







# 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).

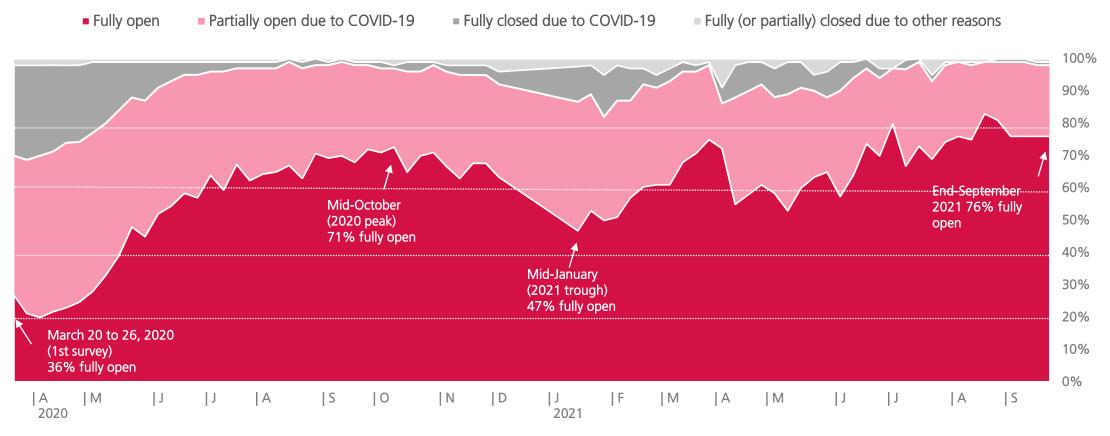
The surveys switched to biweekly frequency in the summer of 2020 (4 surveys from mid July to end of August), then to monthly frequency in the fall of 2020.

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



### Canadian small businesses, by open status (% response)

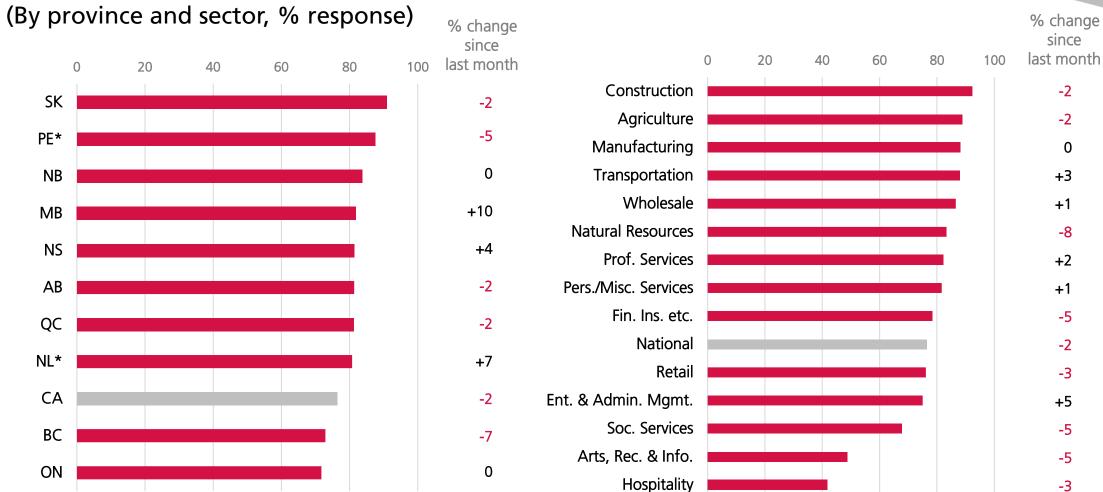


Source: CFIB, COVID-19 and Your Voice surveys - March 2020 to September 2021.



