



**CANADIAN FEDERATION  
OF INDEPENDENT BUSINESS**

*In business for your business™*



# COVID-19: State of Small Business

*Key results – 9<sup>th</sup> weekly survey*



2020-05-14

# 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-April 23	n = 9,712
Your Business and COVID-19 – Survey No. 7	April 24-April 30	n = 9,932
Your Business and COVID-19 – Survey No. 8	May 1-May 7	n = 8,907
Your Business and COVID-19 – Survey No. 9	<a href="#">Started May 8</a>	n = <a href="#">6,404</a>

The following pages will highlight more detailed results from our latest survey on the current state of Canadian small businesses (9<sup>th</sup> weekly COVID-19 survey started May 8, some results were shared publicly May 13).

# Methodology



Online survey (Your Business and COVID-19 – Survey Number Nine) [started May 8](#).



[So far, it has received 6,404](#) 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 [+/-1.2%](#), 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. There are instances in in this briefing that we do not report on certain provinces and sectors, as the sample size is less than 40 respondents.

# As of today, is your business still open?

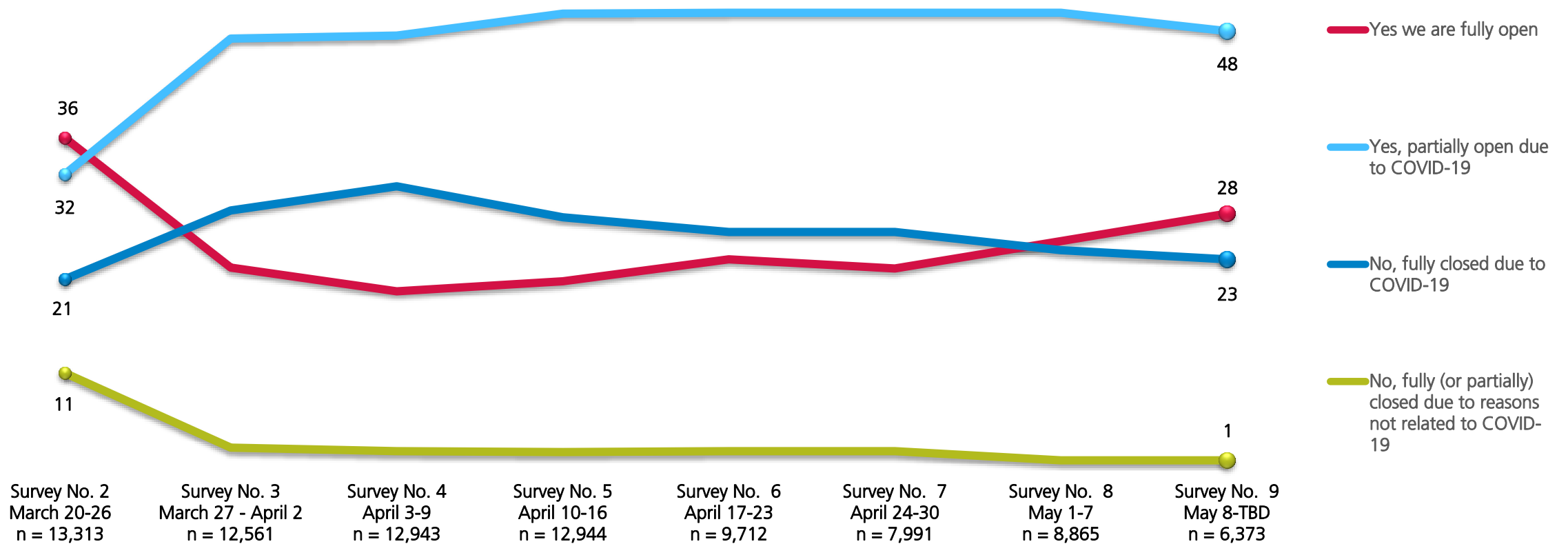
(% response)



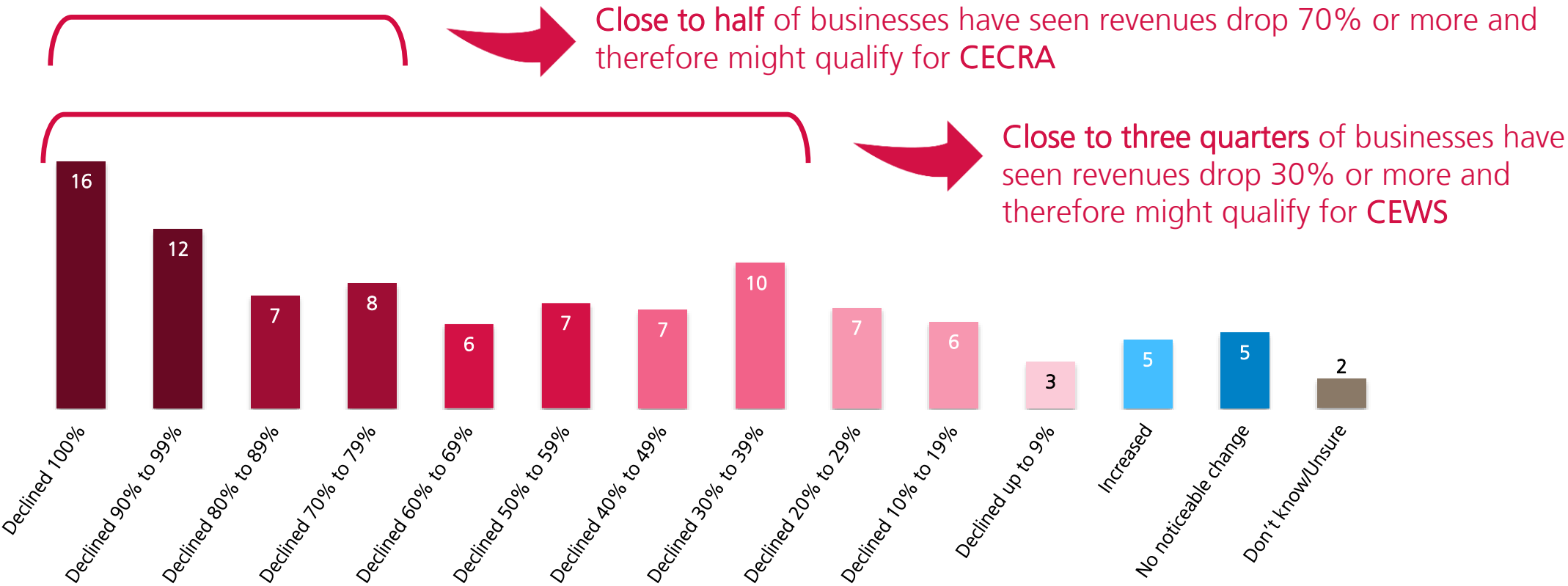
Source: CFIB, Your Business and COVID-19 – Survey Number Nine, May 2020, preliminary results, n = 6,373.

# As of today, is your business still open?

(% response)



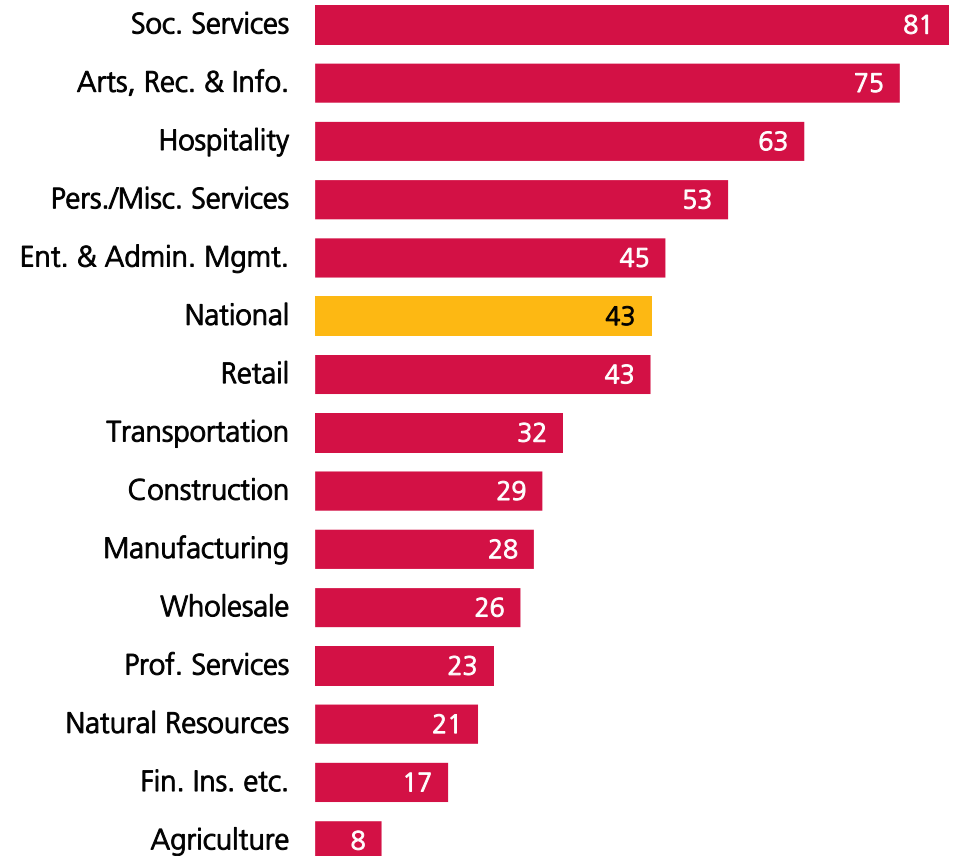
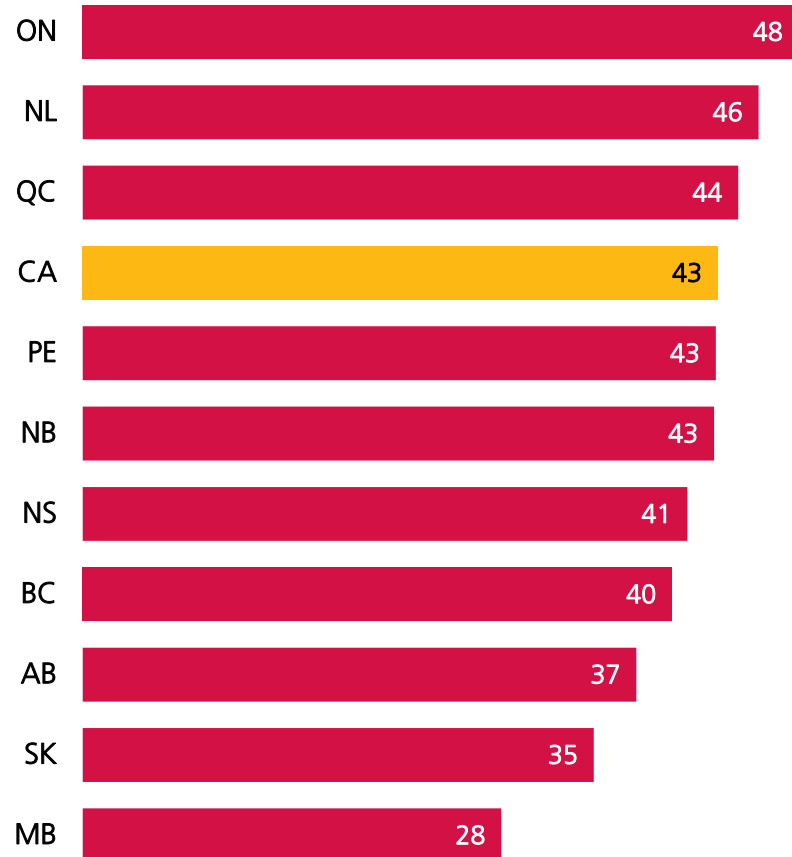
# How have your gross sales revenues changed since the start of the COVID-19 outbreak in Canada? (% response)



Source: CFIB, Your Business and COVID-19 – Survey Number Nine, May 2020, preliminary results, n = 6,341.

