

THE MOOD
IS
DIFFERENT

MARKETS
ARE
CHANGING

WHAT WILL
BE THE NEW
NORMAL?



spark*advocacy

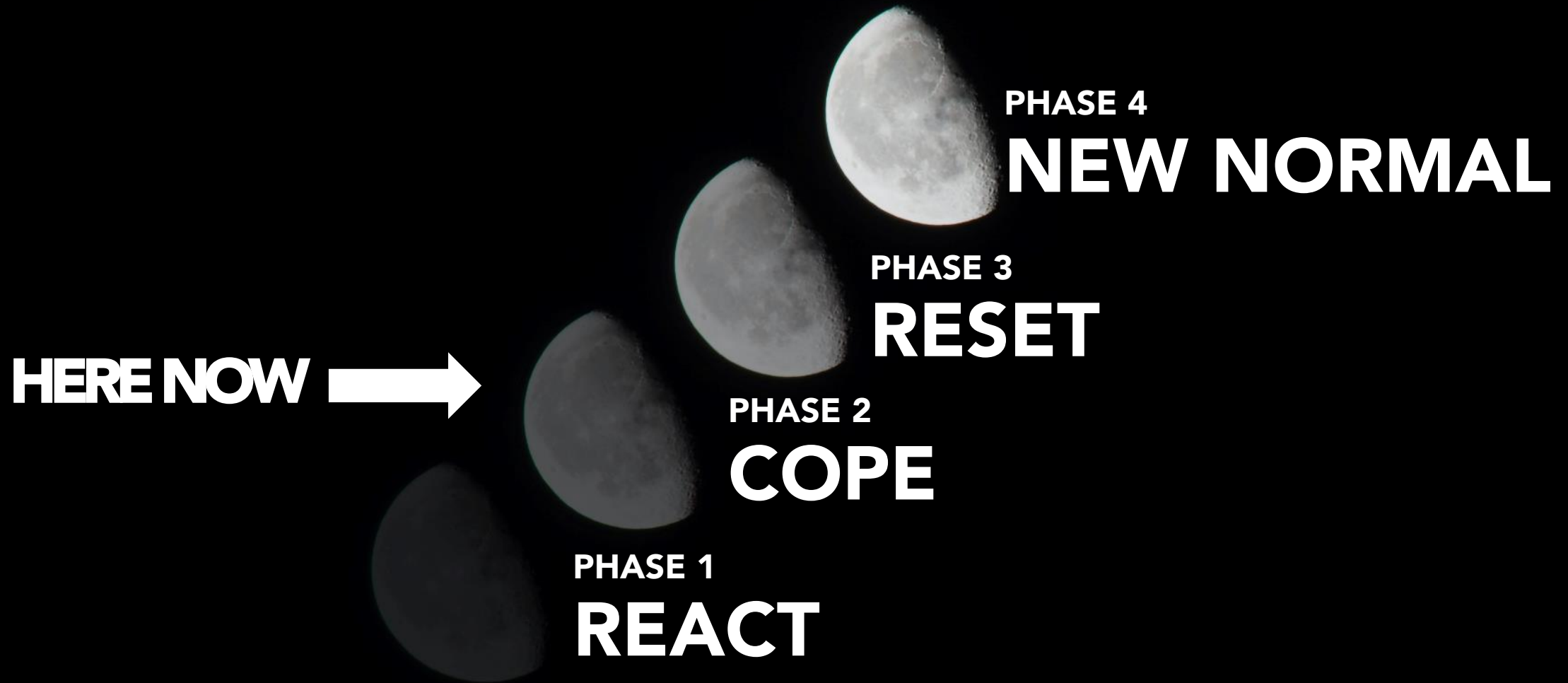
SUMMA
STRATEGIES

WHAT CANADIANS THINK ABOUT **COVID-19 & THE FUTURE?**

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

SUMMARY VERSION

PHASES OF THE COVID CRISIS



WHAT'S THE
NEW NORMAL?



**NOTHING
CHANGES**



**EVERYTHING
CHANGES**

**SOMETHINGS
CHANGE**



**WHAT'S THE
NEW NORMAL?**

ABACUS DATA

COVID-19 WILL ACCELERATE SHIFTS HAPPENING BEFORE THE CRISIS:

DIGITAL FIRST

FLEXIBLE WORK

HOME-BASED

BIG GOVERNMENT



WHAT'S THE
NEW NORMAL?

