



Corner stores and cornerstones:

How small businesses build
stronger communities



A new survey commissioned by Intuit QuickBooks of 4,000 US consumers sheds light on the many ways small businesses contribute to and draw strength from their communities. Explore how different demographics and regions engage with small businesses, and the profound impact these relationships have on community spirit and economic health.

[Read the report](#)

Key findings at-a-glance



How corner stores become cornerstones:

Consumers say small businesses are **pillars** of the community.

95%

of consumers say it's important to support small businesses.

94%

say they're buying as much or more from small businesses today as they were 12 months ago.

90%

say small businesses contribute to their sense of community.

75%

believe their community supports its small businesses.

68%

believe that the economic contributions of small businesses are under-valued.

67%

say competition with bigger businesses is a hurdle for the small businesses in their community.

Generational shifts in small business support.

Younger consumers feel more passionate about supporting small businesses.

61%

of Gen Z consumers say it's *significantly* important for them to support small businesses, compared to 46% of Boomers.

55%

of Gen Z consumers say they're buying *more* from small businesses today than they were last year, only 27% of Boomers say the same.

48%

of younger consumers say they buy from small businesses in their community at least weekly. For older consumers, that number drops to 25%.

47%

of Gen Z consumers say small businesses *significantly* contribute to their sense of belonging, compared to 30% of Boomers.

Regional variations in small business support.

Consumers in the **South** show a higher affinity toward small businesses.

57%

of consumers in the South say it's *significantly* important for them to shop small. Comparatively, other regions like the West and Midwest, have lower percentages (50% and 52%).

34%

of consumers based in the South *strongly* agree that their community supports small businesses, compared to only 25% in the West.

43%

of Southern consumers say they're buying *more* from small businesses today than they were 12 months ago. In the West and Midwest, this drops to 39%.

40%

of consumers in the South say small businesses *significantly* contribute to their sense of belonging within their community – more than in any other region.

Consumers **care** about supporting small businesses



95% of consumers say it's important to them to support small businesses.

More than half (54%) say it's significantly important.

How important, if at all, is it for you to support small businesses vs big businesses?

Significantly important, I always try to support small businesses

54%

Somewhat important, I will support small businesses when it's convenient for me

41%

Not all important, I don't prioritize supporting small businesses and/or I prefer to shop at big businesses

5%

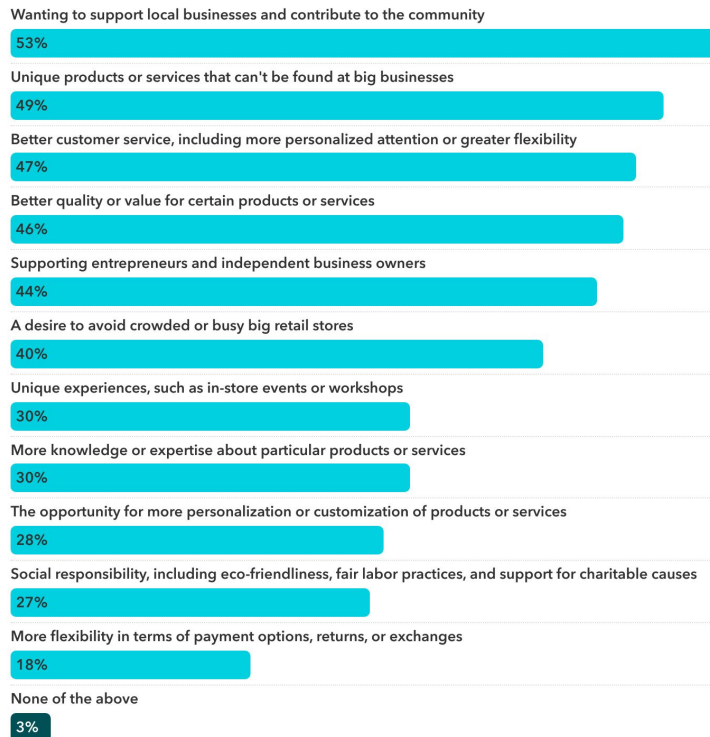
Sample: 4,000 US consumers age 18+

Source: Intuit QuickBooks "Small Business Heroes" Report. Online survey of 4,000 US adults, commissioned by Intuit QuickBooks in April 2025.

