

Brand Identity Survey

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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 - J/K
Overlap formulae used. * small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents Weighted	1225	236	122	95	514	181	77	109	303	813	416	809
	1225	162	125*	80*	469	299	91*	139*	371	715	451	774
Yes	1225 100%	162 100%	125 100%	80 100%	469 100%	299 100%	91 100%	139 100%	371 100%	715 100%	451 100%	774 100%

Detailed tables

Brand Identity Survey

TD1. What type of business do you operate?

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

Detailed tables

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
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		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1225	236	122	95	514	181	77	109	303	813	416	809
Weighted	1225	162	125*	80*	469	299	91*	139*	371	715	451	774
Solopreneur/consultant	212 17%	20 12%	15 12%	7 9%	95 20% AC	57 19%	18 20%	27 19%	60 16%	125 17%	60 13%	152 20% J
Personal services (i.e. supplementary healthcare, esthetics, snow removal)	168 14%	23 14%	18 15%	7 9%	59 13%	53 18%	8 9%	18 13%	62 17%	89 12%	87 19% K	81 10%
Professional services (eg. Law, accounting, engineering, HR)	142 12%	24 15% C	11 9%	4 5%	56 12%	37 13%	9 10%	15 11%	36 10%	92 13%	33 7%	108 14% J
Manufacturing/Construction	117 10%	17 10%	10 8%	16 20% BDE	44 9%	21 7%	8 9%	6 4%	39 10%	72 10%	48 11%	69 9%
Internet-based	83 7%	10 6%	13 10% C	1 1%	40 9% C	13 4%	5 6%	23 16% HI	21 6%	40 6%	27 6%	56 7%
Retail/restaurant	78 6%	6 4%	10 8%	3 3%	32 7%	18 6%	9 10%	3 2%	17 5%	57 8%	32 7%	46 6%
Technology	60 5%	3 2%	5 4%	4 5%	25 5%	19 6%	4 5%	8 5%	13 3%	40 6%	15 3%	45 6%
Importer/Distributor	51 4%	8 5%	3 2%	0 1%	13 3%	24 8% D	2 2%	8 6%	15 4%	28 4%	17 4%	33 4%
Other	314 26%	50 31% DE	40 32% E	37 47% ADE	104 22%	56 19%	27 30%	33 24%	108 29%	173 24%	131 29%	184 24%

Brand Identity Survey

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

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1225	236	122	95	514	181	77	109	303	813	416	809
Weighted	1225	162	125*	80*	469	299	91*	139*	371	715	451	774
Product/company Name	678 55%	97 60%	81 65% E	49 62%	253 54%	146 49%	52 57%	71 51%	202 54%	405 57%	269 60%	409 53%
Logo	361 29%	46 28%	33 26%	13 17%	139 30% C	107 36% C	23 25%	56 40% I	118 32%	188 26%	148 33%	213 28%
Company's product(s)	349 28%	51 32% E	37 29%	21 27%	155 33% E	56 19%	28 31%	42 30%	108 29%	199 28%	110 24%	239 31%
My company's image	259 21%	21 13%	30 24% A	13 16%	105 22% A	68 23% A	22 25%	24 18%	56 15%	179 25% H	94 21%	165 21%
Marketing materials (brochures, flyers, etc.)	116 9%	10 6%	10 8%	4 5%	50 11%	34 11%	9 9%	19 14%	34 9%	63 9%	38 8%	78 10%
Web site	66 5%	3 2%	4 4%	0 1%	33 7% AC	18 6%	6 7%	12 8%	15 4%	39 5%	16 4%	50 6%
Mission statement	39 3%	3 2%	2 1%	0 -	22 5%	12 4%	0 -	2 1%	10 3%	26 4%	6 1%	32 4% J
None of the above	41 3%	3 2%	4 3%	6 8% AD	12 2%	15 5%	1 2%	4 3%	23 6% I	14 2%	8 2%	33 4%

Detailed tables

Brand Identity Survey

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

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1225	236	122	95	514	181	77	109	303	813	416	809
Weighted	1225	162	125*	80*	469	299	91*	139*	371	715	451	774
Very high priority	342 28%	42 26%	32 25%	25 31%	135 29%	81 27%	28 30%	40 29%	100 27%	202 28%	140 31%	202 26%
Somewhat high priority	375 31%	44 27%	36 28%	20 25%	127 27%	118 39% AD	31 34%	46 33%	119 32%	210 29%	150 33%	226 29%
Not much of a priority	286 23%	43 26%	43 34% DE	18 23%	104 22%	58 20%	20 22%	34 25%	95 26%	157 22%	97 22%	189 24%
Not a priority at all	222 18%	33 21%	15 12%	16 20%	103 22% B	42 14%	12 14%	18 13%	57 15%	146 20%	64 14%	157 20% J
Summary												
Top2Box - Very/ Somewhat high priority	717 59%	85 53%	67 54%	45 56%	263 56%	199 66% AD	58 64%	86 62%	219 59%	412 58%	290 64% K	427 55%
Low2Box - Not much/ Not a priority at all	508 41%	76 47% E	58 46%	35 44%	207 44% E	100 34%	32 36%	53 38%	152 41%	303 42%	162 36%	346 45% J

Brand Identity Survey

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

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1225	236	122	95	514	181	77	109	303	813	416	809
Weighted	1225	162	125*	80*	469	299	91*	139*	371	715	451	774
Very satisfied	551 45%	78 48%	74 59% DE	39 49%	203 43%	117 39%	40 44%	53 38%	162 44%	337 47%	219 48%	333 43%
Somewhat satisfied	573 47%	72 44%	41 33%	35 44%	213 45% B	167 56% B	44 49%	75 54%	175 47%	323 45%	203 45%	370 48%
Not very satisfied	85 7%	11 7%	9 7%	5 6%	47 10% E	8 3%	5 5%	10 7%	28 7%	47 7%	21 5%	64 8%
Not at all satisfied	16 1%	1 1%	1 1%	0 -	6 1%	7 2%	2 2%	1 1%	7 2%	8 1%	8 2%	8 1%
Summary												
Top2Box - Satisfied	1124 92%	150 93%	115 92%	74 94%	417 89%	284 95% D	84 93%	128 92%	337 91%	660 92%	422 93%	702 91%
Low2Box - Not Satisfied	101 8%	12 7%	10 8%	5 6%	53 11% E	15 5%	6 7%	11 8%	35 9%	55 8%	29 7%	71 9%

Brand Identity Survey

Detailed tables

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
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Weighted	1225	162	125*	80*	469	299	91*	139*	371	715	451	774
Finding a good space or location												
1st	80 7%	13 8% B	2 2%	5 6%	30 6%	22 7%	7 8%	10 7%	23 6%	47 7%	46 10% K	34 4%
2nd	119 10%	13 8%	9 7%	6 7%	53 11%	29 10%	10 11%	22 16%	35 9%	63 9%	39 9%	81 10%
3rd	118 10%	12 8%	19 15%	5 7%	46 10%	27 9%	7 8%	17 12%	30 8%	71 10%	34 8%	84 11%
4th	115 9%	22 14%	11 9%	9 11%	39 8%	24 8%	10 11%	13 10%	34 9%	68 10%	37 8%	79 10%
5th	169 14%	20 12%	14 11%	13 17%	65 14%	42 14%	15 17%	11 8%	56 15%	103 14%	69 15%	101 13%
6th	207 17%	27 17%	22 18%	6 8%	78 17%	60 20% C	15 17%	18 13%	61 17%	128 18%	67 15%	140 18%
7th	194 16%	30 19%	19 15%	19 24% E	75 16%	36 12%	14 16%	28 20%	59 16%	107 15%	68 15%	126 16%
8th	160 13%	16 10%	22 17%	9 11%	61 13%	42 14%	10 11%	12 9%	56 15%	91 13%	66 15%	94 12%
9th	61 5%	8 5%	6 5%	7 9%	21 5%	17 6%	2 3%	8 6%	16 4%	37 5%	27 6%	34 4%
Summary												
Mean	5.2	5.2	5.5	5.5	5.2	5.2	5.0	4.9	5.3	5.2	5.2	5.2
Standard Deviation	2.3	2.3	2.1	2.3	2.3	2.3	2.2	2.4	2.2	2.2	2.4	2.2
Standard Error	0.1	0.1	0.2	0.2	0.1	0.2	0.3	0.2	0.1	0.1	0.1	0.1
Median	6.0	6.0	6.0	6.0	6.0	6.0	5.0	5.0	6.0	6.0	6.0	6.0

Brand Identity Survey

Detailed tables

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 - J/K
Overlap formulae used. * small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
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Weighted	1225	162	125*	80*	469	299	91*	139*	371	715	451	774
Ensuring I had the right technology in place												
1st	80 7%	9 6%	7 6%	4 5%	31 7%	22 7%	7 8%	9 7%	25 7%	46 6%	24 5%	56 7%
2nd	127 10%	19 12%	13 10%	9 11%	43 9%	34 11%	9 10%	9 7%	29 8%	89 12%	40 9%	87 11%
3rd	192 16%	29 18%	25 20%	7 9%	87 18%	34 11%	11 12%	23 16%	56 15%	114 16%	61 13%	132 17%
4th	191 16%	19 12%	22 17%	20 25% AE	78 17%	39 13%	14 15%	27 19%	55 15%	109 15%	67 15%	124 16%
5th	213 17%	26 16%	26 21%	12 15%	77 16%	58 20%	13 15%	21 15%	74 20%	119 17%	82 18%	131 17%
6th	168 14%	22 14%	12 9%	12 15%	62 13%	43 14%	17 19%	16 12%	50 14%	101 14%	74 16%	94 12%
7th	131 11%	19 12%	11 9%	8 9%	44 9%	43 14%	7 8%	22 16%	39 10%	71 10%	62 14% K	69 9%
8th	97 8%	13 8%	8 6%	6 7%	41 9%	16 5%	12 14%	8 6%	27 7%	62 9%	27 6%	70 9%
9th	25 2%	5 3%	2 2%	2 2%	7 1%	9 3%	0 -	5 3% I	17 5% I	4 1%	16 3% K	10 1%
Summary												
Mean	4.6	4.7	4.4	4.7	4.6	4.7	4.8	4.8	4.8	4.5	4.9 K	4.5
Standard Deviation	2.1	2.1	1.9	2.0	2.0	2.1	2.1	2.1	2.1	2.0	2.0	2.1
Standard Error	0.1	0.1	0.2	0.2	0.1	0.2	0.2	0.2	0.1	0.1	0.1	0.1
Median	5.0	5.0	4.0	4.0	4.0	5.0	5.0	5.0	5.0	4.0	5.0	4.0

Brand Identity Survey

Detailed tables

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 - J/K
Overlap formulae used. * small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
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Weighted	1225	162	125*	80*	469	299	91*	139*	371	715	451	774
Marketing and branding												
1st	61 5%	8 5%	7 5%	6 7%	28 6%	9 3%	4 5%	5 4%	19 5%	37 5%	30 7%	31 4%
2nd	163 13%	18 11%	14 11%	8 10%	60 13%	49 16%	14 15%	20 14%	54 14%	90 13%	68 15%	95 12%
3rd	175 14%	30 18%	15 12%	13 16%	71 15%	36 12%	11 12%	13 9%	60 16%	103 14%	69 15%	106 14%
4th	221 18%	32 20%	25 20%	10 13%	78 17%	55 18%	21 23%	21 15%	60 16%	139 20%	81 18%	140 18%
5th	201 16%	22 13%	21 17%	15 18%	86 18%	43 14%	14 15%	25 18%	64 17%	112 16%	72 16%	130 17%
6th	160 13%	19 12%	17 14%	13 17%	65 14%	38 13%	6 7%	16 11%	46 12%	99 14%	55 12%	105 14%
7th	129 11%	15 9%	14 11%	11 13%	41 9%	36 12%	12 14%	28 20% HI	34 9%	67 9%	39 9%	90 12%
8th	91 7%	15 9% C	9 7%	2 2%	28 6%	28 9%	9 10%	7 5%	31 8%	53 7%	31 7%	60 8%
9th	23 2%	2 1%	3 2%	2 2%	12 2%	5 2%	0 -	5 3%	3 1%	15 2%	6 1%	17 2%
Summary												
Mean	4.6	4.6	4.7	4.5	4.5	4.7	4.5	4.9	4.5	4.6	4.3	4.7 J
Standard Deviation	2.0	2.0	2.0	2.0	2.0	2.1	2.0	2.1	2.0	2.0	2.0	2.0
Standard Error	0.1	0.1	0.2	0.2	0.1	0.2	0.2	0.2	0.1	0.1	0.1	0.1
Median	4.0	4.0	5.0	5.0	4.0	5.0	4.0	5.0	4.0	4.0	4.0	5.0