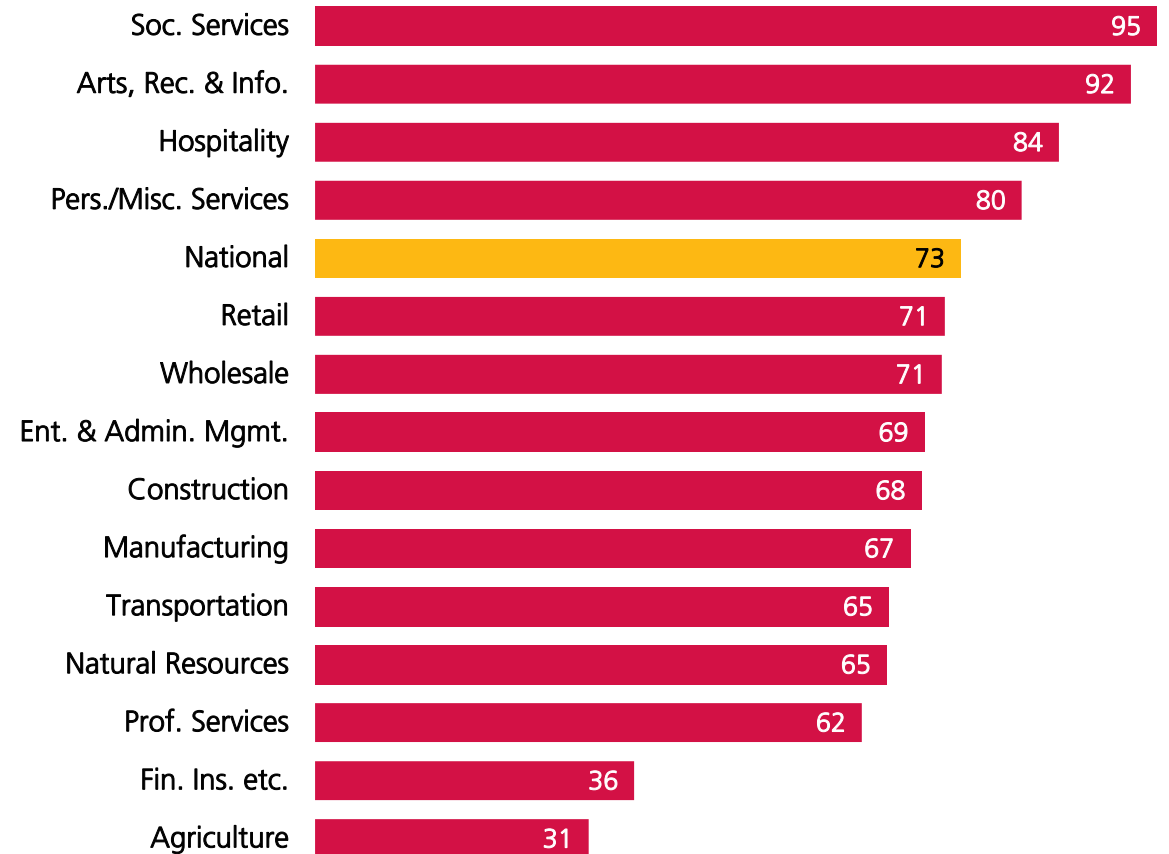
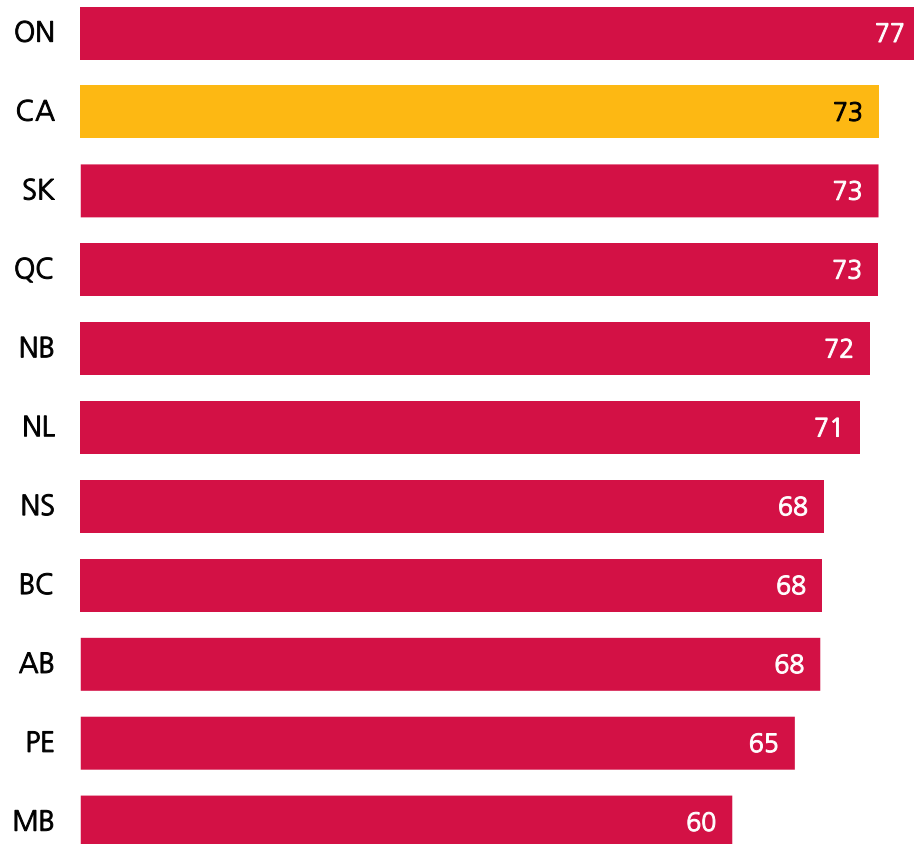
Note: The percentage of responses may not always add to 100%, due to rounding.

## CECRA - Drop in revenue of 70% or more (% response)



Source: CFIB, Your Business and COVID-19 – Survey Number Nine, May 2020, preliminary results, n = 6,341.

## CEWS - Drop in revenue of 30% or more (% response)

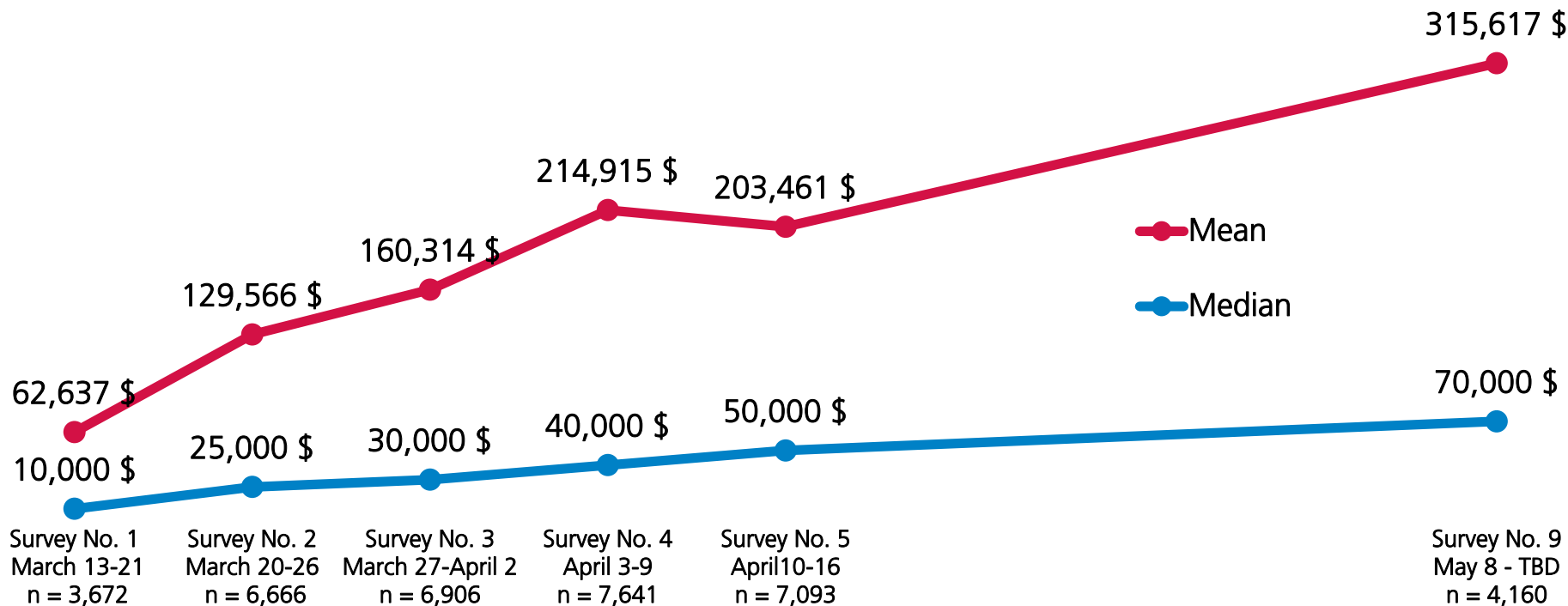


Source: CFIB, Your Business and COVID-19 – Survey Number Nine, May 2020, preliminary results, n = 6,341.



