

ARE MILLENNIALS SHOPPING SMALL?

A new study of 1,000 British consumers and 1,000 small business owners found...



Millennials

are spending the **most** supporting small businesses, at almost £1,000 per year (£998.40)

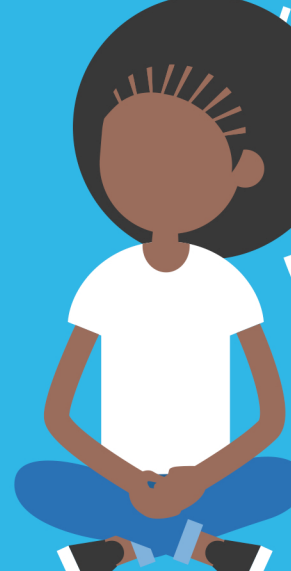


Those aged 55+

were found to spend the least of the age groups (£710.88) despite having the most buying power



Nearly 1/4 of British millennials



2019

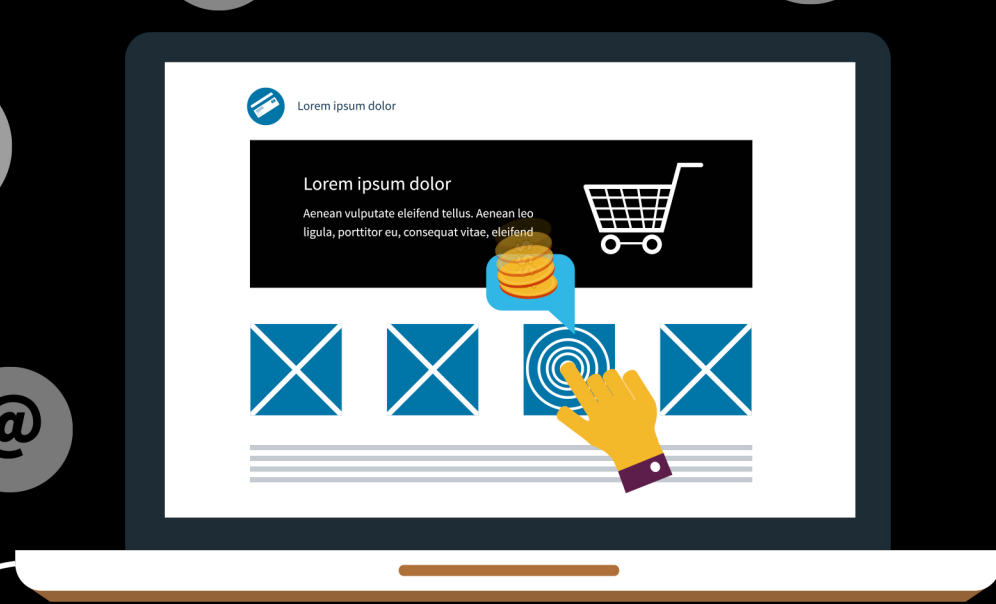
plan to shop more at small businesses in 2019

The digital gap

84% of millennials think small businesses should have a website

and

80% say they should be active on social media



but the research reveals

57% of small businesses in the UK don't have websites



47% of small businesses in the UK aren't on social media

Top reasons millennials prefer small businesses:

