

A graphic consisting of several concentric circles of varying shades of gray, centered on the left side of the page. The circles are of uniform thickness and are arranged in a regular pattern, creating a target-like or ripple effect.

screen time

think^{tv}

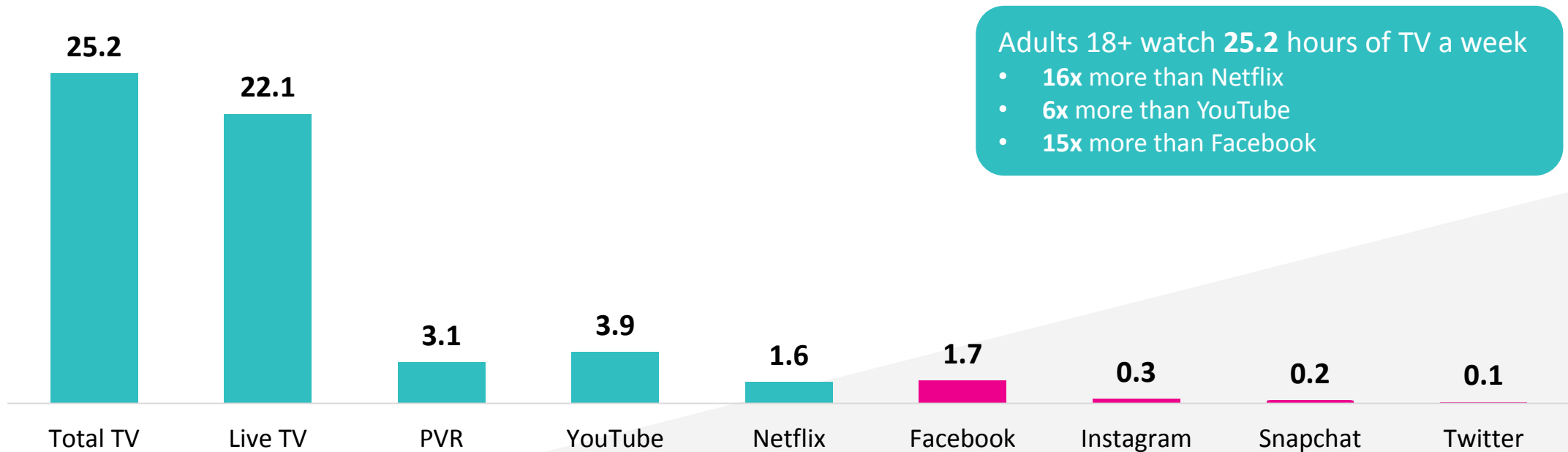
A graphic consisting of several concentric circles of varying shades of gray, centered on the left side of the page. The circles are of different diameters and are spaced out, creating a tunnel-like or ripple effect.