# Cumulative costs of COVID-19 to date, by business (extra costs, lost sales, production slowed or halted, plans cancelled, etc.)

In the last 8 weeks:



➤ The average cost has increased \$252,980

➤ The typical (median) cost has increased \$60,000

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

(Select all that apply, % response)

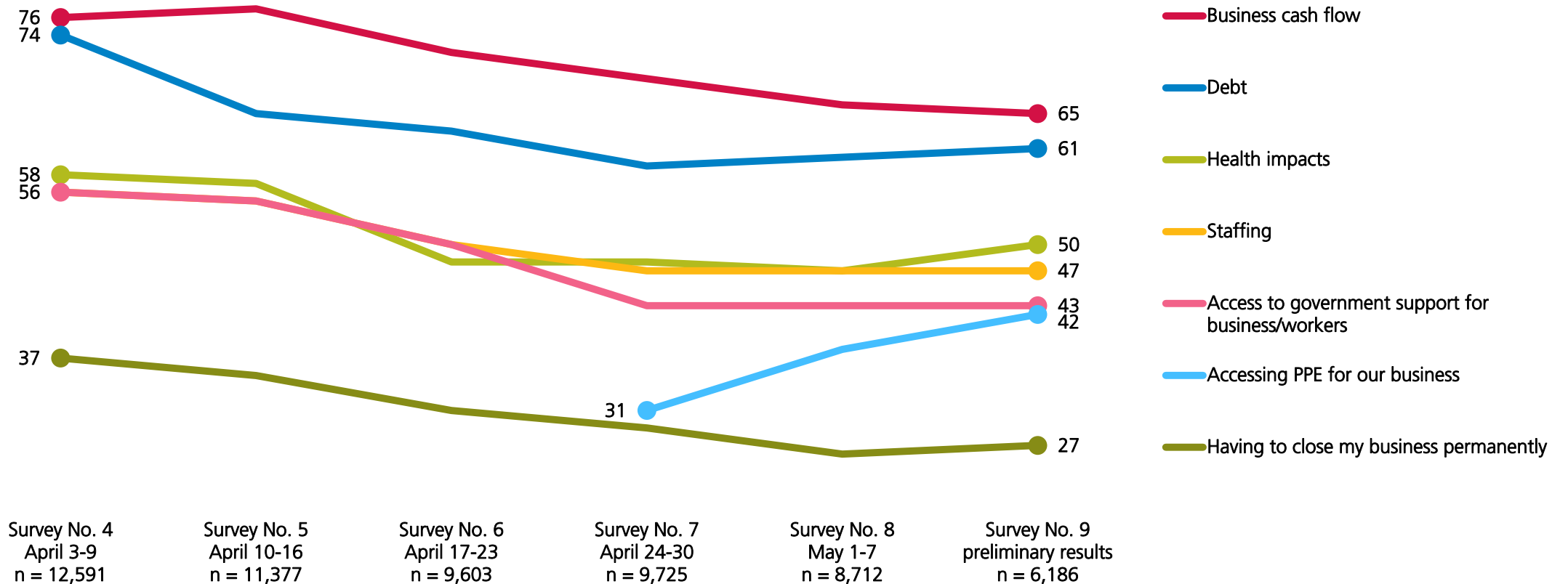


Source: CFIB, Your Business and COVID-19 – Survey Number Nine, May 2020, preliminary results, n = 6,186.

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

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

(Select all that apply, % response)

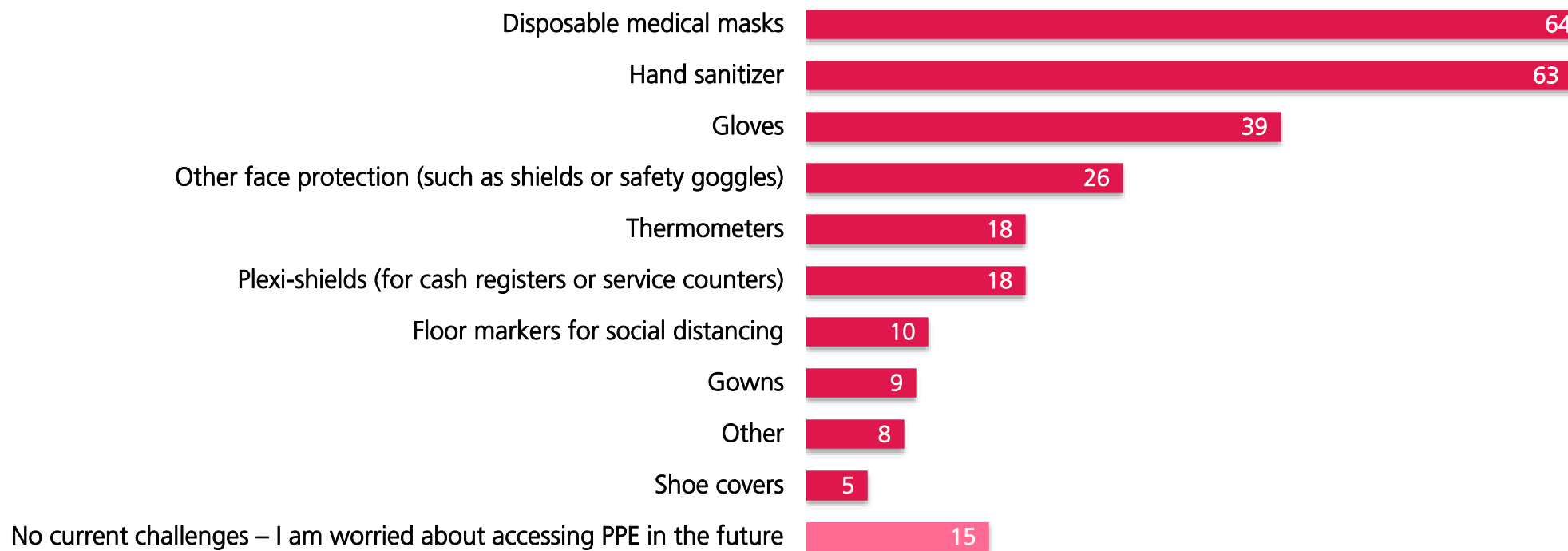


Note: Some answer choices from this question have been excluded as they have remained stable over time. They include: Economic repercussions; consumer spending will be reduced; Overwhelming stress, Access to enough income as a self-employed worker; Business logistics; No concerns at the moment; Other; Don't know/Unsure.

- For those worried about accessing personal protective equipment –

## What types of PPE is your business having difficulty accessing?

(Select all that apply, % response)



Source: CFIB, Your Business and COVID-19 – Survey Number Nine, May 2020, preliminary results, n = 2,540.

Note: 1) Only includes respondents who indicated they are worried about accessing personal protective equipment for their business.

2) Respondents are allowed to select multiple answers, percentages will not add to 100%

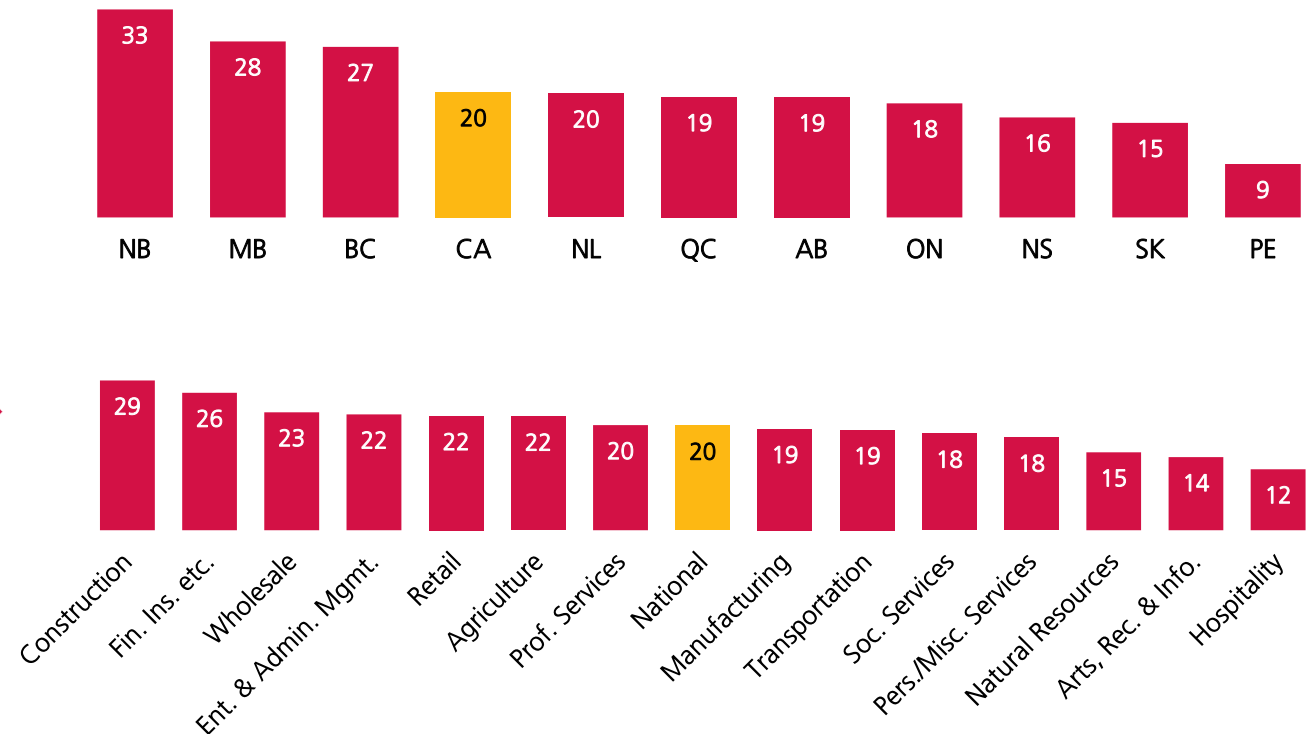
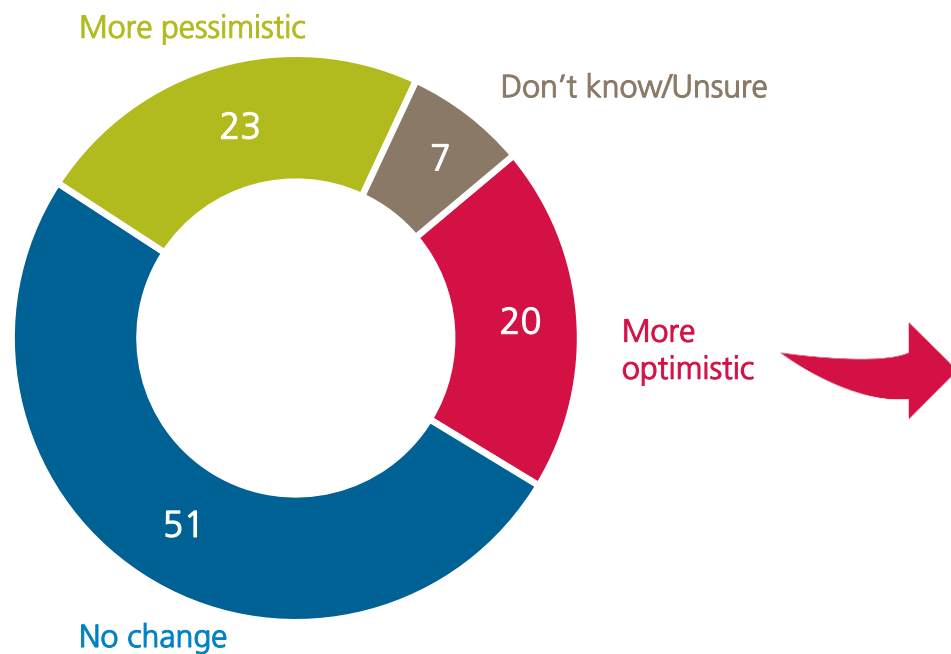
- For those worried about accessing personal protective equipment –  
**What types of PPE is your business having difficulty accessing?**  
 (Select all that apply, % response)

