



Your Voice

Monthly Omnibus Survey

*Key Results for
November 2022*

CFIB

**CANADIAN FEDERATION
OF INDEPENDENT BUSINESS**

In business for your business.™

About the data in this report



Your Voice survey - final results for November 2022

- Type: An omnibus, controlled-access online CFIB survey.
- Active dates: November 10-28, 2022.
- Results: Based on responses from 3,264 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 +/-1.7%, 19 times out of 20.

Highlights featured in this report

Slides

Fall Economic Statement



- About **3 in 4** business owners mention they support the federal government plan to balance the budget by 2027/28
- **9 in 10** business owners support the federal government plan to lower credit card transaction fees for small businesses

4-7

Business recovery



- Small businesses are still feeling the impacts of the pandemic, with more than half making less than normal sales (**51%**), about 3 in 5 are still reporting pandemic related debt (**58%**) and about 3 in 4 indicating they are still under pandemic stress (**72%**)

8-17

Red Tape



- Overall, the majority of businesses are not confident that governments are committed to reducing red tape

18-20

Workplace conduct and culture



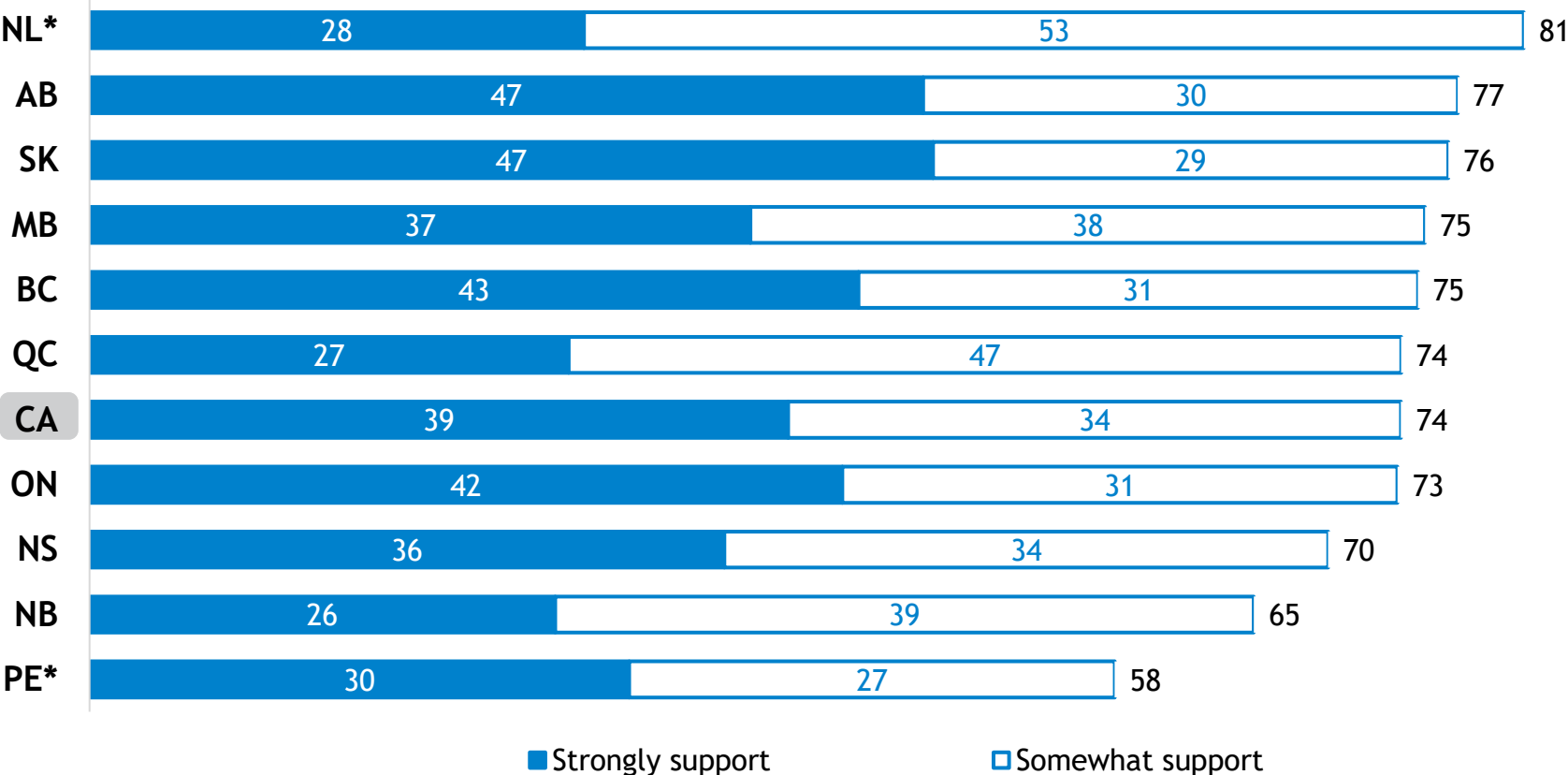
- More than **1 in 3** business owners said they've hired people who never showed up or stopped coming into work shortly after starting (**36%**) and/or had job candidates who stopped responding during the application or interview process in the past 12 months (**37%**)

