



CANADIAN FEDERATION  
OF INDEPENDENT BUSINESS

*In business for your business™*

## *Reporting on the State of Small Business*

Key Survey Results from CFIB's Monthly Omnibus Survey—  
February 2022 *Your Voice* Survey

# This report includes the following:

- ✓ An update on current situation as experienced first-hand by Canada's small business owners
- ✓ Highlights based on data from CFIB's monthly omnibus survey\*

## Survey data featured:

### \*February *Your Voice* survey – final results

- Active dates: February 9-25, 2022 (online survey)
- Sample: Results are based on responses from 4,001 business owners in Canada.
  - For comparison purposes, a probability sample with the same number of respondents would have a margin of error of +/-1.5%, 19 times out of 20.

+Monthly Business Barometer - February results, 835 responses collected between February 1-11, 2022.



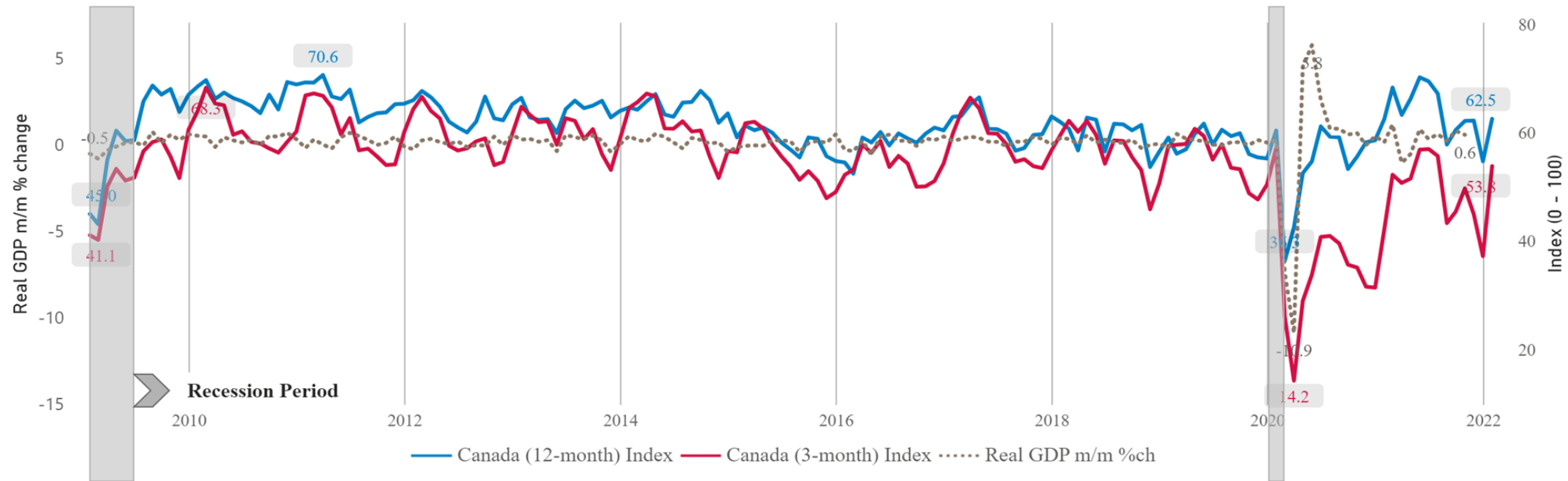


Business Barometer®

# Optimism increased significantly in February, but short-term confidence is still lukewarm

*How do you expect your firm to be performing in 12 months compared to now?*

*Allowing for normal seasonal influences, what are your business performance expectations for next 3 or 4 months?*

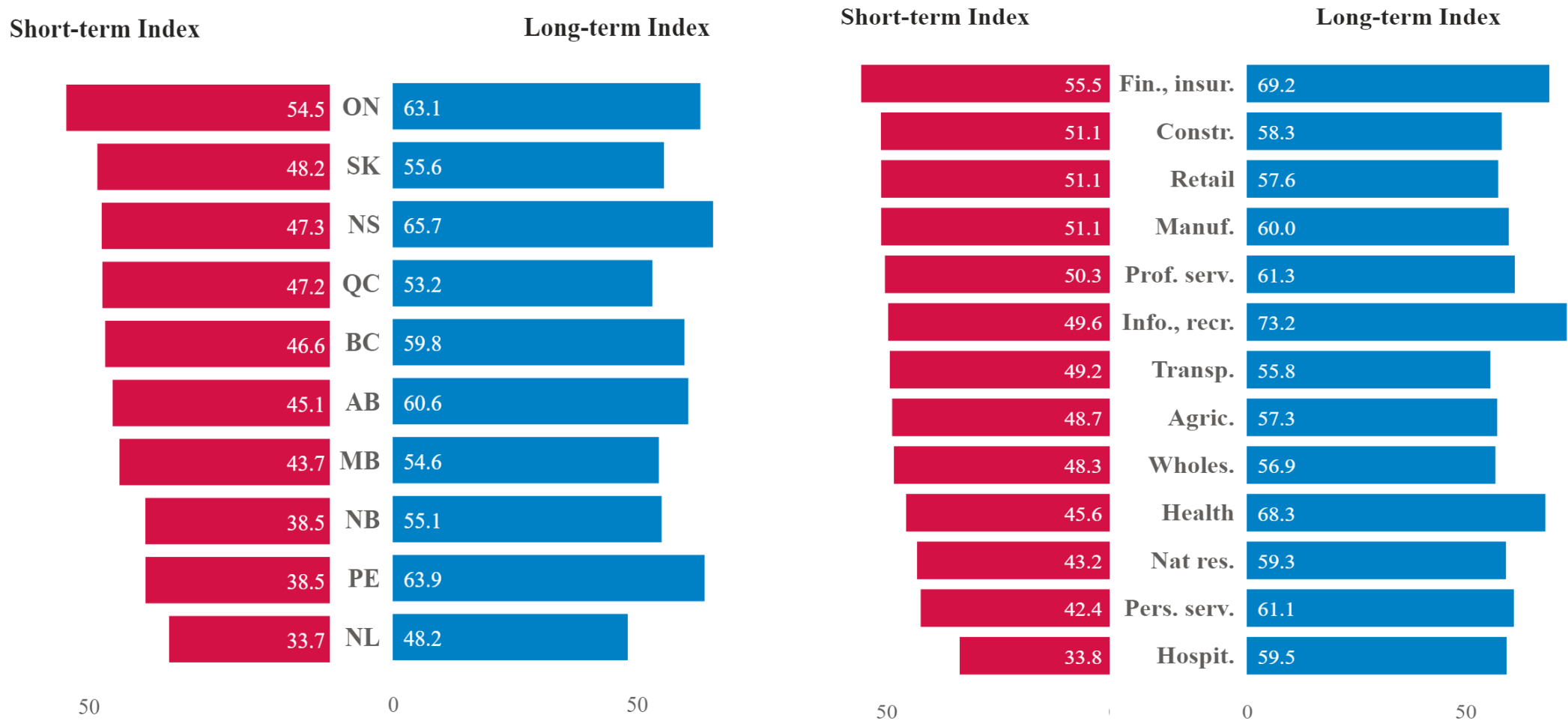


**References:**

- Cross, Philip, and Philippe Bergevin. 2012. Turning Points: Business Cycles in Canada since 1926. C.D. Howe Institute Commentary No. 366. October.
- Kronick, Jeremy. 2016. "Taking the Economic Pulse: An Improved Tool to Help Track Economic Cycles in Canada." C.D. Howe Institute E-Brief. July.
- Statistics Canada. Table 36-10-0434-01 Gross domestic product (GDP) at basic prices, by industry, monthly (x 1,000,000)

Source: CFIB, Your Business Outlook survey, February 2022, Feb 1-11, 2022, final results, n = 835.

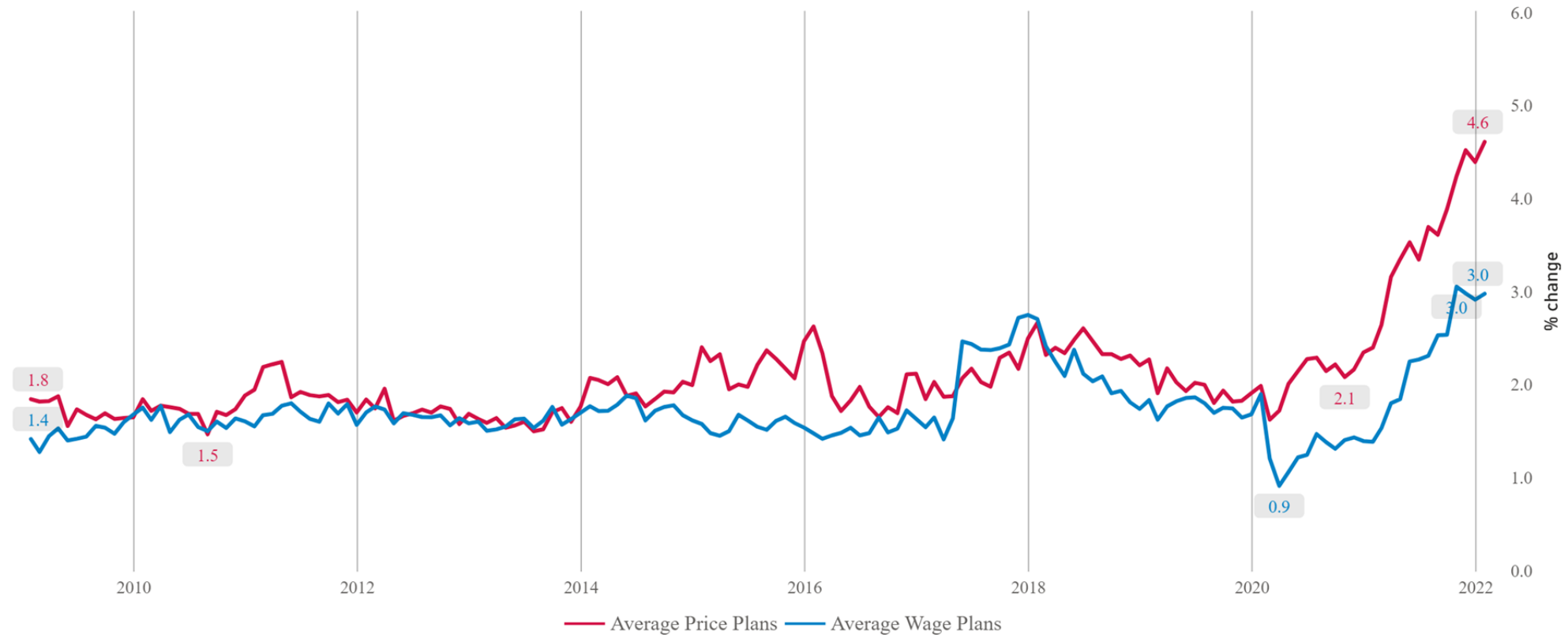
# Optimism varies considerably by province and sector



