

MARKETING

Younger generations shifting global media consumption patterns: YouGov

December 15, 2022



YouGov's Global Media Landscape Report shows greening efforts support expected growth. Image credit: YouGov

By LUXURY DAILY NEWS SERVICE

Global public opinion and data company YouGov is revealing the influence of various media types, asserting not only the need for engaging content but social consciousness via a new report.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

With media being such a central part of modern life, experts share that consumers want the media that they take in to fit into their lifestyles and ways of thinking. [Global Media White Paper 2022: The Global Media Landscape](#) outlines that brands that operate in a transparent way and change alongside the customer, rather than expecting to cause the customer to change, will fare favorably in the new market.

For the report, YouGov drew insights from a global custom survey on the global media sector, specifically past media consumption patterns and the future global media landscape, covering 18 global markets of more than 19,000 respondents from the week of Aug. 10 to Aug. 25, 2022. Survey results were further bolstered by YouGov Daily Omnibus research conducted in the U.S. and U.K. amongst 3301 respondents between Sep. 14 and Sep. 15, 2022, exploring attitudes to sustainability in advertising.

Hopes and streams

As media options grow, consumers are choosing outlets that align most with their values, paying the closest attention to environmentalism.

This is especially true for the growing category of those under 40, as, over the last year, young consumers tend to make up the most growth across all categories in media.

Sustainability was named as a top concern for Americans and those living in the United Kingdom. Advertisers that confront their environmental footprint and demonstrate efforts to combat the climate crisis are expected to perform better with consumers.

Other findings from the report show the stabilization of the media market, with most people remaining loyal to the outlets that they consume already.

The pandemic created an explosion of media consumption and creation, and at this point, it is clear that consumers

of this high volume of media demonstrate consistency in what they participate in. Avid music listeners remain so, for example.

The sector of the market that shows the greatest potential for growth is interactive experiences. The report's numbers for potential growth were just as high for theater and in-person activities as they were for video and music listening.

In the past, virtual media showed a 30 percent increase in growth, while the cinema dipped at -22 percent. YouGov indicated that in the next year, virtual media will lessen in growth, while live activities will continue to climb.

As the demand grows, the report cautioned those in the film industry, theaters and event organizers to make sure they are ready for the boom. Other findings from the report showed an increase in music listeners, video streamers and podcast listeners, while TV watching and radio listening is going to lessen in popularity, with high levels of consumption for the latter category but little growth.

Another media type that was predicted to slow in growth is subscription videos on demand (SVOD), or streamers, despite the huge levels of expansion seen during the height of the pandemic. 25 percent of people expressed that they would stream more in the upcoming year, but growth is still expected to level out. Media within SVOD are experiencing particularly high levels of competition, as the platforms are expected to make up for charging customers by offering everything the consumer could want.

Complementary trials, all-in-one subscriptions and constant fresh content across the board make it difficult for platforms to retain subscribers. The report encourages a push for engagement with younger consumers a demographic that tends to show more loyalty.

© 2022 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.