

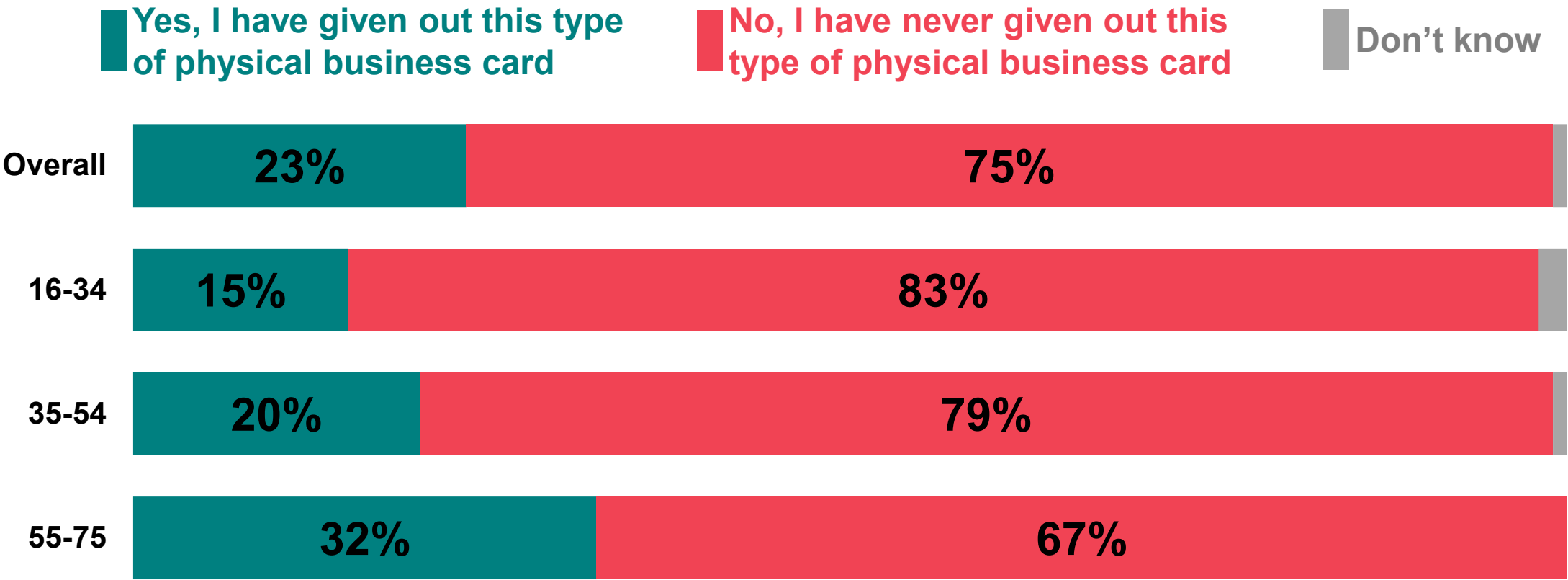


# **Ipsos** **Death of the Business Card?**

**February 2024**

Less than 1 in 4 GB Adults (23%) have ever given out a business card to someone they have met. This increases to 1 in 3 (32%) amongst those aged 55-75.

Have you ever given out your own physical business card, with your name and details on it, to someone you have met?

