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
- **44%** eNews or Magazines
- **37%** eBooks via tablet
- **27%** eBooks via mobile

**How they acquire print books:**
- **47%** Chain Bookstores
- **37%** Public Libraries
- **37%** Used Bookstores
- **36%** Pass-along Readership

**How they acquire eContent:**
- **51%** eReading apps
- **40%** Purchase via eReading Device
- **19%** Subscription Service
- **17%** Library eLending Service

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

**Other media purchasing habits:**
**Offline Media**
- **44%** DVD/Blu-ray
- **36%** Magazine Subscription
- **37%** Used Bookstores
- **36%** Pass-along Readership

**Online Media**
- **52%** Apps/Games
- **46%** Music
- **36%** Video Games
- **31%** Streaming video

#millennialreaders
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