



Modus  
RESEARCH

# COVID-19 FALL SURVEY RESULTS

## Overview

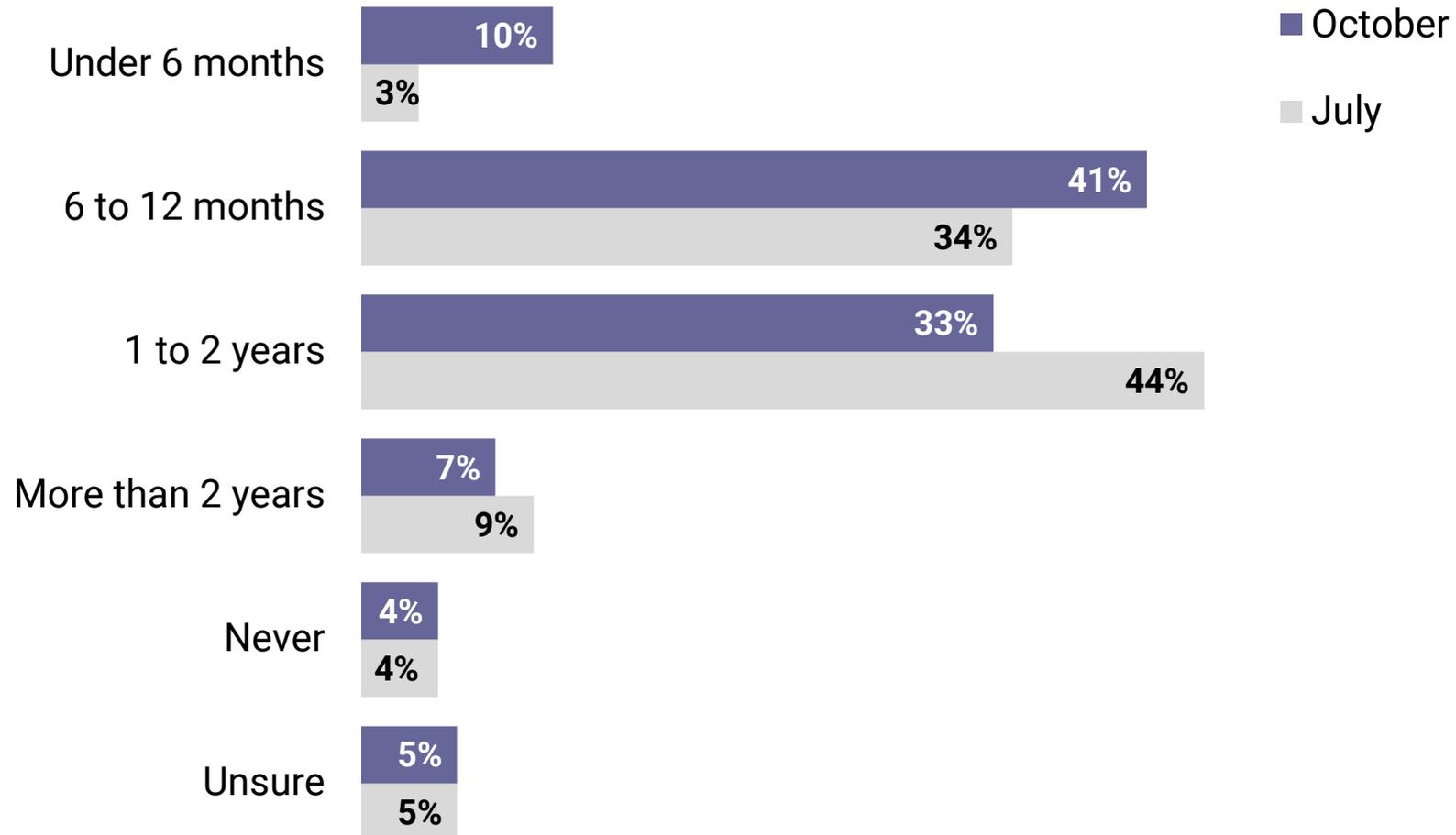
The Fall Edition of the COVID Series is based on a scientific sample of over 1,000 managers and executives of Canadian enterprises.

- The survey ran from October 1 to 15.
- As a scientific sample, the survey data has a valid margin of error of 3.1 percentage points at a 95% confidence interval.
- Results presented in this report include tracking data from the March, April and Summer surveys on COVID. The sample sizes for these surveys are 851, 953 and 835, respectively.



## Estimated Time for Vaccine

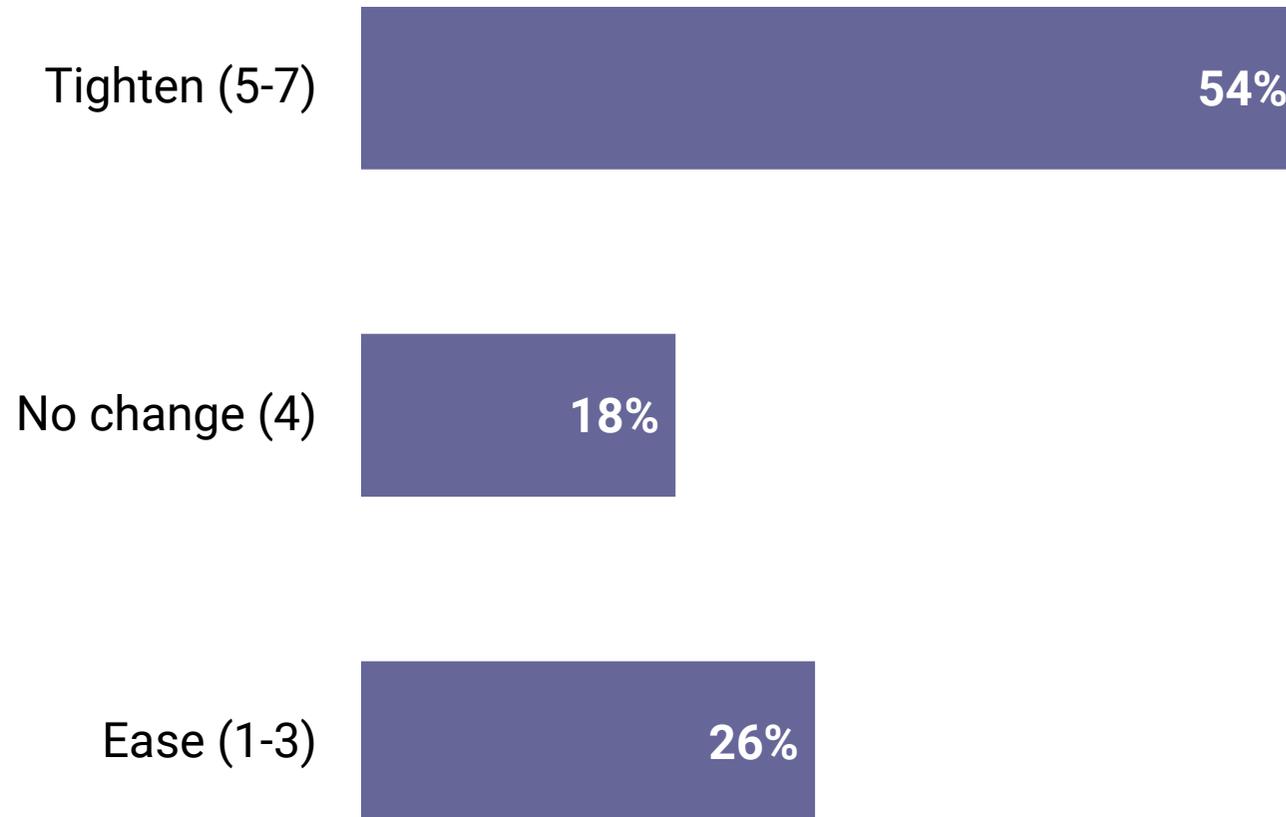
How long do you think it will be before a vaccine is developed for COVID-19?





## Ease or Tighten Public Health Restrictions?

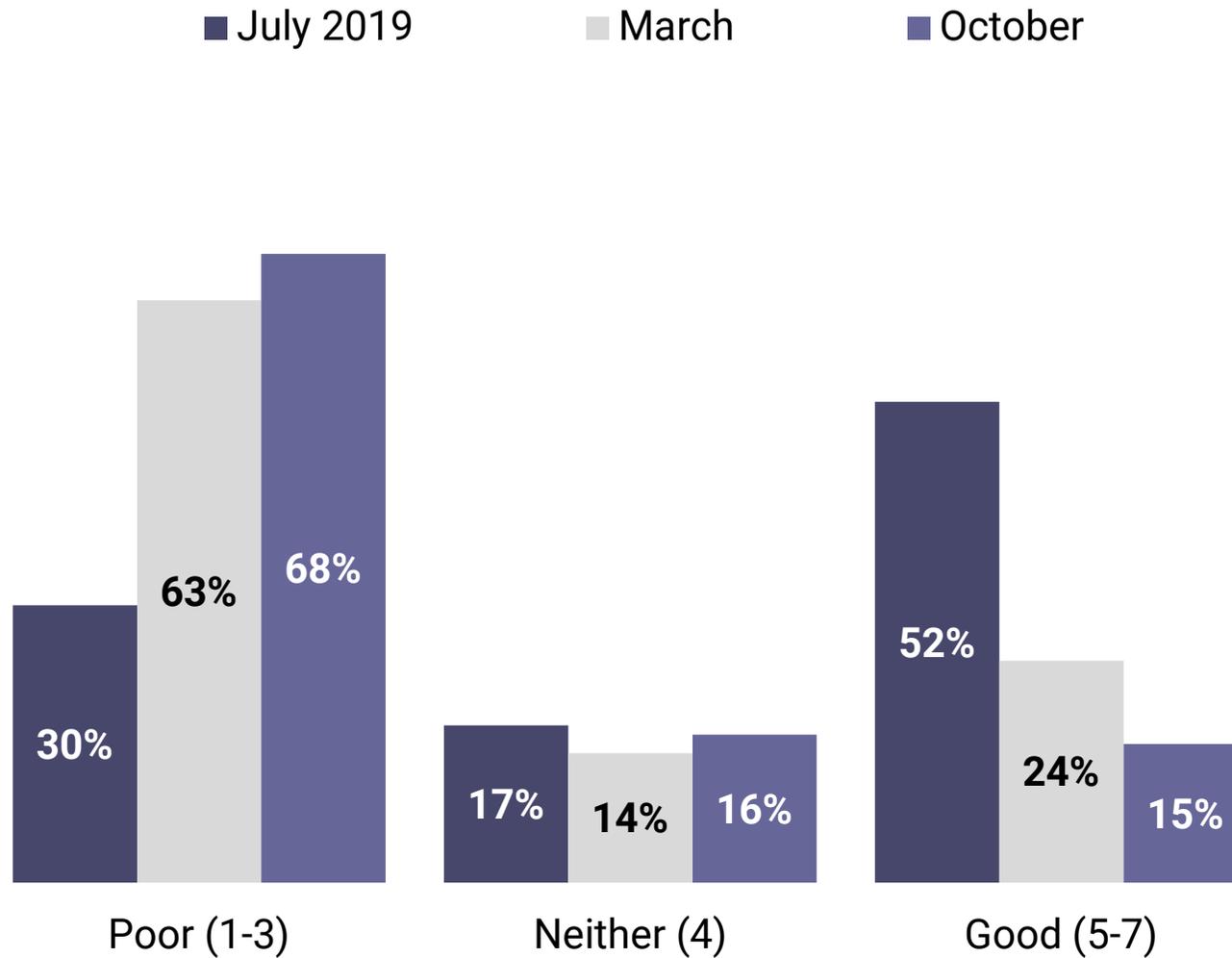
Given the current state of the COVID pandemic, should governments be easing or tightening public health restrictions?





