



**CANADIAN FEDERATION
OF INDEPENDENT BUSINESS**

In business for your business™



Your Voice Omnibus Survey on Small Business Issues

Key results for September 2021



Overview: CFIB omnibus surveys since 2020

CFIB has surveyed members on the impacts of COVID-19 from the start of the pandemic (15 weekly surveys from mid March 2020 to early July 2020).

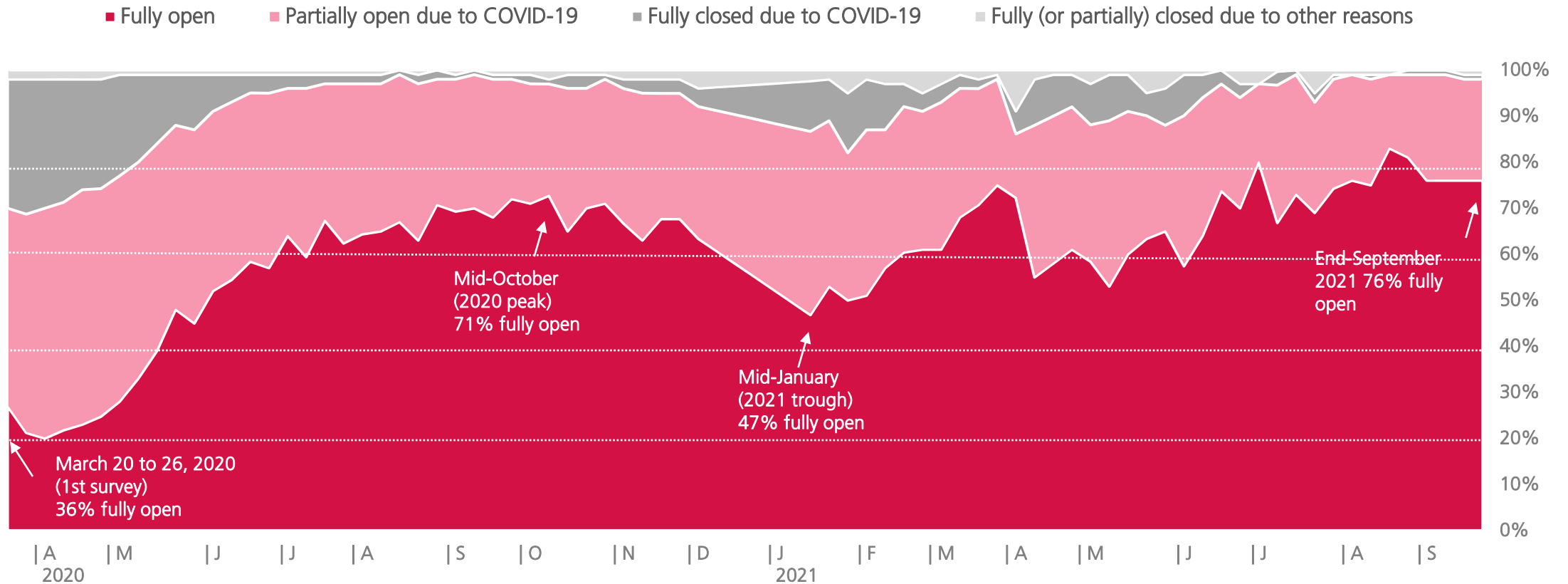
The surveys switched to biweekly frequency in the summer of 2020 (4 surveys from mid July to end of August), then to monthly frequency in the fall of 2020.

Starting January 2021, every month, CFIB members answer *Your Voice*, a survey covering a wide range of current topics, including COVID-19 impacts. The latest monthly takeaways are presented here in a few key charts.

Survey data featured in this document

Survey name:	<i>Your Voice – September 2021</i>
Active dates:	<i>September 9-27, 2021</i>
Survey details:	<i>English/French online survey sent on September 9, 2021.</i>
Respondents:	<i>3,697 active CFIB members (1 vote = 1 Canadian independent business)</i>
Margin of error for probability sample of the same size (comparison purposes only):	<i>+/-1.6%, 19 times out of 20</i>

Canadian small businesses, by open status (% response)

