

Difference Within The Millennial Cohort

Fall 2015



18 - 24

4%

17%

5%

11%

30%

18.1h

25 - 34

58%

30%

39%

49%

70%

20.0h

18 - 54

60%

25%

22%

59%

66%

22.3h

ARE MARRIED

HAVE A UNIVERSITY DEGREE

HAVE CHILDREN 0-6 IN HH

OWN THEIR HOME

EMPLOYED FULL-TIME

VIEWING HOURS OF TV A WEEK