



**CANADIAN FEDERATION  
OF INDEPENDENT BUSINESS**

*In business for your business™*

# *Your Voice* Omnibus Survey on Small Business Issues

*Key results for November 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 – November 2021*

Active dates:

*November 4-23, 2021*

Survey details:

*English/French online survey sent on November 4, 2021.*

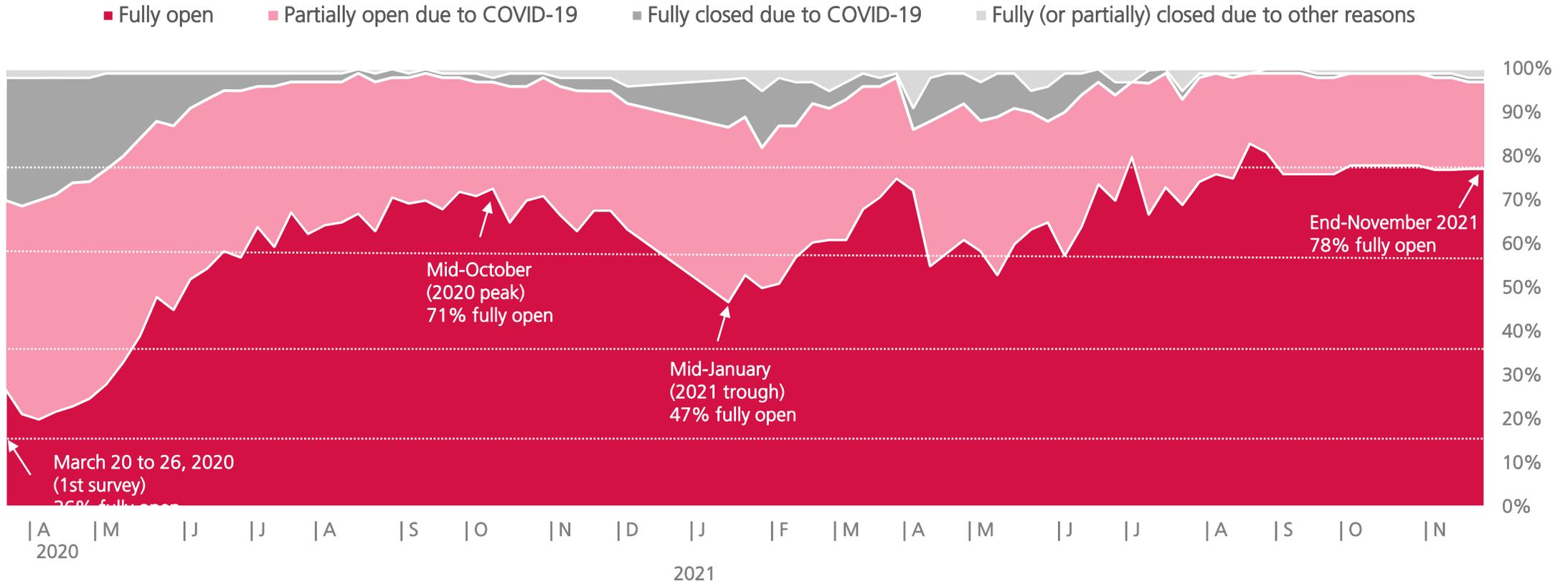
Respondents:

*4,514 active CFIB members  
(1 vote = 1 Canadian independent business)*

Margin of error for probability sample of the same size (for comparison purposes only):

