

**SHIFTING
OPINIONS**

**CHANGING
BEHAVIOURS**

**A NEW
NORMAL?**

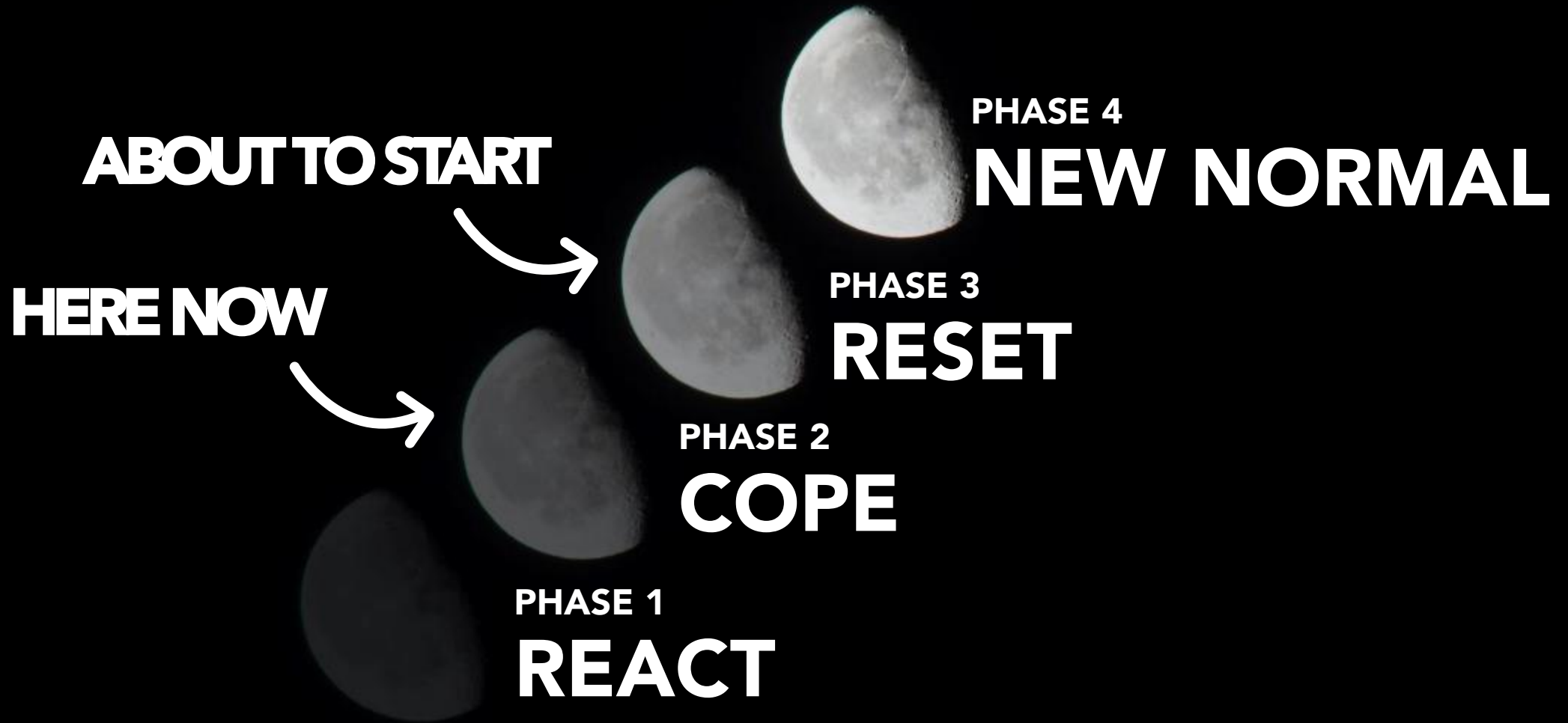
ABACUS DATA

WHAT DO CANADIANS THINK ABOUT THE PANDEMIC AND TRUCKING?

RESEARCH AND ANALYSIS FROM CANADA'S LEADING PUBLIC
AFFAIRS AND MARKET RESEARCH EXPERTS

 **TruckingHR
Canada**

PHASES OF THE CURRENT CRISIS



WHAT'S THE
NEW NORMAL?



COVID-19 WILL ACCELERATE SHIFTS HAPPENING BEFORE THE CRISIS:

DIGITAL FIRST

FLEXIBLE WORK

HOME-BASED



WHAT'S THE
NEW NORMAL?

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**WHAT WILL BE THE
"NEW NORMAL"?**

**WHAT IS THE RIGHT BET
TO MAKE?**



**WHAT'S THE
NEW NORMAL?**

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HOW ARE CANADIANS FEELING/THINKING ABOUT ALL THIS?

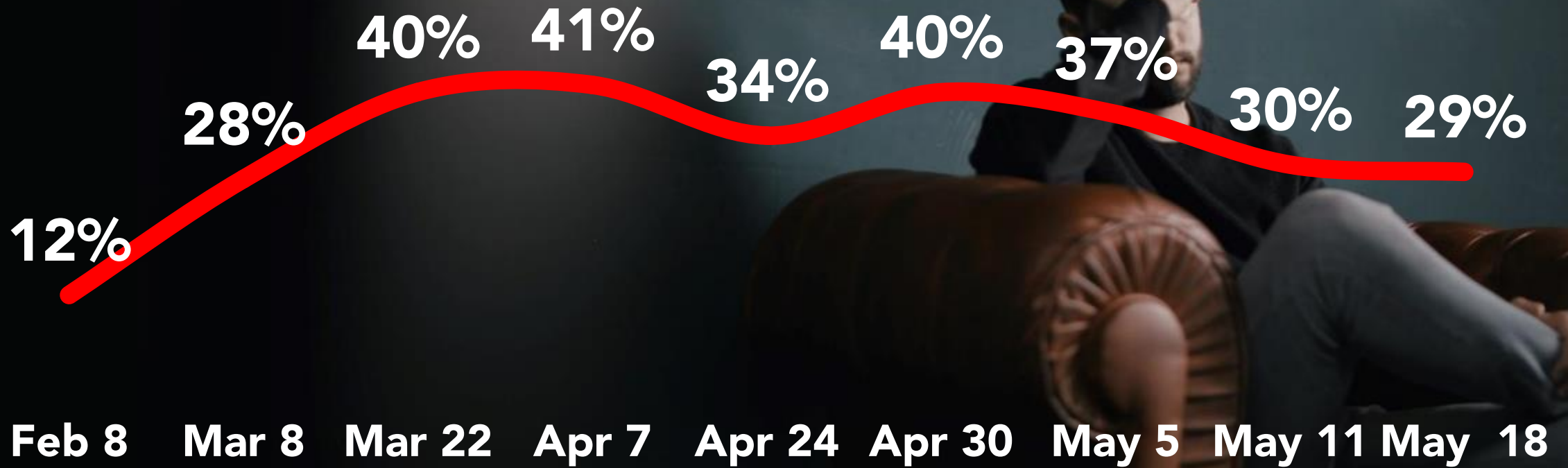


WHAT'S THE
NEW NORMAL?



