



**CANADIAN FEDERATION  
OF INDEPENDENT BUSINESS**

*In business for your business™*

# *Your Voice* Omnibus Survey on Small Business Issues

*Key results for July 2021*

# Overview: CFIB omnibus surveys since 2020

CFIB has surveyed members on the impacts of COVID-19 from the start of the pandemic (15 weekly surveys from mid March 2020 to early July 2020).

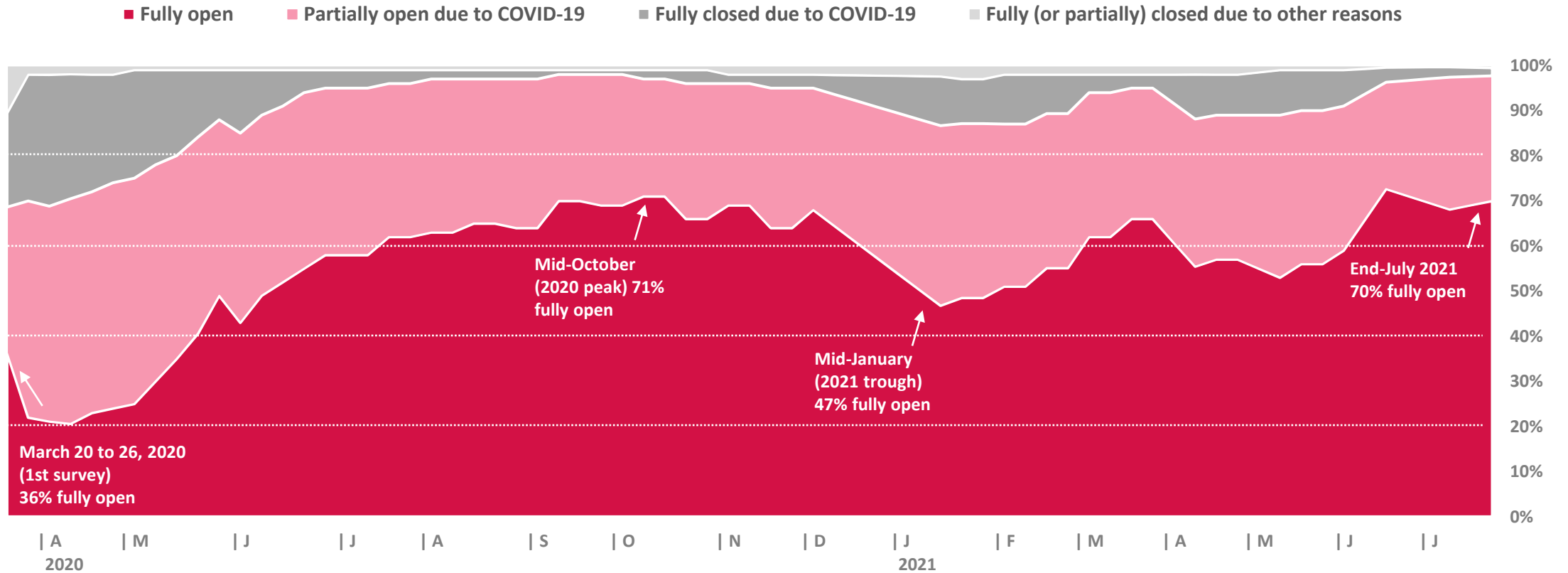
The surveys switched to biweekly frequency in the summer of 2020 (4 surveys from mid July to end of August), then to monthly frequency in the fall of 2020.

Starting January 2021, every month, CFIB members answer *Your Voice*, a survey covering a wide range of current topics, including COVID-19 impacts. The latest monthly takeaways are presented here in a few key charts.

## Survey data featured in this document

<b>Survey name:</b>	<i>Your Voice – July 2021</i>
<b>Active dates:</b>	<i>July 8-31, 2021</i>
<b>Survey details:</b>	<i>English/French online survey first sent on July 8-9, with a reminder email sent July 26-27</i>
<b>Respondents:</b>	<i>4,278 active CFIB members (1 vote = 1 Canadian independent business)</i>
<b>Margin of error for probability sample of the same size (comparison purposes only):</b>	<i>+/-1.5%, 19 times out of 20</i>

