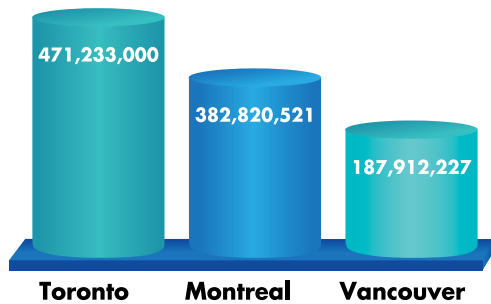


Canadian Transit Users

A Captive and Tech Savvy Audience

Transit Trips 2009¹



In Canada, more than 1.8 billion trips were taken in 2009, an increase of 19% over 2003¹.

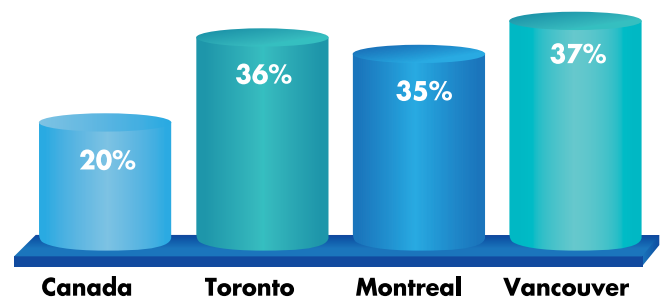
Every week 5.7 million Canadians take an average of 9 trips by public transport.² With transit riders spending over an hour daily commuting, there are many opportunities to interact, provide information and offers.³

Many Canadians rely on public transport to get to work, school and for leisure activities. Vancouver has had the largest increase in ridership from 34% in 2005 to 37% in 2010.



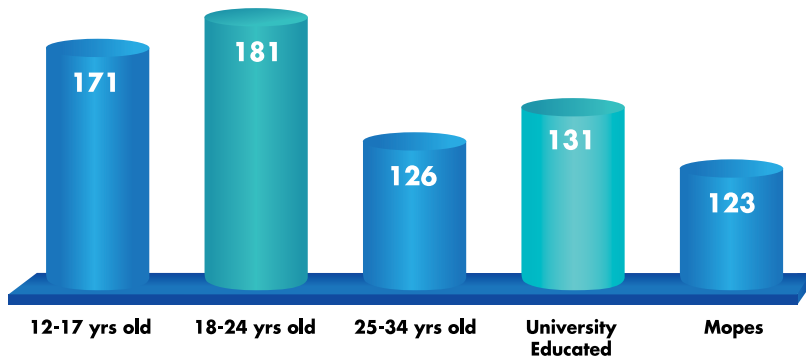
This is a result of the new Canada Line, which is the only train in Canada that provides service between an international airport and the downtown city core⁴.

Public Transit Users² 12 +



Sources: 1 Canadian Transit Forum Magazine.
2 PMB 2010, 12+.
3 Stats Can 2005, 12+.
4 TransLink.

Profile of Transit Users Index Canada 12+

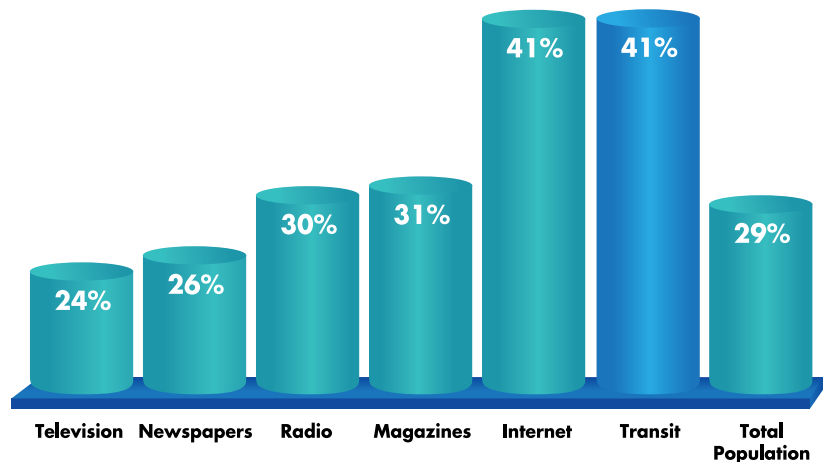


Public transit is effective in reaching a broad segment of the Canadian population. Transit use is highest among younger adults, those that have a university degree and are employed in MOPE positions.



Medium to heavy transit users are more likely to send and receive text messages. Smart phones and mobile internet use provides an immediate interaction with active consumers turning bus stops and train stations into points of sale.

Texters* Medium/Heavy & Heavy Media Exposure**



Sources: PMB 2010, 12+.

* Sent/received text messages last week

** Transit: 11+ trips/week; Other Media: Quintiles 4 & 5

For more information on transit users, please contact OMAC at 416.968.3435 or visit www.omaccanada.ca

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