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## Canadians and their Advertising Viewing Behaviours

MTM's latest Sneak Peek Report highlights Canada's Northern audiences, digital movie rentals, food and grocery delivery, smart home automation and more.

The MTM releases a new report focusing on how Canadians are consuming Advertising. TV commercials have long been a staple, but we have seen an increase in the amount of online advertising, as content creators take different approaches to monetization. When an ad comes up, what do people do? This report profiles some of the activities online Canadians engage in when advertising is presented to them.

Highlights from this report include:

- When a TV commercial comes on, more than half (53%) of TV viewers say they look for something else to do. Just under half (45%) of TV viewers turn to another screen such as a smartphone. Younger TV viewers aged 18-49 are more likely to do so than are older ones.
- Four in five online video viewers report they skip the advertisement online as soon as they're able to do so. A quarter of people aged 18-34 say they mute the sound on the ad – nearly twice what we see among people aged 50+. They are also nearly three times as likely to switch to another tab than are those over the age of 65.
- Over two-fifths of online Canadians have downloaded or used an ad blocker. Men are more likely than women to be using them.

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### About the MTM

The Media Technology Monitor (MTM<sup>®</sup>) is Canada's premier research product in the area of technology ownership and use. Based on 12,000 telephone interviews annually (including a cellphone-only sample), the MTM has spoken with over 200,000 Canadians (equally split between Anglophones and Francophones) over the past decade, making it the most accurate and comprehensive media technology tracking survey of its kind. For more information on the MTM please visit our Portal at [www.mtm-otm.ca](http://www.mtm-otm.ca) or call: 1-855-898-4999.