



Your Voice Monthly Omnibus Survey

Key Results for October 2022

CFIB

CANADIAN FEDERATION
OF INDEPENDENT BUSINESS

In business for your business.

About the data in this report



Your Voice survey - final results for October 2022

- Type: An omnibus, controlled-access online CFIB survey.
- Active dates: October 6-31, 2022.
- Results: Based on responses from 4,639 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 +/-1.4%, 19 times out of 20.

Results featured in this report

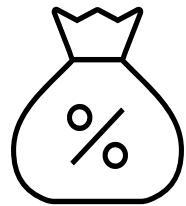


Small business priorities for their provincial government

- 93% of business owners say it is important that the next budget statement includes measures to **strengthen small businesses and the economic environment**

Slides

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Views on provincial government

- 88% of business owners say it is **important** that their provincial government pays closer attention to its **current debt**
- 95% of business owners say it is **important** that their provincial government **avoids increasing taxes, fees or other costs** to advance economic recovery from the pandemic
- 32% business owners are **confident** that their provincial government **understands** how **affordability concerns** are affecting small businesses.

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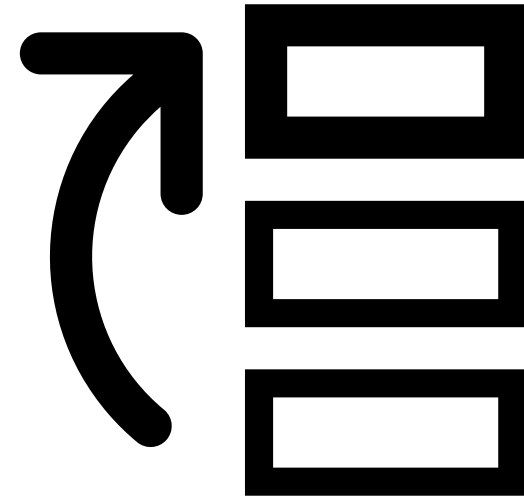
Provincial tax - preferred and most harmful measures

- 78% of small businesses would **increase the price of products and/or services**, 58% would put **investments on hold** and 52% would **freeze wages and salaries**, as a result of the provincial government **increasing taxes or other costs**
- **Most harmful costs and taxes** to small businesses include **insurance costs (65%)**, **gasoline and diesel fuel taxes (58%)** and **utility costs (56%)**

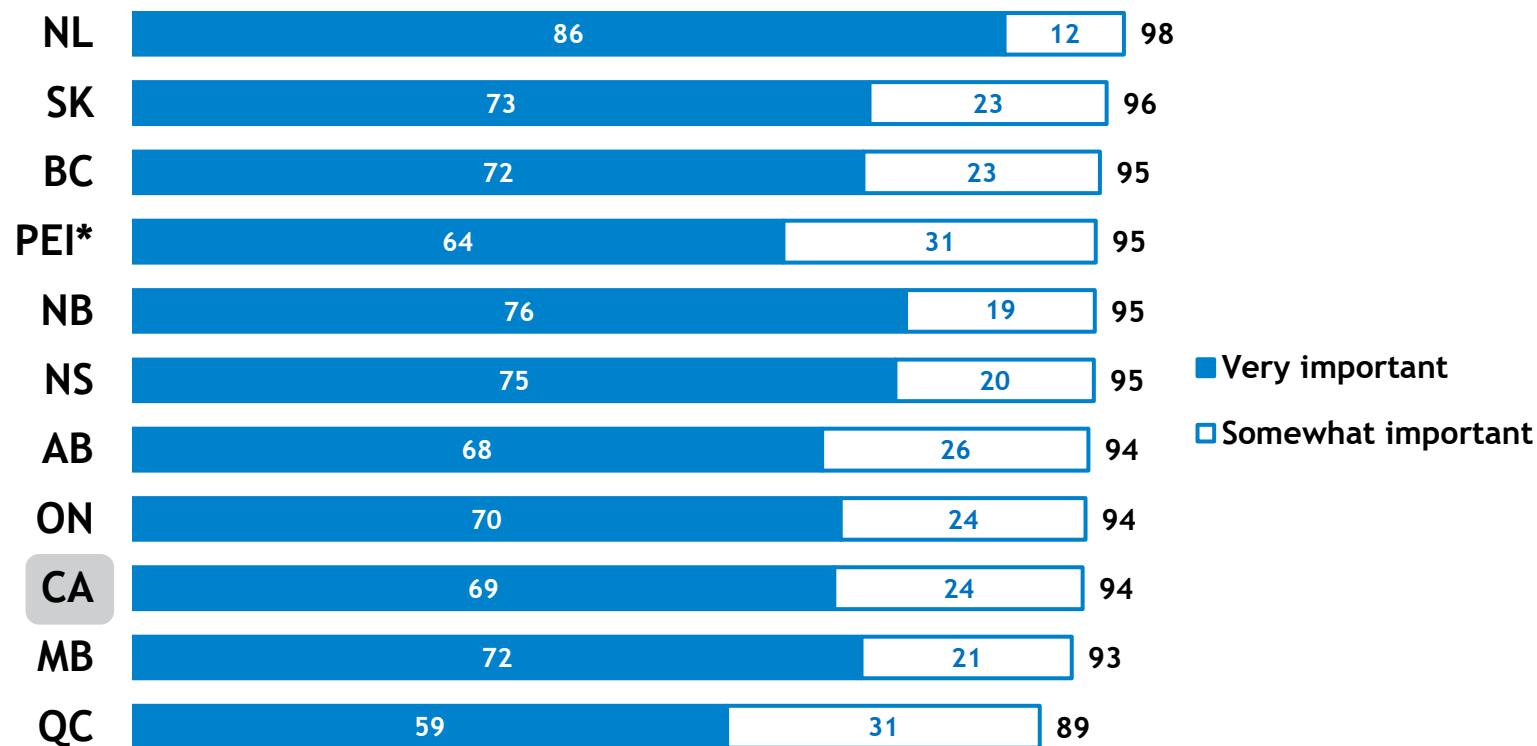
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Small Business Priorities for their provincial government



