

**Survey on Financing and Growth of Small and Medium  
Enterprises  
2011**

FOR INFORMATION ONLY

## INTRODUCTION AND FRAME MAINTENANCE

Hello, my name is (*interviewer*) and I am calling from Statistics Canada in regards to the Survey on Financing and Growth of Small and Medium Enterprises. This survey is being conducted in partnership with a consortium led by Industry Canada. Your business has been selected to participate in this national survey, which is designed to determine the types of financing businesses use, and to collect information on current growth opportunities and obstacles facing businesses. Are you the person who would best be able to provide information on financing and growth of your business?

*Note: If the respondent replies “no”, ask: “May I speak to the person who would best be able to answer the survey?”*

While your participation in this survey is voluntary, your assistance is essential if the survey results are to be accurate. Your information will be kept confidential, and will be used only for statistical purposes and published in aggregate form only. The survey is conducted under the authority of the *Statistics Act*.

Before we begin I would like to inform you that a supervisor may be listening to the call for the purpose of quality control.

## A. SCREENING QUESTIONS

The following are screening questions to determine if your business is in scope.

**A.1** Is your business...  
(*MARK ALL THAT APPLY. For each option, Yes = 1 and No = 3*)

a) ...a franchise<sup>0001</sup>

*(PROMPT: A franchise is a right granted to an individual or group to market a company's goods or services within a certain territory or location. The franchise has access to the franchisor's proprietary knowledge, processes and trademarks.)*

b) ...a non-profit organization<sup>0002</sup>

*(PROMPT: A non-profit organization is an organization that does not distribute its surplus funds to owners or shareholders, but instead uses them to help pursue its goals. Examples include charities (i.e., charitable organizations), trade unions, trade associations and public arts organizations.)*

c) ...a co-operative<sup>0003</sup>

*(PROMPT: A co-operative is a business organization owned and operated by the people who use its services.)*

d) ...a joint venture<sup>0004</sup>

*(PROMPT: a joint venture exists when two or more companies agree to contribute goods, services and/or capital to a common commercial enterprise.)*

e) ...a government agency<sup>0005</sup>

*(PROMPT: a government agency is an administrative unit of government which is responsible for the oversight and administration of specific functions.)*

8 = Refusal  
9 = Don't know

**IF C0002 = 1 OR C0003 = 1 OR C0004 = 1 OR C0005 = 1 → GOTO END  
ELSE → GOTO A.2**

**A.2** In 2011, excluding the owner of your business and contract workers, how many of the employees of your business were...

a) Full-time workers

*(PROMPT: Full-time workers are those who work 30 hours or more per week. Please provide your best estimate)*

\_\_\_\_\_<sup>0006</sup>

b) Part-time workers

*(PROMPT: Part-time workers are those who work less than 30 hours per week. Please provide your best estimate)*

\_\_\_\_\_<sup>0007</sup>

**IF (C0006 + C0007 = 0) or (C0006 + C0007 >499) → GOTO END**

**A.3** Which of the following best describes your position in this business? Are you...<sup>0008</sup>

*(Note: Read all.)  
(Check one only.)*

- 1) the sole owner of this business
- 2) a partner in this business
- 3) the person in charge of finance in this business
- 4) occupying another position in this business

8 = Refused  
9 = Don't know

## **B. GENERAL FINANCING**

*These next questions ask about the financing of your business.*

**B.1** Did the current owners of this business...<sup>0009</sup>  
*(Select one only.)*

- 1) ...start this business from scratch?
- 2) ...buy or acquire this business?

- 3) (do not read)...take ownership of this business in another way?
- 8) Refused
- 9) Don't know

**B.2** In what year was this business first established?

                    <sup>0010</sup>  
9998) Refused  
9999) Don't know

**IF C0009 = 1 GOTO B.3**

**IF C0009 = 2 GOTO B.4**

**ELSE GOTO B.6**

**B. 3** Which of the following sources of finance did you use to finance the **start-up** of your business PRIOR to the first sale of goods or services?  
(MARK ALL THAT APPLY. For each option, Yes = 1 and No = 3.)