FLATTENING OF THE "WORRY" CURVE

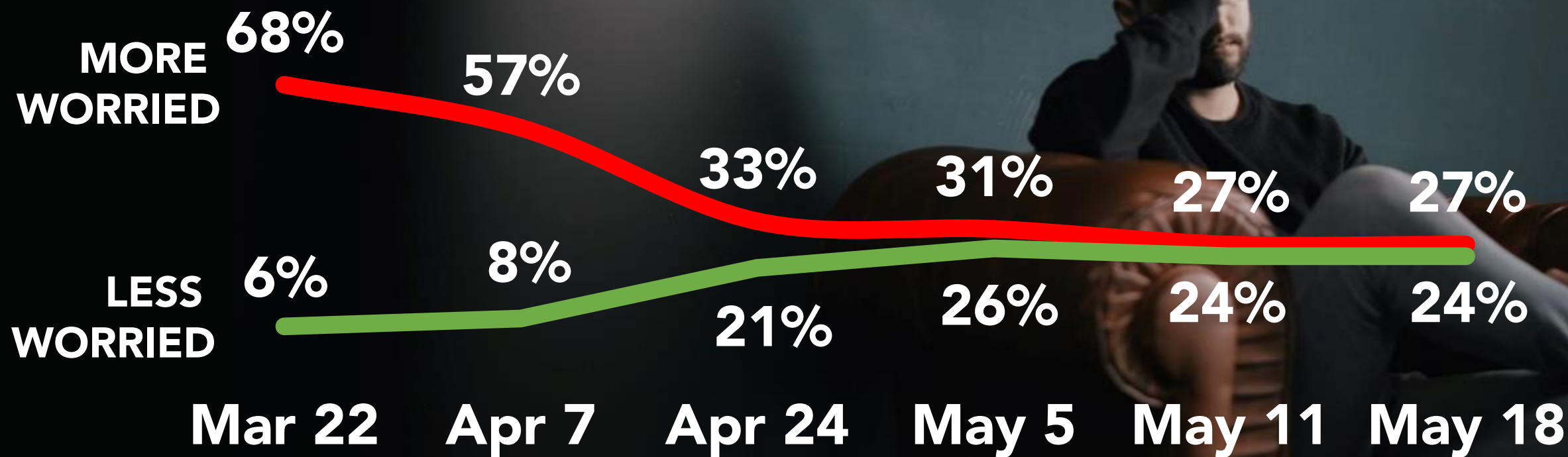
% who say they are extremely/worried a lot



WHAT'S THE
NEW NORMAL?

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ARE WE BECOMING MORE OR LESS WORRIED?



WHAT'S THE
NEW NORMAL?

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WORRY

**CANADIANS REALLY OR
SOMEWHAT WORRIED
ABOUT A 2ND SPIKE IN
COVID-19 INFECTIONS**

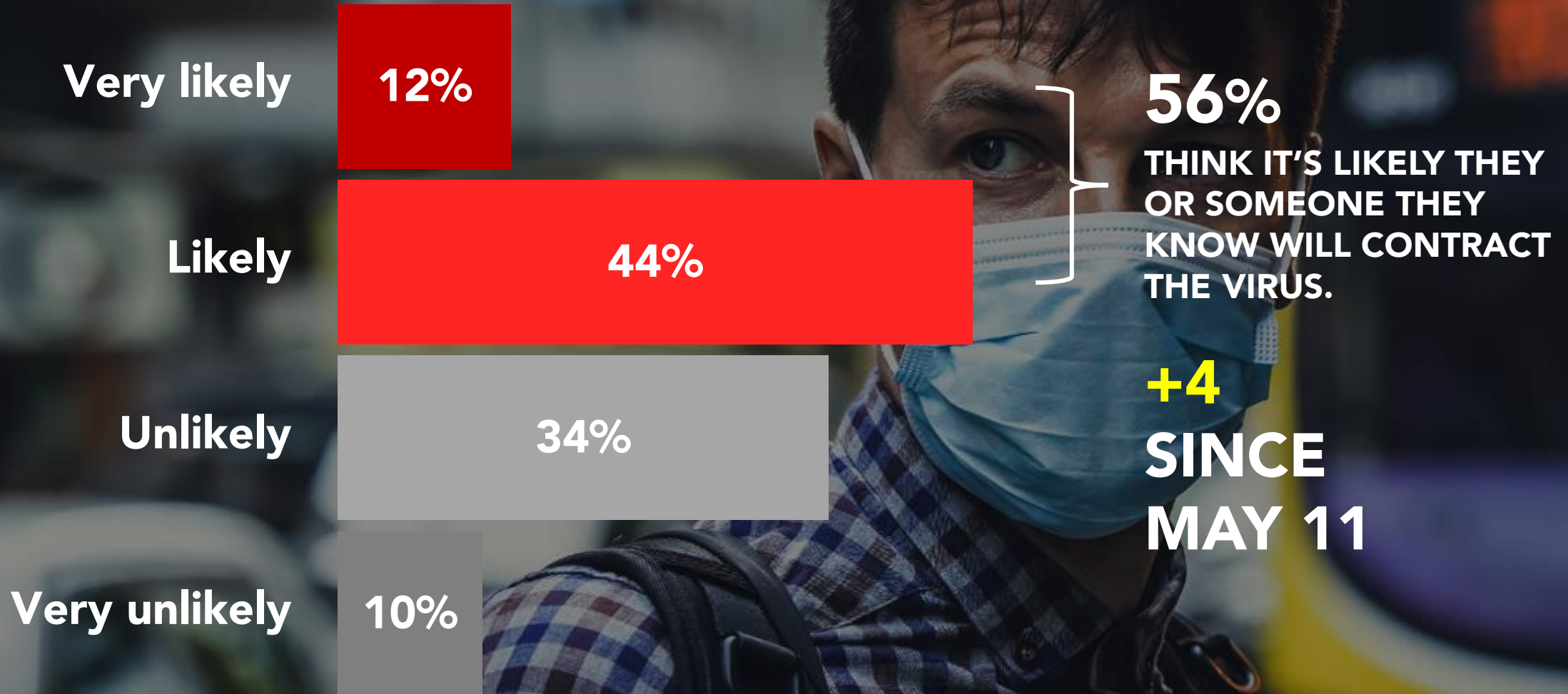
69%



WHAT'S THE
NEW NORMAL?

