



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

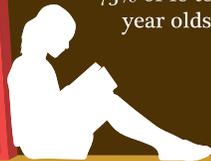



**IT'S
ENJOYABLE
AND
RELAXING**

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.

