

WHY DO SO MANY PEOPLE LOVE PRINT ON PAPER?

BECAUSE IT'S GREAT FOR LEARNING AND RETENTION... WITHOUT HEALTH ISSUES!

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.



88% believe they understand, retain or use information better when they read print.

80% have a clear preference for reading complicated materials in print, in contrast to 12% for computer screens, 5% for e-readers and 3% for smartphones.



68% believe that books are more likely to encourage learning and the development of other skills than using screens.



62% of 18-24 year olds are concerned the overuse of electronic devices could be damaging to their health.



67% think it's important to "switch off" and enjoy printed books and magazines, including 69% of 18-24 year olds.





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(See inside for more
useful stats & info)



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