



**CANADIAN FEDERATION
OF INDEPENDENT BUSINESS**

In business for your business™

COVID-19: State of Small Business

Key results – October 2020 Survey

2020-10-28

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)

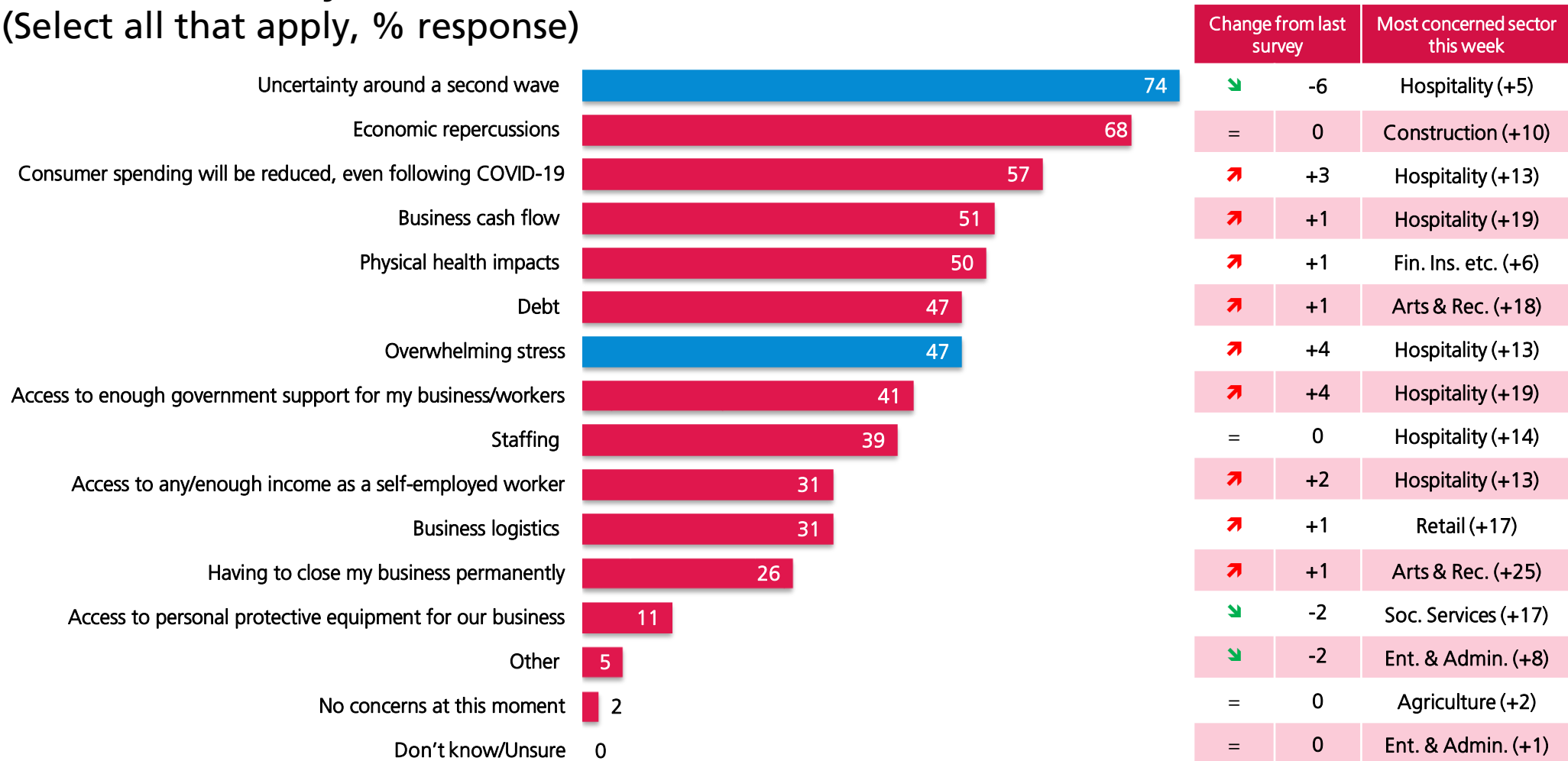
Survey	No. 11	No. 12	No. 13	No. 14	No. 15	No. 16	No. 17	No. 18	No. 19
<i>Active dates</i>	May 28- June 5	June 6-11	June 12-18	June 19-25	June 26-July 3	July 3-16	July 17-30	July 31-Aug. 13	Aug. 13-26
<i>Reminder date</i>	May 29								
<i>Active days</i>	9	6	7	7	8	14	14	14	14
<i>Respondents</i>	8,886	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-Oct. 21	Oct. 22-TBD	Nov. 19	Dec. 17
<i>Reminder date</i>	Sept. 10	Oct. 8	Nov. 5	Dec. 3	
<i>Active days</i>	28	28	7 (so far)		
<i>Respondents</i>	6,255	7,512	4,247		

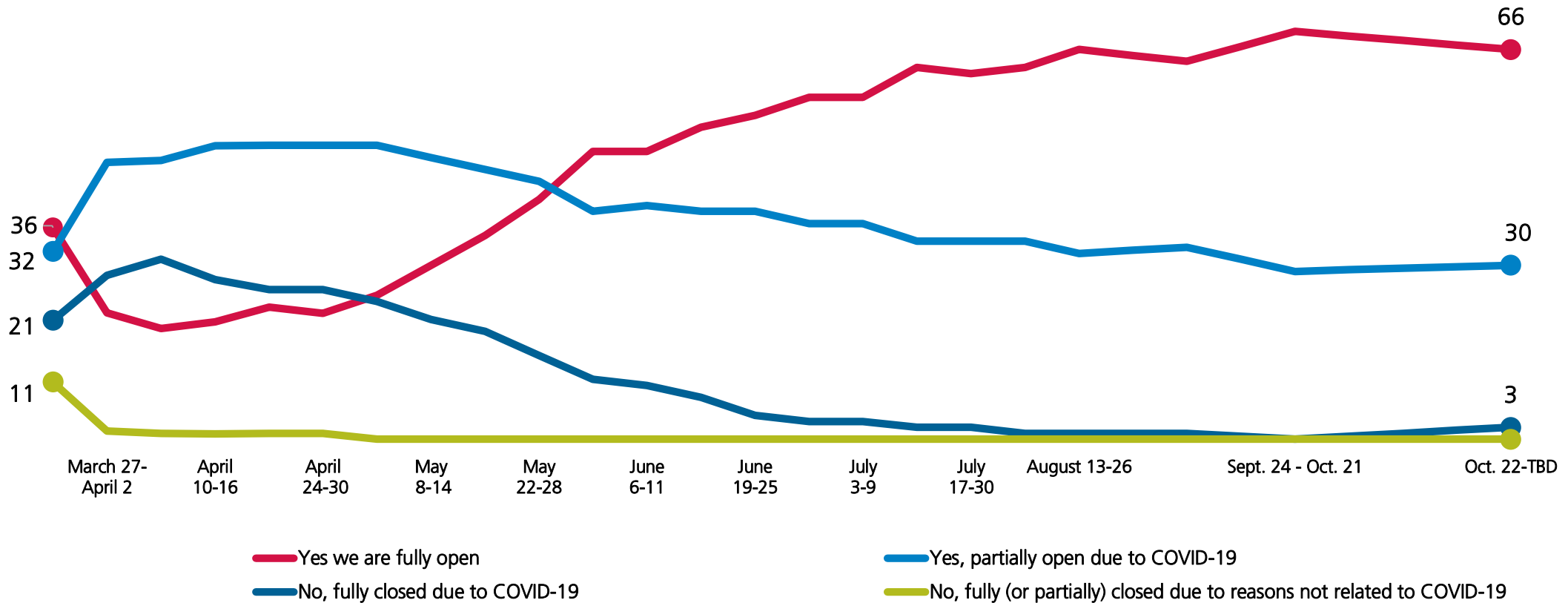
What worries you most about COVID-19?

(Select all that apply, % response)



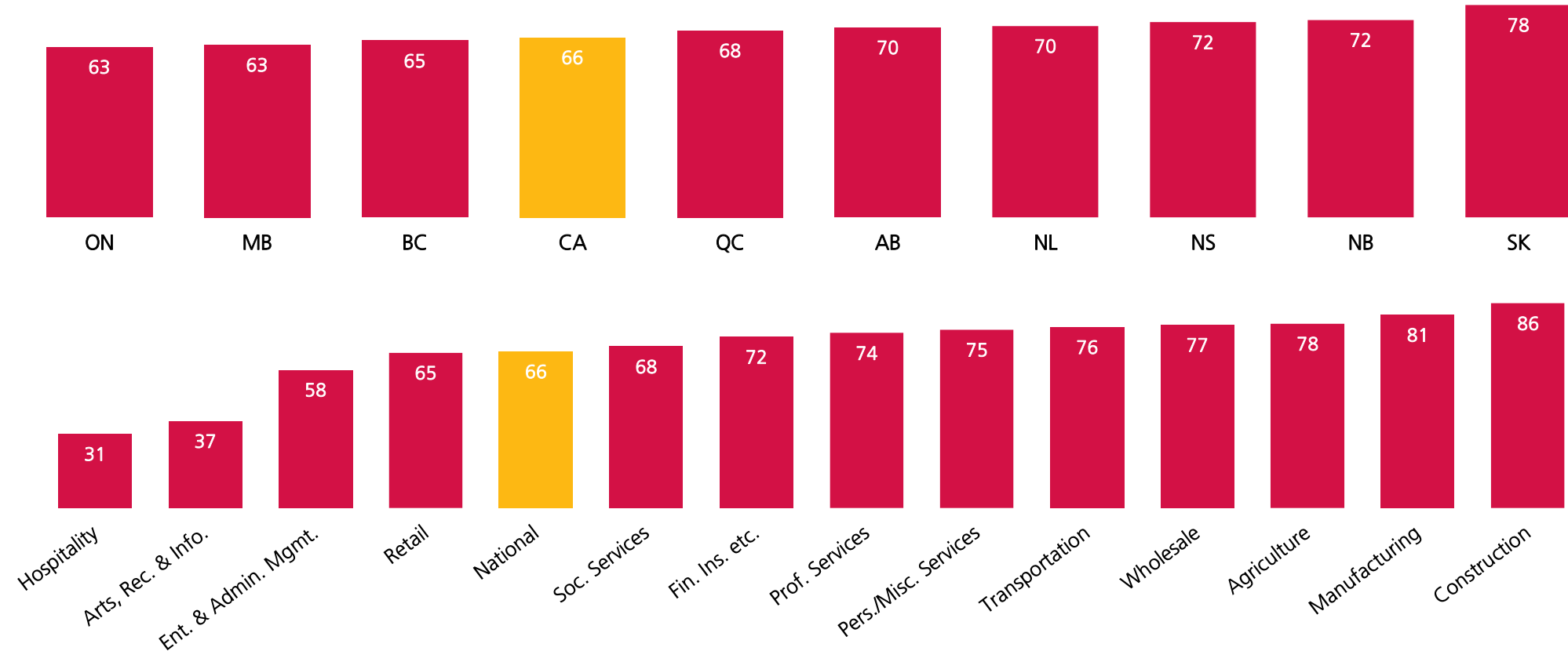
Source: CFIB, COVID-19 Recovery Survey – October 2020, Oct. 22-TBD, 2020, preliminary results, n = 4,131.
 Notes: 1) The answer choices displayed here have been simplified. See appendix for the complete answer choices.
 2) Respondents were allowed to select more than one answer choice. Percentages will not add to 100%.

