

Brand Identity Survey

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| | |
|--|----|
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Brand Identity Survey

TDS1. Do you own and operate a business?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I
Overlap formulae used. * small base

| | Total | GENDER | | AGE | | | EDUCATION | | | |
|-----------------------|-------|--------|--------|-------|-------|------|-----------|------|----------|-----------|
| | | Male | Female | 18-34 | 35-54 | 55+ | <HS | HS | Post Sec | Univ Grad |
| | | A | B | C | D | E | F | G | H | I |
| Base: All respondents | 1225 | 679 | 546 | 187 | 636 | 402 | 43 | 224 | 622 | 336 |
| Weighted | 1225 | 593 | 632 | 342 | 486 | 397 | 92* | 464 | 480 | 189 |
| Yes | 1225 | 593 | 632 | 342 | 486 | 397 | 92 | 464 | 480 | 189 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |

Detailed tables

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TD1. What type of business do you operate?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I
Overlap formulae used. * small base

| | Total | GENDER | | AGE | | | EDUCATION | | | |
|--|------------|-----------------|-----------------|-----------------|----------------|-----------------|-----------------|------------------|-----------------|------------------|
| | | Male | Female | 18-34 | 35-54 | 55+ | <HS | HS | Post Sec | Univ Grad |
| | | A | B | C | D | E | F | G | H | I |
| Base: All respondents | 1225 | 679 | 546 | 187 | 636 | 402 | 43 | 224 | 622 | 336 |
| Weighted | 1225 | 593 | 632 | 342 | 486 | 397 | 92* | 464 | 480 | 189 |
| Solopreneur/consultant | 212 17% | 119 20% B | 93 15% | 32 9% | 86 18% C | 95 24% CD | 12 13% | 60 13% | 86 18% | 54 29% FGH |
| Personal services (i.e. supplementary healthcare, esthetics, snow removal) | 168 14% | 55 9% | 114 18% A | 69 20% E | 74 15% E | 25 6% | 9 9% | 78 17% I | 74 15% I | 9 5% |
| Professional services (eg. Law, accounting, engineering, HR) | 142 12% | 72 12% | 70 11% | 37 11% | 45 9% | 60 15% D | 3 4% | 36 8% | 57 12% | 45 24% FGH |
| Manufacturing/Construction | 117 10% | 51 9% | 66 10% | 37 11% | 49 10% | 31 8% | 8 9% | 50 11% | 41 9% | 17 9% |
| Internet-based | 83 7% | 45 8% | 38 6% | 41 12% DE | 27 5% | 15 4% | 15 16% HI | 36 8% I | 27 6% | 5 3% |
| Retail/restaurant | 78 6% | 24 4% | 54 8% A | 26 8% | 37 8% E | 15 4% | 4 4% | 24 5% | 34 7% | 17 9% |
| Technology | 60 5% | 56 9% B | 5 1% | 21 6% | 19 4% | 21 5% | 2 2% | 11 2% | 34 7% G | 14 7% G |
| Importer/Distributor | 51 4% | 32 5% | 19 3% | 12 4% | 17 3% | 21 5% | 6 6% | 21 5% | 20 4% | 4 2% |
| Other | 314 26% | 139 23% | 176 28% | 67 20% | 133 27% | 113 29% | 34 37% I | 148 32% HI | 108 23% I | 24 13% |

Detailed tables

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TD2. What do you think of when you hear the term 'brand'?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I
Overlap formulae used. * small base

| | Total | GENDER | | AGE | | | EDUCATION | | | |
|---|------------|-----------------|------------|------------------|------------|------------|-----------|------------|------------------|------------------|
| | | Male | Female | 18-34 | 35-54 | 55+ | <HS | HS | Post Sec | Univ Grad |
| | | A | B | C | D | E | F | G | H | I |
| Base: All respondents | 1225 | 679 | 546 | 187 | 636 | 402 | 43 | 224 | 622 | 336 |
| Weighted | 1225 | 593 | 632 | 342 | 486 | 397 | 92* | 464 | 480 | 189 |
| Product/company Name | 678 55% | 320 54% | 357 57% | 203 59% | 259 53% | 215 54% | 54 59% | 273 59% | 259 54% | 92 49% |
| Logo | 361 29% | 169 29% | 192 30% | 145 42% DE | 121 25% | 95 24% | 34 37% | 131 28% | 137 28% | 59 31% |
| Company's product(s) | 349 28% | 185 31% | 164 26% | 87 25% | 143 29% | 118 30% | 23 25% | 121 26% | 151 31% | 54 29% |
| My company's image | 259 21% | 147 25% B | 112 18% | 80 23% | 110 23% | 68 17% | 6 6% | 64 14% | 115 24% FG | 74 39% FGH |
| Marketing materials (brochures, flyers, etc.) | 116 9% | 63 11% | 53 8% | 49 14% D | 34 7% | 33 8% | 8 9% | 30 7% | 49 10% | 28 15% GH |
| Web site | 66 5% | 46 8% B | 20 3% | 31 9% D | 18 4% | 17 4% | 8 9% | 15 3% | 28 6% | 15 8% G |
| Mission statement | 39 3% | 28 5% B | 11 2% | 21 6% D | 8 2% | 9 2% | 0 - | 17 4% | 13 3% | 9 5% |
| None of the above | 41 3% | 17 3% | 25 4% | 19 6% D | 10 2% | 12 3% | 3 3% | 18 4% | 17 3% | 4 2% |

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TD3. Thinking about branding, how much of a priority is developing your brand to your business?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I
Overlap formulae used. * small base

| | Total | GENDER | | AGE | | | EDUCATION | | | |
|---|------------|------------|------------|------------------|-----------------|-----------------|-----------|------------|------------|------------|
| | | Male | Female | 18-34 | 35-54 | 55+ | <HS | HS | Post Sec | Univ Grad |
| | | A | B | C | D | E | F | G | H | I |
| Base: All respondents | 1225 | 679 | 546 | 187 | 636 | 402 | 43 | 224 | 622 | 336 |
| Weighted | 1225 | 593 | 632 | 342 | 486 | 397 | 92* | 464 | 480 | 189 |
| Very high priority | 342 28% | 168 28% | 174 27% | 109 32% | 137 28% | 95 24% | 24 26% | 127 27% | 146 30% | 45 24% |
| Somewhat high priority | 375 31% | 194 33% | 181 29% | 120 35% | 141 29% | 114 29% | 37 40% | 139 30% | 140 29% | 59 32% |
| Not much of a priority | 286 23% | 135 23% | 151 24% | 71 21% | 126 26% | 90 23% | 21 23% | 112 24% | 107 22% | 46 24% |
| Not a priority at all | 222 18% | 95 16% | 127 20% | 42 12% | 82 17% | 97 25% CD | 10 11% | 86 18% | 87 18% | 39 20% |
| Summary | | | | | | | | | | |
| Top2Box - Very/ Somewhat high priority | 717 59% | 362 61% | 355 56% | 229 67% DE | 278 57% | 209 53% | 61 66% | 266 57% | 286 59% | 104 55% |
| Low2Box - Not much/ Not a priority at all | 508 41% | 230 39% | 278 44% | 113 33% | 208 43% C | 187 47% C | 31 34% | 198 43% | 195 41% | 84 45% |

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TD4. And how satisfied would you say you are with your company's current brand?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I
Overlap formulae used. * small base

| | Total | GENDER | | AGE | | | EDUCATION | | | |
|-------------------------|-------------|------------|-----------------|------------|------------|------------|-----------|-----------------|------------|------------|
| | | Male | Female | 18-34 | 35-54 | 55+ | <HS | HS | Post Sec | Univ Grad |
| | | A | B | C | D | E | F | G | H | I |
| Base: All respondents | 1225 | 679 | 546 | 187 | 636 | 402 | 43 | 224 | 622 | 336 |
| Weighted | 1225 | 593 | 632 | 342 | 486 | 397 | 92* | 464 | 480 | 189 |
| Very satisfied | 551 45% | 229 39% | 322 51% A | 145 42% | 225 46% | 181 46% | 39 43% | 228 49% I | 212 44% | 73 38% |
| Somewhat satisfied | 573 47% | 312 53% | 261 41% B | 156 46% | 225 46% | 191 48% | 51 56% | 203 44% | 222 46% | 97 52% |
| Not very satisfied | 85 7% | 46 8% | 39 6% | 30 9% | 33 7% | 22 5% | 1 2% | 28 6% | 40 8% | 15 8% |
| Not at all satisfied | 16 1% | 5 1% | 11 2% | 10 3% | 3 1% | 2 1% | 0 - | 6 1% | 7 1% | 4 2% |
| Summary | | | | | | | | | | |
| Top2Box - Satisfied | 1124 92% | 542 91% | 582 92% | 301 88% | 450 93% | 373 94% | 90 98% | 431 93% | 433 90% | 170 90% |
| Low2Box - Not Satisfied | 101 8% | 51 9% | 50 8% | 41 12% | 36 7% | 24 6% | 1 2% | 33 7% | 47 10% | 19 10% |

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TD5_1. (Finding a good space or location) Thinking back to when you first started your business, or took over the business from someone else, please rank the following in terms of what your priorities were:

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I
Overlap formulae used. * small base

| | Total | GENDER | | AGE | | | EDUCATION | | | |
|----------------------------------|------------|------------|---------------|-----------|---------------|-----------|-----------------|----------------|----------------|----------------|
| | | Male | Female | 18-34 | 35-54 | 55+ | <HS | HS | Post Sec | Univ Grad |
| | | A | B | C | D | E | F | G | H | I |
| Base: All respondents | 1225 | 679 | 546 | 187 | 636 | 402 | 43 | 224 | 622 | 336 |
| Weighted | 1225 | 593 | 632 | 342 | 486 | 397 | 92* | 464 | 480 | 189 |
| Finding a good space or location | | | | | | | | | | |
| 1st | 80 7% | 23 4% | 57 9% A | 28 8% | 31 6% | 21 5% | 14 15% HI | 32 7% | 26 5% | 8 4% |
| 2nd | 119 10% | 54 9% | 65 10% | 30 9% | 51 10% | 39 10% | 3 4% | 62 13% I | 41 9% | 12 7% |
| 3rd | 118 10% | 68 11% | 50 8% | 25 7% | 47 10% | 46 11% | 7 7% | 41 9% | 50 10% | 20 11% |
| 4th | 115 9% | 56 10% | 59 9% | 27 8% | 48 10% | 40 10% | 6 7% | 42 9% | 44 9% | 23 12% |
| 5th | 169 14% | 79 13% | 90 14% | 61 18% | 55 11% | 54 14% | 13 14% | 59 13% | 80 17% I | 18 9% |
| 6th | 207 17% | 108 18% | 99 16% | 59 17% | 79 16% | 69 17% | 26 29% H | 78 17% | 66 14% | 37 20% H |
| 7th | 194 16% | 99 17% | 95 15% | 54 16% | 76 16% | 64 16% | 14 15% | 64 14% | 82 17% | 35 18% |
| 8th | 160 13% | 73 12% | 87 14% | 40 12% | 67 14% | 53 13% | 8 8% | 66 14% | 58 12% | 28 15% |
| 9th | 61 5% | 32 5% | 29 5% | 18 5% | 32 7% E | 12 3% | 1 1% | 20 4% | 32 7% | 8 4% |
| Summary | | | | | | | | | | |
| Mean | 5.2 | 5.4 | 5.1 | 5.2 | 5.3 | 5.2 | 5.0 | 5.1 | 5.3 | 5.5 |
| Standard Deviation | 2.3 | 2.2 | 2.3 | 2.3 | 2.3 | 2.2 | 2.2 | 2.3 | 2.2 | 2.1 |
| Standard Error | 0.1 | 0.1 | 0.1 | 0.2 | 0.1 | 0.1 | 0.3 | 0.2 | 0.1 | 0.1 |
| Median | 6.0 | 6.0 | 5.0 | 5.0 | 6.0 | 5.0 | 6.0 | 5.0 | 5.0 | 6.0 |

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TD5_2. (Ensuring I had the right technology in place) Thinking back to when you first started your business, or took over the business from someone else, please rank the following in terms of what your priorities were:

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I
Overlap formulae used. * small base

| | Total | GENDER | | AGE | | | EDUCATION | | | |
|--|------------|-----------|------------|----------------|-----------|-----------|-----------|------------------|-----------|-----------------|
| | | Male | Female | 18-34 | 35-54 | 55+ | <HS | HS | Post Sec | Univ Grad |
| | | A | B | C | D | E | F | G | H | I |
| Base: All respondents | 1225 | 679 | 546 | 187 | 636 | 402 | 43 | 224 | 622 | 336 |
| Weighted | 1225 | 593 | 632 | 342 | 486 | 397 | 92* | 464 | 480 | 189 |
| Ensuring I had the right technology in place | | | | | | | | | | |
| 1st | 80 7% | 40 7% | 40 6% | 24 7% | 24 5% | 32 8% | 1 2% | 28 6% | 39 8% | 12 6% |
| 2nd | 127 10% | 72 12% | 55 9% | 25 7% | 53 11% | 50 12% | 12 13% | 30 7% | 54 11% | 31 16% GH |
| 3rd | 192 16% | 96 16% | 97 15% | 40 12% | 87 18% | 66 17% | 11 12% | 66 14% | 82 17% | 33 17% |
| 4th | 191 16% | 98 16% | 93 15% | 54 16% | 79 16% | 59 15% | 18 20% | 67 14% | 78 16% | 28 15% |
| 5th | 213 17% | 94 16% | 119 19% | 57 17% | 88 18% | 67 17% | 19 21% | 77 17% | 80 17% | 37 19% |
| 6th | 168 14% | 70 12% | 97 15% | 49 14% | 74 15% | 45 11% | 4 5% | 85 18% FHI | 57 12% | 21 11% |
| 7th | 131 11% | 65 11% | 66 10% | 53 16% D | 41 8% | 38 9% | 17 18% | 56 12% | 42 9% | 17 9% |
| 8th | 97 8% | 47 8% | 49 8% | 30 9% | 33 7% | 33 8% | 9 10% | 37 8% | 41 9% | 9 5% |
| 9th | 25 2% | 10 2% | 15 2% | 10 3% | 8 2% | 8 2% | 0 - | 18 4% I | 6 1% | 1 1% |
| Summary | | | | | | | | | | |
| Mean | 4.6 | 4.5 | 4.7 | 4.9 DE | 4.5 | 4.5 | 4.8 | 4.9 HI | 4.4 | 4.2 |
| Standard Deviation | 2.1 | 2.1 | 2.0 | 2.1 | 2.0 | 2.1 | 1.9 | 2.1 | 2.1 | 1.9 |
| Standard Error | 0.1 | 0.1 | 0.1 | 0.2 | 0.1 | 0.1 | 0.3 | 0.1 | 0.1 | 0.1 |
| Median | 5.0 | 4.0 | 5.0 | 5.0 | 5.0 | 4.0 | 5.0 | 5.0 | 4.0 | 4.0 |

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TD5_3. (Marketing and branding) Thinking back to when you first started your business, or took over the business from someone else, please rank the following in terms of what your priorities were:

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I
Overlap formulae used. * small base

| | Total | GENDER | | AGE | | | EDUCATION | | | |
|------------------------|------------|------------|------------|-----------|-----------|-----------|-----------|-----------------|------------|-----------|
| | | Male | Female | 18-34 | 35-54 | 55+ | <HS | HS | Post Sec | Univ Grad |
| | | A | B | C | D | E | F | G | H | I |
| Base: All respondents | 1225 | 679 | 546 | 187 | 636 | 402 | 43 | 224 | 622 | 336 |
| Weighted | 1225 | 593 | 632 | 342 | 486 | 397 | 92* | 464 | 480 | 189 |
| Marketing and branding | | | | | | | | | | |
| 1st | 61 5% | 33 6% | 28 4% | 20 6% | 23 5% | 18 4% | 1 1% | 22 5% | 28 6% | 10 5% |
| 2nd | 163 13% | 76 13% | 87 14% | 60 18% | 61 12% | 42 11% | 18 19% | 57 12% | 68 14% | 20 10% |
| 3rd | 175 14% | 91 15% | 84 13% | 50 15% | 65 13% | 60 15% | 15 16% | 61 13% | 70 15% | 29 16% |
| 4th | 221 18% | 118 20% | 103 16% | 64 19% | 88 18% | 69 17% | 20 21% | 68 15% | 101 21% | 32 17% |
| 5th | 201 16% | 109 18% | 93 15% | 53 15% | 86 18% | 62 16% | 14 16% | 83 18% | 71 15% | 33 18% |
| 6th | 160 13% | 65 11% | 95 15% | 37 11% | 71 15% | 53 13% | 4 5% | 67 14% | 61 13% | 28 15% |
| 7th | 129 11% | 50 8% | 80 13% | 26 8% | 53 11% | 50 13% | 18 19% | 42 9% | 50 11% | 19 10% |
| 8th | 91 7% | 39 7% | 52 8% | 27 8% | 30 6% | 34 8% | 0 - | 53 11% FH | 26 5% | 13 7% |
| 9th | 23 2% | 12 2% | 11 2% | 5 2% | 9 2% | 9 2% | 2 2% | 12 2% | 5 1% | 5 3% |
| Summary | | | | | | | | | | |
| Mean | 4.6 | 4.4 | 4.7 | 4.3 | 4.6 | 4.8 C | 4.3 | 4.8 H | 4.4 | 4.7 |
| Standard Deviation | 2.0 | 2.0 | 2.1 | 2.1 | 2.0 | 2.0 | 1.9 | 2.1 | 2.0 | 2.0 |
| Standard Error | 0.1 | 0.1 | 0.1 | 0.2 | 0.1 | 0.1 | 0.3 | 0.1 | 0.1 | 0.1 |
| Median | 4.0 | 4.0 | 5.0 | 4.0 | 5.0 | 5.0 | 4.0 | 5.0 | 4.0 | 5.0 |

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TD5_4. (Hiring and training staff) Thinking back to when you first started your business, or took over the business from someone else, please rank the following in terms of what your priorities were:

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I
Overlap formulae used. * small base

| | | GENDER | | AGE | | | EDUCATION | | | |
|---------------------------|------------|------------|------------|-----------|-----------|-----------|-----------|----------------|----------------|----------------|
| | Total | Male | Female | 18-34 | 35-54 | 55+ | <HS | HS | Post Sec | Univ Grad |
| | | A | B | C | D | E | F | G | H | I |
| Base: All respondents | 1225 | 679 | 546 | 187 | 636 | 402 | 43 | 224 | 622 | 336 |
| Weighted | 1225 | 593 | 632 | 342 | 486 | 397 | 92* | 464 | 480 | 189 |
| Hiring and training staff | | | | | | | | | | |
| 1st | 41 3% | 20 3% | 21 3% | 15 4% | 15 3% | 11 3% | 4 4% | 20 4% | 10 2% | 8 4% |
| 2nd | 90 7% | 33 5% | 57 9% | 27 8% | 34 7% | 29 7% | 4 4% | 39 8% | 30 6% | 18 9% |
| 3rd | 106 9% | 57 10% | 49 8% | 22 6% | 48 10% | 36 9% | 13 15% | 36 8% | 41 9% | 15 8% |
| 4th | 158 13% | 83 14% | 74 12% | 39 11% | 70 14% | 49 12% | 9 10% | 73 16% H | 47 10% | 29 15% H |
| 5th | 105 9% | 61 10% | 44 7% | 20 6% | 44 9% | 41 10% | 8 8% | 33 7% | 46 10% | 18 10% |
| 6th | 173 14% | 81 14% | 92 14% | 54 16% | 69 14% | 50 13% | 19 21% | 65 14% | 67 14% | 21 11% |
| 7th | 191 16% | 91 15% | 100 16% | 55 16% | 67 14% | 69 17% | 3 3% | 70 15% | 82 17% F | 36 19% F |
| 8th | 255 21% | 119 20% | 136 21% | 81 24% | 94 19% | 80 20% | 25 27% | 89 19% | 107 22% | 34 18% |
| 9th | 107 9% | 47 8% | 60 9% | 29 8% | 46 9% | 32 8% | 8 9% | 39 8% | 49 10% I | 10 5% |
| Summary | | | | | | | | | | |
| Mean | 5.8 | 5.7 | 5.8 | 5.9 | 5.7 | 5.8 | 5.8 | 5.6 | 6.0 GI | 5.5 |
| Standard Deviation | 2.3 | 2.2 | 2.3 | 2.3 | 2.3 | 2.2 | 2.3 | 2.3 | 2.2 | 2.3 |
| Standard Error | 0.1 | 0.1 | 0.1 | 0.2 | 0.1 | 0.1 | 0.3 | 0.2 | 0.1 | 0.1 |
| Median | 6.0 | 6.0 | 6.0 | 6.0 | 6.0 | 6.0 | 6.0 | 6.0 | 6.0 | 6.0 |

