**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.

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**PRINT PROMOTES LITERACY AND EDUCATION**

- 80% believe they understand, retain or use information better when they read print.
- 88% believe that books are more likely to encourage learning and the development of other skills than using screens.
- 68% 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.

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**PRINT IS HEALTHIER**

- 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.
- 42% have a clear preference for reading complicated materials in print, compared to 12% for computer screens, 5% for e-readers and 3% for smartphones.

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**The Catcher in the Rye**

69% of 18-24 year olds are concerned the overuse of electronic devices could be damaging to their health.

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**The Giving Tree**

67% believe they understand, retain or use information better when they read print.

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**PRINT PROMOTES LITERACY AND EDUCATION**

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.

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**PRINT IS HEALTHIER**

62% of 18-24 year olds are concerned the overuse of electronic devices could be damaging to their health.

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**The Cat in the Hat**

67% think it’s important to “switch off” and enjoy printed books and magazines, including 69% of 18-24 year olds.

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**Drawing 101**

67% believe they understand, retain or use information better when they read print.

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**THE BIG BOOK OF HOW-TO**

67% 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.