For over half of consumers, simply supporting a small business is reason enough to spend money.

Followed by unique products or services and better customer service.

What factors might motivate you to support small businesses over big businesses?



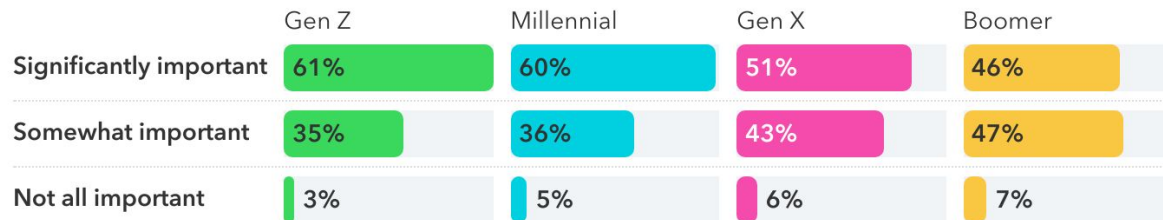
Sample: 4,000 US consumers age 18+

Source: Intuit QuickBooks "Small Business Heroes" Report. Online survey of 4,000 US adults, commissioned by Intuit QuickBooks in April 2025.

Younger consumers, Gen Z and Millennials, feel especially passionate about supporting small businesses.

These consumers are more apt to say that supporting small businesses is significantly important.

How important, if at all, is it for you to support small businesses vs big businesses?



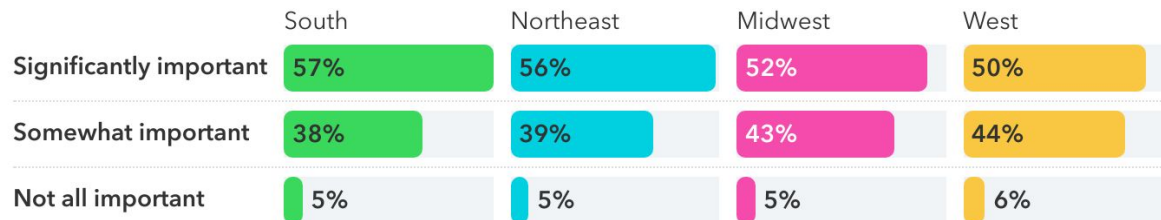
Sample: 4,000 US consumers age 18+, including 392 Gen Z, 1,289 Millennials, 1,181 Gen X, 1,138 Boomers

Source: Intuit QuickBooks "Small Business Heroes" Report. Online survey of 4,000 US adults, commissioned by Intuit QuickBooks in April 2025.

Consumers in the South and Northeast regions of the US show a higher affinity for small businesses.

More consumers in these regions say supporting small businesses is significantly important.

How important, if at all, is it for you to support small businesses vs big businesses?



Sample: 4,000 US consumers age 18+, including 925 in the Northeast, 955 in the Midwest, 1,269 in the South, 851 in the West

Source: Intuit QuickBooks "Small Business Heroes" Report. Online survey of 4,000 US adults, commissioned by Intuit QuickBooks in April 2025.

Consumers
aren't just talking
the talk, they're
taking action.

**94% say they're buying as
much or more from small
businesses today as they
were one year ago.**

How do your spending habits today compare to your spending habits 12 months ago?

