



**CANADIAN FEDERATION  
OF INDEPENDENT BUSINESS**

*In business for your business™*

# *Your Voice Omnibus Survey on Small Business Issues*

*Key results for [October 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).

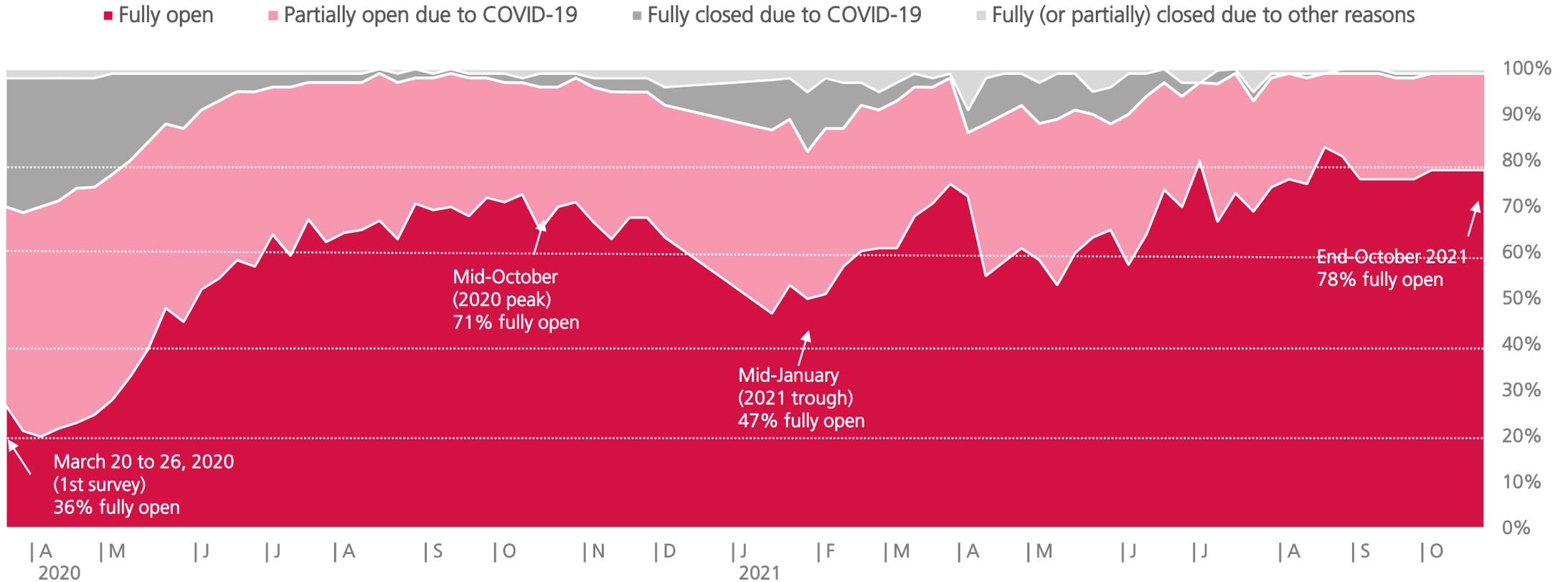
The surveys switched to biweekly frequency in the summer of 2020 (4 surveys from mid July to end of August), then to monthly frequency in the fall of 2020.

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 – October 2021</i>
Active dates:	<i>September 14-27, 2021</i>
Survey details:	<i>English/French online survey sent on October 14, 2021.</i>
Respondents:	<i>4,118 active CFIB members (1 vote = 1 Canadian independent business)</i>
Margin of error for probability sample of the same size (comparison purposes only):	<i>+/-1.5%, 19 times out of 20</i>

