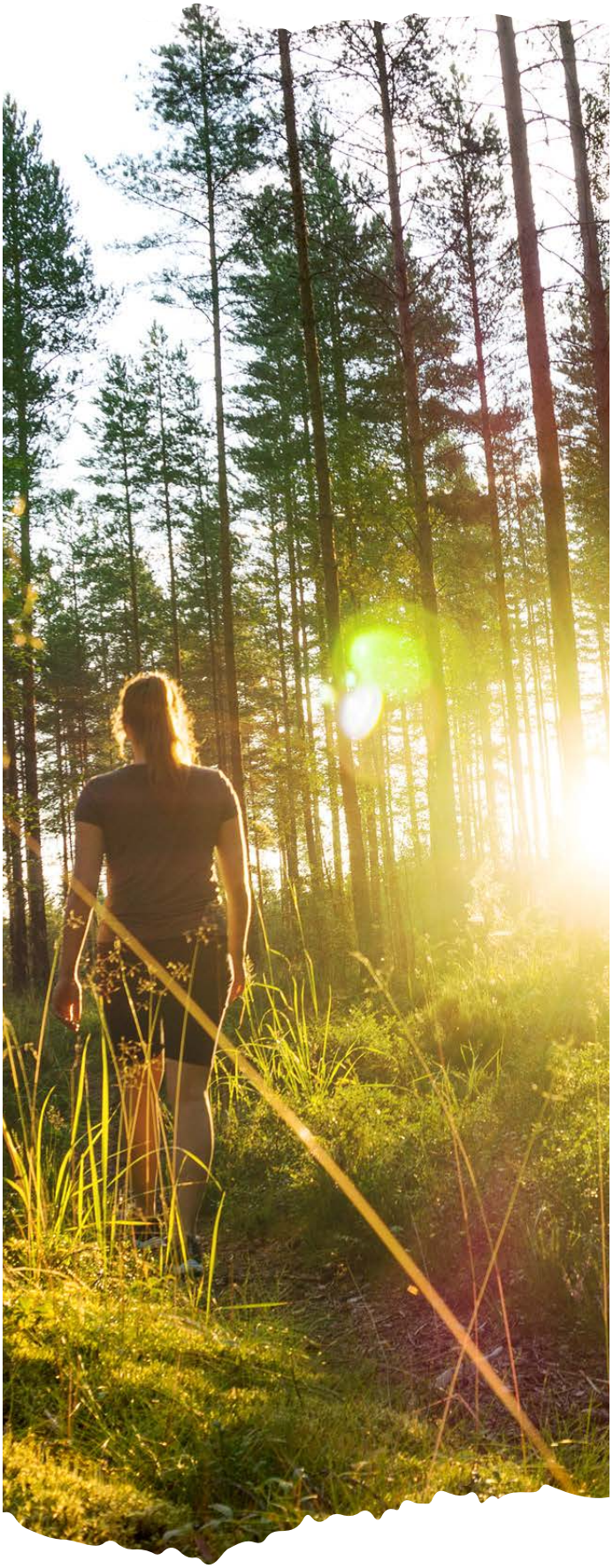
Two Sides Latest Trend Tracker Survey Reveals Both Challenges And Opportunities For The Print And Paper Industry



About The Survey

In January 2023, a global survey of 10,250 consumers was commissioned by Two Sides and conducted online by independent research company Toluna.

This biennial survey seeks to understand changing consumer preferences, perceptions and attitudes toward print, paper, and paper-based packaging, specifically their:

- Environmental Perceptions
- Reading Habits
- Packaging Preferences
- Attitudes Towards Tissue Products

Nationally representative surveys were undertaken in Argentina (400), Brazil (1,000), Chile (350), Paraguay (200), South Africa (500), the United States (1,000) and Europe, including Austria (500), Belgium (600), Denmark (500), Finland (350), France (1,000), Germany (1,000), Italy (1,000), Norway (350), Sweden (500) and the United Kingdom (1,000).

Herein are some key findings for the United States. There was incremental improvement in consumer perceptions about paper's overall impact on the environment, as well as on specific environmental issues related to paper products, such as the growth of U.S. forests and paper recycling rates.

Consumer preference for printed materials in all categories studied showed a post-pandemic rebound. The percentage of consumers who believe that paper packaging is better than other types of packaging for the environment remained steady, while a growing number said they are actively taking steps to increase their use of paper-based packaging.

As U.S. consumers become increasingly aware of the environmental impacts of the products they use every day, there remains a wide gap between perception and reality when it comes to the sustainability of paper products, but the gap has narrowed since 2021. Many of the most common myths about paper's sustainability are routinely perpetuated by corporate Greenwashing and pop culture media, making the need to bust these myths more important than ever.

Key Findings:

Environmental Perceptions

Consumer attitudes about paper and the environment have shown post-pandemic improvement, but significant opportunities for environmental education remain.

