



HOW HAS THE PANDEMIC IMPACTED THE IMPRESSION OF TRUCKING & A CAREER IN TRUCKING?

MAY 2020

A SURVEY OF 1,800 CANADIANS



ABACUS DATA

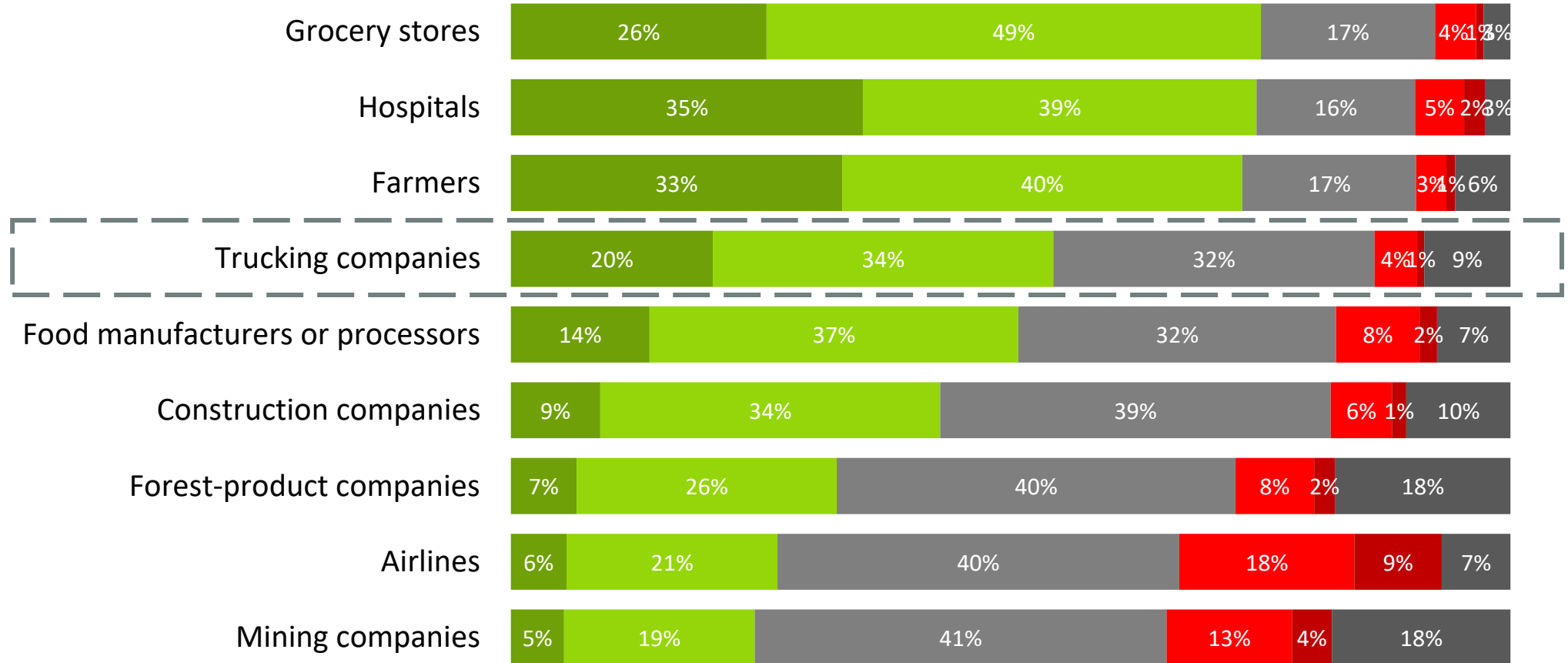
METHODOLOGY

The survey was conducted with 1,800 Canadian adults between the dates of May 14 to 18, 2020. A random sample of panelists were invited to complete the survey from a set of partner panels based on the Lucid exchange platform. These partners are typically double opt-in survey panels, blended to manage out potential skews in the data from a single source.

The margin of error for a comparable probability-based random sample of the same size is +/- 2.29, 19 times out of 20.

The data were weighted according to census data to ensure that the sample matched Canada's population according to age, gender, educational attainment, and region. Totals may not add up to 100 due to rounding.

COMPARATIVE IMPRESSIONS

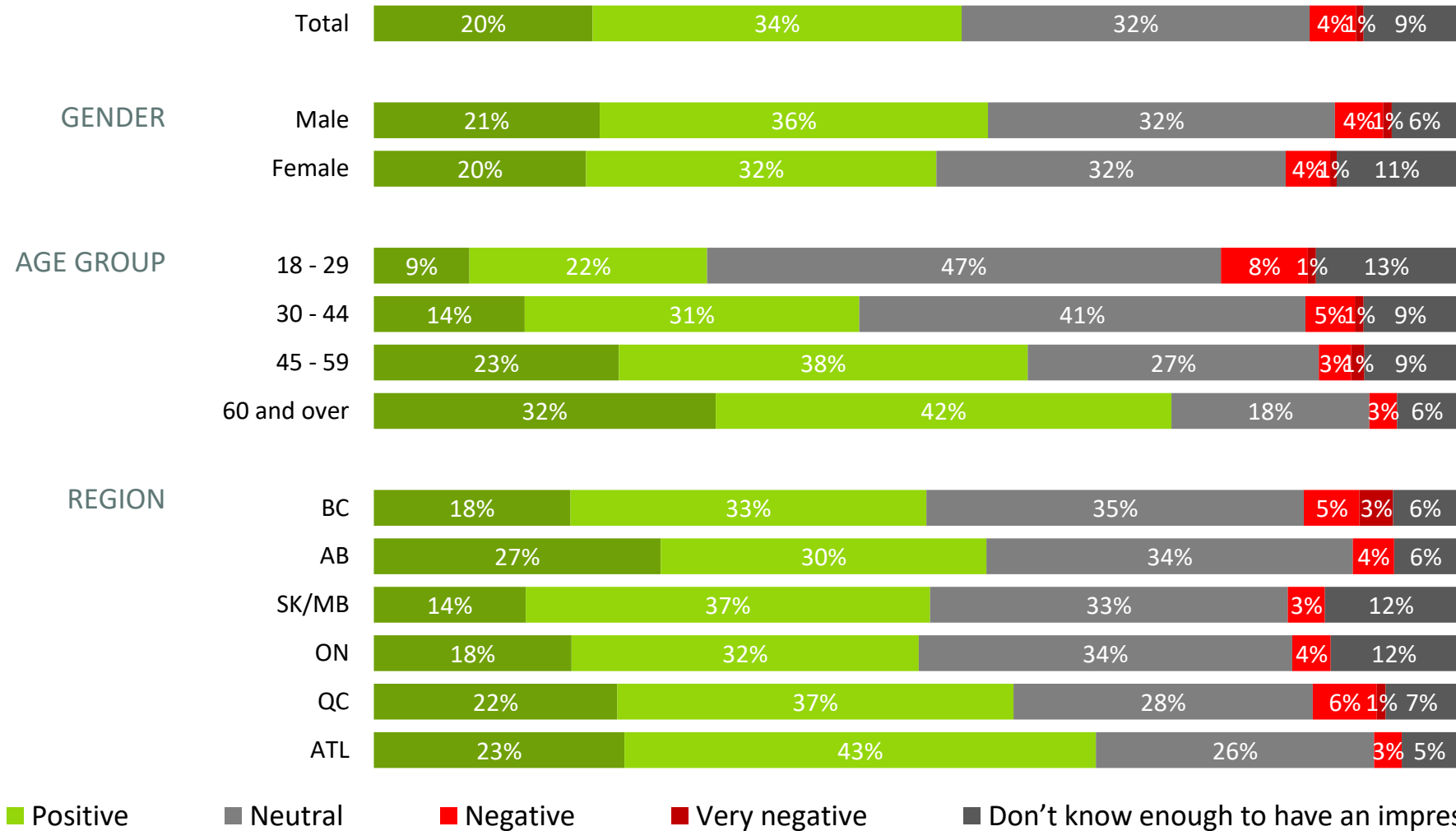


■ Very positive
 ■ Positive
 ■ Neutral
 ■ Negative
 ■ Very negative
 ■ Don't know enough to have an impression

Do you have a positive or negative impression of the following?

