

# PATTISON DAILY LOCATION DATA TRAFFIC ANALYSIS

January 1<sup>st</sup>, 2020 to May 17<sup>th</sup>, 2020



Shape your campaign with PATTISON Outdoor Advertising



# Methodology

## Market Coverage

- Vancouver, BC Interior, Calgary, Edmonton, Saskatchewan, Manitoba, Toronto, Southwestern Ontario, Ottawa, Montréal and Maritimes

## Product Coverage

- Over 24,000 geo-fenced PATTISON static and digital displays

## Data Coverage

- An average daily total visits between January 1<sup>st</sup>, 2020 to March 15<sup>th</sup>, 2020 was used as the baseline

## Date Coverage

- March 1<sup>st</sup>, 2020 to May 17<sup>th</sup>, 2020
- The dates of COVID-19 outbreak and the declaration of state of emergency across Canada were identified in the graphs to see the impact of the traffic pre/during COVID-19



# Methodology



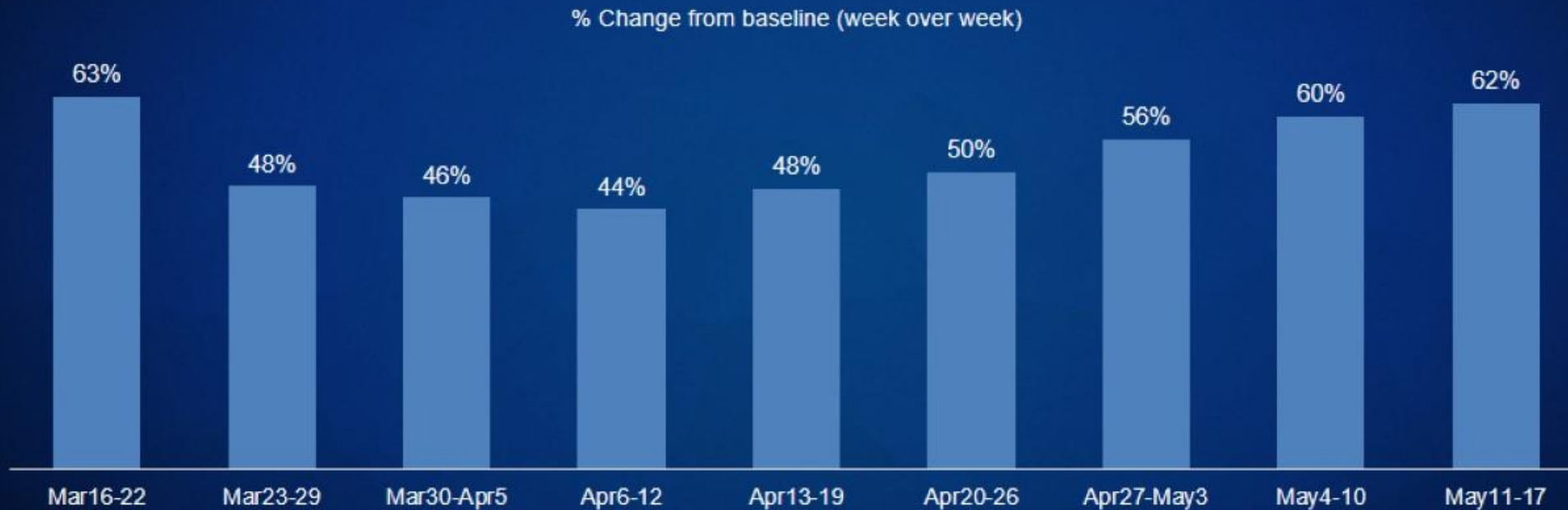
## Source of Data

- **Pelmorex** Mobility Location Daily Data
  - Pelmorex geo-fenced over 24,000 PATTISON locations across Canada
- **Apple** Mobility Daily Data (Driving)
  - March 1<sup>st</sup> to May 24<sup>th</sup>, 2020 traffic data was used as a supplement to show the projection of traffic trend



# Key Observations – Week over Week

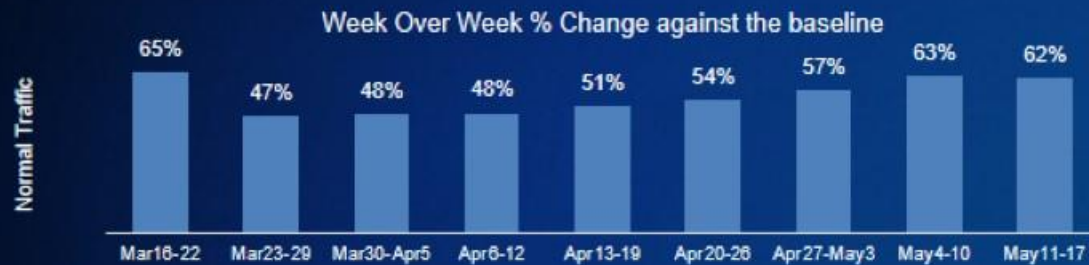
In the week of May 11<sup>th</sup>, the traffic across Canada continuing to increase with the national average now at 62%, the same level as the week lockdown measures went into effect.



