

Results of TVC 22's Market Study - 2019

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Sampling Techniques

We conducted the first part of the survey at the Marina during the Canada Day weekend. We were sitting at a table where volunteers could answer the survey, and we walked through the site a few times to randomly select participants. During that part of the survey, we collected 20 responses. During the second part of the survey, we made phone calls directed towards the residents Prescott-Russell. We chose random phone numbers from the telephone directory. During that part of the survey, we collected 97 responses through 602 calls.

Types of Questions

The survey consists of 14 questions (excluding requests for an email address and a telephone number). Four questions are excluded if the respondent doesn't know TVC 22 since it is impossible for the respondent to answer them if he/she doesn't know who we are. The survey includes two dichotomous questions (Yes/No), ten multiple choice questions (where one question allows multiple answers to be chosen), one question allowing a rating on a scale of 1 to 10 and one open question. It should be noted that in the first version of the survey, the question asking for a rating was not included, so 20 of the 117 respondents did not answer that question.

Results Summary

83,8% of the respondents know TVC 22

Of the people that watch TVC 22:

- 44,8% have answered watching it from time to time
- 13,8% have answered watching it once a month
- 34,5% have answered watching it once a week
- 1,7% have answered only watching it if there is someone they know
- 5,2% are considered false positives

Types of programs watched by the respondents:

- News / general interest program: 60,7%
- Entertainment program: 55,6%
- Exercise / sport program: 22,2%
- Political program: 19,7%
- Arts and culture program: 17,9%
- Educational program: 15,4%

* These statistics are based on the respondents that know TVC 22

**These statistics were collected through Statistics Canada

- Comedy program: 8,5%
- Bingo: 6,0%
- Cooking program: 6,0%

On average, people who watch TVC 22 rate its content as a quality of 7,2 out of 10. The median of the ratings is of 8 out of 10, and the mode is also of 8 out of 10. The standard deviation of all the data is 1,92.

49,6% of the respondents watch TVC 22

68,4% of the respondents believe that TVC 22 should be offered by cable and satellite to a bigger part of the population.

86,3% of the respondents believe that a donation of one dollar a month to support TVC 22 is an acceptable amount.

50% of the respondents that know TVC 22 but don't watch it claim that it's because they do not use Videotron.

The types of programs watched by male and female respondents are very similar. However, men watch a lot more exercise / sports programs than women do (51% of men VS 8% of women), and women watch a lot more arts and culture programs than men do (5% of men VS 24% of women).

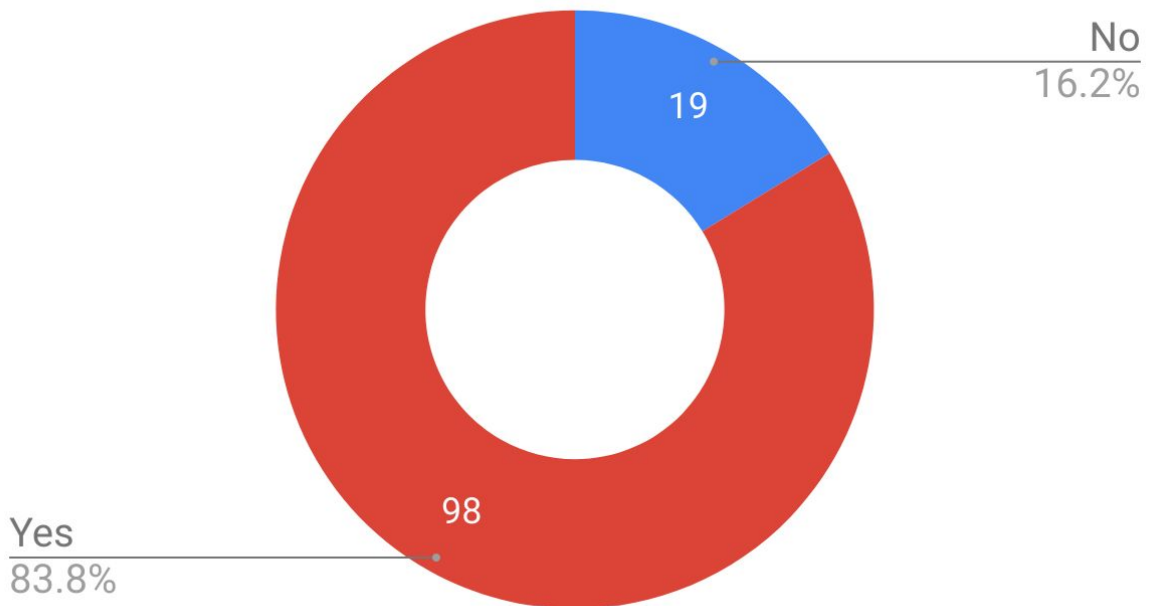
Unsurprisingly, while 79,5% of the respondents are located in Rockland, 91,4% of respondents that watch TVC 22 are located in Rockland.

Do You Know TVC 22?

* These statistics are based on the respondents that know TVC 22

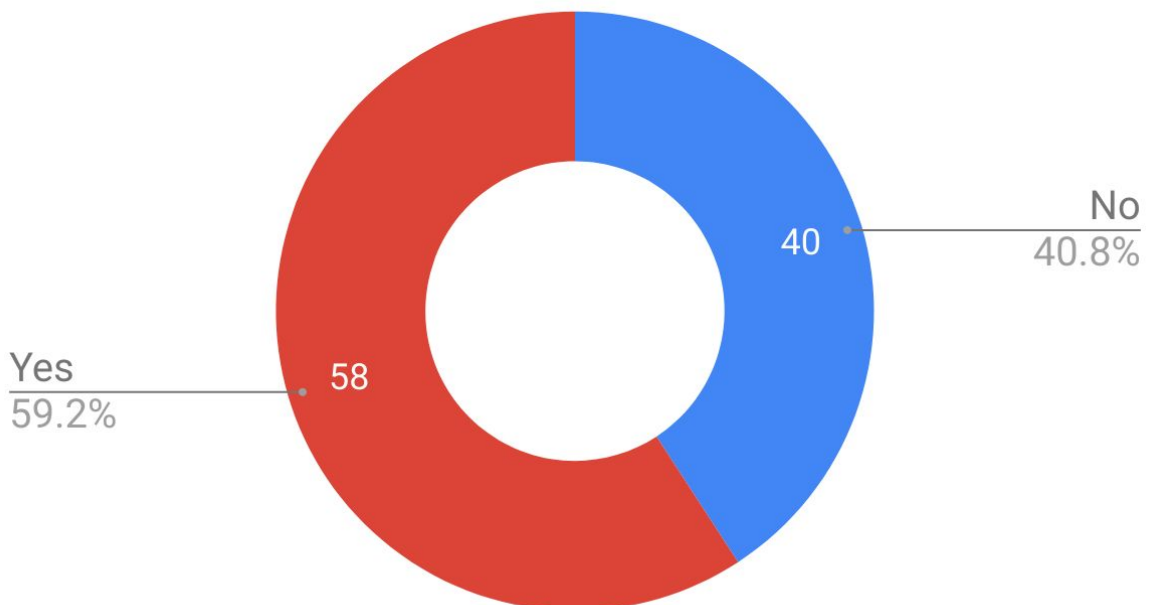
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Do You Know TVC 22?



