



Your Voice Monthly Omnibus Survey

Key Results for September 2022

CFIB

CANADIAN FEDERATION
OF INDEPENDENT BUSINESS

In business for your business.

About the data in this report



Your Voice survey - final results for September 2022

- Type: An omnibus, controlled-access online CFIB survey.
- Active dates: September 8-26, 2022.
- Results: Based on responses from 3,679 CFIB members who are owners of Canadian independent businesses, from all sectors and regions of the country.
- For comparison purposes, a probability sample with the same number of respondents would have a margin of error of +/-1.6%, 19 times out of 20.

Results featured in this report

Business priorities

Slides

- Reducing the tax burden (65%), addressing health care issues (60%) and labour shortages (57%) are top priorities 5
- Business would increase employee compensation (59%) and pay down their debt (55%) if tax burden was reduced 7
- Over the past 12 months, 1 in 3 owners have seen their commercial rent go up 8
- 9 in 10 business owners are impacted by inflation and are making changes to deal with it 9

Labour shortages

- 59% of business owners are directly affected by labour shortages, while 17% had to adjust (e.g., salary increases) 11
- 74% of business owners and 52% of their employees had to work more hours to make up for labour shortages 13

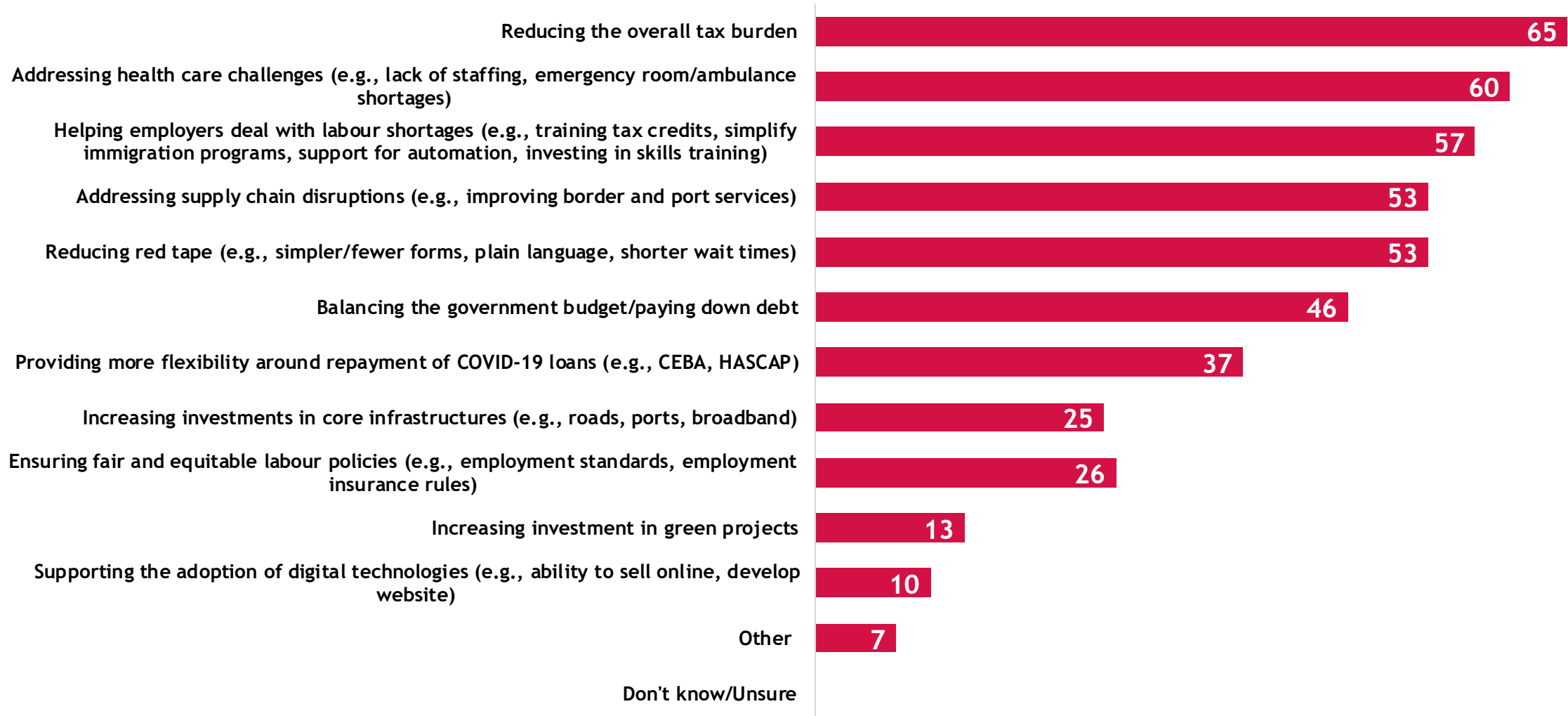
Business recovery/State of small business in Canada

- 58% of businesses are making less than normal sales, 64% are still holding pandemic debt, and 78% are still experiencing pandemic stress 17-27

Business Priorities



Top priorities for government according to business owners (% response)



Source: CFIB, Your Voice - September 2022 survey, September 8-26, 2022, final results, n = 3,677.

Question: "Heading into the fall, what would you most like governments to focus on? (select all that apply)"

Reducing the overall tax burden, addressing health care challenges and dealing with labour shortages are the top priorities across the country

Top Priorities For Government			
	#1	#2	#3
BC	Reduce Tax 68%	Healthcare challenges 59%	Labour Shortage 58%
AB	Reduce Tax 75%	Balance Budget 66%	Supply disruptions 59%
SK	Reduce Tax 71%	Balance Budget 62%	Supply disruptions 60%
MB	Reduce Tax 72%	Healthcare challenges 56%	Labour Shortage 51%
ON	Reduce Tax 66%	Healthcare challenges 60%	Labour Shortage 56%
QC	Labour Shortage 73%	Reduce Red Tape 62%	Healthcare challenges 62%
NL	Reduce Tax 75%	Healthcare challenges 67%	Labour Shortage 54%
NB	Healthcare challenges 79%	Reduce Tax 62%	Labour Shortage 59%
PEI	Labour Shortage 64%	Healthcare challenges 61%	Reduce Tax 52%
NS	Reduce Tax 66%	Healthcare challenges 65%	Labour Shortage 58%

Source: CFIB, Your Voice - September 2022 survey, September 8-26, 2022, final results, n = 3,677.

Question: "Heading into the fall, what would you most like governments to focus on? (select all that apply)"

Notes: 1) Results shown are for the top 5.

2) *Small sample size (<40).

If the overall tax burden were reduced, business owners would prioritize increasing employee compensation and paying down their business debt (% response)

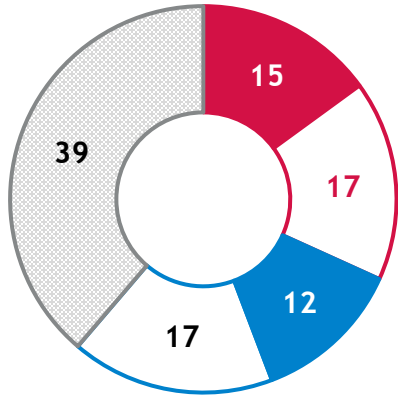


Business owners' intended use of generated savings are consistent across provinces and sectors

