

2016 Cox Consumer Pulse on Small Businesses

A survey of more than 2,000 American consumers explores their support of local small to mid-sized businesses and identifies ways those businesses can improve the customer experience.

Shop Small. Leave Happy.

Consumers can't get enough of small businesses. From restaurants and boutiques, to physicians and salons, the majority of consumers (**90 percent**) frequent small businesses at least once a week. Notably, **42 percent** are shopping small three or more times a week.

When asked which types of small businesses they support regularly, local cuisine and clothing shops were among consumers' top three choices.



It's more than the delicious fare that keeps people coming back to restaurants; consumers consider this type of small business to deliver the best customer service.

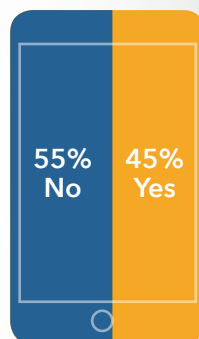
In general, customer courtesy, convenience and supporting the community are the primary reasons why consumers love shopping small.



Consumers Slowly Phoning In Payments

Mobile wallets haven't become a priority for most consumers who frequent small businesses. In fact, when asked whether they would use their smartphones more often to pay for items if the small businesses they frequented accepted mobile payments, most said no.

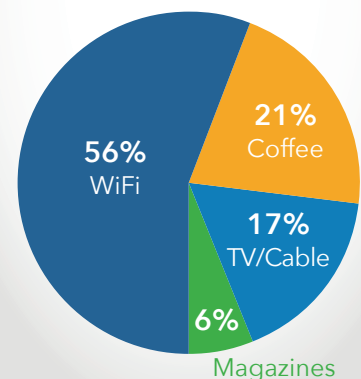
However, receiving loyalty rewards digitally matters. **Sixty-six percent** of consumers prefer digital rewards programs versus old school paper punch cards.



WiFi Fuels Shoppers More Than Coffee

When asked what types of technology could enhance the customer experience at their favorite SMBs, **45 percent** of consumers stated free and reliable WiFi.

WiFi is so in demand, consumers chose it over coffee and cable as the best perk to have while waiting for service.



Home for the Holidays

While consumers love a good Black Friday deal, they don't want small business owners to sacrifice their holidays. When asked if small businesses should stay open on holidays, most consumers (**73 percent**) didn't feel it's necessary.



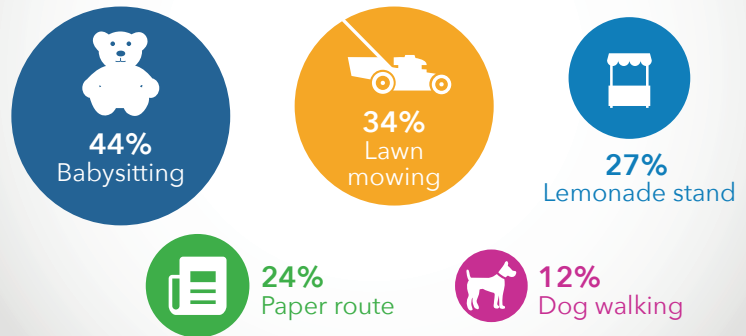
Connecting with Consumers: Facebook Beats Email

When asked which digital channels are preferred when looking to interact with small businesses, consumers are favoring Facebook and email over Instagram and Twitter:



Growing Up a Go-getter

The entrepreneurial bug starts early. According to survey responses, consumers have tried their hands at a variety of business ventures as kids, including:

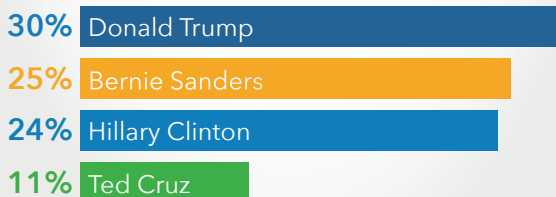


Who Will Win for Small Businesses?

Seventy-seven percent of consumers feel the federal government does not do enough to promote small business growth on a national level.

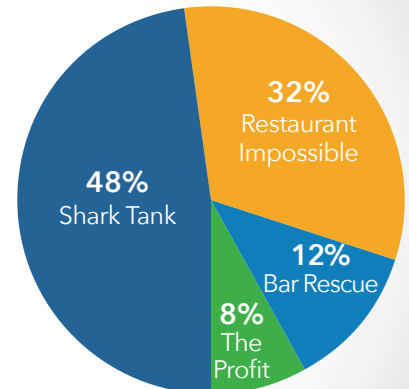


While slightly more consumers, **(37 percent)**, believe the Democratic Party is most contributory of small business growth versus Republicans and Independents, Donald Trump bested Bernie Sanders and Hillary Clinton when consumers were asked which political candidate is most likely to support legislation that provides more opportunity for small businesses.



Shark Tank Takes Bite Out of Competition

Business pitches triumphed over business makeovers when consumers were asked which small business reality show is their favorite.



About the 2016 Cox Consumer Pulse on Small Businesses

Cox Business commissioned a blind survey of American consumers in March of 2016. Respondents to the online survey included a total of **2,094 consumers**. The margin of error for this survey is plus or minus **3 percent**.

About Cox Business

The commercial division of Cox Communications, Cox Business provides voice, data and video services for more than **350,000** small and regional businesses nationwide, including healthcare providers, K-12 and higher education, financial institutions and federal, state and local government organizations. The organization also serves most of the top tier wireless and wireline telecommunications carriers in the U.S. through its wholesale division.

Cox Business is consistently ranked as one of the top Ethernet providers and recognized by third parties for award winning business telecom service. For more information, please visit www.coxbusiness.com.