	Top provincial response				Top industry response			
		1 <sup>st</sup>		2 <sup>nd</sup>		1 <sup>st</sup>		2 <sup>nd</sup>
Disposable medical masks	NS	67%	QC	67%	Wholesale	76%	Social services	74%
Hand sanitizer	NB	67%	MB	66%	Retail	66%	Ent. & Admin. Mgmt.	66%
Gloves	NS	45%	NB	44%	Retail	46%	Wholesale	43%
Other face protection	NB	35%	QC	34%	Social services	37%	Personal Misc. Services	30%
Thermometers	NB	25%	NS	21%	Social services	29%	Personal Misc. Services	24%
Plexi-shields	BC	24%	QC	21%	Hospitality	26%	Arts, Rec. & Info.	25%
Floor markers for social distancing	MB	15%	NB	14%	Hospitality	18%	Retail	15%
Gowns	SK	14%	MB	13%	Social services	36%	Personal Misc. Services	18%
Shoe covers	SK	6%	NB	6%	Social services	13%	Ent. & Admin. Mgmt.	9%
No current challenges	NS	19%	SK	18%	Transportation	23%	Hospitality	22%

Source: CFIB, Your Business and COVID-19 – Survey Number Nine, May 2020, preliminary results, n = 2,540.

Note: Only includes respondents who indicated they are worried about accessing personal protective equipment for their business.

# Compared to a week ago, how are you feeling about the future of your business? (% response)

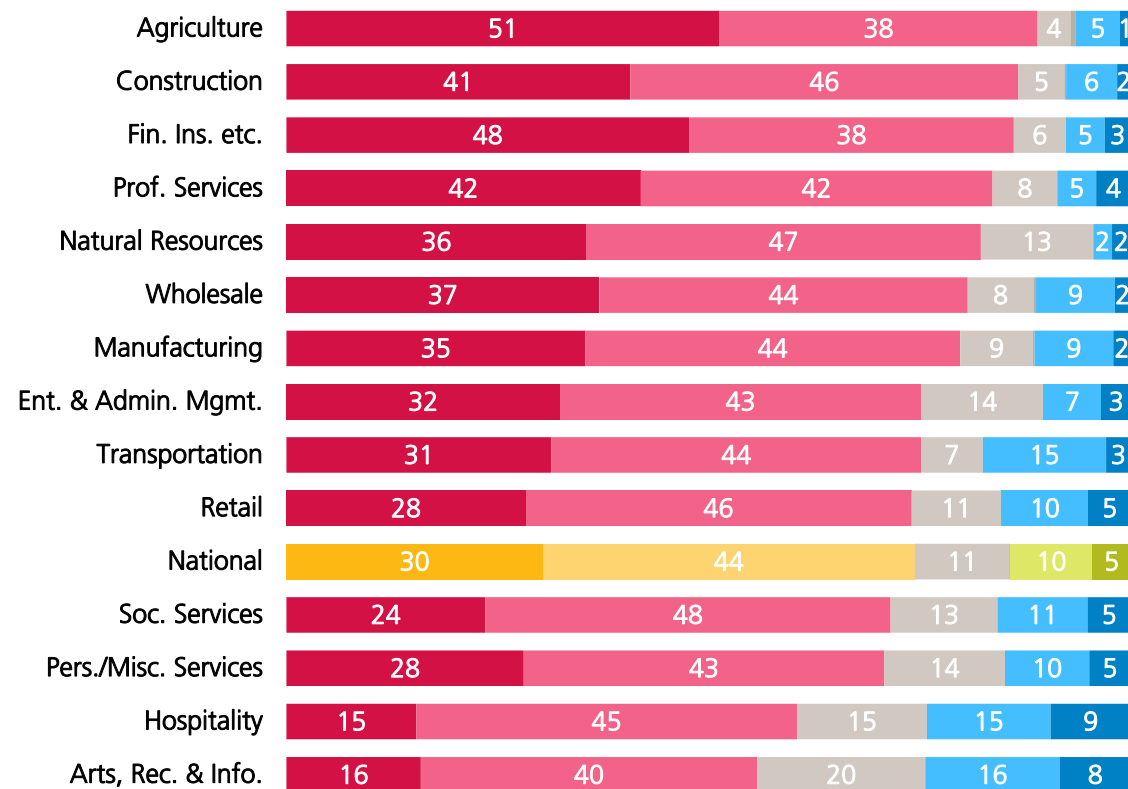
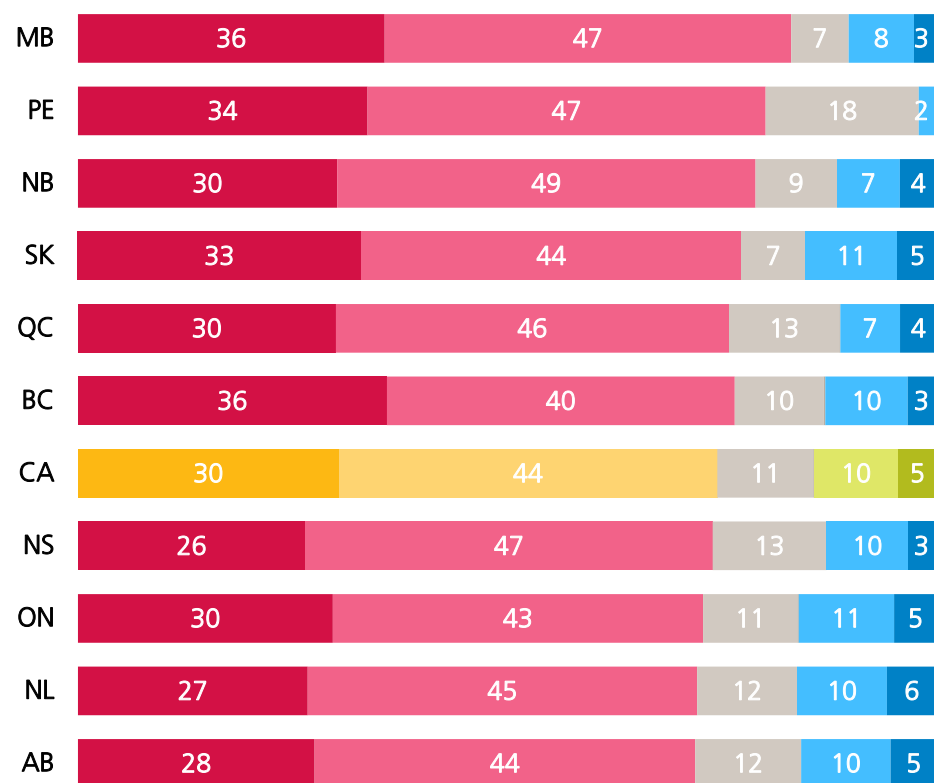


Source: CFIB, Your Business and COVID-19 – Survey Number Nine, May 2020, preliminary results, n = 6,164.

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

# "I am confident my business will survive COVID-19"

(% response)

