04
standard error:	1.57	3.22	3.26	3.01	2.95	1.67	3.78	3.32	3.45	3.34	3.20	9.69	7.35	5.55	8.63	2.91	2.54	2.84	2.32	3.73	2.54
sig. test for means:	ļ l				I	*	*								ı			ı			ļ
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	l TOTALI			than 1		10	and			Alber-	вс	IIC A	Othori	<\$250k	\$250k-	\$1M- <\$5M	\$5M+	< 5	E 0	10-49	50+i
	U AL	term	+	year	years	years	more	LODA	3a5K.	ta	DC	U3A	other	~\$25UK		1100	TICE		5-5	10-49	I
Q20B the variety of methods to a	ccess th	e servi	ce I				i						i .				i				
weightd # of participants:	227	140	86	33	45	75	65 j	48	76	46	41	23	46	97	37	35	18	124	31	44	16
	100%	62%	38%	14%	20%	33%	28%	21%	33%	20%	18%	10%	20%	43%	16%	16%	8%	55%	14%	19%	7%
real # of participants:	219	116	103	35	44	71	59	52	54	49	44	22	47	97	34	32	18	119	30	43	16
Very unimportant (0)	2%	3%	1%	6%	0%	1%	3%	0%	2%	0%	0%	4%	4%	0%	0%	. 8%	0% [	1%	0%	6%	0% [
Unimportant (25)		3%	4% I	0%	7%	0%	4% I	2%	1%	4%	4%	3%	6% I	2%	3%	+++ 2%	5% I	2%	3%	4%	6% l
0111111por carre (23)	3.0	5.0	1,701	0.0	, ,,	0,0	1.70	270	2.0	.,,	.,,	5.0	1	270	370	2.0	1	2.0	370	1,0	1
Neutral (50)	j 17% j	17%	16%	13%	24%	16%	14%	22%	23%	29%	13%	0%	13%	16%	32%	12%	14%	17%	30%	13%	16%
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Important (75)	41%	45%	35%	29%	32%	43%	52%	36%	50%	38%	51%	46%	38%	37%	19%	50%	67%	38%	24%	45%	68%
Very important (100)	34%	29%	43%	49%	37%	36%	24%	37%	23%	29%	31%	40%	34%	41%	47%	25%	14%	39%	40%	29%	11%
	i i	-	+ j	+			- j						j				į				j
DK/NR	3%	3%	2%	3%	0%	3%	3%	3%	1%	0%	0%	8%	4%	4%	0%	3%	0%	3%	3%	2%	0% [
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± at 50%:	1 7	10	10	18	16	12	14	14	14	15	16	22	15	11	18	18	25 I	10	19	16	261
mean for these data:	1 1			79.82			73.07							80.76						72.24	
standard error:	1.57	2.16	2.27	4.64	3.61	2.43	3.01	2.93	2.93	3.07	2.95	5.44	3.97		4.09	4.93	4.18		4.34	4.22	4.40
sig. test for means:	l İ		İ				j						į	*			j				j
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	TOTAL	ВС	Alta	Sask.	Man.		profit	ВС	Alta	Sask.	Man.	ВС	Alta	Sask.	Man.	0nce	times	more	ago	ago	ago
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Q20C the hours of service	177	4.4	F 2	0.0	43	180	25	20	40		24		12	12	ا _	70	0.3	72	110	F 3	63
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real # of participants:	219	51	58	59	51 I	174	35 I	46	45	42	41	5	13	10	7 1	61	81	74 I	117	42	58
Very unimportant (0)	6%	10%	5%	4%	8%	6%	5%	7%	7%	3%	10%	39%	0%	0%	0%		4%	10%	5%	7%	9%
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Unimportant (25)	7%	14%	4%	5%	6%	6%	13%	14%	0%	4%	7%	17%	16%	14%	0%	2%	8%	9%	8%	3%	7%
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Important (75)	29%	27%	31%	31%	23%	27%	41%	27%	27%	28%	24%	22%	47%	48%	28%	31%	31%	23%	31%	22%	29%
Very important (100)	   21%	13%	28%	18%	24% I	21%	10% I	15%	33%	16%	22%	0%	7%	14%	15% I	16%	21%	24% I	20%	28%	15% l
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mean for these data:	63.49	55.33		64.71		63.59	60.23		70.50			31.93		66.48	64.32		64.97		64.46		
standard error:	1.94	4.41	3.63	3.47	4.22	2.15	4.48	4.47	4.26	3.84	4.85	15.16	6.59	7.87	7.59	3.53	3.01	3.69	2.59	4.66	3.78
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				than 1		10	and			Alber-	D.C	II.C.A	0+6		\$250k-	\$1M-	¢ F M . I		г о	10 40	FO.
	TOTAL	term.	term	year.	years	years	more	гора	Sask.	ta	BC	USA	other.	<\$250k	<\$1M	<\$5M	\$5M+	< 5	5-9	10-49	50+
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	100%		38%		20%	33%	28%	21%	33%	20%	18%	10%	20%		16%	16%	8%	55%	14%	19%	7%
real # of participants:	219	116	103	35	44	71	59	52	54	49	44	22	47	97	34	32	18	119	30	43	16
Very unimportant (0)	[ 6%]	6%	7%	14%	4%	1%	12%	9%	7%	12%	11%	0%	10%	4%	7%	5%	11%	4%	8%	8%	6% [
Unimportant (25)	I I I 7% I	4%	11%	2%	8%	6%	9% I	9%	4%	8%	9%	13%	13%	3%	12%	10%	9% I	5%	11%	10%	6% I
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Neutral (50)	32%	32%	31%	22%	43%	38%	25%	28%	33%	22%	34%	31%	31%	32%	32%	39%	34%	30%	43%	33%	33%
Important (75)	l 1 l 29% l	33%	22%	24%	26%	26%	34% I	30%	30%	29%	24%	40%	19%	24%	29%	32%	36% I	26%	21%	33%	34% I
1por carre (73)	23%	3370	2.2.70	2 170	20%	20%	3	30%	3070	2370	2	1070	2570	2	2370	32,0	30.01	2070	2270	3370	3
Very important (100)	21%	18%	25%	36%	20%	20%	9% [	18%	19%	25%	15%	3%	19%	29%	15%	13%	5%	27%	11%	12%	11%
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± at 50%:	j 7 j	10	10	18	16	12	14	14	14	15	16	22	15	11	18	18	25 į	10	19	16	26
mean for these data:	63.49	64.29	62.22			65.89								69.41	58.43	59.63	53.98	67.72	54.36	58.27	60.74
standard error:	1.94	2.53	3.04	5.92	3.84	2.92	4.00	4.28	3.91	4.76	4.71	4.62	4.72	2.79	4.99	4.54	6.58	2.58	5.11	4.26	6.71
sig. test for means:			I				*							**			I	**			ļ.
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mer- for   mer- for   BC Alta Sask. Man.   cial profit   BC Alta Sask. Man.   BC Alta Sask. Man.   Once times more ago ago ago ago ago ago ago ago ago ago						ļ	Com	Not I	* C0	MMERCIA	L CLIEN	TS *	* NOT-	FOR-PRO	FIT CLI	ENTS *	OVER T	HE PAST		Less	1 to 2	More
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weightd # of participants:   227   44 52 88 43   180 35   39 40 66 34   4 12 13 6   70 82 72   110 52 63     100%   19% 23% 39% 19%   80% 16%   17% 18% 29% 15%   2% 5% 6% 3%   31% 36% 32% 48% 23% 28%		TOTAL	BC	Alta	Sask.	Man.j	cial	profit	BC	Alta	Sask.	Man.	ВС	Alta	Sask.	Man.	0nce	times	more	ago	ago	ago
weightd # of participants:   227   44 52 88 43   180 35   39 40 66 34   4 12 13 6   70 82 72   110 52 63     100%   19% 23% 39% 19%   80% 16%   17% 18% 29% 15%   2% 5% 6% 3%   31% 36% 32% 48% 23% 28%	020D the comfort of the waiting a	areas I				+ 										+ا			۱			
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Very unimportant (0)   13%  18% 19% 7% 14%  11% 18%  21% 20% 1% 10%  0% 16% 14% 43%  12% 13% 16%  14% 10% 14%	very unimportant (0)	13/6	10/0	13/6	/ /0	14/6	11/6	10/01	21/0	20%	1/0	10/6	0.6	10%	14/6	43/0	12/6	13/0	10%	14%	10%	14/0
Unimportant (25)   12%   16% 7% 14% 12%   13% 13% 17% 7% 14% 12%   0% 8% 20% 15% 15% 10% 12% 15% 9% 10%	Unimportant (25)	12%	16%	7%	14%	12%	13%	13%	17%	7%	14%	12%	0%	8%	20%	15%	15%	10%	12%	15%	9%	10%
Neutral (50) 24% 23% 29% 20% 27% 26% 15% 24% 31% 25% 27% 22% 23% 6% 14% 24% 29% 19% 24% 16% 31%	Neutral (50)	24%	23%	29%	20%	27%	26%	15%	24%	31%	25%	27%	22%	23%	6%	14%	24%	29%	19%	24%	16%	31%
Important (75)   13%   0% 17% 17% 15%   10% 23%   0% 11% 12% 19%   0% 38% 28% 0%   14% 13% 13%   9% 25% 11%	Important (75)	13%	0%	17%	17%	15%	10%	23%	0%	11%	12%	19%	0%	38%	28%	0%	14%	13%	13%	9%		11%
Very important (100)   10%   10%   10%   10%   8%   11%   5%   11%   13%   11%   7%   0%   0%   6%   15%   7%   9%   13%   12%   7%   8%	Very important (100)	10%	10%	10%	10%	8%	11%	5%	11%	13%	11%	7%	0%	0%	6%	15%	7%	9%	13%	12%		8%
DK/NR   28%   33% 17% 33% 24% 29% 27% 28% 18% 37% 25% 78% 15% 26% 15% 29% 27% 27% 26% 33% 24%	DK/NR	28%	33%	17%	33%	24%	29%	27%	28%	18%	37%	25%	78%	15%	26%	15%	29%	27%	27%	26%	33%	24%
chi <sup>2</sup> :	chi²:					i		i								i			i			
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mean for these data:   47.80  37.49 47.80 53.35 46.98  48.72 44.66  37.06 47.29 56.85 50.27  50.00 49.49 47.30 29.27  46.35 48.02 48.47  46.24 53.53 46.28																						
standard error:   2.50  5.60 4.75 4.81 4.95  2.76 6.60  5.77 5.62 5.12 5.28  * 9.05 13.07 16.76  4.56 3.97 4.73  3.45 5.75 4.76  sig. test for means:     *		2.50	5.60	4.75	4.81	4.95	2.76	6.60	5.77	5.62	5.12	5.28	*	9.05	13.07	16.76	4.56	3.97	4.73	3.45	5.75	4.76
51g. (est 10) means.	Sig. Lest for means.	I I +																	ا ۔ ۔ ۔ ۔ ۔ ۔			+

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weightd # of participants:	227	140	86	33	45	75	65	48	76	46	41	23	46	97	37	35	18	124	31	44	16
maal # of manhicinanha.	100%	62% 116	38%  103	14% 35	20% 44	33% 71	28%	21% 52	33% 54	20% 49	18% 44	10% 22	20% 47	43% 97	16% 34	16% 32	8%  18	55% 119	14% 30	19% 43	7%  16
real # of participants: Very unimportant (0)	219     13%	11%	103	13%	19%	7 I 8%	59   15%	13%	54 11%	19%	14%	21%	15%		21%	32 14%	15%		16%	43 15%	11%
very unimportante (o)	1 13/01	1170	1, 10	1370	1370	070	13/0	1370	1170	1370	1470	21/0	1570	370	21/0	1-70	13/0	1370	10%	1370	11/0
Unimportant (25)	12%	12%	13%	6%	14%	11%	18%	19%	17%	10%	20%	11%	16%	14%	15%	7%	29%	13%	3%	18%	11%
	1						1										1				1
Neutral (50)	24%	26%	21%	21%	34%	31%	11%	25%	20%	29%	27%	24%	29%	28%	23%	25%	20%	27%	30%	14%	38%
Important (75)	1 13%	16%	9% I	29%	9%	7%	13%	12%	13%	11%	2%	4%	9%	10%	7%	13%	5% I	10%	17%	8%	0% I
Important (75)	1 13/01	1070	3,01	++	370	7 70	13/0	1270	1370	11/0	270	-70	370	1070	7 70	1370	3.01	10%	1770	070	0,01
Very important (100)	10%	9%	10%	13%	13%	12%	2%	5%	10%	9%	7%	3%	9%	13%	9%	8%	0% j	13%	2%	8%	5% j
DIV (ND		2.60/	2001	4.00	4.00	2.20	-	2.70	2001	240	2.00/	2.60/	2.20	2.60	2 40/	2.20/	2400	2 401	240	2.70	2.40
DK/NR	28%	26%	30%	18%	10%	32%	42%	27%	29%	21%	30%	36%	23%	26%	24%	33%	31%	24%	31%	37%	34%
chi²:	1 1		i	(***)													ł				
± at 50%:	j 7	10	10	18	16	12	14	14	14	15	16	22	15	11	18	18	25	10	19	16	26
mean for these data:		50.15			45.47	51.27				44.26				51.73				49.53	44.66	40.46	41.41
standard error:	2.50	3.21	4.01	6.11	5.18	4.40	4.93	4.72	5.12	5.25	5.26	7.72	5.02	3.57	6.56	6.84	6.24	3.39	6.46	6.46	7.77
sig. test for means:	<u> </u>		I				*							*			*				Ţ
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	I TOTALI	ВС	Alta	Sask.	Man.		profit	ВС	Alta	Sask.	Man.	ВС	Alta	Sask.	Man.	0nce			,	ago	ago
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Q20E the signage to find the off		4.4		0.0	42	100	35	20	40		24	4	12	12	ا _	70	0.7	72	110		C2
weightd # of participants:	227     100%	44 19%	52 23%	88 39%	43   19%	180 80%	35   16%	39 17%	40 18%	66 29%	34   15%	2%	12 5%	13 6%	6   3%	70 31%	82 36%	72   32%	110   48%	52 23%	63   28%
real # of participants:	100%    219	51	58	59	51	174	35 I	46	45	42	41	5	13	10	7 I	61	81	74	117	42	58 I
Very unimportant (0)	10%	13%	12%	6%	10%	8%	13%		11%	3%	12%	22%	15%	14%	0%		8%	14%		8%	11%
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Unimportant (25)	9%	8%	10%	9%	10%	10%	8%	9%	11%	10%	10%	0%	7%	14%	0%	6%	10%	12%	8%	10%	12%
Neutral (50)	l I I 22% I	21%	24%	26%	16% I	23%	22% I	24%	24%	29%	10%	0%	23%	12%	56% I	25%	21%	21%	22%	14%	32% I
neutral (50)	1 22.01	21/0	2470	20%	10/01	2370	22.01	2470	2470	2370	- 1	0.0	2370	1270	1000	2370	21/0	2170	2270	1-70	+
Important (75)	17%	15%	17%	19%	15%	16%	20%	17%	16%	14%	19%	0%	23%	34%	0%	20%	15%	16%	19%	19%	13%
Very important (100)	   17%	11%	20%	11%	30% I	16%	15% I	10%	20%	12%	27%	22%	23%	0%	ا 29% ا	12%	23%	14%	19%	15%	 15%
very important (100)	1//0  	11/0	20%	11/0	++1	10%	1201	10%	20%	12/0	2 / /0	22/0	23/0	076	23/0	12/0	23/0	14/0	1 13/0	13/0	1201
DK/NR	25%	31%	16%	29%	20%	26%	22%	29%	18%	32%	22%	56%	7%	26%	15%	29%	23%	22%	23%	33%	18%
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chi²:		1 5	1.4	14	15 I	0	18 I	15	16	16	16	47	29	33	ا 39 ا	13	12	12	10	16	141
± at 50%:   mean for these data:	/    57 35	15 51.21	14 57.04		- 1	57.36		51.30											10	16 58 22	14  52.42
standard error:	2.491		4.84	4.39	5.551				5.55			50.52						4.46		6.31	4.641
sig. test for means:	i i																				
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	+	DEPT	H OF	YE	ARS OF	EXISTEN	CE		C	LIENT L	OCATION	S			GROSS R	EVENUES			-EMPLOY	MENT	+
		RELATI	ONSHIP				11						1				- 1				
				Less			years														
				than 1		10	and	Mani-		Alber-	D.C		0.4.4		\$250k-	\$1M-	¢ 5 M		- 0	10 10	50.
	TOTAL	term	termi	year	years	years	more	toba	Sask.	ta	BC	USA	otner	<\$250k	< \$ I M	<\$5M	\$5M+	< 5	5-9	10-49	50+
Q20E the signage to find the off	ice I		1				i										 I				
weightd # of participants:	227 j	140	86 j	33	45	75	65 j	48	76	46	41	23	46	97	37	35	18 j	124	31	44	16 j
	100%	62%	38%	14%	20%	33%	28%	21%	33%	20%	18%	10%	20%	43%	16%	16%	8%	55%	14%	19%	7% [
real # of participants:	219	116	103	35	44	71	59	52	54	49	44	22	47	97	34	32	18	119	30	43	16
Very unimportant (0)	10%	8%	12%	8%	12%	8%	11%	9%	8%	16%	12%	21%	13%	5%	19%	10%	11%	8%	17%	7%	11%
Unimportant (25)	l     9%	12%	6% I	2%	14%	9%	10%	16%	8%	13%	16%	15%	8% I	9%	+ 17%	10%	15%	9%	9%	8%	21%
on important (25)	1 7/01	1270	0.01	270	1470	370	10/01	10%	070	1370	10/0	1370	0.01	370	1770	10%	10/01	370	370	070	21/01
Neutral (50)	22%	23%	21%	15%	30%	28%	15%	19%	27%	17%	25%	8%	29%	26%	19%	15%	34%	22%	31%	19%	16%
Inventor (75)		170	1.70	2.50	1.20/	1.40/	1.40	1.20/	100	1 70/	1.40/	170	120	1.00/	1.50/	2.10/	500	1.00/	1 500	1 70	600
Important (75)	17%	17%	17%	35%	13%	14%	14%	12%	19%	17%	14%	17%	13%	18%	15%	21%	6%	18%	15%	17%	6%  
Very important (100)	17%	14%	21%	29%	19%	14%	9%	21%	11%	21%	8%	7%	15%	19%	15%	10%	0%	22%	11%	6%	11%
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DK/NR	25%	25%	24%	10%	12%	26%	41%	22%	26%	16%	25%	32%	22%	23%	15%	35%	35%	20%	17%	43%	34%
chi²:			- !	(**)	-		+++										-	-		++	
± at 50%:	i 7i	10	10	18	16	12	14	14	14	15	16	22	15	11	18	18	25 İ	10	19	16	26
mean for these data:	57.35	56.02				56.24		56.23	54.96	54.29					46.70			61.77			
standard error:	2.49	3.29	3.87	5.43	5.27	4.25	5.44		4.61	5.61	5.36	9.32	5.35		6.56	7.14	6.51	3.23	6.54	6.05	9.87
sig. test for means:			- 1	**			- 1						1	**			*	*			
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							- 1	* C0	MMERCIA	L CLIEN	TS *	* NOT-	FOR-PRO	FIT CLI	ENTS *	OVER T	HE PAST		Less		More
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		D.C	414.	C1:	M	mer-	for	D.C	474-	C1.	M 1	D.C	434-	C1.	M	0		6 and	,	years	
	TOTAL	BC	ALTA	Sask.	Man.	cial	profit	BC	Alta	Sask.	Man.	BC	ALTA	Sask.	Man.	0nce	times	more	ago	ago	ago
Q20F the ease of making appointm	ents wit	h offic	ers								   										
weightd # of participants:	227	44	52	88	43	180	35	39	40	66	34	4	12	13	6	70	82	72	110	52	63
	i 100% i	19%	23%	39%	19%	80%	16%	17%	18%	29%	15%	2%	5%	6%	3%	31%	36%	32%	48%	23%	28%
real # of participants:	i 219 i	51	58	59	51 j	174	35 j	46	45	42	41 j	5	13	10	7	61	81	74 j	117	42	58 j
Very unimportant (0)	3%	6%	2%	2%	2%	1%	5%	6%	0%	0%	0%	0%	7%	0%	15%	3%	2%	4%	3%	1%	3%
							- 1	++										- 1			- 1
Unimportant (25)	4%	6%	0%	5%	2%	3%	5%	7%	0%	4%	2%	0%	0%	14%	0%	0%	6%	5%	4%	2%	4%
N 1 7 (50)	1 1 1	001	4.20	240	4 40/	4.50	4.00	001	4.50	240	4.50	001	701	2.40	4.50	4.40/	4 70	4.40	4.50	4.00/	4.40
Neutral (50)	15%	8%	13%	21%	14%	16%	18%	9%	15%	21%	15%	0%	7%	34%	15%	14%	17%	14%	15%	19%	14%
Important (75)	I 35% I	27%	41%	35%	35% I	33%	47%	28%	33%	34%	34% I	22%	69%	32%	56%	46%	25%	36% I	35%	28%	41%
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Very important (100)	31%	35%	33%	27%	31%	34%	11%	39%	38%	29%	34%	0%	16%	14%	0%	22%	36%	35%	29%	36%	28%
					!	++															!
DK/NR	13%	18%	11%	11%	16%	13%	15%	11%	14%	12%	15%	78%	0%	6%	15%	16%	15%	6% <u> </u>	14%	14%	10%
chi²:	!!				- !		- !				!	(*)						- [			!
± at 50%:	   7	15	14	14	15 l	9	18	15	16	16	16	47	29	33	39	13	12	12	10	16	14
mean for these data:	, , , , , , , , , , , , , , , , , , ,	74.15	79.17	72.05		77.07				75.00									73.96	77.76	74.31
standard error:	1.80		2.84	3.45	3.531		4.60			3.63	3.48		6.82		12.68		3.16	3.16		3.95	3.401
sig. test for means:				25		*	*			2.05	1	*								2.55	
- U. 1000	+																				+

	DEPTH OFYEARS OF EXISTENCECLIENT LOCATIONS														GROSS R	EVENUES			-EMPLOY	MENT	+
	1 1	RELATI	ONSHIP				11						- 1				- 1				
				Less			years						ļ								ļ.
				than 1		10	and			Alber-	D.C	II.C.A	0+61		\$250k-	\$1M-	¢ E M . I	<5	г о	10 40	
	TOTAL	term	rermi	year	years	years	more	гора	Sask.	ta	BC	USA	orneri	<\$250k	< > TIJ	<\$5M	\$5M+	د >	5-9	10-49	50+
Q20F the ease of making appointm	ents wit	h offic	ers																		
weightd # of participants:	227	140	86 İ	33	45	75	65 İ	48	76	46	41	23	46	97	37	35	18	124	31	44	16
	100%	62%	38%	14%	20%	33%	28%	21%	33%	20%	18%	10%	20%	43%	16%	16%	8%	55%	14%	19%	7%
real # of participants:	219 j	116	103	35	44	71	59 j	52	54	49	44	22	47	97	34	32	18	119	30	43	16
Very unimportant (0)	3%	3%	3%	6%	2%	1%	3%	2%	2%	2%	2%	0%	4%	0%	4%	2%	0%	1%	3%	6%	5%
Unimportant (25)	   4%	5%	2% J	5%	6%	2%	3% J	6%	2%	4%	2%	0%	12%	3%	8%	7%	0% <u> </u>	3%	6%	6%	0% <u> </u>
Neutral (50)	15%	18%	11%	5%	14%	17%	22%	18%	24%	15%	8%	14%	11%	12%	19%	30%	24%	11%	23%	26%	16%
Important (75)	35%	37%	31%	32%	41%	29%	36%	32%	39%	36%	27%	38%	35%   35%	34%	27%	33%	36%	36%	32%	25%	45%
Very important (100)	31%	28%	34%	45%	34%	34%	19%	27%	24%	35%	45%	27%	26%	39%	40%	20%	9%	38%	29%	20%	5%
DK/NR	13%	9%	19%	8%	3%	17%	18%	16%	8%	8%	17%	20%	12%	12%	3%	7%	30%	10%	8%	18%	29%
chi²:	i i		1				i						i	(*)			i				i
± at 50%:	j 7 j	10	10	18	16	12	14	14	14	15	16	22	15	11	18	18	25 į	10	19	16	26 ј
mean for these data:						77.45	69.93		71.62	76.75		79.01		81.23	73.17	66.78			71.26	64.54	65.64
standard error:	1.80	2.41	2.67	5.12	3.72	3.05	3.38	3.83	3.35	3.57	3.87	4.27	4.45		5.07	4.59	4.77		5.04	4.94	6.65
sig. test for means:			I				I				*		I	**		*	I	**		*	
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	+		-WD PRO	VINCE		TY	PE		-WD PRO	VINCE			-WD PRO	VINCE		CONTA	CTS WIT	H WD	FIRST	WD CON	TACT+
	1 1				- 1		- 1	* C0	MMERCIA	L CLIEN	TS *	* NOT-	FOR-PRO	FIT CLI	ENTS *	OVER T	HE PAST		Less		More
	!!				!	Com-	Not				!						2.5				than 2
	I     TOTAL	вс	A1+>	Sask.	Man.l	mer-	for  profit	вс	A1+ a	Sask.	Man.	ВС	A1+2	Sask.	Man.	l I Once		6 and	year ago	years ago	years  ago
	++				+		+			Jask.	+							+			I
Q20G the ease of reaching office	rs				1		1				i					l		ı			i
weightd # of participants:	227 j	44	52	88	43	180	35 j	39	40	66	34	4	12	13	6	70	82	72 j	110	52	63 j
	100%	19%	23%	39%	19%		16%	17%	18%	29%	15%	2%	5%	6%	3%		36%	32%	48%	23%	28%
real # of participants:	219	51	58	59	51	174	35	46	45	42	41	5	13	10	7	61	81	74	117	42	58
Very unimportant (0)	2%	0%	3%	2%	2%	0%	5%	0%	2%	0%	0%	0%	7%	0%	15%	3%	0%	4%	2%	2%	1%
Unimportant (25)	1 2%	3%	0%	4%	0%	2%	5%	4%	0%	3%	0% I	0%	0%	14%	0%	l l 1%	5%	0% I	3%	0%	3% I
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Neutral (50)	13%	13%	10%	15%	12%	14%	13%	11%	13%	18%	10%	33%	0%	12%	28%	4%	22%	12%	13%	14%	12%
Important (75)	I 42%	39%	38%	53%	27%	41%	46% I	38%	34%	54%	ا 27% ا	44%	54%	48%	28%	I 55%	30%	44% I	36%	49%	47% l
	i			+	-					+	- i					+		1			i
Very important (100)	38%	42%	46%	23%	55%	41%	28%	45%	51%	23%	61%	22%	31%	26%	29%	31%	42%	41%	42%	34%	36%
PK (NP		201	201		++	201	201	201	001		++	001	701	001	001		4.01		•01	201	
DK/NR	2%	2%	2%	2%	4%	2%	2%	2%	0%	2%	3%	0%	7%	0%	0%	6%	1%	0%	4%	2%	0%
chi²:							ł				i					(***)		l			
± at 50%:	j 7 j	15	14	14	15	8	18	15	16	16	16	47	29	33	39	13	12	12	10	16	14
mean for these data:	78.74			73.24		80.68		81.69					77.32	71.50			77.39		79.05	78.94	78.56
standard error:	1.51	2.90	3.01	2.89	3.10	1.53	4.52	3.06	3.24	2.92	2.69	9.37	7.76	7.89	13.52	2.69	2.60	2.64	2.25	3.08	2.78
sig. test for means:	<u> </u>			**	*		I			**	**					l		I			!
	T																				+

+-					ARS OF	EXISTEN	CE		C	LIENT L	OCATION	S			GROSS R	EVENUES			-EMPLOY	MENT	+
	. !	RELATI	ONSHIP				11										!				!
	-	Long	Short	Less than 1	1 to 3	4 to 10	years  and	Mani-		Alber-					\$250k-	\$1M-	-				
i	TOTAL			year			more		Sask.	ta	BC	USA	0ther	<\$250k		<\$5M	\$5M+	< 5	5-9	10-49	50+
020C the ease of reaching officer	+		4				+										+				
Q20G the ease of reaching officers weightd # of participants:	227	140	86 I	33	45	75	65 I	48	76	46	41	23	46	97	37	35	18	124	31	44	16
neighta ii or partitipants.	100%		38%		20%	33%	28%	21%	33%	20%	18%	10%	20%	43%	16%	16%	8%	55%	14%	19%	7%
real # of participants:	219	116	103	35	44	71	59	52	54	49	44	22	47	97	34	32	18	119	30	43	16
Very unimportant (0)	2%	3%	1%	6%	0%	1%	1%	2%	2%	2%	0%	0%	2%	0%	2%	2%	0%	1%	3%	2%	5%
Unimportant (25)	2%	3%	2% I	0%	0%	0%	8% I	4%	2%	0%	2%	11%	4%	1%	0%	11%	4%	1%	0%	10%	0%
i i	į		į				+++ j						į			++	į	-		+++	į
Neutral (50)	13%	14%	12%	8%	13%	19%	11%	20%	20%	20%	21%	8%	9%	10%	12%	22%	20%	8%	26%	18%	22%
Important (75)	42%	46%	35%	26%	52%	41%	41%	29%	50%	40%	41%	53%	37%	41%	39%	35%	47%	46%	29%	34%	50%
Very important (100)	ا 38% ا	33%	47% I	58%	35%	35%	ا 39% ا	40%	22%	38%	35%	23%	48%	45%	46%	30%	29% I	42%	40%	36%	22%
very importante (100)	30/0[	-	+	+	3370	33%	33.01	4070	-	30%	3370	2370	+	7370	4070	30%	23/01	4270	4070	30%	22.01
DK/NR j	2% [	2%	3%	3%	0%	3%	0% [	6%	2%	0%	0%	4%	0%	4%	0%	0%	0% [	2%	3%	0%	0% [
Chi²:	ļ			(*)				+										(*)			-
± at 50%:	7 j	10	10	18	16	12	14	14	14	15	16	22	15	11	18	18	25	10	19	16	26
		76.65		83.37		78.33	76.99					73.05		83.75			75.34		76.59		70.75
standard error:   sig. test for means:	1.51	2.13	2.09	4.55	2.51	2.47	3.17	3.55	3.02	3.08	3.03	4.98	3.39	1.80	3.70	4.73	4.91	1.79	4.54	4.07	6.12
sig. lest for medis.   +-																					+

	+		-WD PRO	VINCE		TY	PE									CONTA				WD CON	
					!	Com-	Not i	* C0	MMERCIA	L CLIEN	TS *	* NOT-	FOR-PRO	FIT CLI	ENTS *	OVER T	HE PAST		Less	1 to 2	More
	i i				i	mer-	for				i				i		2 - 5	6 and		years	
	TOTAL	BC	Alta	Sask.	Man.	cial	profit	BC	Alta	Sask.	Man.	BC	Alta	Sask.	Man.	0nce	times	more	ago	ago	agol
Q2OH the timeliness of responses -mail messages	to tele	phone o	r e				   				   				   			   			
weightd # of participants:	227   1 100%	44 19%	52 23%	88 39%	43   19%	180 80%	35   16%	39 17%	40 18%	66 29%	34   15%	4 2%	12 5%	13 6%	6 j 3% i	70 31%	82 36%	72 j 32% l	110 48%	52 23%	63   28%
real # of participants:	219	51	58	59	51	174	35	46	45	42	41	5	13	10	7	61	81	74	117	42	58
Very unimportant (0)	3%	2%	2%	6% +	0%  	2%	2%  	2%	0%	6% +	0%   	0%	7%	0%	0%   	3%	5%	1%  	6% +	0%	1%  
Unimportant (25)	1%	0%	0%	0%	4% j + j	0%	2%	0%	0%	0%	2% j	0%	0%	0%	14%	0%	0%	2% j	0%	2%	1%
Neutral (50)	11%	8%	12%	17%	2% j - i	12%	12%	7%	15%	17%	3% j - l	17%	0%	26%	0% j	5%	20%	7% j	12%	9%	11%
Important (75)	38%	32%	33%	43%	39%	38%	35%	34%	33%	42%	39%	17%	31%	40%	43%	47%	28%	40%	33%	38%	45%
Very important (100)	44%	54%	52%	29%	55%	44%	46%	53%	51%	28%	56%	67%	54%	34%	44%	36%	47%	49%	44%	48%	41%
DK/NR	3%	4%	2%	5%	0%	3%	2%	4%	0%	7%	0%	0%	7%	0%	0%	10%	0%	0%	5%	4%	0%
chi²:	<u> </u>	(*)			!											(***)					
± at 50%: mean for these data:	7    80.56	15 85.75	14 83.92	14 72.95	15  86.33	01 70	18  80.79	15 85.55	16	16 73.61	16	47 87.48	29 83.64	33 77.00	39   79 . 20		12 77.64	12	10 78.90	16 84.47	14
standard error:	1.58		2.74	3.49	2.54	1.68	4.04			4.08		9.72			10.09		2.98	2.36		2.81	80.75  2.66
sig. test for means:	1.50  			**	*					**	*					,-					

4				YE	ARS OF	EXISTEN			C	LIENT L	OCATION	S			GROSS R	EVENUES			-EMPLOY	MENT	+
	 	RELATI	ONSHIP	Less		4 to	11   vears										-				
	TOTAL		Short term	than 1		10 years	and  more		Sask.	Alber- ta	ВС	USA	0ther	<\$250k	\$250k- <\$1M	\$1M- <\$5M	\$5M+	<5	5-9	10-49	50+
Q20H the timeliness of responses -mail messages	to tele	phone o	re i				i I										i I				į
weightd # of participants:	227   100%	140 62%	86   38%	33 14%	45 20%	75 33%	65   28%	48 21%	76 33%	46 20%	41 18%	23 10%	46 20%	97 43%	37 16%	35 16%	18   8%	124 55%	31 14%	44 19%	16   7%
real # of participants: Very unimportant (0)	219     3%	116 5%	103   1%	35 6%	44 4%	71 1%	59   4%	52 0%	54 5%	49 2%	44 2%	22 0%	47 4%	97 1%	34 7%	32 5%	18   0%	119 4%	30 3%	43 4%	16   0%
Unimportant (25)	   1%	1%	0%	2%	2%	0%	0%   	3%	0%	0%	0%	0%	0%	2%	0%	0%	0%   	1%	3%	0%	0%
Neutral (50)	11%	14%	8%	8%	16%	13%	10%	8%	19%	14%	10%	20%	14%	9%	15%	25%	9%	11%	21%	12%	5%
Important (75)	38%	36%	42%	18%	29%	47%	42%	35%	43%	27%	33%	42%	38%	33%	25%	45%	61%	29%	31%	52%	72%
Very important (100)	44%	41%	48%	64%	49%	36%	39%	52%	30%	58%	53%	34%	40%	50%	52%	25%	29%	52%	40%	32%	22%
DK/NR	3%	4%	2%	2%	0%	2%	6%	2%	3%	0%	2%	4%	4%	6%	0%	0%	0%	4%	3%	0%	0%
chi²: ± at 50%:		10	10 i	18	16	12	 14	14	14	15	16	22	15	(*) 11	18	18	25 I	10	19	16	26 i
mean for these data: standard error:	80.56 1.58	77.96		83.66		79.99	79.65	84.52	73.92	84.65	84.37			84.37	78.66 4.99			82.56		76.76 3.48	79.23
sig. test for means:	 		*				ا 		*					*		*	ا 				 +

	+		-WD PRO	VINCE		TY	PE		-WD PRO	VINCE			-WD PRO	VINCE		CONTA	CTS WIT	H WD	FIRST	WD CON	TACT+
					- 1		- 1	* C0	MMERCIA	L CLIEN	ITS *	* NOT-	FOR-PRO	FIT CLI	ENTS *	OVER T	HE PAST		Less		More
	!!				!	Com-	Not									ļ					than 2
	I     TOTAL	ВС	A1+>	Sask.	Man.I	mer-	for   profit	ВС	A1+>	Sask.	Man.	BC BC	A1+ a	Sask.	Man.	l I Once	2-5 times	6 and	,	years ago	
	101AL  ++			Jask.	+	Clat	+		ALLa	Jask.				Jask.		Olice	L 1111C3			agu	ago
Q20I the waiting time at the off	ice I				1		1									I		1			i
weightd # of participants:	227 j	44	52	88	43 j	180	35 j	39	40	66	34	4	12	13	6	70	82	72 j	110	52	63 j
	100%	19%	23%	39%	19%		16%	17%	18%	29%	15%	2%	5%	6%	3%		36%	32%	48%	23%	28%
real # of participants:	219	51	58	59	51	174	35	46	45	42	41	5	13	10	7	61	81	74	117	42	58
Very unimportant (0)	3%	3%	2%	3%	2%	2%	2%	4%	2%	0%	3%	0%	0%	6%	0%	3%	2%	4%	3%	3%	1%
Unimportant (25)	I 3% I	2%	10%	0%	0% I	3%	0% I	2%	13%	0%	0%	0%	0%	0%	0%	I I 4%	2%	2% I	4%	3%	0% l
,	i i		+++		i		i		+++							i		i			i
Neutral (50)	13%	13%	14%	9%	20%	11%	27%	13%	11%	7%	15%	17%	23%	20%	56%	13%	12%	14%	14%	5%	18%
Important (75)	l I I 28% I	28%	24%	34%	23%I	26%	+   36%	29%	17%	28%	27%	22%	47%	48%	0%	l I 33%	23%	ا 30% ا	27%	32%	29% I
Important (73)	1 20%1	2070	2470	3470	23/01	2070	30%[	2370	1770	20%	2770	2270	4770	40%	0.70	33% 	2370	30%	2770	3270	23/01
Very important (100)	j 26% j	25%	34%	23%	23%	30%	7% j	28%	40%	29%	24%	0%	15%	0%	15%	20%	34%	23%	25%	22%	31%
	1				1	++	1									l	+				
DK/NR	27%	28%	16%	32%	31%	28%	27%	25%	16%	36%	32%	61%	15%	26%	29%	28%	27%	26%	27%	35%	20%
chi²:		(*)	-			(*)	-	(*)	-												
± at 50%:	i 7i	`15	14	14	15	` ź	18	`15	16	16	16	47	29	33	39	13	12	12	10	16	14
mean for these data:	74.93			76.65		77.61	65.95					64.27		62.15		72.31			72.90	75.48	77.81
standard error:	1.97	4.29	4.02	3.64	4.07	2.18	4.02	4.49	4.99	3.16	4.60	13.54	5.27	8.56	10.35	3.71	3.15	3.48	2.81	4.92	3.32
sig. test for means:	ļ I				I	*	*			*								I			- 1
•	+																				+

