

# MILLENNIALS ENGAGE WITH NEWSPAPERS

Millennials, also known as Generation Y, are those between the ages of approximately 27 and 42. They account for a quarter of the population in the U.S. making them the largest living generation. Millennials embrace technology and digital solutions and are loyal newspaper readers.

Millennials rank newspapers as the

## MOST TRUSTED SOURCE

of news and information<sup>2</sup> – making them the savvy choice for retailers to connect with these valuable consumers.

Nearly **7 IN 10**

of Pennsylvania adults, ages 25 to 39, each week **read a daily, Sunday or non-daily print or digital newspaper**, or visit a newspaper website.<sup>1</sup>

Millennials prefer to get their news **by reading** it versus watching it on television.<sup>3</sup>



## TOP ACTIONS

taken by Millennials after recalling specific newspaper ads:<sup>2</sup>

**GATHER** more information.

**DEVELOP** a favorable opinion.

**SAVE** ad for reference.

**VISIT** advertiser's website.

**ASK** someone about the product.

**RECOMMEND** the product.

**VISIT** advertiser's website.

**SHARE** the ad.

**SEARCH** online for the product.

**CONSIDER** purchasing the product.

**65%** of millennials **trust paid news and information** more than free media.<sup>2</sup>

## MILLENNIALS ARE ACTIVE SHOPPERS:

**94%** use coupons

and newspapers are their **number one source** to get them.<sup>4</sup>



**72%**

read newspaper **to learn about products** with which they are not familiar.<sup>3</sup>

**74%** respond to advertisements in print newspapers.<sup>4</sup>

## MARKETING TO MILLENNIALS

**THREE OUT OF FOUR**

millennials prefer to **buy an experience** over something desirable.<sup>5</sup>



Millennials are more likely to **stay loyal to a brand** because of loyalty rewards than any other generation.<sup>6</sup>

**81%**

millennials expect companies to make a **public commitment** to charitable causes and citizenship.<sup>7</sup>



Ads that evoke feelings of **financial security, responsibility and self-reliance** perform better with millennials.<sup>8</sup>