



**CANADIAN FEDERATION
OF INDEPENDENT BUSINESS**

In business for your business™



COVID-19: State of Small Business

Key results – Survey 21



2020-09-30

Overview of CFIB surveys since mid-March

Phase 1 – Emergency (weekly surveys)

Survey	No. 1	No. 2	No. 3	No. 4	No. 5	No. 6	No. 7	No. 8	No. 9	No. 10
<i>Active dates</i>	Mar. 13-21	Mar. 20-26	Mar. 27 Apr. 2	Apr. 3-9	Apr. 10-16	Apr. 17-23	Apr. 24-30	May 1-7	May 8-14	May 15-21
<i>Active days</i>	9	7	7	7	7	7	7	7	7	7
<i>Respondents</i>	10,092	13,362	12,632	13,021	11,850	9,712	9,932	8,907	8,013	7,493

Phase 2 – Transitioning (gradual move to biweekly)

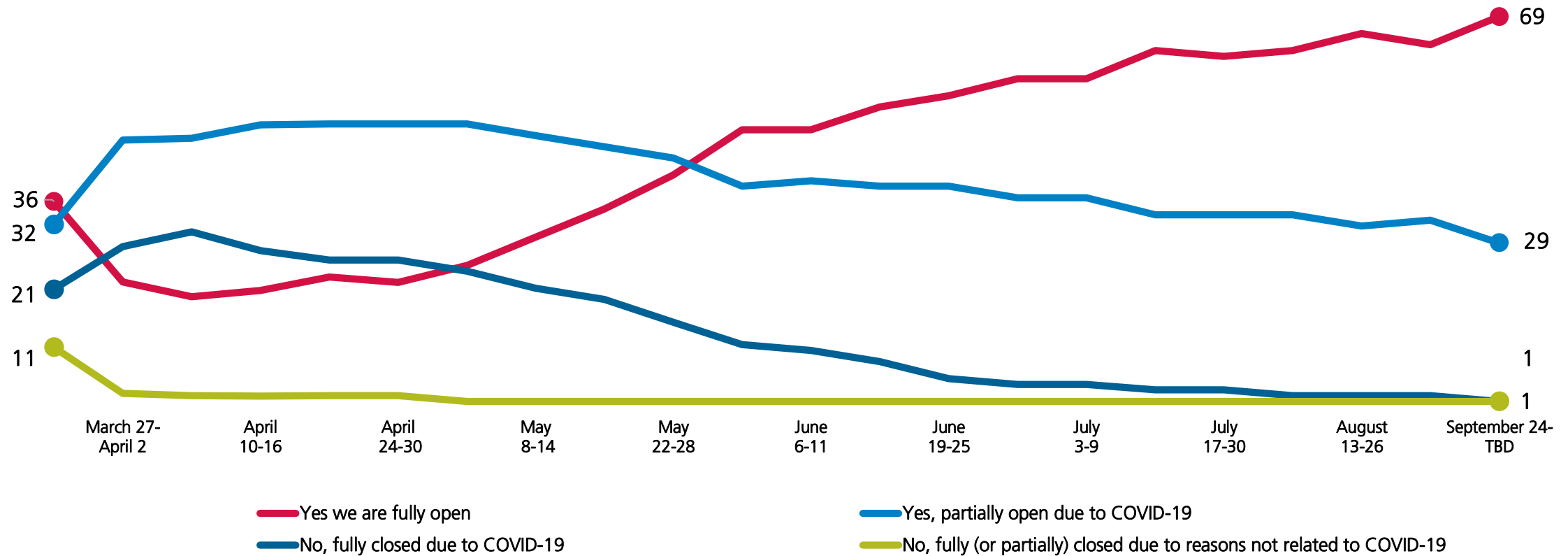
Survey	No. 11	No. 12	No. 13	No. 14	No. 15	No. 16	No. 17	No. 18	No. 19
<i>Active dates</i>	May 28- June 5	June 6-11	June 12-18	June 19-25	June 26-July 3	July 3-16	July 17-30	July 31-Aug. 13	Aug. 13-26
<i>Reminder date</i>	May 29								
<i>Active days</i>	9	6	7	7	8	14	14	14	14
<i>Respondents</i>	8,886	6,065	5,431	5,191	4,708	4,865	5,423	5,220	5,487

Phase 3 – Monthly surveys (every 4 weeks, with reminder after 2 weeks)

Survey	No. 20	September 2020	October 2020	November 2020	December 2020
<i>Active dates</i>	Aug. 27- Sept. 23	Sept. 24-TBD	Oct. 22	Nov. 19	Dec. 17
<i>Reminder date</i>	Sept. 10	Oct. 8	Nov. 5	Dec. 3	
<i>Active days</i>	28	8 (so far)			
<i>Respondents</i>	6,255	4,918			

As of today, is your business still open?

(% response)



Source: CFIB, COVID-19 surveys – March to September 2020, full details at <https://www.cfib-fcei.ca/en/research/survey-results/investigating-the-impact-of-covid-19-on-independent-business>

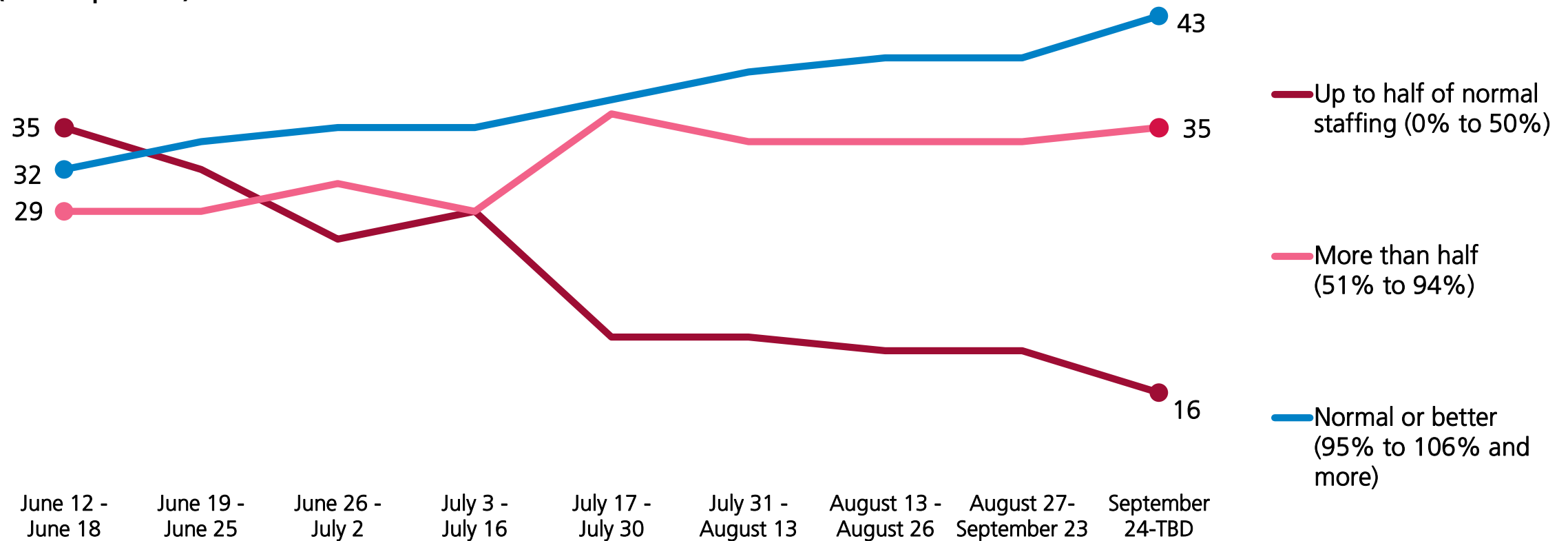
Businesses fully open, by province and sector

(% response)



Source: CFIB, COVID-19 recovery survey – September 2020, September 24-TBD, 2020, preliminary results, n = 4,896.

