

2013 SMALL BUSINESS

RETAIL SALES

Boutique or Big Box, Retail's A Huge Economic Impact

Presented by SCORE.org

As of 2013, Retail Accounted for 70% of US GNP!

And small businesses are a big part of it:

1 out of every 4 US jobs!

71%

of retail businesses have fewer than 10 employees*

*2010 statistic



FACT: Half of all working teenagers have a job in retail

93% of US Consumers Believe it's Important to Support Local Businesses

89% Agree that local independent businesses contribute positively through taxes and jobs

87% Believe small businesses are a crucial element of overall US economic health

93% Say it's important to support local businesses



...because they don't want small businesses to go away.

Retail and Online Come Together

90% of US retail sales are still projected to occur locally.



	2012	2016
Online Sales	\$226B	\$327B
% of Retail Sales	7%	9%
# of US Consumers	167M	192M
Average Spent Online	\$1207	\$1738

65%
Browse online then purchase locally

64%
Shop on their PC/Desktop

36%
Shop on their Smartphone and/or tablet

73%
reference their mobile device rather than ask for in-store help

40%
say bad customer service led them to purchase online instead

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zipcar.com/business.

SOURCES:

- U.S. Census Bureau
- National Retail Federation's "Retail Means Jobs" website
- <http://www.microbiz.org/small-business-statistics/>
- The American Express OPEN Small Business Saturday Consumer Pulse (July 2011)
- <http://www.shoppertrak.com/news-resources/press-releases/2013-09/shoppertrak-expects-holiday-retail-sales-will-increase-in-2013>
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