

{ **FRANCO
PHONES**
in minority
communities

It's good
to know
them!

APF *Association
de la presse
francophone*


ARC
du Canada
Alliance des radios
communautaires

WHO?WHERE?WHAT?HOW?



- Who are they?
- Where are they?
- What media do they consume?
- How can they be reached?

Contact us!

Appendix - Profile of Francophone media consumers

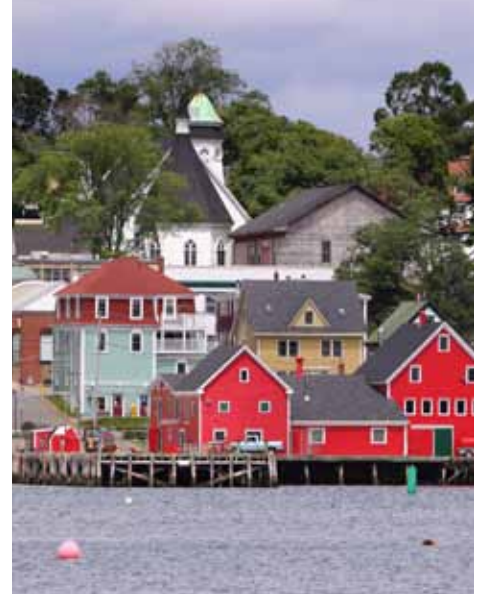
WHOARETHEY?

- **Over one million Canadians whose native language is French live outside Quebec** in a minority community.
- **They are active, dynamic, educated, and they wish to receive services in French.**
- **They offer a significant market potential** for any advertiser wishing to increase its sales and establish the brand identity of its products and services in a market underserved by the English-language media.



WHERE ARE THEY?

- Francophones in a minority community represent **14% of Canadians** for whom French is the native language.
- They are located throughout Canada, but **essentially live in Ontario and in the Atlantic Provinces.**



WHERE ARE THEY?

Breakdown of Francophones in minority communities

Western Provinces

200,800
people

British Columbia: 63,800
Alberta: 74,600
Manitoba: 44,800
Saskatchewan: 17,600

Northern Territories

3,100
people

Northwest Territories: 1,100
Nunavut: 400
Yukon: 1,600

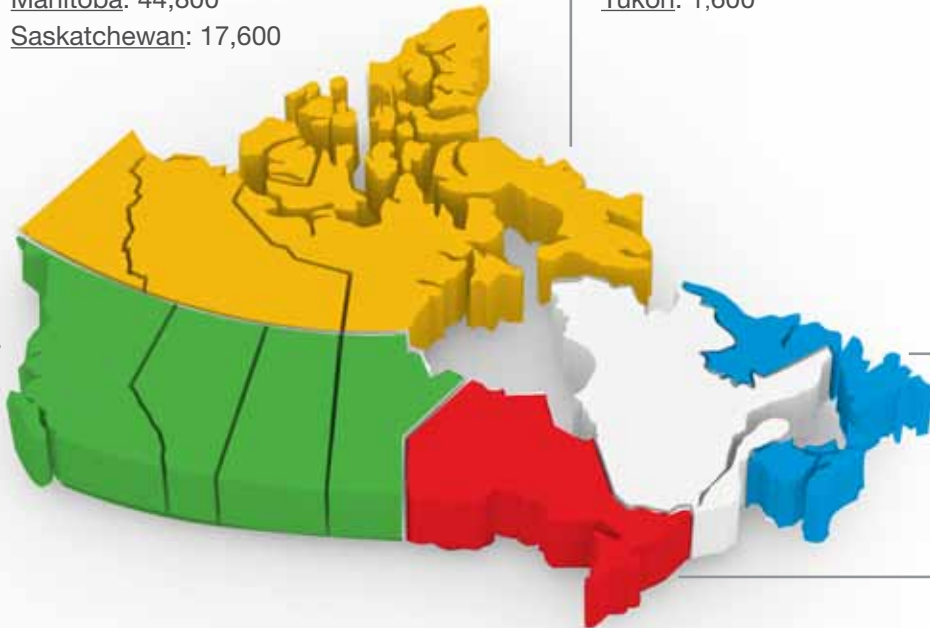
Atlantic Provinces

278,000
people

Nova Scotia: 32,800
New Brunswick: 237,000
Newfoundland and Labrador: 2,800
Prince Edward Island: 5,400

Ontario

526,000
people



Source: Statistics Canada – 2006 and 2011 Census

WHERE ARE THEY?



