



Print is...
Friendly



Consider these facts

about the preference for reading print versus digital media:

Preferred in Tech Industry: 70% of workers in technology and telecommunication companies prefer reading print on paper.

Preferred in Financial Industry: 57% of adults employed in banking, finance and insurance prefer reading print on paper.

More Comfortable: 68% of adults feel more comfortable when they have something on paper than on screen.

Easier to Read: 64% of adults say that reading print on paper is easier than reading on screen.

Here to Stay: less than 50% of adults think that the paperless office will become a reality in the near future.

Learn more at
ChoosePrint.org



SOURCE: WhatTheyThink, "Two Out of Three Americans Prefer Print Media,"
October 27, 2009. Via Print in the Mix

Print is...Friendly

Watch video: Scan the QR code with your smart-phone. You may need to get a QR code reader from the app store.

No smart phone?
<http://bit.ly/PrintFriendly>



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