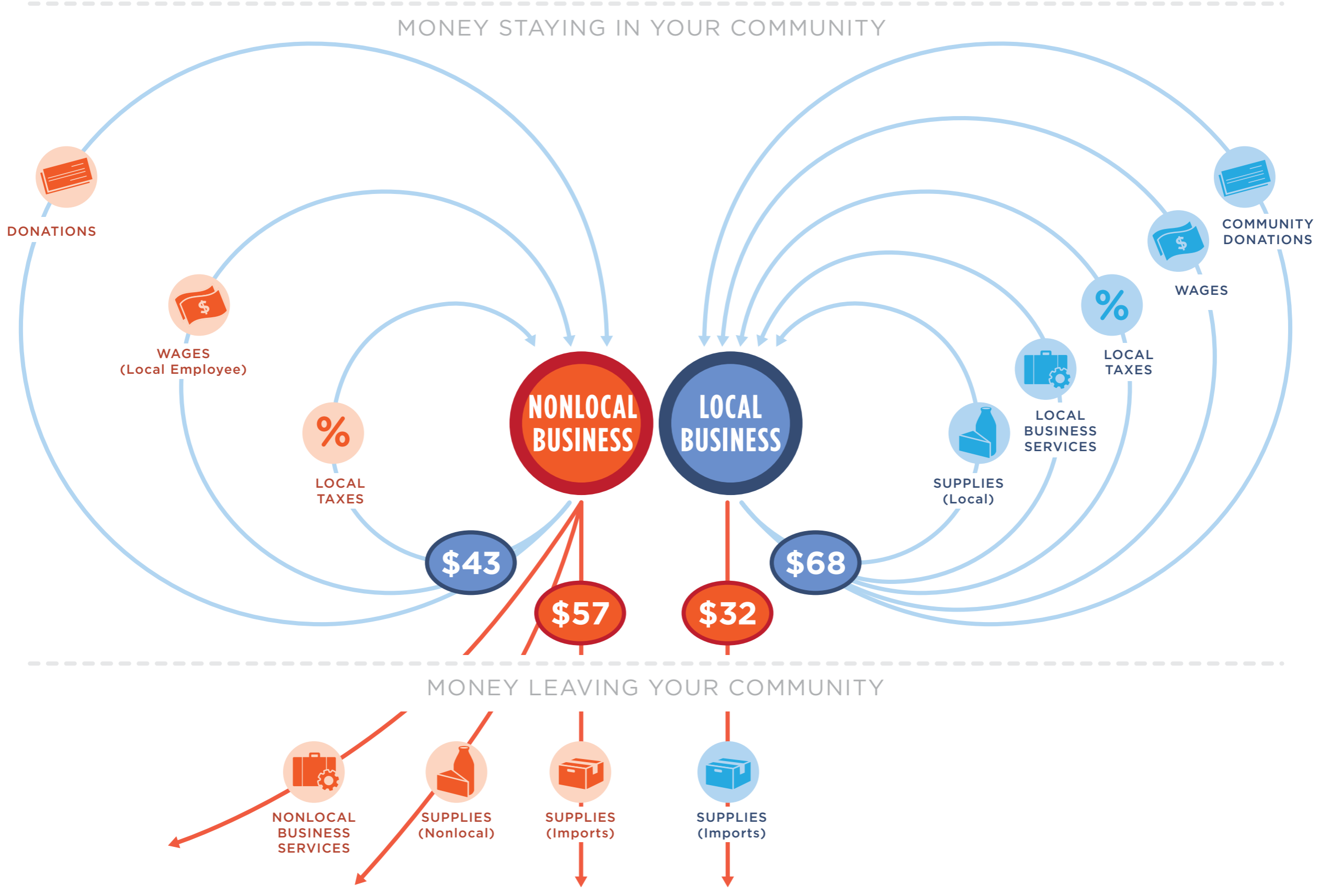


# SHOP SMARTER. SHOP **LOCALLY.**

Spending at locally owned businesses vs. big chain competitors may be convenient, and cost you less money, but there is an opportunity cost in local economic growth.

## FOR EVERY \$100 SPENT . . .



Over 80%  
Small Businesses  
Affected

47%  
Had Moderate  
or Significant  
Impact



### “JUST LOOKING”

“Showrooming”—that is customers examining products and seeking information in local stores and then buying online—was identified by independent retailers as one of their biggest challenges.

### SMALL BUSINESSES SUPPORT ONE ANOTHER

Entrepreneurs practice what they preach by sourcing and shopping small.



