



Small Business Consumer Expectations Report

Survey Methodology:

Vistaprint Digital commissioned a Google Consumer Survey of U.S. consumers to uncover preferences and attitudes as to small business websites. The full, 8-question survey was completed by 1,818 consumers age 18+ with a 95% confidence level. The study was conducted from March 7 to 10, 2017.

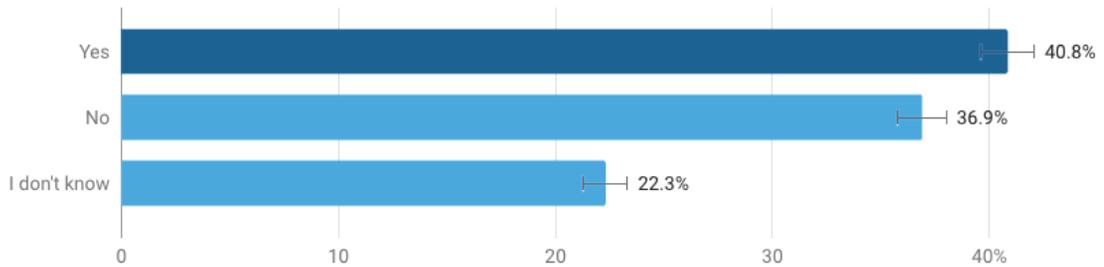
Additional Notes:

- *Demographic information provided in the following document was determined by Google. Any 'unknown' demographic information is a result of obscured user data (i.e., an individual has chosen to remain anonymous or not disclose certain demographic information to Google).*
- *Survey results are representative of the U.S. population.*
- *The insights provided in this document are reported on a 95% confidence level. This means that if you were to run the exact survey again, there would be a 95% chance that the results would be substantially the same.*

QUESTION 1 (SCREENER):

Have you ever visited the website of a small business before?

5,298 respondent(s) ⓘ



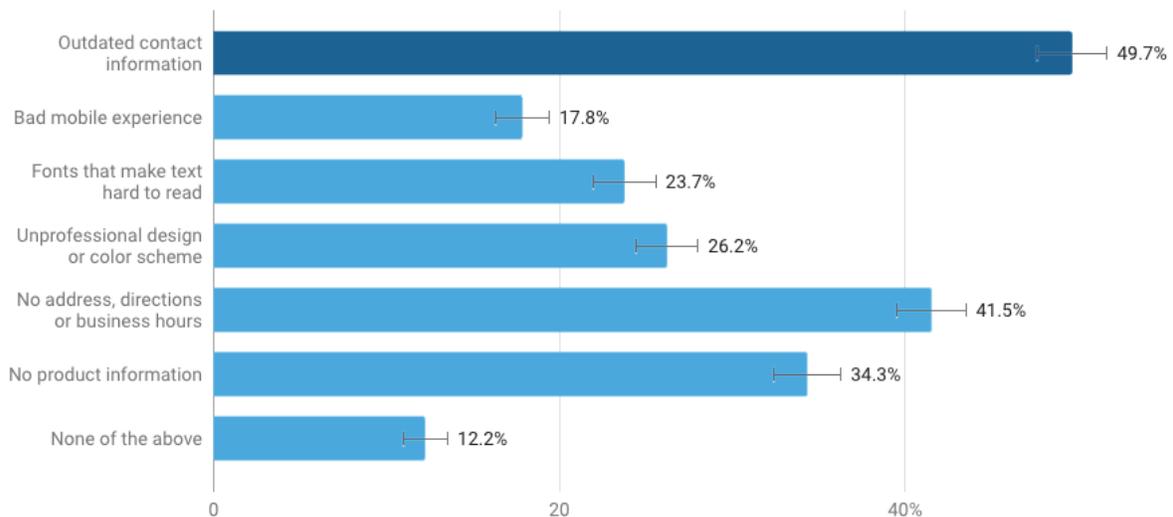
➤ QUESTION FINDINGS:

- 40.8% of US online consumers said they've visited the website of a small business before.

QUESTION 2:

What's most likely to leave you with a bad impression when visiting a small business' website?

