



Modus
RESEARCH

COVID AND CANADA 2030 JUNE 2020

TOP-LINE RESULTS

Overview of Top-line Results

This report is a top-line presentation of results for the COVID and Canada 2030 survey carried out in June 2020.

This survey is focused on the short-term impact of the COVID-19 outbreak, business and economic recovery, and the lasting impacts of COVID on both businesses and the economy.

The survey was designed around eight theme buckets:

- Uneven labour market
- Expanding role of government
- Changing makeup of the economy
- Transforming an outdated healthcare system
- Increased investments in technologies
- Disrupted supply chains
- Tackling climate change
- Canada's decline in the global economy

The survey is designed to explore these themes for the immediate impact of COVID, recovery from the outbreak, and the lasting affects of the outbreak.

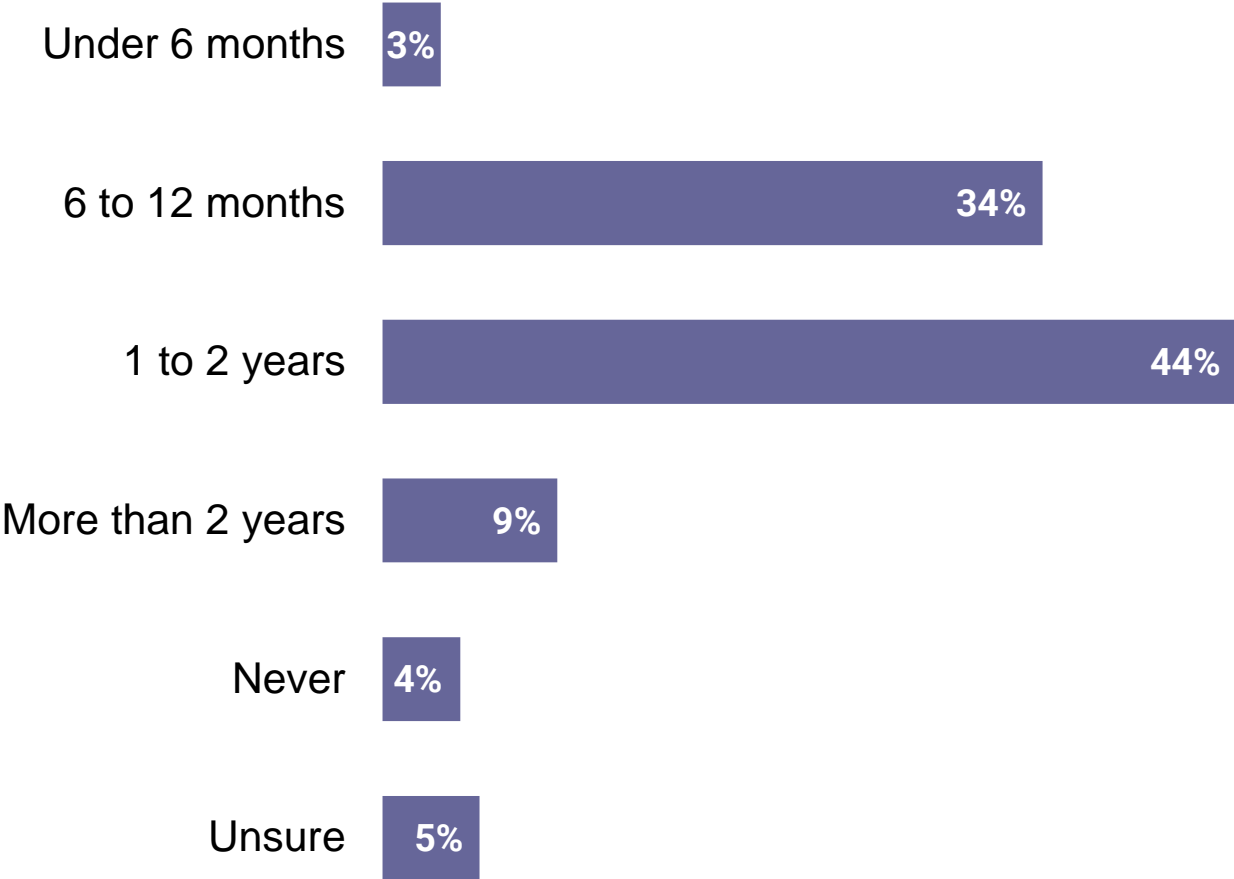
Findings presented in this report are based on a representative sample of 845 Canadian managers and executives via email and SMS invitation from the Modus Business Panel. The survey took place from May 25 to June 21, 2020.

- The data presented in this report have a margin of error of +/- 3.4% at a 95% level of confidence. Survey data have been weighted to Statistics Canada population data for Canadian enterprises by size and region.



