

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

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

	Total	Business Size					Production and/ or printing			
		1 employee	2-10 employees	11-20 employees	21-50 employees	51-100 employees	All in-house	All outsourced	Combination of both	None
		A	B	C	D	E	F	G	H	I
Base: All respondents	1225	593	396	119	53	20	324	293	318	290
Weighted	1225	602	403	93*	46*	21**	329	277	315	304
Yes	1225 100%	602 100%	403 100%	93 100%	46 100%	21 100%	329 100%	277 100%	315 100%	304 100%

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

	Total	Business Size					Production and/ or printing			
		1 employee	2-10 employees	11-20 employees	21-50 employees	51-100 employees	All in-house	All outsourced	Combination of both	None
		A	B	C	D	E	F	G	H	I
Base: All respondents	1225	593	396	119	53	20	324	293	318	290
Weighted	1225	602	403	93*	46*	21**	329	277	315	304
Solopreneur/consultant	212 17%	142 24% BCD	53 13% C	3 4%	2 4%	0 2%	61 18%	48 17%	44 14%	60 20%
Personal services (i.e. supplementary healthcare, esthetics, snow removal)	168 14%	120 20% BC	34 8%	2 3%	7 16% C	1 4%	60 18% I	34 12%	43 14%	32 11%
Professional services (eg. Law, accounting, engineering, HR)	142 12%	68 11%	42 10%	14 15%	4 9%	6 27%	27 8%	44 16% F	37 12%	34 11%
Manufacturing/Construction	117 10%	34 6%	48 12% A	25 27% ABD	3 7%	2 11%	26 8%	30 11%	33 10%	28 9%
Internet-based	83 7%	43 7%	26 6%	2 2%	1 1%	3 14%	28 8%	11 4%	25 8%	20 7%
Retail/restaurant	78 6%	20 3%	24 6%	16 17% AB	11 23% AB	6 29%	16 5% I	23 8% I	34 11% FI	4 1%
Technology	60 5%	30 5%	18 5%	6 7%	3 7%	1 3%	25 8% GI	8 3%	18 6%	9 3%
Importer/Distributor	51 4%	11 2%	33 8% A	4 5%	1 3%	0 -	11 3%	13 5%	15 5%	13 4%
Other	314 26%	135 22%	125 31% A	19 21%	14 30%	3 12%	76 23%	68 25%	66 21%	104 34% FGH

Detailed tables

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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

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

	Total	Business Size					Production and/ or printing			
		1 employee	2-10 employees	11-20 employees	21-50 employees	51-100 employees	All in-house	All outsourced	Combination of both	None
		A	B	C	D	E	F	G	H	I
Base: All respondents	1225	593	396	119	53	20	324	293	318	290
Weighted	1225	602	403	93*	46*	21**	329	277	315	304
Product/company Name	678 55%	347 58%	225 56%	43 47%	26 56%	5 25%	184 56%	150 54%	195 62%	148 49%
Logo	361 29%	170 28%	106 26%	30 32%	15 33%	12 56%	98 30%	87 31%	97 31%	79 26%
Company's product(s)	349 28%	161 27%	116 29%	30 33%	18 38%	6 26%	95 29%	84 30%	80 25%	90 30%
My company's image	259 21%	106 18%	84 21%	27 29% A	15 33% A	13 61%	64 19%	70 25% I	81 26% I	44 14%
Marketing materials (brochures, flyers, etc.)	116 9%	56 9%	24 6%	18 19% AB	8 18% B	1 6%	18 5%	32 12% F	35 11% F	31 10%
Web site	66 5%	32 5%	16 4%	8 9%	2 4%	1 6%	10 3%	22 8% F	21 7%	14 5%
Mission statement	39 3%	18 3%	8 2%	4 4%	5 10% AB	1 3%	9 3%	15 5%	10 3%	5 2%
None of the above	41 3%	16 3%	17 4%	3 4%	2 4%	0 2%	11 3%	7 3%	7 2%	16 5%

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

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

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

	Total	Business Size					Production and/ or printing			
		1 employee	2-10 employees	11-20 employees	21-50 employees	51-100 employees	All in-house	All outsourced	Combination of both	None
		A	B	C	D	E	F	G	H	I
Base: All respondents	1225	593	396	119	53	20	324	293	318	290
Weighted	1225	602	403	93*	46*	21**	329	277	315	304
Very high priority	342 28%	144 24%	112 28%	35 37% A	16 35%	15 69%	90 28% I	96 35% I	113 36% I	42 14%
Somewhat high priority	375 31%	192 32%	113 28%	32 35%	11 24%	4 19%	102 31% I	100 36% I	114 36% I	59 20%
Not much of a priority	286 23%	139 23%	110 27%	16 18%	12 25%	3 12%	77 23%	60 21%	63 20%	87 29% H
Not a priority at all	222 18%	128 21% C	69 17%	10 10%	7 16%	0 -	60 18% GH	22 8%	25 8%	115 38% FGH
Summary										
Top2Box - Very/ Somewhat high priority	717 59%	336 56%	225 56%	67 72% AB	27 59%	19 88%	192 58% I	196 71% FI	227 72% FI	102 33%
Low2Box - Not much/ Not a priority at all	508 41%	266 44% C	179 44% C	26 28%	19 41%	3 12%	137 42% GH	81 29%	88 28%	202 67% FGH

Detailed tables

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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

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

	Total	Business Size					Production and/ or printing			
		1 employee	2-10 employees	11-20 employees	21-50 employees	51-100 employees	All in-house	All outsourced	Combination of both	None
		A	B	C	D	E	F	G	H	I
Base: All respondents	1225	593	396	119	53	20	324	293	318	290
Weighted	1225	602	403	93*	46*	21**	329	277	315	304
Very satisfied	551 45%	282 47% CD	187 46% C	30 32%	13 29%	17 82%	136 41%	118 43%	131 41%	167 55% FGH
Somewhat satisfied	573 47%	266 44%	185 46%	55 59% AB	29 62%	3 15%	158 48% I	138 50% I	163 52% I	114 38%
Not very satisfied	85 7%	43 7%	29 7%	7 7%	4 9%	1 3%	33 10% I	21 8%	16 5%	14 5%
Not at all satisfied	16 1%	11 2%	2 1%	2 2%	0 1%	0 -	2 1%	0 0	5 2%	9 3% G
Summary										
Top2Box - Satisfied	1124 92%	549 91%	372 92%	85 91%	42 91%	20 97%	294 89%	256 92%	293 93%	281 93%
Low2Box - Not Satisfied	101 8%	54 9%	31 8%	9 9%	4 9%	1 3%	35 11%	21 8%	21 7%	23 7%

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

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

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

	Total	Business Size					Production and/ or printing			
		1 employee	2-10 employees	11-20 employees	21-50 employees	51-100 employees	All in-house	All outsourced	Combination of both	None
		A	B	C	D	E	F	G	H	I
Base: All respondents	1225	593	396	119	53	20	324	293	318	290
Weighted	1225	602	403	93*	46*	21**	329	277	315	304
Finding a good space or location										
1st	80 7%	39 7%	29 7%	5 5%	4 9%	1 6%	11 3%	22 8%	24 8%	23 8%
2nd	119 10%	58 10%	44 11%	6 7%	2 5%	6 30%	28 9%	25 9%	41 13%	26 8%
3rd	118 10%	56 9%	37 9%	13 13%	5 11%	0 -	29 9%	32 11%	31 10%	26 9%
4th	115 9%	63 10%	35 9%	9 10%	5 11%	0 2%	31 10%	21 8%	21 7%	41 14% H
5th	169 14%	83 14%	46 11%	12 12%	13 27% AB	5 24%	44 13%	29 10%	49 15%	48 16%
6th	207 17%	107 18%	77 19%	9 10%	6 13%	3 12%	66 20%	45 16%	42 13%	55 18%
7th	194 16%	93 16%	65 16%	13 14%	3 6%	2 7%	54 17%	48 17%	60 19% I	31 10%
8th	160 13%	69 11%	54 13%	19 20% A	7 15%	3 15%	43 13%	43 16%	33 11%	41 13%
9th	61 5%	32 5%	16 4%	9 9%	1 3%	1 4%	22 7%	13 5%	13 4%	13 4%
Summary										
Mean	5.2	5.2	5.2	5.6	5.0	4.7	5.5 HI	5.3	5.0	5.1
Standard Deviation	2.3	2.2	2.3	2.4	2.2	2.5	2.1	2.4	2.3	2.2
Standard Error	0.1	0.1	0.1	0.2	0.3	0.6	0.1	0.1	0.1	0.1
Median	6.0	6.0	6.0	6.0	5.0	5.0	6.0	6.0	5.0	5.0

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

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

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

	Total	Business Size					Production and/ or printing			
		1 employee	2-10 employees	11-20 employees	21-50 employees	51-100 employees	All in-house	All outsourced	Combination of both	None
		A	B	C	D	E	F	G	H	I
Base: All respondents Weighted	1225	593	396	119	53	20	324	293	318	290
	1225	602	403	93*	46*	21**	329	277	315	304
Ensuring I had the right technology in place										
1st	80 7%	63 10% B	10 3%	4 4%	1 1%	0 2%	16 5%	14 5%	18 6%	32 10% F
2nd	127 10%	65 11%	43 11%	7 7%	3 5%	1 4%	36 11%	22 8%	29 9%	40 13%
3rd	192 16%	113 19% D	57 14%	13 14%	1 3%	2 10%	71 22% HI	39 14%	41 13%	41 13%
4th	191 16%	88 15%	65 16%	12 13%	6 13%	1 7%	52 16%	47 17%	49 16%	43 14%
5th	213 17%	101 17%	79 20%	15 16%	10 22%	1 4%	54 16%	45 16%	59 19%	55 18%
6th	168 14%	61 10%	64 16% A	20 21% A	6 14%	10 46%	28 8%	51 18% F	47 15% F	43 14%
7th	131 11%	54 9%	47 12%	15 16%	4 9%	6 28%	37 11%	29 10%	35 11%	30 10%
8th	97 8%	42 7%	31 8%	8 8%	13 29% ABC	0 -	22 7%	26 9%	32 10%	17 6%
9th	25 2%	16 3%	7 2%	0 -	2 4%	0 -	13 4%	5 2%	3 1%	4 1%
Summary										
Mean	4.6	4.3	4.8 A	5.0 A	6.0 ABC	5.5	4.6	4.8 I	4.8 I	4.3
Standard Deviation	2.1	2.1	1.9	1.9	2.0	1.6	2.1	2.0	2.0	2.1
Standard Error	0.1	0.1	0.1	0.2	0.3	0.4	0.1	0.1	0.1	0.1
Median	5.0	4.0	5.0	5.0	6.0	6.0	4.0	5.0	5.0	4.0

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

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

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

	Total	Business Size					Production and/ or printing			
		1 employee	2-10 employees	11-20 employees	21-50 employees	51-100 employees	All in-house	All outsourced	Combination of both	None
		A	B	C	D	E	F	G	H	I
Base: All respondents	1225	593	396	119	53	20	324	293	318	290
Weighted	1225	602	403	93*	46*	21**	329	277	315	304
Marketing and branding										
1st	61 5%	35 6%	11 3%	6 6%	0 1%	1 4%	10 3%	15 6%	29 9% FI	7 2%
2nd	163 13%	79 13%	62 15%	7 7%	5 11%	0 2%	44 13%	32 11%	49 16%	38 13%
3rd	175 14%	76 13%	70 17%	15 16%	3 7%	5 25%	44 13%	44 16%	48 15%	40 13%
4th	221 18%	114 19%	71 18%	9 10%	11 24%	4 19%	77 23% I	47 17%	62 20% I	35 12%
5th	201 16%	107 18%	51 13%	23 25% B	4 9%	7 33%	51 16%	53 19%	51 16%	46 15%
6th	160 13%	84 14%	45 11%	12 13%	8 18%	1 4%	45 14%	37 13%	33 10%	45 15%
7th	129 11%	61 10%	48 12%	12 13%	4 9%	0 -	27 8%	34 12%	20 6%	48 16% FH
8th	91 7%	37 6%	34 8%	8 8%	9 19% A	3 13%	27 8%	11 4%	19 6%	34 11% G
9th	23 2%	8 1%	12 3%	2 2%	1 2%	0 -	4 1%	4 2%	4 1%	11 4%
Summary										
Mean	4.6	4.5	4.6	4.8	5.2 A	4.5	4.6 H	4.5	4.1	5.1 FGH
Standard Deviation	2.0	2.0	2.1	2.0	2.1	1.8	1.9	1.9	2.0	2.1
Standard Error	0.1	0.1	0.1	0.2	0.3	0.4	0.1	0.1	0.1	0.1
Median	4.0	4.0	4.0	5.0	5.0	5.0	4.0	5.0	4.0	5.0

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

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

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

	Total	Business Size					Production and/ or printing			
		1 employee	2-10 employees	11-20 employees	21-50 employees	51-100 employees	All in-house	All outsourced	Combination of both	None
		A	B	C	D	E	F	G	H	I
Base: All respondents	1225	593	396	119	53	20	324	293	318	290
Weighted	1225	602	403	93*	46*	21**	329	277	315	304
Hiring and training staff										
1st	41 3%	10 2%	15 4%	7 7% A	7 16% AB	1 6%	9 3%	13 5%	16 5% I	3 1%
2nd	90 7%	20 3%	31 8% A	13 14% A	9 20% AB	2 11%	23 7%	25 9%	23 7%	19 6%
3rd	106 9%	29 5%	46 12% A	12 12% A	10 22% A	8 36%	20 6%	36 13% FI	32 10%	18 6%
4th	158 13%	59 10%	54 13% A	21 23% AB	10 22% A	3 14%	33 10%	52 19% F	37 12%	36 12%
5th	105 9%	47 8%	46 11% D	6 7%	0 -	1 3%	35 11%	23 8%	19 6%	28 9%
6th	173 14%	89 15%	58 14%	13 14%	4 8%	0 2%	47 14%	25 9%	41 13%	59 20% G
7th	191 16%	119 20% BC	53 13%	10 10%	5 11%	3 12%	48 14%	37 13%	48 15%	58 19%
8th	255 21%	156 26% BCD	67 17% D	10 11%	0 1%	3 16%	84 26%	51 18%	63 20%	57 19%
9th	107 9%	71 12% CD	31 8%	1 2%	0 -	0 -	30 9%	16 6%	35 11%	26 8%
Summary										
Mean	5.8	6.4 BCD	5.5 CD	4.6 D	3.4	4.3	6.0 G	5.2	5.7 G	6.0 G
Standard Deviation	2.3	2.0	2.3	2.2	1.9	2.3	2.2	2.3	2.4	2.0
Standard Error	0.1	0.1	0.1	0.2	0.3	0.5	0.1	0.1	0.1	0.1
Median	6.0	7.0	6.0	4.0	3.0	3.0	6.0	5.0	6.0	6.0

