

Canada & FRENCH at a glance

About 20% of Canada's population considers French their native language. By far, most of these French speakers live in the province of Quebec. There, organizations must offer their offline and online content in French. It's the law.

French Spoken Here

#2

French is the **second most spoken** language in Canada.

29%

Canadians who speak French as a **first language**



21%

Canadians who speak French at home

9%

Canadians who speak French as a **secondary language**

A Connected Country

Among G8 countries, Canada ranks **second in internet penetration**, behind the UK

- **24.5 hours:** How much Canadians spend online each week
- **34 hours:** How much young Canadians (18 to 24) spend online each week
- **75%:** Canadians who own smartphones
- **50+%:** Time online Canadians spend on their smartphones

It's the Law

French and English became Canada's official languages **in 1969**. Since then, all federal institutions must provide services in French upon request.

72%

 | Canadians who support "official bilingualism"

Official bilingualism describes Canadian policies that protect the rights of English and French speakers

Spotlight: Québec

French is the sole official language of the province.

6.6 million

Number of French-speaking residents

Over 90%: Quebec residents who consider French their primary language

75%: Residents who speak French exclusively at home

\$1,500 to \$20,000

The fine companies face when they don't localize their content for Quebec

More Than Language

Successfully serving Quebec requires linguistic and cultural fluency. Residents demand content in an authentic Quebec voice. They won't transact on sites that don't deliver on those expectations.

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