



**CANADIAN FEDERATION  
OF INDEPENDENT BUSINESS**

*In business for your business™*

# COVID-19: State of Small Business

*Key results – February 2021 Survey*

2021-02-18

# Overview: CFIB surveys since mid-March 2020

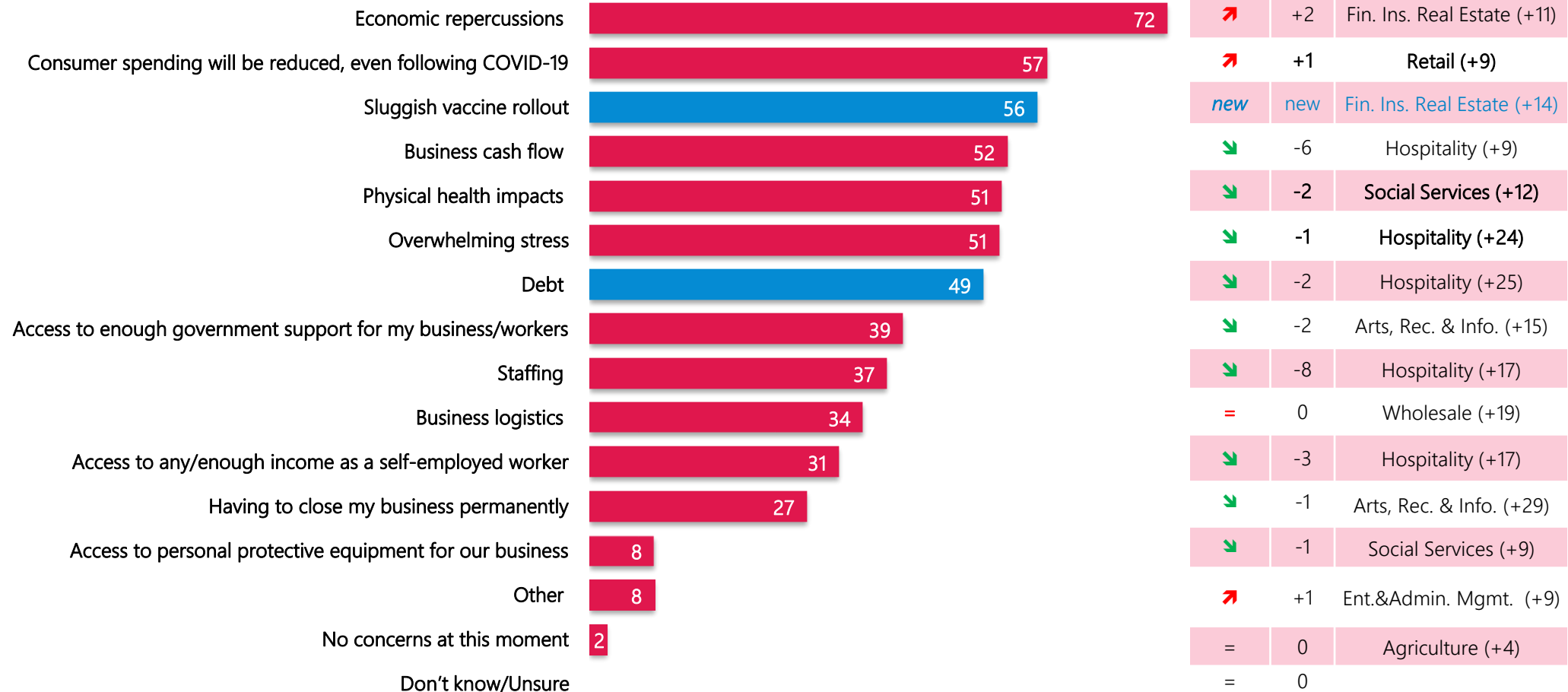
## Previous surveys

- ❖ CFIB has surveyed members on the impacts of COVID-19 from the start of the pandemic (15 weekly surveys from mid March to early July, avg. n = 9,020)
- ❖ Moved towards biweekly surveys last summer (4 surveys from mid July to end of August, avg. n = 5,249), then monthly surveys in the fall (5 surveys from end of August to present, avg. n = 6,490)
- ❖ Current plan is to continue conducting monthly member surveys with key data on current business conditions through the *Your Voice* monthly survey

Survey data featured this month	
Survey:	<i>Your Voice – February 2021</i>
Active dates:	<i>Feb. 4-26</i>
Reminder email:	<i>Feb. 18</i>
Active days:	<i>5</i>
Respondents:	<i>3,554</i>
:	

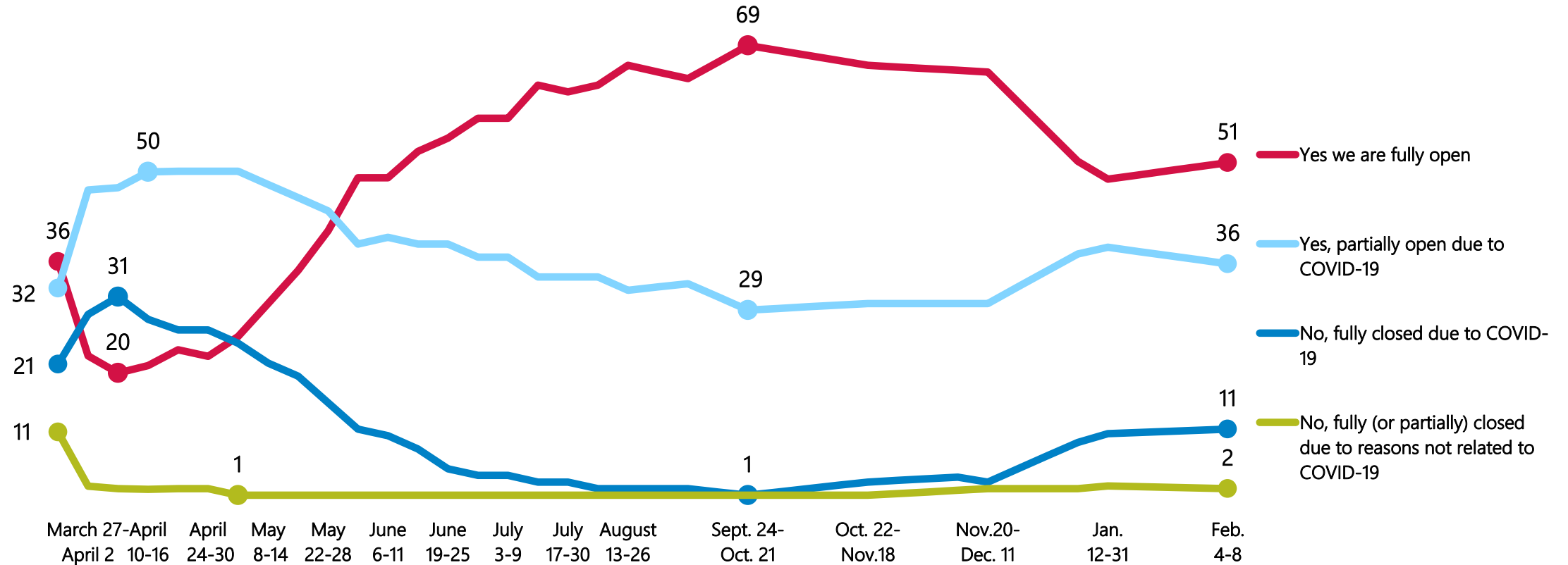
# What worries you most about COVID-19?

