PATTISON DAILY LOCATION DATA TRAFFIC ANALYSIS

January 1st, 2020 to August 30th, 2020

PATTISON

Shape your campaign with PATTISON Outdoor Advertising

CLASSIC DIGITAL TRANSIT PLACE BASED

Methodology

Market Coverage

- Vancouver, BC Interior, Calgary, Edmonton, Saskatchewan, Manitoba, Toronto, Southwestern Ontario, Ottawa, Montréal and the Maritimes (New Brunswick, Nova Scotia and Newfoundland & Labrador)

Product Coverage

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

Data Coverage

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

Date Coverage

- March 1st, 2020 to August 30th, 2020
- The dates of *COVID-19 outbreak*, *the declaration of state of emergency* and *business re-opening*[1,2] across Canada were identified in the graphs to see the impact of the traffic pre/during COVID-19

[1] https://www.macleans.ca/news/canada/coronavirus-in-canada-reopening-plans-province-by-province/#bc
[2] https://www.mccarthy.ca/en/insights/articles/covid-19-recovery-and-re-opening-tracker

Source of Data

Pelmorex Mobility Location Daily Data

- Pelmorex geo-fenced over 24,000 PATTISON locations across Canada

Apple Mobility Daily Data (Driving)

- March 1st to September 7th, 2020 traffic data was used as a supplement to show the projection of traffic trend
- A relative volume of directions requests per country/region, sub-region or city compared to a baseline volume on January 13th, 2020
- https://www.apple.com/covid19/mobility

Google Mobility Daily Data

- March 1st to September 4th, 2020 traffic data was used as a supplement to show the projection of traffic trend
- The baseline day is the median value from the 5-week period January 3rd to February 3rd, 2020
- *Retail & Recreation* includes restaurants, cafes, shopping centres, theme parks, museums, libraries and movie theaters
- *Grocery & Pharmacy* includes grocery markets, food warehouses, farmers markets, specialty food shops, drug stores and pharmacies
- https://www.google.com/covid19/mobility/

Transit APP Usage Data (Not Transit Ridership)

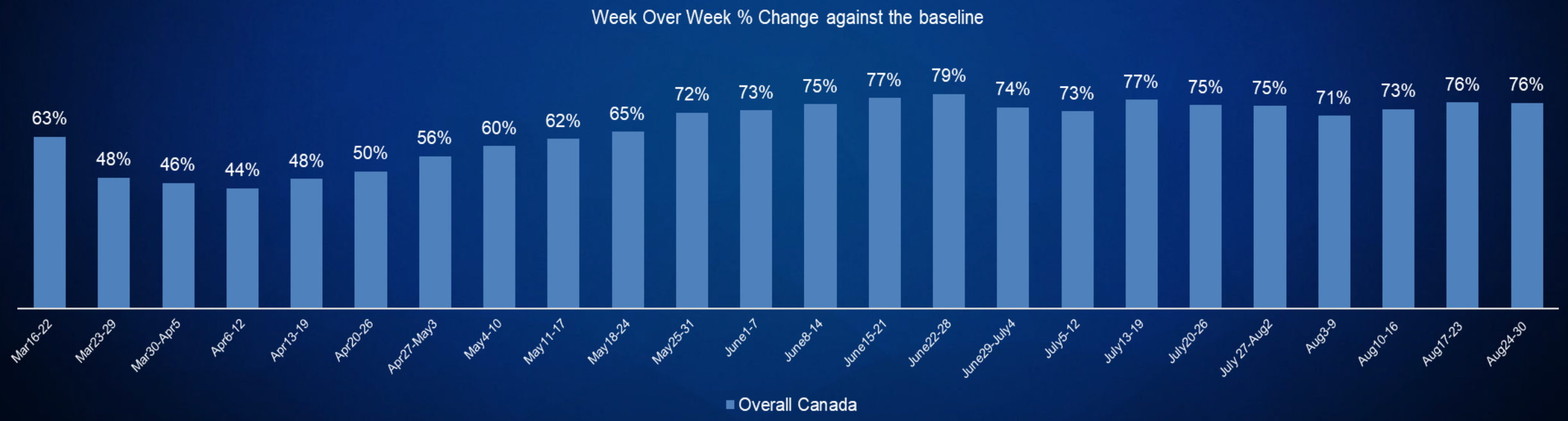
- March 1st to September 7th, 2020 was used to mimic transit ridership.
- The 2019 data was used as the baseline
- https://transitapp.com/coronavirus

Summary of Findings

- During the last week of August, the national average traffic has reached to **76%** of the normal traffic.
- Some markets (e.g. Calgary and Toronto) have caught up and. They have returned to **at least 70%** of the normal traffic.
- Though the Transit APP Usage (it is used to mimic transit “traffic”) remains low, it has not dropped drastically in July and August across all markets. It shows a consistent pace.
- Other data sources (Apple and Google) indicate activities, such as driving, recreation, shopping at grocery stores and pharmacies have returned to the normal traffic at a steady pace.

Key Observations – Week over Week

In the week of August 24th, the traffic across Canada continuing to increase *conservatively* with the national average now at **76%**.



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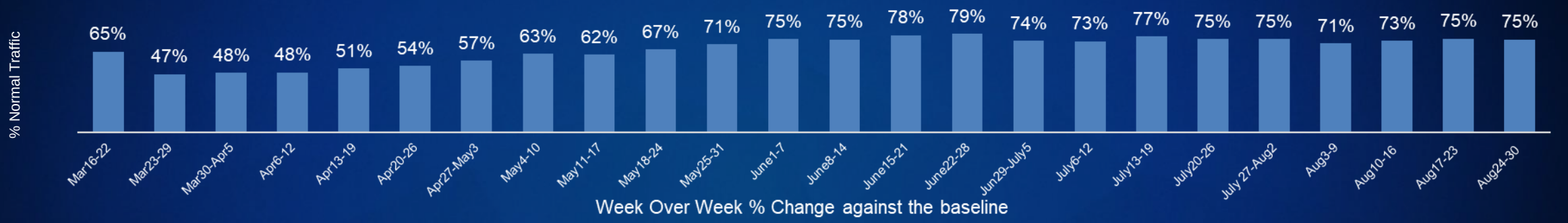
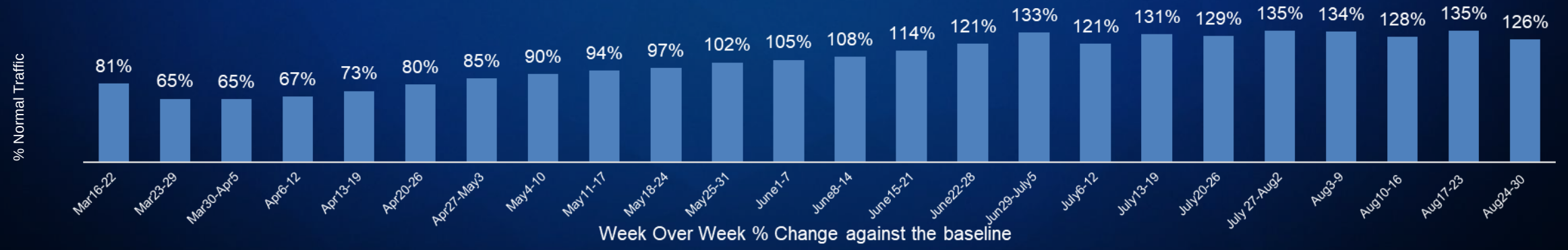
Key Observations – Week over Week (cont'd)