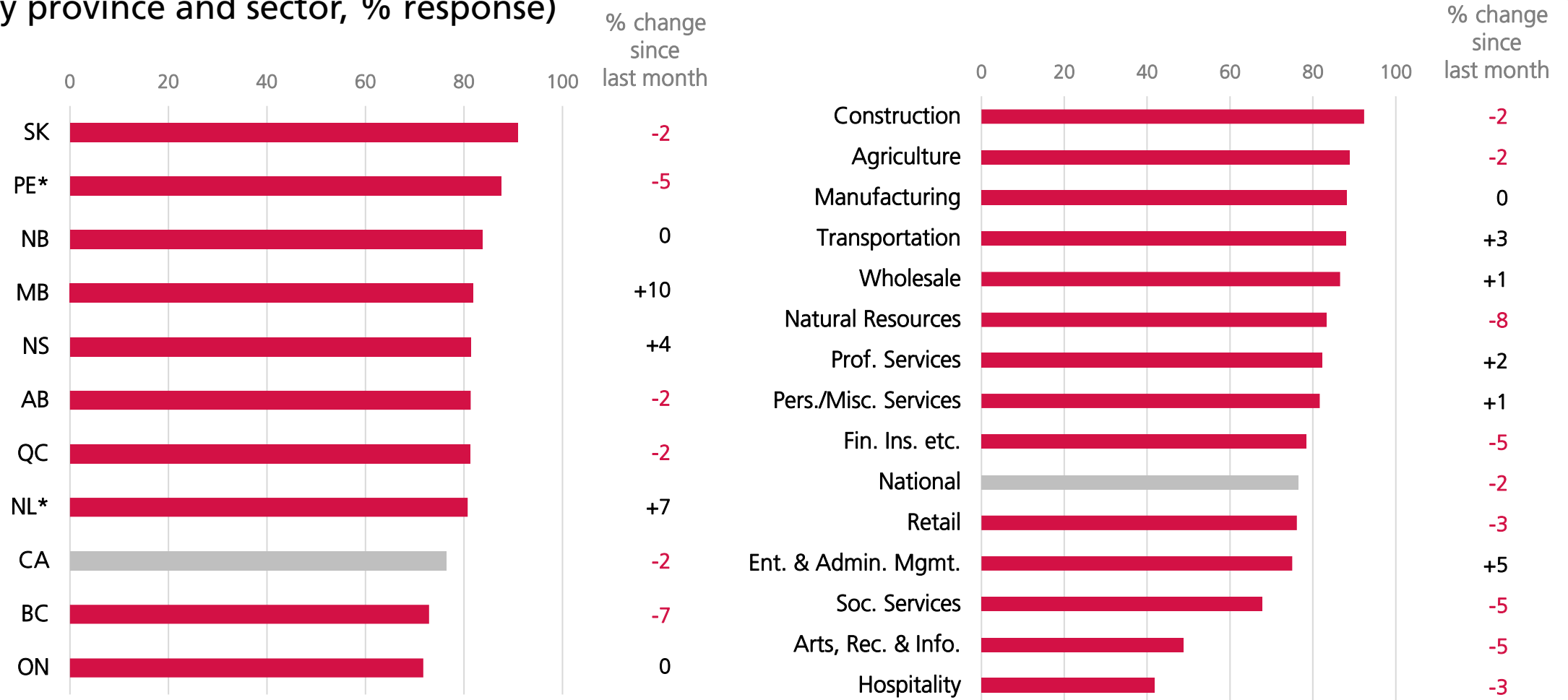


Source: CFIB, COVID-19 and Your Voice surveys – March 2020 to September 2021.

➡ The recovery is still not completed for 1 out of 4 businesses.

Businesses fully open

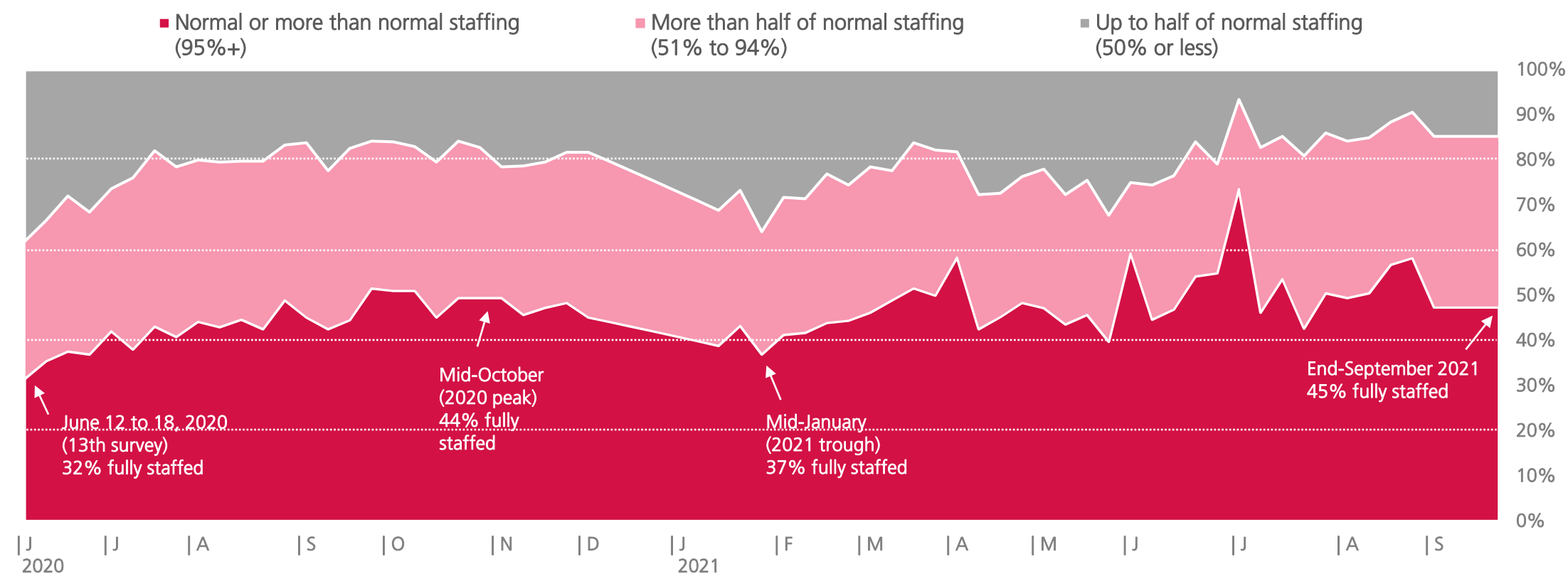
(By province and sector, % response)



Source: CFIB, Your Voice – September 2021 survey, September 9-27, 2021, final results, n = 3,400.

*Note: Sample size = < 40.

