Extended Days Mean More Opportunities for Marketers to Engage with Canadians

Canadian Day Averages 31.3 Hours, Creating More Opportunities for Engagement

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Data Table

		Generations				
	Overall	**Trailing Millennials (Ages 18-24)**	**Leading Millennials (Ages 25-32)**	**Millennials (Ages 18-32)**	**Gen Xers (Ages 33-49)**	**Boomers (Ages 50-68)**
Time Spent	n=9,700	n=1,000	n=1,370	n=2,400	n=3,200	n=3,490
Yesterday	**Mean (hours)**					
Sleeping	9.0	9.8	9.2	9.4	8.7	8.9
With Media	5.8	6.6	5.2	5.8	5.3	6.2
Leisure Activities	6.2	6.9	6.5	6.7	6.3	5.7
Occupied	10.3	10.0	11.2	10.7	11.1	9.5