



**CANADIAN FEDERATION
OF INDEPENDENT BUSINESS**

In business for your business™

COVID-19: State of Small Business

Key results – Week 18

2020-07-21

Overview

During the COVID-19 pandemic, **CFIB** has been sending frequent “Your Business and COVID-19” surveys to our members to understand how businesses are being impacted, how they are adapting to the “new normal” and what support they need.

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

<i>Survey</i>	<i>Active dates</i>	<i>Sample</i>
No. 10	May 15-21	n = 7,493
No. 11 (week 1)	May 22-28	n = 6,246
No. 11 (week 2)	May 29-June 5	n = 8,886
No. 12	June 6-11	n = 6,065
No. 13	June 12-18	n = 5,431
No. 14	June 19-25	n = 5,191
No. 15	June 26-July 3	n = 4,708
No. 16	July 3-July 16	n = 4,865
No. 17	July 17-TBD	n = 4,897

Note: Decline in the number of responses in later surveys is normal, given the comparatively large sample sizes attained in earlier surveys. It could also be the consequence of other factors, such as survey fatigue, increased competition for respondents’ attention and time, a switch from an “emergency situation” to a “new normal”, etc.

Methodology



Online survey (*Your Business and COVID-19 – Survey Number Seventeen*), started [July 17](#).



So far, Survey Number Seventeen has received a total of [4,897 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 [+/-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.

#SmallBusinessEveryDay

CFIB

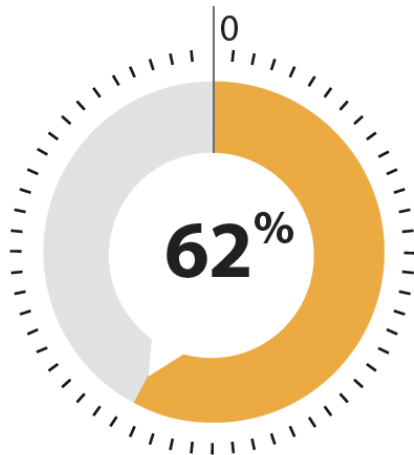
Small Business Recovery Dashboard

Canadian small businesses

As of July 21, 2020



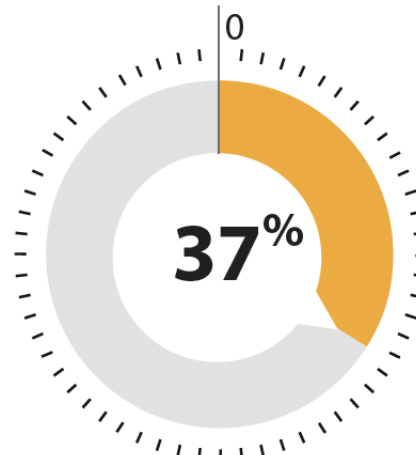
Fully open



Weekly variation: +4



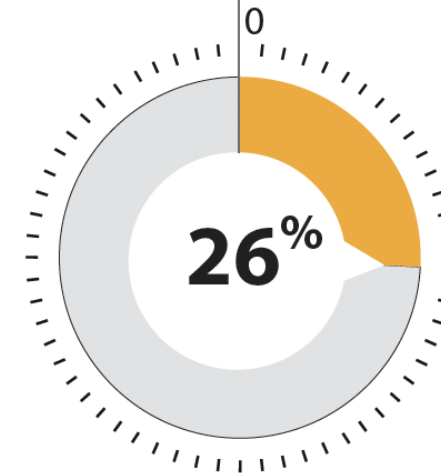
Fully staffed



Weekly variation: +2



With normal sales



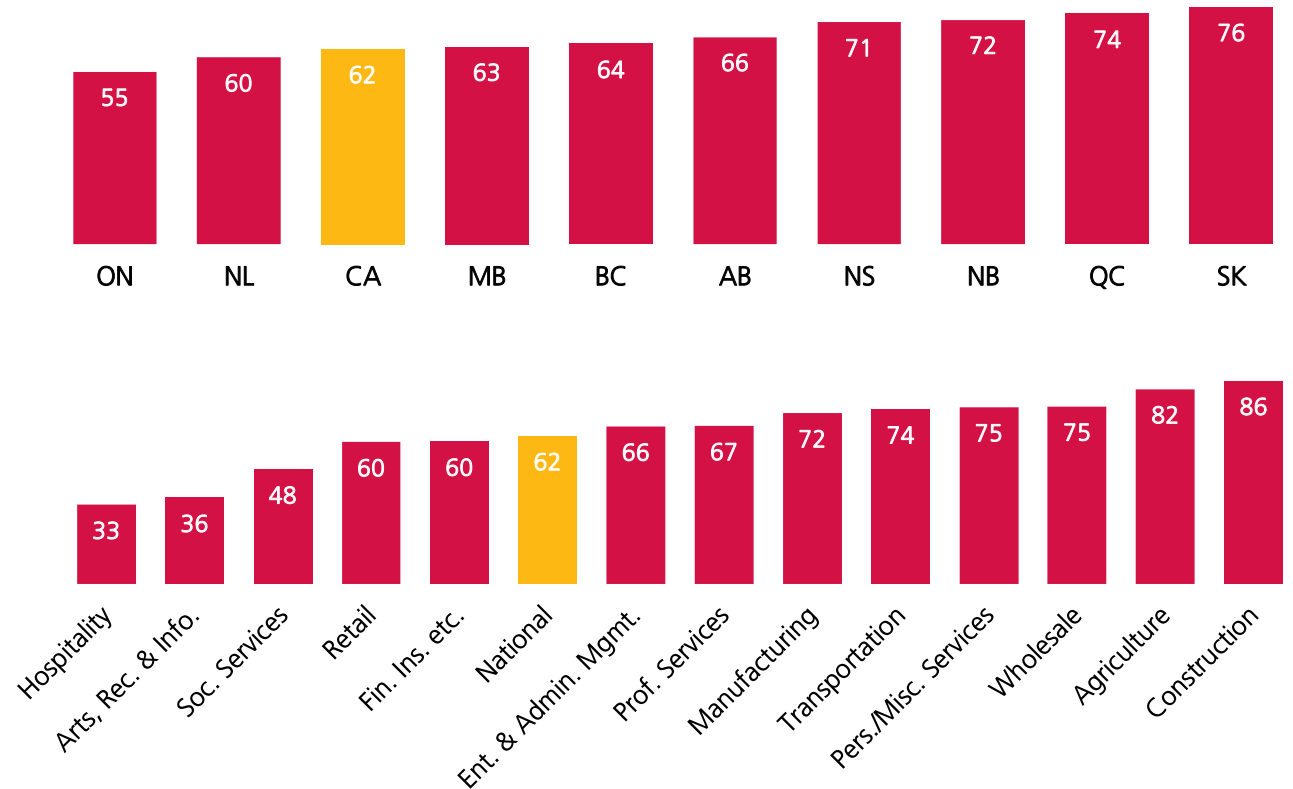
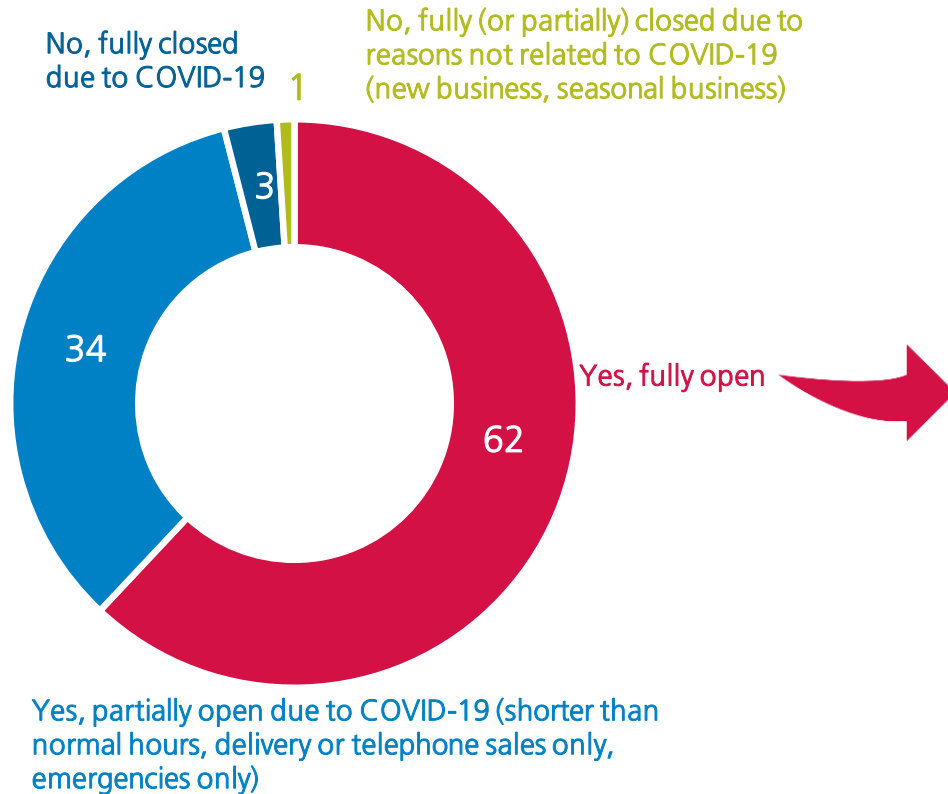
Weekly variation: +2

