



**CANADIAN FEDERATION
OF INDEPENDENT BUSINESS**

In business for your business™

COVID-19: State of Small Business

Key results – November 2020 Survey

2020-11-25

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)

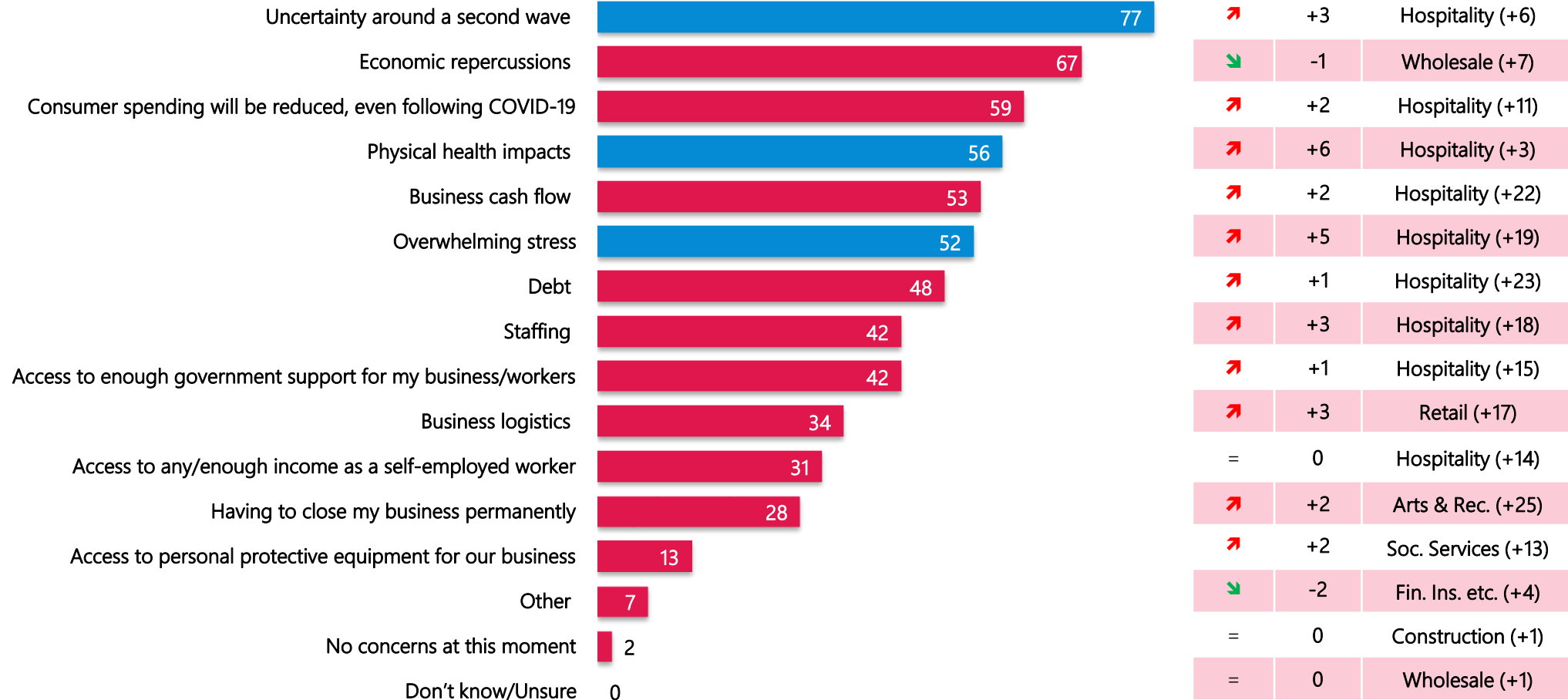
Survey	No. 11	No. 12	No. 13	No. 14	No. 15	No. 16	No. 17	No. 18	No. 19
<i>Active dates</i>	May 28- June 5	June 6-11	June 12-18	June 19-25	June 26-July 3	July 3-16	July 17-30	July 31-Aug. 13	Aug. 13-26
<i>Reminder date</i>	May 29								
<i>Active days</i>	9	6	7	7	8	14	14	14	14
<i>Respondents</i>	8,886	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-Nov. 18	Nov. 20	Dec. 17
<i>Reminder date</i>	Sept. 10	Oct. 8	Nov. 5	Dec. 3	
<i>Active days</i>	28	28	28	6	
<i>Respondents</i>	6,255	7,512	7,371	4,127	

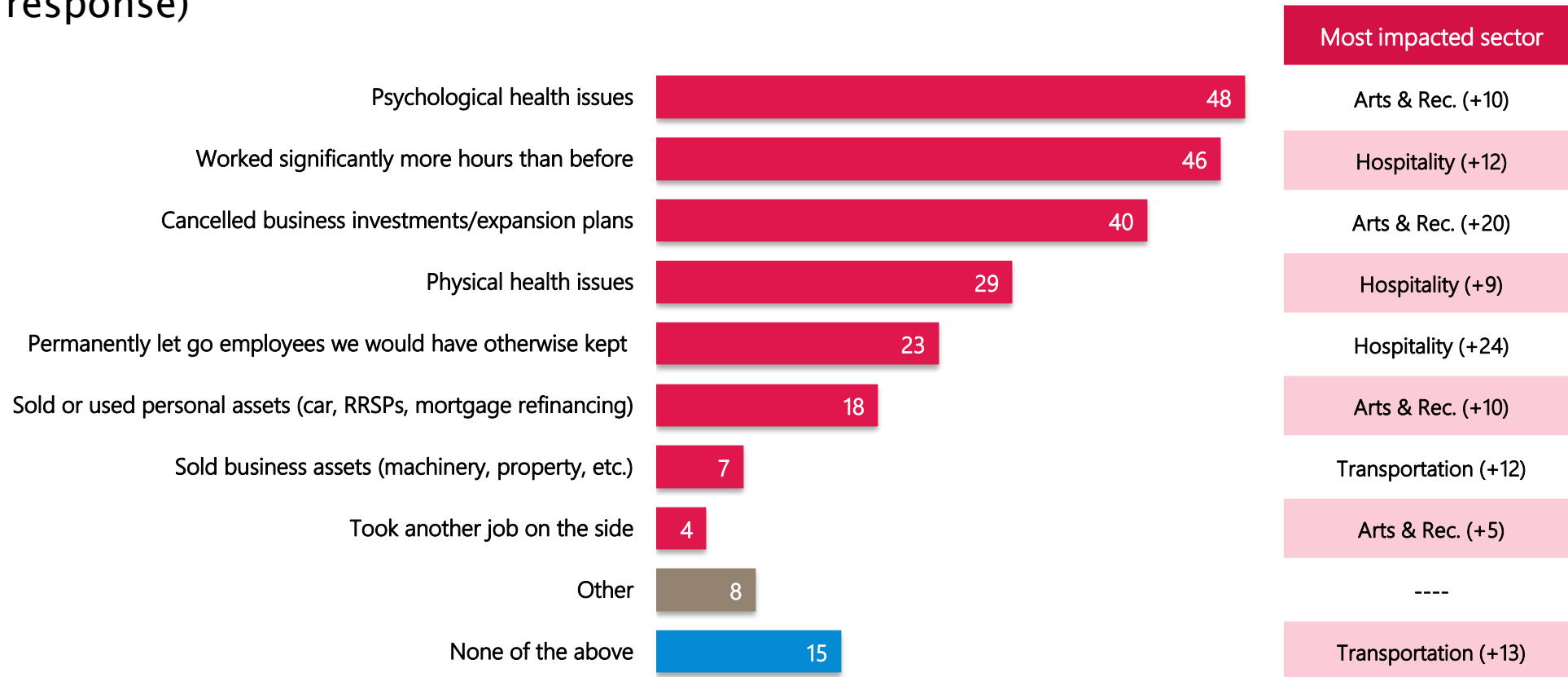
What worries you most about COVID-19?

(Select all that apply, % response)



Source: CFIB, COVID-19 Recovery Survey – November 2020, Nov. 20-TBD, 2020, preliminary results, n = 4,021.
 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%.

