


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

**IT'S ENJOYABLE, RELAXING ...
AND PRACTICAL!**

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/.



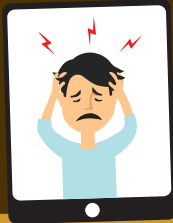
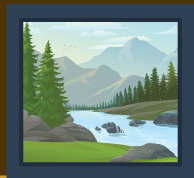

**IT'S
ENJOYABLE**
**AND
RELAXING**

68%

of Americans believe **print is the most enjoyable way to read books**, including more than half of 18 to 24 year olds.

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.



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



**PRINT IS
PRACTICAL,
PREFERRED
AND NEEDED**

27%
of Americans don't have internet access at home and **want paper records.**



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