total Canada

Adults/Men/Women

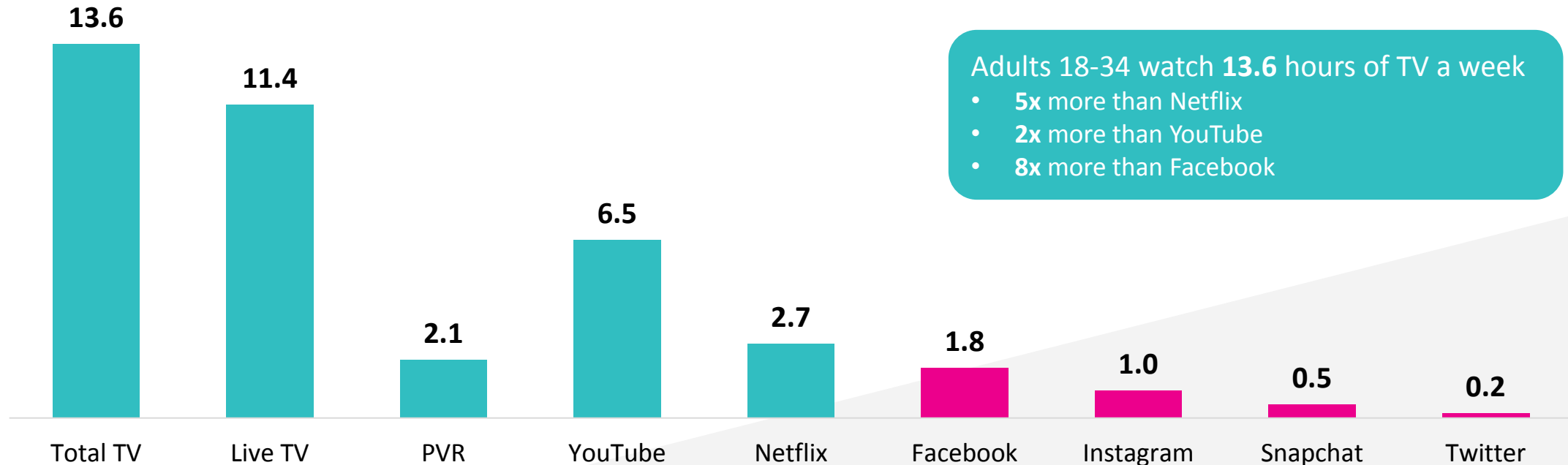
tv dominates time spent – A18+

ADULTS 18+ AVERAGE WEEKLY HOURS



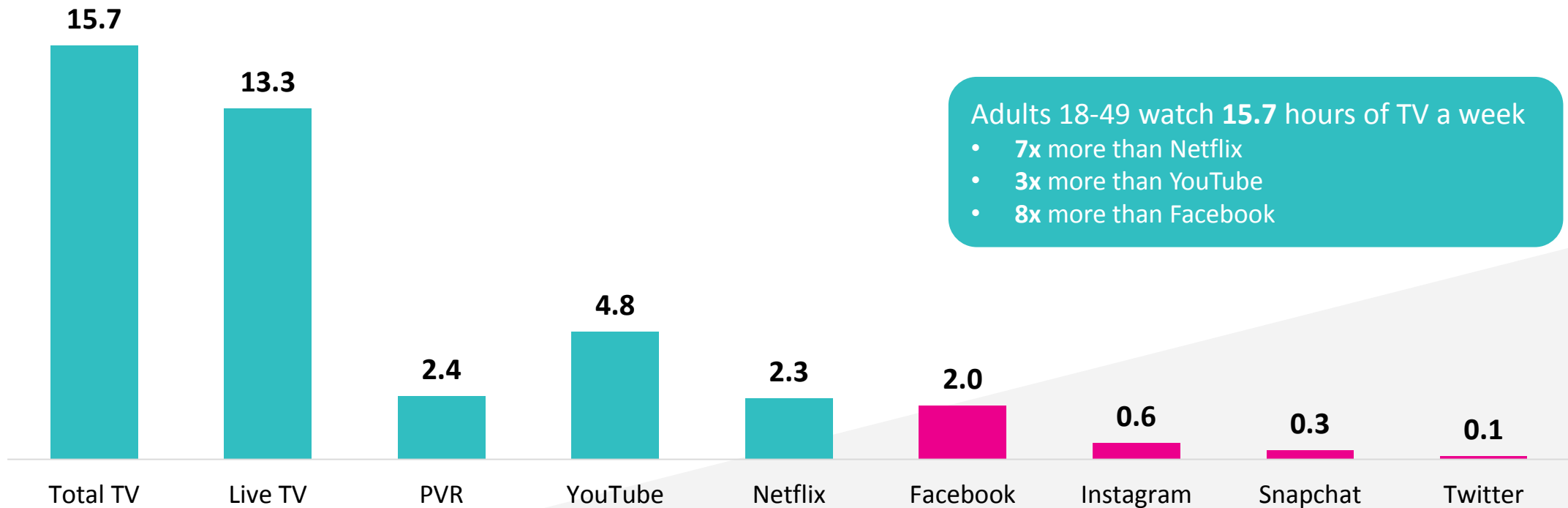
tv dominates time spent – A18-34

ADULTS 18-34 AVERAGE WEEKLY HOURS



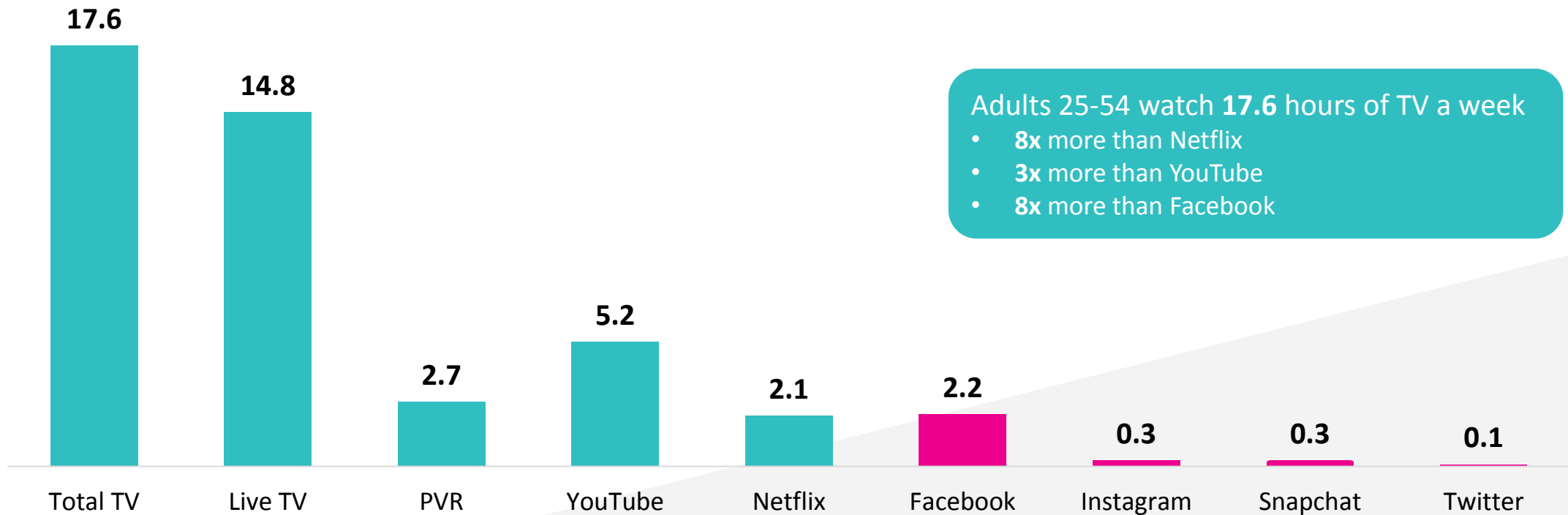
tv dominates time spent – A18-49

ADULTS 18-49 AVERAGE WEEKLY HOURS



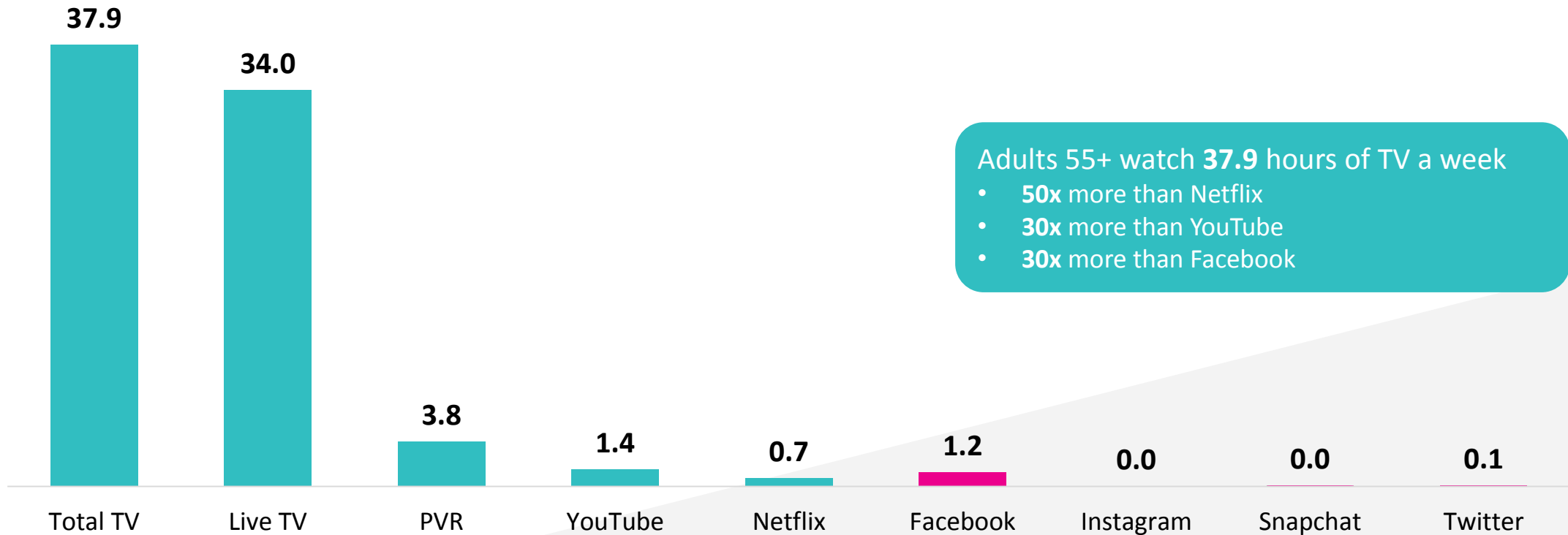
