



spotlight on
Quebec

think^{tv}

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**

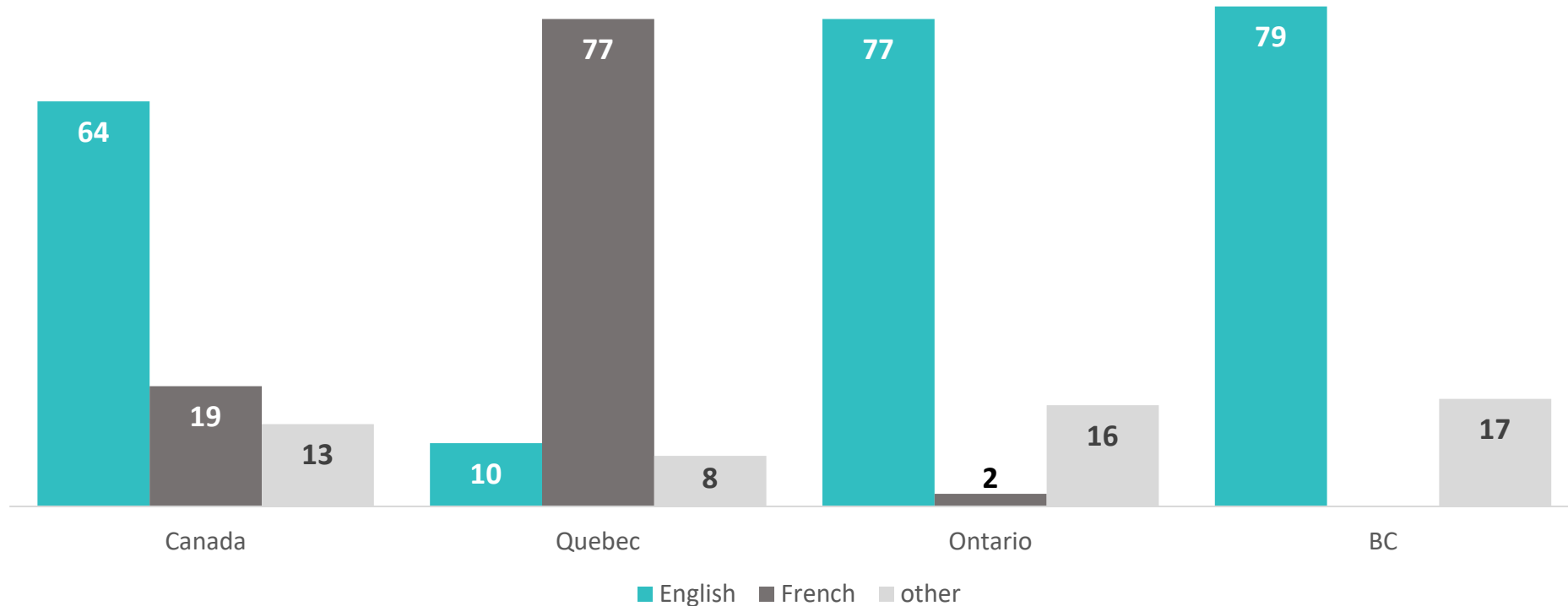
6,291,440



the Quebec French Language Market

French speaking people make up 77% of the Quebec market

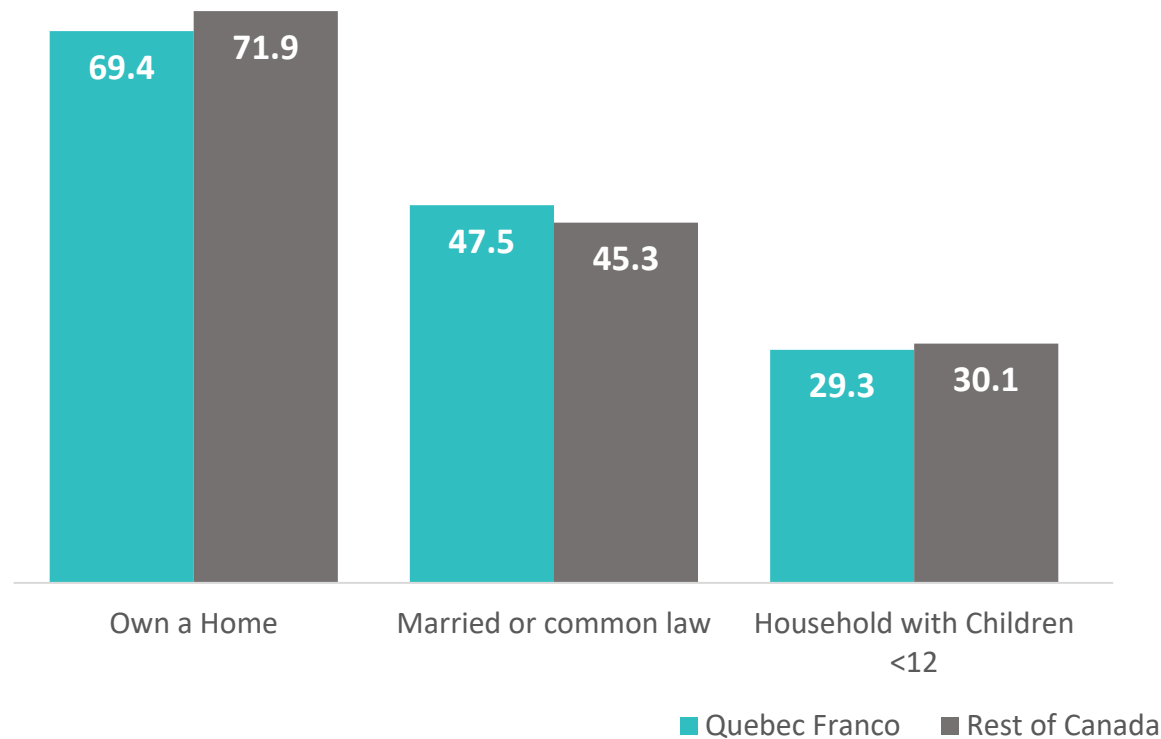
Language Spoken Most Often at Home



the Quebec Franco Market

Quebec Franco are slightly less likely to own their home and slightly more likely to be married

