

# WHY DO SO MANY PEOPLE LOVE PRINT ON PAPER?

**BECAUSE IT'S SAFE, SECURE, SUSTAINABLE... AND TRUSTED!**

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! Here is the first of three infographics we will be releasing in 2018 to highlight our findings. For more on the results, contact us at [info@twosidesna.org](mailto:info@twosidesna.org).

## SAFE AND SECURE



**78%**

of Americans **keep hard copies of important documents** filed at home as they believe this is the safest and most secure way of storing information.



**76%**

are increasingly **concerned** that their **personal information held electronically is at risk** of being hacked, stolen, lost or damaged.

## SUSTAINABLE



**91%**

agree that, when **responsibly produced, used and recycled, print and paper can be a sustainable way to communicate**—including 86% of 18-24 year olds!

## TRUSTED



**56%**

**trust the news stories they read in printed newspapers... but only 35% trust the news stories they read in social media.**