



& multi-tasking

the truth about **tv** and multi-tasking

The majority of Canadians either don't multi-task on their phone while watching TV, or do so only occasionally.

- Half of Canadians say they never/almost never multi-task on their phones while watching TV
- 27% of millennials never / almost never multi-task (58% multi-task occasionally or less often*)
- Canadians pay most attention to advertising when watching TV content on a TV set

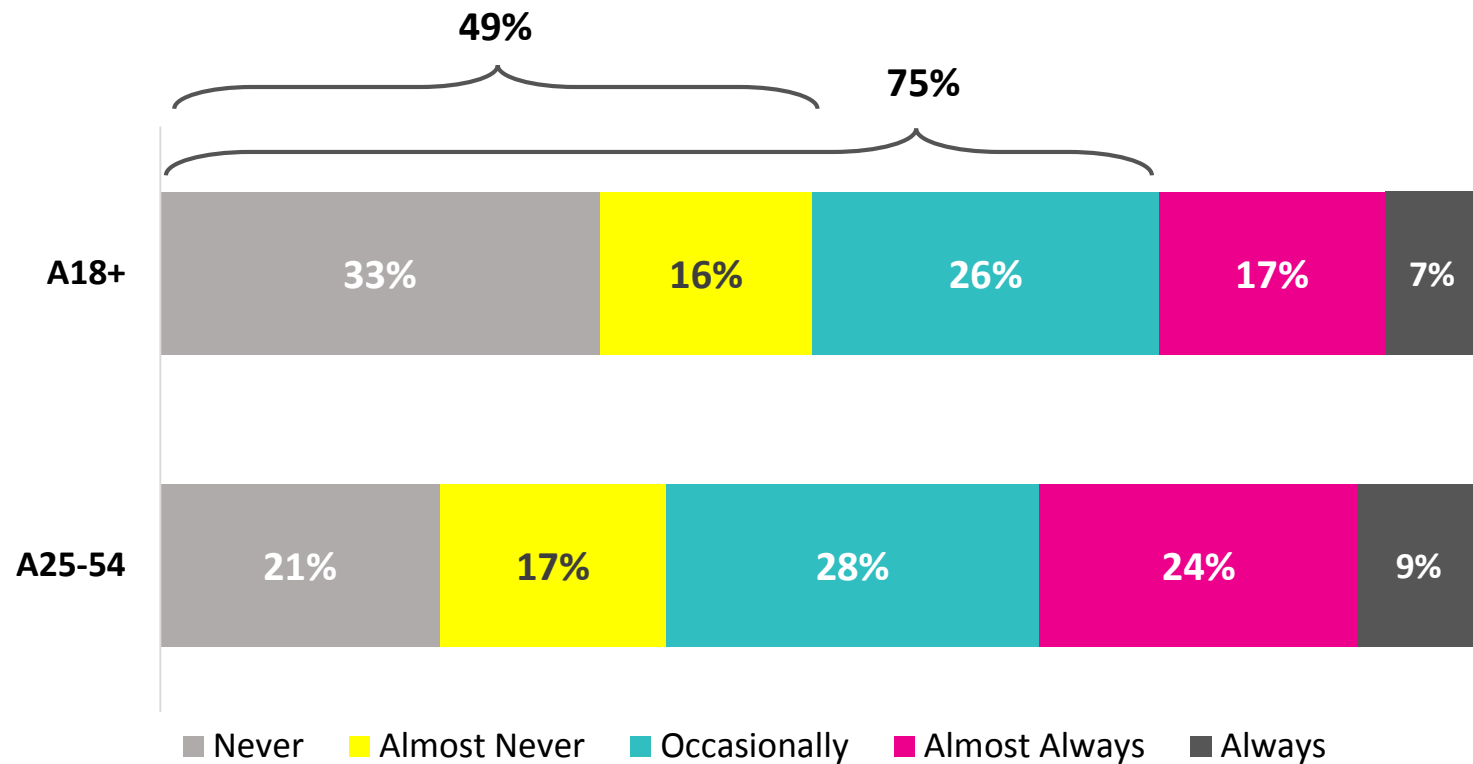
* Occasional + Almost Never + Never



half of Canadians **rarely** multi-task

49% of Canadian adults say they never/almost never multi-task on their phone while watching TV.

