

2016 Millennials Media Consumption Survey



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!

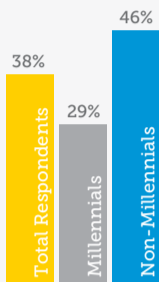
Television



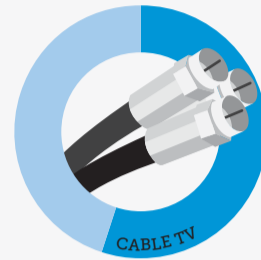
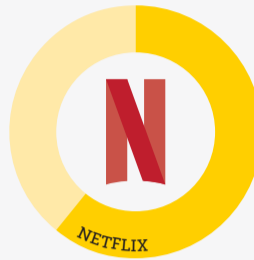
Respondants were asked to rank from 1 to 6 their method for watching 'television,' of those, Cable TV is ranked the #1 overall, followed closely by Netflix, then Hulu.

	Millennials	Overall (Mean Score)	Non-Millennials
#1 Cable TV	5.34	Cable TV (5.39)	5.44 #1
#2 Netflix	5.43	Netflix (5.22)	5.03
Hulu	4.45	Hulu (4.40)	4.36
Amazon Prime	4.37	Amazon Prime (4.30)	4.24
Other	3.73	Other (4.00)	4.23
Apple TV	3.68	Apple TV (3.69)	3.71

Millennials watch less TV per day



61% of millennials say this is their #1 or #2 method for watching TV



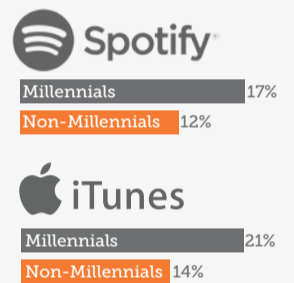
55% of millennials say this is their #1 or #2 method for watching TV

Music

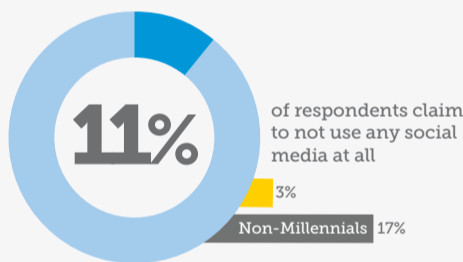
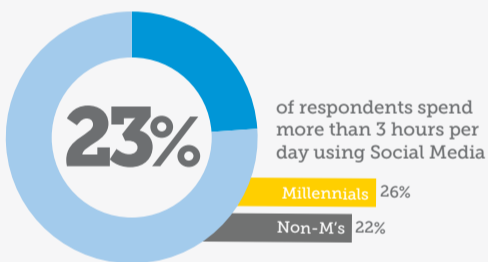
23% of survey respondents report listening to music 3 hours or more per day



Traditional radio is the #1 method for consuming music, according to respondents. Despite this being the top choice across the board, **40%** of non-millennials choose traditional radio first while only **29%** of millennials do. Millennials preference for consuming music is spread across the board amongst other digital methods like iTunes and Spotify:



Social Media



Ads

93% of millennials use sites that serve ads prior to use, like Pandora, Spotify and Youtube, while only 69% of non-millennials spend time on these sites

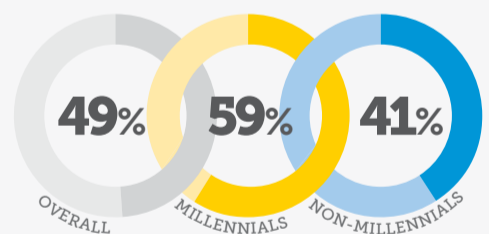
36% of respondents say they most often learn about new products from Advertisements, compared to 30% reporting that they most often learn about new products from friends and family, and 19% reporting they most often learn about new products from catalogues or online.



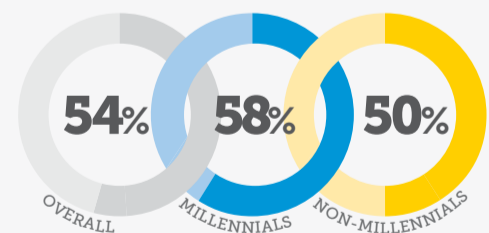
Humor in advertising is the way to ensure recall and encourage sharing

Respondents were both more likely to remember and share across social media TV Ads that they find **humorous**. 68% of consumers stated they were most likely to remember a **humorous** ad, while 69% of consumers said they were most likely to share an ad on social media they found **humorous**.

Respondents said they have shared an ad on social media

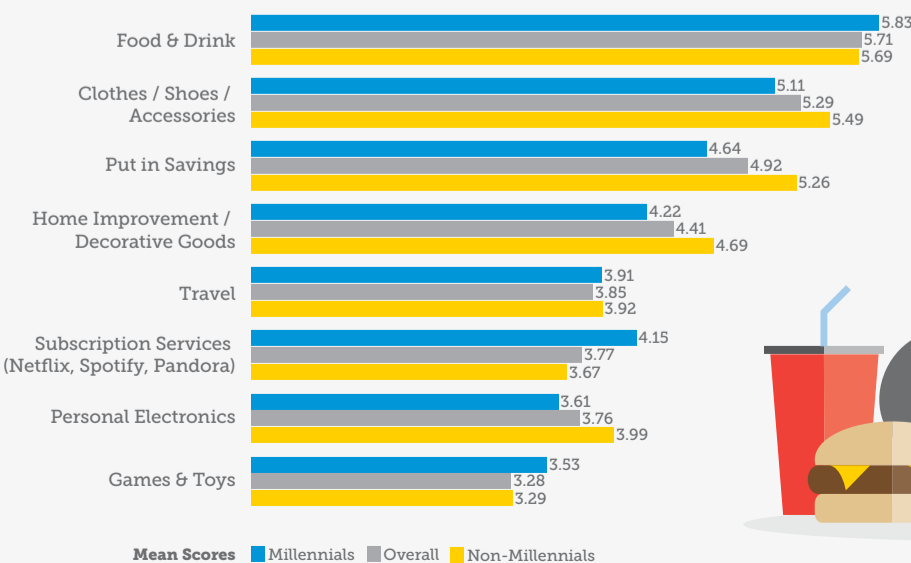


Respondents report they often learn about new products or brand from an advertisement (top 2 box)



Disposable Income

After ranking their disposable income, respondents report choosing to spend a majority on Food & Drinks, across age ranges.



Lastly, it appears millennials are more likely to enter into the 'sharing economy' as proprietors, at least, as 42% of respondents said they would not consider earning extra income with a part time app-based job with companies like Uber, Lyft, or AirBnB. Millennials are much more likely, as 49% would consider earning extra income in one of these ways, while only 29% of non-millennials would.

