



Your Voice Monthly Omnibus Survey

Key Results for January
2023

CFIB

**CANADIAN FEDERATION
OF INDEPENDENT BUSINESS**

In business for your business™

About the data in this report



Your Voice survey - final results for January 2023

- Type: An omnibus, controlled-access online CFIB survey.
- Active dates: January 18-31, 2023.
- Results: Based on responses from 3,403 CFIB members who are owners of Canadian independent businesses, from all sectors and regions of the country.
- For comparison purposes, a probability sample with the same number of respondents would have a margin of error of +/-1.7%, 19 times out of 20.

Highlights featured in this report

Slides

Business plans and priorities heading into 2023



- Over the next 12 months, 1 in 4 businesses (24%) have plans to expand; 1 in 10 either plan to scale down (7%) or permanently close (3%)
- Heading into 2023, small businesses would like governments to place the highest priority on addressing rising prices and the cost of doing business (94% - combination of high and medium priority responses)

4-12

Credit Cards



- Over 1 in 2 business owners (56%) generally know which credit cards carry higher fees for their business; 3 in 10 (29%) do not
- Of business owners that accept credit cards, nearly 3 in 4 say the “fair rate (as a % of the total \$ sale)” for them to pay to accept credit cards is 1% or less

13-14

Energy Costs



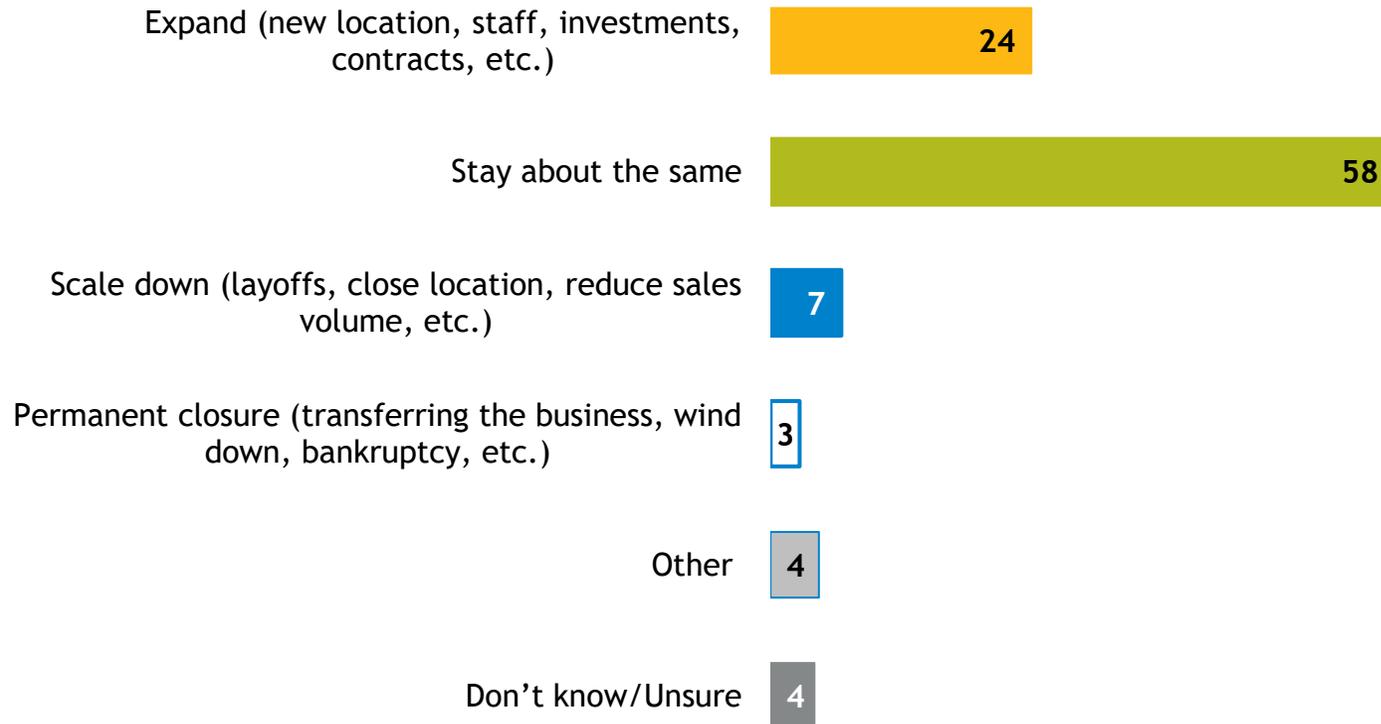
- Over the past 12 months, overall energy costs of 3 in 5 business owners (60%) increased substantially while energy consumption for the majority of businesses (55%) stayed about the same

15-20

Business plans and priorities for 2023



Over the next 12 months, 1 in 4 businesses have plans to expand 1 in 10 businesses plan to scale down or permanently close



