TRANSIT ADS GET NOTICED

SHOPPERS PAY ATTENTION TO TRANSIT ADS

75% OF TORONTO
68% OF VANCOUVER
66% OF MONTREAL

18-24 y/o 67% 50-64 y/o 47%
25-34 y/o 59% 65 & older y/o 29%
35-49 y/o 54% % WHO SAY THEY NOTICE ADS

SOCIAL MEDIA USERS SEE TRANSIT ADS

% THAT CLAIM TO NOTICE TRANSIT ADS

TWITTER 61%
YOUTUBE 61%
GOOGLE+ 56%
FACEBOOK 52%
PINTEREST 50%

*Sources: OMAC, BrandSpark 2014 Canadian Shopper Study; >100K respondents age 18+ who do some of the household shopping