*+/-1.5%, 19 times out of 20*

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

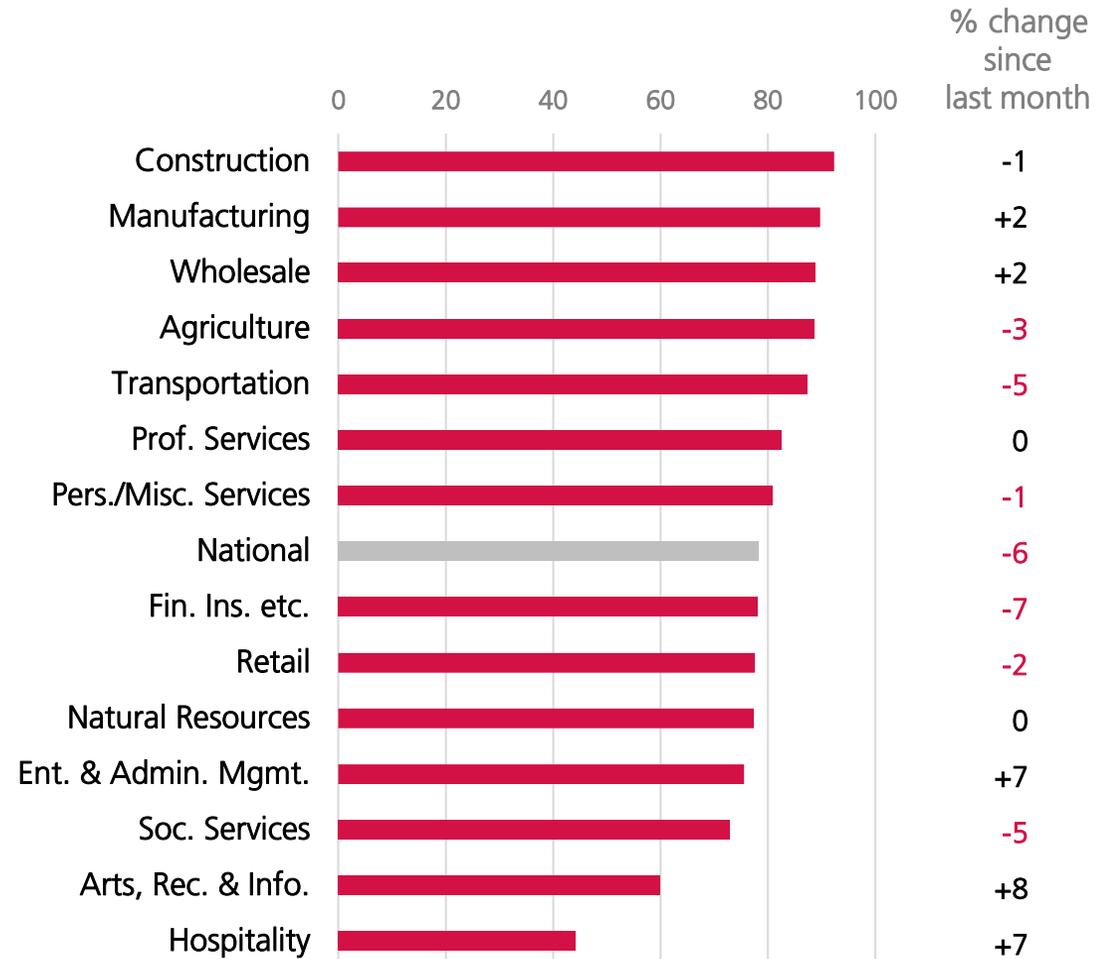
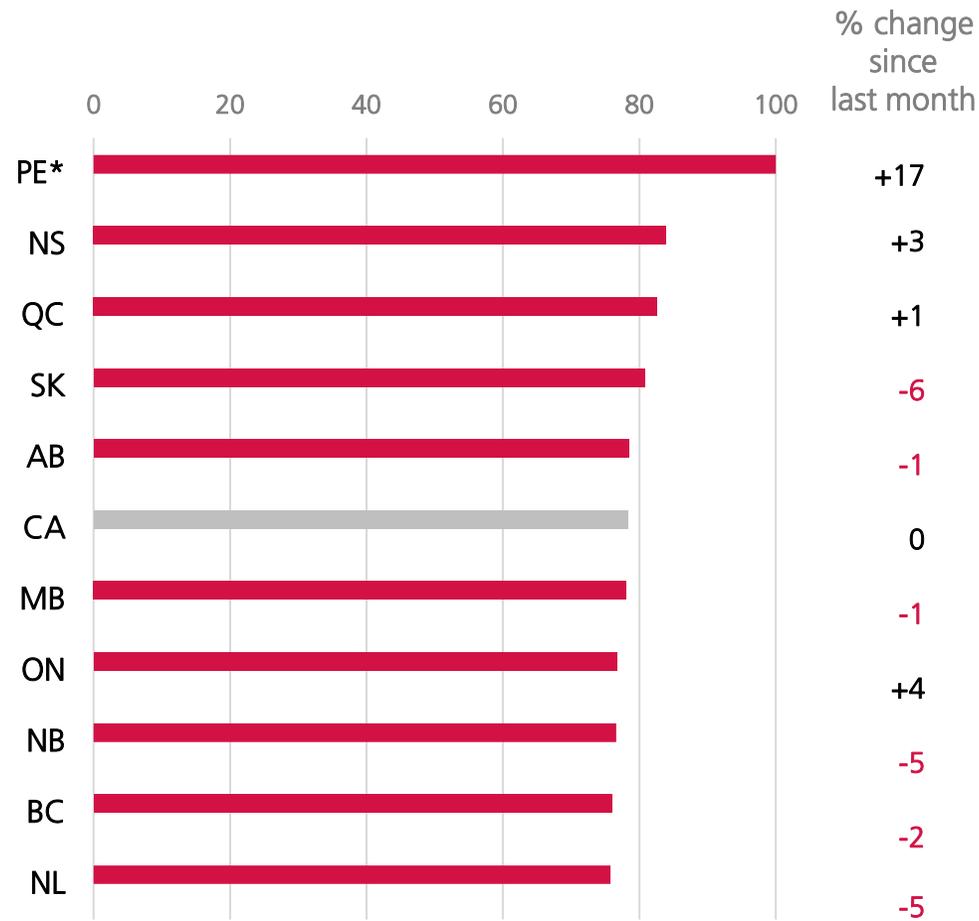


Source: CFIB, COVID-19 and Your Voice surveys – March 2020 to November 2021.

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

# Businesses fully open

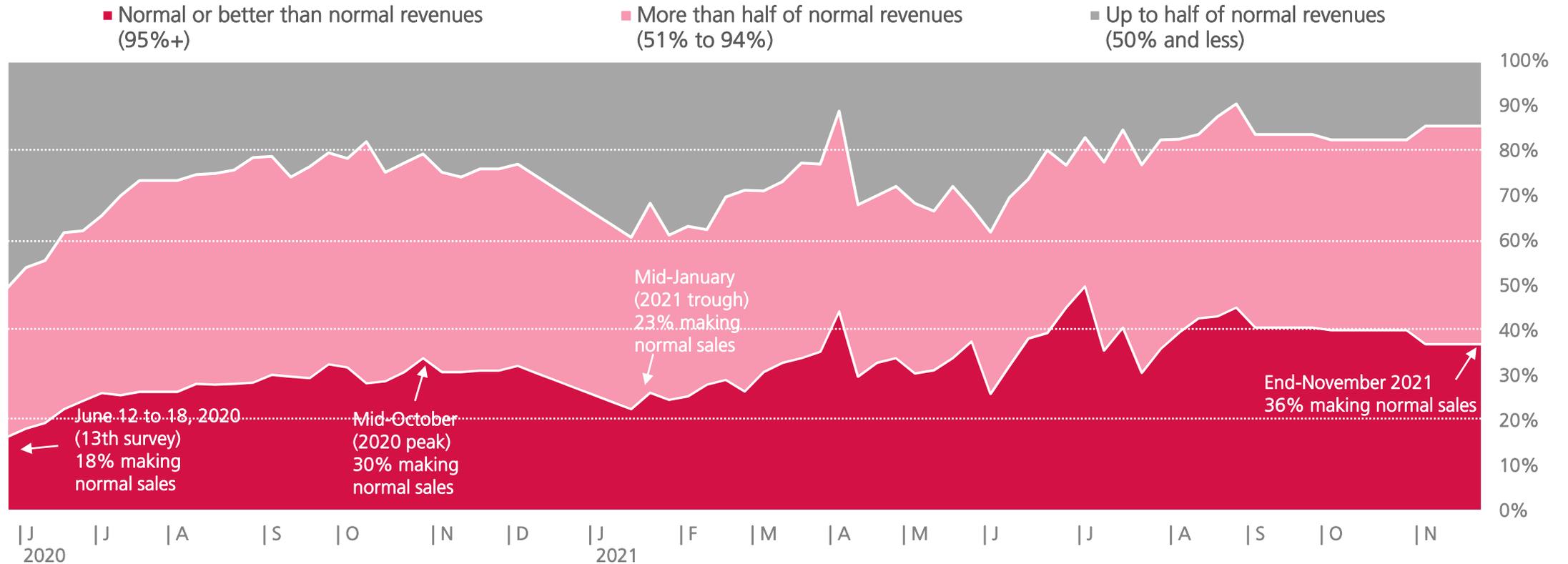
(By province and sector, % response)



