



Your Voice

Survey Results

May 2025

Methodology

Your Voice May 2025

Survey Type: An omnibus, controlled-access online CFIB survey.

Survey period: May 6 - June 2, 2025.

Sample: Based on responses from 2,190 CFIB members who are owners of Canadian independent businesses, from all sectors and regions of the country. For comparison purposes, a probability samples with the same number of respondents would have a margin of error of +/-2.09%, 19 times out of 20.

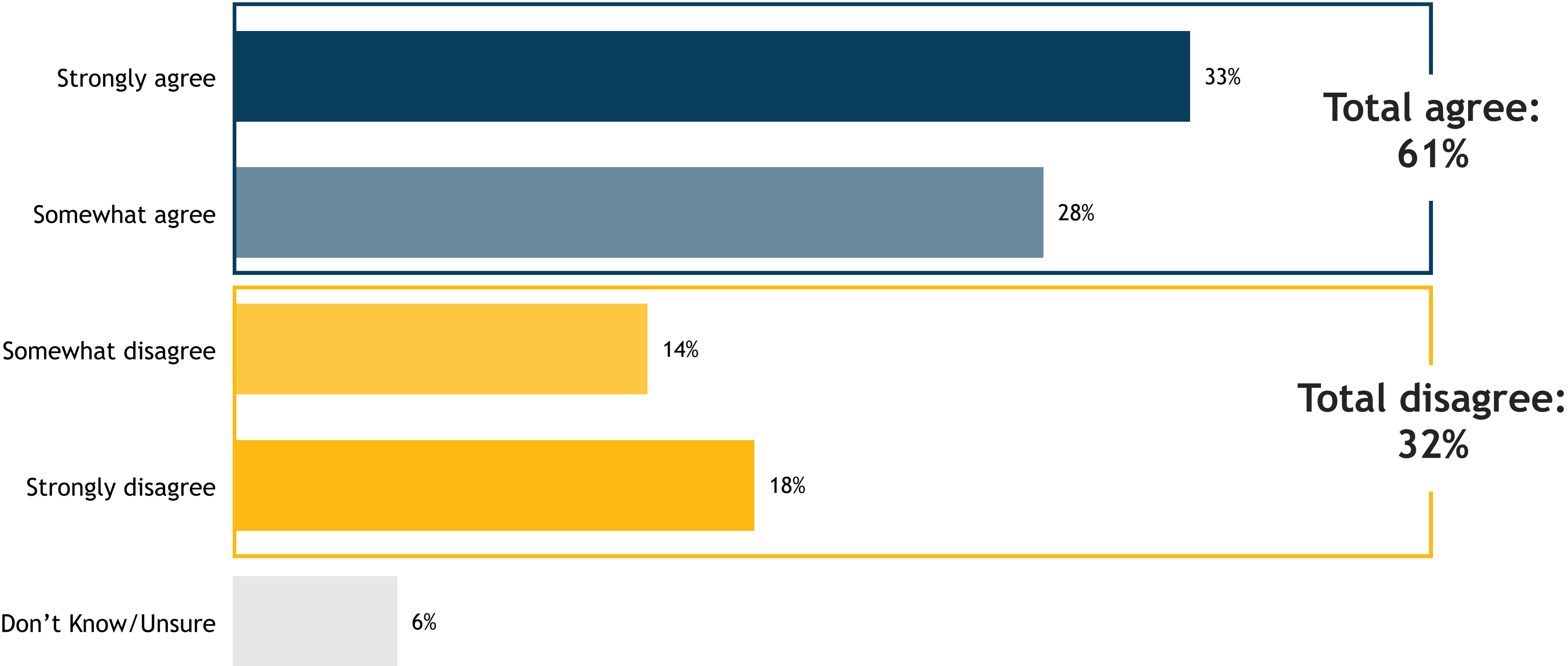
Purpose and Context: The CFIB Your Voice omnibus survey is conducted bi-monthly, focusing on issues that matter most to small business owners across Canada. For over five decades, CFIB has harnessed the collective voice of its members to produce data-driven policy strategies that reflect the needs of small businesses. Our inhouse survey capacity is a powerful tool designed to empower business owners to share insights on topics from government support to regulatory burdens.

Impact: The survey's insights are gathered directly from CFIB members, ensuring an authentic representation of small business priorities. These responses help shape CFIB's advocacy efforts, driving policies that are aligned with the evolving needs of the small business community.

Trade impacts

61% of businesses agree that Canada did the right thing by implementing retaliatory tariffs – while support is strong, nearly 1 in 3 disagree.

