



Modus  
RESEARCH

# COVID-19 APRIL 2021 SURVEY RESULTS

## Introduction

The April Edition of the COVID Series is based on a scientific sample of 904 managers and executives of Canadian enterprises.

- The survey ran from March 23<sup>rd</sup> to April 7<sup>th</sup>, 2021
- As a scientific sample, the survey data has a margin of error of 3.3 percentage points with 95% confidence.
- Results presented in this report include tracking data from previous surveys as relevant.

## Highlights I

- Support for tightening restrictions has dropped dramatically over the last 6 months with equal numbers in support and opposed to tightening. This is true across company size and sector.
- Regionally, more than half of organizations favour easing restrictions in Alberta, whereas in Ontario only a third hold that view.
- Businesses who favour tightening restrictions have a much more favourable outlook on the economy, both short and long-term, than those who favour easing them.
- While there is a general leaning towards supporting immunization certificates, there is also notable polarity across business leaders. Further, support erodes when certificates are considered for access to the workplace.
- Almost 30% of enterprises suffered a significant reduction in revenues over the last year and almost 20% closed either temporarily or permanently. That said, over 50% of businesses felt little or no negative impact.
- A majority of organizations still rate the current state of the economy as poor, but an increasing number view the ST outlook as better, three times more than a year ago and equal to the number who view the outlook negatively. LT economic confidence remains high with most organizations viewing the 5–year outlook positively.

## Highlights II

- By contrast, executives' confidence in their own organization is increasing with nearly 50% saying that its current health is good, though this has still not yet returned to pre-pandemic levels.
- In addition, their confidence in the future health of their organization is increasing dramatically with four times as many now saying that it will be better in the ST than those who say it will be worse. LT confidence is even stronger with over 60% saying that the 5-year outlook is better.
- Belief that vaccines will be effective remains strong with only 10% saying that they are unlikely to prevent the spread of the virus, but executives were largely undecided as to whether the pandemic will worsen over the next 12 months before the vaccine is fully rolled out.
- Executives are also undecided on whether the outbreak will be contained, and people are safe to resume normal activities over the next 12 months but view it as unlikely that the economy will come of recession in that timeframe.

## Highlights III

- An almost equal number of organizations report that their situation has worsened/improved since the start of the pandemic, but a majority of larger firms say that it has improved as do those in the Financial sector.
- The main factors that caused an improved view are the ability to adapt to virtual interactions and develop new ways of operating.
- The main factors that caused a more negative view were changing public health restrictions, worsening market conditions and the impact of the pandemic being worse than expected.
- The two major issues that had a negative impact on organizations were the restrictions on in-person interactions and a slow-down in market activity.
- The main measures that organizations took to persevere were participating in government initiatives, cost-cutting and investment in IT, although the last was much stronger in larger companies.
- Additionally, building or expanding online user/customer functionality was cited as an important factor in their organization's survival.

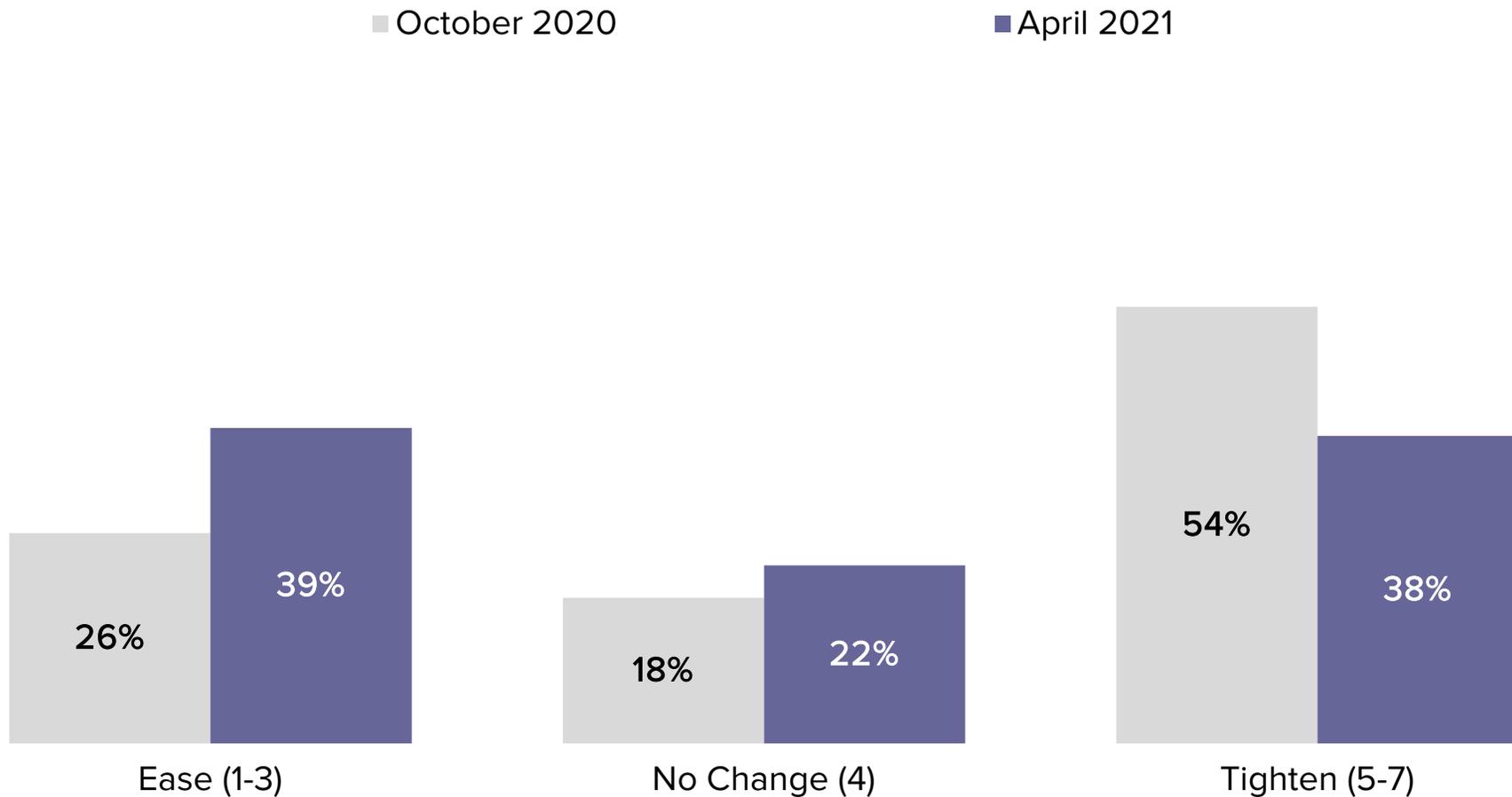
## Highlights IV

- Opinion on the effectiveness of government health restrictions was evenly balanced between positive and negative as was the rating of the help given to organizations to deal with workplace health and safety issues.
- Regarding government support programs, the federal government was given high ratings with almost a majority viewing them as good. By contrast, only 25% and 11% respectively rated provincial and local support as good.
- 50% of executives believe their organizations will fully recover from the pandemic and a further 27% say they have already done so or that the pandemic did not impact them. The remaining 12% say they will not fully recover and another 11% are unsure.
- The percentage of organizations who say they can last more than 2 years remains steady at 50+% with 13% saying they can only last less than 6 months.



## Public Health Restrictions

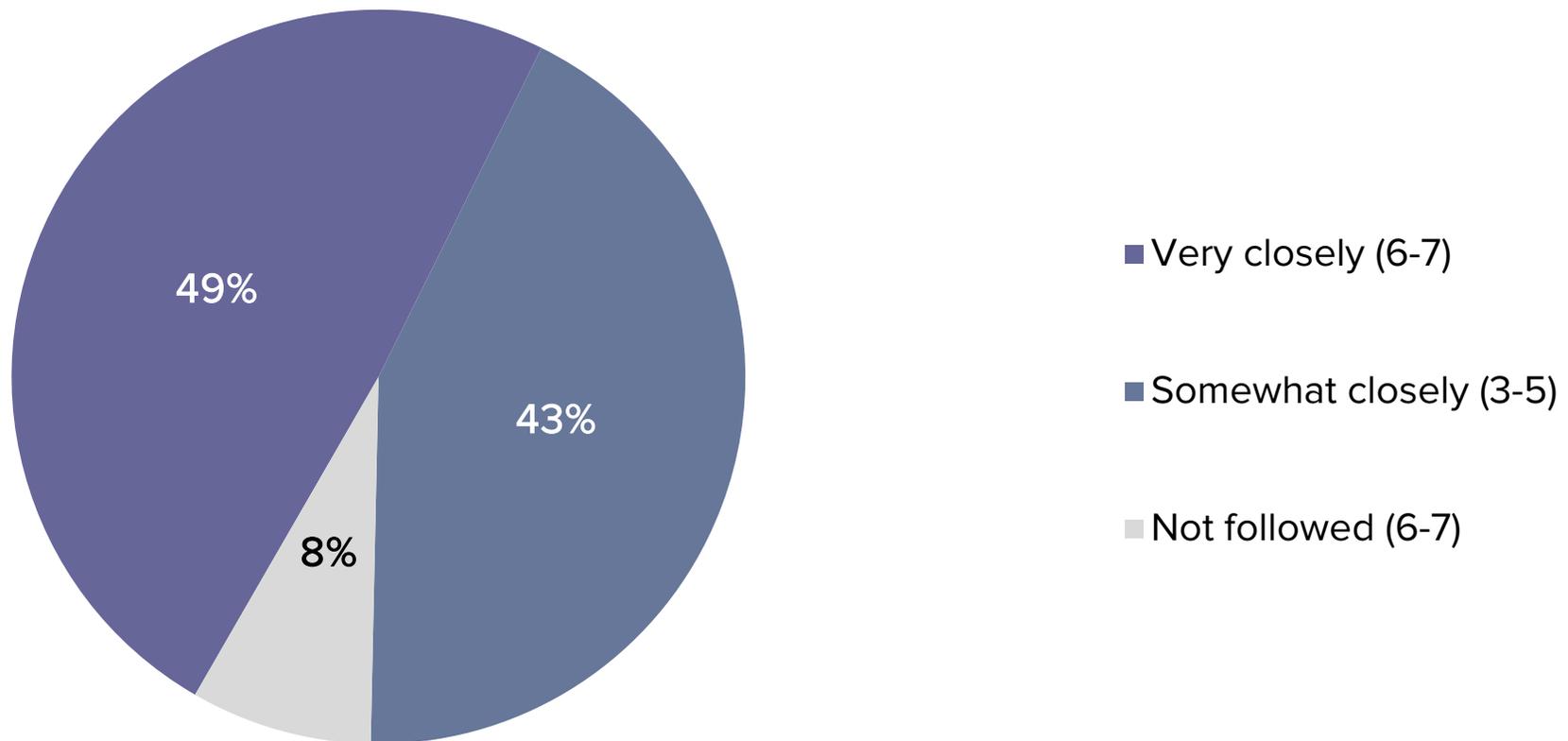
Given the current state of the COVID pandemic, should governments be easing or tightening public health restrictions?





