

## Millennial Consumer Spending vs. Ad Spending Targeting Millennials



### WHAT ADVERTISERS THINK ABOUT MOBILE ADVERTISING

Every day, more advertising is moving from desktop computers and laptops to mobile devices. Advertiser Perceptions analyzes this dynamic and fast-moving environment with an in-depth study of advertiser opinions and plans for mobile advertising. The Mobile Advertising Report provides the most current perspective of how advertisers think mobile is reshaping the advertising landscape.

The complete 2015 Mobile Report Wave 3 is available from Advertiser Perceptions by contacting us at 212-626-6683, or Media@PerceptionsGroup.com.

### INSIGHTS AND PERCEPTIONS AVAILABLE IN THIS REPORT

- How quickly is mobile advertising growing?
- How are mobile budgets allocated?
- Are there different markets for tablets and smartphones?
- What are the current media consumption trends?
- How do advertisers measure success in mobile advertising?
- What do advertisers consider as a viewable mobile impression?
- Who are today's leaders?
- Familiarity with media brands offering mobile advertising opportunities.



"Millennials grew up with the digital age, and are at the stage in life where they are settled, more mature and have disposable income to actually have influence."

–Agency VP

"Overall, I do think Millennials are influential in setting cultural trends, but I think Gen Z will start setting new trends. Both generations are different so I think there will be a shift in media and purchase attitudes."

–Marketing Executive

"Millennials are at the stage where they are the leaders in spending and technology, giving them carte blanche on setting cultural trends."

–Agency Executive

"Millennials are driving the market with mobile use and money power."

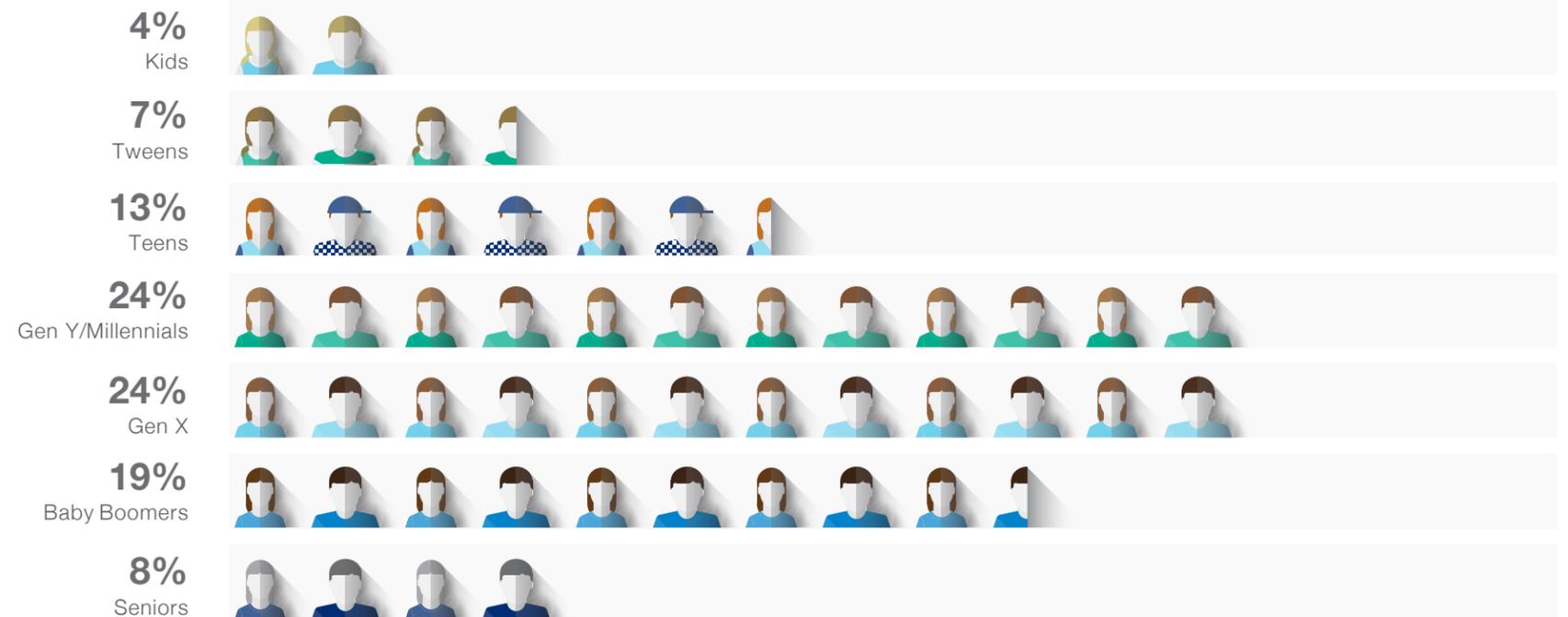
–Marketing Executive



## Excerpt from Mobile Advertising Report, Wave 3, December 2015

### Advertisers Estimate that Millennials and Gen X Account for Nearly Half of All Consumer Spending

Estimated Consumer Spending by Age Group (Average Percent of Respondents)



### Though Millennials Only Control One Quarter of Consumer Spending, Advertisers Spend More Than a Third of Mobile Budgets Targeting Them

Estimated Millennial Consumer Spending vs. Mobile Ad Spend Targeting Millennials (Average Percent of Respondents)

