



**CANADIAN FEDERATION
OF INDEPENDENT BUSINESS**

In business for your business™

Small business in Canada: Motivating factors and public perception

Small Business week

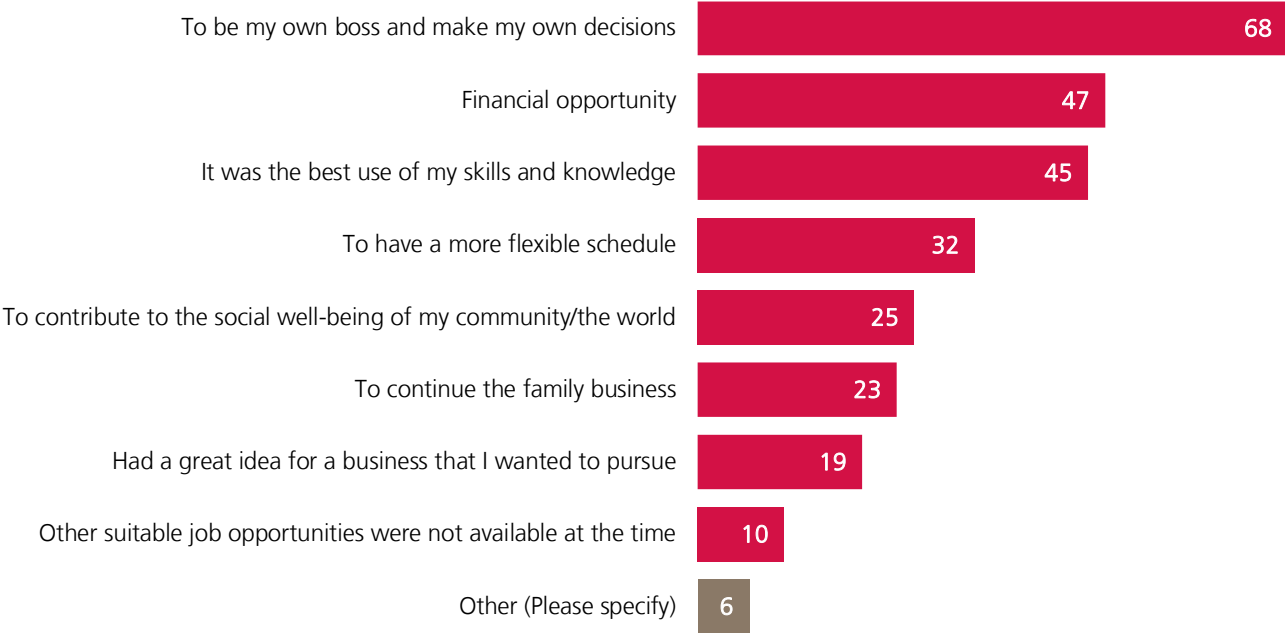
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Entrepreneurship is a choice. Small business owners want to be their own boss and make their own decisions.

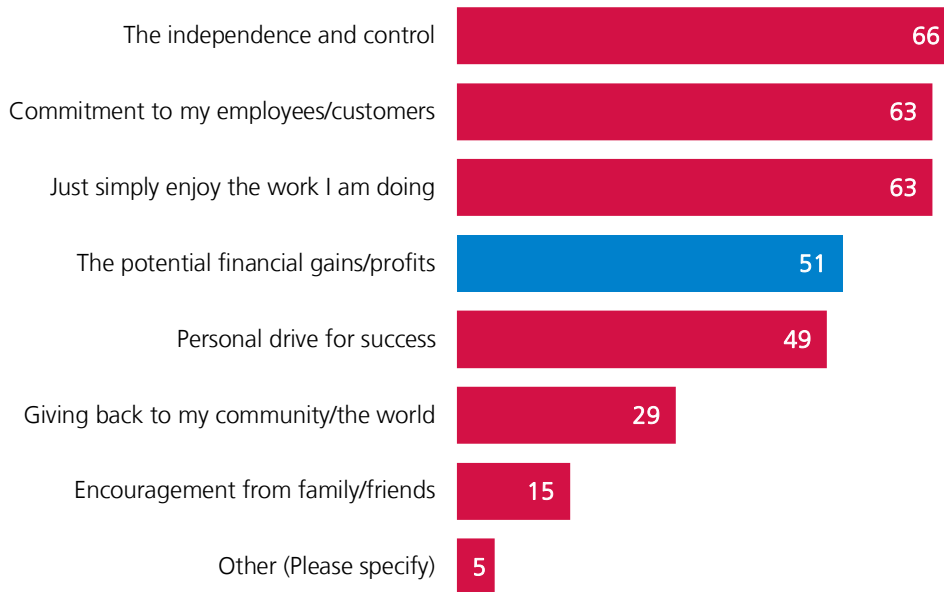
Why did you become a business owner? Select all that apply (in % of response)