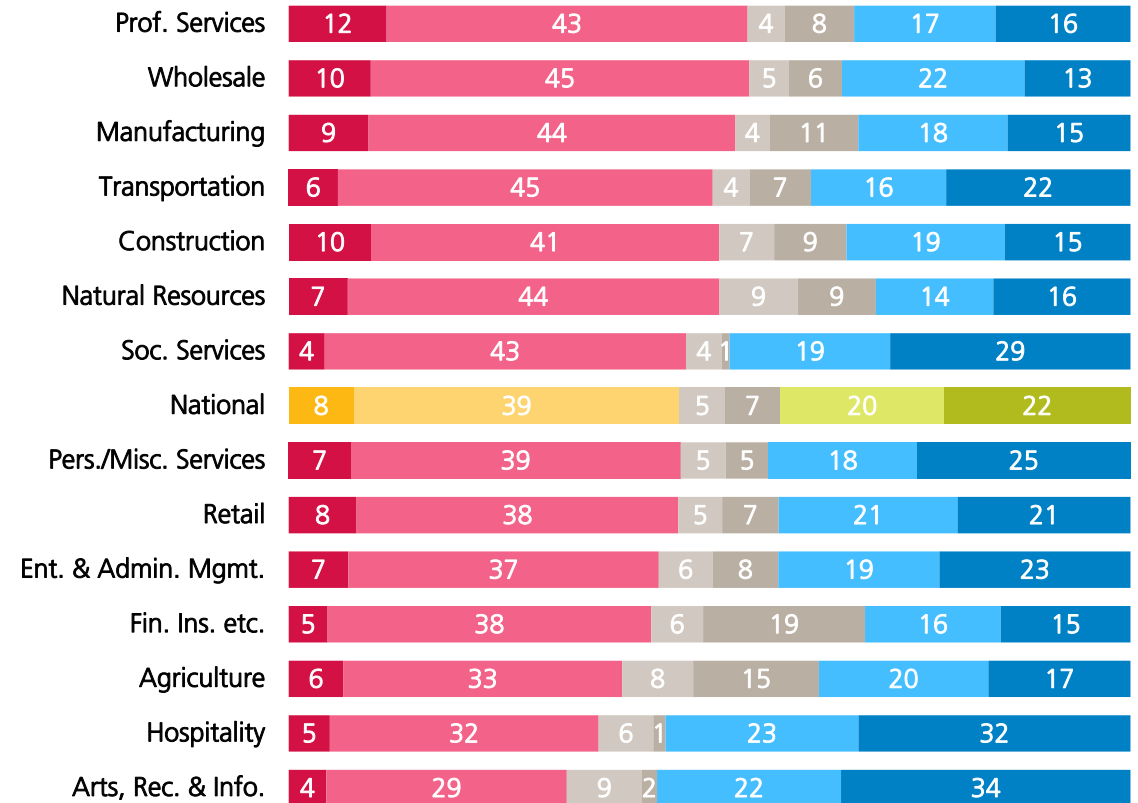
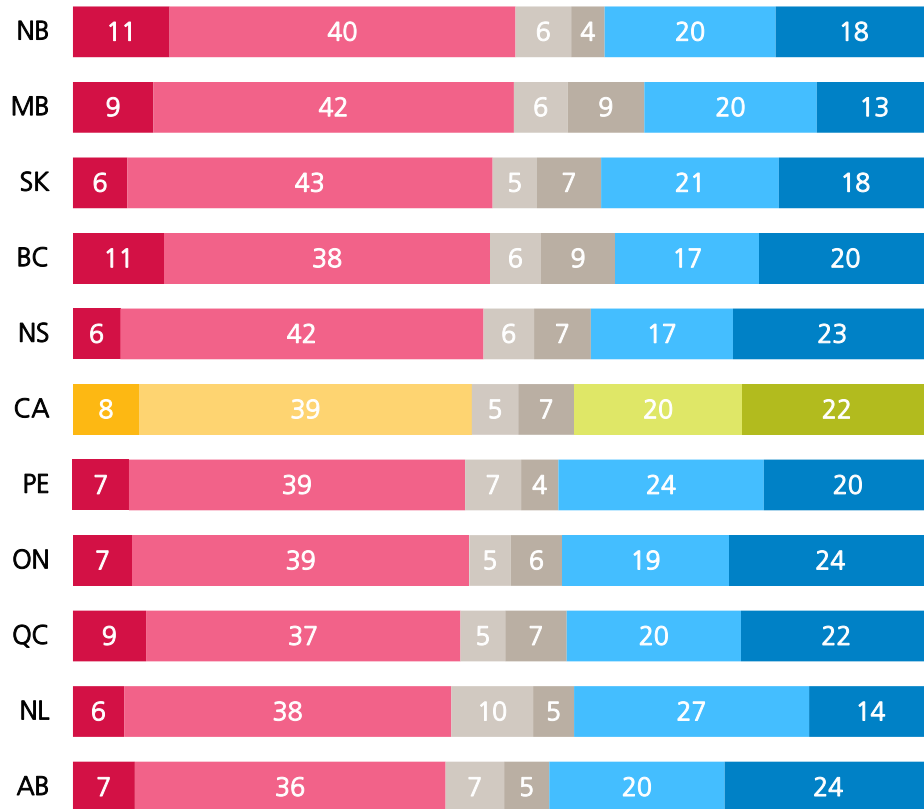


■ Strongly agree ■ Somewhat agree ■ Don't know/Unsure ■ Not applicable ■ Somewhat disagree ■ Strongly disagree

Source: CFIB, Your Business and COVID-19 – Survey Number Nine, May 2020, preliminary results, n = 5,999.

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

## "My business is getting the help it needs to survive" (% response)



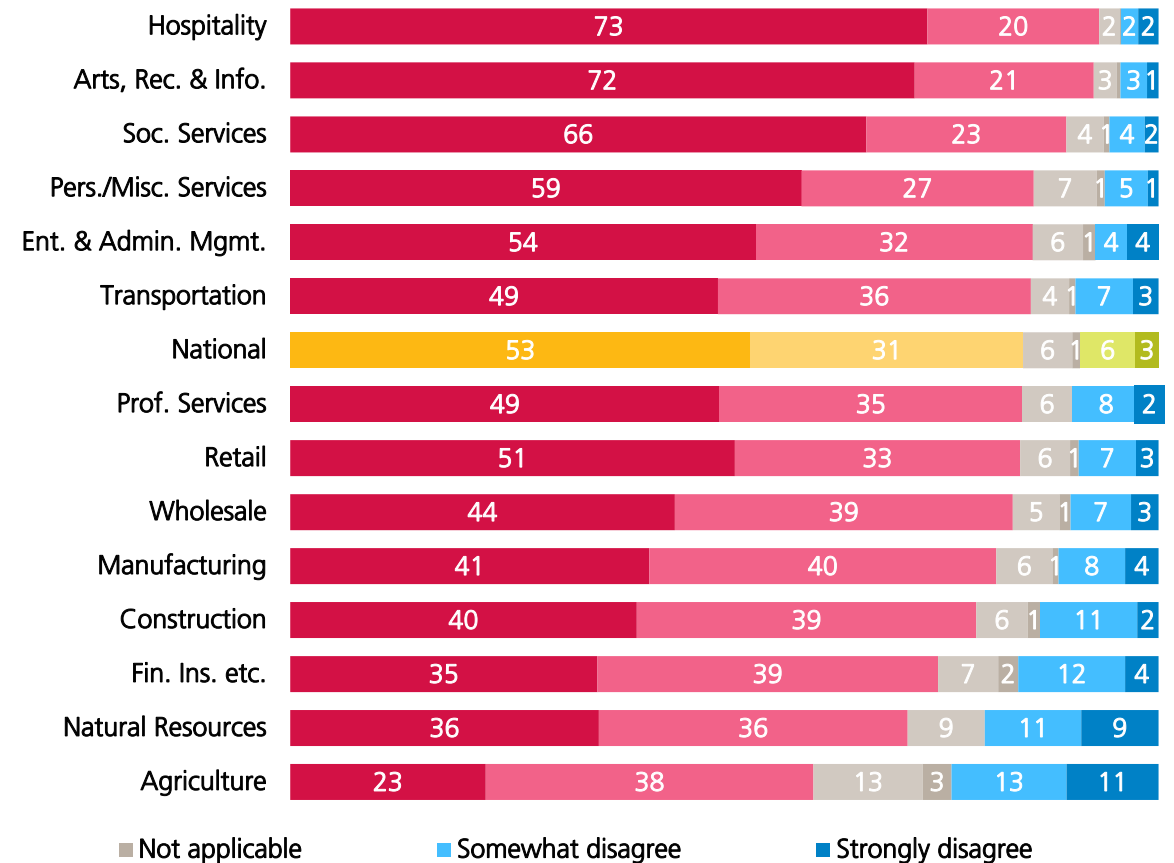
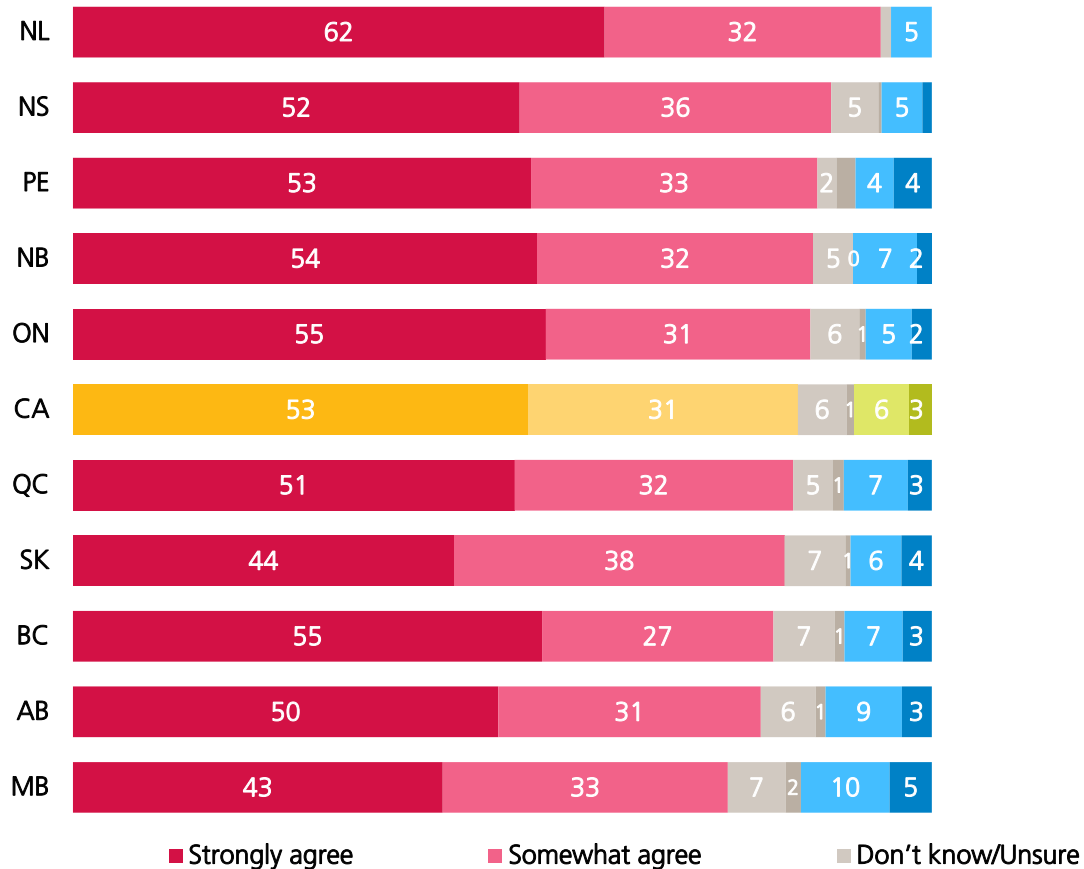
■ Strongly agree 
 ■ Somewhat agree 
 ■ Don't know/Unsure 
 ■ Not applicable 
 ■ Somewhat disagree 
 ■ Strongly disagree

Source: CFIB, Your Business and COVID-19 – Survey Number Nine, May 2020, preliminary results, n = 5,952.