Brand Identity Survey

Detailed tables

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

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

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

	Total	Business Size					Production and/ or printing			
		1 employee	2-10 employees	11-20 employees	21-50 employees	51-100 employees	All in-house	All outsourced	Combination of both	None
		A	B	C	D	E	F	G	H	I
Base: All respondents	1225	593	396	119	53	20	324	293	318	290
Weighted	1225	602	403	93*	46*	21**	329	277	315	304
Developing customer/client base										
1st	512 42%	269 45% C	173 43%	29 31%	13 27%	6 27%	167 51% GHI	113 41%	118 38%	113 37%
2nd	277 23%	147 24%	72 18%	26 28%	15 33% B	6 28%	63 19%	67 24%	66 21%	81 27%
3rd	161 13%	80 13%	47 12%	16 17%	5 12%	2 9%	37 11%	34 12%	50 16%	40 13%
4th	93 8%	37 6%	35 9%	10 11%	2 3%	7 33%	24 7%	23 8%	21 7%	25 8%
5th	64 5%	19 3%	28 7% A	2 3%	7 15% AC	1 4%	12 4%	20 7%	19 6%	13 4%
6th	51 4%	22 4%	22 5%	6 6%	1 2%	0 -	15 5%	8 3%	16 5%	12 4%
7th	27 2%	10 2%	11 3%	3 3%	3 6%	0 -	7 2%	4 1%	8 3%	7 2%
8th	21 2%	11 2%	9 2%	1 1%	1 2%	0 -	2 1%	4 1%	11 3% F	5 2%
9th	19 2%	6 1%	7 2%	0 -	0 -	0 -	3 1%	5 2%	5 2%	6 2%
Summary										
Mean	2.5	2.3	2.7 A	2.6	2.9	2.6	2.2	2.5	2.7 F	2.6
Standard Deviation	1.9	1.8	2.1	1.7	1.9	1.3	1.7	1.9	2.1	1.9
Standard Error	0.1	0.1	0.1	0.2	0.3	0.3	0.1	0.1	0.1	0.1
Median	2.0	2.0	2.0	2.0	2.0	2.0	1.0	2.0	2.0	2.0

Brand Identity Survey

Detailed tables

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

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

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

	Total	Business Size					Production and/ or printing			
		1 employee	2-10 employees	11-20 employees	21-50 employees	51-100 employees	All in-house	All outsourced	Combination of both	None
		A	B	C	D	E	F	G	H	I
Base: All respondents	1225	593	396	119	53	20	324	293	318	290
Weighted	1225	602	403	93*	46*	21**	329	277	315	304
Finances										
1st	293 24%	104 17%	110 27% A	34 37% A	17 37% A	11 52%	71 22%	73 26%	74 24%	75 25%
2nd	270 22%	155 26%	88 22%	15 16%	5 11%	2 10%	86 26%	66 24%	58 18%	61 20%
3rd	213 17%	123 20%	61 15%	12 13%	12 26%	1 4%	54 16%	35 13%	57 18%	66 22% G
4th	163 13%	76 13%	55 14%	13 14%	6 12%	2 10%	41 13%	37 13%	50 16%	34 11%
5th	114 9%	62 10%	35 9%	7 8%	4 10%	2 10%	30 9%	24 9%	30 10%	30 10%
6th	73 6%	35 6%	27 7%	2 3%	0 1%	3 12%	18 5%	17 6%	24 8%	14 5%
7th	55 4%	24 4%	17 4%	5 6%	2 4%	1 3%	14 4%	18 6%	14 5%	9 3%
8th	31 3%	16 3%	9 2%	3 3%	0 -	0 -	13 4%	6 2%	5 2%	8 3%
9th	13 1%	7 1%	2 0	1 1%	0 -	0 -	3 1%	1 0	2 1%	7 2%
Summary										
Mean	3.2	3.3	3.1	2.9	2.7	2.6	3.2	3.1	3.2	3.1
Standard Deviation	2.0	1.9	1.9	2.1	1.7	2.1	2.0	2.0	1.9	2.0
Standard Error	0.1	0.1	0.1	0.2	0.2	0.5	0.1	0.1	0.1	0.1
Median	3.0	3.0	3.0	2.0	3.0	1.0	3.0	2.0	3.0	3.0

Brand Identity Survey

Detailed tables

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

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

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

	Total	Business Size					Production and/ or printing			
		1 employee	2-10 employees	11-20 employees	21-50 employees	51-100 employees	All in-house	All outsourced	Combination of both	None
		A	B	C	D	E	F	G	H	I
Base: All respondents	1225	593	396	119	53	20	324	293	318	290
Weighted	1225	602	403	93*	46*	21**	329	277	315	304
Product development/manufacturing										
1st	71 6%	39 6%	24 6%	4 4%	3 7%	0 -	26 8% I	16 6%	22 7% I	7 2%
2nd	93 8%	36 6%	35 9%	14 15% A	2 5%	1 2%	26 8%	18 7%	25 8%	25 8%
3rd	149 12%	72 12%	43 11%	9 9%	3 6%	1 6%	43 13%	33 12%	32 10%	41 14%
4th	142 12%	84 14%	41 10%	8 9%	6 12%	3 12%	36 11%	30 11%	37 12%	39 13%
5th	198 16%	94 16%	71 18%	14 15%	5 10%	4 17%	54 16%	48 17%	48 15%	48 16%
6th	169 14%	81 13%	54 13%	16 17%	7 15%	3 14%	47 14%	42 15%	53 17% I	27 9%
7th	212 17%	97 16%	72 18%	13 14%	17 36% ABC	8 36%	57 17%	52 19%	44 14%	59 20%
8th	125 10%	61 10%	48 12%	8 9%	2 5%	3 13%	31 10%	25 9%	38 12%	31 10%
9th	64 5%	39 6%	16 4%	8 9%	2 4%	0 -	9 3%	13 5%	17 5%	26 9% F
Summary										
Mean	5.2	5.2	5.2	5.2	5.5	5.9	5.0	5.2	5.2	5.4
Standard Deviation	2.2	2.2	2.2	2.3	2.1	1.6	2.2	2.1	2.2	2.2
Standard Error	0.1	0.1	0.1	0.2	0.3	0.4	0.1	0.1	0.1	0.1
Median	5.0	5.0	5.0	5.0	6.0	6.0	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

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

	Total	Business Size					Production and/ or printing			
		1 employee	2-10 employees	11-20 employees	21-50 employees	51-100 employees	All in-house	All outsourced	Combination of both	None
		A	B	C	D	E	F	G	H	I
Base: All respondents	1225	593	396	119	53	20	324	293	318	290
Weighted	1225	602	403	93*	46*	21**	329	277	315	304
Patents/Trademarks										
1st	21 2%	9 1%	7 2%	3 3%	1 3%	0 -	5 2%	8 3%	3 1%	4 1%
2nd	44 4%	16 3%	17 4%	2 3%	2 5%	3 12%	9 3%	12 4%	19 6%	5 2%
3rd	53 4%	24 4%	24 6%	1 1%	1 2%	2 11%	14 4%	14 5%	15 5%	10 3%
4th	73 6%	40 7%	23 6%	7 7%	0 1%	1 4%	22 7%	10 4%	21 7%	19 6%
5th	81 7%	50 8%	22 5%	8 8%	1 2%	0 -	23 7%	17 6%	16 5%	25 8%
6th	166 14%	91 15% B	39 10%	10 11%	13 27% BC	1 5%	42 13%	37 13%	48 15%	40 13%
7th	236 19%	111 18%	80 20%	20 21%	7 15%	3 14%	73 22%	49 18%	63 20%	50 16%
8th	364 30%	164 27%	132 33%	34 36%	11 23%	9 41%	90 27%	86 31%	96 30%	92 30%
9th	187 15%	97 16%	59 15%	9 10%	11 24%	3 15%	50 15%	44 16%	35 11%	58 19% H
Summary										
Mean	6.7	6.7	6.7	6.7	6.9	6.5	6.7	6.7	6.5	6.9
Standard Deviation	2.0	1.9	2.1	1.9	2.0	2.5	1.9	2.1	2.0	1.9
Standard Error	0.1	0.1	0.1	0.2	0.3	0.6	0.1	0.1	0.1	0.1
Median	7.0	7.0	7.0	7.0	7.0	8.0	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/Means: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I

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

	Total	Business Size					Production and/ or printing			
		1 employee	2-10 employees	11-20 employees	21-50 employees	51-100 employees	All in-house	All outsourced	Combination of both	None
		A	B	C	D	E	F	G	H	I
Base: Respondents who gave this response	22	10	11	0	0	0	11	5	1	5
Weighted	19*	10**	8**	-.**	-.**	-.**	10**	3**	1**	5**
Logistics/ vehicles/ transportation/ distribution										
1st	0 2%	0 4%	0 -	0 -	0 -	0 -	0 4%	0 -	0 -	0 -
2nd	1 7%	1 13%	0 -	0 -	0 -	0 -	0 -	0 -	0 -	1 26%
3rd	1 4%	0 -	0 5%	0 -	0 -	0 -	0 4%	0 18%	0 -	0 -
4th	0 2%	0 -	0 5%	0 -	0 -	0 -	0 -	0 -	0 -	0 7%
5th	5 29%	4 37%	2 19%	0 -	0 -	0 -	4 38%	0 -	0 -	2 31%
6th	3 16%	1 12%	2 22%	0 -	0 -	0 -	1 12%	0 -	0 -	2 35%
8th	2 12%	2 17%	0 5%	0 -	0 -	0 -	2 17%	0 17%	0 -	0 -
9th	5 29%	2 18%	3 44%	0 -	0 -	0 -	3 26%	2 65%	1 100%	0 -
Summary										
Mean	6.3	5.8	7.0	0	0	0	6.4	7.8	9.0	4.5
Standard Deviation	2.4	2.5	2.1	0	0	0	2.2	2.9	0	1.8
Standard Error	0.5	0.8	0.6	0	0	0	0.7	1.3	0	0.8
Median	6.0	5.0	6.0	0	0	0	6.0	9.0	9.0	5.0

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

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

	Total	Business Size					Production and/ or printing			
		1 employee	2-10 employees	11-20 employees	21-50 employees	51-100 employees	All in-house	All outsourced	Combination of both	None
		A	B	C	D	E	F	G	H	I
Base: Respondents who gave this response	25	7	14	2	1	0	5	4	7	9
Weighted	25*	7**	16**	1**	1**	-**	6**	3**	6**	9**
Licensing/ government regulations/ legalities										
1st	2 9%	1 20%	1 5%	0 -	0 -	0 -	0 -	0 -	1 12%	1 14%
2nd	2 6%	1 15%	0 -	0 -	0 -	0 -	0 -	0 -	0 -	2 17%
3rd	2 8%	2 23%	0 3%	0 -	0 -	0 -	0 -	0 -	0 -	2 21%
4th	6 23%	0 7%	5 31%	0 53%	0 -	0 -	0 -	0 15%	3 49%	2 24%
5th	1 3%	0 -	1 5%	0 -	0 -	0 -	0 -	0 -	1 12%	0 -
6th	1 4%	1 9%	0 -	0 47%	0 -	0 -	0 -	0 -	1 16%	0 -
7th	1 5%	0 6%	0 -	0 -	1 100%	0 -	0 7%	1 23%	0 -	0 -
8th	4 14%	0 -	4 23%	0 -	0 -	0 -	1 21%	0 -	0 -	2 25%
9th	7 27%	1 20%	5 34%	0 -	0 -	0 -	4 72%	2 62%	1 10%	0 -
Summary										
Mean	5.7	4.2	6.5	4.9	7.0	0	8.7	7.8	4.6	4.0
Standard Deviation	2.9	3.2	2.6	0	0	0	0.7	2.2	2.2	2.6
Standard Error	0.6	1.2	0.7	0	0	0	0.3	1.1	0.8	0.9
Median	6.0	3.0	8.0	4.0	7.0	0	9.0	9.0	4.0	3.0

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

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

	Total	Business Size					Production and/ or printing			
		1 employee	2-10 employees	11-20 employees	21-50 employees	51-100 employees	All in-house	All outsourced	Combination of both	None
Base: Respondents who gave this response Weighted		A	B	C	D	E	F	G	H	I
	41	28	5	5	0	1	10	9	12	10
	43*	29**	6**	6**	-**	1**	12**	8**	12**	12**
Networking/ partnerships										
1st	0 1%	0 -	0 7%	0 -	0 -	0 -	0 -	0 -	0 -	0 4%
2nd	2 5%	2 7%	0 -	0 -	0 -	0 -	0 -	2 25%	0 -	0 -
3rd	1 3%	1 4%	0 -	0 -	0 -	0 -	0 -	0 -	1 5%	1 5%
4th	10 23%	9 30%	1 23%	0 -	0 -	0 -	2 16%	2 23%	0 -	6 54%
5th	7 16%	3 9%	1 11%	4 56%	0 -	0 -	4 35%	2 22%	0 4%	1 5%
6th	5 13%	5 16%	0 -	1 12%	0 -	0 -	3 28%	0 -	1 12%	1 6%
7th	4 8%	3 11%	0 -	0 8%	0 -	0 -	1 8%	0 -	1 13%	1 10%
8th	4 10%	2 8%	0 -	2 24%	0 -	1 100%	0 -	1 11%	2 20%	1 10%
9th	9 21%	4 14%	3 58%	0 -	0 -	0 -	1 12%	1 18%	5 46%	1 6%
Summary										
Mean	6.0	5.6	6.8	6.0	0	8.0	5.8	5.1	7.7	5.0
Standard Deviation	2.2	2.1	3.0	1.4	0	0	1.5	2.7	1.7	2.0
Standard Error	0.3	0.4	1.3	0.6	0	0	0.5	0.9	0.5	0.6
Median	6.0	5.0	9.0	5.0	0	8.0	5.0	5.0	8.0	4.0