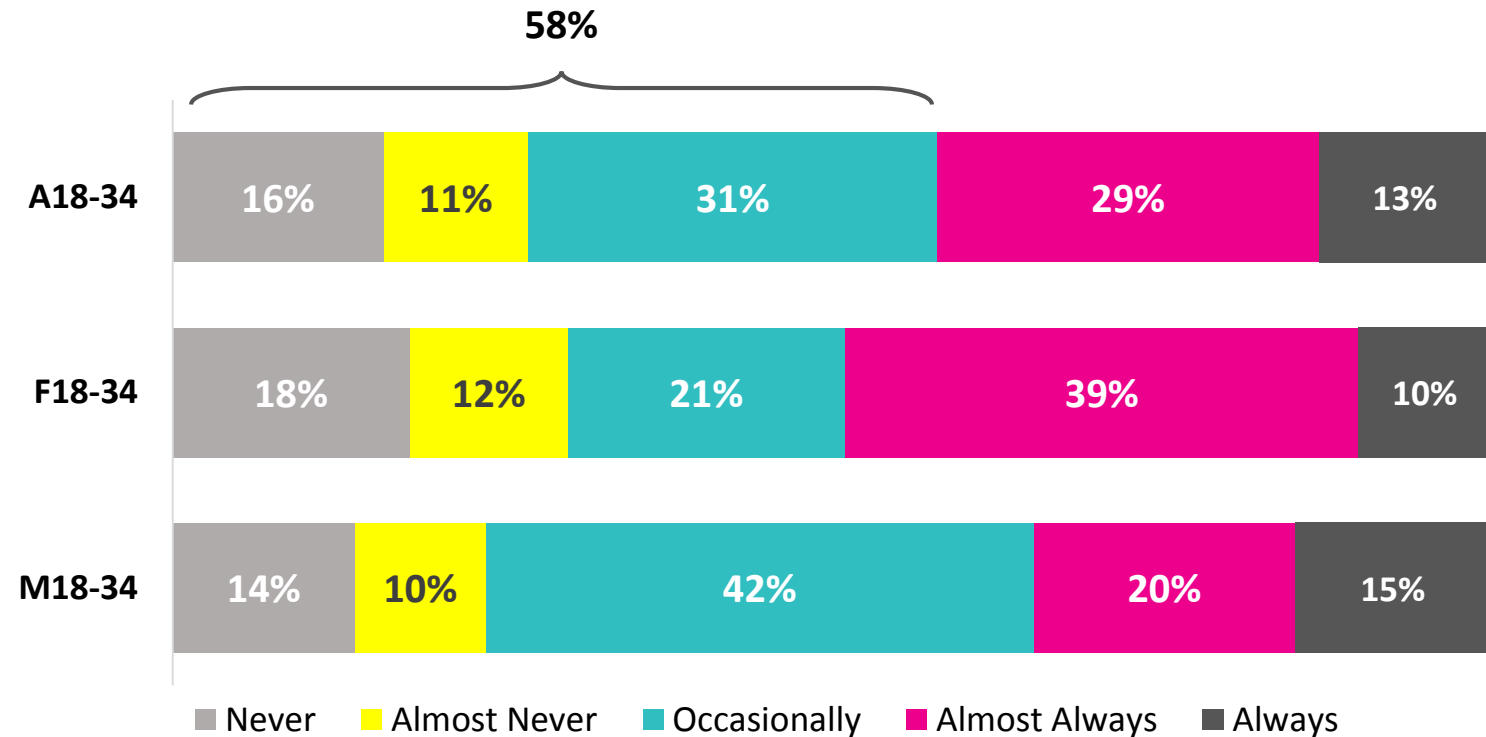
Q. How often do you multi-task on your cell phone while watching TV?



millennials **multi-task** - but not as much as you think

58% of millennials multi-task occasionally or less often*, while 27% never/almost never multi-task.