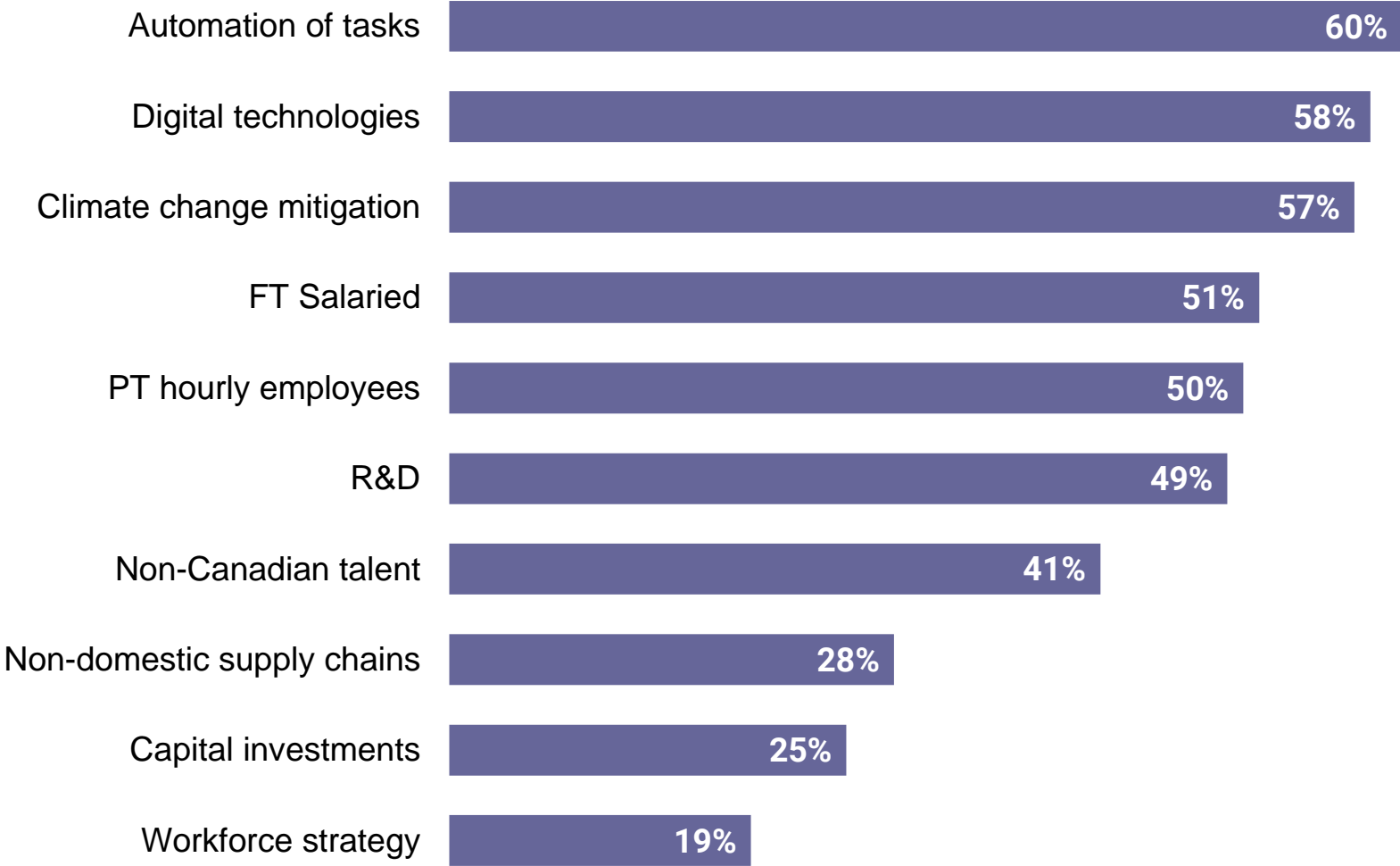
Estimated Time for Vaccine

How long do you think it will be before a vaccine is developed for COVID-19?



Extent of Pre-COVID Investments

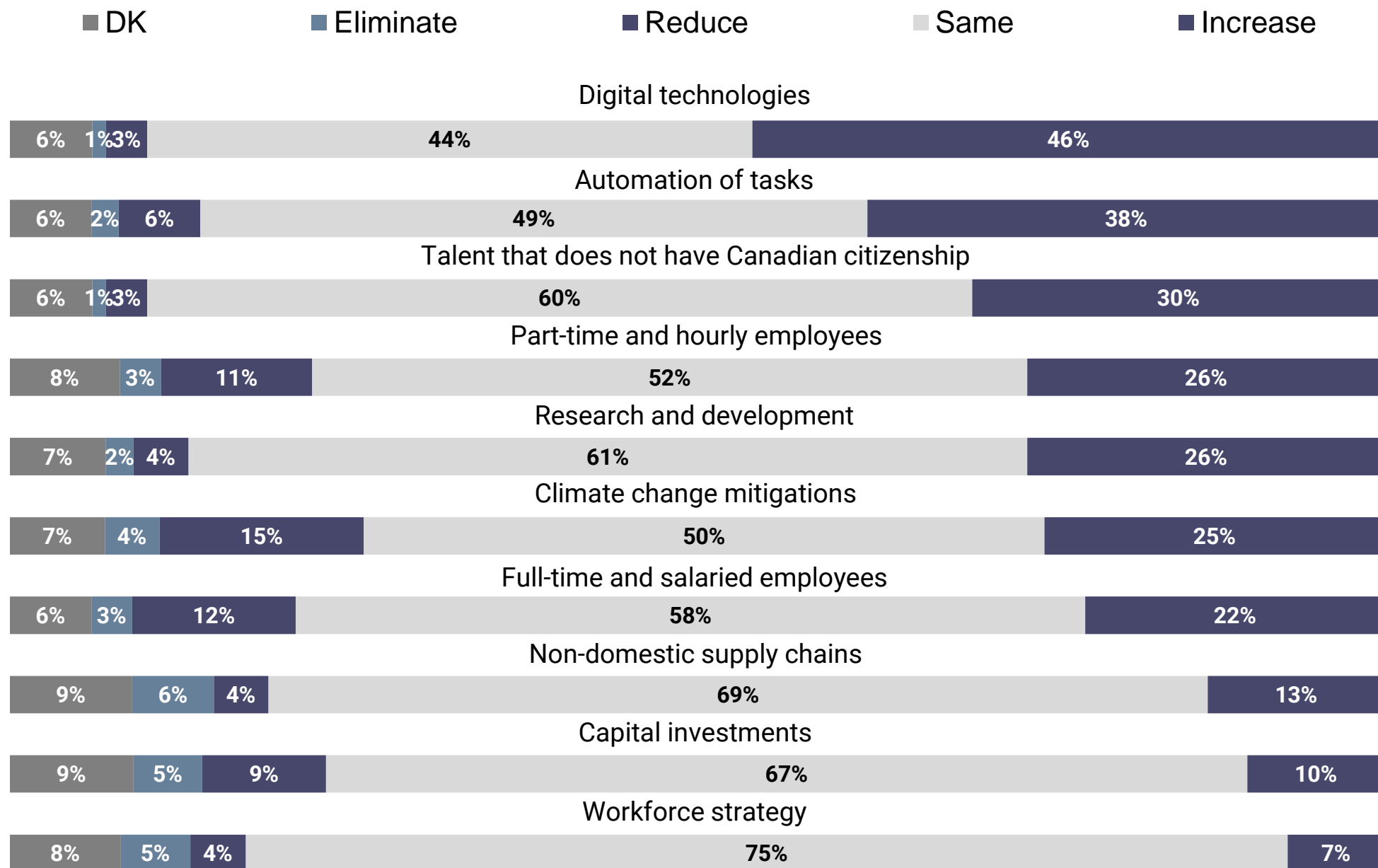
In the 12 months preceding the COVID-19 outbreak, did your company invest in the following?