# Canadian small businesses, by open status (cumulative % response)

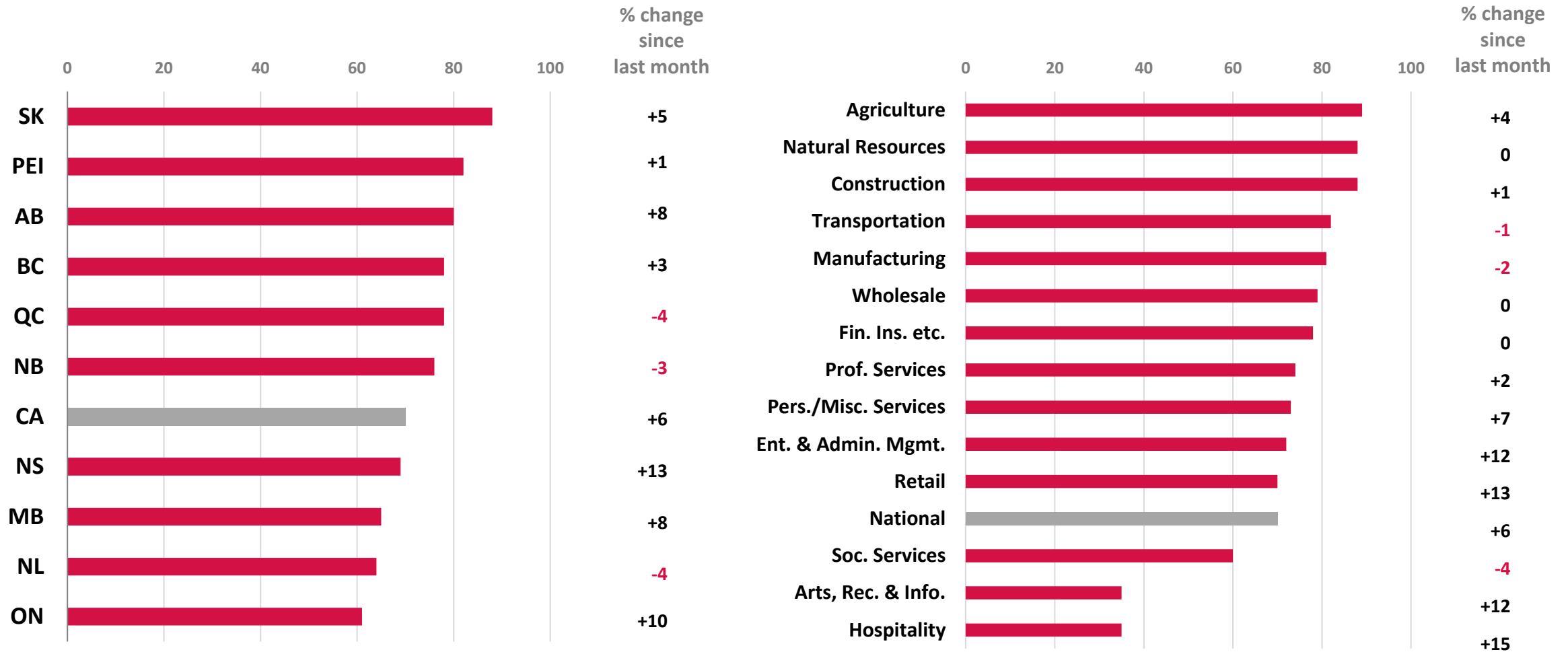


Source: CFIB, COVID-19 and Your Voice surveys – March 2020 to July 2021.

➔ The recovery is still not completed for 3 out of 10 businesses.

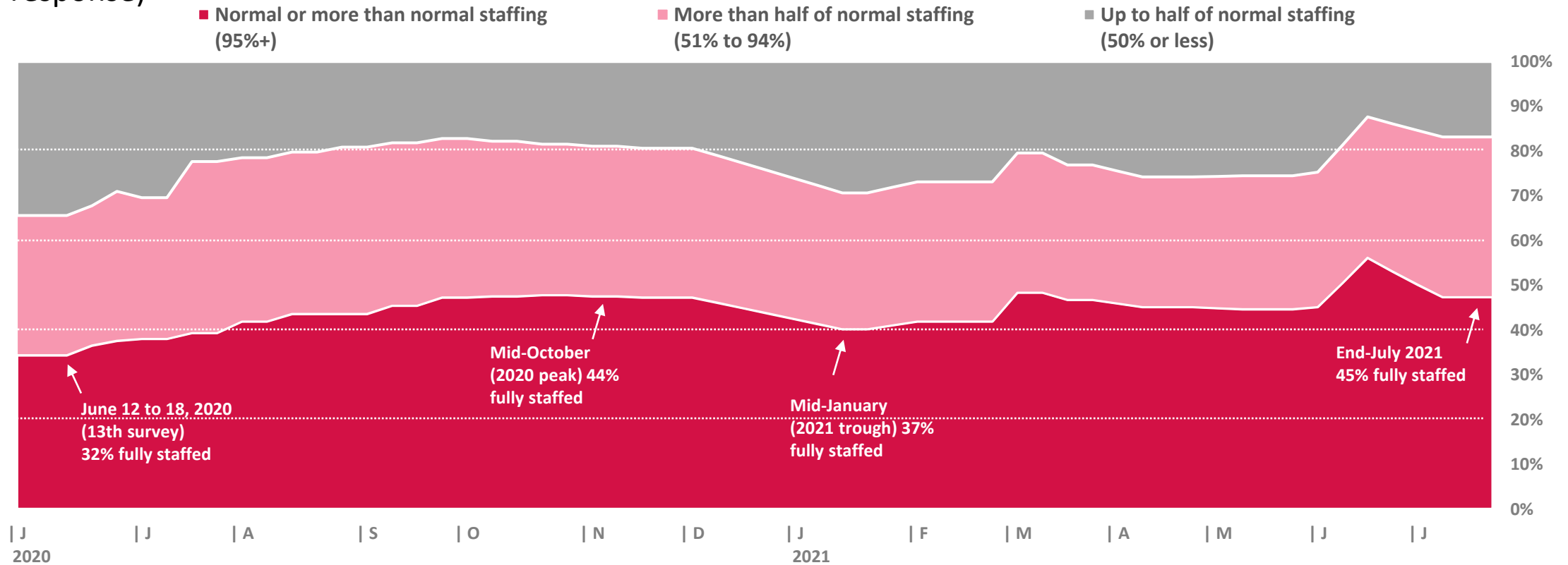
# Businesses fully open, by sector and province

(% response)



Source: CFIB, Your Voice – July 2021 Survey, July 8-31, 2021, final results, n = 4,278.