24-25

Fall Economic Statement

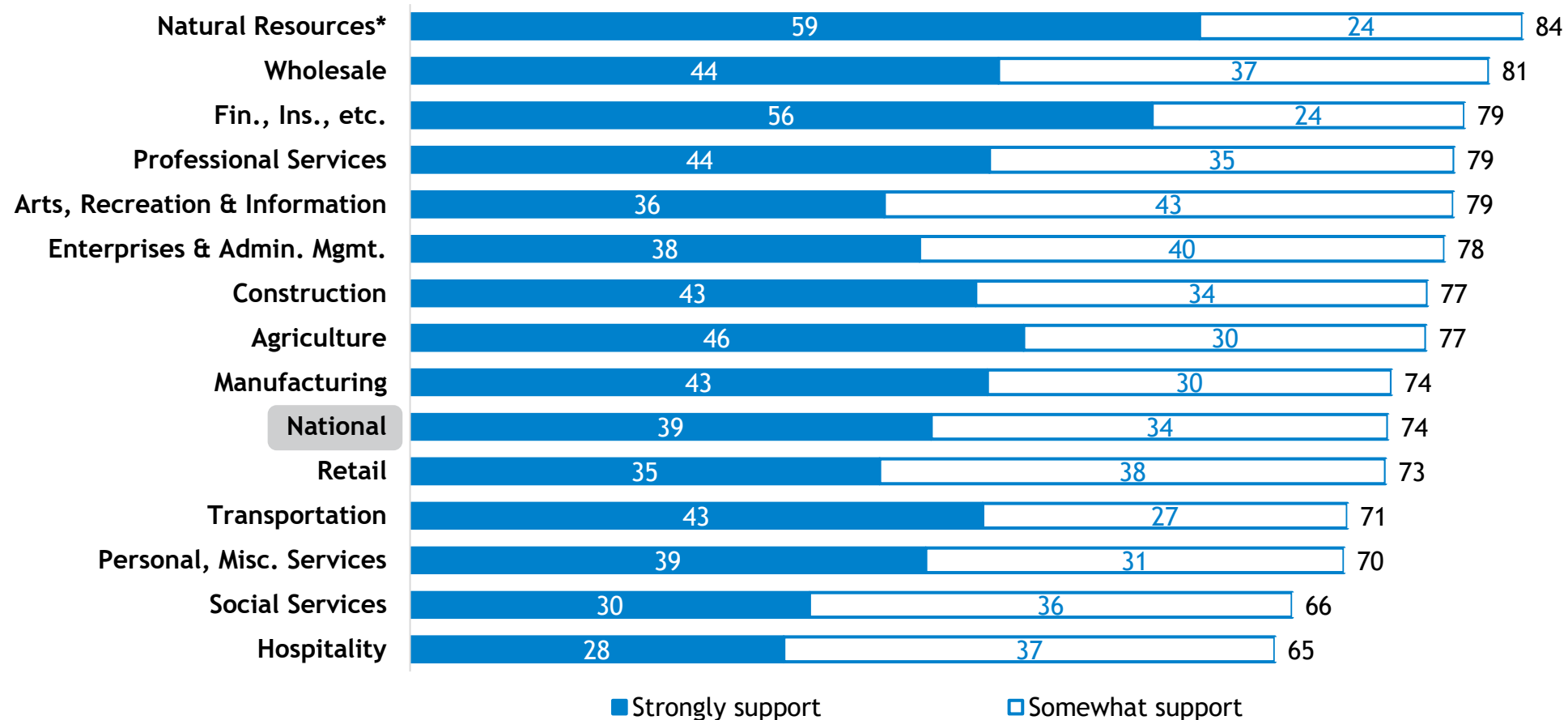


About 3 in 4 business owners say they support the federal government plan to balance the budget by 2027/28 (By province, % response)



Source: CFIB, Your Voice - November 2022 survey, November 10-28, 2022, final results, n = 3,165.
 Question: "Please indicate your level of support for each of the following elements that may impact your business that were announced in the federal Fall Economic Statement. (Select one for each line) a. Planning to balance the budget by 2027/28"
 National Results: Strongly support = 39%; Somewhat support = 35%; Somewhat oppose = 5%, Strongly oppose = 5%; Don't know/Unsure = 13%; Not applicable = 2%.
 Notes: 1) *Small sample size (<40).
 2) Totals may not add up due to rounding.

Some sectors have higher shares of businesses supporting the plan to balance the budget by 2027/28 (By sector, % response)



Source: CFIB, Your Voice - November 2022 survey, November 10-28, 2022, final results, n = 3,165.

Question: "Please indicate your level of support for each of the following elements that may impact your business that were announced in the federal Fall Economic Statement. (Select one for each line) a. Planning to balance the budget by 2027/28"

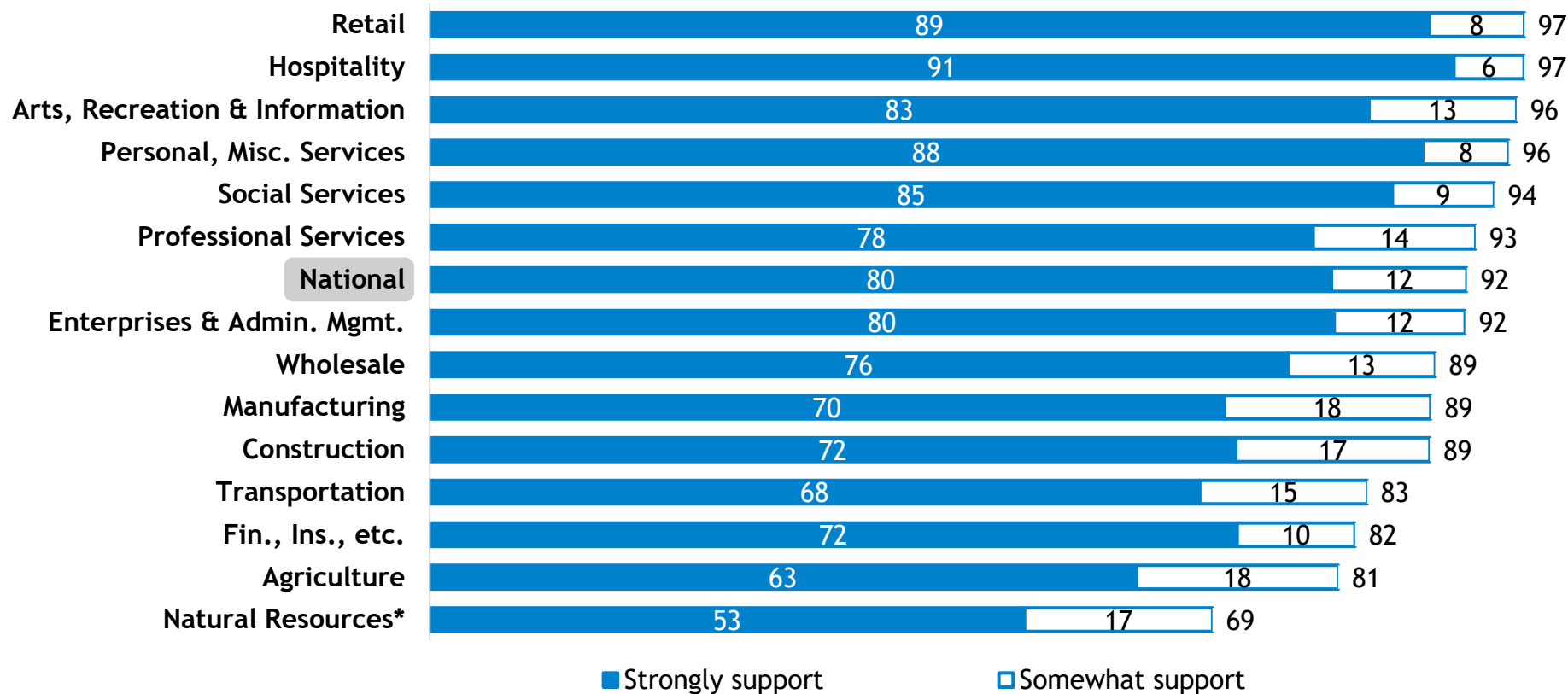
National Results: Strongly support = 39%; Somewhat support = 35%; Somewhat oppose = 5%, Strongly oppose = 5%; Don't know/Unsure = 13%; Not applicable = 2%.

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

2) Totals may not add up due to rounding.

9 in 10 business owners support the federal government plan to lower credit card transaction fees for small businesses

(By sector, % response)



The share of business owners who support the federal government’s plan to reduce credit card transaction fees for small businesses is consistent across provinces

Source: CFIB, Your Voice - November 2022 survey, November 10-28, 2022, final results, n = 3,167.

Question: “Please indicate your level of support for each of the following elements that may impact your business that were announced in the federal Fall Economic Statement. (Select one for each line) b. Lowering credit card transaction fees for small businesses”

National Results: Strongly support = 80%; Somewhat support = 12%; Somewhat oppose = 1%, Strongly oppose = 1%; Don’t know/Unsure = 2%; Not applicable = 5%.

