



**CANADIAN FEDERATION  
OF INDEPENDENT BUSINESS**

*In business for your business™*

# COVID-19: State of Small Business

*Key results – January 2021 Survey*

2021-01-22

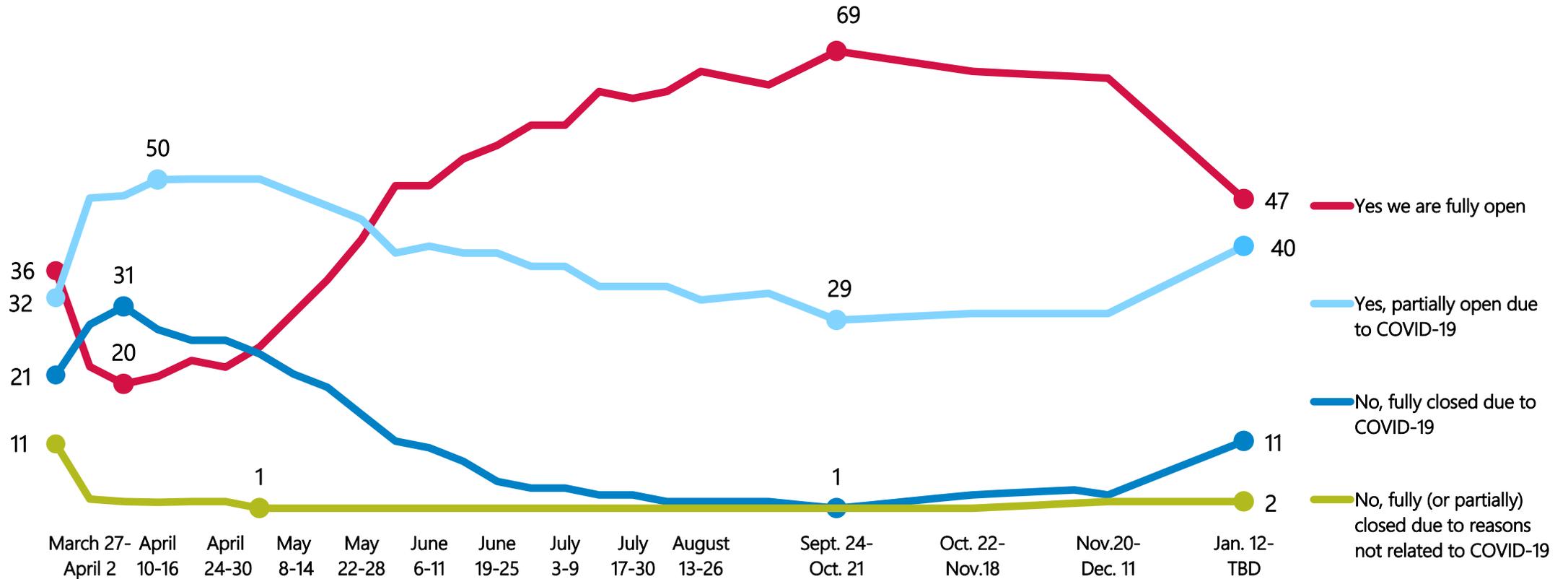
# Overview: CFIB surveys since mid-March

## Previous surveys

- ❖ CFIB has surveyed members on the impacts of COVID-19 from the start of the pandemic (15 weekly surveys from mid March to early July, avg. n = 9,020)
- ❖ Moved towards biweekly surveys last summer (4 surveys from mid July to end of August, avg. n = 5,249), then monthly surveys in the fall (5 surveys from end of August to present, avg. n = 6,490)
- ❖ Current plan is to continue conducting monthly member surveys with key data on current business conditions through the *Your Voice* monthly survey
- ❖ The monthly Business Barometer was conducted bi-monthly from March to May, then monthly afterwards

Survey data featured this month		
Survey:	<b><i>Business Barometer (January 2021)</i></b>	<b><i>Your Voice – January 2021</i></b>
Active dates:	<i>Jan. 11-TBD</i>	<i>Jan. 12-29</i>
Reminder email:	--	<i>Jan. 19</i>
Active days:	<i>12</i>	<i>11</i>
Respondents:	<i>1,200</i>	<i>4,701</i>

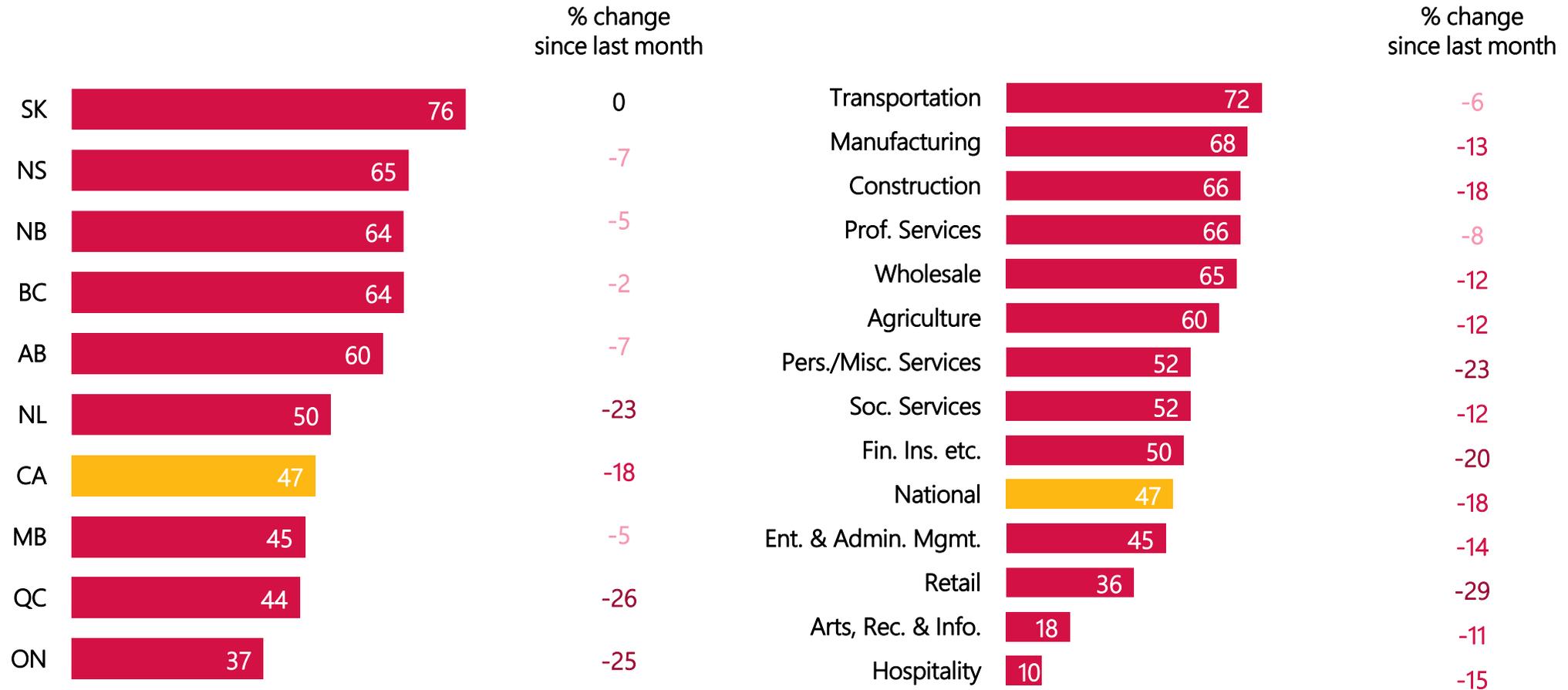
# As of today, is your business still open? (% response)