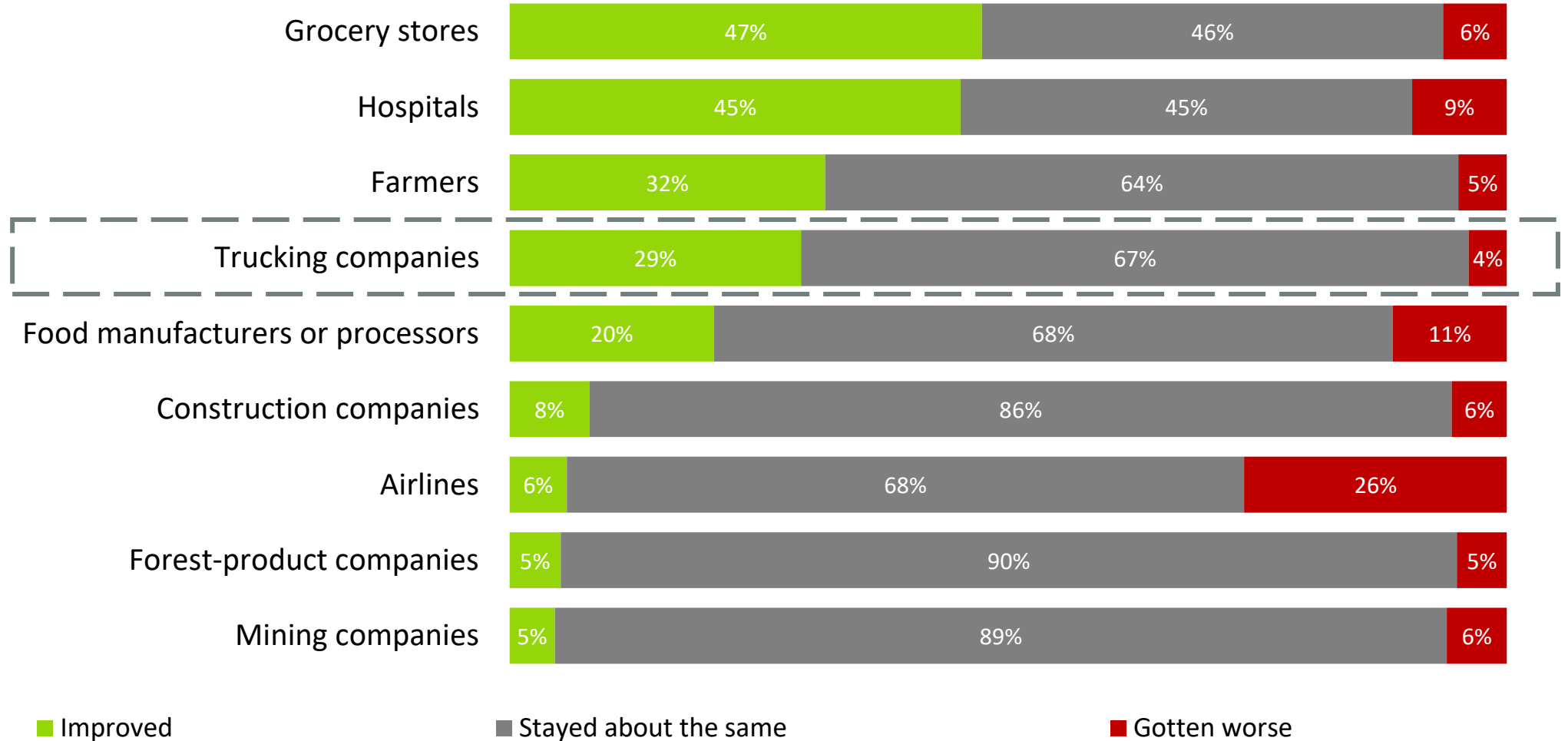
COMPARATIVE IMPRESSIONS

TRUCKING COMPANIES



Do you have a positive or negative impression of the following?

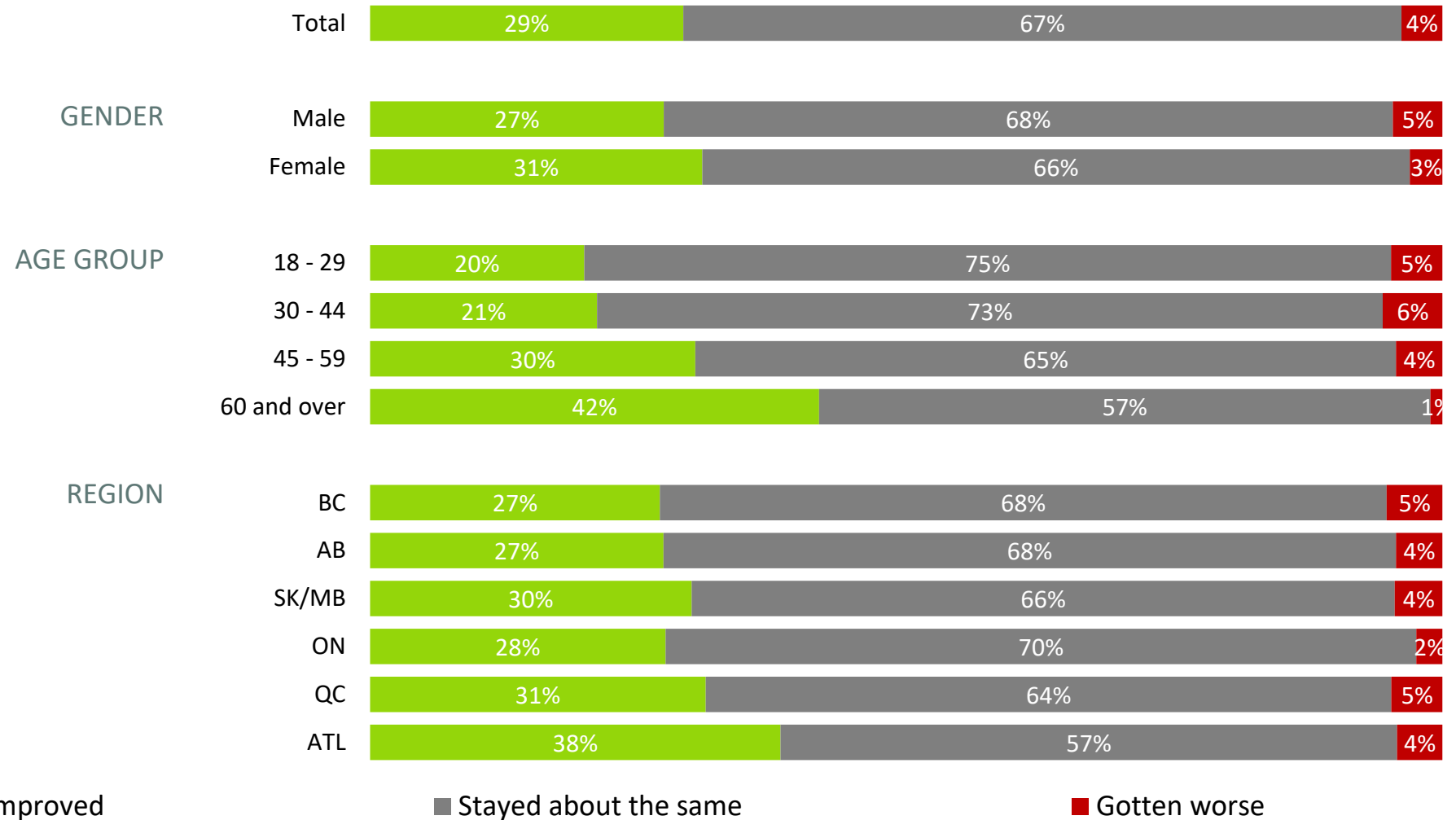
CHANGE IN IMPRESSIONS OF BUSINESSES



During the past few months, has your impression of the following improved, gotten worse, or stayed about the same?

