



**Modus**  
RESEARCH



## COVID-19 Outbreak and Emergency Stimulus Survey Results March 25-31

**Modus Business Monitor**  
The Voice of Canadian Business

## Monitoring Canadian Businesses and COVID-19

Modus will provide continuous monitoring of developments for as long as the COVID-19 outbreak persists and has a significant impact on Canadian businesses and the economy.

- How are Canadian businesses responding to the COVID-19 outbreak?
- What are the economic consequences of the pandemic?
- What do business leaders think about government initiatives? What impact are they having on their businesses?

Our ongoing monitoring of COVID-19 and Canadian business will be conducted as part of the Modus Business Monitor, our B2B omnibus and tracking service. The Monitor is conducted regularly and allows clients to field proprietary questions and take advantage of our extensive tracking and profile data.

## Federal Emergency Stimulus Initiatives

There is strong support for the individual initiatives announced as part of the federal government's emergency stimulus package.

- Over three-quarters of Canadian Businesses support each of the initiatives announced thus far.
- Emergency care for the self-employed and business tax deferral until September received the broadest support.
- All other initiatives also have robust support.

For upcoming editions of the Modus Business Monitor we will monitor new announcements and track the uptake and impact of the federal government's offerings.



## Support for Emergency Stimulus Initiatives

The federal government has announced an emergency stimulus package that involves a number of initiatives to help businesses deal with the coronavirus outbreak. To what extent do you support or oppose each of these initiatives?

Emergency care benefit for self-employed

90%

Allowing businesses to defer tax payment penalty & interest-free until after Aug. 2020

87%

Reduction in interest rates

83%

Increase credit available to small and medium sized businesses

82%

3 month wage subsidy to small businesses of 75% of remuneration for employees\*

82%

\$2,000/mo. up to 4 months for those who lose their income due to the pandemic\*\*

82%

Augmenting credit available to farmers through Farm Credit Canada

78%

## Assessment of Federal and Provincial Response

While business support for individual initiatives is strong, business leaders' assessment of the adequacy of government – both federal and provincial – response is more tepid.

- Three-quarters of businesses say the stimulus is at least somewhat adequate to ensuring business survival through the COVID-19 outbreak.
- At the same time, business leaders are slightly more likely to view the response as inadequate as adequate.

It is much the same tale at the provincial level, albeit with some governments performing better than others.

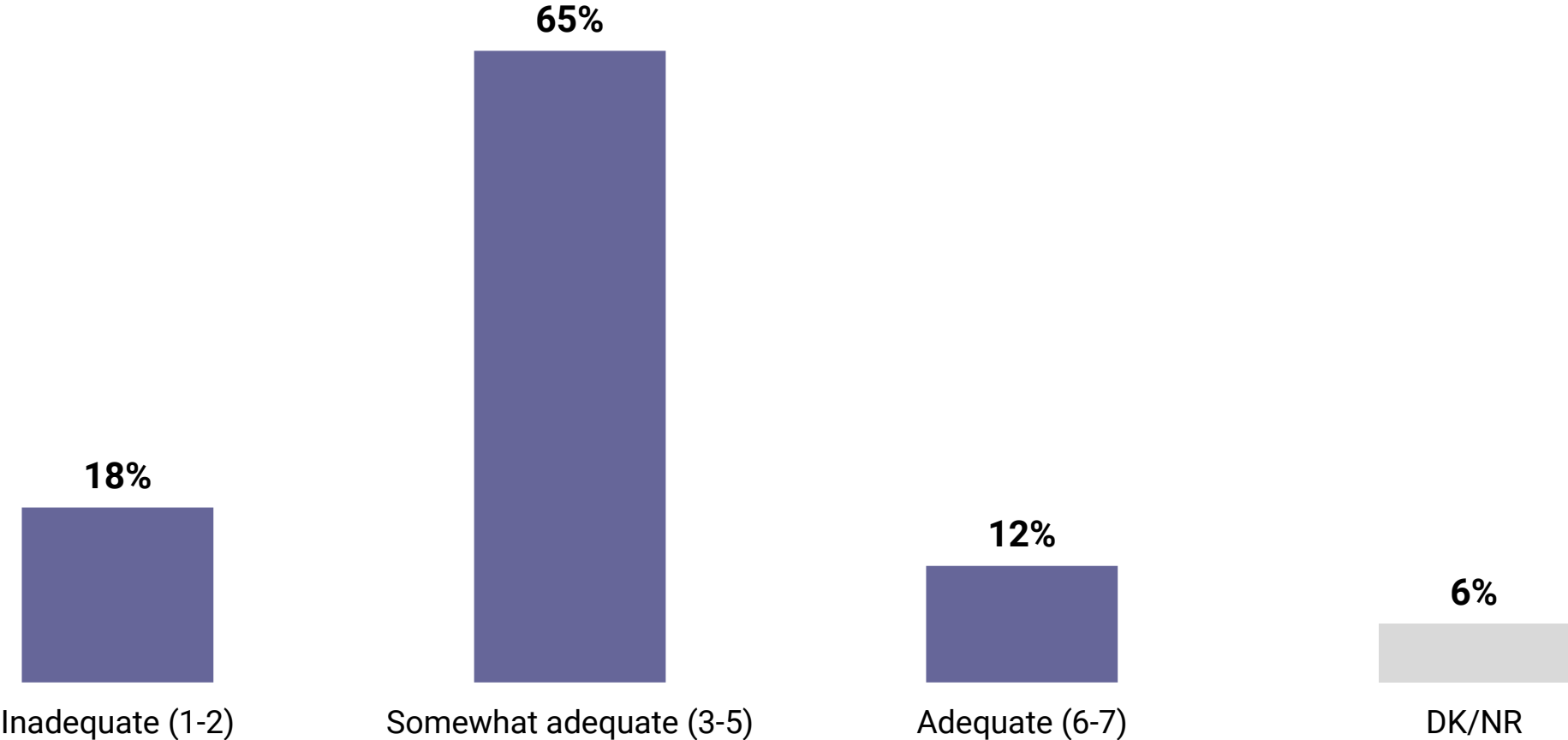
- Ontario leads with fully 85% assessing at least somewhat adequate performance with Quebec nearby at 78% on the same measurement and with a better top-two box assessment .
- Alberta reaches only the two-thirds mark on the somewhat adequate measurement.