- a) Credit from financial institutions<sup>0011</sup>  
(**PROMPT:** Credit includes term business loans, non-residential mortgages, business lines of credit and credit cards)
- b) Personal financing used towards your business<sup>0012</sup>  
(**PROMPT:** includes personal loans, lines of credit or credit cards from financial institutions, and personal savings of business owner(s))
- c) Retained earnings (from previous or other business)<sup>0013</sup>  
(**PROMPT:** Retained earnings refers to the portion of net income not paid out to owners as dividends but retained by the business to be reinvested into the core business or used to pay off debt.)
- d) Trade credit from suppliers<sup>0014</sup>  
(**PROMPT:** A trade credit involves purchasing goods or services from suppliers on account and paying the supplier at a later date. Trade credit debt is reported as "accounts payable" on your Financial Statements.)
- e) Leasing<sup>0015</sup>
- f) Credit from government lending institutions or government grants<sup>0016</sup>
- g) Loans or equity from friends or relatives of business owner(s)<sup>0017</sup>
- h) Loans or equity from individuals unrelated to the firm or its owners (i.e. angels)<sup>0018</sup>
- i) Venture capital funds<sup>0019</sup>
- j) Other<sup>0020</sup>

8 = Refused  
9 = Don't know

**GO TO B.6**

**B.4** In what year was your business bought or acquired from its previous owners?

0021

- 9998) Refused
- 9999) Don't know

**B.5** Which of the following sources of finance did you use to finance the **acquisition** of your business?

(*MARK ALL THAT APPLY. For each option, Yes = 1 and No = 3.*)

- a) Credit from financial institutions<sup>0022</sup>  
(*PROMPT: Credit includes term business loans, non-residential mortgages, business lines of credit and credit cards*)
- b) Personal financing used towards your business<sup>0023</sup>  
(*PROMPT: includes personal loans, lines of credit or credit cards from financial institutions, and personal savings of business owner(s)*)
- c) Retained earnings (from previous or other business)<sup>0024</sup>
- d) Trade credit from suppliers<sup>0025</sup>  
(*PROMPT: A trade credit involves purchasing goods or services from suppliers on account and paying the supplier at a later date. Trade credit debt is reported as "accounts payable" on your Financial Statements.*)
- e) Leasing<sup>0026</sup>
- f) Credit from government lending institutions or government grants<sup>0027</sup>
- g) Loans or equity from friends or relatives of business owner(s)<sup>0028</sup>
- h) Loans or equity from individuals unrelated to the firm or its owners (i.e. angels)<sup>0029</sup>
- i) Venture capital funds<sup>0030</sup>
- j) Other<sup>0031</sup>

- 8 = Refused
- 9 = Don't know

**B.6** What is the main financial institution where your business does its day-to-day banking?<sup>0032</sup>

(*Select one only.*)

(*Do not read.*)

- 1) Domestic chartered bank (specify): \_\_\_\_\_<sup>0033</sup>
- 2) Foreign bank or subsidiary of a foreign bank
- 3) Credit union/ Caisses populaires
- 4) Other
- 8) Refused
- 9) Don't know

**B.7** In 2011, did your business seek...  
(*MARK ALL THAT APPLY. For each option, Yes = 1 and No = 3*)

- a) A non-residential mortgage or refinancing of an existing non-residential mortgage<sup>0034</sup>
- b) A term loan<sup>0035</sup>
- c) A business line of credit or increase in the credit limit of current line of credit<sup>0036</sup>
- d) A business credit card or increase in the credit limit of current credit card<sup>0037</sup>
- e) A lease<sup>0038</sup>
- f) A trade credit<sup>0039</sup>

(**PROMPT:** *A trade credit involves purchasing goods or services from suppliers on account and paying the supplier at a later date. Trade credit debt is reported as "accounts payable" on your Financial Statements.*)

- g) Equity<sup>0040</sup>  
(**PROMPT:** *This could be any request for new or additional financing from an investor, venture capital supplier, angel, or friend or family member in exchange for a share of the ownership of your business.*)

- h) Financing from government or a government lending institution<sup>0041</sup>  
(**PROMPT:** *This includes direct loans, loan guarantees, grants, subsidies, non-interest loans, non-repayable contributions and equity*)

- i) Other types of external finance?<sup>0042</sup>

8 = Refused

9 = Don't know

**IF C0034 = 3 AND C0035 = 3 AND C0036 = 3 AND C0037 = 3 AND C0038 = 3  
AND C0039 = 3 AND C0040 = 3 AND C0041 = 3 AND C0042 = 3 → GOTO B.9  
ELSE GOTO B.8**

**B.8** Who is your main provider of external finance?<sup>0043</sup>

(*Select one only.*)

(*Do not read.*)

- 1) Domestic chartered bank, including Alberta Treasury Branches (please specify): \_\_\_\_\_<sup>0044</sup>
- 2) Foreign bank or subsidiary of a foreign bank
- 3) Credit union/Caisses populaires
- 4) Leasing company
- 5) Government institution (for example, Business Development Bank of Canada, Export Development Canada, Farm Credit Canada) (please specify): \_\_\_\_\_<sup>0045</sup>
- 6) Venture capital firm (angel investor)
- 7) Friends and family of owner
- 8) Other

98 = Refused  
99 = Don't know

Follow the skip pattern below to determine which Section to go to next. At the end of Sections C, D, E, F and G, return here to determine where to go next.

