



Millennial Myths and Realities





Bob Hoffman, creator of the widely read Ad Contrarian blog, says, *"I hate the embarrassing obsession with Millennials that has been the fetish of the self-absorbed ad industry for almost a decade."*

At the risk of obsessing, Westwood One wanted to examine frequently heard beliefs about Millennial media habits.

We turned to Nielsen, Edison Research, and The Advertising Research Foundation to check the facts on these assumptions.

Test your knowledge.

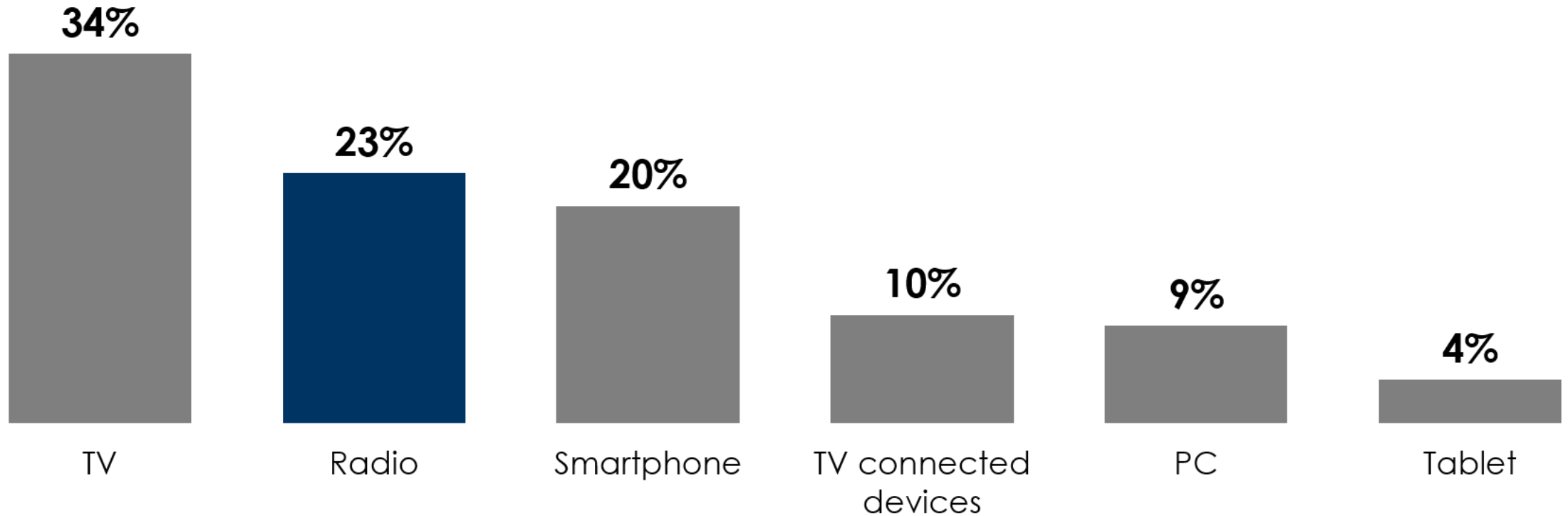


**“Millennials spend all their
time on smartphones”**



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

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





**“If you want mass
reach with Millennials,
go with television”**



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

1 out of 4 Millennials are NOT reached by ad-supported TV

% of persons 18-34 reached weekly

AM/FM radio 18-34 reach

92%

TV 18-34 reach

77%



**“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

Millennials (18-34)

67 million

Gen X (35-49)

57 million

Boomers (50-64)

