

**Younger folks prefer print...****How Gen Z & Millennials Engage with Books**

It is a simple but surprising fact: Generation Z and Millennials read more than their parents' generation. Another surprise: they prefer print over digital media.

**You Better Believe It**

Don't believe it? Check out the "Why Print?" page in the Links area of Copresco's website at [copresco.com/links/whyprint.html](https://copresco.com/links/whyprint.html). You'll find a plethora of links to scientific research



confirming the reading habits and preferences of young people (some of whom are not so young anymore.)

**Understand Your Audience**

When planning marketing and communication strategies, don't make the serious mistake of confusing the reading habits of a workplace powered by Gen



Zers and Millennials (collectively, ages 15 to 45 or thereabouts) with that of Baby Boomers, who are largely in their retirement years.

The following article is a helpful and concise summary of Gen Z and Millennial approaches to reading, compiled by our friends at Domtar Paper.

**Attitudes Toward Paper**

Physical books are still important to younger generations, but what does that mean for marketers?



Here are a few insights on Gen Z and Millennials' relationship with the medium.

**Who They are as Readers**

Despite growing up in a digital age, Gen Z and Millennials still identify as readers:

- 57 % identify as readers, surpassing gamers (53 %) and fans (52 %).
- 43 % of those who didn't identify as readers (54 %) still visited a physical library within the last year, indicating opportunities to grow interest in print.
- 58 % of Gen Z and Millennials bought a book in a bookstore in the prior twelve months.
- 50 % of Gen Z and Millennials read a print book last year—double the engagement of digital formats.

**Where They Discover Books**

For those who read, the top 5 methods of discovery are:

1. Tips from friends and family
2. TV/movie adaptations of books
3. Reviews by literary critics
4. Recommendations from influencers
5. Social media postings

Modes of book discovery differ somewhat between Generations.

Gen Z invests more trust in celebrities, influencers, and social lists, while reviews are more effective in driving Millennials' book discovery.

**What They're Buying**

Print books are Gen Zers' #1 preferred book format.

Despite the volume of digital options, browsing library shelves continues to be relevant to the discovery of new books.

On average they purchase:

- Two print books per month
- One e-book
- One audiobook



...and one in three book engagers purchase a book that they first found at the library.

**3 Tips for Marketing**

- Capitalize on social media, such as behind-the-scenes looks or influencer partnerships.
- Communicate the benefits of libraries, like safety, independent learning, and open exploration.
- Embrace digital and print alignment by offering print and ebook/audio bundles or linking to e-books or exclusive content through QR codes.

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Address Correction Requested

I decided to link all of my wrist watches together and make them into a belt. It was a real waist of time.



How many airline representatives does it take to change a light bulb? Four to reassure you that every effort is being made to maintain the highest quality standards, while a fifth screws the light bulb into the faucet.



Last night I had a horrifying dream that disco was making a comeback... First, I was afraid, I was petrified.



Credit card: a small plastic device used



to dig yourself into a hole.



There's a fool born every minute—and they all manage to get in front of me on the expressway.

Before the crowbar was invented, the



crows had to drink at home.



Phil is perpetually late, and it was getting him in trouble at work. "Maybe it would help," a friend suggested, "to set your watch ahead fifteen minutes." Desperate, he agreed to try it. His friend asked later how the plan worked. "I wasn't late all week," Phil said. "Then they fired me for leaving early."



Shout out to whoever came up with the word "Plethora." It means a lot.



You pave your own way in life. If you have troubles, it's your own asphalt.



How does a hippie polygamist count his wives? One Mrs. Hippie, two Mrs. Hippie, three Mrs. Hippie...

My brother-in-law is one of a kind... that's plenty.



"Son," said the judge to the young defendant, "do you know what a jury is?" "Yes, sir," replied the youth. "It's twelve people who hear the evidence, then find me guilty." "But wait a minute. How do you know they'll find you guilty?" asked the judge. "They will when they hear the evidence."



Last night my dog ate a bunch of scrabble tiles, so I took him to the vet. No word yet, but I hope he has a vowel movement soon.



A famous geologist died recently and left all his money to earthquake research. His colleagues said he was always generous to a fault.



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