ABACUS DATA

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

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



**WHAT'S THE
NEW NORMAL?**

ABACUS DATA

HOW ARE CANADIANS FEELING/THINKING ABOUT ALL THIS?



WHAT'S THE
NEW NORMAL?



**CANADIANS
ARE PAYING
ATTENTION**

45%
WOMEN

77%
FOLLOWING NEWS
CLOSELY

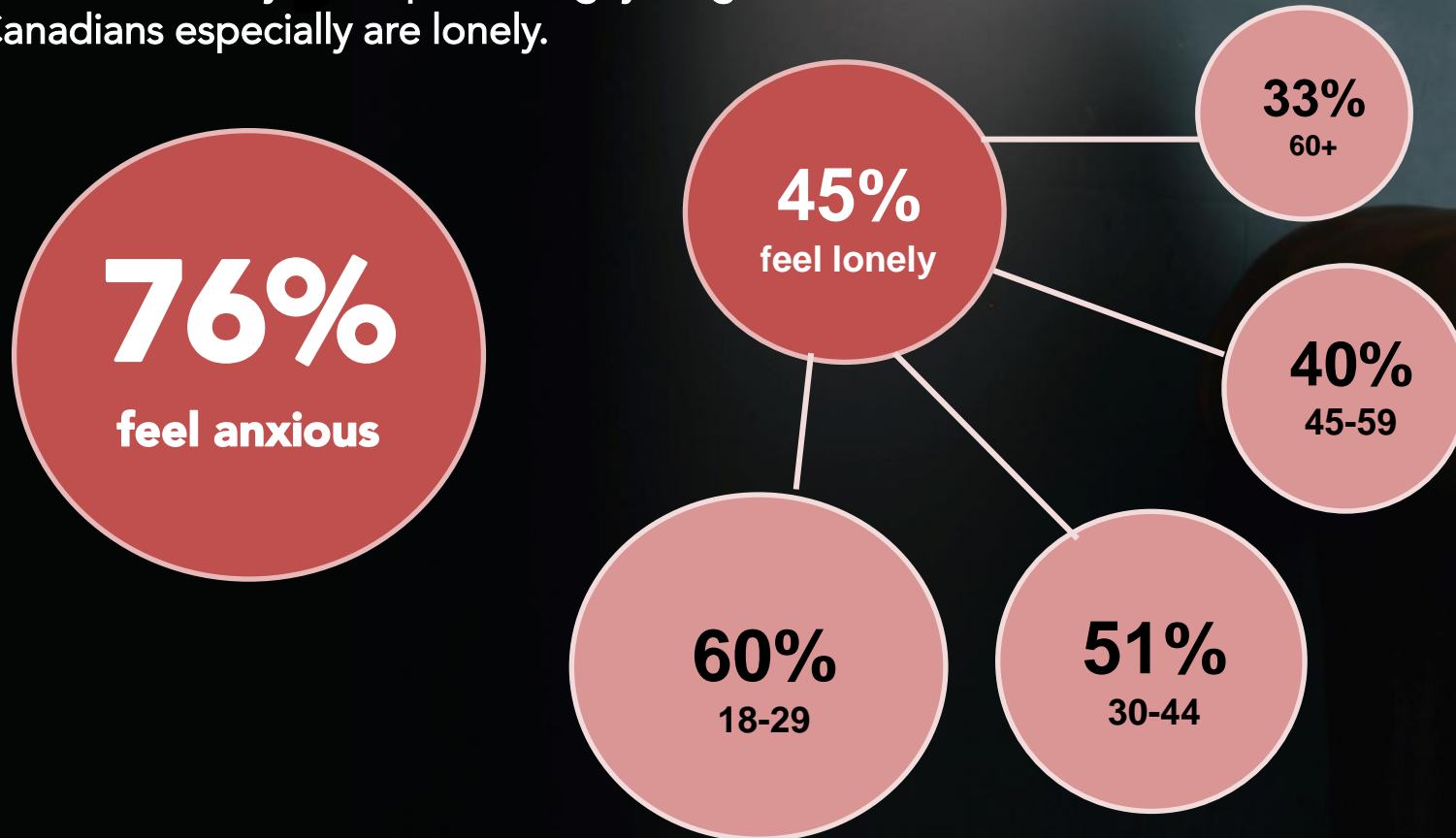


**WHAT'S THE
NEW NORMAL?**

ABACUS DATA

Overwhelmed with the uncertainty.