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

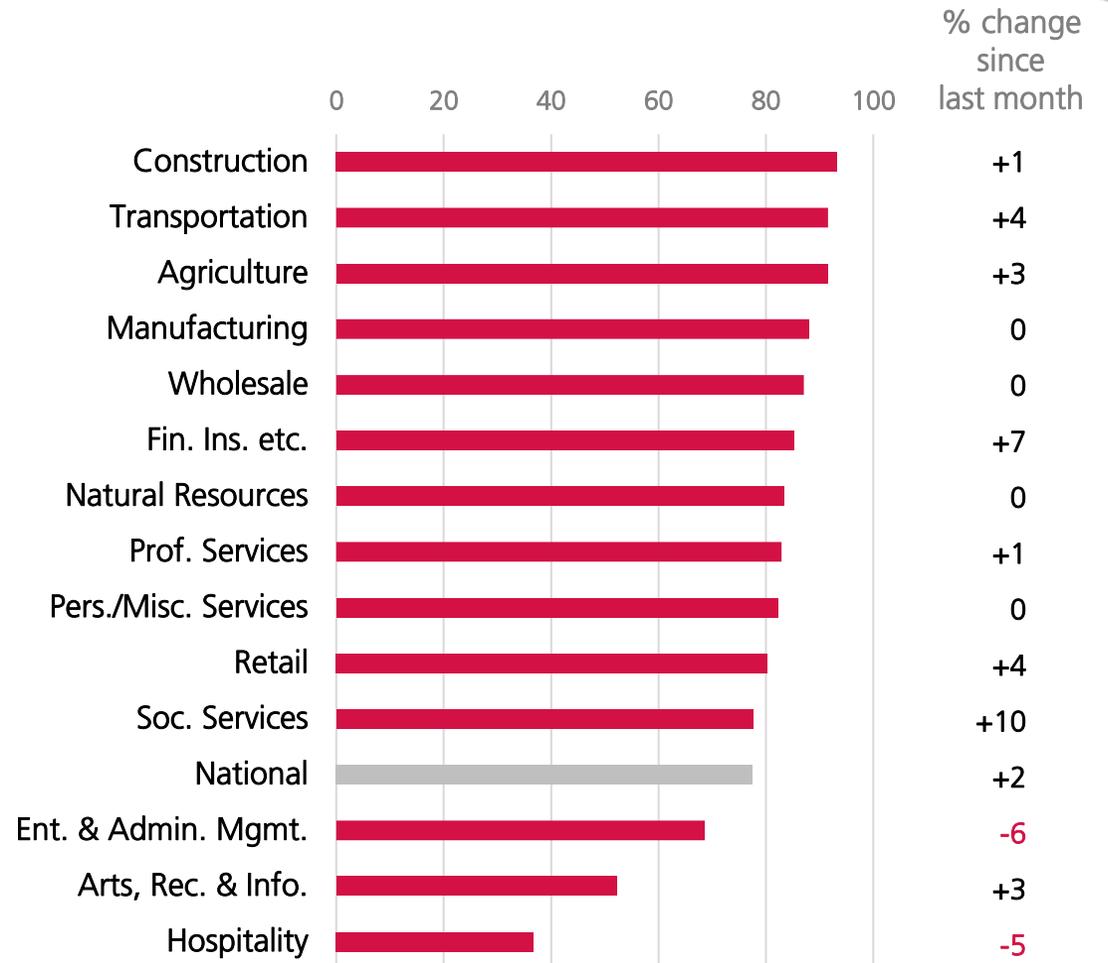
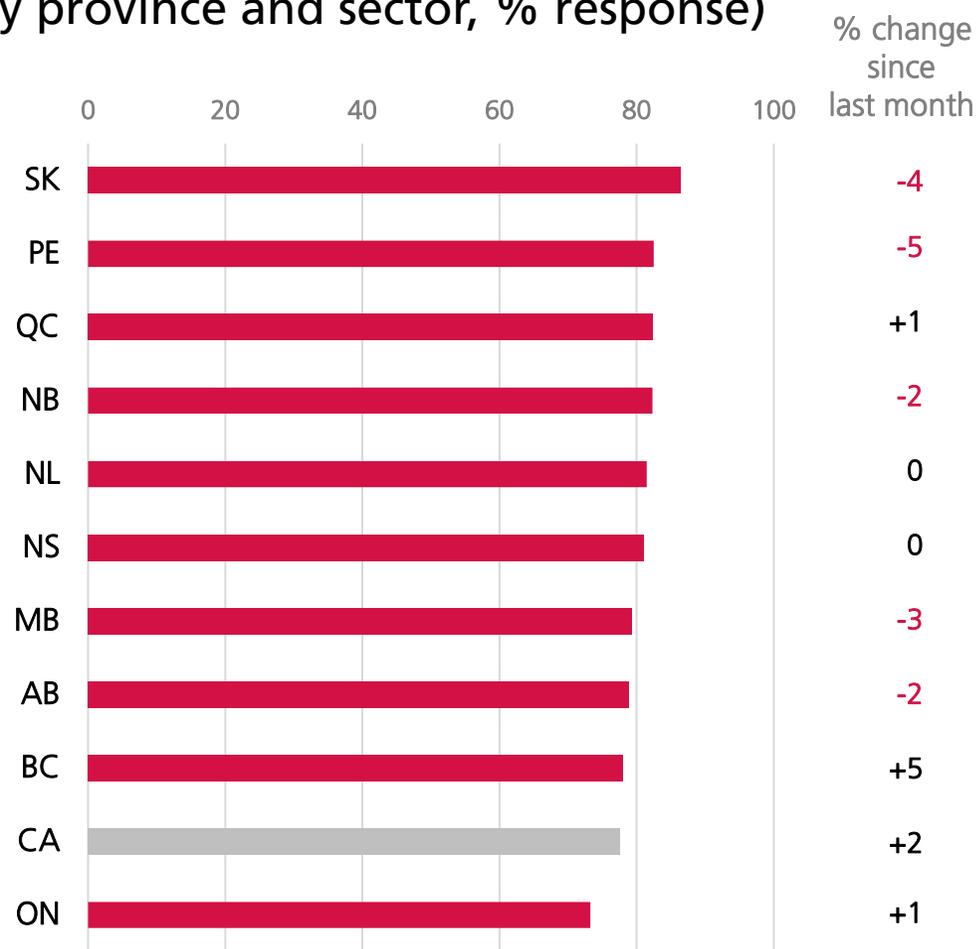