(Select all that apply, % response)



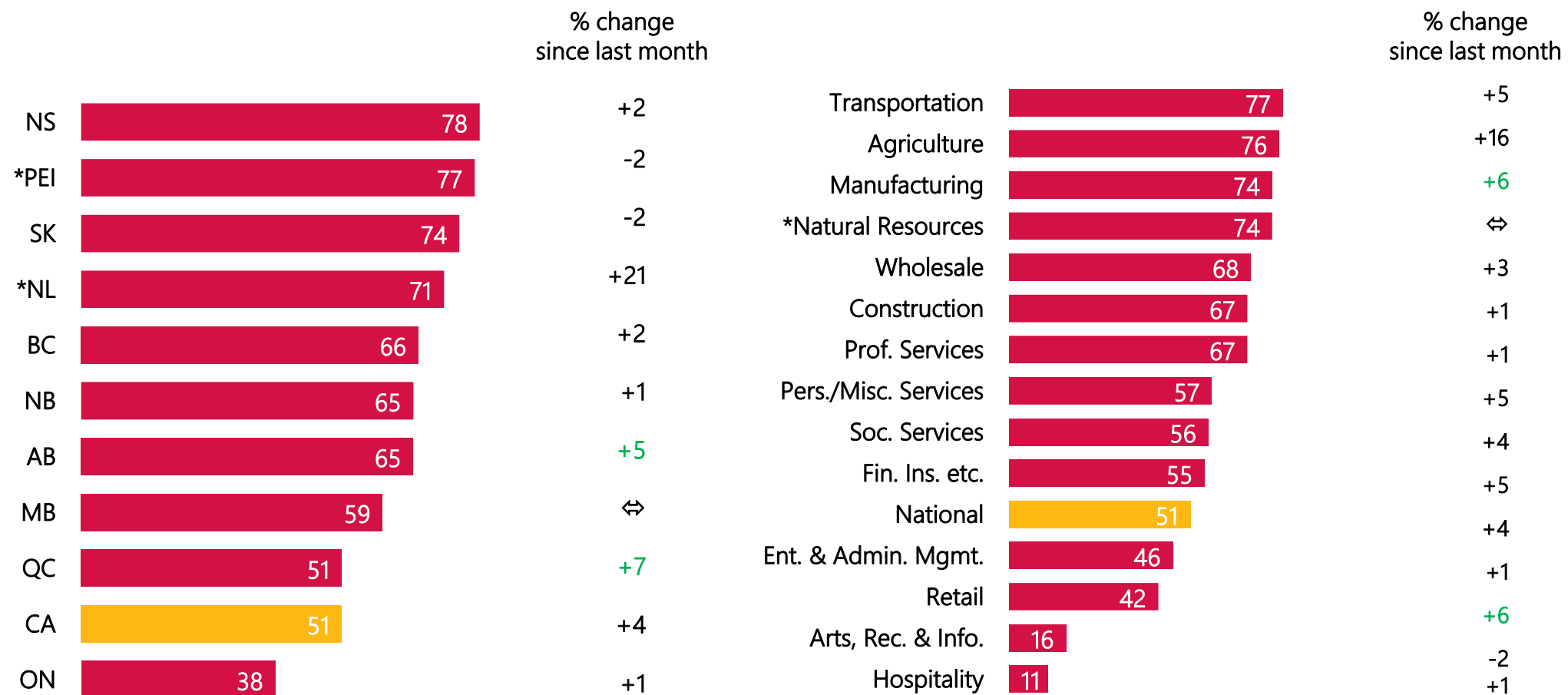
Source: CFIB, Your Voice – February 2021 Survey, Feb. 4-TBD, 2021, preliminary results, n = 3,554.  
 Notes: 1) The answer choices displayed here have been simplified. See appendix for the complete answer choices.  
 2) Respondents were allowed to select more than one answer choice. Percentages will not add to 100%.

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



Source: CFIB, COVID-19 surveys – March 2020 to February 2021, full details at <https://www.cfib-fcei.ca/en/covid-19-surveys>

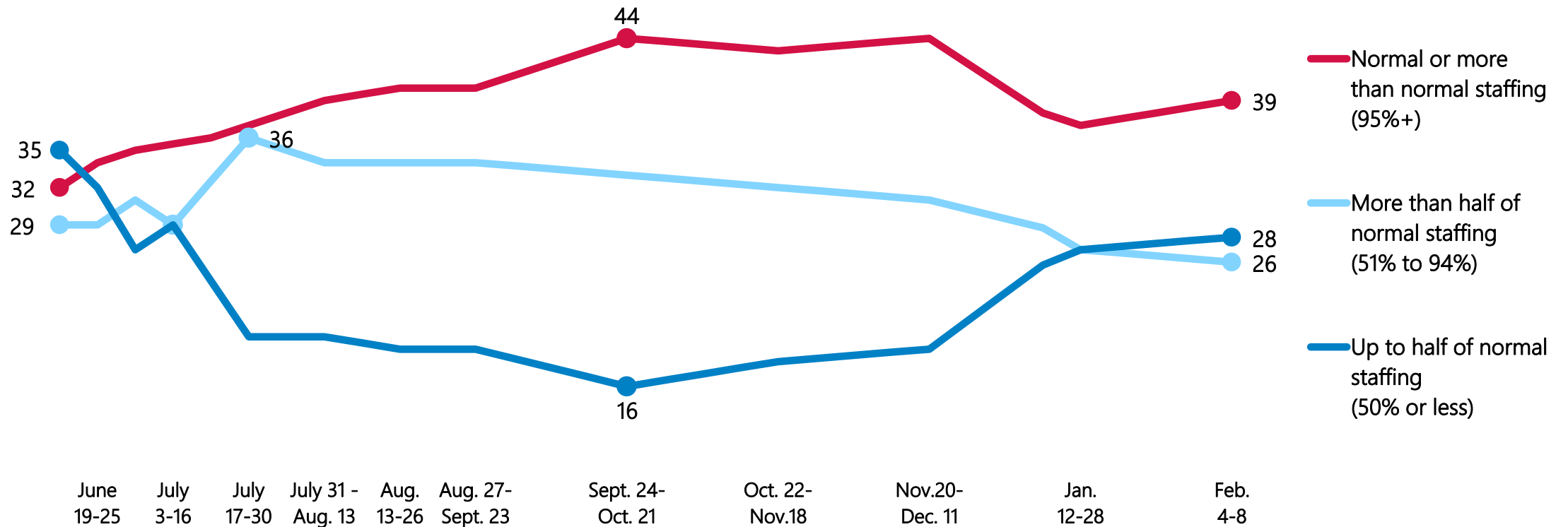
# Businesses fully open, by sector and province (% response)



Source: CFIB, Your Voice – February 2021 Survey, Feb. 4-TBD, 2021, preliminary results, n = 3,554.

\*Note: Small sample, use with caution.