## State of Economy Today

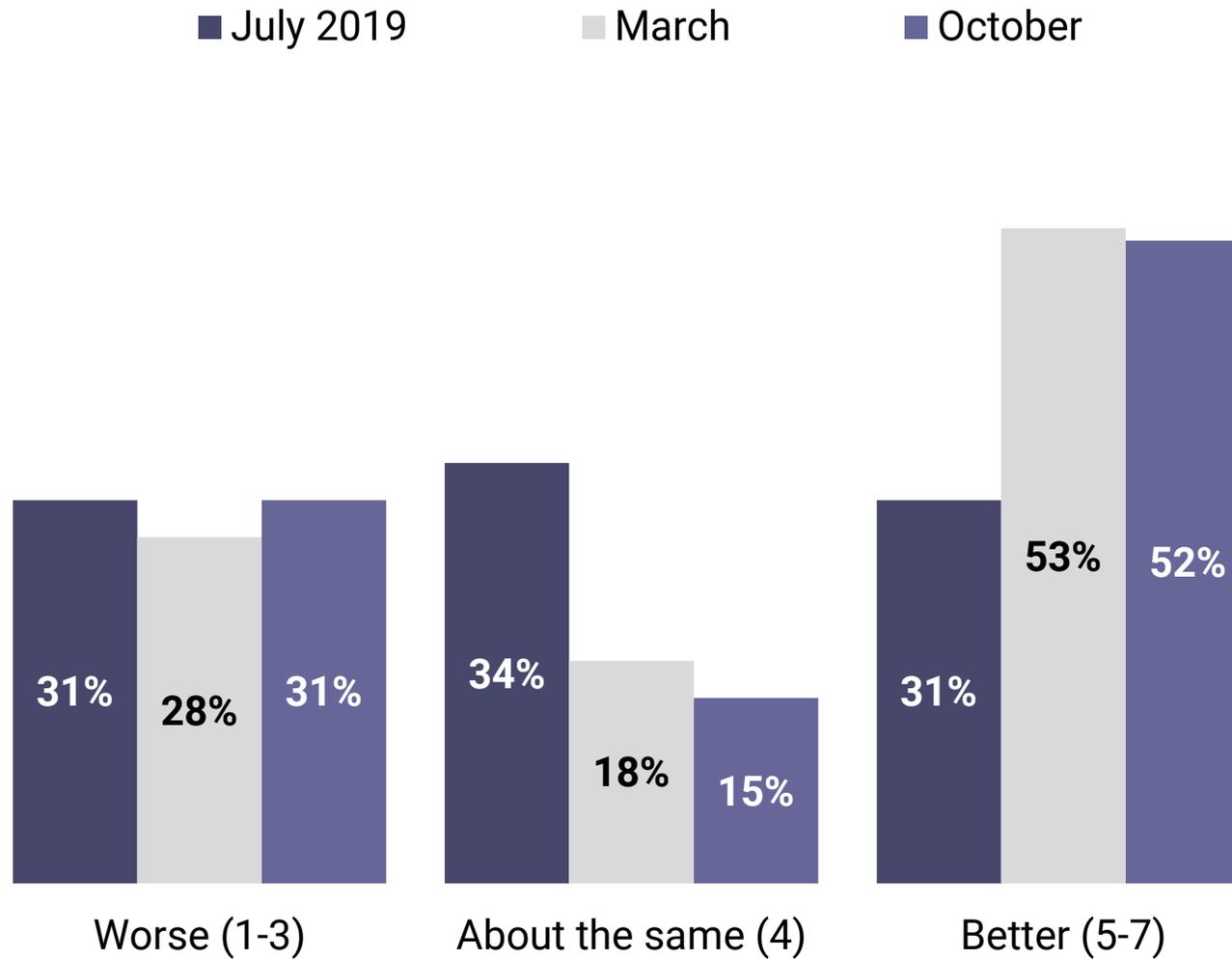
How would you rate the current health of the Canadian economy?





## Long-term Economic Outlook

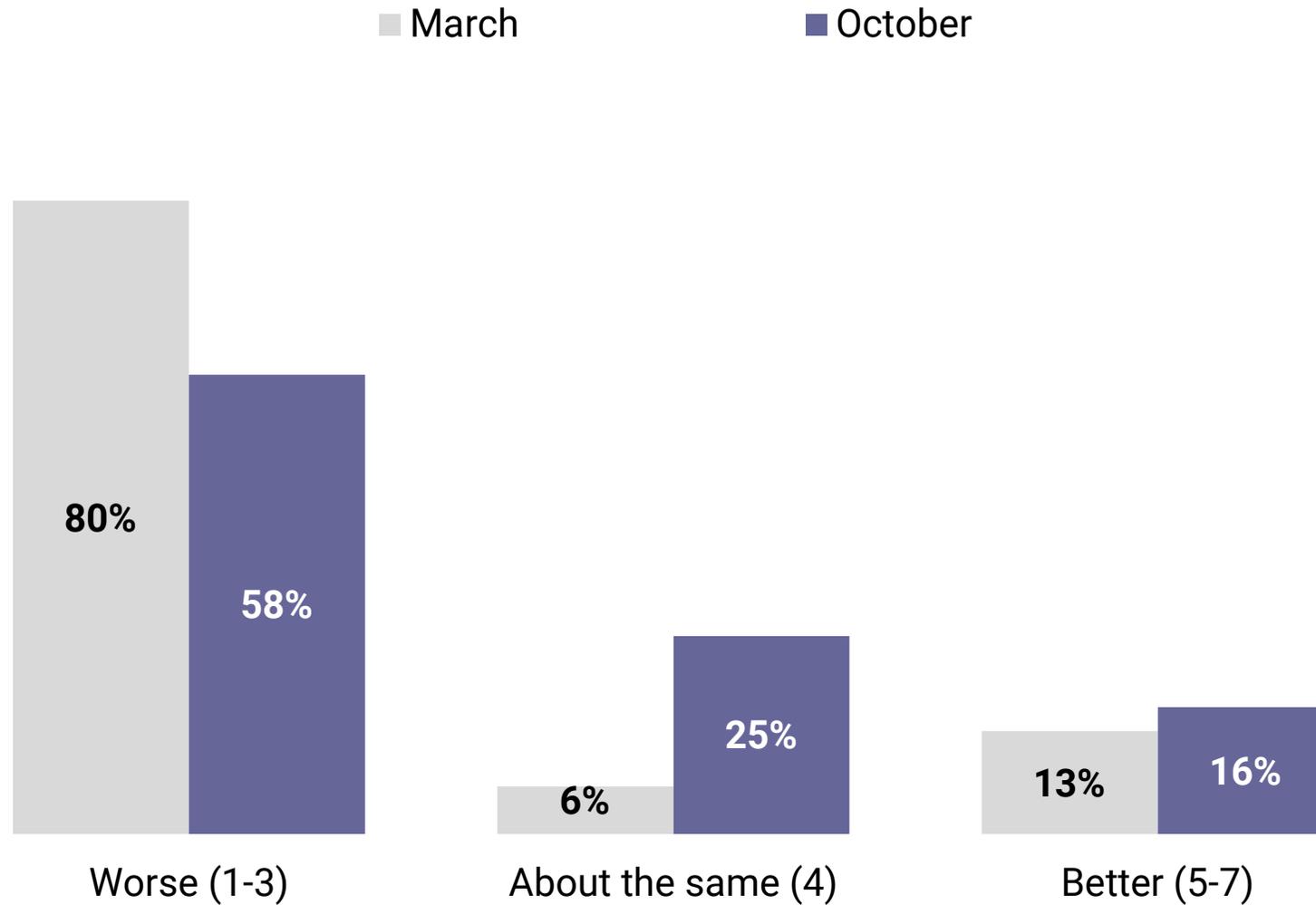
What do you think will be the general outlook for the Canadian economy over the next 5 years?





## Short-term Economic Outlook

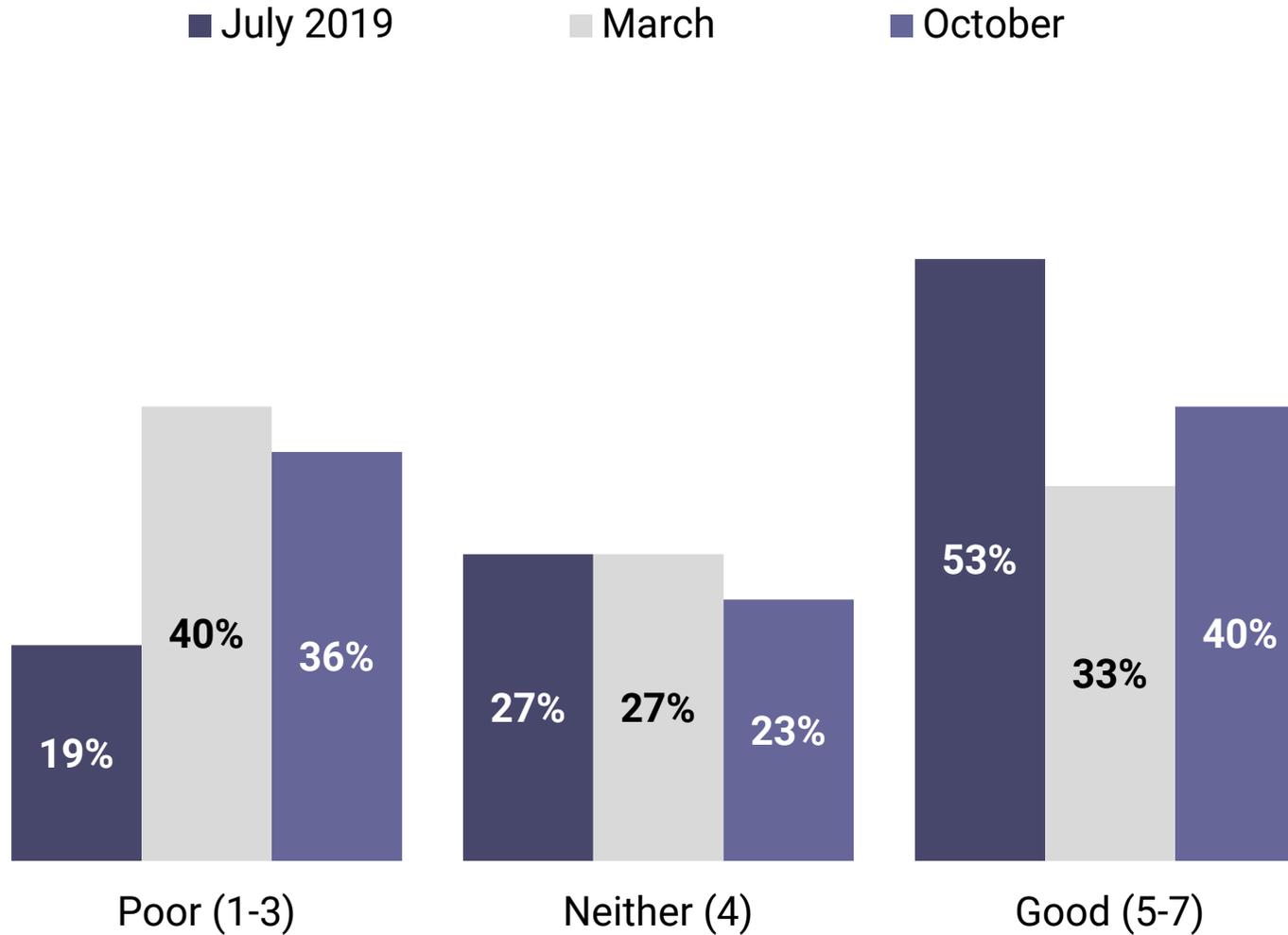
What do you think will be the general outlook for the Canadian economy over the next 12 months?





# State of Business Today

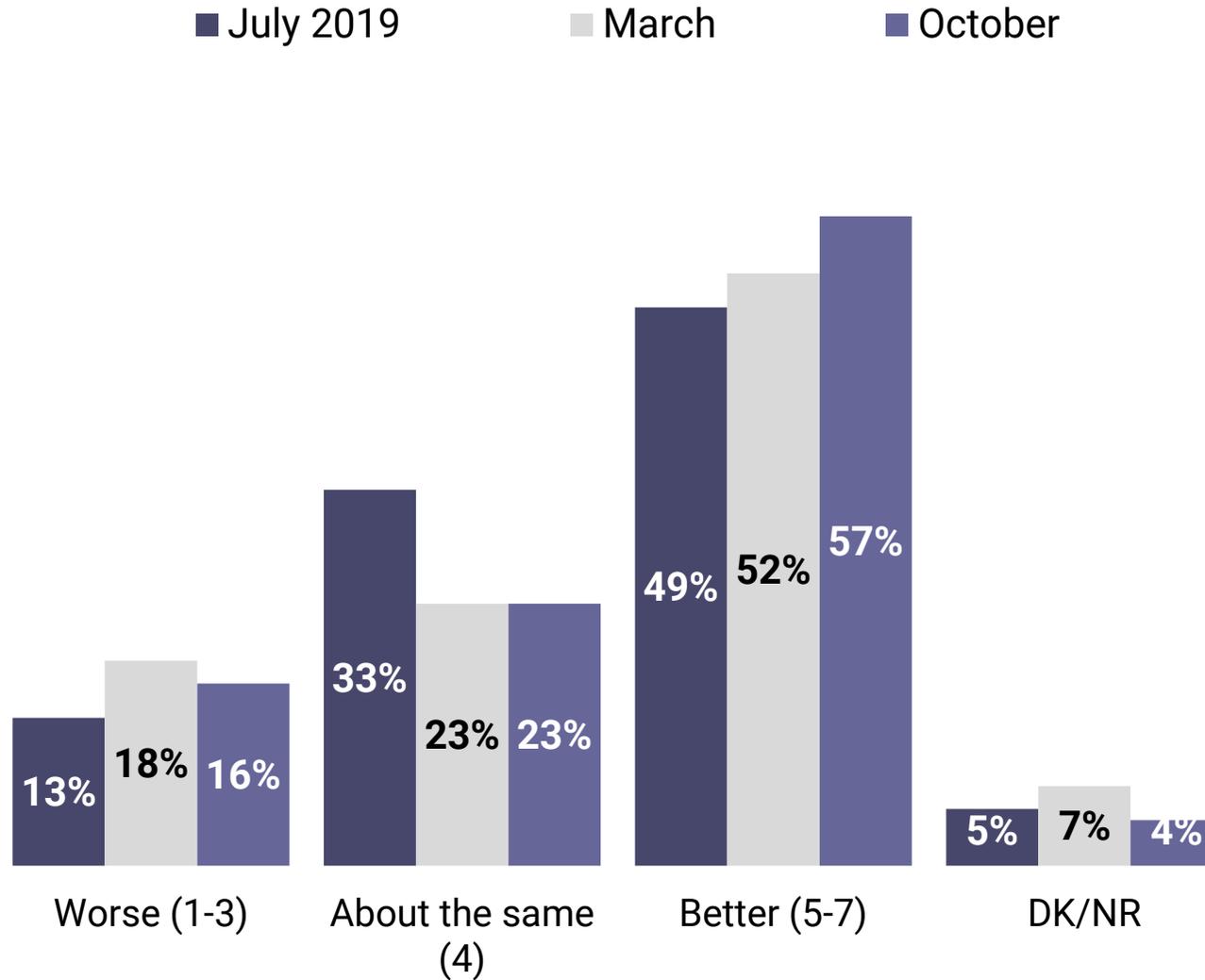
How would you rate the current economic health of your organization?





