



**CANADIAN FEDERATION
OF INDEPENDENT BUSINESS**

In business for your business™

COVID-19: State of Small Business

Key results – Survey 20

2020-09-02

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
No. 10	May 15-21	n = 7,493

<i>Survey</i>	<i>Active dates</i>	<i>Sample</i>
No. 11 (week 1)	May 22-28	n = 6,246
No. 11 (week 2)	May 29-June 5	n = 2,638
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-July 30	n = 5,423
No. 18	July 31-August 13	n = 5,220
No. 19	August 13-August 26	n = 5,487
No. 20	August 27-TBD	n = 3,752

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 Twenty*), started [August 27](#).
-  So far, Survey Number Twenty has received a total of [3,752 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 [+/-1.6%](#), 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.

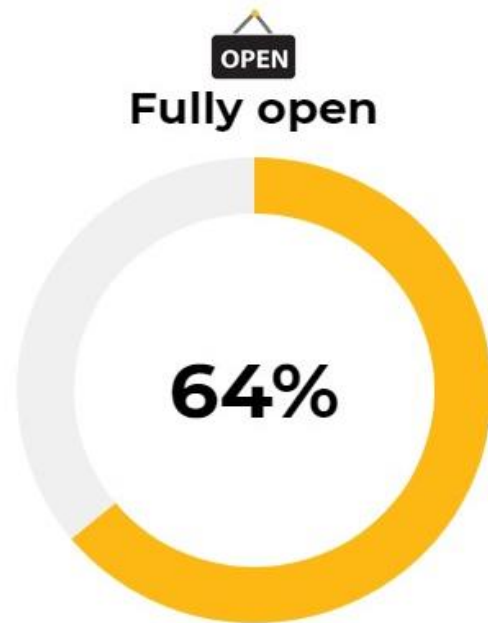
#SmallBusinessEveryDay



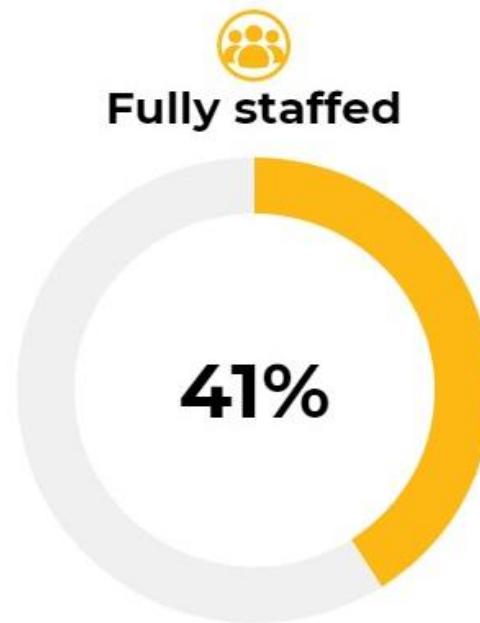
Small Business Recovery Dashboard

Canadian small businesses

As of September 2, 2020



Weekly variation: -2



Weekly variation: +1

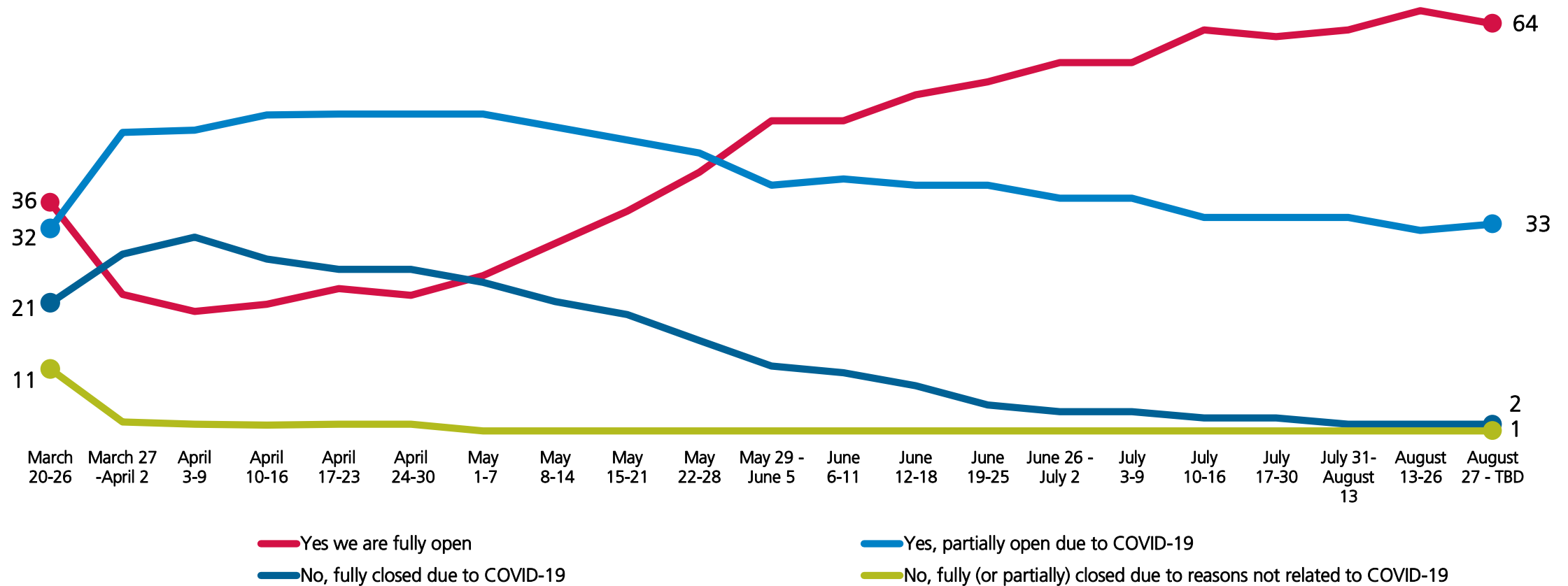


Weekly variation: 0

For more information visit: smallbusinesseveryday.ca/dashboard/

As of today, is your business still open?

(% response)



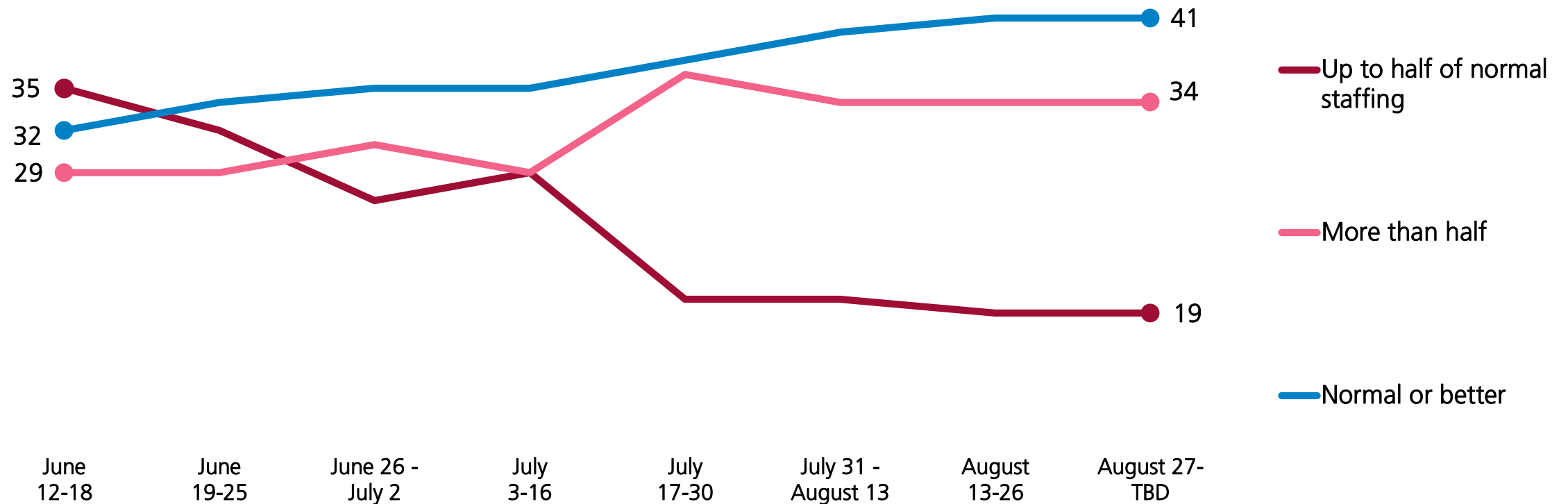
Businesses fully open, by province and sector

(% response)

