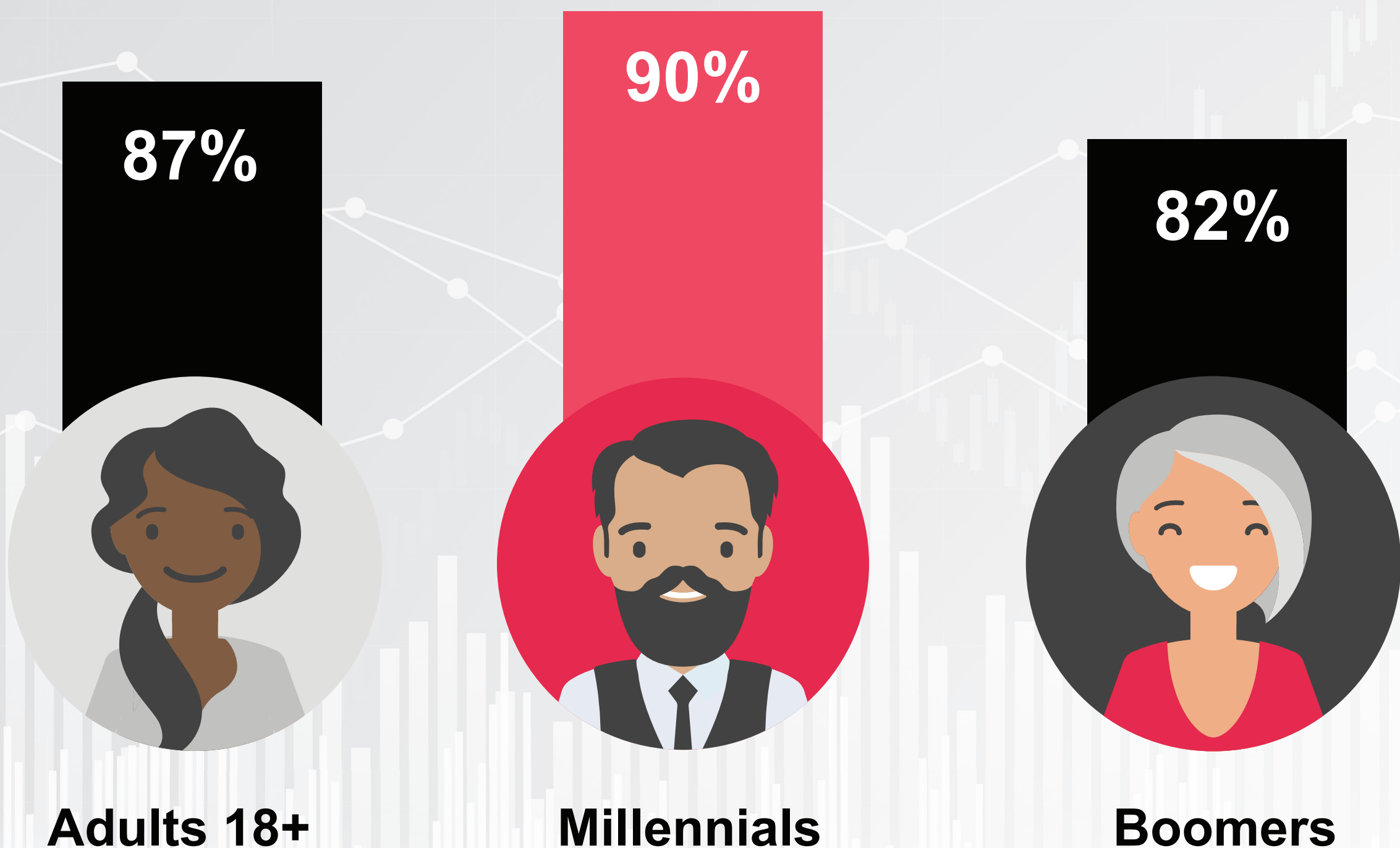


# NEED TO REACH MILLENNIALS?

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



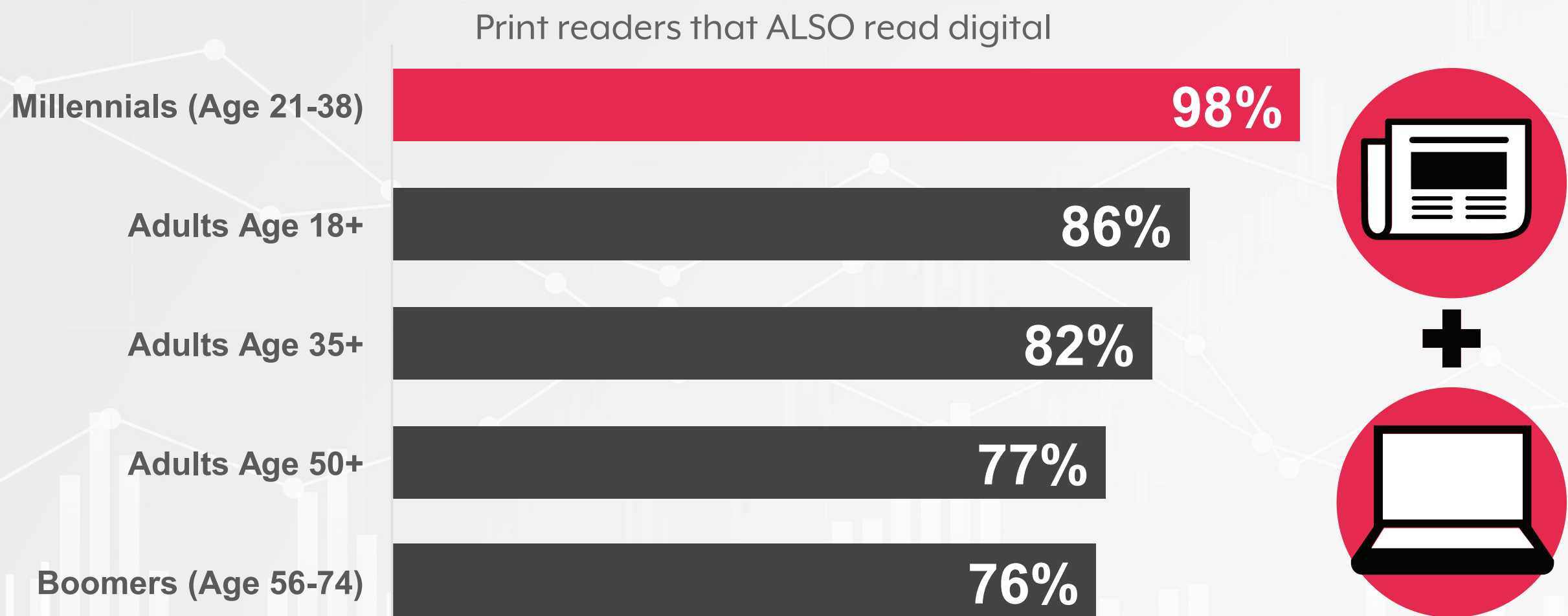
Results are sourced from a November 2020 national online research survey managed by Totum Research. Interviews were conducted with 855 English and French Canadians in every province, and results were weighted to be nationally representative.



**News Media Canada**  
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# 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.



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