



Your Voice

Monthly Omnibus Survey

Key results for July 2023

Summary

Methodology

Your Voice July 2023

Type: An omnibus, controlled-access online CFIB survey.

Active dates: July 6-25, 2023

Results: Based on responses from 2,786 CFIB members who are owners of Canadian independent businesses, from all sectors and regions of the country.

For comparison purposes, a probability samples with the same number of respondents would have a margin of error of +/-1.9%, 19 times out of 20.

Highlights featured in this report

Slides

Business priorities

- Reducing the overall tax burden (66%), flexibility around repayment of COVID-19 loans (57%), and reducing red tape (47%) are the top business priorities across the country.

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- If the overall tax burden were reduced, business owners would prioritize paying down their debt (63%), increasing employee compensation (56%), and expanding their business (46%).

7-9

Business pandemic loss

- 1 in 2 small business owners report decreased business value due to the pandemic and its restrictions.

11-12

British Columbia port workers strike

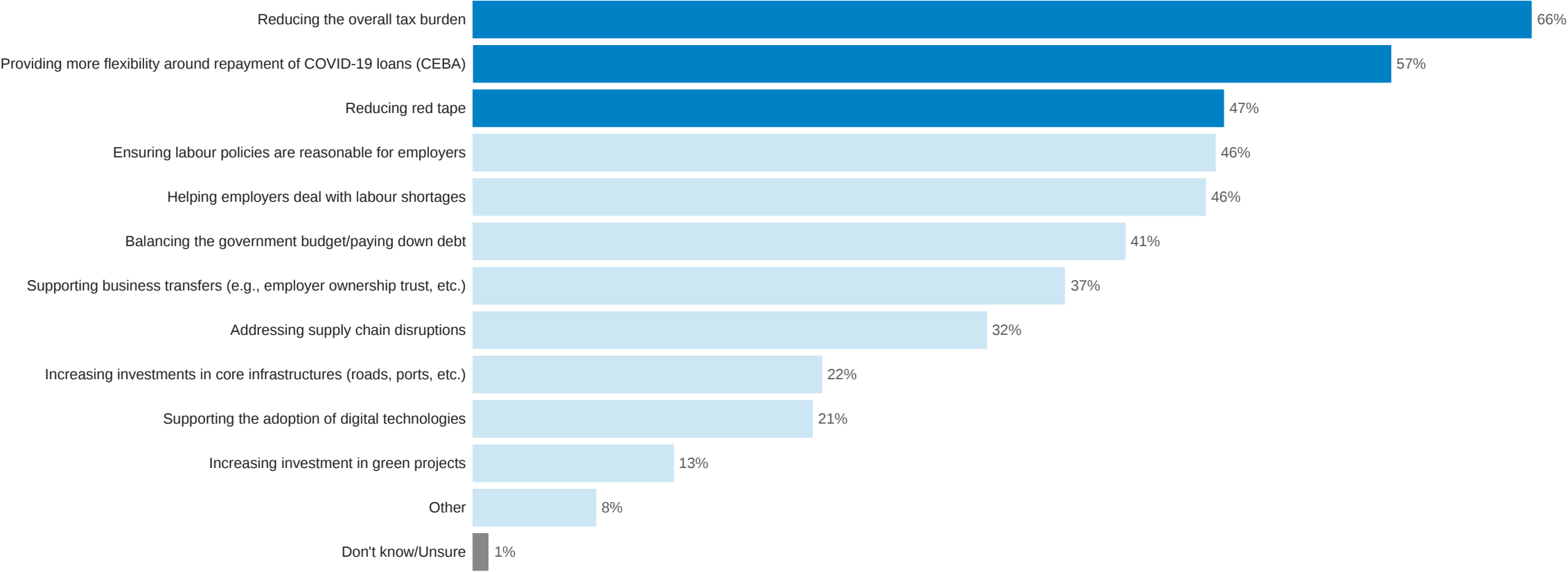
- More than half (52%) of Canadian small businesses affected by the BC ports strike.

14-15

Business priorities

Reducing the overall tax burden, flexibility around repayment of COVID-19 loans, and reducing red tape are the top business priorities across the country

Thinking about your business priorities in the next six months, what would you like the federal government to focus on?



Source: CFIB, Your Voice – July 2023 survey, July 6-25, 2023, final results, n = 2,646.
Note: (1) Total will not add up to 100% as respondents could select more than one answer choice.



