



Ipsos Observer

The Survey Management, Data Collection and Delivery Specialists

Business Card/Networking Study

Prepared for:



August 2012

© 2012 Ipsos. All rights reserved. Contains Ipsos' Confidential and Proprietary information and may not be disclosed or reproduced without the prior written consent of Ipsos.



Table of Contents

■ Research Overview	3
■ Executive Summary	5
■ United States – Detailed Findings	10
■ United Kingdom – Detailed Findings	24

Research Overview

Research Overview

- Men and women age 21+ years
- Main Target: n=702 US; n=358 UK
- Small Business Owners: n=305 US; n=152 UK
 - The only difference between Main Target and Small Business Owners is small business ownership.

Sample



- Conducted online
- Fielded: July 30 to August 8, 2012

Fieldwork



- Results are shown separately for US and UK, and within each country:
- **Main Target vs. Small Business Owners**
- Within Main Target and Small Business Owners, segmented by value of business cards:
- **Business Cards Very Impactful** (business cards rated 5 on 5-point scale) vs. **Business Cards Less Impactful** (business cards rated 1-4 on 5-point scale)

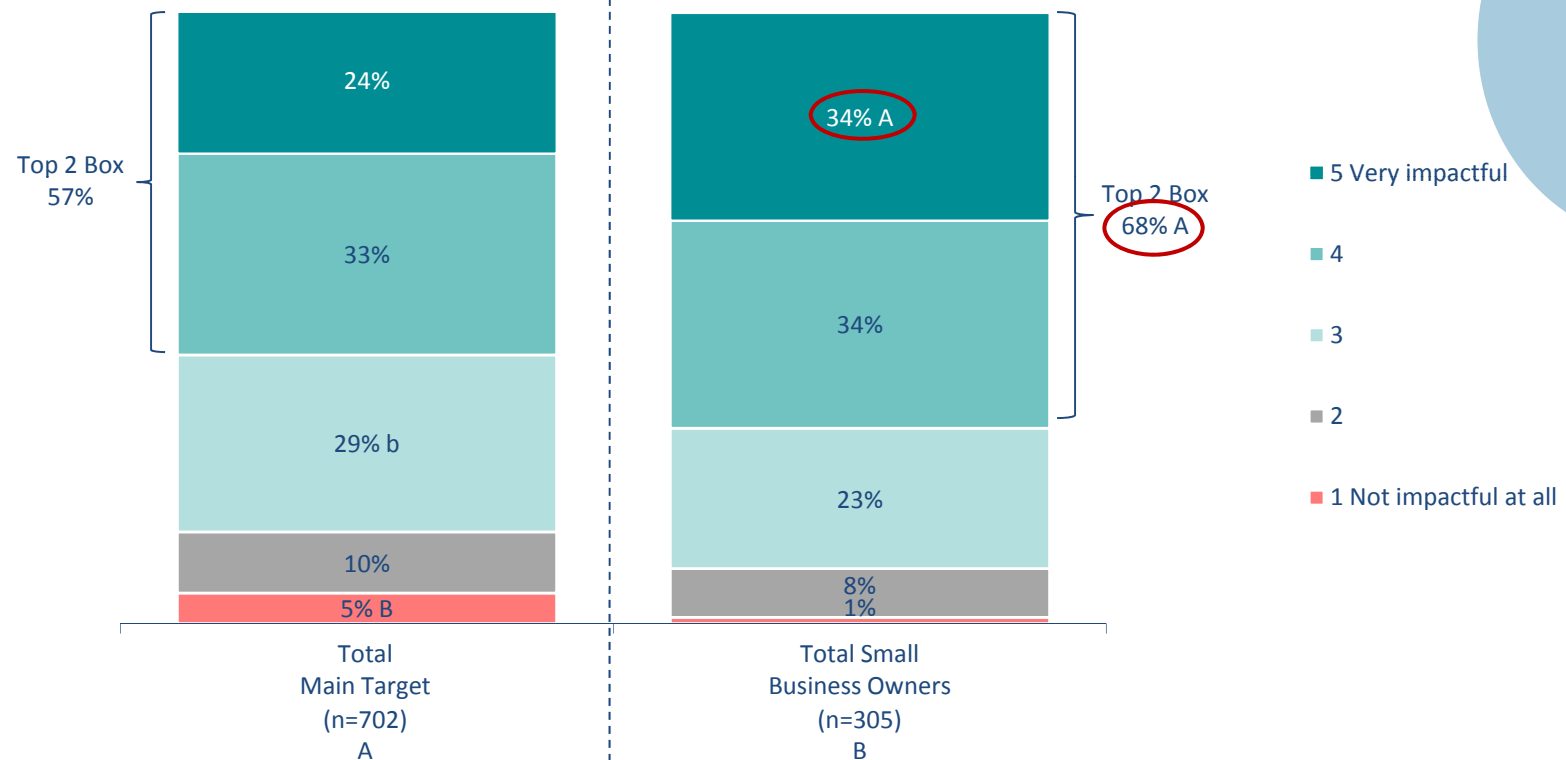
Segments in this report

United States



SBOs are more likely than Main Target to consider business cards very impactful when networking. Two-thirds give business cards a top two box rating.

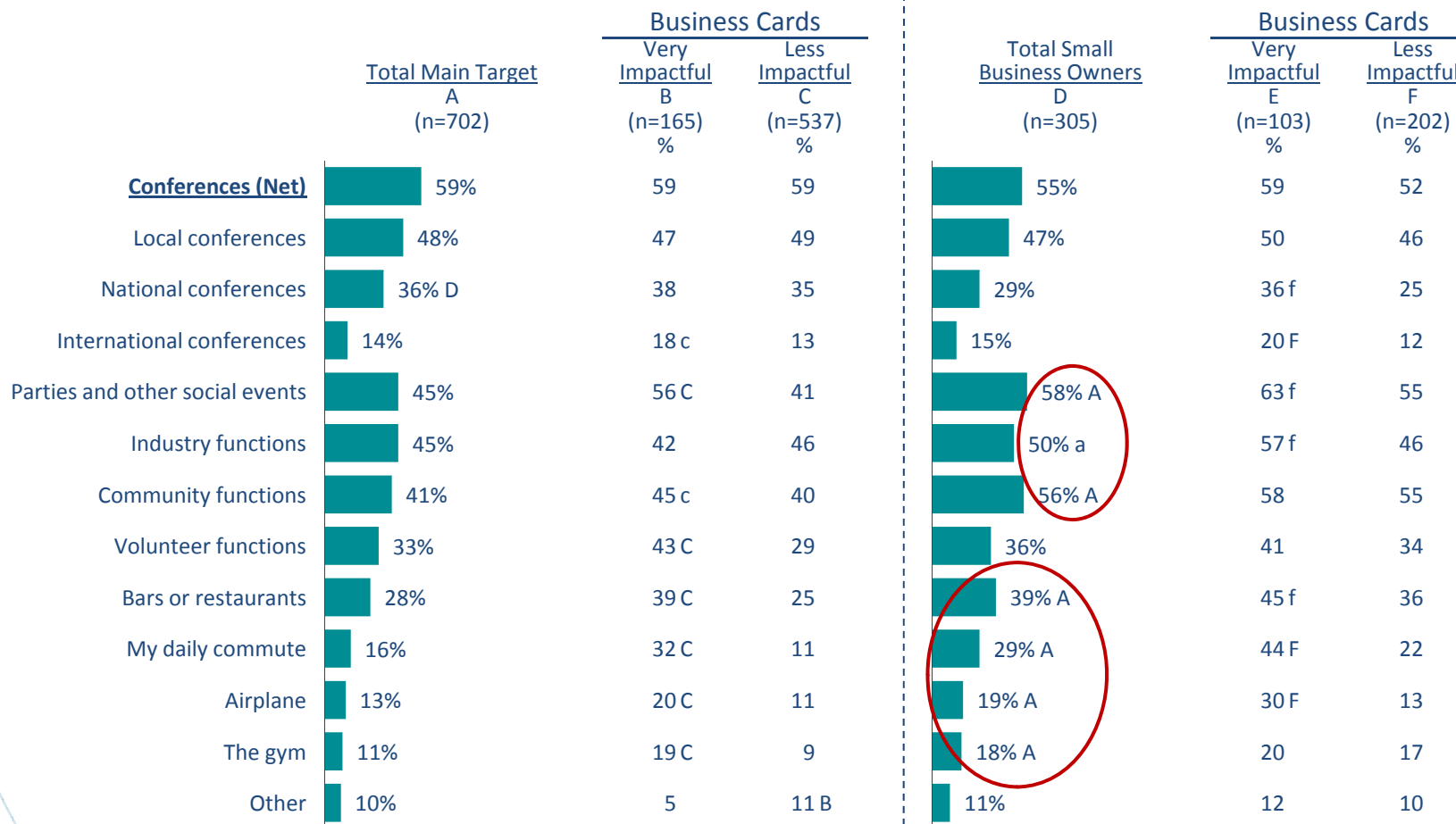
Impact of Business Card When Networking



Q6: How impactful is each of the following elements when networking?
A/B=Significantly higher with 95% confidence; a/b=Directionally higher with 80% confidence

More than half of Main Target and SBOs typically distribute business cards at conferences, but SBOs tend to distribute them at a wider variety of locations/situations.

Where Typically Distribute Business Cards

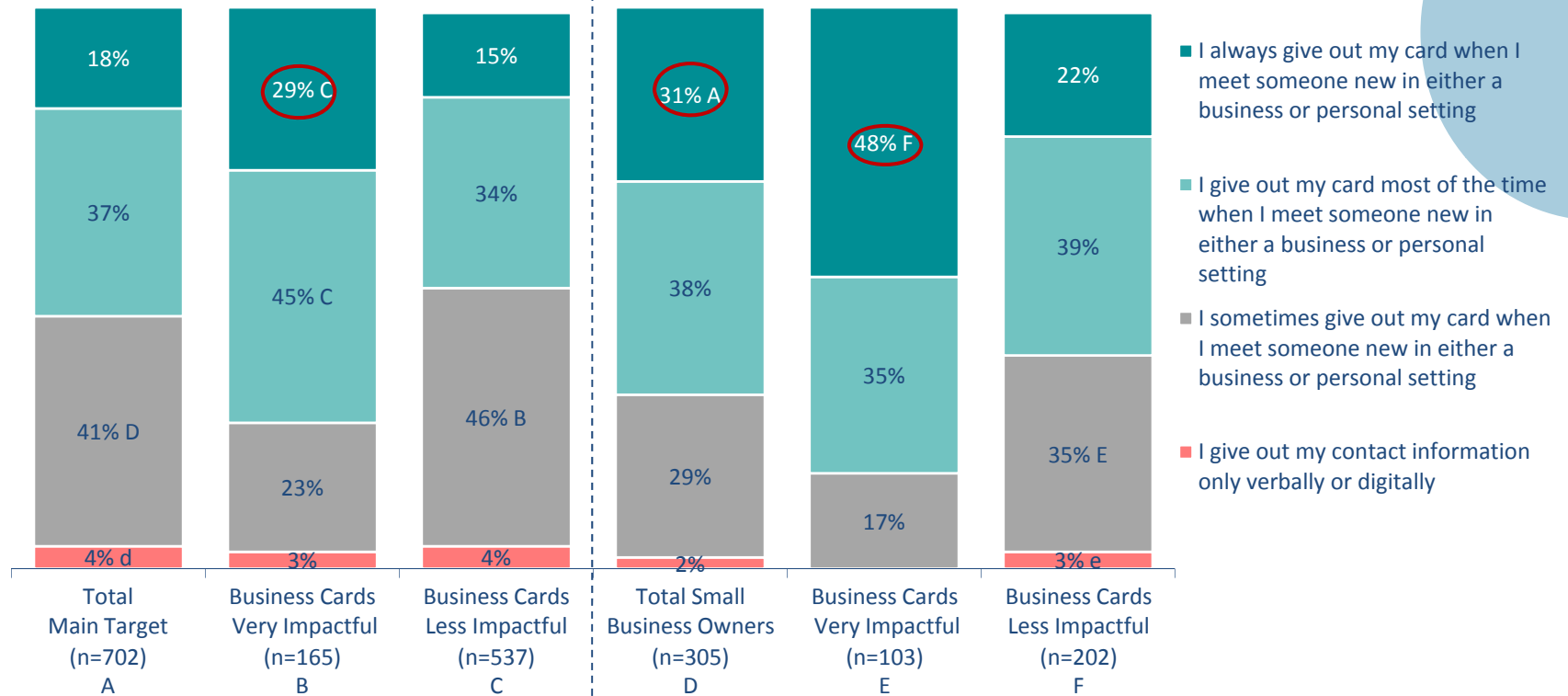


Q15: Which scenario best describes where you typically distribute your business cards?

