What If There Were No Small Businesses?

Small businesses fuel this nation, but we often take them for granted. To reveal their impact on our routines and our communities, we asked consumers about how they engage with small businesses today—and realized how different our lives and communities would be without them. Read more about our findings.

94% of Americans say small businesses impact their lives
92% interact with a small business every week, and more than half engage with at least three
71% prefer the experience small businesses provide over visiting a larger business

Downtown, U.S.A. looks a little different than it did a few years ago. That has helped show us how much we rely on small businesses.

What do people love most about the small businesses in their neighborhood?

More Than Just A Feeling

Small businesses help define our communities, and we have a positive emotional connection to them. They pivotal role in our daily lives and our personal journeys:

Helpful Connected Involved Proud
55% 50% 46% 32%

The MVPs of Main Street

These are the small businesses Americans say they absolutely could not live without.

What do people love most about the small businesses in their neighborhood?

More than half of Americans realize the value small businesses:

The Unsung Heroes

These small businesses contribute the most to our communities:

Worth the Squeeze

Consumer inflation isn’t stopping most consumers from supporting small businesses.

On The Move

If small businesses didn’t exist, routines and commutes would become much more difficult, and some Americans would even consider relocating.

To create “A World Without Small Businesses”, Constant Contact analyzed survey responses from over 2,500 consumers in the U.S., all of whom were age 18+. The survey was conducted by Ascend2 in April 2022.

75% of commuting Americans say they might consider relocating if the small businesses in their downtown area closed

71% of consumers would support small businesses even if inflation hurts their wallets

65% expect inflation to impact their spending habits this year

50% of Gen Z consumers will support small businesses even if inflation hurts their wallets

1 in 3 city residents would consider moving somewhere new if the small businesses in their downtown area closed

65% of consumers say they will support small businesses even if inflation hurts their wallets

In fully vaccinated households, 70% of adults are more likely to support small businesses than before the pandemic

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