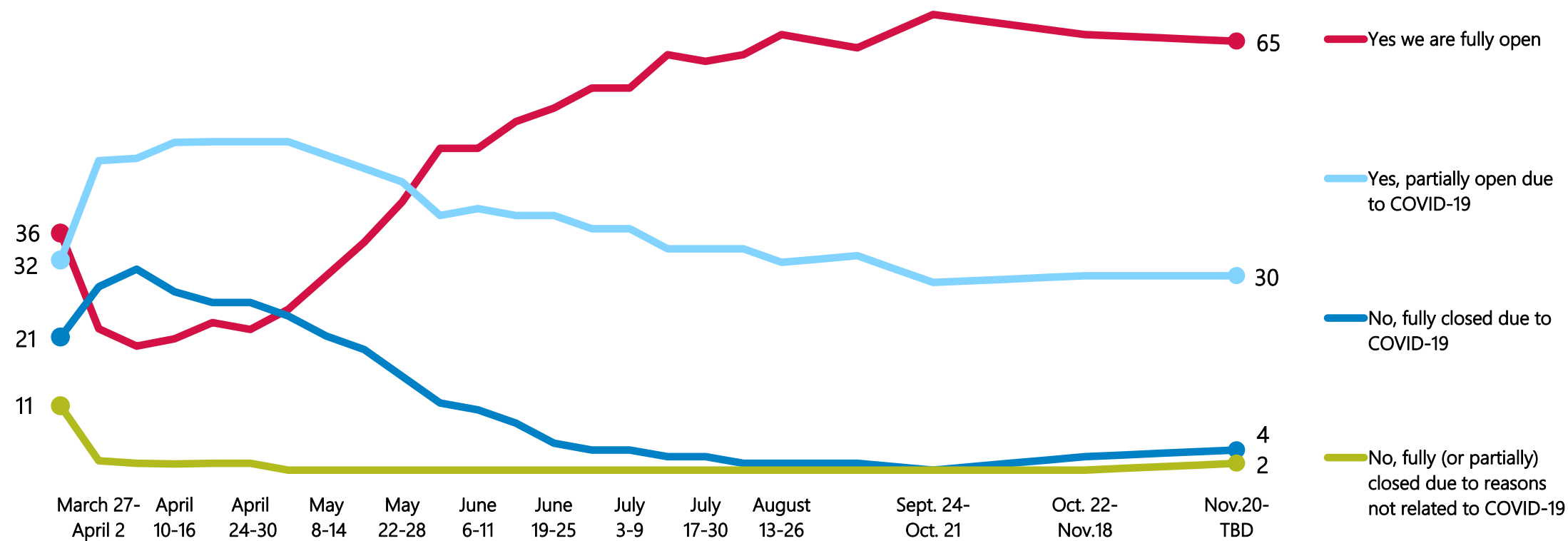
Apart from revenues, what have been the impacts of the pandemic so far on your business or on you as a business owner? (% response)



Source: CFIB, COVID-19 Recovery Survey – November 2020, Nov. 20-TBD, 2020, preliminary results, n = 3,933.
Note: Respondents were allowed to select more than one answer choice. Percentages will not add to 100%.

As of today, is your business still open?

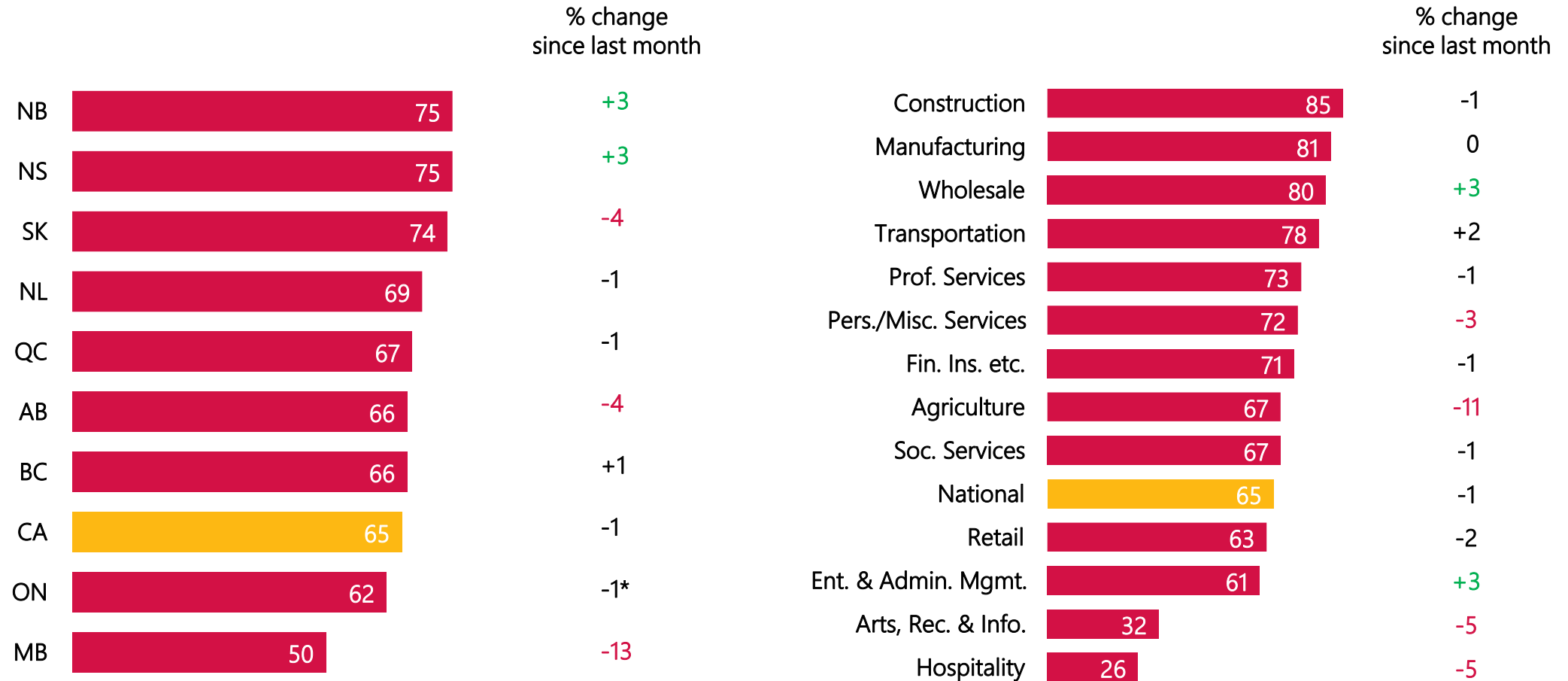
(% response)



Source: CFIB, COVID-19 surveys – March to October 2020, full details at <https://www.cfib-fcei.ca/en/covid-19-surveys>
Note: Percentages may not add to 100% due to rounding.

Businesses fully open, by sector and province

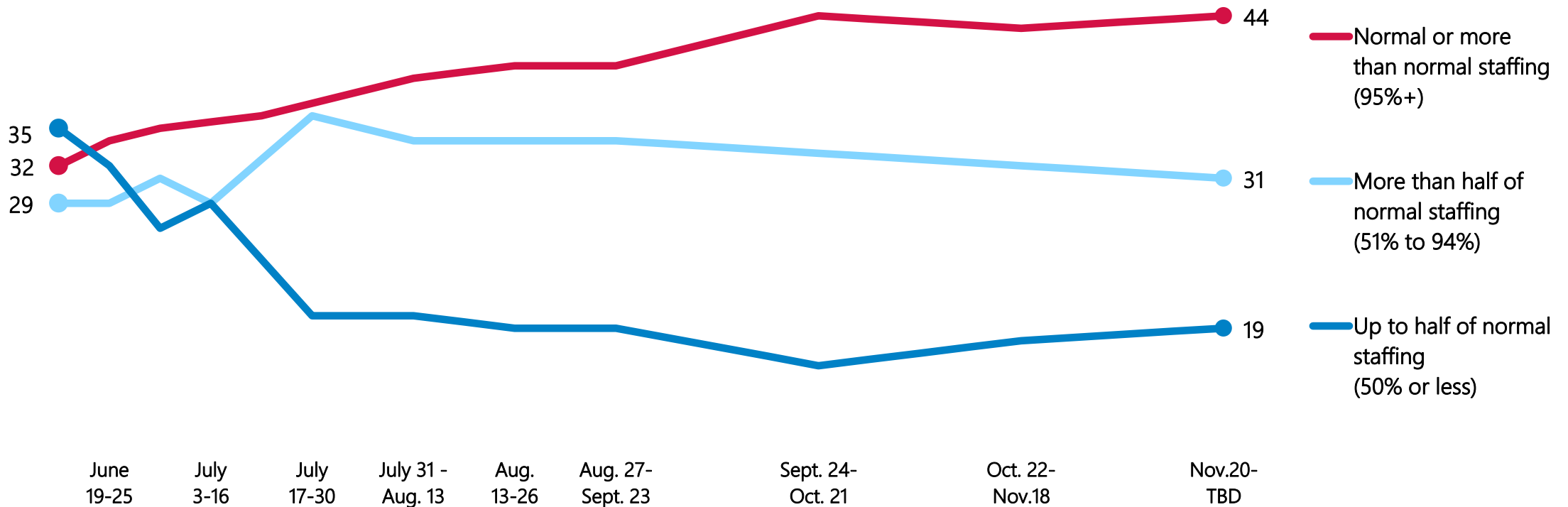
(% response)



Source: CFIB, COVID-19 Recovery Survey – November 2020, Nov. 20-TBD, 2020, preliminary results, n = 4,105.

