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## 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?**

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



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## DID YOU KNOW...

**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



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TURNS 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

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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