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Themselves Via Dedicated Website (41%) or Social Media (39%)**

*One in Five (20%) Small Business Owners Cite Keeping Up-To-Date  
Technologically As One of The Top Three Challenges Their Business May  
Face In the Next Year*

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**Ipsos Reid**

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## **Less Than Half of Canadian Small Businesses Promote Themselves Via Dedicated Website (41%) or Social Media (39%)**

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**Toronto, ON** – Many Canadian small businesses appear to be missing out on online opportunities when it comes to growing their business and earning revenue, according to a survey conducted by Ipsos Reid on behalf of RBC. Only four in ten (41%) Canadian small businesses promote their business through a dedicated website, while another 5% have a dedicated site but don't use it to promote their business. One in three (32%) don't have a dedicated website, while one in five (21%) don't promote their business.

Compared to the amount of Canadian small businesses that promote themselves using a dedicated website, nearly the same proportion (39%) promote their business via social media outlets such as Facebook, LinkedIn, Twitter, blogs, etc. Six in ten (61%) small businesses, however, don't promote their company via social media.

Even among small businesses that have dedicated websites, less than half use their sites for sales purposes. A minority (48%) sell products or services via this website, while a slight majority (51%) do sell products and services online and 1% of small businesses with a dedicated website don't know whether or not they make such sales.



The data reveal that Canadian small businesses that do sell products or services via the company website generate a sizeable portion of their overall revenue from online sales. Most (62%) small businesses generate between an estimated 1-25% of their company's revenue from sales made via the company website. Two in ten (17%) estimate that between 26-50% of their company's revenue comes from company website sales, while one in ten believe 51-75% (9%) or 76-100% (12%) of their company's revenue comes from sales via the company website.

### *Top Challenges in the Coming Year*

Given a list of challenges their business may face over the next year, many Canadian small business owners believe technology is among the top three challenges they face. One in five (20%) Canadian small business owners cite 'keeping up to date technologically' is one of the top three challenges they face over the next year, good for 7<sup>th</sup> overall of a list of 14 potential challenges. Six in ten (56%) small business owners believe finding clients and keeping a steady workflow is one of the top three challenges facing their business, earning the top spot on the list, while maintaining sufficient cash and financial growth and work-life balance issues (32%) round out the top selections for top three business challenges over the next year. The following table outlines in full the list of potential challenges provided and what proportion of Canadian small business owners rated each as one of the top three challenges for their business in the coming year:



<u>Potential Business Challenge</u>	<u>% Top Three Challenge</u>
Finding clients/developing your market/keeping a steady workflow	56%
Maintaining sufficient cash/financing growth	48%
Work-life balance issues like working long hours, time management to ensure time with family and friends	32%
Accounting and tax filing	30%
Keeping up on competition	27%
Dealing with the government/bureaucracy/regulations	21%
Technology/keeping up to date technologically	20%
Feeling isolated/isolation from others	12%
Human resource issues like finding qualified help or employees	12%
Sourcing materials/products	11%
Succession planning	10%
Dealing with banks	8%
Finding qualified advisors	3%
Other	11%



*These are some of the findings of an Ipsos Reid survey conducted between August 9<sup>th</sup> and 20<sup>th</sup>, 2012, on behalf of RBC. For this survey, a sample of 1,004 Canadian small business owners, who were either self-employed or owned their own small business, from Ipsos' Canadian online panel was interviewed online. Weighting was then employed to balance demographics to ensure that the sample's composition reflects that of the adult population according to Census data and to provide results intended to approximate the sample universe. The precision of Ipsos online surveys is measured using a credibility interval. In this case, the survey is accurate to within +/- 3.5 percentage points had all Canadians small business owners been surveyed. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.*

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