9 in 10 business owners say it is important that the next provincial budget/economic statement includes measures to strengthen small businesses and the economic environment (By province, % response)



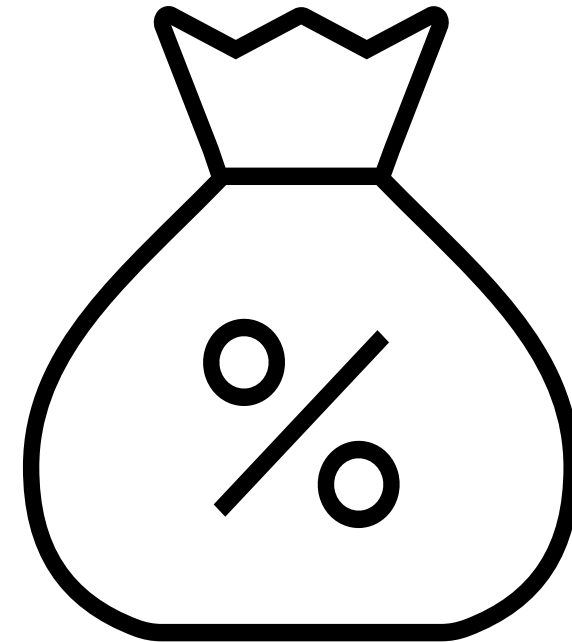
Source: CFIB, Your Voice - October 2022 survey, October 6- 31, 2022, final results, n =4,627.

Question: “How important is it to you that the next budget/economic statement for your [province/territory] includes measures to strengthen small businesses and the economic environment (e.g., shop local campaigns, business grants, investing in key infrastructure, etc.)?”

National Results: Very important = 69%; Somewhat important= 24%; Not very important= 4%, Not important at all= 1%; Don’t know/Unsure= 1%