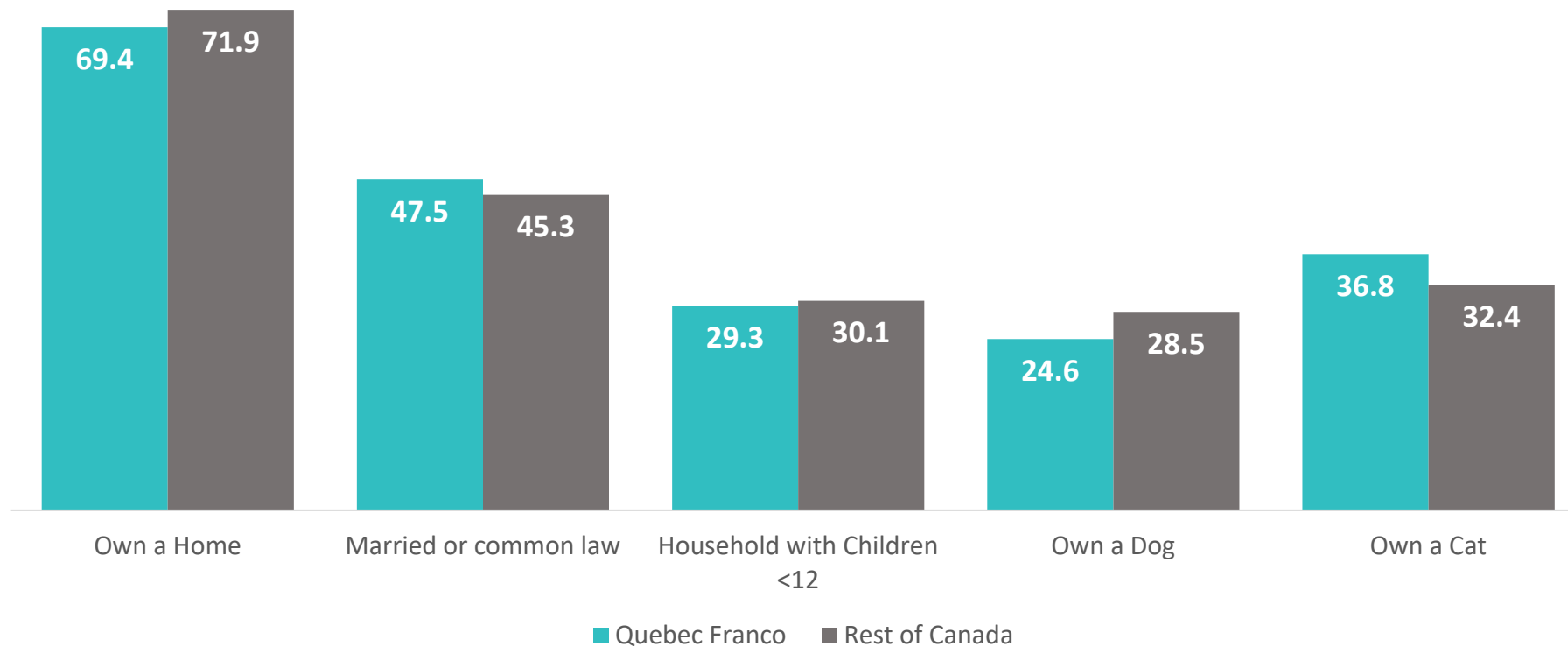
Demographics



the Quebec Franco Market

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

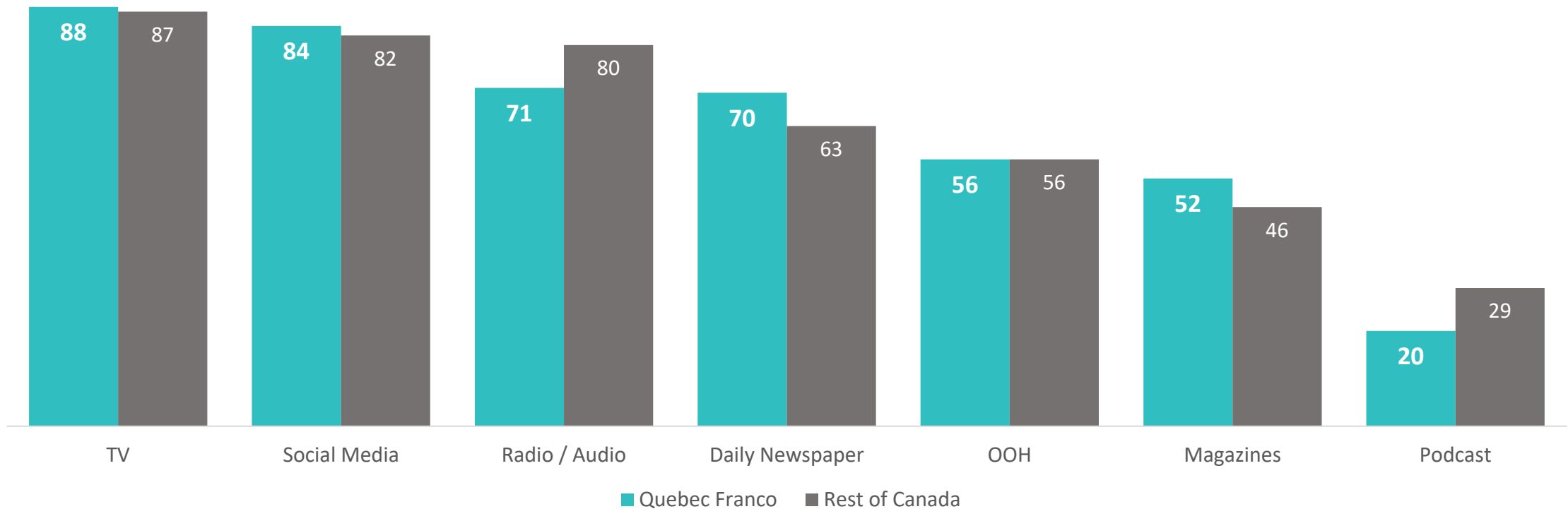
Demographics