Those indicating an investment of at least some extent (3-7 on 7 pt. scale)

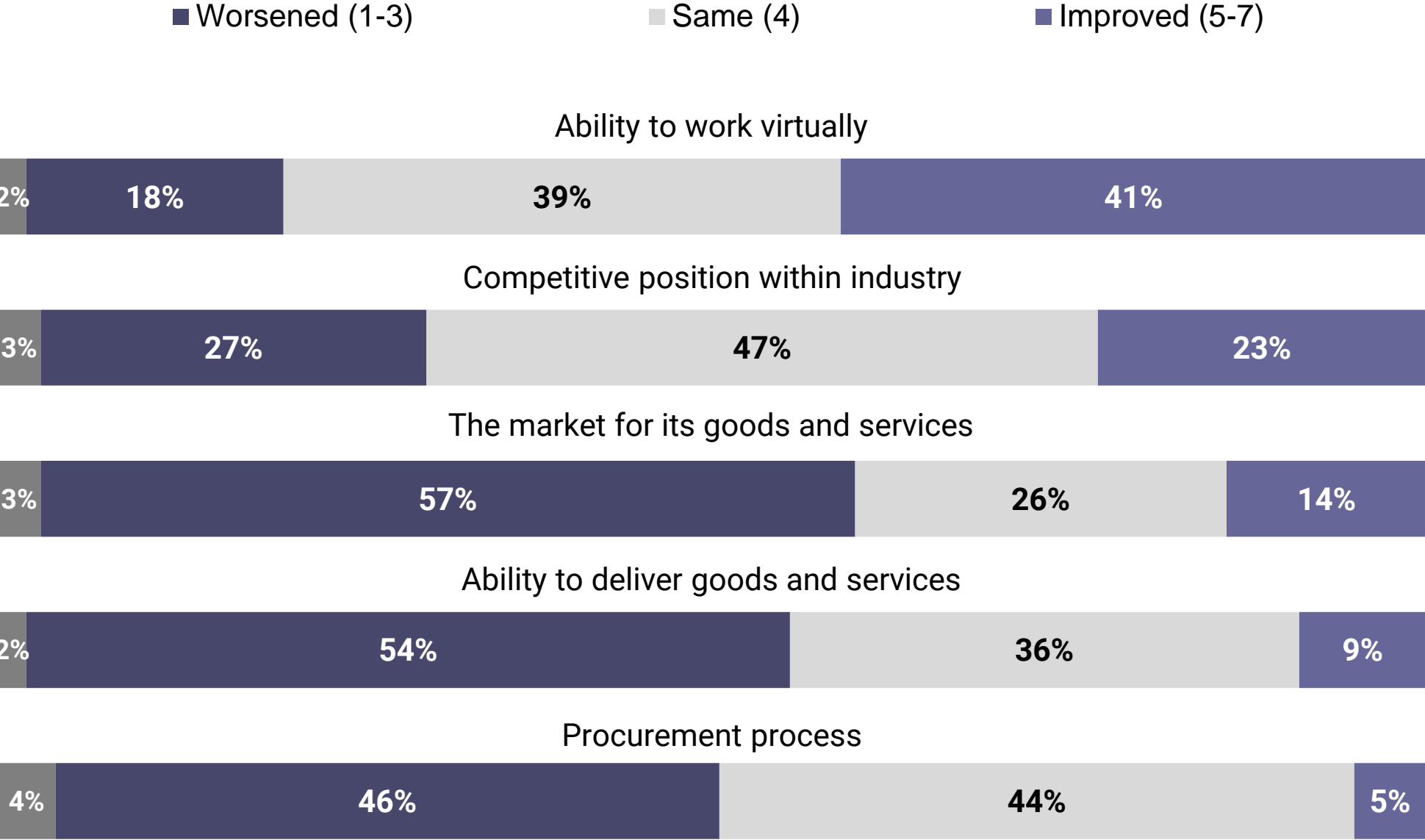
Post-COVID Investment Plans

Over the next 12 months, does your company plan to change investment in each of the following?