Note*: The Toronto metropolitan area is 47% only fully open.

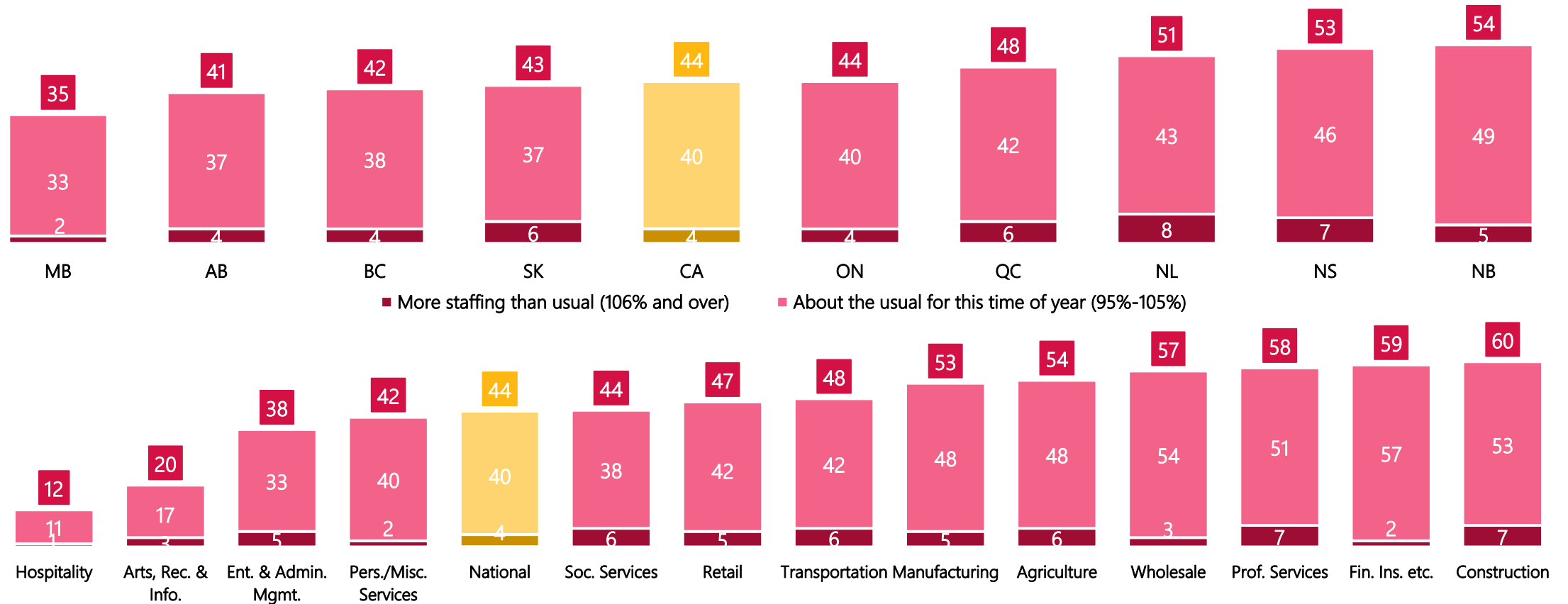
How much of your usual staffing capacity for this time of year is your business currently using? (% response)



Source: CFIB, COVID-19 surveys – June to October 2020, full details at <https://www.cfib-fcei.ca/en/covid-19-surveys>
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

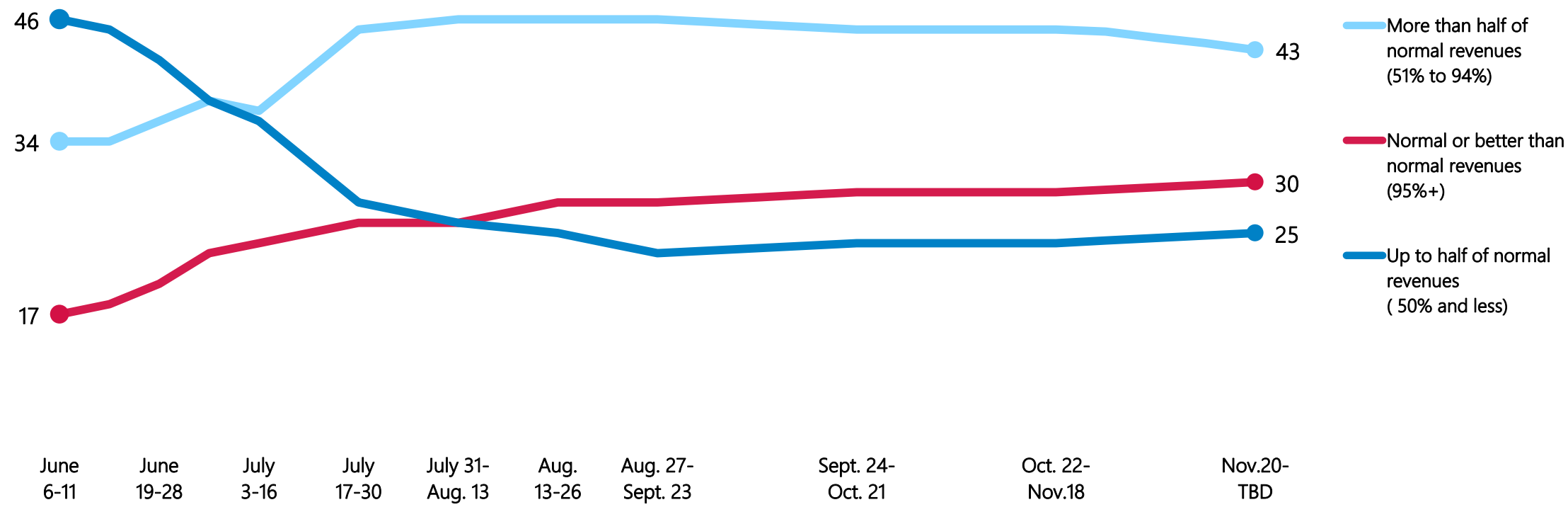
(% response)



Source: CFIB, COVID-19 Recovery Survey – November 2020, Nov. 20-TBD, 2020, preliminary results, n = 4,073.

How much of your usual revenues for this time of year is your business currently making?

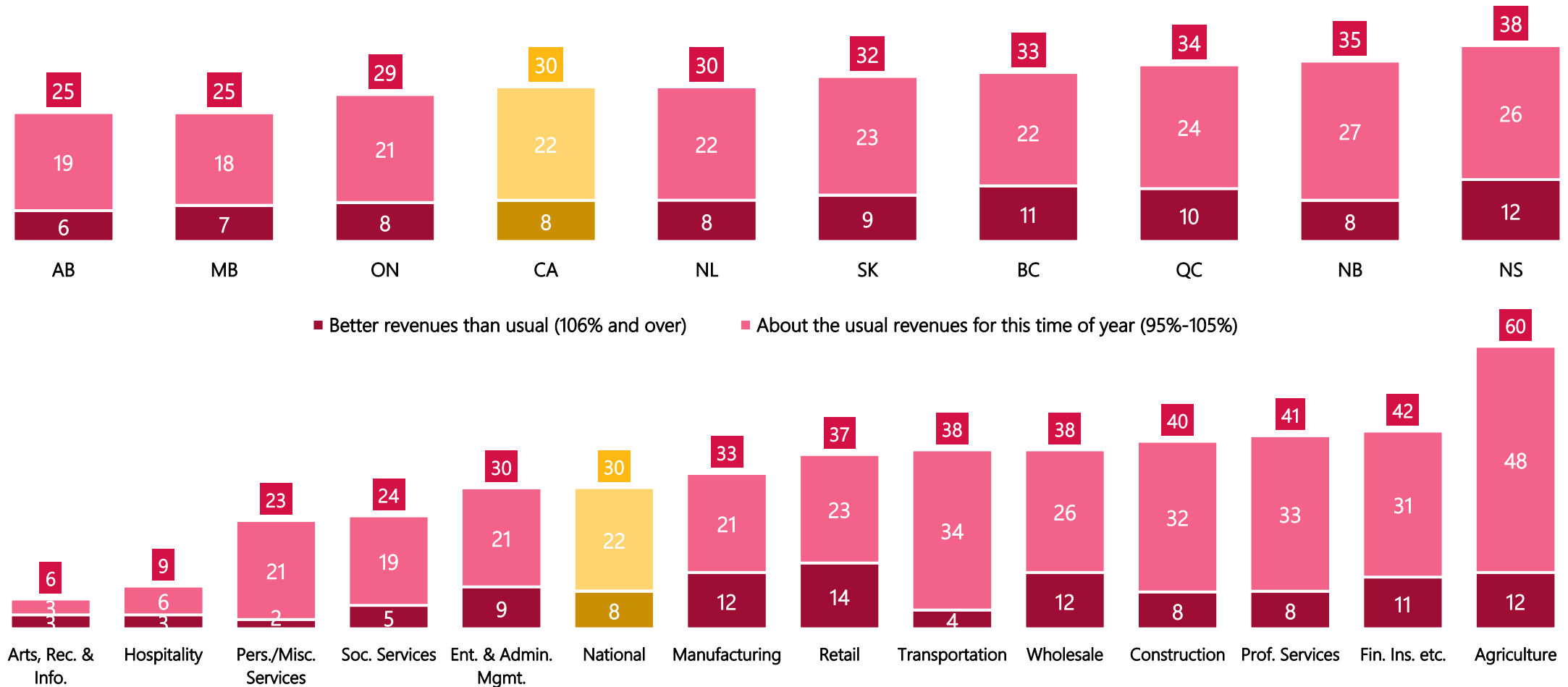
(% response)



Source: CFIB, COVID-19 surveys – June to October 2020, full details at <https://www.cfib-fcei.ca/en/covid-19-surveys>
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.

