

efairness

IMPORTANCE TO THE ECONOMY

JOBS

RETAIL
SUPPORTS 1 IN 4
AMERICAN JOBS.

Traditional retailers add nearly 4 jobs for every million dollars of increased sales; online-only retailers add just 1.



ECONOMIC HEALTH

93% of Americans say local retailers are important to their community's economic health.



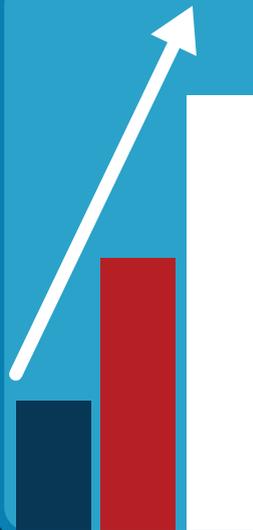
SMALL BUSINESS OWNERS

Efairness is critical to the survival of small local retailers. **95%** of all retailers operate just 1 location and employ fewer than 5 employees.



GROWTH

Efairness could increase GDP by **\$563.2 billion**, and add more than **1.5 million jobs** over the next 10 years.



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