A/D, B/C, E/F=Significantly higher with 95% confidence; a/d, b/c, e/f=Directionally higher with 80% confidence

SBOs are more likely than Main Target to 'always' give out business cards to new contacts. Both targets finding business cards very impactful are more likely than their counterparts to 'always' give out business cards to new contacts.

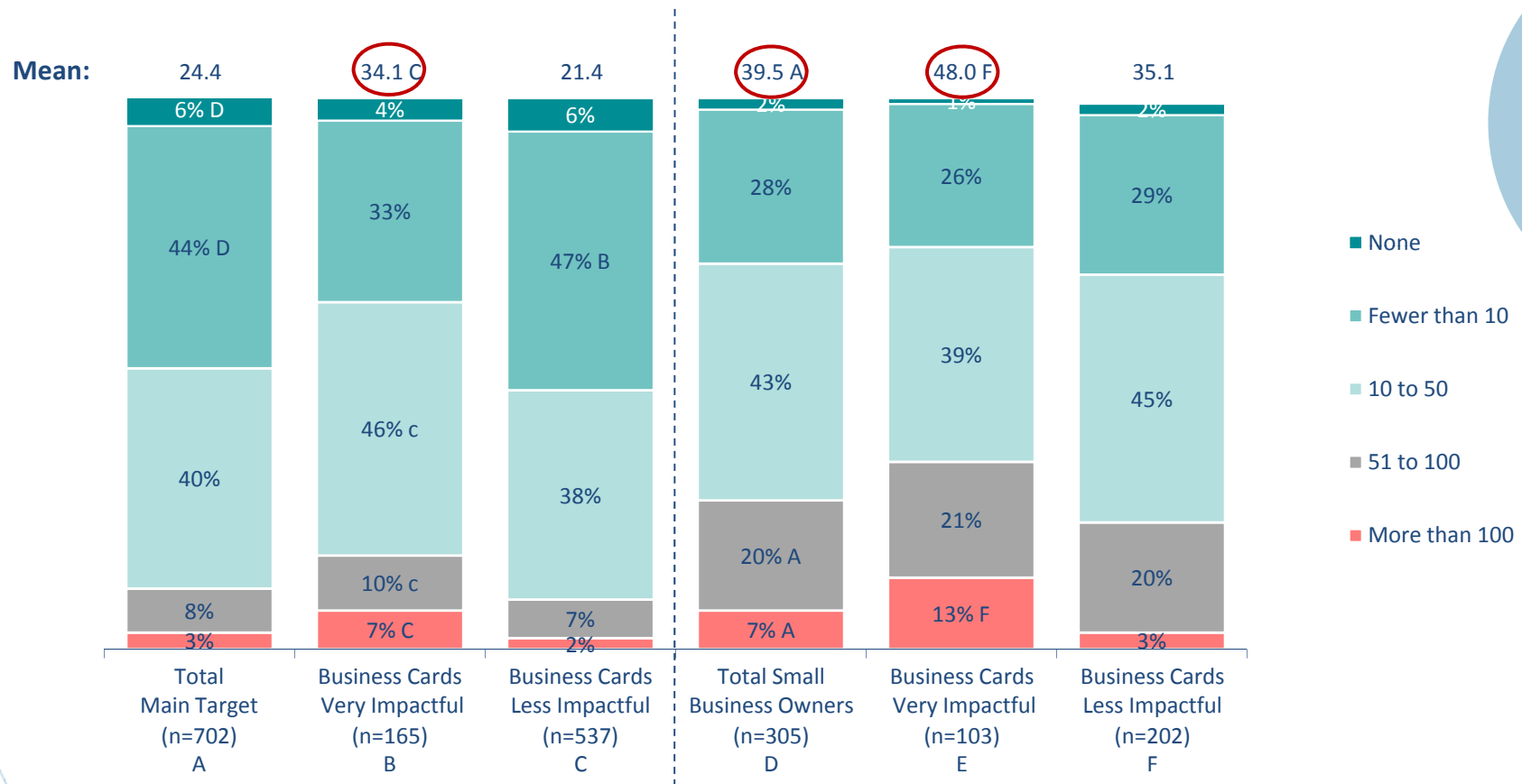
Frequency of Distributing Business Cards



Q18: When thinking about business cards and the information you have printed on them, which one of the following do you do?
A/D, B/C, E/F=Significantly higher with 95% confidence; a/d, b/c, e/f=Directionally higher with 80% confidence

Again, SBOs give out more business cards than Main Target, and both targets finding business cards very impactful give out the more business cards than their counterparts.

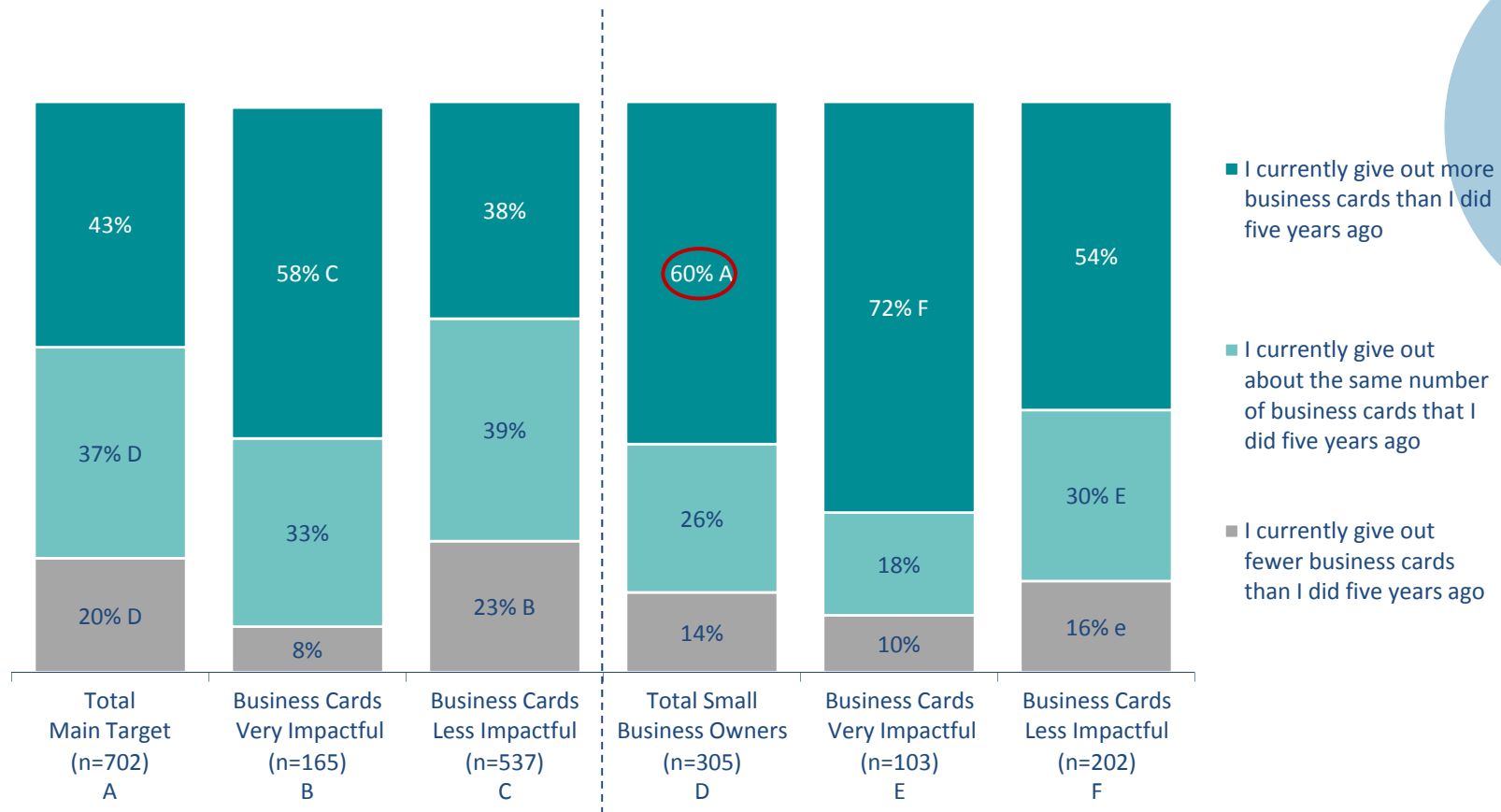
Number of Business Cards Distributed Monthly



Q14: Approximately how many business cards do you give out each month?
A/D, B/C, E/F=Significantly higher with 95% confidence; a/d, b/c, e/f=Directionally higher with 80% confidence

Business card distribution appears to have increased over the past five years, particularly among SBOs.

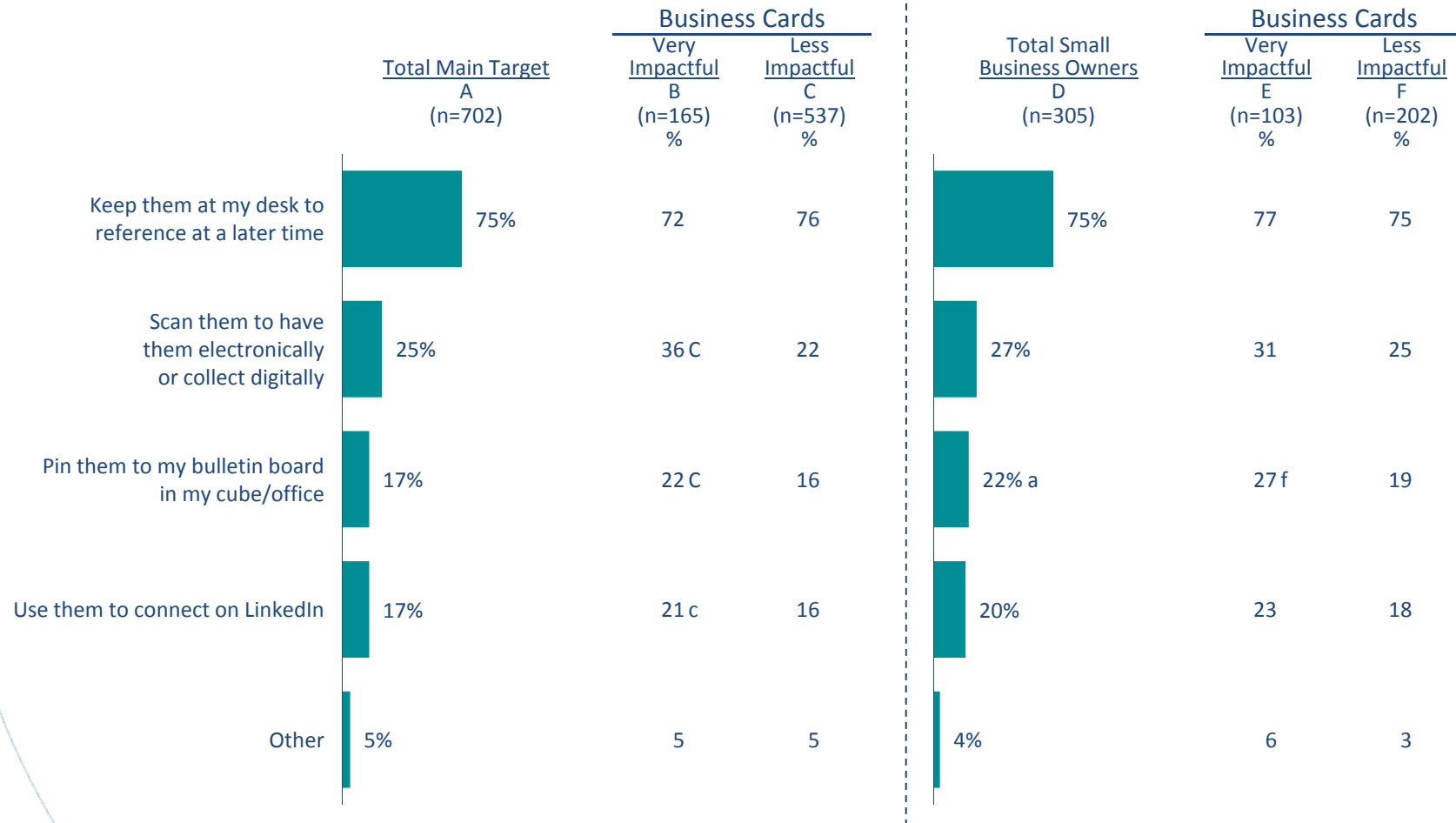
Business Card Distribution Compared to Five Years Ago



Q14a: Which statement best describes the number of business cards you give out?
 A/D, B/C, E/F=Significantly higher with 95% confidence; a/d, b/c, e/f=Directionally higher with 80% confidence

Business cards from other contacts are typically kept at the desk to reference at a later time.