Source: CFIB, COVID-19 and Your Voice surveys – March 2020 to October 2021.

➔ The recovery is still not completed for 1 out of 5 businesses.

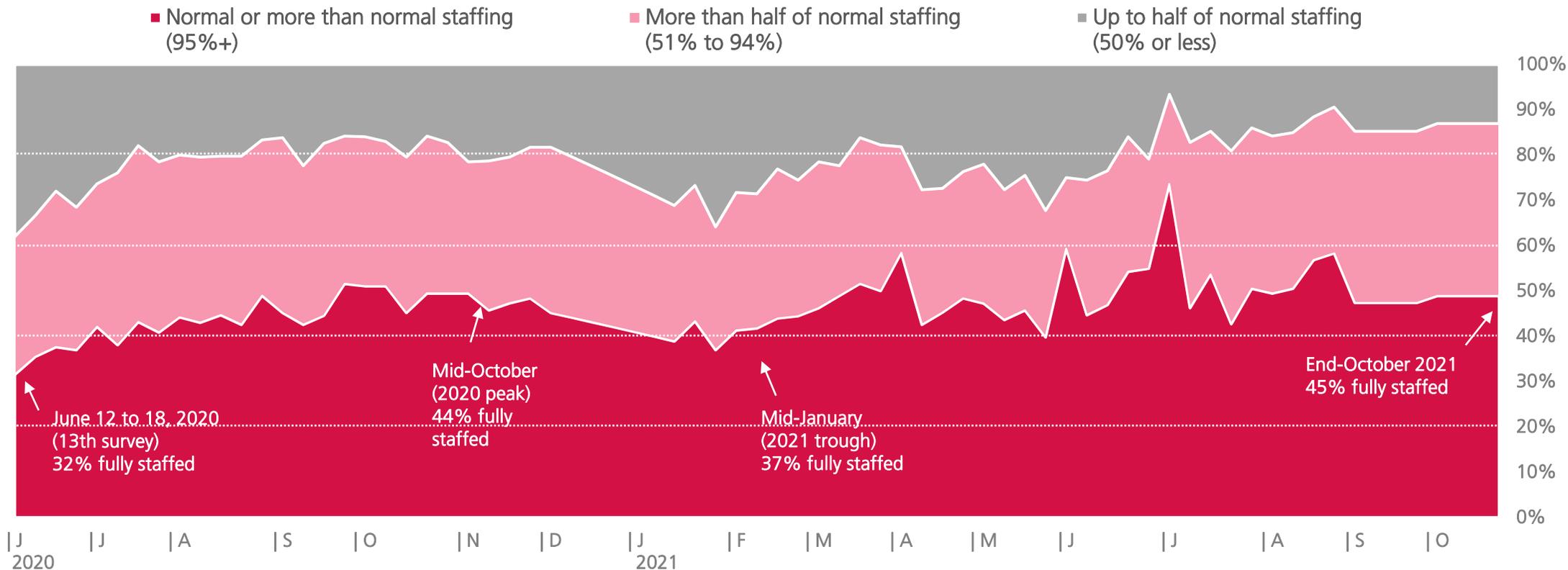
# Businesses fully open

(By province and sector, % response)



Source: CFIB, Your Voice – October 2021 survey, October 14-27, 2021, final results, n = 4,066.