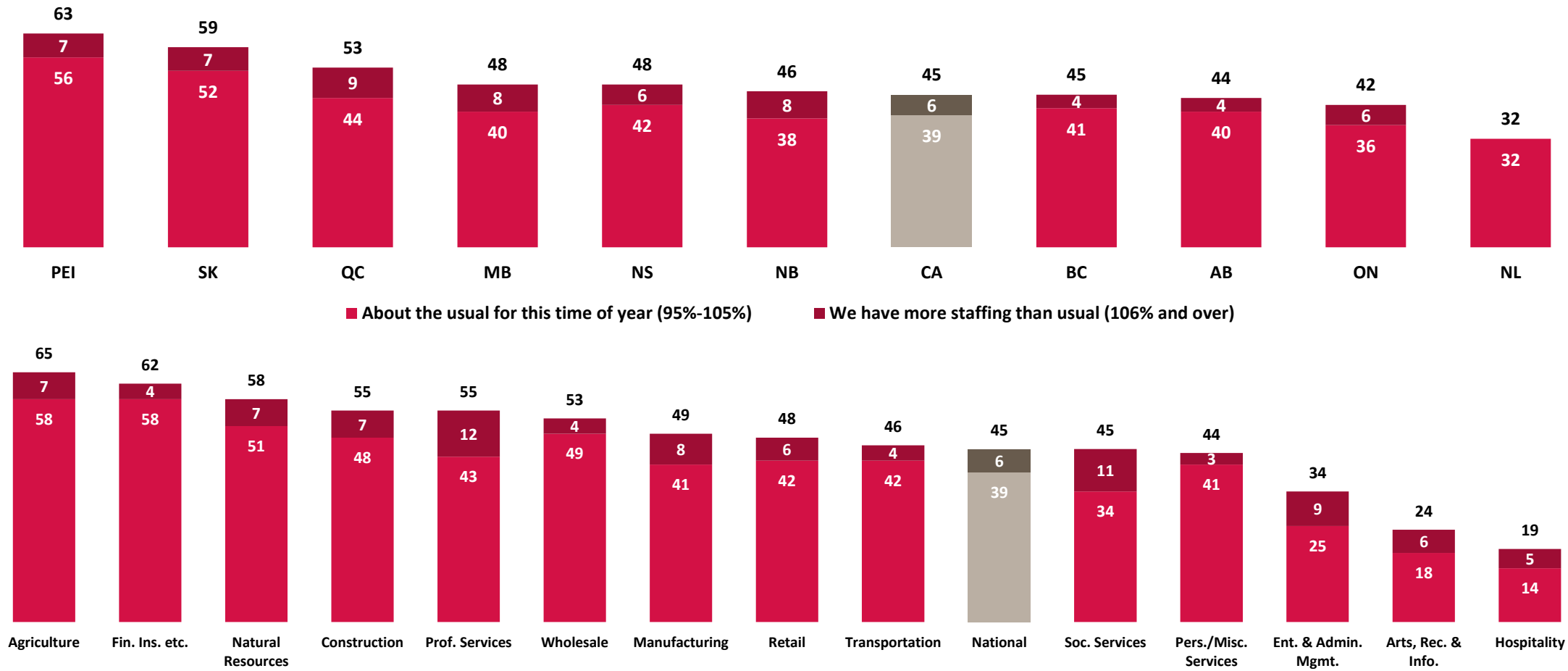
# How much of your usual staffing capacity for this time of year is your business currently using? (% response)



Source: CFIB, COVID-19 and Your Voice surveys – March 2020 to July 2021.

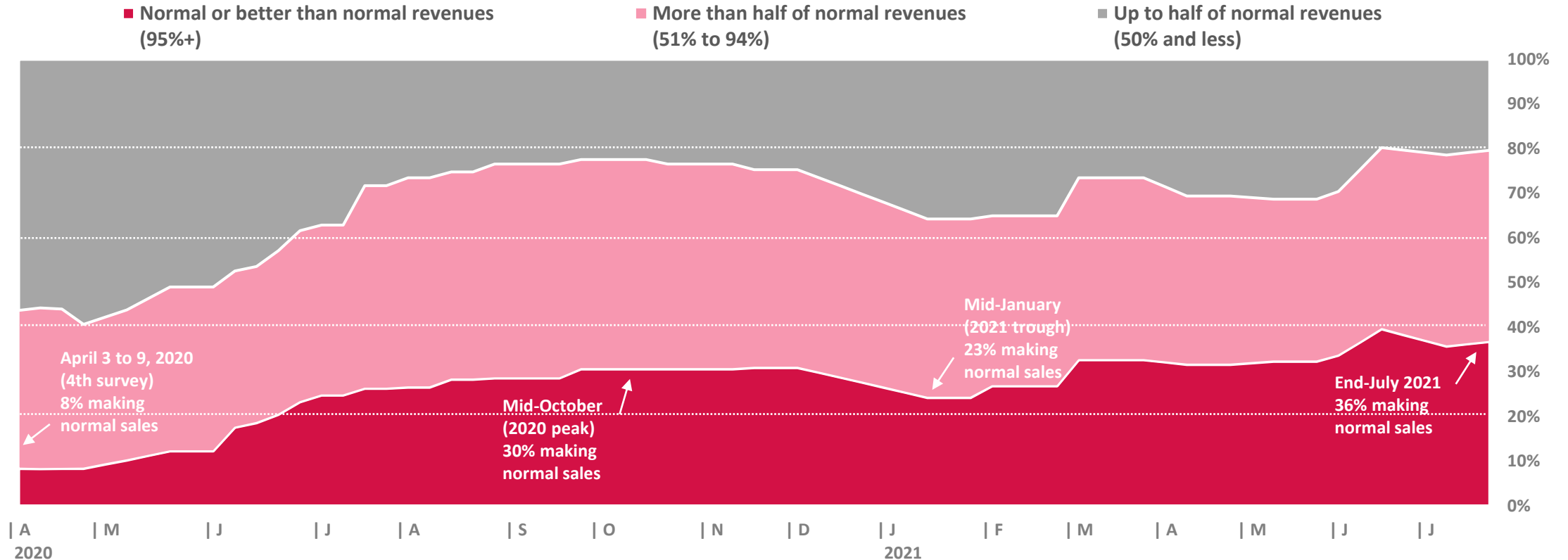
**➔ More than 5 out of 10 businesses are still not fully staffed.**