I'm buying more from small businesses and less from big businesses

41%

No change

53%

I'm buying less from small businesses and more from big businesses

6%

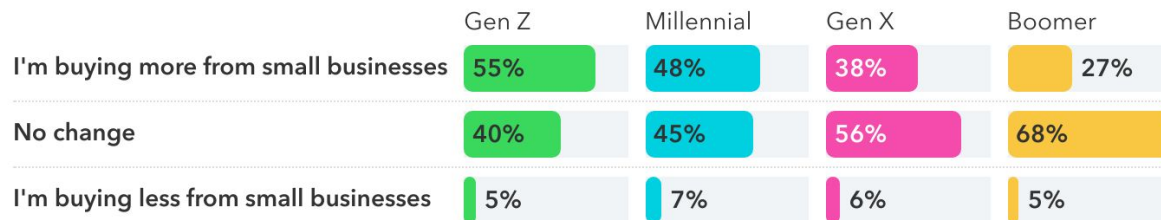
Sample: 4,000 US consumers age 18+

Source: Intuit QuickBooks "Small Business Heroes" Report. Online survey of 4,000 US adults, commissioned by Intuit QuickBooks in April 2025.

Younger consumers are increasing their spending at small businesses.

Over half of Gen Z consumers say they're buying more from small businesses today than they were last year.

How do your spending habits today compare to your spending habits 12 months ago?



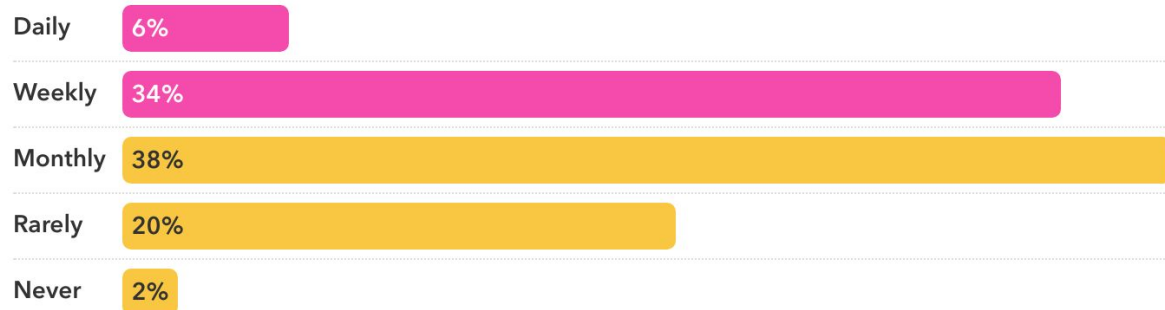
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Source: Intuit QuickBooks "Small Business Heroes" Report. Online survey of 4,000 US adults, commissioned by Intuit QuickBooks in April 2025.

4 in 10
consumers shop
at small
businesses at
least weekly.

Only 22% say they rarely or
never shop small.

How often do you shop or use services from small businesses in your community?



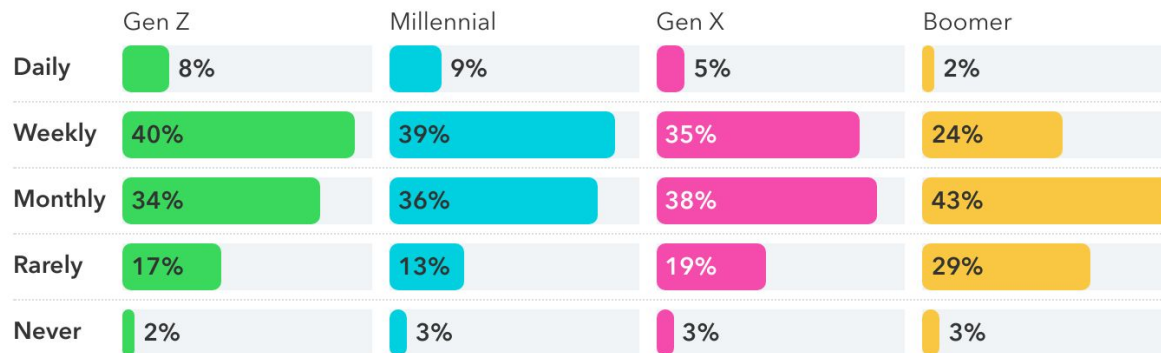
Sample: 4,000 US consumers age 18+

Source: Intuit QuickBooks "Small Business Heroes" Report. Online survey of 4,000 US adults, commissioned by Intuit QuickBooks in April 2025.

