



## **What are the benefits of shopping local?**

### **Shopping Local Increases Community Wealth**

By shopping locally, more sales tax is being generated by your favorite local stores, and that tax can be used within your community for things such as investments in infrastructure, police and fire departments, libraries, and parks, jobs. A Chicago study found that for every \$100 spent at a local business, \$68 remained in the city compared to only \$43 of each \$100 at a chain retailer.

### **Helps Increase Community Health**

According to the Cambridge Journal of Regions, Economy, and Society, researchers who studied 3,060 counties and parishes in the U.S found that counties with a higher volume of local businesses actually had a lower rate of mortality, obesity, and diabetes.

### **Opens Up Connections to People and Planet**

Having a sense of connection with people creates lasting friendships and also holds such communities accountable for their actions. Shopping local helps sustain lively town centers and local businesses are more likely to donate to local causes.

### **Provides Local Employment, Fair Wages & Safe Communities**

Local businesses tend to hire more locally and are down to give fair wages which is an economic benefit for the community and less unemployment means less violence in the community.

### **It's Better for the Environment**

Local businesses can decrease automobile use, habitat loss, and air and water pollution. Plus, many local businesses utilize materials and goods that are local, which means less pollution and consumption of fossil fuels in order to transport the merchandise.

### **Love of Community Grows**

When it comes time for decisions to be made in the community, you can be sure that the local business owners are on your side. Not only do they own a business in the community, but many live there too. This means that they care more about the betterment of the community and the decisions being made, because they will also feel the impact of those decisions.

### **Opportunity to Increase Real Estate Value**

Neighborhoods served by successful small businesses see home values increase 50% on average according to the alliance. This is especially important in low-income neighborhoods, where small businesses may also have a harder time obtaining loans and resources. An influx of new residents increases local tax revenue, which can be used to invest in infrastructure such as schools, public safety departments, libraries and parks that strengthen communities and drive future growth.

### **Creates Unique Communities**

Local businesses give a community its flavor. Towns across America have similar chain restaurants, grocery and department stores but that diner down the street where you have breakfast every Saturday morning is one-of-a-kind. The combined presence of your town's many local businesses makes it different from every other city in the world. By supporting those businesses instead of chains, you ensure that uniqueness is preserved as a part of your community.

### **Local Business Enhance Diversity**

Local businesses add to the diversity of products and services available to a community. Products from local artisans or producers allow consumers to share the special culture or characteristics of a local area with friends and family around the globe. And locally made products typically are no more expensive than other goods, she said. This tends to attract new residents and encourages growth.

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