## Immunization Certificates in the News

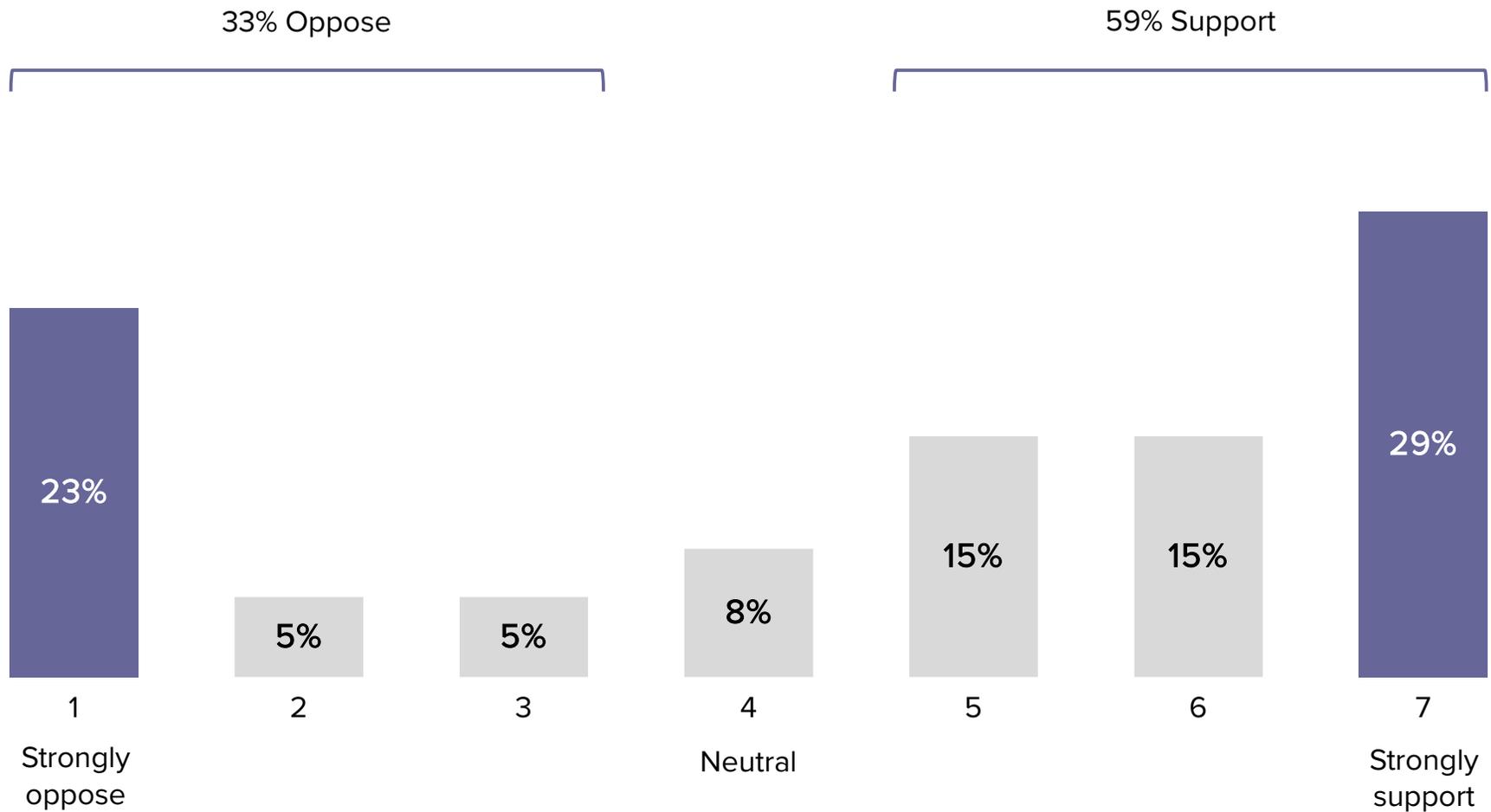
There has been a fair bit of talk about introducing immunization certificates or passports recently. How closely have you been following these discussions in the media?





## General Stance on Immunization Certificates

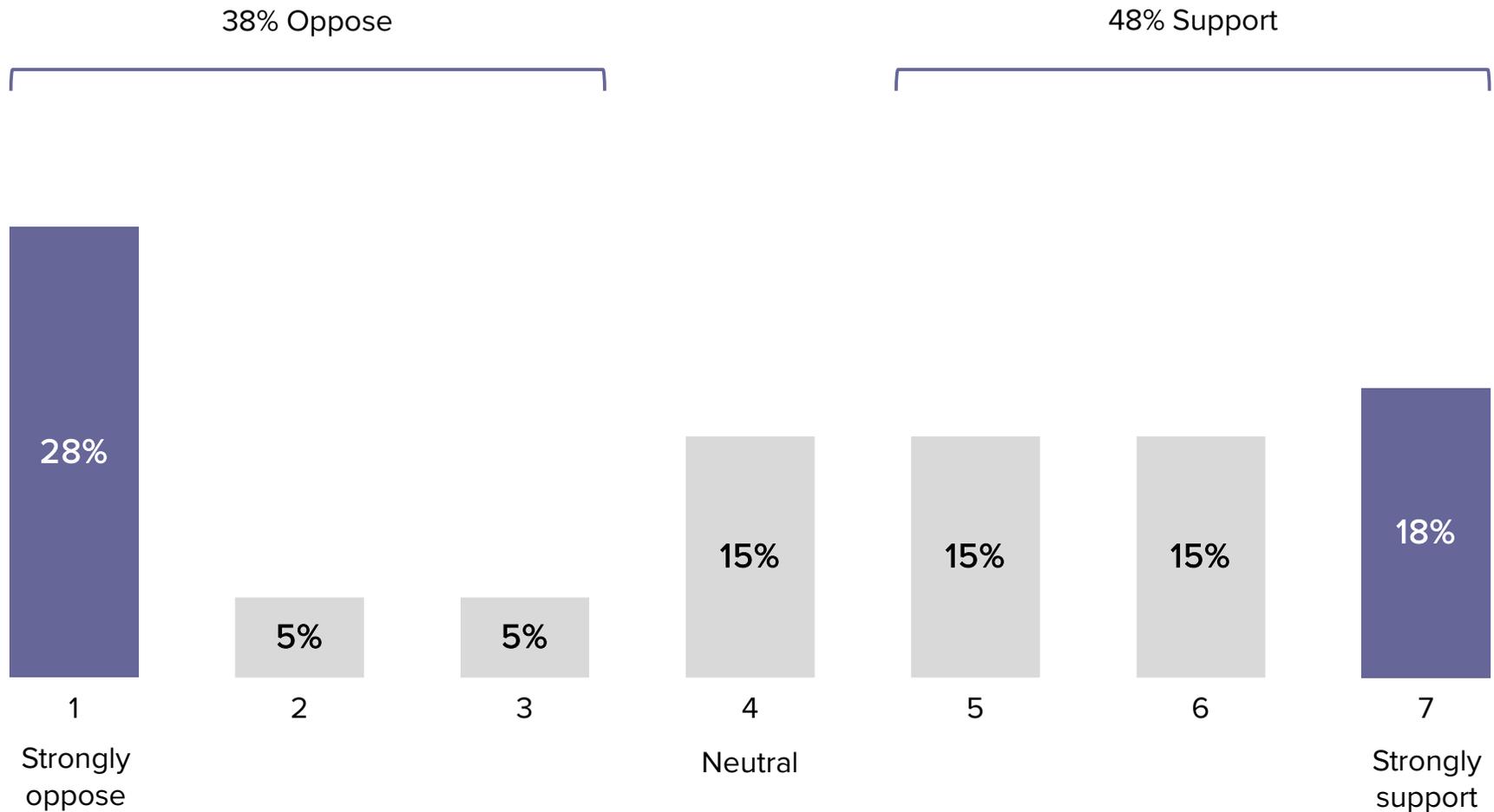
Broadly speaking, based on what you may have heard or read, do you support or oppose immunization certificates?





## Immunization Certificates in the Workplace

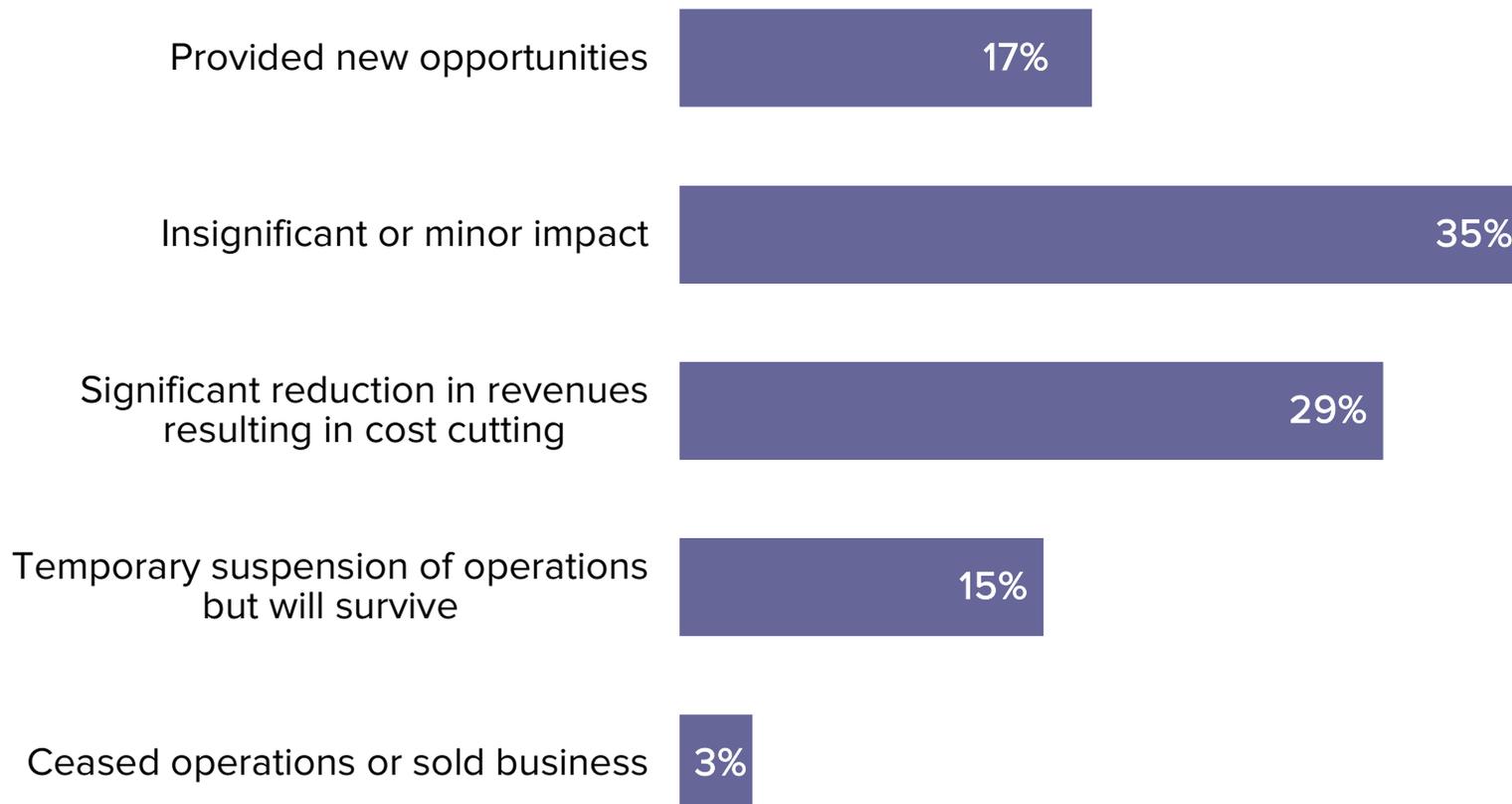
Thinking now about your own organization, do you support or oppose the idea of using immunization certificates to allow employees access to your workplace?





