

Marketers Take Note: Live TV the Main Course in Canadian Media Diet

Canadians Primarily Interact With Media by Watching, More than Reading, Listening, Gaming, Browsing or Social Networking

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Data Tables

Average Hours spent with Media (Yesterday)

	Overall	Trailing Millennials (18-24 years)	Leading Millennials (25-32 years)	Millennials (18-32 years)	GenX (33-49 years)	Boomers (50-68 years)
Base Defined as Respondents	n=11,300	n=1,310	n=1,620	n=2,930	n=3,670	n=4,020
Media (Net – watching, listening, reading, browsing, gaming, social networking)	5.6	6.3	4.9	5.6	5.1	6.1
Watching	2.8	2.1	2.3	2.2	2.5	3.4

Proportion of Total Hours spent with Media Spent Watching (Yesterday)

	Overall	Trailing Millennials (18-24 years)	Leading Millennials (25-32 years)	Millennials (18-32 years)	GenX (33-49 years)	Boomers (50-68 years)
Base Defined as Respondents	n=11,300	n=1,310	n=1,620	n=2,930	n=3,670	n=4,020
Watching	50%	33%	46%	39%	49%	57%

Proportion of Total Watching Occasions by Format (Yesterday) (Among those completing Watching module)

	Overall	Trailing Millennials (18-24 years)	Leading Millennials (25-32 years)	Millennials (18-32 years)	GenX (33-49 years)	Boomers (50-68 years)
Base Defined as Viewing Occasions	n=17,830	n=1,800	n=2,370	n=4,170	n=5,540	n=7,090
Live	25%	7%	16%	11%	22%	38%
PVR	8%	3%	7%	5%	9%	10%
Streamed/Downloaded	10%	18%	16%	18%	10%	4%
Disc	4%	3%	4%	3%	5%	3%
VOD	3%	2%	3%	2%	3%	2%