

The current transformation in Canadian commuting and vehicle preferences offers insights into changing lifestyles. As more Canadians find themselves on the move, the path for outdoor advertising to make an impact grows significantly.

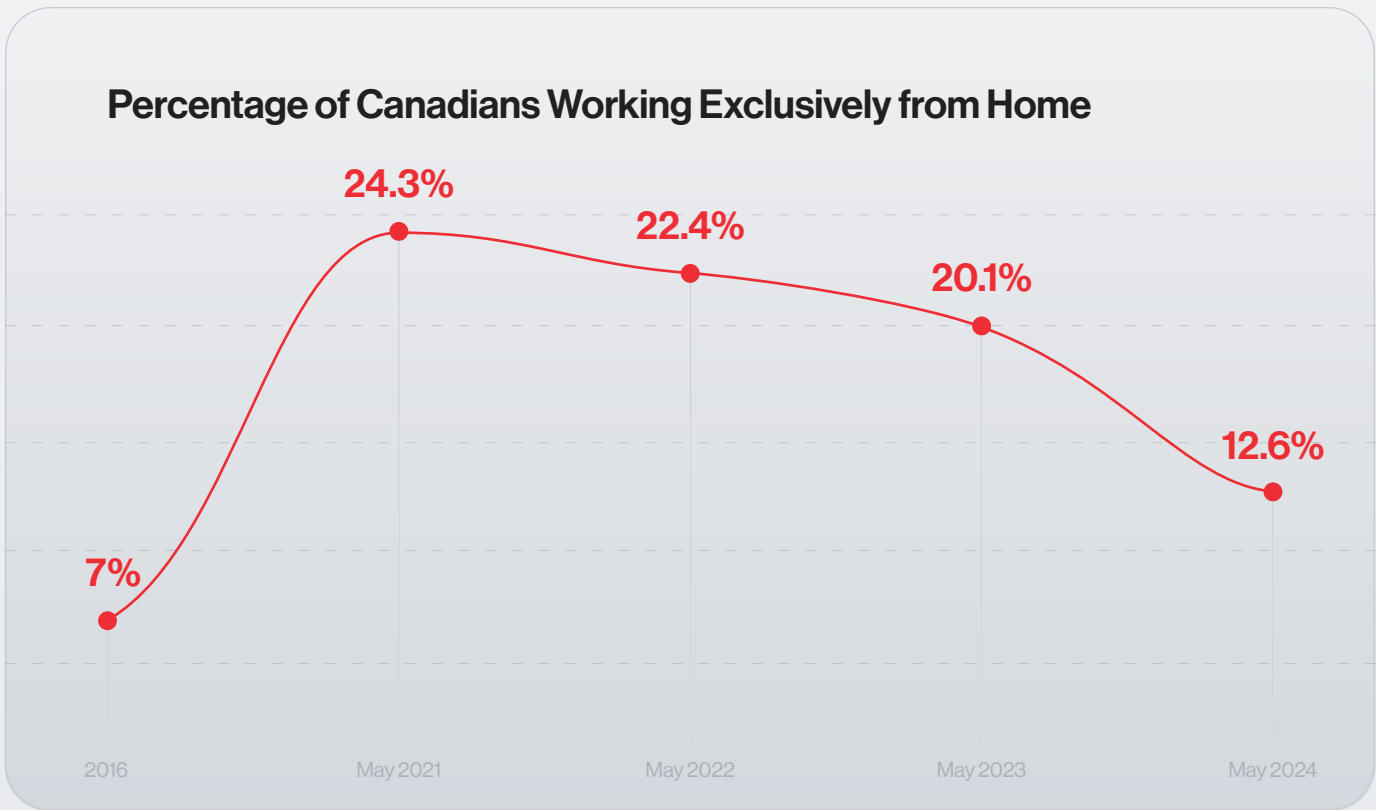
# THE CANADIAN COMMUTER

This report shares some commuting behaviours & automotive trends, and the implications of these patterns for the OOH advertising industry in Canada.

