Media Comparison Report

Prepared by Ivan LaFollette
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Abstract

Per the customer's objective, this white paper studied the media research relating to the targeted demographics: Women aged 30-65 with an income of $40,000-$125,000 in the United States. Evaluations of four media platforms were based on two sets of factors: (1) Whether they are local, international, and national; and (2) if they are legacy, interactive, or social media. The advantages and disadvantages of each media were weighed when final recommendations to the customer in the final analysis.

Introduction

As the first point of discussion, due to recent trends, media use among audience segments has become a volatile battleground due to audience segmentations, partially due to media platforms such as Facebook, with social media sales in 2019 expected to increase to $17.34 billion.[1]

According to data from smartinsights.com, this growth in social media sales is greatly due to the large increase in social media users globally, with 3.484 billion users across the various platforms and various devices, especially with mobile users representing the largest audience segment at 3.256 billion users out of a potential 5.112 billion audience of mobile users and a total worldwide population of 7.676 billion potential audience members. These figures represent a 9% increase of social media users from 2018 and a 2% increase of mobile users from 2018 as well. (See Figure 1.)

Figure 1. Data on worldwide social media figures. From https://www.s/social-media-marketing/social-media-strategy/new-global-social-media-research/

1 https://blog.hootsuite.com/social-media-advertising-stats/

Increase in the US

According to a Pew Research study, besides the worldwide increase of social media users, the US market has seen a large increase of social media users as well. Facebook and Youtube, in particular, has experienced some of the largest growth in users, with most Americans (68% and 73%) now saying that they use the platforms.[2]

This study further demonstrated that six social media platforms dominate the market, with the figures representing the overall percentage of US adults who use the platform: Instagram (35%), Pinterest (29%), Snapchat (27%), LinkedIn (25%), Twitter, (24%), and WhatsApp (225). Drilling down further on these numbers, 68% or two-thirds of American adults user Facebook, with a majority of them, or three quarters, using the platform daily. (See Figure 2.)
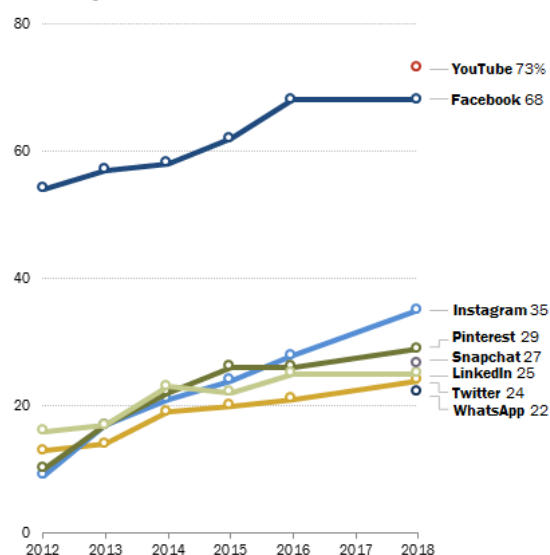
Figure 2. Data on US social media platform users. From https://www.pewinternet.org/2018/03/01/social-media-use-in-2018/

Problem Statement

The questions that first much be asked relates to the demographics that the client are targeting: College-educated women aged 30-65 who have an income of $40,000-$125,000 annually, who represent a group with diverse media usage as data shows. Therefore, the question must be asked: What media do these women use most frequently, and which advertising channels would be most cost effective?

To make this deduction, four platforms, Instagram, radio, TV, and mobile platforms will be chosen for this white paper's study. Each of these platforms offer their own strengths and weaknesses, which will be detailed in the subsequent sections. But the primary question that must asked first relates to the products that are being marketed to this demographic: Scentless, environmentally friendly cleaning products.

