



**CANADIAN FEDERATION
OF INDEPENDENT BUSINESS**

In business for your business™

COVID-19: State of Small Business

Key results – Week 11

2020-05-25

Overview

Every Friday during the COVID-19 pandemic, **CFIB** is sending a survey to understand how businesses are being impacted, what support will be most useful to them, and what solutions may be available in the short- to medium-term:

<i>Survey</i>	<i>Active dates</i>	<i>Sample</i>
Your Business and COVID-19 – Survey No. 1	March 13-21	n = 10,092
Your Business and COVID-19 – Survey No. 2	March 20-26	n = 13,362
Your Business and COVID-19 – Survey No. 3	March 27-April 2	n = 12,632
Your Business and COVID-19 – Survey No. 4	April 3-9	n = 13,021
Your Business and COVID-19 – Survey No. 5	April 10-16	n = 11,850
Your Business and COVID-19 – Survey No. 6	April 17-April 23	n = 9,712
Your Business and COVID-19 – Survey No. 7	April 24-April 30	n = 9,932
Your Business and COVID-19 – Survey No. 8	May 1-May 7	n = 8,907
Your Business and COVID-19 – Survey No. 9	May 8-May 14	n = 8,013
Your Business and COVID-19 – Survey No. 10	May 15-May 21	n = 7,493
Your Business and COVID-19 – Survey No. 11	May 22-TBD	n = 4,841

This policy briefing will highlight more detailed results from our [latest survey](#) on the current state of Canadian small businesses (11th weekly COVID-19 survey started May 22, some results to be shared publicly this week).

Extra information is in the appendix and more results (by province, industry, French version, etc.) available soon and upon request. Please see slides towards the end of the presentation for additional details and contact info for CFIB's resources.

Methodology



Online survey (Your Business and COVID-19 – Survey Number Eleven) [started May 22](#).



So far, it has received [4,841](#) responses from small business across Canada.



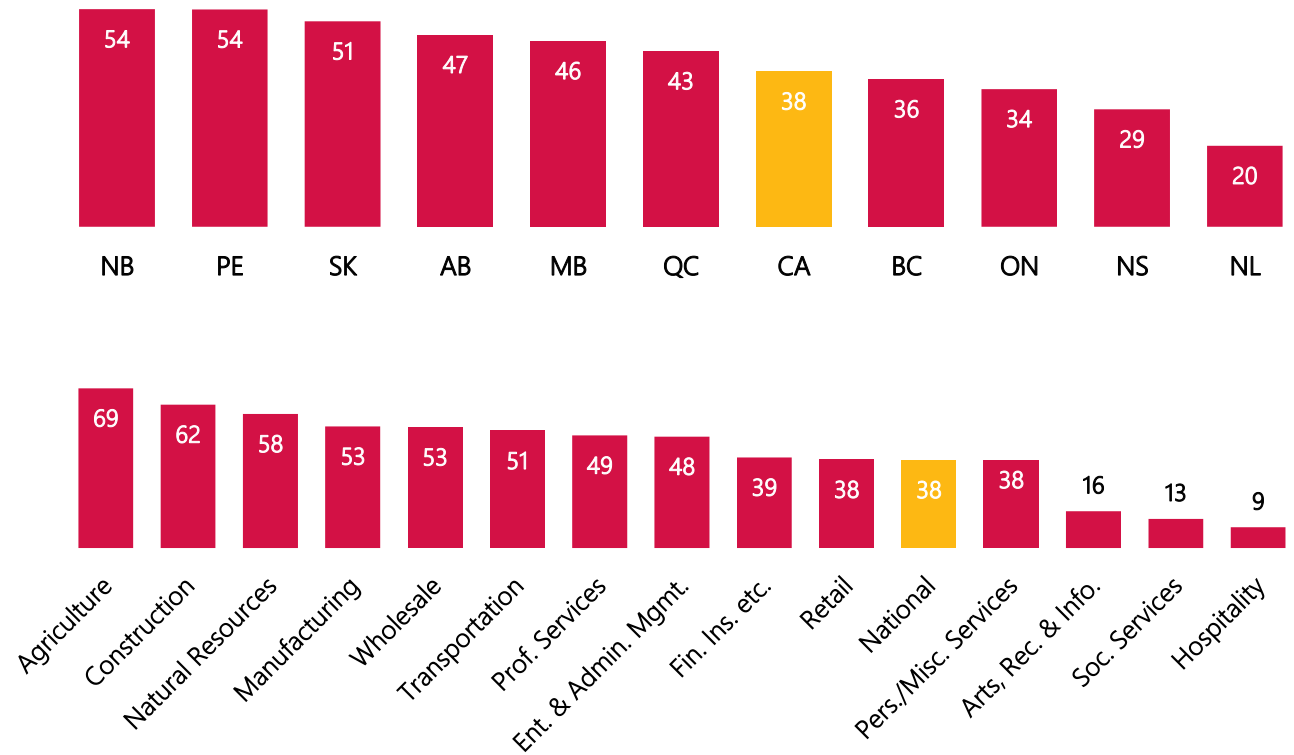
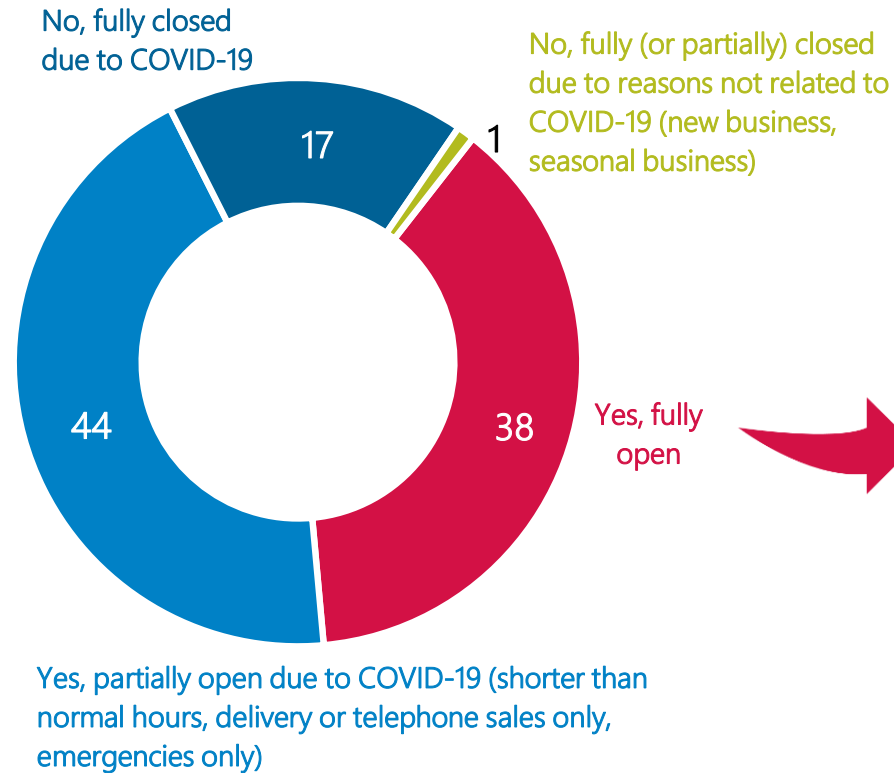
For comparison purposes, a probability sample with the same number of respondents would have a margin of error of $\pm 1.4\%$, 19 times out of 20.



Note on the next pages: The percentage of responses in charts may not always add up to 100%, due to rounding or multiple choice responses. There are instances in in this briefing that we do not report on certain provinces and sectors, as the sample size is less than 40 respondents.

As of today, is your business still open?

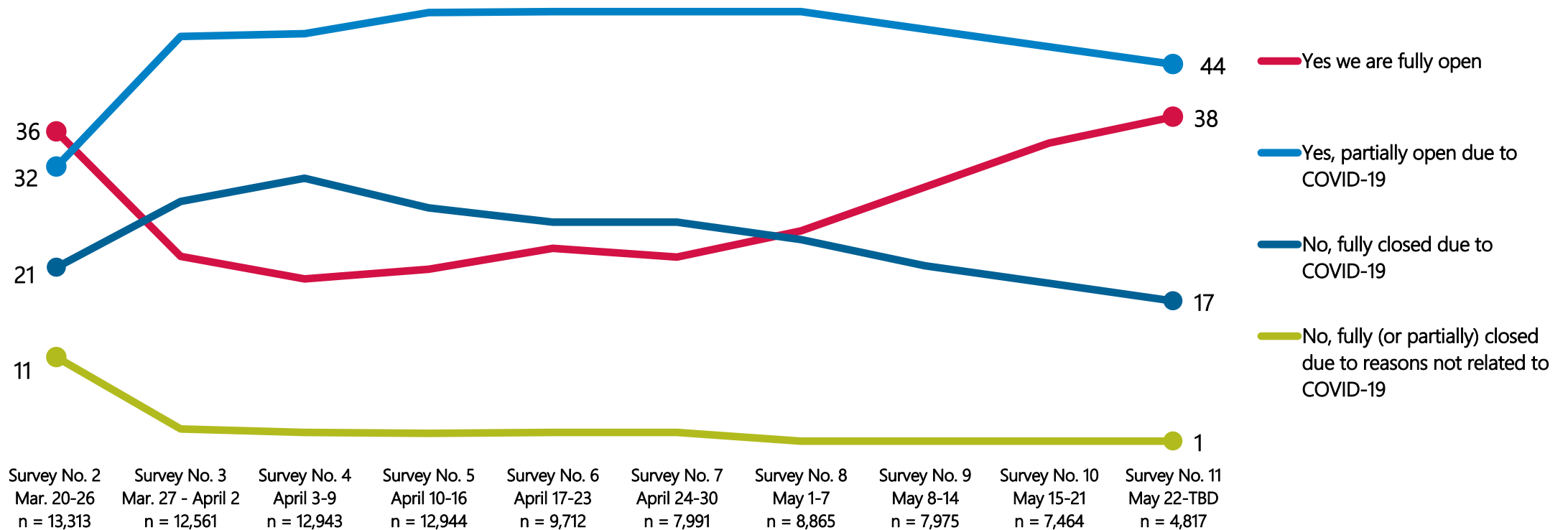
(% response)



Source: CFIB, Your Business and COVID-19 – Survey Number Eleven, May 2020, preliminary results n = 4,817.

