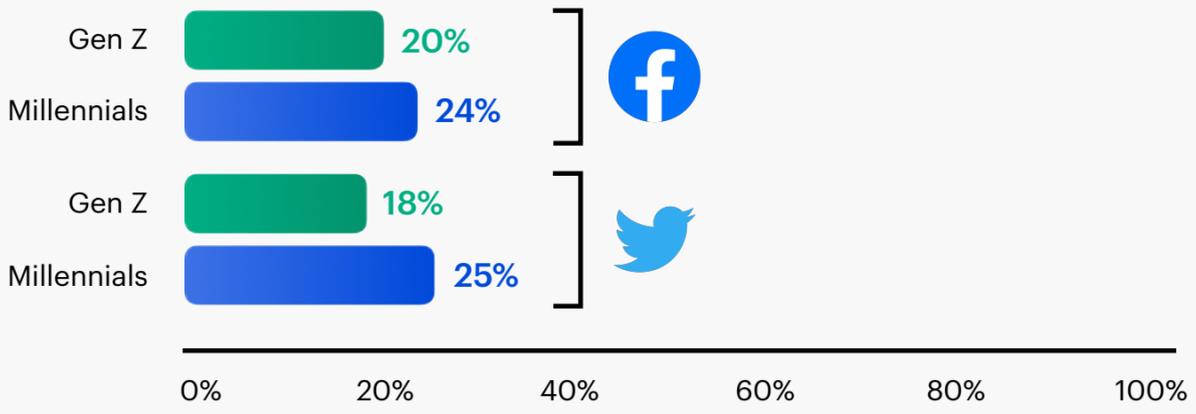


# 2021 Digital Publishing Consumer Survey



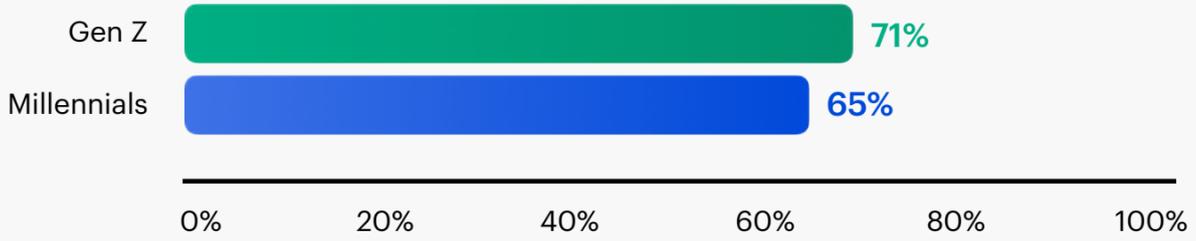
If we told you GenZ and Millennials are highly active on social media, you probably wouldn't be surprised (duh!). However, you may be surprised to hear they don't spend all of their time scrolling Instagram and TikTok. While these groups rely on social for many things, news isn't one of them.

## Confidence in the Credibility of Social Content



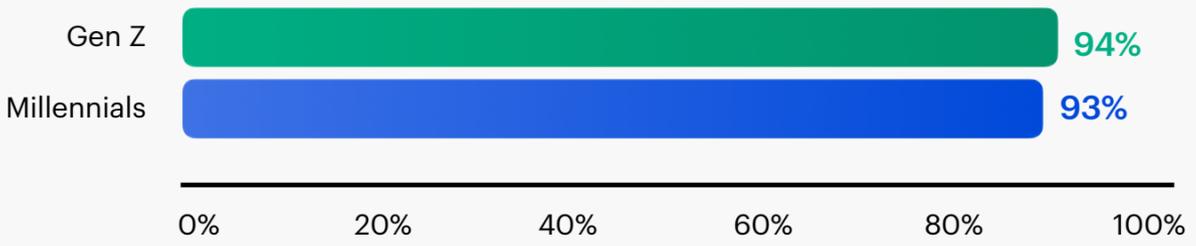
Therefore, GenZ and Millennials don't really share news that they see on social media.

## Percentage of People Who Say They Don't Share News on Social Media



Instead, they go to trusted news and publisher sites.

## Confidence in the Credibility of Publishing Sites

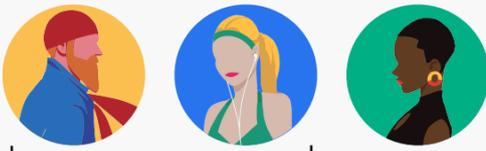


With Gen Z and Millennials already on publishers' websites, publishers can begin cultivating a relationship with them. But how?

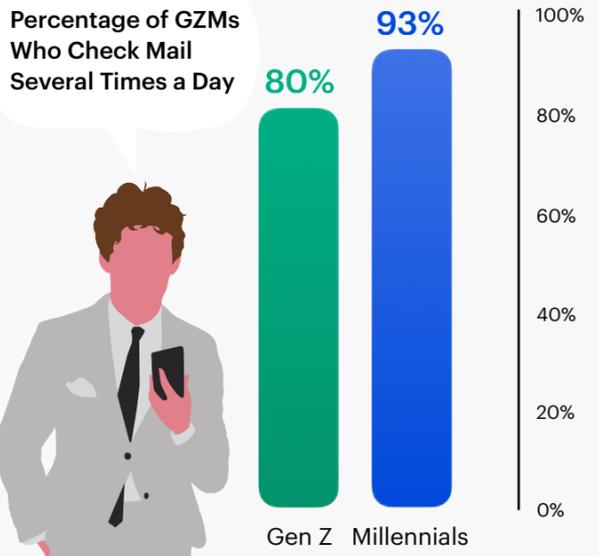
What we do know is that a majority of GZMs are checking their emails multiple times a day.

### Fact Check

GZM is more likely to subscribe to an email newsletter if they know the content will be personalized to their interests.



2/3 agree they'd be more likely to subscribe, compared to just over half of Gen X and Baby Boomers.



Because 56% of Gen Z and 60% of Millennials would sign up for multiple, top-focused newsletters from a trusted publisher, smart publishers should spend time building a relationship with them through emails that aren't just relevant, but personalized, too.

The GMZ audience is interested in news and newsletters. You just have to make sure what you send will keep them interested as well.