Vancouver Market



BC Interior Market



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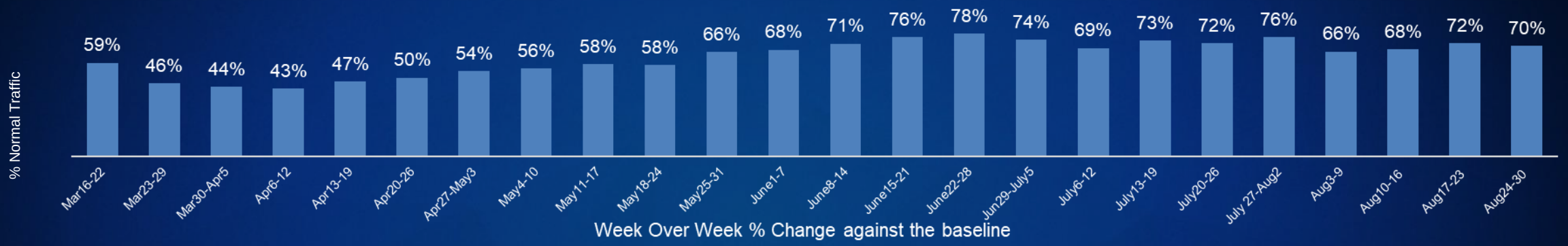
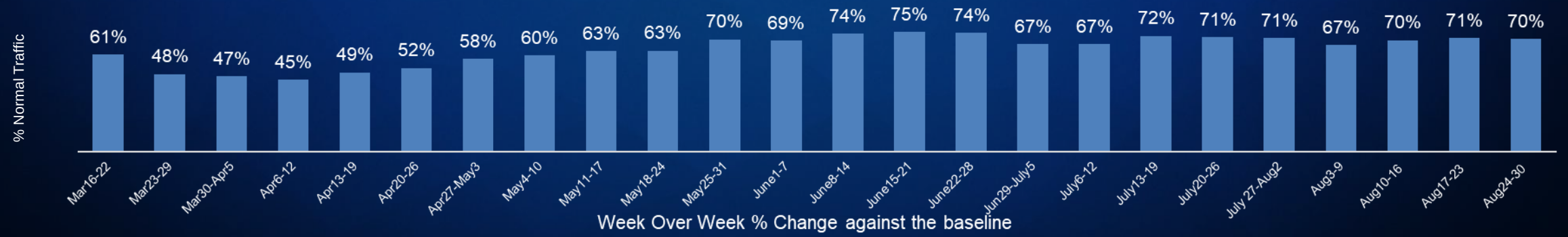
Calgary Market



Edmonton Market



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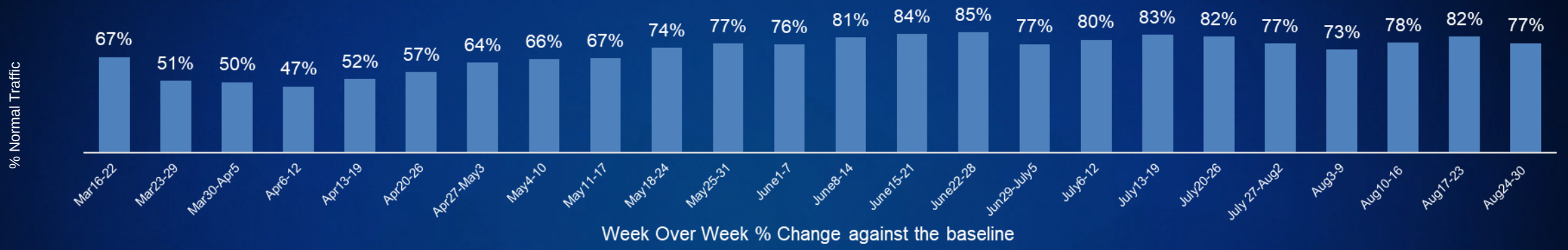
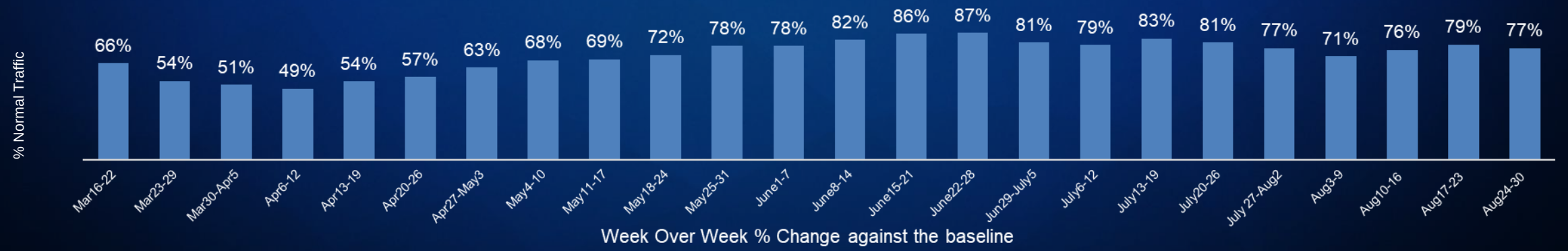
Key Observations – Week over Week (cont'd)

Saskatchewan Market



Manitoba Market



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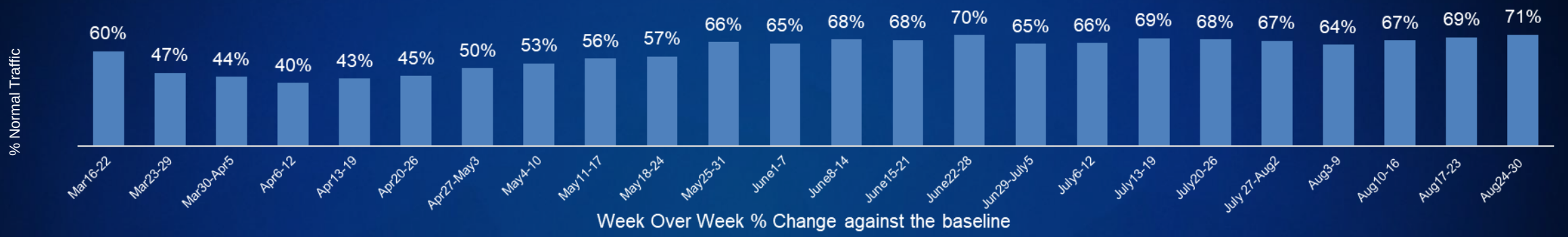
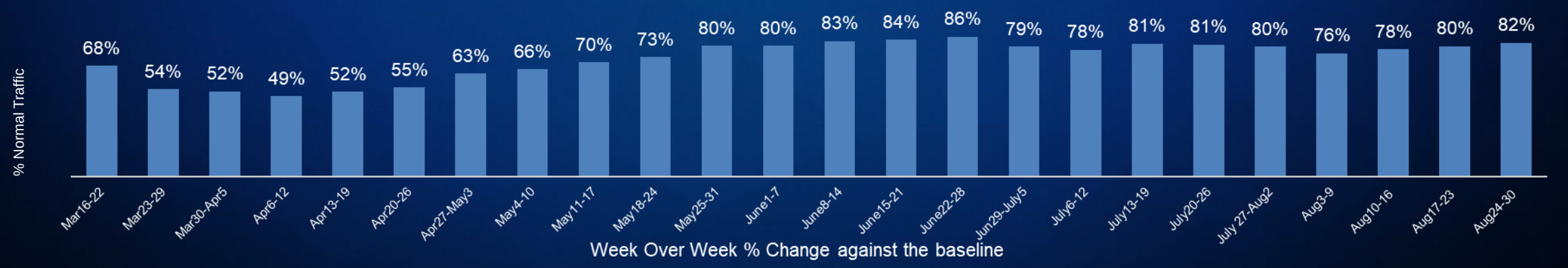
Toronto Market



Southwestern Ontario Market



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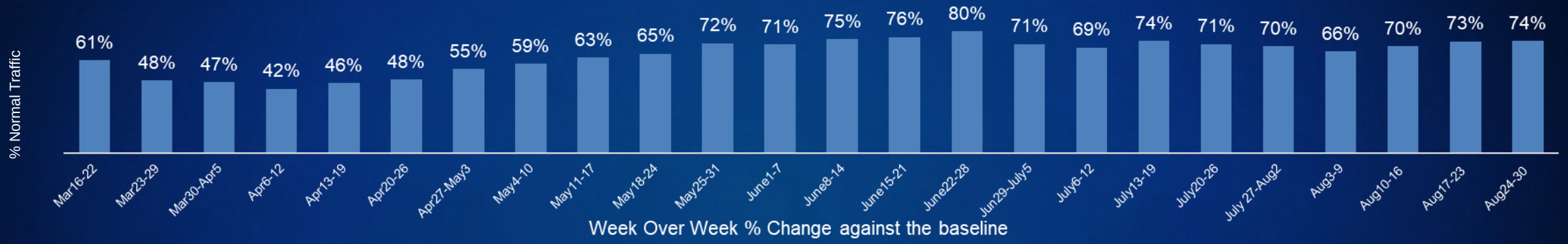
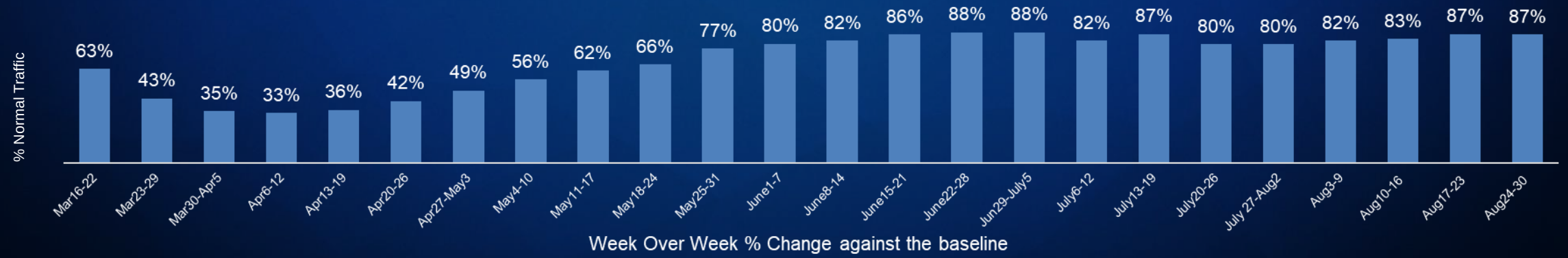
Key Observations – Week over Week (cont'd)