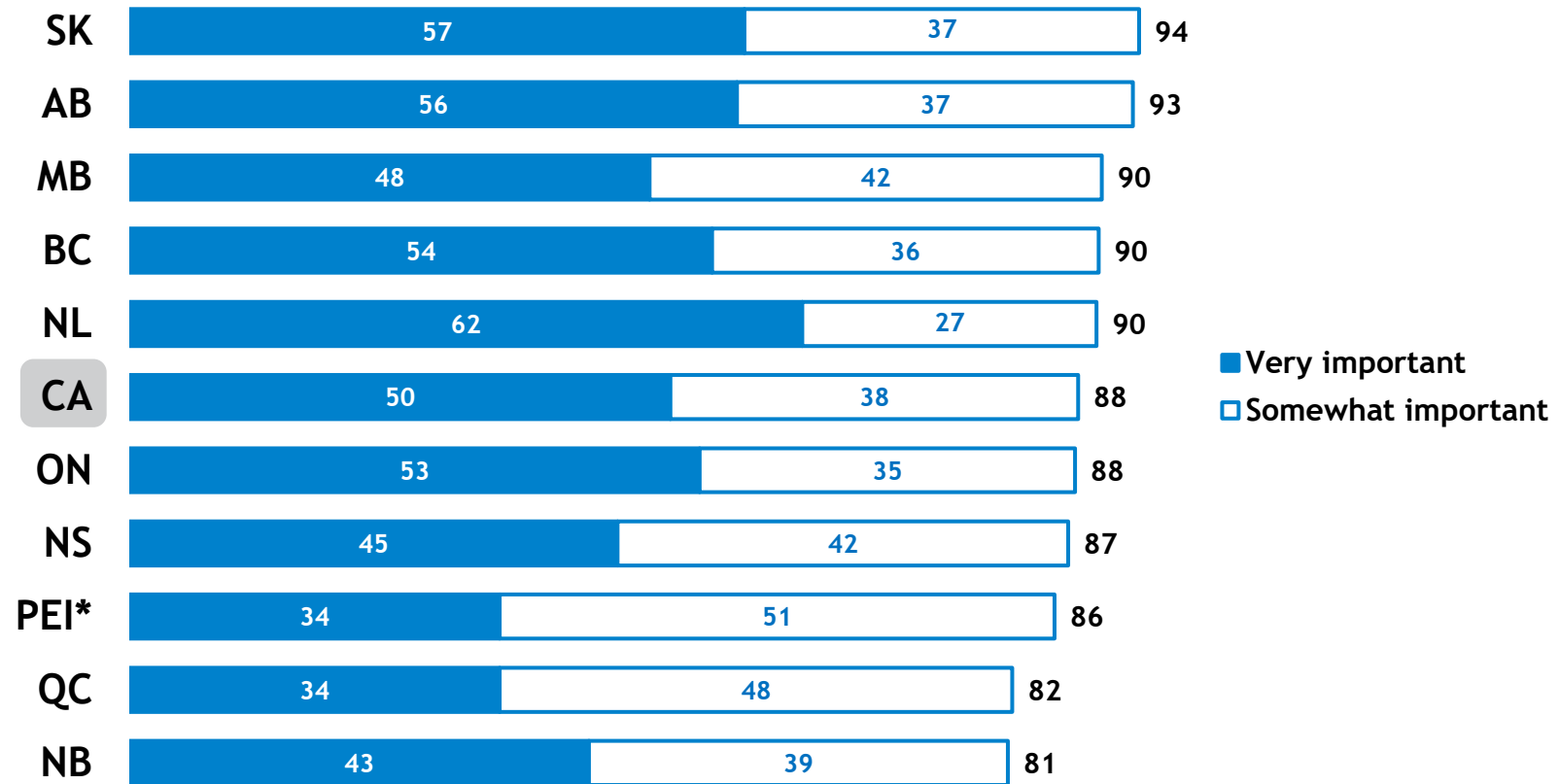
Notes: 1) *Small sample size (<40); 2) Totals may not add up due to rounding.

Views on provincial government



Nearly 9 in 10 business owners say it is important their provincial government pays closer attention to the current level of provincial debt

(By province, % response)