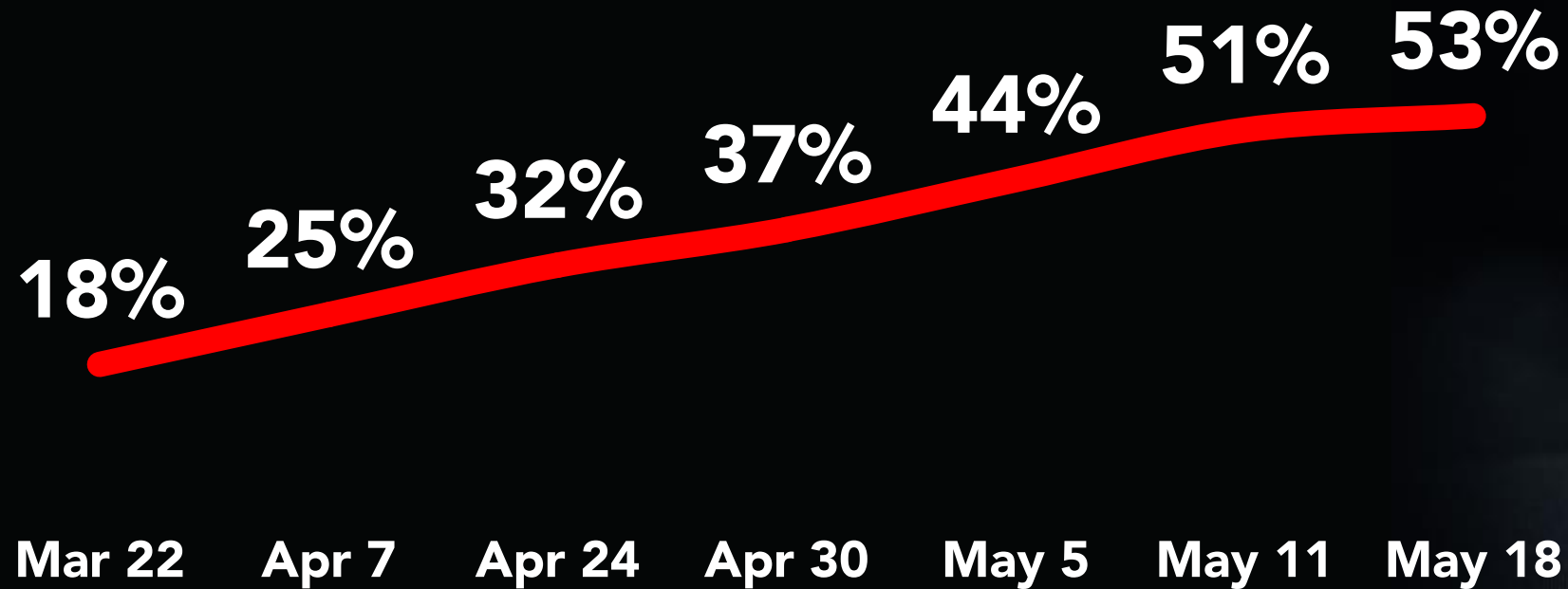
ABACUS DATA

LIKELIHOOD OF YOU OR SOMEONE YOU KNOW CONTRACTING CORONAVIRUS?



WHEN WILL NORMAL RETURN?

% who say it will take **6 months or more** to get back to life more or less as before

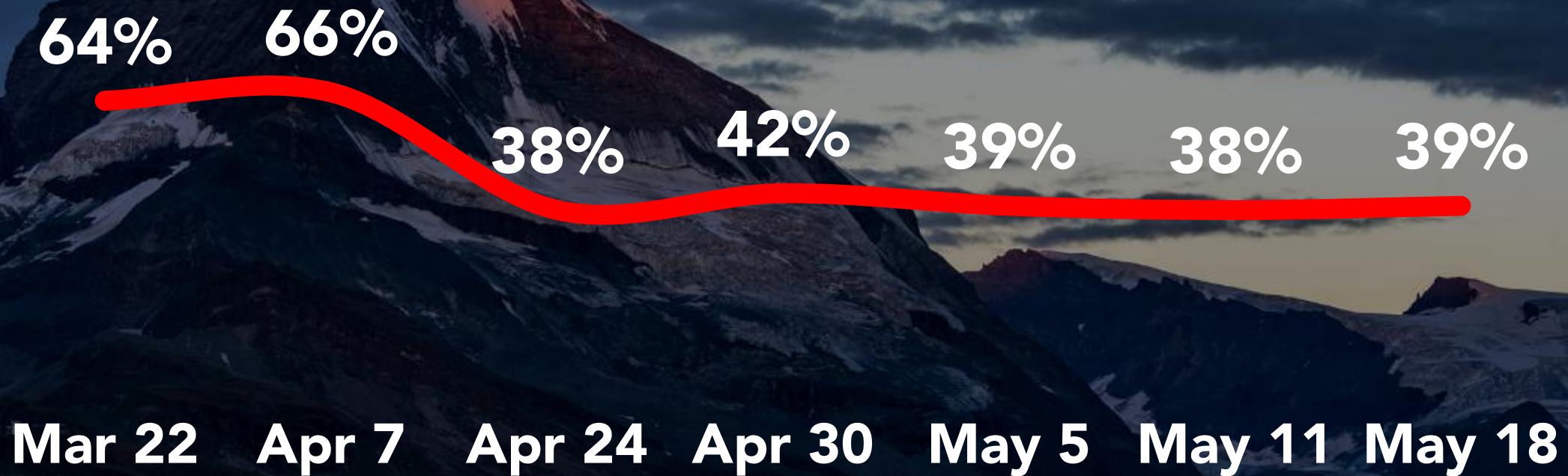


WHAT'S THE
NEW NORMAL?

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Is the worst behind us?

There has been a big shift in perceptions about the crisis.



Which of the following best describes your view about the coronavirus outbreak?



WHAT'S THE
NEW NORMAL?

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THE FINANCIAL IMPACT

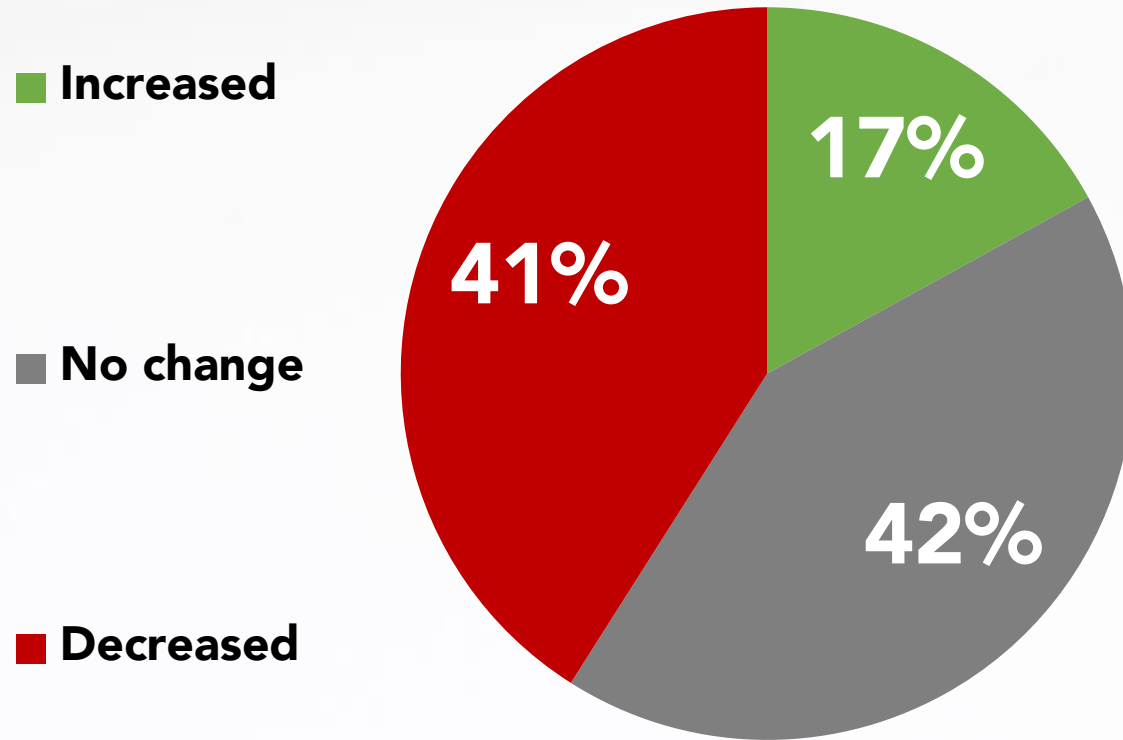


WHAT'S THE
NEW NORMAL?