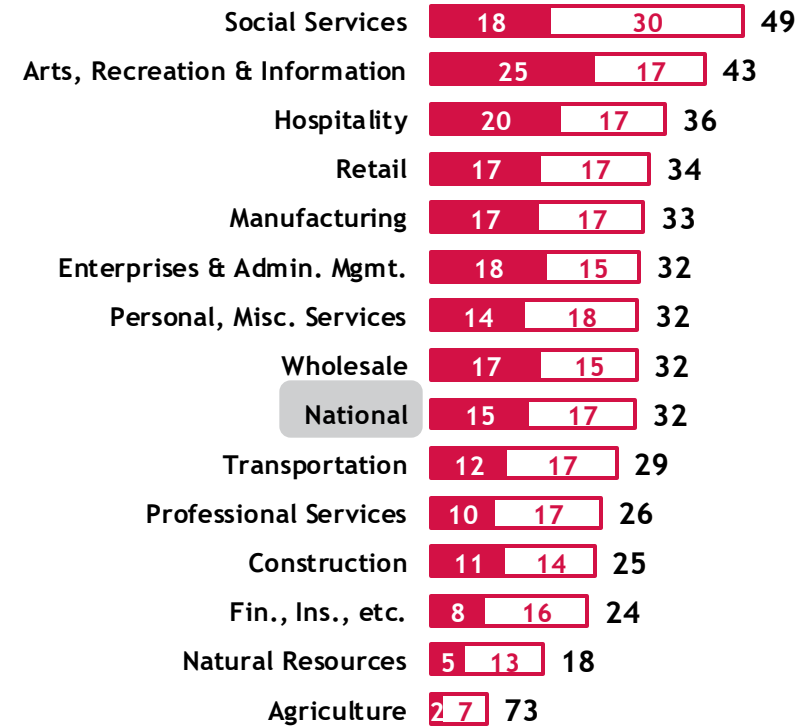
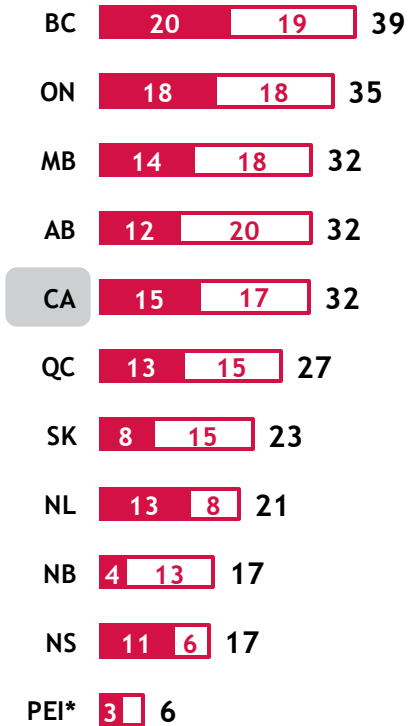
Source: CFIB, Your Voice - September 2022 survey, September 8-26, 2022, final results, n = 3,619.
 Question: "If governments were to reduce the overall burden of taxes and fees, what would your business do with the savings generated? (Select all that apply)"

1 in 3 business owners have seen their commercial rent increase substantially over the past 12 months

(By province and sector, % response)



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



- Strongly agree
- Somewhat agree

Source: CFIB, Your Voice - September 2022 survey, September 8- 26, 2022, final results, n =3,453.

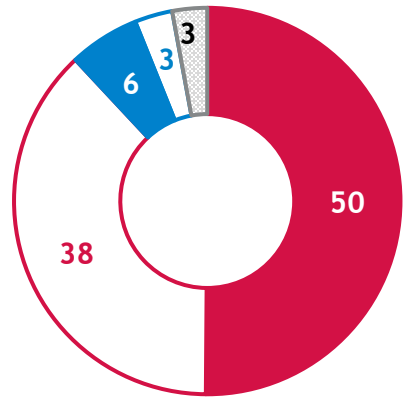
Question: "Our business's commercial rent has gone up substantially over the past 12 months"

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

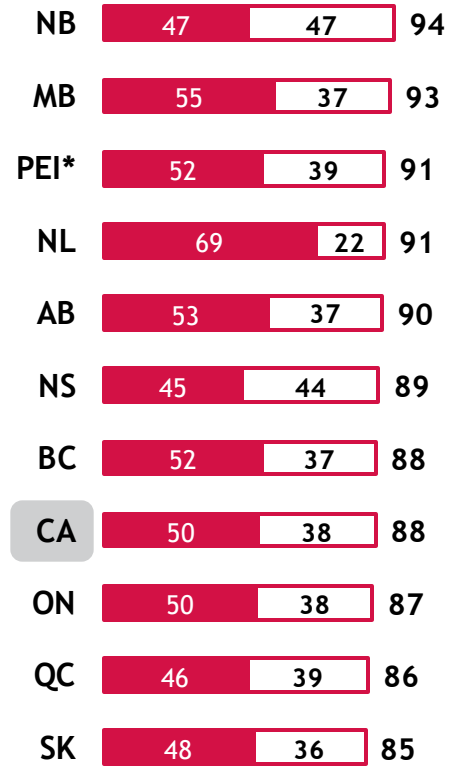
2) Totals may not add up due to rounding.

9 in 10 owners are making changes in their business to deal with the impacts of inflation

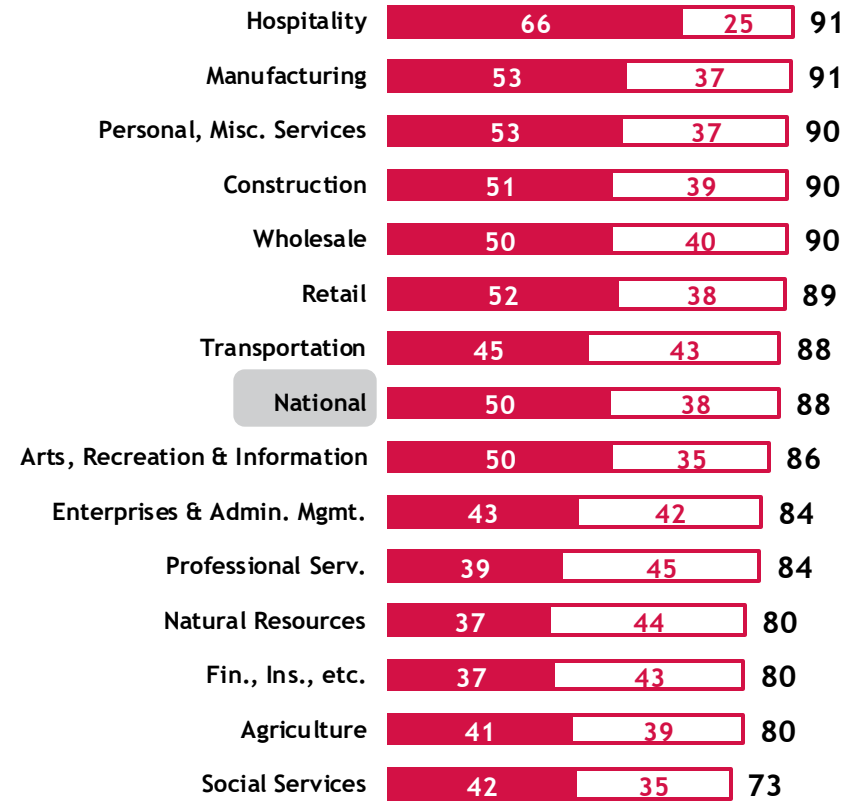
(By province and sector, % response)



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



■ Strongly agree ▢ Somewhat agree



Source: CFIB, Your Voice - September 2022 survey, September 8- 26 , 2022, final results, n = 3,472.

Question: "We're making changes in our business to deal with inflation"

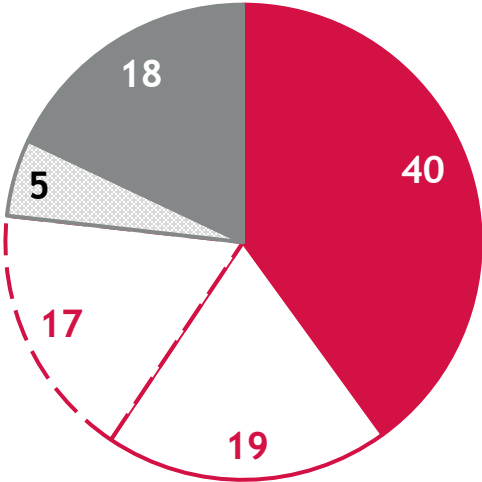
Notes: 1) *Small sample size (<40).

2) Totals may not add up due to rounding.

Labour shortages



59% of business owners are currently experiencing labour shortages, while an additional **17%** have had to adjust (e.g., increases in salary, hiring bonuses, etc.)



