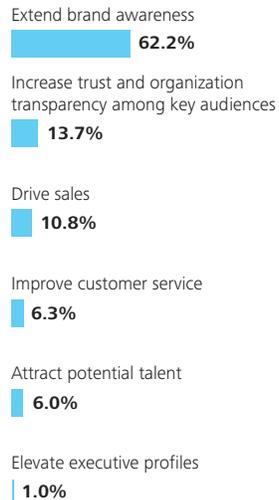




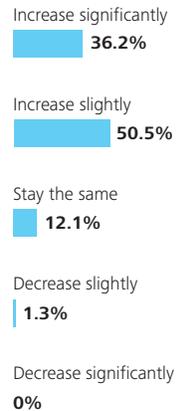
## Mid market 60-second survey results: June 2015

Deloitte Growth Enterprise Services conducts an occasional brief, anonymous online survey designed to assess the views of mid-market professionals. This survey was conducted from May 26 - June 1, 2015, with 319 respondents.

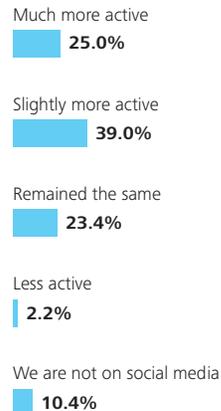
### What do you think is the most important reason for middle market companies to have a presence on social media?



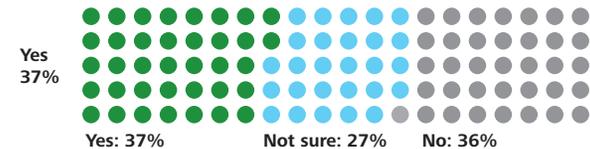
### In the next 12 months, do you believe the number of mid-sized, privately-held companies active on social media will...



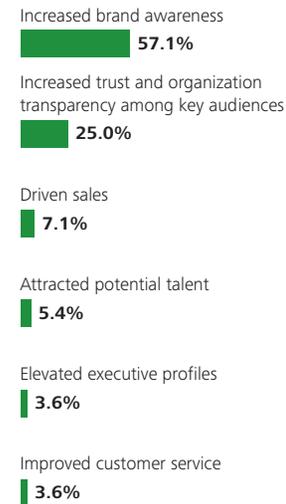
### Compared to a year ago, how active is your company on social media?



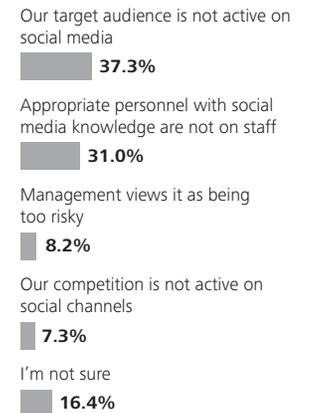
### Does your company have a clearly defined social media strategy?



### What is the greatest benefit you have realized from your social media presence?



### Why hasn't your company placed on emphasis on social media?



### Is your company's senior leadership actively engaged on social media for business purposes?