Instagram

Instagram is a popular social media app used by over one third, or 35%, of US adults,[5] with a worldwide userbase of over a billion active users.[6] Furthermore, a Statista report from 2018 indicated an important demographic statistic for Instagram: 39% of women, the majority of the identified gender groups, use the platform, compared to 30% of men. (See Figure 3.) The second important demographic is that that the two largest Instagram age groups are Age 18-24, comprising 59% of the users, while the 30-49% group is 33%, or one third, of the user base.[7]

A third important demographic, according to a Pew Research study, is that the majority of Instagram users, or 42%, are college educated users, with another 31% of them having some college education.[8]

Fourth, another important factor is the income level of Instagram users, with higher income levels, those making $50,000 and above, representing 74% of Instagram users.[9]
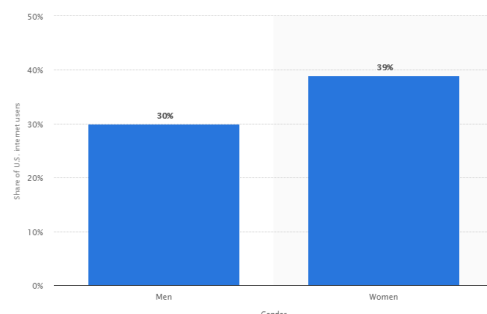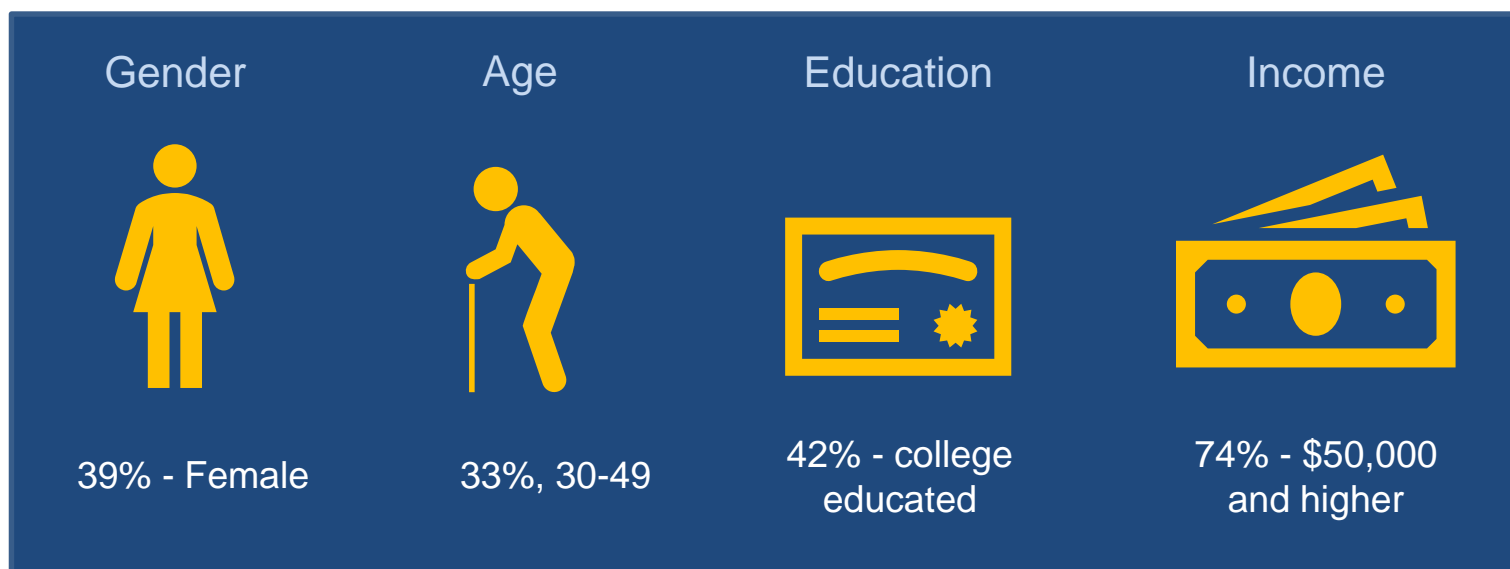
Figure 3. College-educated women are the majority of Instagram users.
From https://www.statista.com/statistics/246195/share-of-us-internet-users-who-use-instagram-by-gender/.

