Ipsos Observer

The Survey Management, Data Collection and Delivery Specialists

Business Card/Networking Study

Prepared for:

August 2012

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Research Overview

Research Overview

Objectives

- US and UK attitudes and behaviors relating to networking and business cards

Sample

- 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.

Fieldwork

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

Segments in this report

- 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)

Executive Summary

Executive Summary

United States

- Business Cards
  - ⇨ Business cards are considered a ‘very impactful’ element when networking by about one-fourth of Main Target and one-third of SBOs.
    - — These groups are significantly more likely than their ‘less impactful’ counterparts to credit business cards with:
      - – Helping get more work
      - – Reflecting who I am/what I represent
      - – Helping me get my foot in the door
      - – Showcasing my personal style/brand
      - – Critically important for successfully networking
  - ⇨ SBOs give out more business cards more frequently and at more locations than Main Target.
  - ⇨ SBOs are more likely than Main Target to distribute more business cards than five years ago.
  - ⇨ Business cards are typically kept at the desk to reference later.
  - ⇨ Digital business card apps have little following among Main Target and SBOs:
    - — 77% of Main Target have never used
    - — 63% of SBOs have never used

Executive Summary

United States (cont.)

- Networking
  - ⇨ When asked how they typically network, over half of both Main Target and SBOs mention the Internet, and primarily social media. Business cards receive very few unaided mentions.
  - ⇨ Common networking locations include online, parties, conferences and community functions.
  - ⇨ SBOs are more likely than Main Target to credit ‘a lot of new business’ to networking.

Executive Summary

United Kingdom

- Business Cards
  - ⇨ Business cards are considered a ‘very impactful’ element when networking by about one-fourth of Main Target and nearly half of SBOs.
    - — These groups are significantly more likely than their ‘less impactful’ counterparts to credit business cards with:
      - – Helping get more work
      - – Reflecting who I am/what I represent
      - – Showcasing my personal style/brand
      - – Critically important for successfully networking
      - – Helping me get my foot in the door
  - ⇨ Half of SBOs ‘always give out’ business cards to new contacts, and distribution frequency has increased over the past five years for half of Main Target and about two-thirds of SBOs.
  - ⇨ Business cards are most often kept at the desk for future reference, although a third of SBOs pin them to bulletin boards or scan/collect them digitally.
  - ⇨ Digital business card apps have a substantial following among SBOs, with over half using at least one.
    - — 70% of Main Target have never used

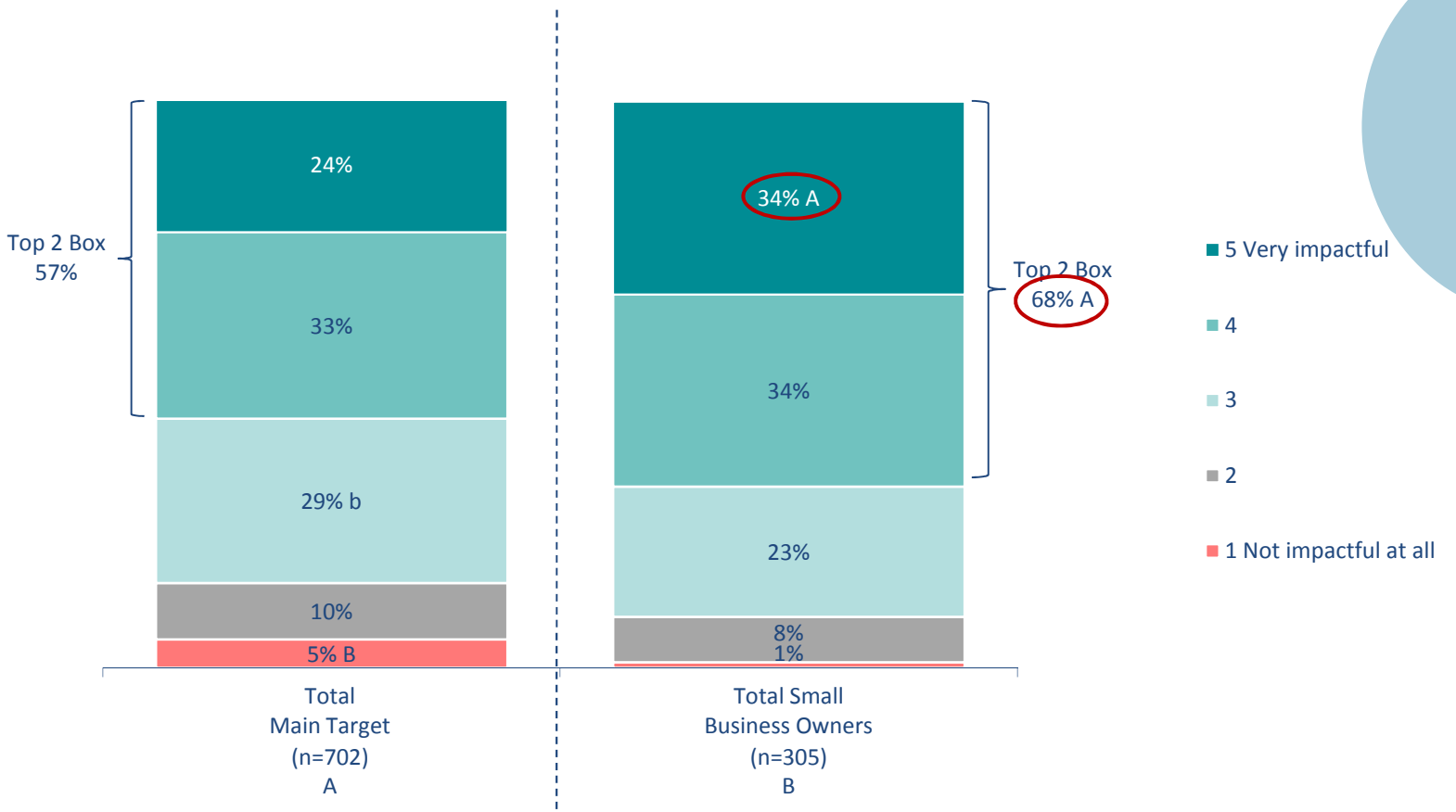
Executive Summary

- **United Kingdom (cont.)**
- Networking
  - ⇨ Just under one-half of Main Target and SBOs typically network via the Internet, with very few mentioning business cards on an unaided basis.
  - ⇨ Common networking locations include online, conferences, parties and pubs/restaurants, with SBOs networking in more locations than Main Target.
  - ⇨ Nearly half of SBOs credit ‘a lot of new business’ to networking.

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.

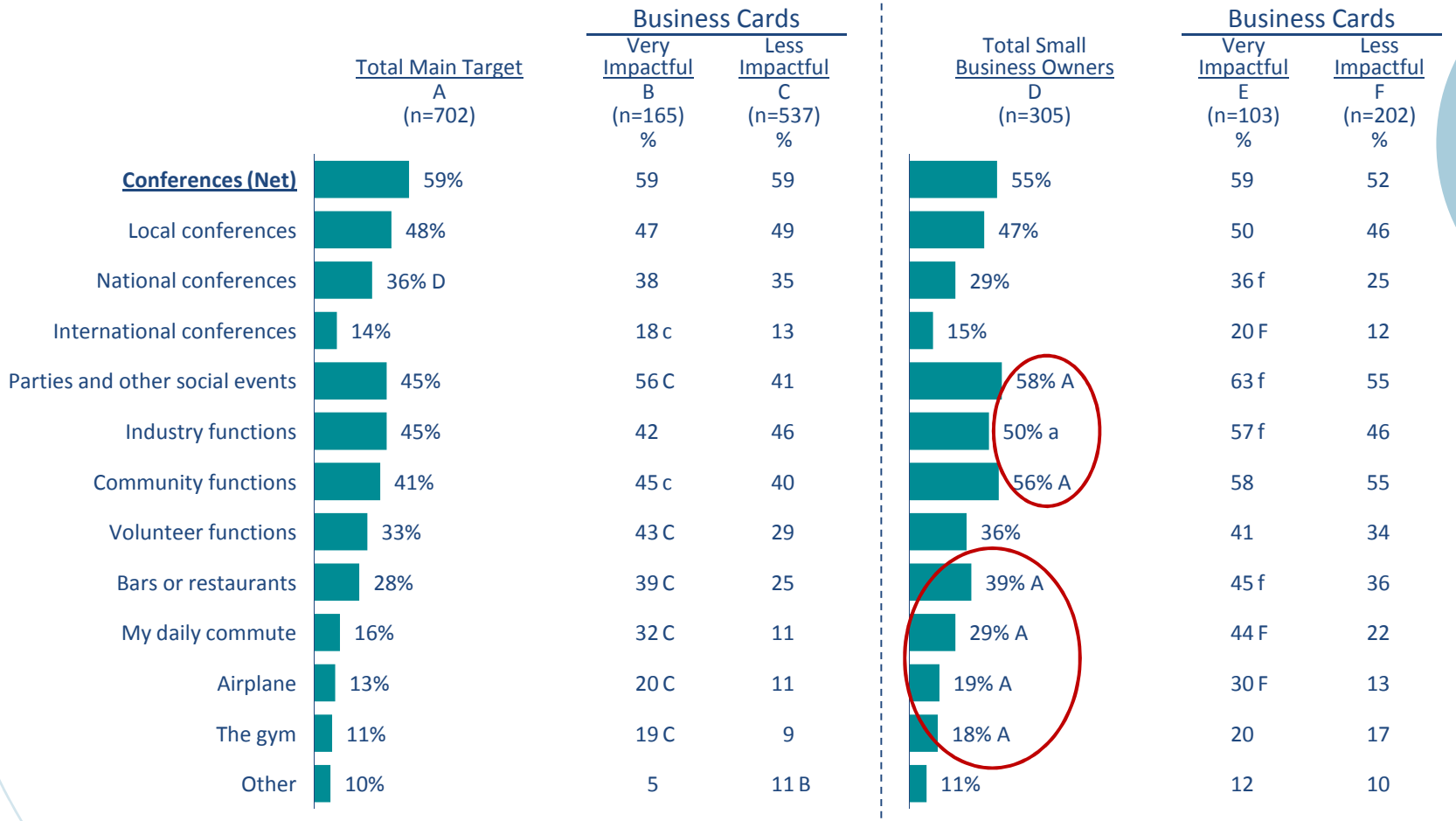
Impact of Business Card When Networking



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.