Impact of COVID Outbreak

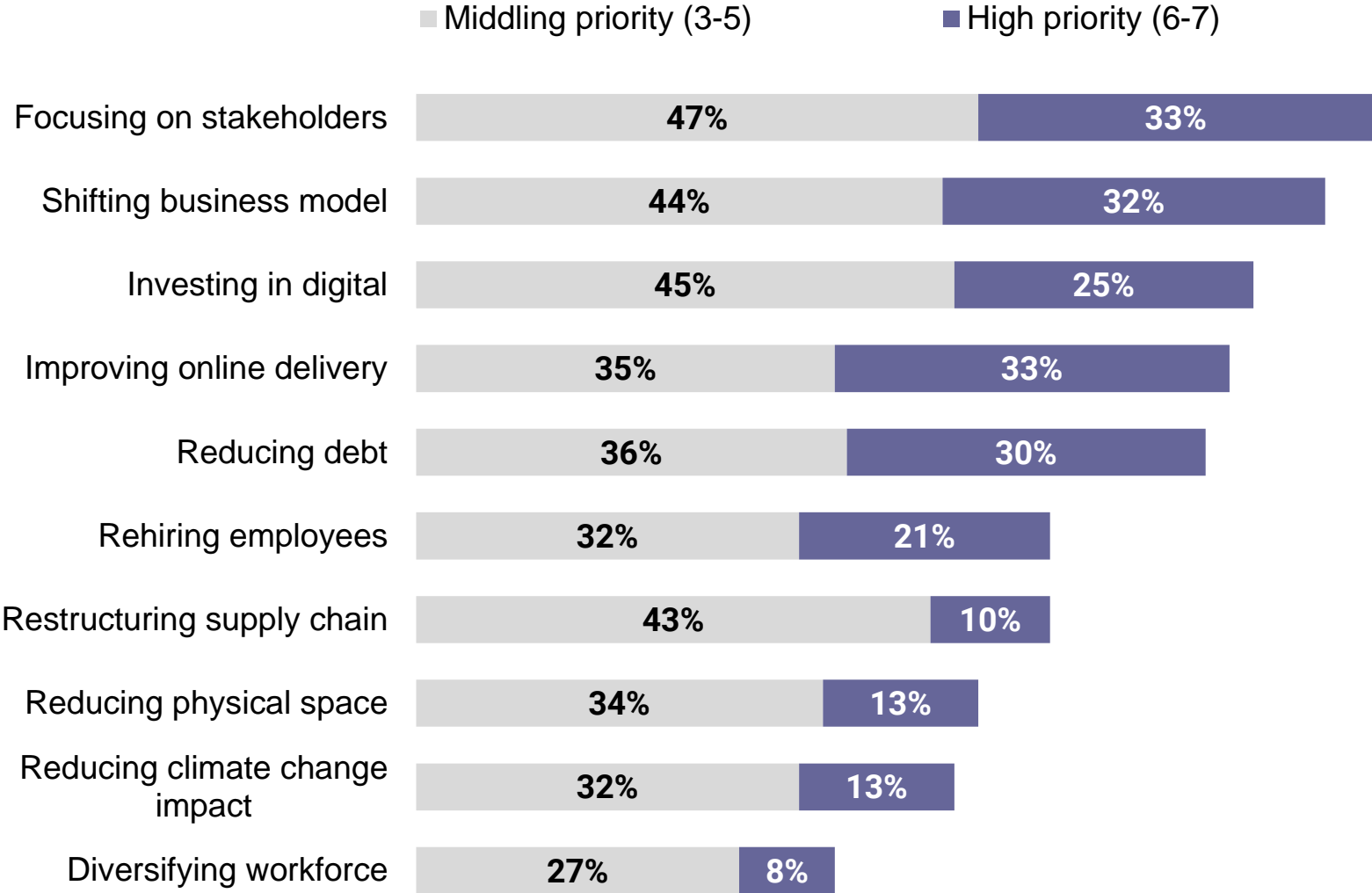
Since the COVID-19 outbreak, have each of the following improved or worsened for your company?



Dark grey = non-response

Post-COVID Business Priorities for Recovery

Thinking now about the post-COVID-19 recovery, what priority should your company place on each of the following?



