

# TRANSIT

2020

# WHY TRANSIT

## TO BUILD AWARENESS

- In Laval or on the South Shore of Montreal
- In Montreal CMA
- In the province of Quebec

## TO REACH SPECIFIC DEMOGRAPHICS

- **Residential neighbourhoods**  
(to be promoted given teleworking and the partial lockdown)
- **Families**
- Households with **higher income**
- **Car owners**
- **Home owners**

## FOR THE WOW EFFECT... AND BETTER REACH!

- Like billboards and superboards, our formats are **gigantic**
  - Side mural: 39 x 10 ft.
  - Side mini-mural: 14.5 x 8.5 ft.
  - Back mural: 8.75 x 9.5 ft.
- Buses travel to **where people are** in their neighbourhoods, as opposed to fixed billboards on highways (which are currently deserted)

## FOR UNRIVALLED COVERAGE







# TRANSIT FORCES

- Reaches motorists and pedestrians
- Unique geographic coverage thanks to this mobile media
- Exhibition media creating discussion
- Inexpensive
- High frequency



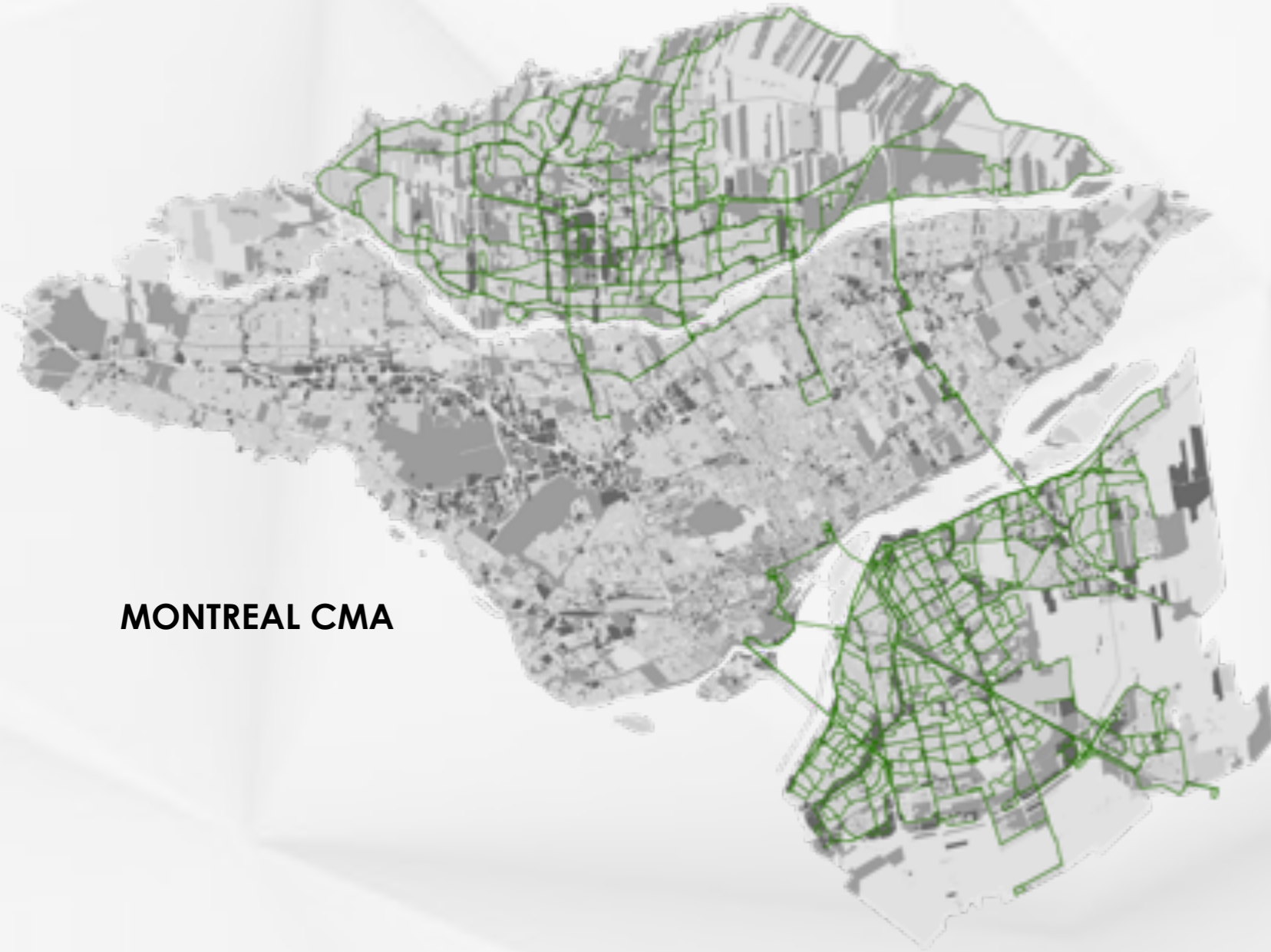
REACH AN ENTIRE MARKET  
WITH A FEW BUS POSTERS!



