



ViewPoints panel end-of-year survey

Survey report

December 2021

Research and intelligence market team at BDC



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01. Methodology



Methodology

Survey methodology

Online survey.

Respondent profile

Business owners and business decision-makers from the BDC ViewPoints panel.

Survey dates

December 14 to 24, 2021

Margin of error

For a probability sample of 1,059 respondents, the maximum margin of error is ± 3.0 percentage points, 19 times out of 20. However, as this survey is based on a non-probability sample, this information is provided for reference only.

Data processing and analysis

Were performed by the BDC Research and Market Intelligence team.

Weighting factors

Results were weighted by region and number of employees to be representative of the Canadian SME population.



02.

Key highlights



Holiday Season 2021

For more than two out of five businesses, the holiday season is **less busy** time.

This is especially true for **smaller** businesses.



Good news: Most entrepreneurs are planning **some time off** during the holidays.

A greater proportion of business owners in **Quebec** are planning to take 10+ days off.

Nearly 3 in 5 companies have **no plans** to host a celebration for their employees this year.

Larger companies are more likely to plan an in-person celebration.



Entrepreneurs are again demonstrating their **optimism** and **resilience**.

Most saw 2021 and the pandemic crisis as a **successful** year in retrospect.

Coming up in 2022

The **top 2022 priorities** for SMEs are to:



Increase sales and profits



Grow in new markets



Increase productivity

Solving **labour shortages** is only the 2nd lowest priority.

Happy New Year 2022 to all our panellists!

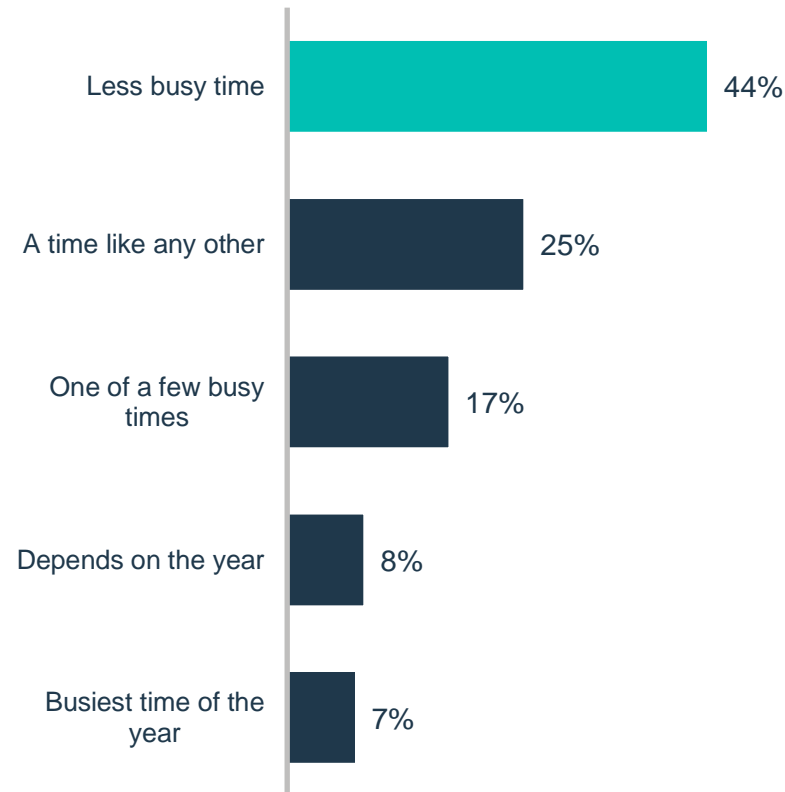


03. **Detailed results**

More than two out of five businesses say they are **less busy** during the holiday season. This is especially true for **smaller** businesses.



