



**CANADIAN FEDERATION  
OF INDEPENDENT BUSINESS**

*In business for your business™*

# *Your Voice* Omnibus Survey on Small Business Issues

*Key results for August 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).

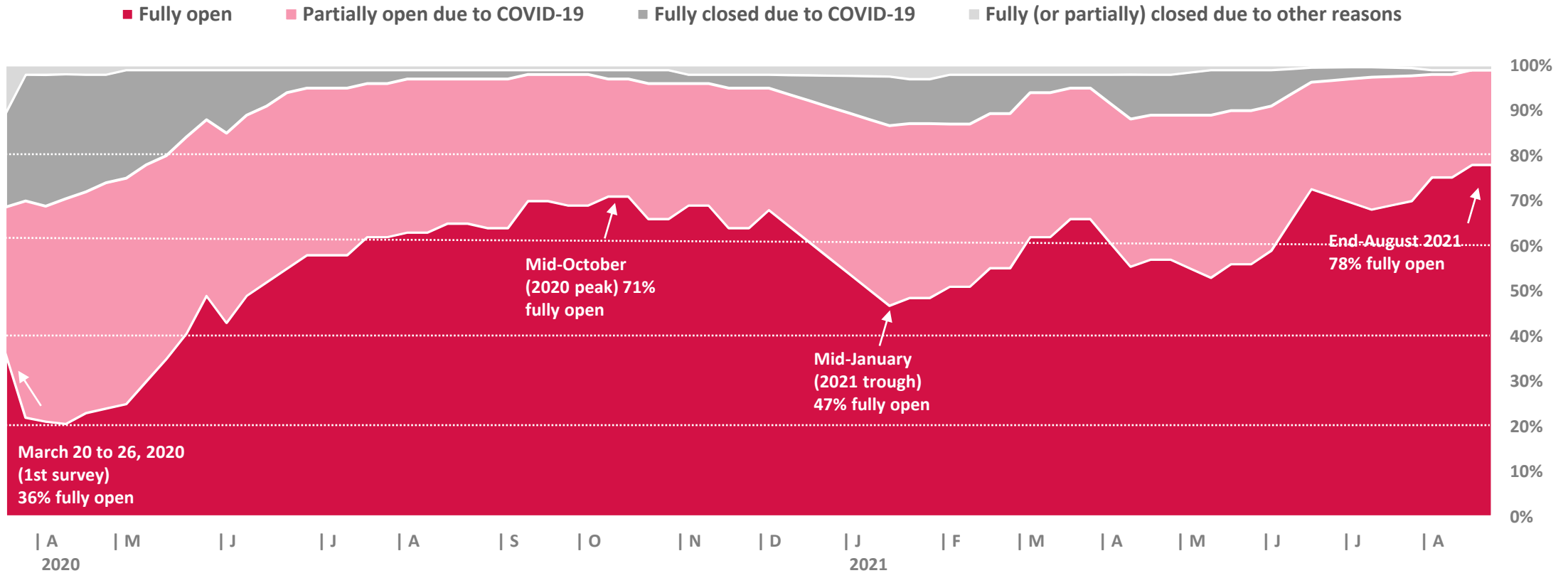
The surveys switched to biweekly frequency in the summer of 2020 (4 surveys from mid July to end of August), then to monthly frequency in the fall of 2020.

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.

<b>Survey data featured in this document</b>	
<b>Survey name:</b>	<i>Your Voice – August 2021</i>
<b>Active dates:</b>	<i>August 5-27, 2021</i>
<b>Survey details:</b>	<i>English/French online survey first sent on August 5, with a reminder email sent August 19</i>
<b>Respondents:</b>	<i>4,670 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>+/-1.4%, 19 times out of 20</i>

