



**CANADIAN FEDERATION
OF INDEPENDENT BUSINESS**

In business for your business™



Small Business Saturday

Key results from [November 22 News Release](#)

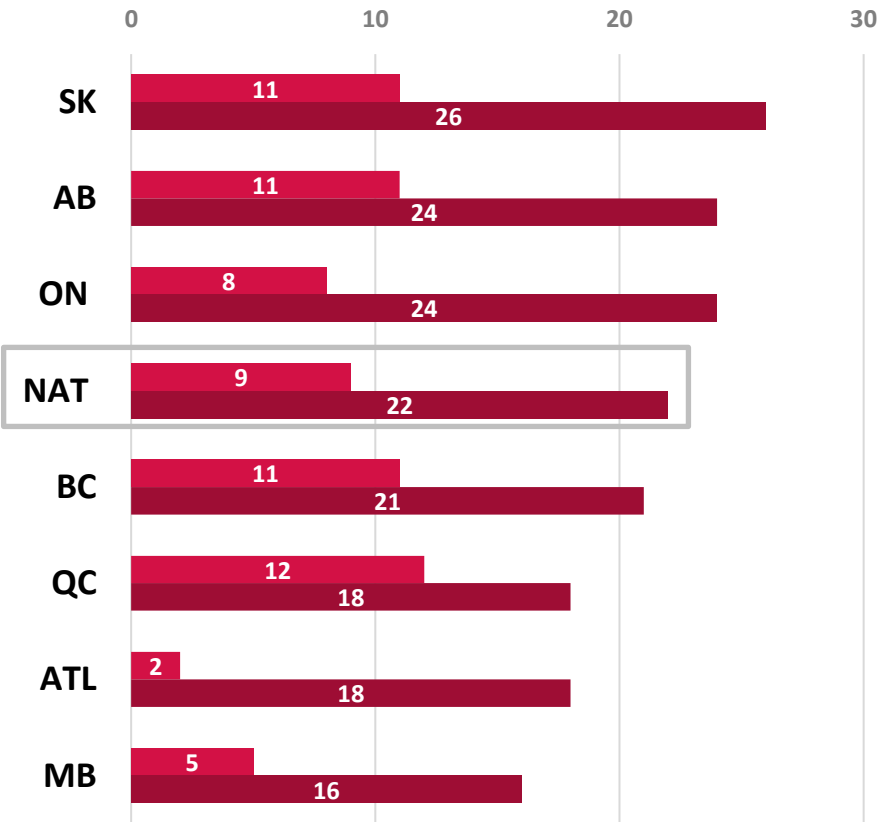


Survey data featured in this document

Maru/Matchbox Public Opinion Poll	
Survey name:	<i>Maru/Matchbox public opinion poll conducted on behalf of CFIB</i>
Active dates:	<i>October 6-7, 2021</i>
Survey details:	<i>English/French online survey sent on October 6, 2021.</i>
Respondents:	<i>1,511 randomly selected Canadian adults who are Maru Voice Canada online panelists</i>
Margin of error for probability sample of the same size (for comparison purposes only):	<i>+/-2.4%, 19 times out of 20</i>

CFIB Member Survey	
Survey name:	<i>Your Voice – October 2021</i>
Active dates:	<i>October 14-27, 2021</i>
Survey details:	<i>English/French online survey sent on October 14, 2021.</i>
Respondents:	<i>4,118 active CFIB members (1 vote = 1 Canadian independent business)</i>
Margin of error for probability sample of the same size (for comparison purposes only):	<i>+/-1.5%, 19 times out of 20</i>

Compared to last year, are you planning to spend more, less or about the same for the holidays? (National and by region, % response)



Source: CFIB and MARU, public opinion poll, October 6-7, 2021, n = 1,511.