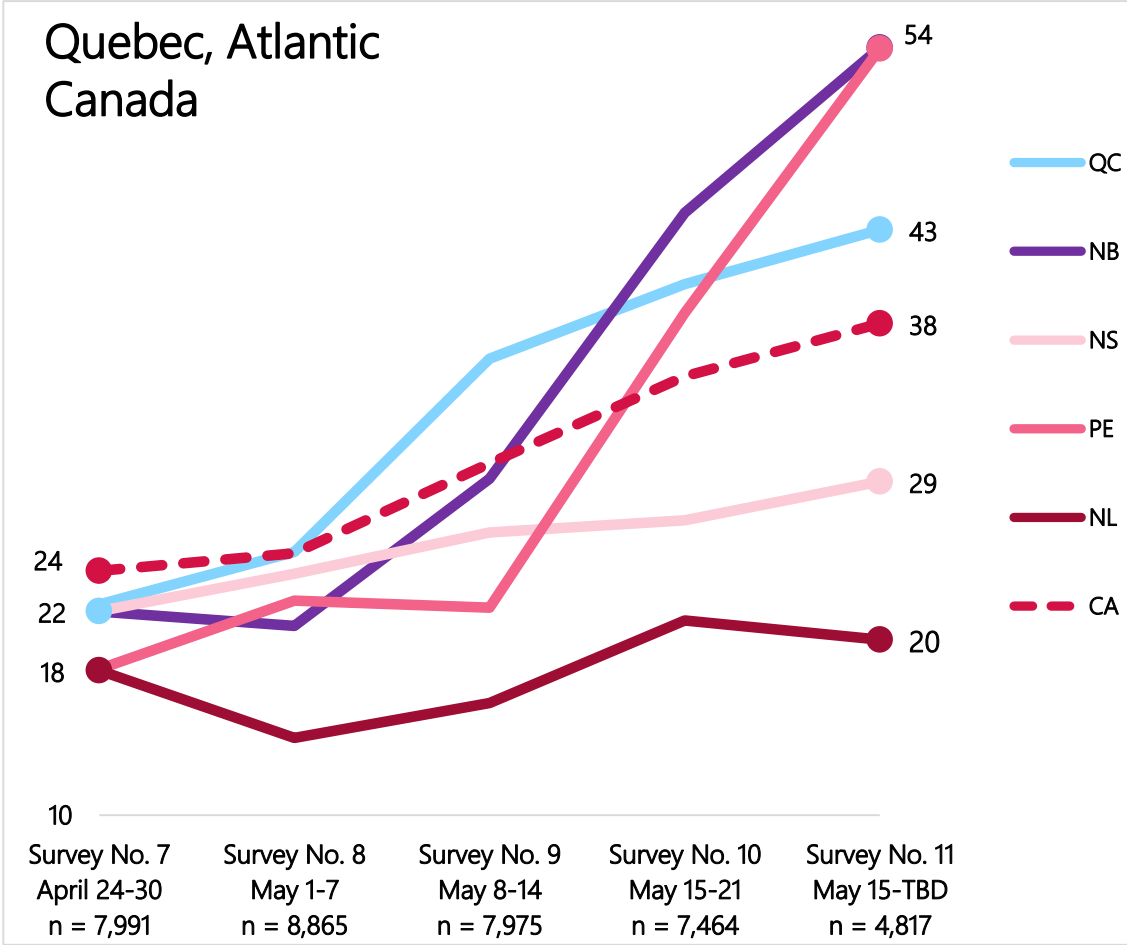
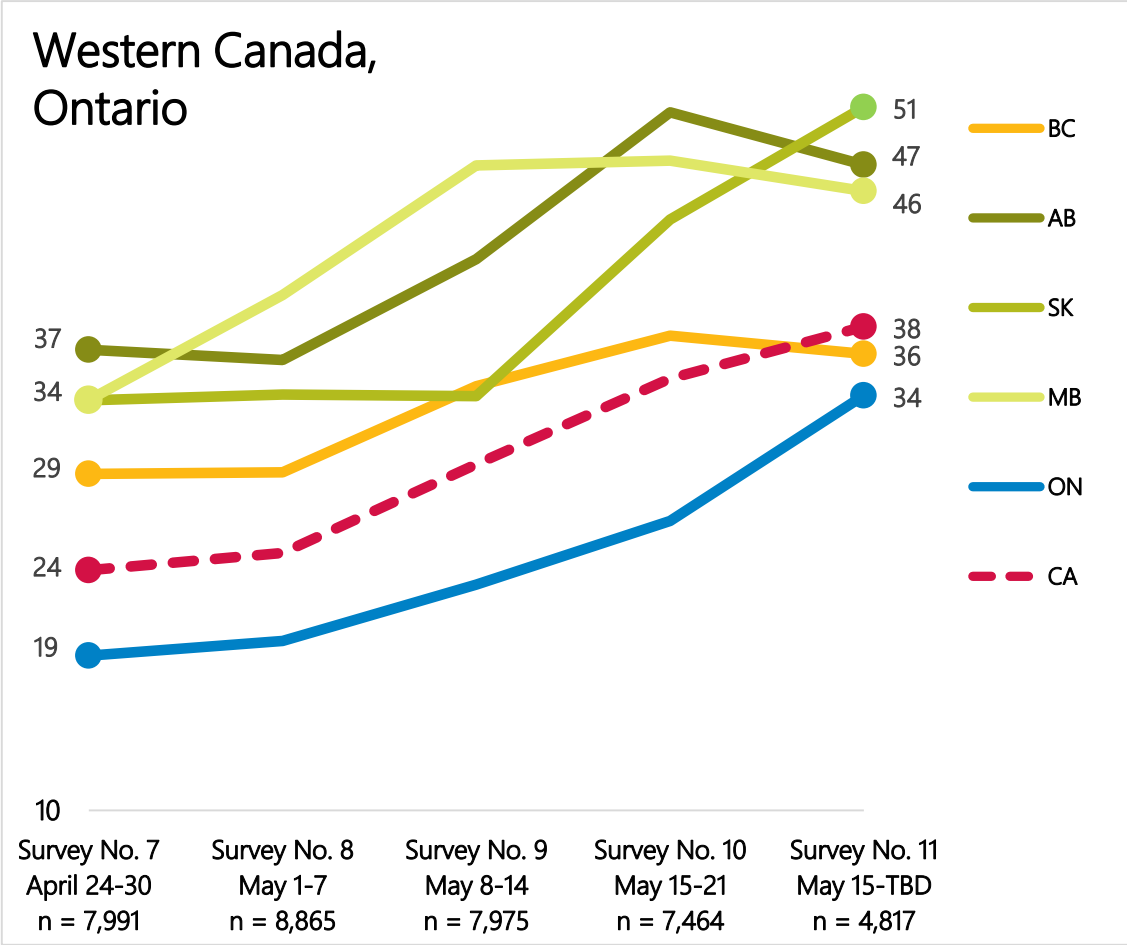
As of today, is your business still open?

(% response)