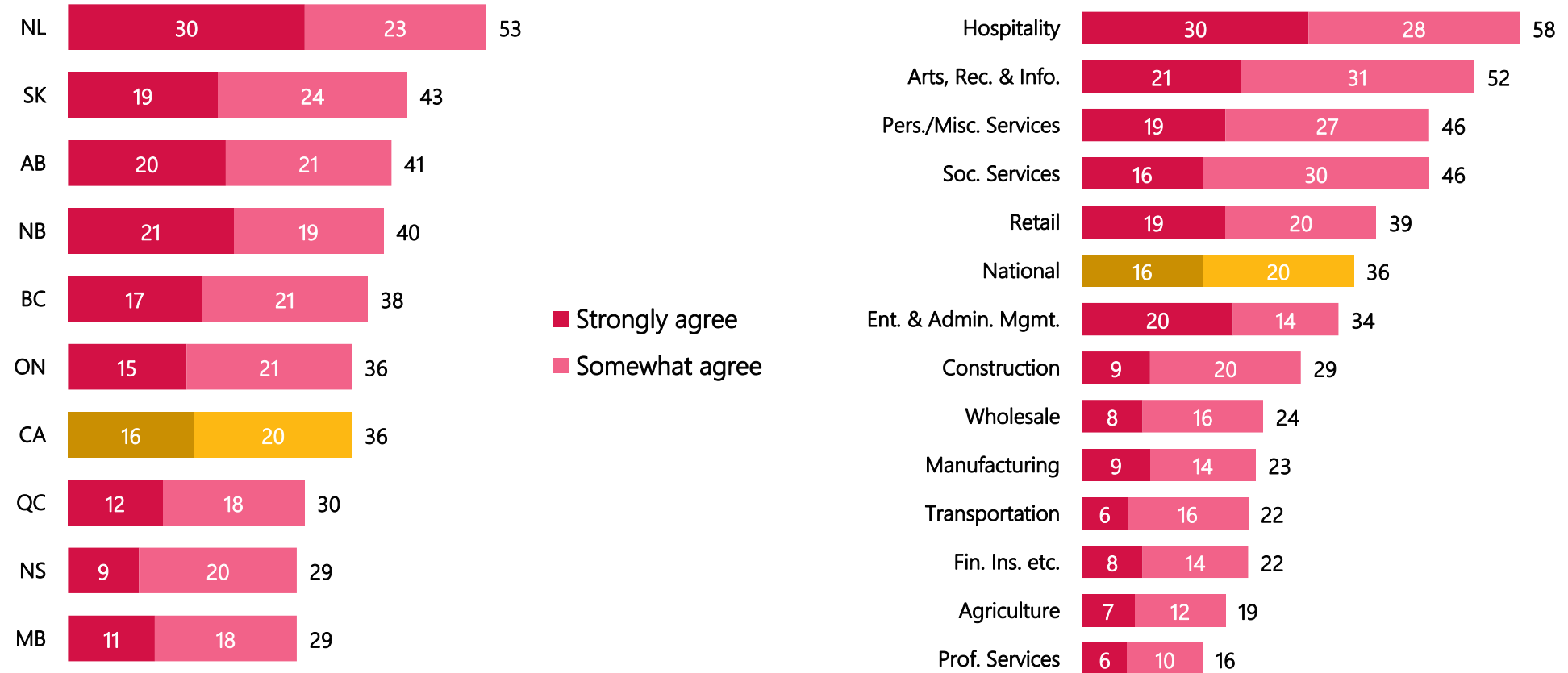
Normal or better revenues, by province and sector

(% response)



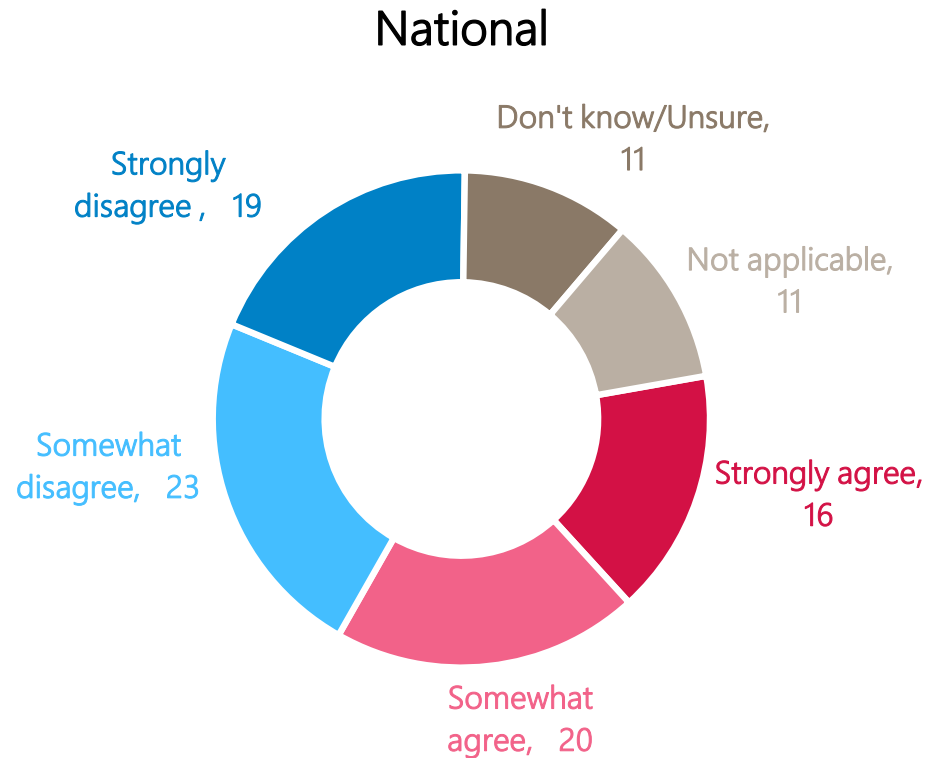
Source: CFIB, COVID-19 Recovery Survey – November 2020, Nov. 20-TBD, 2020, preliminary results, n = 3,993.

“Our business would not survive if locked down a second time”, by province and sector (% response)

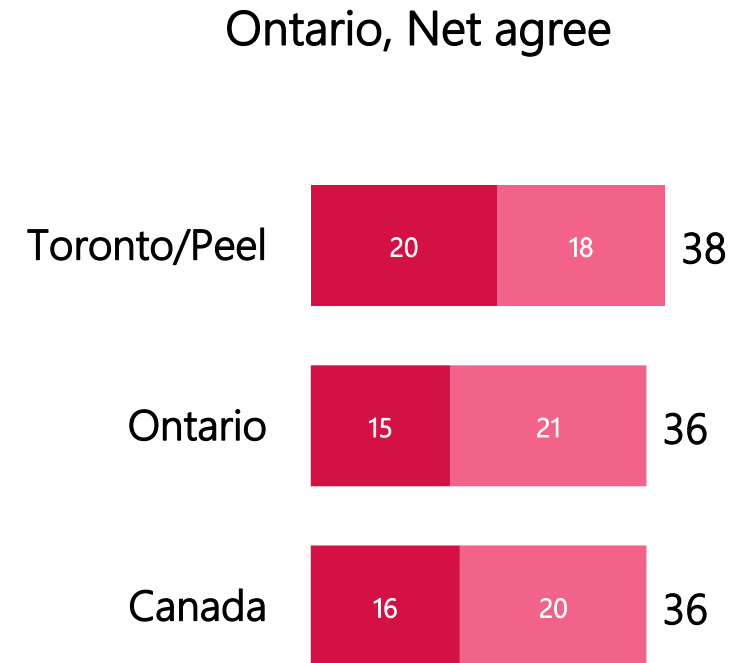


Source: CFIB, COVID-19 Recovery Survey – November 2020, Nov. 20-TBD, 2020, preliminary results, n = 3,805.

