



**CANADIAN FEDERATION  
OF INDEPENDENT BUSINESS**

*In business for your business™*



# 2019 National Retail Sector Survey

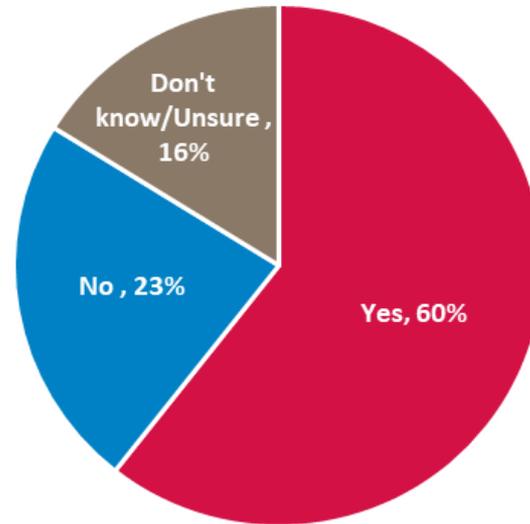
*Analysis based on final results collected  
from 2019-11-07 to 2019-11-25*



# Methodological Notes

- These final results for the CFIB National Retail Sector online survey were collected from November 11, 2019 to November 25, 2019 and are based on a sample of 1,663 small retail business owners from Canada.
- For comparison purposes, a probability sample with the same number of respondents would have a margin of error of plus or minus 2.4 per cent, 19 times out of 20.

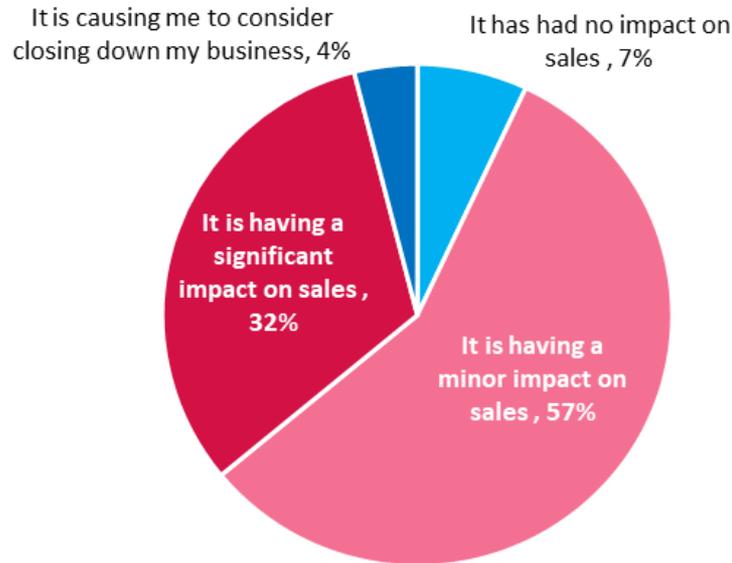
Do you suspect you have had customers who look at, try on, or use products in your store, and/or ask for employee expertise, before purchasing the same item online from a different retailer (also known as “showroom shopping”)?



Source: CFIB, 2019 National Retail Sector Survey, November, 2019. n=1,663. Numbers may not add to 100% due to rounding.

- 60% of members suspect that they have experienced show room shopping in their business;
- there is also a high response for Don't know/Unsure, possibly indicating that more may have experienced the problem.

