



## THE AVERAGE MILLENNIAL IS NOT A MILLENNIAL

From a promotional piece for my most recent book...

*"Marketers and advertisers have lost touch with consumers and are living in a fantasy land of their own invention. It is fed by a cultural echochamber of books, articles, and conferences in which people like them talk to people like them."*

A very nice example of this appeared in [The Atlantic](#) this week. The piece, based on a study published recently by the Bureau of Labor Statistics, and entitled *"The Average 29-Year-Old"* does a nice job of describing how skewed the media world's vision of a "millennial" is.

The article asserts that our understanding of what a millennial is goes something like this...

*"Millennial has become shorthand for 'college-educated young person living in a city' "*

Which, I believe is a pretty fair representation.

In fact, by age 29, only 1/3 of millennial women have earned a bachelors degree and only 1/4 of men have.

Furthermore, most don't live in cities. In fact, among people 25-29 years old, the movement *away from* densely populated cities is 24% larger than the movement into them.

The article contends that one of the factors leading to a distorted sense of what the world is like comes from the clustering of the media industry in big cities.

*"The share of reporting jobs in Los Angeles, NYC, and DC increased by 60 percent between 2004 and 2014."*

This clustering is likely even more radical in the advertising industry where consolidation has resulted in the closure of agency "outposts" and the concentration of agencies into large, big city offices.

The clichés and "insights" about millennials that are fed to us by "experts" are mostly behaviors related to life-stages, not to a specific generation.

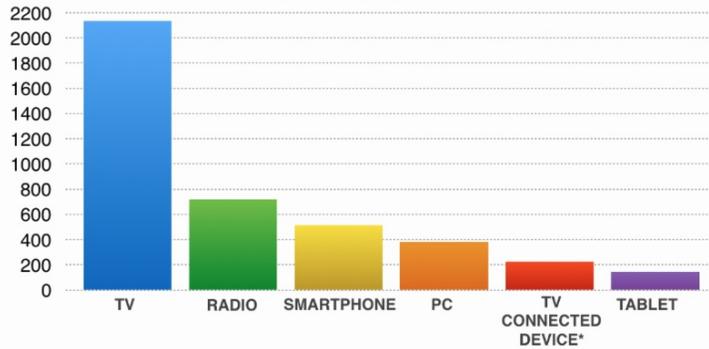
As I have said too many times already, there is as much diversity within generations as between them.

### This Week's Chart

Nielsen released its "Comparable Metrics Report" last week for the 4th quarter of 2015. I made a little chart of the key stats so you can have something convenient to feed the next idiot who tells you that tv and radio are

dead.

### TIME SPENT WITH MEDIA DEVICES MINUTES/WEEK



SOURCE: Nielsen Comparable Metrics Report, Q4, 2015  
\* DVR, VCR, Roku, Apple TV, Game Console, etc

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