# Canadian small businesses, by open status

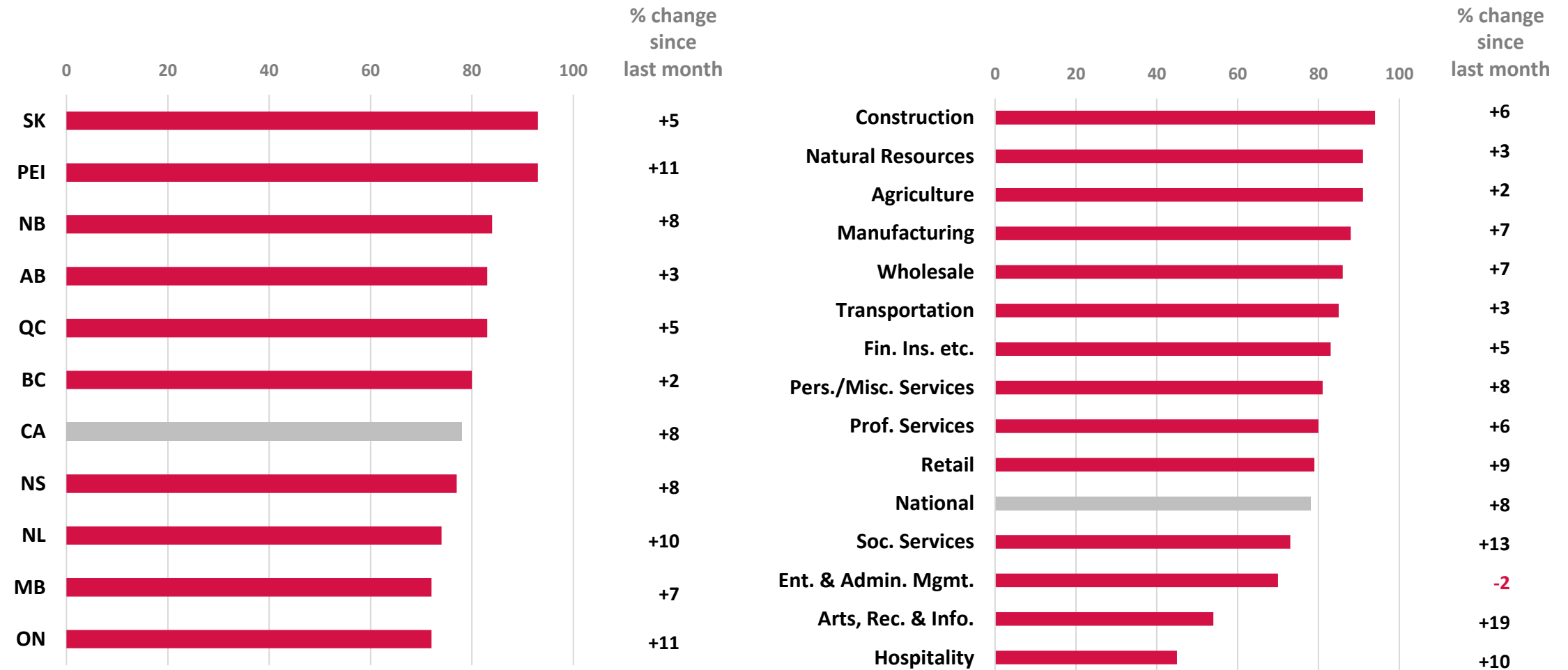
(cumulative % response)



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

➔ The recovery is still not completed for 2 out of 10 businesses.

# Businesses fully open, by sector and province (% response)

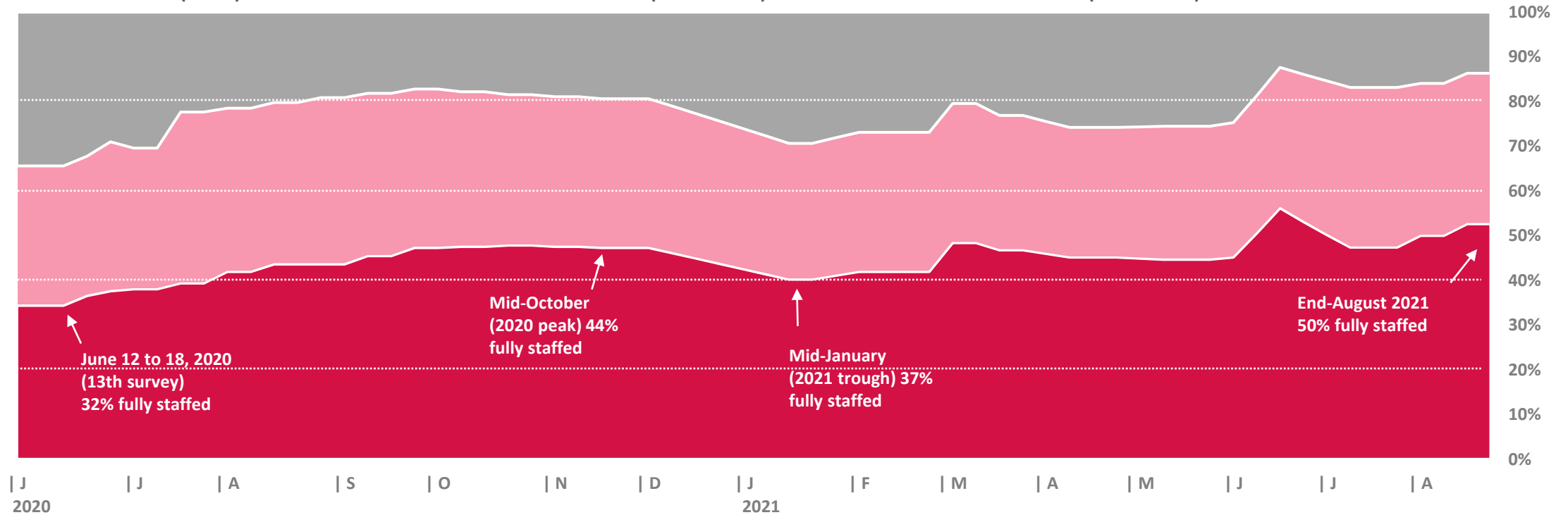


Source: CFIB, Your Voice – August 2021 Survey, August 5-27, 2021, final results, n = 4,670.