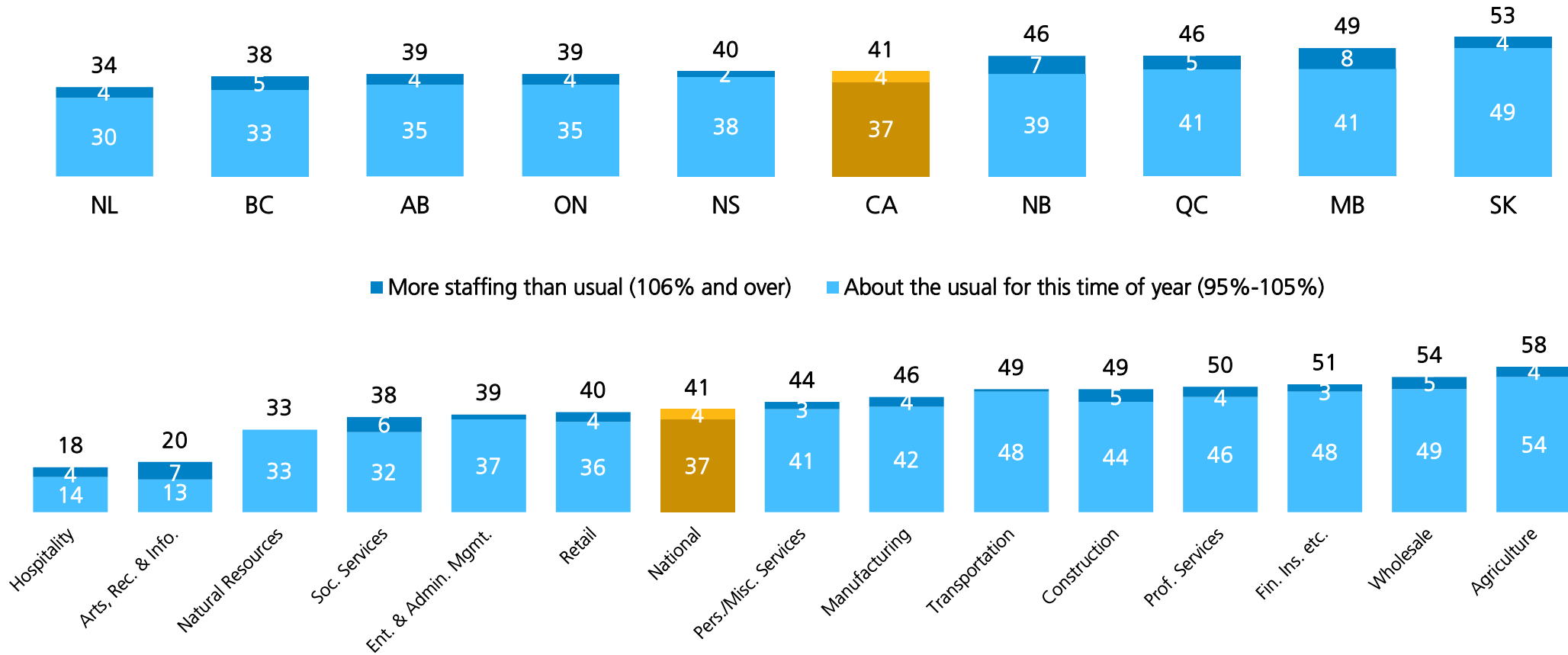


Source: CFIB, Your Business and COVID-19 – Survey Number Twenty, August 27-TBD, 2020, preliminary results, n = 3,620.

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

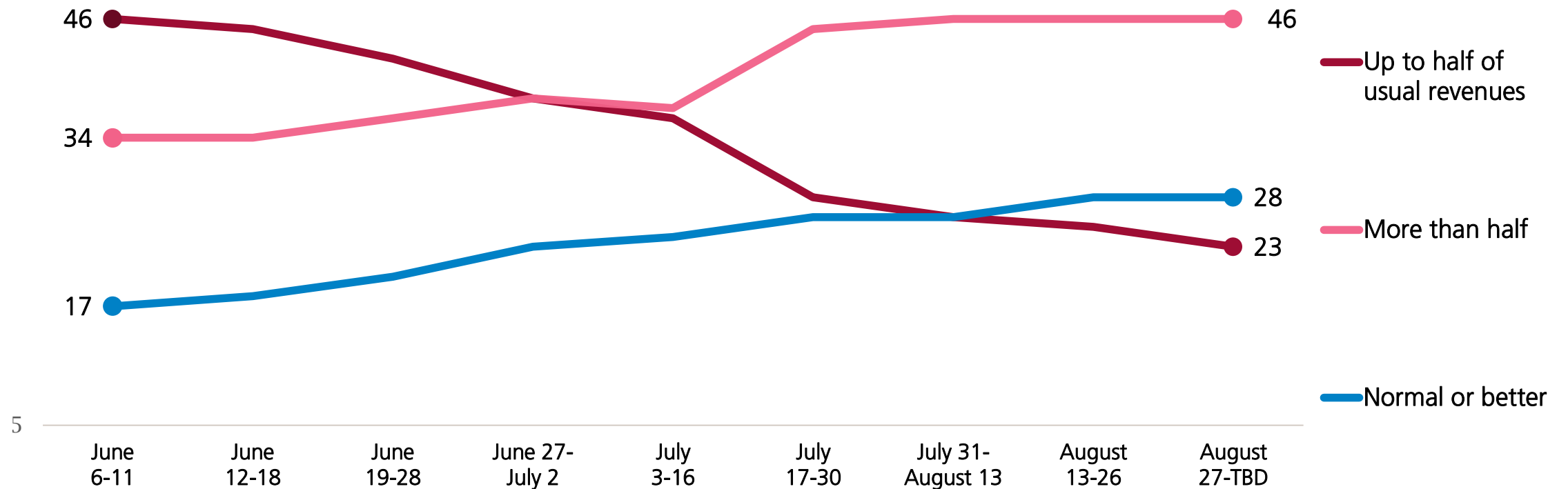


Normal or above normal staffing, by province and sector (% response)

