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Millennials are not abandoning traditional radio and television

Some marketers believe because millennials spend most of their lives online the only way to advertise to them is using the internet—and not through “the tried and true” mediums of radio and television.



This assumption is wrong.

According to Numeris, every week in Canada, 8.1 million millennials watch TV and 6.8 million listen to the radio. That’s a lot of eyeballs and ears available to advertisers.

Millennials grew up in a digital world and have never known a time without the internet or mobile phones. In day-to-day life the majority of millennials remain connected to each other and the world via social media and the internet. The newly released Fall 2015 RTS Consumer study indicates that in a typical week, 86% of 18–34 year olds accessed the internet via their mobile phone/smartphone and 66% participated in online social networks such as Facebook or Twitter.

Weekly these 18–34 year olds also spend an average of 20 hours watching TV and 15 hours listening to the radio. Keep in mind that this is the average time spent: 2.2 million millennials (26%) watch more than 21 hours of TV and 1.5 million millennials (18%) listen to more than 21 hours of radio.

Millennials are multitaskers. This holds true for their media consumption as well: 30% listened to the radio and 59% watched TV while browsing the net. This means that advertisers can still connect with millennial consumers through radio and television—even when they are simultaneously using the internet.

Their online way of life means this generation is used to getting the content they want—when and where they want it. Of course, this connectivity and personalization impacts millennials' media consumption habits and patterns. But it doesn't mean that radio and TV are non-existent to them.

The reality is that for these connected millennials, their internet usage enhances the relationship they have with traditional broadcast media. Consider the following data about the 8.3 million millennial consumers in Canada:

- ▶ 1,091,319 (13%) listened to an AM/FM radio broadcast via streaming audio in the past 30 days; a number that increases to 22% when looking at the top 5 Canadian markets.
- ▶ 2,059,617 (25%) watched a television broadcast via streaming video in the past 30 days; a number that jumps to 40% when looking at the top 5 Canadian markets.
- ▶ 1,840,360 (22%) accessed a radio station's website in the past 30 days.
- ▶ 1,877,670 (23%) accessed a TV station's website in the past 30 days.
- ▶ Only 12% listened to internet-only music services like Slacker in the past 30 days.
- ▶ Only 13% said they clicked on internet ads in the past 30 days.
- ▶ 5.4 million (65%) stated they frequently avoid reading, listening or viewing ads on the internet.

Millennials' internet usage enhances the relationship they have with traditional broadcast media.

Radio, television and the internet all have the ability to connect millennials with the-all-important social communities that appeal to their personal interests and passions. These same broadcast and online communications are what advertisers can use to talk to 18–34 year olds.

Smart marketers **know** that radio and TV broadcast communities have a major role to playing reaching these important millennial consumers. Are you one of them?



Numeris Sources: Fall 2015 RTS Consumer Study; Fall 2015 Radio Diary; 9/14–11/15 TV PPM