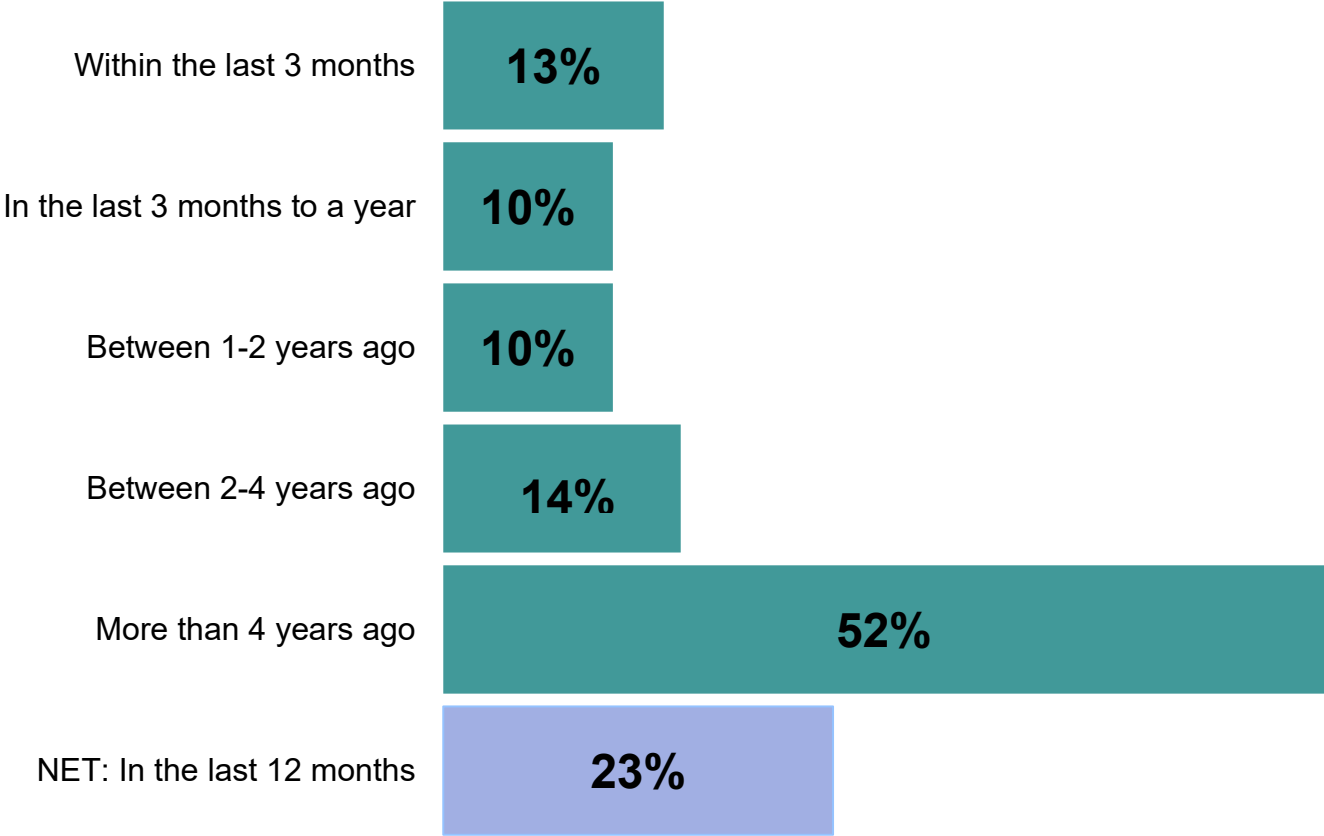


Base: 1,089 All adults aged 16-75 in GB, 26<sup>th</sup> -29<sup>th</sup> January 2024



**Over half of those (52%) who have previously used a business card, have not given a business card with their name and details on it for over 4 years. Just under a quarter (23%) of adults have done so in the last 12 months.**

Approximately when was the last time you gave out a business card with your name and details on it, to someone you have met?