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



Source: CFIB, Your Voice – July 2021 Survey, July 8-31, 2021, final results, n = 4,278.

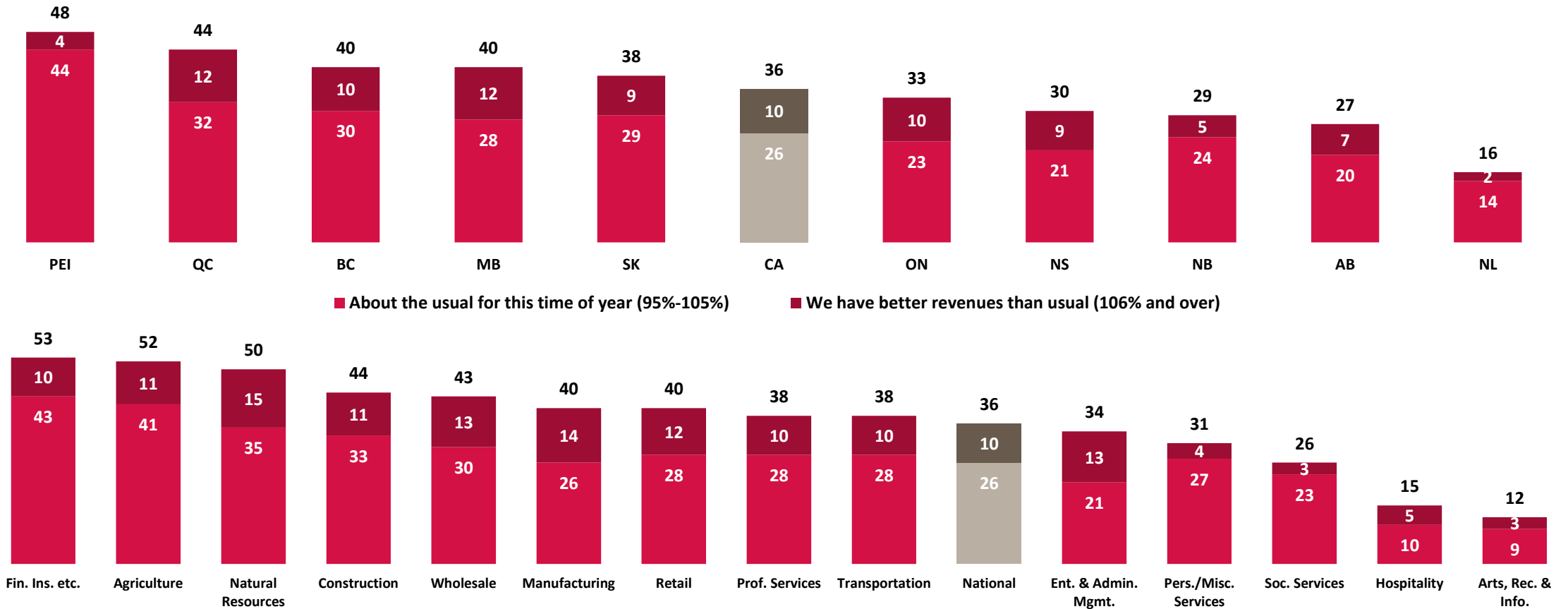
# How much of your usual revenues for this time of year is your business currently making? (% response)



Source: CFIB, COVID-19 and Your Voice surveys – April 2020 to July 2021.

