



**CANADIAN FEDERATION
OF INDEPENDENT BUSINESS**

In business for your business™

Canadians' perspectives on small businesses

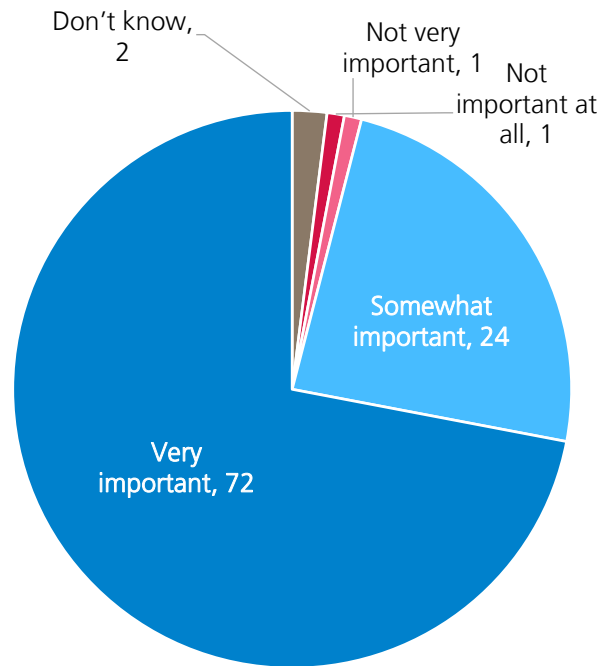
*Results of a public opinion poll conducted in partnership
with Angus Reid Global*

Mathieu Galliot, Policy Analyst

November 2019

Small businesses are important to Canada's future

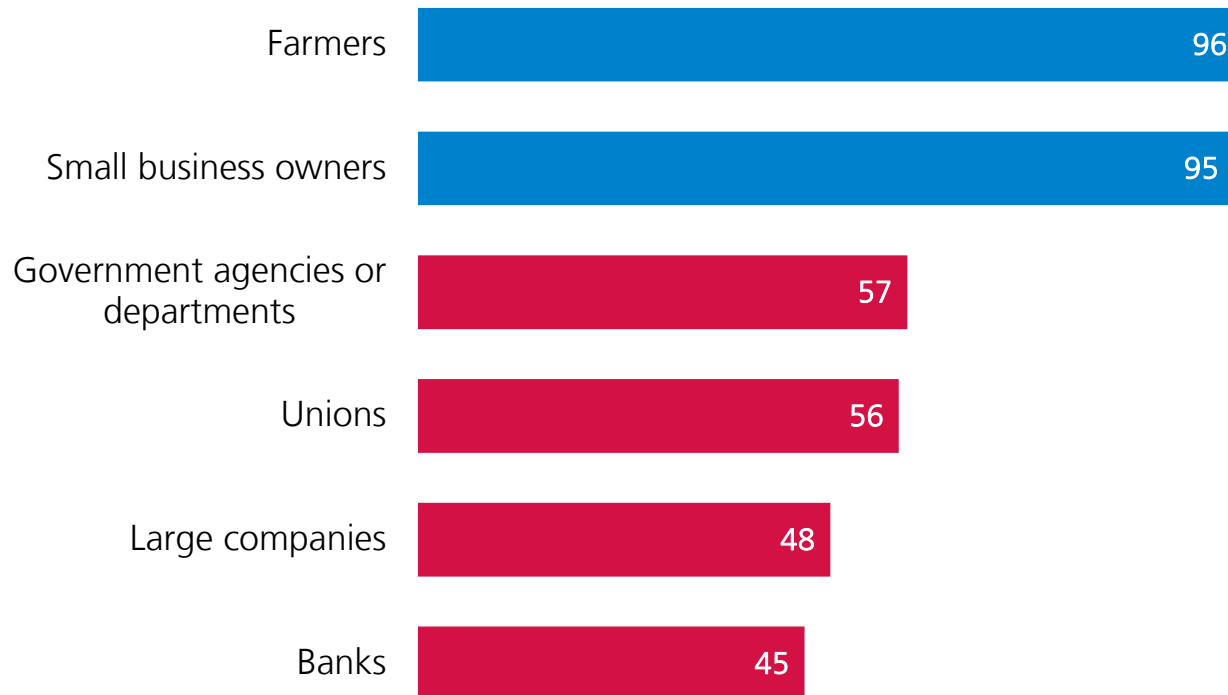
How important is small business to Canada's future? (% of responses)



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

Canadians respect entrepreneurs

Generally speaking, how much respect do you have for the following groups or people? (% of most respect/ somewhat respect)



