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# How do French Canadians search the Web?

This study was conducted by  
[Skooiz.com](http://Skooiz.com) and [Mastodonte Communication](#)

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The internet is experiencing great breakthroughs, and consumers are slowly learning to cope with all of its advantages. How do searchers act, what are their attitudes? Studies have shown little to no interest in the French Canadian segment. Interactive agency Skooiz.com wanted to learn more on the topic and conducted a study on the behaviour and attitude of French Canadians when searching on the web.

## Methodology

In collaboration with its partner Mastodonte, an email marketing agency, Skooiz conducted an online survey. 1272 members from Mastodonte's mailing list were surveyed on 17 questions about their web search habits.

## Results

Results show that French Canadians have reached a certain maturity level in using internet, primarily in terms of search habits.

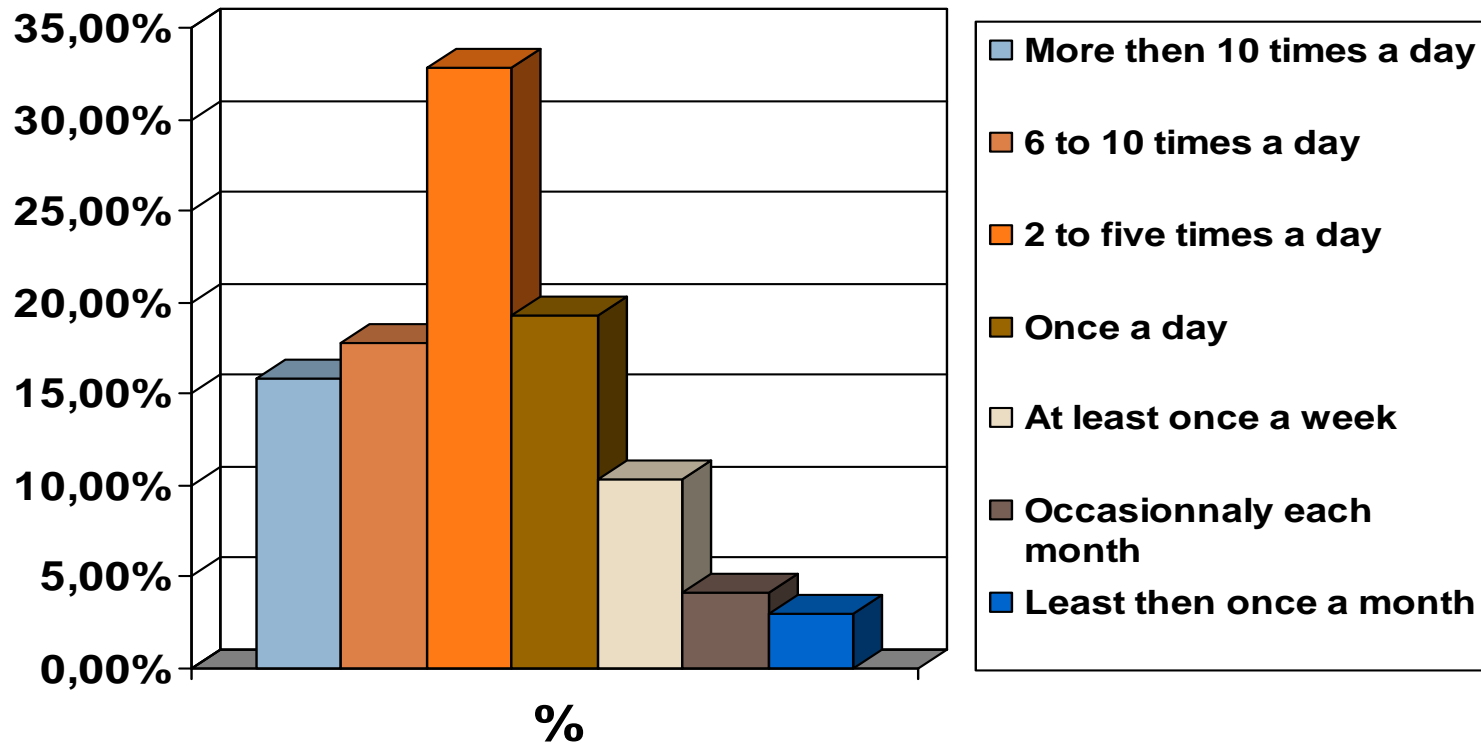
- French Canadians are very active web searchers. Close to 65% use search engines from 2 to 10 times a day.
- With 78,1% market share, Google leads the over all segment of search engines used in Québec.
- A wide majority of respondents (85%) feel satisfied with the primary results from search requests. Only 1,6% were unsatisfied, while 8,8% were very unsatisfied from the results.
- More than 48,9%, use 2 keywords when searching and close to 31% use 3 keywords. Only 9,5% use one specific keyword and close to 11% type in 4 keywords.

- More than 40% sometimes use advanced search functions and 9% very often.
- In most cases, when French Canadians aren't satisfied with their first request, they will formulate a second request - 89,8% of the time using the same search engine.
- 41,6% of French Canadian internet users formulate a new request once they have viewed the first 2 pages (in average a page contains 20 results). 21,6% will do so after viewing 3 pages and 20,2% beyond 3 pages of results.
- A wide range of searchers state that they notice sponsored links (60.7%), while the rest do not.
- 40,2% of French Canadian search users were neutral about the relevance of sponsored links. Only, 17,4% find them relevant or very relevant. 32,3% of surveyed searchers find sponsored links irrelevant.
- French Canadians follow along with worldwide tendencies in terms of attitude towards sponsored links. 47,3% rarely click on the links while 29,2% never do. 23,4% of respondents occasionally click on sponsored links.

## Summary of Survey Questions

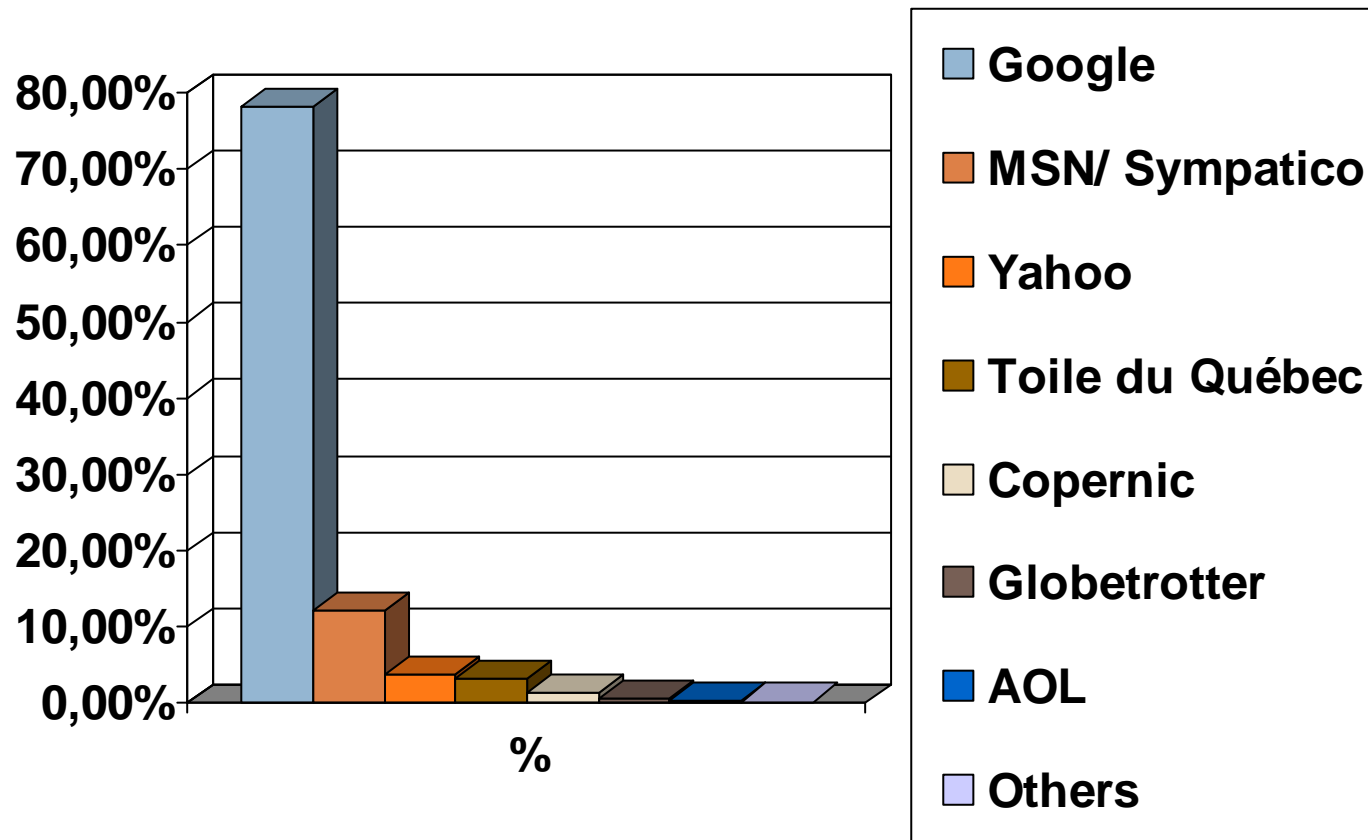
1. At what frequency do you search the web ?
  2. Which site or search engine do you use first ?
  3. Which site or search engine do you use as an alternative ?
  4. Are you satisfied with your search results ?
  5. In average, how many keywords do you use on a search query ?
  6. During your searches, do you use any advanced functions such as + or " ?
1. If you are not satisfied with search results, what do you do ?
  2. If you can't find what you're searching, after how many result pages do you change your query or use an other search engine ?
  3. Many search engines offer sponsored links or paid results, have you notice them ?
  4. Do you find sponsored links ads relevant to your search queries ?
  5. Do you click on sponsored links ?
  6. Respondent demographics

## 1 –Frequency of search on the web?



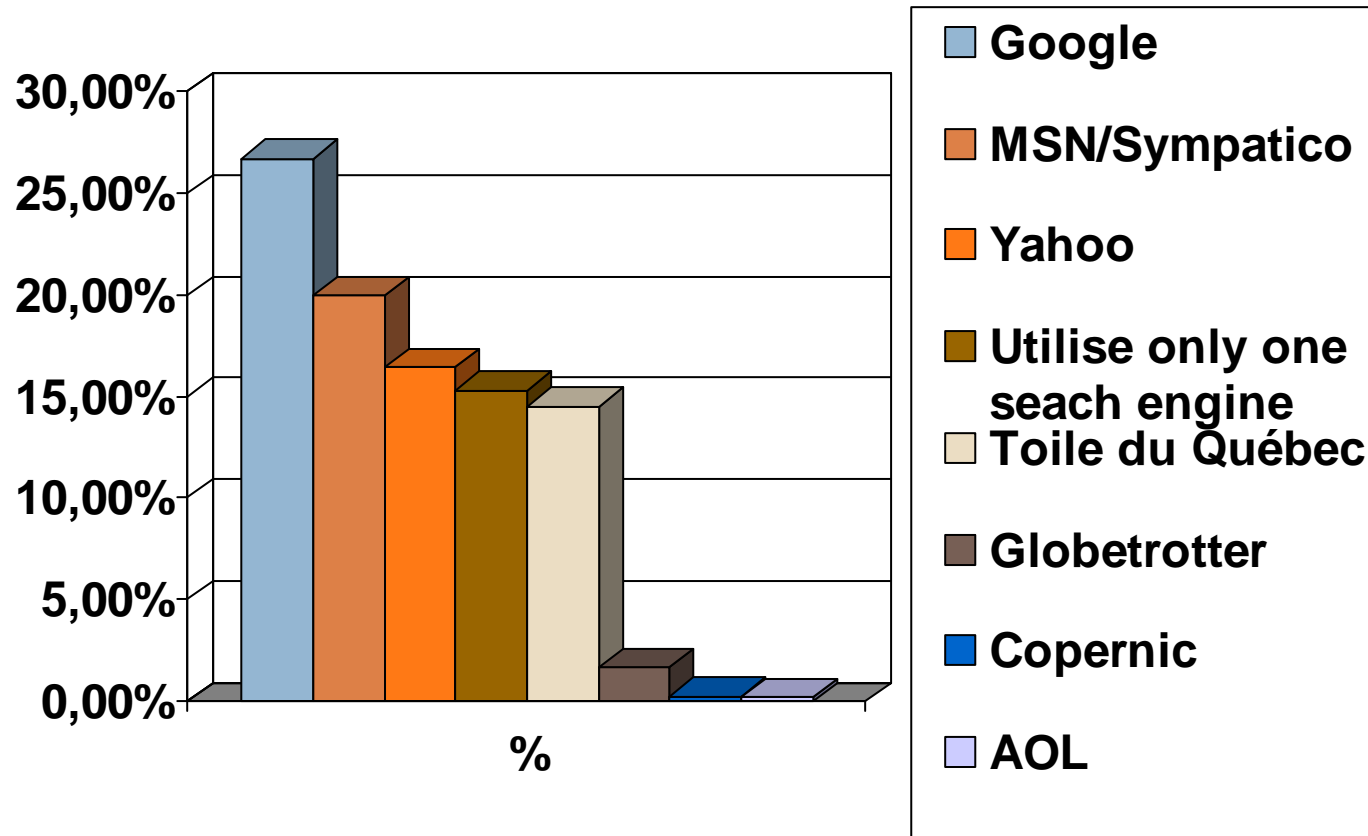
French Canadians are very active searchers on the web. More than 65% use search engines from 2 to 10 times a day. 32,8% search 2 to 5 times a day, 19,3% only once a day. When facing these facts, we can clearly understand the constant growing interest of advertisers in online search marketing.

