

**think** tv

TV & MULTI-TASKING

August 2016

# TV & MULTI-TASKING

## SUMMARY

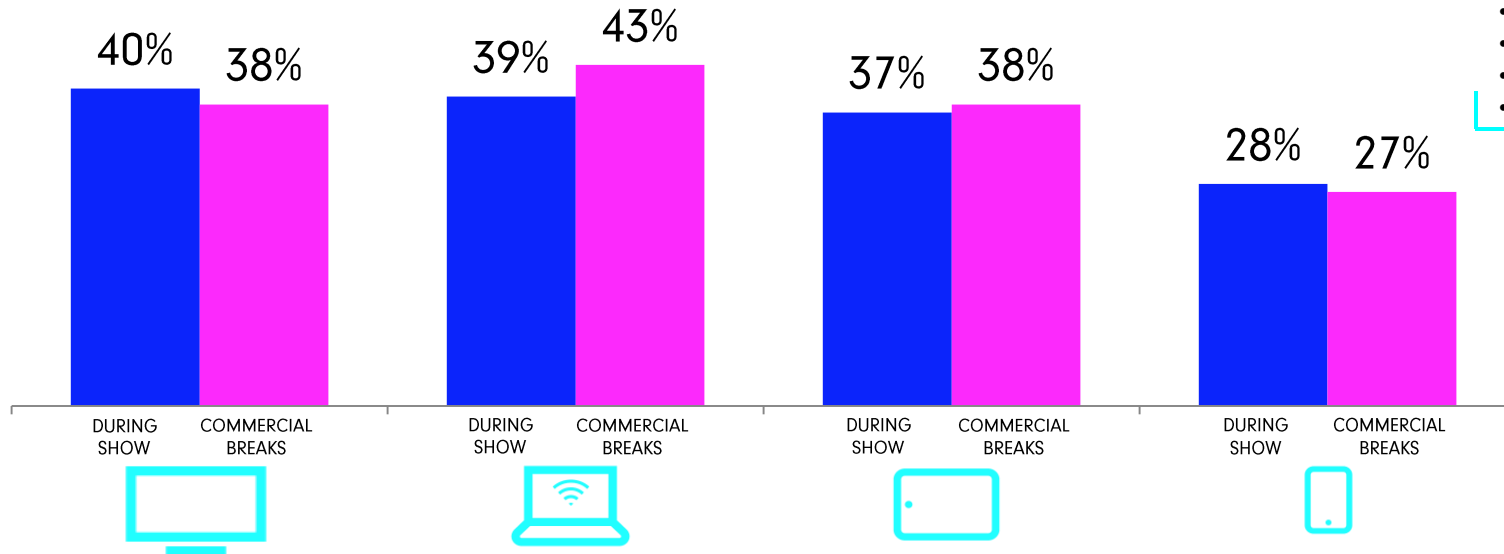
- Canadians pay most attention to ads when watching television
- Multi-tasking during ads is no higher than during shows
- 43% of Canadians say they never/almost never multi-task on their phones while watching TV
- 20% of multi-tasking is related to the show being viewed on TV



# MULTI-TASKING – DIGITAL ACTIVITIES

Multi-tasking during ads is rarely higher than multi-tasking during shows.