Brand Identity Survey

Detailed tables

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents Weighted	1225	236	122	95	514	181	77	109	303	813	416	809
	1225	162	125*	80*	469	299	91*	139*	371	715	451	774
Hiring and training staff												
1st	41 3%	4 2%	8 6%	4 5%	12 3%	11 4%	3 3%	1 1%	7 2%	33 5%	12 3%	30 4%
2nd	90 7%	12 7%	13 11%	9 11%	27 6%	20 7%	9 10%	7 5%	32 8%	51 7%	43 9%	47 6%
3rd	106 9%	22 14% D	10 8%	7 8%	31 7%	28 9%	8 9%	8 6%	40 11%	58 8%	34 8%	71 9%
4th	158 13%	17 11%	15 12%	4 5%	69 15% C	40 13%	12 14%	20 14%	49 13%	89 12%	59 13%	99 13%
5th	105 9%	14 8%	14 11%	3 3%	40 9%	19 6%	16 17% CE	13 10%	23 6%	69 10%	32 7%	73 9%
6th	173 14%	18 11%	19 15%	12 15%	64 14%	48 16%	12 13%	23 16%	56 15%	94 13%	66 15%	107 14%
7th	191 16%	25 15%	19 15%	7 9%	77 16%	53 18%	10 11%	17 12%	56 15%	118 16%	66 15%	125 16%
8th	255 21%	34 21%	18 15%	23 29% BF	100 21%	69 23%	11 12%	30 22%	79 21%	146 20%	99 22%	155 20%
9th	107 9%	16 10%	7 6%	12 16% BE	50 11% E	13 4%	9 10%	21 15%	30 8%	56 8%	41 9%	66 9%
Summary												
Mean	5.8	5.7	5.3	6.1 B	6.0 BF	5.7	5.3	6.2	5.7	5.7	5.8	5.8
Standard Deviation	2.3	2.3	2.3	2.6	2.2	2.2	2.3	2.1	2.2	2.3	2.3	2.2
Standard Error	0.1	0.2	0.2	0.3	0.1	0.2	0.3	0.2	0.1	0.1	0.1	0.1
Median	6.0	6.0	6.0	7.0	6.0	6.0	5.0	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/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K
Overlap formulae used. * small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1225	236	122	95	514	181	77	109	303	813	416	809
Weighted	1225	162	125*	80*	469	299	91*	139*	371	715	451	774
Developing customer/client base												
1st	512 42%	81 50% D	58 46%	35 44%	184 39%	122 41%	33 36%	54 39%	159 43%	299 42%	184 41%	328 42%
2nd	277 23%	35 21%	20 16%	15 19%	118 25%	61 20%	28 31% B	27 20%	86 23%	163 23%	87 19%	190 25%
3rd	161 13%	16 10%	11 9%	13 17%	68 14%	45 15%	8 9%	19 14%	50 13%	92 13%	83 18% K	78 10%
4th	93 8%	7 4%	14 11%	6 8%	30 6%	29 10%	7 8%	17 12%	24 6%	52 7%	37 8%	57 7%
5th	64 5%	14 9% D	10 8%	3 4%	20 4%	11 4%	4 5%	7 5%	24 6%	33 5%	22 5%	42 5%
6th	51 4%	3 2%	3 2%	2 2%	23 5%	14 5%	6 7%	7 5%	15 4%	29 4%	9 2%	42 5% J
7th	27 2%	3 2%	4 4%	2 3%	15 3%	3 1%	0 -	1 1%	8 2%	18 3%	7 2%	20 3%
8th	21 2%	1 1%	1 0	3 4% D	4 1%	8 3%	3 4%	1 1%	4 1%	16 2%	14 3% K	7 1%
9th	19 2%	2 1%	3 3%	0 -	7 1%	6 2%	1 1%	6 4% H	1 0	12 2%	8 2%	11 1%
Summary												
Mean	2.5	2.2	2.6	2.5	2.5	2.6	2.6	2.7	2.4	2.5	2.6	2.5
Standard Deviation	1.9	1.7	2.0	1.9	1.9	2.0	2.0	2.1	1.7	2.0	1.9	1.9
Standard Error	0.1	0.1	0.2	0.2	0.1	0.1	0.2	0.2	0.1	0.1	0.1	0.1
Median	2.0	1.0	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 - J/K
Overlap formulae used. * small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents Weighted	1225	236	122	95	514	181	77	109	303	813	416	809
	1225	162	125*	80*	469	299	91*	139*	371	715	451	774
Finances												
1st	293 24%	28 18%	33 26%	18 23%	126 27%	66 22%	22 24%	35 25%	87 23%	171 24%	86 19%	207 27%
2nd	270 22%	41 25%	39 31%	19 24%	103 22%	57 19%	11 12%	37 26%	90 24%	144 20%	118 26%	153 20%
3rd	213 17%	30 18%	11 9%	17 22%	77 16%	53 18%	25 27%	21 15%	51 14%	141 20%	76 17%	137 18%
4th	163 13%	30 19%	13 10%	7 9%	65 14%	35 12%	12 13%	13 9%	53 14%	96 14%	55 12%	107 14%
5th	114 9%	12 7%	9 7%	4 5%	45 10%	34 11%	11 12%	15 11%	28 7%	71 10%	51 11%	63 8%
6th	73 6%	11 7%	12 10%	10 12%	21 4%	16 5%	4 4%	7 5%	29 8%	37 5%	33 7%	40 5%
7th	55 4%	7 5%	3 3%	3 4%	19 4%	19 6%	3 3%	6 4%	19 5%	30 4%	18 4%	37 5%
8th	31 3%	3 2%	1 0	1 2%	9 2%	14 5%	4 4%	4 3%	9 2%	18 2%	10 2%	21 3%
9th	13 1%	0 -	4 3%	0 -	5 1%	5 2%	0 -	3 2%	5 1%	5 1%	5 1%	8 1%
Summary												
Mean	3.2	3.2	3.0	3.1	3.0	3.4 D	3.3	3.1	3.2	3.1	3.3	3.1
Standard Deviation	2.0	1.8	2.1	1.9	1.9	2.2	1.9	2.1	2.1	1.9	1.9	2.0
Standard Error	0.1	0.1	0.2	0.2	0.1	0.2	0.2	0.2	0.1	0.1	0.1	0.1
Median	3.0	3.0	2.0	3.0	3.0	3.0	3.0	2.0	3.0	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/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K
Overlap formulae used. * small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1225	236	122	95	514	181	77	109	303	813	416	809
Weighted	1225	162	125*	80*	469	299	91*	139*	371	715	451	774
Product development/manufacturing												
1st	71 6%	11 7%	4 3%	4 5%	32 7%	15 5%	6 6%	10 7%	24 6%	38 5%	27 6%	44 6%
2nd	93 8%	14 8%	9 7%	6 8%	39 8%	19 6%	6 7%	8 6%	25 7%	61 8%	31 7%	62 8%
3rd	149 12%	15 9%	20 16%	9 11%	50 11%	49 16%	6 7%	32 23% I	50 14%	67 9%	56 12%	94 12%
4th	142 12%	21 13%	12 9%	13 17%	52 11%	35 12%	9 10%	11 8%	51 14%	80 11%	56 12%	86 11%
5th	198 16%	37 23% D	16 13%	19 24%	72 15%	42 14%	12 13%	33 24%	51 14%	114 16%	82 18%	115 15%
6th	169 14%	26 16%	16 13%	7 8%	68 14%	38 13%	15 16%	20 14%	44 12%	106 15%	54 12%	115 15%
7th	212 17%	21 13%	27 21%	13 17%	85 18%	46 15%	20 22%	15 11%	61 16%	137 19%	80 18%	132 17%
8th	125 10%	11 7%	17 14%	5 6%	54 11%	26 9%	13 14%	8 6%	40 11%	77 11%	37 8%	88 11%
9th	64 5%	6 4%	4 4%	3 4%	17 4%	30 10% D	3 3%	3 2%	26 7%	36 5%	27 6%	38 5%
Summary												
Mean	5.2	4.9	5.4	4.9	5.1	5.3	5.5	4.6	5.2	5.3 G	5.1	5.2
Standard Deviation	2.2	2.1	2.1	2.0	2.2	2.3	2.2	2.0	2.3	2.2	2.2	2.2
Standard Error	0.1	0.1	0.2	0.2	0.1	0.2	0.2	0.2	0.1	0.1	0.1	0.1
Median	5.0	5.0	6.0	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/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K
Overlap formulae used. * small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1225	236	122	95	514	181	77	109	303	813	416	809
Weighted	1225	162	125*	80*	469	299	91*	139*	371	715	451	774
Patents/Trademarks												
1st	21 2%	1 1%	3 3%	2 2%	7 1%	6 2%	2 3%	2 1%	10 3%	9 1%	8 2%	12 2%
2nd	44 4%	7 4%	3 3%	1 1%	11 2%	22 7% D	1 1%	8 5%	10 3%	26 4%	9 2%	36 5%
3rd	53 4%	3 2%	6 5%	2 3%	15 3%	17 6%	9 10% AD	1 1%	14 4%	37 5%	14 3%	39 5%
4th	73 6%	3 2%	4 3%	3 4%	30 6% A	28 9% A	5 5%	8 6%	22 6%	42 6%	32 7%	40 5%
5th	81 7%	9 6%	5 4%	8 10%	30 6%	28 9%	2 2%	7 5%	34 9%	41 6%	28 6%	53 7%
6th	166 14%	24 15%	18 14%	13 16%	63 13%	39 13%	11 12%	28 20%	48 13%	90 13%	75 17%	92 12%
7th	236 19%	33 20%	26 21%	13 17%	94 20%	52 17%	17 19%	18 13%	71 19%	147 21%	89 20%	147 19%
8th	364 30%	60 37% E	40 32%	26 33%	142 30%	74 25%	23 25%	53 38%	107 29%	204 29%	139 31%	226 29%
9th	187 15%	22 14%	19 15%	13 16%	78 17%	35 12%	21 23% E	15 10%	53 14%	119 17%	58 13%	130 17%
Summary												
Mean	6.7	7.0 E	6.8 E	6.9 E	6.9 E	6.2	6.8	6.7	6.6	6.7	6.7	6.7
Standard Deviation	2.0	1.8	2.0	1.8	1.9	2.2	2.2	1.9	2.0	2.0	1.9	2.1
Standard Error	0.1	0.1	0.2	0.2	0.1	0.2	0.2	0.2	0.1	0.1	0.1	0.1
Median	7.0	8.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0

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

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

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Respondents who gave this response	22	9	2	2	5	2	2	2	5	15	7	15
Weighted	19*	5**	3**	2**	3**	4**	2**	1**	4**	13**	4**	14**
Logistics/ vehicles/ transportation/ distribution												
1st	0 2%	0 7%	0 -	0 -	0 -	0 -	0 -	0 -	0 9%	0 -	0 -	0 3%
2nd	1 7%	0 -	0 -	1 77%	0 -	0 -	0 -	0 -	1 31%	0 -	0 -	1 9%
3rd	1 4%	1 16%	0 -	0 -	0 -	0 -	0 -	0 -	0 -	1 6%	0 11%	0 3%
4th	0 2%	0 7%	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 3%	0 -	0 3%
5th	5 29%	0 -	2 56%	0 -	1 22%	3 77%	0 -	1 46%	0 -	5 36%	1 15%	5 32%
6th	3 16%	2 33%	1 44%	0 -	0 -	0 -	0 -	0 -	1 29%	2 13%	1 13%	2 17%
8th	2 12%	2 31%	0 -	0 -	1 18%	0 -	0 -	0 -	0 -	2 16%	1 29%	1 6%
9th	5 29%	0 7%	0 -	0 23%	2 59%	1 23%	2 100%	1 54%	1 31%	3 25%	1 32%	4 28%
Summary												
Mean	6.3	5.9	5.4	3.6	7.9	5.9	9.0	7.2	5.2	6.5	7.0	6.0
Standard Deviation	2.4	2.5	0.6	0	2.0	1.9	0	0	3.5	2.0	2.3	2.4
Standard Error	0.5	0.8	0.4	0	0.9	1.4	0	0	1.6	0.5	0.9	0.6
Median	6.0	6.0	5.0	2.0	9.0	5.0	9.0	9.0	6.0	6.0	8.0	6.0

Brand Identity Survey

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

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

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Respondents who gave this response	25	2	4	6	9	2	2	2	4	19	8	17
Weighted	25*	3**	5**	5**	7**	2**	3**	3**	5**	16**	9**	15**
Licensing/ government regulations/ legalities												
1st	2 9%	0 -	0 -	0 -	2 31%	0 -	0 -	0 -	0 -	2 13%	1 15%	1 5%
2nd	2 6%	0 -	1 12%	0 -	0 -	1 43%	0 -	1 31%	0 -	1 4%	1 11%	1 4%
3rd	2 8%	0 14%	0 -	2 32%	0 -	0 -	0 -	0 -	2 31%	0 3%	2 17%	0 3%
4th	6 23%	3 86%	0 -	1 20%	2 34%	0 -	0 -	0 -	3 61%	3 17%	3 28%	3 21%
5th	1 3%	0 -	0 -	0 -	1 11%	0 -	0 -	0 -	0 -	1 5%	0 -	1 5%
6th	1 4%	0 -	0 -	0 -	1 15%	0 -	0 -	0 -	0 -	1 6%	0 4%	1 4%
7th	1 5%	0 -	0 -	0 8%	0 -	0 -	1 24%	0 -	0 8%	1 5%	1 12%	0 -
8th	4 14%	0 -	1 26%	0 -	0 -	0 -	2 76%	0 -	0 -	4 22%	1 13%	2 15%
9th	7 27%	0 -	3 62%	2 39%	1 9%	1 57%	0 -	2 69%	0 -	4 27%	0 -	7 44%
Summary												
Mean	5.7	3.9	7.9	5.9	3.9	6.0	7.8	6.8	3.9	6.1	4.2	6.7
Standard Deviation	2.9	0.4	2.5	3.0	2.6	4.6	0.5	3.9	1.1	2.9	2.4	2.7
Standard Error	0.6	0.3	1.3	1.2	0.9	3.2	0.4	2.7	0.6	0.7	0.9	0.7
Median	6.0	4.0	9.0	4.0	4.0	9.0	8.0	9.0	4.0	7.0	4.0	8.0

