



Modus  
RESEARCH

# EFFECT OF COVID-19

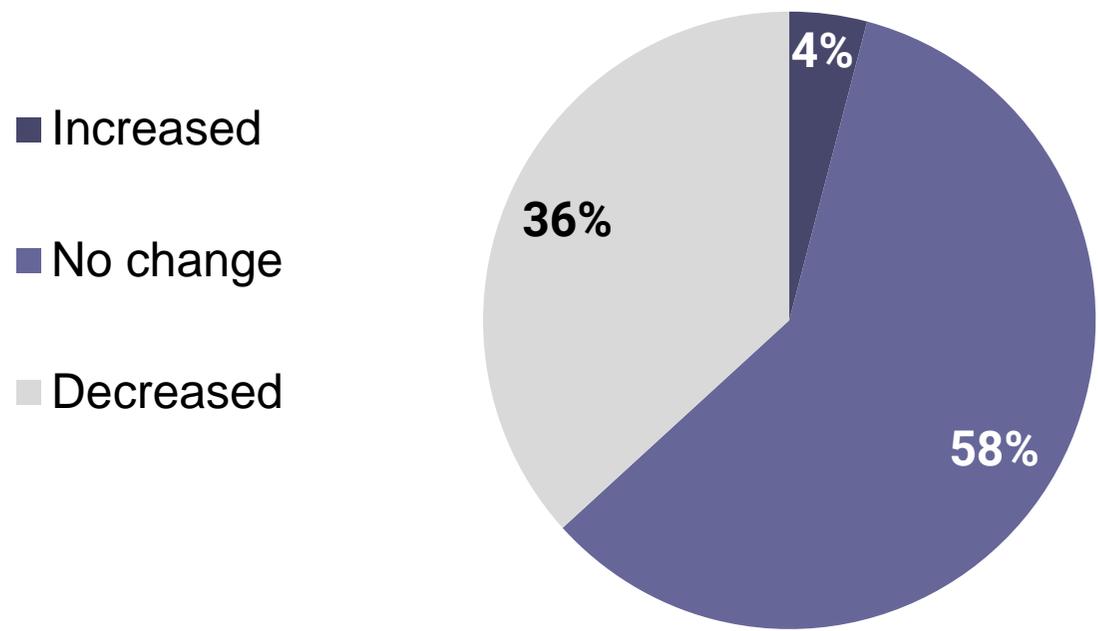
APRIL, 2020

## Uneven labour market



## Change in Number of Full-time Employees

Since the start of the COVID-19 outbreak, has your company increased or decreased its number of full-time employees or has there been no change?



Decrease varies by size:

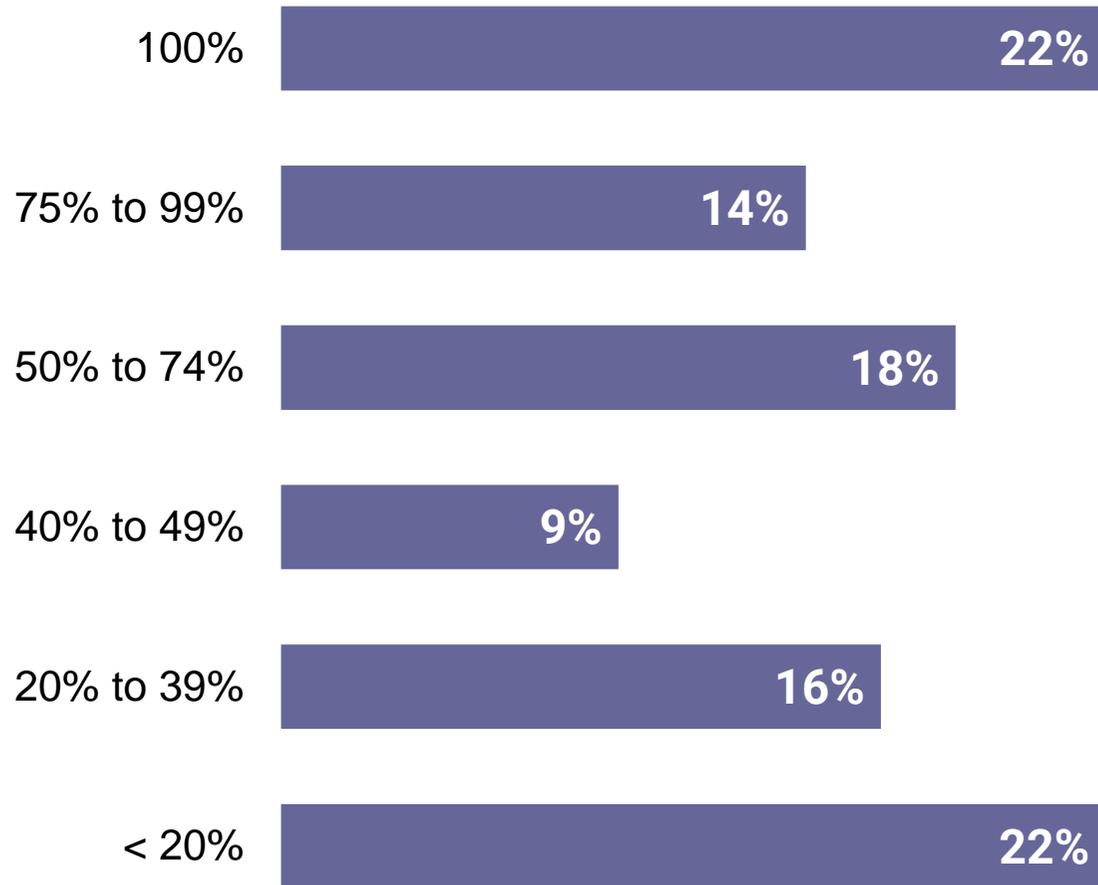
- › Micro (<10): lowest decrease (32%)
- › SME: 10-99 (44%), 100-499 (45%)
- › Large (500+): 38%

By sector, lowest in finance (14%), highest in retail (57%\*). Consistent across other sectors.



## Extent of Reduction in Full-time Positions

By what percentage has the number of full-time employees decreased since the start of the COVID-19 outbreak?