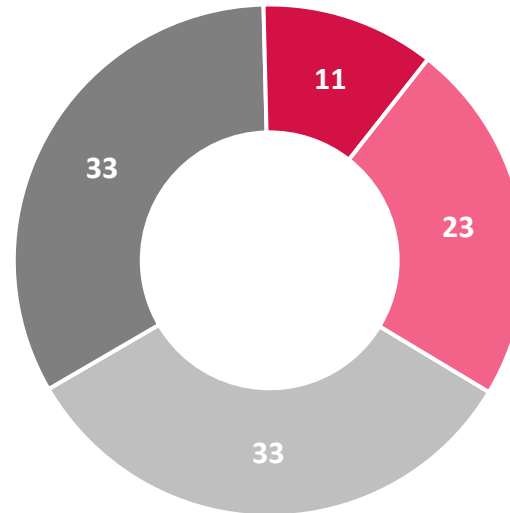
Where Canadians plan to spend their holiday budget this year

(% of budget at each type of business, on average)

Big businesses own 66% of Canadian holiday spending

In-person purchases at big businesses

Online purchases from big businesses and online retailers



Small businesses will receive 34% of Canadian holiday spending

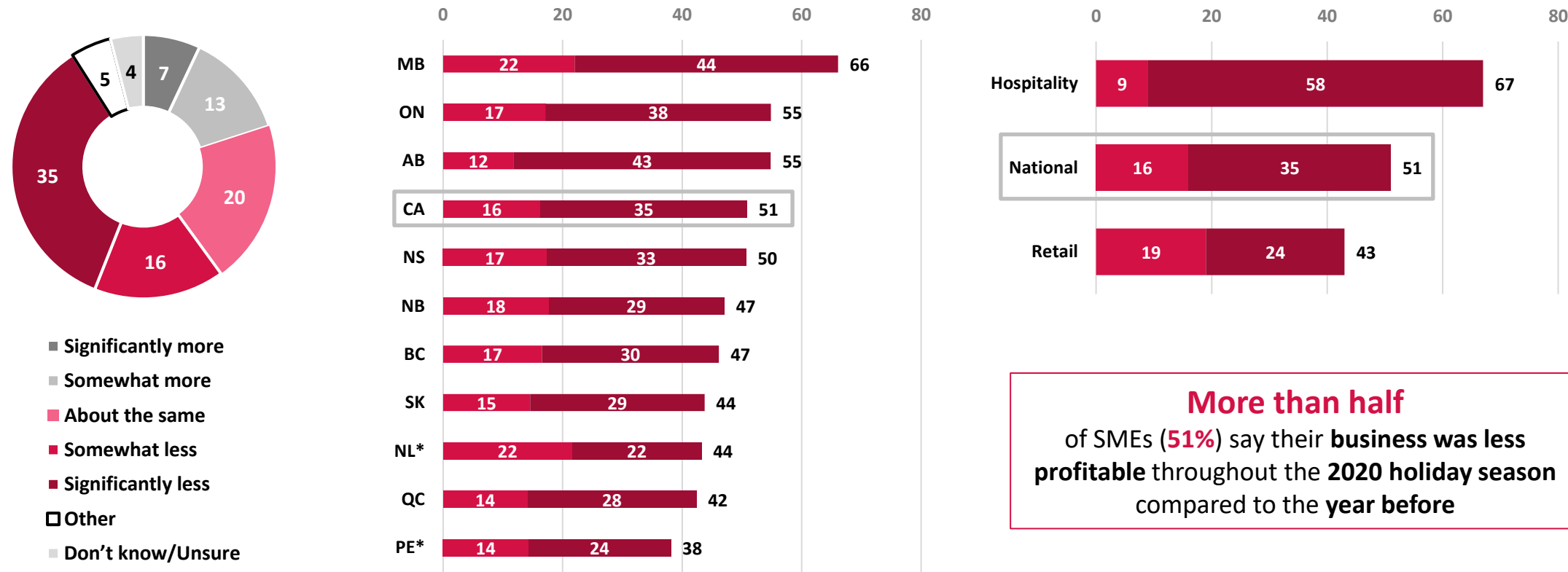
Online purchases from small businesses

In-person purchases from small businesses

Consumers predict they will spend **twice as much at big box stores and online giants than at small businesses (online and in person)**

Source: CFIB and MARU, public opinion poll, October 6-7, 2021, n = 1,511.