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

Canadians respect entrepreneurs

Ranking of selected groups* by level of respect 2011-2019

| | Rank 2011 | Rank 2019 | Progress in ranking |
|------------------|-----------|-----------|---------------------|
| Farmers | 1 | 1 | - |
| Small businesses | 2 | 2 | - |
| Governments | 5 | 3 | +2 |
| Unions | 6 | 4 | +2 |
| Large companies | 3 | 5 | -2 |
| Banks | 4 | 6 | -2 |

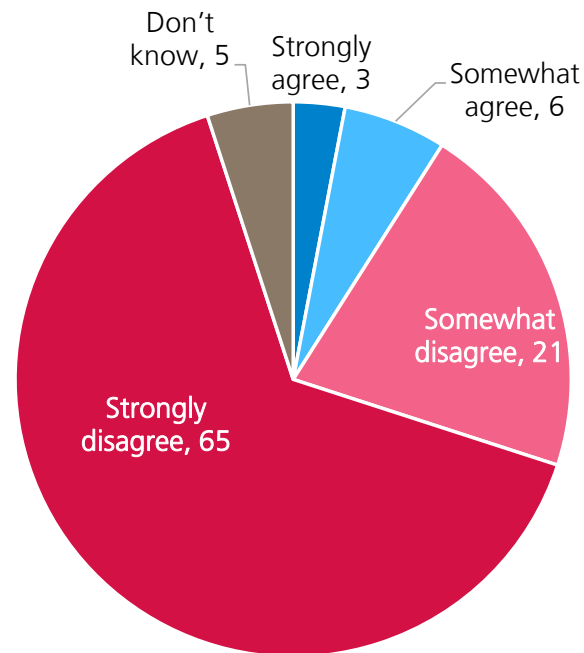
- Small businesses and farmers are still among the top most respected groups in 2019

Source: Forum Angus Reid, September 2019, n=1,510 ; Forum Angus Reid, April 2011, n= 2,028

*For comparison purposes, nurses, doctors, politicians and teachers have been ignored.

Canadians respect entrepreneurs

I think starting and operating a small business is easy (level of agreement in %)



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

Canadians respect entrepreneurs

Do you agree with the following statements (% of responses):

Small businesses should be subjected to a lower tax rate than larger businesses



Governments undervalue the contribution of entrepreneurs and small business in Canada

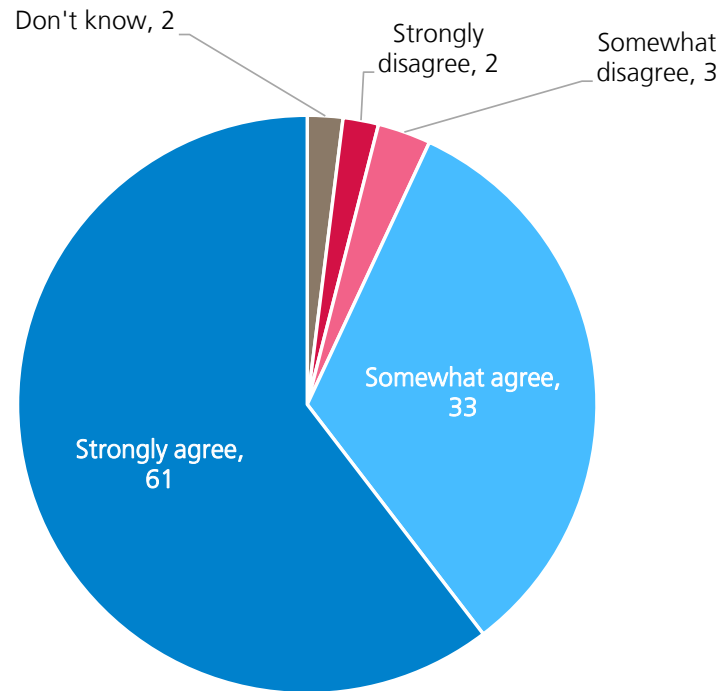


■ Strongly agree ■ Somewhat agree ■ Don't know ■ Somewhat disagree ■ Strongly disagree

