

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 Sector								
		Solopreneur/c onsultant	Retail/restaura nt	Personal services	Professional services	Manufacturing/ Construction	Importer/Distri butor	Technology	Internet-based	Other
		A	B	C	D	E	F	G	H	I
Base: All respondents	1225	245	82	143	164	114	44	73	66	294
Weighted	1225	212	78*	168*	142	117*	51**	60*	83*	314
Yes	1225 100%	212 100%	78 100%	168 100%	142 100%	117 100%	51 100%	60 100%	83 100%	314 100%

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

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	Total	Business Sector								
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		A	B	C	D	E	F	G	H	I
Base: All respondents	1225	245	82	143	164	114	44	73	66	294
Weighted	1225	212	78*	168*	142	117*	51**	60*	83*	314
Solopreneur/consultant	212 17%	212 100% BCDEGHI	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -
Personal services (i.e. supplementary healthcare, esthetics, snow removal)	168 14%	0 -	0 -	168 100% ABDEGHI	0 -	0 -	0 -	0 -	0 -	0 -
Professional services (eg. Law, accounting, engineering, HR)	142 12%	0 -	0 -	0 -	142 100% ABCEGHI	0 -	0 -	0 -	0 -	0 -
Manufacturing/Construction	117 10%	0 -	0 -	0 -	0 -	117 100% ABCDGHI	0 -	0 -	0 -	0 -
Internet-based	83 7%	0 -	0 -	0 -	0 -	0 -	0 -	0 -	83 100% ABCDEGI	0 -
Retail/restaurant	78 6%	0 -	78 100% ACDEGHI	0 -	0 -	0 -	0 -	0 -	0 -	0 -
Technology	60 5%	0 -	0 -	0 -	0 -	0 -	0 -	60 100% ABCDEHI	0 -	0 -
Importer/Distributor	51 4%	0 -	0 -	0 -	0 -	0 -	51 100%	0 -	0 -	0 -
Other	314 26%	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	314 100% ABCDEGH

Detailed tables

Brand Identity Survey

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

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

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

	Total	Business Sector								
		Solopreneur/c onsultant	Retail/restaura nt	Personal services	Professional services	Manufacturing/ Construction	Importer/Distri butor	Technology	Internet-based	Other
		A	B	C	D	E	F	G	H	I
Base: All respondents	1225	245	82	143	164	114	44	73	66	294
Weighted	1225	212	78*	168*	142	117*	51**	60*	83*	314
Product/company Name	678 55%	101 48%	40 51%	115 68% ABD	63 45%	68 58%	28 55%	34 57%	48 58%	181 57% D
Logo	361 29%	70 33%	30 39% I	45 27%	53 37% EI	27 23%	15 29%	21 35%	25 30%	76 24%
Company's product(s)	349 28%	62 29%	22 28%	40 24%	40 28%	37 32%	16 32%	15 25%	20 24%	96 30%
My company's image	259 21%	67 31% CEHI	19 24% I	32 19%	50 35% CEHI	18 15%	6 13%	15 25% I	12 15%	40 13%
Marketing materials (brochures, flyers, etc.)	116 9%	33 16% BCI	4 5%	11 7%	23 17% BCI	13 12%	1 2%	4 6%	9 10%	17 6%
Web site	66 5%	18 9% BCI	1 1%	3 2%	9 7%	6 5%	1 2%	9 15% BCI	7 8%	12 4%
Mission statement	39 3%	7 3%	1 1%	8 5%	6 4%	4 3%	1 2%	6 9% BI	1 1%	5 2%
None of the above	41 3%	13 6%	1 1%	3 2%	2 1%	4 3%	3 6%	2 3%	0 0	13 4%

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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

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	Total	Business Sector								
		Solopreneur/c onsultant	Retail/restaura nt	Personal services	Professional services	Manufacturing/ Construction	Importer/Distri butor	Technology	Internet-based	Other
		A	B	C	D	E	F	G	H	I
Base: All respondents	1225	245	82	143	164	114	44	73	66	294
Weighted	1225	212	78*	168*	142	117*	51**	60*	83*	314
Very high priority	342 28%	40 19%	38 48% ADI	58 34% AI	36 25%	37 32% AI	23 46%	22 37% AI	31 38% AI	56 18%
Somewhat high priority	375 31%	73 34%	20 26%	44 26%	39 28%	32 27%	11 22%	19 31%	31 37%	106 34%
Not much of a priority	286 23%	56 27%	16 20%	35 21%	35 25%	24 21%	13 27%	13 22%	15 18%	77 25%
Not a priority at all	222 18%	43 20% BH	5 6%	31 18% B	32 23% BH	23 20% BH	3 6%	6 9%	5 6%	74 24% BGH
Summary										
Top2Box - Very/ Somewhat high priority	717 59%	113 53%	58 74% ADI	102 61%	75 53%	69 59%	34 68%	41 68% I	62 75% ADI	163 52%
Low2Box - Not much/ Not a priority at all	508 41%	99 47% BH	20 26%	66 39%	67 47% BH	48 41%	16 32%	19 32%	21 25%	151 48% BGH

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 Sector								
		Solopreneur/c onsultant	Retail/restaura nt	Personal services	Professional services	Manufacturing/ Construction	Importer/Distri butor	Technology	Internet-based	Other
		A	B	C	D	E	F	G	H	I
Base: All respondents	1225	245	82	143	164	114	44	73	66	294
Weighted	1225	212	78*	168*	142	117*	51**	60*	83*	314
Very satisfied	551 45%	92 43%	31 40%	72 42%	69 49%	47 41%	22 44%	24 39%	29 35%	165 53% H
Somewhat satisfied	573 47%	98 46%	39 50%	78 46%	65 46%	65 55%	28 55%	32 53%	37 45%	132 42%
Not very satisfied	85 7%	18 9%	8 11%	14 8%	6 4%	4 4%	1 1%	4 7%	17 20% ADEI	12 4%
Not at all satisfied	16 1%	4 2%	0 -	6 3%	1 1%	0 0	0 -	0 1%	0 -	5 1%
Summary										
Top2Box - Satisfied	1124 92%	190 90%	70 89%	149 89%	134 95% H	112 96% H	50 99%	56 93%	66 80%	297 95% H
Low2Box - Not Satisfied	101 8%	22 10%	8 11%	19 11%	7 5%	5 4%	1 1%	4 7%	17 20% DEI	17 5%

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

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

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

	Total	Business Sector								
		Solopreneur/c onsultant	Retail/restaura nt	Personal services	Professional services	Manufacturing/ Construction	Importer/Distri butor	Technology	Internet-based	Other
		A	B	C	D	E	F	G	H	I
Base: All respondents	1225	245	82	143	164	114	44	73	66	294
Weighted	1225	212	78*	168*	142	117*	51**	60*	83*	314
Finding a good space or location										
1st	80 7%	8 4%	11 14% ADEGH	12 7% E	5 3%	1 0	6 12%	0 -	1 1%	37 12% ADEGH
2nd	119 10%	16 8%	18 23% AEGHI	25 15%	17 12%	8 7%	2 5%	5 8%	4 5%	24 7%
3rd	118 10%	16 8%	9 12%	22 13% H	15 10%	9 7%	7 14%	5 8%	1 2%	34 11%
4th	115 9%	13 6%	5 7%	14 8%	20 14% A	13 11%	6 11%	6 10%	7 8%	31 10%
5th	169 14%	19 9%	4 5%	24 14%	23 16% B	13 11%	7 13%	9 14%	16 20% B	54 17% AB
6th	207 17%	52 24% BCI	6 8%	18 11%	23 16%	31 27% BCI	6 13%	11 18%	13 16%	47 15%
7th	194 16%	52 24% BDI	3 4%	23 14%	17 12%	21 18% B	3 6%	16 27% BDI	25 31% BCDI	34 11%
8th	160 13%	28 13%	20 25% ACDEHI	20 12%	18 12%	11 9%	12 24%	6 11%	7 9%	38 12%
9th	61 5%	7 3%	3 4%	8 5%	6 4%	11 9%	1 2%	3 5%	7 9%	16 5%
Summary										
Mean	5.2	5.7 BCDI	4.5	4.9	5.1	5.8 BCDI	5.0	5.7 BCI	6.1 BCDI	4.9
Standard Deviation	2.3	2.0	2.8	2.4	2.1	1.9	2.4	1.9	1.8	2.4
Standard Error	0.1	0.1	0.3	0.2	0.2	0.2	0.4	0.2	0.2	0.1
Median	6.0	6.0	4.0	5.0	5.0	6.0	5.0	6.0	6.0	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 Sector								
		Solopreneur/c onsultant	Retail/restaura nt	Personal services	Professional services	Manufacturing/ Construction	Importer/Distri butor	Technology	Internet-based	Other
		A	B	C	D	E	F	G	H	I
Base: All respondents Weighted	1225	245	82	143	164	114	44	73	66	294
	1225	212	78*	168*	142	117*	51**	60*	83*	314
Ensuring I had the right technology in place										
1st	80 7%	17 8% E	1 1%	11 6%	17 12% BEI	2 1%	1 1%	8 14% BEI	12 15% BEI	11 4%
2nd	127 10%	31 14% B	0 -	12 7%	19 14% B	8 7%	1 1%	14 23% BCEI	13 16% B	30 10% B
3rd	192 16%	48 22% EI	8 10%	21 13%	34 24% BCEI	14 12%	2 4%	8 13%	18 22%	40 13%
4th	191 16%	35 17%	7 9%	20 12%	24 17%	21 18%	11 21%	11 19%	8 9%	55 17%
5th	213 17%	40 19%	21 27% DHI	29 17%	18 13%	24 21%	16 31%	9 16%	8 9%	47 15%
6th	168 14%	17 8%	22 28% ADGHI	25 15% G	15 10%	23 19% AG	6 11%	2 3%	10 12%	48 15% AG
7th	131 11%	13 6%	13 16% AD	21 13%	9 6%	19 17% AD	12 24%	3 5%	10 12%	31 10%
8th	97 8%	6 3%	5 6%	26 16% ADE	5 4%	4 3%	3 6%	3 6%	4 5%	40 13% ADE
9th	25 2%	4 2%	1 2%	3 2%	1 1%	3 2%	0 -	2 3%	0 -	12 4%
Summary										
Mean	4.6	4.0	5.5 ADGH	5.1 ADGH	3.8	5.0 ADGH	5.4	3.7	3.9	5.0 ADGH
Standard Deviation	2.1	1.9	1.5	2.1	1.9	1.7	1.5	2.2	2.2	2.1
Standard Error	0.1	0.1	0.2	0.2	0.1	0.2	0.2	0.3	0.3	0.1
Median	5.0	4.0	6.0	5.0	4.0	5.0	5.0	4.0	3.0	5.0

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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 Sector								
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		A	B	C	D	E	F	G	H	I
Base: All respondents	1225	245	82	143	164	114	44	73	66	294
Weighted	1225	212	78*	168*	142	117*	51**	60*	83*	314
Marketing and branding										
1st	61 5%	9 4%	2 2%	8 5%	9 7%	4 4%	4 7%	2 4%	8 10%	15 5%
2nd	163 13%	36 17% E	16 20% E	25 15%	14 10%	8 7%	8 15%	4 7%	12 14%	41 13%
3rd	175 14%	27 13%	10 13%	31 18% D	9 6%	12 11%	15 30%	6 10%	12 15%	52 17% D
4th	221 18%	46 22%	14 18%	38 23%	25 18%	17 14%	3 6%	9 15%	21 25%	48 15%
5th	201 16%	39 18%	15 19%	24 14%	28 20%	19 16%	7 13%	15 26% I	15 18%	39 12%
6th	160 13%	23 11%	12 16%	21 12%	20 14%	17 15%	4 8%	8 13%	5 7%	50 16%
7th	129 11%	17 8%	3 4%	10 6%	25 18% ABCH	20 17% ABCH	8 15%	7 12%	3 3%	37 12%
8th	91 7%	12 6%	5 6%	12 7%	11 8%	12 10%	1 2%	7 11%	3 3%	29 9%
9th	23 2%	4 2%	1 1%	0 -	1 0	7 6% CDI	1 3%	2 3%	5 5% C	3 1%
Summary										
Mean	4.6	4.4	4.3	4.2	4.9 ACH	5.3 ABCHI	4.2	5.1 ABCH	4.1	4.6
Standard Deviation	2.0	1.9	1.9	1.9	2.0	2.1	2.1	2.0	2.1	2.1
Standard Error	0.1	0.1	0.2	0.2	0.2	0.2	0.3	0.2	0.3	0.1
Median	4.0	4.0	4.0	4.0	5.0	5.0	3.0	5.0	4.0	5.0