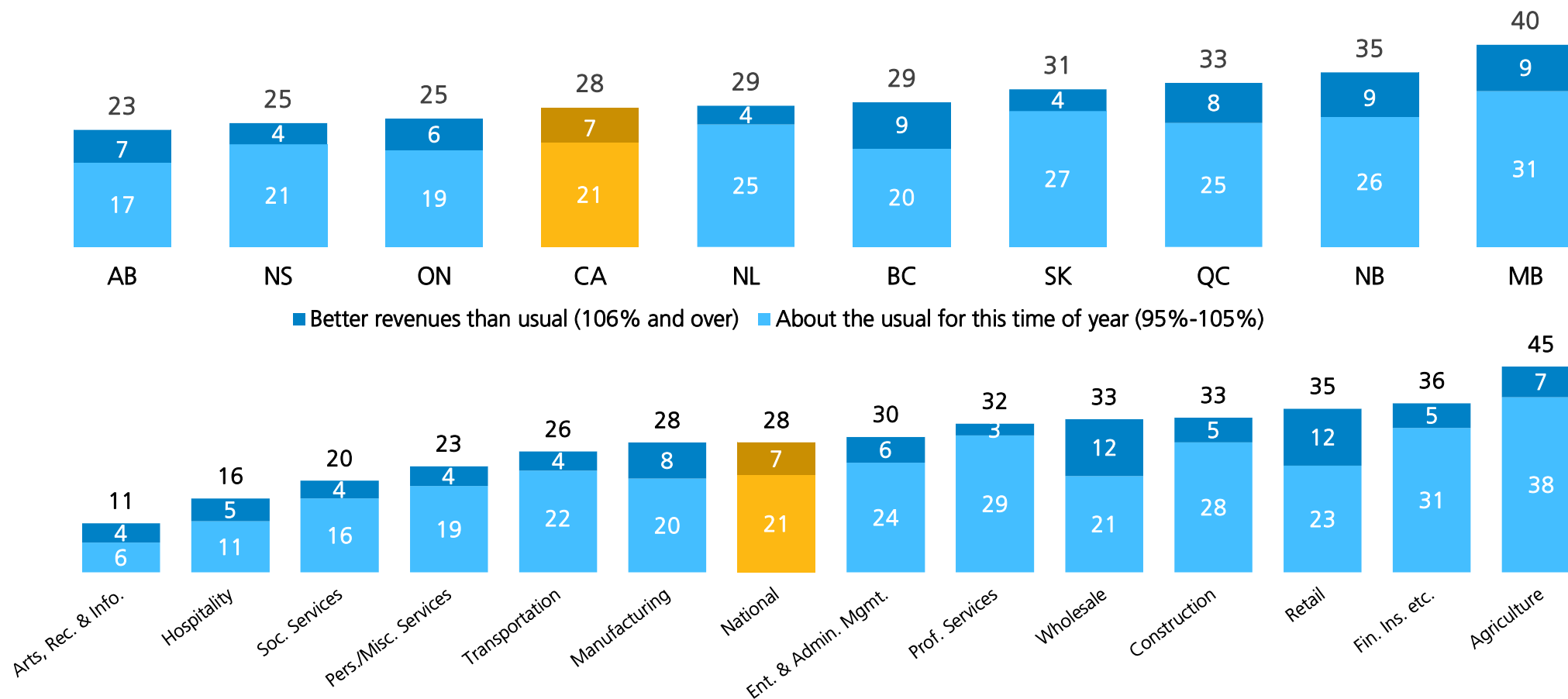


Source: CFIB, Your Business and COVID-19—Survey Number Twenty, August 27-TBD, 2020, preliminary results, n = 3,613.

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



Normal or better revenues, by province and sector (% response)



Source: CFIB, Your Business and COVID-19 – Survey Number Twenty, August 27-TBD, 2020, preliminary results, n = 3,558.

For those that are fully open, but with less than usual revenues – Why is your business experiencing less than usual revenues?

(Select all that apply, % response)



Source: CFIB, Your Business and COVID-19 – Survey Number Twenty, August 27-TBD, 2020, preliminary results, n = 1,363.
Note: Respondents were allowed to select multiple responses, percentages will not add to 100%.

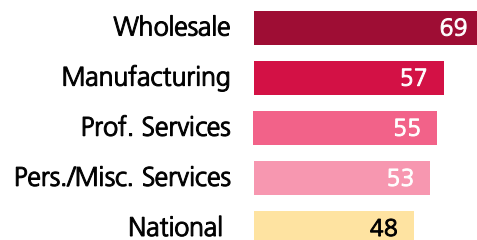
Top reasons for less than usual revenues – most impacted sectors

(% response)

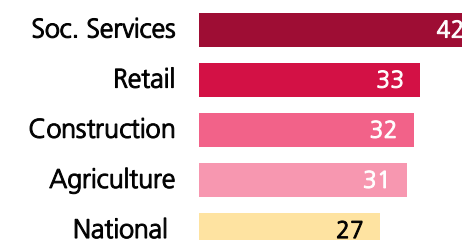
Fewer customers



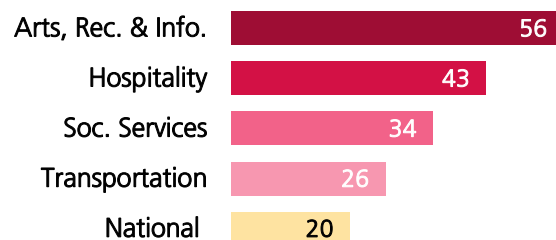
Each customer is spending less on average