Younger consumers tend to shop at small businesses more frequently.

Nearly half of **Gen Z** and **Millennials** shop small at least weekly.

How often do you shop or use services from small businesses in your community?



Sample: 4,000 US consumers age 18+, including 392 Gen Z, 1,289 Millennials, 1,181 Gen X, 1,138 Boomers

Source: Intuit QuickBooks "Small Business Heroes" Report. Online survey of 4,000 US adults, commissioned by Intuit QuickBooks in April 2025.

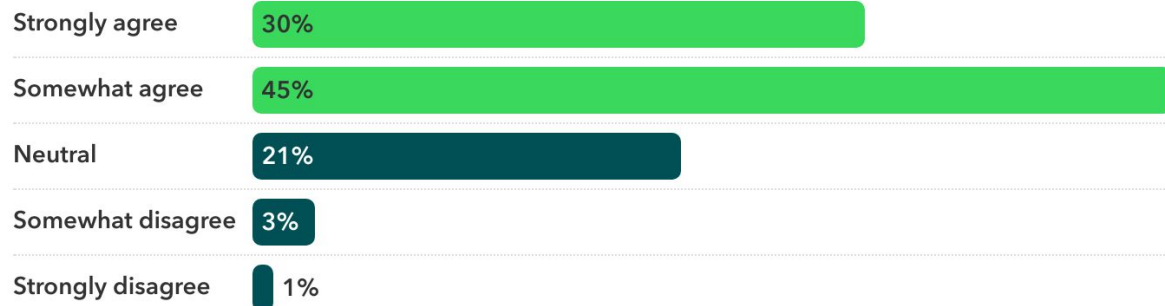
Small businesses **thrive** on community support



75% of consumers believe their community supports small businesses.

Only 4% disagree that their community supports small businesses.

To what extent do you agree or disagree with the following: "My community supports small businesses"?



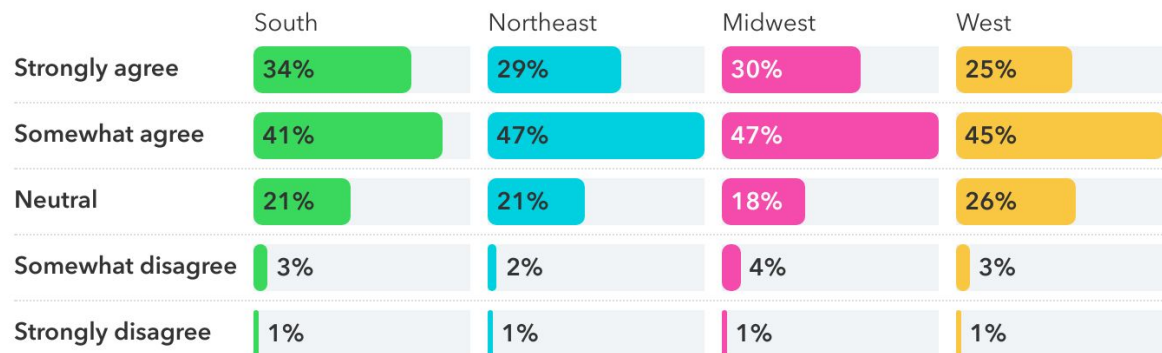
Sample: 4,000 US consumers age 18+

Source: Intuit QuickBooks "Small Business Heroes" Report. Online survey of 4,000 US adults, commissioned by Intuit QuickBooks in April 2025.

Southern consumers are more apt to show their support for small businesses.

34% of respondents in the South strongly agree that their community supports small businesses, compared to 25% of those in the West.

To what extent do you agree or disagree with the following: "My community supports small businesses"?