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

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

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

	Total	Business Sector								
		Solopreneur/c onsultant	Retail/restaura nt	Personal services	Professional services	Manufacturing/ Construction	Importer/Distri butor	Technology	Internet-based	Other
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Base: All respondents	1225	245	82	143	164	114	44	73	66	294
Weighted	1225	212	78*	168*	142	117*	51**	60*	83*	314
Hiring and training staff										
1st	41 3%	2 1%	12 15% ACDEGI	7 4%	7 5%	4 3%	0 1%	0 -	3 4%	5 2%
2nd	90 7%	7 3%	8 10%	12 7%	11 8%	8 7%	2 3%	1 1%	1 1%	40 13% AGH
3rd	106 9%	6 3%	14 18% ACHI	8 5%	20 14% ACI	20 17% ACI	7 13%	4 7%	4 5%	22 7%
4th	158 13%	23 11%	12 16%	16 10%	10 7%	20 17% D	5 11%	4 7%	9 10%	58 18% D
5th	105 9%	16 8%	3 4%	18 11%	17 12%	9 8%	1 2%	7 11%	3 3%	31 10%
6th	173 14%	35 17% B	4 5%	25 15%	17 12%	15 13%	16 31%	12 19% B	9 11%	39 12%
7th	191 16%	42 20% I	12 15%	22 13%	31 22% I	16 14%	9 19%	12 19%	12 15%	34 11%
8th	255 21%	62 29% BDEI	10 13%	32 19%	26 18%	13 11%	7 14%	13 22%	32 39% BCDEI	59 19%
9th	107 9%	18 8% D	3 4%	27 16% BDI	2 1%	12 10% D	3 6%	7 12% D	9 11% D	25 8% D
Summary										
Mean	5.8	6.5 BDEI	4.5	6.0 BDEI	5.4 B	5.3	5.9	6.5 BDEI	6.6 BDEI	5.5 B
Standard Deviation	2.3	1.9	2.5	2.4	2.2	2.3	1.9	1.8	2.1	2.3
Standard Error	0.1	0.1	0.3	0.2	0.2	0.2	0.3	0.2	0.3	0.1
Median	6.0	7.0	4.0	6.0	6.0	5.0	6.0	7.0	8.0	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 Sector								
		Solopreneur/c onsultant	Retail/restaura nt	Personal services	Professional services	Manufacturing/ Construction	Importer/Distri butor	Technology	Internet-based	Other
		A	B	C	D	E	F	G	H	I
Base: All respondents	1225	245	82	143	164	114	44	73	66	294
Weighted	1225	212	78*	168*	142	117*	51**	60*	83*	314
Developing customer/client base										
1st	512 42%	107 50% BGI	15 19%	89 53% BGI	63 45% B	53 45% B	19 38%	20 33%	35 43% B	110 35% B
2nd	277 23%	54 25%	19 25%	29 17%	39 28%	27 23%	13 25%	15 25%	14 16%	67 21%
3rd	161 13%	17 8%	10 13%	24 14%	13 9%	18 15%	5 9%	10 17%	7 8%	58 18% AD
4th	93 8%	15 7%	16 20% ACDEI	4 3%	10 7%	8 6%	9 17%	5 8%	6 7%	21 7%
5th	64 5%	9 4%	7 9%	8 5%	9 6%	4 3%	1 1%	4 7%	4 5%	19 6%
6th	51 4%	5 2%	3 4%	3 2%	5 4%	3 3%	5 10%	4 7%	5 6%	18 6%
7th	27 2%	4 2%	5 7% DE	3 2%	1 1%	0 -	0 -	1 1%	1 1%	12 4%
8th	21 2%	1 1%	3 4%	6 4%	1 1%	5 4%	0 -	0 -	0 -	5 2%
9th	19 2%	0 -	0 -	2 1%	0 0	1 1%	0 -	1 2%	11 14% ABCDEI	3 1%
Summary										
Mean	2.5	2.1	3.3 ACDE	2.3	2.2	2.3	2.5	2.7 A	3.2 ACDE	2.7 AD
Standard Deviation	1.9	1.5	2.0	2.0	1.6	1.8	1.6	1.9	2.8	1.9
Standard Error	0.1	0.1	0.2	0.2	0.1	0.2	0.2	0.2	0.3	0.1
Median	2.0	1.0	3.0	1.0	2.0	2.0	2.0	2.0	2.0	2.0

Brand Identity Survey

Detailed tables

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

Proportions/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 Sector								
		Solopreneur/c onsultant	Retail/restaura nt	Personal services	Professional services	Manufacturing/ Construction	Importer/Distri butor	Technology	Internet-based	Other
		A	B	C	D	E	F	G	H	I
Base: All respondents	1225	245	82	143	164	114	44	73	66	294
Weighted	1225	212	78*	168*	142	117*	51**	60*	83*	314
Finances										
1st	293 24%	42 20%	29 38% ACDH	28 17%	28 20%	35 30% C	17 33%	15 25%	15 18%	84 27%
2nd	270 22%	44 21% B	6 8%	47 28% B	27 19%	29 25% B	16 32%	11 19%	17 21%	72 23% B
3rd	213 17%	40 19%	10 13%	34 20%	31 22%	18 15%	7 14%	15 26% I	16 19%	43 14%
4th	163 13%	35 17%	12 16%	25 15%	20 14%	9 8%	2 4%	8 14%	17 20%	33 11%
5th	114 9%	21 10%	7 8%	9 5%	12 8%	9 8%	8 16%	5 8%	10 12%	33 11%
6th	73 6%	15 7%	6 7%	9 6%	12 8%	4 3%	0 -	1 1%	4 5%	23 7%
7th	55 4%	8 4%	4 5%	8 5%	7 5%	9 7%	1 2%	3 6%	3 3%	12 4%
8th	31 3%	4 2%	1 2%	5 3%	4 3%	5 4%	0 -	1 1%	1 1%	10 3%
9th	13 1%	4 2%	2 3%	3 2%	1 1%	0 -	0 -	0 -	0 -	3 1%
Summary										
Mean	3.2	3.3	3.2	3.3	3.4	3.0	2.5	2.9	3.2	3.1
Standard Deviation	2.0	2.0	2.3	2.0	2.0	2.1	1.5	1.8	1.7	2.1
Standard Error	0.1	0.1	0.3	0.2	0.2	0.2	0.2	0.2	0.2	0.1
Median	3.0	3.0	3.0	3.0	3.0	2.0	2.0	3.0	3.0	3.0

Brand Identity Survey

Detailed tables

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

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

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

	Total	Business Sector								
		Solopreneur/c onsultant	Retail/restaura nt	Personal services	Professional services	Manufacturing/ Construction	Importer/Distri butor	Technology	Internet-based	Other
		A	B	C	D	E	F	G	H	I
Base: All respondents	1225	245	82	143	164	114	44	73	66	294
Weighted	1225	212	78*	168*	142	117*	51**	60*	83*	314
Product development/manufacturing										
1st	71 6%	18 8% C	3 4%	2 1%	5 3%	13 11% CD	3 6%	8 14% CDI	3 3%	17 5%
2nd	93 8%	12 6%	7 9%	4 3%	7 5%	17 15% ACD	6 11%	3 5%	12 14% C	26 8%
3rd	149 12%	34 16% C	8 10%	12 7%	13 9%	16 13%	7 14%	9 15%	16 19% C	34 11%
4th	142 12%	27 13%	5 7%	30 18% I	14 10%	14 12%	10 20%	7 12%	6 8%	29 9%
5th	198 16%	40 19% G	12 15%	24 14%	23 16%	20 17%	7 15%	3 6%	20 25% G	48 15%
6th	169 14%	23 11%	11 14%	29 18%	29 20% AEH	9 7%	8 16%	12 20% E	6 7%	42 14%
7th	212 17%	25 12%	20 26% A	37 22% A	26 18%	18 15%	3 7%	6 10%	14 17%	62 20% A
8th	125 10%	31 15% EH	5 7%	21 13%	15 11%	6 5%	4 9%	10 16% EH	2 3%	31 10%
9th	64 5%	4 2%	6 8% A	9 5%	10 7% A	6 5%	2 3%	1 2%	3 4%	24 8% A
Summary										
Mean	5.2	4.9	5.5 E	5.8 AEGH	5.6 AEGH	4.5	4.6	4.8	4.6	5.4 E
Standard Deviation	2.2	2.2	2.2	1.8	2.0	2.3	2.1	2.4	2.0	2.2
Standard Error	0.1	0.1	0.2	0.2	0.2	0.2	0.3	0.3	0.3	0.1
Median	5.0	5.0	6.0	6.0	6.0	4.0	4.0	5.0	5.0	6.0

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 Sector								
		Solopreneur/c onsultant	Retail/restaura nt	Personal services	Professional services	Manufacturing/ Construction	Importer/Distri butor	Technology	Internet-based	Other
		A	B	C	D	E	F	G	H	I
Base: All respondents	1225	245	82	143	164	114	44	73	66	294
Weighted	1225	212	78*	168*	142	117*	51**	60*	83*	314
Patents/Trademarks										
1st	21 2%	2 1%	3 4%	3 2%	3 2%	2 1%	0 -	2 3%	2 2%	4 1%
2nd	44 4%	5 2%	3 4%	6 4%	6 4%	5 4%	4 8%	6 9% AI	5 6%	4 1%
3rd	53 4%	11 5%	5 6%	4 3%	5 3%	6 5%	0 -	2 3%	5 6%	15 5%
4th	73 6%	10 5%	4 5%	9 5%	6 5%	8 7%	4 8%	5 9%	3 3%	24 8%
5th	81 7%	17 8%	1 2%	14 9%	8 6%	8 7%	4 7%	5 9%	6 7%	18 6%
6th	166 14%	26 12%	11 14%	32 19%	14 10%	12 11%	3 7%	6 10%	27 32% ABDEGI	35 11%
7th	236 19%	45 21% E	16 20%	37 22% E	23 16%	12 10%	12 23%	11 18%	13 16%	67 21% E
8th	364 30%	56 26%	25 32%	35 21%	52 37% C	56 48% ACGHI	19 38%	16 27%	20 24%	85 27%
9th	187 15%	40 19% EH	10 13%	26 16%	24 17% H	9 8%	5 10%	7 12%	3 4%	63 20% EH
Summary										
Mean	6.7	6.8 GH	6.5	6.6	6.9 H	6.7	6.8	6.2	6.1	6.9 GH
Standard Deviation	2.0	1.9	2.2	1.9	2.1	2.0	1.9	2.3	1.9	1.9
Standard Error	0.1	0.1	0.2	0.2	0.2	0.2	0.3	0.3	0.2	0.1
Median	7.0	7.0	7.0	7.0	8.0	8.0	7.0	7.0	6.0	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 Sector								
		Solopreneur/c onsultant	Retail/restaura nt	Personal services	Professional services	Manufacturing/ Construction	Importer/Distri butor	Technology	Internet-based	Other
		A	B	C	D	E	F	G	H	I
Base: Respondents who gave this response	22	5	1	4	0	1	1	3	2	5
Weighted	19*	5**	1**	3**	-**	1**	0**	2**	2**	4**
Logistics/ vehicles/ transportation/ distribution										
1st	0 2%	0 -	0 -	0 11%	0 -	0 -	0 -	0 -	0 -	0 -
2nd	1 7%	0 -	0 -	1 37%	0 -	0 -	0 -	0 -	0 -	0 -
3rd	1 4%	0 8%	0 -	0 -	0 -	0 -	0 -	0 22%	0 -	0 -
4th	0 2%	0 7%	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -
5th	5 29%	3 58%	0 -	1 18%	0 -	0 -	0 -	0 -	0 -	2 34%
6th	3 16%	0 -	0 -	0 -	0 -	0 -	0 -	0 -	1 75%	2 39%
8th	2 12%	1 9%	0 -	1 34%	0 -	0 -	0 -	0 -	0 -	0 9%
9th	5 29%	1 17%	1 100%	0 -	0 -	1 100%	0 100%	1 78%	0 25%	1 17%
Summary										
Mean	6.3	5.7	9.0	4.5	0	9.0	9.0	7.7	6.7	6.4
Standard Deviation	2.4	2.1	0	3.3	0	0	0	0	0	1.7
Standard Error	0.5	0.9	0	1.7	0	0	0	0	0	0.7
Median	6.0	5.0	9.0	5.0	0	9.0	9.0	9.0	6.0	6.0

Brand Identity Survey

Detailed tables

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

Proportions/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 Sector								
		Solopreneur/c onsultant	Retail/restaura nt	Personal services	Professional services	Manufacturing/ Construction	Importer/Distri butor	Technology	Internet-based	Other
		A	B	C	D	E	F	G	H	I
Base: Respondents who gave this response	25	4	1	3	4	1	1	1	0	10
Weighted	25*	4**	1**	2**	2**	3**	1**	1**	-**	11**
Licensing/ government regulations/ legalities										
1st	2 9%	0 -	0 -	0 -	0 -	0 -	0 -	1 100%	0 -	1 7%
2nd	2 6%	1 15%	0 -	0 -	0 -	0 -	0 -	0 -	0 -	1 9%
3rd	2 8%	0 11%	0 -	0 -	0 -	0 -	0 -	0 -	0 -	2 14%
4th	6 23%	0 -	0 -	1 27%	1 58%	3 100%	0 -	0 -	0 -	1 11%
5th	1 3%	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	1 7%
6th	1 4%	1 15%	0 -	0 -	0 17%	0 -	0 -	0 -	0 -	0 -
7th	1 5%	0 -	1 100%	0 17%	0 -	0 -	0 -	0 -	0 -	0 -
8th	4 14%	2 60%	0 -	0 -	0 -	0 -	0 -	0 -	0 -	1 12%
9th	7 27%	0 -	0 -	1 56%	1 25%	0 -	1 100%	0 -	0 -	4 39%
Summary										
Mean	5.7	6.3	7.0	7.3	5.6	4.0	9.0	1.0	0	5.9
Standard Deviation	2.9	2.8	0	2.8	2.8	0.0	0	0	0	3.2
Standard Error	0.6	1.4	0	1.6	1.4	0.0	0	0	0	1.0
Median	6.0	8.0	7.0	9.0	4.0	4.0	9.0	1.0	0	8.0