Do You Watch TVC 22?*

Do You Watch TVC 22?*



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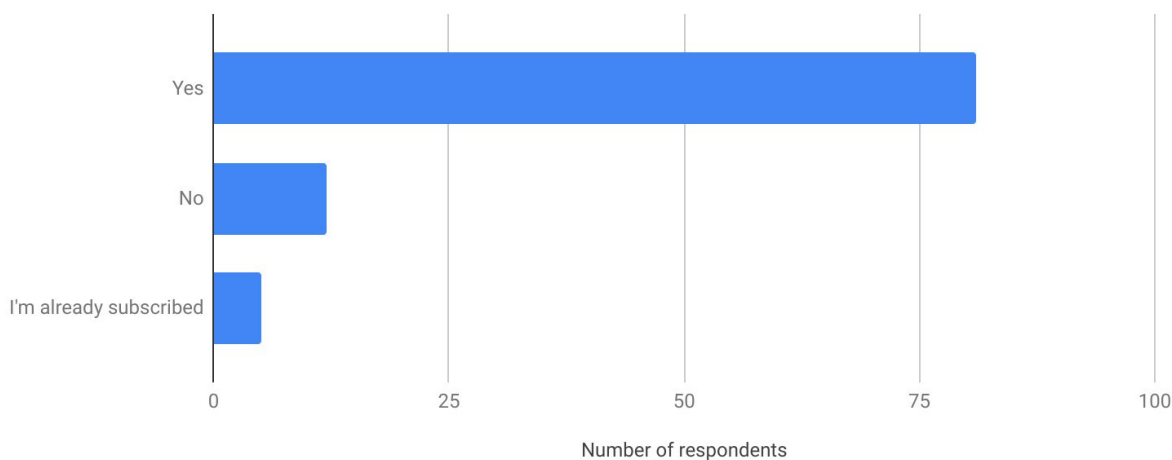
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Why Don't You Watch TVC 2 even though you it?*

- **Incertain (4)**
- **Manque d'intérêt (1)**
- **Je n'ai pas vidéotron (13)**
- **Je n'écoute pas la télévision (2)**
- **Je n'utilise pas le câble (3)**
- **Je ne vis pas à Rockland (3)**