## Long-term Business Outlook

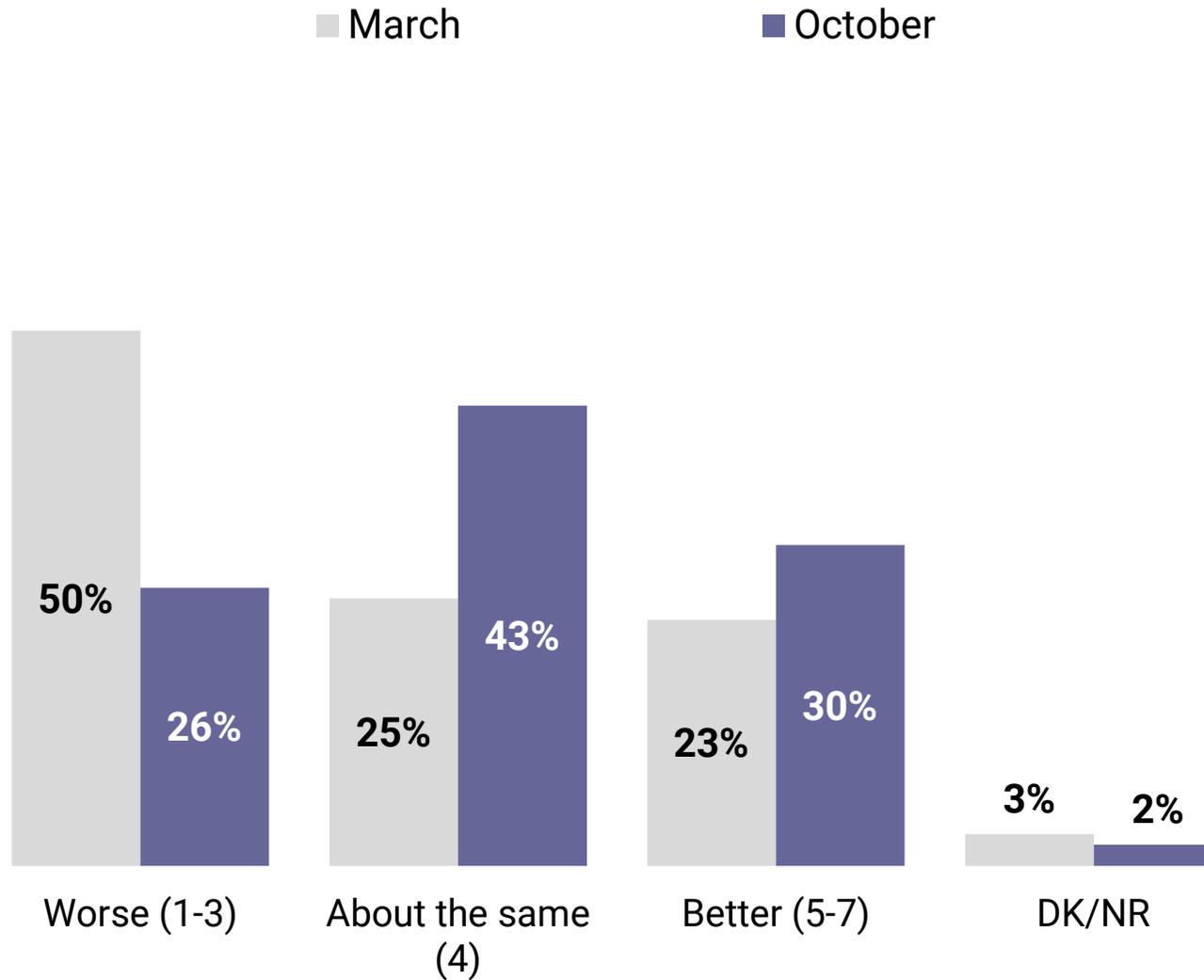
What do you think will be the general economic outlook for your organization over the next 5 years?





## Short-term Business Outlook

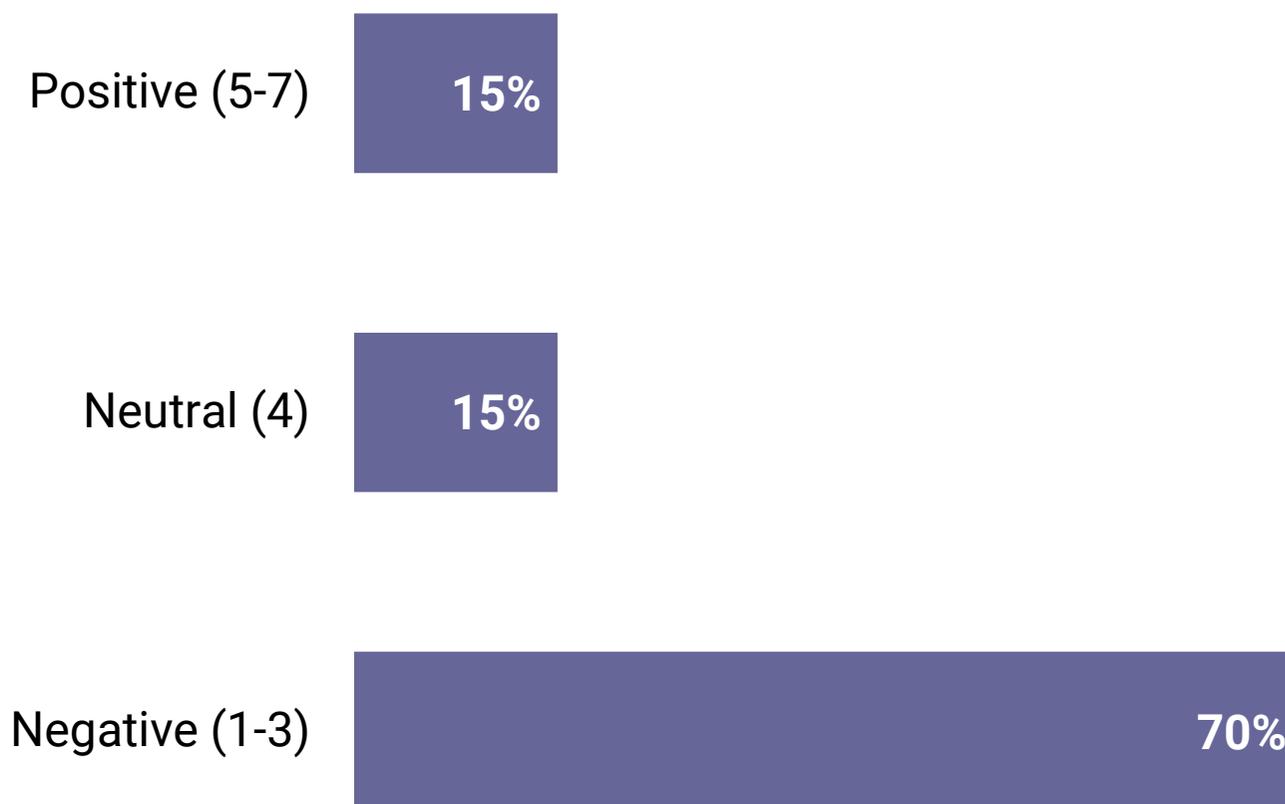
What do you think will be the general economic outlook for your organization over the next 12 months?





## Broad Impact of COVID on Business

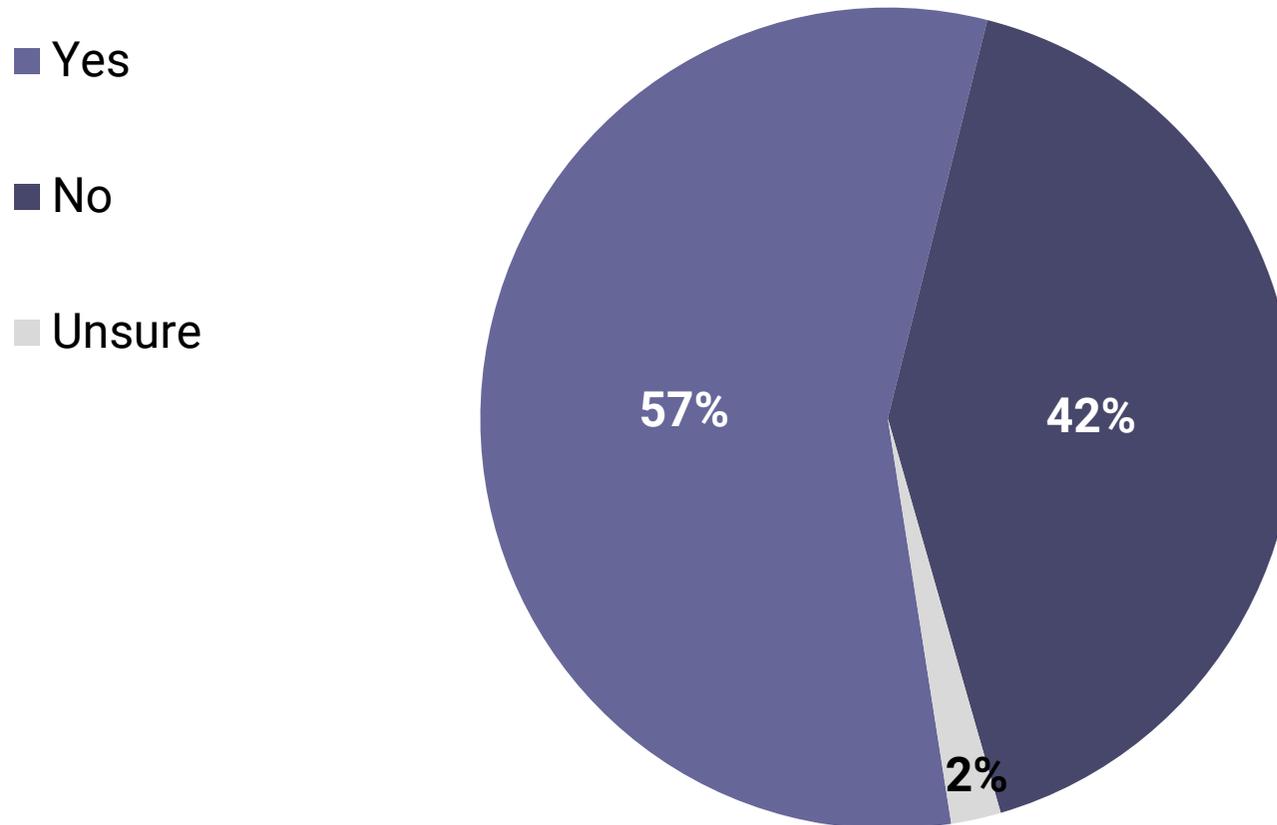
Overall, has COVID had a negative or positive impact on your company?