Brand Identity Survey

Detailed tables

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

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

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

	Total	Business Sector								
		Solopreneur/c onsultant	Retail/restaura nt	Personal services	Professional services	Manufacturing/ Construction	Importer/Distri butor	Technology	Internet-based	Other
Base: Respondents who gave this response Weighted		A	B	C	D	E	F	G	H	I
	41	10	0	3	10	6	1	3	4	4
	43*	9**	-**	2**	11**	7**	1**	3**	7**	4**
Networking/ partnerships										
1st	0 1%	0 -	0 -	0 -	0 4%	0 -	0 -	0 -	0 -	0 -
2nd	2 5%	0 -	0 -	0 -	0 -	1 11%	0 -	0 -	0 -	1 34%
3rd	1 3%	1 6%	0 -	0 -	0 -	1 9%	0 -	0 -	0 -	0 -
4th	10 23%	1 6%	0 -	0 -	6 53%	0 -	0 -	1 51%	2 36%	0 -
5th	7 16%	1 7%	0 -	0 21%	1 11%	4 49%	0 -	1 20%	0 -	1 18%
6th	5 13%	4 45%	0 -	0 -	1 6%	0 -	0 -	0 -	0 -	1 21%
7th	4 8%	0 -	0 -	1 49%	0 5%	0 -	1 100%	0 -	0 -	1 27%
8th	4 10%	0 -	0 -	1 29%	2 14%	1 8%	0 -	1 29%	1 15%	0 -
9th	9 21%	3 36%	0 -	0 -	1 7%	2 23%	0 -	0 -	3 49%	0 -
Summary										
Mean	6.0	6.7	0	6.9	5.2	5.6	7.0	5.4	7.1	4.7
Standard Deviation	2.2	2.0	0	0	2.0	2.5	0	2.2	2.5	2.4
Standard Error	0.3	0.6	0	0	0.6	1.0	0	1.3	1.2	1.2
Median	6.0	6.0	0	7.0	4.0	5.0	7.0	4.0	8.0	5.0

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 Sector								
		Solopreneur/c onsultant	Retail/restaura nt	Personal services	Professional services	Manufacturing/ Construction	Importer/Distri butor	Technology	Internet-based	Other
		A	B	C	D	E	F	G	H	I
Base: Respondents who gave this response	50	9	4	12	5	2	1	2	2	13
Weighted	54*	10**	4**	13**	3**	1**	0**	1**	1**	18**
Service/ customer service/ customer satisfaction										
1st	16 29%	1 10%	0 -	4 29%	2 49%	1 56%	0 -	0 22%	0 -	8 44%
2nd	5 9%	1 9%	1 21%	1 8%	0 -	0 -	0 100%	0 -	1 56%	1 3%
3rd	6 10%	1 14%	0 11%	2 16%	0 -	0 -	0 -	0 -	0 -	2 9%
4th	7 13%	3 29%	0 -	3 27%	0 -	0 -	0 -	0 -	0 -	1 3%
5th	2 4%	0 -	1 14%	0 3%	1 15%	0 -	0 -	0 -	0 -	1 3%
6th	2 4%	1 9%	0 -	0 -	1 15%	0 -	0 -	0 -	1 44%	0 -
7th	4 7%	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	4 20%
8th	1 2%	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	1 6%
9th	12 22%	3 28%	2 54%	2 17%	1 21%	1 44%	0 -	1 78%	0 -	2 12%
Summary										
Mean	4.3	5.0	6.3	3.7	4.0	4.5	2.0	7.2	3.8	4.0
Standard Deviation	3.1	3.0	3.5	2.8	3.8	0	0	0	0	3.2
Standard Error	0.4	1.0	1.8	0.8	1.7	0	0	0	0	0.9
Median	4.0	4.0	9.0	3.0	5.0	1.0	2.0	9.0	2.0	3.0

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 Sector								
		Solopreneur/c onsultant	Retail/restaura nt	Personal services	Professional services	Manufacturing/ Construction	Importer/Distri butor	Technology	Internet-based	Other
Base: Respondents who gave this response Weighted		A	B	C	D	E	F	G	H	I
	44	14	2	6	5	3	3	3	4	4
	49*	9**	2**	8**	7**	4**	4**	2**	7**	6**
Time management/ time (unspecified)										
1st	4 8%	0 -	0 -	0 -	0 -	1 15%	0 -	0 -	4 50%	0 -
3rd	3 6%	0 -	0 -	1 19%	1 11%	0 -	0 11%	0 -	0 -	0 -
4th	2 3%	1 10%	0 -	0 -	0 -	0 -	0 -	0 -	0 -	1 11%
5th	7 14%	1 15%	1 48%	0 -	0 -	2 43%	0 -	2 78%	0 -	1 22%
6th	1 2%	1 8%	0 -	0 -	0 -	0 -	0 -	1 22%	0 -	0 -
7th	0 1%	0 5%	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -
8th	12 23%	1 13%	1 52%	5 66%	2 28%	0 -	2 48%	0 -	0 -	0 -
9th	21 42%	4 50%	0 -	1 15%	4 60%	2 42%	2 41%	0 -	4 50%	4 68%
Summary										
Mean	7.0	7.5	6.6	7.2	8.0	6.1	7.9	5.2	5.0	7.6
Standard Deviation	2.6	2.0	0	2.2	2.0	3.3	2.0	0.5	4.3	2.2
Standard Error	0.4	0.5	0	0.9	0.9	1.9	1.2	0.3	2.2	1.1
Median	8.0	8.0	8.0	8.0	9.0	5.0	8.0	5.0	1.0	9.0

Brand Identity Survey

Detailed tables

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

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

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

	Total	Business Sector								
		Solopreneur/c onsultant	Retail/restaura nt	Personal services	Professional services	Manufacturing/ Construction	Importer/Distri butor	Technology	Internet-based	Other
		A	B	C	D	E	F	G	H	I
Base: Respondents who gave this response Weighted	25	1	1	1	3	6	0	1	2	10
	35*	1**	1**	1**	1**	5**	-**	2**	4**	20**
Quality of products/ work										
1st	19 54%	0 -	0 -	1 100%	0 -	2 37%	0 -	2 100%	0 -	14 71%
2nd	2 6%	0 -	0 -	0 -	0 -	1 25%	0 -	0 -	0 -	1 3%
3rd	1 2%	0 -	0 -	0 -	0 -	1 11%	0 -	0 -	0 -	0 -
4th	2 5%	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	2 9%
5th	1 2%	0 -	0 -	0 -	0 -	1 14%	0 -	0 -	0 -	0 -
6th	2 6%	1 100%	1 100%	0 -	1 72%	0 -	0 -	0 -	0 -	0 -
7th	1 3%	0 -	0 -	0 -	0 28%	0 -	0 -	0 -	0 -	1 3%
8th	7 20%	0 -	0 -	0 -	0 -	1 13%	0 -	0 -	3 75%	3 14%
9th	1 3%	0 -	0 -	0 -	0 -	0 -	0 -	0 -	1 25%	0 -
Summary										
Mean	3.4	6.0	6.0	1.0	6.3	2.9	0	1.0	8.3	2.4
Standard Deviation	3.1	0	0	0	0	2.6	0	0	0.5	2.6
Standard Error	0.6	0	0	0	0	1.1	0	0	0.3	0.8
Median	1.0	6.0	6.0	1.0	6.0	2.0	0	1.0	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/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 Sector								
		Solopreneur/c onsultant	Retail/restaura nt	Personal services	Professional services	Manufacturing/ Construction	Importer/Distri butor	Technology	Internet-based	Other
		A	B	C	D	E	F	G	H	I
Base: Respondents who gave this response Weighted	21	2	2	4	4	0	0	1	1	7
	19*	1**	1**	4**	5**	-**	-**	1**	2**	5**
Learning the business/personal training										
1st	1 6%	1 55%	0 -	1 12%	0 -	0 -	0 -	0 -	0 -	0 -
2nd	2 11%	0 -	0 -	2 35%	0 -	0 -	0 -	0 -	0 -	1 12%
3rd	3 16%	0 -	0 -	2 38%	0 -	0 -	0 -	0 -	0 -	1 25%
4th	2 12%	1 45%	1 75%	0 -	0 -	0 -	0 -	1 100%	0 -	0 -
5th	0 2%	0 -	0 25%	0 -	0 -	0 -	0 -	0 -	0 -	0 -
6th	1 7%	0 -	0 -	0 -	1 29%	0 -	0 -	0 -	0 -	0 -
7th	1 5%	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	1 20%
8th	4 22%	0 -	0 -	0 -	2 43%	0 -	0 -	0 -	2 100%	1 13%
9th	3 18%	0 -	0 -	1 15%	1 29%	0 -	0 -	0 -	0 -	1 30%
Summary										
Mean	5.6	2.3	4.2	3.3	7.7	0	0	4.0	8.0	6.1
Standard Deviation	2.8	0	0	2.8	1.3	0	0	0	0	3.1
Standard Error	0.6	0	0	1.4	0.7	0	0	0	0	1.2
Median	6.0	1.0	4.0	3.0	8.0	0	0	4.0	8.0	7.0

Brand Identity Survey

Detailed tables

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

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

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

	Total	Business Sector								
		Solopreneur/c onsultant	Retail/restaura nt	Personal services	Professional services	Manufacturing/ Construction	Importer/Distri butor	Technology	Internet-based	Other
Base: Respondents who gave this response Weighted		A	B	C	D	E	F	G	H	I
	12	2	2	2	1	2	0	0	1	2
	13*	3**	2**	2**	1**	4**	-**	-**	1**	1**
Website development/ software										
2nd	1 5%	0 -	0 -	0 -	0 -	0 -	0 -	0 -	1 100%	0 -
3rd	1 8%	0 -	0 -	1 49%	0 -	0 -	0 -	0 -	0 -	0 -
5th	3 23%	2 80%	0 -	0 -	0 -	1 15%	0 -	0 -	0 -	0 -
6th	1 7%	0 -	1 62%	0 -	0 -	0 -	0 -	0 -	0 -	0 -
7th	1 7%	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	1 65%
9th	7 50%	1 20%	1 38%	1 51%	1 100%	3 85%	0 -	0 -	0 -	1 35%
Summary										
Mean	6.9	5.8	7.2	6.1	9.0	8.4	0	0	2.0	7.7
Standard Deviation	2.4	2.0	0	4.1	0	1.7	0	0	0	0
Standard Error	0.7	1.4	0	2.9	0	1.2	0	0	0	0
Median	9.0	5.0	6.0	9.0	9.0	9.0	0	0	2.0	7.0

Brand Identity Survey

Detailed tables

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

Proportions/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 Sector								
		Solopreneur/c onsultant	Retail/restaura nt	Personal services	Professional services	Manufacturing/ Construction	Importer/Distri butor	Technology	Internet-based	Other
		A	B	C	D	E	F	G	H	I
Base: Respondents who gave this response Weighted	8	1	0	0	0	2	1	1	0	3
	10*	1**	-.**	-.**	-.**	4**	2**	1**	-.**	3**
Competition										
3rd	1	0	0	0	0	0	0	1	0	0
	6%	-	-	-	-	-	-	100%	-	-
4th	3	0	0	0	0	3	0	0	0	0
	27%	-	-	-	-	74%	-	-	-	-
7th	2	0	0	0	0	0	0	0	0	2
	18%	-	-	-	-	-	-	-	-	54%
8th	3	0	0	0	0	1	0	0	0	2
	25%	-	-	-	-	26%	-	-	-	46%
9th	2	1	0	0	0	0	2	0	0	0
	24%	100%	-	-	-	-	100%	-	-	-
Summary										
Mean	6.7	9.0	0	0	0	5.0	9.0	3.0	0	7.5
Standard Deviation	2.2	0	0	0	0	2.1	0	0	0	0.6
Standard Error	0.8	0	0	0	0	1.5	0	0	0	0.3
Median	7.0	9.0	0	0	0	4.0	9.0	3.0	0	7.0

Brand Identity Survey

Detailed tables

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

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

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

	Total	Business Sector								
		Solopreneur/c onsultant	Retail/restaura nt	Personal services	Professional services	Manufacturing/ Construction	Importer/Distri butor	Technology	Internet-based	Other
		A	B	C	D	E	F	G	H	I
Base: Respondents who gave this response Weighted										
	12	2	0	1	3	4	1	0	0	1
	11*	1**	-.**	2**	2**	5**	0**	-.**	-.**	1**
Reputation										
1st	1 7%	0 -	0 -	0 -	0 -	1 16%	0 -	0 -	0 -	0 -
2nd	4 32%	0 -	0 -	0 -	0 -	3 63%	0 -	0 -	0 -	1 100%
3rd	1 12%	0 -	0 -	0 -	1 70%	0 -	0 -	0 -	0 -	0 -
5th	2 21%	0 -	0 -	2 100%	0 -	0 -	0 -	0 -	0 -	0 -
7th	1 9%	0 -	0 -	0 -	0 -	1 21%	0 -	0 -	0 -	0 -
8th	1 7%	1 64%	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -
9th	1 12%	0 36%	0 -	0 -	1 30%	0 -	0 100%	0 -	0 -	0 -
Summary										
Mean	4.4	8.4	0	5.0	4.8	2.9	9.0	0	0	2.0
Standard Deviation	2.8	0	0	0	0	2.4	0	0	0	0
Standard Error	0.8	0	0	0	0	1.2	0	0	0	0
Median	3.0	8.0	0	5.0	3.0	2.0	9.0	0	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/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 Sector								
		Solopreneur/c onsultant	Retail/restaura nt	Personal services	Professional services	Manufacturing/ Construction	Importer/Distri butor	Technology	Internet-based	Other
		A	B	C	D	E	F	G	H	I
Base: Respondents who gave this response Weighted	9	4	0	1	1	0	0	0	0	3
	6*	2**	-**	1**	1**	-**	-**	-**	-**	2**
Communication										
2nd	1	0	0	0	0	0	0	0	0	1
	21%	-	-	-	-	-	-	-	-	56%
5th	2	1	0	1	0	0	0	0	0	0
	26%	23%	-	100%	-	-	-	-	-	19%
7th	0	0	0	0	0	0	0	0	0	0
	6%	17%	-	-	-	-	-	-	-	-
9th	3	1	0	0	1	0	0	0	0	1
	47%	61%	-	-	100%	-	-	-	-	25%
Summary										
Mean	6.4	7.8	0	5.0	9.0	0	0	0	0	4.3
Standard Deviation	3.0	2.2	0	0	0	0	0	0	0	3.8
Standard Error	1.0	1.1	0	0	0	0	0	0	0	2.2
Median	7.0	9.0	0	5.0	9.0	0	0	0	0	2.0

