



# spotlight on Quebec

think<sup>tv</sup>

# the Quebec French Language Market

Population in Quebec w/ French language as mother tongue make up approximately 17% of the total population of Canada

**Population of Canada**  
**36,991,881**

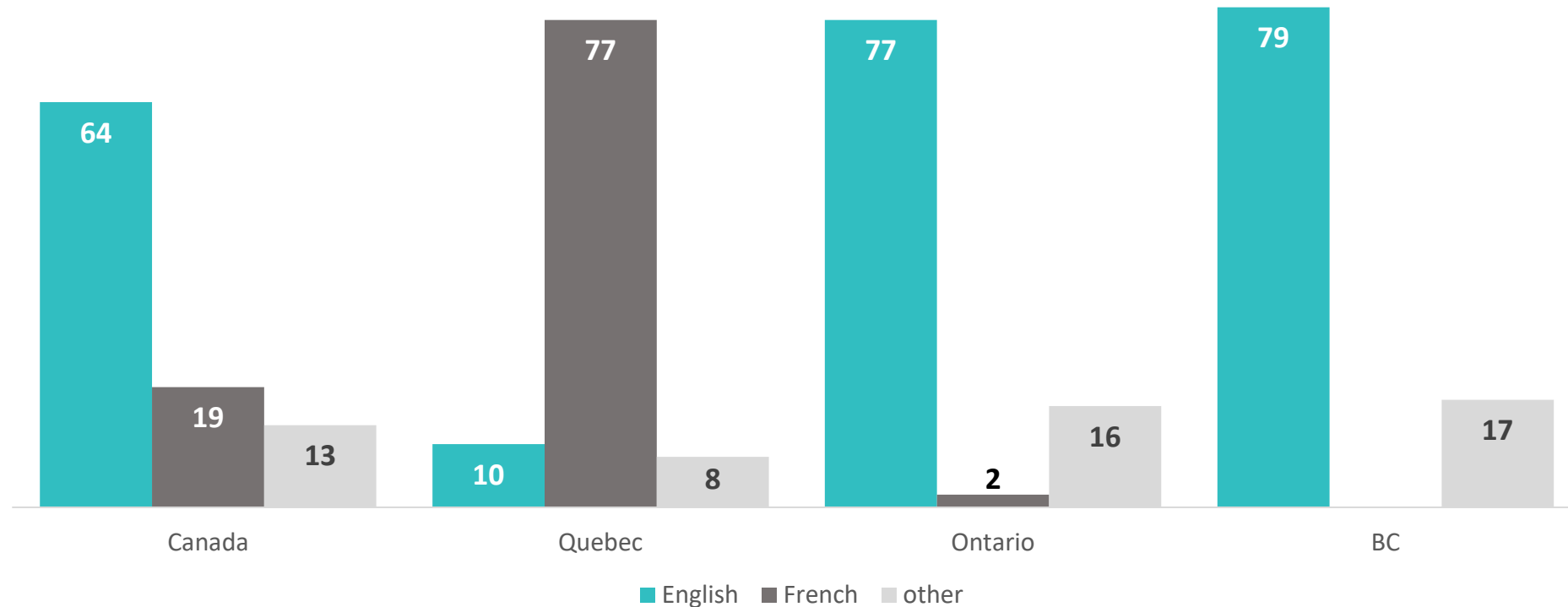
**Population w/ French Language  
as mother tongue in Quebec**  
**6,291,440**



