

GENERATION Z

Engages with Newspapers

Generation Z, or those between the ages of approximately 10 to 25, 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.⁵



Nearly **6 IN 10** U.S. adults, ages 18 to 24, each week **read a daily, Sunday or non-daily print or digital newspaper** or visit a newspaper website.²

Generation Z are ACTIVE SHOPPERS

Gen Zers:

- **Account for 40%** of all consumers.⁴
- Agree that **advertising helps them learn** about new products.¹
- **Appreciate** relevant ads.¹

98% buy in store some or most of the time.⁵

89% consider themselves to be **price-conscious shoppers**.⁴

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.⁶