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



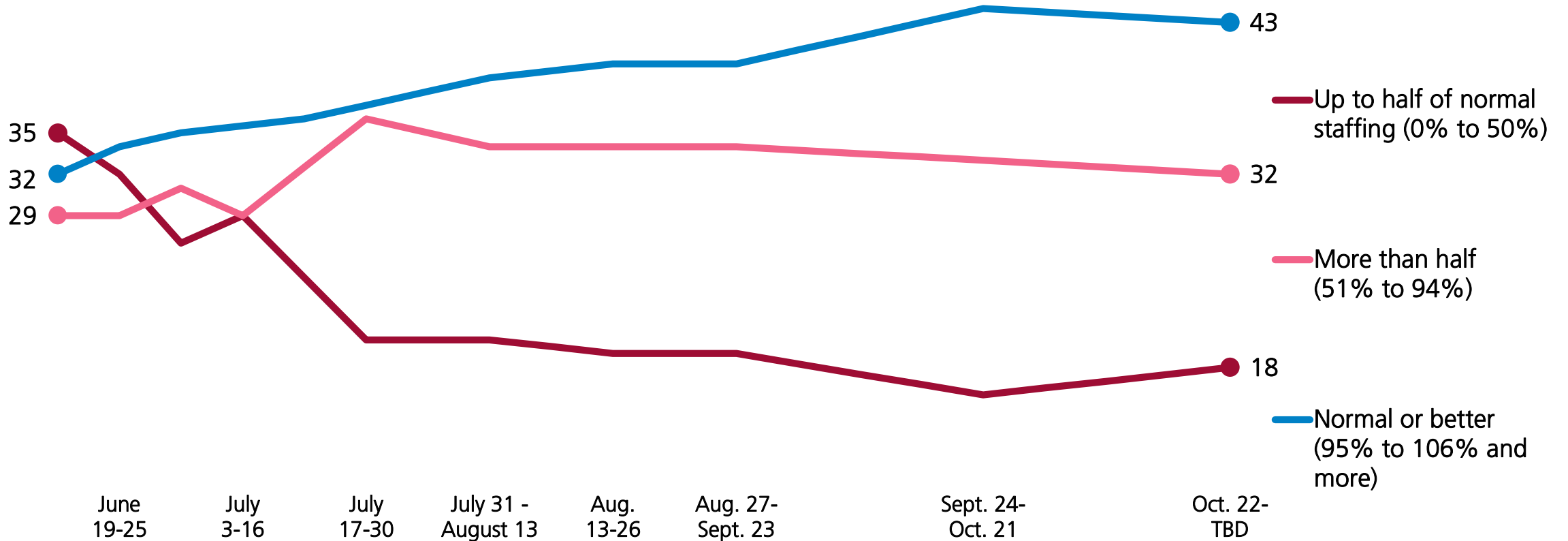
Source: CFIB, COVID-19 surveys – March to September 2020, full details at <https://www.cfib-fcei.ca/en/research/survey-results/investigating-the-impact-of-covid-19-on-independent-business>

Businesses fully open, by province and sector (% response)



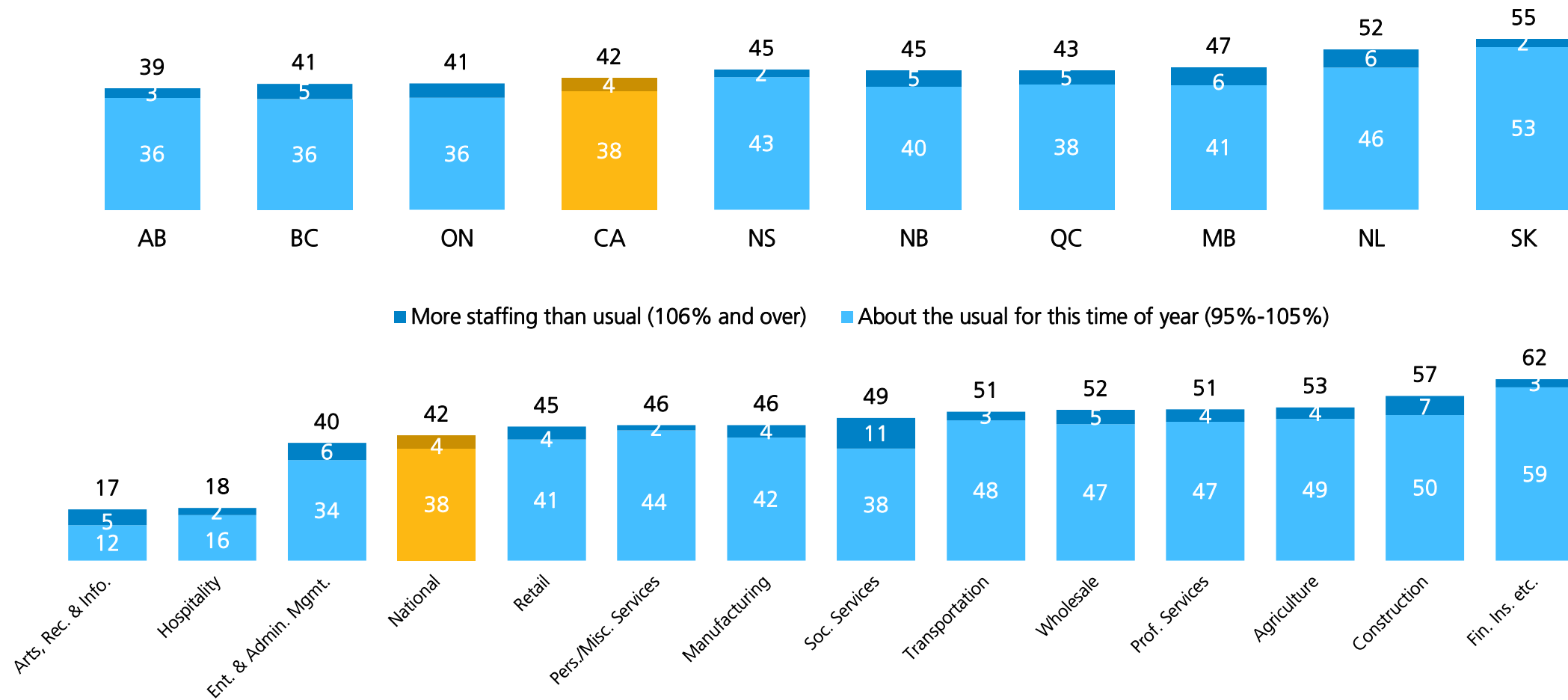
Source: CFIB, COVID-19 recovery survey – October 21-TBD, 2020, preliminary results, n = 4,221.

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



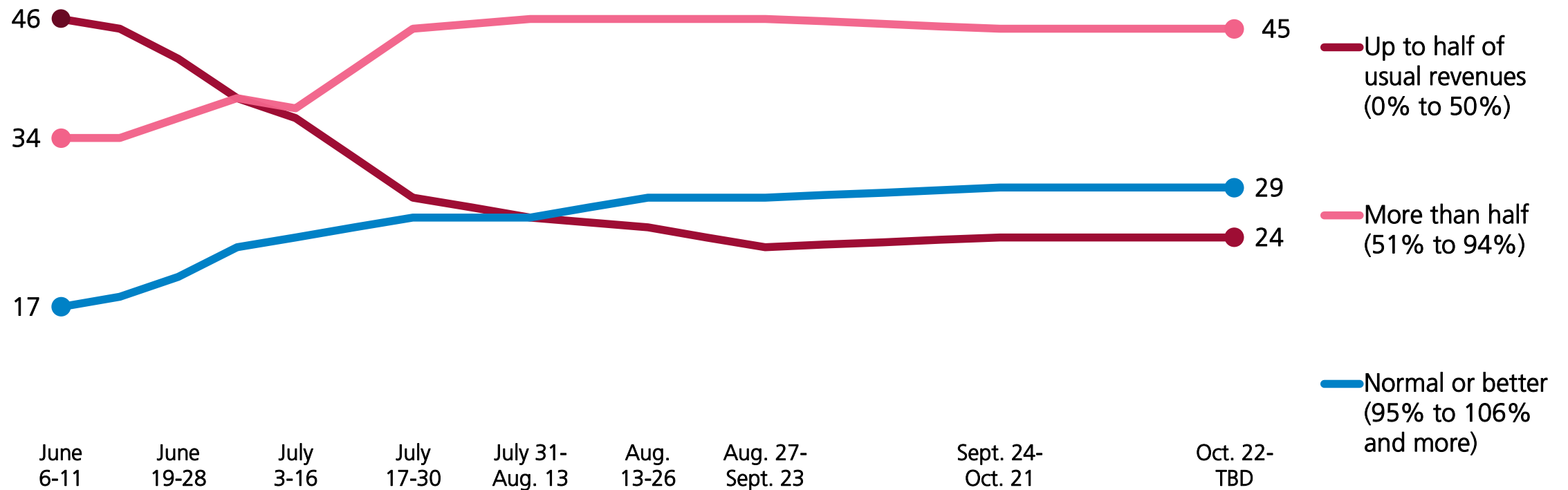
Source: CFIB, COVID-19 surveys – June to September 2020, full details at <https://www.cfib-fcei.ca/en/research/survey-results/investigating-the-impact-of-covid-19-on-independent-business>
 Note: Percentages may not add to 100% due to exclusion of 'Not applicable – no staff at this time' and 'Don't know' categories.