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

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

	Total	Business Size					Production and/ or printing			
		1 employee	2-10 employees	11-20 employees	21-50 employees	51-100 employees	All in-house	All outsourced	Combination of both	None
		A	B	C	D	E	F	G	H	I
Base: Respondents who gave this response	50	24	17	3	2	2	16	15	9	10
Weighted	54*	29**	16**	3**	3**	1**	21**	13**	8**	11**
Service/ customer service/ customer satisfaction										
1st	16 29%	8 29%	3 21%	2 56%	0 -	1 59%	9 41%	2 17%	0 6%	4 39%
2nd	5 9%	2 8%	2 15%	0 -	0 -	0 -	2 8%	1 6%	1 13%	1 9%
3rd	6 10%	2 6%	1 8%	0 -	3 100%	0 -	4 18%	2 14%	0 -	0 -
4th	7 13%	4 12%	3 22%	0 -	0 -	0 -	0 -	3 20%	3 44%	1 8%
5th	2 4%	0 2%	1 7%	0 -	0 -	1 41%	1 3%	1 4%	1 12%	0 -
6th	2 4%	1 3%	1 4%	1 22%	0 -	0 -	1 3%	1 11%	0 -	0 -
7th	4 7%	4 12%	0 -	0 -	0 -	0 -	1 5%	0 -	0 -	3 24%
8th	1 2%	0 -	1 6%	0 -	0 -	0 -	1 5%	0 -	0 -	0 -
9th	12 22%	8 29%	3 17%	1 22%	0 -	0 -	4 18%	4 29%	2 25%	2 19%
Summary										
Mean	4.3	4.8	4.2	3.8	3.0	2.6	3.7	4.9	4.9	4.3
Standard Deviation	3.1	3.3	2.9	4.2	0.0	0	3.2	3.1	2.7	3.4
Standard Error	0.4	0.7	0.7	2.4	0.0	0	0.8	0.8	0.9	1.1
Median	4.0	4.0	4.0	1.0	3.0	1.0	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

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

	Total	Business Size					Production and/ or printing			
		1 employee	2-10 employees	11-20 employees	21-50 employees	51-100 employees	All in-house	All outsourced	Combination of both	None
Base: Respondents who gave this response Weighted		A	B	C	D	E	F	G	H	I
	44	27	15	1	0	0	10	11	10	13
	49*	26**	23**	0**	_*	_*	11**	11**	11**	16**
Time management/ time (unspecified)										
1st	4 8%	0 -	4 18%	0 -	0 -	0 -	0 -	1 5%	4 32%	0 -
3rd	3 6%	1 3%	1 6%	0 -	0 -	0 -	1 8%	0 -	0 4%	1 9%
4th	2 3%	2 6%	0 -	0 -	0 -	0 -	0 -	0 -	0 3%	1 8%
5th	7 14%	3 13%	4 16%	0 -	0 -	0 -	0 -	2 16%	2 18%	3 19%
6th	1 2%	1 2%	1 3%	0 -	0 -	0 -	0 -	1 6%	1 5%	0 -
7th	0 1%	0 2%	0 -	0 -	0 -	0 -	0 -	0 4%	0 -	0 -
8th	12 23%	7 28%	4 18%	0 -	0 -	0 -	2 15%	0 -	2 18%	8 49%
9th	21 42%	12 46%	9 38%	0 100%	0 -	0 -	8 77%	8 68%	2 21%	2 15%
Summary										
Mean	7.0	7.6	6.2	9.0	0	0	8.4	7.7	5.0	6.8
Standard Deviation	2.6	1.9	3.1	0	0	0	1.7	2.3	3.4	2.1
Standard Error	0.4	0.4	0.8	0	0	0	0.5	0.7	1.1	0.6
Median	8.0	8.0	8.0	9.0	0	0	9.0	9.0	5.0	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/Means: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I

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

	Total	Business Size					Production and/ or printing			
		1 employee	2-10 employees	11-20 employees	21-50 employees	51-100 employees	All in-house	All outsourced	Combination of both	None
Base: Respondents who gave this response Weighted		A	B	C	D	E	F	G	H	I
	25	14	8	2	1	0	6	5	3	11
	35*	23**	9**	2**	1**	-.**	6**	4**	5**	20**
Quality of products/ work										
1st	19 54%	13 58%	4 42%	2 76%	0 -	0 -	2 30%	0 -	0 -	17 85%
2nd	2 6%	1 3%	1 15%	0 -	0 -	0 -	2 35%	0 -	0 -	0 -
3rd	1 2%	1 3%	0 -	0 -	0 -	0 -	0 -	0 -	0 -	1 3%
4th	2 5%	0 -	2 19%	0 -	0 -	0 -	0 -	0 -	0 -	2 9%
5th	1 2%	1 3%	0 -	0 -	0 -	0 -	0 -	0 -	1 16%	0 -
6th	2 6%	2 7%	0 -	0 -	1 100%	0 -	1 9%	1 21%	1 14%	0 -
7th	1 3%	0 -	0 5%	1 24%	0 -	0 -	0 7%	1 12%	0 -	0 -
8th	7 20%	6 27%	1 8%	0 -	0 -	0 -	0 -	3 67%	3 69%	1 3%
9th	1 3%	0 -	1 12%	0 -	0 -	0 -	1 19%	0 -	0 -	0 -
Summary										
Mean	3.4	3.4	3.5	2.4	6.0	0	3.8	7.5	7.2	1.6
Standard Deviation	3.1	3.2	3.1	3.5	0	0	3.4	0.9	1.4	1.5
Standard Error	0.6	0.8	1.1	2.5	0	0	1.4	0.4	0.8	0.5
Median	1.0	1.0	2.0	1.0	6.0	0	2.0	8.0	8.0	1.0

Brand Identity Survey

Detailed tables

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

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

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

	Total	Business Size					Production and/ or printing			
		1 employee	2-10 employees	11-20 employees	21-50 employees	51-100 employees	All in-house	All outsourced	Combination of both	None
		A	B	C	D	E	F	G	H	I
Base: Respondents who gave this response Weighted	21	8	9	2	0	1	4	7	7	3
	19*	9**	7**	1**	-**	1**	2**	8**	6**	2**
Learning the business/personal training										
1st	1 6%	0 -	1 8%	0 -	0 -	0 -	1 23%	0 -	1 10%	0 -
2nd	2 11%	2 24%	0 -	0 -	0 -	0 -	0 -	2 19%	0 -	1 27%
3rd	3 16%	1 14%	2 25%	0 -	0 -	0 -	0 -	3 35%	0 -	0 -
4th	2 12%	1 10%	1 8%	1 75%	0 -	0 -	1 59%	0 -	1 15%	0 -
5th	0 2%	0 -	0 -	0 25%	0 -	0 -	0 -	0 -	0 5%	0 -
6th	1 7%	0 -	0 -	0 -	0 -	1 100%	0 -	0 -	1 22%	0 -
7th	1 5%	0 -	1 14%	0 -	0 -	0 -	0 -	0 -	0 -	1 45%
8th	4 22%	4 40%	1 9%	0 -	0 -	0 -	0 -	3 32%	2 25%	0 -
9th	3 18%	1 12%	2 36%	0 -	0 -	0 -	0 18%	1 14%	1 22%	1 27%
Summary										
Mean	5.6	5.6	6.1	4.2	0	6.0	4.2	5.2	6.3	6.2
Standard Deviation	2.8	3.0	3.1	0	0	0	3.4	3.0	2.7	3.7
Standard Error	0.6	1.1	1.0	0	0	0	1.7	1.2	1.0	2.1
Median	6.0	8.0	7.0	4.0	0	6.0	4.0	3.0	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/Means: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I

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

	Total	Business Size					Production and/ or printing			
		1 employee	2-10 employees	11-20 employees	21-50 employees	51-100 employees	All in-house	All outsourced	Combination of both	None
		A	B	C	D	E	F	G	H	I
Base: Respondents who gave this response Weighted	12	5	5	1	0	0	2	3	6	1
	13*	6**	6**	1**	0**	0**	1**	5**	6**	1**
Website development/ software										
2nd	1 5%	1 11%	0 -	0 -	0 -	0 -	0 -	0 -	0 -	1 100%
3rd	1 8%	1 19%	0 -	0 -	0 -	0 -	0 -	0 -	1 17%	0 -
5th	3 23%	2 44%	0 -	1 100%	0 -	0 -	0 -	0 -	3 49%	0 -
6th	1 7%	0 -	1 14%	0 -	0 -	0 -	0 -	1 18%	0 -	0 -
7th	1 7%	1 17%	0 -	0 -	0 -	0 -	0 -	0 -	1 16%	0 -
9th	7 50%	1 9%	6 86%	0 -	0 -	0 -	1 100%	4 82%	1 19%	0 -
Summary										
Mean	6.9	5.0	8.6	5.0	0	0	9.0	8.5	5.7	2.0
Standard Deviation	2.4	2.2	1.1	0	0	0	0	1.3	2.1	0
Standard Error	0.7	1.0	0.5	0	0	0	0	0.7	0.9	0
Median	9.0	5.0	9.0	5.0	0	0	9.0	9.0	5.0	2.0

Brand Identity Survey

Detailed tables

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

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

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

	Total	Business Size					Production and/ or printing			
		1 employee	2-10 employees	11-20 employees	21-50 employees	51-100 employees	All in-house	All outsourced	Combination of both	None
Base: Respondents who gave this response Weighted		A	B	C	D	E	F	G	H	I
	8	2	5	0	1	0	0	1	7	0
	10*	2**	7**	-.**	2**	-.**	-.**	3**	7**	-.**
Competition										
3rd	1 6%	1 38%	0 -	0 -	0 -	0 -	0 -	0 -	1 8%	0 -
4th	3 27%	0 -	3 39%	0 -	0 -	0 -	0 -	3 100%	0 -	0 -
7th	2 18%	0 -	2 26%	0 -	0 -	0 -	0 -	0 -	2 25%	0 -
8th	3 25%	1 62%	0 -	0 -	2 100%	0 -	0 -	0 -	3 34%	0 -
9th	2 24%	0 -	2 35%	0 -	0 -	0 -	0 -	0 -	2 33%	0 -
Summary										
Mean	6.7	6.1	6.5	0	8.0	0	0	4.0	7.7	0
Standard Deviation	2.2	0	2.3	0	0	0	0	0.0	1.7	0
Standard Error	0.8	0	1.0	0	0	0	0	0.0	0.6	0
Median	7.0	8.0	7.0	0	8.0	0	0	4.0	8.0	0

Brand Identity Survey

Detailed tables

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

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

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

	Total	Business Size					Production and/ or printing			
		1 employee	2-10 employees	11-20 employees	21-50 employees	51-100 employees	All in-house	All outsourced	Combination of both	None
Base: Respondents who gave this response Weighted		A	B	C	D	E	F	G	H	I
	12	3	6	2	0	1	3	3	2	4
	11*	5**	4**	1**	-**	0**	4**	1**	3**	3**
Reputation										
1st	1 7%	0 -	1 18%	0 -	0 -	0 -	0 -	0 -	0 -	1 28%
2nd	4 32%	2 42%	1 15%	1 65%	0 -	0 -	2 63%	1 47%	0 -	1 24%
3rd	1 12%	1 14%	1 13%	0 -	0 -	0 -	1 21%	0 -	0 -	1 20%
5th	2 21%	2 44%	0 -	0 -	0 -	0 -	0 -	0 -	2 71%	0 -
7th	1 9%	0 -	1 23%	0 -	0 -	0 -	0 -	0 -	1 29%	0 -
8th	1 7%	0 -	1 17%	0 -	0 -	0 -	0 -	0 -	0 -	1 27%
9th	1 12%	0 -	1 13%	0 35%	0 -	0 100%	1 16%	1 53%	0 -	0 -
Summary										
Mean	4.4	3.5	5.1	4.4	0	9.0	3.3	5.7	5.6	3.6
Standard Deviation	2.8	1.6	3.5	0	0	0	2.9	0	1.1	3.6
Standard Error	0.8	0.9	1.4	0	0	0	1.7	0	0.8	1.8
Median	3.0	3.0	7.0	2.0	0	9.0	2.0	9.0	5.0	2.0

Brand Identity Survey

Detailed tables

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

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

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

	Total	Business Size					Production and/ or printing			
		1 employee	2-10 employees	11-20 employees	21-50 employees	51-100 employees	All in-house	All outsourced	Combination of both	None
Base: Respondents who gave this response Weighted		A	B	C	D	E	F	G	H	I
	9	5	3	1	0	0	4	2	3	0
	6*	3**	2**	1**	._**	._**	3**	1**	2**	._**
Communication										
2nd	1 21%	0 -	0 -	1 100%	0 -	0 -	1 39%	0 -	0 -	0 -
5th	2 26%	1 31%	1 35%	0 -	0 -	0 -	1 18%	0 -	1 52%	0 -
7th	0 6%	0 -	0 26%	0 -	0 -	0 -	0 -	0 41%	0 -	0 -
9th	3 47%	2 69%	1 39%	0 -	0 -	0 -	1 43%	1 59%	1 48%	0 -
Summary										
Mean	6.4	7.8	7.1	2.0	0	0	5.5	8.2	6.9	0
Standard Deviation	3.0	2.2	0	0	0	0	3.8	0	0	0
Standard Error	1.0	1.0	0	0	0	0	1.9	0	0	0
Median	7.0	9.0	7.0	2.0	0	0	5.0	9.0	5.0	0