## 2 –Which site or search engine do you use first?



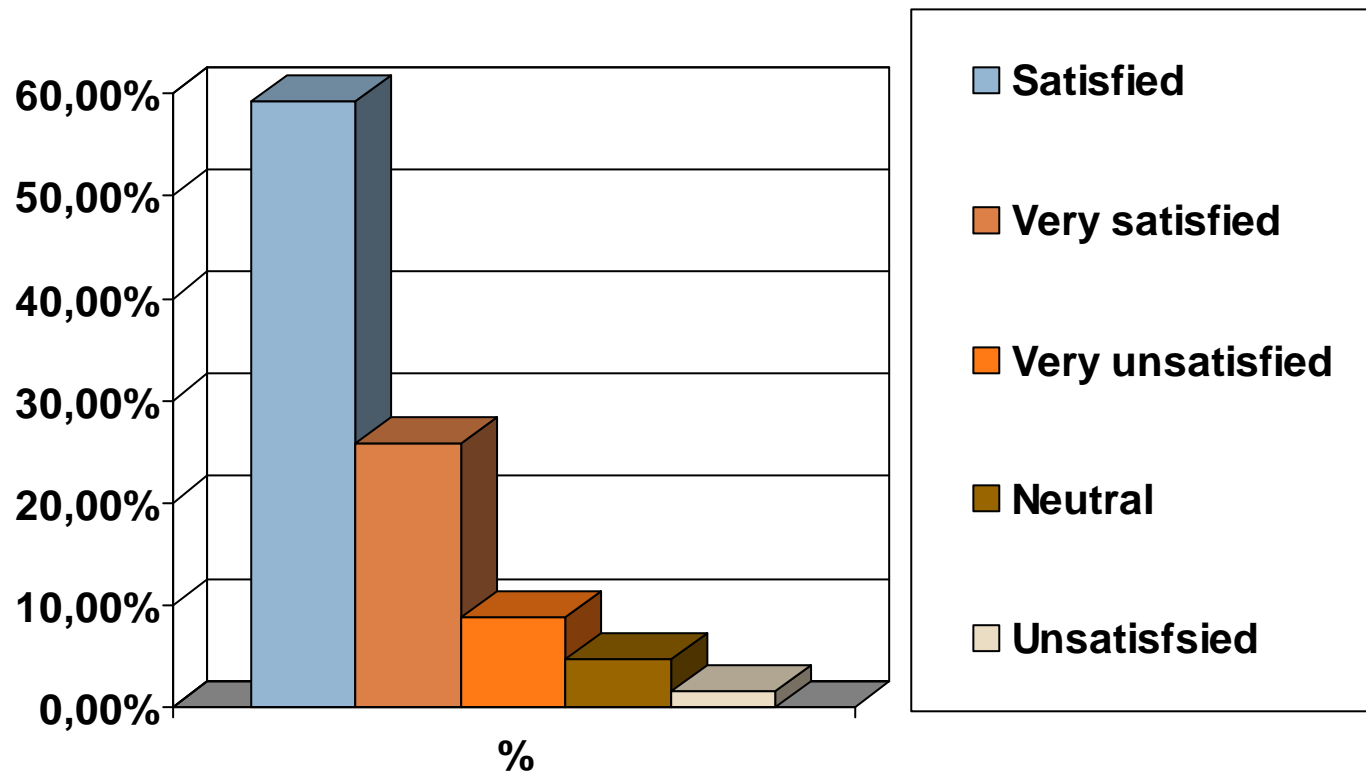
- With 78,1% market share, Google leads the overall segment of search engines used in Quebec.
- The most astonishing fact is the spread between Google and the other search engines. It is similar to its position in France where it holds close to 80 % of the market.
- Notable fact: Low results in Quebec for Yahoo, with a 3,6% market share compared to 4,4% in France. 12% for MSN/Sympatico compared to 2,5% in France. MSN alliance with Sympatico clearly has a significant impact on search traffic.
- The Toile du Quebec is used by 3,2% of the respondents vs. 1,3% for meta search engine Copernic, which is on the other hand used first by users over 50 years old. Globe Trotter, the Telus portal in Quebec using Yahoo search results gets a 0,6% market share while AOL reaches only 0,2% of searchers.
- In comparison with the US market, Google dominates the search engine segment with only 44,4% of shares representing nearly 2,9 billions of requests a month (source: COM Score Network) in front of Yahoo (28,7 %) and MSN (12,5 %).
- In August 2006, Google and Yahoo shared 95 % of the search toolbar market: 49,6 % for Google Toolbar et 47,3 % for Yahoo Toolbar (source: COM Score Networks)

## 3 – Which site or search engine do you use as an alternate?



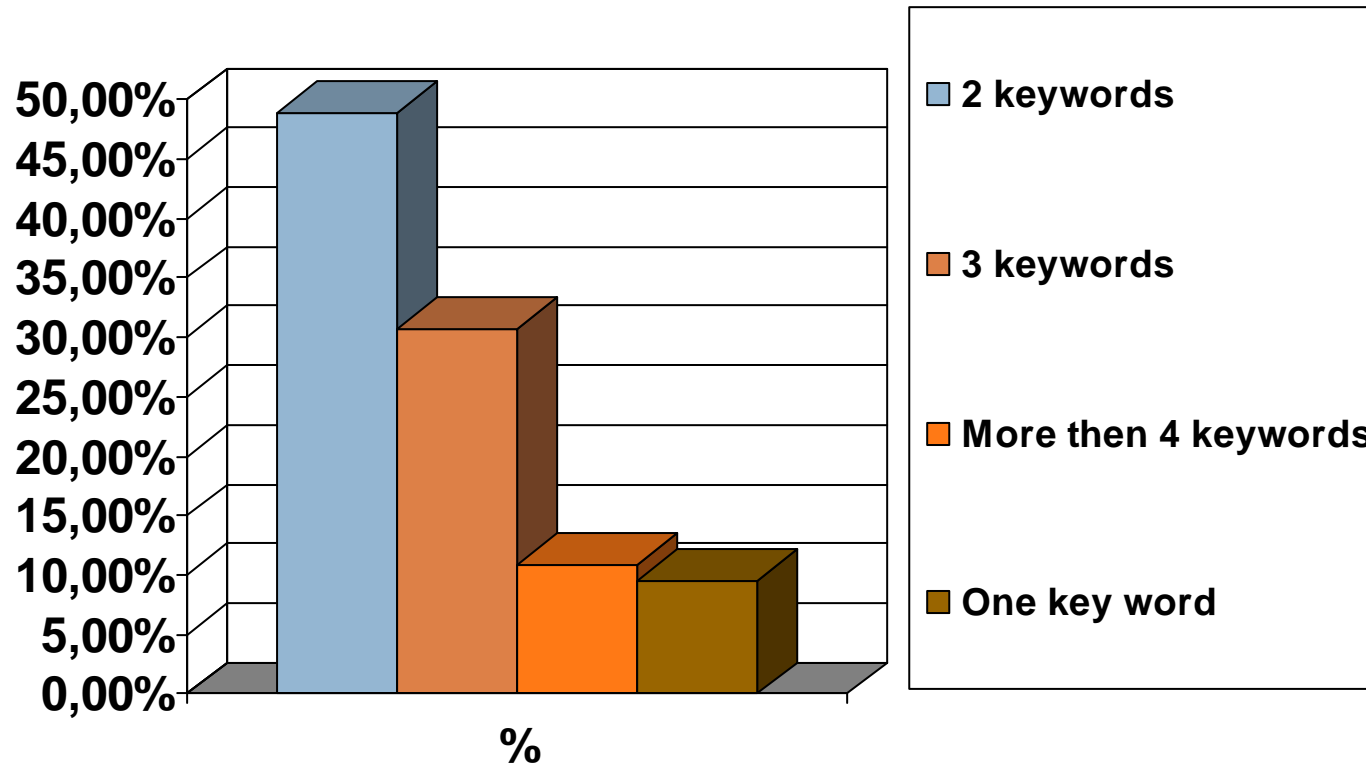
- In the circumstance where the searcher doesn't find what they are looking for on the search engine, Google maintains its lead with 26,7% for the second search.
  
- MSN/Sympatico collects 20%, Yahoo 16,4% and La Toile du Québec 14,5% of alternate searches. This leaves 15 % of respondents that use only one search engine. The type of search greatly influences the choice of search engine. In the case of local searches, web users have the tendency to turn towards locally focused engines, search as la Toile du Québec.

## 4 –Are you satisfied with the results?



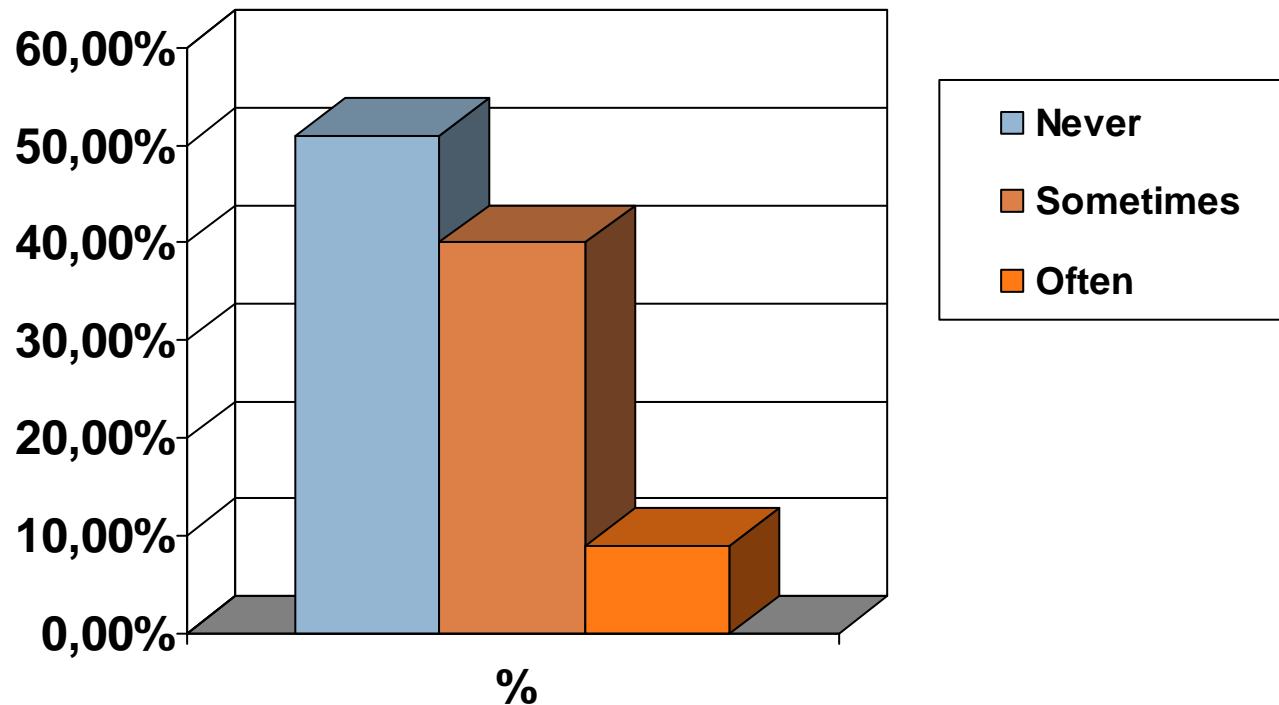
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- A wide majority of respondents (85%) are satisfied with search results from their request, while 1,6% are unsatisfied. 8,8% are very unsatisfied with search results.
  
