How to Succeed in (Small) Business

Small businesses need better online presence to succeed with customers, according to a survey by real-time digital insights company, Toluna.

Toluna recently asked 700 Internet-representative respondents in the US using Toluna QuickSurveys™ real-time survey and analytics platform, about small business and their shopping habits. Here’s what we found!

40% of consumers suggest that bespoke products designed specifically for their local area would convince more shoppers to stay local.

70% of consumers claim to be worried about the challenges that small businesses face while competing against large, multinational retailers.

62% of consumers would be more likely to ‘shop small’ if they had the ability to browse and shop online.

33% of consumers believe small businesses would benefit from an improved online presence.

71% of shoppers believe the government ‘should do more’ for small businesses.

33% say they ‘are more likely’ to shop in small businesses on dedicated days - like Small Business Saturday, and National Business Week.