Ottawa Market



Québec / Montréal Market



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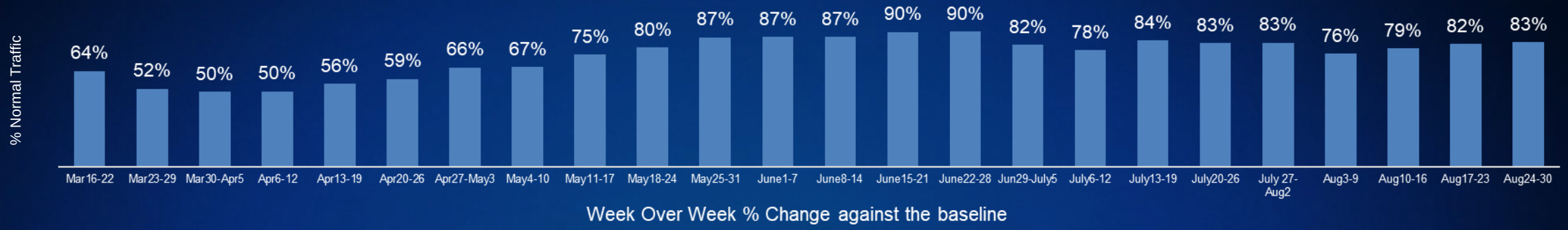
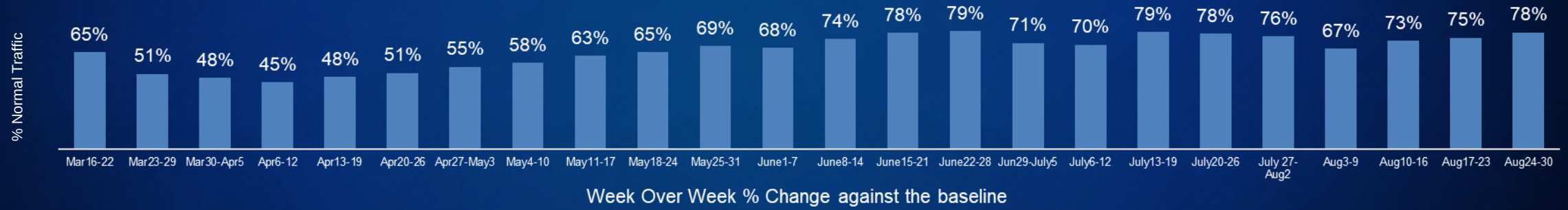
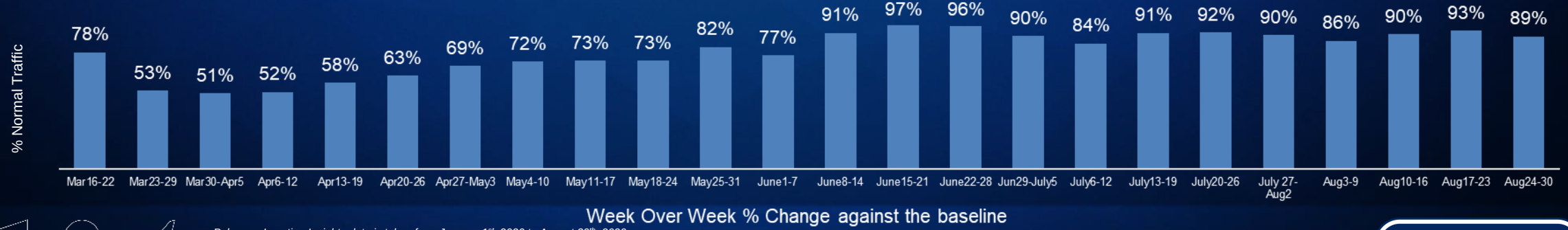
New Brunswick Market



Nova Scotia Market



Newfoundland & Labrador Market



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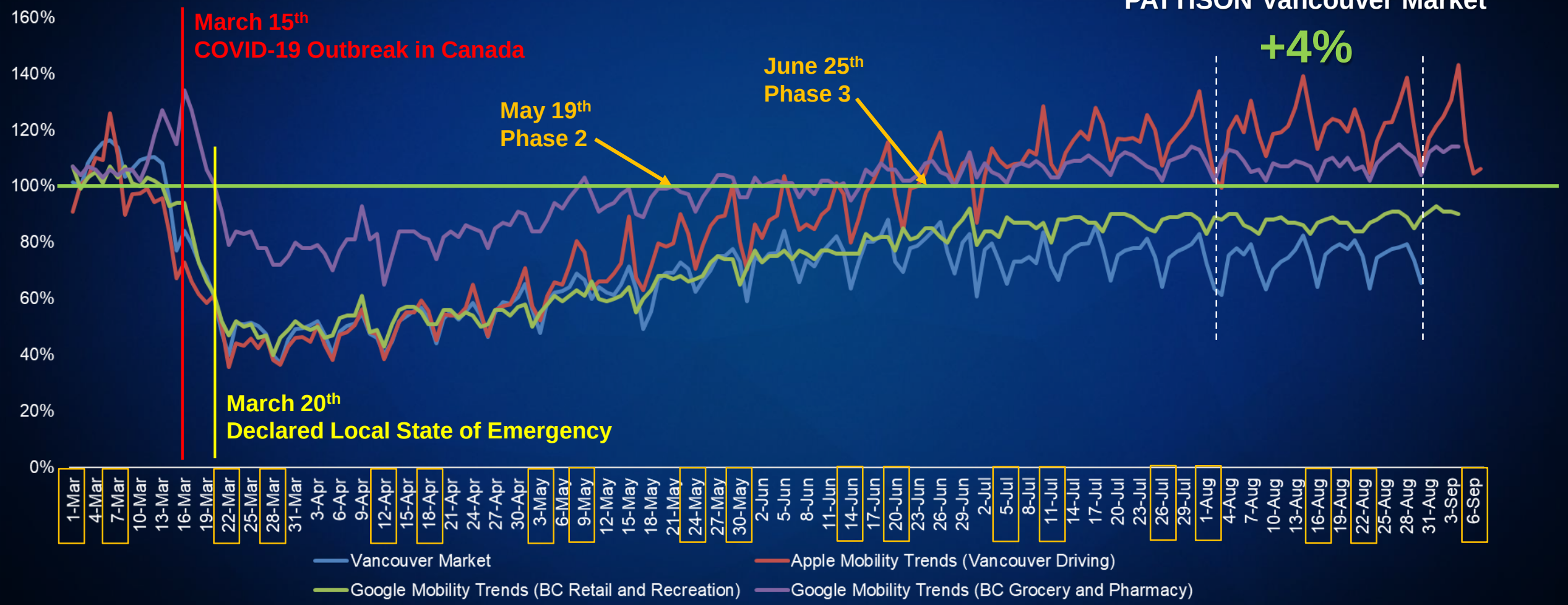
Vancouver Market

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

% Increase in Weekly Traffic August 3rd to August 30th

PATTISON Vancouver Market

+4%



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Apple Mobility Data is taken from March 1st, 2020 to September 7th, 2020
Google Mobility Data is taken from March 1st, 2020 to September 4th, 2020

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https://www2.gov.bc.ca/gov/content/safety/emergency-preparedness-response-recovery/covid-19-provincial-support/phase-3