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



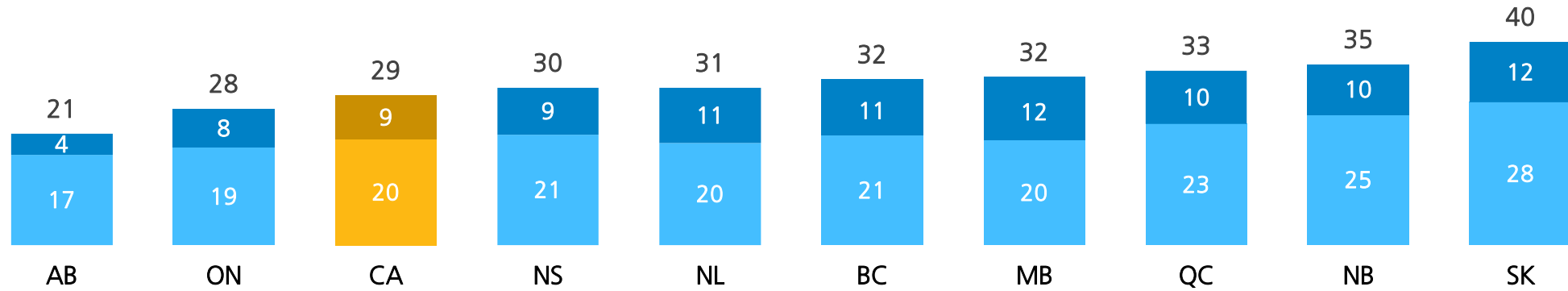
Source: CFIB, COVID-19 recovery survey – October 21-TBD, 2020, preliminary results, n = 4,210.

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

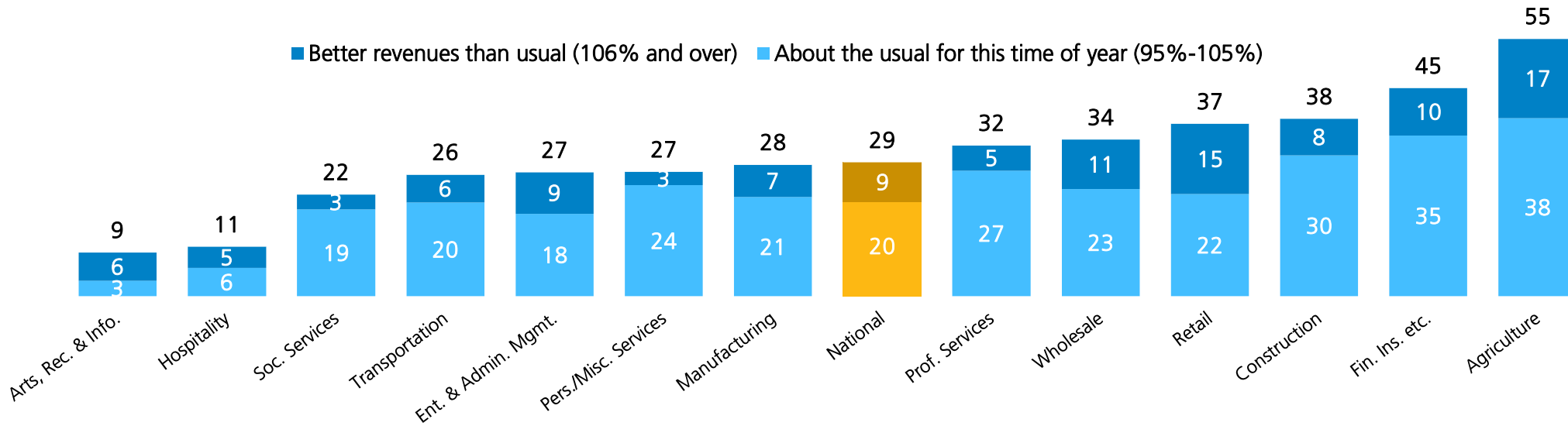


Source: CFIB, COVID-19 surveys – June to September 2020, full details at <https://www.cfib-fcei.ca/en/research/survey-results/investigating-the-impact-of-covid-19-on-independent-business>
 Note: Percentages may not add to 100% due to exclusion of 'Not applicable – did not have revenues at this time in previous years' and 'Don't know' categories.

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

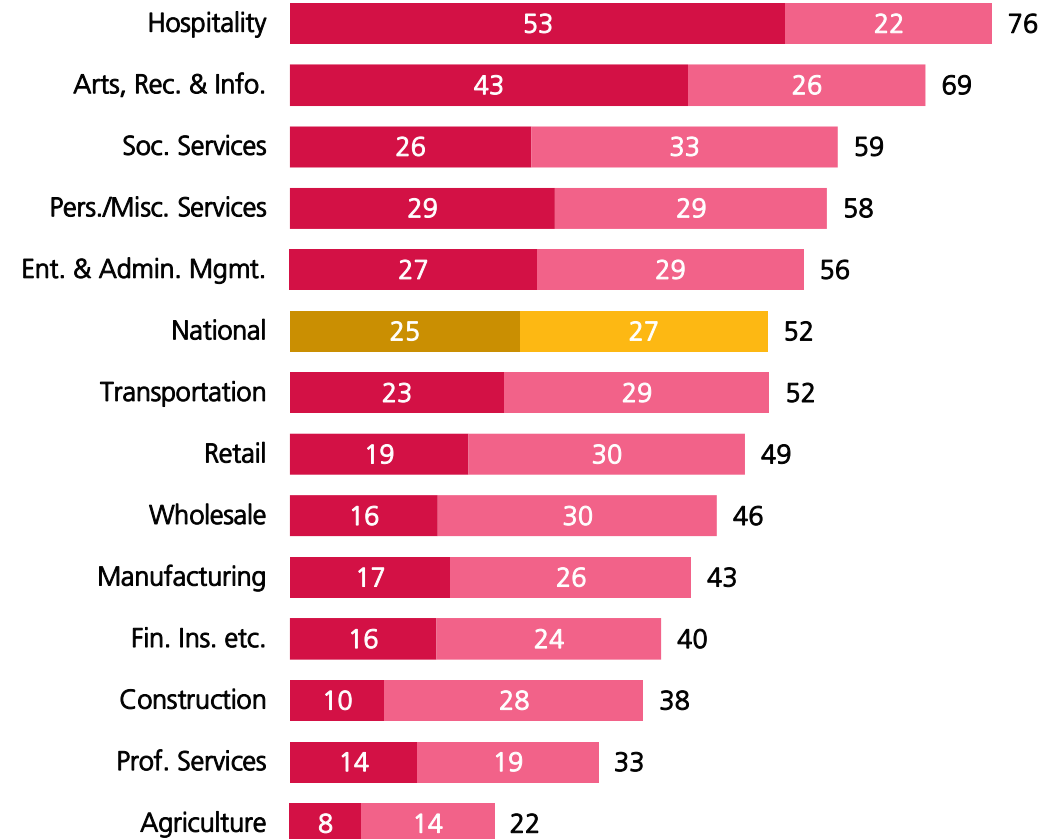
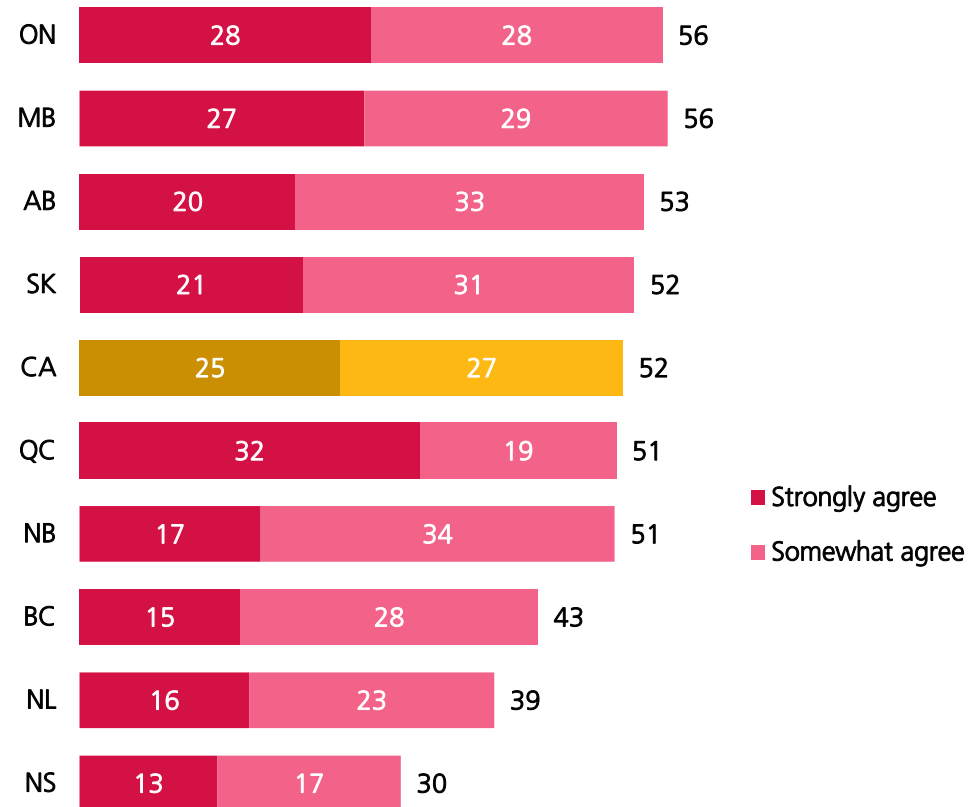


■ Better revenues than usual (106% and over) ■ About the usual for this time of year (95%-105%)



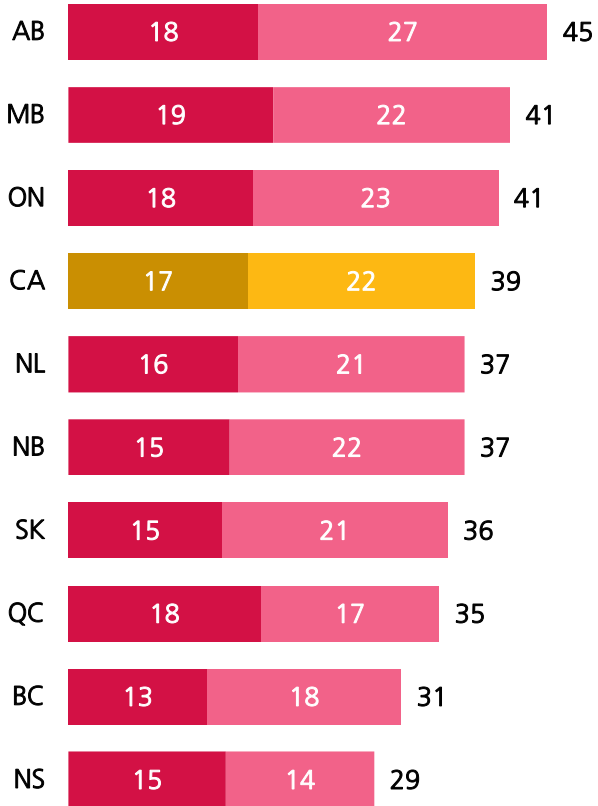
Source: CFIB, COVID-19 Recovery Survey – October 2020, Oct. 22-TBD, 2020, preliminary results, n = 4,139.

