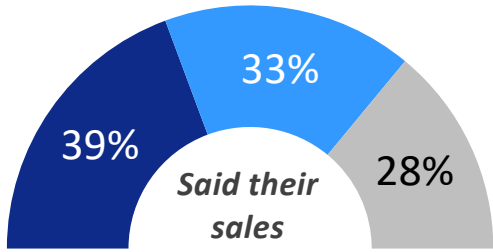


Shop Insights™

Retail Council of Canada 2018 PULSE CHECK

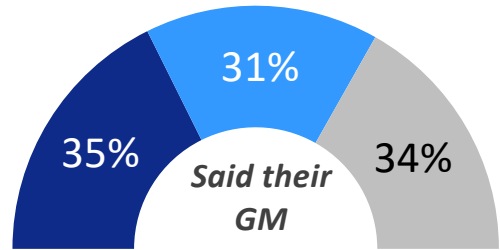
Sales Q1 2018 Vs. Q1 2017



■ Increased ■ Decreased ■ Remained the same

By **15%** **13%** ON AVERAGE

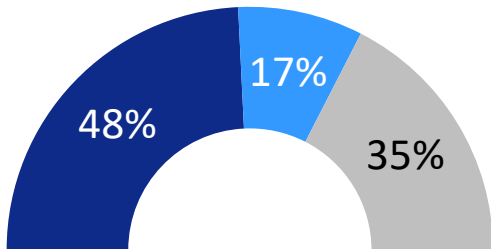
Gross Margin Q1 2018 Vs. Q1 2017



■ Increased ■ Decreased ■ Remained the same

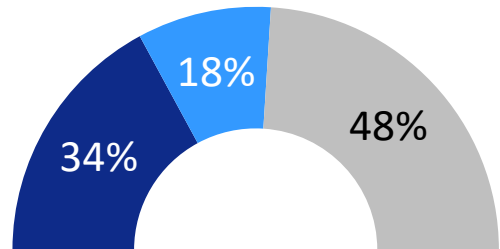
By **7%** **9%** ON AVERAGE

In the remainder of 2018 SALES will...



■ Increase ■ Decrease ■ Remain the same

GROSS MARGIN will...



■ Increase ■ Decrease ■ Remain the same

INCREASE

Because of changes in...



53%

MARKETING STRATEGY

DECREASE

Because of changes in...



61%

LOCAL/REGIONAL ECONOMY



47%

STORE OPERATIONS



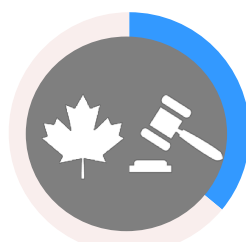
46%

COMPETITION FROM OTHER RETAILERS



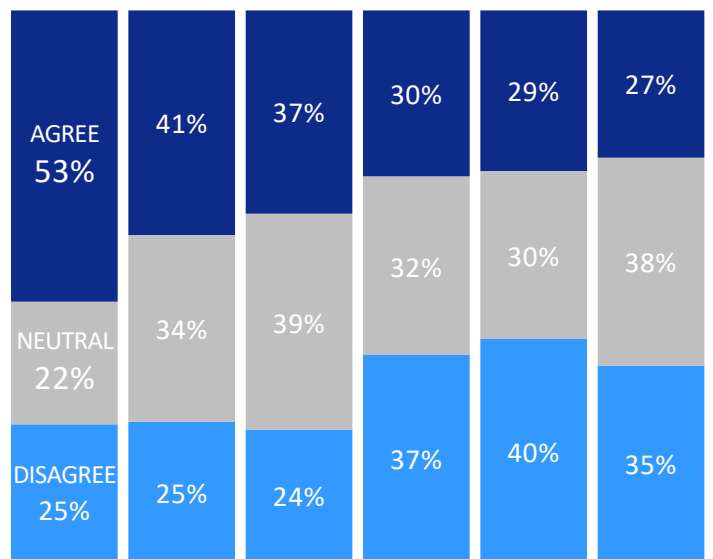
46%

LOCAL/REGIONAL ECONOMY



36%

GOVERNMENT REGULATIONS



Overall, I feel more optimistic in 2018

Customers appear to be purchasing more in each transaction on average

Customers seem more optimistic in 2018

I am seeing a larger number of customers in my store in 2018

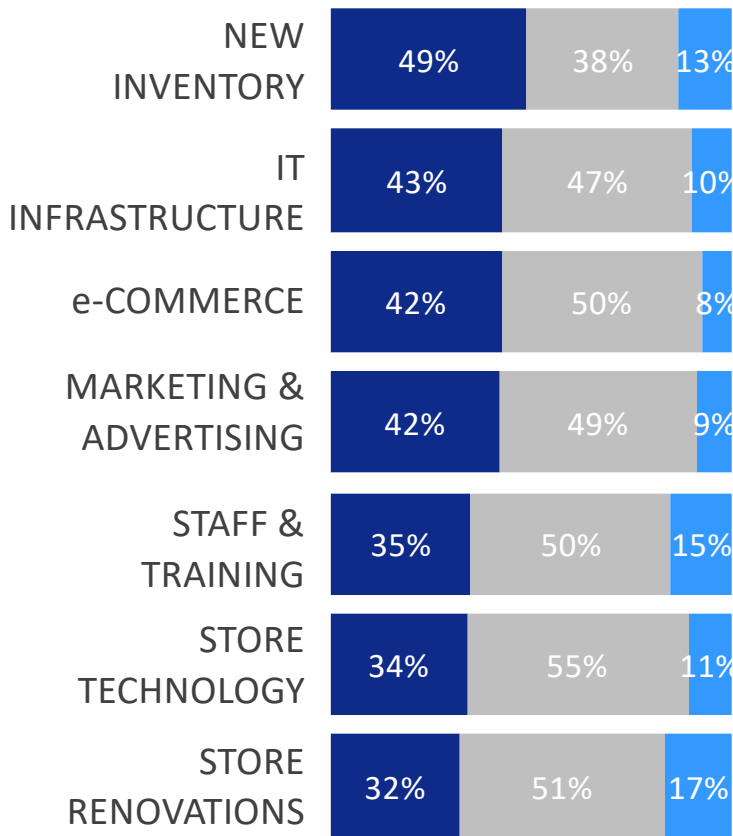
Customers appear to be spending more freely in 2018

Customers appear to be purchasing more frequently

2018 PULSE CHECK

EXPECTED CHANGES IN INVESTMENT

INCREASE STAY THE SAME **DECREASE**



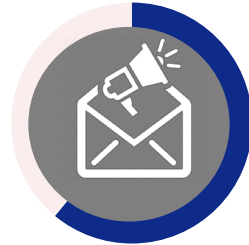
96% ARE PRESENT ON AT LEAST ONE OF THE FOLLOWING...



81%
SOCIAL MEDIA



61%
e-COMMERCE WEBSITE FOR DESKTOP



60%
EMAIL PROMOTIONS



57%
ONLINE ADVERTISING/SEM



47%
e-COMMERCE WEBSITE FOR MOBILE



AVERAGE INTENDED INVESTMENT ON A SCALE OF 1-5

CONCERNED NOT CONCERNED



Become a Member of Retail Council of Canada

Save Money. Be Heard. Stay Informed.
Become a member of Retail Council of Canada today
at RetailCouncil.org/join or call 1 888 373-8245

@RETAILCOUNCIL

#RETAILMATTERS