# Key Observations – Week over Week (cont'd)

Traffic Volume has been climbing up week over week against the baseline

## Vancouver Market



## Calgary Market



## BC Interior Market



## Edmonton Market





# Key Observations – Week over Week (cont'd)

## Saskatchewan Market



## Manitoba Market



CLASSIC



DIGITAL



TRANSIT



PLACE BASED

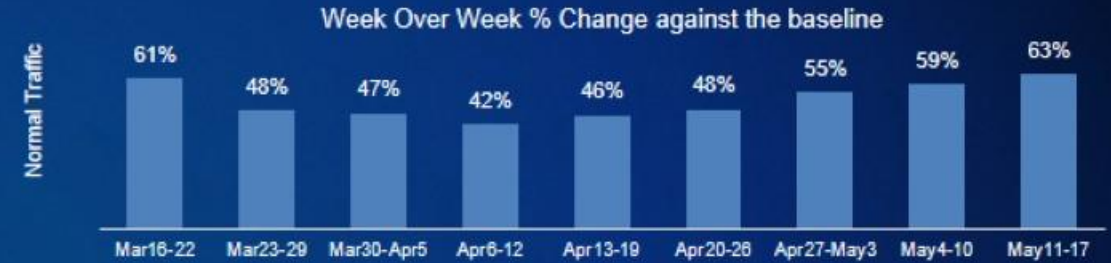
% of Normal Traffic

# Key Observations – Week over Week (cont'd)

## Toronto Market



## Ottawa Market



## Southwestern Ontario Market

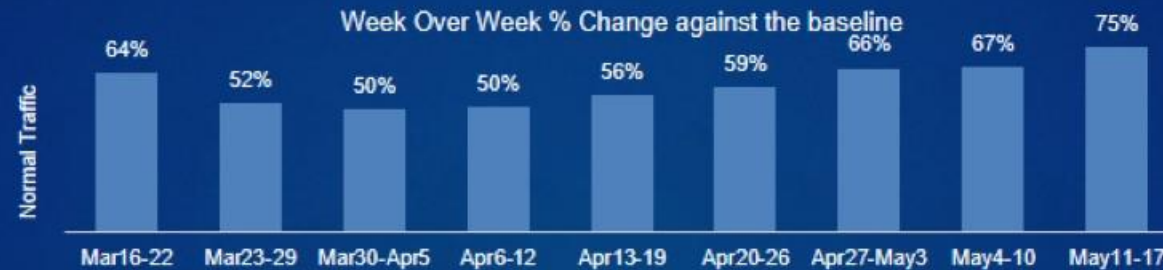


## Montréal Market



# Key Observations – Week over Week (cont'd)

## New Brunswick Market



## Nova Scotia Market



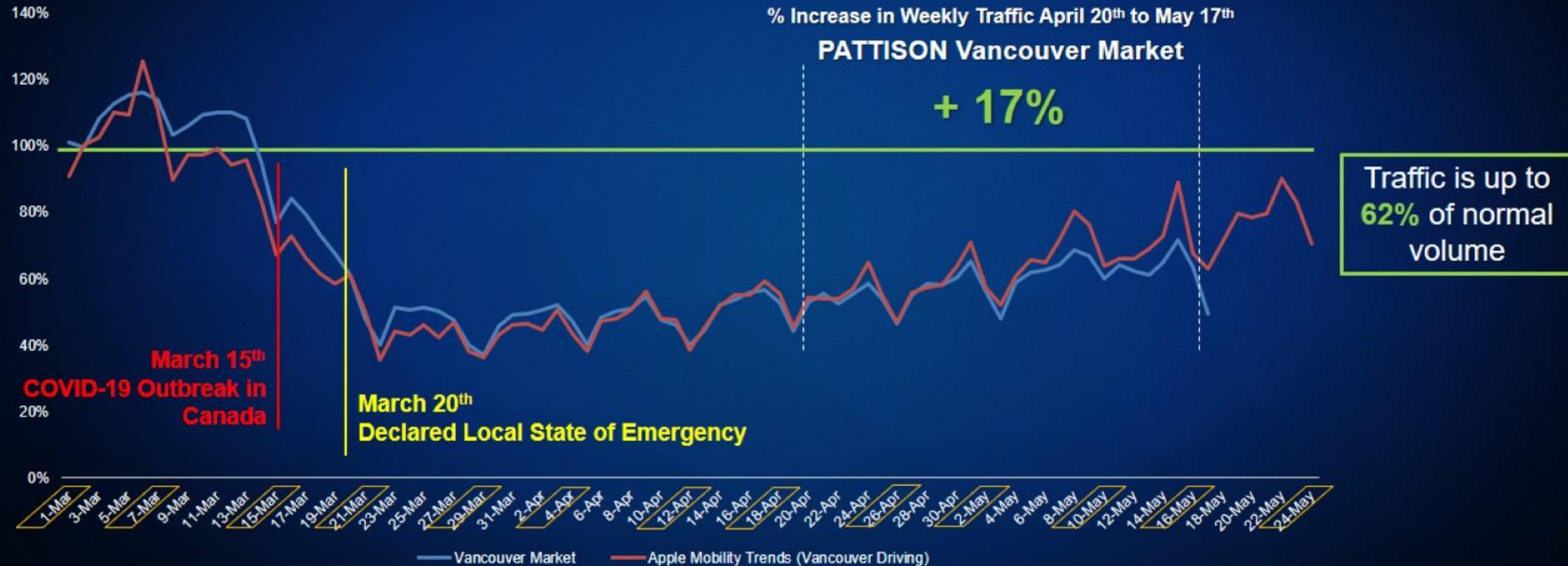
## Newfoundland and Labrador Market





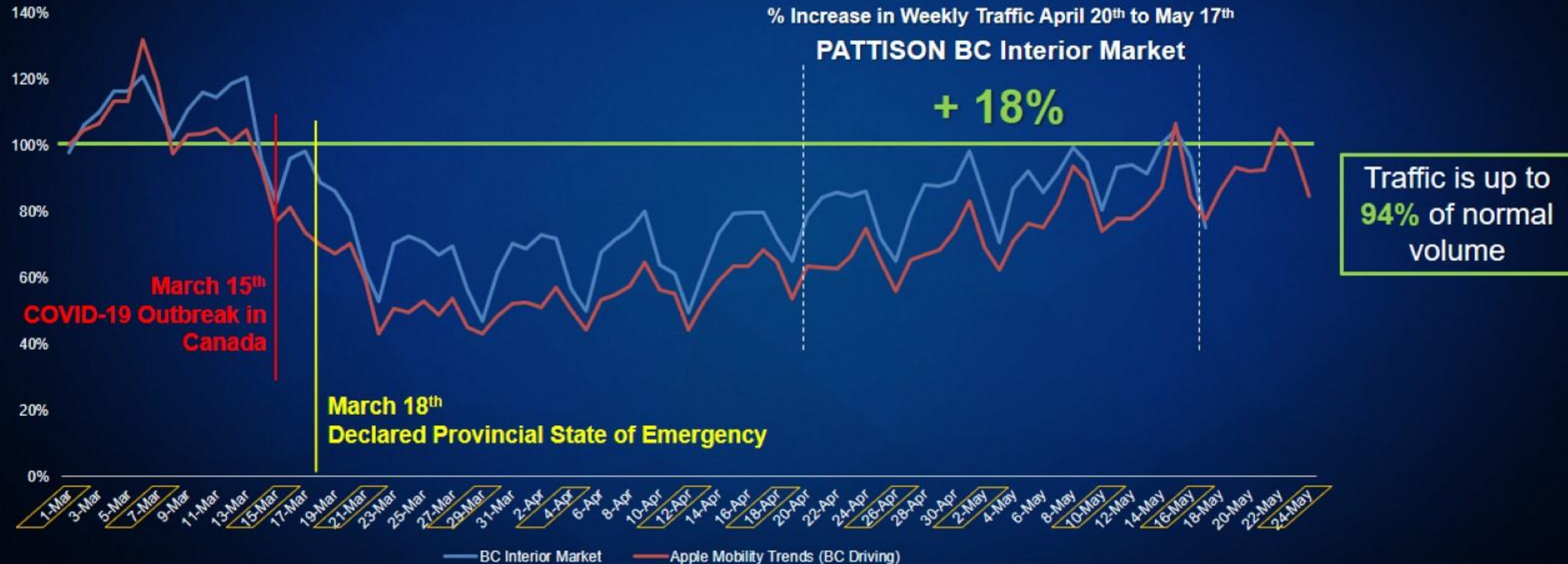
# Vancouver Market

Baseline: an average daily location data traffic between January 1<sup>st</sup> to March 15<sup>th</sup>



# BC Interior Market

Baseline: an average daily location data traffic between January 1<sup>st</sup> to March 15<sup>th</sup>



\*The information presented here is anonymous, aggregated, and permission-based GPS location data. At this time, the data is intended to be used for anecdotal purposes only. Readers are to be aware that this data only looks at those who have travelled during the months of January 1<sup>st</sup> to May 17<sup>th</sup>, 2020.