4		DEPT	H OF	YE	ARS OF	EXISTEN	CE		C	LIENT L	OCATION	S			GROSS R	EVENUES			-EMPLOY	MENT	+
I		RELATI	ONSHIP				11										1				1
I			I	Less		4 to	years										1				1
I		Long	Short	than 1	1 to 3	10	and	Mani-		Alber-					\$250k-	\$1M-	1				1
1	TOTAL	term	term	year	years	years	more	toba	Sask.	ta	BC	USA	0ther	<\$250k	<\$1M	<\$5M	\$5M+	< 5	5-9	10-49	50+
Q20I the waiting time at the offi	+ ica I		+				+										+				
weightd # of participants:	227	140	86 İ	33	45	75	65 İ	48	76	46	41	23	46	97	37	35	18 İ	124	31	44	16 İ
werghed " or participants.	100%		38%	14%	20%	33%	28%	21%	33%	20%	18%	10%	20%		16%	16%	8%1	55%	14%	19%	7% i
real # of participants:	219	116	103	35	44	71	59 I	52	54	49	44	22	47	97	34	32	18 1	119	30	43	16
Very unimportant (0)	3%1		4%1	6%	2%	1%	4%	0%	3%	2%	2%	0%	4%		2%	7%	4%1	1%	0%	9%	0% i
tery annupor carre (o)	3.01	-70		0.0	2.0	270	.,,,	0,0	570	-70	2.0	0,0		-	2.0	+	.,.,	2.0	0.0	++	1
Unimportant (25)	3%	2%	4%	0%	4%	1%	5%	2%	1%	6%	2%	7%	4%	1%	5%	5%	4%	1%	6%	4%	5%
Neutral (50)	13%	10%	ا  19%	15%	22%	9%	11%	20%	12%	14%	8%	15%	16%	16%	16%	8%	16%	15%	9%	10%	16%
I							- 1										- 1				
Important (75)	28%	32%	23%	24%	33%	26%	25%	21%	34%	23%	28%	29%	30%	24%	19%	37%	36%	26%	20%	34%	33%
Vanu impantant (100)	2.00	2.00	3.00	2.40/	2.00	2.50/	1 20/ 1	210	200	2.40/	2.00/	1.00	2.00	2.20/	2.00/	1 00/	40/1	2.20/	200	1 70/	110/
Very important (100)	26%	26%	26%	34%	26%	35%	13%	21%	20%	34%	30%	16%	26%	32%	38%	15%	4%	33%	29%	12%	11%
DK/NR	27%1	29%	24%I	21%	14%	28%	42%1	36%	29%	21%	30%	33%	20%	27%	20%	28%	35% I	24%	37%	31%	34% l
DIC/ NIC	2770	2 3 70	24/01	21/0	1470	20%	++1	30%	2370	2170	30%	3370	2070	2770	2070	20%	33/01	2 7/0	3770	31/0	34701
chi²:			i	(*)													i				i
± at 50%:	7 j	10	10 j	18	16	12	14	14	14	15	16	22	15	11	18	18	25 j	10	19	16	26 j
mean for these data:	74.93	77.32	71.30	75.56	72.29	81.99	66.46	74.06	73.43	76.26	79.30	70.12	72.54	79.93	76.77	66.95	62.30	78.60	78.49	62.99	69.09 j
standard error:	1.97	2.51	3.15	5.54	3.91	3.02	4.58	3.85	3.95	4.27	4.26	5.94	4.28	2.40	5.15	6.06	7.29 j	2.42	5.70	5.68	6.24
sig. test for means:	i		i			**	* j							*			i	*		*	i
-																					<del>-</del>

	+ ! !		-WD PRO	VINCE	 !		- 1			VINCE L CLIEN						CONTA OVER T		YEAR	Less		More
	I I I TOTAL	ВС	Alta	Sask.	Man.	Com- mer- cial	Not  for  profit	ВС	Alta	Sask.	    Man.	ВС	Alta	Sask.	     Man.	0nce	2-5 times	6 and  more		1 to 2 years ago	
Q21 weightd # of participants:		178 21%	199	309	165   19%	698 82%	120   14%	158 19%	167 20%	236	137   16%	17 2%	28	51 6%	23   3%	211	342 40%	280   33%	441 52%	197 23%	201
real # of participants: DISSATISFIED (very and smwhat)	848     848     6%	206	224 4%	221 7%	197   5%	699 6%	120	183 8%	188	164 7%	164   5%	21 10%	32 3%	40 7%	27   0%	185	355 10%	290	470 7%	178 8%	189
SATISFIED (very and smwhat)	81%	74%	86%	82%	81%	81%	80%	74%	86%	83%	81%	76%	84%	78%	81%	79%	75%	89%  +++	80%	84%	79%
Very dissatisfied (0)	3%  	4%	1%	4%	2%	3%	2%	4%	1%	4%	2%	4%	3%	2%	0%   	3%	4%	1%	3%	2%	3%
Dissatisfied (25)	i 3% i	5%	3%	3%	3%	3%	3%	5%	3%	3%	3% į	6%	0%	5%	0%	2%	6% ++	1%  	3%	6% +	1%   -
Neutral (50)	13%	17%	11%	11%	15%	13%	15%	18%	11%	10%	14%	14%	13%	15%	19%	15%	15%	8% i l	14%	8%	17%
Satisfied (75)	48%	47%	49%	50%	43%	49%	44%	45%	49%	52%	46%	62%	47%	42%	33%	50%	48%	45%	47%	47%	47%
Very satisfied (100)	33%	28%	37%	32%	37%	32%	36%	28%	37%	31%	35%	14%	38%	36%	48%	29%	27%	44%	33%	37%	32%
Don't know	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
chi²: ± at 50%: mean for these data: standard error: sig. test for means:	   4    76.39    0.78	7 72.54 1.71 *	7 79.58 1.33 *		   7    77.98   1.57		10  77.14  2.05	8 72.63 1.82 *	8 79.76 1.41 **		   8   77.19   1.72		18 78.99 3.88	16 76.56 3.70		*** 8 75.00 1.66	6 72.35 1.31 ***	   6   82.37   1.15   ***	5 75.77 1.09	8 77.88 1.71	8  76.28  1.60

	+	DEPT RELATI		YE	ARS OF	EXISTEN	CE 11		C	LIENT L	OCATION	S			GROSS R	EVENUES			-EMPLOY	MENT	+
	       TOTAL	Long	  Short	Less than 1 year		10	years  and  more		Sask.	Alber- ta	ВС	USA	0ther	<\$250k	\$250k- <\$1M	\$1M- <\$5M	    \$5M+	< 5	5-9	10-49	50+
Q21 weightd # of participants:	++         	516 61% 447	335   39%  401	171 20% 168	175 21% 174	252 30% 257	219   26%  220	152 18% 168	260 31% 204	177 21% 185	161 19% 177	101 12% 99	184 22% 194	356 42%	143 17% 141	102 12% 102	64   8%  69	440 52% 433	101 12% 107	161 19% 166	71   8%  74
real # of participants: DISSATISFIED (very and smwhat)	848     6%		7%	8%	7%	5%	220   6%	4%	5%	5%	8%	10%	6%		9%	4%	3%	433 6%	8%	5%	74   5%
SATISFIED (very and smwhat)	81%    81%	83%	78%	80%	79%	84%	78%	79%	81%	85%	77%	78%	78%	81%	80%	81%	79%	79%	81%	81%	86%
Very dissatisfied (0)	         3%   	3%	3%	4%	1%	2%	4%	1%	3%	1%	3%	3%	2%	1%	5%	4%	0%	3%	2%	4%	1%
Dissatisfied (25)	3%  	3%	5%	5%	6%	3%	2%   	3%	2%	4%	5%	7% +	3%	4%	4%	0%	3%	4%	6%	1%	4%
Neutral (50)	   13%  	12%	15%	12%	14%	11%	16%	17%	13%	10%	16%	12%	16%	14%	11%	15%	19%	15%	11%	13%	9%
Satisfied (75)	48%	49%	45%	49%	46%	48%	47%	40%	47%	46%	45%	52%	44%	47%	47%	53%	45%	45%	48%	50%	52%
Very satisfied (100)	33% 33%	34%	33%	31%	33%	36%	32%	39%	34%	38%	32%	26%	35%	34%	33%	28%	34%	34%	32%	31%	33%
Don't know	i 0% i	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
chi²: ± at 50%: mean for these data: standard error: sig. test for means:		5 77.20 1.05	   5   75.15   1.19 	8 74.95 1.87	8 76.17 1.69	6 78.07 1.37	7    75.09    1.61  		7 76.73 1.60	8 79.14 1.58	8 74.33 1.82	10 72.95 2.39		6 77.18 1.13	9 74.69 2.17	10 75.05 2.22		5 76.00 1.12	10 75.58 2.27	8 75.75 1.82	12   78.21   2.39

In general, if only one area of access to WD services could be improved, which one should be focussed on?

	+		-WD PRO	VINCE		TY	PE					* NOT-				CONTA			FIRST Less	WD CON	TACT+ Morel
						Com-	Not	. (0)	THERCIA	L CLIEN	13 . [	NOT-	ruk-rku	FII CLI	CINI	OVER		i	than 1		than 2
	TOTAL	ВС	Alta	Sask.	Man.	mer- cial	for   profit	ВС	Alta	Sask.	Man.	ВС	Alta	Sask.	 Man.	0nce	2-5 times	6 and  more	year ago	years ago	years  ago
Q22		405			+ !		+	466							+ !			+		400	
weightd # of participants:	875     100%	185 21%	207 24%	311 36%	171   20%	721 82%	121   14%	166 19%	174 20%	238 27%	142   16%	17 2%	29 3%	51 6%	23   3%	225 26%	348 40%	282   32%	460 53%	198 23%	204   23%
real # of participants: DK/NR	875     50%	215 47%	233 57%	223 44%	204   54%	724 50%	121   43%	192 50%	196 58%	166 44%	170   53%	21 28%	33 46%	40 40%	27   59%	200 58%	362 46%	292   47%	491 54%	179 44%	193   45%
Other	1 14%	13%	15%	16%	13%  	15%	13%	13%	16%	16%	14%	10%	9%	19%	8% J	++ 17%	13%	15%  	13%	16%	16%
timeliness of resp. to mess.	9%	13%	7%	9%	6%	9%	11%	11%	7%	11%	6%	28%	9%	7%	7% J	6%	11%	8%     8%	8%	10%	9% J
office location	6%	5%	3%	8%	8%	5%	11%	6%	1%	6%	6%	0%	12%	10%	19%	6%	5%	7%	5%	5%	10%
ease of reaching officers	5%	6%	5%	6%	4%	5%	7%	5%	4%	7%	4%	14%	12%	3%	4%	2%	8%	6%	5%	7%	5%
methods to access the service	5%	5%	6%	6%	4%	5%	4%	5%	6%	5%	5%	0%	3%	5%	4%	5%	5%	6%	5%	6%	4%
signage to find the office	4%	3%	3%	5%	3%	4%	4%	3%	3%	5%	4%	0%	0%	9% ++	0%	2%	4%	5%	3%	5%	4%
hours of service	3%	4%	2%	4%	3%	3%	4%	4%	1%	4%	4%	6%	3%	5%	0%	2%	4%	3%	4%	4%	2%
ease of making app. with off.	2%	3%	2%	2%	1%	2%	4%	2%	1%	2%	2%	10%	6%	2%	0%	1%	3%	1%	1%	2%	3%
waiting time at the office	1%	1%	1%	1%	1%	1%	1%	0%	2%	1%	1%	4%	0%	0%	0%	0%	1%	1%	1%	0%	1%
comfort of the waiting areas	1%	1%	1%	0%	1%	1%	0%	1%	1%	0%	1%	0%	0%	0%	0%	0%	1%	0%   	1%	0%	0%
chi²: ± at 50%:	i i i 4i +	7	7	7	; 7  	4	j 9	8	7	8	  8 	23	18	16	20   20	(*) 7	5	  6 	5	8	7  +

In general, if only one area of access to WD services could be improved, which one should be focussed on?

	+			YE	ARS OF	EXISTEN			C	LIENT LO	CATIONS	;			GROSS RE	VENUES-			EMPLOY	MENT	+
	!!	RELATI	ONSHIP	Less		4 +0	11   vears						!				!				!
		Long	Shorti	than 1	1 to 3	10	andl	Mani-		Alber-					\$250k-	\$1M-	ł				-
	į TOTALį					years	more		Sask.	ta	BC	USA	0ther	<\$250k	<\$1M	<\$5M	\$5M+	< 5	5-9	10-49	50+ j
022	++		+				+										+				
weightd # of participants:	875	528	347	175	177	261	226	157	265	182	167	108	188	366	147	103	66 ¦	453	106	164	73
real # of participants:	100%    875	60% 460	40%  415	20% 173	20% 176	30% 268	26%  227	18% 174	30% 208	21% 191	19% 183	12% 106	22%  199	42% 365	17% 146	12% 104	8%  71	52% 447	12% 113	19% 170	8%  76
DK/NR	50%	47%	53%	41%	49%	50%	55%	49%	44%	53%	45%	47%	54%		43%	58%	55%	44%	50%	54%	64%
Other		1 50/	1.40(	1.00	1.00/	1 40/	+	1.00	1 70/	1 70/	1.60/	1.20	1.00	170	1 70/	+	001	1.00/	120	1 20/	++
Other	14%	15%	14%	16%	18%	14%	12%	16%	17%	17%	16%	12%	18%	17%	17%	8%	9%   I	18%	12%	12%	7%  
timeliness of resp. to mess.	9%	9%	8%	7%	12%	10%	7%	6%	7%	7%	9%	15%	8%	7%	11%	9%	10%	9%	10%	9%	7%
office location	6%	7%	5% J	10%	3%	6%	5% J	9%	8%	4%	4%	5%	4%	6%	4%	3%	4%	7%	3%	6%	2%
ease of reaching officers	5%	6%	5% J	5%	6%	4%	6% J	7%	5%	8%	7%	7%	4%	4%	8%	7%	5% I	5%	8%	6%	5%
methods to access the service	5%	5%	5%	6%	3%	6%	5% J	3%	6%	4%	5%	7%	5%	4%	5%	9%	5% J	4%	8%	5%	5% J
signage to find the office	4%	5%	2%	5%	2%	5%	4%	3%	6%	3%	3%	1%	3%	4%	7%	2%	1%	5%	6%	2%	3%
hours of service	3%	4%	3%	7% ++	3%	2%	1%	3%	5%	3%	6%	4%	1%	5%	2%	2%	4%	4%	1%	3%	2%
ease of making app. with off.	2%	2%	2%	1%	1%	2%	2%	1%	2%	1%	3%	2%	2%	2%	1%	0%	4%	2%	2%	2%	2%
waiting time at the office	1%	0%	2%  +	1%	0%	0%	2%	2%	1%	1%	1%	0%	1%	1%	1%	2%	2%	1%	0%	1%	2%
comfort of the waiting areas	1%	0%	1%	1%	1%	0%	0%	1%	0%	0%	0%	0%	0%	1%	0%	1%	0%	1%	1%	0%	0%
Chi²: ± at 50%:		5	     5	8	8	6	 7	8	7	8	8	10	7	5	9	10	12	5	10	8	12
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· ·					¦	mer-	forl					l I					2 - 5	6 and l			vears
į	TOTAL	BC	Alta	Sask.	Man.	cial	profit	ВС	Alta	Sask.	Man.	ј вс	Alta	Sask.	Man.	0nce	times	more	ago	ago	ago
Q23A the clarity of the informati	on prov	ided										 						<sub>1</sub>			
mean for these data:	75.83	69.43	77.96	77.55	77.02	75.68	76.96	70.60	78.21	77.34	75.59	59.92	76.33	78.87	86.36	78.59	70.89	80.23	75.68	78.93	73.44
sig. test for means:		***			- 1		1	**				*			*		***	**			1
Q23B the availability of the info	ormation	you			+		+					+						+			
needed							!					l						!			!
	72.50	66.07	75.74	73.56	73.68	71.47	76.70	66.46	75.99	71.70	71.14	59.92	75.00	78.41	88.07	70.71	68.30	79.14	73.05	72.35	71.87
sig. test for means:			al				!	•	•			. **			**		**	***			!
Q23C the consistency of the infor				77 73	75 001	75 50	77 241	72 22	70 45	76 00	72 54	+			06 74	74.05	72 62	+	76 02	76 57	72 611
	/6.01	70.89	/8.13	//./3	/5.80	/5.58	//.31	/2.32	/9.45	/6.09	/3.54	58.9/	68.78	83.2/	86.74	74.95	/2.63	80.6/	/6.93	/6.5/	/3.61
sig. test for means:							 +		•			. *		•	*		**	**!			!
Q23D communications in the offici	al lang	uage or										+									
your choice	00 201	05 07	02.00	01 26	ا د د	00 22	00 17	06 57	02 01	00 00	00 00	77 35	02.46	01 55	02 60	00 00	00 00	02 (5)	00 63	02 41	00 101
	90.38	83.87	92.96	91.26	90.00	90.23	90.1/	86.5/	92.91	90.89	90.08	//.35	93.46	91.55	93.68	90.08	88.89	92.65	89.63	93.41	89.19
sig. test for means:   Q23E the ease of understanding of	ا ا				!		!					!									!
provided I	the in	TOTILALI	011									+ I									
	76 661	72 40	79 02	75 97	70 76 1	76 57	79 201	72 70	70 70	75 /2	70 00	   EQ 1E	01 57	70 10	97 02	78.48	72 60	90 E91	76 12	70 50	75 741
sig. test for means:	70.00	/2. <del>4</del> 0	73.02	/3.6/	79.70	70.37	70.20	13.13	70.70	73.43	70.00	33.43	01.32	73.40	*	70.40	***	**!	70.42	73.30	/3./4
Q23F the information provided on	the rea	uiremen	ts		+							! +						+			
to get the service	l l	u i i cilicii			i		i					 I						i			
	72.10	65.27	76.14	72.84	73.61	72.20	70.05	66.93	77.26	72.39	71.89	48.13	69.26	72.28	85.30	75.45	66.45	76.69	72.58	71.51	71.44
sig. test for means:		**	*					*	**		05	**		0	**		***	**			
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+	DEPTH	OF	YE	ARS OF	EXISTEN	CE		C	LIENT L	OCATION	S			GROSS R	EVENUES			-EMPLOY	MENT	+
I	RELATIO	NSHIP				11										1				- 1
I	1		Less		4 to	years										1				- 1
I	Long	Short	than 1 1	1 to 3	10	and	Mani-		Alber-					\$250k-	\$1M-	1				- 1
į TOTAL	term	term	year	years	years	more	toba	Sask.	ta	BC	USA	0ther	<\$250k	<\$1M	<\$5M	\$5M+j	< 5	5-9	10-49	50+ j
+	+	+				+										+				
Q23A the clarity of the information pro						- 1						- 1				- 1				I
mean for these data:   75.83	76.72	74.47	76.34	74.89	74.85	77.07	80.18	78.28	79.34	72.92	69.42	76.39	75.11	77.72	79.14	75.36	75.37	76.02	76.04	77.40
sig. test for means:		- 1				- 1					**	- 1				- 1				
Q23B the availability of the informatio	n you	+				+										+				
needed	I					- 1						1				- 1				- 1
mean for these data:   72.50	72.88	71.93	72.71	71.98	72.55	71.35	76.35	75.84	74.20	66.69	64.19	73.57	72.09	71.05	74.36	77.89	72.59	66.44	73.43	78.08
sig. test for means:	I					- 1				*	**	1				- 1				- 1
Q23C the consistency of the information	provided	+				+										+				
mean for these data:   76.01	77.16	74.29	77.83	75.58	76.11	73.09	79.87	80.23	78.36	72.85	69.53	77.77	75.87	76.21	77.76	76.49	75.73	73.23	76.87	76.82
sig. test for means:	1					1				*	*					1				- 1
Q23D communications in the official lan	guage of	+				+										+				
your choice	Ì	- 1				1						1				1				- 1
mean for these data:   90.38	90.89	89.62	90.00	90.05	90.09	90.87					87.00	89.50	91.35	86.38	92.94	91.79	89.11	92.42	91.49	91.88
sig. test for means:	1					1			**					*		1	*			- 1
Q23E the ease of understanding of the i	nformatio	n+				+										+				
provided	1					1										1				- 1
mean for these data:   76.66	76.70	76.61	76.98	76.20	75.75	77.60	81.45	78.07	80.29	74.91	70.77	76.49	76.53	76.98	81.41	77.13	75.45	79.17	78.91	80.19
sig. test for means:	İ	ĺ				ĺ	*				*	i				į	*			i
Q23F the information provided on the re	quirement:	s+				+										+				i
to get the service	Ĺ	- 1				- 1						1				1				i
mean for these data:   72.10	72.86	70.93	73.41	68.40	73.46	71.35	75.77	74.77	75.63	67.25	65.43	73.98	71.21	71.47	76.46	76.31	70.82	73.29	71.61	75.47
sig. test for means:	I	i				į				*	*	į				į				į
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	i i I i				į į	Com- mer-	Not  for				į į				į į			i 6 and	than 1 year	1 to 2 years	
	TOTAL	ВС	Alta	Sask.	Man.	cial	orofit	BC	Alta	Sask.	Man.	ВС	Alta	Sask.	Man.	0nce	times	more	ago	ago	ago
Q23A the clarity of the informat	ion prov	ided			i		i				i							i			
weightd # of participants:	631     100%	133 21%	150 24%	221 35%	126   20%	526 83%	84   13%	119 19%	131 21%	170 27%	106   17%	13 2%	16 3%	38 6%	17   3%	150 24%	259 41%	208   33%1	341 54%	142 22%	139   22%
<pre>real # of participants: DISSATISFIED (very and smwhat)</pre>	100%    636     7%	154 11%	169 6%	162 6%	151   8%	532 7%	84   7%	136 11%	147 5%	122 5%	17%  127   9%	16 13%	18 11%	30 7%	20   0%	133	272 11%	215	363 7%	132 5%	132   9%
SATISFIED (very and smwhat)	   77%  	69%	80%	79%	79%  	77%	78%   	71%	82%	78%	78%   78%	55%	72%	84%	85%  	84%	71%	-  81%	78%	83%	72%  
Very dissatisfied (0)	3%	5%	1%	2%	4%	2%	5%	4%	0%	2%	5%	13%	0%	7%	0%	2%	4%	2%	3%	2%	4%
Dissatisfied (25)	   4%  	6%	5%	3%	4%  	4%	2%	6%	5%	3%	4%   4%	0%	11%	0%	0%   	3%	7% ++	2%  	4%	4%	5%   
Neutral (50)	15%	20%	14%	15%	13%	16%	15%	18%	14%	17%	13%	32%	17%	8%	15%	11%	18%	16%	15%	12%	19%
Satisfied (75)	41%	45%	43%	41%	38%	43%	35%	45%	46%	41%	40%	43%	28%	39%	25%	46%	43%	35%	43%	42%	36%
Very satisfied (100)		24%	38%	39%	41%	35%	43%	26%	36%	37%	38%   38%	11%	44%	45%	60%	38%	28%	46%  +++	35%	40%	36%  
Don't know	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
No response	   0%  	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%   	0%	0%	0%	0%   	0%	0%	0%	0%	0%	0%
chi²: ± at 50%:	į į			۰	į		11	0	0	0	j	26	25	19	 23	(***)	,			0	į
± at ኃህኤ: mean for these data: standard error: sig. test for means:	4    75.83    0.96		77.96 1.69	77.55 1.84	77.02	75.68 1.03	76.96  2.91	70.60 2.19 **	78.21 1.70	77.34			76.33 6.24	78.87 4.95	86.36  4.24  *1		70.89 1.59 ***	80.23  1.53  **	75.68 1.26	78.93 1.95	73.44  2.31
1.g. 2030 101 medil31	+																				+

	+		H OF ONSHIPI	YE	ARS OF	EXISTEN	CE 111		C	LIENT L	OCATION	S			GROSS R	EVENUES	 I		-EMPLOY	MENT	+ I
	       TOTAL	Long	     Short	Less than 1 year		10	years  and  more		Sask.	Alber- ta	ВС	USA	Other	<\$250k	\$250k- <\$1M	\$1M- <\$5M	    \$5M+	< 5	5-9	10-49	50+
Q23A the clarity of the informat weightd # of participants:	631     100%    636	381 60% 336	251   40%  300	140 22% 135	130 21% 130	183 29% 192	154   24%  159	107 17% 120	186 30% 151	132 21% 137	120 19% 132	81 13% 80	137 22% 145	260	109 17% 110	67 11% 71	47   7%  51	320 51% 317	73 12% 80	119 19% 125	55   9%  58
DISSATISFIED (very and smwhat) SATISFIED (very and smwhat)	7%        77%	7% 79%	8%      75%	8% 80%	8% 76%	6% 75%	6%      79%	7% 81%	5% 81%	5% 81%	8% 72%	9% 67%	7%      79%		4% 82%	3% 82%	7%      74%	7% 77%	7% 78%	4% 75%	10%        79%
Very dissatisfied (0)	3%	3%	3%	4%	2%	3%	2%	3%	3%	1%	3%	4%	2%	3%	1%	3%	0%	3%	3%	1%	3%
Dissatisfied (25)	4%	4%	5%	4%	6%	4%	4% <u> </u>	4%	2%	4%	5%	5%	5%	4%	3%	0%	7%	4%	3%	3%	6%
Neutral (50)	15%	14%	17%	12%	16%	19%	15%	12%	14%	15%	20%	23%	14%	16%	14%	16%	19%	16%	15%	20%	11%
Satisfied (75)	41%	41%	42%	43%	42%	41%	41%	30%	40%	39%	41%	43%	44%	43%	47%	42%	39%	42%	43%	41%	36%
Very satisfied (100)	36%	38%	33%	37%	34%	34%	37%	51%	41%	42%	31%	24%	35%	34%	34%	40%	35%	35%	36%	35%	43%
Don't know	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
No response	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
chi <sup>2</sup> : ± at 50%: mean for these data: standard error: sig. test for means:			74.47  1.42  		9 74.89 2.11	8 74.85 1.74	   8   77.07   1.82	10 80.18 2.34	8 78.28 1.94	9 79.34 1.86	9 72.92 2.19	12 69.42 2.82 **		6 75.11 1.51	10 77.72 1.99	12 79.14 2.60	15  75.36  3.22	6 75.37 1.37	12 76.02 2.72	9 76.04 2.00	14  77.40  3.44  

	+		-WD PRO	VINCE		TY	PE		-WD PRO	VINCE			-WD PRO	VINCE		CONTA	CTS WIT	H WD	FIRST	WD CON	ITACT+
	!!				ļ	C	Nati	* C0	MMERCIA	L CLIEN	TS *	* NOT-	FOR-PRO	FIT CLI	ENTS *	OVER T	HE PAST		Less	1 +- 2	More
	! ! ! !				!	Com- mer-	Not  for				i				l I		2-5	6 and	than 1 year		years
	TOTAL	BC	Alta	Sask.	Man.j	cial	profit	BC	Alta	Sask.	Man.	BC	Alta	Sask.	Man.	0nce	times	more	ago	ago	ago
Q23B the availability of the infeneeded	ormation 	you			   						   				   			   			
weightd # of participants:	623     100%	134 21%	150 24%	217 35%	122   20%	519 83%	83   13%	119 19%	131 21%	167 27%	102   16%	13 2%	17 3%	37 6%	16   3%	149 24%	253 41%	206   33%	329 53%	144 23%	139   22%
real # of participants:	100%    628	155	169	158	146	526	83	137	147	119	123	16	19	29	19	133	266	213	350	135	133
DISSATISFIED (very and smwhat)	12%	19%	7%	12%	13%	14%	7% [	20%	5%	14%	15%	13%	11%	6%	0% [	15%	15%	8% [	12%	14%	13%
SATISFIED (very and smwhat)	   71%  	63% -	73%	73%	73%  	69%	77%  	64%	72%	71%	69%     69%	47%	79%	79%	1 95%  I	70%	64%	  80%  +++	73%	71%	66%  
Very dissatisfied (0)	i 4% i I I	7% +	1%	3%	5% į	4%	1% į	7%	1%	4%	7%   	6%	0%	0%	0% j	5%	5%	2% j	5%	4%	2% j
Dissatisfied (25)	i 9% i I I	12%	5%	9%	7% j	9%	6% j	13%	5% -	10%	8% j	8%	11%	6%	0% j	11%	10%	5% j - l	7%	10%	11% j
Neutral (50)	i 17% i	18%	21%	14%	14%	17%	16%	16%	22%	15%	16%	40%	11%	14%	5% j	15%	21%	12%  -	15%	15%	21%
Satisfied (75)	35%  	36%	35%	37%	32%  	35%	39%  	35%	34%	36%	33%  	36%	47%	38%	37%  	37%	34%	34%  	38%	34%	30%  
Very satisfied (100)	36%	27%	38%	36%	40%	35%	38%	29%	38%	35%	36%	11%	32%	41%	58%	33%	30%	46%  +++	35%	37%	37%
Don't know	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
No response	   0%  	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%   	0%	0%	0%	0%	0%	0%
chi²: ± at 50%:	i i	8	8	8	   9	5	i 11 i	9	9	10	i 9 i	26	24	19	   24	** 9	6	i 71	6	9	 9
mean for these data: standard error: sig. test for means:	72.50   72.50   1.10		75.74 1.84	73.56 2.14	73.68 2.40		76.70  2.56	66.46	75.99 1.92 *		71.14  2.69	59.92	75.00 5.42	78.41 4.20	88.07  3.54  **		68.30 1.75 **	79.14 1.70 ***	73.05 1.46	72.35 2.45	71.87  2.39

	+ 		H OF ONSHIPI	YE	ARS OF	EXISTEN	CE 11		C	LIENT L	OCATION	S			GROSS R	EVENUES	 I		-EMPLOY	MENT	+ I
		Long	j Short			10	years  and			Alber-	D.C.	шса	0+h		\$250k-	\$1M-	,   		F 0	10.40	j 
	TOTAL	term	+	year	years	years	more	LODA	Sask.	ta	BC	USA	other	<\$250k	<\$1M	<\$5M	\$5M+  ++	< 5	5-9	10-49	50+  I
Q23B the availability of the inf needed	ormation 	you															l I				į
weightd # of participants:	623     100%	376 60%	247   40%	136 22%	129 21%	178 29%	155   25%	104 17%	182 29%	133 21%	120 19%	83 13%	135 22%	256 41%	108 17%	67 11%	47   8%	310 50%	74 12%	119 19%	54   9%
real # of participants:	628	332	296 j	131	129	187	160 j	117	147	139	132	83	144	253	109	71	51 j	307	82	125	57
DISSATISFIED (very and smwhat)	12%	13%	12%	12%	15%	11%	14%	12%	10%	10%	19%	19%	11%	12%	13%	11%	4%  	13%	16%	11%	7%  
SATISFIED (very and smwhat)	71%	71%	70%	75%	65%	71%	71%	77%	78%	73%	63%	57%	71%	71%	71%	70%	77%	72%	62%	70%	78%
Very dissatisfied (0)	4%	4%	4%	8%	1%	3%	6%	3%	2%	3%	6%	7%	3%	3%	7%	1%	0%	3%	9%	4%	2%
Dissatisfied (25)	9%	9%	8%	4%	15%	8%	8%	9%	8%	7%	13%	12%	7%	9%	6%	9%	4%	10%	8%	8%	5%
Neutral (50)	17%	16%	18%	14%	20%	18%	15%	11%	12%	17%	18%	23%	19%	16%	16%	19%	20%	15%	21%	18%	16%
Satisfied (75)	35%	35%	36%	39%	27%	38%	38%	34%	39%	35%	36%	31%	34%	39%	38%	31%	38%	38%	34%	32%	34%
Very satisfied (100)	36%	37%	34%	35%	39%	33%	33%	43%	39%	37%	27%	26%	37%	32%	33%	39%	39%	35%	28%	39%	43%
Don't know	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
No response	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%   	0%	0%	0%	0%
chi²: ± at 50%:		6	i 6 i	9	9	8	i 8 i	10	9	9	9	11	9	7	10	12	 15	6	11	9	 14
mean for these data:	72.50		71.93			72.55		76.35			66.69	64.19		72.09	71.05	74.36	77.89		66.44	73.43	78.08
standard error: sig. test for means:	1.10  	1.52	1.59	2.52	2.43	1.90	2.25    	2.53	2.11	2.24	2.55	3.32	2.23	1.66	2.78	3.07	3.00    	1.54	3.36	2.46	3.23    +

-	 		-WD PRO	VINCE	 I	TY	PE			VINCE L CLIEN		* NOT-							FIRST Less	WD CON	TACT+ Morel
					į	Com- mer-	Not  for				į				į				than 1 vear	1 to 2 vears	than 2  vears
	TOTAL	ВС	Alta	Sask.	Man.¦	cial		ВС	Alta	Sask.	Man.	ВС	Alta	Sask.	Man.	0nce		more	ago	ago	agol
Q23C the consistency of the infor					i i		i								!			i			
weightd # of participants:	585     100%	122 21%	139 24%	209 36%	115   20%	487 83%	79   14%	108 18%	122 21%	159 27%	98   17%	13 2%	14 2%	38 6%	14   2%	127 22%	239 41%	203   35%1	307 52%	137 23%	132   23%
real # of participants: DISSATISFIED (very and smwhat)	589   9%	142 12%	156 8%	153 7%	138   10%	493 9%	79   7%	124 10%	137 7%	114 8%	118	16 26%	16 6%	30 4%	17   0%	111	251 10%	210   8%	327 7%	127 11%	126   9%
SATISFIED (very and smwhat)	   77%  	71%	79%	81%	77%  	77%	77%  	74%	82%	79%	74%  	49%	56%	87%	94%	74%	73%	84%  ++1	78%	80%	74%
Very dissatisfied (0)	3%	4%	1%	3%	4%	3%	2%	4%	1%	3%	5%	6%	0%	2%	0%	4%	3%	3%	2%	5%	3%
Dissatisfied (25)	6%	7%	6%	4%	6%	6%	6%	6%	7%	5%	7%	21%	6%	2%	0%	4%	7%	5%	5%	6%	6%
Neutral (50)	14%	18%	13%	12%	13%	13%	16%	16%	10%	13%	15%	25%	37%	8%	6%	18%	17%	8%	15%	9%	16%
Satisfied (75)	39%	41%	37%	41%	36%	40%	35%	43%	38%	42%	36%	30%	31%	35%	41%	37%	42%	35%	39%	37%	41%
Very satisfied (100)	38%	29%	42%	40%	41%	37%	42%	30%	44%	37%	37%	19%	25%	52%	53%	37%	31%	49%  +++	39%	43%	33%
Don't know	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
No response	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
chi²: ± at 50%: mean for these data: standard error: sig. test for means:	   4    76.01    1.04		8 78.13 1.92	8 77.73 1.96	75.80  2.29		12   77.31   2.78	9 72.32 2.34	9 79.45 1.97			(*) 26 58.97 7.59	26 68.78 5.88	19 83.27 4.06 *		(*) 10 74.95 2.46	7 72.63 1.59 **	7  80.67  1.71  **	6 76.93 1.34	9 76.57 2.45	9  73.61  2.27

	+		H OF ONSHIP	YE	ARS OF	EXISTEN	CE 111		C	LIENT L	OCATION	S			GROSS R	EVENUES			-EMPLOY	MENT	+
	       TOTAL	Long	j Short	Less than 1 year		10	years  and  more		Sask.	Alber- ta	ВС	USA	Other!	<\$250k	\$250k- <\$1M	\$1M- <\$5M	       \$5M+	<5	5-9	10-49	     
Q23C the consistency of the info	++ rmation	provide	<del>-</del>				<del>-</del> 										<del>-</del>				
weightd # of participants:	585     100%	352 60%	234   40%	125 21%	123 21%	169 29%	144   25%	97 17%	178 30%	120 21%	108 19%	76 13%	122   21%	244 42%	104 18%	63 11%	41   7%	298 51%	69 12%	114 20%	50   8%
real # of participants: DISSATISFIED (very and smwhat)	589   9%	309 9%	280   9%	120 5%	123 12%	177 7%	148   13%	110 9%	144 5%	125 7%	119 9%	75 13%	132   7%	240 7%	105 10%	66 6%	45   8%	294 9%	75 8%	121 10%	52   10%
SATISFIED (very and smwhat)	77%	80%	74%	82%	79%	78%	70%	82%	83%	78%	70%	70%	81%	79%	81%	76%	73%	77%	75%	77%	73%
Very dissatisfied (0)	3%	3%	4%	3%	2%	3%	5%	3%	2%	2%	3%	6%	1%	3%	3%	1%	2%	3%	5%	1%	3%
Dissatisfied (25)	6%	6%	5%	1%	10%	4%	8%	5%	3%	5%	5%	7%	6%	4%	8%	5%	6%	5%	4%	8%	7%
Neutral (50)	14%	12%	17%	13%	10%	15%	17%	9%	12%	14%	21%	17%	12%	14%	8%	18%	19%	14%	16%	14%	16%
Satisfied (75)	39%	39%	38%	45%	42%	42%	31%	33%	38%	34%	37%	44%	43%	43%	45%	33%	29%	40%	45%	35%	26%
Very satisfied (100)	38%	40%	36%	37%	37%	36%	39%	49%	45%	45%	33%	26%	38%	36%	36%	43%	43%	38%	30%	42%	48%
Don't know	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
No response	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
chi²:				10	•			10	_	•	10	12		-	10	12	16	•	12	^	141
<ul><li>± at 50%:</li><li>mean for these data:</li><li>standard error:</li><li>sig. test for means:</li></ul>	4    76.01    1.04		74.29 1.54		75.58 2.29	76.11 1.82	73.09    2.35  	10 79.87 2.47	80.23 1.92	78.36 2.22	10 72.85 2.36 *	12 69.53 3.14 *		75.87 1.59	10 76.21 2.43	13 77.76 2.96		75.73 1.49	73.23 2.95	76.87 2.28	76.82  3.85

