The Smart Tribe report indicates that Millennials are 1.51x more likely to watch Bluey and 1.39x Paw Patrol than the population average during holiday season.

The report also shows an affinity to watching Christmas movies: The Santa Clause 3, Home Alone 2 and Elf.

This viewing behaviour can be attributed to the trend of Millennial households having younger children.
The Smart Tribe report indicates that Gen Z are 1.45x more likely to watch Grown Ups 2 and South Park than the average population during holiday season.