

1,000

Respondents across the US.

18+

Age

PREFER PAPER BOOKS:

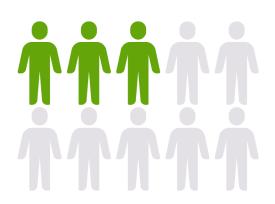
50%

Up from 44%

PREFER PAPER MAGAZINES:

47%

Up from 38%



3 OUT OF 10

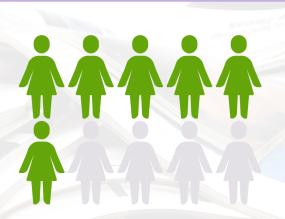
Even in younger adults aged 18-24, more than 3 out of 10 prefer to read books and magazines in print.



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