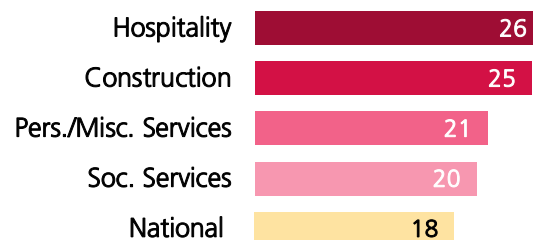
Operational challenges



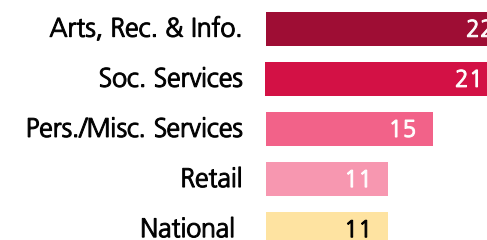
Government restrictions limit our business activities



We cannot get all the staffing we need



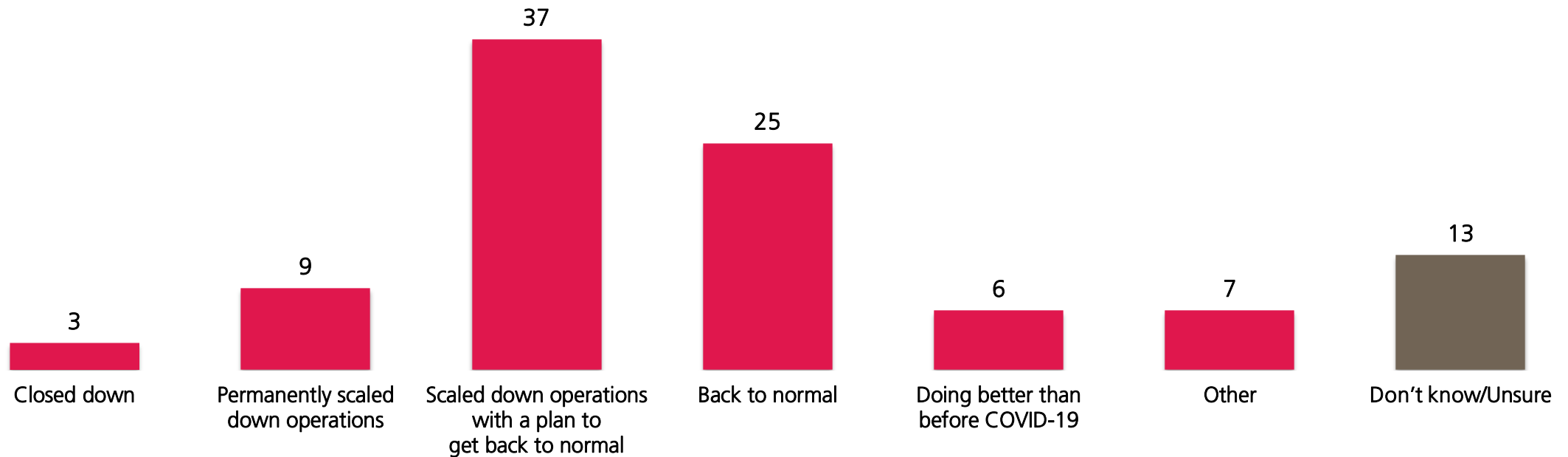
We had to increase our prices (for example, to cover PPE costs)



Source: CFIB, Your Business and COVID-19 – Survey Number Twenty, August 27-TBD, 2020, preliminary results, n = 1,363.

Where do you think your business will be in 6 months?

(% response)