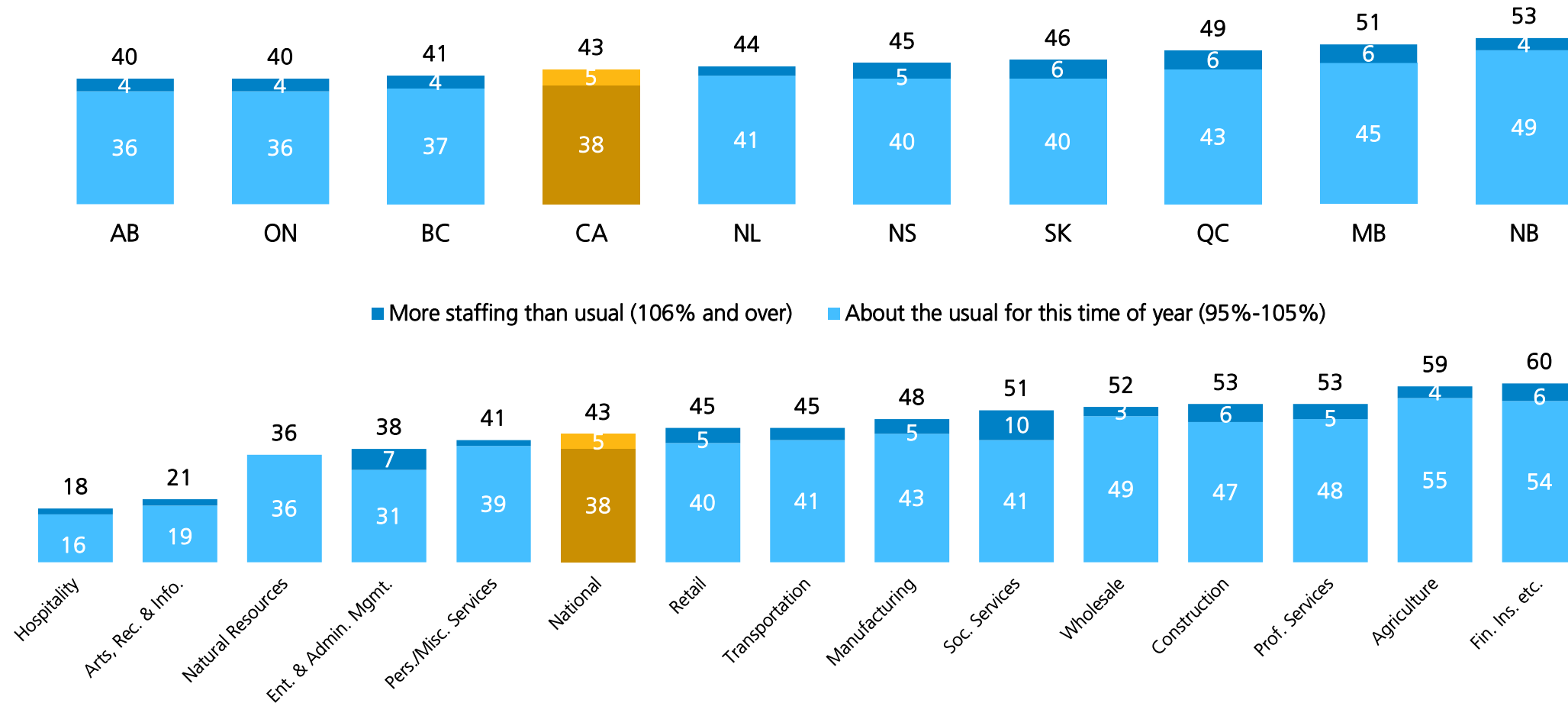
How much of your usual staffing capacity for this time of year is your business currently using? (% response)



Source: CFIB, COVID-19 surveys – June to September 2020, full details at <https://www.cfib-fcei.ca/en/research/survey-results/investigating-the-impact-of-covid-19-on-independent-business>

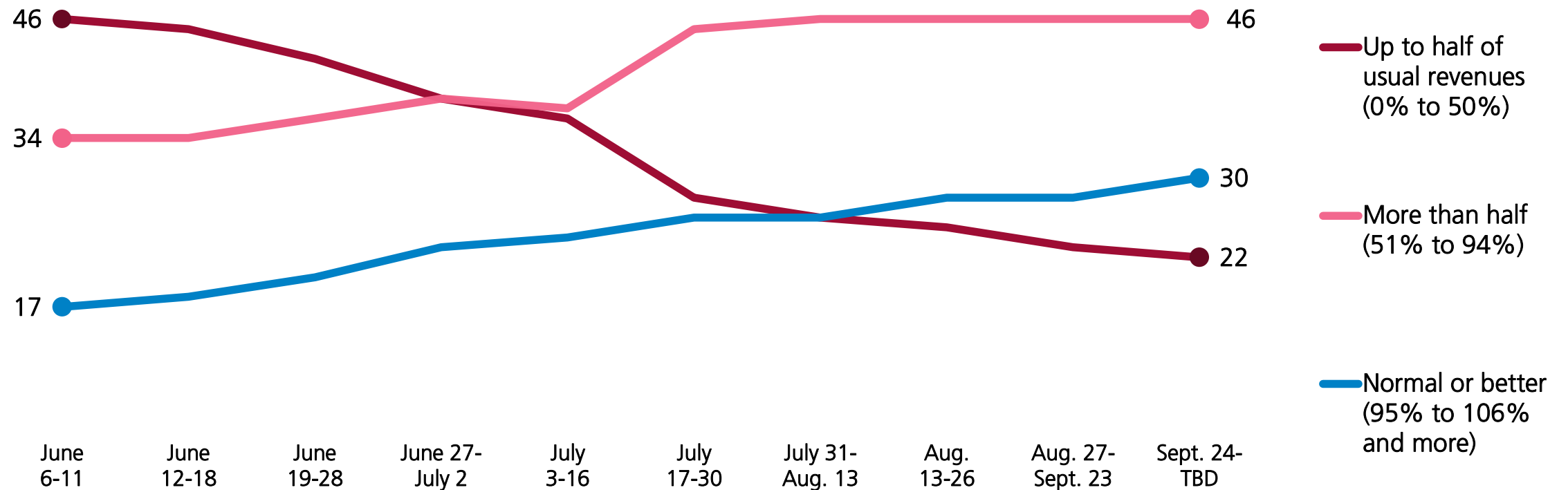
Note: Percentages may not add to 100% due to exclusion of 'Not applicable – no staff at this time' and 'Don't know' categories.

Normal or above normal staffing, by province and sector (% response)



Source: CFIB, COVID-19 recovery survey – September 2020, September 24-TBD, 2020, preliminary results, n = 4,875.

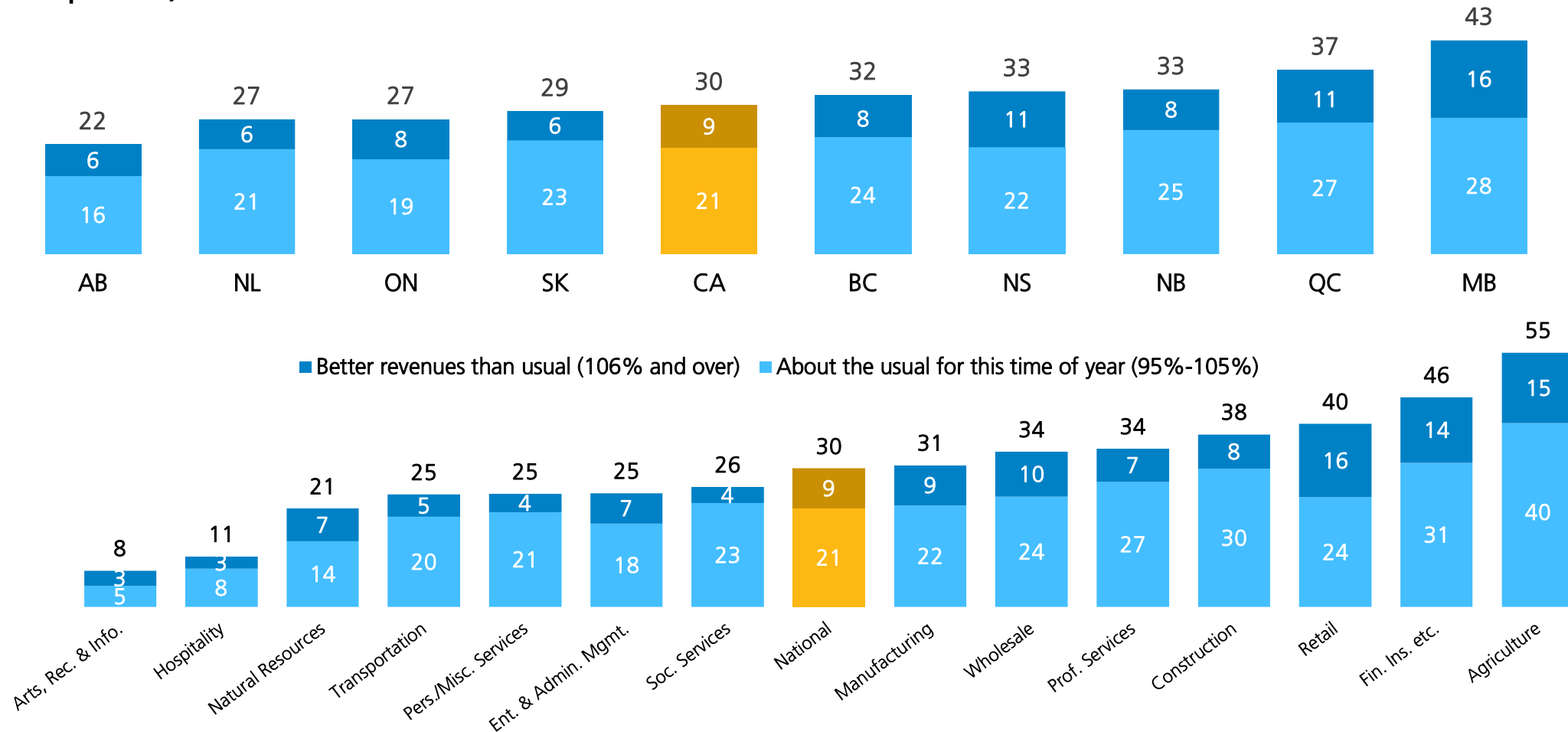
How much of your usual revenues for this time of year is your business currently making? (% response)



Source: CFIB, COVID-19 surveys – June to September 2020, full details at <https://www.cfib-fcei.ca/en/research/survey-results/investigating-the-impact-of-covid-19-on-independent-business>

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.