# the Quebec French Language Market

French speaking people make up 77% of the Quebec market

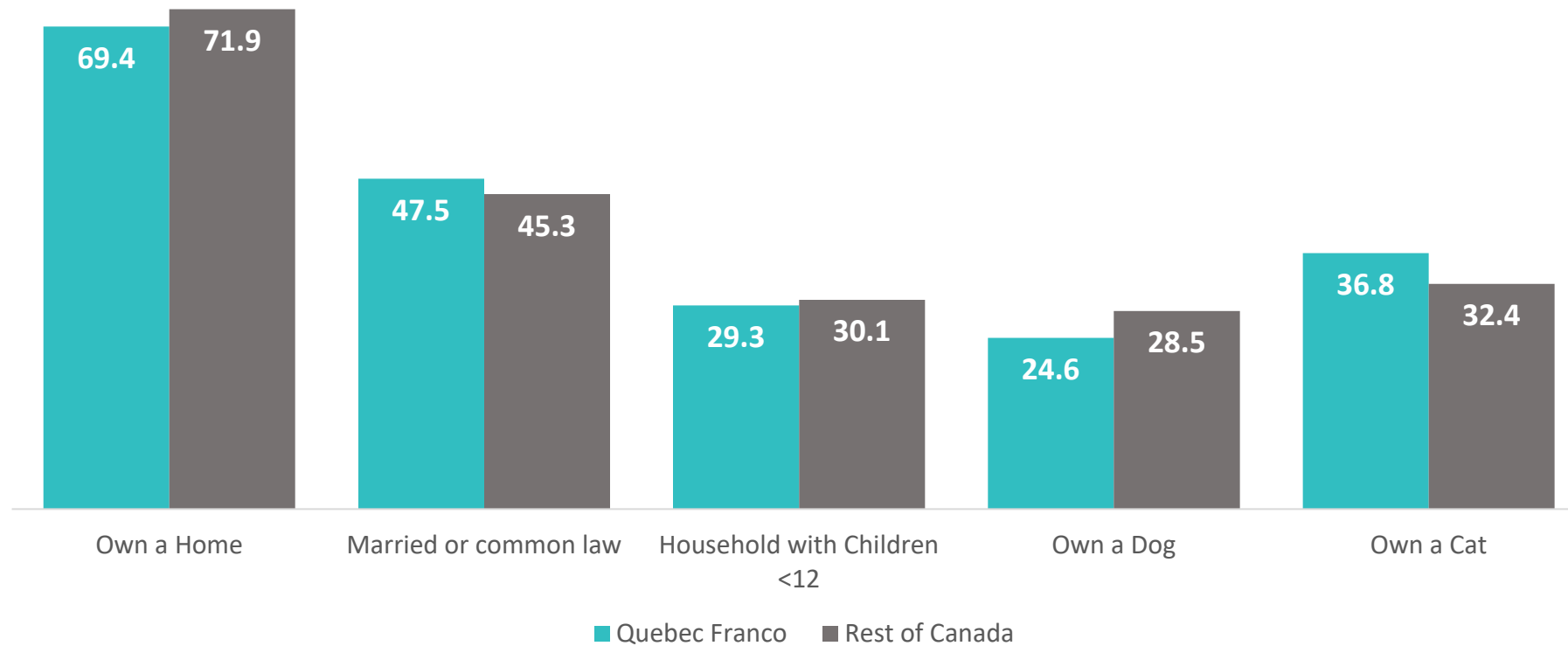
Language Spoken Most Often at Home



# the Quebec Franco Market

Quebec Franco are slightly less likely to own their home, slightly more likely to be married, significantly more likely to own a cat