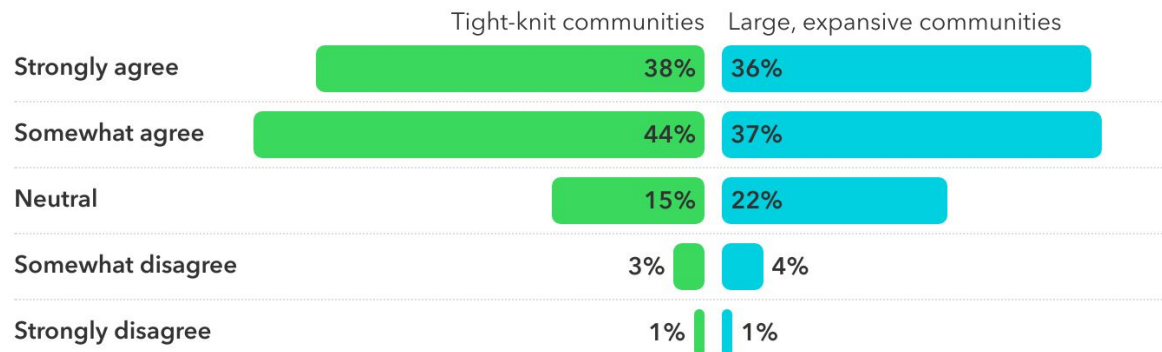
Sample: 4,000 US consumers age 18+, including 925 in the Northeast, 955 in the Midwest, 1,269 in the South, 851 in the West

Source: Intuit QuickBooks "Small Business Heroes" Report. Online survey of 4,000 US adults, commissioned by Intuit QuickBooks in April 2025.

82% of those in tight-knit communities say their community cares about and supports small businesses.

Compared to 73% in larger, more wide-spread communities.

To what extent do you agree or disagree with the following: "My community supports small businesses"?



Sample: 1,825 US consumers age 18+, including 916 who describe their community as tight-knit and 909 who describe their community as large and expansive

Source: Intuit QuickBooks "Small Business Heroes" Report. Online survey of 4,000 US adults, commissioned by Intuit QuickBooks in April 2025.

Consumers
prefer to support
small businesses
by spreading the
good word.

...and putting their money
where their mouth is.

In which of the following ways, if any, do you feel your local community supports small businesses?

Spreading word-of-mouth referrals for small businesses

58%

Choosing to shop small over larger companies

48%

Leaving positive reviews and feedback small businesses

46%

Participating in events hosted by small businesses

37%

Following and engaging with small businesses on social media

35%

Advocating for local policies that support small businesses

26%

Providing financial or in-kind support for small business (donations, sponsorships, etc.)

22%

None of the above

7%

Sample: 4,000 US consumers age 18+

Source: Intuit QuickBooks "Small Business Heroes" Report. Online survey of 4,000 US adults, commissioned by Intuit QuickBooks in April 2025.

Small businesses **strengthen** communities



More than **8 in 10** consumers say they've witnessed a small business going above and beyond.

Small business heroes are everywhere.

In which of the following ways, if any, have you experienced or witnessed a small business owner or employee going above and beyond to support an individual or the community?

Offering exceptional personalized service

40%

Organizing or participating in local charity events

38%

Making donations to local causes

35%

Collaborating with other local businesses for community benefits

32%

Creating job opportunities for underserved populations

31%

Assisting during a crisis or emergency

28%

Providing mentorship or training programs

17%

I have not experienced or witnessed anything of the sort

19%

Sample: 4,000 US consumers age 18+

Source: Intuit QuickBooks "Small Business Heroes" Report. Online survey of 4,000 US adults, commissioned by Intuit QuickBooks in April 2025.

9 in 10 consumers say small businesses contribute to their sense of belonging within the community.

38% say small businesses significantly contribute.

To what extent, if at all, do small businesses contribute to your sense of belonging within your community?