Access to TVC 22 Platforms*

Do you have any access to televisual or social TVC 22 platforms?*

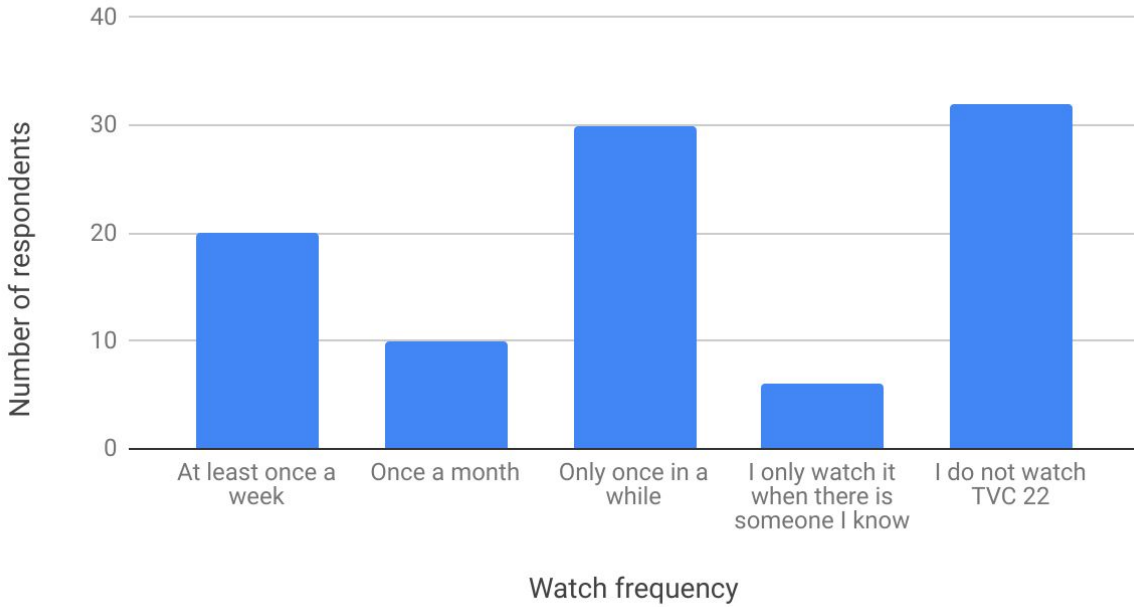


How Often do People Watch TVC 22?*

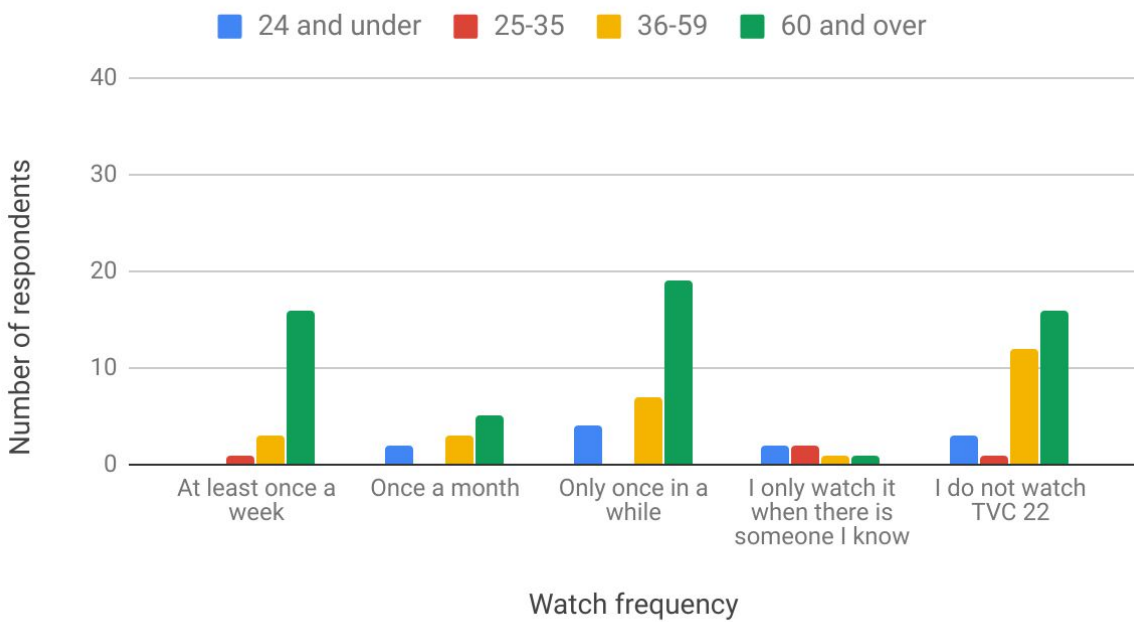
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How Often do People Watch TVC 22?



Watch Frequency Filtered by Age

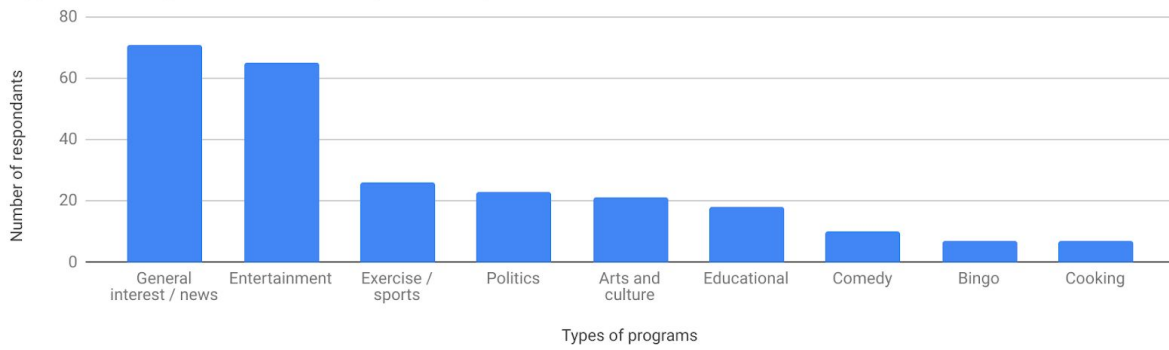


Types of Programs

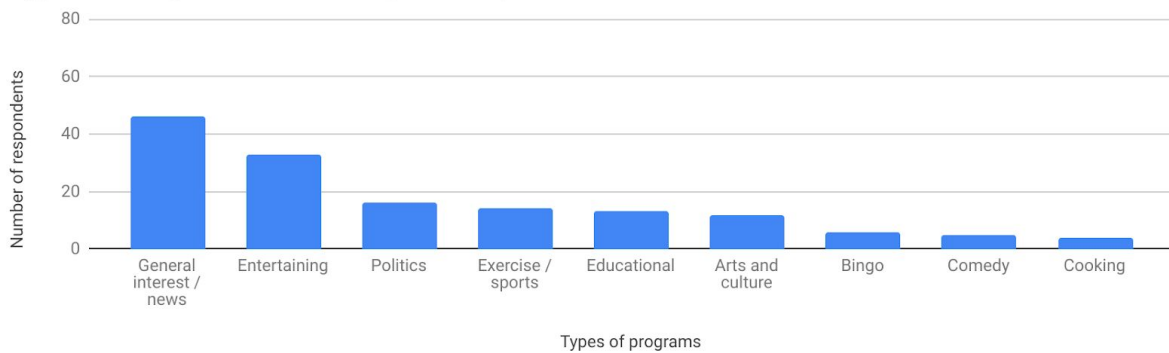
* These statistics are based on the respondents that know TVC 22

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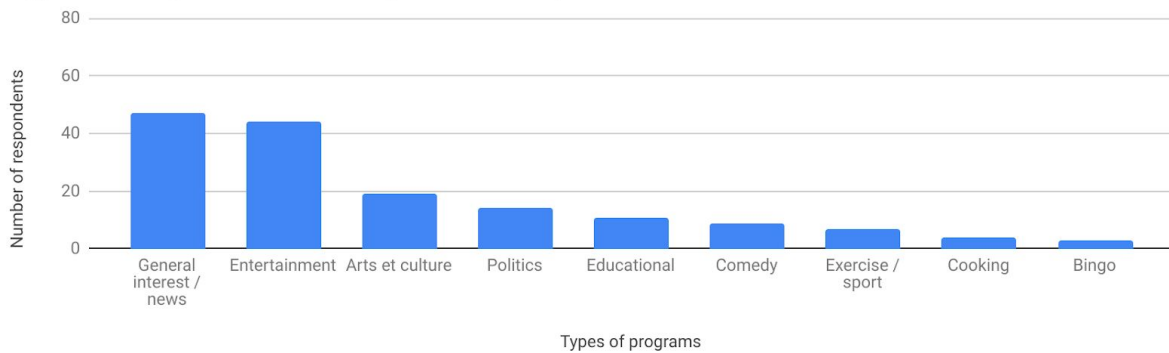
Types of Programs Watched by the Respondents



