

# Why Buy Local — 25 Statistics from Moz

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