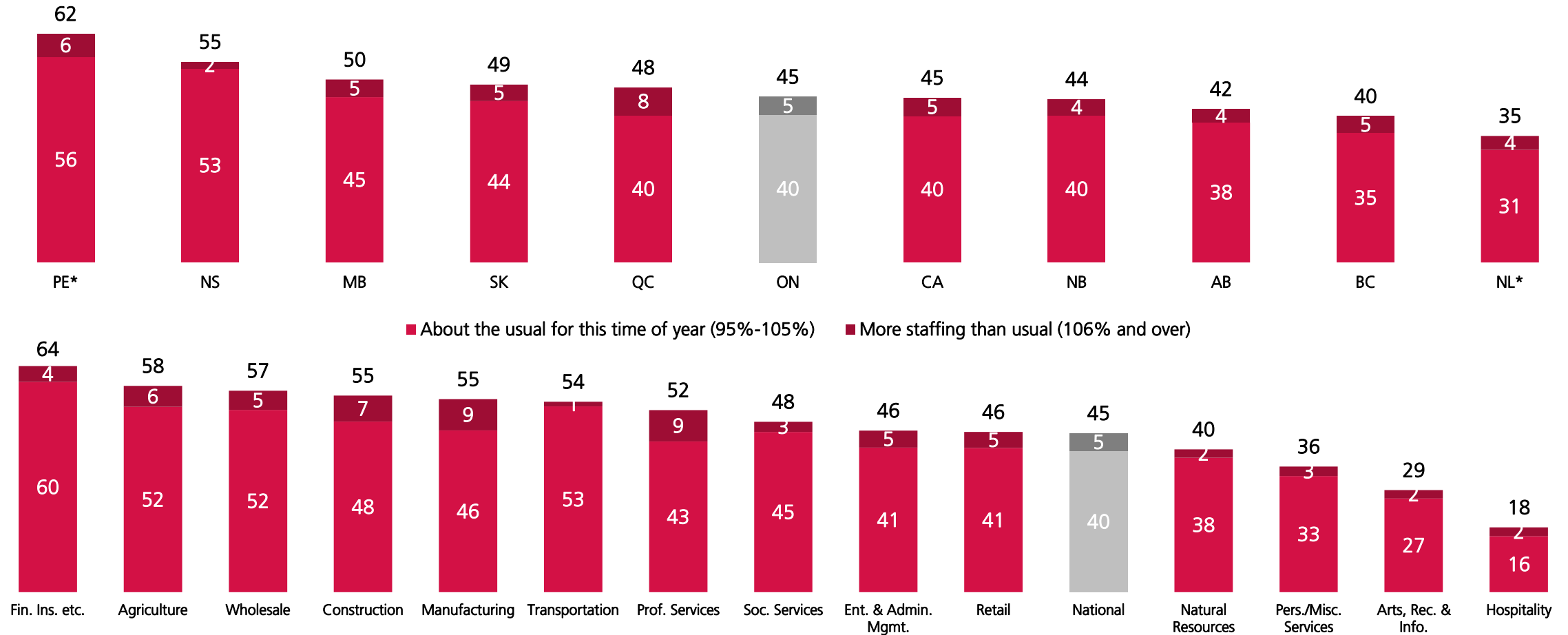
Canadian small businesses, by staffing status (% response)



Source: CFIB, COVID-19 and Your Voice surveys – March 2020 to September 2021.

➡ Over 1 in 2 businesses are still not fully staffed.

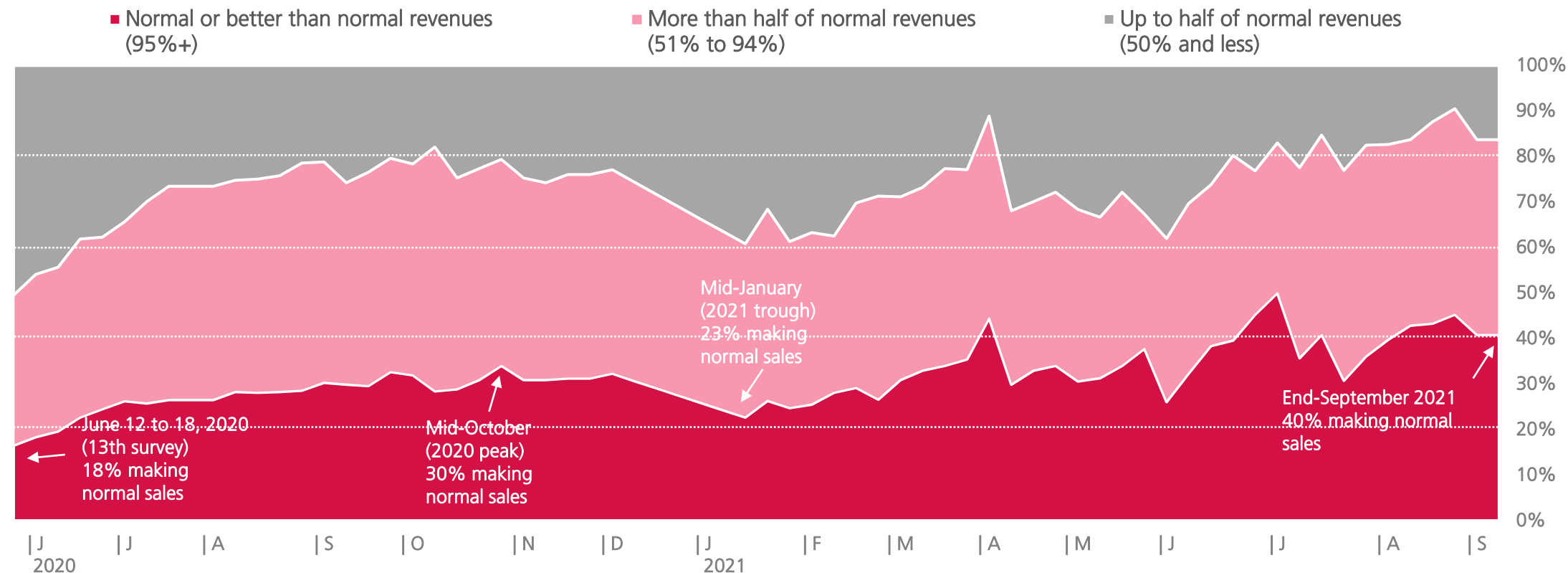
Normal or above normal staffing (By province and sector, % response)