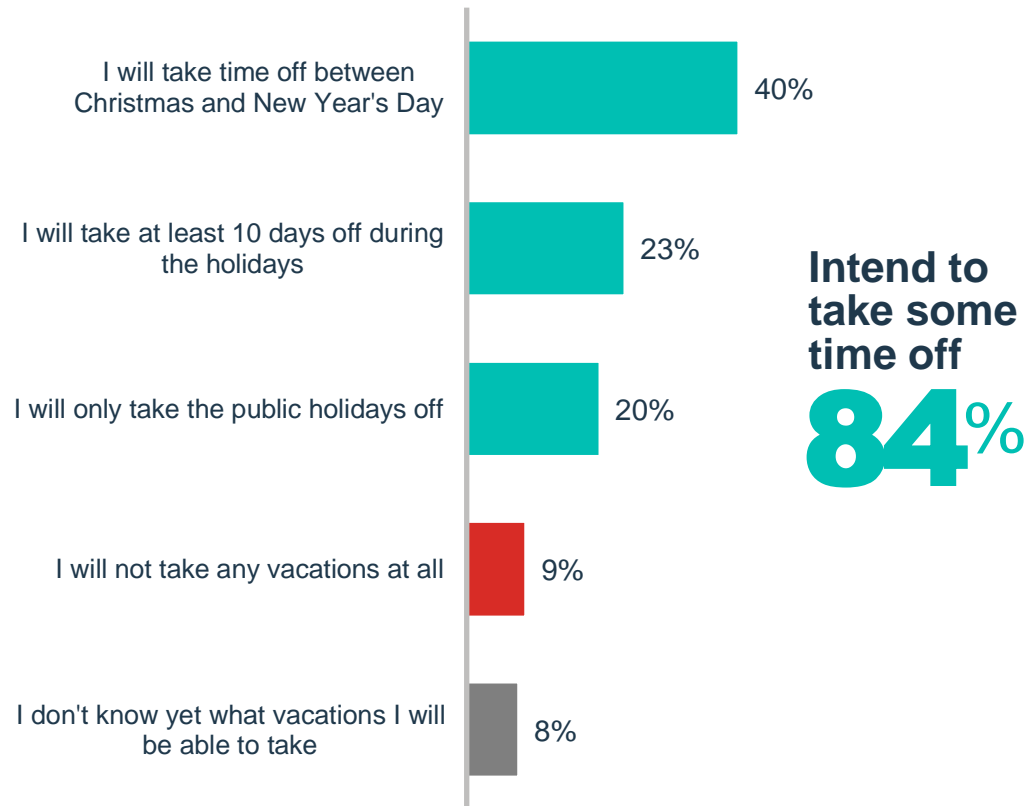
Q1. How **busy** is the holiday season for your business?



Good news: At the time of the survey, most entrepreneurs were planning **some time off** during the holidays. In fact, two in five intend to be off between Christmas and New Year's Day.



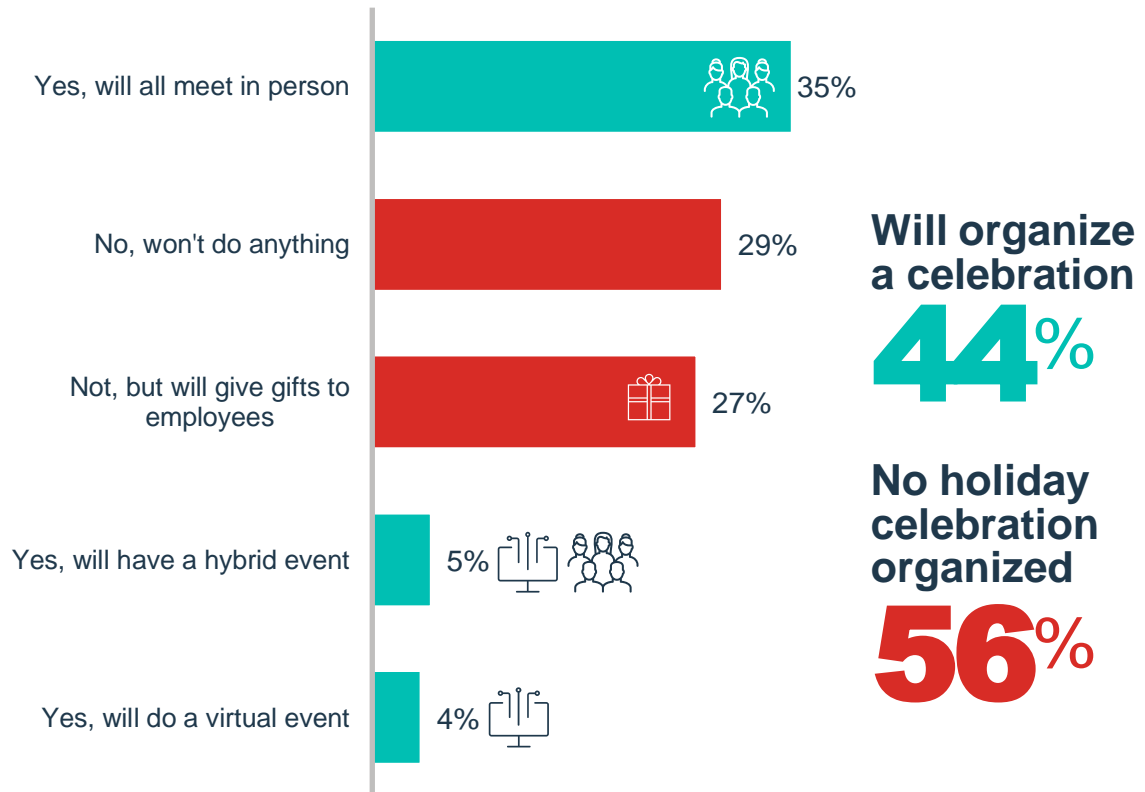
Q2. Will you be **taking any time off** during the holidays this year?



