

GENERATION Z

engages with newspapers

Generation Z, or those between the ages of approximately 13 to 28, is the youngest, most ethnically diverse and largest generation in American history. They comprise 27% of the U.S. population. Gen Z grew up with technology, the internet and social media; however, **they spend more time reading physical newspapers without interruption** than they do on social media, websites and blogs.¹

The number of Gen Zers who read a newspaper **increased by 38%** over two years.³

Generation Z trusts **print publications** more than any other media to deliver credible information.¹



83%

turn to newspapers for trusted information and content.¹

They prefer to get their news **by reading** versus watching it on television.⁴



Generation Z are active shoppers

Gen Zers:

- **Account for 40%** of all consumers.³
- Agree that **advertising helps them learn** about new products.¹
- **Appreciate** relevant ads.¹

98% **buy in store** some or most of the time.⁴

89% consider themselves to be **price-conscious shoppers**.³

72% say that **cost is the most important factor** when making a purchase, yet they value quality.¹

60% of Gen Z shoppers prefer to **go into a store** over shopping online.¹



marketing to Gen Zers

Gen Z values and supports brands that are socially conscious.

Highlight your dedication to social impact by giving proceeds to charity, being environmentally conscious, having strong values, or project an impact-driven image in your advertising messaging.¹



Gen Z are subject to impulse buying if there's a fear of missing out (FOMO).

Simple messages like "limited time only" or "few left in stock" work because they don't want to feel like they missed out on something.¹

Gen Z prefers ads that create an emotional connection.

Create ads that are uplifting and convey a positive message about how a product or service can make the world a better place.⁵

