



**CANADIAN FEDERATION
OF INDEPENDENT BUSINESS**

In business for your business™

COVID-19: State of Small Business

Key weekly survey results – [Week 6](#)

2020-04-23

Introduction

Every Friday during the COVID-19 pandemic, **CFIB** is sending a survey to understand how businesses are being impacted, what support will be most useful to them, and what solutions may be available in the short- to medium-term. Surveys we have done so far:


<i>Survey</i>	<i>Active dates</i>	<i>Sample</i>
Your Business and COVID-19 – Survey No. 1	March 13-21	n = 10,092
Your Business and COVID-19 – Survey No. 2	March 20-26	n = 13,362
Your Business and COVID-19 – Survey No. 3	March 27-April 2	n = 12,632
Your Business and COVID-19 – Survey No. 4	April 3-9	n = 13,021
Your Business and COVID-19 – Survey No. 5	April 10-16	n = 11,850
Your Business and COVID-19 – Survey No. 6	April 17-Ongoing	n = 7,998


The next pages will mostly highlight results from our [latest survey](#) on the current state of Canadian small businesses (6th weekly COVID-19 survey started April 17, some results to be shared publicly April 20).

Methodology

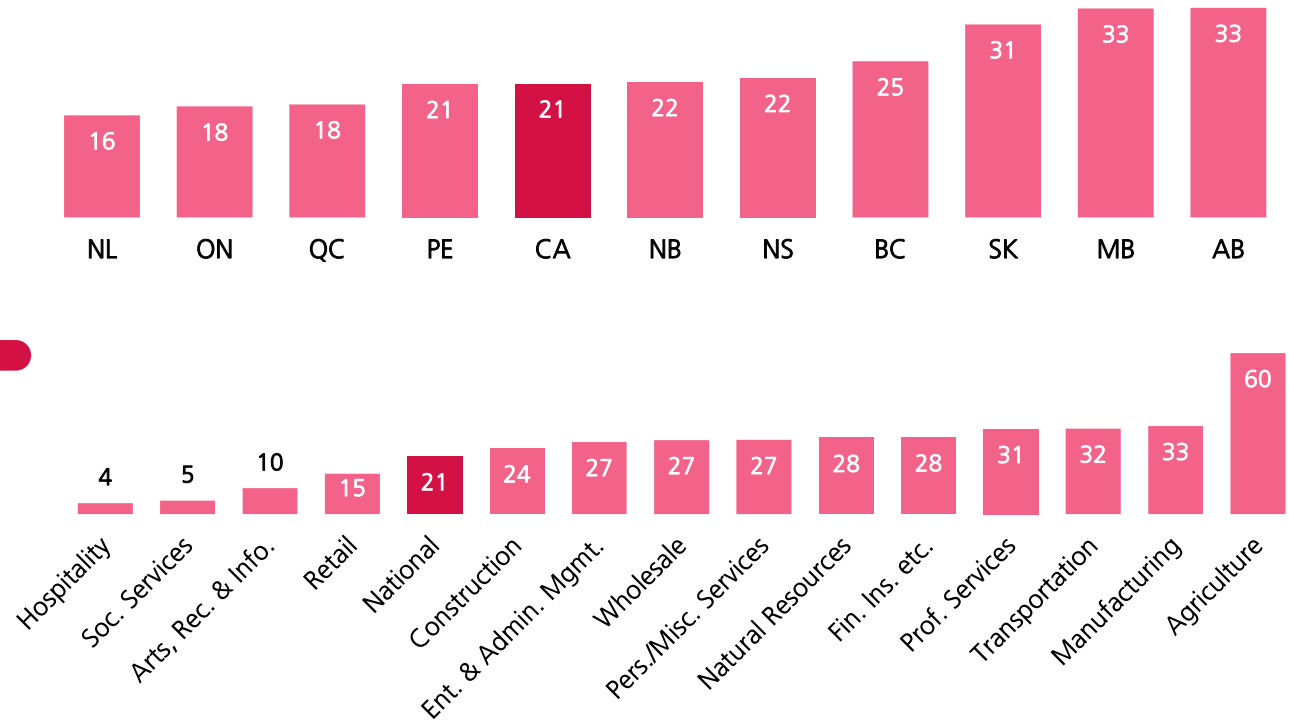
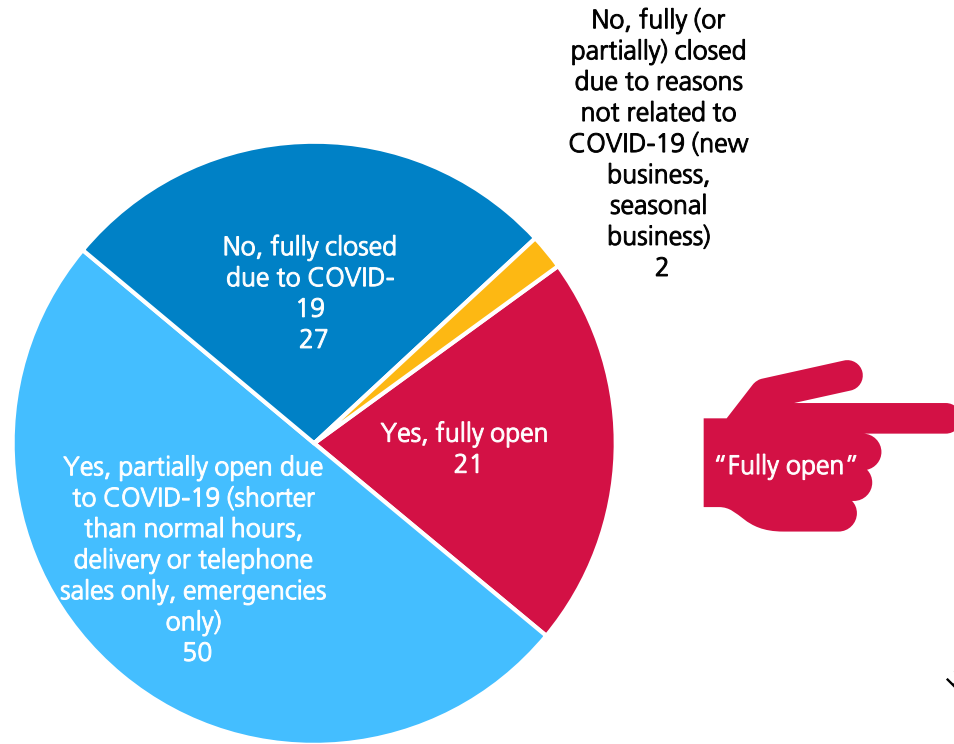
 Online survey (Your Business and COVID-19 – Survey Number Six) started April 17.