Source: CFIB, Your Business Outlook survey, February 2022, Feb 1-11, 2022, final results, n = 835.

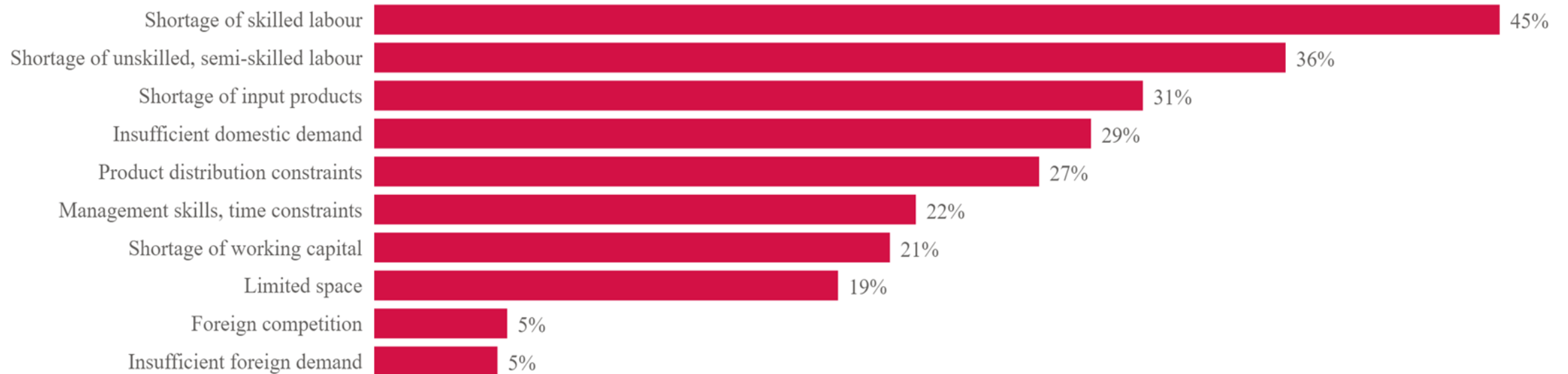
# Pricing and wage plans seem to have stabilized

*In the next year, how much do you expect average prices and wages to change?*



Source: CFIB, Your Business Outlook survey, February 2022, Feb 1-11, 2022, final results, n = 835.

# Shortages of labour and of input products affect most businesses' sales or production growth



Source: CFIB, Your Business Outlook survey, February 2022, Feb 1-11, 2022, final results, n = 835.

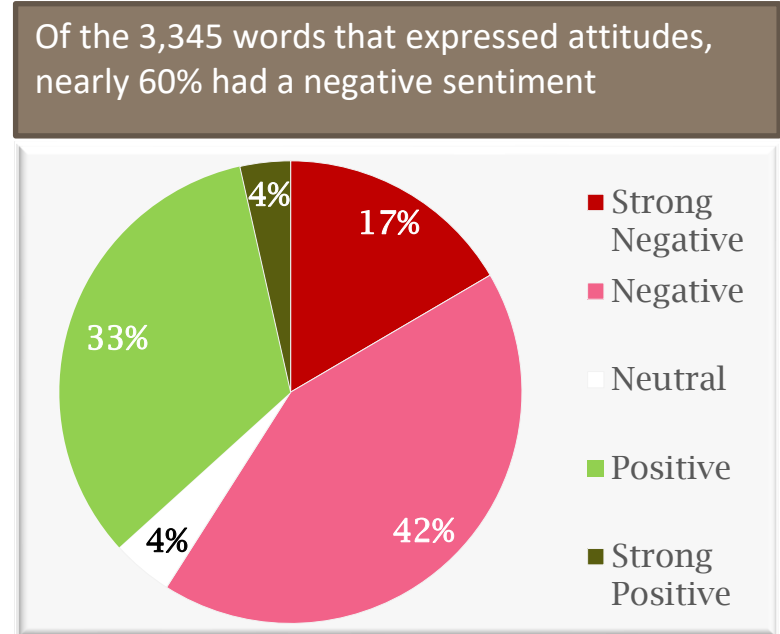


# Business Owner's Frame of Mind for 2022



# Top 50 words used by business owners to describe 2022

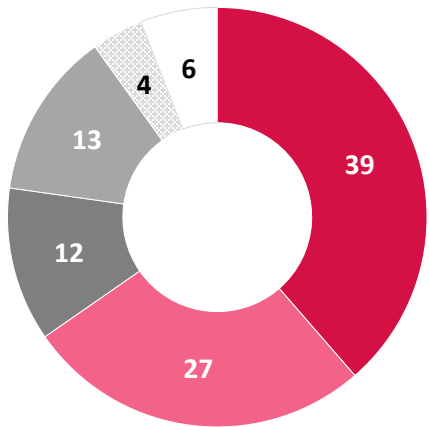
For business owners 2022 represents uncertain and frustrating times, but there is a sense of hope.



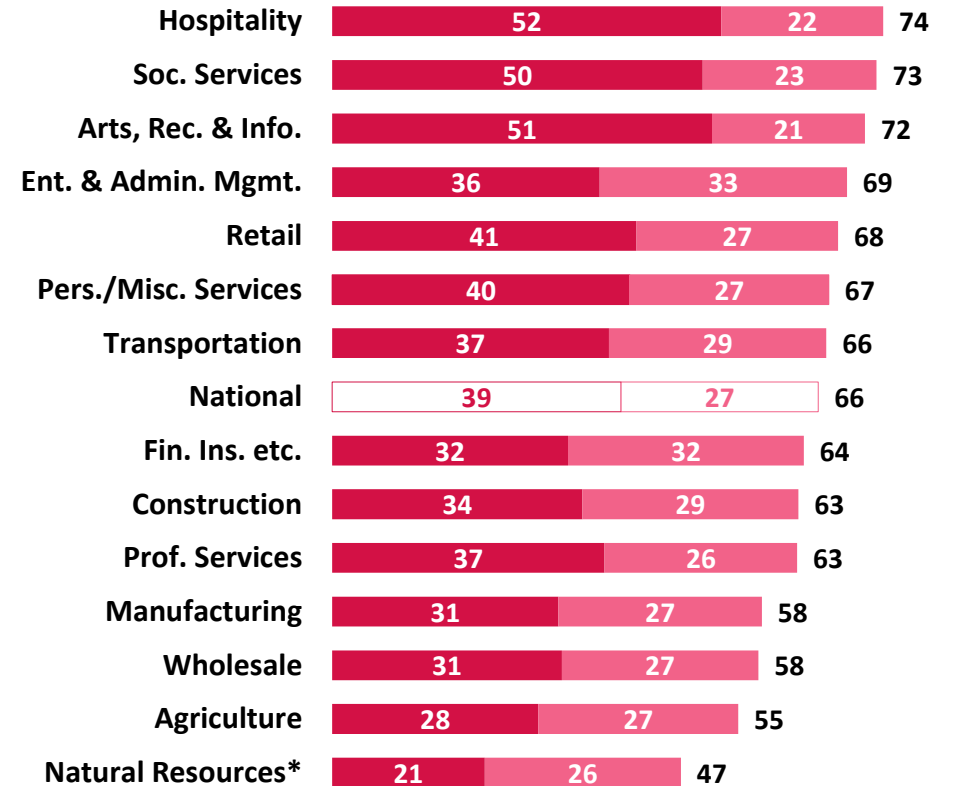
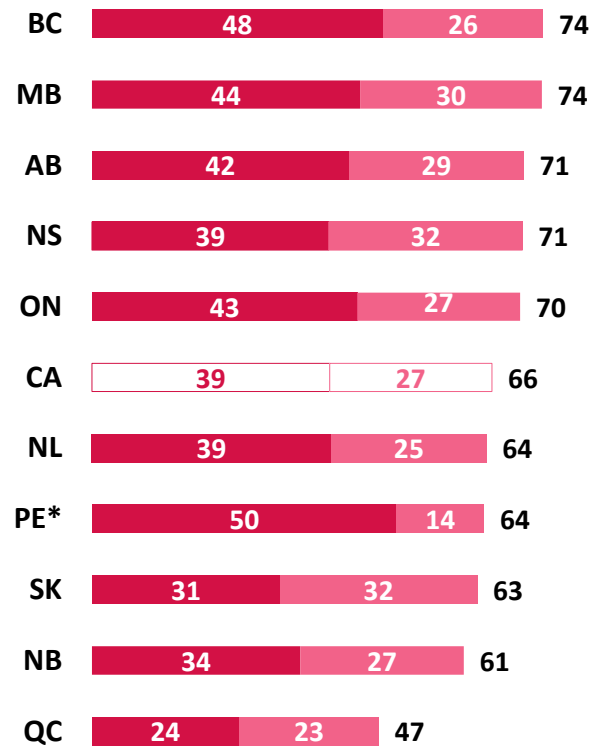
Source: CFIB, Your Voice – February 2022 survey, February 9-25, 2022, final results, n = 4,001.