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

(% response)

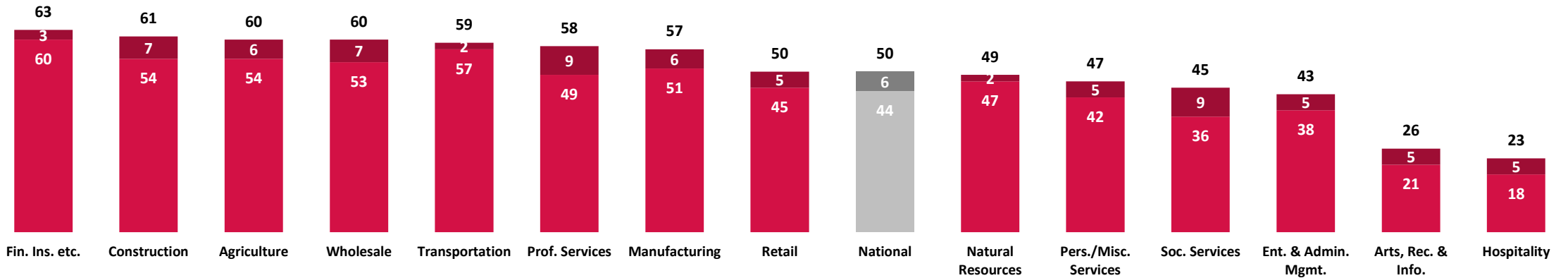
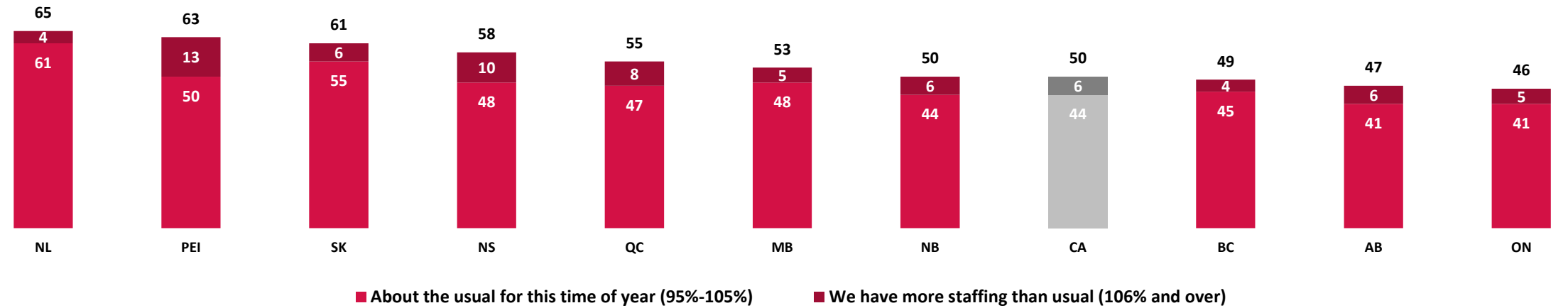
- Normal or more than normal staffing (95%+)
- More than half of normal staffing (51% to 94%)
- Up to half of normal staffing (50% or less)



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

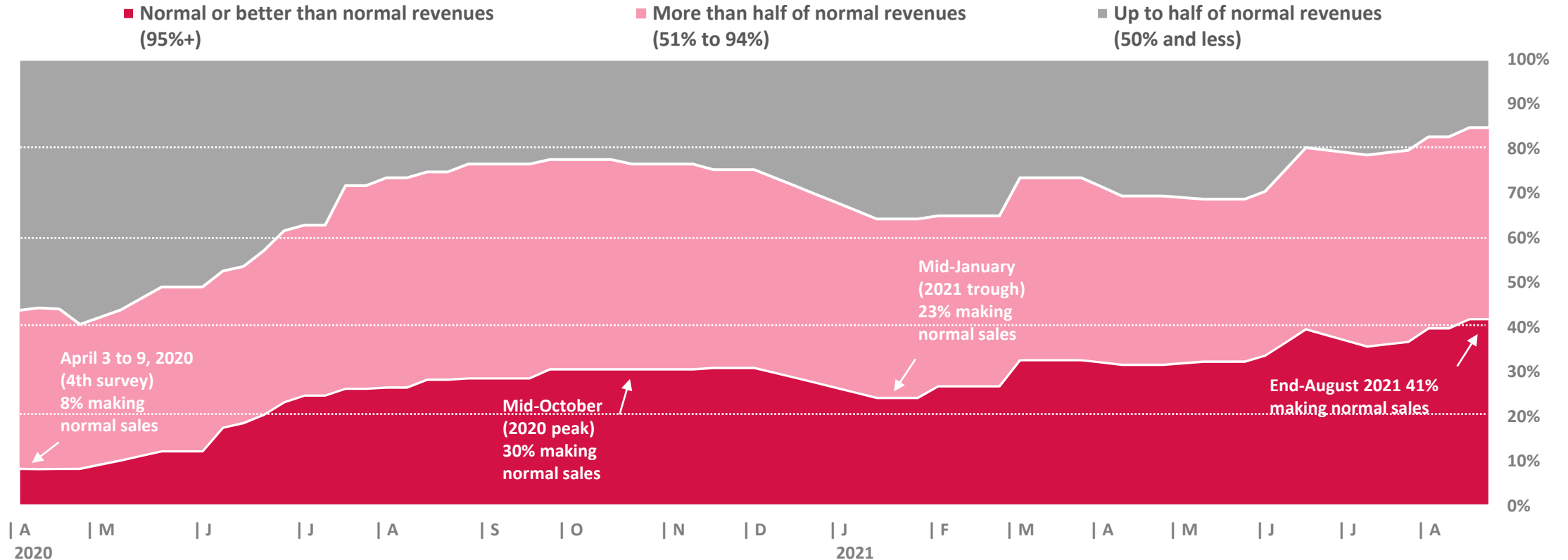
➔ 5 out of 10 businesses are still not fully staffed.