**➔ More than 6 out of 10 businesses are still not back to making normal revenues.**

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

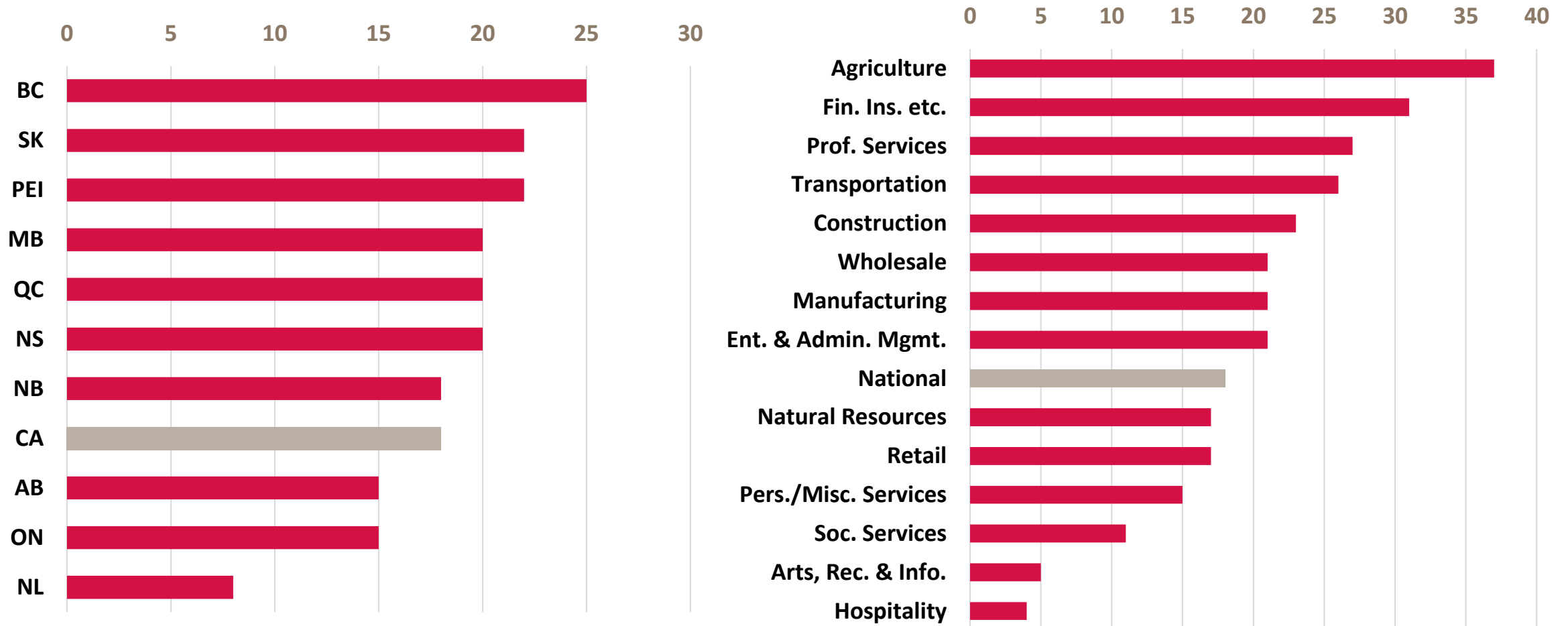


Source: CFIB, Your Voice – July 2021 Survey, July 8-31, 2021, final results, n = 4,278.

Note: Does not include Unclassified and IVMs category.

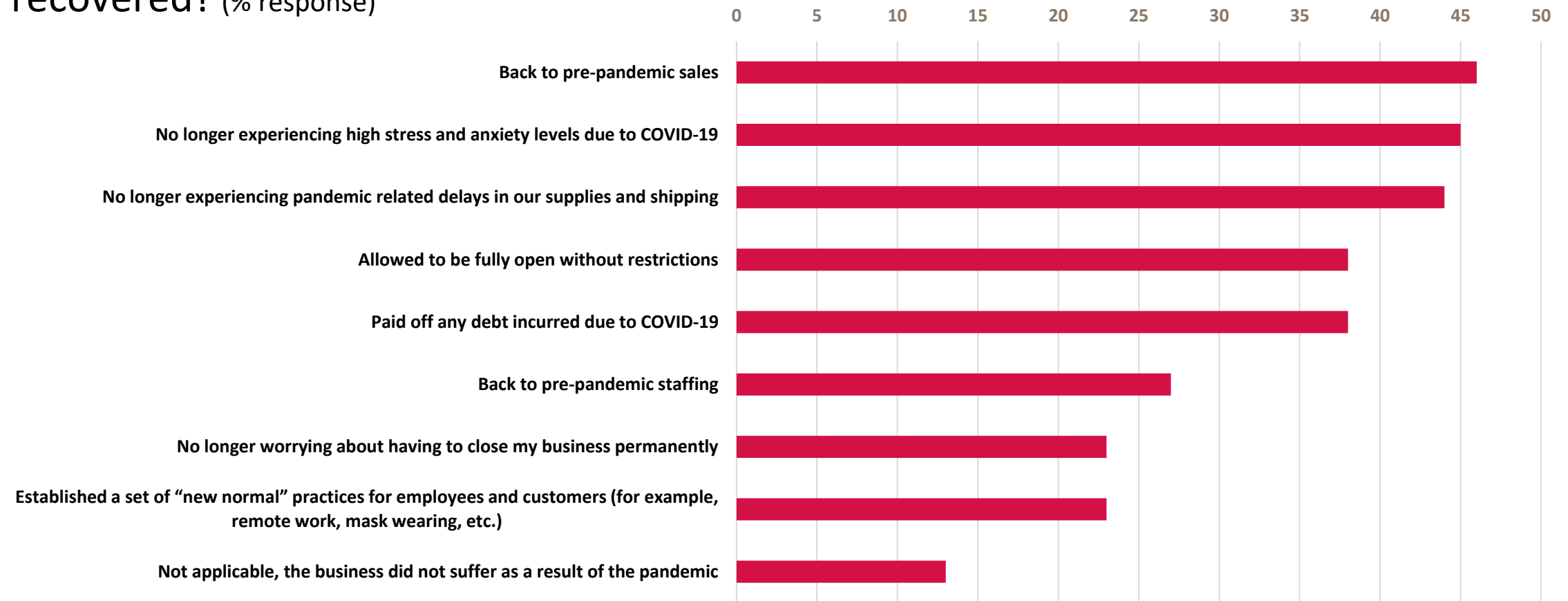


In terms of recovery, how would you describe the state of your business?  
 (% response of “Fully recovered”)