Brand Identity Survey

Detailed tables

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

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

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

	Total	Business Size					Production and/ or printing			
		1 employee	2-10 employees	11-20 employees	21-50 employees	51-100 employees	All in-house	All outsourced	Combination of both	None
Base: Respondents who gave this response Weighted		A	B	C	D	E	F	G	H	I
	7	4	2	0	1	0	0	4	1	2
	6*	2**	3**	-.**	1**	-.**	-.**	4**	2**	1**
Sales										
2nd	2 27%	0 -	2 57%	0 -	0 -	0 -	0 -	0 -	2 100%	0 -
3rd	1 21%	0 -	1 43%	0 -	0 -	0 -	0 -	1 35%	0 -	0 -
4th	1 22%	1 22%	0 -	0 -	1 100%	0 -	0 -	1 23%	0 -	1 59%
6th	1 16%	1 41%	0 -	0 -	0 -	0 -	0 -	1 27%	0 -	0 -
9th	1 14%	1 38%	0 -	0 -	0 -	0 -	0 -	1 15%	0 -	0 41%
Summary										
Mean	4.3	6.7	2.4	0	4.0	0	0	4.9	2.0	6.0
Standard Deviation	2.5	2.5	0.6	0	0	0	0	2.4	0	0
Standard Error	1.0	1.3	0.4	0	0	0	0	1.2	0	0
Median	4.0	6.0	2.0	0	4.0	0	0	4.0	2.0	4.0

Brand Identity Survey

Detailed tables

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

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

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

	Total	Business Size					Production and/ or printing			
		1 employee	2-10 employees	11-20 employees	21-50 employees	51-100 employees	All in-house	All outsourced	Combination of both	None
		A	B	C	D	E	F	G	H	I
Base: Respondents who gave this response Weighted	7	6	1	0	0	0	2	2	0	3
	5*	5**	0**	-.**	-.**	-.**	3**	1**	-.**	2**
Product availability										
4th	1 23%	1 25%	0 -	0 -	0 -	0 -	1 49%	0 -	0 -	0 -
6th	1 11%	1 12%	0 -	0 -	0 -	0 -	0 -	1 50%	0 -	0 -
9th	4 66%	3 63%	0 100%	0 -	0 -	0 -	1 51%	1 50%	0 -	2 100%
Summary										
Mean	7.5	7.4	9.0	0	0	0	6.6	7.5	0	9.0
Standard Deviation	2.4	2.4	0	0	0	0	3.2	0	0	0
Standard Error	0.9	1.0	0	0	0	0	2.3	0	0	0
Median	9.0	9.0	9.0	0	0	0	9.0	7.5	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

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

	Total	Business Size					Production and/ or printing			
		1 employee	2-10 employees	11-20 employees	21-50 employees	51-100 employees	All in-house	All outsourced	Combination of both	None
Base: Respondents who gave this response Weighted		A	B	C	D	E	F	G	H	I
	12	7	4	1	0	0	4	3	4	1
	8*	5**	3**	0**	._**	._**	3**	2**	2**	1**
Business plan/ targets/ management										
1st	0 4%	0 7%	0 -	0 -	0 -	0 -	0 -	0 -	0 16%	0 -
2nd	0 5%	0 -	0 15%	0 -	0 -	0 -	0 -	0 26%	0 -	0 -
4th	1 8%	0 -	1 24%	0 -	0 -	0 -	0 -	1 41%	0 -	0 -
6th	0 6%	0 -	0 -	0 100%	0 -	0 -	0 -	0 -	0 22%	0 -
7th	2 28%	1 25%	1 37%	0 -	0 -	0 -	1 32%	0 -	0 -	1 100%
8th	1 10%	1 16%	0 -	0 -	0 -	0 -	1 25%	0 -	0 -	0 -
9th	3 40%	3 52%	1 23%	0 -	0 -	0 -	1 43%	1 33%	1 62%	0 -
Summary										
Mean	7.1	7.8	6.0	6.0	0	0	8.1	5.1	7.1	7.0
Standard Deviation	2.4	2.3	3.0	0	0	0	1.0	0	3.9	0
Standard Error	0.7	0.9	1.5	0	0	0	0.5	0	2.0	0
Median	7.0	9.0	7.0	6.0	0	0	8.0	4.0	9.0	7.0

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

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

	Total	Business Size					Production and/ or printing			
		1 employee	2-10 employees	11-20 employees	21-50 employees	51-100 employees	All in-house	All outsourced	Combination of both	None
Base: Respondents who gave this response Weighted		A	B	C	D	E	F	G	H	I
	138	63	34	24	11	1	38	36	35	29
	131*	56*	36**	23**	8**	2**	34**	33**	33**	30**
Other										
1st	10 7%	6 10%	3 8%	0 -	0 -	0 -	1 3%	1 2%	2 6%	6 18%
2nd	4 3%	3 5%	0 -	0 -	1 7%	0 -	2 6%	1 2%	1 2%	1 2%
3rd	13 10%	5 9%	2 7%	4 18%	1 13%	0 -	3 10%	2 6%	1 2%	7 23%
4th	2 2%	1 2%	1 2%	0 2%	0 -	0 -	0 1%	0 -	1 2%	1 3%
5th	8 6%	2 4%	3 8%	0 2%	0 -	0 -	6 17%	1 3%	1 3%	1 2%
6th	12 9%	6 11%	4 10%	2 8%	0 -	0 -	5 15%	4 12%	1 3%	1 5%
7th	9 7%	5 9%	2 4%	0 2%	2 25%	0 -	3 8%	4 12%	2 6%	0 1%
8th	7 6%	4 7%	1 4%	1 6%	0 5%	0 -	2 5%	2 6%	4 11%	0 -
9th	67 51%	24 42%	20 56%	14 62%	4 50%	2 100%	12 36%	19 57%	21 65%	14 46%
Summary										
Mean	6.8	6.4	7.1	7.4	7.2	9.0	6.4	7.6	7.7	5.6
Standard Deviation	2.7	2.9	2.7	2.4	2.6	0.0	2.5	2.1	2.4	3.4
Standard Error	0.2	0.4	0.5	0.5	0.8	0.0	0.4	0.4	0.4	0.6
Median	9.0	7.0	9.0	9.0	8.0	9.0	6.0	9.0	9.0	6.0

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

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

	Total	Business Size					Production and/ or printing			
		1 employee	2-10 employees	11-20 employees	21-50 employees	51-100 employees	All in-house	All outsourced	Combination of both	None
		A	B	C	D	E	F	G	H	I
Finding a good space or location	80 7%	39 7%	29 7%	5 5%	4 9%	1 6%	11 3%	22 8%	24 8%	23 8%
Ensuring I had the right technology in place	80 7%	63 10% B	10 3%	4 4%	1 1%	0 2%	16 5%	14 5%	18 6%	32 10% F
Marketing and branding	61 5%	35 6%	11 3%	6 6%	0 1%	1 4%	10 3%	15 6%	29 9% FI	7 2%
Hiring and training staff	41 3%	10 2%	15 4%	7 7% A	7 16% AB	1 6%	9 3%	13 5%	16 5% I	3 1%
Developing customer/client base	512 42%	269 45% C	173 43%	29 31%	13 27%	6 27%	167 51% GHI	113 41%	118 38%	113 37%
Finances	293 24%	104 17%	110 27% A	34 37% A	17 37% A	11 52%	71 22%	73 26%	74 24%	75 25%
Product development/manufacturing	71 6%	39 6%	24 6%	4 4%	3 7%	0 -	26 8% I	16 6%	22 7% I	7 2%
Patents/Trademarks	21 2%	9 1%	7 2%	3 3%	1 3%	0 -	5 2%	8 3%	3 1%	4 1%
Equipment/ materials/ suppliers	1 2%	1 3%	0 -	0 -	0 -	0 -	0 -	0 -	0 -	1 5%
Logistics/ vehicles/ transportation/ distribution	0 2%	0 4%	0 -	0 -	0 -	0 -	0 4%	0 -	0 -	0 -
Licensing/ government regulations/ legalities	2 9%	1 20%	1 5%	0 -	0 -	0 -	0 -	0 -	1 12%	1 14%
Networking/ partnerships	0 1%	0 -	0 7%	0 -	0 -	0 -	0 -	0 -	0 -	0 4%
Service/ customer service/ customer satisfaction	16 29%	8 29%	3 21%	2 56%	0 -	1 59%	9 41%	2 17%	0 6%	4 39%
Time management/ time (unspecified)	4 8%	0 -	4 18%	0 -	0 -	0 -	0 -	1 5%	4 32%	0 -
Quality of products/ work	19 54%	13 58%	4 42%	2 76%	0 -	0 -	2 30%	0 -	0 -	17 85%

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

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

	Total	Business Size					Production and/ or printing			
		1 employee	2-10 employees	11-20 employees	21-50 employees	51-100 employees	All in-house	All outsourced	Combination of both	None
		A	B	C	D	E	F	G	H	I
Learning the business/personal training	1 6%	0 -	1 8%	0 -	0 -	0 -	1 23%	0 -	1 10%	0 -
Reputation	1 7%	0 -	1 18%	0 -	0 -	0 -	0 -	0 -	0 -	1 28%
Business plan/ targets/ management	0 4%	0 7%	0 -	0 -	0 -	0 -	0 -	0 -	0 16%	0 -
Other	10 7%	6 10%	3 8%	0 -	0 -	0 -	1 3%	1 2%	2 6%	6 18%

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

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

	Total	Business Size					Production and/ or printing			
		1 employee	2-10 employees	11-20 employees	21-50 employees	51-100 employees	All in-house	All outsourced	Combination of both	None
		A	B	C	D	E	F	G	H	I
Finding a good space or location	119 10%	58 10%	44 11%	6 7%	2 5%	6 30%	28 9%	25 9%	41 13%	26 8%
Ensuring I had the right technology in place	127 10%	65 11%	43 11%	7 7%	3 5%	1 4%	36 11%	22 8%	29 9%	40 13%
Marketing and branding	163 13%	79 13%	62 15%	7 7%	5 11%	0 2%	44 13%	32 11%	49 16%	38 13%
Hiring and training staff	90 7%	20 3%	31 8%	13 14%	9 20%	2 11%	23 7%	25 9%	23 7%	19 6%
Developing customer/client base	277 23%	147 24%	72 18%	26 28%	15 33%	6 28%	63 19%	67 24%	66 21%	81 27%
Finances	270 22%	155 26%	88 22%	15 16%	5 11%	2 10%	86 26%	66 24%	58 18%	61 20%
Product development/manufacturing	93 8%	36 6%	35 9%	14 15%	2 5%	1 2%	26 8%	18 7%	25 8%	25 8%
Patents/Trademarks	44 4%	16 3%	17 4%	2 3%	2 5%	3 12%	9 3%	12 4%	19 6%	5 2%
Equipment/ materials/ suppliers	4 5%	3 7%	1 4%	0 -	0 -	0 -	4 16%	1 8%	0 -	0 -
Logistics/ vehicles/ transportation/ distribution	1 7%	1 13%	0 -	0 -	0 -	0 -	0 -	0 -	0 -	1 26%
Licensing/ government regulations/ legalities	2 6%	1 15%	0 -	0 -	0 -	0 -	0 -	0 -	0 -	2 17%
Networking/ partnerships	2 5%	2 7%	0 -	0 -	0 -	0 -	0 -	2 25%	0 -	0 -
Service/ customer service/ customer satisfaction	5 9%	2 8%	2 15%	0 -	0 -	0 -	2 8%	1 6%	1 13%	1 9%
Quality of products/ work	2 6%	1 3%	1 15%	0 -	0 -	0 -	2 35%	0 -	0 -	0 -
Learning the business/personal training	2 11%	2 24%	0 -	0 -	0 -	0 -	0 -	2 19%	0 -	1 27%

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

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

	Total	Business Size					Production and/ or printing			
		1 employee	2-10 employees	11-20 employees	21-50 employees	51-100 employees	All in-house	All outsourced	Combination of both	None
		A	B	C	D	E	F	G	H	I
Website development/ software	1 5%	1 11%	0 -	0 -	0 -	0 -	0 -	0 -	0 -	1 100%
Reputation	4 32%	2 42%	1 15%	1 65%	0 -	0 -	2 63%	1 47%	0 -	1 24%
Communication	1 21%	0 -	0 -	1 100%	0 -	0 -	1 39%	0 -	0 -	0 -
Sales	2 27%	0 -	2 57%	0 -	0 -	0 -	0 -	0 -	2 100%	0 -
Business plan/ targets/ management	0 5%	0 -	0 15%	0 -	0 -	0 -	0 -	0 26%	0 -	0 -
Other	4 3%	3 5%	0 -	0 -	1 7%	0 -	2 6%	1 2%	1 2%	1 2%

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

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

	Total	Business Size					Production and/ or printing			
		1 employee	2-10 employees	11-20 employees	21-50 employees	51-100 employees	All in-house	All outsourced	Combination of both	None
		A	B	C	D	E	F	G	H	I
Finding a good space or location	118 10%	56 9%	37 9%	13 13%	5 11%	0 -	29 9%	32 11%	31 10%	26 9%
Ensuring I had the right technology in place	192 16%	113 19% D	57 14%	13 14%	1 3%	2 10%	71 22% HI	39 14%	41 13%	41 13%
Marketing and branding	175 14%	76 13%	70 17%	15 16%	3 7%	5 25%	44 13%	44 16%	48 15%	40 13%
Hiring and training staff	106 9%	29 5%	46 12% A	12 12% A	10 22% A	8 36%	20 6%	36 13% FI	32 10%	18 6%
Developing customer/client base	161 13%	80 13%	47 12%	16 17%	5 12%	2 9%	37 11%	34 12%	50 16%	40 13%
Finances	213 17%	123 20%	61 15%	12 13%	12 26%	1 4%	54 16%	35 13%	57 18%	66 22% G
Product development/manufacturing	149 12%	72 12%	43 11%	9 9%	3 6%	1 6%	43 13%	33 12%	32 10%	41 14%
Patents/Trademarks	53 4%	24 4%	24 6%	1 1%	1 2%	2 11%	14 4%	14 5%	15 5%	10 3%
Equipment/ materials/ suppliers	10 12%	5 11%	5 16%	0 -	0 -	0 -	1 2%	2 23%	3 11%	4 17%
Logistics/ vehicles/ transportation/ distribution	1 4%	0 -	0 5%	0 -	0 -	0 -	0 4%	0 18%	0 -	0 -
Licensing/ government regulations/ legalities	2 8%	2 23%	0 3%	0 -	0 -	0 -	0 -	0 -	0 -	2 21%
Networking/ partnerships	1 3%	1 4%	0 -	0 -	0 -	0 -	0 -	0 -	1 5%	1 5%
Service/ customer service/ customer satisfaction	6 10%	2 6%	1 8%	0 -	3 100%	0 -	4 18%	2 14%	0 -	0 -
Time management/ time (unspecified)	3 6%	1 3%	1 6%	0 -	0 -	0 -	1 8%	0 -	0 4%	1 9%
Quality of products/ work	1 2%	1 3%	0 -	0 -	0 -	0 -	0 -	0 -	0 -	1 3%