Businesses with greatest share planning to expand

By sector

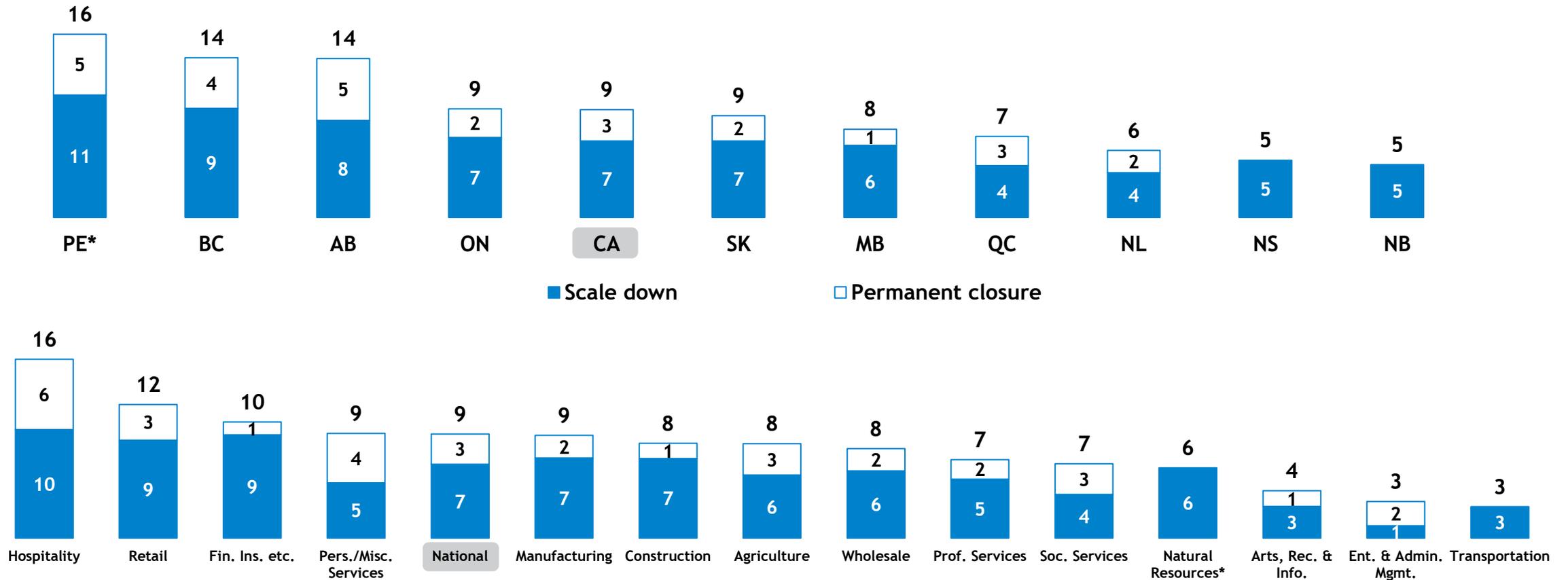
- Natural Resources (44%)*
- Arts, Rec. & Info. (39%)
- Manufacturing (33%)
- Professional Services (32%)
- Wholesale (30%)

By Province

- Quebec (32%)
- New Brunswick (28%)

Source: CFIB, Your Voice - January 2023 survey, January 18-31, 2023, final results, n = 3,395.
Question: "What are your business plans for the next 12 months?" (Select one)
Note: *Small sample size (<40).

Businesses plans over next 12 months, Scale down or Close permanently (By province and sector, % response)



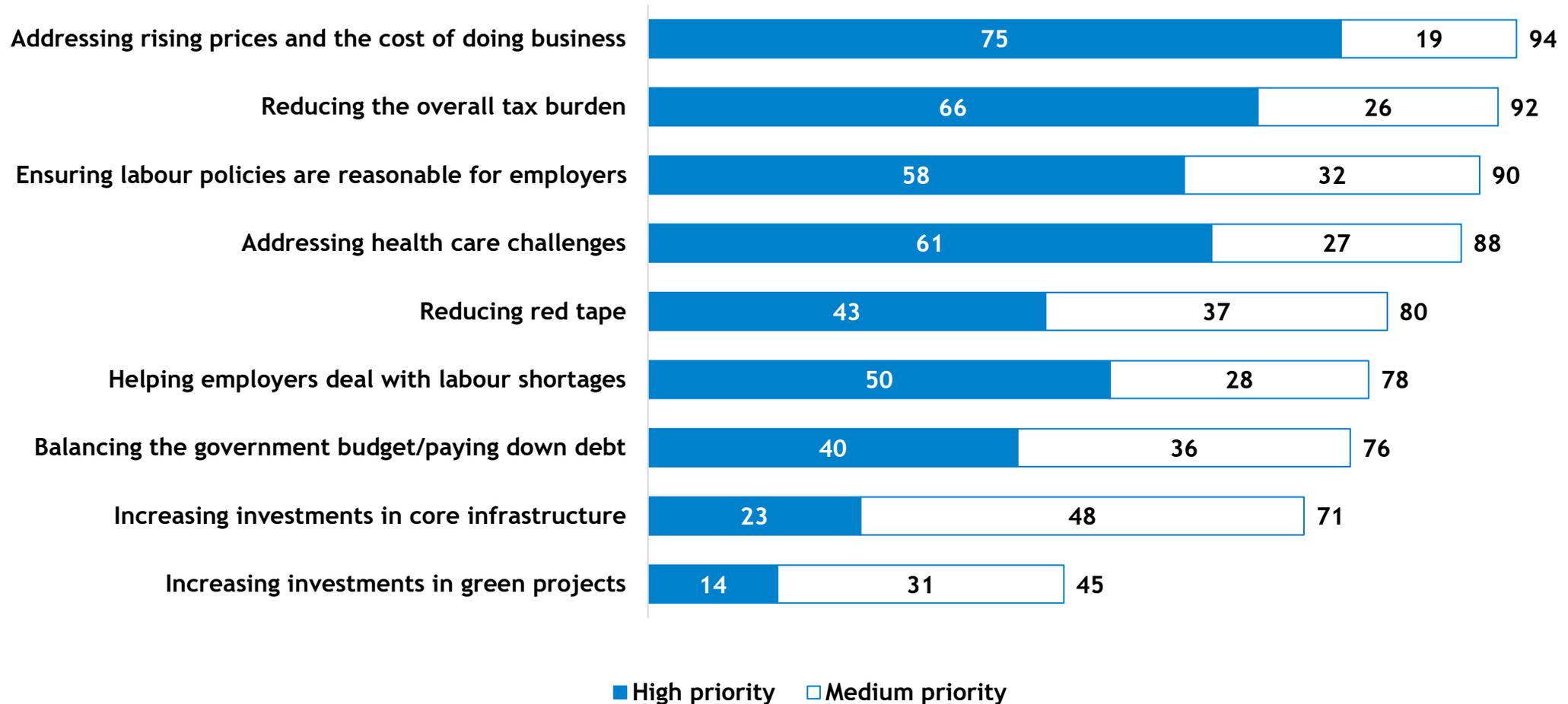
Source: CFIB, Your Voice - January 2023 survey, January 18-31, 2023, final results, n = 3,395.

Question: "What are your business plans for the next 12 months?" (Select one)

Notes: 1) *Small sample size (<40).

