

2020 RBC Small Business Poll

Index	
1	1. Have you ever thought of owning your own business?
2	2. Have you started or purchased your own business?
3a	8. Over the next 12 months, the top priorities for my business will be.../ Over the next 12 months, the top priorities for Canadian business owners should be... - Rank 1/2/3 Summary
3b	8. Over the next 12 months, the top priorities for my business will be.../ Over the next 12 months, the top priorities for Canadian business owners should be... - Rank 1/2/3 Summary
4	9. In your opinion, what is the most important skill for an entrepreneur to succeed?
5a	10. When you think about yourself or others in your network who went on to become entrepreneurs, did you/they experience any of the following during childhood?/ When you think about people in your network who went on to become entrepreneurs, did they experience any of the following during childhood?
5b	10. When you think about yourself or others in your network who went on to become entrepreneurs, did you/they experience any of the following during childhood?/ When you think about people in your network who went on to become entrepreneurs, did they experience any of the following during childhood?
6a	11. How much do you agree or disagree with each of the following? - Top 2 Box Summary
6b	11. How much do you agree or disagree with each of the following? - Top 2 Box Summary
7a	13_3. How much do you agree or disagree with each of the following? - After the COVID-19 crisis is resolved, businesses will need a robust digital presence to be successful, whether it involves advertising, offering or directly delivering their services through digital means.
7b	13_6. How much do you agree or disagree with each of the following? - I recognize the value of small businesses more now than I did before the COVID-19 pandemic.
7c	13. How much do you agree or disagree with each of the following? - Top 2 Box Summary
7d	13. How much do you agree or disagree with each of the following? - Top 2 Box Summary
8	14. How likely is your business to reopen, survive or prosper in the next 6 months?

1. Have you ever thought of owning your own business?

	CANADIAN GENERAL POPULATION	
	Total 2019	Total 2020
Base: (unweighted)	2007	2000
Base: (weighted)	2007	2000
Yes	1148	1085
	57%	54%
No	859	915
	43%	46%

2. Have you started or purchased your own business?

	CANADIAN GENERAL POPULATION
	Total
Base: (unweighted)	2000
Base: (weighted)	2000
Yes (Business Owners)	287
	14%
No (Aspiring Entrepreneurs)	798
	40%
Not thought of owning a business	915
	46%

8. Over the next 12 months, the top priorities for my business will be.../ Over the next 12 months, the top priorities for Canadian business owners should be... - Rank 1/2/3 Summary

	CANADIAN GENERAL POPULATION
	Total
Base: (unweighted)	2000
Base: (weighted)	2000
Refining core product/service offerings to improve customer experience	1219
	61%
Contingency planning for future risks and challenges	1139
	57%
Cutting costs and paying down debt	1019
	51%
Investing in marketing and sales to reach new customers	820
	41%
Expanding into new markets including new geographic areas or new lines of business	787
	39%

8. Over the next 12 months, the top priorities for my business will be.../ Over the next 12 months, the top priorities for Canadian business owners should be... - Rank 1/2/3 Summary

	CANADIAN GENERAL POPULATION						
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic
Base: (unweighted)	2000	240	201	200	701	458	200
Base: (weighted)	2000	268	226	124	770	478	134
Refining core product/service offerings to improve customer experience	1219	171	119	60	464	322	83
	61%	64%	53%	48%	60%	67%	62%
Contingency planning for future risks and challenges	1139	159	119	70	461	252	79
	57%	59%	53%	56%	60%	53%	59%
Cutting costs and paying down debt	1019	147	113	68	378	245	68
	51%	55%	50%	55%	49%	51%	51%

9. In your opinion, what is the most important skill for an entrepreneur to succeed?

	CANADIAN GENERAL POPULATION						
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic
Base: (unweighted)	2000	240	201	200	701	458	200
Base: (weighted)	2000	268	226	124	770	478	134
Perseverance, resilience and the ability to face challenges & ambiguity	667	94	87	35	241	171	39
	33%	35%	39%	28%	31%	36%	29%

10. When you think about yourself or others in your network who went on to become entrepreneurs, did you/they experience any of the following during childhood?/ When you think about people in your network who went on to become