Source: CFIB, Your Voice – September 2021 survey, September 9-27, 2021, final results, n = 3,386.

*Note: Sample size = < 40.

Canadian small businesses, by revenue situation (% response)

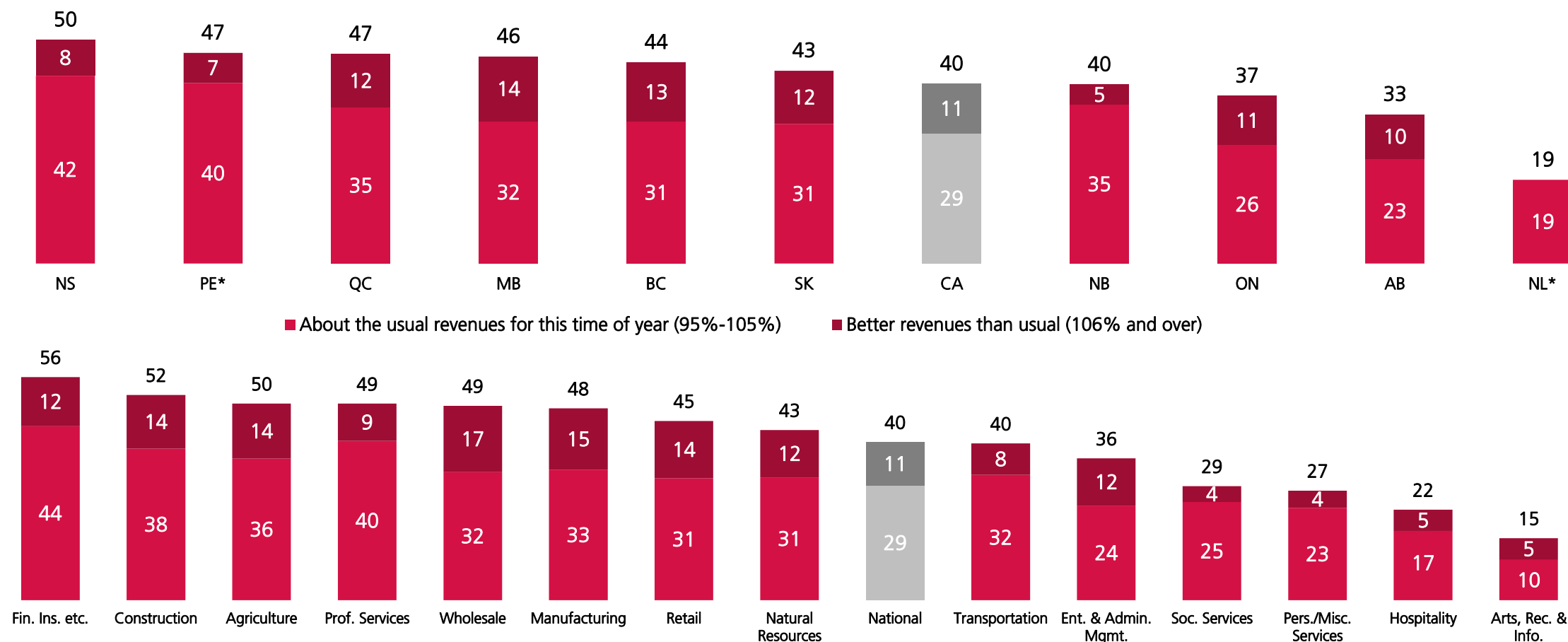


Source: CFIB, COVID-19 and Your Voice surveys – April 2020 to September 2021.

➡ 6 out of 10 businesses are still not back to making normal revenues.

Normal or better revenues

(By province and sector, % response)

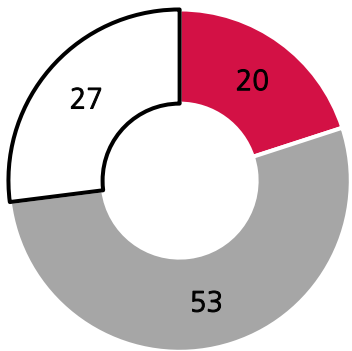


Source: CFIB, Your Voice – September 2021 survey, September 9-27, 2021, final results, n = 3,400.