# Commuting Trends in Canada

The transition of 15.9 million Canadians (or 80% of the workforce) going back to the office in 2023 signifies more than a shift from remote work—it heralds the resurgence of a captive audience for OOH advertising.

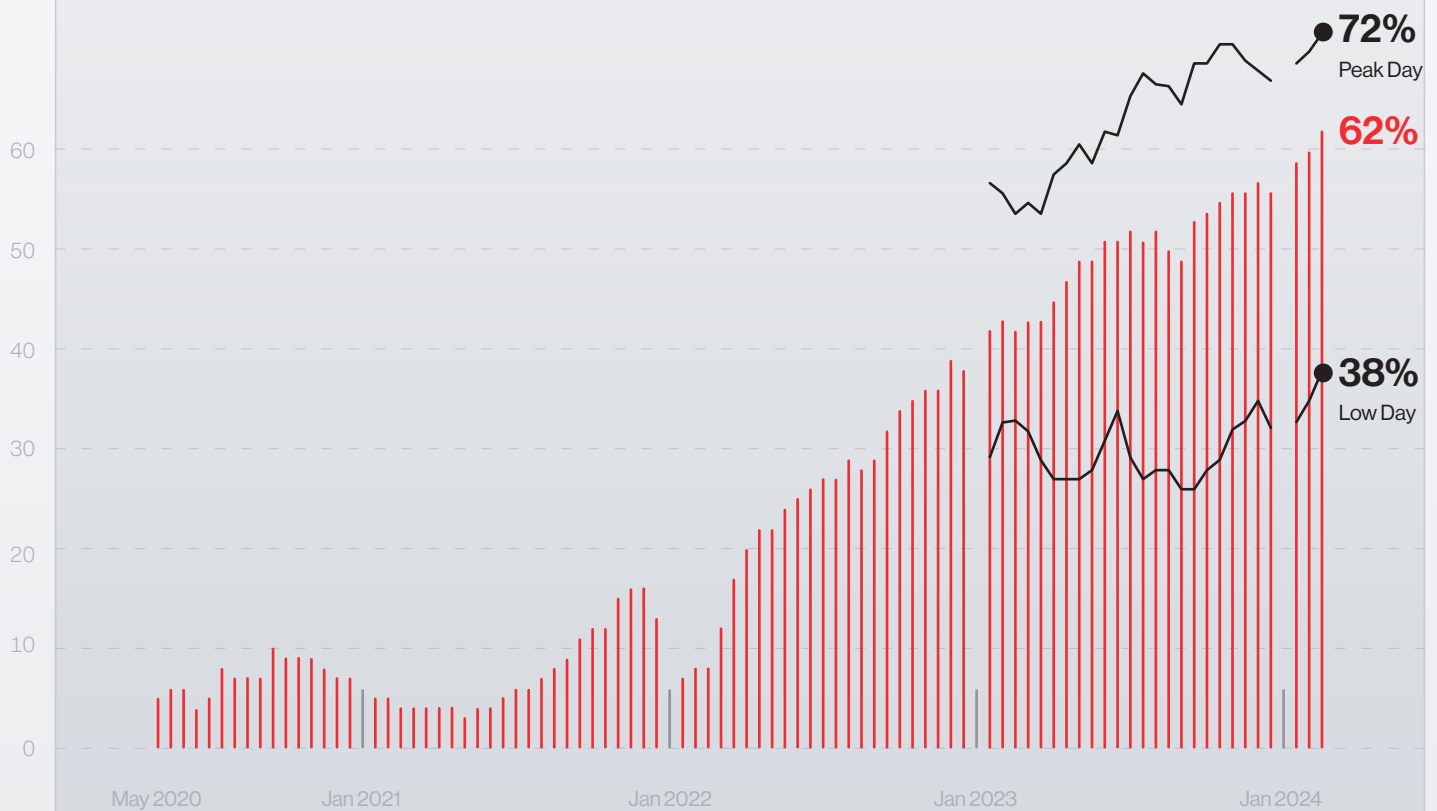
According to Statistics Canada, about half the workforce that had been working exclusively from home during the height of the pandemic have returned to the office at least part-time.



