

WHY DO SO MANY PEOPLE LOVE PRINT ON PAPER?

BECAUSE IT'S SAFE, SECURE, SUSTAINABLE ... AND TRUSTED!

Two Sides regularly partners with global polling firm Toluna to conduct consumer surveys on how Americans feel about print and paper. The results may surprise you! To learn more, visit www.twosidesna.org/survey/.

SAFE AND SECURE



73%

of Americans **keep hard copies of important documents** filed at home as they believe this is the safest and most secure way of storing information.



74%

are increasingly **concerned** that their **personal information held electronically is at risk** of being hacked, stolen, lost or damaged.

SUSTAINABLE



91%

agree that, when **responsibly produced, used and recycled**, print and paper can be a **sustainable way to communicate**—including 86% of 18-24 year olds!

TRUSTED



56%

trust the news stories they read in printed newspapers ... but only 35% trust the news stories they read in social media.