How Keep Contacts' Business Cards



Q16: What do you do with the business cards that you receive from others?

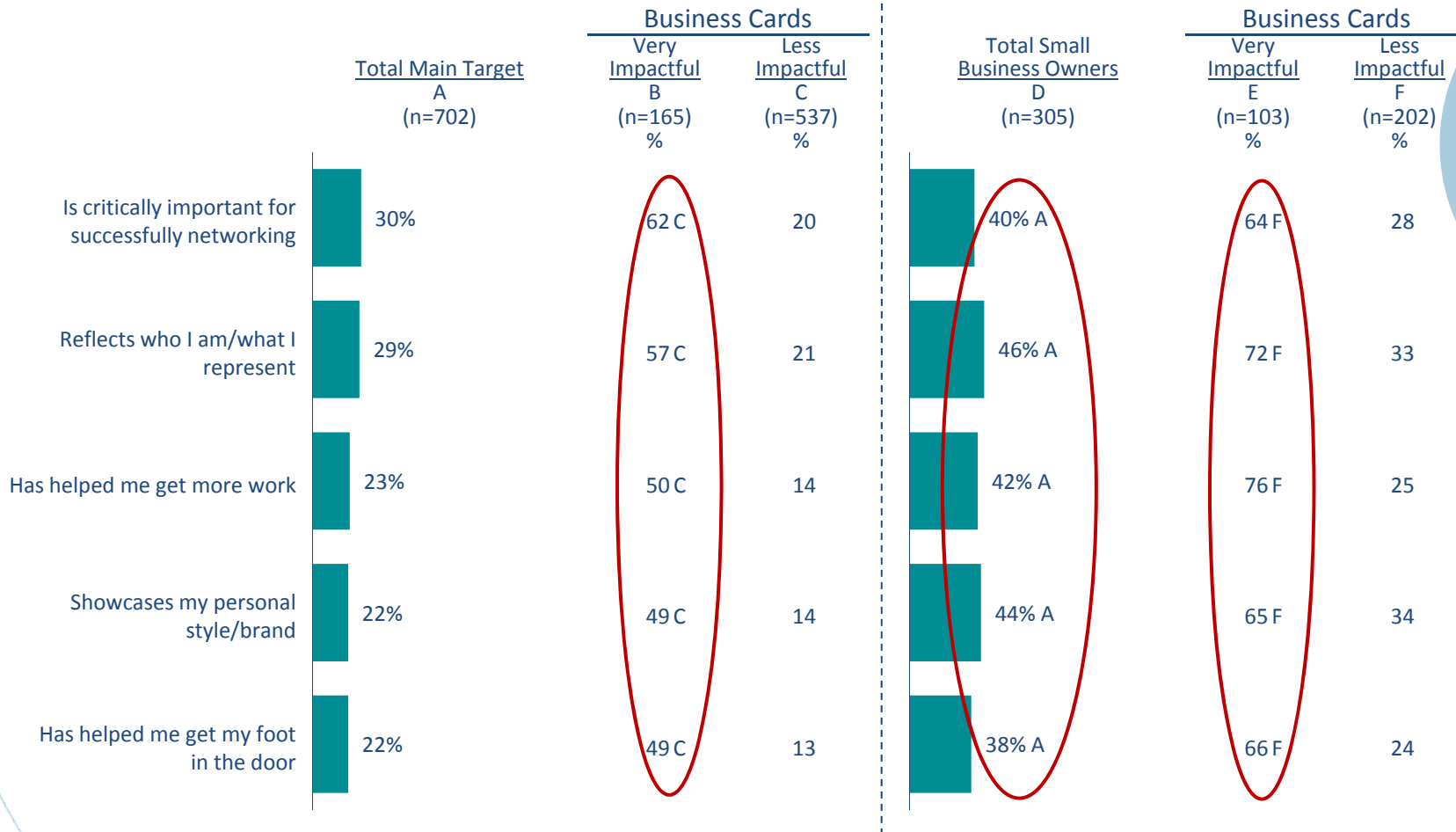
A/D, B/C, E/F=Significantly higher with 95% confidence; a/d, b/c, e/f=Directionally higher with 80% confidence



SBOs are more likely than Main Target to agree with all statements relating to business cards. Both targets finding business cards very impactful are also more in agreement than those who find business cards less impactful.



Agreement with Statements (Top Box Ratings)

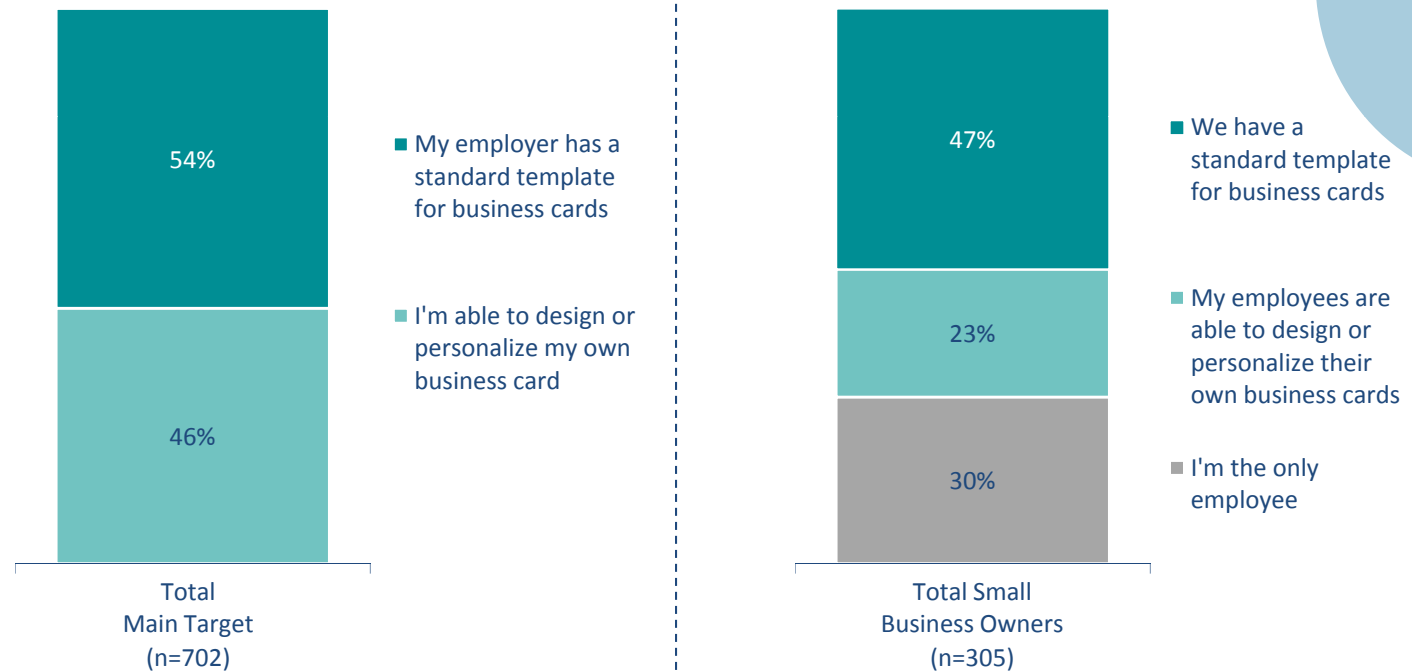


Q21: Please indicate how much you agree or disagree with each of the following statements about your business card. (5-pt. scale)
A/D, B/C, E/F=Significantly higher with 95% confidence; a/d, b/c, e/f=Directionally higher with 80% confidence



Among Main Target, just under half are able to design or personalize their business cards. Under one-fourth of SBOs allow employees to do so.

Ability to Personalize Business Cards



Q12: Which statement best describes your involvement with business cards?

Q13: Which statement best describes your employees' involvement with business cards?

SBOs are more likely than Main Target to use digital business card apps, but overall only about one-third make use of any apps at all.

Usage of Digital Business Card Apps

	Business Cards			Business Cards		
	Total Main Target	Very Impactful	Less Impactful	Total Small Business Owners	Very Impactful	Less Impactful
Base: Total Respondents	A (n=702) %	B (n=165) %	C (n=537) %	D (n=305) %	E (n=103) %	F (n=202) %
Neat Desk Scanner	7	10 c	6	13 A	17 f	10
ScanBizCards	6	10 C	5	9 a	14 F	6
Bump	6	9 C	4	9 a	15 F	6
my facecard	5	9 C	4	13 A	24 F	8
Cardcloud	5	8 c	4	13 A	18 F	10
CardMunch	5	8 c	4	10 A	12	8
Card Flick	4	7 c	4	11 A	18 F	7
WorldCardMobile	3	5 C	2	9 A	17 F	4
Snap Dat	3	4	3	10 A	17 F	7
I have never used any of these	77 D	68	79 B	63	51	69 E

Q17: Which of the following digital business card apps have you ever used?

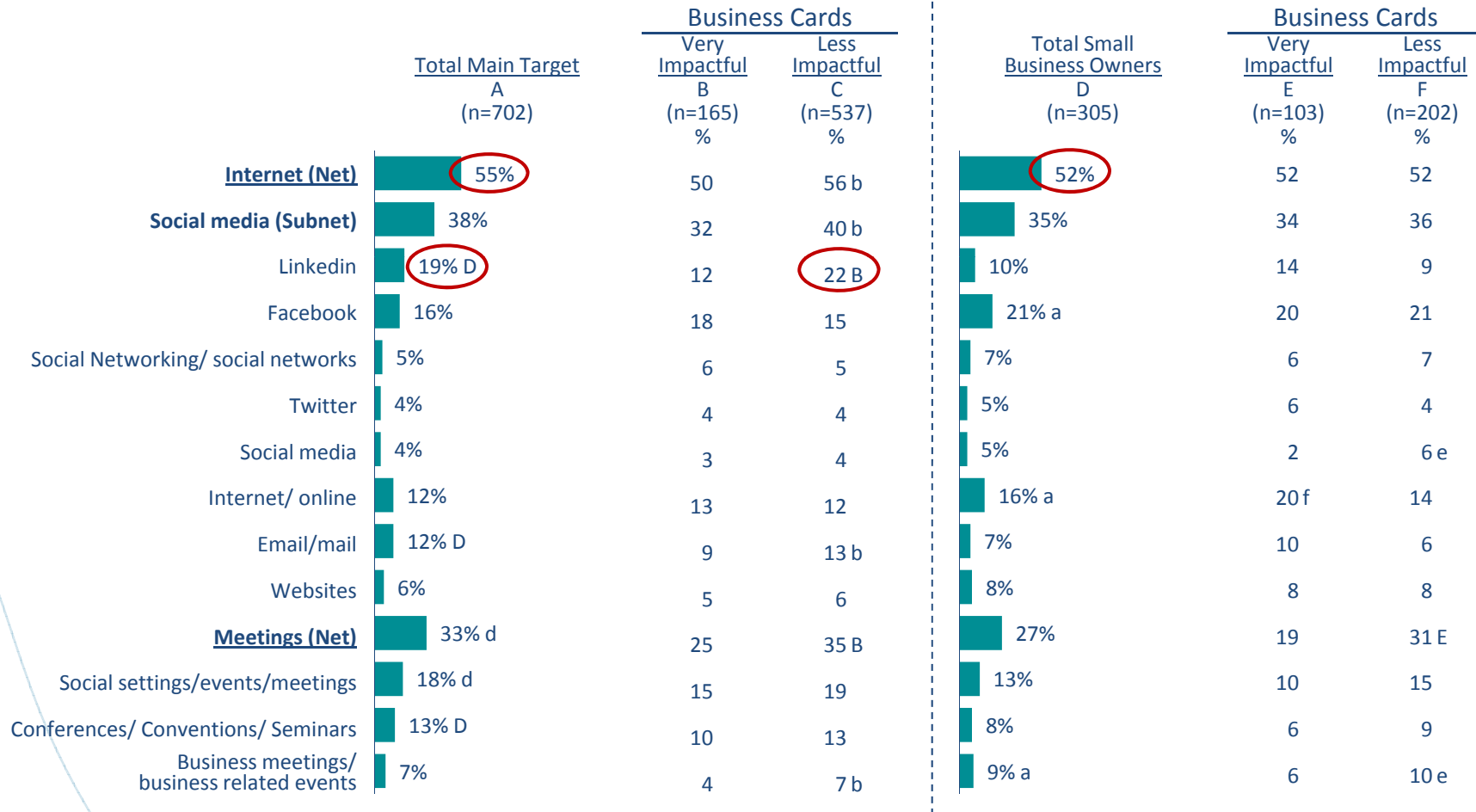
A/D, B/C, E/F=Significantly higher with 95% confidence; a/d, b/c, e/f=Directionally higher with 80% confidence



Top of mind, more than half of Main Target and SBOs mention using the Internet for networking, primarily via social media. Main Target is significantly more likely than SBOs to use LinkedIn, particularly among those finding business cards less impactful.