Source: CFIB, COVID-19 surveys – March 2020 to January 2021, full details at <https://www.cfib-fcei.ca/en/covid-19-surveys>

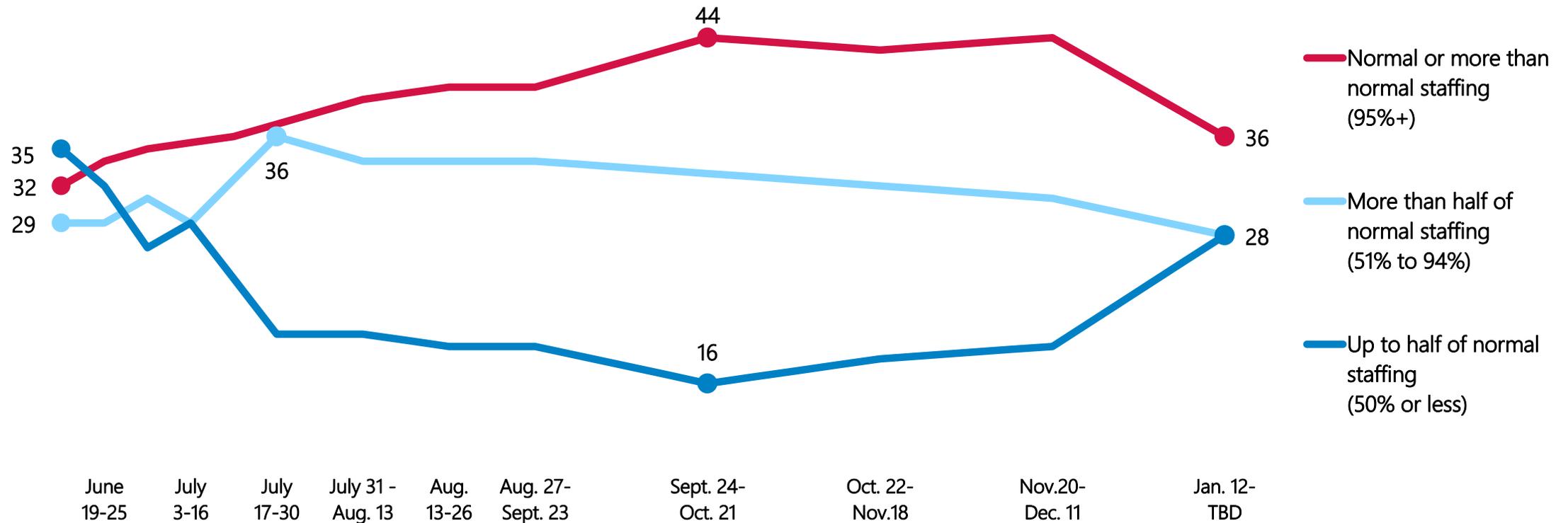
# Businesses fully open, by sector and province

(% response)



Source: CFIB, Your Voice – January 2021 Survey, Jan. 12-TBD, 2021, preliminary results, n = 4,105.

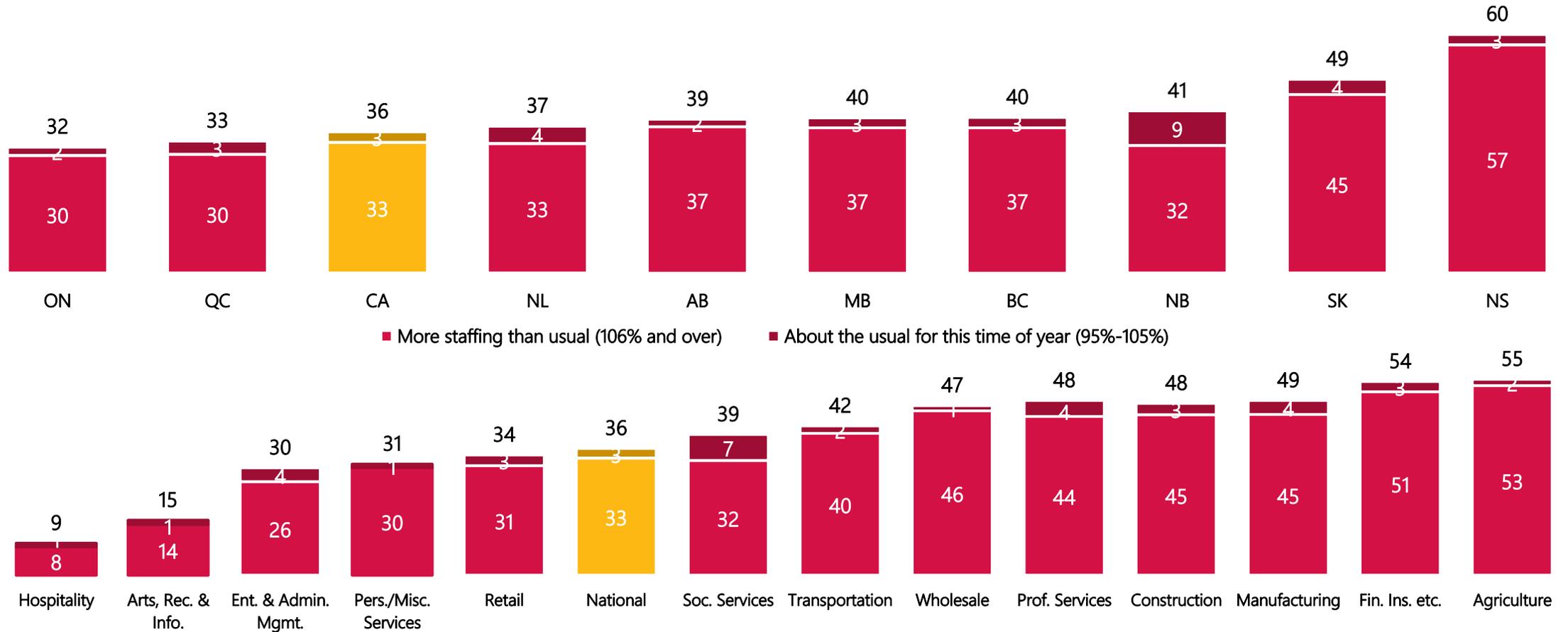
# How much of your usual staffing capacity for this time of year is your business currently using? (% response)



Source: CFIB, COVID-19 surveys – June 2020 to January 2021, full details at <https://www.cfib-fcei.ca/en/covid-19-surveys>  
 Note: Percentages may not add to 100% due to exclusion of 'Not applicable – no staff at this time' and 'Don't know' categories.