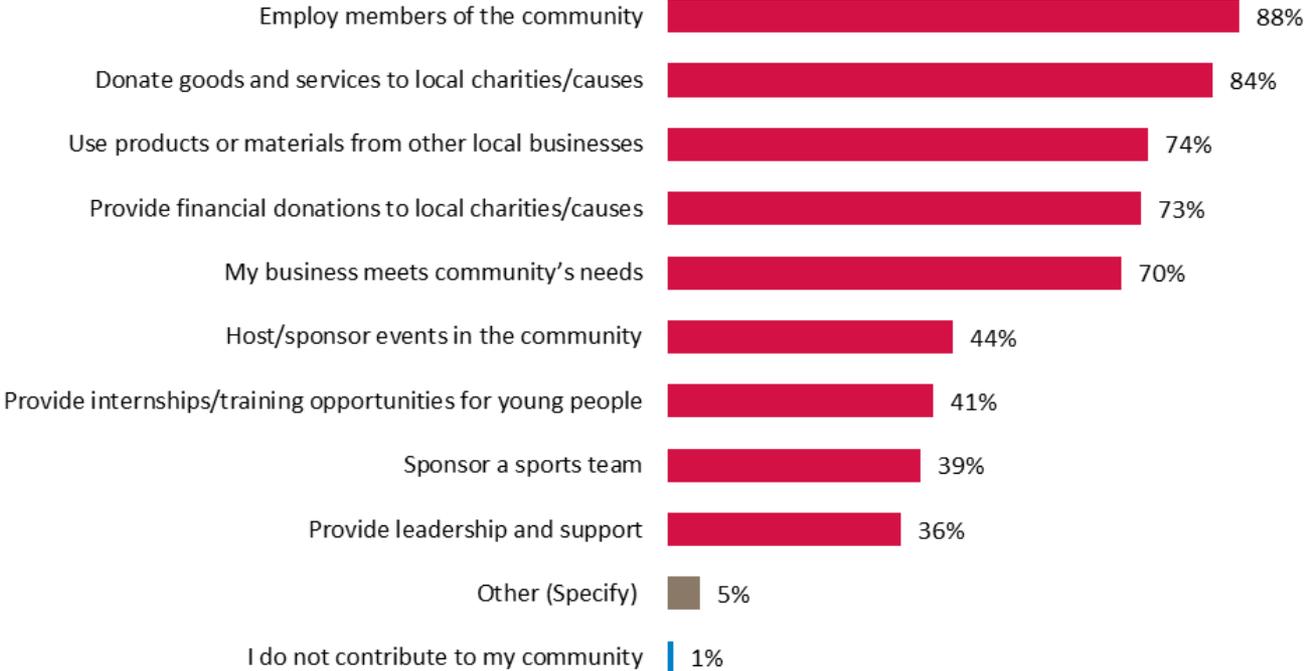
(If = "Yes") Which of the following statements best describes your business's experience with showroom shopping?



Source: CFIB, 2019 National Retail Sector Survey, November, 2019. n=836.

- Of the 60% of members that believe they have experienced showroom shopping, 32% indicate that it is having a significant impact on sales and 57% indicate it is having a minor impact.
- While only 4% indicate that they are considering closing their business as a result, nearly 90% of members indicate that their sales have been impacted in some capacity by result of showroom shopping.

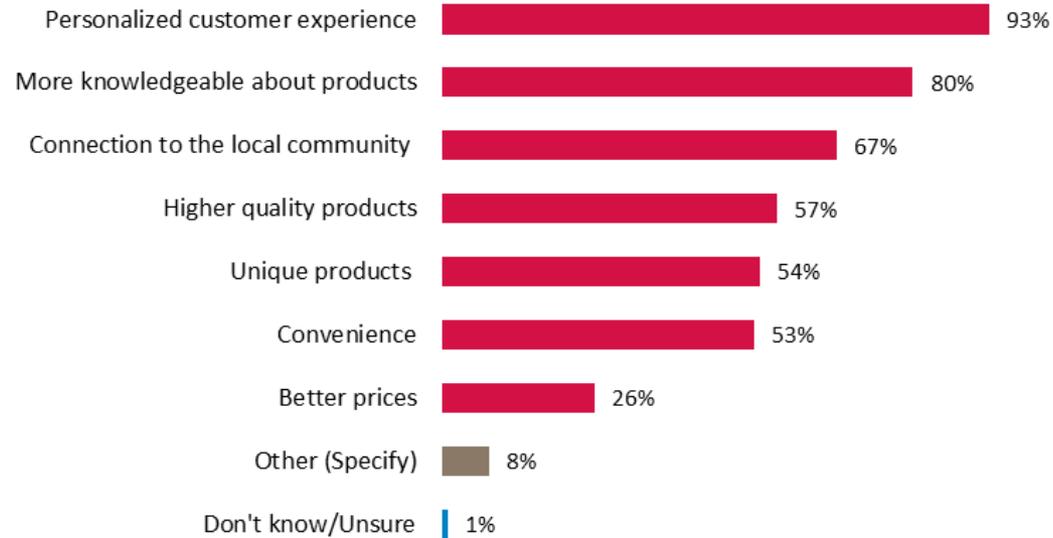
# As a business owner, how do you contribute to your community? (select as many as apply)



Source: CFIB, 2019 National Retail Sector Survey, November, 2019. n=1,663

- There are significant contributions being made by small business owners to their community, particularly in the areas of employing members of the community, donating goods, services and money to local causes, and providing support to other local businesses.
- Only 1% of those surveyed indicate that they do not contribute to their community in any way.

