



**CANADIAN FEDERATION
OF INDEPENDENT BUSINESS**

In business for your business™

Your Business and COVID-19 Survey

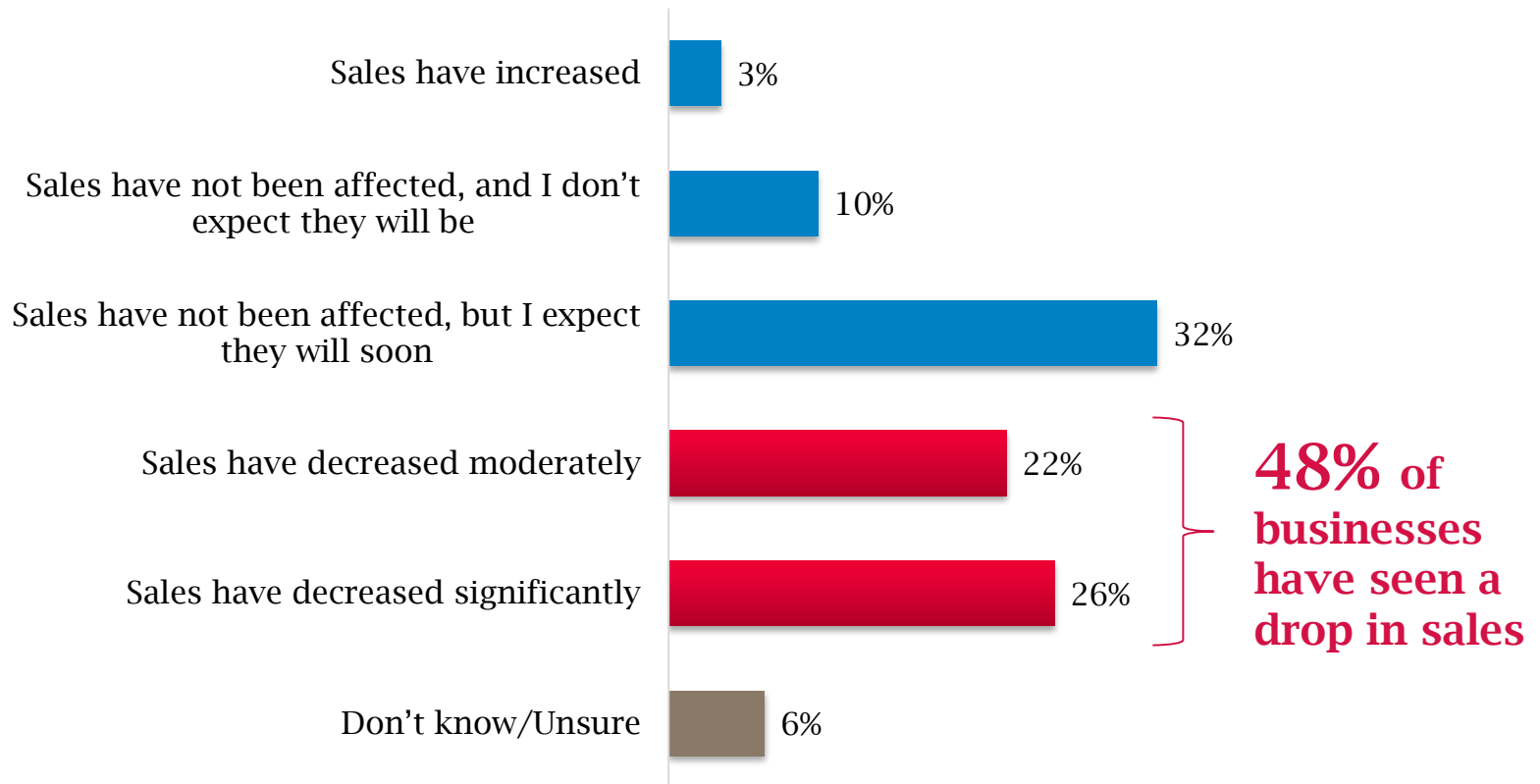