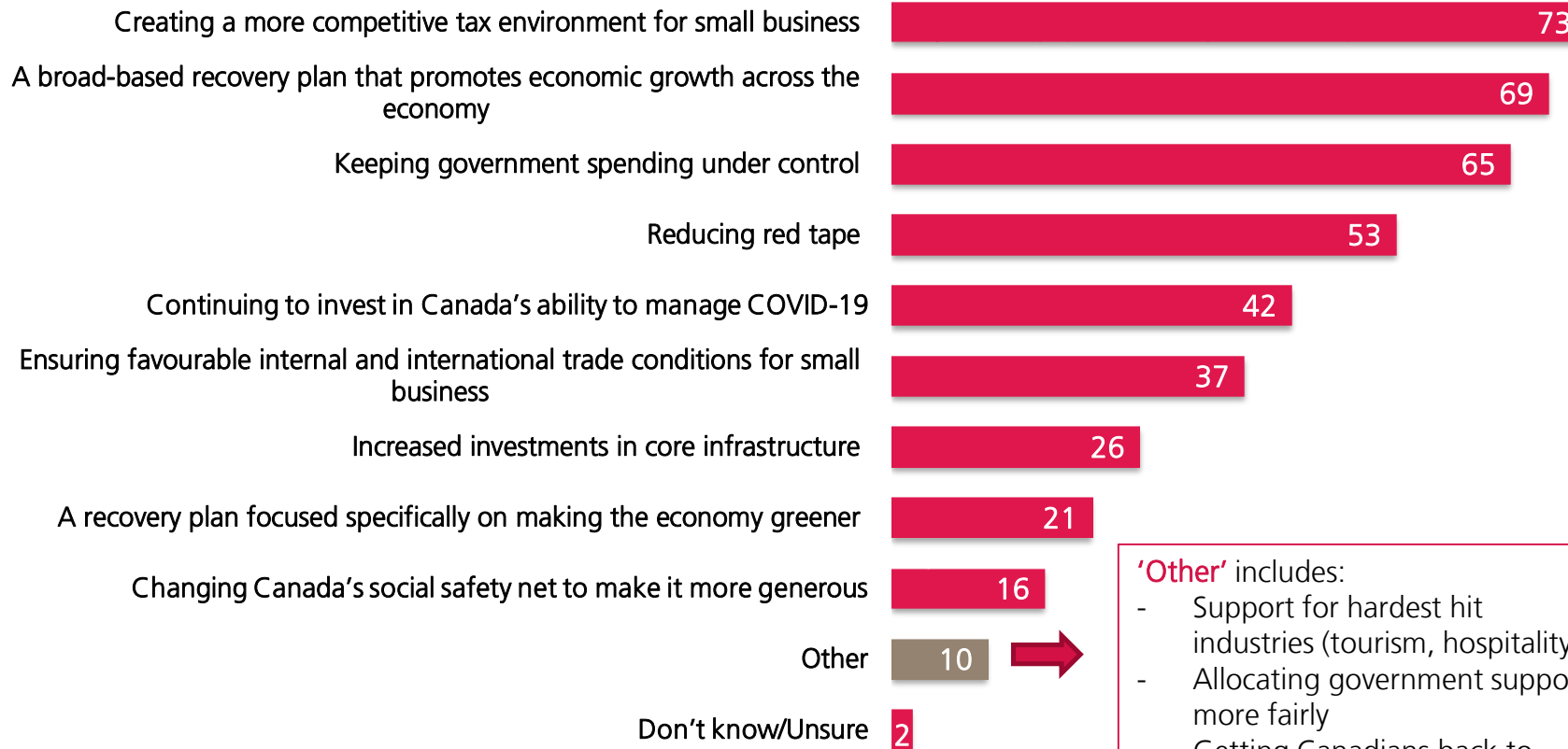
Source: CFIB, Your Business and COVID-19 – Survey Number Twenty, August 27-TBD, 2020, preliminary results, n = 3,603

Notes: 1) Businesses that are partially open or fully closed due to COVID-19.

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

Throne Speech : What would you like the federal government to focus on?

(Select all that apply, % response)



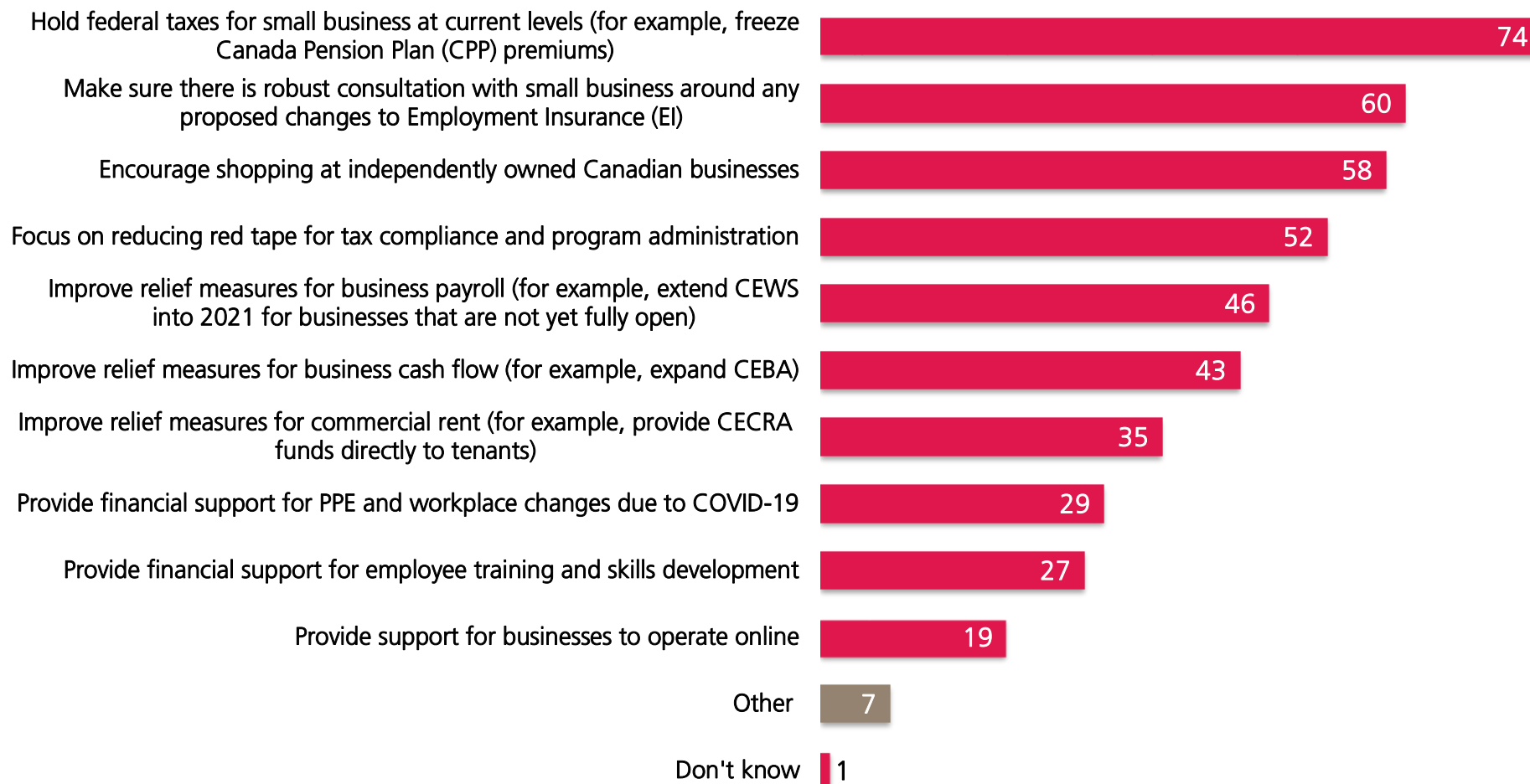
'Other' includes:

- Support for hardest hit industries (tourism, hospitality)
- Allocating government support more fairly
- Getting Canadians back to work

Highest sector result	
Transportation	84
Manufacturing	74
Agriculture	84
Agriculture	65
Ent. Mngt.	52
Manufacturing	56
Prof. Services	33
Soc. Services	24
Hospitality	21

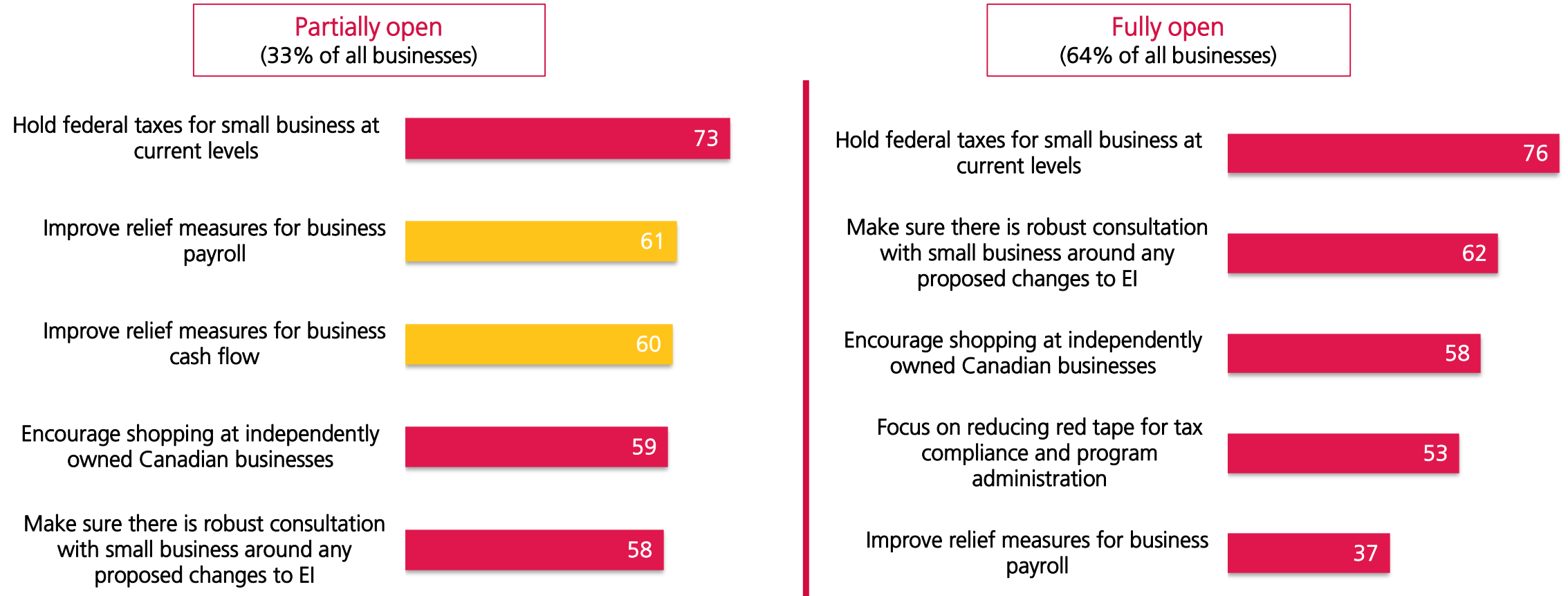
Source: CFIB, Your Business and COVID-19 – Survey Number Twenty, August 27-TBD, 2020, preliminary results, n = 3,743.