## Impact of Pandemic

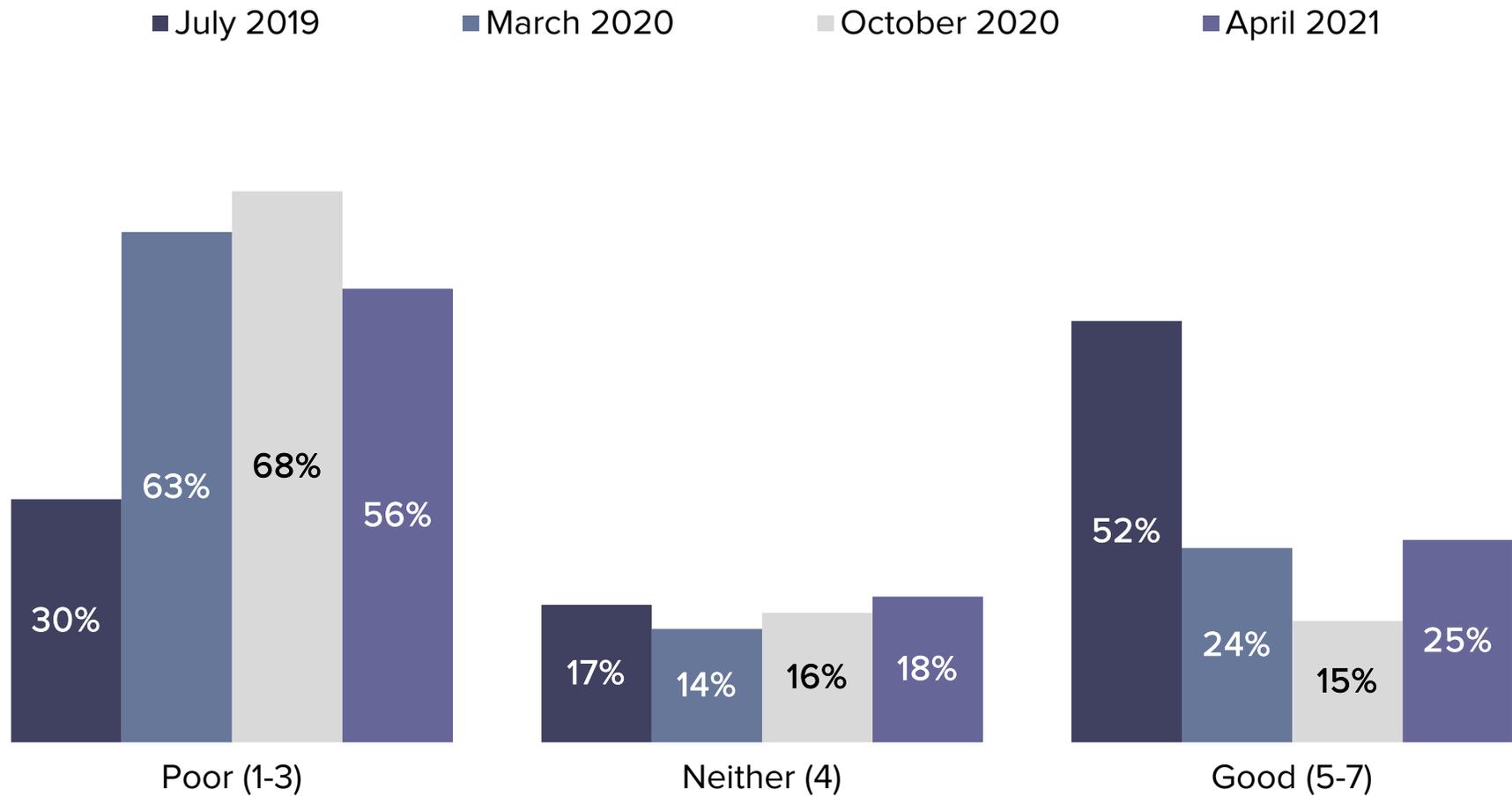
The impact of COVID has been very different for different organizations. Which of the following best captures how your organization has been affected by the pandemic?





## Economic Health

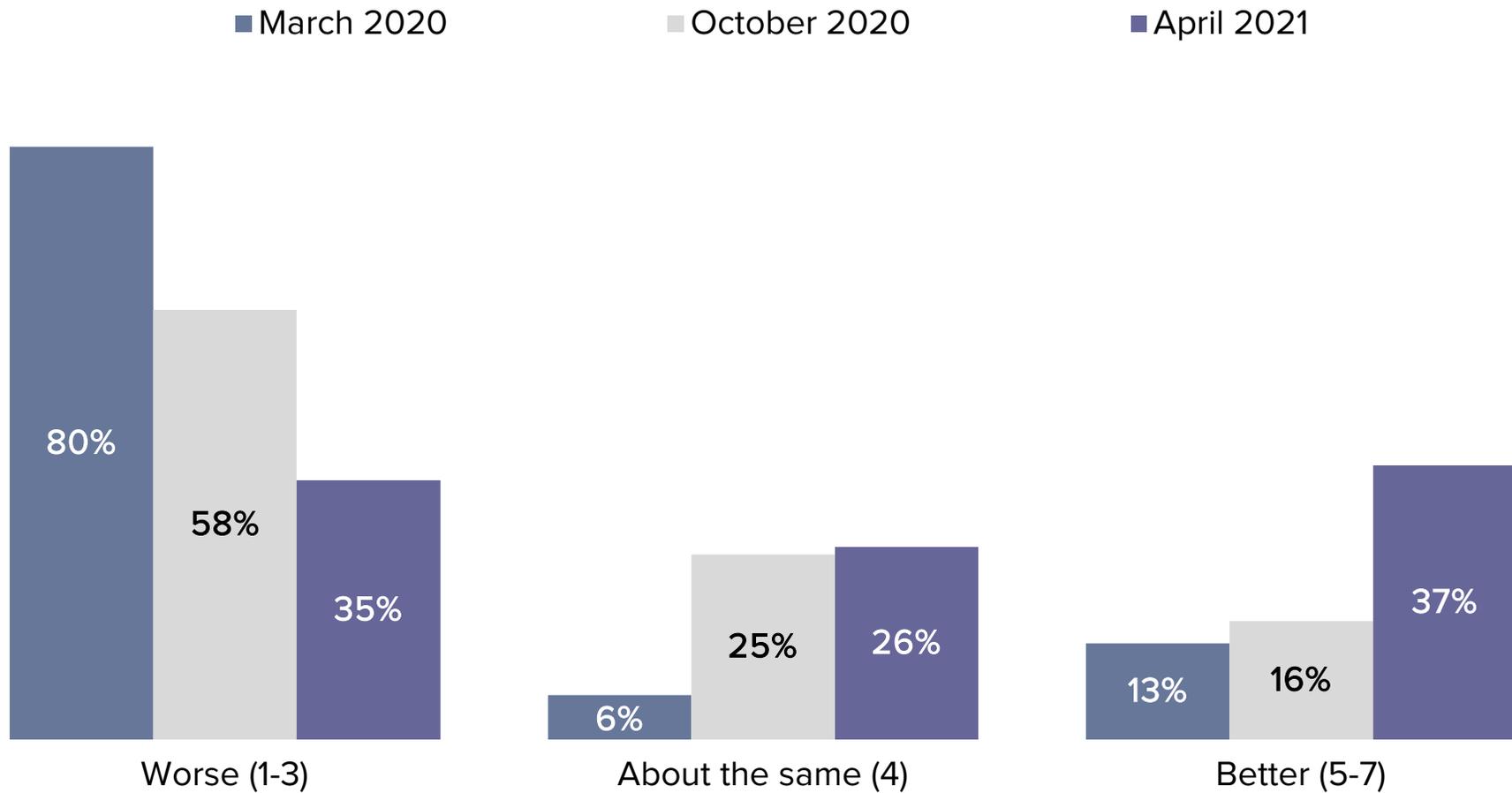
How would you rate the current health of the Canadian economy?





## Short-term Economic Outlook

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





## Long-term Economic Outlook

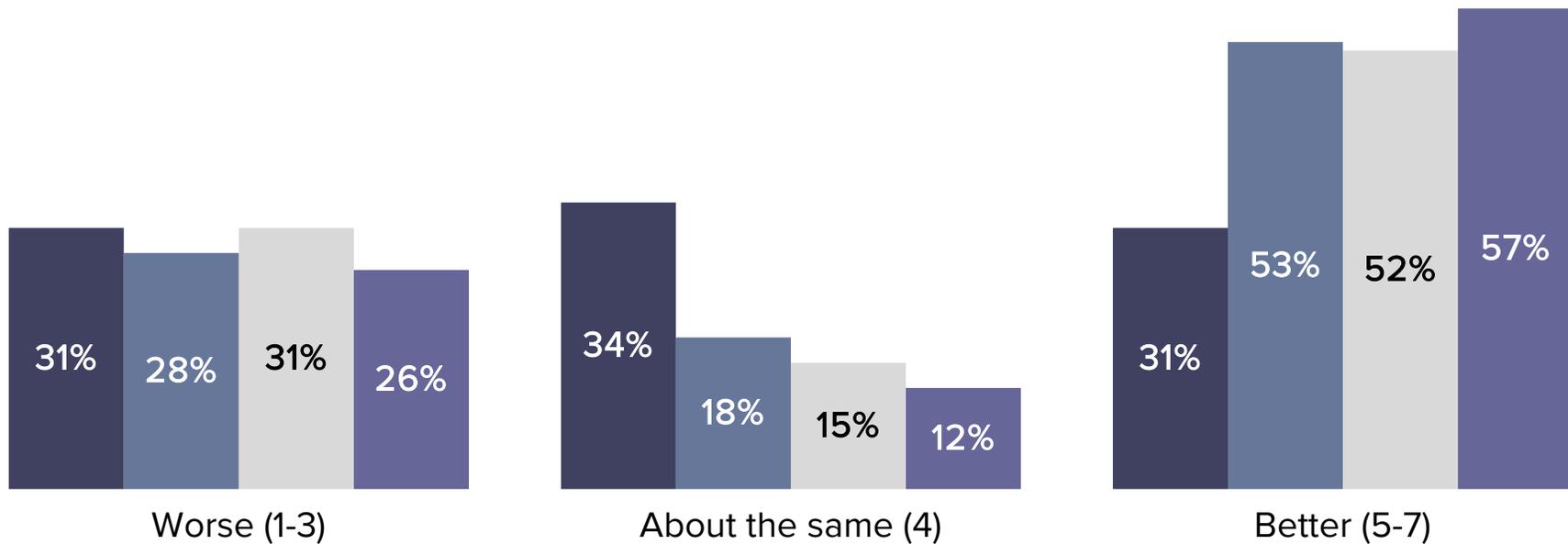
What do you think will be the general outlook for the Canadian economy over the next 5 years?