"Our business has seen a further drop in sales as a result/ fear of the "second wave"" (% response)

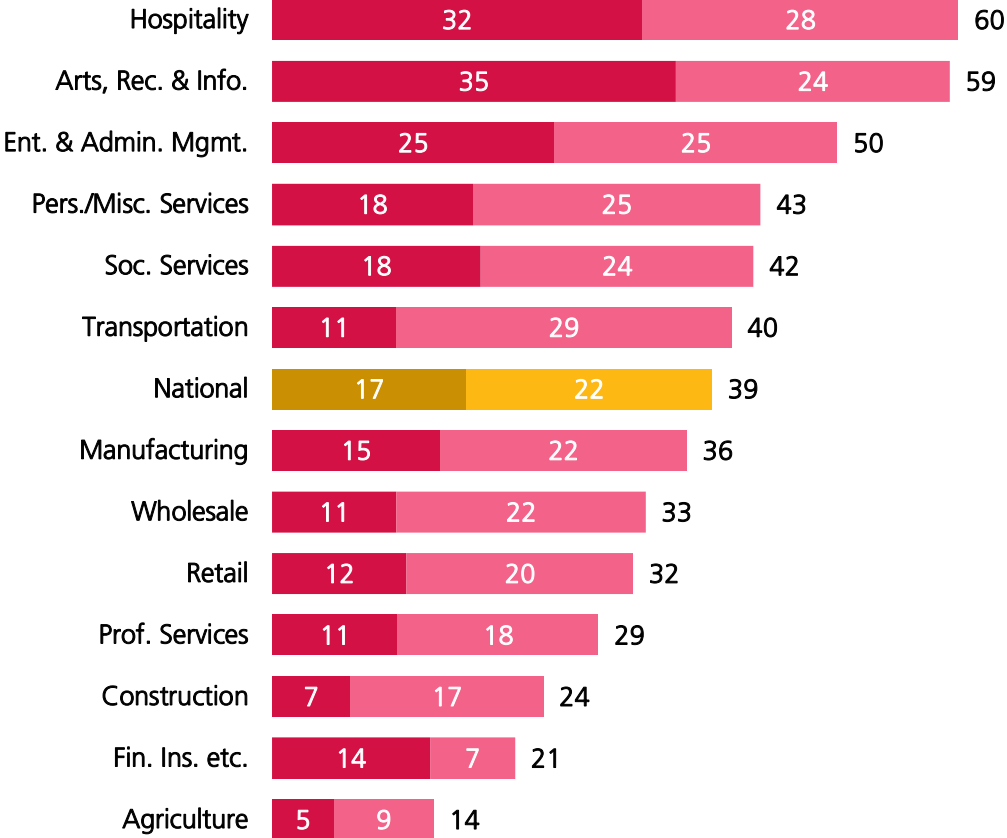


Source: CFIB, COVID-19 Recovery Survey – October 2020, Oct. 22-TBD, 2020, preliminary results, n = 3,901.

“Right now, our business is losing money for every day that it is open” (% response)

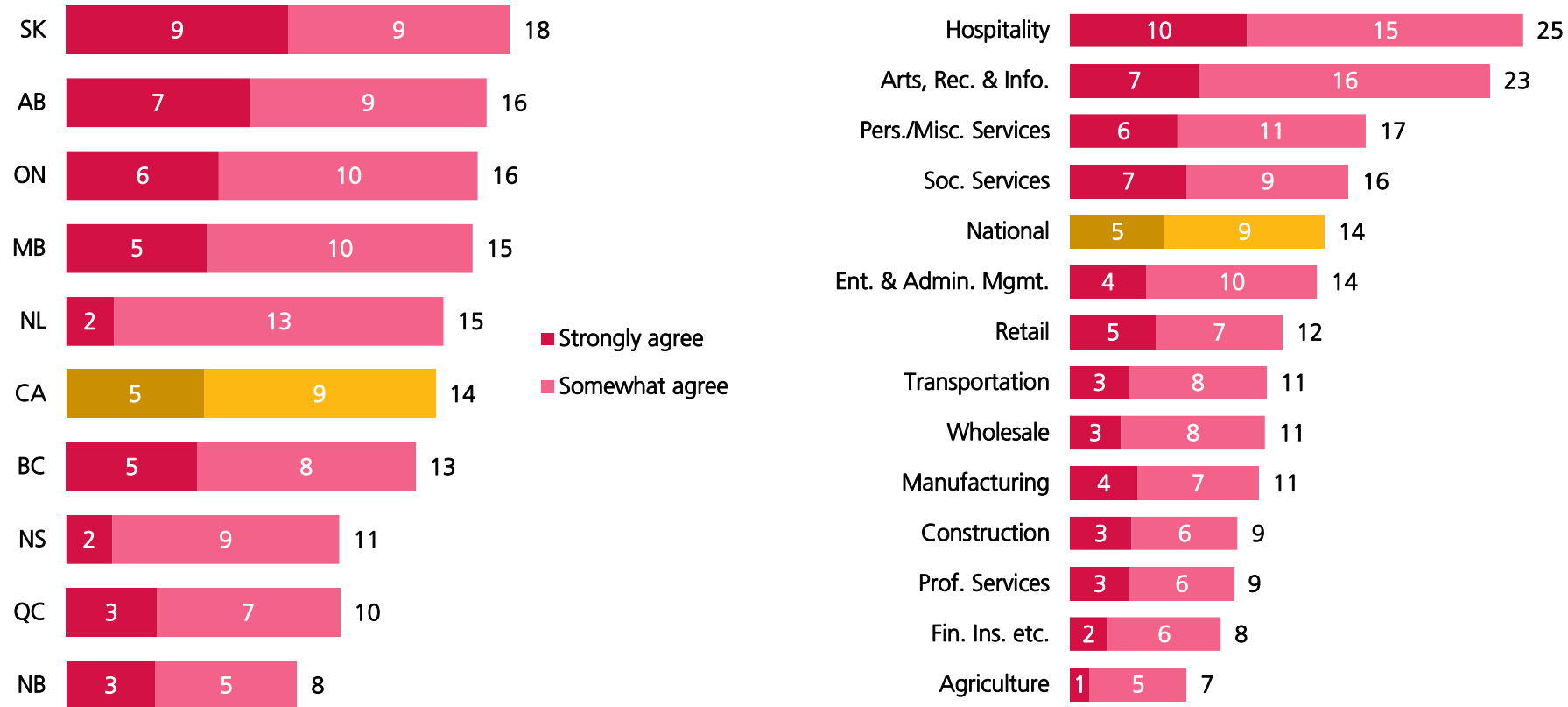


■ Strongly agree
■ Somewhat agree



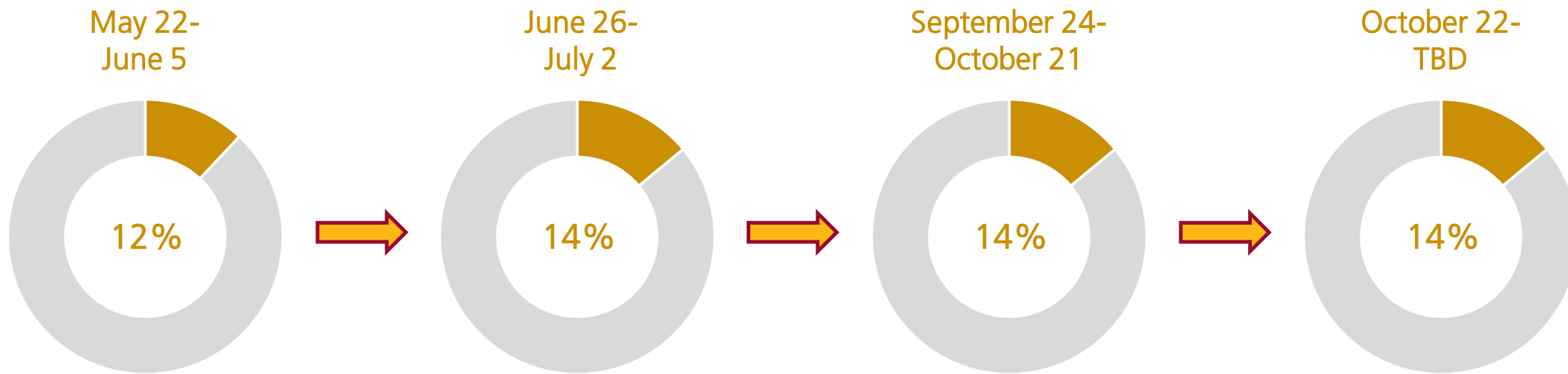
Source: CFIB, COVID-19 Recovery Survey – October 2020, Oct. 22-TBD, 2020, preliminary results, n = 3,893.