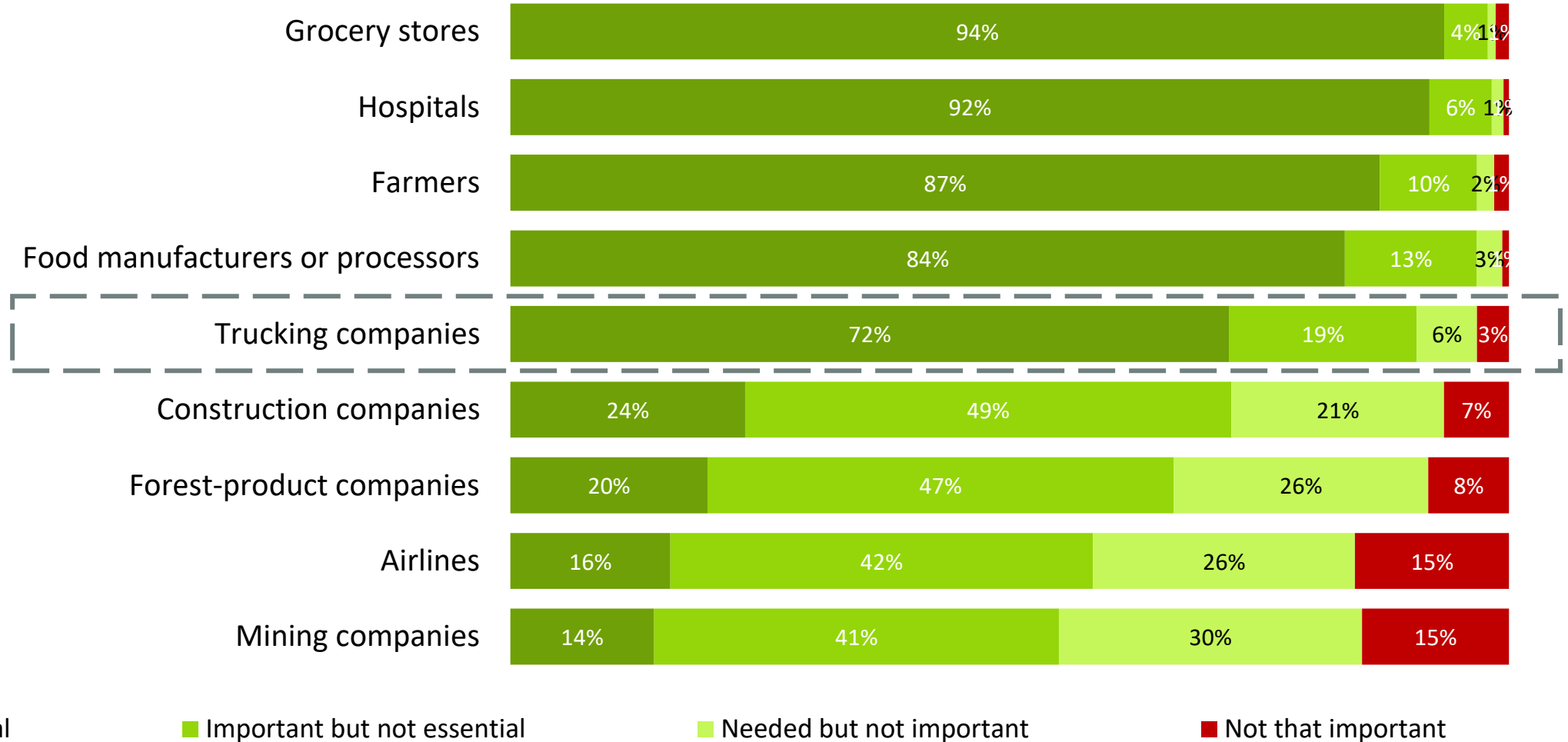
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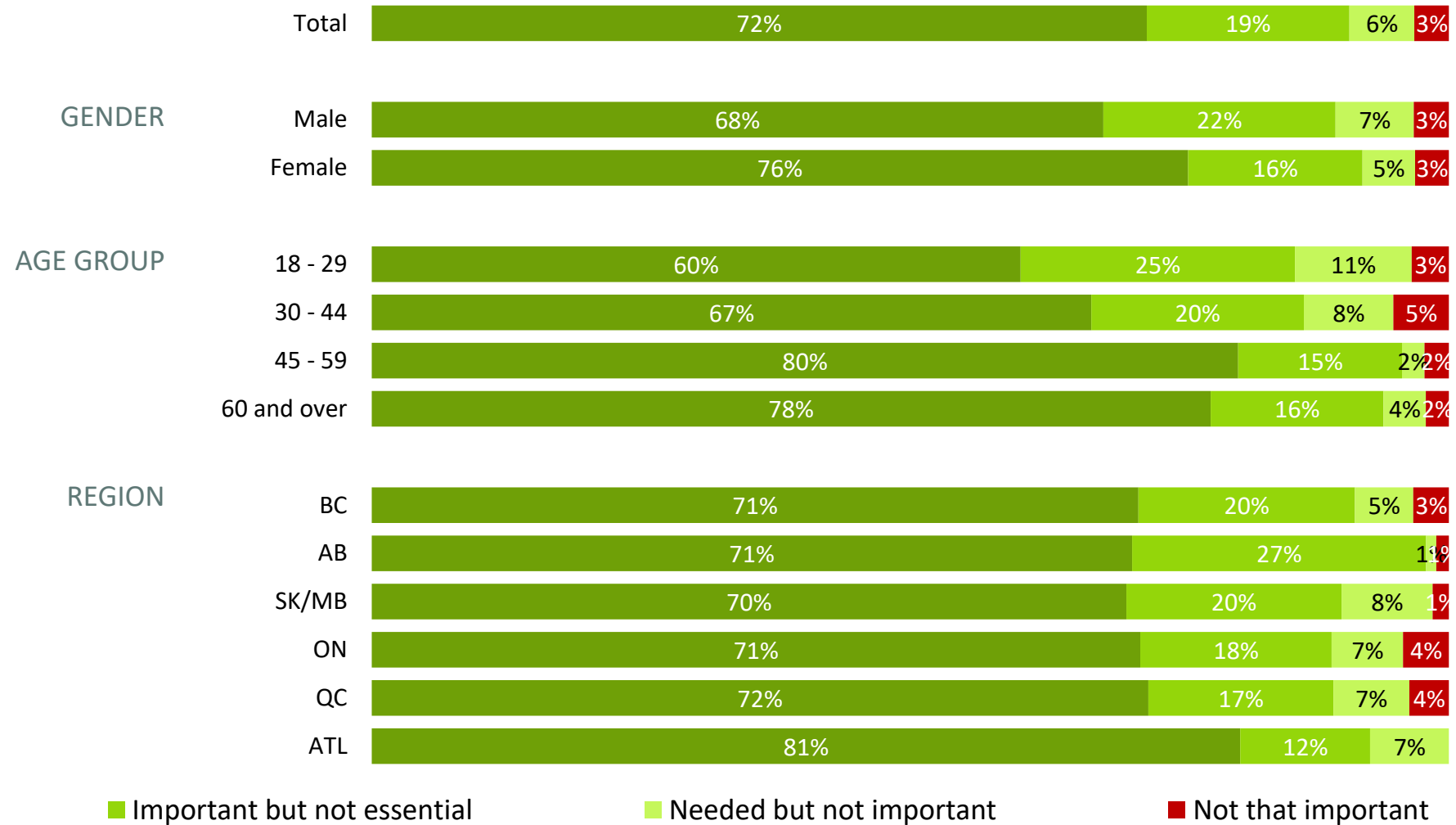
IMPORTANCE OF SECTORS IN YOUR LIFE



Thinking about the role that those working in the following sectors play in your life, do you consider them to be essential, important but not essential, needed but not important, not that important?