Instagram demographics

Gender	Age	Education	Income
39% - Female	33%, 30-49	42% - college educated	74% - $50,000 and higher

5 https://www.pewinternet.org/2018/03/01/social-media-use-2018-appendix-a-detailed-table/
6 https://instagram-press.com/our-story/
7 https://www.spredfast.com/social-media-tips/social-media-demographics-current8
https://www.pewinternet.org/fact-sheet/social-media/
9 https://www.pewinternet.org/2018/03/01/social-media-use-in-2018/pi_2018-03-01_social-media_a-01/

Radio

Despite competition from other media, radio still has greater reach than any other media, with 93% of US adults listening to it every week, more than those that use TV, social media, or mobile devices.[9] (See Figure 4.)

Statistics from a Nielsen report further details radio's demographics, reflecting the audience on both the national and local levels[10]:

1. Men are the largest gender demographic with a slight majority of 52%, with 75.5% of men in the 45-54 age group hearing radio the most frequently on average during the week, but 98% of women in the 25-54 bracket are still reached, so audience gender disparities here are negligible.
2. 80.5 million listeners are in the 35-54 bracket (98% reach),, and 41.2 million of the 55-64 bracket (99%) reach, most of whom are included within the client's target demographics for a total of 121.5 million listeners in the 35-65 group, demonstrates radio's market penetration.
3. 66% of radio listeners are college graduates, with 69.6% in the 35-54 group having college degrees.
4. Additionally, 69% of radio-listening households have an income of more than $75k, which includes 72.2% of those listeners in the 35-49 age group.
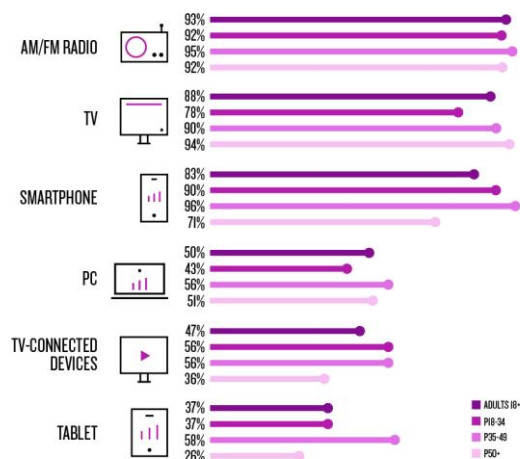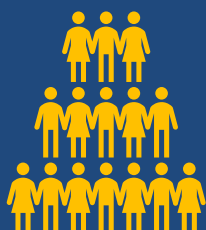
Figure 4. Radio has a greater reach than any other media according to this Nielsen graph.
From
https://www.nielsen.com/us/en/insights/news/2018/how-america-listens-the-american-audio-landscape.html

Radio demographics

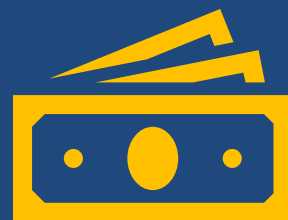| Audience	Age	Education	Income
93% of US adults Reached.	121.5 million - 35-65	66% - college educated	69% - $75,000 and higher

9. https://www.nielsen.com/us/en/insights/news/2018/how-america-listens-the-american-audio-landscape.html
10. https://www.nielsen.com/content/dam/corporate/us/en/reports-downloads/2018-reports/audio-today-report-apr-2018.pdf

TV demographics

Besides radio, TV has the second greatest reach, with 95.9% of all Americans watching it, with an estimated 305.4 million Americans living in an estimated 119 million households with TVs.[11]

With the segmentation of TV audiences due to increase choice, from broadcast to cable to on-demand services, TV is more difficult to track in 2019 than in previous years. For example, according to a 2017 Pew Research report, six in ten young adults were streaming via Netflix and HBO Go[12], and that number has since increased since that time. By 2018, audience time spent with online media (38%) surpassing TV viewing (37%)[13]. As a result, the older an audience is (25-34+), the more likely they will watch TV compared to their young adult counterparts, reflecting a decline in daily TV viewership overall[14].