■ July 2019

■ March 2020

■ October 2020

■ April 2021





## State of Business Today

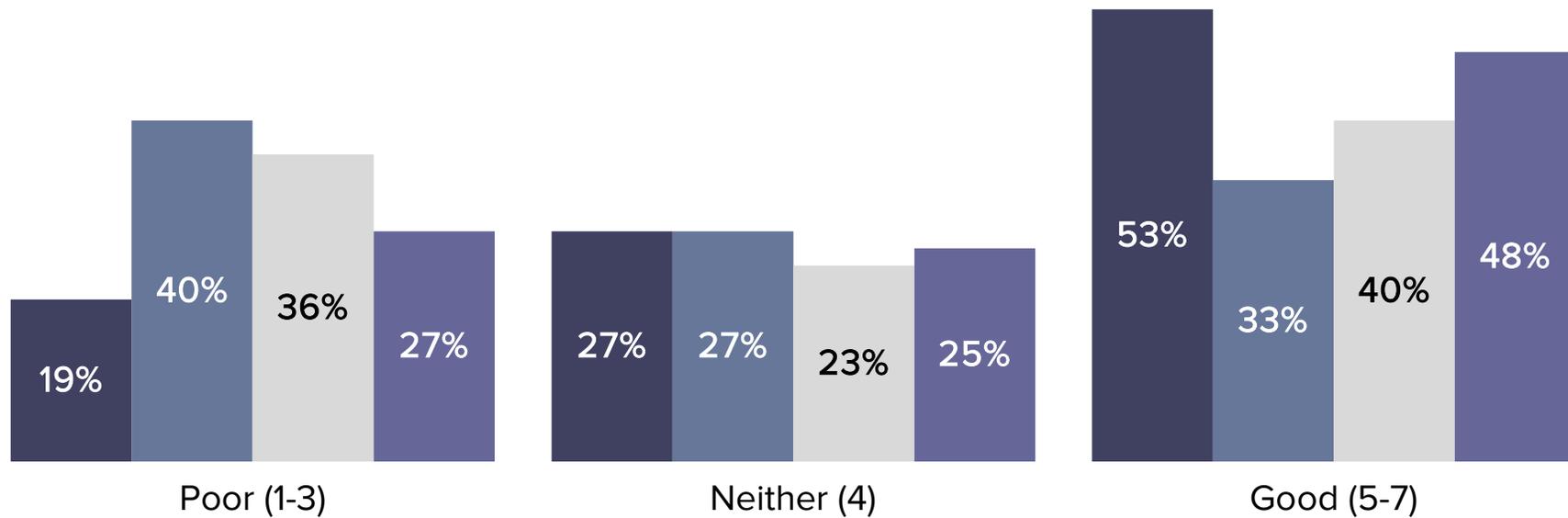
How would you rate the current economic health of your organization?

■ July 2019

■ March 2020

■ October 2020

■ April 2021





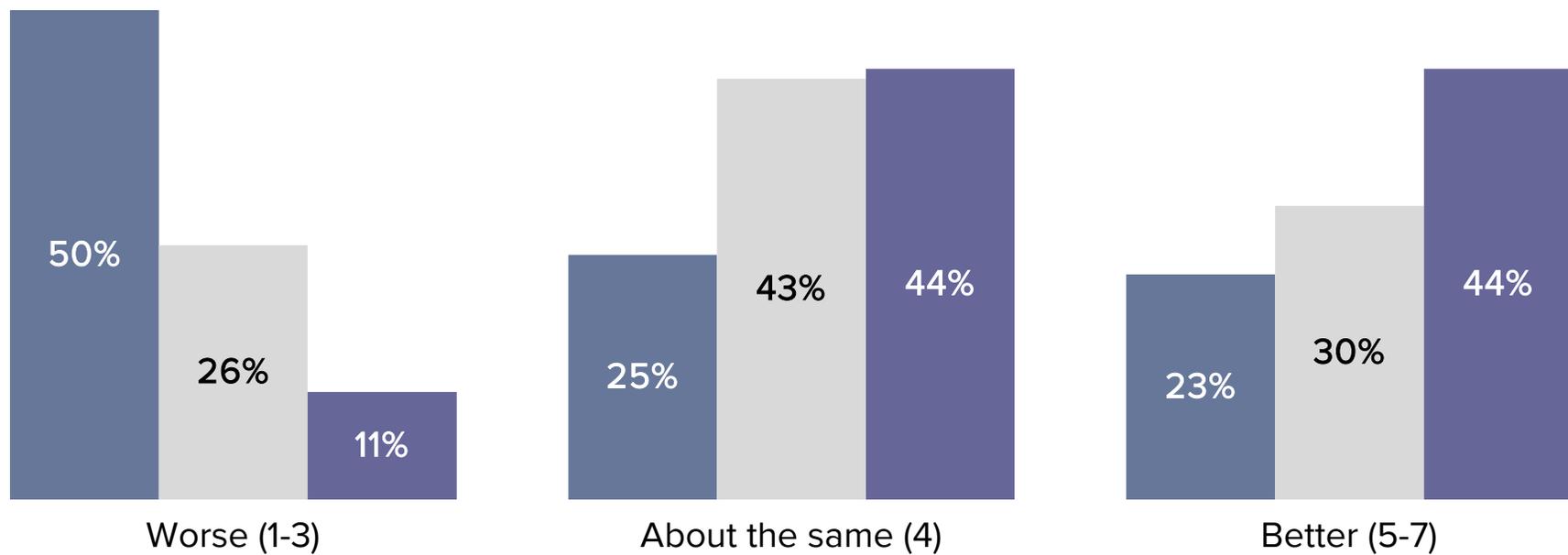
## Short-term Business Outlook

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■ March 2020

■ October 2020

■ April 2021





## Long-term Business Outlook

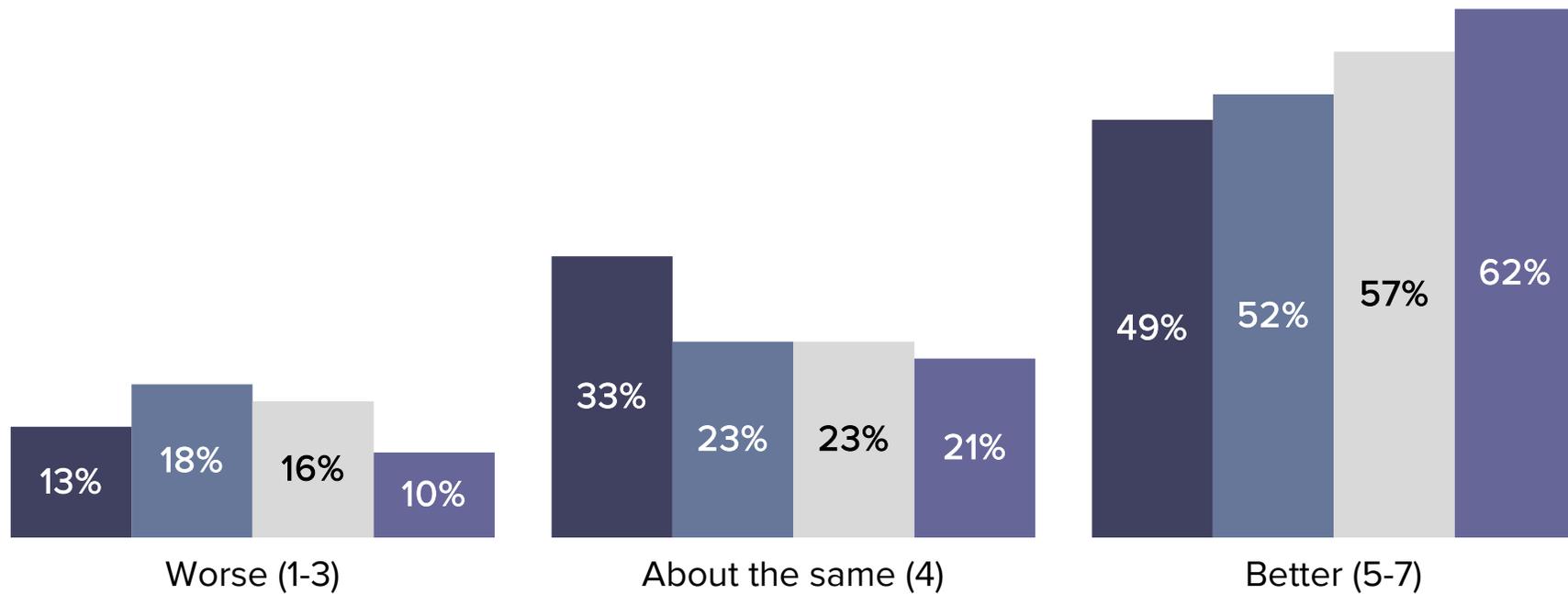
What do you think will be the general economic outlook for your organization over the next 5 years?

■ July 2019

■ March 2020

■ October 2020

■ April 2021





## Prospects for Recovery

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

■ Unlikely (1-2)

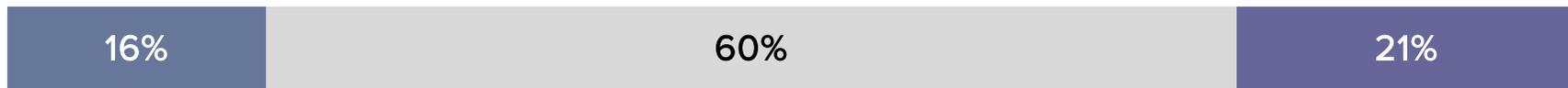
■ Somewhat likely (3-5)

■ Very likely (6-7)

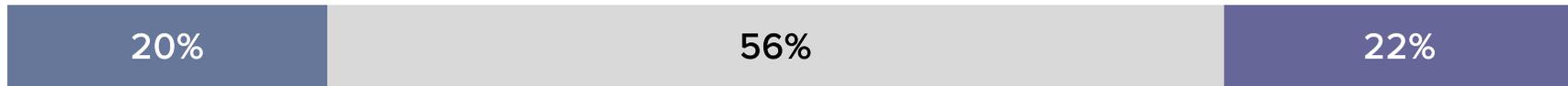
Vaccines are effective in decreasing the spread of COVID in Canada



