

HOW MUCH DO YOU REALLY KNOW ABOUT MILLENNIAL MEDIA CONSUMPTION?

We often hear that Millennials are attached to their phones and advertising on mobile and digital is the only way to reach them effectively. But we wanted to know how Millennials really spend their time with media. Westwood One turned to Nielsen, Edison Research, and The Advertising Research Foundation to check the facts on these assumptions.

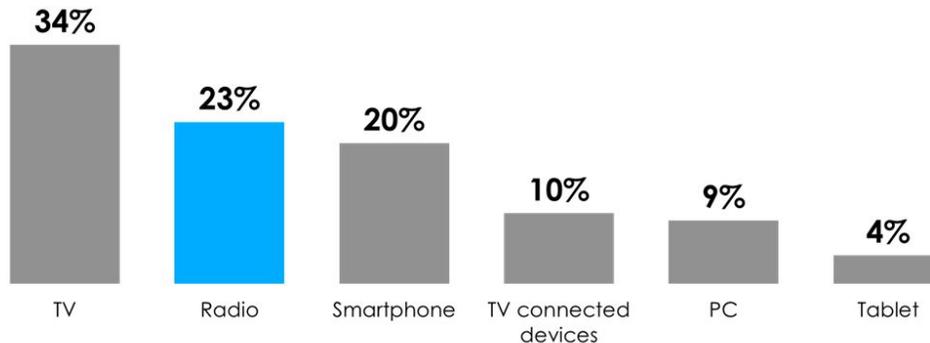
Here's what we found:

#1. Myth: Millennials spend all their time on smartphones.



Millennials spend two-thirds of their media time with TV and radio

Adults 18-34 share of average audience Monday-Friday from 6A-12M



Source: The Nielsen Total Audience Report Q2 2015, Monday-Friday.
TV Connected Devices = DVD, Game Console, Multimedia Device, VCR.



Contrary to popular belief, smartphones don't eat up 100% of media time spent for Millennials. In fact, TV and radio, often referred to as "traditional media," make up an astounding 67% of the media time spent.

#2. Myth: If you want mass reach with Millennials, go with television.



AM/FM radio is America's #1 mass reach medium

One out of four Millennials are NOT reached by ad-supported TV

% of persons 18-34 reached weekly



Source: Nielsen Comparable Metrics Report Q3 2015 / Weekly Reach % from Q3 2014 and Q3 2015 for TV and Radio



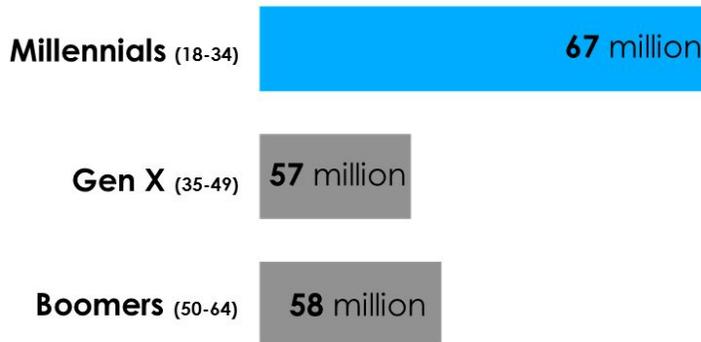
Radio is America's number one mass reach medium with 9 out of 10 Millennials reached each week. One out of four Millennials are NOT reached by ad-supported television.

#3. Myth: No one under 35 listens to AM/FM radio anymore.



More Millennials listen to AM/FM radio each week than any other generation

of listeners reached each week



Source: RADAR 127, December 2015, M-SU 6AM-MID

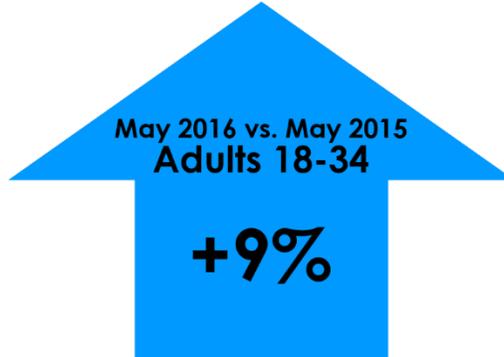


Not only is radio America's number one mass reach medium for Millennials, but more Millennials listen to AM/FM radio each week than any other generation.

#4. Myth: Traditional media is eroding. AM/FM radio listening is tanking among Millennials.



18-34 Millennial listening to AM/FM radio is up 9%



Source: Nielsen 48 portable people meter markets, persons 18-34, May 16 versus May 15, Monday-Friday 6AM-7PM.



Radio listening among Millennials is actually growing. Since May 2015, radio listening has grown over 9%.

#5. Myth: In the car, the number one thing Millennials do is stream online radio on their smartphones.



AM/FM radio is the centerpiece of 18-34 in-car audio



Source: Edison Research, "Share of Ear," Q4 2015. Persons 18-34 - In Car Listening.