Brand Identity Survey

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Respondents who gave this response	41	6	2	1	21	10	1	9	9	23	15	26
Weighted	43*	6**	2**	1**	21**	13**	1**	9**	12**	22**	18**	26**
Networking/ partnerships												
1st	0 1%	0 7%	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 2%	0 -	0 2%
2nd	2 5%	0 -	1 68%	0 -	0 -	1 6%	0 -	0 -	0 -	2 9%	1 7%	1 3%
3rd	1 3%	0 -	0 -	0 -	1 6%	0 -	0 -	0 -	0 -	1 6%	1 4%	1 2%
4th	10 23%	0 -	0 -	0 -	5 23%	5 40%	0 -	0 -	1 11%	9 40%	2 14%	8 30%
5th	7 16%	0 7%	0 -	0 -	5 23%	1 9%	1 100%	2 18%	4 34%	1 5%	5 26%	2 9%
6th	5 13%	0 -	0 -	0 -	4 20%	1 9%	0 -	1 7%	2 17%	3 12%	2 11%	3 14%
7th	4 8%	2 32%	0 -	0 -	0 2%	1 9%	0 -	1 11%	1 10%	1 7%	1 8%	2 8%
8th	4 10%	0 -	1 32%	1 100%	2 9%	1 7%	0 -	1 12%	1 6%	3 12%	1 3%	4 15%
9th	9 21%	3 54%	0 -	0 -	3 16%	2 19%	0 -	5 53%	3 23%	1 6%	5 27%	4 17%
Summary												
Mean	6.0	7.5	3.9	8.0	5.8	5.7	5.0	7.8	6.4	5.0	6.0	5.9
Standard Deviation	2.2	2.4	0	0	1.9	2.2	0	1.7	1.8	2.1	2.3	2.2
Standard Error	0.3	1.0	0	0	0.4	0.7	0	0.6	0.6	0.4	0.6	0.4
Median	6.0	9.0	2.0	8.0	5.0	5.0	5.0	9.0	6.0	4.0	5.0	6.0

Brand Identity Survey

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 - J/K

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

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Respondents who gave this response	50	9	3	4	19	14	1	3	14	33	20	30
Weighted	54*	4**	2**	3**	20**	24**	1**	3**	22**	28**	28**	26**
Service/ customer service/ customer satisfaction												
1st	16 29%	1 33%	0 21%	0 11%	3 13%	10 43%	1 100%	1 36%	9 41%	5 19%	8 30%	7 28%
2nd	5 9%	1 23%	0 -	1 37%	0 -	3 11%	0 -	0 -	1 4%	4 13%	1 5%	3 13%
3rd	6 10%	0 -	0 -	0 16%	3 15%	2 9%	0 -	0 -	3 14%	3 9%	4 14%	2 7%
4th	7 13%	0 -	0 -	0 -	7 36%	0 -	0 -	0 -	3 13%	4 15%	4 15%	3 11%
5th	2 4%	2 35%	1 24%	0 -	0 -	0 -	0 -	0 -	0 2%	2 6%	0 2%	2 6%
6th	2 4%	0 8%	0 -	0 -	2 9%	0 -	0 -	0 -	0 -	2 7%	0 -	2 8%
7th	4 7%	0 -	0 -	0 -	0 -	4 15%	0 -	0 -	3 12%	1 4%	4 13%	0 -
8th	1 2%	0 -	0 -	1 36%	0 -	0 -	0 -	0 -	0 -	1 4%	1 4%	0 -
9th	12 22%	0 -	1 55%	0 -	5 27%	5 22%	0 -	2 64%	3 14%	7 23%	5 18%	7 26%
Summary												
Mean	4.3	3.1	6.4	4.2	5.0	4.0	1.0	6.1	3.6	4.7	4.3	4.3
Standard Deviation	3.1	2.2	4.3	3.6	2.8	3.4	0	4.6	3.0	3.0	3.1	3.2
Standard Error	0.4	0.7	2.5	1.8	0.6	0.9	0	2.6	0.8	0.5	0.7	0.6
Median	4.0	2.0	9.0	3.0	4.0	2.0	1.0	9.0	3.0	4.0	4.0	4.0

Brand Identity Survey

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Respondents who gave this response	44	4	5	1	28	5	1	8	5	31	15	29
Weighted	49*	2**	6**	1**	31**	7**	2**	13**	7**	30**	17**	32**
Time management/ time (unspecified)												
1st	4 8%	0 -	0 -	0 -	4 13%	0 -	0 -	4 28%	0 -	1 2%	4 20%	1 2%
3rd	3 6%	0 -	1 22%	0 -	0 -	1 20%	0 -	0 -	1 12%	2 6%	0 3%	2 7%
4th	2 3%	0 12%	0 -	0 -	1 4%	0 -	0 -	0 -	0 -	2 5%	1 5%	1 2%
5th	7 14%	0 -	0 -	1 100%	4 13%	2 23%	0 -	1 7%	0 -	6 20%	2 9%	5 17%
6th	1 2%	0 -	0 -	0 -	1 4%	0 -	0 -	0 -	0 -	1 4%	0 -	1 4%
7th	0 1%	0 20%	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 2%	0 3%	0 -
8th	12 23%	0 -	2 26%	0 -	7 22%	3 43%	0 -	4 28%	3 47%	5 16%	4 21%	8 25%
9th	21 42%	2 68%	3 52%	0 -	14 44%	1 14%	2 100%	5 37%	3 41%	13 45%	7 39%	14 44%
Summary												
Mean	7.0	8.0	7.4	5.0	6.9	6.4	9.0	6.2	7.8	7.1	6.3	7.3
Standard Deviation	2.6	2.3	2.6	0	2.8	2.4	0	3.5	2.0	2.3	3.2	2.2
Standard Error	0.4	1.1	1.2	0	0.5	1.1	0	1.2	0.9	0.4	0.8	0.4
Median	8.0	9.0	9.0	5.0	8.0	8.0	9.0	8.0	8.0	8.0	8.0	8.0

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Respondents who gave this response	25	3	2	2	11	6	1	3	4	18	11	14
Weighted	35*	3**	4**	2**	9**	16**	1**	6**	4**	25**	21**	14**
Quality of products/ work												
1st	19 54%	0 -	0 -	1 69%	3 29%	14 87%	1 100%	6 90%	2 42%	11 47%	12 58%	6 48%
2nd	2 6%	0 -	0 -	0 -	2 22%	0 -	0 -	1 10%	1 35%	0 -	2 9%	0 -
3rd	1 2%	0 -	0 -	1 31%	0 -	0 -	0 -	0 -	0 -	1 2%	0 -	1 4%
4th	2 5%	2 62%	0 -	0 -	0 -	0 -	0 -	0 -	0 -	2 7%	0 -	2 13%
5th	1 2%	0 -	0 -	0 -	1 8%	0 -	0 -	0 -	0 -	1 3%	0 -	1 6%
6th	2 6%	1 23%	0 -	0 -	1 16%	0 -	0 -	0 -	1 23%	1 5%	1 5%	1 8%
7th	1 3%	0 15%	0 -	0 -	1 6%	0 -	0 -	0 -	0 -	1 4%	1 2%	0 3%
8th	7 20%	0 -	4 100%	0 -	1 8%	2 13%	0 -	0 -	0 -	7 28%	5 25%	1 10%
9th	1 3%	0 -	0 -	0 -	1 12%	0 -	0 -	0 -	0 -	1 4%	0 -	1 8%
Summary												
Mean	3.4	4.9	8.0	1.6	4.2	1.9	1.0	1.1	2.5	4.1	3.3	3.6
Standard Deviation	3.1	1.5	0.0	0	3.2	2.5	0	0.3	2.3	3.3	3.2	3.0
Standard Error	0.6	0.9	0.0	0	1.0	1.0	0	0.2	1.1	0.8	1.0	0.8
Median	1.0	4.0	8.0	1.0	2.0	1.0	1.0	1.0	2.0	4.0	1.0	3.0

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Respondents who gave this response	21	4	3	2	12	0	0	0	5	16	3	18
Weighted	19*	2**	4**	1**	11**	-**	-**	-**	4**	15**	3**	15**
Learning the business/personal training												
1st	1 6%	0 -	0 -	0 -	1 11%	0 -	0 -	0 -	1 17%	1 3%	0 -	1 7%
2nd	2 11%	0 -	2 36%	0 -	1 5%	0 -	0 -	0 -	0 -	2 14%	0 -	2 14%
3rd	3 16%	0 -	1 29%	0 -	2 16%	0 -	0 -	0 -	1 32%	2 11%	1 38%	2 11%
4th	2 12%	0 -	0 -	1 73%	1 13%	0 -	0 -	0 -	0 -	2 15%	0 -	2 15%
5th	0 2%	0 -	0 -	0 27%	0 -	0 -	0 -	0 -	0 -	0 2%	0 -	0 2%
6th	1 7%	0 -	0 -	0 -	1 12%	0 -	0 -	0 -	0 -	1 9%	1 42%	0 -
7th	1 5%	1 40%	0 -	0 -	0 -	0 -	0 -	0 -	1 25%	0 -	0 -	1 6%
8th	4 22%	0 -	2 36%	0 -	3 24%	0 -	0 -	0 -	0 -	4 28%	1 20%	4 23%
9th	3 18%	1 60%	0 -	0 -	2 18%	0 -	0 -	0 -	1 25%	2 17%	0 -	3 22%
Summary												
Mean	5.6	8.2	4.4	4.3	5.6	0	0	0	5.2	5.7	5.2	5.6
Standard Deviation	2.8	1.3	3.1	0	2.9	0	0	0	3.5	2.8	2.3	3.0
Standard Error	0.6	0.6	1.8	0	0.9	0	0	0	1.6	0.7	1.3	0.7
Median	6.0	9.0	3.0	4.0	6.0	0	0	0	7.0	6.0	6.0	7.0

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Respondents who gave this response	12	1	2	1	8	0	0	1	4	7	8	4
Weighted	13*	1**	4**	1**	7**	-**	-**	1**	4**	8**	9**	4**
Website development/ software												
2nd	1 5%	0 -	0 -	0 -	1 9%	0 -	0 -	0 -	0 -	1 8%	1 7%	0 -
3rd	1 8%	0 -	0 -	1 100%	0 -	0 -	0 -	1 100%	0 -	0 -	1 11%	0 -
5th	3 23%	0 -	0 -	0 -	3 41%	0 -	0 -	0 -	2 55%	1 8%	0 -	3 73%
6th	1 7%	0 -	0 -	0 -	1 13%	0 -	0 -	0 -	1 21%	0 -	1 10%	0 -
7th	1 7%	1 100%	0 -	0 -	0 -	0 -	0 -	0 -	0 -	1 12%	1 11%	0 -
9th	7 50%	0 -	4 100%	0 -	3 38%	0 -	0 -	0 -	1 24%	6 72%	6 61%	1 27%
Summary												
Mean	6.9	7.0	9.0	3.0	6.4	0	0	3.0	6.2	7.9	7.3	6.1
Standard Deviation	2.4	0	0.0	0	2.4	0	0	0	1.9	2.3	2.6	2.0
Standard Error	0.7	0	0.0	0	0.9	0	0	0	0.9	0.9	0.9	1.0
Median	9.0	7.0	9.0	3.0	6.0	0	0	3.0	5.0	9.0	9.0	5.0

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Respondents who gave this response	8	2	0	1	2	0	3	1	4	3	5	3
Weighted	10*	1**	-**	3**	2**	-**	4**	1**	7**	2**	8**	2**
Competition												
3rd	1 6%	0 -	0 -	0 -	0 -	0 -	1 16%	0 -	0 -	1 24%	0 -	1 26%
4th	3 27%	0 -	0 -	3 100%	0 -	0 -	0 -	0 -	3 41%	0 -	3 35%	0 -
7th	2 18%	0 23%	0 -	0 -	0 -	0 -	2 42%	0 -	2 23%	0 12%	2 24%	0 -
8th	3 25%	1 77%	0 -	0 -	0 -	0 -	2 42%	1 100%	0 -	2 64%	2 20%	1 42%
9th	2 24%	0 -	0 -	0 -	2 100%	0 -	0 -	0 -	2 36%	0 -	2 21%	1 33%
Summary												
Mean	6.7	7.8	0	4.0	9.0	0	6.8	8.0	6.5	6.7	6.6	7.0
Standard Deviation	2.2	0	0	0.0	0	0	2.0	0	2.4	2.7	2.1	3.2
Standard Error	0.8	0	0	0.0	0	0	1.2	0	1.2	1.6	1.0	1.9
Median	7.0	8.0	0	4.0	9.0	0	7.0	8.0	7.0	8.0	7.0	8.0

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Respondents who gave this response Weighted	12	1	3	2	4	0	2	1	2	9	4	8
	11*	1**	2**	3**	3**	-**	3**	1**	2**	9**	3**	8**
Reputation												
1st	1 7%	0 -	0 -	0 -	0 -	0 -	1 24%	0 -	0 -	1 9%	1 24%	0 -
2nd	4 32%	0 -	1 43%	2 80%	1 25%	0 -	0 -	0 -	0 -	4 41%	1 44%	2 28%
3rd	1 12%	0 -	1 34%	0 -	1 30%	0 -	0 -	0 -	1 44%	1 6%	0 -	1 16%
5th	2 21%	0 -	0 -	0 -	0 -	0 -	2 76%	0 -	0 -	2 27%	0 -	2 30%
7th	1 9%	1 100%	0 -	0 -	0 -	0 -	0 -	0 -	1 56%	0 -	1 32%	0 -
8th	1 7%	0 -	0 -	0 -	1 29%	0 -	0 -	0 -	0 -	1 8%	0 -	1 9%
9th	1 12%	0 -	0 23%	1 20%	0 16%	0 -	0 -	1 100%	0 -	1 9%	0 -	1 17%
Summary												
Mean	4.4	7.0	3.9	3.4	5.1	0	4.0	9.0	5.2	3.9	3.3	4.8
Standard Deviation	2.8	0	0	3.5	3.8	0	2.1	0	0	2.7	3.1	2.8
Standard Error	0.8	0	0	2.5	1.9	0	1.5	0	0	0.9	1.5	1.0
Median	3.0	7.0	3.0	2.0	3.0	0	5.0	9.0	7.0	3.0	2.0	5.0

