



## The Consumer Small Business Shopping Report

### Survey Methodology:

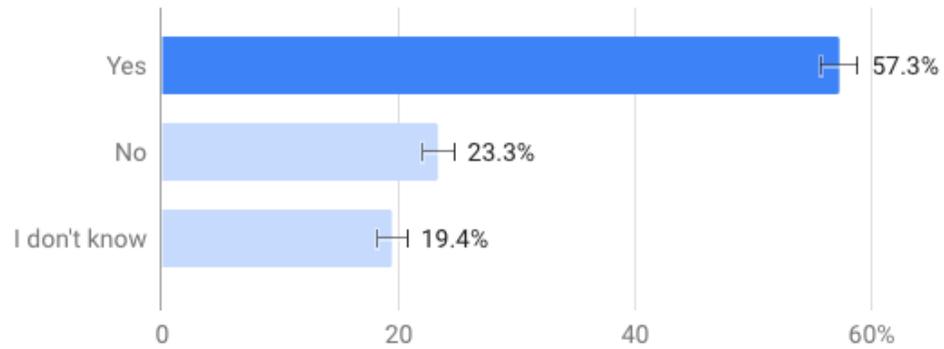
Vistaprint surveyed U.S. consumers to uncover opinions about shopping at or working with a small business. The full survey was completed by 1,504 consumers aged 18+ across the United States from August 24 to 26, 2017.

### Please note:

- **Demographics:** Demographic information provided in the following document was determined by Google Consumer Surveys. 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 US population.** The data was weighted against the US Census Bureau Current Population Survey for age, gender and region of the United States to be representative of the 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 within your margin of error (represented in each question result by the range of numbers within the parentheses next to each bold percentage).

SCREENER:

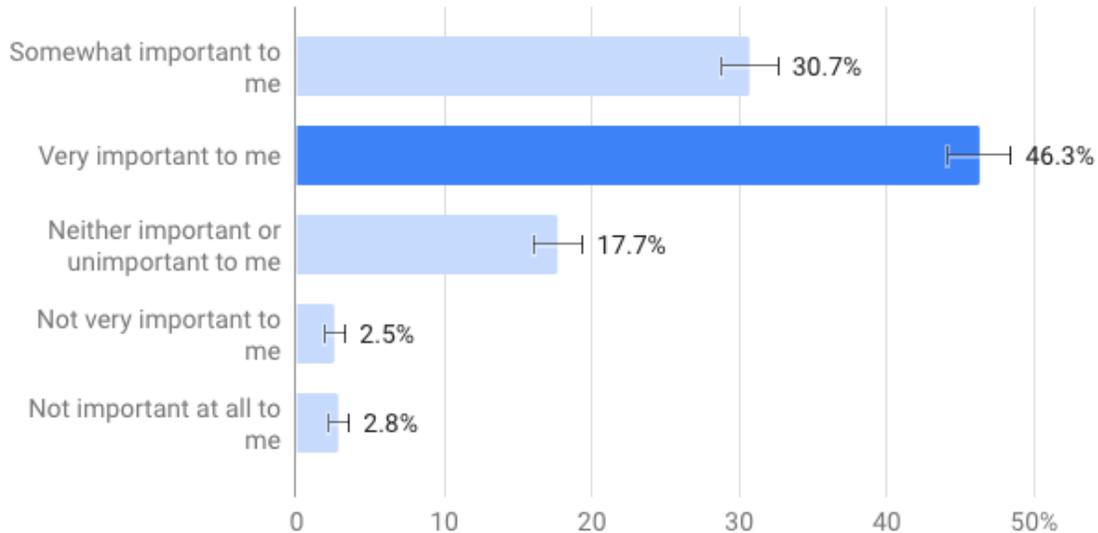
1. Have you ever shopped at or used the services of a small business?



Target answers: "Yes"