the Quebec Franco Market

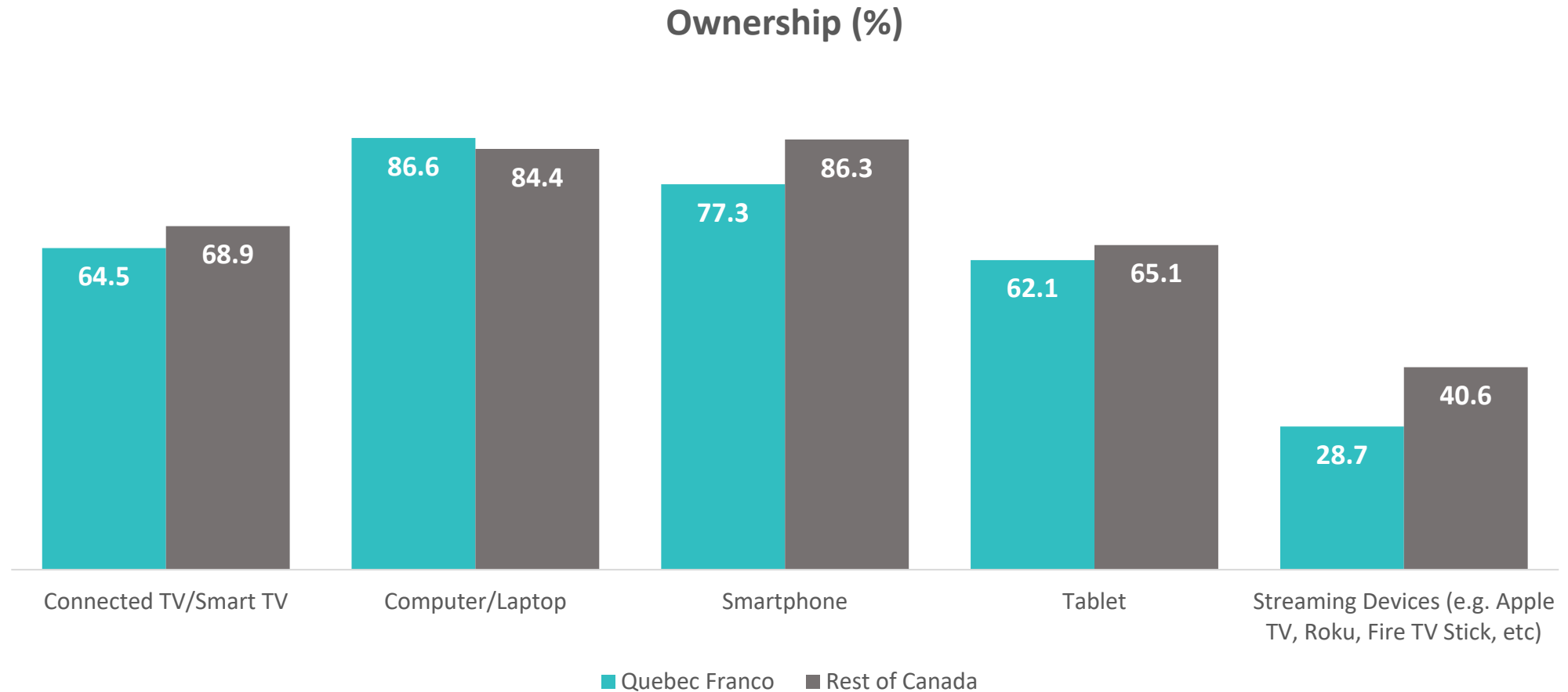
TV has the greatest reach – as it does in the rest of Canada – while reach for podcasts is significantly lower in Quebec than the Rest of Canada

