

What Does Your Study Say?

“Try Local First” goal is to create more local prosperity and jobs. Creating wealth that stays in the community gives security and hope for the future. How does this happen? The multiplier is comprised of three elements - direct, indirect and induced impacts.

Direct impact: Spending done by a business in the local economy to operate the business, including inventory, utilities, equipment and pay to employees.

Indirect impact: Dollars the local business spent at other area businesses that then recirculate.

Induced impact: The additional consumer spending that happens as employees, business owners and others spend their income in the local economy.

Although all studies do not cite the same statistics – all studies agree that the more money spent at locally owned and operated businesses in a community the more vibrant and healthy local economy. It is interesting as you review various nationwide studies the data even suggests that the local businesses offer a better value. For instance:

- *if a local store gift wraps a purchase for free while online or downtown “Malls” may charge.
- *if a local store has a punch card or other discounts for loyalty it may be worth the trip.
- *if a local store knows your preferences, it may actually save time.
- *if a local store offers a warranty or backs-up their service or product in ways that an online store out of the area cannot.
- *And we are sure you can think of more reasons!

We are always looking for stories/studies that share the reasons to shop local – if you have one please send to me at bess@greshamford.com.