

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 information² – 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.¹

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



TOP ACTIONS

taken by Millennials after recalling specific newspaper ads:²

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.²

MILLENNIALS ARE ACTIVE SHOPPERS:

94% use coupons

and newspapers are their **number one source** to get them.⁴



72%

read newspaper **to learn about products** with which they are not familiar.³

74% respond to advertisements in print newspapers.⁴

MARKETING TO MILLENNIALS

THREE OUT OF FOUR

millennials prefer to **buy an experience** over something desirable.⁵



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

81% millennials expect companies to make a **public commitment** to charitable causes and citizenship.⁷



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