Brand Identity Survey

Detailed tables

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

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

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

	Total	Business Sector								
		Solopreneur/c onsultant	Retail/restaura nt	Personal services	Professional services	Manufacturing/ Construction	Importer/Distri butor	Technology	Internet-based	Other
		A	B	C	D	E	F	G	H	I
Base: Respondents who gave this response Weighted	7	1	0	0	1	1	1	1	0	2
	6*	1**	-.**	-.**	1**	0**	1**	2**	-.**	2**
Sales										
2nd	2 27%	0 -	0 -	0 -	0 -	0 -	0 -	2 100%	0 -	0 -
3rd	1 21%	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	1 70%
4th	1 22%	0 -	0 -	0 -	1 100%	0 -	1 100%	0 -	0 -	0 -
6th	1 16%	1 100%	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -
9th	1 14%	0 -	0 -	0 -	0 -	0 100%	0 -	0 -	0 -	1 30%
Summary										
Mean	4.3	6.0	0	0	4.0	9.0	4.0	2.0	0	4.8
Standard Deviation	2.5	0	0	0	0	0	0	0	0	0
Standard Error	1.0	0	0	0	0	0	0	0	0	0
Median	4.0	6.0	0	0	4.0	9.0	4.0	2.0	0	3.0

Brand Identity Survey

Detailed tables

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

Proportions/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 Sector								
		Solopreneur/c onsultant	Retail/restaura nt	Personal services	Professional services	Manufacturing/ Construction	Importer/Distri butor	Technology	Internet-based	Other
		A	B	C	D	E	F	G	H	I
Base: Respondents who gave this response Weighted	7	1	1	1	1	0	0	0	0	3
	5*	1**	1**	1**	1**	-.**	-.**	-.**	-.**	2**
Product availability										
4th	1	0	0	1	0	0	0	0	0	0
	23%	-	-	100%	-	-	-	-	-	-
6th	1	1	0	0	0	0	0	0	0	0
	11%	100%	-	-	-	-	-	-	-	-
9th	4	0	1	0	1	0	0	0	0	2
	66%	-	100%	-	100%	-	-	-	-	100%
Summary										
Mean	7.5	6.0	9.0	4.0	9.0	0	0	0	0	9.0
Standard Deviation	2.4	0	0	0	0	0	0	0	0	0.0
Standard Error	0.9	0	0	0	0	0	0	0	0	0.0
Median	9.0	6.0	9.0	4.0	9.0	0	0	0	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 Sector								
		Solopreneur/c onsultant	Retail/restaura nt	Personal services	Professional services	Manufacturing/ Construction	Importer/Distri butor	Technology	Internet-based	Other
		A	B	C	D	E	F	G	H	I
Base: Respondents who gave this response Weighted	12	4	1	0	1	1	1	0	2	2
	8*	3**	0**	-**	0**	1**	1**	-**	2**	2**
Business plan/ targets/ management										
1st	0 4%	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 22%	0 -
2nd	0 5%	0 -	0 -	0 -	0 100%	0 -	0 -	0 -	0 -	0 -
4th	1 8%	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	1 39%
6th	0 6%	0 -	0 100%	0 -	0 -	0 -	0 -	0 -	0 -	0 -
7th	2 28%	0 -	0 -	0 -	0 -	0 -	0 -	0 -	1 78%	1 61%
8th	1 10%	0 -	0 -	0 -	0 -	1 100%	0 -	0 -	0 -	0 -
9th	3 40%	3 100%	0 -	0 -	0 -	0 -	1 100%	0 -	0 -	0 -
Summary										
Mean	7.1	9.0	6.0	0	2.0	8.0	9.0	0	5.7	5.8
Standard Deviation	2.4	0.0	0	0	0	0	0	0	0	0
Standard Error	0.7	0.0	0	0	0	0	0	0	0	0
Median	7.0	9.0	6.0	0	2.0	8.0	9.0	0	7.0	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 Sector								
		Solopreneur/c onsultant	Retail/restaura nt	Personal services	Professional services	Manufacturing/ Construction	Importer/Distri butor	Technology	Internet-based	Other
Base: Respondents who gave this response Weighted		A	B	C	D	E	F	G	H	I
	138	21	13	15	18	12	5	4	3	47
	131*	17**	12**	12**	19**	14**	8**	2**	3**	44*
Other										
1st	10 7%	2 10%	1 8%	0 -	1 7%	1 9%	0 -	0 -	0 -	4 10%
2nd	4 3%	0 -	0 -	2 15%	0 -	1 4%	0 -	0 -	0 -	1 3%
3rd	13 10%	3 19%	1 8%	1 9%	0 -	4 30%	1 6%	0 -	0 -	3 6%
4th	2 2%	0 -	0 -	0 -	0 -	0 3%	0 -	0 -	0 -	2 4%
5th	8 6%	1 3%	0 -	2 14%	0 2%	0 -	0 -	0 -	0 -	5 13%
6th	12 9%	2 14%	0 -	0 4%	2 9%	1 4%	1 17%	0 -	2 50%	4 8%
7th	9 7%	2 14%	1 11%	2 15%	0 -	0 -	1 8%	0 24%	0 -	2 5%
8th	7 6%	0 2%	3 22%	2 13%	1 5%	1 5%	0 -	0 -	0 -	1 3%
9th	67 51%	6 37%	6 50%	4 29%	14 77%	6 44%	6 69%	1 76%	2 50%	21 49%
Summary										
Mean	6.8	6.2	7.4	6.2	8.0	5.8	8.0	8.5	7.5	6.6
Standard Deviation	2.7	2.9	2.6	2.7	2.3	3.3	1.8	0	1.8	2.8
Standard Error	0.2	0.6	0.7	0.7	0.5	0.9	0.8	0	1.0	0.4
Median	9.0	7.0	9.0	7.0	9.0	6.0	9.0	9.0	6.0	8.0

Brand Identity Survey

Detailed tables

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

Proportions/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 Sector								
		Solopreneur/c onsultant	Retail/restaura nt	Personal services	Professional services	Manufacturing/ Construction	Importer/Distri butor	Technology	Internet-based	Other
		A	B	C	D	E	F	G	H	I
Finding a good space or location	80 7%	8 4%	11 14% ADEGH	12 7% E	5 3%	1 0	6 12%	0 -	1 1%	37 12% ADEGH
Ensuring I had the right technology in place	80 7%	17 8% E	1 1%	11 6%	17 12% BEI	2 1%	1 1%	8 14% BEI	12 15% BEI	11 4%
Marketing and branding	61 5%	9 4%	2 2%	8 5%	9 7%	4 4%	4 7%	2 4%	8 10%	15 5%
Hiring and training staff	41 3%	2 1%	12 15% ACDEGI	7 4%	7 5%	4 3%	0 1%	0 -	3 4%	5 2%
Developing customer/client base	512 42%	107 50% BGI	15 19%	89 53% BGI	63 45% B	53 45% B	19 38%	20 33%	35 43% B	110 35% B
Finances	293 24%	42 20%	29 38% ACDH	28 17%	28 20%	35 30% C	17 33%	15 25%	15 18%	84 27%
Product development/manufacturing	71 6%	18 8% C	3 4%	2 1%	5 3%	13 11% CD	3 6%	8 14% CDI	3 3%	17 5%
Patents/Trademarks	21 2%	2 1%	3 4%	3 2%	3 2%	2 1%	0 -	2 3%	2 2%	4 1%
Equipment/ materials/ suppliers	1 2%	0 -	0 -	1 10%	0 -	0 -	0 -	0 -	0 -	0 -
Logistics/ vehicles/ transportation/ distribution	0 2%	0 -	0 -	0 11%	0 -	0 -	0 -	0 -	0 -	0 -
Licensing/ government regulations/ legalities	2 9%	0 -	0 -	0 -	0 -	0 -	0 -	1 100%	0 -	1 7%
Networking/ partnerships	0 1%	0 -	0 -	0 -	0 4%	0 -	0 -	0 -	0 -	0 -
Service/ customer service/ customer satisfaction	16 29%	1 10%	0 -	4 29%	2 49%	1 56%	0 -	0 22%	0 -	8 44%
Time management/ time (unspecified)	4 8%	0 -	0 -	0 -	0 -	1 15%	0 -	0 -	4 50%	0 -
Quality of products/ work	19 54%	0 -	0 -	1 100%	0 -	2 37%	0 -	2 100%	0 -	14 71%

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 Sector								
		Solopreneur/c onsultant	Retail/restaura nt	Personal services	Professional services	Manufacturing/ Construction	Importer/Distri butor	Technology	Internet-based	Other
		A	B	C	D	E	F	G	H	I
Learning the business/personal training	1 6%	1 55%	0 -	1 12%	0 -	0 -	0 -	0 -	0 -	0 -
Reputation	1 7%	0 -	0 -	0 -	0 -	1 16%	0 -	0 -	0 -	0 -
Business plan/ targets/ management	0 4%	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 22%	0 -
Other	10 7%	2 10%	1 8%	0 -	1 7%	1 9%	0 -	0 -	0 -	4 10%

Brand Identity Survey

Detailed tables

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

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

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

	Total	Business Sector								
		Solopreneur/c onsultant	Retail/restaura nt	Personal services	Professional services	Manufacturing/ Construction	Importer/Distri butor	Technology	Internet-based	Other
		A	B	C	D	E	F	G	H	I
Finding a good space or location	119 10%	16 8%	18 23% AEGHI	25 15%	17 12%	8 7%	2 5%	5 8%	4 5%	24 7%
Ensuring I had the right technology in place	127 10%	31 14% B	0 -	12 7%	19 14% B	8 7%	1 1%	14 23% BCEI	13 16% B	30 10% B
Marketing and branding	163 13%	36 17% E	16 20% E	25 15%	14 10%	8 7%	8 15%	4 7%	12 14%	41 13%
Hiring and training staff	90 7%	7 3%	8 10%	12 7%	11 8%	8 7%	2 3%	1 1%	1 1%	40 13% AGH
Developing customer/client base	277 23%	54 25%	19 25%	29 17%	39 28%	27 23%	13 25%	15 25%	14 16%	67 21%
Finances	270 22%	44 21% B	6 8%	47 28% B	27 19%	29 25% B	16 32%	11 19%	17 21%	72 23% B
Product development/manufacturing	93 8%	12 6%	7 9%	4 3%	7 5%	17 15% ACD	6 11%	3 5%	12 14% C	26 8%
Patents/Trademarks	44 4%	5 2%	3 4%	6 4%	6 4%	5 4%	4 8%	6 9% AI	5 6%	4 1%
Equipment/ materials/ suppliers	4 5%	1 16%	0 -	0 -	0 -	0 -	0 -	0 -	3 88%	0 -
Logistics/ vehicles/ transportation/ distribution	1 7%	0 -	0 -	1 37%	0 -	0 -	0 -	0 -	0 -	0 -
Licensing/ government regulations/ legalities	2 6%	1 15%	0 -	0 -	0 -	0 -	0 -	0 -	0 -	1 9%
Networking/ partnerships	2 5%	0 -	0 -	0 -	0 -	1 11%	0 -	0 -	0 -	1 34%
Service/ customer service/ customer satisfaction	5 9%	1 9%	1 21%	1 8%	0 -	0 -	0 100%	0 -	1 56%	1 3%
Quality of products/ work	2 6%	0 -	0 -	0 -	0 -	1 25%	0 -	0 -	0 -	1 3%
Learning the business/personal training	2 11%	0 -	0 -	2 35%	0 -	0 -	0 -	0 -	0 -	1 12%

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 Sector								
		Solopreneur/c onsultant	Retail/restaura nt	Personal services	Professional services	Manufacturing/ Construction	Importer/Distri butor	Technology	Internet-based	Other
		A	B	C	D	E	F	G	H	I
Website development/ software	1 5%	0 -	0 -	0 -	0 -	0 -	0 -	0 -	1 100%	0 -
Reputation	4 32%	0 -	0 -	0 -	0 -	3 63%	0 -	0 -	0 -	1 100%
Communication	1 21%	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	1 56%
Sales	2 27%	0 -	0 -	0 -	0 -	0 -	0 -	2 100%	0 -	0 -
Business plan/ targets/ management	0 5%	0 -	0 -	0 -	0 100%	0 -	0 -	0 -	0 -	0 -
Other	4 3%	0 -	0 -	2 15%	0 -	1 4%	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 Sector								
		Solopreneur/c onsultant	Retail/restaura nt	Personal services	Professional services	Manufacturing/ Construction	Importer/Distri butor	Technology	Internet-based	Other
		A	B	C	D	E	F	G	H	I
Finding a good space or location	118 10%	16 8%	9 12%	22 13% H	15 10%	9 7%	7 14%	5 8%	1 2%	34 11%
Ensuring I had the right technology in place	192 16%	48 22% EI	8 10%	21 13%	34 24% BCEI	14 12%	2 4%	8 13%	18 22%	40 13%
Marketing and branding	175 14%	27 13%	10 13%	31 18% D	9 6%	12 11%	15 30%	6 10%	12 15%	52 17% D
Hiring and training staff	106 9%	6 3%	14 18% ACHI	8 5%	20 14% ACI	20 17% ACI	7 13%	4 7%	4 5%	22 7%
Developing customer/client base	161 13%	17 8%	10 13%	24 14%	13 9%	18 15%	5 9%	10 17%	7 8%	58 18% AD
Finances	213 17%	40 19%	10 13%	34 20%	31 22%	18 15%	7 14%	15 26% I	16 19%	43 14%
Product development/manufacturing	149 12%	34 16% C	8 10%	12 7%	13 9%	16 13%	7 14%	9 15%	16 19% C	34 11%
Patents/Trademarks	53 4%	11 5%	5 6%	4 3%	5 3%	6 5%	0 -	2 3%	5 6%	15 5%
Equipment/ materials/ suppliers	10 12%	3 35%	2 39%	0 4%	0 -	1 4%	0 -	0 -	0 -	4 14%
Logistics/ vehicles/ transportation/ distribution	1 4%	0 8%	0 -	0 -	0 -	0 -	0 -	0 22%	0 -	0 -
Licensing/ government regulations/ legalities	2 8%	0 11%	0 -	0 -	0 -	0 -	0 -	0 -	0 -	2 14%
Networking/ partnerships	1 3%	1 6%	0 -	0 -	0 -	1 9%	0 -	0 -	0 -	0 -
Service/ customer service/ customer satisfaction	6 10%	1 14%	0 11%	2 16%	0 -	0 -	0 -	0 -	0 -	2 9%
Time management/ time (unspecified)	3 6%	0 -	0 -	1 19%	1 11%	0 -	0 11%	0 -	0 -	0 -
Quality of products/ work	1 2%	0 -	0 -	0 -	0 -	1 11%	0 -	0 -	0 -	0 -