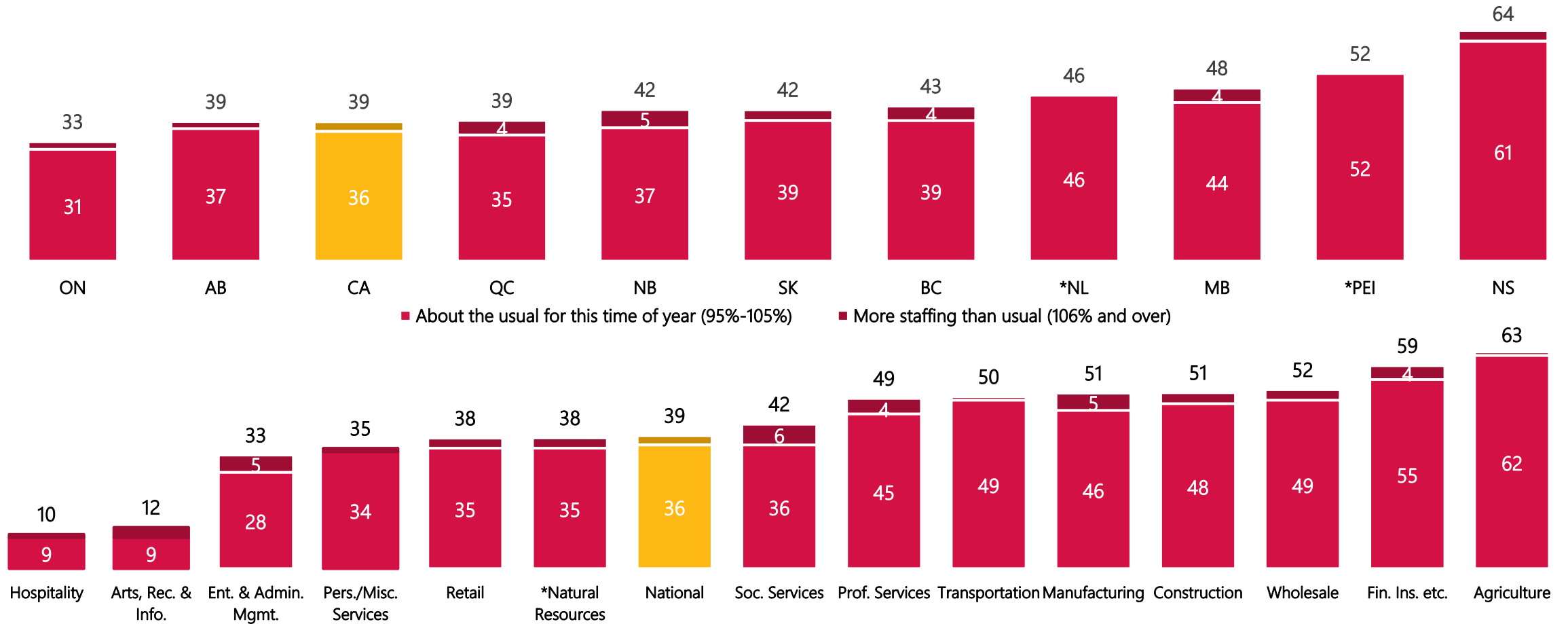
# How much of your usual staffing capacity for this time of year is your business currently using? (% response)



Source: CFIB, COVID-19 surveys – June 2020 to February 2021, 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)

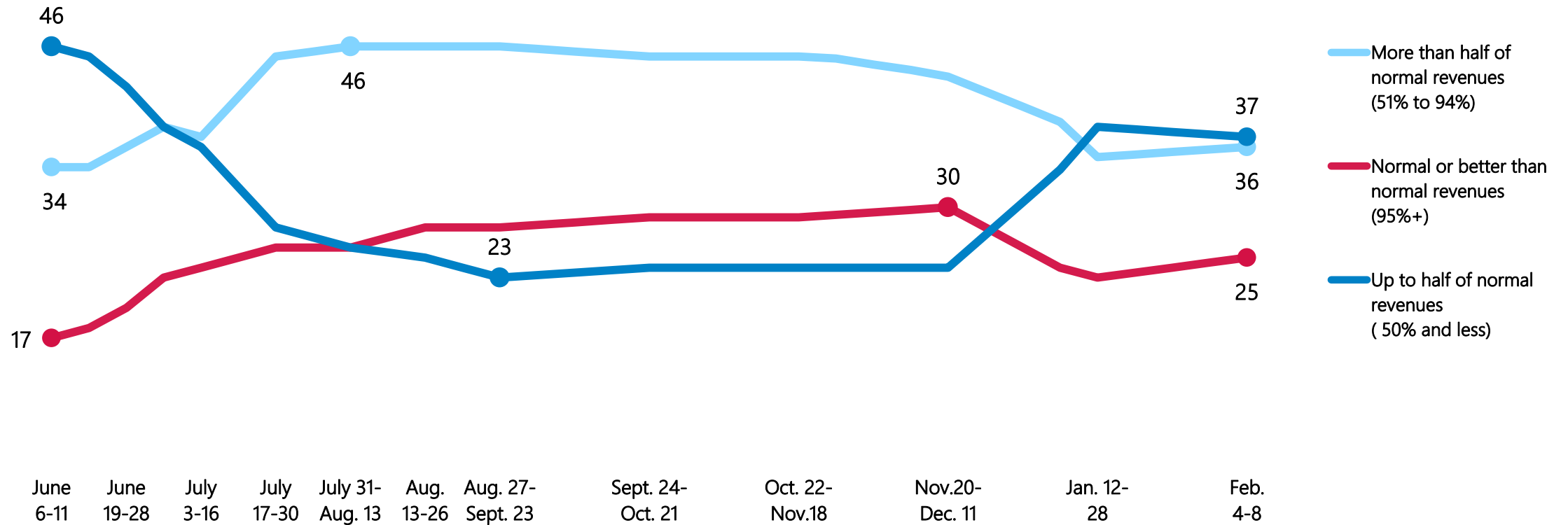


Source: CFIB, Your Voice – February 2021 Survey, Feb. 4-TBD, 2021, preliminary results, n = 3,554

\*Note: Small sample, use with caution.

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

(% response)