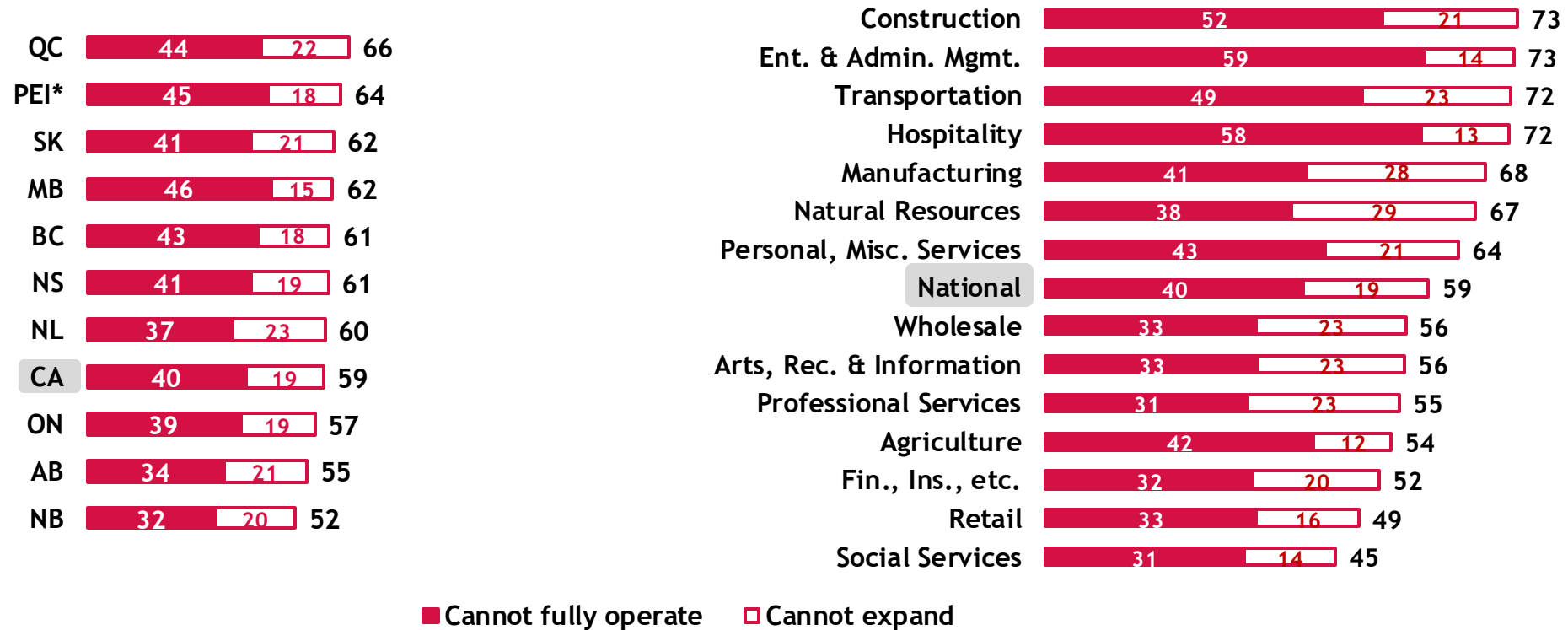
Of 59%, about **40%** don't have all the staff needed for current operations, while **19%** have all the staff needed to operate but cannot get the staff needed to expand.

- We don't have all the staff we need for current operations, due to labour shortages
- We have all the staff we need for current operations, but cannot get the staff that we need to expand
- ▤ We have all the staff we need, but at a significant additional cost to our business
- ▨ Other and Don't know/Unsure
- Not applicable or No shortages

Source: CFIB, Your Voice - September 2022 survey, September 8-26, 2022, final results, n=3,489.

Question: "Which of the following best describes your business situation regarding labour shortages (described here as difficulties hiring, retaining, or getting staff to work the hours needed)? (Select one)"

Share of businesses currently **experiencing** labour shortages (i.e. cannot fully operate or expand) varies by province and sector (% response)

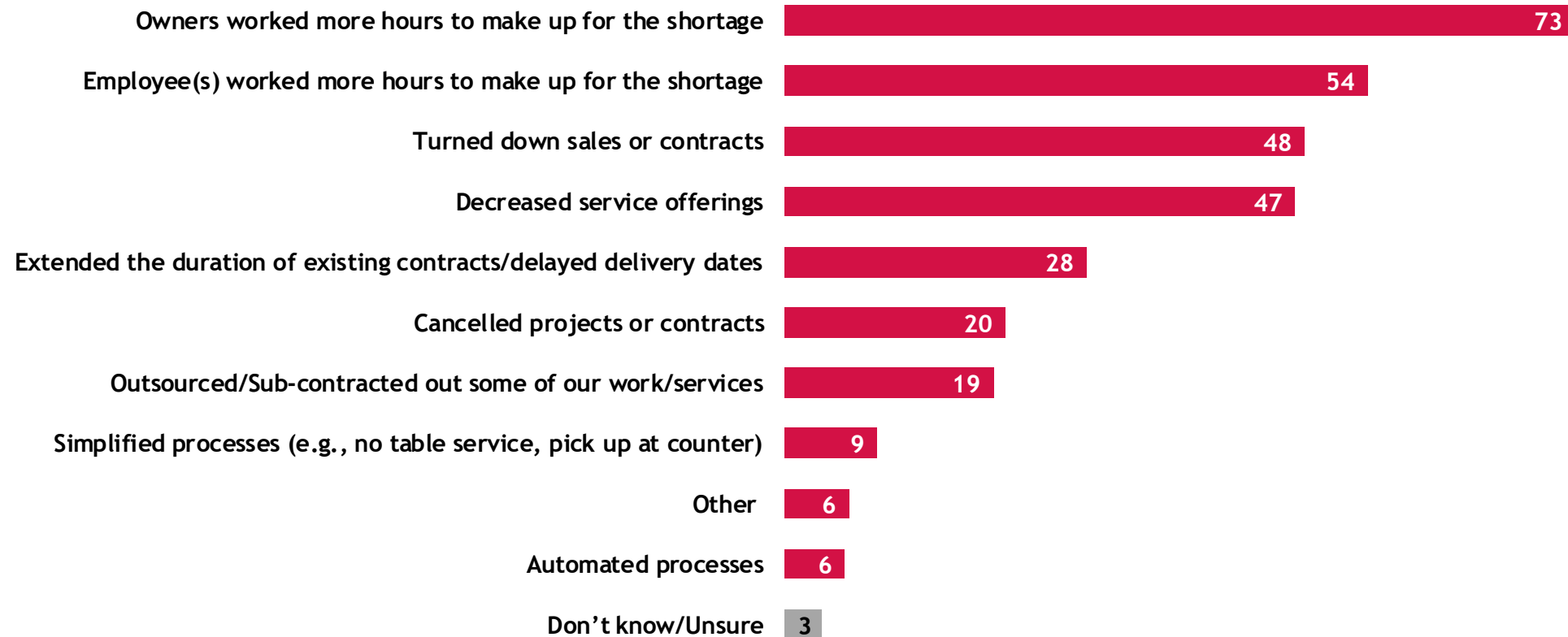


Source: CFIB, Your Voice - September 2022 survey, September 8-26, 2022, final results, n=3,489.

Question: "Which of the following best describes your business situation regarding labour shortages (described here as difficulties hiring, retaining, or getting staff to work the hours needed)? (Select one)"

Note: *Small sample size (<40).

About 3 in 4 owners are working more hours to make up for labour shortages in their business (% response)

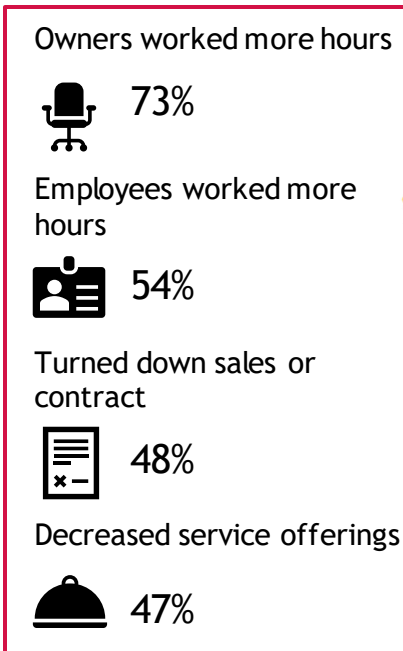


Source: CFIB, Your Voice - September 2022 survey, September 8-26, 2022, final results, n=2,804.