Brand Identity Survey

Detailed tables

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

Proportions/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 Sector								
		Solopreneur/c onsultant	Retail/restaura nt	Personal services	Professional services	Manufacturing/ Construction	Importer/Distri butor	Technology	Internet-based	Other
		A	B	C	D	E	F	G	H	I
Learning the business/personal training	3 16%	0 -	0 -	2 38%	0 -	0 -	0 -	0 -	0 -	1 25%
Website development/ software	1 8%	0 -	0 -	1 49%	0 -	0 -	0 -	0 -	0 -	0 -
Competition	1 6%	0 -	0 -	0 -	0 -	0 -	0 -	1 100%	0 -	0 -
Reputation	1 12%	0 -	0 -	0 -	1 70%	0 -	0 -	0 -	0 -	0 -
Sales	1 21%	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	1 70%
Other	13 10%	3 19%	1 8%	1 9%	0 -	4 30%	1 6%	0 -	0 -	3 6%

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 Sector								
		Solopreneur/c onsultant	Retail/restaura nt	Personal services	Professional services	Manufacturing/ Construction	Importer/Distri butor	Technology	Internet-based	Other
		A	B	C	D	E	F	G	H	I
Finding a good space or location	115 9%	13 6%	5 7%	14 8%	20 14% A	13 11%	6 11%	6 10%	7 8%	31 10%
Ensuring I had the right technology in place	191 16%	35 17%	7 9%	20 12%	24 17%	21 18%	11 21%	11 19%	8 9%	55 17%
Marketing and branding	221 18%	46 22%	14 18%	38 23%	25 18%	17 14%	3 6%	9 15%	21 25%	48 15%
Hiring and training staff	158 13%	23 11%	12 16%	16 10%	10 7%	20 17% D	5 11%	4 7%	9 10%	58 18% D
Developing customer/client base	93 8%	15 7%	16 20% ACDEI	4 3%	10 7%	8 6%	9 17%	5 8%	6 7%	21 7%
Finances	163 13%	35 17%	12 16%	25 15%	20 14%	9 8%	2 4%	8 14%	17 20%	33 11%
Product development/manufacturing	142 12%	27 13%	5 7%	30 18% I	14 10%	14 12%	10 20%	7 12%	6 8%	29 9%
Patents/Trademarks	73 6%	10 5%	4 5%	9 5%	6 5%	8 7%	4 8%	5 9%	3 3%	24 8%
Equipment/ materials/ suppliers	8 10%	0 -	0 -	3 22%	0 -	2 16%	1 59%	0 -	0 -	2 8%
Logistics/ vehicles/ transportation/ distribution	0 2%	0 7%	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -
Licensing/ government regulations/ legalities	6 23%	0 -	0 -	1 27%	1 58%	3 100%	0 -	0 -	0 -	1 11%
Networking/ partnerships	10 23%	1 6%	0 -	0 -	6 53%	0 -	0 -	1 51%	2 36%	0 -
Service/ customer service/ customer satisfaction	7 13%	3 29%	0 -	3 27%	0 -	0 -	0 -	0 -	0 -	1 3%
Time management/ time (unspecified)	2 3%	1 10%	0 -	0 -	0 -	0 -	0 -	0 -	0 -	1 11%
Quality of products/ work	2 5%	0 -	0 -	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/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 Sector								
		Solopreneur/c onsultant	Retail/restaura nt	Personal services	Professional services	Manufacturing/ Construction	Importer/Distri butor	Technology	Internet-based	Other
		A	B	C	D	E	F	G	H	I
Learning the business/personal training	2 12%	1 45%	1 75%	0 -	0 -	0 -	0 -	1 100%	0 -	0 -
Competition	3 27%	0 -	0 -	0 -	0 -	3 74%	0 -	0 -	0 -	0 -
Sales	1 22%	0 -	0 -	0 -	1 100%	0 -	1 100%	0 -	0 -	0 -
Product availability	1 23%	0 -	0 -	1 100%	0 -	0 -	0 -	0 -	0 -	0 -
Business plan/ targets/ management	1 8%	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	1 39%
Other	2 2%	0 -	0 -	0 -	0 -	0 3%	0 -	0 -	0 -	2 4%

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 Sector								
		Solopreneur/c onsultant	Retail/restaura nt	Personal services	Professional services	Manufacturing/ Construction	Importer/Distri butor	Technology	Internet-based	Other
		A	B	C	D	E	F	G	H	I
Finding a good space or location	169 14%	19 9%	4 5%	24 14%	23 16% B	13 11%	7 13%	9 14%	16 20% B	54 17% AB
Ensuring I had the right technology in place	213 17%	40 19%	21 27% DHI	29 17%	18 13%	24 21%	16 31%	9 16%	8 9%	47 15%
Marketing and branding	201 16%	39 18%	15 19%	24 14%	28 20%	19 16%	7 13%	15 26% I	15 18%	39 12%
Hiring and training staff	105 9%	16 8%	3 4%	18 11%	17 12%	9 8%	1 2%	7 11%	3 3%	31 10%
Developing customer/client base	64 5%	9 4%	7 9%	8 5%	9 6%	4 3%	1 1%	4 7%	4 5%	19 6%
Finances	114 9%	21 10%	7 8%	9 5%	12 8%	9 8%	8 16%	5 8%	10 12%	33 11%
Product development/manufacturing	198 16%	40 19% G	12 15%	24 14%	23 16%	20 17%	7 15%	3 6%	20 25% G	48 15%
Patents/Trademarks	81 7%	17 8%	1 2%	14 9%	8 6%	8 7%	4 7%	5 9%	6 7%	18 6%
Equipment/ materials/ suppliers	12 15%	0 -	2 39%	1 11%	1 30%	2 18%	0 -	0 -	0 -	6 22%
Logistics/ vehicles/ transportation/ distribution	5 29%	3 58%	0 -	1 18%	0 -	0 -	0 -	0 -	0 -	2 34%
Licensing/ government regulations/ legalities	1 3%	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	1 7%
Networking/ partnerships	7 16%	1 7%	0 -	0 21%	1 11%	4 49%	0 -	1 20%	0 -	1 18%
Service/ customer service/ customer satisfaction	2 4%	0 -	1 14%	0 3%	1 15%	0 -	0 -	0 -	0 -	1 3%
Time management/ time (unspecified)	7 14%	1 15%	1 48%	0 -	0 -	2 43%	0 -	2 78%	0 -	1 22%
Quality of products/ work	1 2%	0 -	0 -	0 -	0 -	1 14%	0 -	0 -	0 -	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 Sector								
		Solopreneur/c onsultant	Retail/restaura nt	Personal services	Professional services	Manufacturing/ Construction	Importer/Distri butor	Technology	Internet-based	Other
		A	B	C	D	E	F	G	H	I
Learning the business/personal training	0 2%	0 -	0 25%	0 -	0 -	0 -	0 -	0 -	0 -	0 -
Website development/ software	3 23%	2 80%	0 -	0 -	0 -	1 15%	0 -	0 -	0 -	0 -
Reputation	2 21%	0 -	0 -	2 100%	0 -	0 -	0 -	0 -	0 -	0 -
Communication	2 26%	1 23%	0 -	1 100%	0 -	0 -	0 -	0 -	0 -	0 19%
Other	8 6%	1 3%	0 -	2 14%	0 2%	0 -	0 -	0 -	0 -	5 13%

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 Sector								
		Solopreneur/c onsultant	Retail/restaura nt	Personal services	Professional services	Manufacturing/ Construction	Importer/Distri butor	Technology	Internet-based	Other
		A	B	C	D	E	F	G	H	I
Finding a good space or location	207 17%	52 24% BCI	6 8%	18 11%	23 16%	31 27% BCI	6 13%	11 18%	13 16%	47 15%
Ensuring I had the right technology in place	168 14%	17 8%	22 28% ADGHI	25 15% G	15 10%	23 19% AG	6 11%	2 3%	10 12%	48 15% AG
Marketing and branding	160 13%	23 11%	12 16%	21 12%	20 14%	17 15%	4 8%	8 13%	5 7%	50 16%
Hiring and training staff	173 14%	35 17% B	4 5%	25 15%	17 12%	15 13%	16 31%	12 19% B	9 11%	39 12%
Developing customer/client base	51 4%	5 2%	3 4%	3 2%	5 4%	3 3%	5 10%	4 7%	5 6%	18 6%
Finances	73 6%	15 7%	6 7%	9 6%	12 8%	4 3%	0 -	1 1%	4 5%	23 7%
Product development/manufacturing	169 14%	23 11%	11 14%	29 18%	29 20% AEH	9 7%	8 16%	12 20% E	6 7%	42 14%
Patents/Trademarks	166 14%	26 12%	11 14%	32 19%	14 10%	12 11%	3 7%	6 10%	27 32% ABDEGI	35 11%
Equipment/ materials/ suppliers	11 13%	1 7%	0 10%	2 17%	0 16%	2 14%	0 -	1 10%	0 -	4 17%
Logistics/ vehicles/ transportation/ distribution	3 16%	0 -	0 -	0 -	0 -	0 -	0 -	0 -	1 75%	2 39%
Licensing/ government regulations/ legalities	1 4%	1 15%	0 -	0 -	0 17%	0 -	0 -	0 -	0 -	0 -
Networking/ partnerships	5 13%	4 45%	0 -	0 -	1 6%	0 -	0 -	0 -	0 -	1 21%
Service/ customer service/ customer satisfaction	2 4%	1 9%	0 -	0 -	1 15%	0 -	0 -	0 -	1 44%	0 -
Time management/ time (unspecified)	1 2%	1 8%	0 -	0 -	0 -	0 -	0 -	1 22%	0 -	0 -
Quality of products/ work	2 6%	1 100%	1 100%	0 -	1 72%	0 -	0 -	0 -	0 -	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/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 Sector								
		Solopreneur/c onsultant	Retail/restaura nt	Personal services	Professional services	Manufacturing/ Construction	Importer/Distri butor	Technology	Internet-based	Other
		A	B	C	D	E	F	G	H	I
Learning the business/personal training	1 7%	0 -	0 -	0 -	1 29%	0 -	0 -	0 -	0 -	0 -
Website development/ software	1 7%	0 -	1 62%	0 -	0 -	0 -	0 -	0 -	0 -	0 -
Sales	1 16%	1 100%	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -
Product availability	1 11%	1 100%	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -
Business plan/ targets/ management	0 6%	0 -	0 100%	0 -	0 -	0 -	0 -	0 -	0 -	0 -
Other	12 9%	2 14%	0 -	0 4%	2 9%	1 4%	1 17%	0 -	2 50%	4 8%

Brand Identity Survey

Detailed tables

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

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

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

	Total	Business Sector								
		Solopreneur/c onsultant	Retail/restaura nt	Personal services	Professional services	Manufacturing/ Construction	Importer/Distri butor	Technology	Internet-based	Other
		A	B	C	D	E	F	G	H	I
Finding a good space or location	194 16%	52 24% BDI	3 4%	23 14%	17 12%	21 18% B	3 6%	16 27% BDI	25 31% BCDI	34 11%
Ensuring I had the right technology in place	131 11%	13 6%	13 16% AD	21 13%	9 6%	19 17% AD	12 24%	3 5%	10 12%	31 10%
Marketing and branding	129 11%	17 8%	3 4%	10 6%	25 18% ABCH	20 17% ABCH	8 15%	7 12%	3 3%	37 12%
Hiring and training staff	191 16%	42 20% I	12 15%	22 13%	31 22% I	16 14%	9 19%	12 19%	12 15%	34 11%
Developing customer/client base	27 2%	4 2%	5 7% DE	3 2%	1 1%	0 -	0 -	1 1%	1 1%	12 4%
Finances	55 4%	8 4%	4 5%	8 5%	7 5%	9 7%	1 2%	3 6%	3 3%	12 4%
Product development/manufacturing	212 17%	25 12%	20 26% A	37 22% A	26 18%	18 15%	3 7%	6 10%	14 17%	62 20% A
Patents/Trademarks	236 19%	45 21% E	16 20%	37 22% E	23 16%	12 10%	12 23%	11 18%	13 16%	67 21% E
Equipment/ materials/ suppliers	6 8%	2 19%	0 -	2 16%	0 -	0 -	0 -	1 9%	0 -	2 7%
Licensing/ government regulations/ legalities	1 5%	0 -	1 100%	0 17%	0 -	0 -	0 -	0 -	0 -	0 -
Networking/ partnerships	4 8%	0 -	0 -	1 49%	0 5%	0 -	1 100%	0 -	0 -	1 27%
Service/ customer service/ customer satisfaction	4 7%	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	4 20%
Time management/ time (unspecified)	0 1%	0 5%	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -
Quality of products/ work	1 3%	0 -	0 -	0 -	0 28%	0 -	0 -	0 -	0 -	1 3%
Learning the business/personal training	1 5%	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	1 20%