## What main strengths set your business apart from your big-business competition?



Source: CFIB, 2019 National Retail Sector Survey, November, 2019. n=1,663

- Small business owners indicate a number of qualities that set their business apart from big-business competition, with over half of members selecting each option other than “better prices”.
- 93% of members indicate that they offer a personalized customer experience where their big business counterparts do not.



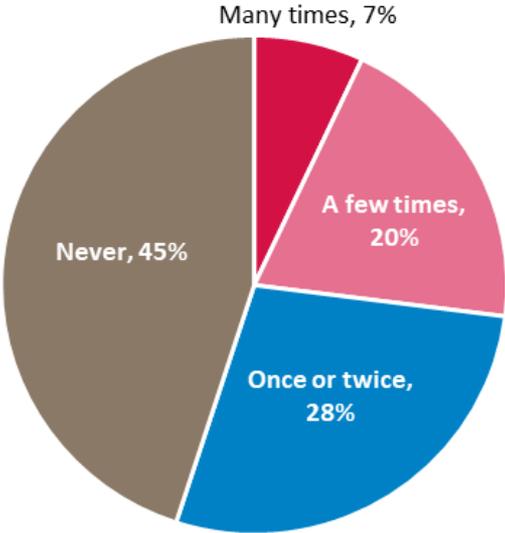
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# Canadians' perspectives on small business

*Results of a public opinion poll conducted in  
partnership with Angus Reid Global*

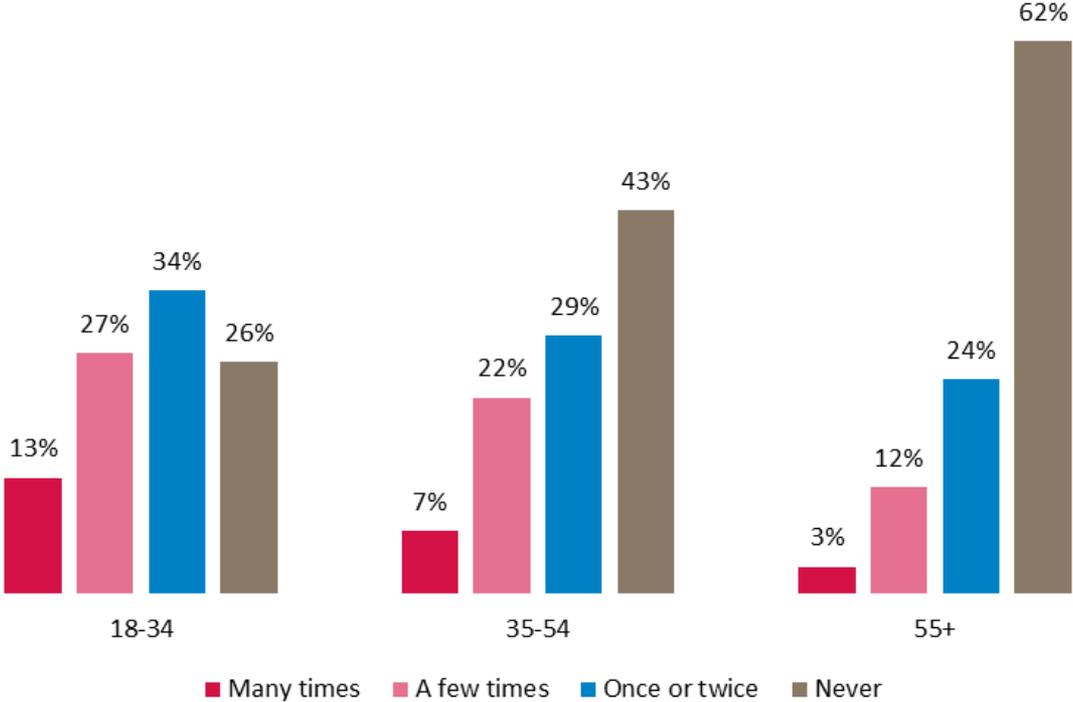
How often, if ever, have you looked at a product (or tried it on) in a store but then bought that same item online from a different retailer?