Top 3 business priorities, by province

Province	1	2	3
BC	Reduce Tax 71%	COVID Repayments 56%	Labour Policies 56%
AB	Reduce Tax 75%	Balance Budget 56%	COVID Repayments 54%
SK	Reduce Tax 80%	Balance Budget 56%	Labour Policies 56%
MB	Reduce Tax 61%	Labour policies 53%	Balance Budget 52%
ON	Reduce Tax 66%	COVID Repayments 57%	Labour Policies 51%
QC	COVID Repayments 61%	Reduce Red Tape 58%	Reduce Tax 57%
NB	Reduce Tax 70%	COVID Repayments 67%	Labour Policies 51%
NS	Reduce Tax 72%	COVID Repayments 60%	Labour Shortage 46%
PE*	Reduce Tax 62%	Reduce Red Tape 62%	Business Transfers 54%
NL*	Reduce Tax 72%	COVID Repayments 72%	Labour policies 64%

Source: CFIB, Your Voice – July 2023 survey, July 6-25, 2023, final results, n = 2,646.

Question: "Thinking about your business priorities in the next six months, what would you like the federal government to focus on?" (Select all that apply)

Notes: (1) *Small sample size (<40); (2) Total will not add up to 100% as respondents could select more than one answer choice.

Top 3 business priorities, by sector

Sector	1	2	3
Agriculture	Reduce Tax 67%	Reduce Red Tape 66%	Balance Budget 56%
Natural Resources*	Reduce Red Tape 88%	Reduce Tax 79%	Supply Chain 63%
Construction	Reduce Tax 64%	Labour Shortage 57%	Reduce Red Tape 54%
Manufacturing	Reduce Tax 66%	Labour Shortage 50%	Labour Policies 50%
Wholesale	Reduce Tax 69%	Reduce Red Tape 48%	COVID Repayments 45%
Retail	Reduce Tax 67%	COVID Repayments 61%	Labour Policies 47%
Transportation	Reduce Tax 63%	Reduce Red Tape 60%	Business Transfers 51%
Arts, Recreation and Information	COVID Repayments 70%	Reduce Tax 46%	Labour Policies 33%
Finance, Insurance, etc.	Balance Budget 72%	Reduce Red Tape 67%	Reduce Tax 56%
Professional Services	Reduce Tax 65%	COVID Repayments 59%	Reduce Red Tape 48%
Enterprises and Administration Management	Reduce Tax 70%	COVID Repayments 57%	Reduce Red Tape 52%
Social Services	COVID Repayments 66%	Reduce Tax 59%	Labour Shortage 46%
Hopitality	COVID Repayments 72%	Reduce Tax 70%	Labour Shortage 55%
Personal, Miscellaneous Services	Reduce Tax 72%	COVID Repayments 63%	Labour Shortage 53%

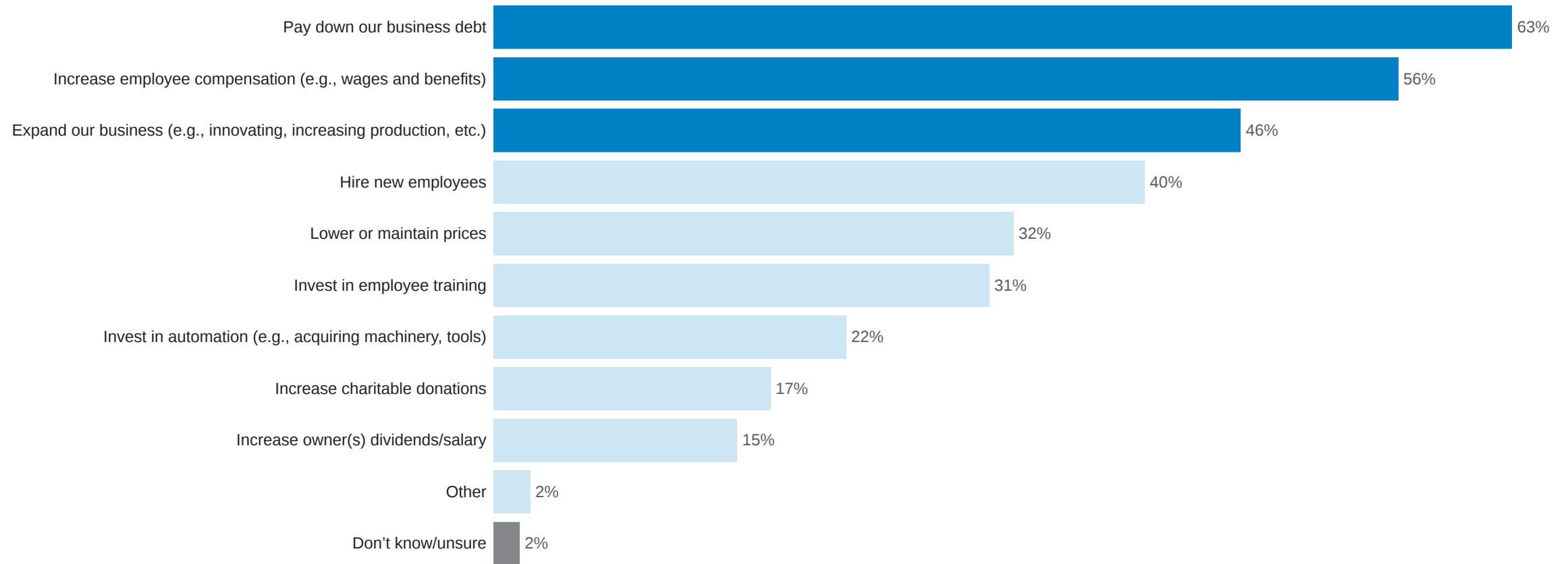
Source: CFIB, Your Voice – July 2023 survey, July 6-25, 2023, final results, n = 2,646.

