

Millennials & Media



New study reveals that UK & US millennial readers, those aged 18-34, prefer to read print books and browse bookstores and libraries.

What they read:

71% Print Books



63% Print News or Magazines

29% eBooks via dedicated device

eNews or Magazines 44%

37% eBooks via tablet

27% eBooks via mobile

How they acquire print books:

Chain Bookstores 47%

Public Libraries 37%

37% Used Bookstores

36% Pass-along Readership

How they discover content:

- 36% Word-of-mouth
- 26% eRetailer websites
- 25% eReading apps
- 24% Social Media
- 23% Physical retail shops
- 16% Public libraries
- 16% Online Communities

How they share preferences:

40% say they recommend books/eBooks via **word of mouth**, followed by **social media (32%)**, **reviews on eRetailer sites (16%)**, **online communities (16%)**, and **book clubs (12%)**.

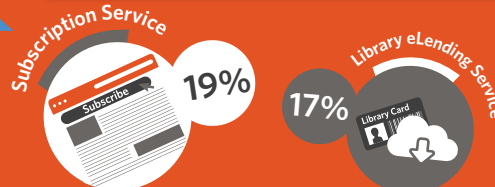


What would encourage more eReading:

- Price Promotions 45%
- Free eReading device 27%
- Bundling eBooks with print 26%
- Ability to freely share ebooks 20%
- Improved user experience 17%



How they acquire eContent:



Other media purchasing habits:

Offline Media

- 44% DVD/Blu-ray
- 36% Magazine Subscription
- 36% Video Games

Online Media

- 52% APP Apps/Games
- 46% Music
- 31% Streaming video