Level of agreement with Canada’s retaliatory tariffs policy



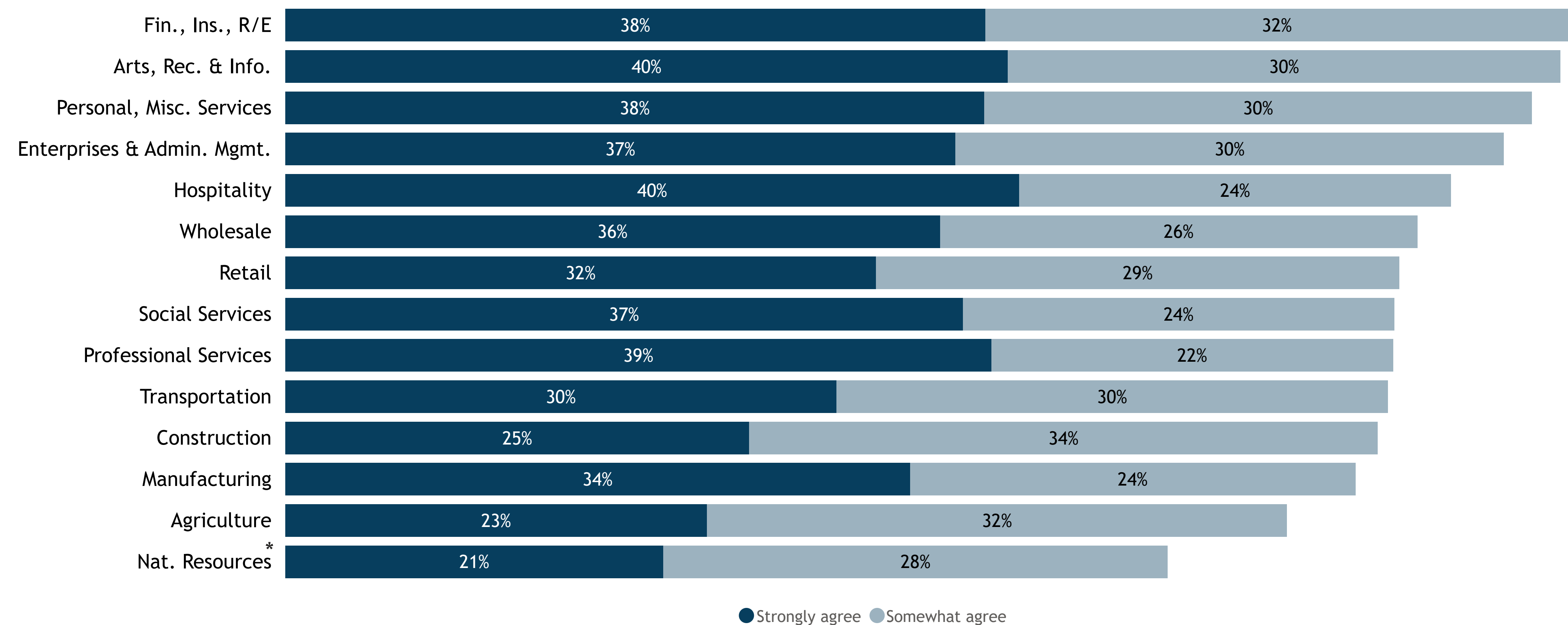
2,095 Responses

Question: To what extent do you agree or disagree with the following statement about tariffs? (Select one)
Canada did the right thing by implementing retaliatory tariffs on the import of U.S. goods into Canada

Source: CFIB, Your Voice - May 2025 survey, May 6 - June 2, 2025.



Support for Canada’s retaliatory tariffs on U.S. goods is strongest in service-based sectors like finance, arts & rec., and professional services, while manufacturing and agriculture show the least support.



2,095 Responses

Question: To what extent do you agree or disagree with the following statement about tariffs? (Select one)

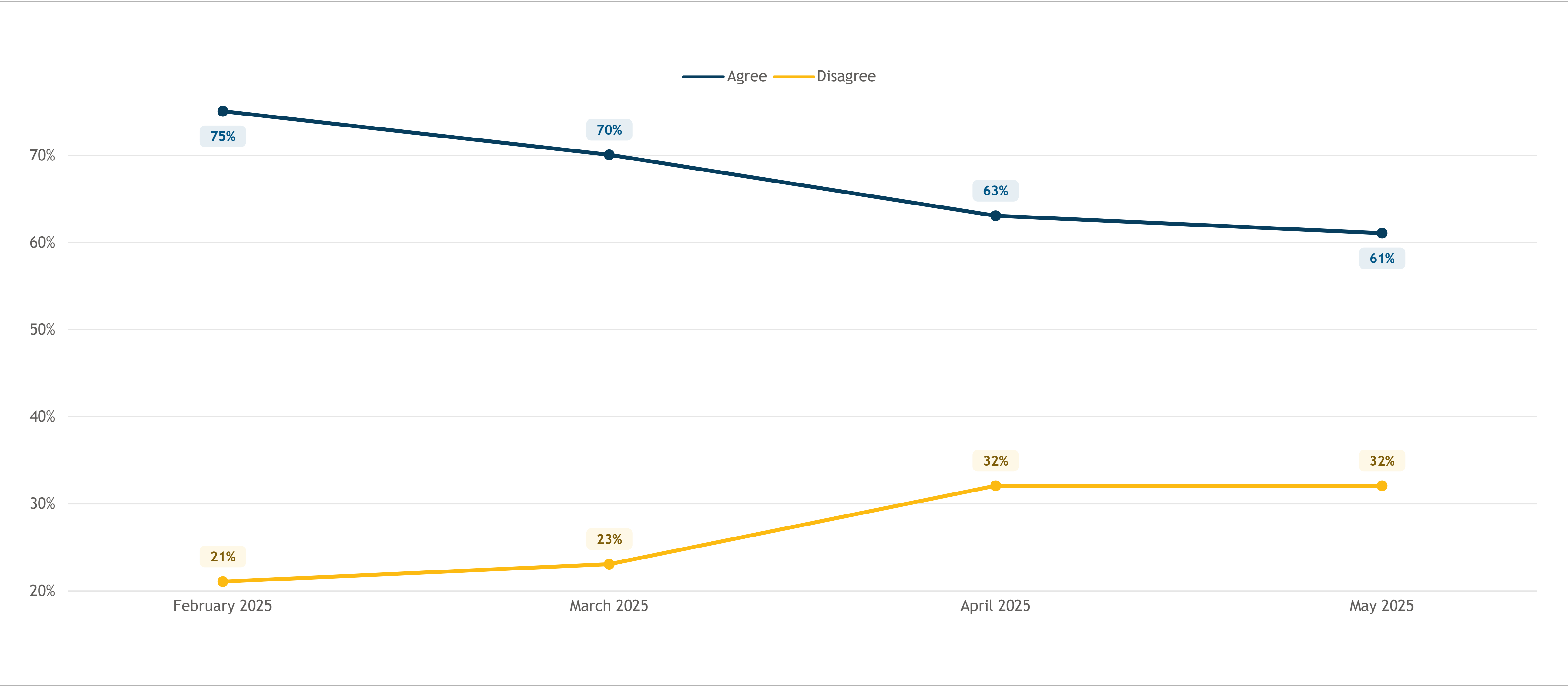
Canada did the right thing by implementing retaliatory tariffs on the import of U.S. goods into Canada

Source: CFIB, Your Voice - May 2025 survey, May 6 - June 2, 2025.

Note: *Small sample size (<40).



Support for Canada’s retaliatory tariffs remains relatively strong at 61%, though it has declined since February.