**IF any of C0034, C0035, C0036 or C0037 are 1, GOTO Section C**  
**THEN IF C0038 is 1, GOTO Section D**  
**THEN IF C0039 is 1, GOTO Section E**  
**THEN IF C0040 is 1, GOTO Section F**  
**THEN IF C0041 is 1, GOTO Section G**  
**THEN IF C0042 is 1, GOTO Section H**  
**THEN GOTO Section H**

**B.9** Why did your business not seek external financing in 2011?<sup>0046</sup>  
(Select one only.)

- 1) Financing not needed
- 2) Thought the request would be turned down
- 3) Applying for financing is too difficult or time consuming
- 4) Cost of financing is too high
- 5) Other
- 8) Refused
- 9) Don't know

**GOTO Section H**

## **C. DEBT FINANCING**

**C.1** For your business' largest request for debt financing in 2011, what was the dollar amount requested?

(**PROMPT:** Your largest request in 2011 is the one with the largest monetary value.)

(**PROMPT:** Debt financing includes term loans, mortgages, lines of credit and credit cards. Please provide your best estimate.)

\$ \_\_\_\_\_<sup>0047</sup>

999999999998) Refused

999999999999) Don't know

**C.2** What was the intended use for the debt financing that was requested?  
(**MARK ALL THAT APPLY.** For each option, Yes = 1 and No = 3)

- a) Land and buildings<sup>0048</sup>
- b) Vehicles/rolling stock<sup>0049</sup>
- c) Computer hardware or software<sup>0050</sup>
- d) Other machinery or equipment<sup>0051</sup>
- e) Working capital/operating capital such as inventory or paying suppliers<sup>0052</sup>
- f) Research and development<sup>0053</sup>
- g) Debt consolidations<sup>0054</sup>
- h) To enter a new market<sup>0055</sup>
- i) Other purpose<sup>0056</sup>

8 = Refused

9 = Don't know

**C.3** What was the outcome of this debt financing request?<sup>0057</sup>

*(Select one only.)*

- 1) The full amount was authorized → GOTO C.5
- 2) A partial amount was authorized: \$\_\_\_\_\_<sup>0058</sup> → GOTO C.5
- 3) Request was rejected → GOTO C.4
- 4) Request is still under review → End of Section C
- 5) Request was withdrawn → End of Section C
- 8) Refused → End of Section C
- 9) Don't know → End of Section C

For C0058, 999999999998 = Refused and 999999999999 = Don't know

**C.4** What reasons were given by the credit provider for turning down the request for debt financing?

*(MARK ALL THAT APPLY. For each option, Yes = 1 and No = 3)*

- a) Insufficient sales or cash-flow<sup>0059</sup>
- b) Insufficient collateral<sup>0060</sup>
- c) Poor or lack of credit experience or history<sup>0061</sup>
- d) Project was considered too risky<sup>0062</sup>
- e) Business operates in an unstable industry<sup>0063</sup>
- f) Other<sup>0064</sup>
- g) No reason given by credit provider<sup>0065</sup>

8 = Refused

9 = Don't know

**GO TO End of Section C**

**C.5** What was the annual interest rate on this debt financing?



\_\_\_\_\_ %<sup>0066</sup> OR \_\_\_\_\_ % + PRIME<sup>0067</sup>

99.98) Refused

99.99) Don't know

IF C0034 = 1 or C0035 = 1 → GOTO C.6, Else GOTO C.7

**C.6** What was the length of term of this debt financing (in months)?

\_\_\_\_\_ months<sup>0068</sup>

998= Refused

999=Don't know

**C.7** What collateral was your business asked to provide to obtain this new debt financing in 2011?

*(MARK ALL THAT APPLY. For each option, Yes =1 and No = 3)*

a) Business Asset (including land, buildings, materials and equipment, inventories, accounts receivable, financial assets)<sup>0069</sup>

b) Personal Assets<sup>0070</sup>

c) Patents, trade-marks or other types of intellectual property<sup>0071</sup>

*(PROMPT: Other types of intellectual property protections include industrial designs, trade secrets and non-disclosure agreements)*

d) Other<sup>0072</sup>

8 = Refused

9 = Don't know

## D. LEASE FINANCING

**D.1** For your business' largest request for lease financing in 2011, what was the total value of the lease requested?

*(PROMPT: Your largest request in 2011 is the one with the largest monetary value.)*

*(PROMPT: Please provide your best estimate)*

\$ \_\_\_\_\_<sup>0073</sup>

99999999998) Refused

99999999999) Don't know

**D.2** What type of asset did your business intend to acquire through this lease?<sup>0074</sup>

*(Select one only.)*

1) Business or office space

- 2) Vehicles
- 3) Computer hardware or software
- 4) Other machinery and equipment
- 5) Other
- 8) Refused
- 9) Don't know