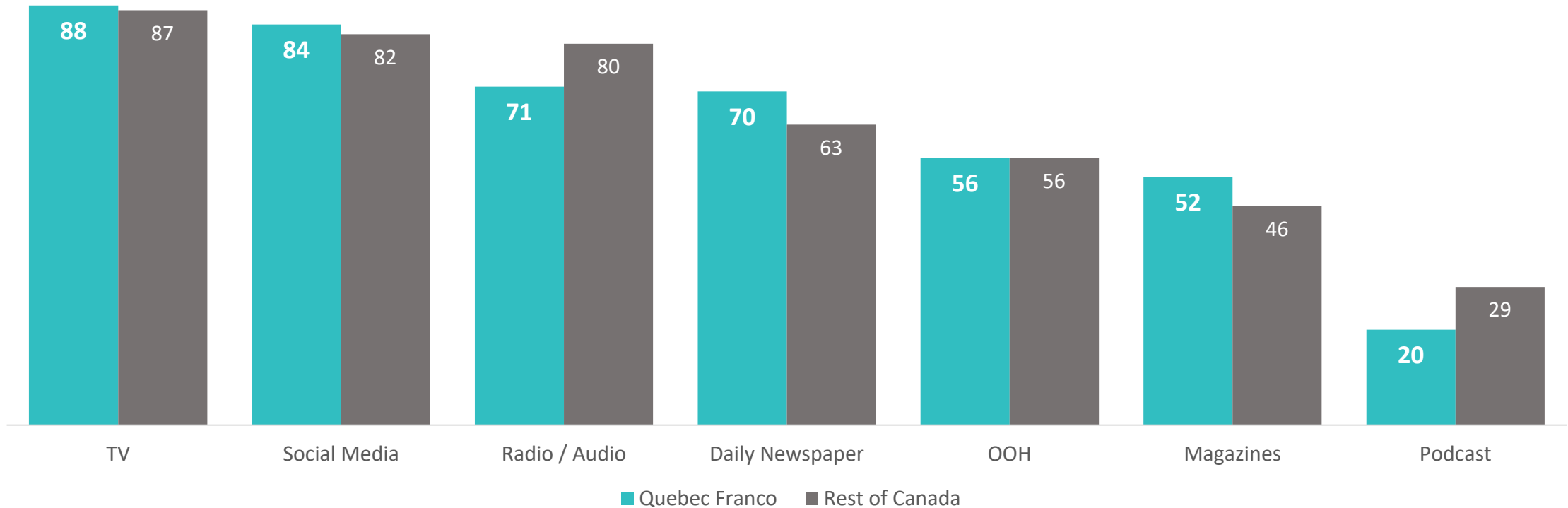
## Demographics



# the Quebec Franco Market

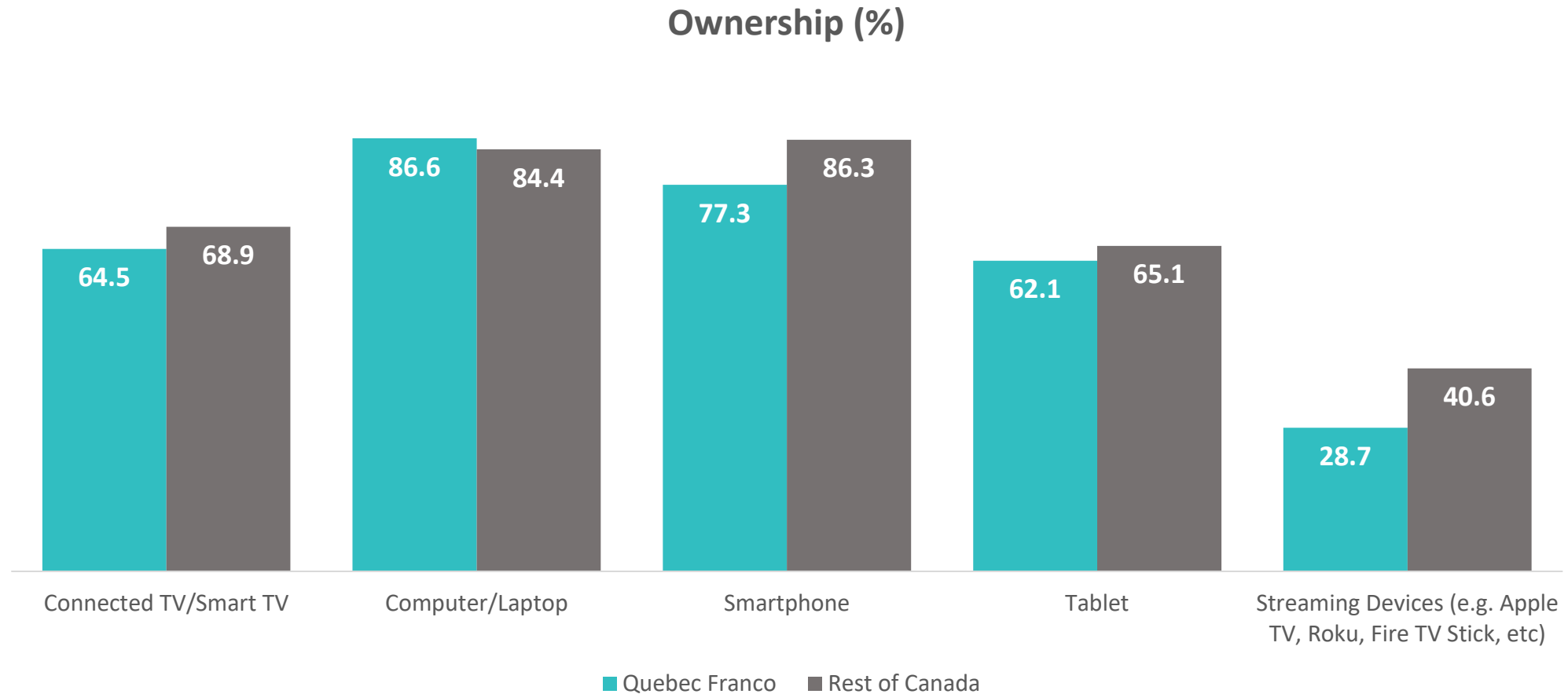
TV has the greatest reach – as it does in the rest of Canada – while reach for podcasts is significantly lower in Quebec than the Rest of Canada

Reach by Medium (%)



# the Quebec Franco Market

Quebec Franco are slightly less likely to own a connected TV, smartphone, or tablet





A blurred background image of a person sitting on a couch, watching a soccer game on a large television. The person's head and shoulder are visible on the left. The TV screen shows a soccer match with players in white and blue uniforms on a green field. In the foreground, a hand holds a black remote control, pointing it towards the TV. Two green glass bottles are visible on a surface in front of the person. The overall scene is dimly lit, suggesting an evening setting.

**tv audiences**

# Quebec Franco watch a lot of

	Total Canada (2+)	Quebec Franco	Rest of Canada
TV Weekly Reach	84%	<b>91%</b>	82%
Time spent watching TV / week	18 hours	<b>25 hours</b>	17 hours