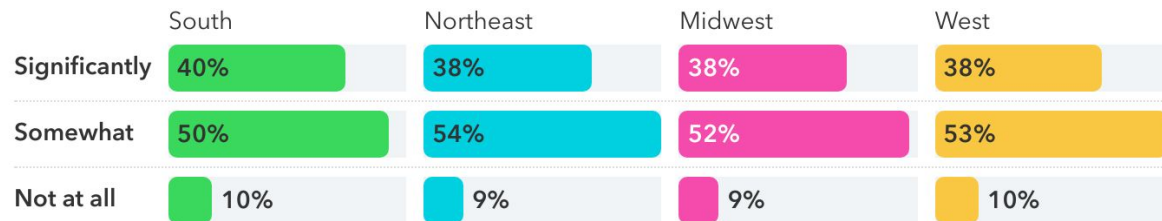
Sample: 4,000 US consumers age 18+

Source: Intuit QuickBooks "Small Business Heroes" Report. Online survey of 4,000 US adults, commissioned by Intuit QuickBooks in April 2025.

For consumers in the **South**, small businesses play an even bigger role in building a sense of community.

40% of these consumers say small businesses significantly contribute to their sense of community, more than in any other region.

To what extent, if at all, do small businesses contribute to your sense of belonging within your community?



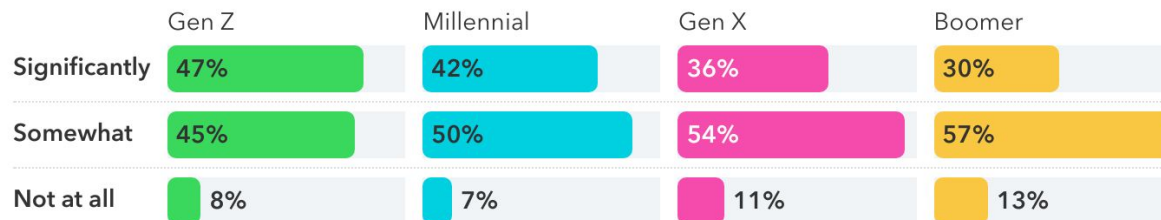
Sample: 4,000 US consumers age 18+, including 925 in the Northeast, 955 in the Midwest, 1,269 in the South, 851 in the West

Source: Intuit QuickBooks "Small Business Heroes" Report. Online survey of 4,000 US adults, commissioned by Intuit QuickBooks in April 2025.

Younger consumers feel an even stronger connection to the small businesses within their communities.

Nearly half of **Gen Z consumers** say small businesses significantly contribute to their sense of belonging. For older generations, this drops to 30%.

To what extent, if at all, do small businesses contribute to your sense of belonging within your community?



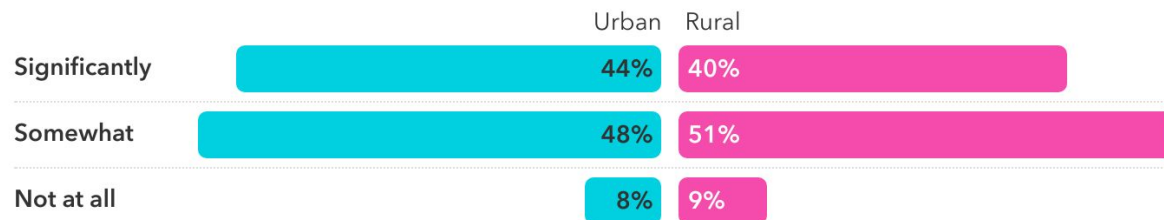
Sample: 4,000 US consumers age 18+, including 392 Gen Z, 1,289 Millennials, 1,181 Gen X, 1,138 Boomers

Source: Intuit QuickBooks "Small Business Heroes" Report. Online survey of 4,000 US adults, commissioned by Intuit QuickBooks in April 2025.

For urban communities, small businesses play an important role in building community bonds.

44% of urban dwellers believe small businesses significantly contribute to their sense of community, a sentiment echoed more faintly in rural areas.

To what extent, if at all, do small businesses contribute to your sense of belonging within your community?