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

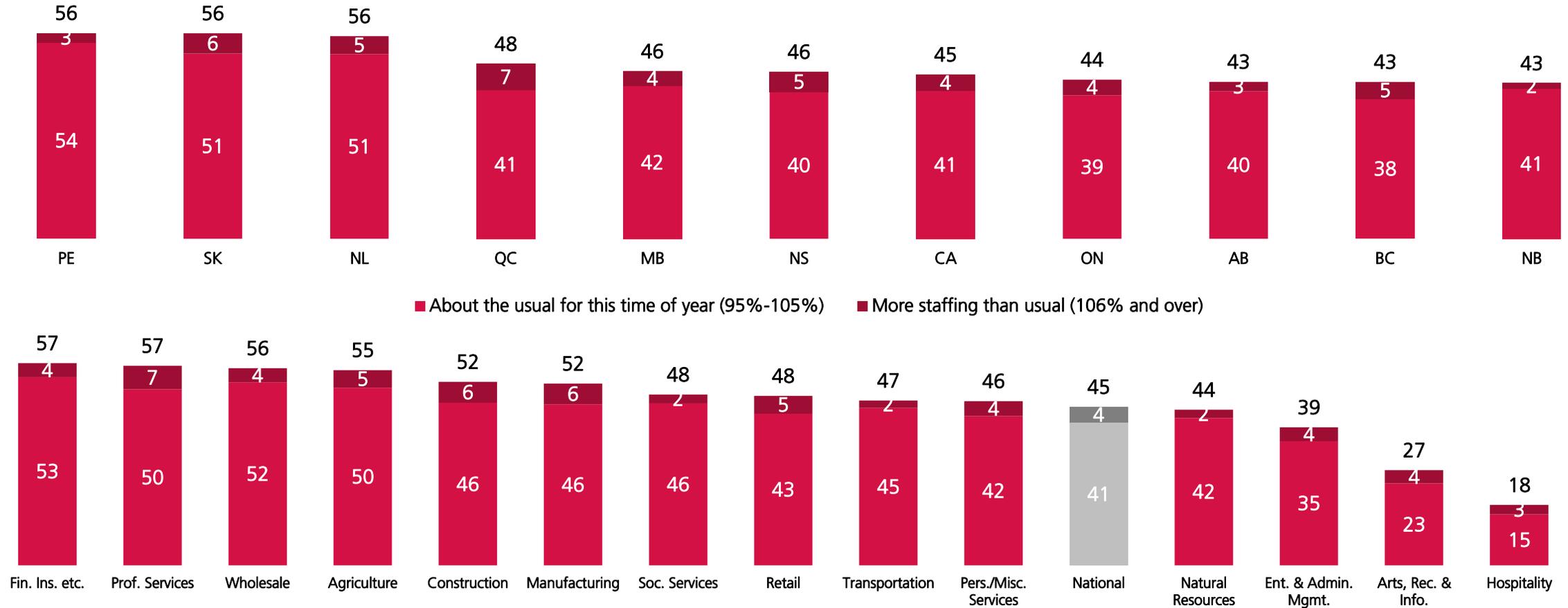


Source: CFIB, COVID-19 and Your Voice surveys – March 2020 to October 2021.

**➔** Over 1 in 2 businesses are still not fully staffed.

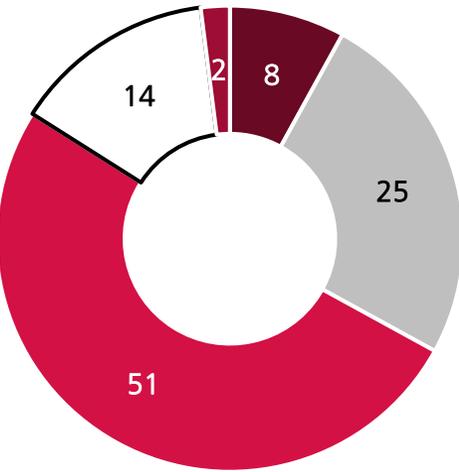
# Normal or above normal staffing

(By province and sector, % response)