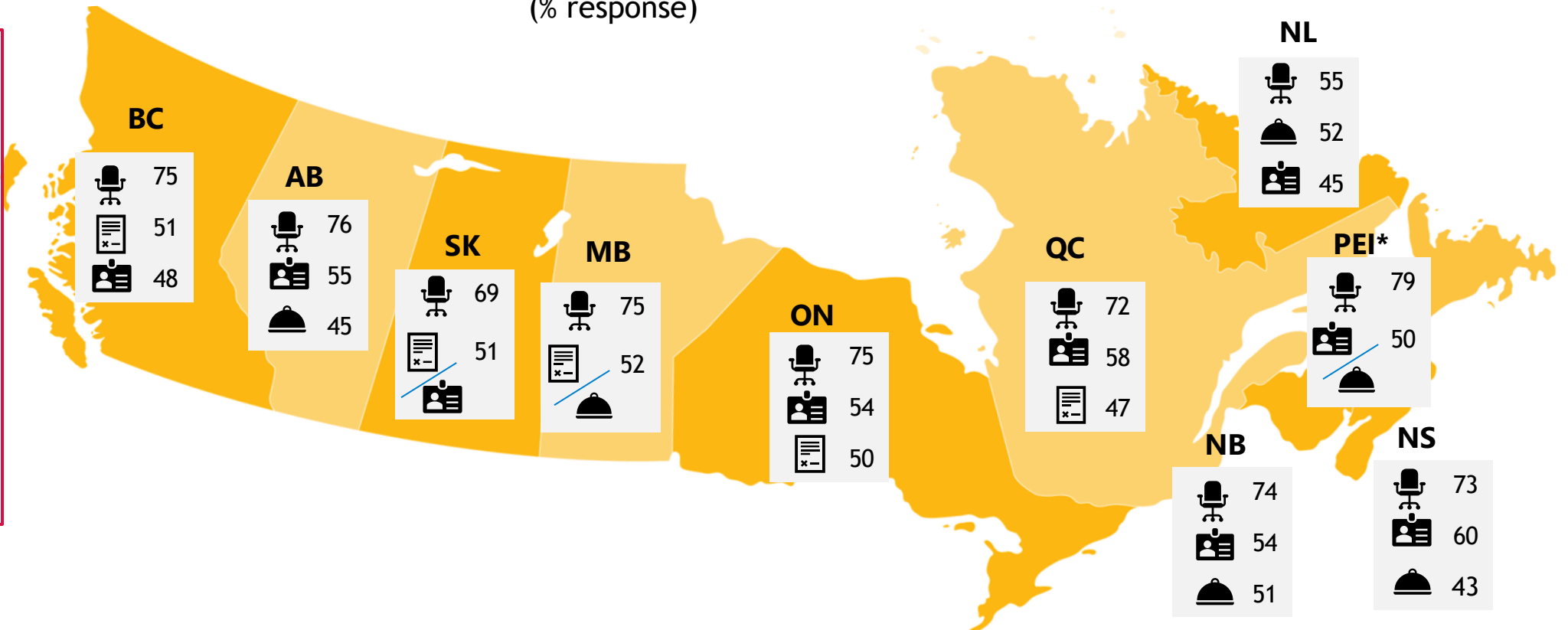
Question: "What impact, if any, have labour shortages had on your business? (Select all that apply)"

The top impacts of labour shortages on businesses are similar across all provinces

CANADA



(% response)



Source: CFIB, Your Voice - September 2022 survey, September 8-26, 2022, final results, n=2,804.

Question: "What impact, if any, have labour shortages had on your business? (Select all that apply)"

Notes: *Small sample size (<40).

Top 3 impacts of labour shortages, by sector

	Hospitality	Retail	Arts, Recreation & Information	Enterprises & Admin. Mgmt.	Agriculture	Wholesale	Personal, Misc. Services	Professional Services	Transportation	Manufacturing	Construction	Finance, Insurance, Real Estate & Leasing	Social Services	Natural Resources*
1	84%	78%	78%	74%	82%	74%	75%	70%	69%	68%	70%	69%	64%	68%
2	68%	48%	56%	73%	57%	60%	55%	52%	60%	59%	64%	69%	54%	61%
3	66%	44%	46%	69%	41%	37%	54%	48%	57%	54%	55%	42%	51%	52%

CANADA

Owners worked more hours	73%		Employees worked more hours	54%	
Turned down sales or contract	48%		Decreased service offerings	47%	
Extended the duration of existing contracts/delayed delivery dates	28%				

Source: CFIB, Your Voice - September 2022 survey, September 8-26, 2022, final results, n=2,804.

Question: "What impact, if any, have labour shortages had on your business? (Select all that apply)"

Notes: *Small sample size (<40).

Business recovery

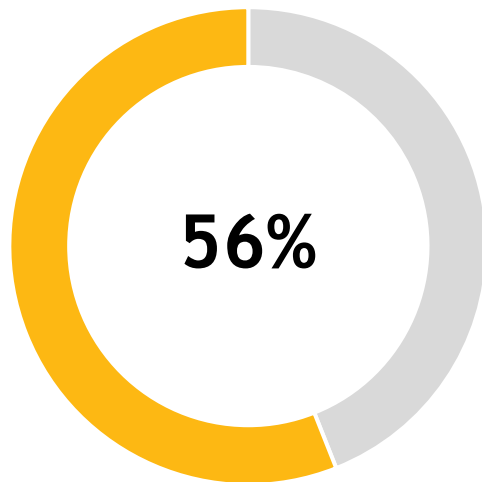


State of Small Business

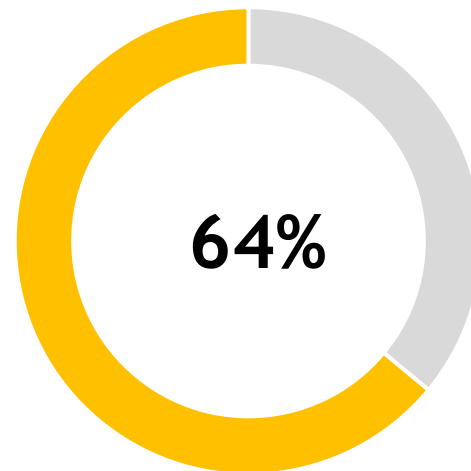
Small businesses are still feeling the impacts of the pandemic, with more than half making less than normal sales (56%), just under two thirds still reporting pandemic related debt (64%) and about 3 in 4 indicating they are still under pandemic stress (77%).



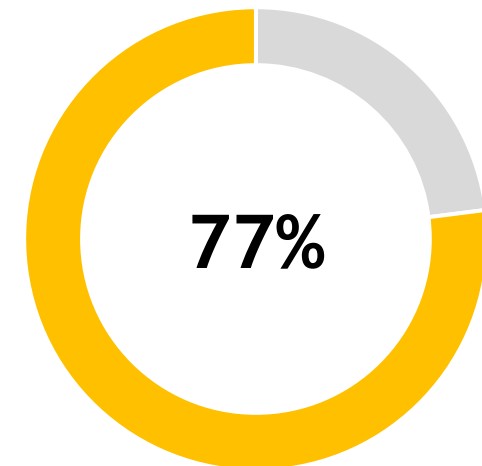
Less than normal revenues



With pandemic debt



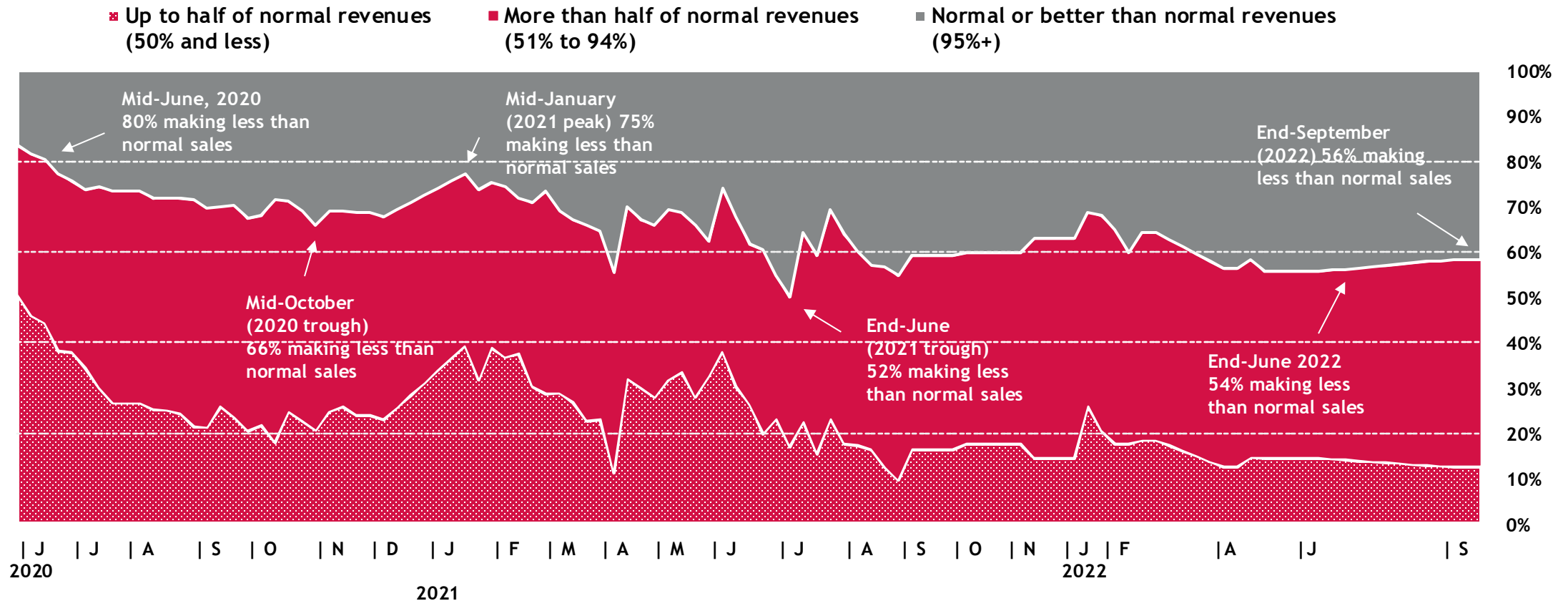
Still under pandemic stress



Source: CFIB, Your Voice - September 2022 survey, September 8-26, 2022, final results, n (sales) = 3,387, n (debt) = 3,382 and n (stress) = 3,386.