Source: CFIB, Your Voice – November 2021 survey, November 4-23, 2021, final results, n = 4,514.

\* Note: small sample, use with caution

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

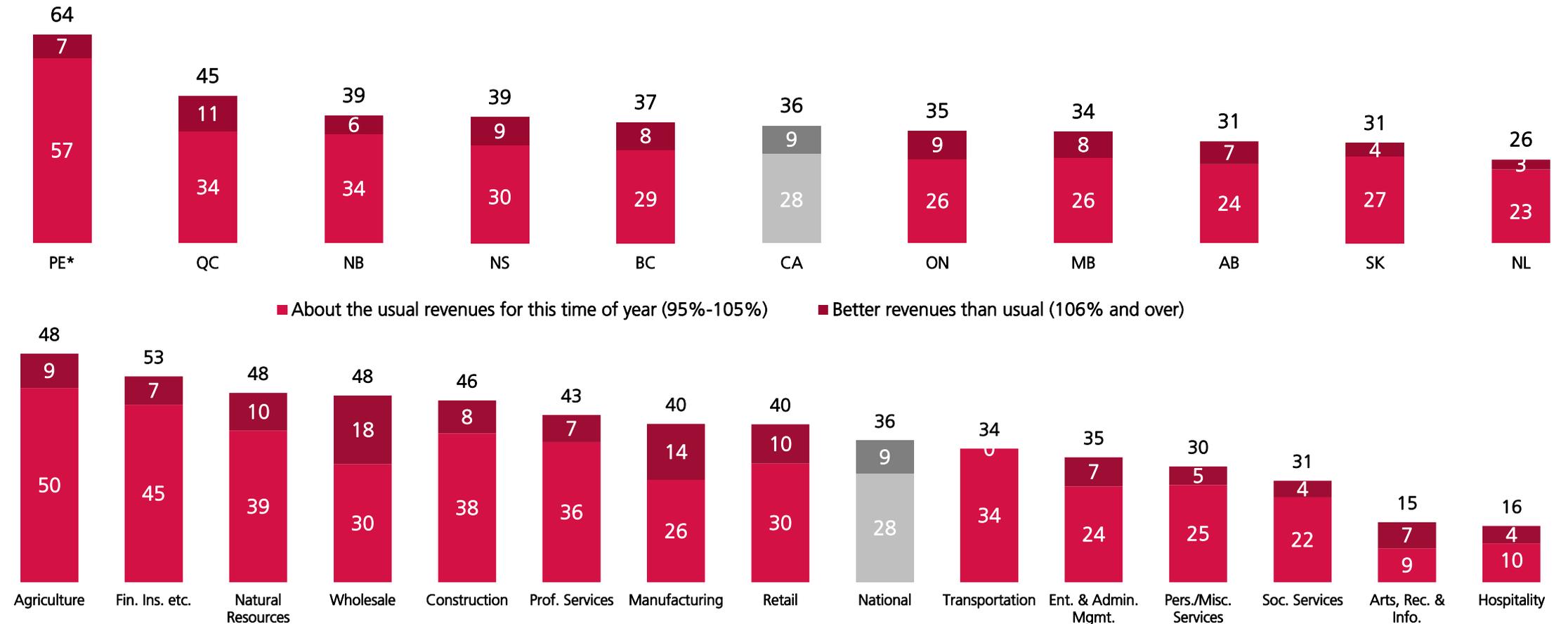


Source: CFIB, COVID-19 and Your Voice surveys – April 2020 to November 2021.

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

# Normal or better revenues

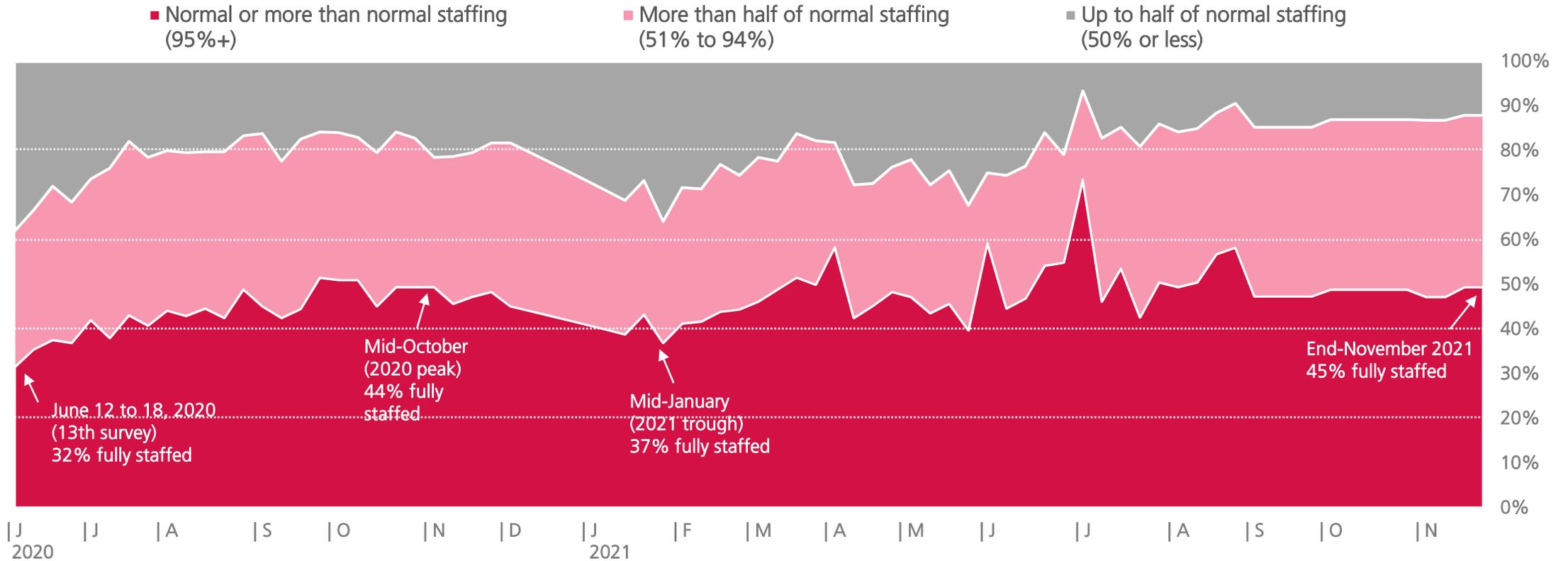
(By province and sector, % response)