Question: “Thinking about your business priorities in the next six months, what would you like the federal government to focus on?” (Select all that apply)

Notes: (1) *Small sample size (<40); (2) Total will not add up to 100% as respondents could select more than one answer choice.

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

If governments were to reduce the overall burden of taxes and fees, what would your business do with the savings generated?



Source: CFIB, Your Voice – July 2023 survey, July 6-25, 2023, final results, n = 2,605.

Note: (1) Total will not add up to 100% as respondents could select more than one answer choice.

Top 3 actions small businesses would take with the savings generated from a reduction in the overall burden of taxes and fees, by province

Province	1	2	3
BC	Pay Down Debt 67%	Increase Employee Compensation 63%	Expand Business 45%
AB	Pay Down Debt 67%	Increase Employee Compensation 55%	Expand Business 50%
SK	Increase Employee Compensation 70%	Pay Down Debt 59%	Expand Business 46%
MB	Increase Employee Compensation 62%	Expand Business 45%	Pay Down Debt 54%
ON	Pay Down Debt 61%	Increase Employee Compensation 55%	Expand Business 44%
QC	Pay Down Debt 63%	Increase Employee Compensation 53%	Expand Business 50%
NB	Pay Down Debt 73%	Increase Employee Compensation 58%	Expand Business 43%
NS	Pay Down Debt 72%	Increase Employee Compensation 57%	Expand Business 47%
PE*	Pay Down Debt 62%	Increase Employee Compensation 31%	Expand Business 31%
NL*	Pay Down Debt 64%	Increase Employee Compensation 61%	Expand Business 47%

Source: CFIB, Your Voice – July 2023 survey, July 6-25, 2023, final results, n = 2,605.

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)

Notes: (1) *Small sample size (<40); (2) Total will not add up to 100% as respondents could select more than one answer choice.

Top 3 actions small businesses would take with the savings generated from a reduction in the overall burden of taxes and fees, by sector

Sector	1	2	3
Agriculture	Pay Down Debt 63%	Increase Employee Compensation 47%	Expand Business 47%
Natural Resources*	Expand Business 67%	Pay Down Debt 58%	Increase Employee Compensation 46%
Construction	Increase Employee Compensation 59%	Pay Down Debt 58%	Expand Business 49%
Manufacturing	Increase Employee Compensation 58%	Expand Business 57%	Pay Down Debt 49%
Wholesale	Increase Employee Compensation 57%	Expand Business 54%	Pay Down Debt 52%
Retail	Pay Down Debt 69%	Increase Employee Compensation 58%	Expand Business 42%
Transportation	Increase Employee Compensation 71%	Pay Down Debt 63%	Expand Business 43%
Arts, Recreation and Information	Pay Down Debt 67%	Increase Employee Compensation 49%	Expand Business 44%
Finance, Insurance, etc.	Increase Employee Compensation 54%	Expand Business 54%	Hire New Employees 46%
Professional Services	Pay Down Debt 63%	Increase Employee Compensation 50%	Hire New Employees 45%
Enterprises and Administration Management	Increase Employee Compensation 67%	Pay Down Debt 59%	Expand Business 48%
Social Services	Pay Down Debt 66%	Increase Employee Compensation 54%	Expand Business 42%
Hopitality	Pay Down Debt 78%	Increase Employee Compensation 51%	Expand Business 45%
Personal, Miscellaneous Services	Pay Down Debt 66%	Increase Employee Compensation 56%	Expand Business 45%

Source: CFIB, Your Voice – July 2023 survey, July 6-25, 2023, final results, n = 2,605.