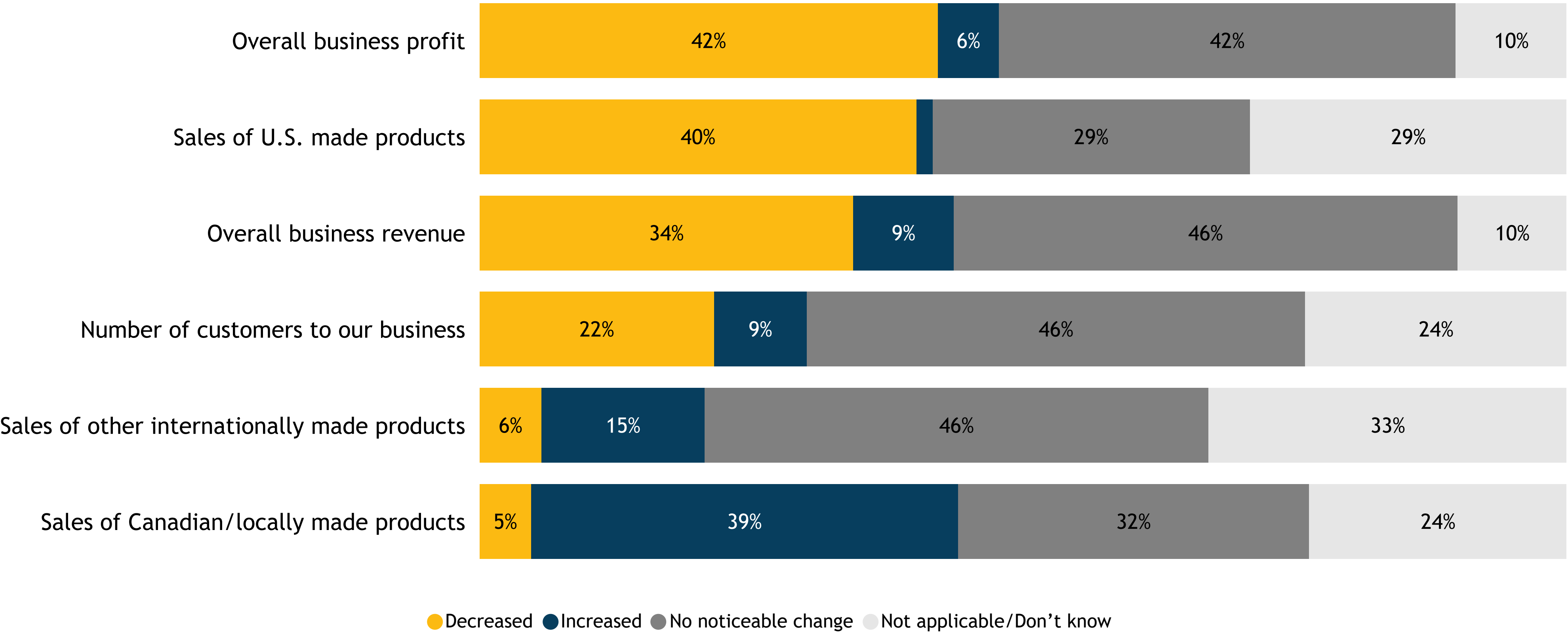


Question: To what extent do you agree or disagree with the following statement about tariffs? (Select one)

Canada did the right thing by implementing retaliatory tariffs on the import of U.S. goods into Canada

Source: Results reflect responses to the same question asked across four CFIB surveys. Latest data from Your Voice - May 2025 (May 6 - June 2, 2025).

Since the start of the trade war, many businesses report no noticeable change across key areas, but notable shifts include **increased** sales of Canadian made products, and **declines** in profits and U.S. sales.



2,042 Responses

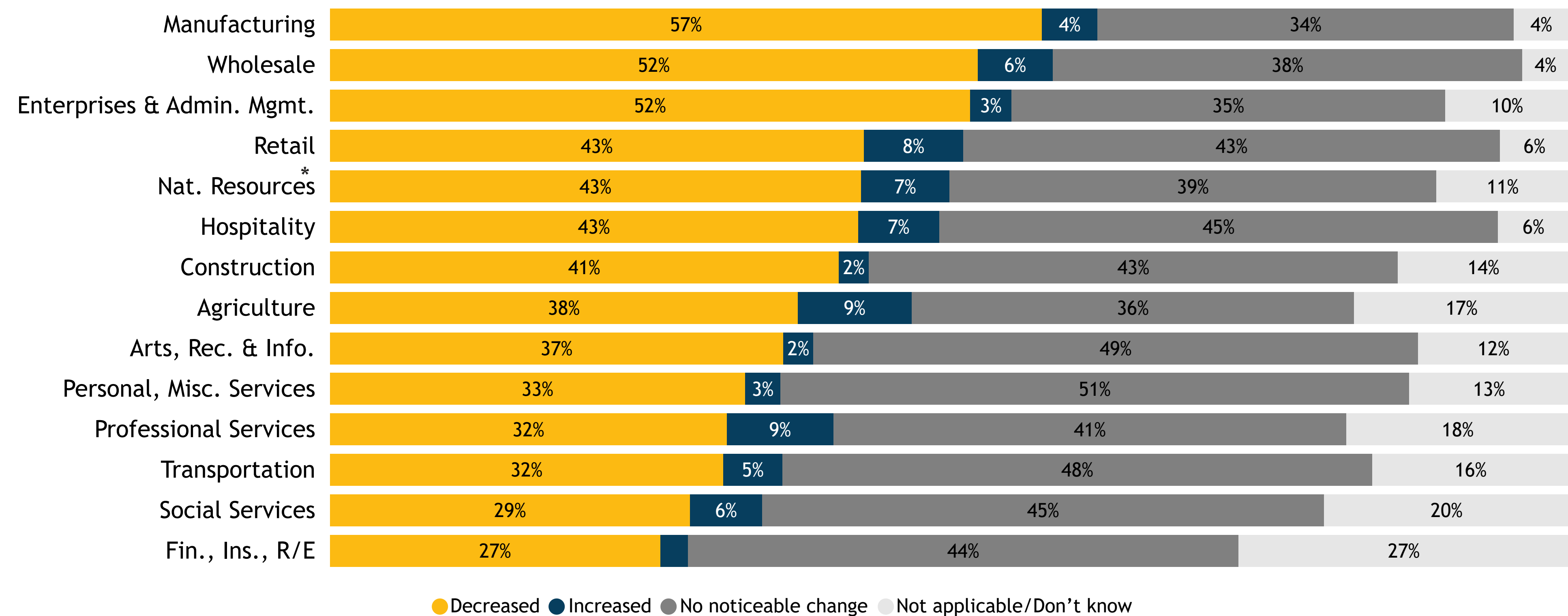
Question: Since the start of the trade war, what changes have you noticed in the following areas? (Select one for each line)

Source: CFIB, Your Voice - May 2025 survey, May 6 - June 2, 2025.



Manufacturing and wholesale sectors report the largest profit declines since the start of the trade war, while impacts appear more muted across service-based industries.