**Takeaway:** More than half (57.3%) of US consumers have shopped at or used the services of a small business.

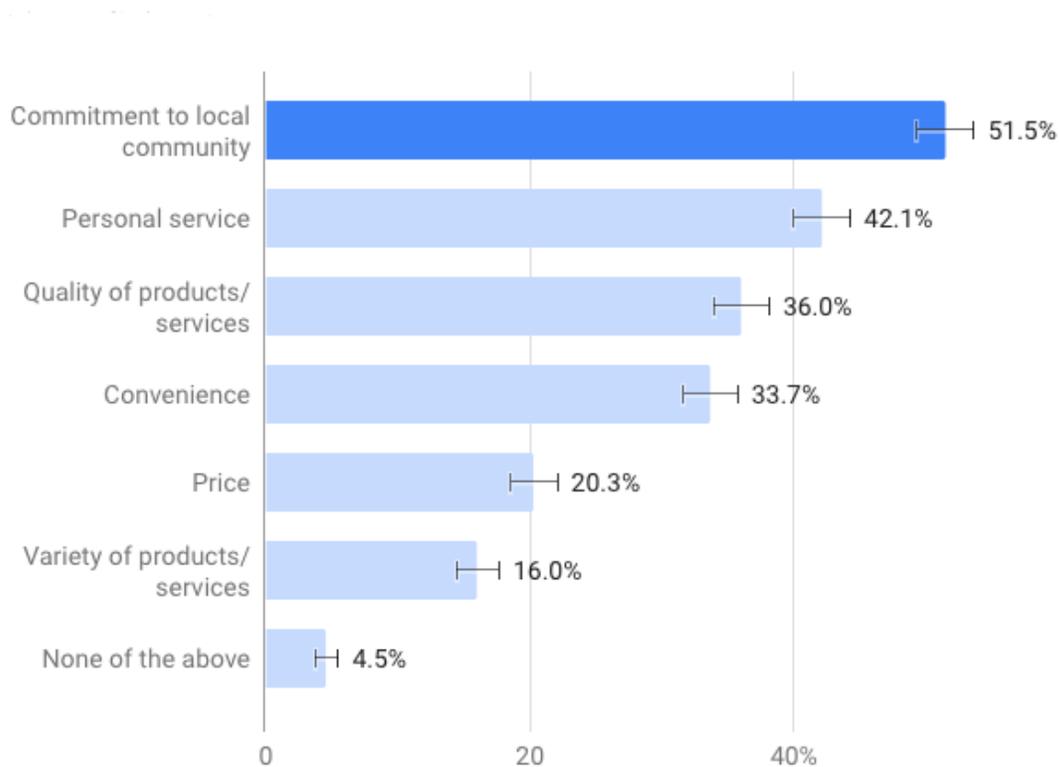
2. Which of the following best describes the importance of shopping at/using the services of a small business?



**Takeaway:** Nearly half (46.3%) of US consumers feel that it is very important to shop at or use the services of a small business.

- 42.6% of male respondents feel that it is very important to shop at or use the services of a small business.
- 49.1% female of female respondents feel that it is very important to shop at or use the services of a small business.
- 50.8% of respondents aged 55-64 feel that it is very important to shop at or use the services of a small business.

### 3. Which of the following drives your decision to shop at/work with a small business?

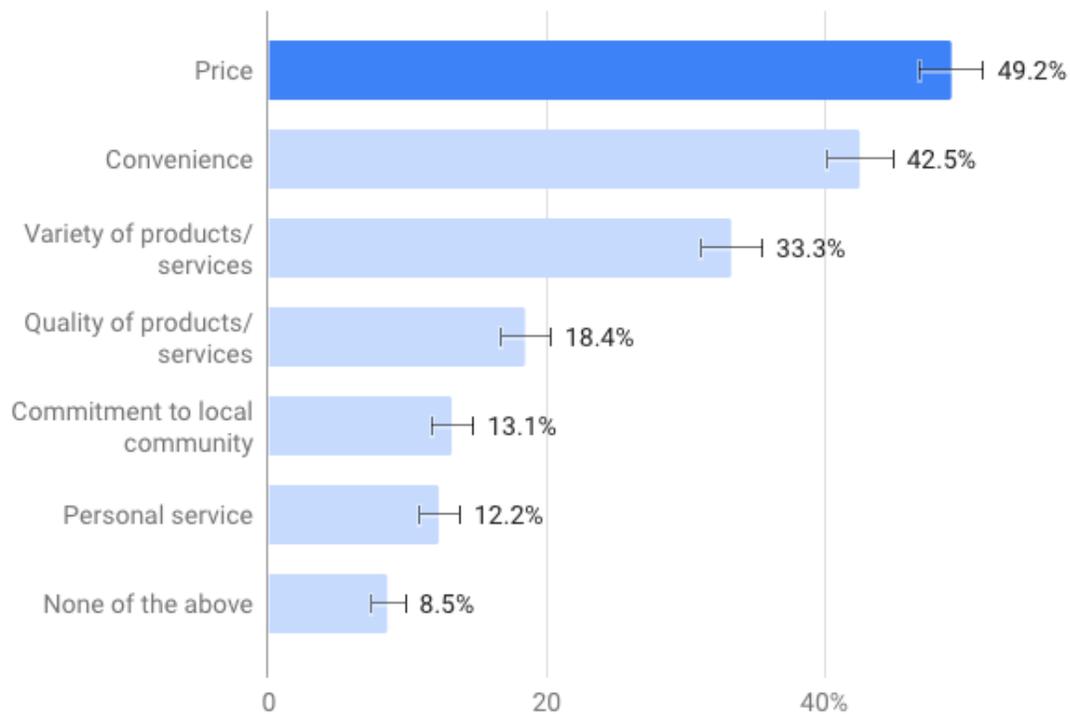


**Takeaway:** Half (51.5%) of US consumers feel their commitment to the local community is what drives their decision to shop or work at a small business.