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



Source: CFIB, Your Voice – August 2021 Survey, August 5-27, 2021, final results, n = 4,670.

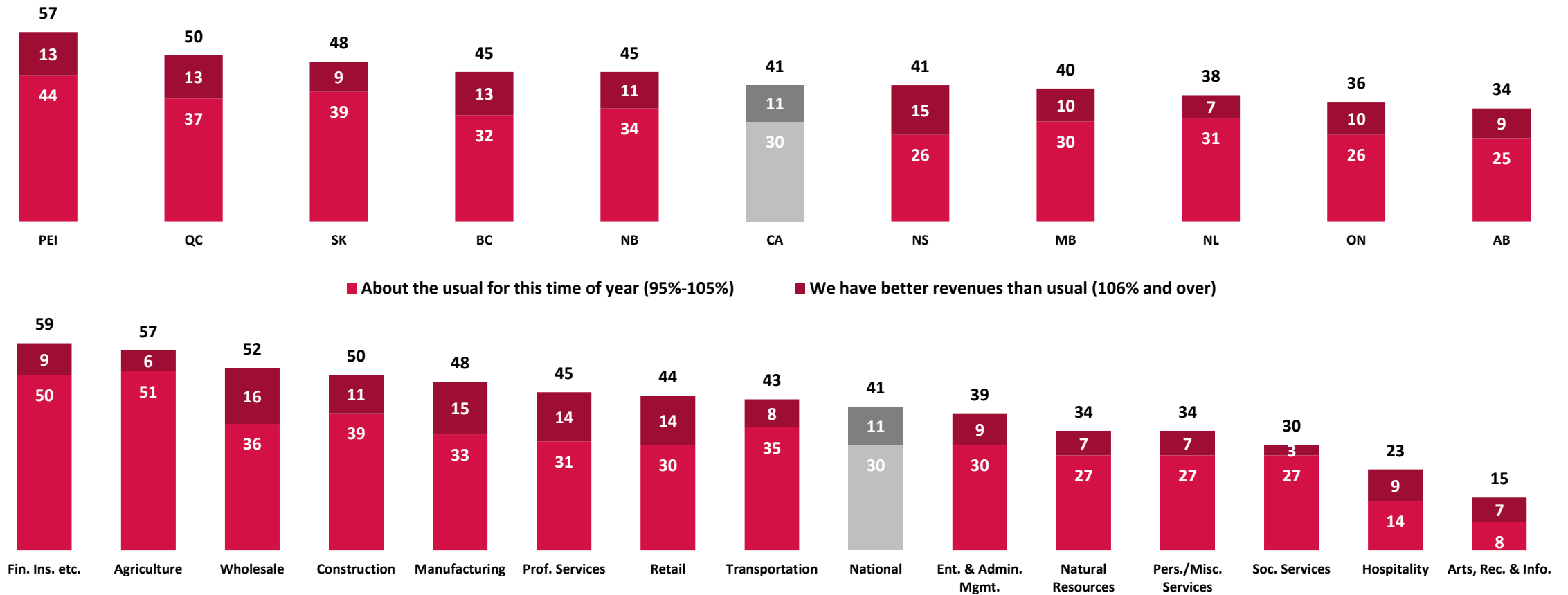
# How much of your usual revenues for this time of year is your business currently making? (% response)



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

➡ 6 out of 10 businesses are still not back to making normal revenues.

