



# BizPulse Canada

a comprehensive study into the strategies, priorities, needs, plans, and outlook of small and midsize businesses in Canada



## Small and midsize business owners are concerned, emotional, and anxious... yet optimistic

Business owners' income has been hugely impacted by COVID-19, and they are very concerned about the potential impact of a second wave of the virus in the future. Most believe life will never be the same, even after COVID-19 is behind us. Through all of this, business owners remain more optimistic about the future than others.

**SME owners are...**

# +27%

**more concerned**  
about COVID-19 than non-  
business owners

### Top Emotions Among Business Owners

		vs. TOTAL Canadians
Anxious	39%	+3%
Frustrated	38%	+4%
Optimistic	37%	+6%

I believe there will be a second wave of COVID-19 where I live

82%

I don't think life will ever be the same, after the virus

75%

I am stressed, or concerned about money and finances

71%

I worry about my financial ability to handle a second wave of COVID-19

66%

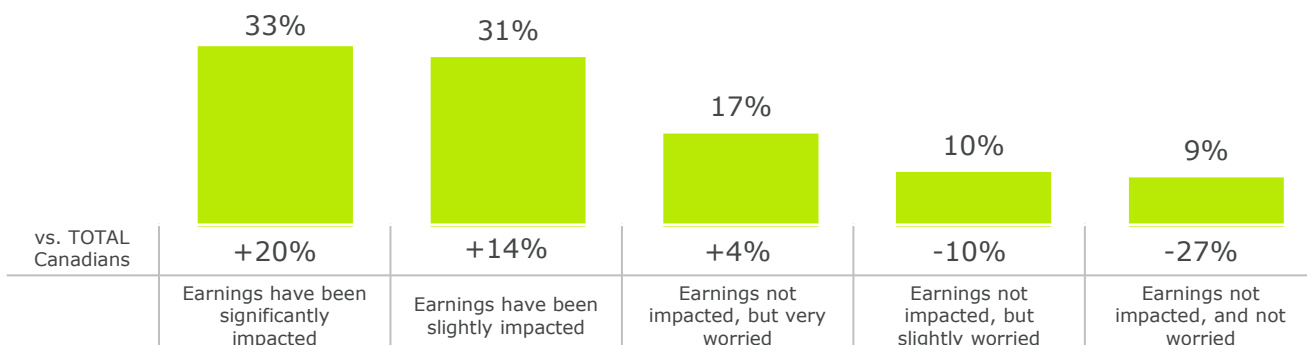
Where I live, things are going to get worse before they get better

47%

I am worried about being able to pay my bills if this keeps up much longer

47%

### Impact on Earnings



## About this Report

In this study to be run three times annually, we will explore an ever-evolving set of issues impacting the operations and success of Canadian small and midsize businesses. What are their needs? Which of these needs are not being met by current providers or partners? What is their business outlook? How are they staffing? How are they working? How are they working through COVID-19, and how will their business be different coming out of the pandemic? Over time, this program will keep subscribers informed on these topics and others.

## Study Audience

**1,000**  
per wave

Owners, executive leaders, and decision-makers who lead small and midsize businesses, in a variety of industries, across Canada.

	Sample Size
British Columbia	150
Alberta	90
Saskatchewan/Manitoba	75
Ontario	375
Quebec	220
Atlantic Canada	90
<b>TOTAL</b>	<b>1,000</b>

	Sample Size
0 employees (sole proprietors)	200
1-29 employees (Small Business Owners)	500
30-99 employees (Small Business Owners)	100
100-499 employees (Owners, C-Suite)	100
500-2,499 employees (Owners, C-Suite)	100
<b>TOTAL</b>	<b>1,000</b>

Respondents will represent businesses in varying industries. We will put forth best efforts to achieve at least n=75 completes in each of the following industries: retail, manufacturing, construction, transportation/logistics, professional services, and agriculture.

With key analysis and reporting among...

Black-owned businesses

Businesses owned by non-Black minorities

Female-owned businesses

Millennial-owned businesses

Contractors working in the gig economy

Franchises



# Wave 1 Topics of Exploration

We will explore a variety of topics on a rotating basis, providing extensive insights into the evolving world from the eyes of small and midsize businesses.

## Revenue, Cash Flow, Finances



- Revenue and cash flow outlook (including COVID-19 impact)
- Growth projections
- Financing needs and plans
  - Need/willingness to take on debt to keep business running, including government funding
- Government support:
  - Awareness and need for government support
  - Eligibility, and whether applied and received
  - Evaluation of government support programs/provisions

## Operations



- How has business/delivery model changed?
  - Impact on business; more difficult, slower, more costly, easier, cheaper, etc.
- Has COVID-19 revealed any operational practices they will continue after the pandemic?

## Health Steps and Protocols



- Measures in place to protect staff and customers – now and in future
- Understanding adaptation to physical distancing and other requirements
  - Considerations for WFH longer-term?
  - Considerations for changing work environments, including office furniture?
- Support for and confidence in public health protocols
- Sources consulted for guidance on operations and health protocols now and into the future

## Staffing



- Availability – understanding difficulty attracting or retaining talent
  - How has this changed, if at all, during COVID-19?
  - Due to health concerns, CERB or other?
- What have decision-makers heard from employees regarding returning to work, willingness to engage in various elements of work, safety precautions, etc.
  - Challenges with requests?
  - Plans to cater to these requests?

## Sector-Specific Impact and Sentiment

- How do businesses feel about their vendors, suppliers, and providers?
- Are they doing a good job communicating?
- Are they doing enough for you as a business?
- How has COVID-19 impacted your loyalty?



**INSURANCE | BANKING | LOGISTICS | OFFICE SUPPLIES | E-COMMERCE | TELCO | ETC.**

## QUANTITATIVE

We will deploy a 15-20-minute online survey. Including firmographic and industry questions, this leaves about 4-4.5 minutes for each of the five sections above. In the first wave, we will cover each of these topics as broadly as possible, while subsequent waves will be designed to go narrower but deeper into specific elements of business plans and operations.

## QUALITATIVE

We will conduct 12-15 online interviews of owners or senior decision-makers with small and medium Canadian businesses. These interviews will add significant context to the study's findings, and will allow for creation of profiles of challenged and successful businesses as they make their way through 2020.

## Timeline

This program will run three times annually (or once every four months), on the following timeline:

WAVE 1	WAVE 2	WAVE 3
Fielding in September	November/December	April/May

## Investment Options

Subscription pricing and options are available for:

**One Wave, Two Waves, or Three Waves.**

We also offer the option to buy **Proprietary Questions** on each wave, the results of which are only available to you.

Contact us for more specifics.

## Deliverables

Subscribers receive:

- Full PowerPoint report, written and analyzed by Maru industry experts
- Up to two full presentations of results
- Full data tables
- PLUS a complimentary copy and presentation of Maru's report titled "Profile of Canadian Entrepreneurs"

## Contact

If you are interested in subscription or have any questions, please contact your Maru representative, or contact:

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