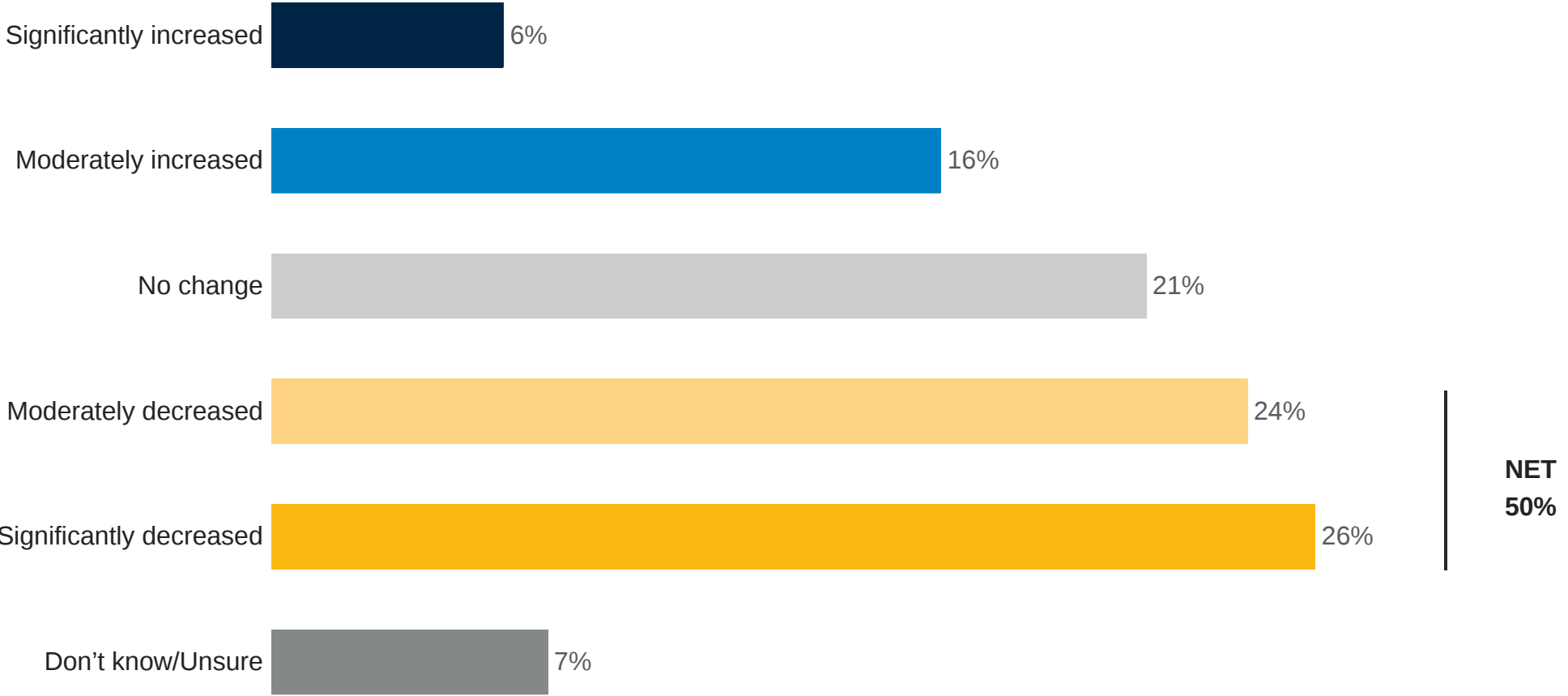
Question: "If governments were to reduce the overall burden of taxes and fees, what would your business do with the savings generated?" (Select all that apply)

Notes: (1) *Small sample size (<40); (2) Total will not add up to 100% as respondents could select more than one answer choice.

Business pandemic loss

1 in 2 small business owners report decreased business value due to the pandemic and its restrictions

How did the pandemic and pandemic-related restrictions affect the value of your business?