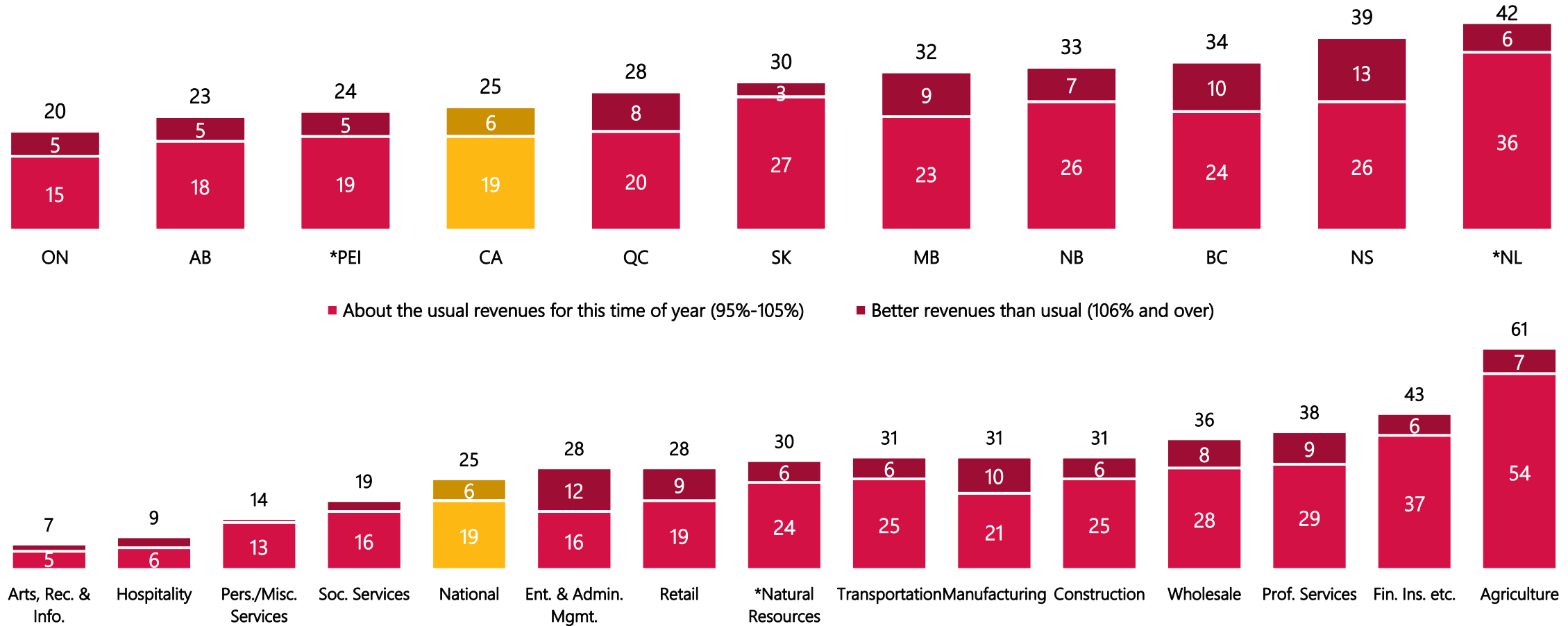


Source: CFIB, COVID-19 surveys – June 2020 to February 2021, full details at <https://www.cfib-fcei.ca/en/covid-19-surveys>  
 Note: Percentages may not add to 100% due to exclusion of 'Not applicable – did not have revenues at this time in previous years' and 'Don't know' categories.



# Normal or better revenues, by province and sector

(% response)

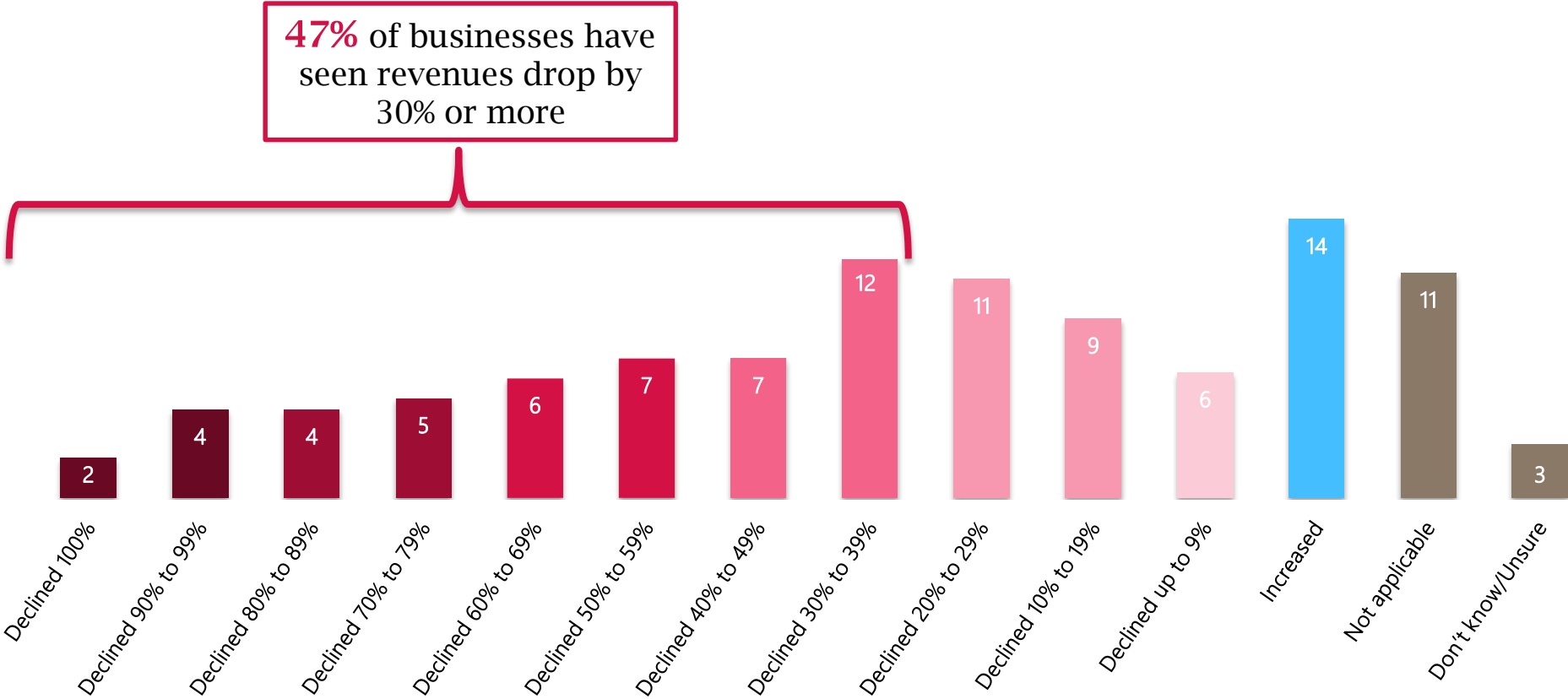


Source: CFIB, Your Voice – February 2021 Survey, Feb. 4-TBD, 2021, preliminary results, n = 3,554

\*Note: Small sample, use with caution.

# How have your **gross sales revenues** changed since the start of the COVID-19 outbreak in Canada (mid-March 2020)?

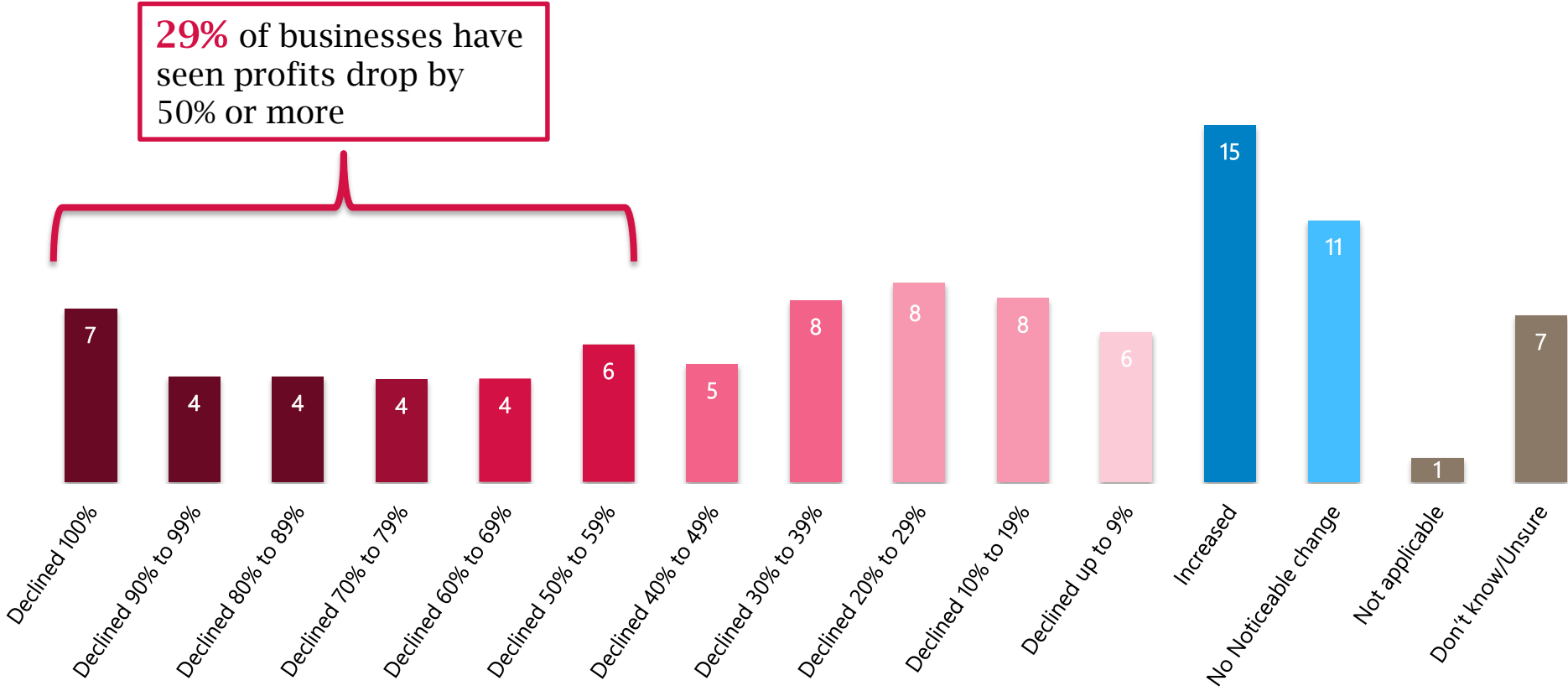
(% response)



Source: CFIB, Your Voice – February 2021 Survey, Feb. 4-TBD, 2021, preliminary results, n = 3,554.

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

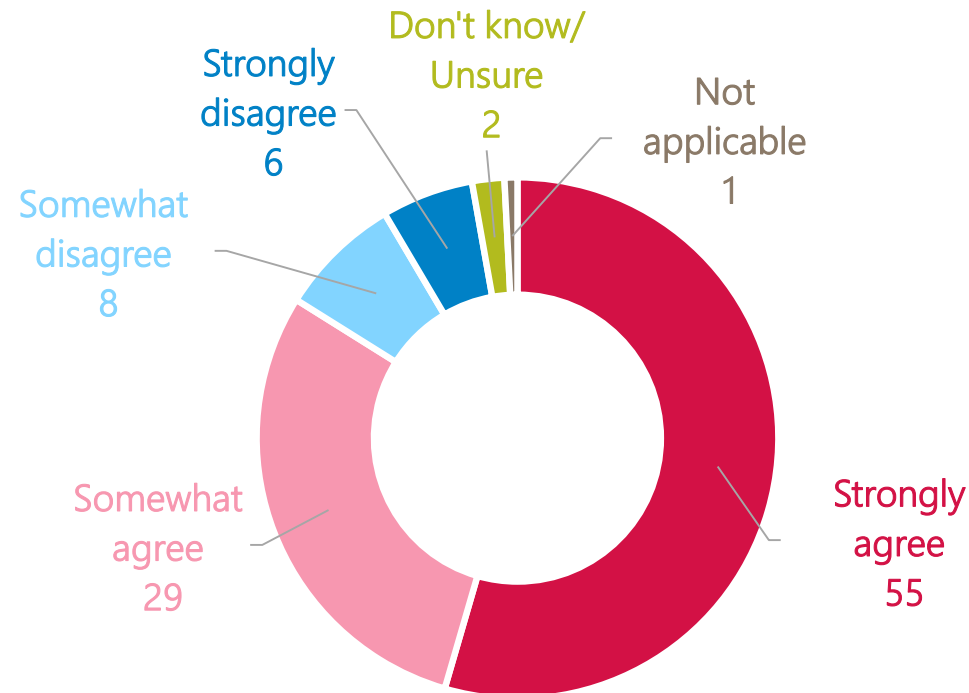
# How have your gross business profits changed in 2020 compared to 2019? (% response)



Source: CFIB, Your Voice – February 2021 Survey, Feb. 4-TBD, 2021, preliminary results, n = 3,554.

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

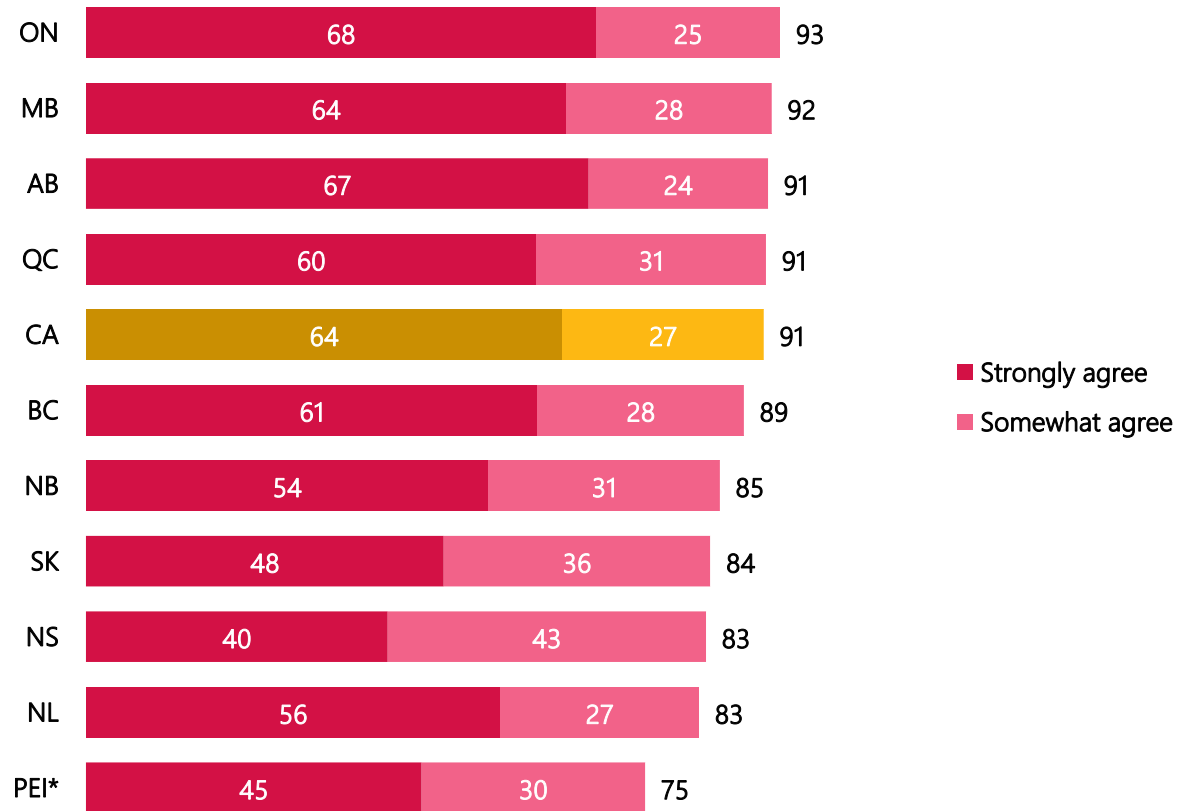
# “Governments should have a more targeted geographical approach to lockdowns and restrictions” (% response)



Share of net agree (strongly+somewhat) above 80% in all provinces and sectors—with the exception of social services (75%)

Source: CFIB, Your Voice – February 2021 Survey, Feb. 4-TBD, 2021, preliminary results, n = 3,554.  
Note: Percentages may not add to 100% due to rounding.

