

RADIO INSIGHTS

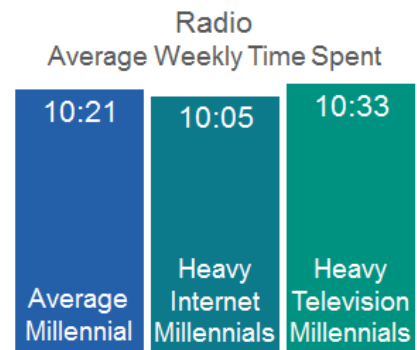
RADIO IS A STAPLE FOR MILLENNIAL MEDIA JUNKIES

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Millennial media usage continues to grow. Adults 18-34 today spend over 60 hours with measured media each week, up 5 hours from last year alone. Much of that growth is being driven by digital usage, Smartphones in particular. These digital devices account for increasing exposure to new media sources – audio and video streaming, social networks, and more, that occupy Millennials’ time. It would be a mistake to assume that these young consumers just love new media, however. The fact remains that nine out of ten Millennials listen to the Radio each week – proof that marketers should be wary of Shiny New Toy Syndrome.

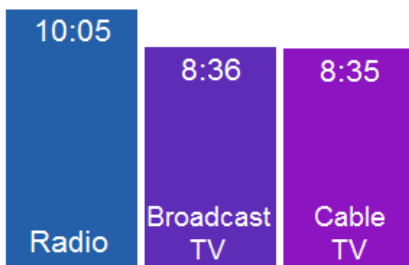
HEAVY USERS OF MEDIA ARE HEAVY USERS OF RADIO

Even Millennials who are super fans of other media – those in the top two usage quintiles for Internet or Television – are still considerably engaged with Radio. AM/FM reaches 91% of Millennials, regardless of how much additional media they consume. And in true media junkie fashion, Millennials are not sacrificing Radio time to compensate for their amped up usage of other media. These young Television and Internet super users consume a comparable amount of Radio to the average Millennial, over ten hours each week!



INTERNET SUPER FANS PREFER RADIO TO BROADCAST AND CABLE TV

Average Weekly Time Spent
by Heavy Internet Millennials



Since digital device usage is contributing most to the growing Millennial media day, let’s look at heavy Internet users in particular - those spending the most time with Internet via any device. More of these young Internet super fans are also super fans of Radio than of Television – twice as many actually (39% vs 19%).

And heavy Internet Millennials spend an average of 90 minutes more each week with Radio than they do with Broadcast or Cable TV. Marketers of digital products or those looking to reach tech savvy Millennials have a better chance of reaching their targets by including Radio in their media mix, as opposed to Broadcast or Cable Television.

AMONG ALL THE SHINY NEW TOYS, RADIO STILL STANDS OUT TO MILLENNIALS

Source: The Nielsen Comparable Metrics Report Q3 2016; Scarborough USA+ 2016 Release 2 Total. Mon-Sun 6a12a. Heavy Users defined as Quintile I & II