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 Sector								
		Solopreneur/c onsultant	Retail/restaura nt	Personal services	Professional services	Manufacturing/ Construction	Importer/Distri butor	Technology	Internet-based	Other
		A	B	C	D	E	F	G	H	I
Website development/ software	1 7%	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	1 65%
Competition	2 18%	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	2 54%
Reputation	1 9%	0 -	0 -	0 -	0 -	1 21%	0 -	0 -	0 -	0 -
Communication	0 6%	0 17%	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -
Business plan/ targets/ management	2 28%	0 -	0 -	0 -	0 -	0 -	0 -	0 -	1 78%	1 61%
Other	9 7%	2 14%	1 11%	2 15%	0 -	0 -	1 8%	0 24%	0 -	2 5%

Brand Identity Survey

Detailed tables

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

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

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

	Total	Business Sector								
		Solopreneur/c onsultant	Retail/restaura nt	Personal services	Professional services	Manufacturing/ Construction	Importer/Distri butor	Technology	Internet-based	Other
		A	B	C	D	E	F	G	H	I
Finding a good space or location	160 13%	28 13%	20 25% ACDEHI	20 12%	18 12%	11 9%	12 24%	6 11%	7 9%	38 12%
Ensuring I had the right technology in place	97 8%	6 3%	5 6%	26 16% ADE	5 4%	4 3%	3 6%	3 6%	4 5%	40 13% ADE
Marketing and branding	91 7%	12 6%	5 6%	12 7%	11 8%	12 10%	1 2%	7 11%	3 3%	29 9%
Hiring and training staff	255 21%	62 29% BDEI	10 13%	32 19%	26 18%	13 11%	7 14%	13 22%	32 39% BCDEI	59 19%
Developing customer/client base	21 2%	1 1%	3 4%	6 4%	1 1%	5 4%	0 -	0 -	0 -	5 2%
Finances	31 3%	4 2%	1 2%	5 3%	4 3%	5 4%	0 -	1 1%	1 1%	10 3%
Product development/manufacturing	125 10%	31 15% EH	5 7%	21 13%	15 11%	6 5%	4 9%	10 16% EH	2 3%	31 10%
Patents/Trademarks	364 30%	56 26%	25 32%	35 21%	52 37% C	56 48% ACGHI	19 38%	16 27%	20 24%	85 27%
Equipment/ materials/ suppliers	7 9%	0 -	0 -	2 15%	0 -	2 13%	0 -	0 -	0 -	4 15%
Logistics/ vehicles/ transportation/ distribution	2 12%	1 9%	0 -	1 34%	0 -	0 -	0 -	0 -	0 -	0 9%
Licensing/ government regulations/ legalities	4 14%	2 60%	0 -	0 -	0 -	0 -	0 -	0 -	0 -	1 12%
Networking/ partnerships	4 10%	0 -	0 -	1 29%	2 14%	1 8%	0 -	1 29%	1 15%	0 -
Service/ customer service/ customer satisfaction	1 2%	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	1 6%
Time management/ time (unspecified)	12 23%	1 13%	1 52%	5 66%	2 28%	0 -	2 48%	0 -	0 -	0 -
Quality of products/ work	7 20%	0 -	0 -	0 -	0 -	1 13%	0 -	0 -	3 75%	3 14%

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 Sector								
		Solopreneur/c onsultant	Retail/restaura nt	Personal services	Professional services	Manufacturing/ Construction	Importer/Distri butor	Technology	Internet-based	Other
		A	B	C	D	E	F	G	H	I
Learning the business/personal training	4 22%	0 -	0 -	0 -	2 43%	0 -	0 -	0 -	2 100%	1 13%
Competition	3 25%	0 -	0 -	0 -	0 -	1 26%	0 -	0 -	0 -	2 46%
Reputation	1 7%	1 64%	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -
Business plan/ targets/ management	1 10%	0 -	0 -	0 -	0 -	1 100%	0 -	0 -	0 -	0 -
Other	7 6%	0 2%	3 22%	2 13%	1 5%	1 5%	0 -	0 -	0 -	1 3%

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 Sector								
		Solopreneur/c onsultant	Retail/restaura nt	Personal services	Professional services	Manufacturing/ Construction	Importer/Distri butor	Technology	Internet-based	Other
		A	B	C	D	E	F	G	H	I
Finding a good space or location	61 5%	7 3%	3 4%	8 5%	6 4%	11 9%	1 2%	3 5%	7 9%	16 5%
Ensuring I had the right technology in place	25 2%	4 2%	1 2%	3 2%	1 1%	3 2%	0 -	2 3%	0 -	12 4%
Marketing and branding	23 2%	4 2%	1 1%	0 -	1 0	7 6% CDI	1 3%	2 3%	5 5% C	3 1%
Hiring and training staff	107 9%	18 8% D	3 4%	27 16% BDI	2 1%	12 10% D	3 6%	7 12% D	9 11% D	25 8% D
Developing customer/client base	19 2%	0 -	0 -	2 1%	0 0	1 1%	0 -	1 2%	11 14% ABCDEI	3 1%
Finances	13 1%	4 2%	2 3%	3 2%	1 1%	0 -	0 -	0 -	0 -	3 1%
Product development/manufacturing	64 5%	4 2%	6 8% A	9 5%	10 7% A	6 5%	2 3%	1 2%	3 4%	24 8% A
Patents/Trademarks	187 15%	40 19% EH	10 13%	26 16%	24 17% H	9 8%	5 10%	7 12%	3 4%	63 20% EH
Equipment/ materials/ suppliers	21 26%	2 23%	1 12%	1 5%	2 54%	5 35%	1 41%	6 81%	0 12%	5 17%
Logistics/ vehicles/ transportation/ distribution	5 29%	1 17%	1 100%	0 -	0 -	1 100%	0 100%	1 78%	0 25%	1 17%
Licensing/ government regulations/ legalities	7 27%	0 -	0 -	1 56%	1 25%	0 -	1 100%	0 -	0 -	4 39%
Networking/ partnerships	9 21%	3 36%	0 -	0 -	1 7%	2 23%	0 -	0 -	3 49%	0 -
Service/ customer service/ customer satisfaction	12 22%	3 28%	2 54%	2 17%	1 21%	1 44%	0 -	1 78%	0 -	2 12%
Time management/ time (unspecified)	21 42%	4 50%	0 -	1 15%	4 60%	2 42%	2 41%	0 -	4 50%	4 68%
Quality of products/ work	1 3%	0 -	0 -	0 -	0 -	0 -	0 -	0 -	1 25%	0 -

Brand Identity Survey

Detailed tables

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

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

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

	Total	Business Sector								
		Solopreneur/c onsultant	Retail/restaura nt	Personal services	Professional services	Manufacturing/ Construction	Importer/Distri butor	Technology	Internet-based	Other
		A	B	C	D	E	F	G	H	I
Learning the business/personal training	3 18%	0 -	0 -	1 15%	1 29%	0 -	0 -	0 -	0 -	1 30%
Website development/ software	7 50%	1 20%	1 38%	1 51%	1 100%	3 85%	0 -	0 -	0 -	1 35%
Competition	2 24%	1 100%	0 -	0 -	0 -	0 -	2 100%	0 -	0 -	0 -
Reputation	1 12%	0 36%	0 -	0 -	1 30%	0 -	0 100%	0 -	0 -	0 -
Communication	3 47%	1 61%	0 -	0 -	1 100%	0 -	0 -	0 -	0 -	1 25%
Sales	1 14%	0 -	0 -	0 -	0 -	0 100%	0 -	0 -	0 -	1 30%
Product availability	4 66%	0 -	1 100%	0 -	1 100%	0 -	0 -	0 -	0 -	2 100%
Business plan/ targets/ management	3 40%	3 100%	0 -	0 -	0 -	0 -	1 100%	0 -	0 -	0 -
Other	67 51%	6 37%	6 50%	4 29%	14 77%	6 44%	6 69%	1 76%	2 50%	21 49%

Brand Identity Survey

Detailed tables

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

Proportions/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 Sector								
		Solopreneur/c onsultant	Retail/restaura nt	Personal services	Professional services	Manufacturing/ Construction	Importer/Distri butor	Technology	Internet-based	Other
		A	B	C	D	E	F	G	H	I
Finding a good space or location	318 26%	41 19%	38 48% ADEGHI	60 36% AEGH	36 26% H	17 15%	15 30%	9 15%	7 8%	94 30% AEGH
Ensuring I had the right technology in place	400 33%	96 45% BCEI	9 12%	44 26%	70 49% BCEI	23 20%	3 6%	30 49% BCEI	43 52% BCEI	82 26% B
Marketing and branding	399 33%	72 34% D	28 35%	64 38% DE	32 23%	25 21%	26 52%	13 21%	32 38%	108 34% DE
Hiring and training staff	237 19%	16 7%	34 43% ACDGH	27 16% A	38 27% AGH	32 27% AGH	9 17%	5 9%	8 10%	68 22% AG
Developing customer/client base	950 78%	178 84% BH	44 57%	142 84% BH	116 82% B	97 83% BH	37 72%	45 75%	55 67%	236 75% B
Finances	777 63%	125 59%	46 59%	109 65%	86 61%	81 69%	40 78%	42 70%	48 58%	200 64%
Product development/manufacturing	314 26%	63 30% CD	18 23%	18 11%	25 18%	46 39% CDI	16 31%	20 34% CD	30 36% CD	77 25% C
Patents/Trademarks	118 10%	18 8%	11 15%	14 8%	14 10%	12 10%	4 8%	10 16%	12 14%	23 7%
Equipment/ materials/ suppliers	15 19%	4 51%	2 39%	2 14%	0 -	1 4%	0 -	0 -	3 88%	4 14%
Logistics/ vehicles/ transportation/ distribution	2 13%	0 8%	0 -	2 47%	0 -	0 -	0 -	0 22%	0 -	0 -
Licensing/ government regulations/ legalities	6 23%	1 26%	0 -	0 -	0 -	0 -	0 -	1 100%	0 -	3 31%
Networking/ partnerships	4 9%	1 6%	0 -	0 -	0 4%	1 20%	0 -	0 -	0 -	1 34%
Service/ customer service/ customer satisfaction	26 48%	3 33%	1 32%	7 53%	2 49%	1 56%	0 100%	0 22%	1 56%	10 57%
Time management/ time (unspecified)	7 14%	0 -	0 -	1 19%	1 11%	1 15%	0 11%	0 -	4 50%	0 -
Quality of products/ work	21 61%	0 -	0 -	1 100%	0 -	4 73%	0 -	2 100%	0 -	15 74%

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 Sector								
		Solopreneur/c onsultant	Retail/restaura nt	Personal services	Professional services	Manufacturing/ Construction	Importer/Distri butor	Technology	Internet-based	Other
		A	B	C	D	E	F	G	H	I
Learning the business/personal training	6 33%	1 55%	0 -	4 85%	0 -	0 -	0 -	0 -	0 -	2 37%
Website development/ software	2 13%	0 -	0 -	1 49%	0 -	0 -	0 -	0 -	1 100%	0 -
Competition	1 6%	0 -	0 -	0 -	0 -	0 -	0 -	1 100%	0 -	0 -
Reputation	6 51%	0 -	0 -	0 -	1 70%	4 79%	0 -	0 -	0 -	1 100%
Communication	1 21%	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	1 56%
Sales	3 48%	0 -	0 -	0 -	0 -	0 -	0 -	2 100%	0 -	1 70%
Business plan/ targets/ management	1 9%	0 -	0 -	0 -	0 100%	0 -	0 -	0 -	0 22%	0 -
Other	26 20%	5 29%	2 17%	3 25%	1 7%	6 43%	1 6%	0 -	0 -	8 19%

Brand Identity Survey

Detailed tables

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

Proportions/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 Sector								
		Solopreneur/c onsultant	Retail/restaura nt	Personal services	Professional services	Manufacturing/ Construction	Importer/Distri butor	Technology	Internet-based	Other
		A	B	C	D	E	F	G	H	I
Base: All respondents	1225	245	82	143	164	114	44	73	66	294
Weighted	1225	212	78*	168*	142	117*	51**	60*	83*	314
Developing and marketing my brand is a priority to my business										
Strongly agree	329 27%	49 23%	26 33%	52 31%	38 27%	26 22%	25 50%	10 17%	32 39% AGI	70 22%
Somewhat agree	485 40%	86 40%	37 48%	64 38%	52 36%	46 39%	15 30%	29 48%	30 37%	125 40%
Somewhat disagree	302 25%	54 26%	14 17%	35 21%	31 22%	32 27%	10 19%	16 26%	16 20%	94 30%
Strongly disagree	109 9%	23 11% B	1 1%	17 10%	21 15% B	13 11% B	0 1%	5 9%	4 4%	25 8%
Summary										
Top2Box - Agree	814 66%	135 64%	63 81% ADEI	116 69%	90 63%	72 61%	40 80%	39 65%	63 76%	195 62%
Low2Box - Disagree	411 34%	77 36% B	15 19%	52 31%	52 37% B	45 39% B	10 20%	21 35%	20 24%	119 38% B

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

		Business Sector								
	Total	Solopreneur/c onsultant	Retail/restaura nt	Personal services	Professional services	Manufacturing/ Construction	Importer/Distri butor	Technology	Internet-based	Other
		A	B	C	D	E	F	G	H	I
Base: All respondents	1225	245	82	143	164	114	44	73	66	294
Weighted	1225	212	78*	168*	142	117*	51**	60*	83*	314
I am satisfied with my company's current brand										
Strongly agree	495 40%	84 39%	31 40%	81 48%	67 47%	41 35%	19 38%	20 33%	30 36%	122 39%
Somewhat agree	603 49%	107 50%	36 46%	62 37%	66 46%	69 59%	29 58%	33 55%	34 41%	167 53%
Somewhat disagree	103 8%	18 8%	10 12%	18 11%	6 4%	6 5%	2 4%	7 12%	18 21% ADEI	19 6%
Strongly disagree	25 2%	4 2%	1 2%	7 4%	3 2%	1 1%	0 -	1 1%	1 1%	6 2%
Summary										
Top2Box - Agree	1097 90%	190 90%	67 86%	143 85%	133 94%	110 94%	49 96%	53 87%	64 77%	289 92%
Low2Box - Disagree	128 10%	22 10%	11 14%	25 15%	9 6%	7 6%	2 4%	8 13%	19 23% ADEI	25 8%

