



FACT SHEET

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ABOUT INDEPENDENT WE STAND

Independent We Stand is a nationwide movement of local business owners whose mission is to inspire other business owners to celebrate their locally owned status, help them tap into America's ever growing desire to support them and educate consumers about the importance and strong economic benefits of 'buying local.' Independent We Stand is co-sponsored by STIHL Inc and FCA US LLC and is supported by PPG Pittsburgh Paints, Tire Pros and Do it Best Corp. www.IndependentWeStand.org

WHY BUY LOCAL*?

- Independent retailers return three times more money to local economies than national chain retailers. Independent restaurants return two times more than national restaurant chains.
- Purchasing home improvement products from locally-owned retailers generates twice as much local economic activity than purchases made at big box chain stores.
- Small businesses accounted for 63 percent of all net-new private sector jobs and they employ 77 million Americans.
- 89 percent of consumers agree that independent businesses contribute positively to local economies.
- Residential neighborhoods served by a successful independent business district gained, on average, 50 percent in home values than their citywide markets.
- If independent businesses regained their 1990 market shares, it would create 200,000 new small businesses, generate nearly \$300 billion in revenues and employ more than 1.6 million American workers.
- For every square foot a local firm occupies, the local economy gains \$179 vs. \$105 for a chain store.

* Sources: [Civic Economics Indie Impact Study Series](#), [IWS Home Sweet Home Study](#), [US Small Business Administration - Office of Advocacy](#); [American Express OPEN Independent Retail Index](#), [Civic Economics Andersonville Study of Retail Economics](#).

INDEPENDENT WE STAND INITIATIVES

- "Locals Only" [Business Search](#) & [Mobile App](#)
- [Independent Business of the Year Award or the Indie Award](#)
- [Community Support Index](#)
- Business Member [Marketing Tools & Resources](#)
- [Main Streets Make Us Better Road Trip](#)
- [Home Sweet Home Study & Impact Calculator](#)