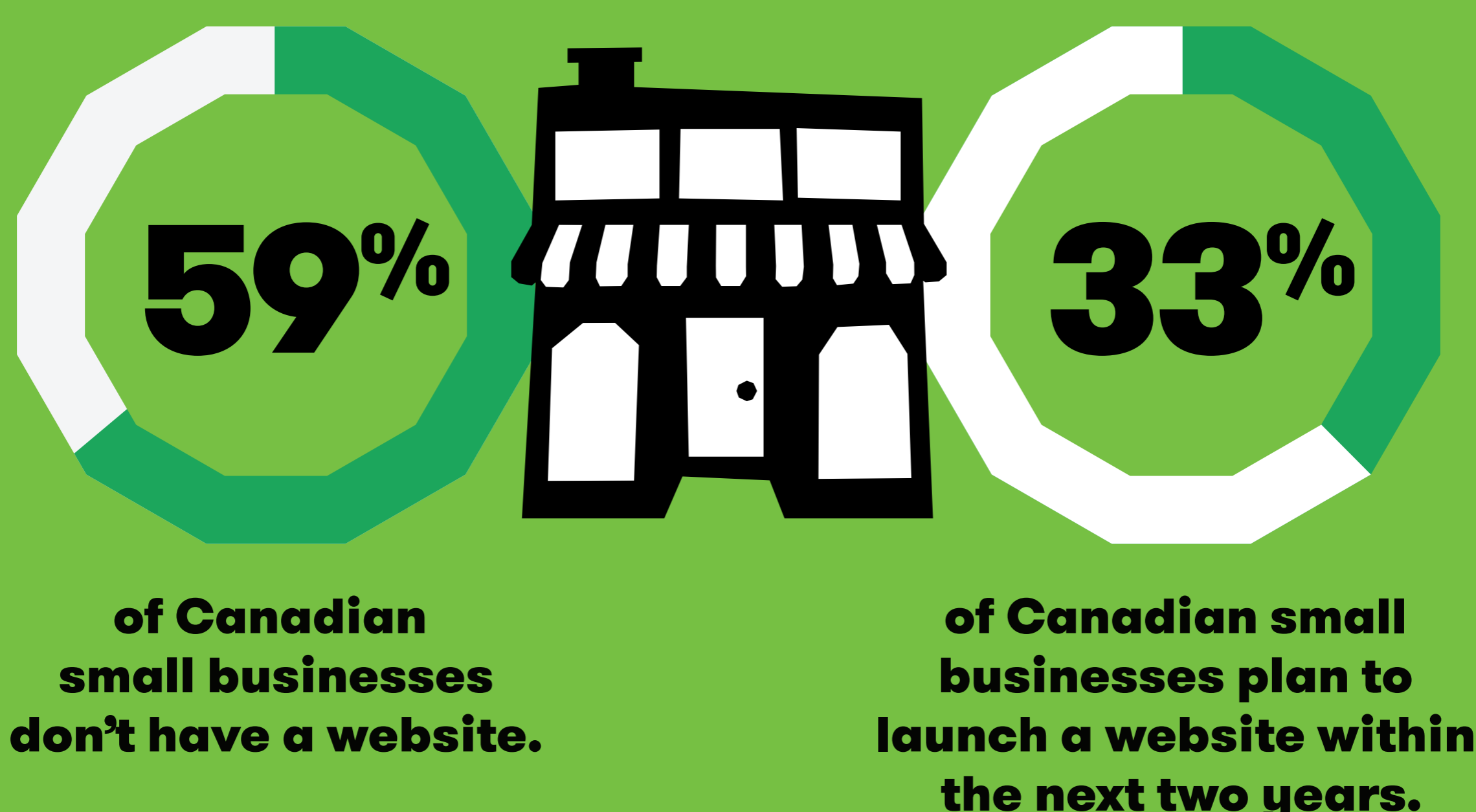


# SMALL BUSINESS — GLOBAL IMPACT.



Very small businesses around the world are poised to plant their flags online... with big expectations. Here's how Canadian businesses stack up.

## TAKING THE PLUNGE ONLINE



## NEWER SMALL BUSINESSES ARE LEADING THE CHARGE



In business 3 or fewer years

**71%**

Plan to create a website

In business 4 years or more

**20%**

Plan to create a website

## OF THOSE PLANNING TO BUILD A WEBSITE:

**38%**

believe their business will grow 25% or more over the next 3-5 years.

**45%**

believe creating a website will expand their customer base locally.

**39%**

believe creating a website will expand their customer base nationally (23%) and internationally (16%).



## MONEY TALKS

**40%**

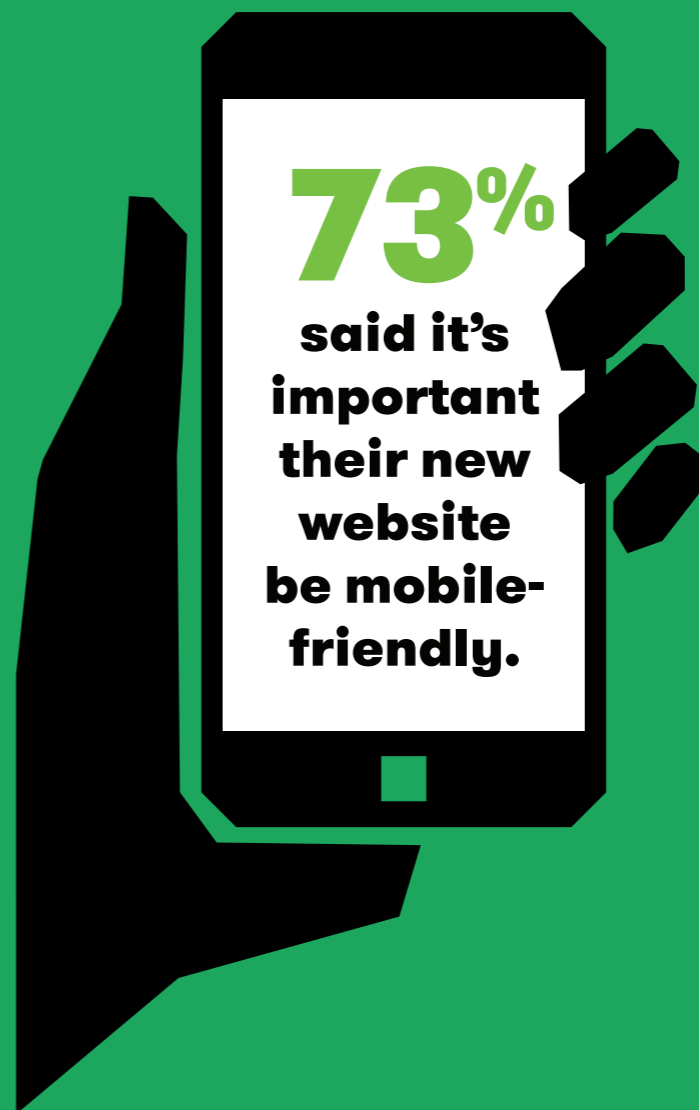


said they intend to sell goods from their website within a year of its launch.

## MOBILE

**73%**

said it's important their new website be mobile-friendly.



According to a 2015 GoDaddy survey of 4,009 very small businesses — defined as five workers or less — in Australia, Brazil, Canada, India, Turkey, United Kingdom, and United States.