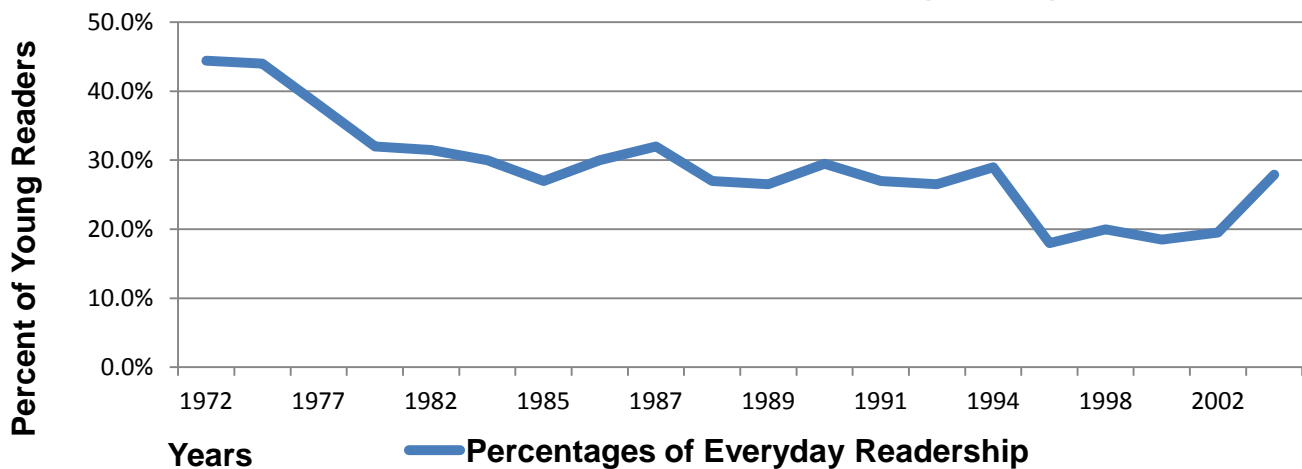


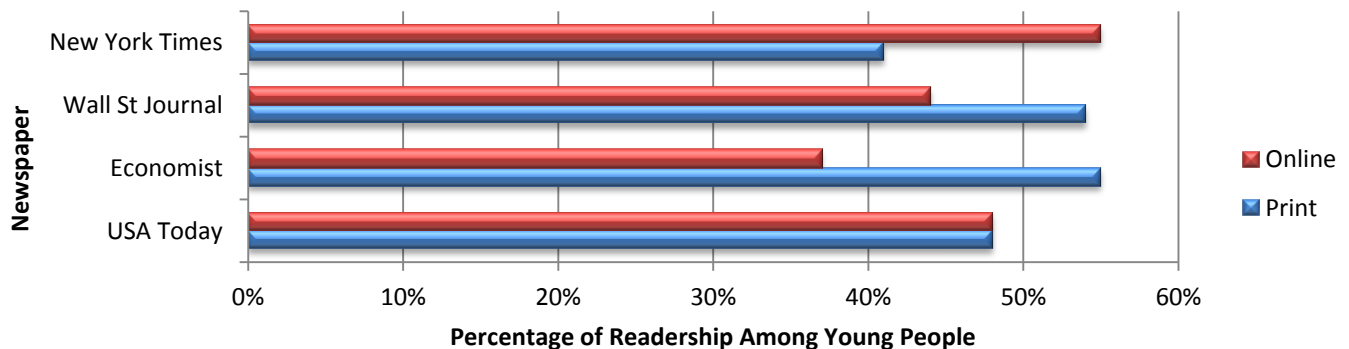
Newspaper Readership in Decline

Over the years, print news has fallen behind other sources of media. Newspaper readership amongst the Millennial Generation, or those ranging from 18-25 years, has been in decline. However, as a source of information, newspapers are once again becoming stronger due to online versions of print news.

Everyday Newspaper Readership Among Young People



Although print readership has been in decline, online newspapers such as the New York Times have seen their audiences increase. Additionally, paid digital accounts increased by around 5.5% in 2012, 15.3% of today's online newspaper circulation. As a result, many young people are now getting their news online.



Source: Pew Research Center <http://stateofthemediamedia.org/2013/newspapers-stabilizing-but-still-threatened/>
<http://www.people-press.org/2012/09/27/in-changing-news-landscape-even-television-is-vulnerable/>

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