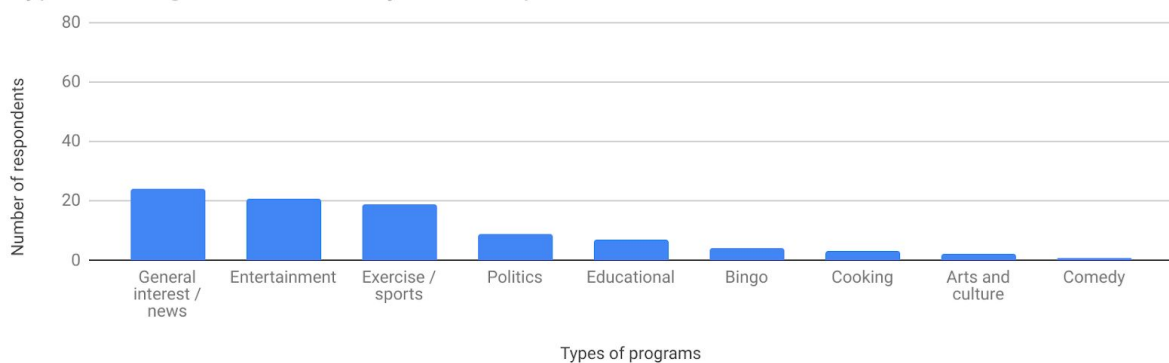
Types of Programs Watched by the Respondents who Watch TVC 22*



Types of Programs Watched by Female Respondents



Types of Programs Watched by Male Respondents

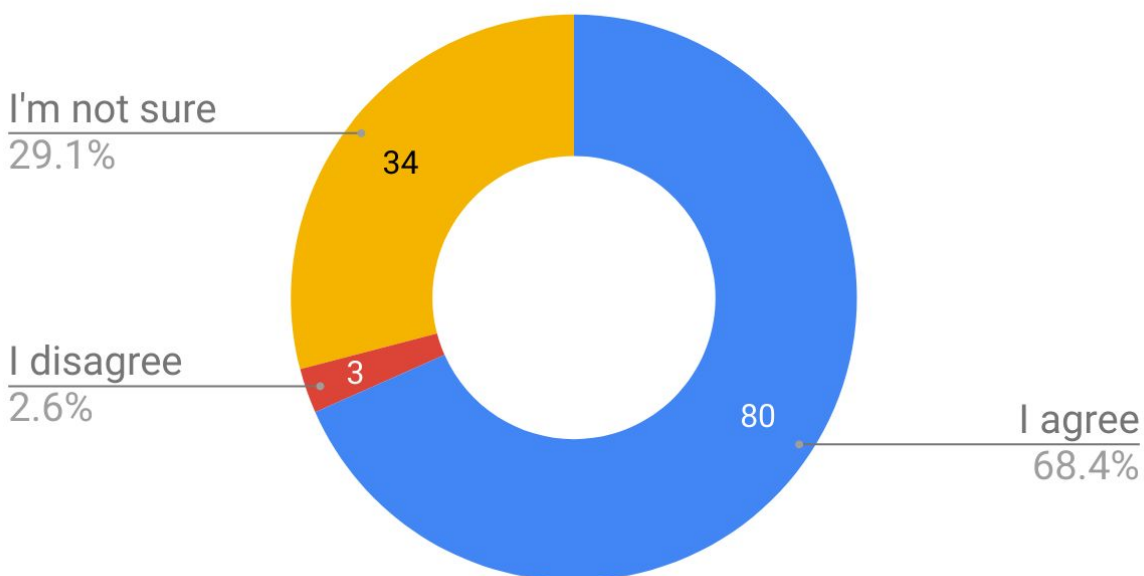


* These statistics are based on the respondents that know TVC 22

**These statistics were collected through Statistics Canada

TVC 22 Growth

Do You Believe that TVC 22 Should be Offered to a Bigger Part of the Population?