**D.3** What was the outcome of this lease financing request? <sup>0075</sup>  
(Select one only.)

- 1) The full amount was authorized
- 2) A partial amount was authorized: \$ \_\_\_\_\_ <sup>0076</sup>
- 3) Request was rejected
- 4) Request is still under review
- 5) Request was withdrawn
- 8) Refused
- 9) Don't know

For C0076, 999999999998 = Refused and 999999999999 = Don't know

## **E. TRADE CREDIT FINANCING**

**E.1** What was the outcome of your business' largest request for trade credit financing in 2011? <sup>0077</sup>

*(PROMPT: Your largest request in 2011 is the one with the largest monetary value.)*

*(PROMPT: A trade credit involves purchasing goods or services from suppliers on account and paying the supplier at a later date. Trade credit debt is reported as "accounts payable" on your Financial Statements.)*

*(Select one only.)*

- 1) A trade credit was provided → GOTO E.2
- 2) Request was rejected → End of Section E
- 3) Request is still under review → End of Section E
- 4) Request was withdrawn → End of Section E
- 8) Refused → End of Section E
- 9) Don't know → End of Section E

**E.2** Please indicate the value of the trade credit provided.

*(PROMPT: Please provide your best estimate.)*

\$ \_\_\_\_\_ <sup>0078</sup>

- 999999999998) Refused
- 999999999999) Don't know

## F. EQUITY FINANCING

**F.1** What was the outcome of your business' largest request for equity financing in 2011? <sup>0079</sup>

*(PROMPT: Your largest request in 2011 is the one with the largest monetary value.)*

*(Select one only.)*

- 1) The full amount was provided
- 2) A partial amount was provided
- 3) Request was rejected
- 4) Request is still under review
- 5) Request was withdrawn
- 8) Refused
- 9) Don't know

**F.2** Please indicate the value of equity provided.

*(PROMPT: Please provide your best estimate.)*

\$ \_\_\_\_\_ <sup>0080</sup>

99999999998) Refused

99999999999) Don't know

## G. GOVERNMENT FINANCING

**G.1** What was the outcome of your business' largest request for government financing in 2011? <sup>0081</sup>

*(PROMPT: Your largest request in 2011 is the one with the largest monetary value.)*

*(PROMPT: Government financing includes direct loans, loan guarantees, grants, subsidies, and non-repayable contributions and equity from government or government lending institutions.)*

- 1) Government financing was provided → GOTO G.2
- 2) Request was rejected → End of Section G
- 3) Request is still under review → End of Section G
- 4) Request was withdrawn → End of Section G
- 8) Refused → End of Section G
- 9) Don't know → End of Section G

**G.2** Please indicate the value of the government financing provided.

*(PROMPT: Please provide your best estimate.)*

\$ \_\_\_\_\_<sup>0082</sup>  
99999999998) Refused  
99999999999) Don't know

## H. GENERAL BUSINESS INFORMATION

*These next questions ask about your business operations and activities your business is engaged in.*

**H.1** What was the value of the following business financial figures in 2011?  
(**PROMPT:** Please provide your best estimate.)

- a) Total business sales or total revenues \$ \_\_\_\_\_<sup>0083</sup>
- b) Profit/net income, before taxes \$ \_\_\_\_\_<sup>0084</sup>
- c) Total Assets \$ \_\_\_\_\_<sup>0085</sup>  
(**PROMPT:** What is the approximate total value of buildings, machinery, inventories, deposits and accounts receivable?)
- d) Total Liabilities \$ \_\_\_\_\_<sup>0086</sup>  
(**PROMPT:** What is the approximate total amount of all short-term debt, long-term debt and accounts payable that your business owes to its creditors?)
- e) Research and development expenditures \$ \_\_\_\_\_<sup>0087</sup>
- f) New information and communication technology expenditures (computers, communication and software) \$ \_\_\_\_\_<sup>0088</sup>
- g) New machinery and equipment expenditures \$ \_\_\_\_\_<sup>0089</sup>
- h) Expenditures on education and training for employees, \$ \_\_\_\_\_<sup>0090</sup>

99999999998 = Refused  
99999999999 = Don't know

**H.2** Over the last three years, what was the **average yearly growth** of your business' sales or total revenues? <sup>0091</sup>

(*Select one only.*)

- 1) Less than 0% (negative sales growth)
- 2) 0% (no growth)
- 3) Between 1% and 10% per year
- 4) Between 11% and 20% per year
- 5) 20% or more per year
- 8) Refused
- 9) Don't know