# **tv** reaches **92%** of Quebec Franco **A18+**

Average  
Weekly Reach

**92%** A18+

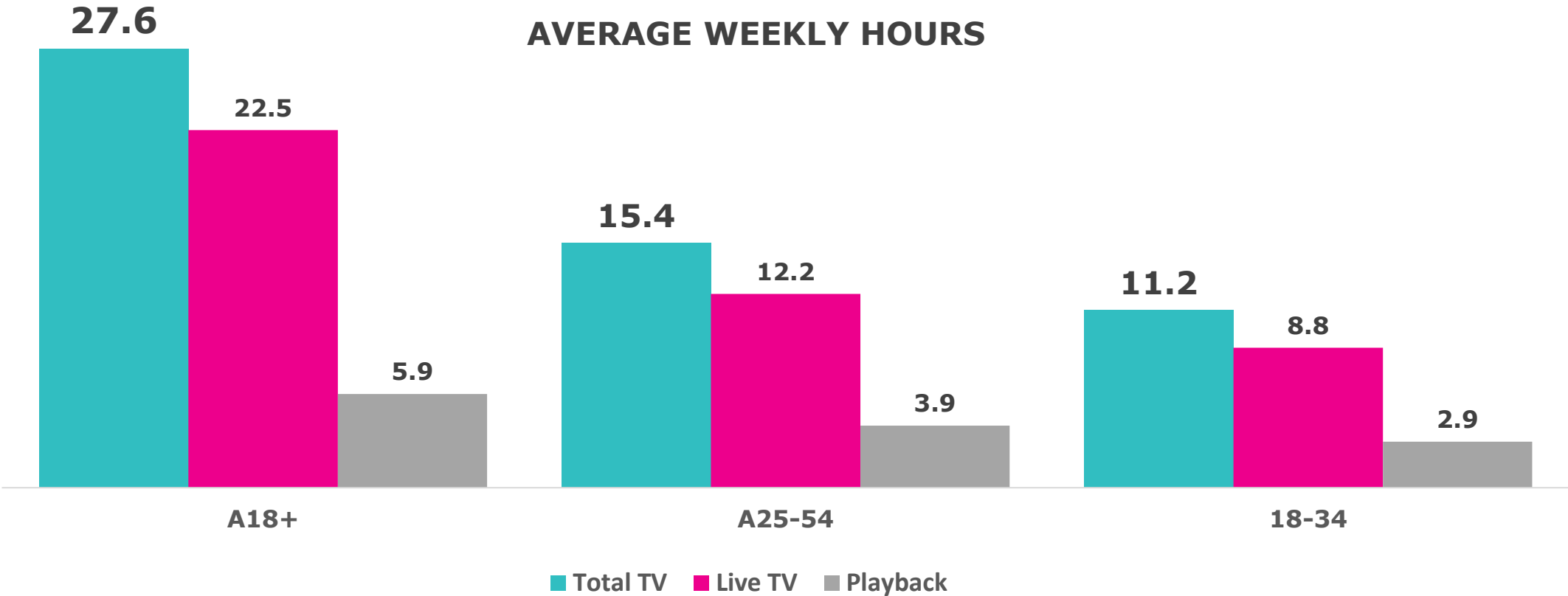
**87%** A25-54

**83%** A18-34



# Francophones watch a lot of

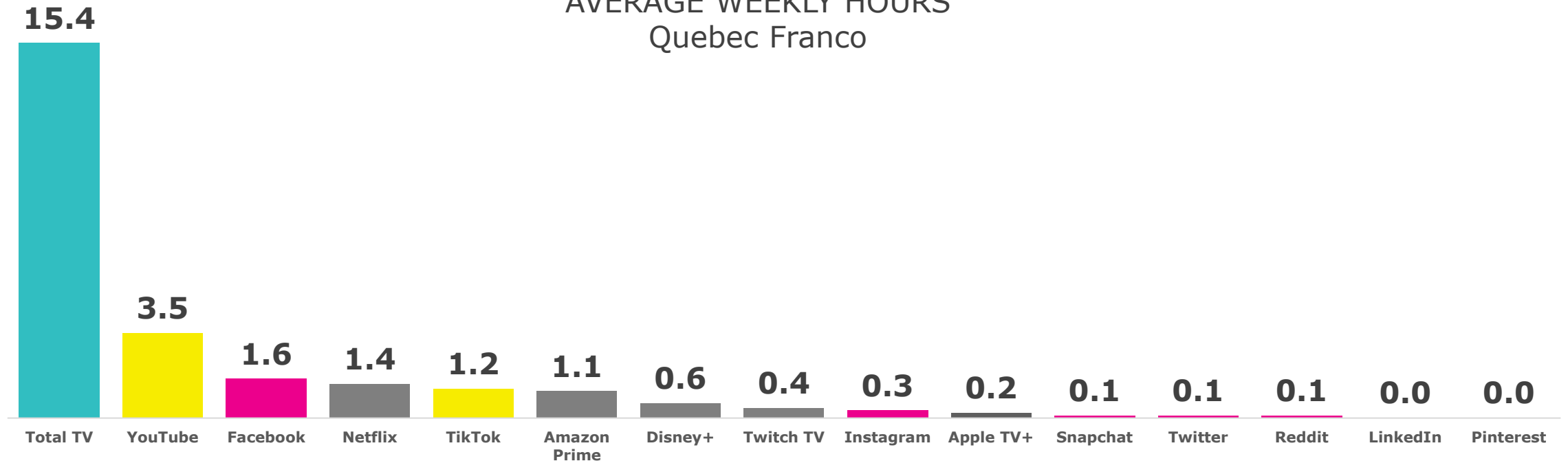
and most of it is live



# Total TV dominates time spent

**ADULTS 25-54**

AVERAGE WEEKLY HOURS  
Quebec Franco



All time spent per capita

Total TV defined as linear TV and broadcaster streaming services

Streaming Services are primarily commercial free

Streaming Services, YouTube, and TikTok include in-home viewing only

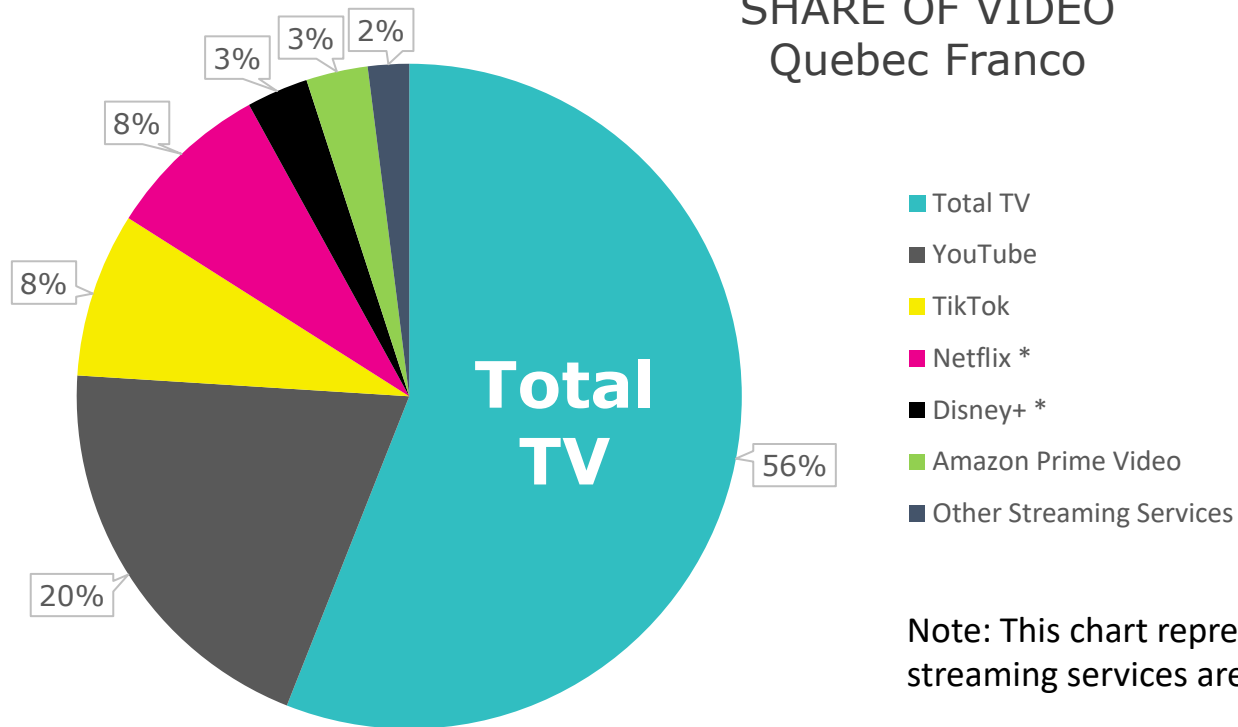
Sources: Numeris VAM, Feb 27 - May 28, 2023, for Total TV, Streaming Services, YouTube, and TikTok; and