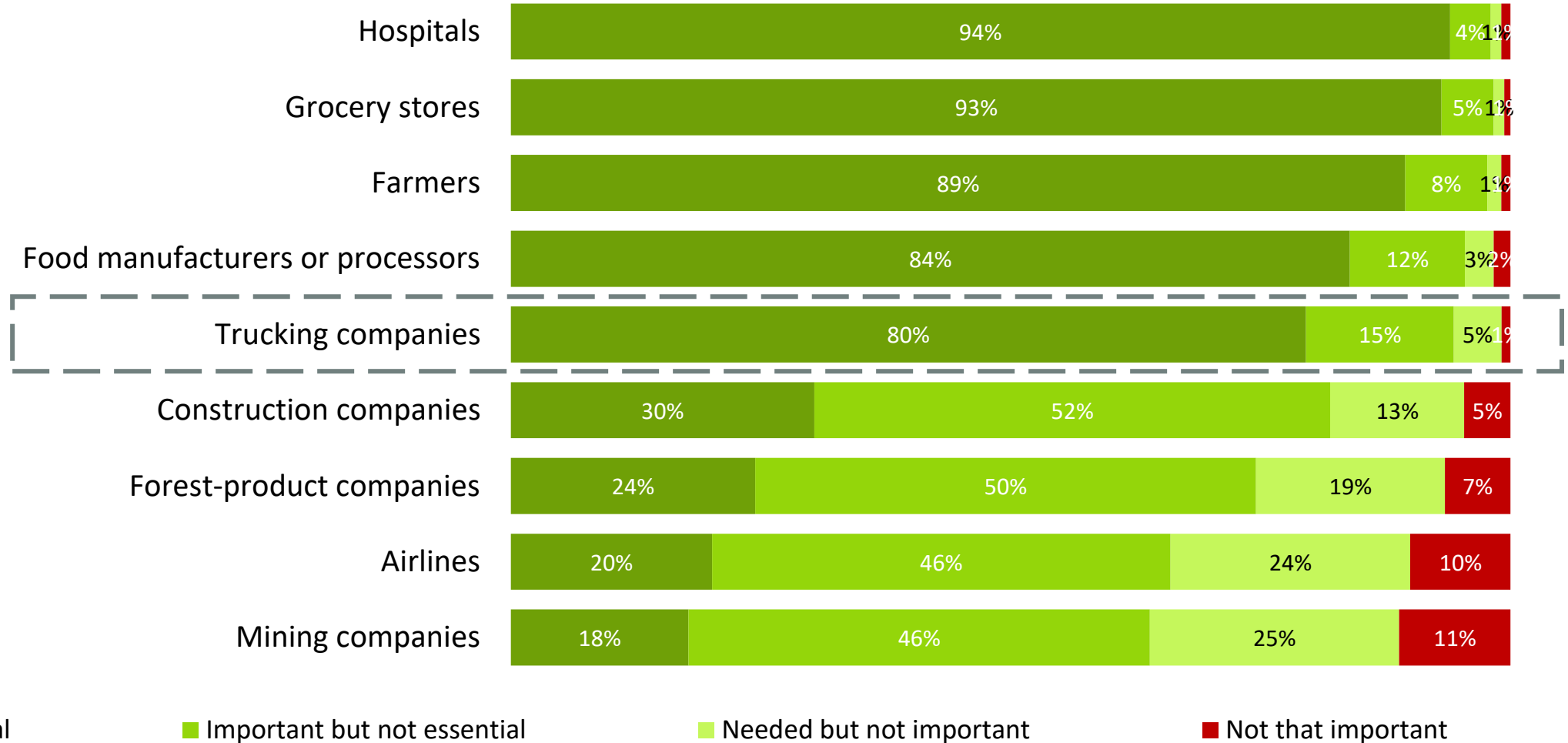
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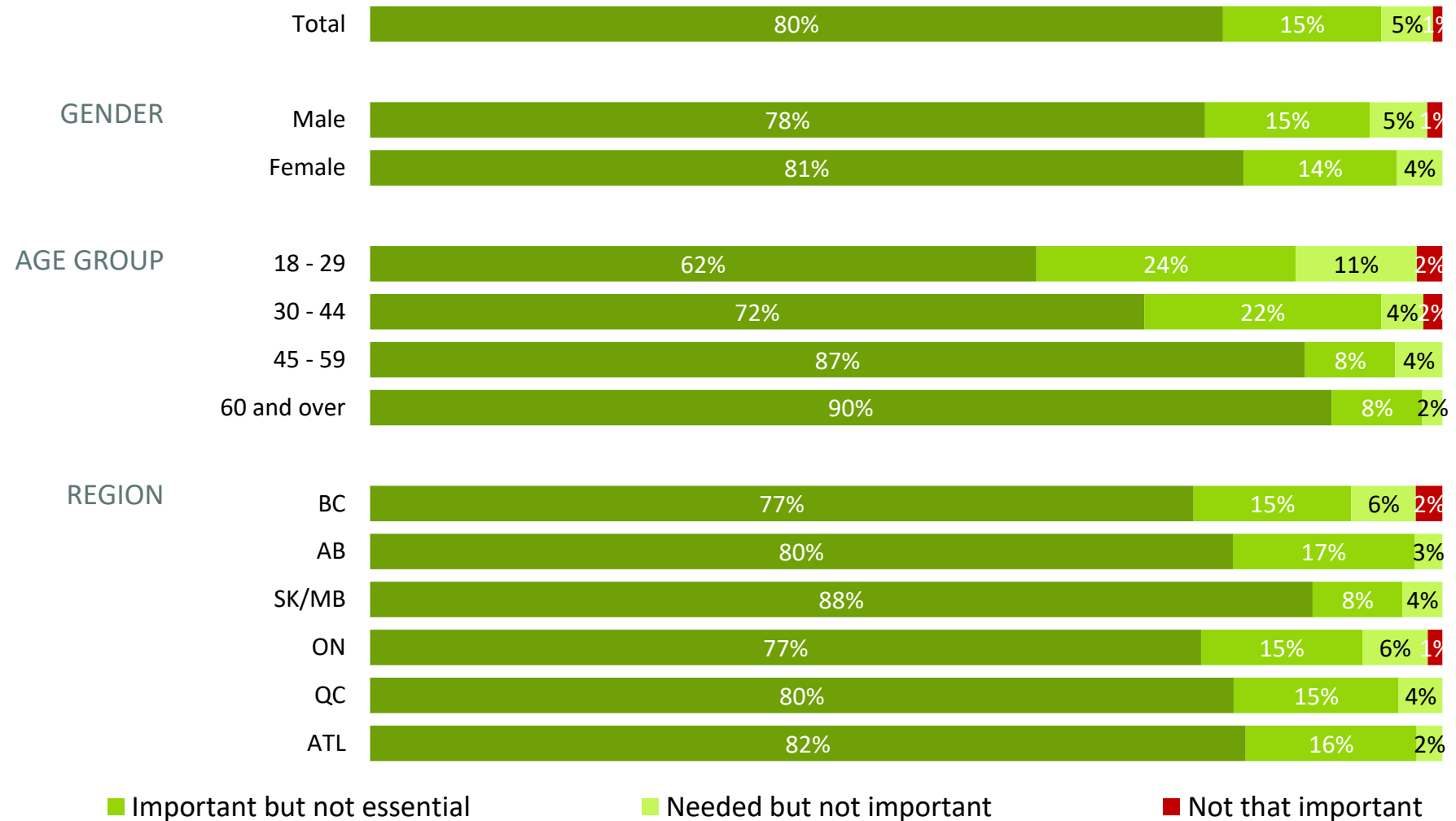
IMPORTANCE OF SECTORS IN THE CANADIAN ECONOMY



Thinking about the role that those working in the following sectors play in the Canadian economy, do you consider them to be essential, important but not essential, needed but not important, not that important?