Weekend

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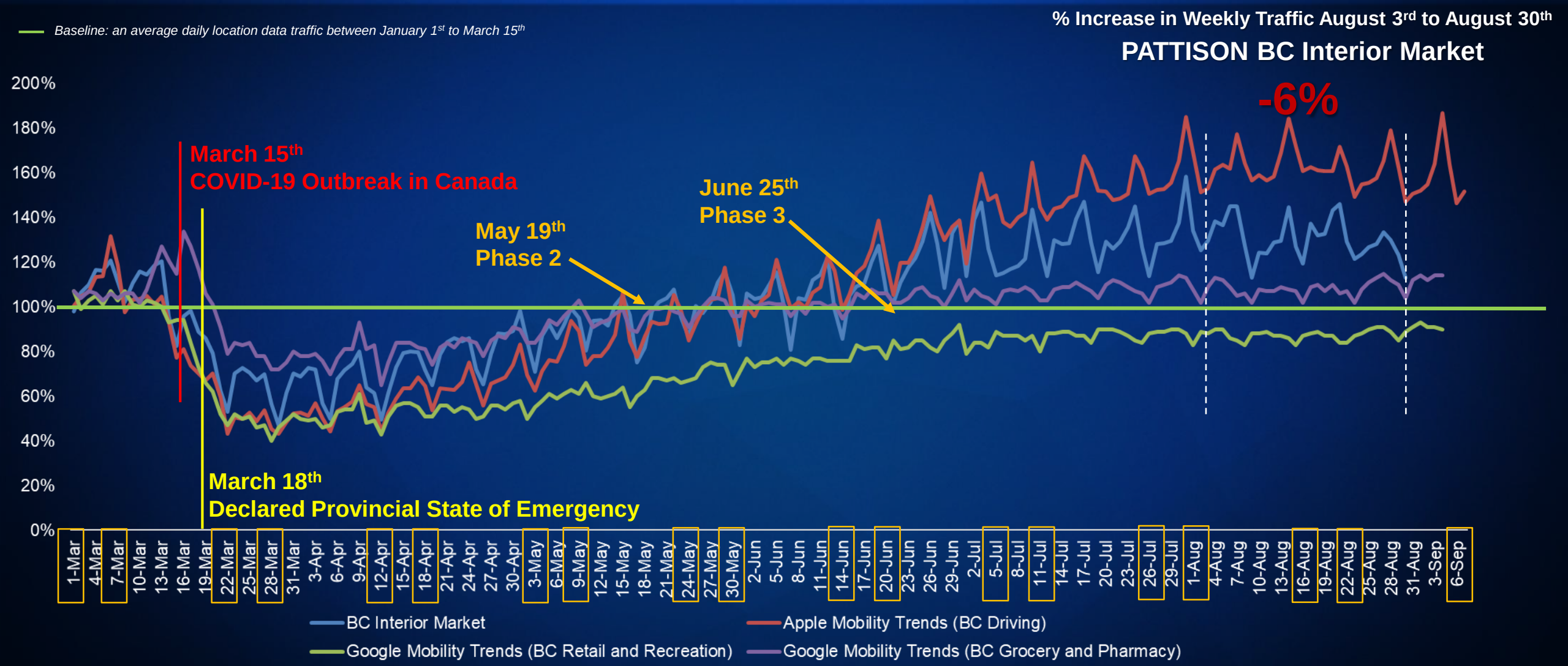
BC Interior Market



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Weekend

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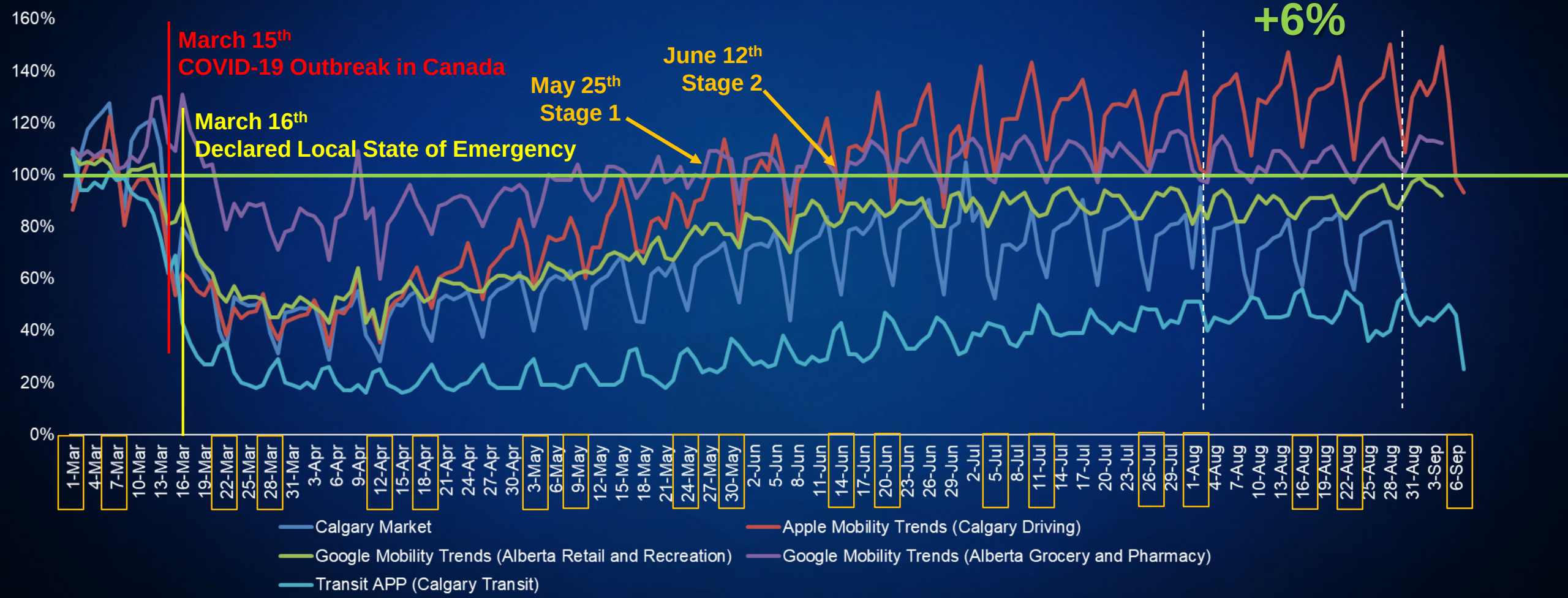
Calgary Market

% Increase in Weekly Traffic August 3rd to August 30th

PATTISON Calgary Market

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



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Google Mobility Data is taken from March 1st, 2020 to September 4th, 2020
Transit APP Usage (Calgary Transit) is taken from March 1st, 2020 to September 7th, 2020

*Weekend

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https://www.alberta.ca/alberta-relaunch-strategy.aspx#toc-2

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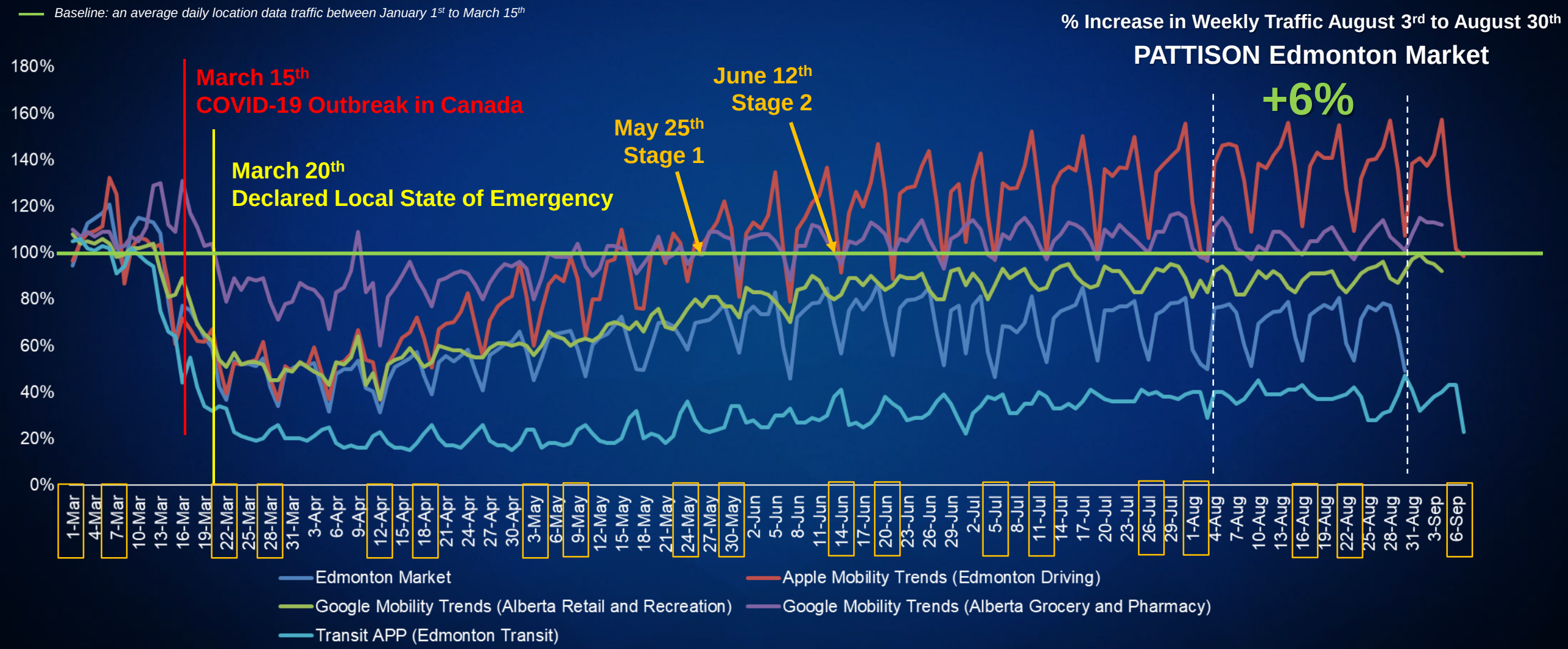
Edmonton Market