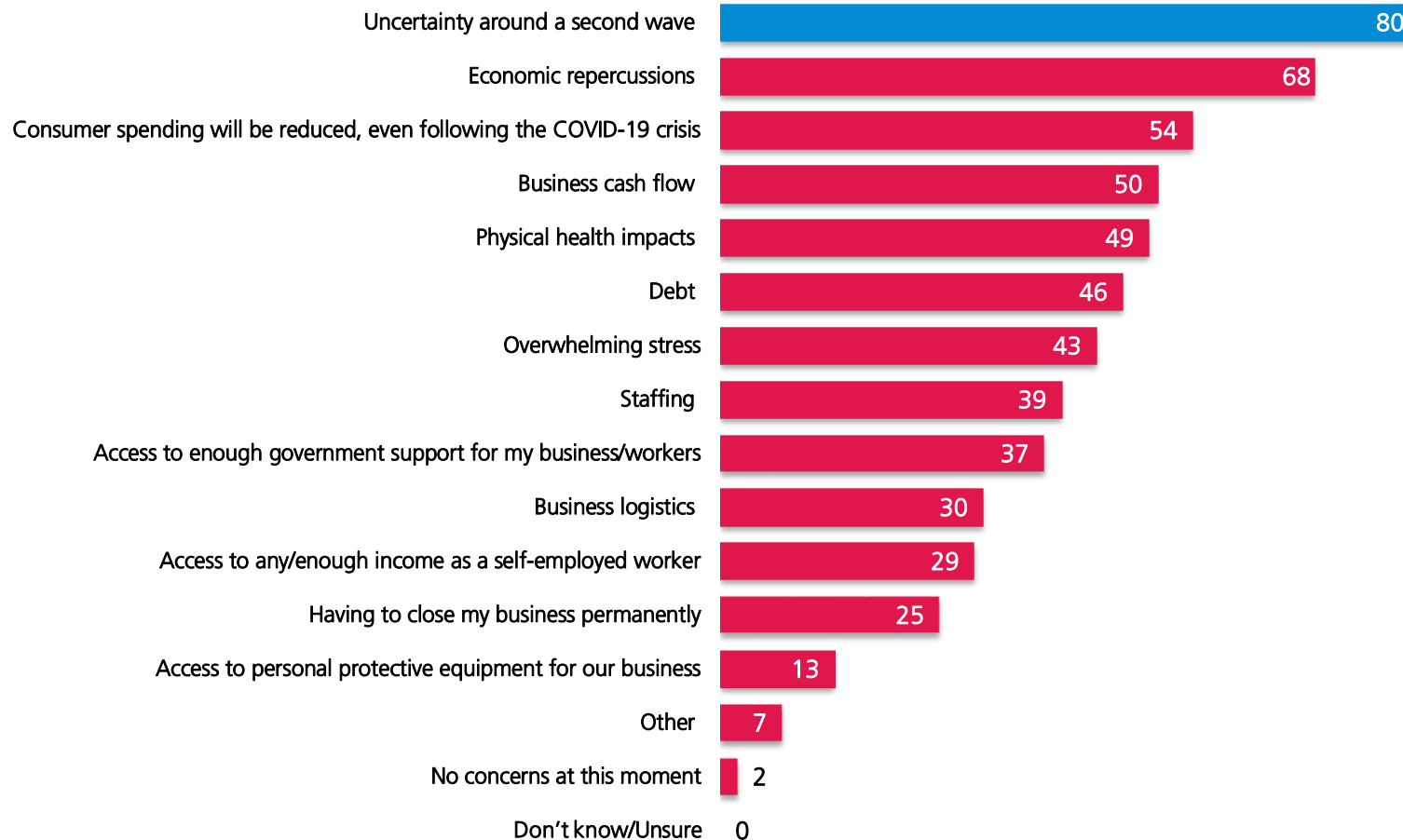
Normal or better revenues, by province and sector (% response)



Source: CFIB, COVID-19 Recovery Survey – September 2020, Sept. 24-TBD, 2020, preliminary results, n = 4,789.

What worries you most about COVID-19?

(Select all that apply, % response)



Change from last survey		Most concerned sector this week
New option		
↘	-2	Transportation
↘	-8	Hospitality
=	0	Arts & Rec
↗	+1	Hospitality
↘	-1	Arts & Rec
=	0	Hospitality
↗	+3	Hospitality
↗	+1	Hospitality
↗	+1	Soc. Services
=	0	Wholesale
↗	+2	Hospitality
↘	-3	Soc. Services
=	0	Ent. & Admin.
↘	-1	Agriculture
=	0	Nat. Resources

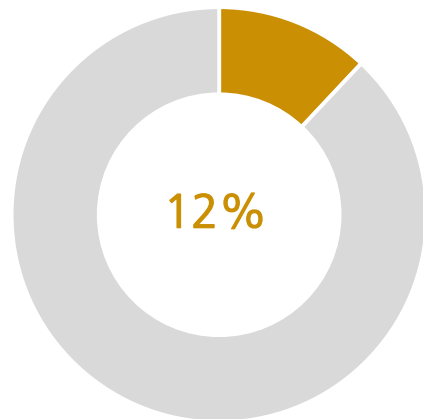
Source: CFIB, COVID-19 Recovery Survey – September 2020, Sept. 24-TBD, 2020, preliminary results, n = 4,812.

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

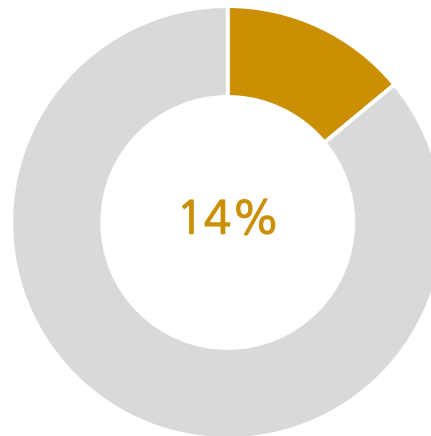
2) Respondents were allowed to select more than one answer choice. Percentages will not add to 100%.

“I am actively considering bankruptcy/winding down my business as a result of COVID-19”,
NET Agree (Strongly agree + Somewhat agree) (% response)

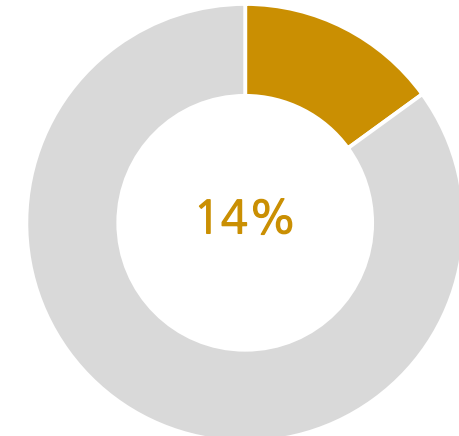
May 22-June 5



June 26-July 2

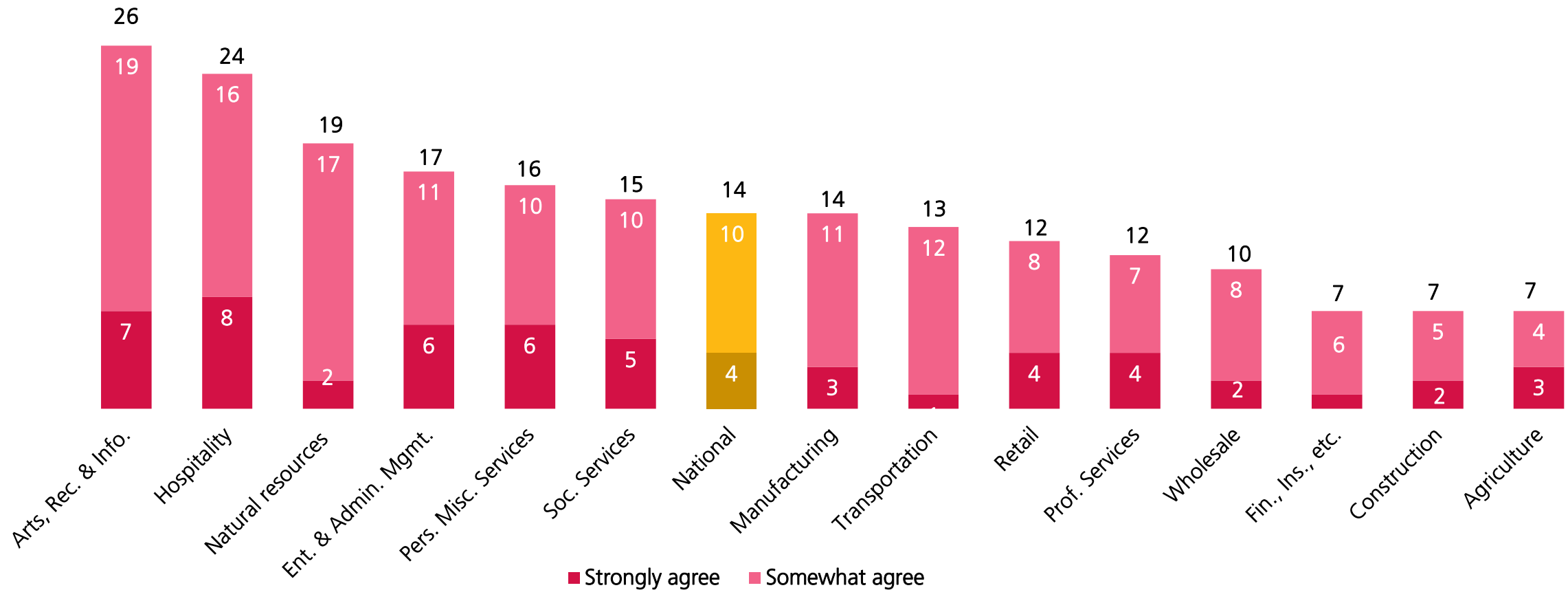


September 24-TBD



Source: 1) CFIB, Your Business and COVID-19 – Survey Number Fifteen, June 26-July 2, 2020, n = 4,484.
2) CFIB, Your Business and COVID-19 – Survey Number Eleven, May 22-June 5, 2020, n = 7,921.
3) CFIB, COVID-19 Recovery Survey – September 2020, Sept. 24-TBD, 2020, preliminary results, n = 4,637.