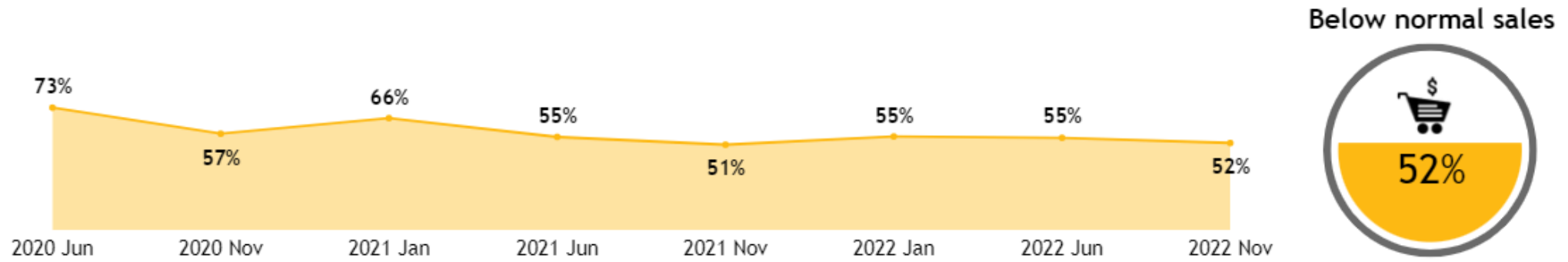
Notes: 1) *Small sample size (<40).

2) Totals may not add up due to rounding.

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 (52%), about 3 in 5 still reporting pandemic related debt (58%) and about 3 in 4 indicating they are still under pandemic stress (71%).

At risk of closure

17%

Average pandemic debt

\$114 137

With pandemic debt

58%

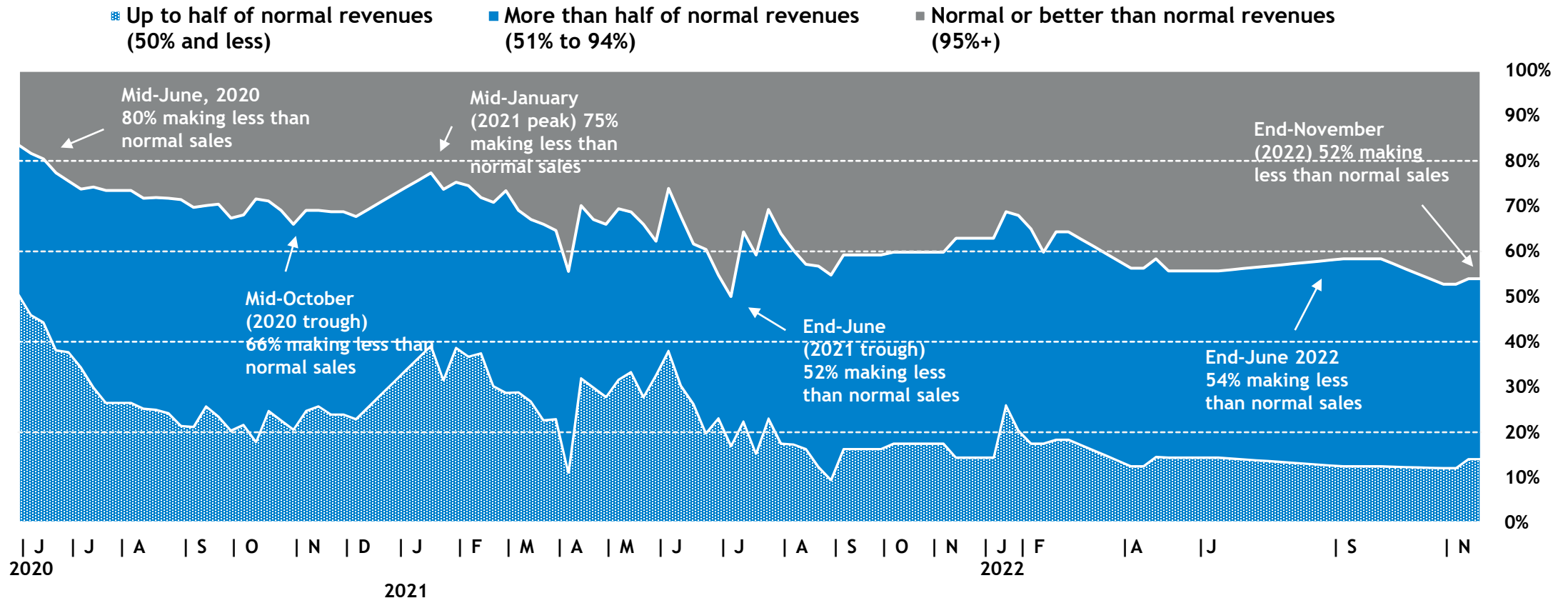
Under pandemic stress

71%

Source

CFIB, final results for the Your Voice - November 2022 survey, results from **November 10-28, 2022**, n = 3,264. For comparison purposes, a probability sample with the same number of respondents would have a margin of error of +/- 1.7%, 19 times out of 20

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

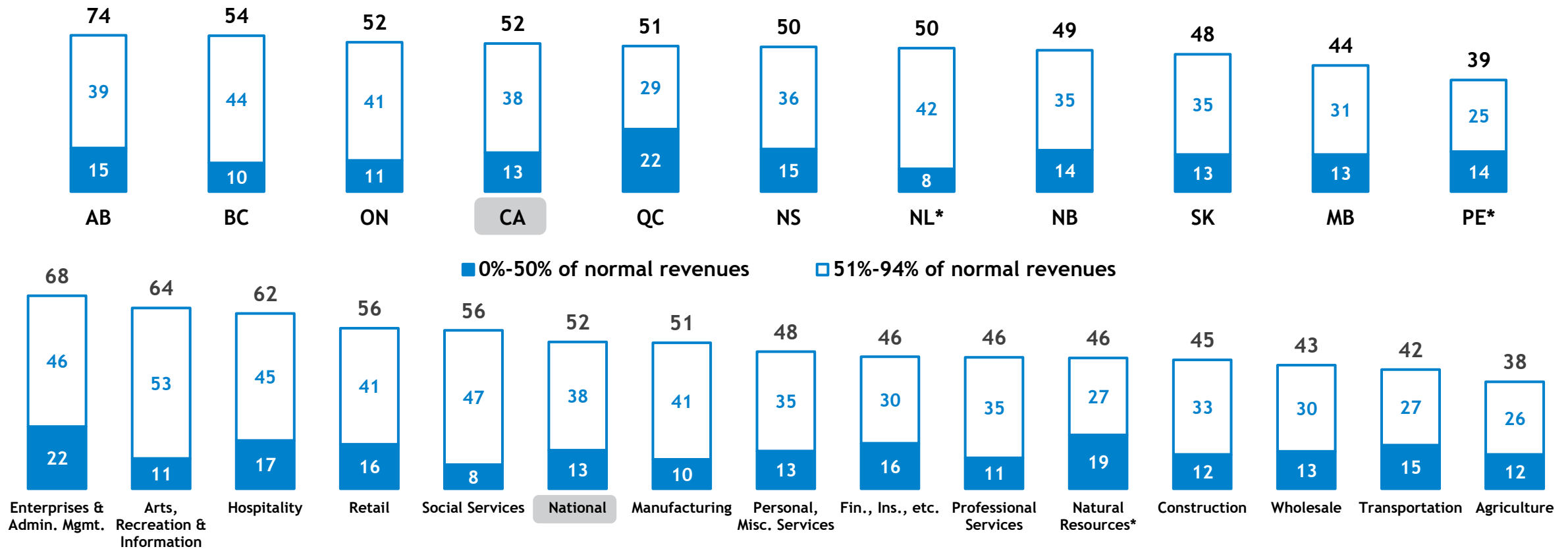


➔ 52% of Canadian business are still not making normal sales, down 4 percentage points from September 2022.

