



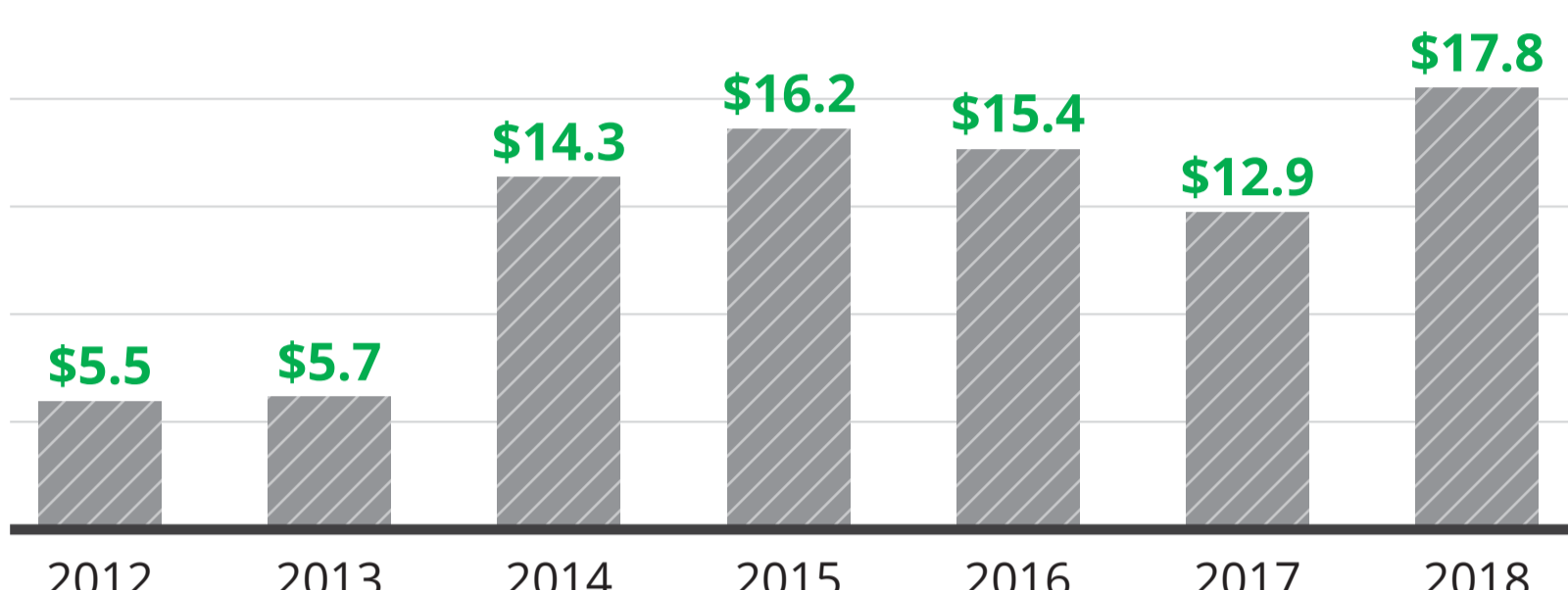
Small Business Strong

Small Business Saturday is a great way to market your business and reach new customers. But don't take our word for it—the proof is in the numbers.

GROWTH OVER THE YEARS

Consumer spending on Small Business Saturday has now reached an estimated **\$103 billion** since the event began.

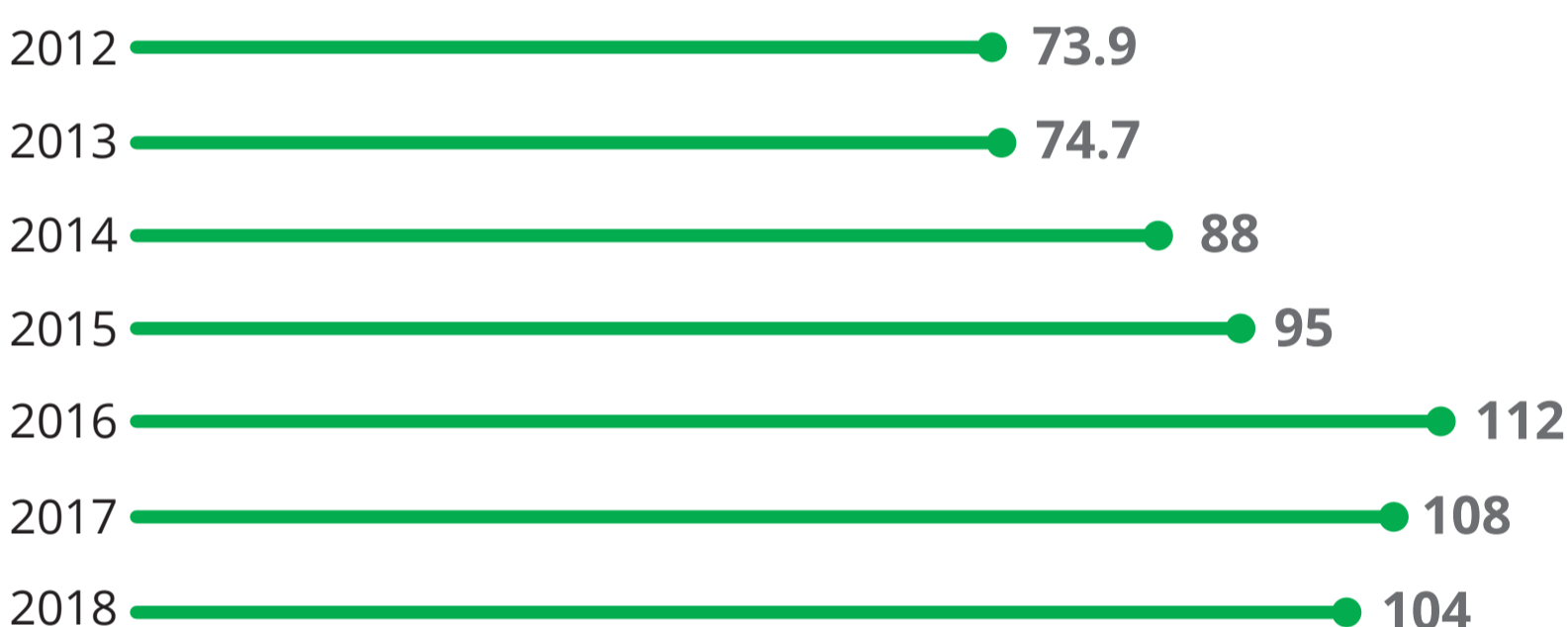
Small Business Saturday sales from 2012–2018 (in billions):



GOOD FOR SMALL BUSINESS

From restaurants to retail, Small Business Saturday benefits Main Street—and shoppers.

Small Business Saturday shoppers per year (in millions):



LASTING RESULTS

Small business owners say the event helps their business during the busy shopping season.

SALES

92% say the day helps their business stand out during the busy holiday shopping season

59% say that Small Business Saturday contributes significantly to their holiday sales each year

AWARENESS

74% say benefits of participating include bringing in more customers

COMMUNITY

69% say the day raised awareness of small businesses in their community

66% say the day helps their local neighborhood and community prosper

96% of consumers who report shopping on Small Business Saturday say the day makes them want to shop small all year

Sources: *Small Business Saturday Consumer Insights Survey, American Express and NFIB, 2018. Small Business Saturday Consumer Insights Survey, American Express and NFIB, 2017. Small Business Saturday 2017 – Top Trends, How to Participate, and Perks, FitSmallBusiness.com, 2017.*