What specifically should Minister Freeland focus on to support your business and economic recovery? (Select all that apply, % response)



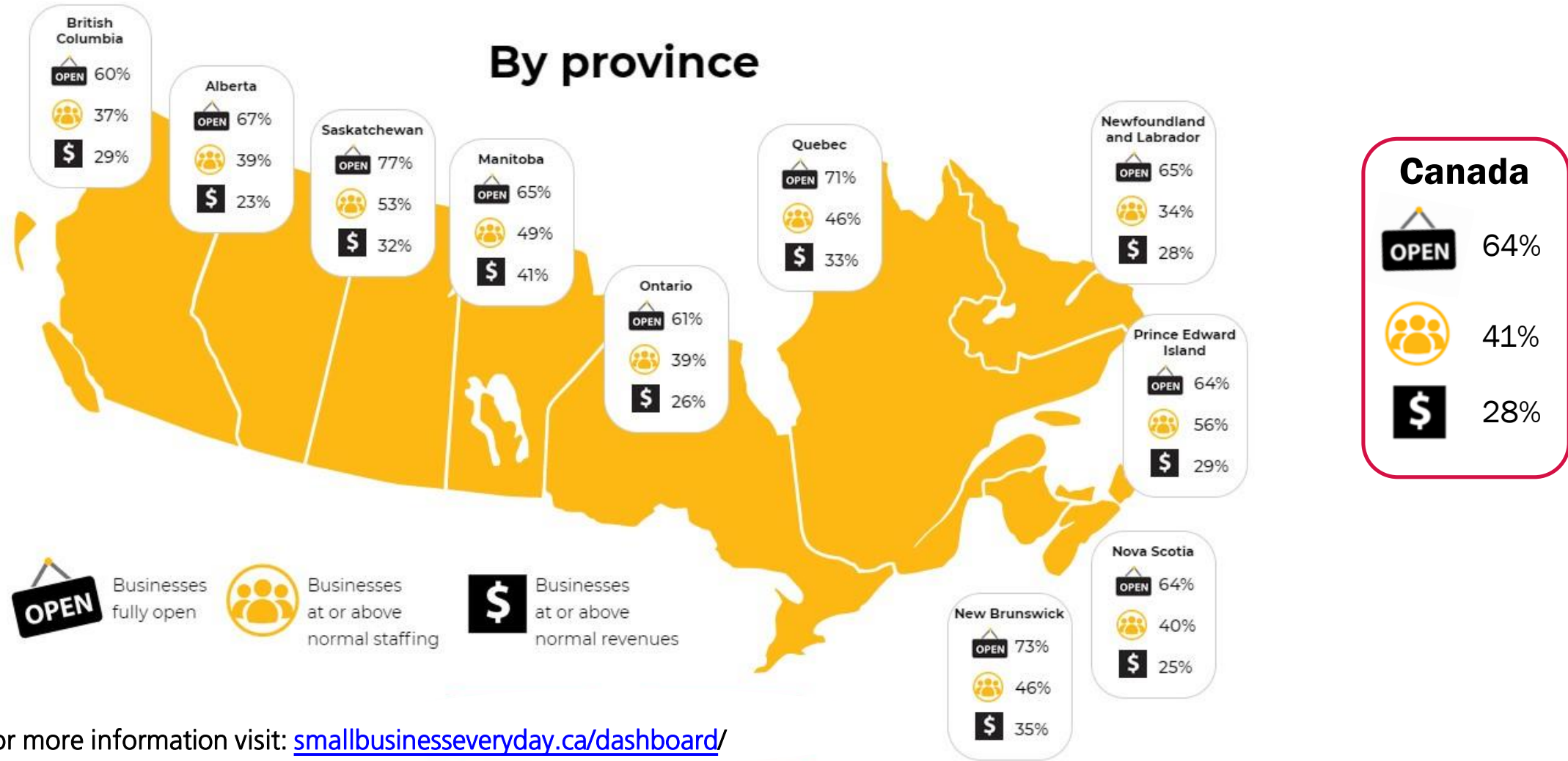
Source: CFIB, Your Business and COVID-19 – Survey Number Twenty, August 27-TBD, 2020, preliminary results, n = 3,647.

What specifically should Minister Freeland focus on to support your business and economic recovery?, by 'Open' status (% response)



Source: CFIB, Your Business and COVID-19 – Survey Number Twenty, August 27-TBD, 2020, preliminary results, n = 1,262 and 2,490.

Recap – as of September 2, 2020



For more information visit: smallbusinesseveryday.ca/dashboard/