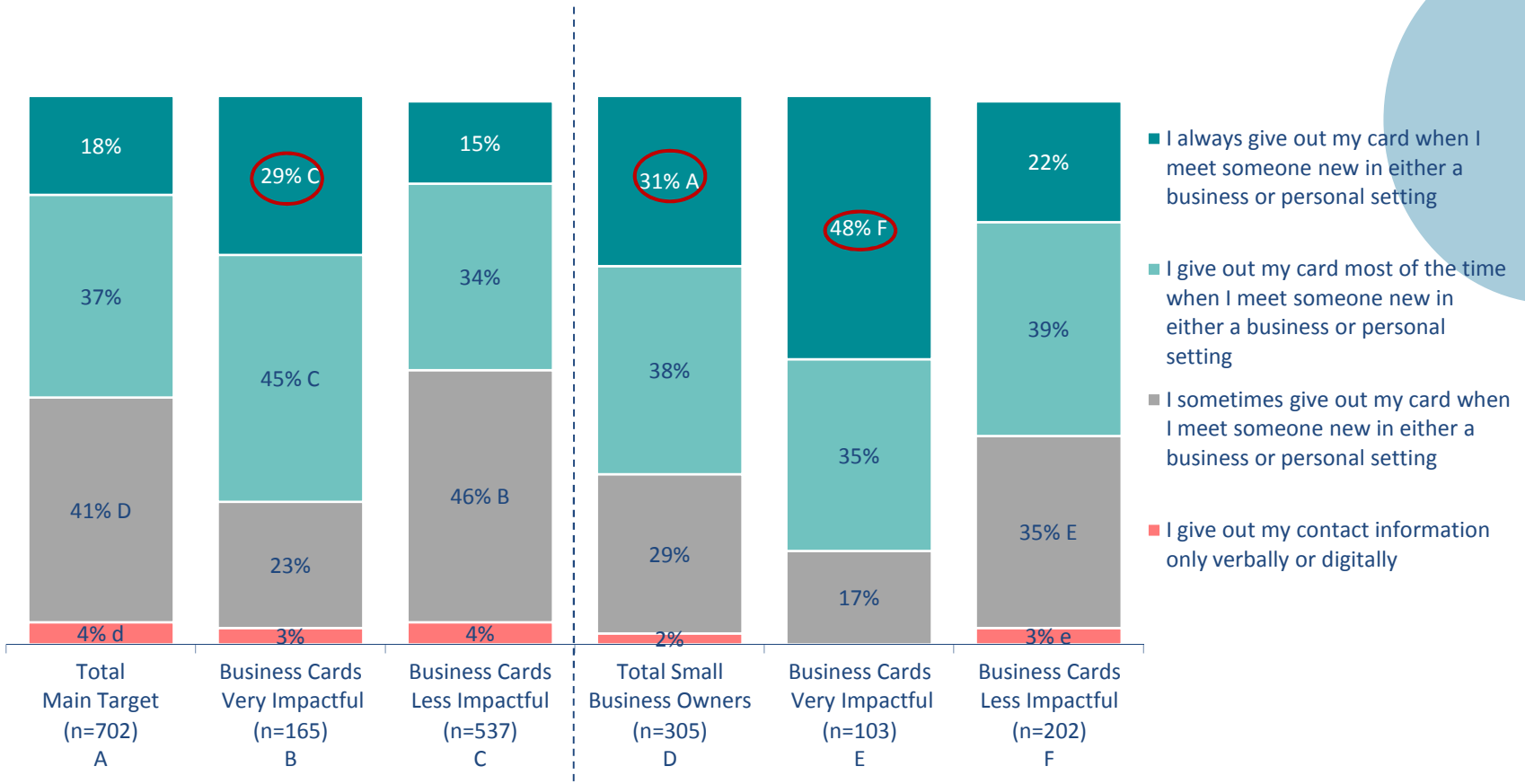
Where Typically Distribute Business Cards



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.

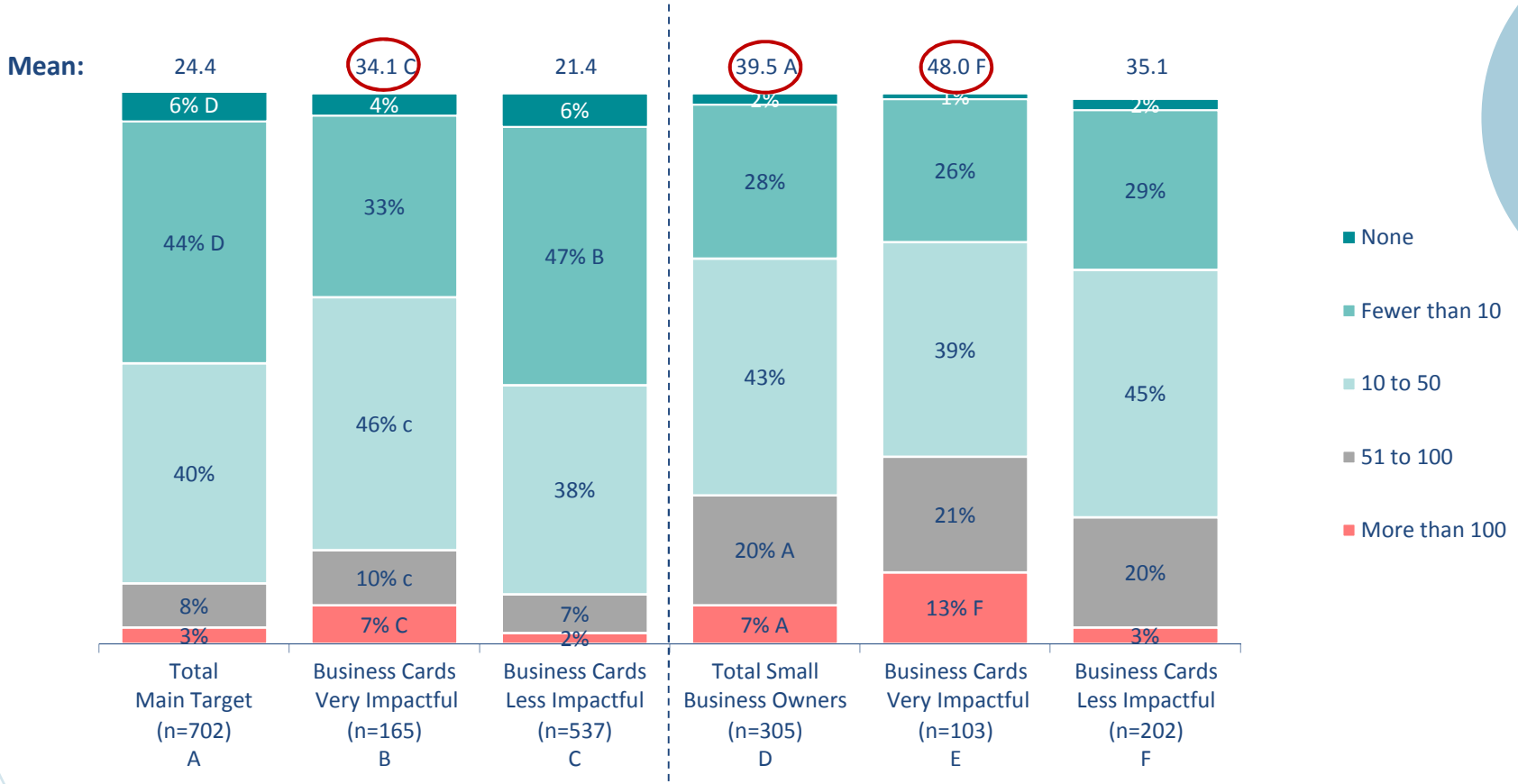
Frequency of Distributing Business Cards



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.

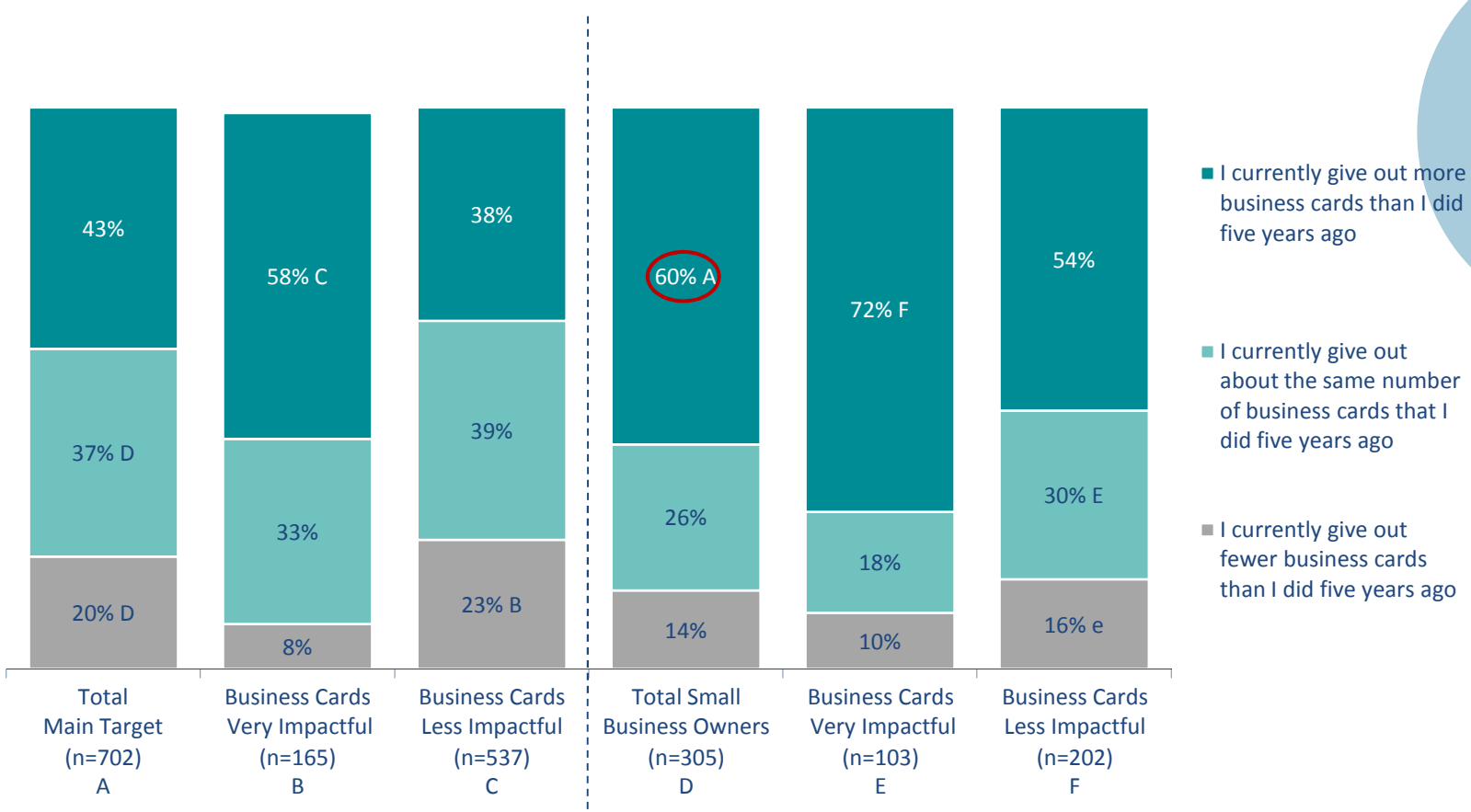
Number of Business Cards Distributed Monthly



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.