## Reduced Operations Due to COVID

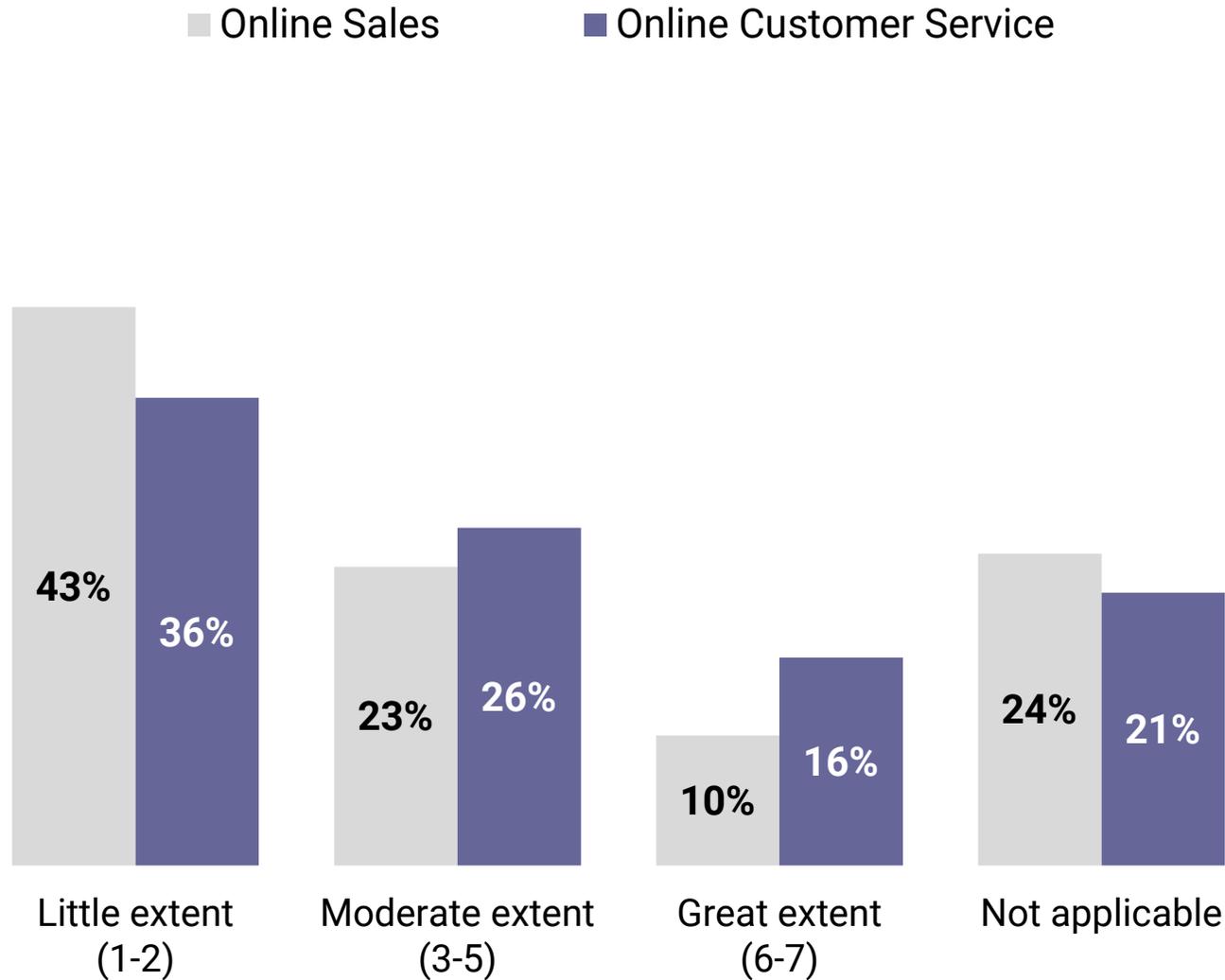
Has your organization had to reduce operations due to the COVID pandemic (e.g., layoff staff, reduce or close locations, curtail marketing, etc.)?





## Shift to Online

To what extent has your company increased its online sales or customer service since the start of the pandemic?

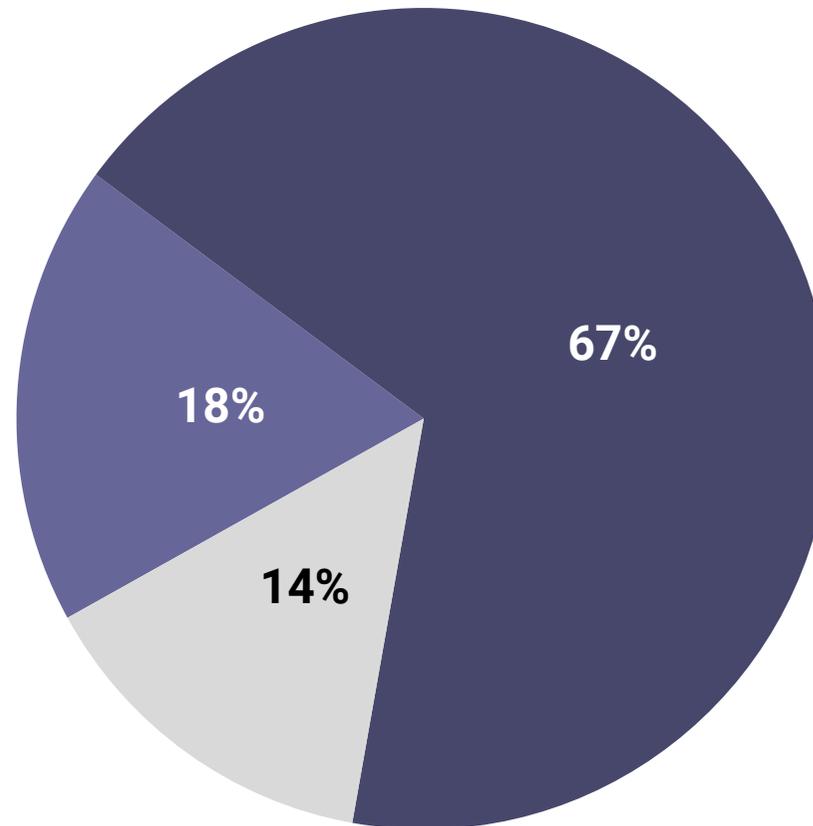




## Temporary or Permanent Shift to Online

Do you expect this increase in online activity to be temporary or permanent?

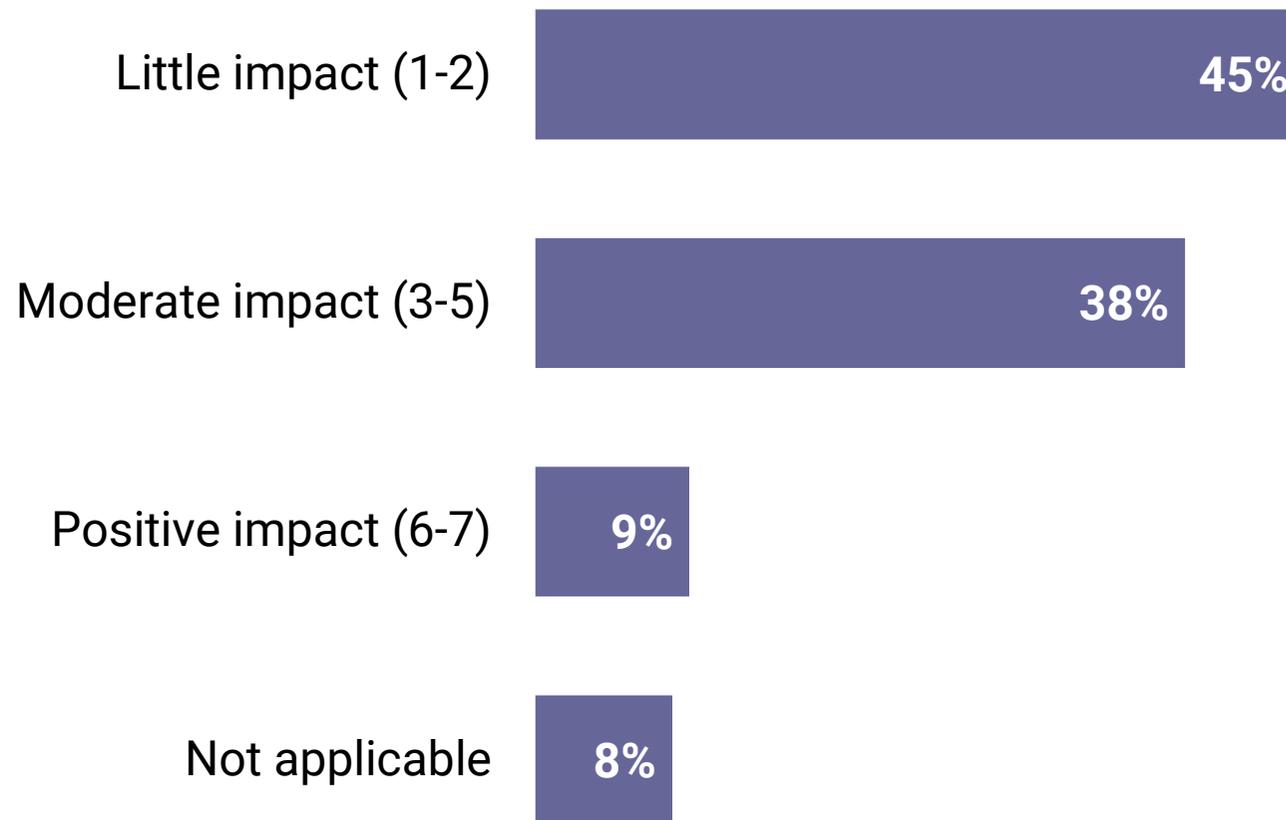
- Permanent
- Temporary
- Unsure





## Impact of Easing Public Health Restrictions

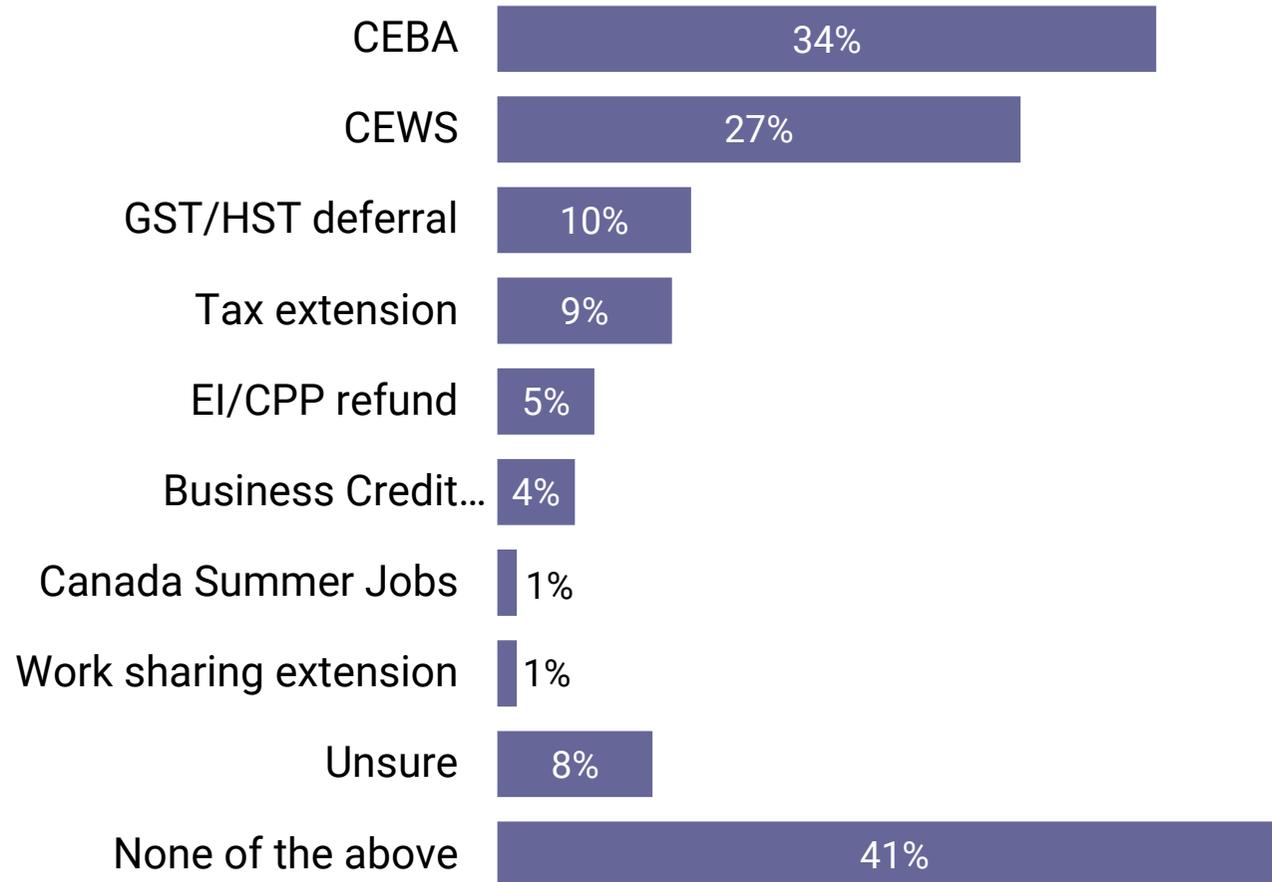
What impact has the easing of public health restrictions had on your organization's ability to restore revenues to pre-COVID levels?