58 million



**“6 out of 10
agencies/marketers
believe Millennial radio
listening is dropping”**



**18-34 Millennial listening
to AM/FM radio is up 5%**

July 2016 vs. July 2015
Adults 18-34

+5%

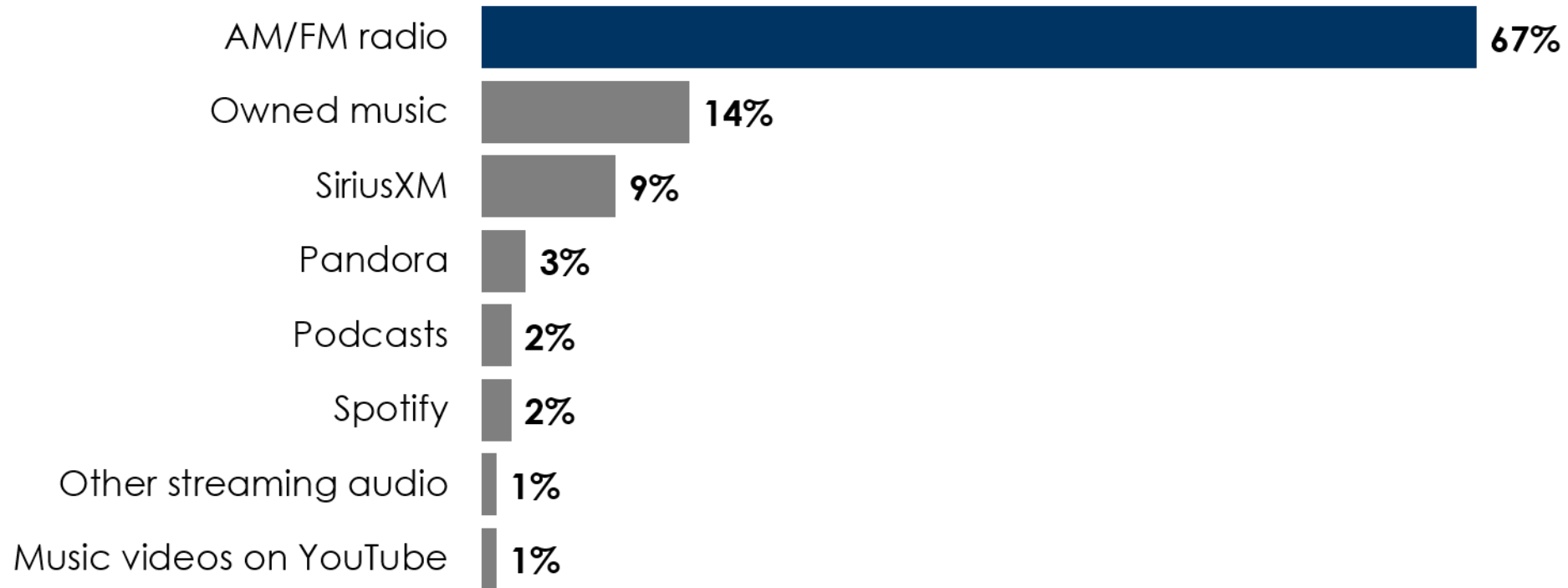


“In the car, the number one thing Millennials do is stream online radio on their smartphones”



