



WHY DO SO MANY PEOPLE LOVE **PRINT ON PAPER?**

IT'S ENJOYABLE, RELAXING... AND PRACTICAL!
 Between 2015 and 2018, Two Sides North America partnered with global polling firm, Toluna, to conduct consumer surveys on how Americans feel about print and paper. The results may surprise you! For more information, contact us at info@twosidesna.org



IT'S ENJOYABLE AND RELAXING

73% of Americans feel that **reading a printed book or magazine is more enjoyable** than reading them on an electronic device.

79% agree that print on paper is **more pleasant to handle and touch** when compared to other media, including **73% of 18 to 24 year olds.**

Mobiles or smartphones are seen as the **least relaxing way to read**, with only **30%** preferring this method.

PRINT IS PRACTICAL, PREFERRED AND NEEDED

49% of Americans don't have a reliable internet connection and **want paper records.**

68% find it **easier to track their expenses** and manage their finances when they are printed on paper.

Two Sides is a non-profit initiative by companies from the graphic communications industry. We promote the sustainability of print and paper, and dispel common environmental misconceptions by providing verifiable information on why print on paper is an attractive, practical and sustainable communications medium. Become a member today! Connect with us: twosidesna.org #PaperFacts