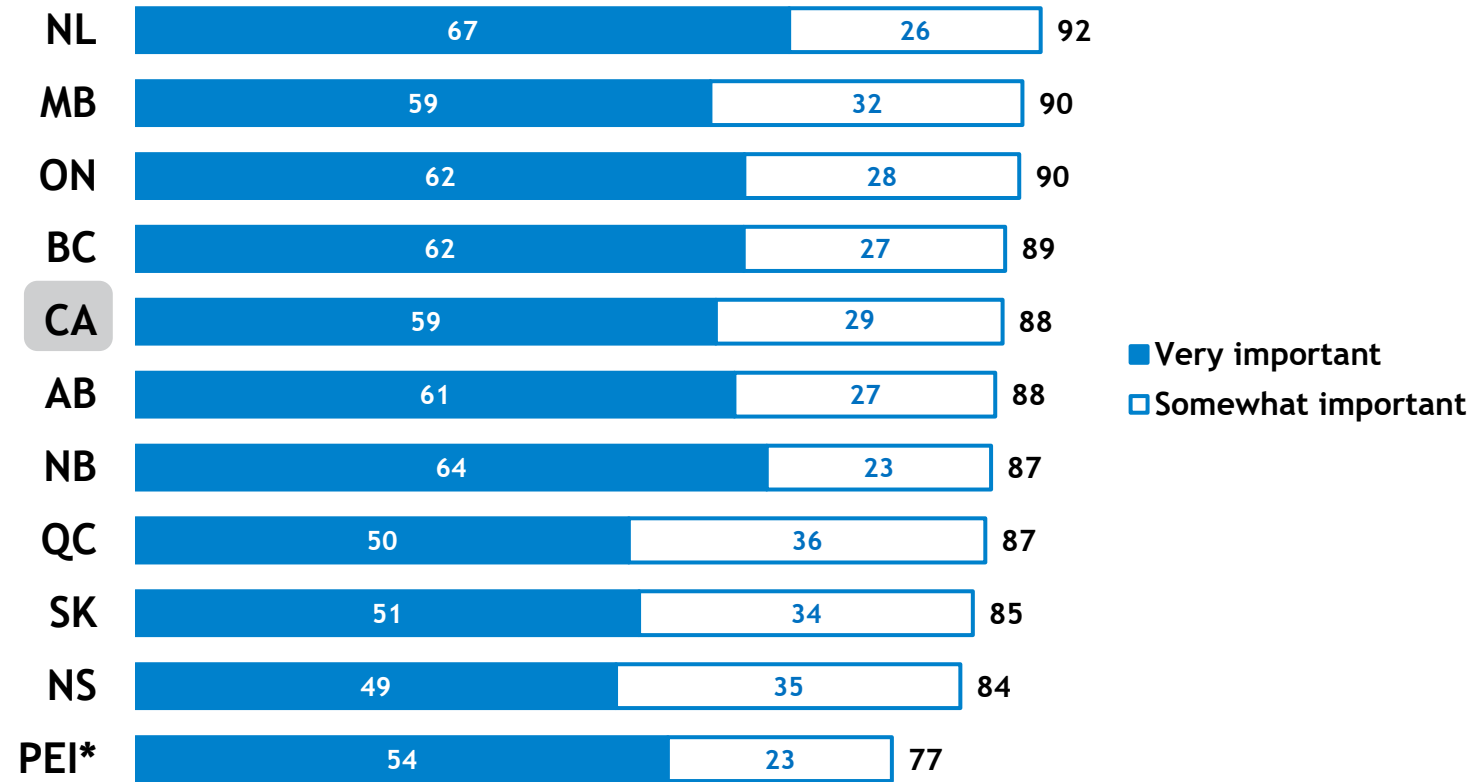
Source: CFIB, Your Voice - October 2022 survey, October 6- 31, 2022, final results, n = 4,252

Question: “How important is it to you that your provincial government pays closer attention to the current level of provincial/territorial net debt?”

National Results: Very important = 50%; Somewhat important= 38%; Not very important= 8%, Not important at all= 2%; Don’t know / Unsure= 3%

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

Nearly 9 in 10 business owners say it is important their provincial government pays closer attention to the level of pandemic debt held by small businesses (By province, % response)



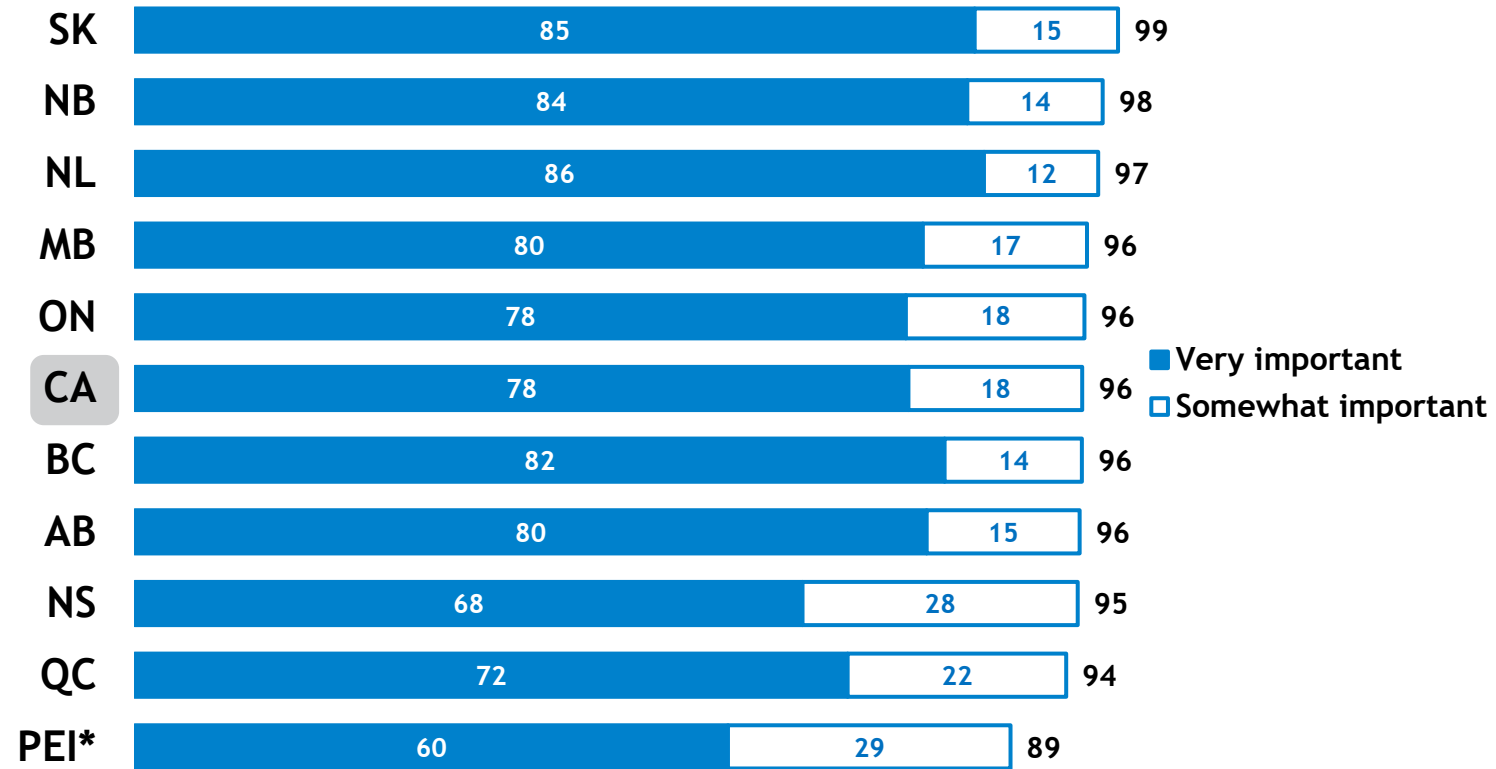
Source: CFIB, Your Voice - October 2022 survey, October 6- 31, 2022, final results, n =4,263.

Question: “How important is it to you that your provincial government pays closer attention to the level of debt held by small businesses as a result of the COVID-19 pandemic”

National Results: Very important = 59%; Somewhat important= 29%; Not very important= 8%, Not important at all= 2%; Don't know / Unsure= 2%