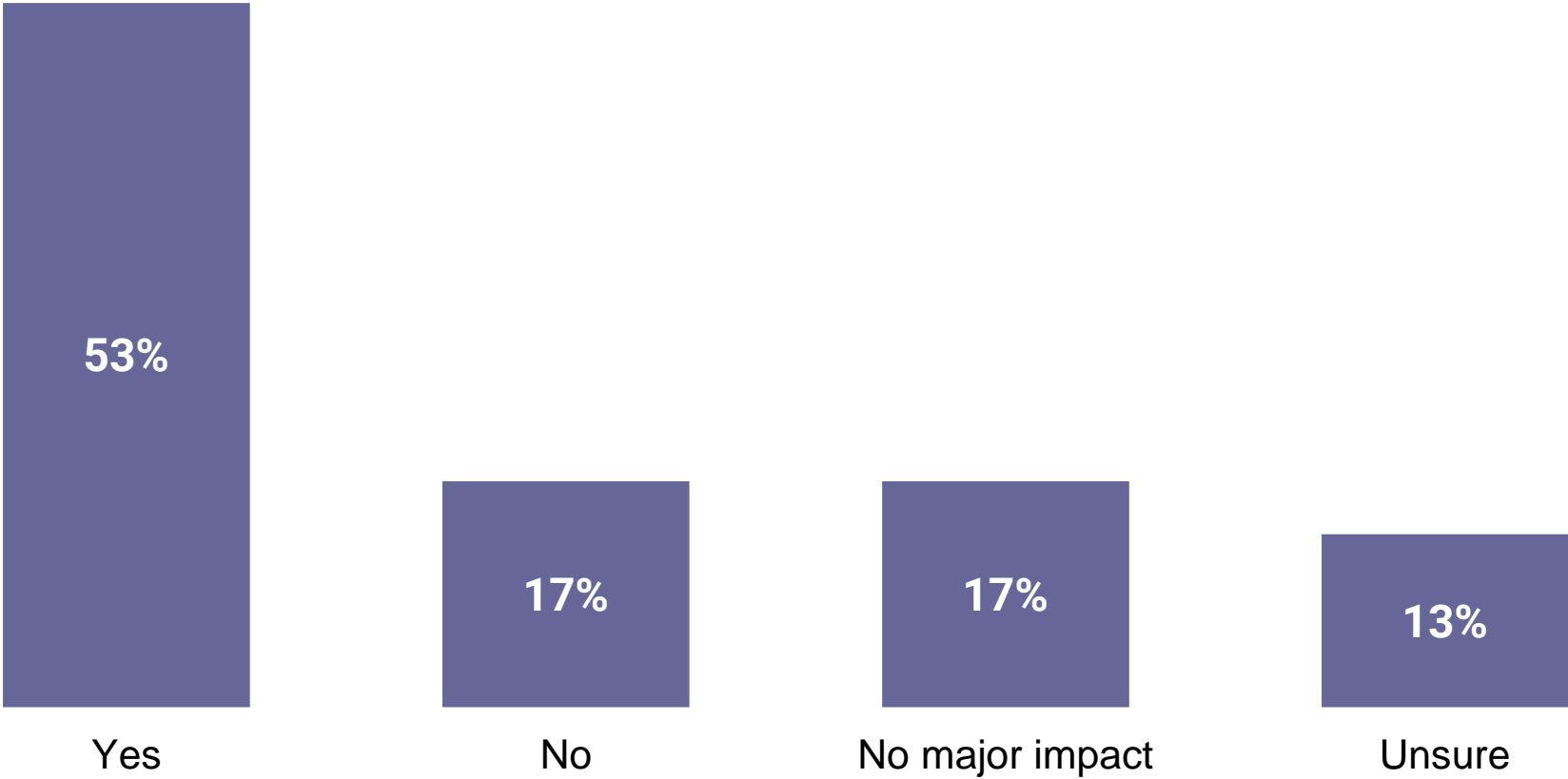
Top Post-COVID Business Priority

Which one of these is the top priority your company for post-COVID recovery?



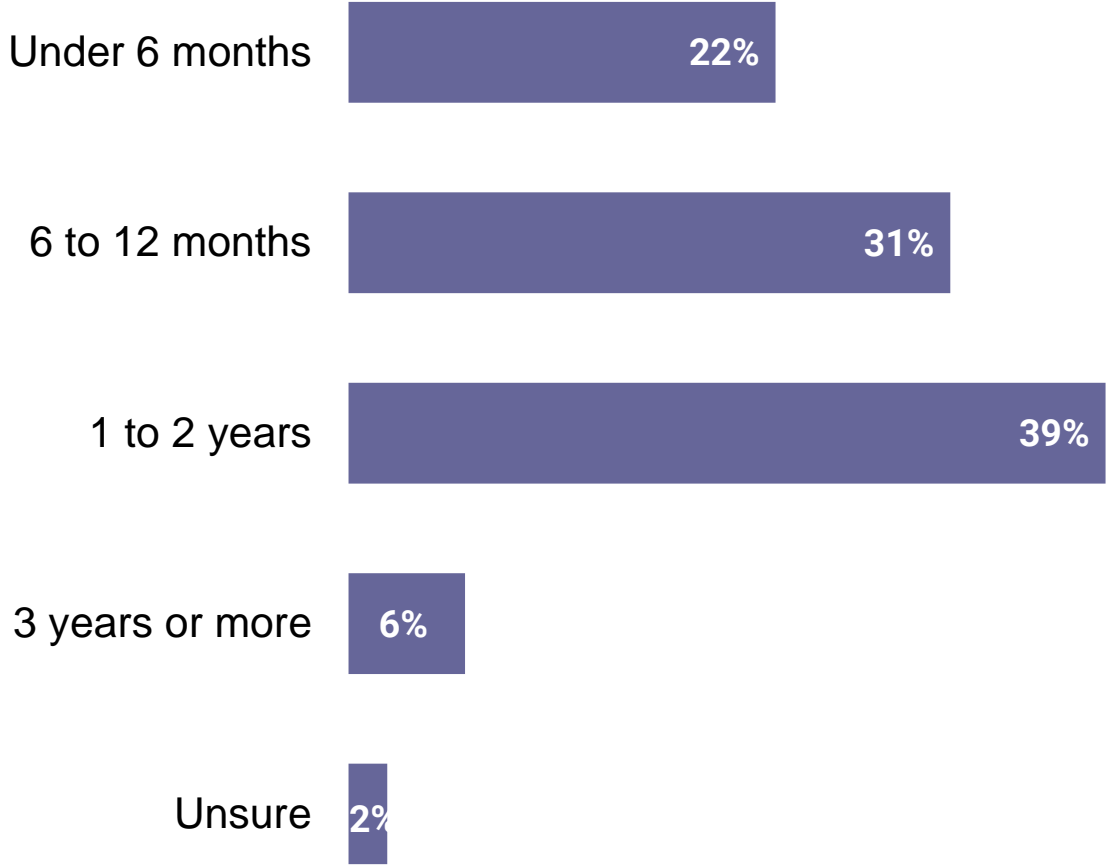
Expectations for Full Recovery

Do you expect your company to fully recover to pre-COVID-19 conditions at some point in the future?