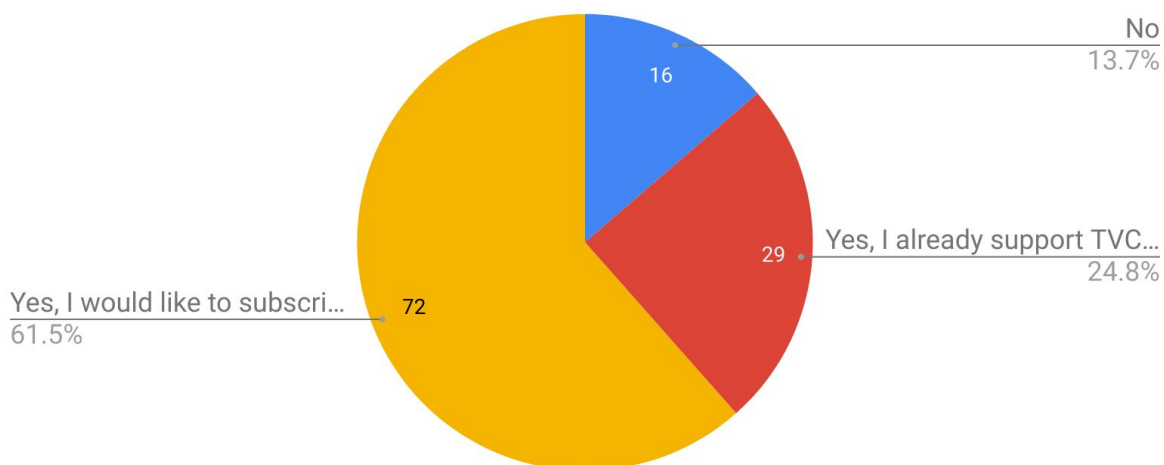


Price of a Donation

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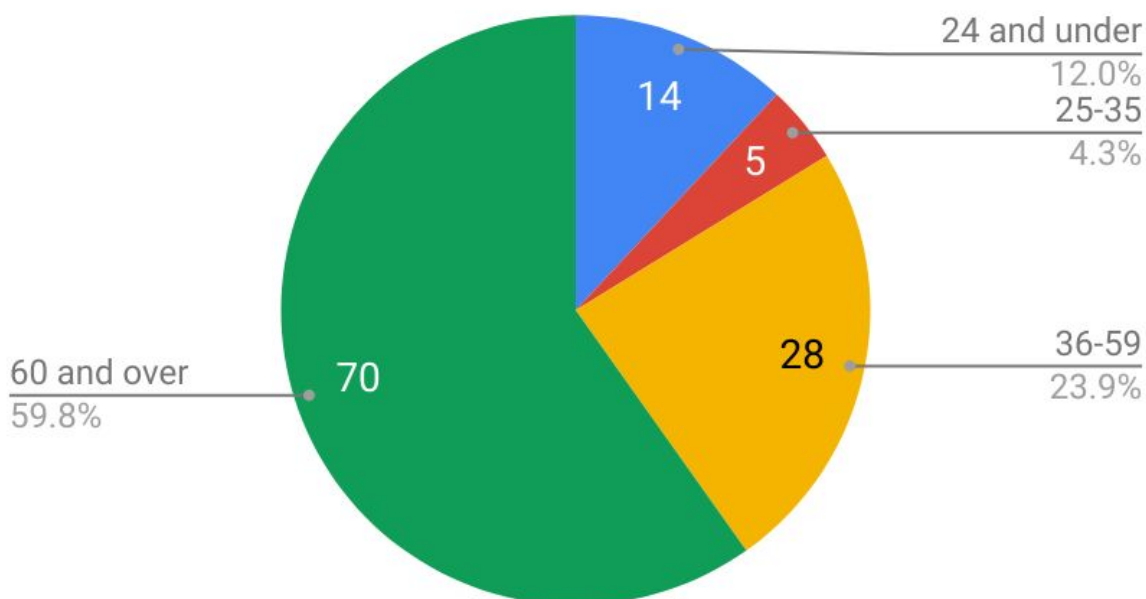
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Is a Donation of \$ 1 a Month an Acceptable Amount to Support Our Organization?



Age and Sex

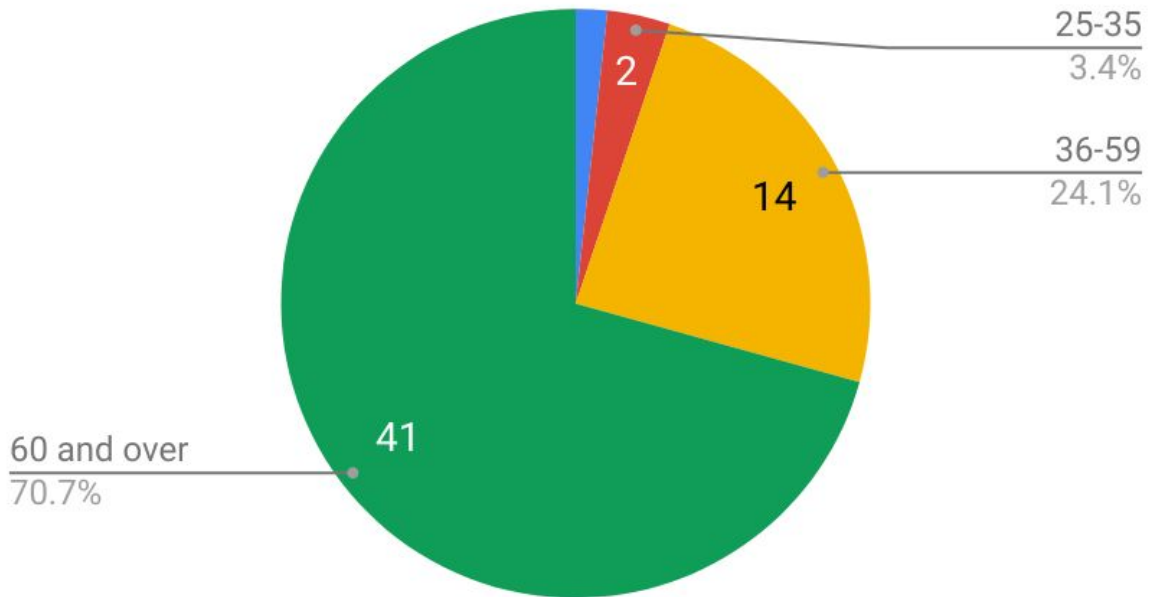
Age of Respondents



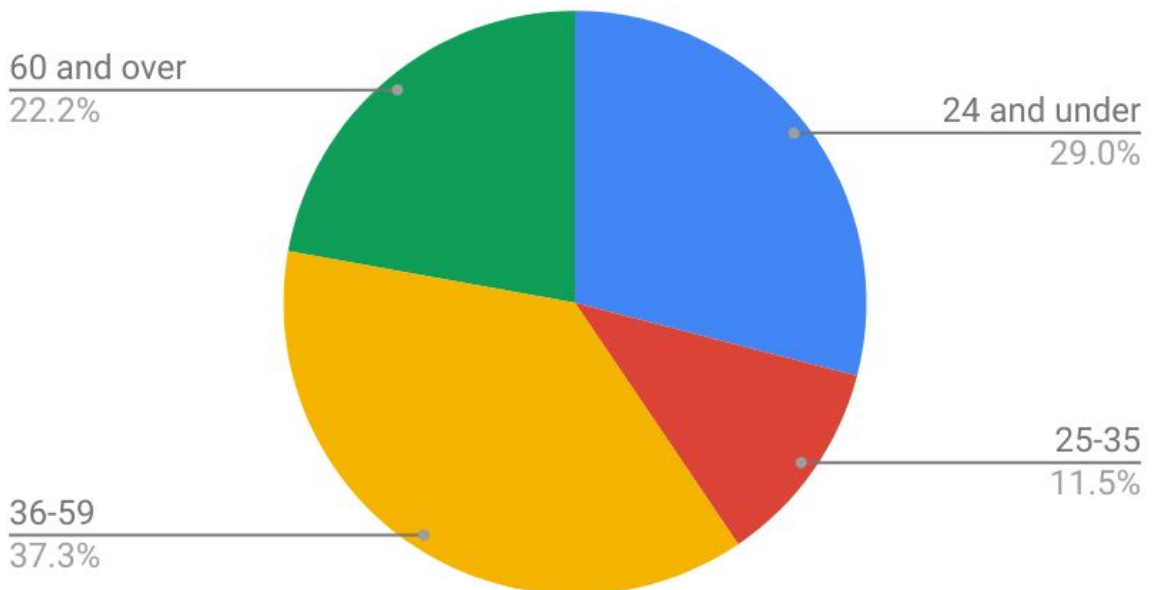
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Age of Respondents who Watch TVC 22*