Source: CFIB, Your Voice – November 2021 survey, November 4-23, 2021, final results, n = 4,515.

\* Note: small sample, use with caution

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

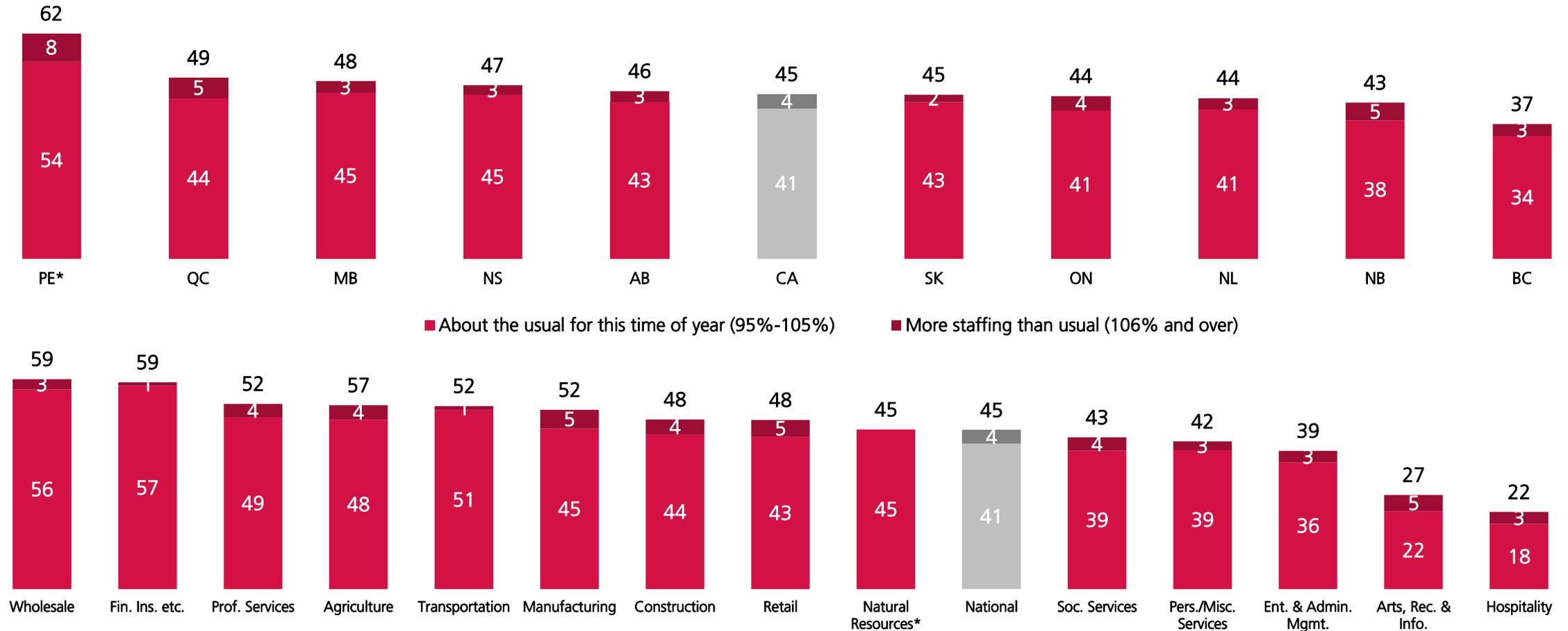


Source: CFIB, COVID-19 and Your Voice surveys – March 2020 to November 2021.