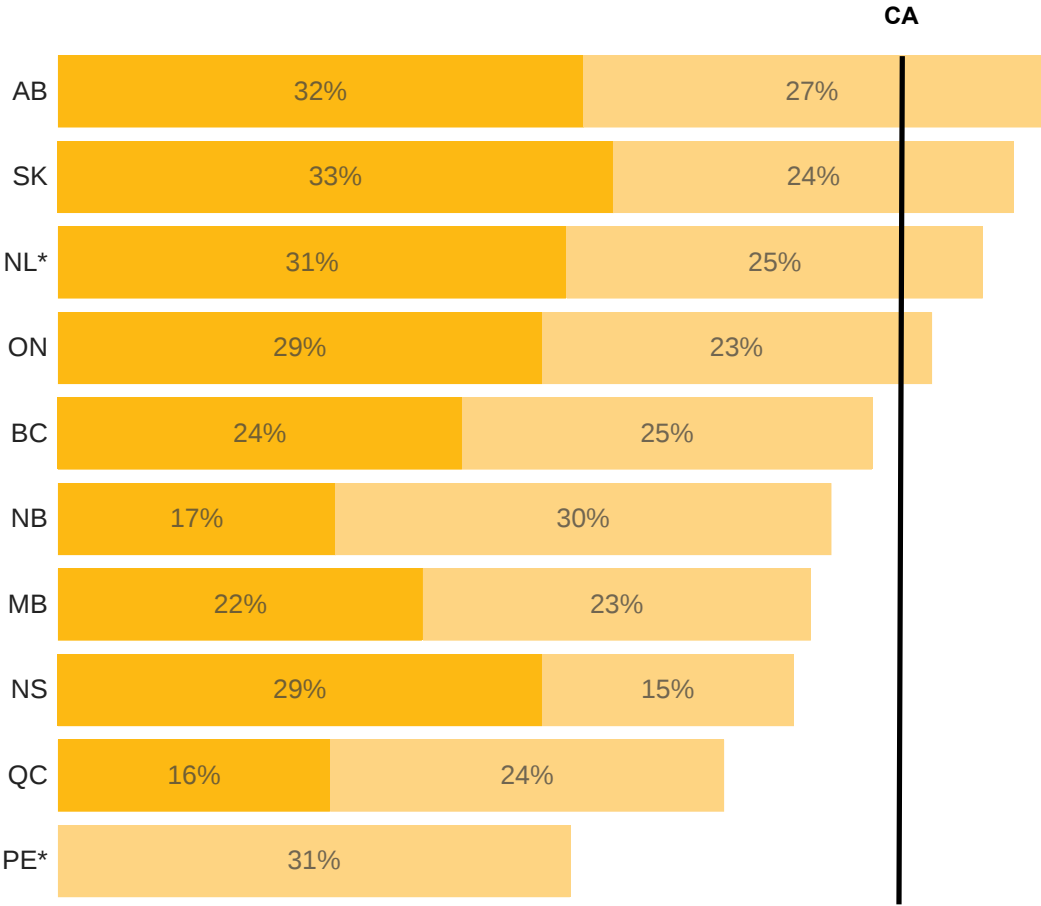


Source: CFIB, Your Voice – July 2023 survey, July 6-25, 2023, final results, n = 2,579.