The pandemic worsens before a vaccine is fully rolled out in Canada



The outbreak is contained and people are safe to return to normal activities



The Canadian economy comes out of recession



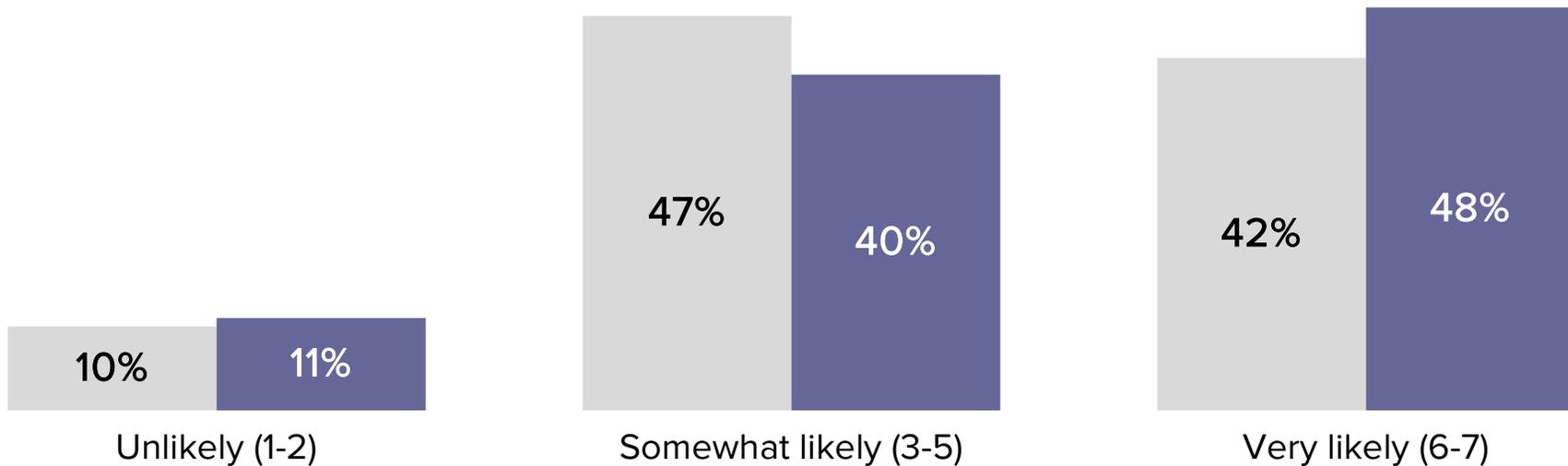


## Effectiveness of Vaccines

Vaccines are effective in decreasing the spread of COVID in Canada

■ December 2020

■ April 2021



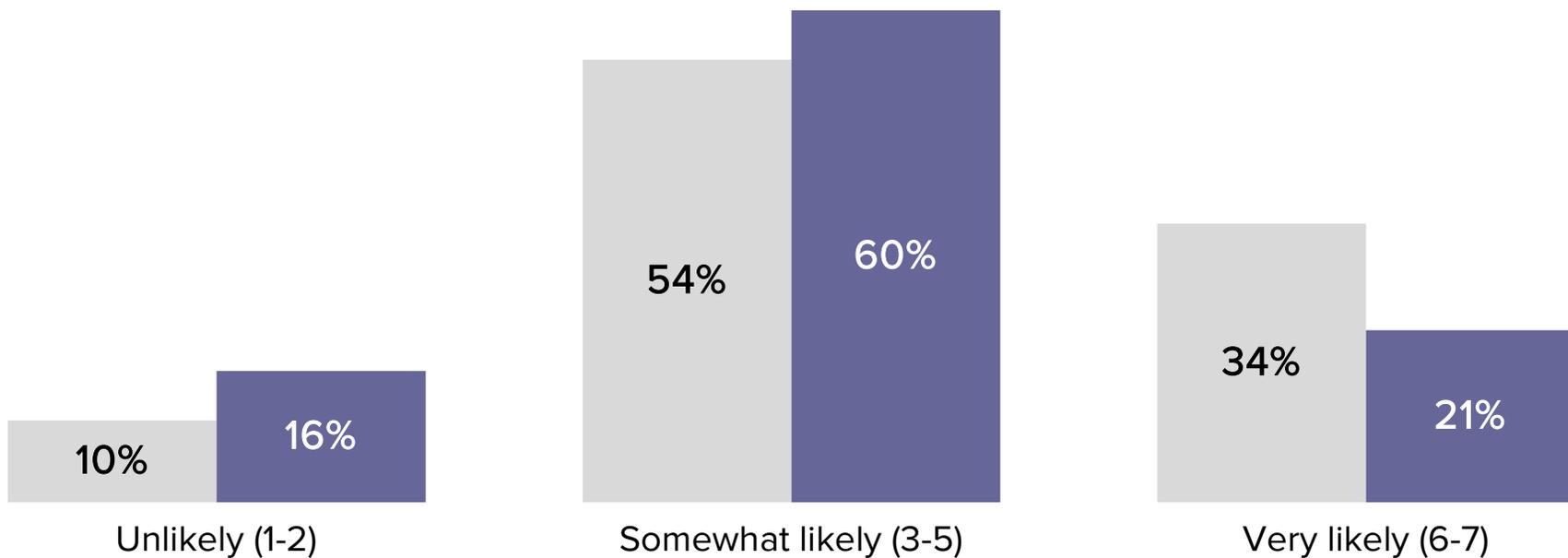


## Expectations for Worsening Pandemic

The pandemic worsens before a vaccine is fully rolled out in Canada

■ December 2020

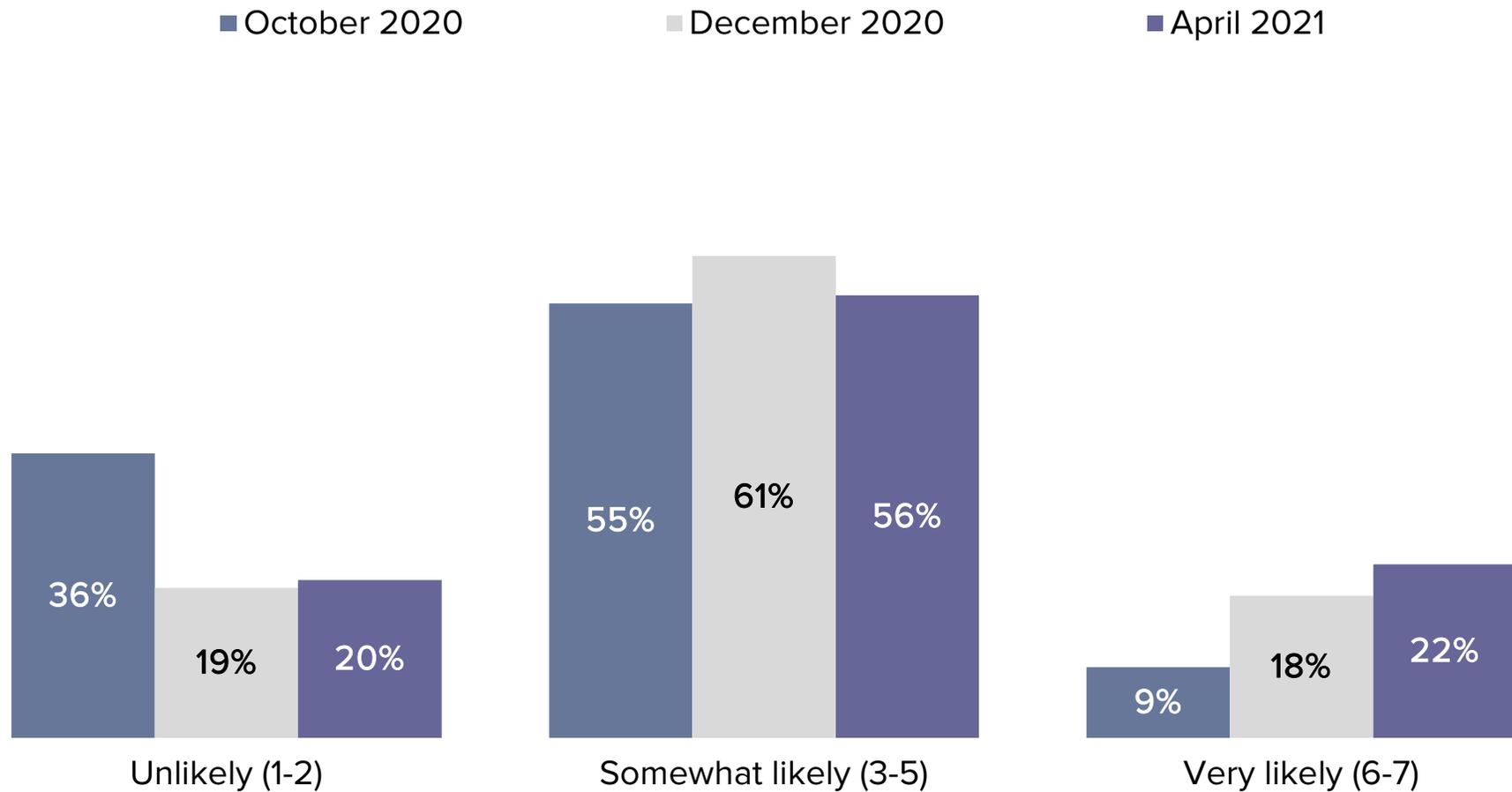
■ April 2021





## Containment and Return to Normality

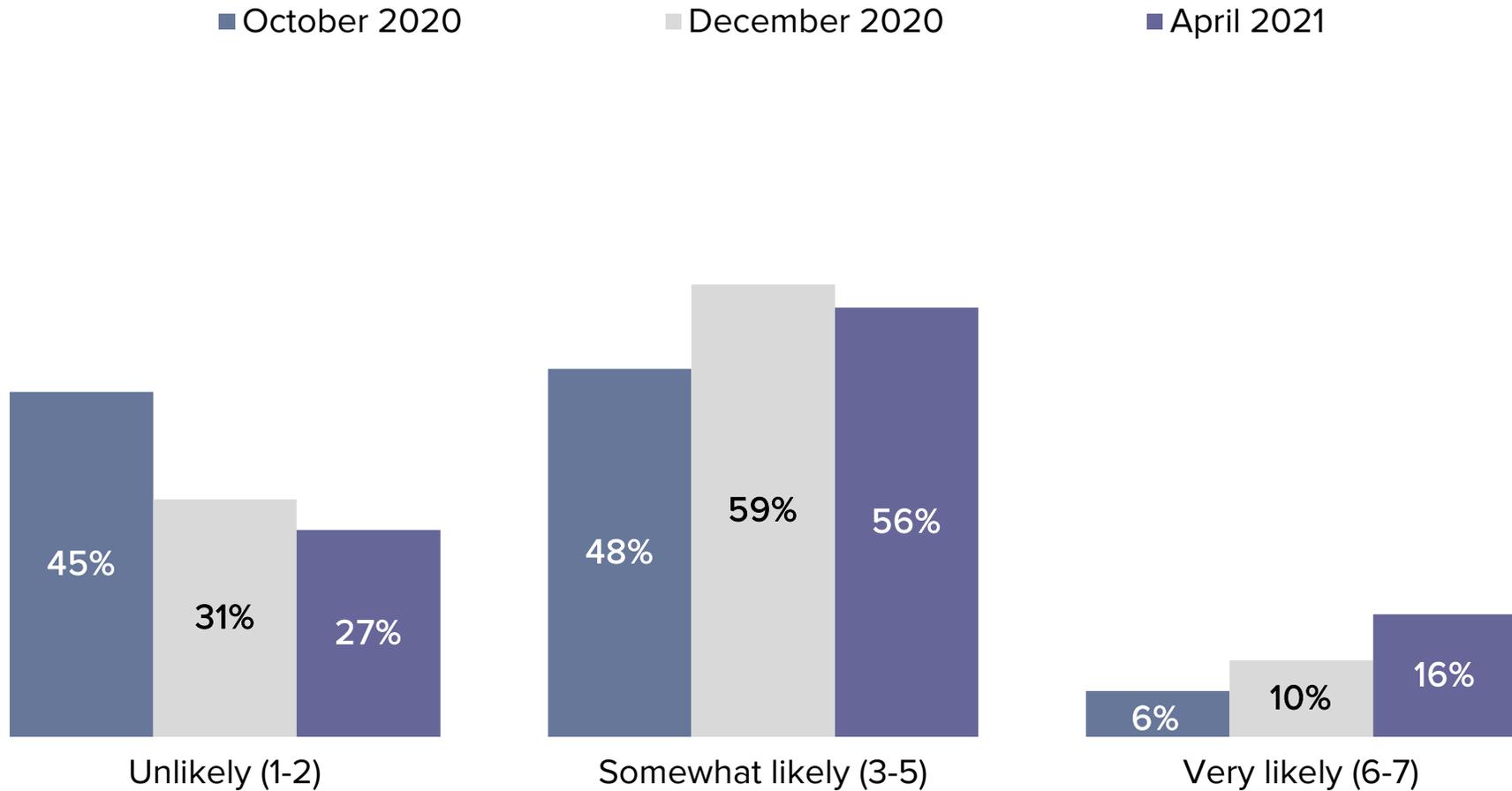
Outbreak is contained and people are safe to resume normal activities





