

Why Reaching Millennial and Gen Z Readers is Important

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Millennials are anyone born between 1981 and 1996.

1981 ↔ 1996

Millennials and Gen Z combined make up nearly half the population of the United States, Canada, Australia, and New Zealand.



Gen Z encompasses anyone born between 1997 and 2012.

1997 ↔ 2012

Gen Z and Millennials are the most active library users of any generation.

52% have visited the library in the past twelve months.

Millennial readers



Millennials prefer eBooks and eAudiobooks.



Millennials will also read print books if a title is not available in a digital format.



Millennials find books to read through recommendations from friends, family, and online reviewers.

Gen Z readers



Gen Z prefers print books, graphic novels, and manga.



Gen Z values book recommendations from influencers.



Gen Z discovers books mainly through social media, streaming movies, and streaming TV, although they do also browse the library shelves.

Millennial and Gen Z readers are the future of the library. By understanding and addressing their unique needs, your library can foster lifelong loyalty and ensure its relevance in the years to come.

A subscription to **Learn with Novelist Plus** comes with exclusive courses designed to teach your library staff to reach these readers and provide them with outstanding service. To learn more, visit <https://m.ebSCO.is/MillennialGenZ>.