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Respondents who gave this response Weighted	9	2	1	0	6	0	0	1	1	7	4	5
	6*	1**	1**	-**	4**	-**	-**	1**	1**	5**	3**	4**
Communication												
2nd	1 21%	0 -	0 -	0 -	1 30%	0 -	0 -	0 -	0 -	1 28%	1 47%	0 -
5th	2 26%	0 32%	1 100%	0 -	1 14%	0 -	0 -	1 100%	0 -	1 21%	1 39%	1 15%
7th	0 6%	0 -	0 -	0 -	0 9%	0 -	0 -	0 -	0 -	0 8%	0 14%	0 -
9th	3 47%	1 68%	0 -	0 -	2 46%	0 -	0 -	0 -	1 100%	2 43%	0 -	3 85%
Summary												
Mean	6.4	7.7	5.0	0	6.1	0	0	5.0	9.0	6.0	3.9	8.4
Standard Deviation	3.0	0	0	0	3.5	0	0	0	0	3.3	2.3	1.7
Standard Error	1.0	0	0	0	1.4	0	0	0	0	1.2	1.2	0.8
Median	7.0	9.0	5.0	0	7.0	0	0	5.0	9.0	7.0	5.0	9.0

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Respondents who gave this response	7	3	0	1	2	1	0	1	4	2	2	5
Weighted	6*	2**	-**	1**	1**	2**	-**	1**	4**	1**	1**	5**
Sales												
2nd	2 27%	0 -	0 -	0 -	0 -	2 100%	0 -	0 -	2 38%	0 -	0 -	2 34%
3rd	1 21%	0 -	0 -	1 100%	0 -	0 -	0 -	0 -	1 29%	0 -	0 -	1 26%
4th	1 22%	0 -	0 -	0 -	1 100%	0 -	0 -	0 -	1 11%	1 70%	1 70%	1 10%
6th	1 16%	1 52%	0 -	0 -	0 -	0 -	0 -	0 -	1 22%	0 -	0 -	1 19%
9th	1 14%	1 48%	0 -	0 -	0 -	0 -	0 -	1 100%	0 -	0 30%	0 30%	1 11%
Summary												
Mean	4.3	7.4	0	3.0	4.0	2.0	0	9.0	3.4	5.5	5.5	4.0
Standard Deviation	2.5	0	0	0	0	0	0	0	1.7	0	0	2.5
Standard Error	1.0	0	0	0	0	0	0	0	0.9	0	0	1.1
Median	4.0	6.0	0	3.0	4.0	2.0	0	9.0	3.0	4.0	4.0	3.0

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Respondents who gave this response	7	1	3	1	2	0	0	1	3	3	3	4
Weighted	5*	0**	2**	1**	1**	-**	-**	1**	3**	2**	2**	3**
Product availability												
4th	1 23%	0 -	1 51%	0 -	0 -	0 -	0 -	0 -	1 40%	0 -	1 50%	0 -
6th	1 11%	0 -	1 24%	0 -	0 -	0 -	0 -	1 100%	0 -	0 -	1 24%	0 -
9th	4 66%	0 100%	1 24%	1 100%	1 100%	0 -	0 -	0 -	2 60%	2 100%	1 26%	3 100%
Summary												
Mean	7.5	9.0	5.7	9.0	9.0	0	0	6.0	7.0	9.0	5.8	9.0
Standard Deviation	2.4	0	2.7	0	0	0	0	0	3.0	0	2.7	0
Standard Error	0.9	0	1.5	0	0	0	0	0	1.7	0	1.6	0
Median	9.0	9.0	4.0	9.0	9.0	0	0	6.0	9.0	9.0	4.0	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/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Respondents who gave this response	12	4	1	1	2	3	1	1	3	8	4	8
Weighted	8*	2**	0**	1**	1**	2**	1**	1**	3**	5**	3**	5**
Business plan/ targets/ management												
1st	0 4%	0 18%	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 8%	0 -	0 6%
2nd	0 5%	0 21%	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 9%	0 -	0 8%
4th	1 8%	1 34%	0 -	0 -	0 -	0 -	0 -	0 -	1 23%	0 -	0 -	1 12%
6th	0 6%	0 -	0 -	0 -	0 40%	0 -	0 -	0 -	0 -	0 11%	0 17%	0 -
7th	2 28%	0 -	0 -	1 100%	0 -	0 -	1 100%	0 -	2 77%	0 -	1 35%	1 23%
8th	1 10%	0 -	0 -	0 -	0 -	1 34%	0 -	1 100%	0 -	0 -	0 -	1 15%
9th	3 40%	1 27%	0 100%	0 -	1 60%	2 66%	0 -	0 -	0 -	3 72%	1 48%	2 35%
Summary												
Mean	7.1	4.4	9.0	7.0	7.8	8.7	7.0	8.0	6.3	7.4	7.8	6.7
Standard Deviation	2.4	0	0	0	0	0.6	0	0	1.5	3.2	1.5	2.9
Standard Error	0.7	0	0	0	0	0.4	0	0	0.9	1.1	0.7	1.0
Median	7.0	4.0	9.0	7.0	9.0	9.0	7.0	8.0	7.0	9.0	7.0	8.0

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Respondents who gave this response	138	38	11	11	49	22	7	16	37	85	53	85
Weighted	131*	23**	10**	10**	45*	36**	7**	17**	45**	69*	49*	83*
Other												
1st	10 7%	1 4%	2 18%	1 12%	2 5%	2 5%	1 20%	1 5%	3 8%	5 8%	2 5%	7 9%
2nd	4 3%	1 5%	0 -	0 -	2 4%	0 -	1 8%	1 3%	1 3%	2 3%	3 5%	1 1%
3rd	13 10%	0 -	1 11%	0 -	8 19%	3 9%	0 -	1 6%	4 9%	8 11%	5 11%	8 9%
4th	2 2%	1 4%	0 -	0 -	1 3%	0 -	0 -	1 4%	0 1%	1 2%	2 3%	0 1%
5th	8 6%	1 4%	1 10%	1 6%	3 6%	3 7%	0 6%	4 21%	2 5%	3 4%	2 4%	7 8%
6th	12 9%	3 12%	1 7%	3 27%	6 12%	0 -	0 -	2 12%	5 12%	5 7%	5 10%	7 8%
7th	9 7%	1 4%	0 4%	1 14%	5 12%	1 3%	0 -	0 -	5 11%	4 6%	5 11%	4 5%
8th	7 6%	0 2%	0 -	1 7%	3 7%	2 6%	1 12%	0 -	4 8%	4 5%	3 6%	4 5%
9th	67 51%	15 65%	5 50%	4 34%	14 31%	25 70%	4 54%	9 50%	20 44%	38 56%	22 45%	45 54%
Summary												
Mean	6.8	7.5	6.2	6.6	6.1	7.7	6.5	6.7	6.8	6.9	6.7	6.9
Standard Deviation	2.7	2.4	3.3	2.6	2.7	2.5	3.6	2.7	2.7	2.8	2.7	2.8
Standard Error	0.2	0.4	1.0	0.8	0.4	0.5	1.4	0.7	0.4	0.3	0.4	0.3
Median	9.0	9.0	9.0	7.0	7.0	9.0	9.0	6.0	8.0	9.0	8.0	9.0

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Finding a good space or location	80 7%	13 8% B	2 2%	5 6%	30 6%	22 7%	7 8%	10 7%	23 6%	47 7%	46 10% K	34 4%
Ensuring I had the right technology in place	80 7%	9 6%	7 6%	4 5%	31 7%	22 7%	7 8%	9 7%	25 7%	46 6%	24 5%	56 7%
Marketing and branding	61 5%	8 5%	7 5%	6 7%	28 6%	9 3%	4 5%	5 4%	19 5%	37 5%	30 7%	31 4%
Hiring and training staff	41 3%	4 2%	8 6%	4 5%	12 3%	11 4%	3 3%	1 1%	7 2%	33 5%	12 3%	30 4%
Developing customer/client base	512 42%	81 50% D	58 46%	35 44%	184 39%	122 41%	33 36%	54 39%	159 43%	299 42%	184 41%	328 42%
Finances	293 24%	28 18%	33 26%	18 23%	126 27% A	66 22%	22 24%	35 25%	87 23%	171 24%	86 19%	207 27% J
Product development/manufacturing	71 6%	11 7%	4 3%	4 5%	32 7%	15 5%	6 6%	10 7%	24 6%	38 5%	27 6%	44 6%
Patents/Trademarks	21 2%	1 1%	3 3%	2 2%	7 1%	6 2%	2 3%	2 1%	10 3%	9 1%	8 2%	12 2%
Equipment/ materials/ suppliers	1 2%	0 -	0 -	0 -	1 4%	0 -	0 -	0 -	0 -	1 3%	1 6%	0 -
Logistics/ vehicles/ transportation/ distribution	0 2%	0 7%	0 -	0 -	0 -	0 -	0 -	0 -	0 9%	0 -	0 -	0 3%
Licensing/ government regulations/ legalities	2 9%	0 -	0 -	0 -	2 31%	0 -	0 -	0 -	0 -	2 13%	1 15%	1 5%
Networking/ partnerships	0 1%	0 7%	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 2%	0 -	0 2%
Service/ customer service/ customer satisfaction	16 29%	1 33%	0 21%	0 11%	3 13%	10 43%	1 100%	1 36%	9 41%	5 19%	8 30%	7 28%
Time management/ time (unspecified)	4 8%	0 -	0 -	0 -	4 13%	0 -	0 -	4 28%	0 -	1 2%	4 20%	1 2%
Quality of products/ work	19 54%	0 -	0 -	1 69%	3 29%	14 87%	1 100%	6 90%	2 42%	11 47%	12 58%	6 48%

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Learning the business/personal training	1 6%	0 -	0 -	0 -	1 11%	0 -	0 -	0 -	1 17%	1 3%	0 -	1 7%
Reputation	1 7%	0 -	0 -	0 -	0 -	0 -	1 24%	0 -	0 -	1 9%	1 24%	0 -
Business plan/ targets/ management	0 4%	0 18%	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 8%	0 -	0 6%
Other	10 7%	1 4%	2 18%	1 12%	2 5%	2 5%	1 20%	1 5%	3 8%	5 8%	2 5%	7 9%

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Finding a good space or location	119 10%	13 8%	9 7%	6 7%	53 11%	29 10%	10 11%	22 16%	35 9%	63 9%	39 9%	81 10%
Ensuring I had the right technology in place	127 10%	19 12%	13 10%	9 11%	43 9%	34 11%	9 10%	9 7%	29 8%	89 12%	40 9%	87 11%
Marketing and branding	163 13%	18 11%	14 11%	8 10%	60 13%	49 16%	14 15%	20 14%	54 14%	90 13%	68 15%	95 12%
Hiring and training staff	90 7%	12 7%	13 11%	9 11%	27 6%	20 7%	9 10%	7 5%	32 8%	51 7%	43 9%	47 6%
Developing customer/client base	277 23%	35 21%	20 16%	15 19%	118 25%	61 20%	28 31%	27 20%	86 23%	163 23%	87 19%	190 25%
Finances	270 22%	41 25%	39 31%	19 24%	103 22%	57 19%	11 12%	37 26%	90 24%	144 20%	118 26%	153 20%
Product development/manufacturing	93 8%	14 8%	9 7%	6 8%	39 8%	19 6%	6 7%	8 6%	25 7%	61 8%	31 7%	62 8%
Patents/Trademarks	44 4%	7 4%	3 3%	1 1%	11 2%	22 7%	1 1%	8 5%	10 3%	26 4%	9 2%	36 5%
Equipment/ materials/ suppliers	4 5%	0 -	0 -	0 -	3 9%	1 7%	0 -	0 -	3 12%	1 3%	1 4%	3 6%
Logistics/ vehicles/ transportation/ distribution	1 7%	0 -	0 -	1 77%	0 -	0 -	0 -	0 -	1 31%	0 -	0 -	1 9%
Licensing/ government regulations/ legalities	2 6%	0 -	1 12%	0 -	0 -	1 43%	0 -	1 31%	0 -	1 4%	1 11%	1 4%
Networking/ partnerships	2 5%	0 -	1 68%	0 -	0 -	1 6%	0 -	0 -	0 -	2 9%	1 7%	1 3%
Service/ customer service/ customer satisfaction	5 9%	1 23%	0 -	1 37%	0 -	3 11%	0 -	0 -	1 4%	4 13%	1 5%	3 13%
Quality of products/ work	2 6%	0 -	0 -	0 -	2 22%	0 -	0 -	1 10%	1 35%	0 -	2 9%	0 -
Learning the business/personal training	2 11%	0 -	2 36%	0 -	1 5%	0 -	0 -	0 -	0 -	2 14%	0 -	2 14%

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Website development/ software	1 5%	0 -	0 -	0 -	1 9%	0 -	0 -	0 -	0 -	1 8%	1 7%	0 -
Reputation	4 32%	0 -	1 43%	2 80%	1 25%	0 -	0 -	0 -	0 -	4 41%	1 44%	2 28%
Communication	1 21%	0 -	0 -	0 -	1 30%	0 -	0 -	0 -	0 -	1 28%	1 47%	0 -
Sales	2 27%	0 -	0 -	0 -	0 -	2 100%	0 -	0 -	2 38%	0 -	0 -	2 34%
Business plan/ targets/ management	0 5%	0 21%	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 9%	0 -	0 8%
Other	4 3%	1 5%	0 -	0 -	2 4%	0 -	1 8%	1 3%	1 3%	2 3%	3 5%	1 1%

