2016 Small Business Saturday Shoppers
Helping small businesses compete with big box and online giants

A white paper powered by SalesFuel®

AudienceSCAN®
SalesFuel’s most recent AudienceSCAN survey found **23% of U.S. adults shopped at a locally owned business on Small Business Saturday**. This demonstrates a negligible drop from 23.5% in the 2015 AudienceSCAN survey. A bigger dip occurs, however, when we look at 2014 data – when 28.7% of Americans said they shopped small. **Are small businesses doing enough to promote this holiday-shopping day?** Could communities come together in bigger ways to cross-promote local business and present a united front? We at SalesFuel think the small business community is missing opportunities.

**Win back the 33.6% of your customers who purchased something online on Cyber Monday!** They just need a refresher on why they love to walk in and be greeted warmly by their neighbor. Consumers need to remember that they **rely on in-person conversations with industry and retail experts for gift ideas and product advice**. Small Business Saturday shoppers know your value. It’s your job to get back in front of them by knowing their value.
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33.6% of shoppers made online purchases on Cyber Monday
Here’s some news to be thankful for! The stuff Small Business Saturday shoppers want to buy is the stuff in which small businesses specialize! That’s right, antique dealers, audio shops and spas/salons are in the sweet spot for spending this year.
Small Business Saturday Shopper Purchase Intent:

- Sporting Goods / Equipment for Team Sports: 10.7%
- Personal Trainer: 9.7%
- Vaporizers / E-Cigarettes: 9%
- Sports Memorabilia (trading cards, photos, jerseys, etc.): 8.9%
Now a tip for antiques shops and photography studios. Set up a versatile backdrop near the entrance of an antique shop or furniture store—where passersby can easily see you. Use the merchandise as props and visuals. Ask the owners to help you create a Pinterest-worthy upcycled mantle and farmhouse bench for that picture-perfect postcard look!

Charge a nominal fee for a quick family portrait on the spot, or set future appointments in time for the holiday card-sending season. You can show off your talent and secure future bookings for—say—senior pictures? You could find it’s worth all the hubbub when we tell you 11.3% of Small Business Saturday shoppers are planning to purchase family portraits/high school senior pictures this year.

Or, try this out in pet shops and pet-accessory stores for pet photos. The key to success is promoting these opportunities early. Let your community know you’ll be there to take their family photos at “Antiques on Main,” so they show up dressed in coordinating future-awkward-family-photo attire.
Just when you thought online shoppers were peer-pressuring all your customers over to the dark side with promo codes, free shipping and sales, they throw you a bone. Would you believe that **37.9% of Cyber Monday shoppers also shopped at locally owned businesses on Small Business Saturday**? 

And furthermore, **54.8% of Cyber Monday shoppers would prefer to shop at a small, family-owned or independently owned business** if price and product quality are similar.

Shocked? We were too. What small businesses need to take away from these shopping behaviors is the requirement to **embrace and entice online shoppers**. Remind those surfing on the internet superhighway of what they love and miss about shopping down on Main Street.
Think about enticing the gift givers during this giving season. Many people (husbands, dads, please take note) will be looking for unique gifts, or some types of presents they’re not tired of giving over and over. Small businesses offering consumer services most definitely should take a more active role in Small Business Saturday, and the Shop Small movement in general.

The AudienceSCAN Study Reported Small Business Saturday Shoppers Intend to Buy:

- **19%** At least $500 on Women’s Casual and Dress Shoes
- **7.6%** Furniture Repair / Refinishing
- **8.6%** Maid Service
- **9.9%** Carpet / Window / Chimney or Duct Cleaning Services

Gift cards and packages for these businesses could make gift giving easy, yet personal. What spouse wouldn’t love 6 months of scheduled maid service? And they’re looking for you on Angie’s List. In the past 6 months, **11.9%** have used Angie’s List websites or mobile apps to search for information about a local business – including hours, phone number, location and reviews.
That day void of color could be cutting into the wallets of those intending to shop small. Since 56.9% of small biz shoppers also went shopping in stores on Black Friday, they might have gotten caught up in the frenzy and spent more at Target, leaving them less to spend on Main Street the next morning.

To avoid this budget-cut scenario, advertise to your Small Business Saturday shoppers now. Consider buying sponsored search results ads, because 38.1% of small shoppers took action based upon these in the past 30 days. Or try appealing to their longing to get away from it all with travel ads in the newspaper.

This audience is 54% more likely than average to have taken action after reading newspaper (print, online, mobile or tablet) advertising in the past month. While customers are daydreaming about getting away and lying on a beach somewhere, the travel industry stands to make a killing on this very special day. Say what?

Small Business Shoppers are Intent on Buying:

- 6% Time Shares / Vacation Club Memberships
- 8.9% Travel Planning Services
- 9.7% Trips to Ski Resorts
- 13.5% Travel to Foreign Countries
The word on the street is that the all-important millennial buyer is only shopping on the web. SalesFuel begs to differ and set the record straight. **Millennials, are in fact, the largest segment of #ShopSmall shoppers by age on Small Business Saturday!** A solid 24.9% of your shoppers are aged 25 to 34. You just need to spend more time and effort marketing to them online, and reaching the Y Generation on their smartphones!

AudienceSCAN research revealed they are **57% more likely than average shoppers to take action from an ad on a social network.** 35.9% of millennials took action after getting mobile smartphone app ads or text message ads in the past 30 days!

The automotive category should consider Gen Y on Small Business Saturday. This industry segment could benefit from promoting the Shop Small movement as well.

**Small Business Saturday Shoppers Have These Vehicle-Related Items on Their Lists:**

- **5.5%** Lawn Tractor
- **6.4%** Motorcycle / ATV / Scooter or Moped
In closing, trust that these consumers are proud to “Shop Small.” They know that when they buy from family-owned businesses, they are not helping CEOs buy third vacation homes. They realize they are helping a little girl get dance lessons, a little boy get his team jersey, a mom or dad put food on the table, a family pay a mortgage, or a student pay for college.

These customers are your shareholders and they are the ones you should strive to make happy.
About the AudienceSCAN® Study

From February 17 through March 14, 2016, SalesFuel surveyed an online consumer panel of 15,906 adults in a manner that is 95% representative of the adult population of the United States. 13,309 adults fully completed the AudienceSCAN survey. The margin of error for this study is +/- 0.85 percentage points. The margin of error in segments representing those with particular interests or attitudes will be higher. All online survey interviewees were screened to identify and verify user information, location and demographics and to delete all duplicate/multiple entries. The survey respondents were controlled by geographic region, age, race, income, marital status, presence of children in the household and gender to more accurately reflect the adult population of the United States.
About SalesFuel®

SalesFuel provides more than 1,500 sales teams nationwide with “The Power to Sell Smarter” through its unique portfolio of sales tools, training and intelligence. This empowers sales teams to provide value-first to their accounts, stand out from their competition and attract a higher level of talent and clientele. Thought leadership is delivered free-of-charge through the firm’s many white papers and daily sales+management briefings at SalesFuel.com.

SalesFuel also produces the Media Sales Today e-publication, which is updated several times daily for media sales professionals across North America. AdMall is the most powerful consultative sales intelligence database available for local and digital advertising. More than 3,000 media properties nationwide arm their sales staffs with AdMall including: Television, cable, newspaper, online, direct response, out-of-home, radio, cinema, local search, and magazine. Additional information on AdMall and a free trial for qualified media companies can be found at AdMall.com.
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