Comscore, Mar 1 - May 31, 2023, for Social Media (Facebook, Instagram, Twitter, Snapchat, Reddit, LinkedIn, Pinterest)

# Total TV dominates time spent with video

## ADULTS 25-54

SHARE OF VIDEO  
Quebec Franco



Note: This chart represents total video, not total ad-supported video; streaming services are primarily commercial-free

All time spent per capita

Total TV defined as linear TV and broadcaster streaming services

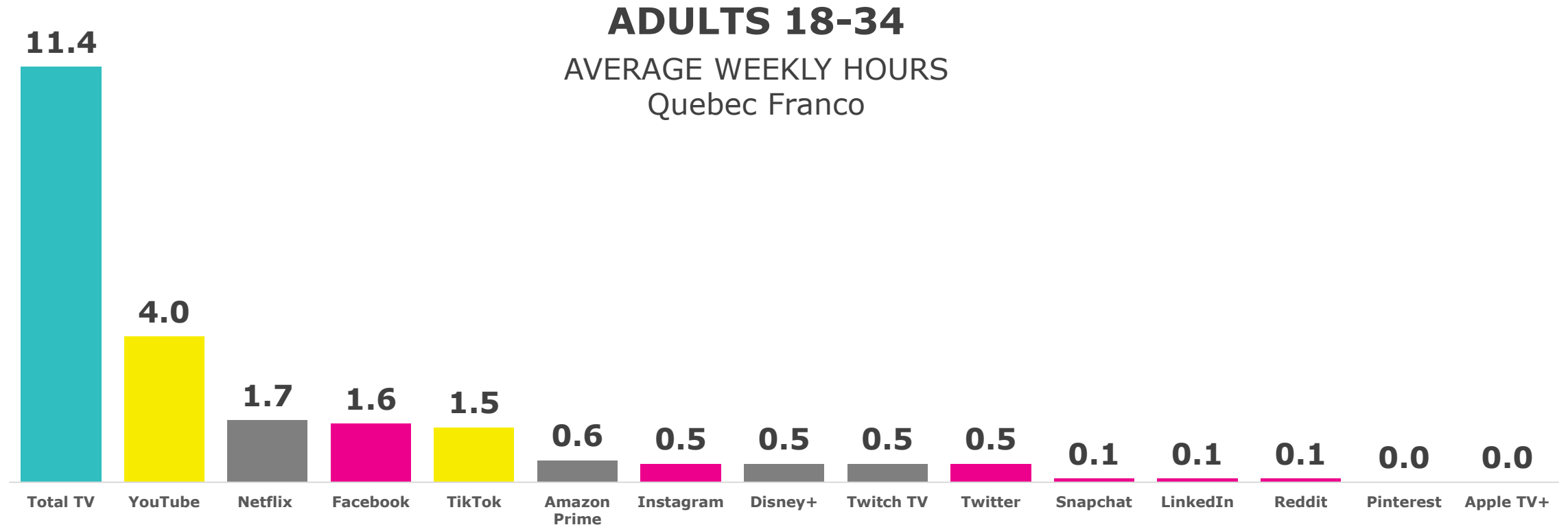
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Streaming Services (Netflix, Amazon Prime, Disney+, TwitchTV, Apple TV+, and Other), YouTube, and TikTok include in-home viewing only

Other Streaming Services: Crave (OTT only), FuboTV, Paramount+, DAZN, TubiTV, Crunchyroll, Roku, Daily Motion, Samsung TV Plus, TED, Club Illico, Discovery+, CBS News, and ET

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# Total TV dominates time spent



