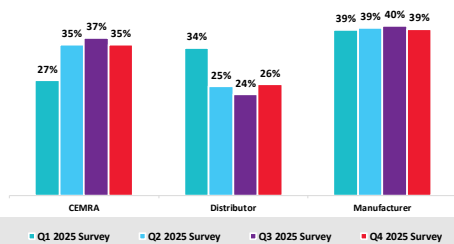


Electro-Federation Canada has released the **Q4 2025 Business Confidence Survey Results**. A total of **108 key association contacts** participated in the latest survey, maintaining a consistent and representative sample across membership types. The findings indicate a decline in overall optimism, with **60%** of respondents expecting sales growth in 2025—down from **65%** in the previous survey. Comments from respondents continue to reflect persistent uncertainty driven by concerns over U.S. tariffs. Looking ahead to Q4 2025, **53%** of respondents predict sales increases, with **25%** projecting growth of more than 5%. Additionally, **73%** project **growth** for **FY 2026**, which has declined from **83%** in the previous survey.

However, indications of market softening increased, with **49%** of respondents reporting weakening demand—up from **35%** in the previous survey. Additionally, supply chain challenges have declined, with **21%** citing them as a barrier to customer service—down from **28%** in the previous quarter.

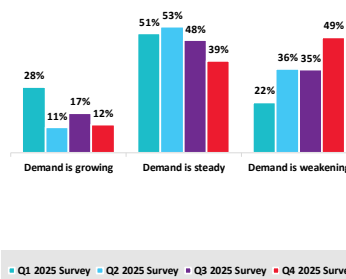
Responses

Q4 2025 Survey Participation - 108
Q3 2025 Survey Participation - 106
Q2 2025 Survey Participation - 102
Q1 2025 Survey Participation - 93



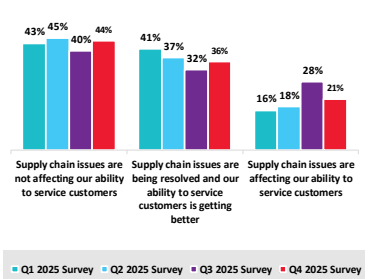
Demand

(Survey Q: Please indicate the status of demand as it relates to your business)



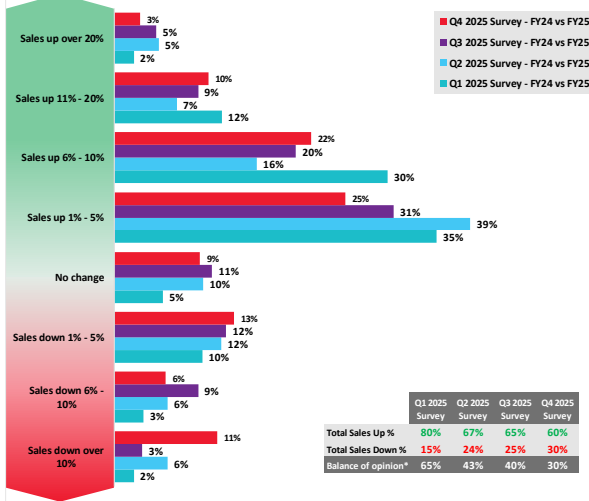
Supply Chain

(Survey Q: Please indicate the status of the supply chain for your products/services)



Sales Growth Survey FY vs Previous FY

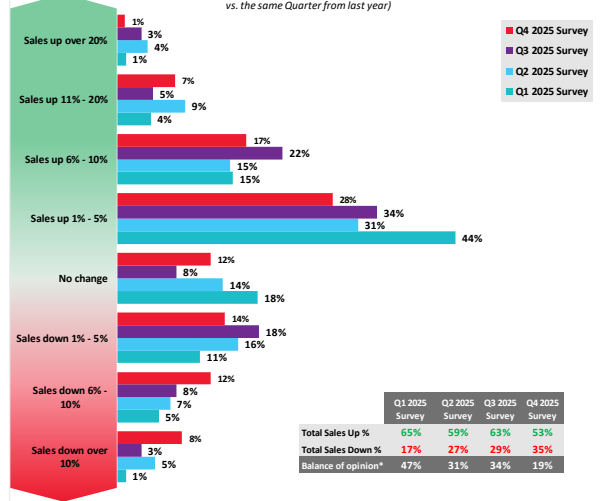
(Survey Q: What are your expectations for your company's sales for FULL year)



* Percentage of respondent saying "Sales up" minus percentage of respondent saying "Sales down"

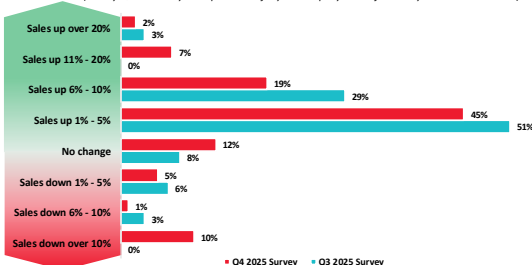
Sales Growth Survey Quarter vs Same Quarter Previous Year

(Survey Q: What are your expectations for your company's sales for surveyed Quarter vs. the same Quarter from last year)



Sales Growth FY 2026 vs FY 2025

(Survey Q: What are your expectations for your company's sales for NEXT year vs. Current Year?)



Comments wordcloud:

