



Different Millennials View Differently

Major life change happens between the millennial defined ages of 18 to 34 years: some of these millennials are focusing on their schooling, some are building careers and some are starting families. Regardless of where they are in their life stage, television reaches at least 94% of millennials every week.

These tech savvy millennials show different video consumption patterns at different life stages yet they are often treated like a homogeneous group. Understanding these differences can aid advertisers, agencies and broadcasters in their continual search on how to best reach and communicate their advertising message to millennial consumers.

These three distinct millennial sub-groups are defined as follows*:



The 8.4 million millennials in Canada have lots of choice when it comes to deciding how to watch their favourite television programs and other forms of video, as illustrated in the following chart:



	DEPENDENT	INDEPENDENT	PARENTS	18-34
Weekly TV Reach	96.3%	94.7%	95.3%	95.7%
Average Weekly Hours	19.5	15.8	19.1	18.7
Watch TV on Mobile	27%	28%	30%	27%
Watch TV on Computer	46%	39%	27%	40%
Watch Other Video on Mobile	61%	62%	58%	61%
Watch Other Video on Computer	69%	62%	49%	63%

Quotable Stats:

- The largest TV reach and highest average weekly viewing hours is attributed to Millennial Dependents
- Millennial Parents watch the most TV on their mobile, and the least amount on their computer
- Millennial Independents view the largest amount of video (other than TV) via their mobile phone
- Millennial Independents watch the most TV at work (14%) and the most (40%) television in out-of-home locations (excluding work, school, library, vehicle) such as cafes and bars
- Montreal has the highest concentration of Millennial Dependents and Independents, and Calgary has the most Millennial Parents



Source: Special Database using Proxies (see below), PPM National data A18-34 May 2015 – May 2016

Proxies for Millennials (Adults 18-34) created for groups using the following criteria:

Dependents: Living with older adults (aged 38-70, depending on the age of the Millennial), in the same household

Independents: Either living alone or only with other Millennials in the same household.

Parents: Living with children (aged 2-11, depending on the age of the Millennial) in the same household; may or may not live with older adults.