StatCan

## Index calculated as a percentage of pre-COVID occupancy.

The Index is supported by the City of Toronto, as well as the Downtown Yonge and Downtown West BIAs. It is a measure of the percentage of office employees returning to the office compared to the number of employees who would normally have come to their offices pre-COVID.



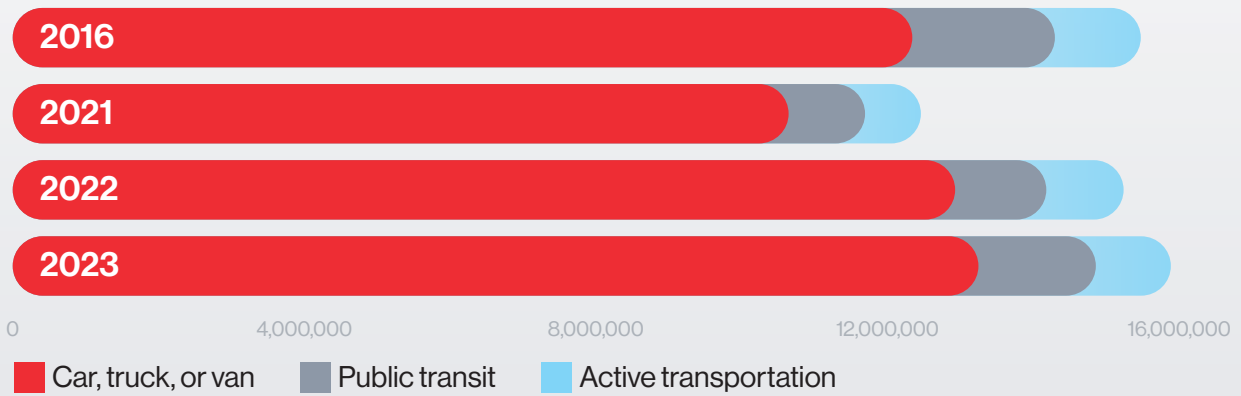
Srrresearch

The increased use of both personal (car commuters increased from May 2021 to May 2023 (+24.2%; +2.6 million) and public transportation (+63.6%; +628,000 over the same period) in urban areas like Toronto, Montreal, and Vancouver create prime opportunities for advertisers to reach consumers during their daily commutes. The evolving work and transport patterns require brands to rethink their advertising strategies to capitalize on these new normal consumer touchpoints.

Indeed, multimodal commutes bode well for the OOH industry, providing marketers ample opportunities to connect with more people on their way to and from work. Two-thirds of Torontonians still rely on their cars as their go-to transportation. [Half also said](#) their daily commutes involve some form of public transportation.

### Number of commuters by main mode of transportation

Canada, 2016 to 2023



StatCan

### Number of commuters to work in Canada per year

2016 to 2023



CTVNews

Graph above shows Canadian's return to commuting for work.

Toronto's [congestion ranking](#) is 3rd in the world and increased almost a full minute on average since 2022, clearly indicating activity on the road. Multiple factors are included in this assessment, such as average travel time, emissions & fuel costs reflective of congestion.

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**WORLD RANK 2023**

on average, how long did it take to drive 10 km in 2023

29

**MINUTES**

(50 secs more than in 2022)

### **Automotive Market and Preferences:**

According to [KPMG in Canada](#), the 5.2% growth in vehicle sales from 2022 to 2023, coupled with the data showing that almost 70% of Canadians are considering vehicle purchases, suggests that the roads will likely be busier in a year to come. More vehicles on the road translates to greater exposure for all out of home assets including billboards and bus shelters.

The shifting landscape of commuting and transportation in Canada is a beacon of opportunity. As Canadians spend more time on the road, the value of OOH advertising rises in tandem with the increased potential for consumer engagement. The revival of the office space, the growth in vehicle sales, and the interest in public transit underscore a broader trend: Canadian's are an audience on the move. This provides advertisers with a great opportunity to make a lasting impression in the physical world, complementing digital sales strategies.