# Normal or above normal staffing, by province and sector

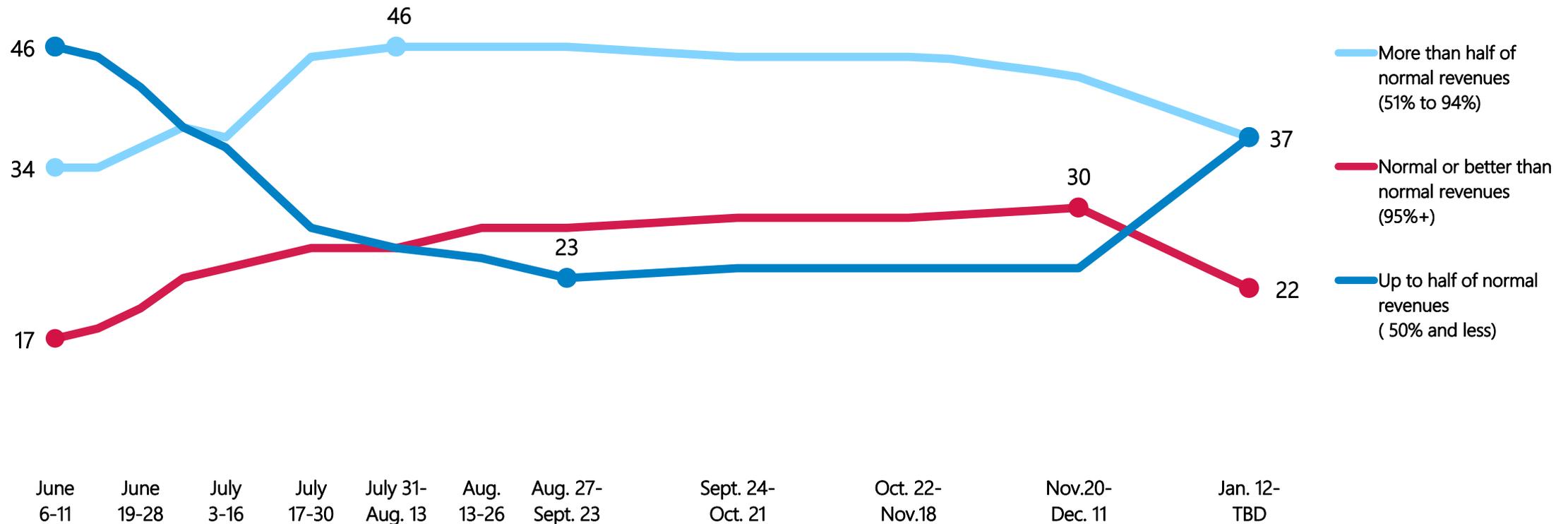
(% response)



Source: CFIB, Your Voice – January 2021 Survey, Jan. 12-TBD, 2021, preliminary results, n = 4,661.

# How much of your usual revenues for this time of year is your business currently making?

(% response)

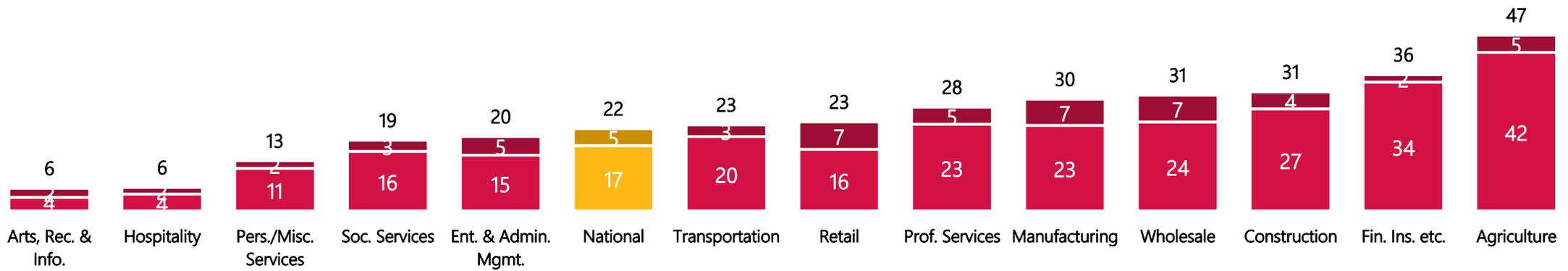
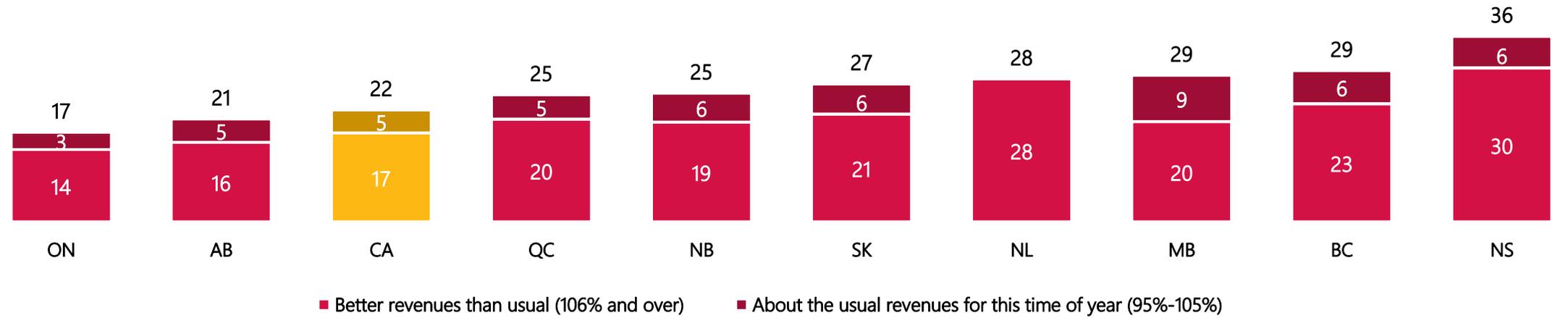


Source: CFIB, COVID-19 surveys – June 2020 to January 2021, full details at <https://www.cfib-fcei.ca/en/covid-19-surveys>

Note: Percentages may not add to 100% due to exclusion of 'Not applicable – did not have revenues at this time in previous years' and 'Don't know' categories.