Estimated Time for Recovery

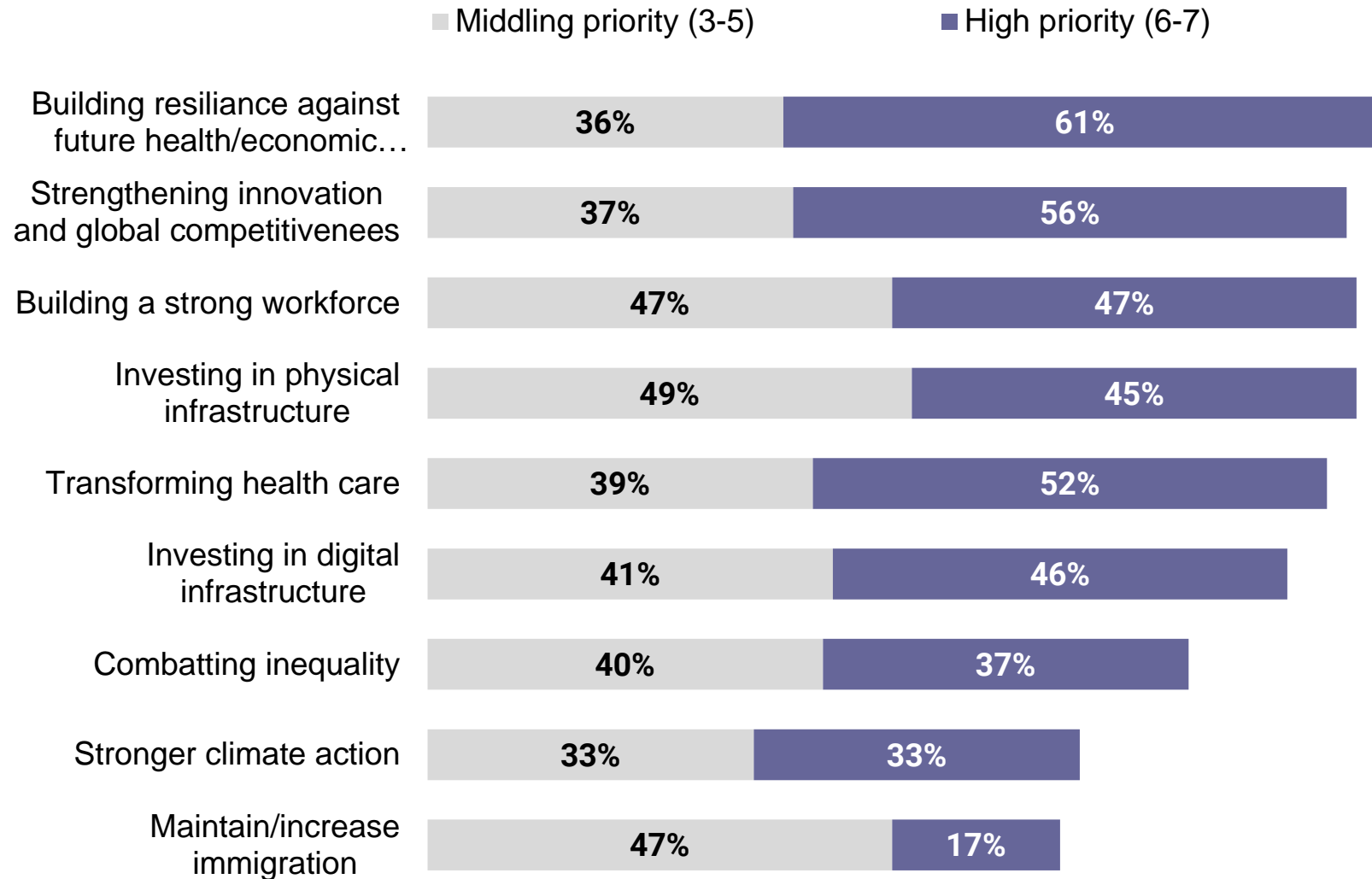
How long do you expect the recovery to pre-COVID-19 conditions to take for your company? (Only businesses that expect full recovery.)



Only those who expect to fully recover (excludes both those who do not expect to fully recover and those indicating no impact); n=504

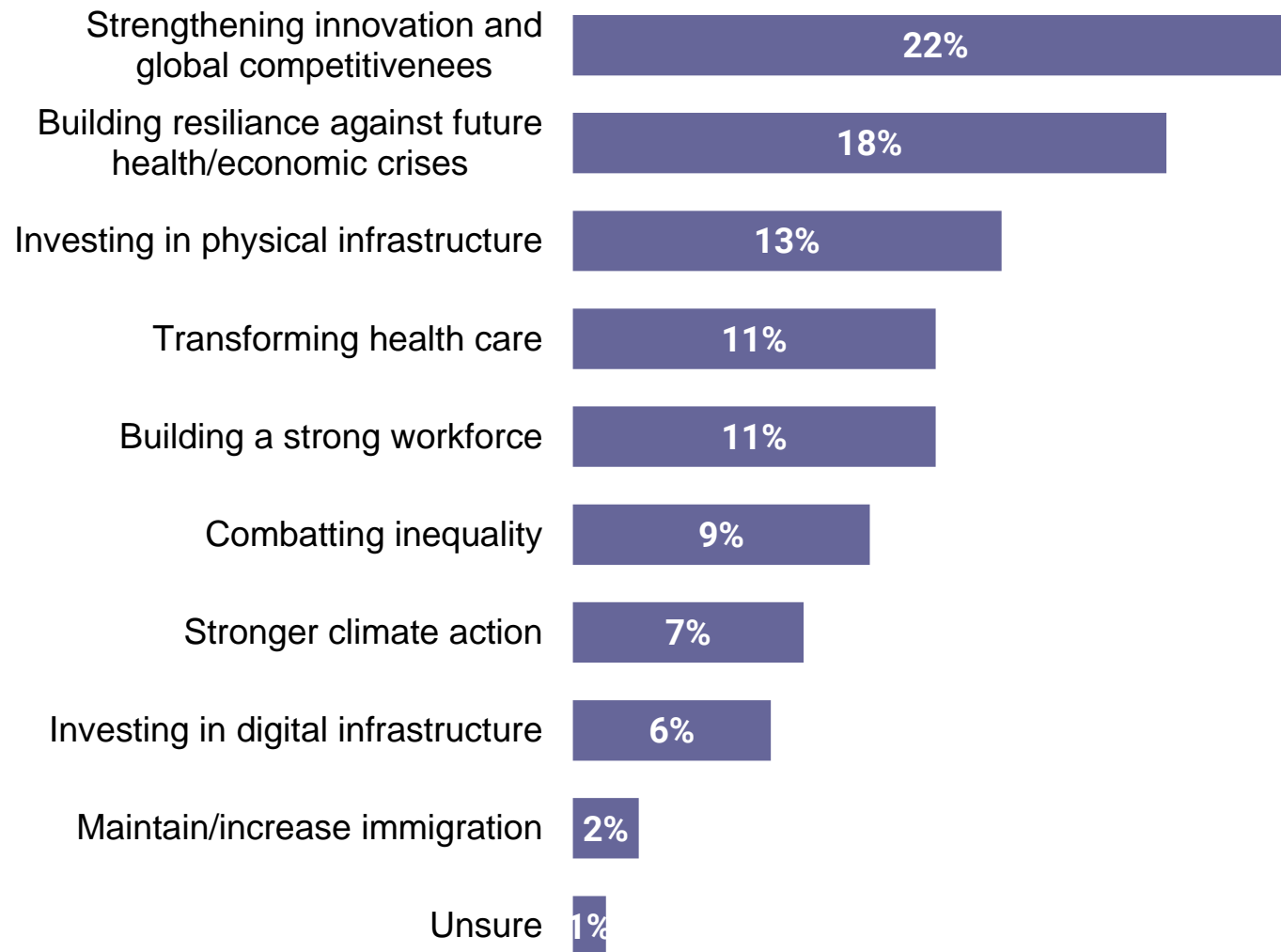
Post-COVID Recovery Priorities for Government

