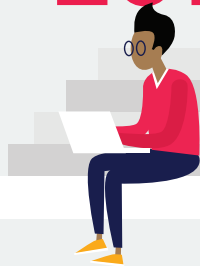


GENERATION Z + PRINT

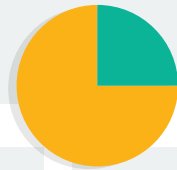
With Millennials well into adulthood, businesses are now turning their attention to the next generation entering the workforce: Generation Z. Who are they, and what are their attitudes toward print?

WHO IS GENERATION Z?

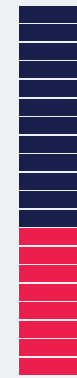
Born between
1995-2012



Approximately
78.2 million
almost 25% of the population



Estimated to make up
40%
of consumers by
2020¹



DIGITAL NATIVES

Have never known a life without Google, mobile phones, and WiFi



MOBILE-CENTRIC

Spend nearly 3 hours a day on social media applications²

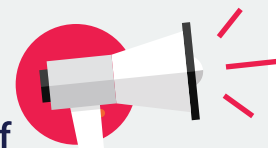


SOCIALLY CONSCIOUS

Appreciate brands that make authentic, personal connections with them³



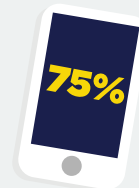
In a recent survey, **65%** of Generation Z respondents feel that brands should take a stand on social issues⁴



SAVVY SHOPPERS

Value personalized shopping experiences

Prefer engaging with products at brick-and-mortar stores

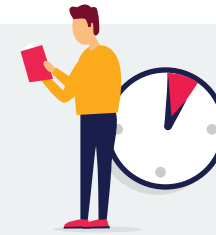


75% use their phones to research products while shopping⁵



GENERATION Z AND THE APPEAL OF PRINT

Generation Z represents an emerging market for the print industry⁶. Recent reports find that they:



Spend about 1 hour each week reading magazines⁷

Favor printed learning materials (textbooks, research articles) to help them focus⁹



Prefer reading printed books⁸

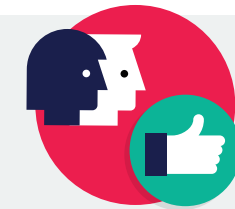


Value print media and trust print publications more than digital media¹⁰

REACHING GENERATION Z



Incorporate technology into brick-and-mortar experiences



Build customer relationships in person and on social media channels



Provide personalized and customized products and services



Share your company mission and values

Resources

- ¹ MNI Targeted Media Inc. (2018). Generation Z: Unique & Powerful. White Paper. <https://insightlab.mnitargetedmedia.com/?article=generation-z-unique-and-powerful>
- ² Valentine, O. (2018). Trends 18: Getting to Know Generation Z. Global Web Index. <https://blog.globalwebindex.com/chart-of-the-day/generation-z-trends/>
- ³ Handley, L. (2018). There's a Generation below Millennials and Here's What They Want from Brands. CNBC. <https://www.cnbc.com/2018/04/09/generation-z-what-they-want-from-brands-and-businesses.html>
- ⁴ King, M. (2018). Three Things You Need To Know About Marketing To Gen Z Women. Forbes. <https://www.forbes.com/sites/michelleking/2018/07/10/a-new-report-reveals-three-things-you-need-to-know-about-marketing-to-gen-z-women/#c8068f16cc17>
- ⁵ IBM's Institute for Business Value (2018). What do Gen Z shoppers really want? <https://nrf.com/resources/retail-library/what-do-gen-z-shoppers-really-want>
- ⁶ Dool, G. (2018). Could Gen-Z Represent an Emerging Market for Print Media? Industry Notes. Folio. <https://www.foliomag.com/gen-z-represent-emerging-market-print-media-industry-notes/>
- ⁷ MNI Targeted Media Inc. (2018). Generation Z: Unique & Powerful. White Paper.
- ⁸ Sweeney, E. (2018). Survey Shows Digital-Native Gen Z Prefers In-Person Interaction with Brands. Marketing Dive. <https://www.marketingdive.com/news/survey-shows-digital-native-gen-z-prefers-in-person-interaction-with-brands/530744/>
- ⁹ Brown, N. (2018). Generation Z and the Future of Print Marketing. Business.com. <https://www.business.com/articles/nicholas-brown-generation-z-and-the-future-of-print-marketing/>
- ¹⁰ Fletcher, H. (2018). Gen Z Marketing Is Going Retro. Target Marketing. <https://www.targetmarketingmag.com/article/gen-z-marketing-going-retro/>