

PRINT AND PAPER IN A DIGITAL WORLD

KEY FINDINGS FROM THE US SURVEY

In June 2017, a survey of 2,131 US consumers was commissioned by Two Sides and carried out by leading research company Toluna. The survey provides unique insight into how print and paper is viewed, preferred and trusted by consumers in today's digital world.

US Study Gender Breakdown



US Study Age Breakdown



Many consumers prefer and enjoy reading in print

The survey found print to be the preferred choice for recreational reading in the US: magazines (66%), books (62%) and news/newspapers (61%). Although printed newspapers were generally preferred over digital options, clear generational differences were noted. 74% of over 55s prefer to read news in print, but the younger the respondent was, the less likely they were to prefer print - with just 35% of the 18-24 year olds choosing print. Smartphones were the most popular format for news consumption amongst the 18-24 year olds at 29%.

Printed books were preferred across all age groups, followed by tablets at 15%. 73% of those surveyed believe reading a printed book is more enjoyable than reading a book on an electronic device, including 72% of the 18-24 year olds.

40-50% prefer to read bank, internet and phone statements on their computers. Printed statements were preferred by 32-52%, especially for important documents such as tax statements (52%) and personal information from doctors and hospitals (49%).

65% say they prefer to receive bills and financial statements through a combination of both online and on paper. However, the under 45 age groups had a stronger preference for digital options.

Consumers want to retain the right to choose how they receive communications

The survey found that 90% of US consumers believe they should have the right to choose how they receive communications (printed or electronically) from financial organizations and service providers, including 88% of 18-24 year olds. 83% say they should not be charged more for choosing a paper bill or statement.

Print provides more privacy and security

76% of consumers are increasingly concerned that their personal information held electronically is at risk of being hacked, stolen, lost or damaged and 79% keep hard copies of important documents filed at home, as they believe this is the safest and most secure way of storing their information.

Print is trusted and provides a deeper understanding to the reader

More consumers believe they gain a deeper understanding of the story when read from newspapers (71%) over online news sources (57%).

73% of all respondents believe "fake news" is a worrying trend and just 35% trust the news stories found on social media while 56% trust the news they read in printed newspapers. The 55+ age group was less trusting of both printed and online news sources: just 39% say they trust the news stories they read in printed newspapers, and only 7% say they trust the news stories on social media.

News consumption habits are changing

The results reveal that consumers still spend a lot of time reading printed products every week. 39% read printed newspapers every day and a further 24% read a paper at least once a week. Despite 61% of respondents preferring to read news in print, in practice, more are reading news on electronic devices on a daily (42%) and weekly (32%) basis. 67% of 18-24 year olds say they prefer to get their news online for free and 52% say they will read more news online in the future.

Despite the shift to reading more news online, 64% of respondents would be very concerned if printed newspapers were to disappear in the future.

There is concern about the impacts of digital consumption on health

The amount of time that consumers spend looking at screens is concerning to them, especially for the youngest age group. 54% believe they spend too much time on electronic devices (65% for 18-24 year olds) and 53% are concerned the overuse of electronic devices could be damaging to their health (62% of 18-24 year olds). 36% feel they are suffering from "digital overload" (47% of 18-24 year olds).

Although 67% think it's important to "switch off" from screens, 67% of respondents claim they are reading fewer printed magazines than they used to and 53% are reading fewer books.

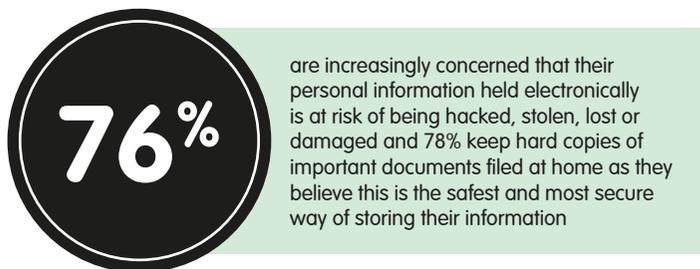
Online advertising is unpopular with most consumers

The results reveal that 71% of US consumers do not pay attention to online advertisements and 63% do their best to block or avoid them. 69% of respondents say they find online ads annoying and 66% say they can't remember the last time they willingly clicked an online ad.

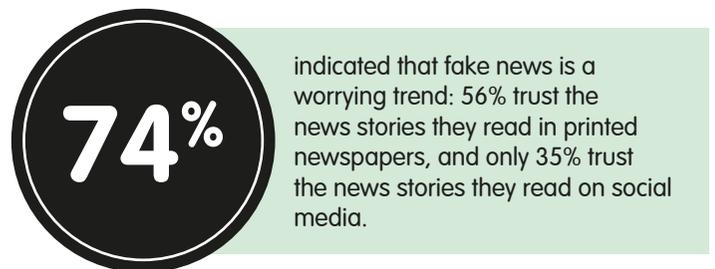
The Drive to Digital and Consumer Choice



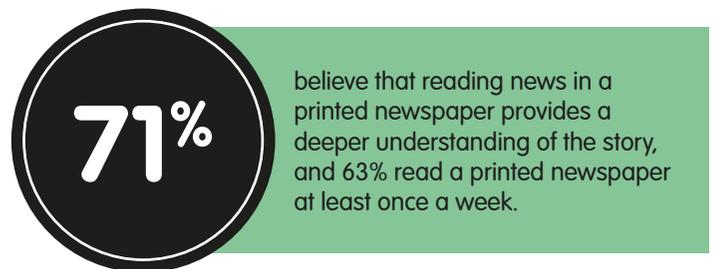
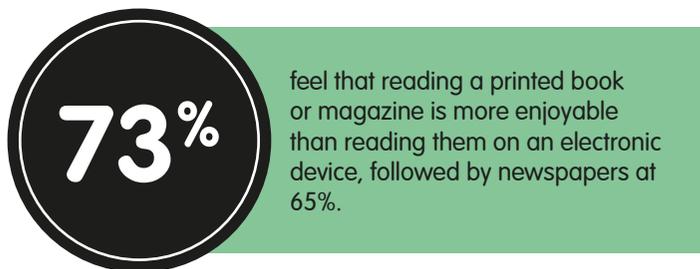
Safety and Security



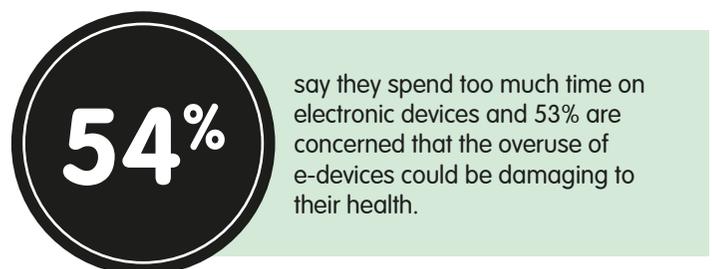
Trust



Reading Preferences and Habits



Digital Overload



Advertising Preferences