- **44%** of consumers believe that paper products are bad for the environment, an improvement from **48%** in 2021
- The number of consumers who believe that U.S. forest area is expanding in size increased to **21%**, up from **17%**
- Only **12%** of consumers believe the U.S. paper recycling rate exceeds **60%**, up from **11%**
- **43%** of consumers believe paper and paper-based packaging are a major cause of greenhouse gas emissions that contribute to climate change, unchanged since 2021

FACT: U.S. net forest areas increased 18 million acres between 1990 and 2020, an area equivalent to 1,200 NFL football fields per day.
- U.N. Food and Agriculture Organization

FACT: The U.S. recycling rate for paper and paper-based packaging is 68%, more than any other material in the U.S. municipal solid waste stream.
- U.S. Environmental Protection Agency

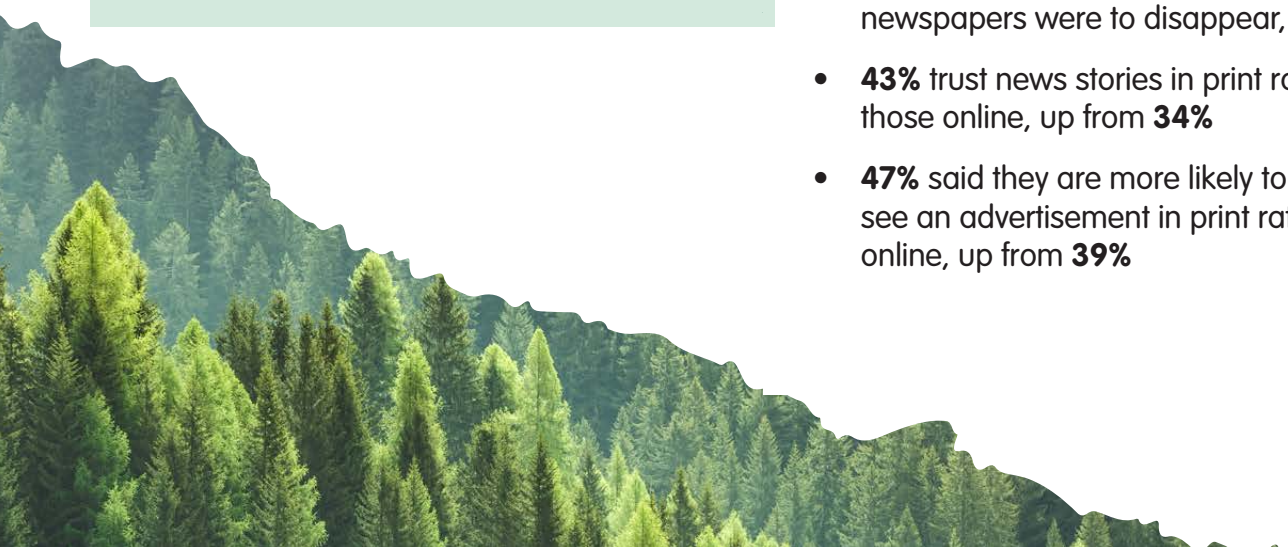
FACT: The pulp and paper industry is responsible for only 0.6% of total U.S. greenhouse gas emissions.
- U.S. Environmental Protection Agency



Media Habits

Print media saw significant disruption during the pandemic as many people moved online for news and information, but consumer preferences for receiving and reading print on paper have seen a rebound over the past two years.