**H.3** In the next three years, what is the expected **average yearly growth** of your business' sales or total revenues? <sup>0092</sup>  
(*Select one only.*)

- 1) Less than 0% (scale back)
- 2) 0% (no growth)
- 3) Between 1% and 10% per year
- 4) Between 11% and 20% per year
- 5) 20% or more per year
- 6) Not applicable (business will not exist)
- 7) Business cannot provide this information
- 8) Refused
- 9) Don't know

**H.4** Which of the following obstacles *external* to your business are serious problems for the growth of your company?  
(*Mark all that apply. For each option, Yes = 1 and 3 = No*)

- a) Shortage of labour <sup>0093</sup>
- b) Fluctuations in demand for your products or services <sup>0094</sup>
- c) Obtaining financing <sup>0095</sup>
- d) Government regulations <sup>0096</sup> (please specify: \_\_\_\_\_ <sup>0097</sup>)
- e) Rising cost of inputs <sup>0098</sup>
- f) Increasing competition <sup>0099</sup>
- g) Other <sup>0100</sup>

8 = Refused  
9 = Don't know

**H.5** Which of the following obstacles *internal* to your business are serious problems for the growth of your company?  
(*Mark all that apply. For each option, Yes = 1 and 3 = No*)

- a) managing debt level <sup>0101</sup>
- b) maintaining sufficient cash flow <sup>0102</sup>
- c) lack of monitoring of your business operations to make improvements <sup>0103</sup>  
(**PROMPT:** *information on business operation could be about your production of goods and services, client satisfaction, employee performance, financial performance, etc*)
- d) lack of knowledge about competitors or market trends <sup>0104</sup>
- e) devoting too much time to day-to-day operations <sup>0105</sup>
- f) recruiting and retaining employees <sup>0106</sup>
- g) other <sup>0107</sup>

8 = Refused  
9 = Don't know

**H.6** In 2011, what percentage of your total sales was made:  
(**PROMPT:** Please provide your best estimate.)

- a) Within your local municipality or region \_\_\_\_\_% <sup>0108</sup>  
(**PROMPT:** Include all sales made within 80 km of your business)
- b) Outside of your local municipality or region but within your province or territory \_\_\_\_\_% <sup>0109</sup>
- c) Rest of Canada \_\_\_\_\_% <sup>0110</sup>
- d) Outside of Canada (export sales) \_\_\_\_\_% <sup>0111</sup>

**IF C0111 > 0% GOTO H.7 ELSE GOTO H.9**

998 = Refused  
999 = Don't know

**H.7** In 2011, did your business export:  
(Mark all that apply. For each option, Yes = 1 and 3 = No)

- a) Goods? <sup>0112</sup>
- b) Services? <sup>0113</sup>

8 = Refused  
9 = Don't know

**H.8** In 2011, what percentage of your business' total exports was made to:  
(**PROMPT:** Please provide your best estimate.)

- a) The United States \_\_\_\_\_% <sup>0114</sup>
- b) Latin America \_\_\_\_\_% <sup>0115</sup>  
(**PROMPT:** Latin America includes Mexico, Central and South America and the Caribbean.)
- c) Europe \_\_\_\_\_% <sup>0116</sup>
- d) China \_\_\_\_\_% <sup>0117</sup>
- e) Other Asia \_\_\_\_\_% <sup>0118</sup>
- f) Other \_\_\_\_\_% <sup>0119</sup>

998 = Refused  
999 = Don't know

**H.9** In 2011, did your business...  
(Mark all that apply. For each option, Yes = 1 and No = 3)

- a) Import goods or services from outside Canada? <sup>0120</sup>

- b) Outsource (contract out) any business activities from Canada to another country? <sup>0121</sup>
- c) Sell goods to a business in Canada that used them as an intermediate input in the production of another good that was then exported? <sup>0122</sup>
- d) Engage in foreign direct investments? <sup>0123</sup>  
(**PROMPT:** Full or partial ownership voting stock of a foreign enterprise.)
- e) Relocate business activities in support of its operations outside of Canada (i.e. keeping the activity within your business but outside Canada)? <sup>0124</sup>
- f) Engage in other international business activities? <sup>0125</sup>

8 = Refused  
9 = Don't know

**If C0123 = "1", → Go To H.10**  
**Else → Go To H.11**

**H.10** Which of the following sources did your business use to finance its foreign investment?  
(Mark all that apply. For each option, Yes = 1 and No = 3)

- a) Financing from Canadian financial institutions <sup>0126</sup>
- b) Financing from non-Canadian financial institutions <sup>0127</sup>
- c) Financing from Canadian governmental lending agencies or Canadian governmental grants <sup>0128</sup>
- d) Financing from non-Canadian governmental lending agencies or non-Canadian governmental grants <sup>0129</sup>
- e) Private equity <sup>0130</sup>
- f) Internal company resources (e.g., intercompany loans, cash-flow and retained earnings) <sup>0131</sup>
- g) Other <sup>0132</sup>