# “My provincial government should set a specific plan that shows how it is going to reopen the economy” (% response)

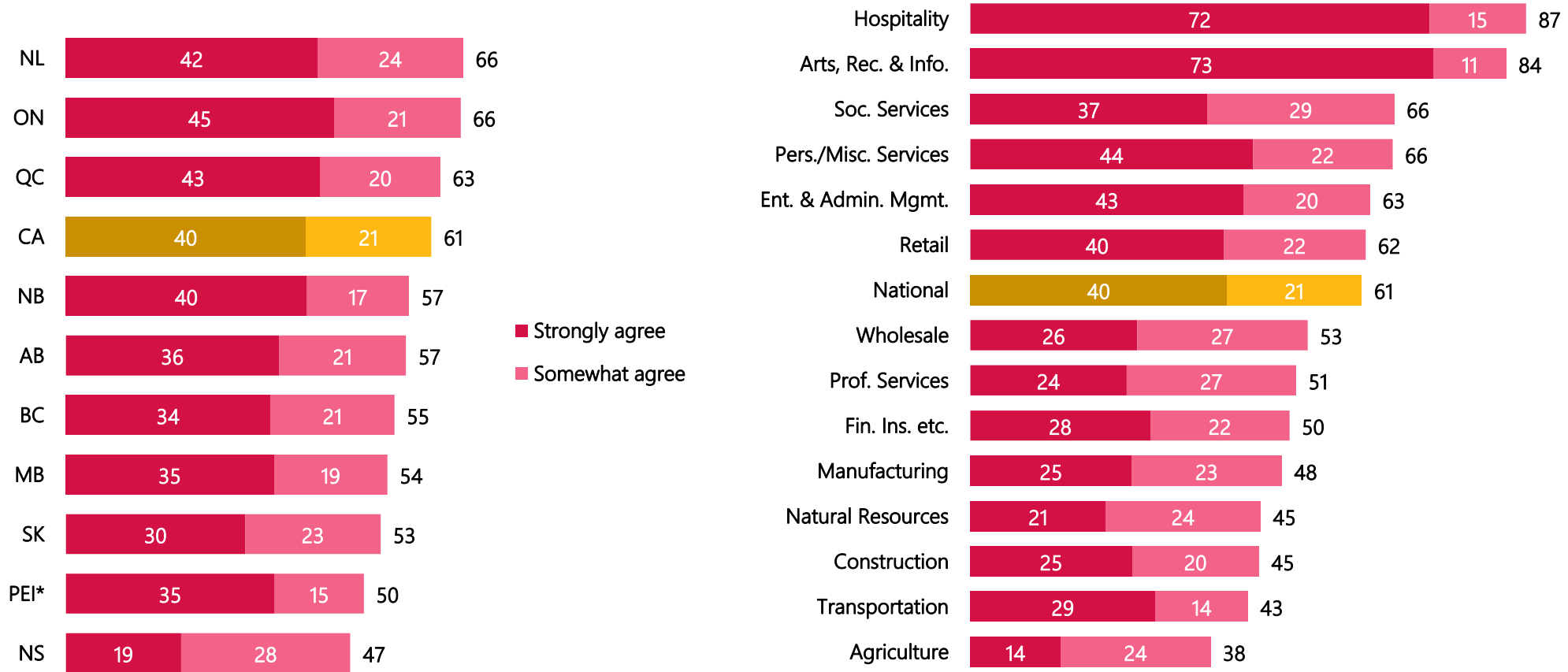


Source: CFIB, Your Voice – February 2021 Survey, Feb. 4-TBD, 2021, preliminary results, n = 3,554.

\*Note: Small sample, use with caution.

# “Our business needs additional provincial supports”

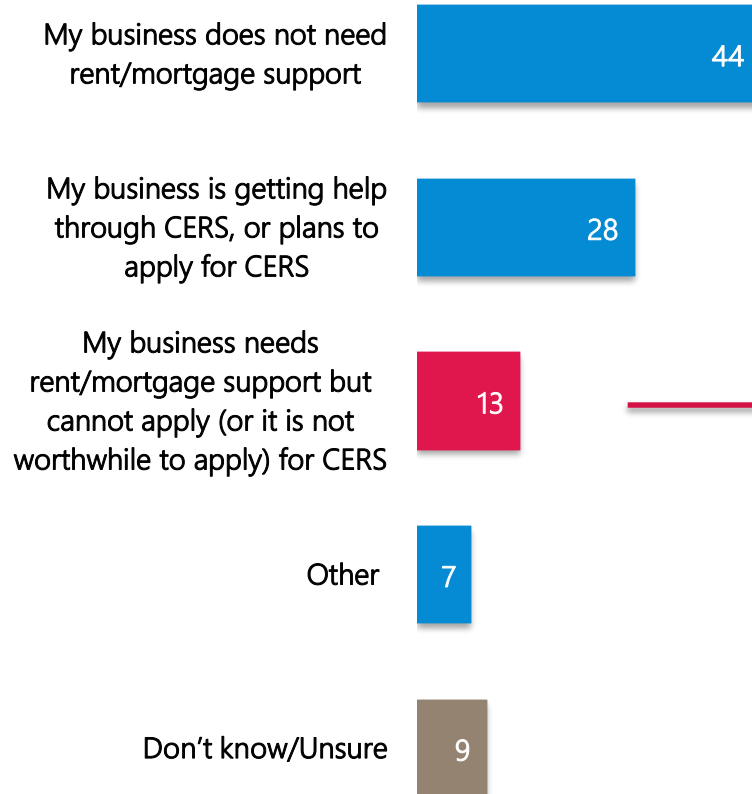
(% response)



Source: CFIB, Your Voice – February 2021 Survey, Feb. 4-TBD, 2021, preliminary results, n = 3,554.

\*Note: Small sample, use with caution.

## Which of the following best describes how you feel about CERS? (% response)



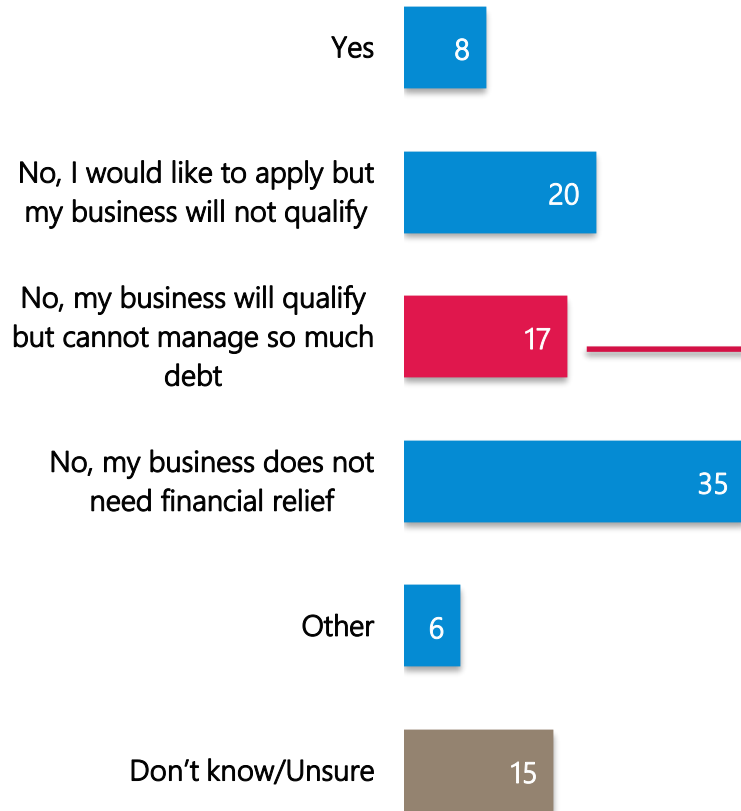
## Why can't your business apply for CERS or why is it not worthwhile? (% response)



