



YOUNG CANADIANS MORE LIKELY TO IGNORE ADS, MTM FINDS

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OTTAWA – Media Technology Monitor (MTM) released a new report today that shows younger Canadians are more likely to turn away from or mute ads than older Canadians.

MTM found when a television commercial comes on, 53% of viewers look for something else to do and 45% of viewers turn to another screen. “Younger TV viewers aged 18-49 are more likely to do so than are older ones,” a press release reads.

People aged 18-34 are twice as likely as those 50+ to mute the sound on online advertisements that come on with 25% having reported doing so and are almost three times as likely to move to another tab while the ad plays than those over 65, according to the press release.

MTM also found when an online advertisement is on, four out of five viewers will skip the ad as soon as they can and more than “two-fifths of online Canadians have downloaded or used an ad blocker.”