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



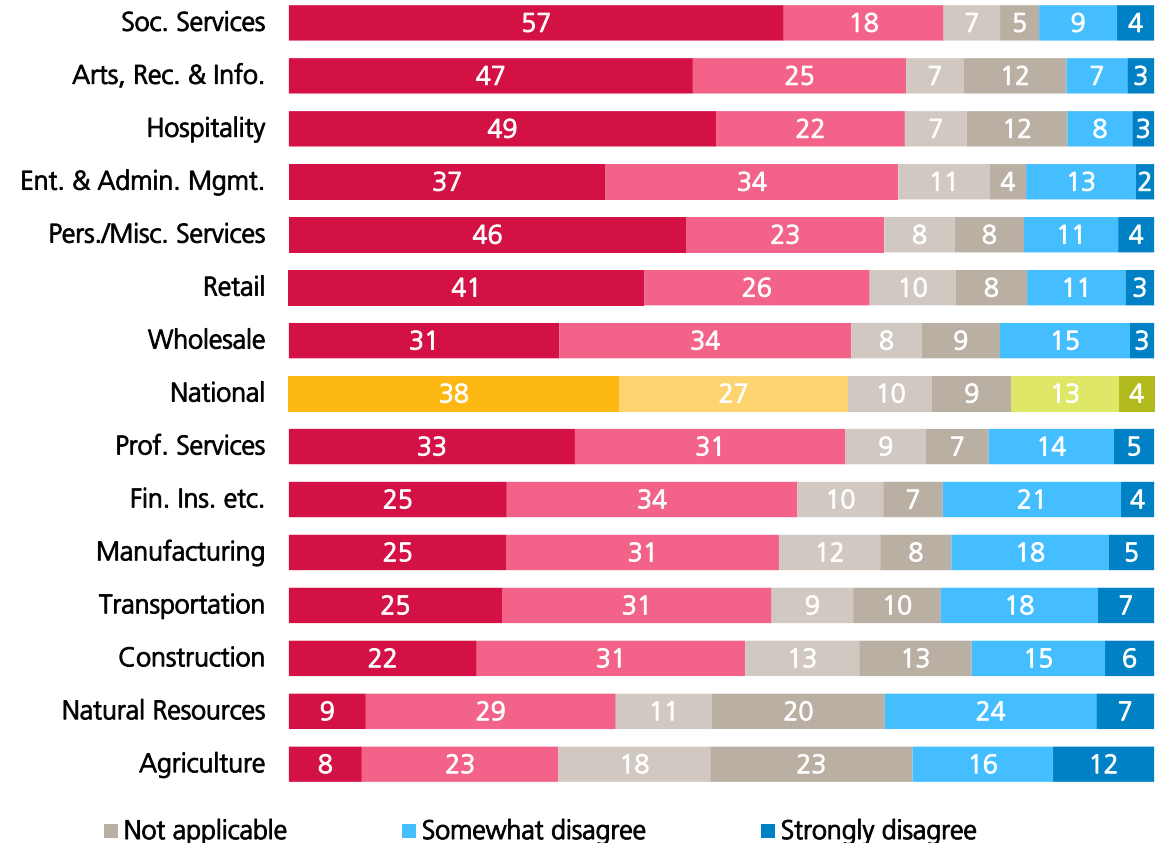
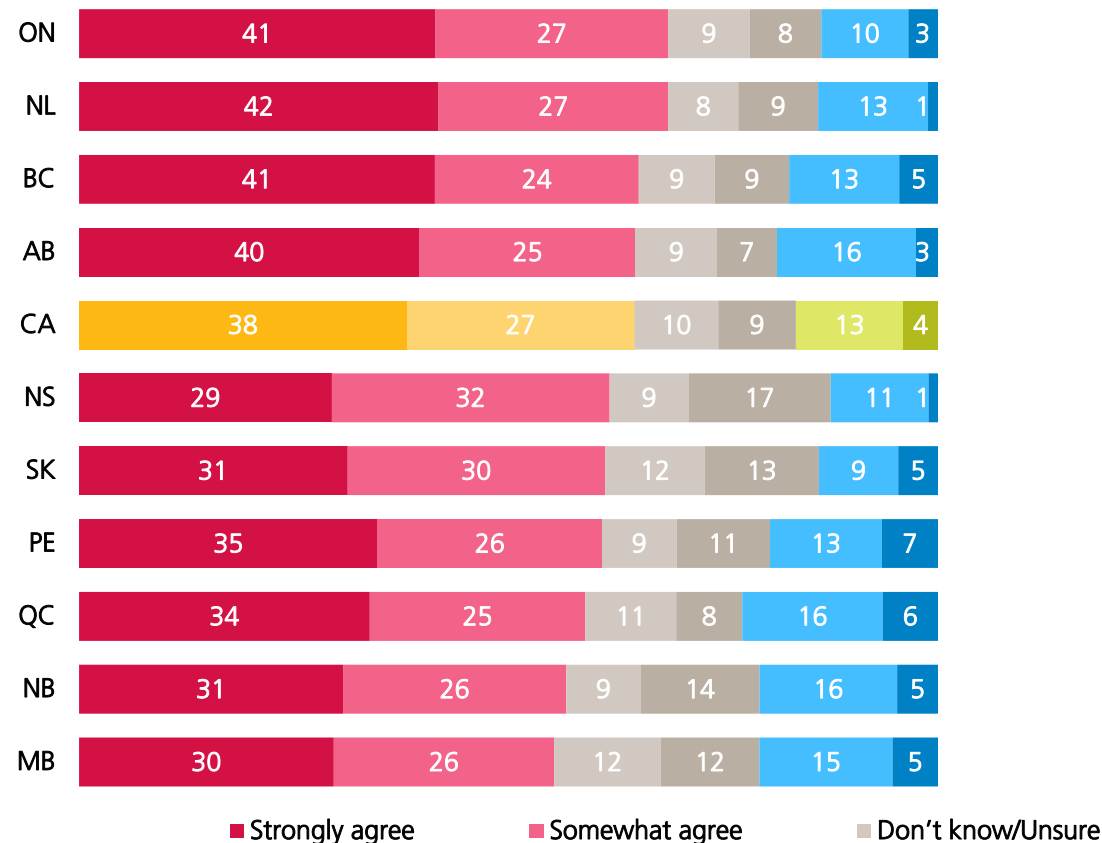
## “Governments should be thinking about extending business supports through summer” (% response)



Source: CFIB, Your Business and COVID-19 – Survey Number Nine, May 2020, preliminary results, n = 5,940.

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

## "Governments need to do more to help businesses with commercial rent" (% response)



Source: CFIB, Your Business and COVID-19 – Survey Number Nine, May 2020, preliminary results, n = 5,969.

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

# Please indicate which business relief measures you think your local government should focus on right now. (Select all that apply, % response)

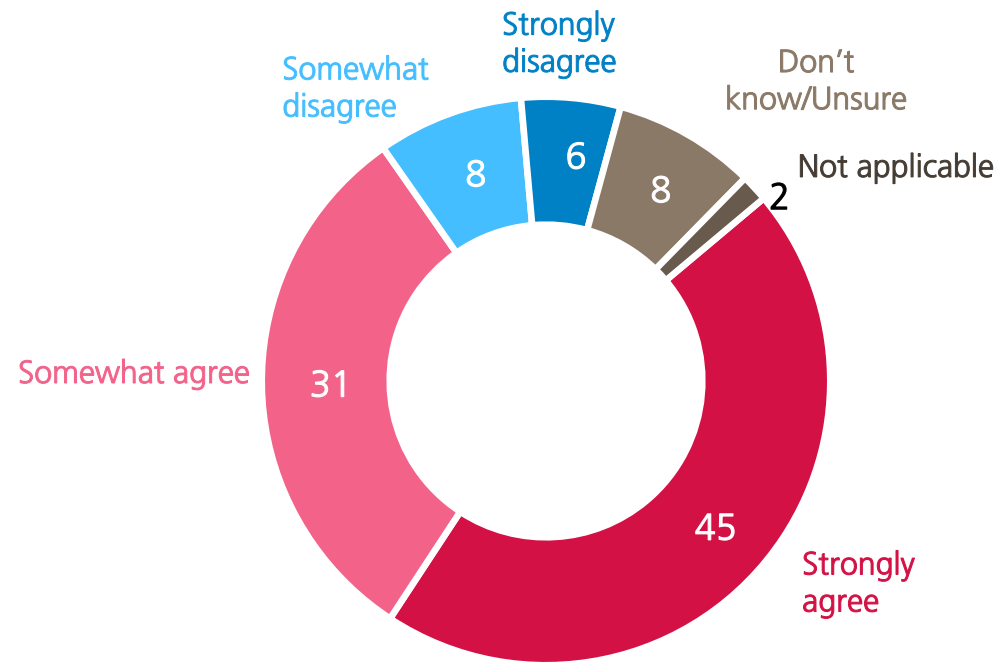


96% of businesses indicate that help from their local government is still needed

Source: CFIB, Your Business and COVID-19 – Survey Number Nine, May 2020, preliminary results, n = 5,939.

