

# Canadians TV Habits in Fall 2020



The Fall 2020 TV season was like no other we have experienced before. The COVID-19 pandemic resulted in delayed launch dates for television programs and staggered atypical seasons for professional sports. As the threat of a second wave loomed, Canadians eagerly awaited the premieres of their favourite TV shows at the end of October and into November. 2019-20 NBA and NHL playoffs were months later than usual, and the start to their 2020-21 seasons were delayed until the end of December for the NBA and January 2021 for the NHL. The US election drew unprecedented audiences in November as the world waited several days for a new US President to be officially declared. While provinces entered into various stages of lockdowns, the holiday season brought traditional seasonal programming such as the World Junior Championship hockey tournament, holiday content and series marathons, in addition to several specialty channels offering free preview periods.

TV continued to reach   
**25,508,000**  
 Canadians each week this fall in English Canada.

For key buying demographics TV reached on average weekly:

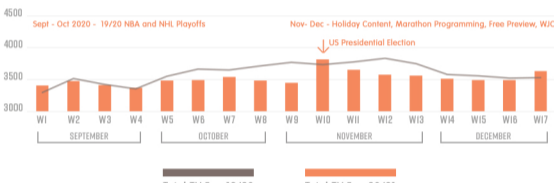
**81%** **79%** **76%**  
 A25-54 A18-49 A18-34

A25-54 and A18-49 maintained 93% reach and A18-34 maintained 91% reach when compared to last fall.

Source: Numeris Canada, English Canada, w1-17 20/21, 2+, M-Su 2a-2a, AvWklyRch (000), AvWkly Rch %

## ENGLISH CANADA MAINTAINED 98% OF THEIR AUDIENCE

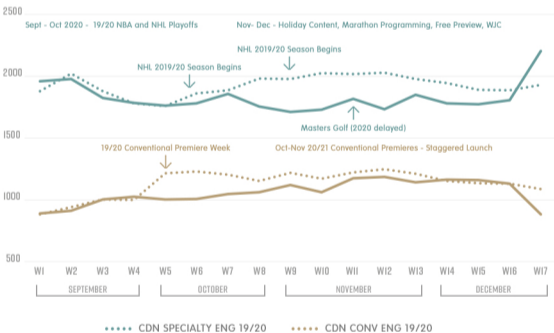
While overall viewing was maintained this Fall at 98% when compared to previous year, we did see a decline of 11% in A25-54 viewing due to the delay of traditional primetime program premieres and professional sports seasons. We saw a Total TV increase of 3% for 2+ in November when most of the primetime programs had returned, with the biggest increase of 10% seen in Canadian Conventional English for both 2+ and A25-54, over the previous month of October. The build up to a very dramatic US election this Fall had viewers engaged in October for both the Presidential and Vice Presidential debates, culminating in record audiences on Election Day, November 3rd.



Source: Numeris Canada, English Canada, w1-17 19/20, w1-17 20/21, 2+, M-Su 2a-2a, AMA (000)

## TV CONTENT VARIED BY WEEK THIS FALL

The 2019-20 NHL and NBA season playoffs finally began in September, which saw Canadian Specialty English audiences on par with previous year. October was the start of new TV season and resulted in a steady return of conventional audiences. Canadian Conventional English saw increases of 4% in 2+ and 6% in both A25-54 and A18-49 viewing for week of October 12th over the previous week. The holiday TV season began in November and continued in December, with seasonal content, and specialty stations offering marathon programming and free preview periods. December brought great news to sports fans with the return of the NBA on December 22nd, and always a holiday favourite, the return of the World Junior Championship hockey tournament on Boxing Day.



Source: Numeris Canada, English Canada, w1-17 19/20, w1-17 20/21, 2+, M-Su 2a-2a, AMA (000)

## Key Buying Demographic Fall Viewing

As the COVID-19 pandemic evolved throughout the Fall, we saw changes in viewing across all demographics. While Teens on average were spending more time with TV, Adults average hours per week varied by market.



### Kids 2-11

TV reached 76%\* of kids, maintaining 90% of children who viewed TV compared to last Fall. Montreal Anglo saw the biggest increase, reaching 4% more children this Fall. In Toronto/Hamilton, children spent 5% more average hours per week watching TV.



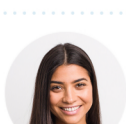
### Teens 12-17

TV reached 80%\* of teens, maintaining 92% of teen viewers compared to last Fall. Teens spent on average 14.3 hours a week with TV this Fall, up from 14.1 hours compared to same period last year. Edmonton had the highest increase of 22% followed by Vancouver/Victoria with 13% and Montreal Anglo with 7%.



### Adults 18-34

TV reached 76%\* of A18-34, maintaining 91% of A18-34 viewers from last Fall. Calgary and Vancouver/Victoria both saw a 2% increase in average hours per week for A18-34, driven primarily by Canadian Specialty.



### Adults 18-49

TV reached 79%\* of A18-49, maintaining 93% of A18-49 viewers from last Fall. Toronto/Hamilton and Calgary saw their average hours per week maintained, while Montreal Anglo had an increase in of 2%, driven by both Canadian Conventional and Specialty.



### Adults 25-54

TV reached 81%\* of A25-54, maintaining 93% of A25-54 who viewed TV compared to last Fall. Vancouver/Victoria and Toronto/Hamilton both saw their average hours per week maintained, while Montreal Anglo had an increase in of 2%, with an increase in time spent to Canadian Specialty.

Source: Numeris Canada, English Canada, w1-17 20/21, 2+, M-Su 2a-2a, AvWklyRch %, AvHrsWk (viewed)  
 \* Average weekly reach