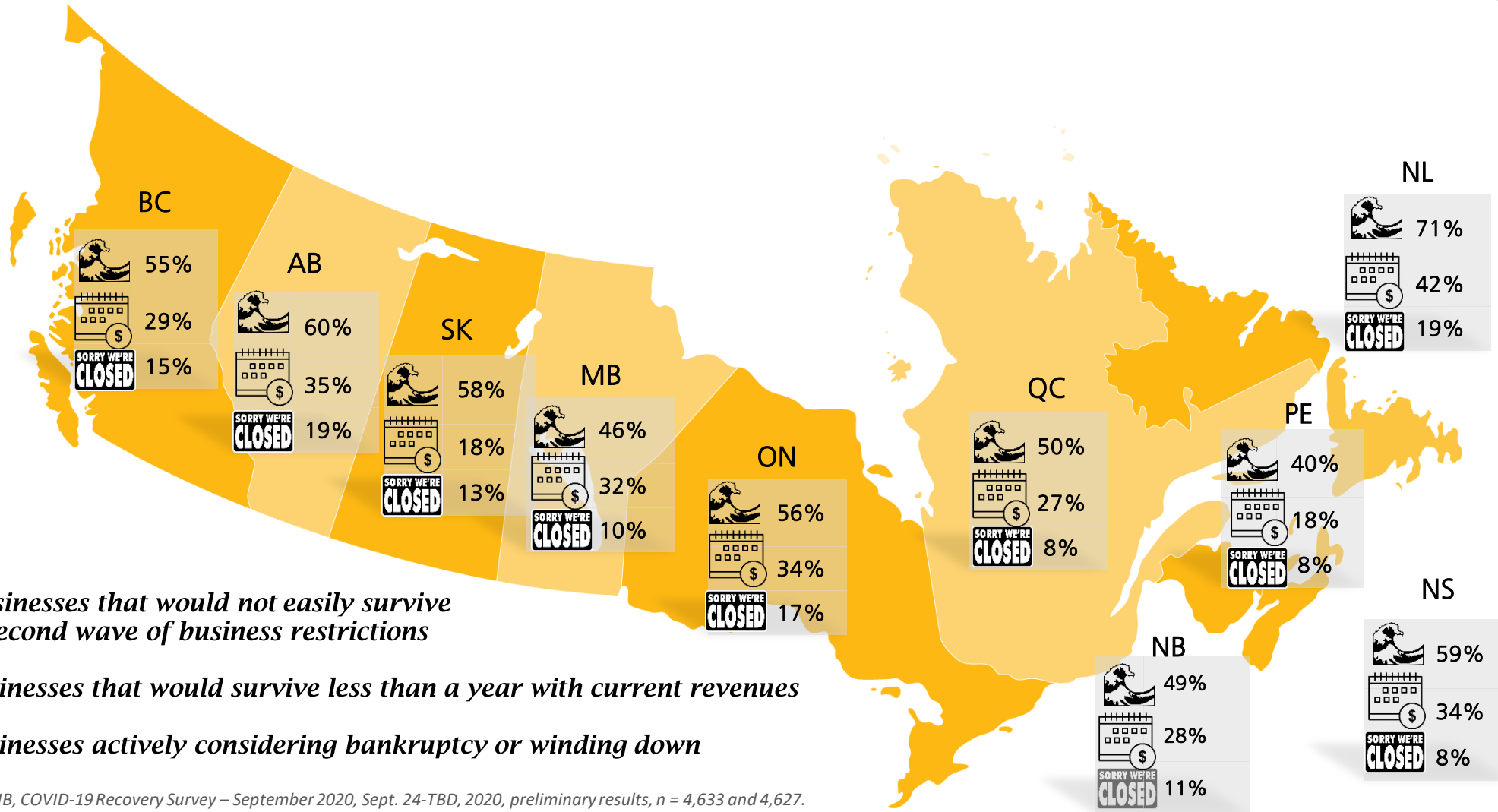
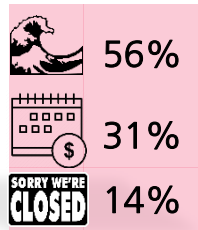
"I am actively considering bankruptcy/winding down my business as a result of COVID-19", by sector (% response)



Source: CFIB, COVID-19 recovery survey – September 2020, September 24-TBD, 2020, preliminary results, n = 2,627.

Businesses at risk of closure - total %, by province

CANADA



Businesses that would not easily survive a second wave of business restrictions



Businesses that would survive less than a year with current revenues



Businesses actively considering bankruptcy or winding down

Sources: 1) Source: CFIB, COVID-19 Recovery Survey – September 2020, Sept. 24-TBD, 2020, preliminary results, n = 4,633 and 4,627.








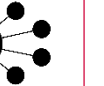





2) E-commerce and competition with big business survey, September 17-TBD, 2020, preliminary results, n = 3,526.

Between now and December, how much government relief for fixed costs would your business need to keep operating? (% response)

By Province

	NL	NS	MB	ON	SK	QC	NAT	BC	PE	NB	AB
Respondents	28	52	58	776	50	327	1,738	172	9	51	207
Median	\$17,500	\$20,000	\$20,000	\$20,000	\$25,000	\$25,000	\$25,000	\$25,000	\$25,000	\$30,000	\$30,000

By Industry

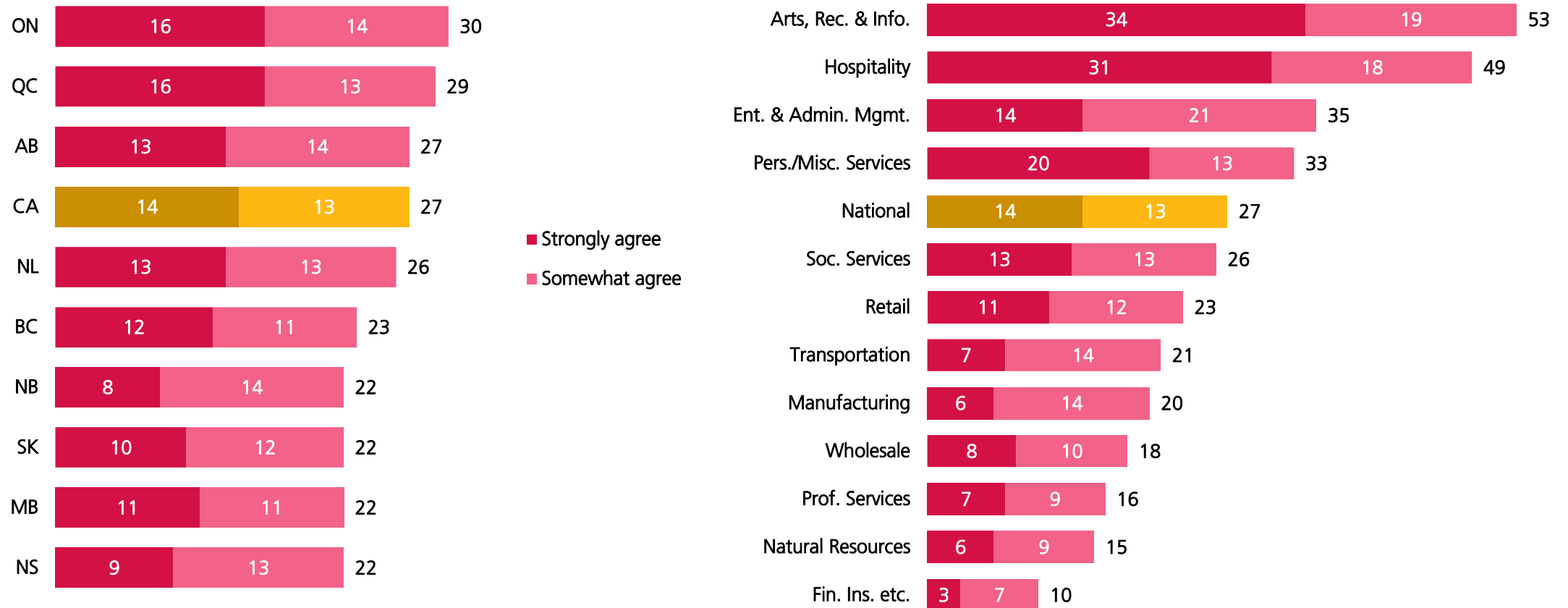
								NAT						
Respondents	355	180	119	105	49	18	92	1,738	72	278	163	15	117	32
Median	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000	\$21,000	\$22,500	\$25,000	\$26,250	\$29,000	\$30,000	\$30,000	\$30,000	\$50,000