Question: What three words would you use to describe 2021 for your business and what three words would best describe how you feel about 2022?

# Two years into the pandemic, the majority of business owners (66%) are closer than ever to burning out (By province and sector, % response)



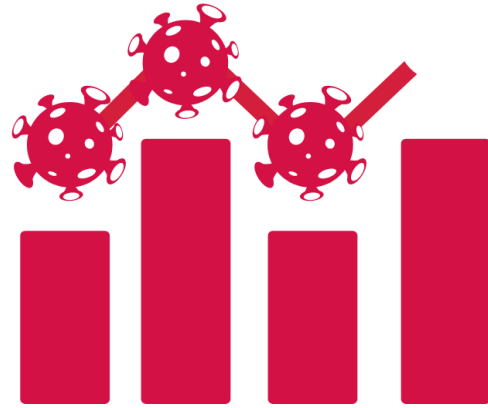
- Strongly agree
- Somewhat agree
- Somewhat disagree
- Strongly disagree
- Don't know/ Unsure
- Not applicable



Source: CFIB, Your Voice – February 2022 survey, February 9-25, 2022, final results, n = 3,276.

Note: \*Small sample (<40).






Question: Please indicate the extent to which you agree or disagree with the following statements about mental health in your workplace. "Two years into the pandemic, I am closer than ever to burning out."



# Pandemic Impact on Businesses

## Current issues impacting businesses

For businesses, rising prices (89%), supply chain challenges (72%) and government increasing other costs (68%) are having the most significant impact. A majority are also impacted by labour shortages and COVID-19 restrictions.

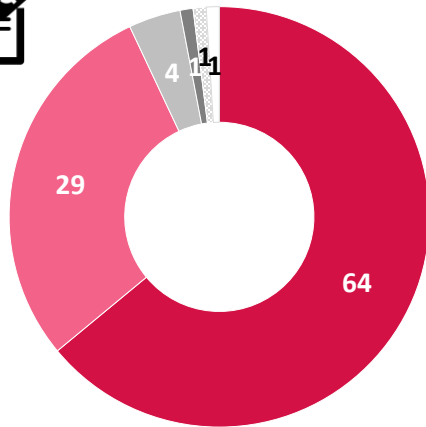
		Significant impact	Moderate impact	TOTAL
Rising prices (e.g. fuel, food, insurance, other business inputs, etc.)		62%	27%	89%
Supply chain challenges (increased time and effort to access the products we need for production/sales)		39%	33%	72%
Government increasing other costs for our business (e.g. paid sick days, minimum wage, etc.)		42%	26%	68%
Labour shortages		27%	28%	55%
COVID-19 business restrictions (e.g. capacity limits, proof of vaccination, etc.)		27%	23%	50%

Source: CFIB, Your Voice – February 2022 survey, February 9-25, 2022, final results, n = 3,342.

Note: “Low impact”, “No impact”, “Don’t know/Unsure” and “Not applicable” options not displayed.

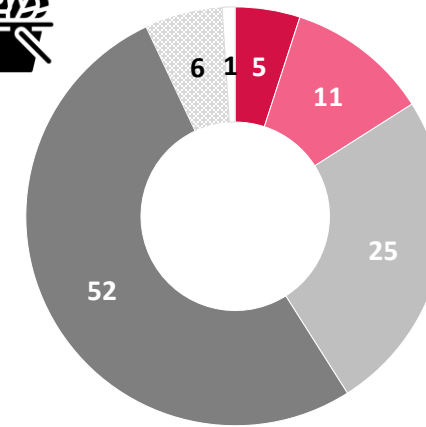
Question: How much of an impact are each of the following currently having on your business?

Over **9 in 10** businesses report that **their costs have increased substantially** since the pandemic began.



*“Our business costs have gone up substantially since the start of the pandemic” (% response)*

The majority (**77%**) of businesses think rising prices will not be a temporary issue.



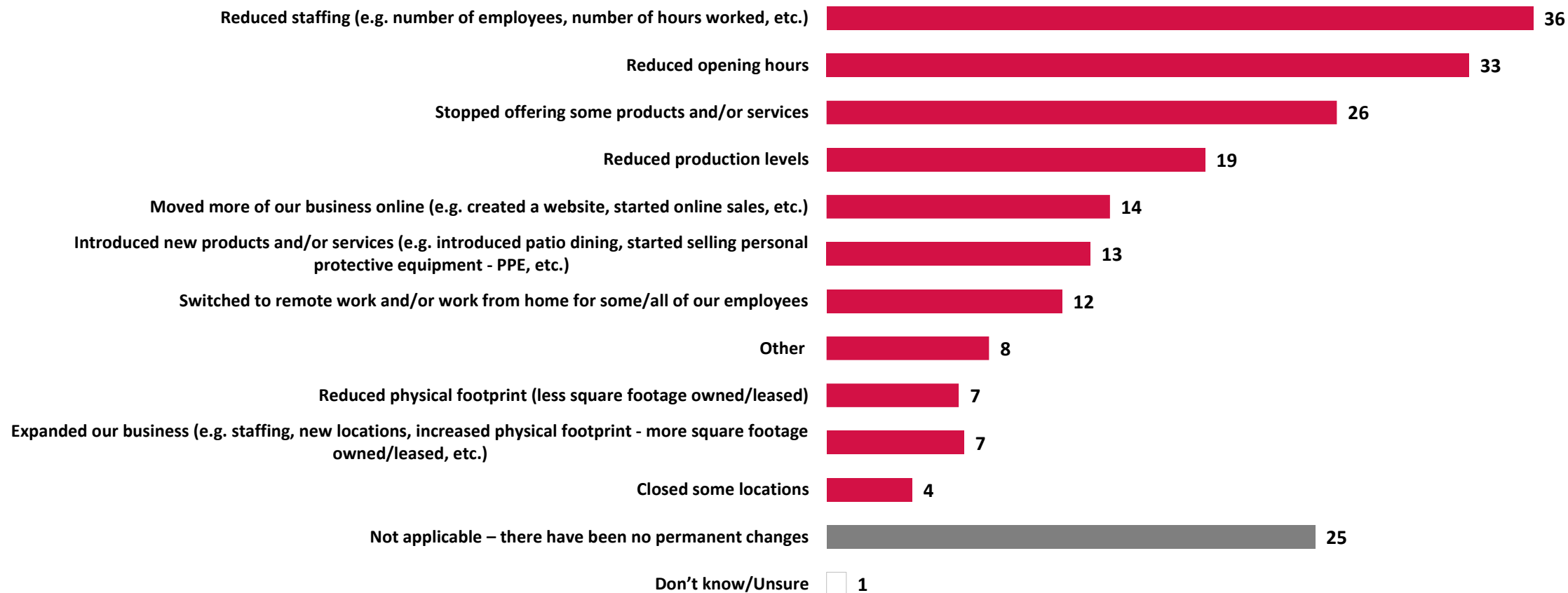
*“We expect rising prices will be a temporary issue” (% response)*

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

Source: CFIB, Your Voice – February 2022 survey, February 9-25, 2022, final results, n = 3,309.  
 Question: Please indicate the extent to which you agree or disagree with the following statements.

# Permanent changes businesses have undergone during the past two years

(% response)
















































Source: CFIB, Your Voice – February 2022 survey, February 9-25, 2022, final results, n = 3,993.

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

Question: Two years into the pandemic, what has permanently changed in your business?

# Permanent changes businesses have undergone during the past two years

## Top 3 changes by sector

	National	Agriculture	Nat. Resources	Construction	Manufacturing	Wholesale	Retail	Transportation	Arts, Rec. & Info.	Fin. Ins. etc.	Prof. Services	Ent. & Admin. Mgmt.	Soc. Services	Hospitality	Pers./Misc. Services
1	 36%	 15%	 31%	 24%	 27%	 26%	 49%	 32%	 54%	 35%	 33%	 30%	 39%	 69%	 37%
2	 33%	 15%	 26%	 19%	 24%	 24%	 39%	 14%	 45%	 27%	 27%	 30%	 34%	 68%	 31%
3	 26%	 13%	 26%	 16%	 19%	 22%	 30%	 14%	 43%	 26%	 23%	 24%	 34%	 50%	 25%



Reduced staffing



Reduced opening hours



Stopped offering products/services



Switched to remote work/work from home



Reduced production levels



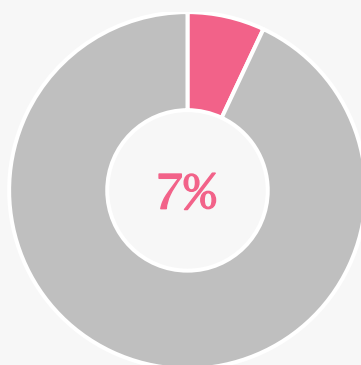
Moved more of our business online

Source: CFIB, Your Voice – February 2022 survey, February 9-25, 2022, final results, n = 3,993.

