

GEN Z: FROM SCREEN TIME TO REAL TIME

The evidence shows that, while Gen Z remain highly connected, they are increasingly looking for a more balanced lifestyle and media diet, with greater value placed on physical, real-world experiences.

GEN Z LOVE DIGITAL, BUT IT'S BECOMING OVERWHELMING

Gen Z are constantly connected. But crowded feeds, endless notifications and always-on content are making it harder for brands to earn their attention online.

99%

of Gen Z consumers will skip ads when given the option, while 63% use ad blockers to actively avoid online advertising.

(MARKETING BEAT)

81%

wish they could disconnect from digital devices more easily.

(HARRIS POLL SURVEY, FEBRUARY 2025)

46%

have consciously tried to reduce their screen time in the past six months, turning to activities such as painting, camping and hiking. (TGI)

GEN Z ARE SEEKING OUT MORE REAL-WORLD EXPERIENCES

As digital fatigue grows, Gen Z are increasingly drawn to offline experiences that feel authentic, tactile and rooted in the real-world and their local communities.

1 in 4

CD buyers and 23% of vinyl record shoppers are Gen Z, reflecting a wider shift towards nostalgia, simplicity, crafting and nature-based activities.

43%

prefer to shop in local stores, while almost half of Gen Z in 2026 (48%) say they value face-to-face interaction when shopping, compared with one third in 2021. (TGI)

78%

of Gen Z say it's important to feel part of their local community. (TGI)

**PHYSICAL
COMMUNICATIONS
LIKE MAIL ARE
RESONATING TOO**

Physical mail gives brands a tangible way to show up in Gen Z's offline world, creating a more personal and memorable moment beyond the screen.

40%

of consumers in 2026 who feel valued by brands sending them mail are Gen Z, compared to 16% in 2021.

(TGI)

96%

of addressed mail is engaged with by Gen Z on average.

(JICMAIL)

Gen Z are

50%

more likely than the average adult to spend time with mail.

(TGI)

Mail drives

141

seconds of attention on average.

(JICMAIL)

60%

say physical mail feels more personal because someone has put effort into sending it.

(Tapestry/Marketreach Trust Research 2025)

36%

of Gen Z say door drops are a useful way to find out more local information.

(TGI)

**A
GENERATION
LOOKING
FOR DEEPER
CONNECTIONS**

"For Gen Z, it is about the story, not simply the product. They don't want the whole loaf handed to them. Brands that spark curiosity and narrative buy-in can create deeper, longer-lasting connections."

McCann, The Truth About Youth, 2025

"In a world where people are overwhelmed by digital messages, physical communications stand out precisely because they're different. They interrupt routine and are much harder to ignore."

Richard Shotton, Behavioural Scientist

Want to understand what this shift means for your brand? Explore the latest Gen Z insights, case studies and practical tips for using mail to create more meaningful connections.

EXPLORE MORE GEN Z INSIGHTS HERE