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

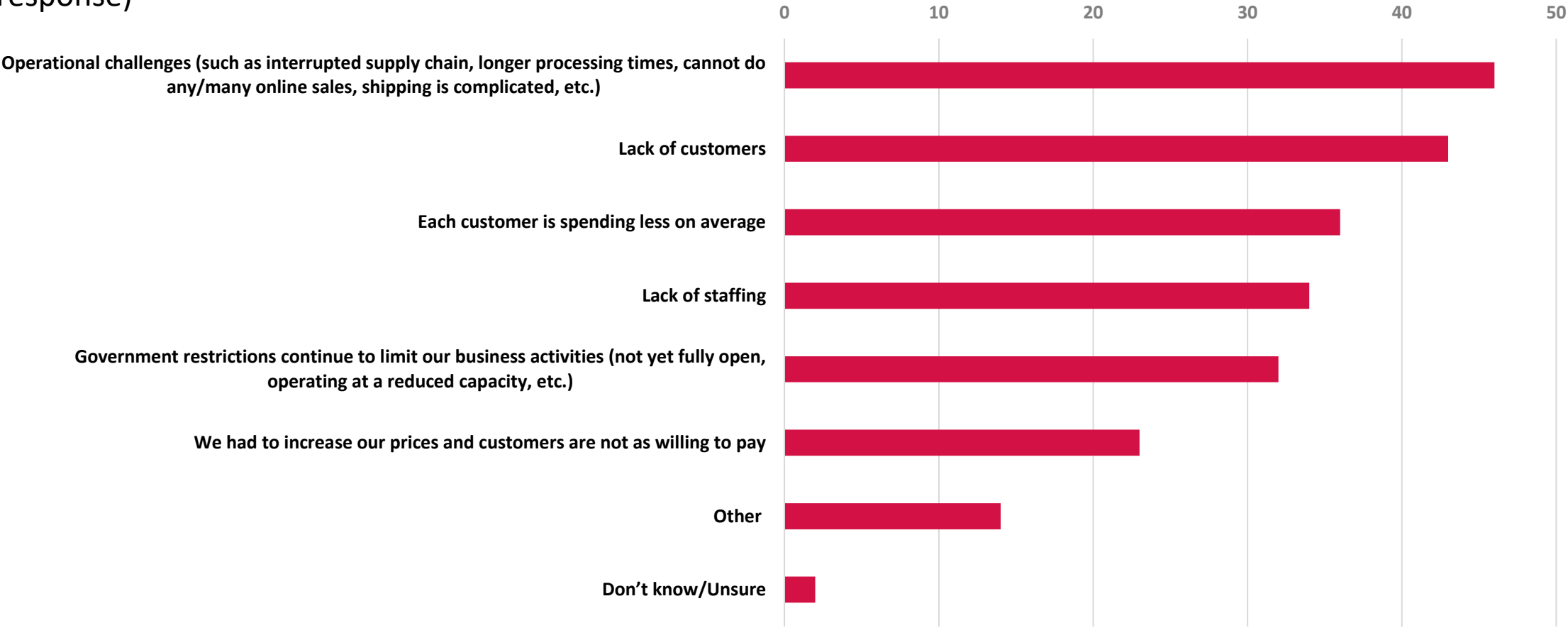


Source: CFIB, Your Voice – August 2021 Survey, August 5-27, 2021, final results, n = 4,670.



# What are the main reasons that your business has not yet returned to normal revenues?

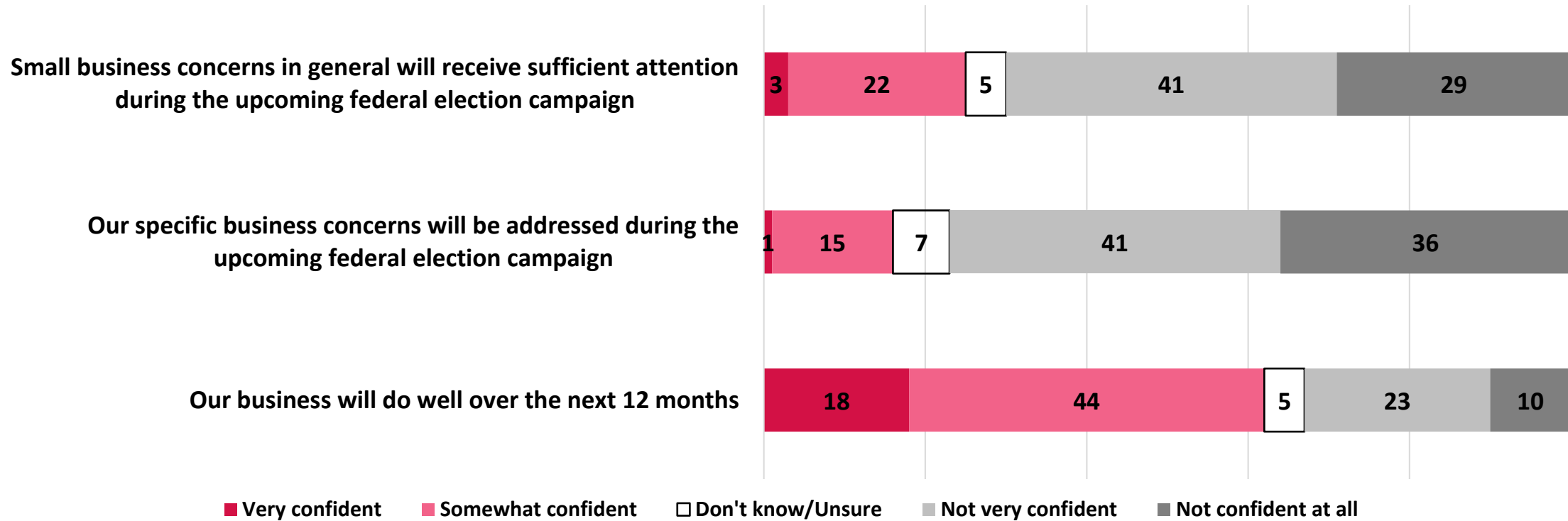
(% response)



Source: CFIB, Your Voice – August 2021 Survey, August 5-27, 2021, final results, n = 2,494.