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

Over 9 in 10 business owners say it is important their provincial government avoids increasing taxes, fees or other costs to advance economic recovery from the pandemic (By province, % response)



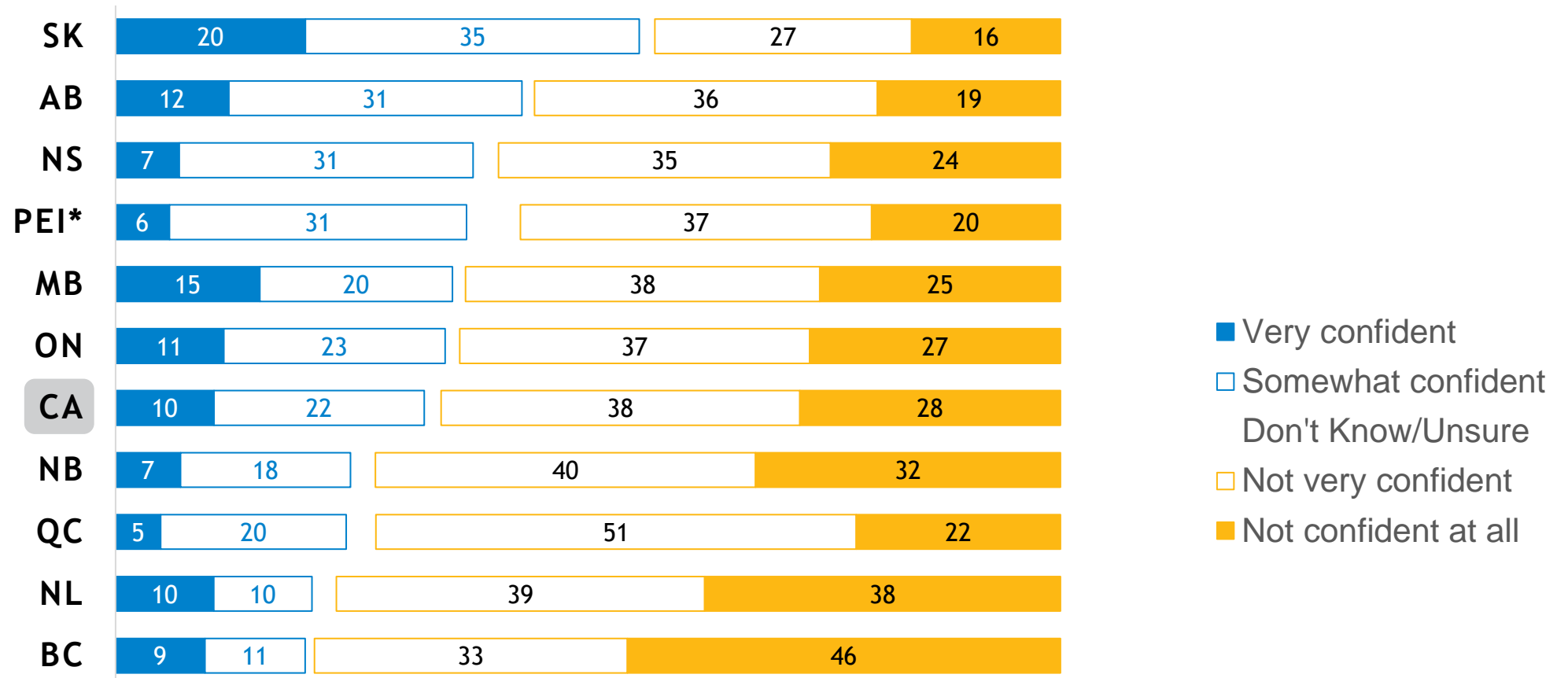
Source: CFIB, Your Voice - October 2022 survey, October 6- 31, 2022, final results, n =4,258.

