

Independent Business Survey Nova Scotia results January 2010

Results for	Nova Scotia	
Number of Responses	24	
Change in Holiday Sales (Nov & Dec 2009)		
Retailers	-0.8%	(4 reporting)
Non-Retailers	0.1%	(13 reporting)
All respondents*	-0.1%	(17 reporting)
* excludes those who reported a major change rendering year over year comparisons inappropriate.		
Q2. In your community, is there an active "Buy Local", "Local First" or other similar educational campaign that encourages people to support locally owned, independent businesses?		
Answer Options	Response Percent	Response Count
Yes	87.50%	21
No	4.20%	1
Don't Know/Not Sure	8.30%	2
Q3. If you said "yes" to Question 2, do you think that this campaign has had an impact on your business?		
Answer Options	Response Percent	Response Count
Significant positive impact.	14.30%	3
Moderate positive impact.	14.30%	3
A little positive impact.	38.10%	8
No impact.	33.30%	7
Negative impact.	0.00%	0
Don't know/Not sure.	0.00%	0
Q4. Regardless of whether there is a "Buy Local" initiative in your community, do you think the fact that your business is locally owned and independent matters to your customers?		

Answer Options	Response Percent	Response Count
It matters to most of my customers.	25.00%	6
It matters to some of my customers.	45.80%	11
It matters to only a few of my customers.	20.80%	5
It matters to none of my customers.	8.30%	2
I'm not sure.	0.00%	0
Q5. Would you say that public awareness of the benefits of supporting locally owned businesses has increased or decreased in the last year?		
Answer Options	Response Percent	Response Count
Increased	66.70%	16
Decreased	4.20%	1
Stayed the same	25.00%	6
Don't know / Not sure	4.20%	1
Q7. What category best describes your business?		
Answer Options	Response Percent	Response Count
Retail	16.70%	4
Restaurant or Café	0.00%	0
Construction	8.30%	2
Manufacturing	16.70%	4
Wholesale Trade	4.20%	1
Real Estate Sales and Management	0.00%	0
Professional Services	12.50%	3
Banking, Finance or Insurance	8.30%	2
Health Care	4.20%	1
Accommodation	4.20%	1
Transportation	0.00%	0
Other	25.00%	6
Comments		7

Q8. If your business is a retail store, what is your primary line of goods?		
Answer Options	Response Percent	Response Count
Appliances	0.00%	0
Antiques & collectibles	0.00%	0
Art	0.00%	0
Art supplies	0.00%	0
Autos & auto parts	0.00%	0
Beauty supplies	0.00%	0
Bicycles	0.00%	0
Books	10.00%	1
Cameras & photo printing	0.00%	0
Clothing & accessories	10.00%	1
Computers, software, & accessories	20.00%	2
Electronics	0.00%	0
Eyeglasses	0.00%	0
Fabric, yarn, or sewing supplies	0.00%	0
Flowers & plants	0.00%	0
Frames	0.00%	0
Furniture & home decor	0.00%	0
Gifts & souvenirs	0.00%	0
Groceries & specialty foods	20.00%	2
Hardware, paint & building supplies	0.00%	0
Housewares	0.00%	0
Jewelry	0.00%	0
Music CDs	0.00%	0
Musical equipment	0.00%	0
Office supplies & furniture	0.00%	0
Pet supplies	0.00%	0
Pharmacy	0.00%	0
Shoes	0.00%	0
Sporting apparel & equipment	0.00%	0
Toys	0.00%	0

Video/DVD sales & rentals	0.00%	0
Wine & Spirits	10.00%	1
OTHER (please specify below)	30.00%	3
Comments		8
Q9. Did you make a major change in your business this year that would render comparisons to last year's sales irrelevant? (For example, is yours a newly opened businesses or did you undertake a major change of location or major reconfiguration of your product offerings?)		
Answer Options	Response Percent	Response Count
Yes	25.00%	6
No	75.00%	18
Q10. Additional comments.		
Our farmers market is in its 2nd year and moved to a larger location this season. Our vendors are up by 25% and of building community.		
We've been trying to promote the benefits of buying local but find that customers frequently interpret this as self-serving (vs. generally promoting the concept community wide), so we've backed off somewhat. I'd like to see more public figures saying, 'I shop local, here's why you should consider it.' vs. the stores and businesses needing to convey the message.		
I'm pleased to hear about the new website you are launching for business members!		
Our credit union has made an effort over the last half of the year to promote local, this has caught on in our community, now others have adjusted their focus on local in their advertising. Our company has over the last 2 years reviewed all spending and we now have a buy local policy which is paying off in the community, we are leading by example		
Our big markets, Europe and Calgary, are in the dumps. Locally, we are holding our own and		

<p>doing better. However, our programs are efficient only with the greater mix of customers.</p>		
<p>Our company is over 20 years old and have been promoting NS all of this time. Some people absolutely get it, many don't. Seem to overcome China factor as people realize that buying once outweighs replacing product yearly.</p> <p>The relevance of comparing the two years is questionable because the figures depend on how much I work, how smartly I work, whether I'm raising my fees, the billing cycle (highly idiosyncratic, as I work alone and do my own bookkeeping) etc. I've been making improvements in these areas.</p>		
<p>People don't really understand what buying local means. They think if a store is locally owned and is sourcing products from China etc. it is still local. There is a huge disconnect.</p>		
<p>my business covers a lot of different ground, but the main emphasis in its vision is to produce clothes of appealing design (locally design) using certified organic cotton. there is a way to produce clothes so it is not a complete offshore production. and we being here in canada, can not grow most fabric, so when an article of clothing says 'made in canada' it usually means more so that it is labored in canada (as the fabric is imported in) supporting local business not just with regards to food is an important reminder. as we all need clothes and sometimes need to buy new clothes.</p>		