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Google Mobility Data is taken from March 1st, 2020 to September 4th, 2020
Transit APP Usage (Edmonton Transit) is taken from March 1st, 2020 to September 7th, 2020

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CLASSIC DIGITAL TRANSIT PLACE BASED

Weekend

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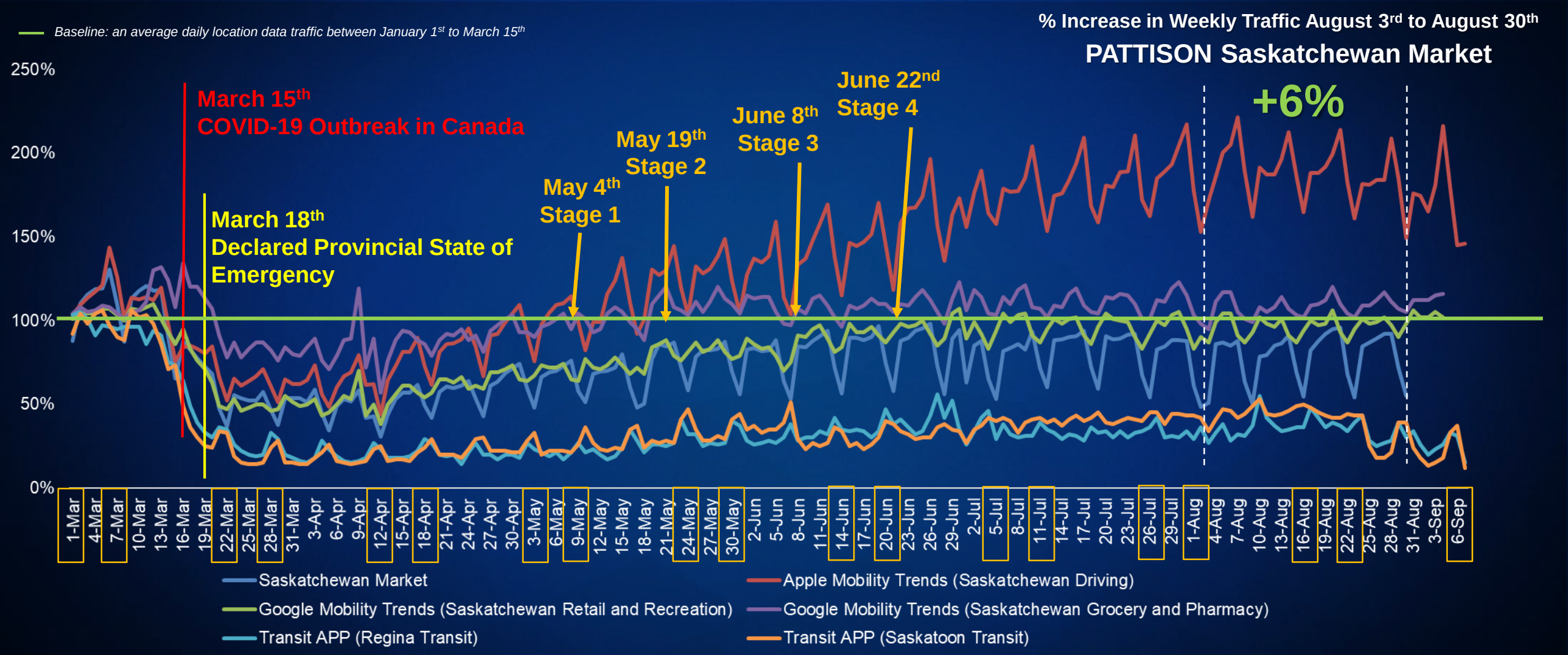
Saskatchewan Market



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Google Mobility Data is taken from March 1st, 2020 to September 4th, 2020
Transit APP Usage (Regina and Saskatoon Transit) is taken from March 1st, 2020 to September 7th, 2020

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https://www.saskatchewan.ca/government/health-care-administration-and-provider-resources/treatment-procedures-and-guidelines/emerging-public-health-issues/2019-novel-coronavirus/re-open-saskatchewan-plan/phases-of-re-open-saskatchewan/phase-four

CLASSIC DIGITAL TRANSIT PLACE BASED

Weekend

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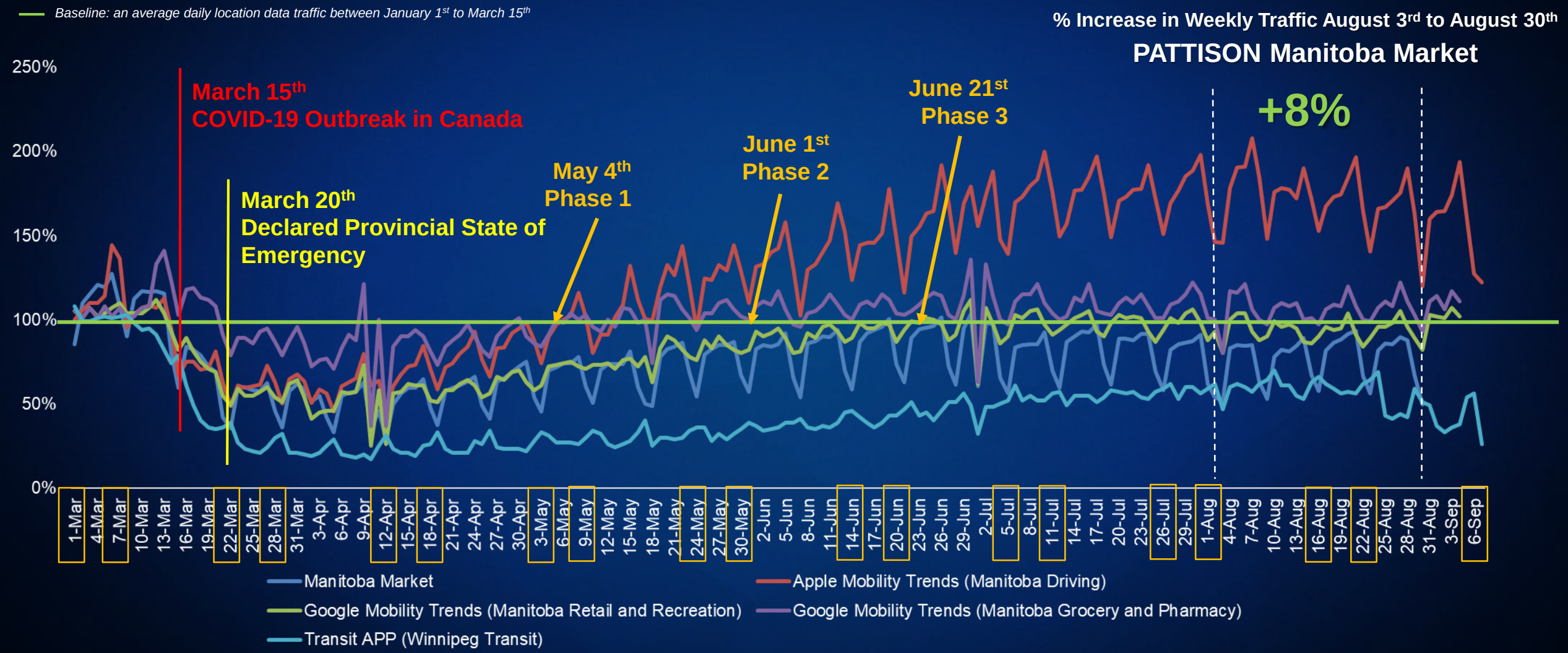
Manitoba Market



