

YouGov Survey Results

Sample Size: 503

Fieldwork: 26th - 30th September 2011

Total	Gender		Age					Region							
	Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	North	Midlands	East	London	South	Wales	Scotland

Which, if any, of the following social media platforms does your company ever use to promote its business on? (Please tick all that apply. If your company does not use social media to promote its business please tick the "Not applicable" option)

All SME Decision makers	503	386	117	1	33	97	156	216	77	65	59	78	168	19	34	3
Facebook	26%	24%	34%	-	48%	45%	26%	14%	26%	22%	29%	29%	26%	16%	29%	67%
Twitter	21%	20%	25%	-	42%	41%	22%	9%	19%	17%	22%	31%	23%	5%	15%	-
LinkedIn	25%	25%	28%	-	39%	33%	29%	17%	19%	18%	41%	29%	25%	26%	21%	-
Digg	1%	1%	3%	-	3%	2%	1%	0%	1%	-	2%	1%	2%	-	-	-
YouTube	10%	9%	11%	-	24%	14%	8%	7%	12%	6%	10%	9%	10%	5%	12%	33%
Bebo	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Reddit	0%	1%	-	-	-	1%	1%	-	-	-	-	1%	1%	-	-	-
Tumblr	1%	1%	1%	-	-	1%	1%	-	-	3%	-	-	1%	-	-	-
StumbleUpon	2%	2%	2%	-	-	5%	1%	0%	-	3%	2%	3%	2%	-	-	-
Other (See OE_1)	2%	2%	2%	-	-	2%	1%	2%	-	3%	3%	3%	1%	-	3%	-
Don't know	0%	1%	-	-	-	-	1%	-	1%	-	-	-	1%	-	-	-
Not applicable - my company never uses social media to promote its business	56%	57%	52%	100%	30%	41%	53%	69%	64%	62%	39%	51%	56%	63%	65%	33%

And which ONE, if any, of the following social media platform do you think is MOST successful at promoting your business?

All SME Decision makers who selected more than one	123	90	33	-	14	42	39	28	18	10	15	26	43	3	7	1
Facebook	22%	26%	12%	-	36%	21%	23%	14%	17%	20%	33%	19%	19%	-	43%	100%
Twitter	25%	20%	39%	-	21%	29%	26%	21%	22%	30%	13%	27%	30%	33%	14%	-
LinkedIn	28%	30%	21%	-	21%	21%	36%	29%	22%	20%	33%	23%	33%	33%	29%	-
Digg	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
YouTube	3%	4%	-	-	-	5%	-	7%	11%	-	7%	4%	-	-	-	-
Bebo	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Reddit	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Tumblr	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
StumbleUpon	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	22%	20%	27%	-	21%	24%	15%	29%	28%	30%	13%	27%	19%	33%	14%	-

YouGov Survey Results

Sample Size: 503

Fieldwork: 26th - 30th September 2011

Total	Including yourself, approximately how many full-time employees are employed by your organisation in total in the UK?		Which ONE of the following industry sectors do you work in/ does the company or organisation that you work for operate in?					
Base	Small	Medium	Manufacturing	Construction	Retail	Financial services	Hospitality and leisure	Accountancy

Which, if any, of the following social media platforms does your company ever use to promote its business on? (Please tick all that apply. If your company does not use social media to promote its business please tick the "Not applicable" option)

All SME Decision makers	503	400	103	76	59	63	28	32	31
Facebook	26%	24%	34%	17%	12%	33%	11%	38%	6%
Twitter	21%	18%	34%	12%	5%	19%	14%	16%	6%
LinkedIn	25%	23%	36%	16%	7%	6%	29%	13%	13%
Digg	1%	2%	-	1%	-	2%	-	-	-
YouTube	10%	8%	16%	8%	5%	3%	4%	6%	-
Bebo	-	-	-	-	-	-	-	-	-
Reddit	0%	1%	-	-	-	-	-	-	-
Tumblr	1%	1%	-	-	-	-	-	-	-
StumbleUpon	2%	2%	-	1%	2%	2%	4%	-	-
Other (See OE_1)	2%	2%	1%	3%	-	2%	-	3%	-
Don't know	0%	1%	-	-	-	2%	-	3%	-
Not applicable - my company never uses social media to promote its business	56%	60%	42%	66%	80%	59%	68%	50%	84%

And which ONE, if any, of the following social media platform do you think is MOST successful at promoting your business?

