



TRANSIT

2021

WHY TRANSIT

TO BUILD AWARENESS

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

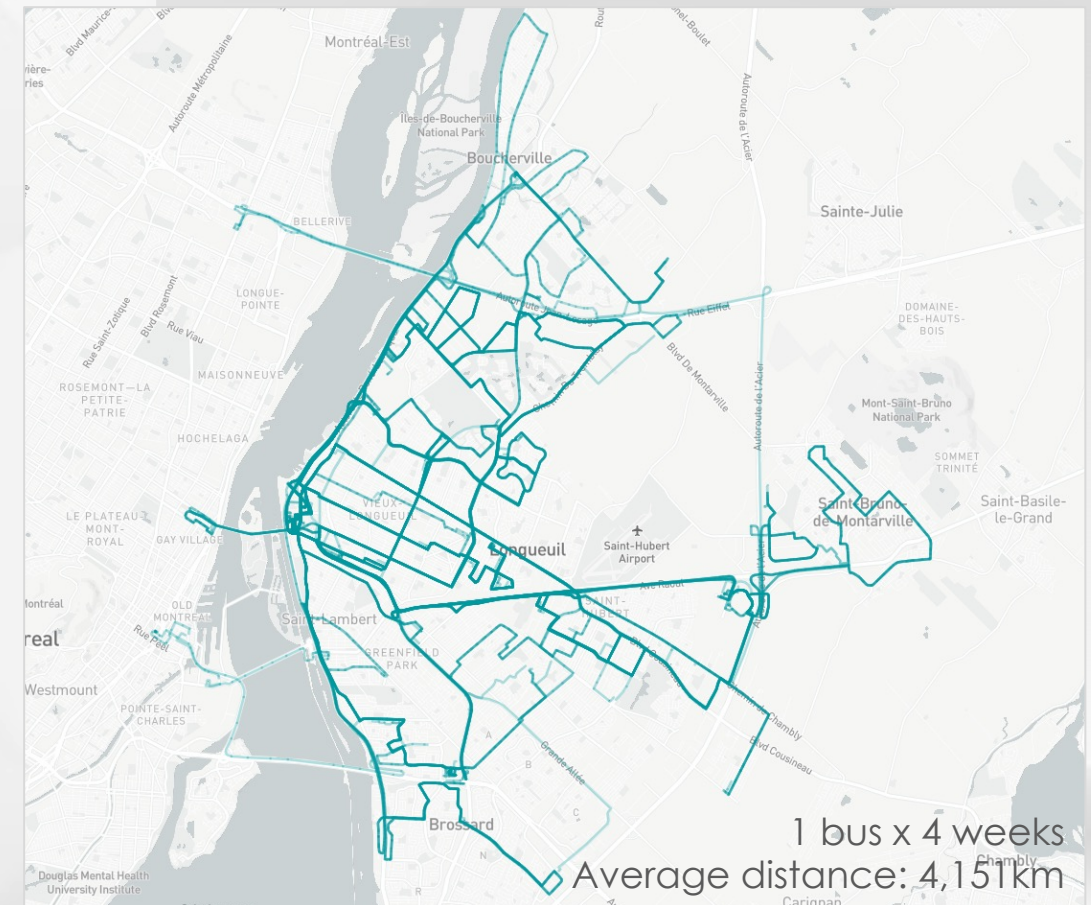
TO REACH SPECIFIC DEMOGRAPHICS