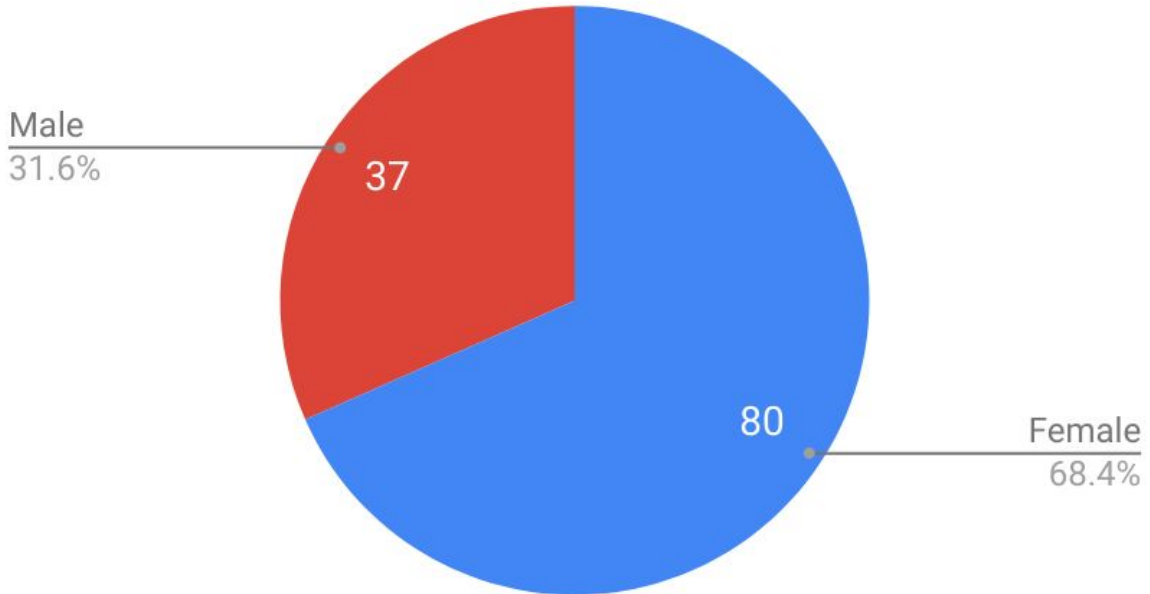
Age of Clarence-Rockland Residents**



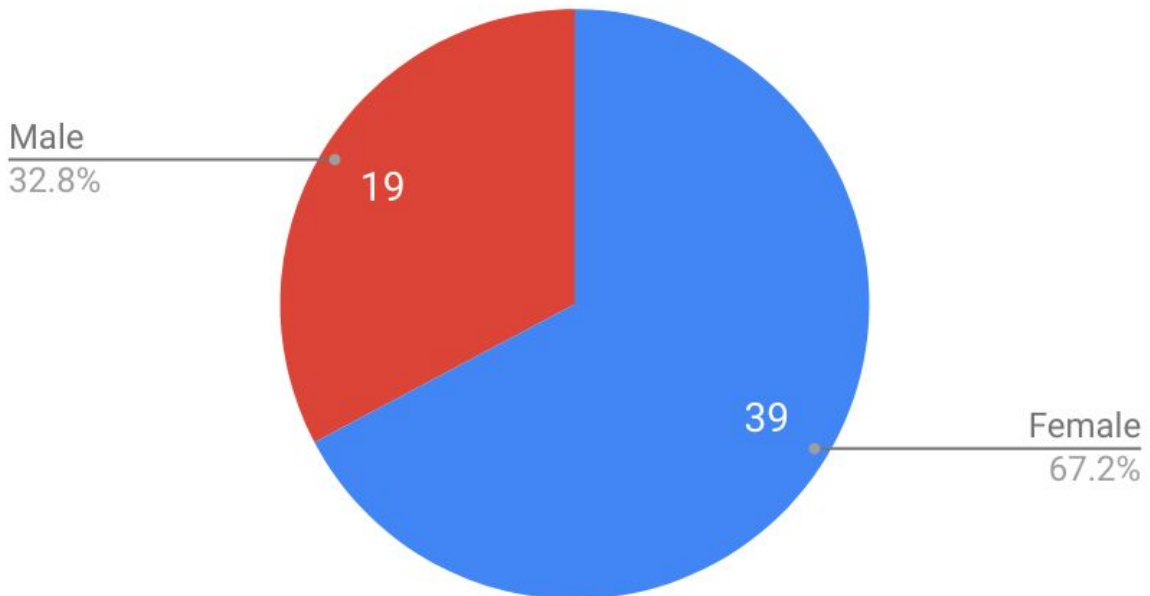
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Sex of Respondents