4,328 answer(s) from 2,107 respondent(s) ⓘ



➤ QUESTION FINDINGS:

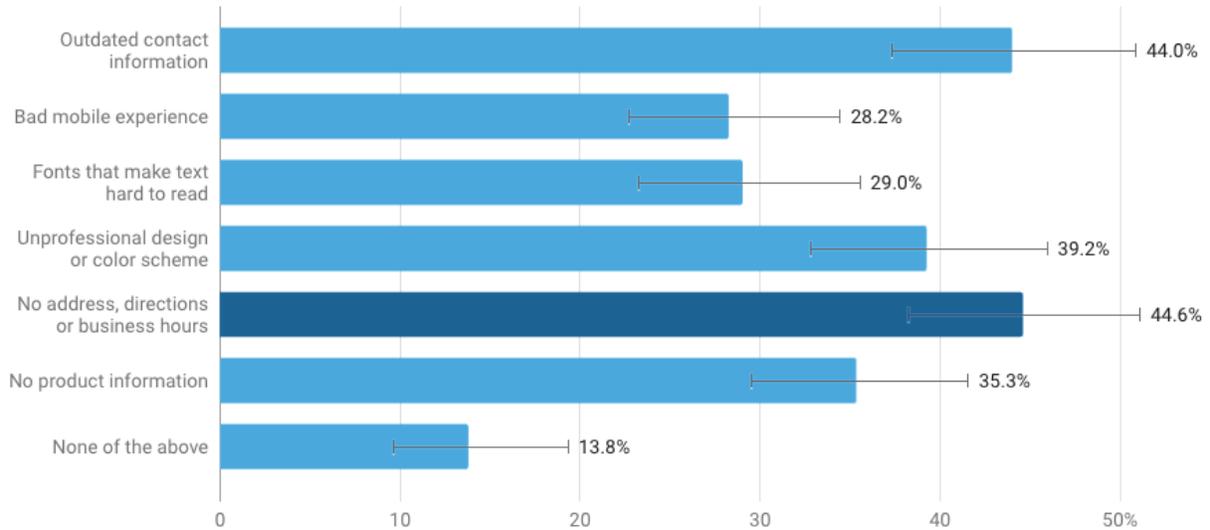
- Almost half of respondents (49.7%) said they'd most likely be left with a bad impression when visiting a small business' website because of outdated contact information.
- 41.5% of respondents said they'd most likely be left with a bad impression when visiting a small business' website because of a lack of address, directions or business hours.

➤ ADDITIONAL FINDINGS:

- Respondents between the ages of 18 and 24 were the only age demographic to be most likely to be left with a bad impression when visiting a small business' website because of a

lack of address, directions or business hours (44.6%). All other age brackets said they'd most likely be left with a bad impression when visiting a small business' website because of outdated contact information.

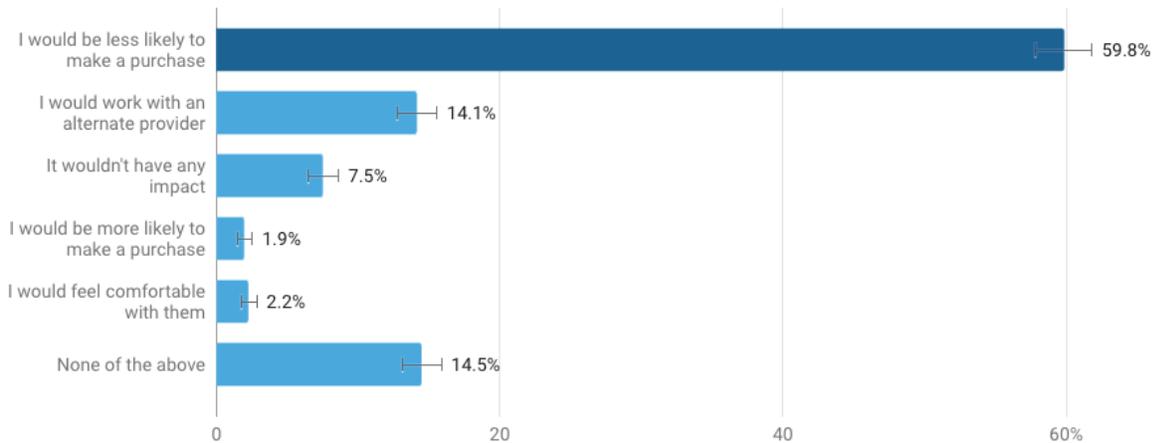
487 answer(s) from 208 respondent(s) ⓘ



QUESTION 3:

What kind of an impact does a bad impression of a website have on your decision to work with the small business?