Pelmorex Location Insights data is taken from January 1<sup>st</sup> to May 17<sup>th</sup>, 2020.  
Apple Mobility Data is taken from March 1<sup>st</sup>, 2020 to May 24<sup>th</sup>, 2020.



CLASSIC



DIGITAL



TRANSIT



PLACE BASED



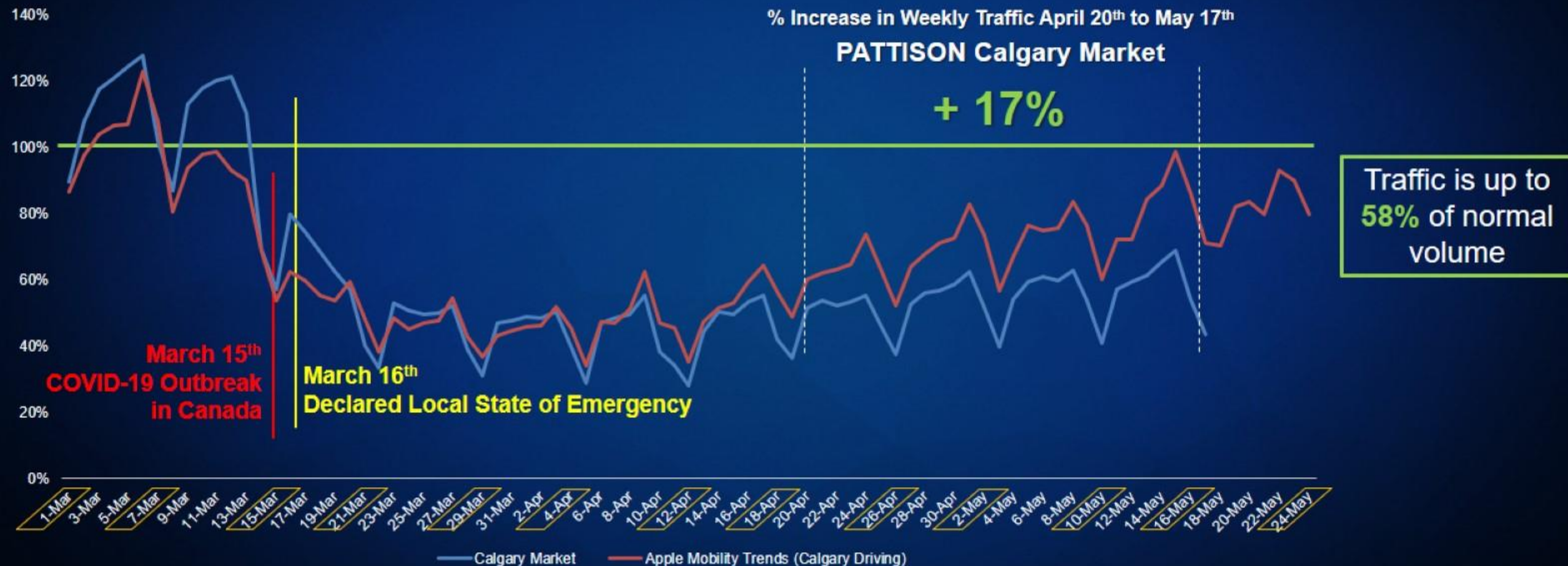
Weekend





# Calgary Market

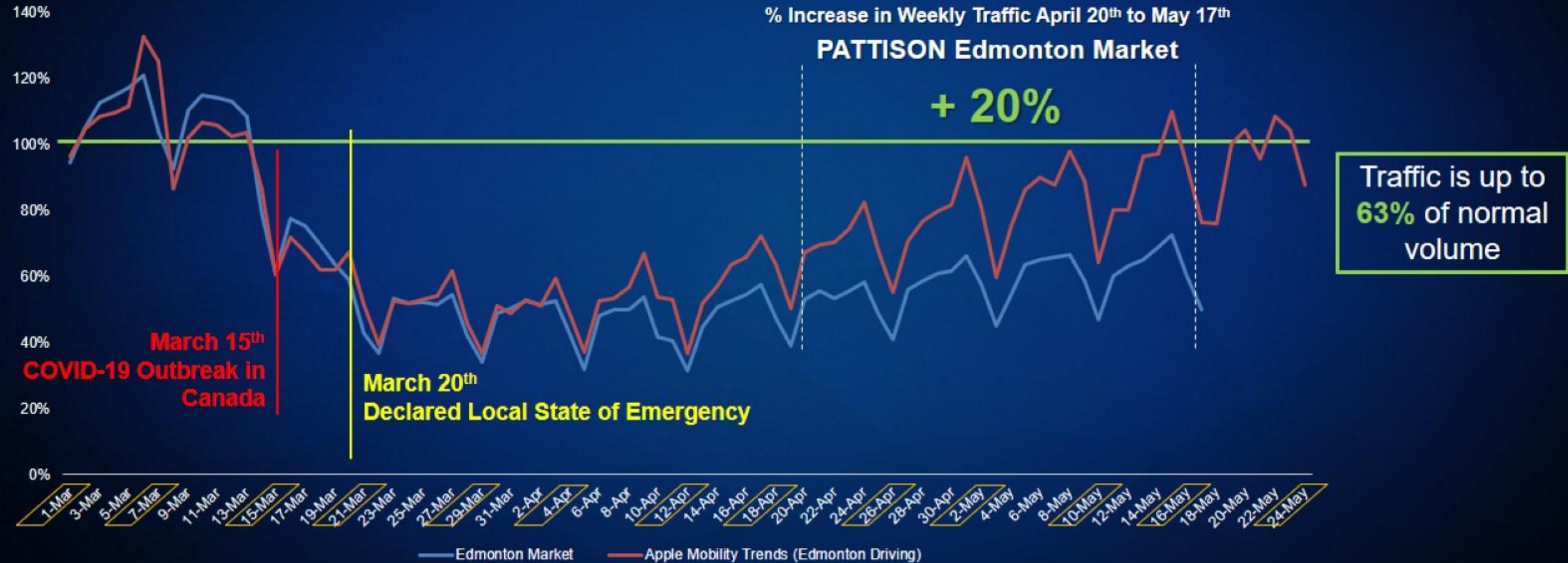
Baseline: an average daily location data traffic between January 1<sup>st</sup> to March 15<sup>th</sup>