Brand Identity Survey

Detailed tables

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

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

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

	Total	Business Size					Production and/ or printing			
		1 employee	2-10 employees	11-20 employees	21-50 employees	51-100 employees	All in-house	All outsourced	Combination of both	None
		A	B	C	D	E	F	G	H	I
Learning the business/personal training	3 16%	1 14%	2 25%	0 -	0 -	0 -	0 -	3 35%	0 -	0 -
Website development/ software	1 8%	1 19%	0 -	0 -	0 -	0 -	0 -	0 -	1 17%	0 -
Competition	1 6%	1 38%	0 -	0 -	0 -	0 -	0 -	0 -	1 8%	0 -
Reputation	1 12%	1 14%	1 13%	0 -	0 -	0 -	1 21%	0 -	0 -	1 20%
Sales	1 21%	0 -	1 43%	0 -	0 -	0 -	0 -	1 35%	0 -	0 -
Other	13 10%	5 9%	2 7%	4 18%	1 13%	0 -	3 10%	2 6%	1 2%	7 23%

Brand Identity Survey

Detailed tables

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

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

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

	Total	Business Size					Production and/ or printing			
		1 employee	2-10 employees	11-20 employees	21-50 employees	51-100 employees	All in-house	All outsourced	Combination of both	None
		A	B	C	D	E	F	G	H	I
Finding a good space or location	115 9%	63 10%	35 9%	9 10%	5 11%	0 2%	31 10%	21 8%	21 7%	41 14% H
Ensuring I had the right technology in place	191 16%	88 15%	65 16%	12 13%	6 13%	1 7%	52 16%	47 17%	49 16%	43 14%
Marketing and branding	221 18%	114 19%	71 18%	9 10%	11 24%	4 19%	77 23% I	47 17%	62 20% I	35 12%
Hiring and training staff	158 13%	59 10%	54 13%	21 23% AB	10 22% A	3 14%	33 10%	52 19% F	37 12%	36 12%
Developing customer/client base	93 8%	37 6%	35 9%	10 11%	2 3%	7 33%	24 7%	23 8%	21 7%	25 8%
Finances	163 13%	76 13%	55 14%	13 14%	6 12%	2 10%	41 13%	37 13%	50 16%	34 11%
Product development/manufacturing	142 12%	84 14%	41 10%	8 9%	6 12%	3 12%	36 11%	30 11%	37 12%	39 13%
Patents/Trademarks	73 6%	40 7%	23 6%	7 7%	0 1%	1 4%	22 7%	10 4%	21 7%	19 6%
Equipment/ materials/ suppliers	8 10%	4 10%	4 12%	0 -	0 -	0 -	1 3%	0 -	2 6%	6 22%
Logistics/ vehicles/ transportation/ distribution	0 2%	0 -	0 5%	0 -	0 -	0 -	0 -	0 -	0 -	0 7%
Licensing/ government regulations/ legalities	6 23%	0 7%	5 31%	0 53%	0 -	0 -	0 -	0 15%	3 49%	2 24%
Networking/ partnerships	10 23%	9 30%	1 23%	0 -	0 -	0 -	2 16%	2 23%	0 -	6 54%
Service/ customer service/ customer satisfaction	7 13%	4 12%	3 22%	0 -	0 -	0 -	0 -	3 20%	3 44%	1 8%
Time management/ time (unspecified)	2 3%	2 6%	0 -	0 -	0 -	0 -	0 -	0 -	0 3%	1 8%
Quality of products/ work	2 5%	0 -	2 19%	0 -	0 -	0 -	0 -	0 -	0 -	2 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

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

	Total	Business Size					Production and/ or printing			
		1 employee	2-10 employees	11-20 employees	21-50 employees	51-100 employees	All in-house	All outsourced	Combination of both	None
		A	B	C	D	E	F	G	H	I
Learning the business/personal training	2 12%	1 10%	1 8%	1 75%	0 -	0 -	1 59%	0 -	1 15%	0 -
Competition	3 27%	0 -	3 39%	0 -	0 -	0 -	0 -	3 100%	0 -	0 -
Sales	1 22%	1 22%	0 -	0 -	1 100%	0 -	0 -	1 23%	0 -	1 59%
Product availability	1 23%	1 25%	0 -	0 -	0 -	0 -	1 49%	0 -	0 -	0 -
Business plan/ targets/ management	1 8%	0 -	1 24%	0 -	0 -	0 -	0 -	1 41%	0 -	0 -
Other	2 2%	1 2%	1 2%	0 2%	0 -	0 -	0 1%	0 -	1 2%	1 3%

Brand Identity Survey

Detailed tables

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

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

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

	Total	Business Size					Production and/ or printing			
		1 employee	2-10 employees	11-20 employees	21-50 employees	51-100 employees	All in-house	All outsourced	Combination of both	None
		A	B	C	D	E	F	G	H	I
Finding a good space or location	169 14%	83 14%	46 11%	12 12%	13 27% AB	5 24%	44 13%	29 10%	49 15%	48 16%
Ensuring I had the right technology in place	213 17%	101 17%	79 20%	15 16%	10 22%	1 4%	54 16%	45 16%	59 19%	55 18%
Marketing and branding	201 16%	107 18%	51 13%	23 25% B	4 9%	7 33%	51 16%	53 19%	51 16%	46 15%
Hiring and training staff	105 9%	47 8%	46 11% D	6 7%	0 -	1 3%	35 11%	23 8%	19 6%	28 9%
Developing customer/client base	64 5%	19 3%	28 7% A	2 3%	7 15% AC	1 4%	12 4%	20 7%	19 6%	13 4%
Finances	114 9%	62 10%	35 9%	7 8%	4 10%	2 10%	30 9%	24 9%	30 10%	30 10%
Product development/manufacturing	198 16%	94 16%	71 18%	14 15%	5 10%	4 17%	54 16%	48 17%	48 15%	48 16%
Patents/Trademarks	81 7%	50 8%	22 5%	8 8%	1 2%	0 -	23 7%	17 6%	16 5%	25 8%
Equipment/ materials/ suppliers	12 15%	4 9%	7 22%	0 -	2 44%	0 -	5 21%	0 -	4 17%	3 14%
Logistics/ vehicles/ transportation/ distribution	5 29%	4 37%	2 19%	0 -	0 -	0 -	4 38%	0 -	0 -	2 31%
Licensing/ government regulations/ legalities	1 3%	0 -	1 5%	0 -	0 -	0 -	0 -	0 -	1 12%	0 -
Networking/ partnerships	7 16%	3 9%	1 11%	4 56%	0 -	0 -	4 35%	2 22%	0 4%	1 5%
Service/ customer service/ customer satisfaction	2 4%	0 2%	1 7%	0 -	0 -	1 41%	1 3%	1 4%	1 12%	0 -
Time management/ time (unspecified)	7 14%	3 13%	4 16%	0 -	0 -	0 -	0 -	2 16%	2 18%	3 19%
Quality of products/ work	1 2%	1 3%	0 -	0 -	0 -	0 -	0 -	0 -	1 16%	0 -

Brand Identity Survey

Detailed tables

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

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

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

	Total	Business Size					Production and/ or printing			
		1 employee	2-10 employees	11-20 employees	21-50 employees	51-100 employees	All in-house	All outsourced	Combination of both	None
		A	B	C	D	E	F	G	H	I
Learning the business/personal training	0 2%	0 -	0 -	0 25%	0 -	0 -	0 -	0 -	0 5%	0 -
Website development/ software	3 23%	2 44%	0 -	1 100%	0 -	0 -	0 -	0 -	3 49%	0 -
Reputation	2 21%	2 44%	0 -	0 -	0 -	0 -	0 -	0 -	2 71%	0 -
Communication	2 26%	1 31%	1 35%	0 -	0 -	0 -	1 18%	0 -	1 52%	0 -
Other	8 6%	2 4%	3 8%	0 2%	0 -	0 -	6 17%	1 3%	1 3%	1 2%

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

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

	Total	Business Size					Production and/ or printing			
		1 employee	2-10 employees	11-20 employees	21-50 employees	51-100 employees	All in-house	All outsourced	Combination of both	None
		A	B	C	D	E	F	G	H	I
Finding a good space or location	207 17%	107 18%	77 19%	9 10%	6 13%	3 12%	66 20%	45 16%	42 13%	55 18%
Ensuring I had the right technology in place	168 14%	61 10%	64 16%	20 21%	6 14%	10 46%	28 8%	51 18%	47 15%	43 14%
Marketing and branding	160 13%	84 14%	45 11%	12 13%	8 18%	1 4%	45 14%	37 13%	33 10%	45 15%
Hiring and training staff	173 14%	89 15%	58 14%	13 14%	4 8%	0 2%	47 14%	25 9%	41 13%	59 20%
Developing customer/client base	51 4%	22 4%	22 5%	6 6%	1 2%	0 -	15 5%	8 3%	16 5%	12 4%
Finances	73 6%	35 6%	27 7%	2 3%	0 1%	3 12%	18 5%	17 6%	24 8%	14 5%
Product development/manufacturing	169 14%	81 13%	54 13%	16 17%	7 15%	3 14%	47 14%	42 15%	53 17%	27 9%
Patents/Trademarks	166 14%	91 15%	39 10%	10 11%	13 27%	1 5%	42 13%	37 13%	48 15%	40 13%
Equipment/ materials/ suppliers	11 13%	7 16%	4 13%	0 -	0 -	0 -	3 13%	3 36%	4 18%	0 -
Logistics/ vehicles/ transportation/ distribution	3 16%	1 12%	2 22%	0 -	0 -	0 -	1 12%	0 -	0 -	2 35%
Licensing/ government regulations/ legalities	1 4%	1 9%	0 -	0 47%	0 -	0 -	0 -	0 -	1 16%	0 -
Networking/ partnerships	5 13%	5 16%	0 -	1 12%	0 -	0 -	3 28%	0 -	1 12%	1 6%
Service/ customer service/ customer satisfaction	2 4%	1 3%	1 4%	1 22%	0 -	0 -	1 3%	1 11%	0 -	0 -
Time management/ time (unspecified)	1 2%	1 2%	1 3%	0 -	0 -	0 -	0 -	1 6%	1 5%	0 -
Quality of products/ work	2 6%	2 7%	0 -	0 -	1 100%	0 -	1 9%	1 21%	1 14%	0 -

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

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

	Total	Business Size					Production and/ or printing			
		1 employee	2-10 employees	11-20 employees	21-50 employees	51-100 employees	All in-house	All outsourced	Combination of both	None
		A	B	C	D	E	F	G	H	I
Learning the business/personal training	1 7%	0 -	0 -	0 -	0 -	1 100%	0 -	0 -	1 22%	0 -
Website development/ software	1 7%	0 -	1 14%	0 -	0 -	0 -	0 -	1 18%	0 -	0 -
Sales	1 16%	1 41%	0 -	0 -	0 -	0 -	0 -	1 27%	0 -	0 -
Product availability	1 11%	1 12%	0 -	0 -	0 -	0 -	0 -	1 50%	0 -	0 -
Business plan/ targets/ management	0 6%	0 -	0 -	0 100%	0 -	0 -	0 -	0 -	0 22%	0 -
Other	12 9%	6 11%	4 10%	2 8%	0 -	0 -	5 15%	4 12%	1 3%	1 5%

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

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

	Total	Business Size					Production and/ or printing			
		1 employee	2-10 employees	11-20 employees	21-50 employees	51-100 employees	All in-house	All outsourced	Combination of both	None
		A	B	C	D	E	F	G	H	I
Finding a good space or location	194 16%	93 16%	65 16%	13 14%	3 6%	2 7%	54 17%	48 17%	60 19% I	31 10%
Ensuring I had the right technology in place	131 11%	54 9%	47 12%	15 16%	4 9%	6 28%	37 11%	29 10%	35 11%	30 10%
Marketing and branding	129 11%	61 10%	48 12%	12 13%	4 9%	0 -	27 8%	34 12%	20 6%	48 16% FH
Hiring and training staff	191 16%	119 20% BC	53 13%	10 10%	5 11%	3 12%	48 14%	37 13%	48 15%	58 19%
Developing customer/client base	27 2%	10 2%	11 3%	3 3%	3 6%	0 -	7 2%	4 1%	8 3%	7 2%
Finances	55 4%	24 4%	17 4%	5 6%	2 4%	1 3%	14 4%	18 6%	14 5%	9 3%
Product development/manufacturing	212 17%	97 16%	72 18%	13 14%	17 36% ABC	8 36%	57 17%	52 19%	44 14%	59 20%
Patents/Trademarks	236 19%	111 18%	80 20%	20 21%	7 15%	3 14%	73 22%	49 18%	63 20%	50 16%
Equipment/ materials/ suppliers	6 8%	4 10%	1 4%	1 25%	0 -	0 -	5 22%	0 -	1 5%	0 -
Licensing/ government regulations/ legalities	1 5%	0 6%	0 -	0 -	1 100%	0 -	0 7%	1 23%	0 -	0 -
Networking/ partnerships	4 8%	3 11%	0 -	0 8%	0 -	0 -	1 8%	0 -	1 13%	1 10%
Service/ customer service/ customer satisfaction	4 7%	4 12%	0 -	0 -	0 -	0 -	1 5%	0 -	0 -	3 24%
Time management/ time (unspecified)	0 1%	0 2%	0 -	0 -	0 -	0 -	0 -	0 4%	0 -	0 -
Quality of products/ work	1 3%	0 -	0 5%	1 24%	0 -	0 -	0 7%	1 12%	0 -	0 -
Learning the business/personal training	1 5%	0 -	1 14%	0 -	0 -	0 -	0 -	0 -	0 -	1 45%