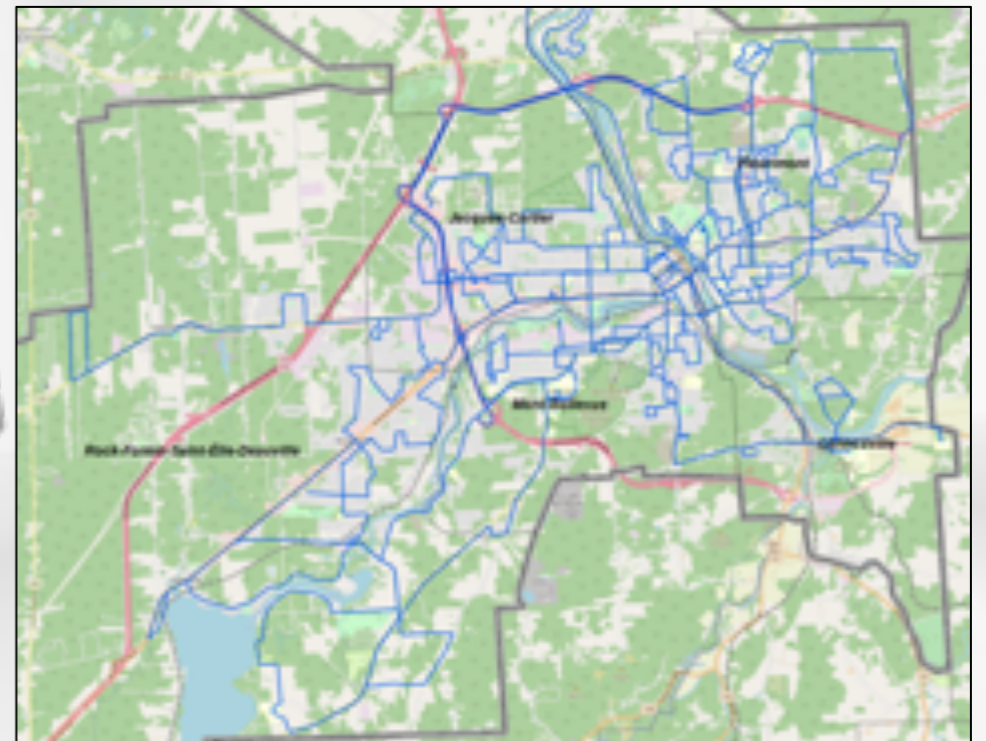


# OUR TRANSIT COVERAGE

**MONTREAL CMA**



**LÉVIS**



**SHERBROOKE**

# CREATIVE FORMATS

- Impact formats
- Affordable rates
- Endless customization possibilities
- Special and innovative projects (extensions, makeup, etc.)

« AN ACTUAL MOVING SUPERBOARD ! »





# CREATIVITY ON BUSES

## A SHORT MESSAGE FOR AN EFFECTIVE CAMPAIGN

- Messages loses impact as we add more words
- The message must be understood in 2 to 5 seconds
- A poster must contain a maximum of 8 words



# TRANSIT

## GLOBAL MARKET COVERAGE



**LÉVIS**

89

3,97 millions / year

**SHERBROOKE**

94

9,6 millions / year

**LAVAL**

318

22 millions / year

**SOUTH SHORE**

435

36,5 millions / year





# SOUTH SHORE

## 4<sup>TH</sup> MOST IMPORTANT MARKET IN QUEBEC

- **Population: 415,350**

*Includes: Boucherville, Saint-Lambert, Brossard, Saint-Bruno, Longueuil*

## A VALUABLE TARGET

- **Superior household income:** \$66,932

*vs \$52,519 on the Island of Montreal*

- 36% of households are **families**

*vs 22% on the Island of Montreal*

- 63% **homeowners**

*vs 40% on the Island of Montreal*

- Significant **student population:** 15,000

*University campuses (Sherbrooke, UQAM, UDEM),  
Cégep Édouard-Montpetit, Champlain Regional College*

## SUBURBAN-FOCUSED TRIPS

- **876,000 trips** made each day

- **72%** of trips are made **within the South Shore**

- **46%** of the population **work within the South Shore**





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# LAVAL

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## THIRD BIGGEST CITY IN QUEBEC

- **Population : 437,413**  
*vs 531 902 in Québec City*

## A VALUABLE TARGET

- **Superior household income:** \$70,216  
*vs \$52,519 on the Island of Montreal*
- 43% of households are **families**  
*vs 22% on the Island of Montreal*
- **69% homeowners**  
*vs 40% on the Island of Montreal*

## SUBURBAN-FOCUSED TRIPS

- **809,400 trips** made each day
- **66%** of trips are made **within the City of Laval**
- **37%** of the population **work within the City of Laval**

Sources: Institut de la statistique du Québec, 2018. Société de transport de Laval, 2016, Activity Report. Mobility of People in the Montreal Region, Origin-Destination Study, 2013, version 13.2a. Statistics Canada, Population Census, 2016.



# LÉVIS

## A MAJOR SUBURB OF QUEBEC CITY

- **Population: 146,794**

## A VALUABLE TARGET

- **Superior Household income:** \$68,071  
*vs. \$59,881 in Quebec City*
- 36% of households are **families**
- 70% **homeowners**

## SUBURBAN-FOCUSED TRIPS

- **338,494** trips made each day
- 75% of **trips are made within Lévis**

Source: Origin-Destination Study – Quebec City CMA (2011), Institut de la statistique du Québec (2015).





# SHERBROOKE

A background image of a city street in Sherbrooke, Quebec. The street is paved and has yellow lane markings. Two white buses are visible: one in the foreground on the right, moving away from the viewer, and another further down the road on the left. The bus in the foreground has the number '54101' and a logo on its rear. In the background, there are multi-story buildings, trees, and a pedestrian crossing. The overall scene is bright and clear.

## POPULATION

- **Population: 210,900**

## A STUDENT CITY

- Household income : **\$53,747**
- 30% of households are **families**
- 54% **homeowners**
- Over 50,000 **college and university students**

## HEIGHTENED EXPOSURE POTENTIAL

- **544,157** trips made each day
- ↑ **25%** number of vehicles (2003-2012)
- ↑ **8%** public transit trips (2007-2016)

Sources: Statistics Canada (Census, 2016), COMMB Winter 2019, Origin-Destination Study – Sherbrooke CMA (2012), STS Annual Report (2016).

**PUT US  
TO THE TEST:  
CONTACT US.**

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**QUEBECOR**  