Source: CFIB, Your Business and COVID-19—Survey Number Seventeen, July 17-TBD, 2020, preliminary results, n = 4,795, n = 4,697, n = 4,789.

Note: This data will be updated on the CFIB website by July 21, 2020.

As of today, is your business still open?

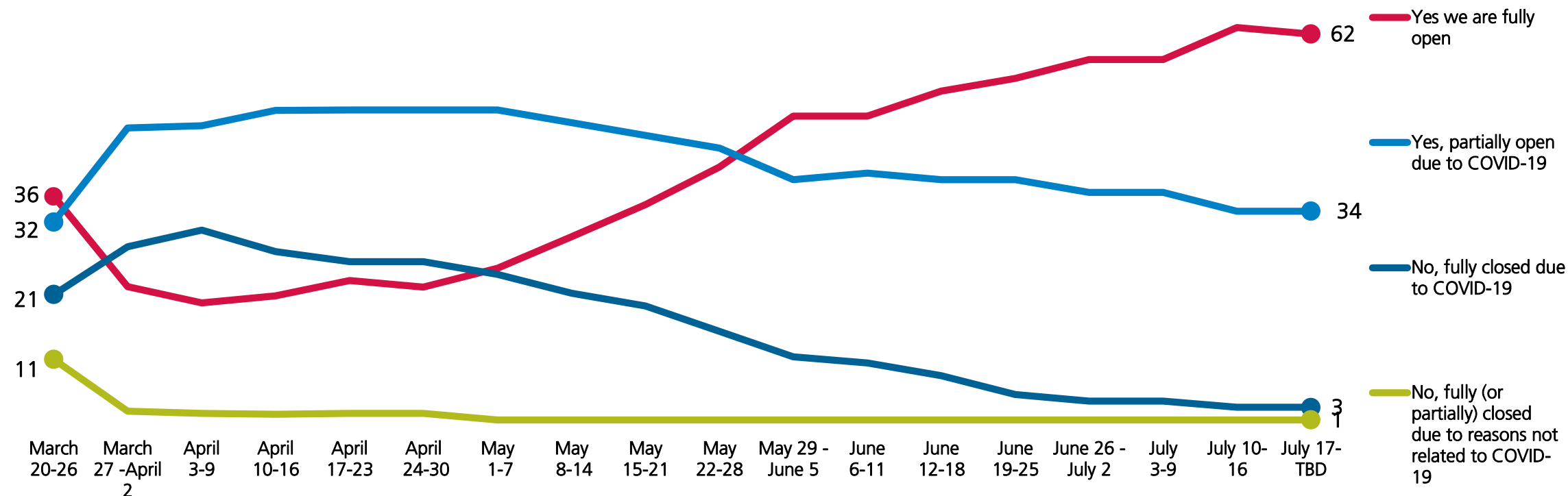
(% response)



Source: CFIB, Your Business and COVID-19 – Survey Number Seventeen, July 17-TBD, 2020, preliminary results, n = 4,795.

As of today, is your business still open?

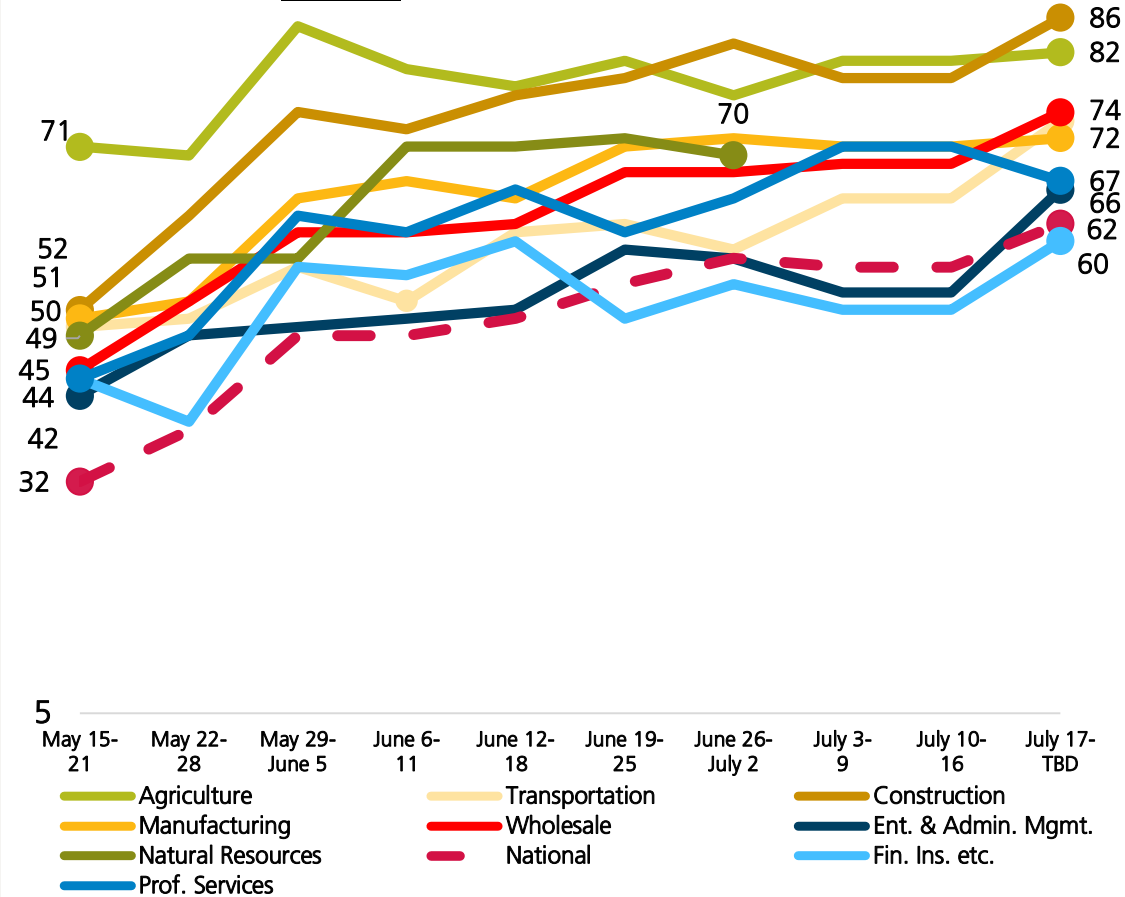
(% response)



