WHY DO SO MANY PEOPLE LOVE PRINT ON PAPER?
BECAUSE IT’S GREAT FOR LEARNING AND RETENTION … WITHOUT HEALTH ISSUES!

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/.

- **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 14% for computer screens, 5% for e-readers and 3% for smartphones.
- **68%** believe that printed 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.

**PRINT PROMOTES LITERACY AND EDUCATION**

**PRINT IS HEALTHIER**

Two Sides North America is a non-profit initiative by companies in the graphic communications and paper-based packaging industry. We promote the sustainability of print and paper products and dispel common environmental misconceptions by providing verifiable information on why print, paper and paper-based packaging are a sustainable, practical and attractive way to deliver value to all who use them. Become a member today!

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