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

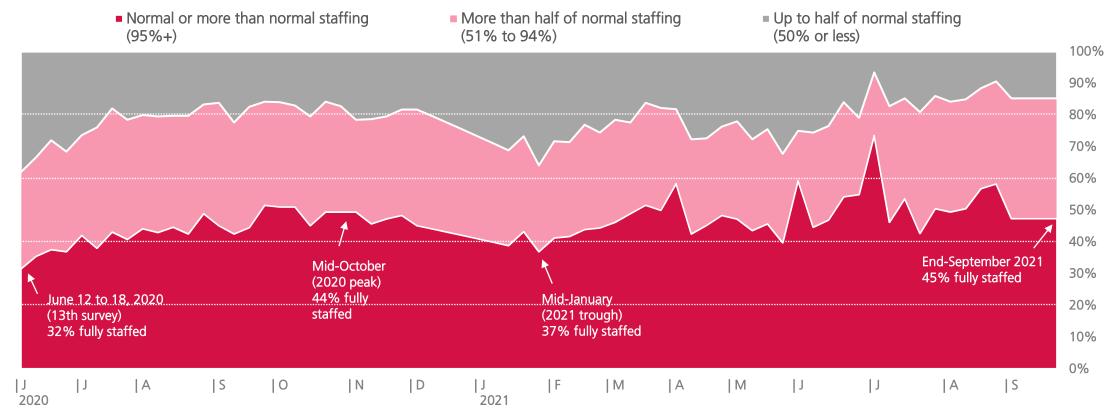
### Businesses fully open



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)



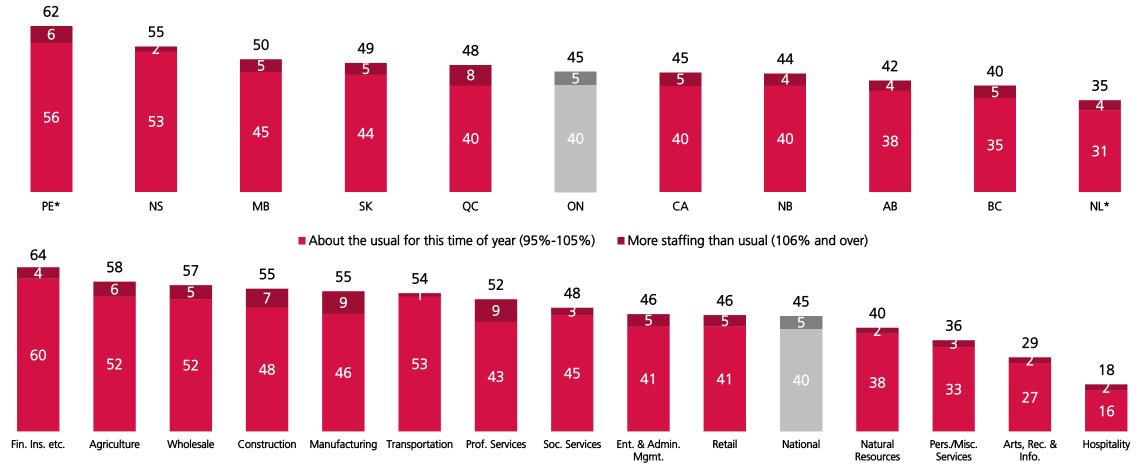
Source: CFIB, COVID-19 and Your Voice surveys – March 2020 to September 2021.



Over 1 in 2 businesses are still not fully staffed.

#### Normal or above normal staffing

(By province and sector, % response)

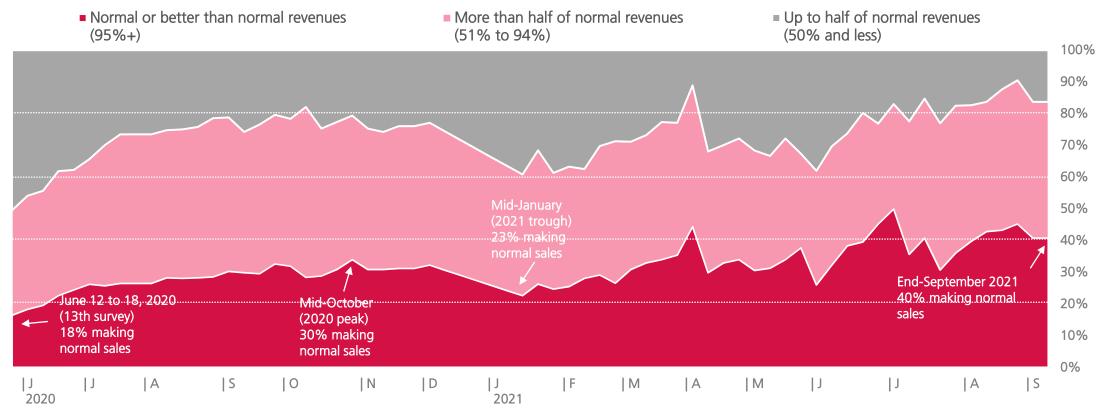


Source: CFIB, Your Voice – September 2021 survey, September 9-27, 2021, final results, n = 3,386.