Multi-tasking during show vs. commercial breaks – Digital Activities



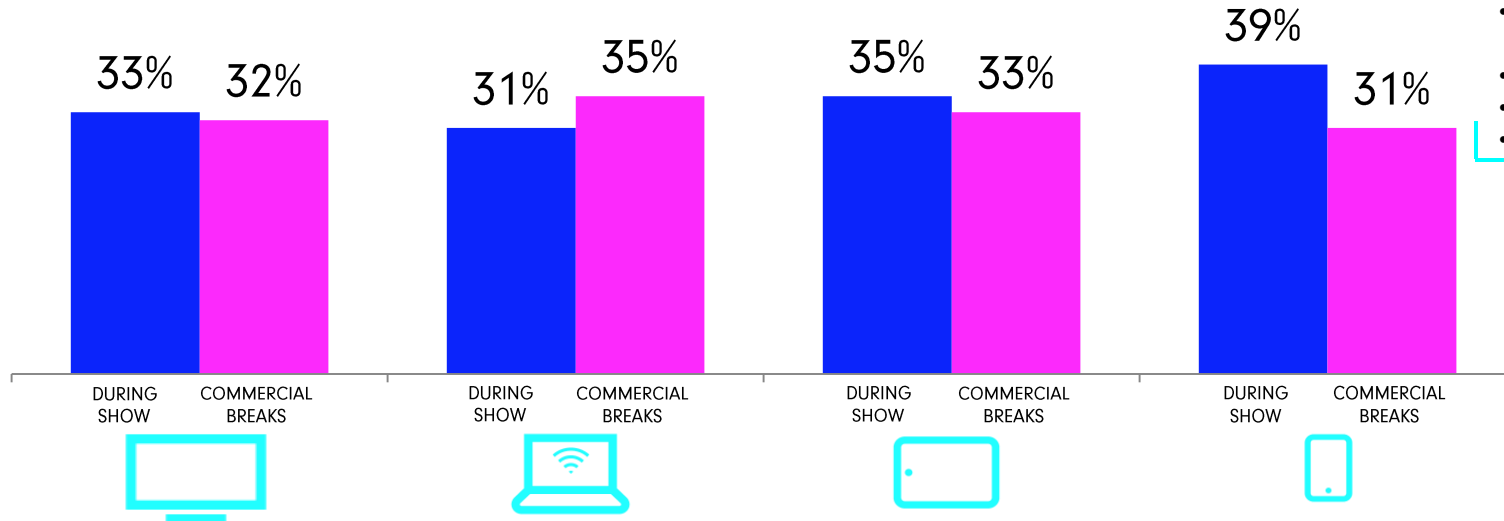
**Digital:**

- Social media
- Texting / IM
- Job-related work
- Website browsing
- Emailing

# MULTI-TASKING – NON-DIGITAL ACTIVITIES

With one exception, multi-tasking was no higher during ads than shows.

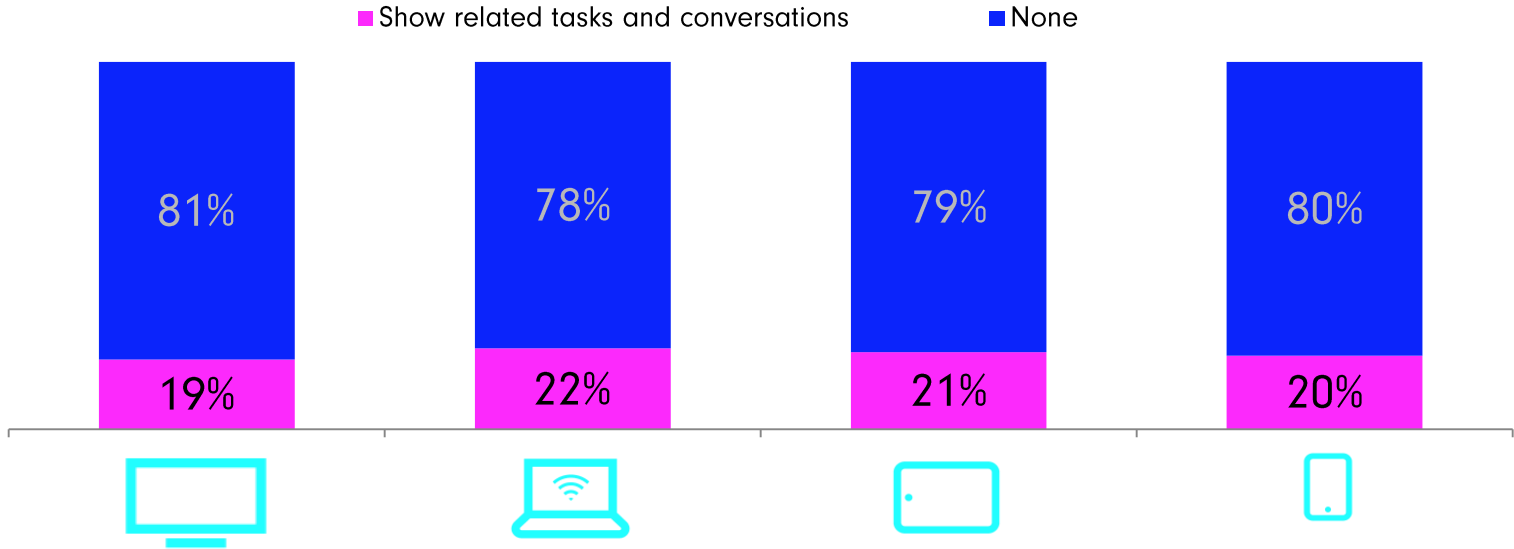
Multi-tasking during show vs. commercial breaks – Non-digital Activities