tv dominates time spent – A25-54

ADULTS 25-54 AVERAGE WEEKLY HOURS



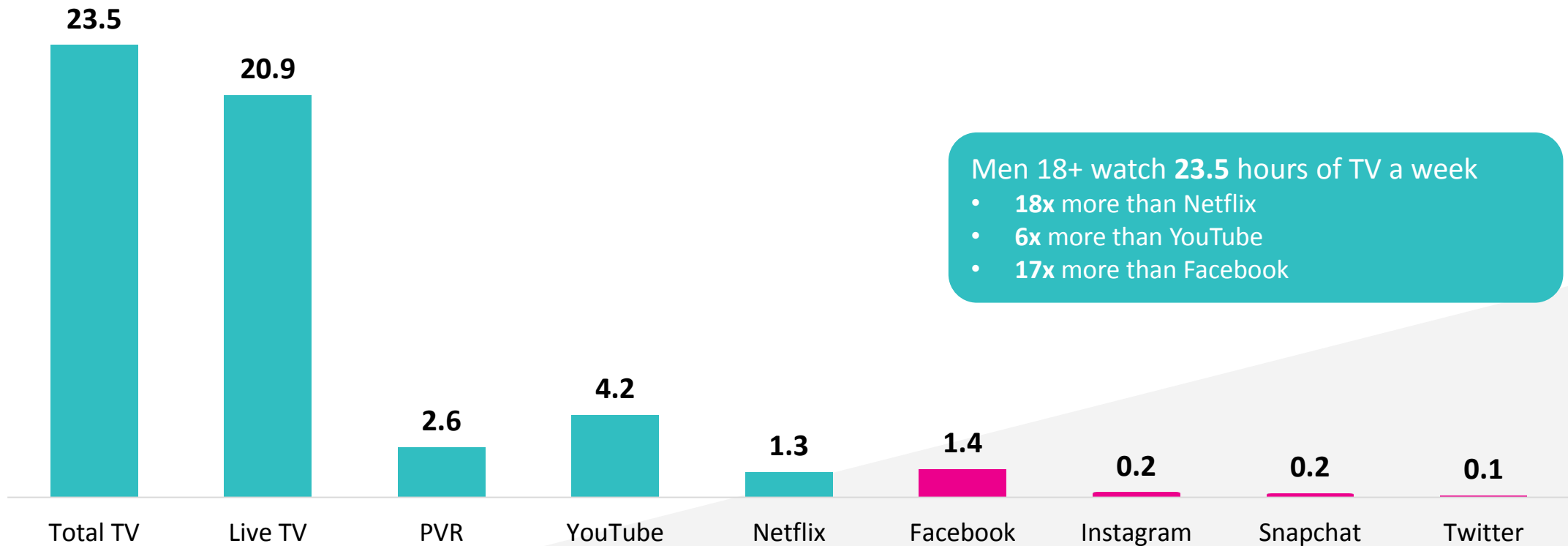
tv dominates time spent – A55+

ADULTS 55+ AVERAGE WEEKLY HOURS



tv dominates time spent – M18+

M18+
AVERAGE WEEKLY HOURS

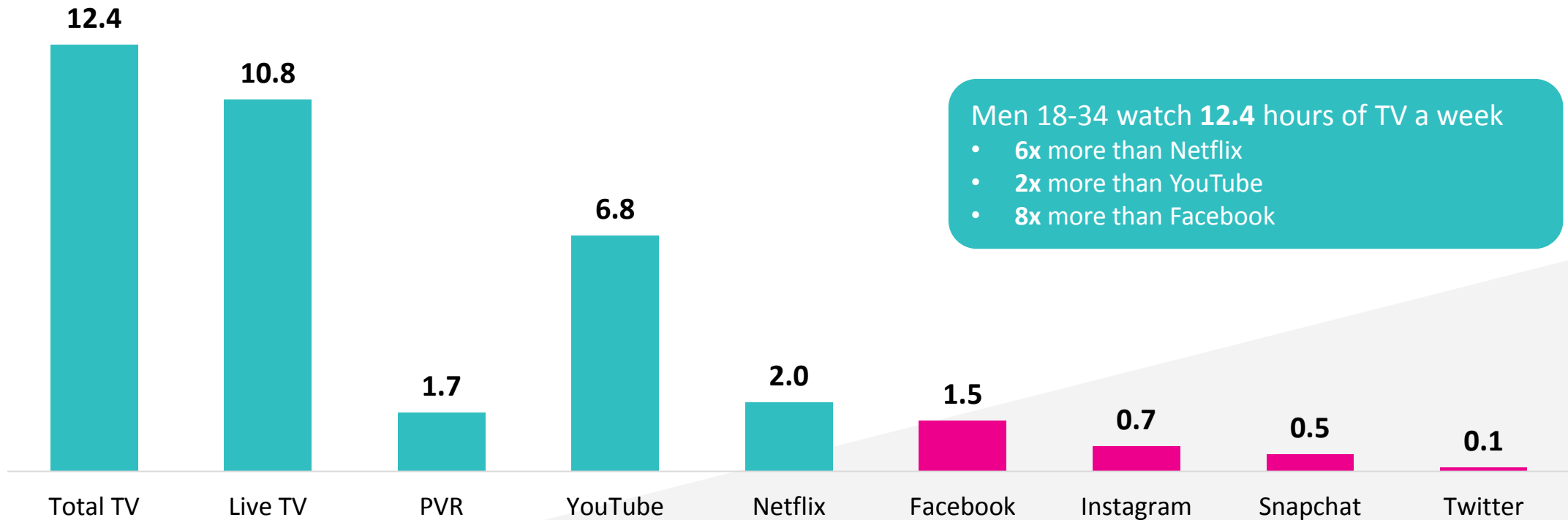


Men 18+ watch **23.5** hours of TV a week

- **18x** more than Netflix
- **6x** more than YouTube
- **17x** more than Facebook