## Participation in COVID Relief Programs

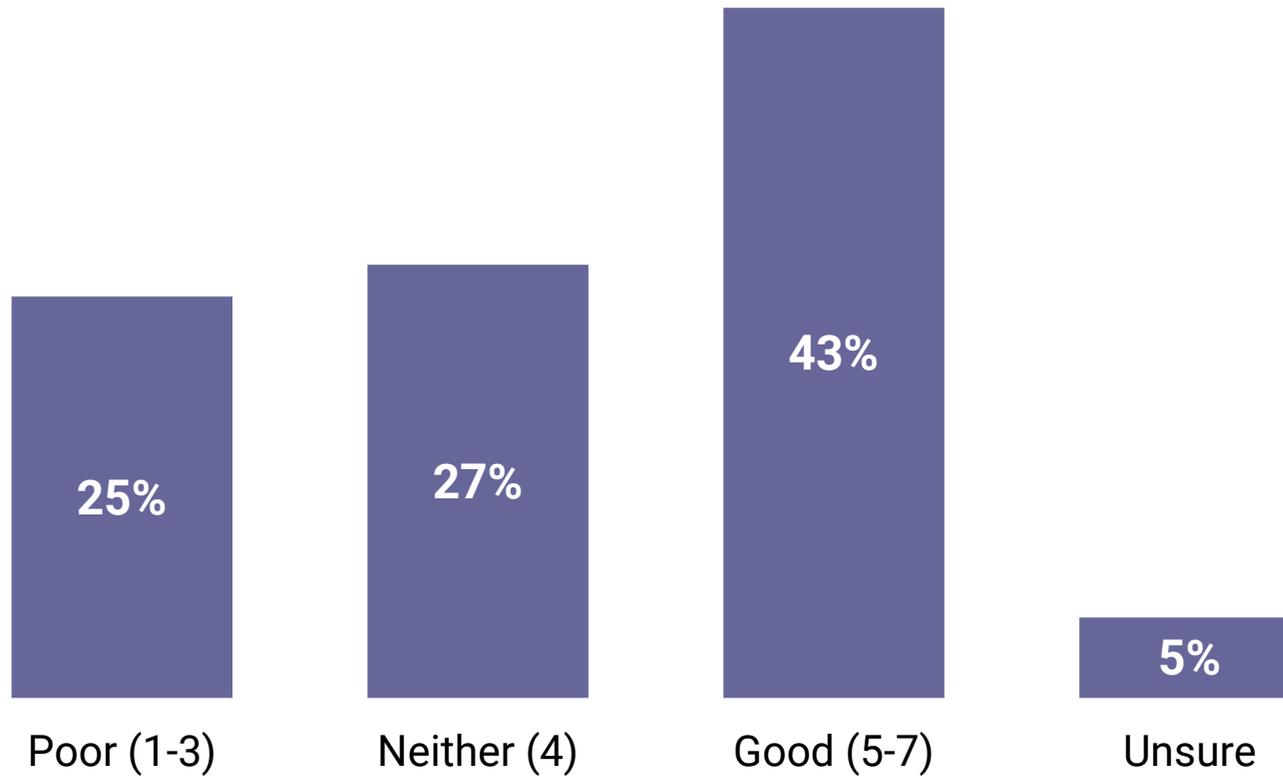
Has your organization used any government COVID support programs over the past six months or so?





## Overall Rating of Government Support During Pandemic

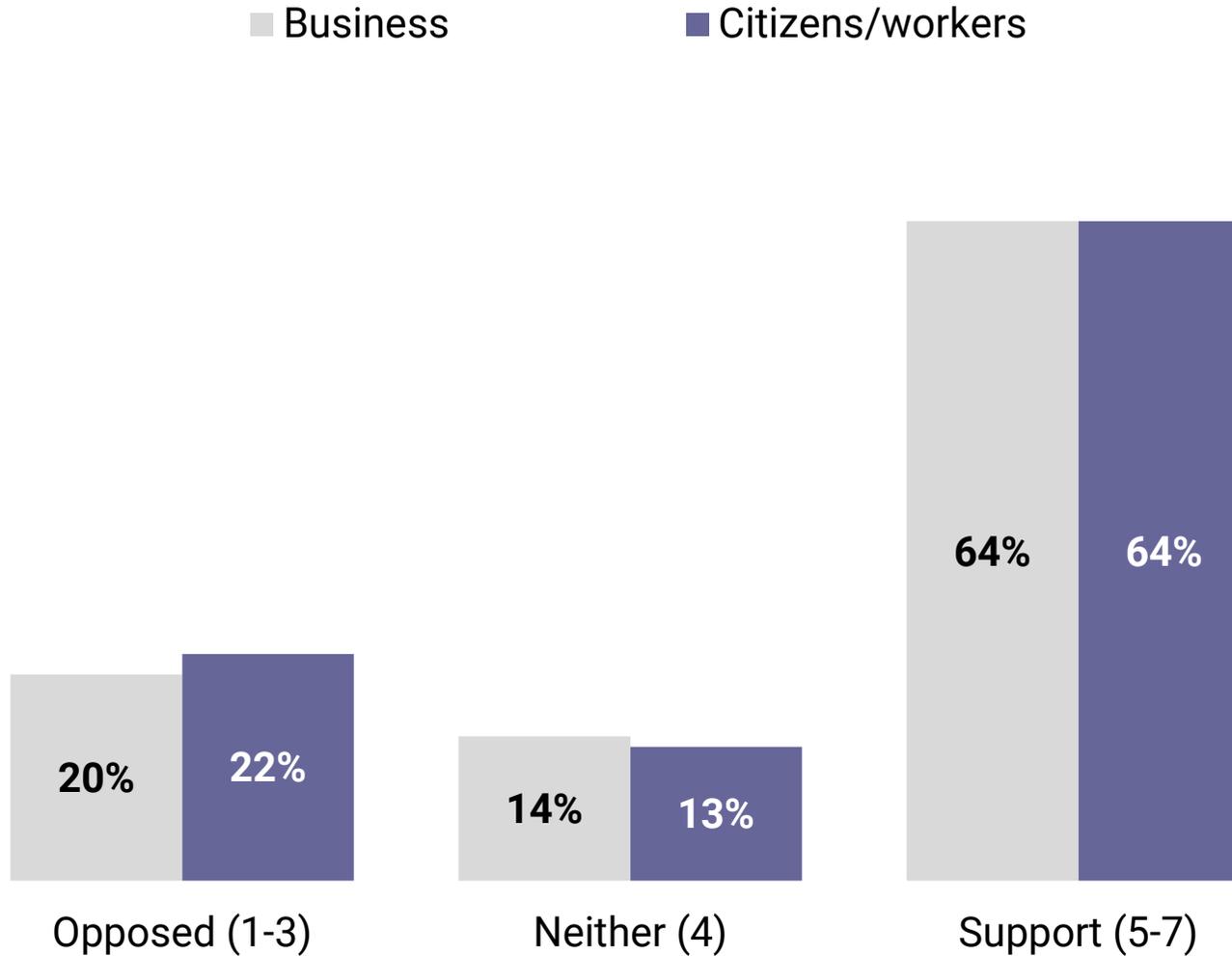
Overall, whether through these programs or otherwise, how would you rate government support in terms of helping your organization during the pandemic?





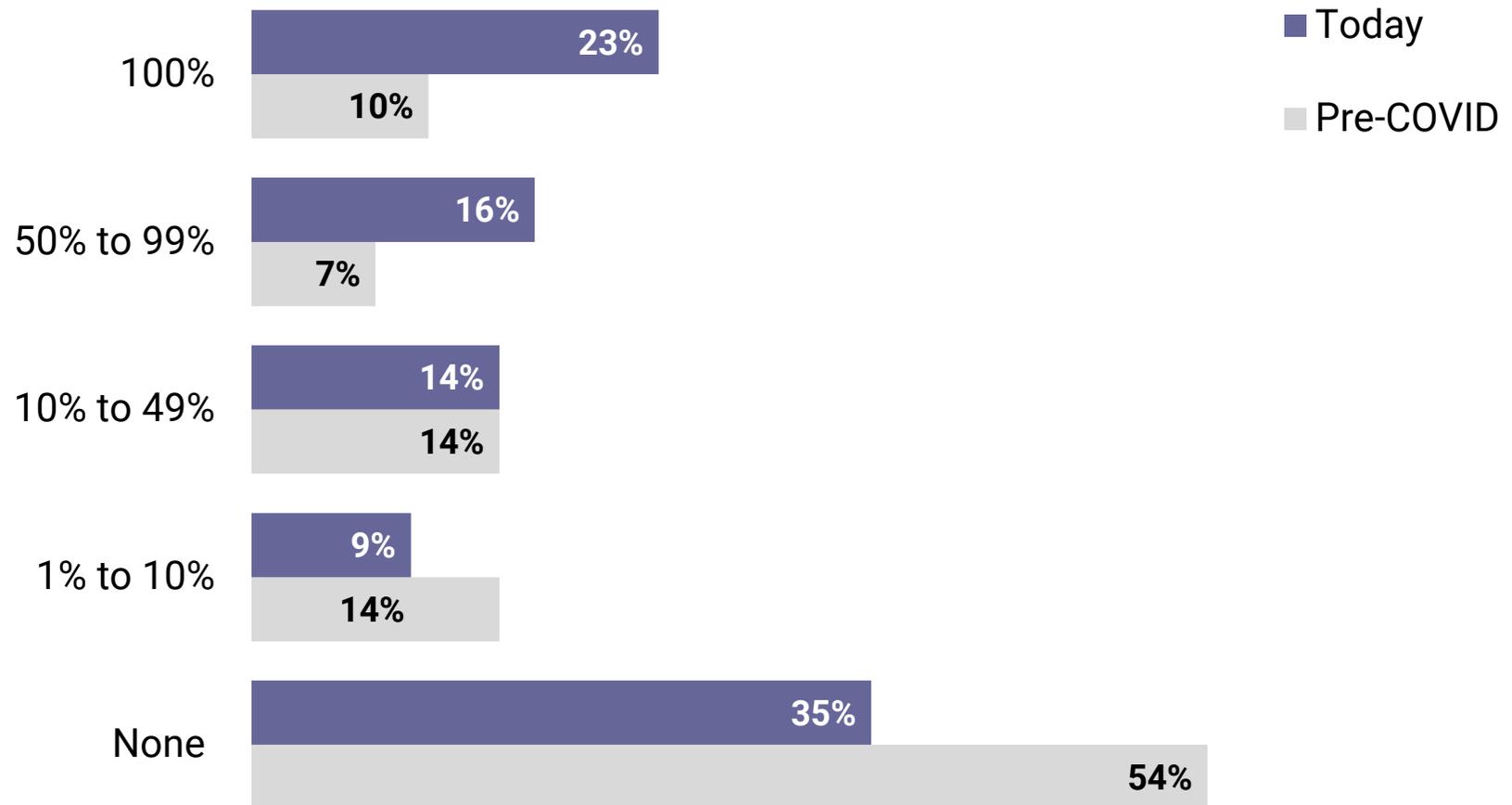
## Support for Continuation of Government Programs

Broadly speaking, how strongly do you support or oppose the continuation of government support for the duration of the pandemic for workers/citizens?