Source: CFIB, Your Voice - November 2022 survey, November 10 - 28, 2022, final results, n = 3,159.

Businesses making less than normal revenues, November 2022

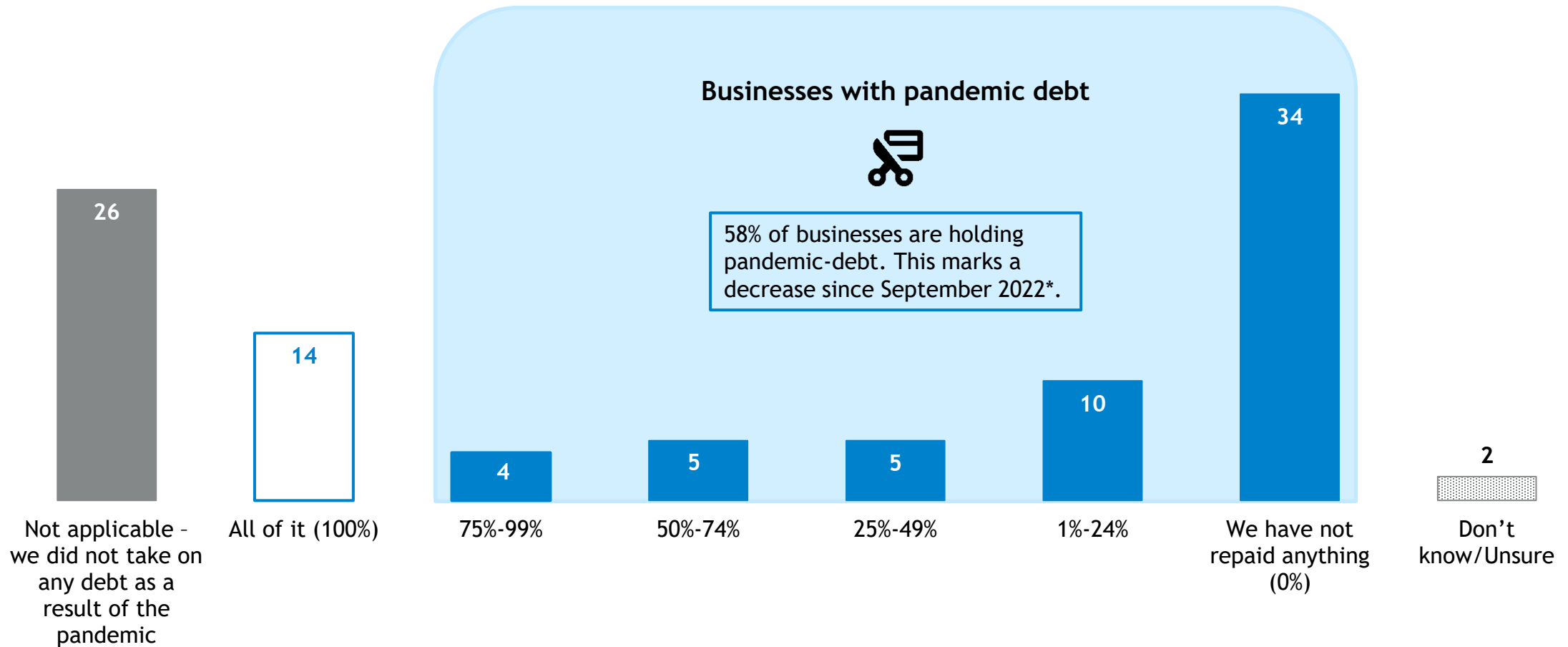
(By province and sector, % response)



Source: CFIB, Your Voice - November 2022 survey, November 10 - 28, 2022, final results, n = 3,159.
 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** (58%) businesses are still holding pandemic debt, **1 in 3** have not been able to repay anything (% response)



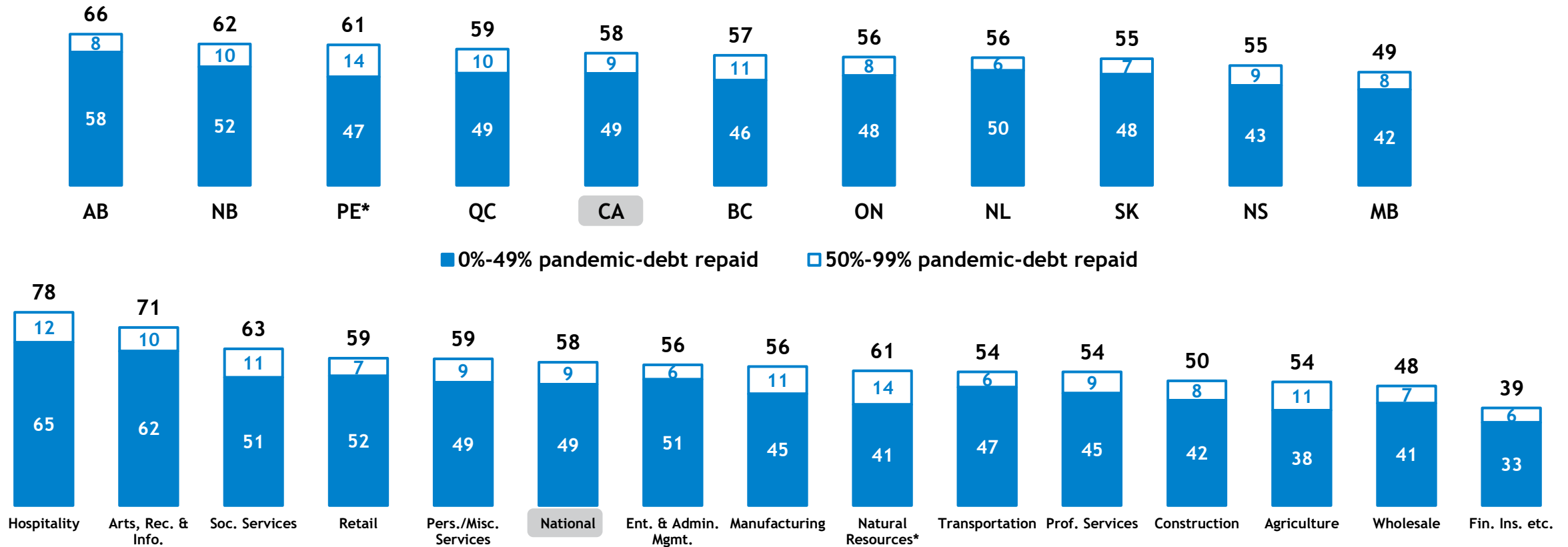
Source: CFIB, Your Voice - November 2022 survey, November 10-28, 2022, final results, n = 3,137.

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 September 2022, 64% of businesses were holding pandemic-debt.