Source: CFIB, member profile survey, May 7 – September 19, 2018, based on 3,151 responses

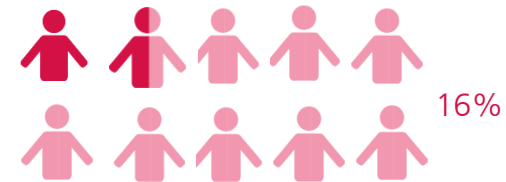
The independence and control of being a business owner and the commitment to employees & customers is more motivating than financial gain.

What motivates you to continue being a business owner? Select all that apply (in % of response)



Do you agree or disagree with the following statements? Somewhat or strongly agree

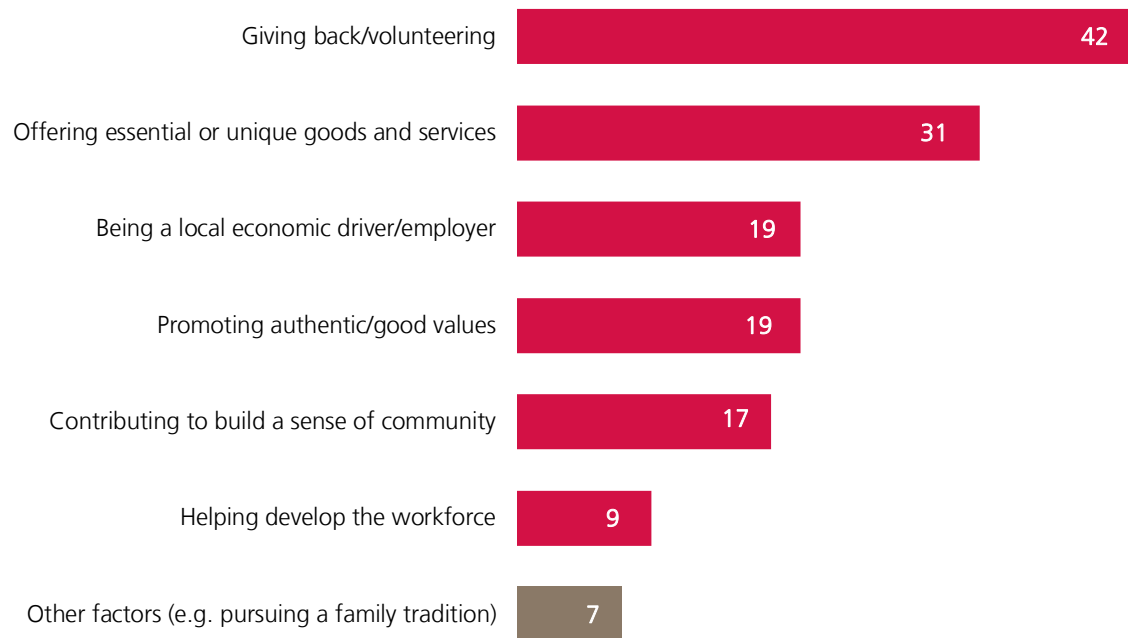
'I am in business exclusively to make money'



Source: CFIB, member profile survey, May 7 – September 19, 2018, based on 3,151 responses

More on motivating factors....