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

Small businesses are vital to Canadian communities

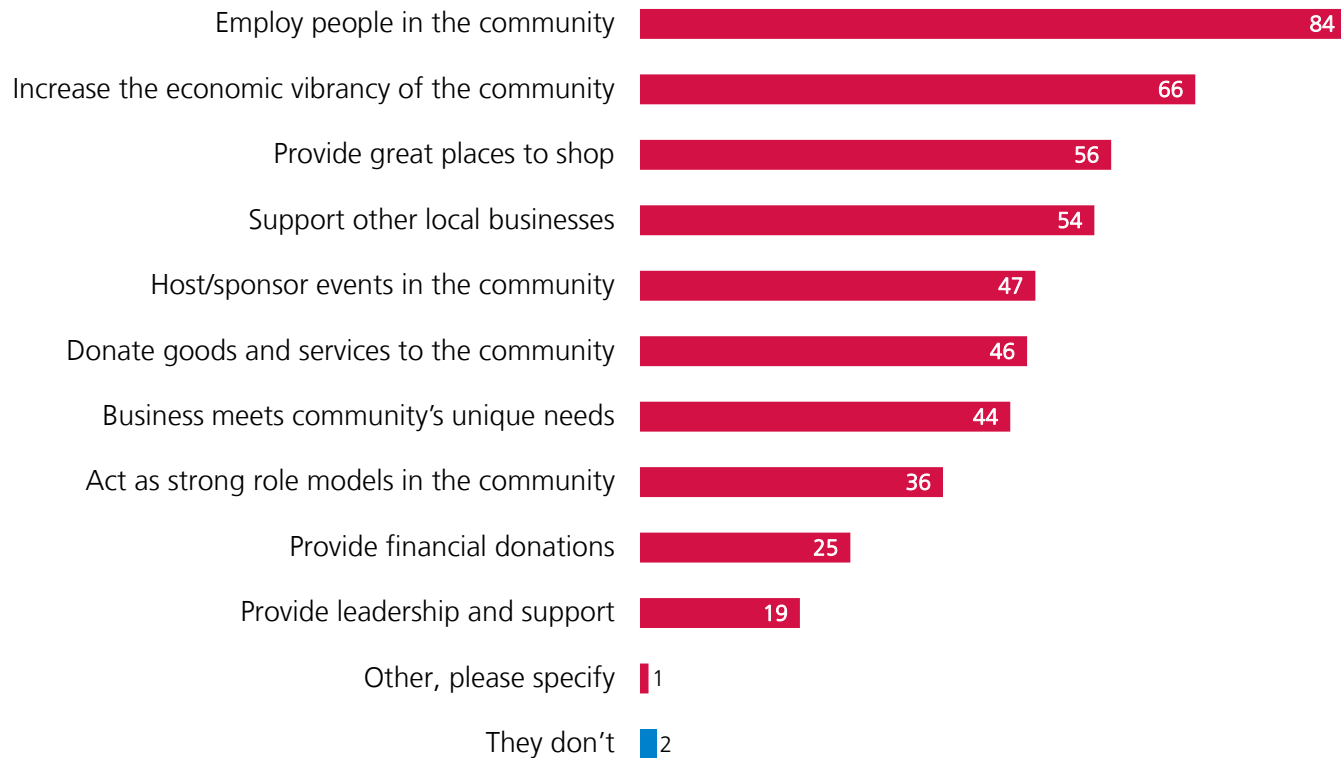
Small businesses are vital to my community (level of agreement in %)



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

Small businesses are vital to Canadian communities

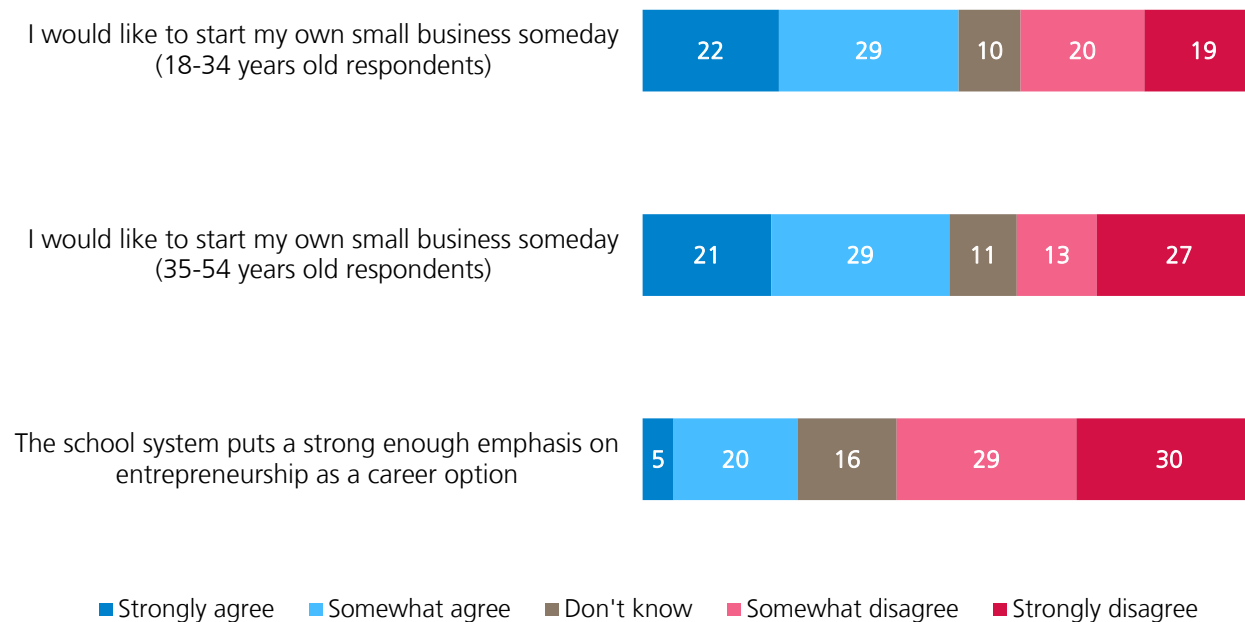
How do small businesses contribute to your community? (% of responses)



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

Canadians are interested in entrepreneurship, but face obstacles

Do you agree with the following statements? (% of responses):



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.