2) Totals may not add up due to rounding.

Heading into 2023, small businesses would like governments to place the highest priority on addressing **rising prices** and the **cost of doing business**



Source: CFIB, Your Voice - January 2023 survey, January 18-31, 2023, final results, n = 3,040 to 3,182.

Question: "Heading into 2023, please indicate the level of priority you would like governments to place on the following issues." (Select one for each line)

Note: Respondents that selected "Low priority", "Not a priority" and "Don't know/Not applicable" are not displayed. Totals will not add to 100%.

Top 3 issues governments should prioritize (By province)

Province	#1	#2	#3
BC	Addressing rising prices 94%	Reducing overall tax burden 91%	Ensuring labour policies are reasonable 90%
AB	Addressing rising prices 96%	Reducing overall tax burden 95%	Ensuring labour policies are reasonable 90%
SK	Addressing rising prices 95%	Addressing health care challenges 93%	Reducing overall tax burden 90%
MB	Addressing rising prices 95%	Reducing overall tax burden 92%	Ensuring labour policies are reasonable 90%
ON	Addressing rising prices 94%	Reducing overall tax burden 92%	Ensuring labour policies are reasonable 91%
QC	Addressing rising prices 93%	Reducing overall tax burden 90%	Helping with labour shortages 90%
NB	Addressing rising prices 99%	Addressing health care challenges 93%	Ensuring labour policies are reasonable 90%
NS	Addressing rising prices 98%	Reducing overall tax burden 97%	Addressing health care challenges 97%
PE*	Addressing rising prices 94%	Helping with labour shortages 89%	Reducing overall tax burden 88%
NL	Addressing health care challenges 98%	Addressing rising prices 96%	Reducing overall tax burden 95%

Source: CFIB, Your Voice - January 2023 survey, January 18-31, 2023, final results, n = 3,040 to 3,182.

Question: "Heading into 2023, please indicate the level of priority you would like governments to place on the following issues." (Select one for each line)

Notes: 1) Results shown are for the top 3 priorities (percentage shown is the sum of respondents that selected "High priority" or "Medium priority").

2) *Small sample size (<40).

Top 3 issues governments should prioritize (By sector)

Sector	#1	#2	#3
Agriculture	Reducing overall tax burden - 96%	Addressing rising prices - 94%	Reducing red tape - 93%
Natural Resources*	Reducing overall tax burden - 93%	Ensuring labour policies are reasonable - 93%	Addressing health care challenges - 90%
Construction	Addressing rising prices - 95%	Reducing overall tax burden - 93%	Ensuring labour policies are reasonable - 92%
Manufacturing	Addressing rising prices - 95%	Ensuring labour policies are reasonable - 92%	Reducing overall tax burden - 91%
Wholesale	Ensuring labour policies are reasonable - 92%	Reducing overall tax burden - 92%	Addressing rising prices - 91%
Retail	Addressing rising prices - 96%	Reducing overall tax burden - 91%	Ensuring labour policies are reasonable - 89%
Transportation	Addressing rising prices - 97%	Reducing overall tax burden - 97%	Addressing health care challenges - 95%
Arts, Rec. & Info.	Addressing rising prices - 94%	Ensuring labour policies are reasonable - 86%	Reducing overall tax burden - 84% Addressing health care challenges - 84%
Fin., Ins., etc.	Addressing health care challenges - 91%	Addressing rising prices - 88%	Reducing overall tax burden - 88%
Professional Services	Addressing rising prices - 93%	Addressing health care challenges - 90%	Reducing overall tax burden - 90%
Ent. & Admin. Mgmt.	Addressing rising prices - 93%	Reducing overall tax burden - 93%	Ensuring labour policies are reasonable - 92%
Social Services	Addressing rising prices - 94%	Reducing overall tax burden - 92%	Addressing health care challenges - 89%
Hospitality	Addressing rising prices - 98%	Reducing overall tax burden - 94%	Ensuring labour policies are reasonable - 92%
Personal, Misc. Services	Addressing rising prices - 96%	Reducing overall tax burden - 94%	Ensuring labour policies are reasonable - 90%

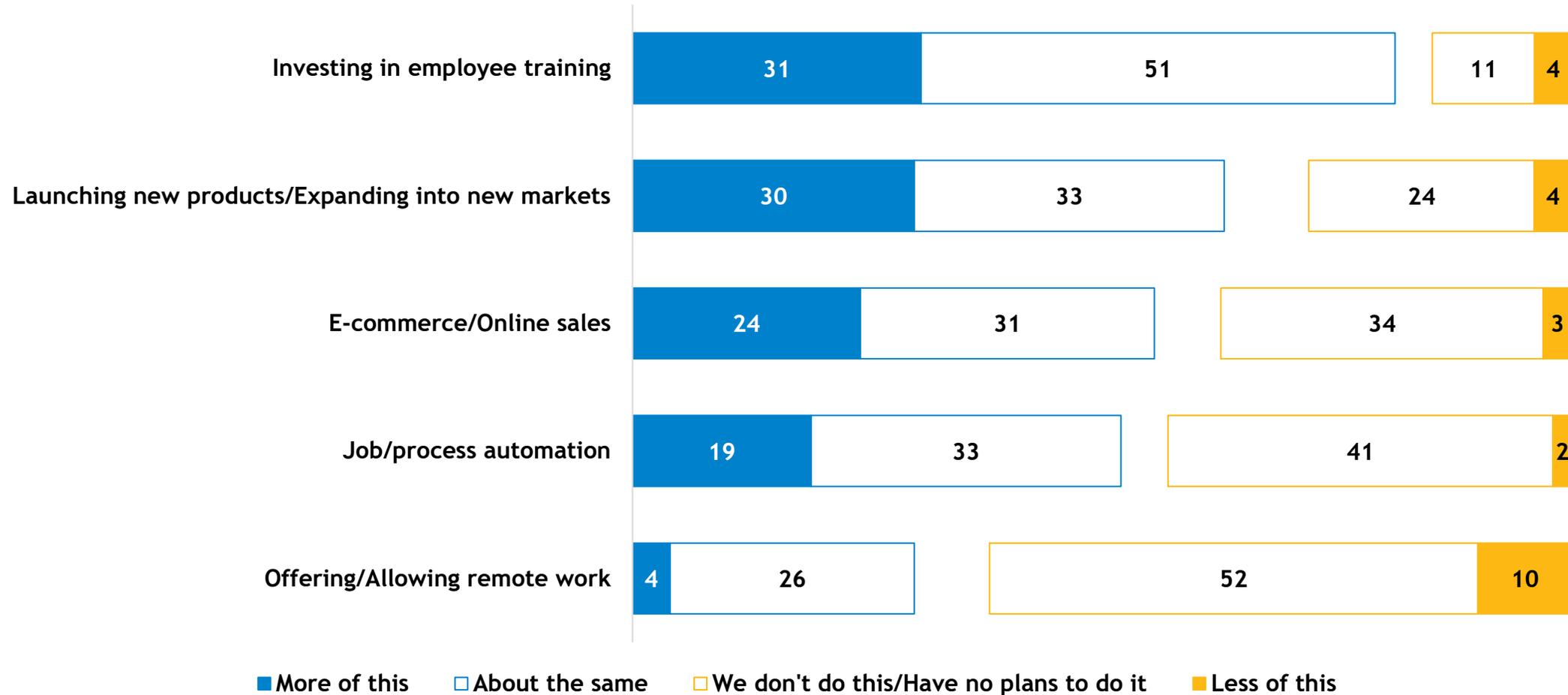
Source: CFIB, Your Voice - January 2023 survey, January 18-31, 2023, final results, n = 3,040 to 3,182.