How Typically Network



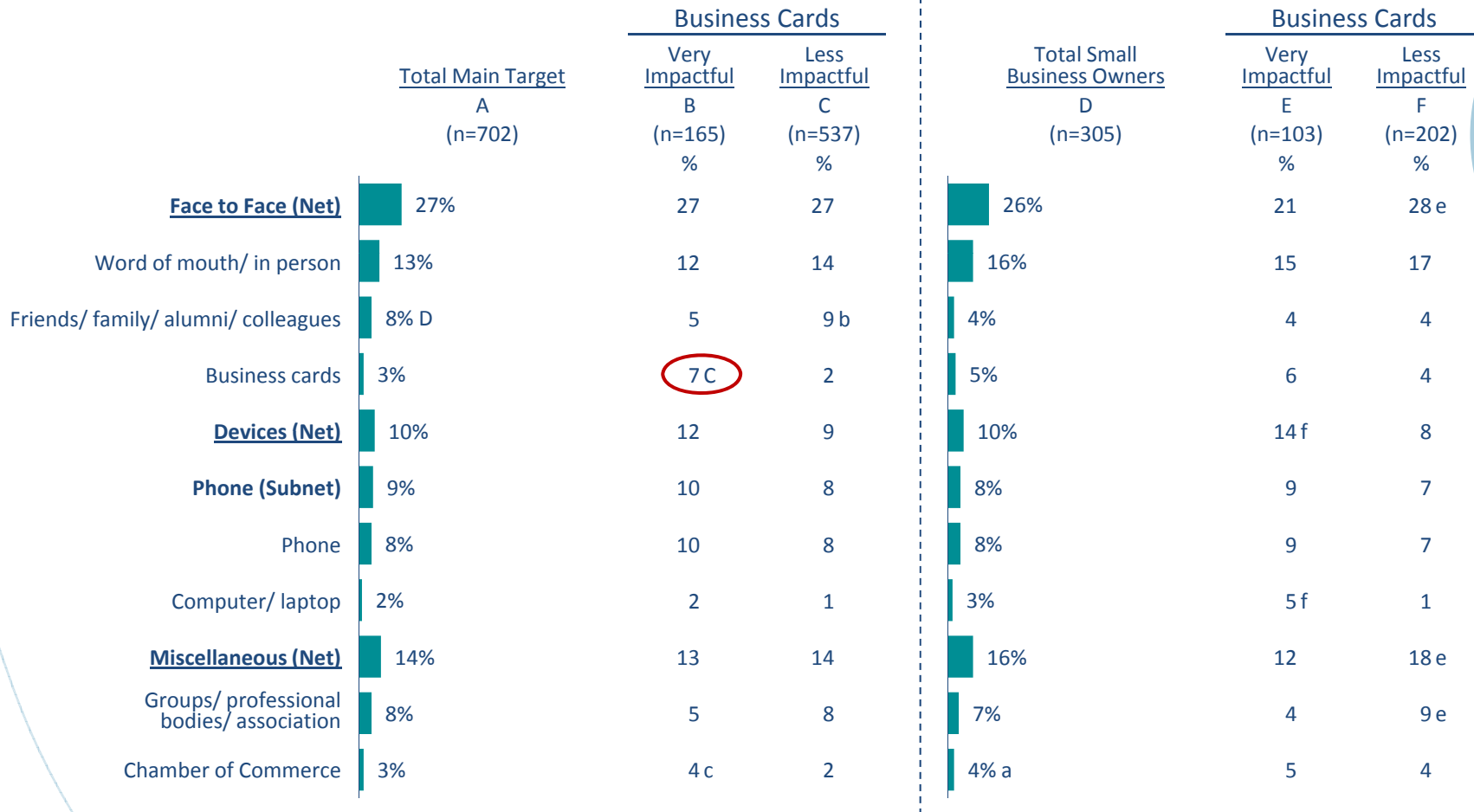
Q1: In what ways do you typically network?

A/D, B/C, E/F=Significantly higher with 95% confidence; a/d, b/c, e/f=Directionally higher with 80% confidence

Note: Mentions below 5% may not be shown

Business cards in total receive very few mentions, but not surprisingly, Main Target finding business cards very impactful are more likely to use them.

How Typically Network (Cont'd)



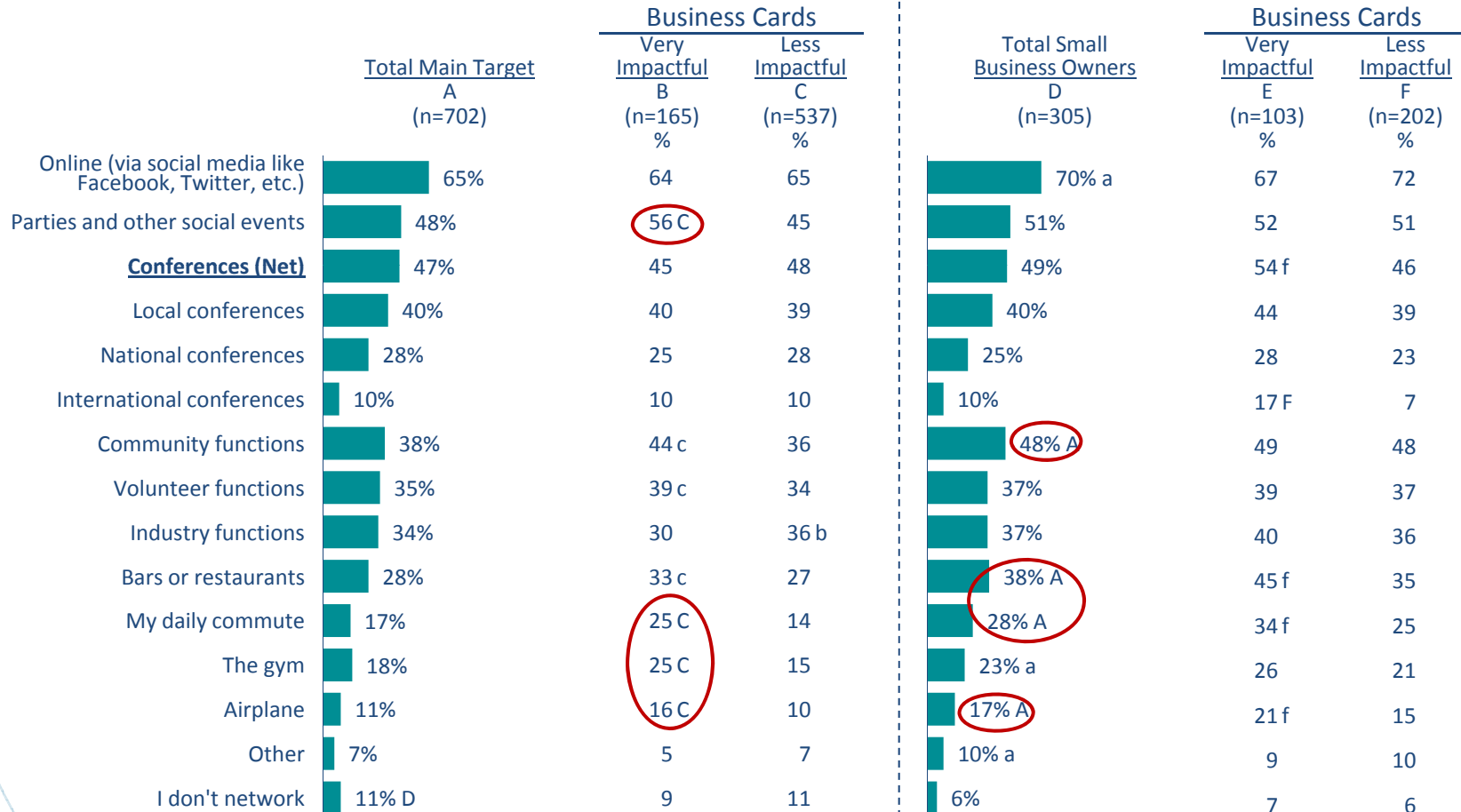
Q1: In what ways do you typically network?

A/D, B/C, E/F=Significantly higher with 95% confidence; a/d, b/c, e/f=Directionally higher with 80% confidence

Note: Mentions below 5% may not be shown

Common networking locations include online, parties, conferences and community functions. SBOs in total and Main Target finding business cards very impactful are more likely to network in physical settings.

Where Typically Network

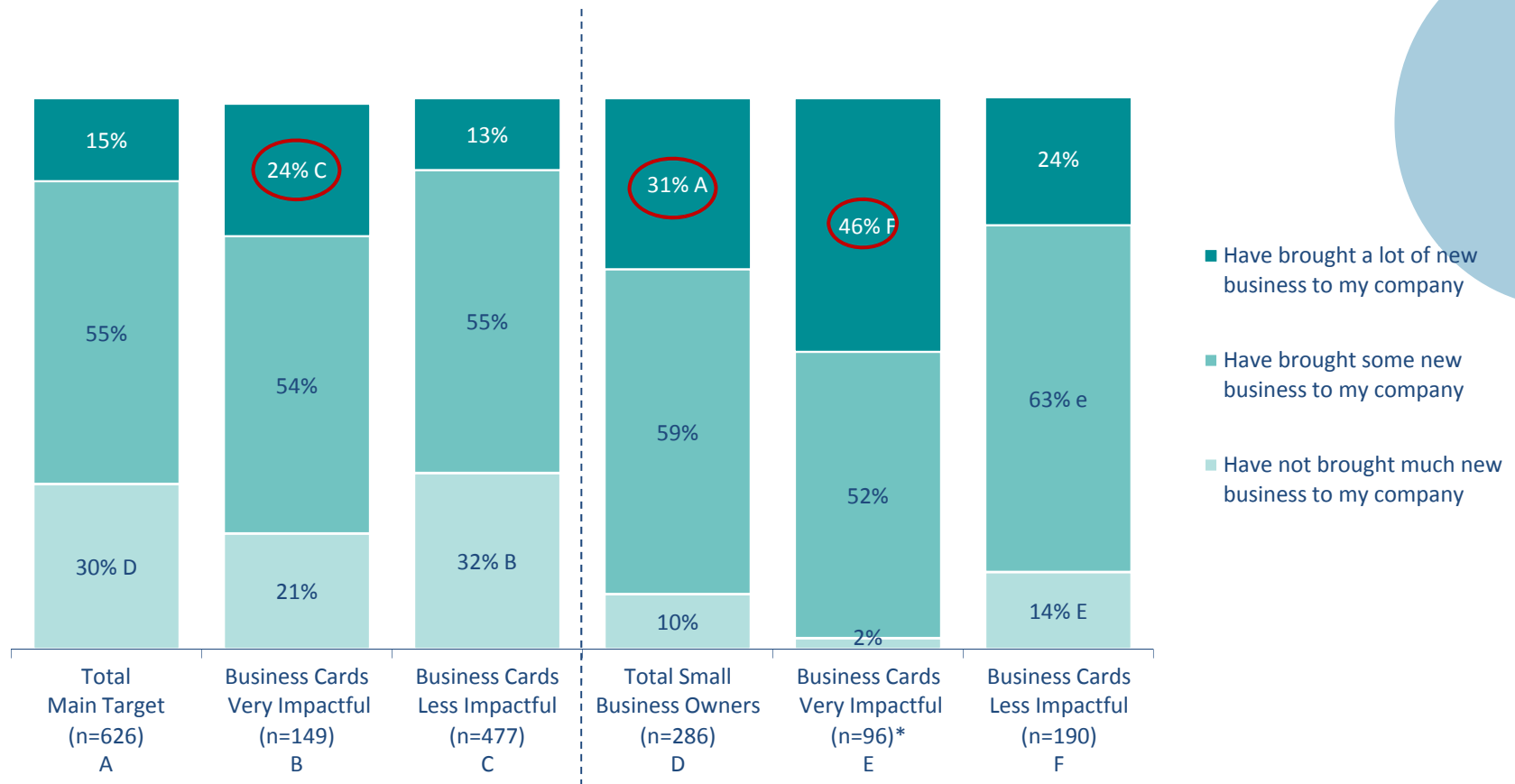


Q2: Where do you typically network?