 So far, it has received 7,998 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 +/-1.1%, 19 times out of 20.

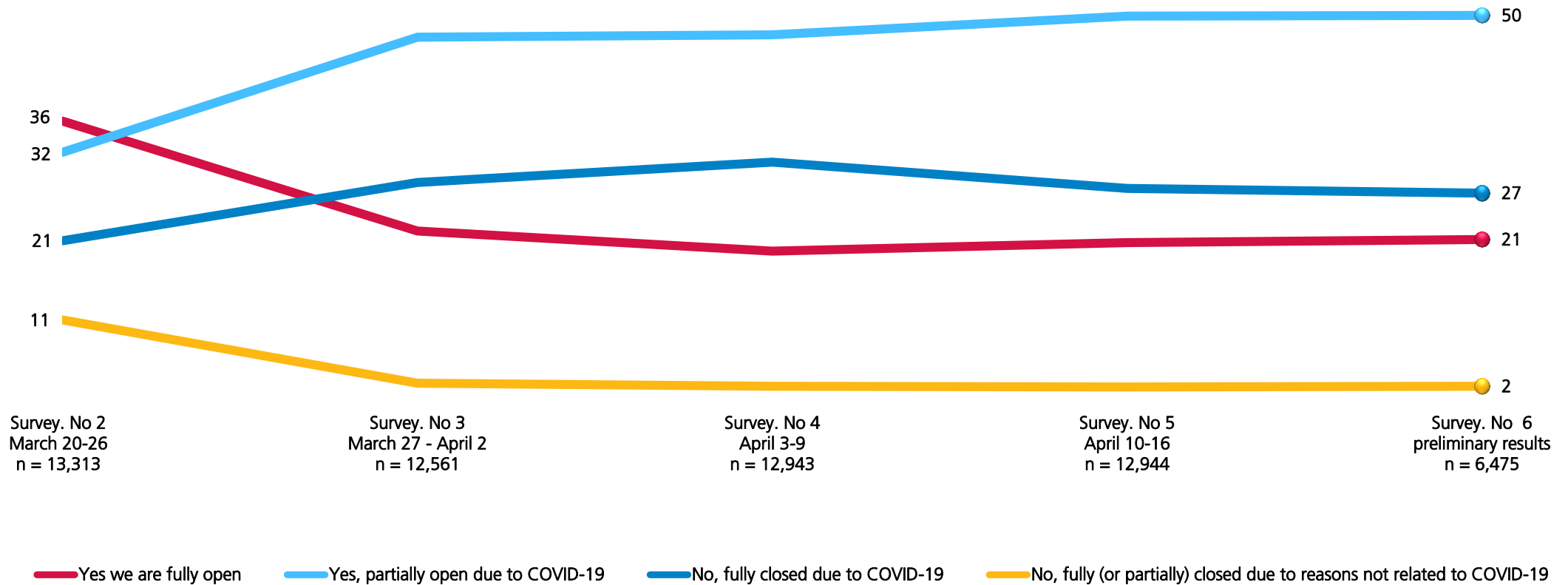
 Note on the next pages: The percentage of responses in charts may not always add up to 100%, due to rounding or multiple choice responses.

