

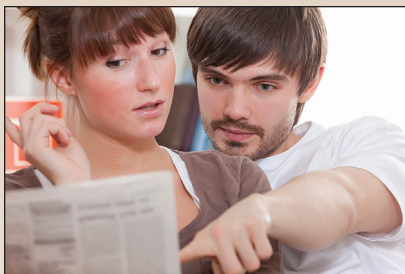
Millennials Engage with Newspapers

Millennials, or those between the ages of 18-34, are the largest population cohort the U.S. has ever seen – outnumbering baby boomers for the first time. Representing approximately 20 percent of Michigan's population, they account for 21 percent of all discretionary spending.

Millennials are avid news consumers and prefer newspapers as their source – making them the savvy choice for retailers to connect with these valuable consumers.



More than 7 in 10 (73%) Michigan adults, age 18-34, read a daily, Sunday non-daily or e-edition newspaper, or visit a newspaper website.



74% of millennials respond to advertisements in print newspapers.



73% of millennials take action after reading a newspaper insert.



71% of millennials access newspaper content online each month.



Two-thirds of millennials with household incomes of \$100K+ read newspaper content each week.



Two-thirds of millennial college graduates read newspaper content each week.



Millennials are 39% more likely to consume newspapers on a mobile device.



Newspapers are the number one source for coupons for millennials.



Millennials trust newspapers more than they trust other sources of information.

**For more information on how to reach this desirable audience, contact:
Angela Kulfan - 313.614.9050 or angela@michiganpress.org**