A/D, B/C, E/F=Significantly higher with 95% confidence; a/d, b/c, e/f=Directionally higher with 80% confidence

SBOs are more likely than Main Target to reap the benefits of networking,. Both targets finding business cards very impactful are more likely than their counterparts to attribute new business to networking.

Effect of Networking on Business



Q5: Which statement best describes the effect networking has had on your employer's business?

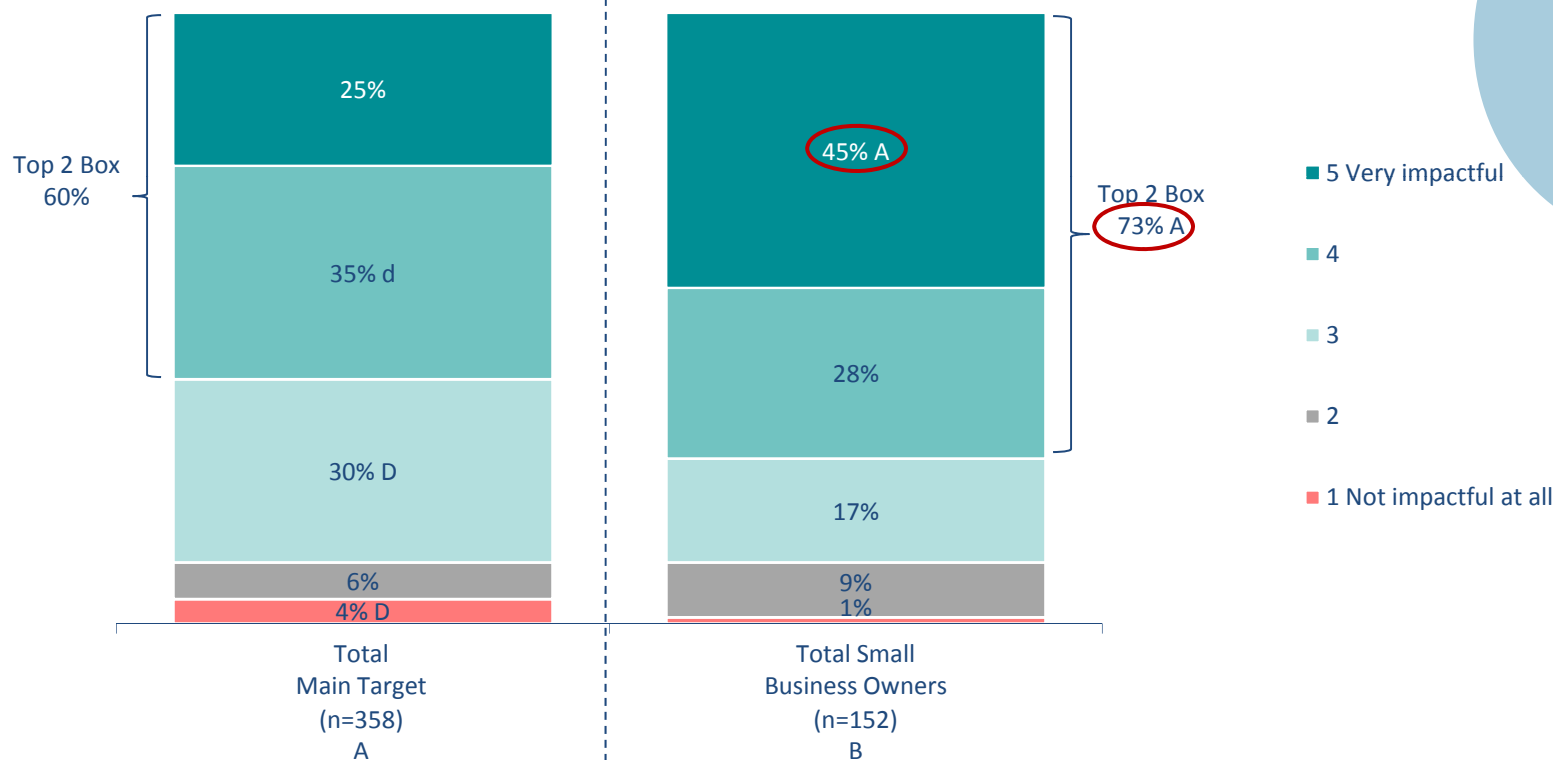
A/D, B/C, E/F=Significantly higher with 95% confidence; a/d, b/c, e/f=Directionally higher with 80% confidence

*Small base size

United Kingdom

SBOs are more likely than Main Target to consider business cards very impactful when networking. Nearly three-fourths give business cards a top two box impact rating.

Impact of Business Card When Networking

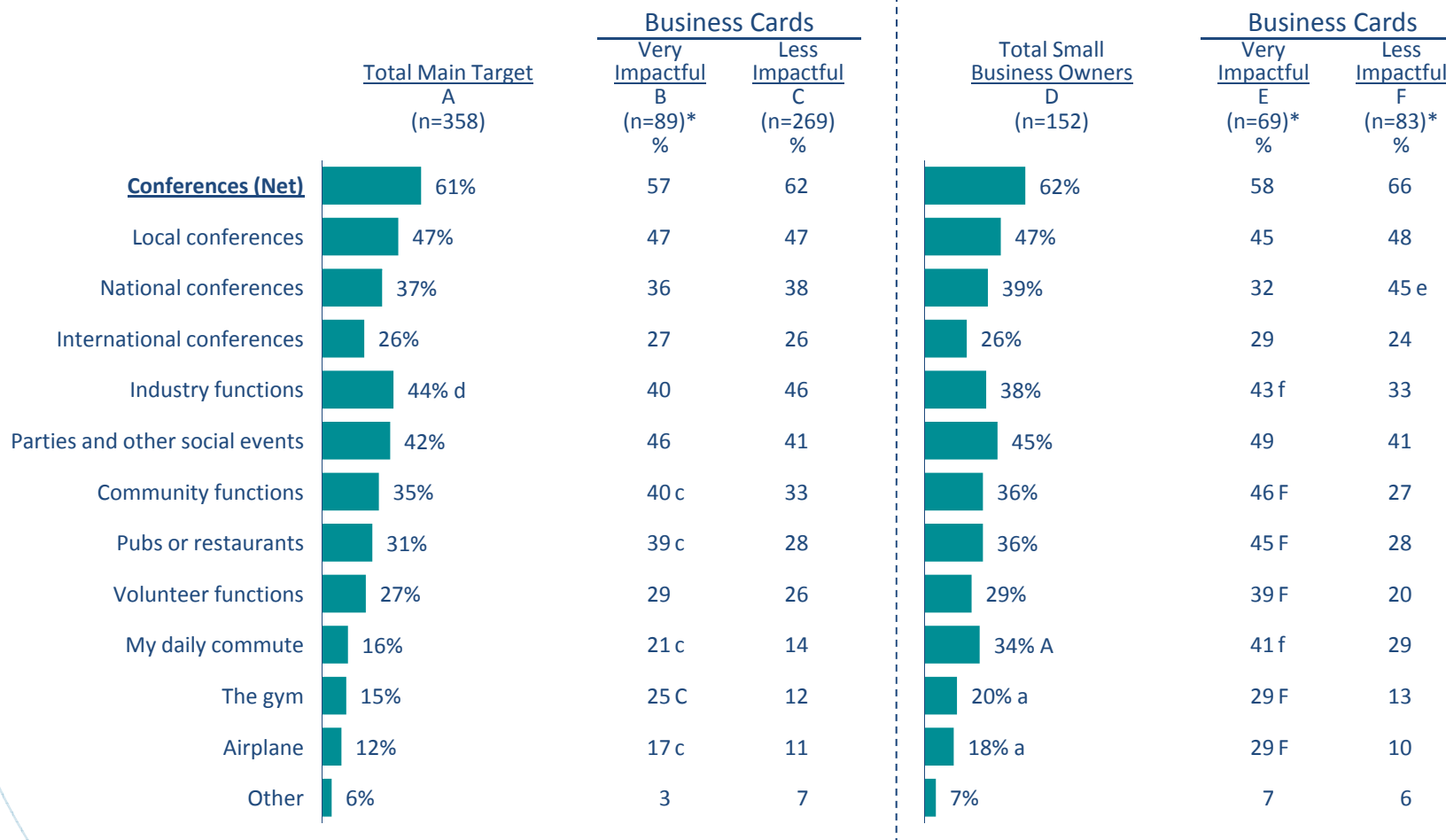


Q6: How impactful is each of the following elements when networking?

A/B=Significantly higher with 95% confidence; a/b=Directionally higher with 80% confidence

Well over half of Main Target and SBOs typically distribute business cards at conferences. Unlike the US, both groups distribute them similarly at a variety of other locations/situations.

Where Typically Distribute Business Cards



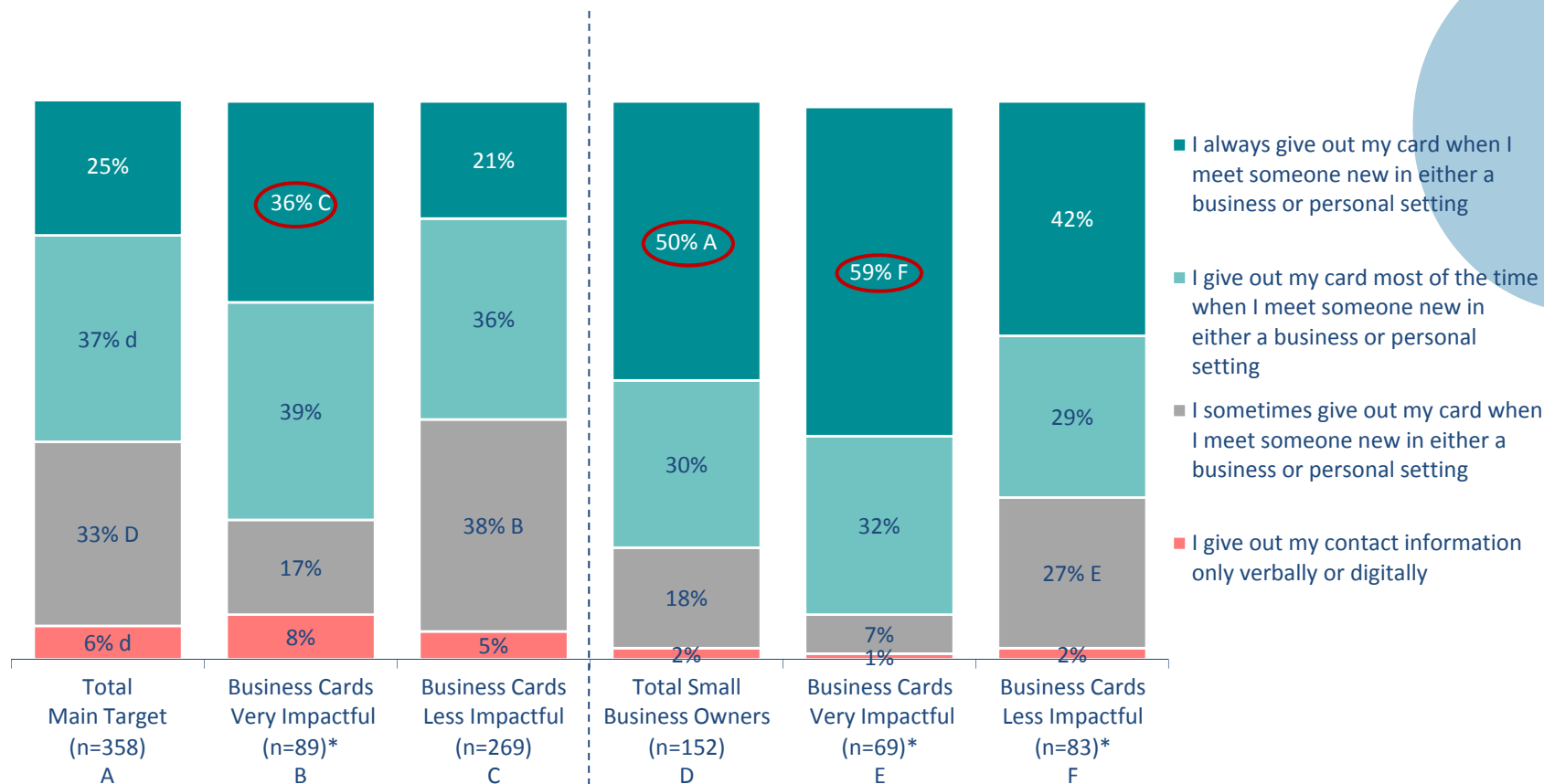
Q15: Which scenario best describes where you typically distribute your business cards?