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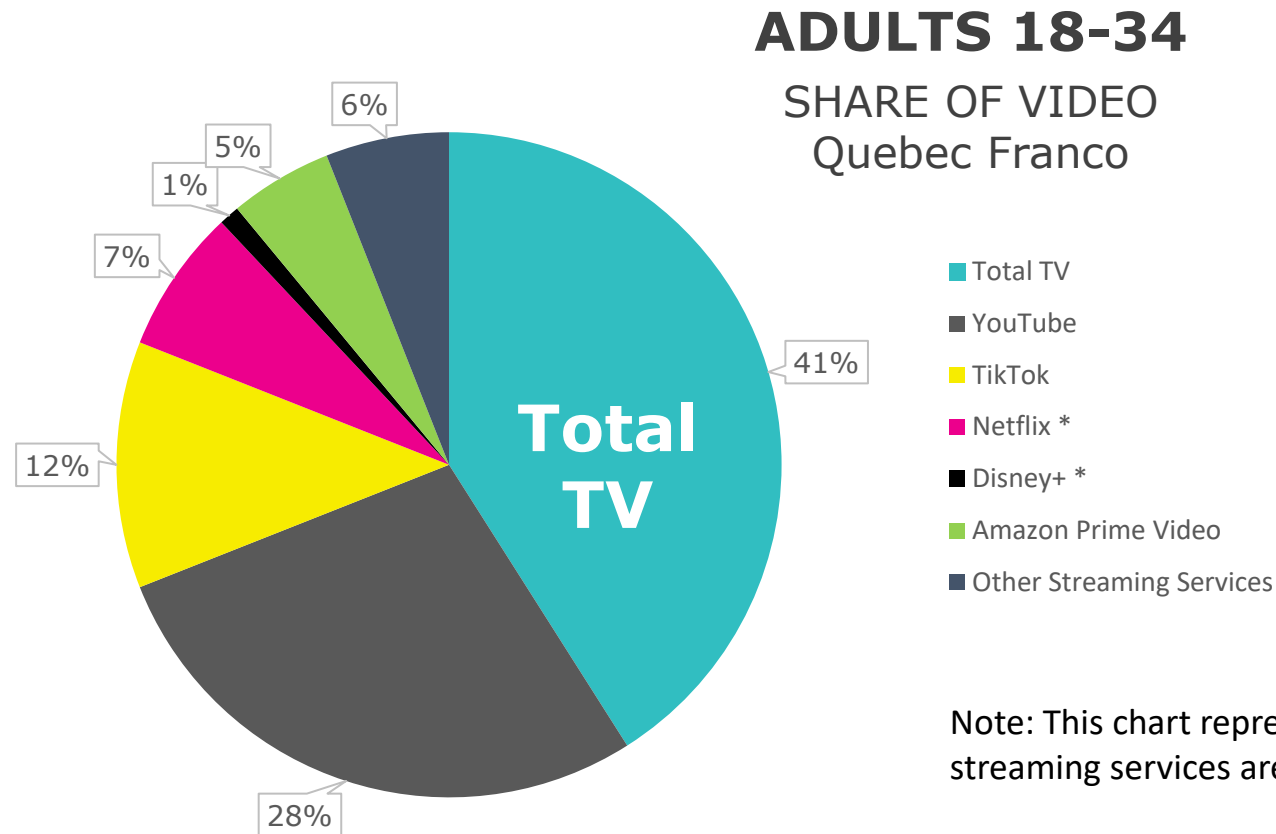
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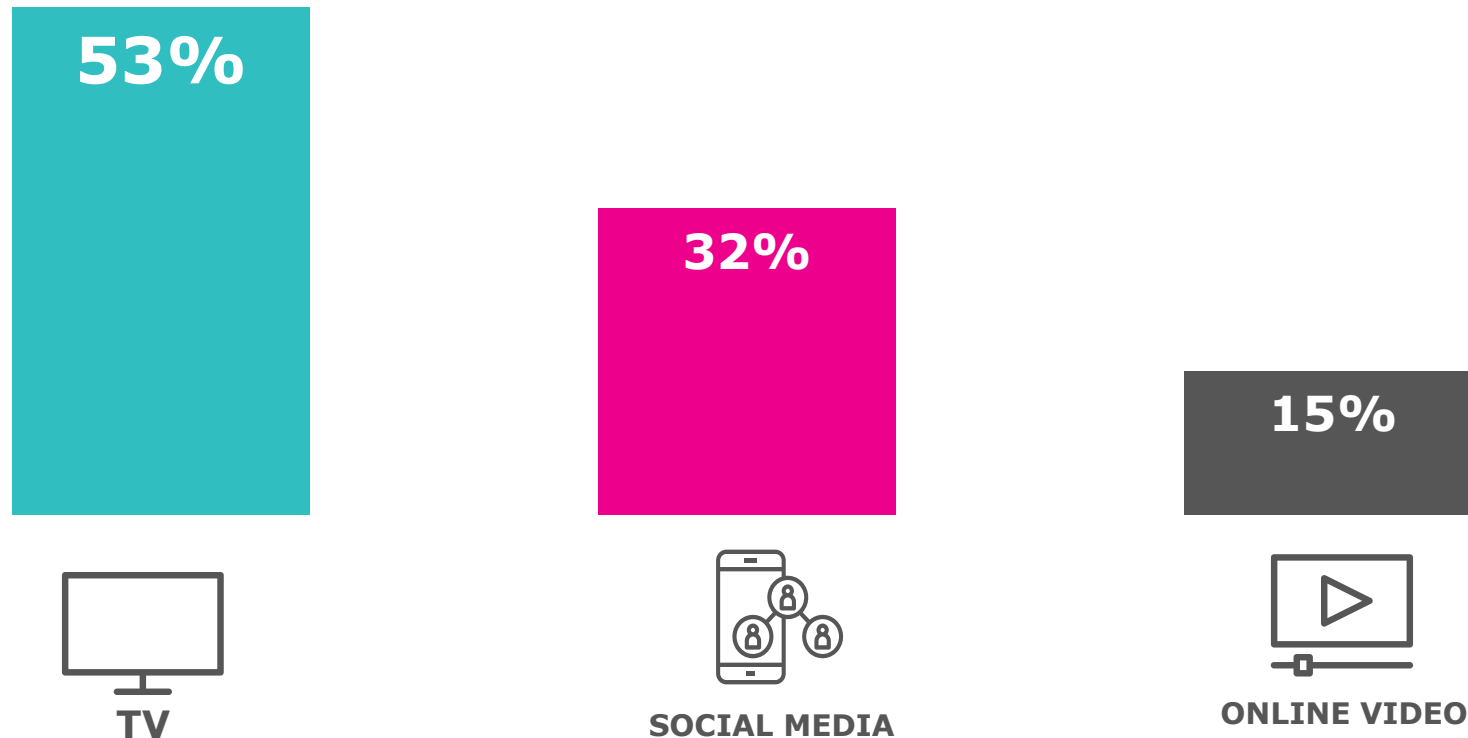
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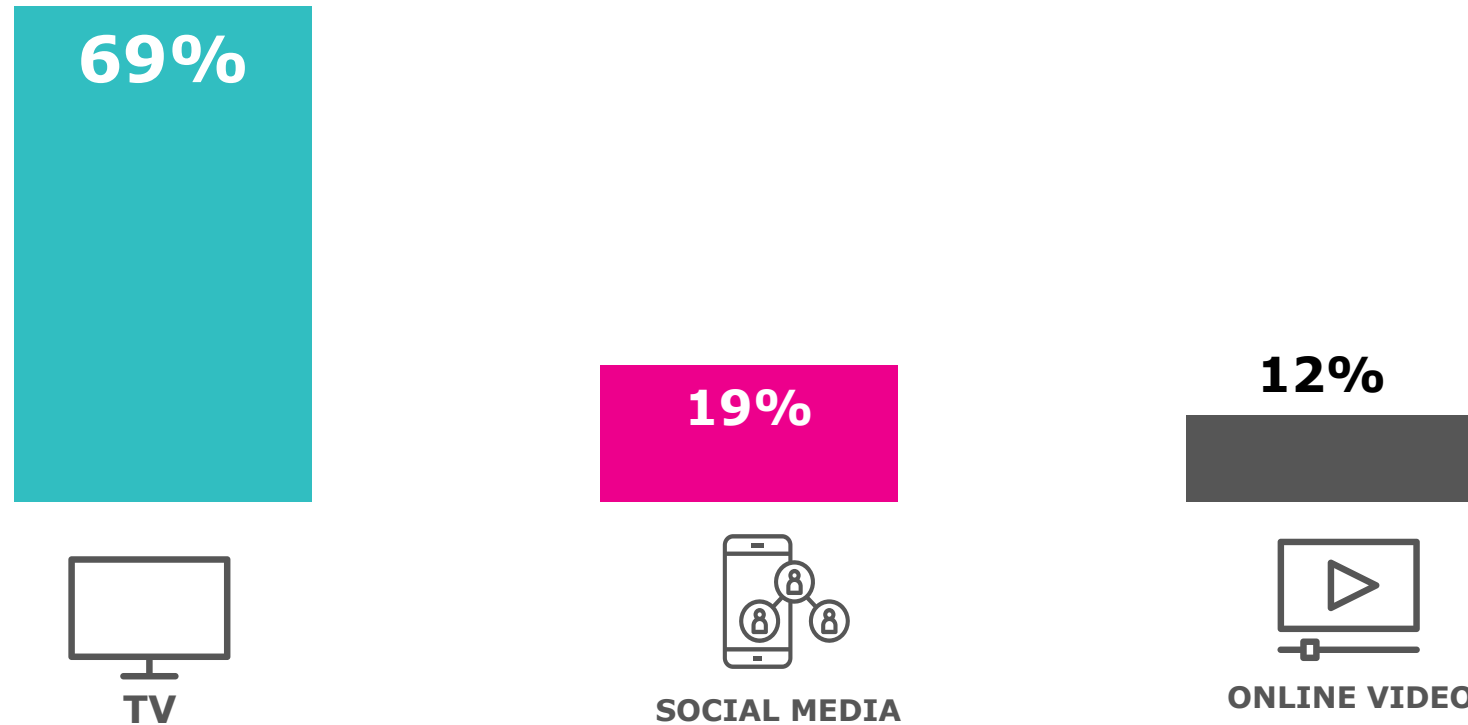