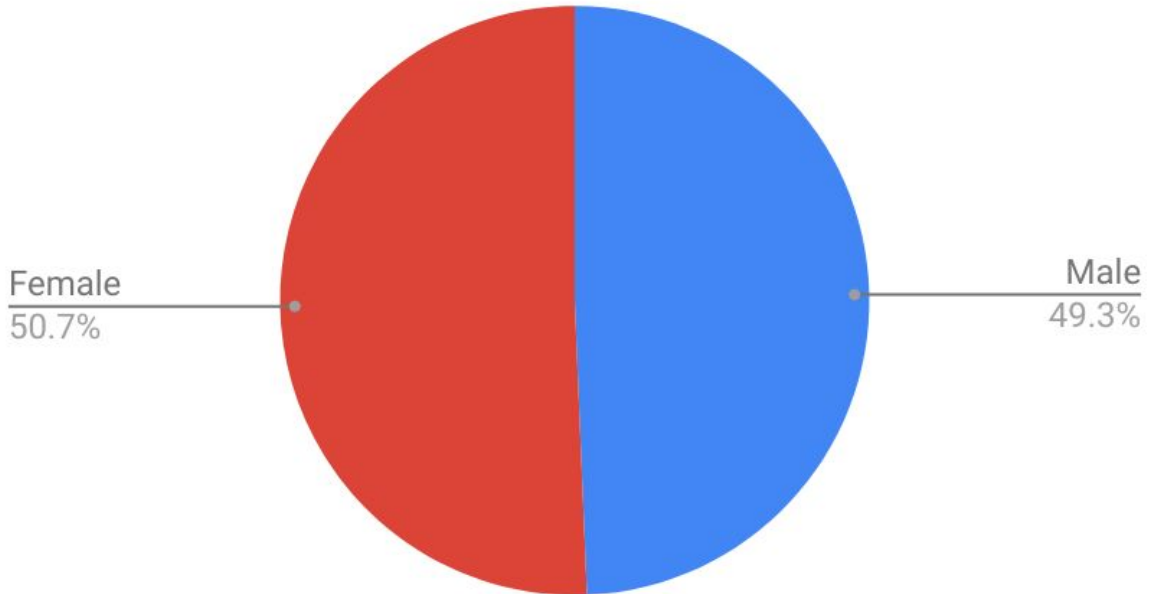
Sex of Respondents who Watch TVC 22*



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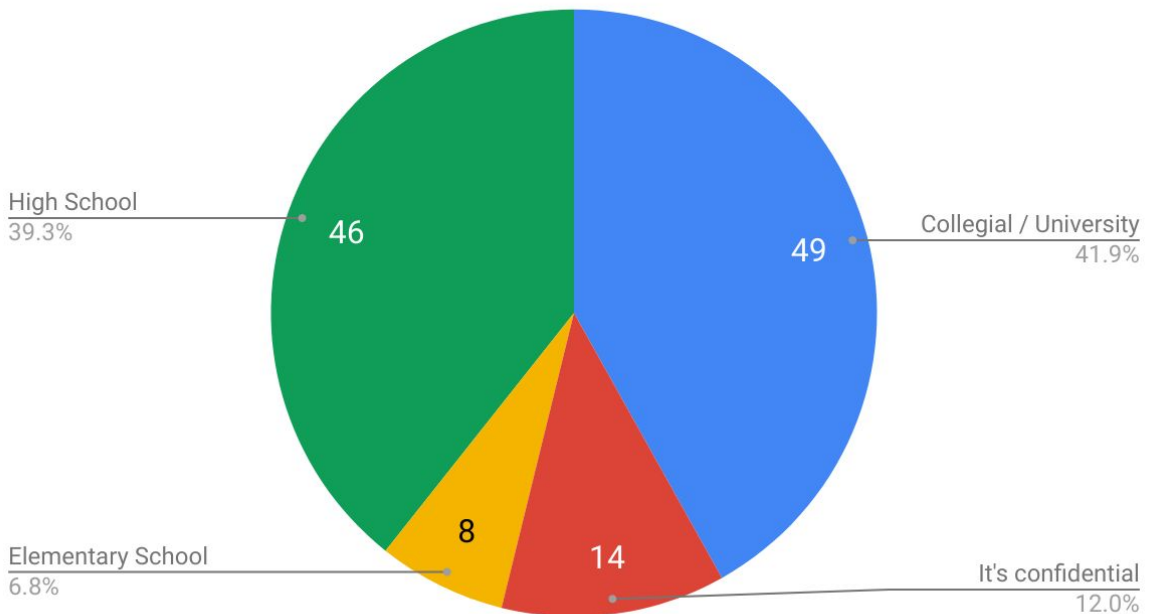
**These statistics were collected through Statistics Canada