■ Ontario

Francophones are present throughout Ontario.

The eastern area (Ottawa, Prescott-Russell and Stormont, Dundas and Glengarry) accounts for **45%** of them. **21%** live in the northeast area, mainly in the Sudbury, Cochrane, Nipissing and Timiskaming census divisions.

■ Western Provinces

Alberta

Francophones are present throughout Alberta.

Over **50%** of them live in Calgary's and Edmonton's urban areas. Strong concentrations of Francophones are observed in the Rivière-la-Paix and Bonnyville municipalities.

British Columbia

Francophones are present throughout British Columbia.

Vancouver and its adjacent municipalities account for **54%** of them, while another **6%** live in the province's capital, Victoria.

Manitoba

Almost **90%** of Francophones live in Winnipeg or less than an hour away from the Manitoban capital.

Saskatchewan

Francophone communities are essentially concentrated in the cities of Saskatoon, North Battleford and Prince Albert, as well as in various rural municipalities in the province's southeast and southwest areas.

■ Atlantic Provinces

Francophones represent 12% of the total population of the Atlantic Provinces.

New Brunswick

Francophones form the majority in the north and the northeast areas, where **65%** of the province's Francophones are located.

Nova Scotia

In the southwest, they account for **33%** and, in Digby County and Yarmouth County, for **25%**.

Prince Edward Island

Over **62%** of Francophones live in Prince County, in the western area of the island.

■ Northwest Territories, Nunavut and Yukon

Northwest Territories

Over **70%** of Francophones live in the municipality of Yellowknife, and **18%** live in the Hay River, Fort Smith, Inuvik and Norman Wells municipalities.

Nunavut

Over **66%** of Francophones live in the province's capital, Iqaluit.

Yukon

Over **80%** of Francophones live in Whitehorse and its surroundings.

WHAT MEDIA DO THEY CONSUME?

- According to the results of the national survey *Let's Talk Media* ⁽¹⁾ that was undertaken to **better understand the behaviour and expectations of Francophones** toward the media that caters to them, **their media consumption was broken down as follows:**

Consumption of media by Francophones in minority communities



Radio

83% listen to the radio
25.9 hours/week



Television

93% watch television
13.9 hours/week



Newspapers

77% read
newspapers



Internet

78% surf on the Internet
9.5 hours/week



Social Media

63% Internet users have
a social media account

(1) Source: *Let's Talk Media* survey, performed by Léger Marketing
Detailed results are available at: letstalkmedia.ca

WHAT MEDIA DO THEY CONSUME?

- What distinguishes the Francophones from their Anglophone neighbours is the importance of French in the consumption of their favorite media.
Given the choice, they opt for a French-language media.

Language preference for media consumption

Radio

37% prefer listening to the radio in French



Radio listening in French

25% or less: 39%
From 25% to 50%: 16%
From 50% to 75%: 7%
Over 75%: 15%
100%: 22%



Newspapers

43% prefer to read their local newspapers in French



Preferred language for reading

English only: 18%
English, sometimes French: 16%
Both French and English, equally: 22%
French, sometimes English: 20%
French only: 23%



Television

25% prefer watching television in French



TV viewing in French

25% or less: 47%
From 25% to 50%: 20%
From 50% to 75%: 8%
Over 75%: 11%
100%: 14%



Social Media

38% use social media essentially in French




Language used

French: 38%
English: 37%
Both: 25%



Source: Let's Talk Media survey, performed by Léger Marketing
Detailed results are available at: letstalkmedia.ca

HOW CAN THEY BE REACHED?