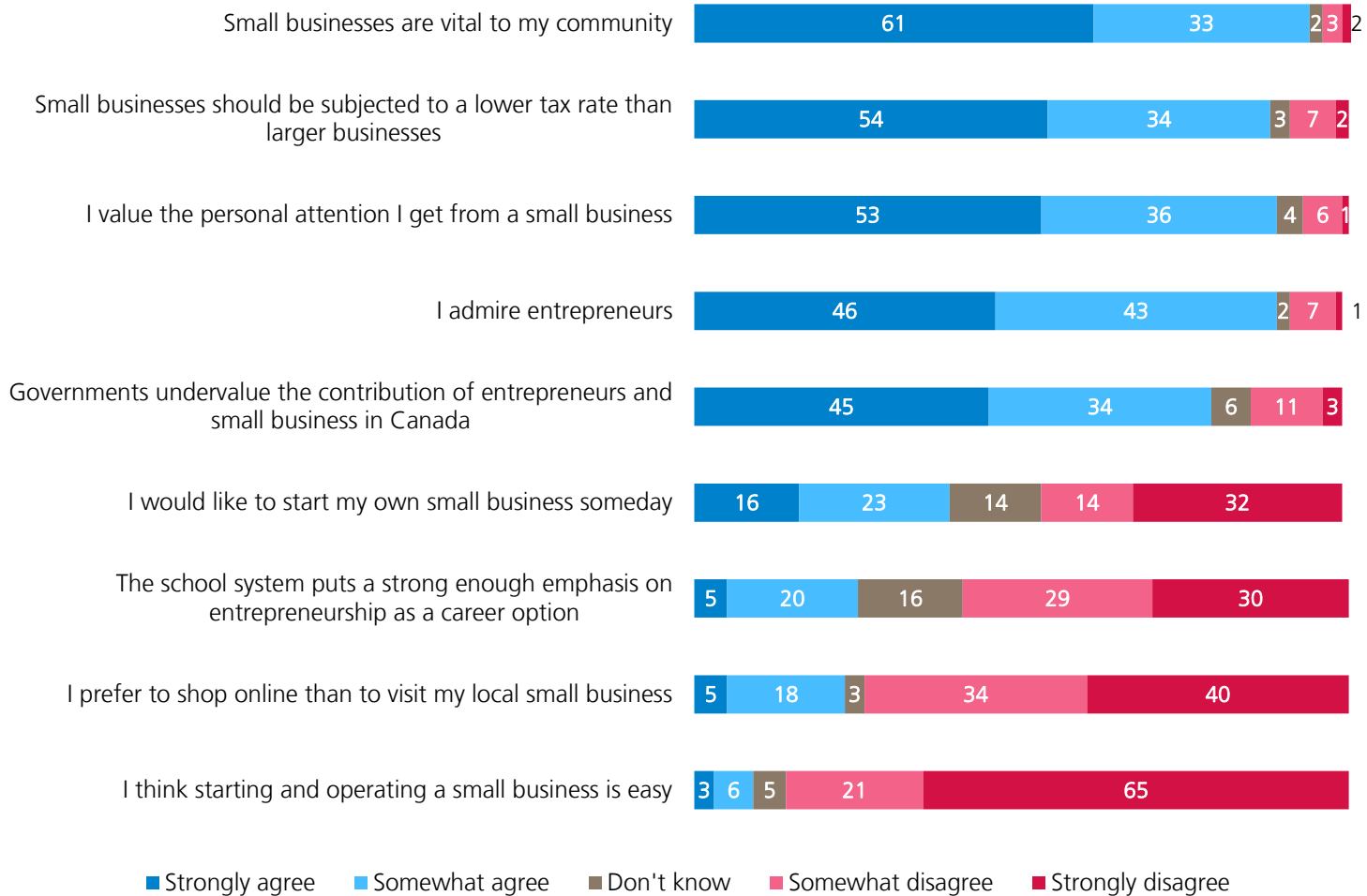
The precision of Angus Reid Forum online polls is measured using a credibility interval. In this case, the poll is accurate to within +/- 1.8 percentage points, 19 times out of 20, had all Canadians been polled. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.

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.

Annex A

Do you agree with the following statements? (% of responses):



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