The pandemic has heightened Canadians feelings about what they are experiencing, younger Canadians especially are lonely.

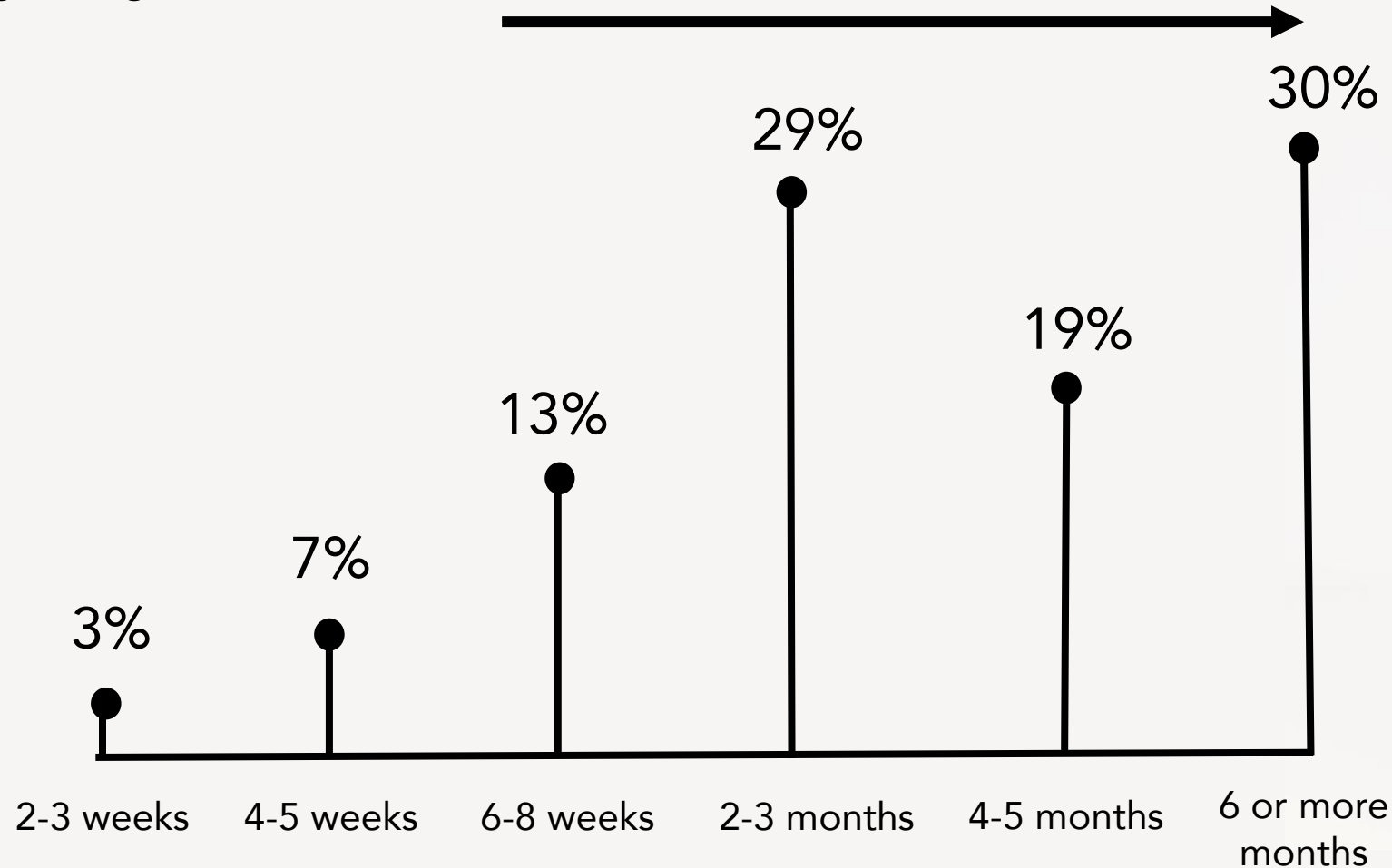


WHAT'S THE
NEW NORMAL?



How long will this last?

Most say it will take at least 4+ months before things can go back to normal.