Question: "Heading into 2023, please indicate the level of priority you would like governments to place on the following issues." (Select one for each line)

Notes: 1) Results shown are for the top 3 priorities (percentage shown is the sum of respondents that selected "High priority" or "Medium priority").

2) *Small sample size (<40).

This year about **3 in 10** businesses intend to invest more in **employee training** and launching **new products/expanding into new markets**



Source: CFIB, Your Voice - January 2023 survey, January 18-31, 2023, final results, n = 3,154 to 3,181.
 Question: "Compared to 2022, does your business intend to do more or less of each of the following in 2023?" (Select one for each line)
 Note: Respondents that selected "Don't know/Unsure" are not displayed. Totals will not add to 100%

Top 3 things businesses plan to do **more** of in 2023 (By province)

Province	#1	#2	#3
BC	Investing in employee training 31%	Launching new products/in new markets 25%	E-commerce/online sales 23%
AB	Launching new products/in new markets 32%	Investing in employee training 27%	E-commerce/online sales 23%
SK	Investing in employee training 33%	Launching new products/in new markets 25%	E-commerce/online sales 18%
MB	Investing in employee training 28%	Launching new products/in new markets 28%	E-commerce/online sales 22%
ON	Launching new products/in new markets 32%	Investing in employee training 31%	E-commerce/online sales 26%
QC	Investing in employee training 34%	Launching new products/in new markets 29%	E-commerce/online sales 25%
NB	Investing in employee training 27%	Launching new products/in new markets 26%	E-commerce/online sales 19%
NS	Launching new products/in new markets 38%	Investing in employee training 33%	E-commerce/online sales 25%
PE*	Investing in employee training 50%	Launching new products/in new markets 39%	E-commerce/online sales 28%
NL	Investing in employee training 29%	E-commerce/online sales 27%	Launching new products/in new markets 25%

Source: CFIB, Your Voice - January 2023 survey, January 18-31, 2023, final results, n = 3,154 to 3,181.

Question: "Compared to 2022, does your business intend to do more or less of each of the following in 2023?" (Select one for each line)

Note: *Small sample size (<40).

Top 3 things businesses plan to do **more** of in 2023 (By sector)

Sector	#1	#2	#3
Agriculture	Job/process automation - 29%	Launching new products/in new markets - 19%	E-commerce/online sales - 15%
Natural Resources*	Investing in employee training - 42%	Launching new products/in new markets - 32%	Job/process automation - 13%
Construction	Investing in employee training - 33%	Launching new products/in new markets - 24%	Job/process automation - 15%
Manufacturing	Launching new products/in new markets - 45%	Investing in employee training - 29%	Job/process automation - 32%
Wholesale	Launching new products/in new markets - 44%	E-commerce/online sales - 39%	Investing in employee training - 31%
Retail	E-commerce/online sales - 39%	Launching new products/in new markets - 31%	Investing in employee training - 29%
Transportation	Investing in employee training - 28%	Launching new products/in new markets - 24%	Job/process automation - 24%
Arts, Rec. & Info.	Launching new products/in new markets - 51%	Investing in employee training - 43%	E-commerce/online sales - 35%
Fin., Ins., etc.	Investing in employee training - 33%	Job/process automation - 33%	Launching new products/in new markets - 23%
Professional Services	Investing in employee training - 35%	Launching new products/in new markets - 29%	Job/process automation - 27%
Ent. & Admin. Mgmt.	Investing in employee training - 37%	Job/process automation - 29%	Launching new products/in new markets - 22%
Social Services	Investing in employee training - 31%	Launching new products/in new markets - 23%	E-commerce/online sales - 14%
Hospitality	Investing in employee training - 32%	E-commerce/online sales - 27%	Launching new products/in new markets - 26%
Personal, Misc. Services	Investing in employee training - 36%	Launching new products/in new markets - 20%	E-commerce/online sales - 14%

Source: CFIB, Your Voice - January 2023 survey, January 18-31, 2023, final results, n = 3,154 to 3,181.

Question: "Compared to 2022, does your business intend to do more or less of each of the following in 2023?" (Select one for each line)

Note: *Small sample size (<40).

