

Living Local - US - April 2013

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"Marketers should position local involvement as conducive to community and personal gain. Helping the economy and supporting patriotic sentiments are leading drivers of living local, but it is unlikely completely selfless. Those who can meet both personal and altruistic goals through community activism are likely to give it more value."

– Gretchen Grabowski, Travel & Leisure Analyst

In this report we answer the key questions:

- What motivates consumers to live local?
- Are local enthusiasts in search of status?
- What are the costs of living local?

Most Americans engage in their local areas in some way, and there is a wide range in the ways in which they can do so. As consumers look for ways to support their local economies, give back to their communities, and even promote their own self-improvement, opportunities to purchase local goods and participate in local activities become increasingly viable options for activism.

This report aims to identify how often consumers think about buying local as opposed to buying from chains or big box retailers and nationally available products, how they are likely to make such purchases, and what their motivations are for doing so. It also explores the types of community activities in which consumers typically become involved, and why. General attitudes toward living local are also discussed, as are factors that would encourage consumers to do more for their local areas.

The report will build on findings from *Local Procurement—U.S., February 2009*. Other relevant reports include *Marketing to the Green Consumer—U.S., March 2013*, *Attitudes Toward Corporate Social Responsibility—U.S., September 2012*, *Marketing to the Green Consumer—U.S., April 2012*, *Foodservice Green and Sustainability Initiatives—U.S., September 2011*, *Cause Marketing—U.S., August 2011*, *Green Marketing—U.S., April 2011*, *Green Living—U.S., February 2011*, and *Attitudes Toward Social Responsibility—U.S., September 2010*.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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