2,064 respondent(s) ⓘ



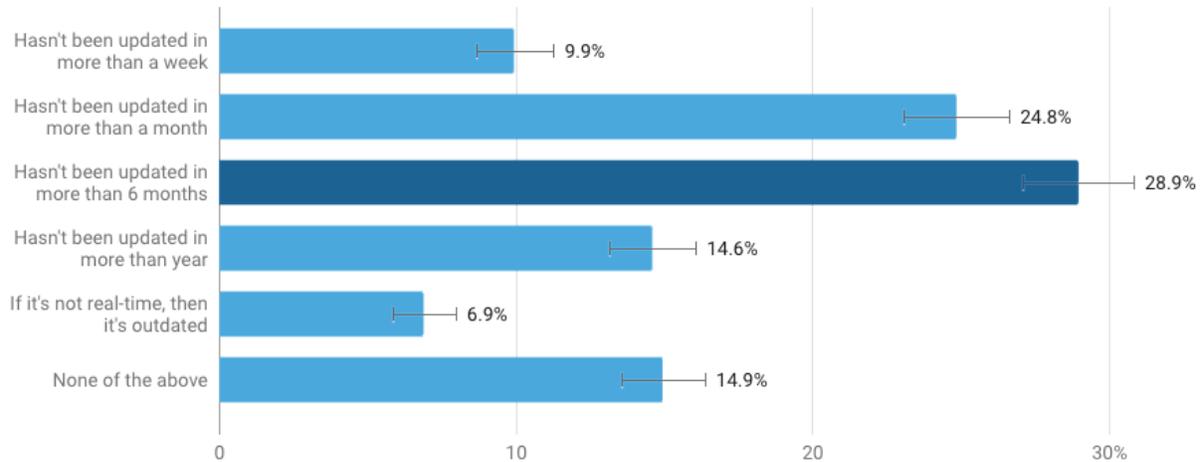
➤ QUESTION FINDINGS:

- The majority of respondents (59.8%) said they'd be less likely to make a purchase from a small business based on a bad impression of the website.

QUESTION 4:

At what point would you consider a small business' website to be outdated?

1,944 respondent(s) ⓘ



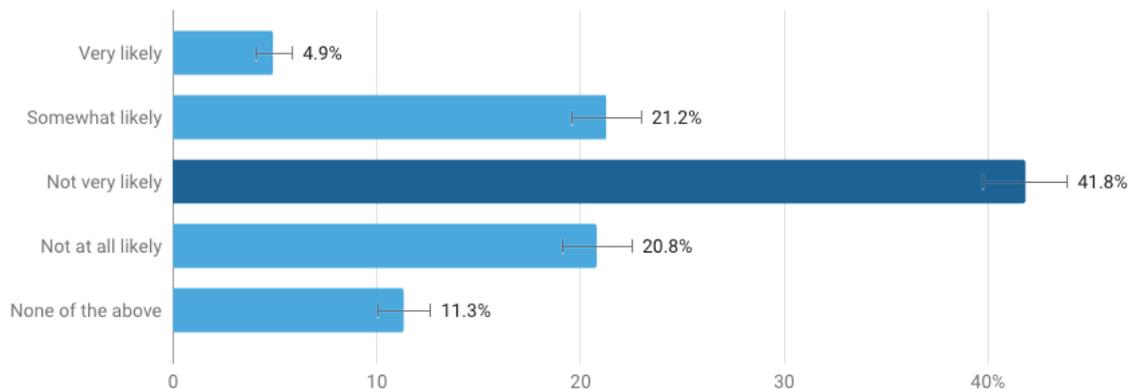
➤ QUESTION FINDINGS:

- 28.9% of respondents said they'd consider a small business' website to be outdated if it hadn't been updated in more than 6 months.
- 24.8% of respondents said they'd consider a small business' website to be outdated if it hadn't been updated in more than a month.

QUESTION 5:

How likely are you to visit or purchase something from a small business if it has a poorly designed or unprofessional website?

