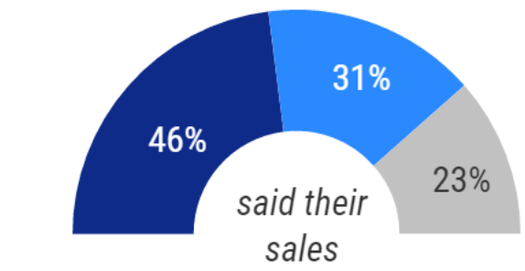
ShopInsights™

Survey of independent retailers
Retail Council of Canada 2016 PULSECHECK

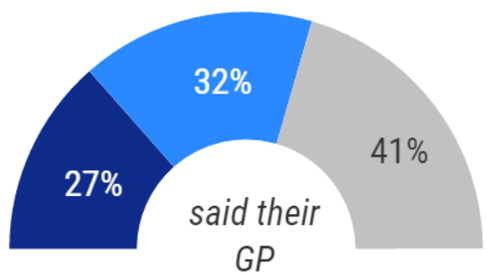
Sales 2016 vs 2015



Increased Decreased Remained the same

BY 12% 17% ON AVERAGE

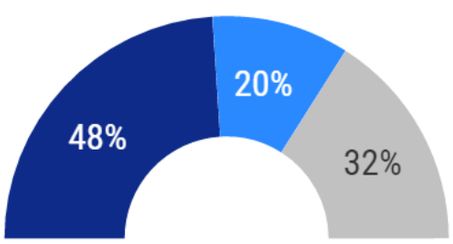
Gross Profit 2016 vs 2015



Increased Decreased Remained the same

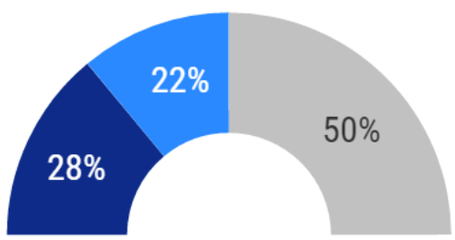
BY 7% 12% ON AVERAGE

In the remainder of 2016 SALES will...



Increase Decrease Stay the same

GROSS PROFIT will...



Increase Decrease Stay the same

INCREASE
because of changes in...

