How Do Americans Support Small Businesses?

Small Business: one with fewer than 500 employees

91% of Americans shop at a small business at least once a week

Independently-owned bakeries
Clothing, accessory and shoe stores
Restaurants, bars and pubs
Bookstores, gift, novelty and souvenir stores

Support Your Local Small Businesses

Connect with SCORE to help prepare your small business for these events and year-round at score.org

Local Shoppers’ Favorite Destinations:

40% 40% 37% 32% 30%

For every $1 you spend at a small business:

67 cents stays in the local community

And that $1 creates an additional 50 cents of local economic impact

91% of consumers said that if Small Business Saturday had never existed, they would have never shopped at their community

80% plan to shop at independent retailers, or restaurants that day

59% plan to shop from small businesses even online

Support Your Local Small Businesses

November: National Entrepreneur Month
November 30, 2019: Small Business Saturday

Sources:
- Small Business: one with fewer than 500 employees
- Small businesses keep money in the community
- In every $1 you spend at a small business:
  - 67 cents stays in the local community
  - 20 cents is spent by the small business owner on local vendors
  - 20 cents is spent by the owner and employees locally
  - 30% of consumers said that if Small Business Saturday had never existed, they would have never shopped at their community
  - 80% plan to shop at independent retailers, or restaurants that day
  - 59% plan to shop from small businesses even online