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

# Normal or above normal staffing

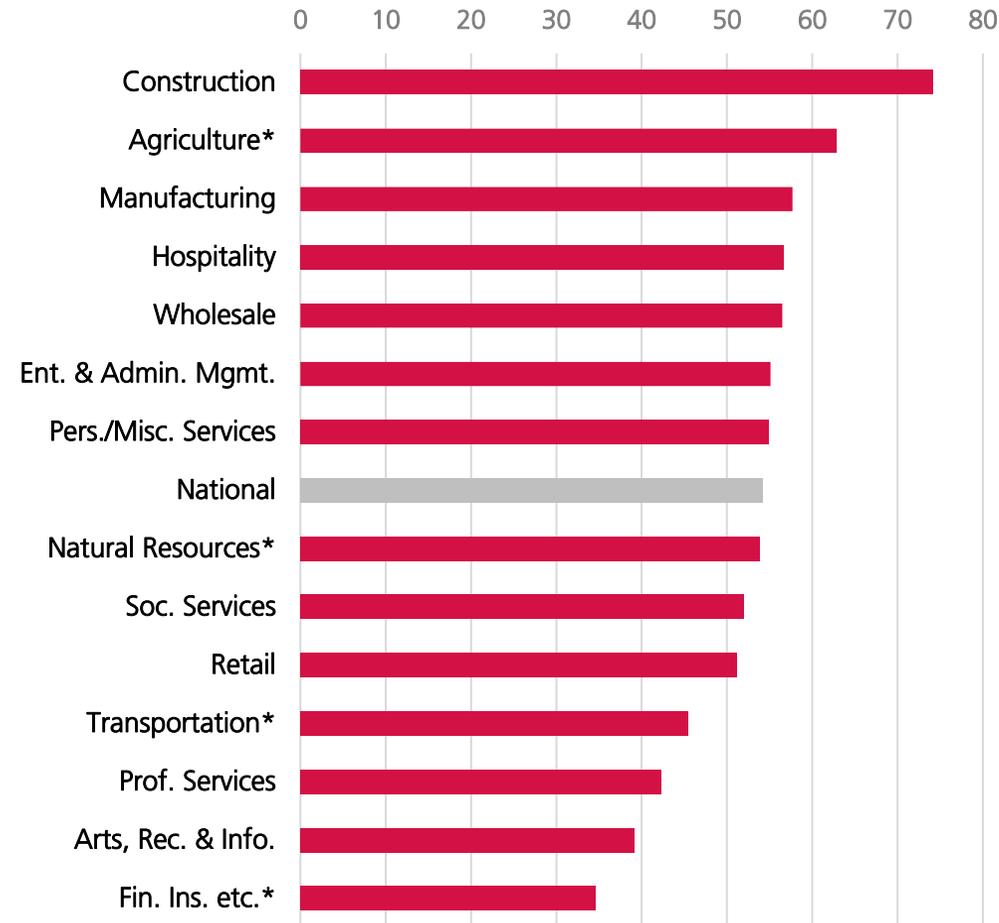
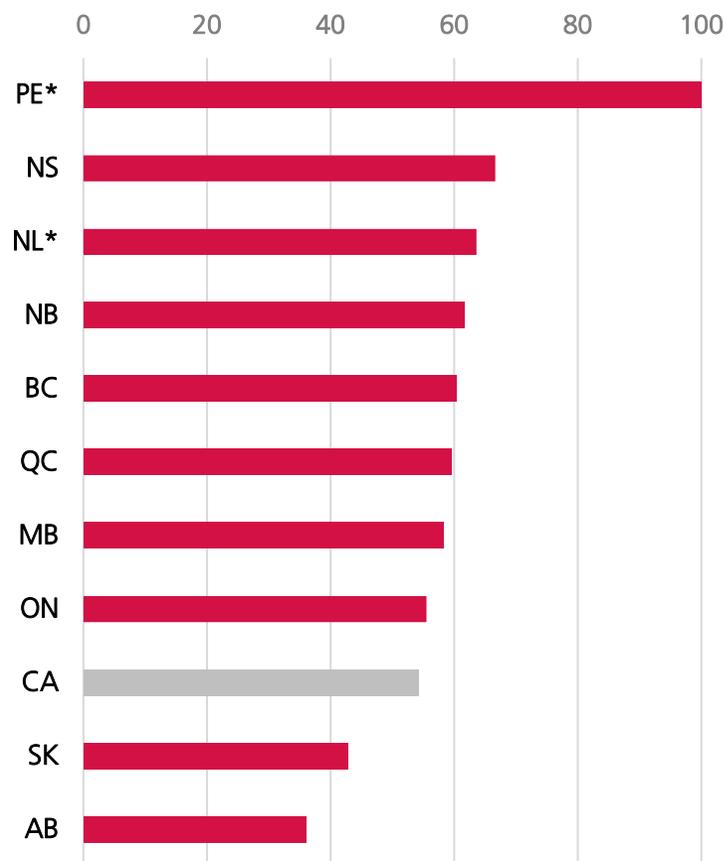
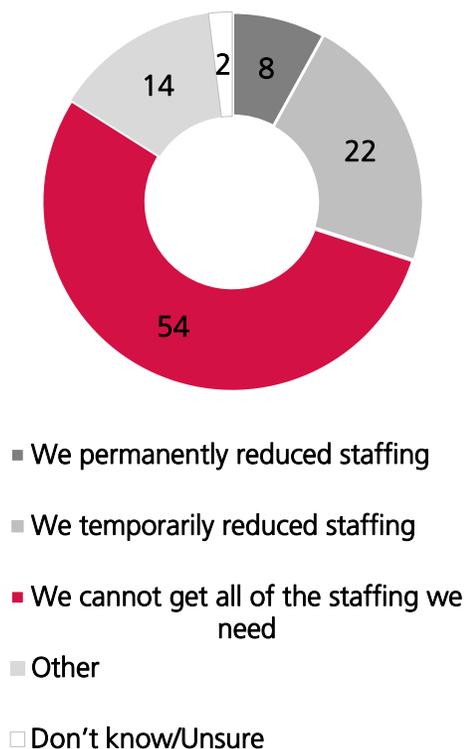
(By province and sector, % response)



Source: CFIB, Your Voice – November 2021 survey, November 4-23, 2021, final results, n = 4,515.