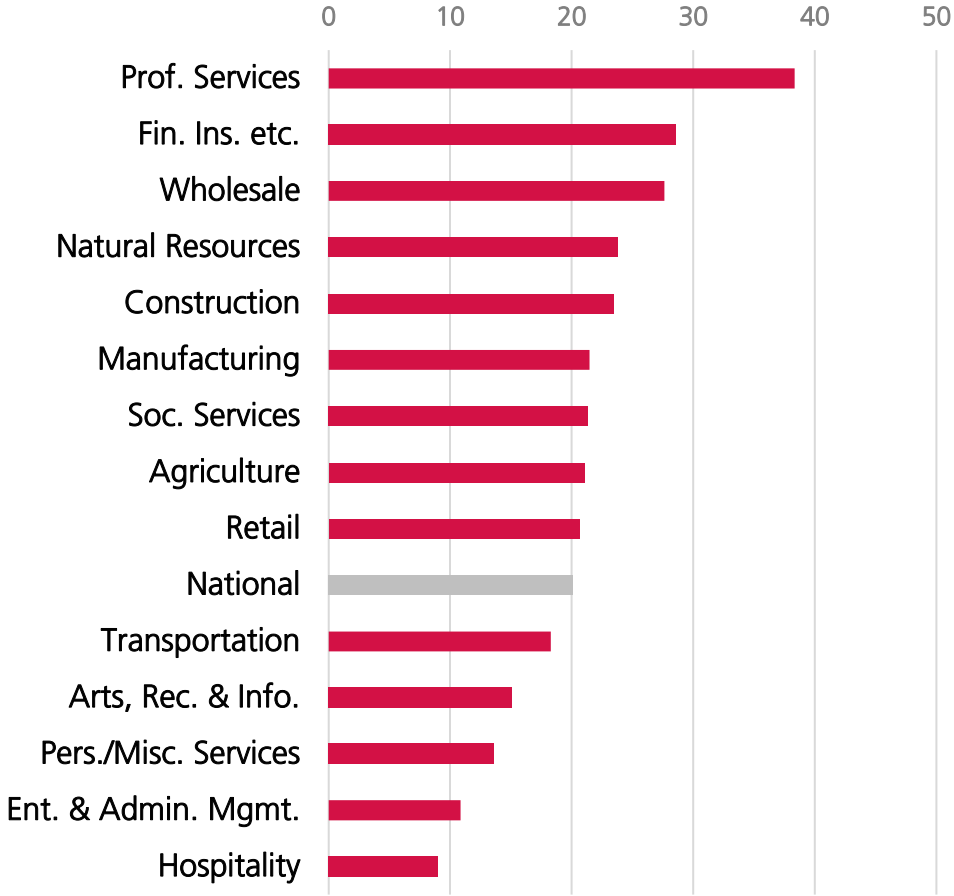
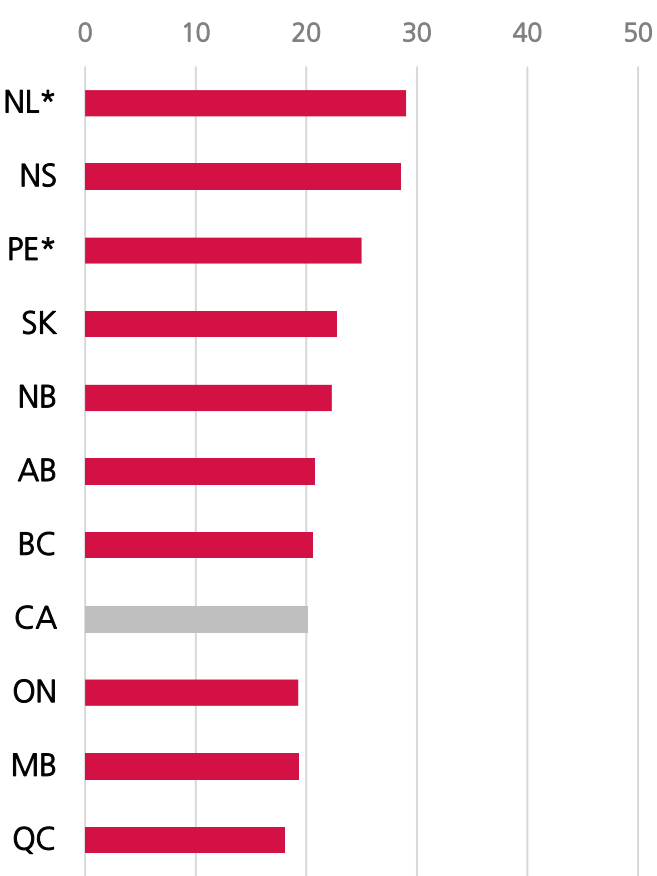
*Note: Sample size = < 40.

Would you advise someone to start a business now?

(By province and sector, % response)

