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 years 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.
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**

- **90%** believe consumers should have the right to choose how they receive communications (printed or electronic) from financial organizations and service providers and 83% believe they should not be charged more for choosing a paper bill or statement.

- **73%** agree that claims about the switch to digital being better for the environment are made because the sender wants to save money.

- **57%** believe that if a financial organization or service provider forced them to go paperless, they would consider switching to an alternative financial organization or service provider.

**Safety and Security**

- **76%** are increasingly concerned that their personal information held electronically is at risk of being hacked, stolen, lost or damaged and 78% keep hard copies of important documents filed at home as they believe this is the safest and most secure way of storing their information.

**Trust**

- **74%** indicated that fake news is a worrying trend: 56% trust the news stories they read in printed newspapers, and only 35% trust the news stories they read on social media.

**Reading Preferences and Habits**

- **73%** feel that reading a printed book or magazine is more enjoyable than reading them on an electronic device, followed by newspapers at 65%.

- **71%** believe that reading news in a printed newspaper provides a deeper understanding of the story, and 63% read a printed newspaper at least once a week.

**Digital Overload**

- **66%** think it’s important to “switch off” and enjoy printed books and magazines.

- **54%** say they spend too much time on electronic devices and 53% are concerned that the overuse of e-devices could be damaging to their health.

**Advertising Preferences**

- **71%** don’t pay attention to most advertisements online and 63% read printed advertising mail (at least once a week) that’s addressed to them and delivered to their home.

- **59%** do not trust many of the ads they see online.