8 = Refused  
9 = Don't Know

**H.11** In the next 3 years, does your business intend to expand sales to new markets within...  
(Mark all that apply. For each option, Yes = 1 and No = 3)

- a) The United States <sup>0133</sup>
- b) Latin America <sup>0134</sup>  
(**PROMPT:** Latin America includes Mexico, Central and South America and the Caribbean.)
- c) Europe <sup>0135</sup>
- d) China <sup>0136</sup>
- e) Other Asian countries <sup>0137</sup>
- f) Other <sup>0138</sup>

8 = Refused  
9 = Don't Know

## I. OWNER INFORMATION

*This next section will gather information about the majority owner or general manager of your business. This should be the person primarily responsible for making decisions about your business.*

- I.1** What is the age of the majority owner or general manager of your business?  
(**PROMPT:** *In the case of equal partnership, please report the average age of the partners.*)

\_\_\_\_\_ years<sup>0139</sup>

998) Refused

999) Don't know

- I.2** What is the highest level of education attained by the majority owner or general manager of your business?<sup>0140</sup>  
(*Select one only.*)

- 1) Less than high school diploma
- 2) High school diploma
- 3) A college/cegep/trade school diploma
- 4) A bachelor's degree
- 5) A master's degree or above
- 8) Refused
- 9) Don't know

- I.3** How many years of experience does the majority owner or general manager have in owning or managing a business?

(*Note: if the respondent says less than 6 months, put 0*)

(**PROMPT:** *Include experience managing any business, not just this one.*)

\_\_\_\_\_ years<sup>0141</sup>

998) Refused

999) Don't know

- I.4** Was the majority owner or general manager born...<sup>0142</sup>

1) In Canada? → **GOTO I.6**

3) Outside of Canada? (Please specify \_\_\_\_\_ ) → **GOTO I.5**

8) Refused → **GOTO I.6**

9) Don't know → **GOTO I.6**



I.5 How many years has the majority owner or general manager resided in Canada?

0143

998) Refused

999) Don't know

I.6 What is the language that the majority owner or general manager first learned at home and still understands today? 0144

(Select one only.)

1) English

2) French

3) Other

8) Refused

9) Don't know

I.7 Is the majority ownership of your business held by...  
(Mark all that apply. For each option, Yes = 1 and No = 3)

a) an aboriginal person 0145

(**PROMPT:** Aboriginal persons refer to those persons who identify with at least one Aboriginal group, (i.e. North American Indian, Métis or Inuit).

**PROMPT:** "North American Indians" are those who are a Treaty Indian or a Registered Indian as defined by the Indian Act of Canada and/or who are members of an Indian Band or First Nation.)

b) Persons who are from a visible minority group (other than aboriginal) 0146

(**PROMPT:** Visible minority groups include someone, other than an Aboriginal person, who is non-white in colour/race, regardless of place of birth. For example, Black, Chinese, Japanese, Korean, South Asian/East Indian, Southern Asian, non-white West Asian, North African or Arab, non-white Latin American, persons of mixed origin (with one parent in one of the visible minority groups in this list), or other visible minority group).

8 = Refused

9 = Don't know

I.8 What percentage of your business is owned by women?

\_\_\_\_\_ % 0147

998) Refused

999) Don't know

IF C0001 = 1 THEN GOTO Section L

## J. TECHNICAL AND NON-TECHNICAL INNOVATION

**J.1** In the last three years has your business developed or introduced:  
(Mark all that apply. For each option, Yes = 1 and No = 3)

- a) A new or significantly improved good or service<sup>0148</sup>  
(**PROMPT:** This may be a new or significantly improved good or service with respect to its capabilities, user friendliness, components or sub-systems. It must be new to your business but it does not need to be new to your market.)
- b) A new or significantly improved production process or method<sup>0149</sup>  
(**PROMPT:** This may be a new or significantly improved production process, distribution method or support activity for your goods and services. It must be new to your business but it does not need to be new to your market.)
- c) A new organizational method in your business practices, workplace organization or external relations<sup>0150</sup>  
(**PROMPT:** It must be a result of strategic decision taken by management. Exclude mergers or acquisitions, even if for the first time.)
- d) A new way of selling your goods or services<sup>0151</sup>  
(**PROMPT:** This requires significant changes in product design or packaging, product placement, product promoting or pricing. Exclude seasonal, regular and other routine changes in marketing methods.)

