

**Research on People's Relationship with Local
Fall 2005, Vancouver, B.C.**

1. Local is one of five key brand and product characteristics to identify the socially responsible company.
2. People grant local brand the benefit of the doubt. There is an assumption that if it is local, it is more socially responsible. An assumption based on sharing the same back yard. (Sources: SHIFT Report, Issue 1, Fall 2005)
3. Trend: the Global Economy Goes Local (Source: The SHIFT Report, Issue, Fall 2005)
4. Mutually beneficial relationship: People support local, because ultimately they also believe they are supporting themselves while supporting their community (double whammy!) (BALLE Vancouver Research)
5. It is all about the relationship: For consumers, buying local is buying into and building a relationship. It's a vehicle for building community and connections that people in a culture today are craving. And people believe that is missing in a transaction with the multinationals. "It's about relationship, you local vendor knows you, and you know her. You don't have that barrier versus the 1-800 number" (BALLE Vancouver research).
6. Trust and accountability: The relationship that comes from a direct connection "where you can very quickly get to the end line" births a level of trust, accountability and interconnectedness. (BALLE Vancouver research).
7. Pebble in the Pond: Definition of locals. Research shows that people define local with a pebble in the pond approach. It starts with my neighborhood, Vancouver, BC, and then extends to Canada. "BC first and then that extends to greater Canada." (BALLE Vancouver research)

Sources:

- The SHIFT Report, Issue 1, Fall 2005
- Deeper qualitative research study on Vancouverites relationship with 'local' designed and fielded by Ci, for BALLE BC (Business Alliance for Local Living Economies)