\*Note: Sample size = < 40.



### Canadian small businesses, by revenue situation (% response)



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

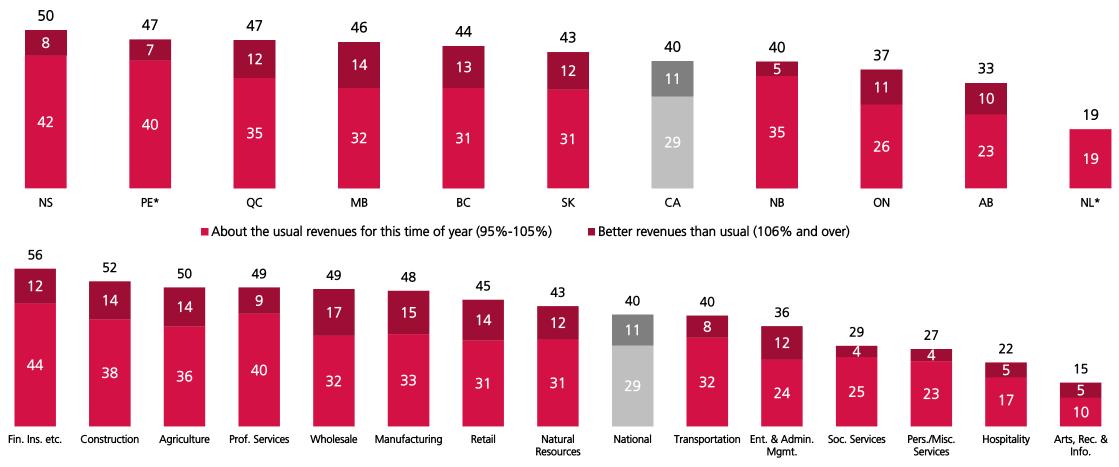


6 out of 10 businesses are still not back to making normal revenues.



#### Normal or better revenues

(By province and sector, % response)



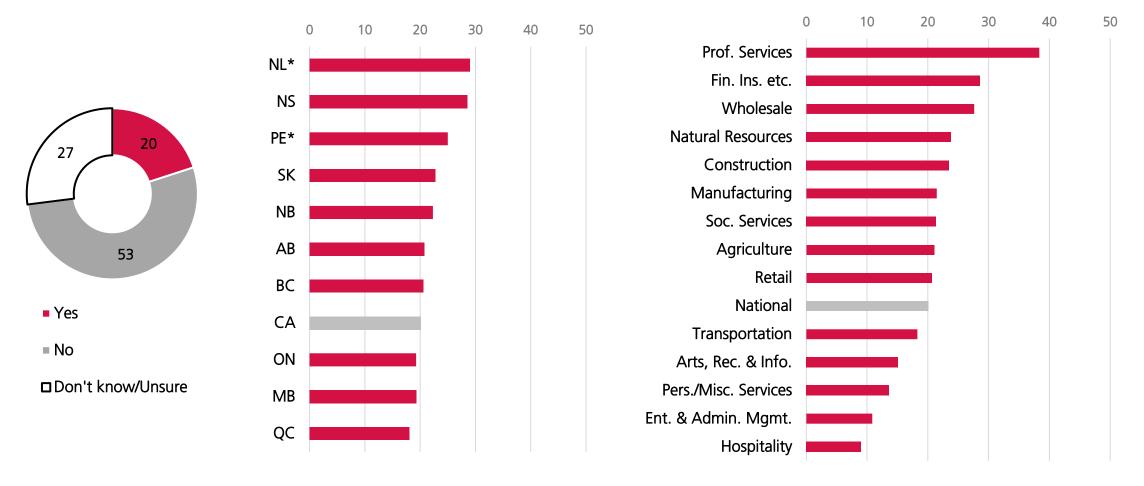
Source: CFIB, Your Voice - September 2021 survey, September 9-27, 2021, final results, n = 3,400.

\*Note: Sample size = < 40.