Reported decrease in business value, by province

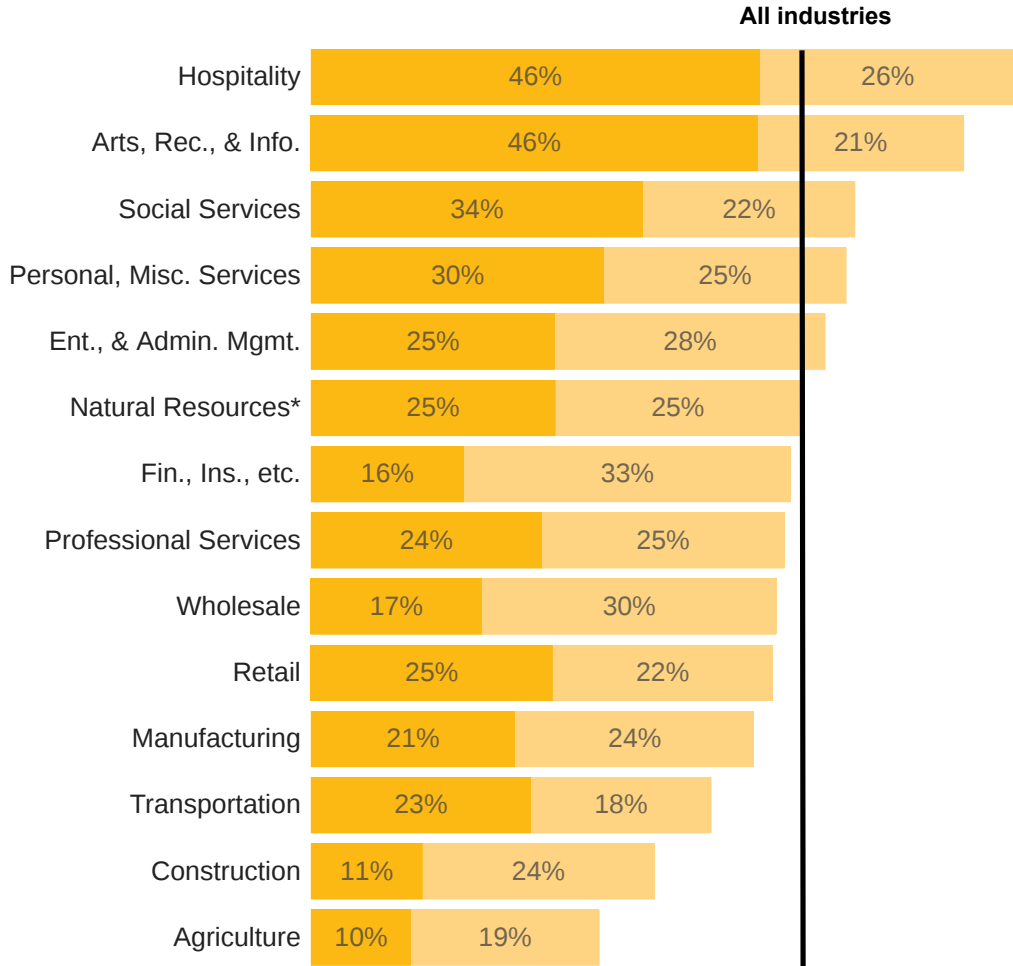
(Ordered by NET DECREASE in value)



● Significantly decreased ● Moderately decreased

Reported decrease in business value, by sector

(Ordered by NET DECREASE in value)



Source: CFIB, Your Voice – July 2023 survey, July 6-25, 2023, final results, n = 2,579.

Question: "How did the pandemic and pandemic-related restrictions affect the value of your business?" (Select one)

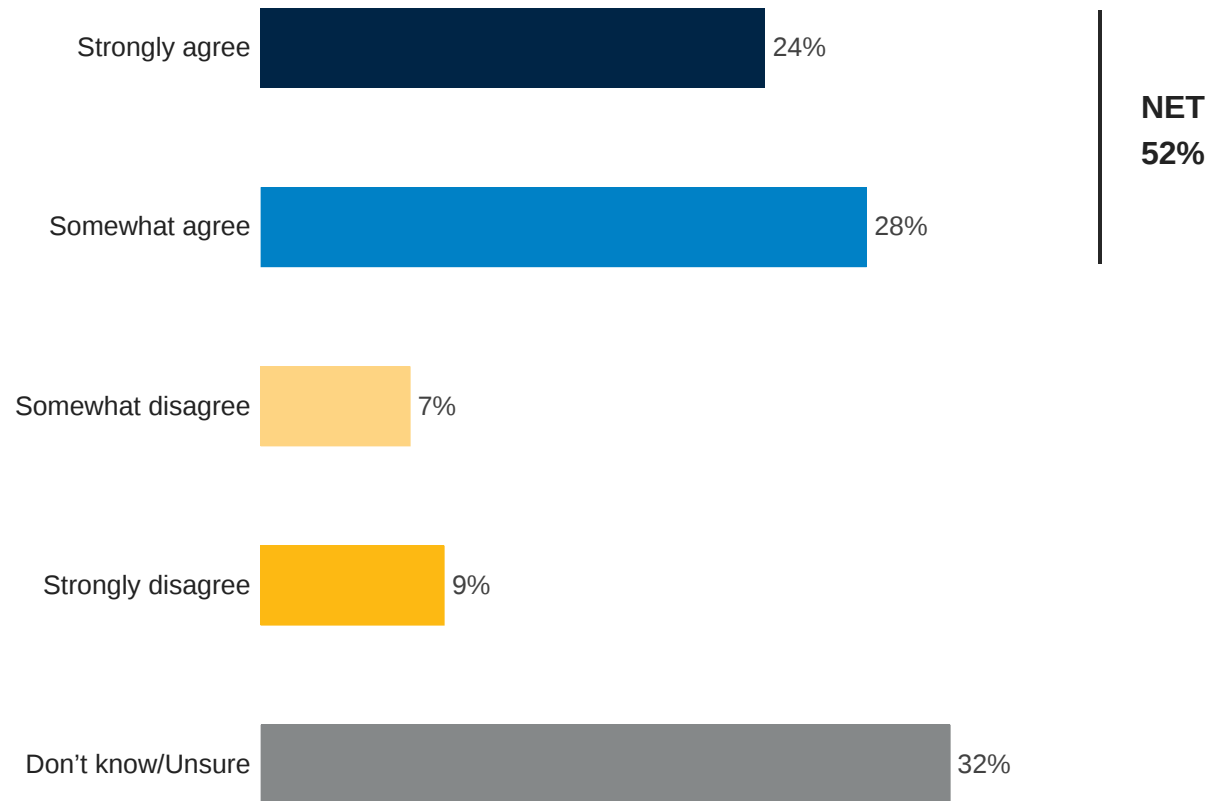
Notes: (1) *Small sample size (<40); (2) Totals will not add up to 100% as only values for significantly decreased and moderately decreased are shown.