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Finding a good space or location	118 10%	12 8%	19 15%	5 7%	46 10%	27 9%	7 8%	17 12%	30 8%	71 10%	34 8%	84 11%
Ensuring I had the right technology in place	192 16%	29 18%	25 20%	7 9%	87 18%	34 11%	11 12%	23 16%	56 15%	114 16%	61 13%	132 17%
Marketing and branding	175 14%	30 18%	15 12%	13 16%	71 15%	36 12%	11 12%	13 9%	60 16%	103 14%	69 15%	106 14%
Hiring and training staff	106 9%	22 14%	10 8%	7 8%	31 7%	28 9%	8 9%	8 6%	40 11%	58 8%	34 8%	71 9%
Developing customer/client base	161 13%	16 10%	11 9%	13 17%	68 14%	45 15%	8 9%	19 14%	50 13%	92 13%	83 18%	78 10%
Finances	213 17%	30 18%	11 9%	17 22%	77 16%	53 18%	25 27%	21 15%	51 14%	141 20%	76 17%	137 18%
Product development/manufacturing	149 12%	15 9%	20 16%	9 11%	50 11%	49 16%	6 7%	32 23%	50 14%	67 9%	56 12%	94 12%
Patents/Trademarks	53 4%	3 2%	6 5%	2 3%	15 3%	17 6%	9 10%	1 1%	14 4%	37 5%	14 3%	39 5%
Equipment/ materials/ suppliers	10 12%	0 -	2 18%	0 -	4 10%	2 16%	1 17%	2 37%	3 10%	5 10%	5 23%	5 8%
Logistics/ vehicles/ transportation/ distribution	1 4%	1 16%	0 -	0 -	0 -	0 -	0 -	0 -	0 -	1 6%	0 11%	0 3%
Licensing/ government regulations/ legalities	2 8%	0 14%	0 -	2 32%	0 -	0 -	0 -	0 -	2 31%	0 3%	2 17%	0 3%
Networking/ partnerships	1 3%	0 -	0 -	0 -	1 6%	0 -	0 -	0 -	0 -	1 6%	1 4%	1 2%
Service/ customer service/ customer satisfaction	6 10%	0 -	0 -	0 16%	3 15%	2 9%	0 -	0 -	3 14%	3 9%	4 14%	2 7%
Time management/ time (unspecified)	3 6%	0 -	1 22%	0 -	0 -	1 20%	0 -	0 -	1 12%	2 6%	0 3%	2 7%
Quality of products/ work	1 2%	0 -	0 -	1 31%	0 -	0 -	0 -	0 -	0 -	1 2%	0 -	1 4%

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Learning the business/personal training	3 16%	0 -	1 29%	0 -	2 16%	0 -	0 -	0 -	1 32%	2 11%	1 38%	2 11%
Website development/ software	1 8%	0 -	0 -	1 100%	0 -	0 -	0 -	1 100%	0 -	0 -	1 11%	0 -
Competition	1 6%	0 -	0 -	0 -	0 -	0 -	1 16%	0 -	0 -	1 24%	0 -	1 26%
Reputation	1 12%	0 -	1 34%	0 -	1 30%	0 -	0 -	0 -	1 44%	1 6%	0 -	1 16%
Sales	1 21%	0 -	0 -	1 100%	0 -	0 -	0 -	0 -	1 29%	0 -	0 -	1 26%
Other	13 10%	0 -	1 11%	0 -	8 19%	3 9%	0 -	1 6%	4 9%	8 11%	5 11%	8 9%

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Finding a good space or location	115 9%	22 14%	11 9%	9 11%	39 8%	24 8%	10 11%	13 10%	34 9%	68 10%	37 8%	79 10%
Ensuring I had the right technology in place	191 16%	19 12%	22 17%	20 25% AE	78 17%	39 13%	14 15%	27 19%	55 15%	109 15%	67 15%	124 16%
Marketing and branding	221 18%	32 20%	25 20%	10 13%	78 17%	55 18%	21 23%	21 15%	60 16%	139 20%	81 18%	140 18%
Hiring and training staff	158 13%	17 11%	15 12%	4 5%	69 15%	40 13%	12 14%	20 14%	49 13%	89 12%	59 13%	99 13%
Developing customer/client base	93 8%	7 4%	14 11%	6 8%	30 6%	29 10%	7 8%	17 12%	24 6%	52 7%	37 8%	57 7%
Finances	163 13%	30 19%	13 10%	7 9%	65 14%	35 12%	12 13%	13 9%	53 14%	96 14%	55 12%	107 14%
Product development/manufacturing	142 12%	21 13%	12 9%	13 17%	52 11%	35 12%	9 10%	11 8%	51 14%	80 11%	56 12%	86 11%
Patents/Trademarks	73 6%	3 2%	4 3%	3 4%	30 6%	28 9%	5 5%	8 6%	22 6%	42 6%	32 7%	40 5%
Equipment/ materials/ suppliers	8 10%	0 -	4 28%	0 -	2 6%	2 16%	0 -	0 -	3 11%	5 10%	3 13%	5 8%
Logistics/ vehicles/ transportation/ distribution	0 2%	0 7%	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 3%	0 -	0 3%
Licensing/ government regulations/ legalities	6 23%	3 86%	0 -	1 20%	2 34%	0 -	0 -	0 -	3 61%	3 17%	3 28%	3 21%
Networking/ partnerships	10 23%	0 -	0 -	0 -	5 23%	5 40%	0 -	0 -	1 11%	9 40%	2 14%	8 30%
Service/ customer service/ customer satisfaction	7 13%	0 -	0 -	0 -	7 36%	0 -	0 -	0 -	3 13%	4 15%	4 15%	3 11%
Time management/ time (unspecified)	2 3%	0 12%	0 -	0 -	1 4%	0 -	0 -	0 -	0 -	2 5%	1 5%	1 2%
Quality of products/ work	2 5%	2 62%	0 -	0 -	0 -	0 -	0 -	0 -	0 -	2 7%	0 -	2 13%

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Learning the business/personal training	2 12%	0 -	0 -	1 73%	1 13%	0 -	0 -	0 -	0 -	2 15%	0 -	2 15%
Competition	3 27%	0 -	0 -	3 100%	0 -	0 -	0 -	0 -	3 41%	0 -	3 35%	0 -
Sales	1 22%	0 -	0 -	0 -	1 100%	0 -	0 -	0 -	1 11%	1 70%	1 70%	1 10%
Product availability	1 23%	0 -	1 51%	0 -	0 -	0 -	0 -	0 -	1 40%	0 -	1 50%	0 -
Business plan/ targets/ management	1 8%	1 34%	0 -	0 -	0 -	0 -	0 -	0 -	1 23%	0 -	0 -	1 12%
Other	2 2%	1 4%	0 -	0 -	1 3%	0 -	0 -	1 4%	0 1%	1 2%	2 3%	0 1%

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Finding a good space or location	169 14%	20 12%	14 11%	13 17%	65 14%	42 14%	15 17%	11 8%	56 15%	103 14%	69 15%	101 13%
Ensuring I had the right technology in place	213 17%	26 16%	26 21%	12 15%	77 16%	58 20%	13 15%	21 15%	74 20%	119 17%	82 18%	131 17%
Marketing and branding	201 16%	22 13%	21 17%	15 18%	86 18%	43 14%	14 15%	25 18%	64 17%	112 16%	72 16%	130 17%
Hiring and training staff	105 9%	14 8%	14 11%	3 3%	40 9%	19 6%	16 17% CE	13 10%	23 6%	69 10%	32 7%	73 9%
Developing customer/client base	64 5%	14 9% D	10 8%	3 4%	20 4%	11 4%	4 5%	7 5%	24 6%	33 5%	22 5%	42 5%
Finances	114 9%	12 7%	9 7%	4 5%	45 10%	34 11%	11 12%	15 11%	28 7%	71 10%	51 11%	63 8%
Product development/manufacturing	198 16%	37 23% D	16 13%	19 24%	72 15%	42 14%	12 13%	33 24%	51 14%	114 16%	82 18%	115 15%
Patents/Trademarks	81 7%	9 6%	5 4%	8 10%	30 6%	28 9%	2 2%	7 5%	34 9%	41 6%	28 6%	53 7%
Equipment/ materials/ suppliers	12 15%	0 -	3 22%	0 -	9 23%	0 -	1 10%	0 -	2 9%	10 20%	1 3%	12 20%
Logistics/ vehicles/ transportation/ distribution	5 29%	0 -	2 56%	0 -	1 22%	3 77%	0 -	1 46%	0 -	5 36%	1 15%	5 32%
Licensing/ government regulations/ legalities	1 3%	0 -	0 -	0 -	1 11%	0 -	0 -	0 -	0 -	1 5%	0 -	1 5%
Networking/ partnerships	7 16%	0 7%	0 -	0 -	5 23%	1 9%	1 100%	2 18%	4 34%	1 5%	5 26%	2 9%
Service/ customer service/ customer satisfaction	2 4%	2 35%	1 24%	0 -	0 -	0 -	0 -	0 -	0 2%	2 6%	0 2%	2 6%
Time management/ time (unspecified)	7 14%	0 -	0 -	1 100%	4 13%	2 23%	0 -	1 7%	0 -	6 20%	2 9%	5 17%
Quality of products/ work	1 2%	0 -	0 -	0 -	1 8%	0 -	0 -	0 -	0 -	1 3%	0 -	1 6%

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Learning the business/personal training	0 2%	0 -	0 -	0 27%	0 -	0 -	0 -	0 -	0 -	0 2%	0 -	0 2%
Website development/ software	3 23%	0 -	0 -	0 -	3 41%	0 -	0 -	0 -	2 55%	1 8%	0 -	3 73%
Reputation	2 21%	0 -	0 -	0 -	0 -	0 -	2 76%	0 -	0 -	2 27%	0 -	2 30%
Communication	2 26%	0 32%	1 100%	0 -	1 14%	0 -	0 -	1 100%	0 -	1 21%	1 39%	1 15%
Other	8 6%	1 4%	1 10%	1 6%	3 6%	3 7%	0 6%	4 21%	2 5%	3 4%	2 4%	7 8%

Brand Identity Survey

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Finding a good space or location	207 17%	27 17%	22 18%	6 8%	78 17%	60 20% C	15 17%	18 13%	61 17%	128 18%	67 15%	140 18%
Ensuring I had the right technology in place	168 14%	22 14%	12 9%	12 15%	62 13%	43 14%	17 19%	16 12%	50 14%	101 14%	74 16%	94 12%
Marketing and branding	160 13%	19 12%	17 14%	13 17%	65 14%	38 13%	6 7%	16 11%	46 12%	99 14%	55 12%	105 14%
Hiring and training staff	173 14%	18 11%	19 15%	12 15%	64 14%	48 16%	12 13%	23 16%	56 15%	94 13%	66 15%	107 14%
Developing customer/client base	51 4%	3 2%	3 2%	2 2%	23 5%	14 5%	6 7%	7 5%	15 4%	29 4%	9 2%	42 5%
Finances	73 6%	11 7%	12 10%	10 12% D	21 4%	16 5%	4 4%	7 5%	29 8%	37 5%	33 7%	40 5%
Product development/manufacturing	169 14%	26 16%	16 13%	7 8%	68 14%	38 13%	15 16%	20 14%	44 12%	106 15%	54 12%	115 15%
Patents/Trademarks	166 14%	24 15%	18 14%	13 16%	63 13%	39 13%	11 12%	28 20%	48 13%	90 13%	75 17%	92 12%
Equipment/ materials/ suppliers	11 13%	1 26%	2 16%	2 34%	4 10%	0 -	2 27%	2 40%	6 22%	3 6%	2 10%	9 15%
Logistics/ vehicles/ transportation/ distribution	3 16%	2 33%	1 44%	0 -	0 -	0 -	0 -	0 -	1 29%	2 13%	1 13%	2 17%
Licensing/ government regulations/ legalities	1 4%	0 -	0 -	0 -	1 15%	0 -	0 -	0 -	0 -	1 6%	0 4%	1 4%
Networking/ partnerships	5 13%	0 -	0 -	0 -	4 20%	1 9%	0 -	1 7%	2 17%	3 12%	2 11%	3 14%
Service/ customer service/ customer satisfaction	2 4%	0 8%	0 -	0 -	2 9%	0 -	0 -	0 -	0 -	2 7%	0 -	2 8%
Time management/ time (unspecified)	1 2%	0 -	0 -	0 -	1 4%	0 -	0 -	0 -	0 -	1 4%	0 -	1 4%
Quality of products/ work	2 6%	1 23%	0 -	0 -	1 16%	0 -	0 -	0 -	1 23%	1 5%	1 5%	1 8%

Brand Identity Survey

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Learning the business/personal training	1 7%	0 -	0 -	0 -	1 12%	0 -	0 -	0 -	0 -	1 9%	1 42%	0 -
Website development/ software	1 7%	0 -	0 -	0 -	1 13%	0 -	0 -	0 -	1 21%	0 -	1 10%	0 -
Sales	1 16%	1 52%	0 -	0 -	0 -	0 -	0 -	0 -	1 22%	0 -	0 -	1 19%
Product availability	1 11%	0 -	1 24%	0 -	0 -	0 -	0 -	1 100%	0 -	0 -	1 24%	0 -
Business plan/ targets/ management	0 6%	0 -	0 -	0 -	0 40%	0 -	0 -	0 -	0 -	0 11%	0 17%	0 -
Other	12 9%	3 12%	1 7%	3 27%	6 12%	0 -	0 -	2 12%	5 12%	5 7%	5 10%	7 8%