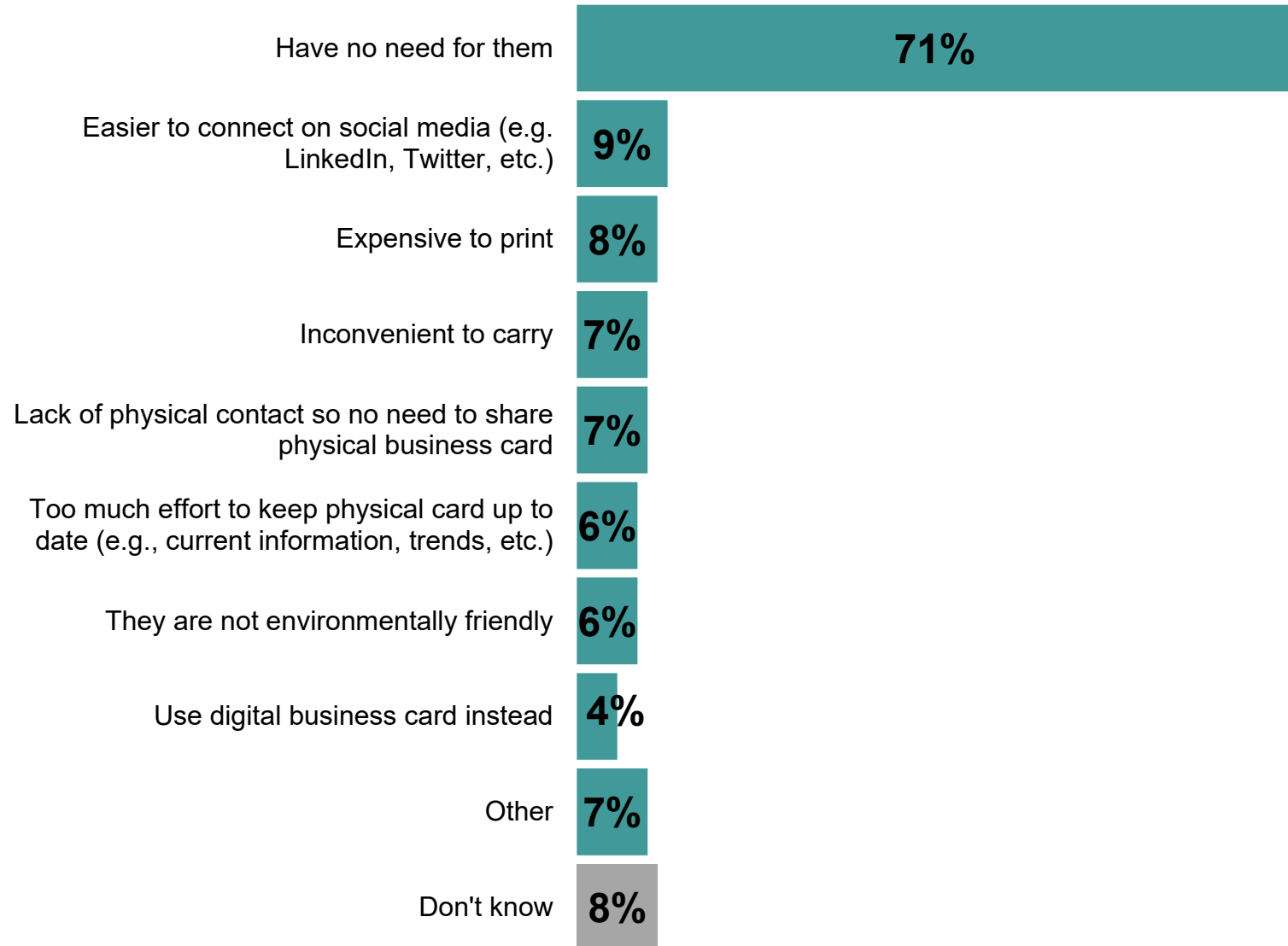


Base: 276 All adults aged 16-75 who have used a business card 26<sup>th</sup> -29<sup>th</sup> January 2024



**Seven in ten adults (71%) who no longer use physical business cards say that they have no need for them- whilst only 4% say they use digital business cards instead.**

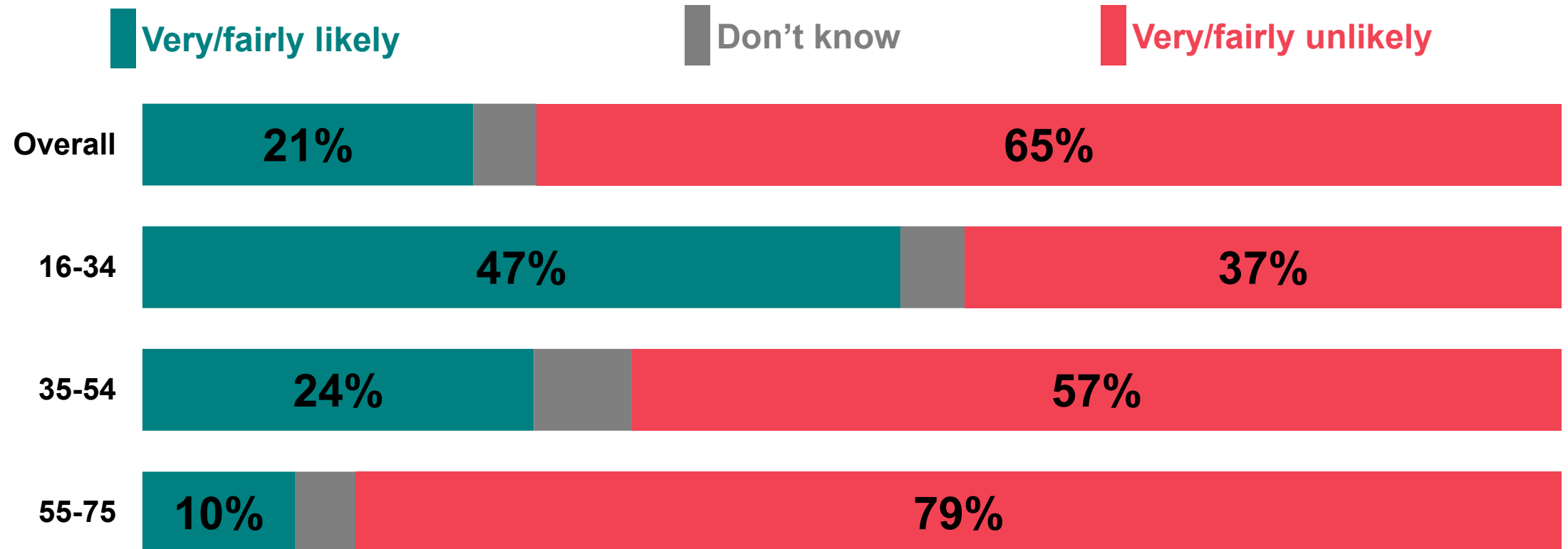
**For which of any of the following reasons, if any are you not giving out physical business cards?**