# Edmonton Market

Baseline: an average daily location data traffic between January 1<sup>st</sup> to March 15<sup>th</sup>

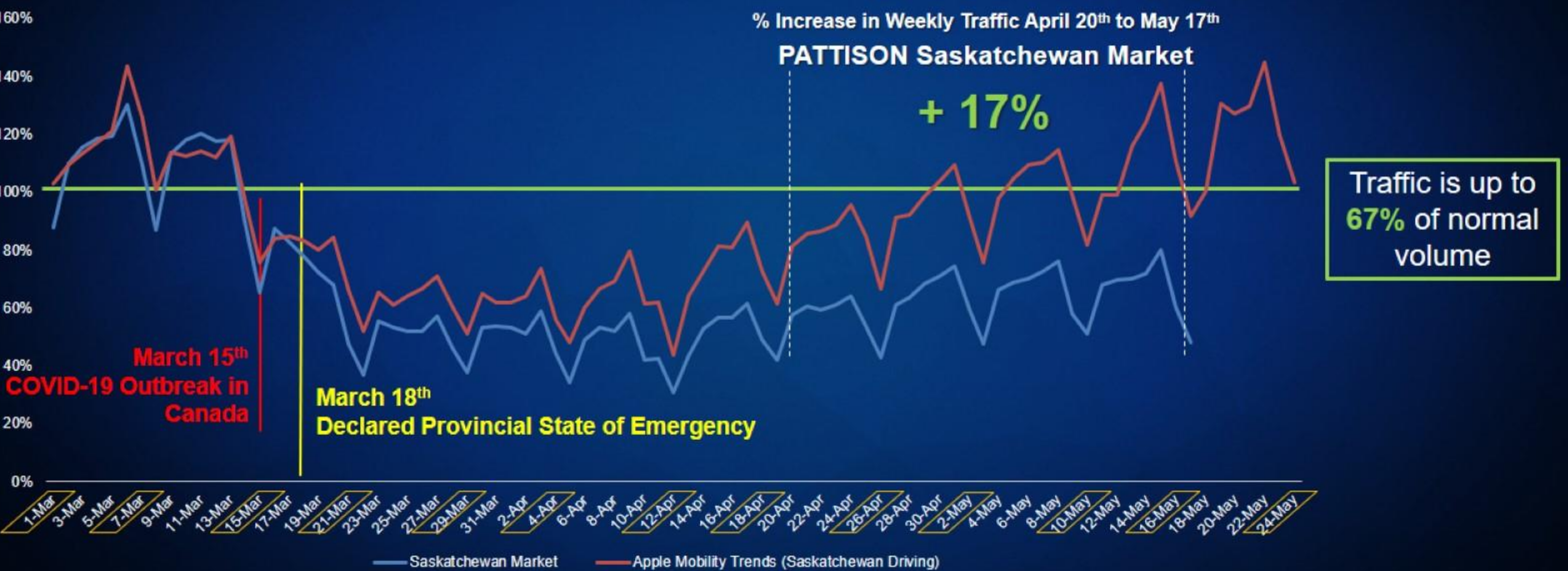


\*The information presented here is anonymous, aggregated, and permission-based GPS location data. At this time, the data is intended to be used for anecdotal purposes only. Readers are to be aware that this data only looks at those who have travelled during the months of January 1<sup>st</sup> to May 17<sup>th</sup>, 2020.

Pelmorex Location Insights data is taken from January 1<sup>st</sup> to May 17<sup>th</sup>, 2020.  
Apple Mobility Data is taken from March 1<sup>st</sup>, 2020 to May 24<sup>th</sup>, 2020.

# Saskatchewan Market

— Baseline: an average daily location data traffic between January 1<sup>st</sup> to March 15<sup>th</sup>



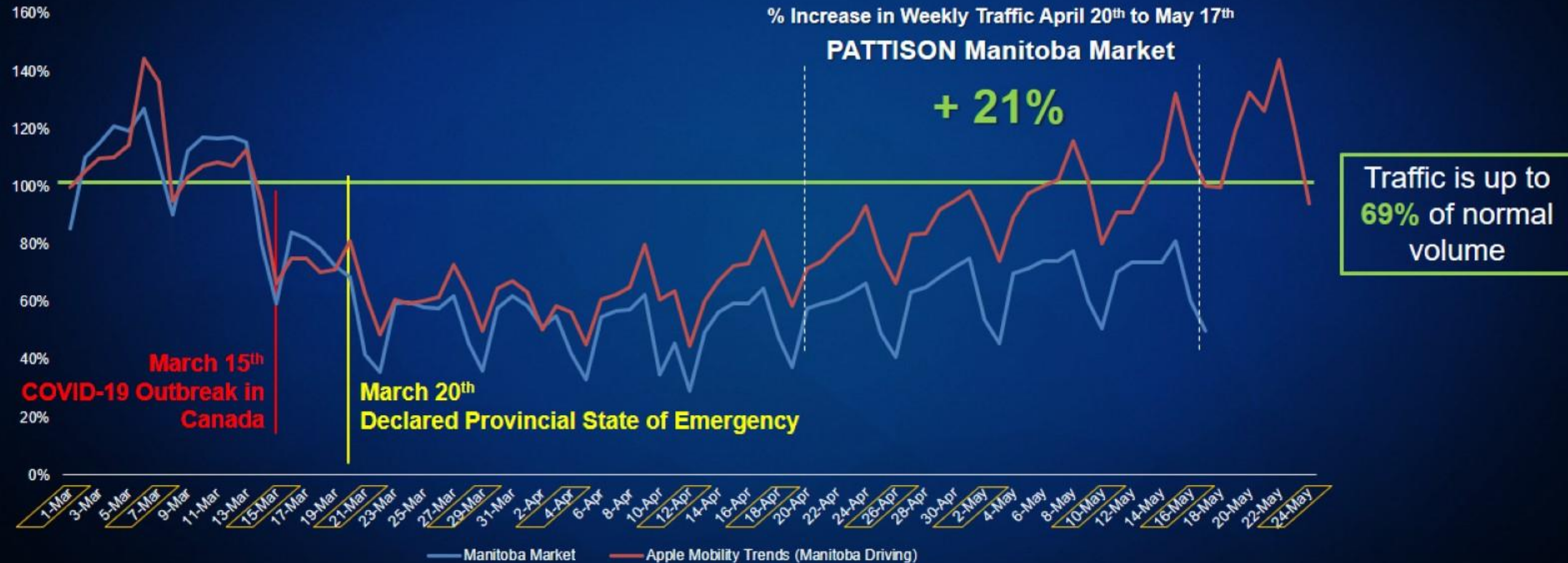
*\*The information presented here is anonymous, aggregated, and permission-based GPS location data. At this time, the data is intended to be used for anecdotal purposes only. Readers are to be aware that this data only looks at those who have travelled during the months of January 1<sup>st</sup> to May 17<sup>th</sup>, 2020.*