Preliminary Results

March 16, 2020

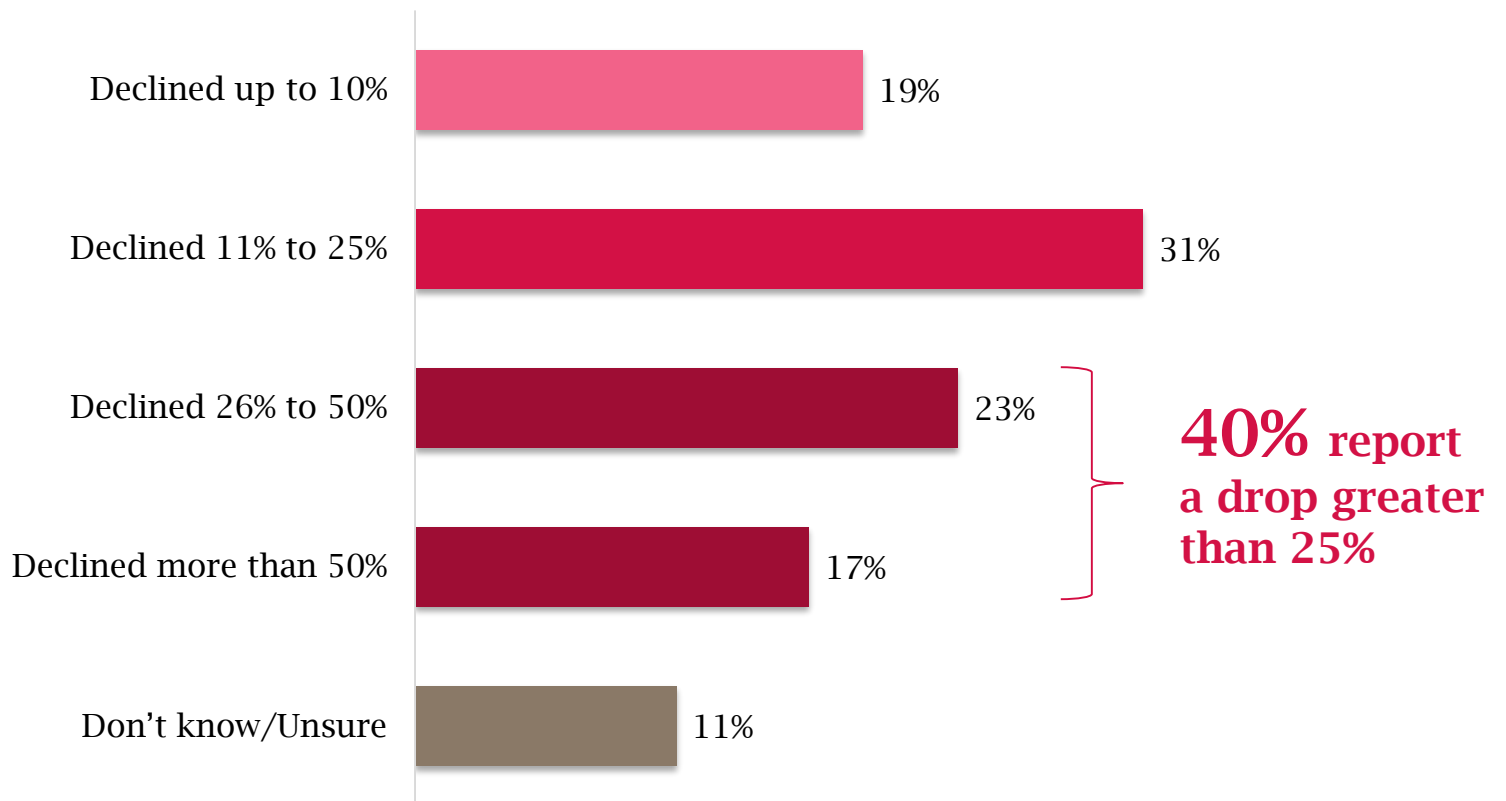
Methodology

- 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.