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 watching a soccer game on a television. In the foreground, a hand is holding a black remote control. The scene is dimly lit, suggesting an evening or indoor setting with artificial light. A small potted plant is visible on the left side of the TV. In the bottom foreground, there are green glass bottles, likely beer, on a table.

tv audiences

Quebec Franco watch a lot of

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

tv reaches 92% of Quebec Franco A18+

Average
Weekly Reach

92% A18+

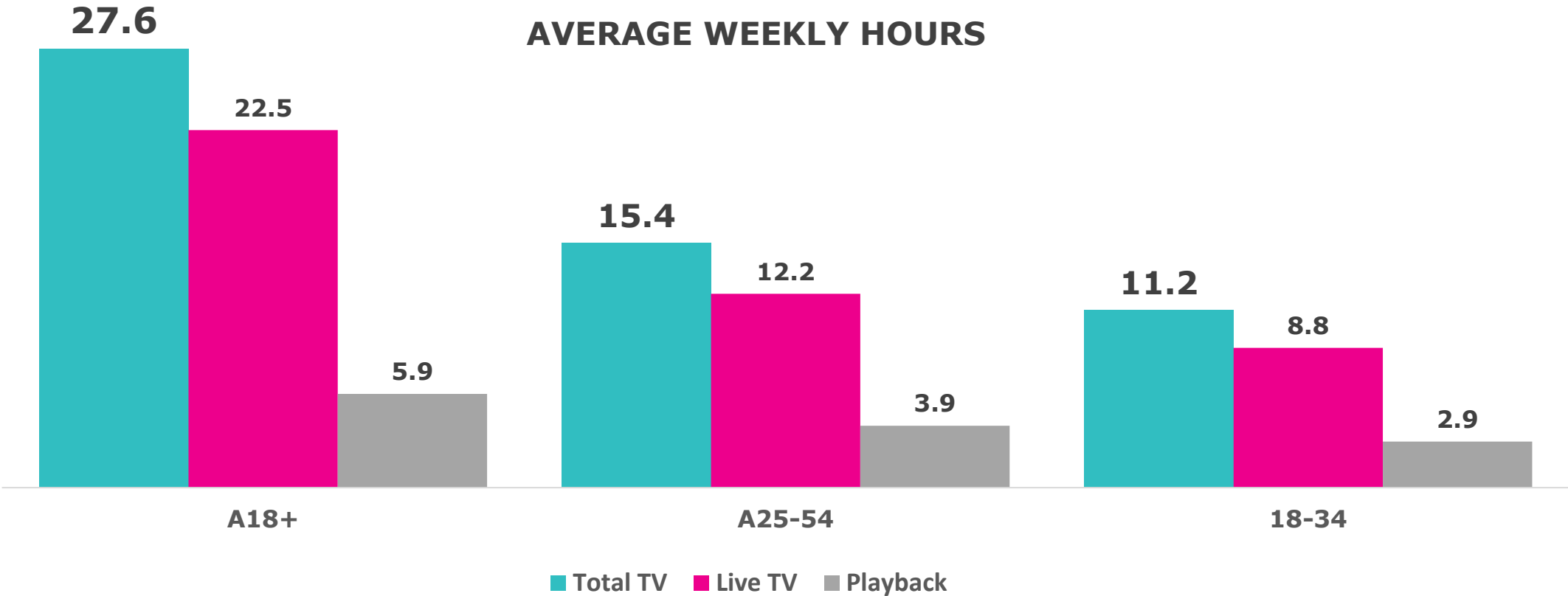
87% A25-54

83% A18-34



Francophones watch a lot of

and most of it is live



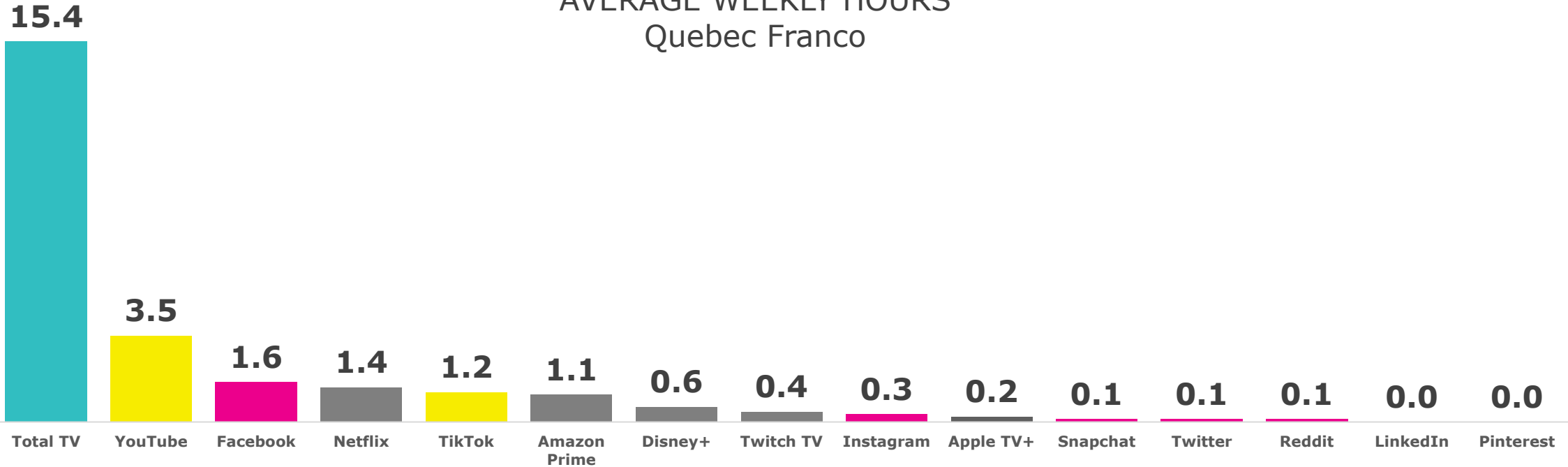
TV = viewing to any live broadcaster content (streamed on any platform and linear TV) plus any broadcaster content recorded on PVR (with commercial load intact) that is viewed within 7 days of initial broadcast. Does not include on demand streaming.