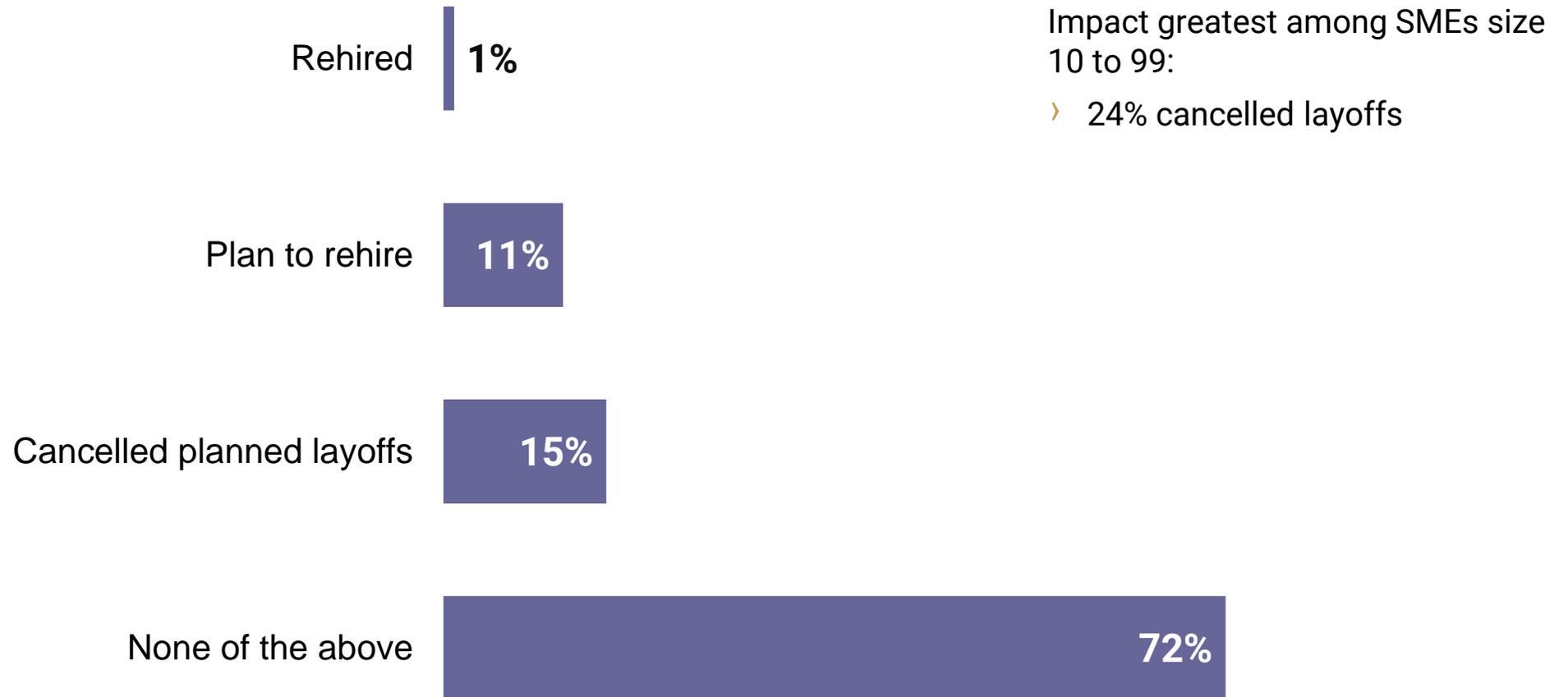


54% companies with FT losses have shed half or more of their full-time employees



## Impact of CEWS on Rehiring and Planned Layoffs

In what ways, if any, has the introduction of the Canada Emergency Wage Subsidy affected your company's decisions around layoffs, rehires, hiring? Please select all that apply.