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 Sector								
		Solopreneur/c onsultant	Retail/restaura nt	Personal services	Professional services	Manufacturing/ Construction	Importer/Distri butor	Technology	Internet-based	Other
		A	B	C	D	E	F	G	H	I
Base: All respondents	1225	245	82	143	164	114	44	73	66	294
Weighted	1225	212	78*	168*	142	117*	51**	60*	83*	314
My company's marketing efforts are effective										
Strongly agree	331 27%	62 29% E	18 23%	56 33% E	43 30% E	20 17%	13 25%	16 27%	16 20%	86 28%
Somewhat agree	641 52%	97 46%	44 56%	87 52%	69 48%	69 59%	26 51%	27 45%	39 47%	184 58% A
Somewhat disagree	216 18%	46 22% I	14 18%	20 12%	25 18%	28 24% CI	12 23%	10 16%	24 29% CI	37 12%
Strongly disagree	38 3%	7 3%	2 2%	5 3%	5 3%	1 1%	0 -	7 12% ACDEI	4 4%	7 2%
Summary										
Top2Box - Agree	971 79%	159 75%	62 80%	143 85% H	112 79%	88 76%	39 77%	43 72%	55 67%	270 86% AEGH
Low2Box - Disagree	254 21%	53 25% I	16 20%	25 15%	30 21%	29 24% I	12 23%	17 28% I	27 33% CI	44 14%

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/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 Sector								
		Solopreneur/c onsultant	Retail/restaura nt	Personal services	Professional services	Manufacturing/ Construction	Importer/Distri butor	Technology	Internet-based	Other
		A	B	C	D	E	F	G	H	I
Base: All respondents	1225	245	82	143	164	114	44	73	66	294
Weighted	1225	212	78*	168*	142	117*	51**	60*	83*	314
I am confident that I'm making the right decisions with regards to marketing and branding my business										
Strongly agree	390 32%	72 34% E	18 24%	61 36% E	55 39% EG	19 16%	18 36%	13 21%	29 35% E	105 34% E
Somewhat agree	676 55%	107 50%	48 62%	93 55%	72 51%	82 70% ADHI	24 47%	35 58%	38 45%	177 56%
Somewhat disagree	143 12%	32 15%	11 14%	13 8%	12 9%	15 13%	8 16%	8 12%	15 18%	30 9%
Strongly disagree	16 1%	1 1%	1 1%	2 1%	2 2%	1 1%	1 2%	5 9% ACDEI	1 1%	2 1%
Summary										
Top2Box - Agree	1066 87%	179 84%	67 85%	154 91% G	127 90%	101 86%	42 82%	48 79%	67 81%	283 90% G
Low2Box - Disagree	159 13%	33 16%	11 15%	15 9%	15 10%	16 14%	9 18%	13 21% CI	16 19%	32 10%

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/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 Sector								
		Solopreneur/c onsultant	Retail/restaura nt	Personal services	Professional services	Manufacturing/ Construction	Importer/Distri butor	Technology	Internet-based	Other
		A	B	C	D	E	F	G	H	I
Base: All respondents	1225	245	82	143	164	114	44	73	66	294
Weighted	1225	212	78*	168*	142	117*	51**	60*	83*	314
I am able to devote as much time as I think I should to marketing my business										
Strongly agree	324 26%	59 28%	16 21%	55 33% E	42 29% E	19 16%	14 28%	13 21%	20 24%	86 27%
Somewhat agree	544 44%	85 40%	37 48%	68 41%	62 44%	55 47%	26 51%	20 34%	38 45%	152 49%
Somewhat disagree	287 23%	49 23%	21 27%	38 23%	27 19%	39 33% DI	9 18%	22 36% DI	21 25%	61 19%
Strongly disagree	70 6%	19 9%	3 4%	7 4%	11 8%	4 3%	1 3%	6 10%	4 5%	15 5%
Summary										
Top2Box - Agree	868 71%	144 68%	54 69%	124 73% G	104 73% G	74 64%	40 79%	33 54%	58 70%	238 76% EG
Low2Box - Disagree	357 29%	68 32%	24 31%	45 27%	38 27%	42 36% I	11 21%	28 46% CDI	25 30%	76 24%

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 Sector								
		Solopreneur/c onsultant	Retail/restaura nt	Personal services	Professional services	Manufacturing/ Construction	Importer/Distri butor	Technology	Internet-based	Other
		A	B	C	D	E	F	G	H	I
Base: All respondents	1225	245	82	143	164	114	44	73	66	294
Weighted	1225	212	78*	168*	142	117*	51**	60*	83*	314
Developing and marketing my brand is a priority to my business	814	135	63	116	90	72	40	39	63	195
	66%	64%	81% ADEI	69%	63%	61%	80%	65%	76%	62%
I am satisfied with my company's current brand	1097	190	67	143	133	110	49	53	64	289
	90%	90% H	86%	85%	94% CH	94% H	96%	87%	77%	92% H
My company's marketing efforts are effective	971	159	62	143	112	88	39	43	55	270
	79%	75%	80%	85% H	79%	76%	77%	72%	67%	86% AEGH
I am confident that I'm making the right decisions with regards to marketing and branding my business	1066	179	67	154	127	101	42	48	67	283
	87%	84%	85%	91% G	90%	86%	82%	79%	81%	90% G
I am able to devote as much time as I think I should to marketing my business	868	144	54	124	104	74	40	33	58	238
	71%	68%	69%	73% G	73% G	64%	79%	54%	70%	76% EG

Detailed tables

Brand Identity Survey

Detailed tables

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

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

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

	Total	Business Sector								
		Solopreneur/c onsultant	Retail/restaura nt	Personal services	Professional services	Manufacturing/ Construction	Importer/Distri butor	Technology	Internet-based	Other
		A	B	C	D	E	F	G	H	I
Base: All respondents	1225	245	82	143	164	114	44	73	66	294
Weighted	1225	212	78*	168*	142	117*	51**	60*	83*	314
Developing and marketing my brand is a priority to my business	411	77	15	52	52	45	10	21	20	119
	34%	36% B	19%	31%	37% B	39% B	20%	35%	24%	38% B
I am satisfied with my company's current brand	128	22	11	25	9	7	2	8	19	25
	10%	10%	14%	15% D	6%	6%	4%	13%	23% ADEI	8%
My company's marketing efforts are effective	254	53	16	25	30	29	12	17	27	44
	21%	25% I	20%	15%	21%	24% I	23%	28% I	33% CI	14%
I am confident that I'm making the right decisions with regards to marketing and branding my business	159	33	11	15	15	16	9	13	16	32
	13%	16%	15%	9%	10%	14%	18%	21% CI	19%	10%
I am able to devote as much time as I think I should to marketing my business	357	68	24	45	38	42	11	28	25	76
	29%	32%	31%	27%	27%	36% I	21%	46% CDI	30%	24%

Brand Identity Survey

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

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

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

	Total	Business Sector								
		Solopreneur/c onsultant	Retail/restaura nt	Personal services	Professional services	Manufacturing/ Construction	Importer/Distri butor	Technology	Internet-based	Other
		A	B	C	D	E	F	G	H	I
Base: All respondents	1225	245	82	143	164	114	44	73	66	294
Weighted	1225	212	78*	168*	142	117*	51**	60*	83*	314
Yes	499 41%	81 38% I	43 56% ADI	70 41% I	51 36%	61 52% ADI	30 59%	30 50% I	48 58% ADI	85 27%
No	726 59%	131 62% BEH	35 44%	99 59%	90 64% BEH	56 48%	21 41%	30 50%	35 42%	230 73% ABCEGH

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 Sector								
		Solopreneur/c onsultant	Retail/restaura nt	Personal services	Professional services	Manufacturing/ Construction	Importer/Distri butor	Technology	Internet-based	Other
		A	B	C	D	E	F	G	H	I
Base: Not looking for new ways to market business	705	149	33	76	108	55	20	39	22	203
Weighted	726	131*	35**	99*	90*	56*	21**	30**	35**	230
I'm satisfied with how I market my business	430	71	19	70	51	41	13	17	16	131
	59%	54%	54%	71%	57%	74% A	66%	57%	47%	57%
It is not a priority	209	46	7	20	29	11	3	8	16	70
	29%	35%	20%	20%	32%	19%	14%	25%	45%	30%
I don't have the resources to do it	45	6	7	5	1	2	1	3	2	17
	6%	5%	20%	5%	1%	4%	7%	9%	6%	7%
I don't have time to do it	41	7	2	4	9	1	3	2	1	11
	6%	6%	6%	4%	10%	3%	14%	8%	2%	5%

Brand Identity Survey

Detailed tables

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

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

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

	Total	Business Sector								
		Solopreneur/c onsultant	Retail/restaura nt	Personal services	Professional services	Manufacturing/ Construction	Importer/Distri butor	Technology	Internet-based	Other
		A	B	C	D	E	F	G	H	I
Base: Looking for new ways to market business	520	96	49	67	56	59	24	34	44	91
Weighted	499	81*	43*	70*	51*	61*	30**	30**	48*	85*
Want to reach more/new customers	309	55	34	41	37	38	15	18	24	48
	62%	69%	77% HI	58%	71%	62%	52%	59%	50%	56%
Lack of resources (time, money, dedicated marketing staff)	91	10	6	15	8	12	1	6	10	25
	18%	12%	13%	21%	16%	19%	2%	20%	20%	30% A
Slow/stagnant growth	79	12	4	13	5	9	6	5	13	10
	16%	15%	9%	19%	11%	15%	19%	17%	28%	11%
Other: specify	20	3	0	1	1	2	8	1	1	2
	4%	4%	-	2%	3%	3%	27%	4%	2%	3%

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 Sector								
		Solopreneur/c onsultant	Retail/restaura nt	Personal services	Professional services	Manufacturing/ Construction	Importer/Distri butor	Technology	Internet-based	Other
		A	B	C	D	E	F	G	H	I
Base: All respondents	1225	245	82	143	164	114	44	73	66	294
Weighted	1225	212	78*	168*	142	117*	51**	60*	83*	314
Placed ads (print, online)	403 33%	47 22%	43 56% ADEGI	78 46% ADGI	44 31%	37 32%	17 34%	14 24%	40 48% ADGI	82 26%
Designed marketing collateral (flyers, brochures)	368 30%	46 22%	36 46% AEI	83 49% ADEHI	45 32%	26 22%	16 32%	19 32%	24 29%	73 23%
Direct marketing	329 27%	51 24%	19 24%	44 26%	52 36% AI	31 26%	18 36%	13 21%	29 35%	73 23%
Launched a web site	268 22%	45 21%	16 20%	37 22%	32 23%	18 15%	6 12%	24 39% ABCDEI	41 49% ABCDEI	50 16%
Signage - eg. storefront/vehicles	205 17%	10 5%	35 45% ACDGH	27 16% AH	26 18% AH	38 33% ACDGH	6 13%	4 7%	0 0	58 19% AH
Designed company logo	187 15%	34 16%	13 16%	26 15%	23 16%	25 21% I	2 4%	12 21%	20 24% I	33 10%
Trade Show Booth	123 10%	18 9%	13 17% DI	20 12%	9 6%	11 9%	16 32%	7 11%	4 5%	24 8%
Made a TV/Radio commercial	81 7%	3 2%	17 21% ACDEGHI	14 8% A	7 5%	9 8% A	2 4%	1 2%	2 3%	24 8% A
None of the above	441 36%	102 48% BCEH	11 14%	47 28%	58 41% B	37 32% B	8 16%	22 36% B	21 26%	135 43% BCH

Brand Identity Survey

Detailed tables

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

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

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

	Total	Business Sector								
		Solopreneur/c onsultant	Retail/restaura nt	Personal services	Professional services	Manufacturing/ Construction	Importer/Distri butor	Technology	Internet-based	Other
		A	B	C	D	E	F	G	H	I
Base: All respondents	1225	245	82	143	164	114	44	73	66	294
Weighted	1225	212	78*	168*	142	117*	51**	60*	83*	314
All in-house	562 46%	108 51% I	33 42%	96 57% DI	57 41%	48 41%	15 31%	41 68% ABDEHI	38 46%	125 40%
All outsourced	70 6%	12 6%	11 14% CHI	7 4%	12 9% HI	10 8% H	5 10%	3 6%	0 -	10 3%
Combination of both	280 23%	38 18%	31 40% ACGI	35 21%	37 26%	34 29%	15 29%	9 15%	21 25%	61 19%
None/we don't do any of these marketing activities	312 25%	54 25% BG	3 4%	30 18% B	35 25% BG	25 21% B	15 31%	6 11%	24 28% BG	119 38% ABCDEG

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 Sector								
		Solopreneur/c onsultant	Retail/restaura nt	Personal services	Professional services	Manufacturing/ Construction	Importer/Distri butor	Technology	Internet-based	Other
		A	B	C	D	E	F	G	H	I
Base: All respondents	1225	245	82	143	164	114	44	73	66	294
Weighted	1225	212	78*	168*	142	117*	51**	60*	83*	314
All in-house	329 27%	61 29%	16 21%	60 35% D	27 19%	26 23%	11 21%	25 42% BDEI	28 33%	76 24%
All outsourced	277 23%	48 23%	23 30% GH	34 20%	44 31% GH	30 25%	13 25%	8 13%	11 13%	68 22%
Combination of both	315 26%	44 21%	34 44% ACDI	43 25%	37 26%	33 28%	15 29%	18 30%	25 30%	66 21%
None/we don't do any of these marketing activities	304 25%	60 28% B	4 5%	32 19% B	34 24% B	28 24% B	13 25%	9 15%	20 24% B	104 33% BCG