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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

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

	Total	Business Size					Production and/ or printing			
		1 employee	2-10 employees	11-20 employees	21-50 employees	51-100 employees	All in-house	All outsourced	Combination of both	None
		A	B	C	D	E	F	G	H	I
Website development/ software	1 7%	1 17%	0 -	0 -	0 -	0 -	0 -	0 -	1 16%	0 -
Competition	2 18%	0 -	2 26%	0 -	0 -	0 -	0 -	0 -	2 25%	0 -
Reputation	1 9%	0 -	1 23%	0 -	0 -	0 -	0 -	0 -	1 29%	0 -
Communication	0 6%	0 -	0 26%	0 -	0 -	0 -	0 -	0 41%	0 -	0 -
Business plan/ targets/ management	2 28%	1 25%	1 37%	0 -	0 -	0 -	1 32%	0 -	0 -	1 100%
Other	9 7%	5 9%	2 4%	0 2%	2 25%	0 -	3 8%	4 12%	2 6%	0 1%

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

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

	Total	Business Size					Production and/ or printing			
		1 employee	2-10 employees	11-20 employees	21-50 employees	51-100 employees	All in-house	All outsourced	Combination of both	None
		A	B	C	D	E	F	G	H	I
Finding a good space or location	160 13%	69 11%	54 13%	19 20% A	7 15%	3 15%	43 13%	43 16%	33 11%	41 13%
Ensuring I had the right technology in place	97 8%	42 7%	31 8%	8 8%	13 29% ABC	0 -	22 7%	26 9%	32 10%	17 6%
Marketing and branding	91 7%	37 6%	34 8%	8 8%	9 19% A	3 13%	27 8%	11 4%	19 6%	34 11% G
Hiring and training staff	255 21%	156 26% BCD	67 17% D	10 11%	0 1%	3 16%	84 26%	51 18%	63 20%	57 19%
Developing customer/client base	21 2%	11 2%	9 2%	1 1%	1 2%	0 -	2 1%	4 1%	11 3% F	5 2%
Finances	31 3%	16 3%	9 2%	3 3%	0 -	0 -	13 4%	6 2%	5 2%	8 3%
Product development/manufacturing	125 10%	61 10%	48 12%	8 9%	2 5%	3 13%	31 10%	25 9%	38 12%	31 10%
Patents/Trademarks	364 30%	164 27%	132 33%	34 36%	11 23%	9 41%	90 27%	86 31%	96 30%	92 30%
Equipment/ materials/ suppliers	7 9%	5 11%	3 9%	0 -	0 -	0 -	3 15%	2 16%	1 2%	2 8%
Logistics/ vehicles/ transportation/ distribution	2 12%	2 17%	0 5%	0 -	0 -	0 -	2 17%	0 17%	0 -	0 -
Licensing/ government regulations/ legalities	4 14%	0 -	4 23%	0 -	0 -	0 -	1 21%	0 -	0 -	2 25%
Networking/ partnerships	4 10%	2 8%	0 -	2 24%	0 -	1 100%	0 -	1 11%	2 20%	1 10%
Service/ customer service/ customer satisfaction	1 2%	0 -	1 6%	0 -	0 -	0 -	1 5%	0 -	0 -	0 -
Time management/ time (unspecified)	12 23%	7 28%	4 18%	0 -	0 -	0 -	2 15%	0 -	2 18%	8 49%
Quality of products/ work	7 20%	6 27%	1 8%	0 -	0 -	0 -	0 -	3 67%	3 69%	1 3%

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

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

	Total	Business Size					Production and/ or printing			
		1 employee	2-10 employees	11-20 employees	21-50 employees	51-100 employees	All in-house	All outsourced	Combination of both	None
		A	B	C	D	E	F	G	H	I
Learning the business/personal training	4 22%	4 40%	1 9%	0 -	0 -	0 -	0 -	3 32%	2 25%	0 -
Competition	3 25%	1 62%	0 -	0 -	2 100%	0 -	0 -	0 -	3 34%	0 -
Reputation	1 7%	0 -	1 17%	0 -	0 -	0 -	0 -	0 -	0 -	1 27%
Business plan/ targets/ management	1 10%	1 16%	0 -	0 -	0 -	0 -	1 25%	0 -	0 -	0 -
Other	7 6%	4 7%	1 4%	1 6%	0 5%	0 -	2 5%	2 6%	4 11%	0 -

Brand Identity Survey

Detailed tables

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

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

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

	Total	Business Size					Production and/ or printing			
		1 employee	2-10 employees	11-20 employees	21-50 employees	51-100 employees	All in-house	All outsourced	Combination of both	None
		A	B	C	D	E	F	G	H	I
Finding a good space or location	61 5%	32 5%	16 4%	9 9%	1 3%	1 4%	22 7%	13 5%	13 4%	13 4%
Ensuring I had the right technology in place	25 2%	16 3%	7 2%	0 -	2 4%	0 -	13 4%	5 2%	3 1%	4 1%
Marketing and branding	23 2%	8 1%	12 3%	2 2%	1 2%	0 -	4 1%	4 2%	4 1%	11 4%
Hiring and training staff	107 9%	71 12% CD	31 8%	1 2%	0 -	0 -	30 9%	16 6%	35 11%	26 8%
Developing customer/client base	19 2%	6 1%	7 2%	0 -	0 -	0 -	3 1%	5 2%	5 2%	6 2%
Finances	13 1%	7 1%	2 0	1 1%	0 -	0 -	3 1%	1 0	2 1%	7 2%
Product development/manufacturing	64 5%	39 6%	16 4%	8 9%	2 4%	0 -	9 3%	13 5%	17 5%	26 9% F
Patents/Trademarks	187 15%	97 16%	59 15%	9 10%	11 24%	3 15%	50 15%	44 16%	35 11%	58 19% H
Equipment/ materials/ suppliers	21 26%	10 23%	6 20%	2 75%	3 56%	0 100%	2 7%	2 18%	10 40%	8 33%
Logistics/ vehicles/ transportation/ distribution	5 29%	2 18%	3 44%	0 -	0 -	0 -	3 26%	2 65%	1 100%	0 -
Licensing/ government regulations/ legalities	7 27%	1 20%	5 34%	0 -	0 -	0 -	4 72%	2 62%	1 10%	0 -
Networking/ partnerships	9 21%	4 14%	3 58%	0 -	0 -	0 -	1 12%	1 18%	5 46%	1 6%
Service/ customer service/ customer satisfaction	12 22%	8 29%	3 17%	1 22%	0 -	0 -	4 18%	4 29%	2 25%	2 19%
Time management/ time (unspecified)	21 42%	12 46%	9 38%	0 100%	0 -	0 -	8 77%	8 68%	2 21%	2 15%
Quality of products/ work	1 3%	0 -	1 12%	0 -	0 -	0 -	1 19%	0 -	0 -	0 -

Brand Identity Survey

Detailed tables

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

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

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

	Total	Business Size					Production and/ or printing			
		1 employee	2-10 employees	11-20 employees	21-50 employees	51-100 employees	All in-house	All outsourced	Combination of both	None
		A	B	C	D	E	F	G	H	I
Learning the business/personal training	3 18%	1 12%	2 36%	0 -	0 -	0 -	0 18%	1 14%	1 22%	1 27%
Website development/ software	7 50%	1 9%	6 86%	0 -	0 -	0 -	1 100%	4 82%	1 19%	0 -
Competition	2 24%	0 -	2 35%	0 -	0 -	0 -	0 -	0 -	2 33%	0 -
Reputation	1 12%	0 -	1 13%	0 35%	0 -	0 100%	1 16%	1 53%	0 -	0 -
Communication	3 47%	2 69%	1 39%	0 -	0 -	0 -	1 43%	1 59%	1 48%	0 -
Sales	1 14%	1 38%	0 -	0 -	0 -	0 -	0 -	1 15%	0 -	0 41%
Product availability	4 66%	3 63%	0 100%	0 -	0 -	0 -	1 51%	1 50%	0 -	2 100%
Business plan/ targets/ management	3 40%	3 52%	1 23%	0 -	0 -	0 -	1 43%	1 33%	1 62%	0 -
Other	67 51%	24 42%	20 56%	14 62%	4 50%	2 100%	12 36%	19 57%	21 65%	14 46%

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

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

	Total	Business Size					Production and/ or printing			
		1 employee	2-10 employees	11-20 employees	21-50 employees	51-100 employees	All in-house	All outsourced	Combination of both	None
		A	B	C	D	E	F	G	H	I
Finding a good space or location	318 26%	154 26%	110 27%	24 25%	12 25%	8 37%	68 21%	78 28%	96 31% F	75 25%
Ensuring I had the right technology in place	400 33%	241 40% BCD	111 27% D	23 25%	4 9%	3 16%	123 37% GH	75 27%	89 28%	112 37%
Marketing and branding	399 33%	190 32%	143 36%	27 29%	9 19%	6 31%	98 30%	91 33%	126 40% FI	85 28%
Hiring and training staff	237 19%	60 10%	93 23% A	31 33% A	27 58% ABC	11 53%	51 16%	74 27% FI	71 23% I	40 13%
Developing customer/client base	950 78%	497 83% B	293 73%	71 76%	33 71%	13 63%	267 81%	213 77%	235 75%	234 77%
Finances	777 63%	382 63%	259 64%	61 66%	34 73%	14 65%	211 64%	174 63%	189 60%	202 67%
Product development/manufacturing	314 26%	147 24%	102 25%	26 28%	8 18%	2 8%	95 29%	67 24%	78 25%	73 24%
Patents/Trademarks	118 10%	49 8%	48 12%	6 6%	4 9%	5 23%	28 9%	34 12% I	36 11%	19 6%
Equipment/ materials/ suppliers	15 19%	9 21%	6 20%	0 -	0 -	0 -	4 18%	3 31%	3 11%	6 23%
Logistics/ vehicles/ transportation/ distribution	2 13%	2 16%	0 5%	0 -	0 -	0 -	1 7%	0 18%	0 -	1 26%
Licensing/ government regulations/ legalities	6 23%	4 58%	1 7%	0 -	0 -	0 -	0 -	0 -	1 12%	5 51%
Networking/ partnerships	4 9%	3 11%	0 7%	0 -	0 -	0 -	0 -	2 25%	1 5%	1 8%
Service/ customer service/ customer satisfaction	26 48%	12 42%	7 45%	2 56%	3 100%	1 59%	14 67%	5 37%	1 18%	5 48%
Time management/ time (unspecified)	7 14%	1 3%	6 25%	0 -	0 -	0 -	1 8%	1 5%	4 36%	1 9%
Quality of products/ work	21 61%	14 63%	5 57%	2 76%	0 -	0 -	4 65%	0 -	0 -	18 88%

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

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

	Total	Business Size					Production and/ or printing			
		1 employee	2-10 employees	11-20 employees	21-50 employees	51-100 employees	All in-house	All outsourced	Combination of both	None
		A	B	C	D	E	F	G	H	I
Learning the business/personal training	6 33%	3 38%	2 33%	0 -	0 -	0 -	1 23%	4 54%	1 10%	1 27%
Website development/ software	2 13%	2 30%	0 -	0 -	0 -	0 -	0 -	0 -	1 17%	1 100%
Competition	1 6%	1 38%	0 -	0 -	0 -	0 -	0 -	0 -	1 8%	0 -
Reputation	6 51%	3 56%	2 46%	1 65%	0 -	0 -	3 84%	1 47%	0 -	2 73%
Communication	1 21%	0 -	0 -	1 100%	0 -	0 -	1 39%	0 -	0 -	0 -
Sales	3 48%	0 -	3 100%	0 -	0 -	0 -	0 -	1 35%	2 100%	0 -
Business plan/ targets/ management	1 9%	0 7%	0 15%	0 -	0 -	0 -	0 -	0 26%	0 16%	0 -
Other	26 20%	14 25%	5 15%	4 18%	2 20%	0 -	6 19%	3 10%	3 10%	13 43%

Brand Identity Survey

Detailed tables

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

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

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

	Total	Business Size					Production and/ or printing			
		1 employee	2-10 employees	11-20 employees	21-50 employees	51-100 employees	All in-house	All outsourced	Combination of both	None
		A	B	C	D	E	F	G	H	I
Base: All respondents	1225	593	396	119	53	20	324	293	318	290
Weighted	1225	602	403	93*	46*	21**	329	277	315	304
Developing and marketing my brand is a priority to my business										
Strongly agree	329 27%	157 26%	112 28%	21 23%	18 38%	10 47%	87 26%	78 28%	98 31%	65 22%
Somewhat agree	485 40%	224 37%	147 36%	56 60% ABD	13 27%	10 46%	132 40% I	130 47% I	130 41% I	93 30%
Somewhat disagree	302 25%	165 27% C	101 25% C	12 13%	12 25%	1 7%	80 24%	57 20%	75 24%	91 30% G
Strongly disagree	109 9%	57 9%	43 11%	4 4%	4 9%	0 -	30 9% H	12 4%	12 4%	55 18% FGH
Summary										
Top2Box - Agree	814 66%	381 63%	259 64%	78 83% ABD	30 65%	20 93%	219 67% I	208 75% I	228 72% I	158 52%
Low2Box - Disagree	411 34%	221 37% C	144 36% C	16 17%	16 35% C	1 7%	110 33%	69 25%	87 28%	146 48% FGH