“We are actively considering bankruptcy/winding down our business as a result of COVID-19” (% response)



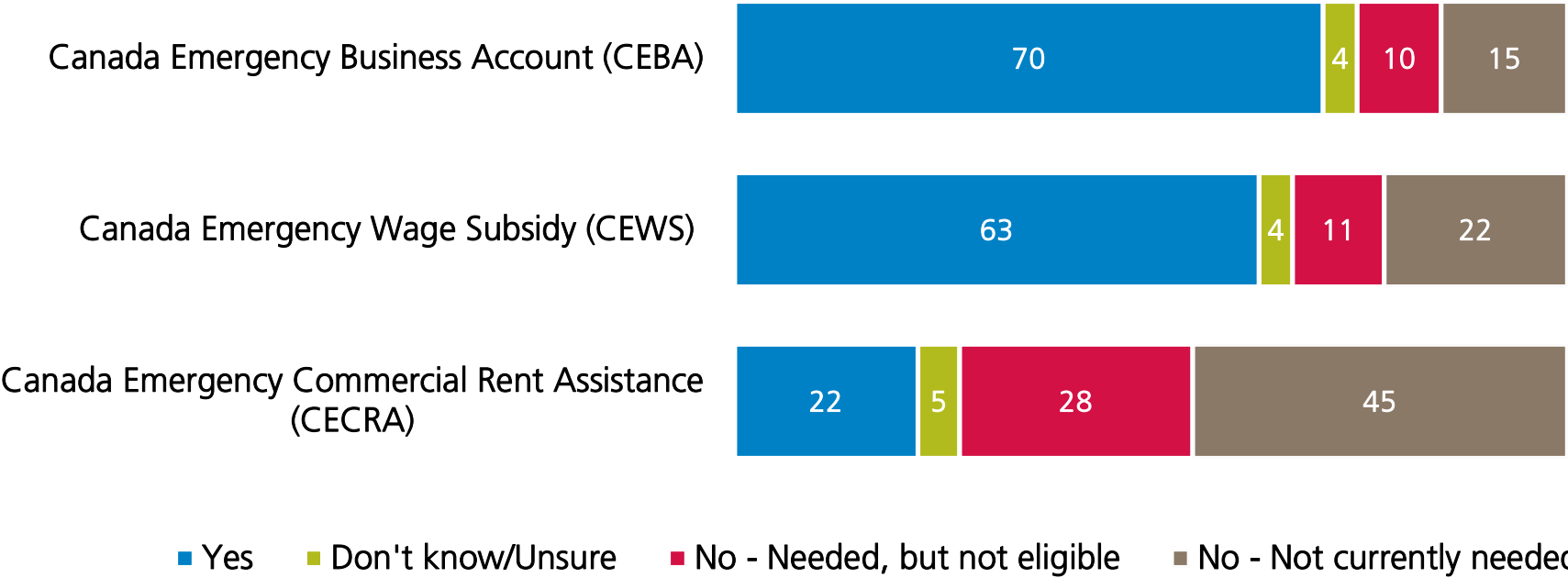
Source: CFIB, COVID-19 Recovery Survey – October 2020, Oct. 22-TBD, 2020, preliminary results, n = 3,872.

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



Sources: 1) CFIB, COVID-19 Recovery Survey – October 2020, Oct. 22-TBD, 2020, preliminary results, n = 3,872.
2) CFIB, COVID-19 Recovery Survey – September 2020, Sept. 24-TBD, 2020, preliminary results, n = 4,637.
3) CFIB, Your Business and COVID-19 – Survey Number Fifteen, June 26-July 2, 2020, n = 4,484.
4) CFIB, Your Business and COVID-19 – Survey Number Eleven, May 22-June 5, 2020, n = 7,921.

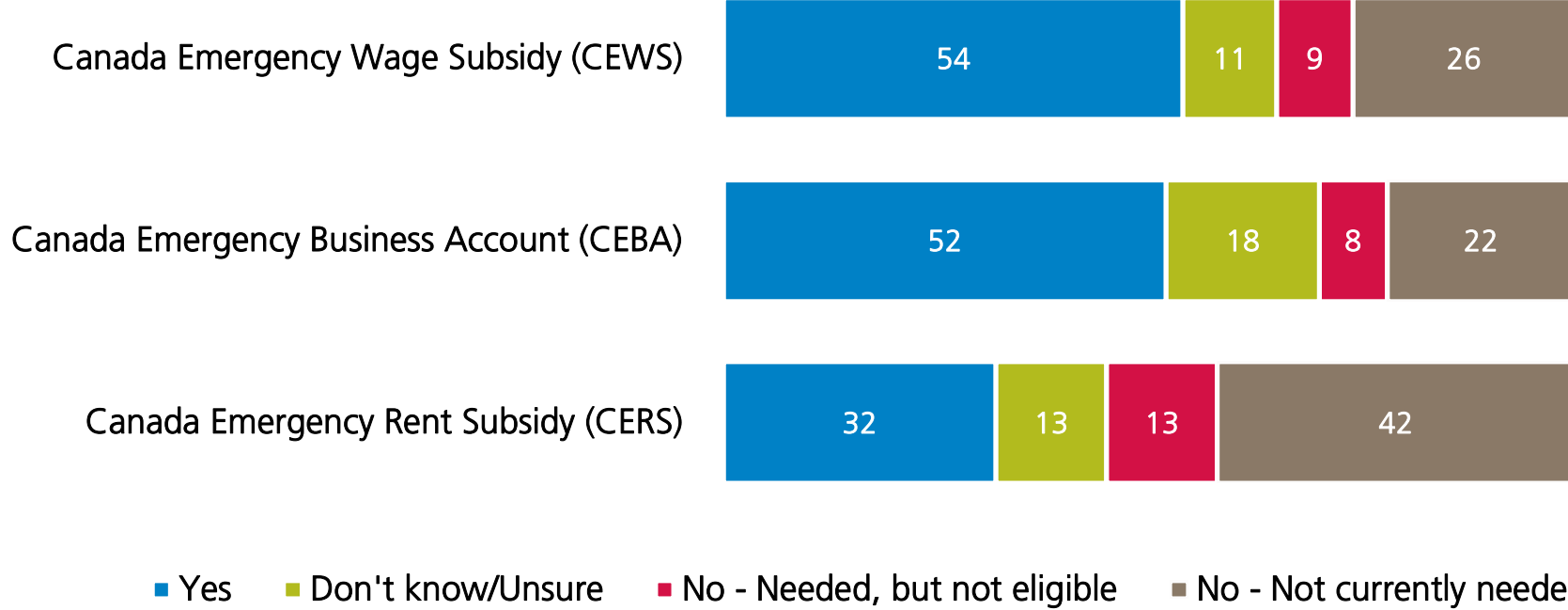
Business use of federal small business relief programs so far (% response)



Source: CFIB, COVID-19 Recovery Survey – October 2020, Oct. 22-TBD, 2020, preliminary results, n (CEBA) = 3,912, n (CEWS) = 3,689, n (CECRA) = 3,331.

Business application intentions to federal small business relief programs, given recent changes

(% response)



At this stage, of businesses that do/might need the program, about:

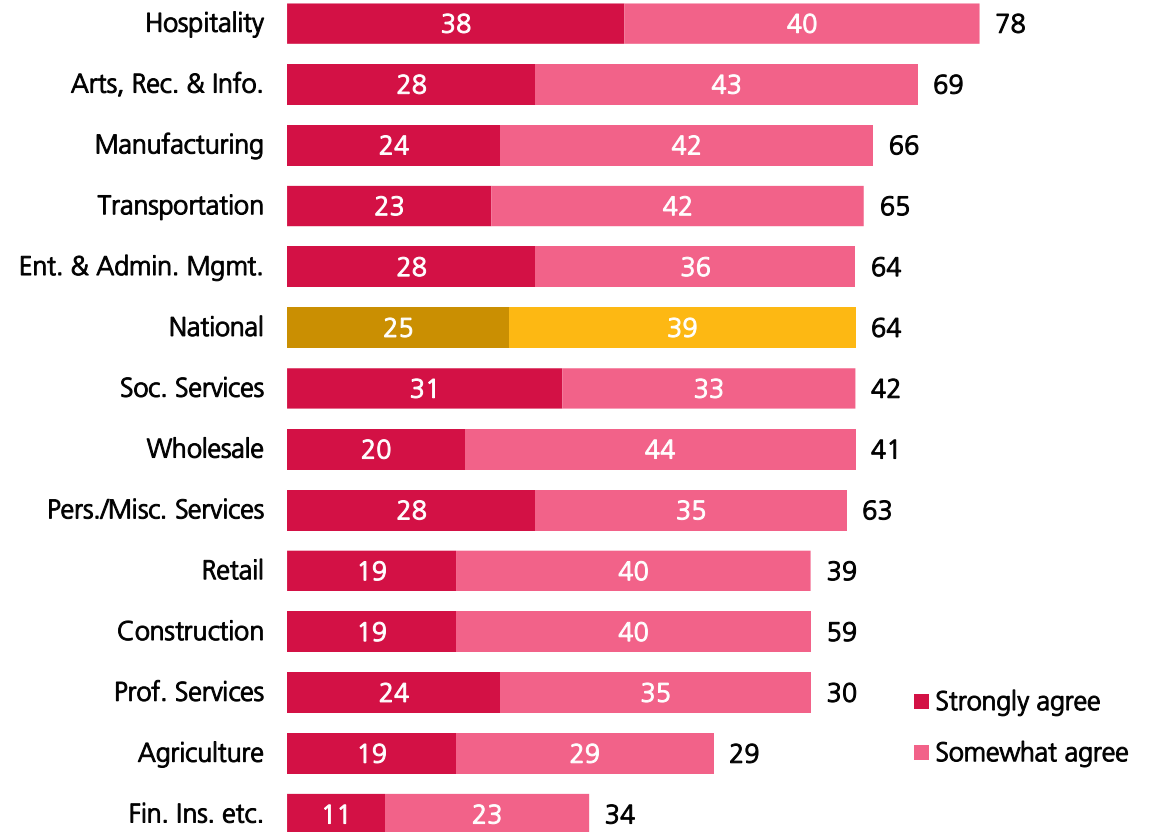
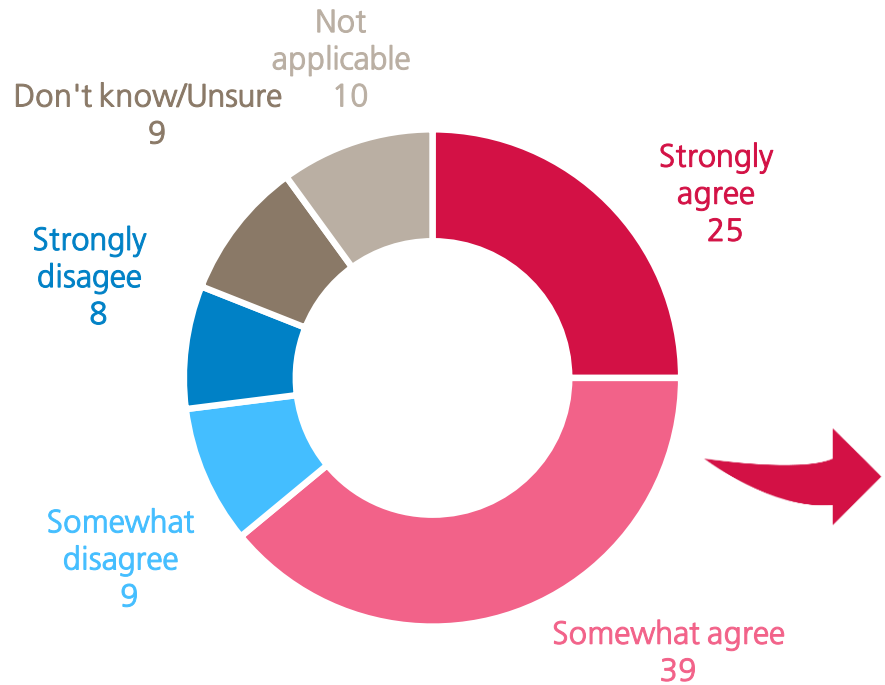
Three quarters will apply to CEWS