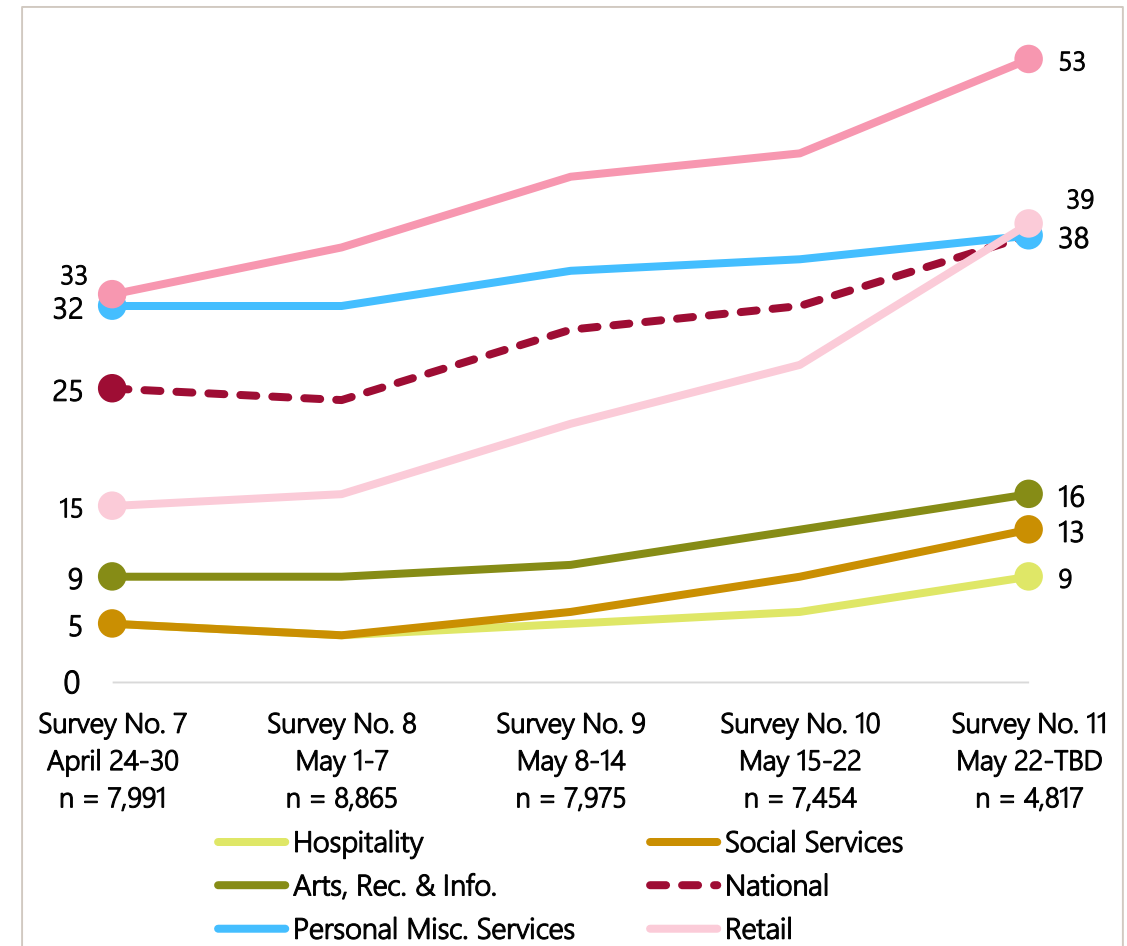
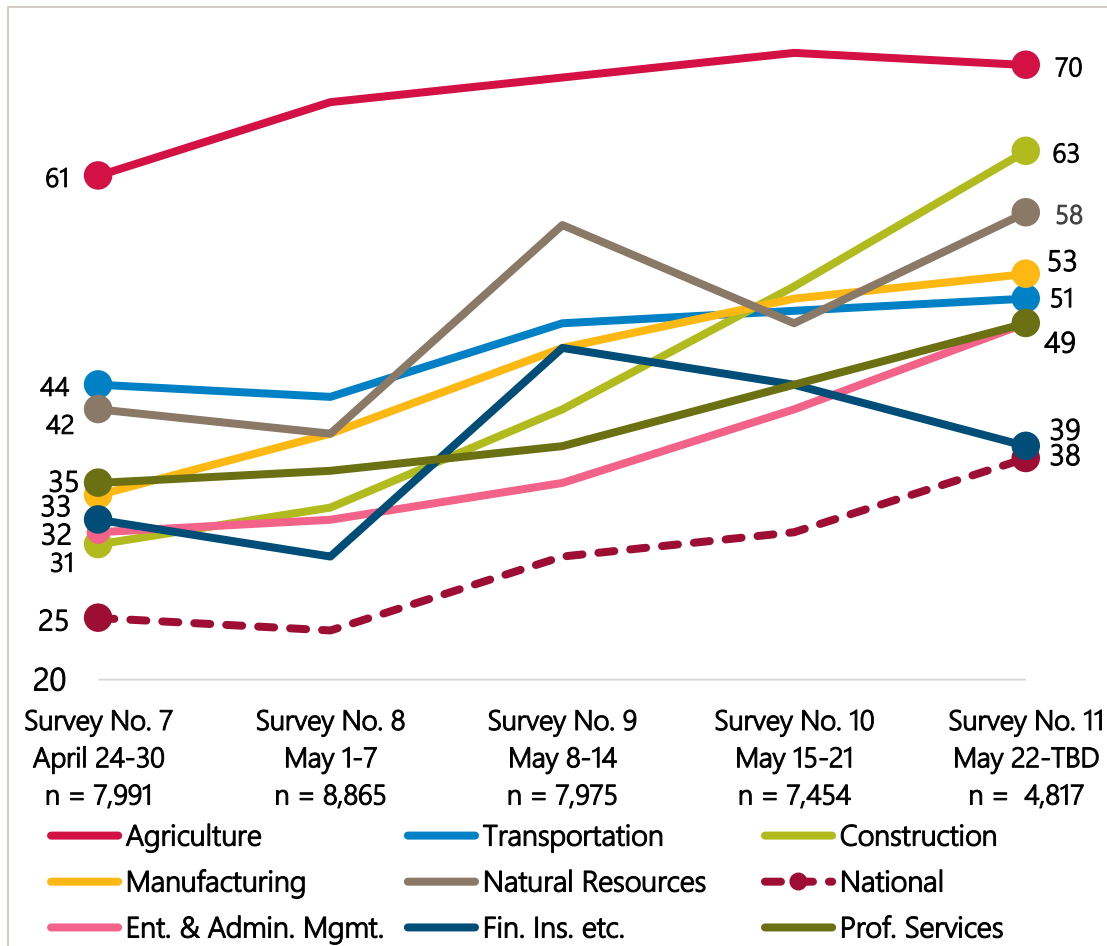
Fully open, by province

(% response)



Fully open, by sector

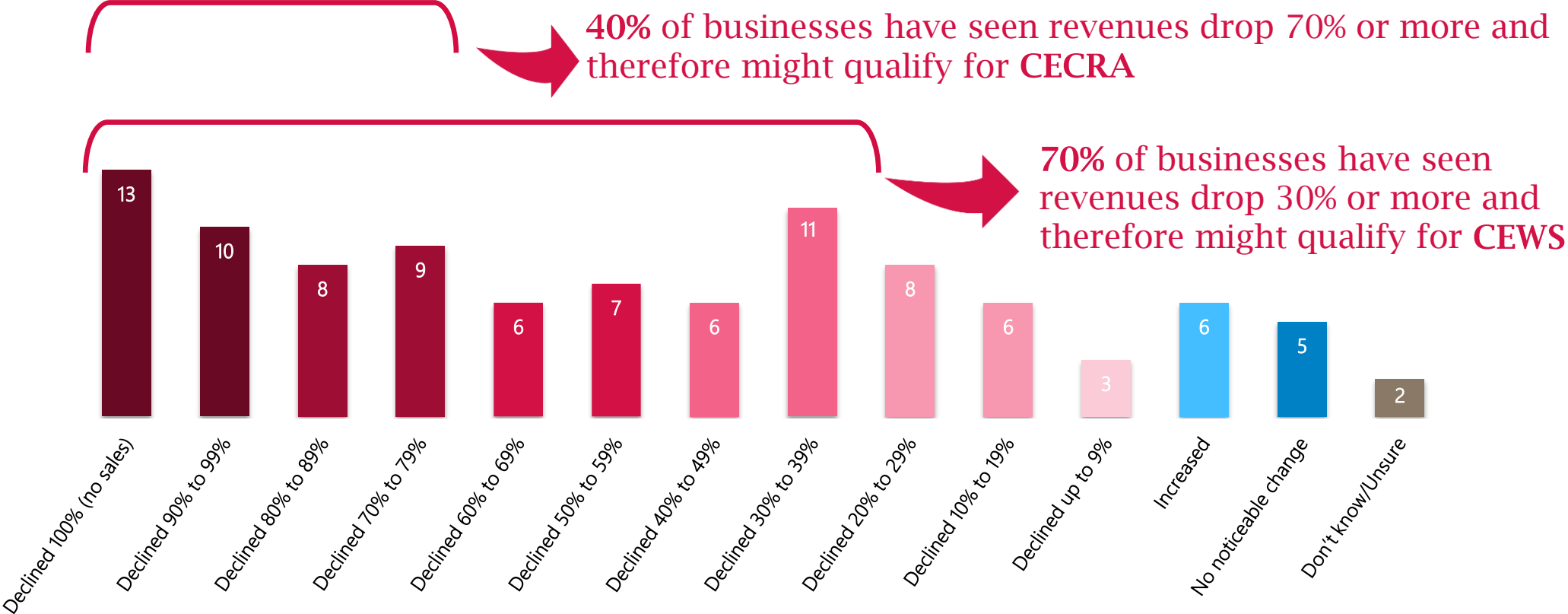
(% response)



Note: At the time results were collected there were less than 40 respondents for Natural Resources.

How have your gross sales revenues changed since the start of the COVID-19 outbreak in Canada?