Brand Identity Survey

Detailed tables

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

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

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

	Total	Business Size					Production and/ or printing			
		1 employee	2-10 employees	11-20 employees	21-50 employees	51-100 employees	All in-house	All outsourced	Combination of both	None
		A	B	C	D	E	F	G	H	I
Base: All respondents	1225	593	396	119	53	20	324	293	318	290
Weighted	1225	602	403	93*	46*	21**	329	277	315	304
I am satisfied with my company's current brand										
Strongly agree	495 40%	236 39%	175 43% C	27 28%	17 36%	16 78%	127 39%	106 38%	122 39%	139 46%
Somewhat agree	603 49%	306 51%	188 47%	52 56%	24 51%	4 19%	165 50%	141 51%	167 53% I	130 43%
Somewhat disagree	103 8%	42 7%	37 9%	13 14% A	6 12%	1 3%	30 9%	30 11%	21 7%	22 7%
Strongly disagree	25 2%	19 3% B	3 1%	2 2%	0 1%	0 -	7 2%	0 -	5 2%	13 4% G
Summary										
Top2Box - Agree	1097 90%	542 90%	363 90%	79 84%	40 87%	20 97%	292 89%	247 89%	289 92%	269 89%
Low2Box - Disagree	128 10%	61 10%	40 10%	15 16%	6 13%	1 3%	37 11%	30 11%	26 8%	35 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/Means: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I

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

	Total	Business Size					Production and/ or printing			
		1 employee	2-10 employees	11-20 employees	21-50 employees	51-100 employees	All in-house	All outsourced	Combination of both	None
		A	B	C	D	E	F	G	H	I
Base: All respondents	1225	593	396	119	53	20	324	293	318	290
Weighted	1225	602	403	93*	46*	21**	329	277	315	304
My company's marketing efforts are effective										
Strongly agree	331 27%	166 28%	108 27%	17 18%	12 27%	9 42%	72 22%	67 24%	83 26%	109 36%
Somewhat agree	641 52%	293 49%	225 56%	56 60%	26 55%	10 46%	173 53%	160 58%	166 53%	141 46%
Somewhat disagree	216 18%	119 20%	64 16%	19 20%	7 14%	3 12%	67 20%	43 16%	58 18%	48 16%
Strongly disagree	38 3%	24 4%	7 2%	2 2%	2 4%	0 -	17 5%	7 3%	8 2%	6 2%
Summary										
Top2Box - Agree	971 79%	459 76%	333 82%	73 78%	38 82%	19 88%	245 75%	227 82%	249 79%	250 82%
Low2Box - Disagree	254 21%	143 24%	71 18%	21 22%	8 18%	3 12%	84 25%	50 18%	65 21%	54 18%

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

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

	Total	Business Size					Production and/ or printing			
		1 employee	2-10 employees	11-20 employees	21-50 employees	51-100 employees	All in-house	All outsourced	Combination of both	None
		A	B	C	D	E	F	G	H	I
Base: All respondents	1225	593	396	119	53	20	324	293	318	290
Weighted	1225	602	403	93*	46*	21**	329	277	315	304
I am confident that I'm making the right decisions with regards to marketing and branding my business										
Strongly agree	390 32%	196 33%	134 33%	24 25%	16 34%	3 16%	107 33%	82 30%	77 24%	123 41% GH
Somewhat agree	676 55%	330 55%	213 53%	56 60%	23 50%	17 79%	177 54%	168 60% I	191 61% I	140 46%
Somewhat disagree	143 12%	69 11%	54 13%	11 12%	6 14%	1 6%	36 11%	26 9%	44 14%	37 12%
Strongly disagree	16 1%	8 1%	2 1%	3 3%	1 2%	0 -	8 2%	2 1%	2 1%	4 1%
Summary										
Top2Box - Agree	1066 87%	526 87%	347 86%	80 85%	39 84%	20 94%	285 87%	250 90%	268 85%	263 87%
Low2Box - Disagree	159 13%	77 13%	56 14%	14 15%	7 16%	1 6%	44 13%	28 10%	46 15%	41 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

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

	Total	Business Size					Production and/ or printing			
		1 employee	2-10 employees	11-20 employees	21-50 employees	51-100 employees	All in-house	All outsourced	Combination of both	None
		A	B	C	D	E	F	G	H	I
Base: All respondents	1225	593	396	119	53	20	324	293	318	290
Weighted	1225	602	403	93*	46*	21**	329	277	315	304
I am able to devote as much time as I think I should to marketing my business										
Strongly agree	324 26%	163 27%	111 28%	19 21%	9 19%	4 19%	80 24%	60 22%	80 25%	103 34%
Somewhat agree	544 44%	258 43%	172 43%	43 46%	28 61%	12 57%	146 44%	128 46%	133 42%	138 45%
Somewhat disagree	287 23%	144 24%	99 24%	26 28%	5 12%	5 22%	85 26%	73 26%	81 26%	48 16%
Strongly disagree	70 6%	38 6%	22 5%	6 6%	4 9%	0 2%	18 6%	17 6%	21 7%	14 5%
Summary										
Top2Box - Agree	868 71%	420 70%	283 70%	62 67%	37 79%	16 76%	226 69%	188 68%	213 68%	241 79%
Low2Box - Disagree	357 29%	182 30%	121 30%	31 33%	10 21%	5 24%	103 31%	89 32%	102 32%	63 21%

Brand Identity Survey

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

	Total	Business Size					Production and/ or printing			
		1 employee	2-10 employees	11-20 employees	21-50 employees	51-100 employees	All in-house	All outsourced	Combination of both	None
		A	B	C	D	E	F	G	H	I
Base: All respondents	1225	593	396	119	53	20	324	293	318	290
Weighted	1225	602	403	93*	46*	21**	329	277	315	304
Developing and marketing my brand is a priority to my business	814	381	259	78	30	20	219	208	228	158
	66%	63%	64%	83% ABD	65%	93%	67% I	75% I	72% I	52%
I am satisfied with my company's current brand	1097	542	363	79	40	20	292	247	289	269
	90%	90%	90%	84%	87%	97%	89%	89%	92%	89%
My company's marketing efforts are effective	971	459	333	73	38	19	245	227	249	250
	79%	76%	82%	78%	82%	88%	75%	82%	79%	82%
I am confident that I'm making the right decisions with regards to marketing and branding my business	1066	526	347	80	39	20	285	250	268	263
	87%	87%	86%	85%	84%	94%	87%	90%	85%	87%
I am able to devote as much time as I think I should to marketing my business	868	420	283	62	37	16	226	188	213	241
	71%	70%	70%	67%	79%	76%	69%	68%	68%	79% FGH

Detailed tables

Brand Identity Survey

Detailed tables

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

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

	Total	Business Size					Production and/ or printing			
		1 employee	2-10 employees	11-20 employees	21-50 employees	51-100 employees	All in-house	All outsourced	Combination of both	None
		A	B	C	D	E	F	G	H	I
Base: All respondents	1225	593	396	119	53	20	324	293	318	290
Weighted	1225	602	403	93*	46*	21**	329	277	315	304
Developing and marketing my brand is a priority to my business	411	221	144	16	16	1	110	69	87	146
	34%	37% C	36% C	17%	35% C	7%	33%	25%	28% FGH	48%
I am satisfied with my company's current brand	128	61	40	15	6	1	37	30	26	35
	10%	10%	10%	16%	13%	3%	11%	11%	8%	11%
My company's marketing efforts are effective	254	143	71	21	8	3	84	50	65	54
	21%	24%	18%	22%	18%	12%	25%	18%	21%	18%
I am confident that I'm making the right decisions with regards to marketing and branding my business	159	77	56	14	7	1	44	28	46	41
	13%	13%	14%	15%	16%	6%	13%	10%	15%	13%
I am able to devote as much time as I think I should to marketing my business	357	182	121	31	10	5	103	89	102	63
	29%	30%	30%	33%	21%	24%	31% I	32% I	32% I	21%

Brand Identity Survey

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

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

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

	Total	Business Size					Production and/ or printing			
		1 employee	2-10 employees	11-20 employees	21-50 employees	51-100 employees	All in-house	All outsourced	Combination of both	None
		A	B	C	D	E	F	G	H	I
Base: All respondents	1225	593	396	119	53	20	324	293	318	290
Weighted	1225	602	403	93*	46*	21**	329	277	315	304
Yes	499 41%	218 36%	160 40%	62 66% AB	24 51%	11 54%	131 40% I	129 47% I	175 56% FI	64 21%
No	726 59%	384 64% C	244 60% C	32 34%	23 49%	10 46%	198 60% H	148 53%	140 44%	240 79% FGH

Detailed tables

Brand Identity Survey

Detailed tables

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

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

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

	Total	Business Size					Production and/ or printing			
		1 employee	2-10 employees	11-20 employees	21-50 employees	51-100 employees	All in-house	All outsourced	Combination of both	None
		A	B	C	D	E	F	G	H	I
Base: Not looking for new ways to market business	705	368	233	44	26	10	202	137	135	231
Weighted	726	384	244	32*	23**	10**	198	148*	140*	240
I'm satisfied with how I market my business	430	220	146	18	16	8	120	99	82	129
	59%	57%	60%	58%	69%	80%	60%	67%	59%	54%
It is not a priority	209	113	73	5	7	1	53	37	34	85
	29%	29%	30%	17%	29%	14%	26%	25%	24%	36%
I don't have the resources to do it	45	26	15	3	0	0	17	6	11	11
	6%	7%	6%	8%	2%	-	8%	4%	8%	5%
I don't have time to do it	41	25	10	6	0	1	9	5	13	14
	6%	7%	4%	17% AB	-	6%	5%	4%	9%	6%

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Detailed tables

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

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

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

	Total	Business Size					Production and/ or printing			
		1 employee	2-10 employees	11-20 employees	21-50 employees	51-100 employees	All in-house	All outsourced	Combination of both	None
		A	B	C	D	E	F	G	H	I
Base: Looking for new ways to market business	520	225	163	75	27	10	122	156	183	59
Weighted	499	218	160	62*	24**	11**	131*	129	175	64*
Want to reach more/new customers	309 62%	139 64%	101 64%	34 56%	19 80%	7 62%	76 58%	84 65%	117 67%	32 49%
Lack of resources (time, money, dedicated marketing staff)	91 18%	42 19%	26 16%	10 16%	2 10%	2 20%	26 20%	17 13%	32 18%	15 24%
Slow/stagnant growth	79 16%	31 14%	26 16%	9 15%	2 10%	2 19%	26 20%	19 15%	23 13%	10 16%
Other: specify	20 4%	6 3%	6 4%	8 13% AB	0 -	0 -	2 1%	9 7% H	2 1%	7 11% FH

Brand Identity Survey

Detailed tables

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

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

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

	Total	Business Size					Production and/ or printing			
		1 employee	2-10 employees	11-20 employees	21-50 employees	51-100 employees	All in-house	All outsourced	Combination of both	None
		A	B	C	D	E	F	G	H	I
Base: All respondents	1225	593	396	119	53	20	324	293	318	290
Weighted	1225	602	403	93*	46*	21**	329	277	315	304
Placed ads (print, online)	403 33%	157 26%	140 35%	43 46%	24 52%	18 87%	107 33%	117 42%	145 46%	33 11%
Designed marketing collateral (flyers, brochures)	368 30%	154 26%	123 31%	33 35%	25 55%	16 74%	100 30%	120 43%	136 43%	12 4%
Direct marketing	329 27%	127 21%	126 31%	29 31%	12 25%	14 69%	82 25%	98 35%	117 37%	32 11%
Launched a web site	268 22%	114 19%	83 21%	31 33%	14 30%	11 53%	84 25%	79 28%	95 30%	11 4%
Signage - eg. storefront/vehicles	205 17%	68 11%	85 21%	28 30%	8 18%	11 51%	53 16%	66 24%	76 24%	10 3%
Designed company logo	187 15%	82 14%	58 14%	19 21%	7 15%	9 43%	59 18%	61 22%	60 19%	8 2%
Trade Show Booth	123 10%	46 8%	41 10%	13 14%	11 23%	5 23%	22 7%	45 16%	44 14%	11 4%
Made a TV/Radio commercial	81 7%	20 3%	30 7%	13 14%	6 13%	8 40%	4 1%	40 14%	34 11%	3 1%
None of the above	441 36%	263 44%	136 34%	13 14%	7 15%	1 5%	107 32%	50 18%	64 20%	220 72%
		BCD	CD				GH			FGH

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

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

	Total	Business Size					Production and/ or printing			
		1 employee	2-10 employees	11-20 employees	21-50 employees	51-100 employees	All in-house	All outsourced	Combination of both	None
		A	B	C	D	E	F	G	H	I
Base: All respondents	1225	593	396	119	53	20	324	293	318	290
Weighted	1225	602	403	93*	46*	21**	329	277	315	304
All in-house	562 46%	315 52% BC	169 42%	35 38%	17 36%	4 19%	291 88% GHI	109 39% I	126 40% I	36 12%
All outsourced	70 6%	21 4%	25 6%	11 11% A	7 14% A	3 13%	11 3%	51 18% FHI	6 2%	2 1%
Combination of both	280 23%	106 18%	95 23%	35 38% AB	16 34% A	11 53%	17 5%	96 35% FI	158 50% FGI	10 3%
None/we don't do any of these marketing activities	312 25%	159 26% C	115 28% C	12 13%	7 15%	3 15%	10 3%	21 8% F	25 8% F	256 84% FGH

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

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

	Total	Business Size					Production and/ or printing			
		1 employee	2-10 employees	11-20 employees	21-50 employees	51-100 employees	All in-house	All outsourced	Combination of both	None
		A	B	C	D	E	F	G	H	I
Base: All respondents	1225	593	396	119	53	20	324	293	318	290
Weighted	1225	602	403	93*	46*	21**	329	277	315	304
All in-house	329 27%	196 33% CD	103 26% C	13 14%	7 15%	0 2%	329 100% GHI	0 -	0 -	0 -
All outsourced	277 23%	93 15%	97 24% A	34 37% AB	22 47% AB	7 31%	0 -	277 100% FHI	0 -	0 -
Combination of both	315 26%	146 24%	102 25%	33 35%	10 22%	14 64%	0 -	0 -	315 100% FGI	0 -
None/we don't do any of these marketing activities	304 25%	167 28% C	102 25%	14 15%	7 16%	1 3%	0 -	0 -	0 -	304 100% FGH

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

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

	Total	Business Size					Production and/ or printing			
		1 employee	2-10 employees	11-20 employees	21-50 employees	51-100 employees	All in-house	All outsourced	Combination of both	None
		A	B	C	D	E	F	G	H	I
Base: Outsource or don't do any of these marketing activities	633	282	214	64	34	11	21	293	29	290
Weighted	634	284	215	53*	31**	10**	22**	277	31**	304
Too expensive to print	128 20%	56 20%	36 17%	15 28%	3 9%	3 27%	1 3%	94 34% 	5 15%	28 9%
Don't have the time	111 18%	34 12%	30 14%	19 35% AB	15 49%	2 17%	4 18%	73 26% 	9 29%	26 8%
Don't know how	83 13%	26 9%	29 14%	15 28% AB	5 16%	2 22%	6 26%	66 24% 	5 17%	6 2%
Never thought of it	40 6%	17 6%	19 9%	0 1%	0 -	1 6%	2 11%	19 7%	0 2%	18 6%
None of the above	331 52%	166 58% C	120 56% C	18 34%	13 43%	5 50%	9 42%	81 29%	12 39%	230 76% G

Brand Identity Survey

Detailed tables

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

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

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

	Total	Business Size					Production and/ or printing			
		1 employee	2-10 employees	11-20 employees	21-50 employees	51-100 employees	All in-house	All outsourced	Combination of both	None
		A	B	C	D	E	F	G	H	I
Base: Non of the above at TD10	920	452	279	99	42	17	324	230	318	48
Weighted	895	445	281	76*	35**	18**	329	205	315	46**
Your company's in-house marketing and brand imaging activities										
Very satisfied	350 39%	175 39%	115 41%	18 24%	13 38%	11 63%	138 42%	76 37%	115 37%	21 46%
Somewhat satisfied	461 51%	230 52%	137 49%	51 67%	18 51%	6 35%	153 47%	113 55%	176 56%	18 40%
Not very satisfied	77 9%	37 8%	27 9%	5 7%	3 9%	0 2%	33 10%	16 8%	22 7%	7 14%
Not at all satisfied	7 1%	3 1%	2 1%	1 2%	0 1%	0 -	5 1%	1 0	2 1%	0 -
Summary										
Top2Box - Satisfied	811 91%	405 91%	252 90%	70 91%	31 90%	17 98%	292 89%	189 92%	291 93%	39 86%
Low2Box - Not Satisfied	84 9%	40 9%	29 10%	7 9%	4 10%	0 2%	37 11%	16 8%	24 7%	7 14%

Brand Identity Survey

Detailed tables

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

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

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

	Total	Business Size					Production and/ or printing			
		1 employee	2-10 employees	11-20 employees	21-50 employees	51-100 employees	All in-house	All outsourced	Combination of both	None
		A	B	C	D	E	F	G	H	I
Base: Non of the above at TD10	650	267	200	98	42	19	25	293	318	14
Weighted	632	262	210	70*	34**	21**	28**	277	315	12**
Your outsourced marketing and brand imaging activities										
Very satisfied	213 34%	85 33%	70 33%	23 33%	5 16%	15 73%	6 23%	101 36%	101 32%	5 37%
Somewhat satisfied	359 57%	147 56%	125 59%	35 50%	25 73%	5 23%	13 48%	161 58%	179 57%	5 39%
Not very satisfied	47 7%	21 8%	14 6%	10 14%	1 4%	1 4%	5 18%	10 3%	32 10% G	1 7%
Not at all satisfied	14 2%	8 3%	1 1%	2 3%	2 7%	0 -	3 11%	5 2%	3 1%	2 17%
Summary										
Top2Box - Satisfied	571 90%	233 89%	195 93% C	59 84%	30 89%	20 96%	20 70%	262 95% H	280 89%	9 76%
Low2Box - Not Satisfied	61 10%	30 11%	15 7%	11 16% B	4 11%	1 4%	8 30%	15 5%	35 11% G	3 24%

Brand Identity Survey

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

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

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

	Total	Business Size					Production and/ or printing			
		1 employee	2-10 employees	11-20 employees	21-50 employees	51-100 employees	All in-house	All outsourced	Combination of both	None
		A	B	C	D	E	F	G	H	I
Base: Non of the above at TD10 Weighted	1225	593	396	119	53	20	324	293	318	290
	1225	602	403	93*	46*	21**	329	277	315	304
Your company's in-house marketing and brand imaging activities	811	405	252	70	31	17	292	189	291	39
	91%	91%	90%	91%	90%	98%	89%	92%	93%	86%
Your outsourced marketing and brand imaging activities	571	233	195	59	30	20	20	262	280	9
	90%	89%	93% C	84%	89%	96%	70%	95% H	89%	76%

Detailed tables

Brand Identity Survey

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

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

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

	Total	Business Size					Production and/ or printing			
		1 employee	2-10 employees	11-20 employees	21-50 employees	51-100 employees	All in-house	All outsourced	Combination of both	None
		A	B	C	D	E	F	G	H	I
Base: Non of the above at TD10	1225	593	396	119	53	20	324	293	318	290
Weighted	1225	602	403	93*	46*	21**	329	277	315	304
Your company's in-house marketing and brand imaging activities	84	40	29	7	4	0	37	16	24	7
	9%	9%	10%	9%	10%	2%	11%	8%	7%	14%
Your outsourced marketing and brand imaging activities	61	30	15	11	4	1	8	15	35	3
	10%	11%	7%	16% B	11%	4%	30%	5%	11% G	24%

Detailed tables

Brand Identity Survey

Detailed tables

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

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

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

	Total	Business Size					Production and/ or printing			
		1 employee	2-10 employees	11-20 employees	21-50 employees	51-100 employees	All in-house	All outsourced	Combination of both	None
		A	B	C	D	E	F	G	H	I
Base: At least some part of Creation Production and/ or Printing activities done in-house	920	452	279	99	42	17	324	230	318	48
Weighted	895	445	281	76*	35**	18**	329	205	315	46**
Costs	421 47%	213 48%	137 49%	29 38%	16 46%	3 15%	161 49%	97 47%	144 46%	18 39%
Easier to do it in-house	228 26%	111 25%	69 25%	24 31%	8 24%	5 26%	81 25%	51 25%	78 25%	18 38%
Faster to do it in-house	97 11%	46 10%	28 10%	8 11%	6 16%	7 37%	28 8%	26 13%	40 13%	3 7%
Didn't know about available professional sources in my area	17 2%	11 3%	2 1%	2 3%	1 2%	0 2%	4 1%	1 1%	11 3%	1 2%
Other: specify	132 15%	64 14%	45 16%	13 17%	4 12%	4 20%	55 17%	30 14%	42 13%	6 13%

Brand Identity Survey

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

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

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

	Total	Business Size					Production and/ or printing			
		1 employee	2-10 employees	11-20 employees	21-50 employees	51-100 employees	All in-house	All outsourced	Combination of both	None
		A	B	C	D	E	F	G	H	I
Base: All respondents	920	452	279	99	42	17	324	230	318	48
Weighted	895	445	281	76*	35**	18**	329	205	315	46**
HP	347 39%	184 41%	115 41%	35 46%	5 14%	4 22%	145 44% G	66 32%	115 36%	21 46%
Lexmark	123 14%	62 14%	40 14%	7 10%	2 6%	1 3%	37 11%	31 15%	44 14%	10 21%
Canon	114 13%	55 12%	33 12%	7 9%	8 23%	1 4%	39 12%	32 15%	40 13%	4 8%
Brother	86 10%	51 11%	19 7%	7 9%	5 14%	4 25%	26 8%	17 8%	42 13%	2 3%
Xerox	39 4%	9 2%	17 6% A	4 6%	6 16%	0 -	12 4%	10 5%	17 5%	1 1%
Konica Minolta	14 2%	7 2%	4 1%	2 2%	0 -	0 -	7 2%	3 1%	3 1%	0 -
Kodak	6 1%	2 0	3 1%	0 -	0 -	0 -	2 1%	1 0	3 1%	1 2%
OKI	2 0	0 0	0 -	1 1%	0 -	0 2%	0 0	1 0	1 0	0 -
None of the above	164 18%	75 17%	49 18%	14 18%	9 26%	8 44%	61 18%	44 22%	50 16%	9 19%

Detailed tables

Brand Identity Survey

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

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

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

	Total	Business Size					Production and/ or printing			
		1 employee	2-10 employees	11-20 employees	21-50 employees	51-100 employees	All in-house	All outsourced	Combination of both	None
		A	B	C	D	E	F	G	H	I
Base: All respondents	1225	593	396	119	53	20	324	293	318	290
Weighted	1225	602	403	93*	46*	21**	329	277	315	304
Within the last six months	176 14%	70 12%	62 15%	14 15%	4 8%	7 31%	59 18% I	53 19% I	49 16% I	15 5%
About a year ago	190 16%	91 15%	65 16%	16 17%	8 17%	4 21%	55 17% I	47 17% I	75 24% I	13 4%
A few years ago	340 28%	139 23%	130 32% A	37 39% A	17 36%	6 28%	81 25%	97 35% FI	102 32% I	60 20%
Don't know	52 4%	22 4%	14 4%	4 5%	6 12% AB	0 -	16 5%	20 7% H	8 2%	9 3%
I never have	466 38%	280 46% BCD	132 33%	22 24%	12 26%	4 20%	118 36% GH	60 22%	81 26%	207 68% FGH

Detailed tables

Brand Identity Survey

Detailed tables

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

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

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

	Total	Business Size					Production and/ or printing			
		1 employee	2-10 employees	11-20 employees	21-50 employees	51-100 employees	All in-house	All outsourced	Combination of both	None
		A	B	C	D	E	F	G	H	I
Base: All respondents	1225	593	396	119	53	20	324	293	318	290
Weighted	1225	602	403	93*	46*	21**	329	277	315	304
Within the last six months	374 31%	168 28%	122 30%	34 36%	19 42%	16 78%	128 39% I	88 32% I	125 40% I	33 11%
About a year ago	285 23%	117 19%	106 26% A	29 31% A	13 27%	2 12%	72 22% I	101 36% FI	86 27% I	26 9%
A few years ago	171 14%	80 13%	61 15%	14 15%	7 14%	1 6%	50 15% I	43 16% I	51 16% I	26 9%
Don't know	75 6%	42 7%	18 4%	9 10%	2 4%	0 2%	13 4%	18 6%	19 6%	25 8%
I never have	320 26%	195 32% BCD	97 24% C	8 8%	6 12%	1 3%	66 20% GH	27 10%	34 11%	193 64% FGH

Brand Identity Survey

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

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

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

	Total	Business Size					Production and/ or printing			
		1 employee	2-10 employees	11-20 employees	21-50 employees	51-100 employees	All in-house	All outsourced	Combination of both	None
		A	B	C	D	E	F	G	H	I
Base: All respondents	1225	593	396	119	53	20	324	293	318	290
Weighted	1225	602	403	93*	46*	21**	329	277	315	304
Within the last six months	324 26%	129 21%	104 26%	41 44% AB	15 32%	17 79%	87 26% I	85 31% I	130 41% FGI	23 7%
About a year ago	108 9%	49 8%	36 9%	13 14%	7 16%	3 12%	23 7%	39 14% FI	35 11% I	11 4%
A few years ago	102 8%	36 6%	43 11% A	11 12%	5 10%	1 5%	22 7%	33 12% I	37 12% I	9 3%
Don't know	30 2%	10 2%	10 2%	4 4%	1 1%	0 -	9 3%	16 6% HI	3 1%	2 1%
I never have	661 54%	378 63% BCD	210 52% C	25 27%	19 41%	1 3%	187 57% GH	104 38%	110 35%	259 85% FGH

Detailed tables

Brand Identity Survey

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

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

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

	Total	Business Size					Production and/ or printing			
		1 employee	2-10 employees	11-20 employees	21-50 employees	51-100 employees	All in-house	All outsourced	Combination of both	None
		A	B	C	D	E	F	G	H	I
Base: All respondents	1225	593	396	119	53	20	324	293	318	290
Weighted	1225	602	403	93*	46*	21**	329	277	315	304
Yes	523 43%	226 38%	180 45%	59 63% AB	21 45%	18 85%	146 44% I	140 51% I	187 59% FI	50 16%
No	702 57%	376 62% C	224 55% C	35 37%	25 55%	3 15%	183 56% H	137 49%	128 41%	254 84% FGH

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

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

	Total	Business Size					Production and/ or printing			
		1 employee	2-10 employees	11-20 employees	21-50 employees	51-100 employees	All in-house	All outsourced	Combination of both	None
		A	B	C	D	E	F	G	H	I
Base: Use the internet for branding and marketing purposes	545	220	184	80	26	17	148	158	191	48
Weighted	523	226	180	59*	21**	18**	146*	140*	187	50**
Information/research	254 48%	93 41%	95 53%	28 47%	8 36%	15 84%	76 52%	63 45%	103 55%	11 23%
Online marketing sites	203 39%	80 36%	77 43%	19 32%	7 35%	8 43%	65 45%	64 46%	68 37%	6 11%
Social Networking, such as Facebook, MySpace and YouTube	160 31%	82 36%	47 26%	9 15%	4 21%	8 46%	44 30%	36 25%	69 37%	11 23%
Design templates	127 24%	51 23%	49 27%	7 12%	5 23%	8 43%	40 27%	25 18%	58 31%	5 10%
Blogs	91 17%	38 17%	37 21%	7 11%	2 11%	0 -	27 19%	23 16%	34 18%	7 14%
Newspapers	89 17%	27 12%	40 22%	11 19%	2 9%	3 15%	25 17%	24 17%	34 18%	6 12%
None of the aboveMagazines	20 4%	5 2%	6 3%	2 3%	3 13%	2 10%	4 3%	8 5%	8 4%	0 -
None of the above	112 21%	44 20%	41 23%	17 30%	7 35%	1 3%	19 13%	33 24%	34 18%	26 52%

Detailed tables