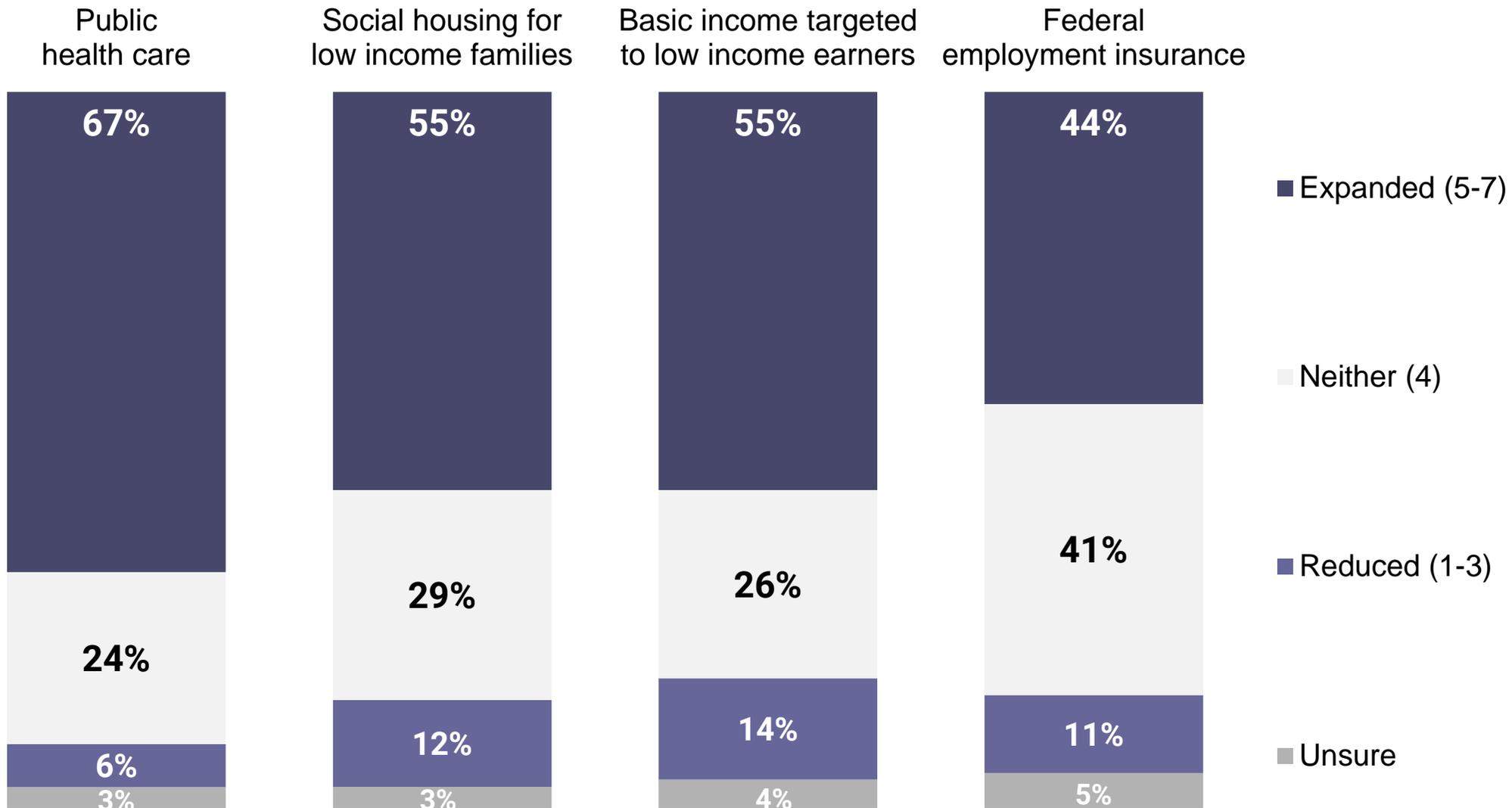


## Expanding role of government (long-term)



## Public Funding for Social Programs

Over the long-term, should public funding for each of the following be expanded or reduced over pre-COVID-19 levels?



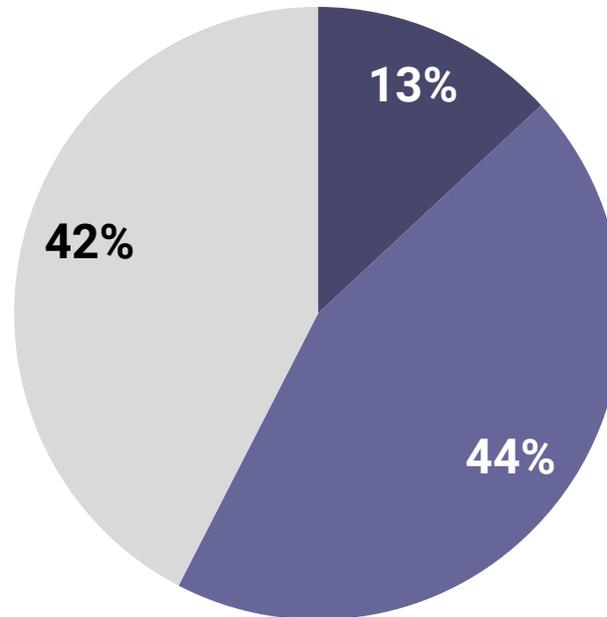
## Changing makeup of the economy



## Full Economic Recovery

In your opinion, how likely are each of the following scenarios over the next 12 months? **The Canadian economy recovers fully from the COVID-19 outbreak**

- Highly likely (6-7)
- Somewhat likely (3-5)
- Unlikely (1-2)