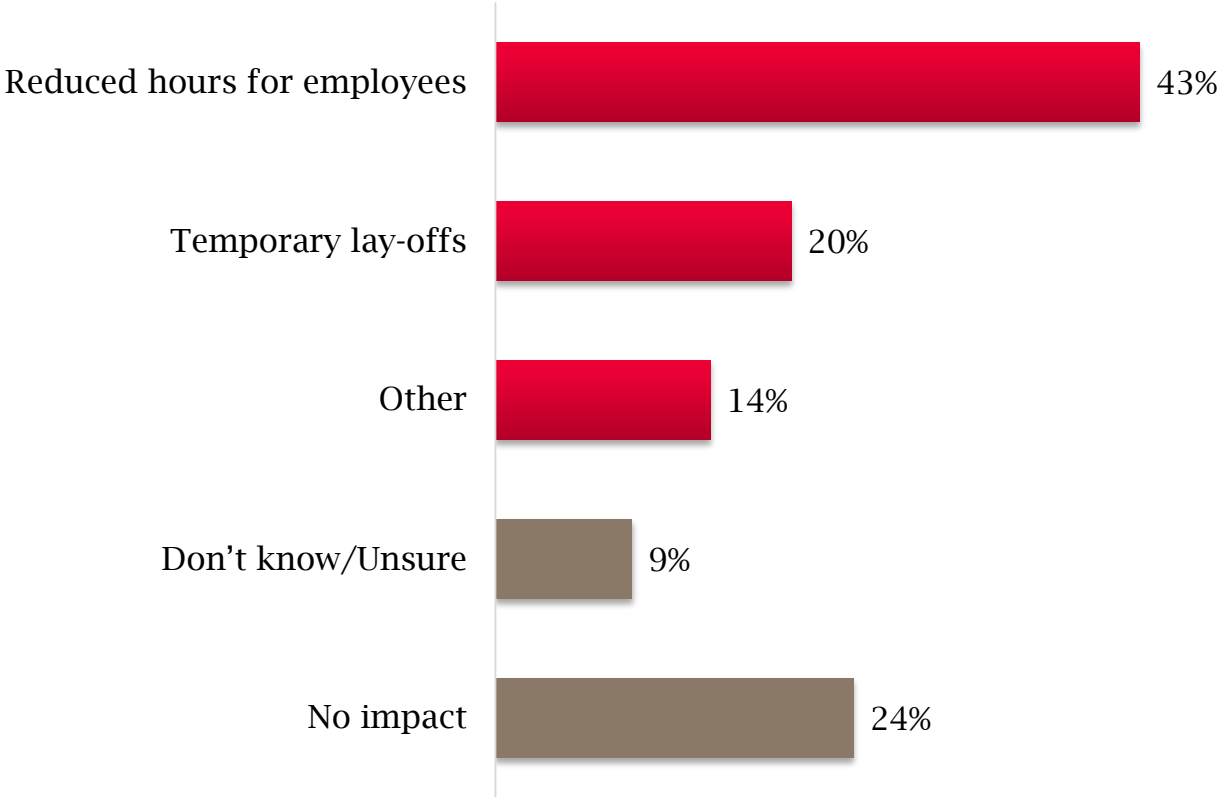
Q1. How has COVID-19 affected your business sales? (Select one answer only)