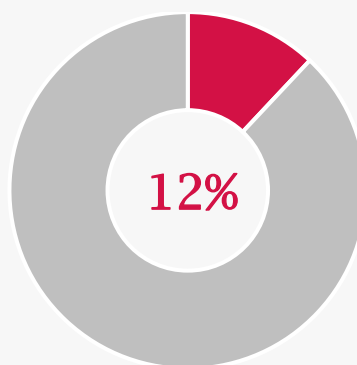
Question: Two years into the pandemic, what has permanently changed in your business?

**Since 2019, businesses increased the amount of sales done online by 5% on average. This trend is expected to continue in the years ahead.**

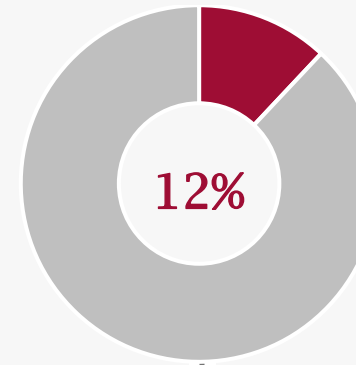
Percentage of business sales done online, by time frame



Pre-COVID  
(2019)



Past year  
(2021)



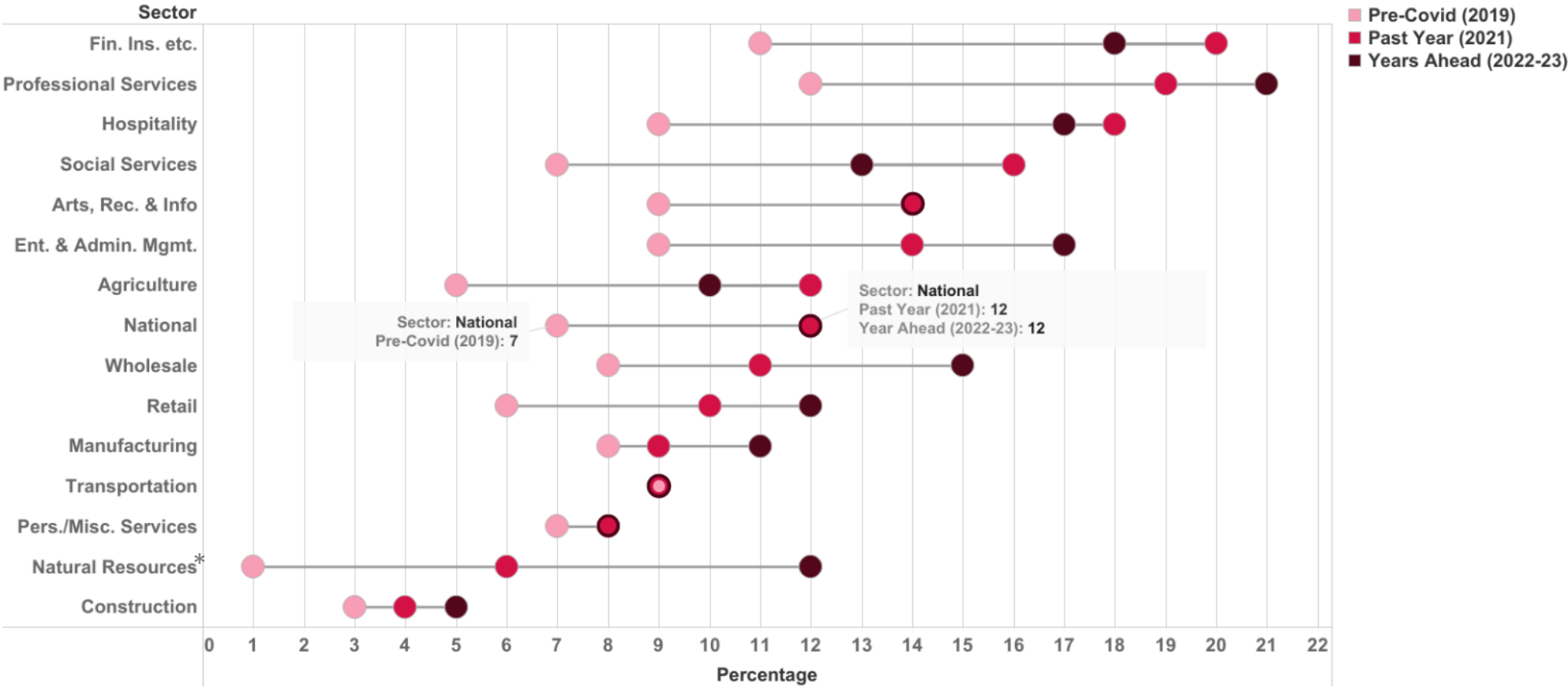
Years ahead  
(2022-23)

Source: CFIB, Your Voice – February 2022 survey, February 9-25, 2022, final results, n = 2,601.

Question: Regarding online sales/e-commerce, roughly what percentage of your sales were done/do you expect will be done online during the following time frames?



# Percentage of business sales done/will be done online during the following time frames (Average %, by sector – descending order by *Past Year*)



Source: CFIB, Your Voice – February 2022 survey, February 9-14, 2022, preliminary results, n = 2,267.  
 Note: \*Small sample (<40).



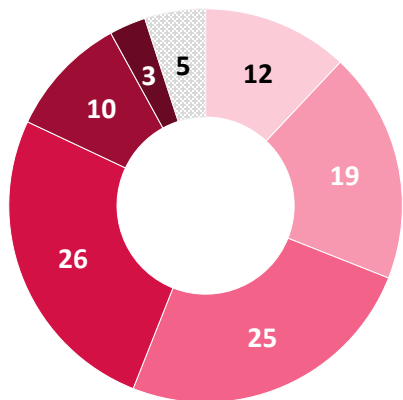
# Supply Chain Challenges

# Increased prices and delays in receiving shipments top the list of supply chain challenges (% response)

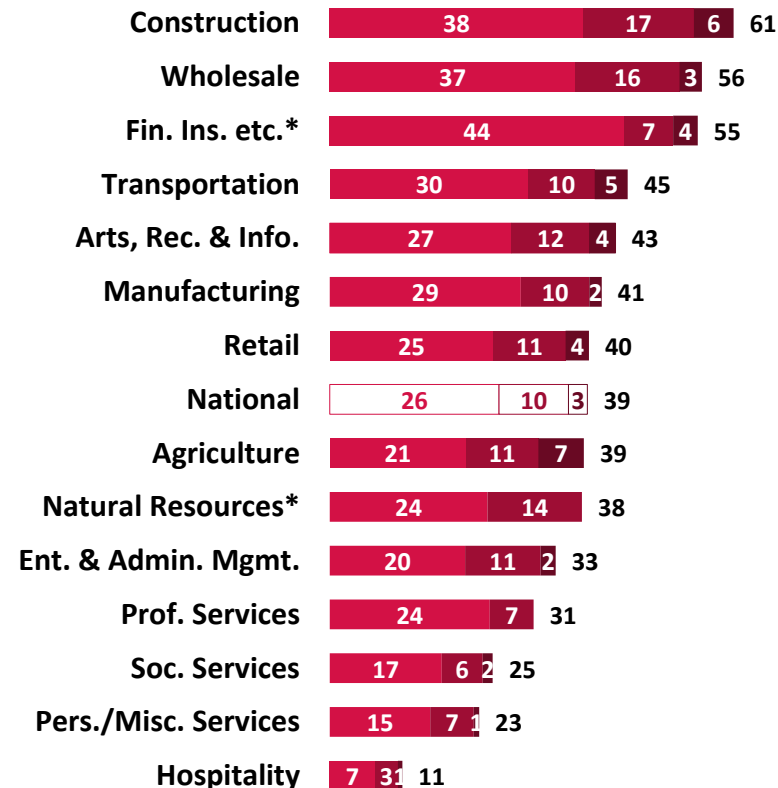
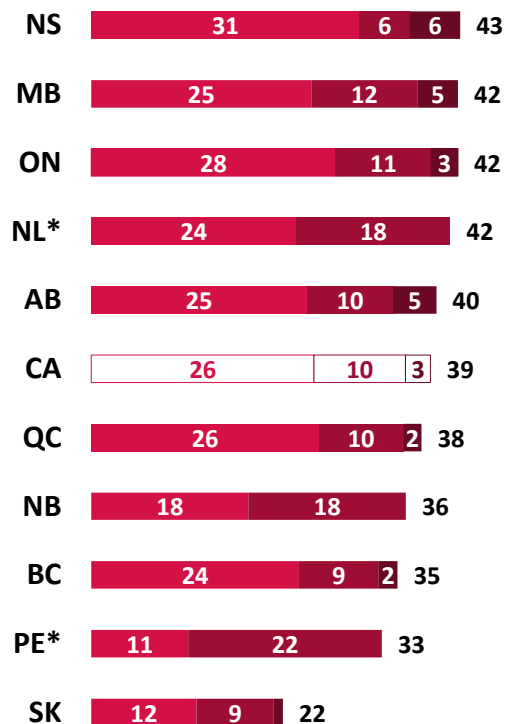


Source: CFIB, Your Voice – February 2022 survey, February 9-25, 2022, final results, n = 2,911.  
Note: Respondents were allowed to select more than one answer choice. Percentages will not add to 100%.  
Question: What impact, if any, are supply chain challenges currently having on your business?