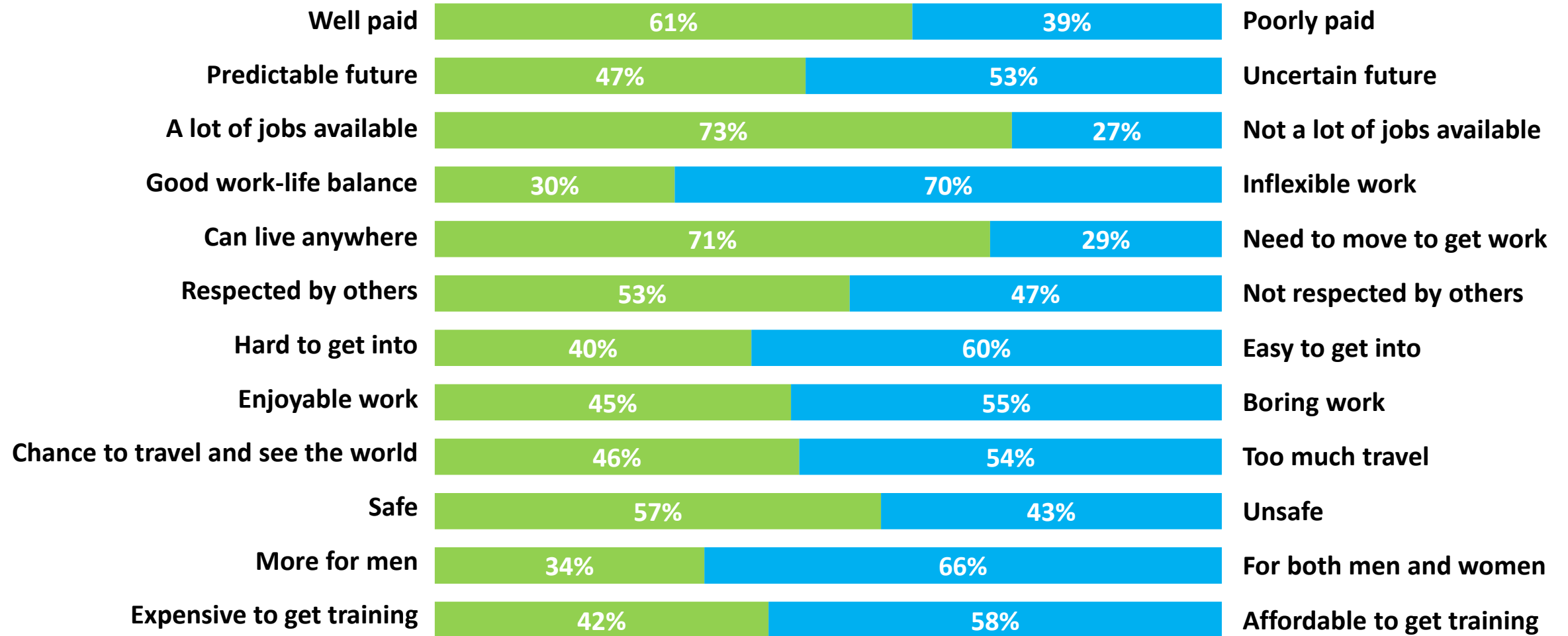
IMPORTANCE OF SECTORS IN THE CANADIAN ECONOMY

TRUCKING COMPANIES



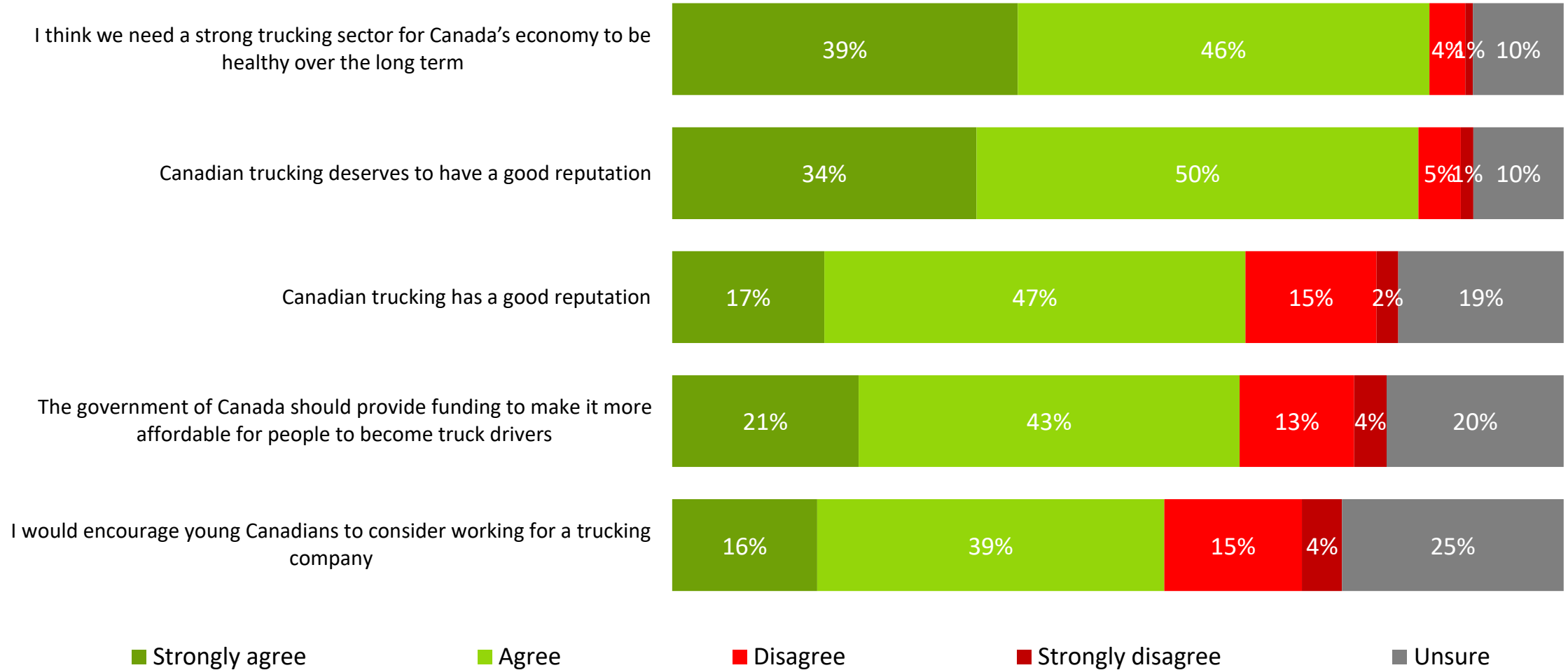
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DESCRIBING LONG-HAUL TRUCK DRIVING BY WORD PAIRS



When you think specifically about a career as a long-haul truck driver, which of the following words or phrases of each pair best describes how you feel about it?