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



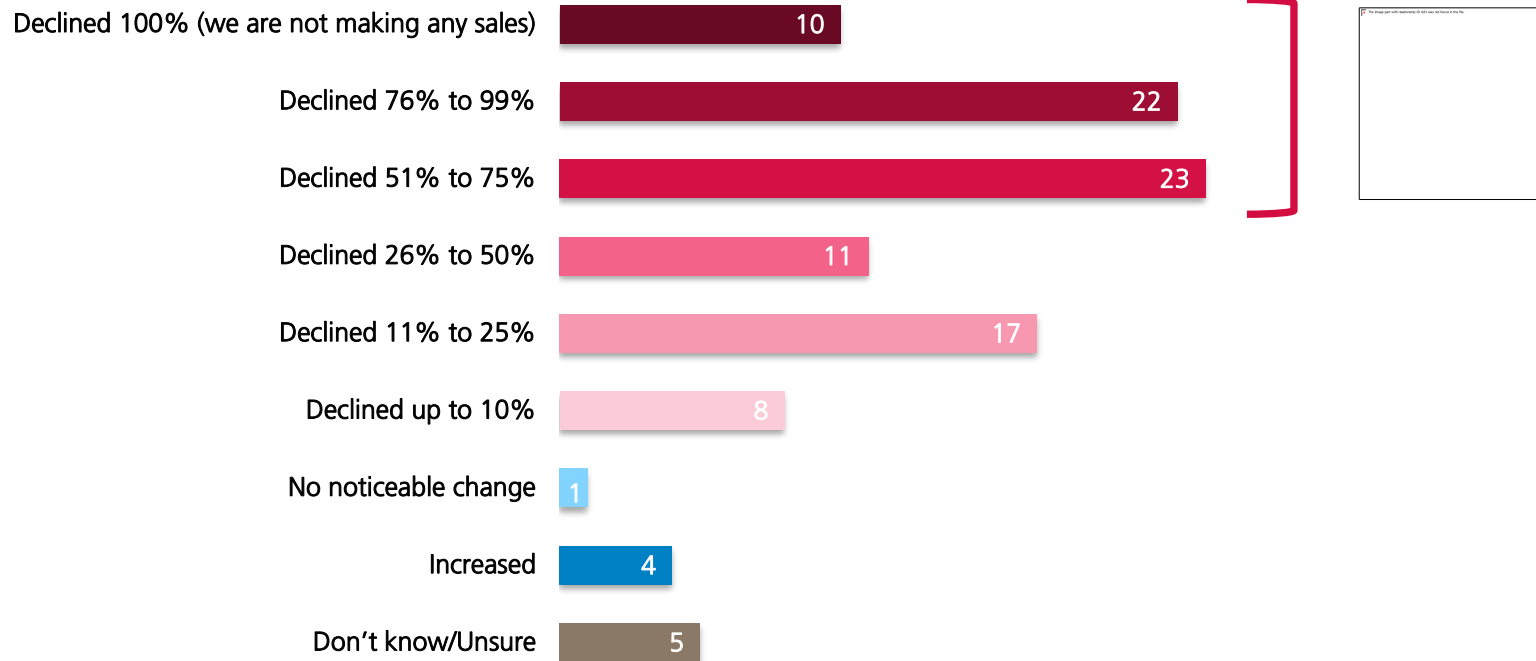
Source: CFIB, Your Business and COVID-19 – Survey Number Six, April 2020, preliminary results, n = 7,947 .

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

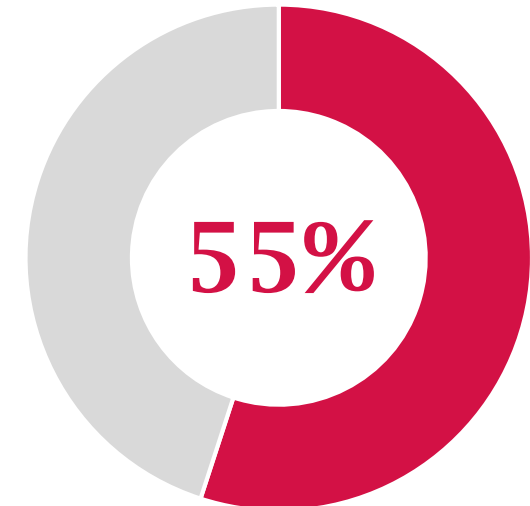


Change in gross sales revenues since the start of the COVID-19 outbreak in Canada (% response)

[From survey No.5, fully open businesses only]



Of businesses that remain fully open, share that saw gross sales revenues drop by half or more



Sources: CFIB, Your Business and COVID-19 – Survey No. 5, April 2020, April 10 - April 16, n = 2,398.

Note: The percentage of responses may not always add to 100%, due to rounding.

What are you most worried about with respect to COVID-19?