  - Interestingly, 8,8% of respondents are very unsatisfied with the results obtained from their search request.

5 –On average, how many keywords do you use in a search request?



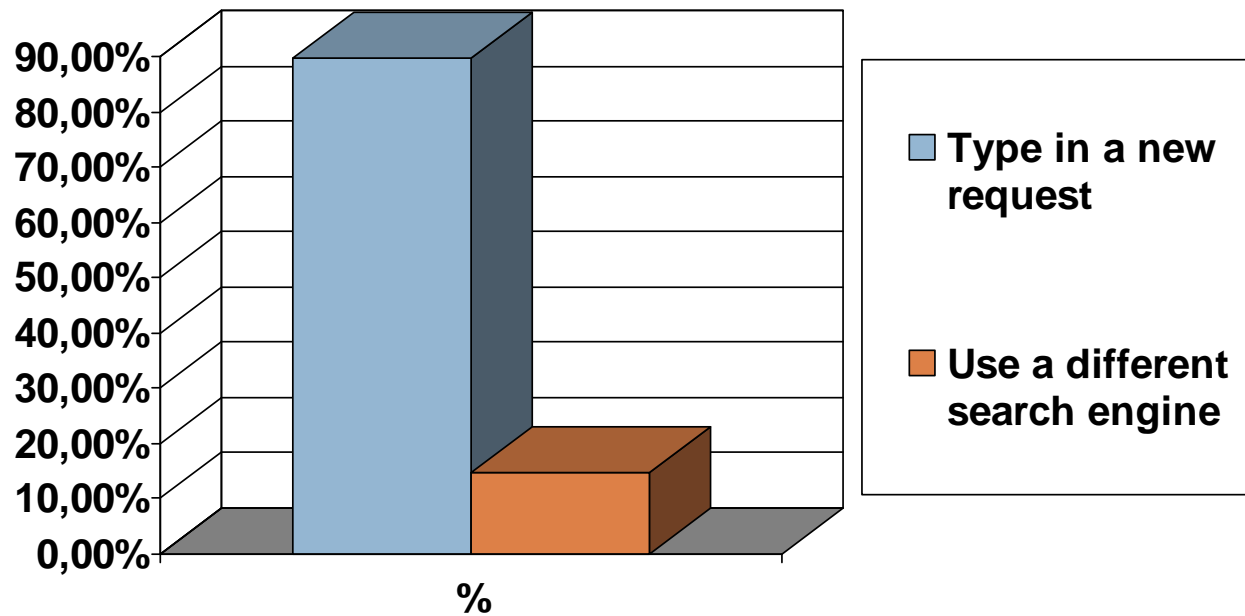
- Here, we clearly notice that Quebecers gained great maturity when using search engines. More than 48,9% use 2 keywords and close to 31% use 3 keywords; Only 9,5% start their search with one simple keyword and up to 11% with 4 keywords.
- In comparison with France, 37% of web searchers will type in 1 keyword, 29% will type in 3 keywords and 22% will type in 2 keywords.
- Significantly, this requires Search engine marketing professionals to better manage online campaigns and also upscale their services due to the fact that web users have become more sophisticated.

## 6 – When you search, do you use any advanced functions such as + or " ?



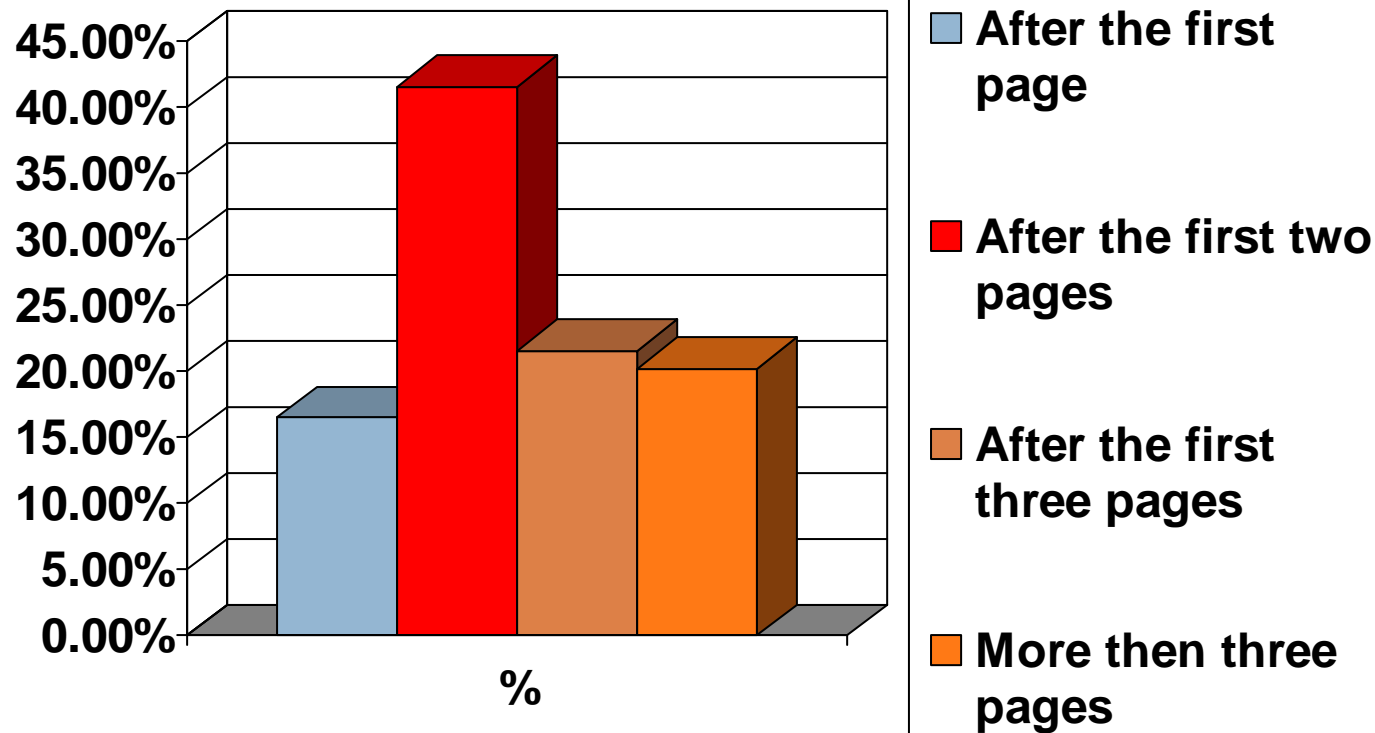
**French Canadian are becoming more sophisticated web searchers, as up to 40% of respondents utilize search advanced functions, and 9% report doing so very often**