Nearly 3 in 5 companies **do not have plans** to host a celebration for their employees this year. One-third plan to meet in person, particularly among **larger SMEs**.



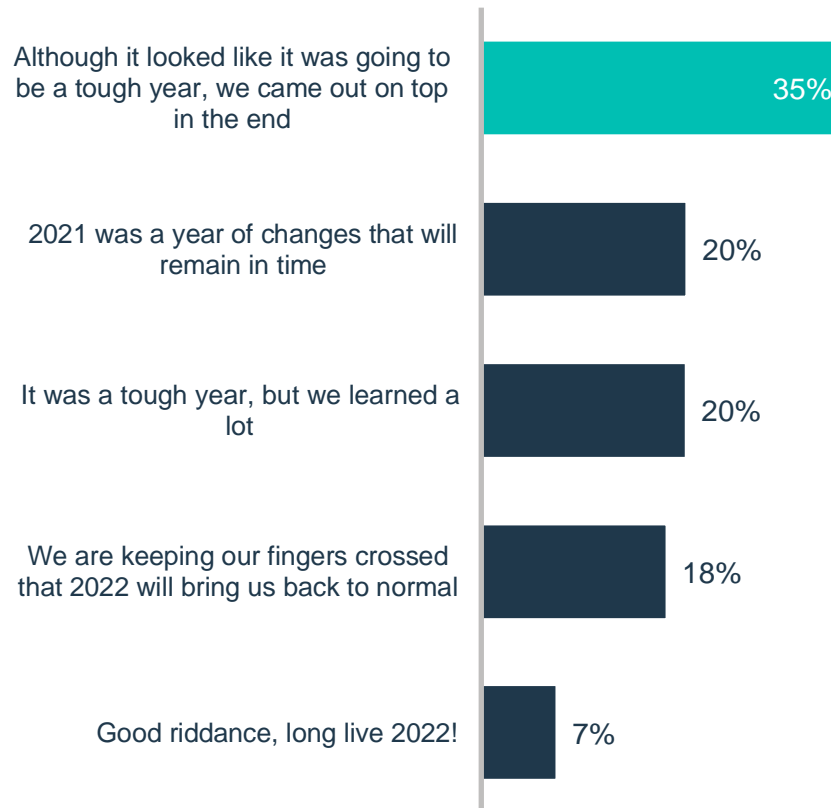
Q3. Will you be organizing a **holiday celebration** for your employees?



Entrepreneurs are once again demonstrating their **optimism** and **resilience**; most saw 2021 as a **successful year** where they came out on top.