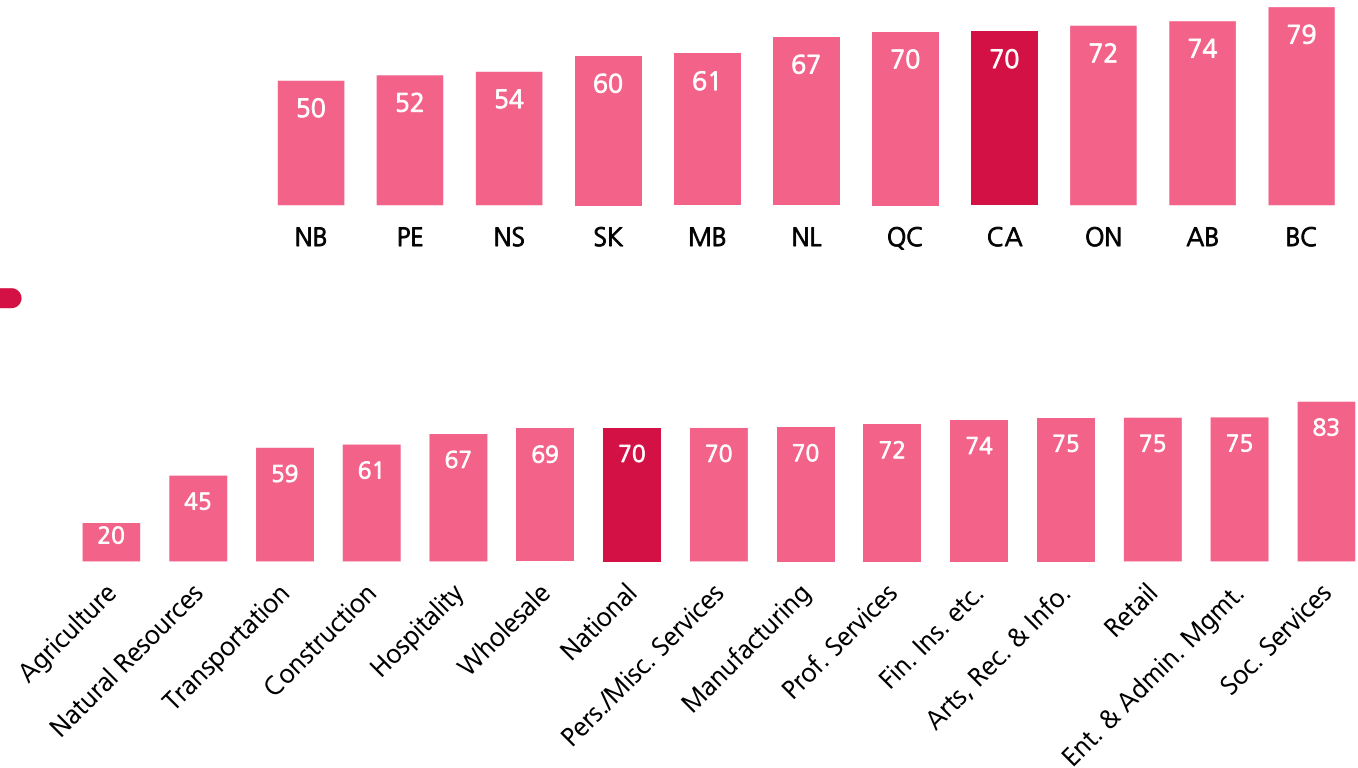
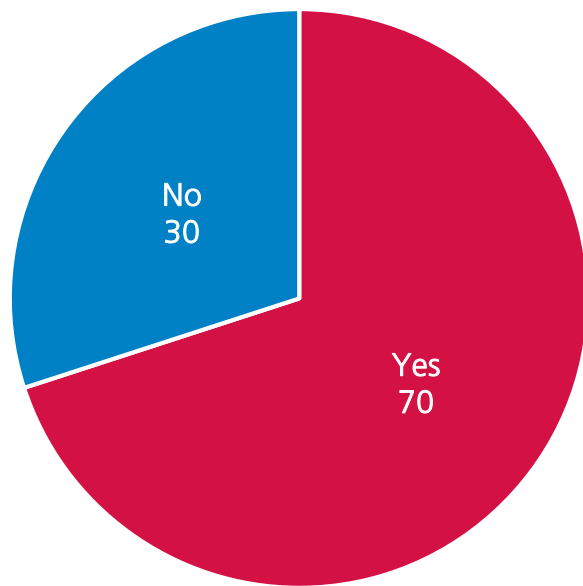
(% response)



Source: CFIB, Your Business and COVID-19 – Survey Number Six, April 2020, preliminary results, n = 7,855..

Note: Respondents are allowed to select multiple answers, percentages will not add to 100%

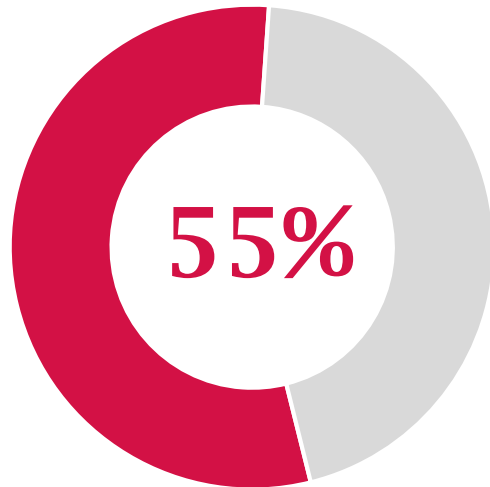
Does your business pay commercial rent? (% response)



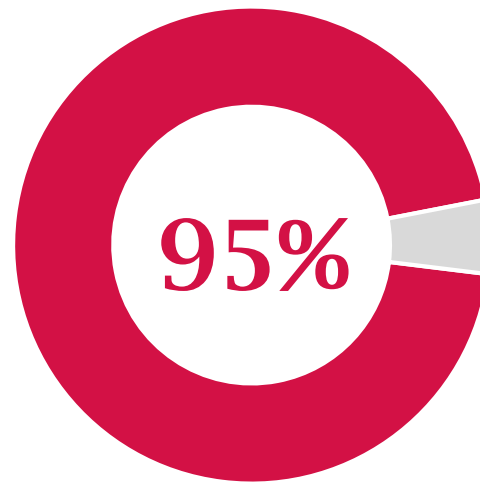
Source: CFIB, Your Business and COVID-19 – Survey Number Six, April 2020, preliminary results, n = 6,436.

