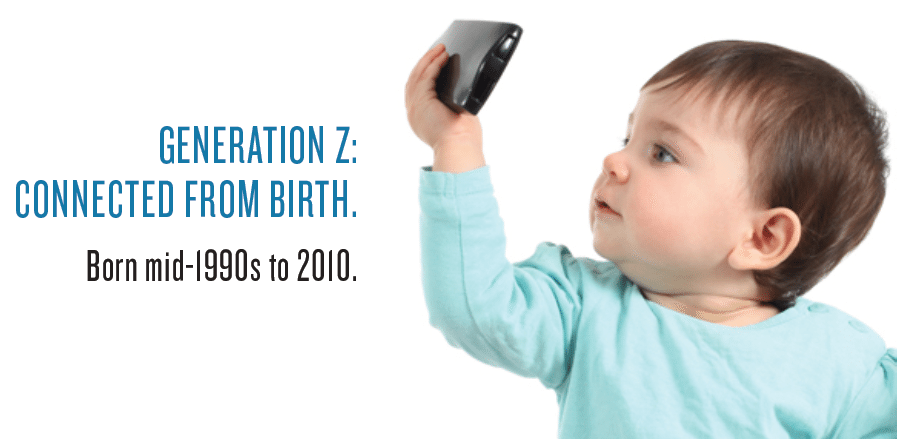
**Know Who’s Really Skeptical of Advertising? Gen Z.**

That’s one conclusion from a new report from Millward Brown, which looks at advertising and attitudes. It found Generation Z has a much less-positive perception of advertising than the two previous generations. They are especially unimpressed with online advertising—interesting, considering how much time this group spends on their phones.

***MediaLife 1.12.17***

[***http://www.medialifemagazine.com/know-skeptical-advertising-generation-z/***](http://www.medialifemagazine.com/know-skeptical-advertising-generation-z/)

***Image source:***

[***http://www.printmediacentr.com/wp-content/uploads/2015/04/generation-z.png***](http://www.printmediacentr.com/wp-content/uploads/2015/04/generation-z.png)