Brand Identity Survey

Detailed tables

TD5_5. (Developing customer/client base) Thinking back to when you first started your business, or took over the business from someone else, please rank the following in terms of what your priorities were:

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I
Overlap formulae used. * small base

| | Total | GENDER | | AGE | | | EDUCATION | | | |
|---------------------------------|------------|------------|----------------|------------|------------|---------------|-----------|------------|-----------------|----------------|
| | | Male | Female | 18-34 | 35-54 | 55+ | <HS | HS | Post Sec | Univ Grad |
| | | A | B | C | D | E | F | G | H | I |
| Base: All respondents | 1225 | 679 | 546 | 187 | 636 | 402 | 43 | 224 | 622 | 336 |
| Weighted | 1225 | 593 | 632 | 342 | 486 | 397 | 92* | 464 | 480 | 189 |
| Developing customer/client base | | | | | | | | | | |
| 1st | 512 42% | 264 45% | 247 39% | 146 43% | 209 43% | 157 40% | 44 48% | 183 39% | 197 41% | 87 46% |
| 2nd | 277 23% | 138 23% | 138 22% | 66 19% | 111 23% | 100 25% | 8 8% | 105 23% | 120 25% F | 44 23% F |
| 3rd | 161 13% | 62 10% | 99 16% A | 54 16% | 67 14% | 40 10% | 15 16% | 68 15% | 59 12% | 19 10% |
| 4th | 93 8% | 40 7% | 53 8% | 25 7% | 36 7% | 32 8% | 8 9% | 37 8% | 34 7% | 15 8% |
| 5th | 64 5% | 34 6% | 30 5% | 17 5% | 25 5% | 22 5% | 6 7% | 18 4% | 30 6% | 9 5% |
| 6th | 51 4% | 27 4% | 25 4% | 11 3% | 15 3% | 25 6% D | 4 4% | 24 5% | 17 4% | 7 3% |
| 7th | 27 2% | 11 2% | 16 3% | 6 2% | 8 2% | 13 3% | 0 - | 13 3% | 12 2% | 3 1% |
| 8th | 21 2% | 5 1% | 16 3% | 6 2% | 11 2% | 4 1% | 2 2% | 9 2% | 8 2% | 2 1% |
| 9th | 19 2% | 12 2% | 7 1% | 12 3% | 4 1% | 3 1% | 5 5% | 8 2% | 4 1% | 3 1% |
| Summary | | | | | | | | | | |
| Mean | 2.5 | 2.4 | 2.6 | 2.6 | 2.4 | 2.6 | 2.7 | 2.6 | 2.5 | 2.3 |
| Standard Deviation | 1.9 | 1.9 | 1.9 | 2.0 | 1.8 | 1.9 | 2.2 | 2.0 | 1.8 | 1.8 |
| Standard Error | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 | 0.3 | 0.1 | 0.1 | 0.1 |
| Median | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 |

Brand Identity Survey

Detailed tables

TD5_6. (Finances) Thinking back to when you first started your business, or took over the business from someone else, please rank the following in terms of what your priorities were:

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I
Overlap formulae used. * small base

| | | GENDER | | AGE | | | EDUCATION | | | |
|-----------------------|------------|---------------|------------|-----------|------------|------------|------------------|------------|------------|-----------|
| | Total | Male | Female | 18-34 | 35-54 | 55+ | <HS | HS | Post Sec | Univ Grad |
| | | A | B | C | D | E | F | G | H | I |
| Base: All respondents | 1225 | 679 | 546 | 187 | 636 | 402 | 43 | 224 | 622 | 336 |
| Weighted | 1225 | 593 | 632 | 342 | 486 | 397 | 92* | 464 | 480 | 189 |
| Finances | | | | | | | | | | |
| 1st | 293 24% | 141 24% | 153 24% | 63 18% | 126 26% | 104 26% | 18 19% | 127 27% | 108 23% | 40 21% |
| 2nd | 270 22% | 128 22% | 142 22% | 79 23% | 115 24% | 76 19% | 42 46% GHI | 91 19% | 103 21% | 34 18% |
| 3rd | 213 17% | 97 16% | 116 18% | 74 22% | 79 16% | 61 15% | 9 10% | 78 17% | 86 18% | 40 21% |
| 4th | 163 13% | 69 12% | 93 15% | 53 16% | 61 13% | 49 12% | 13 14% | 53 11% | 73 15% | 23 12% |
| 5th | 114 9% | 52 9% | 62 10% | 25 7% | 44 9% | 45 11% | 3 4% | 47 10% | 41 9% | 23 12% |
| 6th | 73 6% | 43 7% | 30 5% | 25 7% | 22 4% | 26 7% | 5 5% | 25 5% | 31 6% | 13 7% |
| 7th | 55 4% | 37 6% B | 18 3% | 15 4% | 18 4% | 22 6% | 0 - | 23 5% | 22 5% | 10 5% |
| 8th | 31 3% | 20 3% | 11 2% | 8 2% | 13 3% | 10 3% | 2 2% | 12 2% | 13 3% | 5 2% |
| 9th | 13 1% | 5 1% | 8 1% | 1 0 | 9 2% | 3 1% | 0 - | 9 2% | 3 1% | 1 0 |
| Summary | | | | | | | | | | |
| Mean | 3.2 | 3.3 | 3.0 | 3.2 | 3.1 | 3.2 | 2.6 | 3.2 | 3.2 | 3.3 F |
| Standard Deviation | 2.0 | 2.1 | 1.9 | 1.8 | 2.0 | 2.1 | 1.6 | 2.1 | 1.9 | 1.9 |
| Standard Error | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 | 0.2 | 0.1 | 0.1 | 0.1 |
| Median | 3.0 | 3.0 | 3.0 | 3.0 | 3.0 | 3.0 | 2.0 | 3.0 | 3.0 | 3.0 |

Brand Identity Survey

Detailed tables

TD5_7. (Product development/manufacturing) Thinking back to when you first started your business, or took over the business from someone else, please rank the following in terms of what your priorities were:

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I
Overlap formulae used. * small base

| | | GENDER | | AGE | | | EDUCATION | | | |
|-----------------------------------|------------|------------|------------|-----------------|-----------|-----------|-----------|-----------------|----------------|---------------|
| | Total | Male | Female | 18-34 | 35-54 | 55+ | <HS | HS | Post Sec | Univ Grad |
| | | A | B | C | D | E | F | G | H | I |
| Base: All respondents | 1225 | 679 | 546 | 187 | 636 | 402 | 43 | 224 | 622 | 336 |
| Weighted | 1225 | 593 | 632 | 342 | 486 | 397 | 92* | 464 | 480 | 189 |
| Product development/manufacturing | | | | | | | | | | |
| 1st | 71 6% | 38 6% | 33 5% | 19 6% | 30 6% | 22 6% | 5 5% | 16 3% | 39 8% G | 12 6% |
| 2nd | 93 8% | 43 7% | 50 8% | 22 6% | 36 7% | 35 9% | 0 - | 46 10% | 31 6% | 17 9% F |
| 3rd | 149 12% | 73 12% | 76 12% | 60 17% DE | 49 10% | 41 10% | 18 19% | 59 13% | 52 11% | 20 11% |
| 4th | 142 12% | 64 11% | 78 12% | 31 9% | 54 11% | 57 14% | 12 13% | 50 11% | 56 12% | 23 12% |
| 5th | 198 16% | 90 15% | 108 17% | 69 20% | 72 15% | 56 14% | 18 19% | 67 15% | 85 18% | 28 15% |
| 6th | 169 14% | 82 14% | 87 14% | 34 10% | 72 15% | 64 16% | 9 10% | 47 10% | 83 17% G | 30 16% |
| 7th | 212 17% | 100 17% | 112 18% | 61 18% | 94 19% | 57 14% | 13 14% | 105 23% H | 64 13% | 30 16% |
| 8th | 125 10% | 73 12% | 52 8% | 26 8% | 57 12% | 42 11% | 8 9% | 46 10% | 49 10% | 22 11% |
| 9th | 64 5% | 29 5% | 35 6% | 19 6% | 22 5% | 23 6% | 10 11% | 27 6% | 20 4% | 7 3% |
| Summary | | | | | | | | | | |
| Mean | 5.2 | 5.2 | 5.2 | 5.1 | 5.3 | 5.2 | 5.4 | 5.3 | 5.1 | 5.1 |
| Standard Deviation | 2.2 | 2.2 | 2.1 | 2.2 | 2.2 | 2.2 | 2.2 | 2.2 | 2.2 | 2.2 |
| Standard Error | 0.1 | 0.1 | 0.1 | 0.2 | 0.1 | 0.1 | 0.3 | 0.1 | 0.1 | 0.1 |
| Median | 5.0 | 5.0 | 5.0 | 5.0 | 6.0 | 5.0 | 5.0 | 5.0 | 5.0 | 5.0 |

Brand Identity Survey

Detailed tables

TD5_8. (Patents/Trademarks) Thinking back to when you first started your business, or took over the business from someone else, please rank the following in terms of what your priorities were:

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I
Overlap formulae used. * small base

| | Total | GENDER | | AGE | | | EDUCATION | | | |
|-----------------------|------------|------------|------------|-----------------|------------|----------------|-----------|------------|------------|-----------|
| | | Male | Female | 18-34 | 35-54 | 55+ | <HS | HS | Post Sec | Univ Grad |
| | | A | B | C | D | E | F | G | H | I |
| Base: All respondents | 1225 | 679 | 546 | 187 | 636 | 402 | 43 | 224 | 622 | 336 |
| Weighted | 1225 | 593 | 632 | 342 | 486 | 397 | 92* | 464 | 480 | 189 |
| Patents/Trademarks | | | | | | | | | | |
| 1st | 21 2% | 10 2% | 10 2% | 6 2% | 7 1% | 7 2% | 0 - | 8 2% | 10 2% | 3 1% |
| 2nd | 44 4% | 25 4% | 19 3% | 21 6% D | 8 2% | 16 4% | 3 3% | 25 5% | 11 2% | 6 3% |
| 3rd | 53 4% | 22 4% | 30 5% | 7 2% | 17 4% | 28 7% CD | 4 4% | 25 5% | 17 4% | 6 3% |
| 4th | 73 6% | 32 5% | 41 7% | 25 7% | 27 5% | 21 5% | 2 2% | 38 8% | 24 5% | 8 4% |
| 5th | 81 7% | 40 7% | 42 7% | 19 6% | 38 8% | 24 6% | 3 4% | 39 8% | 25 5% | 14 7% |
| 6th | 166 14% | 87 15% | 80 13% | 67 20% DE | 56 12% | 43 11% | 17 19% | 60 13% | 67 14% | 23 12% |
| 7th | 236 19% | 119 20% | 116 18% | 56 16% | 111 23% | 69 17% | 22 24% | 82 18% | 97 20% | 34 18% |
| 8th | 364 30% | 167 28% | 197 31% | 105 31% | 149 31% | 111 28% | 28 30% | 123 27% | 150 31% | 63 33% |
| 9th | 187 15% | 91 15% | 97 15% | 36 10% | 73 15% | 79 20% C | 13 14% | 63 14% | 79 16% | 33 17% |
| Summary | | | | | | | | | | |
| Mean | 6.7 | 6.7 | 6.7 | 6.5 | 6.9 | 6.7 | 7.0 | 6.4 | 6.9 G | 6.9 G |
| Standard Deviation | 2.0 | 2.0 | 2.0 | 2.0 | 1.8 | 2.1 | 1.7 | 2.1 | 1.9 | 1.9 |
| Standard Error | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 | 0.3 | 0.1 | 0.1 | 0.1 |
| Median | 7.0 | 7.0 | 7.0 | 7.0 | 7.0 | 7.0 | 7.0 | 7.0 | 7.0 | 8.0 |

Brand Identity Survey

Detailed tables

TD5_10. (Logistics/ vehicles/ transportation/ distribution) Thinking back to when you first started your business, or took over the business from someone else, please rank the following in terms of what your priorities were:

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

| | Total | GENDER | | AGE | | | EDUCATION | | | |
|--|----------|----------|----------|-----------|----------|----------|-----------|----------|----------|-----------|
| | | Male | Female | 18-34 | 35-54 | 55+ | <HS | HS | Post Sec | Univ Grad |
| Base: Respondents who gave this response Weighted | | A | B | C | D | E | F | G | H | I |
| | 22 | 14 | 8 | 1 | 14 | 7 | 0 | 5 | 14 | 3 |
| | 19* | 10** | 9** | 1** | 10** | 8** | -** | 8** | 8** | 2** |
| Logistics/ vehicles/ transportation/ distribution | | | | | | | | | | |
| 1st | 0 2% | 0 4% | 0 - | 0 - | 0 4% | 0 - | 0 - | 0 - | 0 4% | 0 - |
| 2nd | 1 7% | 0 - | 1 15% | 0 - | 1 13% | 0 - | 0 - | 1 15% | 0 - | 0 - |
| 3rd | 1 4% | 0 4% | 0 5% | 0 - | 1 9% | 0 - | 0 - | 0 - | 1 10% | 0 - |
| 4th | 0 2% | 0 4% | 0 - | 0 - | 0 4% | 0 - | 0 - | 0 - | 0 4% | 0 - |
| 5th | 5 29% | 3 32% | 2 25% | 0 - | 2 23% | 3 41% | 0 - | 5 56% | 1 7% | 0 - |
| 6th | 3 16% | 1 5% | 2 28% | 1 100% | 1 13% | 1 7% | 0 - | 1 14% | 2 21% | 0 - |
| 8th | 2 12% | 1 9% | 1 14% | 0 - | 2 18% | 0 5% | 0 - | 1 14% | 1 6% | 0 24% |
| 9th | 5 29% | 4 42% | 1 13% | 0 - | 2 17% | 4 47% | 0 - | 0 - | 4 47% | 1 76% |
| Summary | | | | | | | | | | |
| Mean | 6.3 | 6.8 | 5.7 | 6.0 | 5.6 | 7.1 | 0 | 5.1 | 6.9 | 8.8 |
| Standard Deviation | 2.4 | 2.4 | 2.3 | 0 | 2.7 | 2.0 | 0 | 1.8 | 2.6 | 0 |
| Standard Error | 0.5 | 0.6 | 0.8 | 0 | 0.7 | 0.8 | 0 | 0.8 | 0.7 | 0 |
| Median | 6.0 | 8.0 | 6.0 | 6.0 | 5.0 | 8.0 | 0 | 5.0 | 8.0 | 9.0 |

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Detailed tables

TD5_11. (Licensing/ government regulations/ legalities) Thinking back to when you first started your business, or took over the business from someone else, please rank the following in terms of what your priorities were:

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

| | Total | GENDER | | AGE | | | EDUCATION | | | |
|--|----------|----------|----------|----------|----------|----------|-----------|----------|----------|-----------|
| | | Male | Female | 18-34 | 35-54 | 55+ | <HS | HS | Post Sec | Univ Grad |
| Base: Respondents who gave this response Weighted | | A | B | C | D | E | F | G | H | I |
| | 25 | 14 | 11 | 3 | 9 | 13 | 2 | 4 | 12 | 7 |
| | 25* | 12** | 12** | 5** | 7** | 13** | 5** | 7** | 9** | 4** |
| Licensing/ government regulations/ legalities | | | | | | | | | | |
| 1st | 2 9% | 2 17% | 0 - | 0 - | 1 20% | 1 6% | 0 - | 1 20% | 1 9% | 0 - |
| 2nd | 2 6% | 0 - | 2 13% | 0 - | 2 23% | 0 - | 0 - | 0 - | 2 18% | 0 - |
| 3rd | 2 8% | 2 16% | 0 - | 0 - | 0 - | 2 16% | 0 - | 2 23% | 0 - | 0 9% |
| 4th | 6 23% | 0 4% | 5 43% | 3 50% | 1 16% | 2 17% | 0 - | 3 38% | 2 23% | 1 26% |
| 5th | 1 3% | 1 6% | 0 - | 0 - | 0 - | 1 6% | 0 - | 0 - | 1 9% | 0 - |
| 6th | 1 4% | 1 8% | 0 - | 0 - | 0 6% | 1 5% | 0 - | 0 - | 0 - | 1 22% |
| 7th | 1 5% | 0 3% | 1 6% | 0 - | 1 16% | 0 - | 0 - | 0 - | 1 13% | 0 - |
| 8th | 4 14% | 2 19% | 1 10% | 1 24% | 0 - | 2 19% | 2 51% | 0 - | 1 14% | 0 - |
| 9th | 7 27% | 3 26% | 4 29% | 1 26% | 1 19% | 4 33% | 2 49% | 1 19% | 1 14% | 2 43% |
| Summary | | | | | | | | | | |
| Mean | 5.7 | 5.7 | 5.7 | 6.3 | 4.5 | 6.2 | 8.5 | 4.1 | 5.1 | 6.5 |
| Standard Deviation | 2.9 | 3.1 | 2.7 | 2.6 | 3.2 | 2.8 | 0.6 | 2.8 | 2.9 | 2.7 |
| Standard Error | 0.6 | 0.8 | 0.8 | 1.5 | 1.1 | 0.8 | 0.4 | 1.4 | 0.8 | 1.0 |
| Median | 6.0 | 6.0 | 4.0 | 8.0 | 4.0 | 8.0 | 8.0 | 4.0 | 4.0 | 6.0 |

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Detailed tables

TD5_12. (Networking/ partnerships) Thinking back to when you first started your business, or took over the business from someone else, please rank the following in terms of what your priorities were:

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

| | Total | GENDER | | AGE | | | EDUCATION | | | |
|--|-----------|----------|----------|----------|----------|----------|-----------|----------|----------|-----------|
| | | Male | Female | 18-34 | 35-54 | 55+ | <HS | HS | Post Sec | Univ Grad |
| | | A | B | C | D | E | F | G | H | I |
| Base: Respondents who gave this response | 41 | 26 | 15 | 7 | 14 | 20 | 2 | 5 | 23 | 11 |
| Weighted | 43* | 22** | 21** | 12** | 10** | 21** | 4** | 12** | 20** | 7** |
| Networking/ partnerships | | | | | | | | | | |
| 1st | 0 1% | 0 2% | 0 - | 0 - | 0 - | 0 2% | 0 - | 0 - | 0 - | 0 6% |
| 2nd | 2 5% | 1 4% | 1 6% | 1 10% | 1 8% | 0 - | 0 - | 0 - | 2 10% | 0 - |
| 3rd | 1 3% | 1 3% | 1 3% | 0 - | 1 6% | 1 3% | 0 - | 0 - | 1 3% | 1 8% |
| 4th | 10 23% | 2 9% | 8 38% | 3 22% | 0 5% | 7 33% | 2 55% | 4 32% | 1 7% | 2 34% |
| 5th | 7 16% | 3 13% | 4 19% | 4 29% | 2 18% | 2 8% | 0 - | 4 30% | 3 15% | 0 6% |
| 6th | 5 13% | 3 16% | 2 9% | 1 11% | 1 6% | 3 16% | 0 - | 0 - | 5 28% | 0 - |
| 7th | 4 8% | 2 10% | 1 7% | 1 8% | 1 15% | 1 6% | 0 - | 1 8% | 2 11% | 0 7% |
| 8th | 4 10% | 4 18% | 1 3% | 0 - | 2 16% | 3 14% | 0 - | 1 9% | 1 7% | 2 30% |
| 9th | 9 21% | 6 27% | 3 15% | 3 21% | 2 25% | 4 19% | 2 45% | 3 21% | 4 20% | 1 8% |
| Summary | | | | | | | | | | |
| Mean | 6.0 | 6.6 | 5.3 | 5.6 | 6.4 | 6.0 | 6.2 | 5.9 | 6.0 | 5.6 |
| Standard Deviation | 2.2 | 2.2 | 2.0 | 2.2 | 2.4 | 2.2 | 2.8 | 2.1 | 2.2 | 2.5 |
| Standard Error | 0.3 | 0.4 | 0.5 | 0.8 | 0.6 | 0.5 | 2.0 | 0.9 | 0.5 | 0.8 |
| Median | 6.0 | 7.0 | 5.0 | 5.0 | 7.0 | 6.0 | 4.0 | 5.0 | 6.0 | 5.0 |

