Monthly Restaurant Traffic Summary

UB
MEDIA

SEPTEMBER 2020 RESTAURANT AUDIENCE INSIGHTS OVERVIEW

Ontario Executive Summary

Coming out of September, Ontario continued to trend ahead of 2019 traffic for the same time period, while experiencing a 10% correction compared to August 2020 traffic. This may suggest Ontarians were beginning to focus on preparations for 'back-to-school'. Tuesday, Wednesday, and Saturday were the highest visitation days to the restaurants polygoned with peak visitation hours around 8 pm. This is in contrast to the same month in 2019 when dinner time on weekends was most popular. September also saw a slight uptick in visitations from 12-5 pm when compared to 2019, a potential indication of Ontarians' flexible work-from-home schedules. As seen in August, the largest percentage of visitors to the restaurants polygoned live/work 1-25 miles from the venues measured, versus up to 100 miles in 2019. Visitors to restaurants in September were 3½ times more likely to visit a quick serve restaurant and twice as likely to visit a clothing store as the average person in the market. Grocery stores, liquor stores, and coffee shops remained the most popular points of interest before or after visiting a restaurant. During the same time period in 2019 banks and supermarkets were part of the top locations to visit. Almost 30% of visitors were parents and over 40% walked to get to where they were going. Over 20% used public transit. The main audience in September included business travelers, fast foodies, fitness-minded, and online shoppers. New to the audience mix in September was organic shoppers.

Quebec Executive Summary

Quebec experienced remarkable traffic in August in the midst of the global pandemic. This trend saw a solid correction throughout September, with traffic dipping below 2019's trends for the same time period, by the end of September. The most popular visitation day was Saturday with peak visitation hours around 1 pm and 5 pm. In line with the national trend, most visitors lived/worked within 10 miles of the venues polygoned. There was a distinct uptick in restaurant visitation trends when compared to 2019: Last year visitors were 1½ times more likely than the average person in the market to visit restaurants while in 2020 that likelihood jumped to over 2.3 times. The visitors were also over 1½ times more likely to visit a retail clothing store and twice as likely to visit a grocery store than the average person in the market. The top points of interest before or after visiting a restaurant included La Maison Canada, Esso, McDonald's, Michael Kors, and Shell. Rounding out the top audience types were casual diners, fast foodies, the fitness-minded, do-it-yourselfers, and pet owners.

Sample sizes: ON: March to EO Sept: 5927; Sept only: 1534; Quebec: March to EO Sept: 4314; Sept only: 977

Traffic Trends by Market

This report evaluates the growth in foot traffic in restaurants from March to the end of September 2020 in Ontario and Quebec, and also compares 2019 to 2020 traffic.

ONTARIO

Legend: Visitation Index 2020, Visitation Index 2019

Y-axis: Highest Traffic / Lowest Traffic
X-axis: March 2020, April 2020, May 2020, June 2020, July 2020, Aug 2020, Sept 2020

QUEBEC

Legend: Visitation Index 2020, Visitation Index 2019

Y-axis: Highest Traffic / Lowest Traffic
X-axis: March 2020, April 2020, May 2020, June 2020, July 2020, Aug 2020, Sept 2020