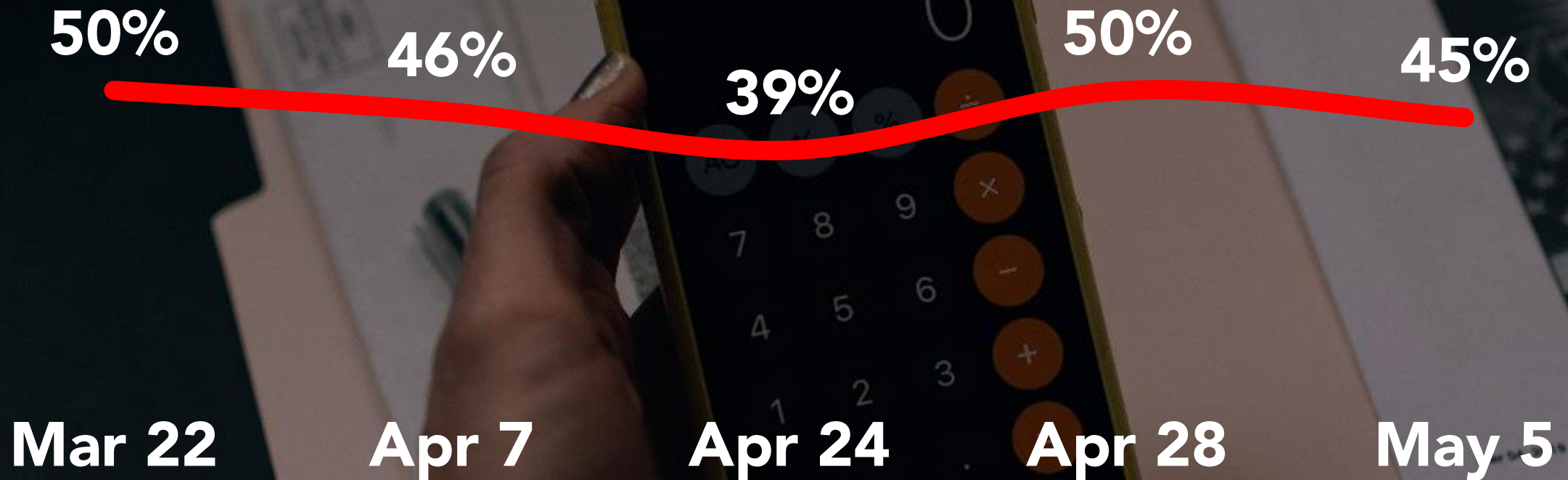
CHANGE IN HOUSEHOLD INCOME

4 in 10 feeling a real impact.



LONG-TERM FINANCIAL CONCERNS

% who say they are really/somewhat worried about their long-term financial situation

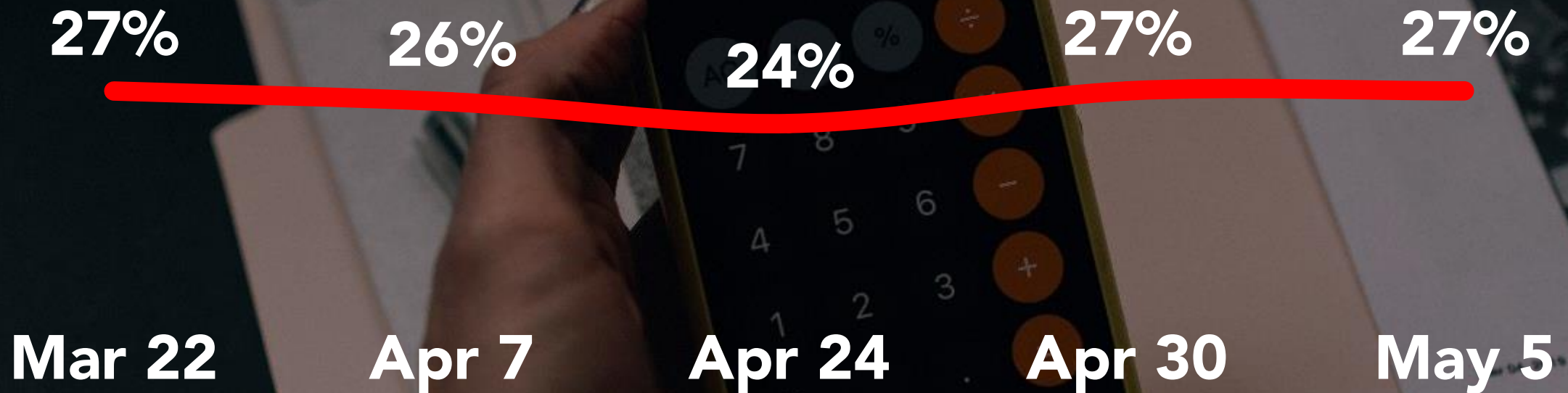


WHAT'S THE
NEW NORMAL?

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MY JOB WILL DISAPPEAR

% who say they are really/somewhat worried that their job will disappear



WHAT'S THE
NEW NORMAL?

ABACUS DATA

LEADERSHIP



WHAT'S THE
NEW NORMAL?

ABACUS DATA

CANADA HEADED IN THE RIGHT DIRECTION?

MARCH 3
34%

MAY 5
45%

11-POINT
INCREASE

Which of the following comes closest to your view?