(% response)



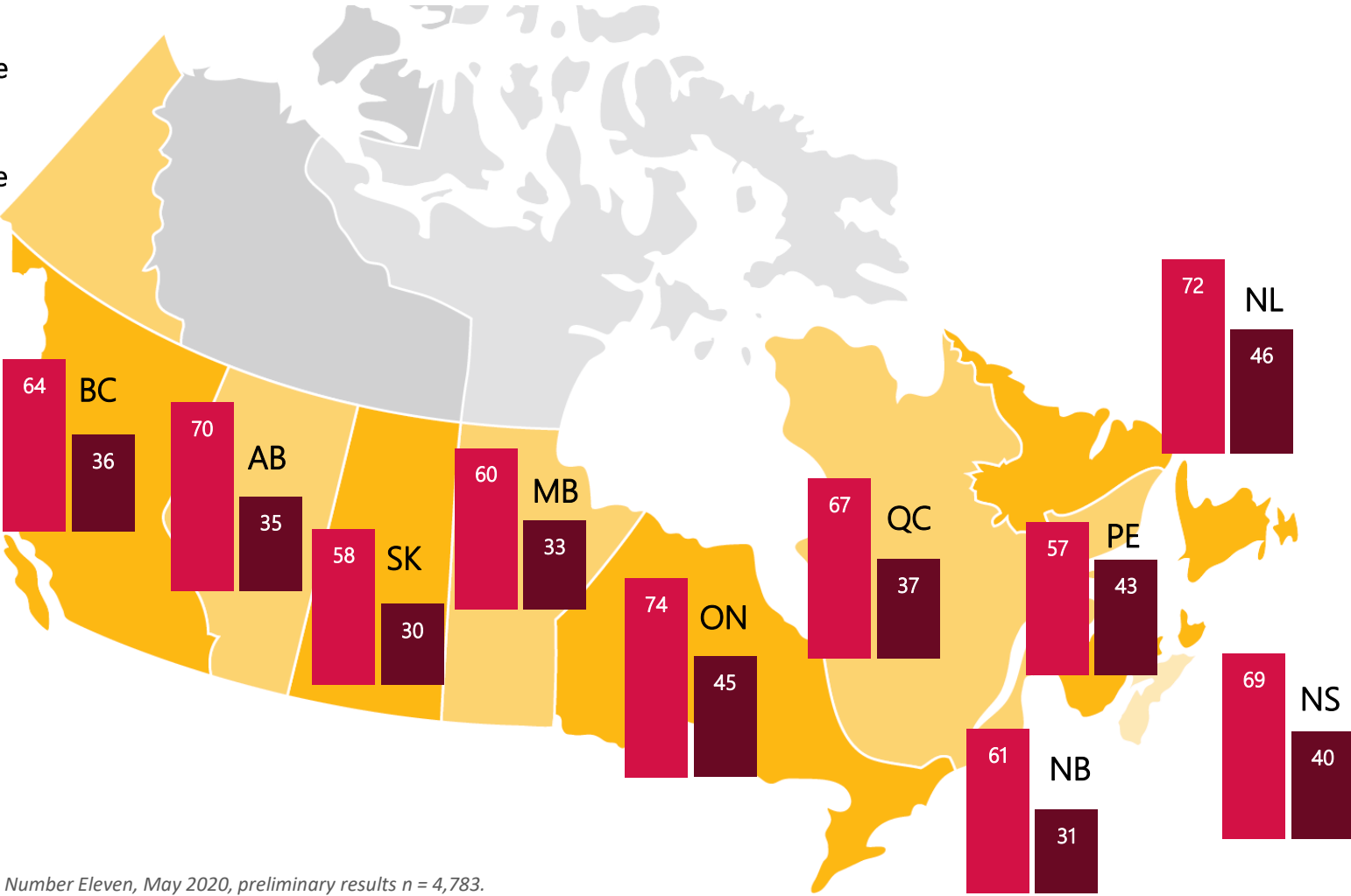
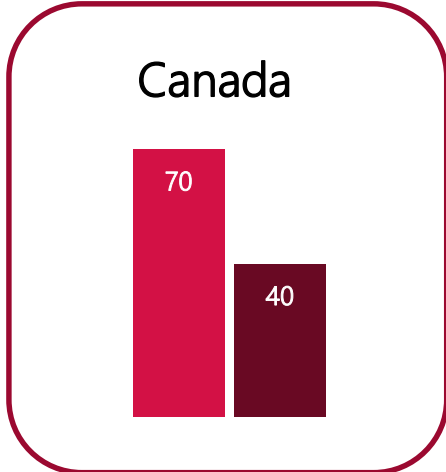
Source: CFIB, Your Business and COVID-19 – Survey Number Eleven, May 2020, preliminary results n = 4,783.

Note: Percentages may not add to 100% due to rounding.

Revenue drop test, by province

(% response)

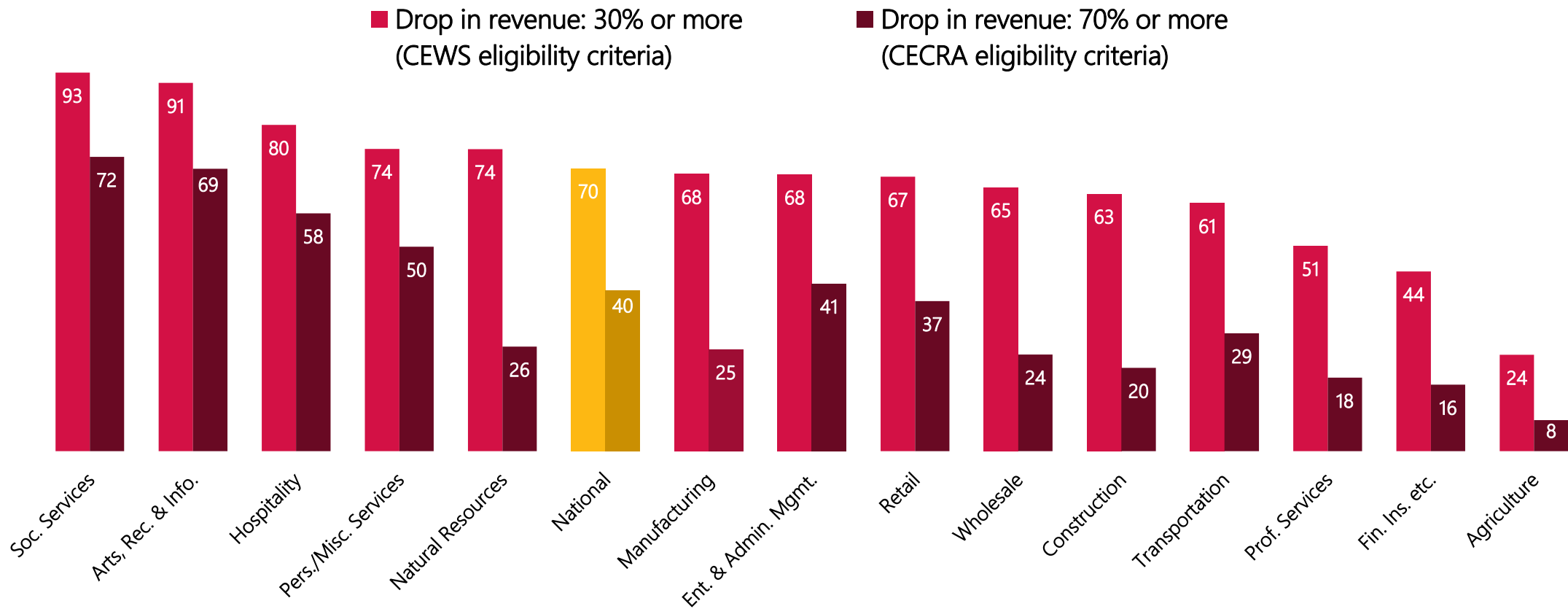
- Drop in revenue: 30% or more (CEWS eligibility criteria)
- Drop in revenue: 70% or more (CECRA eligibility criteria)



Source: CFIB, Your Business and COVID-19 – Survey Number Eleven, May 2020, preliminary results n = 4,783.

Revenue drop test, by sector

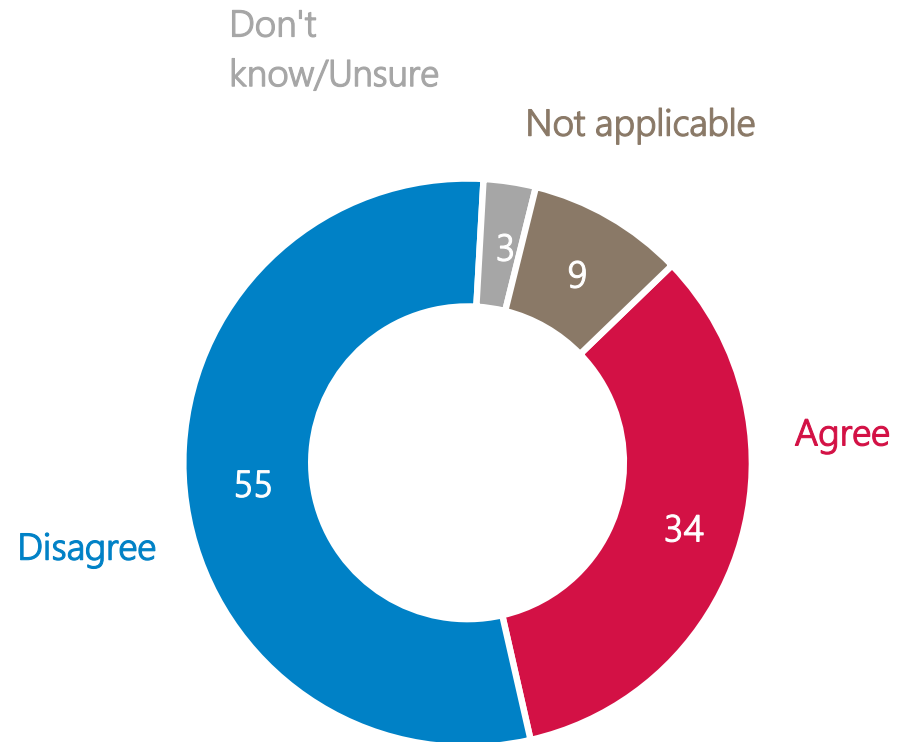
(% response)



Source: CFIB, Your Business and COVID-19 – Survey Number Eleven, May 2020, preliminary results n = 4,783.