# Francophones pay the **most attention** to ads on **tv**



Q: Which *ONE* of the following media carries video advertising that best captures your **ATTENTION**?

# Francophones believe **tv** advertising is the **most trustworthy**



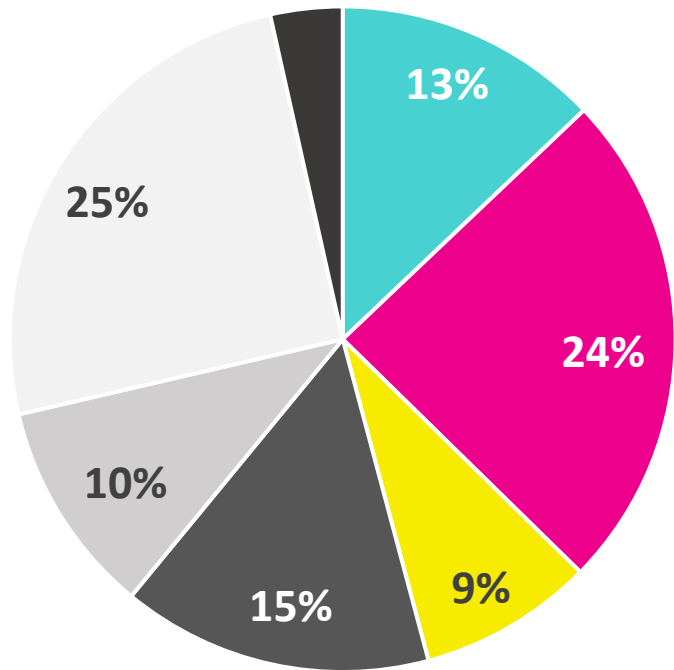
Q: Which ONE of the following media carries video advertising that you believe to be the **MOST TRUSTWORTHY**?

