



**PRESS RELEASE**  
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## Americans Rallying to Support Small Businesses This Holiday Season

*Data reveals 84% of consumers more mindful of the businesses they support;  
46% more likely to shop at small businesses*

**PHILADELPHIA – DECEMBER 16, 2020** – American consumers are rallying to support small businesses this holiday season according to the new research from [Comcast Business](#) which explores U.S. consumers' shopping trends and behaviors amid the COVID-19 pandemic. The national survey of more than 1,000 consumers found that 46% are more likely to patronize local/small businesses this holiday season compared to previous years, driven primarily by a desire to give back to their communities (53%), while also becoming more purposeful in their shopping.

The study also revealed that 84% of Americans are more mindful of the type of businesses they support, including purchasing from small and Black-owned businesses. It also found that consumers:

- **Shop locally for quality goods and experiences:** In addition to supporting the local community, consumers choose to shop at small businesses for the quality of goods (48%) and customer service (45%) as well as the ability to find unique/niche merchandise (44%). Conversely, when choosing to support big box retailers, they do so because of cost (65%), the convenience of buying multiple things at once (54%), and overall product selection or variety (46%).
- **Plan to support their local restaurants and groceries:** The top way consumers plan to support local/small businesses this holiday season is by ordering take out from local restaurants (48%), with 35% planning to tip more generously. Many consumers also intend to support businesses in their local communities by getting groceries at local markets (37%), buying gifts from online marketplaces (25%) and gift cards for local retailers (23%), and sharing their favorite businesses with family and friends (24%).
- **Are more likely to shop at small businesses that offer alternative pick-up methods:** When asked which technology features would make them more likely to shop at small businesses more often, 44% of consumers chose order online, pick up in store, with another 30% choosing curbside pickup. Nearly a quarter (21%) also value contactless payment methods. Furthermore, 75% of consumers agree it is important that retailers offer online shopping.

“2020 has been a trying year for small businesses – the lifeblood of our communities – and the consumers that support them. The results of this survey demonstrate that Americans appreciate the outstanding service, selection and spirit of what small businesses bring to their communities – and consumers are ready to pay it forward this holiday season,” said Eileen Diskin, Chief Marketing Officer, Comcast Business. “Comcast Business is committed to helping businesses of all sizes offer the technology-forward experiences their customers expect, enabling them to go beyond bouncing back, to bouncing forward.”

Comcast Corporation is helping small businesses hit the hardest by COVID-19 with [Comcast RISE](#), part of a \$100M Diversity, Equity and Inclusion initiative that offers access to grants, marketing resources, and technology to help small businesses strengthen and survive. The company has also teamed up with leading brands, including [American Express, Inc.](#), [Amazon Web Services](#), and [more](#), to develop free [webinars](#), [resources](#), and [tools](#) for business navigating this new environment.

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## **Methodology**

The results presented in this release were compiled from research conducted in a survey of 1,279 American adults by YouGov Plc. on behalf of Comcast Business. The survey was conducted online on Dec. 2 and Dec. 3, 2020. The survey was carried out online. The figures have been weighted and are representative of all U.S. adults (aged 18+).

## **About Comcast Business**

Comcast Business offers Ethernet, Internet, Wi-Fi, Voice, TV and Managed Enterprise Solutions to help organizations of all sizes transform their business. Powered by an advanced network, and backed by 24/7 customer support, Comcast Business is one of the largest contributors to the growth of Comcast Cable. Comcast Business is the nation's largest cable provider to small and mid-size businesses and has emerged as a force in the Enterprise market; recognized over the last two years by leading industry associations as one of the fastest growing providers of Ethernet services. For more information, call 866-429-3085. Follow on Twitter @ComcastBusiness and on other social media networks at <http://business.comcast.com/social>.

## **About Comcast Corporation**

Comcast Corporation (Nasdaq: CMCSA) is a global media and technology company with three primary businesses: Comcast Cable, NBCUniversal, and Sky. Comcast Cable is one of the United States' largest video, high-speed internet, and phone providers to residential customers under the Xfinity brand, and also provides these services to businesses. It also provides wireless and security and automation services to residential customers under the Xfinity brand. NBCUniversal is global and operates news, entertainment and sports cable networks, the NBC and Telemundo broadcast networks, television production operations, television station groups, Universal Pictures, and Universal Parks and Resorts. Sky is one of Europe's leading media and entertainment companies, connecting customers to a broad range of video content through its pay television services. It also provides communications services, including residential high-speed internet, phone, and wireless services. Sky operates the Sky News broadcast network and sports and entertainment networks, produces original content, and has exclusive content rights. Visit [www.comcastcorporation.com](http://www.comcastcorporation.com) for more information

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