By Size of Business (number of employees)

	0-4	5 to 19	20 to 49	50 to 99	100 to 499	NAT
Respondents	770	727	158	29	14	1,738
Median	\$18,000	\$30,000	\$50,000	\$100,000	\$72,500	\$25,000

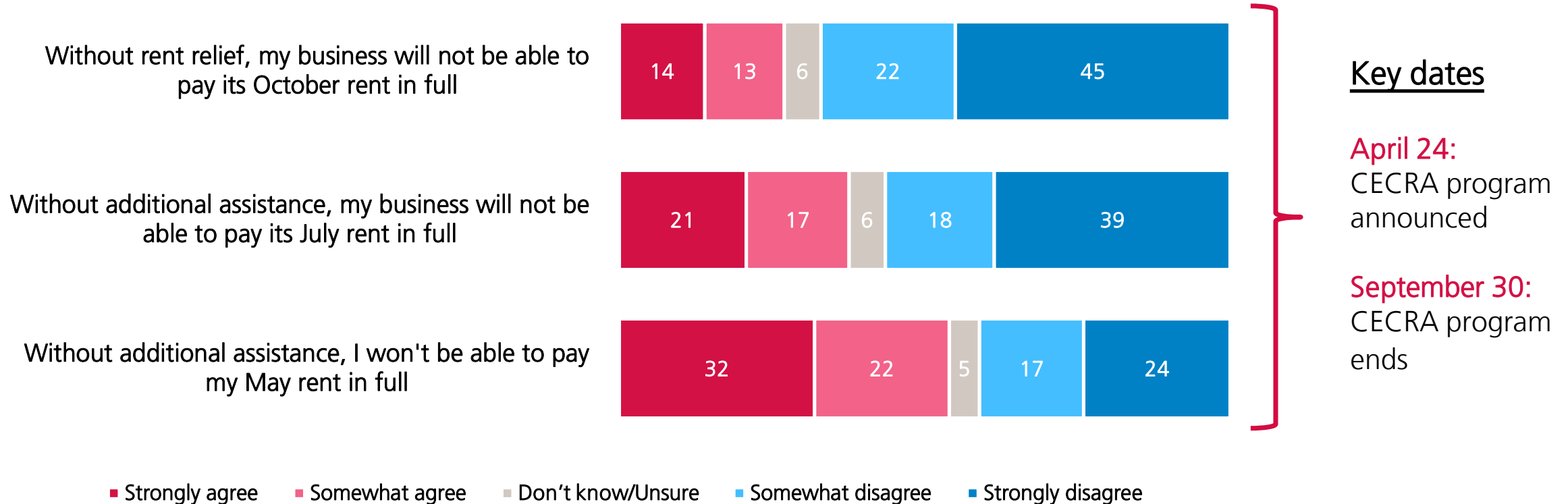
Source: CFIB, COVID-19 recovery survey – September 2020, September 24-TBD, 2020, preliminary results, n = 1,738.

“Without rent relief, my business will not be able to pay its **October** rent in full” (% response)



Source: CFIB, COVID-19 Recovery Survey – September 2020, Sept. 24-TBD, 2020, preliminary results, n = 4,590.
 Note: Results displayed exclude respondents that selected Not applicable.

Please indicate whether or not you agree with the following statements. (% response)



Sources: 1) CFIB, COVID-19 Recovery Survey – September 2020, Sept. 24-TBD, 2020, preliminary results, n = 4,590.

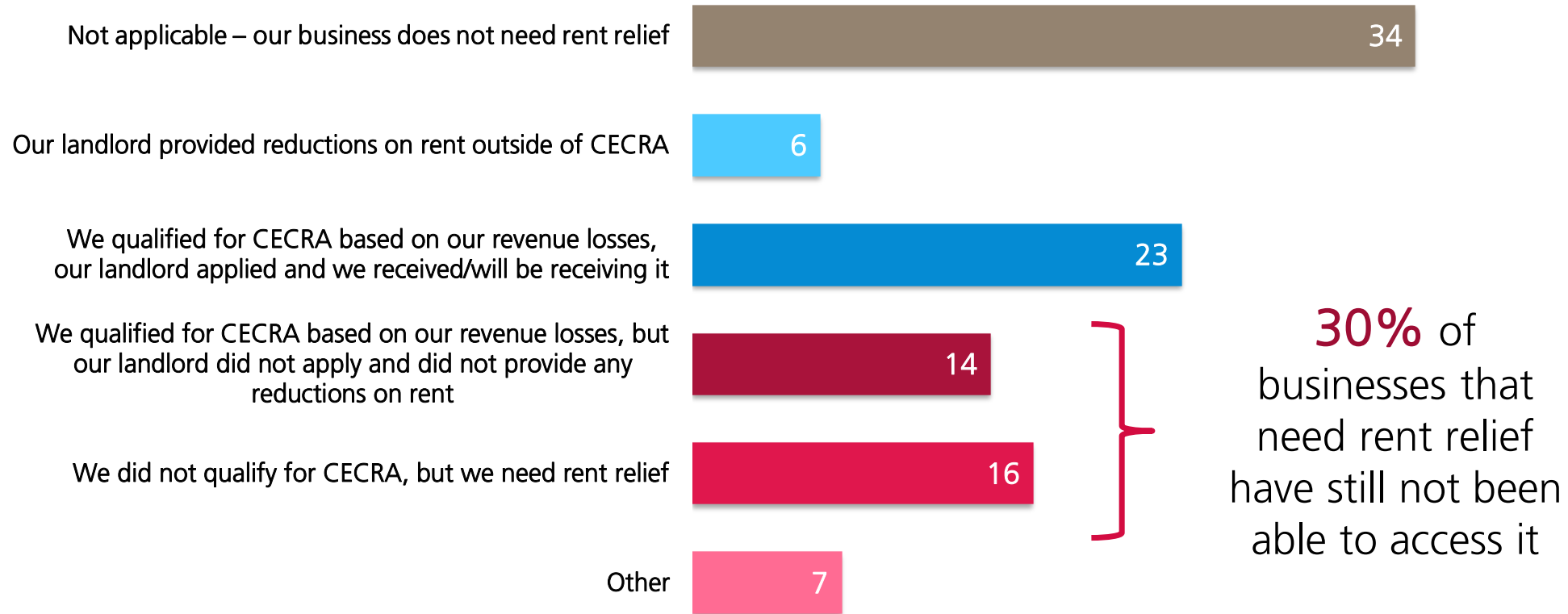
2) CFIB, Your business and COVID-19 – Survey No. 6, April 17-23, 2020, n = 6,312.

3) CFIB, Your business and COVID-19 – Survey No. 14, June 19-25, 2020, n = 3,744.

Note: Percentages may not add to 100% due to rounding.

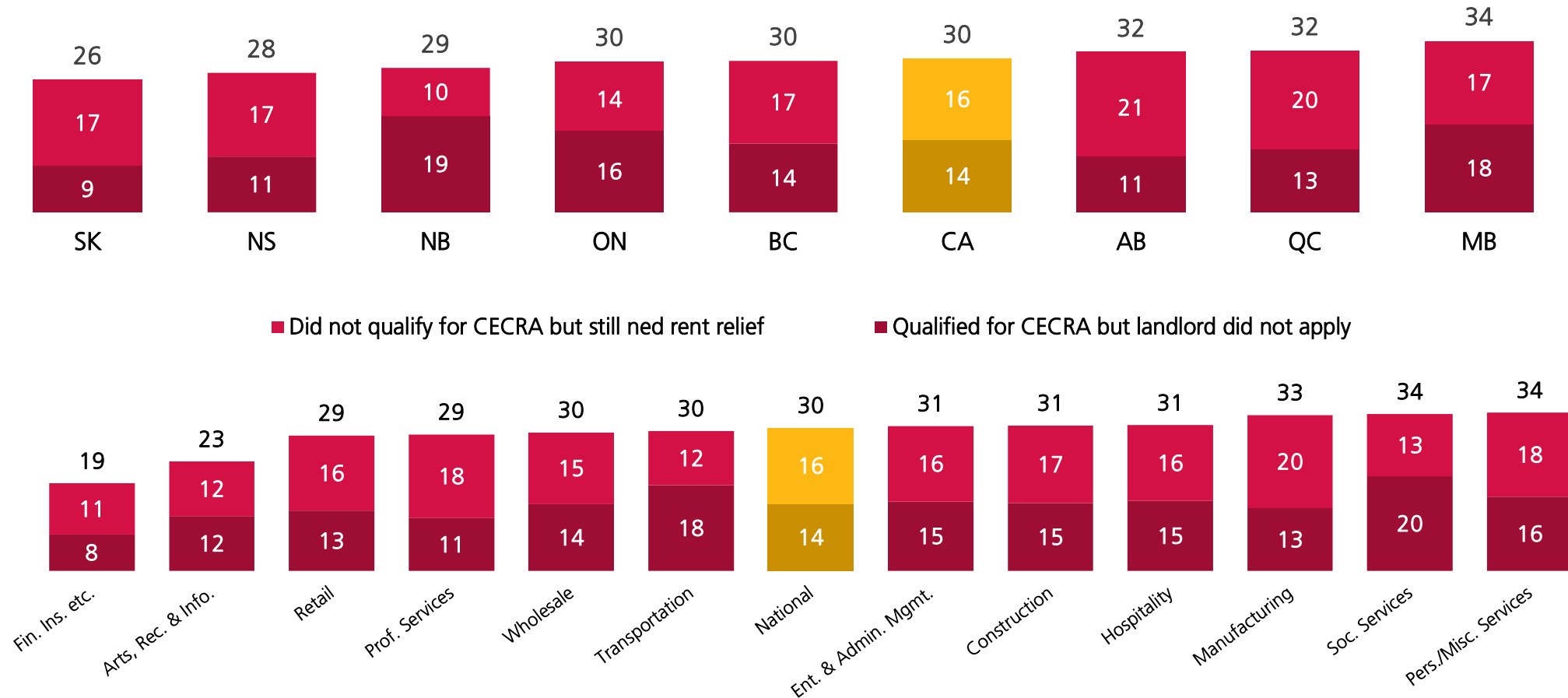
Respondents that are commercial tenants (67% of all survey respondents)