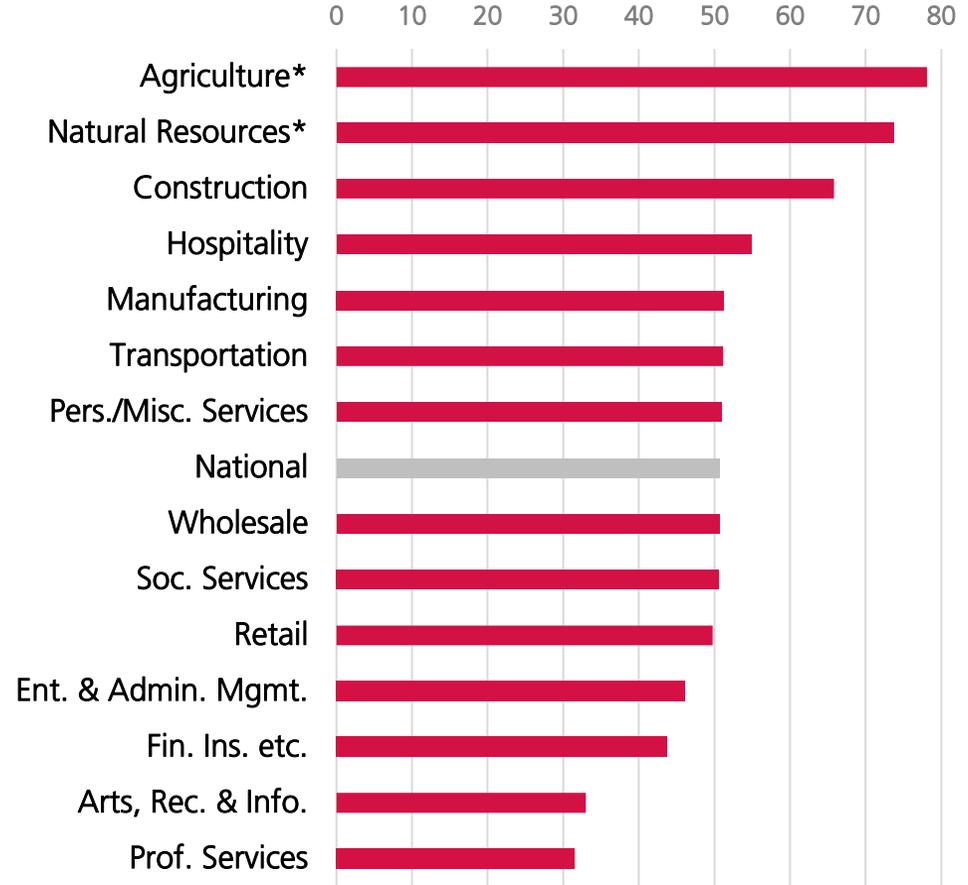
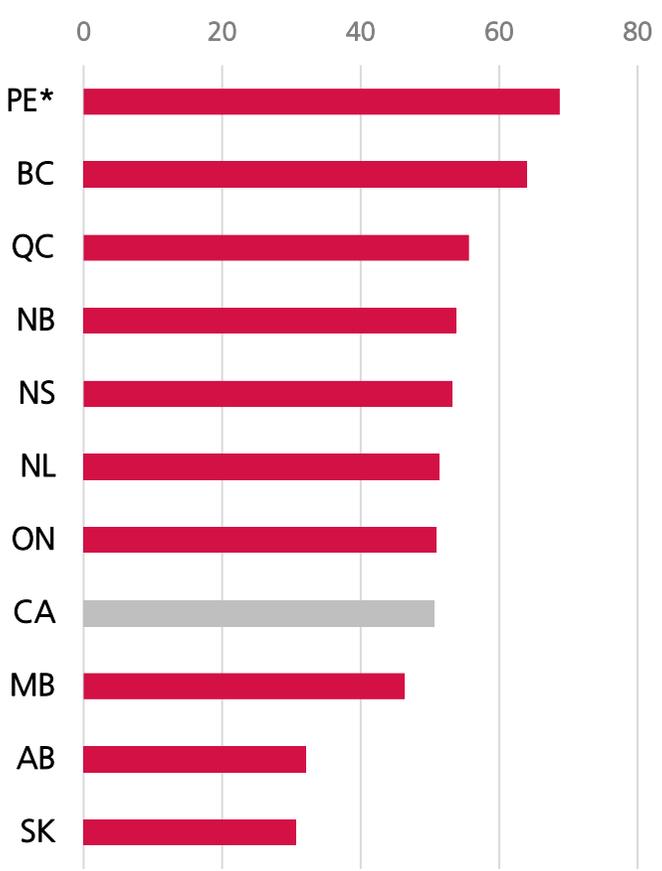


Source: CFIB, Your Voice – October 2021 survey, October 14-27, 2021, final results, n = 4,049.

# What is the main reason why your business is not back to previous staffing levels? (By province and sector, % response)