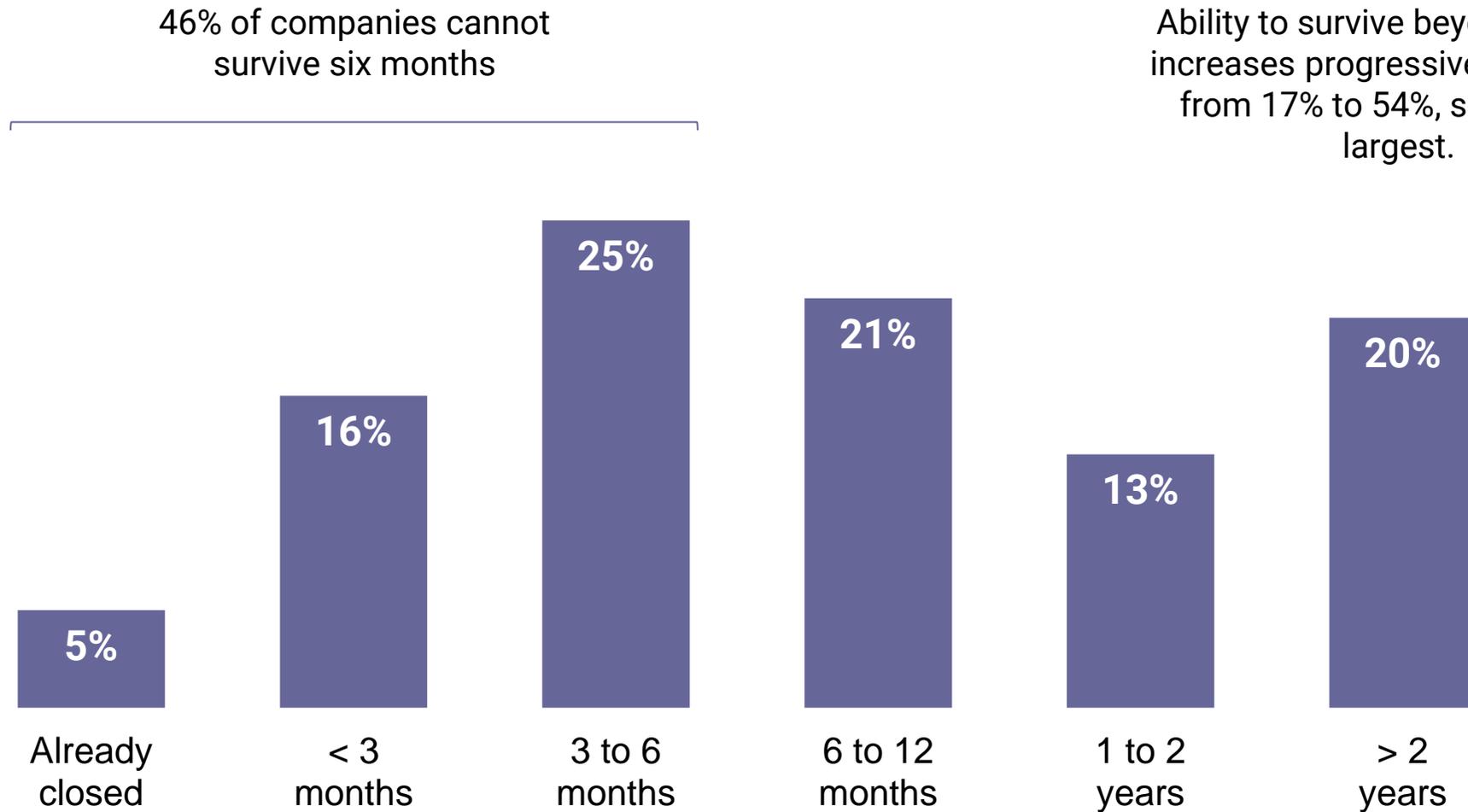
Notable regional variation:

- › Alberta shows lowest confidence with 55% saying unlikely
- › Only a quarter of Quebec business leaders say likewise



## Business Viability

Considering current revenues, cash reserves and available credit, about how long do you estimate that your company can remain viable, assuming current public health restrictions remain in place?