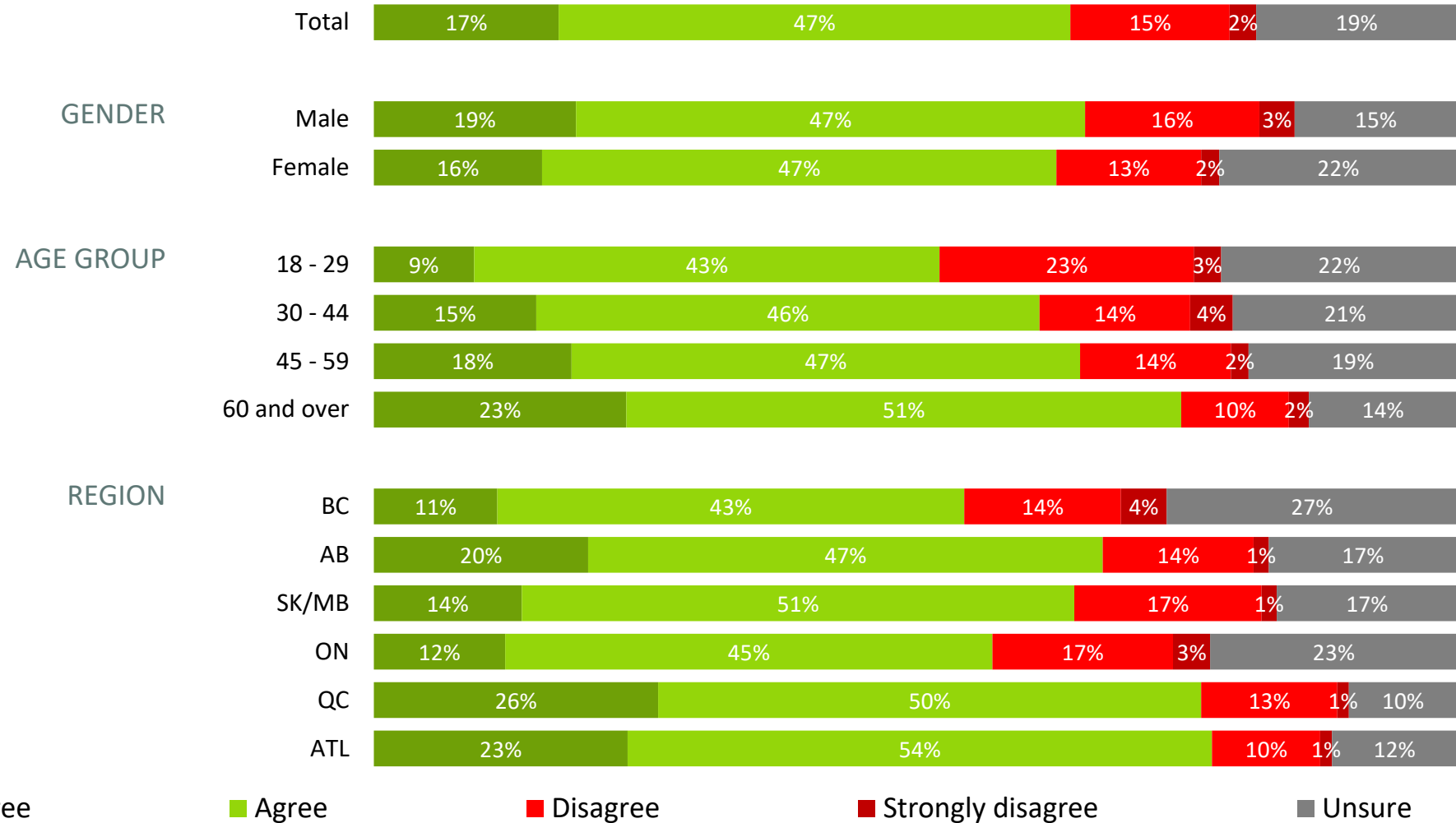
AGREE/DISAGREE STATEMENTS



Do you agree or disagree with the following statements?

AGREE/DISAGREE STATEMENTS

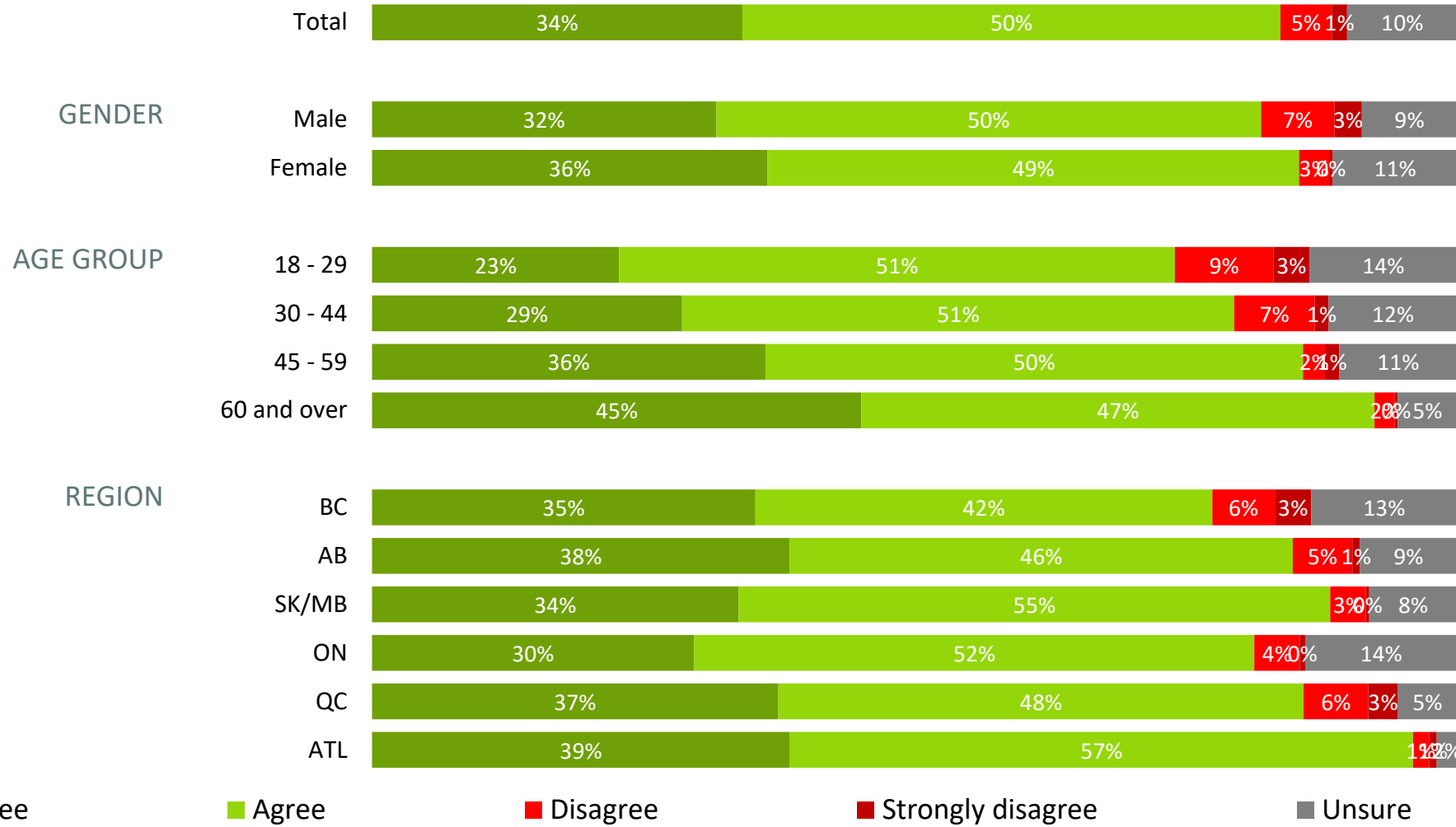
CANADIAN TRUCKING HAS A GOOD REPUTATION



Do you agree or disagree with the following statements?

AGREE/DISAGREE STATEMENTS

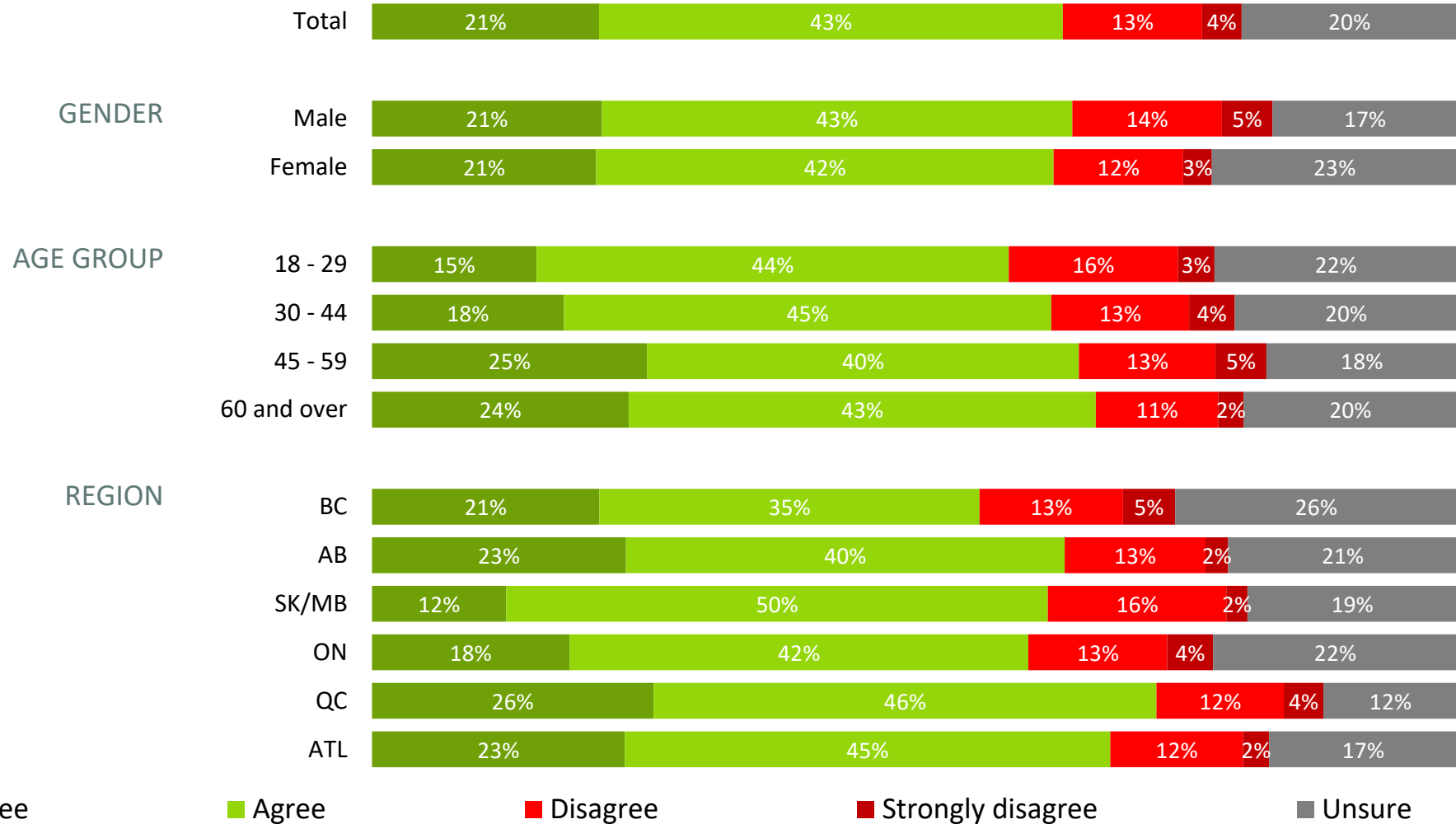
CANADIAN TRUCKING DESERVES TO HAVE A GOOD REPUTATION



Do you agree or disagree with the following statements?