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Finding a good space or location	194 16%	30 19%	19 15%	19 24% E	75 16%	36 12%	14 16%	28 20%	59 16%	107 15%	68 15%	126 16%
Ensuring I had the right technology in place	131 11%	19 12%	11 9%	8 9%	44 9%	43 14%	7 8%	22 16%	39 10%	71 10%	62 14% K	69 9%
Marketing and branding	129 11%	15 9%	14 11%	11 13%	41 9%	36 12%	12 14%	28 20% HI	34 9%	67 9%	39 9%	90 12%
Hiring and training staff	191 16%	25 15%	19 15%	7 9%	77 16%	53 18%	10 11%	17 12%	56 15%	118 16%	66 15%	125 16%
Developing customer/client base	27 2%	3 2%	4 4%	2 3%	15 3%	3 1%	0 -	1 1%	8 2%	18 3%	7 2%	20 3%
Finances	55 4%	7 5%	3 3%	3 4%	19 4%	19 6%	3 3%	6 4%	19 5%	30 4%	18 4%	37 5%
Product development/manufacturing	212 17%	21 13%	27 21%	13 17%	85 18%	46 15%	20 22%	15 11%	61 16%	137 19%	80 18%	132 17%
Patents/Trademarks	236 19%	33 20%	26 21%	13 17%	94 20%	52 17%	17 19%	18 13%	71 19%	147 21%	89 20%	147 19%
Equipment/ materials/ suppliers	6 8%	0 -	1 6%	0 -	2 5%	2 15%	2 18%	0 -	3 10%	4 7%	2 9%	4 7%
Licensing/ government regulations/ legalities	1 5%	0 -	0 -	0 8%	0 -	0 -	1 24%	0 -	0 8%	1 5%	1 12%	0 -
Networking/ partnerships	4 8%	2 32%	0 -	0 -	0 2%	1 9%	0 -	1 11%	1 10%	1 7%	1 8%	2 8%
Service/ customer service/ customer satisfaction	4 7%	0 -	0 -	0 -	0 -	4 15%	0 -	0 -	3 12%	1 4%	4 13%	0 -
Time management/ time (unspecified)	0 1%	0 20%	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 2%	0 3%	0 -
Quality of products/ work	1 3%	0 15%	0 -	0 -	1 6%	0 -	0 -	0 -	0 -	1 4%	1 2%	0 3%
Learning the business/personal training	1 5%	1 40%	0 -	0 -	0 -	0 -	0 -	0 -	1 25%	0 -	0 -	1 6%

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Website development/ software	1 7%	1 100%	0 -	0 -	0 -	0 -	0 -	0 -	0 -	1 12%	1 11%	0 -
Competition	2 18%	0 23%	0 -	0 -	0 -	0 -	2 42%	0 -	2 23%	0 12%	2 24%	0 -
Reputation	1 9%	1 100%	0 -	0 -	0 -	0 -	0 -	0 -	1 56%	0 -	1 32%	0 -
Communication	0 6%	0 -	0 -	0 -	0 9%	0 -	0 -	0 -	0 -	0 8%	0 14%	0 -
Business plan/ targets/ management	2 28%	0 -	0 -	1 100%	0 -	0 -	1 100%	0 -	2 77%	0 -	1 35%	1 23%
Other	9 7%	1 4%	0 4%	1 14%	5 12%	1 3%	0 -	0 -	5 11%	4 6%	5 11%	4 5%

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Finding a good space or location	160 13%	16 10%	22 17%	9 11%	61 13%	42 14%	10 11%	12 9%	56 15%	91 13%	66 15%	94 12%
Ensuring I had the right technology in place	97 8%	13 8%	8 6%	6 7%	41 9%	16 5%	12 14%	8 6%	27 7%	62 9%	27 6%	70 9%
Marketing and branding	91 7%	15 9%	9 7%	2 2%	28 6%	28 9%	9 10%	7 5%	31 8%	53 7%	31 7%	60 8%
Hiring and training staff	255 21%	34 21%	18 15%	23 29% BF	100 21%	69 23%	11 12%	30 22%	79 21%	146 20%	99 22%	155 20%
Developing customer/client base	21 2%	1 1%	1 0	3 4% D	4 1%	8 3%	3 4%	1 1%	4 1%	16 2%	14 3% K	7 1%
Finances	31 3%	3 2%	1 0	1 2%	9 2%	14 5%	4 4%	4 3%	9 2%	18 2%	10 2%	21 3%
Product development/manufacturing	125 10%	11 7%	17 14%	5 6%	54 11%	26 9%	13 14%	8 6%	40 11%	77 11%	37 8%	88 11%
Patents/Trademarks	364 30%	60 37% E	40 32%	26 33%	142 30%	74 25%	23 25%	53 38%	107 29%	204 29%	139 31%	226 29%
Equipment/ materials/ suppliers	7 9%	2 46%	1 5%	2 28%	4 10%	0 -	0 -	1 23%	2 10%	4 8%	3 15%	4 7%
Logistics/ vehicles/ transportation/ distribution	2 12%	2 31%	0 -	0 -	1 18%	0 -	0 -	0 -	0 -	2 16%	1 29%	1 6%
Licensing/ government regulations/ legalities	4 14%	0 -	1 26%	0 -	0 -	0 -	2 76%	0 -	0 -	4 22%	1 13%	2 15%
Networking/ partnerships	4 10%	0 -	1 32%	1 100%	2 9%	1 7%	0 -	1 12%	1 6%	3 12%	1 3%	4 15%
Service/ customer service/ customer satisfaction	1 2%	0 -	0 -	1 36%	0 -	0 -	0 -	0 -	0 -	1 4%	1 4%	0 -
Time management/ time (unspecified)	12 23%	0 -	2 26%	0 -	7 22%	3 43%	0 -	4 28%	3 47%	5 16%	4 21%	8 25%
Quality of products/ work	7 20%	0 -	4 100%	0 -	1 8%	2 13%	0 -	0 -	0 -	7 28%	5 25%	1 10%

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Learning the business/personal training	4 22%	0 -	2 36%	0 -	3 24%	0 -	0 -	0 -	0 -	4 28%	1 20%	4 23%
Competition	3 25%	1 77%	0 -	0 -	0 -	0 -	2 42%	1 100%	0 -	2 64%	2 20%	1 42%
Reputation	1 7%	0 -	0 -	0 -	1 29%	0 -	0 -	0 -	0 -	1 8%	0 -	1 9%
Business plan/ targets/ management	1 10%	0 -	0 -	0 -	0 -	1 34%	0 -	1 100%	0 -	0 -	0 -	1 15%
Other	7 6%	0 2%	0 -	1 7%	3 7%	2 6%	1 12%	0 -	4 8%	4 5%	3 6%	4 5%

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Finding a good space or location	61 5%	8 5%	6 5%	7 9%	21 5%	17 6%	2 3%	8 6%	16 4%	37 5%	27 6%	34 4%
Ensuring I had the right technology in place	25 2%	5 3%	2 2%	2 2%	7 1%	9 3%	0 -	5 3%	17 5%	4 1%	16 3%	10 1%
Marketing and branding	23 2%	2 1%	3 2%	2 2%	12 2%	5 2%	0 -	5 3%	3 1%	15 2%	6 1%	17 2%
Hiring and training staff	107 9%	16 10%	7 6%	12 16% BE	50 11% E	13 4%	9 10%	21 15%	30 8%	56 8%	41 9%	66 9%
Developing customer/client base	19 2%	2 1%	3 3%	0 -	7 1%	6 2%	1 1%	6 4% H	1 0	12 2%	8 2%	11 1%
Finances	13 1%	0 -	4 3%	0 -	5 1%	5 2%	0 -	3 2%	5 1%	5 1%	5 1%	8 1%
Product development/manufacturing	64 5%	6 4%	4 4%	3 4%	17 4%	30 10% D	3 3%	3 2%	26 7%	36 5%	27 6%	38 5%
Patents/Trademarks	187 15%	22 14%	19 15%	13 16%	78 17%	35 12%	21 23% E	15 10%	53 14%	119 17%	58 13%	130 17%
Equipment/ materials/ suppliers	21 26%	1 28%	1 6%	2 38%	9 23%	6 46%	2 28%	0 -	4 15%	17 34%	4 16%	18 30%
Logistics/ vehicles/ transportation/ distribution	5 29%	0 7%	0 -	0 23%	2 59%	1 23%	2 100%	1 54%	1 31%	3 25%	1 32%	4 28%
Licensing/ government regulations/ legalities	7 27%	0 -	3 62%	2 39%	1 9%	1 57%	0 -	2 69%	0 -	4 27%	0 -	7 44%
Networking/ partnerships	9 21%	3 54%	0 -	0 -	3 16%	2 19%	0 -	5 53%	3 23%	1 6%	5 27%	4 17%
Service/ customer service/ customer satisfaction	12 22%	0 -	1 55%	0 -	5 27%	5 22%	0 -	2 64%	3 14%	7 23%	5 18%	7 26%
Time management/ time (unspecified)	21 42%	2 68%	3 52%	0 -	14 44%	1 14%	2 100%	5 37%	3 41%	13 45%	7 39%	14 44%
Quality of products/ work	1 3%	0 -	0 -	0 -	1 12%	0 -	0 -	0 -	0 -	1 4%	0 -	1 8%

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Learning the business/personal training	3 18%	1 60%	0 -	0 -	2 18%	0 -	0 -	0 -	1 25%	2 17%	0 -	3 22%
Website development/ software	7 50%	0 -	4 100%	0 -	3 38%	0 -	0 -	0 -	1 24%	6 72%	6 61%	1 27%
Competition	2 24%	0 -	0 -	0 -	2 100%	0 -	0 -	0 -	2 36%	0 -	2 21%	1 33%
Reputation	1 12%	0 -	0 23%	1 20%	0 16%	0 -	0 -	1 100%	0 -	1 9%	0 -	1 17%
Communication	3 47%	1 68%	0 -	0 -	2 46%	0 -	0 -	0 -	1 100%	2 43%	0 -	3 85%
Sales	1 14%	1 48%	0 -	0 -	0 -	0 -	0 -	1 100%	0 -	0 30%	0 30%	1 11%
Product availability	4 66%	0 100%	1 24%	1 100%	1 100%	0 -	0 -	0 -	2 60%	2 100%	1 26%	3 100%
Business plan/ targets/ management	3 40%	1 27%	0 100%	0 -	1 60%	2 66%	0 -	0 -	0 -	3 72%	1 48%	2 35%
Other	67 51%	15 65%	5 50%	4 34%	14 31%	25 70%	4 54%	9 50%	20 44%	38 56%	22 45%	45 54%

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Finding a good space or location	318 26%	39 24%	31 25%	16 20%	130 28%	78 26%	24 27%	48 35%	89 24%	181 25%	118 26%	199 26%
Ensuring I had the right technology in place	400 33%	57 35%	44 35%	20 25%	161 34%	90 30%	27 30%	41 29%	110 30%	249 35%	124 28%	275 36% J
Marketing and branding	399 33%	56 34%	36 29%	27 34%	159 34%	94 31%	29 32%	37 27%	133 36%	230 32%	168 37% K	231 30%
Hiring and training staff	237 19%	38 23% D	32 25% D	19 24%	69 15%	58 19%	21 23%	16 12%	78 21%	143 20%	89 20%	148 19%
Developing customer/client base	950 78%	131 81%	90 72%	63 79%	370 79%	228 76%	69 76%	100 72%	296 80%	554 78%	354 78%	595 77%
Finances	777 63%	99 61%	83 67%	54 68%	306 65%	177 59%	57 63%	92 66%	227 61%	457 64%	280 62%	497 64%
Product development/manufacturing	314 26%	40 25%	33 26%	19 24%	121 26%	83 28%	18 20%	50 36% I	99 27%	165 23%	114 25%	199 26%
Patents/Trademarks	118 10%	11 7%	13 10%	4 6%	33 7%	44 15% D	12 14%	11 8%	35 9%	72 10%	31 7%	87 11%
Equipment/ materials/ suppliers	15 19%	0 -	2 18%	0 -	8 23%	3 23%	1 17%	2 37%	6 22%	8 15%	7 34%	8 13%
Logistics/ vehicles/ transportation/ distribution	2 13%	1 23%	0 -	1 77%	0 -	0 -	0 -	0 -	2 40%	1 6%	0 11%	2 14%
Licensing/ government regulations/ legalities	6 23%	0 14%	1 12%	2 32%	2 31%	1 43%	0 -	1 31%	2 31%	3 19%	4 42%	2 11%
Networking/ partnerships	4 9%	0 7%	1 68%	0 -	1 6%	1 6%	0 -	0 -	0 -	4 17%	2 11%	2 7%
Service/ customer service/ customer satisfaction	26 48%	2 56%	0 21%	2 64%	6 29%	15 63%	1 100%	1 36%	13 59%	12 41%	13 48%	12 48%
Time management/ time (unspecified)	7 14%	0 -	1 22%	0 -	4 13%	1 20%	0 -	4 28%	1 12%	3 8%	4 23%	3 9%
Quality of products/ work	21 61%	0 -	0 -	2 100%	5 51%	14 87%	1 100%	6 100%	3 77%	12 49%	14 67%	7 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/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Learning the business/personal training	6 33%	0 -	3 64%	0 -	3 32%	0 -	0 -	0 -	2 49%	4 29%	1 38%	5 32%
Website development/ software	2 13%	0 -	0 -	1 100%	1 9%	0 -	0 -	1 100%	0 -	1 8%	2 18%	0 -
Competition	1 6%	0 -	0 -	0 -	0 -	0 -	1 16%	0 -	0 -	1 24%	0 -	1 26%
Reputation	6 51%	0 -	1 77%	2 80%	1 55%	0 -	1 24%	0 -	1 44%	5 56%	2 68%	3 44%
Communication	1 21%	0 -	0 -	0 -	1 30%	0 -	0 -	0 -	0 -	1 28%	1 47%	0 -
Sales	3 48%	0 -	0 -	1 100%	0 -	2 100%	0 -	0 -	3 67%	0 -	0 -	3 60%
Business plan/ targets/ management	1 9%	1 39%	0 -	0 -	0 -	0 -	0 -	0 -	0 -	1 17%	0 -	1 14%
Other	26 20%	2 9%	3 29%	1 12%	13 29%	5 14%	2 28%	2 14%	9 19%	15 22%	10 21%	16 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 - J/K
Overlap formulae used. * small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1225	236	122	95	514	181	77	109	303	813	416	809
Weighted	1225	162	125*	80*	469	299	91*	139*	371	715	451	774
Developing and marketing my brand is a priority to my business												
Strongly agree	329 27%	34 21%	33 27%	18 23%	126 27%	93 31%	25 28%	44 32%	102 27%	183 26%	115 26%	214 28%
Somewhat agree	485 40%	58 36%	44 35%	37 46%	187 40%	133 44%	27 29%	58 42%	160 43%	267 37%	204 45% K	281 36%
Somewhat disagree	302 25%	51 32% DE	38 30%	19 24%	106 23%	57 19%	31 35% E	30 21%	74 20%	198 28% H	97 22%	205 26%
Strongly disagree	109 9%	19 11%	10 8%	6 8%	51 11%	16 5%	7 8%	7 5%	36 10%	67 9%	35 8%	74 10%
Summary												
Top2Box - Agree	814 66%	92 57%	77 61%	55 69%	312 67% A	226 75% ABF	52 57%	102 74%	262 70%	449 63%	319 71%	495 64%
Low2Box - Disagree	411 34%	70 43% DE	48 39% E	25 31%	157 33%	73 25%	39 43% E	37 26%	110 30%	265 37%	132 29%	279 36%

