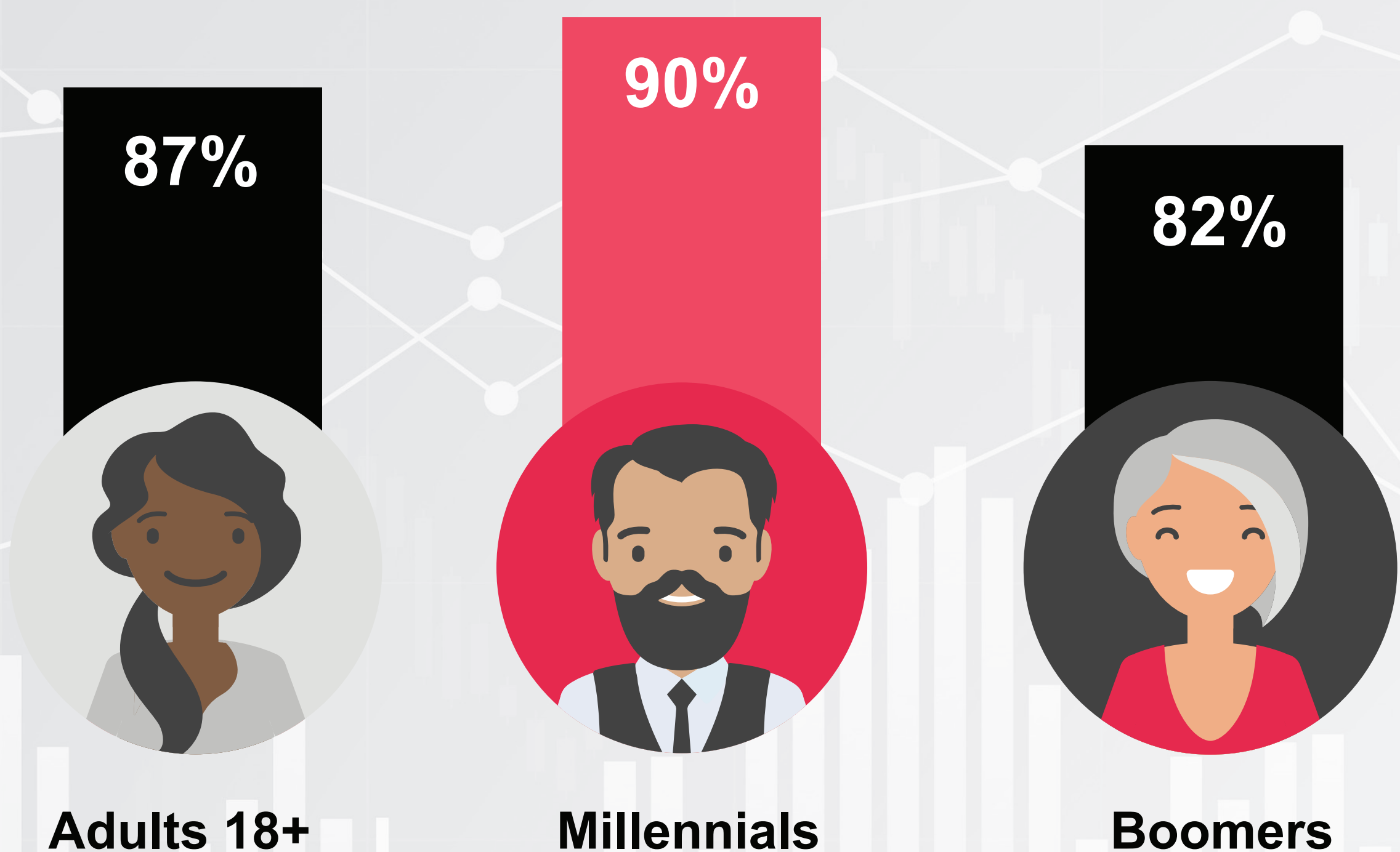


NEED TO REACH MILLENNIALS?

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

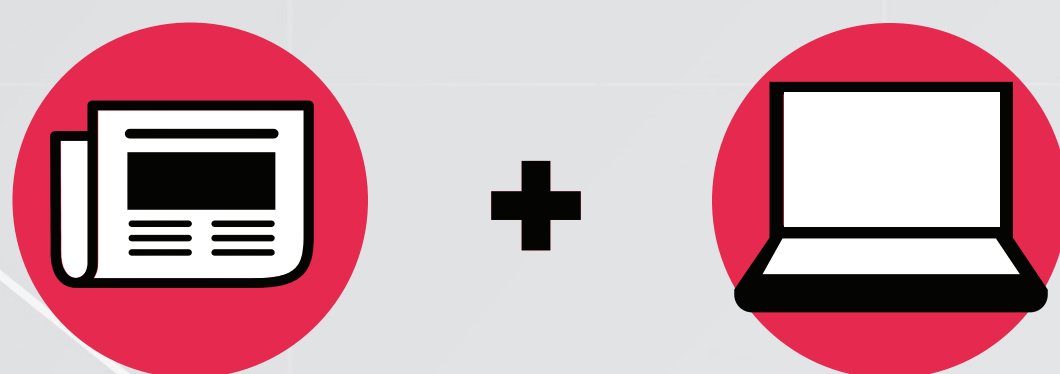


News Media Canada
Médias d'Info Canada

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.

ARE MILLENNIALS IMPORTANT TO YOUR BUSINESS?

Millennials are interested in reading news, regardless of platform.



Print readers that ALSO read digital

Millennials (Age 21-38)

98%

Adults Age 18+

86%

Adults Age 35+

82%

Adults Age 50+

77%

Boomers (Age 56-74)

76%

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



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