FAIRE × WAKEFIELD RESEARCH

Americans willing to spend more when shopping locally

80% of Americans say their Main Street is stable or growing

85%

say a candidate's plan for supporting small businesses is a priority when voting

80%

willing to travel 30 minutes to shop Main Street

75%

say supporting their local economy is the primary reason they shop local

71%

feel sad, worried, guilty, or angry when local shops close







visit their local Main Street at least a few times a month

63%

willing to spend over \$150 a month a month on average to make sure local shops survive



Americans say that the perfect Main Street would have:

65% Local café to enjoy their favorite latte

65% Market with locally and organically grown produce





54% Bookstore with cozy places to read

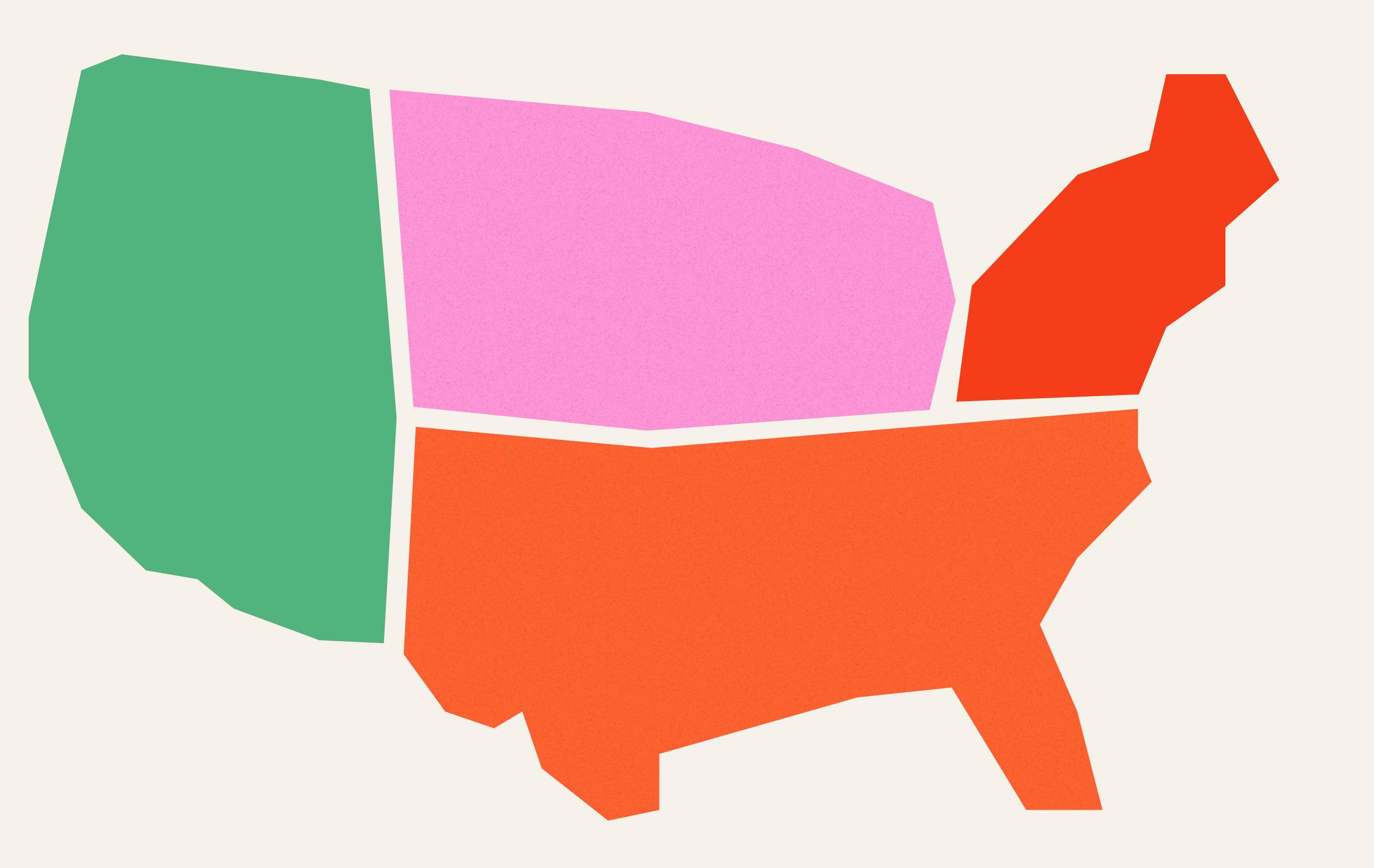
51% Community events happening regularly with local talents