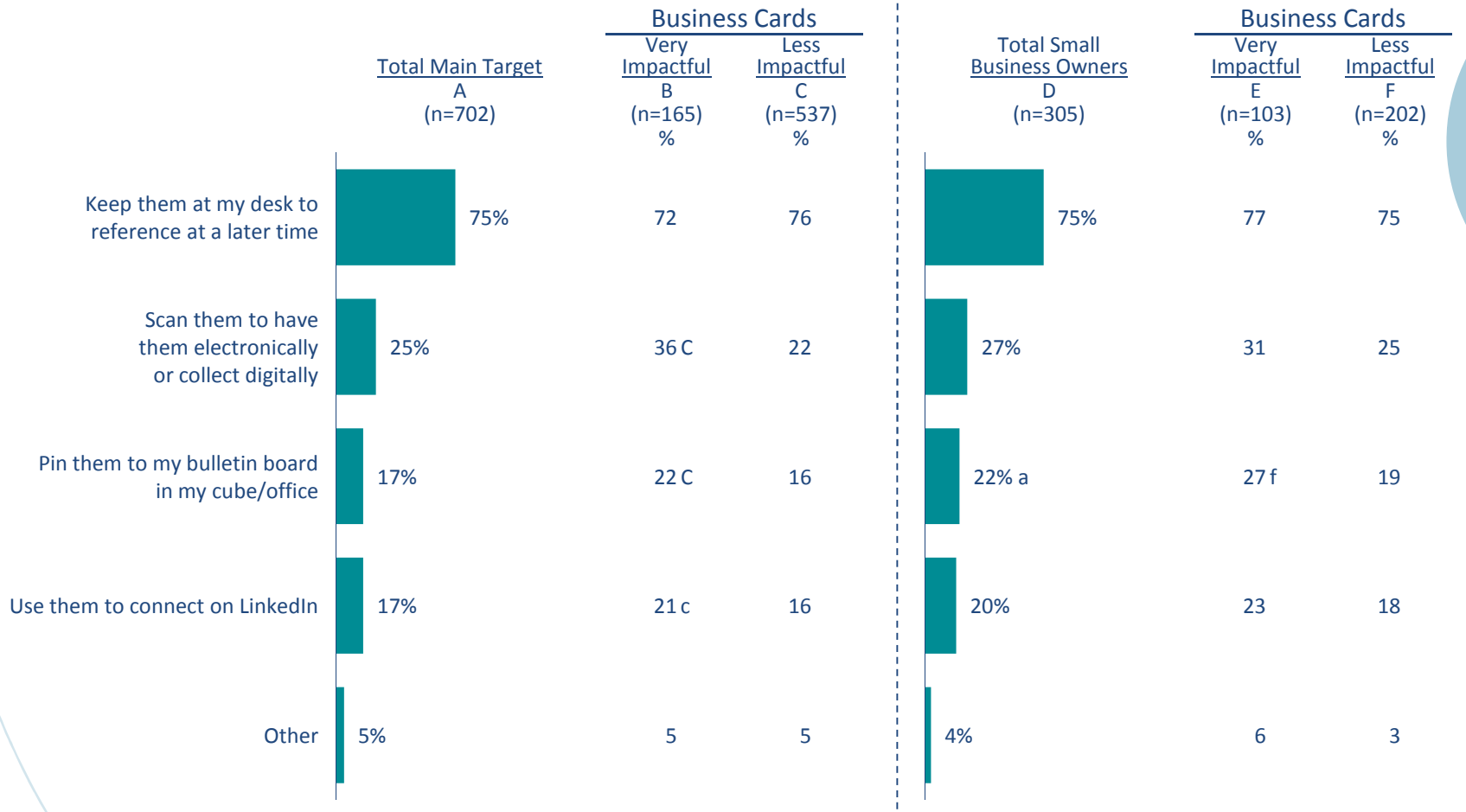
Business Card Distribution Compared to Five Years Ago



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.

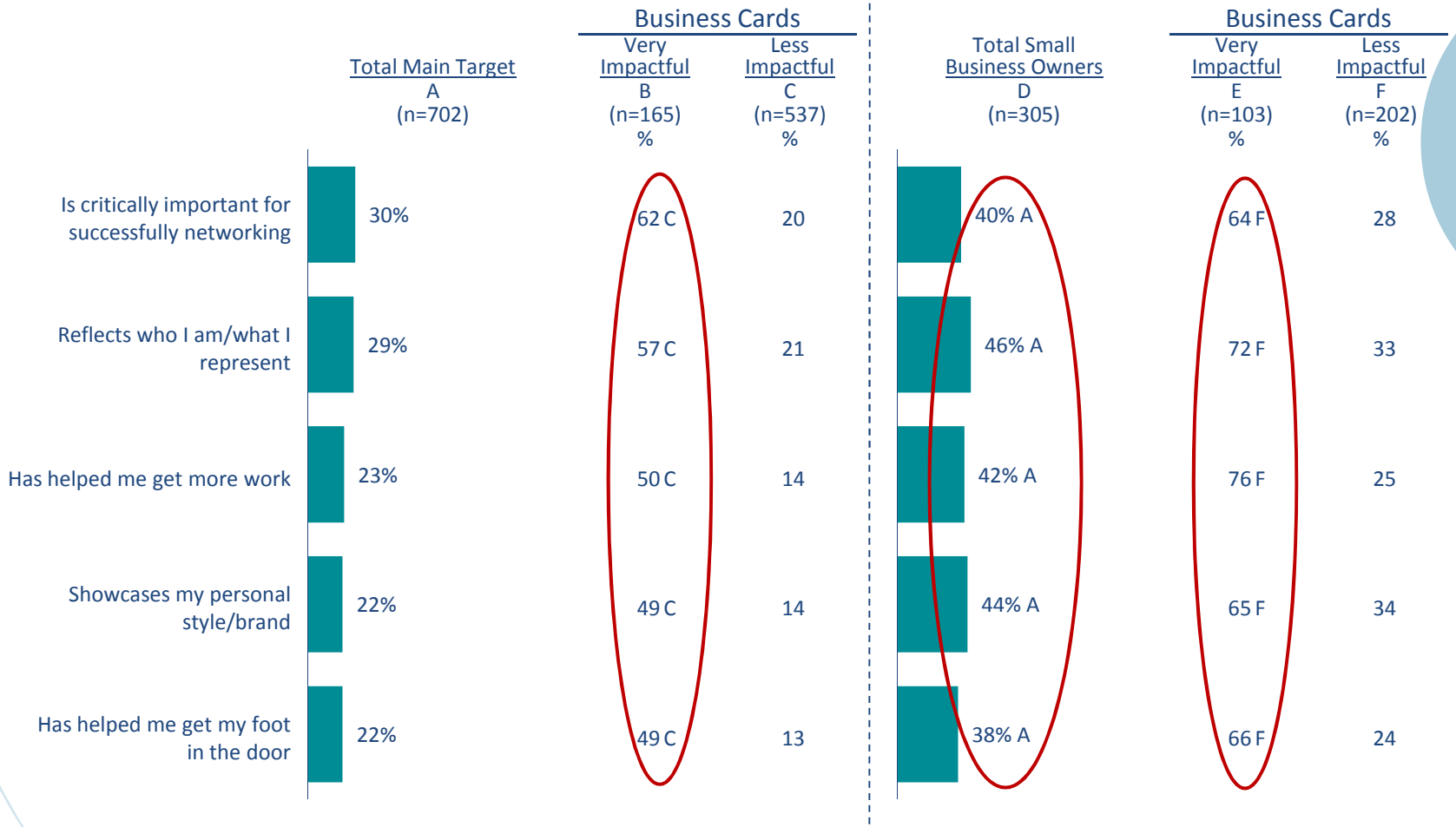
How Keep Contacts' Business Cards



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.

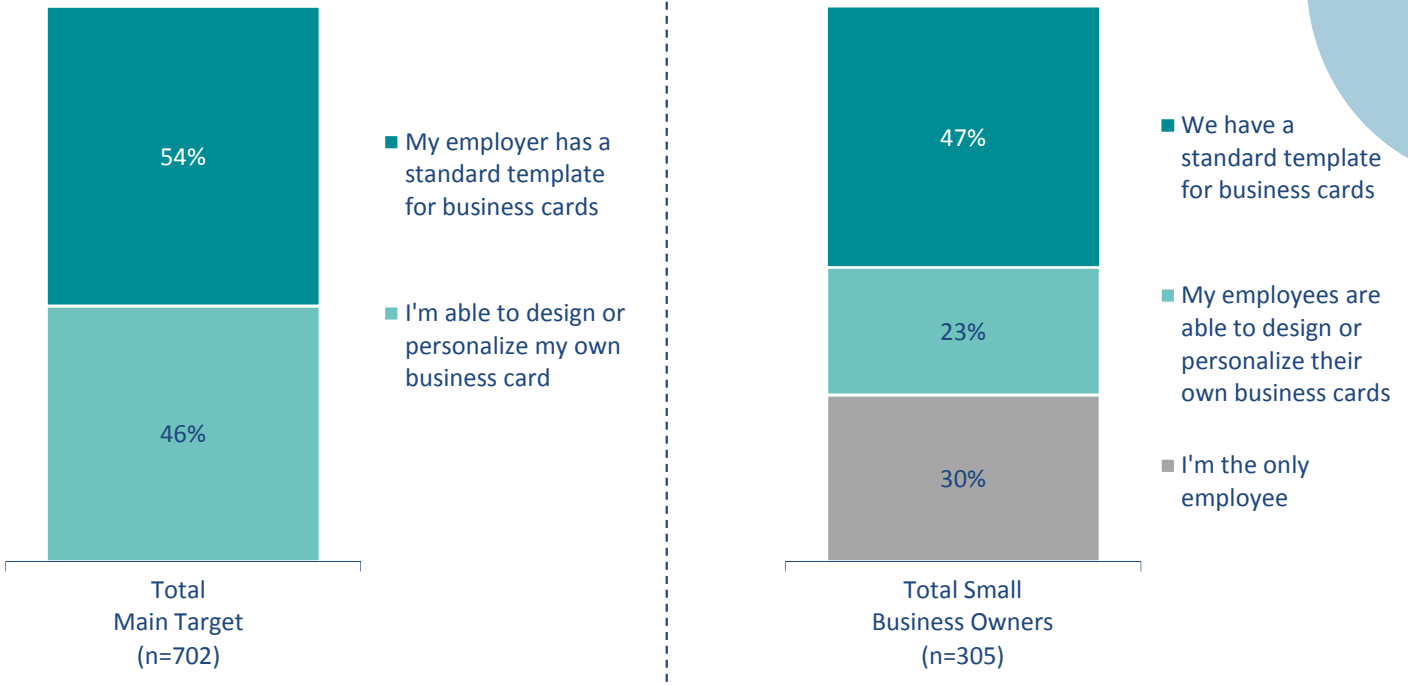
Agreement with Statements (Top Box Ratings)



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.