	+		-WD PRO	VINCE		TY	PE									CONTA				WD CON	
					ļ	Com-	Not!	* C0	MMERCIA	L CLIEN	TS *	* NOT-	FOR-PRO	FIT CLI	ENTS *	OVER T	HE PAST		Less than 1	1 to 2	More
	¦ ¦				i	mer-	for								i		2-5	6 and		years	
	į TOTALį	ВС	Alta	Sask.	Man.	cial	profit	ВС	Alta	Sask.	Man.	ВС	Alta	Sask.	Man.	0nce	times	more	ago	ago	ago
Q23D communications in the offic your choice	ial lang	guage of													   			     			
weightd # of participants:	635     100%	137 22%	151 24%	220 35%	126   20%	531 84%	85   13%	122 19%	132 21%	171 27%	106   17%	13 2%	17 3%	38 6%	17   3%	152 24%	260 41%	206   32%	343 54%	145 23%	138   22%
real # of participants:	642	159	170	162	151 j	539	85 j	141	148	123	127	16	19	30	20 j	136	274	214 j	366	136	132 j
DISSATISFIED (very and smwhat)	2%	3%	1%	1%	1%	2%	2%	3%	1%	1%	2%	6%	0%	2%	0%	2%	2%	1%	2%	1%	2%
SATISFIED (very and smwhat)	   96%  	90%	99%	97%	96%	96%	93%	92%	99%	97%	95%	70%	100%	96%	100%	96%	96%	96%	95%	98%	95%
Very dissatisfied (0)	i 1% i	2%	1%	1%	0% j	1%	0% j	2%	1%	1%	0%	0%	0%	0%	0% j	2%	1%	0% j	1%	1%	1% į
Dissatisfied (25)	1%  	1%	0%	0%	1%  	1%	2%  	1%	0%	0%	2%	6%	0%	2%	0%   	1%	1%	0%  	1%	0%	1%  
Neutral (50)	j 3% j	7% +++	1%	2%	3% į	3%	5% į	5% +	1%	2%	3%	25%	0%	2%	0% j	1%	3%	3% į	3%	2%	3% į
Satisfied (75)	i 28% i	31%	25%	27%	28% j	28%	24%	32%	24%	29%	29%	25%	26%	23%	25%	28%	33%	20% j l	30%	20%	29% j
Very satisfied (100)	68%  	59%	74%	70%	68%  	68%	69%	60%	74%	68%	67%	45%	74%	73%	75%  	68%	62%	76%  ++	65%	77% ++	66%  
Don't know	i 0% i	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
No response	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
chi²: ± at 50%:			Q	Q	     8	1	111	٩	٩	٩	ا	26	24	19	23 I	٩	6	   	5	٩	91
mean for these data: standard error: sig. test for means:	90.38 0.65		92.96 1.02 **	91.26 1.22	90.66	90.23 0.72	90.17	86.57 1.73 *	92.91 1.12 *	90.89	90.08	77.35		91.55	93.68		88.89 1.01 *	92.65	89.63 0.87	93.41 1.18 **	89.19  1.58

	+ 		H OF ONSHIPI	YE	ARS OF	EXISTEN	CE 11		C	LIENT L	OCATION	S			GROSS R	EVENUES	 I		-EMPLOY	MENT	+ I
	i i I I I TOTALI	Long	j Shortj	Less than 1 year		10	years  and  more	Mani-	Sask.	Alber- ta	ВС	USA	i Otheri	<\$250k	\$250k- <\$1M	\$1M- <\$5M	i    \$5M+	<5	5-9	10-49	i I 50+1
Q23D communications in the offic	++		÷				+														
your choice		uage or	i				i						i				i				i
weightd # of participants:	635	380	255	141	132	182	157	106	187	132	123	82	140	264	110	67	48	323	75 120	119	55
real # of participants:	100%    642	60% 336	40%  306	22% 137	21% 132	29% 192	25%  162	17% 119	29% 152	21% 138	19% 136	13% 82	22%  149	42% 262	17% 111	11% 71	8%   52	51% 321	12% 83	19% 125	9%  58
DISSATISFIED (very and smwhat)	2%	2%	1%	1%	1%	1%	2%	2%	0%	1%	3%	5%	3%	1%	4%	0%	0%	2%	0%	1%	2%
SATISFIED (very and smwhat)	   96%	96%	95%    95%	97%	95%	95%	97%	95%	99%	99%	90%	93%	95%    95%	97%	++ 94%	96%	100%	95%	99%	96%	96%
Very dissatisfied (0)	1%	1%	0%	1%	0%	1%	1%	0%	0%	0%	1%	5% +++	2%	0%	2%	0%	0%	1%	0%	0%	2%
Dissatisfied (25)	1%	0%	1%	0%	1%	0%	1%	2%	0%	1%	1%	0%	1%	0%	1%	0%	0%	1%	0%	1%	0%
Neutral (50)	3%	2%	4%	2%	3%	4%	1%	3%	1%	1%	7% +++	2%	3%	2%	2%	4%	0%	3%	1%	4%	2%
Satisfied (75)	28%	26%	30%	32%	29%	26%	27%	26%	25%	24%	32%	30%	27%	27%	37%	21%	33%	30%	28%	25%	22%
Very satisfied (100)	68%	70%	65%	65%	66%	68%	70%	69%	74%	75%	59%	64%	68%	70%	57%	75%	67%	65%	71%	71%	75%
Don't know	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
No response	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
chi <sup>2</sup> : ± at 50%:		6	61	9	9	8	8	(*) 10	8	9	9	11	9	6	10	12	14	6	11	9	14
<pre>mean for these data:</pre>	90.38    0.65  		89.62  0.92  		90.05	90.09	90.87  1.33	90.69	92.98 1.01 **	93.24 1.07 **	86.24 1.71 **	87.00 2.55		91.35 0.90	86.38 1.94 *	92.94 1.57	1.65	89.11 1.01 *		91.49 1.31	

	+		-WD PRO	VINCE		TY	PE													WD CON	
						Com-	Not!	* C0	MMERCIA	L CLIEN	TS *	* NOT-	FOR-PRO	FIT CLI	ENTS *	OVER T	HE PAST		Less than 1	1 to 2	More
	i i				i	mer-	for				i				i		2 - 5	6 and		years	
	TOTAL	BC.	Alta	Sask.	Man.	cial	profit	ВС	Alta	Sask.	Man.	BC.	Alta	Sask.	Man.	Once.	times	more	ago	ago	ago
Q23E the ease of understanding or provided	f the in	ıformati	on		   						   				   			   			
weightd # of participants:	629     100%	132 21%	150 24%	221 35%	125   20%	523 83%	84   13%	117 19%	130 21%	170 27%	105   17%	13 2%	17 3%	38 6%	16   3%	147 23%	257 41%	209   33%	335 53%	143 23%	140   22%
real # of participants:	633	153	169	162	149 j	529	84 j	135	146	122	126 j	16	19	30	19 j	130	271	217 j	356	133	134 j
DISSATISFIED (very and smwhat)	7%	9%	4%	8%	6%	7%	5%	8%	3%	8%	7%	21%	5%	2%	0%	7%	8%	5%	7%	5%	7%
SATISFIED (very and smwhat)	79%    79%	73%	79%	79%	85%    	79%	79%   	74%	79%	79%	84%   	55%	79%	82%	90%     90%	86%	72%	83%  	79%	85% +	73%  -
Very dissatisfied (0)	2%  	3%	1%	2%	2% j	2%	2% j	3%	0%	3%	2% j	8%	0%	2%	0% j	4%	2%	1% į	1%	2%	2%
Dissatisfied (25)	5%  	6%	4%	5%	4%	5%	3%	6%	3%	6%	5% į	13%	5%	0%	0%	3%	6%	4%	6%	3%	4%
Neutral (50)	14%	18%	17%	13%	9%	14%	16%	17%	18%	13%	9%	25%	16%	16%	10%	8%	20%	11%	14%	9%	20%
Satisfied (75)	42%	43%	37%	45%	43%	43%	37%	42%	39%	45%	44%	43%	26%	42%	32%	47%	43%	38%	45%	45%	34%
Very satisfied (100)	37%	29%	42%	34%	42%	36%	42%	32%	40%	34%	40%	11%	53%	40%	58%	39%	29%	45%  ++	35%	40%	39%
Don't know	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
No response	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
chi²: ± at 50%:		۰		۰	     0		11	۵	۵	۵	     0	26	24	19	1     24	(**)	6	71	6	۵	
mean for these data: standard error: sig. test for means:	76.66    76.66    0.93	72.40 2.03 *	79.02 1.68	75.87 1.86	79.76  1.85		78.20  2.57	73.79	78.78 1.73	75.43 2.19	78.80  2.08	59.45	81.52 5.39	79.40 3.93	87.03  3.97  *		72.68 1.45 ***	80.58   1.51   **	76.42 1.21	79.58 1.93	75.74  2.14

	+ I I		H OF ONSHIPI	YE	ARS OF	EXISTEN	CE 11		C	LIENT L	OCATION	S			GROSS R	EVENUES	 I		-EMPLOY	MENT	+ I
	i i I I I TOTALI	Long	     Short	Less than 1 year		4 to 10 years	years  and  more			Alber- ta	ВС	USA	Other	<\$250k	\$250k- <\$1M	\$1M- <\$5M	    \$5M+	<5	5-9	10-49	50+
Q23E the ease of understanding o provided	f the in	ıformati	on																		
weightd # of participants:	629 i 1 100% i	377 60%	251   40%	139 22%	129 21%	181 29%	154   25%	106 17%	186 30%	133 21%	118 19%	80 13%	137 22%	259 41%	109 17%	67 11%	47   7%	319 51%	72 11%	117 19%	55   9%
real # of participants: DISSATISFIED (very and smwhat)	633   7%	332 7%	301   6%	134 6%	128 9%	191 9%	159   4%	119 5%	151 6%	139 4%	130 9%	79 10%	145 8%		110 4%	71 3%	51   10%	316 7%	79 3%	123 6%	58 j 8% j
SATISFIED (very and smwhat)	79%	78%	81%	83%	81%	75%	78% J	85%	82%	82%	77%	70%	77%	80%	80%	82%	81%	78%	80%	82%	82%
Very dissatisfied (0)	2%	2%	2%	2%	2%	2%	2%	2%	2%	1%	3%	2%	1%	2%	2%	0%	2%	2%	1%	1%	3%
Dissatisfied (25)	5%	5%	5% J	4%	7%	7%	2%	4%	4%	3%	7%	8%	7%	5%	2%	3%	8%	5%	2%	5%	5%
Neutral (50)	14%	15%	13%	11%	10%	16%	18%	9%	12%	14%	14%	20%	15%	13%	16%	14%	9%	15%	17%	13%	10%
Satisfied (75)	42%	39%	47%	49%	47%	36%	40%	38%	44%	38%	41%	45%	40%	46%	47%	36%	43%	44%	39%	41%	33%
Very satisfied (100)	37%	39%	34%	34%	35%	39%	38%	47%	38%	44%	35%	25%	37%	34%	33%	47%	39%	33%	41%	40%	49%
Don't know	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
No response	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
chi': ± at 50%: mean for these data: standard error: sig. test for means:	   4    76.66    0.93  	6 76.70 1.33	6  76.61  1.28		9 76.20 2.11	8 75.75 1.83	8    77.60   1.75		8 78.07 1.85	9 80.29 1.85		12 70.77 2.71 *		7 76.53 1.43	10 76.98 2.04	12 81.41 2.46	15  77.13  3.44  		12 79.17 2.43	9 78.91 1.98	14  80.19  3.34

	+		-WD PRO	VINCE		TYI	PE									CONTA			FIRST	WD CON	TACT+
	!!				!	C = m	Noti	* C0	MMERCIA	L CLIEN	TS *	* NOT-	FOR-PRO	FIT CLI	ENTS *	OVER T	HE PAST		Less	1 40 7	More
					-	Com- mer-	Not  for										2 - 5	6 and	than 1		vears
	TOTAL	ВС	Alta	Sask.	Man.	cial	orofit	ВС	Alta	Sask.	Man.	ВС	Alta	Sask.	Man.	Once	times	more	ago	ago	ago
Q23F the information provided on to get the service	i í				   						   				   						
weightd # of participants:	577     100%	127 22%	136 24%	200 35%	114   20%	484 84%	78   13%	113 20%	117 20%	155 27%	99   17%	13	16 3%	34 6%	15   3%	126 22%	241 42%	198   34%	306 53%	132 23%	132   23%
real # of participants:	582	147	153	146	136	491	78	129	132	111	119	16	18	27	17	112	253	205	326	123	126
DISSATISFIED (very and smwhat)	10%	16%	6%	9%	12%	10%	12%	15%	5%	10%	13%	34%	11%	10%	0%	5%	16%	7%	10%	10%	13%
SATISFIED (very and smwhat)	71%	60%	74%	74%	75%	71%	68%	63%	76%	72%	72%	23%	61%	78%	94%	74%	62%	79%	70%	71%	72%
Very dissatisfied (0)	4%	5%	2%	5%	6%	4%	6%	5%	2%	4%	7%	8%	0%	10%	0%	3%	6%	3%	4%	6%	4%
Dissatisfied (25)	6%	11%	4%	5%	6%	6%	7%	10%	3%	6%	7%	26%	11%	0%	0%	3%	10%	4%	6%	5%	8%
Neutral (50)	19%	24%	20%	17%	13%	19%	20%	22%	19%	18%	14%	43%	28%	12%	6%	21%	22%	14%	20%	19%	15%
Satisfied (75)	39%	36%	37%	42%	38%	39%	38%	39%	38%	42%	37%	11%	33%	46%	47%	39%	36%	41%	37%	39%	41%
Very satisfied (100)	32%	23%	38%	31%	37%	32%	30%	24%	39%	31%	35%	11%	27%	32%	47%	35%	26%	38%	34%	32%	31%
Don't know	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
No response	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
chi²: ± at 50%:		(*)	0	۵			121	۵	۵	10	     10	(**) 26	25	20	25 I	*** 10	7	7	6	۵	j
mean for these data:	72.10	65.27	76.14	72.84	73.61	72.20	70.05		77.26	72.39	71.89		69.26	72.28	85.30		66.45	76.69	72.58	71.51	71.44
standard error: sig. test for means:	1.10  	2.30	1.93	2.15	2.41 j	1.19	3.17 j	2.42	1.99	2.44	2 . 67 j	6.90	5.92	5.65	3.78  **	2.24	1.81	1.73	1.46	2.47	2.42

	+ I I		H OF ONSHIP	YE	ARS OF	EXISTEN	CE 11		C	LIENT L	OCATION	S		 I	GROSS R	EVENUES	 I		-EMPLOY	MENT	+ I
	i i		Short	Less than 1	1 to 3	4 to 10	years  and	Mani-		Alber-					\$250k-	\$1M-	į				į
	TOTAL	term	term	year	years	years	more	toba	Sask.	ta	ВС	USA	Other	<\$250k	<\$1M	<\$5M	\$5M+	< 5	5-9	10-49	50+
Q23F the information provided on to get the service	i í	uiremen	j				   										   				   
weightd # of participants:	577     100%	349 61%	228   39%	126 22%	117 20%	172 30%	142   25%	95 16%	171 30%	120 21%	113 20%	77 13%	126 22%	235 41%	104 18%	64 11%	44   8%	291 50%	70 12%	112 19%	51   9%
real # of participants:	582	309	273 j	121	119	180	146 j	106	139	125	124	77	134	232	104	69	48 j	287	76	118	54
DISSATISFIED (very and smwhat)	10%	10%	12%	8%	15%	10%	9%	11%	9%	8%	17%	18%	7%	10%	10%	8%	4%	10%	12%	12%	7%
SATISFIED (very and smwhat)	71%	71%	70%	72%	67%	73%	69%	77%	77%	76%	60%	61%	75%	71%	71%	74%	82%	69%	74%	68%	79%
Very dissatisfied (0)	4%	4%	5%	5%	4%	3%	4%	5%	5%	2%	5%	4%	3%	3%	6%	0%	2%	5%	6%	2%	3%
Dissatisfied (25)	6%	6%	6%	3%	10%	6%	5%	5%	4%	6%	13%	14%	4%	6%	4%	8%	2%	6%	6%	10%	4%
Neutral (50)	19%	19%	18%	20%	18%	17%	22%	12%	14%	16%	22%	21%	18%	20%	19%	18%	14%	20%	14%	19%	14%
Satisfied (75)	39%	38%	40%	37%	41%	40%	39%	35%	42%	38%	29%	37%	43%	43%	41%	35%	53%	40%	38%	36%	46%
Very satisfied (100)	32%	34%	30%	35%	26%	33%	30%	42%	35%	37%	31%	24%	32%	27%	30%	39%	29%	29%	36%	32%	33%
Don't know	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
No response	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
chi²: ± at 50%:	i i	6	 6	9	10	8	   9	(*) 10	9	9	9	12	9	7	10	13	 15	6	12	10	 14
mean for these data: standard error: sig. test for means:	72.10   1.10 		70.93  1.65			73.46 1.91	71.35  2.14	75.77 2.70	74.77 2.22	75.63 2.20	67.25 2.64 *	65.43 3.20 *		71.21 1.65	71.47 2.64	76.46 2.84		70.82 1.56	73.29 3.24	71.61 2.42	
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į.	TOTAL	B.C	A1+a	Sack	Man	mer-	for	B.C	A1+a	Sack	Man	BC.	A1+a	Sack	Man	0nce		6 and	year	years	
1	101AL	DC	ALLA	Jask.			prorret			Jask.				Jask.	11a11.	01100	LIMES	11101 61	agu	agu	agu
Q24A the clarity of the information provided																					
			88.04	85.74	89.14	89.34	79.84	89.44	88.42	88.07	92.69	88.33	86.72	77.00	67.70	83.92	90.20	88.76	88.40	88.86	85.28 İ
							**								i	*		i			i
sig. test for means:         ** **																i					
sig. test for means:															İ						
mean for these data:   8	86.76	87.07	86.64	84.66	90.91	87.09	83.04	88.04	87.15	84.60	90.74	76.65	84.86	81.50	87.50	86.09	87.30	87.08	89.00	87.86	82.15
sig. test for means:					*		- 1														*
Q24C the consistency of the information																		+			
	86.97	88.13	86.97	85.21	89.33	88.04	82.68	88.64	86.79	85.91	92.83	83.31	87.66	83.50	71.62	84.42	86.93	89.43	89.02	87.55	83.27
sig. test for means:							- 1				*										I
Q24D communications in the official	l lang	uage of					+								+			+			!
your choice		70.00					74 001	04 00				64 40	04 00		oo!				04 07	-4 0-	
	76.80	79.89	82.56	/2./8	/4.96	//.21	/1.80	81.99	82.97	/2.40	/4.2/	61.10	81.02	66.50	/5.00	/4./2	78.98	/5.//	81.07	/1.95	73.21
sig. test for means:   Q24E the ease of understanding of	ا مطاح	£					!								!			!	•		!
provided I	the in	TOTILALIO	011				+														
	0/ 02	97 92	92 /2	94 57	05 O5	95 20	01 70 I	00 26	01 72	05 20	05 72	02 21	91 96	90 00	70 201	92 09	01 25	97 16 I	02 00	00 51	83.75
sig. test for means:	04.02	07.33	02.43	04.37	00.00	03.23	01.70	00.30	01.73	03.33	05.75	03.31	04.00	80.00	70.30	02.30	04.33	07.10	03.00	00.31	03.73
Q24F the information provided on the	he rea	uiremen	ts				+								ا + +			ا + +			
to get the service	IIC I CQ	u i i ciiicii					i								i			i			i
	87.49	88.55	85.87	88.41	86.65	88.68	81.20	88.57	87.81	89.81	87.73	88.33	79.14	83.13	75.39	86.02	89.26	86.89	87.88	91.03	83.83
sig. test for means:					22.05	*	*				2.175							1	200		12.05
+	:																				÷

+		DEPTI	1 OF	YE	ARS OF	EXISTEN	CE		C	LIENT L	OCATION	S			GROSS R	EVENUES			-EMPLOY	MENT	+
1	- 1	RELATIO	ONSHIP				11										- 1				1
1	- 1			Less		4 to	years										- 1				- 1
1	- 1			than 1											\$250k-		- 1				- 1
T0	)TAL	term	term	year	years	years	more	toba	Sask.	ta	BC	USA	Other	<\$250k	<\$1M	<\$5M	\$5M+	< 5	5-9	10-49	50+
+	+-		+				+										+				
Q24A the clarity of the information			00 201	04.64	05 75	00 30	04.561	00 41	06 40	00 73	02.00	05 30	06 37	00 11	00 00	06 06	02 541	00 51	00 60	01 10	04 00
mean for these data:   87		87.22	88.29	94.64	85.75	89.39	84.56	88.41	86.49	89.72	93.09	85.30	86.27	89.11	90.03	86.06	83.54	90.51	89.60	81.10	84.90
sig. test for means:			. !	**			!				•						!	•		**	!
Q24B the availability of the informa	ation	you	+				+										+				!
needed	- 76	06 01	0.5 501	01 54	07.04	06 00	02 52	00 01	05 13	07.61	00 00	04.43	01 10	00 43	06 00	70 50	70 07	00 30	01 26	77 10	04 57
mean for these data:   86	0./6	86.81	86.69	91.54	87.84	86.80	82.53	89.01	85.12	87.61	89.86	84.43	81.10	89.43	86.98	79.56	/9.8/	89.20	91.36	//.10	84.5/
sig. test for means:			. !	•			*!						*	**		•	!	•			!
Q24C the consistency of the informat																					
mean for these data:   86	0.9/	86.27	88.06	90.84	84.41	88.15	86.83	86.//	85.53	89.04	89.69	82.17	85.07	88.41	85.72	87.43	83.11	88.63	87.42	84.79	86.25
sig. test for means:	, 1																				!
Q24D communications in the official	Langi	uage of	+				+										+				!
your choice	!	43							40		05 00								70.20		
mean for these data:   76	.80	/5.13	/9.4/	85.67	/2.//	80.60	69.4/	/3.5/	/5.13	82.23	85.02	/2.05	/6.8/	80.52	//.80	/3.48	60.1/	/9./3	/8.29	/3.91	61.12
sig. test for means:				*			*!														!
Q24E the ease of understanding of th	1e 1 n 1	rormatio	on+				+										+				!
provided	!	05 04		07.00			00.00										22.26				
mean for these data:   84	1.82	85.91	83.06	87.03	84.28	86.88	82.28	85.64	83.94	83.88	91.27	80.73	80.47	86.82	84.01	80.80	82.36	86.57	82.57	83.04	83.32
sig. test for means:	- 1										**						I				
Q24F the information provided on the	e requ	uiremen	ts+				+										+				!
to get the service	!		!														!				!
mean for these data:   87	7.49	88.46	85.89		86.68	89.58	83.57	87.73	88.20	85.77	87.97	86.83	90.84	89.58	93.59	84.68	73.32		90.21	83.19	73.66
sig. test for means:	- 1			***			*								**		**	**			**
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	+		-WD PRO	VINCE		TY	PE		-WD PRO	VINCE			-WD PRO	VINCE		CONTA	CTS WIT	H WD	FIRST	WD CON	TACT+
	1 1				- 1			* C0	MMERCIA	L CLIEN	TS *	* NOT-	FOR-PRO	FIT CLI	ENTS *	OVER T	HE PAST		Less		More
	!!				!	Com-	Not								ļ						than 2
	I TOTALI	ВС	A1+2	Sask.	Man.	mer-	for  profit	вс	A1+ a	Sask.	Man.	BC BC	A1+2	Sask.	Man.I	0nce	2-5 times	6 and	year ago	years ago	
	++		ALLa	Jask.	+	Clat	+		ALLA	Jask.			ALLA	Jask.			LIMES	+	agu	agu	ago
Q24A the clarity of the informat	ion prov	ided			1		- 1				i				ı			- 1			i
weightd # of participants:	227	44	52	88	43 j	180	35 j	39	40	66	34	4	12	13	6 j	70	82	72 j	110	52	63 j
	100%	19%	23%	39%	19%		16%	17%	18%	29%	15%	2%	5%	6%	3%		36%	32%	48%	23%	28%
real # of participants:	219	51	58	59	51	174	35	46	45	42	41	5	13	10	7	61	81	74	117	42	58
Very unimportant (0)	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Unimportant (25)	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	ا   0%	0%	0%	0%	0%	0%	0%
November (FO)		6%	10%	9%	100/1	COV	20% I	70/	13%	40/	2% l	0%	0%	26%	ا 57% ا	10%	6%	100	9%	5%	120/1
Neutral (50)	9%	6%	10%	9%	10%	6%	20%	7%	13%	4%	2%	0%	0%	26%	5/%  	10%	6%	10%	9%	5%	13%
Important (75)	31%	30%	27%	37%	24%	30%	40%	29%	20%	38%	25%	39%	53%	40%	15%	42%	26%	25%	28%	34%	33%
Very important (100)	   58%	63%	62%	50%	66% I	63%	39% I	65%	67%	55%	73%	44%	47%	34%	ا 28% ا	45%	66%	64%I	60%	61%	53% I
very important (100)	1 30%1	0370	0270	30%	1000	++	1	03/0	0770	3370	7 3 70	1 7770	4770	3470	20/01		00%	04701	00%	0170	33.01
DK/NR	2%	2%	0%	4%	0%	1%	2%	0%	0%	3%	0%	17%	0%	0%	0%	3%	2%	1%	3%	0%	1%
	] ]			+	Į.										ļ						Į.
chi²: ± at 50%:		15	14	14	15 I	(*)	18 i	15	16	16	16	47	29	33	ا 39 ا	13	12	12 I	10	16	141
mean for these data:	1 87.631		88.04	85.74		89.34			88.42			88.33	86.72			83.92			10 88 40		85.281
standard error:	1.12	2.17	2.23	2.19	2.361		3.24				2.00		3.62	6.33	9.081		1.70	1.971		2.30	2.361
sig. test for means:	i i	,				**	**		,,	/			2.02	2.55	1.00	*	,,	,,			
-	÷																				÷

	+				ARS OF	EXISTEN	CE		C	LIENT L	OCATION	S			GROSS R	EVENUES			-EMPLOY	MENT	+
	!!	RELATI	ONSHIP				11										!				!
		Long	Shorti	Less than 1	1 to 3	4 to 10	years  and	Mani-		Alber-					\$250k-	\$1M-	- !				
	   TOTAL			year			more		Sask.	ta	ВС	USA	0ther	<\$250k		<\$5M	\$5M+	< 5	5-9	10-49	50+
	++						+							+			+				
Q24A the clarity of the informat	ion prov I 227 I	140	86 I	33	45	75	65 I	48	76	46	41	23	46	97	37	35	18 I	124	31	44	16 I
weightd # of participants:	227     100%		38%		20%	33%	28%	21%	33%	20%	18%	10%	20%		16%	16%	8%1	55%	14%	19%	7%1
real # of participants:	219	116	103	35	44	71	59	52	54	49	44	22	47	97	34	32	18	119	30	43	16
Very unimportant (0)	j 0% j	0%	0%	0%	0%	0%	0% j	0%	0%	0%	0%	0%	0%	0%	0%	0%	0% j	0%	0%	0%	0% į
Hadamantant (25)		00/	00'	001	00/	00/	00'	00/	00/	00/	00/	00/	000	00/	00/	00/	00'	00/	00/	00/	00/ 1
Unimportant (25)	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Neutral (50)	9%	9%	9%	3%	14%	4%	11%	14%	8%	9%	4%	12%	10%	6%	7%	13%	10%	5%	9%	16%	16%
Important (75)	   31%	32%	29%	15%	30%	33%	38% j	18%	37%	23%	19%	34%	34%	31%	26%	28%	46%	28%	23%	41%	28%
Very important (100)	l 1   58%	57%	61%	77%	57%	61%	48%	68%	53%	68%	75%	53%	53%	63%	67%	54%	44%	66%	66%	39%	56%
•	į į		j	+			- j				+		j				İ	+			į
DK/NR	2%	3%	1%	6%	0%	1%	3%	0%	2%	0%	2%	0%	4%	0%	0%	5%	0% [	1%	2%	4%	0% [
chi²:	 						ļ.									++	-				
± at 50%:	i 7 i	10	10	18	16	12	14	14	14	15	16	22	15	11	18	18	25	10	19	16	26
mean for these data:		87.22			85.75			88.41			93.09			89.11		86.06	83.54		89.60	81.10	84.90
standard error:	1.12	1.55	1.63	2.06	2.74	1.73	2.26	2.56	2.22	2.36	2.07	3.80	2.49	1.55	2.67	3.26	3.95	1.34	3.06	2.81	4.86
sig. test for means:				**			ı				•						- 1			**	1

4	+		-WD PRO	VINCE		TY	PE												FIRST	WD CON	TACT+
	!!				!	C	No. 4	* C0	MMERCIA	L CLIEN	TS * [	* NOT-	FOR-PRO	FIT CLI	ENTS *	OVER T	HE PAST		Less	1 +- 3	More
	 				-	Com- mer-	Not  for										2 - 5	6 and I		1 to 2 years	vears
	TOTAL	BC	Alta	Sask.	Man.		profit	BC	Alta	Sask.	Man.	ВС	Alta	Sask.	Man.	Once	times	more	ago	ago	ago
Q24B the availability of the info	ormation 	you			   		   				   				   			   			
weightd # of participants:	227     100%	44 19%	52 23%	88 39%	43   19%	180 80%	35 j 16% l	39 17%	40 18%	66 29%	34   15%	4 2%	12 5%	13 6%	6 j 3% j	70 31%	82 36%	72   32%	110 48%	52 23%	63   28%
real # of participants:	219	51	58	59	51 j	174	35 j	46	45	42	41 j	5	13	10	7 j	61	81	74	117	42	58
Very unimportant (0)	0%	0%	0%	1%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	1%
Unimportant (25)	   0%  	0%	0%	0%	0%	0%	0%   	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Neutral (50)	9%	11%	9%	11%	4%	9%	15%	8%	9%	11%	5%	39%	7%	20%	0%	8%	9%	11%	8%	10%	11%
Important (75)	32%    32%	28%	36%	34%	28%	32%	35%	32%	34%	34%	27%	0%	46%	34%	43%	34%	33%	30%	28%	28%	43%
Very important (100)	57%    57%	59%	55%	52%	66%	58%	46%	60%	57%	53%	68%	44%	47%	46%	43%	54%	58%	59%	63%	62%	43%
DK/NR	2%	2%	0%	2%	2%	0%	5%	0%	0%	0%	0%	17%	0%	0%	15%	3%	0%	1%	2%	0%	1%
chi²:					ł	(*)	771				i				i			i			ł
± at 50%:	j 7 j	15	14	14	15 j	8	18 j	15	16	16	16	47	29	33	39 j		12	12	10	16	14
mean for these data:		87.07					83.04			84.60									89.00		82.15
standard error: sig. test for means:	1.18        	2.47	2.15	2.52	2.00	1.31	3.21	2.39	2.47	3.02	2.28    	14.62	4.52	6.33	5.69    	2.39	1.82	2.01	1.49	2.64	2.55

4		DEPT	H OF	YE	ARS OF	EXISTEN	CE		C	LIENT L	OCATION	S			GROSS R	EVENUES			-EMPLOY	MENT	+
		RELATI	ONSHIP				11						1				- 1				
				Less			years														
				than 1		10	and			Alber-	D.C	II.C.A	0+6		\$250k-	\$1M-	¢ F M . I	, -	г о	10 10	FQ.
	TOTAL	term.	rermi	year	years	years	more	гора	Sask.	ta	BC	USA	other	<\$250k	<\$1M	<\$5M	\$5M+	< 5	5-9	10-49	50+
Q24B the availability of the info	ormation	you																			
weightd # of participants:	227	140	86 İ	33	45	75	65 İ	48	76	46	41	23	46	97	37	35	18	124	31	44	16
	100%		38%	14%	20%	33%	28%	21%	33%	20%	18%	10%	20%		16%	16%	8%	55%	14%	19%	7%
real # of participants:	219 j	116	103 j	35	44	71	59 j	52	54	49	44	22	47	97	34	32	18 j	119	30	43	16 j
Very unimportant (0)	0%	0%	1%	0%	0%	1%	0%	2%	1%	2%	2%	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%
	l I																				
Unimportant (25)	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0% [
Noutral (FO)	l l I 9% I	10%	7% I	3%	10%	7%	17% I	6%	11%	4%	2%	12%	1.00/	7%	11%	18%	00/ 1	7%	6%	24%	00/ 1
Neutral (50)	9%    I	10%	/76	3%	10%	/ 76	1/%	6%	11%	4%	276	12%	19%	/ 76	11%	18%	9%	/ %	6%	24% +++	0%
Important (75)	ı 32% I	31%	34%1	27%	30%	34%	36%1	25%	32%	35%	29%	39%	38%	25%	29%	45%	62%	26%	23%	41%	62%
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Very important (100)	57%	57%	56% j	65%	61%	56%	47%	66%	53%	59%	66%	49%	43%	67%	59%	36%	29% j	65%	69%	33%	38%
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DK/NR	2%	1%	2%	6%	0%	2%	0%	2%	2%	0%	2%	0%	0%	0%	0%	0%	0%	1%	2%	2%	0%
			ļ	+													ļ				ļ
chi²:	!	10	101	1.0	1.6	13	141	1.4	1.4	1.5	1.0	22	15	(*)	10	10	251	(**)	10	1.0	261
± at 50%:	/	10 86.81	10		16 87.84	12 86.80	14  82.53	89.01	14	15 87.61	16	22 84.43	15	11 89.43	18 86.98	18 79.56	25  79.87	10 89.20	19 91.36	16 77 10	26
mean for these data: standard error:		1.59	1.79		2.53	2.18	2.43		2.66	2.64	2.77	3.72	2.77		3.00	3.21	3.551	1.58	2.76	77.10 2.96	84.57  3.14
sig. test for means:	1 1.10	1.33	1./5	*	2.33	2.10	2. <del>4</del> 3	2.03	2.00	2.04	2.//	5.72	*	**	5.00	J. ZI	ا دد . د	*	2.70	***	3.14
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	+		-WD PRO	VINCE		TY	PE		-WD PRO	VINCE			-WD PRO	VINCE		CONTA	CTS WIT	H WD	FIRST	WD CON	TACT+
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					!	Com- mer-	Not  for										2 5	6 and I		vears	than 2  vears
	   TOTAL	ВС	Alta	Sask.	Man.		profit	ВС	Alta	Sask.	Man.	ВС	Alta	Sask.	Man.	0nce		more	, , , ,	ago	ago
Q24C the consistency of the info	++ rmation	nrovide	d		+		+												+ I		
weightd # of participants:	1 227 I	44	u 52	88	43	180	35 I	39	40	66	34	4	12	13	6	70	82	72	110	52	63
	100%		23%	39%	19%	80%	16%	17%	18%	29%	15%	2%	5%	6%	3%		36%	32%		23%	28%
real # of participants:	į 219 į	51	58	59	51 j	174	35 j	46	45	42	41	5	13	10	7	61	81	74	117	42	58 j
Very unimportant (0)	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Unimportant (25)	         0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Neutral (50)	   9%	8%	14%	6%	8% J	8%	15%	7%	16%	6%	5%	17%	7%	14%	28%	8%	10%	8%	6%	3%	19%
Important (75)	32%    32%	26%	22%	44%	27%	30%	37%	27%	20%	44%	19%	22%	31%	38%	57%	41%	31%	24%	29%	44%	28%
Very important (100)	54%	54%	60%	45%	65% j	58%	44%	55%	62%	48%	76%	44%	54%	48%	15%	42%	56%	65%	57%	53%	51%
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DK/NR	5%	12%	3%	5%	0%	4%	5%	11%	2%	3%	0%	17%	7%	0%	0%	10%	3%	2%	8%	0%	2%
chi²:	¦ ¦	(*)			i		ł	(*)										i	(**)		l
± at 50%:	j 7 j	`1Ś	14	14	15	8	18	Ì15	16	16	16	47	29	33	39	13	12	12	10	16	14
mean for these data:		88.13										83.31				84.42					83.27
standard error:	1.14	2.47	2.48	2.06	2.23	1.25	3.18	2.51	2.89	2.36	2.16	11.56	4.86	5.84	6.62	2.19	1.90	1.92	1.46	2.17	2.62
sig. test for means:	 +				ا ۔ ۔ ۔ ۔ ۔ ۔		I					 							 		+