Data also available at Small Business Recovery Dashboard <https://initiative.cfib-fcei.ca/dashboard/>.

As of September 2022, over 1 in 2 Canadian small businesses have not yet returned to normal revenues

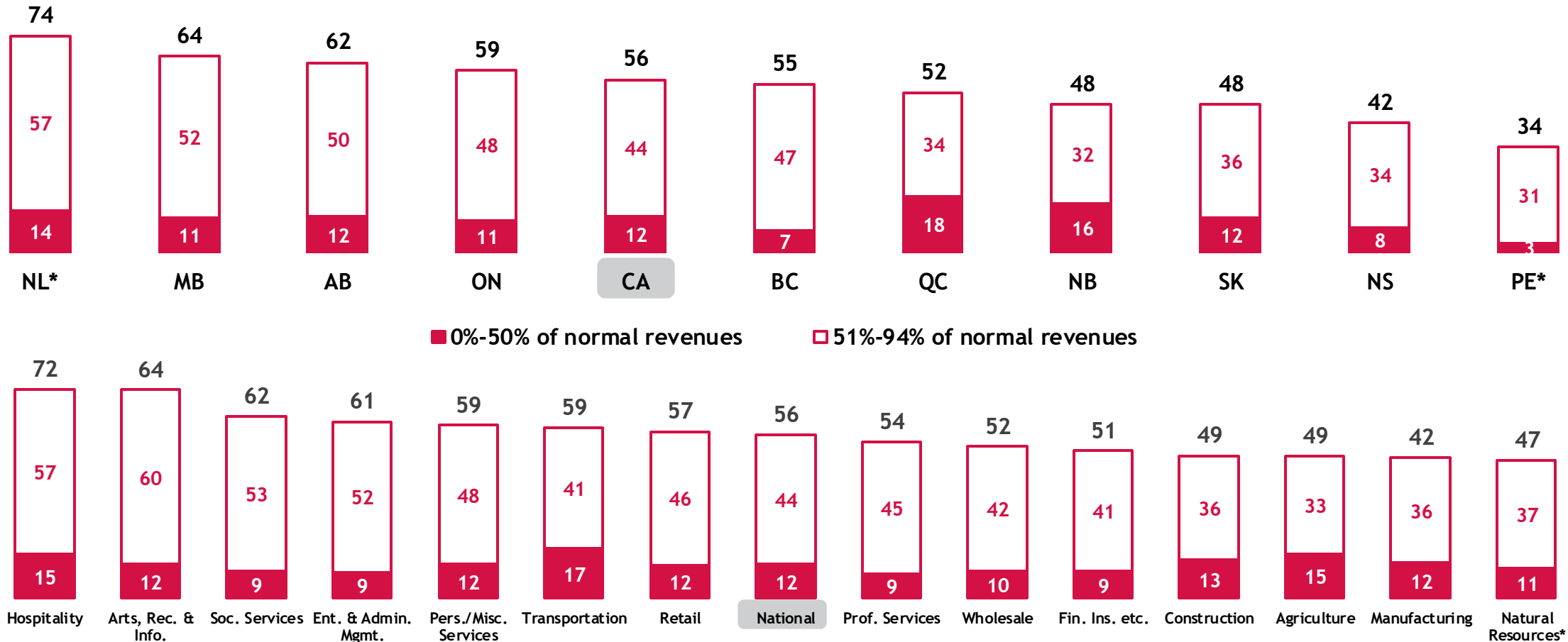


➔ 56% of Canadian business are still not making normal sales, up 2 percentage points from June 2022.

Source: CFIB, Your Voice - September 2022 survey, September 8 - 26, 2022, final results, n = 3,387

Businesses making less than normal revenues, September 2022

(By province and sector, % response)



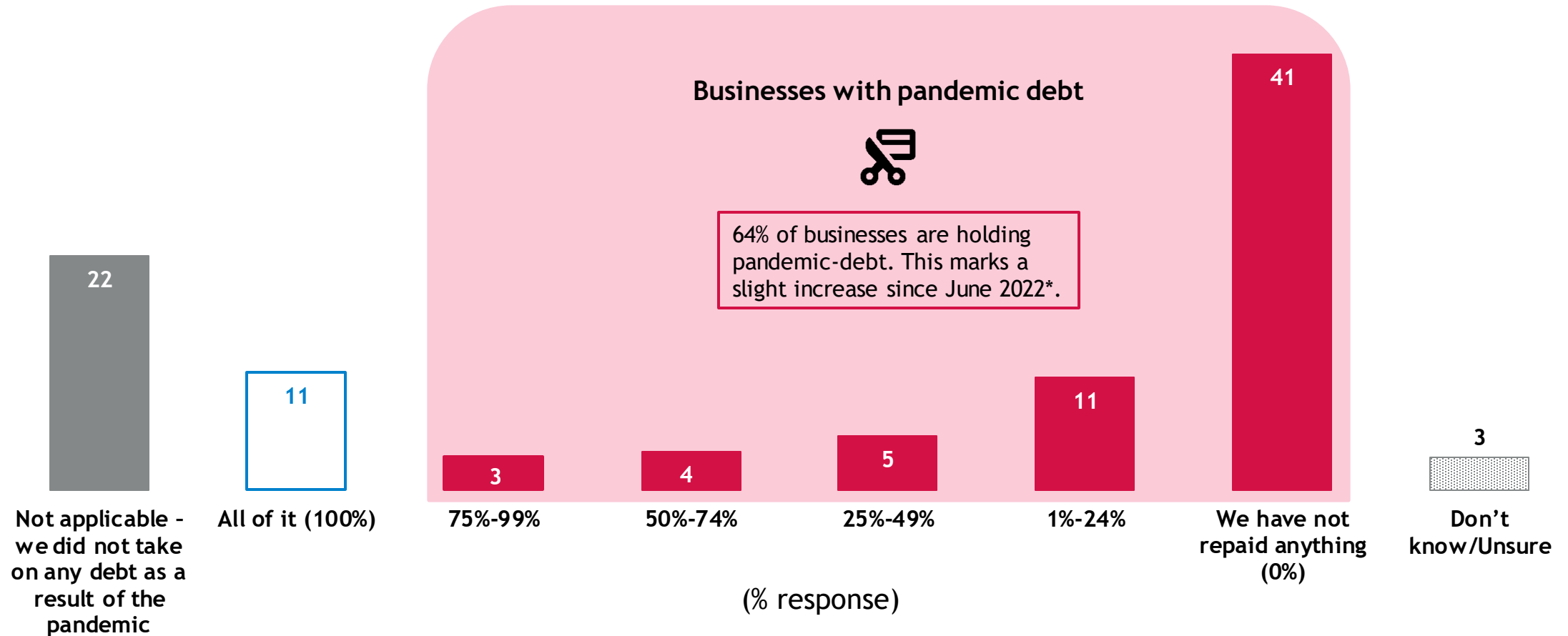
Source: CFIB, Your Voice - September 2022 survey, September 8 - 26, 2022, final results, n = 3,387.

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

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

2) Totals may not add up due to rounding.