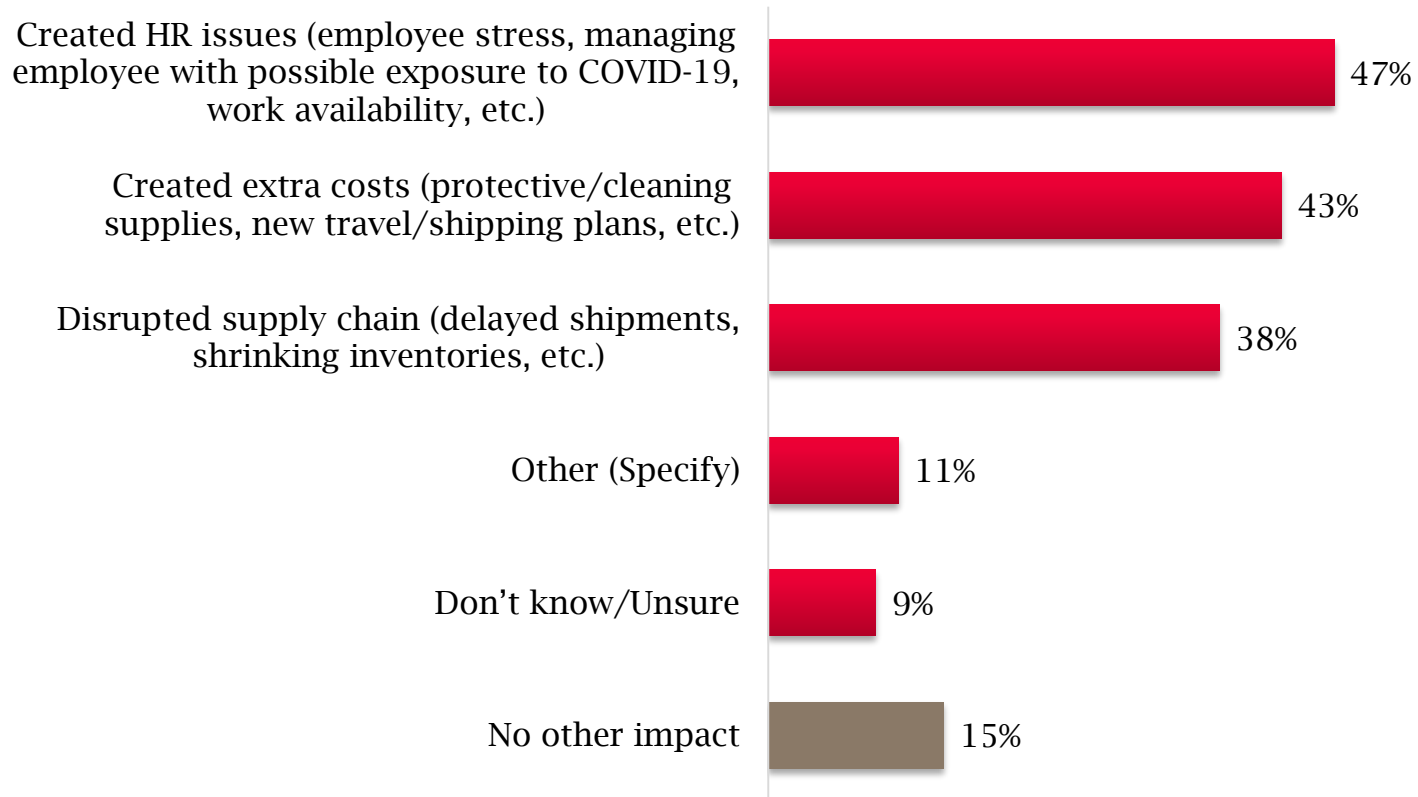
Q2. How have your gross sales revenues changed since the start of the COVID-19 outbreak (i.e. early January 2020)? (Select one answer only)