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Apple Mobility Data is taken from March 1st, 2020 to September 7th, 2020
Google Mobility Data is taken from March 1st, 2020 to September 4th, 2020
Transit APP Usage (Winnipeg Transit) is taken from March 1st, 2020 to August 8th,2020

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https://www.gov.mb.ca/covid19/restoring/phase-three.html

Weekend

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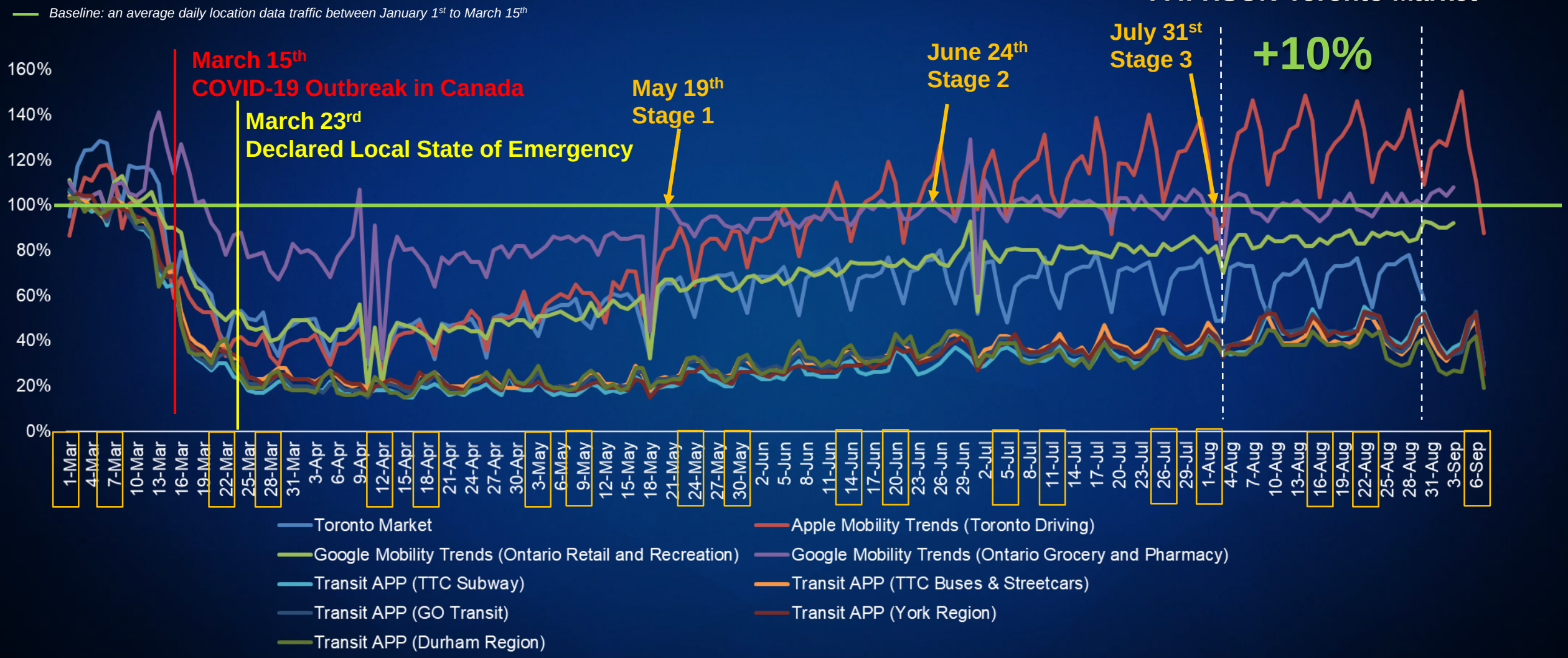
Toronto Market

% Increase in Weekly Traffic August 3rd to August 30th

PATTISON Toronto Market



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Google Mobility Data is taken from March 1st, 2020 to September 4th, 2020
Transit APP Usage (Toronto, GO, York Region and Durham Region Transit) is taken from March 1st, 2020 to September 7th, 2020

*Weekend

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https://www.toronto.ca/news/city-of-toronto-now-in-stage-3-reopening/

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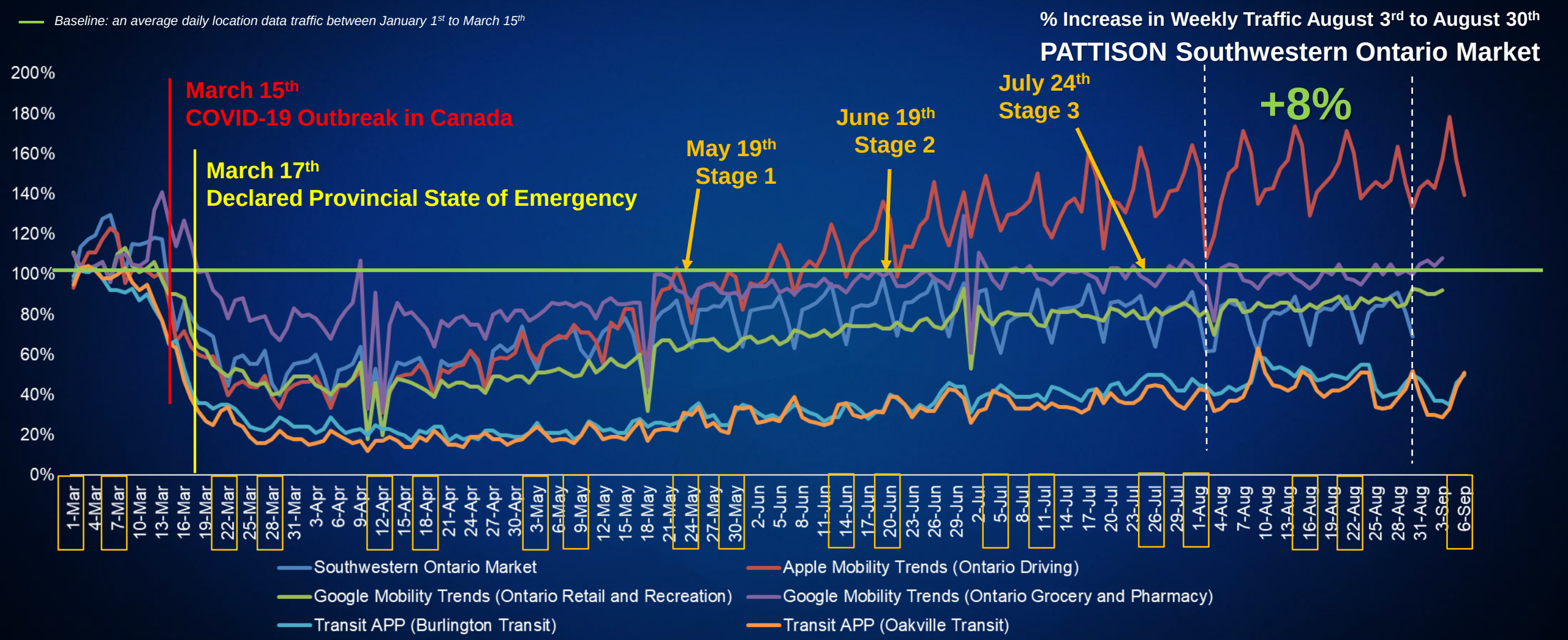
Southwestern Ontario Market



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Apple Mobility Data is taken from March 1st, 2020 to September 7th, 2020
Google Mobility Data is taken from March 1st, 2020 to September 4th, 2020
Transit APP Usage (Burlington and Oakville Transit) is taken from March 1st, 2020 to September 7th, 2020

*Weekend

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https://www.ontario.ca/page/framework-reopening-our-province-stage-3