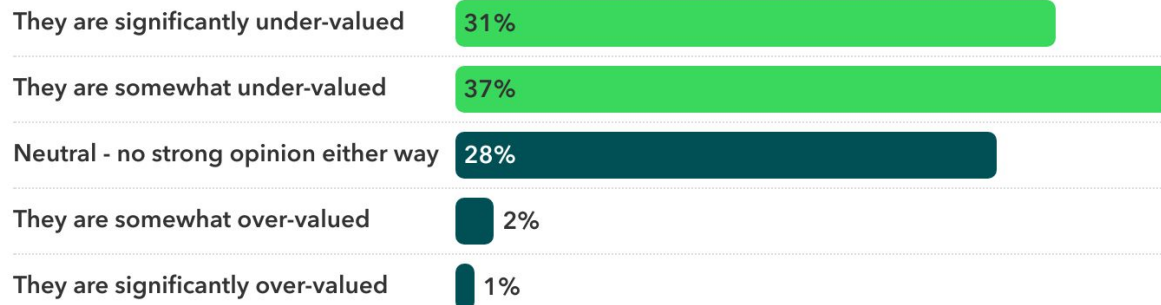
Sample: 2,915 US consumers age 18+, including 1,137 who live in an urban area and 1,778 who live in a rural area

Source: Intuit QuickBooks "Small Business Heroes" Report. Online survey of 4,000 US adults, commissioned by Intuit QuickBooks in April 2025.

Nearly 7 in 10 consumers believe that the economic contributions of small businesses are under-valued.

31% say the economic contributions by small businesses are significantly under-valued.

Which of the following best describes your views on the economic contributions of small businesses?



Sample: 4,000 US consumers age 18+

Source: Intuit QuickBooks "Small Business Heroes" Report. Online survey of 4,000 US adults, commissioned by Intuit QuickBooks in April 2025.

Consumers agree that local small businesses bring economic support, job creation, and community growth.

Among a slew of other benefits.

What are the top benefits you believe small businesses bring to your community?

Job creation within the community

55%

Local economic support

55%

Promoting community growth

51%

Improving quality of life within the community

44%

Encouraging local innovation

37%

Diversity - bringing new people to the area

33%

Tax revenue for local services/projects

29%

Charitable donations and/or community service

19%

None of the above

4%

Sample: 4,000 US consumers age 18+

Source: Intuit QuickBooks "Small Business Heroes" Report. Online survey of 4,000 US adults, commissioned by Intuit QuickBooks in April 2025.

Small businesses, **big** challenges



67% of consumers recognize competition from bigger businesses as a significant obstacle for small enterprises.

Followed by high rental or property costs and financial instability.

In your opinion, what are the biggest challenges that small businesses in your area face?

Competition with larger businesses

67%

High rental or property costs

56%

Financial instability

41%

Small customer base or difficulty reaching new customers

40%

Lack of government or community support

21%

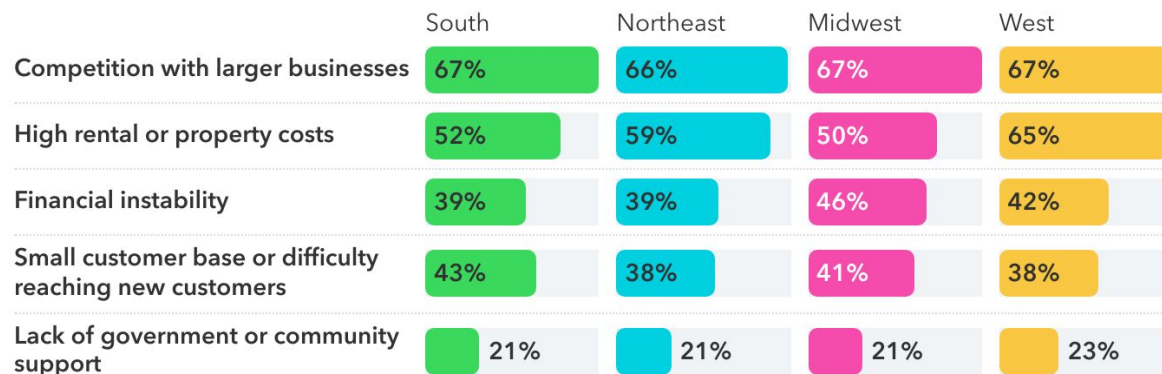
Sample: 4,000 US consumers age 18+

Source: Intuit QuickBooks "Small Business Heroes" Report. Online survey of 4,000 US adults, commissioned by Intuit QuickBooks in April 2025.