Total TV dominates time spent

ADULTS 25-54

AVERAGE WEEKLY HOURS
Quebec Franco

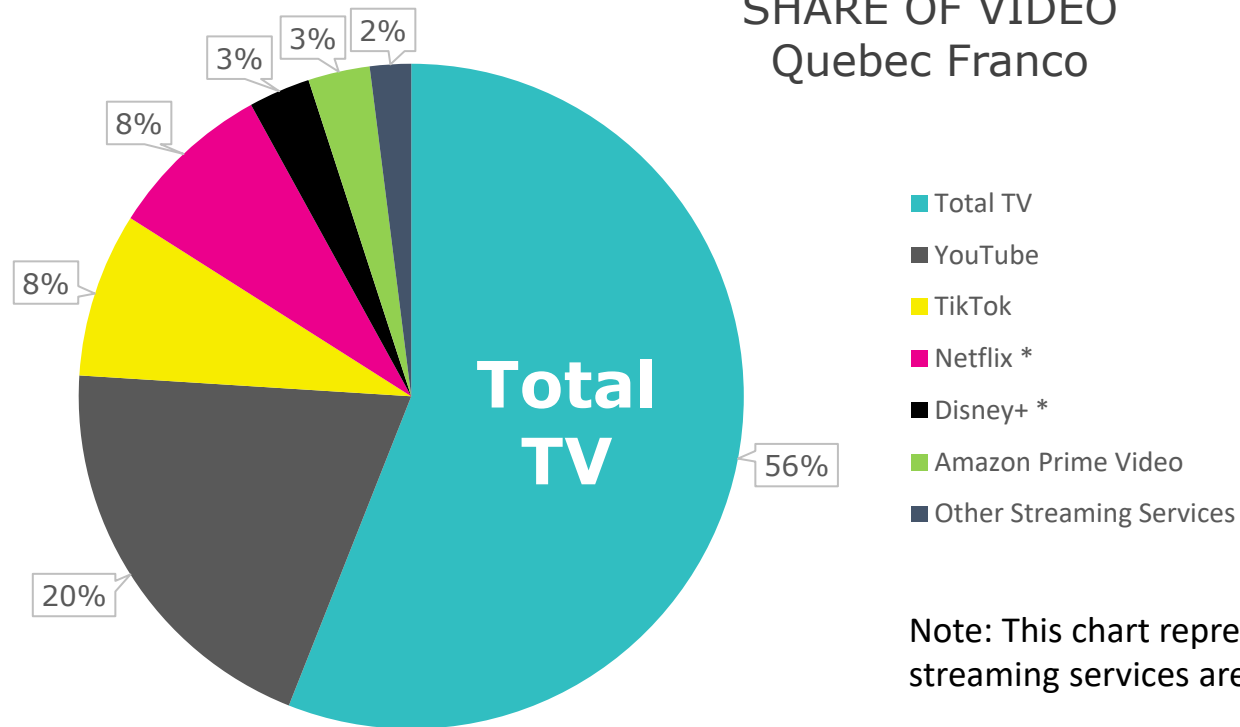


All time spent per capita
Total TV defined as linear TV and broadcaster streaming services
Streaming Services are primarily commercial free
Streaming Services, YouTube, and TikTok include in-home viewing only
Sources: Numeris VAM, Feb 27 - May 28, 2023, for Total TV, Streaming Services, YouTube, and 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

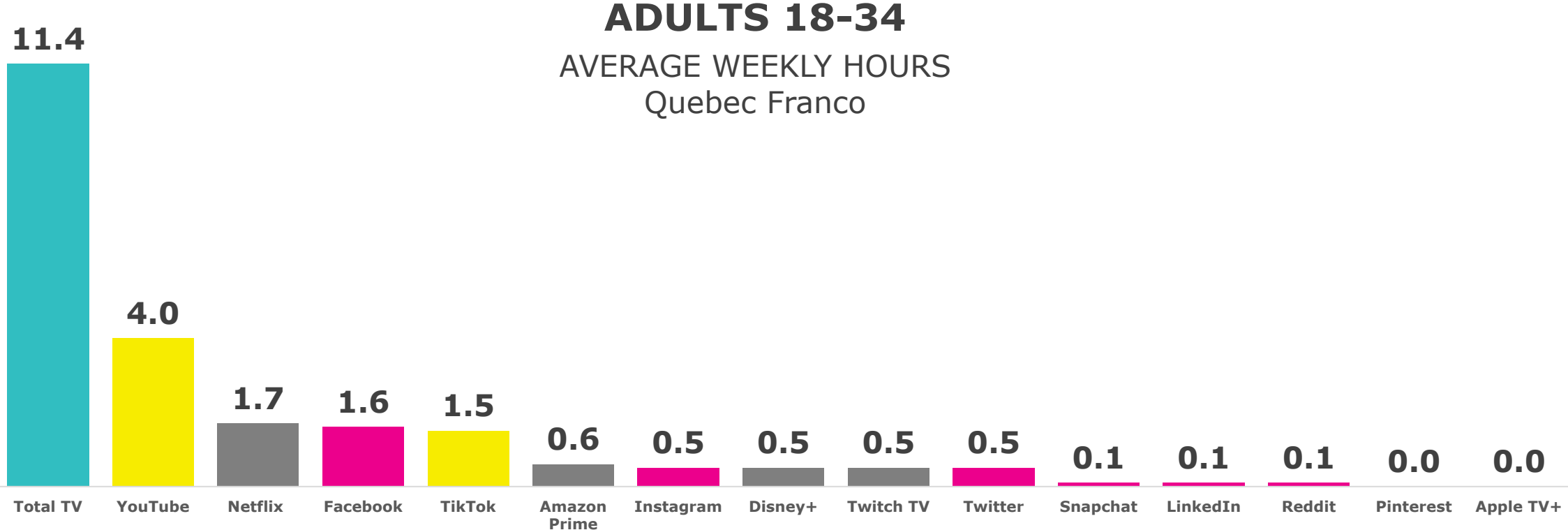
Streaming Services are primarily commercial free

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

Source: Numeris VAM, Feb 27 – May 28, 2023, for Total TV, Streaming Services, YouTube, and TikTok

Total TV dominates time spent



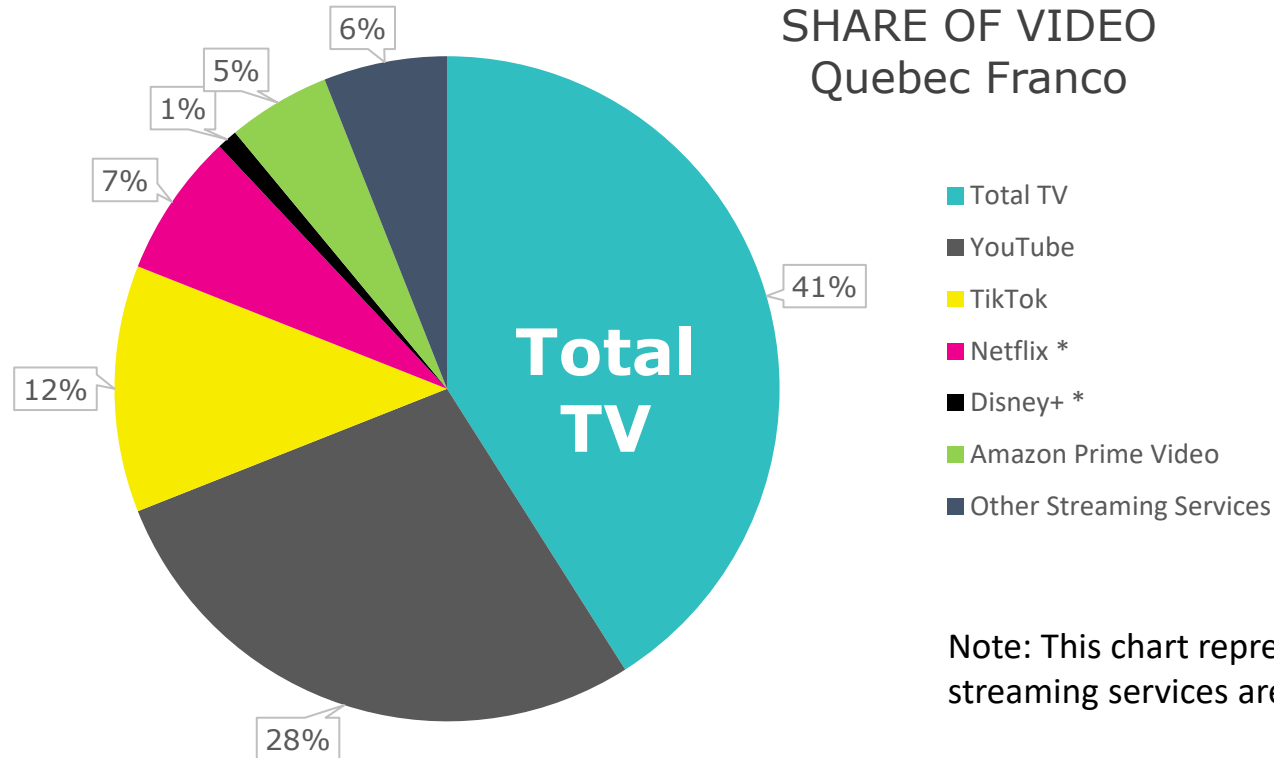
All time spent per capita
Total TV defined as linear TV and broadcaster streaming services
Streaming Services are primarily commercial free
Streaming Services (Netflix, Amazon Prime, Disney+, TwitchTV, Apple TV+), YouTube, and TikTok include in-home viewing only
Sources: Numeris VAM, Feb 27 - May 28, 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 18-34