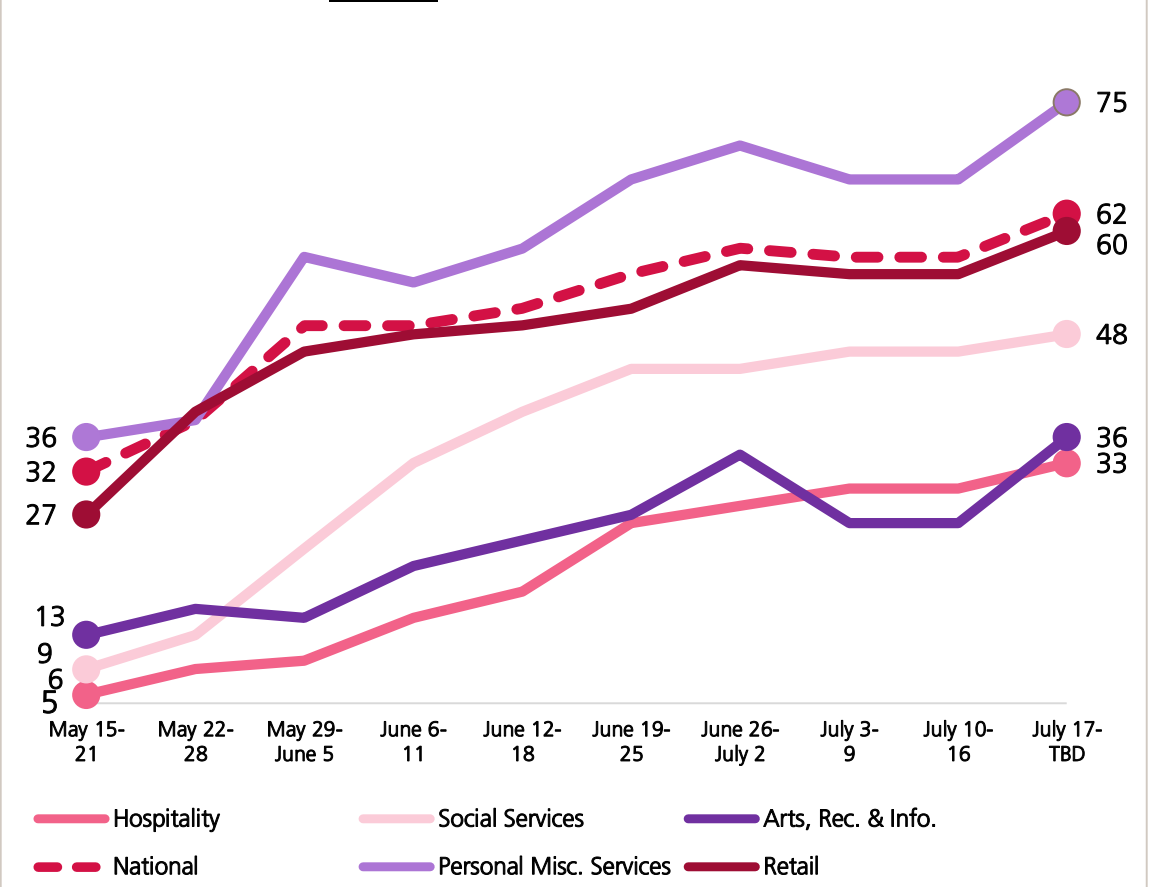
Fully open, by sector

(% response)

Sectors with fewer customer-facing interactions

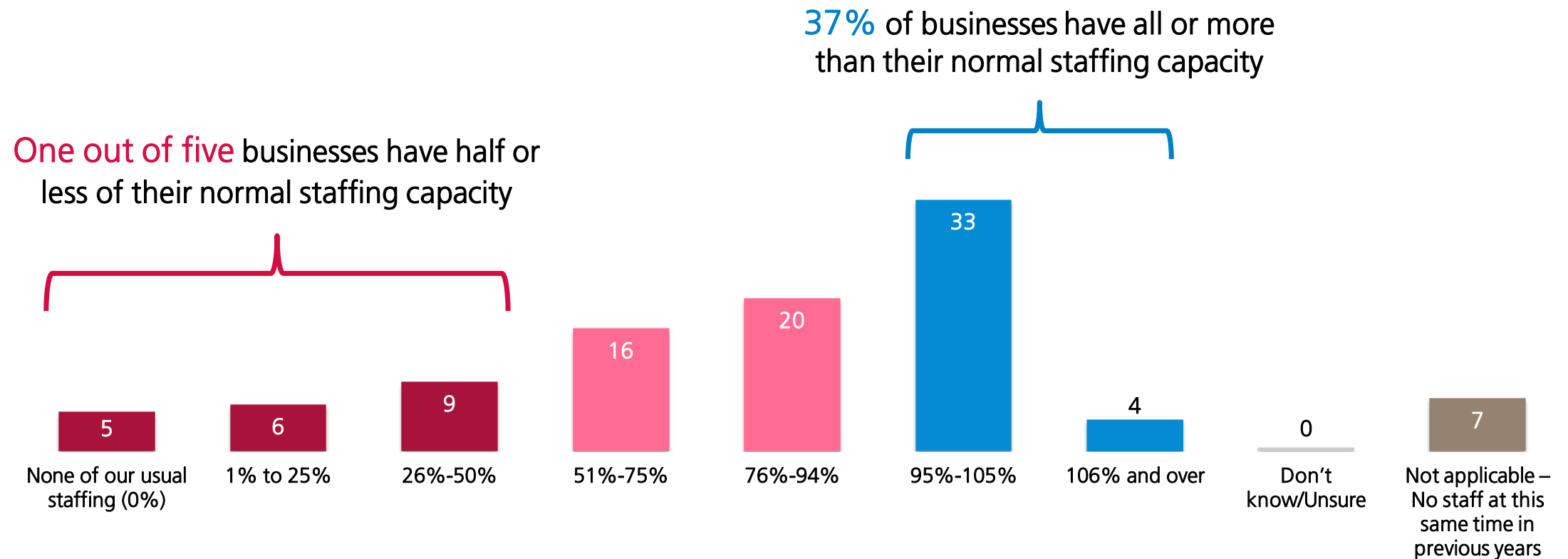


Sectors with more customer-facing interactions



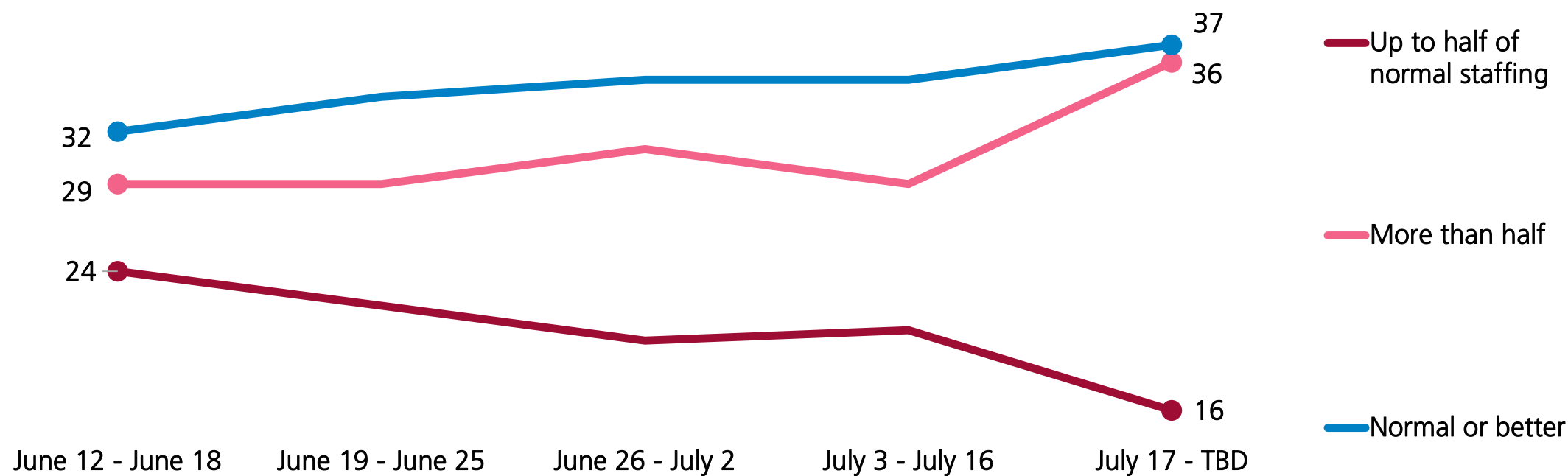
Note: After June 26-July 2 sample sizes for natural resources too low to share.

