

ARE MILLENNIALS IMPORTANT TO YOUR BUSINESS?

Millennials are interested in reading news, regardless of platform.

Almost all print readers between 21 and 38 years of age choose to add digital newspapers to their print reading habit.

Results are sourced from a November 2020 national online research survey managed by Totum Research. Interviews were conducted with 855 English and French Canadians in every province, and results were weighted to be nationally representative.



Millennials (Age 21-38)

Adults Age 18+

Adults Age 35+

Adults Age 50+

Boomers (Age 56-74)

Print readers that ALSO read digital

98%

86%

82%

77%

76%