Source: CFIB, Your Voice – July 2021 Survey, July 8-31, 2021, final results, n = 4,278.  
 Note: “Fully recovered” businesses only. Does not include Don’t know/Unsure and Unclassified and IVMs category.

# As politicians shift their focus towards the recovery phase of the COVID-19 pandemic, what would it take for you to say that your business has recovered? (% response)

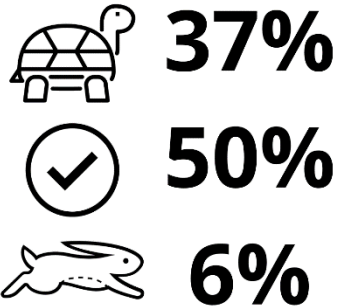





Source: CFIB, Your Voice – July 2021 Survey, July 8-31, 2021, final results, n = 4,278

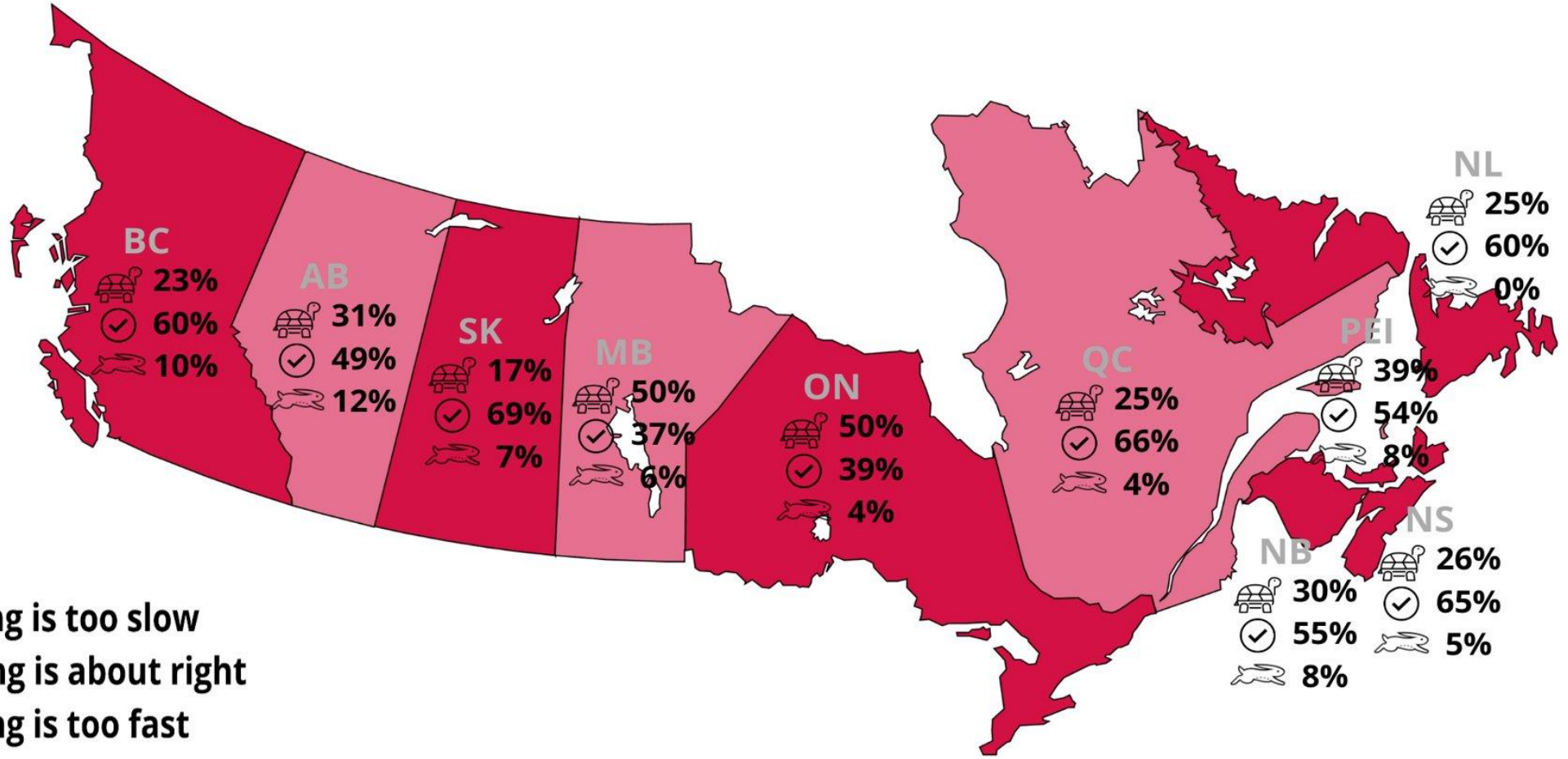
Note: Does not include Other and Don't know/Unsure.