## 7 –If you are not satisfied with the results, what do you do ?



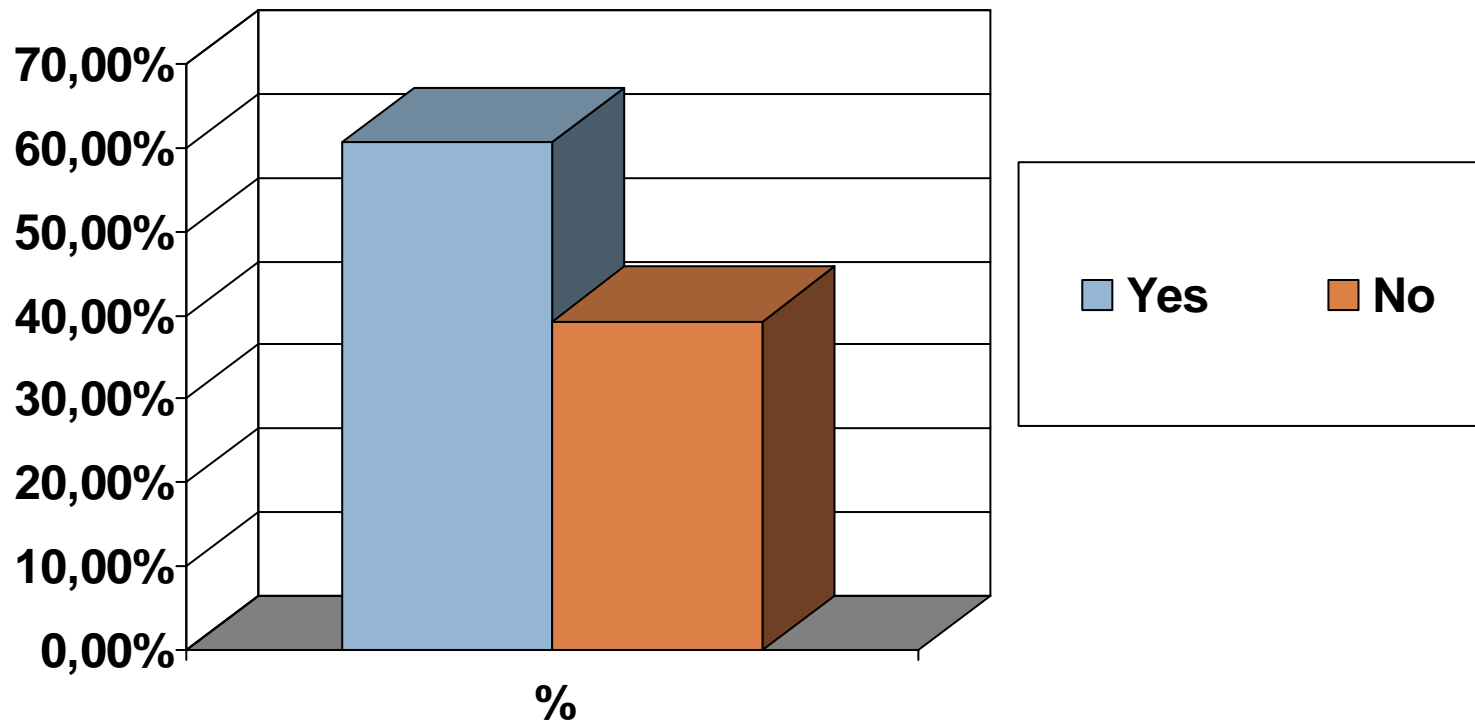
**In most cases, when Quebecers aren't satisfied with their first request, they will generate a second request - 89, 8% of the time with the same search engine.**

8 – If you can't find what you're searching for, how many results will you consult before typing in a new request or switching search engines?



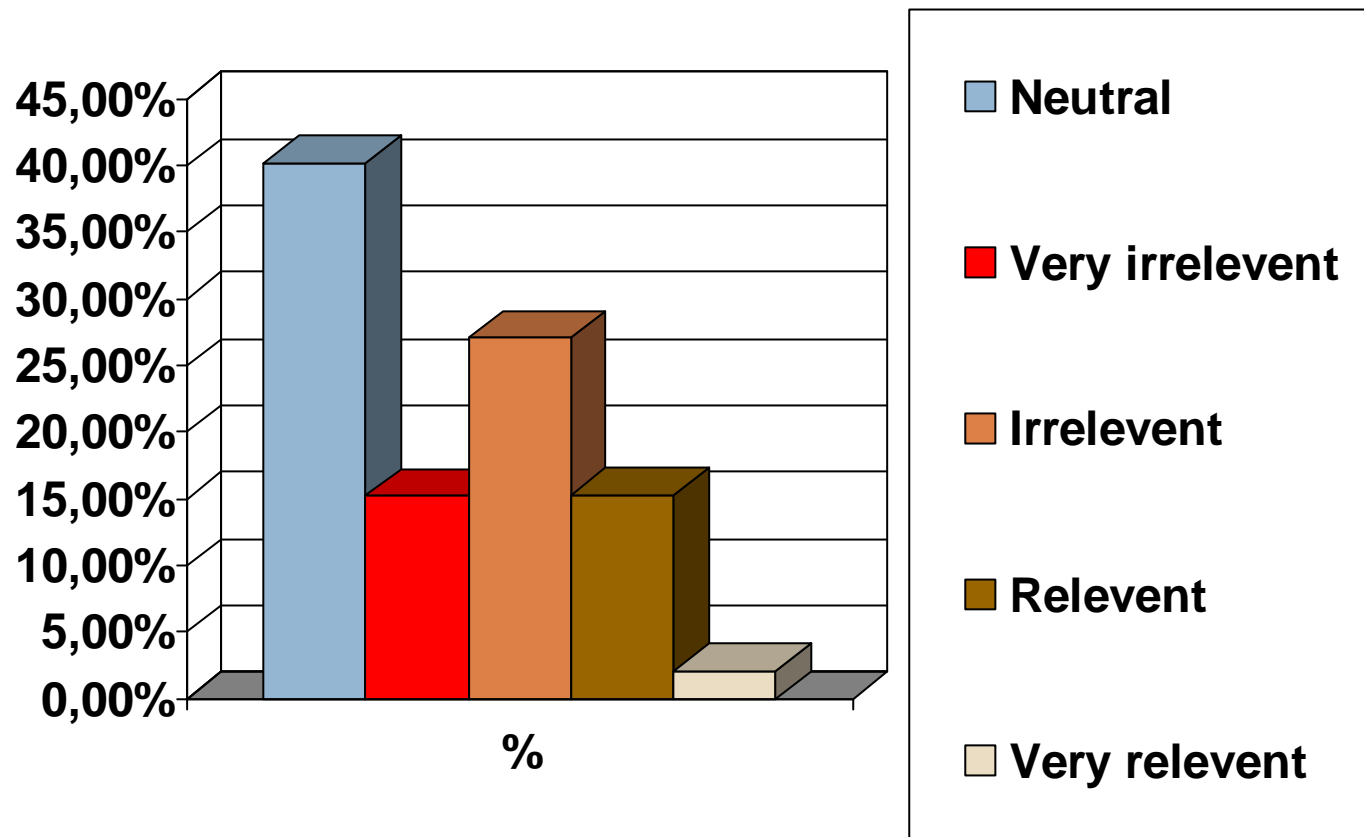
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- Once again this shows the importance of coming out in the top results of a request: 41,6% of French Canadian internet user generate a new request once they have viewed the first 2 pages in average of 20 results. 21,6% will do so after viewing 3 pages and 20,2% beyond 3 pages of results.
  
  - French Canadians are becoming more sophisticated when searching the web as 16% will generate a new search request based on the initial search query after not finding what they were looking for on the first page of search results.

