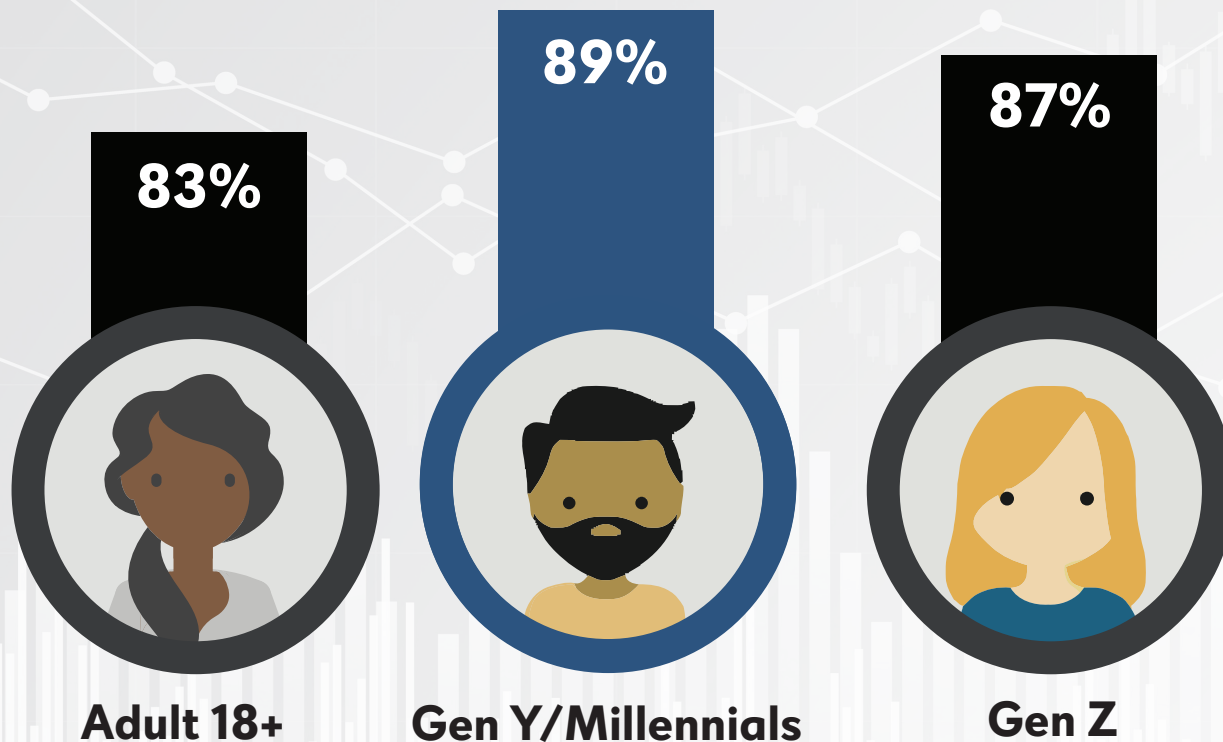


# NEED TO REACH MILLENNIALS?

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



Adult 18+

Gen Y/Millennials

Gen Z

Results are sourced from a December 2022 national online research survey managed by Totum Research. Interviews were conducted with 2,755 English and French Canadians in every province, and results were weighted to be nationally representative.

Gen Y/Millennials = born 1980-1995 (age 27-42);

Gen Z = born 1996-2003 (age 19-26)



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