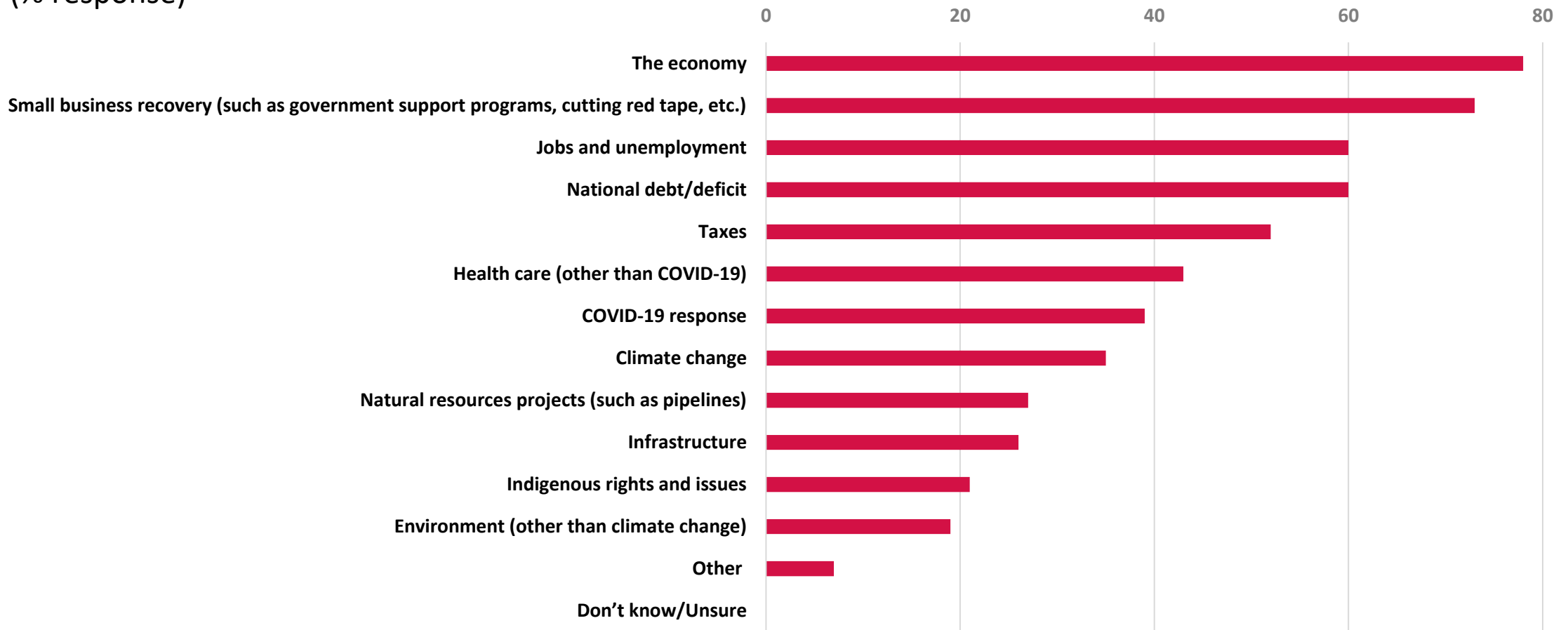
# Confidence wavers for small businesses

(% response)



Source: CFIB, Your Voice – August 2021 Survey, August 5-27, 2021, final results, n = 4,602.

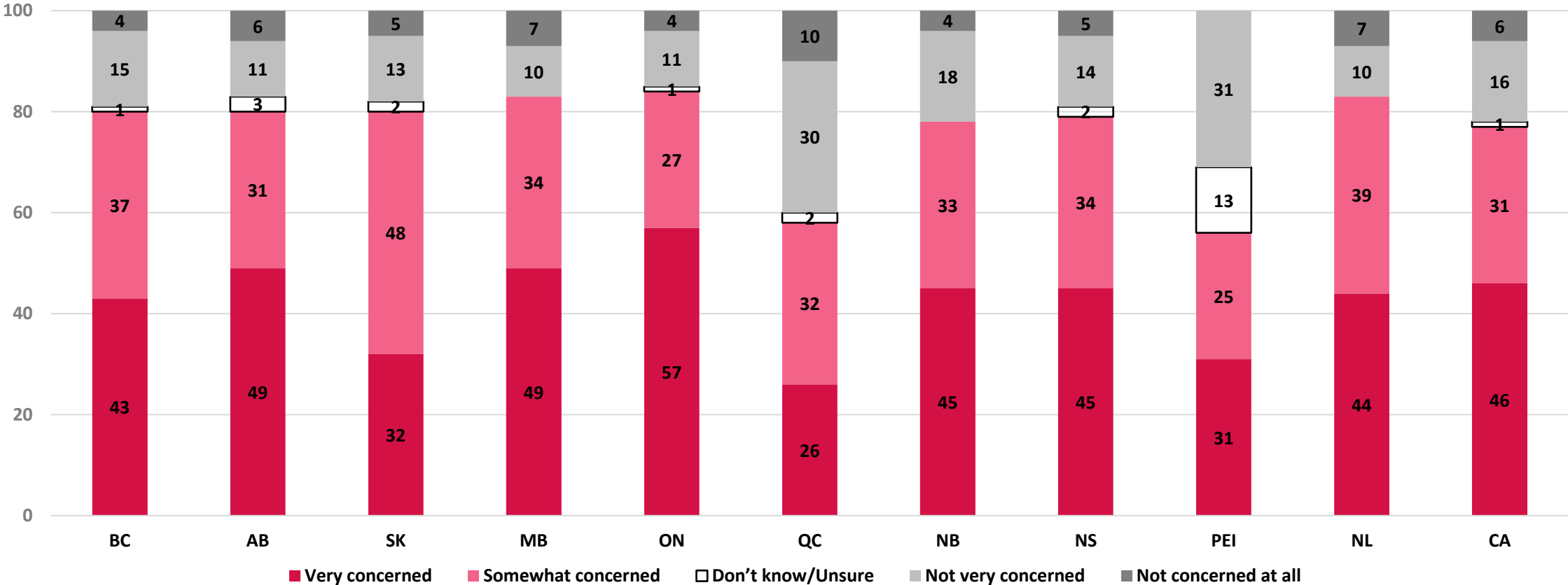
# If a 2021 federal election is called, which of the following should be the top priorities for politicians to address in their platforms? (% response)



Source: CFIB, Your Voice – August 2021 Survey, August 5-27, 2021, final results, n = 4,474.

