



FACTUM

A Majority (81%) of Canadians Believe Small Business Ownership is a Viable Way to Earn a Living

Six in ten (59%) Canadians have thought about owning their own business

Toronto, Canada, September 16, 2025 — Eight in ten Canadians agree that being a small business owner is a viable way to earn a living, up 13 points in just two years, according to the annual RBC Small Business Poll survey conducted by Ipsos. A majority (59%) of Canadians have thought about owning their own business, with regional variations noting Ontarians at 68%, Albertans at 60%, those in Saskatchewan and Manitoba at 60%, the Atlantic provinces at 62%, and Quebec at 45%.

Entrepreneurs on the Move: Mastering Adaptability and Agility to Stay Ahead

From supply chain issues and unpredictable tariffs from the South, adaptability holds significant importance for Canadians who are already entrepreneurs, with six in ten business owners having adjusted their business strategies in the last year (61%). Just over half (51%) have significantly changed their strategy or business model to stay competitive. Just under half (46%) say that the current economic and market conditions are forcing small business owners to be more proactive in their long-term business planning, and four in ten view risk-taking as essential to long-term success (43%).

Optimism Prevails in the Face of Economic Headwinds

While tariffs and economic uncertainty keep many Canadian business owners up at night (56%), three quarters (75%) agree that their business is adapting well to present economic volatility and uncertainty, describing their business as resilient in the face of these challenges (76%)

About the Study

These are the findings of an Ipsos survey conducted on behalf of RBC that was fielded between July 4-8, 2025. A total of n=2001 Canadians aged 18+ participated in the survey which was fielded via the Ipsos' panel. Quotas and weighting were used to ensure the sample's composition reflects that of the Canadian population according to census parameters. This survey has a credibility interval of +/- 2.7 per cent 19 times out of 20, of what the results would have been had all Canadian adults 18+ been surveyed.

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About Ipsos

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Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. We serve more than 5000 clients across the world with 75 business solutions.

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