	+			YE	ARS OF	EXISTEN	CE		C	LIENT L	OCATION	S			GROSS R	EVENUES			-EMPLOY	MENT	+
	!!	RELATI	ONSHIP				11						ļ				ļ				ļ
	!!	Long	  Short	Less	1 +0 2	4 to 10	years  and	Mani-		Alber-					\$250k-	\$1M-	!				!
	I TOTALI	term		year		vears	more		Sask.	ta	BC	USA	0theri	<\$250k		<\$5M	\$5M+	< 5	5-9	10-49	50+ l
	++		+				+										+				i
Q24C the consistency of the info							!						!				!				!
weightd # of participants:	227     100%	140	86	33	45	75 22%	65	48	76	46	41	23 10%	46	97 43%	37	35	18	124	31	44	16
real # of participants:	100%	62% 116	38%  103	14% 35	20% 44	33% 71	28%  59	21% 52	33% 54	20% 49	18% 44	22	20%   47	43% 97	16% 34	16% 32	8%  18	55% 119	14% 30	19% 43	7%  16
Very unimportant (0)	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%		0%	0%	0%	0%	0%	0%	0%
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Unimportant (25)	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Neutral (50)	   9%	8%	ا 9%ا	3%	13%	7%	10% I	11%	9%	10%	6%	16%	10%	5%	14%	10%	21%	5%	11%	12%	16% I
Neutral (50)	] 3/6] 	0 /0	3/6  	3 /6	13/6	/ /0	10/01	11/6	3/0	10%	0.60	10%	10/6	3 /0	14/6	10%	21/0	J /o -	11/0	12/0	10/01
Important (75)	32%	35%	28%	26%	36%	31%	31%	30%	39%	23%	25%	31%	35%	34%	29%	26%	25%	33%	27%	32%	22%
	_	E 4 0/		- 00/	- 400	F 70/		a	400	C 101			4.70	5.00/	·		- 40	a			5400
Very important (100)	54%	51%	60%	58%	51%	57%	55%	57%	49%	64%	60%	41%	47%	58%	57%	56%	54%	57%	60%	49%	61%
DK/NR	I 5% I	6%	3% I	13%	0%	5%	4% l	2%	4%	4%	8%	13%	8% i	3%	0%	8%	0%	5%	2%	6%	0%
	i i		i	+			i										i				i
chi <sup>2</sup> :	<u> </u>		!				!						!				!				!
± at 50%:	7	10	10	18	16	12	14	14 86.77	14	15	16	22	15		18	18	25	10	19	16	26
mean for these data: standard error:	1.14	86.27 1.57	1.67	90.84	84.41 2.70	88.15 1.95	86.83  2.261		2.27	2.47	89.69 2.48	82.17 4.42	2.57	88.41 1.56	3.15	3.19	4.881		3.27	84.79 2.80	4.891
sig. test for means:	1 1.14	1.37	1.07	2.43	2.70	1.55	2.201	2.43	2.21	2.4/	2.40	7.72	2.5/	1.30	3.13	3.13	4.00 l	1.40	3.21	2.00	4.05 I
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4	+		-WD PRO	VINCE		TY	PE												FIRST	WD CON	TACT+
	!!				!	C	No. 4	* C0	MMERCIA	L CLIEN	TS * [	* NOT-	FOR-PRO	FIT CLI	ENTS * [	OVER T	HE PAST		Less	1 4 - 3	Morel
					-	Com- mer-	Not  for				· ·				· ·		2 - 5	6 and I		1 to 2 years	vears
j	TOTAL	ВС	Alta	Sask.	Man.		profit	ВС	Alta	Sask.	Man.	ВС	Alta	Sask.	Man.	0nce	times	more	ago	ago	ago
Q24D communications in the offici	ial lang	uage of					   								    						<u> </u>
weightd # of participants:	227   100%	44 19%	52 23%	88 39%	43   19%	180 80%	35 j 16% l	39 17%	40 18%	66 29%	34   15%	4 2%	12 5%	13 6%	6 j 3% l	70 31%	82 36%	72 j 32%	110 48%	52 23%	63   28%
real # of participants:	219	51	58	59	51 j	174	35 j	46	45	42	41 j	5	13	10	7 j	61	81	74 j	117	42	58 j
Very unimportant (0)	6%	8%	5%	4%	8%	6%	5%	4%	7%	6%	10%	39%	0%	0%	0%	6%	6%	5%	5%	8%	6%
Unimportant (25)	9%	5%	5%	12%	10%	9%	8%	6%	4%	12%	12%	0%	8%	14%	0%	13%	4%	11%	4%	12%	14%
Neutral (50)	9%	2%	9%	11%	14%	7%	20%	2%	9%	10%	7%	0%	8%	26%	43%	1%	12%	14%	9%	14%	7%
Important (75)	23%	30%	15%	31%	12%	24%	27%	33%	11%	32%	12%	0%	30%	40%	15%	33%	22%	15%  -	24%	16%	27%
Very important (100)	52%	55%	64%	40%	57% j	54%	38% j	55%	69% +	41%	59% j	61%	46%	20%	43% j	44%	56%	54% į	55%	50%	46% j
DK/NR	1%	0%	2%	2%	0% į	0%	2% j	0%	0%	0%	0% j	0%	7%	0%	0%	3%	0%	1%	2%	0%	0%
chi²:	i i				, i		i				i				i	(*)		i			, i
± at 50%:   mean for these data:	7    76.80	15 79.89	14 82.56	14 72.78	15  74.96	8 77.21	18  71.80	15 81.99	16 82.97	16 72.40	16	47 61.10	29 81.02	33 66.50	39	13 74.72	12 78.98	12  75.77	10	16 71.95	14  73.21
standard error:	2.081		3.86	3.91	4.78		5.05		4.54		5.67		7.09	7.82		4.07	3.30	3.691	2.59	5.27	4.23
sig. test for means:																			*		

	+				ARS OF	EXISTEN			C	LIENT L	OCATION	S			GROSS R	EVENUES			-EMPLOY	MENT	+
		KELAII	ONSHIP	Less		4 to	11   vears										-				l I
	ii			than 1		10	and	Mani-		Alber-			į į		\$250k-	\$1M-	, j			40.40	1
	TOTAL  ++	term	term	year	years	years	more	тора	Sask.	ta	BC	USA	otner	<\$250k	<\$1M	<\$5M	\$5M+	< 5	5-9	10-49	50+
Q24D communications in the offic	ial lang	guage of	۱ ا				I						I				- 1				i
your choice			!				!						!				!				!
weightd # of participants:	227     100%	140 62%	86   38%	33 14%	45 20%	75 33%	65   28%	48 21%	76 33%	46 20%	41 18%	23 10%	46   20%	97 43%	37 16%	35 16%	18   8%	124 55%	31 14%	44 19%	16   7%
real # of participants:	100%	116	103	35	44	71	59 I	52	54	49	44	22	47	43 A 97	34	32	18	119	30	43	16
Very unimportant (0)	6%	5%	7%	3%	4%	5%	11%	5%	5%	2%	4%	4%	8%	6%	0%	7%	21%	5%	3%	8%	11%
	i i		į				j						į				į				į
Unimportant (25)	9%	10%	8%	5%	20%	5%	8%	14%	7%	12%	6%	12%	11%	5%	15%	9%	10%	9%	11%	5%	17%
Neutral (50)	l     9%	9%	10%	2%	++ 6%	12%	13% I	12%	10%	8%	0%	12%	2% I	6%	10%	13%	14%	5%	12%	16%	22%
Neutral (50)	] 3/0]	3/0	10/01	2 /0	0.0	12/0	13/6	12/0	10%	0 /0	0 /6	12/0	2 /0	0.0	10%	13/6	14/6	3 /0	12/6	10%	22/0
Important (75)	23%	30%	12%	24%	24%	20%	28%	16%	34%	11%	24%	35%	26%	25%	22%	24%	16%	24%	18%	23%	17%
	!	++					!		+	-											!
Very important (100)	52%	44%	63%	61%	47%	58%	40%	52%	40%	65%	65%	36%	54%	58%	51%	47%	38%	55%	56%	47%	33%
DK/NR		2%	0%	6%	0%	0%	0% I	0%	2%	2%	0%	0%	0% I	0%	2%	0%	0% I	2%	0%	0%	0% l
217 1111	-7	2.0	1	++	0,0	0.0	1	0.0	2.0	2.0	0,0	0.0	0.01	0.0	2.0	0.0	1	2.0	0.0	0.0	10,0
chi²:	į į	(*)	į	(*)			į						j				j				İ
± at 50%:	7	10	10		16	12	14	14	14	15	16	22	15	11	18	18	25	10	19	16	26
mean for these data:	76.80		79.47		72.77	80.60	69.47	73.57	75.13			72.05		80.52					78.29	73.91	61.12
standard error:	2.08	2.79	3.15	4.26	4.86	3.37	4.40	4.57	3.90	4.18	4.04	6.24	4.76	2.99	4.86	5.71	9.53	2.72	5.46	4.85	8.84
sig. test for means:	 +		ا				^ I										I				+

	+		-WD PRO	VINCE		TY	PE												FIRST	WD CON	TACT+
	!!				!	C	No. 4	* C0	MMERCIA	L CLIEN	TS * [	* NOT-	FOR-PRO	FIT CLI	ENTS * [	OVER T	HE PAST		Less	1 4 - 3	Morel
					-	Com- mer-	Not  for								· ·		2 - 5	6 and I		1 to 2 years	vears
	TOTAL	ВС	Alta	Sask.	Man.		profit	ВС	Alta	Sask.	Man.	ВС	Alta	Sask.	Man.	Once	times	more	ago	ago	ago
Q24E the ease of understanding or provided	f the in	formati	on		   		   				   				   			   			
weightd # of participants:	227   1 100%	44 19%	52 23%	88 39%	43   19%	180 80%	35   16%	39 17%	40 18%	66 29%	34   15%	4 2%	12 5%	13 6%	6 j 3% j	70 31%	82 36%	72 j 32% j	110 48%	52 23%	63   28%
real # of participants:	219	51	58	59	51 j	174	35 j	46	45	42	41 j	5	13	10	7 j	61	81	74 j	117	42	58 j
Very unimportant (0)	1%  	0%	0%	0%	4%  ++	1%	0%   	0%	0%	0%	5%  ++	0%	0%	0%	0%   	1%	1%	0%  	2%	0%	0%   
Unimportant (25)	0%     0%	0%	0%	0%	0% j	0%	0% j	0%	0%	0%	0% j	0%	0%	0%	0% j	0%	0%	0% j	0%	0%	0% j
Neutral (50)	8%  	6%	14%	7%	6% j	7%	17%   +	4%	15%	5%	3% j	17%	7%	20%	29% j	7%	7%	10%	8%	5%	11%
Important (75)	40%	36%	43%	45%	31%	41%	38%	38%	42%	46%	32%	22%	46%	40%	28%	46%	42%	32%	40%	36%	43%
Very important (100)	49%	56%	43%	43%	58%	50%	43%	58%	42%	46%	61%	44%	47%	40%	43%	42%	47%	58%	47%	59%	45%
DK/NR	2%	2%	0%	5% +	0%	1%	2%	0%	0%	3%	0%	17%	0%	0%	0%	4%	2%	1%	4%	0%	1%
chi²: ± at 50%:	 	15	14	14	 15	Q	 18	15	16	16	i 16 i	47	29	33	   39	13	12	 12	10	16	 14
mean for these data:				84.57	85.05	85.29		88.36					84.86	80.00			84.35				83.75
standard error: sig. test for means:	1.21 	2.16	2.30	2.08	3.26 j	1.34	3.21 j	2.16	2.68	2.33	3 . 77 j l	11.56	4.52	6.15	8.67 j l	2.38	2.02	1.96 j l	1.81	2.30	2.23 j
•	+																				+

4				YE	ARS OF	EXISTEN			C	LIENT L	OCATION	S			GROSS R	EVENUES			-EMPLOY	MENT	+
		RELATI	ONSHIP	Less		4 to	11  vears										- !				-
	TOTAL		Short term	than 1	1 to 3 years	10	and  more		Sask.	Alber- ta	ВС	USA	Other	<\$250k	\$250k- <\$1M	\$1M- <\$5M	  +   \$5M	<5	5-9	10-49	50+
Q24E the ease of understanding of provided	f the ir	nformati	on				İ										i I				į
weightd # of participants:	227     100%	140 62%	86 38%	33 14%	45 20%	75 33%	65   28%	48 21%	76 33%	46 20%	41 18%	23 10%	46 20%	97 43%	37 16%	35 16%	18   8%	124 55%	31 14%	44 19%	16   7%
real # of participants: Very unimportant (0)	219     1%	116 0%	103 2%	35 3%	44 2%	71 0%	59 j 0% j	52 2%	54 1%	49 2%	44 0%	22 0%	47 2%	97 2%	34 0%	32 0%	18   0%	119 1%	30 0%	43 0%	16   0%
Unimportant (25)	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Neutral (50)	8%	6%	11%	5%	8%	5%	14%	9%	6%	13%	4%	12%	9%	5%	10%	18%	6%	6%	14%	10%	11%
Important (75)	40%	42%	37%	27%	40%	43%	41%	32%	46%	31%	26%	53%	49%	35%	44%	38%	60%	35%	40%	44%	44%
Very important (100)	49%	49%	48%	57%	51%	52%	42%	57%	44%	54%	68%	35%	36%	58%	46%	40%	35%	56%	44%	41%	45%
DK/NR	   2%  	3%	2%	8% +	0%	1%	3%    	0%	2%	0%	2%	0%	4%	0%	0%	5% ++	0%   	1%	2%	4%	0%     
chi²:   ± at 50%:	   7	10	10		16	12	14	14	14	15	16	22	15		18	18	25 J	10	19	16	26
mean for these data:     standard error:     sig. test for means:	84.82    1.21  		83.06 2.07		84.28 3.01	86.88 1.76	82.28  2.31  			83.88	2.16	80.73 3.54		1.92	84.01 2.84	3.38	82.36  3.42		82.57 3.33	83.04 2.58	83.32  4.32

TOTAL    BC   Alta  Sask.   Man.   cial profit    BC   Alta  Sask.   Man.    BC   Alta  Sask.   Man.   Once   times   more  ´ago ´ago   ago	More  than 2  years  ago      63   28%
2-5 6 and   year years   TOTAL  BC Alta Sask. Man.  cial profit  BC Alta Sask. Man.  BC Alta Sask. Man.  Once times more  ago ago	years  ago              
TOTAL    BC   Alta  Sask.   Man.   cial profit    BC   Alta  Sask.   Man.    BC   Alta  Sask.   Man.   Once   times   more  ´ago ´ago   ago	ago              
0245 the defendable analytical and the control of th	
Q24F the information provided on the requirements	
to get the service	
weightd # of participants:   227   44 52 88 43   180 35   39 40 66 34   4 12 13 6   70 82 72   110 52   100%  19% 23% 39% 19%  80% 16%  17% 18% 29% 15%  2% 5% 6% 3%  31% 36% 32%  48% 23%	
real # of participants:   1000   51   58   59   51   174   35   46   45   42   41   5   13   10   7   61   81   74   117   42	58 I
Very unimportant (0)   0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0%	0%
Unimportant (25)	1%
Neutral (50)   7%   4% 3% 9% 12% 7% 9% 4% 4% 10% 10% 0% 0% 12% 28% 10% 7% 5% 7% 5%	10%
Important (75)   29%   30% 40% 24% 25% 26% 40% 29% 33% 19% 27% 39% 61% 34% 14% 25% 26% 35% 26% 25%	36%
Very important (100)   56%   58% 54% 58% 55%   61% 36%   59% 60% 65% 58%   44% 31% 40% 29%   56% 61% 52%   58% 69%	44%
DK/NR   7% 0% 9% 8% 5% 12% 6% 0% 7% 5% 17% 0% 14% 29% 6% 6% 7% 8% 0%	8%
chi <sup>7</sup> :	l
± at 50%:   7  15 14 14 15  8 18  15 16 16 16  47 29 33 39  13 12 12  10 16	14
mean for these data:   87.49  88.55 85.87 88.41 86.65  88.68 81.20  88.57 87.81 89.81 87.73  88.33 79.14 83.13 75.39  86.02 89.26 86.89  87.88 91.03 standard error:   1.21  2.45 2.39 2.29 2.63  1.32 3.43  2.62 2.60 2.70 2.76  7.31 5.54 6.16 11.51  2.61 1.79 2.00  1.71 2.25	83.83  2.47
sig. test for means:       * *      * *	2.4/

-	+			YE	ARS OF	EXISTEN			C	LIENT L	OCATION	S			GROSS R	EVENUES			-EMPLOY	MENT	+
		RELATI	ONSHIP	Less		4 to	11  years										-				
	TOTAL		Short term	than 1	1 to 3 years	10	and  more		Sask.	Alber- ta	ВС	USA	0ther	<\$250k	\$250k- <\$1M	\$1M- <\$5M	\$5M+	< 5	5-9	10-49	50+
Q24F the information provided on to get the service	the red	quiremen	ts				   										   				   
weightd # of participants:	227     100%	140 62%	86   38%	33 14%	45 20%	75 33%	65 j 28% j	48 21%	76 33%	46 20%	41 18%	23 10%	46 20%	97 43%	37 16%	35 16%	18   8%	124 55%	31 14%	44 19%	16   7%
real # of participants: Very unimportant (0)	219     0%	116 0%	103   0%	35 0%	44 0%	71 0%	59   0%	52 0%	54 0%	49 0%	44 0%	22 0%	47 0%	97 0%	34 0%	32 0%	18   0%	119 0%	30 0%	43 0%	16   0%
Unimportant (25)	   1%	1%	2%	0%	2%	0%	1%	0%	0%	2%	2%	0%	0%	1%	0%	2%	0%	0%	3%	2%	0% j
Neutral (50)	7%    7%	7%	8%	0%	6%	6%	14%	10%	9%	7%	8%	12%	2%	5%	2%	10%	25%	5%	6%	8%	33%
Important (75)	29%    29%	27%	31%	19%	35%	27%	30%	23%	26%	37%	24%	22%	30%	26%	20%	27%	56%	24%	16%	37%	39%
Very important (100)	56%    56%	59%	52%	70%	56%	59%	48%	56%	59%	54%	60%	54%	61%	62%	75%	48%	19%	66%	68%	39%	28%
DK/NR	7%    7%	6%	8%	11%	2%	8%	7%	11%	6%	0%	6%	12%	7%	5%	2%	13%	0%	5%	8%	14%	0%
chi²: ± at 50%:	       7	10	10	18	16	12	14	14	14	15	16	22	15	(**) 11	18	18	25 I	(***) 10	19	16	26
mean for these data: standard error:		88.46		94.79	86.68	89.58 1.89	83.57	87.73		85.77		86.83 4.17		89.58		84.68 3.68	73.32		90.21	83.19	26  73.66  5.03
sig. test for means:	i		i	***			*								**		**	**			**

	+		-WD PRO	VINCE	<u> </u>		- 1			VINCE L CLIEN						CONTA OVER T		YEAR	Less		More
	       TOTAL	ВС	Alta	Sask.	Man.	Com- mer- cial	Not  for  profit	ВС	Alta	Sask.	Man.	ВС	Alta	Sask.	     Man.	0nce	2-5 times	6 and  more	than 1 year ago	years ago	
Q25 weightd # of participants:		181 21%	207	305 35%	168   20%	711	119   14%	161 19%	174 20%	236 27%	139   16%	17 2%	29	49 6%	23   3%	218	343	281   33%	448	198	202
real # of participants: DISSATISFIED (very and smwhat)	862     862     8%	209	233	219 8%	201   7%	713	120   7%	186 11%	196 5%	164 9%	167	21 14%	33 9%	39 5%	27   0%	193 9%	358 9%	291   5%	480 7%	179 7%	191   9%
SATISFIED (very and smwhat)	1 76%    76%	71%	82%	77%	75%	76%	76%	72%	82%	76%	75%   	61%	82%	77%	78%	74%	73%	83%	79%	77%	69%   I
Very dissatisfied (0)	3%	5% +	0%	3%	2%	3%	3%	5% +	1%	3%	2%	4%	0%	5%	0%	4%	2%	2%	3%	2%	3%
Dissatisfied (25)	5%	7%	5%	5%	5%	6%	4%	7%	4%	6%	5%	10%	9%	0%	0%	6%	7%	3%   -	5%	5%	6%
Neutral (50)	16%	18%	13%	15%	18%	16%	18%	17%	14%	15%	17%	25%	9%	18%	22%	17%	18%	12%	13%	16%	22%
Satisfied (75)	40%	42%	37%	43%	34%	40%	42%	42%	39%	41%	35%	46%	27%	49%	41%	44%	42%	34%	41%	42%	35%
Very satisfied (100)	37%	29%	45%	34%	40%	36%	34%	29%	42%	34%	40%	14%	55%	28%	37%	30%	31%	49%  +++	38%	35%	35%
Don't know	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
chi <sup>2</sup> : ± at 50%: mean for these data: standard error: sig. test for means:	   4    75.64    0.84	7 70.79 1.84 **	7 80.23 1.43 ***	7 74.89 1.65	7  76.53  1.73		10  75.24  2.20		7 79.66 1.54 **		8    76.19   1.94		18 81.91 4.25	17 73.52 3.93		*** 7 72.55 1.82 *	6 73.10 1.30 *	6  81.18  1.37  ***		8 75.74 1.77	8  73.11  1.87  

	+		H OF ONSHIPI	YE	ARS OF	EXISTEN	CE		C	LIENT L	OCATION	S			GROSS R	EVENUES			-EMPLOY	MENT	+
		Long	j Short	Less than 1		10	years  and	Mani-		Alber-	D.C.	115.4	0.4.4		\$250k-	\$1M-	,		<b>5</b> 0	10.40	50.1
	TOTAL  ++	term	term	year	years	years	more	тора	Sask.	ta	BC	USA	otner	<\$250k	<\$1M	<\$5M	\$5M+  ++	< 5	5-9	10-49	50+  
Q25 weightd # of participants:	   861     100%	519 60%	342   40%	171 20%	175 20%	260 30%	219   25%	154 18%	258 30%	182 21%	165 19%	106 12%	188 22%	360 42%	144 17%	103 12%	66   8%	445 52%	105 12%	161 19%	i 71   8%
real # of participants: DISSATISFIED (very and smwhat)	862     862	453	409   7%	170 7%	174 9%	266 7%	221   9%	171 7%	204 7%	191 6%	180 10%	104 9%	198 7%	359	143 7%	104 7%	71   7%	438 8%	112 6%	168 7%	75   10%
SATISFIED (very and smwhat)	   76%	76%	77%	81%	70%	77%	77%	76%	81%	81%	73%	69%	76%	78%	78%	75%	79% J	76%	73%	78%	79%
Very dissatisfied (0)	3%	3%	2%  	1%	3%	1%	5%  + I	2%	2%	2%	3%	6%	3%	2%	3%	4%	1%	3%	1%	3%	4%
Dissatisfied (25)	5% i	5%	5%	6%	6%	6%	4%	5%	4%	4%	7%	3%	3%	5%	4%	2%	5%	5%	5%	4%	6%
Neutral (50)	16%	16%	15%	12%	21%	16%	14%	17%	13%	13%	17%	23%	17%	15%	15%	18%	14%	16%	21%	15%	11%
Satisfied (75)	i 40% i	40%	39%   	40%	38%	39%	43%	33%	45%	37%	41%	41%	40%	41%	43%	37%	42%	40%	45%	35%	38%
Very satisfied (100)	37%  	35%	38% j	41%	32%	38%	34%	43%	36%	44%	32%	28%	36%	37%	35%	38%	37% j	36%	28%	43%	41%
Don't know	i 0% i I I	0%	0% j	0%	0%	0%	0% j	0%	0%	0%	0%	0%	0%	0%	0%	0%	0% j	0%	0%	0%	0% j
chi': ± at 50%: mean for these data: standard error: sig. test for means:	   4    75.64    0.84	5 75.05 1.16	   5   76.52   1.20 	8 78.25 1.79			i 7  74.22  1.76  		7 77.02 1.61	8 79.50 1.68 *	8 73.17 1.88	10 70.52 2.60 *		5 76.48 1.25	9 75.82 1.99	10 75.59 2.52	   12   76.87   2.74	5 75.27 1.18	10 73.18 2.13	8 77.49 1.96	12  76.46  3.05

In general, if only one area of WD communications could be improved, which one should be focussed on?

	+		-WD PRO	VINCE		TY	PE													WD CON	
					-	Com-	Not!	* (0)	MMERCIA	L CLIEN	15 * 1	* NOI-I	-OK-PKO	FIT CLI	ENIS *  	OVER	HE PAST		Less than 1	1 to 2	More  than 2
	i i TOTALI	ВС	Alta	Sask.	j Man.j	mer-	for   profit	ВС	A1+a	Sask.	j Man.j	ВС	A1+2	Sask.	j Man.j	0nce	2-5 times	6 and i	year ago	years ago	years  ago
	++			Jask.	+		+			Jask.	+			Jask.	+			+	agu		
Q26 weightd # of participants:	   875	185	207	311	171	721	121	166	174	238	142	17	29	51	23	225	348	282	460	198	204
real # of participants:	100%    875	21% 215	24% 233	36% 223	20%  204	82% 724	14%  121	19% 192	20% 196	27% 166	16%  170	2% 21	3% 33	6% 40	3%  27	26% 200	40% 362	32%  292	53% 491	23% 179	23%  193
DK/NR	49%	46%	55%	46%	50%	48%	46%	47%	55% +	44%	48%	31%	52%	41%	60%	51%	47%	48%	52%	47%	42%
other	21%	23%	22%	17%	23%	22%	16%	25%	22%	18%	24%	10%	21%	17%	15%	23%	19%	21%	22%	17%	23%
availability of the info.	9%	9%	8%	11%	7%	9%	12%	9%	7%	12%	8%	11%	15%	12%	7%	11%	12%	5%  I	8%	9%	11%
clarity of the information	8%	8%	6%	10%	7%	8%	8%	7%	7%	9%	8%	20%	3%	9%	4%	7%	8%	9%	8%	10%	6%
info. on the requirements	5%	4%	3%	7%	4%	5%	6%	4%	3%	7%	5%	8%	0%	10%	4%	4%	5%	5%	4%	5%	6%
ease of understanding	4%	3%	3%	6%	4%	4%	7%	3%	3%	5%	4%	6%	6%	7%	7%	4%	3%	5%	3%	5%	6%
consistency of the information	3%	5%	3%	2%	3%	3%	3%	4%	3%	2%	4%	10%	3%	0%	4%	0%	4%	5%	3%	4%	3%
official languages	1%	1%	0%	2%	1%	1%	2%	1%	0%	2%	1%	4%	0%	4%	0%	0%	1%	2%	0%	2%	3%
chi²: ± at 50%:	   4	7	7	7	 7	4	9	8	7	8	  8 	23	18	16	20 j	7	5	6	5	8	7

In general, if only one area of WD communications could be improved, which one should be focussed on?

	+			YE	ARS OF	EXISTEN			C	LIENT LO	CATIONS	5			GROSS R	EVENUES-			-EMPLOY	MENT	+
		KELAII	ONSHIP    I	Less		4 to	11    vears														
	įi		Short			10	and	Mani-		Alber-	D.C.	116.4	0.1.1		\$250k-	\$1M-			- 0	10 10	F0.
	TOTAL	term	term	year	years	years	more		Sask.	ta	BC	USA	otner	<\$250k	<\$1M	<\$5M	\$5M+  +	< 5	5-9	10-49	50+  I
Q26	!!		!				!						!				!				[
weightd # of participants:	875     100%	528 60%	347   40%	175 20%	177 20%	261 30%	226   26%	157 18%	265 30%	182 21%	167 19%	108 12%	188   22%	366 42%	147 17%	103 12%	66   8%	453 52%	106 12%	164 19%	73   8%
real # of participants:	j 875 j	460	415 j	173	176	268	227	174	208	191	183	106	199	365	146	104	71 j	447	113	170	76 j
DK/NR	49%	47%	50%	51%	43%	43%	54%	48%	47%	53%	45%	47%	51%	50%	43%	47%	57%	49%	40%	47%	58%
other	21%	17%	25%	21%	23%	21%	20%	24%	19%	23%	26%	22%	19%	22%	23%	17%	22%	20%	29%	18%	21%
availability of the info.	   9%	10%	++  9%	10%	8%	10%	10%	8%	11%	8%	8%	11%	ا 8%ا	7%	10%	16%	5%	8%	+ 11%	11%	9%
	įį	100	į	70/	4.20	70/		70/	4.00/	=0/	501	201		701	4.20/	++	- 1		501	001	į
clarity of the information	8%	10%	5%  I	7%	12%	7%	6%	7%	10%	5%	6%	8%	6%	7%	12%	6%	5%	9%	6%	8%	5%  
info. on the requirements	5%	5%	5%	4%	4%	7%	5%	4%	7%	2%	4%	3%	8%	5%	6%	5%	5%	6%	11%	2%	1%
ease of understanding	I I	5%	3% I	4%	5%	5%	2% I	5%	5%	- 5%	5%	4%	+   2%	7%	4%	1%	3% I	6%	++ 0%	3%	5% I
•	i i	+	- j				i						į	+		-	j	+	-		i
consistency of the information	3%	3%	3%	2%	1%	6% ++	3%	3%	0%	4%	4%	5%	4%	3%	2%	7%	0%	2%	4%	7% +++	1%
official languages	1%	2%	0%	0%	2%	1%	1%	1%	1%	0%	1%	1%	2%	0%	1%	2%	3%	1%	0%	2%	0%
chi²:	!!!	+	- [				!						!	(*)			!	(***)		+	!
± at 50%:	4	(**)	5	8	8	6	7	8	7	8	8	10	7	5	9	10	12	5	10	8	12

What is the main method you use to access business information?

	+		-WD PRO	VINCE		TY	PE												FIRST	WD CON	
					-	Com-	Not!	* C0	MMERCIA	L CLIENT	`S *	* NOT-F	OR-PRO	FIT CLI	ENTS *	OVER T	HE PAST		Less than 1	1 to 2	More  than 21
	i i				i	mer-	for				i				i		2 - 5	6 and		years	years
	TOTAL	BC	Alta	Sask.	Man.	cial	profit	BC	Alta	Sask.	Man.	BC.	Alta	Sask.	Man.	Once.	times	more	ago	ago	ago
Q27							i														
weightd # of participants:	875	185 21%	207	311	171	721	121	166	174	238	142	17	29	51	23	225	348	282	460	198	204
real # of participants:	100%    875	21%	24% 233	36% 223	20%  204	82% 724	14%  121	19% 192	20% 196	27% 166	16%  170	2% 21	3% 33	6% 40	3%  27	26% 200	40% 362	32%  292	53% 491	23% 179	23%  193
Internet	45%	58%	49%	35%	44%	46%	47%	60%	53%	33%	43%	51%	30%	54%	52%	37%	50%	44%	46%	44%	45%
Discussions with WD officers	1 26%1	+++ 18%	24%	29%	30% I	25%	26% I	+++ 17%	22%	30%	ا 30% ا	32%	27%	23%	ا 26% ا	30%	++ 22%	28%	26%	27%	25% I
	i i				i		i			+	į				į		-	į			1
Networking	17%	12%	18%	21%	17%	16%	22%	12%	14%	21%	16%	8%	40%	16%	23%	20%	15%	19%	17%	15%	19%
Literature	7%	5%	5%	12%	3%	8%	3%	5%	6%	13%	4%	4%	3%	3%	0%	10%	8%	5%	6%	10%	8%
DK/NR	   2%	3%	3%	+++ 2%	-  3%	+ 3%	-  1%	3%	3%	+++ 2%	3% I	0%	0%	3%	ا 0% ا	1%	2%	3% I	3%	3%	20/1
DR/NR	276	3%	3%	276	3%	3%	176	3%	3%	276	3%  	0%	0%	3%	U%	1%	276	3%  	3%	3%	2%  
Other	į 2% į	3%	1%	1%	3% į	2%	1%	3%	2%	1%	4% j	4%	0%	2%	0% j	2%	3%	1%	3%	1%	2% [
Chi²:		(***)			-		-	(***)			ł					(*)		-			l i
± at 50%:	j 4 j	` <i>7</i>	7	7	7	4	9	8	7	8	8	23	18	16	20	7	5	6	5	8	7
	+																				+

What is the main method you use to access business information?

	+CLIENT LOCATIONS														GROSS RI	EVENUES -			EMPLOY	MENT	+
	       TOTAL		Short			4 to 10 years	years  and  more	Mani- toba	Sask.	Alber- ta	ВС	USA	             	<\$250k	\$250k- <\$1M	\$1M- <\$5M	           	<5	5-9	10-49	           
Q27 weightd # of participants:	++         875	528	347 I	175	177	261	+     226	157	265	182	167	108	+     188	366	147	103	     66	453	106	164	73
real # of participants:	100% 875	60% 460	40%  415	20% 173	20% 176	30% 268	26%   227	18% 174	30% 208	21% 191	19% 183	12% 106	22%  199	42% 365	17% 146	12% 104	8% j 71 j	52% 447	12% 113	19% 170	8%   76
Internet	45%	44%	46%	44%	47%	48%	42%	45%	38%	43%	51%	57%	50%  	46%	47%	49%	40%  	43%	60%	49%	45%  
Discussions with WD officers Networking	26%         17%	26% 16%	25%      20%	25% 18%	25% 13%	24% 19%	28%      18%	29% 16%	31% + 16%	28% 18%	25% 11%	16% - 15%	17%       21%	25% 17%	22%	28% 13%	25%      21%	26% 18%	18% 14%	23% 18%	31%        10%
Literature	17%            7%	9%	20%      5%	9%	10%	5%	18%      7%	5%	11%	7%	9%	6%	21%      7%	7%	8%	8%	6%I	8%	4%	7%	10%      5%
DK/NR	1 2%	3%	2%	1%	2%	3%	3%	3%	2%	3%	2%	2%	2%	3%	1%	3%	4% J	3%	3%	2%	4%
Other	   2%	2%	2%	3%	3%	2%	1%	2%	2%	0%	3%	3%	3% J	2%	2%	0%	4% <u> </u>	2%	1%	1%	6% J
chi²: ± at 50%:	       4	5	     	8	8	6	     7	(*) 8	7	8	8	10	     7	5	9	10	     12	5	10	8	+        12

Do you have ACCESS to the Internet for work purposes? BASE: Internet is not the main method of access to business information

	+ 	 	-WD PRO	VINCE	 I	TYI	PE			VINCE L CLIEN				VINCE FIT CLI				H WD YEAR		WD CON	TACT+ More
	         TOTAL	BC	Δlta	Sask.	     Man.	Com- mer-	Not  for  rofit	ВС	c+1Δ	Sask.	l Man.l	BC	Alta	Sask.	     Man.	Once	2-5 times	6 and  morel		1 to 2 years ago	than 2  years  ago
	++			Jask.	+		+			Jask.				Jask.				+	agu		
Q28 weightd # of participants:	481     481     100%	77 16%	106 22%	201 42%	96   20%	390 81%	64   13%	67 14%	82 17%	160 33%	81   17%	9 2%	20 4%	24 5%	11   2%	143 30%	173 36%	159   33%	250 52%	111 23%	113   24%
real # of participants: Yes	471     84%	88 91%	119 92%	149 73%	115   92%  ++	381 84%	65   96%  +1	76 91%	92 92%	116 74%	97   92%  +1	10 100%	23 95%	19 97%	13   92%	124 73%	178 85%	162   92%  +++1	258 82%	100 85%	107   89%
No	15%	8%	8%	26%	7%	15%	4%	8%	8%	25%	7%	0%	5%	3%	8%	27%	13%	8%	17%	15%	11%
DK/NR	   1%	1%	0%	+++ 1%	 1%	+ 1%	-   0%	1%	0%	+++ 1%	-   1%	0%	0%	0%	0%	+++ 0%	2%	 0%	1%	0%	0%
chi²:		(***)			!	(*)		(***)			 				 	(***)	+				
± at 50%:	5  +	11	10	9	10	5	13	12	11	10	11	33	22	24	29			8		10	10
	+			YE	ARS OF	EXISTEN			C	LIENT L	OCATION	15			GROSS R	REVENUES			-EMPLOY	MENT	+
		KELAII	ONSHIP  	Less		4 to	11  years										-				
	   TOTAL			than 1 year		10 years	and  more			Alber- ta	ВС	USA	Other	<\$250k	\$250k- <\$1M	\$1M- <\$5M	  \$5M+	< 5	5-9	10-49	50+ j
Q28			i				i										i				
weightd # of participants:	481     100%	294 61%	188   39%	98 20%	94 19%	136 28%	131   27%	86 18%	164 34%	104 22%	82 17%	46 10%	94 19%	196 41%	78 16%	52 11%	40   8%	257 53%	43 9%	83 17%	41   8%
real # of participants: Yes	471   84%	248	223   84%	94 65%	92 92%	136 91%	130   90%	94 88%	129 74%	106 91%	85 91%	44 94%	98 92%	187	75 91%	52 98%	43   98%	243 82%	48 98%	85 95%	44   98%
No	   15%	15%	16%	33%	* 8%	9%	9%   	11%	25% +++	9%	9%	4%	8%	15%	9%	+ 2%	2% J	17%	2% -	4%	+  2%
DK/NR	1%	1%	0%	2%	0%	0%	1%	1%	1%	0%	0%	2%	0%	0%	0%	0%	0%	1%	0%	1%	0%
chi²: ± at 50%:	       5	     7	     7	(***) 11	11	9	    9	(***) 11	9	10	11	16	11	(*) 8	12	14	     16	(**) 7	15	11	        +