Note: Respondents were allowed to select multiple responses, percentages will not add to 100%.

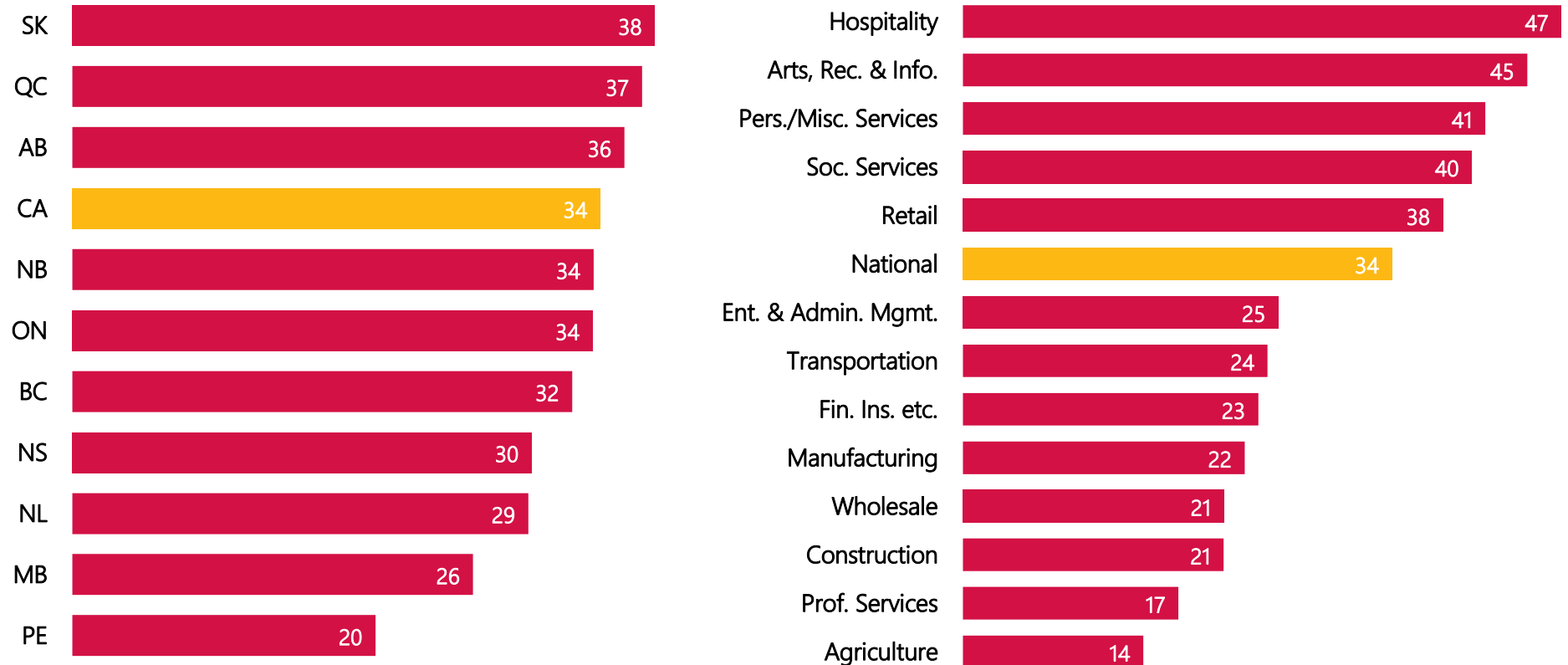
“I am behind in major bill payments (such as rent, credit cards, major suppliers)” (% response)



Source: CFIB, Your Business and COVID-19 – Survey Number Eleven, May 2020, preliminary results n = 4,388.

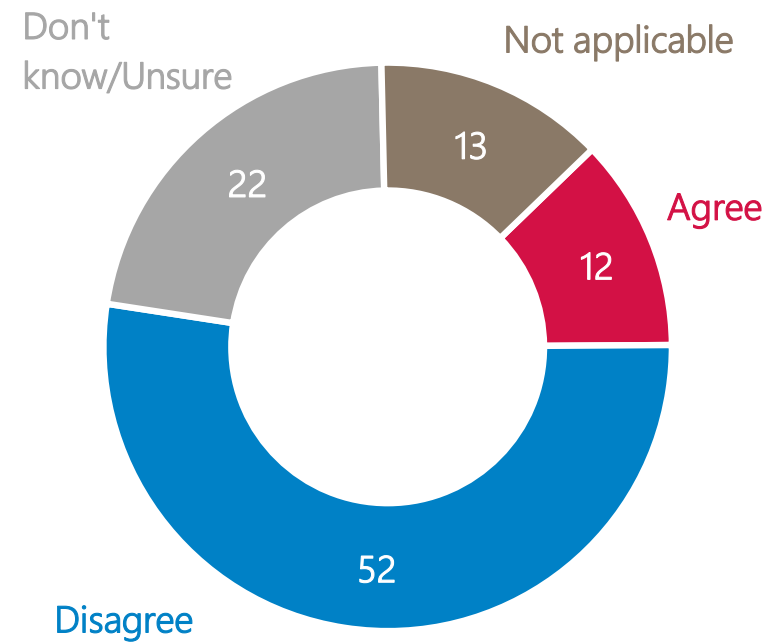
Note: Percentages may not add to 100% due to rounding.

“I am behind in major bill payments (such as rent, credit cards, major suppliers)” (Agree, % response)



Source: CFIB, Your Business and COVID-19 – Survey Number Eleven, May 2020, preliminary results n = 4,388.

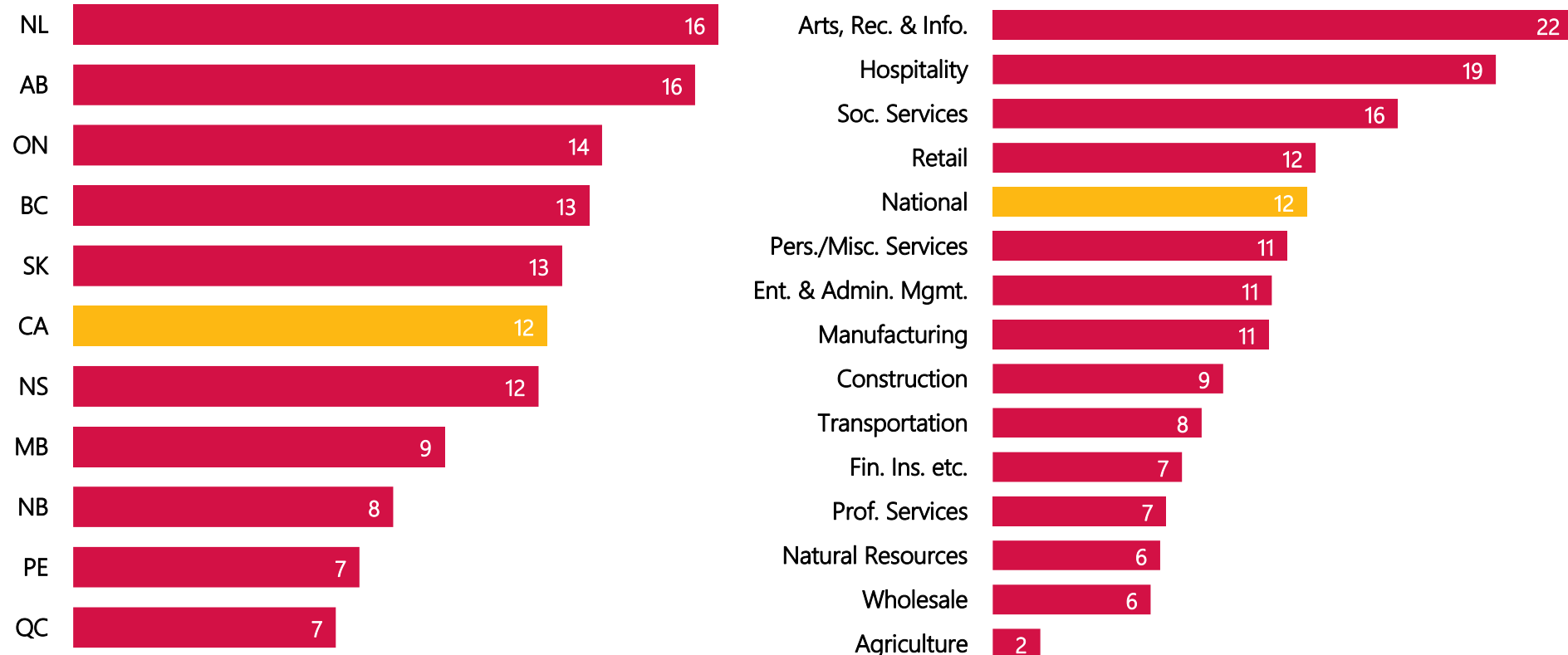
“I am considering bankruptcy/winding down my business as a result of COVID-19” (% response)



Source: CFIB, Your Business and COVID-19 – Survey Number Eleven, May 2020, preliminary results n = 4,391.

Note: Percentages may not add to 100% due to rounding.