THE FINANCIAL IMPACT

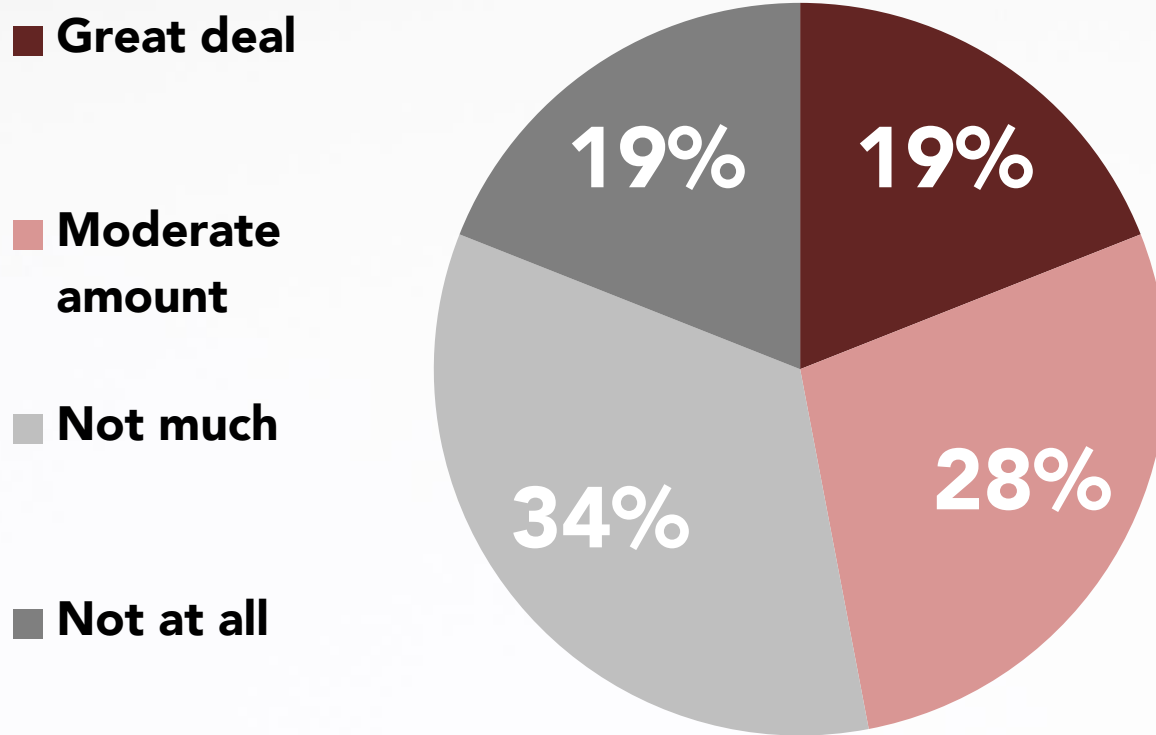


WHAT'S THE
NEW NORMAL?



Almost half feeling a real impact.

Over half see the outbreak influencing their own financial situation.



CONSUMER BEHAVIOUR IN A POST-COVID WORLD



WHAT'S THE
NEW NORMAL?

ABACUS DATA

WHAT WILL & WON'T CHANGE?



WHAT'S THE
NEW NORMAL?

ABACUS DATA

COOKING MORE

45%
WOMEN

MARCH 24

43%

APRIL 7

54%



WHAT'S THE
NEW NORMAL?

ABACUS DATA

**PRE-COVID
LEVELS**



LEGAL RESTRICTIONS



**FREE TO
RETURN**



**POST-COVID
LEVELS**

RESEARCH QUESTIONS

1. HEALTH CONSIDERATIONS (EXPECTATION)
2. REPUTATION OF PROVIDER (TRUST)
3. NEW HABITS (REPLACEMENT)
4. CHANGING COMPETITION