\* Note: small sample, use with caution

# If 94% or less staffing capacity - Main reason the business is not back to previous staffing levels (By province and sector, % response)

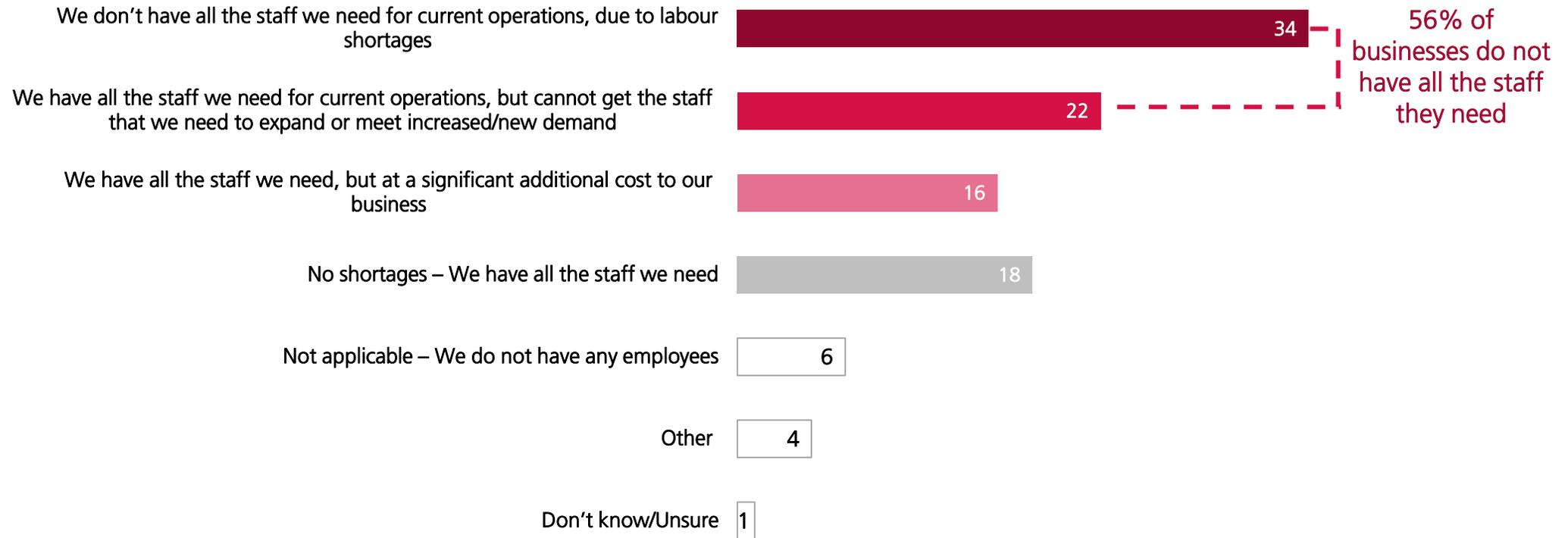


Source: CFIB, Your Voice – November 2021 survey, November 4-23, 2021, final results, n = 4,515.

\* Note: small sample, use with caution.

# Business situation regarding labour shortages\*

(% response)



Source: CFIB, Your Voice – November 2021 survey, November 4-23, 2021, final results, n = 4,515.

\*Note: (described here as difficulties hiring, retaining or getting staff to work the hours needed)

The exact question was 'Which of the following best describes your business situation regarding labour shortages (described here as difficulties hiring, retaining or getting staff to work the hours needed)? (Select one)'

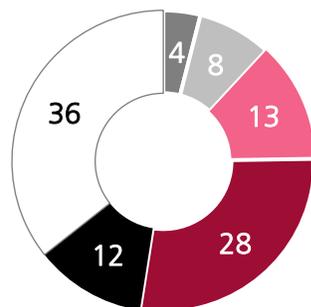
# Changes in federal business relief programs

## Background:

On October 24, 2021, the federal government ended the Canadian Emergency Wage Subsidy (CEWS) and the Canada Emergency Rent Subsidy (CERS) in their current forms and replaced them with:

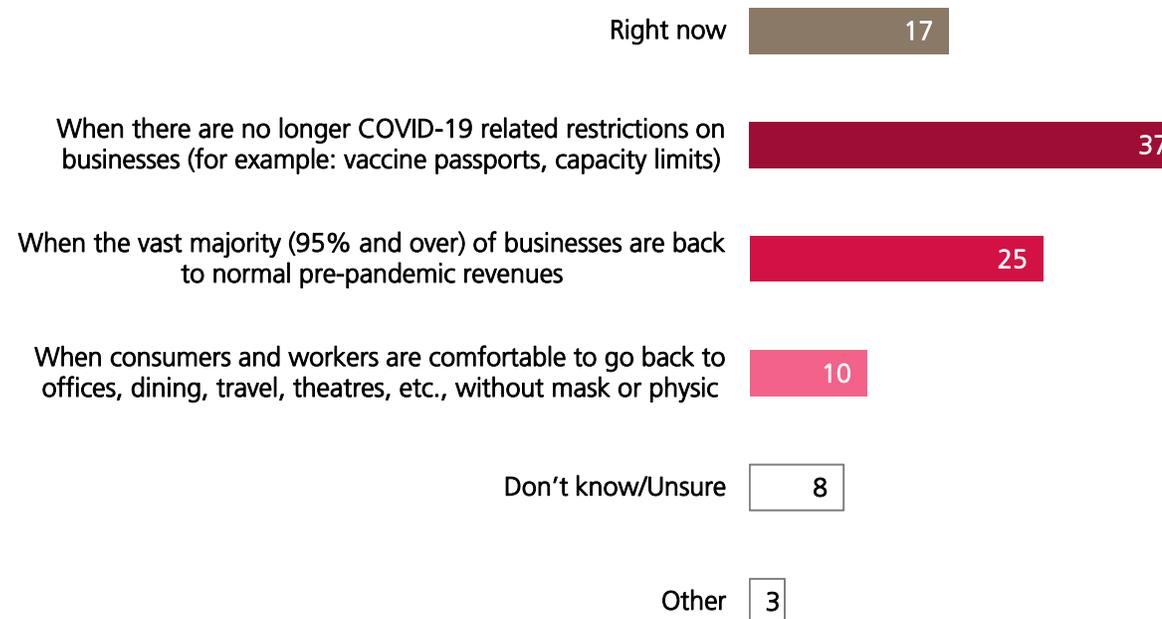
- the Tourism and Hospitality Recovery Program (THRP) for business in the tourism and hospitality sectors
- the Hardest-Hit Business Recovery Program (HHBRP) for all other businesses
- the Lockdown Support Program for any business facing a government lockdown

How helpful are the October 24th changes to federal relief programs in ensuring your business survives and gets to the other side of the pandemic? (% response)



