

Two Sides Press Release



Embargoed until release date; 14.00 London GMT, 9.00 US EST

Two Sides releases results of new UK survey. Reading from paper or reading from screens. What do consumers prefer?

A survey of UK consumers undertaken by Two Sides, May 2015

A new survey into the preferences of consumers for printed versus digital communications has been published today by 'Two Sides'; the global initiative which addresses the misconceptions of paper use as a communications medium. The survey, which was commissioned by Two Sides and undertaken by international research company Toluna, sought the opinions and preferences of 500 consumers in the UK and 1,000 in the US on a number of issues relating to the switch from paper-based to digital media.

Results from the UK-based consumer research highlighted that 84% of respondents understood, retained or used information that had been printed and read on paper much better than information received on a digital device while 83% stated a clear preference for reading print on paper for more complex topics. The survey also revealed 79% found printed media more relaxing to read, while 60% of mobile/smart phone users (rising to 71% amongst the 18 – 24 year olds) were concerned about how these devices were damaging their health (eye strain, headaches, insomnia). Overall, the survey reported that 79% of respondents preferred to read print on paper when given the choice.

“The results of the UK survey have lessons for all those who choose the way in which information is distributed, particularly for advertisers, marketers and educators who need to understand how information is being delivered, received, processed and retained,” explains Martyn Eustace, Director of Two Sides. “While on-screen reading occupies an increasing amount of consumer time, people’s preferences are still for a physical reading experience which they believe it to be a ‘safe’ medium which is more informative, less distracting and less harmful to their health.”

Eustace continues, “As the world of communication becomes increasingly digital, books, magazines and other forms of communication are increasingly consumed on screen. There have been many studies to try and find out if people actually prefer to read digitally distributed information, or whether the convenience and immediacy of digital communication is forcing a change of habits. Our latest survey specifically explores how consumers feel about this development and reveals that print and paper is still preferred by many who also have concerns for learning and literacy in an increasingly digital world.”



Two Sides Press Release



While acceptance of digital media is generally stronger among younger age-groups in the survey, there is no evidence to suggest their preferences are significantly different to older ages, with a preference for 'print on paper' still in existence across all ages. "This indicates there is still a more fundamental and human way in which we react to the physicality of paper-based print," concludes Eustace.

The full survey, including the US results, can be downloaded from:

<http://www.twosides.info/Literacy-and-Learning-2015>

ENDS

Notes to Editor

Key findings from the Report

- 84% of people believe that they understand and can retain or use information much better when they read print on paper. Only 31% of people thought mobiles and smart phones were useful for imparting understandable, useful and memorable information.
- 79% of people are most relaxed when reading print on paper. Mobiles or smart phones being seen as a relaxing media by only 23%
- 60% of mobile or smart phone users, (71% 18 -24's), 57% of computer users, (74% 18 -24's), and 46% of e-readers, are worried that these devices may be damaging their health; (eyestrain, headaches, insomnia).
- 83% of all respondents state a clear preference for reading print on paper for complicated documents. Mobiles and smart phones were preferred by only 2% of all respondents.
- Only 21% are easily distracted when reading print on paper whereas other electronic channel show high distraction rates ranging from 65% for mobiles and smart phones to 42% for e-readers.
- Many people print out important documents:
 - 72% believe printed documents are easier to read
 - 49%, believe printed documents are more secure
 - 53% believe printed documents are better for storage and archiving
 - 43% believe printed documents are less likely to be lost
- Almost 50% of people want to have a paper bill for their Financial Services. For other services; 40% of utility customers, 36% of landline customers, 29% of mobile phone customers, 28% of broadband customers and 33% of TV services customers prefer to get their bills and statements on paper.
- 69% of respondents are more relaxed and receptive when reading a newspaper on paper compared to 25% who felt more relaxed and receptive when reading a newspaper from a mobile device.



Two Sides Press Release



- 66% of respondents are more relaxed and receptive when reading a magazine on paper compared to 18 % who feel more relaxed and receptive when reading a magazine from a mobile device.
- Print is an important advertising medium
 - 54% pay more attention to advertising when reading magazines in print compared to 19% who pay more attention to advertising when reading magazines on line
 - 52% pay more attention to advertising when reading newspapers in print compared to 21% who pay more attention to advertising when reading newspapers on line
 - 67% of 18 – 25's and 65% of 25 -34's pay more attention to adverts when reading magazines in print, higher than other age groups.
 - 50% of 25 – 34's and 43% of 35 – 44's pay more attention to advertising using mail or door drops
- The switch to digital learning methods is of concern
 - 66% believe that books are more likely to encourage learning and the development of other skills than using screens.
 - 58% worry that children are not going to learn as much without books
 - 57% believe that learning from books is the best way to learn.
 - 56% would insist that their children learn from books
- When given a choice, 78% of people prefer to read in print, on paper.

Ends

Note to editors

About Two Sides

Two Sides' is a global initiative by companies from the Graphic Communications Industry including Forestry, Pulp, Paper, Inks and Chemicals, Pre Press, Press, Finishing, Publishing, Printing, Envelopes and Postal Operators.

Our common goal is to promote the sustainability and attractiveness of the Graphic Communications Industry and dispel common environmental misconceptions by providing users with verifiable information on why Print and Paper is an attractive, practical and sustainable communications medium. www.twosides.info

Contact Two Sides: Europe mje@twosides.info

North America pnr@twosides.info
South Africa dj@za.twosides.info
Australia kellie@twosides.org.au
Brazil pp@twosides.org.br
Colombia icr@co.twosides.info

Telephone: +44 (0) 1327 262920

Two Sides Limited
iCon Centre/ Eastern Way / Daventry/ NN11 0QB / United Kingdom
T: 00 44 1327 262920 / E: enquiries@twosides.info / W: www.twosides.info



www.twosides.info