- 46.7% of male respondents feel their commitment to the local community is what drives their decision to shop or work at a small business.
- 55.1% of female respondents feel their commitment to the local community is what drives their decision to shop or work at a small business.
- 57% of respondents aged 55-64 feel their commitment to the local community is what drives their decision to shop or work at a small business.

**Additional data point:** 1 in 5 (20.3%) of US consumers feel that price is what drives their decision to shop or work at a small business.

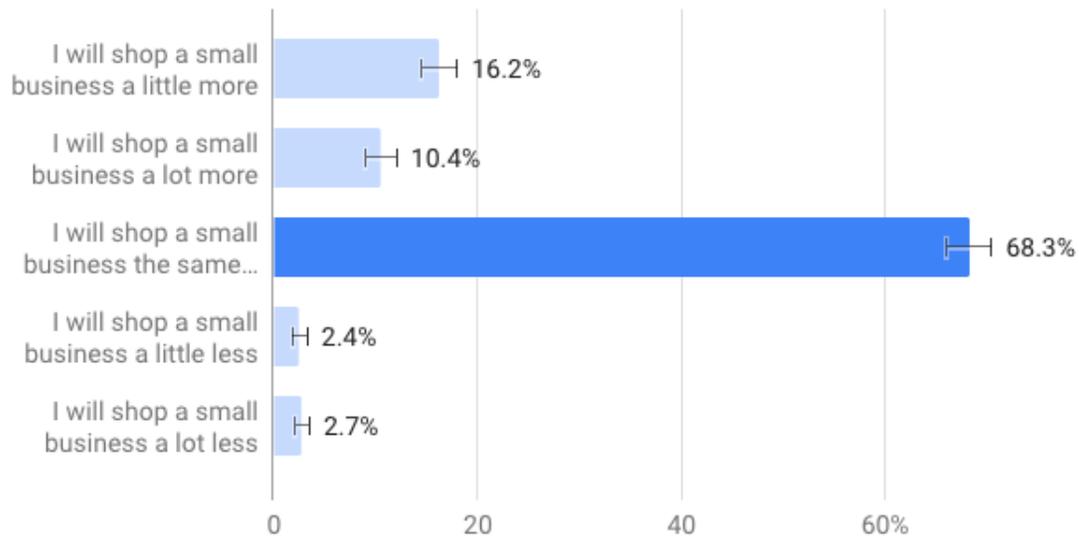
#### 4. Which of the following drives your decision to shop at/work with a large business?



**Takeaway:** Nearly half (49.2%) of US consumers state that price drives their decision to shop or work with a large business.

- 48.2% of male respondents state that price drives their decision to shop or work with a large business.
- 49.9% of female respondents state that price drives their decision to shop or work with a large business.

## 5. In 2018, will your small business shopping habits differ from 2017?

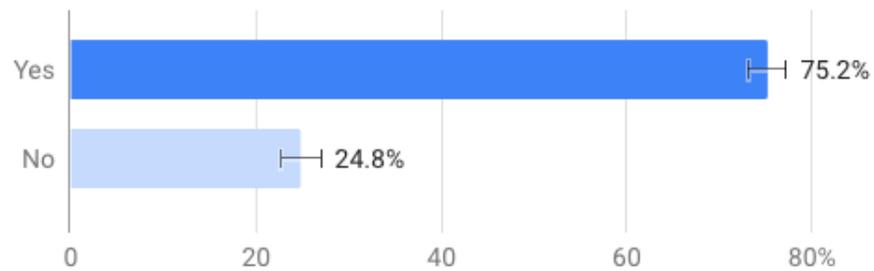


**Takeaway:** Nearly 7 out of 10 (68.3%) of US consumers will continue to shop at a small business the same amount in 2018.