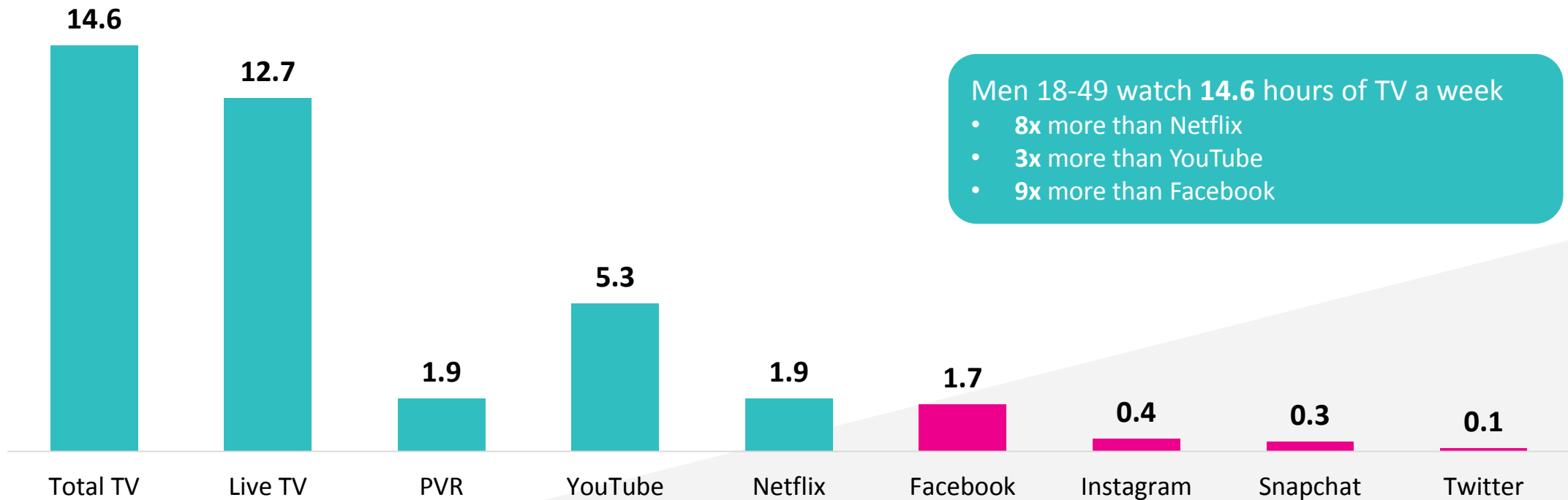
tv dominates time spent – M18-34

M18-34
AVERAGE WEEKLY HOURS



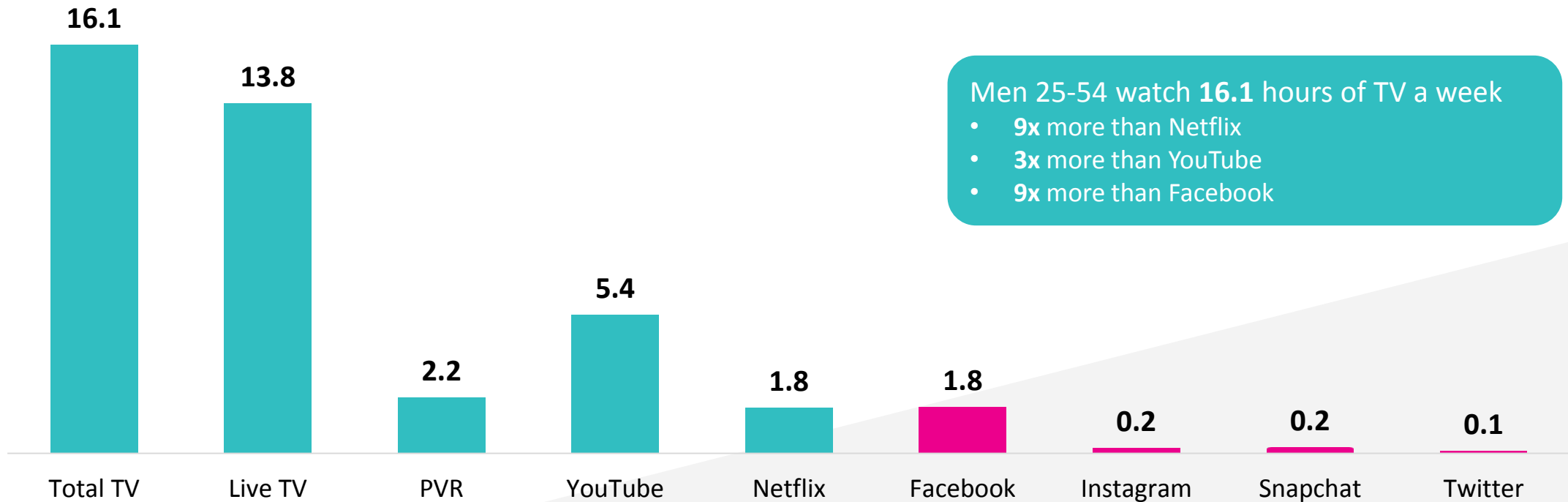
tv dominates time spent – M18-49

M18-49
AVERAGE WEEKLY HOURS



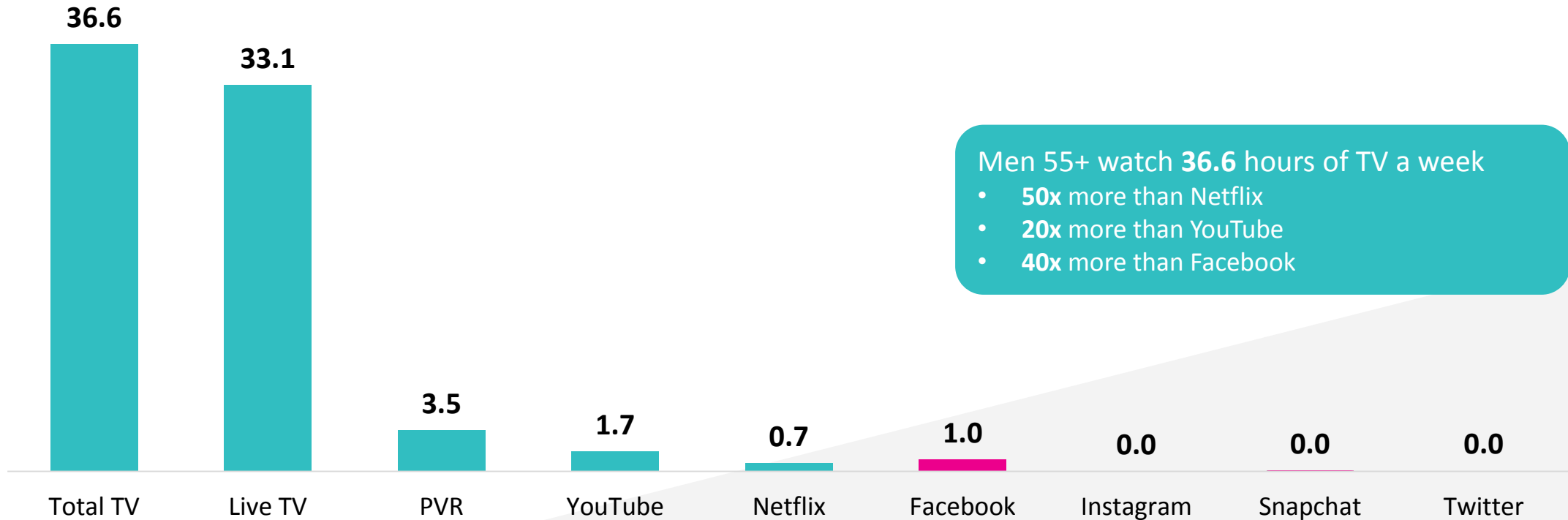
tv dominates time spent – M25-54

M25-54
AVERAGE WEEKLY HOURS



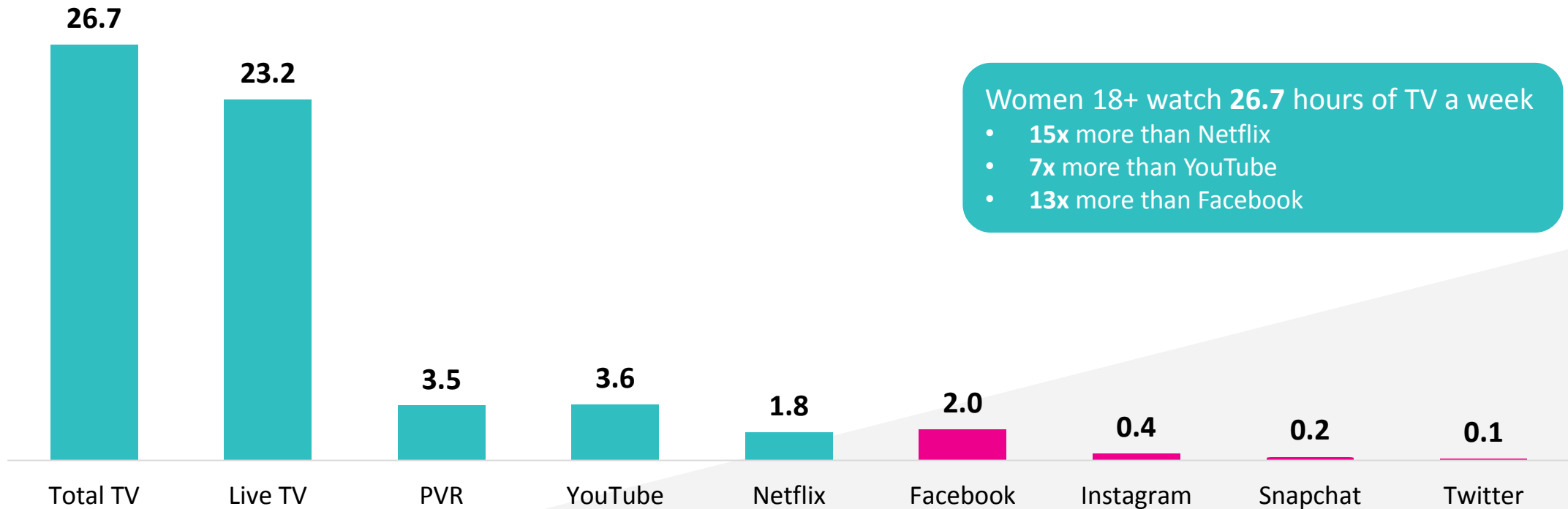
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M55+
AVERAGE WEEKLY HOURS