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

Share of 18-34 in-car audio time spent





**“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

AM/FM & satellite radio

59%

Friends/family

48%

Audio/video streaming

42%

Social media

36%

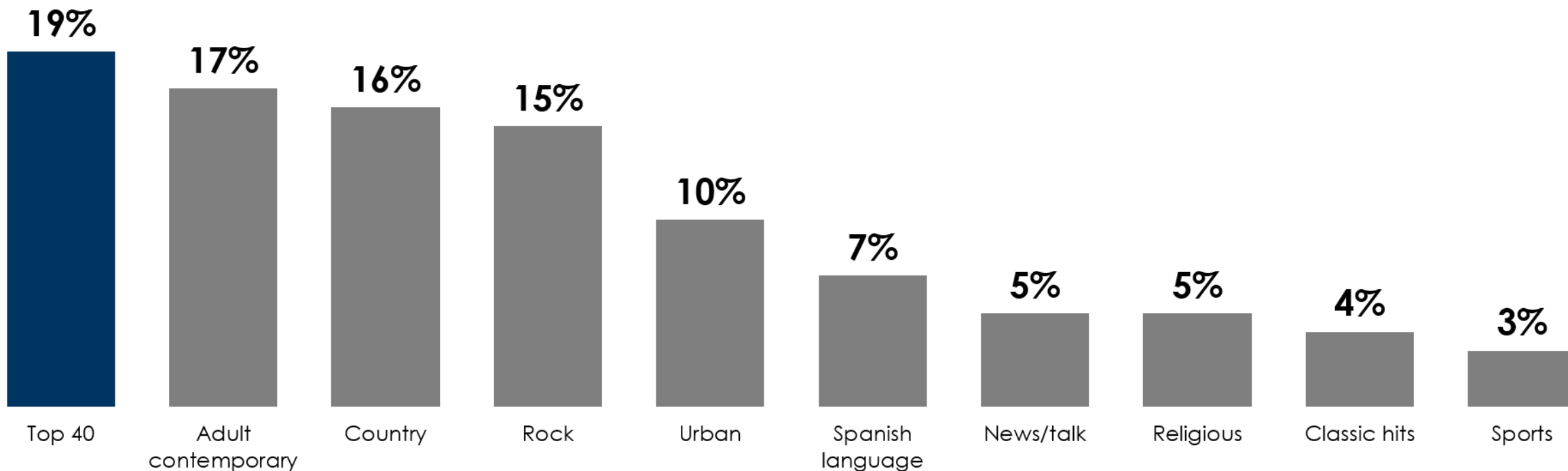


**“Millennials mostly listen
to cool indie music from
unknown artists”**



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

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



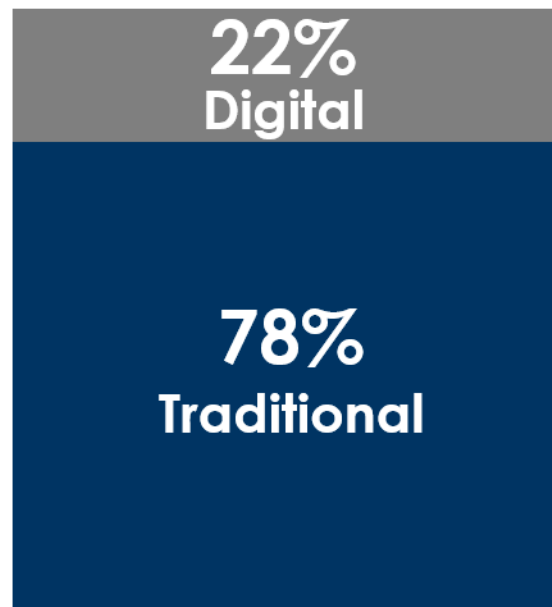


“The optimal media plan to reach Millennials: put all your money into mobile and social”

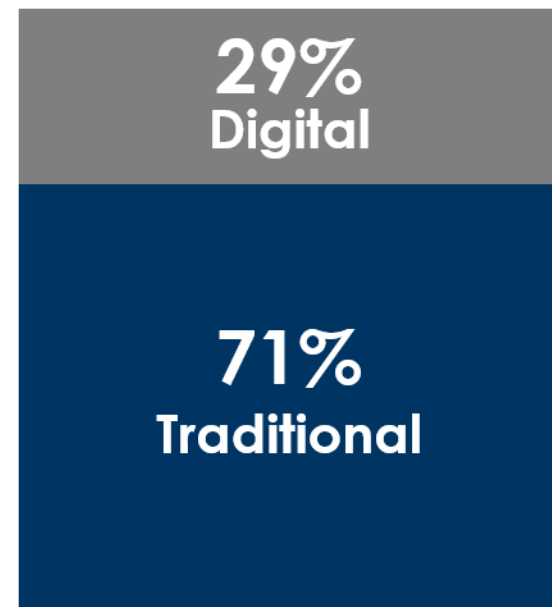


The optimal media mix for Millennials is 71% traditional and 29% digital

The Advertising Research Foundation's Optimal Media Mix



Adults 18+



Adults 18-34

Millennials: setting the record straight

Myth	Fact
Millennials spend all their time on smartphones	Millennials spend two-thirds of their media time with TV and radio
If you want mass reach with Millennials, go with television	AM/FM radio is America's #1 mass reach medium
No one under 35 listens to AM/FM radio anymore	More Millennials listen to AM/FM radio each week than any other generation
6 out of 10 agencies/marketers believe Millennial radio listening is dropping	From July 2015 to July 2016 AM/FM radio listening among Millennials has increased 5%

Millennials: setting the record straight

Myth	Fact
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
Millennials learn about new music from streaming and social media	AM/FM radio is the number one source of music discovery
Millennials listen to cool indie music from unknown artists	Top 40, Adult Contemporary, Country, and Rock are the leading AM/FM radio formats for Millennials
The optimal media plan to reach Millennials is just social and mobile	The best way to reach Millennials is to invest 71% of your ad budget in traditional media, according to The Advertising Research Foundation



Thank You