

# why newspapers?



Because in print or online, newspapers are **the most trusted source** of news and information among all age groups.<sup>1</sup>

**83%** of Generation Z turn to newspapers for trusted information and content.<sup>2</sup>

**65%** of millennials trust paid news and information more than free media.<sup>3</sup>

**75%** of Generation X read newspapers to learn about products with which they are not familiar.<sup>1</sup>

**84%** of baby boomers have taken action as a result of seeing an ad in a print newspaper in the past 30 days.<sup>4</sup>

Newspapers are rated as **the source** that **operates in an ethical manner** and has the **public's best interest in mind**.<sup>5</sup>

Recent studies indicate that more than **7 in 10** Pennsylvania adults have read a newspaper in the past week, **making newspapers, in any format, an important vehicle** to reach a desirable audience.<sup>6</sup>

Newspaper content is **created by real people** who **live in the communities** they cover and are **held accountable** for the stories they write.