# With a possible fourth wave of COVID-19 coming in the Fall, how concerned are you that more lockdowns might impact your business?

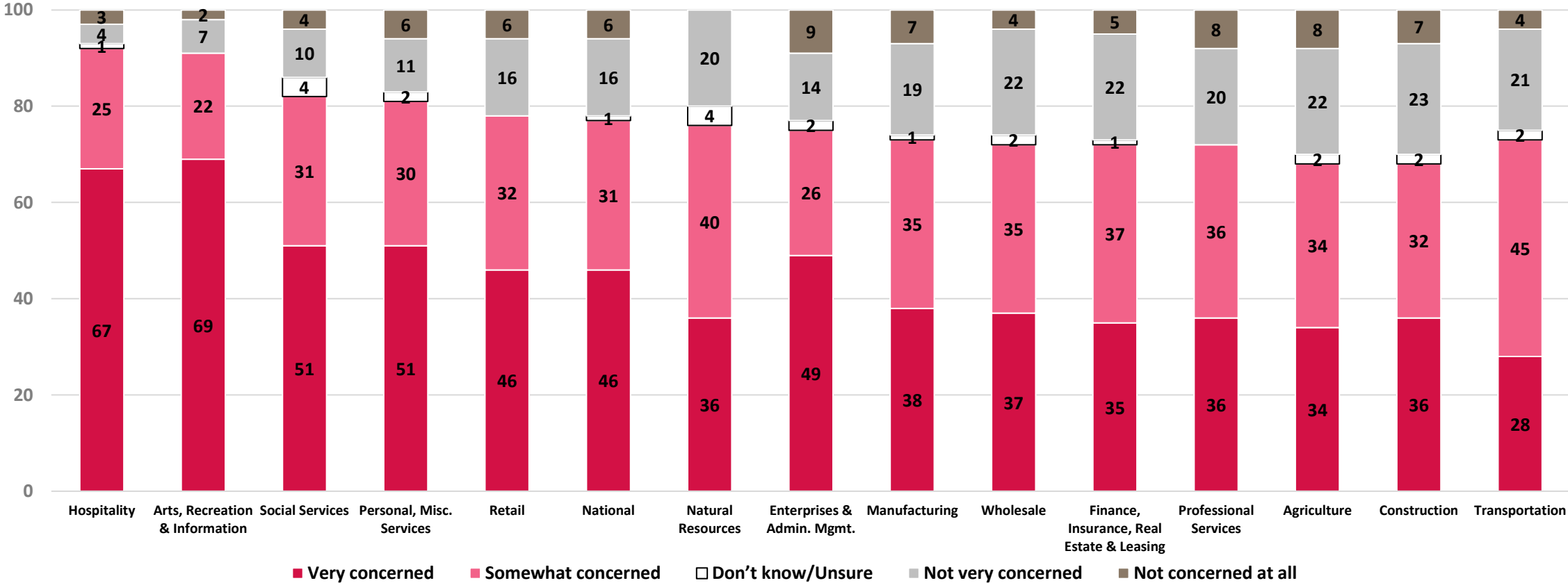
(By province, % response)



Source: CFIB, Your Voice – August 2021 Survey, August 5-27, 2021, final results, n = 4,467.

# With a possible fourth wave of COVID-19 coming in the Fall, how concerned are you that more lockdowns might impact your business?

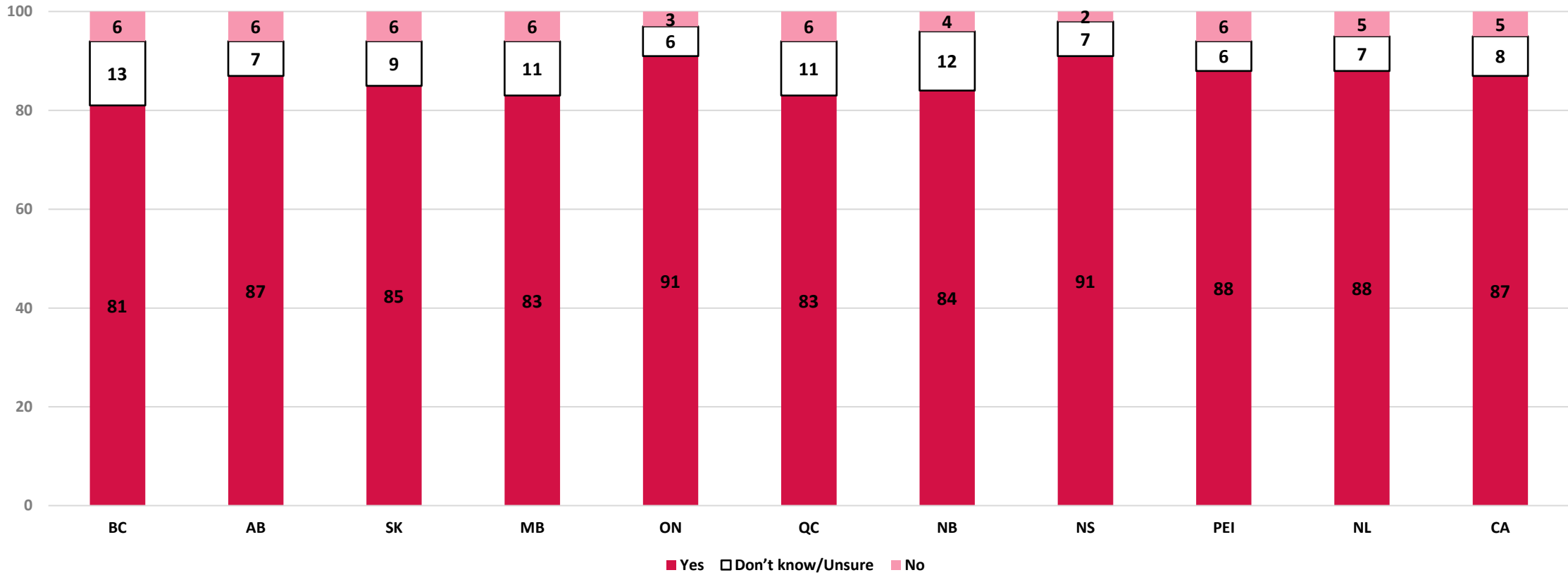
(By sector, % response)



Source: CFIB, Your Voice – August 2021 Survey, August 5-27, 2021, final results, n = 4,474.

# Should your province be working on a stay open strategy that would aim to avoid more government-imposed lockdowns while still protecting the health care system?

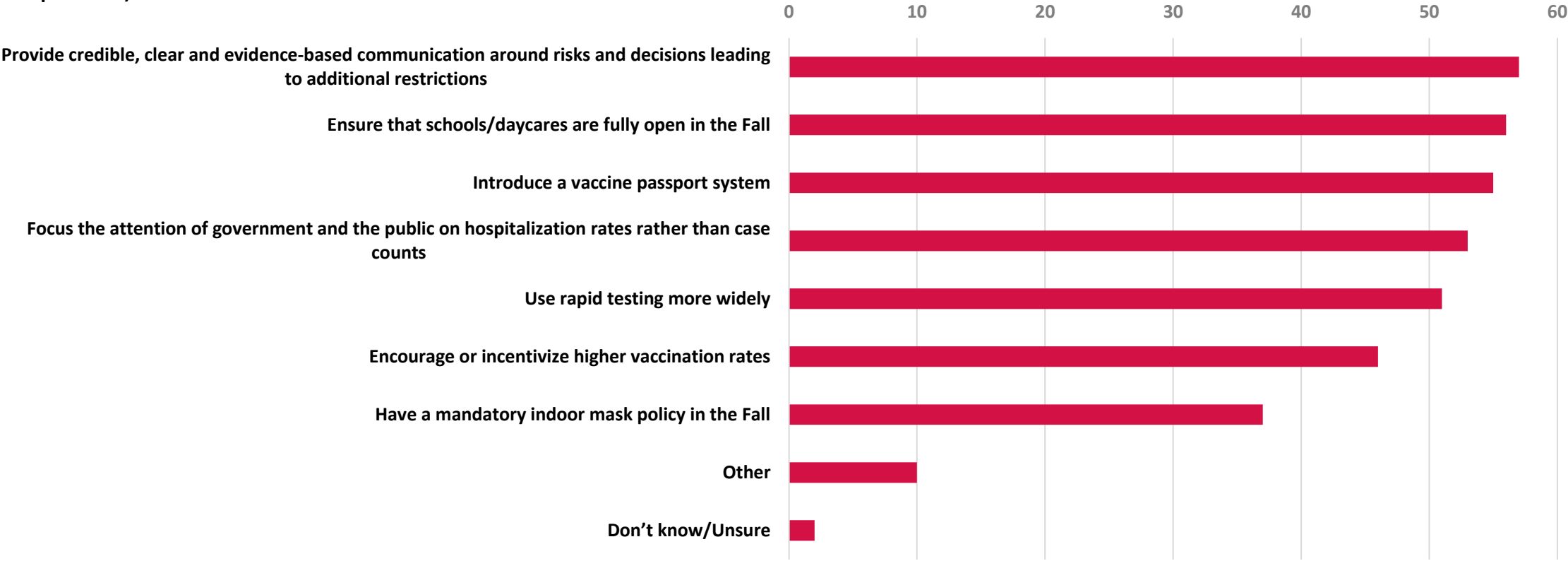
(By province, % response)



Source: CFIB, Your Voice – August 2021 Survey, August 5-27, 2021, final results, n = 4,402.

# What ideas would your business like to see in a stay open strategy for your province that would aim to avoid more government-imposed lockdowns while still protecting the health care system?

(% response)



Source: CFIB, Your Voice – August 2021 Survey, August 5-27, 2021, final results, n = 3,808.