1,902 respondent(s) ⓘ



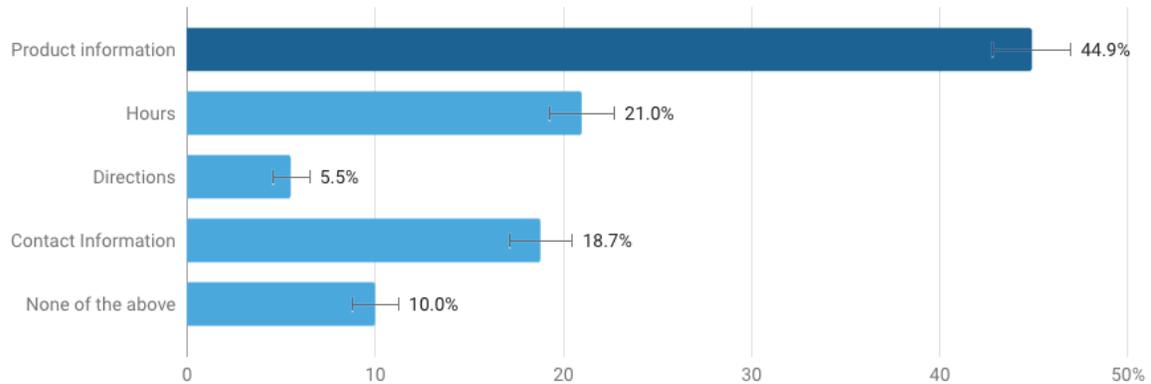
➤ QUESTION FINDINGS:

- 41.8% of respondents said they'd be "not very likely" to visit or purchase something from a small business if it has a poorly designed or unprofessional website.

QUESTION 6:

What information do you primarily search for on a small business website?

1,872 respondent(s) ⓘ



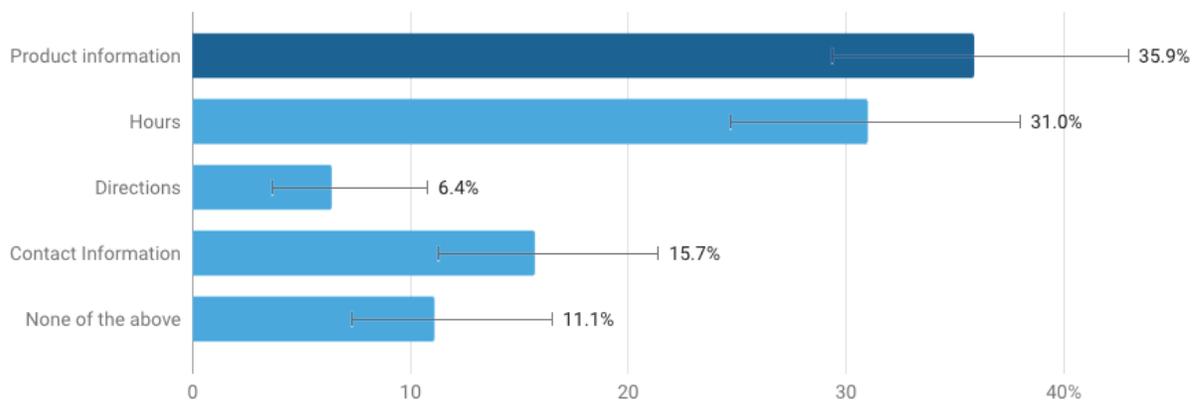
➤ QUESTION FINDINGS:

- Almost half of all respondents (44.9%) said they primarily search for product information on a small business website.
- Roughly one in five respondents said they primarily search for hours (21%) and contact information (18.7%) on a small business website.

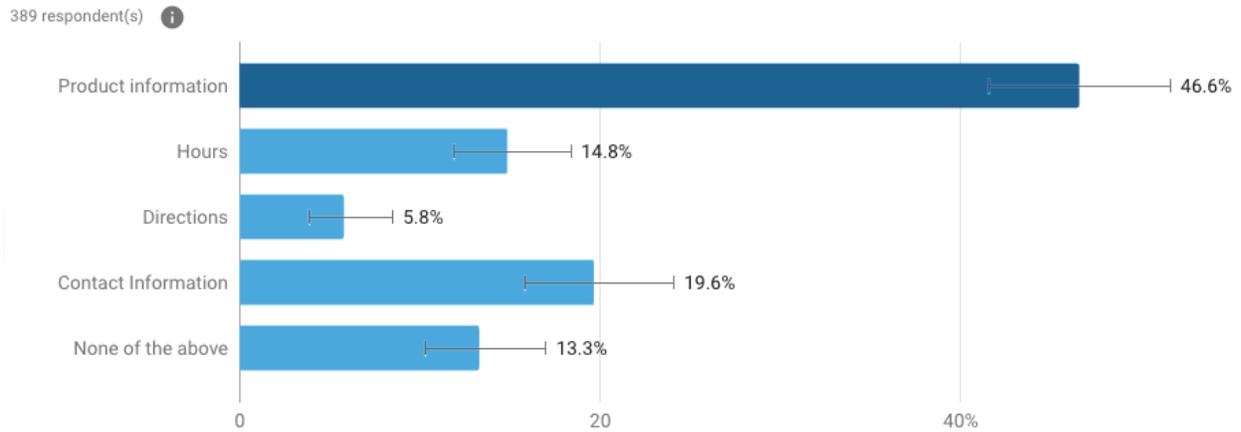
➤ ADDITIONAL FINDINGS:

- For younger demographics (18-24), respondents said they primarily search for product information (35.9%) and hours (31%). Just 15.7% said they primarily search for contact information.

186 respondent(s) ⓘ

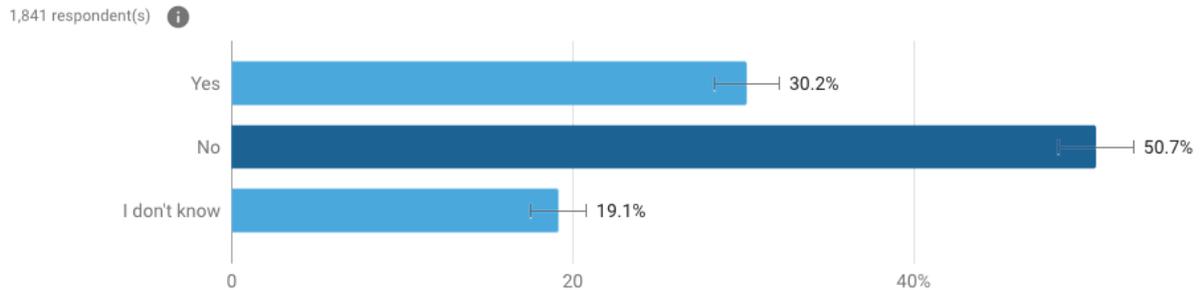


- Among older demographics (45-54), respondents said they primarily search for product information (46.6%) and contact information (19.6%). Just 14.8% of respondents between the ages of 45 and 54 said they primarily search for hours on a small business website.



QUESTION 7:

When visiting the website of a small business as opposed to a large chain, do you have lower experience expectations?



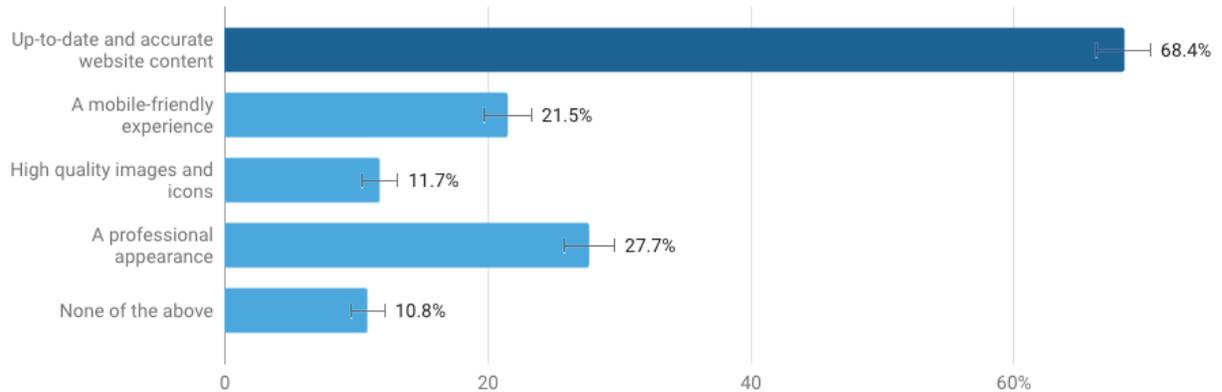
➤ QUESTION FINDINGS:

- The majority of respondents (50.7%) said they do not have lower experience expectations when visiting the website of a small business as opposed to a large chain.

QUESTION 8:

What's most important when it comes to having a positive experience with a small business website?

2,545 answer(s) from 1,818 respondent(s) 



➤ QUESTION FINDINGS:

- More than two-thirds of respondents (68.4%) said up-to-date and accurate website content was most important when it comes to having a positive experience with a small business website.