Question: “How important is it to you that your provincial government pays closer attention to avoid increasing taxes, fees or other costs as a means to advance economic recovery from the pandemic”

National Results: Very important = 78%; Somewhat important= 18%; Not very important= 3%, Not important at all= <1%; Don’t know/Unsure= <1%

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

On average, **3 out of 10** business owners are **confident** that their provincial government **understands** how **affordability concerns** are affecting small businesses. (By province, % response)



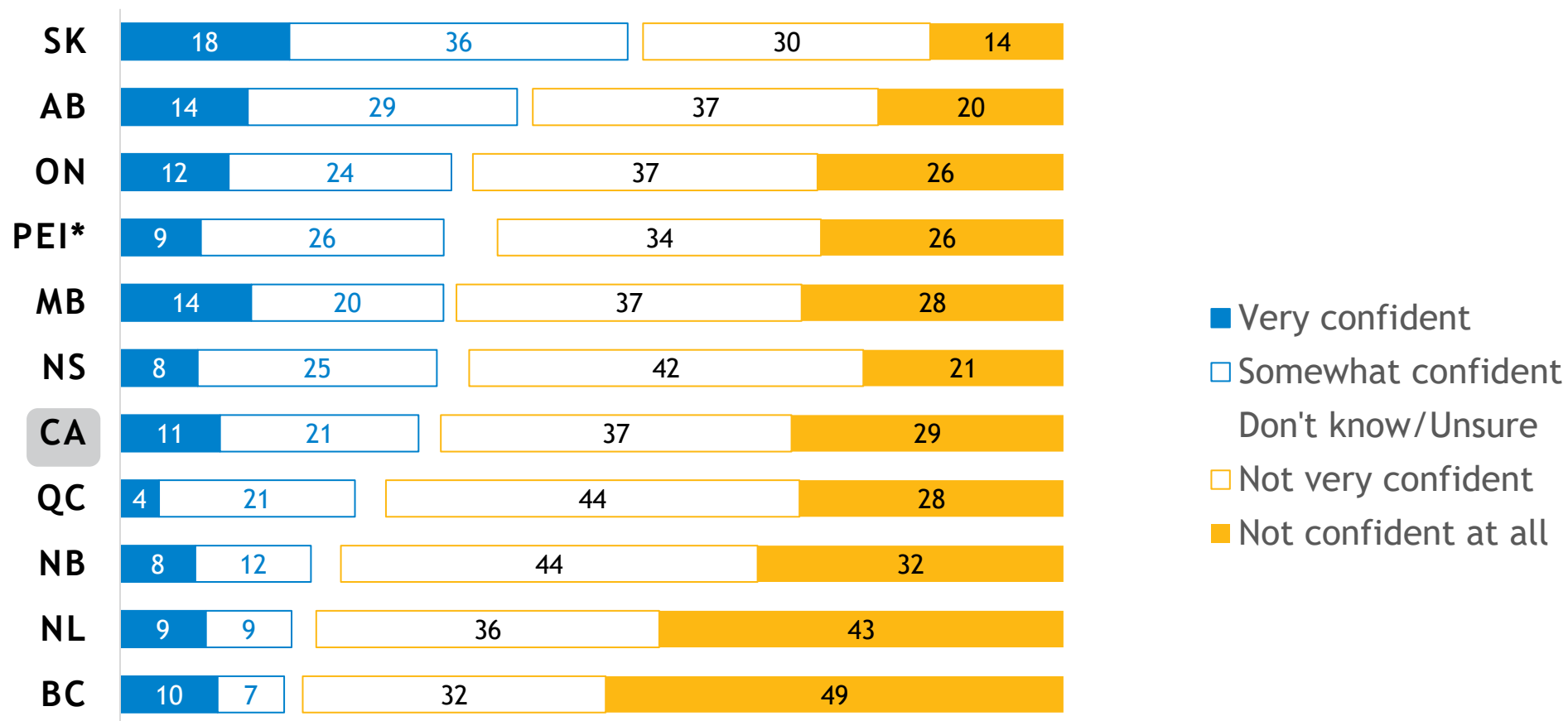
Source: CFIB, Your Voice - October 2022 survey, October 6- 31, 2022, final results, n =4,204.