About **3 in 5** (64%) businesses are still holding pandemic debt, **2 in 5** have not been able to start repaying anything



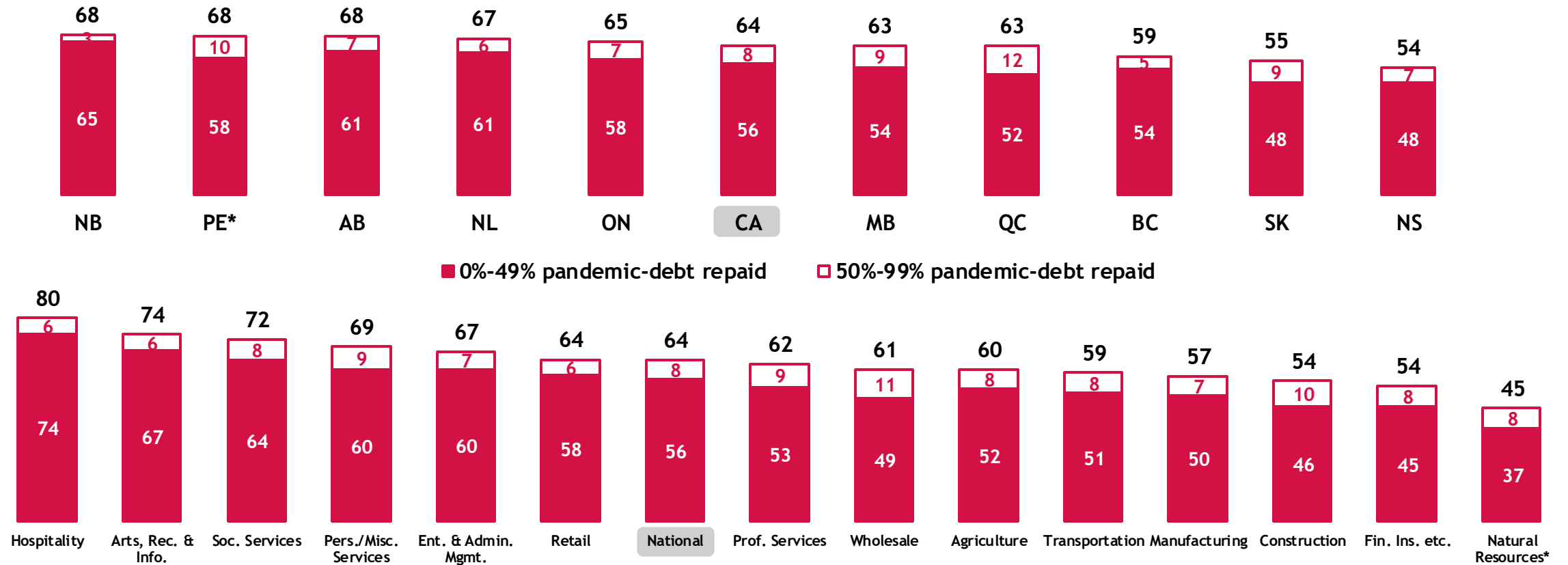
Source: CFIB, Your Voice - September 2022 survey, September 8-26, 2022, final results, n = 3,382.

Question: How much of your pandemic-debt has your business been able to repay? When responding consider all forms of debt taken on, including provincial and/or federal government loans?

Note: *In June 2022, 62% of businesses were holding pandemic-debt.

Businesses with pandemic debt, September 2022

(By province and sector, % response)



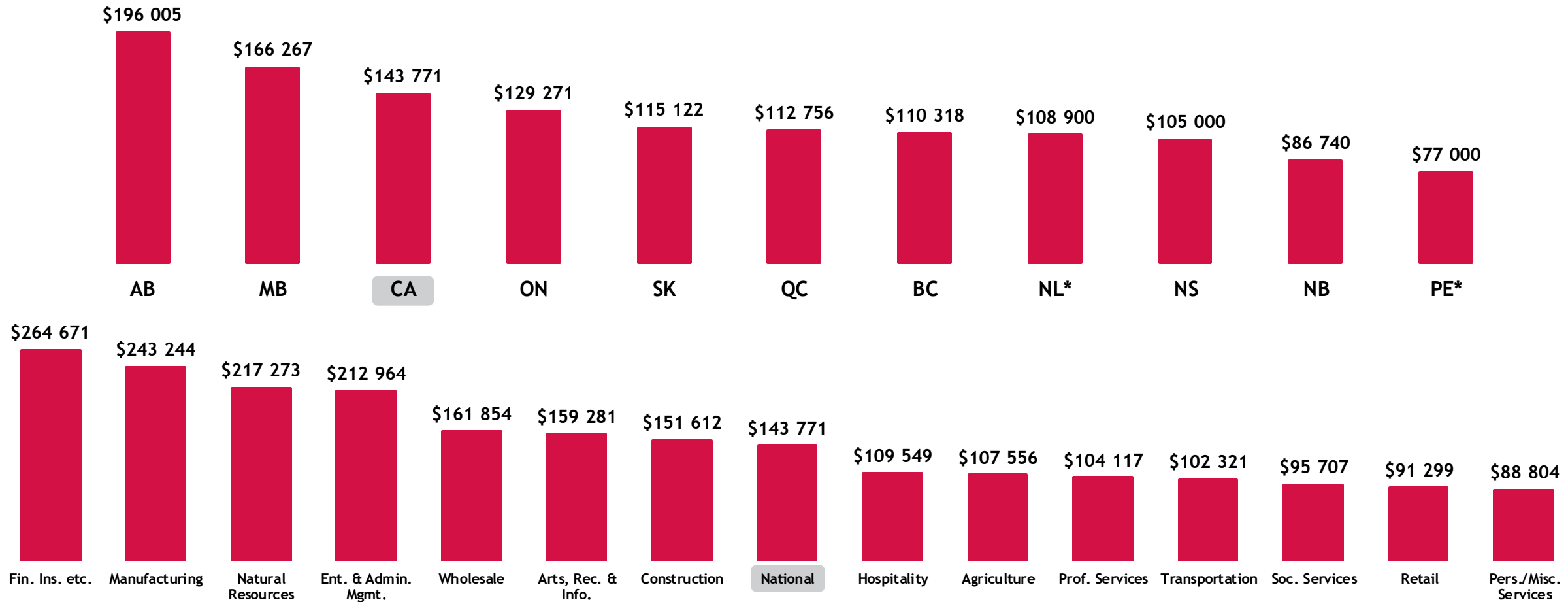
Source: CFIB, Your Voice - September 2022 survey, September 8-26, 2022, final results, n = 3,382.

Question: "How much of your pandemic-debt has your business been able to repay? When responding consider all forms of debt taken on, including provincial and/or federal government loans?"

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

2) Totals may not add up due to rounding.

Among **businesses that are still holding debt** incurred due to the pandemic (64%), the average amount held is **\$143,771**

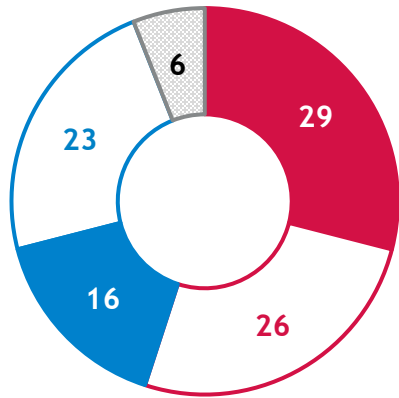


Source: CFIB, Your Voice - September 2022 survey, September 8-26, 2022, final results, n = 1,694.

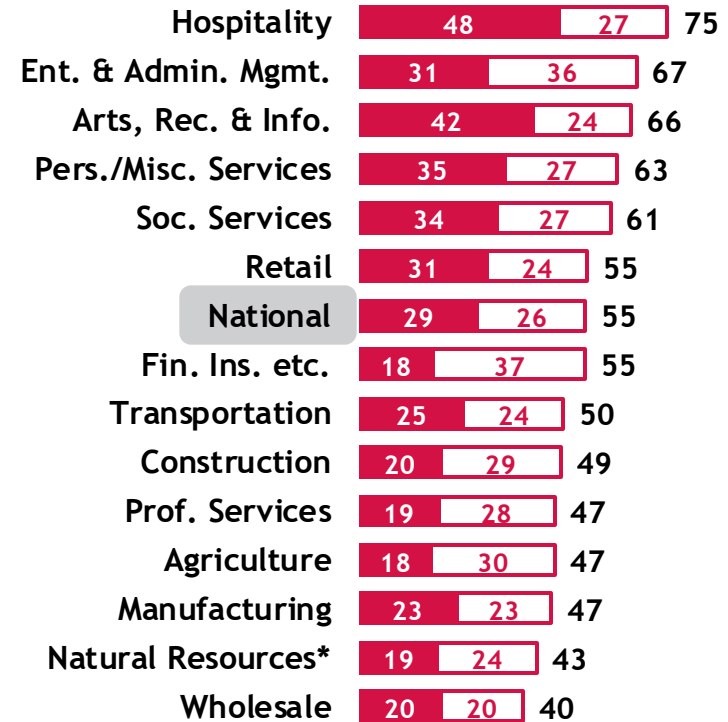
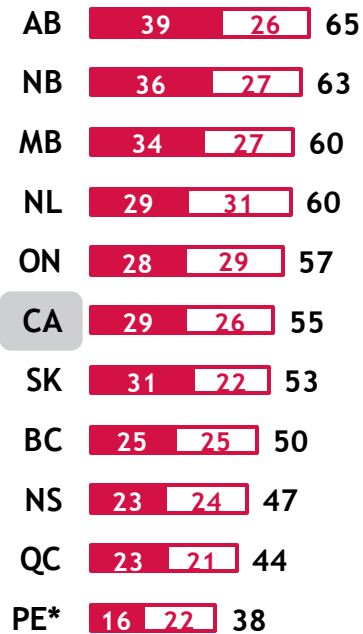
Question: Are you in a position to tell us roughly how much additional debt incurred due to COVID-19 your business is still holding?