**WHAT'S THE
NEW NORMAL?**

ABACUS DATA

INSIGHTS SPECIFIC TO FRESH PRODUCE

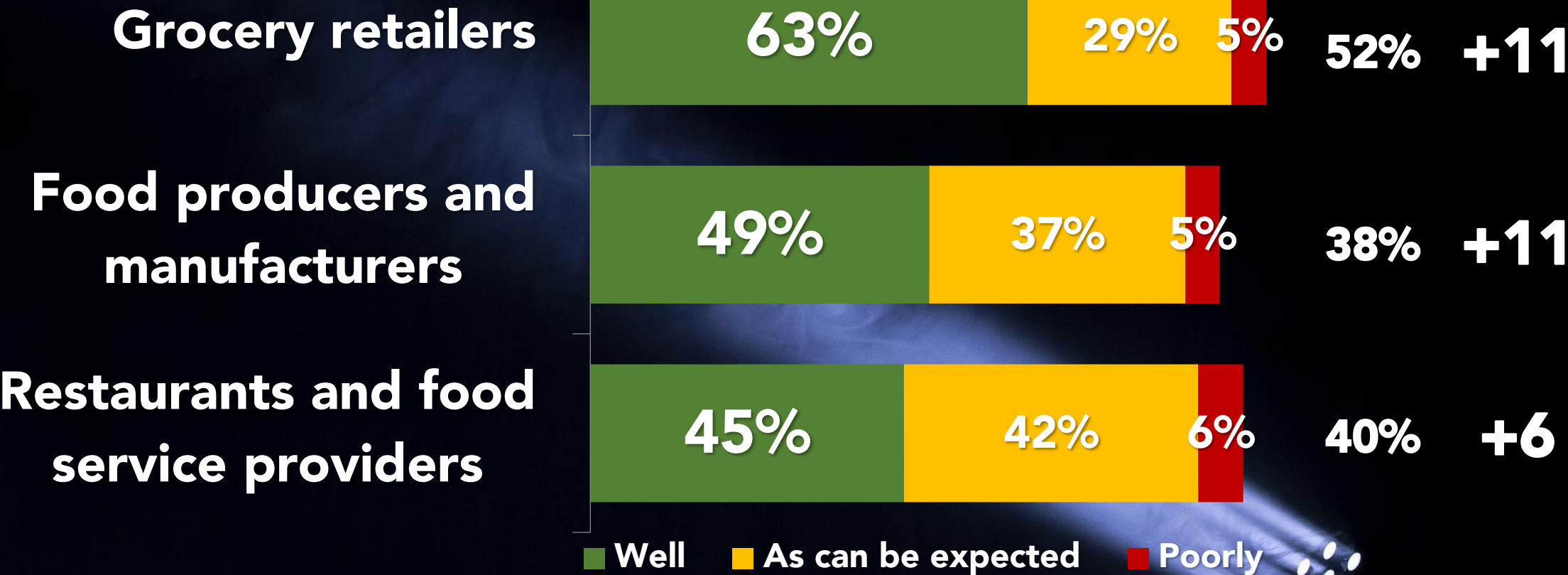


WHAT'S THE
NEW NORMAL?

ABACUS DATA

HOW ARE BUSINESSES HANDLING THE SITUATION?

MARCH 22
VERY WELL/WELL



How do you think the following types of Canadian businesses are handling the coronavirus situation when it comes to dealing with customers and the public...

FREQUENCY OF GROCERY SHOPPING

66%

SHOPPING LESS
THAN USUAL



WHAT'S THE
NEW NORMAL?

ABACUS DATA

HOW RISKY DO YOU CONSIDER EACH OF THE FOLLOWING TYPES OF FOOD PRODUCTS...

	TOO RISKY	SOMEWHAT RISKY
Fresh fruit not in packaging	15%	58%
Fresh vegetables not in packaging	14%	57%
Bakery items baked in store	9%	51%
Fresh vegetables in plastic packaging	6%	48%
Fresh fruit in plastic packaging	4%	47%

How risky, if at all, do you consider each of the following types of food products as it relates to COVID-19 or coronavirus?

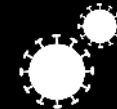


TARGET SHOPPING

LARGER BASKETS

LONGEVITY SAFETY

PACKAGING



WHAT'S THE
NEW NORMAL?





THE UPSHOT



WHAT'S THE
NEW NORMAL?

ABACUS DATA

WHAT SHOULD LEADERS 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. **COMPETE TO FIND NEW SOLUTIONS TO FIT A NEW NORMAL.**
4. **RETHINK YOUR SALES STRATEGY.**



WHAT'S THE
NEW NORMAL?



WHAT ARE THE DRIVERS OF CONSUMER BEHAVIOUR IN THE COVID AGE?



WHAT'S THE
NEW NORMAL?

ABACUS DATA

**If you have any questions, or
would like access to more data,
please contact David Coletto**
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