May rent: Businesses need meaningful relief, such as **grants or rent forgiveness**, now (% response)

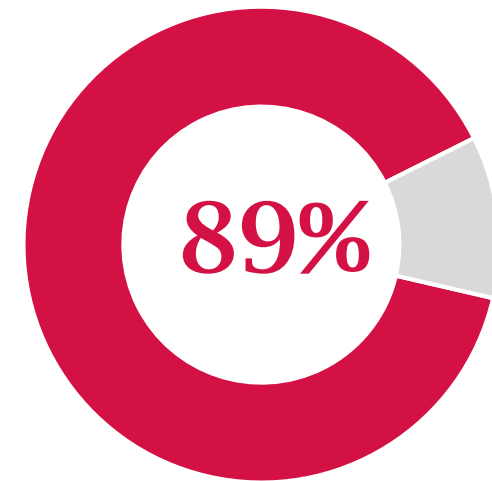
Without additional assistance, I won't be able to pay my May rent in full



It is welcome news that governments plan to do more to help businesses with rent



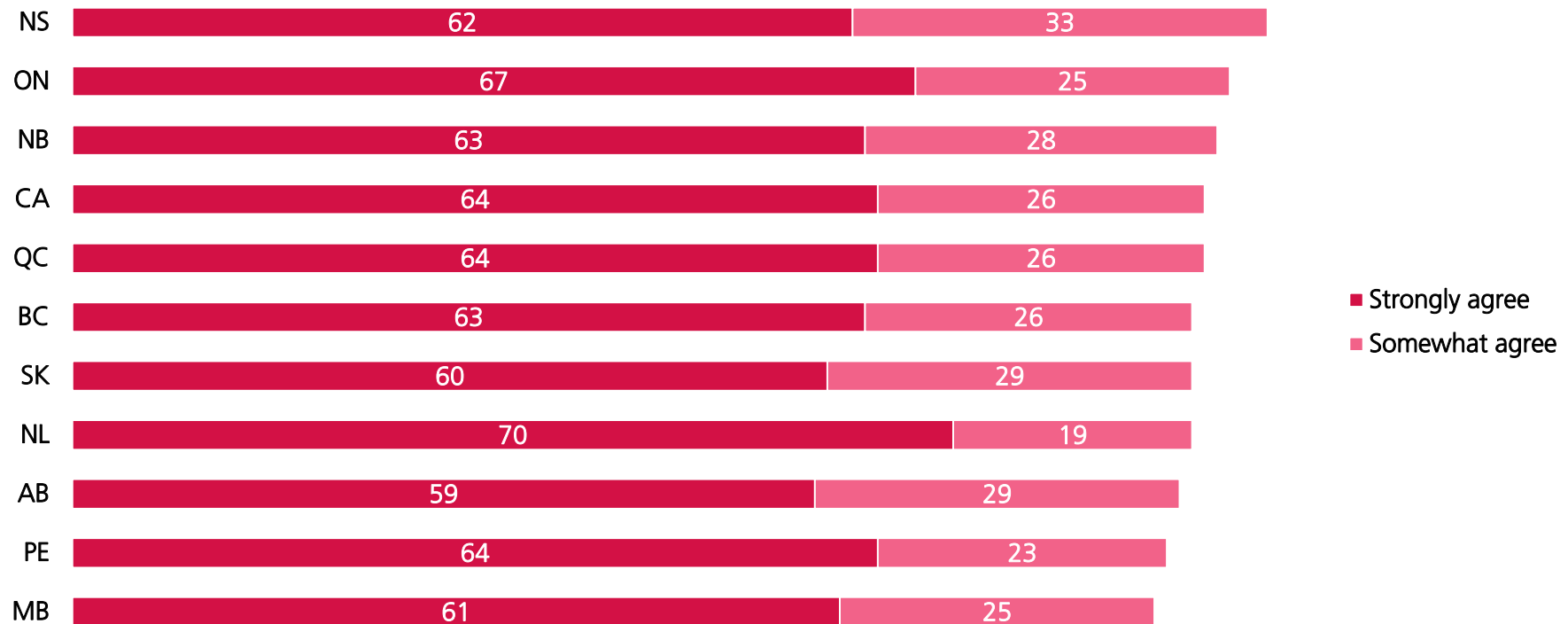
For assistance to be meaningful, it has to be grants or rent forgiveness, not just loans/deferrals



Source: CFIB, Your Business and COVID-19 – Survey Number Six, April 2020, preliminary results, n = 5,219.

Note: Respondents were provided with background information before answering this question – see appendix for details.