Which of the following situations applies to your business regarding CECRA? (% response)



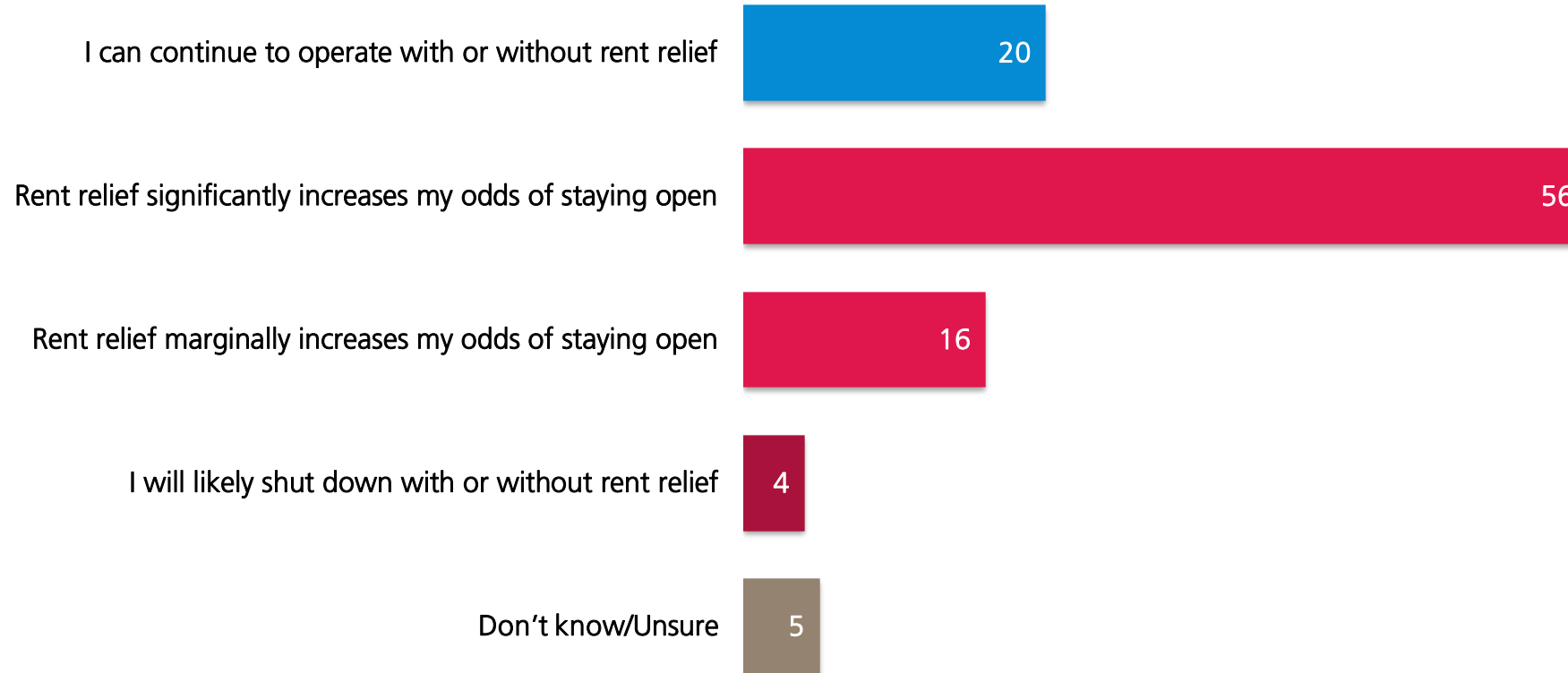
Source: CFIB, COVID-19 Recovery Survey – September 2020, Sept. 24-TBD, 2020, preliminary results, n = 3,135.

Which of the following situations applies to your business regarding CECRA? By province and sector (% response)



Source: CFIB, COVID-19 Recovery Survey – September 2020, Sept. 24-TBD, 2020, preliminary results, n = 3,135.

Those that need rent relief (67% of all tenants) - To what degree does access to rent relief affect whether your business can continue to operate in the next 6 months? (% response)



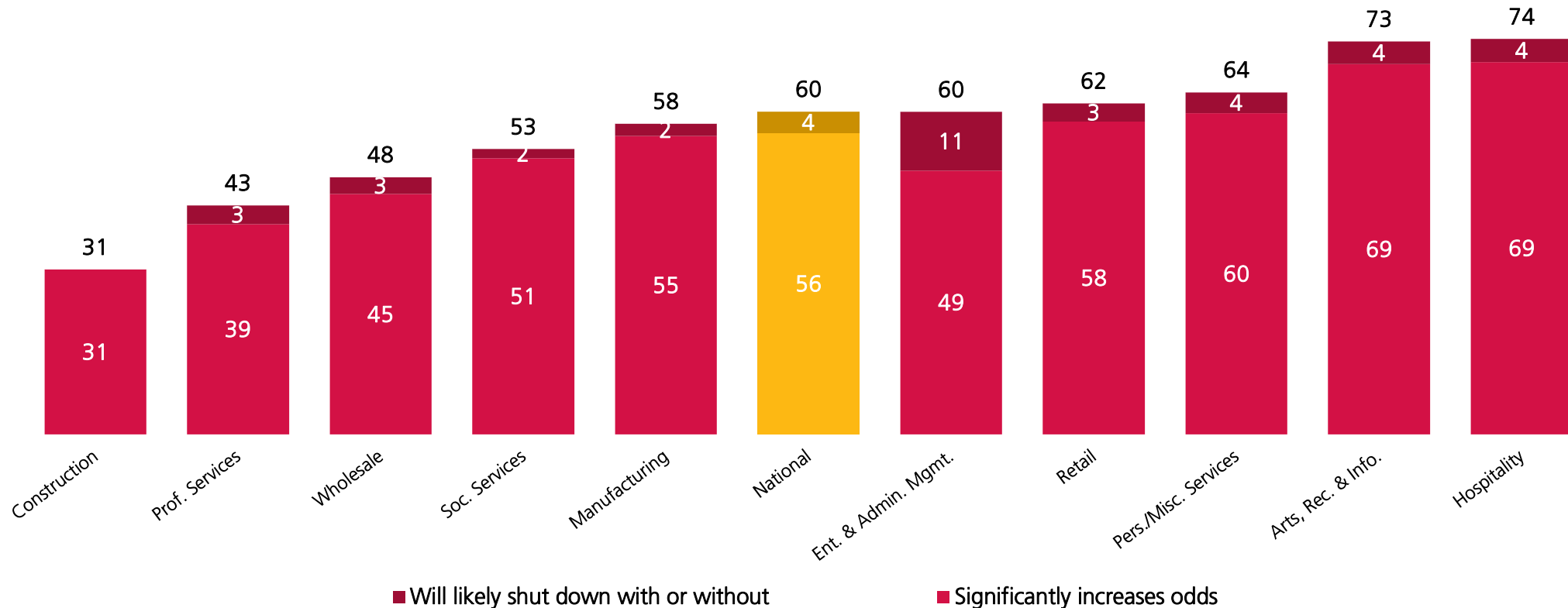
Source: CFIB, COVID-19 Recovery Survey – September 2020, Sept. 24-TBD, 2020, preliminary results, n = 2,062.

Notes: 1) This question was only answered by respondents that indicated they needed rent relief.

2) Percentages may not add to 100% due to rounding.