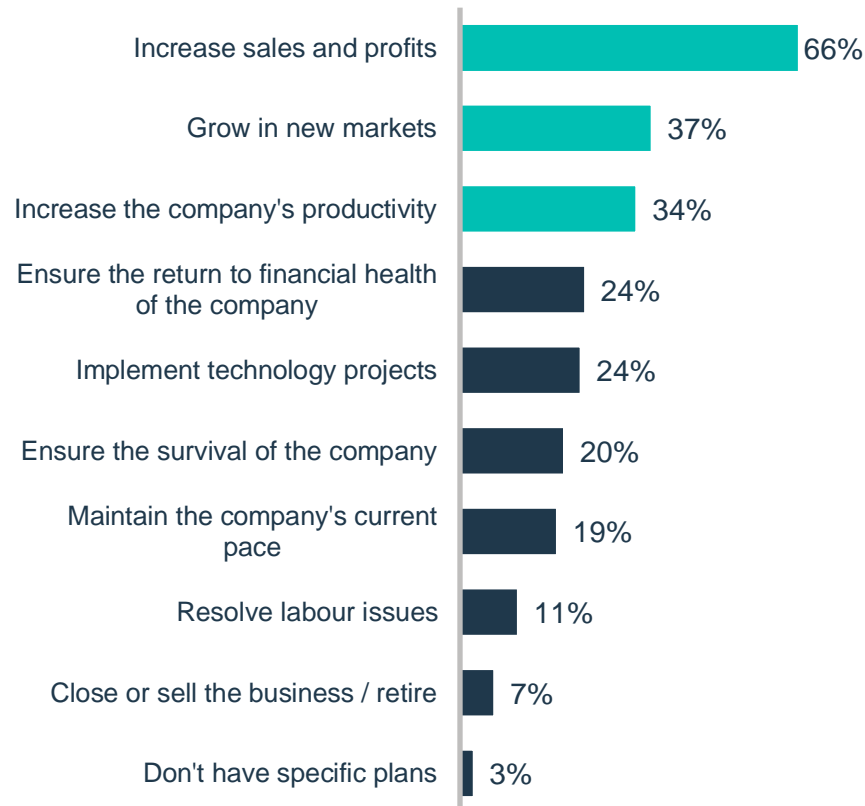
Q4. How would you **sum up the year 2021** for your company?



The top priority for SMEs next year is to **increase sales and profits** and, to a lesser extent, **grow in new markets**, but also **increase productivity**. Solving labour shortages is the second lowest priority.



Q5. What will be your **priorities** for the year **2022**?