## 9 – Many search engines display sponsored links, do you notice them?



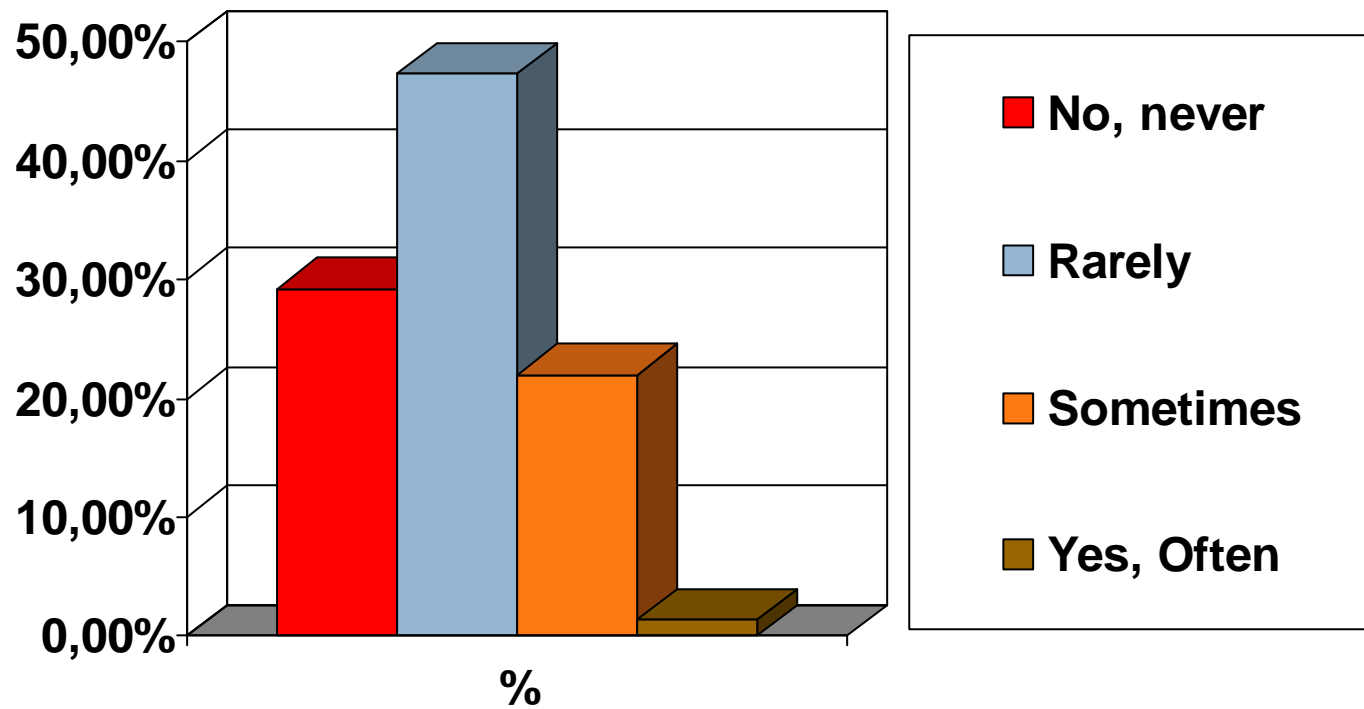
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- A wide range of web searchers state that they notice sponsored links (60.7%), while the rest do not.
  - This is a very interesting outcome when taking into consideration the fact that paid results are clearly visible on most search engines, notably on Google.
  - In comparison, French web users notice the links in a greater proportion - in between 40% and 72 % - depending on how long they have been using internet.

## 10 – Do you find sponsored links ads relevant to your queries ?



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- 40,2% of French Canadian search users were neutral about the relevance of sponsored links. Only, 17,4% find them relevant or very relevant. 32,3% of surveyed searchers find sponsored links irrelevant.
  
  - Better editorial guidelines should be put in place by search networks in order to improve ad relevancy. By comparison with France, 25% of French searchers find paid results relevant or useful to their search.

## 11 – Do you click on sponsored links?

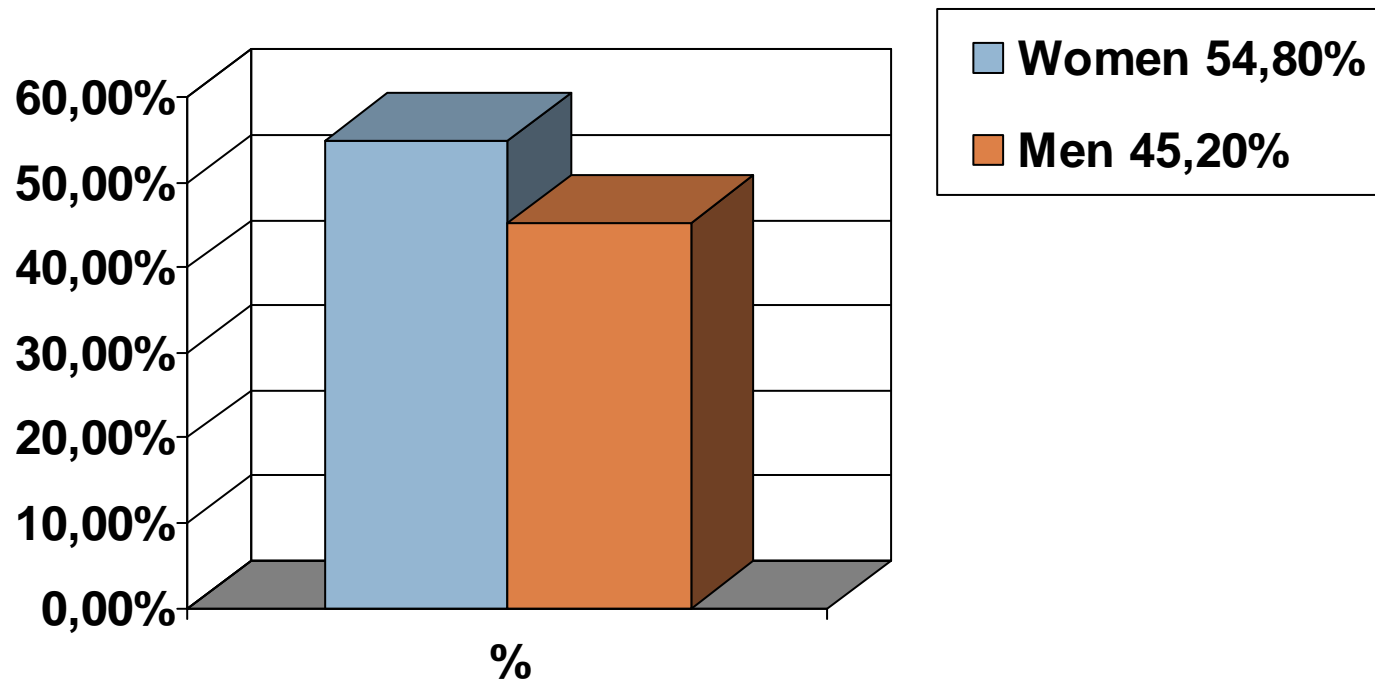


- French Canadians follow along with worldwide tendencies in terms attitude towards sponsored links. 47,3% of searchers rarely click on sponsored links, while 29,2% never do so. 23,4% of respondents occasionally click on sponsored links.
  
- In comparison with web users in France 37% report clicking regularly on sponsored links, while 63% rarely or never have. Sponsored links have not yet reached their full potential in French Canada.