**Base: 1,016** All adults aged 16-75 who no longer use physical business cards  
26<sup>th</sup> -29<sup>th</sup> January 2024

**Only one in five current users (21%) say they are likely to use physical business cards in two years' time. Highest amongst those aged 16-34 (47%) compared to 24% of 35-54 year olds and only one in ten amongst those aged 55-75.**

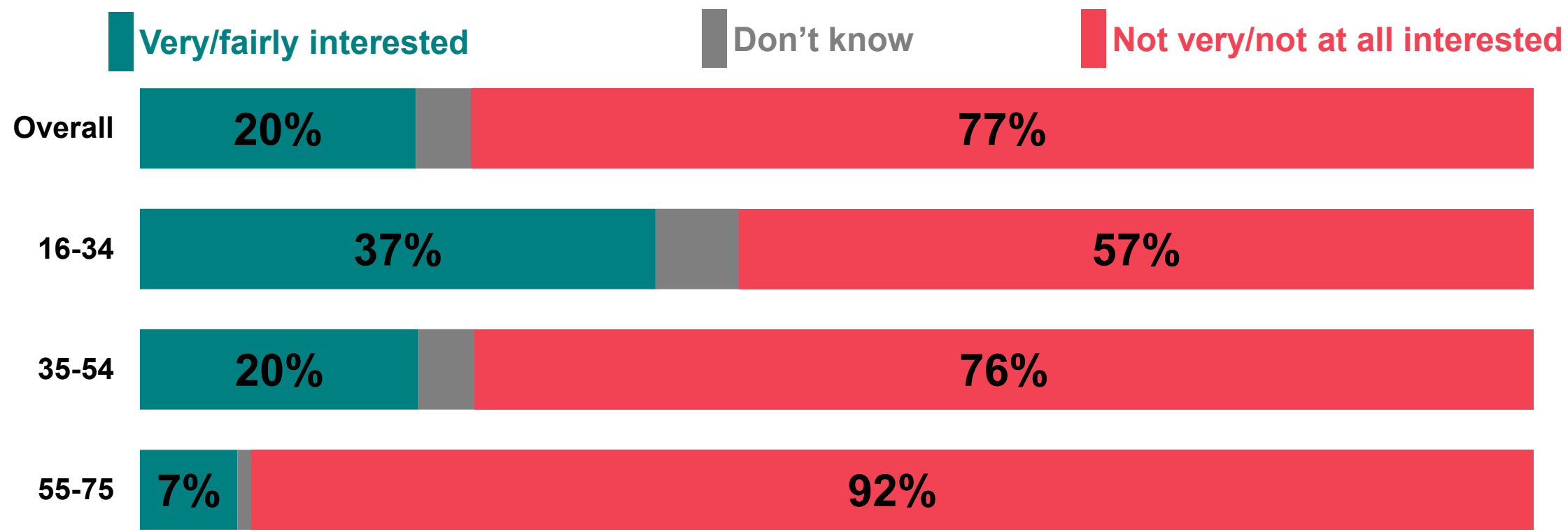
In two years' time, how likely, or unlikely, are you to be using physical business cards?



Base: 276 All adults aged 16-75 who have used a business card, 26<sup>th</sup> -29<sup>th</sup> January 2024

**Overall, one in five adults (20%) are interested in having digital cards. Encouragingly, interest is highest amongst the younger generations, 37% interested amongst those aged 16-34 compared to 20% amongst adults aged 35-54 (20%) and only 7% amongst adults aged 55-75.**

How interested, or not, are you in having digital business cards (e.g., online, QR codes etc.)?



Base: 1,089 All adults aged 16-75 in GB, 26<sup>th</sup> -29<sup>th</sup> January 2024



# Technical notes

- The research was carried out by Ipsos Observer.
- Ipsos Observer interviewed a representative quota sample of 1089 adults aged 16-75 in Great Britain using its online i:omnibus between 26<sup>th</sup> and 29<sup>th</sup> January 2024.
- The sample obtained is representative of the population with quotas on:
  - Age
  - Gender
  - Region
  - Working Status
- The data has been weighted to the known offline population proportions for age, working status and social grade within gender, and for government office region, to reflect the adult population of the United Kingdom.

For more information please contact the Observer team at [ipsos.com/en-uk/omnibus-surveys](https://ipsos.com/en-uk/omnibus-surveys)



**For more information**

Peter Cooper  
Director  
[Peter.cooper@ipsos.com](mailto:Peter.cooper@ipsos.com)

Ekaterina Mincheva  
Research Manager  
[ekaterina.mincheva@ipsos.com](mailto:ekaterina.mincheva@ipsos.com)

Seb Safwat  
Graduate Research Executive  
[Seb.safwat@ipsos.com](mailto:Seb.safwat@ipsos.com)