8 = Refused  
9 = Don't know

**If ALL options in J.1 = "3", → Go to J.2**  
**Else → Go to J.3**

**J.2** What was the main reason your business did **not** develop or introduce any new or significantly improved product, process, organizational or marketing innovations in the last three years?<sup>0152</sup>  
(Select one only.)

- 1) Innovations were carried out prior to 2009
- 2) Market doesn't require new products/processes
- 3) Lack of funds to carry out innovation projects
- 4) Lack of trained staff to carry out innovation projects
- 5) Business doesn't need to innovate/innovation is not part of business plan
- 6) Other reason
- 8) Refused
- 9) Don't know

→ **Go to Section K**

**J.3** What was the result of developing or introducing this/these innovation(s)?  
(Mark all that apply. For each option, Yes = 1 and No = 3)

- a) Increased sales<sup>0153</sup>
- b) Decreased costs<sup>0154</sup>
- c) Captured a larger share of the existing market<sup>0155</sup>
- d) Entered into a new market<sup>0156</sup>
- e) Results have not yet been realized<sup>0157</sup>
- f) Other<sup>0158</sup>
- g) No result<sup>0159</sup>

8 = Refused

9 = Don't know → **Go to Section K**

## **K. INTELLECTUAL PROPERTY**

**K.1** As of December 2011, did your business hold any...  
(Mark all that apply. For each option, Yes = 1 and No = 3)

- a) Registered trade-marks<sup>0160</sup>  
(**PROMPT:** A trade-mark is any combination of words, designs, numbers, or shapes used to distinguish the goods or services of one organization from those of others. Include registered trade-marks, enterprise and all company names (if trade-marked), enterprise logos and product logos (if trade-marked). Exclude domain names (websites).)
- b) Patents<sup>0161</sup>  
(**PROMPT:** A patent is a set of rights granted to an inventor for a limited period of time in exchange for a public disclosure of that invention. Include patents originated with previous owners, patents licensed to others, patents purchased directly by your business or obtained through mergers and acquisitions.)
- c) Registered industrial designs<sup>0162</sup>  
(**PROMPT:** Industrial designs are any combination of the visual features of shape, configuration, pattern or ornament applied to a finished article made by hand, tool or machine. Also known as design patents in the U.S.)
- d) Trade secrets<sup>0163</sup>  
(**PROMPT:** Trade secrets are information that is secret or not generally known in the relevant industry and that gives its owner an advantage over competitors.)
- e) Non-disclosure agreements<sup>0164</sup>  
(**PROMPT:** A non-disclosure agreement is a legal contract between at least two parties that outline confidential material, knowledge, or information that the parties wish to share with one another for certain purposes, but wish to restrict access to by third parties.)
- f) Any other type of intellectual property protection,<sup>0165</sup>  
please specify: \_\_\_\_\_<sup>0166</sup>

8 = Refused

9 = Don't know

**If C0160 = 3 AND C0161 = 3 AND C0162 = 3 AND C0163 = 3 AND C0164 = 3 AND C0165 = 3 GOTO K.4  
ELSE GOTO K.2**

**K.2** As of December 2011, in which of the following countries or regions did your business hold patents, trade-marks or other types of intellectual property protections?

*(PROMPT: Other types of intellectual property protections include industrial designs, trade secrets and non-disclosure agreements.)*

*(Mark all that apply. For each option, Yes = 1 and No = 3)*

- a) Canada<sup>0167</sup>
- b) United States<sup>0168</sup>
- c) Europe<sup>0169</sup>
- d) Other,<sup>0170</sup> please specify: \_\_\_\_\_<sup>0171</sup>

8 = Refused

9 = Don't know

**K.3** Why did your business decide to hold patents, trade-marks or other types of intellectual property protections?

*(PROMPT: Other types of intellectual property protections include industrial designs, trade secrets and non-disclosure agreements.)*

*(Mark all that apply. For each option, Yes = 1 and No = 3)*

- a) Prevent your new product(s) or service(s) from being copied<sup>0172</sup>
- b) Improve chances of securing financing<sup>0173</sup>
- c) Enhance business reputation or product image<sup>0174</sup>
- d) Prevent legal action against your business related to patents or other intellectual property protections<sup>0175</sup>
- e) Obtain licensing revenues<sup>0176</sup>
- f) Other,<sup>0177</sup> please specify: \_\_\_\_\_<sup>0178</sup>

8 = Refused

9 = Don't know

**GOTO K.5**

**K.4** Why did your business decide not to seek any patents, trade-marks or other types of intellectual property protections?