# Roughly 2 in 5 business owners are experiencing shipping delays of a month or longer (By province and sector, % response)



- Up to one week
- Over a week and up to two weeks
- Over two weeks and up to a month
- Over a month and up to three months
- Over three months and up to six months
- Over six months
- Don't know/Unsure



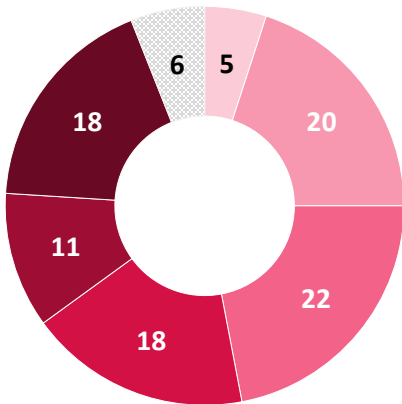
Source: CFIB, Your Voice – February 2022 survey, February 9-25, 2022, final results, n = 2,282.

Notes: 1) \*Small sample (<40).

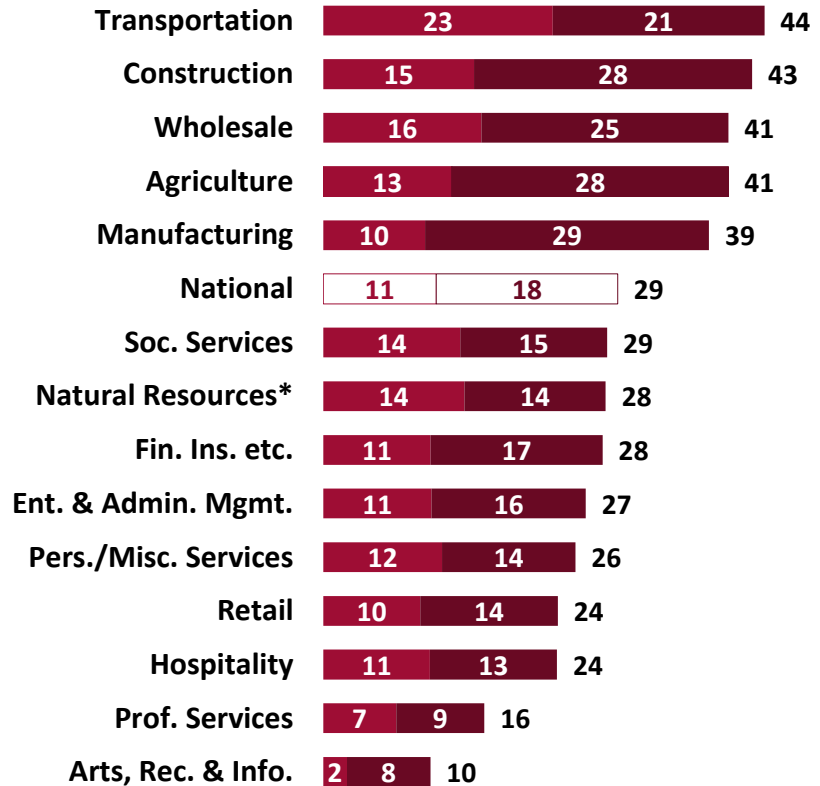
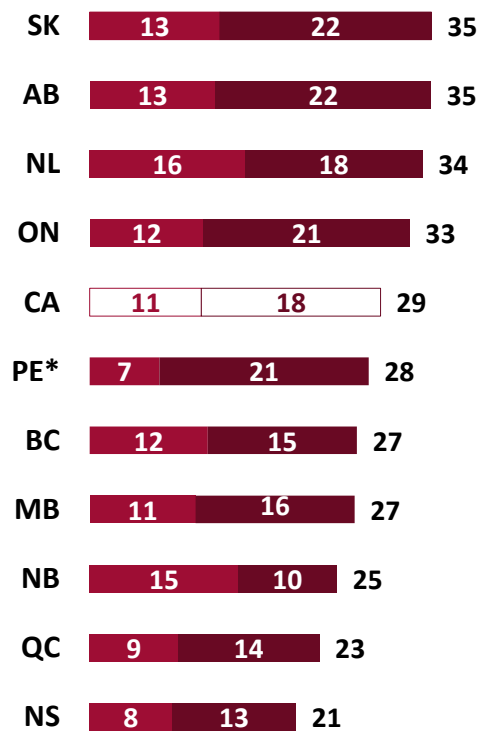
2) Skip logic used; respondents only answered this question if they selected “delays in receiving shipments to our business” as an impact of supply chain challenges they are currently experiencing.

Question: Roughly how much longer than usual is it currently taking your business to receive shipments, on average?

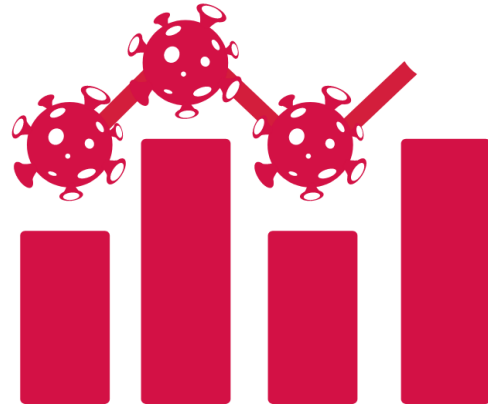
# Over 3 in 10 businesses have experienced cost increases exceeding 20% due to supply chain challenges (By province and sector, % response)



- Less than 5%
- 6% to 10%
- 11% to 15%
- 16% to 20%
- 21% to 25%
- More than 25%
- Don't know/Not applicable



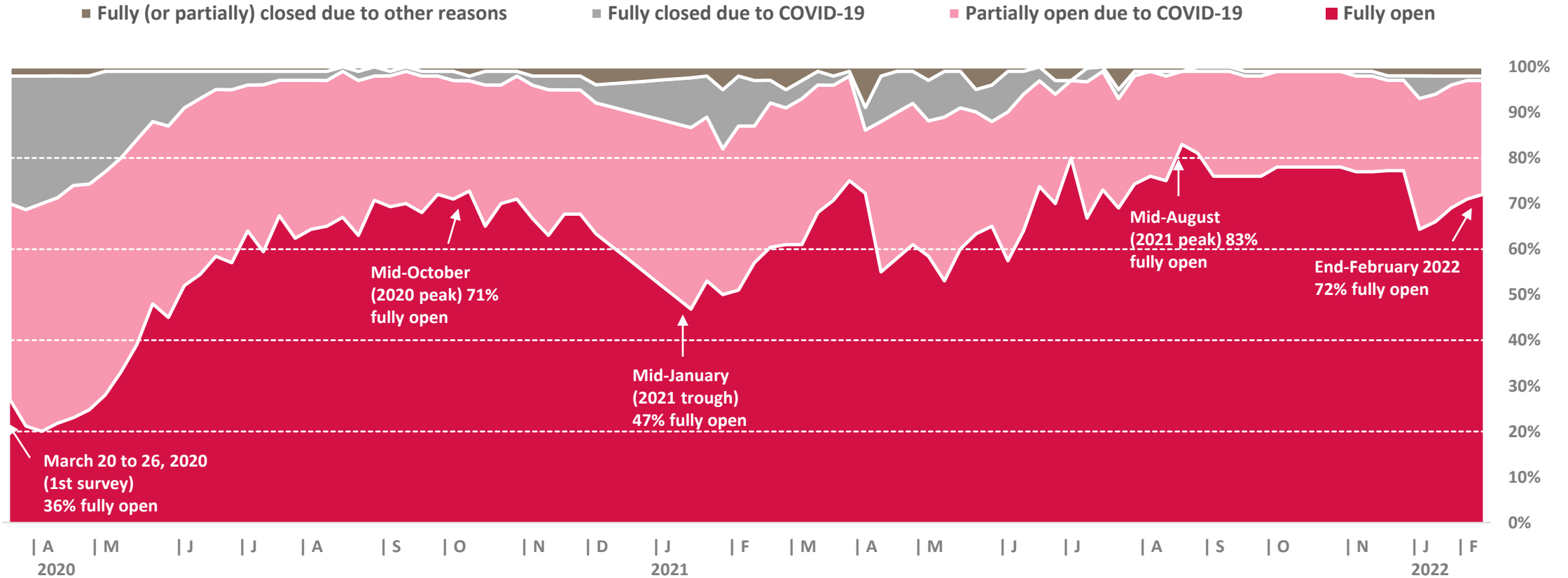
Source: CFIB, Your Voice – February 2022 survey, February 9-25, 2022, final results, n = 2,900.  
 Note\*: Small sample (<40).  
 Question: Roughly how much have your business's costs increased due to supply chain challenges over the past 12 months?