A/D, B/C, E/F=Significantly higher with 95% confidence; a/d, b/c, e/f=Directionally higher with 80% confidence

*Small Base Size

SBOs are more likely than Main Target to 'always' give out business cards when meeting new people in a business or personal setting. Both targets finding business cards very impactful are more likely than their counterparts to 'always' give out business cards to new contacts.

Frequency of Distributing Business Cards



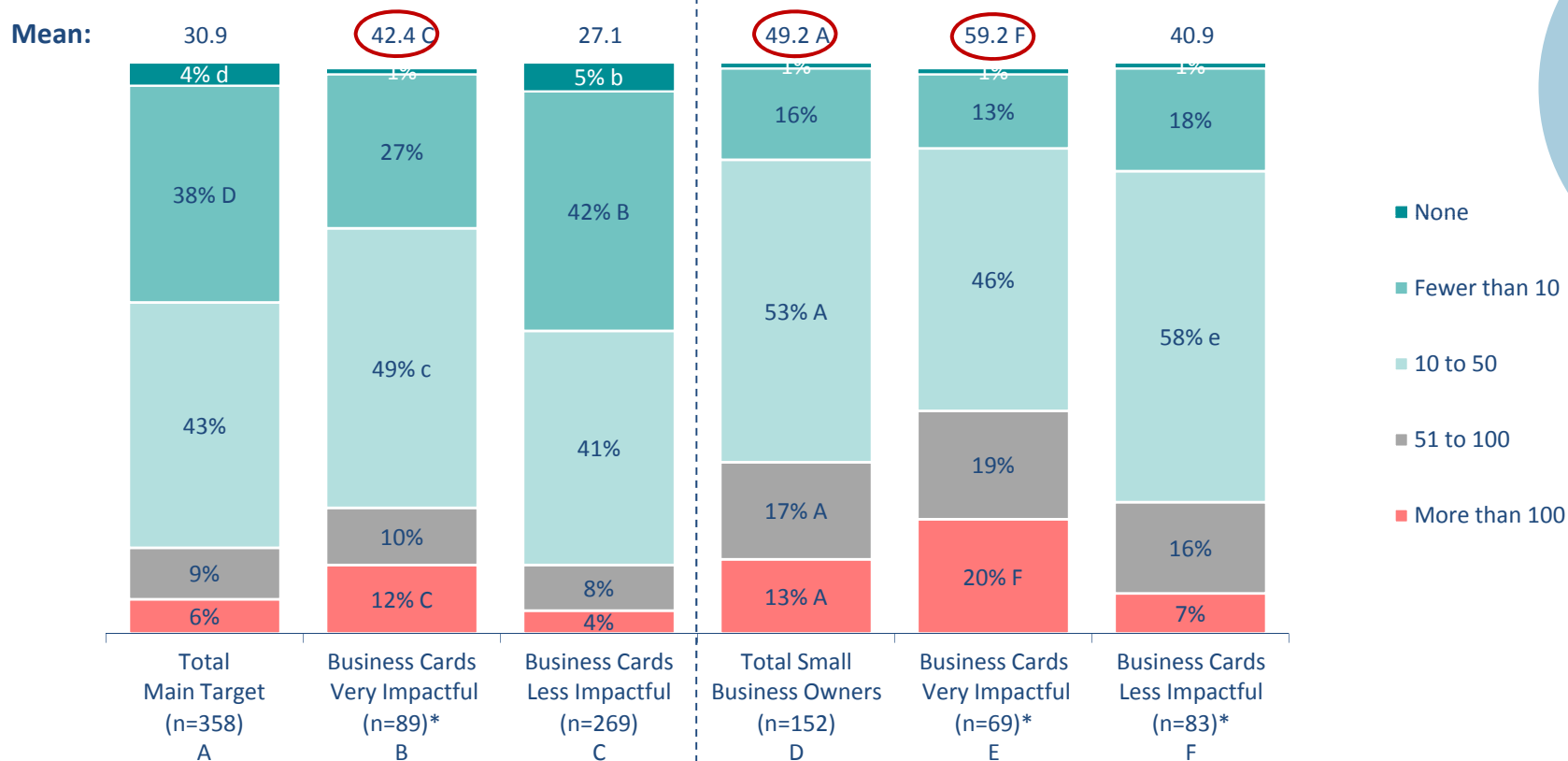
Q18: When thinking about business cards and the information you have printed on them, which one of the following do you do?

A/D, B/C, E/F=Significantly higher with 95% confidence; a/d, b/c, e/f=Directionally higher with 80% confidence

*Small Base Size

SBOs distribute more business cards on a monthly basis than Main Target. Both targets finding business cards very impactful give out more on a monthly basis than their counterparts.

Number of Business Cards Distributed Monthly



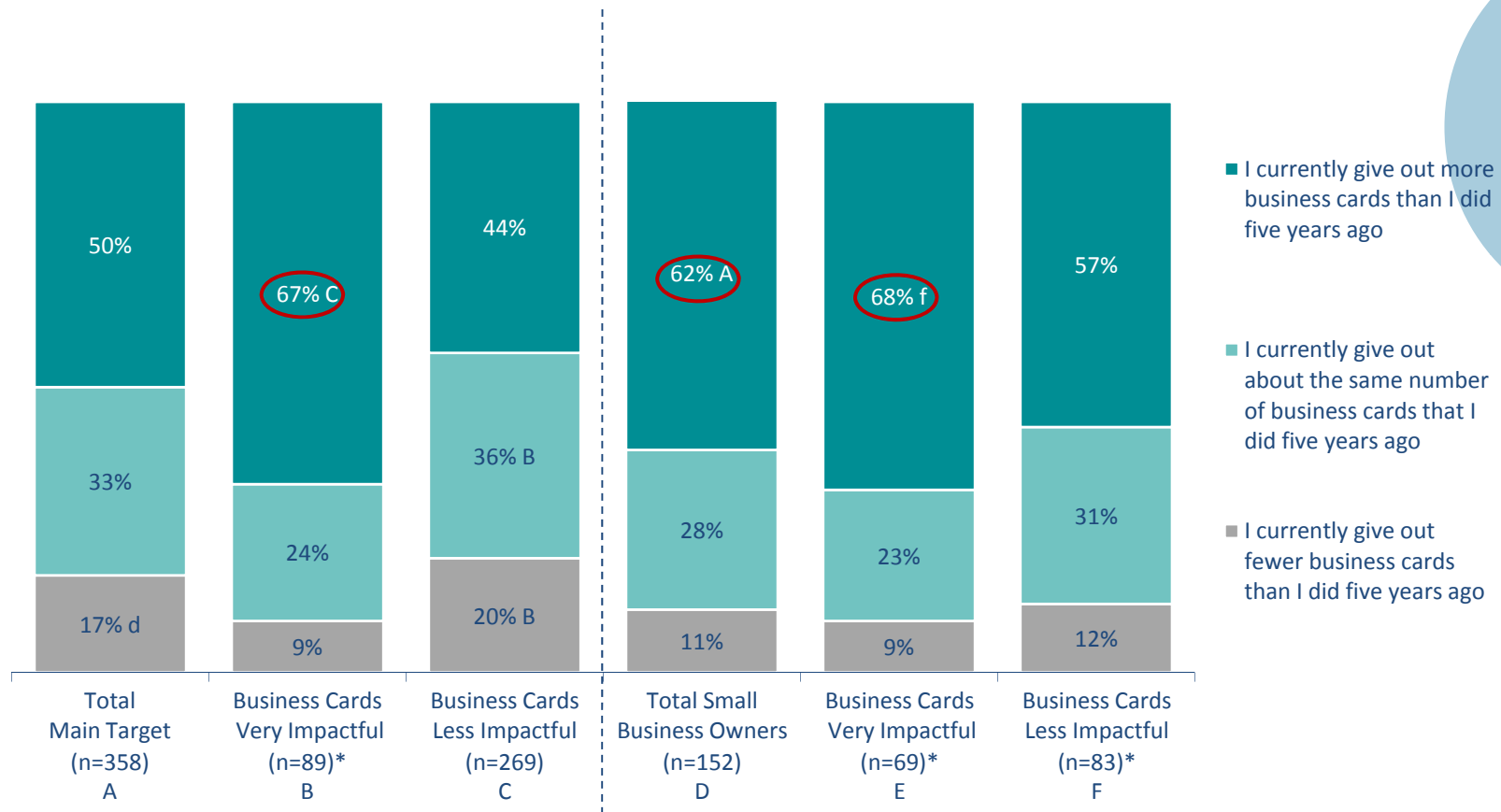
Q14: Approximately how many business cards do you give out each month?

A/D, B/C, E/F=Significantly higher with 95% confidence; a/d, b/c, e/f=Directionally higher with 80% confidence

*Small Base Size

At least half of both targets give out more business cards now compared to five years ago, particularly among SBOs and both targets finding them very impactful.

Business Card Distribution Compared to Five Years Ago



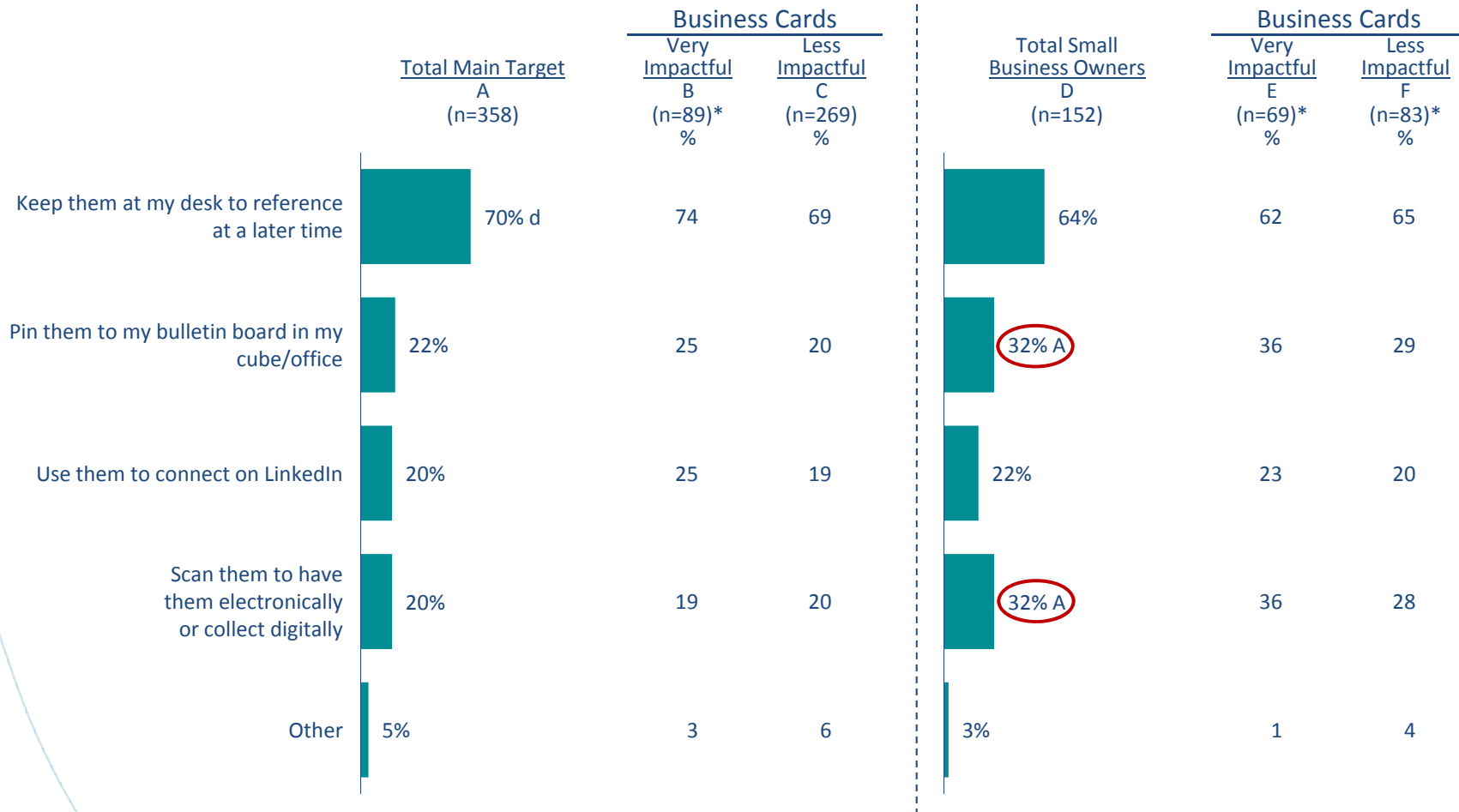
Q14a: Which statement best describes the number of business cards you give out?

