



## Life Stage Impacts Listening for Millennials

People's life stage greatly influences their media habits and consumption - 8.4 million Canadian millennials are no exception.

Major life change happens during the ages from 18 to 34 years and millennials can have lives that look very different from each other. Some are focusing on their schooling, some are building careers and some are starting families. To gain an understanding of audio consumption habits at different life stages, Numeris divided millennials into three distinct groups: Dependents, Independents and Parents.



Regardless of where millennials are in their lives, radio plays an important role in their everyday world. The subtleties of how the different segments of millennials consume audio is critical for advertisers, agencies and broadcasters to understand – in order to reach and adapt their advertising message to these millennial consumers.



Check out the audio consumption differences by millennial group:

	DEPENDENT	INDEPENDENT	PARENTS	18-34
Weekly Radio Reach	86.2%	91.5%	84.7%	87.5%
Average Weekly Hours	6.2	7.2	6.4	6.6
Listen to Radio Streaming Mobile	21%	27%	25%	23.8%
Listen to Radio Streaming Computer	20%	23%	18%	20.4%
Download/Play Podcasts Mobile	10.3%	13.1%	10%	11.2%
Download/Play Podcasts Computer	9.1%	10%	4.8%	8.6%



## Quotable Stats:

Dependents have the highest percentage for downloading/listening to music on their mobile/computer

Independents have the highest average hours per week spent listening to radio, plus the highest percentage for radio streaming and downloading/listening to podcasts

Parents who stream radio tend to have higher than average hours tuned to radio per week (Parents spend 6.4 hours and Parent Streamers spend 8 hours)