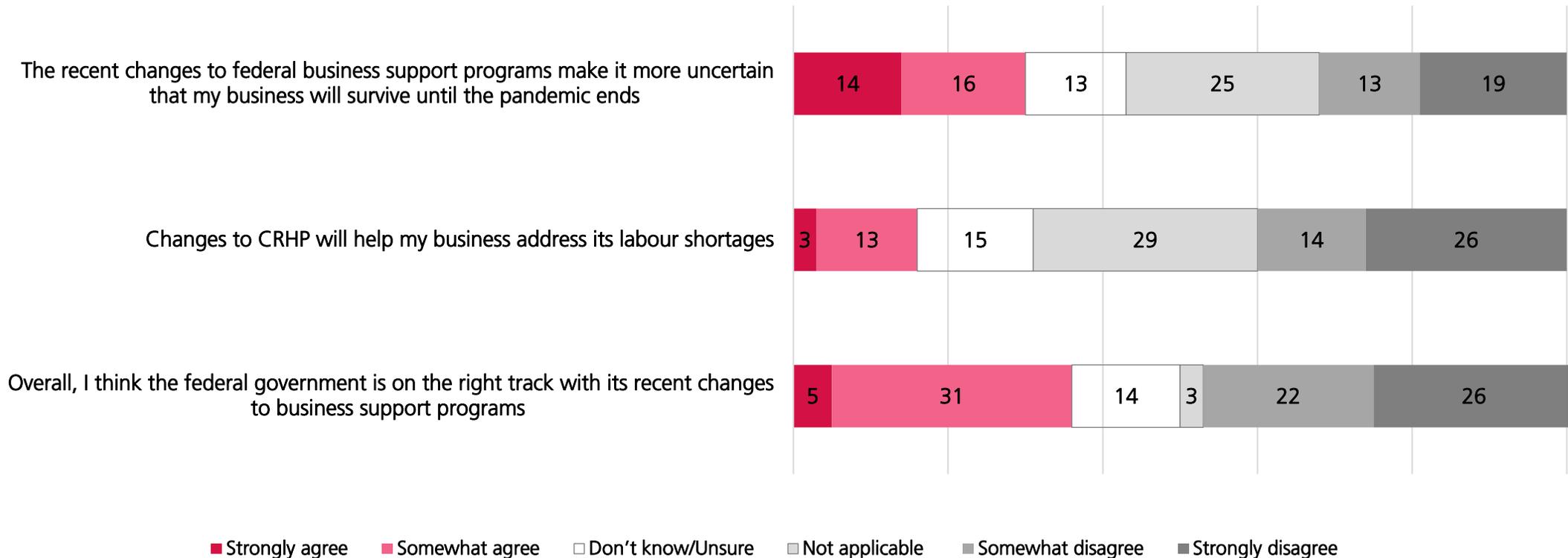
- Very helpful
- Somewhat helpful
- Not very helpful
- Not helpful at all
- Don't know/Unsure
- Not applicable – Our business does not need financial help

When should COVID-19 business subsidies end? (% response)



Source: CFIB, Your Voice – November 2021 survey, November 4-23, 2021, final results, n = 4,515.

# October 24th changes to federal support programs (% response)



Source: CFIB, Your Voice – November 2021 survey, November 4-23, 2021, final results, n = 4,515.

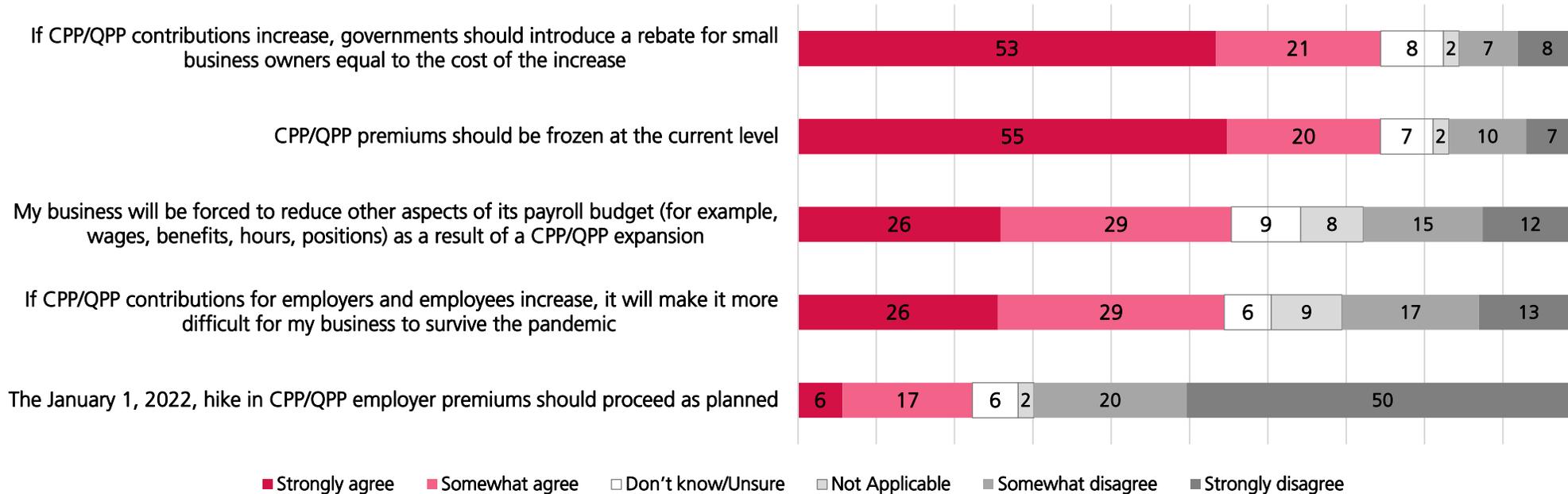
# Canada/Quebec Pension Plan Premiums

(% response)

Background:

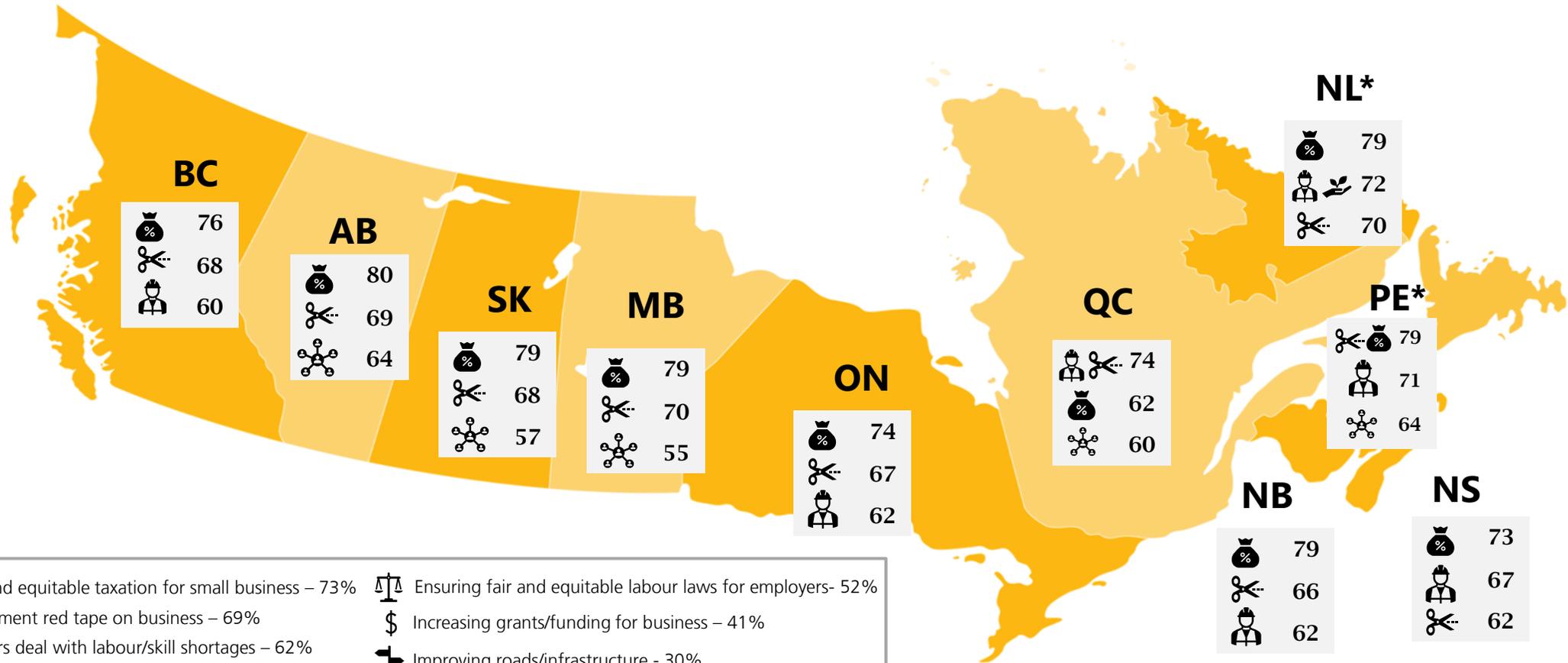
Between 2019 and 2023, Canada Pension Plan (CPP) and Quebec Pension Plan (QPP) employer contribution rates are set to gradually increase by one percentage point. After 2023, another range of earnings above the current annual earnings limit will also become subject to an additional contribution rate.

For 2021, the CPP employer premium rate is 5.45%. It is set to increase to 5.70% on January 1, 2022. For QPP, employer rates are 5.90% in 2021 and 6.15% in 2022.



Source: CFIB, Your Voice – November 2021 survey, November 4-23, 2021, final results, n = 4,514

# What should the top small business priorities be for your provincial government? (% response)



## CANADA

- Ensuring a fair and equitable taxation for small business – 73%
- Ensuring fair and equitable labour laws for employers- 52%
- Reducing government red tape on business – 69%
- Increasing grants/funding for business – 41%
- Helping employers deal with labour/skill shortages – 62%
- Improving roads/infrastructure - 30%
- Helping small businesses hit by the pandemic – 56%
- Increasing investment in green projects – 23%
- Reducing the size of the public administration – 53%

Source: CFIB, Your Voice – November 2021 survey, November 4-23, 2021, final results, n = 4,515.

\* Note: small sample, use with caution.

## How businesses would distribute the saving generated if their provincial government reduced the tax burden (Top 3 choices, by province, % response)

	#1	#2	#3
CA	Increase employee compensation (65%)	Hire new employees (46%)	Acquire machinery equipment and tools (42%)
BC	Increase employee compensation (65%)	Hire new employees (46%)	Acquire machinery equipment and tools (42%)
AB	Increase employee compensation (61%)	Acquire machinery equipment and tools (46%)	Hire new employees (44%)
SK	Increase employee compensation (68%)	Acquire machinery equipment and tools (48%)	Hire new employees (45%)
MB	Increase employee compensation (63%)	Acquire machinery equipment and tools (50%)	Hire new employees (40%)
ON	Increase employee compensation (65%)	Hire new employees (48%)	Acquire machinery equipment and tools (43%)
QC	Increase employee compensation (72%)	Acquire machinery equipment and tools (48%)	Hire new employees (47%)
NB	Increase employee compensation (66%)	Acquire machinery equipment and tools (52%)	Hire new employees (48%)
NS	Increase employee compensation (66%)	Acquire machinery equipment and tools (40%)	Hire new employees (39%)
PE*	Increase employee compensation (64%)	Acquire machinery equipment and tools (50%) Hire new employees (50%)	Invest in employee training (29%)
NL	Increase employee compensation (56%)	Hire new employees (42%) Lower or maintain prices (42%)	Invest in employee training (35%)

Source: CFIB, Your Voice – November 2021 survey, November 4-23, 2021, final results, n = 4,515.

\* Note: small sample, use with caution.