



NEWS RELEASE

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Cox Business Survey Shows Overwhelming Consumer Support for Small Businesses

Nearly 80 percent Think Government Can Do More to Promote Small Business Growth

WiFi beats Coffee When it Comes to Consumer Perks

Las Vegas, April 27, 2016 – Consumers' patronage of small businesses extends beyond Small Business Week. According to the *2016 Cox Consumer Pulse on Small Businesses*, 90 percent of U.S. consumers frequent small businesses at least once a week. Moreover, 42 percent are shopping small three or more times a week, according to the survey findings released today.

While convenience and customer service attract consumers to small businesses, 63 percent simply feel a need to support local entrepreneurs. For many, their collective sense of loyalty to businesses in their communities may stem from seeing a lack of governmental support. In fact, 77 percent of consumers feel the federal government does not do enough to promote small business growth on a national level. However, when asked which presidential candidate is most likely to support legislation that provides more opportunity to small businesses, Donald Trump won the vote.

The survey included a variety of lighter findings as well, including:

- Fifty-six percent of consumers choose WiFi over coffee. #GoSmall [Tweet this]
- Most consumers (44 percent) tried their hands at entrepreneurship by babysitting. #GoSmall [Tweet this]
- Forty-eight percent of consumers prefer to tune into Shark Tank over Restaurant Impossible and Bar Rescue. #GoSmall [Tweet this]

Respondents also weighed in on small business' use of technology. Sixty-six percent of respondents prefer a digital rewards program to "old school" paper punch cards. However,



respondents are slow to adopt mobile payments – 55 percent would not use their smartphones more often to pay for items if the small businesses they frequented accepted mobile payments.

One technology most consumers are on board with is WiFi. Forty-five percent of respondents believe offering free and reliable WiFi can improve the small business shopping experience.

“Like consumers, Cox Business is doing its part to support small businesses across the country,” said Derrick R. Hill, vice president of Cox Business/Hospitality Network in Las Vegas. “From fast and reliable broadband solutions and voice services to TV packages and security, our technology solutions are designed to help small businesses operate as efficiently as possible. Ultimately, we want small businesses to spend less time worrying about day-to-day logistics and more time innovating and connecting with their customer bases. That’s what will fuel their continued success.”

More details on the 2016 Cox Consumer Pulse on Small Businesses are available at coxblue.com/newsroom, the company’s social destination for businesses. Follow @CoxBusiness on Twitter and join the conversation using #GoSmall to share the results with your network.

About the 2016 Cox Business Sentiment Survey on Small Business

The 2016 Cox Business Consumer Sentiment Survey on Small Business was a blind survey conducted of 2,094 consumers across the following 13 states: Arizona, California, Connecticut, Florida, Georgia, Kansas, Louisiana, Nebraska, Nevada, Ohio, Oklahoma, Rhode Island and Virginia. The margin of error for the survey is plus or minus 3 percent.

About the 2016 Cox Business Consumer Sentiment Survey on Small Business - Nevada section

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 around the country –150 of whom live in The Silver State. These results are specific to Nevada residents.

About Cox Business

The commercial division of Cox Communications, Cox Business provides voice, data and video services for more than 300,000 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, visit www.coxbusiness.com.

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