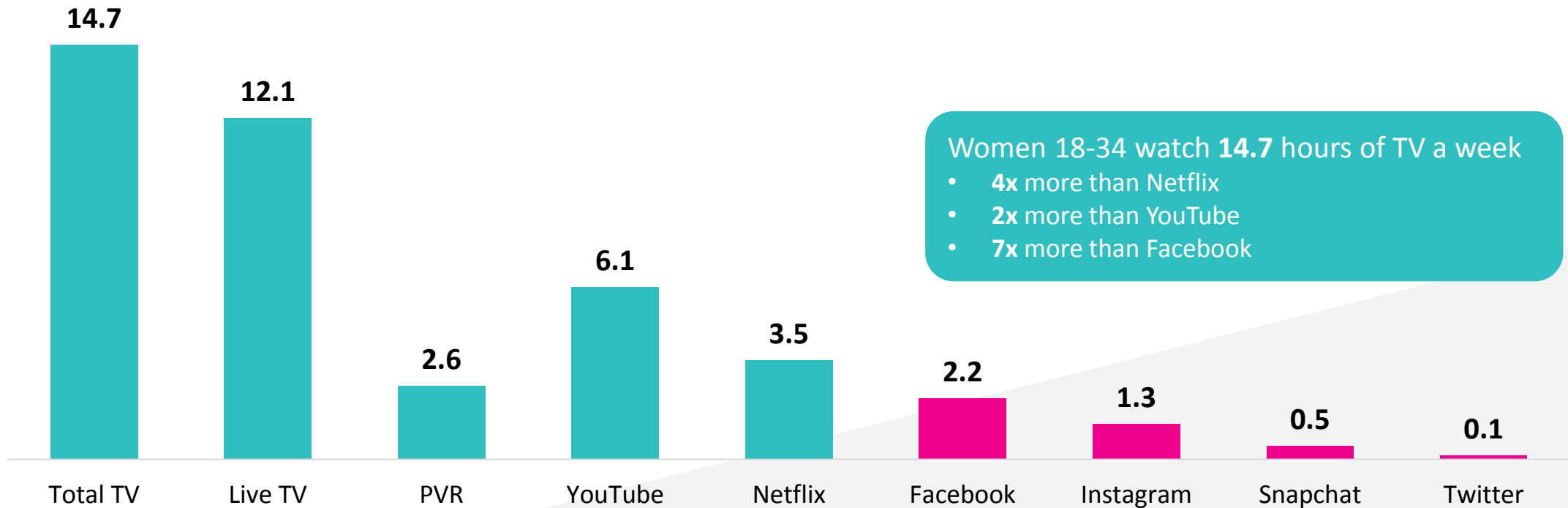
tv dominates time spent – W18+

W18+
AVERAGE WEEKLY HOURS



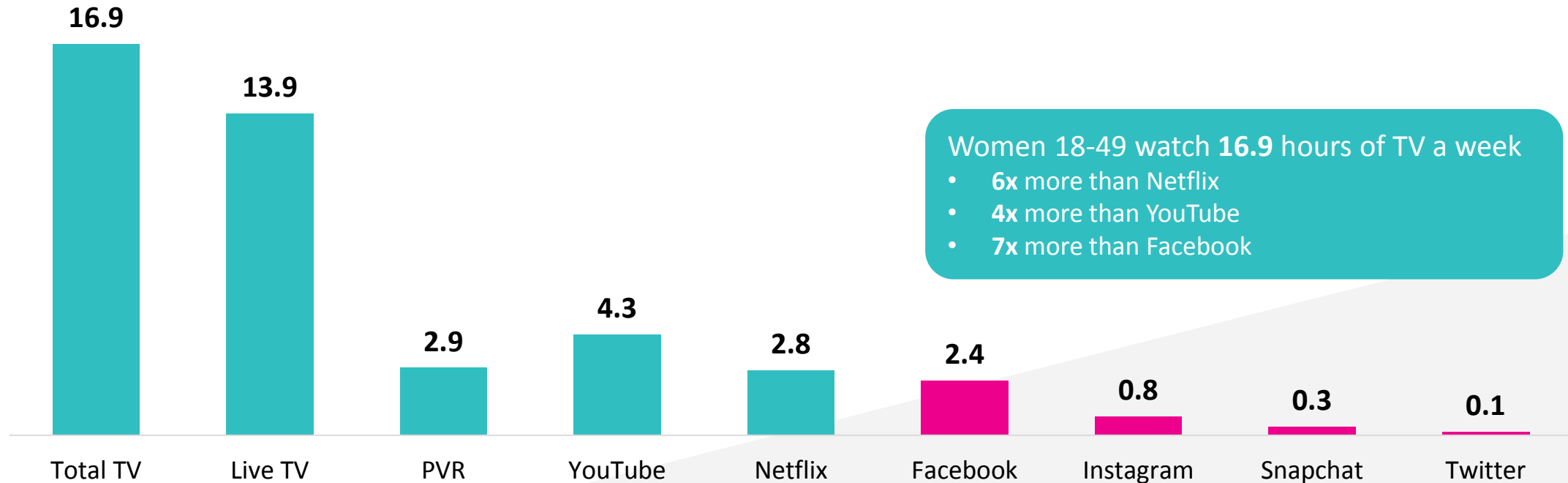
tv dominates time spent – W18-34

W18-34
AVERAGE WEEKLY HOURS



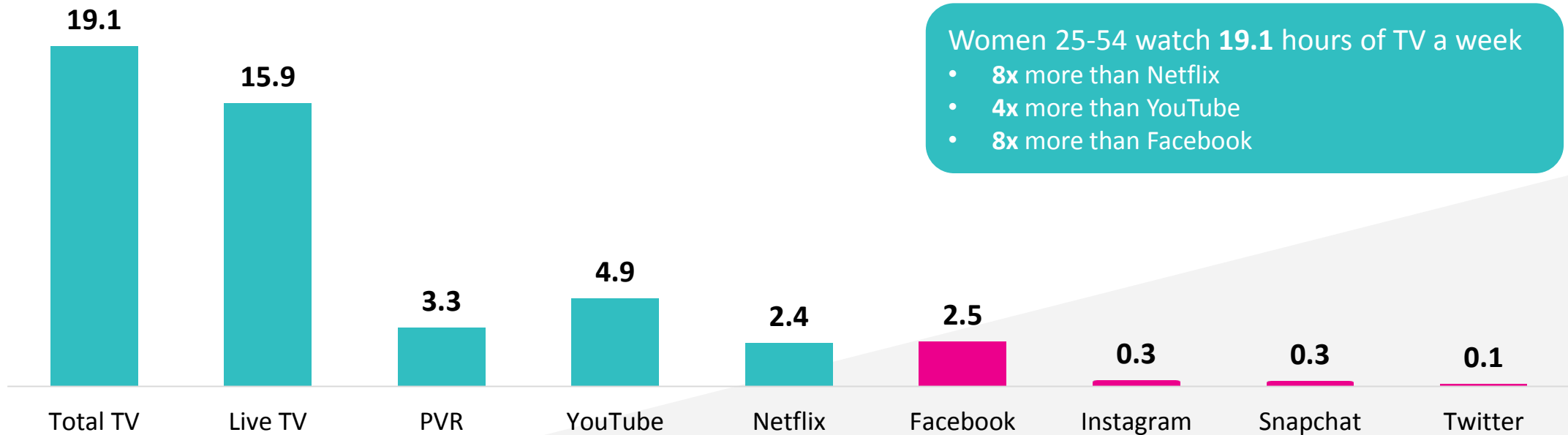
tv dominates time spent – W18-49

W18-49
AVERAGE WEEKLY HOURS



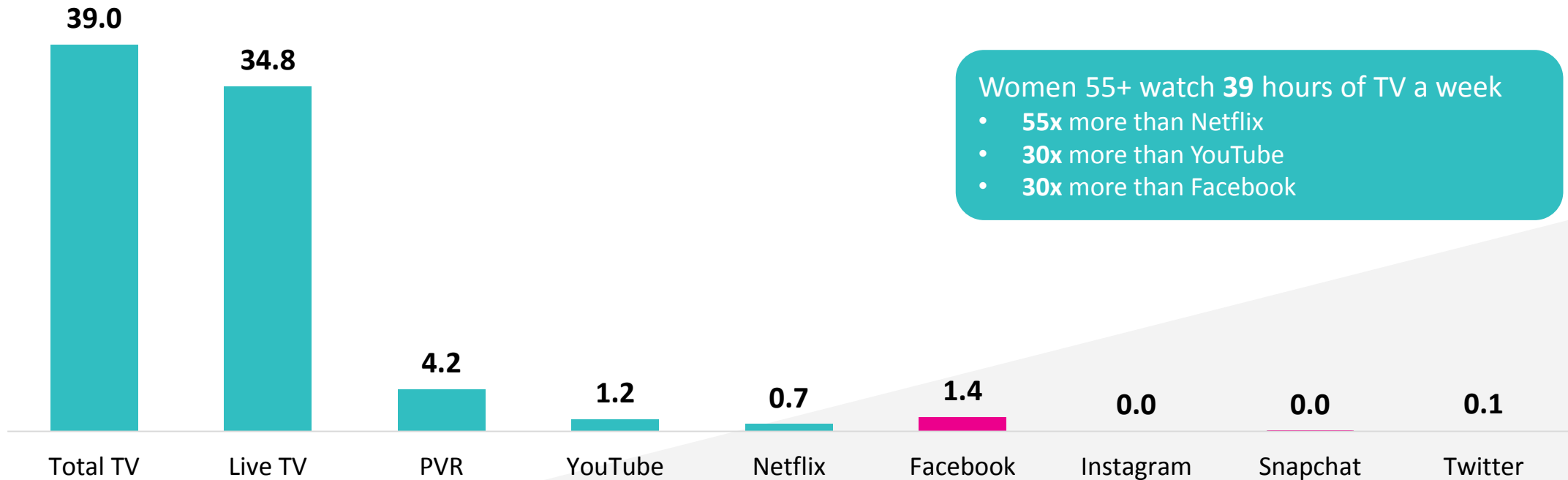
tv dominates time spent – W25-54

W25-54 AVERAGE WEEKLY HOURS



tv dominates time spent – W55+

W55+
AVERAGE WEEKLY HOURS



Women 55+ watch 39 hours of TV a week

- 55x more than Netflix
- 30x more than YouTube
- 30x more than Facebook