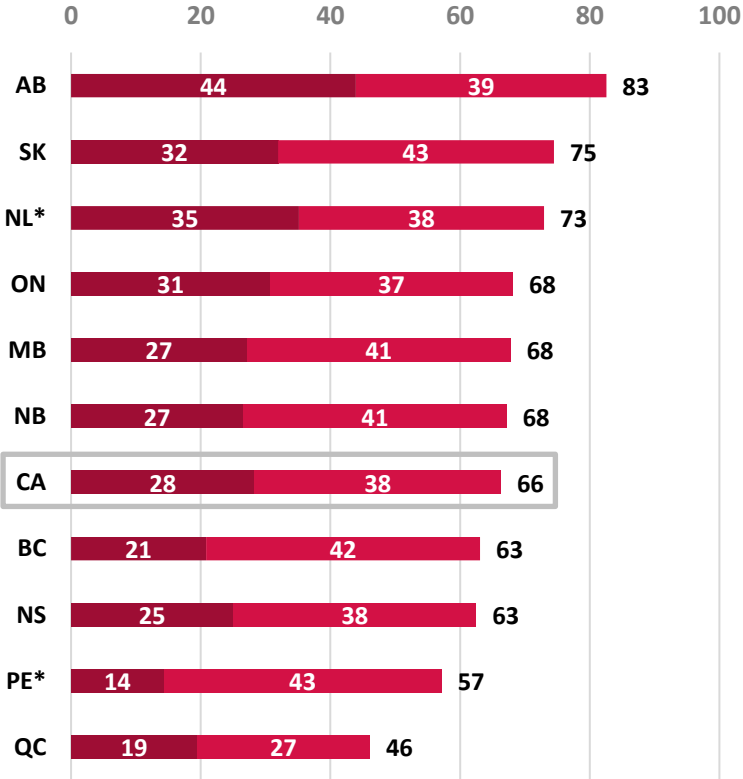
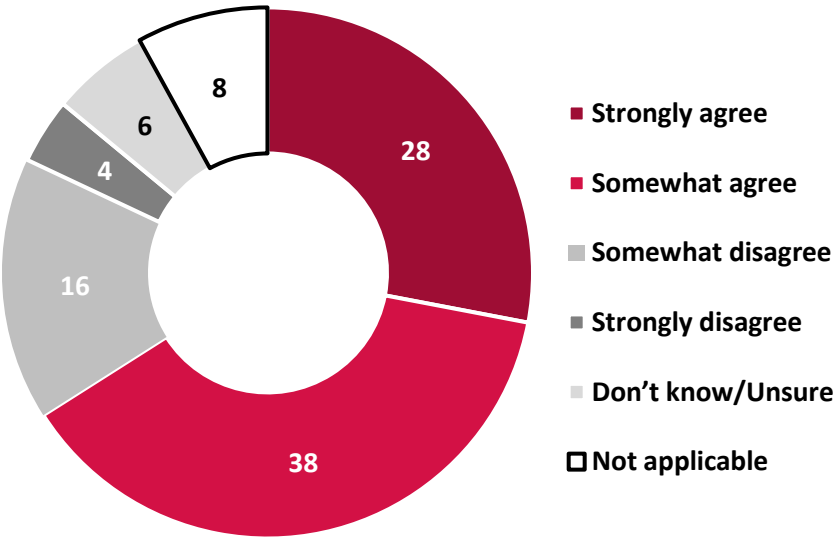
How profitable was your business over the 2020 holiday shopping season, compared to the 2019 season? (By province and sector, % response)



Source: CFIB, Your Voice – October 2021 survey, October 14-27, 2021, final results, n = 1,341.
Notes: 1) *Sample <40 responses.
2) This question was only answered by retail and hospitality sector businesses.