How much of your *usual* staffing capacity *for this time of year* is your business currently using? (% response)

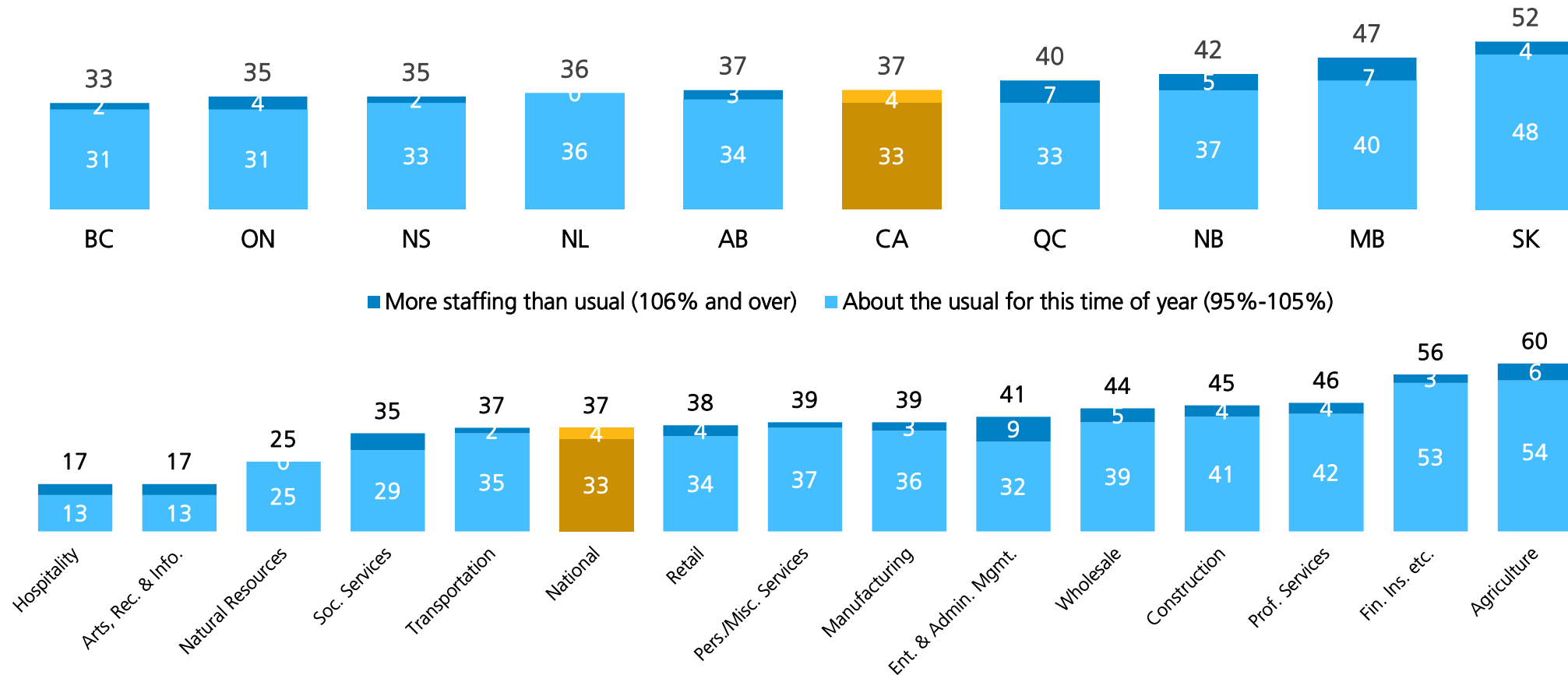


Source: CFIB, Your Business and COVID-19 – Survey Number Seventeen, July 17-TBD, 2020, preliminary results, n = 4,697.

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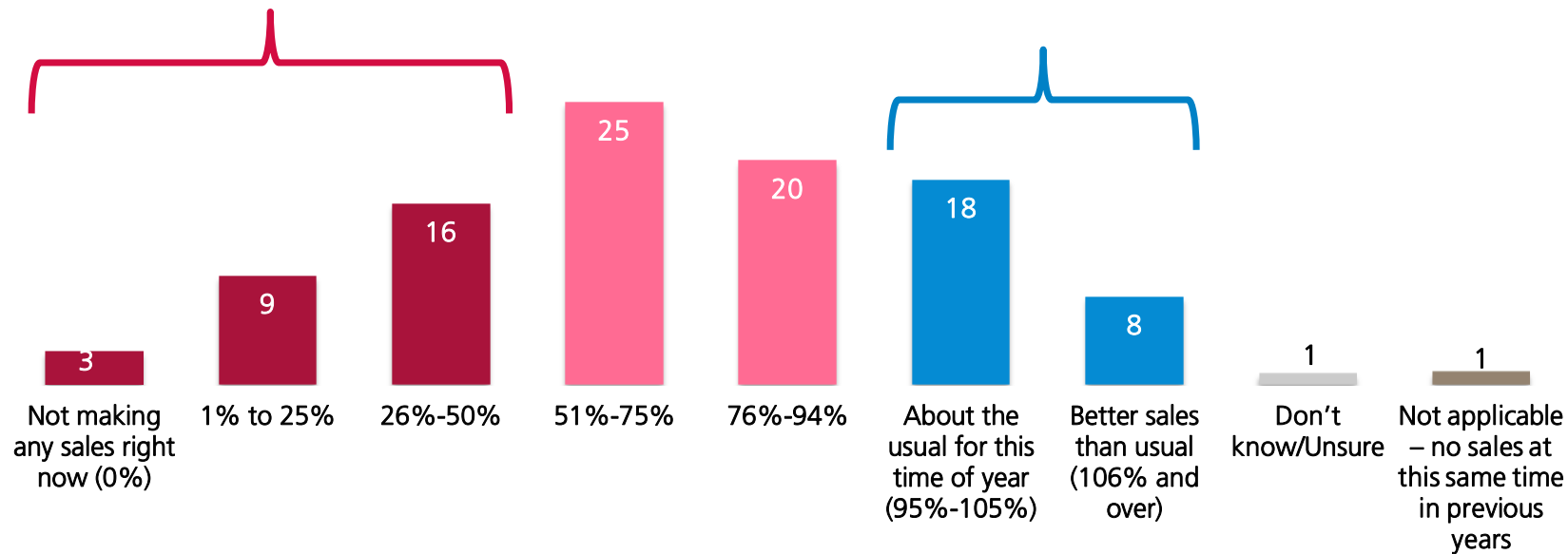


Source: CFIB, Your Business and COVID-19 – Survey Number Seventeen, July 17-TBD, 2020, preliminary results, n = 4,697.