*Pelmorex Location Insights data is taken from January 1<sup>st</sup> to May 17<sup>th</sup>, 2020.  
Apple Mobility Data is taken from March 1<sup>st</sup>, 2020 to May 24<sup>th</sup>, 2020.*



# Manitoba Market

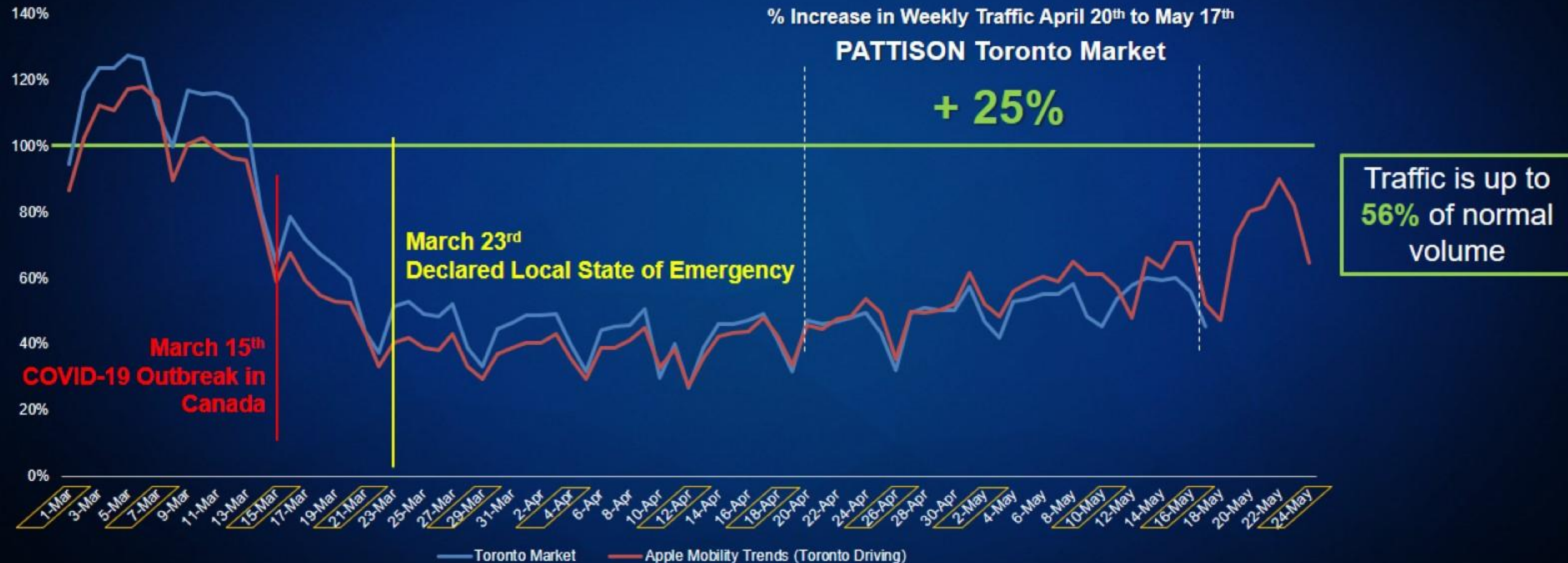
— Baseline: an average daily location data traffic between January 1<sup>st</sup> to March 15<sup>th</sup>





# Toronto Market

Baseline: an average daily location data traffic between January 1<sup>st</sup> to March 15<sup>th</sup>