According to Nielsen, the media audience age for connected TV devices is 42, for live TV is 56, on-demand users having a median age of 45, and Digital (C/M) is 40 (for a combined median age of 46).[15] Gender-wise, women tend to have higher frequency of TV watching, with 60% of women vs. 58% of men in the 55+ age group watching live TV, for example. Audience income reflects a segmented audience, with ABC's audience having the top median income of $74,800 among adults aged 18 to 49. (See Figure 6.)
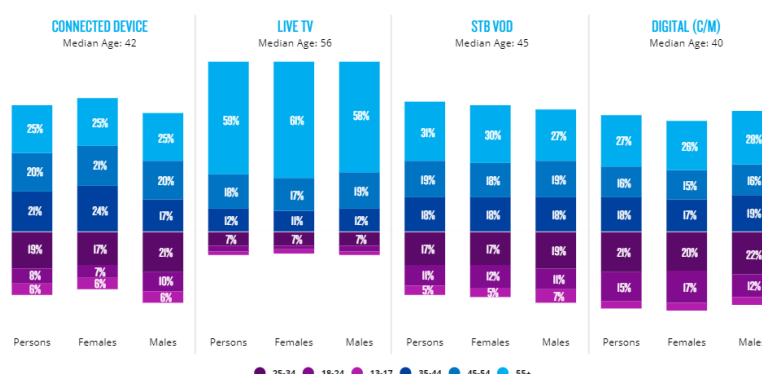

Figure 5. The demographics of TV audience segmentation. From https://www.nielsen.com/us/en/insights/news/2018/the-ott-experience-understanding-connected-living-room-audience.html

TV demographics

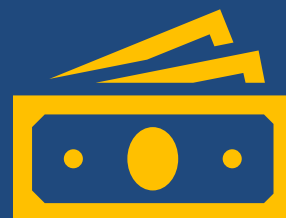| Audience	Age	Gender	Income
Protentional 305 million audience.	Median age – 46	Trends toward women	Varies depending on channel/program

11. https://www.nielsen.com/us/en/insights/news/2018/nielsen-estimates-119-9-million-tv-homes-in-the-us-for-the-2018-19-season.html
12 https://www.pewresearch.org/fact-tank/2017/09/13/about-6-in-10-young-adults-in-u-s-primarily-use-online-streaming-to-watch-tv/
13 https://www.weforum.org/agenda/2018/05/consumers-will-spend-more-time-using-online-media-than-watching-tv-in-2018/
14 https://www.marketingcharts.com/featured-105414
15 https://www.nielsen.com/us/en/insights/news/2018/the-ott-experience-understanding-connected-living-room-audience.html

Mobile demographics

Mobile devices and the apps that they run represent a cross-media platform with marketing interactivity that cannot be found on radio, TV, or even Instagram. Furthermore, when it comes to accessing the Internet, according to Google's Consumer Barometer's, mobile phones (90% of surveyed consumers) are used more any other device (though TV comes in second at 89%, showing how users are often using mediums as once)[15], meaning that interactive applications, or apps, on mobile devices have become a quickly important market for advertising.
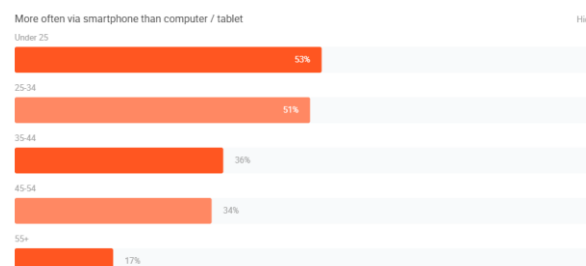

Figure 6. Younger consumers use mobile devices more than older ones for access the Internet.
From https://www.consumerbarometer.com/en/graph-builder/?question=W4&filter=country:united_states%7CC1:16_24,35_44,55_years,25_34,45_54

But mobile market segmentation is complex since demographic trends sometime represents a preference in specific app usage. As an example of this demographic, 52% of women are mobile app gamers while 48% are men, while 80% of sports apps users are men while 20% are women.[16]

By and large, though, men and women and all age groups use the internet for personal purposes, but under 25 and the 25-34 age groups, 53% and 51% respectively use mobile devices for going online compared to 35-44 (36%), 45-54 (34%) and the 55+ (17%) age groups[17].

