Your Business and COVID-19 Survey

Preliminary Results

March 16, 2020
Methodology

• Survey was conducted online March 13 – TBD (online).
• Received 8,730 responses from small business across Canada.
• For comparison purposes, a probability sample with the same number of respondents would have a margin of error of +/-1.0%, 19 times out of 20.
Q1. How has COVID-19 affected your business sales? (Select one answer only)

- Sales have increased: 3%
- Sales have not been affected, and I don’t expect they will be: 10%
- Sales have not been affected, but I expect they will soon: 32%
- Sales have decreased moderately: 22%
- Sales have decreased significantly: 26%
- Don’t know/Unsure: 6%

48% of businesses have seen a drop in sales
Q2. How have your gross sales revenues changed since the start of the COVID-19 outbreak (i.e. early January 2020)? (Select one answer only)

Declined up to 10% 19%
Declined 11% to 25% 31%
Declined 26% to 50% 23%
Declined more than 50% 17%
Don’t know/Unsure 11%

40% report a drop greater than 25%
Q3. How has COVID-19 affected employment in your business? (Select as many as apply)

- Reduced hours for employees: 43%
- Temporary lay-offs: 20%
- Other: 14%
- Don’t know/Unsure: 9%
- No impact: 24%
Q4. Other than sales, how has COVID-19 affected your business? (Select as many as apply)

<table>
<thead>
<tr>
<th>Impact</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Created HR issues (employee stress, managing employee with possible exposure to COVID-19, work availability, etc.)</td>
<td>47%</td>
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<tr>
<td>Created extra costs (protective/cleaning supplies, new travel/shipping plans, etc.)</td>
<td>43%</td>
</tr>
<tr>
<td>Disrupted supply chain (delayed shipments, shrinking inventories, etc.)</td>
<td>38%</td>
</tr>
<tr>
<td>Other (Specify)</td>
<td>11%</td>
</tr>
<tr>
<td>Don’t know/Unsure</td>
<td>9%</td>
</tr>
<tr>
<td>No other impact</td>
<td>15%</td>
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</table>
Q9. What other measures do you think governments should put in place to help businesses affected by COVID-19? (Select as many as apply)

- Provide temporary tax relief, other than on property (on income, sales, payroll, etc.) 69%
- Cancel planned tax increases (CPP/QPP, carbon tax, etc.) 66%
- Give administrative relief for tax obligations (delay filing deadlines, eliminate penalties for late payments, etc.) 65%
- Introduce wage subsidies for businesses to retain staff 58%
- Create incentives to boost consumer spending (rebate cheque, tax credit for spending, etc.) 46%
- Provide temporary property tax relief 45%
- Pause routine audits on businesses (CRA, workers’ compensation, etc.) 38%
- Freeze minimum wage 30%
- Spend more money on public infrastructure projects to stimulate the economy 21%
- Other (Specify) 7%
- No other measures needed 3%
Q12. If COVID-19 became a far more serious challenge, how long could your business survive a 50% drop in sales? (Select one answer only)

<table>
<thead>
<tr>
<th>Option</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>Less than two weeks</td>
<td>7%</td>
</tr>
<tr>
<td>More than two weeks but less than a month</td>
<td>18%</td>
</tr>
<tr>
<td>Between one and three months</td>
<td>39%</td>
</tr>
<tr>
<td>Between four and six months</td>
<td>16%</td>
</tr>
<tr>
<td>Between seven and twelve months</td>
<td>6%</td>
</tr>
<tr>
<td>More than a year</td>
<td>6%</td>
</tr>
<tr>
<td>Don’t know/Unsure</td>
<td>9%</td>
</tr>
</tbody>
</table>

25% of businesses would not be able to survive for more than a month with a drop in business income of 50 per cent.
Q13. What is the maximum percentage of your business’ total dollar sales that could be quickly done online, over the phone or through any other sales channels that do not involve in-person sales? (Select one answer only)

- 0%: 42%
- 1-5%: 12%
- 6-10%: 8%
- 11-25%: 7%
- 26-33%: 4%
- 34-50%: 6%
- More than 50%: 16%
- Don’t know/Unsure: 6%

62% of businesses would not be able to quickly shift more than 10 per cent of sales to online or telephone options.
Questions?

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