

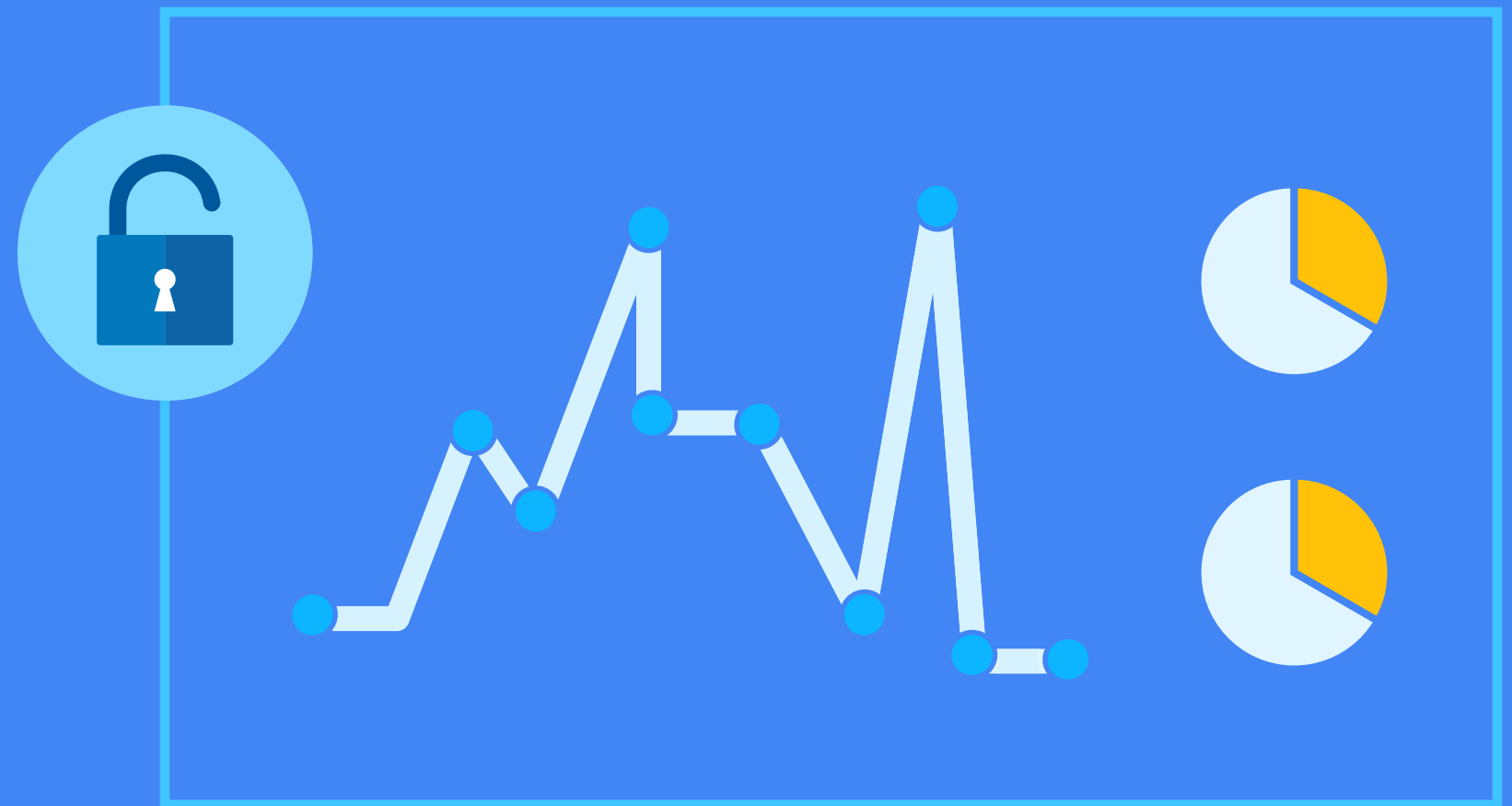


YouTube Human Stories 2017–Quebec

Exclusive Topline Report



Google has commissioned this study for Think with Google. We're pleased to share this additional data with you, our valued Agency Partner.



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Background & Methodology



OBJECTIVE

Google commissioned Ipsos Connect to conduct a study in Canada measuring YouTube's value in the lives of our audiences, why they love YouTube so much, and how advertisers can leverage these learnings—all to better understand how and why users are consuming different types of content on YouTube.