Has Internet access for work CALCULATION: Q27=Internet or Q28=Yes

	+		-WD PRO	VINCE		TY	PE			VINCE L CLIEN				VINCE		CONTA			FIRST Less	WD CONT	TACT+ Morel
	i i				i	Com-	Not	CO	IIILKCIA	L CLILIN		NOT-	I OK-I KC	TIT CEI		OVER		į.	than 1	1 to 2 t	han 2
	   TOTAL	ВС	Alta	Sask.	  Man.	mer- cial	for  orofit	ВС	Alta	Sask.	  Man.	ВС	Alta	Sask.	 Man.	0nce	2-5 times	6 and  more	year ago	years ago	years  ago
Q28B	++ 				 		+ 				+ 				+ 			+ 			
weightd # of participants:	875     100%	185 21%	207 24%	311 36%	171   20%	721 82%	121   14%	166 19%	174 20%	238 27%	142   16%	17 2%	29 3%	51 6%	23   3%1	225 26%	348 40%	282   32%	460 53%	198 23%	204   23%
real # of participants: Yes	875   91%	215 96%	233 96%	223 83%	204   96%	724 91%	121   98%	192 96%	196 96%	166 82%	170   95%	21 100%	33 97%	40 98%	27   96%	200 83%	362 92%	292   96%	491 90%	179 92%	193   94%
No	i i	++ 3%	++ 4%	17%	+ j 4% j	- 8%	+ j 2% j	++ 3%	++ 4%	17%	i 4% i	0%	3%	2%	4% I	17%	7%	+++  4%	9%	8%	6% I
	i i		-	+++	- j	+	- j			+++	- i				į	+++		j			į
DK/NR	0%	1%	0%	1%	0%  	1%	0%  	1%	0%	1%	1%  	0%	0%	0%	0%  	0%	1% +	0%  	1%	0%	0%  
chi²: ± at 50%:	   4	(***)	7	7	j 7 j	(*) 4	j 9 j	(***) 8	7	8	j 8 j	23	18	16	1 20	(***) 7	5	[ 6]	5	8	j 7 j
	+	DEPT	H OF	YE	ARS OF	EXISTEN	 CE		C	LIENT L	OCATION	IS			GROSS R	EVENUES			 -EMPLOY	 MENT	+
		RELATI	ONSHIP	Less		4 to	11  years														-
	i TOTALI			than 1		10	and  more		Sask.	Alber- ta	ВС	USA	0theri		\$250k- <\$1M	\$1M- <\$5M	; \$5M+i	< 5	5-9	10-49	j 50+ i
	++		term	year 		years	+		Jask.								+		3-3		
Q28B weightd # of participants:	   875	528	347	175	177	261	226	157	265	182	167	108	188	366	147	103	66	453	106	164	73
real # of participants:	100%    875	60% 460	40%  415	20% 173	20% 176	30% 268	26%  227	18% 174	30% 208	21% 191	19% 183	12% 106	22%  199	42% 365	17% 146	12% 104	8%  71	52% 447	12% 113	19% 170	8%  76
Yes	91%	91%	91%	80%	96%	95%	94%	93%	84%	95%	96%	98%	96%	92%	95%	99%	99%	90%	99%	97%	99%
No	8%	8%	9% J	19%	+ 4%	+ 5%	5% J	6%	15%	5%	4%	1%	4%  4%	8%	5%	1%	1%	10%	++ 1%	2%	1%
DK/NR	0%	1%	0% <u> </u>	1%	0%	0%	1%	1%	1%	0%	0%	1%	0%	++ 0%	0%	0%	0% j	+++ 1%	0%	0%	0%
Chi²:		_	_	(***)			_!	(***)	_	•		4.0	_	_		4.0	42	(***)	4.0		
± at 50%:	4  +	5	5	8	 		7  		7			10	7	5	9 	10	12	5	10 		12

Have you ever USED the Internet to access business information? BASE: has Internet access but Internet is not the main method of access to business information

	+		-WD PRO	VINCE		TY	PE			VINCE L CLIEN				VINCE OFIT CLI					FIRST Less	WD CON	TACT+ Morel
	į į				į	Com-	Not	CO	IIIILKCIA	L CLILIN	13	1401-	I OK-I K	,, I, CLI		OVER		i	than 1	1 to 2	than 2
	   TOTAL	ВС	Alta	Sask.	Man.	mer- cial	for  orofit	ВС	Alta	Sask.	Man.	l I BC	Alta	Sask.	Man.	0nce	2-5 times	6 and  more	year ago	years ago	years  ago
Q29	+											!			<u>+</u> !						
weightd # of participants:	404	71 17%	97 24%	148 37%	89   22%	329 81%	61   15%	61 15%	76 19%	118 29%	74 18%	9   2%	20 5%	23 6%	10   3%	104 26%	146 36%	146   36%	205 51%	94 23%	100   25%
real # of participants: Yes	403   87%	80 91%	109 85%	108 83%	106   92%	327 88%	62   84%	69 90%	85 85%	84 85%	89 94%	10 100%	22 91%	18 77%	12   75%	96 83%	150 88%	150 j 88% j	213 85%	87 88%	98   90%
No	13%	9%	15%	17%	8% J	12%	14%	10%	15%	15%	6%	   0%	9%	20%	25%	17%	12%	11%	15%	12%	10%
DK/NR	0%	0%	0%	1%	0%	0%	1%  + I	0%	0%	0%	0%	l   0%	0%	3%	0%	0%	0%	1%	0%	1%	0%
chi²: ± at 50%:	       5	12	10	10	10	6	13	13	11	11	11	33	22	25	30	11	9	     9	7	11	11
	+			YE	ARS OF	EXISTEN			C	LIENT L	OCATION	NS			GROSS R	EVENUES			-EMPLOY	MENT	+
		RELATI	ONSHIP  	Less		4 to	11  years										I I				
	   TOTAL			than 1 year		10 years	and  more			Alber- ta	ВС	USA	Other	<\$250k	\$250k- <\$1M	\$1M- <\$5M	  \$5M+	< 5	5-9	10-49	50+ j
Q29	+						+ 										+ 				
weightd # of participants:	404	246 61%	158   39%	64 16%	86 21%	124 31%	117   29%	75 19%	122 30%	95 23%	75 19%	43 11%	86 21%	166 41%	71 17%	51 13%	39   10%	211 52%	42 10%	79 20%	40   10%
real # of participants: Yes	403     87%	216	187	63 80%	84 91%	126 93%	117   82%	84 89%	96 82%	97 85%	78 91%	41 96%	91	158 87%	69 84%	51 95%	42   91%	201 88%	47 96%	80 89%	43   86%
No	1 13%	14%	11%	20%	9%	7%	17%	11%	18%	15%	9%	4%	10%	13%	16%	3%	9%	12%	4%	11%	12%
	į į		j	+		-	į						i			-	i				į
DK/NR	0%  	0%	1%  	0%	0%	0%	1%  	0%	1%	0%	0%	0%	0%	0%	0%	2% +	0% j !	0%	0%	0%	2%  +
chi²: ± at 50%:	   5  +	   7	  8 	13	11	9	   10	11	11	11	12	16	11	8	13	15	 16	7	15	12	 16  +

Has used the Internet to access business information  $\ensuremath{\mathsf{BASE}}\xspace$  : has Internet access

	+		-WD PRO	VINCE		TY	PE							VINCE					FIRST	WD CON	TACT+
					ļ	Com-	Not!	* C0	MMERCIA	L CLIEN	TS *	* NOT-	FOR-PRO	FIT CLI	ENTS *	OVER T	HE PAST		Less	1 to 2	More  than 21
	i i				i	mer-	for				i				i		2 - 5	6 and	year	years	years
	TOTAL	ВС	Alta	Sask.	Man.	cial	profit	BC	Alta	Sask.	Man.	ВС	Alta	Sask.	Man.	0nce	times	more	ago	ago	ago
Q29B							 								 			 			
weightd # of participants:	798     100%	179 22%	198 25%	257 32%	163   20%	659 83%	118   15%	160 20%	168 21%	196 25%	135   17%	17 2%	28 4%	50 6%	22   3%1	187 23%	321 40%	270   34%	414 52%	181 23%	191   24%
real # of participants:	j 807 j	207	223	182	195 j	670	118 j	185	189	134	162	21	32	39	26	172	334	280 j	446	166	184
Yes	93%	97%	93%	90%	96%	94%	92%	96%	93%	91%	97%	100%	94%	89%	88%	91%	94%	94%	93%	94%	95%
No	7%		7%	10%	4%	6%	7%	4%	7%	9%	3%	0%	6%	9%	12%	9%	6%	6%	7%	6%	5%
DK/NR	         0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	2%	0%	0%	0%	0%	0%	0%	0%
Chi²:					-	-	+								-						-
± at 50%:	j 4 j	7	7	8	7 j	4	10	8	8	9	8	23	18	17	20	8	6	6	5	8	8
	+	DEPT	H OF	YE	ARS OF	EXISTEN	CE		C	LIENT L	OCATION	IS			GROSS R	EVENUES			-EMPLOY	MENT	+
	!!	RELATI	ONSHIP				11										!				!
		Long	Short	Less than 1	1 to 3	10	years  and	Mani-		Alber-					\$250k-	\$1M-					
	į TOTALį	term	term	year	years	years	more	toba	Sask.	ta	BC	USA	0ther	<\$250k	<\$1M	<\$5M	\$5M+	< 5	5-9	10-49	50+ j
Q29B							 										+ 				
weightd # of participants:	798 i	481 60%	317   40%	140 18%	169 21%	249 31%	213 j 27% l	146 18%	223 28%	172 22%	160 20%	105 13%	181   23%	336 42%	140 18%	102 13%	65 j 8% j	407 51%	105 13%	160 20%	72   9%
real # of participants:	807	428	379	142	168	258	214	164	175	182	176	103	192	336	140	103	70	405	112	165	75
Yes	93%	93%	94%	91%	95%	97%	90%	94%	90%	92%	96%	98%	95%	94%	92%	98%	94%	94%	98%	94%	93%
No	7%	7%	6%	9%	5%	3%	9%	6%	10%	8%	4%	2%	5%	6%	8%	2%	6% j	6%	2%	6%	6%
DK/NR	0%	0%	0% J	0%	0%	0%	+   0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0% J	0%	0%	0%	1%
chi²:			ļ													+					++
± at 50%:	j 4 j	5	5	9	8	6	7 j	8	8	8	8	10	8	6	9	10	12	5	10	8	12

Have you ever used the Internet to access information about government programs?  $\ensuremath{\mathsf{BASE}}\xspace$  : have an Internet access

	+		-WD PRO	VINCE		TY	PE			VINCE L CLIEN				VINCE OFIT CLI					FIRST Less	WD CON	TACT+ Morel
						Com-	Not		HITERCIA	L CLIEN	13 .	· NOT-	FUK-FKC	JFII CLI	[ 	OVER		i	than 1	1 to 2	than 2
	   TOTAL	ВС	Alta	Sask.	Man.	mer- cial	for   profit	ВС	Alta	Sask.	Man.	ВС	Alta	Sask.	Man.	0nce	2-5 times	6 and  more	year ago	years ago	years  ago
Q30	++ 						+ 				 				+ ا			+ 			
weightd # of participants:	798     100%	179 22%	198 25%	257 32%	163   20%	659 83%	118   15%	160 20%	168 21%	196 25%	135   17%	17 2%	28 4%	50 6%	22   3%	187 23%	321 40%	270   34%	414 52%	181 23%	191   24%
real # of participants: Yes	807     85%	207 93% +++	223 84%	182 79%	195   87%	670 84%	118   95%	185 92%	189 84%	134 76%	162   85%	21 100%	32 90%	39 95%	26   96%	172 73%	334 89%	280   89%	446 84%	166 83%	184   90%
No	1 15%	7%	16%	21%	12%	16%	++  5%	+++ 8%	16%	24%	14%	0%	10%	5%	4% <u> </u>	27%	11%	+  11%	16%	17%	10%
DK/NR	   0%	0%	0%	++ 0%	0%	++ 0%	 0%	0%	0%	+++ 0%	1%	0%	0%	0%	ا   0%	+++ 0%	0%	- I 0% I	0%	0%	-   0%
chi²: ± at 50%:	         4	(**) 7	7	8	     7	(**) 4	       10	(**)	8	9	     8	23	18	17	     20	(***) 8	6	    6	5	8	     8
	+ +	DEPT	 H OF	YE	ARS OF	EXISTEN	 CE		C	LIENT L	OCATION	 IS			GROSS F	REVENUES			 -EMPLOY	MENT	+
		RELATI	ONSHIP	Less		4 to	11  vears										-				
	i TOTAL	Long term		than 1 year		10	and	Mani- toba		Alber- ta	ВС	USA	Other!	<\$250k	\$250k- <\$1M	\$1M- <\$5M	; \$5M+	< 5	5-9	10-49	j 50+ j
Q30	++ 		+				 										+				
weightd # of participants:	798   100%	481 60%	317   40%	140 18%	169 21%	249 31%	213   27%	146 18%	223 28%	172 22%	160 20%	105 13%	181   23%	336 42%	140 18%	102 13%	65   8%	407 51%	105 13%	160 20%	72   9%
real # of participants: Yes	807   85%	428 83%	379   88%	142 84%	168 89%	258 88%	214   79%	164 84%	175 79%	182 81%	176 90%	103 91%	192   88%	336 85%	140 83%	103 91%	70   86%	405 85%	112 81%	165 88%	75   86%
No	1 15%	16%	12%	16%	11%	12%	20%	16%	21%	19%	10%	9%	12%	15%	17%	9%	14%	15%	19%	11%	14%
DK/NR	   0%  	0%	0%  	0%	0%	0%	++  0%	1%	0%	0%	0%	0%	0%	0%	1%	0%	0%   	0%	0%	1%	0%   
chi²: ± at 50%:	   4  +	5	   5	9	8	6	 7	(*)	8	8	8	10	8	6	9	10	   12	5	10	8	12  +

Have you ever visited the WD Web site?  $\ensuremath{\mathsf{BASE}}$ : have used the Internet to access government information

	+ 		-WD PRO	VINCE	 I		- 1									CONTA		YEAR	Less		More
	   TOTAL	ВС	Alta	Sask.	    Man.	Com- mer- cial p	Not  for  rofit	ВС	Alta	Sask.	    Man.	ВС	Alta	Sask.	    Man.	0nce	2-5 times	6 and  more			than 2  years  ago
Q31 weightd # of participants:		167 25%	167 25%	203	143   21%	553 81%	112   16%	148 22%	141 21%	149 22%	+     115   17%	17 3%	26 4%	48 7%	21   3%	137 20%	285 42%	241   35%	346 51%	151 22%	173   25%
real # of participants: Yes	697     71%	193 83%	188 71%	146 63%	170	571 71%	112   70%	171 83%	158 69%	104 62%	138   71%	21 90%	29 83%	37 63%	25   56%	130	297 75%	252   79%  +++1	380 72%	140 70%	167   71%
No	26%	16%	26%	34%	27%	26%	28%	16%	27%	34%	25%	10%	17%	37%	36%  		22%	20%	25%	27%	27%
DK/NR	3%	1%	3%	3%	4% j	3%	2%	1%	4%	4%	4%	0%	0%	0%	8% j	6% ++	2%	1%   -	3%	3%	2%   
chi²: ± at 50%:	   4	(**) 7	8	9	j 8 j	4	10	(**)	8	10	j 9 j	(*) 23	19	17	21	(***) 9	6	j 7	5	9	   8 
	+	DEPT RELATI		YE	ARS OF	EXISTEN	E 11		C	LIENT LO	OCATION	IS	 		GROSS R	EVENUES	 I		-EMPLOY	MENT	+ 
	         TOTAL	Long	j Shortj	Less than 1 year		4 to 10 years		Mani- toba	Sask.	Alber- ta	ВС	USA	Other	<\$250k	\$250k- <\$1M	\$1M- <\$5M	       \$5M+	<5	5-9	10-49	50+
Q31 weightd # of participants:	680	401	279 I	118	150	219	169	123	176	140	144	95	+     160	284	116	93	+     57	346	86	141	62 I
real # of participants:	100%	59% 363	41%  334	17% 121	22% 154	32% 228	25%  172	18% 138	26% 142	21% 150	21% 160	14% 94	24%  172	42% 291	17% 117	14% 92	8%  61	51% 354	13% 92	21% 146	9%   65
Yes	71%  	71%	72%  	71%	79% +	67%	70%  	70%	61%	70%	80% +	70%	79%  +	67% -	78% +	76%	70%  	67% -	80% +	77%	66%  
No	26%	26%	26%  	25%	19%	30%	27%	26%	37%	26%	19%	24%	19%   -	29%	20%	22%	30%  	30%	16%	21%	33%
DK/NR	3%	3%	2%  	4%	2%	3%	3%  	3%	2%	3%	1%	6%	2%  	4% +	2%	2%	0%   -	4%	3%	1%	1%  
chi²: ± at 50%:	4	5	6   	9	8	7	  8	(**) 9	9	9	8	11	  8 	6	10	11	13	6	11	9	13  

If you knew that WD offered access to its information and services through its Web site, how likely would you be to use it? Would you be... BASE: have never used the Internet to access government information or have never accessed the WD Web site

	+ ! !		-WD PRO	VINCE	 !		- 1			VINCE L CLIEN		* NOT-						YEAR	Less		More
	TOTAL	ВС	Alta	Sask.	     Man.	Com- mer- cial	Not  for  profit	ВС	Alta	Sask.	Man.	ВС	Alta	Sask.	Man.	0nce	2-5 times	6 and more		years ago	
Q32 weightd # of participants:	314     300%	40 13%	80 25%	128 41%	65   21%		39   13%	37 12%	71 23%	104	53   17%		7 2%	20 7%	10   3%	119 38%	107 34%	80   26%	166 53%	76 24%	68   22%
real # of participants: Not at all likely (0)	306   8%   1	46 11%	90 10%	92 6%	78   5%  	260 7%	37   0%  	43 9%	80 10%	73 6%	64   5%	0%	8 0%	15 0%	12   0%  		112 6%	77   9%  	173 9%	67 5%	62   6%  
Not very likely (1)  Somewhat likely (2)	9%          33%	11% 35%	9% 32%	9% 30%	9%     41%	9% 34%	9%      31%	9% 37%	9% 31%	8% 31%	9%     42%		0% 50%	8% 26%	8%     34%	6% 35%	8% 32%	14%      33%	9% 36%	11% 28%	8%        34%
Very likely (3)	49%    49%	41%	47%	56%	   44% 	48%	60%  	42%	47%	54%	42%  	43%	50%	66%	   58% 	50%	52%	43%    43%	44%	57%	52%  
DK/NR chi <sup>2</sup> :	1%  	2%	2%	0%	1%     	1%	0% j	2%	2%	0%	2%	0%	0%	0%	0%     	1%	1%	0% j I	2%	0%	0% j
± at 50%: mean for these data: standard error: sig. test for means:	6    75.10    1.75		11 72.73 3.48	11 78.23 3.07	12   75 . 15   3 . 13   		17  83.96  3.60  *						37 83.50 6.29		30   83.53   6.47	75.93	10 77.85 2.75	12  70.49  3.67	8 72.34 2.41	13 79.17 3.48	13   77 . 17   3 . 70

If you knew that WD offered access to its information and services through its Web site, how likely would you be to use it? Would you be... BASE: have never used the Internet to access government information or have never accessed the WD Web site

	+			YE	ARS OF	EXISTEN			C	LIENT L	OCATION	S			GROSS R	EVENUES			-EMPLOY	MENT	+
		RELATI	ONSHIP	Less		4 to	11   vears						ļ				- !				
	   TOTAL			than 1		10	and  more	Mani- toba		Alber- ta	ВС	IISA	Other!	<\$250k	\$250k- <\$1M	\$1M- <\$5M	    \$5M+1	< 5	5-9	10-49	50+1
	++		+				+						+				+				
Q32	!		!				!						!				!				!
weightd # of participants:	314     100%	196 63%	118   37%	56 18%	50 16%	101 32%	94   30%	60 19%	115 37%	73 23%	44 14%	38 12%	54   17%	147 47%	50 16%	32 10%	26   8%	175 56%	37 12%	50 16%	31   10%
real # of participants:	306	167	139	56	47	103	89	67	37 % 87	76	47	38	55 I	137	49	31	27 I	163	40	49	32
Not at all likely (0)	8%	8%	7%	11%	10%	4%	7%	5%	5%	10%	4%	2%	7%		7%	8%	7%		12%	9%	9%
Not very likely (1)	9%	7%	12%	12%	13%	8%	6%	11%	7%	7%	16%	5%	9%	11%	3%	3%	17%	10%	5%	5%	11%
Somewhat likely (2)	33%	31%	37%	37%	29%	37%	32%	30%	29%	30%	36%	44%	32%	34%	42%	22%	34%	33%	35%	35%	26% J
Very likely (3)	49%	52%	43%	40%	48%	49%	55%	52%	59%	51%	42%	50%	51%	50%	46%	67%	41%	51%	47%	51%	55%
DK/NR	1%	1%	1%	0%	0%	2%	0%	1%	0%	2%	2%	0%	0%	1%	2%	0%	0%	0%	2%	0%	0%
chi²:			ł				ł						i				i				ł
± at 50%:	j 6 j	8	9 j	14	15	10	11	13	11	12	15	17	14	9	15	19	20 j	8	16	15	18
mean for these data:	75.10		72.39	68.91	71.60	77.95	78.64	77.01	80.62	74.98	73.03	80.47		76.88		82.72	69.84		73.14	75.98	75.29
standard error: sig. test for means:	1.75  	2.37	2.58  	4.37	4.90	2.68	3.09  	3.63	2.99	3.76	4.21	3.68	4.07  	2.42	4.01	5.45	6.12  	2.20	5.34	4.43	5.83  
	+																				+

If WD offered access to on-line application of its programs through its Web site, how likely would you be to use it? Would you be... BASE: have an Internet access

	+		-WD PRO	VINCE		TY	PE													WD CON	
					ļ	Com-	Not!	* C0	MMERCIA	L CLIEN	TS *	* NOT-	FOR-PRO	FIT CLI	ENTS *	OVER T	HE PAST		Less than 1	1 to 2	More  than 21
	i i				i	mer-	for				i						2 - 5	6 and		years	
	TOTAL	BC	Alta	Sask.	Man.	cial	profit	ВС	Alta	Sask.	Man.	BC	Alta	Sask.	Man.	0nce	times	more	ago	ago	ago
Q33	++ 				 						۱							 			
weightd # of participants:	798	179	198	257	163 j	659	118	160	168	196	135	17	28	50	22	187	321	270	414	181	191
real # of participants:	100%    807	22% 207	25% 223	32% 182	20%  195	83% 670	15%  118	20% 185	21% 189	25% 134	17%  162	2% 21	4% 32	6% 39	3%  26	23% 172	40% 334	34%  280	52% 446	23% 166	24%  184
Not at all likely (0)	8%	8%	8%	8%	10%		6%	8%	8%	7%	8%		0%	8%	12%	8%	8%	9%	8%	9%	9%
Not very likely (1)	   8%	10%	6%	9%	8% I	9%	7% I	10%	7%	10%	ا 9% ا	15%	3%	7%	4%	9%	7%	10% I	9%	9%	8% I
• • • •	i i				i		i				į							i			i
Somewhat likely (2)	24%	20%	26%	23%	28%	24%	27%	21%	25%	23%	27%	14%	35%	24%	34%	30%	23%	20%	26%	23%	23%
Very likely (3)	58%	60%	56%	60%	54%	58%	60%	59%	56%	60%	55%	70%	59%	61%	50%	52%	61%	60%	57%	58%	59%
DK/NR		2%	4%	0%	1%	2%	1%	2%	4%	0%	1%	0%	3%	0%	0%	0%	2%	ا   2%	1%	2%	1%
chi²:	!!		++	-	!		!		+		!							!			!
± at 50%:	4	7	7	8	7   7	4	10	8	8	9	ا 8 ا	23	18	17	20	8	6	6 I	5	8	8
mean for these data:	77.79		78.74	78.22		78.03	80.82					84.98	85.96	79.41	74.37					77.16	77.85
standard error: sig. test for means:	1.12  	2.25	2.08	2.34	2.34  	1.22	2.62  	2.39	2.34	2.65	2 . 47   	5.61	3.36	4.97	6.55	2.35	1.70	1.97  	1.48	2.56	2.39  
	+																				+

If WD offered access to on-line application of its programs through its Web site, how likely would you be to use it? Would you be... BASE: have an Internet access

	+	CLIENT LOCATIONS  RELATIONSHIP  11														EVENUES			-EMPLOY	MENT	+
	!!!	RELATI	ONSHIP				11										!				ļ
	!!	Long	  Short	Less	1 +0 2	4 to 10	years	Mani-		Alber-			!		\$250k-	\$1M-	!				!
	I TOTALI					vears	and  morel	toba		ta	ВС	IISA	Otheri	<\$250k		\$111- <\$5M	\$5M+	< 5	5-9	10-49	50+ l
	++		+				+						+				+				
Q33	1 1		- 1				- 1						- 1				- 1				j
weightd # of participants:	798	481	317	140	169	249	213	146	223	172	160	105	181	336	140	102	65 [	407	105	160	72
real # of participants:	100%    807	60% 428	40%  379	18% 142	21% 168	31% 258	27%  214	18% 164	28% 175	22% 182	20% 176	13% 103	23%  192	42% 336	18% 140	13% 103	8%  70	51% 405	13% 112	20% 165	9%  75
Not at all likely (0)	1 8%1	426 7%	10%	8%	7%	236 9%	7%1	9%	6%	7%	5%	5%	7%1	9%	5%	4%	14%1	8%	9%	5%	11%
not de dit timety (o)	0,0	, ,,	10,01	0.0	, ,,	370		370	0.0	,,,	3.0	5.0	, , , ,	370	570	170		0.0	370	3,0	12.0
Not very likely (1)	j 8% j	8%	9% j	11%	11%	6%	9% j	8%	6%	6%	10%	4%	11%	8%	6%	9%	14%	8%	6%	8%	11%
6		2.40/	2.40	240	2.50	2.40	250	2.20	2.40	2 40/	2.20	240	2.50	2.70	240	4.00/	2 40	2.70	2.00/	2.00/	2.40
Somewhat likely (2)	24%	24%	24%	21%	26%	24%	25%	22%	24%	24%	23%	21%	25%	27%	21%	18%	24%	27%	20%	20%	24%
Very likely (3)	58%	59%	55%	59%	56%	58%	58%	62%	64%	60%	60%	69%	53%	55%	68%	68%	44%	56%	62%	66%	52%
	i i		į				į						- j	-	+	+	- j			+	j
DK/NR	2%	1%	2%	0%	1%	2%	2%	0%	0%	3%	1%	1%	3%	1%	1%	1%	4%	1%	2%	1%	2%
chi²:	!!		- !										++	(*)			+				!
± at 50%:	1 4	5	5	9	8	6	7	8	8	8	8	10	ا 8 ا	( )	9	10	12	5	10	8	12 i
mean for these data:	77.79	79.04	75.88	77.45	77.56	78.35	78.52	78.86	82.27	80.58	80.23	84.67	76.39	76.33	84.63	83.90	67.70	77.29	79.65	82.61	73.17
standard error:	1.12	1.48	1.72	2.70	2.36	2.01	2.12j	2.49	2.14	2.25	2.20	2.70	2.30	1.75	2.27	2.72	4.45 j	1.55	3.10	2.24	4.04
sig. test for means:			- 1				- 1						I		**	*	*			*	- 1
	+																				+

On the whole, would you say you were very dissatisfied, dissatisfied, neutral, satisfied or very satisfied with your most recent contact with WD?

	+		-WD PRO	VINCE		TY	PE		-WD PRO	VINCE									FIRST	WD CON	ITACT+
					- 1		- 1	* C0	MMERCIA	L CLIEN	TS *	* NOT-	FOR-PRO	FIT CLI	ENTS *	OVER T	HE PAST		Less		More
	!!				!	Com-	Not								!		2 5				than 2
	I I I TOTALI	ВС	Alta	Sask.	Man.	mer- cial	for    nrofit	ВС	Alta	Sask.	Man.	ВС	Alta	Sask.	Man I	0nce		6 and	year ago	years ago	years  ago
	++				+		+								+			+			
Q34	I I				I																I
weightd # of participants:	869	184	206 24%	311	169	715	121	165	173	238 27%	140	17	29	51	23	225	345	280	457	198	202
real # of participants:	100%    868	21% 213	24%	36% 222	19%  202	82% 717	14%  121	19% 190	20% 194	165	16%  168	2% 21	3% 33	6% 40	3%  27		40% 359	32%  289	53% 487	23% 179	23%  190
DISSATISFIED (very and smwhat)	13%		6%	15%	13%	13%	6%	16%	6%	16%	14%	10%	3%	8%	4% i		14%	9%	12%	16%	9%
, , , , , , , , , , , , , , , , , , ,	i i				i	+	- j								i			- j			i
SATISFIED (very and smwhat)	75%	67%	83%	73%	75%	73%	82%	66%	82%	71%	73%	73%	88%	80%	89%	67%	72%	85%	76%	71%	76%
Very dissatisfied (0)	l I I 6% I	 7%	++ 3%	7%	ا 8% ا	- 7%	+   4%	- 7%	++ 4%	8%	8%	4%	3%	5%	ا 4% ا	8%	6%	+++  6%	7%	8%	5% I
very dissactistied (0)	0/o	/ /0	3 /0	/ /0	0/6	/ /0	4/0	/ /0	4 /0	0 /0	0/0	4 /6	3 /0	3 /6	4/6	0./0	0./0	1 0 0	/ /0	0 /0	3/6 I
Dissatisfied (25)	i 6% i	9%	3%	7%	5%	7%	2%	9%	3%	8%	6%	6%	0%	3%	0%	8%	8%	3%	6%	9%	4%
			-		!		!		-						!		+	!			!
Neutral (50)	13%	18%	11%	12%	11%	14%	11%	18%	11%	13%	13%	17%	9%	12%	8%	18%	14%	7%	12%	12%	14%
Satisfied (75)	1 38%	33%	42%	40%	36%	38%	42%	32%	41%	39%	38%	44%	48%	42%	34%	42%	41%	33%	40%	35%	39%
	İ ji				İ		i i								į			İ			i
Very satisfied (100)	36%	34%	41%	34%	39%	35%	40%	33%	41%	32%	36%	30%	40%	38%	55%	25%	31%	52%  +++1	36%	37%	38%
Don't know	I I I 0% I	0%	0%	0%	0% I	0%	0% I	0%	0%	0%	0%	0%	0%	0%	0% I	0%	0%	0%1	0%	0%	0% l
	i i				i		i								i			i			i
chi <sup>2</sup> :		*	_	_	_!	_	. !	*	_	_	_ [				!	***	_	_ [	_	_	. !
± at 50%:	4    73.00	69.39	70 (1	71.20	7]	72.04	9	8 68.77	7 78.37	8 69.89	71 72	23	18 80.39	16 76.04	20	66.99	70.63	6	72 10	71 00	8
mean for these data: standard error:		2.06	1.58	1.98	2.101			2.21	1.75			5.78	3.72	4.17		2.07	70.62 1.50	1.60		2.30	74.87  1.96
sig. test for means:	0.3/  	*	***	1.30	2.10	*	*	2.21	***	2.33	2.32	5.70	3.72	7.1/	7.42	***	*	***	1.23	2.30	1.30
																					·

On the whole, would you say you were very dissatisfied, dissatisfied, neutral, satisfied or very satisfied with your most recent contact with WD?

	+	DEPT	H OF	YE	ARS OF	EXISTEN	CE		C	LIENT L	OCATION	S			GROSS R	EVENUES			-EMPLOY	MENT	+
		RELATI	ONSHIP				11										- 1				
	!!		C 10 4	Less	1 + - 3		years	M 2		A 7 Is a se					£2501	¢114	!				!
	I TOTALI			than 1 year		10	and  more		Sask.	Alber- ta	ВС	IIC A	Othor	  <\$250k	\$250k- <\$1M	\$1M- <\$5M	1 \$5M+1	< 5	E 0	10-49	50+i
			+	y e a i	years	years			Jask.								ا ·۱۱رو +	٠			
Q34	1 1		ı				1										1				i
weightd # of participants:	869	526	343	175	176	259	224	155	263	180	164	108	188	364	145	103	66 j	450	104	163	73 j
	100%		40%	20%	20%	30%	26%	18%	30%	21%	19%	12%	22%		17%	12%	8%	52%	12%	19%	8%
real # of participants:	868	457	411	173	175	265	224	172	206	188	180	106	199	362	143	104	71	444	110	169	76
DISSATISFIED (very and smwhat)	13%	13%	11%	11%	17%	12%	13%	12%	15%	9%	15%	17%	12%	15%	13%	11%	3%	15%	14%	12%	6%
SATISFIED (very and smwhat)	ı 75% I	74%	75% I	78%	68%	78%	71%	77%	73%	80%	71%	74%	72%	73%	77%	72%	79%1	72%	73%	77%	80%
skilsills (very and sminae)	1 / 3//	, , , ,	, 5,01	7 0 70	-	, 0,0	, 1,0		7 3 70	00%	, 2,0	, .,,	, 2,0	, , , , ,	,,,,	, 2,0	, , , , ,	, 2,0	, 5,0	,,,,	
Very dissatisfied (0)	6%	7%	5%	6%	5%	6%	9%	5%	8%	3%	5%	6%	7%	6%	6%	9%	3% [	7%	8%	8%	5% [
Di		C0/	60/1	F0/	1.20/	F0/	40/	<b>C</b> 0/	70/	<b>C</b> 0/	1.00/	1.00/	F0/	00/	70/	20/	00'	00/	60/	40/	10/1
Dissatisfied (25)	6%	6%	6%	5%	12%	5%	4%	6%	7%	6%	10%	10%	5%	8%	7%	2%	0%	8%	6%	4%	1%
Neutral (50)	ı 13%	12%	14%	11%	16%	10%	16%	11%	12%	11%	14%	9%	16%	12%	10%	17%	18%	14%	12%	11%	14%
	i i		j				į										į				į
Satisfied (75)	38%	38%	38%	41%	35%	40%	36%	36%	38%	35%	35%	40%	36%	39%	38%	35%	38%	37%	40%	35%	36%
Very satisfied (100)	I 1681	36%	37% I	37%	32%	39%	3 5 % I	42%	35%	45%	36%	34%	36%	33%	38%	37%	41% I	35%	33%	42%	44% I
(200)	30%	50%	37.01	37.70	3270	3370	33.0		3370	+	3070	3 170	3070	3370	30%	37.70		33.0	3370	1270	
Don't know	j 0% j	0%	0%	0%	0%	0%	0% j	0%	0%	0%	0%	0%	0%	0%	0%	0%	0% j	0%	0%	0%	0% j
chi²:	!!																!				!
± at 50%:	   1	5	5 I	8	8	6	7		7	Q	8	10	7	5	۵	10	12 I	5	10	9	12
mean for these data:	1 73.001	72.55	73.691	74.47	69.63	74.70	71.28	75.40	71.37	77.95	71.69		72.24	71.22	73.87	72.05		71.19	70.96	74.53	
standard error:				2.09	2.20									1.53				1.40	2.83	2.29	2.94
sig. test for means:	i i		į				į			**				İ			* j				* [
	+																				+

Thinking of your most recent contact with WD, did you get what you needed?

	+ 		-WD PRO	VINCE	 	TY	PE							VINCE FIT CLI			CTS WIT	YEAR	Less		More
	   TOTAL	ВС	Alta	Sask.	     Man.	Com- mer- cial	Not  for  profit	ВС	Alta	Sask.	     Man.	ВС	Alta	Sask.	    Man.	0nce	2-5 times	6 and  more	than 1 year ago	1 to 2 years ago	than 2  years  ago
Q35 weightd # of participants:	875     100%	185 21%	207	311	171   20%	721 82%	121   14%	166 19%	174 20%	238	142   16%	17 2%	29	51 6%	23   3%	225	348	282   32%	460 53%	198	204
real # of participants: Yes	875     63%	215	233 71% ++	223 63%	204   60%	724 60%	121   75%  ++	192	196 70%	166 59%	170   57%	21 54%	33 76%	40 83%	27   74%	200 55%	362 59%	292   72%  +++1	491 63%	179 57%	193   68%
In part	14%	15%	12%	13%	17%	15%	8% j - l	14%	13%	16%	19%	28%	9%	2%	7% i	16%	15%	11%	14%	19%	10%
No	21%	28%	15%	22%	20%	22%	14%	30%	15%	24%	19%	14%	15%	12%	15%	27%	24%	14%	21%	24%	20%
DK/NR	2%	1%	2%	2%	4%	2%	3%	1%	2%	1%	4%   + I	4%	0%	4%	4%	2%	1%	3%	2%	1%	2%
chi²: ± at 50%:	   4	(*) 7	7	7	 7	(*) 4	j 9 j	(*)	7	8	   8	23	18	16	20 j	(**) 7	5	 6	5	8	; 7
	+ 		H OF ONSHIPI		ARS OF	EXISTEN	CE		C	LIENT L	OCATION	IS			GROSS R	REVENUES	; I		-EMPLOY	MENT	+ 
	     TOTAL		Short	Less than 1 year		10	years  and	Mani- toba		Alber- ta	ВС	USA	0ther	<\$250k	\$250k- <\$1M	\$1M- <\$5M	    \$5M+	<5	5-9	10-49	50+
Q35	+		 				+										+				 
weightd # of participants:	875     100%	528 60%	347   40%	175 20%	177 20%	261 30%	226   26%	157 18%	265 30%	182 21%	167 19%	108 12%	188 22%	366 42%	147 17%	103 12%	66   8%	453 52%	106 12%	164 19%	73   8%
real # of participants: Yes	875     63%  	460 61%	415   66%	173 61%	176 57%	268 67%	227   62%	174 61%	208 64%	191 68%	183 56%	106 58%	199 62%	365 59%	146 62%	104 63%	71   76%  +	447 58%	113 59%	170 72% ++	76   71%  
In part	14%	15%	12%	14%	19%	14%	12%	17%	12%	11%	14%	17%	16%	15%	14%	13%	11%	17%	14%	9%	9% j
No	21%	22%	21%	22%	23%	18%	23%	20%	22%	18%	29%	24%	21%	23%	23%	22%	13%	24%	24%	17%	17%
DK/NR	2%	3%	1%	2%	1%	1%	3% į	3%	2%	2%	1%	0%	1%	3%	1%	2%	0%	2%	3%	2%	3%
chi²: ± at 50%:	i i   4	5	j 5 j	8	8	6	 7	8	7	8	8	10	7	5	9	10	12 j	5	10	8	; 12   +

As far as you can tell, was the service provided without error?

