

MONEY IN THE BAG

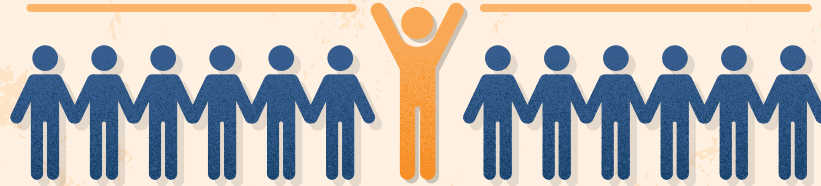
IF YOU WERE TO REDIRECT
JUST 10 PERCENT
OF YOUR OUT-OF-STATE
ECOMMERCE PURCHASES
TO LOCAL BUSINESS,

MICHIGAN WOULD SEE
THESE BENEFITS

BUYING NEARBY IS MORE IMPORTANT NOW THAN EVER.

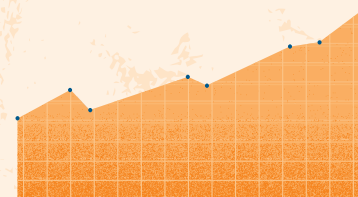
INCREASE EMPLOYMENT BY MORE THAN

17,000 NEW JOBS



INCREASE LABOR
INCOME
\$700 MILLION


INCREASE MICHIGAN
ECONOMIC ACTIVITY
\$1.3 BILLION



RETAIL INDUSTRIES THAT WOULD
SEE THE LARGEST
EMPLOYMENT
GAINS



 NON-STORE
5,368 NEW JOBS

 GENERAL MERCHANDISE
1,421 NEW JOBS

 CLOTHING
1,139 NEW JOBS

 ELECTRONICS
749 NEW JOBS

DID YOU KNOW?

MICHIGANDERS SPENT AN
ESTIMATED **\$33.8 BILLION**
IN OUT-OF-STATE
ECOMMERCE LAST YEAR.

HOW THE STATS COMPARE TO LAST YEAR

BUY NEARBY. BE THE CHANGE.



**NEW
JOBS**

**LABOR
INCOME**

**ECONOMIC
ACTIVITY**

**GROSS
ECONOMIC
OUTPUT**