Businesses with pandemic debt, November 2022

(By province and sector, % response)



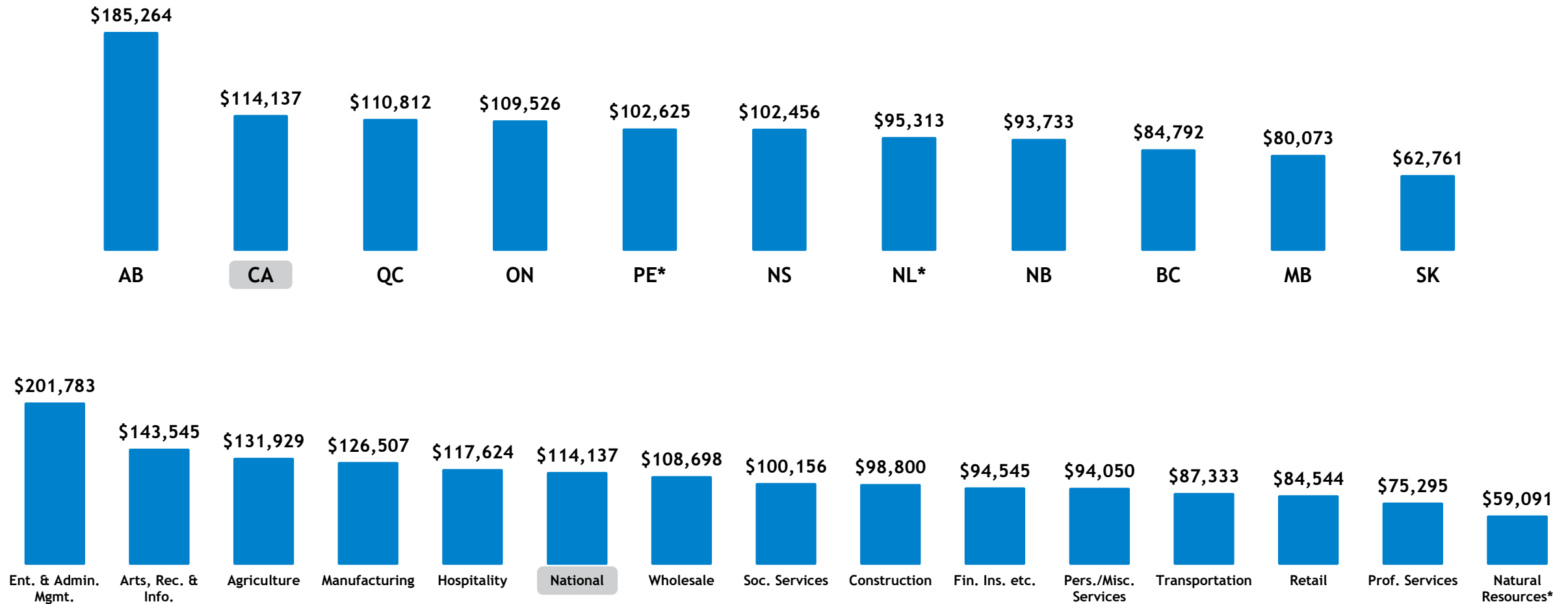
Source: CFIB, Your Voice - November 2022 survey, November 10-28, 2022, final results, n = 3,137.

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 (58%), the average amount held is **\$114,137**

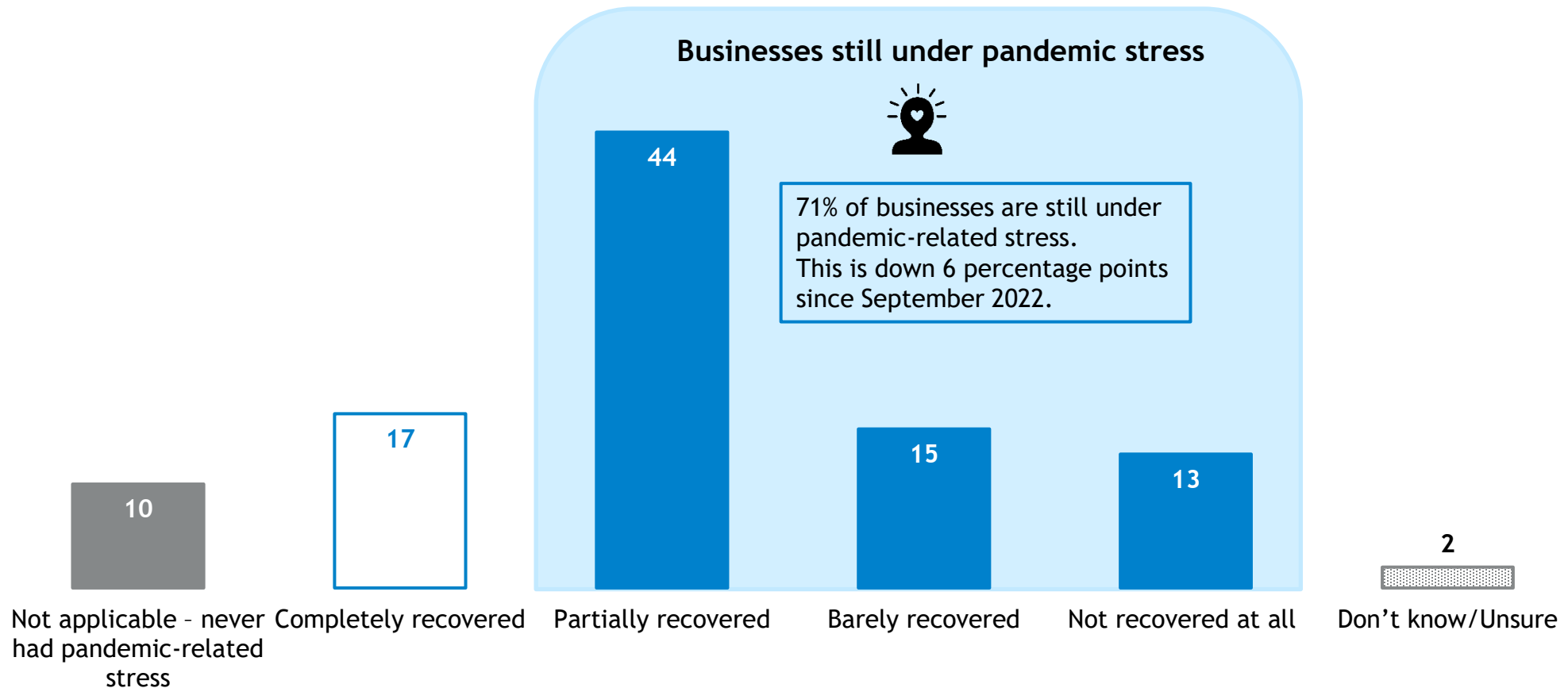


Source: CFIB, Your Voice - November 2022 survey, November 10-28, 2022, final results, n = 1,430.

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).

