

## 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](mailto:info@twosidesna.org)



IT'S  
ENJOYABLE

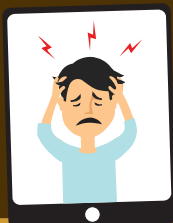
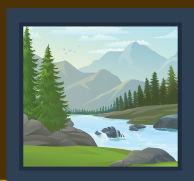
AND  
RELAXING

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.



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.

PRINT IS  
PRACTICAL,  
PREFERRED  
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