#### Would you advise someone to start a business now?

(By province and sector, % response)



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) 20 80 Labour shortages Managing staff issues (for example, health and safety protocols in the workplace, employee stress) Supply chain delays and/or lack of inventory The current pandemic situation is overwhelmingly stressful It is difficult to keep up with pandemic related rules The burden of government regulation is too much The tax burden is too high Getting customers to shop/visit our business in-person The future of my industry is bleak Lack of access to financing Other Don't know/Unsure Source: CFIB, Your Voice - September 2021 survey, September 9-27, 2021, final results, n = 1961.



100%.

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

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

Interest free loans of up to \$200,000 (with up to 25% forgiven, depending on revenue 27 5 Paying up to 50% of the salary of net new hires for six months following the end of the 29 6 13 31 14 Canada Emergency Wage Subsidy (CEWS) Introduce a hiring bonus that pays the employer portion of EI and CPP for new or rehired 6 6 15 33 staff GST holiday—a month-long break on the federal sales tax for purchases at retail stores 6 18 23 6 Increase the capital gains inclusion rate to 75% from 50% 16 10 20 24 Temporary wage and rent support of up to 75% of expenses for businesses in the 18 6 27 20 20 tourism industry to help them get through the winter Extension of the Canada Recovery Hiring Program (CRHP) to March 31, 2022 11 12 17 Introduce Employment Insurance like payments for businesses employing 19 16 18 contractors/gig-workers and the self-employed Introduce 10 days of paid sick leave for federally regulated companies and push 54 6 16 provinces to do the same ■ Verv helpful Somewhat helpful □ Don't know/Unsure □ Not applicable ■ Not very helpful ■ Not helpful at all

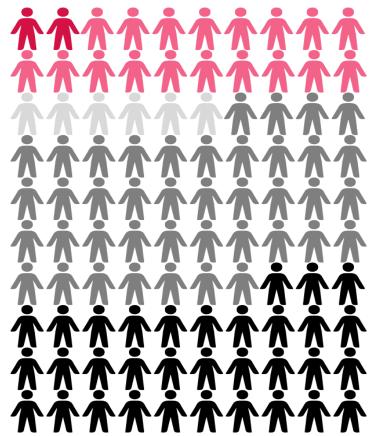
Source: CFIB, Your Voice – September 2021 survey, September 9-27, 2021, final results, n = 3,697.



"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)

- 1% Very confident
- 11% Somewhat confident
- 8% Don't know/Unsure
- 37% Not very confident
- 43% Not confident at all



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



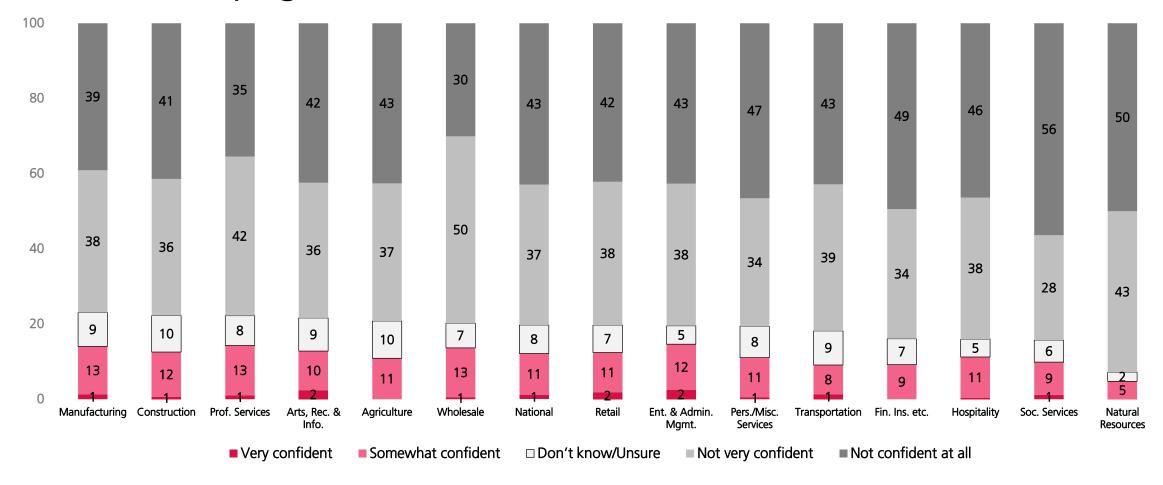
# "Our specific business concerns are being addressed during the federal election campaign" (By province, % response)



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.