You mentioned contributing to the social well being of your community/the world was a motivating factor for either becoming a business owner or for continuing to be a business owner. Please describe what particularly motivates you?* open-ended (in % of response)

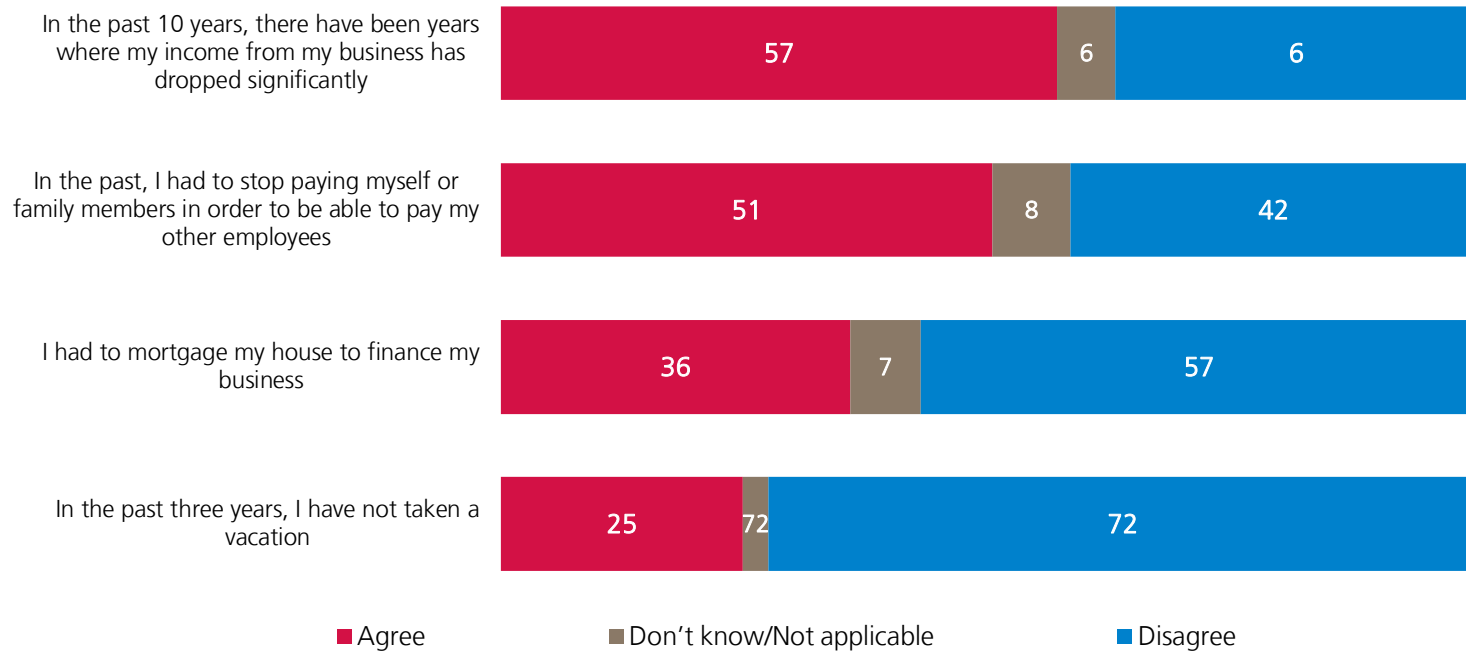


Source: CFIB, member profile survey, May 7 – September 19, 2018, based on 3,151 responses

*Although it was an open-ended question, a quick analysis revealed the motivating factors mentioned by members could be grouped into 6 categories. Numbers do not add up to 100 due to the fact that respondents could have indicated multiple motivating factors.