“We are worried that customers are not going to be spending as much this year”

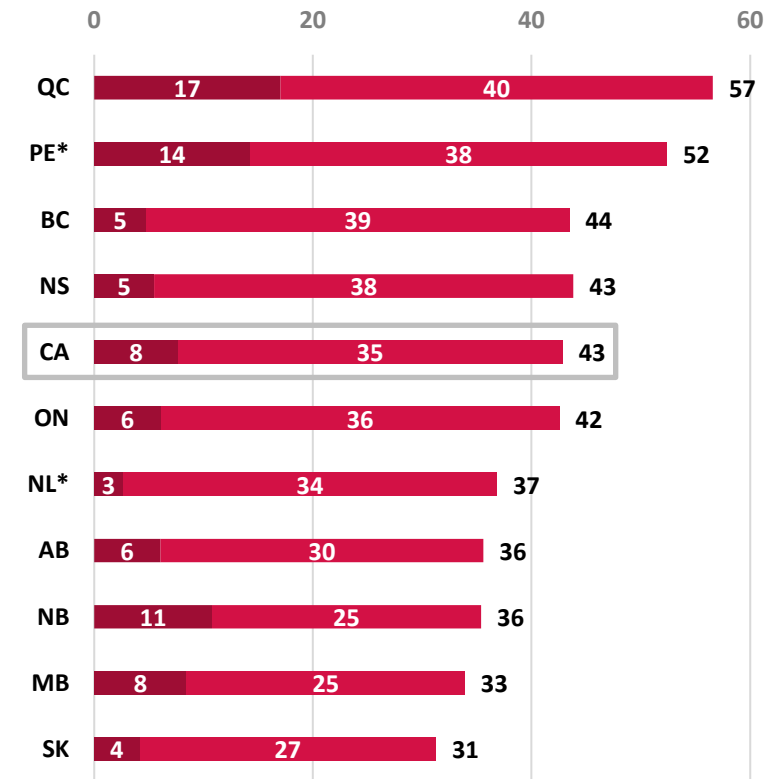
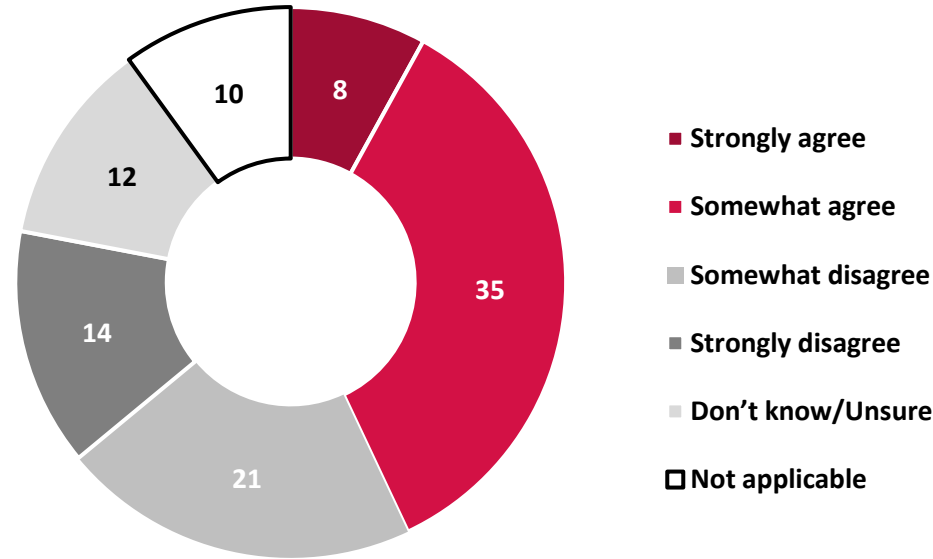
(By province, % response)



2 in 3
SMEs (**66%**) are **worried**
customers will be
spending even less this
year

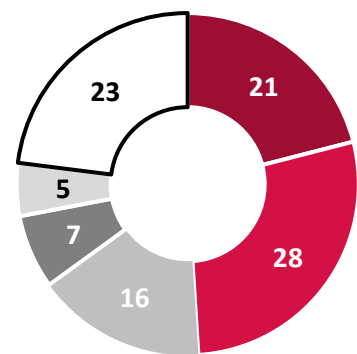
Source: CFIB, Your Voice – October 2021 survey, October 14-27, 2021, final results, n = 1,310.
Notes: 1) *Sample <40 responses.
2) This question was only answered by retail and hospitality sector businesses.