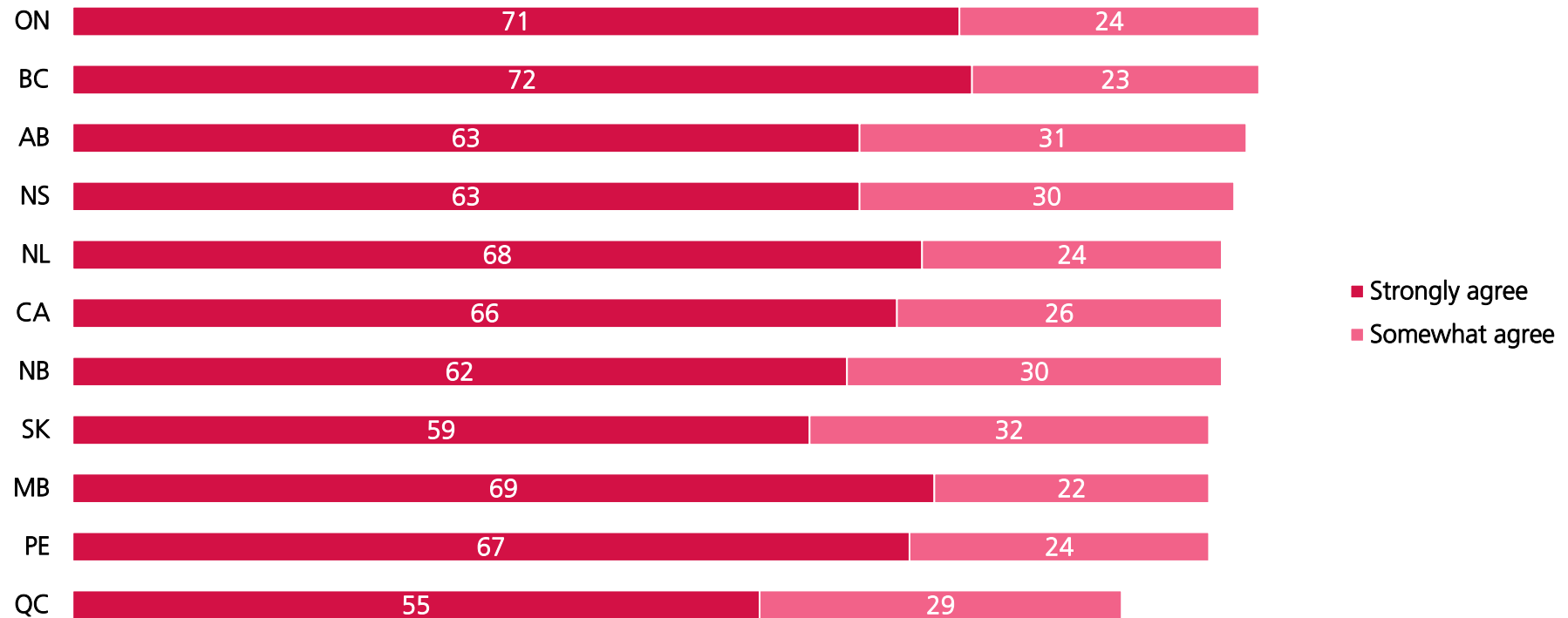
“Provincial governments should provide protection to commercial tenants to prevent evictions during the COVID-19 emergency” (% response)



Source: CFIB, Your Business and COVID-19 – Survey Number Six, April 2020, preliminary results, n = 5,190.

Note: Respondents were provided with background information before answering this question – see appendix for details.

“Provincial governments have an important role to play in ensuring that there is rent relief for hard hit small business” (% response)



Source: CFIB, Your Business and COVID-19 – Survey Number Six, April 2020, preliminary results, n = 5,170.

Note: Respondents were provided with background information before answering this question – see appendix for details.

Views

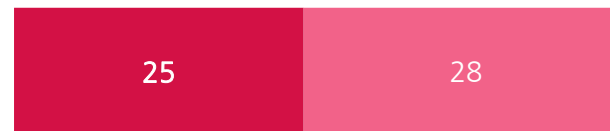
Canada Emergency Commercial Rent Assistance (CECRA)

(% response)

I believe the cost of commercial rent that can't be paid due to COVID-19 revenue losses should be shared between governments, landlords and tenants



I trust my landlord will be reasonable with respect to May rents (such as passing on government relief including property tax reductions, or be open to negotiations)



