

Consumer Buzz

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Small, But Mighty

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If the stats are right, shoppers should have been flocking to your stores this holiday season. According to the American Express Small Business Saturday Consumer Insights survey, one-third of respondents planned to shop at small retailers in 2016 and more than three-quarters (76%) said they planned to visit at least one small business for holiday gifts. In addition, 63% said they'd be willing to spend more for an item from a local store. However, in exchange for the higher price, they expect better customer service. **GP**