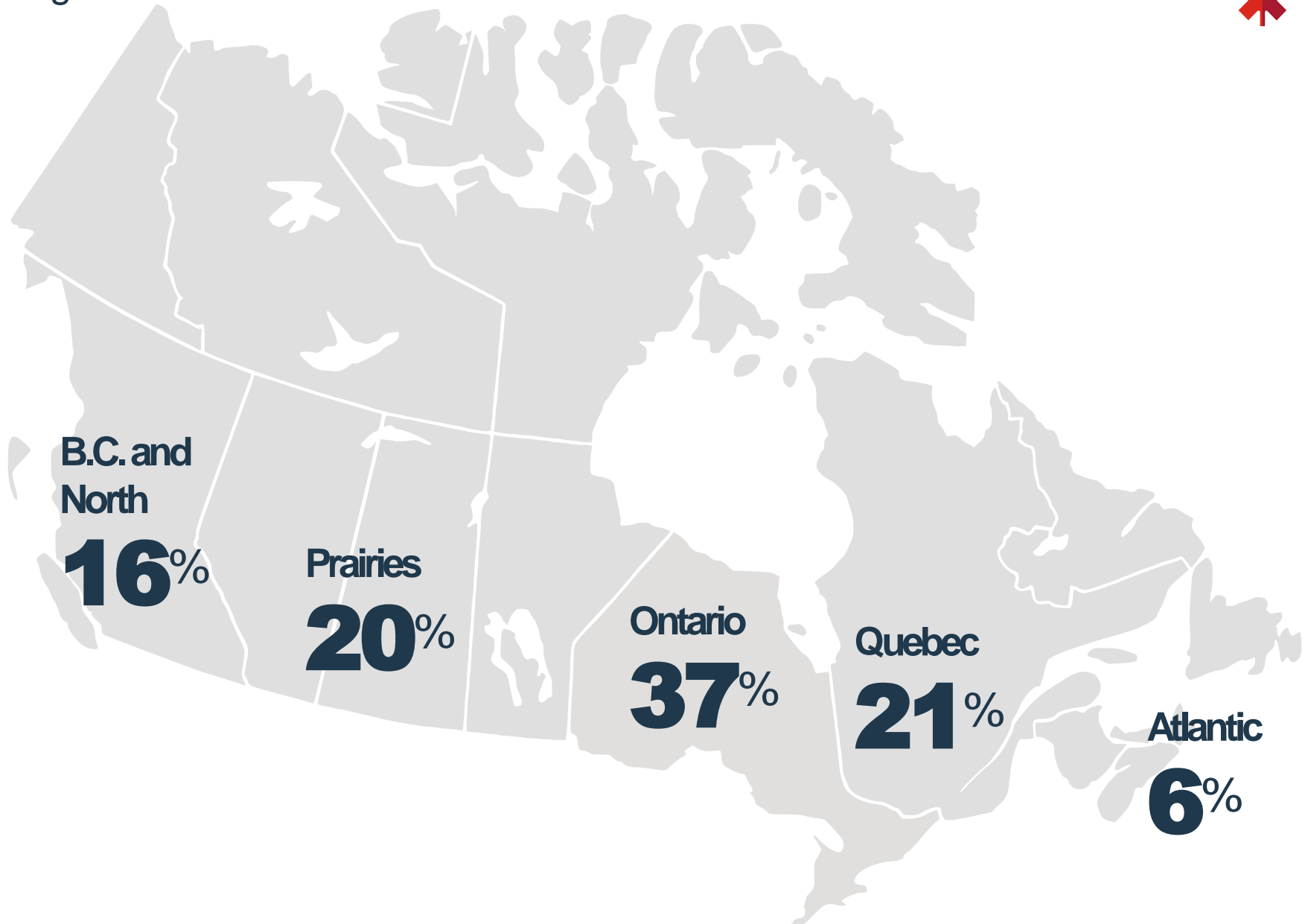


04.

**Respondent
profile**



Region

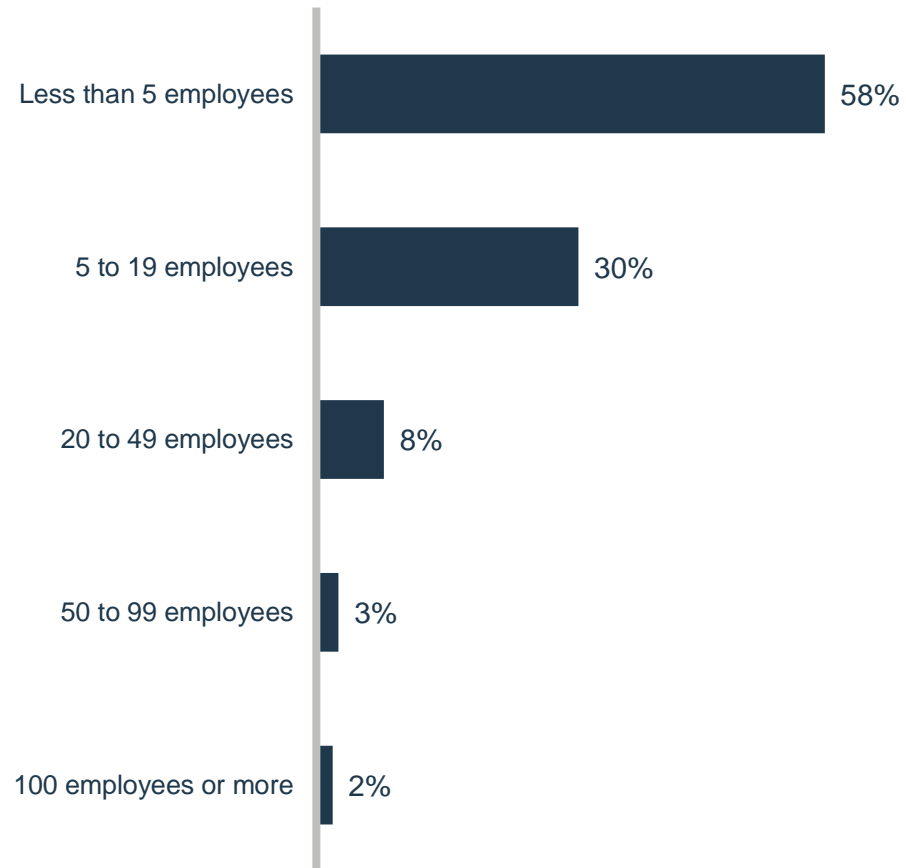


Base: All respondents (n=1,059).