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 - J/K
Overlap formulae used. * small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents Weighted	1225	236	122	95	514	181	77	109	303	813	416	809
	1225	162	125*	80*	469	299	91*	139*	371	715	451	774
I am satisfied with my company's current brand												
Strongly agree	495	70	71	28	170	125	30	44	173	277	194	301
	40%	43%	57% ACDEF	36%	36%	42%	33%	32%	47% G	39%	43%	39%
Somewhat agree	603	76	46	43	238	150	49	78	152	372	214	389
	49%	47%	37% B	54% B	51% B	50% B	54% B	56% H	41% H	52% H	47% H	50% H
Somewhat disagree	103	13	6	7	49	16	11	10	35	57	34	68
	8%	8%	5%	9%	10%	5%	13%	7%	10%	8%	8%	9%
Strongly disagree	25	3	1	1	12	8	0	7	11	8	9	16
	2%	2%	1%	2%	3%	3%	-	5% I	3%	1%	2%	2%
Summary												
Top2Box - Agree	1097	146	117	71	408	275	79	122	325	650	408	689
	90%	90%	94%	89%	87%	92%	87%	88%	88%	91%	90%	89%
Low2Box - Disagree	128	16	8	8	61	24	11	17	46	65	43	84
	10%	10%	6%	11%	13%	8%	13%	12%	12%	9%	10%	11%

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 - J/K
Overlap formulae used. * small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1225	236	122	95	514	181	77	109	303	813	416	809
Weighted	1225	162	125*	80*	469	299	91*	139*	371	715	451	774
My company's marketing efforts are effective												
Strongly agree	331 27%	40 25%	38 30%	23 29%	114 24%	87 29%	29 32%	29 21%	107 29%	194 27%	144 32% K	187 24%
Somewhat agree	641 52%	79 49%	66 53%	41 51%	239 51%	176 59%	41 45%	69 50%	190 51%	382 53%	225 50%	416 54%
Somewhat disagree	216 18% E	34 21% E	19 15%	15 19%	98 21% E	31 10%	19 21% E	31 22%	63 17%	122 17%	73 16%	143 18%
Strongly disagree	38 3%	9 5%	2 2%	0 1%	18 4%	6 2%	2 2%	10 7% I	11 3%	17 2%	9 2%	29 4%
Summary												
Top2Box - Agree	971 79%	119 74%	104 83%	64 80%	353 75%	263 88% AD	69 77%	98 71%	297 80%	576 81%	369 82%	602 78%
Low2Box - Disagree	254 21% E	43 26% E	21 17%	16 20%	117 25% E	36 12%	21 23%	41 29%	74 20%	139 19%	82 18%	171 22%

Brand Identity Survey

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 - J/K
Overlap formulae used. * small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1225	236	122	95	514	181	77	109	303	813	416	809
Weighted	1225	162	125*	80*	469	299	91*	139*	371	715	451	774
I am confident that I'm making the right decisions with regards to marketing and branding my business												
Strongly agree	390 32%	54 33%	39 31%	25 32%	145 31%	105 35%	21 23%	40 29%	134 36%	216 30%	134 30%	257 33%
Somewhat agree	676 55%	87 54%	69 55%	44 55%	253 54%	166 55%	58 64%	71 51%	208 56%	396 55%	262 58%	414 53%
Somewhat disagree	143 12%	18 11%	17 14%	11 14%	64 14%	24 8%	10 11%	26 18% H	26 7%	92 13% H	52 11%	92 12%
Strongly disagree	16 1%	3 2%	0 -	0 -	6 1%	4 1%	2 2%	2 2%	3 1%	11 1%	4 1%	12 2%
Summary												
Top2Box - Agree	1066 87%	141 87%	108 86%	69 86%	399 85%	271 91%	79 87%	111 80%	342 92% GI	612 86%	396 88%	670 87%
Low2Box - Disagree	159 13%	21 13%	17 14%	11 14%	70 15%	28 9%	11 13%	28 20% H	29 8%	102 14% H	55 12%	104 13%

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 - J/K
Overlap formulae used. * small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents Weighted	1225	236	122	95	514	181	77	109	303	813	416	809
	1225	162	125*	80*	469	299	91*	139*	371	715	451	774
I am able to devote as much time as I think I should to marketing my business												
Strongly agree	324	37	27	24	122	92	22	30	126	168	109	215
	26%	23%	22%	30%	26%	31%	24%	22%	34%	23%	24%	28%
Somewhat agree	544	72	53	35	203	138	43	69	145	330	205	339
	44%	44%	43%	44%	43%	46%	47%	50%	39%	46%	45%	44%
Somewhat disagree	287	42	36	19	114	59	18	30	82	175	112	175
	23%	26%	29%	24%	24%	20%	20%	22%	22%	24%	25%	23%
Strongly disagree	70	12	9	2	31	10	8	9	18	43	25	45
	6%	7%	7%	2%	7%	3%	9%	7%	5%	6%	6%	6%
Summary												
Top2Box - Agree	868	109	80	59	325	231	65	100	271	497	314	554
	71%	67%	64%	74%	69%	77% B	71%	72%	73%	70%	70%	72%
Low2Box - Disagree	357	53	45	21	145	68	26	39	100	217	137	220
	29%	33%	36% E	26%	31%	23%	29%	28%	27%	30%	30%	28%

Brand Identity Survey

Detailed tables

TD6. (Top2box - Agree 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 - J/K
Overlap formulae used. * small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents Weighted	1225	236	122	95	514	181	77	109	303	813	416	809
	1225	162	125*	80*	469	299	91*	139*	371	715	451	774
Developing and marketing my brand is a priority to my business	814	92	77	55	312	226	52	102	262	449	319	495
	66%	57%	61%	69%	67% A	75% ABF	57%	74%	70%	63%	71%	64%
I am satisfied with my company's current brand	1097	146	117	71	408	275	79	122	325	650	408	689
	90%	90%	94%	89%	87%	92%	87%	88%	88%	91%	90%	89%
My company's marketing efforts are effective	971	119	104	64	353	263	69	98	297	576	369	602
	79%	74%	83%	80%	75%	88% AD	77%	71%	80%	81%	82%	78%
I am confident that I'm making the right decisions with regards to marketing and branding my business	1066	141	108	69	399	271	79	111	342	612	396	670
	87%	87%	86%	86%	85%	91%	87%	80%	92% GI	86%	88%	87%
I am able to devote as much time as I think I should to marketing my business	868	109	80	59	325	231	65	100	271	497	314	554
	71%	67%	64%	74%	69%	77% B	71%	72%	73%	70%	70%	72%

Brand Identity Survey

Detailed tables

TD6. (Low2box - Disagree 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 - J/K
Overlap formulae used. * small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents Weighted	1225	236	122	95	514	181	77	109	303	813	416	809
	1225	162	125*	80*	469	299	91*	139*	371	715	451	774
Developing and marketing my brand is a priority to my business	411	70	48	25	157	73	39	37	110	265	132	279
	34%	43% DE	39% E	31%	33%	25%	43% E	26%	30%	37%	29%	36%
I am satisfied with my company's current brand	128	16	8	8	61	24	11	17	46	65	43	84
	10%	10%	6%	11%	13%	8%	13%	12%	12%	9%	10%	11%
My company's marketing efforts are effective	254	43	21	16	117	36	21	41	74	139	82	171
	21%	26% E	17%	20%	25% E	12%	23%	29%	20%	19%	18%	22%
I am confident that I'm making the right decisions with regards to marketing and branding my business	159	21	17	11	70	28	11	28	29	102	55	104
	13%	13%	14%	14%	15%	9%	13%	20% H	8%	14% H	12%	13%
I am able to devote as much time as I think I should to marketing my business	357	53	45	21	145	68	26	39	100	217	137	220
	29%	33%	36% E	26%	31%	23%	29%	28%	27%	30%	30%	28%

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 - J/K
Overlap formulae used. * small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1225	236	122	95	514	181	77	109	303	813	416	809
Weighted	1225	162	125*	80*	469	299	91*	139*	371	715	451	774
Yes	499 41%	59 37%	51 41%	34 43%	210 45%	111 37%	34 37%	58 42%	163 44%	278 39%	184 41%	315 41%
No	726 59%	102 63%	74 59%	45 57%	259 55%	188 63%	57 63%	81 58%	208 56%	437 61%	267 59%	459 59%

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
Base: Not looking for new ways to market business Weighted I'm satisfied with how I market my business It is not a priority I don't have the resources to do it I don't have time to do it		A	B	C	D	E	F	G	H	I	J	K
	705	146	73	56	283	104	43	59	169	477	248	457
	726	102	74*	45*	259	188*	57**	81*	208	437	267	459
	430	60	41	25	151	124	28	48	126	257	163	268
	59%	59%	55%	55%	58%	66%	50%	60%	60%	59%	61%	58%
	209 29%	28 28%	21 28%	14 31%	77 30%	44 23%	25 45%	23 28%	55 26%	132 30%	68 25%	141 31%
	45 6%	9 9%	7 10%	3 6%	16 6%	9 5%	1 2%	8 10%	14 7%	23 5%	22 8%	23 5%
	41 6%	5 5%	5 7%	4 8%	15 6%	11 6%	2 3%	2 3%	14 7%	26 6%	15 6%	27 6%

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Looking for new ways to market business	520	90	49	39	231	77	34	50	134	336	168	352
Weighted	499	59*	51*	34**	210	111*	34**	58*	163*	278	184	315
Want to reach more/new customers	309 62%	39 66%	31 62%	17 50%	130 62%	67 60%	25 75%	34 58%	96 59%	178 64%	110 60%	199 63%
Lack of resources (time, money, dedicated marketing staff)	91 18%	13 23% E	16 31% E	8 24%	38 18%	10 9%	5 16%	9 15%	32 20%	51 18%	33 18%	58 18%
Slow/stagnant growth	79 16%	6 10%	3 6%	8 25%	38 18%	21 19%	3 7%	10 18%	32 19%	37 13%	27 15%	52 16%
Other: specify	20 4%	1 1%	1 1%	0 1%	5 2%	13 12% D	1 2%	6 10% H	3 2%	12 4%	14 7% K	7 2%

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 - J/K
Overlap formulae used. * small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1225	236	122	95	514	181	77	109	303	813	416	809
Weighted	1225	162	125*	80*	469	299	91*	139*	371	715	451	774
Placed ads (print, online)	403 33%	50 31%	44 35%	23 28%	153 33%	90 30%	44 48% ACDE	41 29%	118 32%	244 34%	186 41% K	216 28%
Designed marketing collateral (flyers, brochures)	368 30%	42 26%	44 35%	21 26%	147 31%	89 30%	25 28%	36 26%	118 32%	213 30%	149 33%	219 28%
Direct marketing	329 27%	49 30%	33 26%	20 25%	119 25%	87 29%	21 23%	37 27%	109 29%	182 25%	126 28%	203 26%
Launched a web site	268 22%	29 18%	28 22%	15 19%	111 24%	62 21%	24 26%	25 18%	96 26%	147 21%	106 23%	162 21%
Signage - eg. storefront/vehicles	205 17%	24 15%	23 19% E	15 18% E	94 20% E	26 9%	24 26% E	17 12%	64 17%	125 17%	93 21% K	113 15%
Designed company logo	187 15%	19 12%	25 20%	12 16%	69 15%	38 13%	23 25% AE	25 18%	60 16%	102 14%	77 17%	110 14%
Trade Show Booth	123 10%	10 6%	18 14% A	12 15% A	45 10%	30 10%	9 10%	14 10%	35 9%	74 10%	67 15% K	56 7%
Made a TV/Radio commercial	81 7%	8 5%	8 7%	7 9%	26 5%	16 5%	15 16% ADE	2 2%	16 4%	63 9% GH	41 9% K	39 5%
None of the above	441 36%	65 40% F	39 31%	33 41%	170 36%	112 37%	23 25%	47 34%	115 31%	280 39% H	128 28%	313 40% J

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

Overlap formulae used. * small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1225	236	122	95	514	181	77	109	303	813	416	809
Weighted	1225	162	125*	80*	469	299	91*	139*	371	715	451	774
All in-house	562 46%	74 45%	54 43%	32 41%	223 47%	137 46%	43 48%	79 57% I	177 48%	306 43%	198 44%	365 47%
All outsourced	70 6%	7 5%	4 3%	6 7%	30 6%	19 6%	5 5%	2 1%	29 8% G	40 6%	28 6%	43 6%
Combination of both	280 23%	38 24%	31 25%	21 26%	111 24%	59 20%	21 23%	21 15%	79 21%	180 25%	121 27%	159 21%
None/we don't do any of these marketing activities	312 25%	43 26%	37 29%	21 26%	105 22%	85 28%	22 24%	37 27%	86 23%	188 26%	104 23%	207 27%

