

# The Ripple Effect When You Shop Local

We know that shopping on **Amazon** can be convenient, but this holiday season, don't forget that local businesses deliver even more for your dollar.

**Here's what happens when you shop with a locally owned business — starting with you.**



## YOU BENEFIT FROM EXPERTISE.

The perfect running shoe. The new toy that's certain to delight. The fantastic novel you hadn't heard of. The best tool for the job. Get the right thing and save time by relying on the expertise of local retailers.

At a local store, you're as much as **3x more likely to discover something new.**<sup>1</sup>

In places with more local businesses, people have stronger social ties<sup>2</sup> and participate more in civic affairs.<sup>3</sup>

## YOU CONNECT WITH YOUR COMMUNITY.

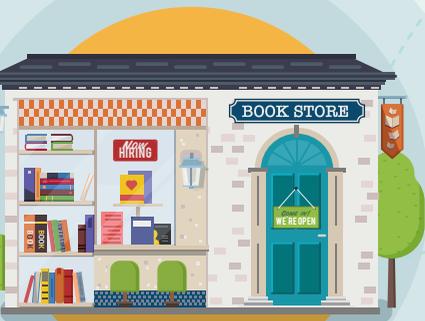
Shopping locally means bumping into friends, enjoying lively streets, playing in the toy store, and trading neighborhood news with the people behind the counter. Local businesses make communities work.



## YOU STRENGTHEN YOUR LOCAL ECONOMY.

Local retailers hire local people, pay local taxes, and source goods locally. When you shop local, you expand opportunity where you live.

Compared to Amazon, independent retailers create **2x as many jobs for the same amount of revenue.**<sup>4</sup>



Places with more small businesses have less income inequality.<sup>5</sup>

## YOU CAST A VOTE FOR THE AMERICAN DREAM.

Starting a small business has long been a pathway to the middle class. By supporting local entrepreneurs, you invest in a future that works for all of us.



Join the conversation on social media: **#LocalEffect #ShopLocal #ShopSmall**

1. Codex Group via: "Why Online Book Discovery is Broken (and How to Fix It)," *Gigaom*, Jan. 17, 2013.

2. "The Health and Wealth of US Counties," Troy C. Blanchard, et. al., *Cambridge Journal of Regions, Economy, and Society*, 2011.

3. "The Configuration of Local Economic Power and Civic Participation in the Global Economy," Troy Blanchard and Todd L. Matthews, *Social Forces*, June 2006.

4. "Amazon's Stranglehold," *Institute for Local Self-Reliance*, Nov. 2016.

5. "Wage Inequality and Firm Growth," Holger M. Mueller, et. al., *LIS Working Paper 632*, March 2015.