What priority should governments place on each of the following to support a successful transition and recovery for the Canadian economy?



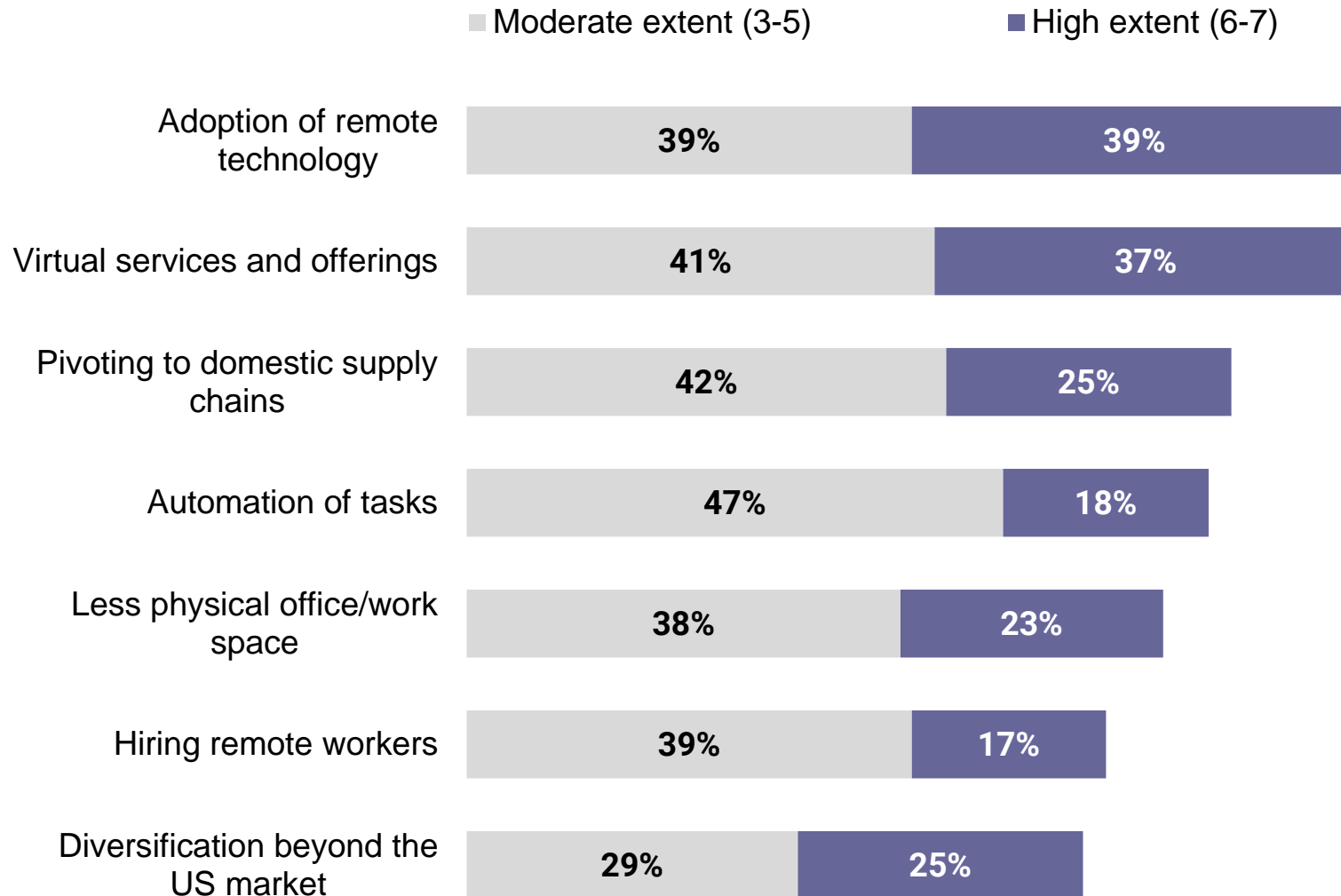
Top Post-COVID Recovery Priorities for Government

Which one of these should be the government's highest priority to support a successful transition and recovery for the Canadian economy?



Lasting COVID Changes to Business

To what extent do you expect each of the following shifts to be lasting COVID-19-related changes to your business over the next 5 to 10 years?