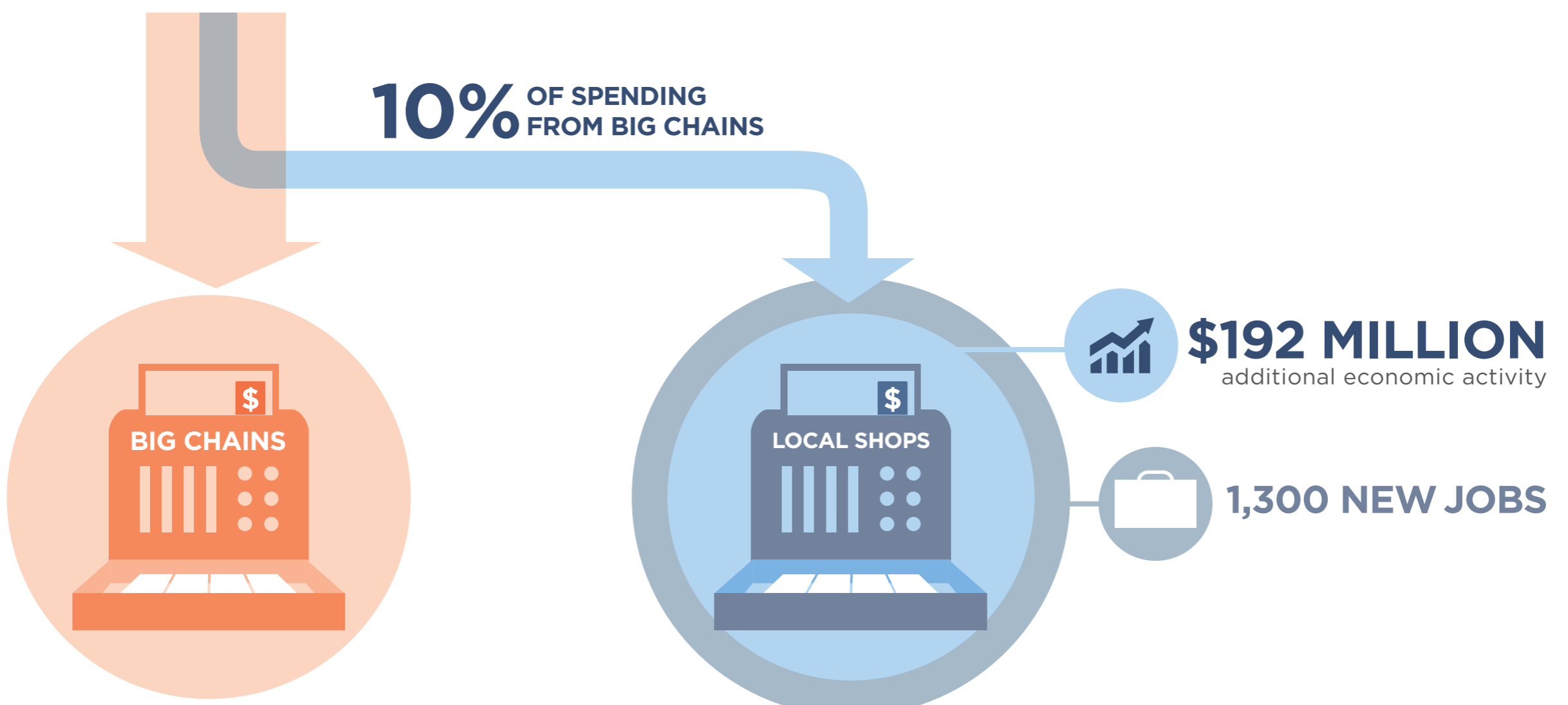
**ENTREPRENEURS**  
purchase and source local  
goods and services



**“SHOP SMALL”**  
for nonbusiness  
purchases

### LITTLE CHANGES = BIG PAYOFFS

By redirecting just 10 percent of spending in San Francisco from chains to local businesses, residents would generate \$192 million in additional economic activity and almost 1,300 new jobs.



## WHERE YOU SPEND YOUR MONEY MATTERS

Spending locally keeps more money and jobs in your area and has a positive economic impact that can outweigh the lower cost and convenience of chain stores. Shop the way small business owners do—support your local businesses.

Sources:

<http://bealocalist.org/sites/default/files/file/GR Local Works Complete.pdf>  
<http://www.ilsr.org/wp-content/uploads/2013/02/2013-Survey.pdf>  
[http://civiceconomics.com/app/download/5841704804/SFRDS\\_May07.pdf](http://civiceconomics.com/app/download/5841704804/SFRDS_May07.pdf)  
<https://c401345.ssl.cf1.rackcdn.com/wp-content/uploads/2013/04/Spring-2013-Monitor-News-Release-FINAL-OF-Format.pdf>

Presented by **sage**