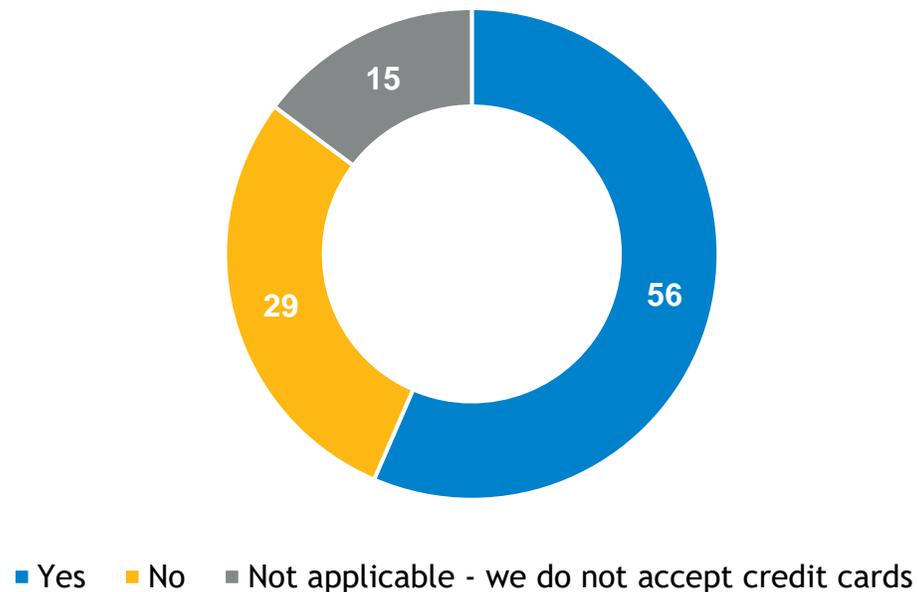
Credit cards



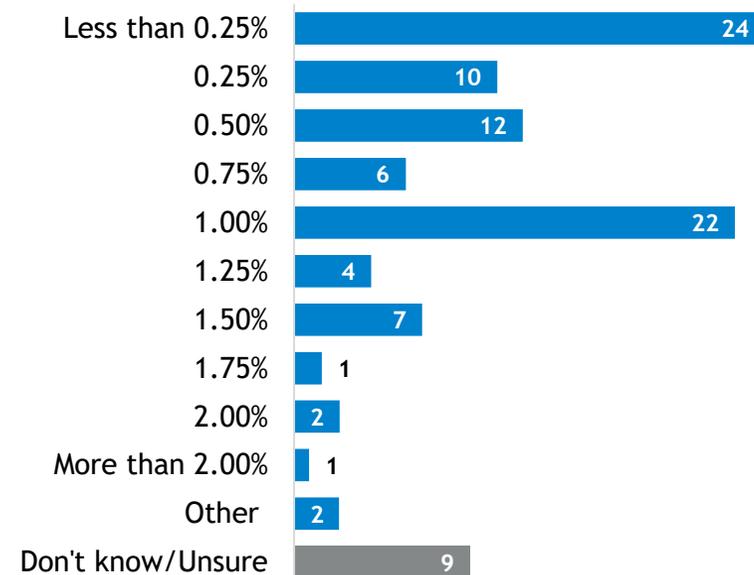
While over **1 in 2** business owners generally know which credit cards carry higher fees for their business, **3 in 10** do not

Of business owners that accept credit cards, nearly 3 in 4 say the “fair rate (as a % of the total \$ sale)” for them to pay to accept credit cards is **1% or less** (% response)

Do you generally know which credit cards carry higher fees for your business?



Fair rate (as a % of the total \$ sale) for business to pay to accept credit cards



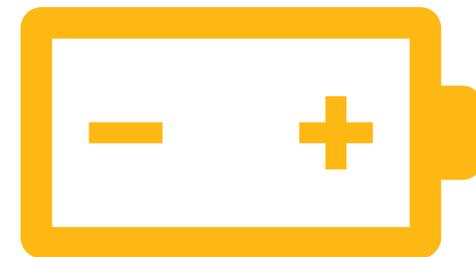
Source: CFIB, Your Voice -January 2023 survey, January 18-31, 2023, final results, n(A) = 3,082, n(B) = 2,628.

Question A: “Do you generally know which credit cards carry higher fees for your business?” (Select one)

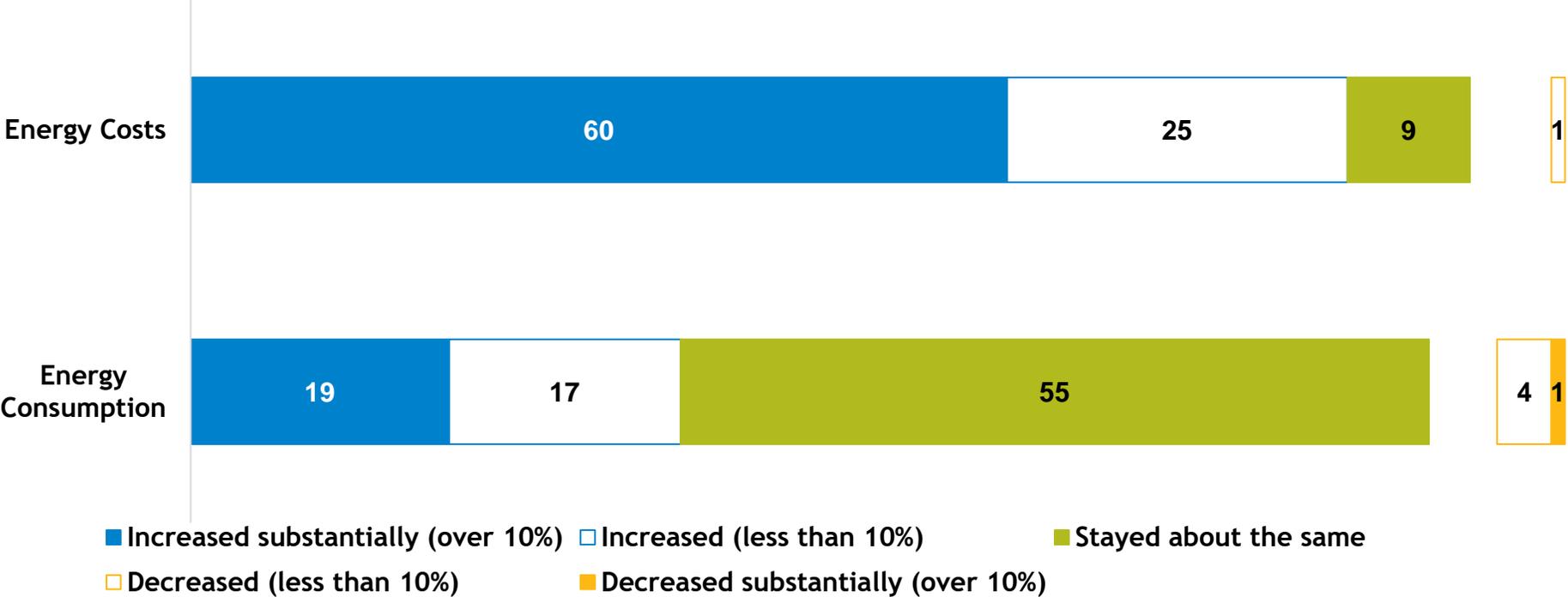
Question B: “What do you believe is an acceptable or fair rate, as a percentage of the total dollar sale, for your business to pay to accept credit cards?” (Select one)