“Our business would not survive if locked down a second time” (% response)



Source: CFIB, COVID-19 Recovery Survey – November 2020, Nov. 20-TBD, 2020, preliminary results, n = 3,805.



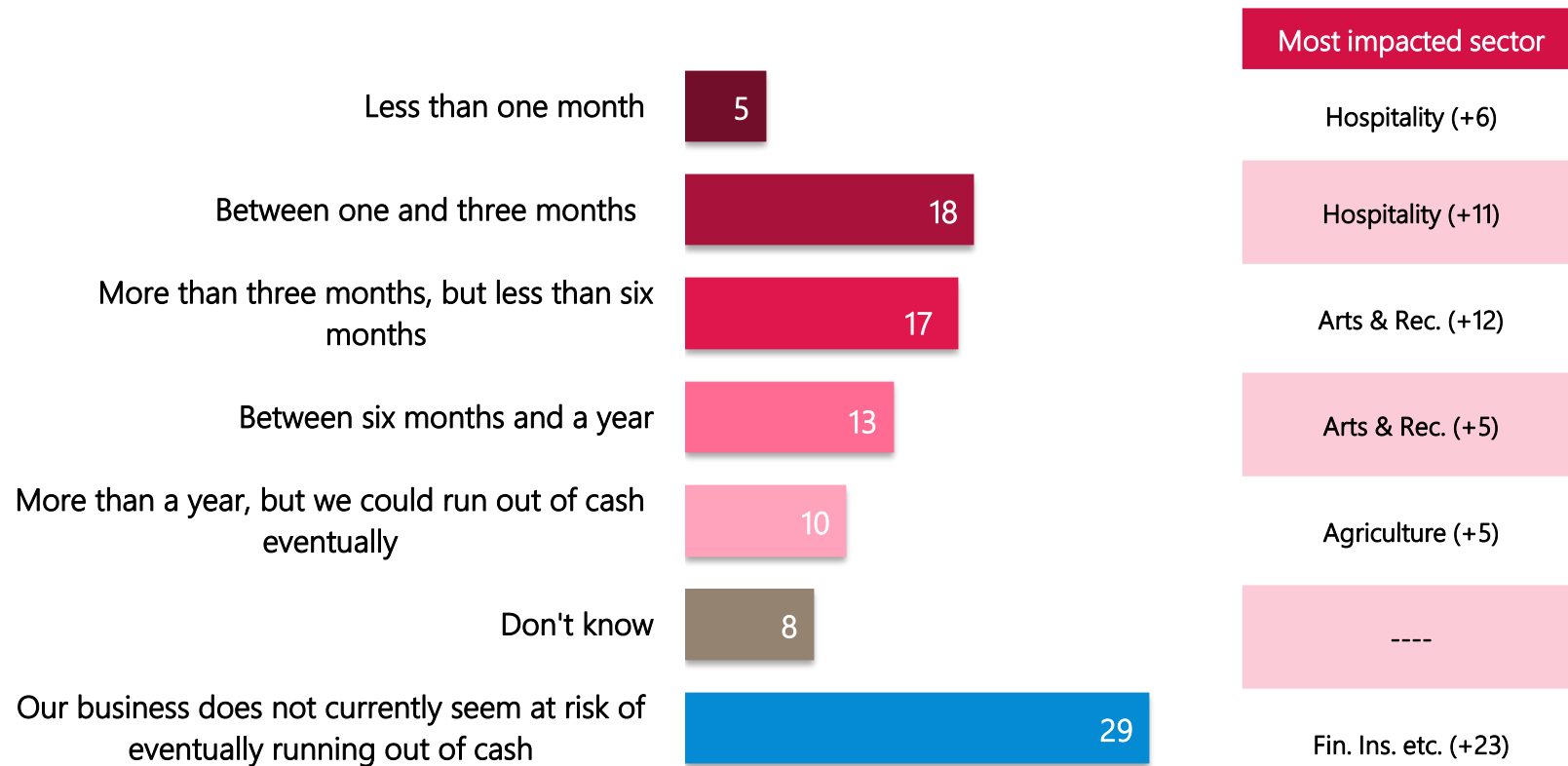
Source: CFIB, COVID-19 Recovery Survey – November 2020, Nov. 20-TBD, 2020, preliminary results, (Toronto/Peel) n = 201, (Ontario) n = 1,470, (Canada) n = 3,805.

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



Source: CFIB, COVID-19 Recovery Survey – November 2020, Nov. 20-TBD, 2020, preliminary results, n = 3,805.
Note: See appendix for industry icon reference guide.

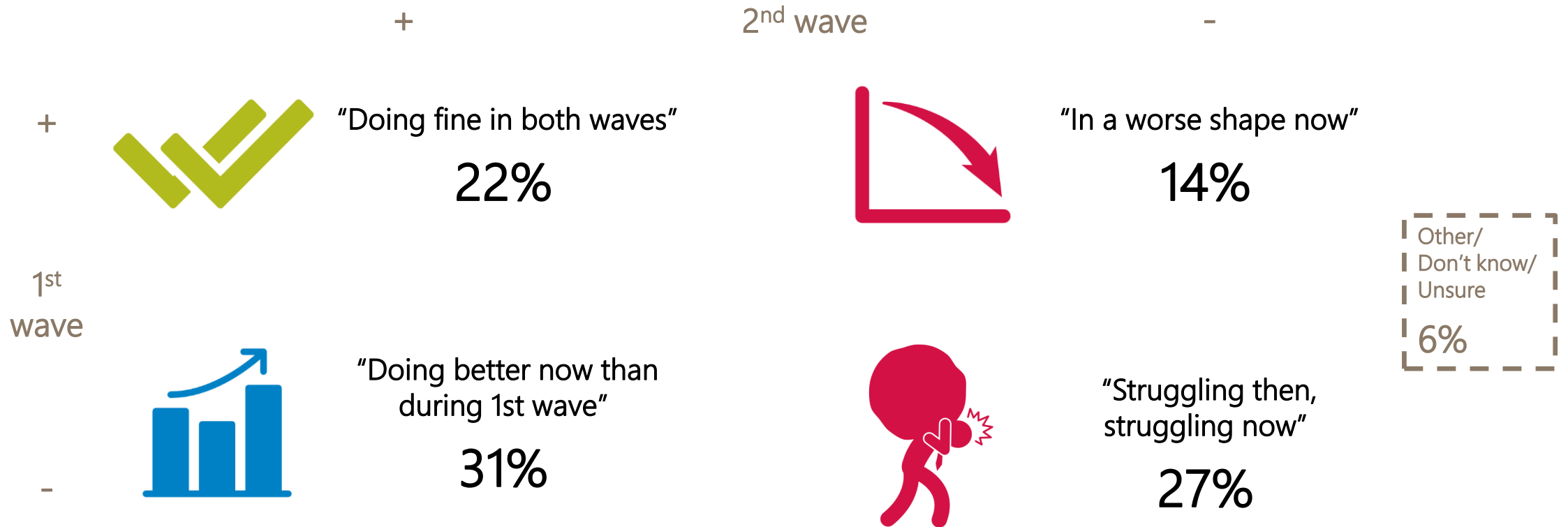
How long do you have until your business runs out of the cash needed to cover everyday expenses? (% response)



Source: CFIB, COVID-19 Recovery Survey – November 2020, Nov. 20-TBD, 2020, preliminary results, n = 3,947.

Survey question: In thinking about your current situation, how long do you have until your business runs out of the cash needed to cover everyday expenses (wages, payroll, sales tax remittances, utilities, bills, paying suppliers, etc.)?