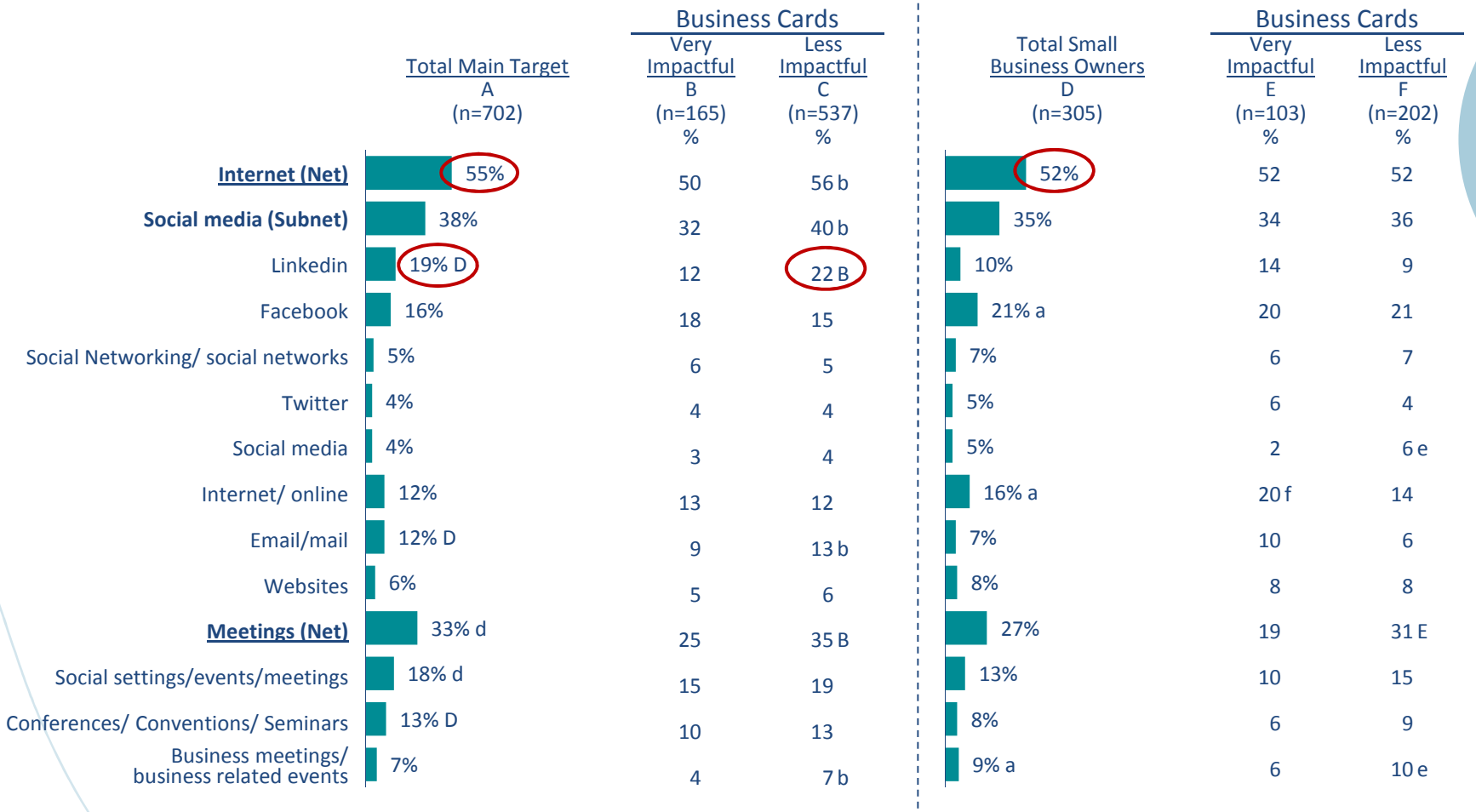
Usage of Digital Business Card Apps

Base: Total Respondents	Total Main Target A (n=702) %	Business Cards: Very Impactful B (n=165) %	Business Cards: Less Impactful C (n=537) %	Total Small Business Owners D (n=305) %	Business Cards: Very Impactful E (n=103) %	Business Cards: Less Impactful 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.

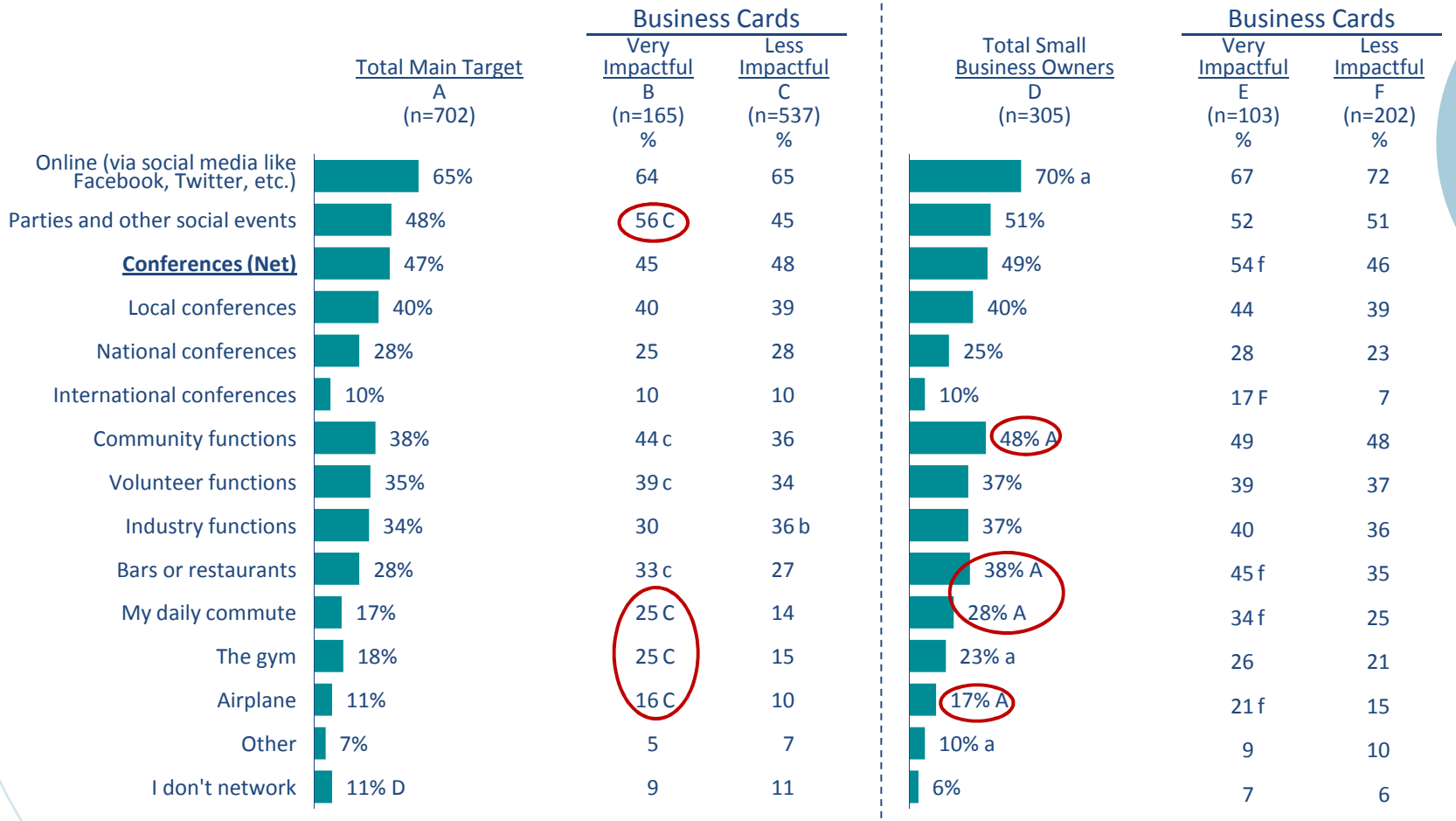
How Typically Network (Cont'd)

	Total Main Target A (n=702) %	Business Cards: Very Impactful B (n=165) %	Business Cards: Less Impactful C (n=537) %	Total Small Business Owners D (n=305) %	Business Cards: Very Impactful E (n=103) %	Business Cards: Less Impactful F (n=202) %
Face to Face (Net)	27%	27	27	26%	21	28 e
Word of mouth/ in person	13%	12	14	16%	15	17
Friends/ family/ alumni/ colleagues	8% D	5	9 b	4%	4	4
Business cards	3%	7 C	2	5%	6	4
Devices (Net)	10%	12	9	10%	14 f	8
Phone (Subnet)	9%	10	8	8%	9	7
Phone	8%	10	8	8%	9	7
Computer/ laptop	2%	2	1	3%	5 f	1
Miscellaneous (Net)	14%	13	14	16%	12	18 e
Groups/ professional bodies/ association	8%	5	8	7%	4	9 e
Chamber of Commerce	3%	4 c	2	4% a	5	4

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.