Sex of Clarence-Rockland Residents**



Level of Education

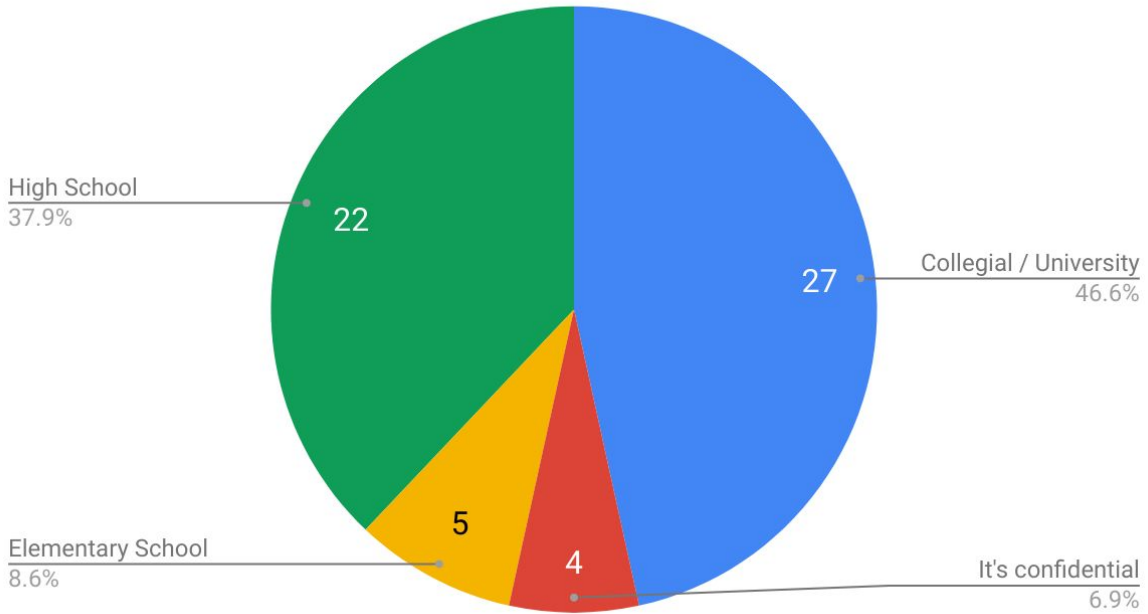
Level of Education of the Respondents



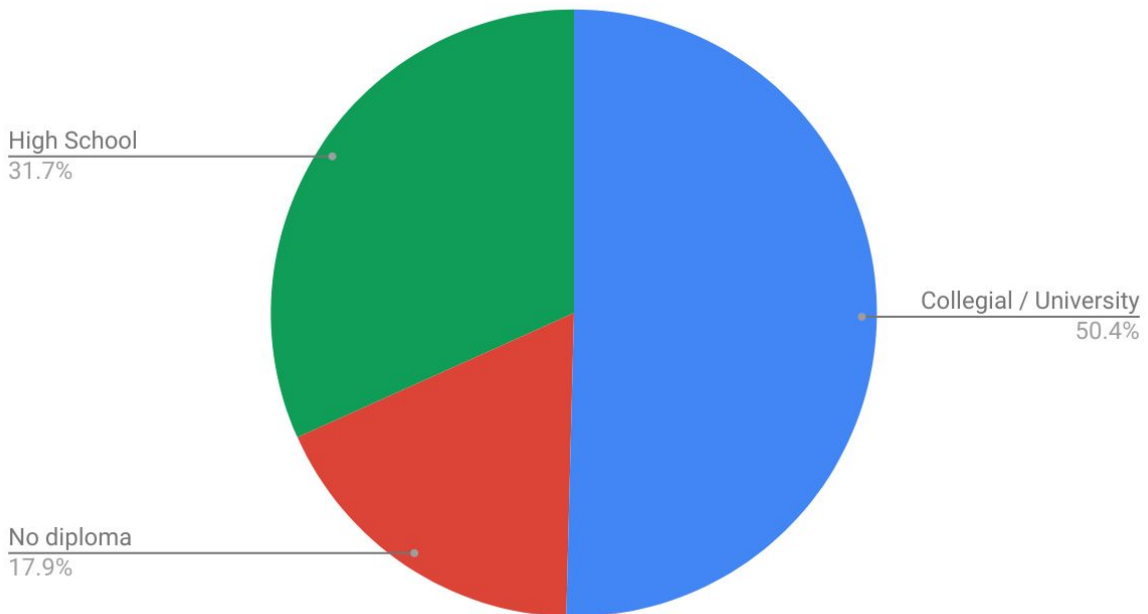
* These statistics are based on the respondents that know TVC 22

**These statistics were collected through Statistics Canada

Level of Education of the Respondents that Watch TVC 22*



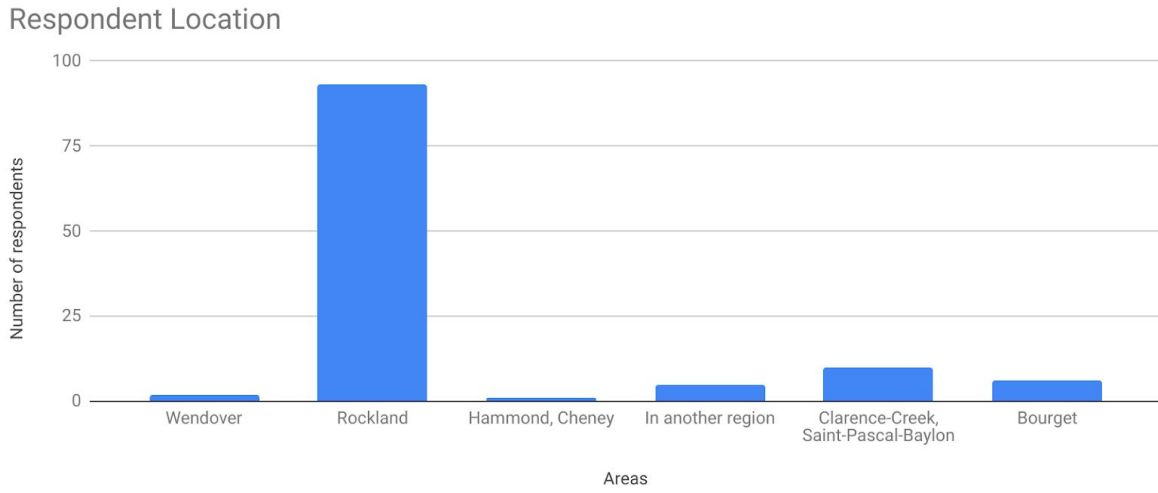
Level of Education of Clarence-Rockland Residents**



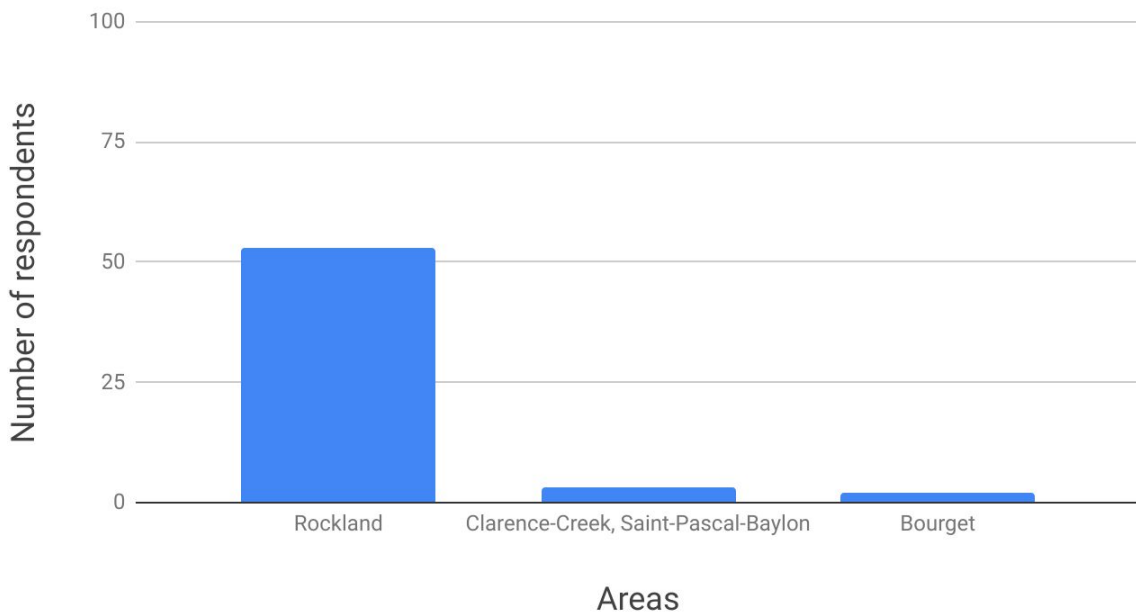
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Respondent Location



Location of Respondents Who Watch TVC 22*



* These statistics are based on the respondents that know TVC 22

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