

# Commuting - Canada - 2021

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## This report looks at the following areas:

- The impact of COVID-19 on commuting and, more specifically, public transit, car-sharing services, ride-hailing services, taxis, bike-sharing services, car usage and ownership, as well as active travel.
- How the market for commuting and modes of transportation will fare post-COVID-19.
- Usage and changes of transportation modes since the beginning of COVID-19, most important factors for commuting, changes in driving habits, attitudes towards driving and commuting. Additionally, sentiment around the future of commuting after COVID-19 is explored.
- The challenges the market faces, market factors impacting the category, marketing and advertising campaigns, as well as innovations and trends in the market.

The COVID-19 pandemic has severely disrupted usage across all transport modes. Public transport has been hit heavily, while active travel (eg walking, cycling) has fared much better.

Consumers find convenience, safety and reliability most important when choosing how to commute, followed by cost. Most consumers believe that there are benefits to commuting less or not at all. This includes the belief that less commuting is a good thing for the environment and makes the overall quality of life better. Additionally, half plan on commuting less after the pandemic ends, posing a risk to public transit and other non-personal modes of commuting. Then there are those attached to their vehicles, as close to half would prefer to drive even if they have other options.

As vaccination rates continue to rise and social restrictions continue to ease, transport usage is likely to see a 'transitional' period in the next year or so. Demand for public transport will gradually recover, but new commuting, shopping and living patterns triggered by COVID-19 will begin to reshape the sector. There is a risk that consumers will have become more car-dependent as



"COVID-19 has been particularly disruptive for transport, but offers a chance to reset the dial and build a more sustainable, integrated 21st century network. The pandemic has also been a catalyst for a number of permanent changes in living and working patterns, which will help to reshape transport use."

– Andrew Zmijak, Research Analyst, Consumer Behaviour

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a result of the pandemic and that long-term revenue losses for rail and bus operators will be hard to recoup, resulting in fares rising.



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## Table of Contents

### OVERVIEW

- What you need to know
- Key issues covered in this Report
- COVID-19: Canadian context

### EXECUTIVE SUMMARY

- Top takeaways
- Market overview
- Impact of COVID-19 on commuting
- Summary
 

Figure 1: Short, medium and long-term impact of COVID-19 on commuting, 2021
- Opportunities
- Many are taking the active route and walking and biking more
- Men are drawn to eco-conscious vehicles
- The exodus from the cities
- Challenges
- Consumers see the benefits of commuting less or not at all
- Commuters are a picky bunch
- Consumers look to walk more post-pandemic

### THE MARKET – KEY TAKEAWAYS

- Economic conditions are steadily improving but have a way to go
- Transportation 2030
- Gasoline prices continue to rise
- Housing prices climb during the pandemic
- Demand for used cars swells

### MARKET FACTORS

- Economic conditions are steadily improving but have a way to go
 

Figure 2: Canadian unemployment rate, 2020-21
- Transportation 2030
- Going green
- Gasoline prices continue to rise
 

Figure 3: Average retail prices for regular gasoline in Canada, by week, 2020-21 (September)
- Housing prices climb during the pandemic
- Demand for used cars swells
 

Figure 4: Clutch Canada Instagram post, 2021

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### KEY PLAYERS – KEY TAKEAWAYS

- **Transit authorities taking safety measures to a new level**
- **Active transport as a means to boost health and fitness**
- **Escape from the city**
- **Employers should expect a hybrid work model to flourish post-pandemic**
- **E-bikes can act as longer-term alternatives to mass transit**

### COMPETITIVE STRATEGIES

- **Transit authorities taking safety measures to a new level**  
Figure 5: Enhanced cleaning | OC Transpo return to service, 2020  
Figure 6: TTC Instagram post, 2021
- **Active transport as a means to boost health and fitness**
- **Escape from the city**
- **Bringing back ridership**  
Figure 7: Go Transit Travel Agency, 2021  
Figure 8: TTC Welcome Back – 30 sec OLV, 2021

### MARKET OPPORTUNITIES

- **Employers should expect a hybrid work model to flourish post-pandemic**  
Figure 9: Bike Share Toronto Instagram post, 2021
- **E-bikes can act as longer-term alternatives to mass transit**  
Figure 10: Yulu Instagram post, 2021