All SME Decision makers who selected more than one	123	83	40	11	3	14	4	5	2
Facebook	22%	24%	18%	27%	-	57%	-	80%	-
Twitter	25%	25%	25%	9%	-	21%	25%	-	-
LinkedIn	28%	27%	30%	36%	67%	-	25%	20%	50%
Digg	-	-	-	-	-	-	-	-	-
YouTube	3%	5%	-	-	33%	-	-	-	-
Bebo	-	-	-	-	-	-	-	-	-
Reddit	-	-	-	-	-	-	-	-	-
Tumblr	-	-	-	-	-	-	-	-	-
StumbleUpon	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-
Don't know	22%	19%	28%	27%	-	21%	50%	-	50%

YouGov Survey Results

Sample Size: 503

Fieldwork: 26th - 30th September 2011

Total	Which ONE of the following industry sectors do you work in/ does the company or organisation that you work for operate in?				
Base	Legal	IT & telecoms	Media/ marketing/ advertising/ PR & sales	Other	NET: Financial and Accounting

Which, if any, of the following social media platforms does your company ever use to promote its business on? (Please tick all that apply. If your company does not use social media to promote its business please tick the "Not applicable" option)

All SME Decision makers	503	30	68	69	47	59
Facebook	26%	20%	34%	45%	30%	8%
Twitter	21%	10%	35%	54%	19%	10%
LinkedIn	25%	30%	43%	61%	26%	20%
Digg	1%	-	1%	4%	-	-
YouTube	10%	3%	13%	29%	11%	2%
Bebo	-	-	-	-	-	-
Reddit	0%	-	-	3%	-	-
Tumblr	1%	-	-	4%	-	-
StumbleUpon	2%	-	-	6%	-	2%
Other (See OE_1)	2%	-	1%	4%	2%	-
Don't know	0%	-	-	-	-	-
Not applicable - my company never uses social media to promote its business	56%	63%	32%	26%	57%	76%

And which ONE, if any, of the following social media platform do you think is MOST successful at promoting your business?

All SME Decision makers who selected more than one	123	7	25	39	13	6
Facebook	22%	-	20%	10%	23%	-
Twitter	25%	14%	24%	41%	23%	17%
LinkedIn	28%	57%	36%	18%	38%	33%
Digg	-	-	-	-	-	-
YouTube	3%	-	4%	5%	-	-
Bebo	-	-	-	-	-	-
Reddit	-	-	-	-	-	-
Tumblr	-	-	-	-	-	-
StumbleUpon	-	-	-	-	-	-
Other	-	-	-	-	-	-
Don't know	22%	29%	16%	26%	15%	50%

YouGov Survey Results

Sample Size: 503

Fieldwork: 26th - 30th September 2011

Total	Approximately what was the turnover of your company in the UK in the last <u>financial</u> year? (Please give your bes												
Base	First year of trading	Less than £25,000	£25,000 to £49,999	£50,000 to £99,999	£100,000 to £249,999	£250,000 to £499,999	£500,000 to £999,999	£1 million to £1.99 million	£2 million to £2.99 million	£3 million to £4.99 million	£5 million to £9.99 million	£10 million to £19.99 million	

Which, if any, of the following social media platforms does your company ever use to promote its business on? (Please tick all that apply. If your company does not use social media to promote its business please tick the "Not applicable" option)

All SME Decision makers	503	15	54	42	55	55	33	25	31	17	25	40	19
Facebook	26%	33%	19%	19%	15%	29%	24%	24%	29%	41%	28%	33%	42%
Twitter	21%	13%	13%	12%	9%	24%	18%	20%	19%	24%	28%	30%	47%
LinkedIn	25%	33%	19%	19%	24%	27%	24%	24%	23%	6%	40%	33%	32%
Digg	1%	-	2%	-	-	-	-	-	-	-	8%	-	-
YouTube	10%	13%	2%	5%	4%	5%	6%	12%	13%	12%	8%	23%	21%
Bebo	-	-	-	-	-	-	-	-	-	-	-	-	-
Reddit	0%	-	2%	-	-	-	-	-	-	-	-	-	-
Tumblr	1%	-	-	2%	-	2%	-	-	-	-	-	-	-
StumbleUpon	2%	-	2%	-	-	2%	-	4%	-	6%	4%	-	-
Other (See OE_1)	2%	-	4%	5%	-	-	-	4%	-	6%	-	-	-
Don't know	0%	-	-	-	-	-	-	-	-	-	4%	-	-
Not applicable - my company never uses social media to promote its business	56%	47%	65%	69%	69%	49%	64%	60%	52%	47%	36%	45%	47%

And which ONE, if any, of the following social media platform do you think is MOST successful at promoting your business?