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Detailed tables

TD5_13. (Service/ customer service/ customer satisfaction) Thinking back to when you first started your business, or took over the business from someone else, please rank the following in terms of what your priorities were:

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

| | Total | GENDER | | AGE | | | EDUCATION | | | |
|--|-----------|----------|-----------|----------|----------|----------|-----------|----------|----------|-----------|
| | | Male | Female | 18-34 | 35-54 | 55+ | <HS | HS | Post Sec | Univ Grad |
| Base: Respondents who gave this response Weighted | | A | B | C | D | E | F | G | H | I |
| | 50 | 24 | 26 | 8 | 26 | 16 | 2 | 8 | 27 | 13 |
| | 54* | 24** | 30** | 17** | 24** | 13** | 3** | 19** | 22** | 9** |
| Service/ customer service/ customer satisfaction | | | | | | | | | | |
| 1st | 16 29% | 3 13% | 13 42% | 9 51% | 4 17% | 3 25% | 0 - | 6 29% | 6 29% | 4 44% |
| 2nd | 5 9% | 4 17% | 0 2% | 0 - | 3 13% | 1 12% | 0 - | 1 5% | 3 12% | 1 10% |
| 3rd | 6 10% | 2 8% | 4 13% | 2 13% | 3 13% | 0 4% | 0 - | 3 16% | 2 10% | 0 5% |
| 4th | 7 13% | 5 20% | 2 7% | 3 17% | 1 5% | 3 23% | 2 59% | 3 15% | 2 10% | 0 - |
| 5th | 2 4% | 1 5% | 1 3% | 0 - | 0 2% | 2 13% | 0 - | 0 - | 1 5% | 1 12% |
| 6th | 2 4% | 1 5% | 1 3% | 0 - | 1 6% | 1 5% | 0 - | 0 - | 1 5% | 1 10% |
| 7th | 4 7% | 0 - | 4 12% | 0 - | 4 15% | 0 - | 0 - | 3 14% | 1 5% | 0 - |
| 8th | 1 2% | 0 - | 1 3% | 1 6% | 0 - | 0 - | 0 - | 0 - | 1 5% | 0 - |
| 9th | 12 22% | 8 32% | 4 14% | 2 14% | 7 29% | 3 20% | 1 41% | 4 22% | 4 21% | 2 18% |
| Summary | | | | | | | | | | |
| Mean | 4.3 | 4.9 | 3.9 | 3.3 | 5.1 | 4.2 | 6.0 | 4.4 | 4.3 | 3.7 |
| Standard Deviation | 3.1 | 3.1 | 3.1 | 3.0 | 3.2 | 3.0 | 2.9 | 3.2 | 3.2 | 3.3 |
| Standard Error | 0.4 | 0.6 | 0.6 | 1.1 | 0.6 | 0.7 | 2.1 | 1.1 | 0.6 | 0.9 |
| Median | 4.0 | 4.0 | 3.0 | 1.0 | 6.0 | 4.0 | 4.0 | 4.0 | 3.0 | 2.0 |

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Detailed tables

TD5_14. (Time management/ time (unspecified)) Thinking back to when you first started your business, or took over the business from someone else, please rank the following in terms of what your priorities were:

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

| | GENDER | | | AGE | | | EDUCATION | | | |
|--|-----------|----------|-----------|----------|-----------|----------|-----------|-----------|----------|-----------|
| | Total | Male | Female | 18-34 | 35-54 | 55+ | <HS | HS | Post Sec | Univ Grad |
| | | A | B | C | D | E | F | G | H | I |
| Base: Respondents who gave this response | 44 | 16 | 28 | 4 | 22 | 18 | 1 | 13 | 14 | 16 |
| Weighted | 49* | 12** | 38** | 8** | 20** | 22** | 1** | 26** | 13** | 10** |
| Time management/ time (unspecified) | | | | | | | | | | |
| 1st | 4 8% | 1 5% | 4 9% | 4 42% | 0 - | 1 3% | 0 - | 4 14% | 0 - | 1 6% |
| 3rd | 3 6% | 0 - | 3 7% | 0 - | 0 2% | 2 11% | 0 - | 0 - | 2 18% | 0 5% |
| 4th | 2 3% | 1 7% | 1 2% | 0 - | 1 5% | 1 3% | 0 - | 0 - | 1 5% | 1 9% |
| 5th | 7 14% | 2 20% | 5 12% | 3 33% | 1 7% | 3 14% | 0 - | 1 5% | 3 22% | 3 31% |
| 6th | 1 2% | 1 4% | 1 2% | 0 - | 1 3% | 1 3% | 0 - | 0 - | 1 4% | 1 8% |
| 7th | 0 1% | 0 - | 0 1% | 0 - | 0 2% | 0 - | 0 - | 0 - | 0 4% | 0 - |
| 8th | 12 23% | 4 33% | 8 20% | 2 25% | 3 15% | 6 30% | 0 - | 6 23% | 4 31% | 2 17% |
| 9th | 21 42% | 4 30% | 17 46% | 0 - | 13 66% | 8 37% | 1 100% | 15 59% | 2 16% | 2 24% |
| Summary | | | | | | | | | | |
| Mean | 7.0 | 7.0 | 7.0 | 4.1 | 8.1 | 7.0 | 9.0 | 7.5 | 6.3 | 6.1 |
| Standard Deviation | 2.6 | 2.3 | 2.7 | 3.0 | 1.7 | 2.4 | 0 | 2.8 | 2.3 | 2.5 |
| Standard Error | 0.4 | 0.6 | 0.5 | 1.5 | 0.4 | 0.6 | 0 | 0.8 | 0.6 | 0.6 |
| Median | 8.0 | 8.0 | 8.0 | 5.0 | 9.0 | 8.0 | 9.0 | 9.0 | 7.0 | 5.0 |

Brand Identity Survey

Detailed tables

TD5_15. (Quality of products/ work) Thinking back to when you first started your business, or took over the business from someone else, please rank the following in terms of what your priorities were:

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

| | Total | GENDER | | AGE | | | EDUCATION | | | |
|--|-----------|----------|-----------|----------|----------|----------|-----------|----------|----------|-----------|
| | | Male | Female | 18-34 | 35-54 | 55+ | <HS | HS | Post Sec | Univ Grad |
| | | A | B | C | D | E | F | G | H | I |
| Base: Respondents who gave this response | 25 | 14 | 11 | 5 | 10 | 10 | 2 | 6 | 13 | 4 |
| Weighted | 35* | 14** | 21** | 13** | 9** | 13** | 5** | 16** | 10** | 3** |
| Quality of products/ work | | | | | | | | | | |
| 1st | 19 54% | 5 35% | 14 66% | 9 67% | 3 30% | 7 56% | 5 100% | 8 47% | 4 42% | 2 52% |
| 2nd | 2 6% | 1 10% | 1 3% | 0 - | 2 23% | 0 - | 0 - | 1 8% | 1 6% | 0 - |
| 3rd | 1 2% | 1 4% | 0 - | 0 - | 0 - | 1 5% | 0 - | 0 - | 1 6% | 0 - |
| 4th | 2 5% | 0 - | 2 9% | 0 - | 0 - | 2 14% | 0 - | 2 11% | 0 - | 0 - |
| 5th | 1 2% | 1 5% | 0 - | 0 - | 0 - | 1 6% | 0 - | 0 - | 1 7% | 0 - |
| 6th | 2 6% | 1 10% | 1 3% | 0 - | 1 16% | 1 5% | 0 - | 0 - | 2 17% | 0 13% |
| 7th | 1 3% | 1 7% | 0 - | 0 - | 1 6% | 0 3% | 0 - | 0 - | 1 5% | 0 13% |
| 8th | 7 20% | 3 20% | 4 19% | 3 24% | 2 25% | 1 11% | 0 - | 5 33% | 1 7% | 1 23% |
| 9th | 1 3% | 1 8% | 0 - | 1 8% | 0 - | 0 - | 0 - | 0 - | 1 11% | 0 - |
| Summary | | | | | | | | | | |
| Mean | 3.4 | 4.4 | 2.8 | 3.4 | 4.1 | 3.0 | 1.0 | 3.8 | 3.9 | 4.0 |
| Standard Deviation | 3.1 | 3.2 | 2.9 | 3.5 | 3.1 | 2.6 | 0.0 | 3.2 | 3.2 | 3.8 |
| Standard Error | 0.6 | 0.9 | 0.9 | 1.6 | 1.0 | 0.8 | 0.0 | 1.3 | 0.9 | 1.9 |
| Median | 1.0 | 5.0 | 1.0 | 1.0 | 2.0 | 1.0 | 1.0 | 2.0 | 3.0 | 1.0 |

Brand Identity Survey

Detailed tables

TD5_16. (Learning the business/personal training) Thinking back to when you first started your business, or took over the business from someone else, please rank the following in terms of what your priorities were:

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

| | Total | GENDER | | AGE | | | EDUCATION | | | |
|--|----------|----------|----------|----------|----------|----------|-----------|----------|----------|-----------|
| | | Male | Female | 18-34 | 35-54 | 55+ | <HS | HS | Post Sec | Univ Grad |
| | | A | B | C | D | E | F | G | H | I |
| Base: Respondents who gave this response | 21 | 10 | 11 | 4 | 10 | 7 | 0 | 4 | 13 | 4 |
| Weighted | 19* | 7** | 12** | 4** | 8** | 6** | -** | 7** | 10** | 2** |
| Learning the business/personal training | | | | | | | | | | |
| 1st | 1 6% | 1 7% | 1 5% | 0 - | 1 14% | 0 - | 0 - | 0 - | 1 11% | 0 - |
| 2nd | 2 11% | 1 9% | 2 13% | 0 - | 2 18% | 1 10% | 0 - | 2 23% | 0 - | 1 31% |
| 3rd | 3 16% | 0 - | 3 25% | 1 28% | 2 20% | 0 - | 0 - | 2 25% | 1 12% | 0 - |
| 4th | 2 12% | 1 20% | 1 8% | 1 19% | 1 6% | 1 16% | 0 - | 0 - | 2 23% | 0 - |
| 5th | 0 2% | 0 4% | 0 - | 0 - | 0 4% | 0 - | 0 - | 0 - | 0 - | 0 16% |
| 6th | 1 7% | 0 - | 1 11% | 1 31% | 0 - | 0 - | 0 - | 0 - | 1 13% | 0 - |
| 7th | 1 5% | 0 - | 1 8% | 1 22% | 0 - | 0 - | 0 - | 0 - | 1 10% | 0 - |
| 8th | 4 22% | 2 29% | 2 18% | 0 - | 2 26% | 2 34% | 0 - | 4 52% | 1 6% | 0 - |
| 9th | 3 18% | 2 31% | 1 11% | 0 - | 1 12% | 2 41% | 0 - | 0 - | 2 24% | 1 53% |
| Summary | | | | | | | | | | |
| Mean | 5.6 | 6.4 | 5.1 | 5.0 | 4.7 | 7.2 | 0 | 5.4 | 5.6 | 6.2 |
| Standard Deviation | 2.8 | 3.0 | 2.8 | 1.8 | 3.2 | 2.6 | 0 | 3.0 | 2.8 | 0 |
| Standard Error | 0.6 | 1.0 | 0.8 | 0.9 | 1.0 | 1.0 | 0 | 1.5 | 0.8 | 0 |
| Median | 6.0 | 8.0 | 4.0 | 6.0 | 3.0 | 8.0 | 0 | 8.0 | 6.0 | 9.0 |

Brand Identity Survey

Detailed tables

TD5_17. (Website development/ software) Thinking back to when you first started your business, or took over the business from someone else, please rank the following in terms of what your priorities were:

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

| | Total | GENDER | | AGE | | | EDUCATION | | | |
|--|----------|----------|----------|----------|----------|----------|-----------|----------|----------|-----------|
| | | Male | Female | 18-34 | 35-54 | 55+ | <HS | HS | Post Sec | Univ Grad |
| | | A | B | C | D | E | F | G | H | I |
| Base: Respondents who gave this response | 12 | 5 | 7 | 3 | 5 | 4 | 0 | 3 | 7 | 2 |
| Weighted | 13* | 4** | 9** | 5** | 3** | 5** | -.** | 7** | 5** | 1** |
| Website development/ software | | | | | | | | | | |
| 2nd | 1 5% | 0 - | 1 7% | 0 - | 1 19% | 0 - | 0 - | 0 - | 1 12% | 0 - |
| 3rd | 1 8% | 1 27% | 0 - | 0 - | 1 31% | 0 - | 0 - | 1 16% | 0 - | 0 - |
| 5th | 3 23% | 1 15% | 2 26% | 0 - | 0 - | 3 67% | 0 - | 2 37% | 0 - | 1 50% |
| 6th | 1 7% | 0 - | 1 10% | 0 - | 0 - | 1 20% | 0 - | 0 - | 1 17% | 0 - |
| 7th | 1 7% | 0 - | 1 10% | 1 18% | 0 - | 0 - | 0 - | 0 - | 1 18% | 0 - |
| 9th | 7 50% | 2 57% | 4 47% | 4 82% | 2 51% | 1 13% | 0 - | 3 48% | 3 53% | 1 50% |
| Summary | | | | | | | | | | |
| Mean | 6.9 | 6.7 | 7.0 | 8.6 | 5.9 | 5.7 | 0 | 6.6 | 7.3 | 7.0 |
| Standard Deviation | 2.4 | 3.1 | 2.3 | 0.9 | 3.8 | 1.5 | 0 | 2.6 | 2.5 | 0 |
| Standard Error | 0.7 | 1.4 | 0.9 | 0.5 | 1.7 | 0.7 | 0 | 1.5 | 1.0 | 0 |
| Median | 9.0 | 9.0 | 7.0 | 9.0 | 9.0 | 5.0 | 0 | 5.0 | 9.0 | 7.0 |

Brand Identity Survey

Detailed tables

TD5_18. (Competition) Thinking back to when you first started your business, or took over the business from someone else, please rank the following in terms of what your priorities were:

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

| | Total | GENDER | | AGE | | | EDUCATION | | | |
|--|----------|----------|----------|----------|----------|-----------|-----------|----------|----------|-----------|
| | | Male | Female | 18-34 | 35-54 | 55+ | <HS | HS | Post Sec | Univ Grad |
| | | A | B | C | D | E | F | G | H | I |
| Base: Respondents who gave this response | 8 | 4 | 4 | 3 | 4 | 1 | 0 | 3 | 4 | 1 |
| Weighted | 10* | 3** | 7** | 5** | 4** | 1** | -** | 6** | 4** | 0** |
| Competition | | | | | | | | | | |
| 3rd | 1 6% | 1 19% | 0 - | 0 - | 1 14% | 0 - | 0 - | 0 - | 1 15% | 0 - |
| 4th | 3 27% | 0 - | 3 39% | 3 52% | 0 - | 0 - | 0 - | 3 45% | 0 - | 0 - |
| 7th | 2 18% | 0 9% | 2 23% | 2 30% | 0 7% | 0 - | 0 - | 0 - | 2 40% | 0 100% |
| 8th | 3 25% | 2 49% | 1 14% | 1 18% | 2 38% | 0 - | 0 - | 2 27% | 1 25% | 0 - |
| 9th | 2 24% | 1 23% | 2 24% | 0 - | 2 40% | 1 100% | 0 - | 2 28% | 1 19% | 0 - |
| Summary | | | | | | | | | | |
| Mean | 6.7 | 7.2 | 6.4 | 5.6 | 7.6 | 9.0 | 0 | 6.5 | 7.0 | 7.0 |
| Standard Deviation | 2.2 | 2.5 | 2.3 | 1.9 | 2.3 | 0 | 0 | 2.5 | 2.2 | 0 |
| Standard Error | 0.8 | 1.3 | 1.1 | 1.1 | 1.1 | 0 | 0 | 1.4 | 1.1 | 0 |
| Median | 7.0 | 8.0 | 7.0 | 4.0 | 8.0 | 9.0 | 0 | 8.0 | 7.0 | 7.0 |

Brand Identity Survey

Detailed tables

TD5_19. (Reputation) Thinking back to when you first started your business, or took over the business from someone else, please rank the following in terms of what your priorities were:

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

| | Total | GENDER | | AGE | | | EDUCATION | | | |
|--|----------|----------|----------|----------|----------|----------|-----------|----------|----------|-----------|
| | | Male | Female | 18-34 | 35-54 | 55+ | <HS | HS | Post Sec | Univ Grad |
| | | A | B | C | D | E | F | G | H | I |
| Base: Respondents who gave this response | 12 | 7 | 5 | 2 | 4 | 6 | 0 | 2 | 5 | 5 |
| Weighted | 11* | 7** | 4** | 3** | 2** | 6** | -.** | 5** | 4** | 3** |
| Reputation | | | | | | | | | | |
| 1st | 1 7% | 0 - | 1 20% | 0 - | 1 35% | 0 - | 0 - | 0 - | 1 20% | 0 - |
| 2nd | 4 32% | 3 40% | 1 18% | 2 70% | 1 30% | 1 12% | 0 - | 2 49% | 1 35% | 0 - |
| 3rd | 1 12% | 1 18% | 0 - | 0 - | 0 - | 1 23% | 0 - | 0 - | 1 20% | 1 21% |
| 5th | 2 21% | 2 32% | 0 - | 0 - | 0 - | 2 42% | 0 - | 2 51% | 0 - | 0 - |
| 7th | 1 9% | 0 - | 1 27% | 1 30% | 0 - | 0 - | 0 - | 0 - | 1 25% | 0 - |
| 8th | 1 7% | 0 - | 1 20% | 0 - | 0 - | 1 13% | 0 - | 0 - | 0 - | 1 28% |
| 9th | 1 12% | 1 10% | 1 15% | 0 - | 1 36% | 1 10% | 0 - | 0 - | 0 - | 1 51% |
| Summary | | | | | | | | | | |
| Mean | 4.4 | 3.9 | 5.4 | 3.5 | 4.2 | 5.0 | 0 | 3.5 | 3.3 | 7.5 |
| Standard Deviation | 2.8 | 2.3 | 3.7 | 2.8 | 5.0 | 2.4 | 0 | 1.7 | 2.6 | 3.0 |
| Standard Error | 0.8 | 0.9 | 1.7 | 2.0 | 2.5 | 1.0 | 0 | 1.2 | 1.2 | 1.3 |
| Median | 3.0 | 3.0 | 7.0 | 2.0 | 2.0 | 5.0 | 0 | 5.0 | 2.0 | 9.0 |

Brand Identity Survey

Detailed tables

TD5_20. (Communication) Thinking back to when you first started your business, or took over the business from someone else, please rank the following in terms of what your priorities were:

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

| | Total | GENDER | | AGE | | | EDUCATION | | | |
|--|----------|----------|----------|----------|----------|----------|-----------|--------|----------|-----------|
| | | Male | Female | 18-34 | 35-54 | 55+ | <HS | HS | Post Sec | Univ Grad |
| | | A | B | C | D | E | F | G | H | I |
| Base: Respondents who gave this response | 9 | 4 | 5 | 2 | 4 | 3 | 0 | 0 | 6 | 3 |
| Weighted | 6* | 2** | 4** | 2** | 2** | 2** | -.** | -.** | 5** | 2** |
| Communication | | | | | | | | | | |
| 2nd | 1 21% | 0 - | 1 31% | 1 58% | 0 - | 0 - | 0 - | 0 - | 1 28% | 0 - |
| 5th | 2 26% | 1 26% | 1 25% | 0 - | 1 54% | 1 26% | 0 - | 0 - | 1 23% | 1 35% |
| 7th | 0 6% | 0 20% | 0 - | 0 - | 0 20% | 0 - | 0 - | 0 - | 0 - | 0 26% |
| 9th | 3 47% | 1 54% | 2 44% | 1 42% | 1 26% | 2 74% | 0 - | 0 - | 2 50% | 1 39% |
| Summary | | | | | | | | | | |
| Mean | 6.4 | 7.6 | 5.8 | 4.9 | 6.4 | 8.0 | 0 | 0 | 6.2 | 7.1 |
| Standard Deviation | 3.0 | 2.4 | 3.4 | 4.6 | 0 | 2.5 | 0 | 0 | 3.4 | 0 |
| Standard Error | 1.0 | 1.2 | 1.5 | 3.3 | 0 | 1.4 | 0 | 0 | 1.4 | 0 |
| Median | 7.0 | 9.0 | 5.0 | 2.0 | 5.0 | 9.0 | 0 | 0 | 5.0 | 7.0 |

