

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%

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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