

TWO SIDES
twosidesna.org

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.

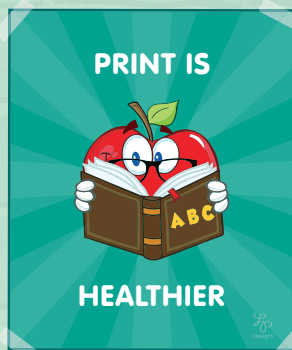
80%

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.



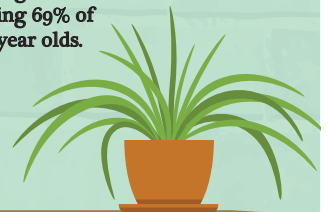
62%

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.



Two Sides is a non-profit initiative by companies from the graphic communications industry. We promote the sustainability of print and paper, and dispel common environmental misconceptions by providing verifiable information on why print on paper is an attractive, practical and sustainable communications medium. Become a member today! Connect with us: twosidesna.org #PaperFacts 