Brand Identity Survey

Detailed tables

TD5_21. (Sales) Thinking back to when you first started your business, or took over the business from someone else, please rank the following in terms of what your priorities were:

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

| | Total | GENDER | | AGE | | | EDUCATION | | | |
|--|----------|----------|----------|----------|----------|-----------|-----------|----------|----------|-----------|
| | | Male | Female | 18-34 | 35-54 | 55+ | <HS | HS | Post Sec | Univ Grad |
| | | A | B | C | D | E | F | G | H | I |
| Base: Respondents who gave this response | 7 | 5 | 2 | 2 | 4 | 1 | 0 | 2 | 3 | 2 |
| Weighted | 6* | 5** | 2** | 3** | 3** | 1** | -.** | 2** | 3** | 1** |
| Sales | | | | | | | | | | |
| 2nd | 2 27% | 2 37% | 0 - | 2 67% | 0 - | 0 - | 0 - | 0 - | 2 62% | 0 - |
| 3rd | 1 21% | 0 - | 1 78% | 0 - | 1 41% | 0 - | 0 - | 1 57% | 0 - | 0 - |
| 4th | 1 22% | 1 30% | 0 - | 1 33% | 1 16% | 0 - | 0 - | 0 - | 1 19% | 1 70% |
| 6th | 1 16% | 1 21% | 0 - | 0 - | 1 31% | 0 - | 0 - | 1 43% | 0 - | 0 - |
| 9th | 1 14% | 1 12% | 0 22% | 0 - | 0 11% | 1 100% | 0 - | 0 - | 1 20% | 0 30% |
| Summary | | | | | | | | | | |
| Mean | 4.3 | 4.3 | 4.3 | 2.7 | 4.8 | 9.0 | 0 | 4.3 | 3.7 | 5.5 |
| Standard Deviation | 2.5 | 2.6 | 0 | 1.2 | 2.4 | 0 | 0 | 2.0 | 3.4 | 0 |
| Standard Error | 1.0 | 1.2 | 0 | 0.9 | 1.2 | 0 | 0 | 1.4 | 2.0 | 0 |
| Median | 4.0 | 4.0 | 3.0 | 2.0 | 4.0 | 9.0 | 0 | 3.0 | 2.0 | 4.0 |

Brand Identity Survey

Detailed tables

TD5_22. (Product availability) Thinking back to when you first started your business, or took over the business from someone else, please rank the following in terms of what your priorities were:

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

| | Total | GENDER | | AGE | | | EDUCATION | | | |
|--|----------|-----------|----------|-----------|----------|-----------|-----------|-----------|----------|-----------|
| | | Male | Female | 18-34 | 35-54 | 55+ | <HS | HS | Post Sec | Univ Grad |
| | | A | B | C | D | E | F | G | H | I |
| Base: Respondents who gave this response | 7 | 1 | 6 | 1 | 5 | 1 | 0 | 1 | 5 | 1 |
| Weighted | 5* | 1** | 5** | 1** | 4** | 1** | -** | 1** | 3** | 1** |
| Product availability | | | | | | | | | | |
| 4th | 1 23% | 0 - | 1 26% | 1 100% | 0 - | 0 - | 0 - | 0 - | 1 35% | 0 - |
| 6th | 1 11% | 0 - | 1 12% | 0 - | 1 16% | 0 - | 0 - | 0 - | 1 17% | 0 - |
| 9th | 4 66% | 1 100% | 3 62% | 0 - | 3 84% | 1 100% | 0 - | 1 100% | 2 48% | 1 100% |
| Summary | | | | | | | | | | |
| Mean | 7.5 | 9.0 | 7.4 | 4.0 | 8.5 | 9.0 | 0 | 9.0 | 6.7 | 9.0 |
| Standard Deviation | 2.4 | 0 | 2.5 | 0 | 1.3 | 0 | 0 | 0 | 2.7 | 0 |
| Standard Error | 0.9 | 0 | 1.0 | 0 | 0.6 | 0 | 0 | 0 | 1.2 | 0 |
| Median | 9.0 | 9.0 | 9.0 | 4.0 | 9.0 | 9.0 | 0 | 9.0 | 6.0 | 9.0 |

Brand Identity Survey

Detailed tables

TD5_23. (Business plan/ targets/ management) Thinking back to when you first started your business, or took over the business from someone else, please rank the following in terms of what your priorities were:

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

| | Total | GENDER | | AGE | | | EDUCATION | | | |
|--|----------|----------|----------|-----------|----------|----------|-----------|--------|----------|-----------|
| | | Male | Female | 18-34 | 35-54 | 55+ | <HS | HS | Post Sec | Univ Grad |
| | | A | B | C | D | E | F | G | H | I |
| Base: Respondents who gave this response | 12 | 7 | 5 | 2 | 5 | 5 | 0 | 0 | 6 | 6 |
| Weighted | 8* | 5** | 3** | 2** | 3** | 3** | -.** | -.** | 5** | 3** |
| Business plan/ targets/ management | | | | | | | | | | |
| 1st | 0 4% | 0 - | 0 12% | 0 - | 0 13% | 0 - | 0 - | 0 - | 0 - | 0 11% |
| 2nd | 0 5% | 0 8% | 0 - | 0 - | 0 - | 0 13% | 0 - | 0 - | 0 - | 0 13% |
| 4th | 1 8% | 0 - | 1 22% | 0 - | 0 - | 1 20% | 0 - | 0 - | 1 13% | 0 - |
| 6th | 0 6% | 0 - | 0 16% | 0 - | 0 18% | 0 - | 0 - | 0 - | 0 - | 0 15% |
| 7th | 2 28% | 1 24% | 1 34% | 2 100% | 0 - | 0 - | 0 - | 0 - | 2 45% | 0 - |
| 8th | 1 10% | 1 15% | 0 - | 0 - | 1 30% | 0 - | 0 - | 0 - | 1 16% | 0 - |
| 9th | 3 40% | 3 53% | 0 15% | 0 - | 1 39% | 2 67% | 0 - | 0 - | 1 26% | 2 61% |
| Summary | | | | | | | | | | |
| Mean | 7.1 | 7.8 | 5.8 | 7.0 | 7.1 | 7.1 | 0 | 0 | 7.3 | 6.8 |
| Standard Deviation | 2.4 | 2.1 | 2.9 | 0 | 3.2 | 3.3 | 0 | 0 | 1.7 | 3.7 |
| Standard Error | 0.7 | 0.8 | 1.3 | 0 | 1.5 | 1.5 | 0 | 0 | 0.7 | 1.5 |
| Median | 7.0 | 9.0 | 6.0 | 7.0 | 8.0 | 9.0 | 0 | 0 | 7.0 | 9.0 |

Brand Identity Survey

Detailed tables

TD5_24. (Other) Thinking back to when you first started your business, or took over the business from someone else, please rank the following in terms of what your priorities were:

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

| | Total | GENDER | | AGE | | | EDUCATION | | | |
|--|-----------|-----------|-----------|----------|-----------|-----------|-----------|-----------|-----------|-----------|
| | | Male | Female | 18-34 | 35-54 | 55+ | <HS | HS | Post Sec | Univ Grad |
| | | A | B | C | D | E | F | G | H | I |
| Base: Respondents who gave this response | 138 | 70 | 68 | 11 | 74 | 53 | 3 | 27 | 69 | 39 |
| Weighted | 131* | 58* | 73* | 17** | 61* | 53* | 6** | 56** | 47* | 22* |
| Other | | | | | | | | | | |
| 1st | 10 7% | 6 10% | 4 5% | 0 - | 5 7% | 5 10% | 0 - | 3 6% | 4 9% | 2 11% |
| 2nd | 4 3% | 1 2% | 3 3% | 1 8% | 1 2% | 1 2% | 0 - | 0 - | 3 7% | 1 3% |
| 3rd | 13 10% | 5 8% | 8 11% | 4 21% | 5 8% | 4 8% | 0 - | 8 14% | 3 7% | 1 5% |
| 4th | 2 2% | 0 1% | 2 2% | 0 - | 2 3% | 0 - | 0 - | 0 - | 2 4% | 0 - |
| 5th | 8 6% | 2 3% | 6 9% | 0 - | 6 10% | 2 4% | 0 - | 3 5% | 4 9% | 1 6% |
| 6th | 12 9% | 6 10% | 6 8% | 0 - | 6 10% | 5 10% | 0 - | 5 10% | 4 9% | 2 9% |
| 7th | 9 7% | 4 6% | 5 7% | 4 22% | 2 4% | 3 5% | 0 - | 0 - | 7 15% | 2 8% |
| 8th | 7 6% | 3 6% | 4 5% | 0 - | 4 7% | 3 6% | 0 - | 2 4% | 3 6% | 2 9% |
| 9th | 67 51% | 31 54% | 35 49% | 8 49% | 30 48% | 29 55% | 6 100% | 35 62% | 15 32% | 11 49% |
| Summary | | | | | | | | | | |
| Mean | 6.8 | 6.9 | 6.8 | 6.7 | 6.8 | 7.0 | 9.0 | 7.2 | 6.1 | 6.9 |
| Standard Deviation | 2.7 | 2.9 | 2.7 | 2.8 | 2.7 | 2.8 | 0.0 | 2.7 | 2.8 | 2.8 |
| Standard Error | 0.2 | 0.3 | 0.3 | 0.8 | 0.3 | 0.4 | 0.0 | 0.5 | 0.3 | 0.5 |
| Median | 9.0 | 9.0 | 8.0 | 7.0 | 8.0 | 9.0 | 9.0 | 9.0 | 7.0 | 8.0 |

Brand Identity Survey

Detailed tables

TD5. (1st Rank Summary) Thinking back to when you first started your business, or took over the business from someone else, please rank the following in terms of what your priorities were:

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

| | GENDER | | | AGE | | | EDUCATION | | | |
|---|------------|------------|---------------|------------|------------|------------|-----------------|------------|---------------|-----------|
| | Total | Male | Female | 18-34 | 35-54 | 55+ | <HS | HS | Post Sec | Univ Grad |
| | | A | B | C | D | E | F | G | H | I |
| Finding a good space or location | 80 7% | 23 4% | 57 9% A | 28 8% | 31 6% | 21 5% | 14 15% HI | 32 7% | 26 5% | 8 4% |
| Ensuring I had the right technology in place | 80 7% | 40 7% | 40 6% | 24 7% | 24 5% | 32 8% | 1 2% | 28 6% | 39 8% | 12 6% |
| Marketing and branding | 61 5% | 33 6% | 28 4% | 20 6% | 23 5% | 18 4% | 1 1% | 22 5% | 28 6% | 10 5% |
| Hiring and training staff | 41 3% | 20 3% | 21 3% | 15 4% | 15 3% | 11 3% | 4 4% | 20 4% | 10 2% | 8 4% |
| Developing customer/client base | 512 42% | 264 45% | 247 39% | 146 43% | 209 43% | 157 40% | 44 48% | 183 39% | 197 41% | 87 46% |
| Finances | 293 24% | 141 24% | 153 24% | 63 18% | 126 26% | 104 26% | 18 19% | 127 27% | 108 23% | 40 21% |
| Product development/manufacturing | 71 6% | 38 6% | 33 5% | 19 6% | 30 6% | 22 6% | 5 5% | 16 3% | 39 8% G | 12 6% |
| Patents/Trademarks | 21 2% | 10 2% | 10 2% | 6 2% | 7 1% | 7 2% | 0 - | 8 2% | 10 2% | 3 1% |
| Equipment/ materials/ suppliers | 1 2% | 0 - | 1 4% | 1 10% | 0 - | 0 - | 0 - | 0 - | 1 4% | 0 - |
| Logistics/ vehicles/ transportation/ distribution | 0 2% | 0 4% | 0 - | 0 - | 0 4% | 0 - | 0 - | 0 - | 0 4% | 0 - |
| Licensing/ government regulations/ legalities | 2 9% | 2 17% | 0 - | 0 - | 1 20% | 1 6% | 0 - | 1 20% | 1 9% | 0 - |
| Networking/ partnerships | 0 1% | 0 2% | 0 - | 0 - | 0 - | 0 2% | 0 - | 0 - | 0 - | 0 6% |
| Service/ customer service/ customer satisfaction | 16 29% | 3 13% | 13 42% | 9 51% | 4 17% | 3 25% | 0 - | 6 29% | 6 29% | 4 44% |
| Time management/ time (unspecified) | 4 8% | 1 5% | 4 9% | 4 42% | 0 - | 1 3% | 0 - | 4 14% | 0 - | 1 6% |
| Quality of products/ work | 19 54% | 5 35% | 14 66% | 9 67% | 3 30% | 7 56% | 5 100% | 8 47% | 4 42% | 2 52% |

Brand Identity Survey

Detailed tables

TD5. (1st Rank Summary) Thinking back to when you first started your business, or took over the business from someone else, please rank the following in terms of what your priorities were:

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

| | Total | GENDER | | AGE | | | EDUCATION | | | |
|---|----------|----------|----------|--------|----------|----------|-----------|---------|----------|-----------|
| | | Male | Female | 18-34 | 35-54 | 55+ | <HS | HS | Post Sec | Univ Grad |
| | | A | B | C | D | E | F | G | H | I |
| Learning the business/personal training | 1 6% | 1 7% | 1 5% | 0 - | 1 14% | 0 - | 0 - | 0 - | 1 11% | 0 - |
| Reputation | 1 7% | 0 - | 1 20% | 0 - | 1 35% | 0 - | 0 - | 0 - | 1 20% | 0 - |
| Business plan/ targets/ management | 0 4% | 0 - | 0 12% | 0 - | 0 13% | 0 - | 0 - | 0 - | 0 - | 0 11% |
| Other | 10 7% | 6 10% | 4 5% | 0 - | 5 7% | 5 10% | 0 - | 3 6% | 4 9% | 2 11% |

Brand Identity Survey

Detailed tables

TD5. (2nd Rank Summary) Thinking back to when you first started your business, or took over the business from someone else, please rank the following in terms of what your priorities were:

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

| | Total | GENDER | | AGE | | | EDUCATION | | | |
|---|------------|------------|------------|---------------|------------|------------|------------------|----------------|-----------------|-----------------|
| | | Male | Female | 18-34 | 35-54 | 55+ | <HS | HS | Post Sec | Univ Grad |
| | | A | B | C | D | E | F | G | H | I |
| Finding a good space or location | 119 10% | 54 9% | 65 10% | 30 9% | 51 10% | 39 10% | 3 4% | 62 13% I | 41 9% | 12 7% |
| Ensuring I had the right technology in place | 127 10% | 72 12% | 55 9% | 25 7% | 53 11% | 50 12% | 12 13% | 30 7% | 54 11% | 31 16% GH |
| Marketing and branding | 163 13% | 76 13% | 87 14% | 60 18% | 61 12% | 42 11% | 18 19% | 57 12% | 68 14% | 20 10% |
| Hiring and training staff | 90 7% | 33 5% | 57 9% | 27 8% | 34 7% | 29 7% | 4 4% | 39 8% | 30 6% | 18 9% |
| Developing customer/client base | 277 23% | 138 23% | 138 22% | 66 19% | 111 23% | 100 25% | 8 8% | 105 23% | 120 25% F | 44 23% F |
| Finances | 270 22% | 128 22% | 142 22% | 79 23% | 115 24% | 76 19% | 42 46% GHI | 91 19% | 103 21% | 34 18% |
| Product development/manufacturing | 93 8% | 43 7% | 50 8% | 22 6% | 36 7% | 35 9% | 0 - | 46 10% | 31 6% | 17 9% F |
| Patents/Trademarks | 44 4% | 25 4% | 19 3% | 21 6% D | 8 2% | 16 4% | 3 3% | 25 5% | 11 2% | 6 3% |
| Equipment/ materials/ suppliers | 4 5% | 3 7% | 1 3% | 0 - | 1 3% | 3 10% | 2 16% | 0 - | 2 6% | 1 18% |
| Logistics/ vehicles/ transportation/ distribution | 1 7% | 0 - | 1 15% | 0 - | 1 13% | 0 - | 0 - | 1 15% | 0 - | 0 - |
| Licensing/ government regulations/ legalities | 2 6% | 0 - | 2 13% | 0 - | 2 23% | 0 - | 0 - | 0 - | 2 18% | 0 - |
| Networking/ partnerships | 2 5% | 1 4% | 1 6% | 1 10% | 1 8% | 0 - | 0 - | 0 - | 2 10% | 0 - |
| Service/ customer service/ customer satisfaction | 5 9% | 4 17% | 0 2% | 0 - | 3 13% | 1 12% | 0 - | 1 5% | 3 12% | 1 10% |
| Quality of products/ work | 2 6% | 1 10% | 1 3% | 0 - | 2 23% | 0 - | 0 - | 1 8% | 1 6% | 0 - |
| Learning the business/personal training | 2 11% | 1 9% | 2 13% | 0 - | 2 18% | 1 10% | 0 - | 2 23% | 0 - | 1 31% |

Brand Identity Survey

Detailed tables

TD5. (2nd Rank Summary) Thinking back to when you first started your business, or took over the business from someone else, please rank the following in terms of what your priorities were:

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

| | Total | GENDER | | AGE | | | EDUCATION | | | |
|------------------------------------|----------|----------|----------|----------|----------|----------|-----------|----------|----------|-----------|
| | | Male | Female | 18-34 | 35-54 | 55+ | <HS | HS | Post Sec | Univ Grad |
| | | A | B | C | D | E | F | G | H | I |
| Website development/ software | 1 5% | 0 - | 1 7% | 0 - | 1 19% | 0 - | 0 - | 0 - | 1 12% | 0 - |
| Reputation | 4 32% | 3 40% | 1 18% | 2 70% | 1 30% | 1 12% | 0 - | 2 49% | 1 35% | 0 - |
| Communication | 1 21% | 0 - | 1 31% | 1 58% | 0 - | 0 - | 0 - | 0 - | 1 28% | 0 - |
| Sales | 2 27% | 2 37% | 0 - | 2 67% | 0 - | 0 - | 0 - | 0 - | 2 62% | 0 - |
| Business plan/ targets/ management | 0 5% | 0 8% | 0 - | 0 - | 0 - | 0 13% | 0 - | 0 - | 0 - | 0 13% |
| Other | 4 3% | 1 2% | 3 3% | 1 8% | 1 2% | 1 2% | 0 - | 0 - | 3 7% | 1 3% |

Brand Identity Survey

Detailed tables

TD5. (3rd Rank Summary) Thinking back to when you first started your business, or took over the business from someone else, please rank the following in terms of what your priorities were:

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

| | Total | GENDER | | AGE | | | EDUCATION | | | |
|---|------------|-----------|----------------|-----------------|-----------|----------------|-----------|-----------|-----------|-----------|
| | | Male | Female | 18-34 | 35-54 | 55+ | <HS | HS | Post Sec | Univ Grad |
| | | A | B | C | D | E | F | G | H | I |
| Finding a good space or location | 118 10% | 68 11% | 50 8% | 25 7% | 47 10% | 46 11% | 7 7% | 41 9% | 50 10% | 20 11% |
| Ensuring I had the right technology in place | 192 16% | 96 16% | 97 15% | 40 12% | 87 18% | 66 17% | 11 12% | 66 14% | 82 17% | 33 17% |
| Marketing and branding | 175 14% | 91 15% | 84 13% | 50 15% | 65 13% | 60 15% | 15 16% | 61 13% | 70 15% | 29 16% |
| Hiring and training staff | 106 9% | 57 10% | 49 8% | 22 6% | 48 10% | 36 9% | 13 15% | 36 8% | 41 9% | 15 8% |
| Developing customer/client base | 161 13% | 62 10% | 99 16% A | 54 16% | 67 14% | 40 10% | 15 16% | 68 15% | 59 12% | 19 10% |
| Finances | 213 17% | 97 16% | 116 18% | 74 22% | 79 16% | 61 15% | 9 10% | 78 17% | 86 18% | 40 21% |
| Product development/manufacturing | 149 12% | 73 12% | 76 12% | 60 17% DE | 49 10% | 41 10% | 18 19% | 59 13% | 52 11% | 20 11% |
| Patents/Trademarks | 53 4% | 22 4% | 30 5% | 7 2% | 17 4% | 28 7% CD | 4 4% | 25 5% | 17 4% | 6 3% |
| Equipment/ materials/ suppliers | 10 12% | 6 13% | 4 11% | 0 - | 6 16% | 4 13% | 0 - | 6 17% | 3 11% | 0 16% |
| Logistics/ vehicles/ transportation/ distribution | 1 4% | 0 4% | 0 5% | 0 - | 1 9% | 0 - | 0 - | 0 - | 1 10% | 0 - |
| Licensing/ government regulations/ legalities | 2 8% | 2 16% | 0 - | 0 - | 0 - | 2 16% | 0 - | 2 23% | 0 - | 0 9% |
| Networking/ partnerships | 1 3% | 1 3% | 1 3% | 0 - | 1 6% | 1 3% | 0 - | 0 - | 1 3% | 1 8% |
| Service/ customer service/ customer satisfaction | 6 10% | 2 8% | 4 13% | 2 13% | 3 13% | 0 4% | 0 - | 3 16% | 2 10% | 0 5% |
| Time management/ time (unspecified) | 3 6% | 0 - | 3 7% | 0 - | 0 2% | 2 11% | 0 - | 0 - | 2 18% | 0 5% |
| Quality of products/ work | 1 2% | 1 4% | 0 - | 0 - | 0 - | 1 5% | 0 - | 0 - | 1 6% | 0 - |

Brand Identity Survey

Detailed tables

TD5. (3rd Rank Summary) Thinking back to when you first started your business, or took over the business from someone else, please rank the following in terms of what your priorities were:

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

| | Total | GENDER | | AGE | | | EDUCATION | | | |
|---|-----------|----------|----------|----------|----------|----------|-----------|----------|----------|-----------|
| | | Male | Female | 18-34 | 35-54 | 55+ | <HS | HS | Post Sec | Univ Grad |
| | | A | B | C | D | E | F | G | H | I |
| Learning the business/personal training | 3 16% | 0 - | 3 25% | 1 28% | 2 20% | 0 - | 0 - | 2 25% | 1 12% | 0 - |
| Website development/ software | 1 8% | 1 27% | 0 - | 0 - | 1 31% | 0 - | 0 - | 1 16% | 0 - | 0 - |
| Competition | 1 6% | 1 19% | 0 - | 0 - | 1 14% | 0 - | 0 - | 0 - | 1 15% | 0 - |
| Reputation | 1 12% | 1 18% | 0 - | 0 - | 0 - | 1 23% | 0 - | 0 - | 1 20% | 1 21% |
| Sales | 1 21% | 0 - | 1 78% | 0 - | 1 41% | 0 - | 0 - | 1 57% | 0 - | 0 - |
| Other | 13 10% | 5 8% | 8 11% | 4 21% | 5 8% | 4 8% | 0 - | 8 14% | 3 7% | 1 5% |

Brand Identity Survey

Detailed tables

TD5. (4th Rank Summary) Thinking back to when you first started your business, or took over the business from someone else, please rank the following in terms of what your priorities were:

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

| | Total | GENDER | | AGE | | | EDUCATION | | | |
|---|------------|------------|------------|-----------|-----------|-----------|-----------|----------------|------------|----------------|
| | | Male | Female | 18-34 | 35-54 | 55+ | <HS | HS | Post Sec | Univ Grad |
| | | A | B | C | D | E | F | G | H | I |
| Finding a good space or location | 115 9% | 56 10% | 59 9% | 27 8% | 48 10% | 40 10% | 6 7% | 42 9% | 44 9% | 23 12% |
| Ensuring I had the right technology in place | 191 16% | 98 16% | 93 15% | 54 16% | 79 16% | 59 15% | 18 20% | 67 14% | 78 16% | 28 15% |
| Marketing and branding | 221 18% | 118 20% | 103 16% | 64 19% | 88 18% | 69 17% | 20 21% | 68 15% | 101 21% | 32 17% |
| Hiring and training staff | 158 13% | 83 14% | 74 12% | 39 11% | 70 14% | 49 12% | 9 10% | 73 16% H | 47 10% | 29 15% H |
| Developing customer/client base | 93 8% | 40 7% | 53 8% | 25 7% | 36 7% | 32 8% | 8 9% | 37 8% | 34 7% | 15 8% |
| Finances | 163 13% | 69 12% | 93 15% | 53 16% | 61 13% | 49 12% | 13 14% | 53 11% | 73 15% | 23 12% |
| Product development/manufacturing | 142 12% | 64 11% | 78 12% | 31 9% | 54 11% | 57 14% | 12 13% | 50 11% | 56 12% | 23 12% |
| Patents/Trademarks | 73 6% | 32 5% | 41 7% | 25 7% | 27 5% | 21 5% | 2 2% | 38 8% | 24 5% | 8 4% |
| Equipment/ materials/ suppliers | 8 10% | 5 10% | 3 9% | 0 - | 7 20% | 1 2% | 0 - | 7 19% | 1 4% | 0 - |
| Logistics/ vehicles/ transportation/ distribution | 0 2% | 0 4% | 0 - | 0 - | 0 4% | 0 - | 0 - | 0 - | 0 4% | 0 - |
| Licensing/ government regulations/ legalities | 6 23% | 0 4% | 5 43% | 3 50% | 1 16% | 2 17% | 0 - | 3 38% | 2 23% | 1 26% |
| Networking/ partnerships | 10 23% | 2 9% | 8 38% | 3 22% | 0 5% | 7 33% | 2 55% | 4 32% | 1 7% | 2 34% |
| Service/ customer service/ customer satisfaction | 7 13% | 5 20% | 2 7% | 3 17% | 1 5% | 3 23% | 2 59% | 3 15% | 2 10% | 0 - |
| Time management/ time (unspecified) | 2 3% | 1 7% | 1 2% | 0 - | 1 5% | 1 3% | 0 - | 0 - | 1 5% | 1 9% |
| Quality of products/ work | 2 5% | 0 - | 2 9% | 0 - | 0 - | 2 14% | 0 - | 2 11% | 0 - | 0 - |

Brand Identity Survey

Detailed tables

TD5. (4th Rank Summary) Thinking back to when you first started your business, or took over the business from someone else, please rank the following in terms of what your priorities were:

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

| | Total | GENDER | | AGE | | | EDUCATION | | | |
|---|----------|----------|----------|-----------|----------|----------|-----------|----------|----------|-----------|
| | | Male | Female | 18-34 | 35-54 | 55+ | <HS | HS | Post Sec | Univ Grad |
| | | A | B | C | D | E | F | G | H | I |
| Learning the business/personal training | 2 12% | 1 20% | 1 8% | 1 19% | 1 6% | 1 16% | 0 - | 0 - | 2 23% | 0 - |
| Competition | 3 27% | 0 - | 3 39% | 3 52% | 0 - | 0 - | 0 - | 3 45% | 0 - | 0 - |
| Sales | 1 22% | 1 30% | 0 - | 1 33% | 1 16% | 0 - | 0 - | 0 - | 1 19% | 1 70% |
| Product availability | 1 23% | 0 - | 1 26% | 1 100% | 0 - | 0 - | 0 - | 0 - | 1 35% | 0 - |
| Business plan/ targets/ management | 1 8% | 0 - | 1 22% | 0 - | 0 - | 1 20% | 0 - | 0 - | 1 13% | 0 - |
| Other | 2 2% | 0 1% | 2 2% | 0 - | 2 3% | 0 - | 0 - | 0 - | 2 4% | 0 - |

Brand Identity Survey

Detailed tables

TD5. (5th Rank Summary) Thinking back to when you first started your business, or took over the business from someone else, please rank the following in terms of what your priorities were:

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

| | Total | GENDER | | AGE | | | EDUCATION | | | |
|---|------------|------------|------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| | | Male | Female | 18-34 | 35-54 | 55+ | <HS | HS | Post Sec | Univ Grad |
| | | A | B | C | D | E | F | G | H | I |
| Finding a good space or location | 169 14% | 79 13% | 90 14% | 61 18% | 55 11% | 54 14% | 13 14% | 59 13% | 80 17% | 18 9% |
| Ensuring I had the right technology in place | 213 17% | 94 16% | 119 19% | 57 17% | 88 18% | 67 17% | 19 21% | 77 17% | 80 17% | 37 19% |
| Marketing and branding | 201 16% | 109 18% | 93 15% | 53 15% | 86 18% | 62 16% | 14 16% | 83 18% | 71 15% | 33 18% |
| Hiring and training staff | 105 9% | 61 10% | 44 7% | 20 6% | 44 9% | 41 10% | 8 8% | 33 7% | 46 10% | 18 10% |
| Developing customer/client base | 64 5% | 34 6% | 30 5% | 17 5% | 25 5% | 22 5% | 6 7% | 18 4% | 30 6% | 9 5% |
| Finances | 114 9% | 52 9% | 62 10% | 25 7% | 44 9% | 45 11% | 3 4% | 47 10% | 41 9% | 23 12% |
| Product development/manufacturing | 198 16% | 90 15% | 108 17% | 69 20% | 72 15% | 56 14% | 18 19% | 67 15% | 85 18% | 28 15% |
| Patents/Trademarks | 81 7% | 40 7% | 42 7% | 19 6% | 38 8% | 24 6% | 3 4% | 39 8% | 25 5% | 14 7% |
| Equipment/ materials/ suppliers | 12 15% | 6 12% | 7 19% | 1 9% | 5 14% | 6 19% | 3 22% | 6 17% | 4 12% | 0 - |
| Logistics/ vehicles/ transportation/ distribution | 5 29% | 3 32% | 2 25% | 0 - | 2 23% | 3 41% | 0 - | 5 56% | 1 7% | 0 - |
| Licensing/ government regulations/ legalities | 1 3% | 1 6% | 0 - | 0 - | 0 - | 1 6% | 0 - | 0 - | 1 9% | 0 - |
| Networking/ partnerships | 7 16% | 3 13% | 4 19% | 4 29% | 2 18% | 2 8% | 0 - | 4 30% | 3 15% | 0 6% |
| Service/ customer service/ customer satisfaction | 2 4% | 1 5% | 1 3% | 0 - | 0 2% | 2 13% | 0 - | 0 - | 1 5% | 1 12% |
| Time management/ time (unspecified) | 7 14% | 2 20% | 5 12% | 3 33% | 1 7% | 3 14% | 0 - | 1 5% | 3 22% | 3 31% |
| Quality of products/ work | 1 2% | 1 5% | 0 - | 0 - | 0 - | 1 6% | 0 - | 0 - | 1 7% | 0 - |

Brand Identity Survey

Detailed tables

TD5. (5th Rank Summary) Thinking back to when you first started your business, or took over the business from someone else, please rank the following in terms of what your priorities were:

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

| | Total | GENDER | | AGE | | | EDUCATION | | | |
|---|----------|----------|----------|--------|----------|----------|-----------|----------|----------|-----------|
| | | Male | Female | 18-34 | 35-54 | 55+ | <HS | HS | Post Sec | Univ Grad |
| | | A | B | C | D | E | F | G | H | I |
| Learning the business/personal training | 0 2% | 0 4% | 0 - | 0 - | 0 4% | 0 - | 0 - | 0 - | 0 - | 0 16% |
| Website development/ software | 3 23% | 1 15% | 2 26% | 0 - | 0 - | 3 67% | 0 - | 2 37% | 0 - | 1 50% |
| Reputation | 2 21% | 2 32% | 0 - | 0 - | 0 - | 2 42% | 0 - | 2 51% | 0 - | 0 - |
| Communication | 2 26% | 1 26% | 1 25% | 0 - | 1 54% | 1 26% | 0 - | 0 - | 1 23% | 1 35% |
| Other | 8 6% | 2 3% | 6 9% | 0 - | 6 10% | 2 4% | 0 - | 3 5% | 4 9% | 1 6% |

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Detailed tables

TD5. (6th Rank Summary) Thinking back to when you first started your business, or took over the business from someone else, please rank the following in terms of what your priorities were:

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

| | Total | GENDER | | AGE | | | EDUCATION | | | |
|---|------------|------------|-----------|-----------------|-----------|---------------|----------------|------------------|----------------|----------------|
| | | Male | Female | 18-34 | 35-54 | 55+ | <HS | HS | Post Sec | Univ Grad |
| | | A | B | C | D | E | F | G | H | I |
| Finding a good space or location | 207 17% | 108 18% | 99 16% | 59 17% | 79 16% | 69 17% | 26 29% H | 78 17% | 66 14% | 37 20% H |
| Ensuring I had the right technology in place | 168 14% | 70 12% | 97 15% | 49 14% | 74 15% | 45 11% | 4 5% | 85 18% FHI | 57 12% | 21 11% |
| Marketing and branding | 160 13% | 65 11% | 95 15% | 37 11% | 71 15% | 53 13% | 4 5% | 67 14% | 61 13% | 28 15% |
| Hiring and training staff | 173 14% | 81 14% | 92 14% | 54 16% | 69 14% | 50 13% | 19 21% | 65 14% | 67 14% | 21 11% |
| Developing customer/client base | 51 4% | 27 4% | 25 4% | 11 3% | 15 3% | 25 6% D | 4 4% | 24 5% | 17 4% | 7 3% |
| Finances | 73 6% | 43 7% | 30 5% | 25 7% | 22 4% | 26 7% | 5 5% | 25 5% | 31 6% | 13 7% |
| Product development/manufacturing | 169 14% | 82 14% | 87 14% | 34 10% | 72 15% | 64 16% | 9 10% | 47 10% | 83 17% G | 30 16% |
| Patents/Trademarks | 166 14% | 87 15% | 80 13% | 67 20% DE | 56 12% | 43 11% | 17 19% | 60 13% | 67 14% | 23 12% |
| Equipment/ materials/ suppliers | 11 13% | 4 8% | 7 21% | 0 - | 6 17% | 5 15% | 3 27% | 4 12% | 3 11% | 0 - |
| Logistics/ vehicles/ transportation/ distribution | 3 16% | 1 5% | 2 28% | 1 100% | 1 13% | 1 7% | 0 - | 1 14% | 2 21% | 0 - |
| Licensing/ government regulations/ legalities | 1 4% | 1 8% | 0 - | 0 - | 0 6% | 1 5% | 0 - | 0 - | 0 - | 1 22% |
| Networking/ partnerships | 5 13% | 3 16% | 2 9% | 1 11% | 1 6% | 3 16% | 0 - | 0 - | 5 28% | 0 - |
| Service/ customer service/ customer satisfaction | 2 4% | 1 5% | 1 3% | 0 - | 1 6% | 1 5% | 0 - | 0 - | 1 5% | 1 10% |
| Time management/ time (unspecified) | 1 2% | 1 4% | 1 2% | 0 - | 1 3% | 1 3% | 0 - | 0 - | 1 4% | 1 8% |
| Quality of products/ work | 2 6% | 1 10% | 1 3% | 0 - | 1 16% | 1 5% | 0 - | 0 - | 2 17% | 0 13% |

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Detailed tables

TD5. (6th Rank Summary) Thinking back to when you first started your business, or took over the business from someone else, please rank the following in terms of what your priorities were:

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

| | Total | GENDER | | AGE | | | EDUCATION | | | |
|---|----------|----------|----------|----------|----------|----------|-----------|----------|----------|-----------|
| | | Male | Female | 18-34 | 35-54 | 55+ | <HS | HS | Post Sec | Univ Grad |
| | | A | B | C | D | E | F | G | H | I |
| Learning the business/personal training | 1 7% | 0 - | 1 11% | 1 31% | 0 - | 0 - | 0 - | 0 - | 1 13% | 0 - |
| Website development/ software | 1 7% | 0 - | 1 10% | 0 - | 0 - | 1 20% | 0 - | 0 - | 1 17% | 0 - |
| Sales | 1 16% | 1 21% | 0 - | 0 - | 1 31% | 0 - | 0 - | 1 43% | 0 - | 0 - |
| Product availability | 1 11% | 0 - | 1 12% | 0 - | 1 16% | 0 - | 0 - | 0 - | 1 17% | 0 - |
| Business plan/ targets/ management | 0 6% | 0 - | 0 16% | 0 - | 0 18% | 0 - | 0 - | 0 - | 0 - | 0 15% |
| Other | 12 9% | 6 10% | 6 8% | 0 - | 6 10% | 5 10% | 0 - | 5 10% | 4 9% | 2 9% |

Brand Identity Survey

Detailed tables

TD5. (7th Rank Summary) Thinking back to when you first started your business, or took over the business from someone else, please rank the following in terms of what your priorities were:

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

| | Total | GENDER | | AGE | | | EDUCATION | | | |
|--|------------|---------------|------------|----------------|------------|-----------|-----------|-----------------|----------------|----------------|
| | | Male | Female | 18-34 | 35-54 | 55+ | <HS | HS | Post Sec | Univ Grad |
| | | A | B | C | D | E | F | G | H | I |
| Finding a good space or location | 194 16% | 99 17% | 95 15% | 54 16% | 76 16% | 64 16% | 14 15% | 64 14% | 82 17% | 35 18% |
| Ensuring I had the right technology in place | 131 11% | 65 11% | 66 10% | 53 16% D | 41 8% | 38 9% | 17 18% | 56 12% | 42 9% | 17 9% |
| Marketing and branding | 129 11% | 50 8% | 80 13% | 26 8% | 53 11% | 50 13% | 18 19% | 42 9% | 50 11% | 19 10% |
| Hiring and training staff | 191 16% | 91 15% | 100 16% | 55 16% | 67 14% | 69 17% | 3 3% | 70 15% | 82 17% F | 36 19% F |
| Developing customer/client base | 27 2% | 11 2% | 16 3% | 6 2% | 8 2% | 13 3% | 0 - | 13 3% | 12 2% | 3 1% |
| Finances | 55 4% | 37 6% B | 18 3% | 15 4% | 18 4% | 22 6% | 0 - | 23 5% | 22 5% | 10 5% |
| Product development/manufacturing | 212 17% | 100 17% | 112 18% | 61 18% | 94 19% | 57 14% | 13 14% | 105 23% H | 64 13% | 30 16% |
| Patents/Trademarks | 236 19% | 119 20% | 116 18% | 56 16% | 111 23% | 69 17% | 22 24% | 82 18% | 97 20% | 34 18% |
| Equipment/ materials/ suppliers | 6 8% | 4 9% | 2 6% | 2 15% | 3 10% | 1 2% | 1 11% | 2 5% | 3 11% | 0 - |
| Licensing/ government regulations/ legalities | 1 5% | 0 3% | 1 6% | 0 - | 1 16% | 0 - | 0 - | 0 - | 1 13% | 0 - |
| Networking/ partnerships | 4 8% | 2 10% | 1 7% | 1 8% | 1 15% | 1 6% | 0 - | 1 8% | 2 11% | 0 7% |
| Service/ customer service/ customer satisfaction | 4 7% | 0 - | 4 12% | 0 - | 4 15% | 0 - | 0 - | 3 14% | 1 5% | 0 - |
| Time management/ time (unspecified) | 0 1% | 0 - | 0 1% | 0 - | 0 2% | 0 - | 0 - | 0 - | 0 4% | 0 - |
| Quality of products/ work | 1 3% | 1 7% | 0 - | 0 - | 1 6% | 0 3% | 0 - | 0 - | 1 5% | 0 13% |
| Learning the business/personal training | 1 5% | 0 - | 1 8% | 1 22% | 0 - | 0 - | 0 - | 0 - | 1 10% | 0 - |

Brand Identity Survey

Detailed tables

TD5. (7th Rank Summary) Thinking back to when you first started your business, or took over the business from someone else, please rank the following in terms of what your priorities were:

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

| | Total | GENDER | | AGE | | | EDUCATION | | | |
|------------------------------------|----------|----------|----------|-----------|----------|---------|-----------|--------|----------|-----------|
| | | Male | Female | 18-34 | 35-54 | 55+ | <HS | HS | Post Sec | Univ Grad |
| | | A | B | C | D | E | F | G | H | I |
| Website development/ software | 1 7% | 0 - | 1 10% | 1 18% | 0 - | 0 - | 0 - | 0 - | 1 18% | 0 - |
| Competition | 2 18% | 0 9% | 2 23% | 2 30% | 0 7% | 0 - | 0 - | 0 - | 2 40% | 0 100% |
| Reputation | 1 9% | 0 - | 1 27% | 1 30% | 0 - | 0 - | 0 - | 0 - | 1 25% | 0 - |
| Communication | 0 6% | 0 20% | 0 - | 0 - | 0 20% | 0 - | 0 - | 0 - | 0 - | 0 26% |
| Business plan/ targets/ management | 2 28% | 1 24% | 1 34% | 2 100% | 0 - | 0 - | 0 - | 0 - | 2 45% | 0 - |
| Other | 9 7% | 4 6% | 5 7% | 4 22% | 2 4% | 3 5% | 0 - | 0 - | 7 15% | 2 8% |

Brand Identity Survey

Detailed tables

TD5. (8th Rank Summary) Thinking back to when you first started your business, or took over the business from someone else, please rank the following in terms of what your priorities were:

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

| | Total | GENDER | | AGE | | | EDUCATION | | | |
|---|------------|------------|------------|------------|------------|------------|-----------|-----------------|------------|-----------|
| | | Male | Female | 18-34 | 35-54 | 55+ | <HS | HS | Post Sec | Univ Grad |
| | | A | B | C | D | E | F | G | H | I |
| Finding a good space or location | 160 13% | 73 12% | 87 14% | 40 12% | 67 14% | 53 13% | 8 8% | 66 14% | 58 12% | 28 15% |
| Ensuring I had the right technology in place | 97 8% | 47 8% | 49 8% | 30 9% | 33 7% | 33 8% | 9 10% | 37 8% | 41 9% | 9 5% |
| Marketing and branding | 91 7% | 39 7% | 52 8% | 27 8% | 30 6% | 34 8% | 0 - | 53 11% FH | 26 5% | 13 7% |
| Hiring and training staff | 255 21% | 119 20% | 136 21% | 81 24% | 94 19% | 80 20% | 25 27% | 89 19% | 107 22% | 34 18% |
| Developing customer/client base | 21 2% | 5 1% | 16 3% | 6 2% | 11 2% | 4 1% | 2 2% | 9 2% | 8 2% | 2 1% |
| Finances | 31 3% | 20 3% | 11 2% | 8 2% | 13 3% | 10 3% | 2 2% | 12 2% | 13 3% | 5 2% |
| Product development/manufacturing | 125 10% | 73 12% | 52 8% | 26 8% | 57 12% | 42 11% | 8 9% | 46 10% | 49 10% | 22 11% |
| Patents/Trademarks | 364 30% | 167 28% | 197 31% | 105 31% | 149 31% | 111 28% | 28 30% | 123 27% | 150 31% | 63 33% |
| Equipment/ materials/ suppliers | 7 9% | 3 6% | 5 14% | 1 10% | 4 11% | 2 7% | 2 13% | 3 8% | 3 10% | 0 - |
| Logistics/ vehicles/ transportation/ distribution | 2 12% | 1 9% | 1 14% | 0 - | 2 18% | 0 5% | 0 - | 1 14% | 1 6% | 0 24% |
| Licensing/ government regulations/ legalities | 4 14% | 2 19% | 1 10% | 1 24% | 0 - | 2 19% | 2 51% | 0 - | 1 14% | 0 - |
| Networking/ partnerships | 4 10% | 4 18% | 1 3% | 0 - | 2 16% | 3 14% | 0 - | 1 9% | 1 7% | 2 30% |
| Service/ customer service/ customer satisfaction | 1 2% | 0 - | 1 3% | 1 6% | 0 - | 0 - | 0 - | 0 - | 1 5% | 0 - |
| Time management/ time (unspecified) | 12 23% | 4 33% | 8 20% | 2 25% | 3 15% | 6 30% | 0 - | 6 23% | 4 31% | 2 17% |
| Quality of products/ work | 7 20% | 3 20% | 4 19% | 3 24% | 2 25% | 1 11% | 0 - | 5 33% | 1 7% | 1 23% |

Brand Identity Survey

Detailed tables

TD5. (8th Rank Summary) Thinking back to when you first started your business, or took over the business from someone else, please rank the following in terms of what your priorities were:

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

| | Total | GENDER | | AGE | | | EDUCATION | | | |
|---|----------|----------|----------|----------|----------|----------|-----------|----------|----------|-----------|
| | | Male | Female | 18-34 | 35-54 | 55+ | <HS | HS | Post Sec | Univ Grad |
| | | A | B | C | D | E | F | G | H | I |
| Learning the business/personal training | 4 22% | 2 29% | 2 18% | 0 - | 2 26% | 2 34% | 0 - | 4 52% | 1 6% | 0 - |
| Competition | 3 25% | 2 49% | 1 14% | 1 18% | 2 38% | 0 - | 0 - | 2 27% | 1 25% | 0 - |
| Reputation | 1 7% | 0 - | 1 20% | 0 - | 0 - | 1 13% | 0 - | 0 - | 0 - | 1 28% |
| Business plan/ targets/ management | 1 10% | 1 15% | 0 - | 0 - | 1 30% | 0 - | 0 - | 0 - | 1 16% | 0 - |
| Other | 7 6% | 3 6% | 4 5% | 0 - | 4 7% | 3 6% | 0 - | 2 4% | 3 6% | 2 9% |

Brand Identity Survey

Detailed tables

TD5. (9th Rank Summary) Thinking back to when you first started your business, or took over the business from someone else, please rank the following in terms of what your priorities were:

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

| | GENDER | | | AGE | | | EDUCATION | | | |
|---|------------|-----------|-----------|-----------|---------------|----------------|-----------|---------------|----------------|-----------|
| | Total | Male | Female | 18-34 | 35-54 | 55+ | <HS | HS | Post Sec | Univ Grad |
| | | A | B | C | D | E | F | G | H | I |
| Finding a good space or location | 61 5% | 32 5% | 29 5% | 18 5% | 32 7% E | 12 3% | 1 1% | 20 4% | 32 7% | 8 4% |
| Ensuring I had the right technology in place | 25 2% | 10 2% | 15 2% | 10 3% | 8 2% | 8 2% | 0 - | 18 4% I | 6 1% | 1 1% |
| Marketing and branding | 23 2% | 12 2% | 11 2% | 5 2% | 9 2% | 9 2% | 2 2% | 12 2% | 5 1% | 5 3% |
| Hiring and training staff | 107 9% | 47 8% | 60 9% | 29 8% | 46 9% | 32 8% | 8 9% | 39 8% | 49 10% I | 10 5% |
| Developing customer/client base | 19 2% | 12 2% | 7 1% | 12 3% | 4 1% | 3 1% | 5 5% | 8 2% | 4 1% | 3 1% |
| Finances | 13 1% | 5 1% | 8 1% | 1 0 | 9 2% | 3 1% | 0 - | 9 2% | 3 1% | 1 0 |
| Product development/manufacturing | 64 5% | 29 5% | 35 6% | 19 6% | 22 5% | 23 6% | 10 11% | 27 6% | 20 4% | 7 3% |
| Patents/Trademarks | 187 15% | 91 15% | 97 15% | 36 10% | 73 15% | 79 20% C | 13 14% | 63 14% | 79 16% | 33 17% |
| Equipment/ materials/ suppliers | 21 26% | 16 35% | 5 14% | 8 57% | 3 10% | 10 30% | 1 11% | 8 23% | 10 31% | 2 66% |
| Logistics/ vehicles/ transportation/ distribution | 5 29% | 4 42% | 1 13% | 0 - | 2 17% | 4 47% | 0 - | 0 - | 4 47% | 1 76% |
| Licensing/ government regulations/ legalities | 7 27% | 3 26% | 4 29% | 1 26% | 1 19% | 4 33% | 2 49% | 1 19% | 1 14% | 2 43% |
| Networking/ partnerships | 9 21% | 6 27% | 3 15% | 3 21% | 2 25% | 4 19% | 2 45% | 3 21% | 4 20% | 1 8% |
| Service/ customer service/ customer satisfaction | 12 22% | 8 32% | 4 14% | 2 14% | 7 29% | 3 20% | 1 41% | 4 22% | 4 21% | 2 18% |
| Time management/ time (unspecified) | 21 42% | 4 30% | 17 46% | 0 - | 13 66% | 8 37% | 1 100% | 15 59% | 2 16% | 2 24% |
| Quality of products/ work | 1 3% | 1 8% | 0 - | 1 8% | 0 - | 0 - | 0 - | 0 - | 1 11% | 0 - |

Brand Identity Survey

Detailed tables

TD5. (9th Rank Summary) Thinking back to when you first started your business, or took over the business from someone else, please rank the following in terms of what your priorities were:

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

| | Total | GENDER | | AGE | | | EDUCATION | | | |
|---|-----------|-----------|-----------|----------|-----------|-----------|-----------|-----------|-----------|-----------|
| | | Male | Female | 18-34 | 35-54 | 55+ | <HS | HS | Post Sec | Univ Grad |
| | | A | B | C | D | E | F | G | H | I |
| Learning the business/personal training | 3 18% | 2 31% | 1 11% | 0 - | 1 12% | 2 41% | 0 - | 0 - | 2 24% | 1 53% |
| Website development/ software | 7 50% | 2 57% | 4 47% | 4 82% | 2 51% | 1 13% | 0 - | 3 48% | 3 53% | 1 50% |
| Competition | 2 24% | 1 23% | 2 24% | 0 - | 2 40% | 1 100% | 0 - | 2 28% | 1 19% | 0 - |
| Reputation | 1 12% | 1 10% | 1 15% | 0 - | 1 36% | 1 10% | 0 - | 0 - | 0 - | 1 51% |
| Communication | 3 47% | 1 54% | 2 44% | 1 42% | 1 26% | 2 74% | 0 - | 0 - | 2 50% | 1 39% |
| Sales | 1 14% | 1 12% | 0 22% | 0 - | 0 11% | 1 100% | 0 - | 0 - | 1 20% | 0 30% |
| Product availability | 4 66% | 1 100% | 3 62% | 0 - | 3 84% | 1 100% | 0 - | 1 100% | 2 48% | 1 100% |
| Business plan/ targets/ management | 3 40% | 3 53% | 0 15% | 0 - | 1 39% | 2 67% | 0 - | 0 - | 1 26% | 2 61% |
| Other | 67 51% | 31 54% | 35 49% | 8 49% | 30 48% | 29 55% | 6 100% | 35 62% | 15 32% | 11 49% |

Brand Identity Survey

Detailed tables

TD5. (Ranked in Top 3 Summary) Thinking back to when you first started your business, or took over the business from someone else, please rank the following in terms of what your priorities were:

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

| | Total | GENDER | | AGE | | | EDUCATION | | | |
|---|------------|------------|------------|------------|------------|------------|-----------|------------|------------|------------|
| | | Male | Female | 18-34 | 35-54 | 55+ | <HS | HS | Post Sec | Univ Grad |
| | | A | B | C | D | E | F | G | H | I |
| Finding a good space or location | 318 26% | 145 24% | 173 27% | 83 24% | 129 27% | 105 27% | 24 26% | 136 29% | 117 24% | 41 22% |
| Ensuring I had the right technology in place | 400 33% | 208 35% | 192 30% | 89 26% | 163 34% | 147 37% | 25 27% | 125 27% | 175 36% | 75 40% |
| Marketing and branding | 399 33% | 201 34% | 198 31% | 130 38% | 149 31% | 120 30% | 34 37% | 140 30% | 166 35% | 59 31% |
| Hiring and training staff | 237 19% | 110 19% | 127 20% | 64 19% | 97 20% | 76 19% | 20 22% | 95 20% | 81 17% | 40 21% |
| Developing customer/client base | 950 78% | 465 78% | 485 77% | 266 78% | 386 79% | 297 75% | 67 73% | 356 77% | 376 78% | 151 80% |
| Finances | 777 63% | 366 62% | 411 65% | 216 63% | 320 66% | 241 61% | 69 75% | 296 64% | 298 62% | 114 60% |
| Product development/manufacturing | 314 26% | 154 26% | 159 25% | 100 29% | 115 24% | 98 25% | 22 24% | 121 26% | 122 25% | 49 26% |
| Patents/Trademarks | 118 10% | 58 10% | 60 9% | 34 10% | 33 7% | 51 13% | 6 7% | 58 13% | 38 8% | 15 8% |
| Equipment/ materials/ suppliers | 15 19% | 9 20% | 6 17% | 1 10% | 7 19% | 7 23% | 2 16% | 6 17% | 7 21% | 1 34% |
| Logistics/ vehicles/ transportation/ distribution | 2 13% | 1 7% | 2 20% | 0 - | 2 26% | 0 - | 0 - | 1 15% | 1 14% | 0 - |
| Licensing/ government regulations/ legalities | 6 23% | 4 33% | 2 13% | 0 - | 3 43% | 3 22% | 0 - | 3 43% | 2 27% | 0 9% |
| Networking/ partnerships | 4 9% | 2 8% | 2 9% | 1 10% | 1 15% | 1 5% | 0 - | 0 - | 3 14% | 1 14% |
| Service/ customer service/ customer satisfaction | 26 48% | 9 38% | 17 56% | 11 63% | 10 43% | 5 40% | 0 - | 10 50% | 11 50% | 5 59% |
| Time management/ time (unspecified) | 7 14% | 1 5% | 6 17% | 4 42% | 0 2% | 3 13% | 0 - | 4 14% | 2 18% | 1 11% |
| Quality of products/ work | 21 61% | 7 49% | 14 69% | 9 67% | 5 53% | 8 60% | 5 100% | 9 56% | 5 54% | 2 52% |

Brand Identity Survey

Detailed tables

TD5. (Ranked in Top 3 Summary) Thinking back to when you first started your business, or took over the business from someone else, please rank the following in terms of what your priorities were:

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

| | Total | GENDER | | AGE | | | EDUCATION | | | |
|---|-----------|-----------|-----------|----------|-----------|-----------|-----------|-----------|-----------|-----------|
| | | Male | Female | 18-34 | 35-54 | 55+ | <HS | HS | Post Sec | Univ Grad |
| | | A | B | C | D | E | F | G | H | I |
| Learning the business/personal training | 6 33% | 1 16% | 5 43% | 1 28% | 4 52% | 1 10% | 0 - | 3 48% | 2 24% | 1 31% |
| Website development/ software | 2 13% | 1 27% | 1 7% | 0 - | 2 49% | 0 - | 0 - | 1 16% | 1 12% | 0 - |
| Competition | 1 6% | 1 19% | 0 - | 0 - | 1 14% | 0 - | 0 - | 0 - | 1 15% | 0 - |
| Reputation | 6 51% | 4 57% | 1 38% | 2 70% | 1 64% | 2 35% | 0 - | 2 49% | 3 75% | 1 21% |
| Communication | 1 21% | 0 - | 1 31% | 1 58% | 0 - | 0 - | 0 - | 0 - | 1 28% | 0 - |
| Sales | 3 48% | 2 37% | 1 78% | 2 67% | 1 41% | 0 - | 0 - | 1 57% | 2 62% | 0 - |
| Business plan/ targets/ management | 1 9% | 0 8% | 0 12% | 0 - | 0 13% | 0 13% | 0 - | 0 - | 0 - | 1 24% |
| Other | 26 20% | 12 20% | 14 20% | 5 29% | 11 17% | 11 20% | 0 - | 11 20% | 11 23% | 4 19% |

Brand Identity Survey

Detailed tables

TD6_1. (Developing and marketing my brand is a priority to my business) What is the extent to which you agree with the following statements?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I
Overlap formulae used. * small base

| | Total | GENDER | | AGE | | | EDUCATION | | | |
|--|------------|-----------------|------------|------------|------------|------------|-----------|------------|-----------------|----------------|
| | | Male | Female | 18-34 | 35-54 | 55+ | <HS | HS | Post Sec | Univ Grad |
| | | A | B | C | D | E | F | G | H | I |
| Base: All respondents | 1225 | 679 | 546 | 187 | 636 | 402 | 43 | 224 | 622 | 336 |
| Weighted | 1225 | 593 | 632 | 342 | 486 | 397 | 92* | 464 | 480 | 189 |
| Developing and marketing my brand is a priority to my business | | | | | | | | | | |
| Strongly agree | 329 27% | 148 25% | 180 29% | 101 30% | 134 27% | 94 24% | 30 32% | 125 27% | 135 28% I | 40 21% |
| Somewhat agree | 485 40% | 256 43% B | 228 36% | 141 41% | 188 39% | 155 39% | 39 42% | 173 37% | 196 41% | 77 41% |
| Somewhat disagree | 302 25% | 142 24% | 160 25% | 65 19% | 130 27% | 107 27% | 20 21% | 130 28% | 103 21% | 49 26% |
| Strongly disagree | 109 9% | 46 8% | 63 10% | 34 10% | 34 7% | 41 10% | 4 4% | 37 8% | 45 9% | 23 12% |
| Summary | | | | | | | | | | |
| Top2Box - Agree | 814 66% | 405 68% | 409 65% | 242 71% | 322 66% | 250 63% | 68 74% | 297 64% | 332 69% I | 116 62% |
| Low2Box - Disagree | 411 34% | 188 32% | 223 35% | 100 29% | 164 34% | 147 37% | 24 26% | 167 36% | 148 31% | 72 38% H |

Brand Identity Survey

Detailed tables

TD6_2. (I am satisfied with my company's current brand) What is the extent to which you agree with the following statements?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I
Overlap formulae used. * small base

| | | GENDER | | AGE | | | EDUCATION | | | |
|--|-------|--------|--------|-------|-------|-----|-----------|-----|----------|-----------|
| | Total | Male | Female | 18-34 | 35-54 | 55+ | <HS | HS | Post Sec | Univ Grad |
| | | A | B | C | D | E | F | G | H | I |
| Base: All respondents Weighted | | | | | | | | | | |
| | 1225 | 679 | 546 | 187 | 636 | 402 | 43 | 224 | 622 | 336 |
| | 1225 | 593 | 632 | 342 | 486 | 397 | 92* | 464 | 480 | 189 |
| I am satisfied with my company's current brand | | | | | | | | | | |
| Strongly agree | 495 | 194 | 300 | 140 | 195 | 160 | 43 | 194 | 195 | 62 |
| | 40% | 33% | 48% | 41% | 40% | 40% | 47% | 42% | 41% | 33% |
| Somewhat agree | 603 | 322 | 281 | 160 | 238 | 204 | 42 | 230 | 229 | 102 |
| | 49% | 54% | 44% | 47% | 49% | 51% | 45% | 49% | 48% | 54% |
| Somewhat disagree | 103 | 65 | 38 | 32 | 45 | 26 | 7 | 27 | 46 | 23 |
| | 8% | 11% | 6% | 9% | 9% | 6% | 7% | 6% | 10% | 12% |
| Strongly disagree | 25 | 12 | 13 | 9 | 9 | 7 | 0 | 13 | 10 | 2 |
| | 2% | 2% | 2% | 3% | 2% | 2% | - | 3% | 2% | 1% |
| Summary | | | | | | | | | | |
| Top2Box - Agree | 1097 | 516 | 581 | 300 | 433 | 364 | 85 | 424 | 425 | 164 |
| | 90% | 87% | 92% | 88% | 89% | 92% | 93% | 91% | 88% | 87% |
| Low2Box - Disagree | 128 | 77 | 51 | 41 | 53 | 33 | 7 | 40 | 56 | 25 |
| | 10% | 13% | 8% | 12% | 11% | 8% | 7% | 9% | 12% | 13% |