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French / Quebec Franco

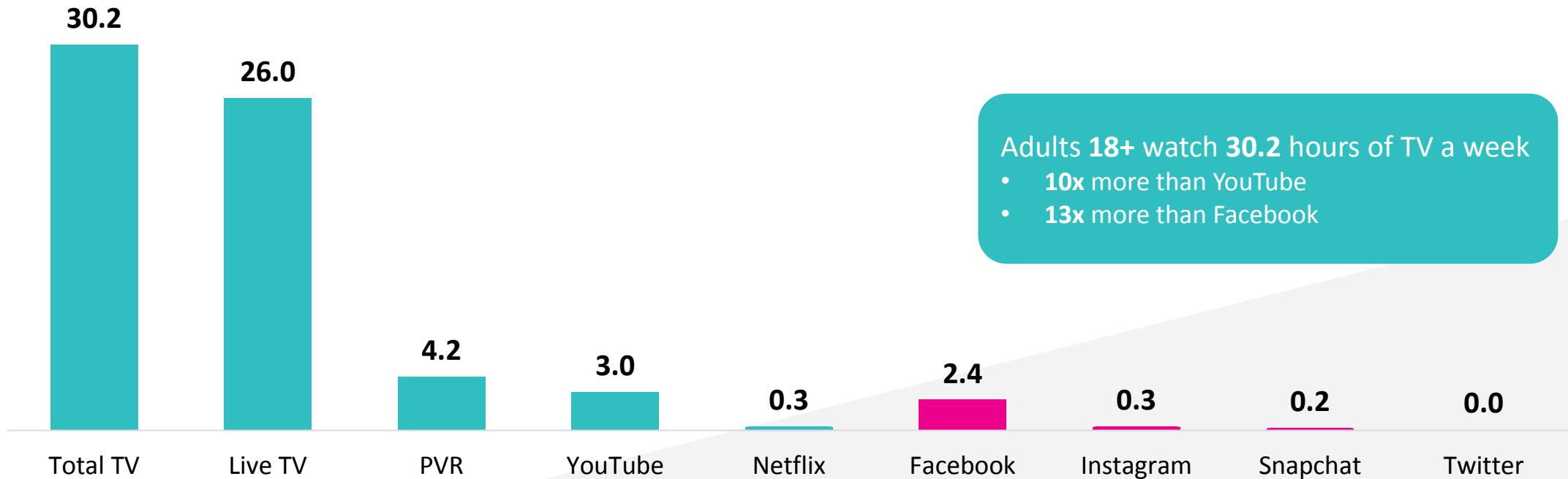
Adults/Men/Women

think^{tv}

tv dominates time spent – A18+



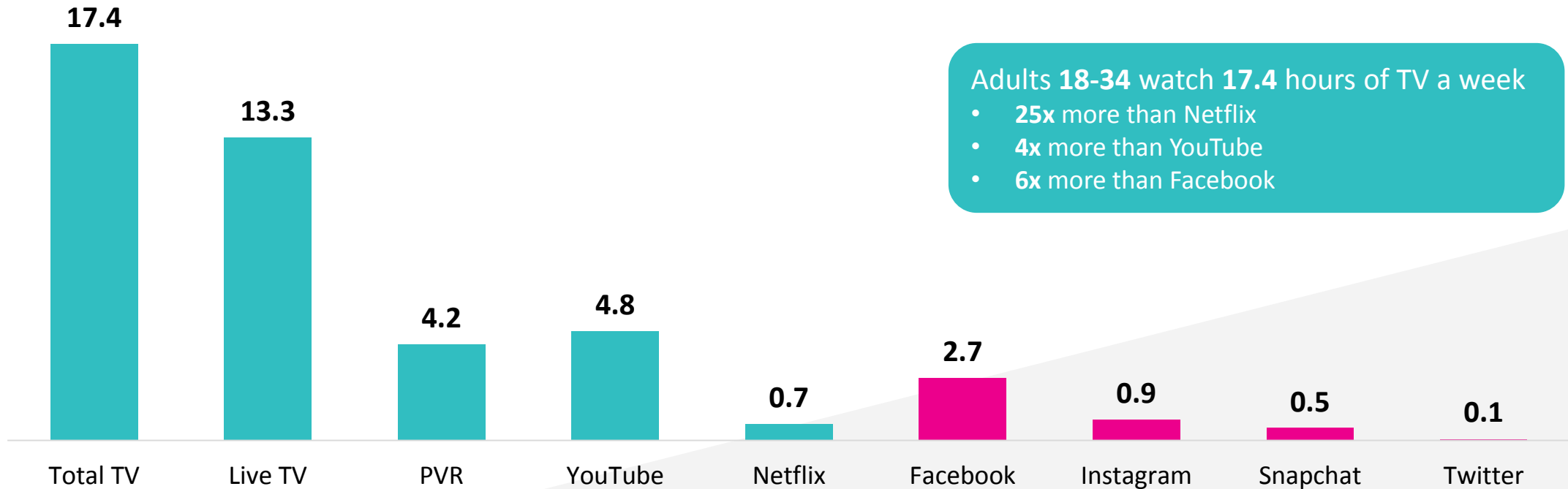
A18+
AVERAGE WEEKLY HOURS



tv dominates time spent – A18-34



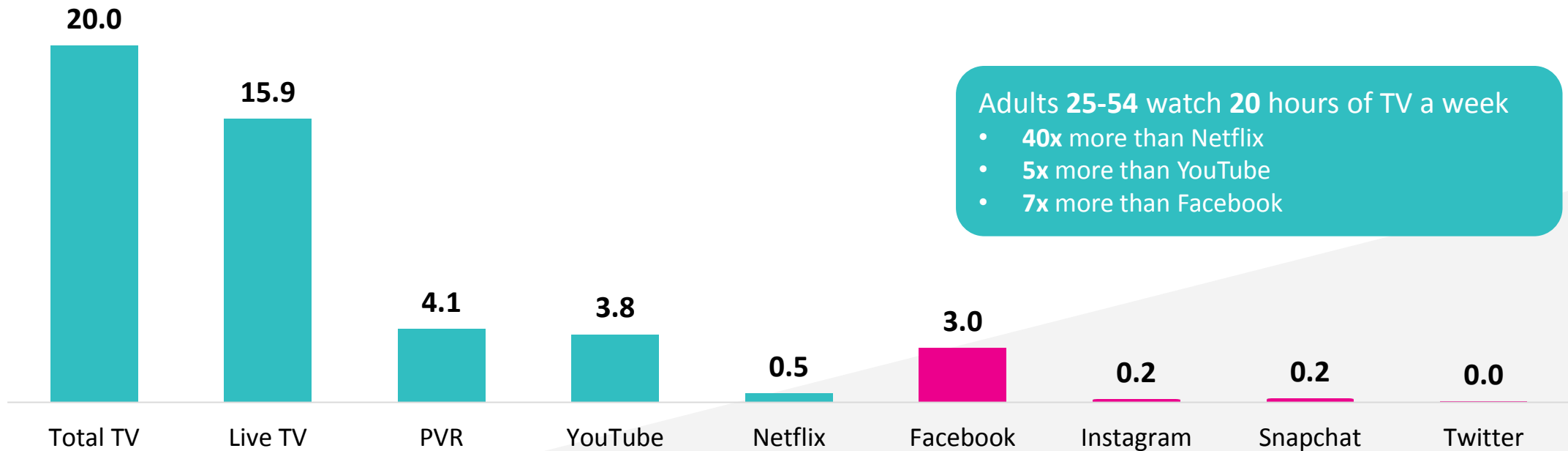
A18-34 AVERAGE WEEKLY HOURS



tv dominates time spent – A25-54



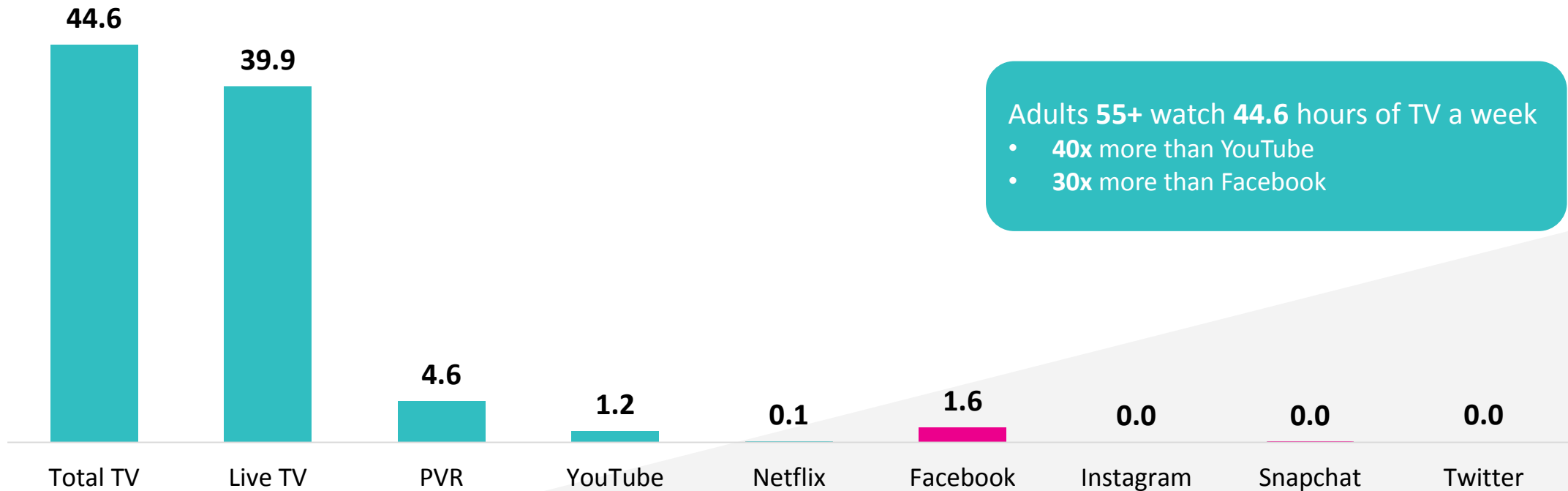
A25-54 AVERAGE WEEKLY HOURS



tv dominates time spent – A55+



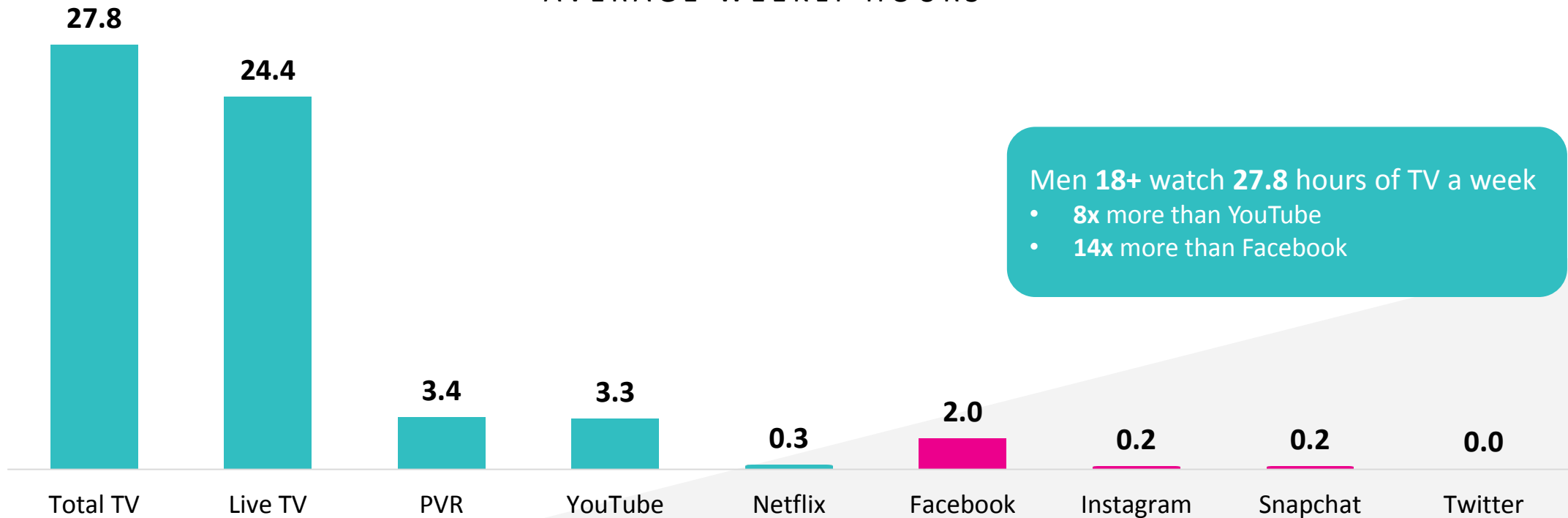
A55+
AVERAGE WEEKLY HOURS