For small businesses in the **West**, high rental costs may pose a significant challenge.

65% of consumers in the West say this is a top challenge compared to only 50% in the Midwest.

In your opinion, what are the biggest challenges that small businesses in your area face?



Sample: 4,000 US consumers age 18+, including 925 in the Northeast, 955 in the Midwest, 1,269 in the South, 851 in the West

Source: Intuit QuickBooks "Small Business Heroes" Report. Online survey of 4,000 US adults, commissioned by Intuit QuickBooks in April 2025.

While most consumers believe their community supports small businesses, those who don't say it's because people tend to shop at **bigger businesses.**

Oftentimes in search of lower costs or more options.

What are the primary reasons why you feel your community does not support small businesses?

Bigger businesses have lower costs or more options, so people shop there instead

50%

Lack of awareness. People don't know much about the small businesses in our area

39%

There aren't many events or activities that promote local businesses

32%

Limited access to publically available resources for small businesses

19%

Other

4%

Sample: 1,021 US consumers age 18+ who say their community doesn't support small businesses

Source: Intuit QuickBooks "Small Business Heroes" Report. Online survey of 4,000 US adults, commissioned by Intuit QuickBooks in April 2025.

6 in 10
consumers say
higher prices is
the biggest
drawback to
shopping small.

But 1 in 5 say they have **no concerns** when it comes to supporting small businesses.

What, if any, are your main concerns or drawbacks when supporting small businesses?

Higher prices

61%

Limited product/service selection

41%

Inconvenient hours/location

29%

I don't have concerns about shopping small

20%

Lower quality products/services

14%

Sample: 4,000 US consumers age 18+

Source: Intuit QuickBooks "Small Business Heroes" Report. Online survey of 4,000 US adults, commissioned by Intuit QuickBooks in April 2025.

Methodology & demographics

Methodology

In April 2025, Intuit QuickBooks commissioned an online survey of 4,000 US consumers age 18+. 10% of the respondents were 18-28 years old, 32% were 29-44 years old, 30% were 45-60 years old, and 28% were 61+ years old. The US Census Bureau divides the United States in four regions, of these, 23% of respondents reside in the Northeast, 24% reside in the Midwest, 32% reside in the South, and 21% reside in the West.

Respondents by generation



Sample: 4,000 US consumers age 18+

Source: Intuit QuickBooks "Small Business Heroes" Report. Online survey of 4,000 US adults, commissioned by Intuit QuickBooks in April 2025.

Respondents by US region



Sample: 4,000 US consumers age 18+

Source: Intuit QuickBooks "Small Business Heroes" Report. Online survey of 4,000 US adults, commissioned by Intuit QuickBooks in April 2025.

Methodology

The survey focused on consumer sentiment towards small and local enterprises. Percentages have been rounded to the nearest decimal place, so values shown in data report charts and graphics may not add up to 100%. Responses were collected using Prodege audience pools and partner networks with double opt-ins and random device engagement sampling to ensure accurate targeting and results. Respondents received remuneration. Results are post-stratified against U.S. Census data.

Which of the following best describes where you live?

Urban area (a city or town with a larger population)

34%

Rural area (countryside or settlement with a lower population)

21%

Suburban area (separate from a city or town but within commuting distance)

44%

Sample: 4,000 US consumers age 18+

Source: Intuit QuickBooks "Small Business Heroes" Report. Online survey of 4,000 US adults, commissioned by Intuit QuickBooks in April 2025.

Which of the following best describes the community where you live?

Small and tight-knit

23%

Large and expansive

23%

Somewhere in-between

54%

Sample: 4,000 US consumers age 18+

Source: Intuit QuickBooks "Small Business Heroes" Report. Online survey of 4,000 US adults, commissioned by Intuit QuickBooks in April 2025.