Brands looking to reach millennials are facing a challenge. The way they consume media, and emerging digital methods of consuming media, are forcing advertisers to try a different approach. Real-time digital insights company, Toluna, takes a look at how millennials consume media today, and where they can be reached.

Toluna recently asked 1000+ Internet-representative respondents in the US and UK using Toluna QuickSurveys™ real-time survey and analytics platform, about media consumption and more. In this study we’ve looked at millennials and compared their responses with all respondents, as well as, non-millennials. Here’s what we found!

Ad

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Respondents were both more likely to remember and share across social media TV Ads that they find humorous, 64% of consumers say they were more likely to remember a humorous ad, while 70% of respondents said they were much more likely to share an ad on social media they found humorous.

Lastly, it appears consumers are still a bit hesitant to enter into the ‘sharing economy’ as proprietors, at least, as 51% of respondents said they would not consider earning extra income with a part-time app-based job with companies like Uber or Airbnb. Millennials are much more likely, as proprietors, at least, as 39% of respondents said they would not consider entering into the ‘sharing economy’.

Social Media

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Do you watch more than 3 hours of video using Social Media a day using Social Media

Disposible Income

67.6% of respondents say they use social media at all

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