

MILLENNIALS ON MILLENNIALS REPORT, VOLUME II

THE STRUGGLE IS REAL

Millennials are the most stereotyped, yet coveted, group for marketers. The second largest generation group in the U.S. has now “grown up” and have money to spend. It’s a demographic ripe for reaching this group, but why is it so hard to connect with them?

The Millennials on Millennials Report is led by Nielsen Millennial associates and analyzes the unique nature of this demographic group by leveraging Nielsen data-sets.

WHAT DO YOU GET IN THIS MILLENNIALS ON MILLENNIALS REPORT?

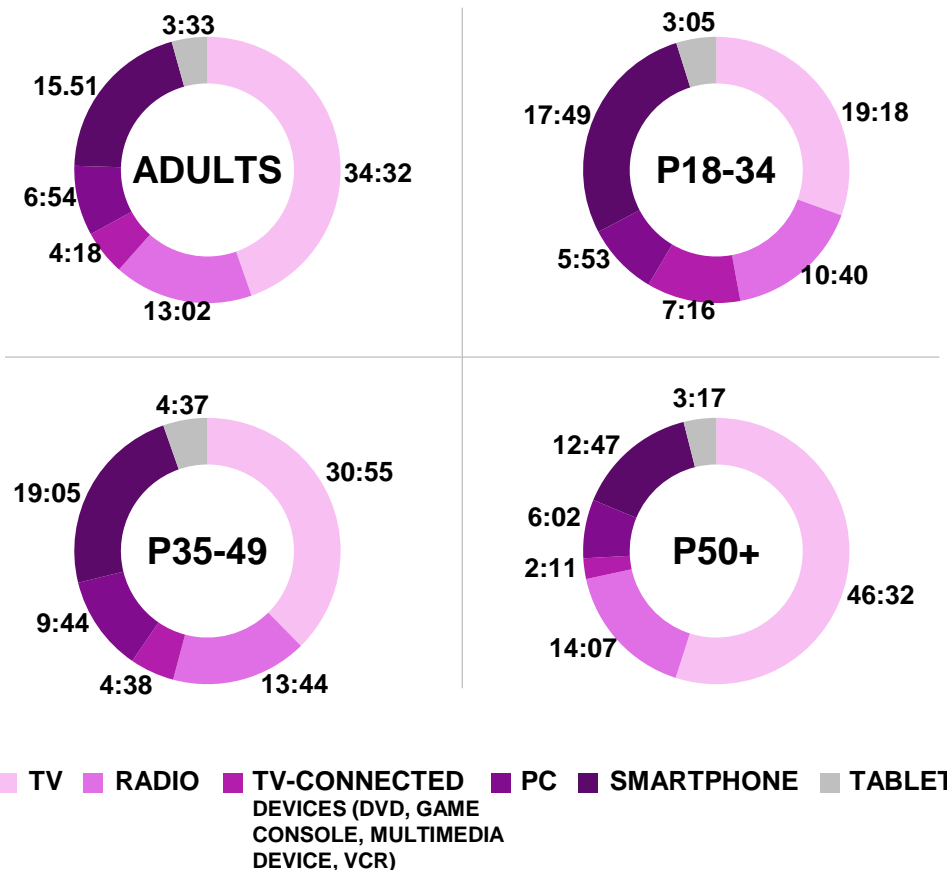
Digital Music Streaming: Digital Music is not replacing radio; Millennials are just consuming more music overall. How and why does this group stream music digitally?

Communication and Social Media: There are plenty of services for Millennials to choose from. How loyal are Millennials, and how are new features like “stories” playing out in this landscape?

HOW IT WORKS

The second volume of the “Millennials on Millennials” report provides an in-depth look at the digital music and digital communication landscape among Millennials today.

TIME SPENT WITH MEDIA
WEEKLY HOURS:MINUTES OF USAGE



Source: Q4 2016 Nielsen Comparable Metrics Report.

Talk to your Nielsen representative today for more information on Millennials on Millennials Report