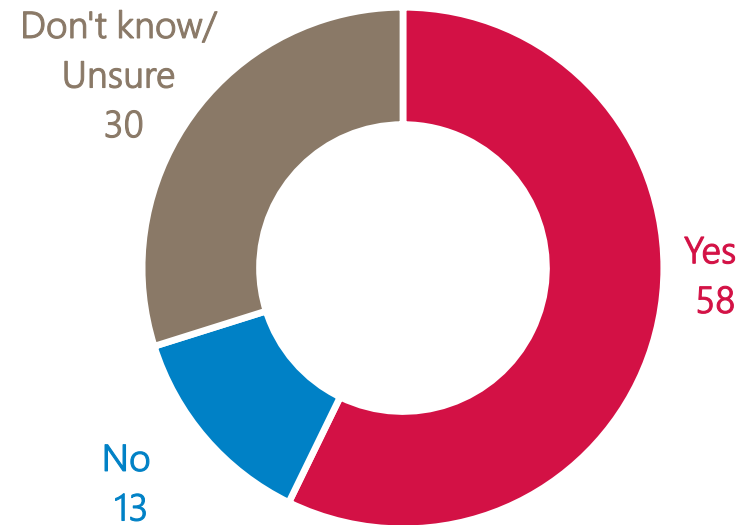
Source: CFIB, Your Voice – February 2021 Survey, Feb. 4-TBD, 2021, preliminary results, n = 3,554.  
 Note: Percentages may not add to 100% due to rounding.

Source: CFIB, Your Voice – February 2021 Survey, Feb. 4-TBD, 2021, preliminary results, n = 370.  
 Note: Respondents were allowed to select more than one answer choice. Percentages will not add to 100%.

## Does your business intend to apply for a HASCAP loan? (% response)



## If the federal government forgave a certain portion of each loan, would your business apply for HASCAP? (% response)



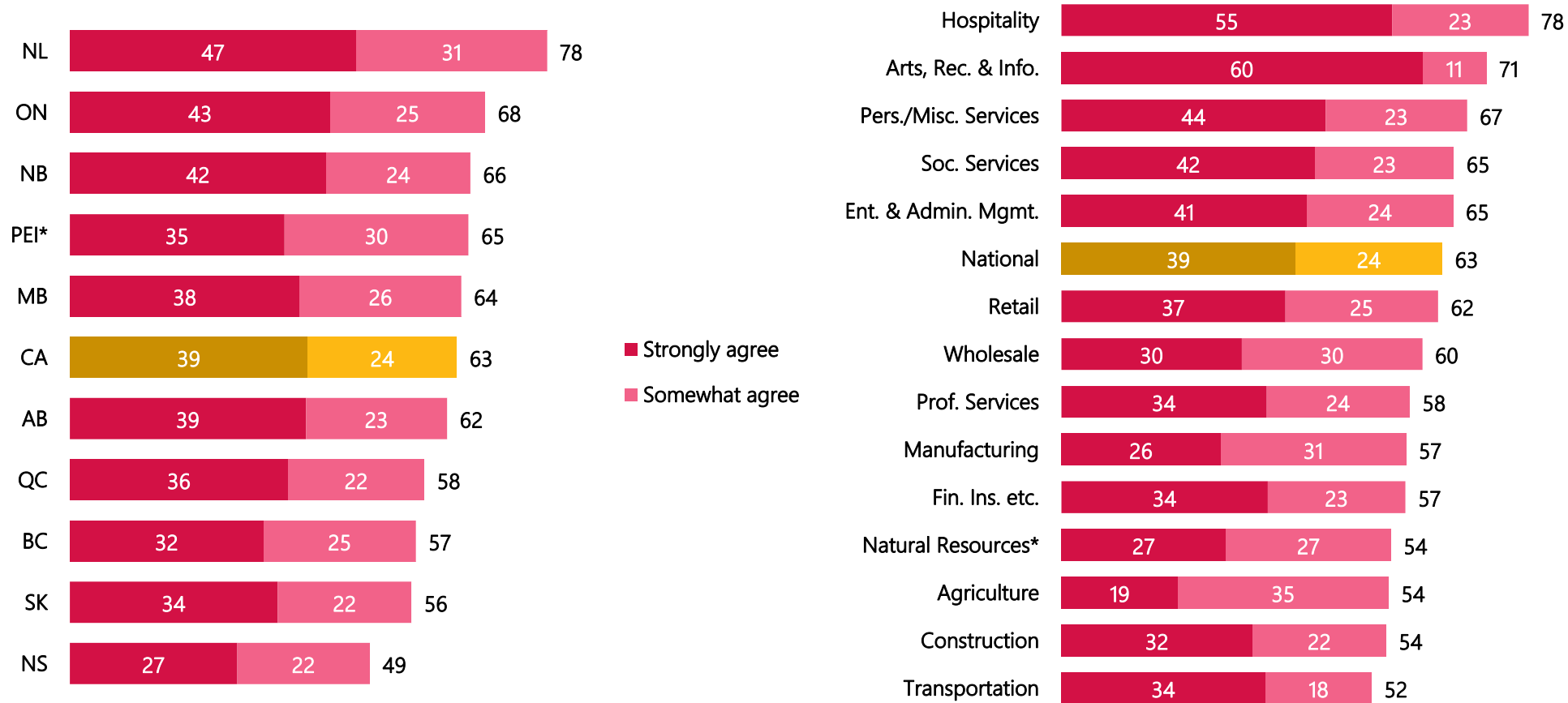
**HASCAP improvements have the potential to double its take-up**

Source: CFIB, Your Voice – February 2021 Survey, Feb. 4-TBD, 2021, preliminary results, n = 3,554.  
 Note: Percentages may not add to 100% due to rounding.

Source: CFIB, Your Voice – February 2021 Survey, Feb. 4-TBD, 2021, preliminary results, n = 558.  
 Note: Percentages may not add to 100% due to rounding.



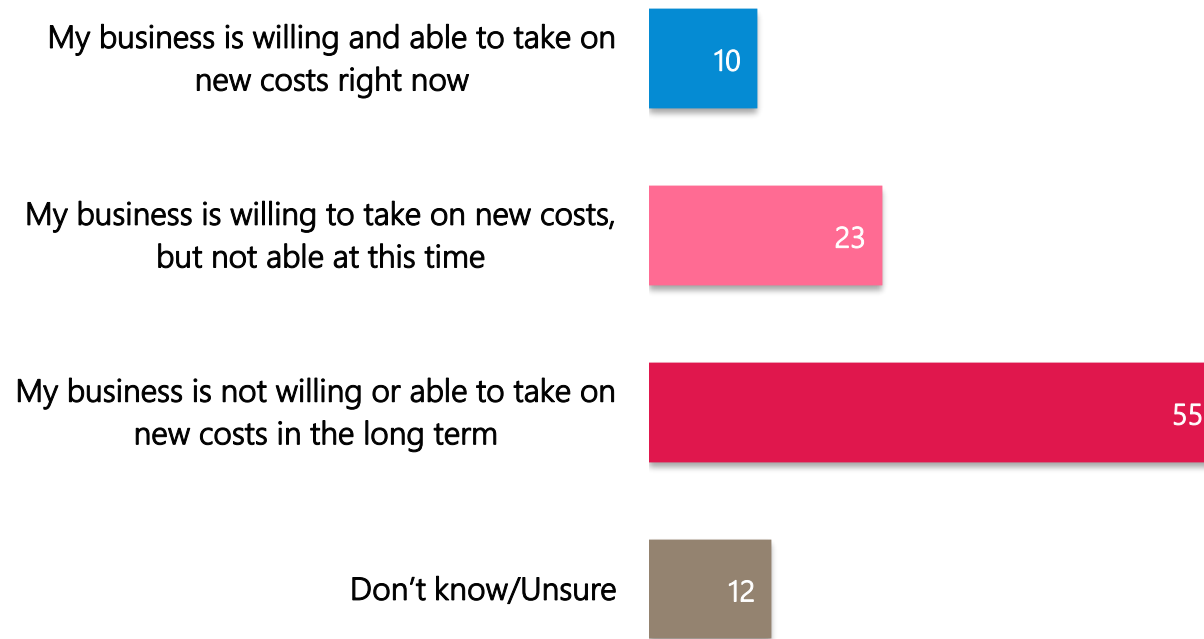
# “Tax deferrals would be very helpful to our business right now” (% response)



Source: CFIB, Your Voice – February 2021 Survey, Feb. 4-TBD, 2021, preliminary results, n = 3,554

\*Note: small sample, use with caution.

