

MAIN REASONS FOR READING



CREATE A SHOPPING LIST

COMPARE PRICE/PRODUCT



CHOOSE THE MERCHANT TO VISIT



INSPIRATION

65%

OF CONSUMERS WHO READ PRINTED FLYERS VISIT THE RETAILER'S WEBSITE AFTER CONSULTING THEIR PRINTED FLYER

53%

OF CONSUMERS WHO READ PRINTED FLYERS CONSIDER THAT THESE HELP THEM PLAN THEIR ONLINE SHOPPING



76%

SAY THAT PRINT AND DIGITAL FLYERS ARE TWO COMPLEMENTARY TOOLS

83%

SAY THAT PRINTED FLYERS HELP THEM FIND THE BEST DISCOUNTS

85%

OF CONSUMERS WHO READ PRINTED FLYERS CONSIDER THAT THESE HELP THEM PLAN THEIR IN-STORE SHOPPING

READERSHIP & PERCEPTION OF THE PUBLISAC

1350 QUEBECERS AGED 18 AND OVER



89%

OF CONSUMERS NOTICE THE AD PRINTED ON THE PUBLISAC



61%

SAY THAT THE SAMPLES THEY RECEIVE LEAD THEM TO DISCOVER AND TRY PRODUCTS THEY WOULD NOT OTHERWISE HAVE NOTICED

81%

OF CONSUMERS NOTICE THE COUPONS PRINTED ON THE PUBLISAC



84%

OF QUEBEC CONSUMERS CONSIDER THAT PUBLISAC IS TAKING THE NECESSARY EFFORTS TO RESPECT THE ENVIRONMENT



85%

OF QUEBEC CONSUMERS CONSULT THE PUBLISAC

71%

CONSULT IT MORE THAN ONCE A WEEK

24.9 MINUTES

IS THE AVERAGE TIME SPENT READING PUBLISAC FLYERS

79%

OF QUEBEC CONSUMERS CONSIDER THE PUBLISAC USEFUL