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M18+
AVERAGE WEEKLY HOURS



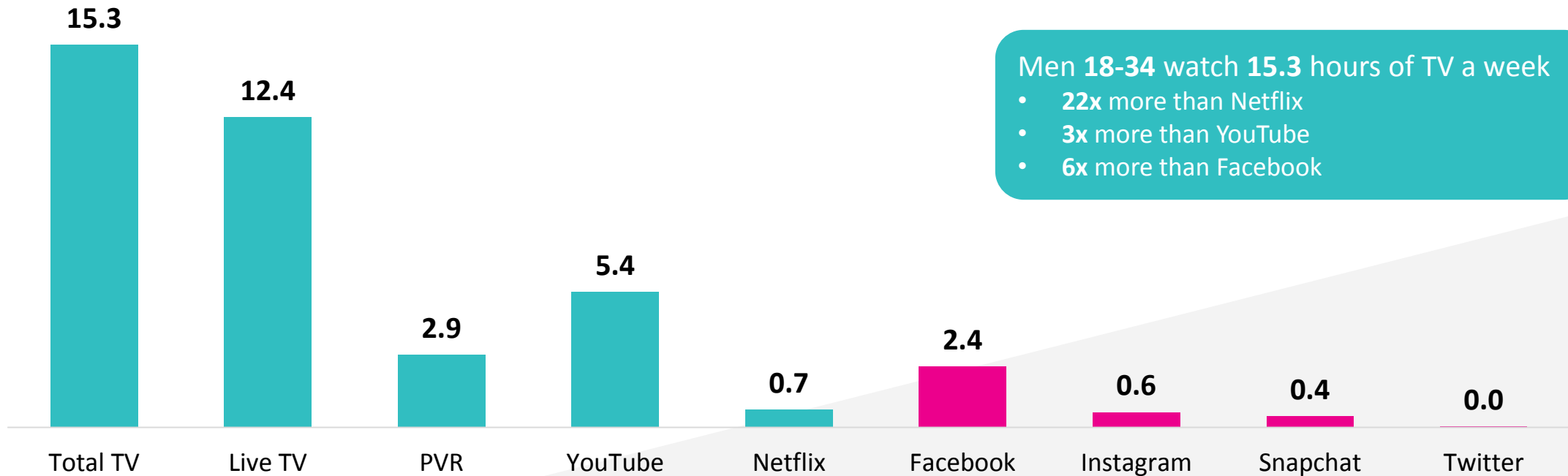
Men 18+ watch 27.8 hours of TV a week

- 8x more than YouTube
- 14x more than Facebook

tv dominates time spent – M18-34



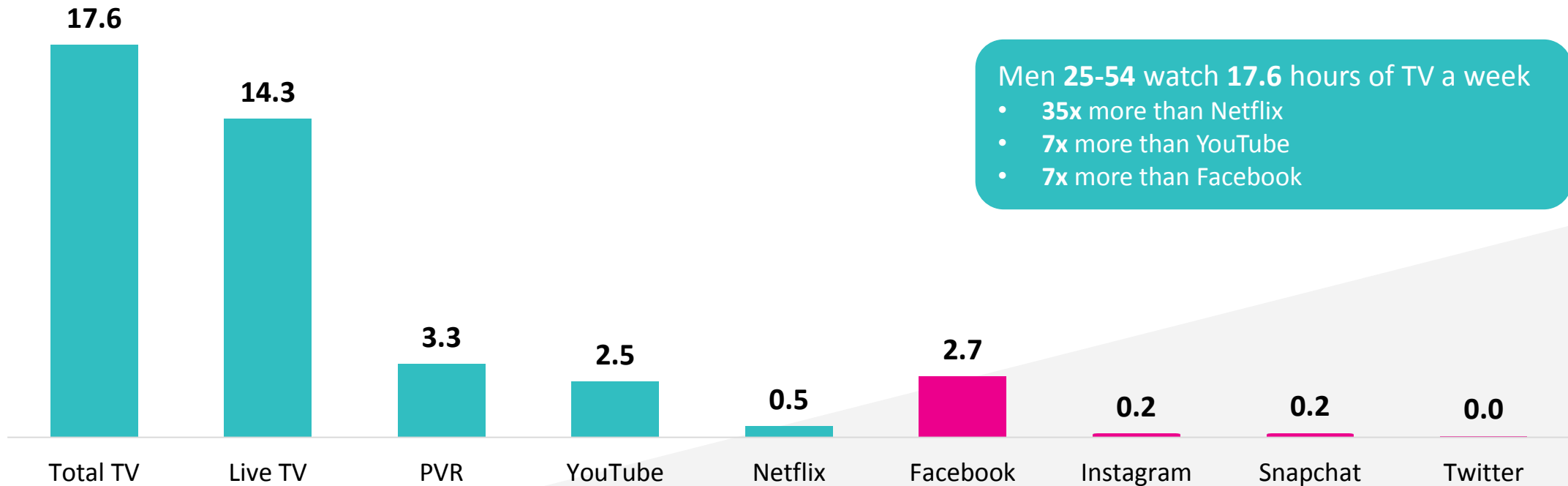
M18-34 AVERAGE WEEKLY HOURS



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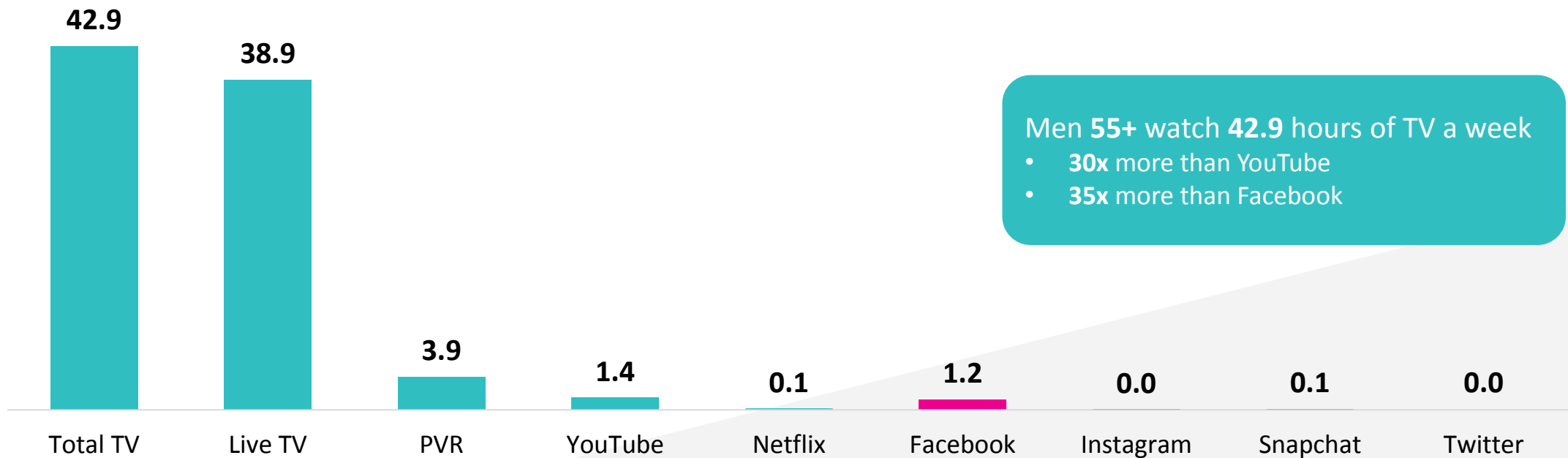
M25-54 AVERAGE WEEKLY HOURS



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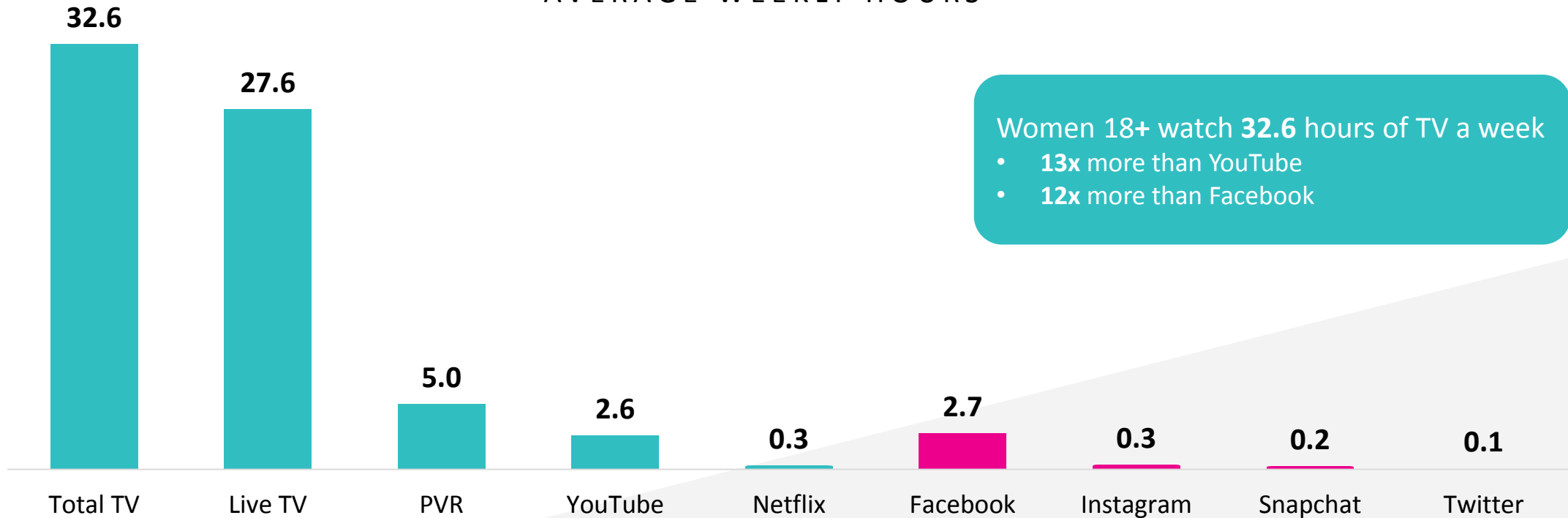
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W18+
AVERAGE WEEKLY HOURS



