



# MYTH SMASHERS

**MYTH:**  
YOUNG PEOPLE NO LONGER  
READ NEWSPAPERS.

**REALITY:**  
61 PERCENT OF 18-24 YEAR OLDS AND  
25-34 YEAR OLDS READ A NEWSPAPER IN  
AN AVERAGE WEEK AND 65 PERCENT OF  
THEM READ A NEWSPAPER OR VISITED A  
NEWSPAPER WEBSITE IN THE PAST WEEK.

John F. Sturm, NAA President and CEO