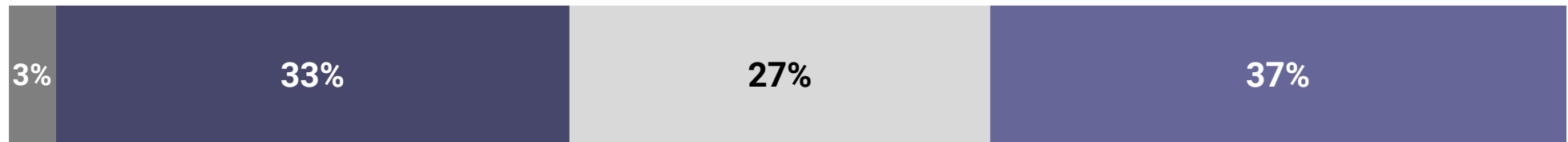


Expectations for Long-term Economic Change

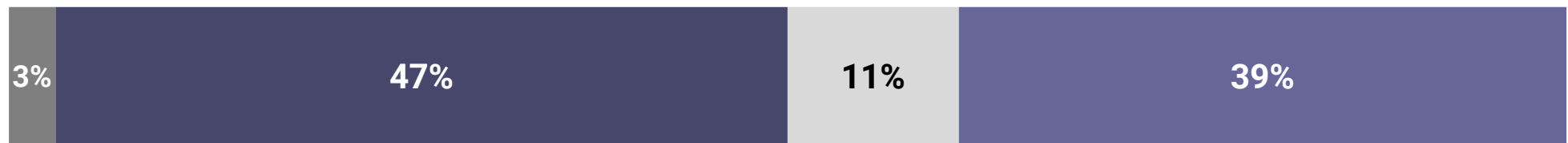
Over the next 5 to 10 years, to what extent do you expect each of the following to improve or worsen compared to their pre-COVID-19 state?

■ Worsened (1-3) ■ Unchanged (4) ■ Improved (5-7)

The long-term economic health of your industry



The long-term economic health of the Canadian economy

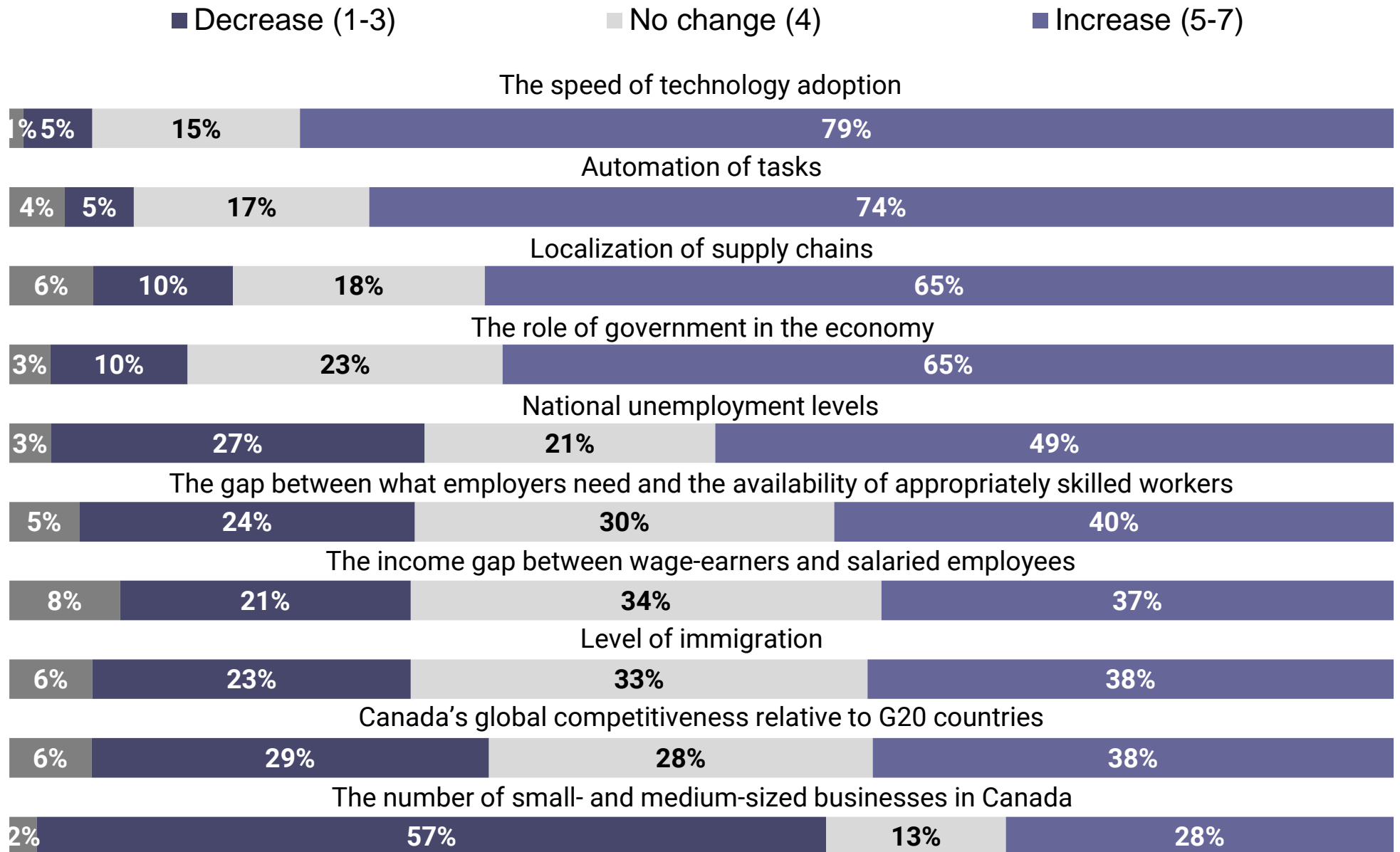


The long-term economic health of the global economy



Long-term Changes

Compared with pre-COVID-19 conditions, do you think each of the following will increase or decrease over the next 5 to 10 years in Canada?



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