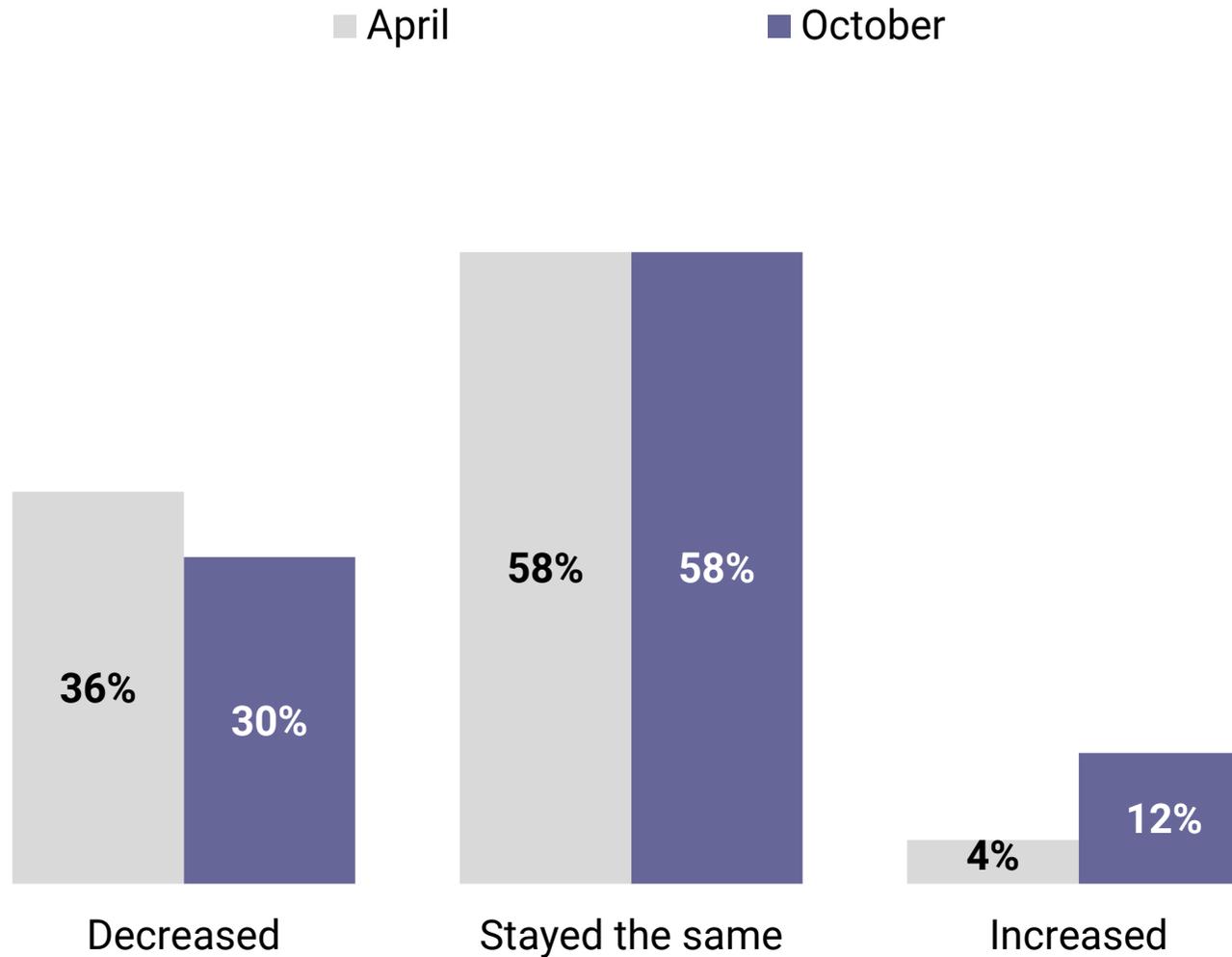
## Work from Home: Pre-COVID vs. Today





## Change in Number of Full-time Employees

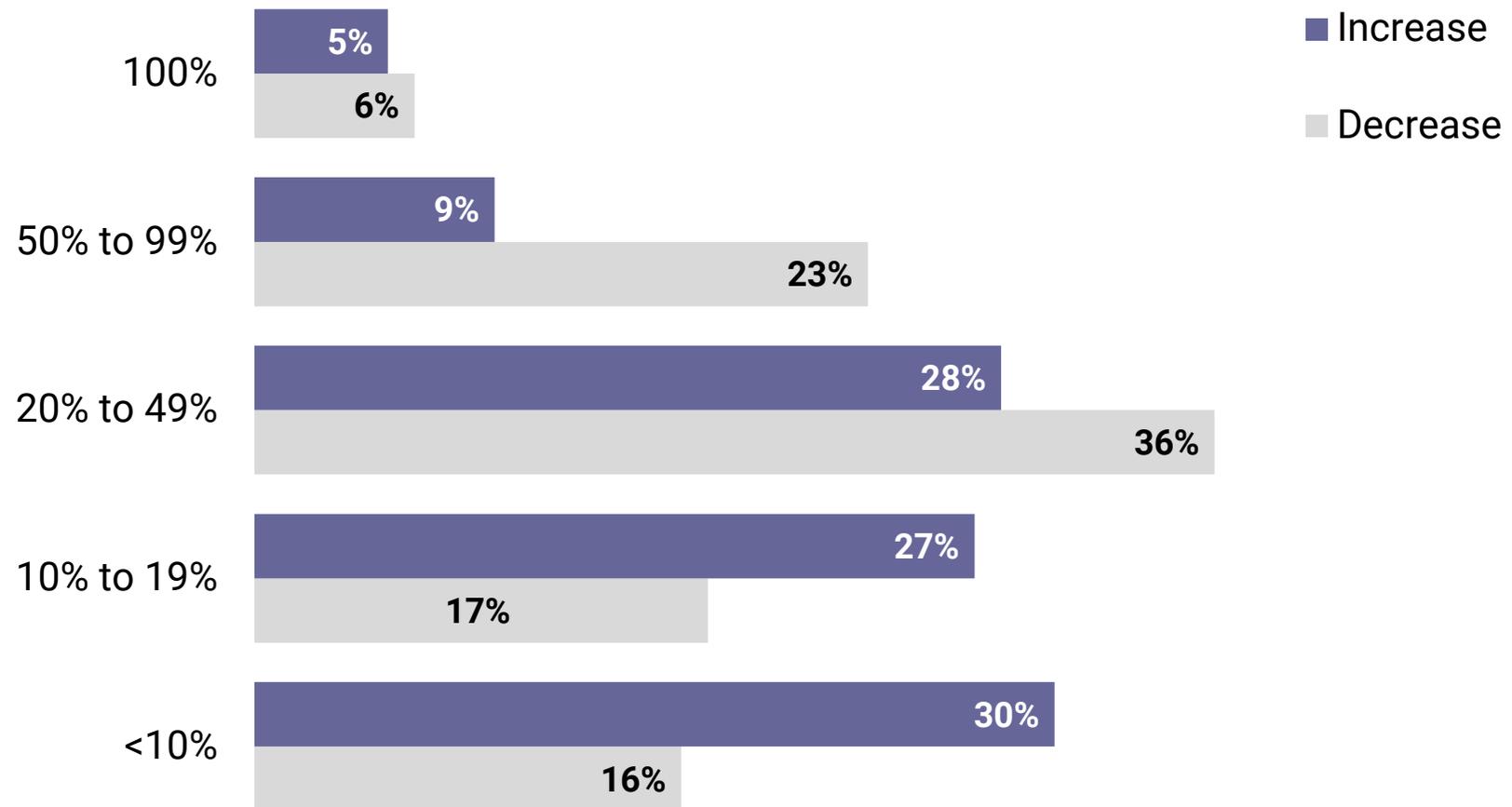
Since the start of the COVID-19 outbreak, has your company increased or decreased its number of full-time employees or has there been no change?





## Percentage Change in Number of Employees

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

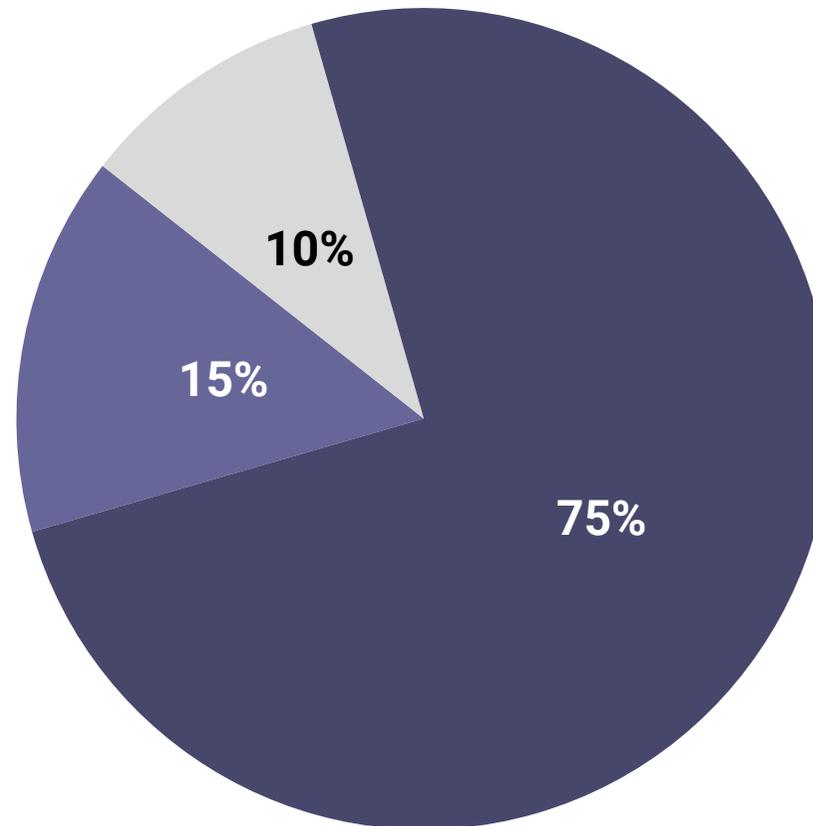




## Rehiring

At any point over the past six months, did any of the following occur at your company/organization?

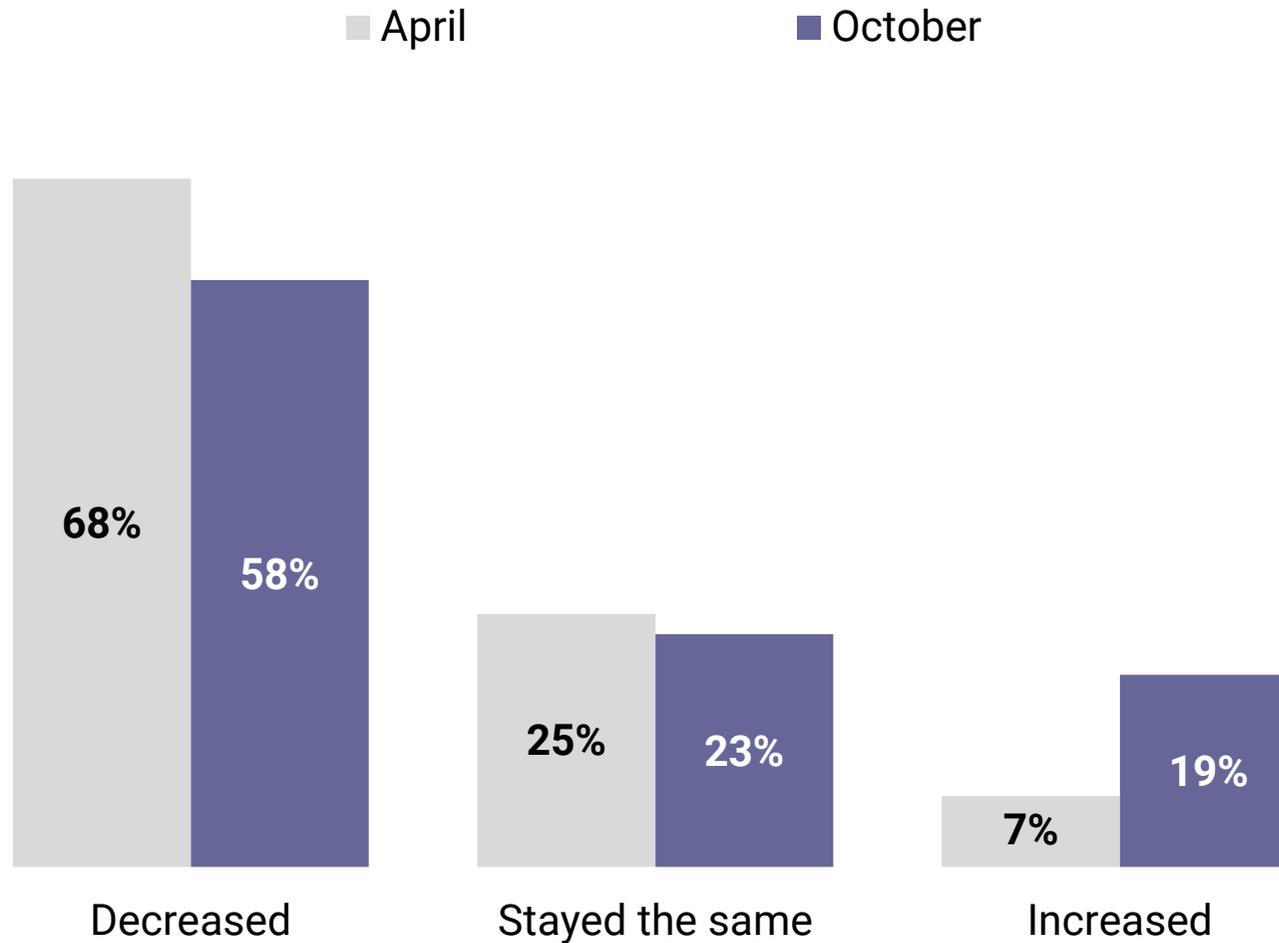
- Rehired laid off employees
- Laid off employees refused to return
- Neither