All SME Decision makers who selected more than one	123	3	5	8	7	12	7	5	9	5	8	16	9
Facebook	22%	67%	-	13%	14%	33%	57%	20%	22%	60%	25%	6%	33%
Twitter	25%	-	60%	25%	14%	8%	29%	40%	11%	20%	13%	38%	11%
LinkedIn	28%	-	20%	38%	71%	25%	14%	20%	22%	-	25%	25%	22%
Digg	-	-	-	-	-	-	-	-	-	-	-	-	-
YouTube	3%	-	-	-	-	8%	-	20%	11%	-	-	6%	-
Bebo	-	-	-	-	-	-	-	-	-	-	-	-	-
Reddit	-	-	-	-	-	-	-	-	-	-	-	-	-
Tumblr	-	-	-	-	-	-	-	-	-	-	-	-	-
StumbleUpon	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	22%	33%	20%	25%	-	25%	-	-	33%	20%	38%	25%	33%

YouGov Survey Results

Sample Size: 503

Fieldwork: 26th - 30th September 2011

Total	t estimate)				Approximately what was the turnover of your company in the UK in the last <u>financial</u> year? (Please give your best estimate)					
	Base	£20 million to £34.99 million	£35 million to £49.99 million	£50 million or more	Don't know	Prefer not to say	NET: £250,000 to £999,999	NET: £1 million to £2.99 million	NET: £3 million to £9.99 million	NET: £10 million to £50 million or more

Which, if any, of the following social media platforms does your company ever use to promote its business on? (Please tick all that apply. If your company does not use social media to promote its business please tick the "Not applicable" option)

All SME Decision makers	503	8	3	9	18	54	58	48	65	39
Facebook	26%	25%	33%	22%	50%	24%	24%	33%	31%	33%
Twitter	21%	50%	33%	22%	56%	19%	19%	21%	29%	41%
LinkedIn	25%	25%	33%	44%	44%	20%	24%	17%	35%	33%
Digg	1%	-	-	-	6%	4%	-	-	3%	-
YouTube	10%	25%	33%	11%	28%	7%	9%	13%	17%	21%
Bebo	-	-	-	-	-	-	-	-	-	-
Reddit	0%	-	-	-	-	2%	-	-	-	-
Tumblr	1%	-	-	-	-	2%	-	-	-	-
StumbleUpon	2%	-	-	-	6%	4%	2%	2%	2%	-
Other (See OE_1)	2%	-	-	-	-	6%	2%	2%	-	-
Don't know	0%	-	-	-	-	2%	-	-	2%	-
Not applicable - my company never uses social media to promote its business	56%	38%	67%	33%	44%	61%	62%	50%	42%	44%

And which ONE, if any, of the following social media platform do you think is MOST successful at promoting your business?

All SME Decision makers who selected more than one	123	3	1	3	10	12	12	14	24	16
Facebook	22%	-	-	-	20%	8%	42%	36%	13%	19%
Twitter	25%	-	100%	33%	20%	50%	33%	14%	29%	19%
LinkedIn	28%	67%	-	33%	40%	25%	17%	14%	25%	31%
Digg	-	-	-	-	-	-	-	-	-	-
YouTube	3%	-	-	-	-	-	8%	7%	4%	-
Bebo	-	-	-	-	-	-	-	-	-	-
Reddit	-	-	-	-	-	-	-	-	-	-
Tumblr	-	-	-	-	-	-	-	-	-	-
StumbleUpon	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-
Don't know	22%	33%	-	33%	20%	17%	-	29%	29%	31%

Total	Gender		Age					Region							
	Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	North	Midlands	East	London	South	Wales	Scotland

Which, if any, of the following areas of its business does your company promote on social media?
(Please tick all that apply)

All SME Decision makers whose company use social media website	222	166	56	-	23	57	74	68	28	25	36	38	74	7	12	2
The business' brand	57%	55%	64%	-	74%	61%	55%	50%	57%	60%	56%	61%	53%	29%	83%	100%
Products and services that it offers	68%	68%	68%	-	78%	65%	68%	68%	54%	60%	81%	66%	73%	57%	75%	-
Discounts, special offers and promotions	21%	22%	20%	-	22%	25%	20%	19%	14%	28%	17%	29%	19%	29%	25%	-
Other (see OE_2)	9%	9%	9%	-	4%	7%	8%	13%	4%	8%	22%	5%	9%	-	-	-
Don't know	6%	5%	7%	-	4%	2%	8%	7%	14%	-	-	5%	5%	43%	-	-

Does your company currently use a blog to promote its business?