Overall business profit



2,031 Responses

Question: Since the start of the trade war, what changes have you noticed in the following areas? (Select one for each line)

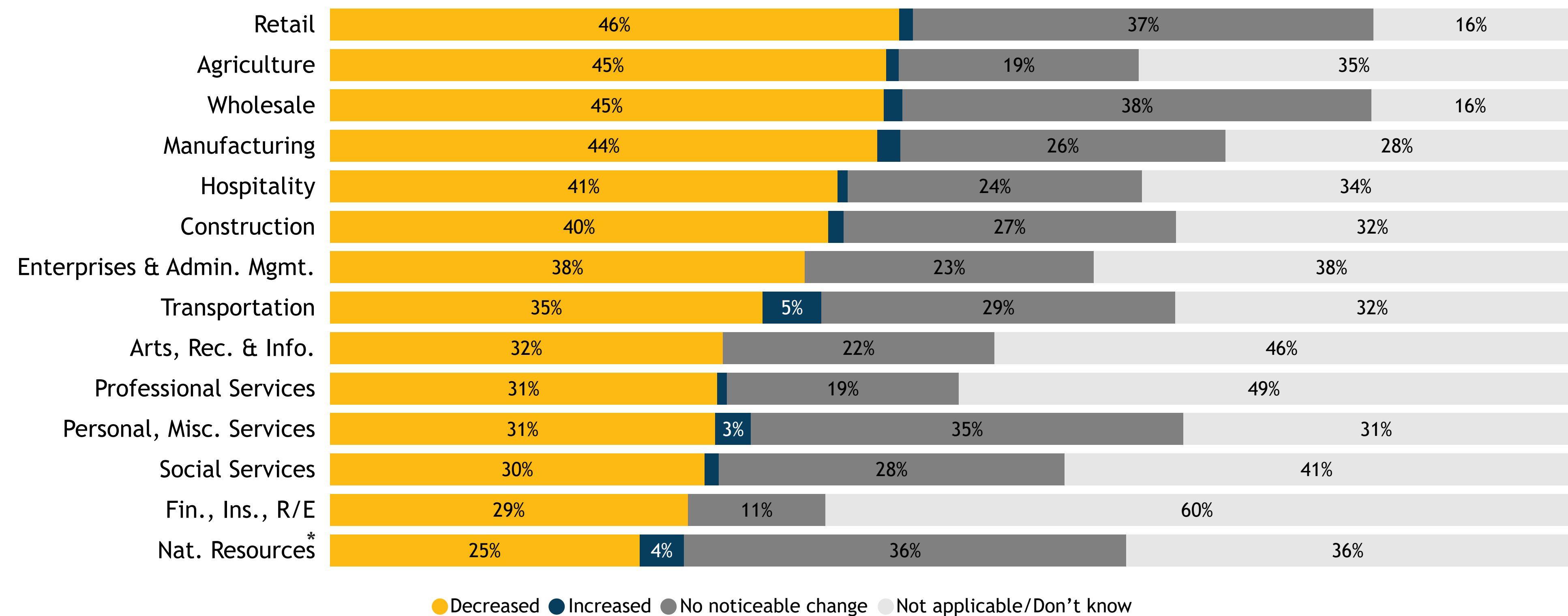
Source: CFIB, Your Voice - May 2025 survey, May 6 - June 2, 2025.

Note: *Small sample size (<40).



Retail, agriculture, and wholesale sectors report the highest decline in U.S.-made product sales since the start of the trade war, while service sectors saw fewer changes

Sales of U.S. made products



2,026 Responses

Question: Since the start of the trade war, what changes have you noticed in the following areas? (Select one for each line)

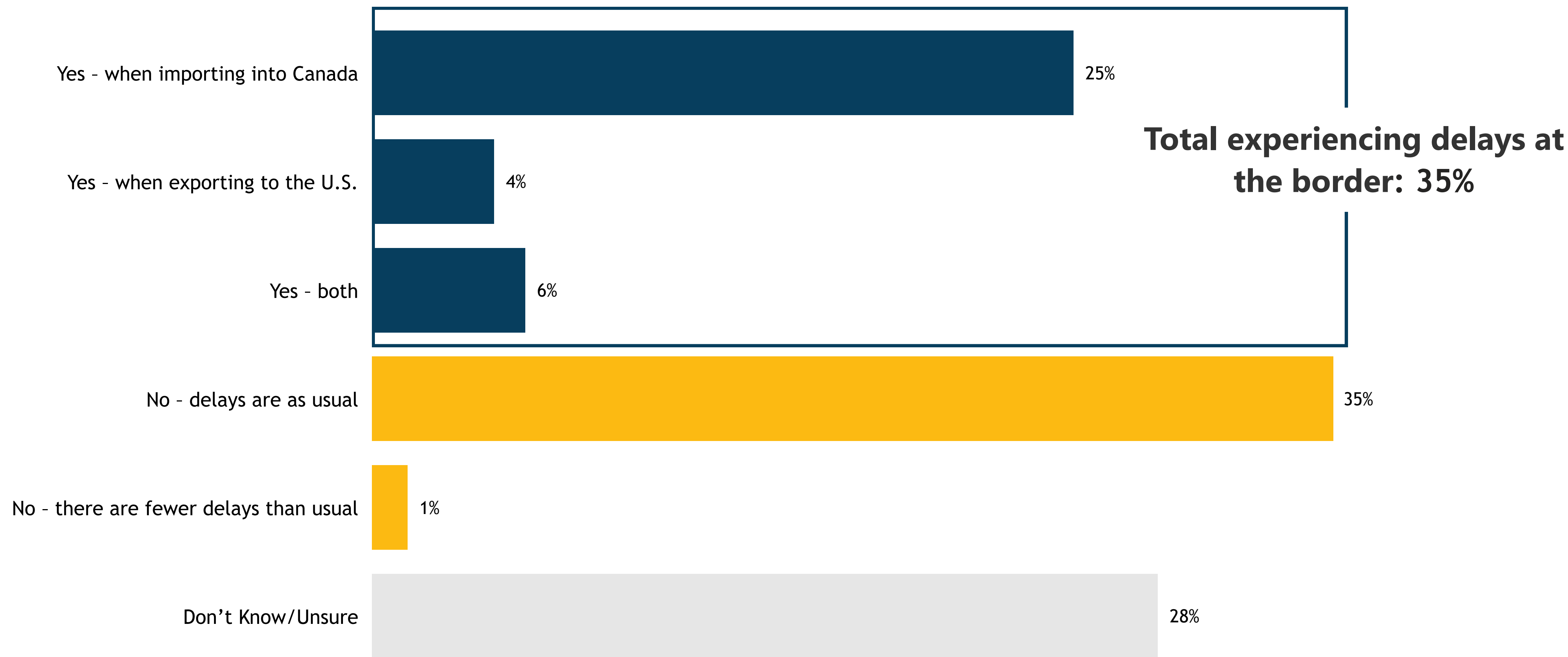
Source: CFIB, Your Voice - May 2025 survey, May 6 - June 2, 2025.