# Normal or better revenues, by province and sector

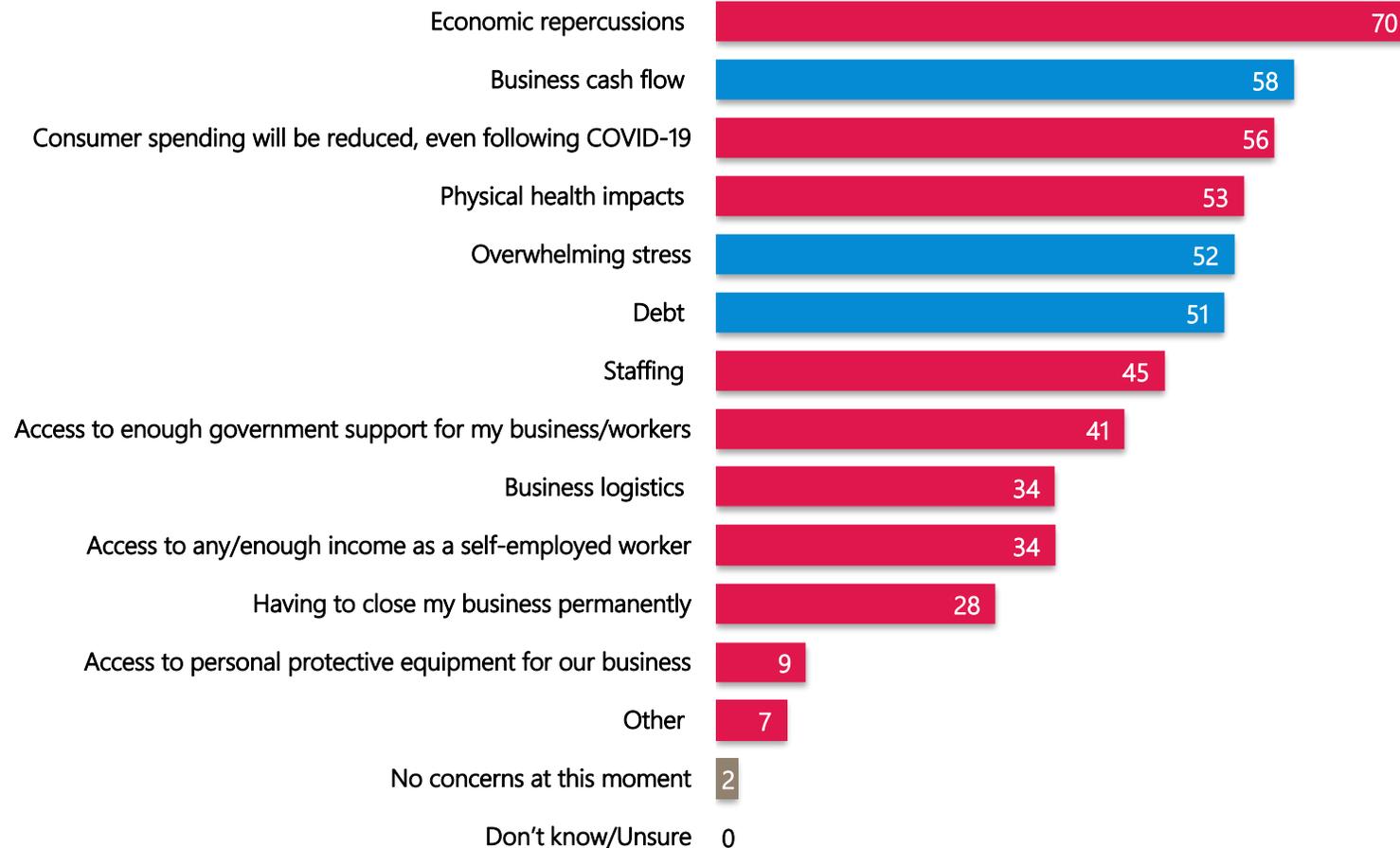
(% response)



Source: CFIB, Your Voice – January 2021 Survey, Jan. 12-TBD, 2021, preliminary results, n = 4,585.

# What worries you most about COVID-19?

(Select all that apply, % response)



Change from last survey		Most concerned sector this week
↗	+4	Ent. Admin. Mgmt. (+8)
↗	+6	Hospitality (+16)
↗	+1	Retail (+10)
↘	-2	Soc. Services (+9)
↘	-1	Hospitality (+15)
↗	+5	Arts & Rec. (+18)
↗	+3	Hospitality (+16)
↗	+1	Hospitality (+22)
↗	+1	Retail (+17)
↗	+4	Hospitality (+14)
↗	+2	Hospitality (+19)
↘	-3	Soc. Services (+6)
=	0	Prof. Services (+5)
=	0	Agriculture (+2)
=	0	Agriculture (+2)

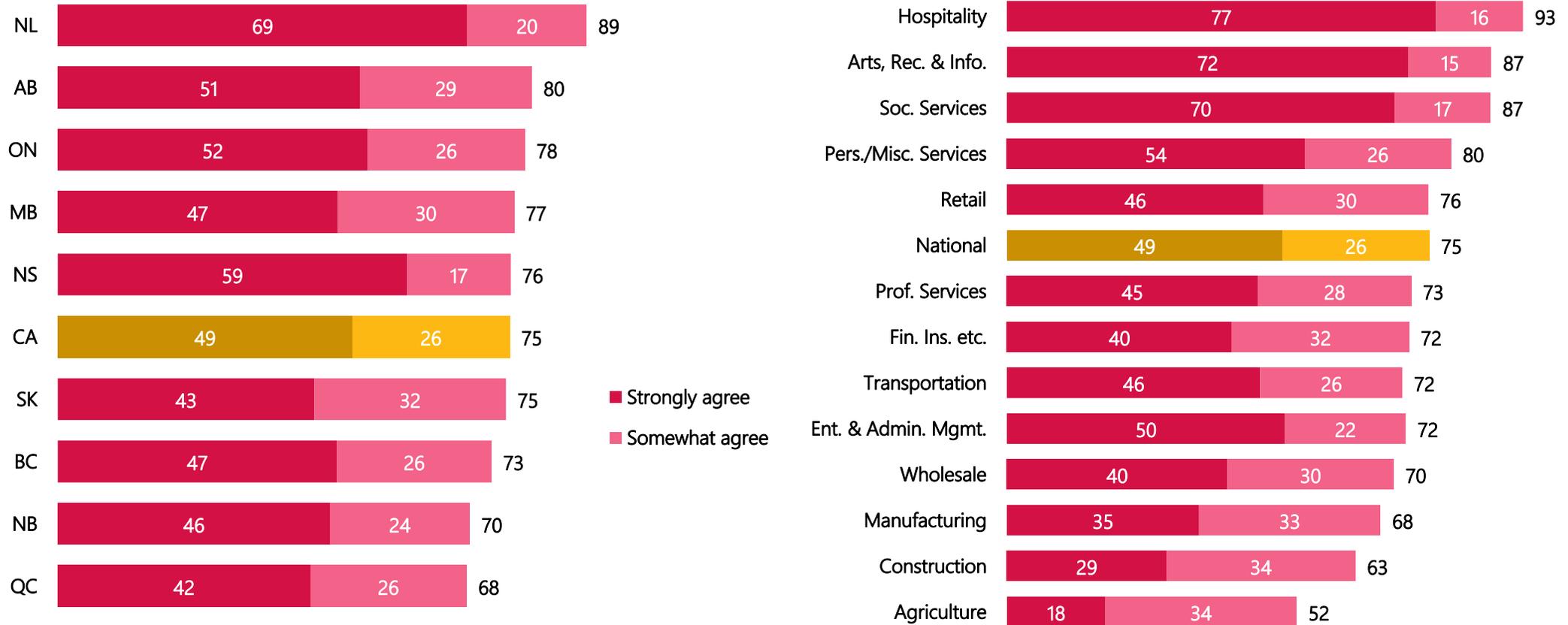
Source: CFIB, Your Voice – January 2021 Survey, Jan. 12-TBD, 2021, preliminary results, n = 4,694.