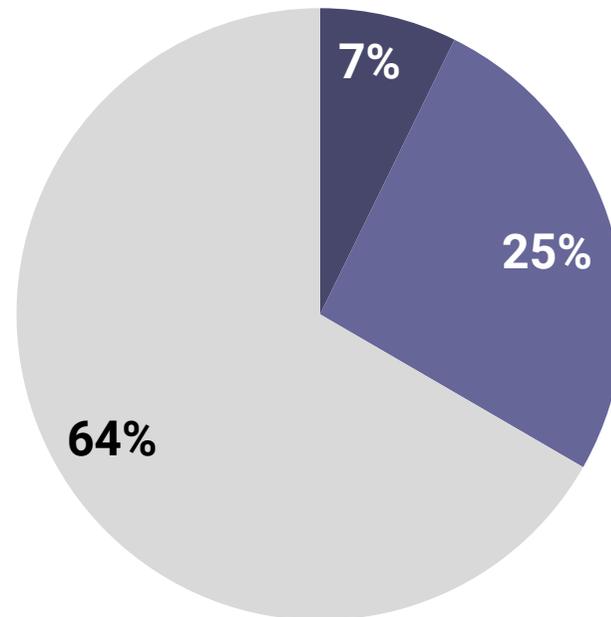




## Year-over-year Revenue Change for March

For the month of March, on a year-over-year basis, have your company's revenues increased, decreased, or remained about the same?

- Increased
- No change
- Decreased



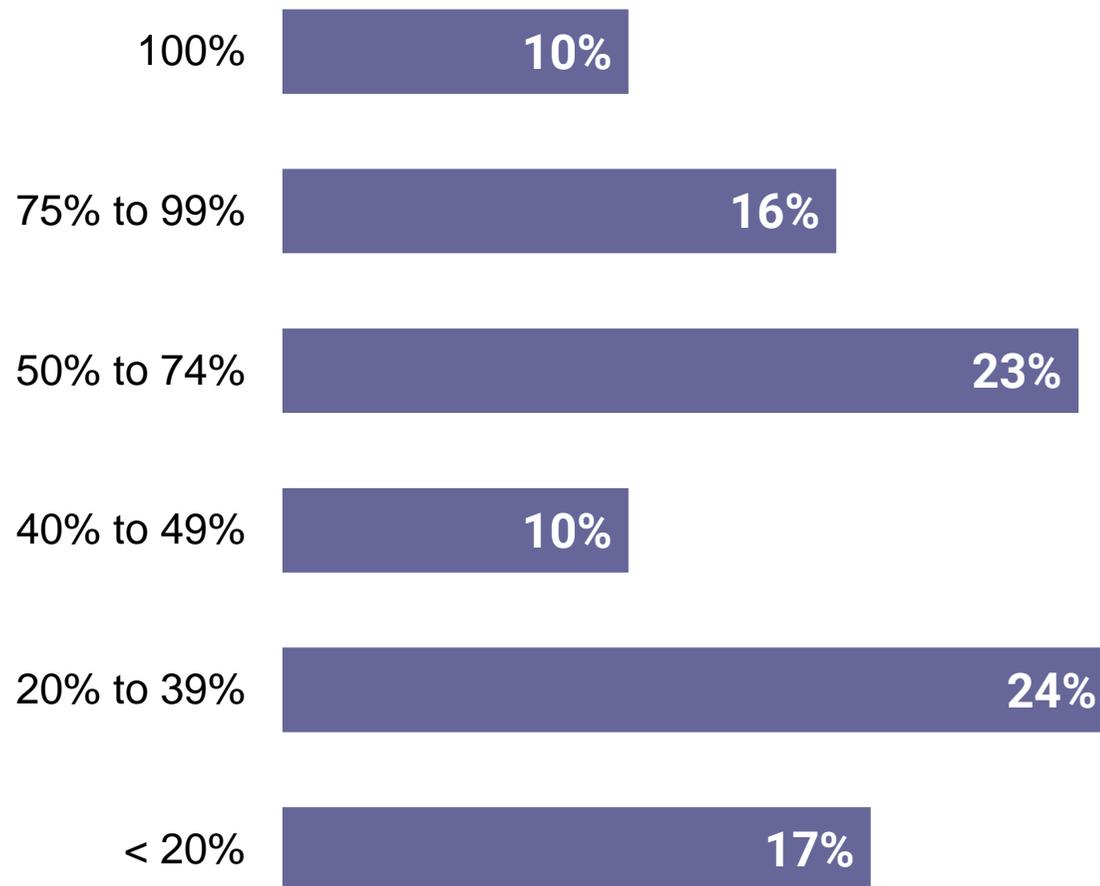
Increase highest among SMEs sized 10 to 99: 12%

Results are otherwise fairly consistent across size, region and sector.



## Extent of Reduction in Revenue

By what percentage has your company's revenues decreased for March?