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 Sector								
		Solopreneur/c onsultant	Retail/restaura nt	Personal services	Professional services	Manufacturing/ Construction	Importer/Distri butor	Technology	Internet-based	Other
		A	B	C	D	E	F	G	H	I
Base: Outsource or don't do any of these marketing activities Weighted	633	133	40	56	97	63	23	26	30	165
	634	111*	32*	70**	87*	65*	29**	18**	40**	183
Too expensive to print	128 20%	23 21%	5 14%	21 30%	18 21%	12 19%	3 9%	4 22%	9 22%	34 19%
Don't have the time	111 18%	17 15%	8 26% 	13 19%	15 18%	20 30% 	3 12%	2 13%	15 38%	18 10%
Don't know how	83 13%	13 11%	7 24% 	7 10%	18 21%	10 15%	6 20%	3 15%	1 3%	19 10%
Never thought of it	40 6%	8 7%	3 9%	3 4%	7 8%	4 6%	1 3%	1 7%	1 2%	13 7%
None of the above	331 52%	59 53%	13 40%	40 57%	38 43%	27 42%	18 64%	9 50%	16 40%	112 61% BDE

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 Sector								
		Solopreneur/c onsultant	Retail/restaura nt	Personal services	Professional services	Manufacturing/ Construction	Importer/Distri butor	Technology	Internet-based	Other
		A	B	C	D	E	F	G	H	I
Base: Non of the above at TD10	920	176	71	118	120	87	34	61	59	194
Weighted	895	149	68*	135*	103*	89*	34**	52*	69*	197
Your company's in-house marketing and brand imaging activities										
Very satisfied	350 39%	63 42% G	27 40%	52 38%	52 51% EGH	25 28%	12 36%	12 24%	18 27%	88 45% EGH
Somewhat satisfied	461 51%	69 46%	35 52%	74 55% D	40 38%	57 65% AD	17 49%	32 63% D	36 52%	100 51%
Not very satisfied	77 9%	15 10% I	6 8%	9 7%	8 8%	6 7%	4 13%	7 13% I	15 21% CI	7 3%
Not at all satisfied	7 1%	3 2%	0 -	0 -	3 3%	0 -	1 2%	0 -	0 -	1 1%
Summary										
Top2Box - Satisfied	811 91%	132 88%	63 92%	125 93% H	92 89%	83 93%	29 85%	45 87%	54 79%	189 96% ADGH
Low2Box - Not Satisfied	84 9%	17 12% I	6 8%	9 7%	11 11% I	6 7%	5 15%	7 13% I	15 21% CI	8 4%

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 Sector								
		Solopreneur/c onsultant	Retail/restaura nt	Personal services	Professional services	Manufacturing/ Construction	Importer/Distri butor	Technology	Internet-based	Other
		A	B	C	D	E	F	G	H	I
Base: Non of the above at TD10	650	120	64	62	96	70	30	35	36	137
Weighted	632	97*	60*	80*	87*	68*	29**	28**	42**	141*
Your outsourced marketing and brand imaging activities										
Very satisfied	213 34%	36 37%	19 31%	23 28%	33 38%	28 41%	11 39%	8 29%	10 23%	45 32%
Somewhat satisfied	359 57%	56 58%	36 60%	52 65%	47 54%	36 53%	14 48%	16 59%	25 59%	77 54%
Not very satisfied	47 7%	4 4%	5 8%	3 4%	4 5%	3 5%	3 10%	3 12%	8 18%	15 10%
Not at all satisfied	14 2%	2 2%	1 1%	2 3%	3 3%	1 1%	1 3%	0 -	0 -	5 4%
Summary										
Top2Box - Satisfied	571 90%	91 94%	55 92%	74 93%	80 92%	64 94%	26 87%	24 88%	35 82%	121 86%
Low2Box - Not Satisfied	61 10%	5 6%	5 8%	5 7%	7 8%	4 6%	4 13%	3 12%	8 18%	20 14%

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 Sector								
		Solopreneur/c onsultant	Retail/restaura nt	Personal services	Professional services	Manufacturing/ Construction	Importer/Distri butor	Technology	Internet-based	Other
		A	B	C	D	E	F	G	H	I
Base: Non of the above at TD10	1225	245	82	143	164	114	44	73	66	294
Weighted	1225	212	78*	168*	142	117*	51**	60*	83*	314
Your company's in-house marketing and brand imaging activities	811	132	63	125	92	83	29	45	54	189
	91%	88%	92%	93% H	89%	93%	85%	87%	79%	96% ADGH
Your outsourced marketing and brand imaging activities	571	91	55	74	80	64	26	24	35	121
	90%	94%	92%	93%	92%	94%	87%	88%	82%	86%

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 Sector								
		Solopreneur/c onsultant	Retail/restaura nt	Personal services	Professional services	Manufacturing/ Construction	Importer/Distri butor	Technology	Internet-based	Other
		A	B	C	D	E	F	G	H	I
Base: Non of the above at TD10 Weighted	1225	245	82	143	164	114	44	73	66	294
	1225	212	78*	168*	142	117*	51**	60*	83*	314
Your company's in-house marketing and brand imaging activities	84	17	6	9	11	6	5	7	15	8
	9%	12% I	8%	7%	11% I	7%	15%	13% I	21% CI	4%
Your outsourced marketing and brand imaging activities	61	5	5	5	7	4	4	3	8	20
	10%	6%	8%	7%	8%	6%	13%	12%	18%	14%

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 Sector								
		Solopreneur/c onsultant	Retail/restaura nt	Personal services	Professional services	Manufacturing/ Construction	Importer/Distri butor	Technology	Internet-based	Other
		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	176	71	118	120	87	34	61	59	194
Weighted	895	149	68*	135*	103*	89*	34**	52*	69*	197
Costs	421 47%	75 50% D	30 43%	78 58% DI	33 32%	39 44%	19 57%	26 50%	36 53% D	84 43%
Easier to do it in-house	228 26%	31 21%	19 28%	23 17%	37 36% AC	19 21%	3 10%	15 28%	20 29%	61 31% C
Faster to do it in-house	97 11%	17 11%	12 17%	16 12%	12 11%	10 11%	2 7%	5 9%	5 8%	18 9%
Didn't know about available professional sources in my area	17 2%	1 1%	3 4%	0 -	3 3%	3 4%	1 2%	5 9% ACI	0 1%	1 0
Other: specify	132 15%	24 16%	5 7%	18 13%	19 18% G	17 20% G	8 24%	2 4%	7 10%	32 16%

Brand Identity Survey

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

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

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

	Total	Business Sector								
		Solopreneur/c onsultant	Retail/restaura nt	Personal services	Professional services	Manufacturing/ Construction	Importer/Distri butor	Technology	Internet-based	Other
		A	B	C	D	E	F	G	H	I
Base: All respondents	920	176	71	118	120	87	34	61	59	194
Weighted	895	149	68*	135*	103*	89*	34**	52*	69*	197
HP	347 39%	64 43%	23 33%	60 44%	33 32%	38 42%	14 41%	22 43%	26 38%	67 34%
Lexmark	123 14%	19 13%	12 17%	20 15%	11 11%	12 13%	9 26%	3 7%	11 16%	26 13%
Canon	114 13%	15 10%	8 12%	9 7%	19 18% C	7 8%	2 6%	8 15%	7 11%	38 19% AC
Brother	86 10%	16 11%	6 9%	8 6%	13 12%	10 11%	5 16%	2 3%	4 7%	22 11%
Xerox	39 4%	4 2%	1 2%	5 3%	10 9% AI	2 2%	2 5%	7 14% ABCEI	3 5%	6 3%
Konica Minolta	14 2%	4 3%	0 -	2 1%	2 2%	1 2%	0 -	1 3%	1 1%	2 1%
Kodak	6 1%	1 1%	2 3%	0 -	0 -	1 2%	0 -	1 1%	1 2%	0 -
OKI	2 0	0 -	1 1%	0 -	0 -	0 -	1 2%	0 -	0 -	1 0
None of the above	164 18%	27 18%	15 23%	31 23%	16 15%	17 19%	1 4%	7 14%	14 20%	35 18%

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 Sector								
		Solopreneur/c onsultant	Retail/restaura nt	Personal services	Professional services	Manufacturing/ Construction	Importer/Distri butor	Technology	Internet-based	Other
		A	B	C	D	E	F	G	H	I
Base: All respondents	1225	245	82	143	164	114	44	73	66	294
Weighted	1225	212	78*	168*	142	117*	51**	60*	83*	314
Within the last six months	176 14%	28 13%	9 11%	21 12%	25 17% I	13 11%	10 19%	8 13%	34 41% ABCDEGI	29 9%
About a year ago	190 16%	33 16%	10 13%	32 19%	24 17%	27 23% I	6 12%	10 16%	8 10%	40 13%
A few years ago	340 28%	65 31%	30 38% I	41 25%	41 29%	30 25%	20 40%	20 33%	17 20%	77 25%
Don't know	52 4%	6 3%	7 9% AD	10 6%	3 2%	5 4%	1 3%	0 1%	1 2%	19 6%
I never have	466 38%	80 38%	21 28%	64 38%	50 35%	43 37%	13 27%	22 36%	23 28%	149 47% BDH

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 Sector								
		Solopreneur/c onsultant	Retail/restaura nt	Personal services	Professional services	Manufacturing/ Construction	Importer/Distri butor	Technology	Internet-based	Other
		A	B	C	D	E	F	G	H	I
Base: All respondents	1225	245	82	143	164	114	44	73	66	294
Weighted	1225	212	78*	168*	142	117*	51**	60*	83*	314
Within the last six months	374 31%	55 26%	33 42% AI	60 36%	47 33%	32 27%	10 19%	18 30%	40 48% AEI	80 26%
About a year ago	285 23%	48 23%	22 28%	37 22%	30 21%	28 24%	21 42%	15 26%	21 25%	62 20%
A few years ago	171 14%	27 13%	8 11%	19 11%	22 16%	26 22% H	13 26%	7 12%	6 7%	42 13%
Don't know	75 6%	10 5%	10 13% AD	8 5%	3 2%	6 5%	1 1%	3 5%	6 7%	29 9% D
I never have	320 26%	73 34% BEH	5 6%	44 26% B	39 28% B	25 21% B	6 12%	17 28% B	12 14%	100 32% BH

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 Sector								
		Solopreneur/c onsultant	Retail/restaura nt	Personal services	Professional services	Manufacturing/ Construction	Importer/Distri butor	Technology	Internet-based	Other
		A	B	C	D	E	F	G	H	I
Base: All respondents	1225	245	82	143	164	114	44	73	66	294
Weighted	1225	212	78*	168*	142	117*	51**	60*	83*	314
Within the last six months	324 26%	58 28%	26 34% I	34 20%	38 27%	27 23%	10 20%	20 34%	45 55% ABCDEI	64 20%
About a year ago	108 9%	11 5%	10 13%	18 11%	10 7%	5 4%	11 22%	11 19% ADEI	13 16% AEI	18 6%
A few years ago	102 8%	15 7%	8 10%	15 9%	22 16% AEI	4 4%	5 10%	8 13% E	7 8%	17 6%
Don't know	30 2%	5 2%	4 5% D	3 2%	0 -	1 1%	1 1%	0 1%	5 6% D	11 3%
I never have	661 54%	122 58% BGH	30 38% H	98 58% BGH	72 51% H	79 68% BDGH	23 46%	20 34% H	12 15%	204 65% BDGH

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 Sector								
		Solopreneur/c onsultant	Retail/restaura nt	Personal services	Professional services	Manufacturing/ Construction	Importer/Distri butor	Technology	Internet-based	Other
		A	B	C	D	E	F	G	H	I
Base: All respondents	1225	245	82	143	164	114	44	73	66	294
Weighted	1225	212	78*	168*	142	117*	51**	60*	83*	314
Yes	523 43%	93 44% EI	40 51% EI	79 47% EI	59 42% I	34 30%	22 44%	37 61% ADEI	66 80% ABCDEI	93 30%
No	702 57%	119 56% GH	38 49% H	90 53% H	83 58% GH	82 70% ABCGH	28 56%	24 39%	17 20%	221 70% ABCDGH

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 Sector								
		Solopreneur/c onsultant	Retail/restaura nt	Personal services	Professional services	Manufacturing/ Construction	Importer/Distri butor	Technology	Internet-based	Other
		A	B	C	D	E	F	G	H	I
Base: Use the internet for branding and marketing purposes	545	105	43	58	68	43	24	40	56	108
Weighted	523	93*	40**	79*	59*	34*	22**	37**	66*	93*
Information/research	254 48%	50 54%	15 38%	33 42%	35 60%	23 68% CI	7 31%	19 52%	32 49%	39 41%
Online marketing sites	203 39%	31 34%	15 37%	33 42%	24 41%	10 30%	6 25%	14 38%	35 54%	34 37%
Social Networking, such as Facebook, MySpace and YouTube	160 31%	30 32%	8 20%	30 39%	21 36%	7 21%	3 12%	9 23%	31 47% EI	21 23%
Design templates	127 24%	21 22%	9 21%	23 29%	16 27%	7 21%	2 9%	9 25%	23 35%	18 19%
Blogs	91 17%	25 27% EI	1 3%	13 16%	10 17%	3 8%	0 -	9 25%	18 27%	12 13%
Newspapers	89 17%	9 10%	6 16%	16 20%	15 25% A	10 28% A	1 4%	6 16%	8 11%	19 21%
None of the aboveMagazines	20 4%	3 3%	2 6%	0 -	4 6%	0 -	0 -	6 15%	1 1%	4 5%
None of the above	112 21%	19 20%	14 34%	10 13%	11 18%	4 11%	10 46%	8 21%	9 14%	28 30% E

Detailed tables