



## Special Report

# Canadian Travel Behaviour Stabilizes Through the Summer Months

September 21, 2020

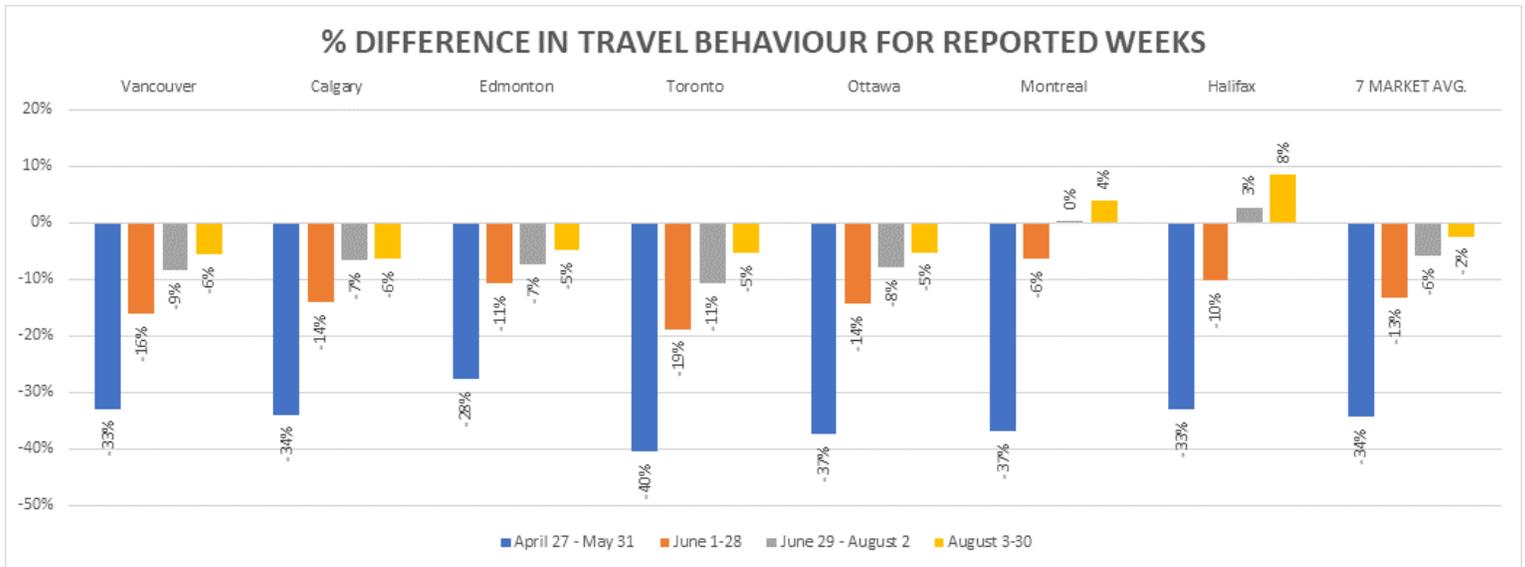
Canadian provinces have seen local travel and socialization increase as social distancing measures loosened up, around the country.

Summer months historically see increased travel behaviour compared to winter months, but this summer's travel activity has been likely hyper-localized as foreign or distant travel is reduced. Regional vacationing has been more prevalent – traveling to near-by towns, recreational areas/parks is the new-norm for the time being. Road capacity (congestion) is occurring during peak travel periods even though commuting patterns have altered e.g. 3 days in 'office' / 2 days working from home.

All 7-markets reported on the graph saw substantial rise in travel behaviour patterns between the end of April through August with increases ranging from 23 to 41 percentage points.

Halifax increased in travel behaviour for the reported weeks of April 27 through August 30 with a 41-percentage point jump from -33% to 8%.

Montreal is also slightly above pre-pandemic norms now with a 41percentage point jump from -37% to 4% for the same period.



Between June and August, Vancouver gained 10 percentage points, Calgary 8 points, Edmonton 6 points, Toronto 14 points, Ottawa 9 points, Montreal 10 points and Halifax 18 points. The 7-market average increased 11 points for June to August.

Edmonton, Toronto and Ottawa are all -5% below baseline numbers followed by Vancouver and Calgary at -6%. The 7-market average for August 3 – 30 is now at -2%, almost near or at pre-pandemic travel behaviour. Summer months were still busy on the roads even though the Covid-19 pandemic ‘reduced’ or limited everyone’s normally heightened summer travel activity.

This report focused solely on the summer months and travel patterns. We anticipate September will look similar to the summer weeks in August and that near normal levels continue while restrictions remain open.

Data over 9 weeks, starting in January till March 15th was used as a baseline to calculate the % difference by week which for the summer months were then averaged for the weeks reported (April 27-August 30). Data was compiled from over 12,000 geo-fenced Outdoor advertising faces and mapping software that provides driving directions.

The data contained in this report represents general travel behaviour activity and is not applicable to specific OOH advertising locations, as travel patterns will vary based on road type within a market.

[Click Here](#) to view previous Travel Behaviour Reports.