GENERATION Z
engages with newspapers

Generation Z, or those between the ages of approximately 11 to 26, 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]

Generation Z trusts print publications more than any other media to deliver credible infoformation.[1]

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

83%
turn to newspapers for trusted information and content.[1]

They prefer to get their news **by reading** versus watching it on television.[5]

6 IN 10
of Pennsylvania 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-consious 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]

PENNSYLVANIA NewsMedia ASSOCIATION
Sales-support supplement