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.



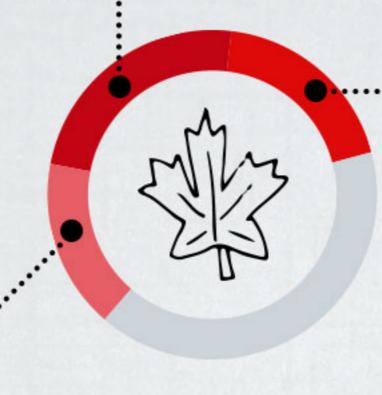
French Spoken Here

French is the second most spoken language in Canada.



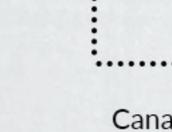


French as a first language



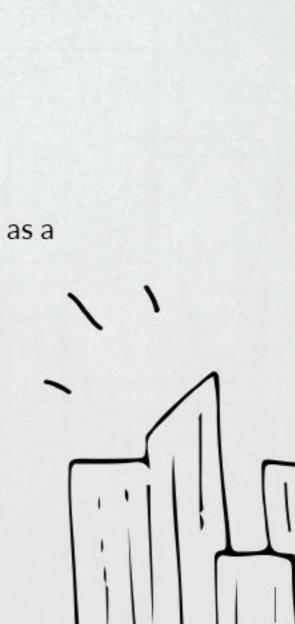
21%

Canadians who speak French at home



Canadians who speak French as a secondary language

9%



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

50+%: Time online Canadians spend on their smartphones

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.

Canadians who support "official bilingualism"

Canadians who

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

More Than Language

residents who consider French their primary language **75%:** Residents who speak

Over 90%: Quebec

French exclusively at home \$1,500 to \$20,000

The fine companies face

when they don't localize their content for Quebec

Residents demand content in an authentic Quebec voice. They won't

transact on sites that don't deliver on those expectations.

Successfully serving Quebec requires linguistic and cultural fluency.



Sources: Statistics Canada, CA Factbook, CIRCA, eMarketer, comScore, Canadian Media Usage Trends, Statista