QUANTITATIVE ONLINESURVEY

A total of 4,917 Canadian respondents age 13-54 completed a device-agnostic survey. The study was fielded between May 8, 2017 and May 16, 2017.

Respondents met the following criteria for inclusion in this research:

- Age 13-54
- Canada residents
- Go online at least once a month

Background & Methodology

QUANTITATIVE ONLINESURVEY

For most of the survey, respondents were assigned to a specific genre they watch on YouTube at least once a month. Respondents who qualified for more than one genre were assigned to a genre based on least-filled, and genre viewing results were weighted to reflect age/gender/region/language of those who watch that genre on YouTube at least monthly. Respondents did not have to qualify for a genre in order to complete the survey.

Quotas and weighting were set to match the Google Enumeration study on age and gender in the Canada, and Census on region and language.

Key Takeaways

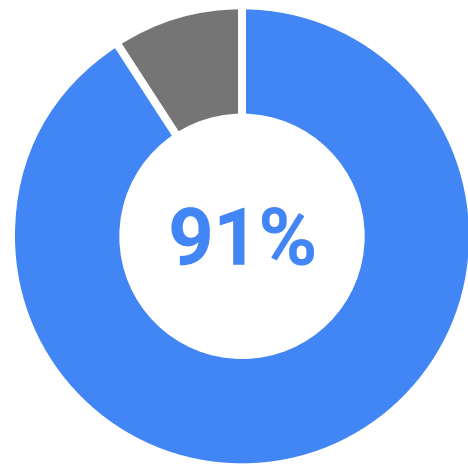
Quebecers recognize and rely on YouTube having a video for any occasion at any moment they want to watch.

- Quebec YouTube Users turn to YouTube for its wide range of on-demand content.
- And because of this, Quebecers can't get enough YouTube.
- Distinctive uses for YouTube include:

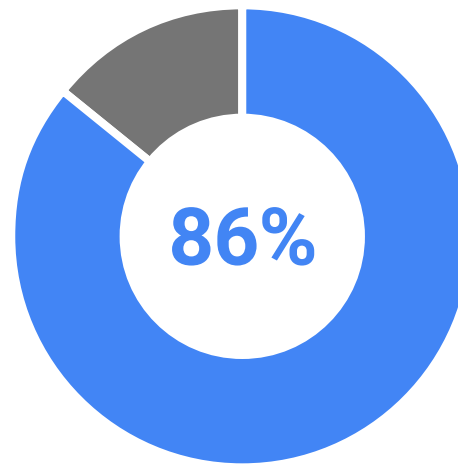
.....
Favored method for consuming content	YouTube videos are Quebecers' preferred format for content consumption.
.....
Curator	Quebec Users curate their media consumption on YouTube—particularly late-night TV segments.
.....
Place to watch ads	Quebecers watch entire ads instead of skipping them.
.....

- YouTube helps Quebec Users learn, improving and impacting their lives in a variety of ways.

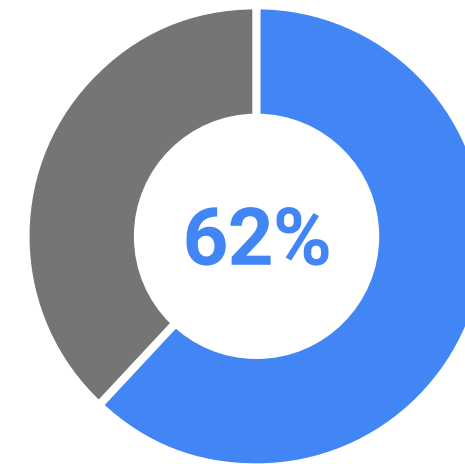
Quebecers depend on YouTube's on-demand, unparalleled range of content.



of Quebec YouTube Users agree: **Youtube has something for every occasion.**



of Quebec YouTube Users agree: **YouTube will have whatever it is I want to watch at any given moment.**



of Quebec YouTube Users agree: **If YouTube were to disappear, I don't know where I would find the videos I love.**

Base: Monthly Quebec YouTube Users n=801

Q4. How much do you agree or disagree with each statement about watching videos on YouTube? (Strongly/Somewhat agree)

Quebecers can't get enough YouTube.

Quebec YouTube Users would rather give up...

