



FACT SHEET

Press Inquiries:

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ABOUT INDEPENDENT WE STAND

Independent We Stand is a movement of independent business owners across the country to inform their communities about the importance of “Buying Local” and how these efforts bolster their local economy. This movement supports all local and national causes committed to boosting local economic development projects. The Independent We Stand movement is sponsored by STIHL Inc.

www.IndependentWeStand.org

WHY BUY LOCAL*

- When you spend \$100 at an independent business, \$68 returns to the local community. Spend that same amount at a national chain and it drops to \$43.
- Small business accounts for 75% of all new jobs.
- Locally owned businesses reinvest in the local economy at a 60% higher rate than chains and internet retailers.
- Small businesses create more than half the non-farm private gross domestic product (GDP).
- Locally owned and operated businesses create higher-paying jobs for you and your neighbors.
- More of your tax dollars are reinvested in your community to fund local schools, hire more police officers and improve roads.

HEADQUARTERS

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**Sources: Civic Economics – Andersonville Study of Retail Economics; U.S. Chamber of Commerce – Small Business Nation;; Civic Economics – San Francisco Report on Retail Diversity; U.S. Dept. of Commerce, Bureau of the Census; .Buy Local Berkeley.*