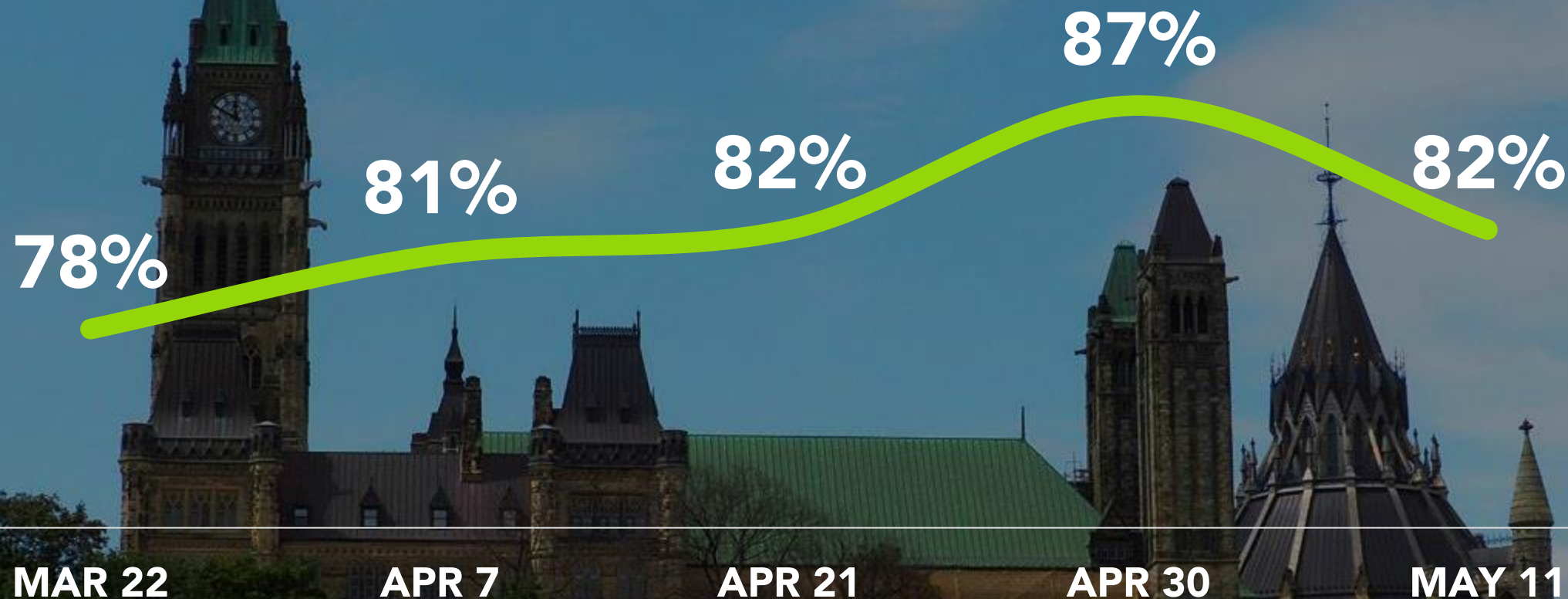


WHAT'S THE
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FEDERAL GOVERNMENT PERFORMANCE

How well has each of the following been handling the coronavirus situation?



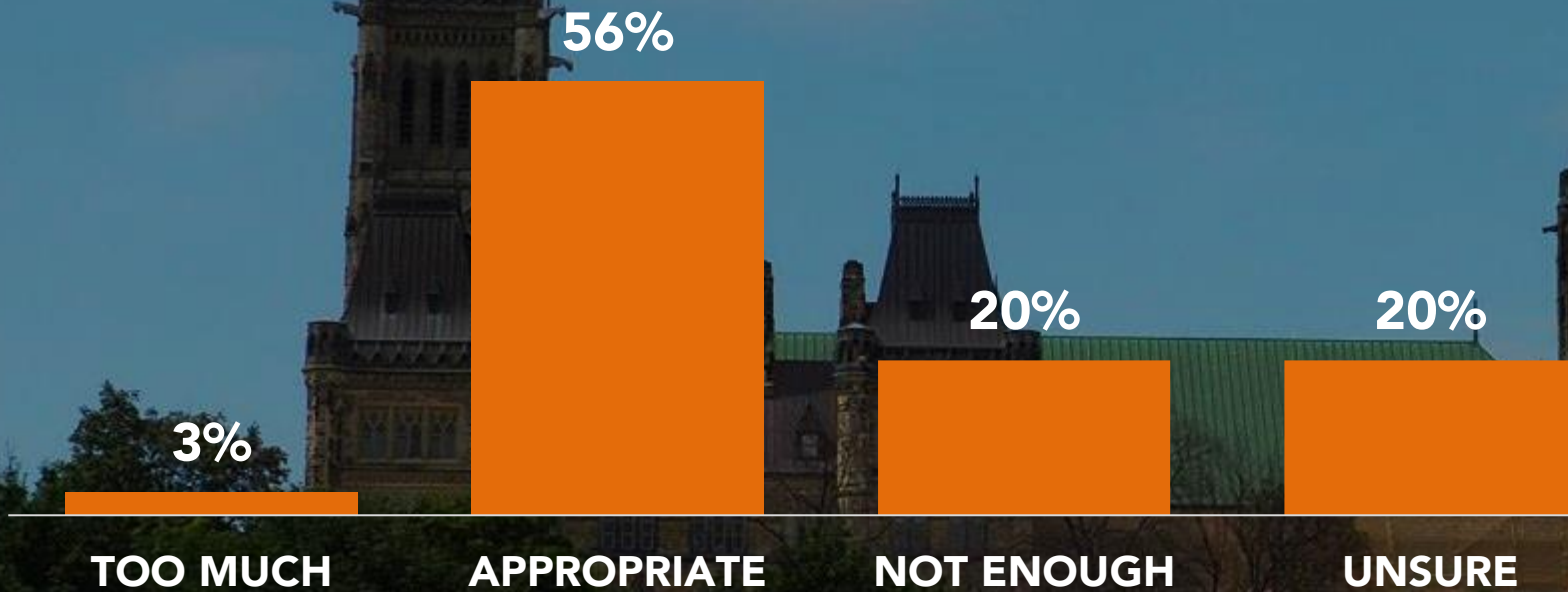
WHAT'S THE
NEW NORMAL?

ABACUS DATA

SOURCE: ABACUS DATA SURVEY, APRIL 2-7, 2020 N=2,334 CANADIANS

FEDERAL EMERGENCY AID PACKAGE

ENOUGH, TOO MUCH, NOT ENOUGH?