Note: *Small sample size (<40).



Canada-U.S. border trade

Border delays have impacted over 1 in 3 businesses—primarily when importing into Canada—but just as many report no change, and many remain unsure.



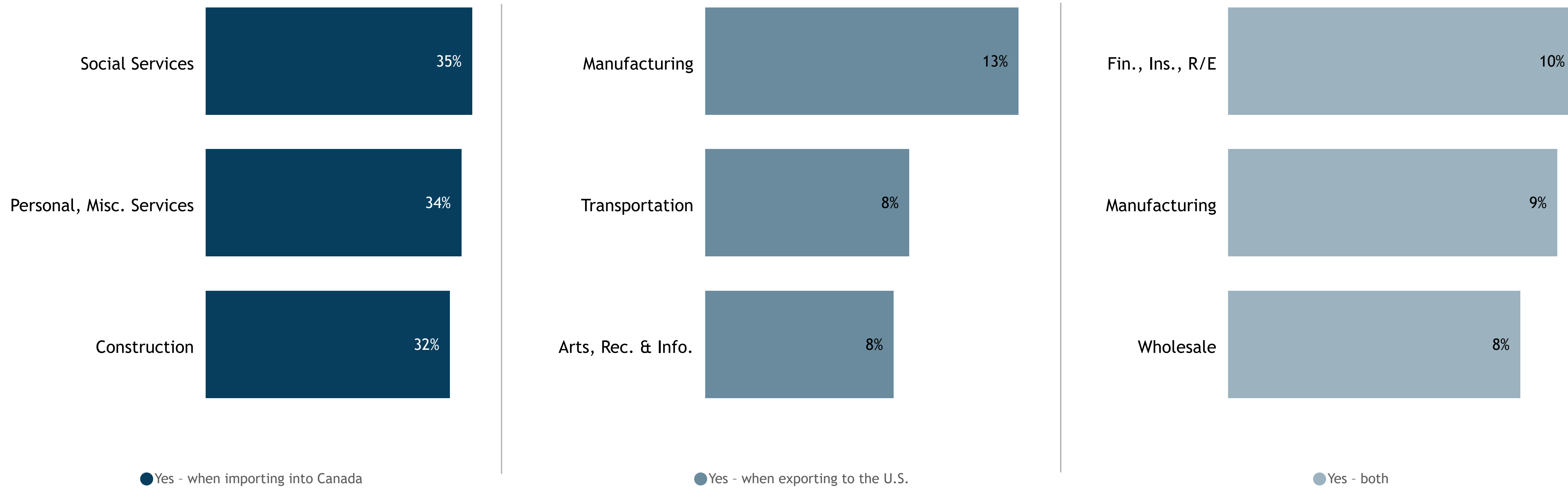
1,243 Responses

Question: In the past 3 months, has your business experienced more delays than usual at the border when importing from or exporting to the U.S.? (Select one)

Source: CFIB, Your Voice - May 2025 survey, May 6 - June 2, 2025.



Over one-third of service-based businesses reported border delays when importing into Canada, while manufacturing leads in export and dual-border issues.



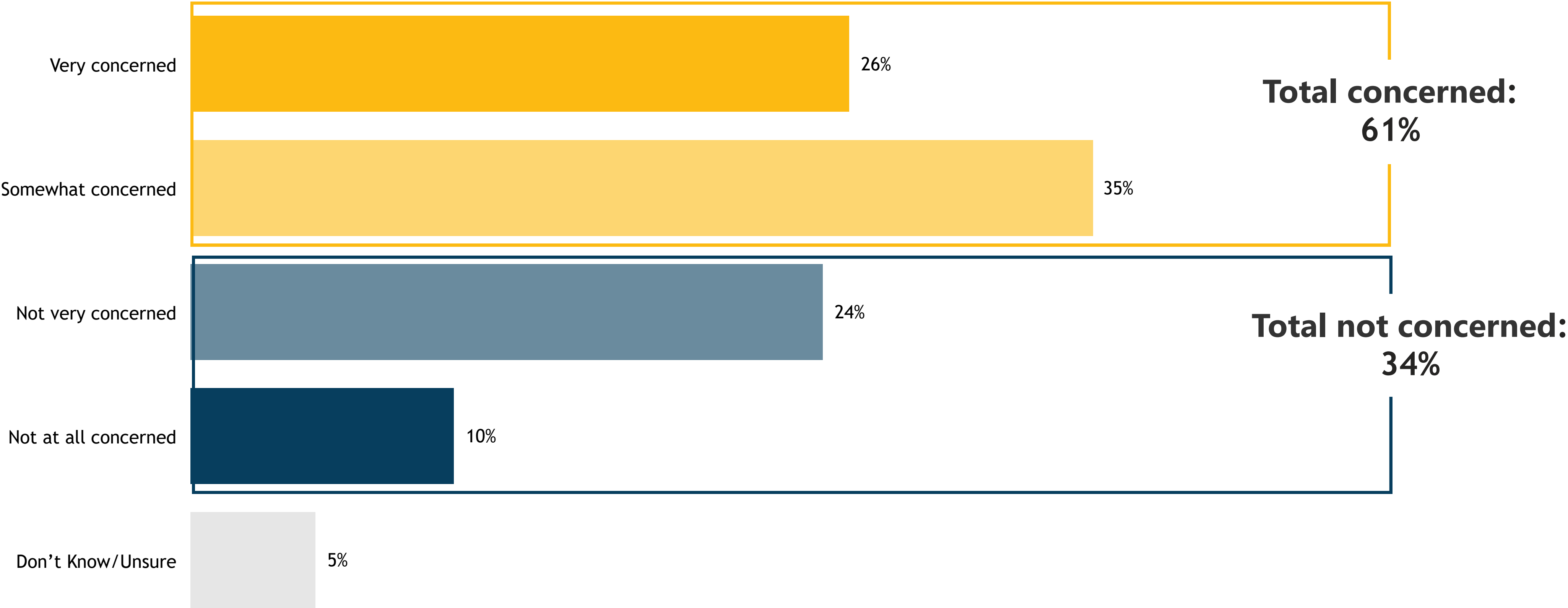
1,243 Responses

Question: In the past 3 months, has your business experienced more delays than usual at the border when importing from or exporting to the U.S.? (Select one)

Source: CFIB, Your Voice - May 2025 survey, May 6 - June 2, 2025.