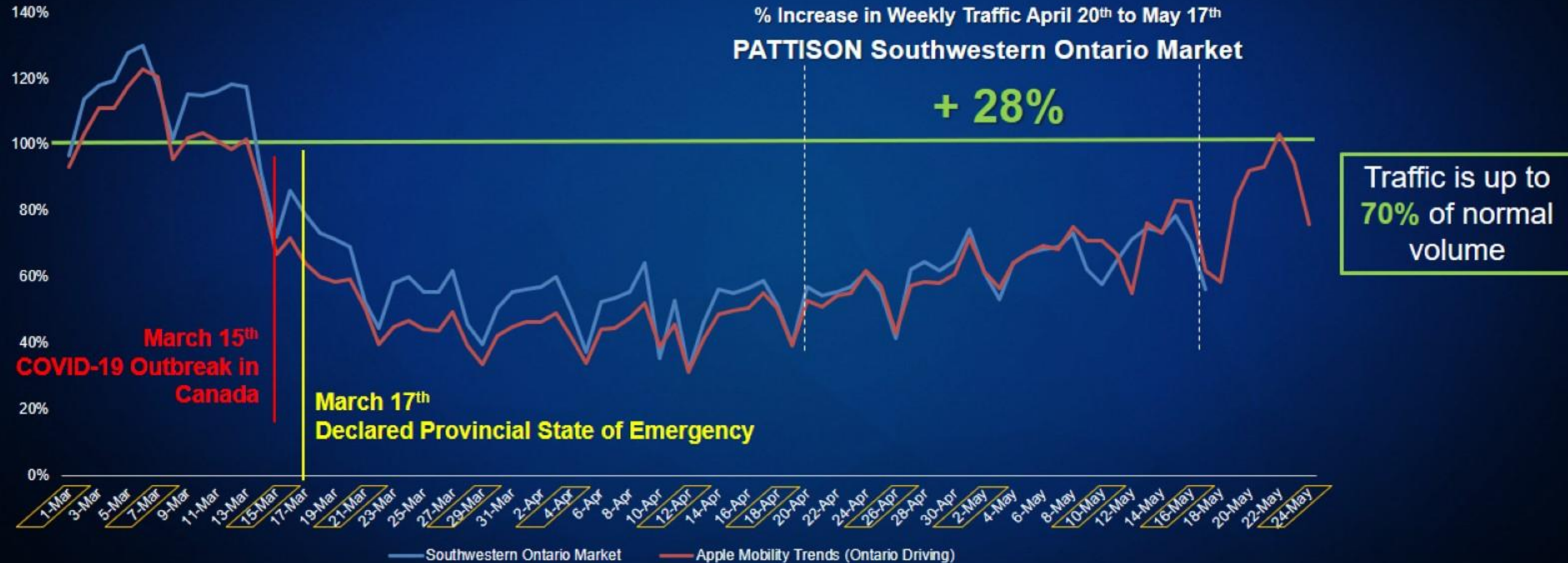


\*The information presented here is anonymous, aggregated, and permission-based GPS location data. At this time, the data is intended to be used for anecdotal purposes only. Readers are to be aware that this data only looks at those who have travelled during the months of January 1<sup>st</sup> to May 17<sup>th</sup>, 2020.

Pelmorex Location Insights data is taken from January 1<sup>st</sup> to May 17<sup>th</sup>, 2020.  
Apple Mobility Data is taken from March 1<sup>st</sup>, 2020 to May 24<sup>th</sup>, 2020.

# Southwestern Ontario Market

Baseline: an average daily location data traffic between January 1<sup>st</sup> to March 15<sup>th</sup>



\*The information presented here is anonymous, aggregated, and permission-based GPS location data. At this time, the data is intended to be used for anecdotal purposes only. Readers are to be aware that this data only looks at those who have travelled during the months of January 1<sup>st</sup> to May 17<sup>th</sup>, 2020.

Pelmorex Location Insights data is taken from January 1<sup>st</sup> to May 17<sup>th</sup>, 2020.  
Apple Mobility Data is taken from March 1<sup>st</sup>, 2020 to May 24<sup>th</sup>, 2020.



CLASSIC



DIGITAL



TRANSIT



PLACE BASED



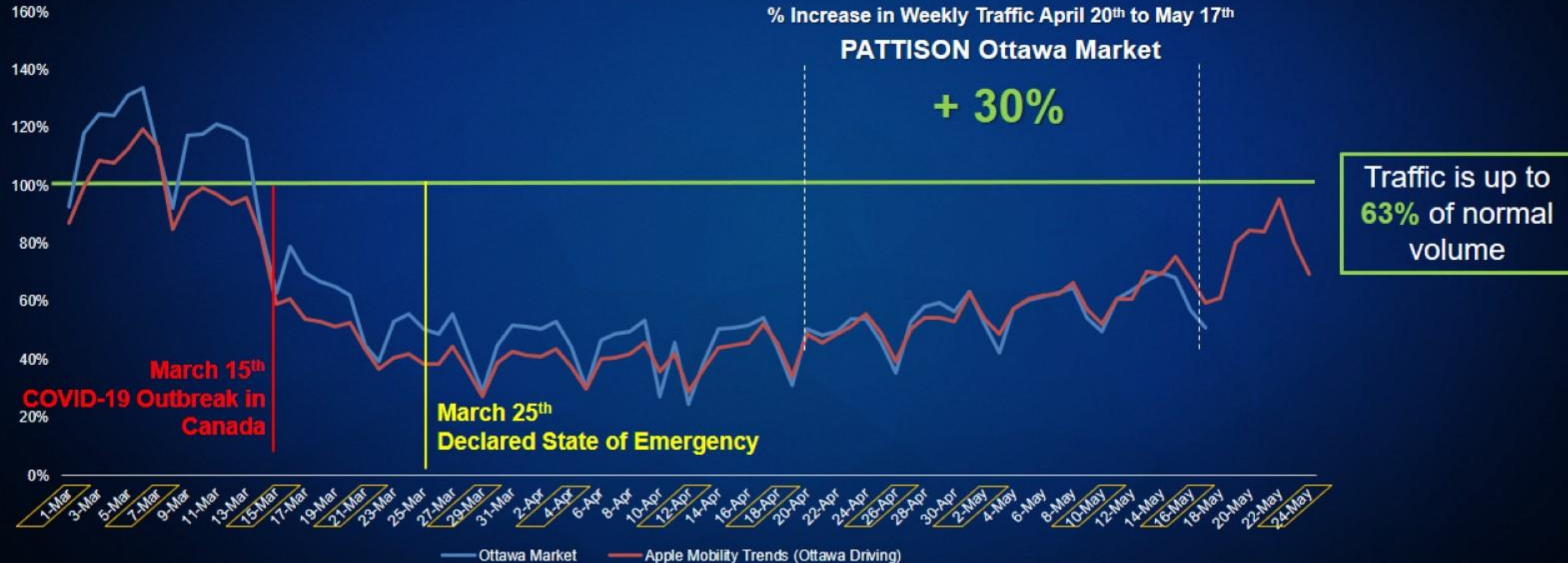
Weekend





# Ottawa Market

Baseline: an average daily location data traffic between January 1<sup>st</sup> to March 15<sup>th</sup>



\*The information presented here is anonymous, aggregated, and permission-based GPS location data. At this time, the data is intended to be used for anecdotal purposes only. Readers are to be aware that this data only looks at those who have travelled during the months of January 1<sup>st</sup> to May 17<sup>th</sup>, 2020.

Pelmorex Location Insights data is taken from January 1<sup>st</sup> to May 17<sup>th</sup>, 2020.  
Apple Mobility Data is taken from March 1<sup>st</sup>, 2020 to May 24<sup>th</sup>, 2020.