53% playing games on their phone	40% talking on the phone
49% alcohol*	39% coffee
45% chocolate	27% messaging/texting
43% TV	24% going out with friends
42% cable TV	

...than give up YouTube for a week.

Base: Quebec YouTube Users who ever use or do this at all n=202-383. *Among Ages 19-54

Q14. Which, if anything, would you give up for a week than give up YouTube for a week? Select all that apply. Instead of giving up YouTube for a week, I'd rather give up for a week...

Video (specifically video on YouTube) has become Quebecers' preferred format for content consumption.

Among Online Quebecers

76% prefer to **get tips and advice from YouTube videos** vs. get tips and advice from magazines.

Online Quebecers are **3.2X** as likely to prefer to get tips and advice from YouTube videos as to get tips and advice from magazines (76% vs. 24%).

74% prefer to **watch a YouTube tutorial video** vs. read instructions.

Online Quebecers are **2.8X** as likely to prefer to watch a YouTube tutorial video as to read instructions (74% vs. 26%).

68% prefer to **watch a YouTube video to learn something** vs. read to learn something.

Online Quebecers are **2.2X** as likely to prefer to watch a YouTube video to learn something as to read to learn something (68% vs. 32%).

59% prefer to **watch YouTube cook with me videos** vs. watch TV cooking shows.

Online Quebecers are **1.4X** as likely to prefer to watch YouTube cook with me videos as to watch TV cooking shows (59% vs. 41%).

Base: Total Quebec Respondents n=871

Q10. On the next several screens, you will be shown a pair of activities. Please select which you would prefer to do. Please answer with your initial reaction, as quickly as you can.

Quebecers watch TV on YouTube, turning to the platform for curation and to keep up with other media by watching highlights.

Curation benefits

86%

of Quebec YouTube Users agree: Watching YouTube videos allows me to watch only what I'm interested in.

79%

of Quebec YouTube Users agree: Watching movie/TV trailers and clips on YouTube helps me decide what to watch.

75%

of Quebec YouTube Users agree: Watching YouTube videos saves me from having to sit through something in its entirety.

Content curated

60%

of Online Quebecers are more likely to watch late-night TV segments on YouTube than on TV (60% vs 40%).

52%

of Online Quebecers prefer to watch awards show highlights on YouTube vs. watch an entire awards show on TV (52% vs 48%).

45%

of Online Quebecers prefer to watch news highlights on YouTube vs. watch an entire news segment on TV (45% vs 55%).

Base: Total Quebec Respondents who watch content at all n=870

Q9. Where are you more likely to watch each of the following?

Base: Total Quebec Respondents n=882

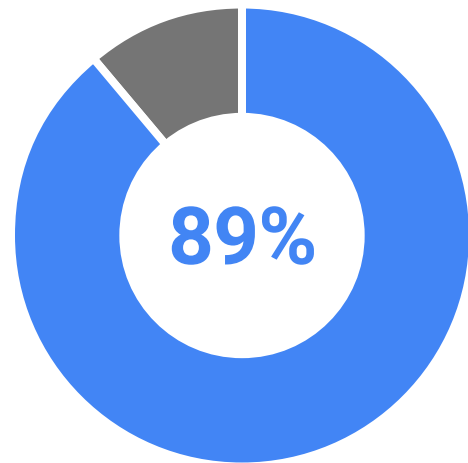
Q10. Please select which you would prefer to do. Please answer with your initial reaction, as quickly as you can.

Base: Monthly Quebec YouTube Users n=871

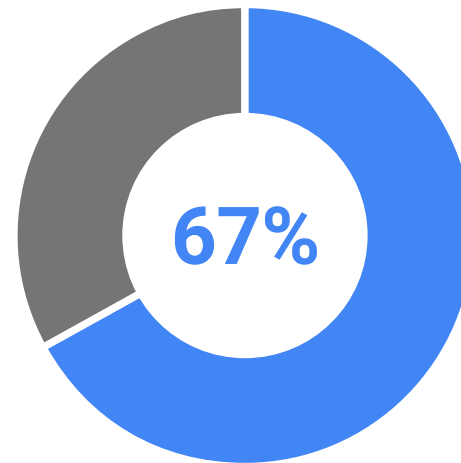
Q11. How much do you agree or disagree with each of the following statements? (Strongly/Somewhat agree)

YouTube improves Quebecers' lives, especially when it comes to learning.

