

# Mobile Claims Majority of Online Time in Canada

DECEMBER 31, 2014

## Digital accounts for 35% of average weekly media time

According to research released in December 2014 by [PHD Canada](#) and commissioned by the [Interactive Advertising Bureau of Canada \(IAB Canada\)](#), adults in Canada spend more than half of their total time online with mobile devices—and just one-third of it on desktop or laptop computers.

### Weekly Time Spent Online Among Adults in Canada, by Device, 2014

minutes and % of total

	Weekly time spent online	% of total
<b>Mobile (smartphone/tablet)</b>	<b>877</b>	<b>53%</b>
—Nonvideo*	519	-
—Video	358	-
<b>Desktop/PC</b>	<b>553</b>	<b>33%</b>
—Nonvideo*	239	-
—Video*	260	-
—Online radio/streaming	54	-
<b>OTT device (e.g., Smart TV)</b>	<b>151</b>	<b>9%</b>
<b>Game console</b>	<b>68</b>	<b>4%</b>
<b>Connected car</b>	<b>20</b>	<b>1%</b>
<b>Total</b>	<b>1,669</b>	<b>100%</b>

Note: ages 18+; per capita; \*comScore MultiPlatform Metrix data  
Source: PHD Canada, "Canadian Media Usage Study 2014" commissioned by IAB Canada; eMarketer calculations, Dec 4, 2014

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Overall, PHD Canada found, adults in Canada spent 27 hours and 49 minutes per week on the internet, 53% of which was spent on mobile devices including smartphones and tablets. Nearly 9 hours per week of total mobile time was spent with nonvideo activities, vs. just under 4 hours per week of nonvideo internet activities on PCs.

These digital activities as a whole accounted for 35% of the average adult's weekly media time in Canada, the research also found. That was second to TV, which took 37% of weekly media minutes.

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**Weekly Time Spent with Media Among Adults in Canada, by Age, 2014***minutes and % of total*

	18-34		Total 18+	
	Weekly time spent	% of total	Weekly time spent	% of total
TV (1)	1,229	26%	1,758	37%
Radio (2)	776	16%	1,065	23%
Newspapers (3)	119	2%	189	4%
Magazines (4)	26	1%	34	1%
Digital (5)	2,642	55%	1,669	35%
<b>Total</b>	<b>4,792</b>	<b>100%</b>	<b>4,715</b>	<b>100%</b>

*Note: per capita; numbers may not add up to 100% due to rounding; (1) Numeris PPM Fall 2013-Spring 2014; (2) Numeris Diary Fall 2013; (3) NADbank 2013; (4) PMB Spring 2014; (5) PHD estimates; includes internet time via connected car, desktop/laptop, game console, mobile devices and smart TV*

*Source: various, as noted cited in PHD Canada, "Canadian Media Usage Study 2014" commissioned by IAB Canada; eMarketer calculations, Dec 4, 2014*

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Among millennials in Canada, however, digital held the top spot, with 55% of all weekly media time spent by 18- to 34-year-olds. Millennials spent only around an hour more in total with media than adults of all ages each week, but they spent more than 16 hours a week longer with digital media than the average.

Millennials in Canada spent less time—both in absolute numbers and share—on every other media channel, from TV to radio to print.