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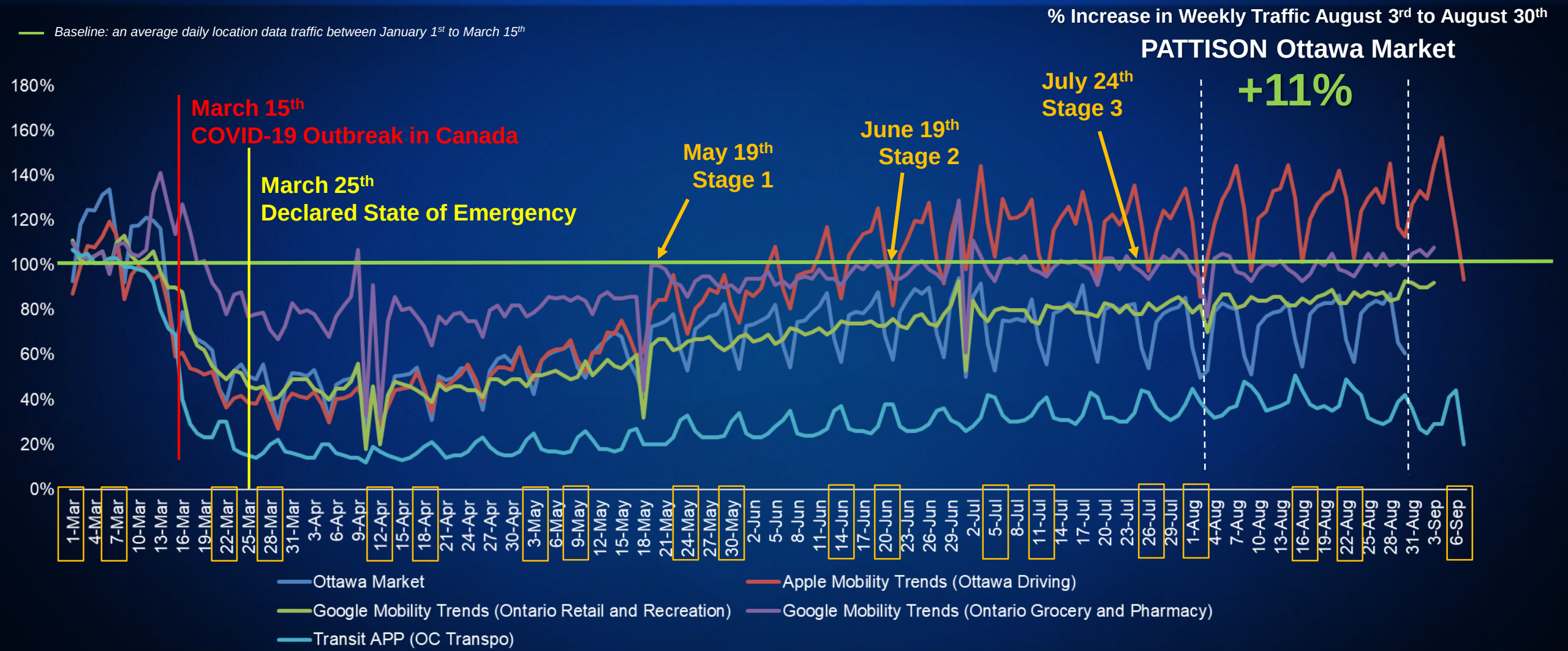
Ottawa Market



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Google Mobility Data is taken from March 1st, 2020 to September 4th, 2020
Transit APP Usage (OC Transpo) is taken from March 1st, 2020 to September 7th, 2020

*Weekend

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https://www.ontario.ca/page/framework-reopening-our-province-stage-3

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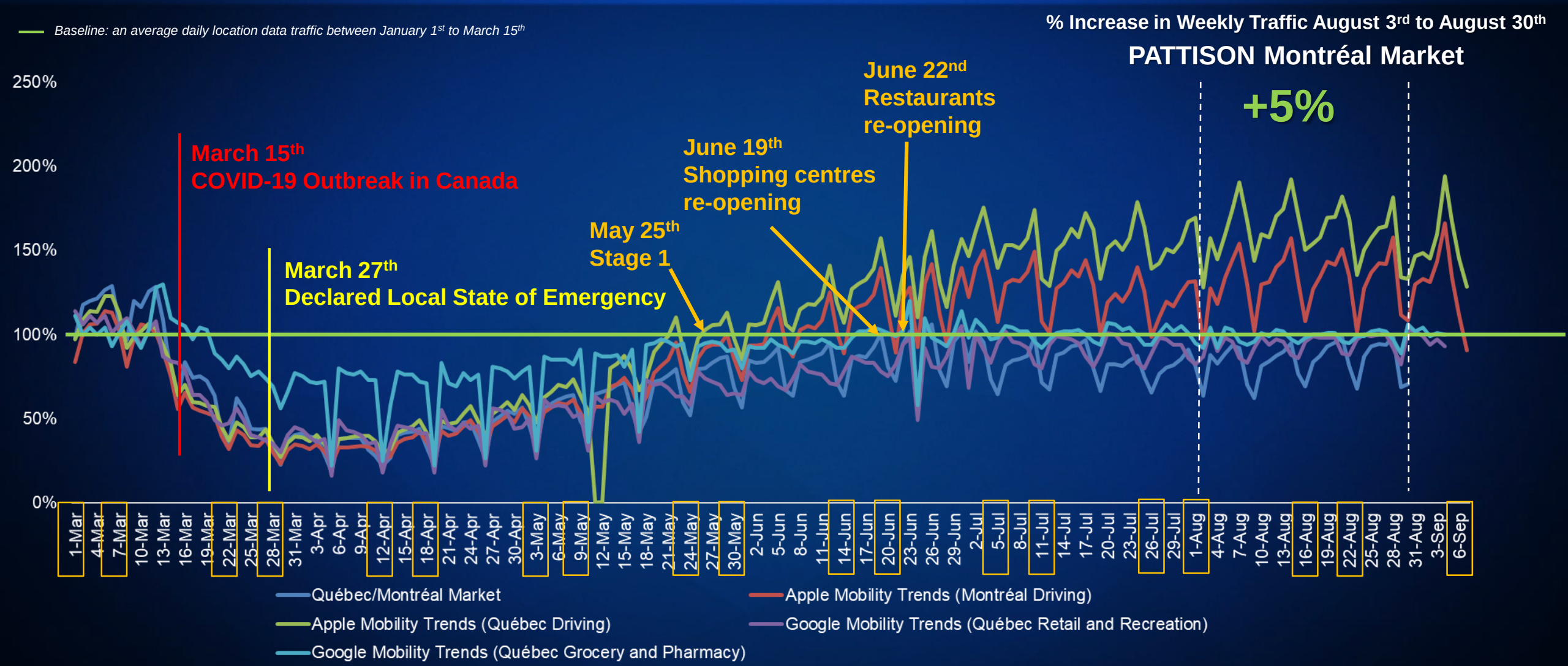
Québec / Montréal Market



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https://www.quebec.ca/en/health/health-issues/a-z/2019-coronavirus/gradual-resumption-activities-covid19-related-pause/#c57361

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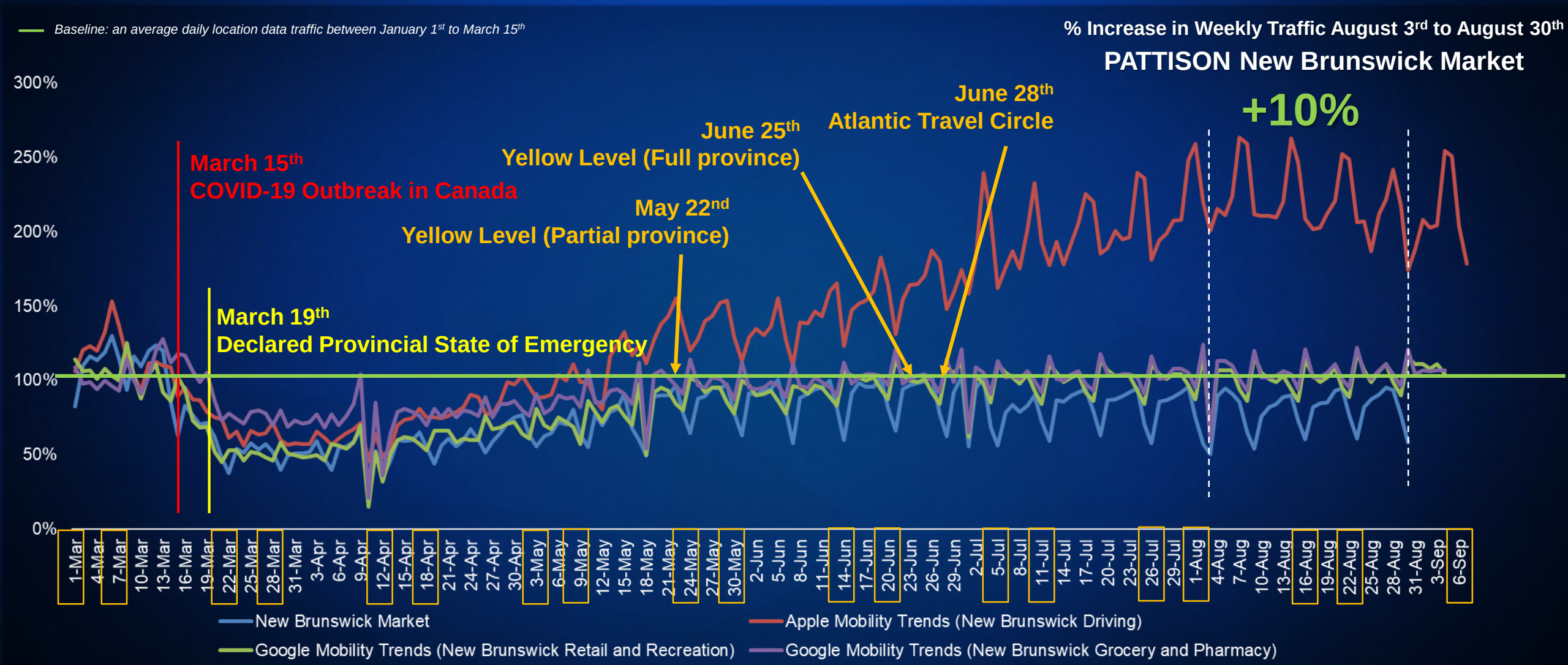
New Brunswick Market