# Business owner's views on the current pace of reopening across Canada

## NATIONAL



-  Pace of reopening is too slow
-  Pace of reopening is about right
-  Pace of reopening is too fast

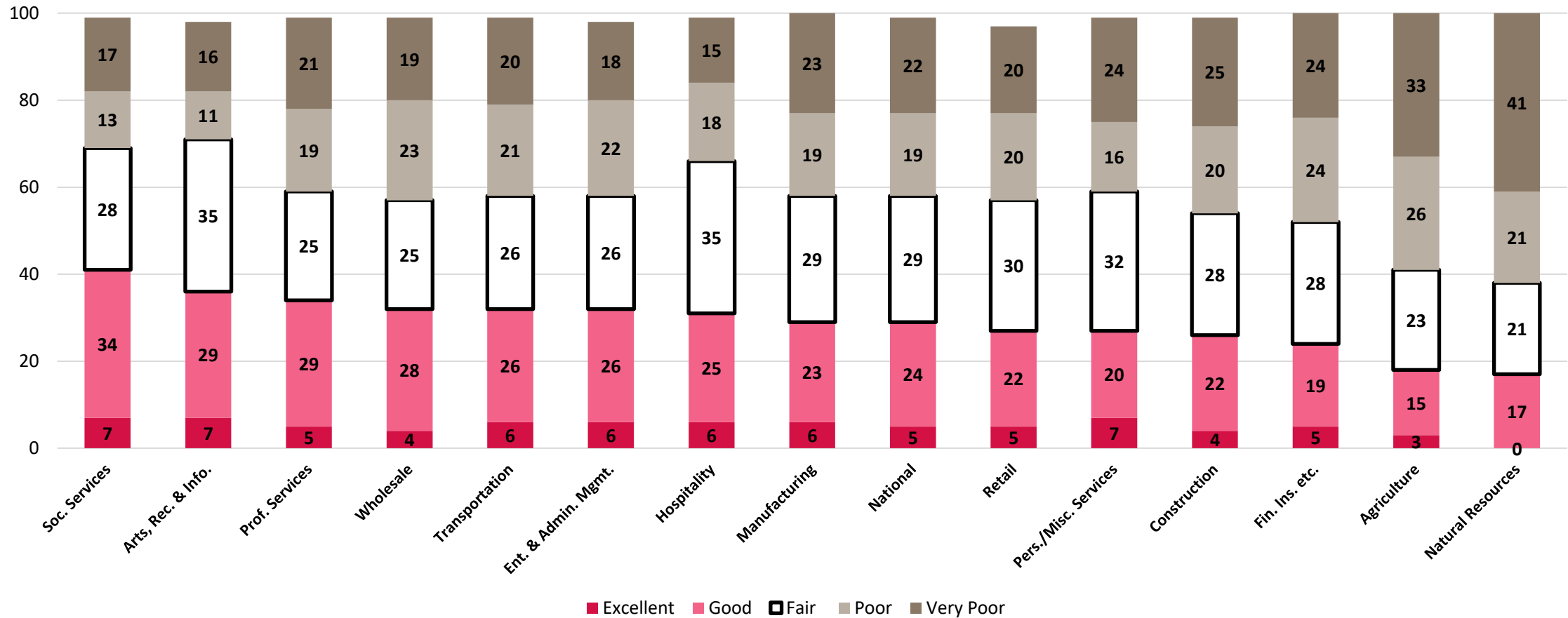


Source: CFIB, Your Voice – July 2021 Survey, July 8-31, 2021, final results, n = 4,278.

Note: Does not include Don't know/Unsure.

# How do you rate the Federal Government's overall performance on handling the COVID-19 pandemic over the past 16 months?

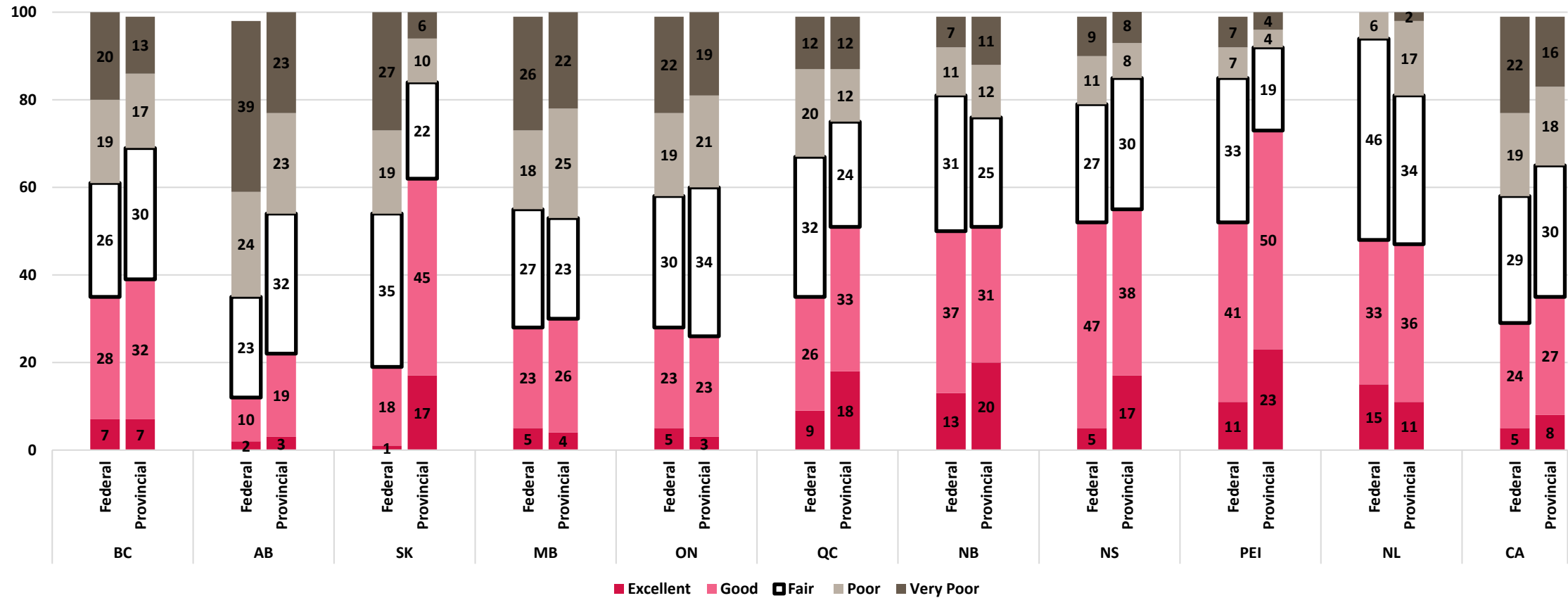
(% response)