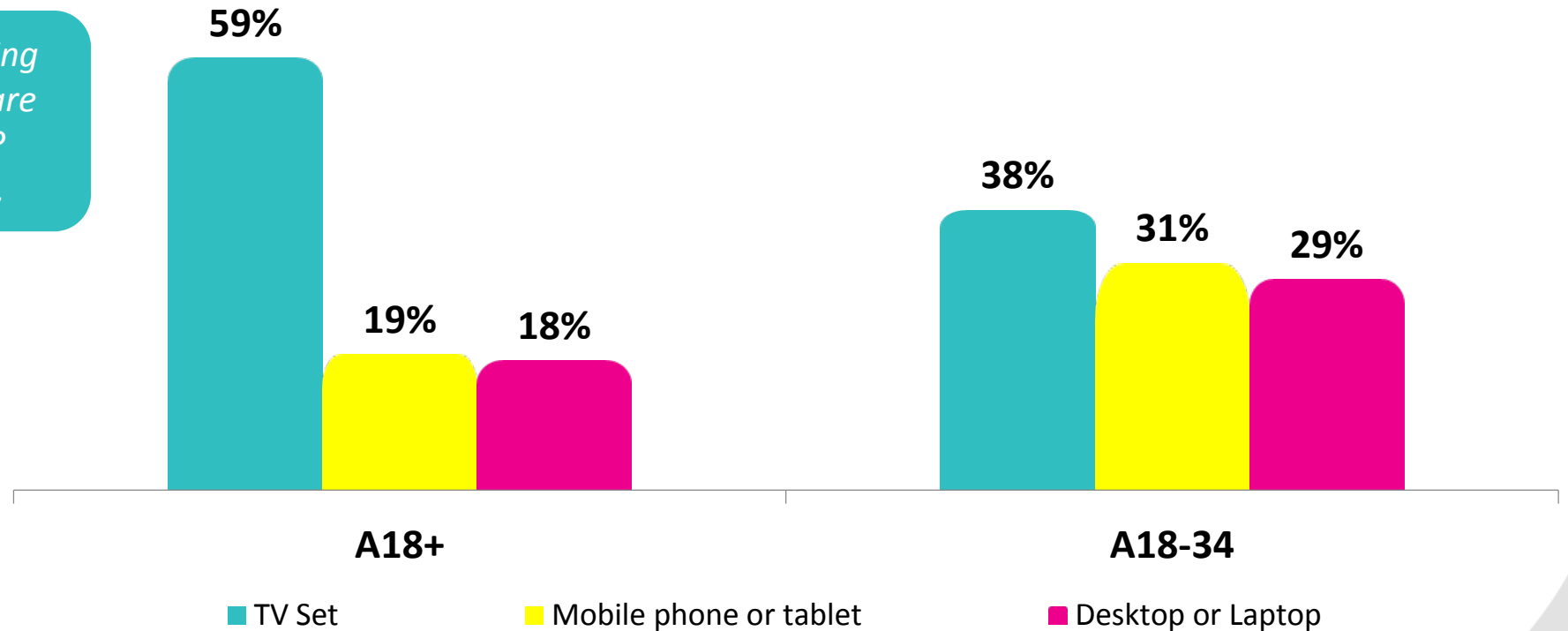
Q. How often do you multi-task on your cell phone while watching TV?