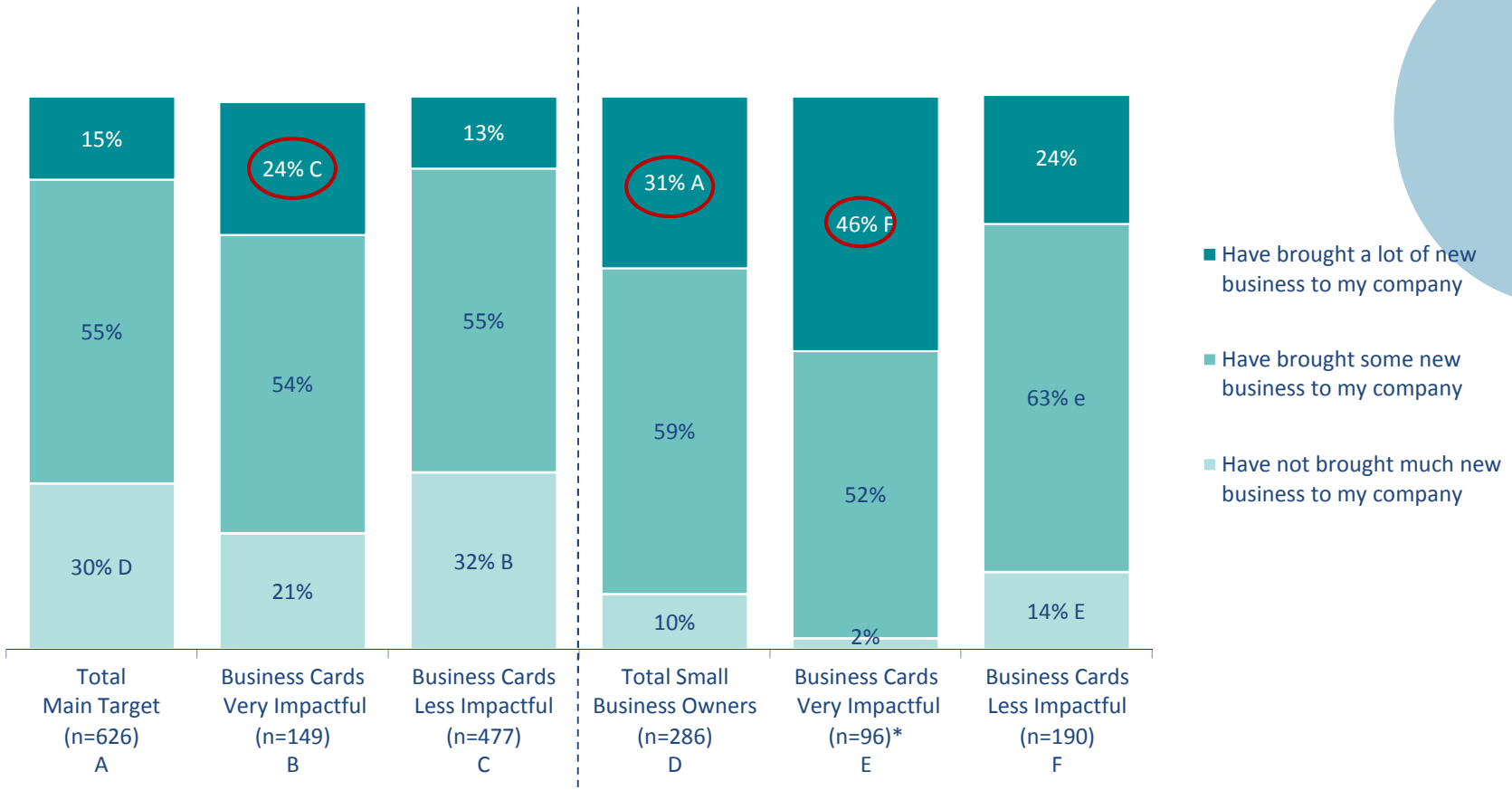
Where Typically Network



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

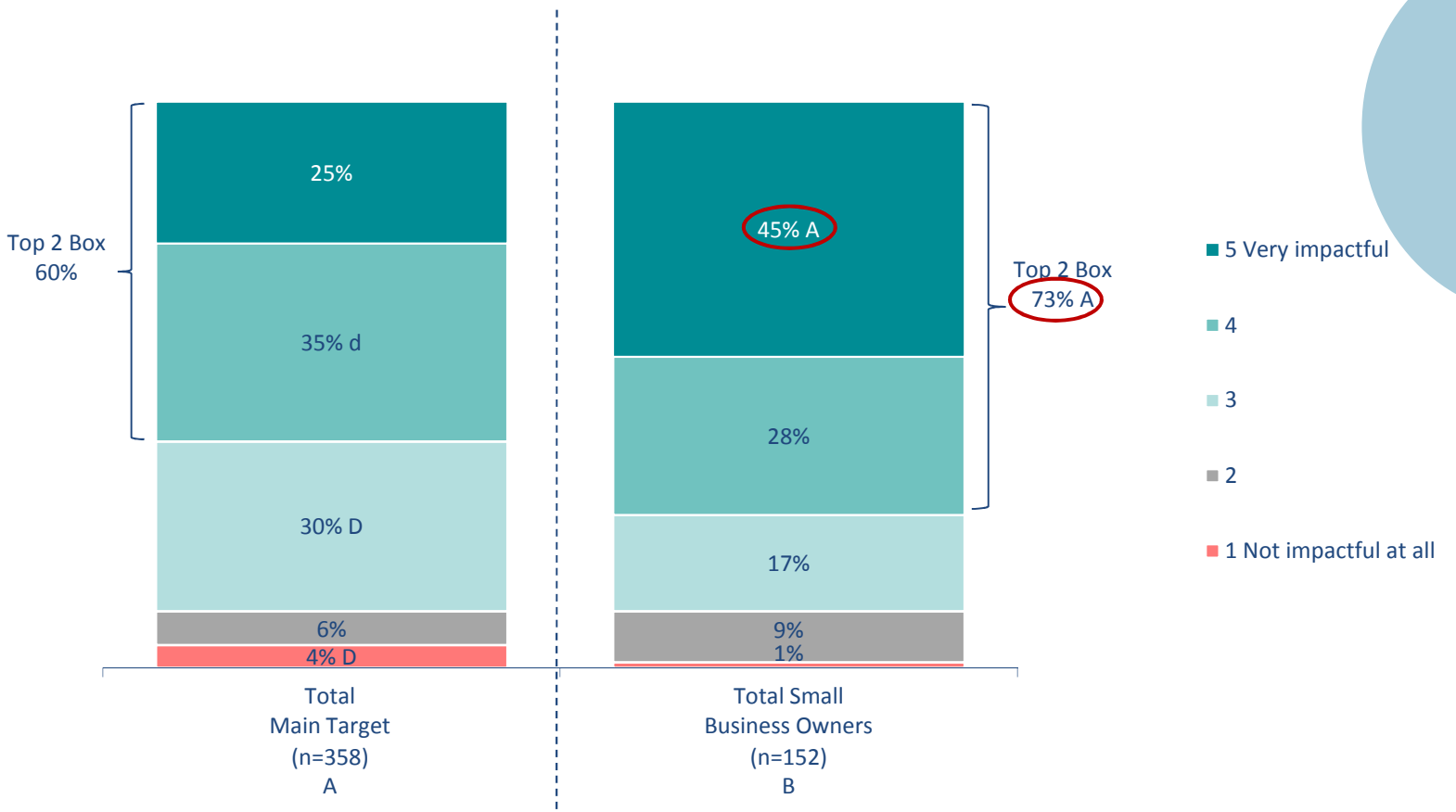


Q5: Which statement best describes the effect networking has had on your employer's business?
A/D, B/C, E/F=Significantly higher with 95% confidence; a/d, b/c, e/f=Directionally higher with 80% confidence
*Small base size

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.

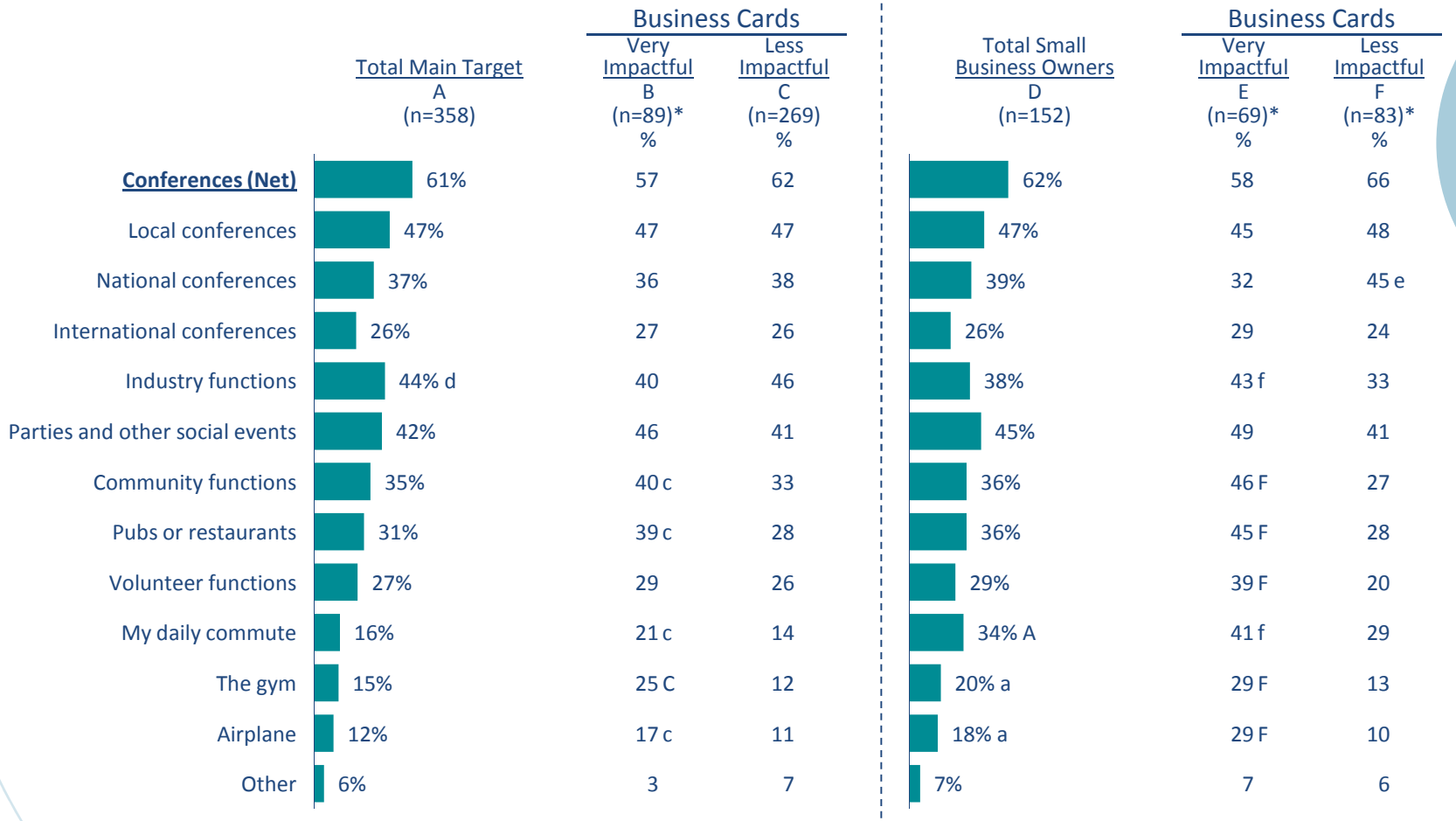
Impact of Business Card When Networking



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.