Source: CFIB, Your Voice – July 2021 Survey, July 8-31, 2021, final results, n = 4,278.

# How do you rate Government's overall performance on handling the COVID-19 pandemic over the past 16 months?

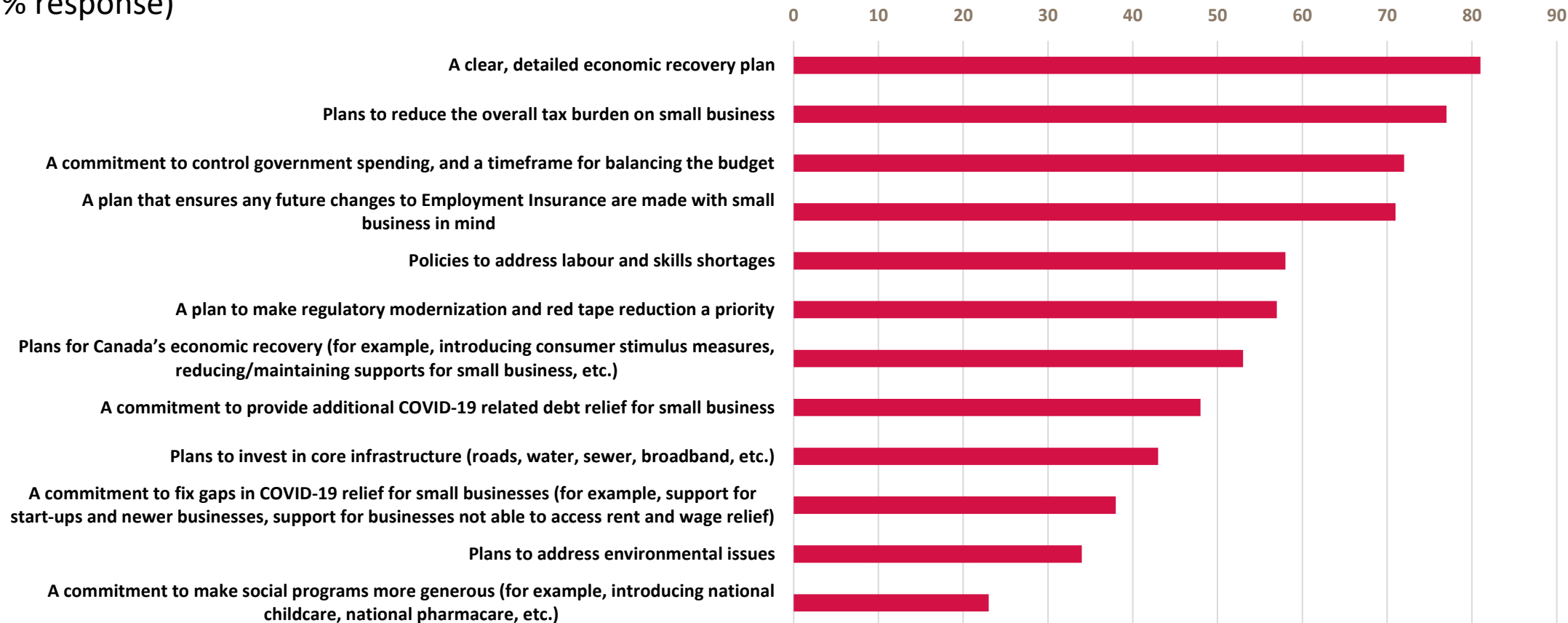
(% response)



Source: CFIB, Your Voice – July 2021 Survey, July 8-31, 2021, final results, n = 4,278.

# If a federal election was to be called for 2021, what would you like to see in the federal party leaders' platforms?

(% response)



Source: CFIB, Your Voice – July 2021 Survey, July 8-31, 2021, final results, n = 4,278.

Note: Does not include Other and Don't know/Unsure.