	+		-WD PRO	VINCE		TY	PE							VINCE						WD CON	TACT+ Morel
					i	Com-	Not	CO	IIILKCIA	L CLILIN	ا دا	NOT-	I UK-I KC	TIT CLI		OVER		i	than 1	1 to 2	than 2
	   TOTAL	ВС	Alta	Sask.	  Man.	mer- cial	for  profit	ВС	Alta	Sask.	Man.	ВС	Alta	Sask.	Man.	0nce	2-5 times	6 and  more	year ago	years ago	years  ago
Q37	++ 				+ 		+ 				+ ا				+ 			+ 			
weightd # of participants:	875     100%	185 21%	207 24%	311 36%	171   20%	721 82%	121   14%	166 19%	174 20%	238 27%	142   16%	17 2%	29 3%	51 6%	23   3%	225 26%	348 40%	282   32%	460 53%	198 23%	204   23%
real # of participants: Yes	875   86%	215 78%	233 91%	223 88%	204   86%	724 86%	121   90%	192 78%	196 92%	166 87%	170   86%	21 80%	33 91%	40 93%	27   89%	200 87%	362 84%	292   88%	491 86%	179 86%	193   88%
No	   7%	10%	6%	7%	  88	8%	3%	10%	++ 5%	9%	9%	4%	6%	2%	4%	5%	10%	6%	7%	9%	6%
DK/NR		12%	3%	5%	6%   	6%	7%   	12%	3%	4%	5%     5%	15%	3%	5%	8%   	8%	6%	5%  	7%	6%	6%
chi²: ± at 50%:	į į	**	7	7		4	į	**	7	8	i 8 i	23	18	16	i 20 i	7		61		۰	į
	4  +						او														+
	+ I I		H OF ONSHIPI	YE	ARS OF	EXISTEN	CE  11		C	LIENT L	OCATION	IS		(	GROSS R	EVENUES	 I		-EMPLOY	MENT	+ I
	i i		i	Less			years									****	į				į
	TOTAL			than 1 year		10 years	and  more			Alber- ta	ВС	USA	Other	<\$250k	\$250k- <\$1M	\$1M- <\$5M	\$5M+	<5	5-9	10-49	50+
Q37																	i				
weightd # of participants:	875     100%	528 60%	347   40%	175 20%	177 20%	261 30%	226   26%	157 18%	265 30%	182 21%	167 19%	108 12%	188   22%	366 42%	147 17%	103 12%	66   8%	453 52%	106 12%	164 19%	73   8%
real # of participants:	875	460	415 j	173	176	268	227	174	208	191	183	106	199	365	146	104	71	447	113	170	76 j
Yes	86%  	85%	88% 	85%	88%	87%	86%  	87%	89%	90%	82%	84%	85%  	86%	89%	83%	95%  +	87%	80%	88%	90%  
No	7%	9%	6%	8%	7%	7%	8%	6%	6%	6%	7%	9%	8%	7%	7%	9%	3%	6%	12%	7%	5%
DK/NR	   6%  	6%	6%   	7%	5%	6%	6%   	7%	4%	4%	12%	8%	7%	7%	4%	8%	3%   	7%	9%	4%	5%   
chi²: ± at 50%:	   4  +	5	   5 	8	8	6	 7	8	7	8	8	10	7   	5	9	10	   12	5	10	8	12  +

	+   	   	-WD PRO	VINCE	   	T	I									CONTA OVER T		YEAR	Less		TACT+ More  than 21
	i I TOTAL	BC	Alta	Sask.	Man.	mer-		ВС	Alta	Sask.	Man.	ВС	Alta	Sask.	  Man.	0nce		6 and	year		
Q38A sensitivity to needs mean for these data: sig. test for means:	   83.83	+     85.89	86.06	81.57	83.52	85.00	77.59	86.80	86.21	84.48	82.52	77.75	85.49	66.01	89.05	83.04	83.39	85.40	84.03	84.96	82.09
Q38B reliability of the service mean for these data: sig. test for means:		91.00	87.47	82.99	89.97     89.97	88.67	77.22    77.22	91.08	88.59	86.77	89.57	90.28	83.33	62.51	89.32  *	87.40	86.58	87.02    87.02	87.69	87.16	85.07  
Q38C communications mean for these data: sig. test for means: 038D access to the service	   85.66 	   86.65 	85.99	82.68	90.08	86.47	78.66    78.66	86.08	87.27	84.58	89.48	91.65	81.17	67.51	89.32    	85.92	84.39	87.28    I	87.29	85.31	83.52
mean for these data: sig. test for means:	83.33	87.15	87.78	78.01	84.58  	84.89	76.24  	87.42	87.85	80.31	86.99	84.72	87.50	63.52	78.10  	82.28	83.06	84.94  	83.97	83.52	81.98

	+	DEPT	H OF	YE	ARS OF	EXISTEN	CE		C	LIENT L	OCATION	S			GROSS R	EVENUES			-EMPLOY	MENT	+
		RELATI	ONSHIP				11						- 1				- 1				
			- 1	Less			years														
	!!				1 to 3					Alber-					\$250k-		!	_			!
	TOTAL	term	term	year	years	years	more	toba	Sask.	ta	BC	USA	Other	<\$250k	<\$1M	<\$5M	\$5M+	< 5	5-9	10-49	50+
Q38A sensitivity to needs	++						+										+				
mean for these data:	1 02 021	92 60	84 061	90 02	92 64	90 50	74 001	02 70	01 55	95 11	00 62	96 27	90 70 i	05 71	00 75	90 62	72 261	86.06	90 /1	70 17	77 751
sig. test for means:	1 03.03	03.03	04.00	30.02	03.04	**	**	03.70	01.33	03.44	00.03	00.37	00.70	03.71	00.73	00.03	/3.30	00.00	09.41	70.12	//./3
Q38B reliability of the service	1 1		+				+										ا ++				
mean for these data:		86.15	88.141	93.81	86.81	92.14	77.281	88.95	83.82	86.55	93.92	87.55	84.801	88.80	90.46	79.77	76.971	90.34	87.14	81.70	78.92 i
sig. test for means:	i i		i	**		**	**				***							*			i
Q38C communications	i i		+																		i
mean for these data:	85.66	85.02	86.68	93.11	86.34	86.51	78.93	87.34	82.18	86.32	87.58	83.70	82.89	84.04	92.11	78.70	79.48	86.66	88.85	81.61	81.77
sig. test for means:			- 1	**			*						- 1		**						
Q38D access to the service	1 1		+				+										+				
mean for these data:	83.33	81.97	85.50		82.63		74.88	82.79	78.94	87.27	88.20	84.71	82.44	84.60	85.61	80.34	72.35	84.67	87.45	80.66	75.08
sig. test for means:	ļ l		- 1	**		**	**										ı				
	+																				+

	+		-WD PRO	VINCE		TY	PE						-WD PRO	VINCE		CONTA	CTS WIT	H WD	FIRST	WD CON	TACT+
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	1 1				- 1	Com-	Not				- 1				- 1				than 1	1 to 2	than 2
	1 1				- 1	mer-	for				- 1				- 1			6 and	,	years	years
	TOTAL	BC	Alta	Sask.	Man.	cial	profit	ВС	Alta	Sask.	Man.	BC	Alta	Sask.	Man.	0nce	times	more	ago	ago	ago
Q38A sensitivity to needs	 						1											<sub>1</sub>			
weightd # of participants:	i 227 i	44	52	88	43	180	35 İ	39	40	66	34 İ	4	12	13	6 İ	70	82	72 i	110	52	63 İ
	100%	19%	23%	39%	19%	80%	16%	17%	18%	29%	15%	2%	5%	6%	3%	31%	36%	32%	48%	23%	28%
real # of participants:	i 219 i	51	58	59	51 i	174	35 i	46	45	42	41 i	5	13	10	7 i	61	81	74 i	117	42	58 j
Very unimportant (0)	j 3% j	0%	0%	4%	6% j	2%	5% j	0%	0%	3%	8% j	0%	0%	14%	0% j	1%	4%	3% j	3%	5%	0% j
	i i				į		į				+				į			į			į
Unimportant (25)	2% [	2%	2%	2%	2%	3%	0% [	2%	2%	3%	3% j	0%	0%	0%	0% [	3%	1%	1%	2%	0%	3%
	1 1				- 1		- 1				- 1				- 1			- 1			
Neutral (50)	8%	9%	7%	8%	6%	7%	9%	6%	9%	8%	3%	33%	0%	6%	15%	8%	10%	5%	7%	8%	8%
	!!				!		!				!				!						
Important (75)	31%	32%	36%	31%	24%	28%	48%	33%	31%	23%	27%	22%	54%	68%	15%	35%	27%	33%	27%	22%	46%
Vory important (100)	I 54%I	57%	54%	50%	62% I	59%	35%	58%	58%	59%	60% I	44%	39%	12%	71%I	47%	58%	57%I	56%	64%	++  43%
Very important (100)	] 34/6]	3 / /6	34%	30%	02/01	35/s ++	33/6  	30/0	20/0	22/0	00%	44/6	33/0	12/0	/ 1/6 [	4 / /6	30%	3 / /6 [	30%	04/6	43/6
DK/NR	1 2%1	0%	2%	5%	0%	1%	2%1	0%	0%	4%	0%	0%	7%	0%	0%	6%	0%	1%	5%	0%	0%
DIO NIC	1 2/01	070	270	+	0.01	170	2701	070	070	+	0.01	0.70	7 70	070	0.01	++	070	1/01	+	070	0.01
chi²:	i i				i		i				i				i			i	(*)		i
± at 50%:	j 7 j	15	14	14	15 j	8	18 j	15	16	16	16 j	47	29	33	39 j	13	12	12 j	10	16	14
mean for these data:	j 83.83 j	85.89	86.06	81.57	83.52	85.00	77.59	86.80	86.21	84.48		77.75	85.49	66.01		83.04	83.39	85.40	84.03	84.96	82.09
standard error:	1.58	2.65	2.33	3.41	3.87	1.75	4.18		2.80	3.85		11.13	3.74	9.41	7.60 j	2.79	2.80	2.55	2.30	3.97	2.44
sig. test for means:	I İ				į		j				į				į			į			j
	+																				+

	+	DEPT	H OF -	YE	ARS OF	EXISTEN	CE		C	LIENT L	OCATION	S			GROSS R	EVENUES			-EMPLOY	MENT	+
		RELATI	ONSHIP				11										- 1				
	!!!			Less	4 . 3		years								*2501	***	. !				!
		Long		than 1		10	and	Mani-	Sask.	Alber-	ВС	USA	Othor	<\$250k	\$250k- <\$1M	\$1M- <\$5M	\$5M+	< 5	E 0	10-49	E0+1
	++	term	reim	year	years	years	more	LUDA	3d5K.	ta	DC	U3A	other	~\$23UK	/ D T I.I		TICE +	٠		10-49	50+
Q38A sensitivity to needs	i i			İ			i						i				i				i
weightd # of participants:	227	140	86	33	45	75	65 j	48	76	46	41	23	46	97	37	35	18 j	124	31	44	16 j
	100%		38%		20%	33%	28%	21%	33%	20%	18%	10%	20%	43%	16%	16%	8%	55%	14%	19%	7%
real # of participants:	219	116	103	35	44	71	59	52	54	49	44	22	47	97	34	32	18	119	30	43	16
Very unimportant (0)	3%	3%	3%	] 3%	2%	0%	7%	4%	4%	2%	0%	0%	6%	4%	0%	5%	5%	3%	0%	4%	5%
Unimportant (25)	1 2%	3%	1%	I I 0%	2%	1%	4% I	2%	2%	0%	0%	0%	4%	2%	0%	2%	0% I	2%	0%	4%	0% I
311 mpor carre (23)	-7	370	270	1	2.0	2.0	1.70	2,0	270	0,0	0,0	0.0		2,0	0.0	2,0	1	270	0.0	.,,	10,0
Neutral (50)	j 8% j	7%	8%	j 6%	9%	6%	8% j	7%	7%	8%	8%	15%	4%	3%	5%	10%	25% j	3%	8%	14%	17%
																				+	
Important (75)	31%	31%	31%	16%	34%	26%	42%	31%	33%	35%	29%	24%	34%	30%	35%	30%	36%	30%	25%	31%	34%
Very important (100)	54%	54%	55%	70%	53%	66%	35%	57%	47%	54%	63%	61%	53%	59%	58%	53%	33%	59%	64%	47%	44%
	i i			j +		+	j						į				į				į
DK/NR	2%	3%	1%	6%	0%	1%	3%	0%	6%	2%	0%	0%	0%	3%	2%	0%	0%	4%	3%	0%	0%
	!!			/*\			!		++								!				!
chi²: ± at 50%:	   7	10	10	(*)   18	16	12	14 J	14	14	15	16	22	15	11	18	18	25 I	10	19	16	261
# at 50%: mean for these data:		83.69	84.06			89.59		83.78		85.44				85.71			73.36				26  77.75
standard error:	1.581		2.26		3.31	1.98	3.751		3.45	2.89	2.45	4.07	4.06		2.59	4.80	6.141		3.02	4.13	6.71
sig. test for means:	1 1.501	2.13	2.20	, J.04	3.31	**	**	5.55	3.43	2.03	2.43	4.07	4.00	2.71	2.33	4.00	0.14	2.03	3.02	4.13	0.71
9	÷																				÷

		-WD PRO	ATMCE		IY	PE		-WD PRO	VINCE			-WD PRO	VINCE		CONTA	CTS WIT	H WD	IRST	MD CON	TACT+
ļ				ļ	_	!	* C0	MMERCIA	L CLIEN	TS * [	* NOT-	FOR-PRO	FIT CLI	ENTS * [	OVER T	HE PAST		Less		Morel
- !				- !						- !				- !		2 5				vears
) TAL	ВС	Alta	Sask.	Man.			ВС	Alta	Sask.	Man.	ВС	Alta	Sask.	Man.	0nce			ago	ago	ago
· + -				÷		+				<del>-</del>				<del>-</del>						j
			0.0	42	100	25	20	40		3.4		12	12	. !	70	0.3	72	110		62
											4 2%									63   28%
219	51	58	59	51	174	35	46	45	42	41	5	13	10	7	61	81	74	117	42	58
2% j	0%	0%	4%	2% j	2%	5% j	0%	0%	3%	3% j	0%	0%	14%	0% j	0%	3%	3% į	2%	5%	0% j
10/1	00/	20/	20/	00'	20/	00'	001	201	20/	00'	001	00/	00/	00'	20/	10/	00'	20/	00/	10/1
1%	0%	2%	2%	0%	2%	0%	0%	2%	3%	0%	0%	0%	0%	0%	3%	1%	0%	2%	0%	1%
5%	6%	7%	4%	4%	5%	8%	6%	9%	1%	5%	0%	0%	20%	0%	4%	6%	4%	4%	0%	11%
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29%	24%	29%	34%	23%			22%	20%	29%	22%	39%	62%	54%	43%	32%	23%	34%	2/%	30%	32%
59%	68%	59%	51%	69%	66%	32%	69%	67%	60%	71%	61%	31%	12%	57%	55%	63%	59%	60%	64%	54%
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4%	2%	3%	5%	2%	2%	2%	2%	2%	4%	0%	0%	7%	0%	0%	6%	3%	1%	6%	2%	2%
-					(**)	-														
7	15	14	14	15	` ź	18	15	16	16	16	47	29	33	39	13	12	12	10	16	14
																				85.07
1.42	2.10	2.39	3.30	2.70	1.52	4.09	2.26	2.88	3.56	3.18	6.20	3.57	9.48	5.12	2.33	2.64	2.35	1.92	3.72	2.48
										ا 										+
) 1 2	TAL	TAL   BC   27   44   19%   19%   151   2%   0%   15%   6%   29%   24%   59%   68%   4%   2%   1593   91.00	TAL   BC Alta  27   44   52 00%   19%   23%   19   51   58 2%   0%   0%   1%   0%   2%   5%   6%   7%   29%   24%   29%   59%   68%   59%   4%   2%   3%   7   15   14 .93   91.00   87.47	TAL   BC Alta Sask.  27   44 52 88 00%   19% 23% 39% 19   51 58 59 2%   0% 0% 4% 1%   0% 2% 2% 5%   6% 7% 4% 29%   24% 29% 34% 59%   68% 59% 51% 4%   2% 3% 5% 7   15 14 14 93   91.00 87.47 82.99	TAL   BC Alta Sask. Man.	TAL   BC   Alta   Sask.   Man.   Commer- TAL   BC   Alta   Sask.   Man.   Cial    27   44   52   88   43   180    00%   19%   23%   39%   19%   80%    19   51   58   59   51   174    2%   0%   0%   4%   2%   2%    1%   0%   2%   2%   0%   2%    5%   6%   7%   4%   4%   5%    29%   24%   29%   34%   23%   24%    59%   68%   59%   51%   69%   66%    4%   2%   3%   5%   2%   2%      4%   2%   3%   5%   2%   2%      (**)  7   15   14   14   15   8    93   91.00   87.47   82.99   89.97   88.67														TAL   BC   Alta   Sask.   Man.   Cial   profit   BC   Alta   Sask.   Man.   BC   Alta   Sask.   Man.   Once   times   more   ago   a

	+				ARS OF	EXISTEN	CE		C	LIENT L	OCATION	S			GROSS R	EVENUES			-EMPLOY	MENT	+
	!!	RELATI	ONSHIP				11										!				!
		Long	Short	Less than 1	1 to 3	4 to 10	years  and	Mani-		Alber-					\$250k-	\$1M-	-				
	TOTAL			year			more		Sask.	ta	BC	USA	0ther	<\$250k		<\$5M	\$5M+	< 5	5-9	10-49	50+
	++						+							+			+				
Q38B reliability of the service	   227	140	86 I	33	4 5	75	6 5	40	76	16	41	23	46	l I 97	37	2.5	18 I	124	21	44	16
weightd # of participants:	227     100%	140 62%	38%		45 20%	75 33%	65   28%	48 21%	33%	46 20%	18%	10%	20%		16%	35 16%	8%1	55%	31 14%	19%	16   7%
real # of participants:	219	116	103	35	44	71	59 I	52	54	49	44	22	47	97	34	32	18	119	30	43	16
Very unimportant (0)	j 2% j	3%	1%	0%	0%	0%	7% j	2%	2%	0%	0%	0%	4%	2%	0%	5%	5% j	1%	0%	4%	5% j
Hadamantant (25)		10/	100	00/	00/	00/	+++	00/	20/	20/	00/	00/	00/	20/	00/	00/	[	10/	00/	00/	601
Unimportant (25)	1%	1%	1%	0%	0%	0%	4%	0%	2%	2%	0%	0%	0%	2%	0%	0%	5%	1%	0%	0%	6%
Neutral (50)	ı ı I 5% I	4%	7% i	2%	6%	5%	7%1	4%	3%	4%	2%	12%	11%	3%	4%	15%	10%	1%	6%	14%	5% l
,,,,	i i						i						+			+	i			++	i
Important (75)	29%	30%	26%	18%	41%	22%	33%	29%	37%	38%	21%	25%	22%	25%	28%	30%	37%	24%	37%	29%	35%
Very important (100)	l I I 59% I	57%	64% I	71%	53%	71%	46% I	64%	49%	52%	77%	60%	63%	66%	63%	50%	43%I	68%	51%	53%	49% I
very important (100)	ا ا	3776	04/0	/ 1/0	22/0	7 1 76		0476	43/0	3270	++	00%	03/6	00%	03%	30%	43/01	+	31%	23/0	43/0
DK/NR	4%	5%	1%	8%	0%	2%	3% j	2%	6%	4%	0%	4%	0%	3%	5%	0%	0% j	4%	6%	0%	0%
				+																	
chi²: ± at 50%:	   7	10	10 i	(**)	16	12	14 I	14	14	15	16	22	15	11	18	18	25 I	10	19	16	26 I
mean for these data:	ı /ı I 86 931	86.15		93.81	86.81	92.14	77.28				93.92						76.97			81.70	78.921
standard error:	1.42		1.88		2.29	1.68	3.87		3.09		1.79	3.91			2.56	4.66	6.56		2.92		7.15
sig. test for means:	l İ		Ì	**		**	**				***						İ	*			İ
•	+																				+

	+		-WD PRO	VINCE		TY	'PE			VINCE L CLIEN						CONTA			FIRST Less	WD CON	TACT+ Morel
					ļ	Com-	Not	CO	IIIILKCIA	L CLILIN	, ,	NOT-	I UK-I KU	III CLI	LINIS	OVLK		į	than 1		than 2
	TOTAL	ВС	Alta	Sask.	Man.	mer- cial	for   profit	ВС	Alta	Sask.	Man.	ВС	Alta	Sask.	Man.	0nce		6 and  more	year ago	years ago	years  ago
Q38C communications	++ 				+ 						+ 				<del> </del>			<del> </del>			
weightd # of participants:	227     100%	44 19%	52 23%	88 39%	43   19%	180 80%	35   16%	39 17%	40 18%	66 29%	34   15%	4 2%	12 5%	13 6%	6   3%	70 31%	82 36%	72   32%	110 48%	52 23%	63   28%
real # of participants:	100%	51	23 <i>%</i> 58	59 59	51	174	35	46	45	42	41	2 / <sub>0</sub> 5	13	10	7	61	81	74	117	42	58
Very unimportant (0)	1%	0%	0%	2%	2% j	0%	5% [	0%	0%	0%	3% j	0%	0%	14%	0% j	0%	1%	3% [	0%	5%	0% į
Unimportant (25)	1%	0%	0%	2%	0%	1%	0%	0%	0%	3%	0%	0%	0%	0%	0%	3%	0%	0%	2%	0%	0%
Neutral (50)	8%	12%	14%	4%	4%	7%	12%	11%	13%	3%	5% J	17%	15%	14%	0%	4%	12%	6%	6%	5%	13%
Important (75)	33%	29%	28%	43%	24%	33%	37%	32%	24%	45%	22%	0%	39%	46%	43%	37%	34%	28%	30%	28%	39%
Very important (100)	55%	58%	57%	44%	70%	56%	43%	55%	62%	45%	70%	83%	38%	26%	57%	49%	53%	62%	57%	62%	47%
DK/NR	3%	2%	2%	5%	0%	2%	2%	2%	0%	4%	0%	0%	7%	0%	0%	7%	0%	1%	5%	0%	1%
Chi²:					i		i				i				i	(*)		i	(*)		i i
± at 50%:	7 7	15	14	14	15	8	18	15	16	16	16	47	29	33	391		12	12	10	16	14
mean for these data: standard error:	85.66    1.33		85.99 2.43	82.68 2.81	90.08		78.66  4.41		87.27 2.71	84.58 2.73	89.48		81.17 5.46	67.51 10.30		85.92 2.36	84.39 2.17	87.28  2.44		85.31 3.83	83.52  2.33
sig. test for means:	į				i		i		··-						1	,	, = -	, , ,			

	+	DEPT	H OF	YE	ARS OF	EXISTEN	CE		C	LIENT L	OCATION	S			GROSS R	EVENUES			-EMPLOY	MENT	+
	! !	RELATI	ONSHIP				11														
	!!!	Lane	Chantl	Less	1 40 7	4 to 10	years	Mani		A 1 h a m					\$250k-	\$1M-					-
	I TOTALI		Short	year		vears	and  more	Mani- toba	Sask.	Alber- ta	ВС	USA	Otheri	<\$250k		\$1FI-	\$5M+	< 5	5-9	10-49	50+1
	++		+				+										+				
Q38C communications	1 1		I				- 1						I				- 1				j
weightd # of participants:	227	140	86	33	45	75	65	48	76	46	41	23	46	97	37	35	18	124	31	44	16
real # of participants:	100%    219	62% 116	38%  103	14% 35	20% 44	33% 71	28%  59	21% 52	33% 54	20% 49	18% 44	10% 22	20%   47	43% 97	16% 34	16% 32	8%  18	55% 119	14% 30	19% 43	7%  16
Very unimportant (0)	1 1%	116	103	0%	0%	0%	39 I 4% I	2%	2%	0%	0%	0%	47 I		0%	0%	5%1	119	0%	0%	5%1
very unimportant (o)	-~	270	-70	0.0	0,0	0,0	+	270	2.0	0.0	0.0	0.0	0.0	2,0	0.0	0,0	1	270	0.0	0,0	1
Unimportant (25)	1%	1%	0%	0%	0%	0%	3%	0%	2%	0%	0%	0%	0%	2%	0%	0%	0% [	1%	0%	0%	0%
		001		201	4.40	=0/	+	4.40	+	4.40	4.00	4.40	4.00		=0/	2.00/	110	=0/		4.50	110
Neutral (50)	8%	8%	8%	3%	11%	5%	12%	11%	5%	11%	10%	11%	18%	7%	5%	20%	11%	5%	6%	16%	11%
Important (75)	33%	33%	33%	21%	32%	44%	30% I	21%	40%	31%	28%	43%	33% I	34%	21%	43%	41%	31%	31%	40%	29% I
1po. cac (7.5)	33%	3370	1	2270	3270	+	1	2270	1070	3270	20%	1570	3370	3 .70	2270	1570		3270	3 2 70	1070	- 5%
Very important (100)	55%	53%	57%	71%	57%	50%	46%	66%	44%	56%	60%	46%	49%	52%	72%	35%	43%	57%	60%	42%	54%
DIC (ND		201	20/1	+	00/	10/	40/	+	C0/	201	20/	00/	00'	3%	++	- 2%	00'	40/	201	20/	00/ 1
DK/NR	3%	3%	2%	6%	0%	1%	4%	0%	6%	2%	2%	0%	0%	3%	2%	2%	0%	4%	3%	2%	0%
chi²:	i i		i	(*)			i						i				i				i
± at 50%:	j 7 j	10	10	18	16	12	14	14	14	15	16	22	15	11	18	18	25	10	19	16	26
mean for these data:		85.02		93.11	86.34	86.51	78.93							84.04	92.11				88.85	81.61	
standard error:	1.33	1.90	1.82	2.21	2.63	1.77	3.50	2.91	3.11	2.53	2.63	3.66	2.78	2.21	2.47	3.36	5.91	1.85	2.89	2.83	6.66
sig. test for means:			l				*														+

	+		-WD PRO	VINCE		TY	PE												FIRST	WD CON	TACT+
	!!!				ļ	_	!	* C0	MMERCIA	L CLIEN	TS *	* NOT-	FOR-PRO	FIT CLI	ENTS *	OVER T	HE PAST		Less	4 . 2	More
	!!				- !	Com- mer-	Not  for										2 5	6 and I		vears	than 2  vears
	TOTAL	ВС	Alta	Sask.	Man.		profit	ВС	Alta	Sask.	Man.	ВС	Alta	Sask.	Man.	0nce	times	more	ago	ago	ago
	++						+					+				+					
Q38D access to the service	177	4.4	F 2	0.0	43	180	35	20	40		24		1.7	12	_	70	0.7	72	110	F 2	62
weightd # of participants:	227     100%	44 19%	52 23%	88 39%	43   19%		35   16%	39 17%	40 18%	66 29%	34   15%	2%	12 5%	13 6%	6   3%	70 31%	82 36%	72   32%	110 48%	52 23%	63   28%
real # of participants:	219	51	58	59	51 I	174	35 i	46	45	42	41	5	13	10	7	61	81	74 1	117	42	58
Very unimportant (0)	2%	0%	2%	4%	2%	2%	5%	0%	2%	3%	3%	0%	0%	14%	0%	0%	4%	3% į	2%	5%	1%
		001	001	201	201	4.01	201			201		0.07	201		4.50	201	001	10.	201	201	0011
Unimportant (25)	1%	0%	0%	2%	2%	1%	2%	0%	0%	3%	0%	0%	0%	0%	15%	3%	0%	1%	2%	0%	0%
Neutral (50)	9%	9%	3%	11%	10%	8%	11%	10%	4%	8%	8%	0%	0%	28%	0%	8%	10%	8%	7%	5%	16%
	İ ji				i j		, i								į			i			+
Important (75)	34%	34%	34%	38%	27%	33%	43%	30%	31%	39%	27%	61%	46%	34%	44%	43%	30%	30%	33%	35%	35%
Very important (100)	51%	58%	59%	40%	58%	55%	36%	60%	63%	43%	63%	39%	46%	24%	42%	40%	55%	57%	51%	55%	48%
	i i			-	į	+	- j			-						-		j			j
DK/NR	2%	0%	2%	5%	0% [	1%	2%	0%	0%	4%	0%	0%	7%	0%	0%	6%	0%	1%	5%	0%	0%
chi²:				+			-			+						- ++			+		-
± at 50%:	j 7 j	15	14	14	15	8	18	15	16	16	16	47	29	33	39	13	12	12	10	16	14
mean for these data:		87.15	87.78	78.01		84.89						84.72		63.52		82.28	83.06				81.98
standard error:	1.50	2.32	2.45	3.38	3.17	1.60	4.49	2.50	2.95	3.71	3.33	6.20	3.79	10.30	10.27	2.43	2.73	2.61	2.03	3.81	2.75
sig. test for means:	1 1			•	- 1		- 1						•					- 1			1

	+				ARS OF	EXISTEN	CE		C	LIENT L	OCATION	S			GROSS R	EVENUES			-EMPLOY	MENT	+
	!!	RELATI	ONSHIP				11										!				!
		Long	Shorti	Less than 1	1 to 3	4 to 10	years  and	Mani-		Alber-					\$250k-	\$1M-	-				
	TOTAL			year			more		Sask.	ta	BC	USA	0ther	<\$250k		<\$5M	\$5M+	< 5	5-9	10-49	50+
Q38D access to the service	++ 						+ I							 I			+ I				
weightd # of participants:	227	140	86	33	45	75	65 İ	48	76	46	41	23	46	97	37	35	18	124	31	44	16
	100%	62%	38%		20%	33%	28%	21%	33%	20%	18%	10%	20%		16%	16%	8% [	55%	14%	19%	7% [
real # of participants:	219	116	103	35	44	71 0%	59	52	54	49	44	22	47	97	34	32	18	119	30	43	16
Very unimportant (0)	2%	3%	2%	0%	0%	0%	9%  +++	2%	2%	2%	0%	0%	4%	2%	0%	5%	10%	1%	0%	4%	11%
Unimportant (25)	1%	1%	1%	0%	2%	0%	3%	2%	2%	0%	0%	0%	0%	2%	0%	0%	0%	1%	3%	0%	0%
Neutral (50)	9%	11%	5%	3%	15%	9%	6% J	15%	11%	6%	9%	12%	8%	8%	15%	13%	5% J	10%	3%	8%	11%
Important (75)	34%	33%	36%	31%	34%	28%	44%	27%	40%	30%	29%	37%	38%	31%	26%	32%	60%	29%	34%	43%	34%
Very important (100)	51%	49%	5 5 %	61%	49%	62%	36%	55%	38%	60%	62%	51%	50%	55%	57%	50%	25%	54%	57%	44%	44%
DK/NR	   2%	3%	1% l	6%	0%	+ 1%	 3%	0%	6%	2%	0%	0%	0%	3%	2%	0%	0% I	4%	3%	0%	0% I
DICT NIC	2/0  	370	1/0	076	0.60	1/0	ا مرد	0 /6	++	2.70	076	0.76	0 /6	] 3/0	2 /0	076	0.01	4 /0	370	076	U/0
chi²:	i i		i	(**)			i										i				i
± at 50%:	7	10	10		16	12	14	14	14	15	16	22	15		18	18	25	10	19	16	26
mean for these data: standard error:	83.33	81.97 2.17	2.021		82.63	88.48 1.96	74.88		78.94 3.22	2.85	2.52		3.42	84.60	3.29	4.61	72.35		87.45 3.30	80.66 3.57	75.08  8.03
sig. test for means:	1 1.30	2.17	2.02	2.30	3.01	**	اده.د  **	3.20	3.22	2.03	2.32	3.70	3.42	2.23	3.23	4.01	0.021	1.30	3.30	3.37	0.03
2 0 000 000 0000	÷																				

If only one general area of the WD service could be improved, which one should be focussed on?

	+		-WD PRO	VINCE		TY	PE		-WD PRO	VINCE			-WD PRO	VINCE		CONTA	CTS WIT	H WD	FIRST	WD CON	TACT+
						Com-	Not!	* C0	MMERCIA	L CLIEN	TS *	* NOT-F	OR-PRO	FIT CLI	ENTS *	OVER T	HE PAST		Less than 1	1 to 2	More  than 21
	i i				i	mer-	for				i				i			6 and	year	years	years
	TOTAL	BC	Alta	Sask.	Man.	cial	profit	ВС	Alta	Sask.	Man.	BC	Alta	Sask.	Man.	Once	times	more	ago	ago	ago
Q39	i i				i		i				i							i			
weightd # of participants:	875	185	207	311	171	721 82%	121	166	174	238	142	17	29	51	23	225	348	282	460	198	204
real # of participants:	100%    875	21% 215	24% 233	36% 223	20%  204	724	14%  121	19% 192	20% 196	27% 166	16%  170	2% 21	3% 33	6% 40	3%  27	26% 200	40% 362	32%  292	53% 491	23% 179	23%  193
DK/NR	28%	23%	36%	23%	35%	27%	30%	23%	37%	19%	32%	18%	33%	24%	48%	32%	21%	31%	31%	21%	26%
access to the service	1 20%1	18%	++ 20%	23%	+  17%	19%	26% I	17%	+++ 20%	21%	16% I	24%	18%	32%	22%I	20%	19%	23%I	19%	21%	21%I
access to the service	20%	10%	20%	2370	1//01	1370	20/01	1770	20%	21/0	10%[	2470	10%	3270	22701	20%	1370	23/01	1370	21/0	21/01
sensitivity to needs	20%	20%	15%	22%	21%	21%	15%	20%	15%	24%	22%	24%	15%	11%	15%	16%	26%	15%	18%	25%	17%
other	18%	24%	16%	18%	13%	19%	15%	25%	16%	20%	15%	14%	18%	17%	7% J	20%	19%	15%	18%	18%	19%
	100	++		4.00/	1.00	4.00/	İ	+	201		į	4.40	001	4.40/	į		4.40	i	4.00/	4.00/	1200
communications	10%	12%	8%	10%	11%	10%	11%	11%	8%	9%	12%	14%	9%	14%	4%	7%	11%	12%	10%	10%	12%
reliability of the service	4%	4%	4%	5%	3%	4%	4%	4%	4%	6%	3%	6%	6%	2%	4%	5%	5%	3%	4%	5%	4%
chi²:		*			ļ		- !	*			!				ļ	**		- !			
± at 50%:	4	7	7	7	7	4	9	8	7	8	8   8	23	18	16	20	7	5	6	5	8	7
	+																				+

If only one general area of the WD service could be improved, which one should be focussed on?

	+		H OF ONSHIP	YE	ARS OF	EXISTEN	CE		C	LIENT LO	CATIONS	5			GROSS RI	EVENUES -			EMPLOY	MENT	+
	TOTAL		j Short		1 to 3 years	10	years  and  more	Mani- toba		Alber- ta	ВС	USA	Other	<\$250k	\$250k- <\$1M	\$1M- <\$5M	           	<5	5-9	10-49	50+
Q39 weightd # of participants:	875     100%	528 60%	347   40%	175 20%	177 20%	261	226   26%	157 18%	265	182 21%	167 19%	108 12%	188   22%	366 42%	147 17%	103 12%	66   8%	453 52%	106 12%	164 19%	73
real # of participants: DK/NR	875     28%	460 26%	415   32%	173 28%	176 22%	268 27%	227   30%	174 31%	208 24%	191 30%	183 24%	106 20%	199   32%	365 25%	146 23%	104 24%	71   41%	447 26%	113 25%	170 30%	76   42%  ++1
access to the service	20%	19%	21%	25%	21%	17%	20%	21%	24%	19%	17%	16%	15%	21%	21%	25%	14%	21%	16%	22%	15%
sensitivity to needs	20%	22%	16%	23%	20%	18%	18%	22%	21%	19%	23%	22%	17%	21%	21%	17%	9%   -	22%	24%	14%	7%   
other	i 18% i	18%	17% j	15%	21%	23%	15% j	13%	17%	19%	24%	25%	21%  	19%	23%	18%	12% j	19%	22%	17%	15% j 
communications	10%	10%	10%  	8%	10%	11%	12%  	10%	9%	10%	9%	13%	10%  	8%	11%	10%	18%  +	9%	11%	10%	18%  +
reliability of the service	4%	4%	4%  	2%	5%	5%	5%  !	3%	5%	3%	3%	3%	6%  	5%	2%	5%	6%  	4%	3%	6%	3%  
chi²: ± at 50%:	   4  +	5	5   	8	8	6	 7  	8	7	8	8	10	   7 	5	9	10	12	(*) 5 	10	8	12  +

Overall, would you say that the services provided by WD have made your organization much more successful, somewhat more successful, a little more successful or that they have had no impact on your organization's success?

	+		-WD PRO	VINCE		TY	PE		-WD PRO	VINCE			-WD PRO	VINCE		CONTA	CTS WIT	H WD	FIRST	WD CON	TACT+
	1 1				- 1			* C0	MMERCIA	L CLIEN	TS *	* NOT-	FOR-PRO	FIT CLI	ENTS *	OVER T	HE PAST	YEAR	Less		More
	1 1				- 1	Com-	Not				- 1				- 1				than 1		than 2
	1 1					mer-	for				I				I			6 and	year	years	years
	TOTAL	BC	Alta	Sask.	Man.	cial	profit	BC	Alta	Sask.	Man.	BC	Alta	Sask.	Man.	0nce	times	more	ago	ago	ago
Q40	++ 				+ 		+ 				۱				۱			+			
weightd # of participants:	j 875 j	185	207	311	171 j	721	121	166	174	238	142	17	29	51	23	225	348	282 j	460	198	204
	100%	21%	24%	36%	20%	82%	14%	19%	20%	27%	16%	2%	3%	6%	3%	26%	40%	32%	53%	23%	23%
real # of participants:	875	215	233	223	204	724	121	192	196	166	170	21	33	40	27	200	362	292	491	179	193
MORE SUCCESSFUL (much & smwht)	38%	31%	43%	38%	41%	36%	58%	28%	43%	35%	40%	52%	49%	62%	63%	19%	33%	61%	29%	45%	53%
	1 1	-					+++	-	+		- 1				- 1			+++		+	+++
Much more successful (100)	18%	12%	22%	19%	15%	16%	31%	10%	20%	17%	15%	34%	34%	33%	22%	8%	10%	35%	12%	22%	26%
	1 1	-	+		- 1		+++	-			I				I			+++			+++
Somewhat more successful (67)	21%	18%	21%	19%	26%	21%	27%	19%	23%	18%	25%	18%	15%	30%	41%	11%	22%	26%	17%	23%	27%
	!!				+		!				!				!			++			+1
A little more successful (33)	17%	16%	19%	16%	15%	17%	17%	16%	19%	18%	15%	14%	24%	15%	15%	13%	21%	13%	17%	12%	19%
			2.60/	2 70	2201	2.70	4 700		2.50	4.00/	2 70/	2.40/	2.40	4 70		F 60/	++	4.60	2001	2.40	250
No impact on success (0)	34%	42%	26%	37%	33%		17%	44%	25%	40%	37%	24%	24%	17%	4%	56%	36%	16%	39%	34%	25%
DIC (ND	1 110/1	120	1 20/	1.00/	100/	+++		120	120	00/	00/	1.00/	201	F0/	100	+++	1.00/	100/	1.40	1.00/	
DK/NR	11%	12%	12%	10%	10%	10%	8%	12%	13%	8%	8%	10%	3%	5%	19%	12%	10%	10%	14%	10%	4% [
chi²:	!!				!	***		*			!					***		- !	***		!
± at 50%:	4	7	7	7	7	1	ا	Ω	7	9	9 i	23	1.8	16	201	7	5	61	5	9	7
mean for these data:	1 41.331	33.93	48.23	40.74	42.07	38.84	59.24	31.11	47.84	37.44	39.481		53.33	60.85	66.54	22.09	35.96	62.821	34.14	45.35	52.11
standard error:	1 1.39	2.71	2.69	2.80	2.791	1.50	3.521	2.75	2.91	3.15	3.03		7.19	5.99	5.861		1.96	2.291	1.79	3.19	2.81
sig. test for means:	55	**	**	2.00	,5	***	***	**	***	3.13	3.03	3.00		3.33	3.00	***	**	***	***	3.13	***
5.6. test for means.	+																				+

Overall, would you say that the services provided by WD have made your organization much more successful, somewhat more successful, a little more successful or that they have had no impact on your organization's success?