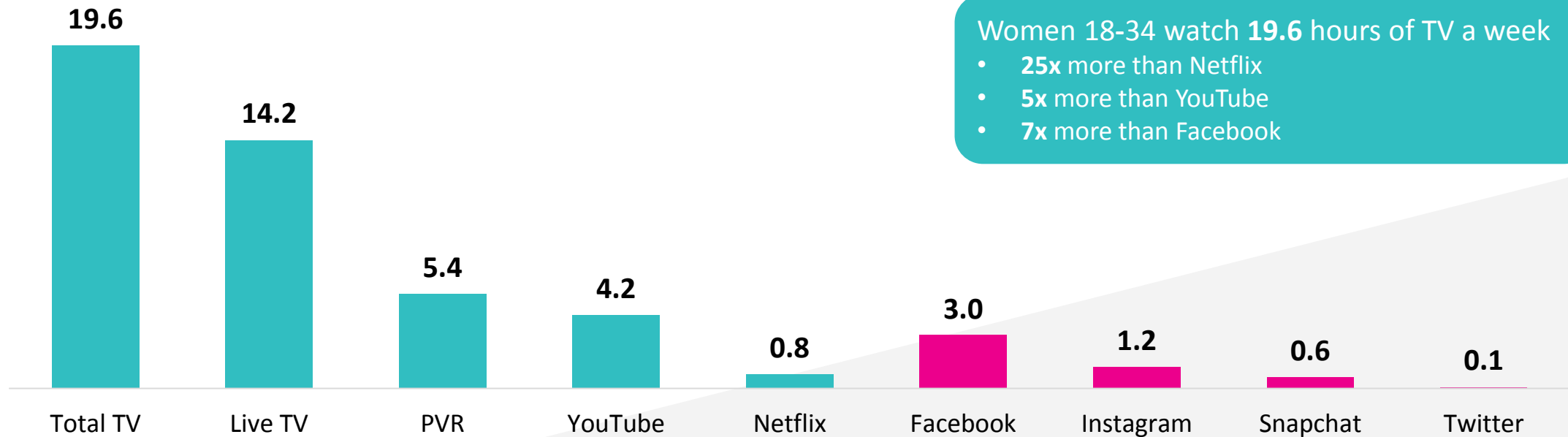
Women 18+ watch 32.6 hours of TV a week

- 13x more than YouTube
- 12x more than Facebook

tv dominates time spent – W18-34



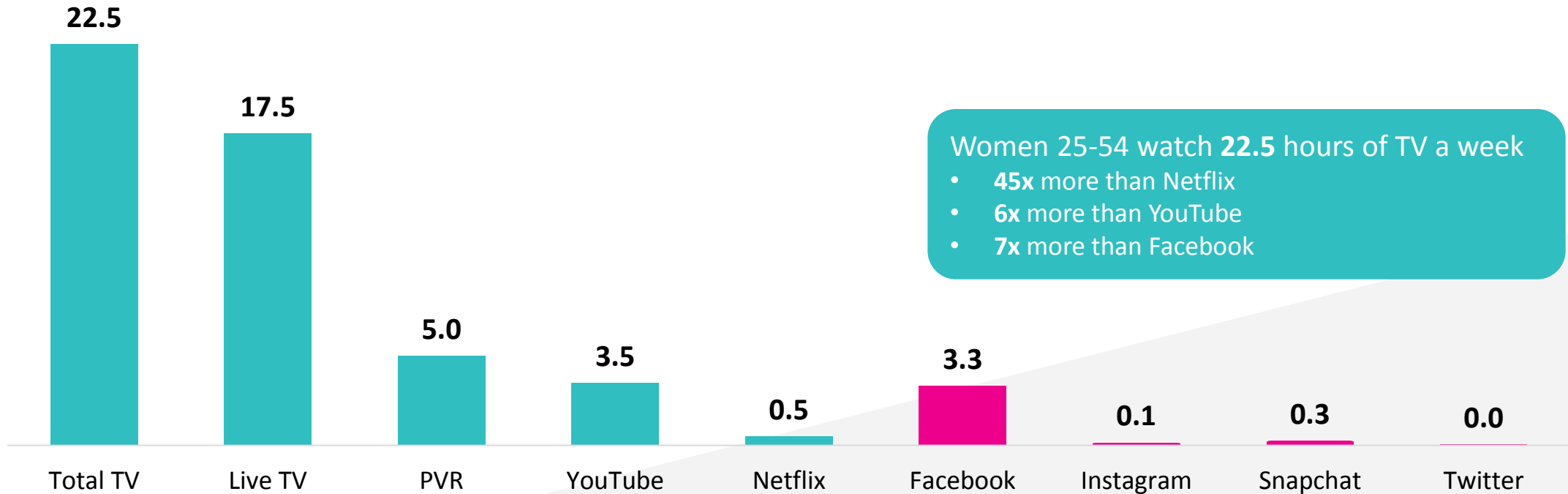
W18-34 AVERAGE WEEKLY HOURS



tv dominates time spent – W25-54



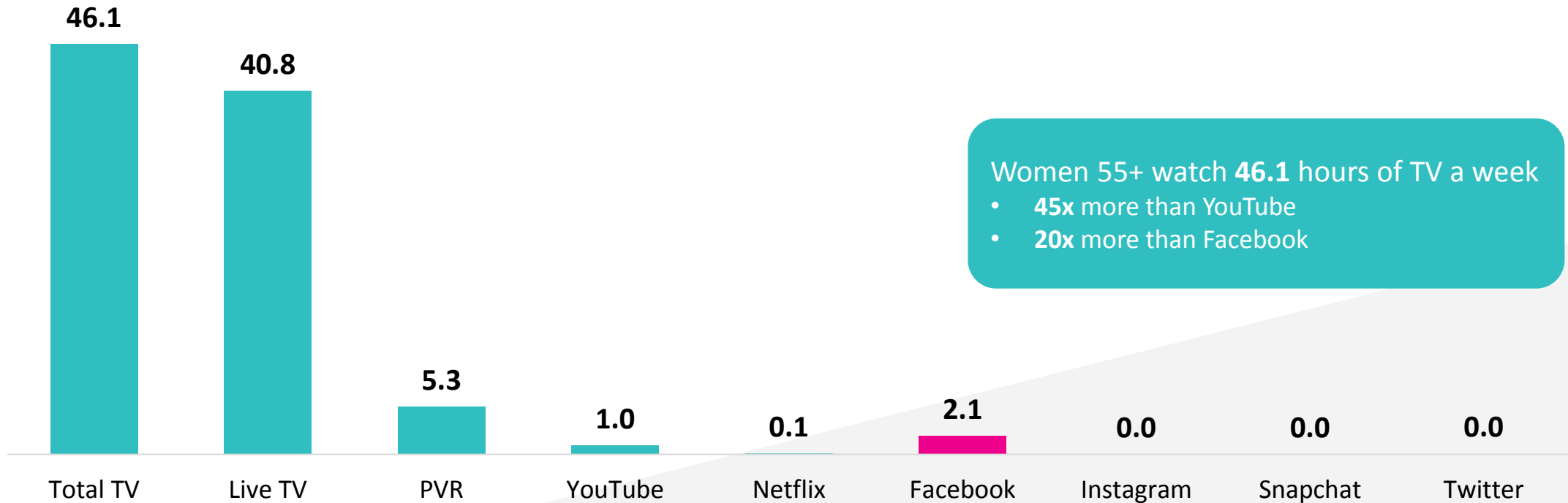
W25-54
AVERAGE WEEKLY HOURS



tv dominates time spent – W55+



W55+
AVERAGE WEEKLY HOURS



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