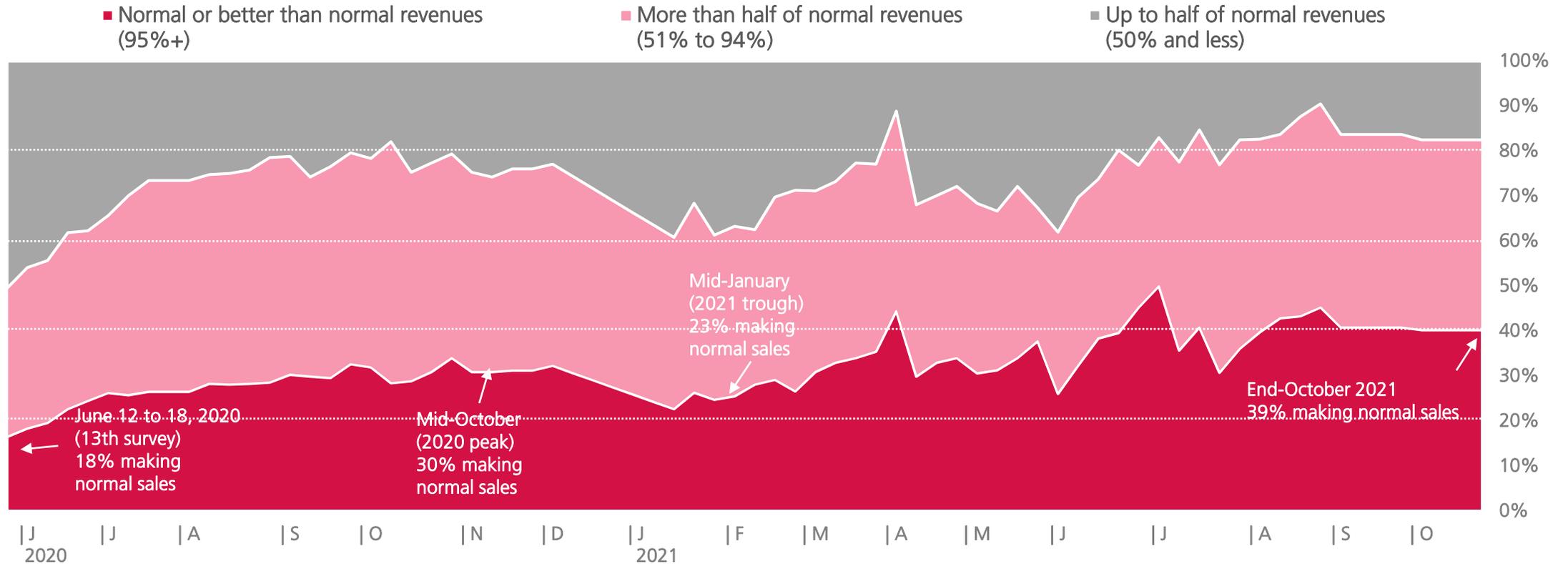


- We permanently reduced staffing
- We temporarily reduced staffing
- We cannot get all of the staffing we need
- Other
- Don't know/Unsure



Source: CFIB, Your Voice – September 2021 survey, September 9-27, 2021, final results, n = 1,884.

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

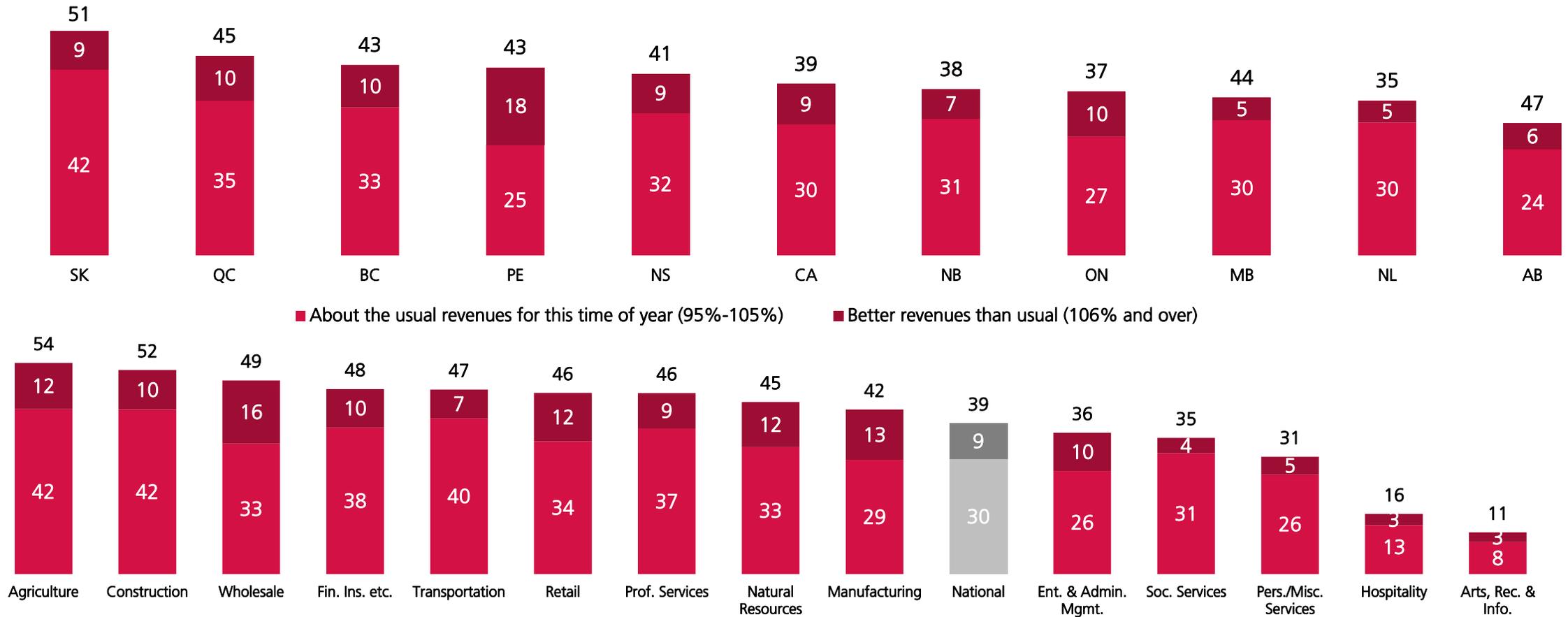


Source: CFIB, COVID-19 and Your Voice surveys – April 2020 to October 2021.