**Non-digital:**

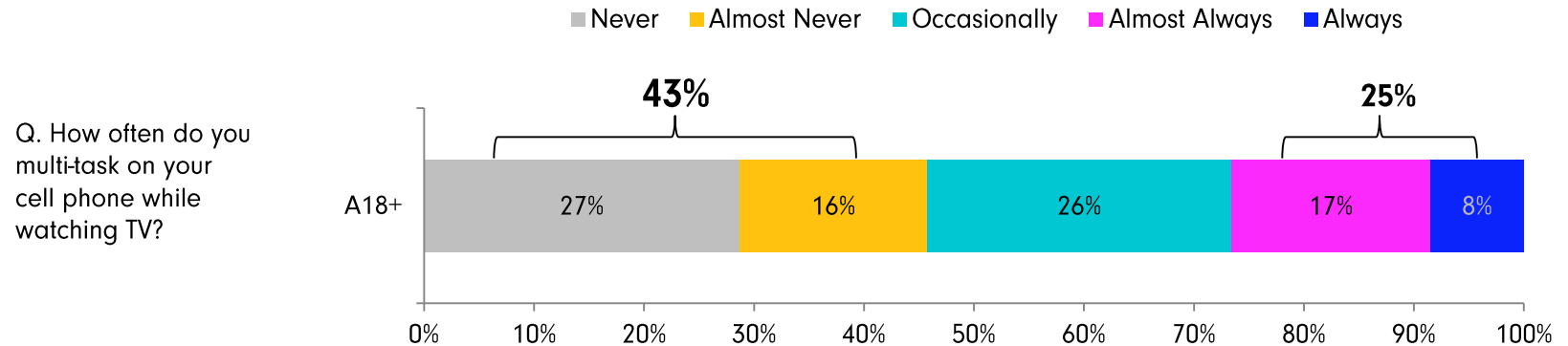
- Conversation face-to-face
- Conversation via phone
- Household tasks
- Left the room
- Reading

