



## FACT SHEET

# MILLENNIALS IN AUSTRALIA

Millennials like to hold print in their hands, read it, smell it, use it to link to a video or coupon, save it, take it to the store with them, and share it with friends

## OPEN UPTO MAIL

+61 3 9421 2206  
info@outm.com.au

Suite 6, 151 Barkly Avenue  
Richmond Vic 3121 Australia  
www.openuptomail.com.au  
www.openuptomail.co.nz

# 7 in 10

Asian-born millennials living in Australia read and like print

# 90%

pay attention to direct mail advertising

Source 1. Roy Morgan 2018 2. Quad/Graphics Customer Focus® 2015 Research Study - Millennials are ages 18-34