

Before you buy, consider...

How much of your \$100 purchase stays in your community when spent at

an independent local store

\$48

A stack of US dollar bills, including \$20, \$10, and \$5 bills, fanned out.

an in-town chain outlet

\$14

A stack of US dollar bills, including \$10 and \$5 bills, fanned out.

a remote online store
(if delivery driver resides locally)

\$1

A stack of US dollar bills, including \$1 and \$5 bills, fanned out.