



## DID YOU KNOW...

If consumers shift just 10% of their purchases from the big boxes to local home improvement stores, an additional \$1.3 billion would stay in hometowns across the nation each year?

# MAKE TWICE THE IMPACT IN OUR COMMUNITY!



**INDEPENDENT  
HARDWARE STORE**



**BIG-BOX  
STORE**

When you shop at a local home improvement store,  
you put **TWICE** as much money back into the local  
economy compared to when you shop at a big-box store.

Source: 2015 NRHA/Independent We Stand Home Sweet Home Study

**INDEPENDENT  
WE STAND**  
Powered by STIHL and Flat Capstar Automobiles

**NRHA**  
North American Retail  
Hardware Association

# TURNING HOME IMPROVEMENT INTO HOMETOWN IMPROVEMENT.



 Locally owned home improvement stores generate 97 percent more local economic activity than big-box stores.

Source: 2015 NRHA/Independent We Stand Home Sweet Home Study

**INDEPENDENT  
WE STAND**  
Powered by STIHL and other leading brands

  
**NRHA**  
North American Retail  
Hardware Association

# TURNING HOME IMPROVEMENT INTO HOMETOWN IMPROVEMENT.



For every \$1,000 you spend at your local home improvement store, \$230 of that stays in your community. Spend the same amount at a big box, your community loses nearly half of this.

Source: 2015 NRHA/Independent We Stand Home Sweet Home Study

INDEPENDENT  
WE STAND  
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NRHA  
North American Retail  
Hardware Association