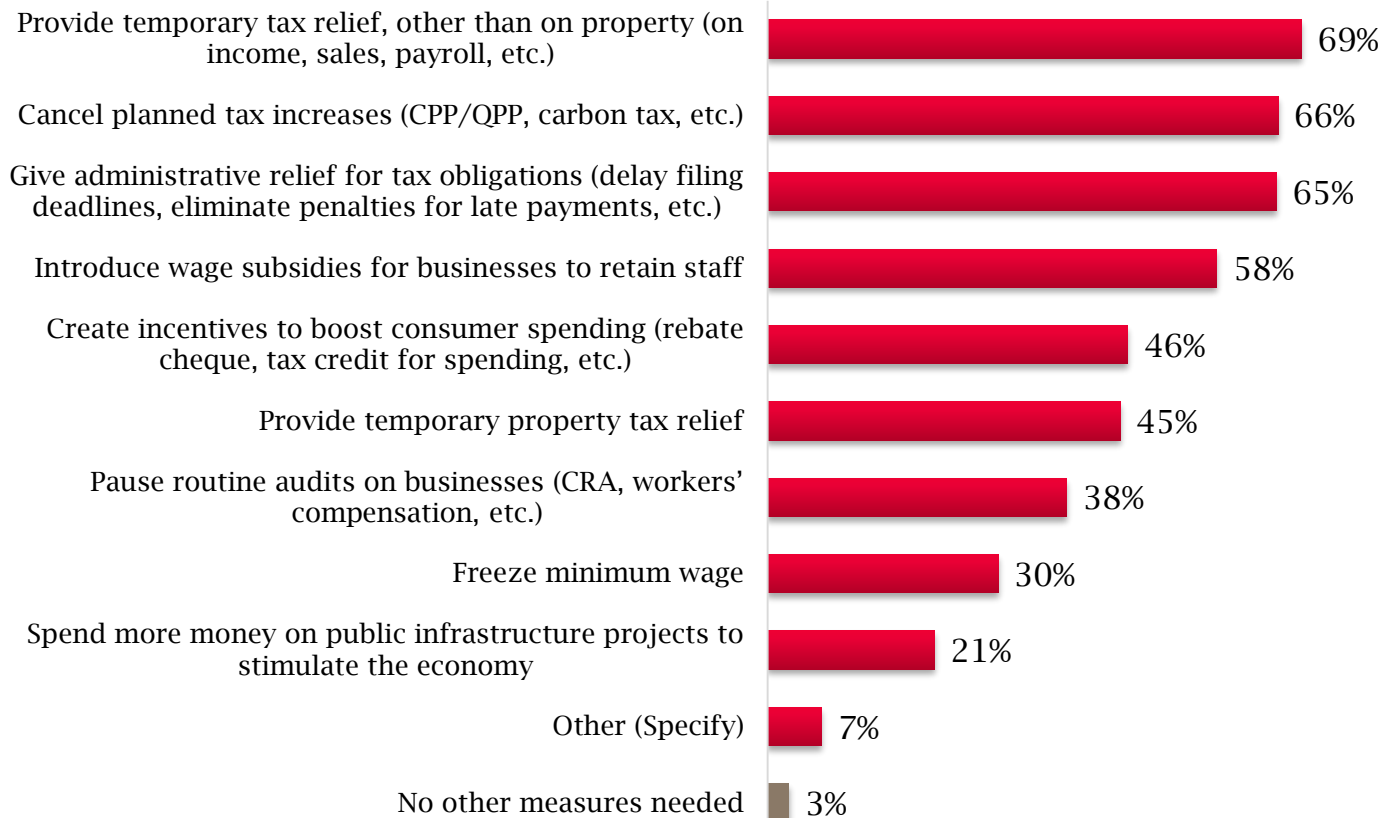
Q3. How has COVID-19 affected employment in your business? (Select as many as apply)



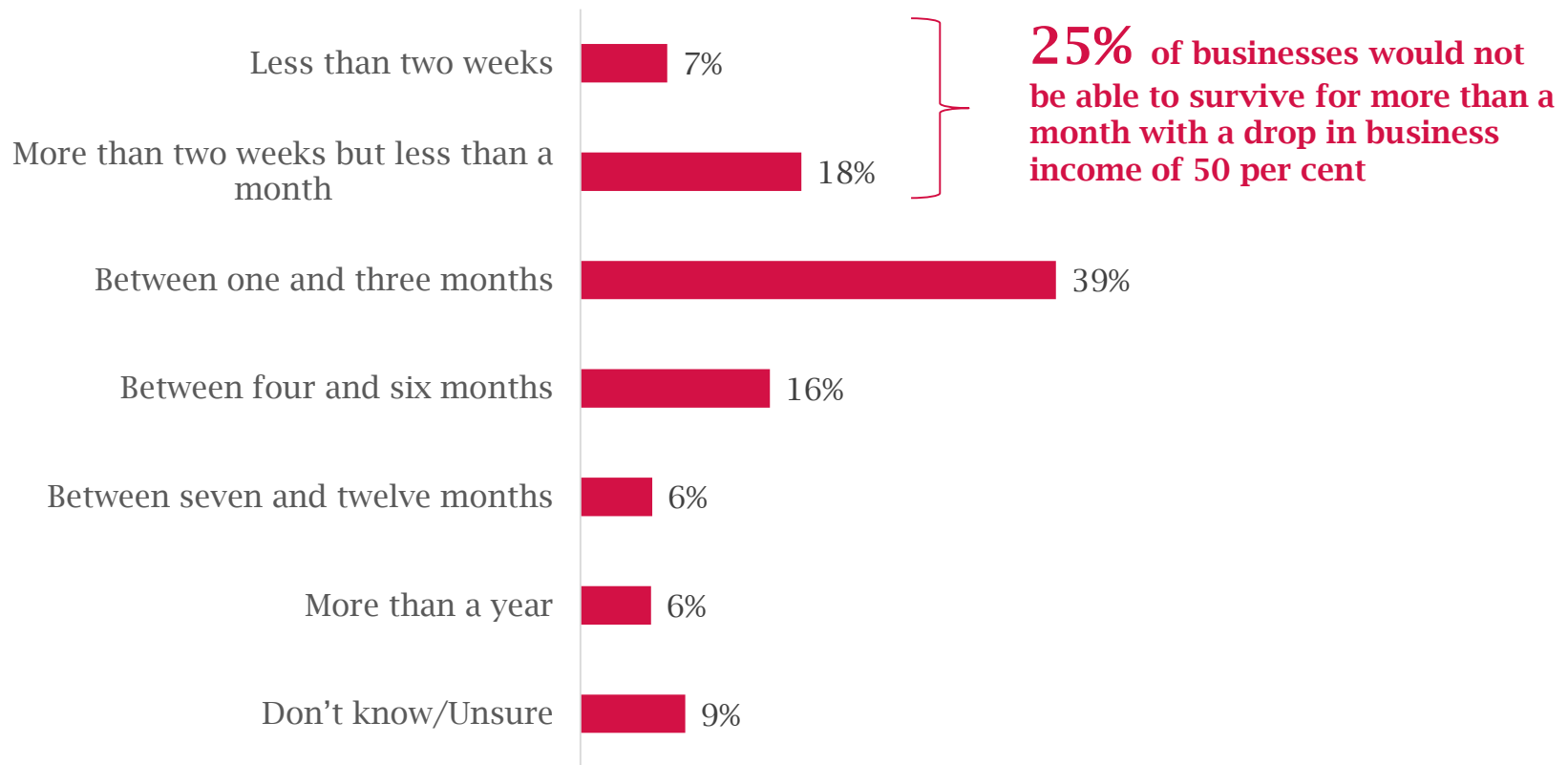
Q4. Other than sales, how has COVID-19 affected your business? (Select as many as apply)