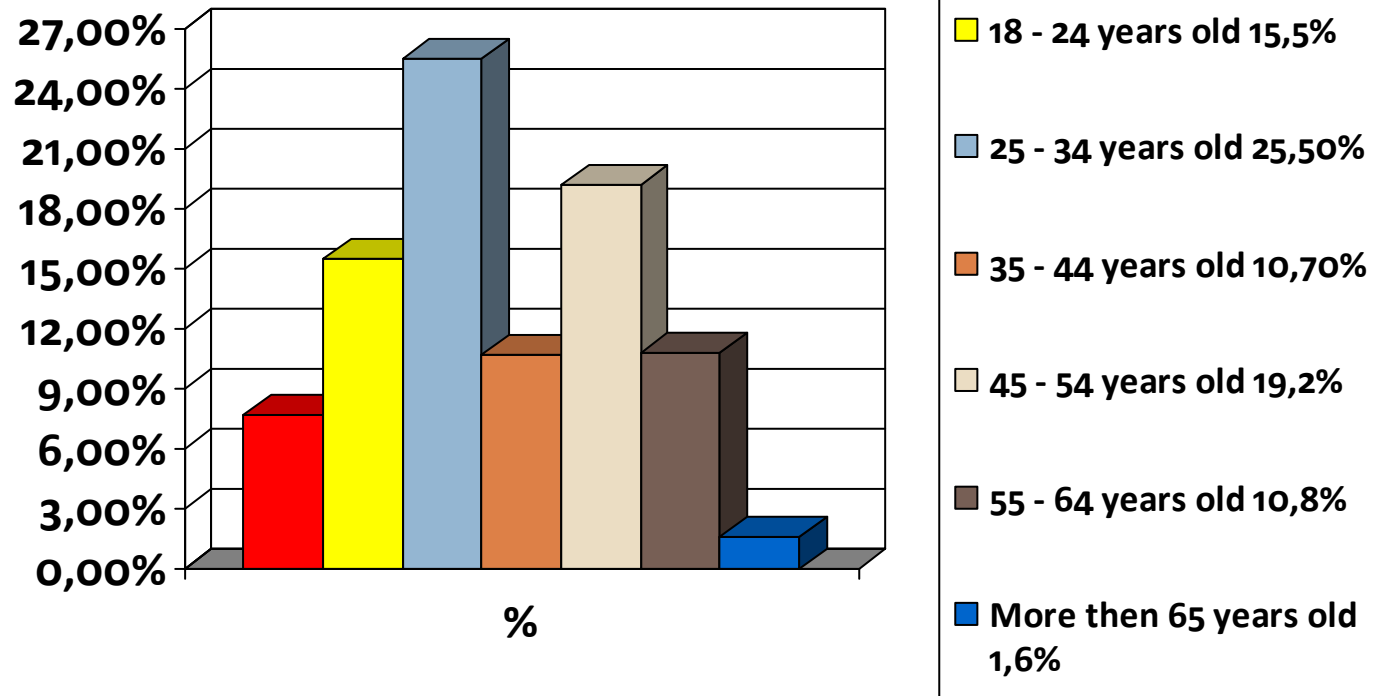
## 12 – Respondents profile

- ▣ *Gender*
- ▣ *Age*
- ▣ *Level of Education*
- ▣ *Annual Income*
- ▣ *How long have you been using internet?*
- ▣ *Frequency of internet usage?*