Brand Identity Survey

Detailed tables

TD6_3. (My company's marketing efforts are effective) What is the extent to which you agree with the following statements?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I
Overlap formulae used. * small base

| | | GENDER | | AGE | | | EDUCATION | | | |
|--|------------|------------|-----------------|------------|------------|------------|-----------|------------------|-----------------|----------------|
| | Total | Male | Female | 18-34 | 35-54 | 55+ | <HS | HS | Post Sec | Univ Grad |
| | | A | B | C | D | E | F | G | H | I |
| Base: All respondents | 1225 | 679 | 546 | 187 | 636 | 402 | 43 | 224 | 622 | 336 |
| Weighted | 1225 | 593 | 632 | 342 | 486 | 397 | 92* | 464 | 480 | 189 |
| My company's marketing efforts are effective | | | | | | | | | | |
| Strongly agree | 331 27% | 132 22% | 198 31% A | 102 30% | 135 28% | 94 24% | 20 22% | 142 31% I | 129 27% | 40 21% |
| Somewhat agree | 641 52% | 323 54% | 318 50% | 160 47% | 254 52% | 227 57% | 47 51% | 248 53% | 242 50% | 104 55% |
| Somewhat disagree | 216 18% | 116 20% | 100 16% | 66 19% | 83 17% | 66 17% | 22 24% | 69 15% | 87 18% | 39 20% |
| Strongly disagree | 38 3% | 22 4% | 16 3% | 13 4% | 14 3% | 10 2% | 3 4% | 5 1% | 22 5% G | 7 4% |
| Summary | | | | | | | | | | |
| Top2Box - Agree | 971 79% | 455 77% | 516 82% | 262 77% | 389 80% | 321 81% | 66 72% | 390 84% HI | 371 77% | 143 76% |
| Low2Box - Disagree | 254 21% | 138 23% | 116 18% | 80 23% | 98 20% | 76 19% | 25 28% | 74 16% | 109 23% G | 45 24% G |

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Detailed tables

TD6_4. (I am confident that I'm making the right decisions with regards to marketing and branding my business) What is the extent to which you agree with the following statements?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I
Overlap formulae used. * small base

| | | GENDER | | AGE | | | EDUCATION | | | |
|---|-------------|------------|------------|------------|------------|------------|-----------|-----------------|-----------------|-----------------|
| | Total | Male | Female | 18-34 | 35-54 | 55+ | <HS | HS | Post Sec | Univ Grad |
| | | A | B | C | D | E | F | G | H | I |
| Base: All respondents | 1225 | 679 | 546 | 187 | 636 | 402 | 43 | 224 | 622 | 336 |
| Weighted | 1225 | 593 | 632 | 342 | 486 | 397 | 92* | 464 | 480 | 189 |
| I am confident that I'm making the right decisions with regards to marketing and branding my business | | | | | | | | | | |
| Strongly agree | 390 32% | 185 31% | 205 32% | 106 31% | 154 32% | 130 33% | 40 43% | 144 31% | 149 31% | 57 30% |
| Somewhat agree | 676 55% | 323 54% | 353 56% | 191 56% | 268 55% | 217 55% | 41 44% | 273 59% | 266 55% | 96 51% |
| Somewhat disagree | 143 12% | 75 13% | 69 11% | 42 12% | 58 12% | 44 11% | 10 10% | 45 10% | 58 12% | 30 16% G |
| Strongly disagree | 16 1% | 10 2% | 6 1% | 3 1% | 6 1% | 7 2% | 2 2% | 1 0 | 7 1% | 5 3% G |
| Summary | | | | | | | | | | |
| Top2Box - Agree | 1066 87% | 508 86% | 558 88% | 297 87% | 422 87% | 347 87% | 80 87% | 418 90% I | 415 86% I | 153 81% |
| Low2Box - Disagree | 159 13% | 85 14% | 74 12% | 45 13% | 64 13% | 50 13% | 12 13% | 47 10% | 65 14% | 36 19% GH |

Brand Identity Survey

Detailed tables

TD6_5. (I am able to devote as much time as I think I should to marketing my business) What is the extent to which you agree with the following statements?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I
Overlap formulae used. * small base

| | Total | GENDER | | AGE | | | EDUCATION | | | |
|---|------------|------------|------------|-----------------|-----------------|------------------|-----------------|------------------|-----------------|------------------|
| | | Male | Female | 18-34 | 35-54 | 55+ | <HS | HS | Post Sec | Univ Grad |
| | | A | B | C | D | E | F | G | H | I |
| Base: All respondents | 1225 | 679 | 546 | 187 | 636 | 402 | 43 | 224 | 622 | 336 |
| Weighted | 1225 | 593 | 632 | 342 | 486 | 397 | 92* | 464 | 480 | 189 |
| I am able to devote as much time as I think I should to marketing my business | | | | | | | | | | |
| Strongly agree | 324 26% | 153 26% | 171 27% | 84 25% | 125 26% | 115 29% | 19 21% | 140 30% I | 127 26% | 38 20% |
| Somewhat agree | 544 44% | 266 45% | 279 44% | 141 41% | 210 43% | 193 49% | 53 58% HI | 226 49% HI | 193 40% | 72 38% |
| Somewhat disagree | 287 23% | 140 24% | 147 23% | 95 28% E | 121 25% E | 70 18% | 14 15% | 85 18% | 131 27% G | 57 30% G |
| Strongly disagree | 70 6% | 35 6% | 36 6% | 22 6% | 30 6% | 19 5% | 6 7% | 13 3% | 30 6% | 21 11% GH |
| Summary | | | | | | | | | | |
| Top2Box - Agree | 868 71% | 418 71% | 450 71% | 225 66% | 335 69% | 308 78% CD | 72 78% I | 366 79% HI | 319 66% I | 111 59% |
| Low2Box - Disagree | 357 29% | 175 29% | 182 29% | 117 34% E | 151 31% E | 89 22% | 20 22% | 98 21% | 161 34% G | 78 41% FGH |

Brand Identity Survey

TD6. (Top2box - Agree Summary) What is the extent to which you agree with the following statements?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I
Overlap formulae used. * small base

| | Total | GENDER | | AGE | | | EDUCATION | | | |
|---|-------|--------|----------|-------|-------|-----------|-----------|-----------|----------|-----------|
| | | Male | Female | 18-34 | 35-54 | 55+ | <HS | HS | Post Sec | Univ Grad |
| | | A | B | C | D | E | F | G | H | I |
| Base: All respondents | 1225 | 679 | 546 | 187 | 636 | 402 | 43 | 224 | 622 | 336 |
| Weighted | 1225 | 593 | 632 | 342 | 486 | 397 | 92* | 464 | 480 | 189 |
| Developing and marketing my brand is a priority to my business | 814 | 405 | 409 | 242 | 322 | 250 | 68 | 297 | 332 | 116 |
| | 66% | 68% | 65% | 71% | 66% | 63% | 74% | 64% | 69% I | 62% |
| I am satisfied with my company's current brand | 1097 | 516 | 581 | 300 | 433 | 364 | 85 | 424 | 425 | 164 |
| | 90% | 87% | 92% A | 88% | 89% | 92% | 93% | 91% | 88% | 87% |
| My company's marketing efforts are effective | 971 | 455 | 516 | 262 | 389 | 321 | 66 | 390 | 371 | 143 |
| | 79% | 77% | 82% | 77% | 80% | 81% | 72% | 84% HI | 77% | 76% |
| I am confident that I'm making the right decisions with regards to marketing and branding my business | 1066 | 508 | 558 | 297 | 422 | 347 | 80 | 418 | 415 | 153 |
| | 87% | 86% | 88% | 87% | 87% | 87% | 87% | 90% I | 86% I | 81% |
| I am able to devote as much time as I think I should to marketing my business | 868 | 418 | 450 | 225 | 335 | 308 | 72 | 366 | 319 | 111 |
| | 71% | 71% | 71% | 66% | 69% | 78% CD | 78% I | 79% HI | 66% I | 59% |

Detailed tables

Brand Identity Survey

TD6. (Low2box - Disagree Summary) What is the extent to which you agree with the following statements?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I
Overlap formulae used. * small base

| | Total | GENDER | | AGE | | | EDUCATION | | | |
|---|-------|----------|--------|----------|----------|-----|-----------|-----|----------|------------|
| | | Male | Female | 18-34 | 35-54 | 55+ | <HS | HS | Post Sec | Univ Grad |
| | | A | B | C | D | E | F | G | H | I |
| Base: All respondents | 1225 | 679 | 546 | 187 | 636 | 402 | 43 | 224 | 622 | 336 |
| Weighted | 1225 | 593 | 632 | 342 | 486 | 397 | 92* | 464 | 480 | 189 |
| Developing and marketing my brand is a priority to my business | 411 | 188 | 223 | 100 | 164 | 147 | 24 | 167 | 148 | 72 |
| | 34% | 32% | 35% | 29% | 34% | 37% | 26% | 36% | 31% | 38% H |
| I am satisfied with my company's current brand | 128 | 77 | 51 | 41 | 53 | 33 | 7 | 40 | 56 | 25 |
| | 10% | 13% B | 8% | 12% | 11% | 8% | 7% | 9% | 12% | 13% |
| My company's marketing efforts are effective | 254 | 138 | 116 | 80 | 98 | 76 | 25 | 74 | 109 | 45 |
| | 21% | 23% | 18% | 23% | 20% | 19% | 28% | 16% | 23% G | 24% G |
| I am confident that I'm making the right decisions with regards to marketing and branding my business | 159 | 85 | 74 | 45 | 64 | 50 | 12 | 47 | 65 | 36 |
| | 13% | 14% | 12% | 13% | 13% | 13% | 13% | 10% | 14% | 19% GH |
| I am able to devote as much time as I think I should to marketing my business | 357 | 175 | 182 | 117 | 151 | 89 | 20 | 98 | 161 | 78 |
| | 29% | 29% | 29% | 34% E | 31% E | 22% | 22% | 21% | 34% G | 41% FGH |

Detailed tables

Brand Identity Survey

TD7. Are you currently looking for new and potentially more effective ways to market your business?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I
Overlap formulae used. * small base

| | Total | GENDER | | AGE | | | EDUCATION | | | |
|-----------------------|-------|--------|--------|-------|-------|-----|-----------|-----|----------|-----------|
| | | Male | Female | 18-34 | 35-54 | 55+ | <HS | HS | Post Sec | Univ Grad |
| | | A | B | C | D | E | F | G | H | I |
| Base: All respondents | 1225 | 679 | 546 | 187 | 636 | 402 | 43 | 224 | 622 | 336 |
| Weighted | 1225 | 593 | 632 | 342 | 486 | 397 | 92* | 464 | 480 | 189 |
| Yes | 499 | 264 | 235 | 153 | 202 | 145 | 37 | 163 | 210 | 89 |
| | 41% | 45% | 37% | 45% | 42% | 36% | 40% | 35% | 44% | 47% |
| | | B | | | | | | G | G | G |
| No | 726 | 328 | 397 | 189 | 284 | 252 | 55 | 301 | 270 | 100 |
| | 59% | 55% | 63% | 55% | 58% | 64% | 60% | 65% | 56% | 53% |
| | | | A | | | | | HI | | |

Detailed tables

Brand Identity Survey

Detailed tables

TD8a. And which of the following is closest to the reason why are you not looking for new ways to market your business?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

| | Total | GENDER | | AGE | | | EDUCATION | | | |
|---|-------|--------|--------|-------|----------|-----|-----------|-----|----------|-----------|
| | | Male | Female | 18-34 | 35-54 | 55+ | <HS | HS | Post Sec | Univ Grad |
| | | A | B | C | D | E | F | G | H | I |
| Base: Not looking for new ways to market business | 705 | 373 | 332 | 93 | 365 | 247 | 25 | 142 | 356 | 182 |
| Weighted | 726 | 328 | 397 | 189* | 284 | 252 | 55** | 301 | 270 | 100 |
| I'm satisfied with how I market my business | 430 | 189 | 242 | 115 | 164 | 151 | 36 | 190 | 150 | 54 |
| | 59% | 57% | 61% | 61% | 58% | 60% | 65% | 63% | 56% | 55% |
| It is not a priority | 209 | 104 | 105 | 57 | 72 | 80 | 13 | 82 | 82 | 32 |
| | 29% | 32% | 26% | 30% | 25% | 32% | 24% | 27% | 31% | 32% |
| I don't have the resources to do it | 45 | 17 | 28 | 10 | 27 | 8 | 2 | 15 | 23 | 5 |
| | 6% | 5% | 7% | 5% | 10% E | 3% | 3% | 5% | 9% | 5% |
| I don't have time to do it | 41 | 19 | 22 | 7 | 21 | 13 | 4 | 15 | 14 | 8 |
| | 6% | 6% | 6% | 4% | 7% | 5% | 8% | 5% | 5% | 8% |

Brand Identity Survey

Detailed tables

TD8b. And which of the following is the primary factor driving you to feel that you need different, and potentially more effective ways to market your business?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

| | Total | GENDER | | AGE | | | EDUCATION | | | |
|--|------------|------------|----------------|-----------|------------|-----------|-----------|-----------|------------|-----------|
| | | Male | Female | 18-34 | 35-54 | 55+ | <HS | HS | Post Sec | Univ Grad |
| | | A | B | C | D | E | F | G | H | I |
| Base: Looking for new ways to market business | 520 | 306 | 214 | 94 | 271 | 155 | 18 | 82 | 266 | 154 |
| Weighted | 499 | 264 | 235 | 153* | 202 | 145 | 37** | 163* | 210 | 89 |
| Want to reach more/new customers | 309 62% | 172 65% | 137 58% | 92 60% | 131 65% | 86 59% | 18 50% | 99 61% | 131 62% | 61 68% |
| Lack of resources (time, money, dedicated marketing staff) | 91 18% | 36 14% | 55 24% A | 25 16% | 38 19% | 28 20% | 8 22% | 30 19% | 42 20% | 11 13% |
| Slow/stagnant growth | 79 16% | 50 19% | 29 12% | 25 16% | 25 13% | 28 19% | 5 13% | 31 19% | 31 15% | 12 14% |
| Other: specify | 20 4% | 6 2% | 14 6% | 10 7% | 7 4% | 2 2% | 6 15% | 3 2% | 7 3% | 5 6% |

Brand Identity Survey

Detailed tables

TD8C. Which of the following has your company done in the last six months to try and build a strong brand or differentiate your company from the competition?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I
Overlap formulae used. * small base

| | Total | GENDER | | AGE | | | EDUCATION | | | |
|---|-------|----------|----------|-----------|----------|-----------|-----------|----------|----------|-----------|
| | | Male | Female | 18-34 | 35-54 | 55+ | <HS | HS | Post Sec | Univ Grad |
| | | A | B | C | D | E | F | G | H | I |
| Base: All respondents | 1225 | 679 | 546 | 187 | 636 | 402 | 43 | 224 | 622 | 336 |
| Weighted | 1225 | 593 | 632 | 342 | 486 | 397 | 92* | 464 | 480 | 189 |
| Placed ads (print, online) | 403 | 175 | 227 | 146 | 157 | 100 | 30 | 155 | 163 | 54 |
| | 33% | 30% | 36% | 43% DE | 32% E | 25% | 33% | 33% | 34% | 29% |
| Designed marketing collateral (flyers, brochures) | 368 | 169 | 199 | 147 | 123 | 98 | 24 | 119 | 167 | 58 |
| | 30% | 28% | 32% | 43% DE | 25% | 25% | 26% | 26% | 35% G | 31% |
| Direct marketing | 329 | 171 | 157 | 93 | 122 | 113 | 22 | 121 | 125 | 60 |
| | 27% | 29% | 25% | 27% | 25% | 29% | 24% | 26% | 26% | 32% |
| Launched a web site | 268 | 155 | 113 | 98 | 97 | 73 | 24 | 96 | 105 | 43 |
| | 22% | 26% B | 18% | 29% DE | 20% | 18% | 26% | 21% | 22% | 23% |
| Signage - eg. storefront/vehicles | 205 | 82 | 123 | 72 | 73 | 60 | 18 | 77 | 81 | 28 |
| | 17% | 14% | 19% A | 21% | 15% | 15% | 20% | 17% | 17% | 15% |
| Designed company logo | 187 | 98 | 90 | 69 | 70 | 48 | 12 | 63 | 87 | 25 |
| | 15% | 16% | 14% | 20% E | 14% | 12% | 13% | 14% | 18% | 13% |
| Trade Show Booth | 123 | 41 | 82 | 38 | 54 | 30 | 7 | 48 | 44 | 24 |
| | 10% | 7% | 13% A | 11% | 11% | 8% | 8% | 10% | 9% | 12% |
| Made a TV/Radio commercial | 81 | 26 | 55 | 28 | 28 | 25 | 1 | 48 | 21 | 10 |
| | 7% | 4% | 9% A | 8% | 6% | 6% | 1% | 10% H | 4% | 5% |
| None of the above | 441 | 218 | 223 | 98 | 171 | 172 | 29 | 177 | 168 | 68 |
| | 36% | 37% | 35% | 29% | 35% | 43% CD | 32% | 38% | 35% | 36% |

Brand Identity Survey

Detailed tables

D9a. [Creation activities] Thinking about your company's creation activities of marketing material and the subsequent production or printing of these materials, are these handled all in-house, are they all outsourced or a mixture of both?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I
Overlap formulae used. * small base

| | Total | GENDER | | AGE | | | EDUCATION | | | |
|--|------------|-----------------|------------|------------|------------|------------------|----------------|------------------|------------|---------------|
| | | Male | Female | 18-34 | 35-54 | 55+ | <HS | HS | Post Sec | Univ Grad |
| | | A | B | C | D | E | F | G | H | I |
| Base: All respondents | 1225 | 679 | 546 | 187 | 636 | 402 | 43 | 224 | 622 | 336 |
| Weighted | 1225 | 593 | 632 | 342 | 486 | 397 | 92* | 464 | 480 | 189 |
| All in-house | 562 46% | 295 50% B | 268 42% | 155 45% | 234 48% | 173 44% | 46 50% | 196 42% | 234 49% | 87 46% |
| All outsourced | 70 6% | 27 5% | 44 7% | 23 7% | 27 6% | 21 5% | 2 2% | 33 7% | 19 4% | 17 9% H |
| Combination of both | 280 23% | 134 23% | 146 23% | 97 29% | 105 22% | 78 20% | 12 13% | 98 21% | 122 25% | 48 26% |
| None/we don't do any of these marketing activities | 312 25% | 137 23% | 174 28% | 66 19% | 120 25% | 125 32% CD | 33 36% I | 137 30% HI | 106 22% | 36 19% |

Brand Identity Survey

Detailed tables

qtd9b. [Production and/ or printing] Thinking about your company's creation activities of marketing material and the subsequent production or printing of these materials, are these handled all in-house, are they all outsourced or a mixture of both?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I
Overlap formulae used. * small base

| | Total | GENDER | | AGE | | | EDUCATION | | | |
|--|------------|------------|------------|------------|------------|-----------------|-----------|------------|------------|-----------------|
| | | Male | Female | 18-34 | 35-54 | 55+ | <HS | HS | Post Sec | Univ Grad |
| | | A | B | C | D | E | F | G | H | I |
| Base: All respondents | 1225 | 679 | 546 | 187 | 636 | 402 | 43 | 224 | 622 | 336 |
| Weighted | 1225 | 593 | 632 | 342 | 486 | 397 | 92* | 464 | 480 | 189 |
| All in-house | 329 27% | 160 27% | 169 27% | 88 26% | 139 29% | 101 26% | 25 27% | 123 26% | 142 30% | 40 21% |
| All outsourced | 277 23% | 146 25% | 131 21% | 80 24% | 111 23% | 86 22% | 21 23% | 94 20% | 104 22% | 58 31% GH |
| Combination of both | 315 26% | 150 25% | 165 26% | 108 32% | 115 24% | 92 23% | 23 25% | 116 25% | 125 26% | 51 27% |
| None/we don't do any of these marketing activities | 304 25% | 138 23% | 166 26% | 65 19% | 121 25% | 118 30% C | 24 26% | 132 28% | 108 23% | 40 21% |