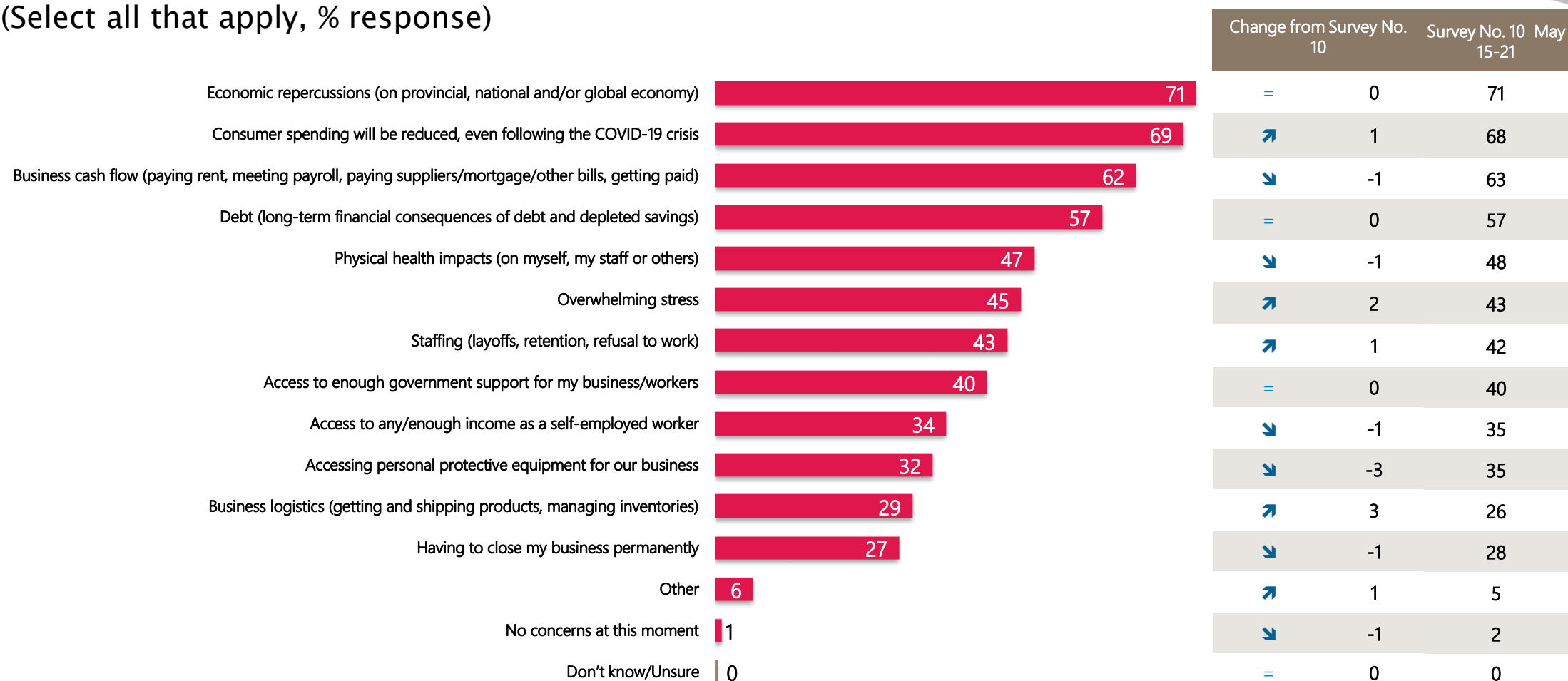
“I am considering bankruptcy/winding down my business as a result of COVID-19” (Agree, % response)



Source: CFIB, Your Business and COVID-19 – Survey Number Eleven, May 2020, preliminary results n = 4,391.

What worries you most about COVID-19?

(Select all that apply, % response)

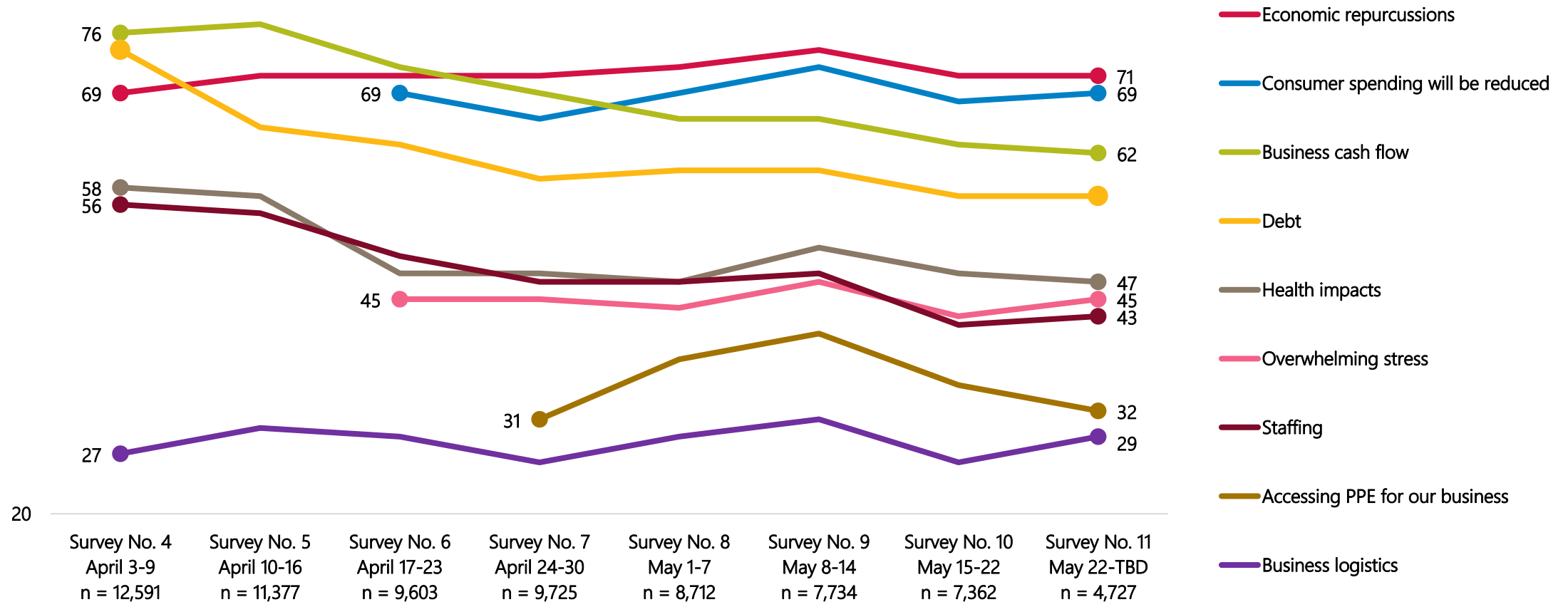


Source: CFIB, Your Business and COVID-19 – Survey Number Eleven, May 2020, preliminary results n = 4,727.

Note: Respondents were allowed to select multiple responses, percentages will not add to 100%.

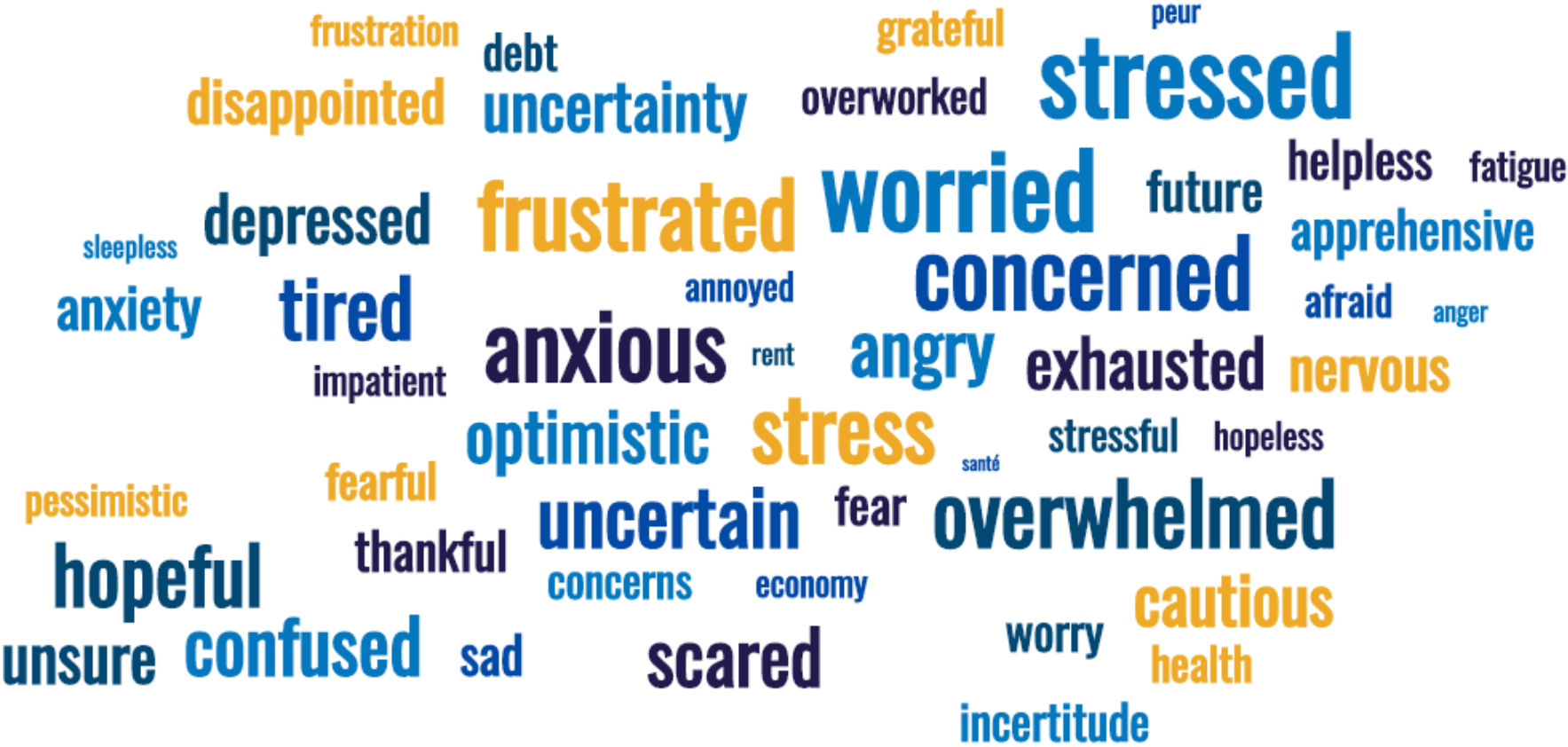
What worries you most about COVID-19?