British Columbia port workers strike

More than half of Canadian small businesses affected by the BC ports strike

"My business will be negatively impacted by the strike at British Columbia's ports."



Impact on businesses

"Half our product comes through that port. Half the deliveries, half the revenue." - *Alberta, Retail*

"I rely on products getting from the border to our suppliers so I can get products my clients want and need for their houses. It directly affects my business." - *B.C., Retail*

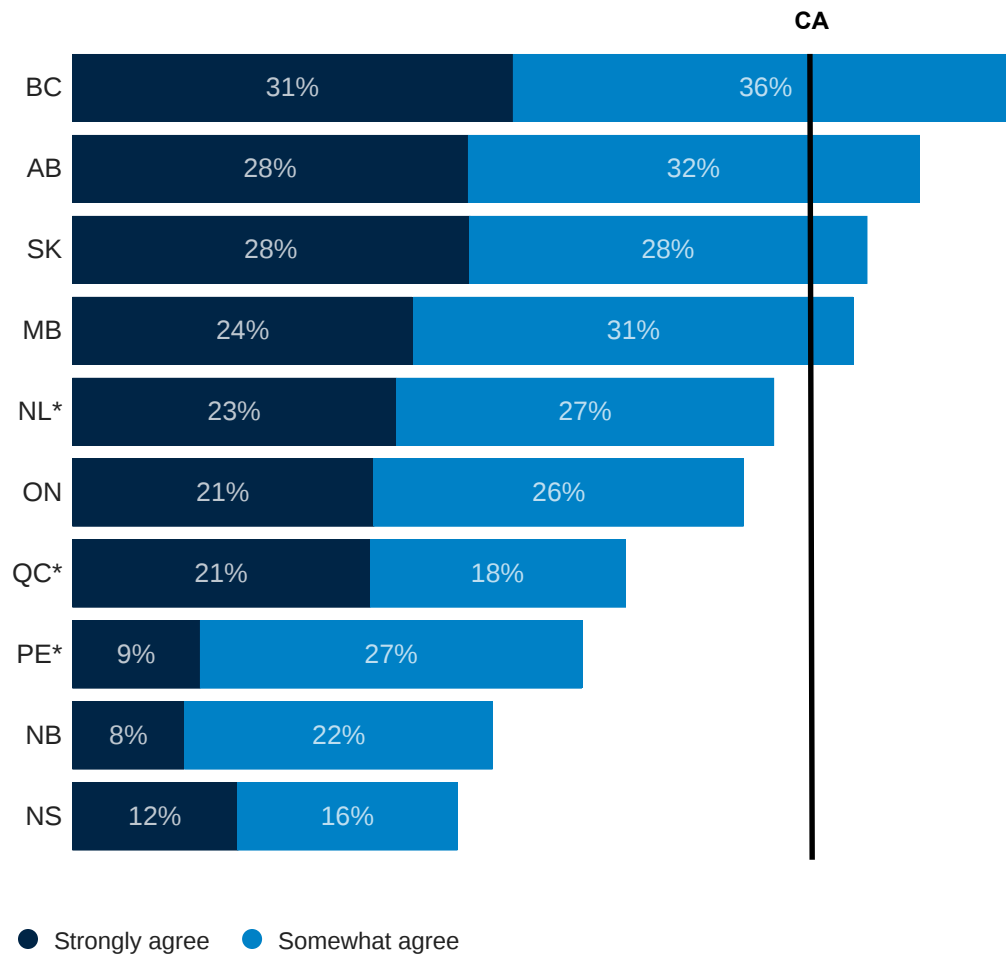
"Material shortages will slow down home construction, which is already an area that is hurting." - *Alberta, Professional services*

