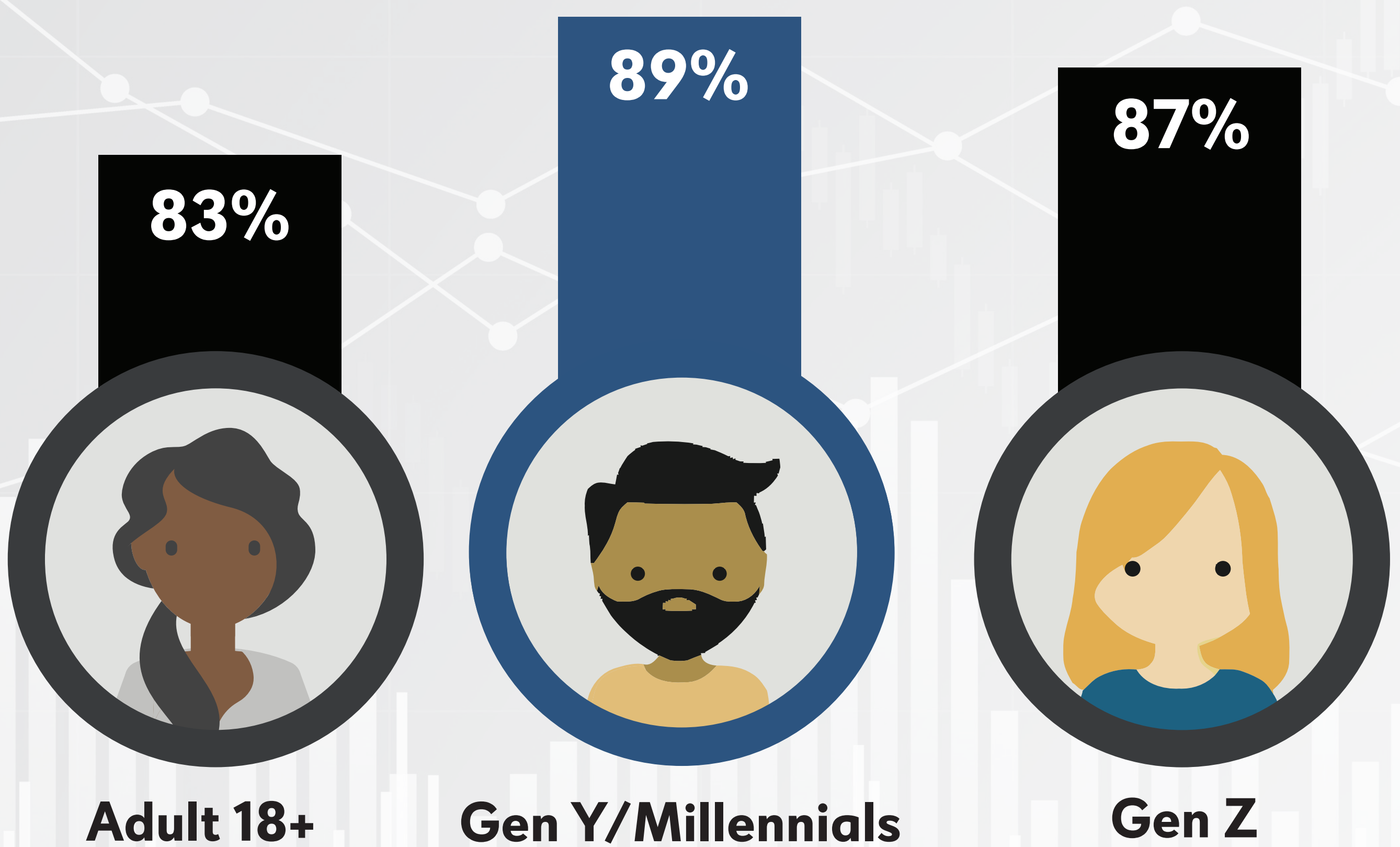


NEED TO REACH MILLENNIALS?

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 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)