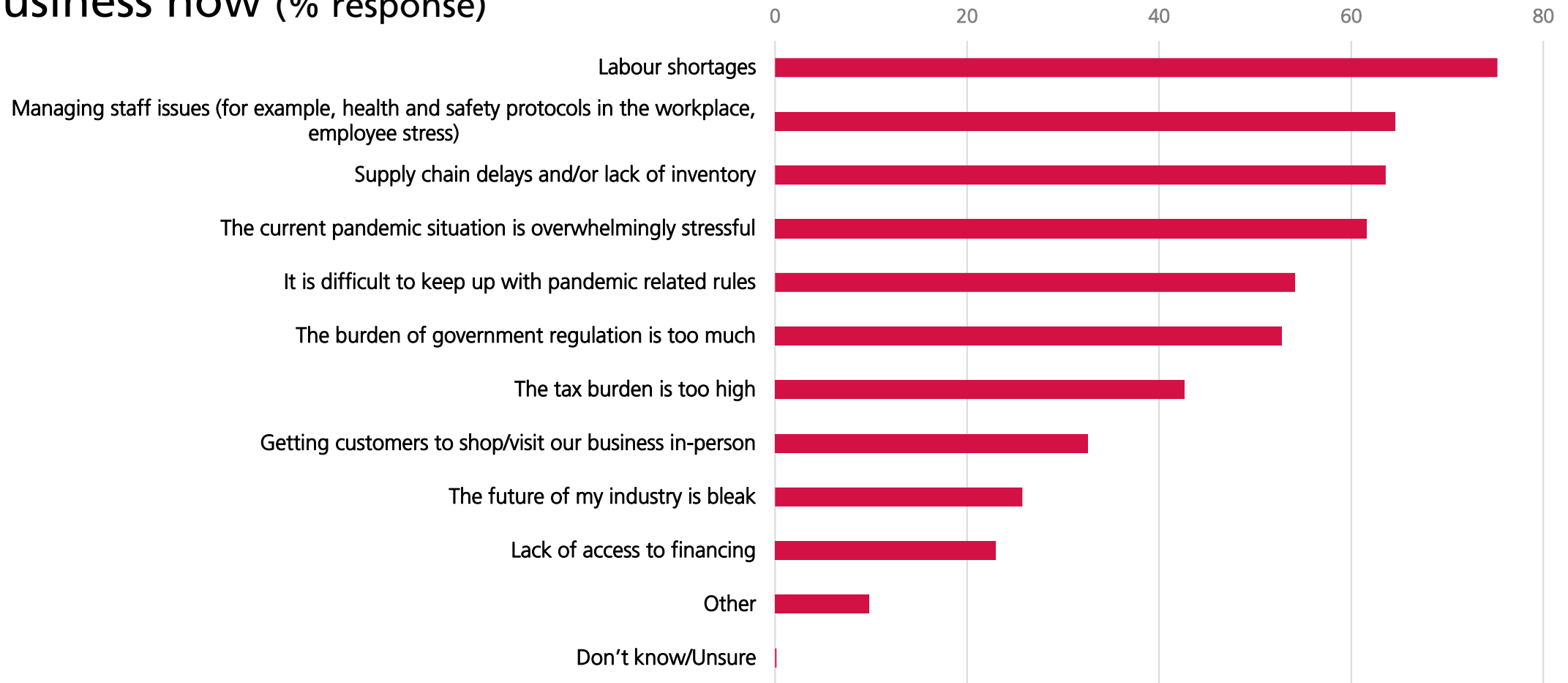


- Yes
- No
- Don't know/Unsure



Source: CFIB, Your Voice – September 2021 survey, September 9-27, 2021, final results, n = 3,689.

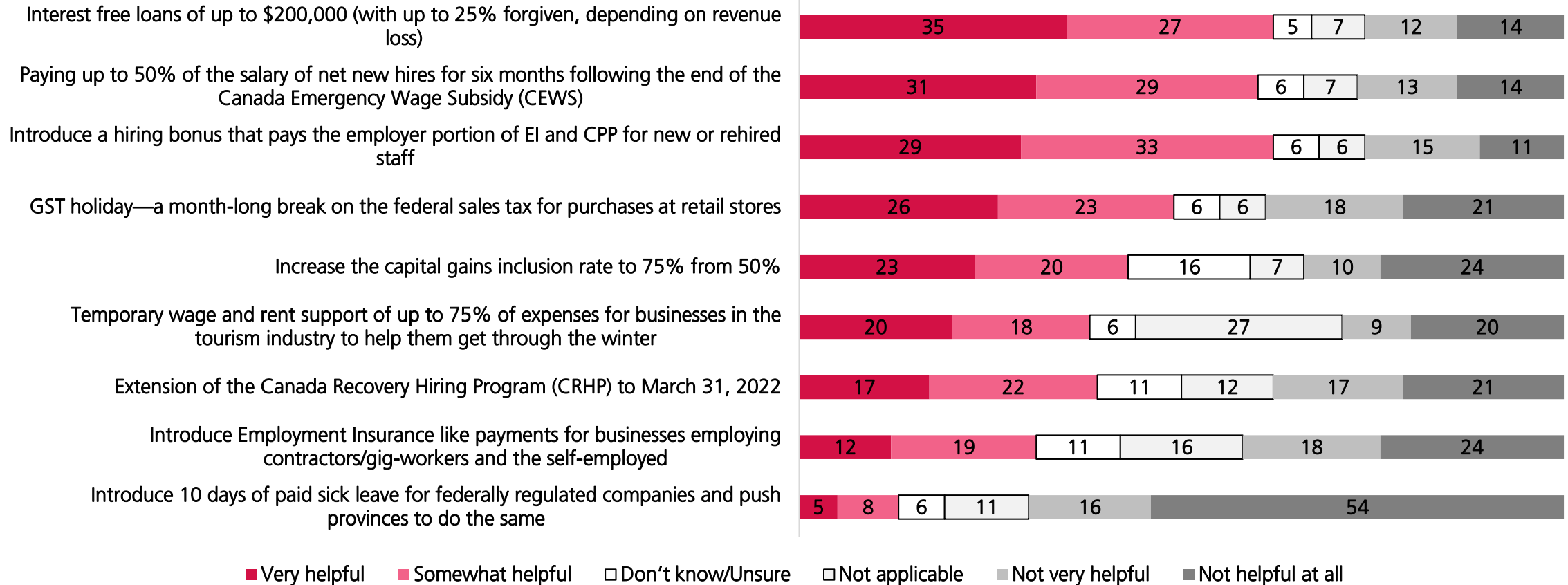
Reasons why Canadian entrepreneurs would not advise starting a business now (% response)



Source: CFIB, Your Voice – September 2021 survey, September 9-27, 2021, final results, n = 1961.

