

2021 RBC Small Business Poll

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

	CANADIAN GENERAL POPULATION
Base: All Respondents (unwtd)	2003
Base: All Respondents (wtd)	2003
I have sought/I will seek out and support businesses owned by a Black, Indigenous or Person of Colour	1214
	61%
I have sought/I will seek out and support businesses owned by a member of the 2SLGBTQ+ community	1035
	52%
I plan to spend more at small, local retail stores, restaurants and businesses to support their recovery once restrictions are lifted than I was before the COVID-19 pandemic	1534
	77%

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

	Gen Z	Millennial

Base: All Respondents (unwtd)	157	577
Base: All Respondents (wtd)	216	537

I have sought/I will seek out and support businesses owned by a Black, Indigenous or Person of Colour	153	369
	71%	69%
I have sought/I will seek out and support businesses owned by a member of the 2SLGBTQ+ community	129	347
	59%	65%

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3. Thinking about the business you recently started owning, how much do you agree or disagree with each of the following? - Top 2 Box Summary

	CANADIAN GENERAL POPULATION
Base: Know Someone/Started A Business In The Past 18 Months (unwtd)	636
Base: Know Someone/Started A Business In The Past 18 Months (wtd)	568
Business was started as a way to replace income lost due to the pandemic	402
	71%
Business was started because the pandemic presented an interesting opportunity	424
	75%
The pandemic gave business owners the time and/or reason to formalize a business (business banking account opening, business registration, etc.)	420
	74%
The pandemic encouraged business owners to start a business based on a shift in priorities or sense of purpose	434
	76%

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4. Over the next year, which of the following do you believe small business owners must implement or continue in order to compete in the post-COVID economy? What will be important to you as a Canadian consumer or entrepreneur in the next year? - Top 2 Box Summary

	CANADIAN GENERAL POPULATION
Base: General Population (unwtd)	2003
Base: General Population (wtd)	2003
Partnering with third party digital platforms or services to facilitate delivery or make your product more accessible (e.g. Uber/Nextdoor)	1285
	64%
Providing more wellness and mental health benefits and resources for employees	1741
	87%

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4. Over the next year, which of the following do you believe small business owners must implement or continue in order to compete in the post-COVID economy? What will be important to you as a Canadian consumer or entrepreneur in the next year? - Top 2 Box

	Millennial
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Base: General Population (unwtd)	577
Base: General Population (wtd)	537
Partnering with third party digital platforms or services to facilitate delivery or make your product more accessible (e.g. Uber/Nextdoor)	384
	72%

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5. The COVID-19 pandemic forced many businesses to alter their operating practices. How much do you agree or disagree with each of the following statements: - Top 2 Box Summary

	CANADIAN GENERAL POPULATION
Base: General Population (unwtd)	2003
Base: General Population (wtd)	2003
I'd like businesses to continue to offer curbside pick up and delivery	1572
	78%
Increased social media presence helped me become more aware of what small and local businesses had to offer (i.e. daily menus online, photos on social media about new arrivals etc.)	1447
	72%
I'd like the option to continue to shop or connect online with small businesses, even when in-person access fully re-opens (i.e. online fitness classes, retail, experiential learning classes, therapy, e-mail orders etc.)	1585
	79%
I expect the small businesses I frequent to continue to meet high hygiene standards post-pandemic	1771
	88%

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