Note: Only top 3 responses are shown.

3 in 5 businesses are concerned the U.S.- Canada trade war could impact their 2025 summer tourism season.



1,470 Responses

Question: How concerned are you that the U.S.-Canada trade war could affect your business’s 2025 summer tourism season? (Select one)

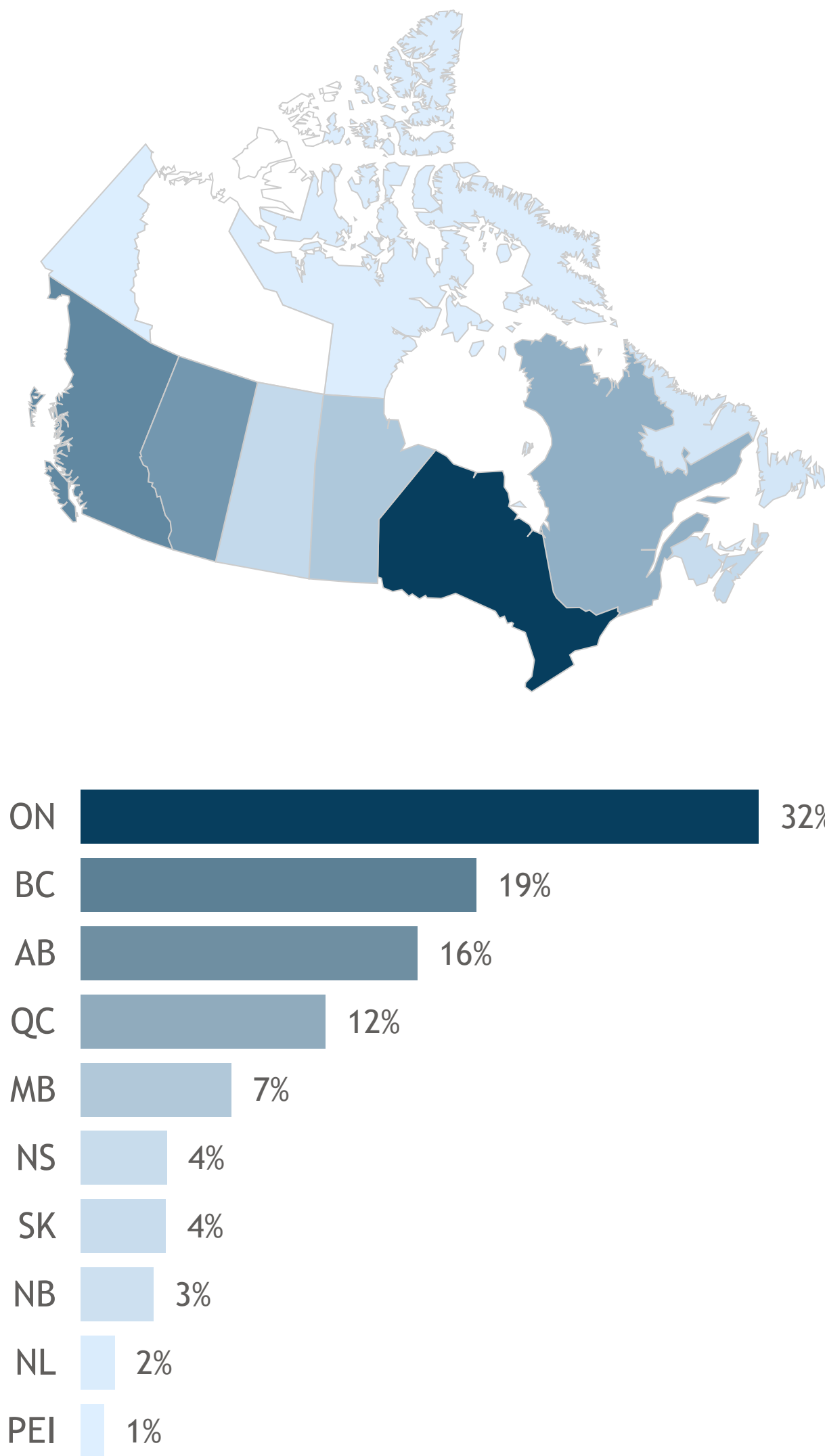
Source: CFIB, Your Voice Survey (May 6-June 2, 2025) and Business Outlook Survey (May 6-12, 2025).

Note: Only those respondents that rely on summer tourism answered this question.