Notes: 1) The answer choices displayed here have been simplified. See appendix for the complete answer choices.

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

# “2020 was the most difficult year ever for our business”

(% response)



Source: CFIB, Your Voice – January 2021 Survey, Jan. 12-TBD, 2021, preliminary results, n = 4,293.

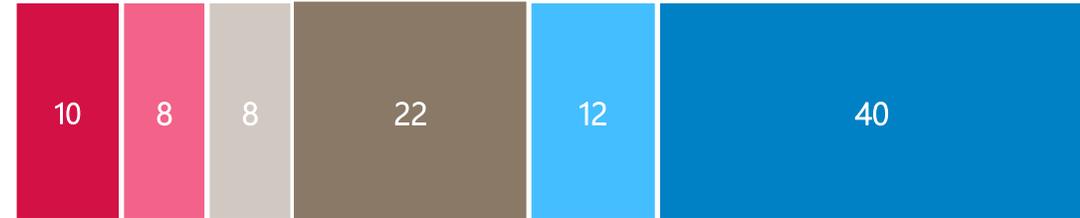




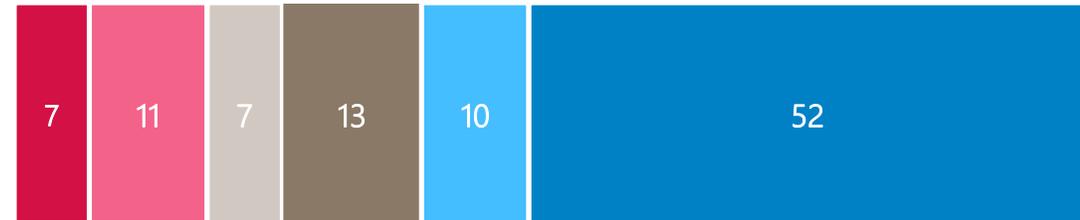
# Difficult decisions ahead

(% response)

Our business will have a smaller physical footprint (less square footage owned/leased) in 2021



We are actively considering bankruptcy/winding down our business as a result of COVID-19



■ Strongly agree   ■ Somewhat agree   ■ Don't know/Unsure   ■ Not applicable   ■ Somewhat disagree   ■ Strongly disagree

Source: CFIB, Your Voice – January 2021 Survey, Jan. 12-TBD, 2021, preliminary results, n = 4,281, n = 4,268.

# New Research Released This Week



**1 in 6 businesses  
at risk of closing**

**181,000 businesses!**

**2.4 million jobs  
are jeopardized**

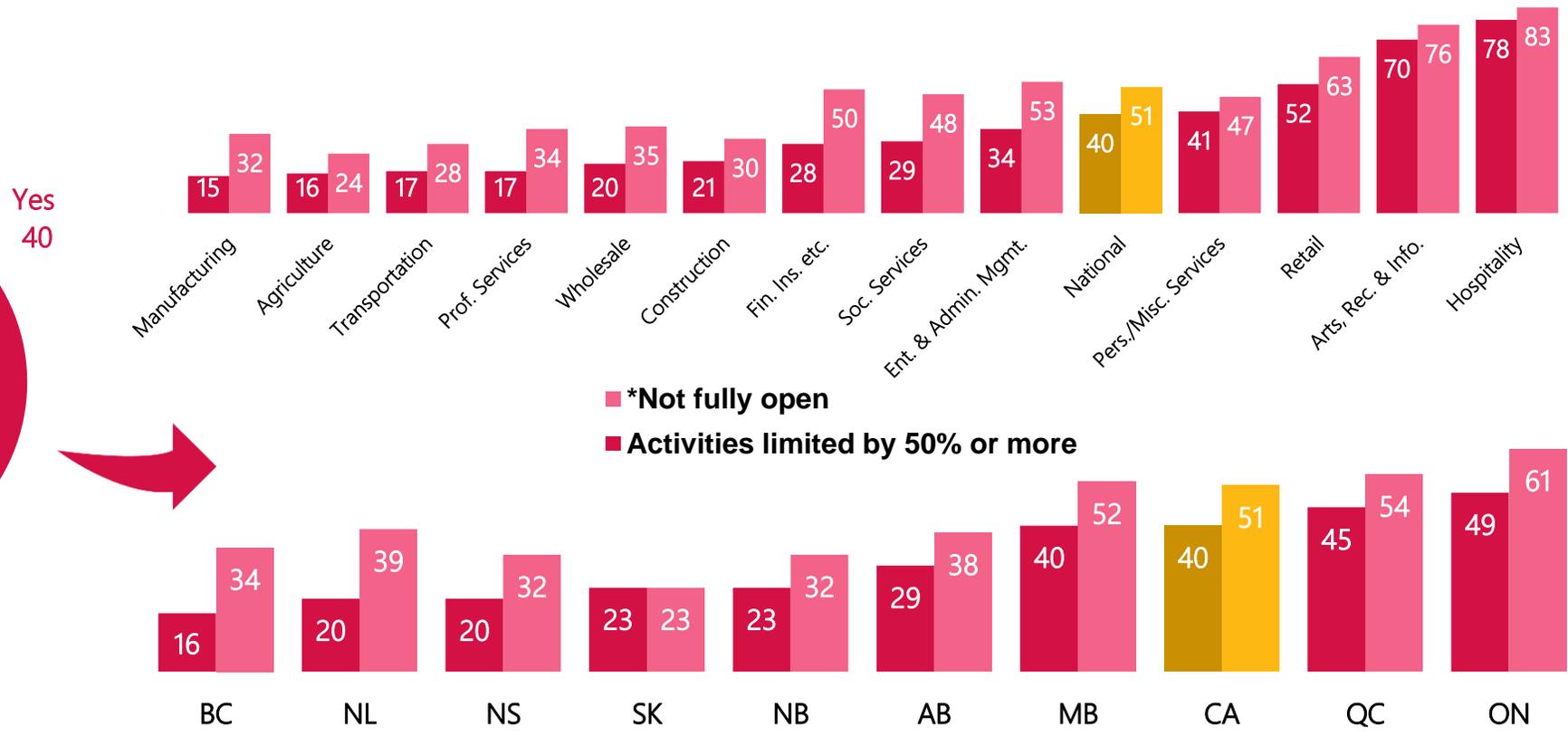
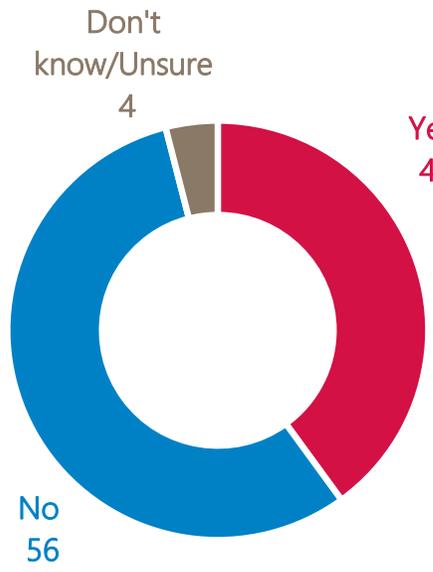
**CLOSING**