(Select all that apply, % response)



Note: Some answer choices from this question have been excluded.

If you could choose a few words that describe your current state of mind as a business owner, what would they be?



Source: CFIB, Your Business and COVID-19 – Survey Number Eleven, May 2020, preliminary results n = 2,336.

Business challenges as restrictions lift and economies reopen

(Select all that apply, % response)



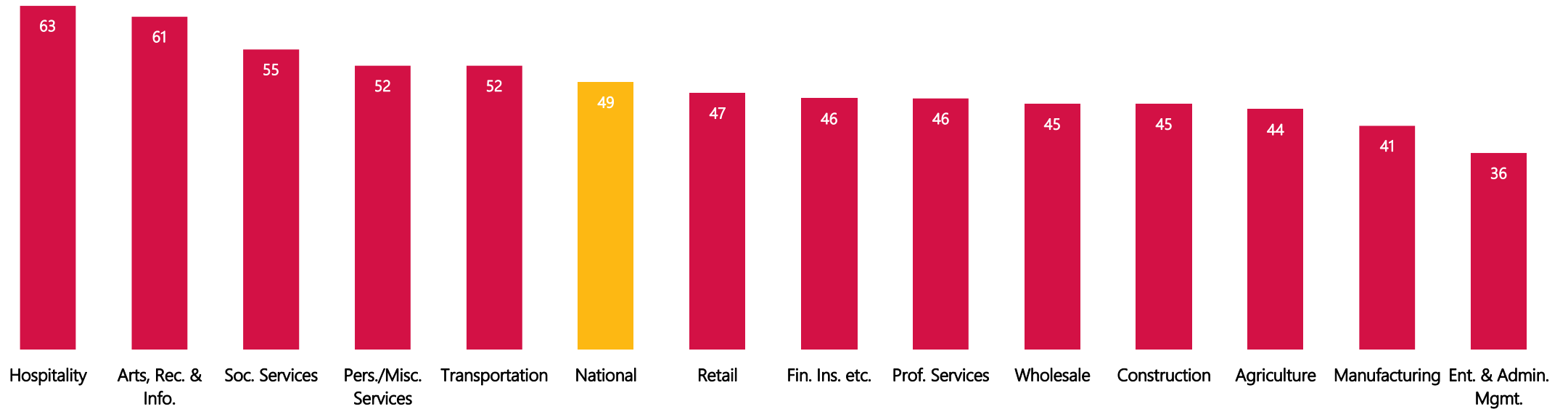
Source: CFIB, Your Business and COVID-19 – Survey Number Eleven, May 2020, preliminary results n = 4,570.

Note: Respondents were allowed to select multiple responses, percentages will not add to 100%.

Business challenges as restrictions lift and economies reopen

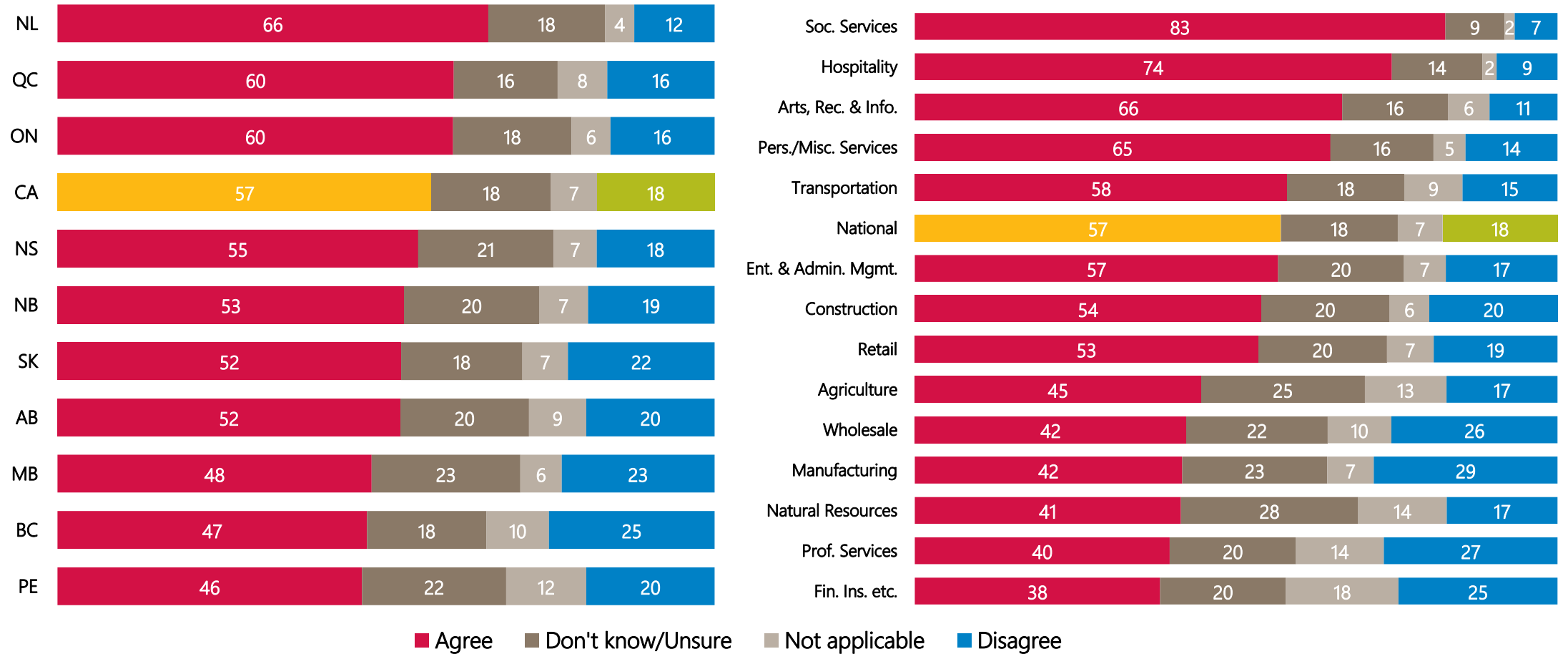
Knowing the rules for businesses in my sector

(% response)



Source: CFIB, Your Business and COVID-19 – Survey Number Eleven, May 2020, preliminary results n = 4,570.

“I am concerned that personal protective equipment (PPE) will become a significant expense for my business” (% response)

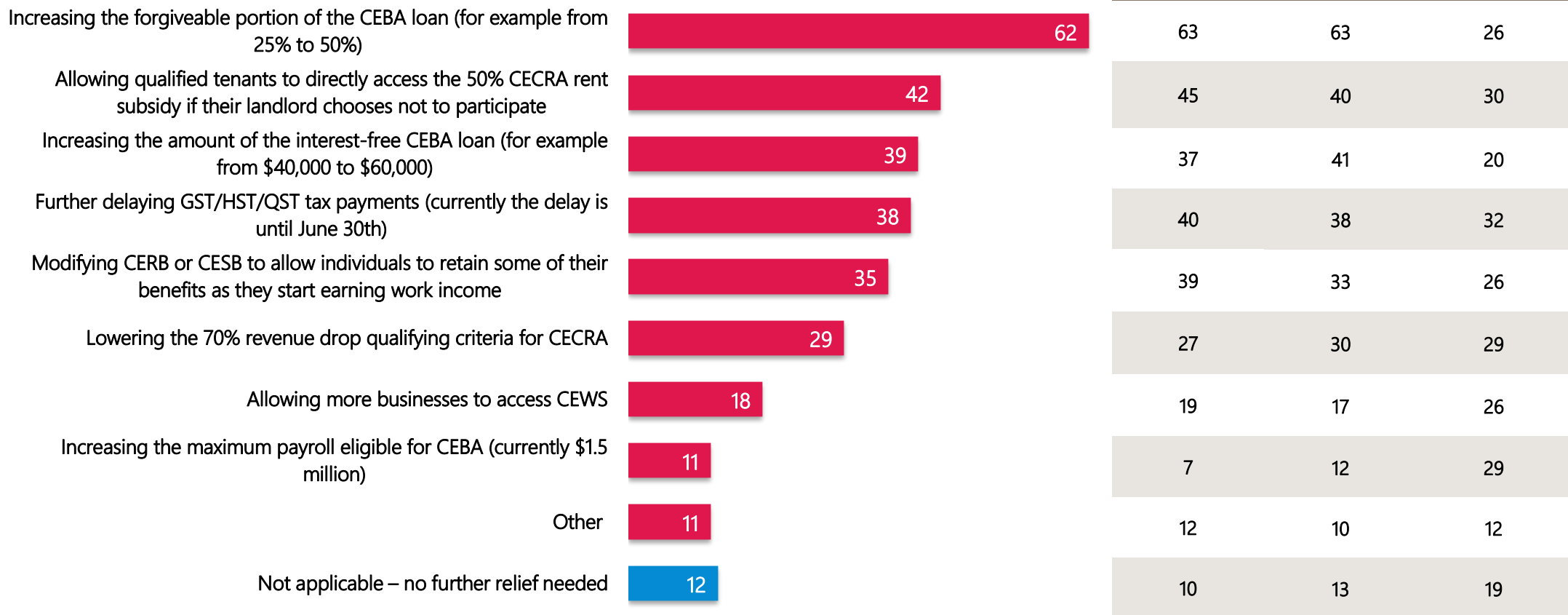


Source: CFIB, Your Business and COVID-19 – Survey Number Eleven, May 2020, preliminary results n = 4,414.

