

Why Buy Local — 25 Statistics from Moz

1	The tipping point for a minority group to change a majority viewpoint is 25% of the population .
2	More than one-third of the US population supported their local communities by shopping on Small Business Saturday in 2019.
3	Small businesses of 500 or fewer employees make up over 99% of US employer firms .
4	COVID-19 has caused over 100,000 of the local businesses you care about to permanently close .
5	In just one year, Amazon displaced 62,000 shops and 900,000 retail jobs .
6	In just one year, Amazon cost our states and local communities as much as \$7 billion in uncollected taxes .
7	If every US family spent just \$10 extra locally instead of at a big box or national chain, over \$9.3 billion would be directly returned to our local economies .
8	Small businesses contribute 250% more than big corporations to our charitable community needs.
9	Black ownership of businesses on Main Street may be higher than anywhere else , but more than half of Black-owned businesses fear they will have to close in 2021 without federal support.
10	More than one quarter of US small business owners are immigrants, who make up 48% of overall growth of business ownership. Meanwhile, Amazon's own employees have walked out in protest of their employer's contracts with ICE.
11	In just one year, Amazon delivery emitted 19 million metric tons of carbon .
12	As big box stores on the outskirts of town drew business away from Main Street, shopping-related driving tripled, tripling local pollution .
13	Local delivery of your groceries and other needs cuts CO2 emissions in half , compared to online-only shopping delivery via package distribution centers.
14	Walmart accounts for one in four of the dollars Americans spend on groceries, and controls over half of grocery sales in 43 metropolitan areas.
15	In just seven years, the state of Vermont nearly tripled the amount of locally-grown food via legislation and the efforts of citizens and local farmers.
16	One in three local banks have closed in the past decade, and just four big banks now control almost half of the entire US banking system.
17	In just a decade, the small, state-owned Bank of North Dakota generated \$1 billion in profit, \$400 million of which was invested in the state's general fund for education and public services.
18	Two thousand US counties no longer have a daily local newspaper .
19	Two-thirds of volunteer fire departments are underfunded , with 86% of firefighters having to dip into their own pockets to buy needed supplies for their stations.
20	91% of customers say they choose to shop locally because they trust small brands to treat them fairly .
21	96% of customers say they choose to shop locally because they value personal service .
22	There's a clear correlation between the concentration of small businesses in a community and local wellbeing.
23	Local business alliances have the power to shape policy that keeps big boxes out of town and community character alive.
24	Local business ownership increases wages and decreases poverty . Corporate businesses depress wages and benefits for employees.
25	72% of consumers plan to do more local shopping after COVID-19 .