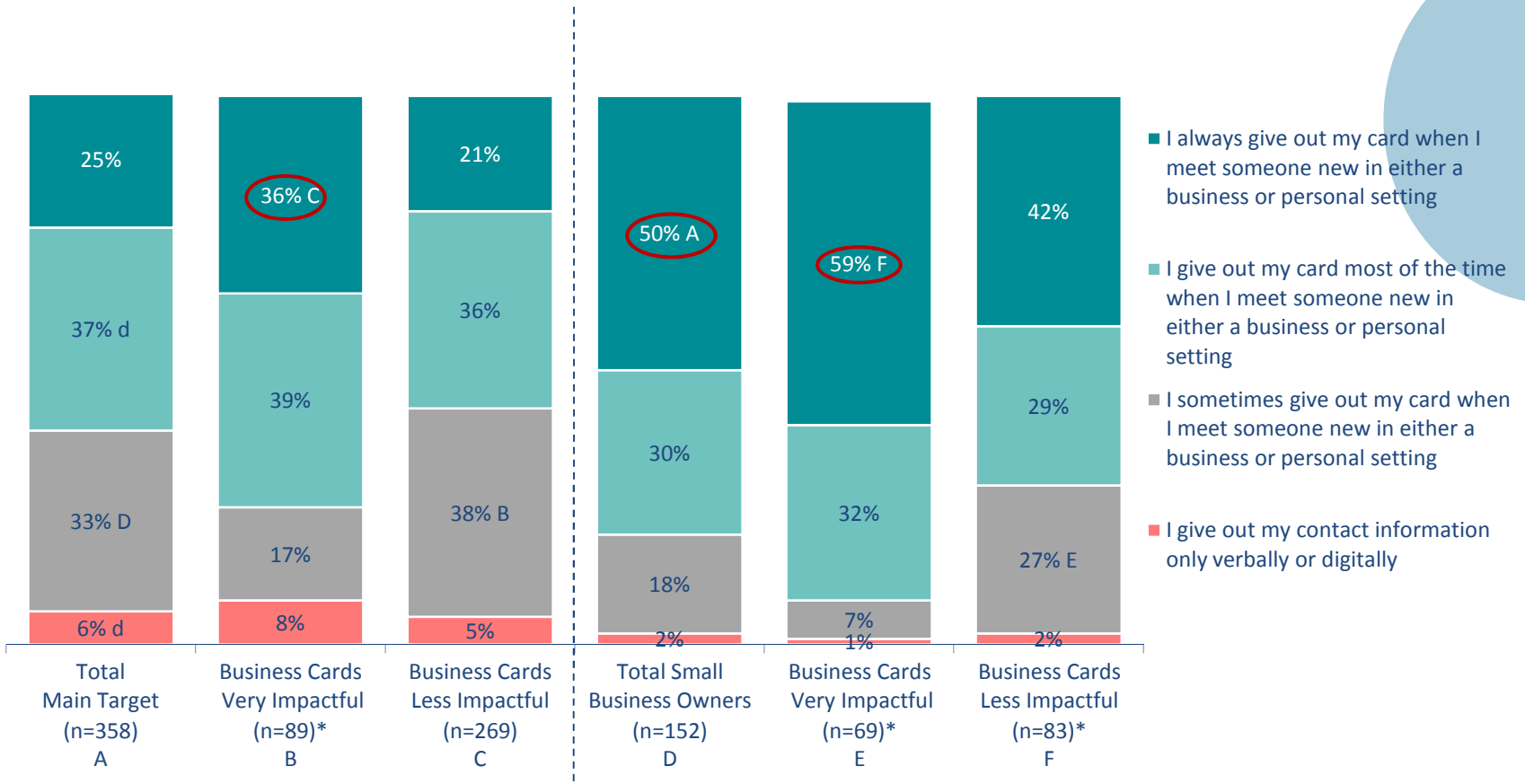
Where Typically Distribute Business Cards



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.

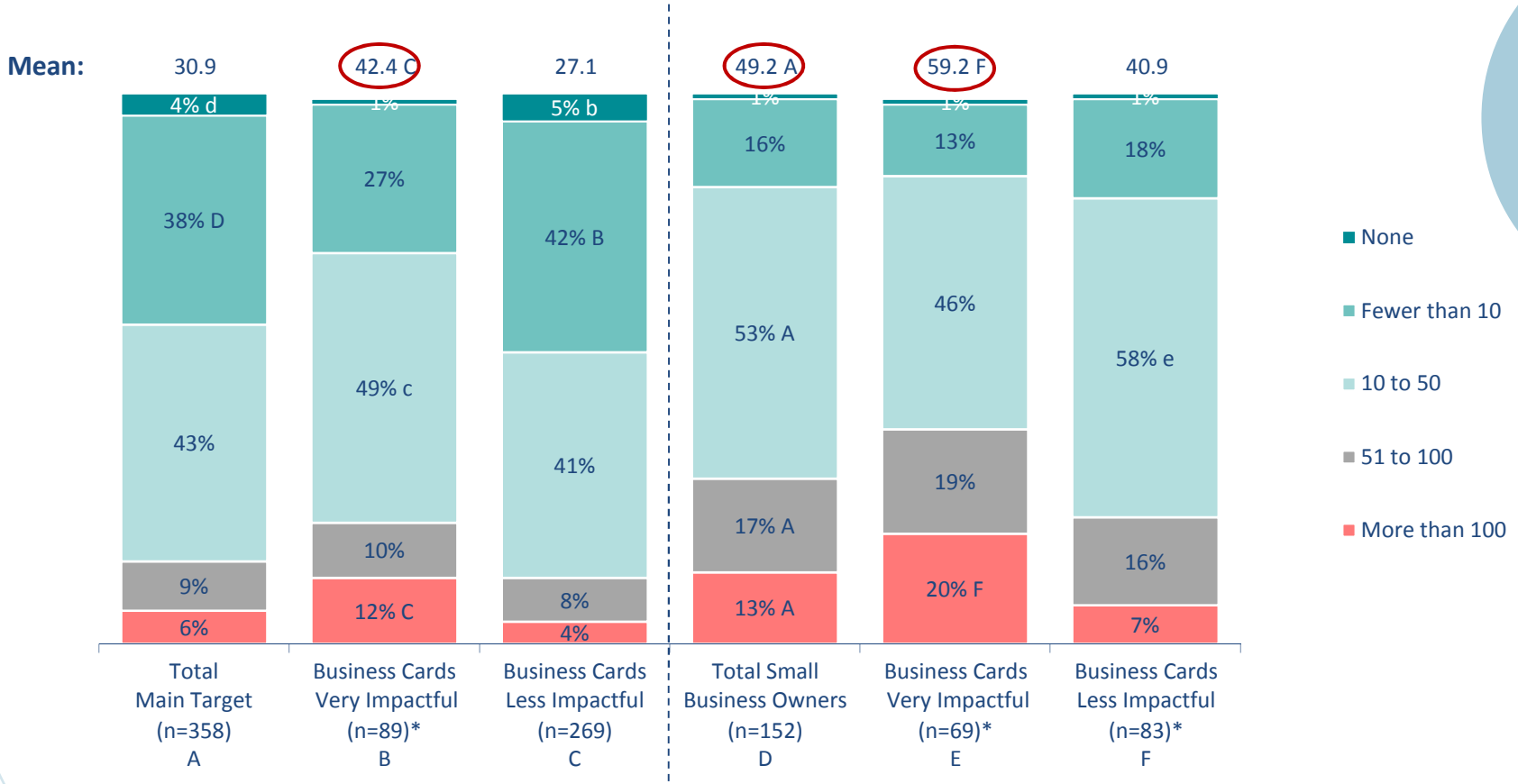
Frequency of Distributing Business Cards



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.

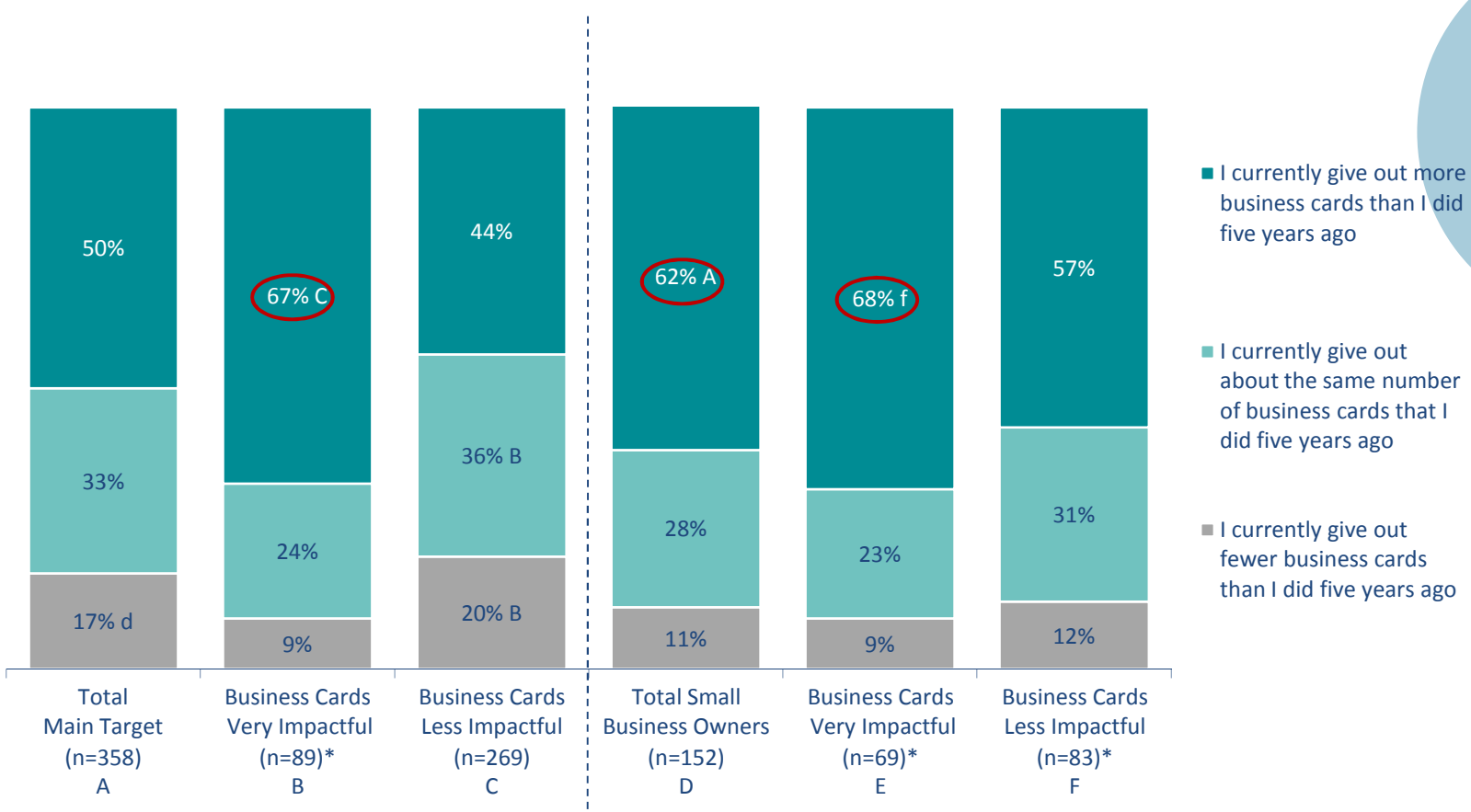
Number of Business Cards Distributed Monthly



