

# BROTHER BUSINESS SURVEY 2017

## QUICKREAD REPORT



## METHODOLOGY:

An online survey to 500 U.S. small to mid-sized business owners and technology/business decision-makers at companies with 1,000 or fewer employees

## 1 In which of the following areas, if any, do you feel you need to improve on in 2017?

Response	
Increasing the efficiency of business processes	67%*
Staying organized	54%
Budgeting more effectively	54%
Managing individual projects or teams effectively	53%
Communicating well with employees	51%
Exercising good judgement	31%
Other	1%
None of these	3%
QuickFacts±	
Any (net)	97%

## 2 For approximately how many days, if any, could you be out of the office and completely unavailable before something required your attention?

Response	
Less than one day	20%
1-2 days	38%
3-4 days	19%
5+ days	23%
QuickFacts	
2 days or less (net)	58%

\* All decimals are rounded to the nearest percentage point. This may result in certain numerical totals adding up to slightly more or slightly less than 100%.

± Data under "QuickFacts" were derived from the responses, not included as response options that were read during fielding. We include QuickFacts in instances where we feel they will be helpful.

### 3 In which of the following settings would you be most productive?

Response	
In a private office	59%
In an open/shared office work space	26%
Out of the office, working remotely	15%
QuickFacts	
In the office (net)	85%

### 4 In which of the following settings would your employees be most productive?

Response	
In an open/shared office work space	61%
In a private office	21%
Out of the office, working remotely	18%
QuickFacts	
In the office (net)	82%

### 5 How often, if ever, does a decision to “cut corners” on office equipment backfire? Meaning, a negative outcome results from trying to save money by buying less-expensive equipment.

Response	
All the time	22%
Some of the time	49%
Hardly ever	25%
Never	4%
QuickFacts	
Frequently (net)	71%
Infrequently (net)	29%
Ever (net)	96%

## 6 Have you ever pretended to know more about how to operate a piece of office technology equipment at your company than you really do?

Response	
Yes, more than once	34%
Yes, once	19%
No	47%
QuickFacts	
Yes (net)	53%
Yes (net among Millennials)	63%

## 7 Which of the following company supplies, if any, do you think employees take home most often?

Response	
Writing utensils	62%
Sticky notes	46%
Printer paper	42%
Paper clips or binder clips	41%
Snacks	28%
Coffee	25%
Binders or folders	24%
Toilet paper	19%
Printer ink	17%
Employees never take supplies home	10%
QuickFacts	
Employees take supplies home (net)	90%

## 8 Which of the following are the most inconsiderate “office crimes”?

*(Top 3 ranked responses)*

Response	
Arriving late to work or leaving early	69%
Talking loudly on your phone	57%
Not refilling the printer when it's out of paper	57%
Leaving dishes in the office sink	38%
Eating smelly food	31%
Burning popcorn in the microwave	19%
Taking the last cup of coffee	19%
Taking the last bagel from the kitchen	10%

## 9 What percentage of the time, if ever, do you personally avoid printing in color specifically because you feel it is too expensive?

Response	%
0-24%	36%
25-49%	16%
50-74%	20%
75-100%	28%
QuickFacts	
Any (net)	88%
Average (percentage)	43%
50% of the time or more (net)	48%

# 10 Which of the following words, if any, are you more likely to associate with color printed materials, than materials printed in black-and-white?

Response	
Professional	56%
Expensive	46%
Impactful	42%
Dynamic	40%
Polished	38%
Important	36%
None of these	2%
QuickFacts	
Any (net)	98%

## Methodological Notes:

The Brother Business Survey was conducted by Wakefield Research ([www.wakefieldresearch.com](http://www.wakefieldresearch.com)) among 500 U.S. small to mid-sized business owners and technology/business decision-makers at companies with 1,000 or fewer employees, between February 13th and 24th, 2017, using an email invitation and an online survey.

Results of any sample are subject to sampling variation. The magnitude of the variation is measurable and is affected by the number of interviews and the level of the percentages expressing the results. For the interviews conducted in this particular study, the chances are 95 in 100 that a survey result does not vary, plus or minus, by more than 4.4 percentage points from the result that would be obtained if interviews had been conducted with all persons in the universe represented by the sample.