Source: Forum Angus Reid, September 2019, n=1,510. Numbers may not add to 100% due to rounding

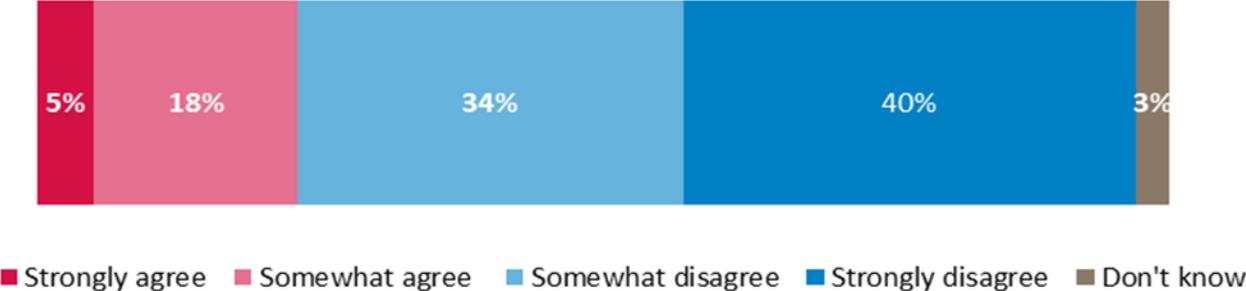
- 55% of consumers have showroom-shopped at least once.

# How often, if ever, have you looked at a product (or tried it on) in a store but then bought that same item online from a different retailer? (By age)



Source: Forum Angus Reid, September 2019, n=1,510. Numbers may not add to 100% due to rounding

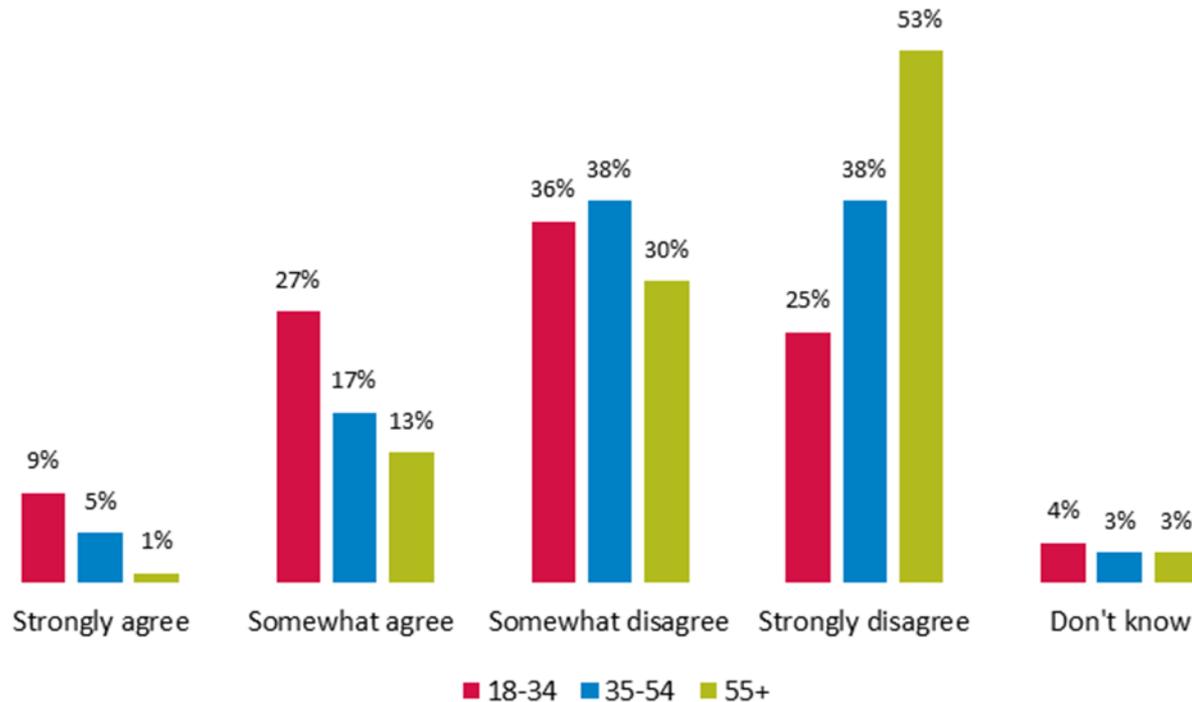
To what extent do you agree or disagree with the following statement: I prefer to shop online than visit my local small business



