

2020 CROP SURVEY

MAIN REASONS FOR READERSHIP

- FIND DEALS
- COMPARE PRICES/
PRODUCTS
- CREATE A SHOPPING LIST
- INSPIRATION
- CHOOSE A MERCHANT
FOR YOUR PURCHASES

88 % OF QUEBEC CONSUMERS
READ THE PUBLISAC

67 % READ THE PUBLISAC
ONCE A WEEK OR MORE

67 % READ THE CONTENT OF
THE PUBLISAC FOR MORE
THAN 15 MINUTES

91 %



of consumers notice
the ad printed on
the Publisac.

81 %



of Quebec consumers
consider the Publisac
useful.

67 %



of consumers who read
the printed flyers visit
the retailer's website
after consulting his
printed flyer.

58 %



of consumers who
read the printed flyers
consider that these
help them **plan their
online shopping.**

86 %



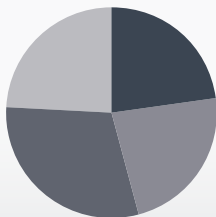
of consumers who
read the printed flyers
consider that these
help them **plan their
in-store shopping.**

78 %

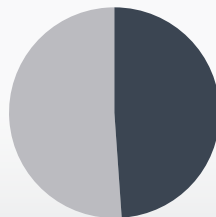


of Quebec consumers
consider that Publisac
is doing the necessary
efforts to respect the
environment.

READERSHIP PROFILE



18-34 years old : **23%**
35-49 years old : **23%**
50-64 years old : **30%**
65 and over : **24%**



Men : **49%**
Women : **51%**

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