- 67.8% of male respondents will shop at a small business the same amount in 2018.
- 68.7% of female respondents will shop at a small business the same amount in 2018.
- Older consumers over 55 (72.6% aged 55-64; 71% aged 65+) are planning to shop at small business the same amount in 2018

**Additional data point:** Only 2.7% of US consumers are planning to shop at a small business a lot less in 2018.

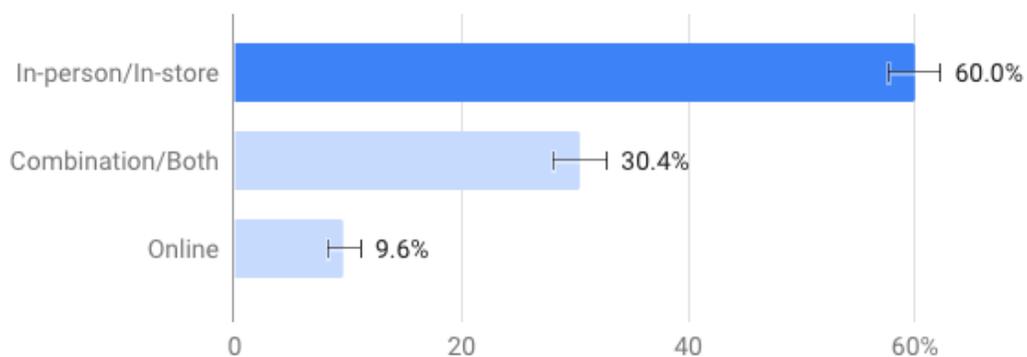
### 6. Do you plan to do holiday gift shopping at a small business this year?



**Takeaway:** 3 out of 4 (75.2%) of US consumers plan to do their holiday shopping at a small business this year.

- 72.3% of male respondents plan to do their holiday shopping at a small business this year.
- 77.5% of female respondents plan to do their holiday shopping at a small business this year.
- 84.8% of respondents that live in the US Northeast plan to do their holiday shopping at a small business this year.

### 7. When shopping at/interacting with a small business, I prefer to do so:



**Takeaway:** 3 out of 5 (60%) of US consumers prefer to interact in-person/in-store when shopping at a small business.

- 64% of male respondents prefer to interact in-person/in-store when shopping at a small business.
- 56.9% of female respondents prefer to interact in-person/in-store when shopping at a small business.
- Nearly 3 out 4 older consumers aged 65+ (73%) prefer to interact in-store/in-person when shopping at a small business.

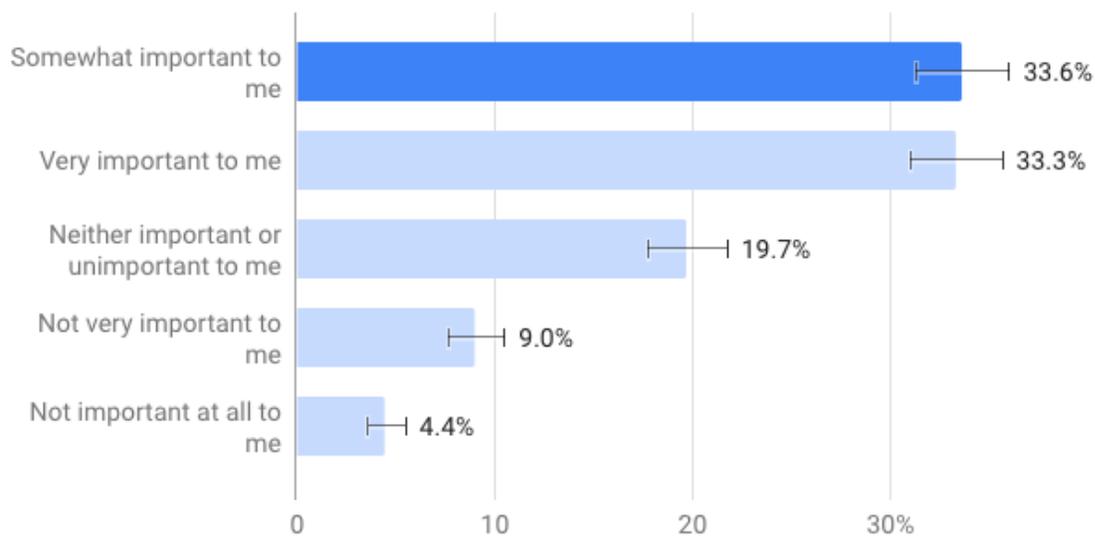
**Additional data point:** 30.4% of US consumers like to interact both in-person/in-store and online when shopping at a small business.

- 39.3% of consumers aged 35-44 like to interact both in-person/in-store and online when shopping at a small business.