CLASSIC



DIGITAL



TRANSIT



PLACE BASED



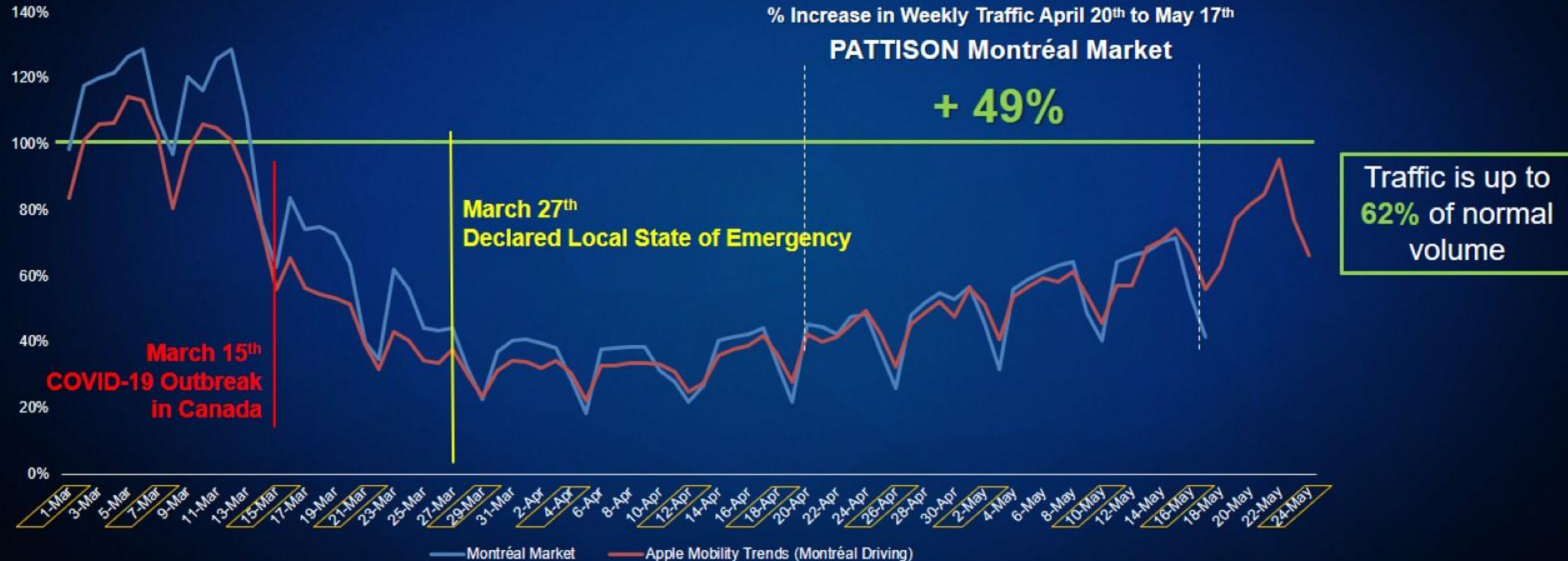
Weekend





# Montréal Market

— Baseline: an average daily location data traffic between January 1<sup>st</sup> to March 15<sup>th</sup>



\*The information presented here is anonymous, aggregated, and permission-based GPS location data. At this time, the data is intended to be used for anecdotal purposes only. Readers are to be aware that this data only looks at those who have travelled during the months of January 1<sup>st</sup> to May 17<sup>th</sup>, 2020.

Pelmorex Location Insights data is taken from January 1<sup>st</sup> to May 17<sup>th</sup>, 2020.  
Apple Mobility Data is taken from March 1<sup>st</sup>, 2020 to May 24<sup>th</sup>, 2020.



CLASSIC



DIGITAL



TRANSIT



PLACE BASED

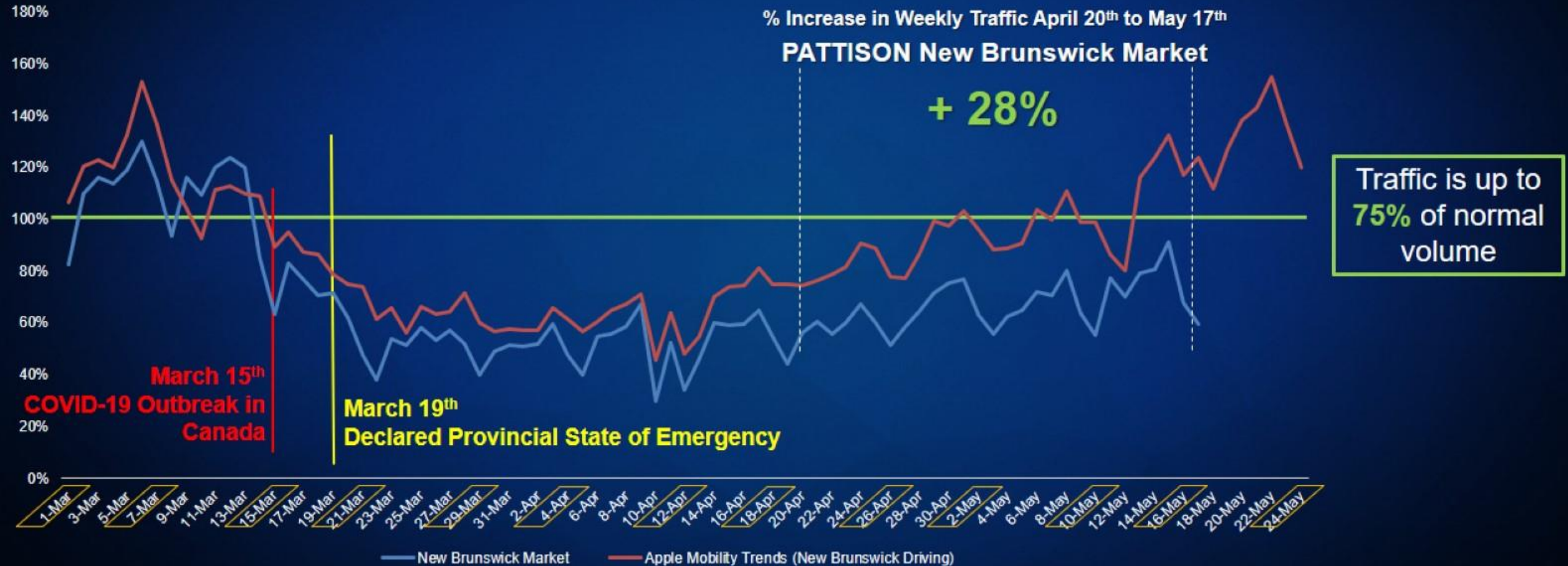
Weekend

PATTISON RESEARCH

PATTISON

# New Brunswick Market

Baseline: an average daily location data traffic between January 1<sup>st</sup> to March 15<sup>th</sup>