How much of your *usual* revenues *for this time of year* is your business currently making?

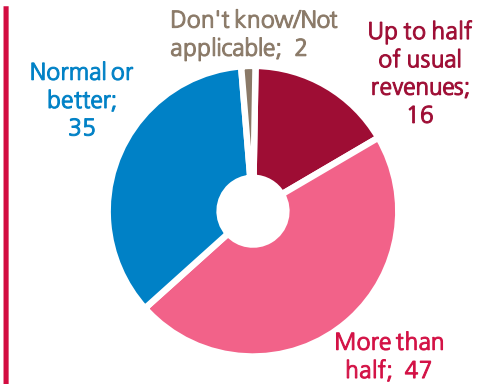
(% response)

28% of businesses are making half or less their normal revenues

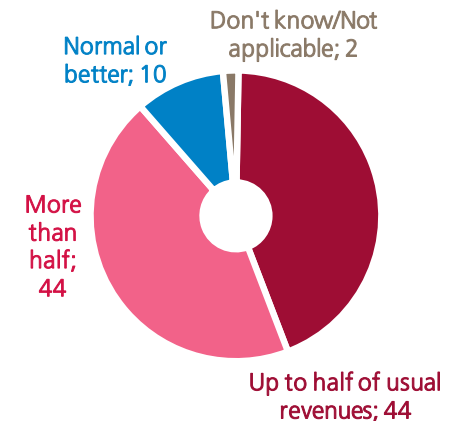


26% of all businesses are making normal or better than normal revenues

Fully open

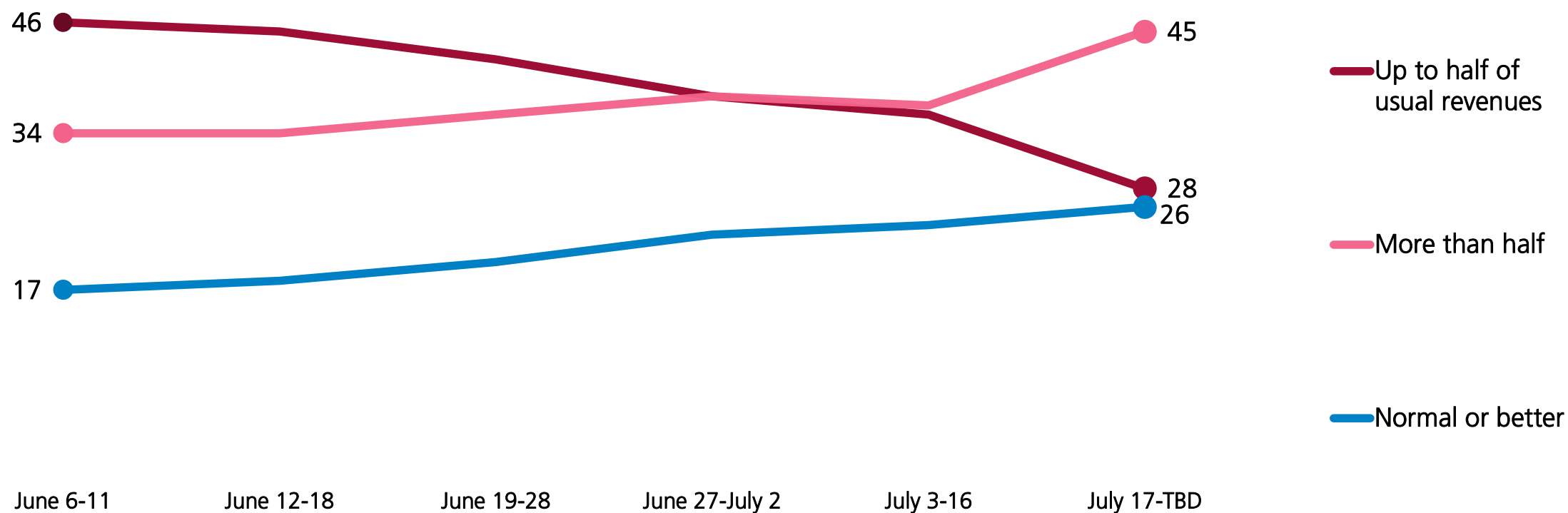


Partially open

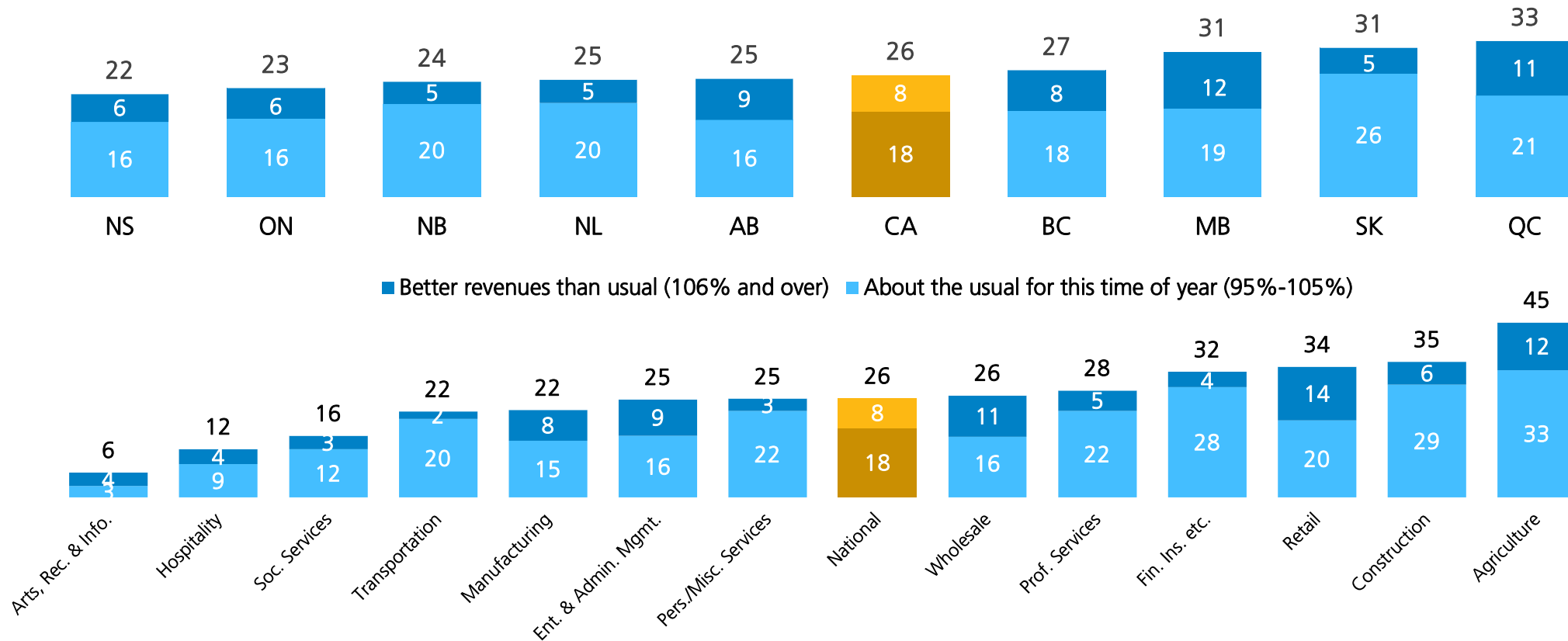


Source: CFIB, Your Business and COVID-19 – Survey Number Seventeen, July 17-TBD, 2020, preliminary results, n = 4,789.
Note: Percentages may not add to 100% due to rounding.

