

Demographic and Reading Habit Info

Gen X	Gen z	Gen z	Millennials
Millennials	Manager	Full time student	Full time student
Billing specialist	University professor	Avg Day: Work, cook, tv, read, family	Does lots of reading because of college
About 30 min a day to read, will make more time if book is interesting.	Likes reading web novels	Reads until the next volume of a certain series comes out	Reads articles on Twitter
Doesn't make time to read	Likes reading fictions and autobiographies	Reads news online	Reading time is pretty scattered
Doesn't make time to read	Reads articles more often then books	Uses audible to get reading done	

Buying Books Online

Does not like buying used physical books because they take long to arrive	Used books shipping is slow	Buys used books through Amazon	Likes digital books, online articles, PDFs, as they are searchable
Everything is online, so it's easy to click and find something	Buys ebooks once a week	Buys used book on Facebook marketplace	Searches available PDFs of books

Connecting with Readers

No apps for finding books, uses word of mouth primarily	Doesn't know how to connect with other readers with shared interests	Talk to people with shared interest about books maybe once a month	Speaks to people with the same reading interests very often	Asks friends to help connect with people with the same reading interests	Does't often read reviews	Likes reading book reviews
Wouldn't know how to connect with others who have the same reading interests	Usually just Google searches around to find the book in need	Why would she be scared? Because she might've not heard reviews or a good synopsis of the book.	Friends on Twitter recommend books	Checks book recommendations on Reddit	Book reviews summarize key points	
Social media like TikTok introduces her to new books	Wouldn't know how to connect with others who have the same reading interests	Usually tells friends about books but doesn't discuss them with people who share the same interest	Doesn't read reviews	When he was a student, discussed books with classmates		

Library Habits

Hasn't gone to library since son was little.	Going to the library is an expedition
Doesn't go to the library very often (every other month; tagged along with a friend)	Went to the library very often when he was a student
Used to buy lots of used books/go to library for books for son when he was young/little.	Rarely goes to the library now

Book Buying Habits

Buys physical books once a month or every other month.	Buys used textbooks	Physical books are expensive	Buys new books that he really likes	Doesn't buy new books because they're expensive
Tries best to never buy books	Doesn't often buy books	Doesn't buy books because she's scared she wont read it		

Borrowing Habits

Sometimes borrows books from his partner	Borrow books once a month from friends	Doesn't borrow books from others
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Loaning Habits

Cautious about loaning books	Doesn't mind loaning books
Doesn't mind loaning books	Don't mind loaning with those she knows and trusts.

Buying Books at Brick and Mortar

Used bookstores make her nervous	Buys used books from second-hand sellers	Buys used books from someone who wants to get rid of books
Usually purchases used books as thrift stores or second-hand book stores.	Driving to store would prevent purchase of books.	

Used Book Considerations

Doesn't mind used books as long as they're not torn up	Cares about the book conditions	Used books have notes and dirty	Doesn't like used books that have tears and stains
Doesn't like used books - squeamish because of the potential dirtiness (germaphobe)	Doesn't mind used books as long as they are readable	Doesn't like the smell of used books	