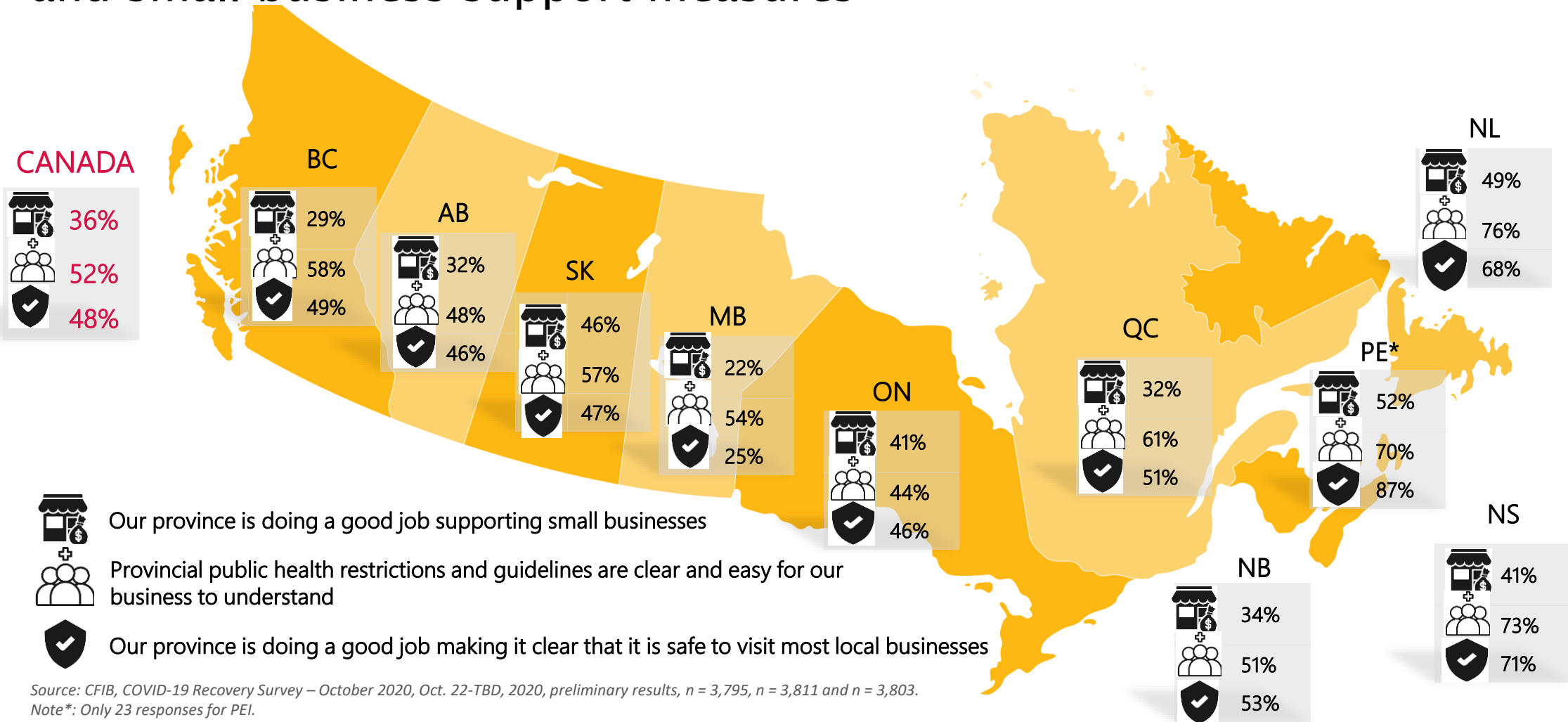
How businesses see the second wave so far (vs first wave)



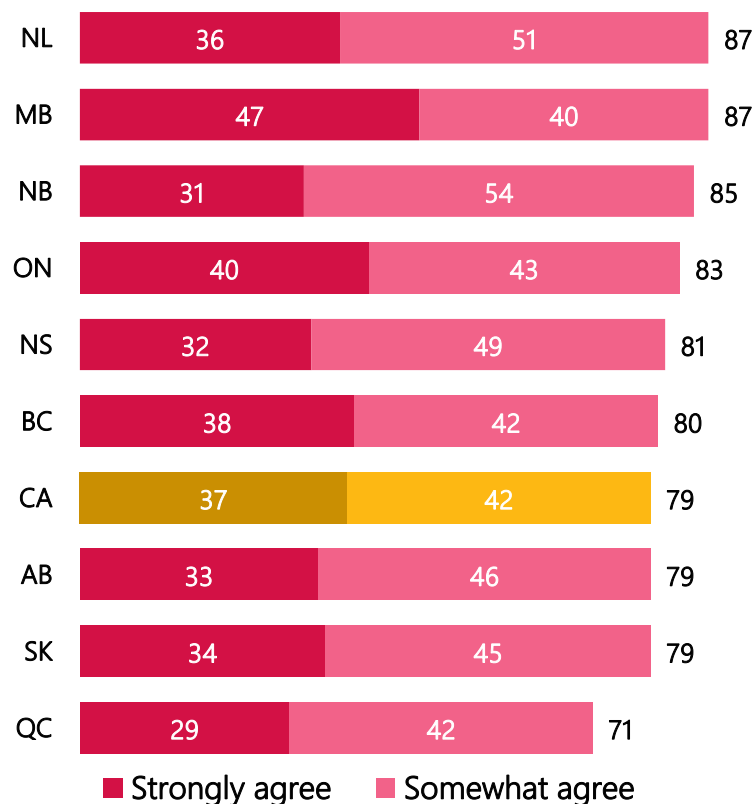
Source: CFIB, COVID-19 Recovery Survey – November 2020, Nov. 20-TBD, 2020, preliminary results, n = 3,989.

Survey question: "Which of the following would best describe the situation your business is in during the second wave of the pandemic (now), compared to its situation during the first wave (Spring 2020)?"

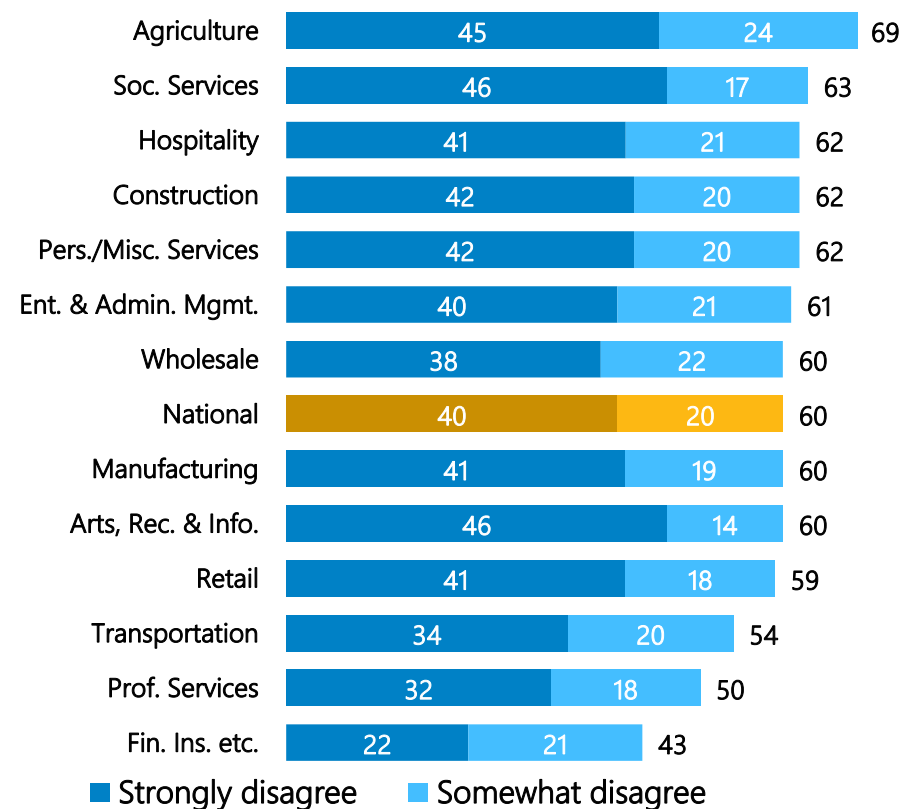
Provincial government performance around restrictions and small business support measures



“Our business has gone above and beyond the COVID-19 health and safety guidelines provided by our province” (% response)



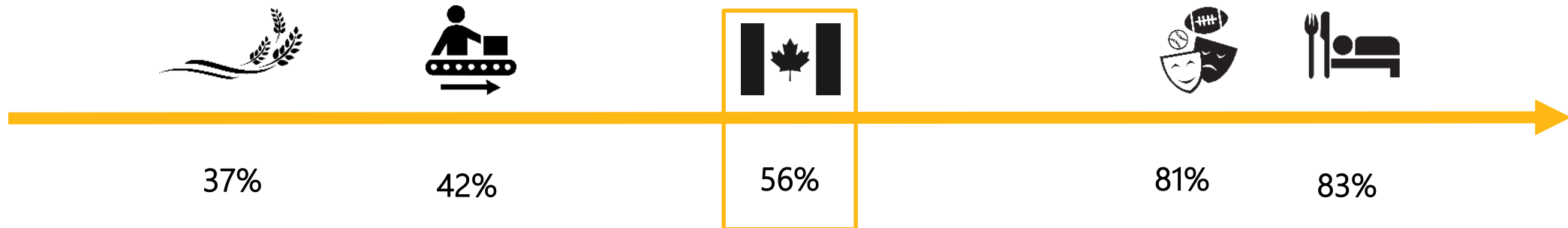
“A general lockdown in our province is/would be acceptable at this stage” (% response)



Source: CFIB, COVID-19 Recovery Survey – November 2020, Nov. 20-TBD, 2020, preliminary results, n = 3,812.