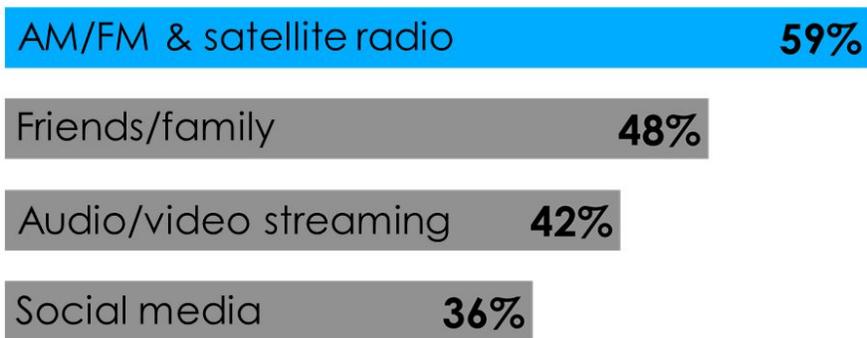
AM/FM radio dominates in-car audio listening among Millennials with a massive 67% audience share. AM/FM radio is 22x bigger than Pandora and 34x bigger than Spotify in the car.

#6. Myth: The number one way Millennials learn about new music is from streaming and social media.



AM/FM radio is the #1 source of music discovery

% of Millennials who chose media as #1 music discovery source



Source: Nielsen Music 360 Study; data collected July 16 - August 3, 2015 among 3,305 consumers. Additional responses were collected for ages 13-34.



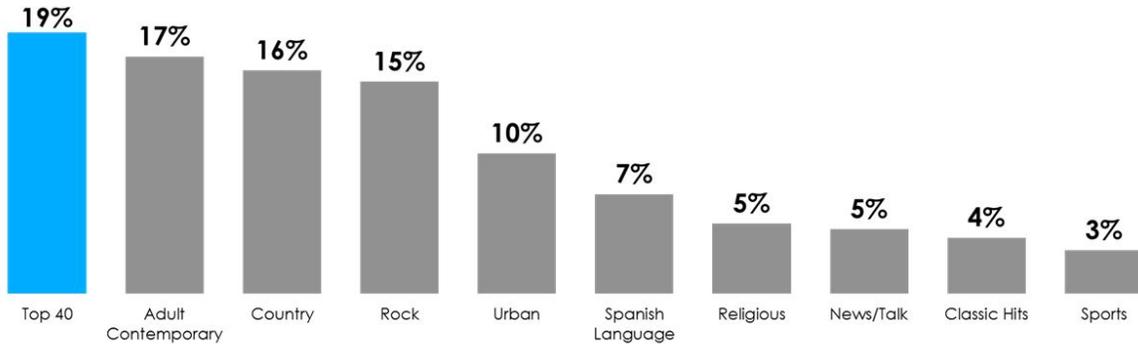
More than half of Millennials choose AM/FM and satellite radio as their number one source of discovering new music. While streaming audio and video put up strong numbers for music discovery, they are still far behind radio and friends and family, sitting in third place.

#7. Myth: Millennials mostly listen to cool indie music from unknown artists.



Top 40, Adult Contemporary, Country, and Rock are the leading 18-34 radio formats

% format share of adult 18-34 average quarter-hour audience



Source: Nielsen Audio Today Tapscan Web National Regional Database, Fall 2015: M-Sun 6a-12m



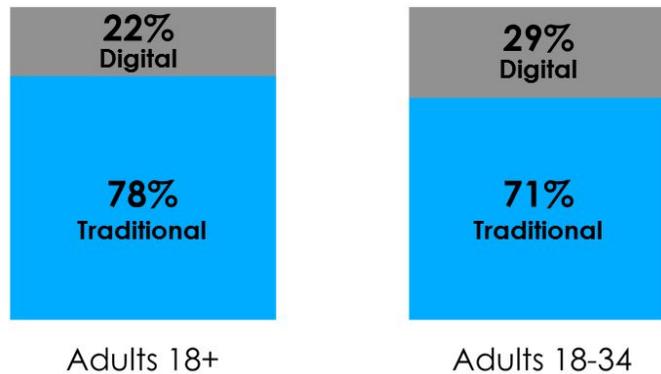
Top 40, Adult Contemporary, Country, and Rock radio are the leading formats among Millennial radio listeners. These stations are playing music from today's biggest selling acts including Justin Bieber, Ed Sheeran, Luke Bryan, and Coldplay.

#8. Myth: The optimal media plan to reach Millennials: put all your money into mobile and social.



The optimal media mix for Millennials is 71% traditional and 29% digital

The Advertising Research Foundation's Optimal Media Mix



Source: The Advertising Research Foundation Optimal Media Mix, "How Advertising Works: Ground Truth Experiment," March 2016



In order to reach Millennials, traditional media should still get the lion's share of any media, according to the Advertising Research Foundation's recently released "How

Advertising Works” recommendation. While a Millennial media plan should have more money in digital than a plan for all adults 18+, advertisers should not put all of their Millennial money in the digital basket.

The bottom line

Millennials aren’t much different than the general population. Sure, they spend more time on their phones checking Facebook, Instagram, and Snapchat, but they still like their traditional media.

In fact, Millennials are the generation that listen to AM/FM radio the most. According to Nielsen, nine out of 10 Millennials tune in to radio every week. Radio is and continues to be the centerpiece of audio in America and is essential to any marketing plan to reach Millennials.

See the Millennials Myths and Realities Presentation on [SlideShare](#).

Pierre Bouvard is CMO of Cumulus Media | Westwood One. Follow him on [Twitter](#) and [LinkedIn](#).

Robert Peterson is the Digital Marketing Manager of Westwood One. Follow him on [LinkedIn](#).

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