# Business Recovery

# 3 in 10 Canadian small businesses are still not fully open

(% response)

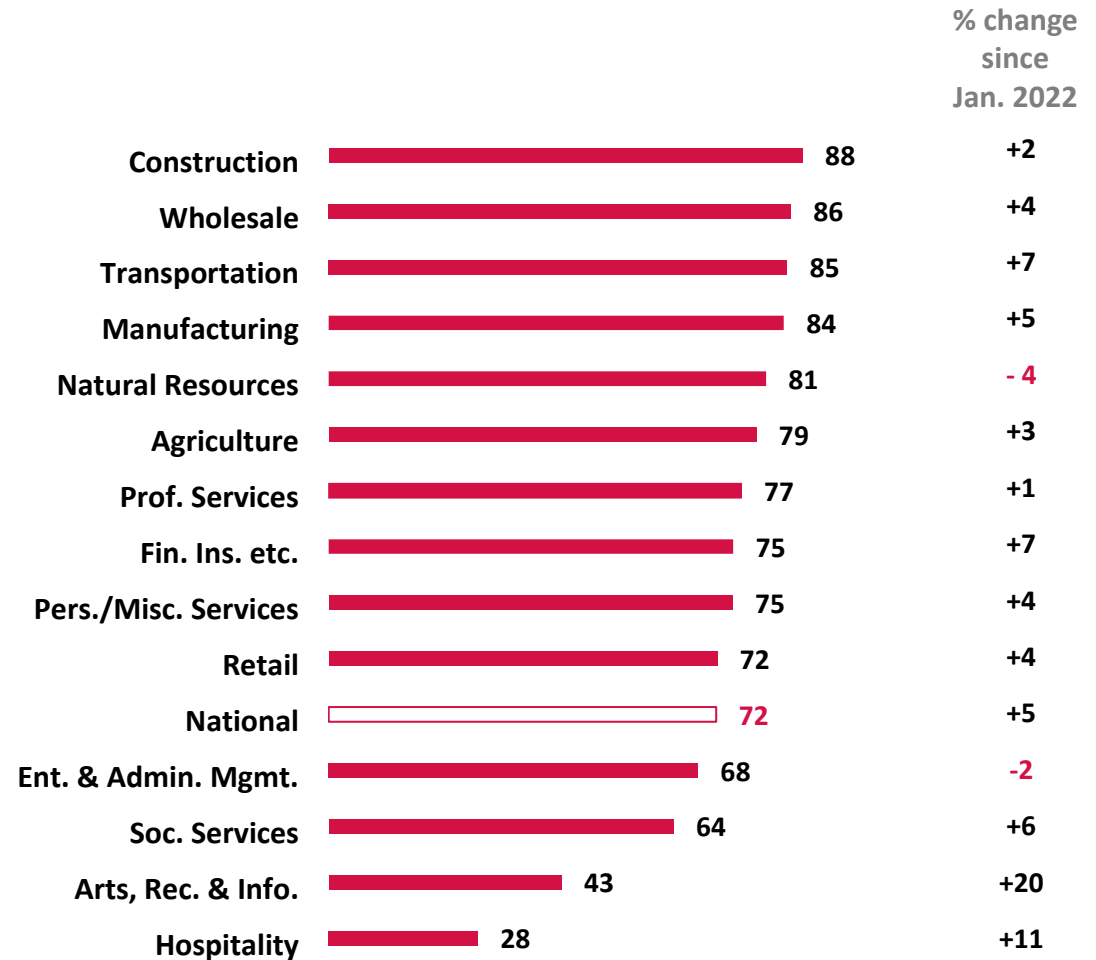
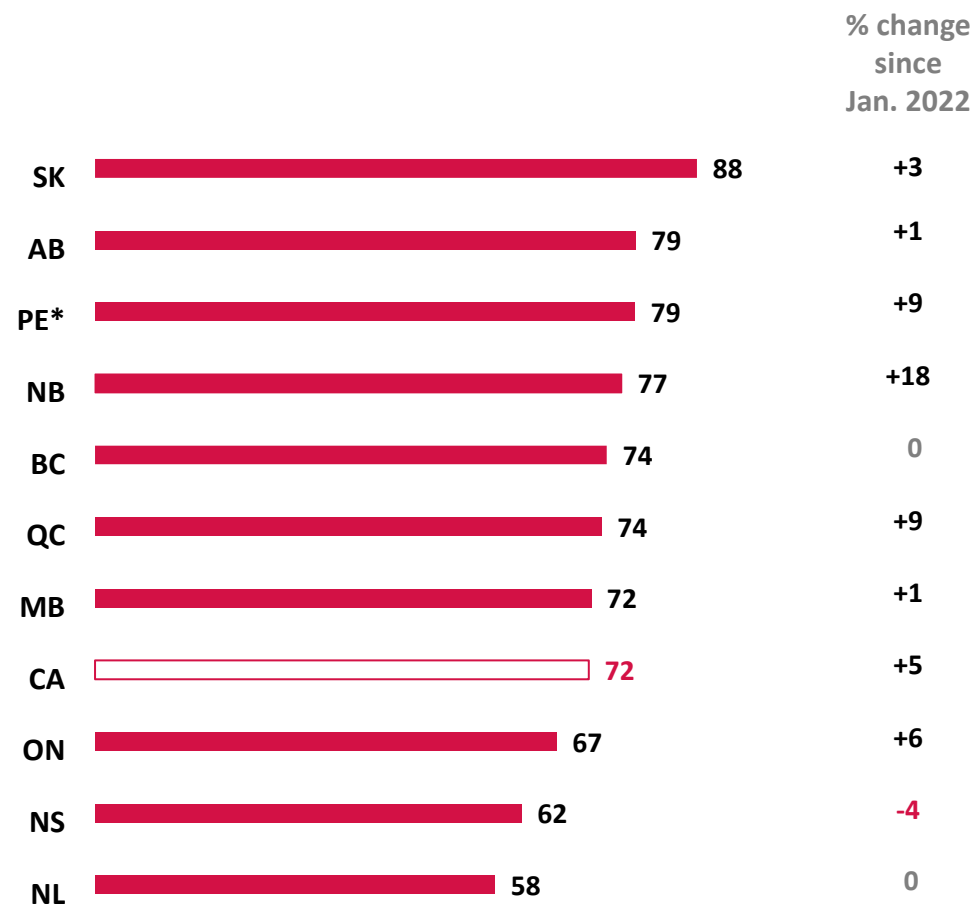


**➔ 72% of Canadian business are fully open, up 5 percentage points from January 2022.**

Source: CFIB, COVID-19 and Your Voice surveys – March 2020 to February 2022.

# Businesses fully open, February 2022

(By province and sector, % response)



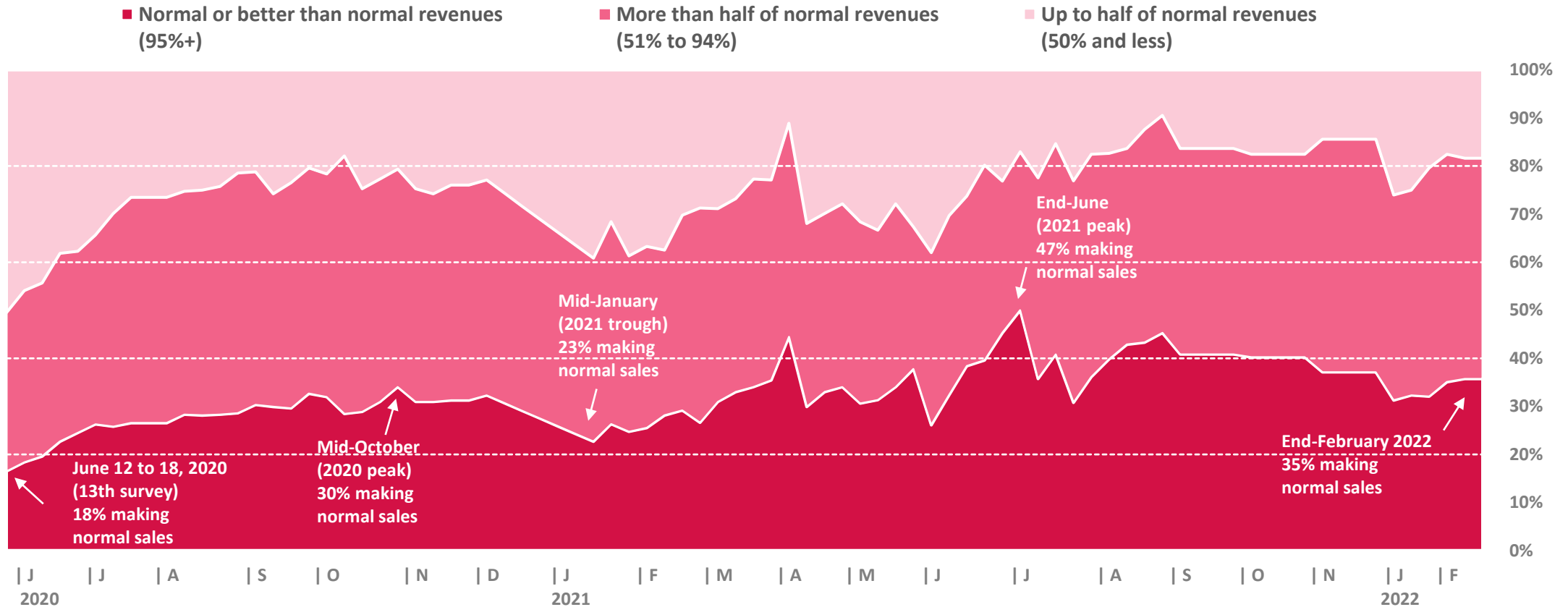
Source: CFIB, Your Voice – February 2022 survey, February 9-25, 2022, final results, n = 3,428.

Note: \*Small sample size (<40).