AGREE/DISAGREE STATEMENTS

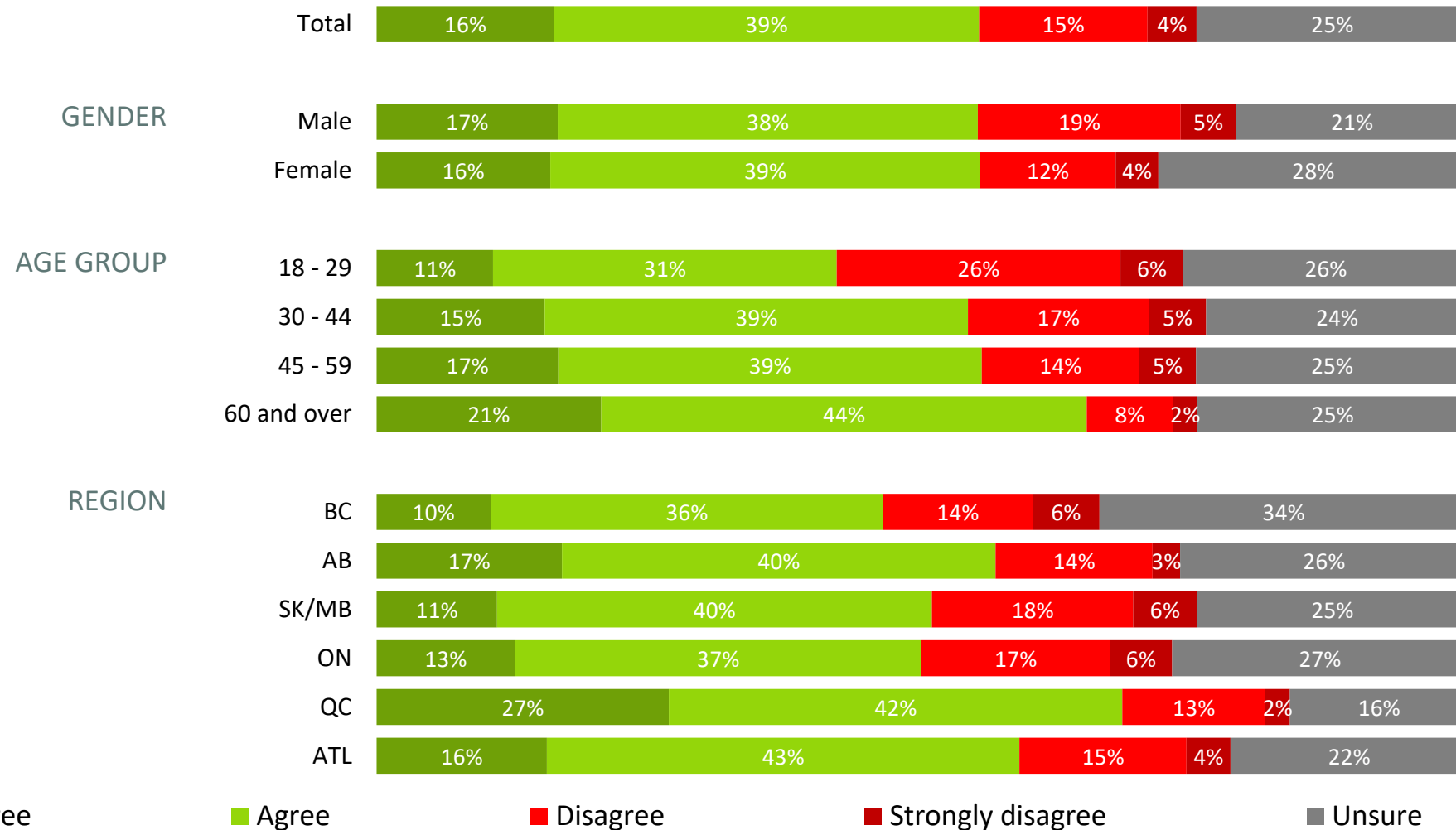
THE GOVERNMENT OF CANADA SHOULD PROVIDE FUNDING TO MAKE IT MORE AFFORDABLE FOR PEOPLE TO BECOME TRUCK DRIVERS



Do you agree or disagree with the following statements?

AGREE/DISAGREE STATEMENTS

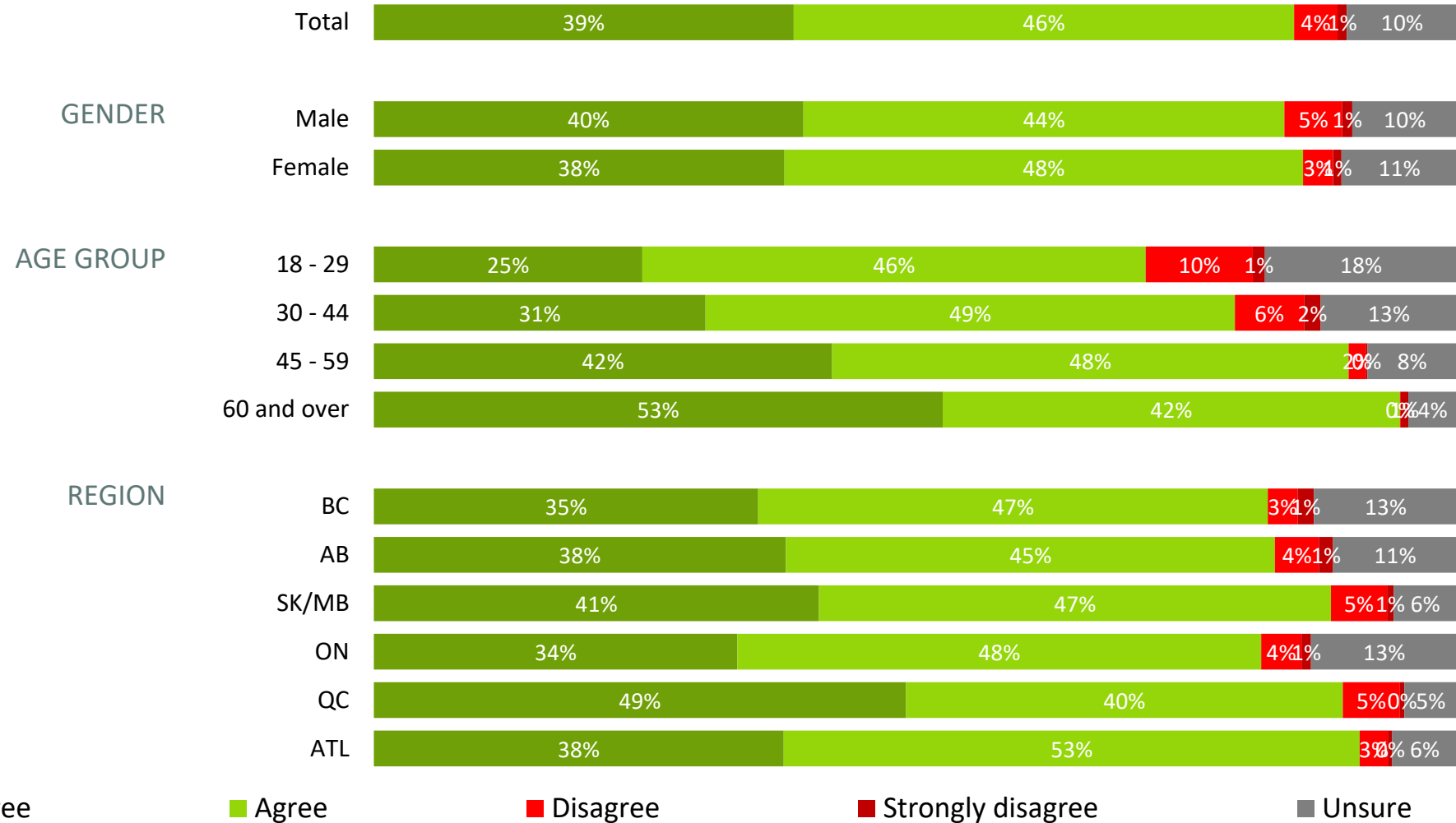
I WOULD ENCOURAGE YOUNG CANADIANS TO CONSIDER WORKING FOR A TRUCKING COMPANY



Do you agree or disagree with the following statements?