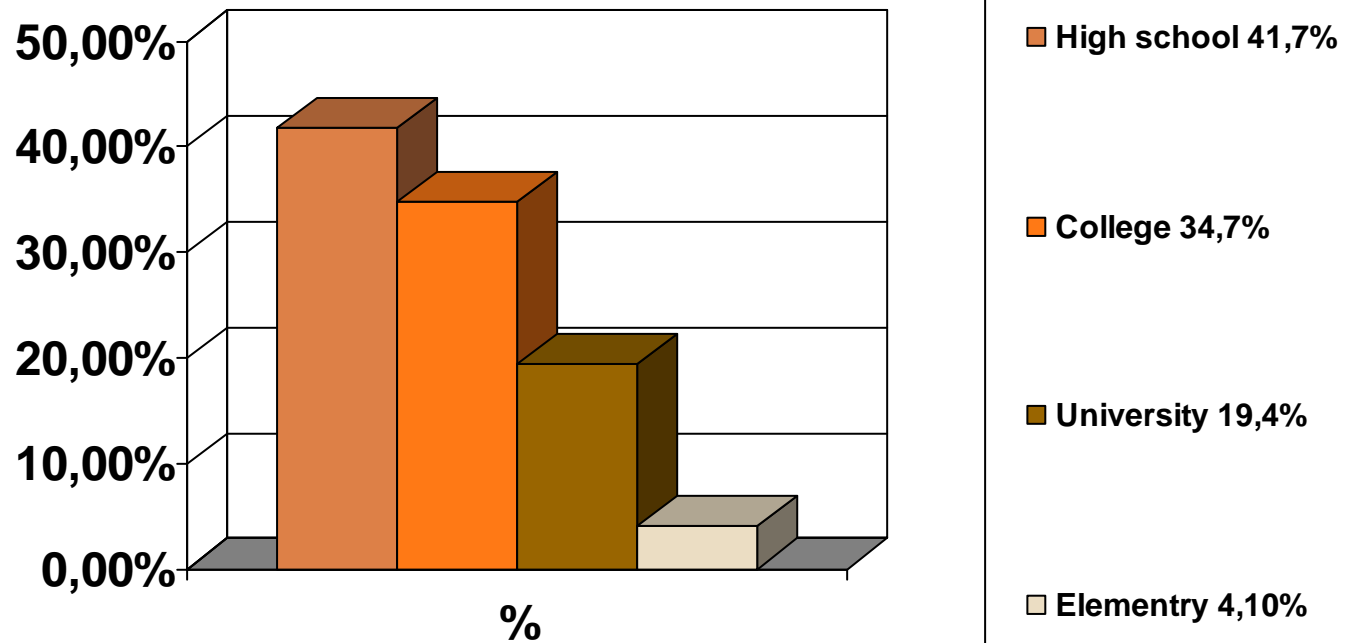
## 12a – Gender



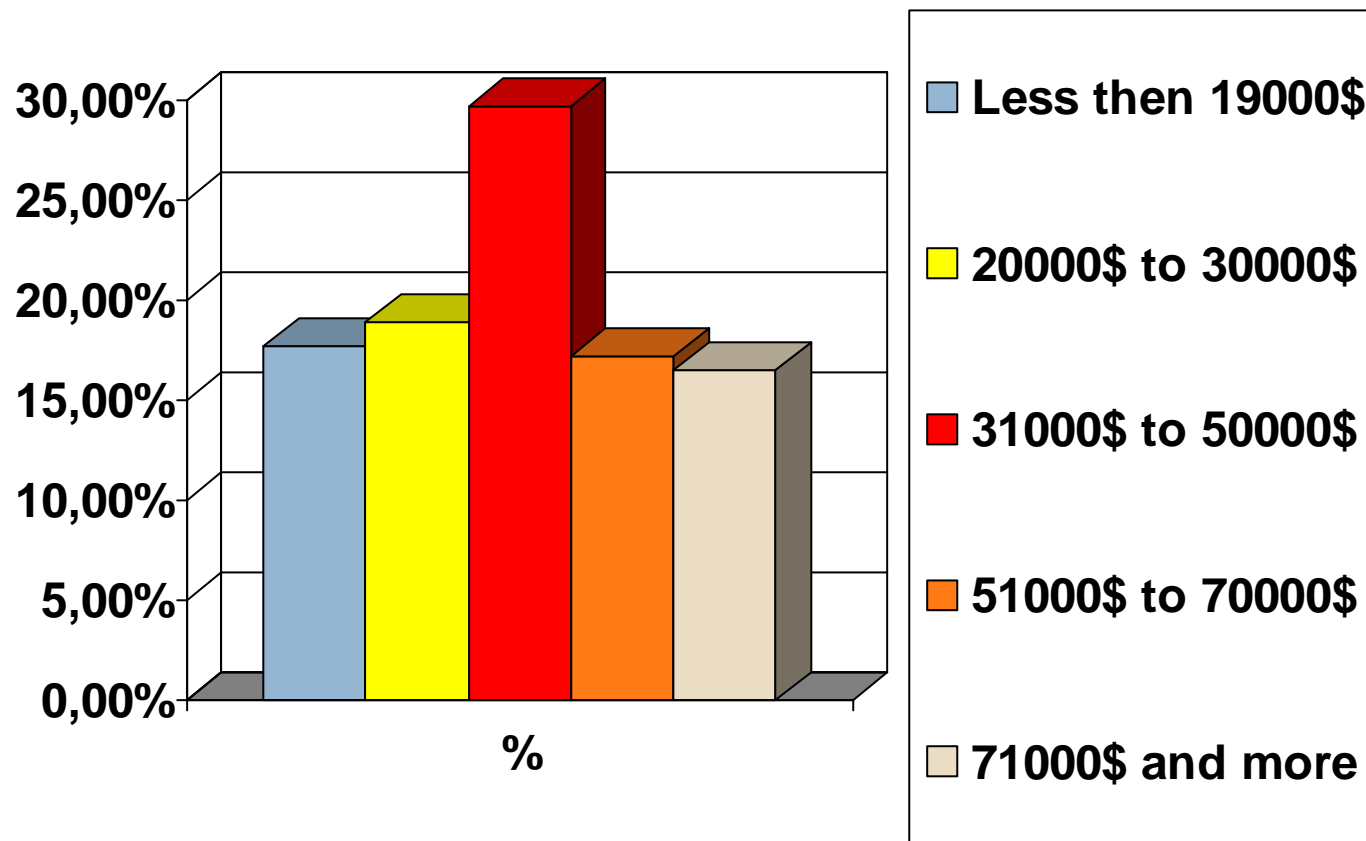
## 12b – Age group



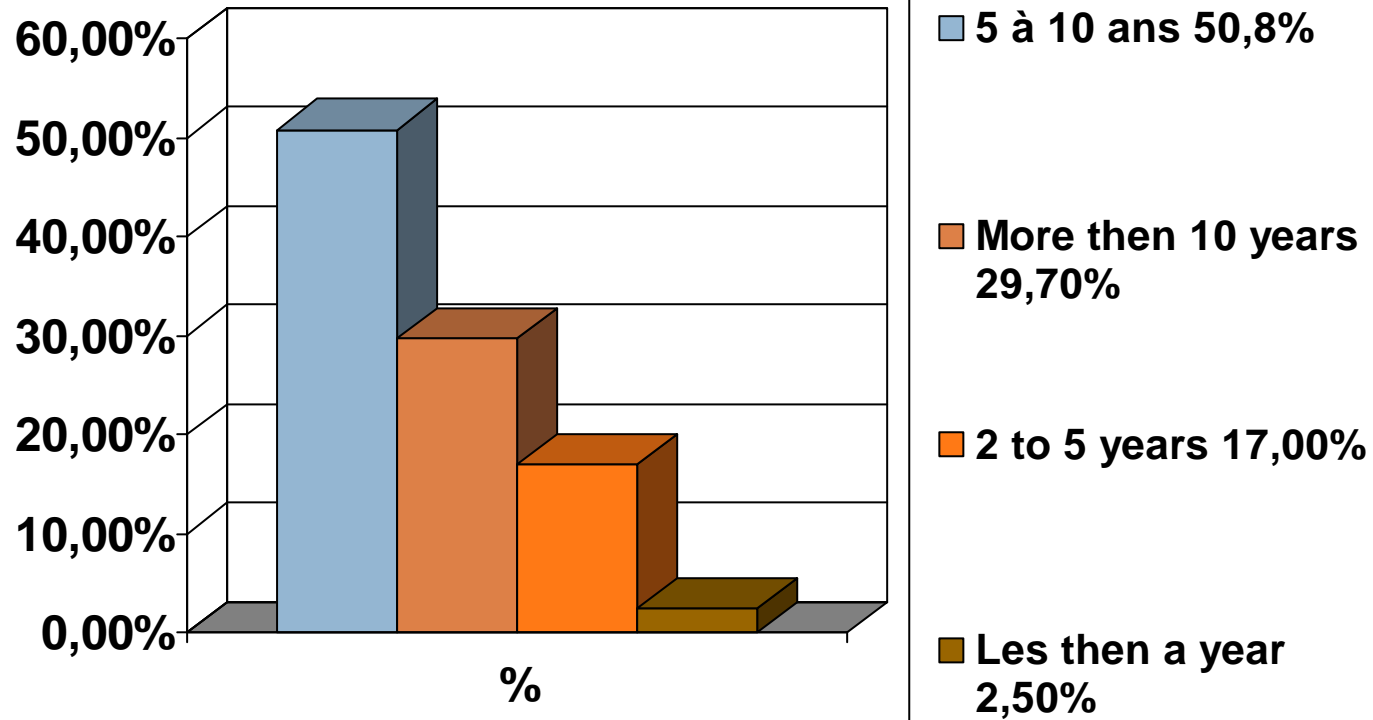
## 12c –Level of education



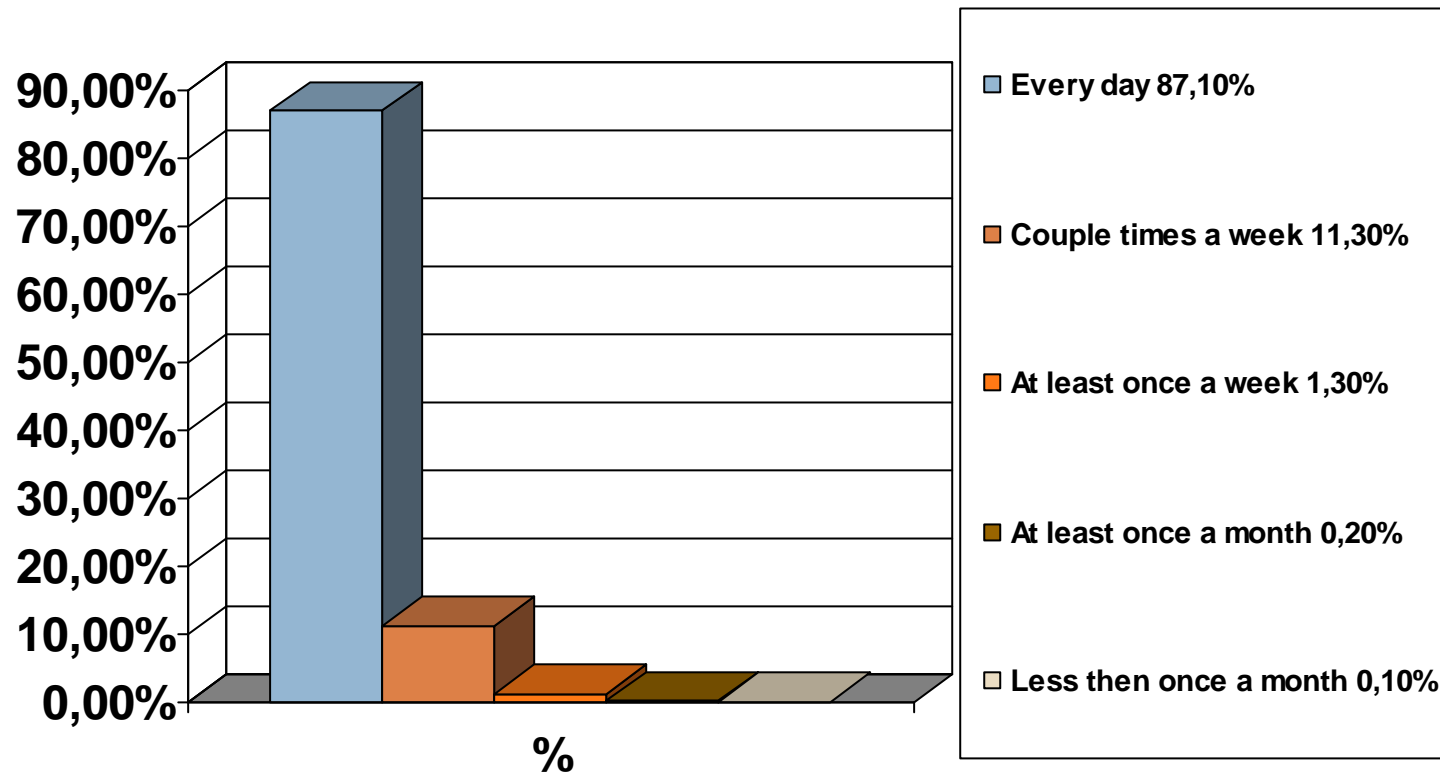
## 12d – Annual income ?



## 12e – How long have you been using internet?



## 12f – How often do you use internet ?



## Survey Methodology

- ▣ Survey conducted online
- ▣ Date: March 2007
- ▣ Surveyed sample: 1272 respondents
- ▣ Statistics about attitudes of French Canadians towards search engines where taken from different studies and surveys released by Le Journal du Net.



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*Montréal – Paris – New-York – Toronto (May 2007)*