Source: CFIB, COVID-19 Recovery Survey – November 2020, Nov. 20-TBD, 2020, preliminary results, n = 3,974.

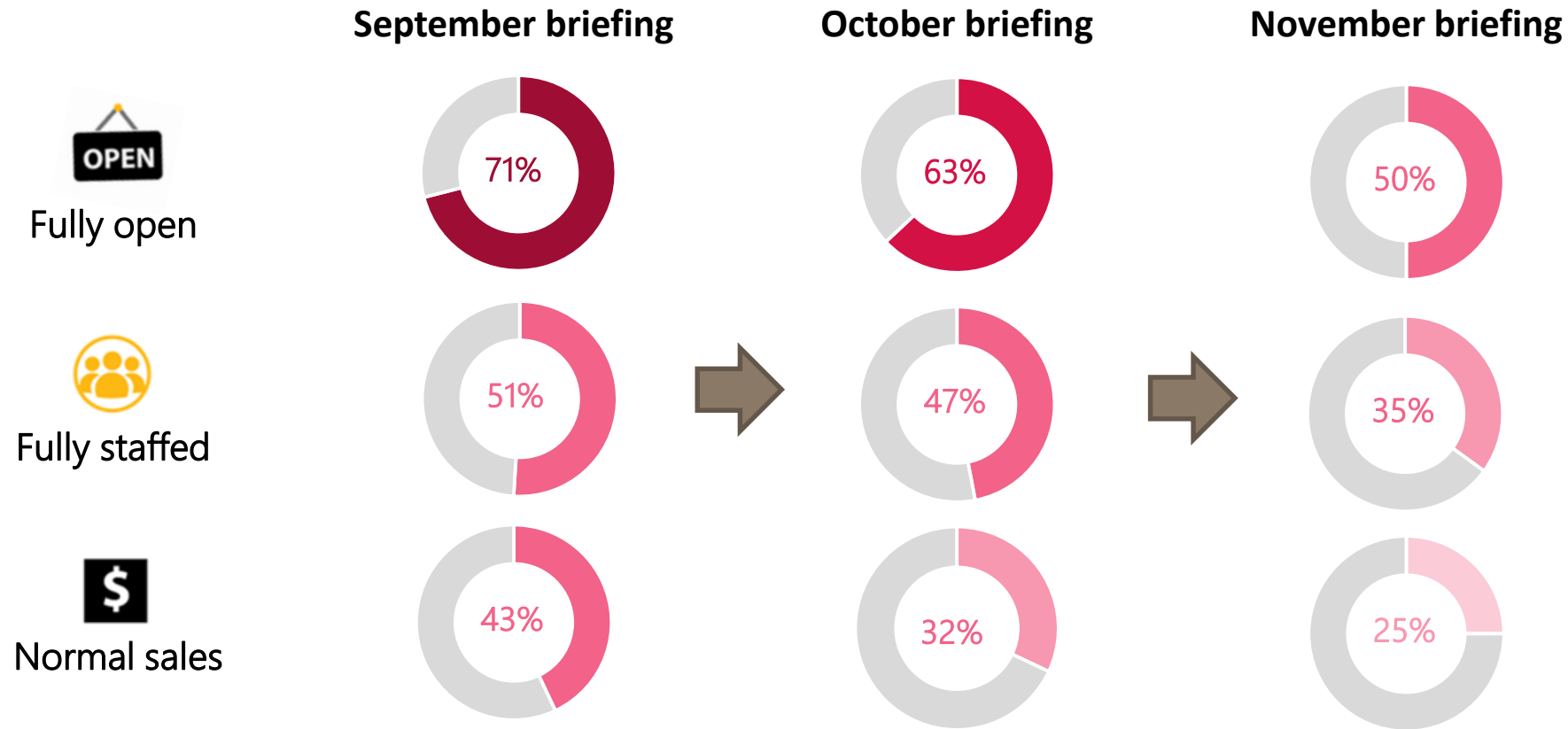
“Our business has been seriously negatively impacted by new/
returning restrictions as a result/fear of the second wave”
(% “agree”, select sectors)



Source: CFIB, COVID-19 Recovery Survey – November 2020, Nov. 20-TBD, 2020, preliminary results, n = 3,811.
Note: See appendix for industry icon reference guide.

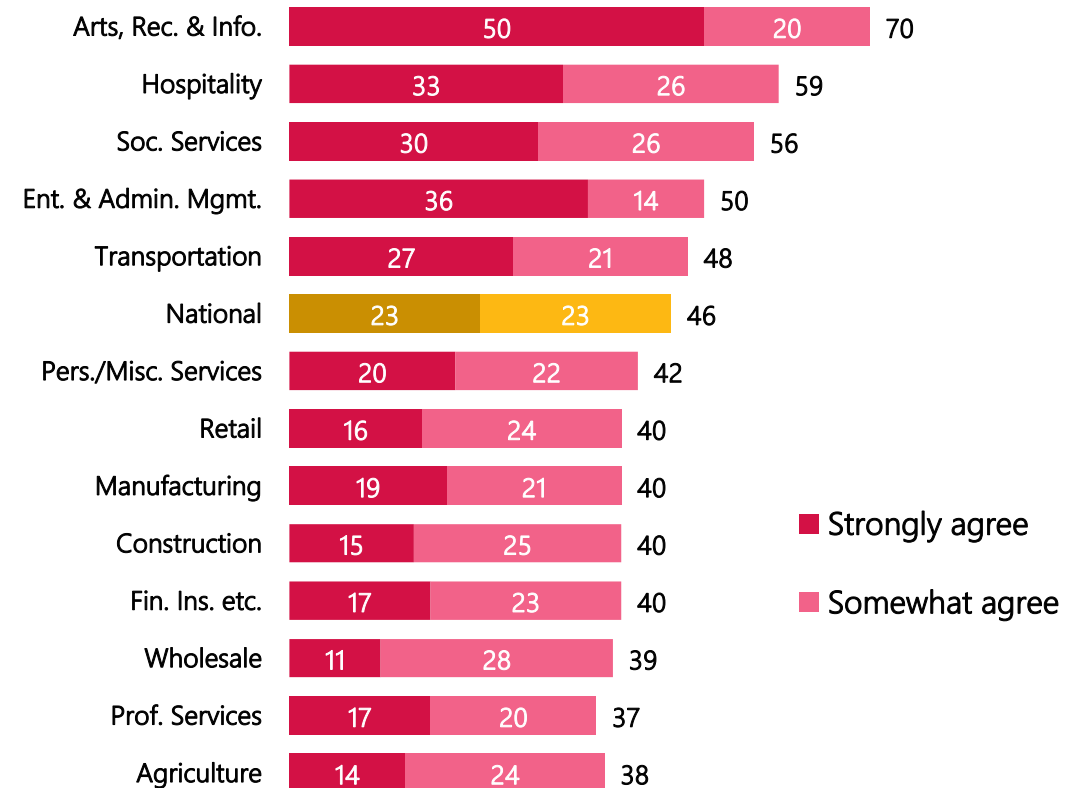
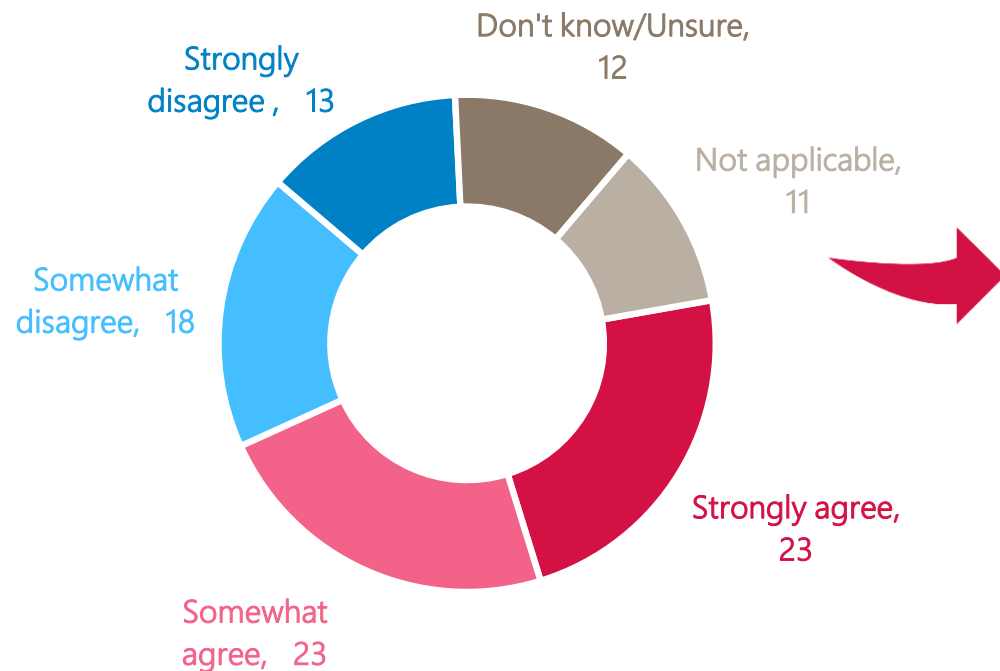
Businesses fully open, fully staffed and with normal revenues