Note: Percentages may not add to 100% due to rounding.

Businesses' priorities for improving federal small business relief programs: national results, by business size

(Select all that apply, % response)

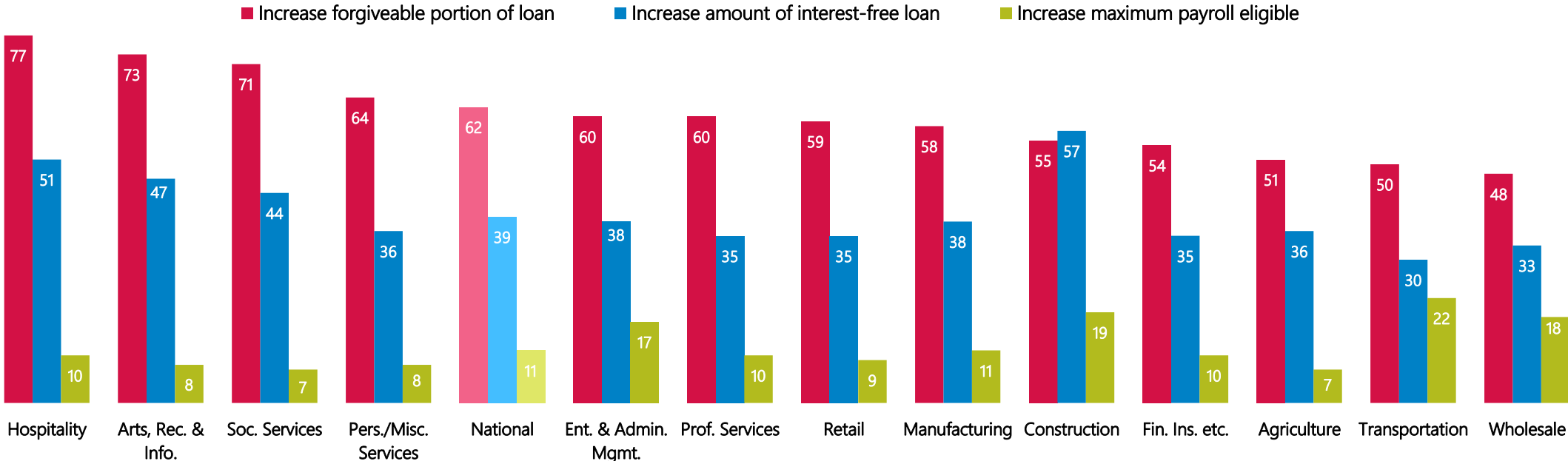


Source: CFIB, Your Business and COVID-19 – Survey Number Eleven, May 2020, preliminary results n = 4,465.

Note: Respondents were allowed to select multiple responses, percentages will not add to 100%.

Businesses' priorities for improving federal small business relief programs: changes to CEBA, by sector

(Select all that apply, % response)

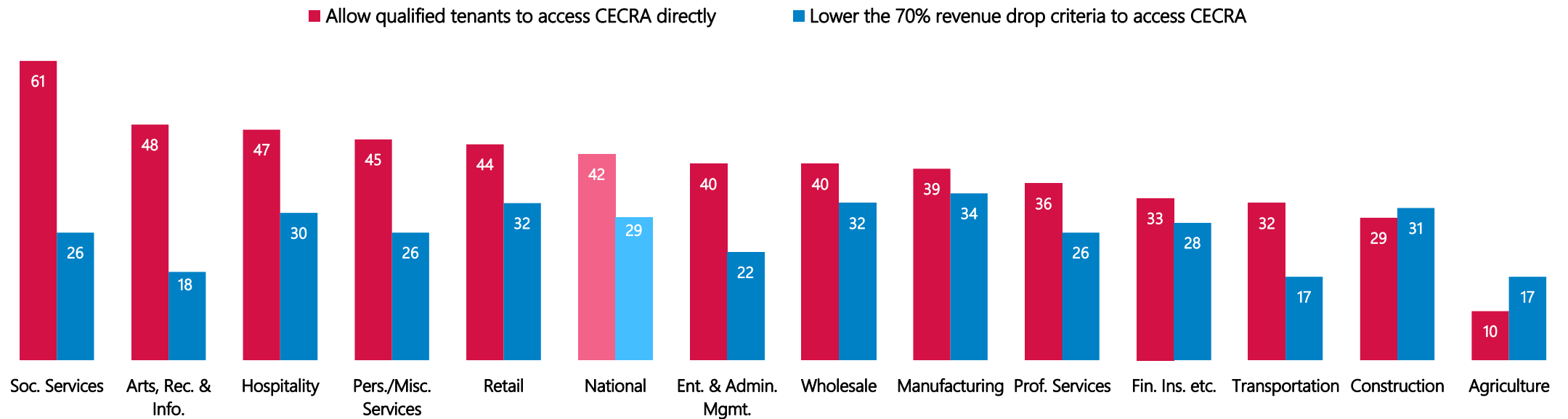


Source: CFIB, Your Business and COVID-19 – Survey Number Eleven, May 2020, preliminary results n = 4,465.

Note: Respondents were allowed to select multiple responses, percentages will not add to 100%.

Businesses' priorities for improving federal small business relief programs: changes to CECRA, by sector

(Select all that apply, % response)

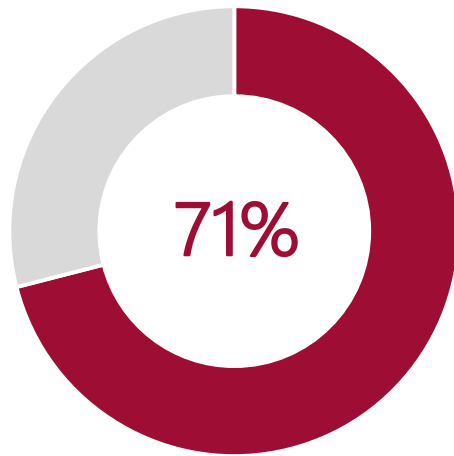


Source: CFIB, Your Business and COVID-19 – Survey Number Eleven, May 2020, preliminary results n = 4,465.

Note: Respondents were allowed to select multiple responses, percentages will not add to 100%.

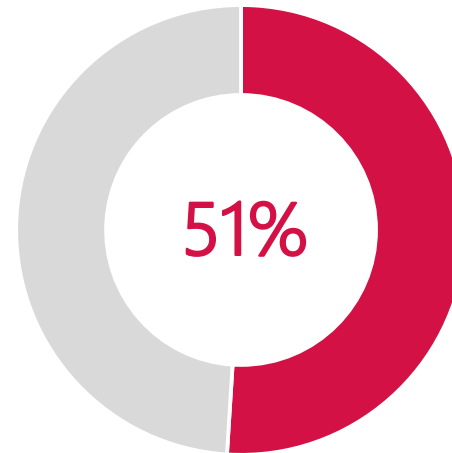
For those that need/want to see changes to Canada Emergency Wage subsidy (CEWS): Changes that would help their business (Select all that apply)

A sliding scale that allows businesses to retain some of the subsidy as revenues increase



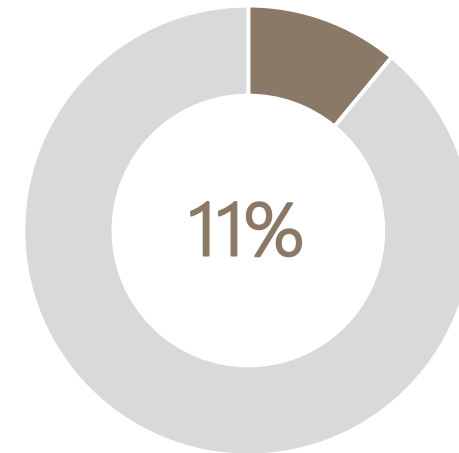
For example: retain half of the subsidy for a 20% drop in revenue

Lowering the 30% revenue drop threshold



For example: allowing firms with a 15% drop in revenues to qualify

Other



- Extend the program past the end date
- Expand eligibility to include new and seasonal businesses
- Increase the amount of the subsidy

Source: CFIB, Your Business and COVID-19 – Survey Number Eleven, May 2020, preliminary results n = 3,107.

Note: 1) Results displayed here exclude the 29% of businesses that do not need CEWS/the current eligibility criteria fits their needs.

2) Respondents were allowed to select multiple responses, percentages will not add to 100%.