Source: Forum Angus Reid, September 2019, n=1,510. Numbers may not add to 100% due to rounding

- 74% of consumers would rather shop at a local business than online

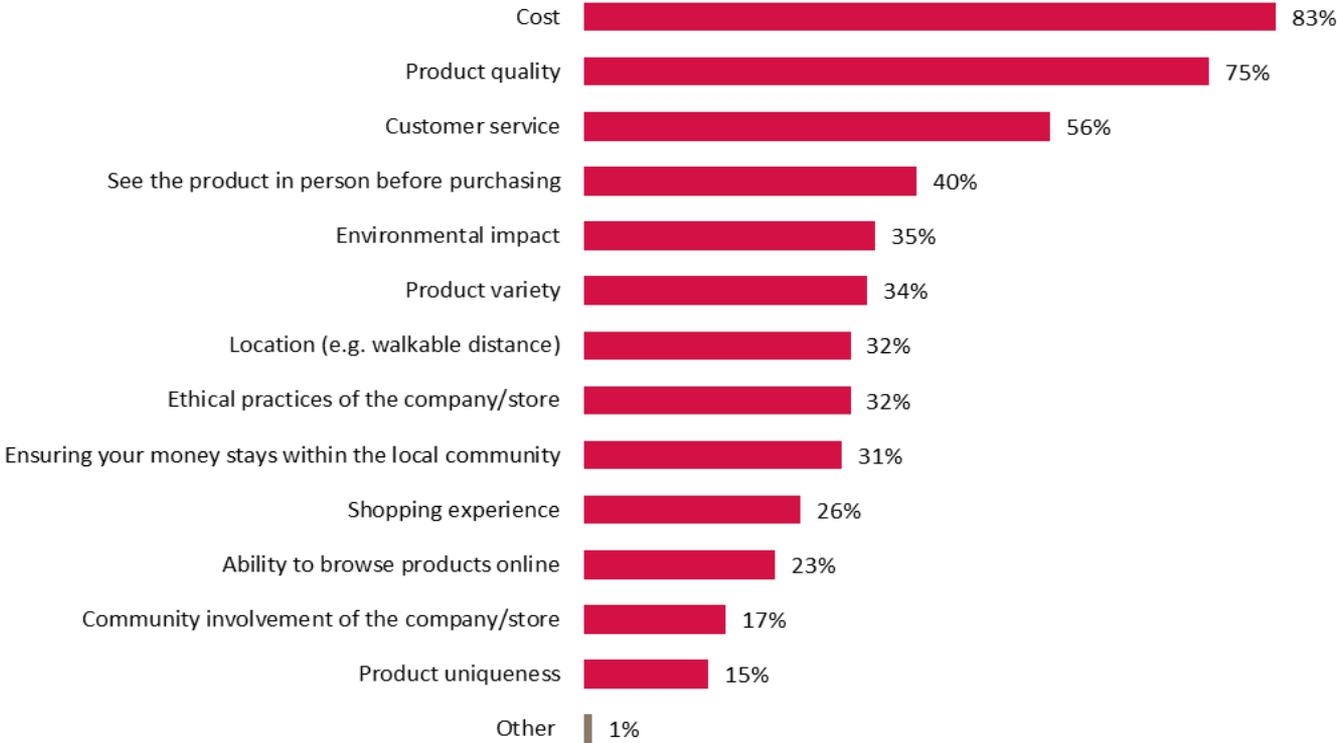
To what extent do you agree or disagree with the following statement: I prefer to shop online than visit my local small business (By age)



Source: Forum Angus Reid, September 2019, n=1,510. Numbers may not add to 100% due to rounding.

- 18-34 year-olds are more likely to prefer online shopping than those 35 and older

# What is most important to you when you shop in general?



Source: Forum Angus Reid, September 2019, n=1,510.

# About the survey

These are the findings of a survey conducted by the CFIB in partnership with Angus Reid Global from September 11 to September 13, 2019 with a representative sample of 1,510 online Canadians who are members of the Angus Reid Forum. The survey was conducted in English and French.

The precision of Angus Reid Forum online polls is measured using a credibility interval. In this case, the poll is accurate to within +/- 1.8 percentage points, 10 times out of 20, had all Canadians been polled. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.

## **About the Angus Reid Forum**

The Angus Reid Forum is Canada's most well-known and trusted online public opinion community consisting of engaged residents across the country who answer surveys on topical issues that matter to all Canadians.