Two thirds will apply to CEBA

Half will apply to CERS

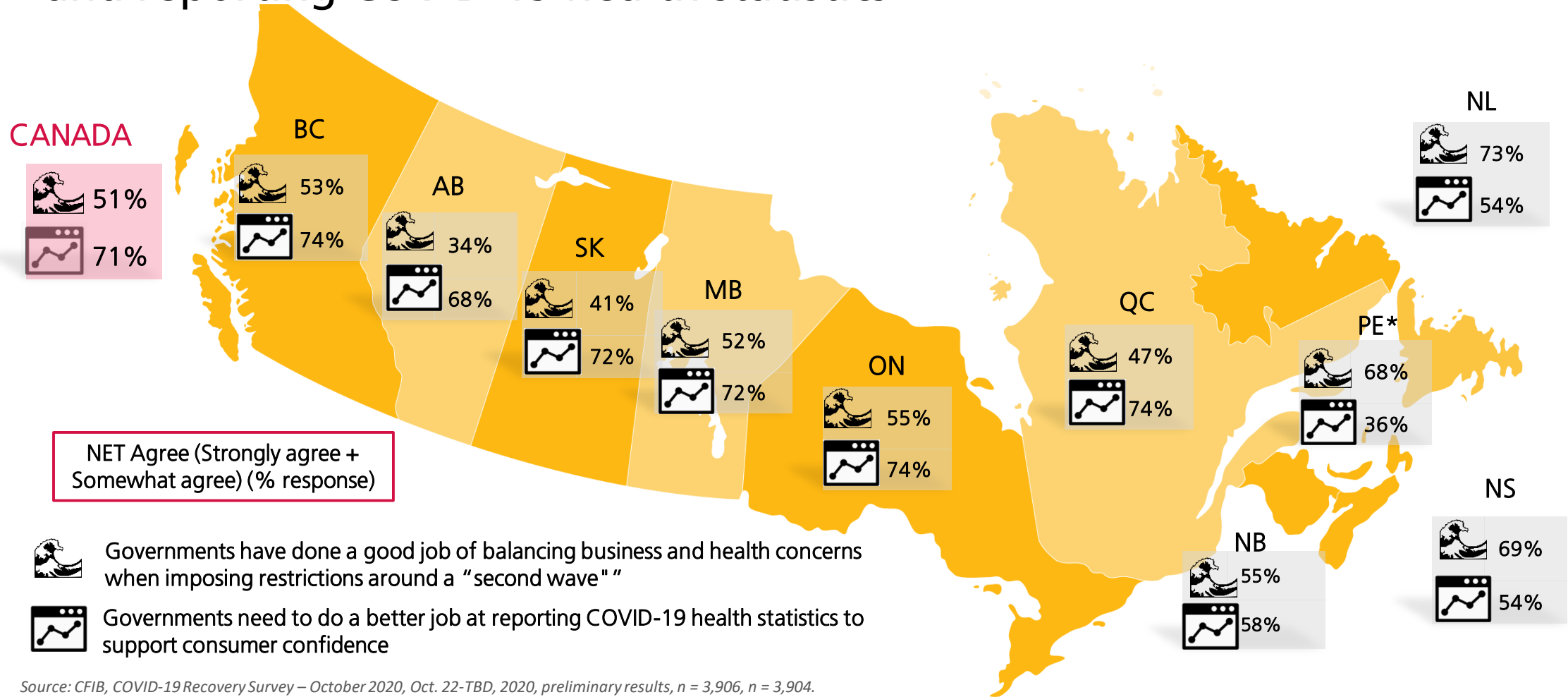
Source: CFIB, COVID-19 Recovery Survey – October 2020, Oct. 22-TBD, 2020, preliminary results, n (CEBA) = 3,883, n (CERS) = 3,562, n (CEWS) = 3,798.

“The new/updated federal relief programs (CEWS, CERS, CEBA) offer our business the lifeline it needs to survive” (% response)

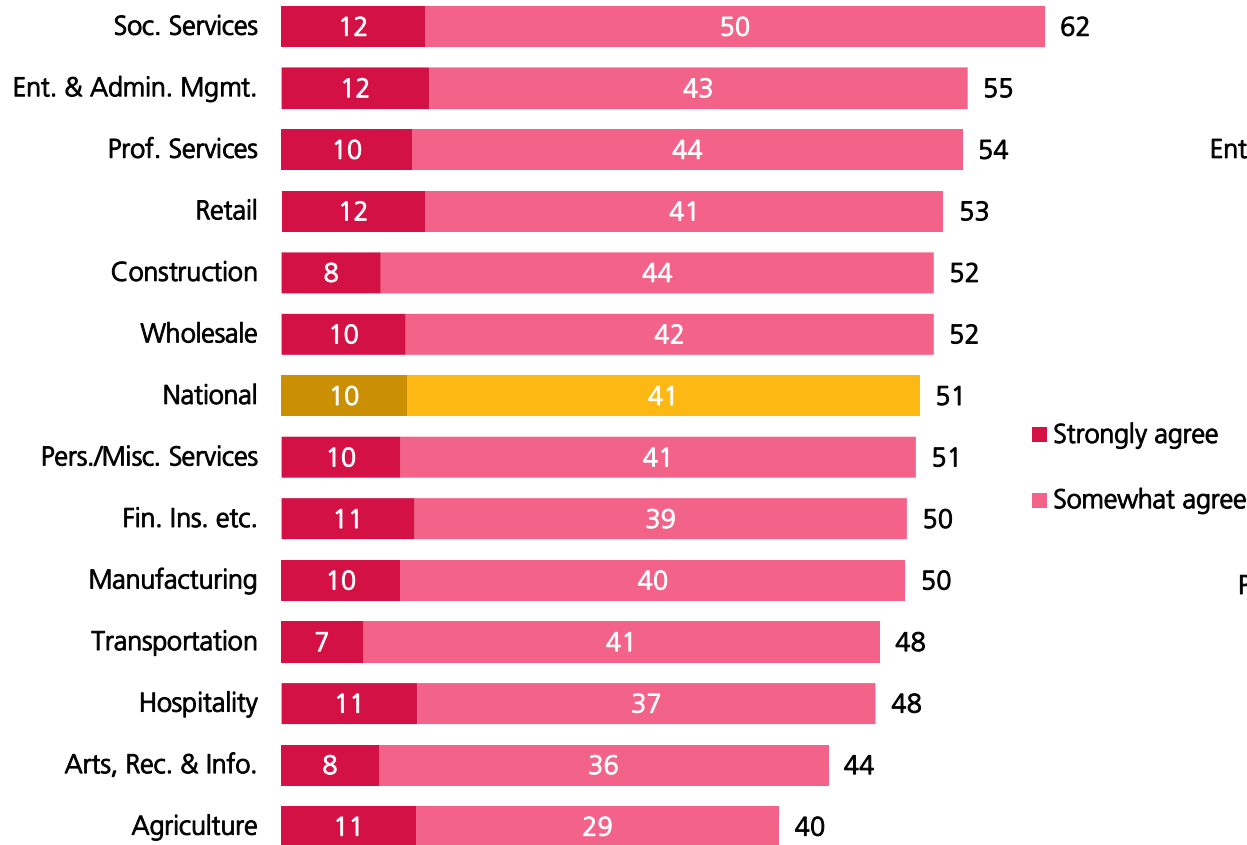


Source: CFIB, COVID-19 Recovery Survey – October 2020, Oct. 22-TBD, 2020, preliminary results, n = 3,907.