**Additional data point:** 9.6% of US consumers prefer to interact with a small business online when shopping.

- Only 5.9% of consumers aged 65+ prefer to interact with a small business online when shopping.

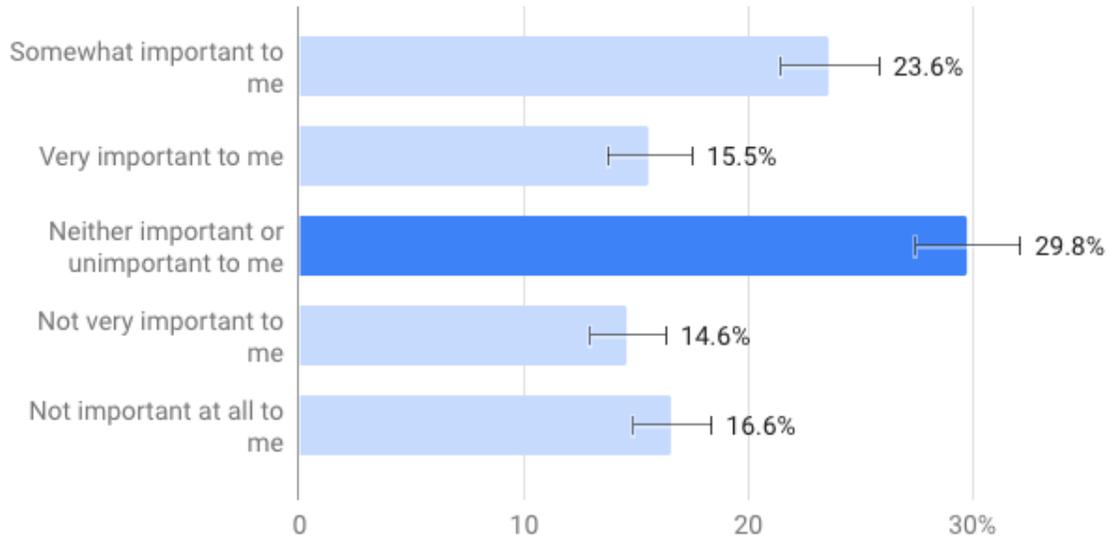
## 8. How important is it to you that a small business has a website?



**Takeaway:** 1 out of 3 (33.6%) of US consumers feel that it is someone important that a small business has a website.

- 64% of male respondents feel that it is somewhat important that a small business has a website.
- 56.9% of female respondents feel that it is somewhat important that a small business has a website.

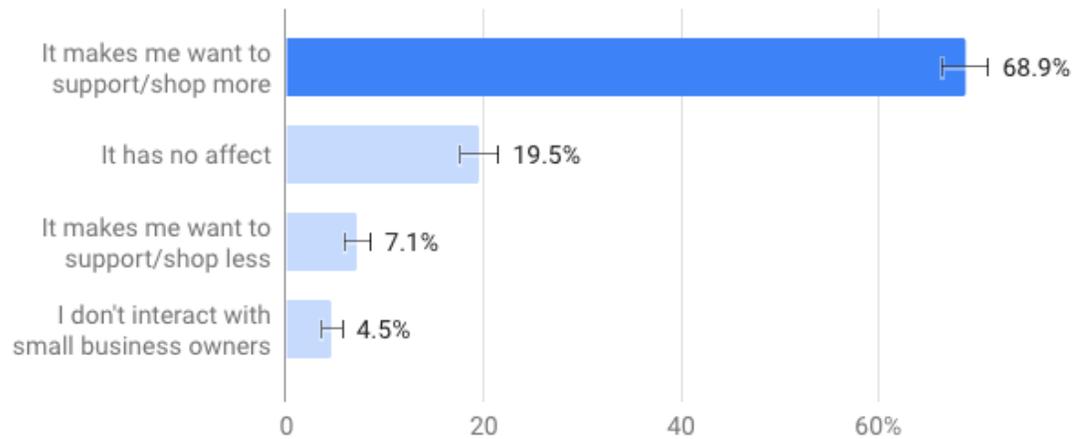
9. How important is it to you that a small business is active on social media?



**Takeaway:** Nearly a third (29.8%) of US consumers feel that it is neither import or unimportant if a small business is active on social media.

**Additional data point:** 15.5% of US consumers feel that it is not important at all that a small business is active on social media.

10. If a small business owner knows you by name, how does it affect your shopping habits?



**Takeaway:** Nearly 7 out of 10 (68.9%) of US consumers will support/shop more at a small business if the owner knows them by name.

- 71.7% of consumers aged 35-44 will support/shop more at a small business if the owner knows their name.

###