Note: Totals may not add up to 100% due to rounding.

Energy costs

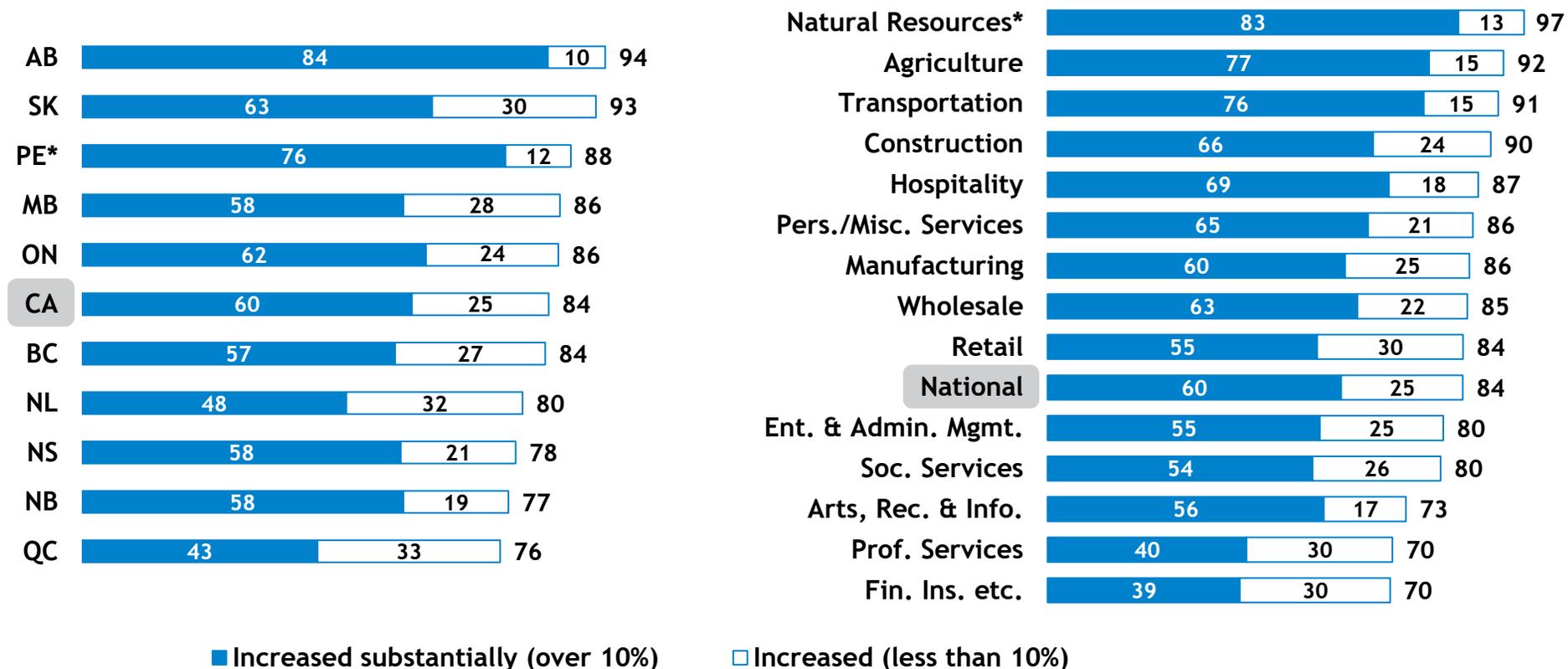


In the past 12 months, overall energy costs **increased** for **85%** of business owners (60% substantially) despite energy consumption **staying about the same** for the **majority (55%)** (% response)



Source: CFIB, Your Voice - January 2023 survey, January 18-31, 2023, final results, n = 3,026; n = 2,964.
 Question: "Please indicate how the following have changed in your business in the past 12 months." (Select one for each line)
 Note: Respondents that selected "Don't know/Unsure" are not displayed. Totals will not add to 100%.

Share of business owners whose overall energy costs increased in the past 12 months (By province and sector, % response)



Source: CFIB, Your Voice - January 2023 survey, January 18-31, 2023, final results, n = 3,026.

Question: "Please indicate how the following have changed in your business in the past 12 months." (Select one for each line)

