When Digital Natives Go Analog

Status is going offline

81%

Gen Z say they "often wish I could disconnect from digital devices more easily"

NEW YORK POST

VIRAL TRENDS

Vinyl records have taken over — and growing more popular than streaming

Music Week

A new report from the Vinyl Alliance has explored why Gen-Z is embracing the format – including integrating it into their digital lives.

The survey of more than 2,500 vinyl fans worldwide found that over a quarter (76%) of Gen-Z vinyl fans buy records at least once a month, with eight in 10 (80%) owning a record player.

With nearly 30% declaring themselves as a 'die-hard collector', the report says Gen-Z vinyl fans are committed to regularly buying records and actively listening to them – rather than to keep just as collectible items.

Unlike Millennials or Gen-X, Gen-Z were born and raised during vinyl's mainstream downturn during the mid-2000s (in favour of CDs, MP3 and streaming). The Vinyl Alliance says Gen-Z has adopted the format, giving a new meaning to vinyl culture. Gen-Z is the first 'digital native' generation to use social media to further their interest in records, collecting, set-ups and more.

The report shows half (50%) of the respondents collect vinyl as it provides a break from digital life, more than both Millennials (49%) and Gen-X (34%). Gen-Z is more likely (61%) than Millennials (53%) and Gen-X (27%) to replace digital habits with vinyl listening to improve their mental well-being.

Quad

The Harris Poll

Target Live

The Return of Touch: What Retailers Need to Know

Forgettable, transactional

The print renaissance

66%

Gen Z and Millennials say in-store shopping experiences blur together

79%

Millennials look forward to receiving catalogs from brands

64%

Gen Z keep well designed catalogs or mailers as décor or inspiration

Brands Need to Understand Curation as an Art Form
72% of Millennials and 70% of Gen Z wish more brands focused on "surprising me through mail."

Quad

The Harris Poll   Target Live

The Rise of Retail Tourism

Destination shopping = cultural participation

77%

Gen Z and Millennials say "stores should feel like destinations, not just places to buy products"

73%

Gen Z and Millennials say "shopping at a hyped retailer or pop-up feels like being part of a cultural moment"

60%

Gen Z and Millennials say waiting in line for a hyped retailer is "part of the fun."

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Key Takeaways

1. **Bring back print that people actually covet**, not just tolerate

2. **Design retail spaces that feel like community centers**, not transaction centers

3. **Create packaging worth keeping** and sharing

4. **Build experiences worth traveling for** and waiting in line for

5. **Use digital tools to enhance**, not replace, physical experiences

Quad

The Harris Poll   **Target** Live