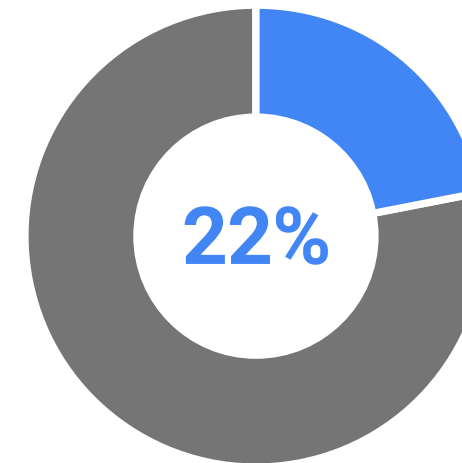
In the past year, **YouTube** has helped



of Online Quebecers in the past year (NET).



of Online Quebecers learn: to do something new (46%). about something they're interested in (53%).



of Online Quebecers see the world differently.

Base: Total Quebec Respondents n=882
Q12. In which ways, if any, has watching YouTube videos impacted your life in the past year? Select all that apply.

Watching YouTube videos has impacted the lives of Quebecers in a variety of ways.

54%

In the past year, YouTube allowed **54%** of Online Quebecers **just to have a fun moment.**

40%

In the past year, YouTube helped **40%** of Online Quebecers **learn how to do something themselves.**

36%

In the past year, YouTube helped **36%** of Online Quebecers **find content they couldn't find anywhere else.**

46%

In the past year, YouTube made **46%** of Online Quebecers **laugh hysterically, to the point of tears.**

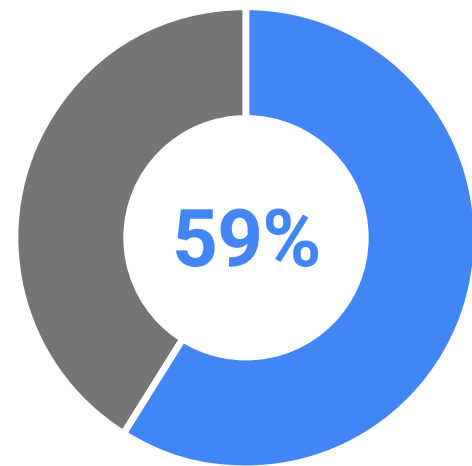
39%

In the past year, YouTube helped **39%** of Online Quebecers **understand how to use a product.**

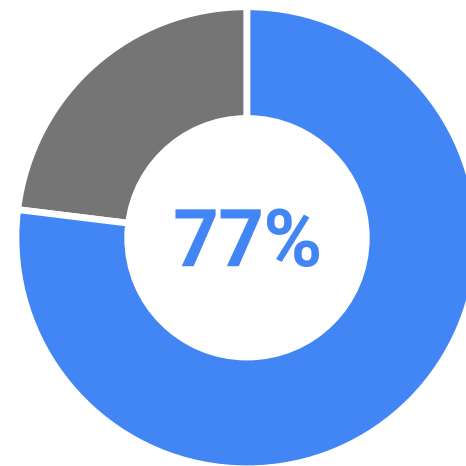
Base: Total Quebec Respondents n=882

Q13. And, in which of the following ways, if any, has watching YouTube videos impacted you in the past year? Select all that apply. In the past year, YouTube...

Quebecers are more likely to prefer YouTube ads to TV ads, actively choosing to watch ads on YouTube.



of Online Quebecers who watch both YouTube and TV at least once a month and express a preference agree: **I prefer watching YouTube ads to watching TV ads.**



of Quebec YouTube Users **watched an ad on YouTube to the end**, instead of skipping it.

Among Quebec YouTube Users

51% watch ads on YouTube to be **entertained**.

35% watch ads on YouTube **to stay current about new products**.

Base: Quebecers who Watch YouTube and TV at least once a month and not neutral n=396 ; Base: Monthly Quebec YouTube Users who ever watch ads n=487
Q19a. How much do you agree or disagree: I prefer watching YouTube ads to watching TV ads. (Strongly/Somewhat agree)
Q18. Have you ever watched an ad on YouTube to the end, instead of skipping it?
Q17. For which reason(s) do you ever watch ads on YouTube? Select all that apply. I watch YouTube ads...



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