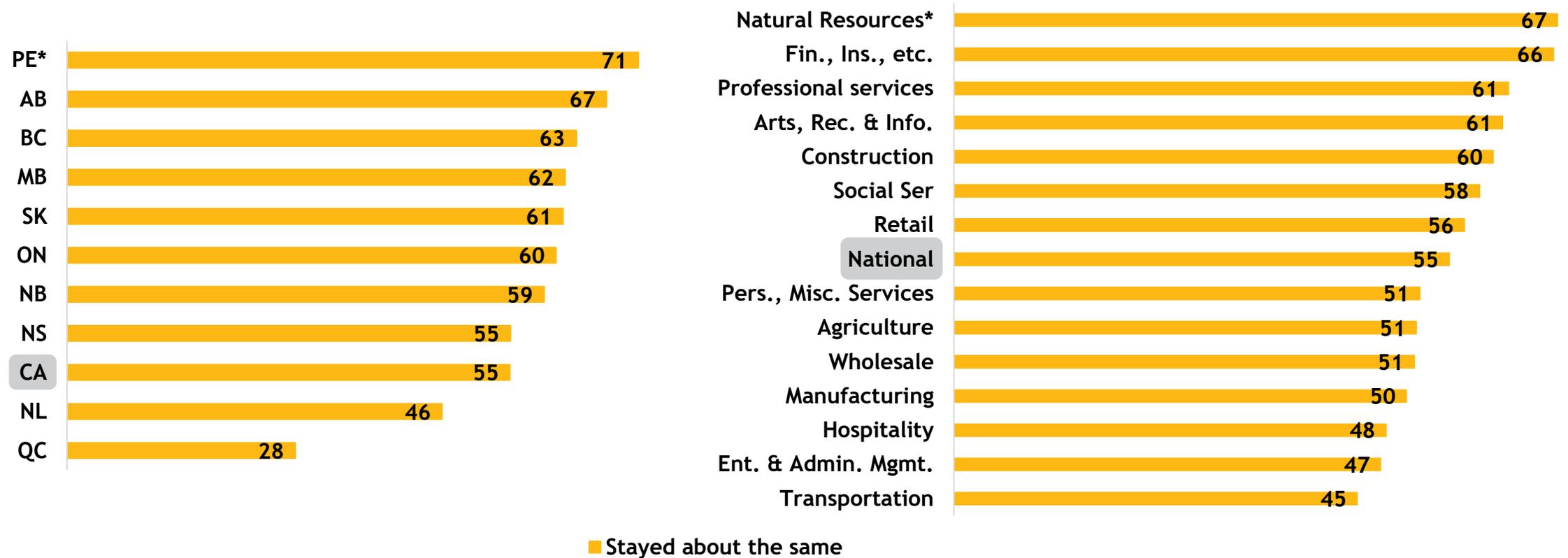
a. Your business's overall energy costs (such as for electricity, fuel, natural gas, etc.)

National Results: Increased substantially (over 10%) = 60%; Increased (less than 10%) = 25%; Stayed about the same = 9%; Decreased (less than 10%) = <1%; Decreased substantially (over 10%) = <1%; Don't know/Unsure = 6%.

Notes: 1) *Small sample size (<40).

2) Totals may not add up due to rounding.

Share of business owners whose energy consumption has stayed about the same in the past 12 months (By province and sector, % response)



Source: CFIB, Your Voice - January 2023 survey, January 18-31, 2023, final results, n = 2,964.

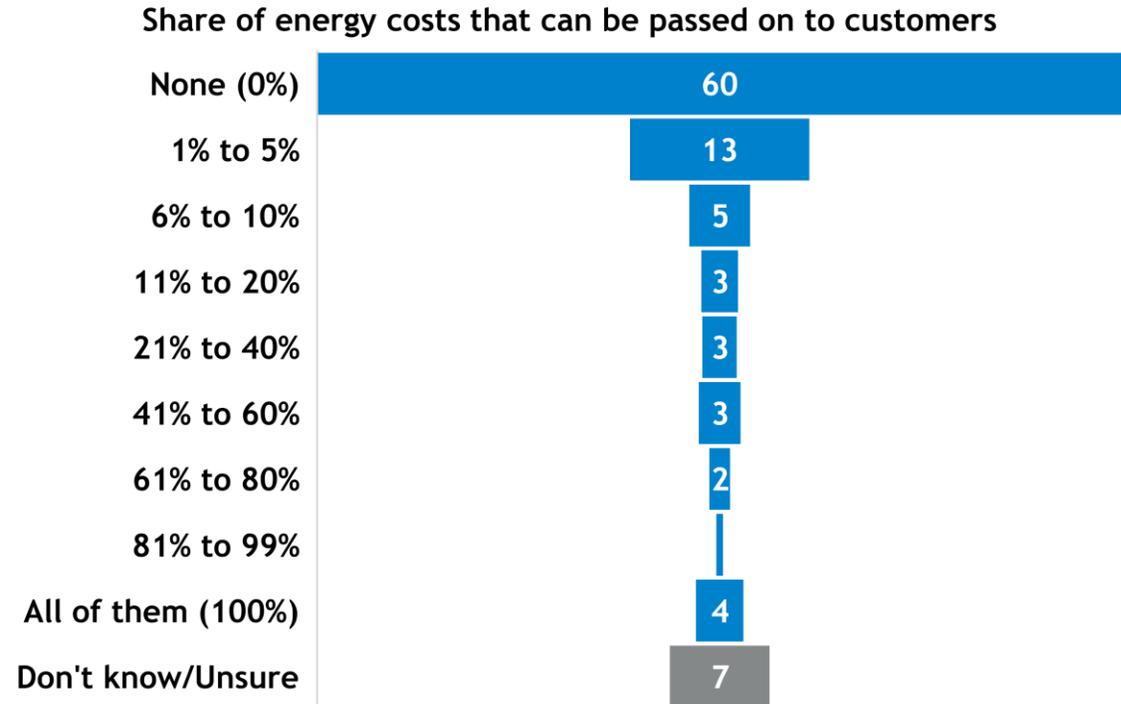
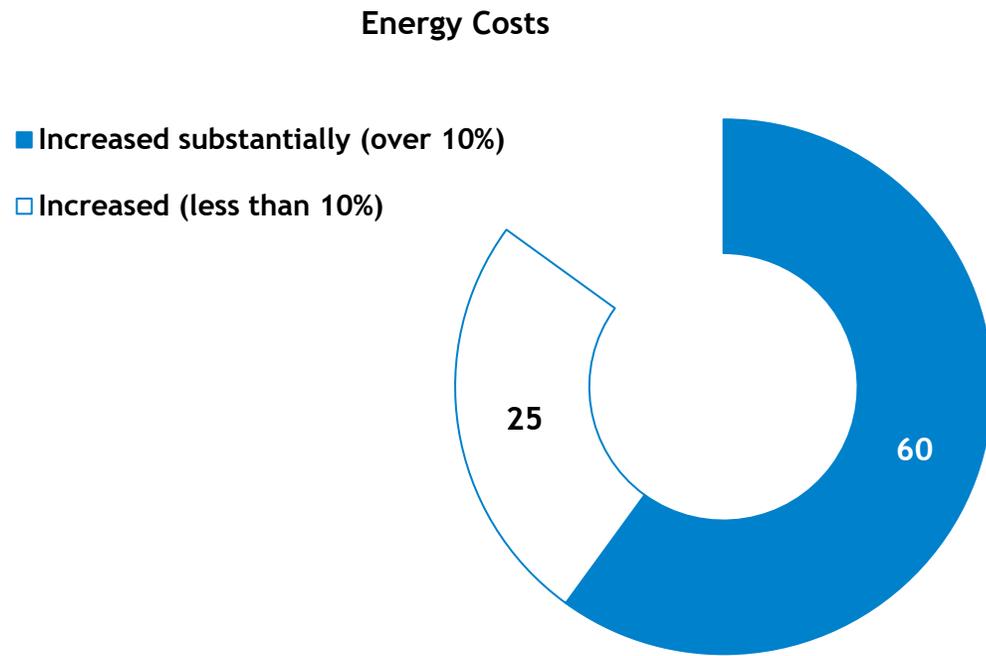
Question: "Please indicate how the following have changed in your business in the past 12 months." (Select one for each line)

