What makes people Trust small businesses?

There are almost 29 million small businesses in the U.S.¹ employing nearly 57 million people. That's almost half of the private workforce, and represents a significant part of our economy. It's important that we celebrate these entrepreneurs! In honor of National Small Business Week, the Better Business Bureau asked 1,000 adults in the U.S. why they shop at small businesses, what makes them trust small businesses, and what are the positive effects small businesses can have in local communities.²

Support Local Businesses

**WHAT ARE THE POSITIVE EFFECTS SMALL BUSINESSES CAN HAVE IN LOCAL COMMUNITIES?**

- "They are the core of our economy."
- "Jobs for local residents."
- "They keep the economy local and help generate healthy community activities and engagement."
- "Hometown feel and pride."
- "By providing unique goods and services."
- "They can be more responsive to the varying needs of individual customers."
- "Giving back to the community."
- "Bring people closer together."
- "For the most part small business owners take better care of their customers."
- "By helping to keep their profits local they employ many working people and support local charities and causes."

**TOP REASONS TO SHOP SMALL**

- 60% Support Local Businesses
- 30% Convenience
- 24% Unique Items Unavailable Elsewhere
- 27% Better Customer Service

**TRUST IN SMALL BUSINESSES**

Which one are you most likely to trust?

<table>
<thead>
<tr>
<th></th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Small Businesses</td>
<td>84%</td>
</tr>
<tr>
<td>Large Businesses</td>
<td>16%</td>
</tr>
</tbody>
</table>

What makes you trust small businesses?

- HONESTY/INTEGRITY
- LOCAL PEOPLE
- FRIENDLY SERVICE
- GOOD REPUTATION

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¹ [https://www.sba.gov/sites/default/files/advocacy/United_States.pdf](https://www.sba.gov/sites/default/files/advocacy/United_States.pdf)
² CBBB Research, 2018.