71% of business owners are still under pandemic stress, with nearly 1 in 8 (13%) saying they have not recovered at all (% response)



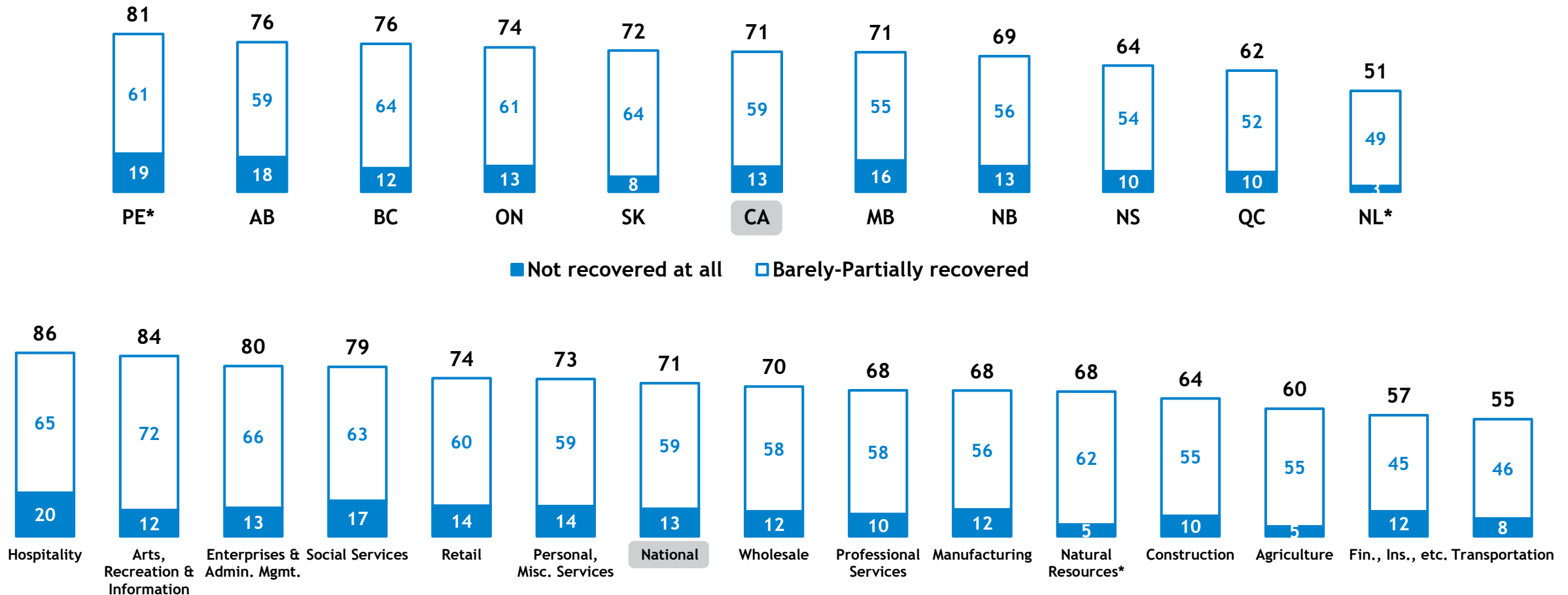
Source: CFIB, Your Voice - November 2022 survey, November 10-28, 2022, final results, n = 3,131.

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

Note: Totals may not add up due to rounding.

Businesses still under pandemic stress, November 2022

(By province and sector, % response)



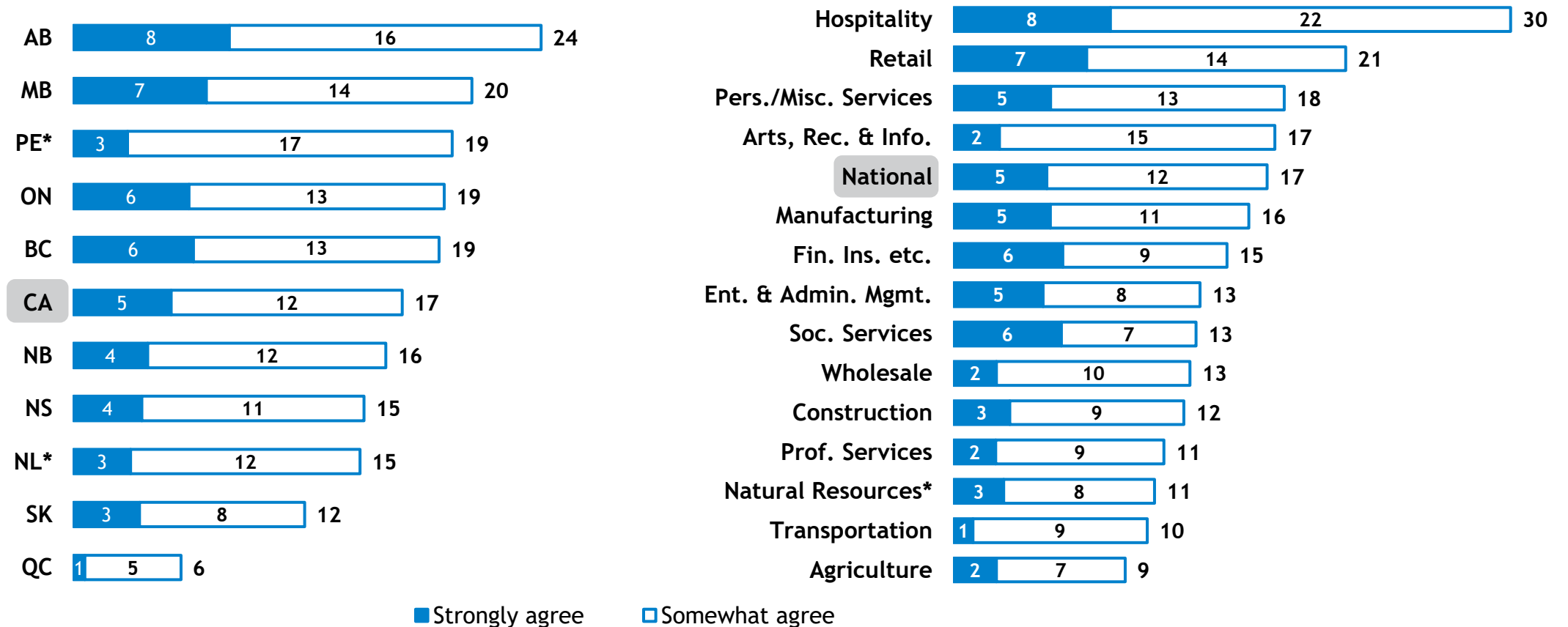
Source: CFIB, Your Voice - November 2022 survey, November 10-28, 2022, final results, n = 3,131.

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.

About 1 in 6 businesses (17%) say that they are actively considering bankruptcy/winding down their business (By province and sector, % response)



Source: CFIB, Your Voice - November 2022 survey, November 10-28, 2022, final results, n = 3,112.

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"

National Results: Strongly agree = 5%; Somewhat agree = 12%; Somewhat disagree = 10%, Strongly disagree = 65%; Don't know/Not applicable = 8%.

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

2) Totals may not add up due to rounding.

Red Tape



Receiving good government customer service is of high importance to businesses (% response)



Source: CFIB, Your Voice - November 2022 survey, November 10-28, 2022, final results, n = 3,071.

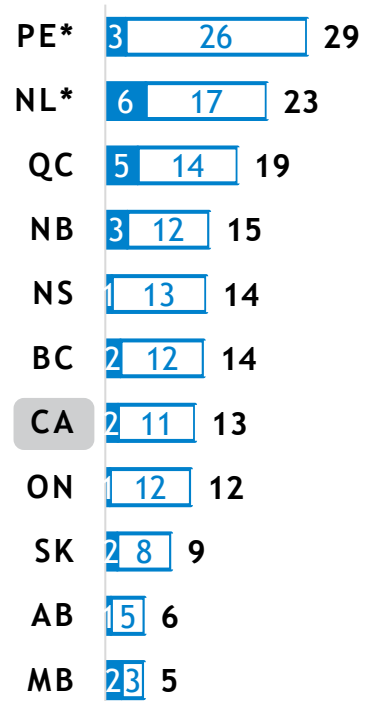
Question: "How important are each of the following aspects of good government service?"

