



# 2016-2017 TRENDS IN AMERICA PRINT VS. DIGITAL READING

*FROM PEW RESEARCH, NIELSEN, & INC.COM*

## Nearly four-in-ten Americans read print books exclusively

*Pew Research September 2016*

Relatively few Americans are “digital-only” book readers regardless of their demographic characteristics. Interestingly, young adults are no more likely than older adults to be “digital-only” book readers:

5%

50-older

7%

30-49 yrs.

6%

18-29 yrs.

## Print books remain much more popular than books in digital formats

*Pew Research September 2016*

A Pew Research Center survey finds that when people reach for a book, it is much more likely to be a traditional print book than a digital product. Readers today can access books in several common digital formats, but print books remain substantially more popular.

# Ebook sales continue to fall as younger generations drive appetite for print

Nielsen Survey March 2017

New figures reveal that ebook sales are falling while sales of paper books are growing and the shift is being driven by younger generations. While sales through shops increased 7% in 2016, ebook sales declined by 4%. It is the second year in a row that ebook sales have fallen.

## Reasons Why Ebook Sales Are Falling--and Print Book Sales Are Rising Again

Inc.com October 2017

Traditional print books look great, they smell good, and they last a really long time. Digital books just don't deliver the same sort of visual and tactile satisfaction you get from reading physical books. According to The Wall Street Journal, sales of traditional *print books rose by 5 percent* in the US last year, while sales of *ebooks plunged by 17 percent*.

## Here are a few reasons on what makes print books much more special than ebooks:

Inc.com October 2017

1. Physical books make more meaningful gifts.
2. Print books last longer.
3. Physical books offer a much wider variety of fonts.
4. Print books can be easily scribbled in and marked up.