Shop*Insights*™

Retail Council of Canada 2017 - Brick & Mortar

Independent Retailer Survey: Operations - Brick & Mortar

Type of retail business owned by independent retailers



Have a Brick & Mortar store



Have both an Online store and a Brick & Mortar store

Setting up a Brick & Mortar

When independent retailers try obtaining relevant information:



61%

Said YES there is enough information when selecting Brick & Mortar business locations





57%

Said there is NOT enough information for Negotiating Leases

Number of years the Brick & Mortar has been in business:



= **1** = **3 1 73%**

Said more than 90% of their business sales comes from their brick and mortar store.

In the coming year, retailers plan to:

74% Keep the same store, no changes
14% Expand the existing store(s)
11% Open a new store(s)

Sources used to select a new store location:



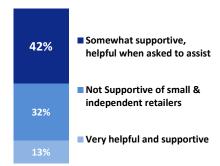
Top sources of information that are helpful for leases:



Prior to opening their brick & mortar stores, retailers felt that the following tasks were the easiest and most difficult:



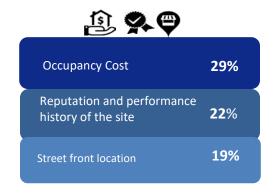
When looking for retail locations, potential landlords and management companies are considered:



Having a brick and mortar presence impacts my business by:



Top 3 most important factors when deciding on a location:



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the online store

