

Stress is up, way up while E-commerce continues to slide

BURLINGTON April 8, 2006 - Stress is on the mind of Canadian pollsters and its coverage continues to grow, according to the Stats Link Canada Index. As of the first quarter of 2006 work-life balance was one of the most popular research topics. Among publicly released polls and surveys coverage of the issue has tripled since the beginning of 2003.

The Stats Link Canada Index is a measurement of publicly released Canadians polls and surveys. It is compiled using a variety of leading Canadian media and government outlets and is based on the Stats Link Canada source lists.

Stats Link Canada (statslinkcanada.com) is an easily accessible online resource of more than 13,000 free / low cost references. It provides entrepreneurs with an easy and economical way to source secondary market and industry data. It is designed as a research tool for Canadian entrepreneurs and researchers with limited budgets who are trying to locate current Canadian statistics. The database is updated on a daily basis.

Not all topics however have experienced growth. As John White, principle of GDSourcing.com points out, "The subjects explored by polls and surveys are very much dictated by public and business interest. At one time e-commerce was a novelty and so the desire for information and insight was vigorous. Since 2003 however, coverage has slipped by a third.

"Surveys certainly still exist on Internet shopping but they now tend to be concentrated in the fourth quarter and related to holiday shopping habits. As our understanding of the Internet matures research is focusing on other areas such as on-line banking, blogs and phishing.

The Stats Link Canada Index tracks major industry sectors but can also be used to trace individual subject headings such as work-life balance and e-commerce.

For more information and a free trial of the source lists, please visit www.statslinkcanada.com

About GDSourcing.com

GDSourcing.com has been provided Canadian entrepreneurs with online research assistance since 1997. Resources include the Site Summary Directory (web sites providing free Canadian data), Canadian Industry Profiles (small business benchmarks), Canadian Market Estimates (household spending profiles), BR Newsletter (research advice and small business stats) and the new Stats Link Canada web site.

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