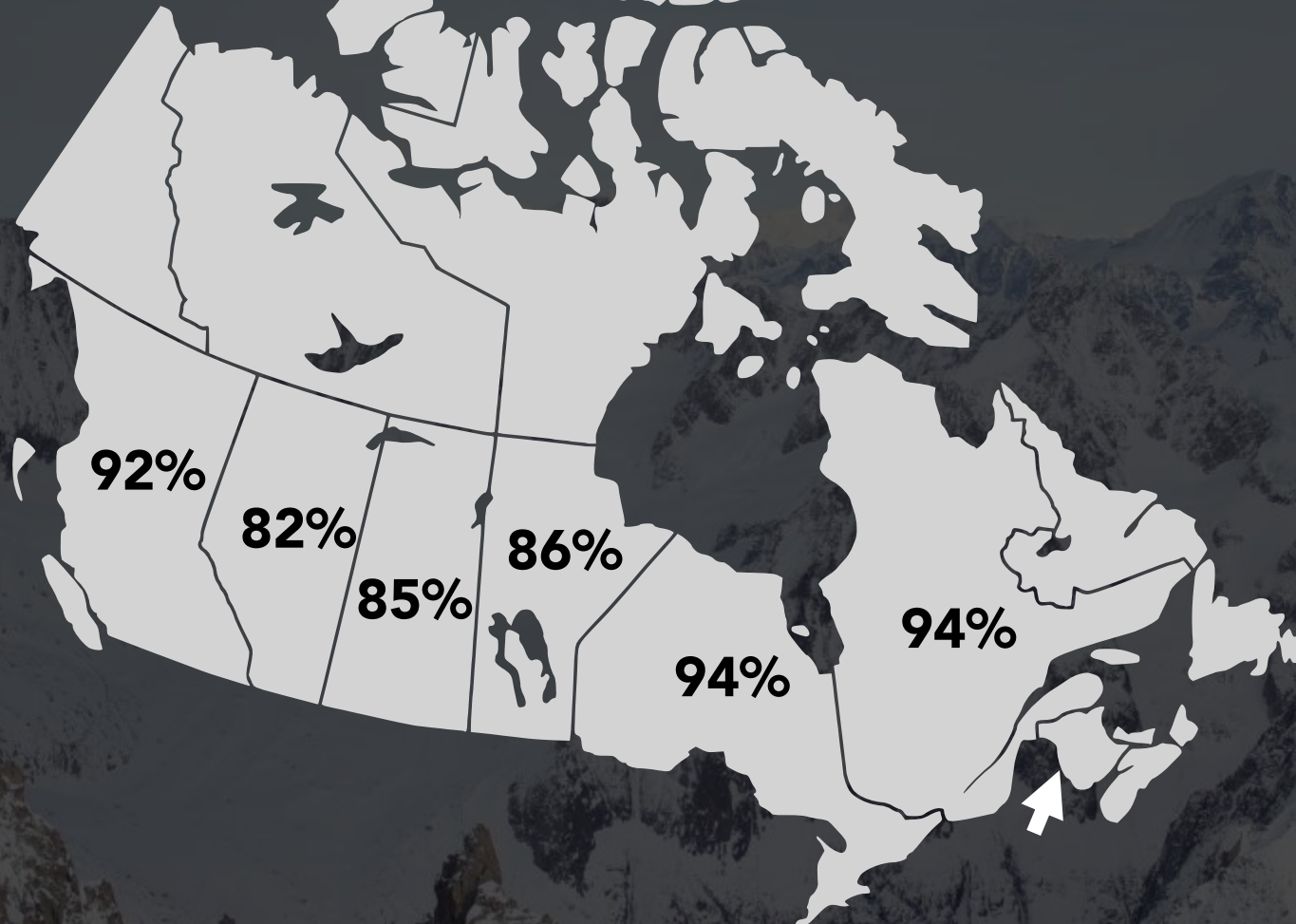


WHAT'S THE
NEW NORMAL?

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PROVINCIAL PERFORMANCE

WELL/AS WELL AS CAN BE EXPECTED



BEHAVIOUR IN A POST-COVID WORLD



WHAT'S THE
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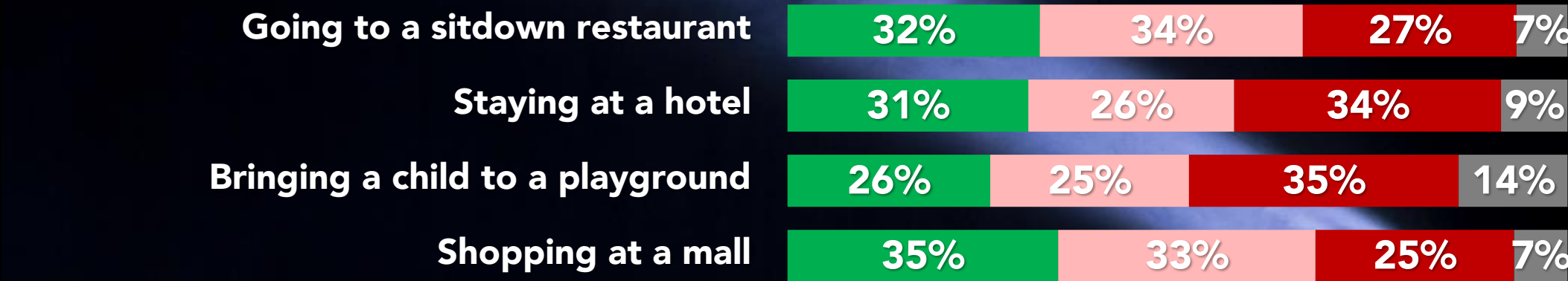
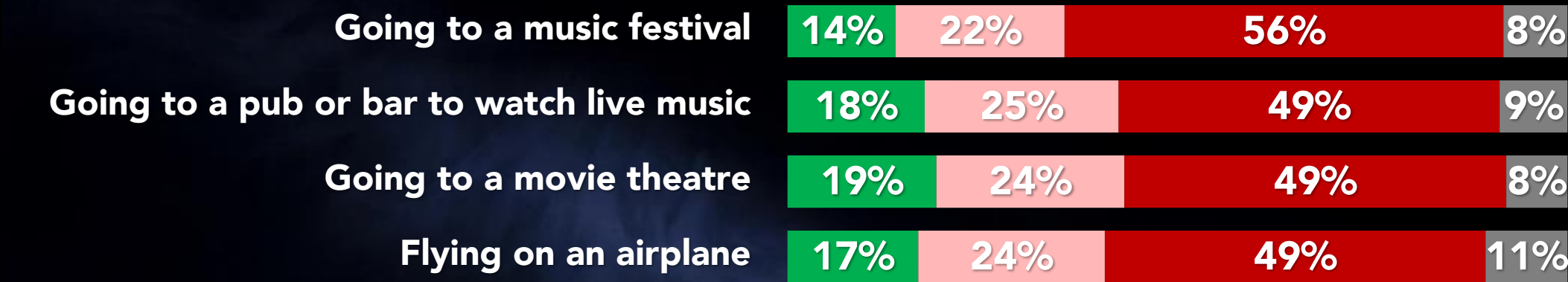
FEAR OF THE VIRUS IS IMPACTING OUR INTENDED BEHAVIOUR



**WHAT'S THE
NEW NORMAL?**

ABACUS DATA

COMFORT LEVEL WITH DIFFERENT ACTIVITIES



■ COMPLETELY/MOSTLY ■ NOT MUCH ■ NOT AT ALL ■ NOT SURE YET

**GO SLOW AND ERR ON
THE SIDE OF CAUTION**

83%

**OPEN UP THE
ECONOMY?**

**IT'S TIME TO OPEN UP
THE ECONOMY AGAIN**

17%

SHOP



**WHAT'S THE
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HOW HAS THE PANDEMIC IMPACTED THE IMPRESSION OF TRUCKING?