# programming

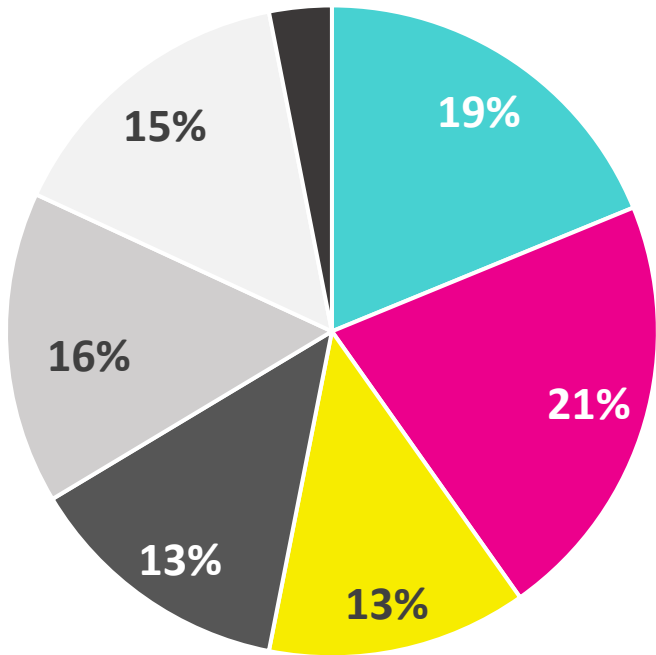
# Quebec Franco watch **more news** and **less sports programming**

TIME SPENT PER GENRE  
% of minutes viewed

ENGLISH CANADA 25-54



QUEBEC FRANCO 25-54



- New & Analysis
- Scripted Dramas/Comedies
- Movies/Mini Series
- Unscripted Reality
- General Interest
- Sports
- Other

# Top conventional shows Francophone and English Canada

## Quebec Franco A25-54

Rank	Program	Network	Rating
1	Chanteurs masqués	TVA	17.7
2	STAT	SRC	16.3
3	Sortez-moi d'ici!	TVA	14.8
4	Indéfendable	TVA	14.8
5	LA VOIX	TVA	14.1
6	Révolution	TVA	14.0
7	Infoman	SRC	12.9
8	Big Brother Célébrités	Noovo	12.3
9	Survivor Québec	Noovo	12.1
10	Discussions avec mes parents	SRC	11.3

## English Canada A25-54

Rank	Program	Network	Rating
1	9-1-1: LONE STAR	CTV	3.9
2	NFL Playoffs	CTV	3.8
3	Survivor	Global	3.3
4	THE ROOKIE	CTV	3.2
5	GREY'S ANATOMY	CTV	3.1
6	9-1-1	Global	3.0
7	NHL Playoffs Round 2	CBC	3.0
8	THE ROOKIE	CTV	2.9
9	THE MASKED SINGER	CTV	2.9
10	CSI: VEGAS	Global	2.8

# Top specialty shows Francophone and English Canada

## Quebec Franco A25-54

Rank	Program	Network	Rating
1	LE HOCKEY DES CANADIENS	TVA Sports	5.0
2	Hockey LNH Canadiens de Montréal	RDS	4.8
3	La famille Groulx	Canal Vie	4.0
4	Hockey LNH Canadiens pré-saison	RDS	3.9
5	Soccer Coupe du Monde FIFA Canada	RDS	3.7
6	Auto Formule 1	RDS	3.0
7	Vendre ou rénover au Québec	Canal Vie	2.7
8	La famille est dans le pré	Canal Vie	2.5
9	New Amsterdam	MOI ET CIE	2.4
10	DOC	MOI ET CIE	2.3

## English Canada A25-54

Rank	Program	Network	Rating
1	WJC:PLAYOFFS CANADA	TSN	9.2
2	WJC:PRELIM CANADA	TSN	4.0
3	SOCCER:FIFA 2022 MEDAL SIM	TSN	3.6
4	SOCCER:FIFA 2022 MEDAL	TSN	3.1
5	NHL PLAYOFFS ROUND 2	Sportsnet	3.0
6	NHL HOCKEY-LEAFS	Sportsnet	2.9
7	NHL PLAYOFFS ROUND 1	Sportsnet	2.9
8	MLB WC PLAYOFFS	Sportsnet	2.7
9	SOCCER:FIFA 2022 PREL NON-CAN SIM	TSN	2.2
10	BASEBALL:BLUE JAYS	Sportsnet	2.1



# Francophones watch more conventional



La famille Groulx

	Quebec Franco	Rest of Canada
Specialty TV	48%	67%
Conventional TV	52%	33%

# Passionate about home-grown content

The most-watched programs in Quebec drive higher ratings than their English counterparts in the rest of Canada

adults 25-54  
ratings

area	top 3 dramas	top 3 reality	top 3 news
QUEBEC FRANCO	13.7	14.3	6.8
REST OF CANADA	3.5	3.0	1.3

# happy new year – Bye Bye 2022

On any given minute during the 'Bye Bye 2022' special, almost two thirds of the French Quebec population were watching - that's 4.7 million people!

## RATING

Ind. 2+	62.0
A25-54	57.8

## AMA(000)

Ind. 2+	4,706
A25-54	1,693



# Successful campaigns

## Quebec Francophones love television

They watch more than 15 hours a week (A25-54), are committed to home grown content - where the reach per top show is incredible - and say ads on TV are the most trustworthy and attention-grabbing.

For the best advertising results, be sure to take advantage of this attentive audience by putting TV at the centre of your campaign.



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