AGREE/DISAGREE STATEMENTS

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



Strongly agree

Agree

Disagree

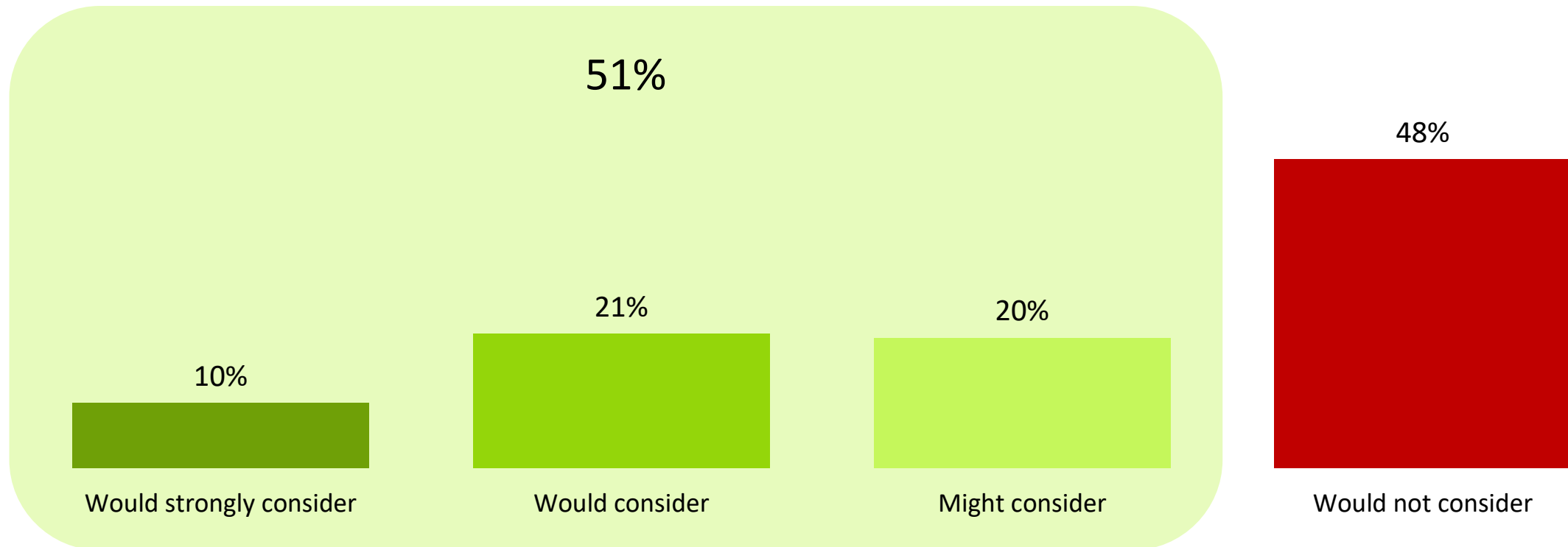
Strongly disagree

Unsure

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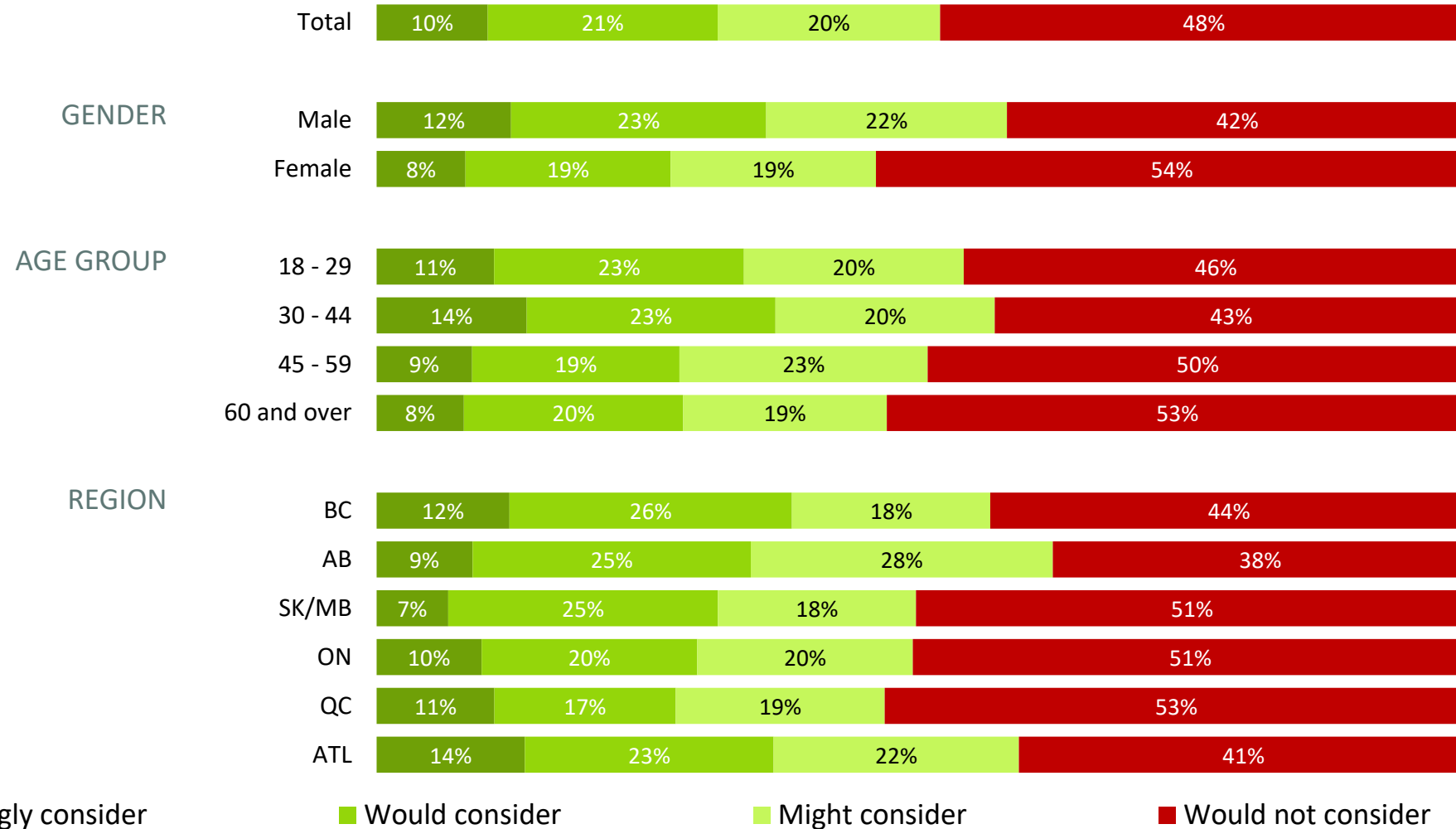
CANADIANS ARE SPLIT ABOUT A CAREER IN TRUCKING

Before the pandemic started, about 650,000 Canadians worked in the trucking and logistics sector in Canada – from driving a truck, to working in a warehouse, to working in the front office on administration, finances, and human resources. There are many careers available to people in the sector.



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