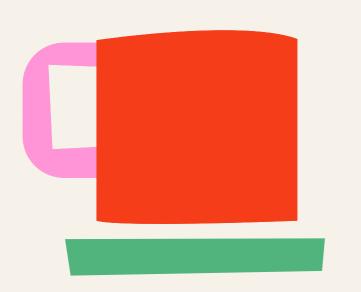
45% Interactive arts & crafts shops (i.e., candle making, painting, pottery)

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The ideal Main Street

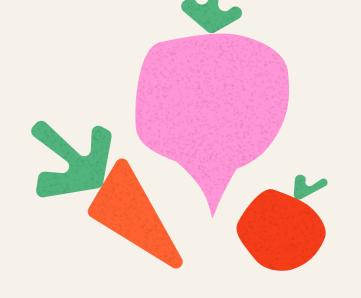
According to different parts of the U.S.





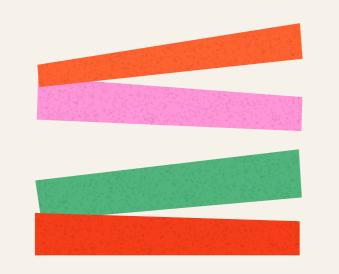
Local coffee shop

The Northeast, South, Midwest, and West agree that having a local coffee shop is most important



Independent grocery store

The second most important shop in the **Northeast and South** is an independent grocery store



Bookstore

The second most important shop in the **Midwest** and **West** is a bookstore

Gen Z finds independent retail shops more enjoyable than any other generation



say a candidate's plan for supporting small businesses is a priority when voting



83%

Go shopping on their Main Street

at least a few times a month



50% State that their Main Streets would benefit from **more entertainment options and social events**



100% of Gen Z is willing to take action to help their downtown thrive



53%

Say they'll do their holiday shopping on Main Street 59% Encourage family and friends to shop local

70% Say they'll shop on Main Street more often

Gen Z shops local for:



FAIRE

Selling strategies according to independent retailers

Tactics to get sales:

88% Strategic in-store merchandising

67% Creating organic social media content

60% Hosting in-store events

54% Responding quickly to new product trends

54% Offering promotions and discounts

39% Partnering with another local business

Tactics for establishing relationships with customers:

67% Connecting with customers via social media

55% Hosting in-store events

51% Giving back to other businesses or organizations in my community

47% Attending or participating in community events

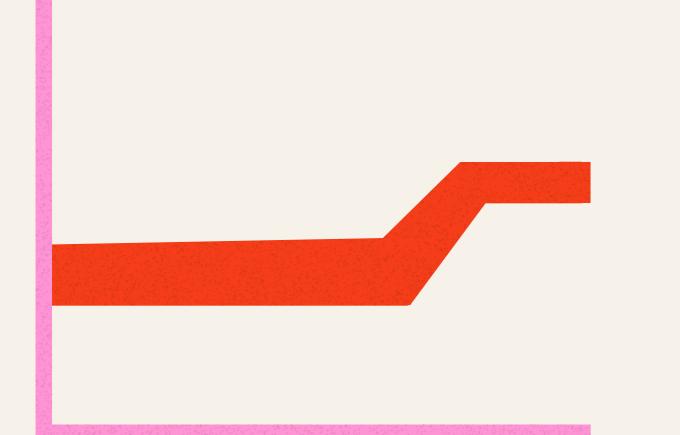
44% Sourcing brands that are based in my local community

74% say their communities

Support small shops over



big box national chains



71% say that

Local shops are either stable or growing

How do customers engage with your staff while shopping?

65%	60%
Ask for help in picking out a gift for someone	Request certain products or brands
63% Ask for the staff to hold an item when it comes in stock	63% Ask for recommendations for other businesses
84%	82%
Are familiar with the staff and come to the store to socialize with them	Ask for recommendations on products

How do you differentiate your shop from national chains or e-commerce stores?

- Personalized customer service
 Curated product selection
 Unique in-store events
 Community engagement
 - Local product focus