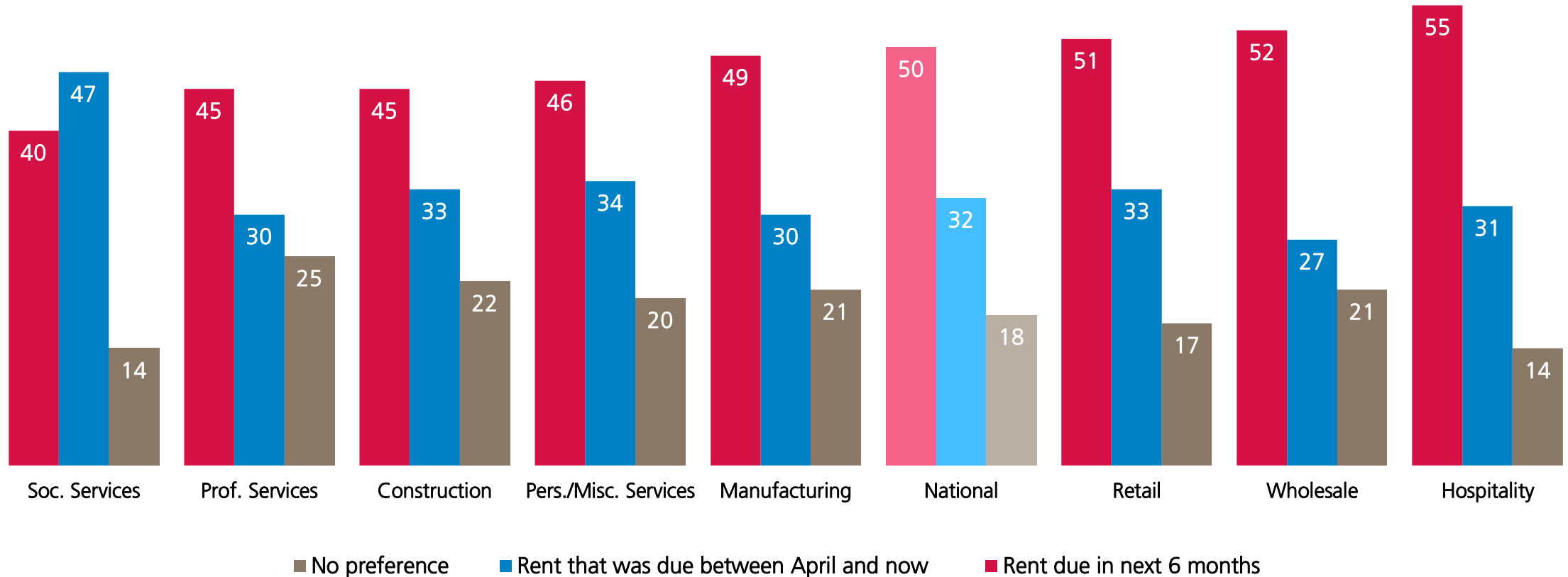
To what degree does access to rent relief affect whether your business can continue to operate in the next 6 months?

By sector (% response)



Source: CFIB, COVID-19 Recovery Survey – September 2020, Sept. 24-TBD, 2020, preliminary results, n = 2,062.

Those that have not been able to access needed rent relief –
Which of the following would be most helpful to your business,
retroactive rent relief or relief going forward? – By sector (% response)



Source: CFIB, COVID-19 Recovery Survey – September 2020, Sept. 24-TBD, 2020, preliminary results, n = 955.

Note: Percentages may not add to 100% due to rounding.

Key CFIB recommendations on new rent relief program:

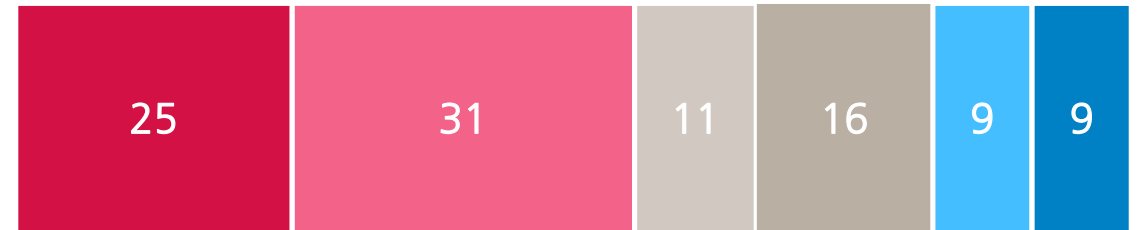
- 1. Easy to apply for;*
- 2. Independent of landlord participation;*
- 3. Continues through the fall, longer for severely affected businesses, and;*
- 4. Includes a top up for business owners who met the 70 percent CECRA revenue loss criteria but whose landlords did not apply for the program*

Please indicate whether or not you agree with the following statements about extending CEWS and CEBA. (% response)

The extension of the Canada Emergency Wage Subsidy through to next summer helps me feel more confident about my business's future



The extension of the Canada Emergency Business Account to help businesses with fixed costs helps me feel more confident about my business's future

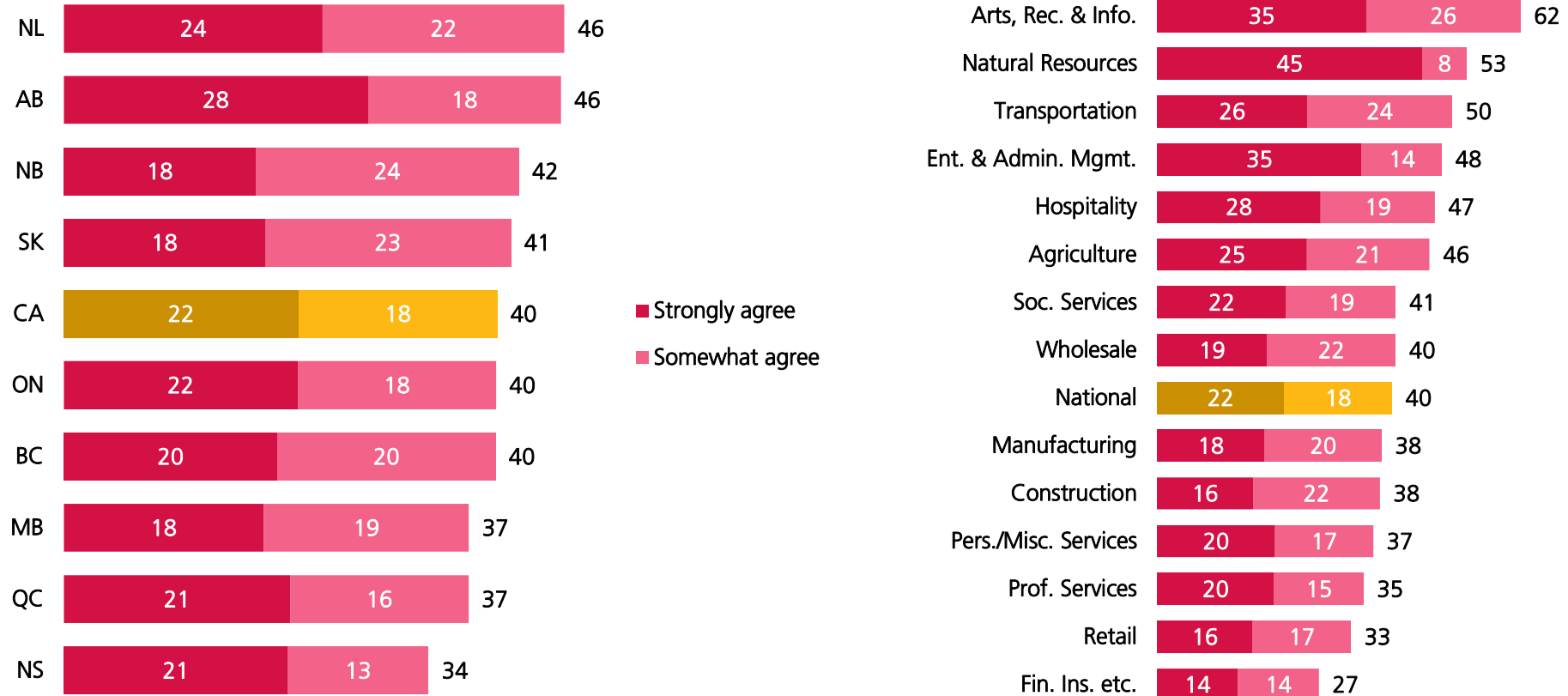


■ Strongly agree ■ Somewhat agree ■ Don't know/Unsure ■ Not applicable ■ Somewhat disagree ■ Strongly disagree

Source: CFIB, COVID-19 Recovery Survey – September 2020, Sept. 24-TBD, 2020, preliminary results, n = 4,611.
Note: Percentages may not add to 100% due to rounding.

"My business has sector-specific challenges that are not currently being addressed through government relief programs"