- 
- **French-language radio stations and newspapers** represent the **most efficient media** for reaching Francophone communities.
 - The *Alliance des radios communautaires du Canada* [ARCC] and the *Association de la presse francophone* [APF] give access to a **network of close to fifty French-language radio stations and newspapers** outside Quebec and throughout Canada.
 - These media outlets are up to date on the needs and expectations of Francophones. They are familiar with them and **know how to reach them efficiently**. By using these French-language media, **advertisers distinguish themselves favourably** from the English-language media.

Programming and editorial content of the French-language media are at the heart of the Francophone communities:

- National and regional news coverage
- Complete event coverage
- Broadcasting of news about French-language organizations
- Columns on current issues
- Promotion of the Francophone culture
- Integration of Francophone newcomers
- Promotion of the French language among Francophiles

HOW CAN THEY BE REACHED?

- The media members of the APF and the ARCC offer **personalized services** to help you achieve your business objectives. It is possible to launch **national, regional or provincial campaigns** in any of these networks.

Visibility opportunities to achieve your business objectives:



Radio Stations

- Traditional campaigns in 10-to-60 second formats
- Sponsorship of programs and columns
- Information and awareness segments
- Contests and promotions
- Specials or series
- Promotional and event coverage
- Promotional interviews
- Integration to websites

Other Services

Original concept
Adaptation of existing campaigns



Newspapers

- Multi formats traditional campaigns
- Special supplements
- Sponsorship of columns
- Advertorials
- Inserts
- Promotional and event coverage
- Promotional interviews
- Integration to websites

Translation
One-stop shop for billing

HOW CAN THEY BE REACHED?



Breakdown of radio stations and newspapers that are members of the APF and the ARCC

Ontario

Radio Stations

Cornwall: CHOD
Hearst: CINN
Kapuskasing: CKGN
Ottawa: CJFO
Penetanguishene: CFRH
Toronto: CHOQ

Newspapers

Clarence Creek: *Agricom*
Cornwall: *Le Journal de Cornwall*
Embrun: *Le Reflet de Prescott-Russel*
Hamilton and Niagara: *Le Régional*
Hawkesbury: *Le Carillon*
Hearst: *Le Nord*
London-Sarnia: *L'Action*
Ottawa: *L'Express d'Ottawa*
Penetanguishene: *Le Goût de vivre*
Sudbury: *Le Voyageur*
Toronto: *Le Métropolitain*
Windsor: *Le Rempart*

Atlantic Provinces

Radio Stations

New Brunswick
Campbelton: CIMS
Madawaska County: CFAI
Restigouche County: CFJU
Westmorland County
and Kent County: CJSE
Fredericton: CJPN
Miramichi: CKMA
Moncton/Dieppe: CFBO
Moncton/Dieppe: CKUM
Pokenouche: CKRO
Saint-John: CHQC
Nouvelle-Écosse
Cape Breton: CKJM
Halifax: CKRH
Petit-de-Grat-Richmond: CITU
Saulnierville: CIFA
Newfoundland and Labrador
Labrador City: CJRM

Newspapers

New Brunswick
Shediac: *Le Moniteur acadien*
Nova Scotia
*Le Courrier de la Nouvelle-Écosse**
Prince Edward Island
*La Voix acadienne**
Newfoundland and Labrador
*Le Gaboteur**

*These newspapers are distributed throughout the province.

HOW CAN THEY BE REACHED?



Breakdown of radio stations and newspapers that are members of the APF and the ARCC [continued]

Western Provinces

Radio Stations

Alberta
Plamondon-Lac La Biche: CHOD
Rivière-la-Paix: CHPL
British Columbia
Victoria: CILS
Manitoba
Winnipeg/St-Boniface: CKXL
Saskatchewan
Gravelbourg: CFRG

Newspapers

Alberta
*Le Franco**
Manitoba
*La Liberté**
Saskatchewan
*L'Eau Vive**

Northern Territories

Radio Stations

Nunavut
Iqaluit: CFRT
Yukon
Yellowknife: CIVR

Newspapers

Nunavut
*L'Aquilon**
Northwest Territories
*L'Aquilon**
Yukon
*L'Aurore Boréale**

*These newspapers are distributed throughout the province.

