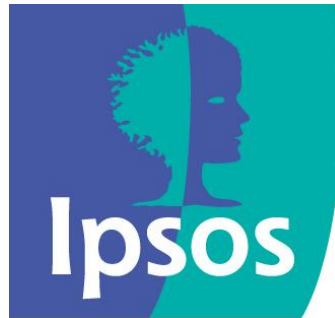


# Extended Days Mean More Opportunities for Marketers to Engage with Canadians

*Canadian Day Averages 31.3 Hours, Creating More Opportunities for Engagement*

**Public Release Date: Thursday, December 11, 2014, 6:00 AM EST**



*Ipsos is an independent market research company controlled and managed by research professionals. Founded in France in 1975, Ipsos has grown into a worldwide research group with a strong presence in all key markets. Ipsos ranks third in the global research industry.*

*With offices in 86 countries, Ipsos delivers insightful expertise across six research specializations: advertising, customer loyalty, marketing, media, public affairs research, and survey management. Ipsos researchers assess market potential and interpret market trends. They develop and build brands. They help clients build long-term relationships with their customers. They test advertising and study audience responses to various media and they measure public opinion around the globe. Ipsos has been listed on the Paris Stock Exchange since 1999 and generated global revenues of €1,712,4 billion (2 274 M\$) in 2013.*

Visit [www.ipsos.com](http://www.ipsos.com) to learn more about Ipsos offerings and capabilities.

***For copies of other news releases, please visit***  
<http://www.ipsos-na.com/news/>

---

© Ipsos

**Washington • New York • Chicago • Minneapolis • Seattle • San Francisco • Los Angeles  
Vancouver • Calgary • Winnipeg • Toronto • Ottawa • Montreal**



## Extended Days Mean More Opportunities for Marketers to Engage with Canadians

*Canadian Day Averages 31.3 Hours, Creating More Opportunities for Engagement*

**Toronto, ON** – As Canadians continue to adapt to new technologies, a clear impact is seen in their day-to-day behaviours. Ipsos' Canadian Media Landscape, a single-source syndicated study that captures the daily activities of Canadians (both media and non-media related), reveals important implications for marketers.

Launched earlier this year, including data as recent as October, the study reveals that in an average day, adult Canadians spend 5.8 hours engaging with some form of media (e.g., watching, listening, reading, gaming, social networking, browsing), 6.2 hours involved in leisure activities (e.g., socializing, attending a live event, playing a sport), 10.3 hours occupied (e.g., working/studying, household chores, caring for children, commuting) and 9 hours sleeping. Together this accounts for 31.3 hours of activity which far exceeds the 24-hour day!

"Multi-tasking is nothing new, however, adoption of new technology has made this easier, and therefore more prevalent," says Mary Beth Barbour, Senior Vice President with Ipsos Reid in Toronto. "Widely adopted, smartphones and tablets not only add to the number of screens available, but enable engagement with media anyplace and anytime. Adding to this, access to new services help Canadians not only control when and how they engage with media, but also allows them to curate their own content to suit their tastes, which certainly creates new challenges for marketers today."

---

© Ipsos

- 1 -

*Washington • New York • Chicago • Minneapolis • Seattle • San Francisco • Los Angeles  
Vancouver • Calgary • Winnipeg • Toronto • Ottawa • Montreal*



Looking across generations, it is clear not everyone's level of media engagement is the same. Boomers spend the most time consuming media at an average of 6.2 hours a day, with Millennials (5.8 hours) and Gen Xers (5.3 hours) trailing. There are even differences within generations: leading Millennials (25-32 years) spend 5.2 hours engaging with media, but adult trailing Millennials (18-24 years) spend 27% more time engaged (6.6 hours). These skews are likely rooted in life stage: Boomers have more time on their hands as 32% are retired, or they may have an empty nest, while Gen X and older Millennials are busier trying to balance careers and family and simply have less time to devote to media.

"Boomers are leading the way in media consumption," adds Barbour. "While many marketing efforts are focused on younger 'digital natives,' marketers would be well-advised to leverage this opportunity to engage with Boomers as well."

*These are the findings of an Ipsos Reid poll conducted from May – October 2014. This online survey of 9,700 Canadian adults (18+) was conducted via the Ipsos Online Panel, one of Ipsos Reid's national online panels. Weighting was then employed to balance demographics to ensure that the sample's composition reflects that of the adult population according to Census data and to provide results intended to approximate the sample universe. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll is accurate to within +/-1.1 percentage points had all Canadians adults been polled. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.*



**Data Table**

Time Spent Yesterday		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)
	n=9,700	n=1,000	n=1,370	n=2,400	n=3,200	n=3,490
	Mean (hours)					
	Sleeping	9.0	9.8	9.2	9.4	8.7
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

**For more information on this news release, please contact:**

*Mary Beth Barbour*  
*Senior Vice President,*  
*Ipsos Reid*  
*(416) 572-4409*  
[marybeth.barbour@ipsos.com](mailto:marybeth.barbour@ipsos.com)

*Elen Alexov*  
*Director, Marketing Services*  
*Ipsos in North America*  
*(778) 373-5136*  
[elen.alexov@ipsos.com](mailto:elen.alexov@ipsos.com)

*News Releases are available at: <http://www.ipsos-na.com/news/>*

---

© Ipsos

- 3 -

*Washington • New York • Chicago • Minneapolis • Seattle • San Francisco • Los Angeles  
Vancouver • Calgary • Winnipeg • Toronto • Ottawa • Montreal*