



2007 MICRO BUSINESS TRENDS:

A Syndicated Study Prospectus



Small Business Is Big Business...

to those companies that are able to successfully meet the needs of this diverse market sector.

The *2007 Small Business Trends: Financial Services* syndicated study talks to the owners of Canadian businesses with fewer than 10 full-time equivalent employees.

The *2007 Small Business Trends: Financial Services* syndicated study is designed to serve the needs of financial institutions, such as banks and credit unions, credit card companies, insurance companies, and their partners.

This study will provide subscribers with essential, actionable information about the key factors for attracting new small business clients, as well as keeping and expanding business with current ones. It will tell you what financial products and services small business owners are using now and what they think they'll need in the near future.

This study will also provide you with insight into small business' use of the internet to generate and do business.

Report Content

All respondents will be asked for their impressions of each subscribing organization. In addition, they will be asked for their impressions of their main financial/credit card/insurance provider and of other key providers in Canada.

In each of the three modules there will be a

- Profile of Small Businesses in Canada. What type of business are they? How many employees do they have? Are they planning to expand? What's their annual revenue? What's the owners' age, education, household income, etc.?

- Communications. Where do small businesses currently get information on the area covered in the module? What sources do they trust? And through what means do they prefer to get information (in person, or through other methods such as the email, direct mail, flyers, advertising inserts, etc.)?

Financial Institutions Module coverage:

- What are small business owners' impressions of the leading financial institutions in Canada?
- What are their key considerations in selecting their primary financial institution?
- How many small business owners are likely to switch their main financial institution in next 6 months? Why are they likely to do so?
- What services do small businesses want from their financial institutions?
- Credit Cards.
- What payment methods do small business owners usually use?
- Which credit cards do they accept from their clients?
- What impressions do small business owners have of the top credit cards used in Canada?
- How many small businesses owners are likely to switch their main credit card in next 6 months? Why are they likely to switch?

Insurance.

- What types of insurance do small business owners have?
- What insurance companies do they use?
- How satisfied are small business owners with the companies they use?

All subscribers have an opportunity to provide input into the core questionnaire.



Telecommunications & Internet coverage:

All respondents will be asked for their impressions of each subscribing organization. In addition, they will be asked for their impressions of their main telephone and internet providers and of other key providers in Canada.

Usage

- What telephony and internet services and devices do these businesses use?
- How many of them do they own?

Providers and Impressions

- What companies do these businesses use for their various telephony and internet needs?
- What were their key considerations in selecting their primary providers for various types of services?
- What are their impressions of your organization and of your competitors?

Factors in Changing Providers.

- How many of these businesses are likely to switch their main ISP in the next 6 months?
- Why would they do that?
- What services do they want from their telephony and ISP providers that they are not currently receiving?

Business Equipment and Services coverage:

Business Equipment

- What business equipment do small businesses currently have in their offices (desk top computers, laptops, photocopiers, fax, etc.)? Where do they purchase this equipment?
- What supplies to they tend to seek out and where do they get them?
- What are small business owners' impressions of your organization and of your competitors?
- What are their key considerations in selecting their primary business equipment and supplies providers?
- How many are likely to switch their main provider in the next 6 months? Why?
- What do they want from their providers that they don't get now?

Business Services

- What services do they currently use (e.g. post, courier, package delivery, retail outlets, internet, etc.)?
- What are these owners' impressions of your organization and your competitors? What are their impressions of other leading business service providers?
- What are their key considerations in selecting their business services providers?
- How many are likely to switch their main services providers in the next 6 months? Why?
- What do they want from you that they are not getting now?

Subscribers to any one of the modules above may also purchase either or both of the others. For more information about the content of each module, please contact the Project Director.

Subscribers Receive:

- **A Comprehensive Report** (in PowerPoint) of the research findings from the core questionnaire, as well as from any proprietary questions or booster sample that your organization has purchased.
- **Detailed Data Tables**
- **Customized In-Person Presentation** of the findings with specific attention to your organization and business sector (travel costs outside the GTA are extra).

Costs

Core Subscription: \$15,500 plus GST.

Additional modules: \$4,500 plus GST each.

Proprietary Questions (available on a 'first-come, first served' basis)

- Close-ended: \$1,500 plus GST.
- Open-ended: \$2,400 plus GST.

The Value Of A Syndicated Study

A syndicated study is to research what a car pool is to commuters – a shared vehicle with shared costs. In the **2007 Small Business Trends: Financial Services** study, the cost of interviewing for the core questionnaire is shared with all subscribers. Thus, the price to each subscriber is only a fraction of what it would be if a custom research study were done just for you.



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Custom, Proprietary Questions

Subscribers may add their own questions at an additional cost. Results will be provided to you only on a strictly confidential basis.

Custom Booster Samples

Need to dig deeper into a particular market segment? Subscribers also may add a booster sample, such as your key clients, or small business owners in a particular sector, or in the start up stage, or in just one region, etc. Please call the Project Director for possibilities and pricing.

Survey Methodology

Ipsos will conduct a national, random sample survey of 1,500 owners of businesses with fewer than 10 employees, including sole proprietorships. The survey will take approximately 20 minutes to complete and will be conducted online. All respondents will be drawn from The Ipsos Online Research Panel. With a sample of this size, overall results are considered accurate within 2.5 percentage points, 19 times out of 20, of what they would have been if all small businesses had been surveyed.

Schedule (2007)*

Subscriber Consultation: ongoing 'til August 20, 2007

Proprietary Questions Due: August 31, 2007

Interviewing: September-October, 2007

Detailed Report: November 2007

*The study will proceed only if there are enough subscribers

Contact Information

For more information on how Ipsos Reid can meet your research needs, please contact

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About Ipsos

Ipsos Reid is Canada's market intelligence leader and the country's leading provider of public opinion research. With operations in eight cities, Ipsos Reid employs more than 300 researcher professionals and support staff in Canada. The company has the biggest network of telephone call centres in Canada, as well as the largest pre-recruited household and online panels. Ipsos Reid's Canadian marketing research and public affairs practices are staffed with seasoned research consultants with extensive industry-specific backgrounds, offering the premier suite of research vehicles in Canada—including the *Ipsos Trend Report*, the leading source of public opinion in the country—all of which provide clients with actionable and relevant information. Ipsos Reid is an Ipsos company, a leading global survey-based market research group. To learn more, visit www.@ipsos.ca.

To order, please fax back the following form to 416-324-2865



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Order Options

2007 Small Business Trends: Business Equipment & Services

To subscribe, please fax this completed form to **Gail Cowling** 416-324-2865

Name: _____
Company: _____
Mailing address: _____

Telephone: _____
Email: _____

Pricing: First Module (\$15,500 plus GST), Second Module (add \$4,500 plus GST), Third Module (add \$4,500 plus GST)

Business Equipment & Services Report

Telecommunications & Internet Module

Financial Services Module

About this syndicated study:

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APPROVAL SIGNATURE: (Acknowledgement and approval signature please)