Notes: 1) Totals may not add up due to rounding.

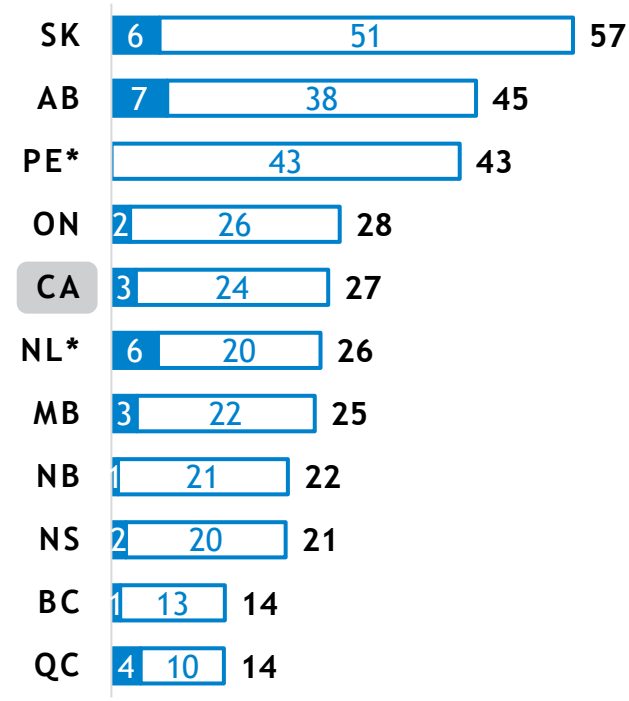
2) Responses of Don't know/Unsure are not included in this chart.

Most business owners are not confident that governments at any level are committed to **reducing red tape** (% response)

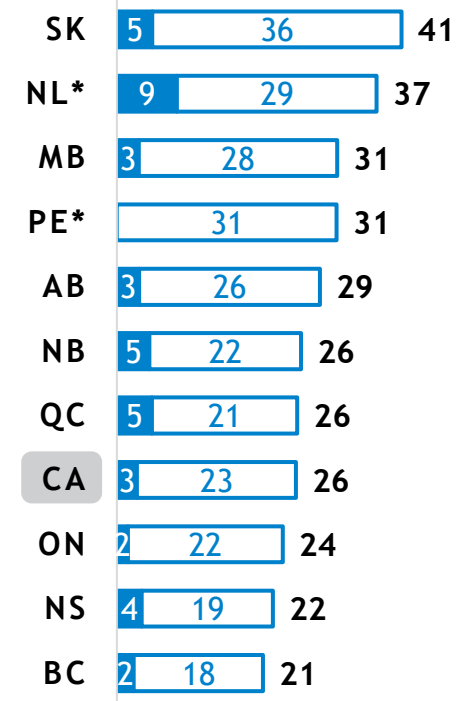
Federal government



Provincial government



Municipal government



■ Very confident □ Somewhat confident

Source: CFIB, Your Voice - November 2022 survey, November 10-28, 2022, final results, n (federal) = 3,089, n (provincial) = 3,085 and n (municipal) = 3,083.
 Question: "How confident are you that the following levels of government are committed to reducing red tape, including unnecessary rules and regulations on your business? (Select one for each line) a. Federal government b) Provincial government c) Municipal government"

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

Shopping local

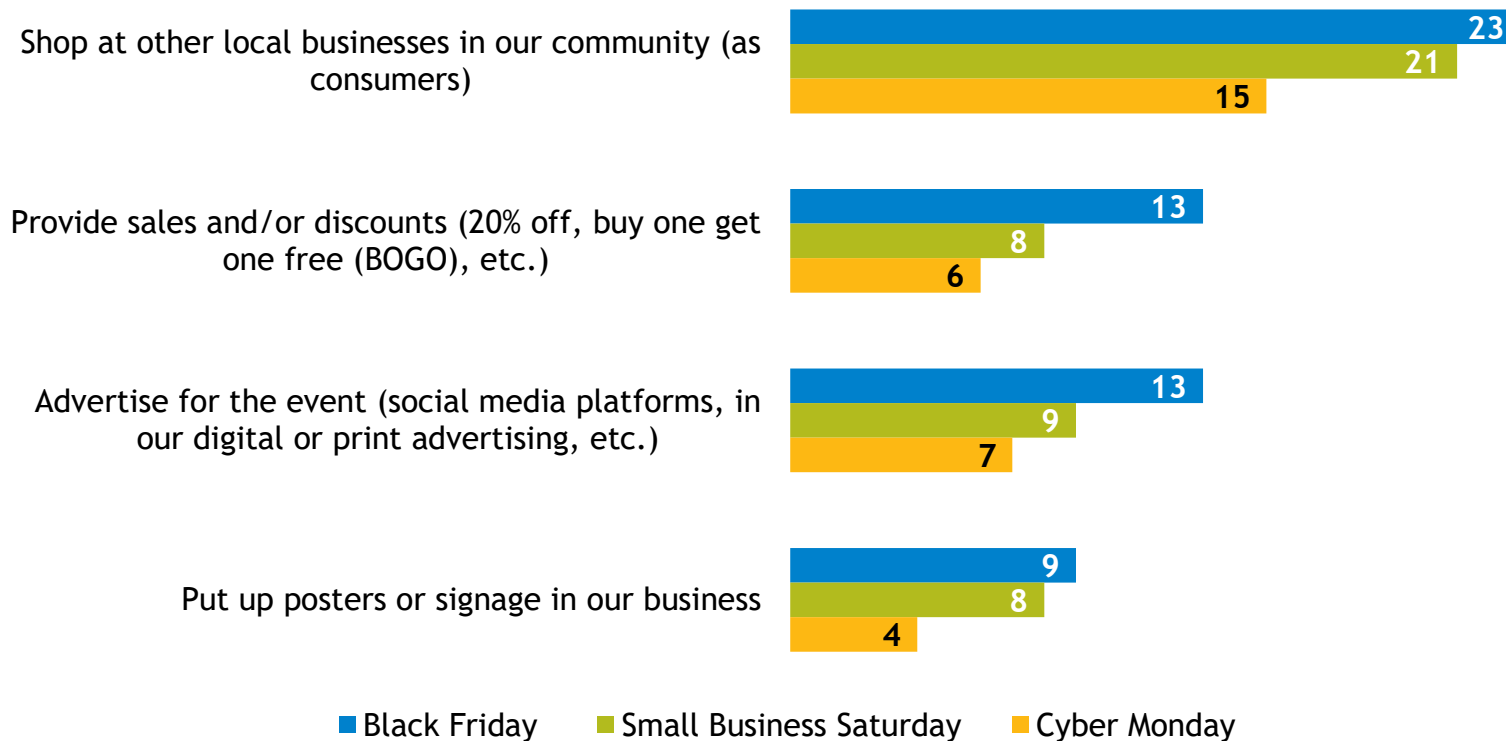


Businesses that planned to participate in Black Friday, Small Business Saturday, or Cyber Monday in some way



Source: CFIB, Your Voice - November 2022 survey, November 10-28, 2022, final results, n = 2,784.
Question: "Is your business planning to leverage any of the following days and, if so, in what way?"