	+	DEPT	H OF	YE	ARS OF	EXISTEN	CE		C	LIENT L	OCATION	S			GROSS R	EVENUES			-EMPLOY	MENT	+
	] ]	RELATI	ONSHIP				11														
	!!	Long	Short	Less than 1	1 +0 2	4 to 10	years	Mani-		Alber-					\$250k-	\$1M-	!				!
	I TOTALI	term		year			and  more		Sask.	ta	ВС	USA	Other!	<\$250k		\$111- <\$5M	\$5M+	< 5	5_9	10-49	50+ l
	++		+				+										+				
Q40	1 1		1				1						1				1				i
weightd # of participants:	j 875 j	528	347 j	175	177	261	226 j	157	265	182	167	108	188	366	147	103	66 j	453	106	164	73 j
	100%	60%	40%	20%	20%	30%	26%	18%	30%	21%	19%	12%	22%	42%	17%	12%	8%	52%	12%	19%	8%
real # of participants:	875	460	415	173	176	268	227	174	208	191	183	106	199	365	146	104	71	447	113	170	76
MORE SUCCESSFUL (much & smwht)	38%	39%	38%	31%	40%	42%	39%	46%	40%	49%	35%	36%	41%	35%	48%	43%	42%	34%	49%	48%	39%
M	1 100	1.00/	170	1.40/	1 70/	210	1.00	1.00/	210	+	1.00/	200	1.50/	1.50/	200	1 70/	220/1	1.20/	200/	+	100/
Much more successful (100)	18%	18%	17%	14%	17%	21%	18%	19%	21%	26%	18%	20%	15%	15%	29%	17%	23%	13%	29%	26%	18%
Somewhat more successful (67)	1 21%	21%	21%	17%	23%	21%	21%	27%	19%	23%	18%	16%	26% I	20%	18%	25%	19%	21%	20%	22%	21%
Somewhat more successful (07)	1 21/01	2170	21/01	1,70	2370	2170	21/01	2770	1370	2370	10%	1070	20/0	20%	10%	2370	13/0	21/0	2070	2270	21/01
A little more successful (33)	17%	16%	18%	15%	15%	19%	18%	14%	14%	16%	15%	20%	17%	17%	18%	17%	25%	19%	11%	15%	28%
	1 1		- 1				- 1						- 1				- 1		-		++
No impact on success (0)	34%	36%	33%	38%	36%	32%	35%	31%	36%	27%	41%	36%	31%	38%	31%	32%	25%	37%	33%	27%	28%
BK (NB	110	4.00/	4.20	4 70	201	70/	201		4.00	-	+	001	4.00	+		001	201	+	001	4.00/	
DK/NR	11%	10%	12%	17%	9%	7%	8%	9%	10%	8%	9%	8%	10%	9%	4%	8%	8%	11%	8%	10%	5%
chi²:	!!		!	+++		-	!							*	-			***			- !
± at 50%:	4	5	5 !	8	8	6	7	8	7	8	8	10	7	5	9	10	12	5	10	8	12
mean for these data:	41.33	41.24	41.47	36.24	41.23	44.73	41.29	46.11	42.28	51.04	37.98	40.53	42.49	37.57	49.15	43.45		37.42	49.40	50.59	43.681
standard error:	1.39			3.20	3.08	2.47	2.681		2.95	3.00	3.07	4.03	2.78				4.73		4.15	3.25	4.30
sig. test for means:	i ii		i				i			**	*			**	*			***		**	1
-	÷																				÷

Over the coming 12 months, do you intend to consult with WD...

4	+		-WD PRO	VINCE		TY	PE			VINCE									FIRST	WD CON	TACT+
					- 1		- 1	* C0	MMERCIA	L CLIEN	TS *	* NOT-	FOR-PRO	FIT CLI	ENTS *	OVER T	HE PAST		Less		More
						Com-	Not				ļ										than 2
					!	mer-	for				. !				!	•		6 and [	year	years	years
	TOTAL	BC	Alta	Sask.	Man.	cial	profiti	BC	Alta	Sask.	Man.	BC	Alta	Sask.	man.	0nce	times	more	ago	ago	ago
Q41	r				+ I						 I							+ I			
weightd # of participants:	! 875 I	185	207	311	171	721	121	166	174	238	142	17	29	51	23	225	348	282	460	198	204
	100%	21%	24%	36%	20%	82%	14%	19%	20%	27%	16%	2%	3%	6%	3%	26%	40%	32%	53%	23%	23%
real # of participants:	875	215	233	223	204 j	724	121 j	192	196	166	170 j	21	33	40	27 j	200	362	292 j	491	179	193 j
LESS (considerably & smwhat)	25%	34%	16%	29%	20%	28%	10%	36%	17%	34%	23%	11%	6%	14%	8%	39%	25%	15%	27%	26%	22%
	I I	++			I	+++		++		+	1				1	+++					
MORE (considerably & smwhat)	37%	32%	45%	34%	39%	36%	46%	31%	44%	33%	39%	30%	52%	49%	44%	23%	36%	49%	34%	41%	40% [
Considerably less (0)	l 17% l	2.50/	++ 9%	200/	1 20/ 1	1.00/	+ l 8% l	270/	+	22%	1 40/ 1	11%	3%	110/	00/1	32%	1 00/	+++	17%	17%	1.00
Considerably less (0)	1 1/76	25%	9%	20%	13%	18%	076 J	27%	9%	22%	14%	11%	3%	11%	8%	3 2 % +++	15%	8%	1/%	1/%	16%
Somewhat less (25)	ı ı I 8% I	8%	7%	10%	8% I	10%	2%	9%	8%	12%	9% I	0%	3%	3%	0%	7%	9%	8%1	9%	9%	6% l
30meWild 1033 (23)	0,0  	0,0	7 70	10%	0.01	++	1	370	070	1270	3,01	0.0	370	370	0.01	7 70	370	0.01	370	370	0.01
The same (50)	29%	29%	31%	24%	35%	28%	40%	27%	30%	23%	33%	51%	42%	33%	45%	20%	32%	33%	28%	27%	33%
	i i			-	+ j		++ j				į				į			į			j
Somewhat more (75)	24%	20%	27%	25%	23%	23%	31%	21%	25%	24%	23%	6%	40%	39%	22%	16%	24%	30%	21%	25%	28%
					!		!				!				!			++			
Considerably more (100)	13%	12%	18%	9%	16%	13%	15%	10%	19%	9%	15%	24%	12%	10%	22%	8%	12%	20%	13%	16%	12%
DK/NR	l I I 8% I	5%	+ 8%	12%	5% I	8%	3% I	5%	++ 9%	10%	5% I	8%	0%	4%	4% I	18%	7%	+++  3%	10%	5%	5% I
DK/NK	0/0  	3 /6	0 /0	12/6	2/0	0 /0	3/6	3 /0	3/0	10%	3/0	0 /0	0 /6	4 /0	4/0	10%	/ /0	3/6	10%	3 /6	3 /o
chi²:		***			-	***	i	***			i				i	***					
± at 50%:	i 4i	7	7	7	7 İ	4	9 i	8	7	8	8 أ	23	18	16	20 أ	7	5	6 أ	5	8	7 İ
mean for these data:	52.24	46.08	60.24	48.42	55.94	50.77	60.88	44.36	60.05	46.24	54.50	58.47	63.76	58.92	63.15	37.73	52.38	61.80	50.85	53.50	53.53
standard error:	1.13	2.40	2.01	2.33	2.19	1.27	2.46	2.53	2.25	2.73	2.45	7.22	3.78	4.41	5.45	2.72	1.69	1.68	1.55	2.54	2.28
sig. test for means:	l İ	**	***	*	ĺ	***	***	**	***	*	į				İ	***		***			į
+	+																				+

Over the coming 12 months, do you intend to consult with WD...

	+	DEPT	H OF	YE	ARS OF	EXISTEN	CE		C	LIENT L	OCATION	S			GROSS R	EVENUES			-EMPLOY	MENT	+
		RELATI	ONSHIP				11										- 1				1
			I	Less			years										- 1				I
				than 1		10	and			Alber-					\$250k-	\$1M-	- 1				I
	TOTAL	term	term	year	years	years	more	toba	Sask.	ta	BC	USA	Other	<\$250k	<\$1M	<\$5M	\$5M+	< 5	5-9	10-49	50+ J
0.41	++	+	+														+				!
Q41 weightd # of participants:	I 875 I	l I 528	347 I	175	177	261	226	157	265	182	167	108	188	366	147	103	66 I	453	106	164	73 I
wergillu # or participants.	6/3		40%	20%	20%	30%	26%	18%	30%	21%	19%	12%	22%		17%	103	8%1	52%	12%	19%	8%
real # of participants:	100%    875	1 460	415 I	173	176	268	227	174	208	191	183	106	199	365	146	104	71	447	113	170	76 I
LESS (considerably & smwhat)	1 25%		22%	31%	33%	20%	23%	17%	25%	16%	26%	34%	27%		20%	26%	9%	28%	26%	20%	12%
LESS (Constactably a simulat)	1 23%1	1 +	- 1	31/0	+	-	2370	1 -	2370		2070	++	2770	++	2070	2070	1	++	20%	20%	1
MORE (considerably & smwhat)	I 37% I	I 38%	37%	39%	38%	37%	37%	44%	37%	49%	36%	27%	39%	37%	39%	35%	42%	38%	33%	39%	40% İ
			i							++											i
Considerably less (0)	i 17% i	19%	14%	20%	20%	15%	14%	9%	16%	8%	17%	22%	17%	20%	14%	13%	7% i	19%	14%	13%	7% İ
•	i i	+	- i				i	-				+	i	++			- i	++			- j
Somewhat less (25)	8% į	9%	8%	11%	13%	5%	8%	8%	10%	8%	9%	12%	10%	10%	6%	14%	1%	9%	12%	7%	5% [
			- 1		+	-											-				1
The same (50)	29%	25%	35%	19%	26%	33%	34%	34%	27%	28%	30%	33%	28%	24%	34%	33%	42%	25%	34%	34%	46%
			++				+										+				++
Somewhat more (75)	24%	26%	21%	23%	26%	24%	23%	27%	26%	30%	22%	13%	24%	25%	24%	21%	21%	26%	21%	23%	24%
Considerably mans (100)	I I I 13% I	l I 12%	16% I	16%	12%	13%	14%	17%	11%	19%	13%	13%	1 00	12%	15%	14%	220/1	13%	12%	16%	1.00
Considerably more (100)	13%	1 12%	16%	16%	12%	13%	14%	1/76	11%	19%	13%	13%	15%	12%	15%	14%	22%	13%	12%	16%	16%
DK/NR	ı ı I 8% I	I I 9%	7% I	11%	3%	10%	6%	5%	11%	7%	8%	6%	5%	8%	7%	5%	7%1	8%	7%	7%	2%
DIC/ NIC	I 0/61	]	7 70 1	11/0	-	1070	0.0	J 7/0	+	7 70	0.0	0.0	270	070	7 70	370	7 / 0	070	7 70	7 70	2/01
chi²:	i i	**	i	**				**						(**)			i	*			i
± at 50%:	i 4i	i 5	5 İ	8	8	6	7	8	7	8	8	10	7	` ź	9	10	12	5	10	8	12
mean for these data:	52.24	50.70	54.54	50.85	49.28	54.07	53.69	59.21	51.91	61.70	51.56	45.59	52.77	49.75	55.39	52.54	62.97	51.04	51.57	55.81	59.53 j
standard error:	1.13	1.60	1.58	2.84	2.52	1.98	2.11	2.25	2.32	2.20	2.48	3.34	2.38	1.81	2.65	3.05	3.41	1.64	2.97	2.45	3.07 j
sig. test for means:	i i	İ	į				į	*		***		**	į	*			** j				* j
	+																				+

Would you recommend WD services without reservation, recommend with reservation or not recommend WD services at all?

	+		-WD PRO	VINCE	<u> </u>	TY	PE     Not							VINCE FIT CLI				YEAR	Less	WD CON	More
		ВС	Alta	Sask.	Man.  +	mer-	for	ВС	Alta	Sask.	   	ВС	Alta	Sask.	     Man.	Once		6 and  more	year ago	years ago	years  ago
Q42 weightd # of participants: real # of participants:	   875     100%    875	185 21% 215	207 24% 233	311 36% 223	171   20%  204	721 82% 724	121   14%  121	166 19% 192	174 20% 196	238 27% 166	142   16%  170	17 2% 21	29 3% 33	51 6% 40	23   3%  27	225 26% 200	348 40% 362	282   32%  292	460 53% 491	198 23% 179	204   23%  193
Recommend without reservation	67%  	59% 	74% +	68%	67%  	65% 	80%  ++	59%	71%	64%	66%  	62%	94%	83%	70%  	5 7% 	65%	78%  +++	66%	68%	70%  
Recommend with reservation	21%	25%	19%	21%	20%	22%	18%	24%	20%	25%	19%	38%	6%	12%	30%	25%	24%	15%	20%	23%	23%
Not recommend	9%	12%	6%	8%	12%	10%	2%	14%	7%	8%	13%	0%	0%	4%	0%	15%	10%	4%	11%	7%	7%
DK/NR		3%	2%	3%	2%	3%	 1%	3%	2%	3%	ا 2% إ	0%	0%	2%	0%		2%	 2%	3%	2%	0%
Chi²: ± at 50%:	       4	7	7	7	     7	(**) 4	    9	8	7	8	    8	23	18	16	     20	***	5	    6	(*) 5	8	-    7
	+			YE	ARS OF	EXISTEN			C	LIENT LO	OCATION	IS		(	GROSS R	EVENUES			-EMPLOY	MENT	+
	     		     Short	Less than 1		10	11  years  and			Alber-					\$250k-	\$1M-	   				
	TOTAL  ++	term	term +	year	years	years	more  +	toba	Sask.	ta 	BC	USA	Other	<\$250k	<\$1M	<\$5M	\$5M+	< 5	5-9	10-49	50+  
Q42 weightd # of participants: real # of participants:	   875     100%    875	528 60% 460	347   40%  415	175 20% 173	177 20% 176	261 30% 268	226   26%  227	157 18% 174	265 30% 208	182 21% 191	167 19% 183	108 12% 106	188 22% 199	366 42% 365	147 17% 146	103 12% 104	66   8%  71	453 52% 447	106 12% 113	164 19% 170	73   8%  76
Recommend without reservation	67%	68%	66%	69%	62%	70%	68%	68%	67%	69%	61%	63%	69%		69%	68%	79% j + i	63%	65%	76%	73%
Recommend with reservation	21%	21%	22%	16%	28%	20%	21%	21%	22%	24%	28%	25%	19%	24%	20%	25%	17%	25%	22%	15%	22%
Not recommend	   9%	9%	9% J	12%	7%	9%	10%	9%	8%	4%	7%	11%	11%	9%	11%	8%	4% J	+ 9%	11%	9%	5% J
DK/NR	   2%  	2%	3%    	3%	3%	2%	1%    	2%	3%	3%	3%	2%	1%	4% ++	1%	0%	0%    	3%	2%	0%	1%  
chi²: ± at 50%:	   4  +	5	 5	8	8	6	 7	8	7	8	8	10	7	5	9	10	12 j	5	10	8	12

Over the past 12 months, approximately how many times have you been in contact with WD? UPPER LIMIT: the averages are truncated at 98 contacts  $\frac{1}{2}$ 

	+		-WD PRO	VINCE		TY	PE		-WD PRO	VINCE			-WD PRO	VINCE		CONTA	CTS WIT	H WD	FIRST	WD CON	TACT+
	!!				ļ	_	!	* C0	MMERCIA	L CLIENT	ΓS * [	* NOT-	FOR-PRO	FIT CLI	ENTS * !	OVER T	HE PAST		Less		Morel
						Com- mer-	Not  for				!				- !		2-5	6 and I	than 1 vear	vears	vears
	TOTAL	ВС	Alta	Sask.	Man.		profit	ВС	Alta	Sask.	Man.	ВС	Alta	Sask.	Man.	0nce	times	more	ago	ago	ago
0.43	++				+		+				+				+			+			
Q43	075	105	207	211	171	721	121	1.00	174	220	142	17	20	F 1	22	225	240	202	460	100	204
weightd # of participants:	875	185 21%	207	311	171	721	121   14%	166	174	238	142	17	29	51	23   3%1	225	348	282	460	198	204
real # of participants:	100%    875	21%	24% 233	36% 223	20%  204	82% 724	121	19% 192	20% 196	27% 166	16%  170	2% 21	3% 33	6% 40	376 I	26% 200	40% 362	32%  292	53% 491	23% 179	23%  193
Once	26%1	20%	17%	40%	17%1	27%	15%1	21%	17%	42%	19%	4%	15%	23%	4%1	100%	0%	0%1	28%	25%	22%
once	1 20/01	20%		+++	1	++	1	2170		+++	- 1	470	1370	+	7,01	+++		1	20%	2370	22.01
2-5 times	40%	48%	41%	34%	41%	43%	23%	50%	43%	39%	42%	32%	27%	16%	26%	0%	100%	0% i	45%	35%	34%
	i i	++		-	i	+++	j	+			i				i		+++	i	++		- j
6-10 times	18%	20%	22%	14%	19%	17%	28%	20%	23%	9%	19%	23%	18%	37%	23%	0%	0%	57%	17%	22%	17%
	1				1		++		++		1							+++			[
More than 10 times	14%	12%	18%	10%	18%	11%	31%	8%	15%	8%	15%	41%	37%	22%	37%	0%	0%	43%	8%	15%	25%
DK/NR	1 2%1	1%	3%	1%	5% I	2%	+++  4%	1%	2%	2%	4% I	0%	3%	2%	11% l	0%	0%	+++  0%	2%	2%	+++  3%
DK/ NK	1 2/01	1/0	3 /0	1/6	14+1	2 /0	4/0	1/0	2 /0	2 /0	4/0	0 /6	3 /6	2 /0	11/0	0 /6	0 /6	0/6	2 /0	2 /0	3/0
chi²:	1 1	(***)				(***)	i	(***)			i				i	***		i	(***)		i
± at 50%:	i 4i	` ź	7	7	7 j	` <u>4</u>	9 j	` <u></u> 8	7	8	8 i	23	18	16	20 j	7	5	6 i	` ź	8	7 j
mean for these data:	6.56	6.79	7.01	5.13	8.46	5.37	13.68	5.16	6.15	4.13	6.80j	20.65	12.40	9.96	18.65	0.78	3.33	15.17	4.84	7.31	9.70
standard error:	0.35	0.79	0.54	0.57	0.99	0.28	1.69	0.46	0.46	0.54	0.83	6.12	2.54	1.87	4.87	0.03	0.06	0.85	0.31	0.85	1.07
sig. test for means:	1 1			**	*	***	***			**	*			*	- 1	***	***	***	***		***
	+																				+

Over the past 12 months, approximately how many times have you been in contact with WD? UPPER LIMIT: the averages are truncated at 98 contacts  $\frac{1}{2}$ 

	+	DEPT	H OF	YE	ARS OF	EXISTEN	CE		C	LIENT LO	CATIONS	5			GROSS RI	EVENUES:			-EMPLOY	MENT	+
	1	RELATI	ONSHIP				11						I				- 1				1
	!!	Lana	Chambi	Less	1 40 7		years	Mani		A 1 la a a					¢ a r o i.	¢1M					!
	I TOTALI		Short			10 vears	and  more	Mani- toba		Alber- ta	ВС	USA	Otherl	<\$250k	\$250k- <\$1M	\$1M- <\$5M	\$5M+1	< 5	5-9	10-49	50+1
	++		+				+						+				+				
Q43	1 1		- 1				- 1						- 1				- 1				i
weightd # of participants:	875	528	347	175	177	261	226	157	265	182	167	108	188	366	147	103	66	453	106	164	73
	100%	60%	40%	20%	20%	30%	26%	18%	30%	21%	19%	12%	22%	42%	17%	12%	8%	52%	12%	19%	8%
real # of participants: Once	875     26%	460 30%	415   20%	173 27%	176 22%	268 27%	227   24%	174 17%	208 38%	191 19%	183 23%	106 25%	199   21%	365 32%	146 13%	104 17%	71   31%	447 28%	113 21%	170 17%	76   19%
once	1 20%	++	1	21/0	22/0	21/0	24/01	1//0	+++	1370	23/0	2370	21/0	+++		1//0	21/01	++	21/0	1//0	13/0
2-5 times	40%	37%	44%	49%	38%	39%	38%	39%	33%	38%	42%	49%	46%	39%	42%	44%	33%	42%	34%	41%	39%
	į į		ĺ	+			İ		-			+	j				j				İ
6-10 times	18%	17%	20%	15%	19%	16%	22%	20%	15%	22%	21%	17%	18%	15%	26%	22%	24%	14%	26%	24%	25%
More than 10 times		13%	15%	7%	17%	15%	14%	20%	13%	20%	14%	8%	11%	13%	17%	15%	13%	13%	17%	17%	17% l
Hore than 10 times	1 17/01	1370	13/0		1770	1370	1470	+	1370	+	1470	-	11/0	1370	1770	1370	13/01	1370	1770	1770	1//01
DK/NR	į 2% į	2%	2%	1%	3%	2%	2%	4%	1%	0%	0%	1%	4%	2%	1%	2%	0%	3%	2%	1%	0% į
	!!!							+					+				1				
chi²:		*	-			_	-	(***)	7		0	10	-	(**)	0	10	121	(**)	1.0		121
$\pm$ at 50%: mean for these data:	1 6.561	5.79	7.741	4.54	7.49	7.14	6.351	9.24	5.50	7.99	6.94	4.55	5.77I	5.83	8.17	10 7.78	12  7.02	6.10	7.57	7.67	8.391
standard error:	0.351	0.39	0.631	0.49	0.90	0.74	0.581	1.11	0.58	0.82	0.83	0.50	0.55		1.01	1.09	1.341	0.51	0.83	0.85	1.45
sig. test for means:	i i	**	**	***				**	*			***		*				*			· · · · ·
	+																				<del>-</del>

How long ago did you first contact WD for services? Is it... NOTE: averages are approximated from the category mid-points

	+		-WD PRO	VINCE		TY	PE		-WD PRO	VINCE			-WD PRO	VINCE		CONTA	CTS WIT	H WD	FIRST	WD CON	TACT+
	1 1				- 1		- 1			L CLIEN				FIT CLI			HE PAST	YEAR	Less		More
	!!				!	Com-	Not				!				!		2 5		than 1		
	I TOTALI	вс	Alta	Sask.	Man.	mer-	for   profit	ВС	Alta	Sask.	Man.l	ВС	Alta	Sask.	Man.	0nce	2-5 times	6 and  morel	year ago	years ago	years  ago
	++				+		+				+				+			+			
Q44	1 1				- 1		- 1				- 1				- 1			- 1			i
weightd # of participants:	875	185	207	311	171	721	121	166	174	238	142	17	29	51	23	225	348	282	460	198	204
	100%	21%	24%	36%	20%	82%	14%	19%	20%	27%	16%	2%	3%	6%	3%	26%	40%	32%	53%	23%	23%
real # of participants: Less than 1 year ago	875     53%	215 65%	233 61%	223 40%	204   52%	724 55%	121   40%	192 66%	196 64%	166 42%	170   55%	21 58%	33 42%	40 32%	27   41%	200 57%	362 60%	292   41%	491 100%	179 0%	193   0%
Less than I year ago	1 1	+++	++		22/01	++	I	+++	++		اسدد	30%	42/0	32/0	41/01	3776	+++		+++		1
1 to 2 years ago	23%	16%	16%	31%	22%	23%	20%	17%	18%	31%	24%	10%	6%	35%	11%	22%	20%	26%	0%	100%	0%
	į į			+++	j		İ	-		++	j		-	+++	İ			j		+++	
3 to 5 years ago	15%	9%	12%	20%	16%	15%	16%	9%	11%	22%	15%	14%	21%	10%	22%	17%	14%	15%	0%	0%	64%
More than 5 years ago	1 8%	9%	9%	++ 8%	1 8% I	6%	23% I	8%	6%	+++ 5%	5% I	18%	31%	21%	22%I	3%	6%	15%	0%	0%	+++  36%
note than 3 years ago	1 0/01	370	370	0 /0	0.01		+++	0 /0	0./0	370	امرد	10%	31/0	21/0	22/01	J /0 	-	+++			+++
DK/NR	1%	1%	1%	1%	2%	1%	1%	1%	2%	1%	2%	0%	0%	2%	4%	1%	0%	3%	0%	0%	0%
	1 1				- 1		- 1				- 1				- 1		-	++			
chi <sup>2</sup> :	! !	(***)	_	_	_!	(***)		(***)	_			2.2	4.0	4.5		(***)	_		***		_!
± at 50%:	1 1.771	1.53	1.65	1.99	1.761	1.60	9 J 2 . 67 J	1.43	1.42	1.88	1.55	23 2.19	18 3.14	16 2.53	20	1.52	1.55	2.231	0.50	1.50	4 901
mean for these data: standard error:	0.061	0.13	0.13	0.12	0.13	0.06	0.22	0.13	0.12	0.13	0.13	0.53	0.46	0.37	0.49		0.09	0.13	0.50	0.00	4.89  0.09
sig. test for means:	1 0.001	*	0.13	*	0.13	***	***	0.13	0.12	**	0.13	0.55	0.40	0.57	0.45	*	**	***	***	***	***
- J	÷																				

How long ago did you first contact WD for services? Is it... NOTE: averages are approximated from the category mid-points

	+	DEPT	H OF	YE	ARS OF	EXISTEN	CE		C	LIENT LO	CATIONS	5			GROSS RI	EVENUES.			-EMPLOY	MENT	+
	1 1	RELATI	ONSHIP				11						- 1				- 1				
	1 1			Less			years										- 1				
	!!		Short			10	and	Mani-		Alber-					\$250k-	\$1M-	!	_			!
	TOTAL	term	term	year	years	years	more	toba	Sask.	ta	BC	USA	Other	<\$250k	<\$1M	<\$5M	\$5M+	< 5	5-9	10-49	50+
044	++		+				+										+				
weightd # of participants:	I 875 I	528	347 I	175	177	261	226	157	265	182	167	108	188 I	366	147	103	66 I	453	106	164	73 I
weightu # or participants.	100%	60%	40%	20%	20%	30%	26%1	18%	30%	21%	19%	12%	22%	42%	17%	12%	8%	52%	12%	19%	8%
real # of participants:	875	460	415	173	176	268	227 1	174	208	191	183	106	199	365	146	104	71	447	113	170	76
Less than 1 year ago	53%	46%	63%	71%	60%	44%	46%	49%	48%	52%	61%	43%	52%	59%	44%	41%	42%	57%	46%	48%	45%
, , , , , , , , , , , , , , , , , , , ,	i i		+++	+++			i				++		i	+++	-	_	i	++			i
1 to 2 years ago	23%	28%	15% j	21%	25%	22%	22% j	20%	29%	20%	17%	24%	25%	23%	23%	29%	19% j	24%	23%	21%	19% j
	1 1	+++					- 1		+		-										
3 to 5 years ago	15%	17%	12%	6%	12%	22%	17%	19%	15%	16%	11%	25%	16%	11%	22%	16%	21%	12%	18%	20%	13%
	11	+	1			+++	1					+			+			-		+	1
More than 5 years ago	8%	8%	8%	1%	2%	11%	14%	10%	7%	10%	10%	7%	7%	7%	9%	13%	17%	6%	11%	11%	20%
DI//ND	1 10/1	10/	20/1	100	10/	10/	+++	201	10/	20/	10/	10/	00'	- 00/	20/	10/	+		201	10/	+++
DK/NR	1%	1%	2%	1%	1%	1%	1%	2%	1%	2%	1%	1%	0%	0%	2%	1%	1%	0%	2%	1%	3%
chi²:		(***)		(***)			- 1						-	(**)				(**)			
± at 50%:	4	5	5 !	( )	8	6	7	8	7	8	8	10	7	5	9	10	12	5	10	8	12
mean for these data:	1.77	1.89	1.59	0.97	1.30	2.14	2.17	2.00	1.75	1.90	1.67	2.06	1.71	1.54	2.08	2.13	2.49	1.55	2.04	2.06	2.39
standard error:	0.06	0.09	0.091	0.08	0.10	0.13	0.14	0.16	0.13	0.15	0.15	0.18	0.13	0.09	0.17	0.20	0.27	0.08	0.19	0.16	0.28
sig. test for means:	ii	*	*	***	***	***	***						· · · i	***			*	***			*
<del>-</del>	÷																				<del>-</del>

Is your organization commercial or not for profit?

	+		-WD PRO	VINCE		TY	PE		-WD PRO	VINCE			-WD PRO	VINCE		CONTA	CTS WIT	H WD	FIRST	. MD CON.	TACT+
	[ [					_	!	* C0	MMERCIA	L CLIEN	rs *	* NOT-	FOR-PRO	FIT CLI	ENTS * [	OVER T	HE PAST		Less		More
	!!				!	Com- mer-	Not  for				!				!		2 5	6 and l		1 to 2	
	I TOTALI	ВС	Alta	Sask.	Man.		۱۵۲۱ brofitl	BC	Alta	Sask	Man.I	ВС	Alta	Sask.	Man.I	Once	times	morel	year ago	years ago	years  ago
	++				+		+				+			Jask.	+			+			
Q45	1 1				1		1				1				1			1			i
weightd # of participants:	875	185	207	311	171	721	121	166	174	238	142	17	29	51	23	225	348	282	460	198	204
	100%	21%	24%	36%	20%	82%	14%	19%	20%	27%	16%	2%	3%	6%	3%	26%	40%	32%	53%	23%	23%
real # of participants: Commercial	875     82%	215 90%	233 84%	223 77%	204   83%	724 100%	121   0%	192 100%	196 100%	166 100%	170   100%	21 0%	33 0%	40 0%	27   0%	200 85%	362 90%	292   71%	491 86%	179 84%	193   73%
Commercial	1 02/01	++	0470		1000	+++	1	100%	100%	100%	100%	0 70	076	070	0.01	03/0	+++		++	0470	
Not for profit	14%	9%	14%	16%	13%	0%	100%	0%	0%	0%	0%	100%	100%	100%	100%	8%	8%	25%	10%	12%	23%
		-			- 1		+++				- 1				- 1			+++			+++
DK/NR	4%	1%	2%	7% +++	4%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	7%	2%	4%	3%	4%	4%
chi²:		**		+++	-	***					-				-	***	-	- 1	***		
± at 50%:	4	7	7	7	7	4	9	8	7	8	8	23	18	16	20	7	5	6	5	8	7
	÷						:				:							:			<del>-</del>
	+			YE	ARS OF	EXISTEN			C	LIENT L	CATION	S			GROSS R	REVENUES			-EMPLOY	MENT	+
	+	DEPT RELATI			ARS OF		11		C	LIENT LO	CATION	S	 		GROSS R	REVENUES	 		-EMPLOY	MENT	+ 
	+       	RELATI	ONSHIP  	Less		EXISTEN 4 to 10	11  years				CATION	S	     		GROSS R \$250k-	REVENUES \$1M-	       		-EMPLOY	MENT	
	+               TOTAL	RELATI	ONSHIP     Short		1 to 3	4 to 10	11	Mani-	_	LIENT LO Alber- ta	DCATION BC						      \$5M+	<5		10-49	+               
	+               TOTAL  ++	RELATI Long	ONSHIP     Short	Less than 1	1 to 3	4 to 10	11  years  and	Mani-	_	Alber-					\$250k-	\$1M-	   				50+
Q45	÷ 	RELATI Long term	ONSHIP      Short   term  +	Less than 1 year	1 to 3 years	4 to 10 years	11  years  and  more	Mani- toba	Sask.	Alber- ta	ВС	USA	0ther  	<\$250k	\$250k- <\$1M	\$1M- <\$5M	    \$5M+ 	<5	5-9	10-49	
Q45 weightd # of participants:	;         875	RELATI Long term 528	ONSHIP      Short    term   +     347	Less than 1 year	1 to 3 years	4 to 10 years 	11  years  and  more  +   226	Mani- toba	Sask. 	Alber- ta 	BC 	USA 	0ther     188	<\$250k 	\$250k- <\$1M 	\$1M- <\$5M 	       \$5M+        66	<5 	5-9 	10-49	73
	÷ 	RELATI Long term	ONSHIP      Short   term  +	Less than 1 year	1 to 3 years	4 to 10 years	11  years  and  more	Mani- toba	Sask.	Alber- ta	BC	USA	0ther  	<\$250k	\$250k- <\$1M	\$1M- <\$5M	    \$5M+ 	<5	5-9	10-49	
weightd # of participants:	;         875     100%	RELATI Long term  528 60%	ONSHIP      Short    term   +     347     40%	Less than 1 year 175 20%	1 to 3 years	4 to 10 years  261 30%	11  years  and  more    226   26%	Mani- toba  157 18%	Sask.  265 30%	Alber- ta  182 21%	BC  167 19%	USA  108 12% 106 97%	Other   1 188   22%  199   94%	<\$250k  366 42%	\$250k- <\$1M  147 17%	\$1M- <\$5M  103 12%	     \$5M+   +     66     8%	<5  453 52% 447 88%	5-9  106 12%	10-49  164 19%	     73   8%
weightd # of participants: real # of participants: Commercial	++   875     875     100%    875     82%	RELATI Long term  528 60% 460 85% +	ONSHIP    Short    term  	Less than 1 year  175 20% 173 91%	1 to 3 years	4 to 10 years  261 30% 268 88%	11  years  and  more  	Mani - toba  157 18% 174 80%	Sask.  265 30% 208 78%	Alber- ta  182 21% 191 83%	BC  167 19% 183 88%	USA  108 12% 106 97% +++	Other         188     22%     199     94%   +++	<\$250k  366 42% 365 88%	\$250k - <\$1M  147 17% 146 83%	\$1M- <\$5M  103 12% 104 88%	\$5M+  +   66   8%  71   84%	<5  453 52% 447 88% +++	5-9 106 12% 113 84%	10-49  164 19% 170 78%	73   8%  76   72%
<pre>weightd # of participants:     real # of participants:</pre>	;         875     100%    875	Long term  528 60% 460	ONSHIP    Short    term  	Less than 1 year  175 20% 173 91% + 2%	1 to 3 years  177 20% 176 90%	4 to 10 years  261 30% 268	11  years  and  more  	Mani - toba  157 18% 174	Sask.  265 30% 208 78%  19%	Alber- ta  182 21% 191	BC  167 19% 183	USA  108 12% 106 97% +++ 3%	Other  	<\$250k  366 42% 365	\$250k- <\$1M  147 17% 146	\$1M- <\$5M  103 12% 104	\$5M+  +   66   8%  71	<5  453 52% 447 88% +++ 10%	5-9 106 12% 113	10-49  164 19% 170 78% - 22%	73   73   8%  76   72%    23%
weightd # of participants:  real # of participants: Commercial  Not for profit		RELATI Long term 528 60% 460 85% + 12%	ONSHIP    Short    term   +   347   40%   415   79%   -    17%   +	Less than 1 year 175 20% 173 91% + 2%	1 to 3 years  177 20% 176 90% + 10%	4 to 10 years  261 30% 268 88% 12%	11  years  and  more  226   26%  227   74%    25%  +++	Mani- toba  157 18% 174 80% - 17%	Sask. 265 30% 208 78%  19% +++	Alber- ta  182 21% 191 83% 16%	BC 167 19% 183 88% 11%	USA  108 12% 106 97% +++ 3%	0ther  	<\$250k  366 42% 365 88% 11%	\$250k- <\$1M  147 17% 146 83% 17%	\$1M- <\$5M  103 12% 104 88% 12%	\$5M+  +   66     8%    71     84%    12%	<5  453 52% 447 88% +++	5-9 106 12% 113 84% 16%	10-49  164 19% 170 78% 	73   8%   76   72%     23%   +
weightd # of participants: real # of participants: Commercial Not for profit DK/NR	++   875     875     100%    875     82%	RELATI Long term  528 60% 460 85% +	ONSHIP    Short    term  	Less than 1 year  175 20% 173 91% + 2%	1 to 3 years	4 to 10 years  261 30% 268 88%	11  years  and  more  	Mani - toba  157 18% 174 80%	Sask.  265 30% 208 78%  19%	Alber- ta  182 21% 191 83%	BC  167 19% 183 88%	USA  108 12% 106 97% +++ 3%	Other  	<\$250k  366 42% 365 88%	\$250k - <\$1M  147 17% 146 83%	\$1M- <\$5M  103 12% 104 88%	\$5M+  +   66   8%  71   84%	<5  453 52% 447 88% +++ 10%	5-9 106 12% 113 84%	10-49  164 19% 170 78% - 22%	73   73   8%  76   72%    23%
weightd # of participants:  real # of participants:  Commercial  Not for profit  DK/NR  chi²:		RELATI Long term 528 60% 460 85% + 12%	ONSHIP    Short    term   +   347   40%   415   79%   -    17%   +	Less than 1 year  175 20% 173 91% + 2%  7%	1 to 3 years  177 20% 176 90% + 10%	4 to 10 years  261 30% 268 88% 12%	11  years  and  more  226   26%  227   74%    25%  +++	Mani- toba  157 18% 174 80% - 17%	Sask. 265 30% 208 78%  19% +++	Alber- ta  182 21% 191 83% 16%	BC 167 19% 183 88% 11%	USA  108 12% 106 97% +++ 3%  0%	0ther  	<\$250k  366 42% 365 88% 11%	\$250k- <\$1M  147 17% 146 83% 17% 0%	\$1M- <\$5M  103 12% 104 88% 12% 0%	\$5M+  	<5  453 52% 447 88% +++ 10%	5-9 106 12% 113 84% 16%	10-49  164 19% 170 78% 	73   8%   76   72%     23%   +   5%   +
weightd # of participants: real # of participants: Commercial Not for profit DK/NR		RELATI Long term 528 60% 460 85% + 12%	ONSHIP    Short    term   +   347   40%   415   79%   -    17%   +	Less than 1 year  175 20% 173 91% + 2%  7% +++	1 to 3 years  177 20% 176 90% + 10%	4 to 10 years  261 30% 268 88% 12%	11  years  and  more  226   26%  227   74%    25%  +++	Mani- toba  157 18% 174 80% - 17%	Sask. 265 30% 208 78%  19% +++	Alber- ta  182 21% 191 83% 16%	BC 167 19% 183 88% 11%	USA  108 12% 106 97% +++ 3%	0ther  	<\$250k  366 42% 365 88% 11%	\$250k- <\$1M  147 17% 146 83% 17%	\$1M- <\$5M  103 12% 104 88% 12%	\$5M+    \$5M+    66     8%    71     84%    12%    4%	<5 453 52% 447 88% +++ 10%	5-9 106 12% 113 84% 16%	10-49  164 19% 170 78% 	73   8%   76   72%     23%   +

For how many years has your organization been in existence?