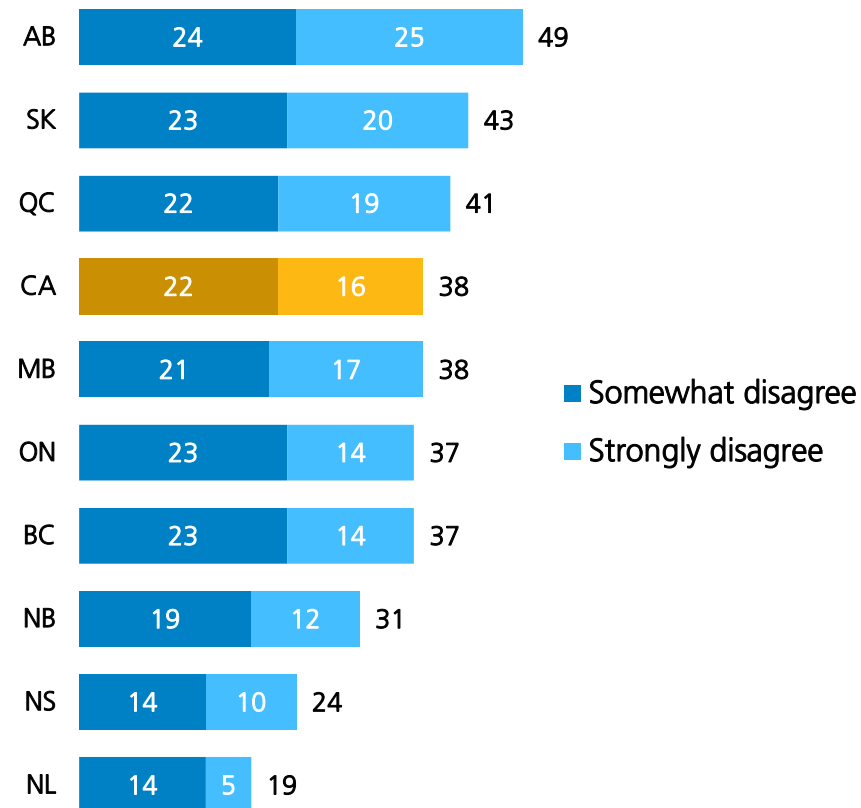
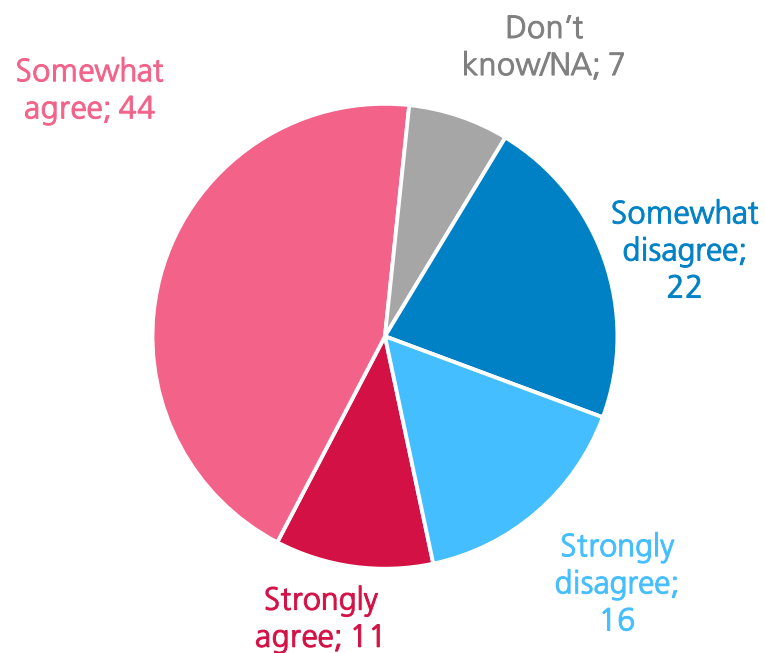
(% response)



Source: CFIB, COVID-19 Recovery Survey – September 2020, Sept. 24-TBD, 2020, preliminary results, n = 4,606.

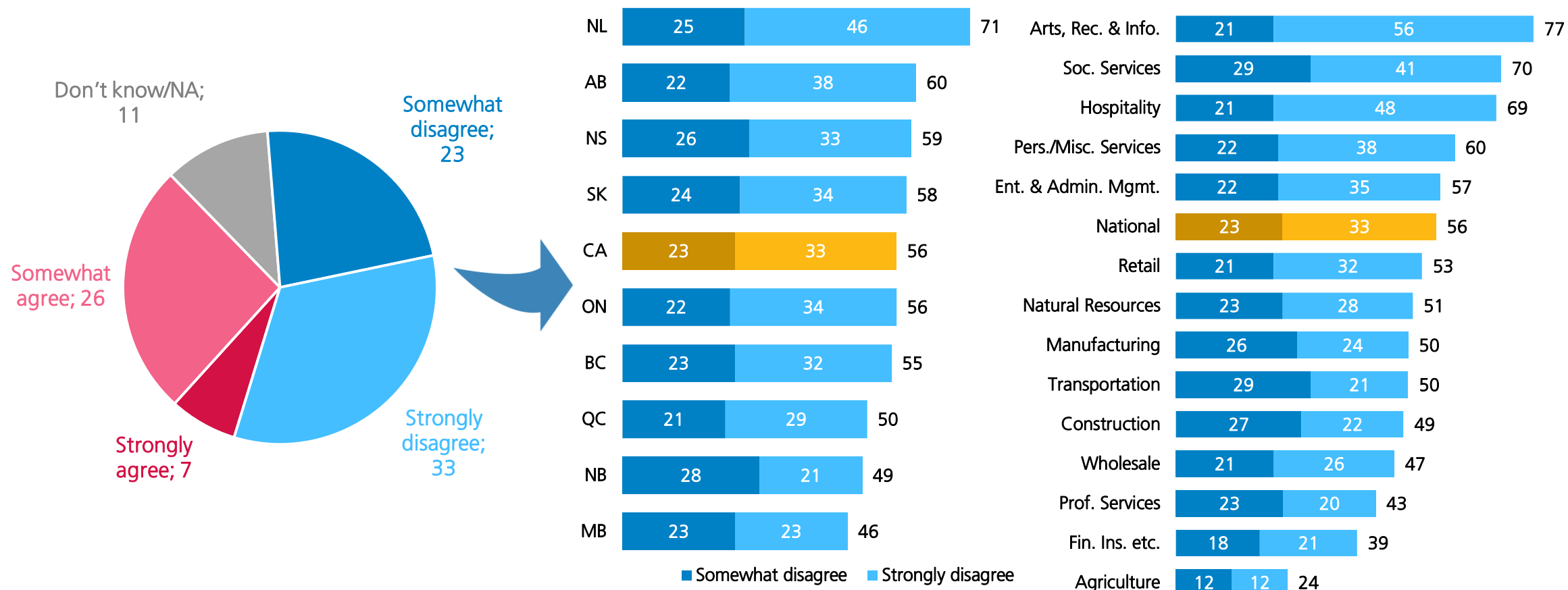
"Governments are doing a good job making it clear that it is safe to visit most local businesses at this point"

(% response)



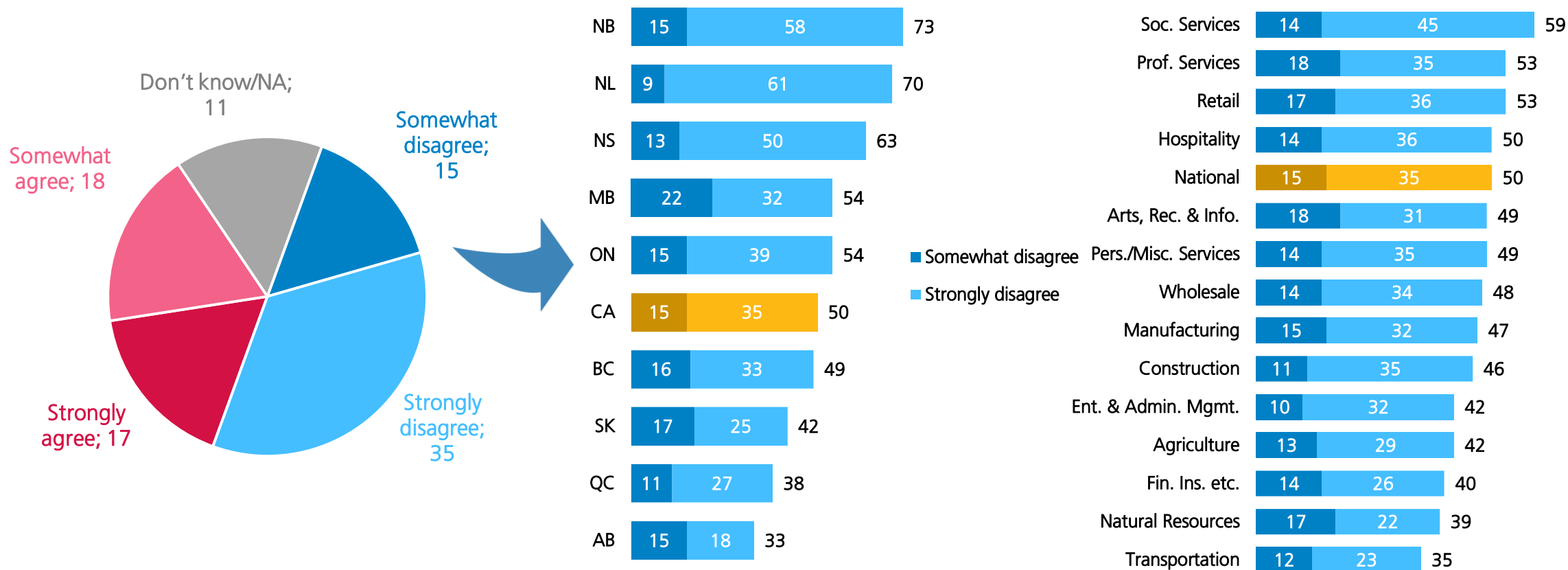
Source: CFIB, COVID-19 recovery survey – September 2020, September 24-TBD, 2020, preliminary results, n = 4,546.

"Our business would easily survive a second wave of government mandated closures/restrictions" (% response)



Source: CFIB, COVID-19 recovery survey – September 2020, September 24-TBD, 2020, preliminary results, n = 2,847.

“Non-essential international travel restrictions should start to be gradually eased (such as travel bubbles with other countries or options to have regular COVID-19 tests substitute for health quarantine)” (% response)



Source: CFIB, COVID-19 recovery survey – September 2020, September 24-TBD, 2020, preliminary results, n = 2,847.