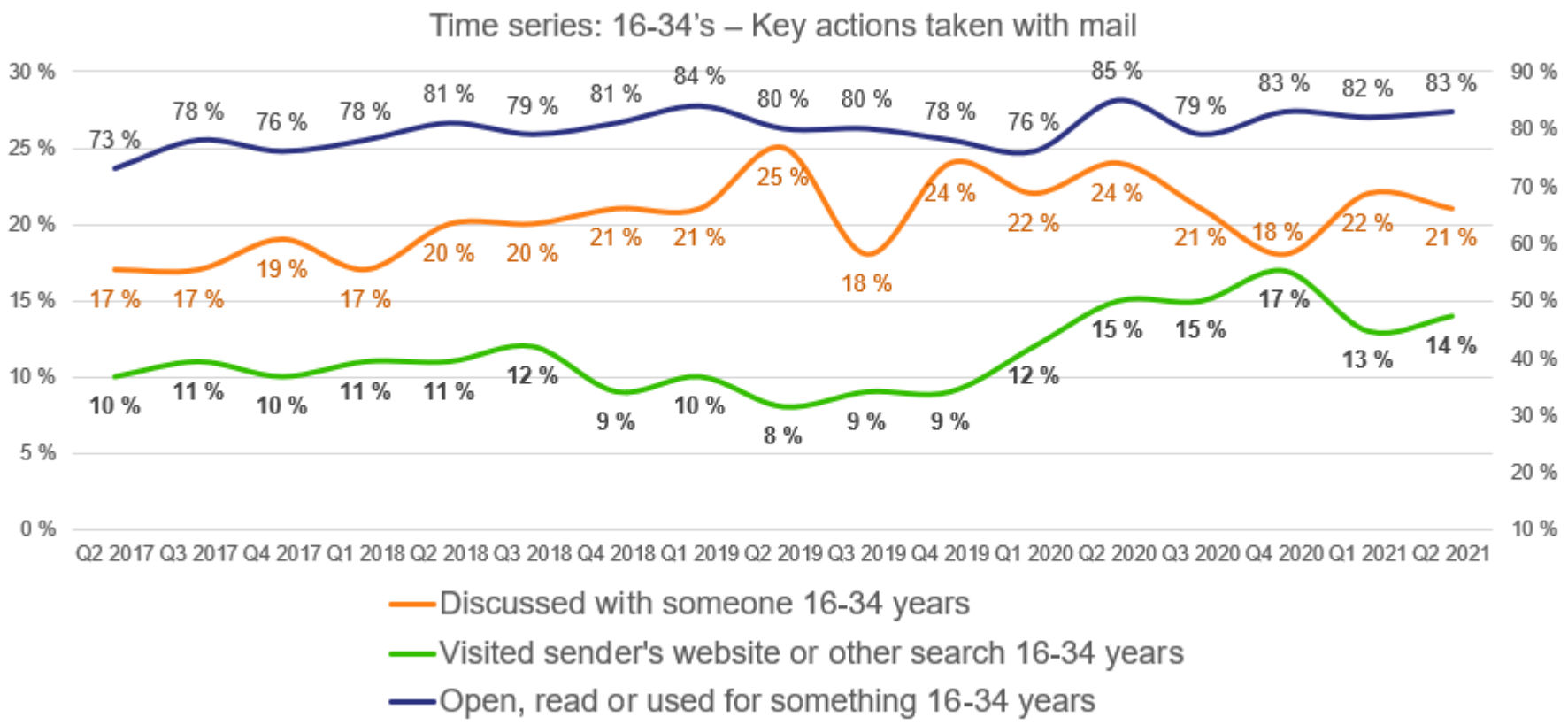
4 year trend: Greater numbers of 16-34's reading and using mail, discussing it and going online as a result of receiving mail



JIC MAIL
Mail Media Metrics

Source: Kantar TNS ITEM DATA Q22017 – Q22021 n=195,230 of which 16-34's = 14,383