71,000–222,000 businesses are still at risk of closing due to COVID-19, in addition to the 58,000 businesses that already closed.

Source: CFIB, *Canadian businesses and jobs at risk due to COVID-19*, January 2021.

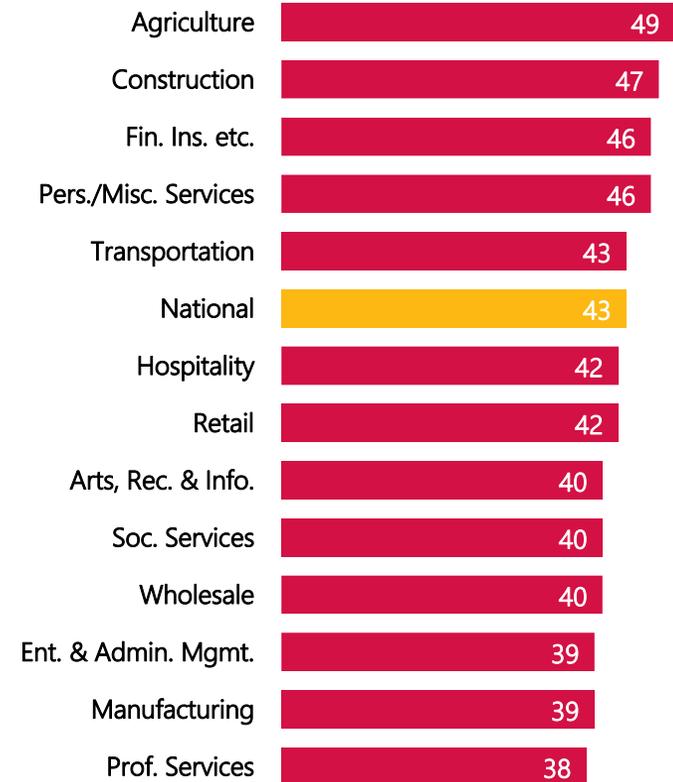
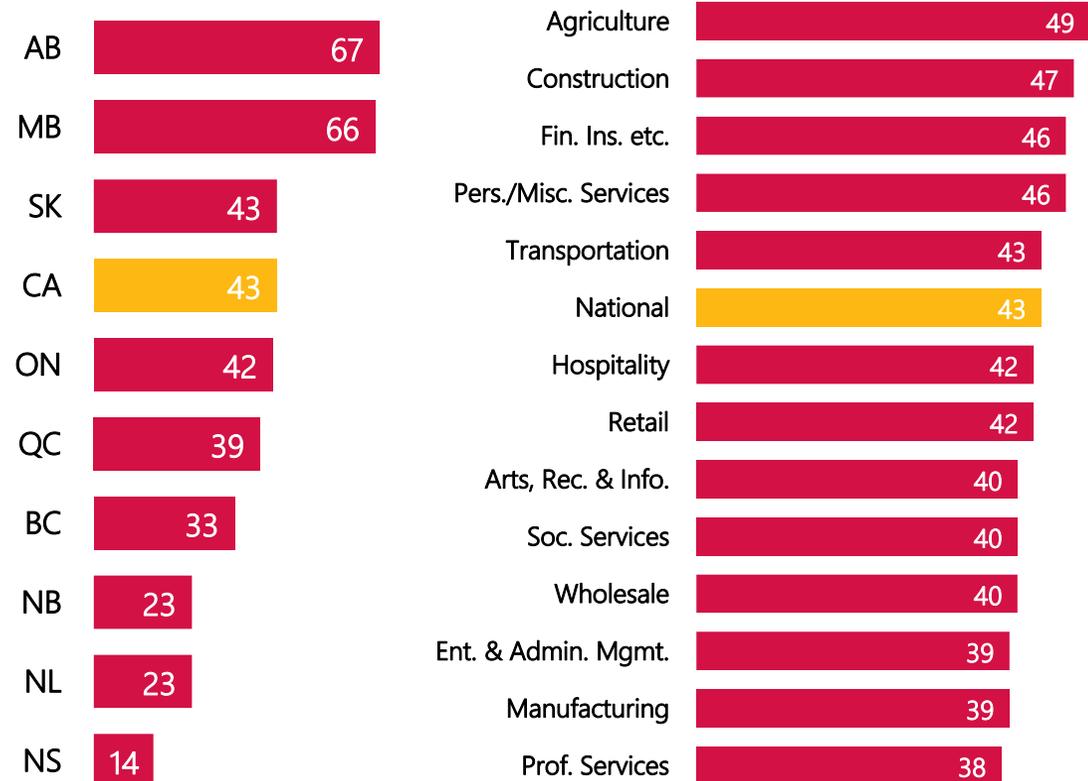
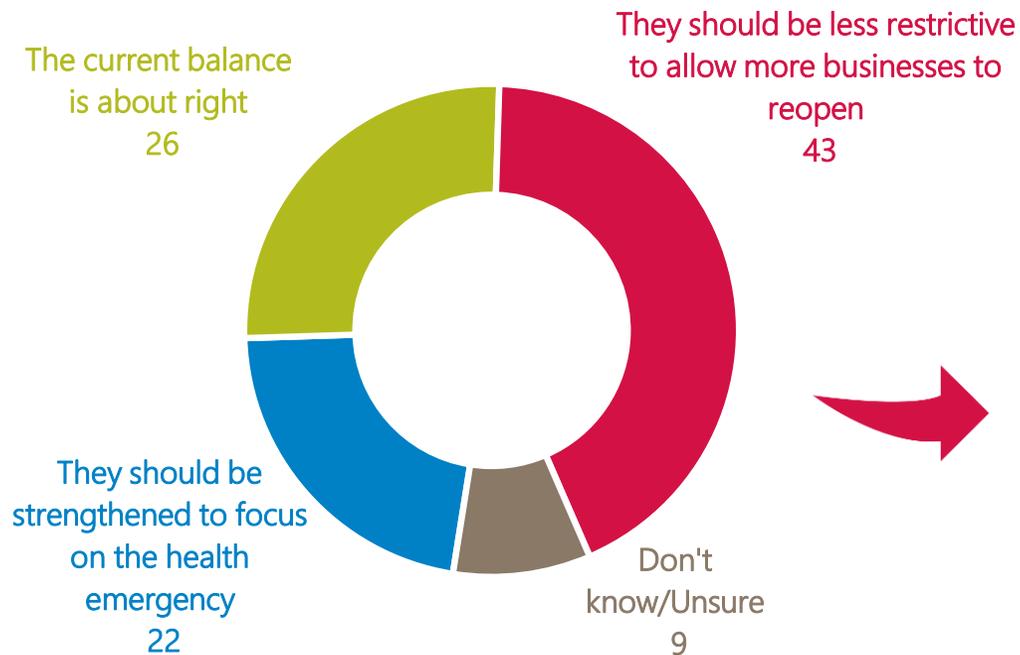
Link to full research report: <https://www.cfib-fcei.ca/en/media/news-releases/181000-canadian-small-business-owners-now-contemplating-pulling-plug-putting-24>