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

Canadians will go to the polls on September 20, 2021. How helpful are the following election promises to your business? (% response)



Source: CFIB, Your Voice – September 2021 survey, September 9-27, 2021, final results, n = 3,697.

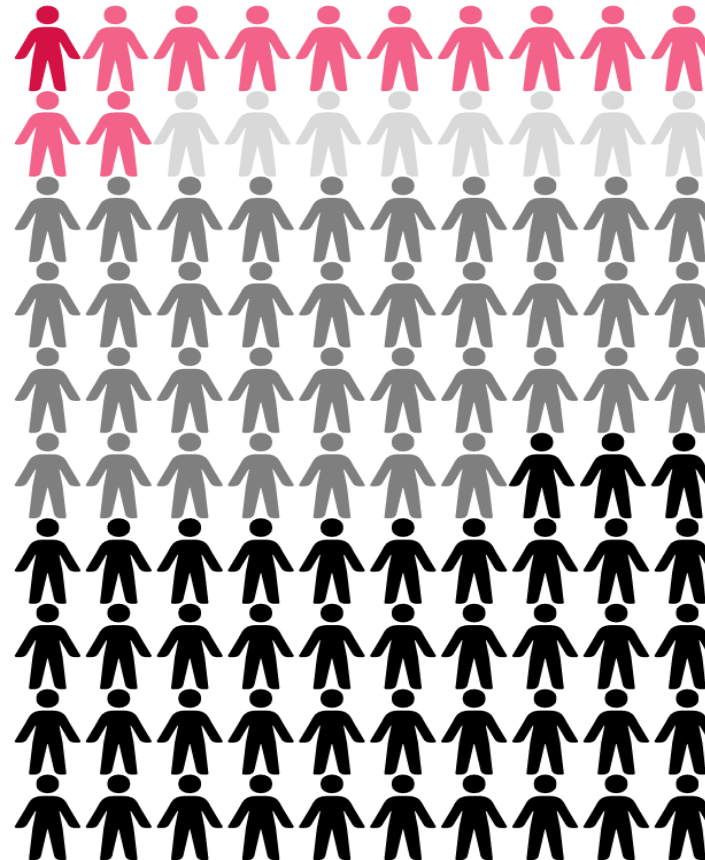
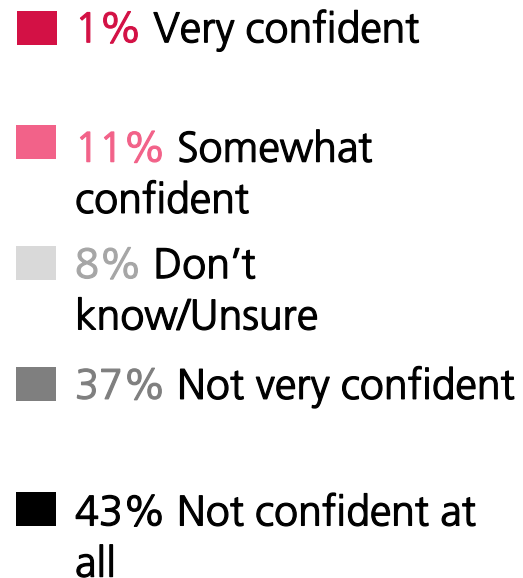
“Small business concerns *in general* are receiving sufficient attention during the federal election campaign” (% respo

- 2% Very confident
- 18% Somewhat confident
- 6% Don't know/Unsure
- 41% Not very confident
- 33% Not confident at all