* Occasional + Almost Never + Never

video ads on **tv** more likely to be watched than any other form of video advertising

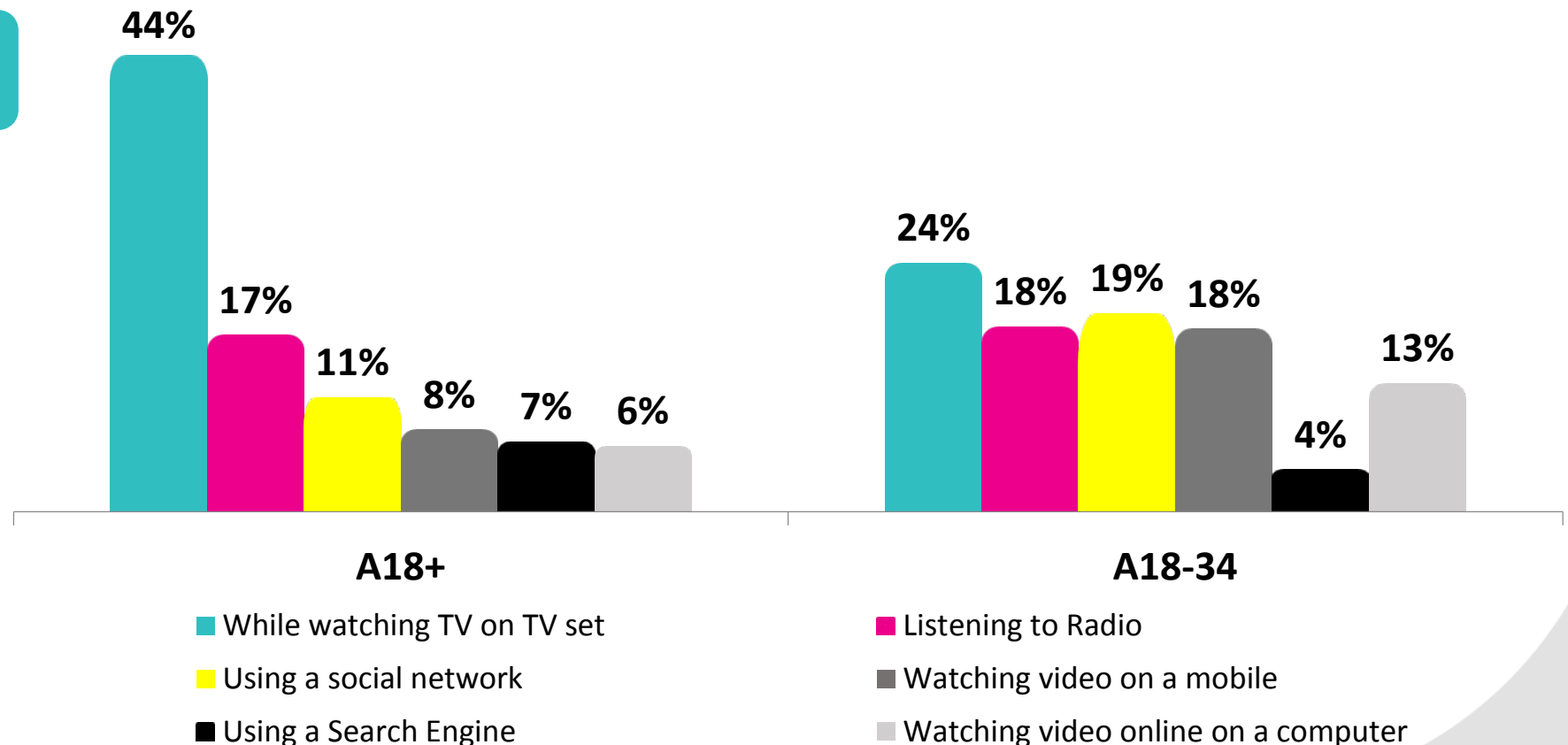
Q. Which one of the following types of video advertising are you **most** likely to watch?
Commercials viewed on...



even with multi-tasking, **tv** ads get the most attention

Canadians pay most attention to video ads when watching TV content on a TV screen

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



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