*(PROMPT: Other types of intellectual property protections include industrial designs, trade secrets and non-disclosure agreements.)*

*(Mark all that apply. For each option, Yes = 1 and No = 3)*

- a) No need / not relevant for your business<sup>0179</sup>
- b) Unaware of relevant IP type<sup>0180</sup>
- c) Concerns regarding disclosure<sup>0181</sup>
- d) Cost of application<sup>0182</sup>
- e) Cost of enforcement or litigation<sup>0183</sup>
- f) Complexity of application process<sup>0184</sup>
- g) Uncertain commercialization prospects<sup>0185</sup>
- h) Other<sup>0186</sup>

8 = Refused  
9 = Don't know

## GOTO K.6

**K.5** In the last three years, did your business...  
(Mark all that apply. For each option, Yes = 1 and No = 3)

- a) ...sell or license out any patents, trade-marks or other types of intellectual property to other businesses?<sup>0187</sup>  
(**PROMPT:** Other types of intellectual property protections include industrial designs, trade secrets and non-disclosure agreements.)
- b) ...buy or license in any patents, trade-marks or other types of intellectual property from other businesses?<sup>0188</sup>  
(**PROMPT:** Other types of intellectual property protections include industrial designs, trade secrets and non-disclosure agreements.)

**K.6** Has your business ever sought external advice on patents, trade-marks or other types of intellectual property?<sup>0189</sup>  
(**PROMPT:** Other types of intellectual property protections include industrial designs, trade secrets and non-disclosure agreements.)

- 1) Yes → **GOTO K.7**
- 3) No → **GOTO K.8**
- 8) Refused → **GOTO K.8**
- 9) Don't know → **GOTO K.8**

**K.7** Please indicate from which of the following sources your business has sought external advice on patents, trade-marks or other types of intellectual property:  
(**PROMPT:** Other types of intellectual property protections include industrial designs, trade secrets and non-disclosure agreements.)  
(Mark all that apply. For each option, Yes = 1 and No = 3)

- a) Canadian Intellectual Property Office<sup>0190</sup>
- b) Legal professional, other than intellectual property specialist<sup>0191</sup>
- c) Intellectual property specialist<sup>0192</sup>

- d) Accountant<sup>0193</sup>
- e) Business association<sup>0194</sup>
- f) Colleague or friend<sup>0195</sup>
- g) Internet search<sup>0196</sup>
- h) Other<sup>0197</sup>

8 = Refused  
9 = Don't know

**K.8** Does your business have a formal strategy for protecting your patents, trademarks or other types of intellectual property (either separate from or part of your overall business plan)?<sup>0198</sup>  
*(PROMPT: Other types of intellectual property protections include industrial designs, trade secrets and non-disclosure agreements.)*

- 1) Yes
- 3) No
- 8) Refused
- 9) Don't know

**K.9** Has your business ever used or searched patent, trade-mark or other intellectual property databases?<sup>0199</sup>  
*(PROMPT: Other types of intellectual property protections include industrial designs, trade secrets and non-disclosure agreements.)*  
*(PROMPT: Examples of intellectual property databases include the US Patent & Trademark Office's patent database and European Patent Office's Espacenet.)*

- 1) Yes → **GOTO K.10**
- 3) No → **End of Section K**
- 8) Refused → **End of Section K**
- 9) Don't know → **End of Section K**

**K.10** For which purpose has your business used or searched patent, trade-mark or other intellectual property databases?  
*(PROMPT: Other types of intellectual property protections include industrial designs, trade secrets and non-disclosure agreements.)*  
*(PROMPT: Examples of intellectual property databases include the US Patent & Trademark Office's patent database and European Patent Office's Espacenet.)*  
*(Mark all that apply. For each option, Yes = 1 and No = 3)*

- a) Gain competitive advantage<sup>0200</sup>
- b) Avoid infringement<sup>0201</sup>
- c) Ensure freedom to operate<sup>0202</sup>
- d) Assess patentability of ideas<sup>0203</sup>
- e) Identify potential partners<sup>0204</sup>

8 = Refused  
9 = Don't know

## **L. CONCLUSION TEXT**

**IF Province = QC GO TO L.2, ELSE GO TO L.1**

**L.1** To avoid duplication, Statistics Canada has entered into an agreement, under Section 12 of the Statistics Act, to share with Industry Canada information from this survey. Industry Canada has undertaken to keep this information confidential. Do you agree to share your information with Industry Canada? <sup>0205</sup>

1 = Yes  
3 = No

**GOTO END**

**L.2** To avoid duplication, Statistics Canada has entered into an agreement, under Section 12 of the Statistics Act, to share with the Institut de la statistique du Québec and Industry Canada information from this survey. The Institut de la statistique du Québec and Industry Canada have undertaken to keep this information confidential. Do you agree to share your information with the Institut de la statistique du Québec and Industry Canada? <sup>0206</sup>

1 = Yes  
3 = No

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Thank you for taking your time to participate in this survey.

Please note any comments you have regarding this questionnaire:

0207