Number of employees



Number of employees (current)





05. Appendix

Results by region



Business activity level during the holiday season



Q1. How **busy is the holiday season** for your business?

	Region				
	Atlantic (n=74)	Quebec (n=300)	Ontario (n=335)	Prairies (n=188)	B.C. & North (n=162)
It's our busiest time of the year	9%	5%	8%	6%	9%
It's one of a few busy times	15%	19%	15%	17%	19%
It's a time like any other	38% ↑	20% ↓	25%	22%	28%
It's a less busy time for us	32% ↓	48%	44%	47%	37%
It depends on the year	5%	8%	8%	9%	7%

Base: All respondents. Arrows indicate statistically significant differences between a given region and the rest of the sample.

Taking time off during the holidays



Q2. Will you be **taking any time off** during the holidays this year?

	Region				
	Atlantic (n=74)	Quebec (n=300)	Ontario (n=335)	Prairies (n=188)	B.C. & North (n=162)
Will take least 10 days off during the holidays	22%	37% ↑	21%	18%	20%
Will take the days between Christmas and New Year's Day	49%	27% ↓	41%	48% ↑	43%
Will take only the public holidays off	14%	18%	21%	23%	18%
Won't take any vacations at all	9%	8%	9%	7%	11%
Don't know yet	5%	10%	9%	5%	7%

Base: All respondents. Arrows indicate statistically significant differences between a given region and the rest of the sample.

Organizing a holiday celebration for employees



Q3. Will you be organizing a **holiday celebration** for your employees?

	Region				
	Atlantic (n=74)	Quebec (n=300)	Ontario (n=335)	Prairies (n=188)	B.C. & North (n=162)
Yes, we will all meet in person	46% ↑	43% ↑	28% ↓	36%	35%
Yes, we will have a hybrid event	1% ↓	3% ↓	6%	5%	6%
Yes, we will do a virtual event	6%	4%	4%	2%	4%
No, but we will give gifts to our employees	21%	21% ↓	32% ↑	26%	27%
No, we won't do anything	26%	30%	29%	31%	27%
NET Yes	53%	50% ↑	39% ↓	43%	46%
NET No	47%	50% ↓	61% ↑	57%	54%

Summing up 2021 for one's company



Q4. How would you **sum up the year 2021** for your company?

	Region				
	Atlantic (n=74)	Quebec (n=300)	Ontario (n=335)	Prairies (n=188)	B.C. & North (n=162)
Good riddance, long live 2022!	7%	7%	8%	8%	5%
It was a tough year, but we learned a lot	22%	16%	20%	23%	18%
Although it looked like it was going to be a tough year, we came out on top in the end	34%	36%	35%	32%	40%
We are keeping our fingers crossed that 2022 will bring us back to normal	16%	12% ↓	22% ↑	19%	15%
2021 was a year of changes that will remain in time	21%	29% ↑	15% ↓	18%	22%

Priorities for 2022



Q5. What will be your **priorities** for the year **2022**?

	Region				
	Atlantic (n=74)	Quebec (n=300)	Ontario (n=335)	Prairies (n=188)	B.C. & North (n=162)
Ensure the survival of the company	23%	17%	22%	16%	25%
Ensure the return to financial health of the company	33%	18% ↓	24%	27%	27%
Resolve labour issues	6%	23% ↑	7% ↓	8%	11%
Implement technology projects	14%	25%	25%	18%	28%
Increase the company's productivity	31%	36%	36%	36%	29%
Grow in new markets	34%	31% ↓	43% ↑	36%	35%
Increase sales and profits	70%	62%	69%	70%	58% ↓
Close or sell the business / retire	8%	5%	7%	8%	7%
Maintain the company's current pace	26%	22%	16%	20%	18%
Don't have specific plans	3%	3%	2%	3%	3%

Base: All respondents. A maximum of three answers was allowed, therefore total exceeds 100%. Arrows indicate statistically significant differences between a given region and the rest of the sample.



Thank you.

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