# About 1 in 3 Canadian small businesses are making normal revenues

(% response)

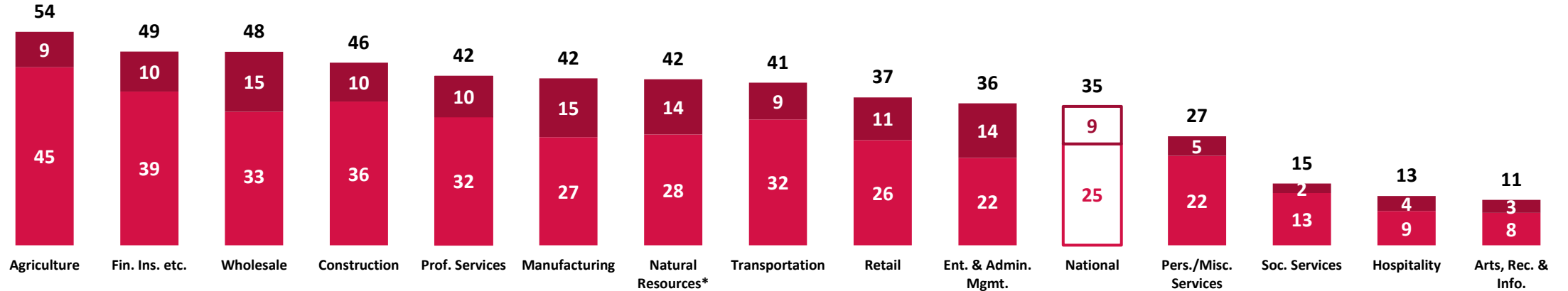
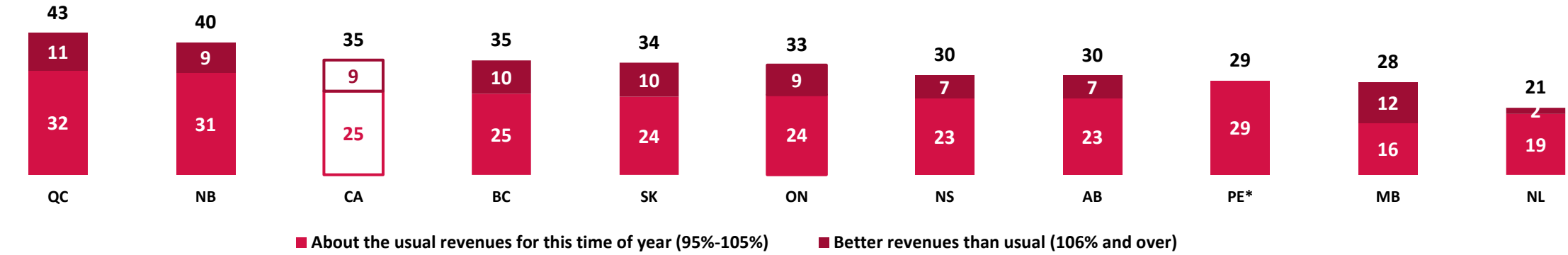


➔ 35% of Canadian business are making normal sales, up 4 percentage points from January 2022.

Source: CFIB, COVID-19 and Your Voice surveys – June 2020 to February 2022.

# Normal or better revenues, February 2022

(By province and sector, % response)



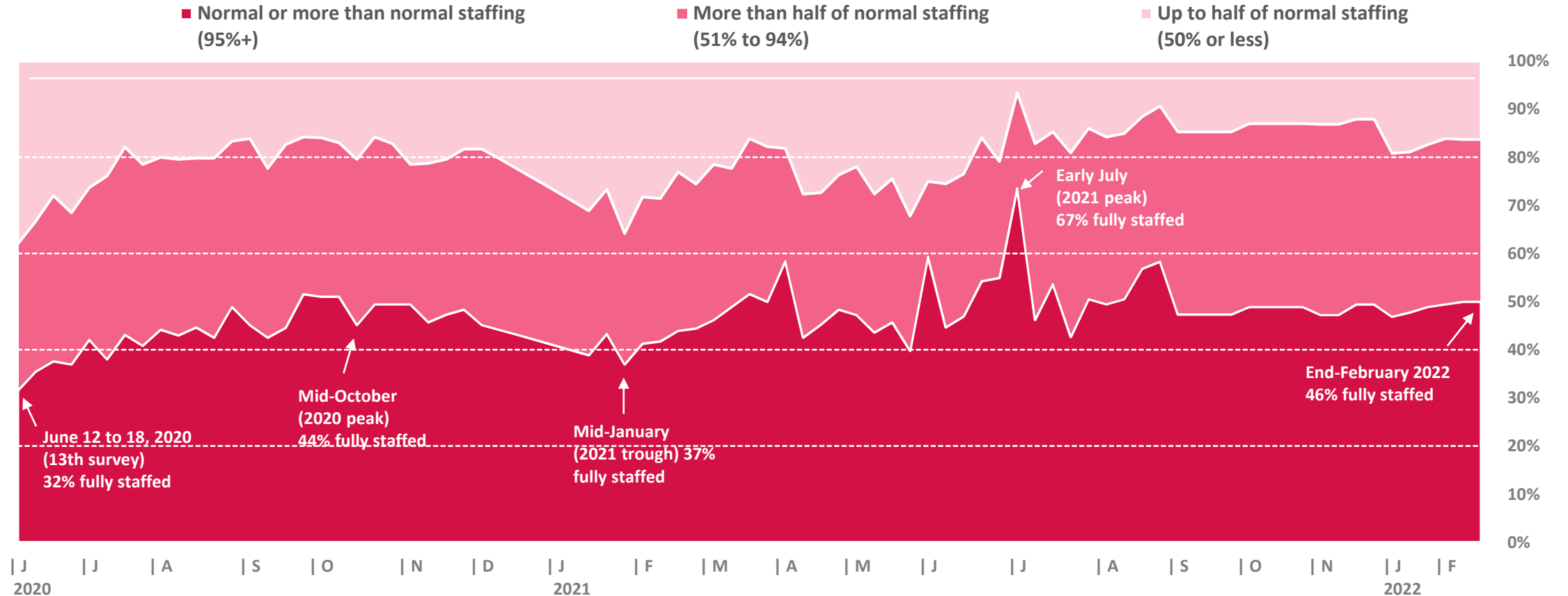
Source: CFIB, Your Voice – February 2022 survey, February 9-25, 2022, final results, n = 3,349.

Notes: 1) \*Small sample size (<40).

2) Totals may not add up due to rounding.

# Over 1 in 2 of Canadian small businesses are still not fully staffed

(% response)

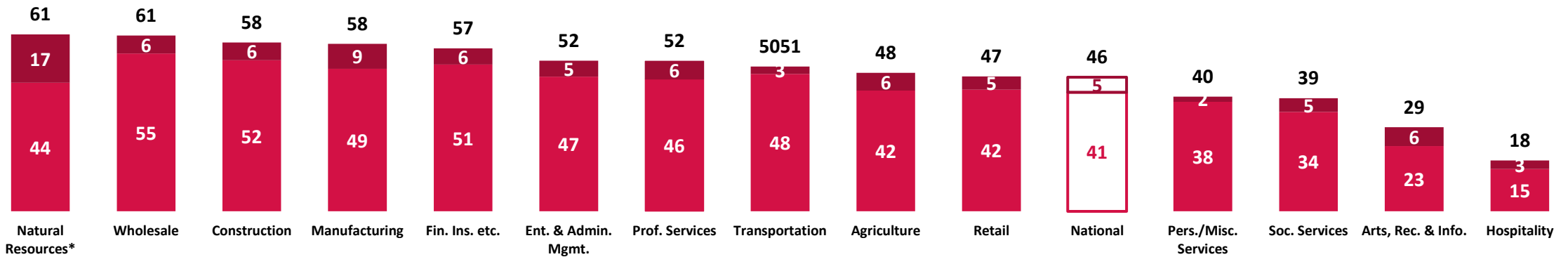
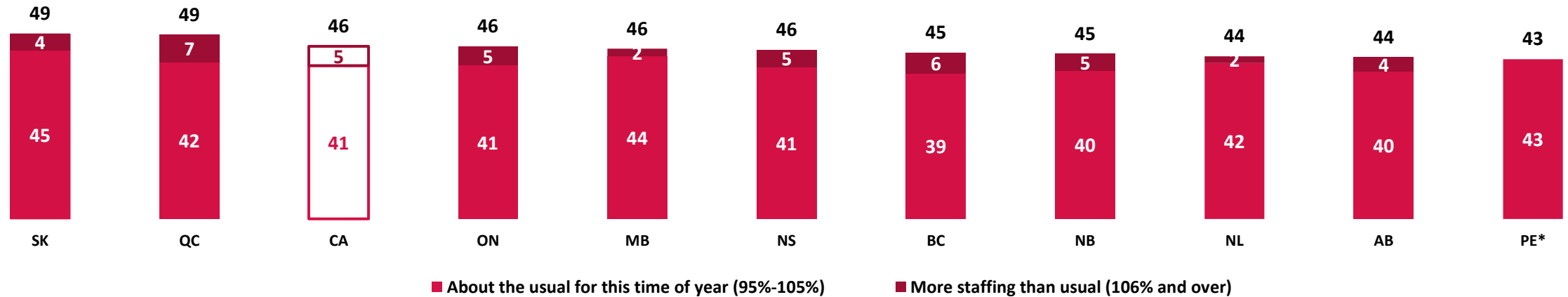


➔ 46% of Canadian business are fully staffed, up 3 percentage points from January 2022.

Source: CFIB, COVID-19 and Your Voice surveys – June 2020 to February 2022.

# Normal or above normal staffing, February 2022

(By province and sector, % response)



Source: CFIB, Your Voice – February 2022 survey, February 9-25, 2022, final results, n = 3,394.

Notes: 1) \*Small sample size (<40).

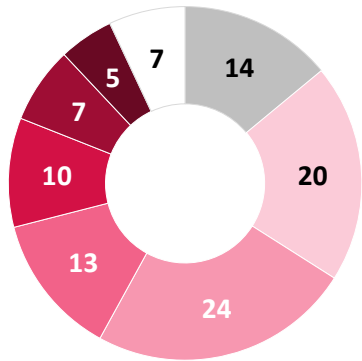
2) Totals may not add up due to rounding.