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

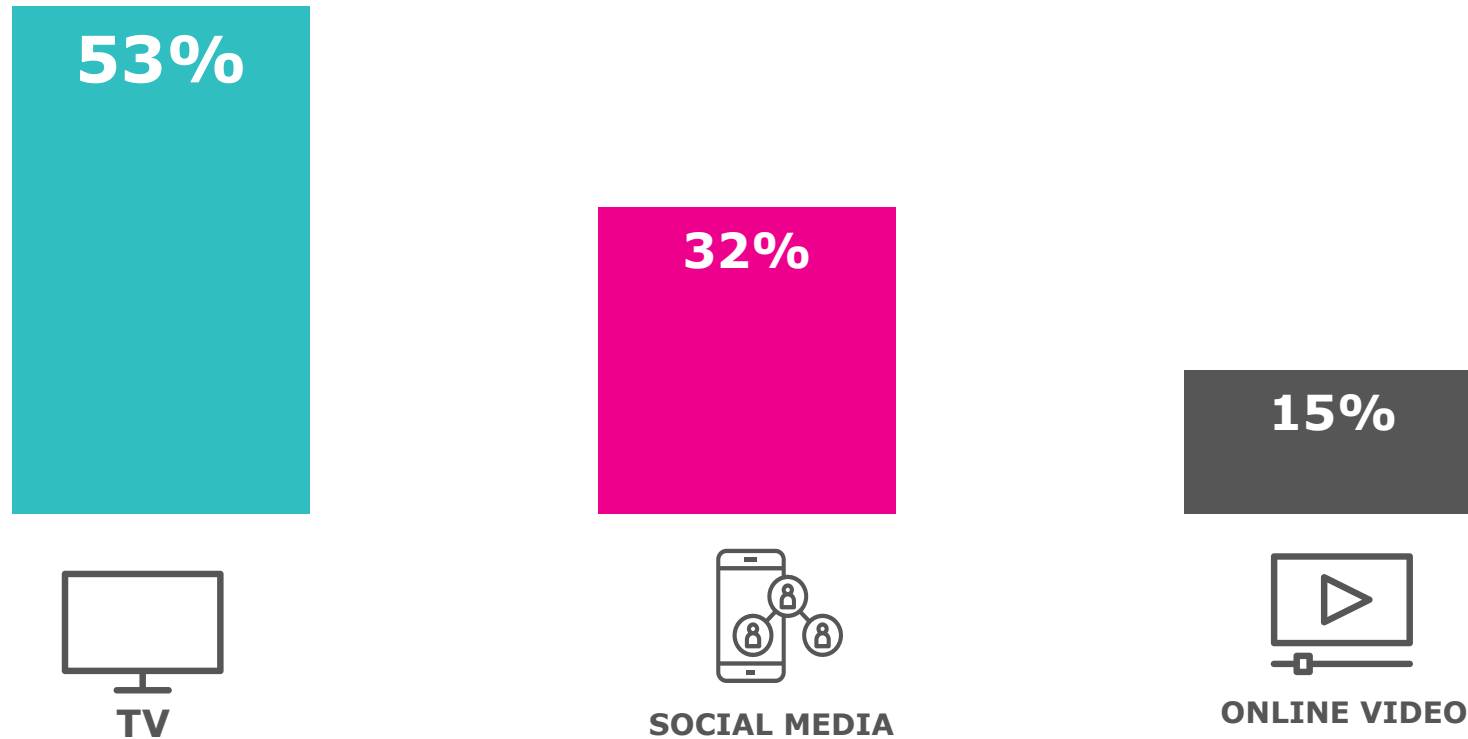
Total TV defined as linear TV and broadcaster streaming services

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

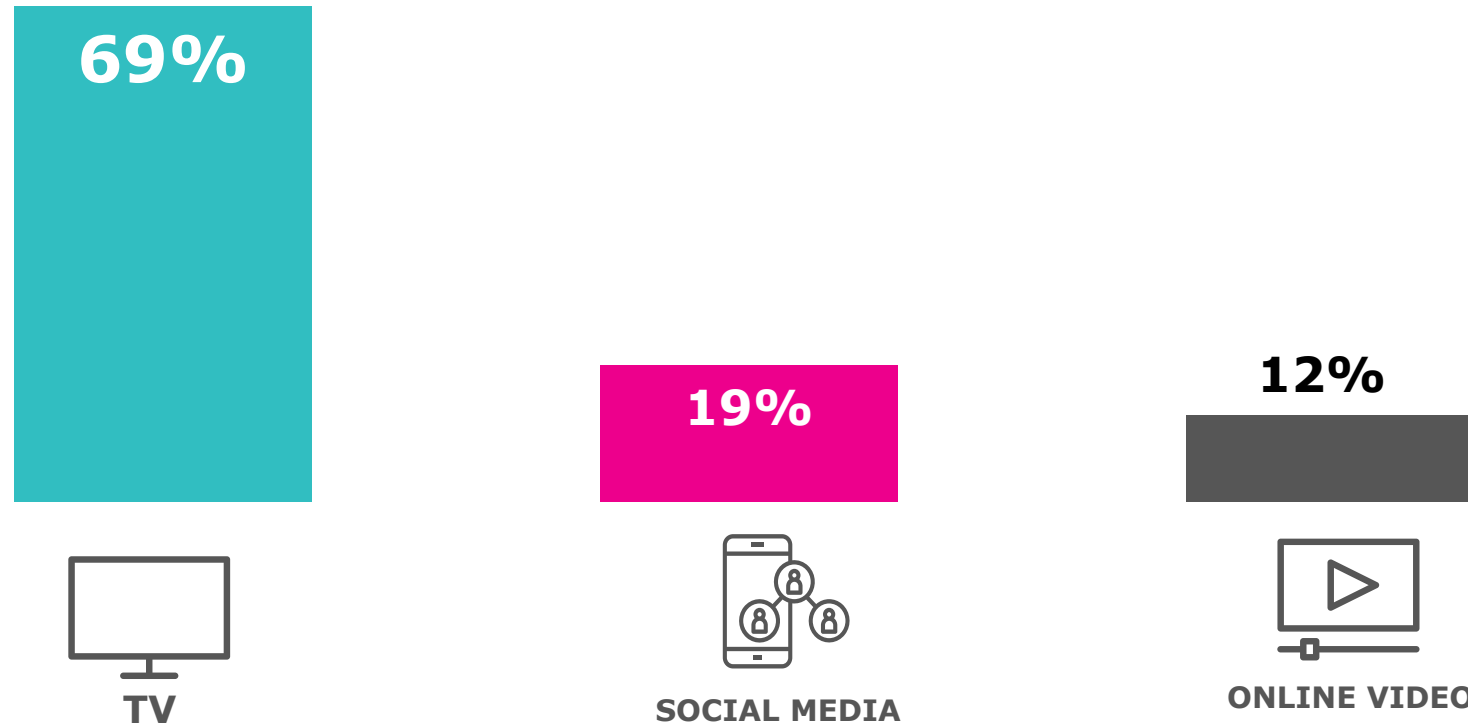
Source: Numeris VAM, February 27 – May 28, 2023, for Total TV, Streaming Services, YouTube, and TikTok

