






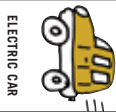
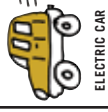











LOCALISM INDEX

Perhaps we're not doomed to an economy controlled by a few giant corporations after all. A growing number of signs suggest that local, independent businesses might just be making a comeback.

by **STACY MITCHELL**

	FIRST STREET		VIEW AVENUE	MAPLE STREET		HILL AVENUE	PINE STREET		LAKE STREET	
FRONT STREET	Number of independent bookstores that have opened since 2005: 437				Percentage change in 2010 sales for independent businesses in cities without a Buy Local First initiative: 2.1				ELM STREET	
BROAD STREET	Increase since 2002 in the number of small specialty food stores: 1,414				Percentage change in 2010 sales for independent businesses in cities with a Buy Local First initiative: 5.6				SECOND STREET	
	Increase since 2002 in the number of small farms: 111,839				Increase since 2002 in the number of Starbucks stores: 3,297					
PARK AVENUE	Percentage of active farmers' markets started since 2000: 53				Increase since 2002 in the number of independent coffee shops: 4,923				BIRCH STREET	
	Percentage of bank assets held by small and midsize community banks: 22				Projected average portion of \$100 spent at a SuperTarget in New Orleans that would stay in the local economy: \$16					
BROADWAY	Percentage of small business loans made by small and midsize community banks: 54				Average portion of \$100 spent at independent retailers that stays in the New Orleans local economy: \$32					
RIVER ROAD	Growth in deposits at small banks and credit unions since 2008: \$77 billion				Average amount of local wages paid for every \$100 spent at a full-service chain restaurant in Grand Rapids, Michigan: \$18.68				CEDAR AVENUE	
	Number of chain pharmacy locations that opened in 2009: 177				Average amount of local wages paid for every \$100 spent at a full-service locally owned restaurant in Grand Rapids: \$28.47					
EVERGREEN PLACE	Number of independent pharmacy locations that opened in 2009: 474				Estimated minimum increase in value of a house located within half a mile of a grocery store, bookstore, coffee shop and restaurant: \$21,000				RIVERVIEW	
	MAIN STREET	MARKET PLACE		SUNNYSIDE AVENUE			WASHINGTON AVENUE		RIVERSIDE	
VISITING					HI!					

Sources: American Booksellers Association; US Economic Census; US 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; US 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" (September 2008); CEOs for Cities, "Walking the Walk" (August 2009).

Stacy Mitchell, a senior researcher with the New Rules Project at the Institute for Local Self-Reliance (newrules.org) is the author of Big Box Swindle: The True Cost of Mega-Retailers and the Fight for America's Independent Businesses.

Design by Steven Brower