Manitoba results



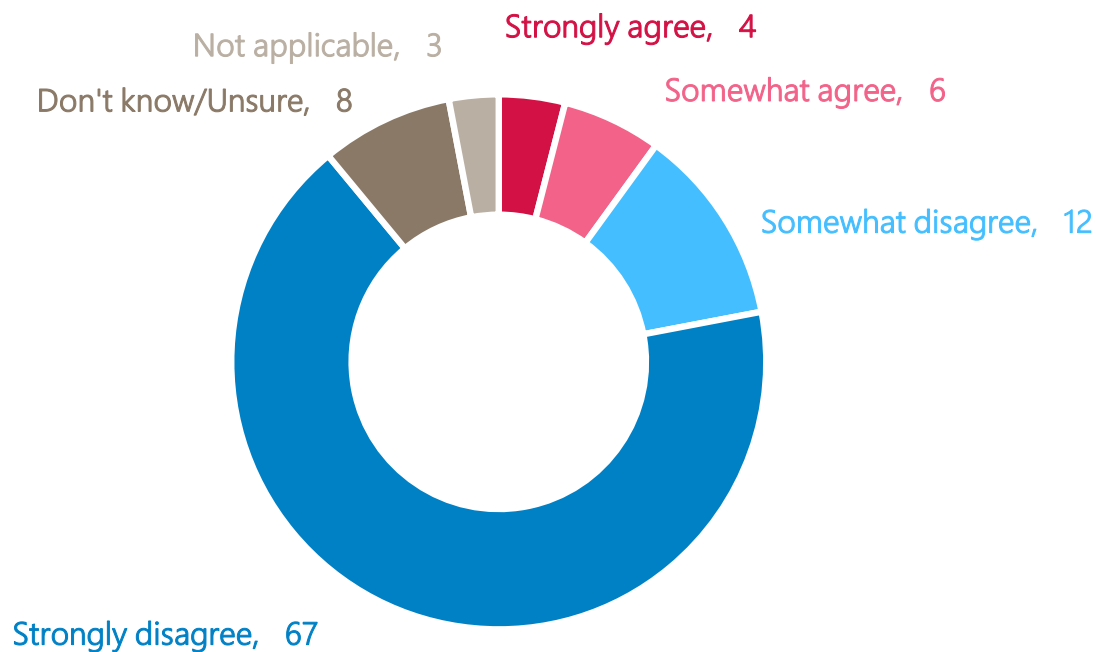
Source: CFIB, COVID-19 Recovery Surveys, November, October and September 2020: preliminary results, (November) n = 250, n = 247, n = 242, (October) n = 177, n = 177, n = 173, (September) n = 207, n = 205, n = 203.

“Our business has sector-specific challenges that are not currently being addressed by our provincial government” (% response)



Source: CFIB, COVID-19 Recovery Survey – November 2020, Nov. 20-TBD, 2020, preliminary results, n = 3,752.

“The January 1, 2021 hike in CPP/QPP employer premiums should proceed as planned” (% response)

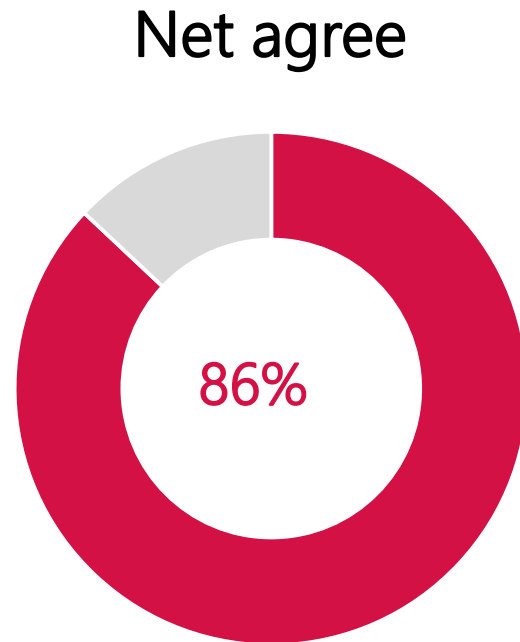


A very strong majority of business owners disagree in all provinces and sectors

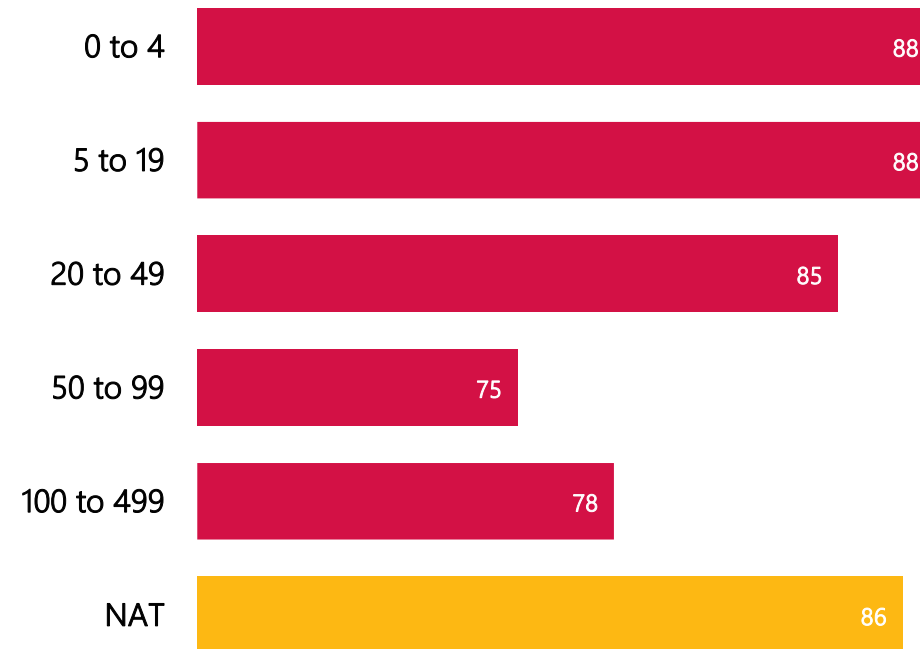


Source: CFIB, COVID-19 Recovery Survey – November 2020, Nov. 20-TBD, 2020, preliminary results, n = 3,727.
Note: Respondents were provided a backgrounder with the question. See appendix for details.

“It is critical for small business survival that people make an extra effort to shop local this year”(% response)



By size of business (# of employees):



Source: CFIB, COVID-19 Recovery Survey – November 2020, Nov. 20-TBD, 2020, preliminary results, n = 3,769.

Small business views on Black Friday/Cyber Monday

(% response)



Source: CFIB, COVID-19 Recovery Survey – November 2020, Nov. 20-TBD, 2020, preliminary results, n = 3,763, n = 3,737, n = 3,738, n = 3,727.

Notes: 1) The 'not applicable' answer choices have been removed and the responses have been rebased as a result.

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

3) Survey question: Please indicate whether or not you agree with the following statements regarding your business's experience with Black Friday/Cyber Monday.

Appendix

Complete answer choices – What worries you most about COVID-19? (From slide 3)

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

Industry icon reference guide (From slides 13 & 18)



Agriculture



Transportation



Social Services



Construction



Arts, Recreation &
Information



Hospitality



Manufacturing



Finance, Insurance, Real
Estate & Leasing



Personal & Miscellaneous
Services



Wholesale



Professional Services



Retail



Enterprise & Administration
Management

Pop-up definition provided with CPP/QPP question (From slide 21)

Hike in CPP/QPP employer premiums:

- Between 2019 and 2023, Canada Pension Plan (CPP) and Quebec Pension Plan (QPP) employer contribution rates are set to gradually increase by one percentage point. After 2023, another range of earnings above the current earnings limit will also become subject to an additional contribution rate.
- For 2020, the CPP employer premium rate is 5.25%. It is set to increase to 5.45% on January 1, 2021. As an example, for an employer with 10 employees each earning \$45,000/year, it means total CPP premiums in 2021 will be \$22,618, or \$830 higher than if the contribution rate had remained frozen.
- For QPP, employer rates are 5.70% in 2020 and 5.90% in 2021. As an example, for an employer with 10 employees each earning \$45,000/year, it means total QPP premiums in 2021 will be \$24,485 or \$830 higher than if the contribution rate had remained frozen.
- All rates and amounts above are double for the self-employed.