Question: "Please indicate your level of confidence in each of the following: Your provincial government's understanding of how affordability concerns are affecting small businesses"

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

On average, 3 out of 10 business owners are confident that their provincial government has a vision that supports small business and entrepreneurship

(By province, % response)



Source: CFIB, Your Voice - October 2022 survey, October 6- 31, 2022, final results, n =4,191.

Question: "How important is it to you that your provincial government pays closer attention to avoid increasing taxes, fees or other costs as a means to advance economic recovery from the pandemic"

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

Provincial tax - preferred and most harmful measures



Increases in provincial governments' taxes or costs would impact small businesses in various ways (% response)

Canada



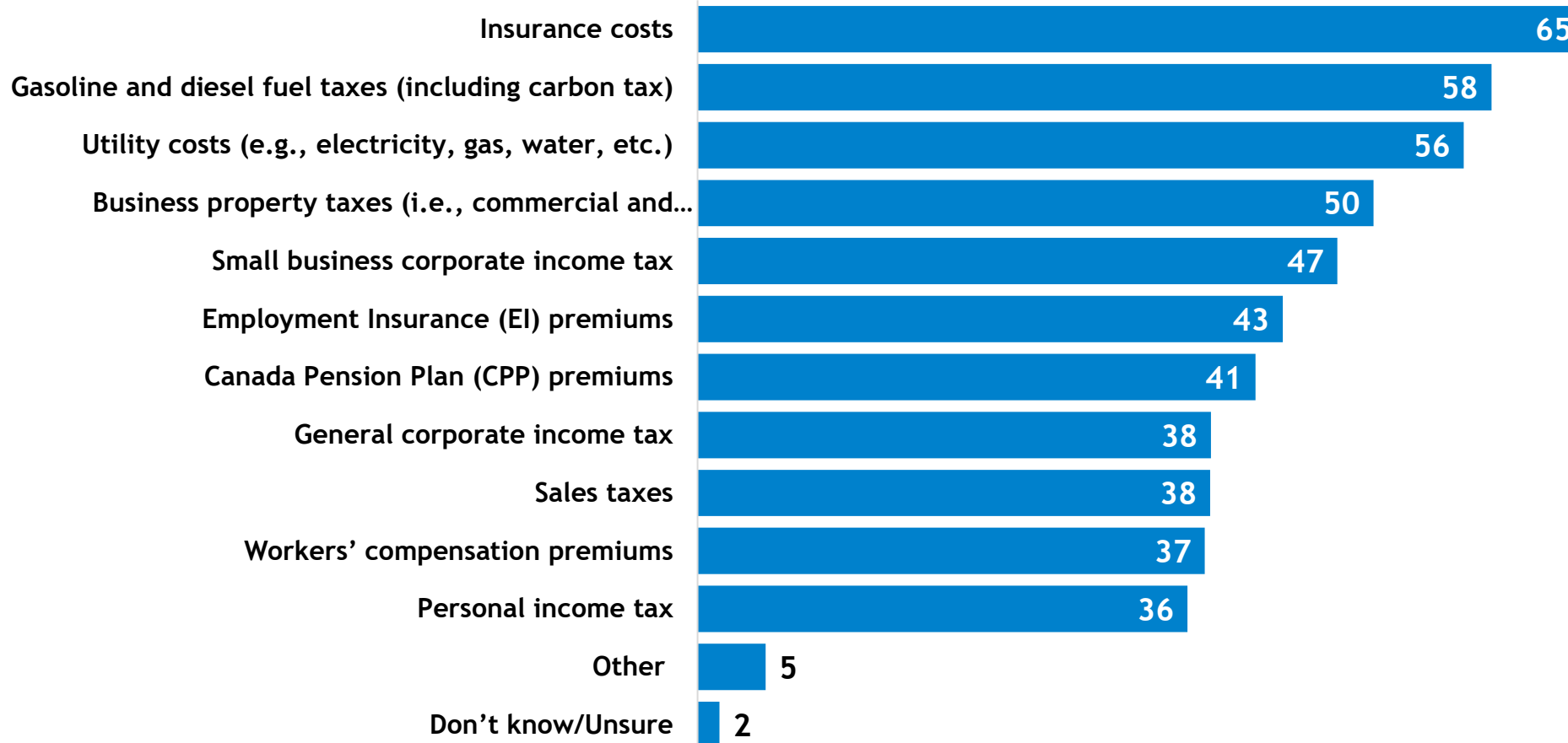
Top 3 impacts by province

	#1	#2	#3
BC	Hike product prices 79%	Investments on hold 58%	Freeze wages/salaries 57%
AB	Hike product prices 77%	Freeze wages/salaries 61%	Investments on hold 61%
SK	Hike product prices 72%	Investments on hold 58%	Freeze wages/salaries 52%
MB	Hike product prices 80%	Investments on hold 59%	Freeze wages/salaries 54%
ON	Hike product prices 78%	Investments on hold 57%	Freeze wages/salaries 51%
QC	Hike product prices 77%	Investments on hold 59%	Freeze wages/salaries 41%
NL	Hike product prices 83%	Investments on hold 68%	Freeze wages/salaries 61%
NB	Hike product prices 79%	Investments on hold 60%	Freeze wages/salaries 57%
PEI*	Hike product prices 79%	Investments on hold 56%	Freeze wages/salaries 54%
NS	Hike product prices 78%	Investments on hold 52%	Freeze wages/salaries 41%

Source: CFIB, Your Voice - October 2022 survey, October 6- 31, 2022, final results, n = 4,586.

Question: "If the [provincial/territorial] government were to increase taxes or other costs for your business, what would the impact be? (Select all that apply)"

Most harmful costs and taxes to small businesses (% response)



Source: CFIB, Your Voice - October 2022 survey, October 6- 31, 2022, final results, n = 4,485.

Question: "Which of the following taxes and costs are the most harmful to the operation of your business? (Select all that apply)"

Most harmful taxes and costs to small businesses (% response, top 3 by province)

	#1	#2	#3
BC	Insurance costs 65%	Business property taxes 58%	Gasoline and diesel fuel taxes 58%
AB	Utility cost 78%	Insurance costs 71%	Gasoline and diesel fuel taxes 68%
SK	Gasoline and diesel fuel taxes 68%	Utility cost 67%	Insurance costs 62%
MB	Gasoline and diesel fuel taxes 66%	Insurance costs 65%	Utility cost 53%
ON	Insurance costs 65%	Gasoline and diesel fuel taxes 59%	Utility cost 58%
QC	Small business corporate income tax 60%	Insurance costs 58%	Business property taxes 44%
NL	Insurance costs 79%	Business property taxes 68%	Gasoline and diesel fuel taxes 60%
NB	Insurance costs 65%	Gasoline and diesel fuel taxes 59%	Business property taxes 58%
PEI*	Gasoline and diesel fuel taxes 71%	Utility cost 61%	Insurance costs 58%
NS	Insurance costs 69%	Utility cost 59%	Gasoline and diesel fuel taxes 59%

Source: CFIB, Your Voice - October 2022 survey, October 6- 31, 2022, final results, n = 4,485.

Question: "Which of the following taxes and costs are the most harmful to the operation of your business? (Select all that apply)"

Notes: 1) Results shown are for the top 3; 2) *Small sample size (<40).

Questions or data requests


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Additional information

Small business recovery dashboard
smallbusinessseveryday.ca/dashboard/

All CFIB research
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