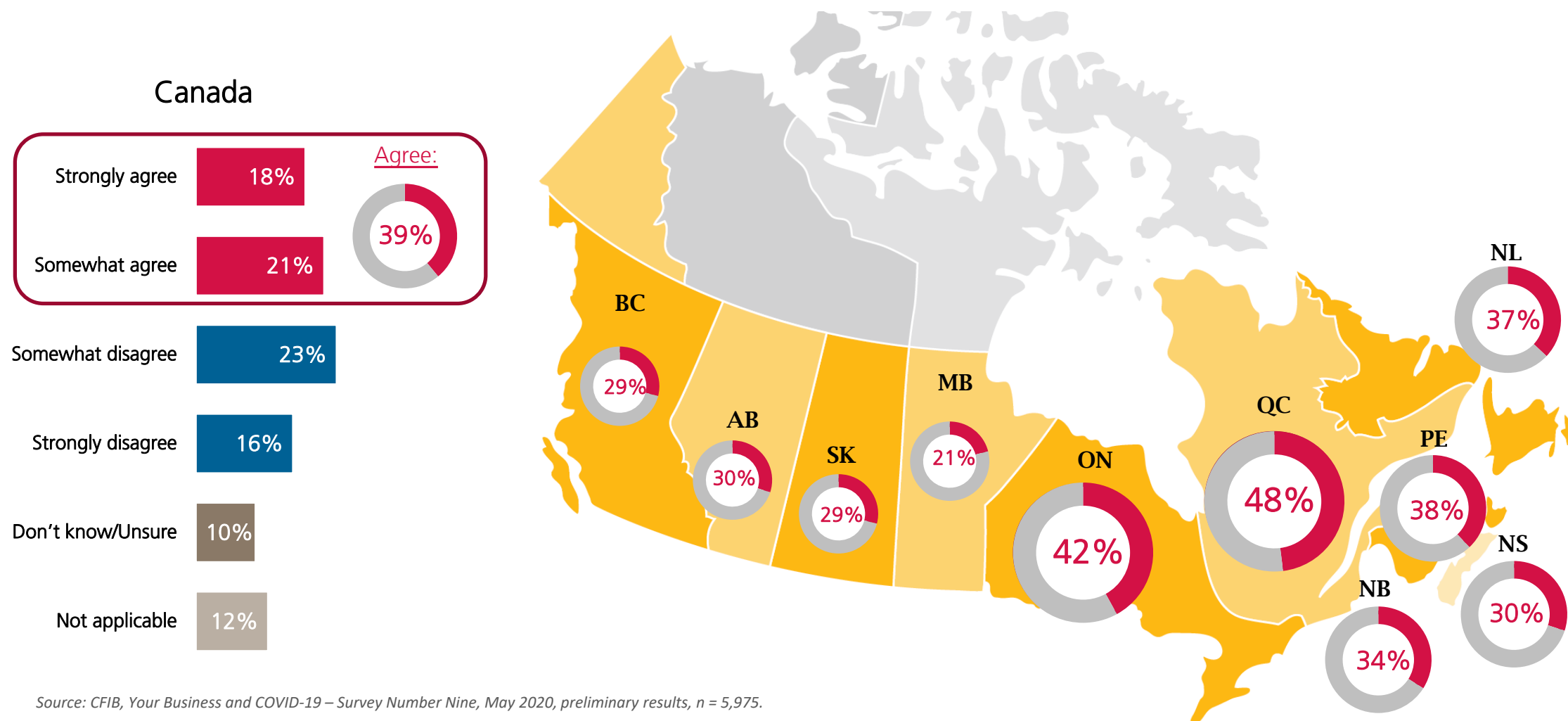
Note: Respondents are allowed to select multiple answers, percentages will not add to 100%

“Municipalities should be allowed to borrow extra money to offer relief for small businesses financially impacted by COVID-19” (% response)

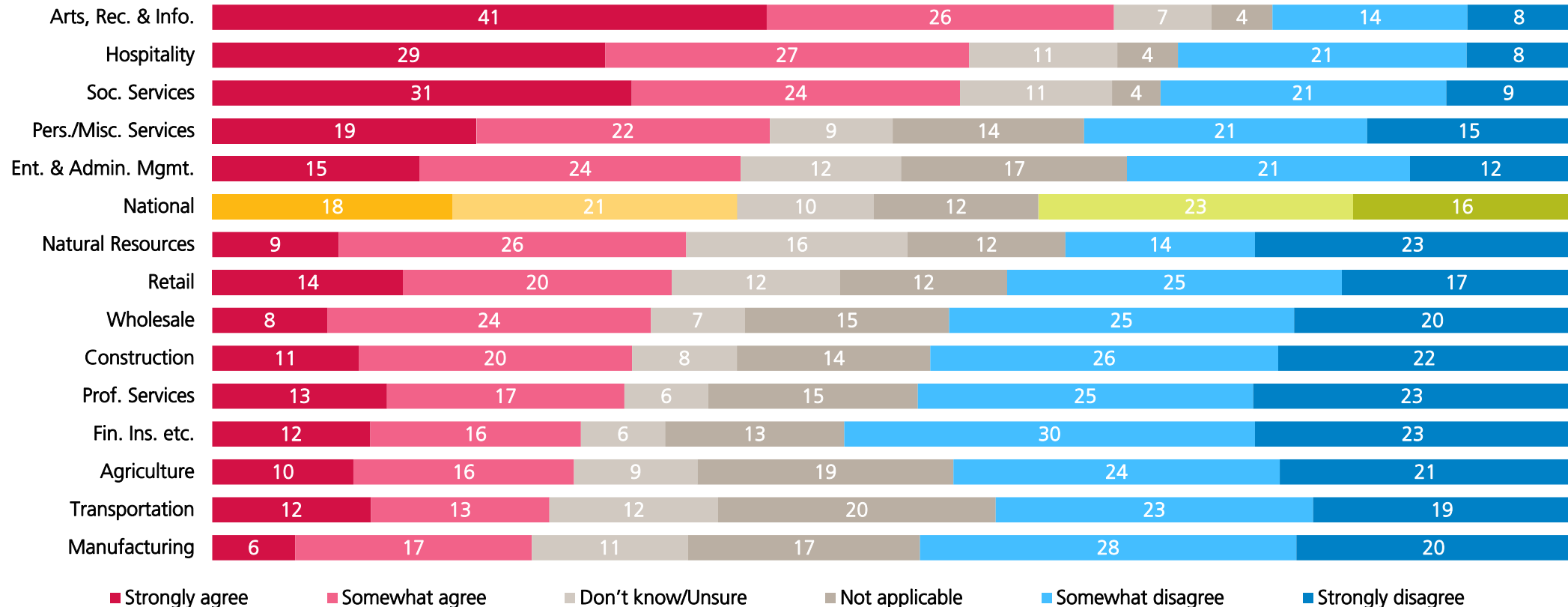


Source: CFIB, Your Business and COVID-19 – Survey Number Nine, May 2020, preliminary results, n = 5,975.

# "I feel my business is being left behind by the current economic reopening plan released by my province "



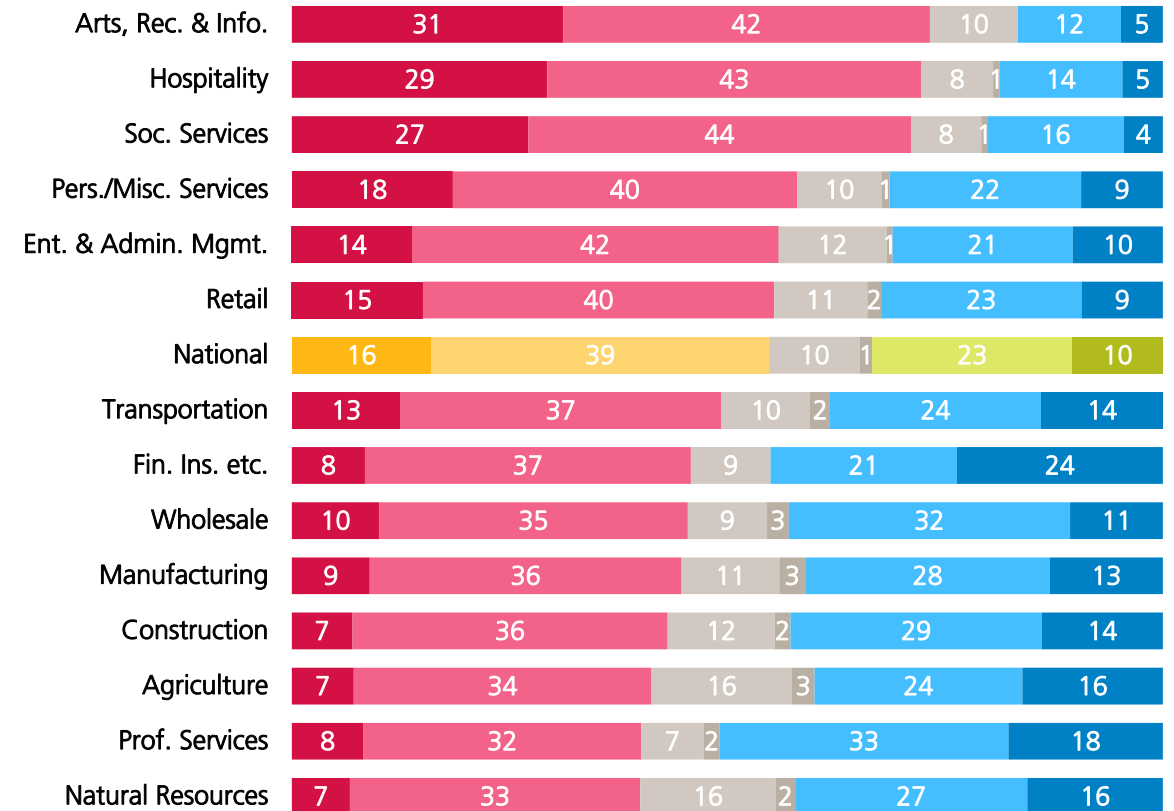
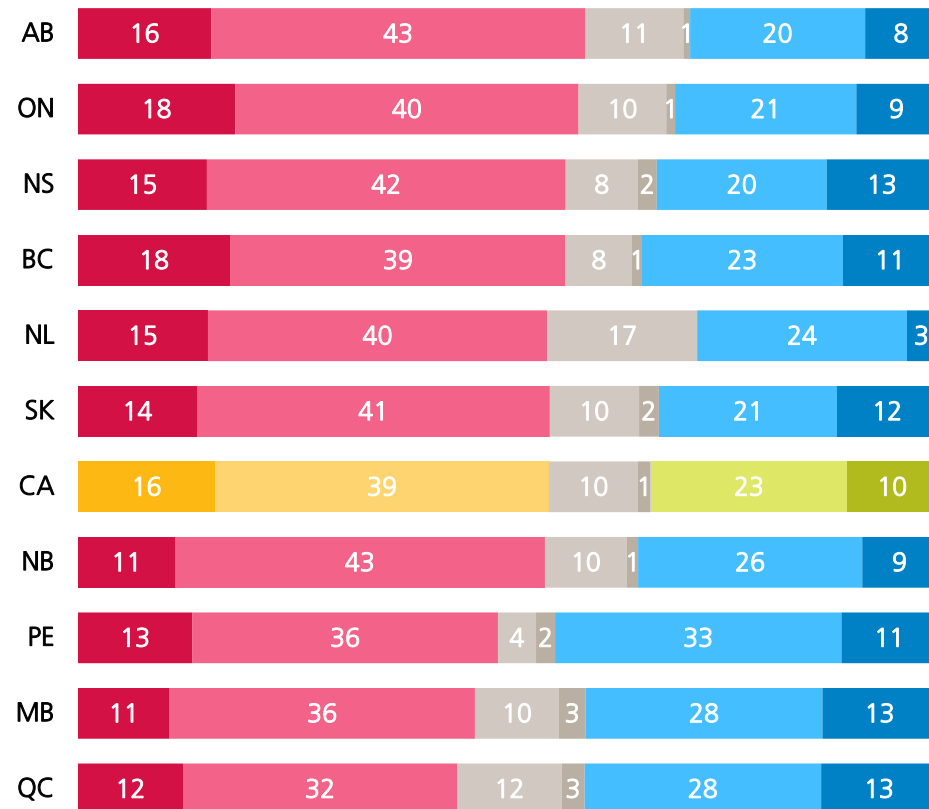
## "I feel my business is being left behind by the current economic reopening plan released by my province " (% response)



Source: CFIB, Your Business and COVID-19 – Survey Number Nine, May 2020, preliminary results, n = 5,975.