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https://www2.gnb.ca/content/gnb/en/corporate/promo/covid-19/recovery.html

Weekend

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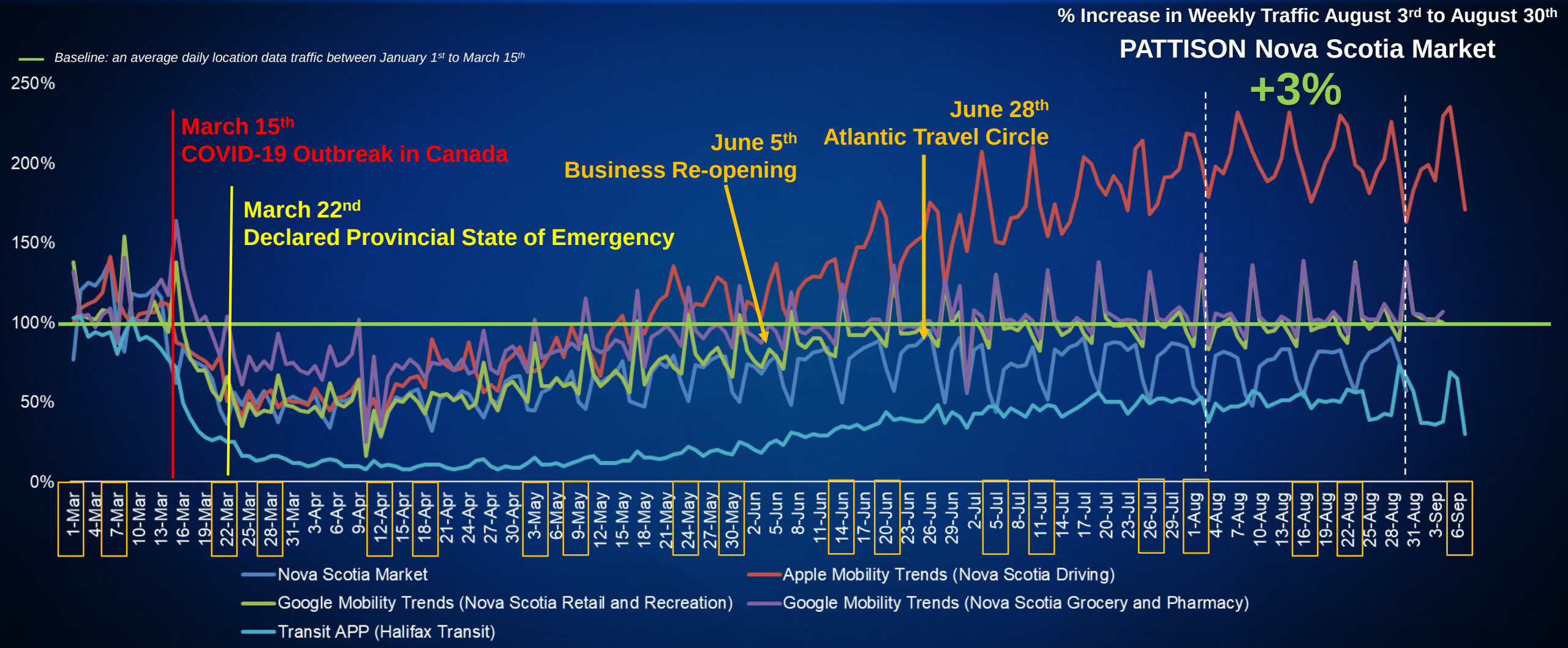
Nova Scotia Market



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Google Mobility Data is taken from March 1st, 2020 to September 4th, 2020
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*Weekend

CLASSIC DIGITAL TRANSIT PLACE BASED

*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 1st, 2020 to August 30th, 2020
https://novascotia.ca/reopening-nova-scotia/

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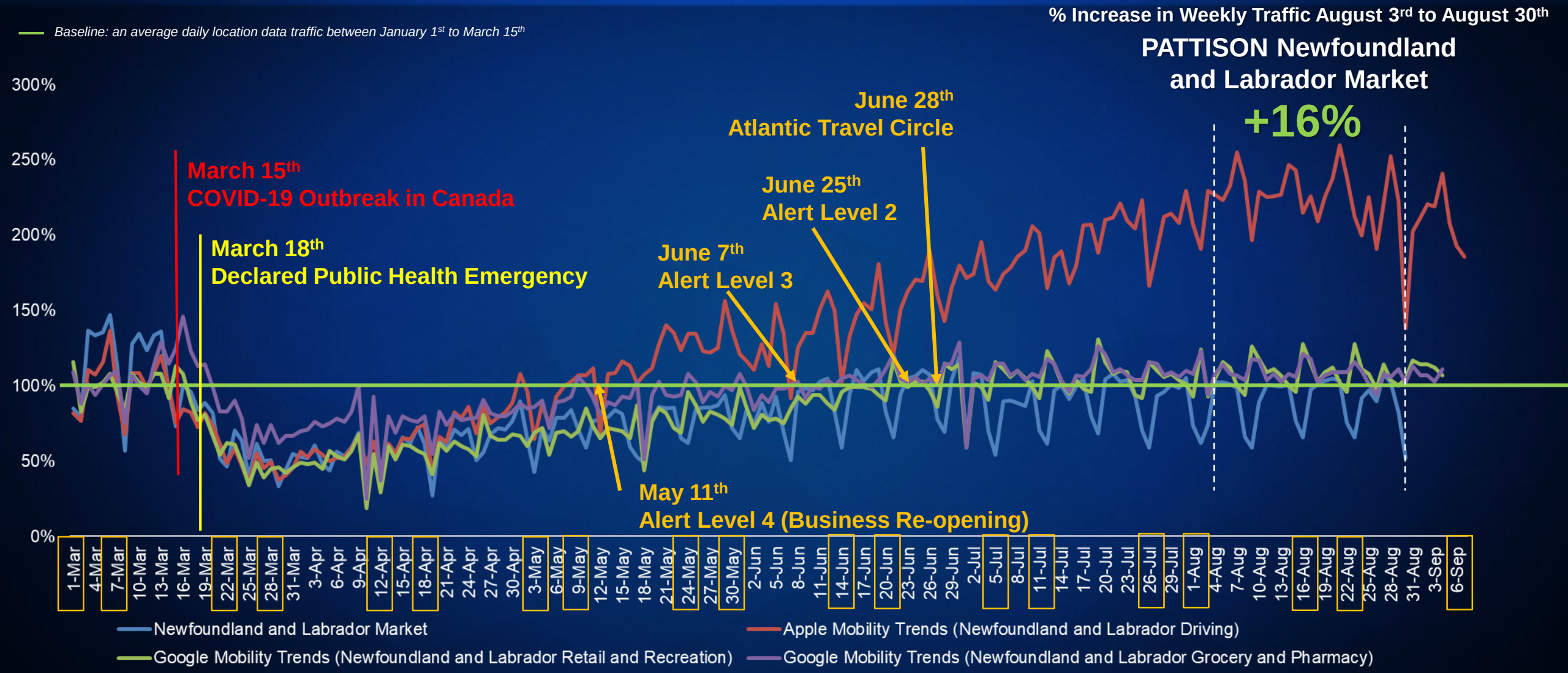
Newfoundland and Labrador Market



CLASSIC DIGITAL TRANSIT PLACE BASED

Pelmorex Location Insights data is taken from January 1st, 2020 to August 30th, 2020
Apple Mobility Data is taken from March 1st, 2020 to September 7th, 2020
Google Mobility Data is taken from March 1st, 2020 to September 4th, 2020

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https://www.gov.nl.ca/covid-19/alert-system/alert-level-2/

Weekend

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