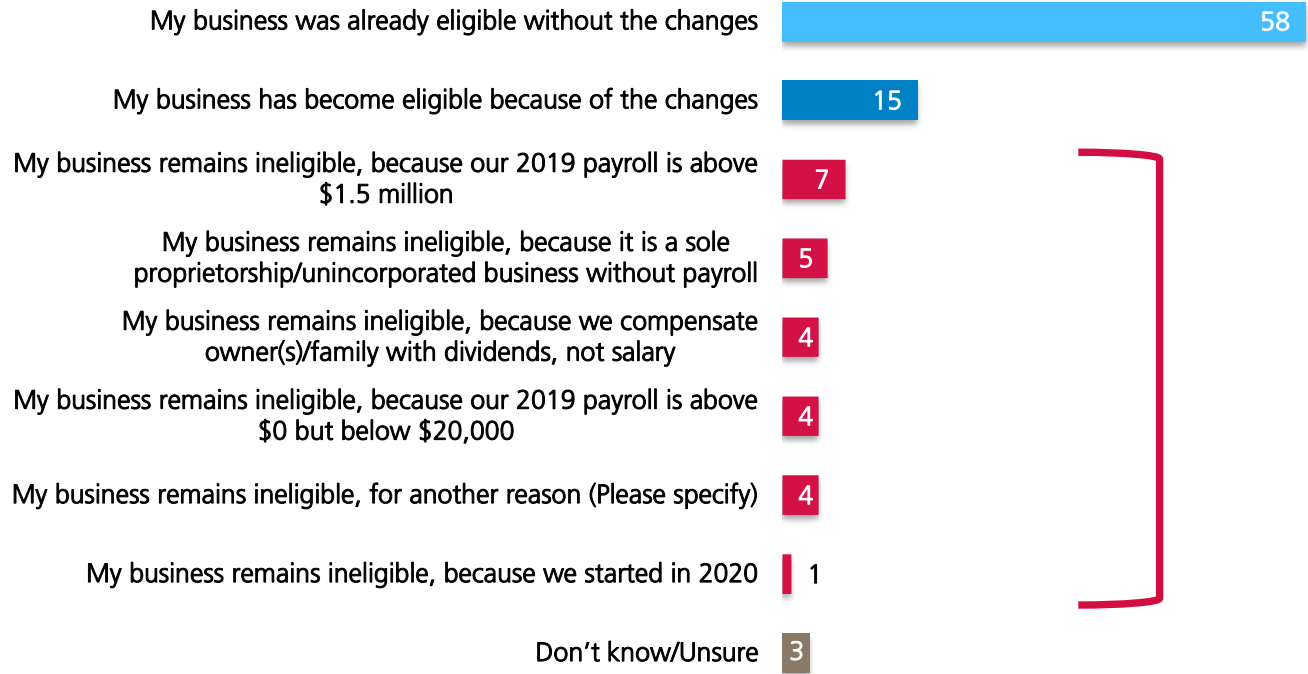
■ Strongly agree ■ Somewhat agree

Source: CFIB, Your Business and COVID-19 – Survey Number Six, April 2020, preliminary results, n = 5,188.

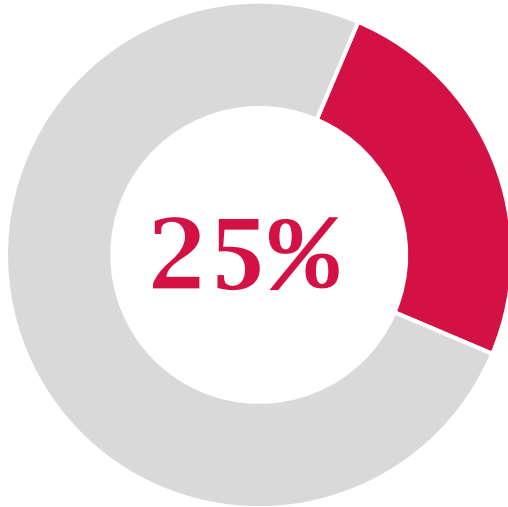
Note: 1) Respondents were provided with background information before answering this question – see appendix for details.

2) The percentage of responses may not always add up to 100%, due to rounding

Given the eligibility changes to CEBA, which of the following applies to your business? (% response)



Businesses that remain ineligible



Source: CFIB, Your Business and COVID-19 – Survey Number Six, April 2020, preliminary results, n = 7,712 .

Notes: 1) The percentage of responses may not always add up to 100% due to rounding.
 2) Respondents were provided with background information before answering this question see appendix for details.

When business restrictions start to be lifted, what additional help would be useful from government/others? (% response)

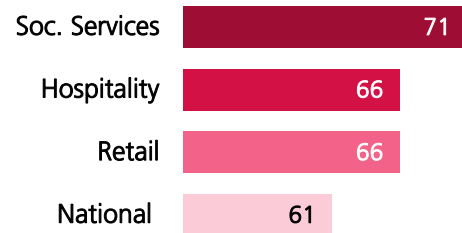


Source: CFIB, Your Business and COVID-19 – Survey Number Six, April 2020, preliminary results, n = 7,636.

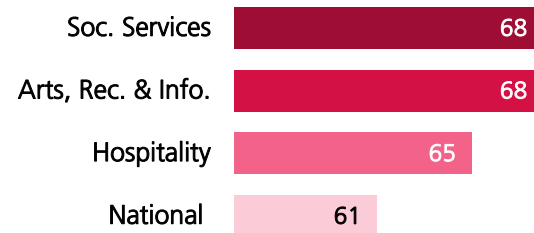
Note: Respondents are allowed to select multiple answers, percentages will not add to 100%

Additional help from governments/others: **Top sectoral support** (% response)

Regular assurance from health officials/government that it is safe to work/shop again



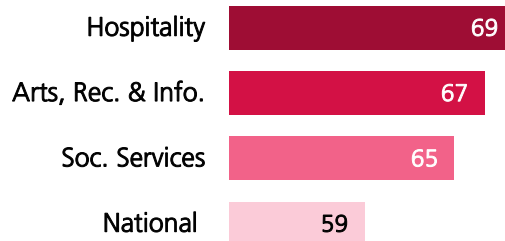
Clear plain language guidance on safe health practices that I can use with my staff and customers



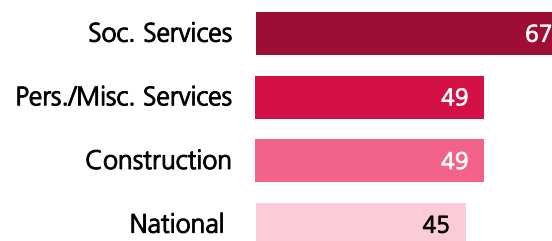
Campaigns encouraging consumers to shop at local businesses