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

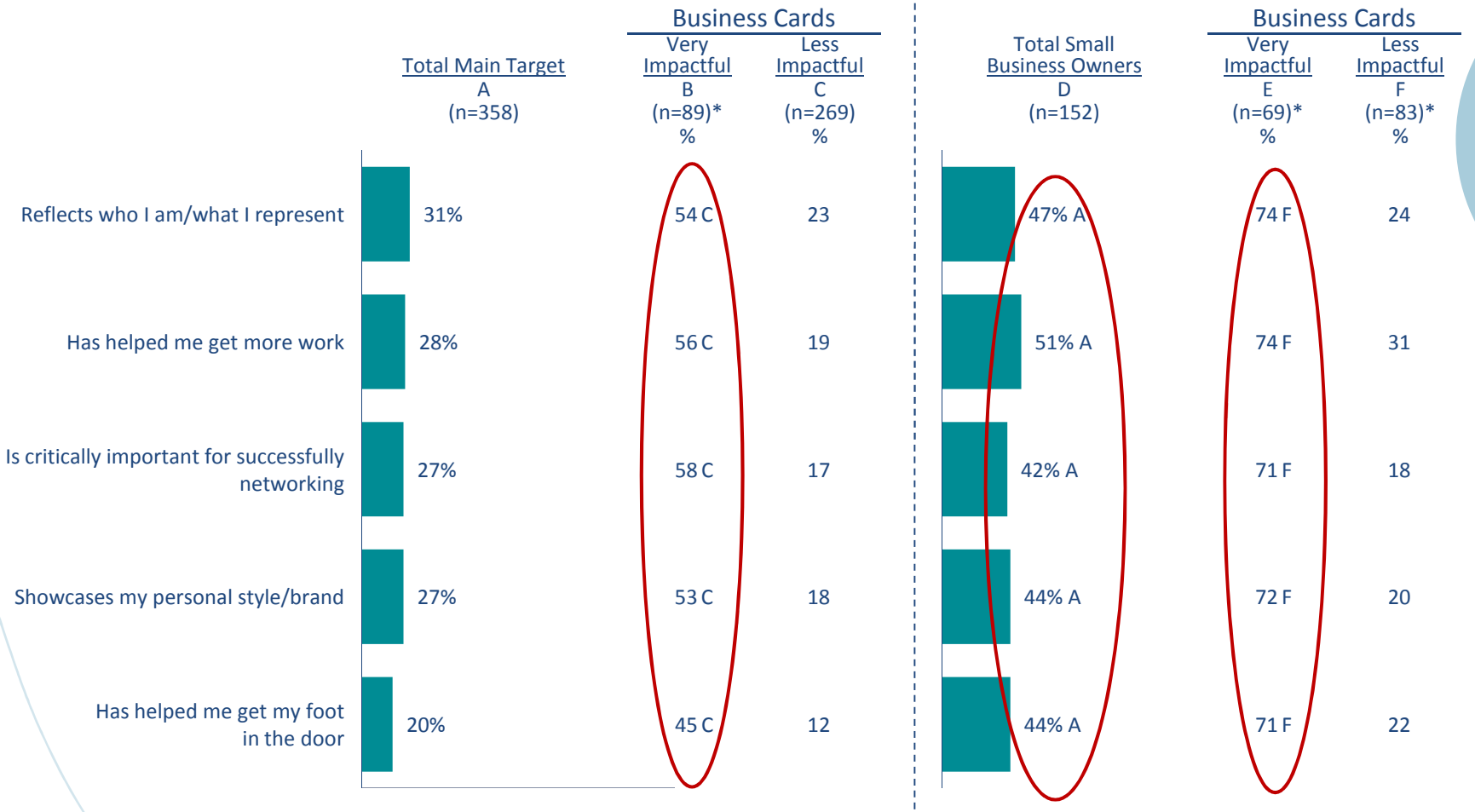
While keeping business cards at the desk is most prevalent among both targets, SBOs are more likely than Main Target to pin them to a bulletin board and scan them.

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.

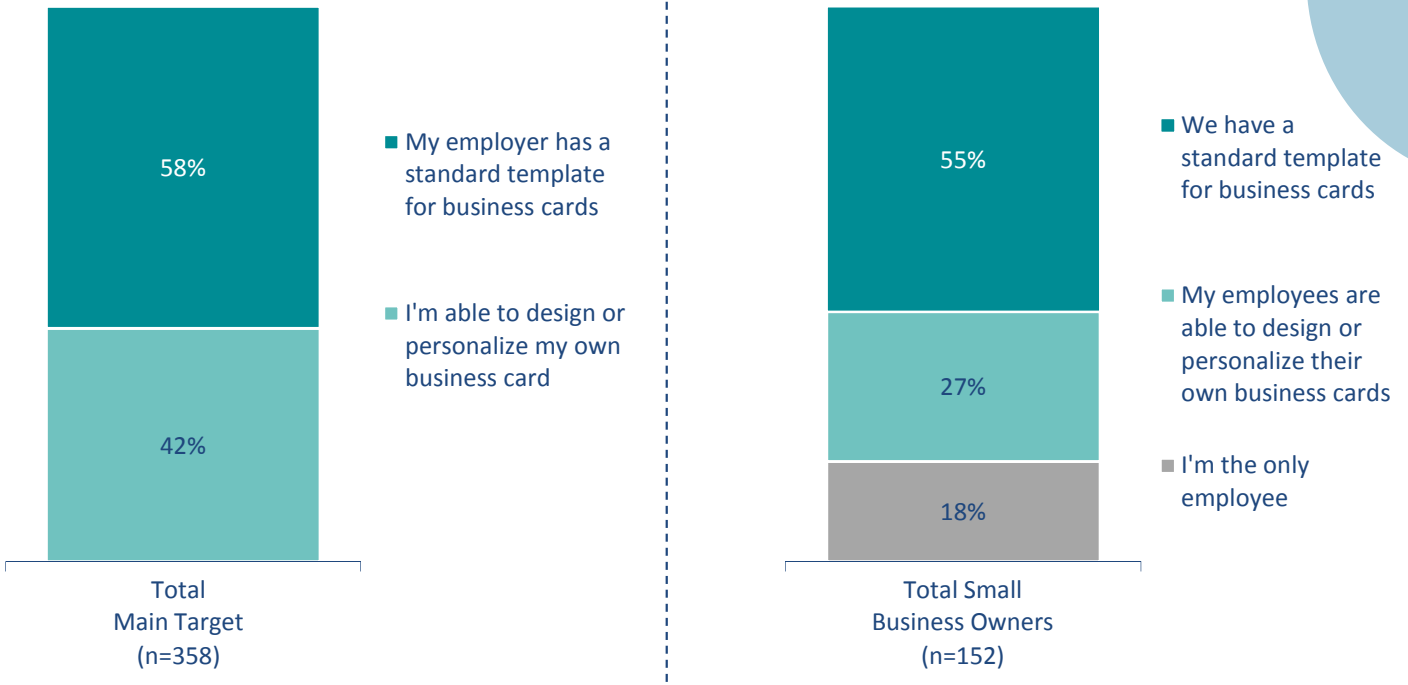
Agreement with Statements (Top Box Ratings)



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.