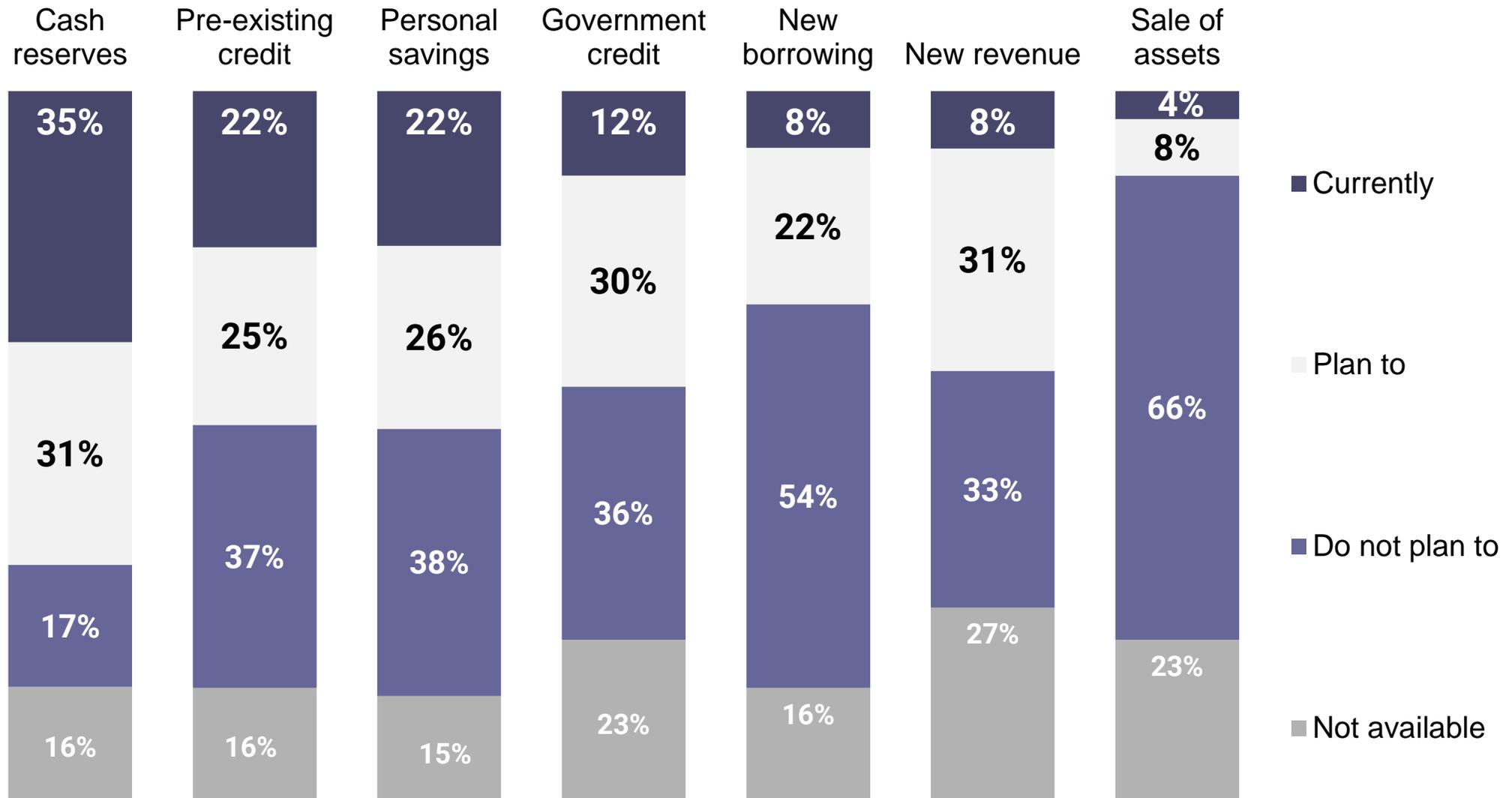


Nearly half have lost 50% or more monthly revenue between 2019 and 2020



## Surviving the next Three Months

Please indicate whether your company will rely on any of the following over the next 3 months.



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R E S E A R C H