### THE CONSUMER – KEY TAKEAWAYS

- **Aside from driving one’s own vehicle, many have commuted by walking**
- **Canadians are walking more, whereas public transit usage drops sharply**
- **Convenience tops the list**
- **Over half of consumers were driving less**
- **Most believe less commuting has led to environmental benefits**
- **A third will walk more to get somewhere post-pandemic**

### MODE OF COMMUTE

- **Aside from driving one’s own vehicle, many have commuted by walking**  
Figure 11: Mode of transportation used in the past 12 months, 2021
- **Men are more inclined towards active forms of commuting**

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- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
- Interactive Databook
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Figure 12: Mode of transportation used in the past 12 months, men vs women, 2021

Figure 13: Go Transit Instagram post, 2021

- **Those on the younger side more likely to have used a variety of options**

Figure 14: Mode of transportation used in the past 12 months, by age, 2021

- **South Asian Canadians rely on public transportation**

Figure 15: Mode of transportation used in the past 12 months, South Asian Canadians\* vs overall, 2021

Figure 16: Most important factors for commuting, South Asian Canadians\* vs overall, 2021

Figure 17: Bike Share Toronto Instagram post, 2021

Figure 18: Bike Share Toronto Instagram post, 2021

- **Urban dwellers have more options to get around**

Figure 19: Mode of transportation used in the past 12 months, by type of area, 2021

### CHANGE IN METHOD OF COMMUTING

- **Canadians are walking more whereas public transit usage drops sharply**

Figure 20: Change in method of commuting in the past 12 months, 2021

Figure 21: Apple Fitness+ Instagram post, 2021

Figure 22: Uber Instagram post, 2020

- **Despite a drop in vehicle usage, younger groups are optimistic about driving**

Figure 23: Attitudes towards driving, 18-34s vs overall, 2021

### MOST IMPORTANT FACTORS WHEN COMMUTING

- **Convenience tops the list**

Figure 24: Most important factors for commuting, 2021

- **Younger women are seeking convenience**

Figure 25: Convenience-related factors for commuting, by age and gender, 2021

- **Safe and reliable are key to drawing women**

Figure 26: Safety and reliability related factors for commuting, by age and gender, 2021

Figure 27: How to Share Your Trip with Trusted Contacts | Safety at Uber | Uber, 2019

- **The three Cs: cost, cleanliness and comfort**

Figure 28: Cost, comfort and cleanliness of commuting, by age and gender, 2021

### What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

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- **Let's not forget about the environment**

Figure 29: Zipcar Instagram post, 2020

- **Students might be broke, but they still want clean transit**

Figure 30: Most important factors for commuting, students vs non-students, 2021

## CHANGES IN DRIVING HABITS DUE TO COVID-19

- **Over half of consumers were driving less**

Figure 31: Change in driving habits due to COVID-19, 2021

- **Who was driving more?**

Figure 32: Change in driving habits due to COVID-19, by age, 2021

## CAR OWNERSHIP AND DRIVING

- **Men are drawn to eco-conscious vehicles**

Figure 33: Attitudes towards driving, men vs women, 2021

## ATTITUDES TOWARDS COMMUTING

- **Most believe less commuting has led to environmental benefits**

Figure 34: Attitudes towards the effects of less commuting or not at all (% agree), 2021

Figure 35: Attitudes towards commuting after COVID-19 (% agree), 2021

- **Less commuting frees up time to do more**

Figure 36: Attitudes towards commuting and lifestyle changes (% agree), 2021

- **The pandemic has motivated active modes of travel**

Figure 37: Select attitudes towards commuting (% agree), 2021

## THE FUTURE OF COMMUTING

- **A third will walk more to get somewhere post-pandemic**

Figure 38: Future of transportation (% agree), 2021

Figure 39: RedSky Medical post, 2021

- **Younger consumers plan on walking more but will also take pre-cautions with other modes**

Figure 40: Future of transportation (% agree), by age, 2021

## APPENDIX – DATA SOURCES AND ABBREVIATIONS

- **Data sources**
- **Consumer survey data**
- **Mintel Trend Drivers**
- **Consumer qualitative research**

## What's included

Executive Summary

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Infographic Overview

Powerpoint Presentation

Interactive Databook

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- **Abbreviations and terms**
- **Abbreviations**

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---

Infographic Overview

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Powerpoint Presentation

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