

ARE MILLENNIALS IMPORTANT TO YOUR BUSINESS?

Millennials are interested in
reading news,
regardless of platform.



Print readers that ALSO read digital



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



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.