Brand Identity Survey

Detailed tables

TD10. You've indicated that you don't develop or print your own marketing materials in house or at all. Which of the following are reasons why you do not do this?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

| | Total | GENDER | | AGE | | | EDUCATION | | | |
|---|------------|----------------|-----------------|-----------|------------|------------|-----------|------------|------------|-----------------|
| | | Male | Female | 18-34 | 35-54 | 55+ | <HS | HS | Post Sec | Univ Grad |
| | | A | B | C | D | E | F | G | H | I |
| Base: Outsource or don't do any of these marketing activities | 633 | 362 | 271 | 81 | 326 | 226 | 22 | 117 | 312 | 182 |
| Weighted | 634 | 310 | 324 | 162* | 254 | 218 | 50** | 246* | 233 | 104 |
| Too expensive to print | 128 20% | 78 25% B | 51 16% | 43 26% | 47 19% | 38 18% | 12 24% | 41 17% | 54 23% | 21 20% |
| Don't have the time | 111 18% | 65 21% | 46 14% | 38 24% | 44 17% | 30 14% | 12 24% | 35 14% | 36 15% | 29 27% GH |
| Don't know how | 83 13% | 38 12% | 45 14% | 23 14% | 32 13% | 28 13% | 7 13% | 26 11% | 32 14% | 18 17% |
| Never thought of it | 40 6% | 12 4% | 28 9% | 10 6% | 14 6% | 16 7% | 0 - | 18 7% | 17 7% | 5 5% |
| None of the above | 331 52% | 142 46% | 189 58% A | 69 43% | 137 54% | 126 58% | 21 43% | 140 57% | 123 53% | 47 45% |

Brand Identity Survey

Detailed tables

TD11_1. (Your company's in-house marketing and brand imaging activities) And how satisfied are you with the following?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

| | GENDER | | | AGE | | | EDUCATION | | | |
|--|--------|----------|----------|-------|-------|-----|-----------|-----------|----------|-----------|
| | Total | Male | Female | 18-34 | 35-54 | 55+ | <HS | HS | Post Sec | Univ Grad |
| | | A | B | C | D | E | F | G | H | I |
| Base: Non of the above at TD10 Weighted | | | | | | | | | | |
| | 920 | 523 | 397 | 155 | 486 | 279 | 31 | 154 | 478 | 257 |
| | 895 | 455 | 440 | 269 | 361 | 265 | 63** | 315 | 376 | 142 |
| Your company's in-house marketing and brand imaging activities | | | | | | | | | | |
| Very satisfied | 350 | 161 | 189 | 102 | 141 | 107 | 30 | 116 | 155 | 50 |
| | 39% | 35% | 43% | 38% | 39% | 40% | 47% | 37% | 41% | 35% |
| Somewhat satisfied | 461 | 240 | 221 | 148 | 185 | 128 | 30 | 182 | 177 | 72 |
| | 51% | 53% | 50% | 55% | 51% | 48% | 47% | 58% H | 47% | 51% |
| Not very satisfied | 77 | 52 | 25 | 16 | 32 | 29 | 3 | 17 | 39 | 18 |
| | 9% | 11% B | 6% | 6% | 9% | 11% | 5% | 5% | 10% | 13% G |
| Not at all satisfied | 7 | 3 | 5 | 3 | 2 | 2 | 0 | 0 | 5 | 2 |
| | 1% | 1% | 1% | 1% | 1% | 1% | - | - | 1% | 1% |
| Summary | | | | | | | | | | |
| Top2Box - Satisfied | 811 | 401 | 411 | 250 | 326 | 234 | 60 | 298 | 332 | 122 |
| | 91% | 88% | 93% A | 93% | 91% | 88% | 95% | 95% HI | 88% | 86% |
| Low2Box - Not Satisfied | 84 | 54 | 30 | 19 | 34 | 31 | 3 | 17 | 44 | 20 |
| | 9% | 12% B | 7% | 7% | 9% | 12% | 5% | 5% | 12% G | 14% G |

Brand Identity Survey

Detailed tables

TD11_2. (Your outsourced marketing and brand imaging activities) And how satisfied are you with the following?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

| | GENDER | | | AGE | | | EDUCATION | | | |
|--|--------|------|--------|-----------|----------|----------|-----------|------|----------|-----------|
| | Total | Male | Female | 18-34 | 35-54 | 55+ | <HS | HS | Post Sec | Univ Grad |
| | | A | B | C | D | E | F | G | H | I |
| Base: Non of the above at TD10 Weighted | 650 | 368 | 282 | 111 | 332 | 207 | 20 | 107 | 313 | 210 |
| | 632 | 316 | 316 | 202* | 239 | 191 | 44** | 224* | 249 | 116 |
| Your outsourced marketing and brand imaging activities | | | | | | | | | | |
| Very satisfied | 213 | 98 | 115 | 74 | 79 | 60 | 20 | 69 | 90 | 33 |
| | 34% | 31% | 36% | 37% | 33% | 32% | 46% | 31% | 36% | 29% |
| Somewhat satisfied | 359 | 183 | 176 | 120 | 133 | 106 | 15 | 141 | 134 | 69 |
| | 57% | 58% | 56% | 59% | 55% | 56% | 34% | 63% | 54% | 59% |
| Not very satisfied | 47 | 28 | 20 | 7 | 23 | 17 | 9 | 8 | 18 | 12 |
| | 7% | 9% | 6% | 4% | 10% | 9% | 20% | 4% | 7% | 11% |
| Not at all satisfied | 14 | 8 | 6 | 1 | 5 | 7 | 0 | 5 | 7 | 2 |
| | 2% | 3% | 2% | 1% | 2% | 4% | - | 2% | 3% | 1% |
| Summary | | | | | | | | | | |
| Top2Box - Satisfied | 571 | 281 | 291 | 193 | 211 | 166 | 35 | 210 | 224 | 102 |
| | 90% | 89% | 92% | 96% DE | 88% | 87% | 80% | 94% | 90% | 88% |
| Low2Box - Not Satisfied | 61 | 36 | 25 | 9 | 28 | 24 | 9 | 14 | 24 | 14 |
| | 10% | 11% | 8% | 4% | 12% C | 13% C | 20% | 6% | 10% | 12% |

Brand Identity Survey

TD11. (Top2Box - Satisfied Summary) And how satisfied are you with the following?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

| | Total | GENDER | | AGE | | | EDUCATION | | | |
|--|-------|--------|----------|-----------|-------|-----|-----------|-----------|----------|-----------|
| | | Male | Female | 18-34 | 35-54 | 55+ | <HS | HS | Post Sec | Univ Grad |
| | | A | B | C | D | E | F | G | H | I |
| Base: Non of the above at TD10 | 1225 | 679 | 546 | 187 | 636 | 402 | 43 | 224 | 622 | 336 |
| Weighted | 1225 | 593 | 632 | 342 | 486 | 397 | 92* | 464 | 480 | 189 |
| Your company's in-house marketing and brand imaging activities | 811 | 401 | 411 | 250 | 326 | 234 | 60 | 298 | 332 | 122 |
| | 91% | 88% | 93% A | 93% | 91% | 88% | 95% | 95% HI | 88% | 86% |
| Your outsourced marketing and brand imaging activities | 571 | 281 | 291 | 193 | 211 | 166 | 35 | 210 | 224 | 102 |
| | 90% | 89% | 92% | 96% DE | 88% | 87% | 80% | 94% | 90% | 88% |

Detailed tables

Brand Identity Survey

TD11. (Low2Box - Not Satisfied Summary) And how satisfied are you with the following?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

| | Total | GENDER | | AGE | | | EDUCATION | | | |
|--|-------|----------|--------|-------|----------|----------|-----------|-----|----------|-----------|
| | | Male | Female | 18-34 | 35-54 | 55+ | <HS | HS | Post Sec | Univ Grad |
| | | A | B | C | D | E | F | G | H | I |
| Base: Non of the above at TD10 | 1225 | 679 | 546 | 187 | 636 | 402 | 43 | 224 | 622 | 336 |
| Weighted | 1225 | 593 | 632 | 342 | 486 | 397 | 92* | 464 | 480 | 189 |
| Your company's in-house marketing and brand imaging activities | 84 | 54 | 30 | 19 | 34 | 31 | 3 | 17 | 44 | 20 |
| | 9% | 12% B | 7% | 7% | 9% | 12% | 5% | 5% | 12% G | 14% G |
| Your outsourced marketing and brand imaging activities | 61 | 36 | 25 | 9 | 28 | 24 | 9 | 14 | 24 | 14 |
| | 10% | 11% | 8% | 4% | 12% C | 13% C | 20% | 6% | 10% | 12% |

Detailed tables

Brand Identity Survey

Detailed tables

TD12. What is the primary reason that you design or create your own materials in-house rather than seek outside professional help?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

| | GENDER | | | AGE | | | EDUCATION | | | |
|---|------------|------------|------------|------------|------------|------------|-----------|------------|------------|-----------|
| | Total | Male | Female | 18-34 | 35-54 | 55+ | <HS | HS | Post Sec | Univ Grad |
| | | A | B | C | D | E | F | G | H | I |
| Base: At least some part of Creation Production and/ or Printing activities done in-house | 920 | 523 | 397 | 155 | 486 | 279 | 31 | 154 | 478 | 257 |
| Weighted | 895 | 455 | 440 | 269 | 361 | 265 | 63** | 315 | 376 | 142 |
| Costs | 421 47% | 215 47% | 206 47% | 130 48% | 172 48% | 119 45% | 30 47% | 161 51% | 177 47% | 54 38% |
| Easier to do it in-house | 228 26% | 112 25% | 116 26% | 68 25% | 85 24% | 75 28% | 19 30% | 70 22% | 89 24% | 50 35% |
| Faster to do it in-house | 97 11% | 55 12% | 42 10% | 21 8% | 37 10% | 40 15% | 8 12% | 26 8% | 46 12% | 18 13% |
| Didn't know about available professional sources in my area | 17 2% | 13 3% | 3 1% | 7 3% | 9 2% | 1 0 | 0 - | 8 3% | 6 2% | 2 2% |
| Other: specify | 132 15% | 60 13% | 72 16% | 43 16% | 59 16% | 31 11% | 7 11% | 49 16% | 58 15% | 18 13% |

Brand Identity Survey

TD13. What brand of printer do you use to print your marketing materials in-house?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

| | GENDER | | | AGE | | | EDUCATION | | | |
|-----------------------|------------|------------|------------|---------------|----------------|---------------|-----------|-----------------|----------------|--------------|
| | Total | Male | Female | 18-34 | 35-54 | 55+ | <HS | HS | Post Sec | Univ Grad |
| | | A | B | C | D | E | F | G | H | I |
| Base: All respondents | 920 | 523 | 397 | 155 | 486 | 279 | 31 | 154 | 478 | 257 |
| Weighted | 895 | 455 | 440 | 269 | 361 | 265 | 63** | 315 | 376 | 142 |
| HP | 347 39% | 173 38% | 174 40% | 100 37% | 141 39% | 106 40% | 13 20% | 144 46% H | 130 35% | 60 42% |
| Lexmark | 123 14% | 64 14% | 59 13% | 40 15% | 56 16% E | 26 10% | 11 17% | 39 12% | 52 14% | 21 15% |
| Canon | 114 13% | 62 14% | 52 12% | 25 9% | 50 14% | 39 15% | 19 30% | 24 7% | 57 15% G | 15 10% |
| Brother | 86 10% | 42 9% | 44 10% | 29 11% | 26 7% | 32 12% | 13 20% | 23 7% | 44 12% I | 7 5% |
| Xerox | 39 4% | 24 5% | 15 3% | 20 7% D | 6 2% | 13 5% D | 5 7% | 19 6% H | 8 2% G | 7 5% H |
| Konica Minolta | 14 2% | 7 1% | 7 2% | 5 2% | 4 1% | 5 2% | 0 - | 0 - | 8 2% G | 5 4% G |
| Kodak | 6 1% | 3 1% | 3 1% | 4 1% | 2 1% | 1 0 | 0 - | 1 0 | 4 1% | 1 1% |
| OKI | 2 0 | 1 0 | 1 0 | 0 - | 2 0 | 1 0 | 0 - | 0 - | 1 0 | 1 1% |
| None of the above | 164 18% | 79 17% | 85 19% | 47 17% | 74 20% | 43 16% | 3 5% | 64 20% | 72 19% | 25 17% |

Detailed tables

Brand Identity Survey

qtd14a. [Your company logo] When was the last time that you significantly updated the following?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I
Overlap formulae used. * small base

| | Total | GENDER | | AGE | | | EDUCATION | | | |
|----------------------------|------------|------------|------------|----------------|----------------|-----------------|------------------|------------|------------|----------------|
| | | Male | Female | 18-34 | 35-54 | 55+ | <HS | HS | Post Sec | Univ Grad |
| | | A | B | C | D | E | F | G | H | I |
| Base: All respondents | 1225 | 679 | 546 | 187 | 636 | 402 | 43 | 224 | 622 | 336 |
| Weighted | 1225 | 593 | 632 | 342 | 486 | 397 | 92* | 464 | 480 | 189 |
| Within the last six months | 176 14% | 92 16% | 84 13% | 74 22% E | 72 15% E | 30 8% | 15 16% | 55 12% | 79 17% | 28 15% |
| About a year ago | 190 16% | 88 15% | 103 16% | 50 15% | 73 15% | 68 17% | 20 22% | 76 16% | 73 15% | 22 11% |
| A few years ago | 340 28% | 172 29% | 168 27% | 72 21% | 138 28% | 130 33% C | 20 22% | 130 28% | 125 26% | 65 34% H |
| Don't know | 52 4% | 24 4% | 28 4% | 23 7% | 19 4% | 11 3% | 12 13% GHI | 16 3% | 18 4% | 6 3% |
| I never have | 466 38% | 217 37% | 249 39% | 123 36% | 185 38% | 158 40% | 25 27% | 188 40% | 185 39% | 68 36% |

Detailed tables

Brand Identity Survey

Detailed tables

qtd14b. [Your company marketing materials] When was the last time that you significantly updated the following?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I
Overlap formulae used. * small base

| | Total | GENDER | | AGE | | | EDUCATION | | | |
|----------------------------|-------|--------|--------|-------|-------|-----|-----------|-----|----------|-----------|
| | | Male | Female | 18-34 | 35-54 | 55+ | <HS | HS | Post Sec | Univ Grad |
| | | A | B | C | D | E | F | G | H | I |
| Base: All respondents | 1225 | 679 | 546 | 187 | 636 | 402 | 43 | 224 | 622 | 336 |
| Weighted | 1225 | 593 | 632 | 342 | 486 | 397 | 92* | 464 | 480 | 189 |
| Within the last six months | 374 | 169 | 205 | 130 | 133 | 111 | 17 | 138 | 154 | 65 |
| | 31% | 29% | 32% | 38% | 27% | 28% | 18% | 30% | 32% | 34% |
| About a year ago | 285 | 162 | 123 | 84 | 117 | 83 | 35 | 105 | 99 | 45 |
| | 23% | 27% | 19% | 25% | 24% | 21% | 38% | 23% | 21% | 24% |
| A few years ago | 171 | 87 | 84 | 30 | 75 | 66 | 15 | 57 | 70 | 29 |
| | 14% | 15% | 13% | 9% | 15% | 17% | 16% | 12% | 14% | 16% |
| Don't know | 75 | 26 | 49 | 23 | 34 | 19 | 5 | 34 | 29 | 7 |
| | 6% | 4% | 8% | 7% | 7% | 5% | 5% | 7% | 6% | 4% |
| I never have | 320 | 148 | 172 | 75 | 128 | 118 | 20 | 130 | 127 | 42 |
| | 26% | 25% | 27% | 22% | 26% | 30% | 22% | 28% | 27% | 22% |

Brand Identity Survey

qtd14c. [Your company website] When was the last time that you significantly updated the following?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I
Overlap formulae used. * small base

| | Total | GENDER | | AGE | | | EDUCATION | | | |
|----------------------------|------------|------------|-----------------|------------|---------------|-----------------|-----------|-----------------|-----------------|----------------|
| | | Male | Female | 18-34 | 35-54 | 55+ | <HS | HS | Post Sec | Univ Grad |
| | | A | B | C | D | E | F | G | H | I |
| Base: All respondents | 1225 | 679 | 546 | 187 | 636 | 402 | 43 | 224 | 622 | 336 |
| Weighted | 1225 | 593 | 632 | 342 | 486 | 397 | 92* | 464 | 480 | 189 |
| Within the last six months | 324 26% | 169 29% | 155 24% | 109 32% | 122 25% | 93 23% | 21 23% | 99 21% | 145 30% G | 59 31% G |
| About a year ago | 108 9% | 62 10% | 46 7% | 43 13% | 38 8% | 27 7% | 6 7% | 41 9% | 42 9% | 18 10% |
| A few years ago | 102 8% | 58 10% | 43 7% | 29 8% | 39 8% | 34 9% | 5 6% | 41 9% | 32 7% | 23 12% H |
| Don't know | 30 2% | 16 3% | 14 2% | 5 2% | 20 4% E | 5 1% | 5 5% | 13 3% | 11 2% | 2 1% |
| I never have | 661 54% | 287 48% | 374 59% A | 156 46% | 266 55% | 239 60% C | 55 60% | 270 58% I | 251 52% | 86 45% |

Detailed tables

Brand Identity Survey

TD15. Do you use the internet for branding and marketing purposes?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I
Overlap formulae used. * small base

| | Total | GENDER | | AGE | | | EDUCATION | | | |
|-----------------------|-------|--------|--------|-------|-------|-----|-----------|-----|----------|-----------|
| | | Male | Female | 18-34 | 35-54 | 55+ | <HS | HS | Post Sec | Univ Grad |
| | | A | B | C | D | E | F | G | H | I |
| Base: All respondents | 1225 | 679 | 546 | 187 | 636 | 402 | 43 | 224 | 622 | 336 |
| Weighted | 1225 | 593 | 632 | 342 | 486 | 397 | 92* | 464 | 480 | 189 |
| Yes | 523 | 280 | 244 | 163 | 202 | 158 | 41 | 179 | 205 | 99 |
| | 43% | 47% | 39% | 48% | 41% | 40% | 44% | 38% | 43% | 52% |
| | | B | | | | | | | | GH |
| No | 702 | 313 | 388 | 178 | 285 | 239 | 51 | 286 | 275 | 90 |
| | 57% | 53% | 61% | 52% | 59% | 60% | 56% | 62% | 57% | 48% |
| | | | A | | | | | I | I | |

Detailed tables

Brand Identity Survey

TD16. If yes, what do you access online for branding/marketing purposes?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

| | Total | GENDER | | AGE | | | EDUCATION | | | |
|--|------------|------------|------------|-----------------|-----------|-----------|-----------|-----------|----------------|-----------|
| | | Male | Female | 18-34 | 35-54 | 55+ | <HS | HS | Post Sec | Univ Grad |
| | | A | B | C | D | E | F | G | H | I |
| Base: Use the internet for branding and marketing purposes | 545 | 325 | 220 | 93 | 285 | 167 | 20 | 84 | 263 | 178 |
| Weighted | 523 | 280 | 244 | 163* | 202 | 158 | 41** | 179* | 205 | 99 |
| Information/research | 254 48% | 139 50% | 115 47% | 71 44% | 93 46% | 89 56% | 22 55% | 81 45% | 97 47% | 53 54% |
| Online marketing sites | 203 39% | 105 37% | 99 41% | 70 43% | 71 35% | 63 40% | 20 49% | 63 35% | 90 44% | 30 31% |
| Social Networking, such as Facebook, MySpace and YouTube | 160 31% | 79 28% | 81 33% | 94 57% DE | 42 21% | 25 16% | 10 25% | 55 31% | 71 35% I | 25 25% |
| Design templates | 127 24% | 74 27% | 53 22% | 44 27% | 49 24% | 34 22% | 11 28% | 46 26% | 46 23% | 24 24% |
| Blogs | 91 17% | 54 19% | 37 15% | 36 22% | 35 17% | 19 12% | 6 15% | 24 13% | 44 21% | 17 17% |
| Newspapers | 89 17% | 47 17% | 42 17% | 36 22% | 30 15% | 23 15% | 7 17% | 28 16% | 38 19% | 16 16% |
| None of the aboveMagazines | 20 4% | 13 5% | 7 3% | 11 7% | 5 2% | 4 3% | 0 - | 6 3% | 9 4% | 5 5% |
| None of the above | 112 21% | 62 22% | 50 21% | 29 18% | 49 24% | 34 22% | 12 28% | 46 26% | 36 18% | 18 19% |

Detailed tables