CONTACT US!

For more information and to discuss opportunities for reaching your target audience, please contact:



Association de la presse francophone

Luc Rainville,
Executive Director

Telephone: 613.241.1017
Email: dg@apf.ca
www.apf.ca

Created in 1976, the *Association de la presse francophone* is the only network of French-language newspapers published in Canada outside Quebec.

Its mission is to unite, support, serve and represent its members to foster the development and flourishing of the French-language press, as well as the vitality of the Francophone and Acadian communities of Canada. The *Association de la presse francophone* represents the interests of 21 members with a combined circulation of 140,000 copies.



Alliance des radios communautaires du Canada

Simon Forgues,
Development and Communications

Telephone: 613.562.0000
Email: s.forgues@radiorfa.com
www.radiorfa.com

Since 1991, the *Alliance des radios communautaires du Canada* has been carrying out the general coordination of community radiobroadcasting within the Francophone and Acadian communities of Canada.

The *Alliance des radios communautaires du Canada* represents 28 radio stations.

Appendix - Profile of Francophone media consumers

■ The **listeners of radio stations** members of the ARCC have a profile that fosters consumption.

Profile of radio listeners



Their family structure fosters consumption

80% are homeowners

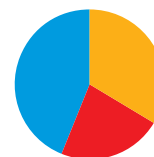
39% have children living at home

Number of people per household

20%: 1 person

63%: 2 people

15%: 3 people and more



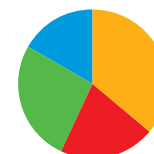
They are educated

33%: have a university degree
22%: have a college degree
43%: have completed primary/secondary school



They are active

20%: 65 years old and over
18%: 55-64 years old
22%: 45-54 years old
31%: 25-44 years old
8%: 18-24 years old



They have an excellent purchasing power

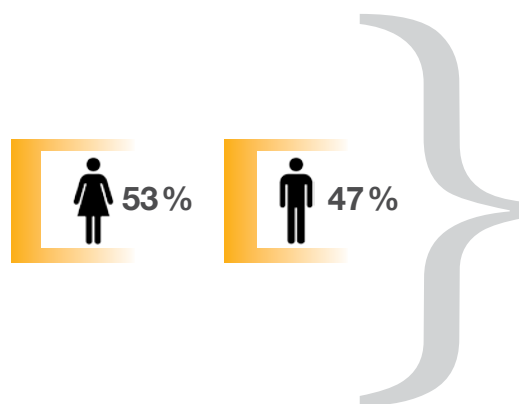
26%: < \$39,999/year
15%: \$40,000 to \$59,999/year
19%: \$60,000 to \$99,999/year
12%: > \$100,000/year

Source: Let's Talk Media survey, performed by Léger Marketing
Detailed results are available at: letstalkmedia.ca

Appendix - Profile of Francophone media consumers

■ The **readers of newspapers** members of the APF have a profile that fosters consumption.

Profile of newspaper readers



Their family structure fosters consumption

77% are homeowners

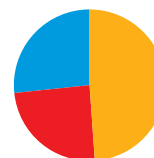
48% have children living at home

Number of people per household

19%: 1 person

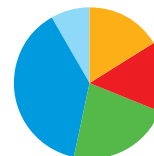
61%: 2 people

19%: 3 people and more



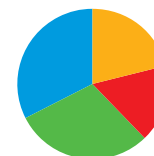
They are educated

48%: have a university degree
24%: have a college degree
26%: have completed primary/secondary school



They are active

16%: 65 years old and over
15%: 55-64 years old
22%: 45-54 years old
38%: 25-44 years old
8%: 18-24 years old



They have an excellent purchasing power

15%: < \$39,999/year
12%: \$40,000 to \$59,999/year
21%: \$60,000 to \$99,999/year
23%: > \$100,000/year