

Marketing innovations - sales or distribution methods (INSA)

Questions and instructions

LITERAL QUESTION

Introduction of marketing innovations - New or significantly changed sales or distribution methods, such as internet sales, franchising, direct sales or distribution licences

CATEGORIES

Value	Category	Cases	
0	Question not asked	65	<input type="checkbox"/> 60.2%
1	Question asked	43	<input type="checkbox"/> 39.8%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.