- **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

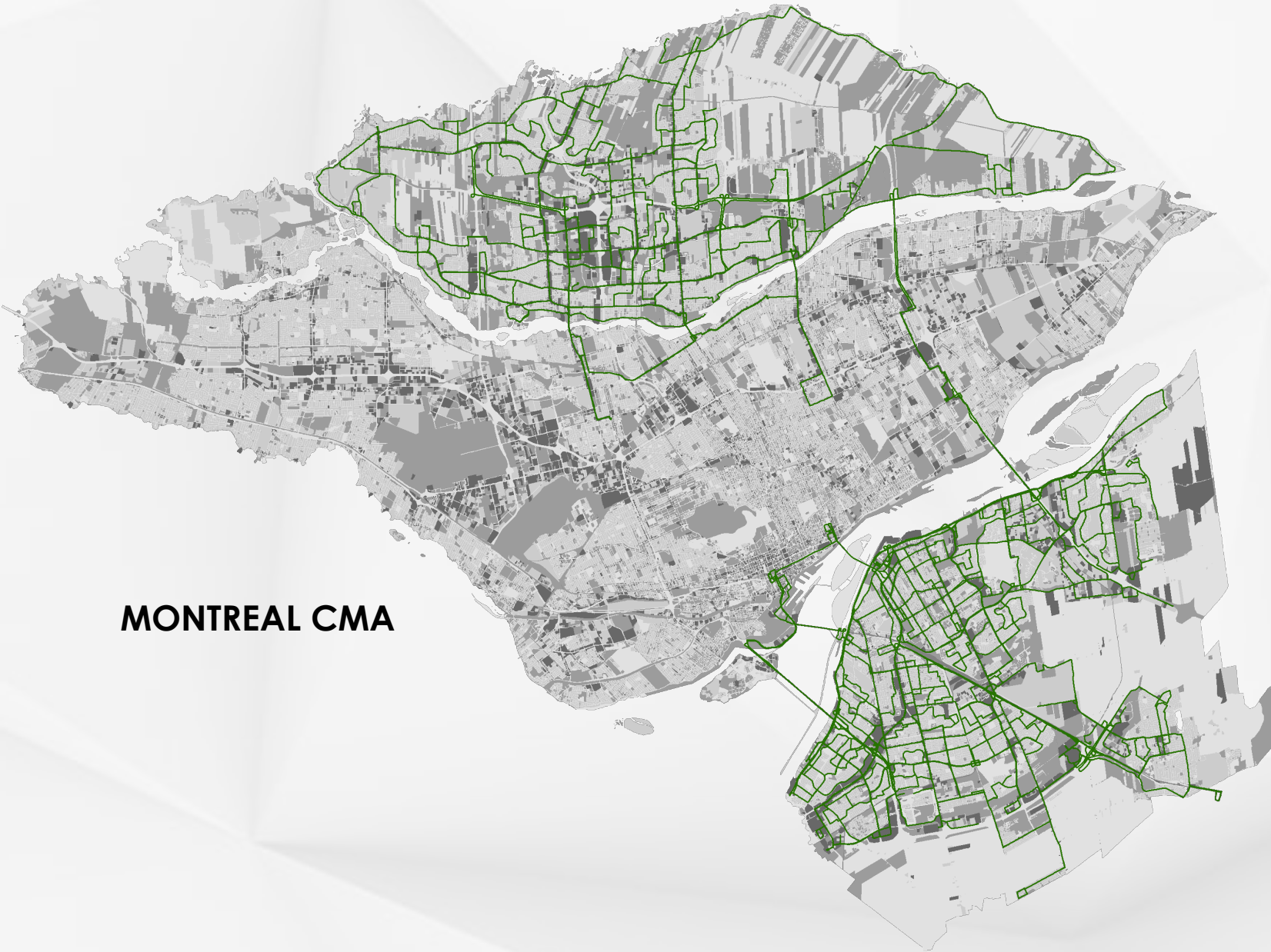


REACH AN ENTIRE MARKET
WITH A FEW BUS POSTERS!