Online purchasing is one of the areas where mobile use has become more prevalent, with 55% of "digital moms" using mobile devices for research before making online purchases.[18]

Mobile demographics

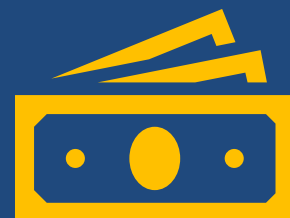| Audience	Age	Device use	Purchasing
52% - female app gamers.	Trends toward younger users.	Users combine mobile use with other devices.	55% - "digital moms" shopping.

15. https://www.consumerbarometer.com/en/graph-builder/?question=M1&filter=country:united_states
16. https://www.thinkwithgoogle.com/feature/mobile-app-user-demographics/#/
17. https://www.consumerbarometer.com/en/graph-builder/?question=W4&filter=country:united_states%7CC1:16_24,35_44,55_years,25_34,45_54
18. https://www.thinkwithgoogle.com/intl/en-gb/consumer-insights/consumer-barometer-explore-our-new-mobile-trends/

Results

Part of the challenge in this study was locating demographic data for each media when such information wasn't widely available, partially due to audience segmentation. The one media that did have such readily information is radio, possibly due to its widespread use and the long history and experience that survey organizations have for gathering relevant data.

Table 1. Demographics and data on studied mediums.

Medium				
Instagram	39% - Female	33%, or one third, are in the 30-49 age group.	42% of the users are college educated	74% of the users earn $50,000 and higher.
Radio	93% of US adults Reached.	121.5 million Americans aged 35-65 are listeners.	66% - college educated audience.	69% of the audience earn $75,000 and higher
TV	Trends toward women in audience.	Median age – 46	Protentional 305 million audience.	Varies depending on channel/program
Mobile	52% - female app gamers.	Trends toward younger users.	Users combine mobile use with other devices.	55% of "digital moms" use mobiles for shopping.

Table 2. Each of these mediums had their pros advantages and disadvantages insofar as marketing.

Medium	Advantage	Disadvantage
Instagram	39% female audience	The platform is not geared toward advertising.
Radio	93% of adults exposed to the media.	Consumers listen to radio most frequently in their vehicles.
TV	Large audience and reach.	Viewership dropping every year.
Mobile	Diverse opportunities for advertising.	Users tend to be younger.

Proposed solution and conclusion

After analyzing the data, my proposed solution is for the client to create a radio-based advertising campaign for their cleaning products. My conclusions was based upon several reasons:

1. It has a very large audience.
2. It reaches the demographics that the client wishes to reach with the marketing of their environmentally friendly cleaning products.
3. Placing commercials on local and nationally syndication shows is possible, meaning that multiple audience segments can be reached.
4. Producing an audio commercial more cost effective than video or app or web development.

As shown on Table 2, each of these medias have their advantages and disadvantages.

Instagram, with a 39% female audience, the key demographic the client wishes to target, has a huge protentional worldwide audience with over two billion users, and many of them have high incomes, but Instagram's model is not geared toward advertising, so hiring an influencer may be one of the better ways to advertise cleaning products.

Radio has a large audience reach on both a national and local level, with 93% of adults being exposed to the media on a weekly basis, though consumers typically do not listen to radio once they are outside their vehicle.

TV also offers opportunity for both national and broadcast advertising and very large audience, the majority of Americans, especially for older consumers with a higher income, depending on the program, but the viewership for the media is dropping year by year, with more viewers shifting to on-demand models, and that audiences are becoming segmented between those who watch broadcast, cable, and on-demand services.

Mobile devices offer advertising opportunities as well, but users tend to be younger than the 30-65 age that the client also wishes to target.

Why avoid the other medias?

While the other medias that were studied in this white paper have their own potential for marketing, each of them will need their own marketing strategy, their own methodologies and technologies, and their own developmental process.

Advertising on Instagram would probably require hiring an influencer to market the client's products.

TV requires creating a commercial and deciding on the market that should be targeted.

Mobile devices require app development, and shoppers tend to be active consumers instead of passive receptors of advertising.

If the client wishes to immediately begin advertising, radio is simply the least expensive, quickest, and most-cost effective approach, especially for the product being sold toward older, more financially secure women.

Besides TV, the data trends toward radio having the most receptive audience to these products.