



Society for  
New Communications Research



# A Tale of Two Surveys

Why surveys show such wide  
differences in small business social media use

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## Two Surveys – Radically Different Results

- Small Business Success Index Survey
  - Network Solutions and the University of Maryland
  - 17% of respondents use social media
  - Results consistent with other broad based surveys
- Internet2Go Survey of Small Businesses
  - “Well over half use social media”
  - 45% use Facebook and/or Twitter to promote their business



## Why the Differences

- SBSI Survey:
  - Telephone survey
  - 1500 small businesses across two waves
  - Sample from D&B database
- Internet2Go
  - Online survey
  - 2500 Merchant Circle customers
- Both sets of results interesting and useful



## Why it Matters

- Media Coverage
  - Reporters want numbers
  - Lack of understanding of surveys and survey data
  - Studies often misrepresented
- Thought Leadership Errors
  - Easy to produce bad PR materials
- Confusion and Mistakes
  - Surveys easy to do