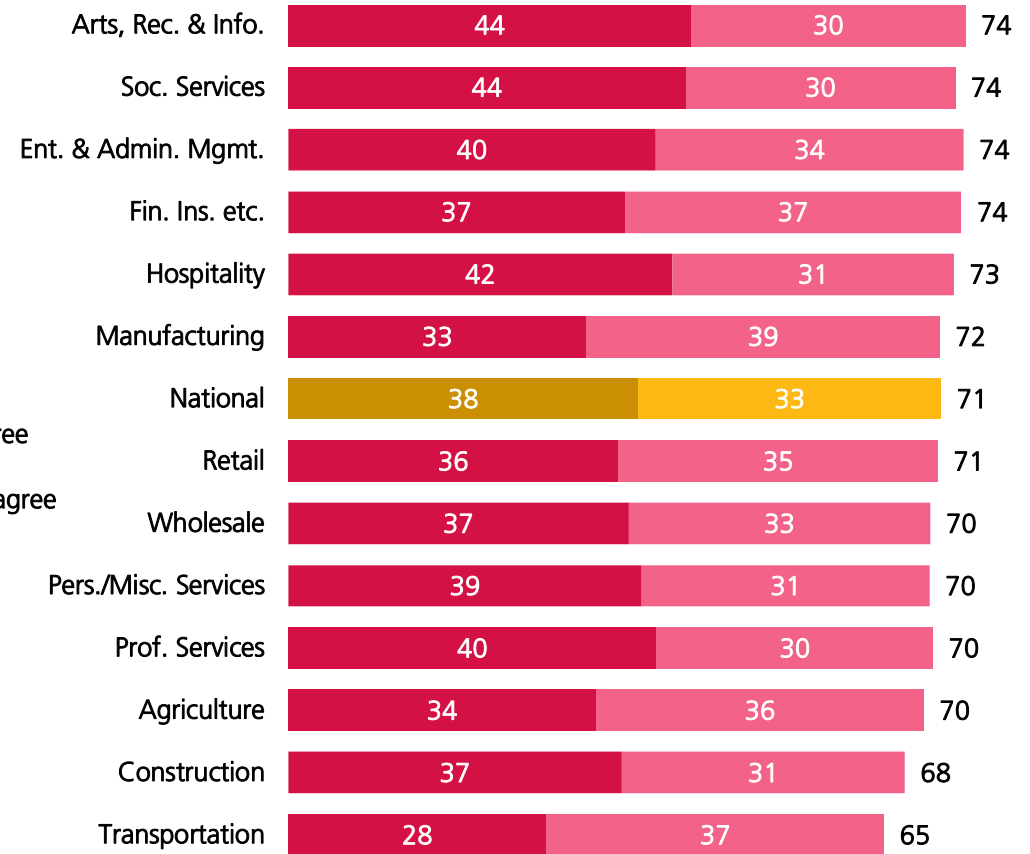
Governments' performance around "second wave" restrictions and reporting COVID-19 health statistics



“Governments have done a good job of balancing business and health concerns when imposing restrictions around a “second wave”” (% response)



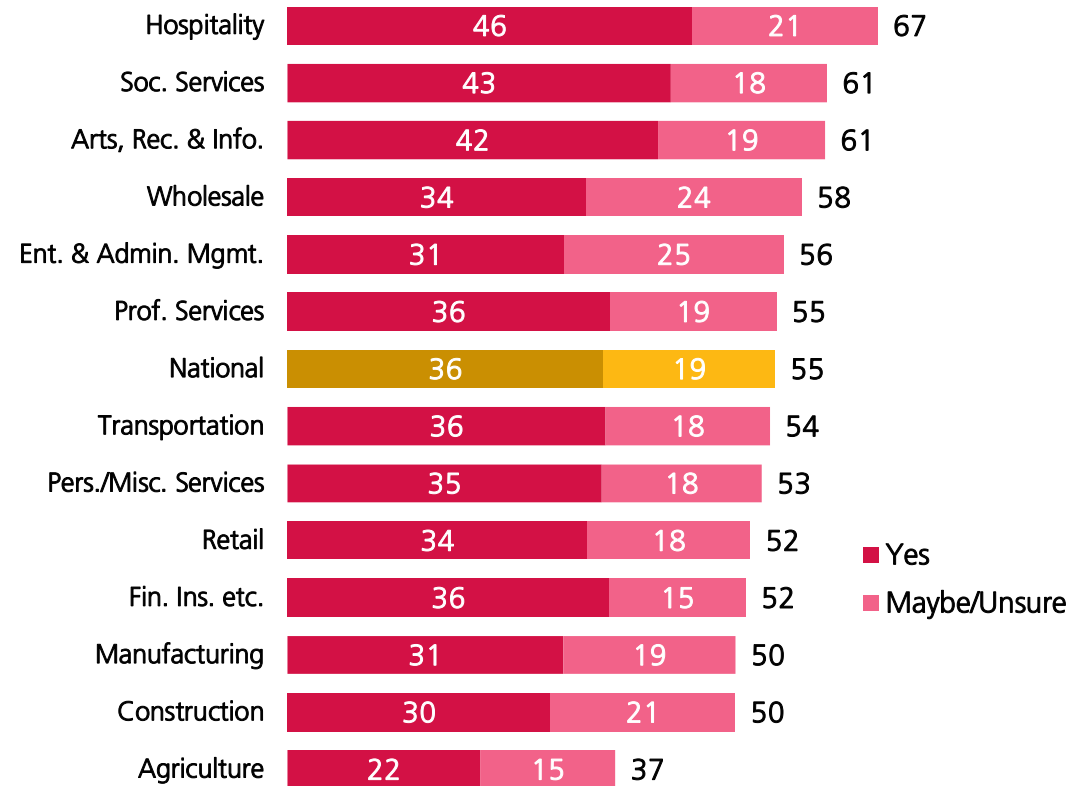
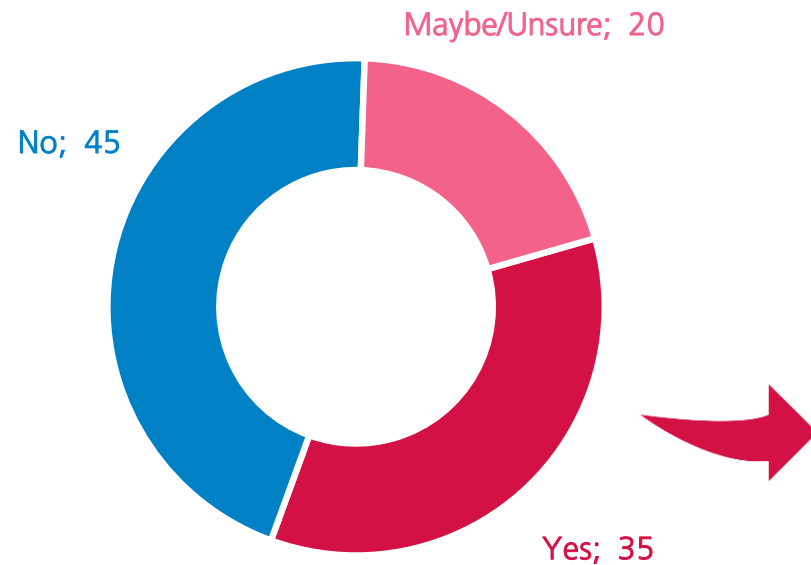
“Governments need to do a better job at reporting COVID-19 health statistics to support consumer confidence” (% response)



Source: CFIB, COVID-19 Recovery Survey – October 2020, Oct. 22-TBD, 2020, preliminary results, n = 3,906, n = 3,904.

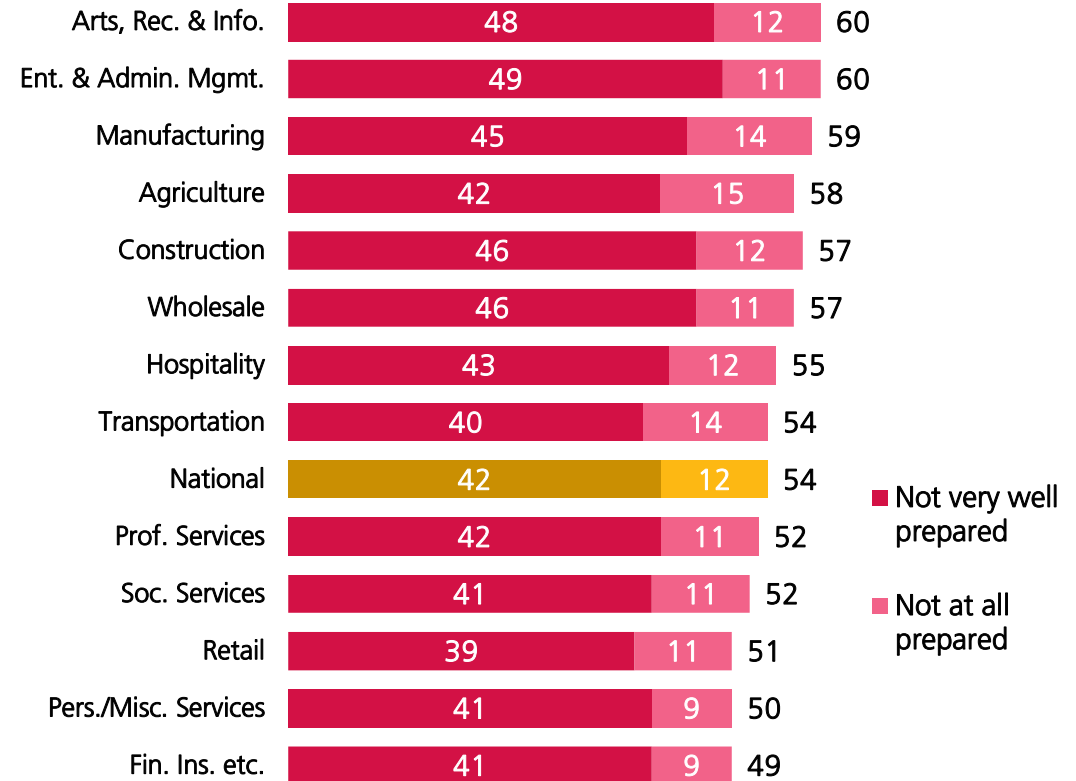
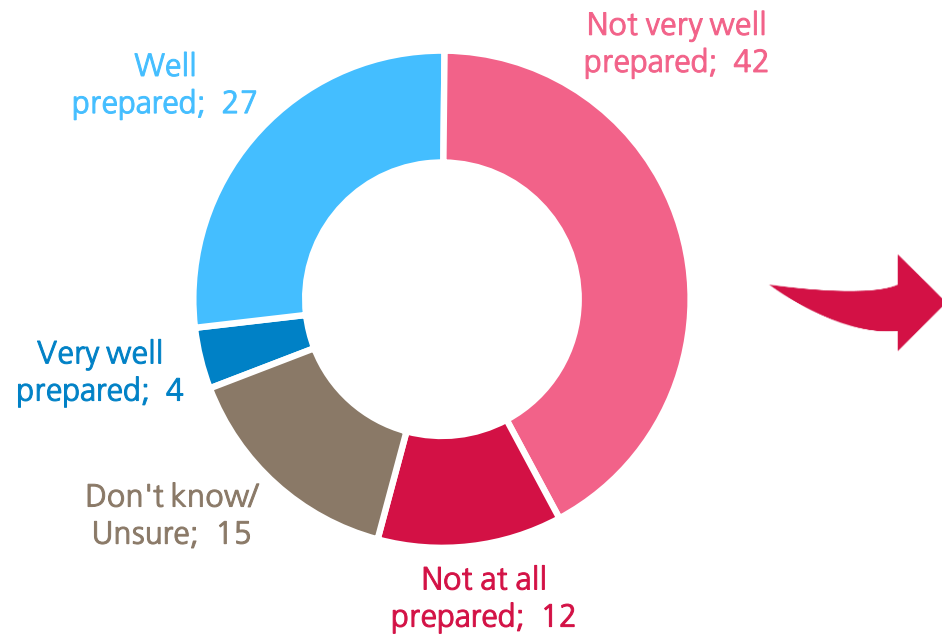
Are you aware of any of your employee(s) who have faced a mental health issue since the start of the COVID-19 pandemic?