“We are optimistic that the upcoming 2021 holiday shopping season will be better for our business, compared to last year” (By province, % response)

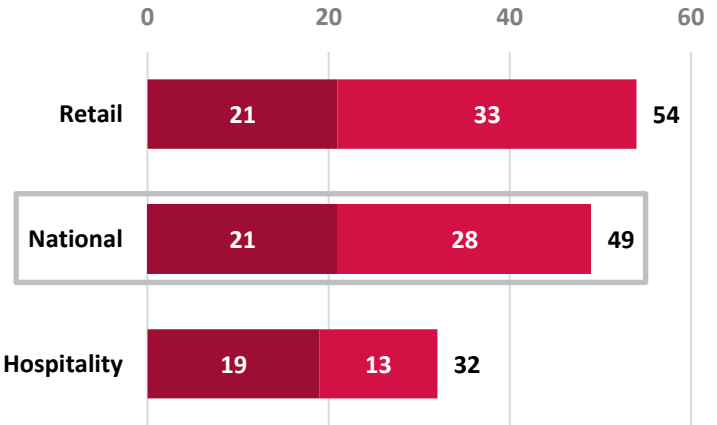
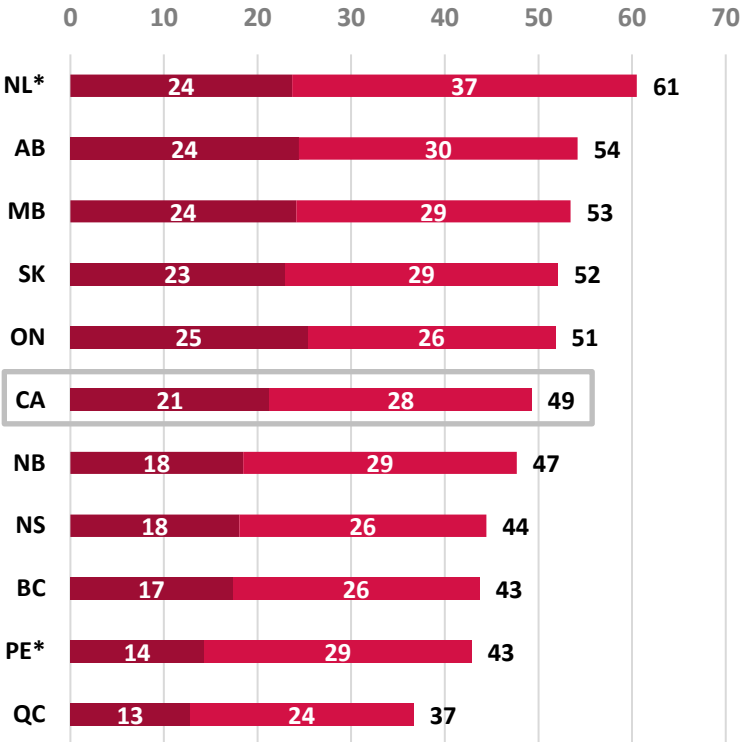


Source: CFIB, Your Voice – October 2021 survey, October 14-27, 2021, final results, n = 1,319.
Note: *Sample <40 responses.

“We expect that many of our customers have moved online or to big businesses and are afraid they will not return” (By province and sector, % response)



- Strongly agree
- Somewhat agree
- Somewhat disagree
- Strongly disagree
- Don't know/Unsure
- Not applicable



Nearly half
of SMEs (**49%**) are worried that
customers have moved online or to big
businesses and **will not return**

Source: CFIB, Your Voice – October 2021 survey, October 14-27, 2021, final results, n = 1,310.
Notes: 1) *Sample <40 responses.
2) This question was only answered by retail and hospitality sector businesses.