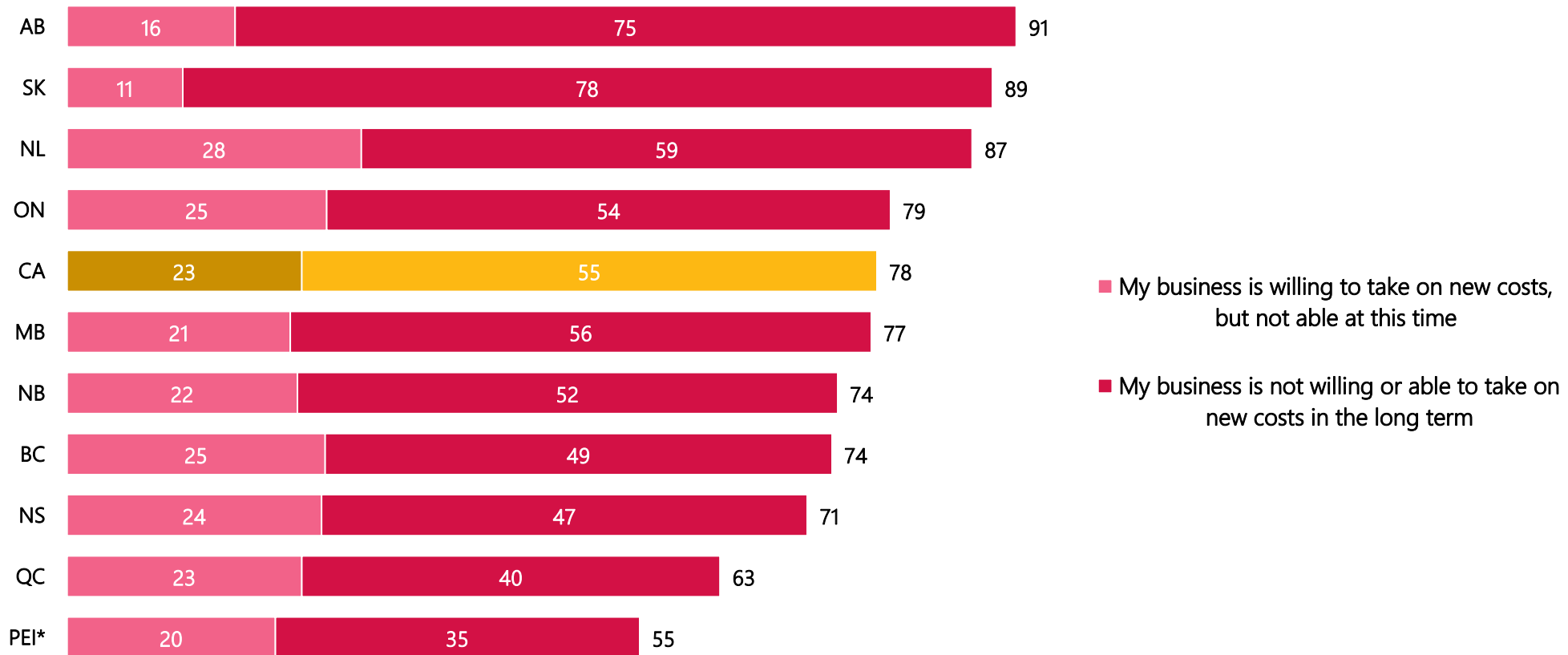
## Which of the following statements best describes your business's capacity to take on new costs (such as the carbon tax, CFS, etc.) in order to advance environmental initiatives? (% response)



**78%** of businesses are not able to take on new costs to advance environmental initiatives

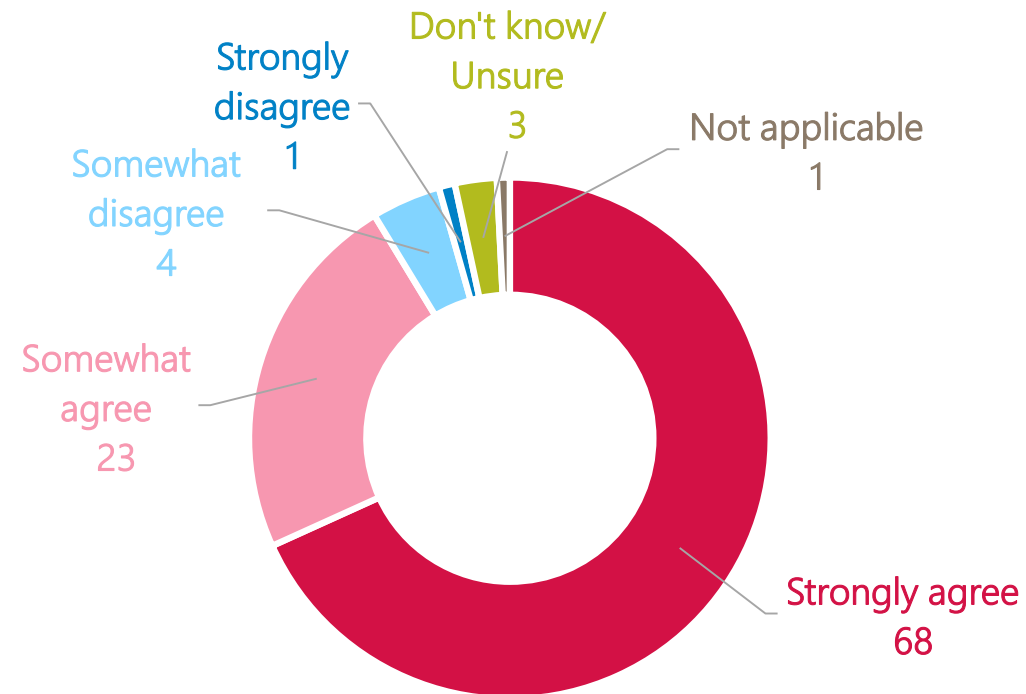
Source: CFIB, Your Voice – February 2021 Survey, Feb. 4-TBD, 2021, preliminary results, n = 3,554.

## Which of the following statements best describes your business's capacity to take on new costs (such as the carbon tax, CFS, etc.) in order to advance environmental initiatives? By province (% response)



Source: CFIB, Your Voice – February 2021 Survey, Feb. 4-TBD, 2021, preliminary results, n = 3,554.

“The federal government should set a detailed plan that shows how it intends to keep its finances sustainable in the long-term while fighting the pandemic in the short-term” (% response)



Share of net agree (strongly+somewhat) above 80% in all provinces and sectors

Source: CFIB, Your Voice – February 2021 Survey, Feb. 4-TBD, 2021, preliminary results, n = 3,554

\*Note: Small sample, use with caution.

# Appendix

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

Sluggish vaccine rollout

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