All SME Decision makers	503	386	117	1	33	97	156	216	77	65	59	78	168	19	34	3
Yes, it does	11%	9%	16%	-	24%	18%	8%	7%	8%	8%	14%	15%	13%	-	3%	-
No, it doesn't	88%	90%	81%	100%	76%	81%	88%	92%	91%	92%	83%	83%	86%	95%	97%	67%
Don't know	2%	1%	3%	-	-	1%	3%	1%	1%	-	3%	1%	1%	5%	-	33%

Overall how successful, if at all, do you think blogging websites are for promoting your business?

All SME Decision makers who company uses a blog to promote its business	54	35	19	-	8	17	13	16	6	5	8	12	22	-	1	-
Very successful	17%	11%	26%	-	38%	18%	23%	-	-	20%	-	42%	14%	-	-	-
A little successful	63%	60%	68%	-	63%	71%	62%	56%	100%	80%	63%	42%	64%	-	-	-
Not very successful	11%	17%	-	-	-	6%	15%	19%	-	-	13%	8%	14%	-	100%	-
Not at all successful	6%	9%	-	-	-	-	-	19%	-	-	13%	-	9%	-	-	-
Don't know	4%	3%	5%	-	-	6%	-	6%	-	-	13%	8%	-	-	-	-

Total	Including yourself, approximately how many full-time employees are employed by your organisation in total in the UK?		Which ONE of the following industry sectors do you work in/ does the company or organisation that you work for operate in?					
Base	Small	Medium	Manufacturing	Construction	Retail	Financial services	Hospitality and leisure	Accountancy

Which, if any, of the following areas of its business does your company promote on social media?
(Please tick all that apply)

All SME Decision makers whose company use social media website	222	162	60	26	12	26	9	16	5
The business' brand	57%	52%	70%	50%	42%	58%	78%	50%	40%
Products and services that it offers	68%	68%	68%	65%	75%	77%	33%	81%	60%
Discounts, special offers and promotions	21%	21%	22%	19%	8%	46%	11%	50%	-
Other (see OE_2)	9%	7%	15%	8%	8%	4%	22%	6%	20%
Don't know	6%	6%	7%	15%	-	8%	11%	6%	20%

Does your company currently use a blog to promote its business?

All SME Decision makers	503	400	103	76	59	63	28	32	31
Yes, it does	11%	11%	12%	4%	3%	10%	4%	6%	3%
No, it doesn't	88%	89%	83%	96%	97%	90%	93%	94%	97%
Don't know	2%	1%	6%	-	-	-	4%	-	-

Overall how successful, if at all, do you think blogging websites are for promoting your business?

All SME Decision makers who company uses a blog to promote its business	54	42	12	3	2	6	1	2	1
Very successful	17%	17%	17%	33%	-	17%	-	-	-
A little successful	63%	64%	58%	33%	50%	50%	100%	100%	100%
Not very successful	11%	14%	-	-	-	33%	-	-	-
Not at all successful	6%	5%	8%	33%	50%	-	-	-	-
Don't know	4%	-	17%	-	-	-	-	-	-

Total	Which ONE of the following industry sectors do you work in/ does the company or organisation that you work for operate in?				
Base	Legal	IT & telecoms	Media/ marketing/ advertising/ PR & sales	Other	NET: Financial and Accounting

Which, if any, of the following areas of its business does your company promote on social media?
(Please tick all that apply)

All SME Decision makers whose company use social media website	222	11	46	51	20	14
The business' brand	57%	55%	54%	61%	75%	64%
Products and services that it offers	68%	55%	67%	65%	80%	43%
Discounts, special offers and promotions	21%	18%	13%	18%	15%	7%
Other (see OE_2)	9%	-	11%	10%	10%	21%
Don't know	6%	-	-	6%	5%	14%

Does your company currently use a blog to promote its business?

All SME Decision makers	503	30	68	69	47	59
Yes, it does	11%	3%	19%	28%	13%	3%
No, it doesn't	88%	93%	78%	71%	81%	95%
Don't know	2%	3%	3%	1%	6%	2%

Overall how successful, if at all, do you think blogging websites are for promoting your business?

