

ADJUST YOUR IMAGE OF THE CANADIAN COMMUTER!

The suburbs are booming. The largest increase in the past 20 years (Statscan 1981 to 2001) in commuting patterns was for those commuting from one suburb to another. With an increase of 91%, the 1.2 million people commuting from one suburb to another has almost caught up to the more stereotypical commute from suburb to the downtown core currently accounting for 1.3

million people after moderate growth of just 28%. The next largest increase was for those commuting within their own suburb, which grew by 49% to 1.2 million. Slowest growth was for those commuting within the core increasing just 3% and accounting for a shrinking majority at 3.7 million people.

Overall the number of people commuting to work increased by 24% versus a total population increase over the same period of 19%. One factor accounting for the current growth in commuters is that the bulk of the baby boomer population bulge remains within their prime working years. The other factor is a continued preference by Canadians to drive to work. Approximately three quarters (74%) of Canadians, who travel to work, drive themselves there and spend an average of 58 minutes per day doing so.

FOR OUTDOOR THE IMPACT OF THE INCREASINGLY DIVERSE COMMUTING PATTERNS AND THE OVERALL GROWTH OF THE COMMUTING POPULATION IS SIGNIFICANT:

1. Our primetime has expanded. Increased traffic in expanded areas, results in high circulation boards in an extended geography.
2. Our ability to build reach has increased. Commuting patterns, once fairly routine, are now far more random resulting in an increased ability to build reach.



Basically: today there are more eyeballs on the road for more time in more areas, which means more Outdoor advertising exposure.