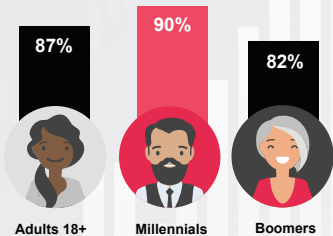


NEED TO REACH MILLENNIALS?

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



News Media Canada
Médias d'Info Canada

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.