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**



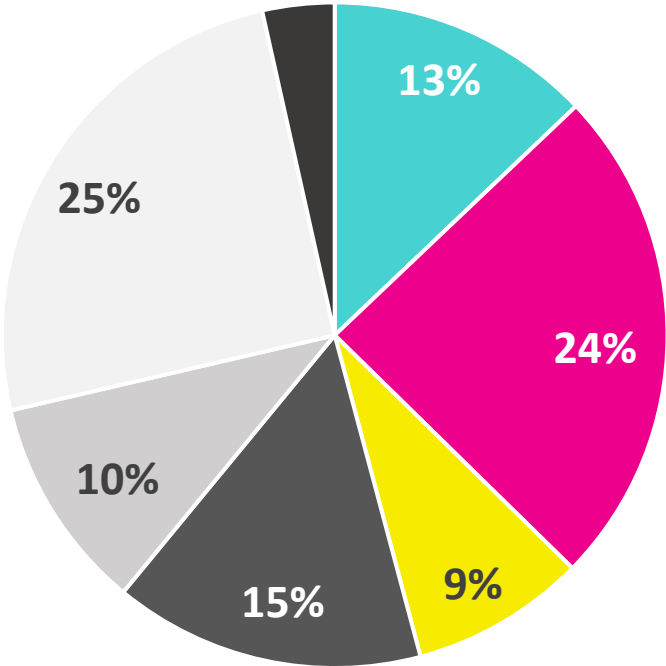
Q: Which ONE of the following media carries video advertising that you believe to be the **MOST TRUSTWORTHY**?

tv programming

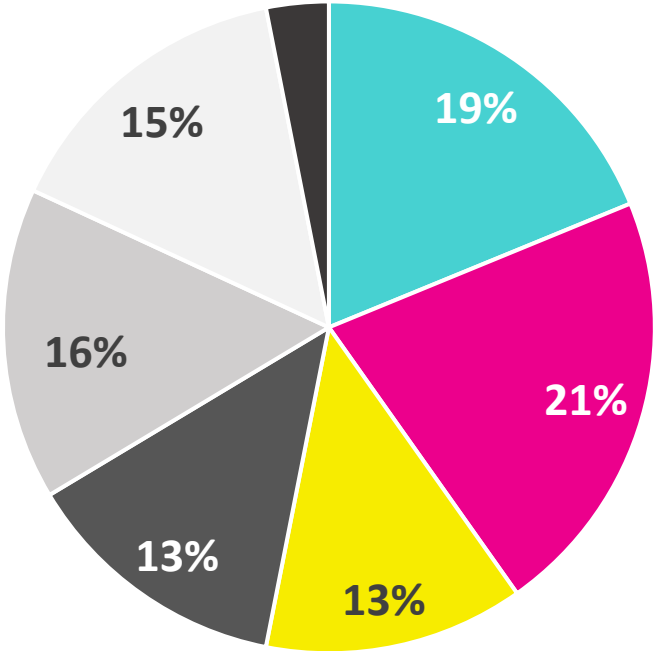
French Canadians watch **more news** and **less sports programming**

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

Source: Numeris PPM, Fall 2022 9/12/2022 to 12/18/2022 Total TV

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 tv



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**



En conclusion

Les Québécois are passionate about TV:

Adults 25-54 watch more than 15 hours a week

Quebecers are very loyal and emotionally attached to home grown content

Top program ratings are very high and deliver incomparable reach against all major target groups

Quebec viewers pay most attention to ads on TV, and believe that they are the most trustworthy

For the best advertising results, advertisers should take advantage of this attentive audience by putting TV at the center of their campaign.



reach us @



info@thinktv.ca



@thinktvca

**subscribe to our
newsletter**



thinktv.ca