Localism Index

Number of new independent bookstores that have opened since 2005: 437

Increase since 2002 in the number of small specialty food stores: 1,414

Increase since 2002 in the number of small farms: 111,839

Number of farmers markets active in 2010: 6,132

Percentage of active farmers markets started since 2000: 53

Average percentage of shoppers at a large supermarket who have a conversation with another customer: 9

Average percentage of shoppers at a farmers market who have a conversation with another customer: 63

Percentage of bank assets held by small and mid-sized community banks: 22

Percentage of small business loans made by small and mid-sized community banks: 54

Growth in deposits at small banks and credit unions since 2008: $77 billion

Number of chain pharmacy locations that opened in 2009: 177

Number of independent pharmacy locations that opened in 2009: 474

Number of Independent Business Alliances and Local First groups in 2005: 30

Number of Independent Business Alliances and Local First groups in 2010: 143

Percentage change in 2010 sales for independent businesses in cities without a Buy Local First initiative: 2.1

Percentage change in 2010 sales for independent businesses in cities with a Buy Local First initiative: 5.6

Increase since 2002 in the number of Starbucks company stores: 3,297

Increase since 2002 in the number of independent coffee shops: 4,923

Average portion of $100 spent at a Target store that stays in the local economy: $16

Average portion of $100 spent at independent retailers that stays in the local economy: $32

Average amount of local wages paid for every $100 spent at a full-service chain restaurant: $18.68

Average amount of local wages paid for every $100 spent at a full-service locally owned restaurant: $28.46

Minimum amount having a grocery store, bookstore, coffee shop and restaurant within half a mile of a house increases its value: $21,000