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

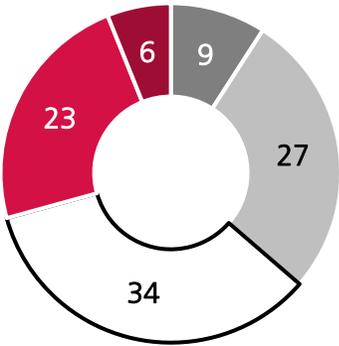
# Normal or better revenues

(By province and sector, % response)

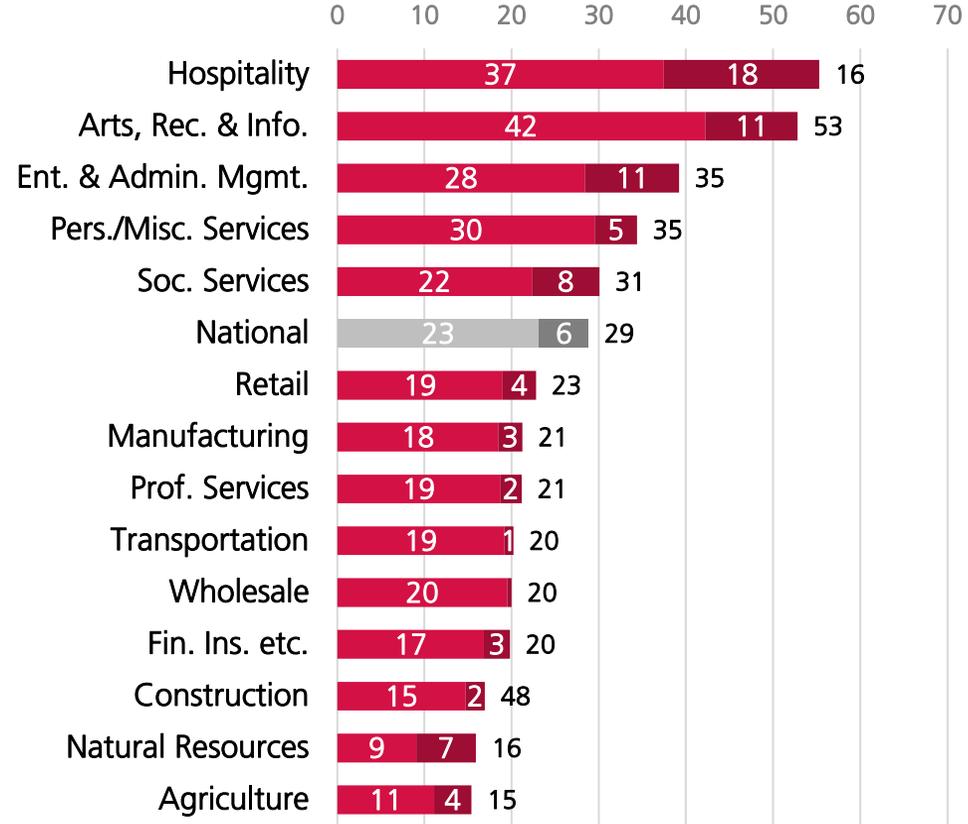
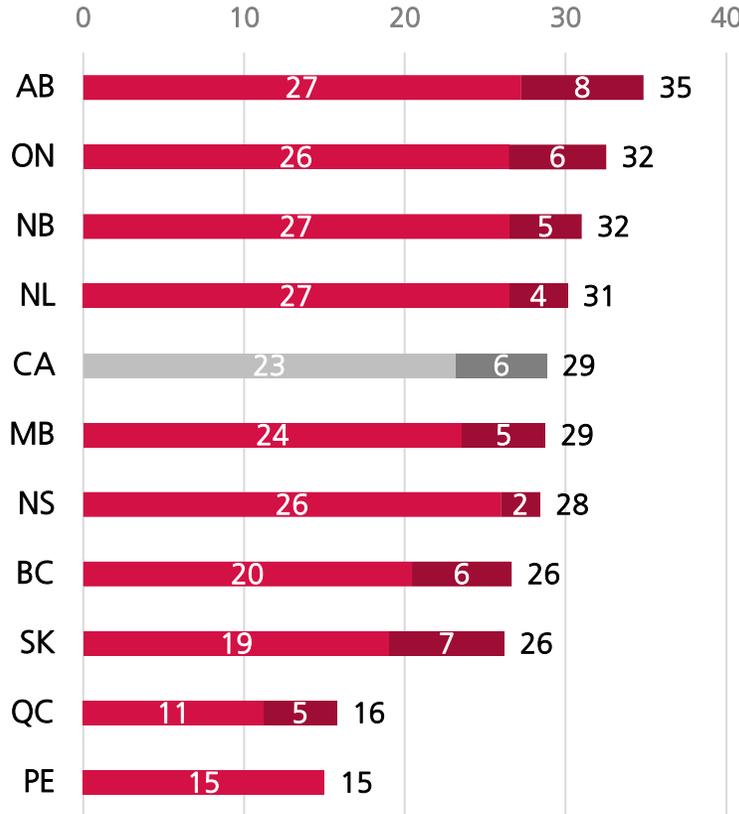


