

Attention spans

Attention is a necessary ingredient for effective advertising. Canadians' digital lifestyles are changing their brains -- decreasing the ability for prolonged attention and increasing appetites for more stimuli.

44%

of Canadians have to really concentrate to stay focused on tasks

45%

easily get sidetracked from what they're doing

Marketing must also evolve...

Don't believe what you hear: it's not just 'kids these days'.

Digital behaviours and lifestyles are correlated with attention; demographics aren't.

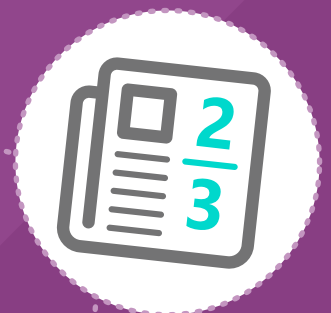
Top factors that impact attention:



Media consumption:

1/2

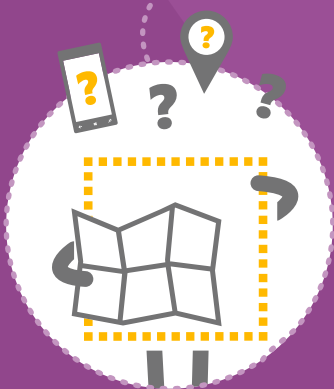
of Canadians automatically reach for their phone when nothing is occupying their attention.



Social media usage:

2/3

use social media for news, but 57% prefer getting media through long-form sources.



Technology adoption rate:

59%

would feel lost without the devices they use everyday

Digital behaviours negatively affect the ability to remain focused for extended periods of time, **but** savvy Canadians are also training themselves to process information more efficiently through short bursts of high attention.

Multi-screening behaviour:

2/3

often use other devices while watching TV

Multi-screening doesn't reduce the potential impact of advertising – it improves the ability to effectively switch tasks, emotional connection, and encoding to memory.