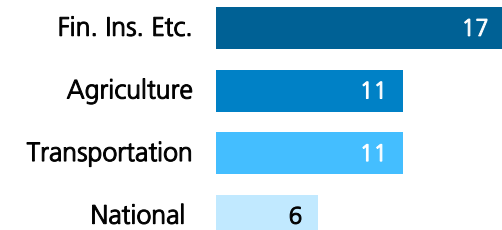
Continued financial help (from governments and banks, for example)



Access to personal protective equipment (such as masks, face shields, gloves, plastic screens at cash registers)



I don't think my business will need any additional help



Source: CFIB, Your Business and COVID-19 – Survey Number Six, April 2020, preliminary results, n = 7,636.

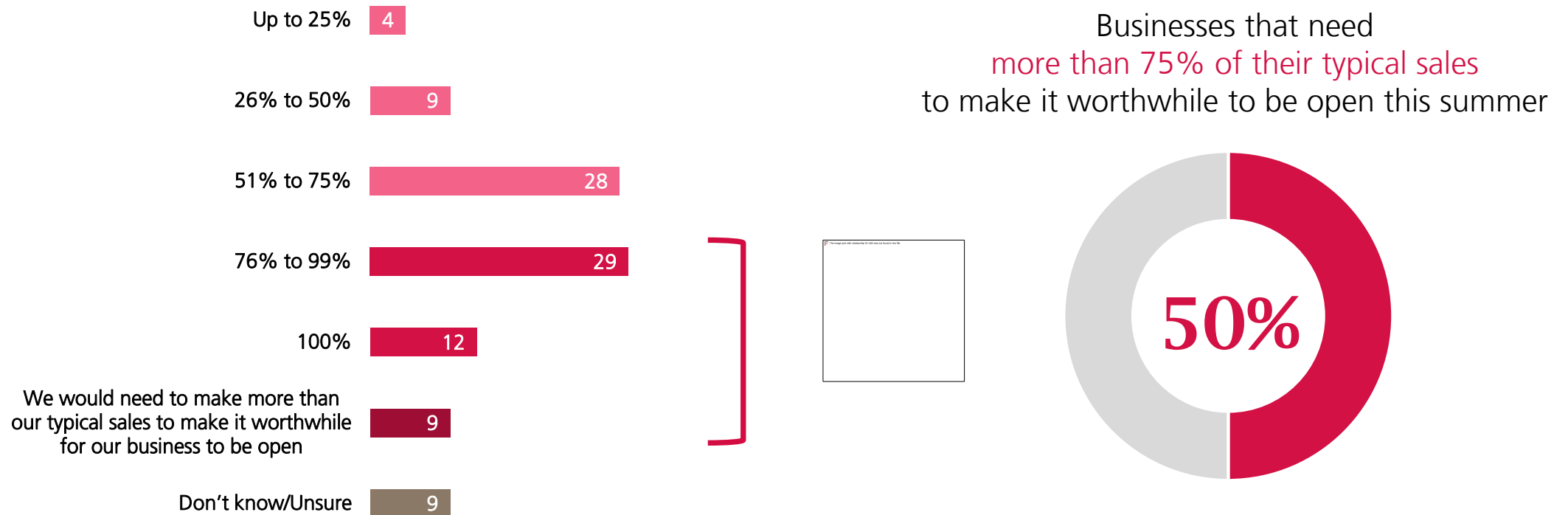
As governments start planning for economic recovery, which of the following do you think they should focus on? (% response)



Source: CFIB, Your Business and COVID-19 – Survey Number Six, April 2020, preliminary results, n = 7,587.

Note: Respondents are allowed to select multiple answers, percentages will not add to 100%

Looking forward, as business restrictions start to be lifted, what percentage of your typical sales (before the COVID-19 crisis started) do you need to make it worthwhile for your business to be open through the summer? (% response)



Source: CFIB, Your Business and COVID-19 – Survey Number Six, April 2020, preliminary results, n = 7,550.

Appendix

Backgrounders provided for certain survey questions

- *From slides 9-12:*

The Canada Emergency Commercial Rent Assistance (CECRA): This week the federal government announced the Canada Emergency Commercial Rent Assistance (CECRA). The CECRA is a measure to support small businesses with their commercial rent payment. At the time this survey was finalized, full details (including when the measure will be effectively available) were not yet known. This federal government measure will be implemented in collaboration with provincial governments and provide loans, including forgivable loans, to commercial property owners. The landlords in turn will use the loans to reduce or waive the rents of their small business tenants for April (retroactive), May and June.

- *From slide 13:*

The Canada Emergency Business Account (CEBA): The Canada Emergency Business Account (CEBA) offers interest-free loans to cover business operating expenses of up to \$40,000, with 25% of the loan forgivable up to a maximum of \$10,000, if it is repaid within two years. This week the federal government announced a change to the eligibility criteria for CEBA. Businesses that paid between \$20,000 and \$1.5 million in payroll for 2019 can now apply for the relief measure. Previously, only businesses that paid between \$50,000 and \$1 million in payroll for 2019 could apply.