Note: *Small sample size (<40).

A **majority** (55%) of businesses **agree** that their financial situation, including debts taken on due to the pandemic, continue to be a significant challenge for their business (By province and sector, % response)



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



■ Strongly agree □ Somewhat agree

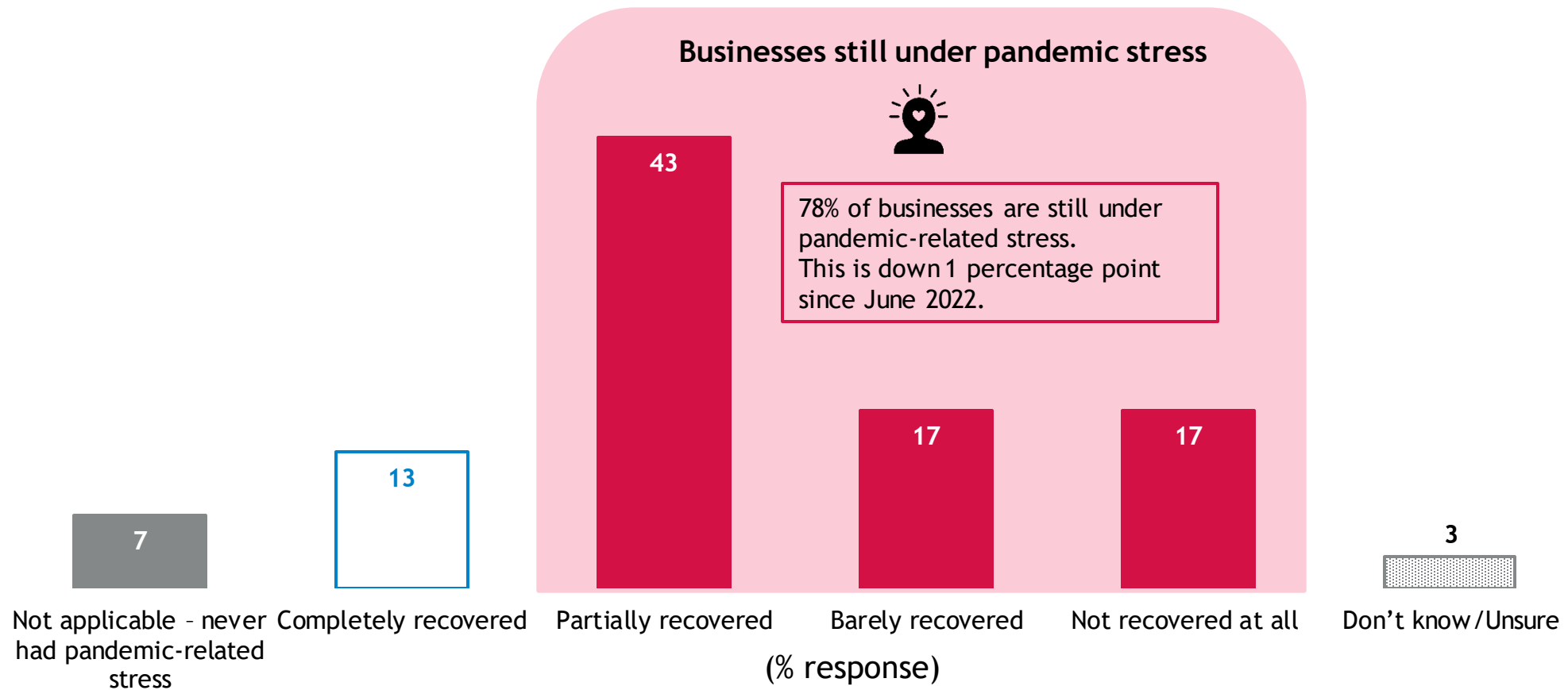
Source: CFIB, Your Voice - September 2022 survey, September 8-26, 2022, final results, n = 3,463.

Question: "Please indicate the extent to which you agree or disagree that your financial situation, including debts taken on due to the pandemic, continue to be a significant challenge for your business."

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

2) Totals may not add up due to rounding.

77% of business owners are still under pandemic stress, with nearly 1 in 5 that have not recovered at all

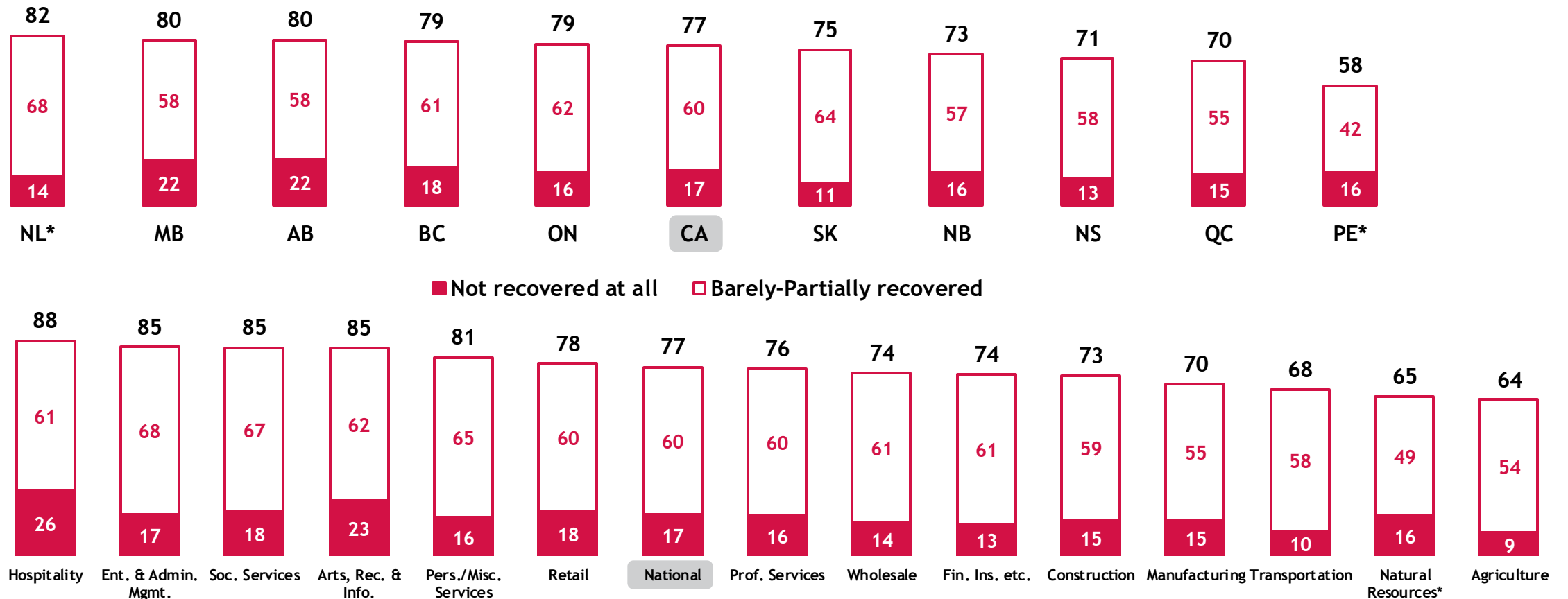


Source: CFIB, Your Voice - September 2022 survey, September 8-26, 2022, preliminary results, n = 3,386

Question: "To what degree have you recovered from your pandemic-related stress as a business owner?"

Businesses still under pandemic stress, September 2022

(By province and sector, % response)



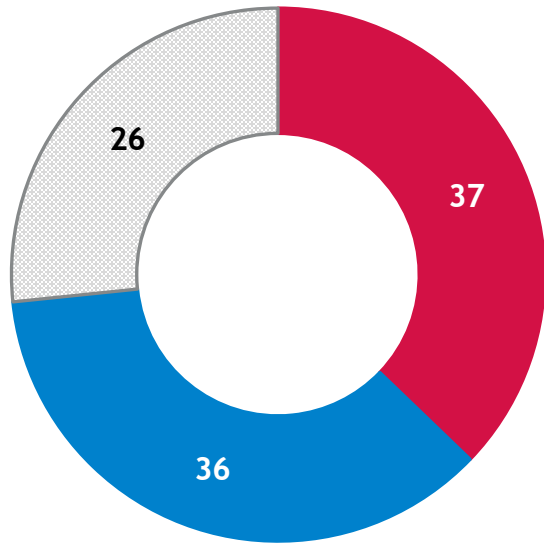
Source: CFIB, Your Voice - September 2022 survey, September 8 -26, 2022, final results, n = 3,386

Question: "To what degree have you recovered from your pandemic-related stress as a business owner?"