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

## "I am worried the "new normal" is not a sustainable model for my business" (% response)

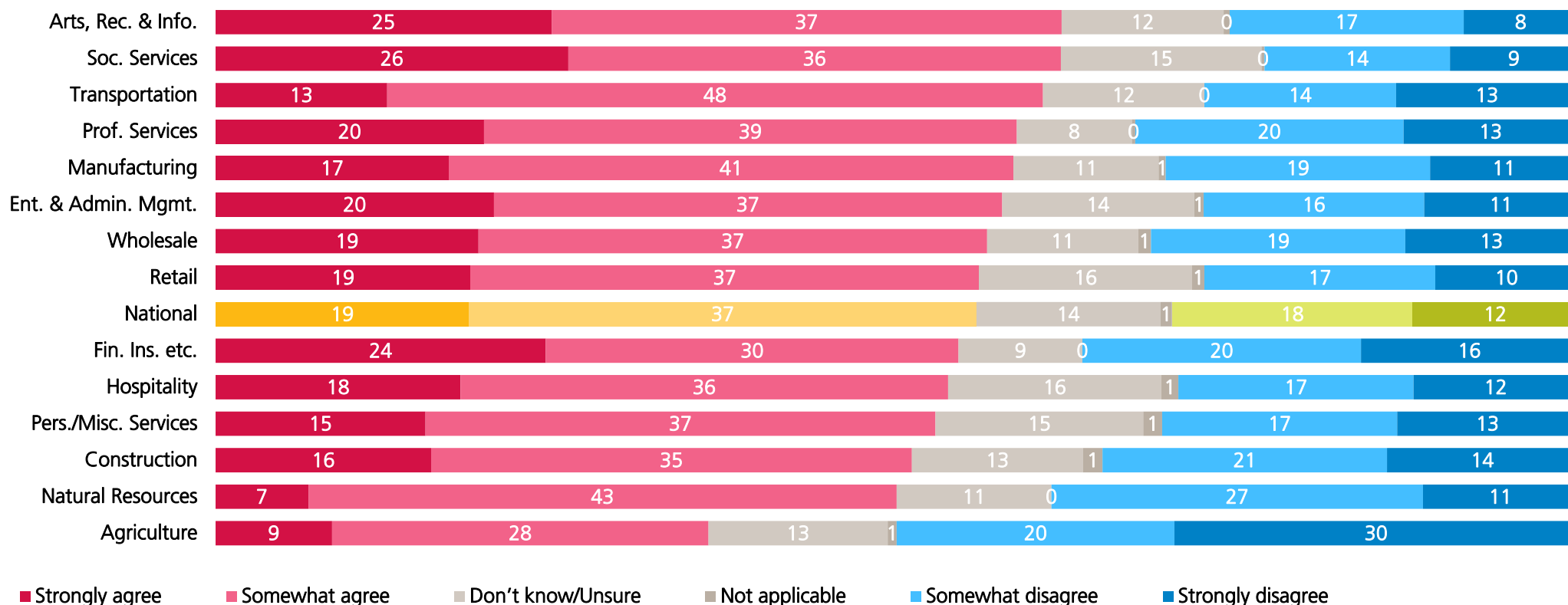


■ Strongly agree ■ Somewhat agree ■ Don't know/Unsure ■ Not applicable ■ Somewhat disagree ■ Strongly disagree

Source: CFIB, Your Business and COVID-19 – Survey Number Nine, May 2020, preliminary results, n = 5,972.

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

“In general, the benefits to society and the economy from current COVID-19 relief and economic stimulus measures are worth what they cost our governments” (% response)



Source: CFIB, Your Business and COVID-19 – Survey Number Nine, May 2020, preliminary results, n = 5,962.

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



# Appendix

# Cumulative costs of COVID-19 to date, by business (extra costs, lost sales, production slowed or halted, plans cancelled, etc.)? – **mean** and **median**

## By Province

	YK	NWT	SK	MB	NL	QC	PE	BC	ON	CANADA	NB	NS	AB
Respondents	5	3	115	122	54	833	31	369	1,961	4,160	140	163	364
Mean	\$22,400	\$50,000	\$113,249	\$204,508	\$232,593	\$242,856	\$254,523	\$272,490	\$305,723	\$315,617	\$322,605	\$569,103	\$587,868

	YK	NWT	PE	SK	BC	QC	NS	NB	CANADA	ON	AB	MB	NL
Respondents	5	3	31	115	369	833	163	140	4,160	1,961	364	122	54
Median	\$2,000	\$20,000	\$50,000	\$55,000	\$60,000	\$60,000	\$60,000	\$67,500	\$70,000	\$75,000	\$80,000	\$82,500	\$92,500

## By Industry

	Pers./Mis. Ser.	Retail	F.I.R.E.	Arts/Rec./Inf.	Hospitality	Ent./Adm. Mgt	Prof. Serv.	CANADA	Transportation	Wholesale	Manufacturing	Construction	Soc. Serv.	Agriculture	Nat. Res.
Respondents	459	913	82	184	458	103	250	4,160	84	207	375	287	396	98	22
Mean	\$81,166	\$206,788	\$219,378	\$223,868	\$269,530	\$295,509	\$297,005	\$315,617	\$338,226	\$385,671	\$405,015	\$504,127	\$505,818	\$1,300,103	\$1,563,773

	Pers./Mis. Ser.	Agriculture	F.I.R.E.	Prof. Serv.	Retail	CANADA	Nat. Res.	Arts/Rec./Inf.	Hospitality	Ent./Adm. Mgt	Soc. Serv.	Construction	Manufacturing	Transportation	Wholesale
Respondents	459	98	82	250	913	4,160	22	184	458	103	396	287	375	84	207
Median	\$45,000	\$50,000	\$50,000	\$50,000	\$60,000	\$70,000	\$73,000	\$75,500	\$76,500	\$80,000	\$80,000	\$100,000	\$100,000	\$100,000	\$150,000

Source: CFIB, Your Business and COVID-19 – Survey Number Nine, May 2020, preliminary results n = 4,160.

## Cumulative costs of COVID-19 to date, by business (extra costs, lost sales, production slowed or halted, plans cancelled, etc.)? – **mean** and **median**

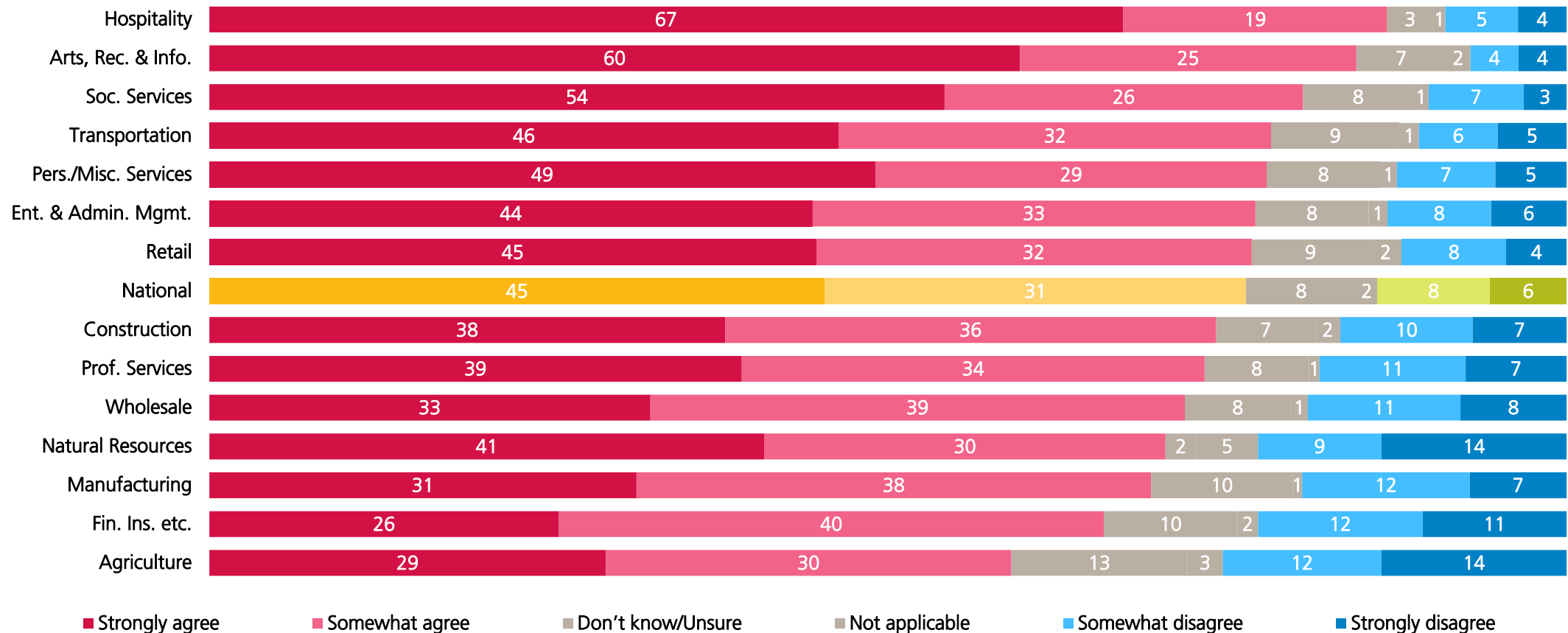
### By Size of Business

	0-4	CANADA	5-19	20-49	50-99	100-499
Respondents	1779	4,160	1748	432	106	34
<b>Mean</b>	\$109,728	<b>\$315,617</b>	\$244,129	\$885,411	\$1,475,309	\$1,413,088

	0-4	CANADA	5-19	20-49	50-99	100-499
Respondents	1779	4,160	1748	432	106	34
<b>Median</b>	\$40,000	<b>\$70,000</b>	\$100,000	\$220,000	\$300,000	\$625,000

Source: CFIB, Your Business and COVID-19 – Survey Number Nine, May 2020, preliminary results n = 4,160.

## “Municipalities should be allowed to borrow extra money to offer relief for small businesses financially impacted by COVID-19” (% response)



Source: CFIB, Your Business and COVID-19 – Survey Number Nine, May 2020, preliminary results, n = 5,975.

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