## Recovery from Recession

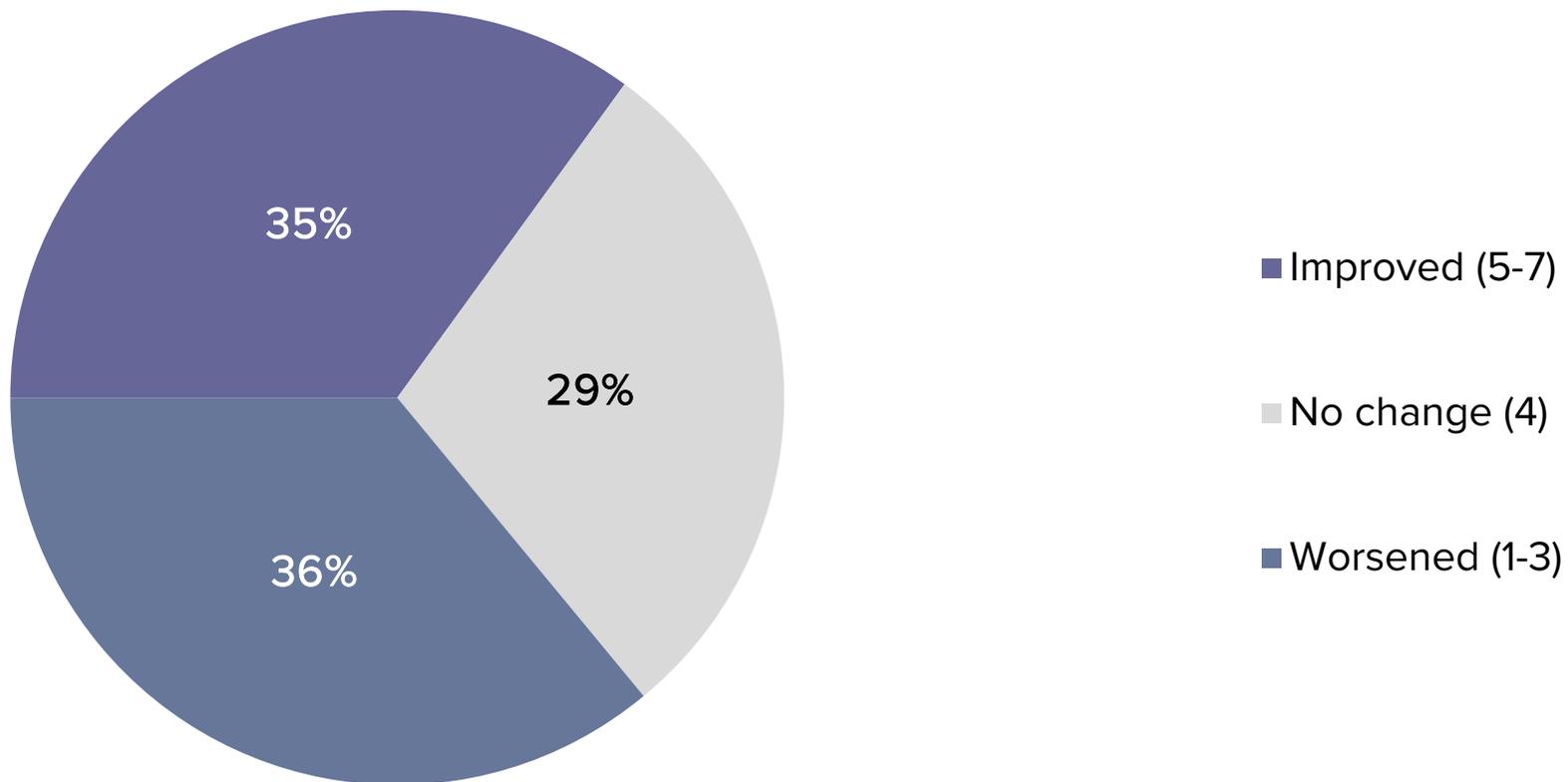
The Canadian economy comes out of recession





## Change in Organizational Outlook

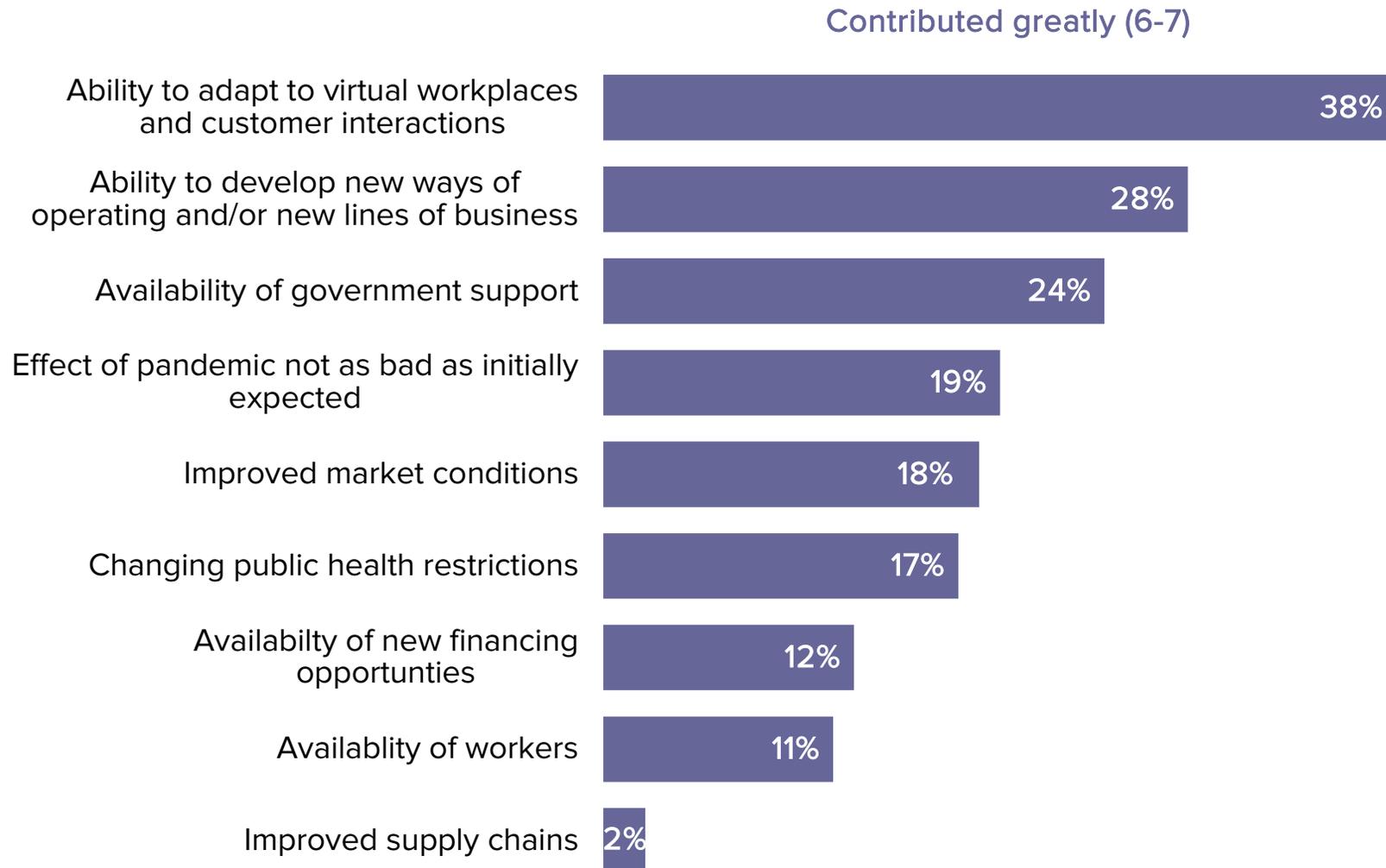
Since the first few months of the pandemic, has the outlook for your organization improved or worsened?





## Factors in Improved Outlook

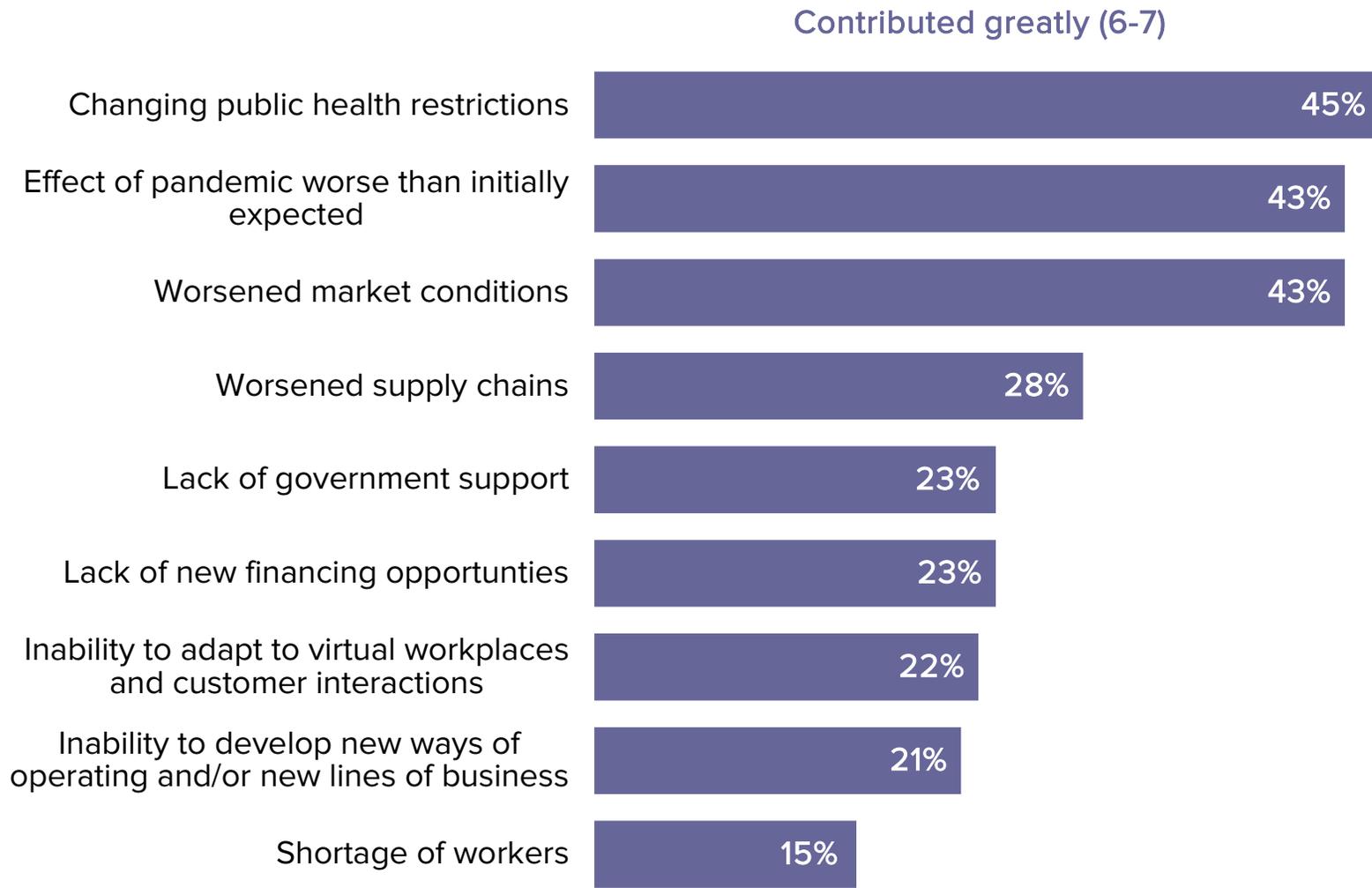
To what extent have each of the following contributed to your organization's positive change in outlook?





## Factors in Worsened Outlook

To what extent have each of the following contributed to your organization's negative change in outlook?





## Negative Effects on Financial Health (1)

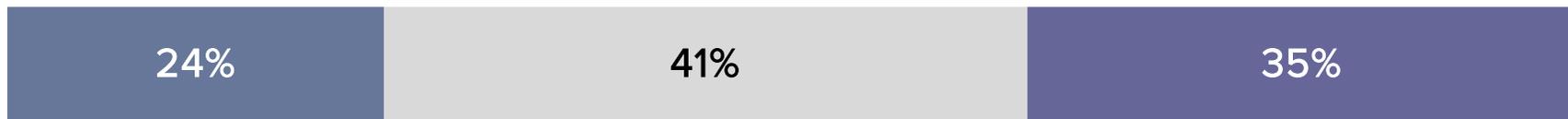
To what extent have each of the following negatively affected, if at all, your organization's financial health during the pandemic?