For upcoming editions of the Modus Business Monitor we will continue to monitor and track government performance.



# Assessment of Federal Emergency Stimulus

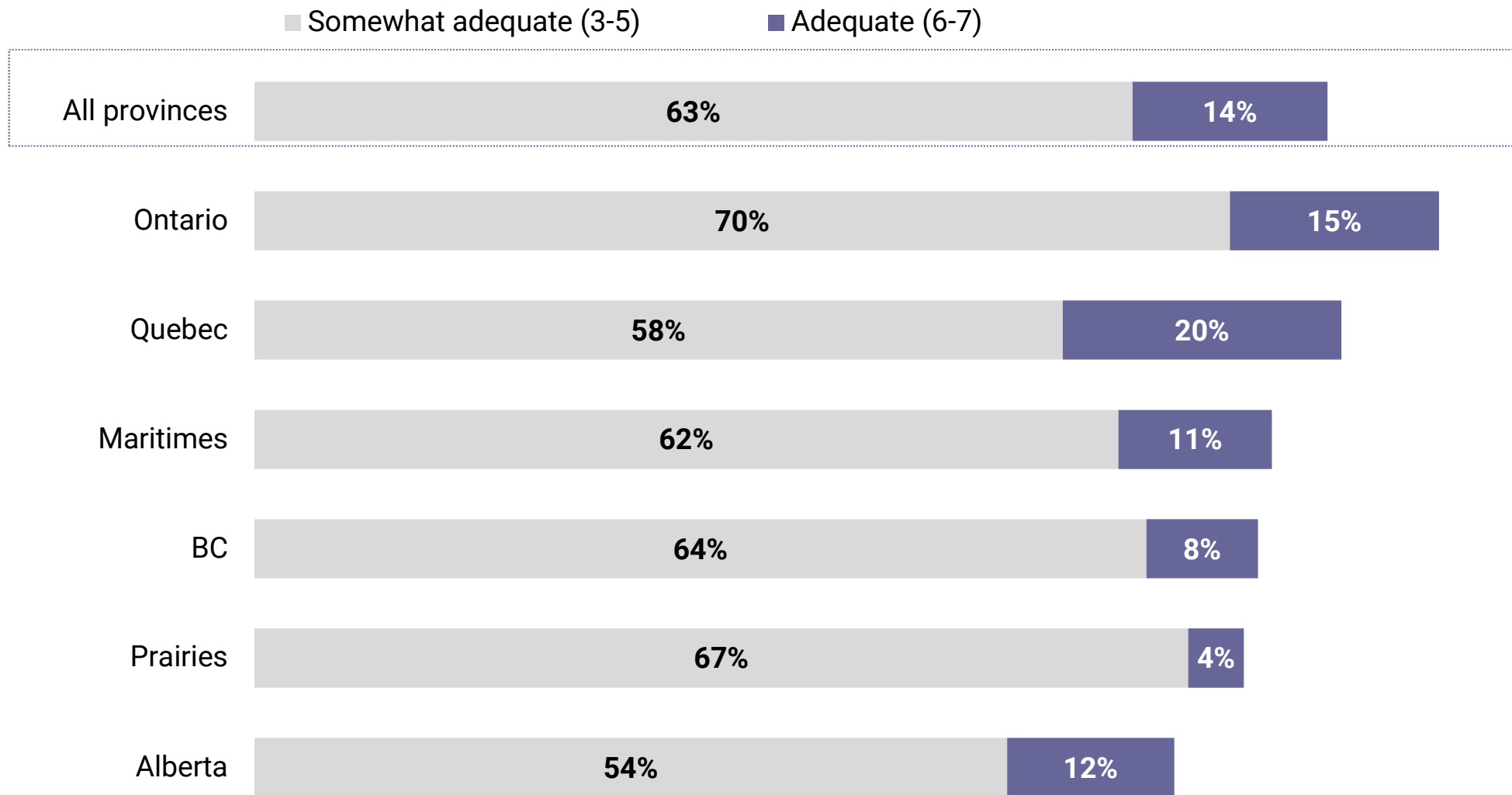
At this stage, how adequate do you think the federal government's emergency stimulus will be to ensuring businesses survive the coronavirus outbreak?





## Assessment of Provincial Response

Thinking now about your own provincial government, how adequate do you think its response will be to ensuring businesses survive the coronavirus outbreak?



## About the Modus Business Panel

Findings presented in this report are based on a representative sample of 851 Canadian managers and executives via email and SMS invitation from the Modus Business Panel.

- As Canada’s only purpose-built, probability-based B2B research panel, the Modus Business Panel is the gold standard for B2B research in Canada.
  - All Panel members are recruited randomly from the Canadian population and screened by live interviewers before joining the Modus Business Panel.
  - Surveys can be completed by telephone, online, tablet and smartphone.
  - The Panel is representative of Canadian enterprises across sector, region and organization size.
- The data presented in this report have a margin of error of +/- 3.36% at a 95% level of confidence. Survey data have been weighted to Statistics Canada population data for Canadian enterprises by size and region.



# Modus

R E S E A R C H

*Real Respondents, Real Insights*