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

Overlap formulae used. * small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1225	236	122	95	514	181	77	109	303	813	416	809
Weighted	1225	162	125*	80*	469	299	91*	139*	371	715	451	774
All in-house	329 27%	40 25%	37 30%	25 31%	130 28%	79 27%	18 20%	49 35%	105 28%	175 24%	116 26%	213 27%
All outsourced	277 23%	39 24%	19 15%	17 22%	109 23%	76 25%	17 19%	25 18%	80 22%	172 24%	95 21%	182 24%
Combination of both	315 26%	44 27%	42 34%	18 23%	122 26%	56 19%	31 35%	25 18%	99 27%	191 27%	133 30%	182 23%
None/we don't do any of these marketing activities	304 25%	39 24%	26 21%	19 24%	108 23%	87 29%	24 26%	40 29%	86 23%	177 25%	107 24%	197 25%

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Outsource or don't do any of these marketing activities	633	122	58	48	263	101	41	48	160	425	194	439
Weighted	634	88*	56*	39*	234	172*	44*	68**	189	376	218	416
Too expensive to print	128 20%	13 15%	11 20%	7 18%	65 28% AE	24 14%	8 18%	13 19%	40 21%	75 20%	43 20%	85 21%
Don't have the time	111 18%	10 11%	13 23%	3 7%	37 16%	42 24%	7 15%	21 31%	26 14%	64 17%	41 19%	70 17%
Don't know how	83 13%	17 19%	7 13%	4 11%	37 16%	16 9%	2 5%	9 13%	24 13%	50 13%	29 13%	54 13%
Never thought of it	40 6%	8 9%	4 7%	2 5%	16 7%	7 4%	3 8%	5 7%	12 6%	23 6%	11 5%	29 7%
None of the above	331 52%	48 54%	30 54%	24 61%	111 47%	94 54%	25 58%	27 39%	96 51%	208 55%	114 52%	218 52%

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 - J/K
Overlap formulae used. * small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Non of the above at TD10	920	176	90	67	392	137	58	85	233	602	321	599
Weighted	895	122	95*	55*	351	204*	67*	103*	279	514	335	561
Your company's in-house marketing and brand imaging activities												
Very satisfied	350 39%	46 38%	50 52% DE	21 38%	132 38%	71 35%	30 45%	45 44%	110 39%	196 38%	136 41%	215 38%
Somewhat satisfied	461 51%	66 54%	39 41%	30 55%	182 52%	116 57%	28 42%	49 48%	148 53%	264 51%	176 53%	285 51%
Not very satisfied	77 9%	9 8%	5 5%	4 8%	36 10%	14 7%	8 13%	9 8%	17 6%	51 10%	22 7%	55 10%
Not at all satisfied	7 1%	0 0	2 2%	0 -	1 0	4 2%	0 -	0 -	4 1%	3 1%	1 0	6 1%
Summary												
Top2Box - Satisfied	811 91%	112 92%	89 93%	51 92%	314 89%	187 91%	59 87%	94 92%	258 93%	459 89%	312 93%	499 89%
Low2Box - Not Satisfied	84 9%	10 8%	7 7%	4 8%	37 11%	18 9%	8 13%	9 8%	21 7%	54 11%	22 7%	61 11%

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Non of the above at TD10	650	127	69	41	275	94	44	49	165	436	222	428
Weighted	632	88*	67*	37**	248	138*	54*	52*	199	381	237	395
Your outsourced marketing and brand imaging activities												
Very satisfied	213 34%	36 41%	25 37%	13 35%	84 34%	36 26%	19 35%	23 43%	71 36%	119 31%	80 34%	133 34%
Somewhat satisfied	359 57%	46 52%	39 57%	19 50%	136 55%	87 63%	32 59%	24 46%	109 55%	226 59%	143 60%	215 55%
Not very satisfied	47 7%	5 6%	3 5%	4 12%	21 8%	11 8%	3 6%	4 7%	12 6%	32 8%	11 5%	36 9%
Not at all satisfied	14 2%	1 1%	0 1%	1 3%	7 3%	5 3%	0 -	2 3%	7 3%	5 1%	2 1%	11 3%
Summary												
Top2Box - Satisfied	571 90%	82 93%	63 95%	32 85%	220 89%	123 89%	51 94%	47 89%	180 91%	344 90%	223 94%	348 88%
Low2Box - Not Satisfied	61 10%	6 7%	4 5%	5 15%	27 11%	15 11%	3 6%	6 11%	19 9%	37 10%	14 6%	47 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 - J/K
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Non of the above at TD10 Weighted	1225	236	122	95	514	181	77	109	303	813	416	809
	1225	162	125*	80*	469	299	91*	139*	371	715	451	774
Your company's in-house marketing and brand imaging activities	811	112	89	51	314	187	59	94	258	459	312	499
	91%	92%	93%	92%	89%	91%	87%	92%	93%	89%	93%	89%
Your outsourced marketing and brand imaging activities	571	82	63	32	220	123	51	47	180	344	223	348
	90%	93%	95%	85%	89%	89%	94%	89%	91%	90%	94%	88%

Detailed tables

Brand Identity Survey

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

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Non of the above at TD10 Weighted	1225	236	122	95	514	181	77	109	303	813	416	809
	1225	162	125*	80*	469	299	91*	139*	371	715	451	774
Your company's in-house marketing and brand imaging activities	84	10	7	4	37	18	8	9	21	54	22	61
	9%	8%	7%	8%	11%	9%	13%	8%	7%	11%	7%	11%
Your outsourced marketing and brand imaging activities	61	6	4	5	27	15	3	6	19	37	14	47
	10%	7%	5%	15%	11%	11%	6%	11%	9%	10%	6%	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 - J/K
Overlap formulae used. * small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: At least some part of Creation Production and/ or Printing activities done in-house	920	176	90	67	392	137	58	85	233	602	321	599
Weighted	895	122	95*	55*	351	204*	67*	103*	279	514	335	561
Costs	421 47%	52 42%	49 52%	23 42%	172 49%	94 46%	31 46%	53 51%	137 49%	231 45%	146 44%	274 49%
Easier to do it in-house	228 26%	36 30%	21 22%	12 22%	89 25%	46 23%	23 34%	25 24%	68 24%	136 26%	92 27%	136 24%
Faster to do it in-house	97 11%	16 13%	7 8%	7 12%	40 11%	20 10%	7 11%	9 9%	23 8%	65 13%	36 11%	61 11%
Didn't know about available professional sources in my area	17 2%	2 2%	1 1%	0 -	0 -	11 5%	3 5%	1 1%	6 2%	9 2%	2 1%	14 3%
Other: specify	132 15%	16 13%	17 18%	13 23%	50 14%	34 16%	3 4%	15 14%	45 16%	72 14%	58 17%	74 13%

Brand Identity Survey

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

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

Detailed tables

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	920	176	90	67	392	137	58	85	233	602	321	599
Weighted	895	122	95*	55*	351	204*	67*	103*	279	514	335	561
HP	347 39%	51 42%	38 40%	23 42%	141 40%	83 41%	11 16%	39 38%	112 40%	195 38%	139 42%	207 37%
Lexmark	123 14%	15 13%	10 11%	11 19%	58 17%	14 7%	14 21%	14 13%	34 12%	74 14%	49 15%	74 13%
Canon	114 13%	17 14%	9 10%	7 13%	45 13%	22 11%	13 20%	15 14%	37 13%	62 12%	32 10%	82 15%
Brother	86 10%	13 10%	6 6%	4 7%	28 8%	23 11%	13 19%	9 9%	32 12%	45 9%	36 11%	50 9%
Xerox	39 4%	5 4%	9 9%	2 4%	8 2%	13 6%	2 3%	2 2%	10 4%	28 5%	14 4%	25 5%
Konica Minolta	14 2%	2 1%	1 1%	0 -	5 1%	5 3%	1 1%	1 1%	7 3%	6 1%	4 1%	10 2%
Kodak	6 1%	1 1%	0 -	0 -	3 1%	1 0	1 2%	1 1%	3 1%	2 0	1 0	5 1%
OKI	2 0	1 0	0 -	1 1%	0 -	1 0	0 -	0 -	0 -	2 0	2 0	1 0
None of the above	164 18%	18 14%	22 23%	7 13%	63 18%	42 21%	11 17%	22 22%	42 15%	100 19%	57 17%	107 19%

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 - J/K
Overlap formulae used. * small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1225	236	122	95	514	181	77	109	303	813	416	809
Weighted	1225	162	125*	80*	469	299	91*	139*	371	715	451	774
Within the last six months	176 14%	24 15%	19 15%	10 13%	63 13%	42 14%	17 19%	37 26% HI	46 13%	93 13%	80 18%	96 12%
About a year ago	190 16%	22 13%	25 20%	15 19%	77 17%	33 11%	18 19%	20 15%	62 17%	108 15%	74 16%	116 15%
A few years ago	340 28%	44 27%	36 28%	15 19%	137 29%	86 29%	23 25%	33 24%	94 25%	213 30%	112 25%	228 29%
Don't know	52 4%	6 4%	2 2%	2 3%	12 3%	22 7% D	8 8% D	5 3%	15 4%	33 5%	24 5%	28 4%
I never have	466 38%	66 41%	43 34%	37 46%	179 38%	116 39%	26 29%	44 32%	154 41%	268 38%	161 36%	305 39%

Detailed tables

Brand Identity Survey

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 - J/K
Overlap formulae used. * small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1225	236	122	95	514	181	77	109	303	813	416	809
Weighted	1225	162	125*	80*	469	299	91*	139*	371	715	451	774
Within the last six months	374 31%	56 34%	39 31%	20 25%	157 33%	72 24%	30 33%	43 31%	105 28%	226 32%	139 31%	235 30%
About a year ago	285 23%	22 14%	19 16%	18 22%	108 23%	93 31%	25 27%	34 25%	95 26%	156 22%	120 27%	165 21%
A few years ago	171 14%	31 19%	20 16%	12 15%	60 13%	40 13%	8 9%	21 15%	51 14%	98 14%	47 10%	124 16%
Don't know	75 6%	8 5%	13 10%	6 7%	29 6%	14 5%	6 6%	13 9%	20 5%	42 6%	37 8%	38 5%
I never have	320 26%	44 27%	34 28%	24 31%	116 25%	80 27%	22 24%	28 20%	100 27%	193 27%	108 24%	212 27%

Detailed tables

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 - J/K
Overlap formulae used. * small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1225	236	122	95	514	181	77	109	303	813	416	809
Weighted	1225	162	125*	80*	469	299	91*	139*	371	715	451	774
Within the last six months	324 26%	44 27%	38 30% E	17 21%	140 30% E	55 18%	31 34% E	30 22%	109 29%	185 26%	129 29%	195 25%
About a year ago	108 9%	11 7%	6 5%	7 9%	46 10%	34 11%	5 5%	12 9%	28 7%	68 10%	33 7%	75 10%
A few years ago	102 8%	9 5%	14 11%	5 6%	40 9%	24 8%	10 11%	11 8%	31 8%	60 8%	37 8%	65 8%
Don't know	30 2%	5 3%	2 2%	2 2%	7 2%	10 3%	4 5%	7 5%	7 2%	16 2%	11 2%	20 3%
I never have	661 54%	93 58%	65 52%	50 62%	236 50%	176 59%	41 45%	79 56%	196 53%	386 54%	243 54%	418 54%

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 - J/K
Overlap formulae used. * small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1225	236	122	95	514	181	77	109	303	813	416	809
Weighted	1225	162	125*	80*	469	299	91*	139*	371	715	451	774
Yes	523 43%	68 42%	46 37%	26 33%	221 47%	122 41%	41 45%	56 40%	157 42%	310 43%	187 41%	337 44%
No	702 57%	94 58%	79 63%	53 67%	248 53%	177 59%	50 55%	83 60%	214 58%	404 57%	264 59%	437 56%

Detailed tables

Brand Identity Survey

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

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Use the internet for branding and marketing purposes	545	110	46	30	248	77	34	45	129	371	170	375
Weighted	523	68*	46**	26**	221	122*	41**	56**	157*	310	187*	337
Information/research	254 48%	39 58%	22 48%	15 57%	99 45%	53 44%	25 61%	29 51%	84 53%	141 46%	84 45%	169 50%
Online marketing sites	203 39%	29 43%	20 43%	11 42%	89 40%	38 31%	16 40%	20 35%	75 48%	108 35%	69 37%	134 40%
Social Networking, such as Facebook, MySpace and YouTube	160 31%	15 23%	19 41%	10 37%	68 31%	33 27%	15 36%	20 35%	60 38%	81 26%	81 43% K	80 24%
Design templates	127 24%	22 33% E	8 18%	6 23%	60 27% E	15 13%	15 37%	10 18%	36 23%	81 26%	49 26%	78 23%
Blogs	91 17%	10 14%	10 22%	3 13%	42 19%	18 14%	8 20%	11 20%	32 21%	47 15%	29 15%	62 18%
Newspapers	89 17%	8 11%	9 19%	10 37%	38 17%	19 16%	6 14%	7 13%	32 20%	50 16%	26 14%	63 19%
None of the aboveMagazines	20 4%	3 4%	1 3%	2 8%	8 4%	4 3%	1 3%	3 5%	7 4%	10 3%	8 5%	11 3%
None of the above	112 21%	10 15%	13 29%	5 18%	46 21%	30 25%	8 19%	6 11%	24 15%	82 27% H	33 18%	79 23%

Detailed tables