■ Very little (1-2)

■ Somewhat (3-5)

■ Greatly (6-7)

Restrictions on in-person interaction with customers or clients



Slow down in market activity



Restrictions on cross-border travel and trade





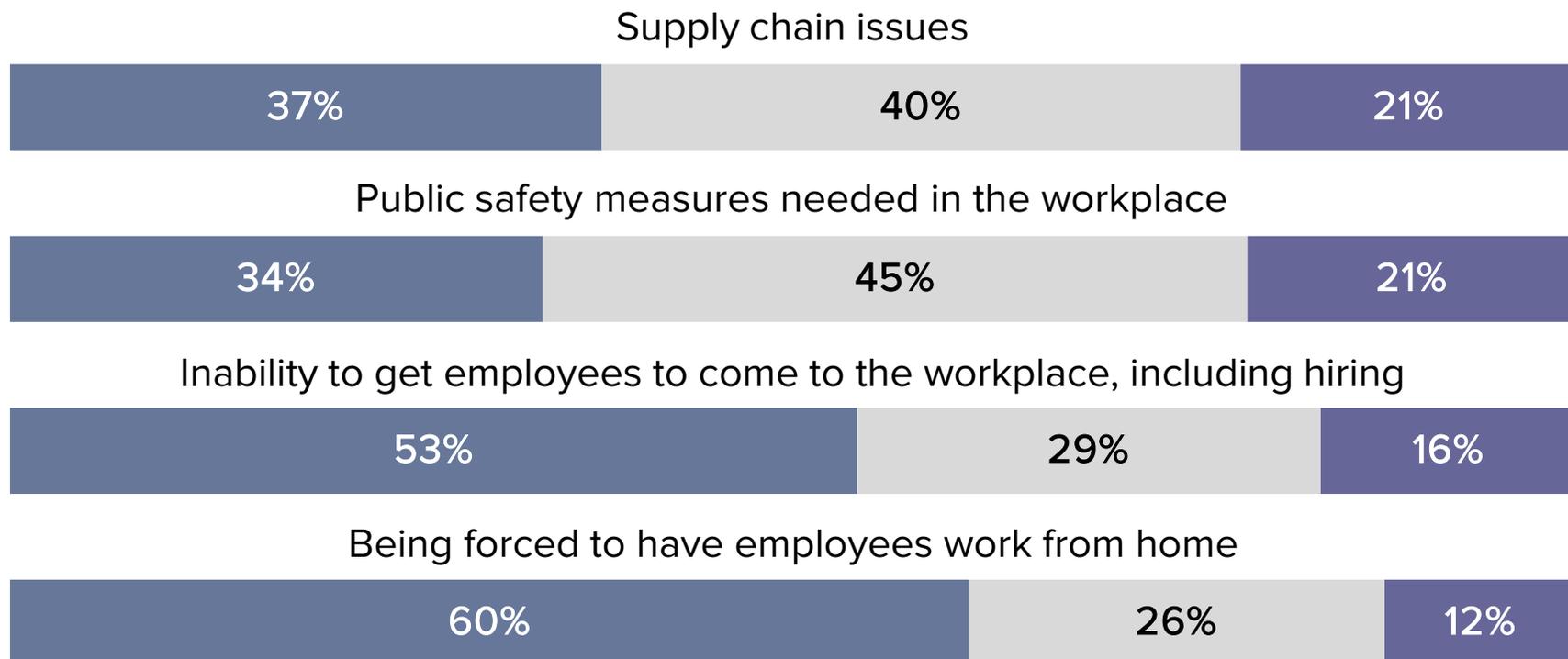
## Negative Effects on Financial Health (2)

To what extent have each of the following negatively affected, if at all, your organization's financial health during the pandemic?

■ Very little (1-2)

■ Somewhat (3-5)

■ Greatly (6-7)





## Measures taken to Persevere

Which of the following measures has your organization taken to help it persevere through the pandemic?

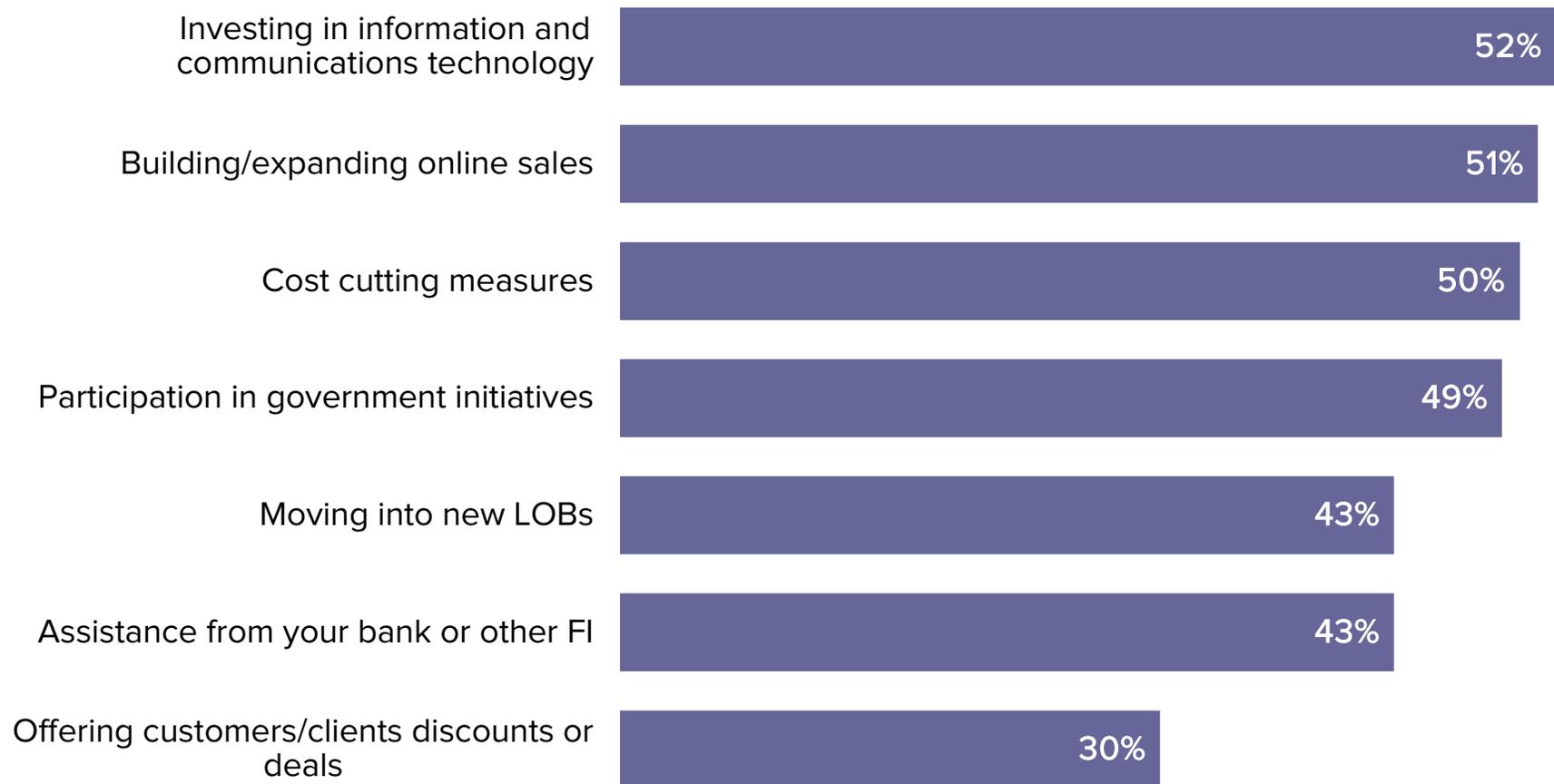




## Importance of Measures taken to Persevere

Thinking now about surviving the pandemic, how important have each of these factors been to your organization's survival?

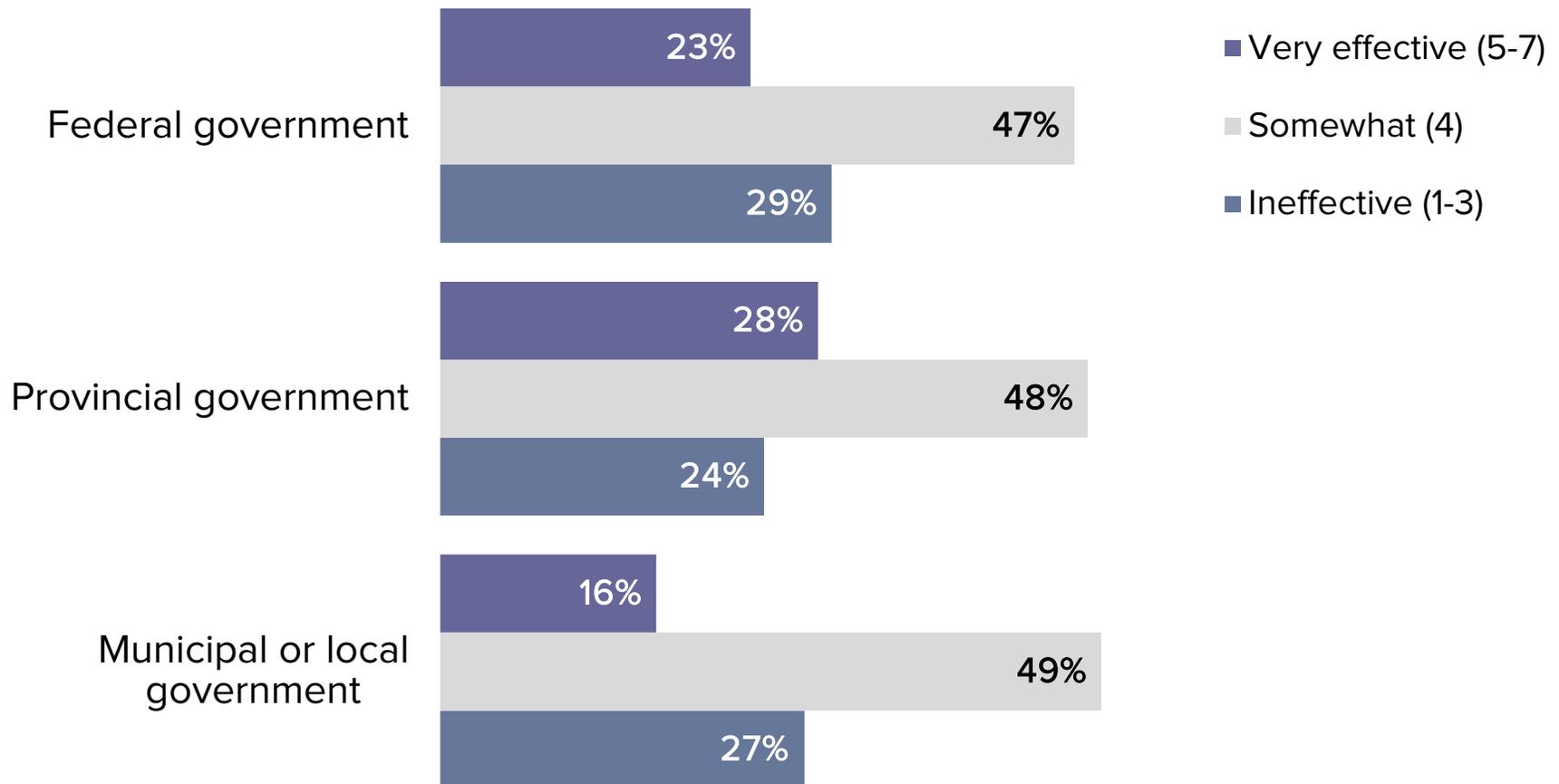
### Very important to those who took the measure (6-7)