## Change in Revenues

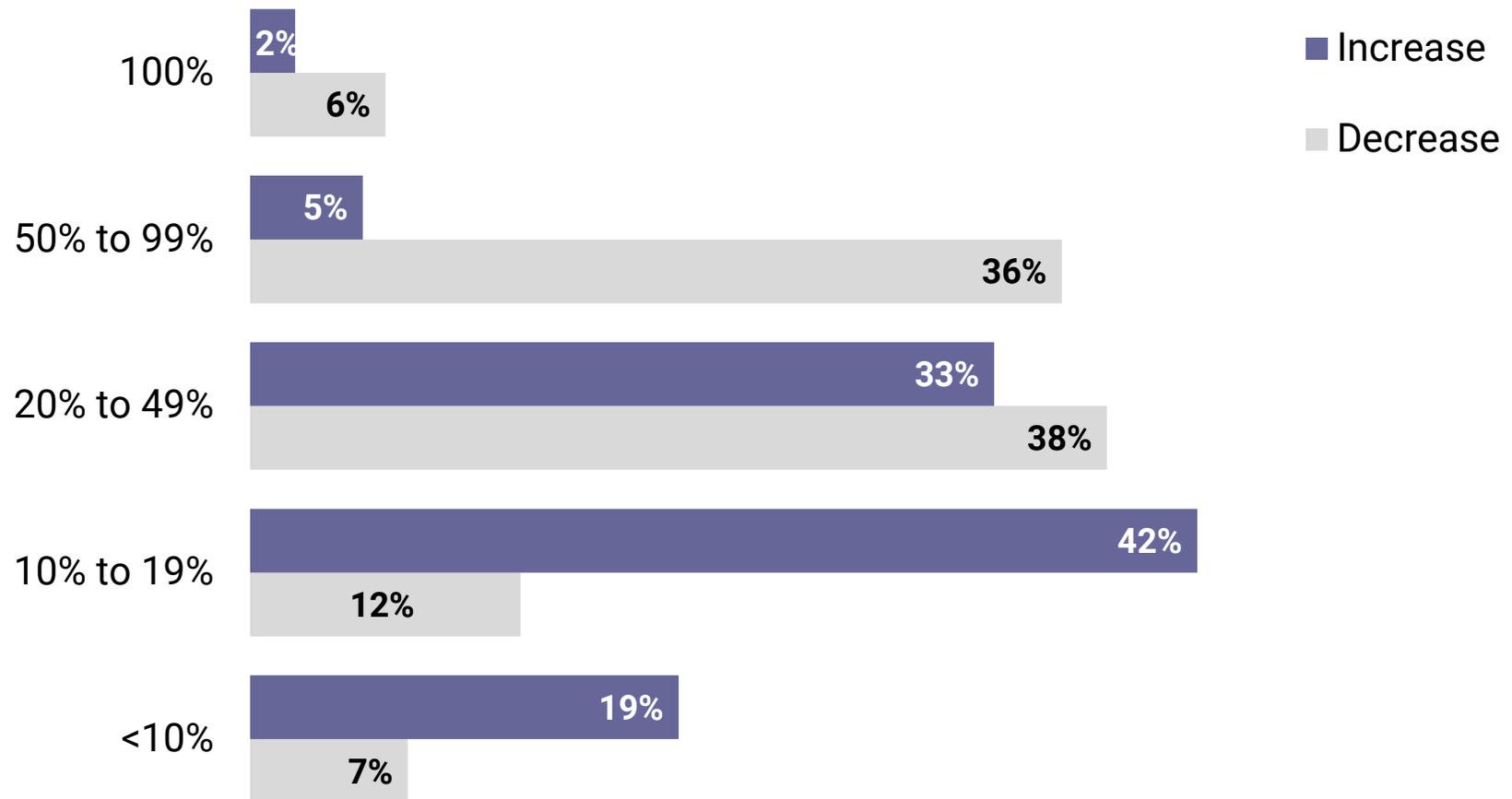
For the month of August (March), on a year-over-year basis, has your organization's revenues increased, decreased, or remained about the same?





## Percentage Change in Revenues

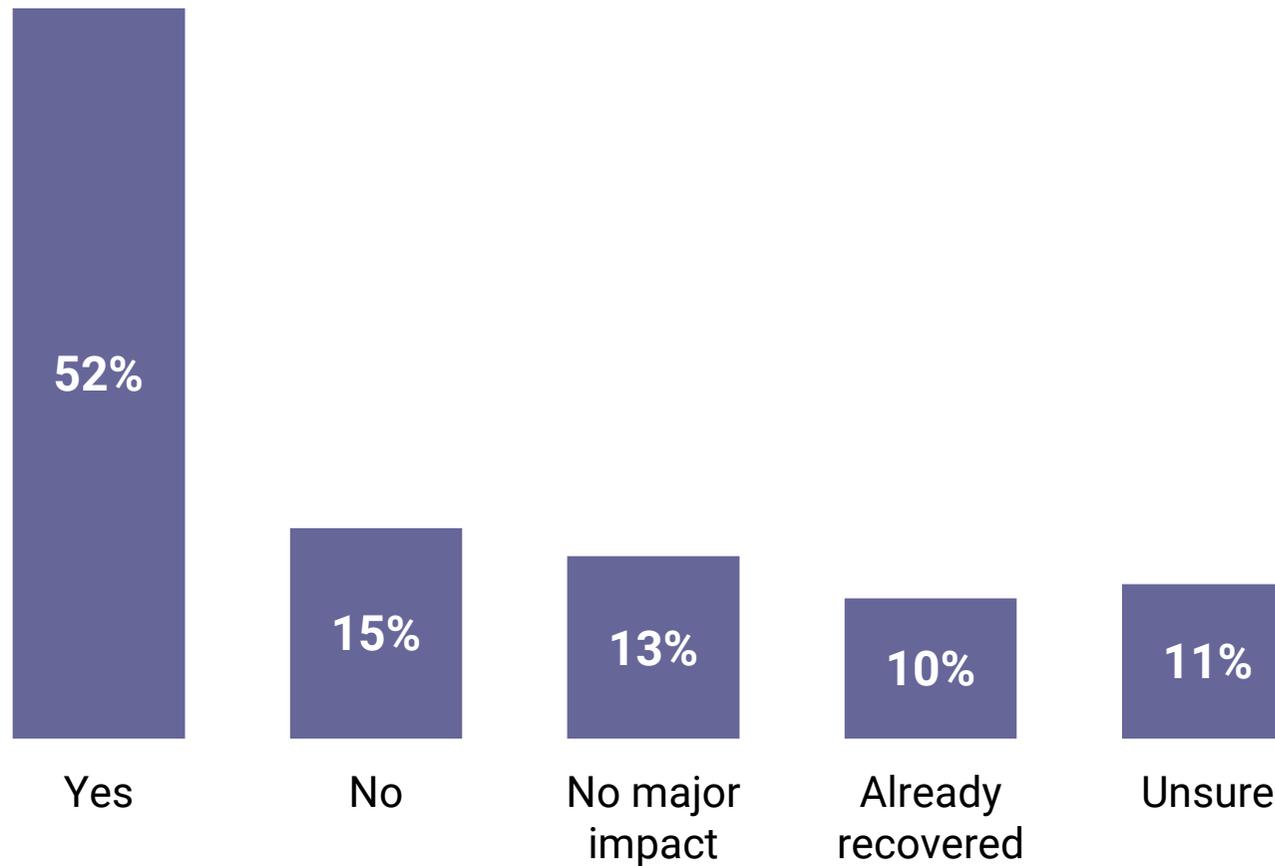
By what percentage has your organization's revenues increased/decreased for August?





## Expectations for Full Recovery

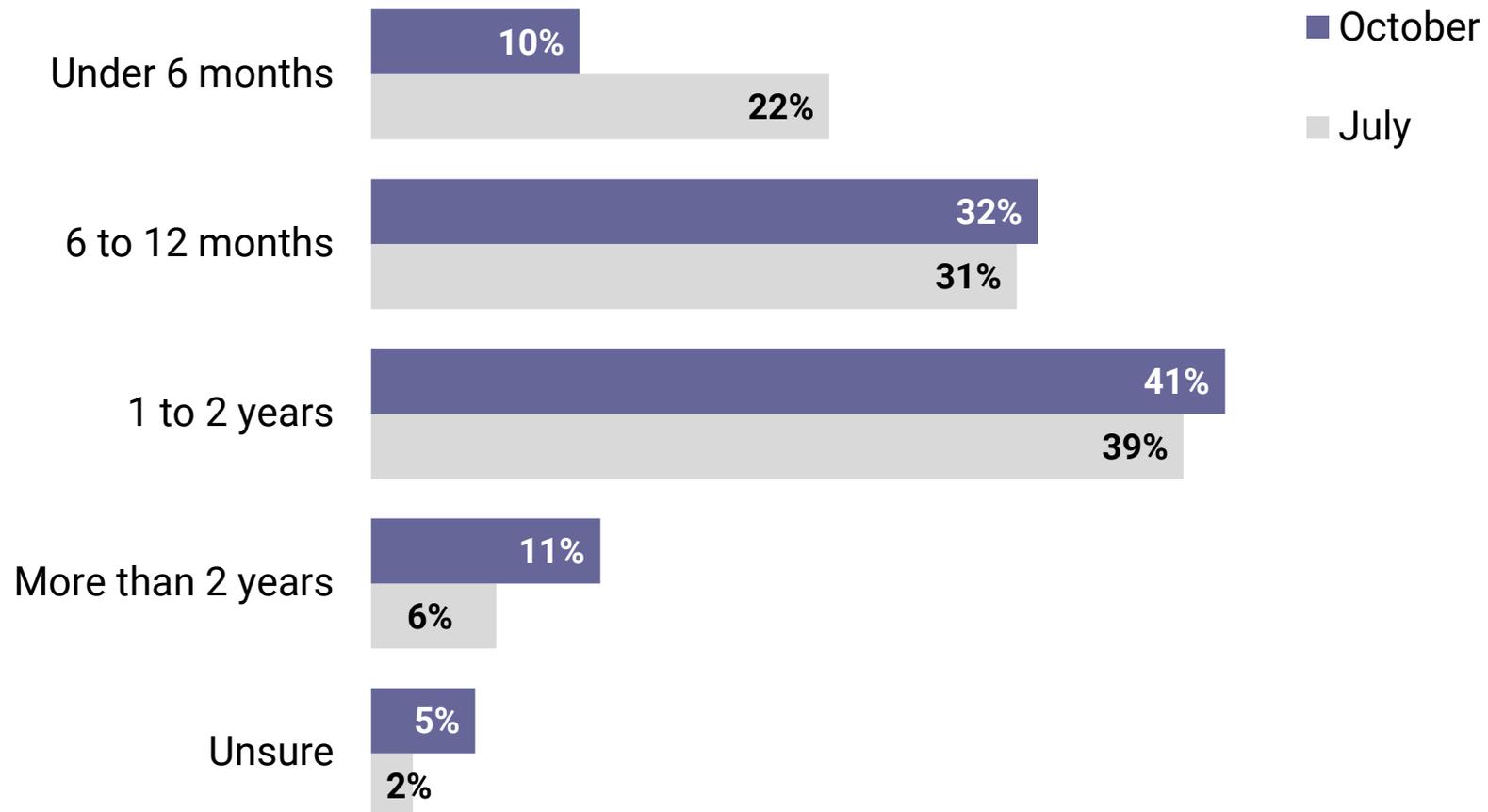
Do you expect your company to fully recover to pre-COVID-19 conditions at some point in the future?





## Estimated Time for Recovery

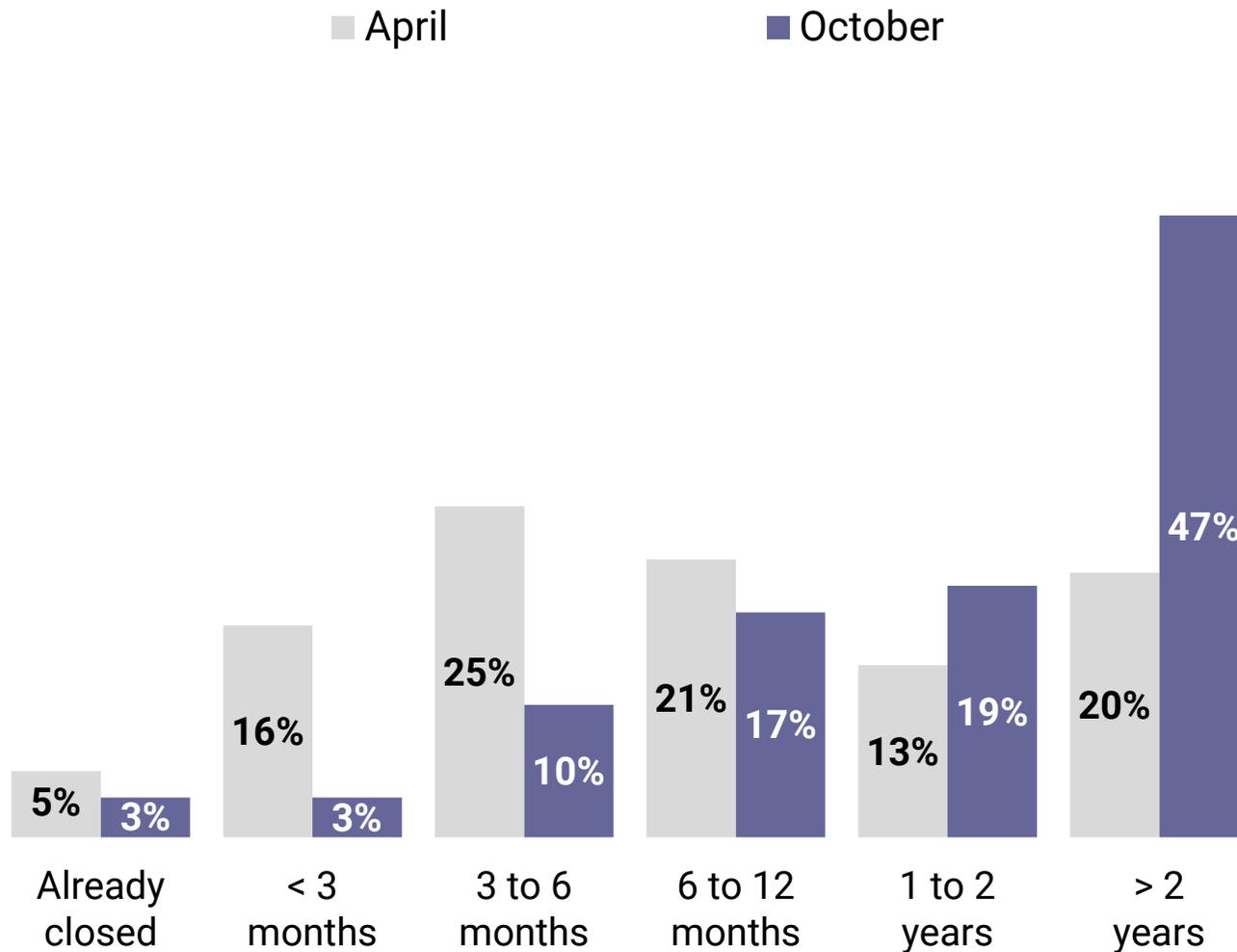
How long do you expect the recovery to pre-COVID-19 conditions to take for your company/organization?





