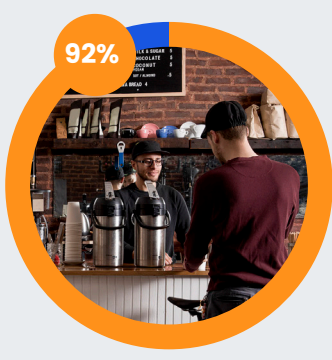


What If There Were No Small Businesses?

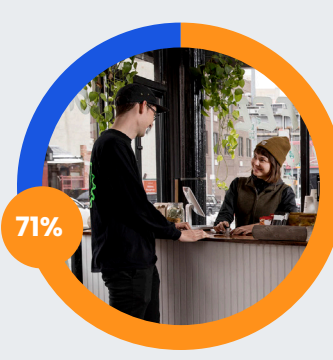
Small businesses fuel this nation, but we often take them for granted. To reveal their impact on our routines and our communities, we asked consumers about how they engage with small businesses today – and realized how different our lives and communities would be without them. [Read more about our findings.](#)



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

The MVPs of Main Street

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.

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?

53% Convenience • **41%** Personalized customer service • **46%** Familiarity

More Than Just A Feeling

Small businesses help define our communities, and we have a positive emotional connection to them. If they did not exist, our cities and towns would lack personality.

This is how Americans feel when they support small businesses:



55% Helpful



50% Connected



46% Involved



32% Proud

These small businesses contribute the most to our communities:

#1 Doctor's Offices • **#2** Restaurants • **#3** Bakeries/Coffee Shops • **#4** Auto Shops

The Unsung Heroes

Small businesses power our lifestyles, but their impact is often taken for granted. Many people don't recognize small businesses are all around them.

Less than half of Americans realized the below were small businesses:



Worth the Squeeze

Historic inflation isn't stopping most consumers from supporting small businesses.

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

70%

will support their favorite small businesses no matter what happens with inflation

On The Move

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



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



75% of commuting Americans stay in their immediate areas when traveling to work



Without small businesses, consumers said their daily routines **would take longer**