How much of your *usual* revenues *for this time of year* is your business currently making? (% response)

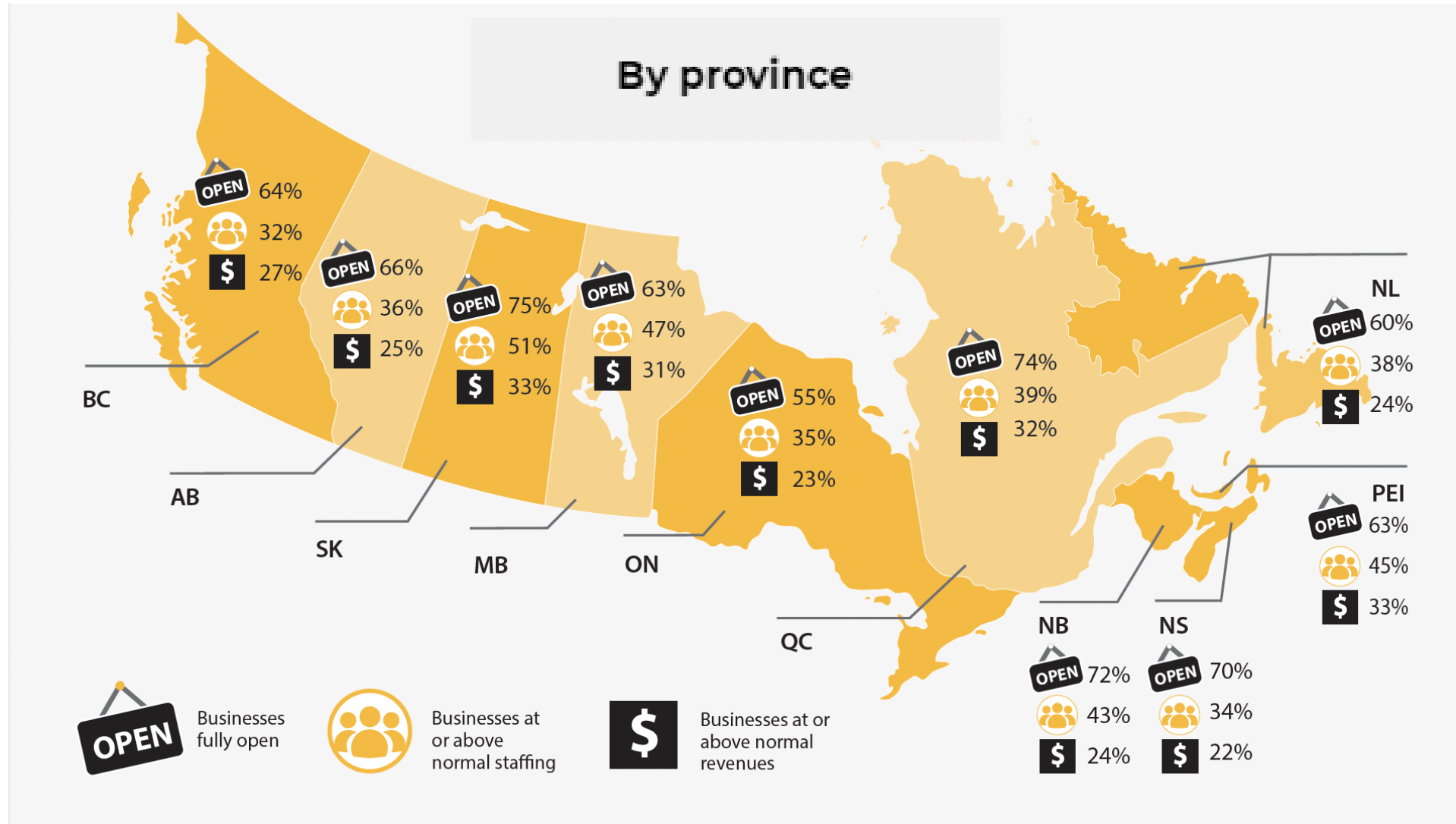


How much of your *usual* revenues *for this time of year* is your business currently making? By province and sector (% response)

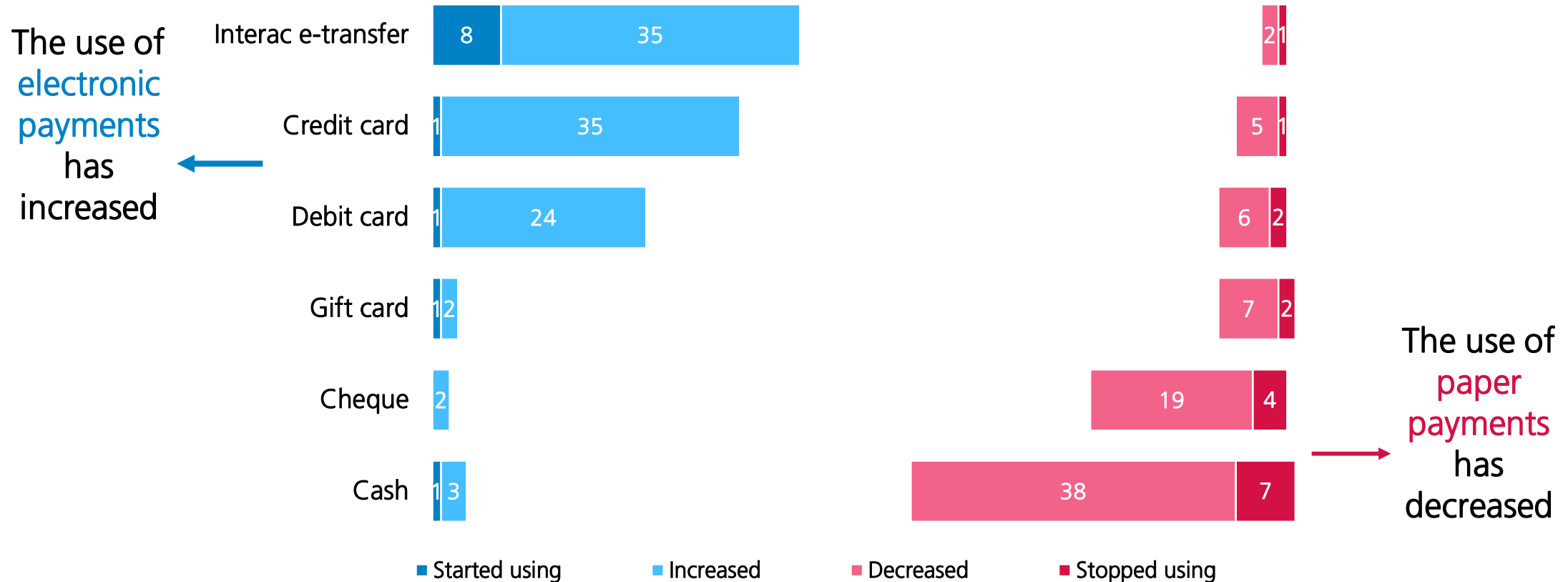


Source: CFIB, Your Business and COVID-19 – Survey Number Seventeen, July 17-TBD, 2020, preliminary results, n = 4,789.

Small Business Recovery Dashboard - as of July 21, 2020



Since the start of COVID-19, how has your business's methods of making and receiving payments changed, if at all? (Select one answer per line, % response)



Source: CFIB, Your Business and COVID-19—Survey Number Seventeen, July 17-TBD, 2020, preliminary results, n = 4,555.
Note: Respondents were allowed to select multiple responses, percentages will not add to 100%.

As governments turn their attention to economic recovery what are the key priorities for your business?

