



## Summer Days Have Come and Gone

Canadians weathered their second pandemic summer with a much more hopeful outlook than last year. Restrictions eased, curfews were removed and vaccination rates steadily climbed, which provided a more typical summer season. Travelling abroad was once again an option and familiar summer content was back on screens. Professional summer sports played throughout the summer and after a yearlong delay, the 2020 Olympics were held in Tokyo.

Television reached **85%** of A2+ in English Canada and **98%** of A2+ in Quebec Franco in Summer 2021.

### TV reached on average weekly:

#### English Canada

**75%** A18-34    **78%** A18-49    **80%** A25-54

Almost **100%** reach maintained from last summer, indexing at **99**.

Source: Numeris TV Meter, Total TV EN, English Canada, Wks 41-53 19/20, Wks 40-52 20/21, Mo-Su 2a-2a, AvWklyRch (000), AvWklyRch %

#### Quebec Franco

**80%** A18-34    **85%** A18-49    **87%** A25-54

A25-54 and A18-49 indexing at **99%** and **98%** respectively and A18-34 at **96%** versus last summer

Source: Numeris TV Meter, Total TV FR, Quebec Franco, Wks 41-53 19/20, Wks 40-52 20/21, A2+, Mo-Su 2a-2a, AvWklyRch (000), AvWklyRch %

## New Content Captured Viewers' Attention



The return of traditional summer programming and the 2020 Summer Olympics contributed to a **14%** increase in A2+ viewing to Canadian Conventional English stations versus last summer.

Quebecers followed along with the Olympics which contributed to a **22%** increase to Canadian Conventional French tuning in weeks 47-49 over last year.

Canadians A2+ spent an average of **20.5** hours per week with TV in English Canada and **23** hours a week in Quebec Franco.

#### English Canada



Source: Numeris TV Meter, Total TV EN, English Canada, Wks 40-52 18/19, Wks 41-53 19/20, Wks 40-52 20/21, A2+, Mo-Su 2a-2a, AMA (000), AvHrsWk(view)

#### Quebec Franco



Source: Numeris TV Meter, Total TV FR, Quebec Franco, Wks 40-52 18/19, Wks 41-53 19/20, Wks 40-52 20/21, A2+, Mo-Su 2a-2a, AMA (000), AvHrsWk(view)

## Primetime Viewing



### Adults 18-34

In English Canada, A18-34 maintained 89% of their primetime audience from same period last year, with 4.3 hours per week being spent in primetime.

In Quebec Franco, 85 % of their primetime audience was maintained from same period last year and 5.4 hours of primetime TV was watched on average per week. Conventional and Specialty tuning was stable over last summer.

Calgary saw the biggest increase with viewing up 15% in primetime compared to last summer, driven by both Canadian English Conventional and Specialty.

### Adults 18-49

In English Canada, A18-49 maintained 95% of their primetime audience from same period last year, with 5.0 hours per week being spent in primetime.

In Quebec Franco, 92% of their primetime audience was maintained versus same period last year and 6.4 hours of primetime TV was watched on average per week. Conventional and Specialty tuning was stable over last summer.

Montreal Anglo maintained 97% and Calgary 99% of their primetime audience, with 5.8 and 4.4 hours per week in

### Adults 25-54

In English Canada, A25-54 maintained 96% of their primetime audience from same period last year, with 5.6 average hours per week being spent in primetime.

In Quebec Franco, 95% of their primetime audience was maintained vs same period last year and they watched 7.4 hours of primetime TV on average per week. Conventional and Specialty tuning was stable over last summer.

Toronto/Hamilton maintained 92% of their primetime audience while Montreal Anglo tuning grew 1% over last summer.

Source: Numeris TV Meter, Total TV EN, English Canada, Wks 41-53 19/20, Wks 40-52 20/21, Mo-Su 7p-11p, AMA (000), AvHrsWk (viewed)

Source: Numeris TV Meter, Total TV FR, Quebec Franco, Wks 41-53 19/20, Wks 40-52 20/21, Mo-Su 6p-11p, AMA(000), AvHrsWk (viewed)