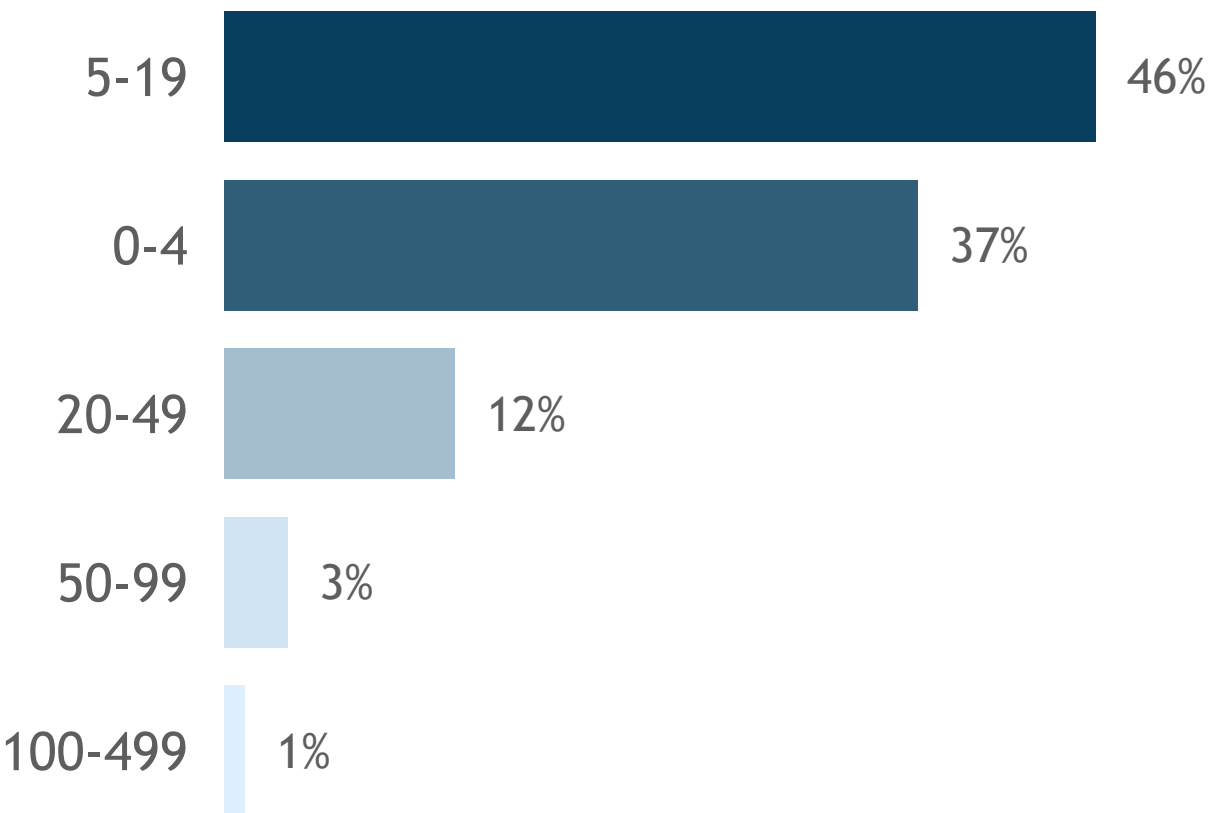


Appendix: Sample distribution

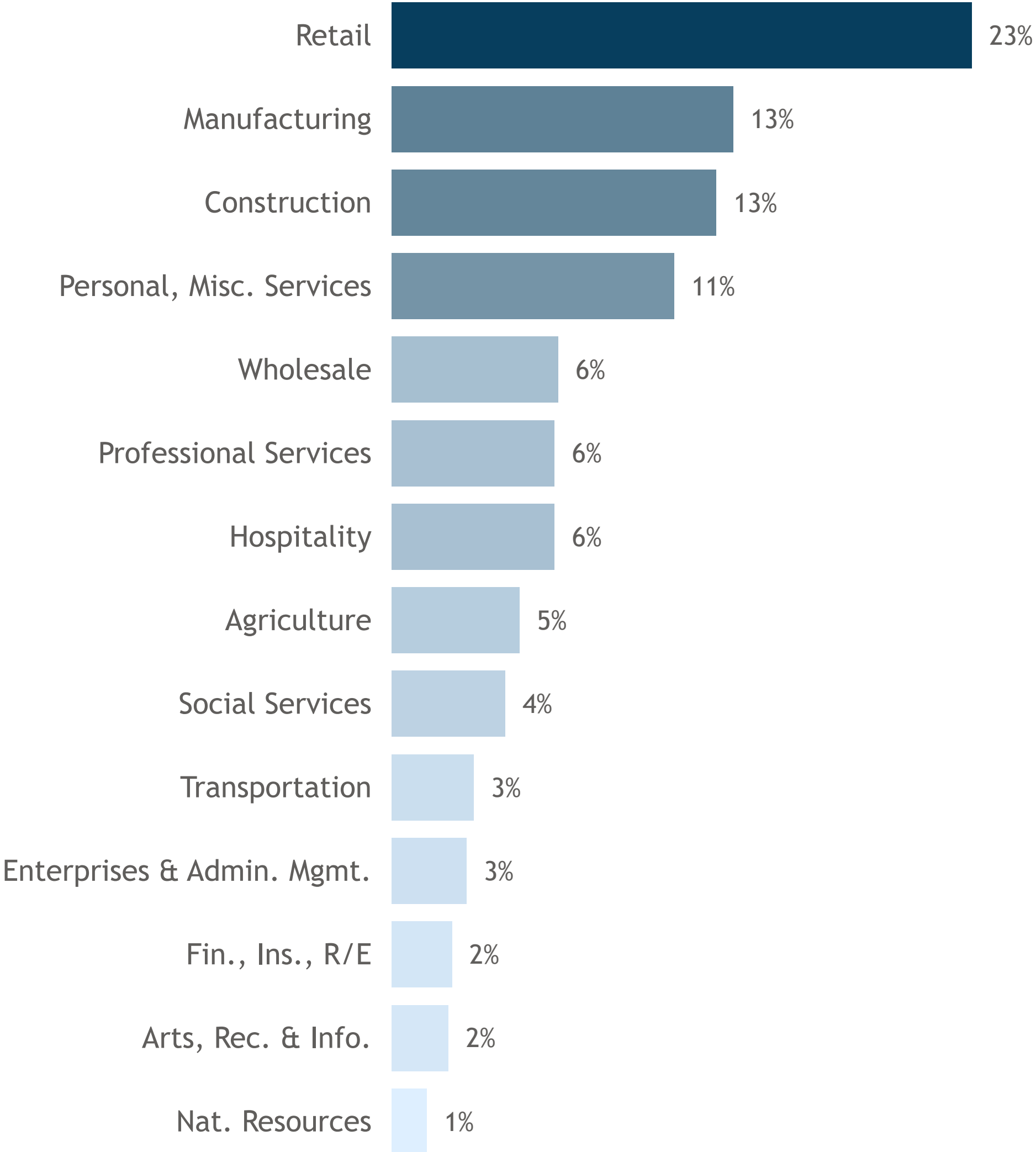
By location of the business



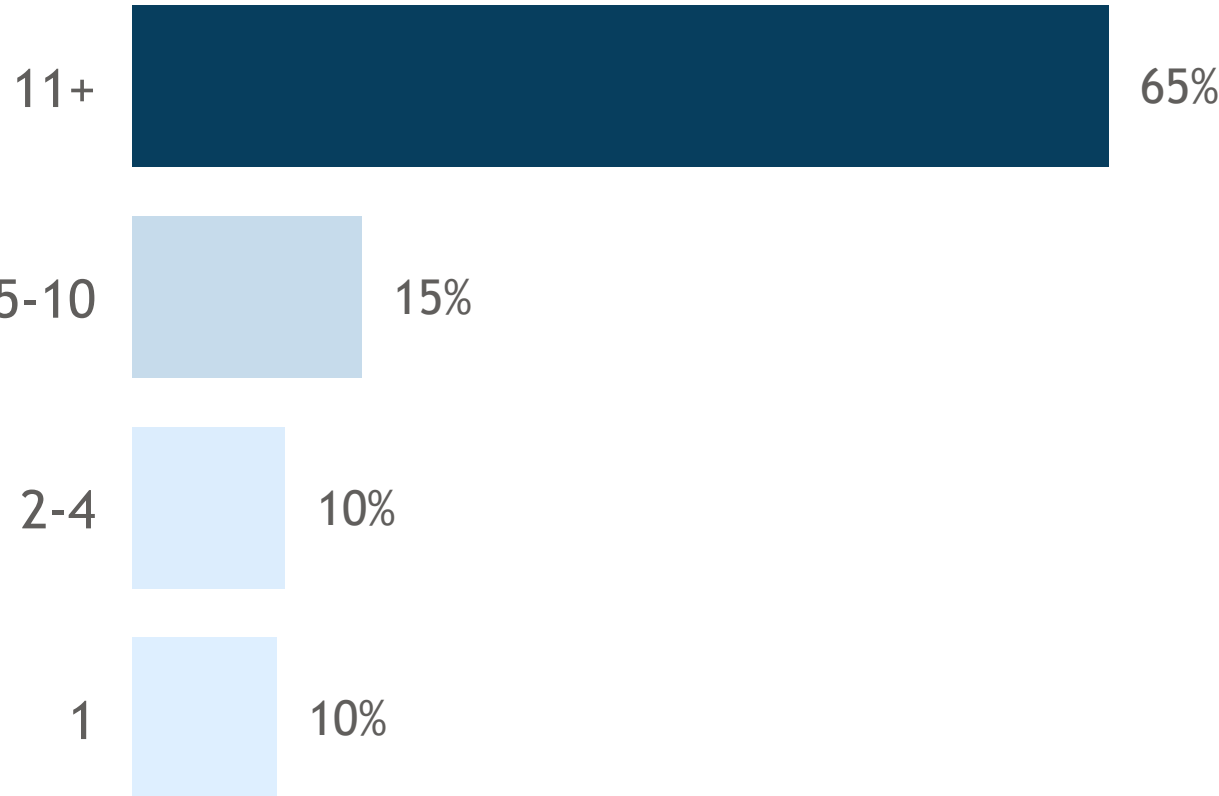
By number of employees



By industry



By years in business

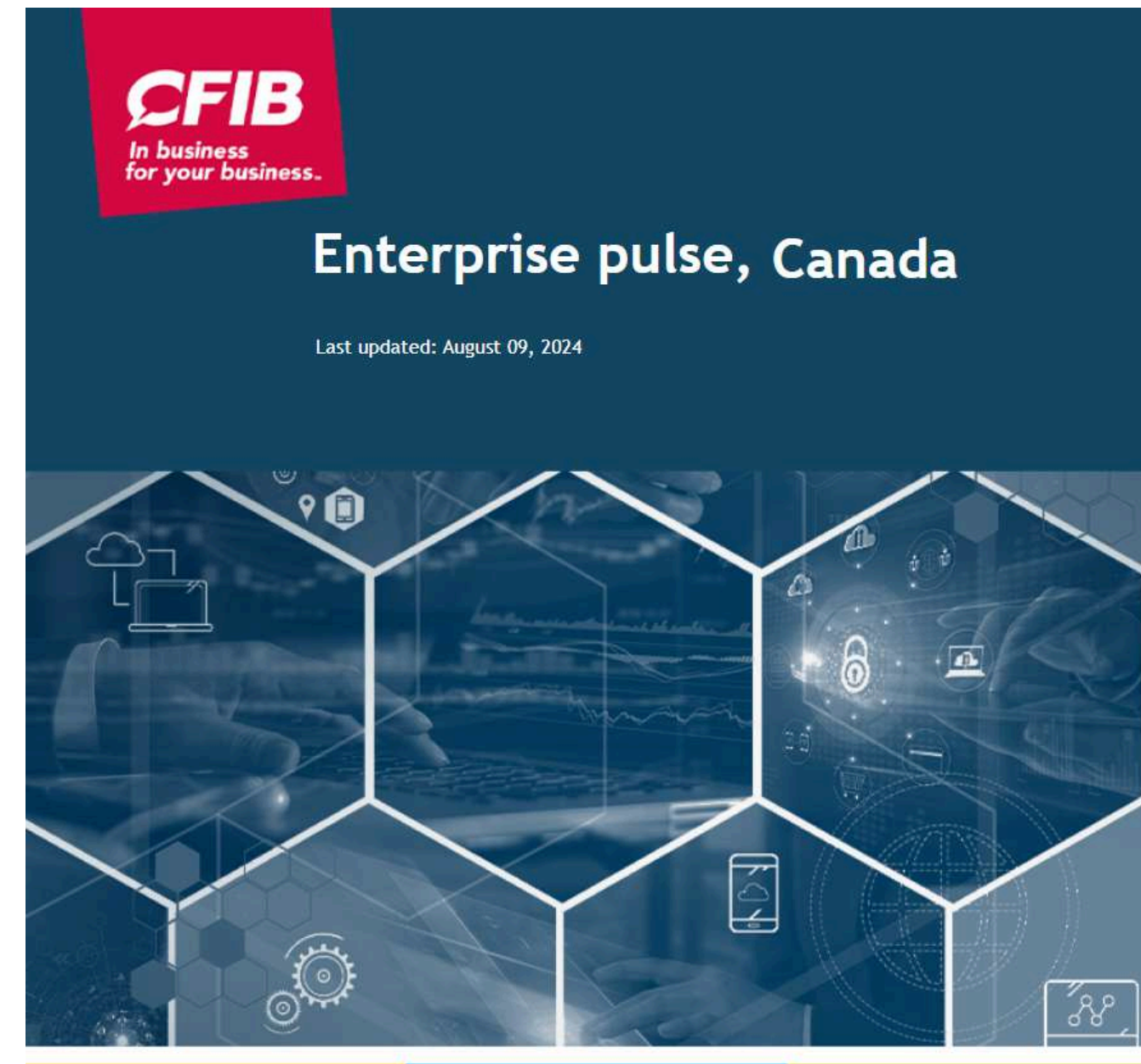


CFIB Research Publications and Business Stats



Monthly Business Barometer®

Our monthly survey tracks small business confidence, expectations and operating conditions in Canada.



Enterprise Pulse

Q2 2024 - Entrepreneurship in Canada is improving, but still not fully back to pre-pandemic strength.



Private Sector Job Vacancies in Canada

The private sector job vacancy rate in Canada edged down to 2.7% in 2024 Q4, down by 0.9 percentage points on a yearly basis.

Questions or data requests

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Additional information

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