A/D, B/C, E/F=Significantly higher with 95% confidence; a/d, b/c, e/f=Directionally higher with 80% confidence

*Small Base Size

While keeping business cards at the desk is most prevalent among both targets, SBOs are more likely than Main Target to pin them to a bulletin board and scan them.

How Keep Contacts' Business Cards



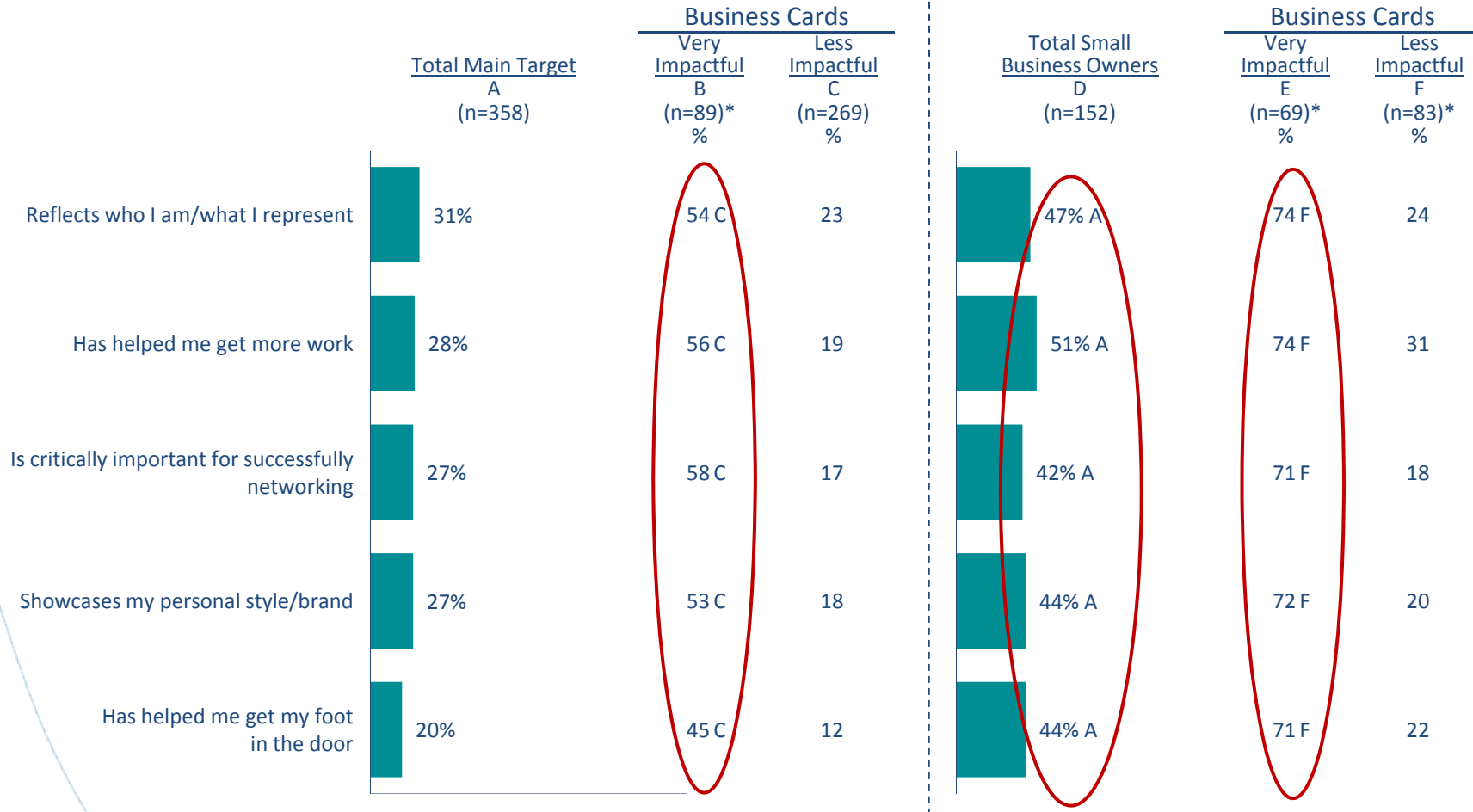
Q16: What do you do with the business cards that you receive from others?

A/D, B/C, E/F=Significantly higher with 95% confidence; a/d, b/c, e/f=Directionally higher with 80% confidence

*Small Base Size

SBOs are more in agreement with all statements about business cards than Main Target. Both targets finding business cards very impactful are more in agreement with all statements than their counterparts.

Agreement with Statements (Top Box Ratings)



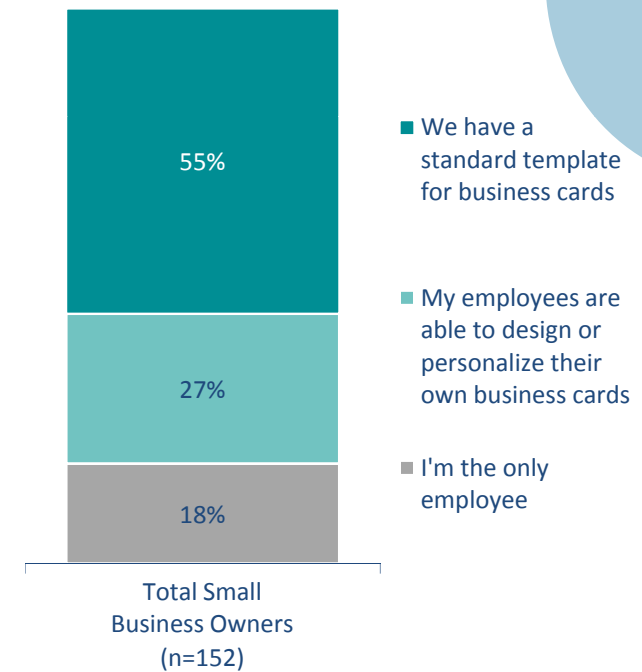
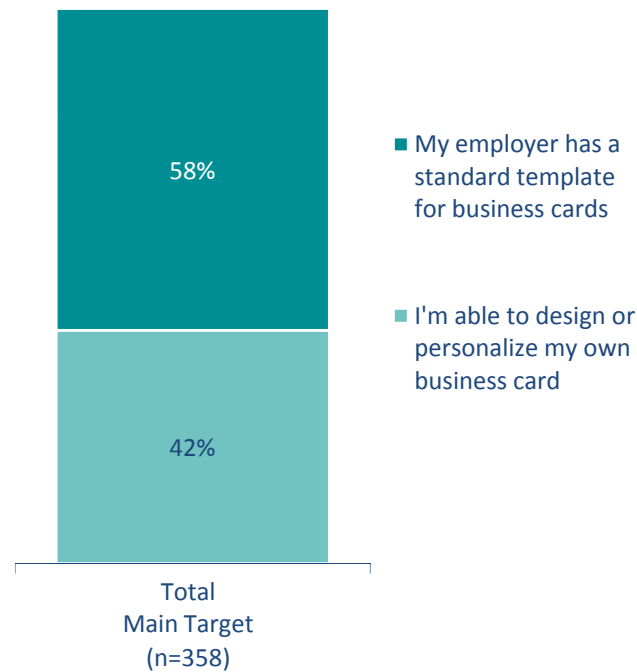
Q21: Please indicate how much you agree or disagree with each of the following statements about your business card. (5-pt. scale)

A/D, B/C, E/F=Significantly higher with 95% confidence; a/d, b/c, e/f=Directionally higher with 80% confidence

*Small Base Size

More than half of both targets have a standard business card template.

Ability to Personalize Business Cards



Q12: Which statement best describes your involvement with business cards?

Q13: Which statement best describes your employees' involvement with business cards?

SBOs are more likely to use digital business card apps, with more than half using at least one.

Usage of Digital Business Card Apps

	Business Cards				Business Cards		
	Total Main Target	Very Impactful	Less Impactful		Total Small Business Owners	Very Impactful	Less Impactful
	A (n=358) %	B (n=89)* %	C (n=269) %		D (n=152) %	E (n=69)* %	F (n=83*) %
Base: Total Respondents							
Card Flick	10	18 C	8		21 A	32 F	12
Neat Desk Scanner	8	17 C	4		12 a	19 F	6
Cardcloud	8	15 C	6		19 A	22	17
my facecard	8	13 C	6		22 A	29 f	17
ScanBizCards	7	10 c	6		18 A	20	16
WorldCardMobile	7	8	6		13 A	19 f	8
CardMunch	6	10 c	5		15 A	19	12
Bump	6	10 C	4		16 A	20	13
Snap Dat	5	9 C	4		15 A	20 f	11
I have never used any of these	70 D	56	75 B		44	35	52 E

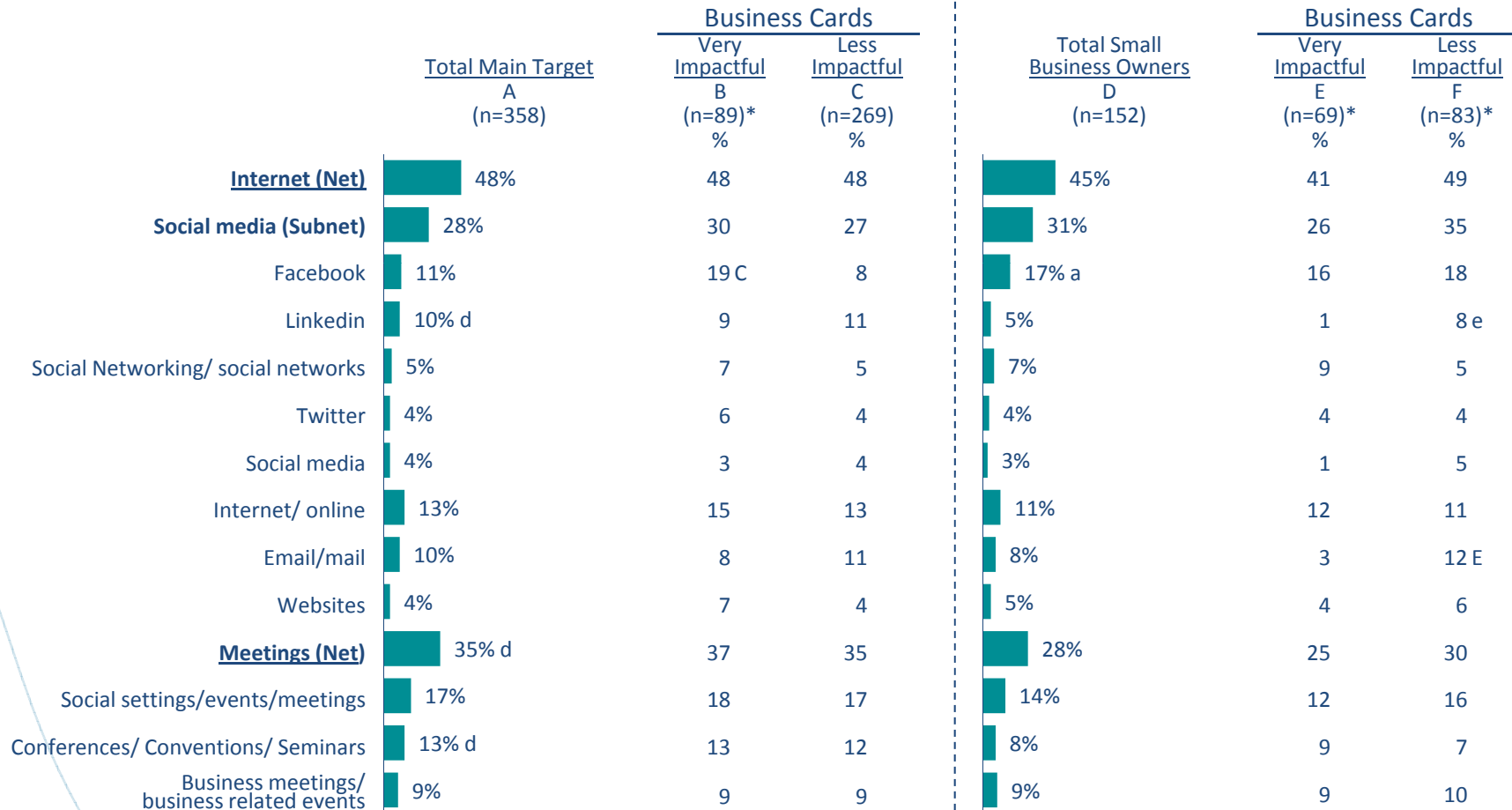
Q17: Which of the following digital business card apps have you ever used?

