



Plymouth Working Together

10 Reasons to Shop Local

Why shop at a locally owned business first? The following 10 reasons show how more money spent at local business is reinvested in your community creating diversity and helping the community maintain or create its unique appeal.

- 1. Shopping local creates jobs.**
Shops in our town create local employment and self-employment. These people in turn spend in the local economy.
- 2. Local independent shops invest more in our communities.**
Local businesses are proportionally more generous in their support of local charities, schools, and community events. So supporting local shops means a financial impact on your community.
- 3. Local shops sell a wide range of great products at affordable prices.**
When people expand their shopping base in order to find the best prices and deals, they often discover that the best product choices, variety and prices are in their own community.
- 4. Shopping local saves you money.**
Large out-of-town businesses with large budgets can appear to offer the best deals, leading customers to believe it's worth the time/effort to shop at their stores. When shoppers calculate the cost of their time, gas, car wear/tear and delivery fees, they find that local stores often have the better deals.
- 5. Shopping local retains our communities.**
One of the best ways to ensure that a community continues to attract new residents and businesses is to have a great local customer base at its shops and service providers.
- 6. Shop Local retains our distinctiveness.**
Independent stores create distinctive shopping experiences and stock different products. Local businesses respond more quickly to the needs of local customers, stocking products to meet the changing population needs.
- 7. Shopping local saves the environment.**
Local shops often stock a high percentage of local sourced goods which do not require long car journeys, helping to reduce our global footprint.
- 8. Local shops are for everyone.**
Most people can get to their local shops easily and this is especially important for the elderly, young people, and those without transportation.
- 9. Local shops value you more.**
Evidence from numerous surveys show people receive better customer care and service locally. These businesses survive by their reputation and repeat business which means you get a higher standard of service.
- 10. Shopping local saves services.**
Private and public sector services cluster around shops because customers appreciate the convenience of completing their shopping and service visits in one trip.

So...shop smart, shop local

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