## Business Viability

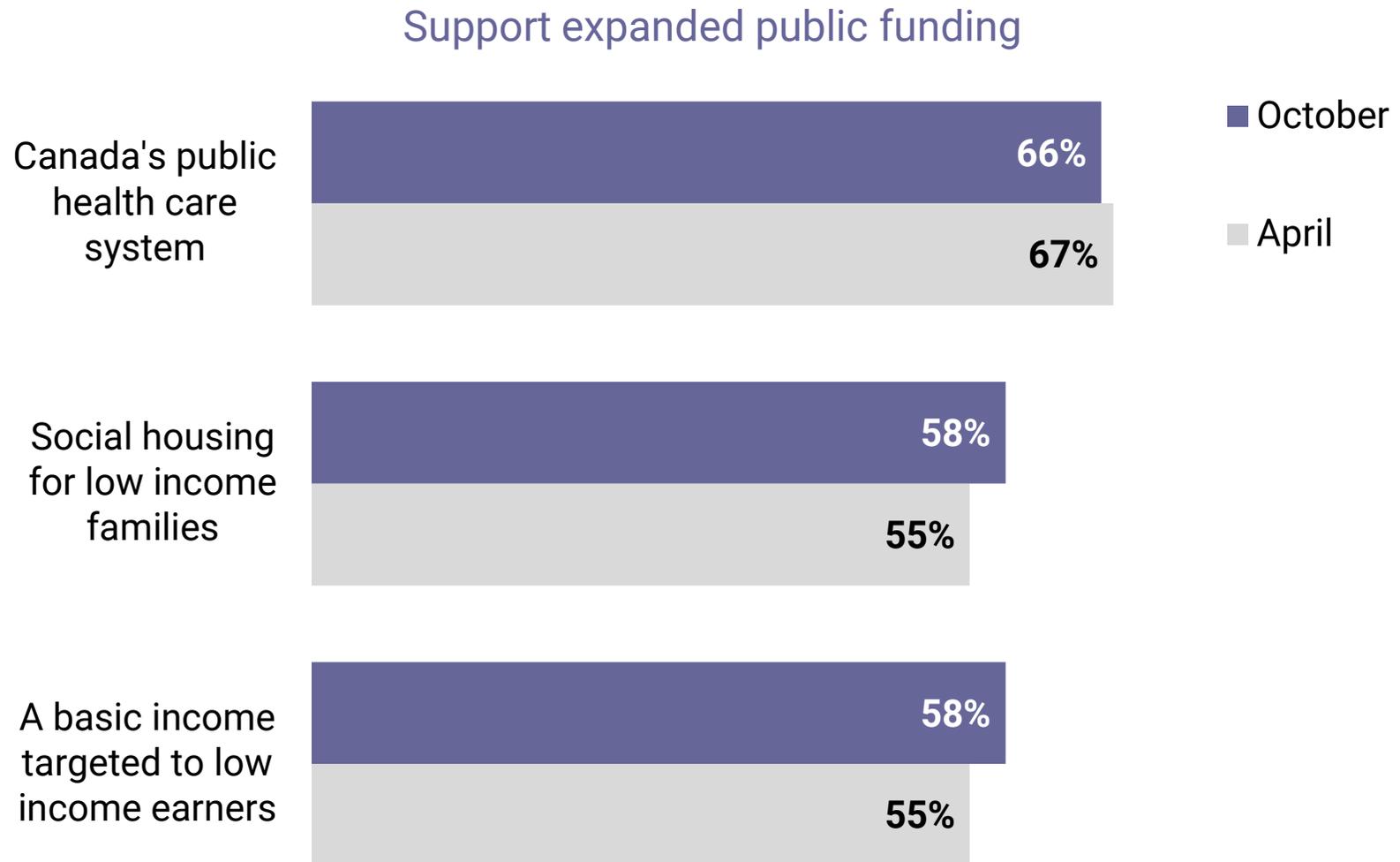
Considering current revenues, cash reserves and available credit, about how long do you estimate that your organisation can remain viable, assuming current public health restrictions remain in place?





## 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?





## One Year Outlook

In your opinion, how likely are each of the following scenarios over the next 12 months?

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

The COVID outbreak worsens forcing a reintroduction of the public health restrictions that were eased during the summer



A global depression (i.e., contraction of GDP of more than 10%)



The outbreak is contained & people are safe to resume normal activities



The Canadian economy comes out of recession



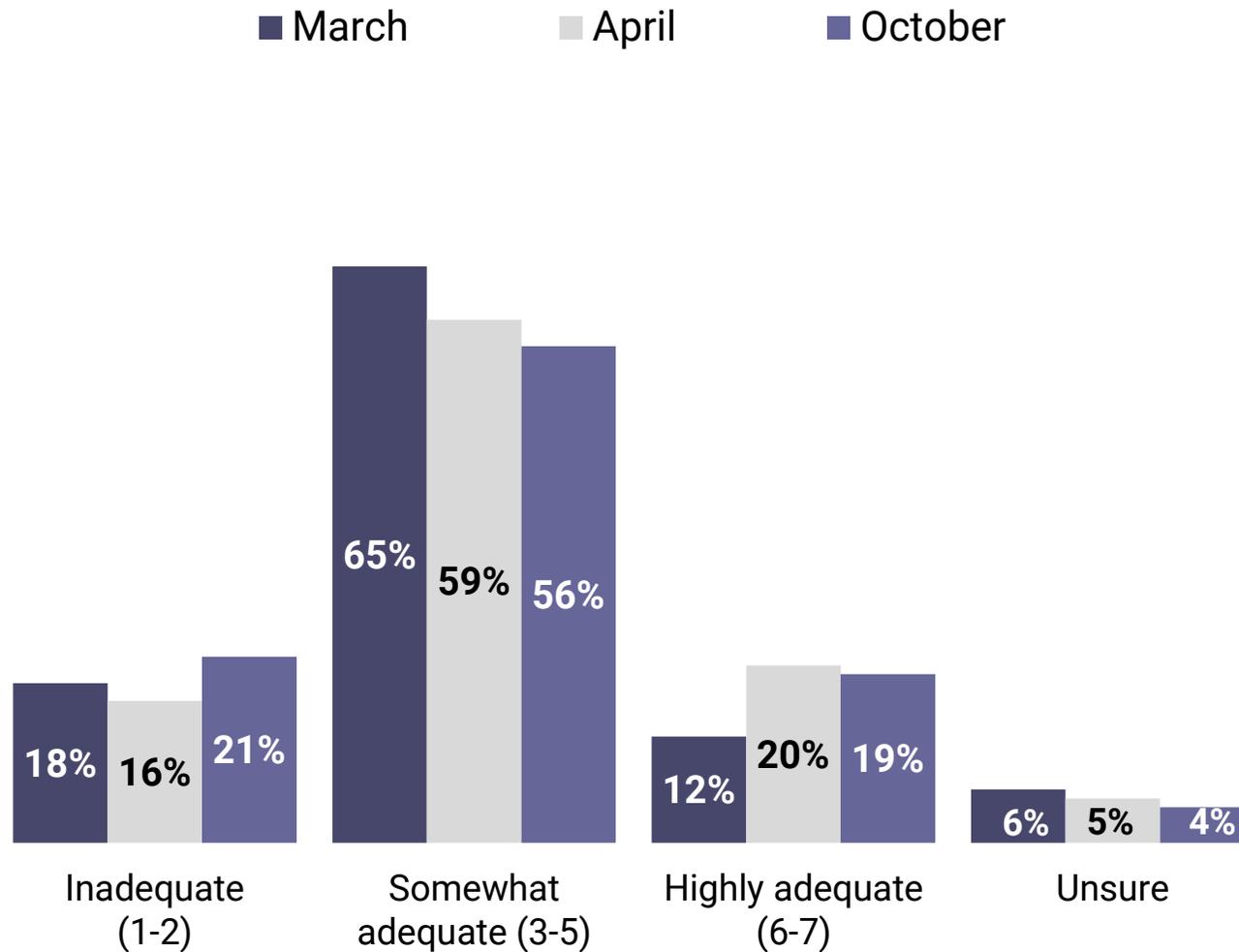
The Canadian economy recovers fully from the COVID outbreak





## Adequacy of Federal Response

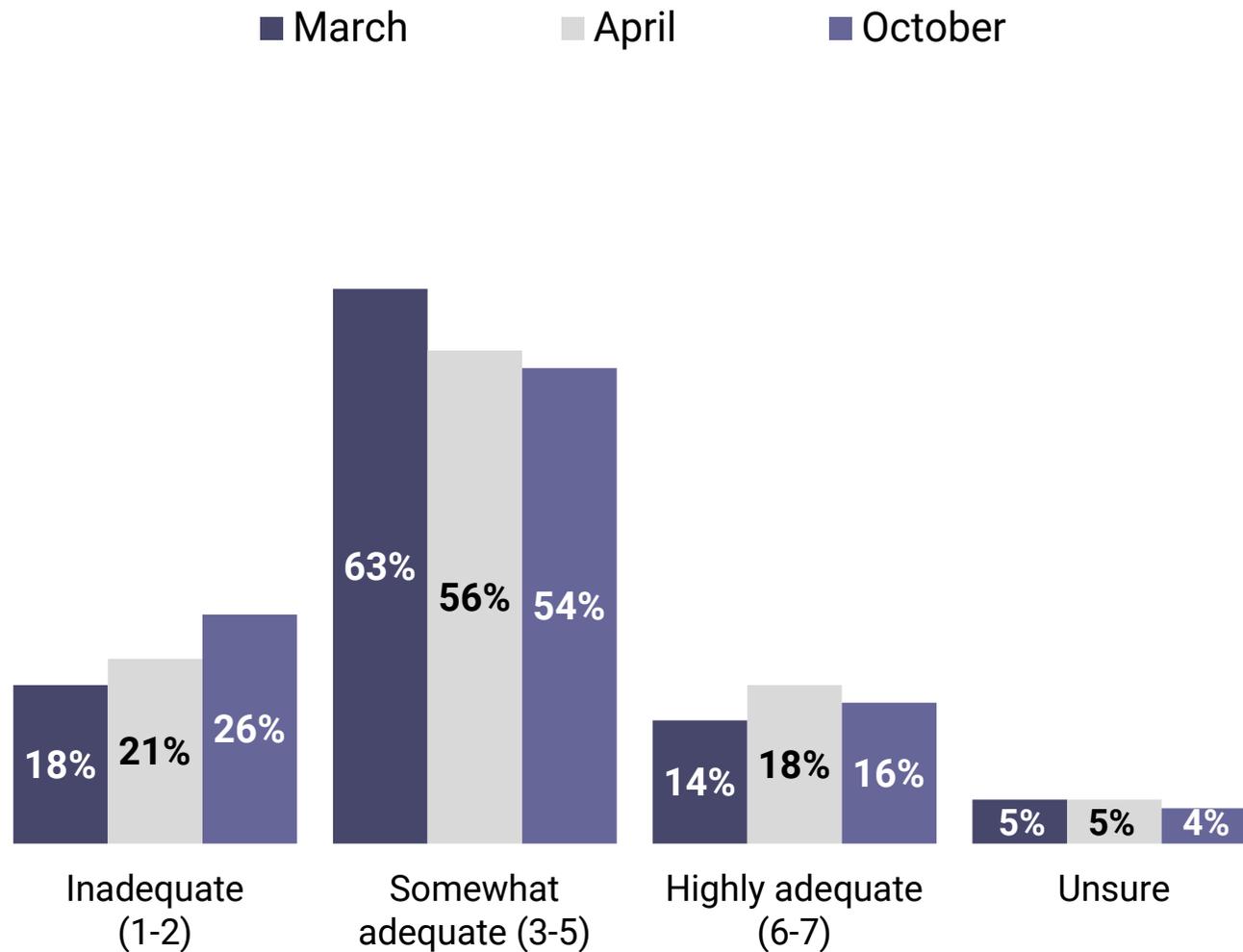
At this stage, how adequate do you think the federal government's emergency stimulus has been to ensuring businesses survive the coronavirus outbreak?





## Adequacy of Provincial Response

Thinking now about your own provincial government, how adequate do you think its response has been to ensuring businesses survive the COVID pandemic?



# Modus

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