Source: CFIB, Your Voice – July 2023 survey, July 6-25, 2023, final results, n = 1,615.

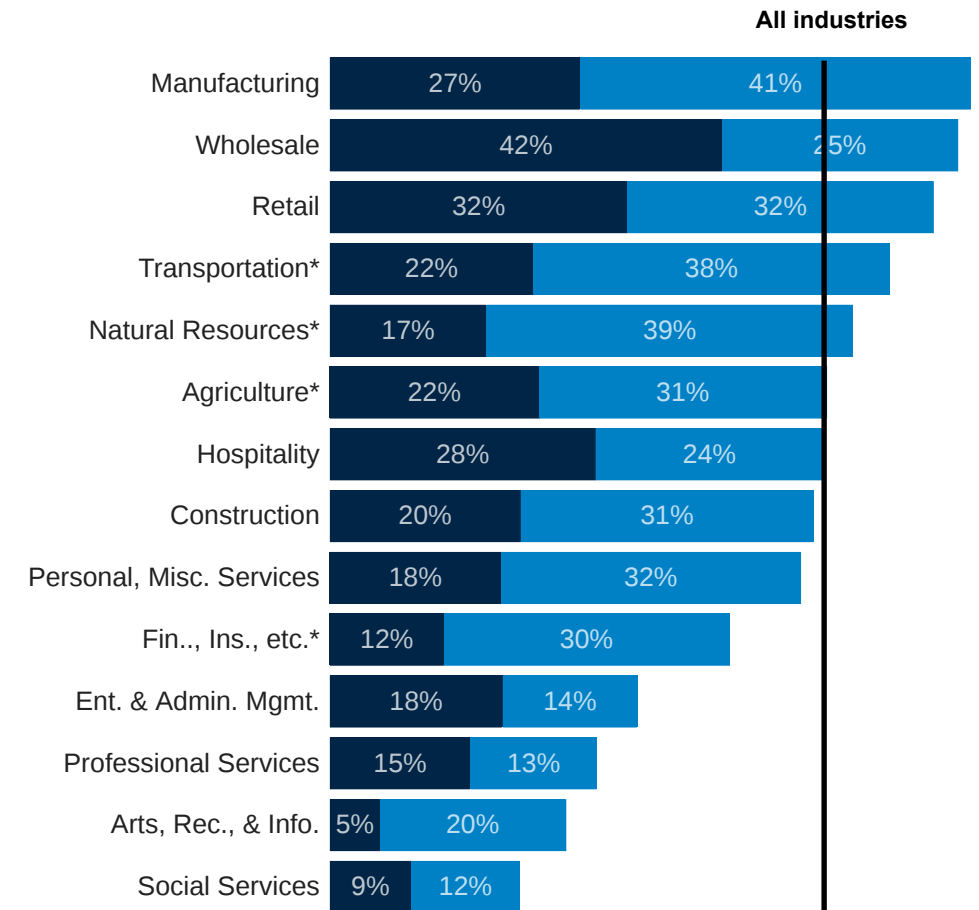
Note: Total may not add up to 100% due to rounding



Reported BC strike will negatively impact their business, by province (Ordered by NET AGREE)



Reported BC strike will negatively impact their business, by sector (Ordered by NET AGREE)



Source: CFIB, Your Voice – July 2023 survey, July 6-25, 2023, final results, n = 1,615.

Question: "My business will be negatively impacted by the strike at British Columbia's ports."

Notes: (1) *Small sample size (<40); (2) Totals will not add up to 100% as only values for strongly agree and somewhat agree are shown.

Questions or data requests

Simon Gaudreault

Chief Economist and Vice-President, Research

simon.gaudreault@cfib.ca

Marvin Cruz

Director, Research

marvin.cruz@cfib.ca

Additional information

All CFIB research



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research@cfib.ca