# As of today, is your business under government lockdown or restrictions limiting its activities by 50% or more? (% response)



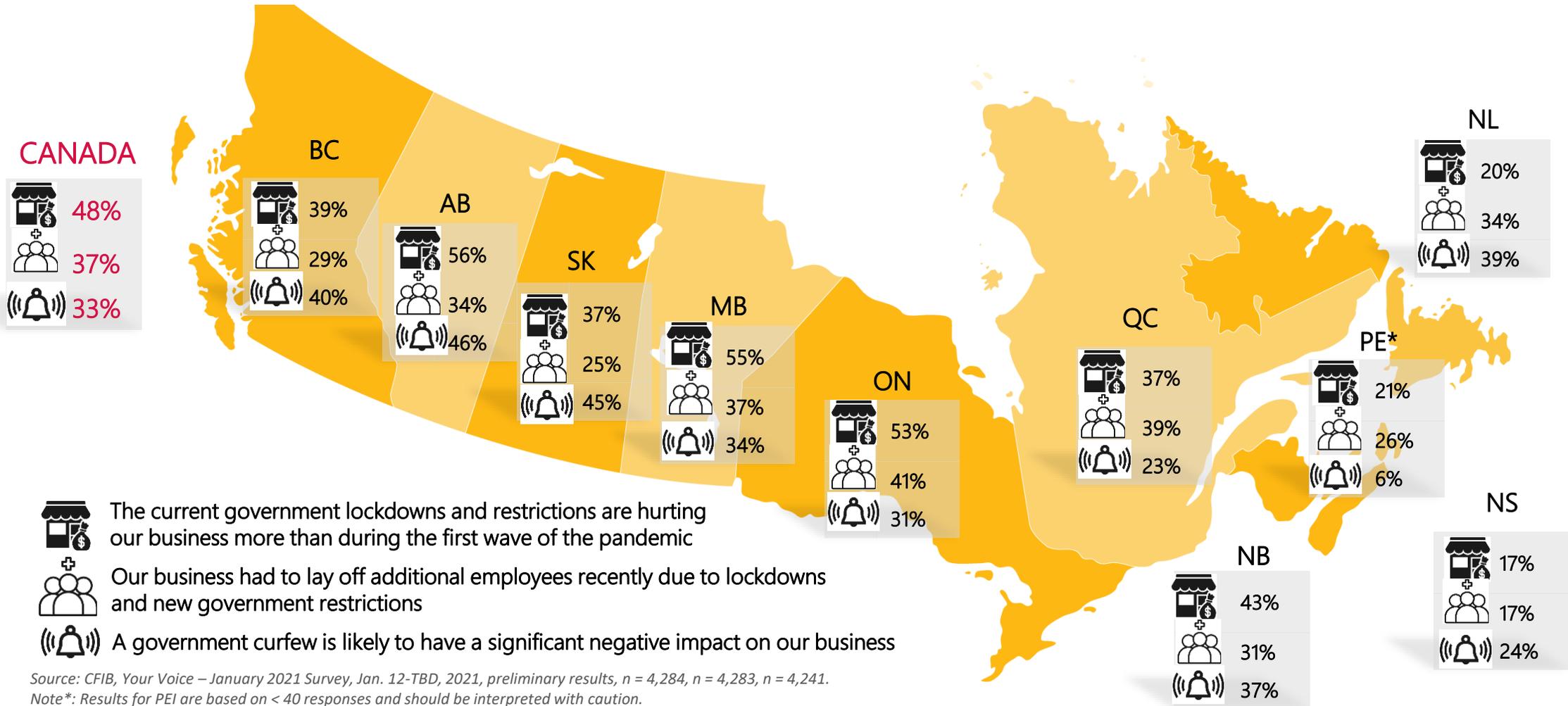
Source: CFIB, Your Voice – January 2021 Survey, Jan. 12-TBD, 2021, preliminary results, n = 4,676, \*n = 4,105.  
 Note: \*Includes percentage of businesses that indicated they are partially open or fully closed due to COVID-19.