	CANADIAN GENERAL POPULATION
	Total
Base: (unweighted)	2000
Base: (weighted)	2000
Experienced financial distress or instability during childhood	405
	20%
Encouraged to earn money through entrepreneurial ventures	478
	24%
Parents owned a business or were self-employed	582
	29%

10. When you think about yourself or others in your network who went on to become entrepreneurs, did you/they experience any of the following during childhood?/ When you think about people in your network who went on to become entrepreneurs, did they

	CANADIAN GENERAL POPULATION		
	Total	Ontario	Quebec
Base: (unweighted)	2000	701	458
Base: (weighted)	2000	770	478
Experienced financial distress or instability during childhood	405	162	82
	20%	21%	17%
Encouraged to earn money through entrepreneurial ventures	478	195	91
	24%	25%	19%

11. How much do you agree or disagree with each of the following?
Top 2 Box Summary

	CANADIAN GENERAL POPULATION
	Total
Base: (unweighted)	2000
Base: (weighted)	2000
I can bounce back quickly when faced with setbacks in my professional life.	1437
	72%
I am able to come up with creative solutions to solve problems and/or like helping others find creative solutions to solve their business challenges.	1466
	73%

11. How much do you agree or disagree with each of the following?

Top 2 Box Summary

	CANADIAN GENERAL POPULATION						
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic
Base: (unweighted)	2000	240	201	200	701	458	200
Base: (weighted)	2000	268	226	124	770	478	134
I can bounce back quickly when faced with setbacks in my professional life.	1437	176	169	90	549	353	100
	72%	66%	75%	73%	71%	74%	75%

13_3. How much do you agree or disagree with each of the following? - After the COVID-19 crisis is resolved, businesses will need a robust digital presence to be successful, whether it involves advertising, offering or directly delivering their services through digital means.

	CANADIAN GENERAL POPULATION
	Total
Base: (unweighted)	2000
Base: (weighted)	2000
Top 2 Box (Net)	1764
	88%
Strongly agree	534
	27%
Somewhat agree	1231
	62%

[Table of contents](#)

13_6. How much do you agree or disagree with each of the following? - I recognize the value of small businesses more now than I did before the COVID-19 pandemic.

	CANADIAN GENERAL POPULATION
	Total
Base: (unweighted)	2000
Base: (weighted)	2000
Top 2 Box (Net)	1592
	80%
Strongly agree	548
	27%
Somewhat agree	1044
	52%

[Table of contents](#)

13. How much do you agree or disagree with each of the following?

Top 2 Box Summary

	CANADIAN GENERAL POPULATION
	Total
Base: (unweighted)	2000
Base: (weighted)	2000
I recognize the value of small businesses more now than I did before the COVID-19 pandemic.	1592
	80%
After the COVID-19 crisis is resolved, businesses will need a robust digital presence to be successful, whether it involves advertising, offering or directly delivering their services through digital means.	1764
	88%
A business must invest in diversifying its offering to include at least some online services to ensure business continuity in the face of adverse events like the COVID-19 pandemic.	1817
	91%
Many of my local small businesses have adapted well to the COVID-19 crisis by offering online alternatives to access their goods and/or services.	1558
	78%
The COVID-19 crisis will cause a permanent shift among consumers towards new standards of hygiene and cleanliness.	1788
	89%

[Table of contents](#)

13. How much do you agree or disagree with each of the following?

Top 2 Box Summary

	CANADIAN GENERAL POPULATION						
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic
Base: (unweighted)	2000	240	201	200	701	458	200
Base: (weighted)	2000	268	226	124	770	478	134
I recognize the value of small businesses more now than I did before the COVID-19 pandemic.	1592	208	173	95	620	381	115
	80%	78%	76%	76%	81%	80%	86%
After the COVID-19 crisis is resolved, businesses will need a robust digital presence to be successful, whether it involves advertising, offering or directly delivering their services through digital means.	1764	239	202	111	670	425	117
	88%	89%	90%	89%	87%	89%	87%

[Table of contents](#)

14. How likely is your business to reopen, survive or prosper in the next 6 months? - Current Business Owners

	Current Business Owners
Base: (unweighted)	242
Base: (weighted)	211
Likely to prosper/re-open/survive (Net)	172
	82%
Likely to prosper	45
	22%

[Table of contents](#)