## Effectiveness of Public Health Restrictions by Level of Gov't

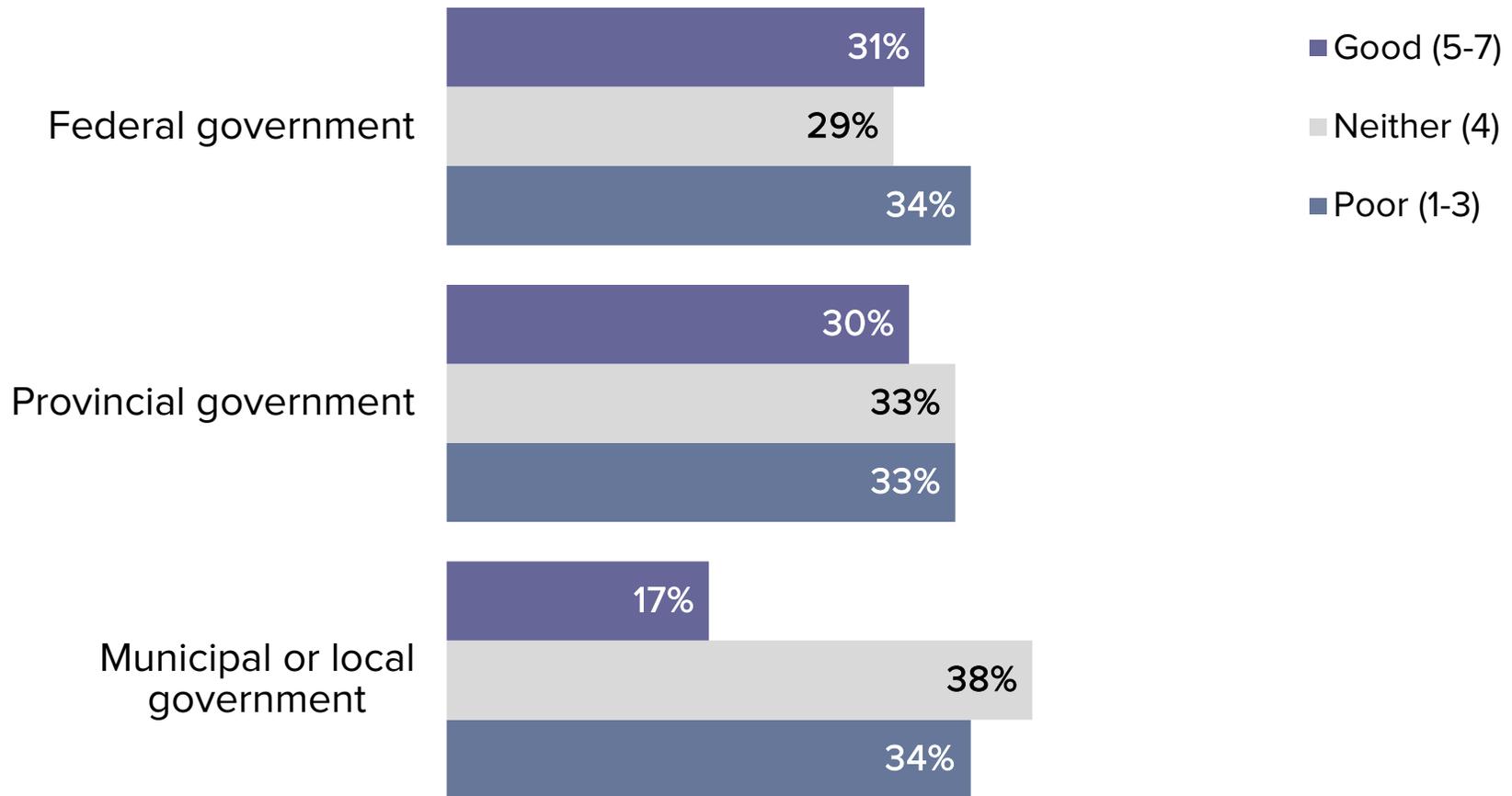
In your view, how effective have public health restrictions mandated by each level of government been in preventing the spread of COVID?





## Government Help with Workplace Health & Safety

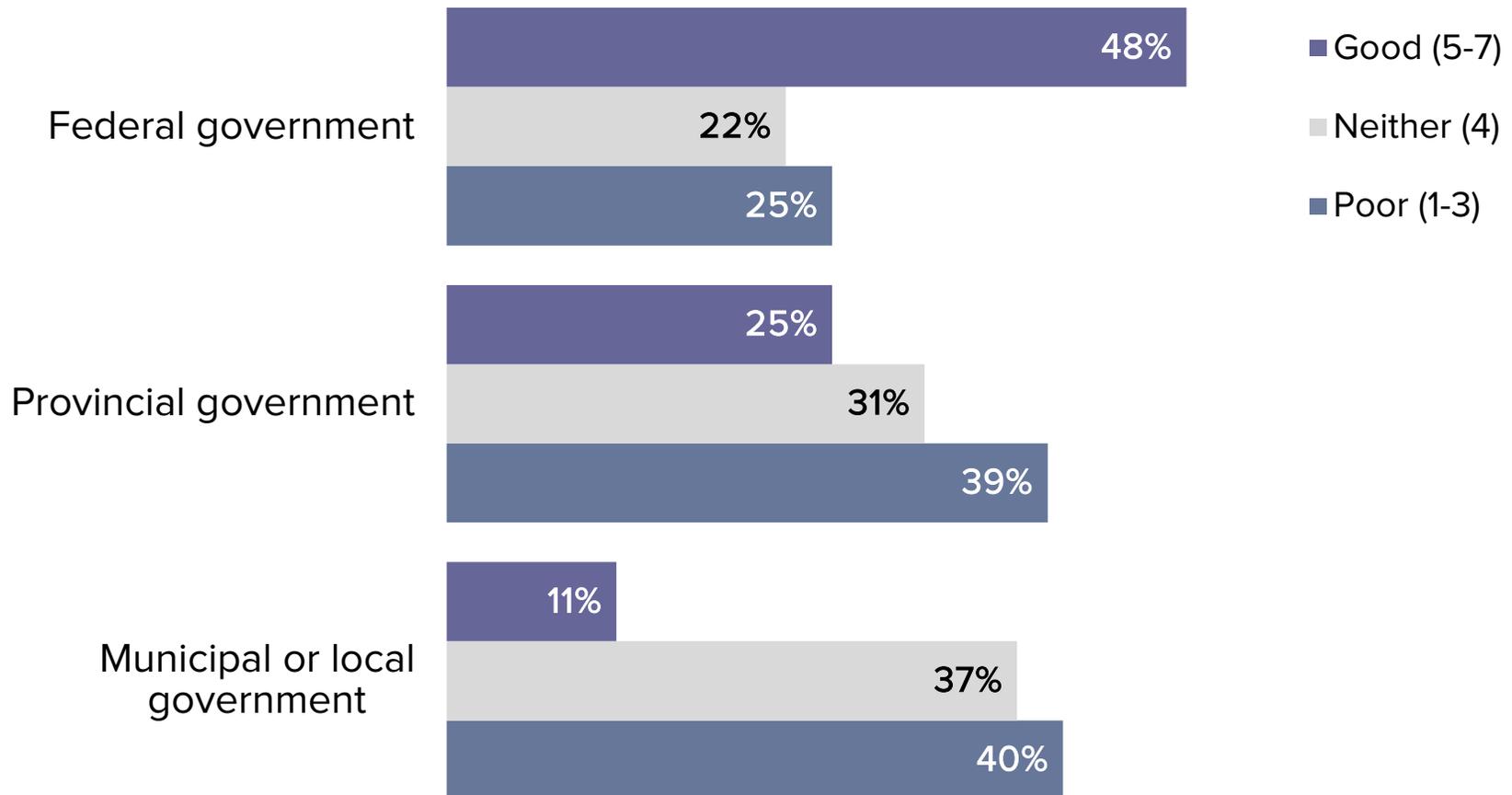
How would you rate each level of government in terms of helping your organization deal with workplace health and safety issues during the pandemic?





## Government Help with Perseverance

And how would you rate each level of government in terms of providing support and assistance programs to help your organization persevere through the pandemic?

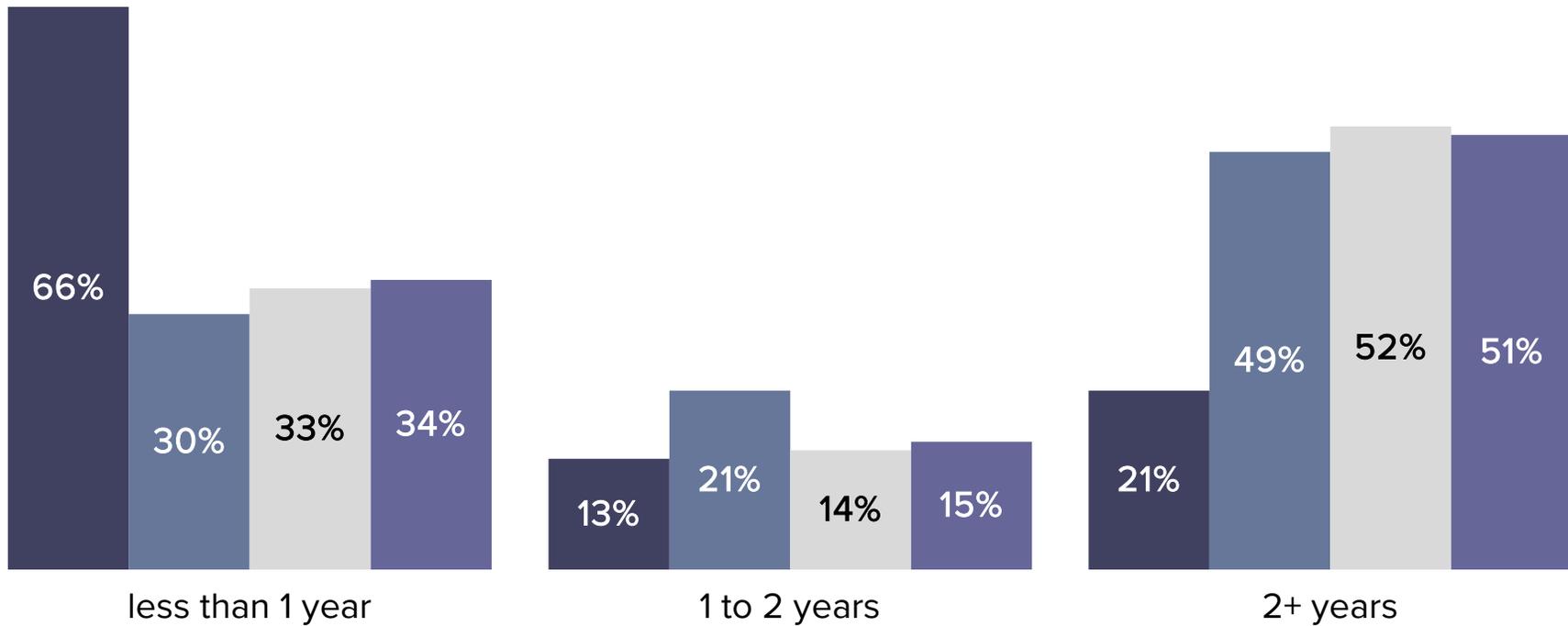




## Business Viability

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

■ April 2020      ■ October 2020      ■ December 2020      ■ April 2021





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