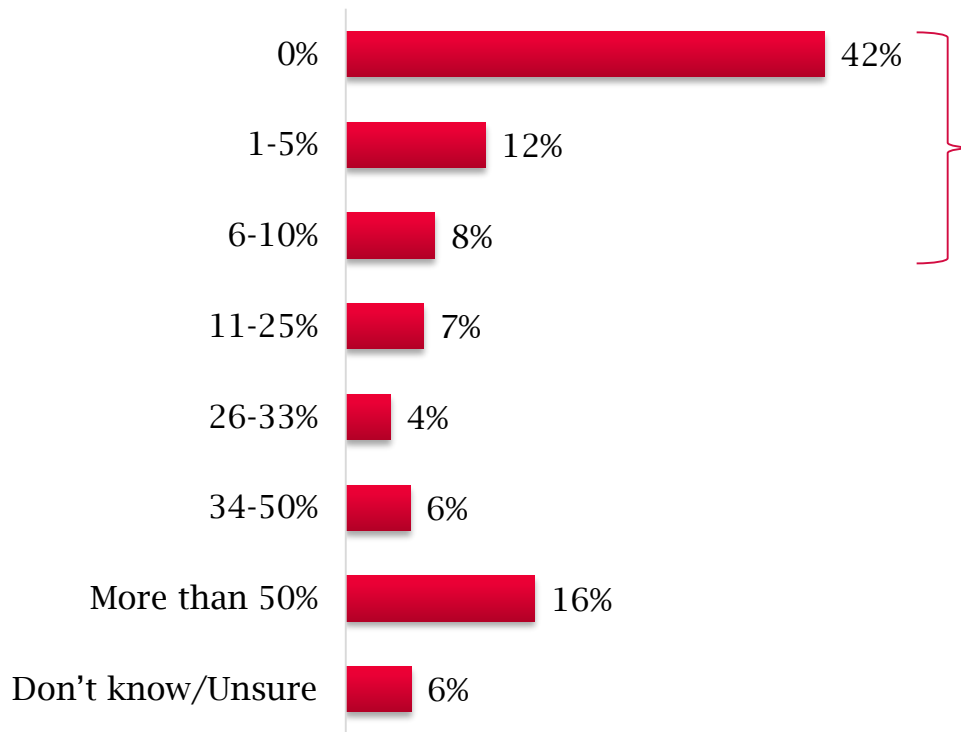
Q9. What other measures do you think governments should put in place to help businesses affected by COVID-19? (Select as many as apply)



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)



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)



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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