

publi  
sac

# SURVEY CROP 2019

89%

of those who receive  
the Publisac read it



*"Publisac is precious. Week after week, we look forward to its delivery. Since the majority of companies whose flyers are contained in the Publisac observe a Thursday to Wednesday cycle, we plan our trips to the shops only after scrutinizing every flyer we receive. Not a week goes by that we do not take advantage of sales and reduced prices. This really helps with balancing our budget. The newspapers also keep us well informed with local news."*

73%

read the Publisac  
once or more a week



*"I support saving money by checking the publisac flyers every week."*

92%

of those who receive  
a local newspaper in  
the Publisac read it



*"I do love my Publisac and look forward to it EVERY week. First of all, it has my local newspaper, and then it permits me to do my grocery shopping, saving money, while reviewing the offers each grocery stores have to offer."*

86%

of the Québec population  
supports the current  
distribution mode (opt-out)



95%

of households  
recycle the Publisac

73%

of them separate  
the bag and the flyers  
before recycling them



# WHAT OUR CUSTOMERS THINK OF PUBLISAC



## Reasons to choose Publisac



**78%** of our customers choose Publisac to effectively reach consumers in their local market

**63%** of our customers choose Publisac to promote their business at an affordable cost

**36%** of our customers choose Publisac for its competitive price, allowing them to have a higher distribution frequency

## Our customers are satisfied at...

**97%** of Publisac's geographical distribution areas

**95%** of the number of households receiving the Publisac on their doorstep

**92%** of Publisac's capacity to geotarget their potential and current customers

**86%** of the distribution cost

**86%** of Publisac's return on investment

**88%**

of our customers confirm that their flyer inserted in the Publisac highly contributes to the sales in their business

**89%**

of our customers want to maintain the current distribution mode (opt-out)

**99%**

are satisfied with their overall experience with the Publisac