(Select all that apply, % response)



Most concerned sector

Soc. Services (+7)

Hospitality (+9)

Retail (+14)

Arts & Rec (+15)

Agriculture (+12)

Hospitality (+8)

Agriculture (+14)

Hospitality (+19)

Construction (+16)

Ent. & Admin. Mgmt. (+9)

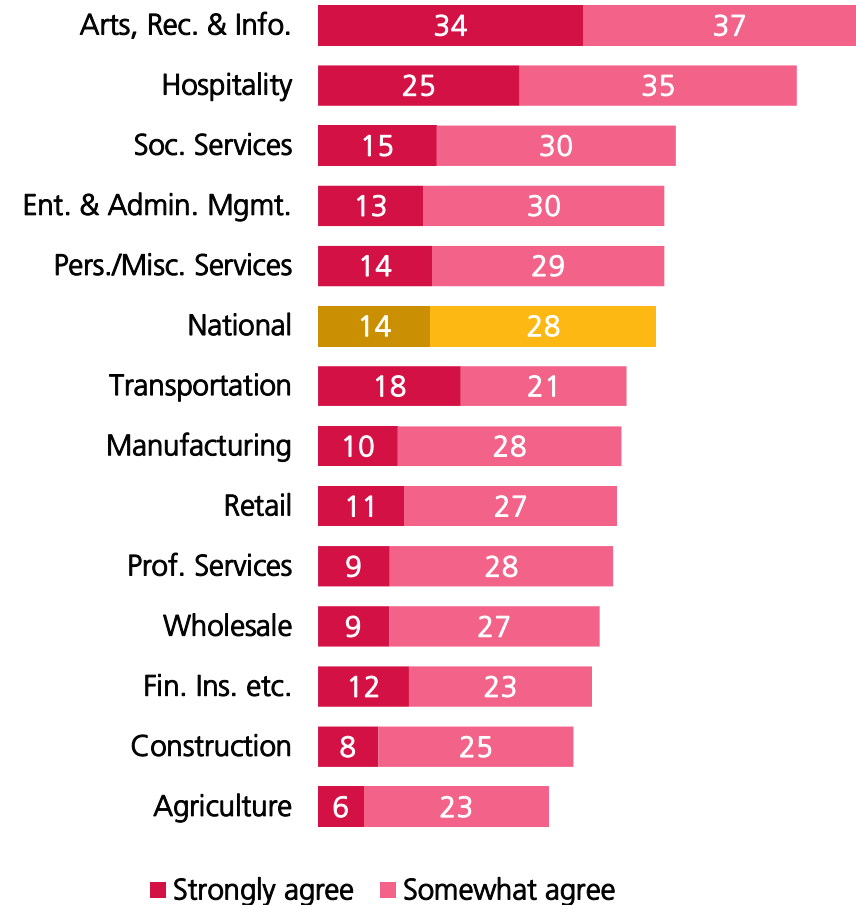
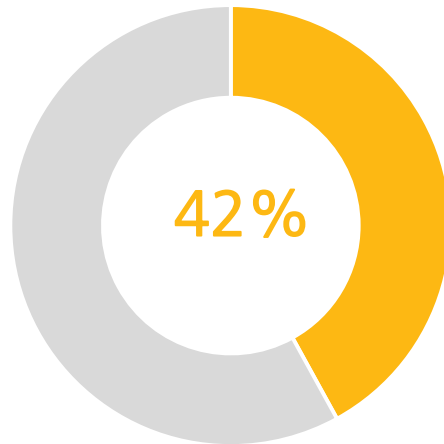
Arts & Rec (+4)

Source: CFIB, Your Business and COVID-19 – Survey Number Seventeen, July 17-TBD, 2020, preliminary results, n = 4,888.

Note: Respondents were allowed to select more than one response. Percentages will not add to 100%.

"I feel that my business is falling further behind even as the economy is reopening" (% response)

National agree:



Source: CFIB, Your Business and COVID-19 – Survey Number Fourteen, June 19, 2020 - TBD, preliminary results, n = 4,756.

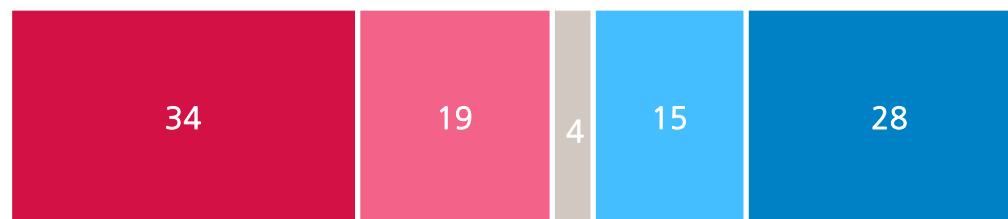
Please indicate whether or not you agree with the following statements.

(% response)

Rent relief remains a critical missing piece to my business's recovery



Rent relief remains a critical missing piece to my business's recovery*



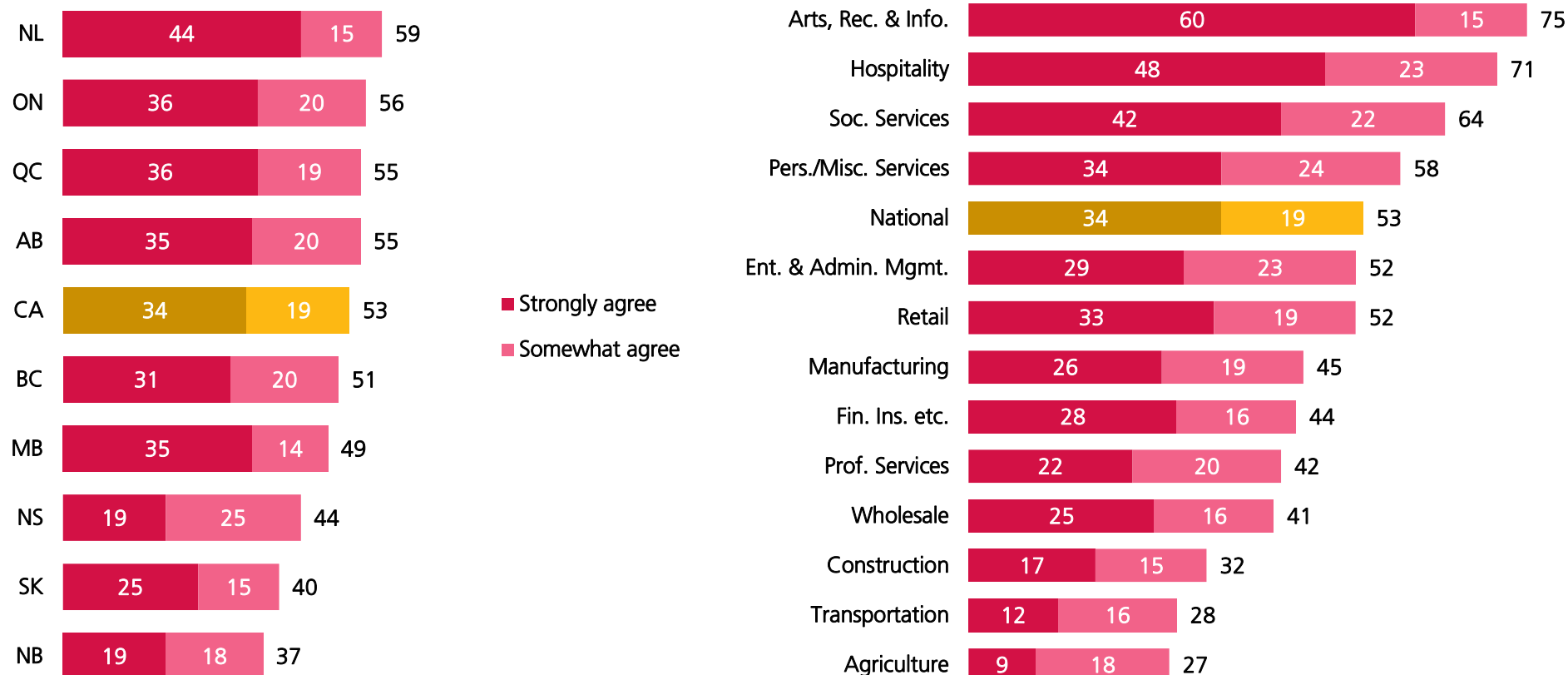
■ Strongly agree ■ Somewhat agree ■ Don't know/Unsure ■ Not applicable ■ Somewhat disagree ■ Strongly disagree

Source: CFIB, Your Business and COVID-19 – Survey Number Seventeen, July 17-TBD, 2020, preliminary results, n = 4,715.