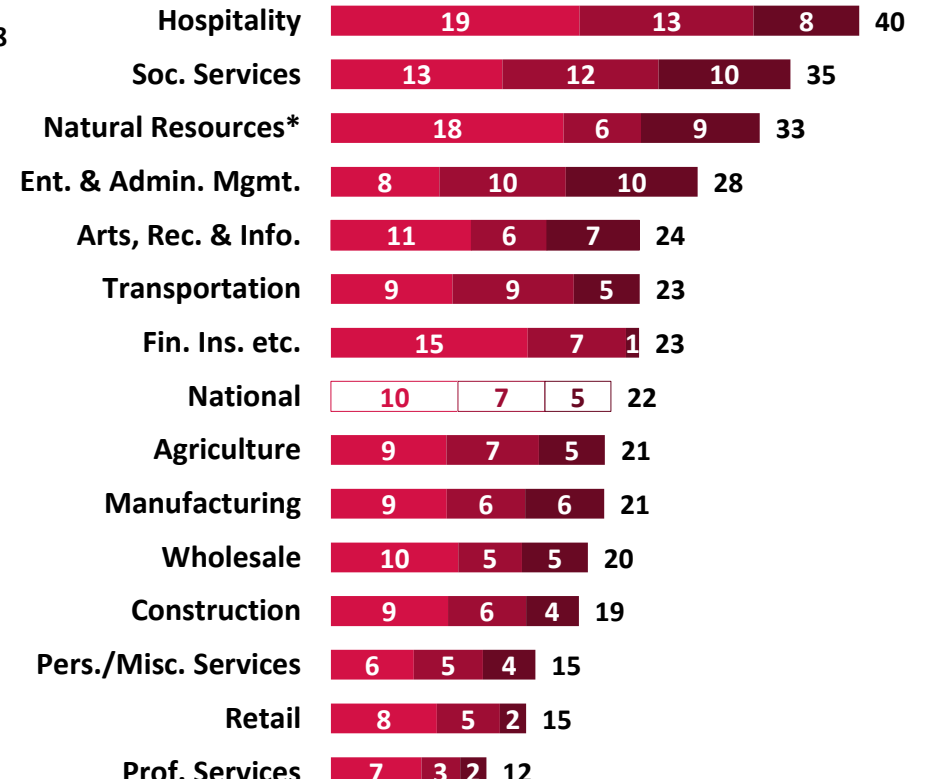
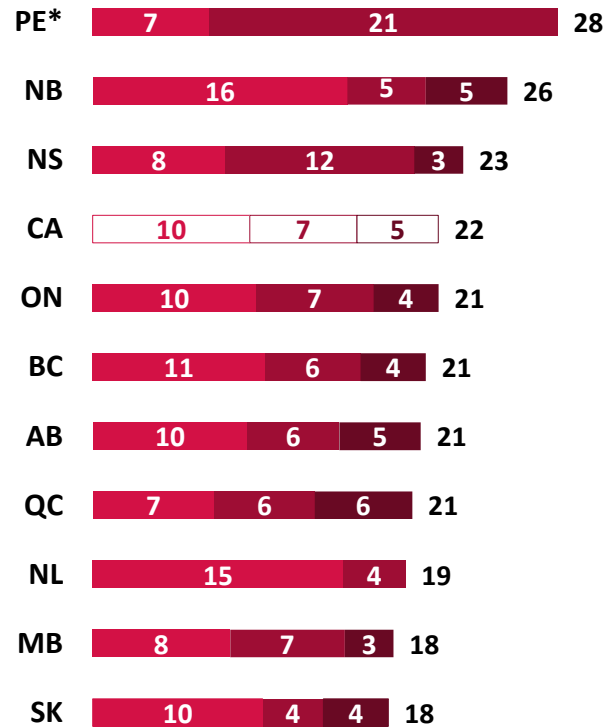
# COVID-19 Compliance Costs and Attitudes on Business Restrictions



# 1 in 5 businesses would need over \$10K to cover their COVID compliance costs over the past year (By province and sector, % response)



■ Not applicable – we have not incurred any COVID-19 compliance costs over the past year  
■ Up to \$1,000  
■ \$1,001 to \$5,000  
■ \$5,001 to \$10,000  
■ \$10,001 to \$20,000  
■ \$20,001 to \$50,000  
■ More than \$50,000  
□ Don't know/Unsure








Source: CFIB, Your Voice – February 2022 survey, February 9-25, 2022, final results, n = 3,317.

Note\*: Small sample (<40).

Question: If government were to compensate your business for COVID-19 compliance requirements over the past year, how much would be needed to cover your costs?

# A majority of business owners agree that remaining restrictions should be eliminated, though they are more split on eliminating mandatory mask rules

		NET Agree	NET Disagree
“Capacity restrictions on all sectors should be eliminated”		75%	23%
“Travel restrictions (e.g. PCR tests for border crossing, etc.) should be eliminated”		68%	29%
“Passport systems for customers (e.g. restaurants, gyms, etc.) should be eliminated”		66%	32%
“Vaccine mandates for employees (e.g. truck drivers, etc.) should be eliminated”		60%	37%
“Mandatory mask rules should be eliminated”		56%	42%

## Sectoral Takeaways

Top **Net Agree** Sectors:

- Hospitality – 85%
- Agriculture – 82%
- Arts & Recreation – 81%



Top **Net Agree** Sectors:

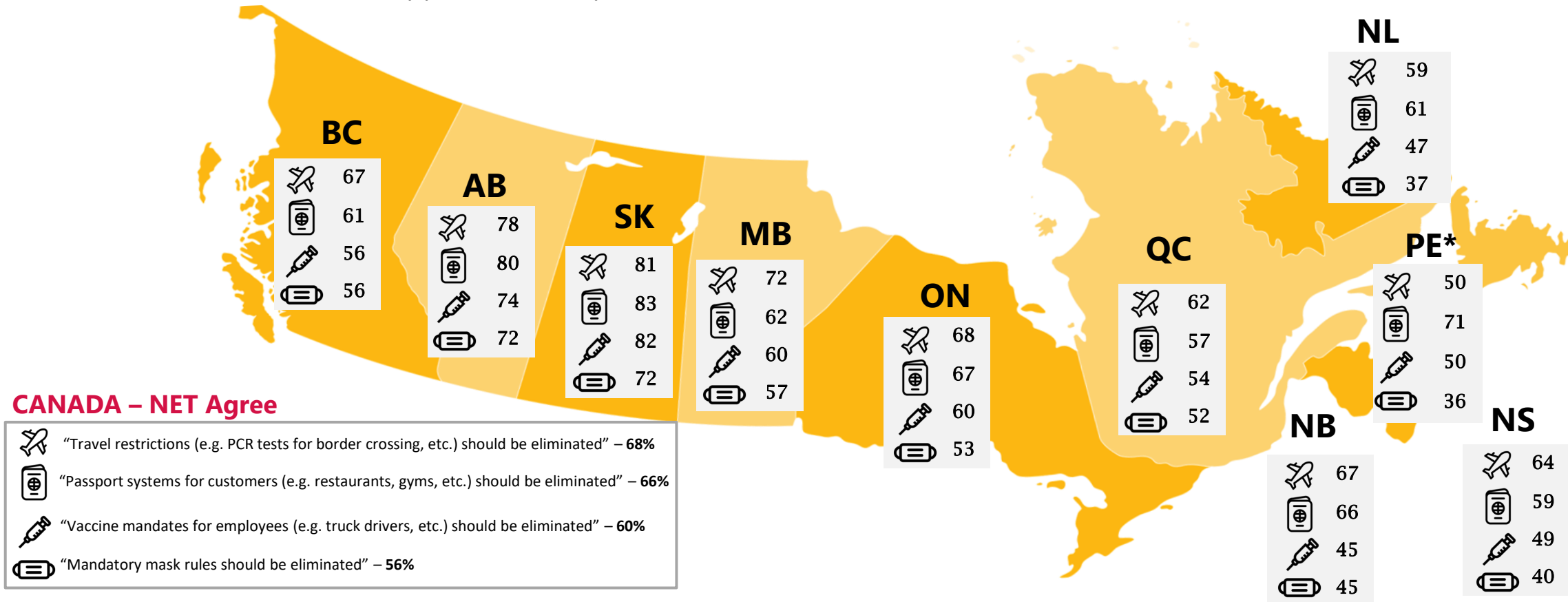
- Agriculture – 80%
- Hospitality – 72%
- Transportation – 72%



Source: CFIB, Your Voice – February 2022 survey, February 9-25, 2022, final results, n = 3,293.

Question: Public health and government officials are signalling that many COVID-19 restrictions can be reduced or eliminated in the days ahead. Please indicate the extent to which you agree or disagree with the following statements.

# A majority of businesses think that most remaining restrictions should be eliminated (By province, % response)



Source: CFIB, Your Voice – February 2022 survey, February 9-25, 2022, final results, n = 3,293.

Note: \*Small sample size (<40).

Question: Public health and government officials are signalling that many COVID-19 restrictions can be reduced or eliminated in the days ahead. Please indicate the extent to which you agree or disagree with the following statements.



# Resources

## *Questions or Data requests*

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## *Additional information*

**Monthly Business Barometer**

[cfib.ca/barometer](http://cfib.ca/barometer)

**Small business recovery dashboard**

[smallbusinesseveryday.ca/dashboard/](http://smallbusinesseveryday.ca/dashboard/)

**All CFIB research**

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