

# U.S. CONSUMERS PREFER PAPER

## 2023 survey results

### 1,000

Respondents across the US.

### 18+

Age

### PREFER PAPER BOOKS:

### 50%

Up from 44%

### PREFER PAPER MAGAZINES:

### 47%

Up from 38%



### 3 OUT OF 10

Even in younger adults aged 18-24, more than 3 out of 10 prefer to read books and magazines in print.



More than half (51%) said they get a better understanding when a story is in print vs. online, up from 44%.

### 43%

Said they trust news stories in print rather than online, up from 34%.



### 6 OUT OF 10

Would be concerned if printed newspapers disappear. This is up significantly from 49% two years ago.

### SOURCE

Two Sides North America 2023 Survey