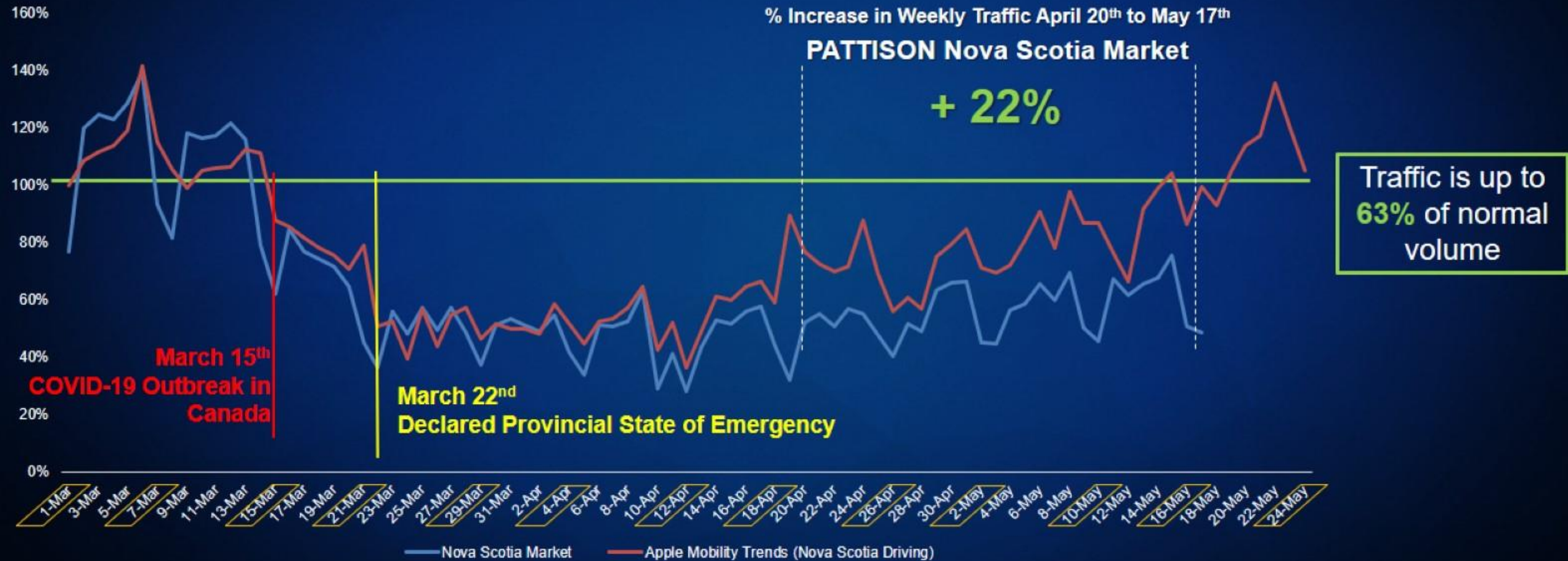
\*The information presented here is anonymous, aggregated, and permission-based GPS location data. At this time, the data is intended to be used for anecdotal purposes only. Readers are to be aware that this data only looks at those who have travelled during the months of January 1<sup>st</sup> to May 17<sup>th</sup>, 2020.

Pelmorex Location Insights data is taken from January 1<sup>st</sup> to May 17<sup>th</sup>, 2020.  
Apple Mobility Data is taken from March 1<sup>st</sup>, 2020 to May 24<sup>th</sup>, 2020.



# Nova Scotia Market

Baseline: an average daily location data traffic between January 1<sup>st</sup> to March 15<sup>th</sup>



\*The information presented here is anonymous, aggregated, and permission-based GPS location data. At this time, the data is intended to be used for anecdotal purposes only. Readers are to be aware that this data only looks at those who have travelled during the months of January 1<sup>st</sup> to May 17<sup>th</sup>, 2020.

Pelmorex Location Insights data is taken from January 1<sup>st</sup> to May 17<sup>th</sup>, 2020.  
Apple Mobility Data is taken from March 1<sup>st</sup>, 2020 to May 24<sup>th</sup>, 2020.



CLASSIC



DIGITAL



TRANSIT



PLACE BASED

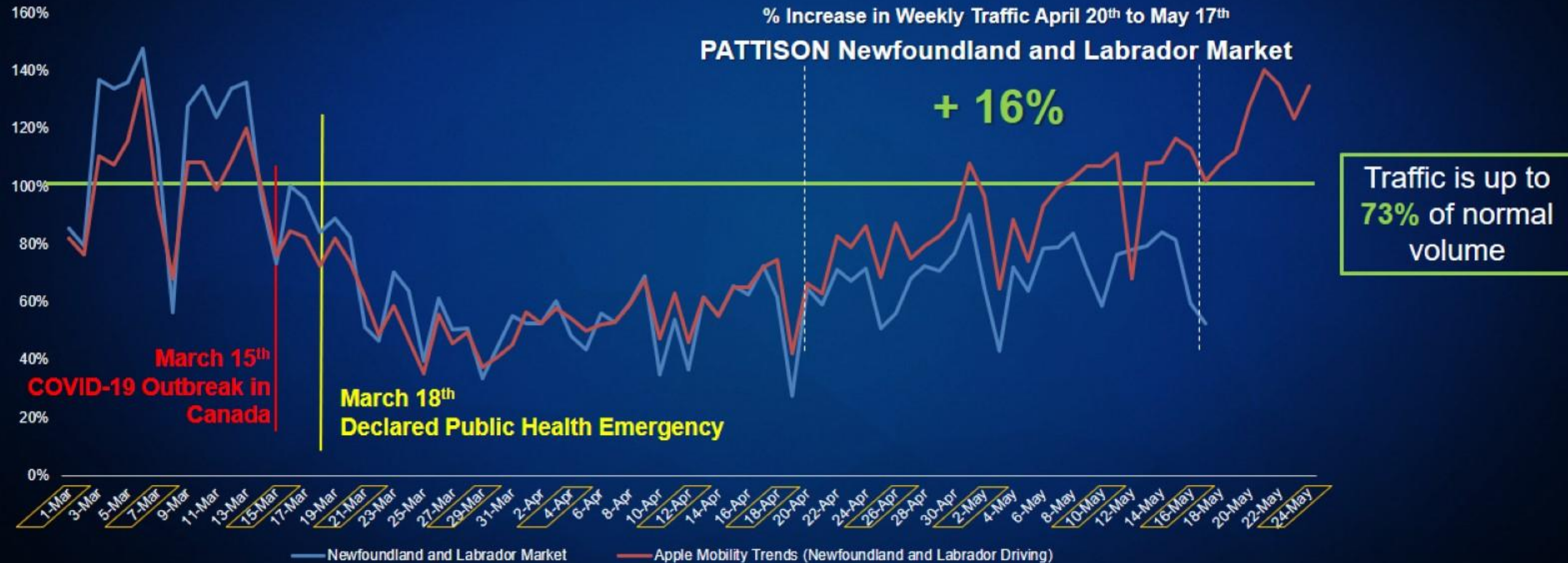


Weekend



# Newfoundland and Labrador Market

Baseline: an average daily location data traffic between January 1<sup>st</sup> to March 15<sup>th</sup>





# THANK YOU

**PATTISON**

Shape your campaign with PATTISON Outdoor Advertising

CLASSIC

DIGITAL

TRANSIT

PLACE BASED