# Which of the following best represents your business's views on current government lockdowns or business restrictions in your province? (% response)

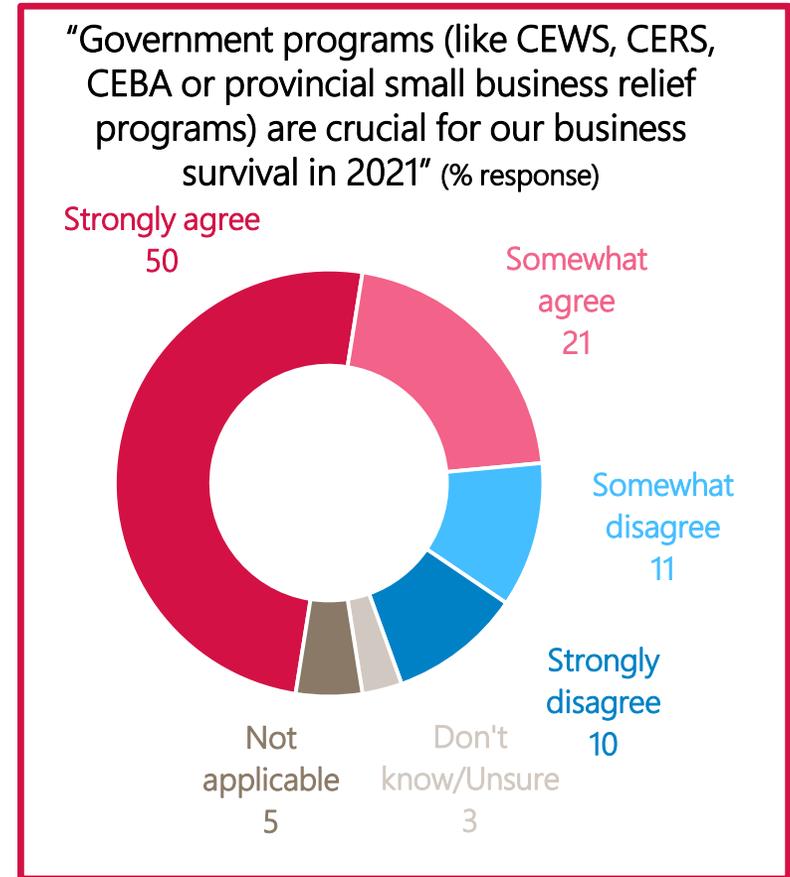
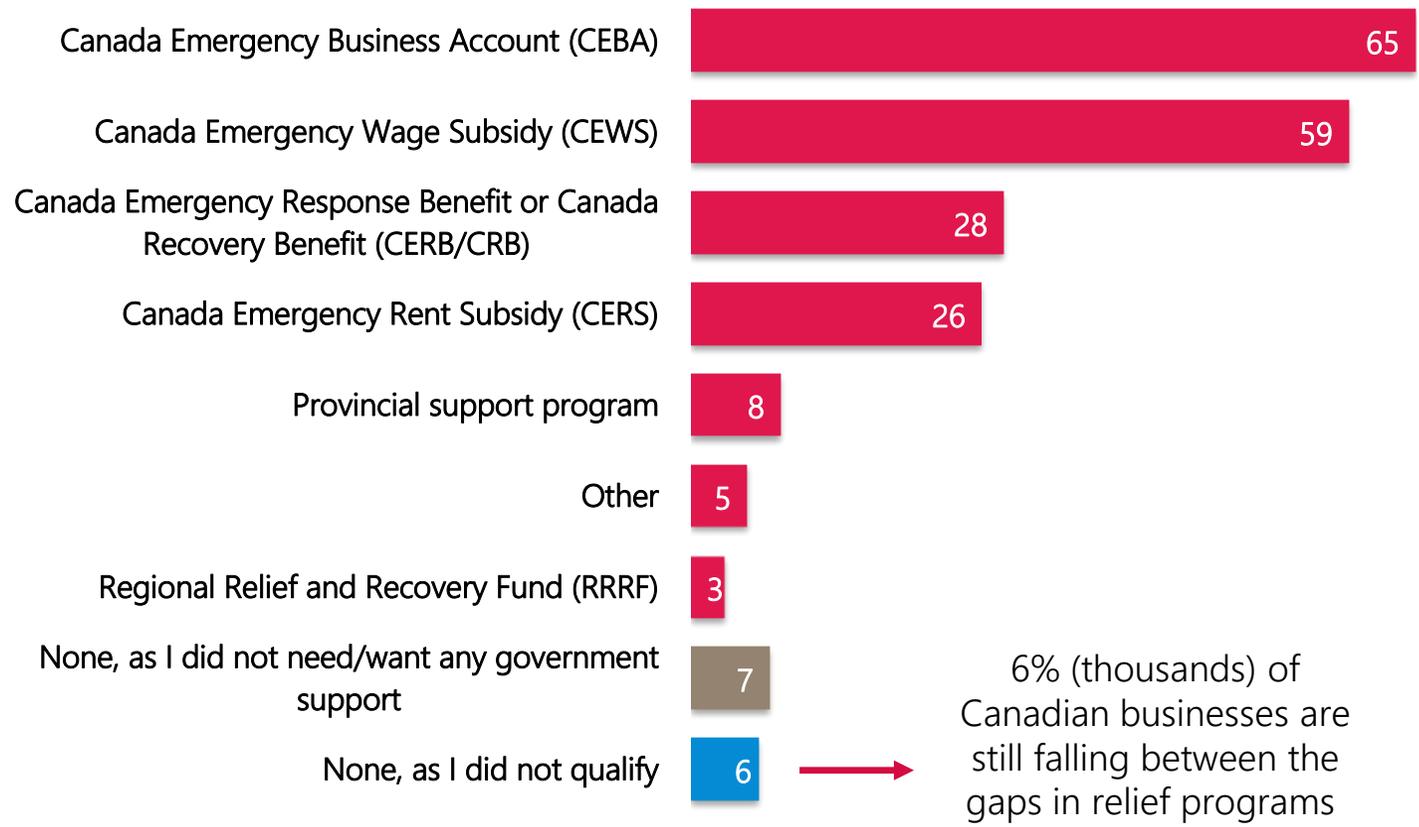


Source: CFIB, Your Voice – January 2021 Survey, Jan. 12-TBD, 2021, preliminary results, n = 4,331.

# Impact of current wave of lockdowns and restrictions on small businesses



# Has your business used (or is using) any of the following government emergency support programs? (% response)



Source: CFIB, Your Voice – January 2021 Survey, Jan. 12-TBD, 2021, preliminary results, n = 4,485, n = 4,279.

# Appendix

# Complete answer choices – What worries you most about COVID-19? (slide 9)

Economic repercussions (on provincial, national and/or global economy)

Consumer spending will be reduced, even following the COVID-19 crisis

Business cash flow (paying rent, meeting payroll, paying suppliers/mortgage/other bills, getting paid)

Physical health impacts (on myself, my staff or others)

Debt (long-term financial consequences of debt and depleted savings)

Overwhelming stress

Staffing (layoffs, retention, refusal to work)

Access to enough government support for my business/workers

Business logistics (getting and shipping products, managing inventories)

Access to any/enough income as a self-employed worker

Having to close my business permanently

Access to personal protective equipment for our business

Other (Please specify)

No concerns at this moment

Don't know/Unsure