# MULTI-TASKERS PERFORM SHOW-RELATED ACTIVITIES



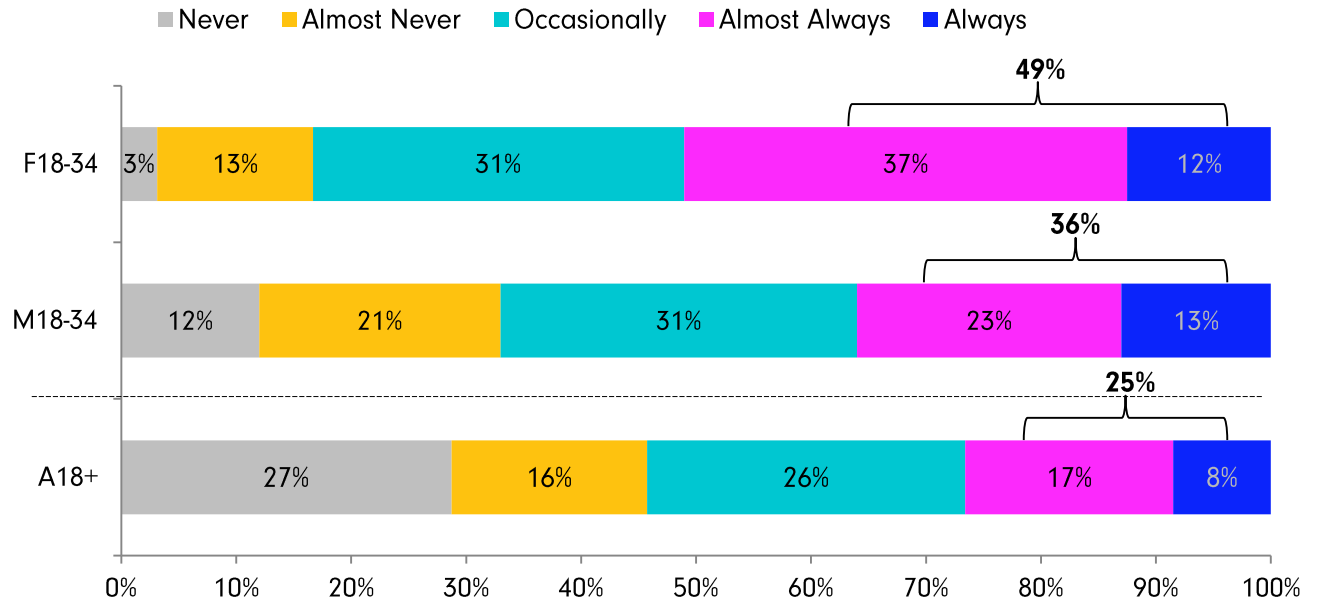
# MULTI-TASKING WITH A CELL PHONE

43% of Canadian adults say they Never/Almost Never multi-task on their phone while watching TV.



# MULTI-TASKING WITH A CELL PHONE

Young women are most likely to multi-task, with 49% saying that they Always/Almost Always multi-task on their phone while watching TV.

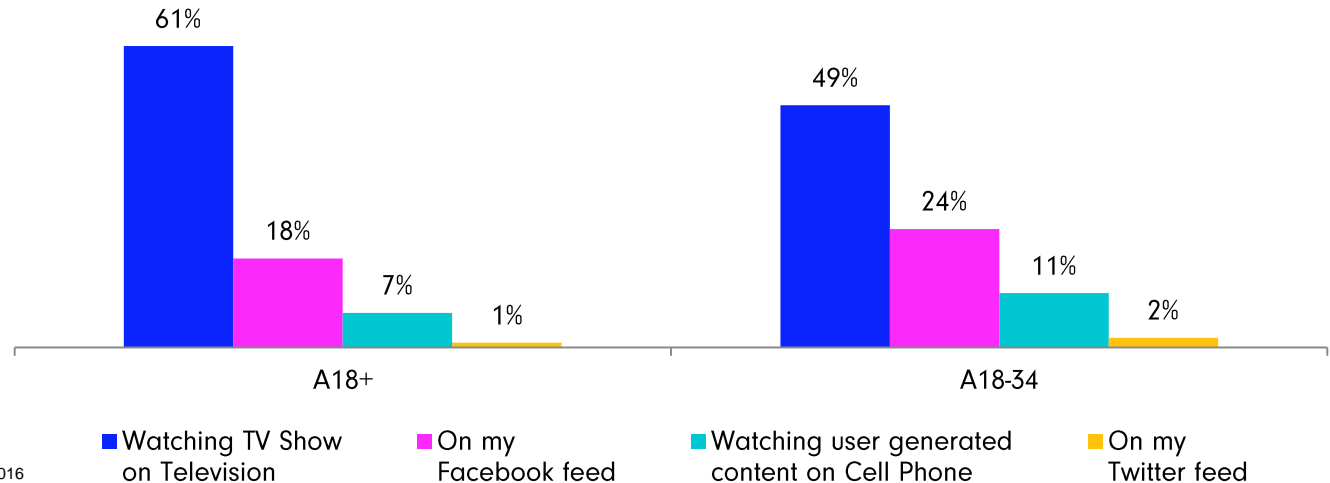


# DESPITE MULTI-TASKING, TV ADS GET MOST ATTENTION

Canadians pay most attention to video ads when viewed in **TV content** on a **TV set**

- **3x** more than Facebook (**2x** more than Facebook for Millennials)
- **9x** more than UGC on a cell phone (**4.5x** more for Millennials)

Q. What advertising do you pay **most** attention to?







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