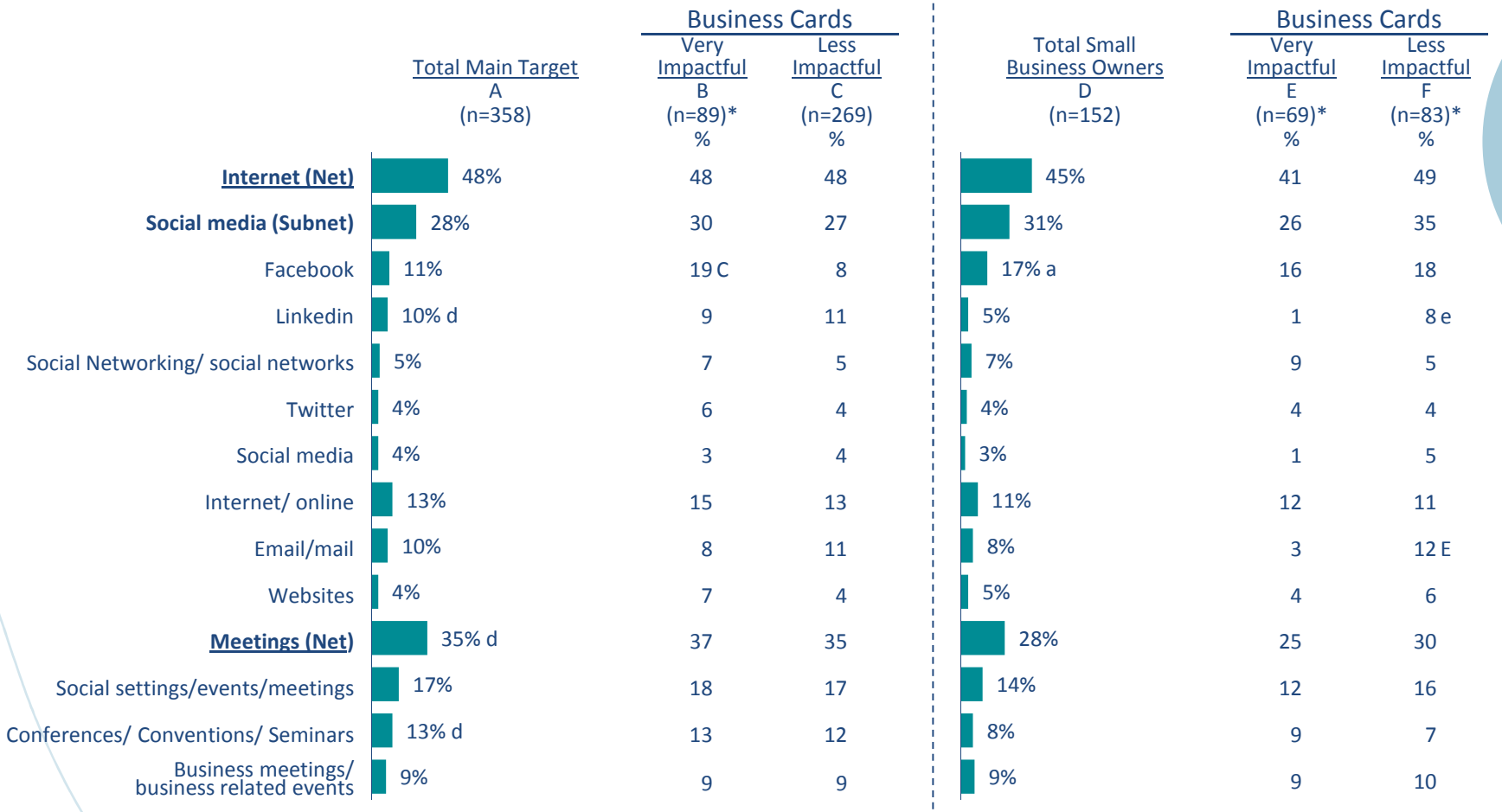
Usage of Digital Business Card Apps

		Business Cards			Business Cards	
	Total Main Target	Very Impactful	Less Impactful	Total Small Business Owners	Very Impactful	Less Impactful
	A	B	C	D	E	F
Base: Total Respondents	(n=358) %	(n=89)* %	(n=269) %	(n=152) %	(n=69)* %	(n=83*) %
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

Business cards receive very little mention.

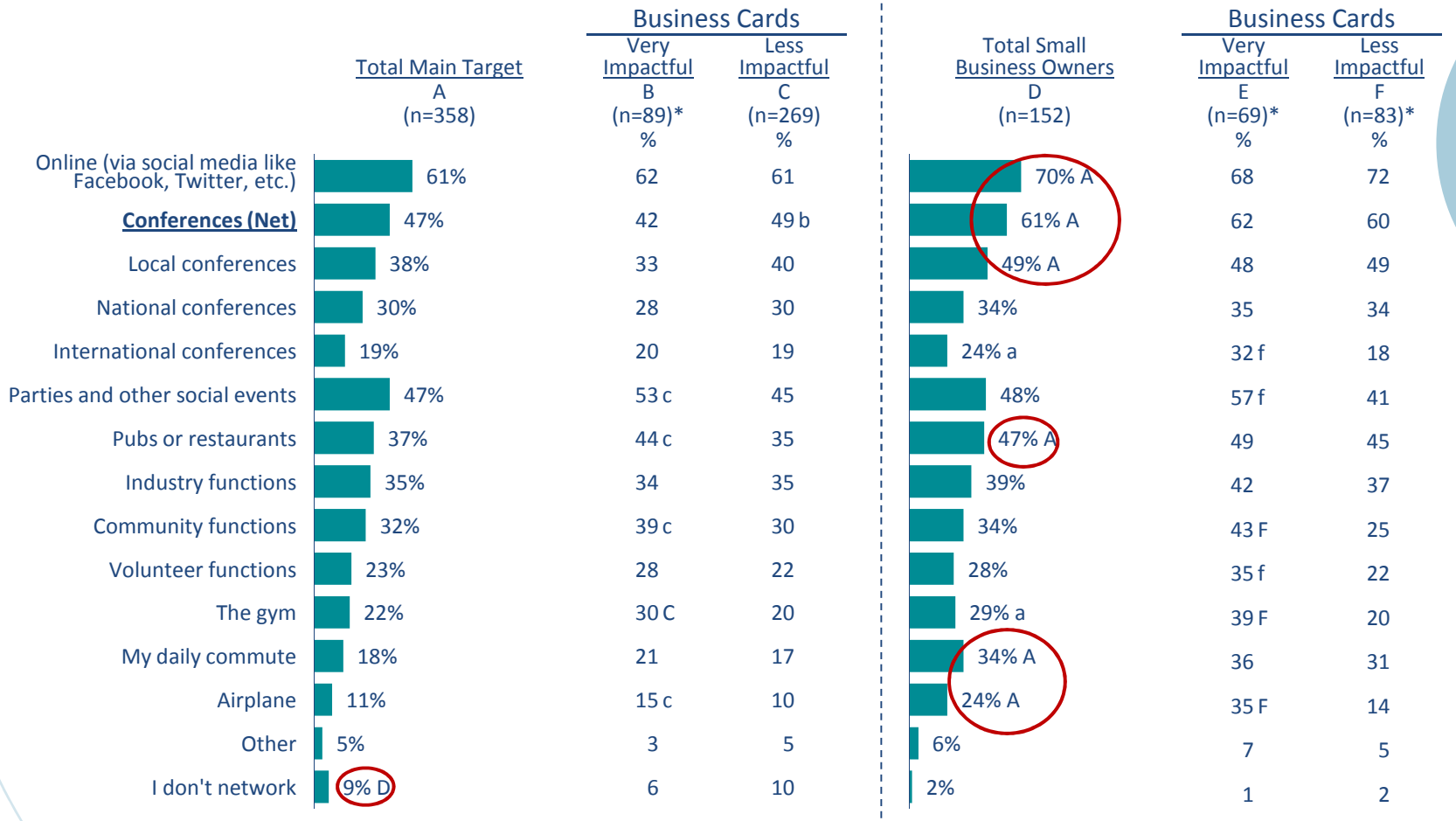
How Typically Network (Cont'd)

	Total Main Target A (n=358)	Business Cards: Very Impactful B (n=89)* %	Business Cards: Less Impactful C (n=269) %	Total Small Business Owners D (n=152)	Business Cards: Very Impactful E (n=69)* %	Business Cards: Less Impactful F (n=83)* %
Face to Face (Net)	23% d	26	22	18%	12	23 e
Word of mouth/ in person	9%	10	9	7%	4	10
Lunch/breakfast/coffee (business)	7%	2	8 b	4%	3	5
Friends/ family/ alumni/ colleagues	6%	8	6	4%	3	5
Business Cards	1%	4 C	-	3%	1	4
Devices (Net)	11% d	9	12	7%	9	6
Phone (Subnet)	11% d	8	12	6%	7	5
Phone	10% d	7	11	6%	7	5
Miscellaneous (Net)	8%	9	8	12% a	12	12
Groups/ professional bodies / association	3%	1	3	5% a	7	4
Advertisement/ leaflets	1%	3 c	1	3% a	-	6 E

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.

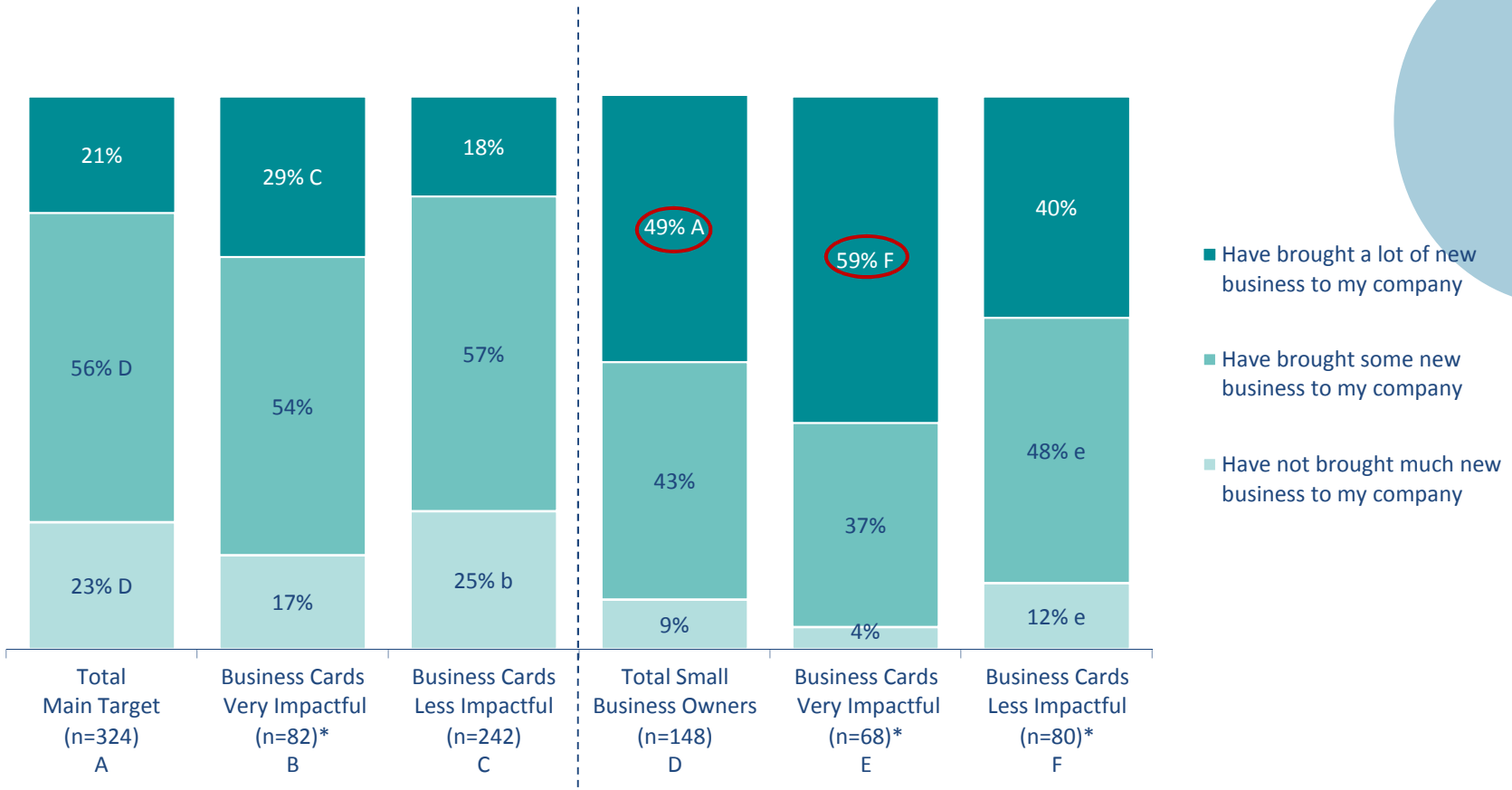
Where Typically Network



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