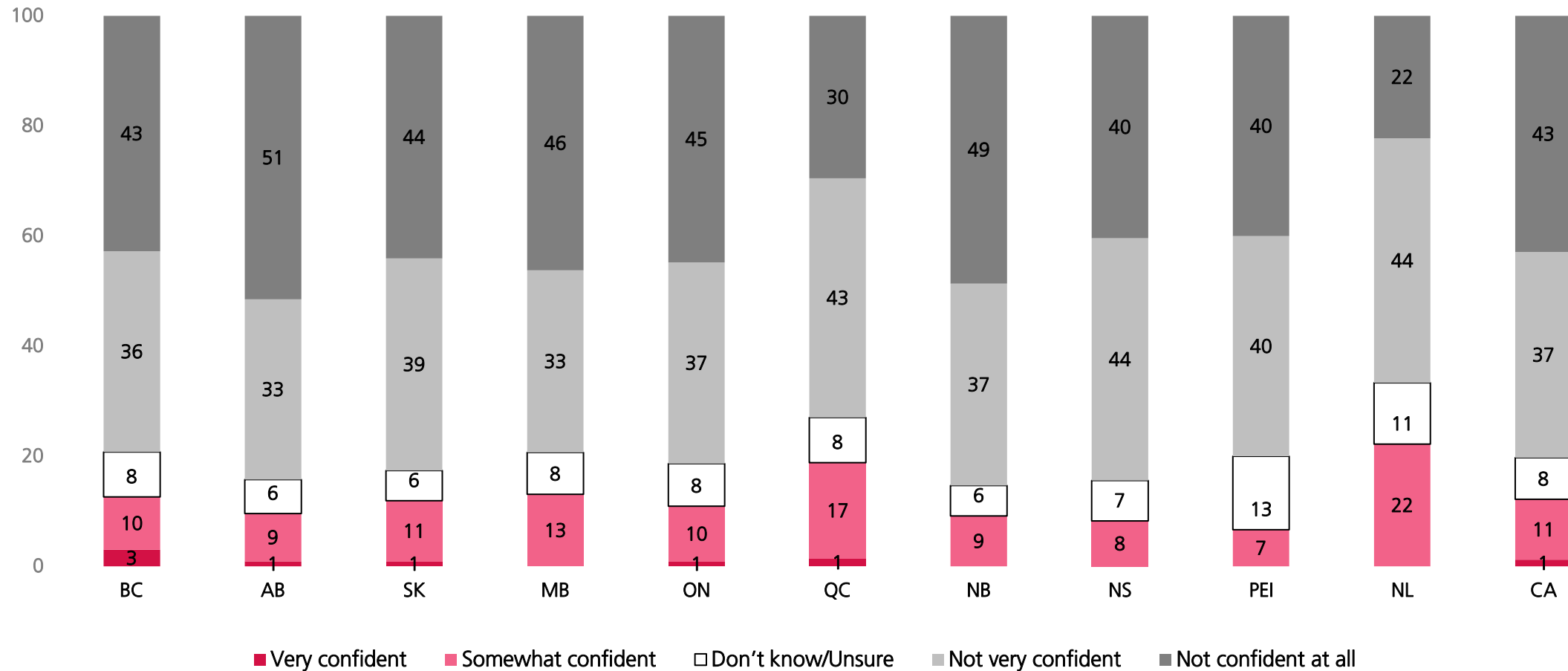
Source: CFIB, Your Voice – September 2021 survey, September 9-27, 2021, final results, n = 3,697.

“Our specific business concerns are being addressed during the federal election campaign” (% response)



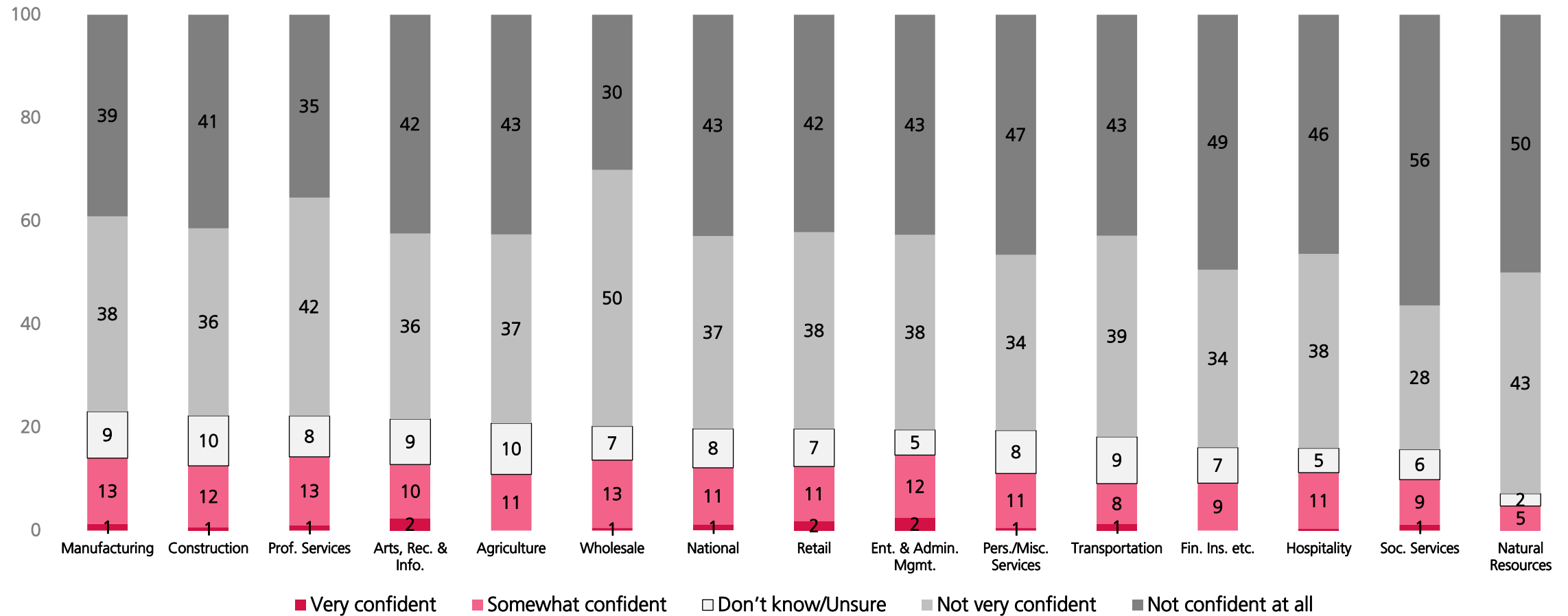
Source: CFIB, Your Voice – September 2021 survey, September 9-27, 2021, final results, $n = 3,697$.

"*Our specific* business concerns are being addressed during the federal election campaign" (By province, % response)



Source: CFIB, Your Voice – September 2021 survey, September 9-27, 2021, final results, n = 3,340.

"*Our specific* business concerns are being addressed during the federal election campaign" (By sector, % response)



Source: CFIB, Your Voice – September 2021 survey, September 9-27, 2021, final results, n = 3,340.