A/D, B/C, E/F=Significantly higher with 95% confidence; a/d, b/c, e/f=Directionally higher with 80% confidence

*Small Base Size

Similar to the US, the Internet is top of mind most used for networking.

How Typically Network



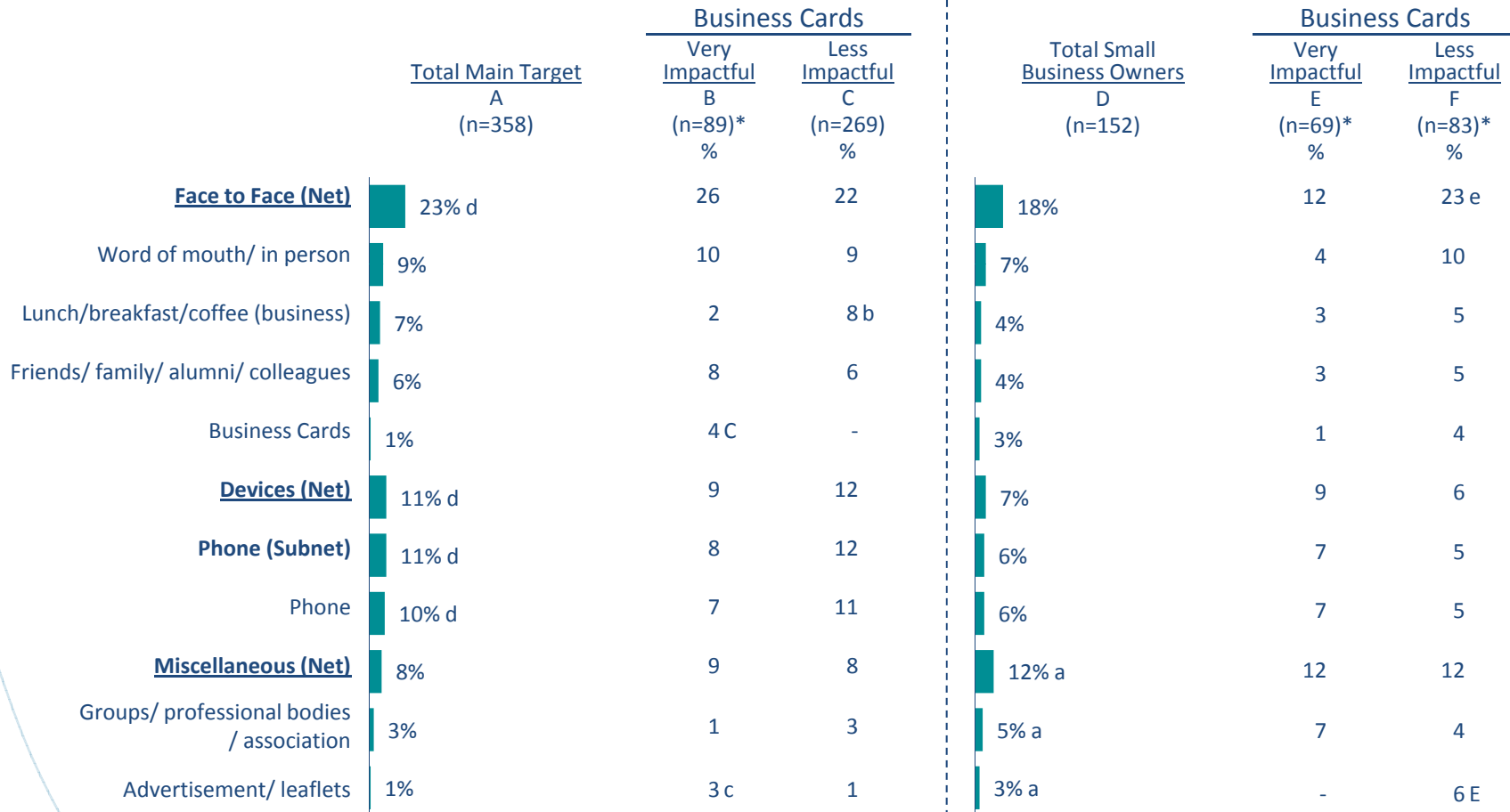
Q1: In what ways do you typically network?

A/D, B/C, E/F=Significantly higher with 95% confidence; a/d, b/c, e/f=Directionally higher with 80% confidence

Note: Mentions below 5% may not be shown

*Small Base Size

How Typically Network (Cont'd)



Q1: In what ways do you typically network?

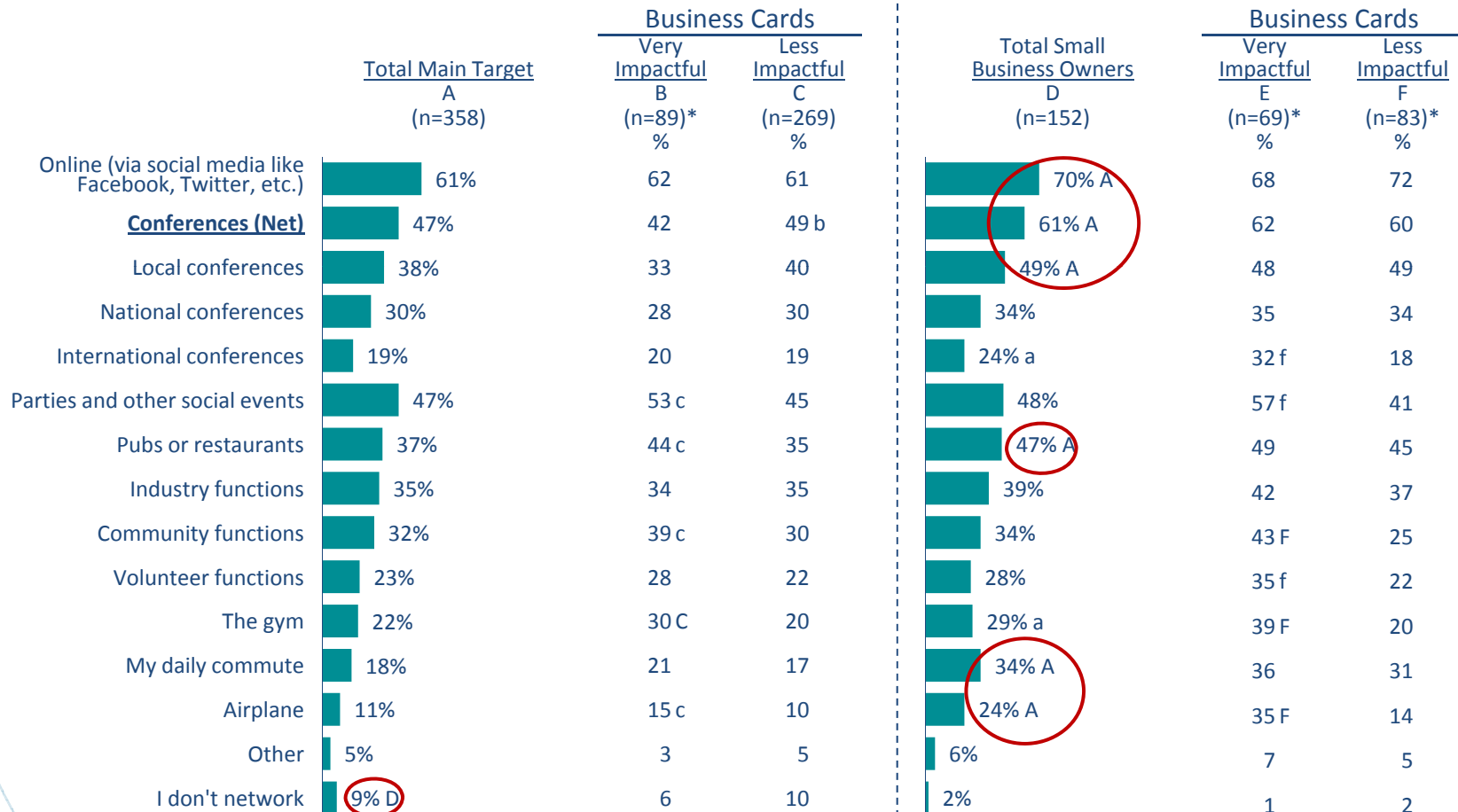
A/D, B/C, E/F=Significantly higher with 95% confidence; a/d, b/c, e/f=Directionally higher with 80% confidence

Note: Mentions below 5% may not be shown

*Small Base Size

SBOs in total are more likely to network in more settings than Main Target.

Where Typically Network



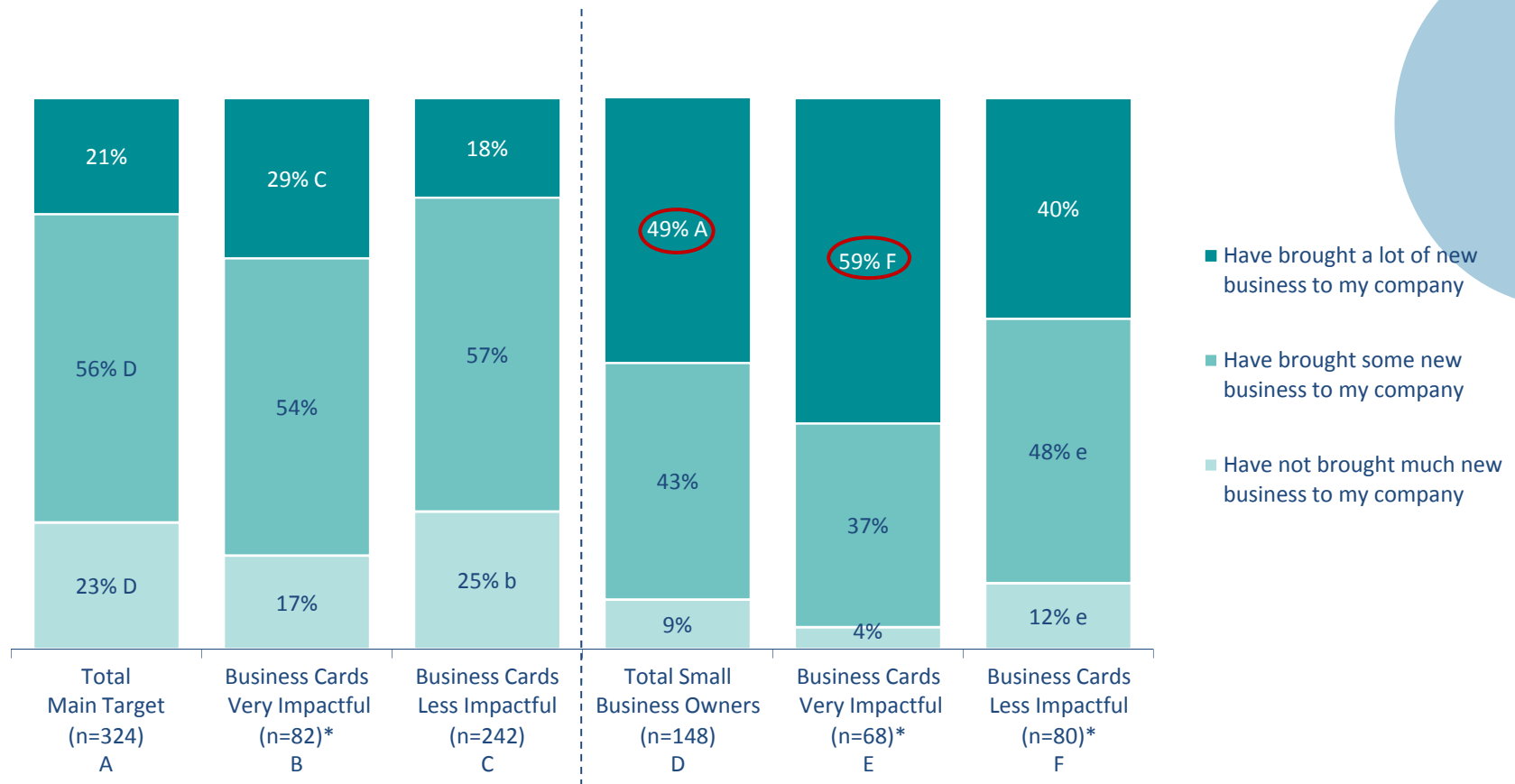
Q2: Where do you typically network?

A/D, B/C, E/F=Significantly higher with 95% confidence; a/d, b/c, e/f=Directionally higher with 80% confidence

*Small Base Size

Similar to the US, SBOs are more likely to attribute more new business to networking – primarily those finding business cards very impactful.

Effect of Networking on Business



Q5: Which statement best describes the effect networking has had on your employer's business?

A/D, B/C, E/F=Significantly higher with 95% confidence; a/d, b/c, e/f=Directionally higher with 80% confidence

*Small base size