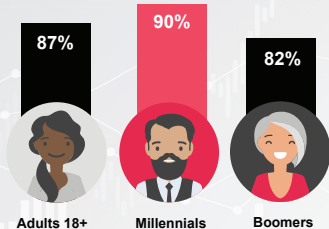


NEED TO REACH MILLENNIALS?

New survey results show that **nine out of ten** Millennials read newspapers weekly in print or digital formats.



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.



News Media Canada
Médias d'Info Canada