



Localism Index

Number of new independent bookstores that have opened since 2005: 437

Increase since 2002 in the number of small specialty food stores: 1,414

Increase since 2002 in the number of small farms: 111,839

Number of farmers markets active in 2010: 6,132

Percentage of active farmers markets started since 2000: 53

Average percentage of shoppers at a large supermarket who have a conversation with another customer: 9

Average percentage of shoppers at a farmers market who have a conversation with another customer: 63

Percentage of bank assets held by small and mid-sized community banks: 22

Percentage of small business loans made by small and mid-sized community banks: 54

Growth in deposits at small banks and credit unions since 2008: \$77 billion

Number of chain pharmacy locations that opened in 2009: 177

Number of independent pharmacy locations that opened in 2009: 474

Number of Independent Business Alliances and Local First groups in 2005: 30

Number of Independent Business Alliances and Local First groups in 2010: 143

Percentage change in 2010 sales for independent businesses in cities without a Buy Local First initiative: 2.1

Percentage change in 2010 sales for independent businesses in cities with a Buy Local First initiative: 5.6

Increase since 2002 in the number of Starbucks company stores: 3,297

Increase since 2002 in the number of independent coffee shops: 4,923

Average portion of \$100 spent at a Target store that stays in the local economy: \$16

Average portion of \$100 spent at independent retailers that stays in the local economy: \$32

Average amount of local wages paid for every \$100 spent at a full-service chain restaurant: \$18.68

Average amount of local wages paid for every \$100 spent at a full-service locally owned restaurant: \$28.46

Minimum amount having a grocery store, bookstore, coffee shop and restaurant within half a mile of a house increases its value: \$21,000

¹ Sources: American Booksellers Association; U.S. Economic Census; United States Department of Agriculture, *National Directory of Farmers Markets*; Robert Sommer, John Herrick, and Ted R. Sommer, "The Behavioural Ecology of Supermarkets and Farmers' Markets," *Journal of Environmental Psychology*, 1981; Federal Deposit Insurance Corporation; National Credit Union Administration; National Association of Chain Drugstores, *2010-11 Chain Pharmacy Industry Profile*; American Independent Business Alliance; Business Alliance for Local Living Economies; Institute for Local Self-Reliance, *2011 Independent Business Survey*; Starbucks annual reports; U.S. Economic Census; Civic Economics, *Thinking Outside the Box*, September 2009; Civic Economics, *Local Works! Examining the Impact of Local Business on the West Michigan Economy*, Sept. 2008; CEOs for Cities, *Walking the Walk*, August 2009.