

MILLENNIALS

Engage with Newspapers

Millennials, also known as Generation Y, are those between the ages of approximately 26 and 41. **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.

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.

More than **6 IN 10** U.S. adults, age 26-41, each week read a daily, Sunday or non-daily print or digital newspaper, or visit a newspaper website.¹

65% of Gen Xers trust paid news and information more than free media.²



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

Millennials rank newspapers as the **MOST TRUSTED** source of news and information.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:

3 OUT OF 4

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

Sources: ¹2021Release1 Nielsen Scarborough Report. Copyright 2022 Scarborough Research. All rights reserved; ²Coda Ventures; ³NAA; ⁴Neustar; ⁵Media Space Solutions; ⁶Ace Metrix; ⁷Keap; ⁸AARP; ⁹Marketing Insider Group; ¹⁰Salesforce