Businesses planned to participate in the biggest shopping weekend of the year in different ways (% response)



Retail businesses

	Black Friday (Nov. 25)	Small Business Saturday (Nov. 26)	Cyber Monday (Nov. 28)
	31%	28%	16%
	33%	21%	15%
	32%	22%	14%
	26%	22%	10%

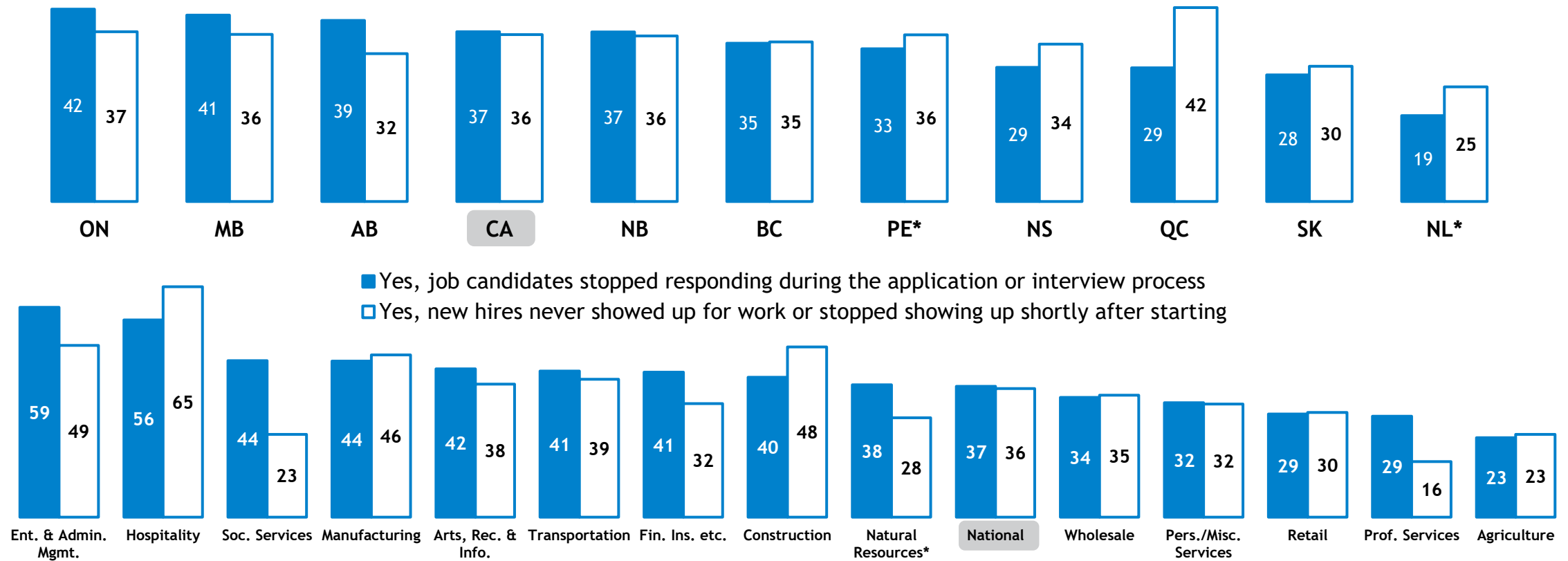
Source: CFIB, Your Voice - November 2022 survey, November 10-28, 2022, final results, n = 2,784.
 Question: "Is your business planning to leverage any of the following days and, if so, in what way?"

Workplace culture and conduct



More than 1 in 3 business owners said they've hired people who never showed up or stopped coming into work shortly after starting (36%) and/or had job candidates who stopped responding during the application or interview process in the past 12 months (37%)

(By province and sector, % response)



Source: CFIB, Your Voice - November 2022 survey, November 10-28, 2022, final results, n =2,756.

Question: "In the last 12 months, has your business experienced ghosting by job candidates/new hires (in other words, have you had candidates who stopped responding during the application or interview process, or new hires who never showed up for work or stopped showing up shortly after starting)? (Select all that apply)"

National Results: Yes, job candidates stopped responding during the application or interview process = 37%; Yes, new hires never showed up for work or stopped showing up shortly after starting = 36%; Other = 3%; No = 26%; Not applicable - We have not tried to hire = 20%; Don't know/Unsure = 1%.

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

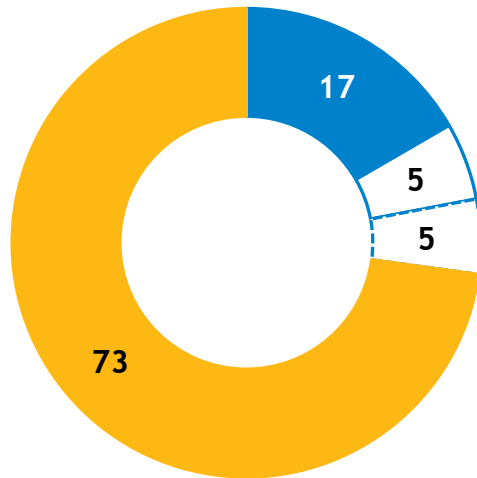
2) Total will not add to 100%, respondents were able to select more than one answer.

Federally regulated workplaces



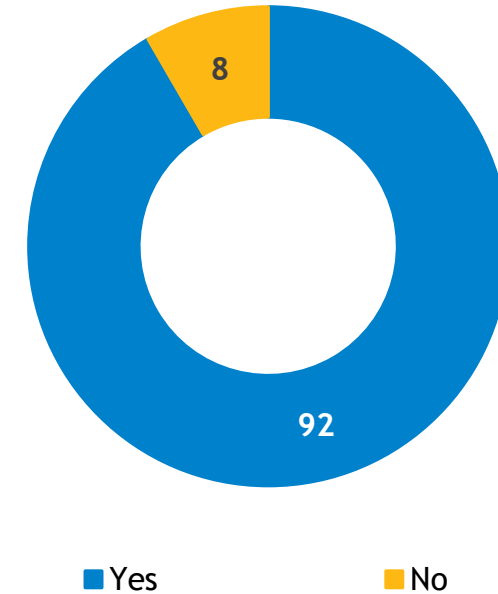
Regarding **replacement** and **essential workers** in federally regulated workplaces (% response)

Ban on **replacement workers**



- Yes, I would support a ban on replacement workers, both in the case of a strike or lockout
- Yes, I would support a ban on replacement workers, but only in the case of an employer lockout
- ▨ Yes, I would support a ban on replacement workers, but only in the case of an employee strike
- No, I would not support a ban on replacement workers

Employees that are instrumental to the supply chain should be deemed **essential service providers**



■ Yes ■ No

Source: CFIB, Your Voice - November 2022 survey, November 10-28, 2022, final results, n = 1,863.

Question: "Would you support the following legislative changes to federally regulated workers? (Select one for each line)

a) Employers from federally regulated workplaces should be banned from using replacement workers

b) Employees from federally regulated workplaces that are instrumental to the supply chain should be deemed essential service providers"

Note: "Undecided" / "No interest" responses have been removed from the survey results.

Questions or data requests

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Additional information

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