44% MARKETING STRATEGY

33% STORE OPERATIONS

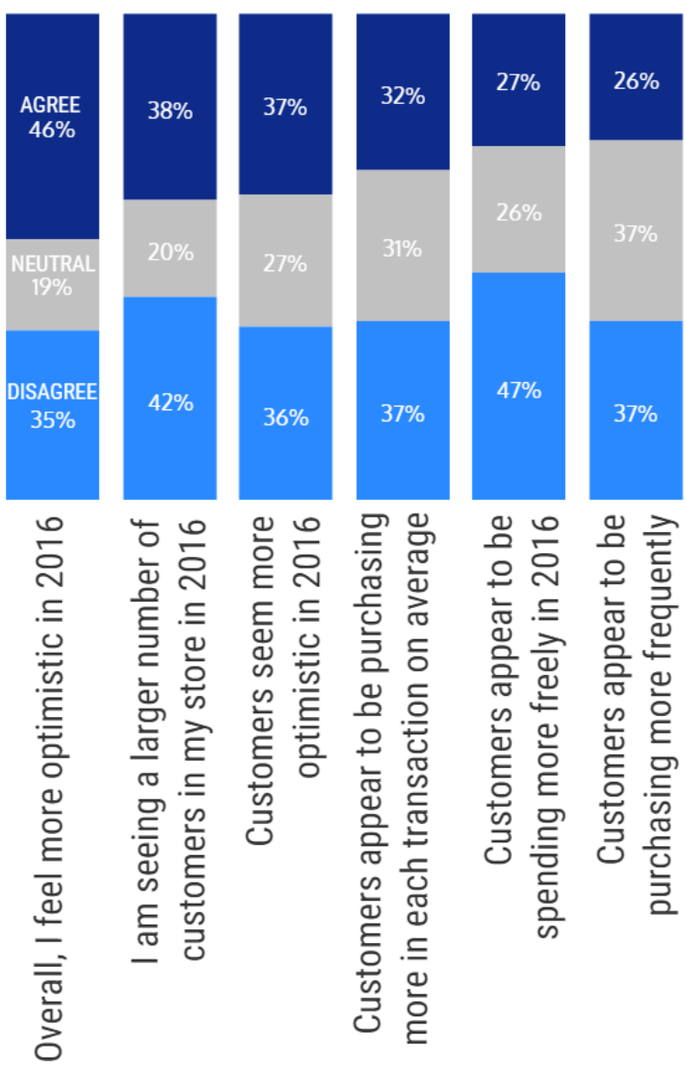
30% PROMOTION STRATEGY

DECREASE
because of changes in...

64% LOCAL/REGIONAL ECONOMY

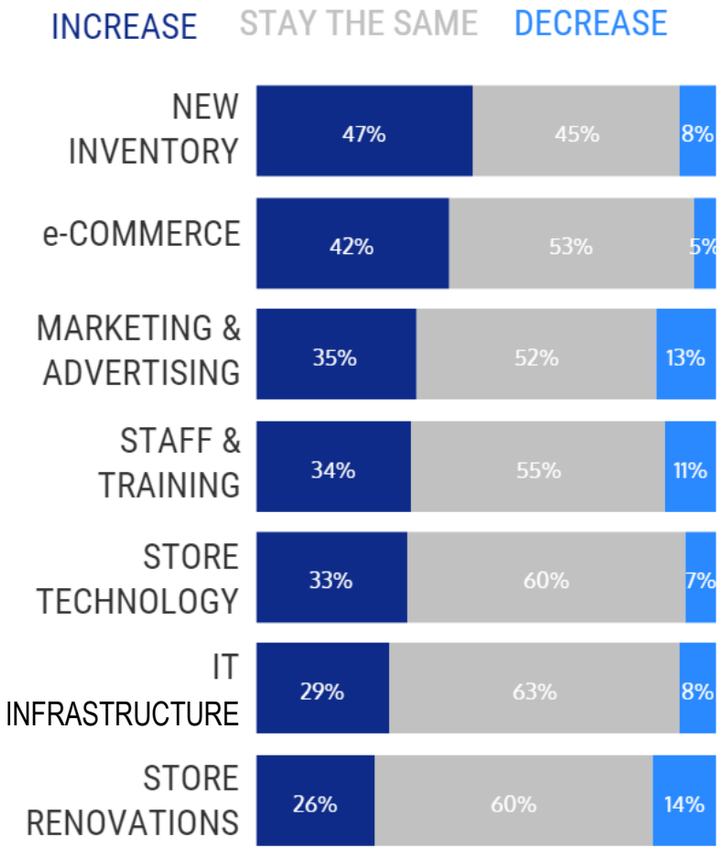
56% VALUE OF THE CDN $

42% COMPETITION FROM OTHERS



2016 PULSE CHECK

EXPECTED CHANGES IN INVESTMENT



CONCERNED NOT CONCERNED

32% / 68% Competition from online Canadian retailers

35% / 65% Competition from large retailers

40% / 60% Current or changing government regulations or taxes

46% / 54% Competition from other independent retailers

50% / 50% Competition from international ecommerce

93% ARE PRESENT ON AT LEAST ONE OF THE FOLLOWING...

77% SOCIAL MEDIA — AVERAGE INTENDED INVESTMENT ON A SCALE OF 1-5: 2.5

58% ONLINE ADVERTISING/ SEO — 2.9

51% EMAIL PROMOTIONS — 3.3

50% e-COMMERCE WEBSITE FOR DESKTOP — 3.0

36% e-COMMERCE WEBSITE FOR MOBILE — 3.3

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Retail Council of Canada

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