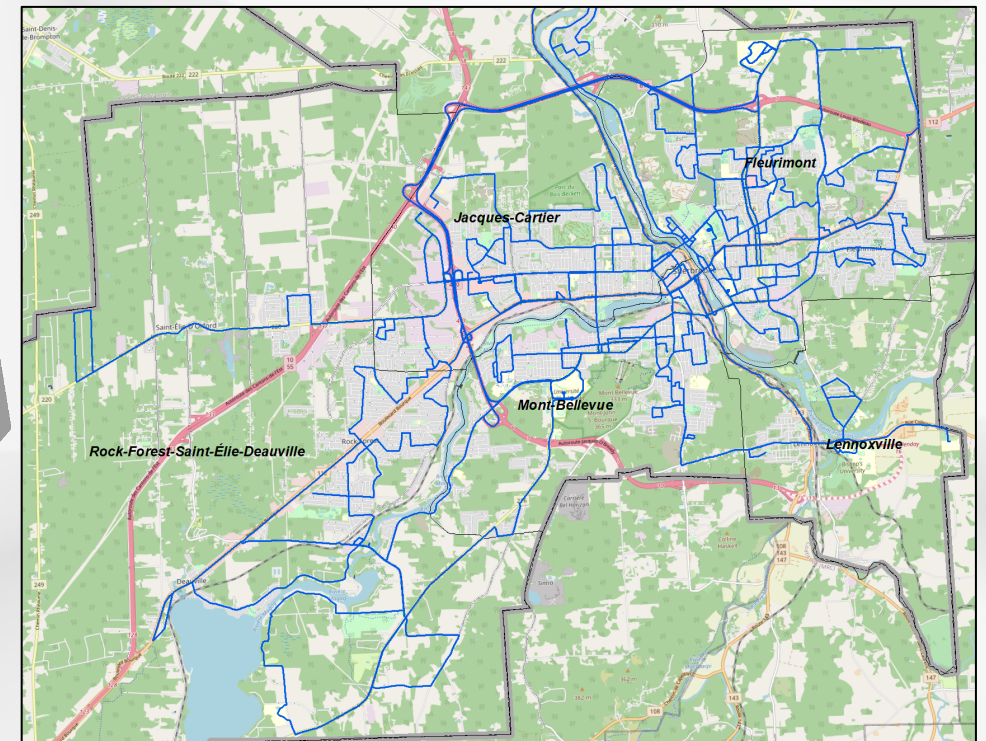


OUR TRANSIT COVERAGE

MONTREAL CMA



LÉVIS

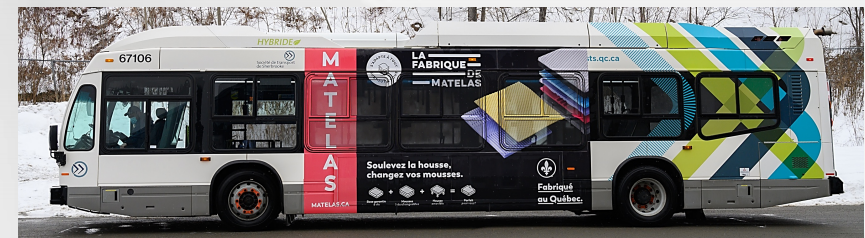


SHERBROOKE

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

4TH 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**



LAVAL

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: 147,807**

A VALUABLE TARGET

- **Superior Household income:** \$85,518
vs. \$69,843 in Quebec City
- 30% of households are **families**
- 70% **homeowners** / 30% **renters**
- Student population: **13 000**

SUBURBAN-FOCUSED TRIPS

- **396,558** trips made each day (residents and non-residents)
- 68% of **trips are made within Lévis**
54% of residents work in Lévis
- ↑ 15% drivers in the Lévis region (2011- 2017)
- ↑ 23% public transit trips (2011-2017)

Sources: Statistique Canada, projection 2020 | Bulletin des écoles secondaires du Québec 2020 | Site officiel du Centre des services scolaire des navigateurs | Site officiel du Cégep de Lévis | Site officiel de l'université du Québec à Rimouski | Enquête Origine-Destination 2017, Région Québec-Lévis | Ville de Lévis, profil statistique novembre 2018, tiré de Statistique Canada 2016



SHERBROOKE

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

The logo for Quebecor, featuring the word "QUEBECOR" in a bold, sans-serif font. Below the text is a white, curved swoosh that starts under the 'Q' and extends to the right, ending under the 'R'.