

RESULTS: Marketing Your Business

Survey method: Web & Mail, Mandate 230
 Survey period: March to May, 2008
 Tabulation date: May, 2008
 Total responses: 8,334

% Response

- 1. Who are your main competitors?** (Select as many as apply)
- 83.5 Small and mid-sized businesses
 - 36.2 Large/multinational businesses
 - 5.0 Government/public sector agencies
 - 3.5 Other (Please specify) _____

- 2. What are your strongest business advantages compared to your competitors?** (Select as many as apply)
- 76.7 Product/service
 - 55.9 Employees
 - 51.1 Know-how, innovation
 - 21.2 Use of technology
 - 32.4 Cost effectiveness
 - 25.2 Market presence
 - 61.1 Reliability
 - 45.0 After-sales service
 - 4.8 Other (Please specify) _____

- 3. How do you typically market your business?** (Select as many as apply)
- 90.5 Referrals, word of mouth
 - 35.6 Television, radio, print advertising
 - 27.9 Storefront displays/signage
 - 42.4 Web site
 - 5.9 Broadcast email
 - 3.1 Telemarketing
 - 22.1 Sales force
 - 19.8 Exhibits, trade shows
 - 21.2 Catalogue/flyers
 - 8.8 Other (Please specify) _____

- 4. Approximately, what percentage of your customers do you consider "regular customers"?** (Select one)
- 10.3 Less than 25%
 - 21.4 25% to 49%
 - 38.2 50% to 74%
 - 30.1 75% to 100%

- 5. How healthy is your customer base?** (Select one)
- 50.2 It is expanding
 - 37.7 It is about the same
 - 11.3 It is shrinking
 - 0.8 Don't know
- 6. Do you sell any of your goods/services through the Internet?** (Select one)
- 16.4 Yes
 - 83.6 No (Skip to Q. 8)
- 7. If yes, approximately what percentage of your total sales are paid through Internet transactions?** (Please insert approximate percentage)

Mean Percentage	
	11.5

- 8. What percentage of your sales are in each of the following markets?** (Insert a percentage for each of the items below. All percentages values should add to 100%.)

	Percentage
Neighbourhood	30.2
Local region	44.7
Rest of the province	13.7
Other province(s)	5.9
United States	4.1
Europe	0.6
Other	0.8

Total **Mean %**

- 9. What percentage of your business purchases are in each of the following markets?** (Insert a percentage for each of the items below. All percentage values should add to 100%.)

	Percentage
Neighbourhood	19.6
Local region	38.4
Rest of the province	21.0
Other province(s)	10.8
United States	7.6
Europe	1.0
Other	1.7

Total **Mean %**

- 10. How many different suppliers does your business rely on?** (Select one)
- 3.3 One main supplier
 - 15.0 Multiple suppliers (2 or 3)
 - 79.7 Many suppliers (4 or more)
 - 2.0 None, I do not rely on any suppliers (Skip to Q. 12)

11. For reasons outside your control, have you had to change suppliers in the past three years? (Select one)

- 3.6 Yes, frequently
- 48.6 Yes, occasionally
- 47.7 No, I have been able to use the same supplier(s)

12. What percentage of your total sales transactions are processed through the following payment methods?

(Insert a percentage for each of the items below. All percentage values should add to 100%.)

	Percentage
Cash	10.2
Cheque/money order	57.8
Credit card	17.3
Debit card	10.3
Other	4.03

Total **Mean %**

13. What percentage of your total sales are payable within 30 days? (Please insert approximate percentage.)

54.4 **Mean %**

14. To what types of customers does your business typically sell? (Select as many as apply)

- 74.5 Individual consumers
- 70.9 Small and mid-sized businesses
- 33.4 Large/multinational businesses
- 29.2 Government/public sector agencies

15. Which of the following levels of government have you sold goods or services to during the past three years?

(Select as many as apply)

- 20.9 Federal government
- 31.7 Provincial government
- 37.3 Municipal government
- 50.3 Did not sell to any level of government (Skip to Q. 17)

16. How do you typically learn about government contracts for your business? (Select one)

- 14.2 MERX
- 45.7 Through business associates
- 40.1 Other (Please specify) _____

17. What are your business' main obstacles in selling to government? (Select as many as apply)

- 45.1 Hard to find opportunities to sell to government
- 31.8 Difficulty in contacting the actual purchaser of the goods/services
- 10.6 Did not qualify for government contract
- 10.1 Unable to determine why my bid was unsuccessful
- 15.3 Insufficient number of government contracts available
- 13.1 Late payment from government
- 34.2 Excessive paperwork associated with selling to government
- 25.9 Other (Please specify) _____