Source: CFIB, Your Voice – October 2021 survey, October 14-27, 2021, final results, n = 4,063.

# How would you describe the overall health of your business right now (including cash flow and financial health, employee/customer satisfaction, systems and processes, etc.)? (By province and sector, % response)

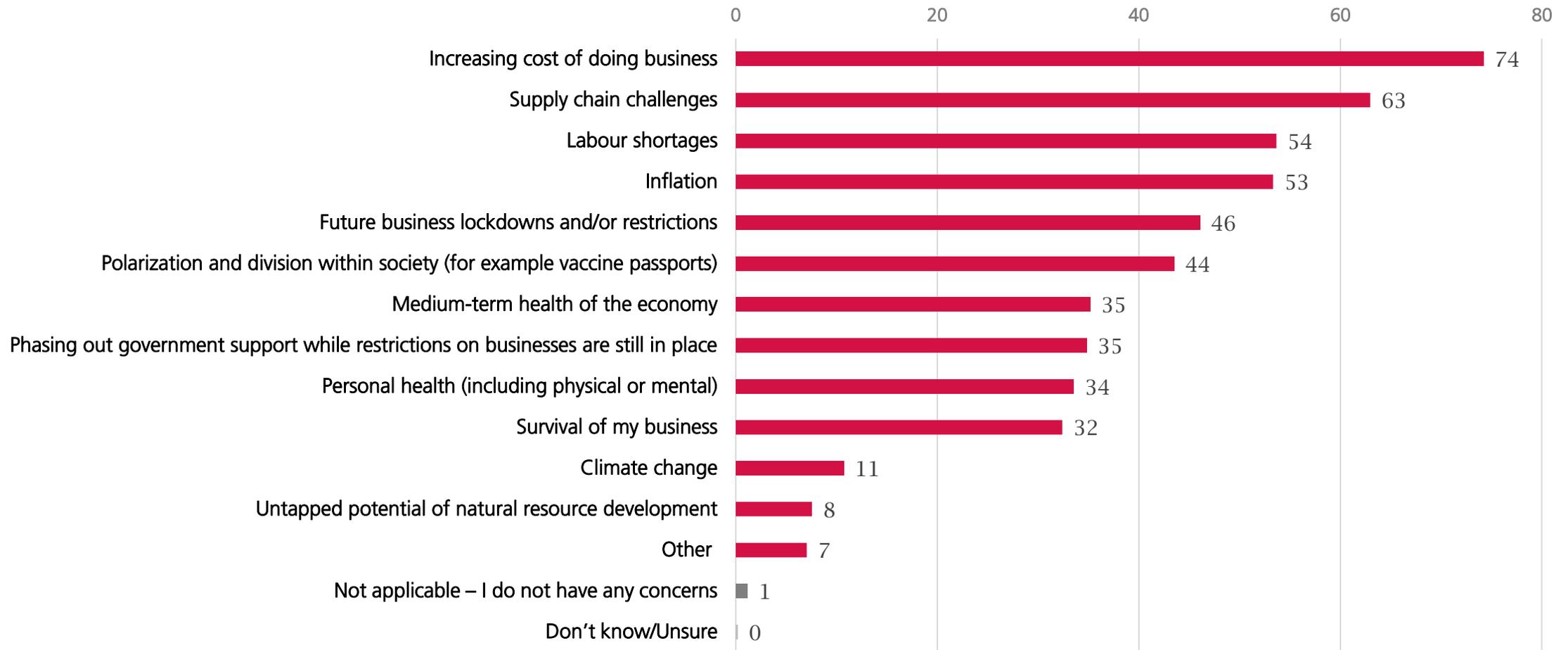


Very strong   
  Strong  
 Average   
  Weak  
 Critical



Source: CFIB, Your Voice – October 2021 survey, October 14-27, 2021, final results, n = 4,109.

# Heading into the fall, what are your top concerns? (% response)



Source: CFIB, Your Voice – October 2021 survey, October 14-27, 2021, final results, n = 4,084.

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