WHAT'S THE
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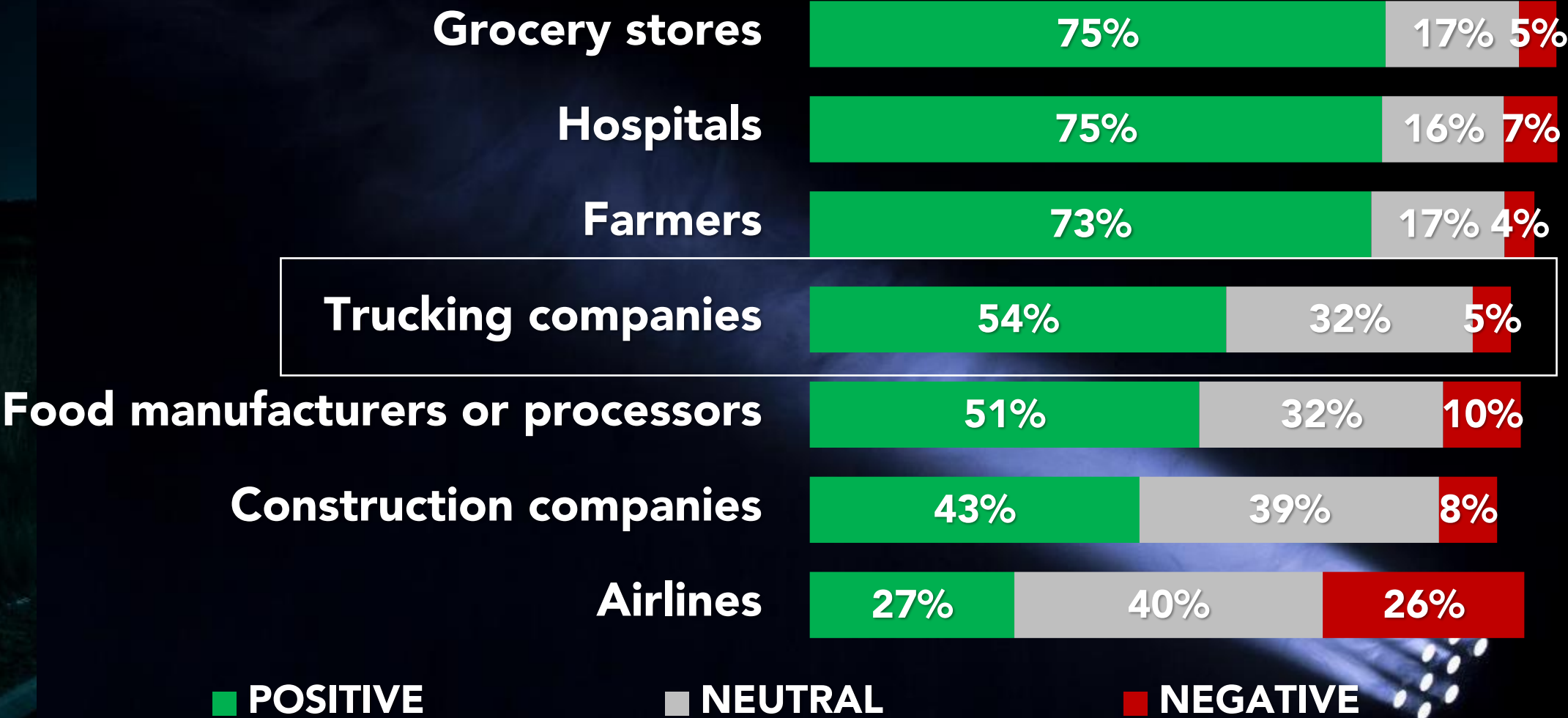
IMPRESSION OF **TRUCKING** **COMPANIES**