Notes: 1) *Only displays businesses for whom this statement is applicable. Overall, 33% of businesses indicated "Not applicable" to this statement.

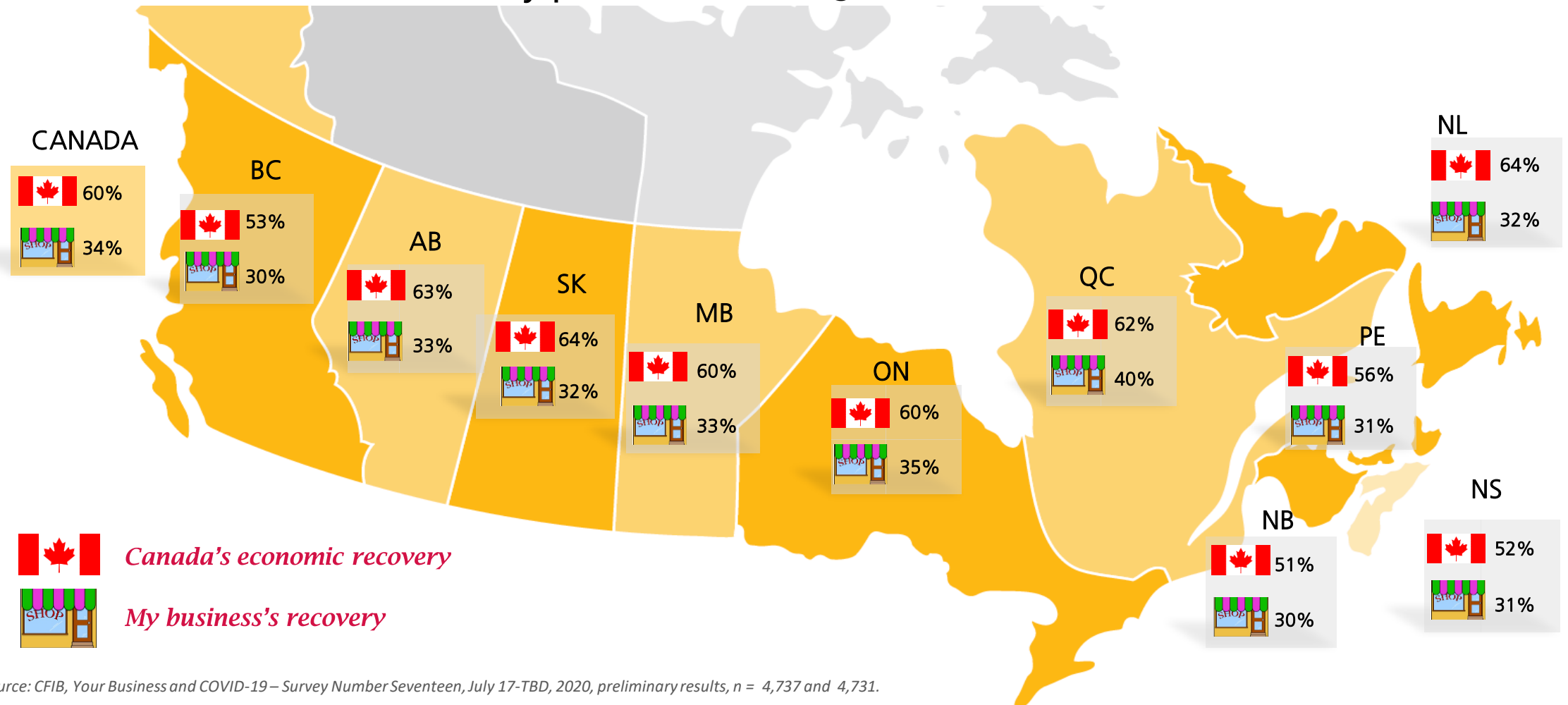
2) Percentages may not add to 100% due to rounding.

Excluding “Not applicable” answers – “Rent relief remains a critical missing piece to my business’s recovery”, by sector and province (% response)



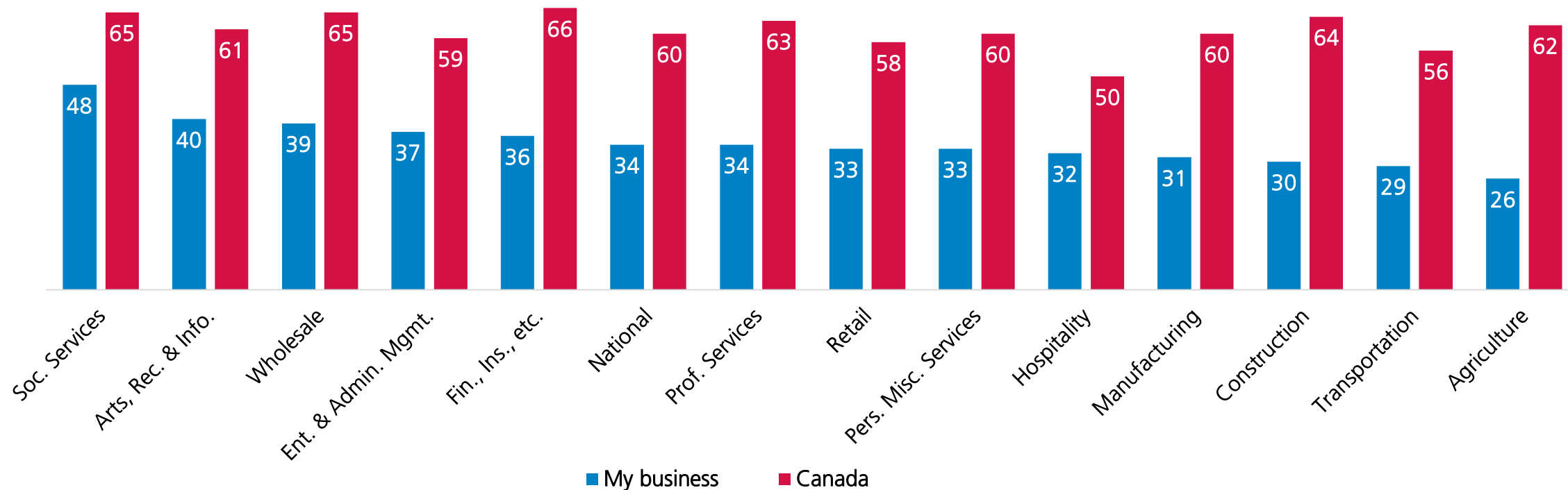
Source: CFIB, Your Business and COVID-19 – Survey Number Fourteen, June 19, 2020 - TBD, preliminary results, n = 4,715.

"It is essential to *my business's recovery / Canada's economic recovery* that elementary and high school students return to a regular classroom schedule this Fall", by province (% net agree)



Source: CFIB, Your Business and COVID-19 – Survey Number Seventeen, July 17-TBD, 2020, preliminary results, n = 4,737 and 4,731.

"It is essential to *my business's recovery / Canada's economic recovery* that elementary and high school students return to a regular classroom schedule this Fall", by sector (% net agree)



Source: CFIB, Your Business and COVID-19 – Survey Number Seventeen, July 17-TBD, 2020, preliminary results, n = 4,737 ('Canada') and 4,731 ('My business').