All SME Decision makers who company uses a blog to promote its business	54	1	13	19	6	2
Very successful	17%	-	8%	26%	17%	-
A little successful	63%	100%	69%	58%	67%	100%
Not very successful	11%	-	15%	11%	-	-
Not at all successful	6%	-	-	-	17%	-
Don't know	4%	-	8%	5%	-	-

Total	Approximately what was the turnover of your company in the UK in the last <u>financial</u> year? (Please give your best estimate)											
Base	First year of trading	Less than £25,000	£25,000 to £49,999	£50,000 to £99,999	£100,000 to £249,999	£250,000 to £499,999	£500,000 to £999,999	£1 million to £1.99 million	£2 million to £2.99 million	£3 million to £4.99 million	£5 million to £9.99 million	£10 million to £19.99 million

Which, if any, of the following areas of its business does your company promote on social media? (Please tick all that apply)

All SME Decision makers whose company use social media website

	222	8	19	13	17	28	12	10	15	9	16	22	10
The business' brand	57%	63%	37%	23%	41%	50%	67%	30%	73%	44%	63%	77%	90%
Products and services that it offers	68%	100%	74%	85%	47%	57%	83%	70%	47%	67%	56%	64%	90%
Discounts, special offers and promotions	21%	25%	11%	23%	12%	11%	17%	20%	27%	22%	19%	41%	40%
Other (see OE_2)	9%	-	5%	-	24%	14%	8%	-	-	-	6%	5%	20%
Don't know	6%	-	5%	15%	-	4%	8%	10%	-	11%	6%	9%	-

Does your company currently use a blog to promote its business?

All SME Decision makers

	503	15	54	42	55	55	33	25	31	17	25	40	19
Yes, it does	11%	20%	7%	7%	4%	9%	21%	8%	6%	12%	20%	8%	16%
No, it doesn't	88%	80%	93%	90%	96%	91%	79%	92%	90%	82%	76%	90%	84%
Don't know	2%	-	-	2%	-	-	-	-	3%	6%	4%	3%	-

Overall how successful, if at all, do you think blogging websites are for promoting your business?

All SME Decision makers who company uses a blog to promote its business

	54	3	4	3	2	5	7	2	2	2	5	3	3
Very successful	17%	-	-	33%	-	20%	29%	-	-	-	-	-	33%
A little successful	63%	67%	50%	33%	100%	60%	43%	100%	50%	100%	60%	100%	33%
Not very successful	11%	33%	25%	33%	-	20%	29%	-	-	-	-	-	-
Not at all successful	6%	-	25%	-	-	-	-	-	50%	-	20%	-	-
Don't know	4%	-	-	-	-	-	-	-	-	-	20%	-	33%

Total	t estimate)				Approximately what was the turnover of your company in the UK in the last <u>financial</u> year? (Please give your best estimate)					
Base	£20 million to £34.99 million	£35 million to £49.99 million	£50 million or more	Don't know	Prefer not to say	NET: £250,000 to £999,999	NET: £1 million to £2.99 million	NET: £3 million to £9.99 million	NET: £10 million to £50 million or more	

Which, if any, of the following areas of its business does your company promote on social media?
(Please tick all that apply)

All SME Decision makers whose company use social media website	222	5	1	6	10	21	22	24	38	22
The business' brand	57%	40%	100%	50%	70%	76%	50%	63%	71%	68%
Products and services that it offers	68%	80%	100%	67%	70%	76%	77%	54%	61%	82%
Discounts, special offers and promotions	21%	-	100%	-	30%	24%	18%	25%	32%	23%
Other (see OE_2)	9%	20%	100%	-	20%	10%	5%	-	5%	18%
Don't know	6%	20%	-	17%	-	5%	9%	4%	8%	9%

Does your company currently use a blog to promote its business?

All SME Decision makers	503	8	3	9	18	54	58	48	65	39
Yes, it does	11%	13%	-	11%	22%	13%	16%	8%	12%	13%
No, it doesn't	88%	88%	100%	67%	78%	85%	84%	88%	85%	82%
Don't know	2%	-	-	22%	-	2%	-	4%	3%	5%

Overall how successful, if at all, do you think blogging websites are for promoting your business?

All SME Decision makers who company uses a blog to promote its business	54	1	-	1	4	7	9	4	8	5
Very successful	17%	100%	-	-	25%	29%	22%	-	-	40%
A little successful	63%	-	-	100%	75%	71%	56%	75%	75%	40%
Not very successful	11%	-	-	-	-	-	22%	-	-	-
Not at all successful	6%	-	-	-	-	-	-	25%	13%	-
Don't know	4%	-	-	-	-	-	-	-	13%	20%