By sector (% response)



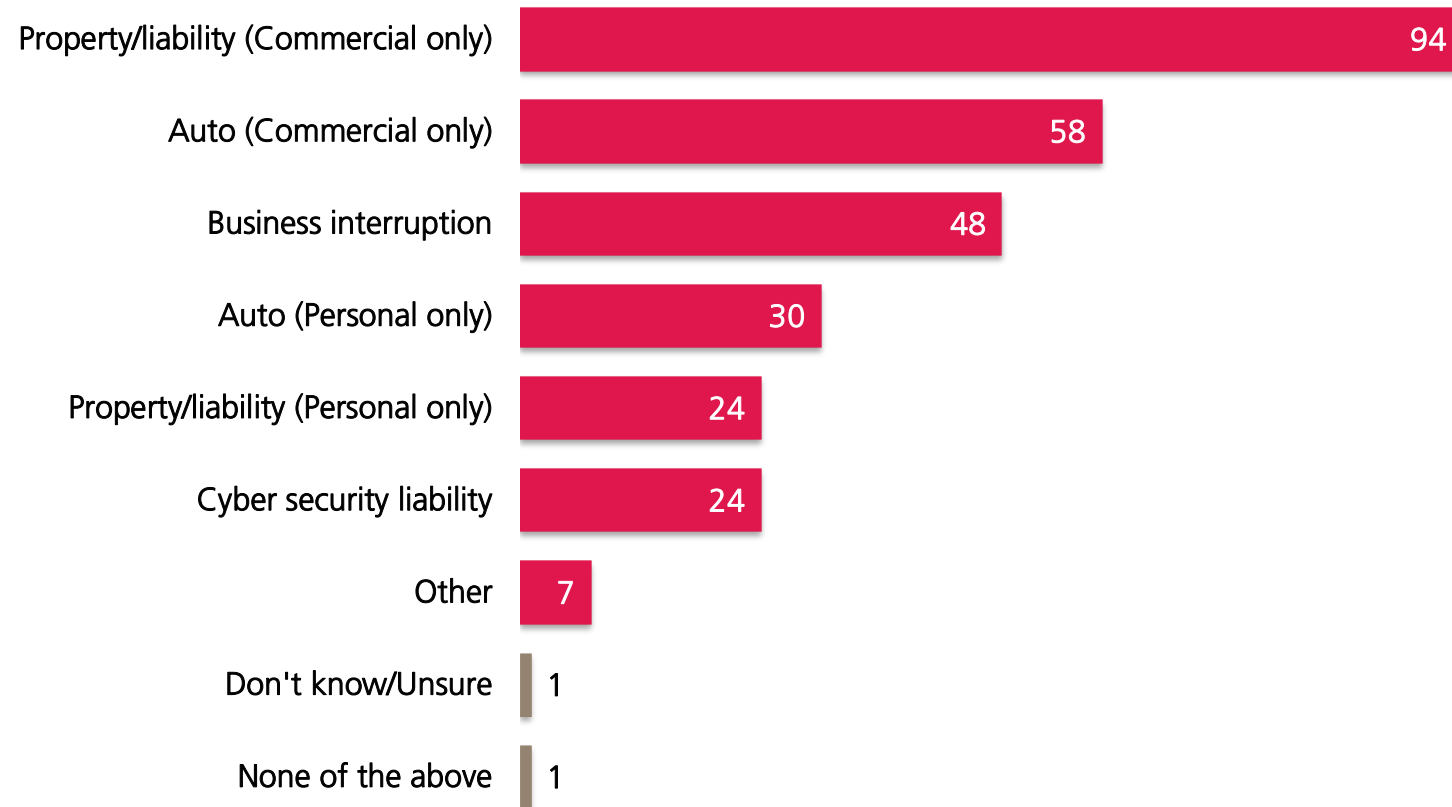
Source: CFIB, COVID-19 Recovery Survey – October 2020, Oct. 22-TBD, 2020, preliminary results, n = 3,924.

How prepared do you feel in addressing the mental health issues of your employees? By province and sector (% response)



Source: CFIB, COVID-19 Recovery Survey – October 2020, Oct. 22-TBD, 2020, preliminary results, n = 3,919.

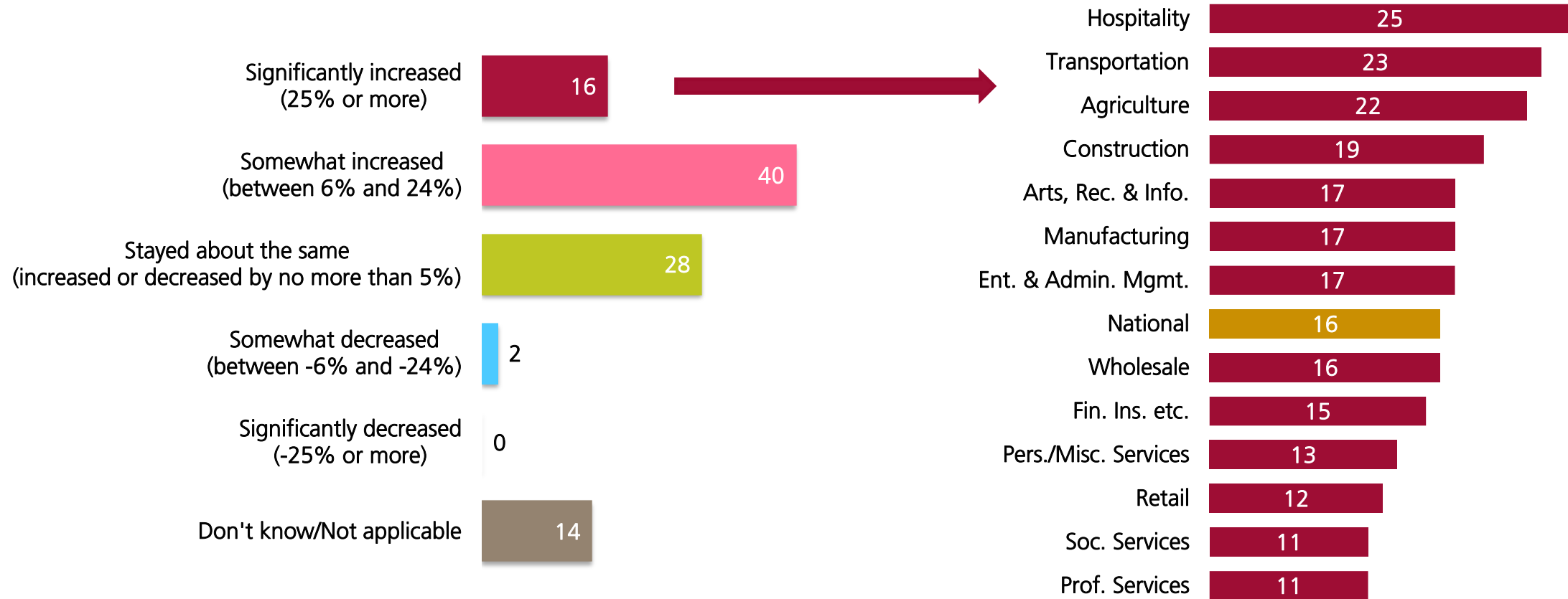
What main types of insurance do you currently have for your business? (% response)



Source: CFIB, COVID-19 Recovery Survey – October 2020, Oct. 22-TBD, 2020, preliminary results, n = 3,971.

Overall, how have insurance premiums for your business changed in the past 12 months?

(% response)



Source: CFIB, COVID-19 Recovery Survey – October 2020, Oct. 22-TBD, 2020, preliminary results, n = 3,939.

Insurance headaches...

(% response)

Our business should not be held liable if a customer is infected or exposed to COVID-19



Government should ensure that any business has access to reasonably-priced insurance when it is absolutely required for operations



Our business has undertaken risk management strategies as a result of COVID-19



There is a lack of competitively-priced insurance plans for our business



The COVID-19 emergency has increased the risk of general liability to our business



In the past 12 months we had to downgrade our business insurance (such as going with a higher deductible or a less comprehensive coverage than before) in order to address insurance costs



In the past 12 months we were unable to find an insurer willing to offer coverage for the insurance policy our business needed



■ Agree
 ■ Don't know/Unsure
 ■ Not applicable
 ■ Disagree

Source: CFIB, COVID-19 Recovery Survey – October 2020, Oct. 22-TBD, 2020, preliminary results, n = 3,874.

Appendix

Complete answer choices -

What worries you most about COVID-19?

Uncertainty around a second wave (for example, closures/restrictions on business activities)

Economic repercussions (on provincial, national and/or global economy)

Consumer spending will be reduced, even following the COVID-19 crisis

Business cash flow (paying rent, meeting payroll, paying suppliers/mortgage/other bills, getting paid)

Physical health impacts (on myself, my staff or others)

Debt (long-term financial consequences of debt and depleted savings)

Overwhelming stress

Staffing (layoffs, retention, refusal to work)

Access to enough government support for my business/workers

Business logistics (getting and shipping products, managing inventories)

Access to any/enough income as a self-employed worker

Having to close my business permanently

Access to personal protective equipment for our business

Other (Please specify)

No concerns at this moment

Don't know/Unsure