POSITIVE
54%

NEUTRAL
32%

NEGATIVE
5%

IMPRSSION OF DIFFERENT SECTORS

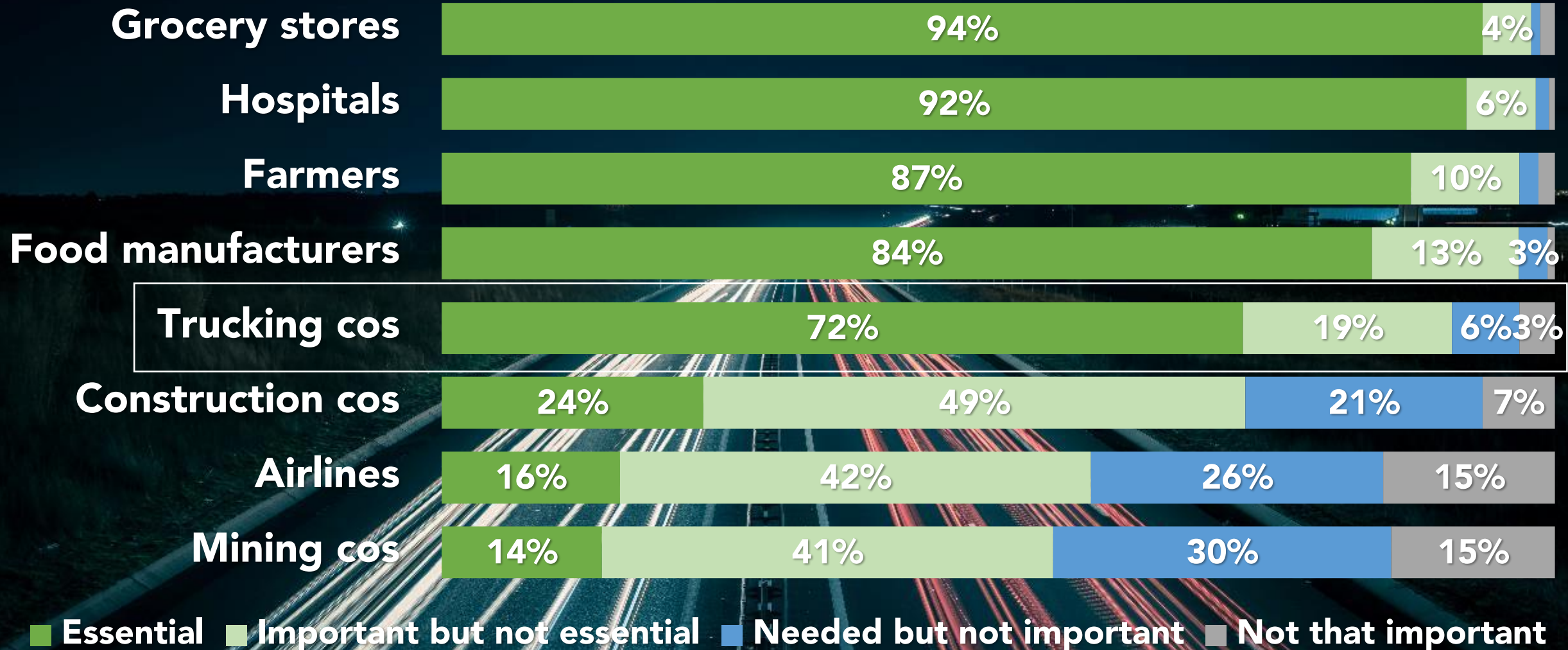




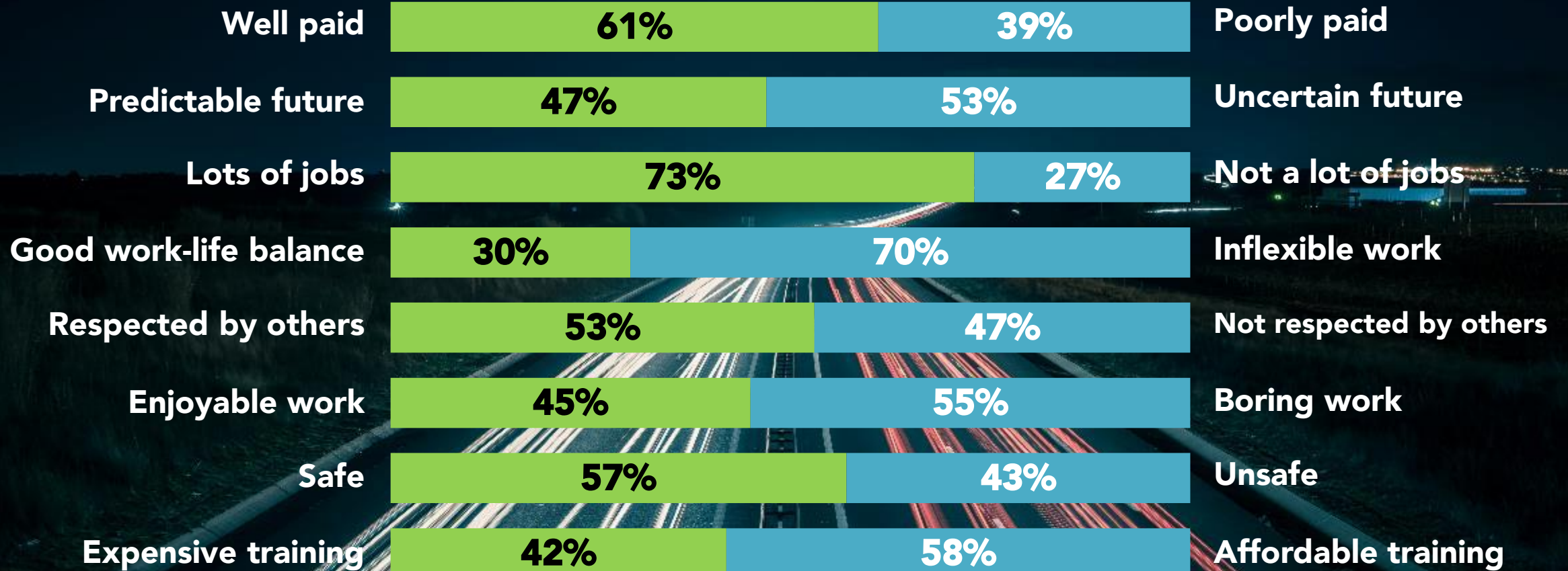
**IMPRESSION OF
TRUCKING COMPANIES
IMPROVED
OVER LAST FEW MONTHS**

29%

THE ROLE OF INDUSTRY SECTORS IN YOUR LIFE



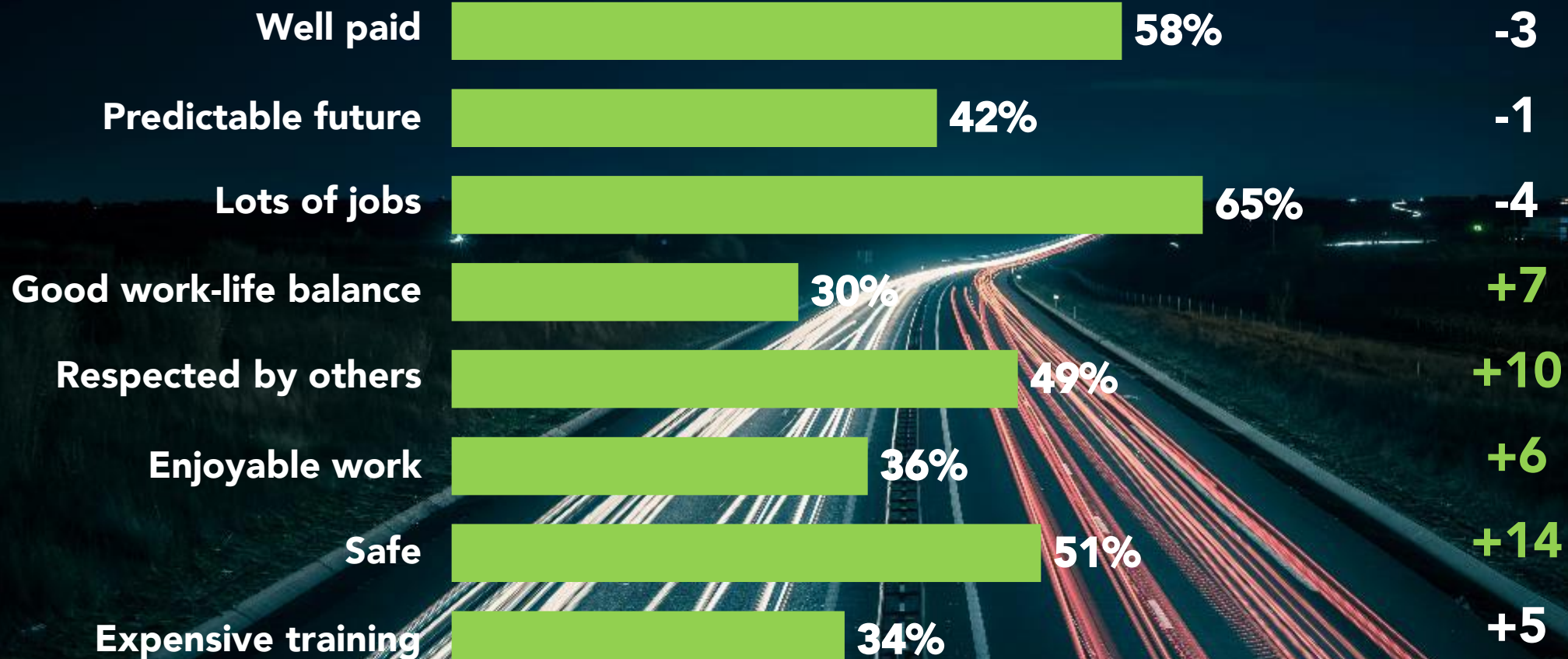
LONG-HAUL TRUCKER JOB PERCEPTIONS



LONG-HAUL TRUCKER JOB PERCEPTIONS

18 to 35 year olds

Change from
Dec 2018



**THE GOVERNMENT OF
CANADA SHOULD
PROVIDE FUNDING TO
MAKE IT MORE
AFFORDABLE FOR
PEOPLE TO BECOME
TRUCK DRIVERS.**

**ALL
64%**

**18 TO 35
57%**

**I THINK WE NEED A
STRONG TRUCKING
SECTOR FOR CANADA'S
ECONOMY TO BE
HEALTHY OVER THE
LONG TERM.**

**ALL
85%**

**18 TO 35
72%**

**WOULD YOU CONSIDER
A JOB IN THE TRUCKING
SECTOR?**

ALL WORKING AGE

32%

18 TO 35

35%

THE UPSHOT



**WHAT SHOULD YOU
BET ON?**



**WHAT'S THE
NEW NORMAL?**

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WHAT SHOULD YOU BET ON?

1. **DEPENDS ON: LENGTH/DEPTH OF ECONOMIC DETERIORATION & WHETHER A VACCINE EMERGES.**
2. **HOUSEHOLD FINANCES AND NEW INTERESTS MAY ALTER LONG-TERM BEHAVIOURS.**
3. **TRUCKING IN THE SPOTLIGHT, BUT HURDLES REMAIN.**

STAY IN TOUCH

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