	+		-WD PRO	VINCE		TY	PE		-WD PRO	VINCE			-WD PRO	VINCE		CONTA	CTS WIT	H WD	FIRST	WD CON	TACT+
	1 1				- 1		- 1	* C0	MMERCIA	L CLIEN	TS *	* NOT-	FOR-PRO	FIT CLI	ENTS *	OVER T	HE PAST	YEAR	Less		More
	1 1					Com-	Not				- 1								than 1	1 to 2	than 2
	1 1					mer-	for				- 1						2 - 5	6 and	year	years	years
	TOTAL	BC	Alta	Sask.	Man.	cial	profit	BC	Alta	Sask.	Man.	l BC	Alta	Sask.	Man.	0nce	times	more	ago	ago	ago
046	++				+		+				+	 '						+			
weightd # of participants:	1 875 1	185	207	311	171	721	121	166	174	238	142 I	l l 17	29	51	23	225	348	282 I	460	198	204
weightu # or participants.	1 100%	21%	24%	36%	20%	82%	14%	19%	20%	27%	16%		3%	6%	3%		40%	32%	53%	23%	23%
real # of participants:	100%    875	21%	233	223	20%	724	121	192	196	166	170	270	33	40	27	200	362	292	491	179	193
Zero	1 12%	9%	9%	19%	7%1	13%	2%1	10%	9%	21%	8%1		0%	4%	4%		15%	7%1	17%	10%	4%
2010	1 12/01	370	370	+++	- 1	+++		10%	370	+++	- 1	I 070	070	770	7.0	1370	+	1	+++	10%	1
Less than one year	8%	10%	6%	5%	11%	9%	1%	12%	7%	6%	13%	I 0%	3%	0%	0%	7%	9%	7% l	10%	8%	2% İ
zess enan one year	0.01	2070	0,0	-	+1	++			, ,,	0,0	15.0	1 0.0	3.0	0,0	0.0	, ,,,	370	7.70	++	0,0	
1 to 3 years	20%	20%	22%	19%	20%	22%	15%	21%	25%	22%	21%	18%	9%	16%	18%	17%	19%	23%	23%	23%	12%
,	ii										i							i	+		
4 to 10 years	i 30% i	33%	31%	27%	30%	32%	26%	32%	33%	30%	33%	39%	21%	26%	22%	32%	30%	29%	25%	29%	41%
	i ii				i		i				i							i			+++
11 years and more	26%	25%	29%	23%	27%	23%	46%	24%	24%	21%	25%	37%	61%	45%	37%	24%	25%	29%	23%	26%	34%
	1 1				1		+++				I							I	-		++
DK/NR	4%	1%	3%	6%	4%	1%	10%	1%	2%	1%	1%	6%	6%	10%	19%	5%	2%	6%	2%	4%	7%
	1 1	-		+	- 1		+++				- 1								-		+
chi²:	1 1	***			- 1	(***)	- 1	(*)			- 1					*			***		1
± at 50%:	4	7	7	7	7	4	9	8	7	8	8	23	18	16	20	7	5	6	5	8	7
mean for these data:	11.63	10.29	12.81	10.35	13.94	9.67	24.35	10.16	9.09			11.60	36.12	22.19	23.44			12.44		10.19	16.57
standard error:	0.67	1.22	1.32	1.22	1.63	0.59	2.96	1.33	0.86	1.09	1.51		6.72	4.74	7.34	1.21	1.14	1.14	0.87	1.21	1.67
sig. test for means:	1 1					***	***				I	***	*						*		***
	+																				+

For how many years has your organization been in existence?

	+	DEPT	TH OF	YE	ARS OF	EXISTEN	CE		C	LIENT LO	CATIONS	5			GROSS R	EVENUES			-EMPLOY	MENT	+
		RELATI	ONSHIP				11						- 1				- 1				1
	1 1		- 1	Less		4 to	years										- 1				- 1
	1 . 1			than 1		10	and	Mani-		Alber-					\$250k-	\$1M-					. 1
	TOTAL	term	term	year	years	years	more	toba	Sask.	ta	BC	USA	Other	<\$250k	<\$1M	<\$5M	\$5M+	< 5	5-9	10-49	50+
Q46	++						+										+				
weightd # of participants:	875	528	347 İ	175	177	261	226	157	265	182	167	108	188	366	147	103	66	453	106	164	73 İ
	100%	60%	40%	20%	20%	30%	26% i	18%	30%	21%	19%	12%	22%	42%	17%	12%	8%	52%	12%	19%	8% i
real # of participants:	i 875 i	460	415 i	173	176	268	227	174	208	191	183	106	199	365	146	104	71	447	113	170	76 i
Zero	12%	13%	12% j	61%	0%	0%	0% j	9%	17%	9%	10%	2%	11%	7%	1%	1%	0% j	12%	3%	2%	1% j
	i i		į	+++			j		+++				į	+++	-		į	+++	-		- j
Less than one year	8%	7%	9%	39%	0%	0%	0%	11%	5%	8%	10%	5%	4%	15%	4%	0%	1%	13%	4%	2%	0%
	1 1		- 1	+++				+						+++			-	+++			
1 to 3 years	20%	21%	19%	0%	100%	0%	0%	18%	20%	22%	22%	22%	26%	34%	17%	8%	3%	30%	15%	12%	4%
	11				+++									+++				+++			
4 to 10 years	30%	29%	32%	0%	0%	100%	0% [	26%	29%	28%	37%	44%	32%	29%	46%	47%	19%	29%	53%	38%	15%
11	26%	2.60	2.6%			+++	100%	2.20/	2.60	2.10/	2.00/	++	2701	150	+++	++		1.00	+++	4.40/	
11 years and more	26%	26%	26%	0%	0%	0%	100%	32%	26%	31%	20%	27%	27%	15%	32%	44%	75%  +++1	16%	23%	44%	73%  +++1
DK/NR	1 4%1	5%	3% I	0%	0%	0%	0%1	4%	3%	2%	1%	0%	0% I	1%	1%	0%	3%	1%	2%	+++ 2%	7%
DR/ NR	1 4/01	3 /6	3/6	0 /6	0 /6	0 /6	0/6]	4 /0	3 /0	2 /0	1/0	0 /6	0.61	1/6	1/0	0 /6	3/6	1/0	2 /0	2 /0	/ /o   +++
chi²:	i i		i	***			i	(***)					i	(***)			i	(***)			
± at 50%:	j 4 j	5	5 j	8	8	6	7 j	8	7	8	8	10	7 j	5	9	10	12 j	5	10	8	12 j
mean for these data:	11.63	10.73	12.99	0.19	2.05	6.56	33.78	14.67	11.17	12.56	8.70	9.90	11.80	6.50	13.02	13.42	41.12	6.96	9.48	14.22	46.29
standard error:	0.67	0.80	1.12	0.02	0.06	0.13	1.74	1.76	1.33	1.38	1.11	1.27	1.42	0.60	1.49	1.37	3.87	0.59	1.21	1.23	4.09
sig. test for means:			1	***	***	***	***	*			**		- 1	***			***	***	*		***
	+																				+

In which region are most of your organization's clients located? NOTE: multiple responses allowed

	+		-WD PRO	VINCE		T	/PE		-WD PRO	VINCE			WD PRO	VINCE		CONTA	CTS WIT	H WD	FIRST	WD CON	TACT+
	!!					C a	Nati	* C0	MMERCIA	L CLIEN	TS *	* NOT-F	OR-PRO	FIT CLI	ENTS *	OVER T	HE PAST		Less	1 40 7	More
						Com- mer-	Not  for				¦				ł		2-5	6 and l	vear	1 to 2 years	vears
	TOTAL	BC	Alta	Sask.	Man.	cial	profit	BC	Alta	Sask.	Man.	BC	Alta	Sask.	Man.	0nce	times	more	ago	ago	ago
Q48	++ 				+ 						+				<del>-</del>			 			
weightd # of participants:	875	185	207	311	171	721	121	166	174	238	142	17	29	51	23	225	348	282	460	198	204
neel # of monticinents.	100%    875	21% 215	24% 233	36% 223	20%  204	82% 724	14%	19%	20% 196	27%	16%		3% 33	6% 40	3%  27	26% 200	40% 362	32%	53% 491	23% 179	23%
real # of participants: Manitoba	1 8/5	3%	233 6%	223 8%	68%	17%	121   22%	192 3%	196	166 8%	170   65%	21 4%	33 9%	40 7%	27   85%	12%	18%	292   22%	17%	179	193   22%
Hall Coba	1 10%				+++	1770	22.01				+++	470	-		03/01	-	10%	+	1770	1370	22.01
Saskatchewan	j 30% j	2%	8%	75%	7% j	29%	42%	2%	7%	75%	8% j	0%	13%	92%	4% j	44%	25%	27%	28%	38%	29% j
				+++			++			+++				+++	!	+++		!		++	!
Alberta	21%	4%	64%	10%	6%	21%	24%	4%	61%	12%	7%	0%	88%	4%	4%	15%	20%	28%  ++	21%	18%	24%
British Columbia	1 19%	65%	10%	7%	 3%	20%	15%	62%	10%	9%	 4%	90%	9%	0%	0% l	17%	20%	21%	22%	14%	17%
	ii	+++						+++							i				+		
USA	12%	21%	9%	10%	11%	14%	3%	23%	11%	12%	13%	0%	3%	4%	4%	12%	15%	9%	10%	13%	17%
		+++	2001	4.20	220/1	+++		+++	220	4.50	2.50		201	=0/	440	4.00/	+	-	-	2.20	+
Other	22%	27%	29%	12%	23%	25%	7%  I	30%	33%	15%	25%	6%	9%	5%	11%	18%	25%	19%	21%	23%	21%
DK/NR	1 5%1	1%	3%	9%	3% I	3%	4%1	1%	2%	4%	3% I	0%	3%	4%	8% I	9%	5%	2%	4%	6%	4% l
217,111	"		370	+++	3.01	370	1.01	2.0	2.0	1,0	1	0,0	3.0		1	++	5.0		170	0.0	
chi²:	i i	***			į	(***)	į	(***)			į	(***)			İ	***		İ	*		į
± at 50%:	4	7	7	7	7	4	9	8	7	8	8	23	18	16	20	7	5	6	5	8	7
	+																				+

In which region are most of your organization's clients located? NOTE: multiple responses allowed

	+	DEPT	H OF	YE	ARS OF	EXISTEN	CE		C	LIENT LO	CATIONS	5			GROSS RI	EVENUES -			EMPLOY	MENT	+
		RELATI	ONSHIP				11						- 1				- 1				
	!!		Chanti	Less	1 4. 2		years	Mani		41 h a s			!		\$250k-	¢1M	!				!
	I TOTAL	Long term		than 1 year		10 years	and  more	Mani- toba	Sask.	Alber- ta	ВС	USA	Other	<\$250k		\$1M- <\$5M	\$5M+	< 5	5-9	10-49	50+ j
Q48	++ 		+ 										+ 				+ 				
weightd # of participants:	875	528	347	175	177	261	226	157	265	182	167	108	188	366	147	103	66	453	106	164	73
real # of participants:	100%    875	60% 460	40%  415	20% 173	20% 176	30% 268	26%  227	18% 174	30% 208	21% 191	19% 183	12% 106	22%  199	42% 365	17% 146	12% 104	8%  71	52% 447	12% 113	19% 170	8%  76
Manitoba	18%	16%	21%	18%	16%	16%	22%	100%	18%	25%	19%	9%	6%	20%	20%	13%	21%	20%	19%	16%	19%
	i i		i				+ į	+++					j				i				i
Saskatchewan	30%	35%	23%	33%	30%	29%	31%	30%	100%	30%	23%	13%	4%	35%	34%	22%	17%	36%	25%	23%	22%
		+++	!						+++					+		_	!	+++			
Alberta	21%	19%	24%	17%	23%	20%	25%	29%	20%	100%	30%	17%	8%  I	19%	29%	24%	23%	19%	25%	25%	23%
British Columbia	1 19%	19%	19%	19%	21%	23%	15%	21%	15%	27%	100%	24%	7%	23%	17%	20%	11%	23%	22%	14%	15%
	i i		i				- j				+++		j	+			i	+		-	i
USA	12%	14%	9%	4%	13%	18%	13%	6%	5%	10%	15%	100%	17%	12%	14%	25%	19%	11%	20%	17%	13%
Other	220/1	20%	-	1.00	27%	++	22%I	70/			00/	+++	100%	100	2.10/	++	200/	1.00/	18%	27%	220/1
Other	22%	20%	24%	16%	2/%	23%	22%	7%	3%	8%	8%	29%	100%	18%	21%	32%	39%	19%	10%	2/%	33%
DK/NR	5%	6%	4%	13%	1%	1%	1%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	1%	0%	1%	0%
	i i		i	+++	-		- j						į				i				i
chi²:		**		***			1	***					- 1	(***)			- 1	(**)			
± at 50%:	4	5	5	8	8	6	7	8	7	8	8	10	7	5	9	10	12	5	10	8	12
	+																				+

 $1\mbox{n}$  which of the following categories does your organization's gross revenues belong? NOTE: averages are estimated based on the category mid-points

+			-WD PRO	VINCE		TY	PE		-WD PRO	VINCE			-WD PRO	VINCE		CONTA	CTS WIT	H WD	FIRST	WD CON	TACT+
1	- 1				1		- 1	* C01	MERCIA	L CLIEN	ΓS *	* NOT-	FOR-PRO	FIT CLI	ENTS *	OVER T	HE PAST	YEAR	Less		More
1	1					Com-	Not				1				1			1	than 1	1 to 2	than 2
1	- 1					mer-	for				- 1				- 1		2 - 5	6 and	year	years	years
!	TOTAL	BC	Alta	Sask.	Man.	cial	profit	BC	Alta	Sask.	Man.	BC	Alta	Sask.	Man.	0nce	times	more	ago	ago	ago
Q49 (averages in million dollars)	+				۱		+ 				+				۱			+			
weightd # of participants:	875 j	185	207	311	171 j	721	121 j	166	174	238	142 i	17	29	51	23 i	225	348	282 j	460	198	204 i
i	100% j	21%	24%	36%	20% j	82%	14% į	19%	20%	27%	16% j	2%	3%	6%	3% i	26%	40%	32% j	53%	23%	23% j
real # of participants:	875 j	215	233	223	204 j	724	121 j	192	196	166	170 j	21	33	40	27 i	200	362	292 j	491	179	193 j
Less than \$100,000	31%	31%	21%	33%	38%	32%	24%	32%	21%	38%	37% j	17%	18%	23%	41%	37%	32%	24%	35%	33%	20%
İ	į				+		į			+	į				į	+		j	++		
\$100,000 to less than \$250,000	11%	12%	12%	10%	10%	12%	10%	13%	13%	11%	12%	6%	12%	13%	4%	14%	9%	12%	12%	10%	12%
1	- 1						- 1				- 1				I		-	- 1			1
\$250,000 to less than \$1,000,0	17%	14%	20%	16%	18%	17%	21%	15%	21%	14%	19%	14%	18%	29%	11%	9%	18%	23%	14%	17%	22%
00	- 1						- 1				- 1							++	-		+
\$1,000,000 to less than \$5,000	12%	16%	14%	10%	8%	13%	10%	17%	15%	10%	9%	17%	12%	10%	4%	8%	13%	14%	9%	15%	15%
,000		+																	-		
\$5,000,000 or more	8%	7%	12%	5%	9%	8%	7%	8%	11%	5%	9%	0%	19%	3%	4%	9%	6%	9%	6%	6%	13%
			+	-	!						!		++		!			!			++
DK/NR	22%	19%	21%	26%	18%	18%	28%	15%	20%	21%	14%	46%	21%	22%	37%	23%	22%	19%	24%	19%	18%
-1-42 - 1	!			+	!	-	+!				!					***		!	***		!
chi²:	.!	**	-	-	_!		.!	•	-	•	. !	22	1.0	1.0	201	***	-	ا	***	•	_!
± at 50%:	4	1 22	1 52	2 22	1 051	1 15	1 141	1 24	1 47	8	1 061	23	18	16	20	1 07	1 12	1 201	2 2 2	1 14	1 571
mean for these data:	1.16	1.23	1.53	0.90	1.05	1.15	1.14	1.24	1.47	0.89	1.06		1.90	0.89	0.63		1.12	1.30		1.14	1.57
standard error:   sig. test for means:	0.07	0.13	0.14	0.12	0.13	0.07	0.18	0.14	0.15	0.13	0.14	0.39	0.43	0.24	0.34	0.14	0.10	0.11	0.08	0.14	0.15
Sig. test for means:	. !			**	ı		I		*	-	I		*		ı			I			

 $1\mbox{n}$  which of the following categories does your organization's gross revenues belong? NOTE: averages are estimated based on the category mid-points

	+	DEPT	H OF	YE	ARS OF	EXISTEN	CE		C	LIENT LO	CATIONS	5			GROSS R	EVENUES.			-EMPLOY	MENT	+
		RELATI	ONSHIP				11						1				1				1
				Less		4 to	years						- 1				1				- 1
		Long	Short	than 1	1 to 3	10	and	Mani-		Alber-			- 1		\$250k-	\$1M-	- 1				I
	TOTAL	term	term	year	years	years	more	toba	Sask.	ta	BC	USA	Other	<\$250k	<\$1M	<\$5M	\$5M+	< 5	5-9	10-49	50+
Q49 (averages in million dollars	++ \		+				+						+				+				
weightd # of participants:	, , , I 875 I	528	347	175	177	261	226	157	265	182	167	108	188	366	147	103	66	453	106	164	73
weighta # or participants.	100%	60%	40%	20%	20%	30%	26%1	18%	30%	21%	19%	12%	22%	42%	17%	12%	8%	52%	12%	19%	8%
real # of participants:	1 875 I	460	415	173	176	268	227 1	174	208	191	183	106	199	365	146	104	71	447	113	170	76
Less than \$100,000	31%	32%	29%	43%	55%	23%	14%	34%	36%	26%	33%	25%	23%	73%	0%	0%	0% i	54%	12%	6%	3%
2003 011411 \$200,000	1 51701	32,0	23.01	+++	+++			3 170	+	2070	3370	2370	- 1	+++			1	+++			1
\$100,000 to less than \$250,000	11% i	12%	10%	3%	15%	17%	10%	12%	13%	12%	17%	14%	12%	27%	0%	0%	0% i	17%	14%	3%	0% i
*,·	ii					++								+++				+++			
\$250,000 to less than \$1,000,0	i 17% i	18%	15%	4%	14%	26%	21% i	19%	19%	23%	15%	19%	16% i	0%	100%	0%	0% i	14%	49%	19%	2% İ
00	i i		i			+++	i						i		+++		i		+++		İ
\$1,000,000 to less than \$5,000	12%	12%	12%	1%	4%	19%	20% j	8%	9%	13%	12%	24%	17%	0%	0%	100%	0% j	2%	16%	40%	15% j
,000	I I					+++	+++	-	-			+++	+			+++				+++	- 1
\$5,000,000 or more	8%	6%	9%	0%	1%	5%	22%	9%	4%	8%	4%	12%	14%	0%	0%	0%	100%	1%	0%	11%	61%
			- 1			-	+++		-		-		++				+++				+++
DK/NR	22%	20%	25%	49%	11%	10%	13%	18%	20%	17%	18%	6%	18%	0%	0%	0%	0%	13%	10%	20%	20%
	l I			+++																+	I
chi²:				***				***					- 1	***				***			
± at 50%:	4	5	5	8	8	. 6	7	8	7	8	8	10	7	5	9	10	12	5	10	8	12
mean for these data:	1.16	1.05	1.32	0.18	0.37	1.14	2.24	1.08	0.80	1.24	0.91	1.60	1.71	0.08	0.62	3.00	5.38	0.27	0.89	2.42	4.63
standard error:	0.07	0.08	0.10	0.06	0.07	0.10	0.15	0.14	0.11	0.14	0.12	0.19	0.16	0.00	0.00	0.00	0.00	0.03	0.10	0.15	0.18
sig. test for means:		*	*	***	***		***		***		*	*	***	***	***	***	***	***	*	***	***
•	+																				+

Including yourself, how many people are employed full-time by your organization? Is it... NOTE: averages are estimated using category mid-points

	+		-WD PRO	VINCE		TY	PE													WD CON	
						Com-	Not	* (0	MMEKCIA	L CLIEN	15 *	* NUI-	FUK-PKU	FIT CLI	EN15 *	UVER I	HE PAST		Less than 1	1 to 2	More  than 2
	   TOTAL	ВС	Alta	Sask.	   Man.	mer- cial	for  profit	ВС	Alta	Sask.	Man.	ВС	Alta	Sask.	Man.	0nce	2-5 times	6 and  more	year ago	years ago	years  ago
050	÷				<del>i</del>		·											<del>-</del>			
weightd # of participants:	875	185	207	311	171	721	121	166	174	238	142	17	29	51	23	225	348	282	460	198	204
real # of participants:	100%	21% 215	24% 233	36% 223	20%  204	82% 724	14%  121	19% 192	20% 196	27% 166	16%  170	2% 21	3% 33	6% 40	3%  27	26% 200	40% 362	32%  292	53% 491	23% 179	23%  193
Less than 5	52%	54%	39%	55%	59%	55%	37%	55%	41%	63%	60%	41%	30%	36%	48%	57%	55%	43%	56%	55%	41%
5 to 9	12%	11%	16%	10%	14%	12%	14%	10%	16%	10%	15%	18%	18%	12%	11%	10%	10%	16%	11%	12%	15%
10 to less than 25	1 13%	17%	16%	10%	10%	12%	19%	16%	16%	8%	11%	25%	15%	23%	11%	8%	13%	17%	13%	12%	13%
25 to less than 50	   6%	7%	9%	5%	5% I	- 6%	+  10%	6%	+ 8%	- 4%	5% l	15%	12%	8%	ا 8% ا	5%	6%	+  7%	4%	5%	 11%
50 to less than 100	i i	4%	4%	2%	2% I	3%	1% i	4%	5%	2%	2%	0%	0%	2%	i 4% i		3%	3% I	3%	4%	+++  1%
	i i				i		ï								i			i			i
100 or more	6%  	5%	7%	4%	7%  	4%	12%	5%	5%	2%	5%		22%	12%	11%	5%	5%	7%  	4%	4%	11%  +++
DK/NR	9%	4%	9%	15%	3%	7%	5%	4%	9%	11%	2%	0%	3%	7%	8%	14%	8%	6%	9%	9%	8%
chi²:	į į	(***)	_	_	_	(***)	į	(***)	_				4.0	4.5		***	_	إ	***		_ <u>i</u>
$\pm$ at 50%: mean for these data:	16.45	16.32	21.45	13.22	16.06	14.65	25.44	16.37	19.16	10.36	14.03	23 12.54	18 34.82	16 25.37	20   23 . 60	13.70	15.76	20.04	14.09	8 14.07	23.29
standard error: sig. test for means:	1.01	1.90	2.20	1.86	2.14	1.01	3.38	2.07	2.16	1.74	2.11	2.75	7.78	5.91	7.44	2.05	1.50	1.89	1.21	1.97	2.59
9	÷																				<del>-</del>

Including yourself, how many people are employed full-time by your organization? Is it... NOTE: averages are estimated using category mid-points

RELATIONSHIP  11
TOTAL  term term  year years years more  toba Sask. ta BC USA Other <\$250k <\$1M <\$5M \$5M+  <5 5-9 10-49 50
050
Q50
weightd # of participants:   875   528 347   175 177 261 226   157 265 182 167 108 188   366 147 103 66   453 106 164 73   100%  60% 40%  20% 20% 30% 26%  18% 30% 21% 19% 12% 22%  42% 17% 12% 8%  52% 12% 19% 8
100%  60% 40%  20% 20% 30% 26%  18% 30% 21% 19% 12% 22%  42% 17% 12% 8%  52% 12% 19% 8 real # of participants:   875   460 415   173 176 268 227   174 208 191 183 106 199   365 146 104 71   447 113 170 76
Less than 5   52%   55% 47% 64% 76% 50% 32% 57% 62% 47% 61% 46% 47% 87% 42% 9% 4% 100% 0% 0% 0
+ -  ++ +++  ++ - + -  +++
5 to 9   12%   12%   13%   4% 9% 21% 11%   13% 10% 15% 14% 20% 10%   7% 35% 16% 0%   0% 100% 0% 0
1
25 to less than 50   6%   5% 7% 0% 1% 7% 13%   6% 5% 6% 4% 14% 5%   1% 2% 27% 14%   0% 0% 32% 0
50 to less than 100   3%  3% 3%  1% 1% 2% 7%  2% 2% 3% 2% 2% 4%  0% 1% 7% 14%  0% 0% 0% 34
100 or more   6%   5%   7%   0%   0%   2%   16%   7%   4%   6%   4%   7%   8%   1%   0%   3%   53%   0%   0%   0%   0%   0%   0%   0%
+++        +++
DK/NR   9%  10% 8%  28% 2% 1% 2%  5% 7% 7% 5% 0% 7%  0% 0% 0% 1%  0% 0% 0% 0
chi2:
chi²:     ***   (**)   (***)   (***)   (***) ± at 50%:   4  5 5  8 8 6 7  8 7 8 8 10 7  5 9 10 12  5 10 8 1
mean for these data:   16.45  14.88 18.81  4.18 6.13 12.34 34.29  16.13 12.63 17.73 12.92 18.88 21.34  4.18 8.51 27.09 79.02  2.50 7.00 23.92 99.8
standard error:   1.01   1.32   1.57   0.67   0.88   1.23   2.69   2.29   1.79   2.19   1.94   2.86   2.44   0.46   0.83   2.40   4.83   0.00   0.00   0.72   2.0
sig. test for means:     *** *** *** *** *** *** *** *** **

Р	r	ΩV	i	n	c	ρ

	+		-WD PRO	VINCE		TY	PE													WD CON	
	 				ļ	Com-	Not1	* C0	MMERCIA	L CLIEN	TS *   	* NOT-	FOR-PRO	OFIT CLI	ENTS *   -	OVER T	HE PAST		Less than 1	1 to 2	More  than 21
	ii				i	mer-	for	20			İ				i			6 and	year	years	years
	TOTAL  ++	BC	Alta	Sask.	Man.	cial	profit  +	BC	Alta	Sask.	Man. +	ВС	Alta	Sask.	Man. ++	Once	times	more	ago	ago	ago  
PROV		405	207	244	474	-24	424	4.5.5	474	220	!	4-	2.0			225	240	202		400	i
weightd # of participants:	875     100%	185 21%	207 24%	311 36%	171   20%	721 82%	121   14%	166 19%	174 20%	238 27%	142   16%	17 2%	29 3%	51 6%	23   3%1	225 26%	348 40%	282   32%	460 53%	198 23%	204   23%
real # of participants:	875	215	233	223	204	724	121	192	196	166	170 j	21	33	40	27	200	362	292	491	179	193
British Columbia	21%  	100%	0%	0%	0%  I	23%	14%	100%	0% 	0%	0%   I	100%	0%	0% 	0%   I	16%	26%	21%	26% +++	15%	16%
Alberta	24%	0%	100%	0%	0% j	24%	24% [	0%	100%	0%	0%	0%	100%	0%	0% j	15%	24%	29%  ++	28%	17%	22%
Saskatchewan	36%	0%	0%	100%	 0%	33%	42%	0%	0%	100%	 0%	0%	0%	100%	ا   0%	55%	30%	27%	27%	49%	42%
Manitoba	   20%	0%		+++ 0%	 100%	20%	+  19%	0%	0%	+++	 100%	0%	0%	+++ 0%	100%	+++ 13%	20%	 23%	19%	+++ 19%	+  20%
	20%				+++	20%	15/0				+++				100%	-	20%	23/0		1370	20%[
chi²: ± at 50%:	   4	***	7	7	 7	1	ا	***	7	8	ا 8 ا	(***) 23	18	16	20 I	***	5	6 I	***	Q	71
	+																				+
	+ I I	DEPT RELATI		YE	ARS OF	EXISTEN	CE   11		C	LIENT L	OCATION	S		 	GROSS R	REVENUES	;		-EMPLOY	MENT	+ I
	į į			Less			years						j				į				į
	   TOTAL			than 1 year		10 vears	and  more			Alber- ta	ВС	USA	0ther	  <\$250k	*250k- *1M	\$1M- <\$5M	\$5M+	< 5	5-9	10-49	50+1
	++																+				
PROV weightd # of participants:	I I   875	528	347 I	175	177	261	226 I	157	265	182	167	108	188	366	147	103	66 I	453	106	164	73
	100%	60%	40%	20%	20%	30%	26% [	18%	30%	21%	19%	12%	22%	42%	17%	12%	8% j	52% 447	12%	19%	8% į
real # of participants: British Columbia	875     21%	460 21%	415   22%	173 21%	176 21%	268 23%	227   21%	174 3%	208 1%	191 4%	183 72%	106 36%	199 27%	365 22%	146 18%	104 29%	71   20%	22%	113 19%	170 26%	76   22%
Albanka	]	1.00/	2.20	1.00/	2.0%	2.5%	2.7%			720	120	+++ 100	+	100/	2.00/	+	3.6%	1.00/	210/	2.10	22%!
Alberta	24%  	18%	32%  +++	18%	26%	25%	27%  	8% 	6% 	73% +++	12%	18%	32%		28%	29%	36%  +	18%	31%	31%	33%  
Saskatchewan	36%	44%	22%	43%	34%	32%	32%	15%	88%	17%	12%	28%	20%	37%	33%	29%	21%	38%	28%	27%	24%
Manitoba	20%	17%	24%	18%	19%	20%	21%	74%	5%	6%	4%	18%	21%		21%	13%	23%	22%	22%	16%	21%
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	TOTAL	BC	Alta	Sask.	Man.		profit	BC	Alta	Sask.	Man.	BC	Alta	Sask.	Man.	0nce	times	more	ago	ago	ago
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LGSH weightd # of participants:	I 875 I	185	207	311	171 I	721	121	166	174	238	142 I	17	29	51	23 I	225	348	282 I	460	198	204 I
weightu # or participants.	1 100%	21%	24%	36%	20%	82%	14%	19%	20%	27%	16%	2%	3%	6%	3%	26%	40%	32%	53%	23%	23%
real # of participants:	1 875 1	215	233	223	204	724	121	192	196	166	170	21	33	40	27 1	200	362	292	491	179	193
Long term relationship	60%	59%	47%	75%	51%	62%	52%	60%	47%	78%	56%	45%	50%	66%	32%	69%	57%	58%	52%	73%	66%
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Short term relationship	40%	41%	53%	25%	49%	38%	48%	40%	53%	22%	44%	55%	50%	34%	68%	31%	43%	42%	48%	27%	34%
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	+       	RELATI	ONSHIP  				11	Mani-		LIENT LO	OCATION		   		\$250k-	\$1M-	   				+ +   
	+               TOTAL	RELATI	ONSHIP        Short	Less than 1		4 to	11  years	Mani-			DCATION		   				           	< 5		MENT	50+
		RELATI Long	ONSHIP        Short	Less than 1	1 to 3	4 to 10	11  years  and	Mani-		Alber-			   		\$250k-	\$1M-	   				50+
LGSH	       TOTAL  ++	RELATI Long term	ONSHIP      Short    term   +	Less than 1 year	1 to 3 years	4 to 10 years	11  years  and  more	Mani- toba	Sask.	Alber- ta	BC	USA	       Other 	<\$250k	\$250k- <\$1M	\$1M- <\$5M	  -   \$5M+ 	<5	5-9	10-49	
		RELATI Long	ONSHIP        Short	Less than 1 year 	1 to 3	4 to 10	11  years  and	Mani-		Alber- ta 	BC 		     Other     188		\$250k-	\$1M-	                                   	<5 			       73
LGSH	         TOTAL  ++     875	RELATI Long term	ONSHIP      Short    term   +     347	Less than 1 year	1 to 3 years	4 to 10 years 	11  years  and  more  +   226	Mani- toba 	Sask. 	Alber- ta	BC	USA 	       Other 	<\$250k 	\$250k- <\$1M 	\$1M- <\$5M	  -   \$5M+ 	<5	5-9 	10-49 	
LGSH weightd # of participants:		RELATI Long term  528 60%	ONSHIP      Short    term   +     347     40%	Less than 1 year  175 20%	1 to 3 years	4 to 10 years  261 30%	11  years  and  more  +   226   26%	Mani- toba  157 18%	Sask.  265 30% 208 70%	Alber- ta  182 21%	BC  167 19%	USA  108 12%	   0ther 	<\$250k  366 42% 365	\$250k- <\$1M  147 17%	\$1M- <\$5M  103 12%	       \$5M+   +     66     8%	<5  453 52% 447 64%	5-9  106 12%	10-49  164 19%	     73     8%
LGSH weightd # of participants: real # of participants: Long term relationship		RELATI Long term  528 60% 460 100% +++	ONSHIP    Short    term  	Less than 1 year  175 20% 173 59%	1 to 3 years 177 20% 176 63%	4 to 10 years  261 30% 268 58%	11  years  and  more  + 226   26%  227   60%	Mani - toba  157 18% 174 54%	Sask.  265 30% 208 70% ++	Alber- ta  182 21% 191 54%	BC  167 19% 183 60%	USA  108 12% 106 70% +	Other  	<\$250k  366 42% 365 63%	\$250k - <\$1M  147 17% 146 65%	\$1M- <\$5M  103 12% 104 59%	\$5M+  +   66   8%  71   51%	<5  453 52% 447 64% ++	5-9  106 12% 113 57%	10-49  164 19% 170 54%	73   8%  76   53%
LGSH weightd # of participants: real # of participants:		RELATI Long term 528 60% 460 100% +++ 0%	ONSHIP    Short    term   +   347     40%    415     0%       100%	Less than 1 year  175 20% 173	1 to 3 years 177 20% 176	4 to 10 years  261 30% 268	11  years  and  more  + 226   26%  227	Mani- toba  157 18% 174	Sask.  265 30% 208 70%	Alber- ta  182 21% 191 54%	BC  167 19% 183	USA  108 12% 106 70%	   0ther     188   22%   199	<\$250k  366 42% 365 63%	\$250k- <\$1M  147 17% 146	\$1M- <\$5M  103 12% 104	                                   	<5  453 52% 447 64%	5-9  106 12% 113	10-49  164 19% 170	73   8%  76
LGSH weightd # of participants: real # of participants: Long term relationship Short term relationship		RELATI Long term 528 60% 460 100% +++ 0%	ONSHIP    Short    term  	Less than 1 year  175 20% 173 59%	1 to 3 years 177 20% 176 63%	4 to 10 years  261 30% 268 58%	11  years  and  more  + 226   26%  227   60%	Mani - toba  157 18% 174 54%	Sask.  265 30% 208 70% ++	Alber- ta  182 21% 191 54%	BC  167 19% 183 60%	USA  108 12% 106 70% +	Other  	<\$250k  366 42% 365 63%	\$250k - <\$1M  147 17% 146 65%	\$1M- <\$5M  103 12% 104 59%	\$5M+  +   66   8%  71   51%	<5  453 52% 447 64% ++	5-9  106 12% 113 57%	10-49  164 19% 170 54%	73   8%  76   53%
LGSH weightd # of participants: real # of participants: Long term relationship		RELATI Long term 528 60% 460 100% +++ 0%	ONSHIP    Short    term   +   347     40%    415     0%       100%	Less than 1 year  175 20% 173 59%	1 to 3 years 177 20% 176 63%	4 to 10 years  261 30% 268 58%	11  years  and  more  + 226   26%  227   60%	Mani - toba  157 18% 174 54%	Sask.  265 30% 208 70% ++	Alber- ta  182 21% 191 54%	BC  167 19% 183 60%	USA  108 12% 106 70% +	Other  	<\$250k  366 42% 365 63%	\$250k - <\$1M  147 17% 146 65%	\$1M- <\$5M  103 12% 104 59%	\$5M+  +   66   8%  71   51%	<5  453 52% 447 64% ++	5-9  106 12% 113 57%	10-49  164 19% 170 54%	73   8%  76   53%