b. Your business's overall energy consumption

National Results: Increased substantially (over 10%) = 19%; Increased (less than 10%) = 17%; Stayed about the same = 55%, Decreased (less than 10%) = 4%; Decreased substantially (over 10%) = <1%; Don't know/Unsure = 5%.

Note: *Small sample size (<40).

For business owners whose energy costs increased, **over 3 in 5** are **not** able to pass on any of the increased costs to their customers (% response)



Source: CFIB, Your Voice - January 2023 survey, January 18-31, 2023, final results, n = 3,026; n = 2,540.

Question A (left): "Please indicate how the following have changed in your business in the past 12 months." (Select one for each line)

a. Your business's overall energy costs (such as for electricity, fuel, natural gas, etc.)

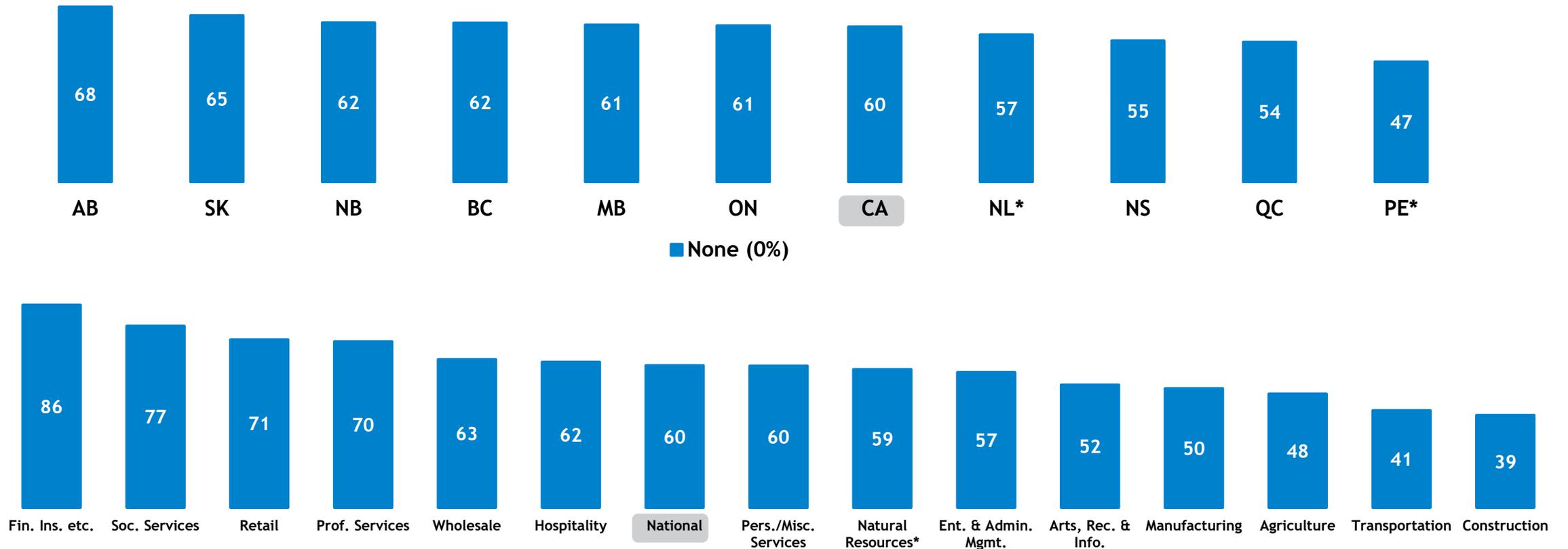
Question B (right): "How much of your business's increased energy costs are you able to pass on to your customers?" (Select one)

National Results: Increased substantially (over 10%) = 60%; Increased (less than 10%) = 25%; Stayed about the same = 9%, Decreased (less than 10%) = <1%; Decreased substantially (over 10%) = <1%; Don't know/Unsure = 6%.

Notes: 1) The "Energy Costs" chart only shows respondents whose overall energy costs increased. Total will not add to 100%.

2) Totals may not add up due to rounding.

3 in 5 business owners are unable to pass any of their increased energy costs to their customers (By province and sector, % response)



Source: CFIB, Your Voice - January 2023 survey, January 18-31, 2023, final results, n = 2,540.

Question: "How much of your business's increased energy costs are you able to pass on to your customers?" (Select one)

National Results: None (0%) = 60%; 1% to 5% = 13%; 6% to 10% = 5%; 11% to 20% = 3%; 21% to 40% = 3%; 41% to 60% = 3%; 61% to 80% = 2%; 81% to 99% = <1%; All of them (100%) = 4%; Don't know/Unsure = 7%.

Note: *Small sample size (<40).

Questions or data requests

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Additional information

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