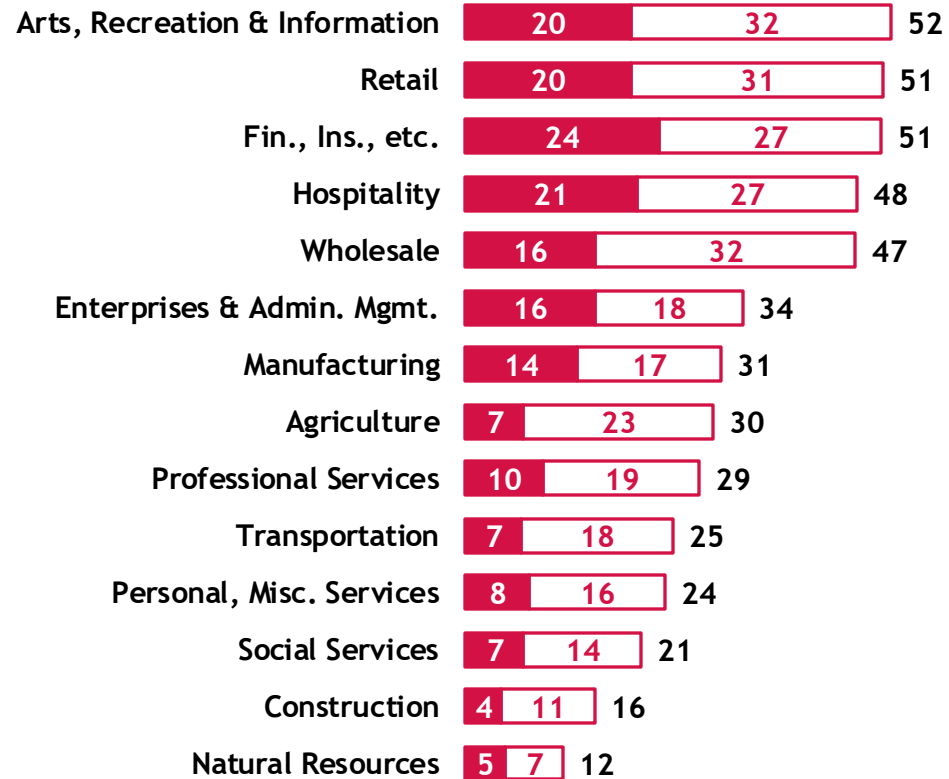
Notes: 1) *Small sample size (<40).

2) Totals may not add up due to rounding.

37% of businesses agree that online sales/e-commerce is important to their business



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

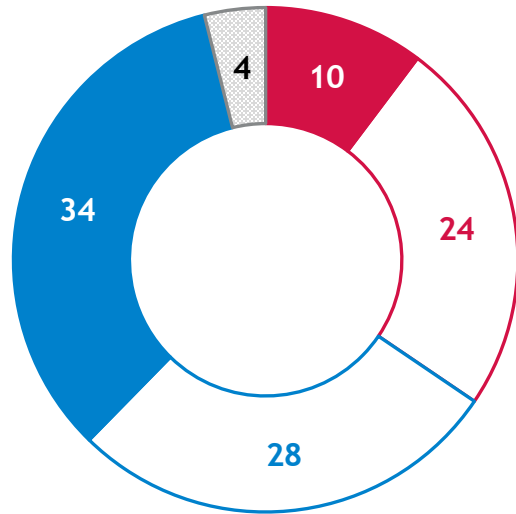


Source: CFIB, Your Voice - September 2022 survey, September 8- 26, 2022, final results, n = 3,457.

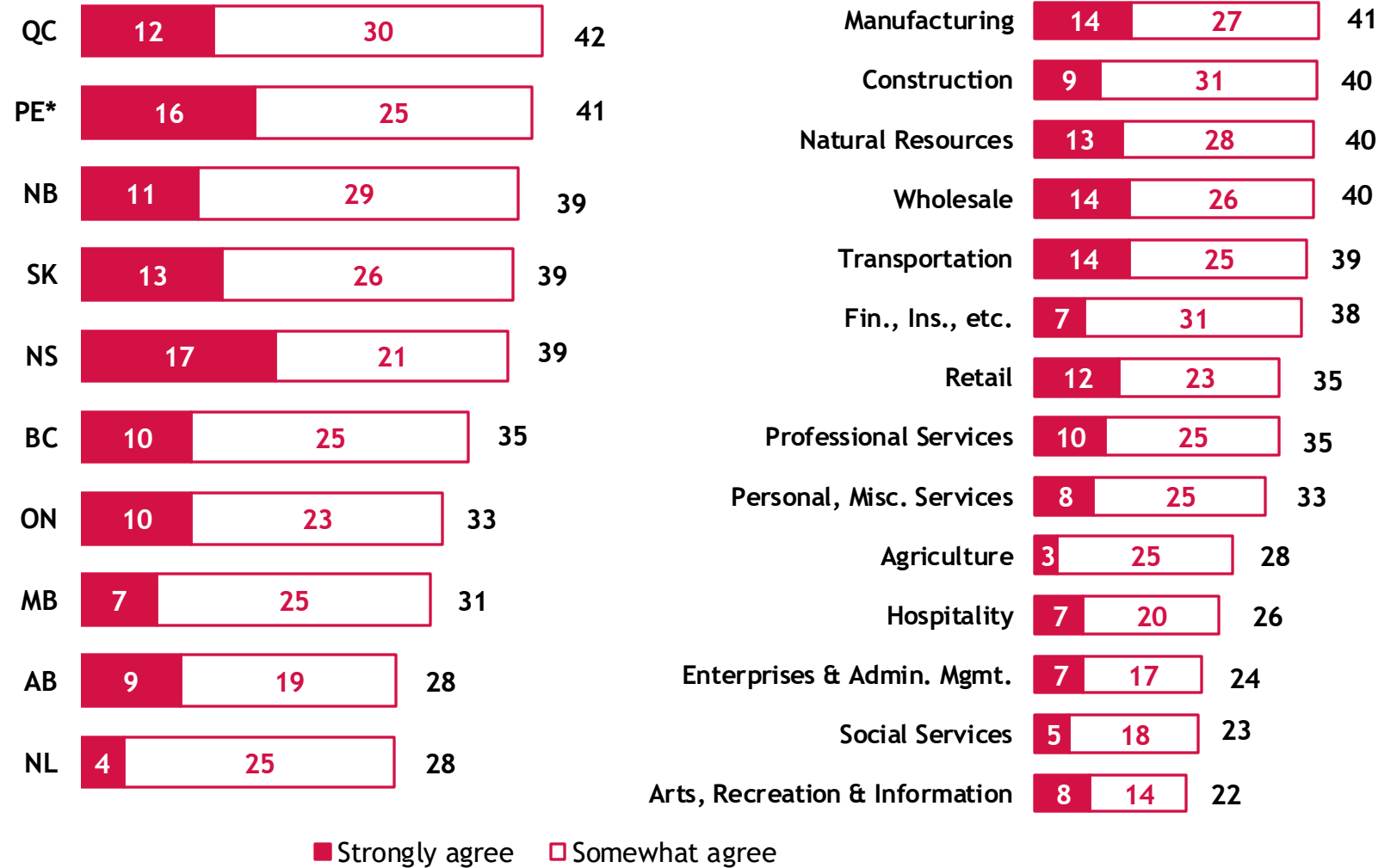
Question: "Please indicate the extent to which you agree or disagree with each of the following statements. (Select one for each line) e. Online sales/ecommerce is important to our business"

Note: *Small sample size (<40). 2) Totals may not add up due to rounding.

About 1 in 3 businesses (34%) would say that their current financial situation is better than at the same time in non-pandemic years



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



Source: CFIB, Your Voice - September 2022 survey, September 8- 26, 2022, final results, n = 3,454.

Question: "Please indicate the extent to which you agree or disagree with each of the following statements. (Select one for each line) f. Our business's current financial situation (e.g., volume of sales, profits) is better than at the same time in non-pandemic years"

Notes: 1) Small sample size (<40). 2) Totals may not add up due to rounding.

Questions or data requests

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Additional information

Small business recovery dashboard
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