Small business owners make sacrifices to keep their business running.

Do you agree or disagree with the following statement? By agreement, (in % of response)



Source: CFIB, member profile survey, May 7 – September 19, 2018, based on 3,151 responses

Small business owners are respected, valued and considered vital to their communities.

Please indicate your level of agreement with the following, somewhat or strongly agree.

I respect small business owners*



95%

Small businesses are vital to my community



95%

I value the personal attention I get from a small business



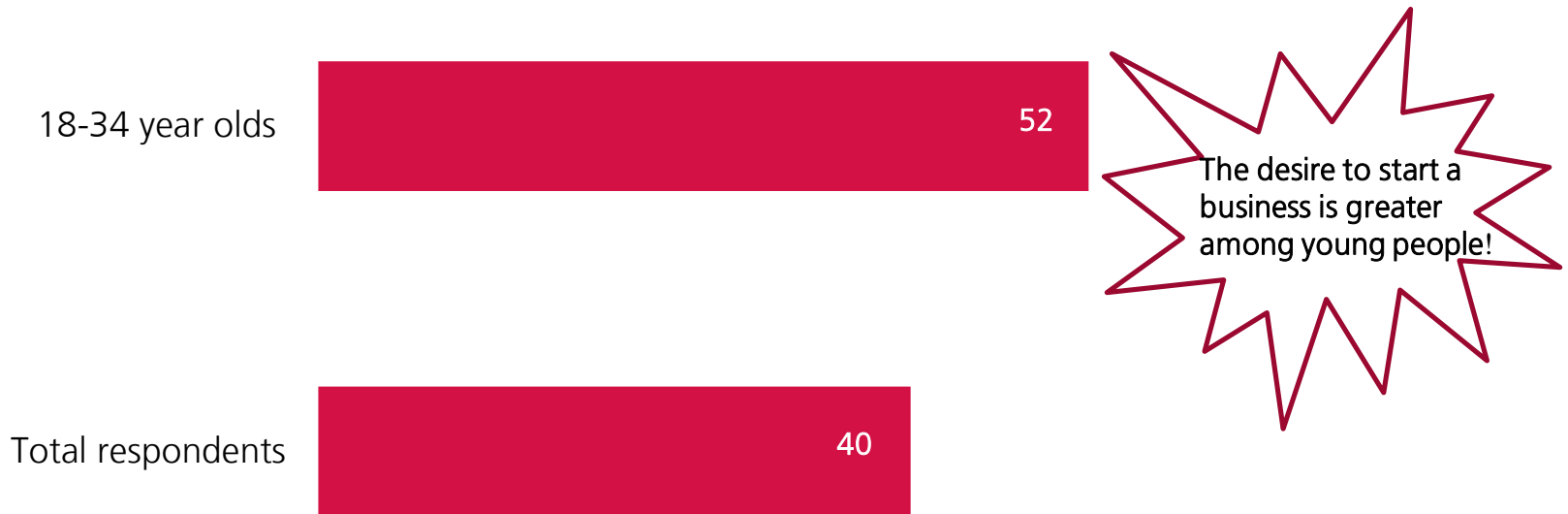
90%

Source: Angus Reid Forum, Sept 2019 (n=1,510)

• Question was worded: Generally speaking, how much respect do you have for the following groups or people. Results are not on an agreement scale but rather presented as 'somewhat respect' and 'most respect'.

More than half of surveyed 18 to 34 year olds want to start their own business someday.

Please indicate your level of agreement with the following: I want to start my own small business someday, somewhat or strongly agree, (in % of response).



Source: Angus Reid Forum, Sept 2019 (n=1,510)

About the CFIB member survey:

The results for the CFIB census survey were collected from May 7 to September 19, 2018 and are based on a sample of 3,151 small 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 1,75 per cent, 19 times out of 20.

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.

These are the findings of a study/survey conducted by CFIB from September 11 to 13, 2019 with a representative sample of n=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, 19 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.