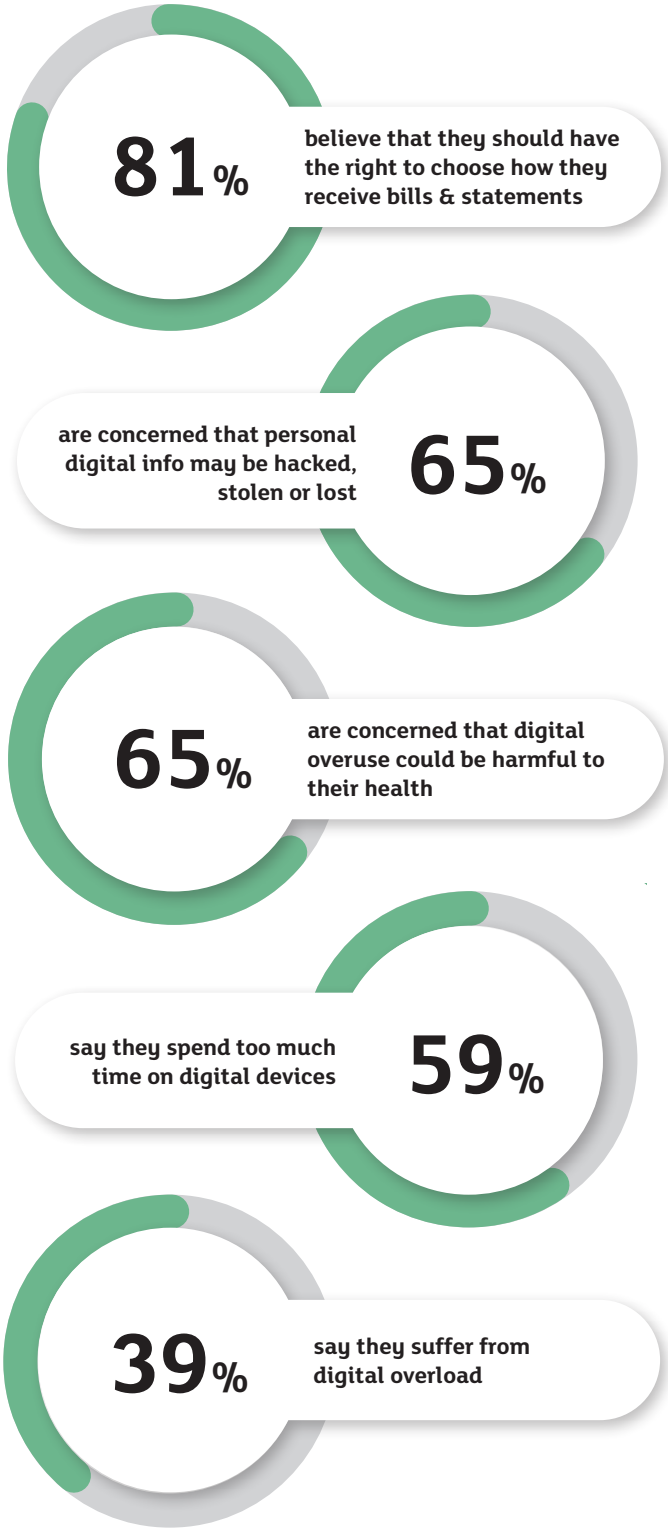
- **50%** of consumers prefer to read books in print, up from **44%** in 2021
- **47%** prefer to read printed magazines, up from **38%**
- As might be expected, younger adults age 18 to 24 prefer to read all types of media online, yet even among this group, **more than 3 in 10** prefer to read books and magazines in print
- **51%** said they get a better understanding of a story when reading in print versus online, up from **44%**
- **58%** said they would be concerned if printed newspapers were to disappear, up from **49%**
- **43%** trust news stories in print rather than those online, up from **34%**
- **47%** said they are more likely to act when they see an advertisement in print rather than an ad online, up from **39%**



Electronic Media

It's clear that the internet is changing the way many people receive and read news and information. But digital media brings with it a unique set of challenges.

The survey reveals that many consumers have health and lifestyle concerns about their use of digital communications.

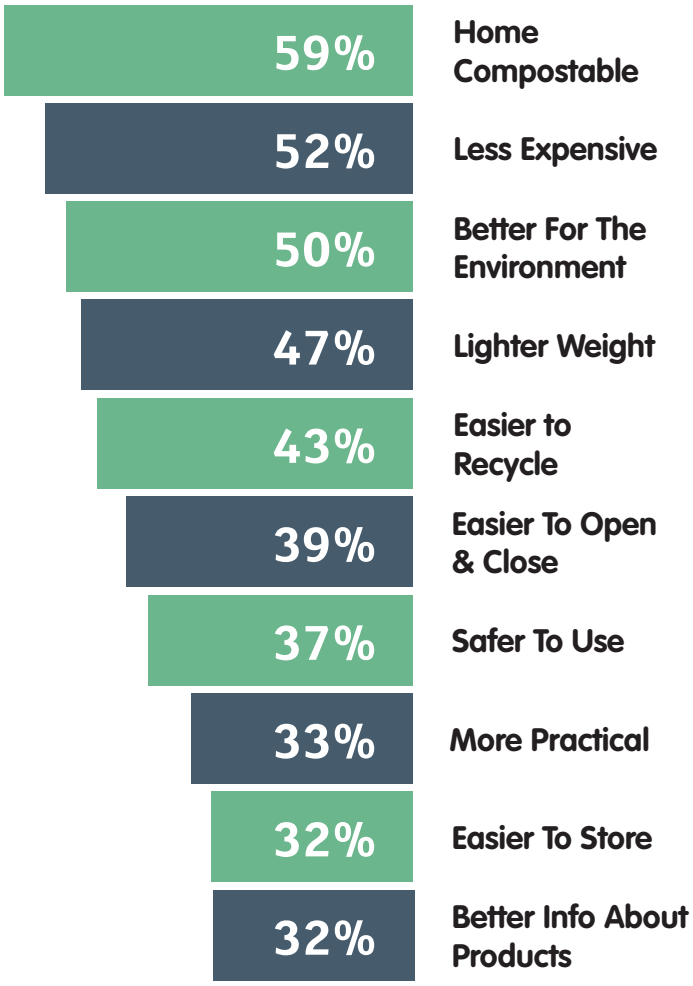


Packaging Preferences

As the number of goods purchased online continues to grow, awareness of the types of materials used for product packaging and shipping also is growing, as is interest in the environmental impacts of these packaging materials.

The survey asked consumers which packaging material they prefer - paper/cardboard, plastic, glass or metal - related to 15 different environmental, aesthetic and practical attributes. Of the 15 attributes included, paper was preferred for 10 (including all categories related to the environment), glass for 4, metal for 1 and plastic for 0.

Consumer Prefer Paper/Cardboard Packaging For 10 Attributes

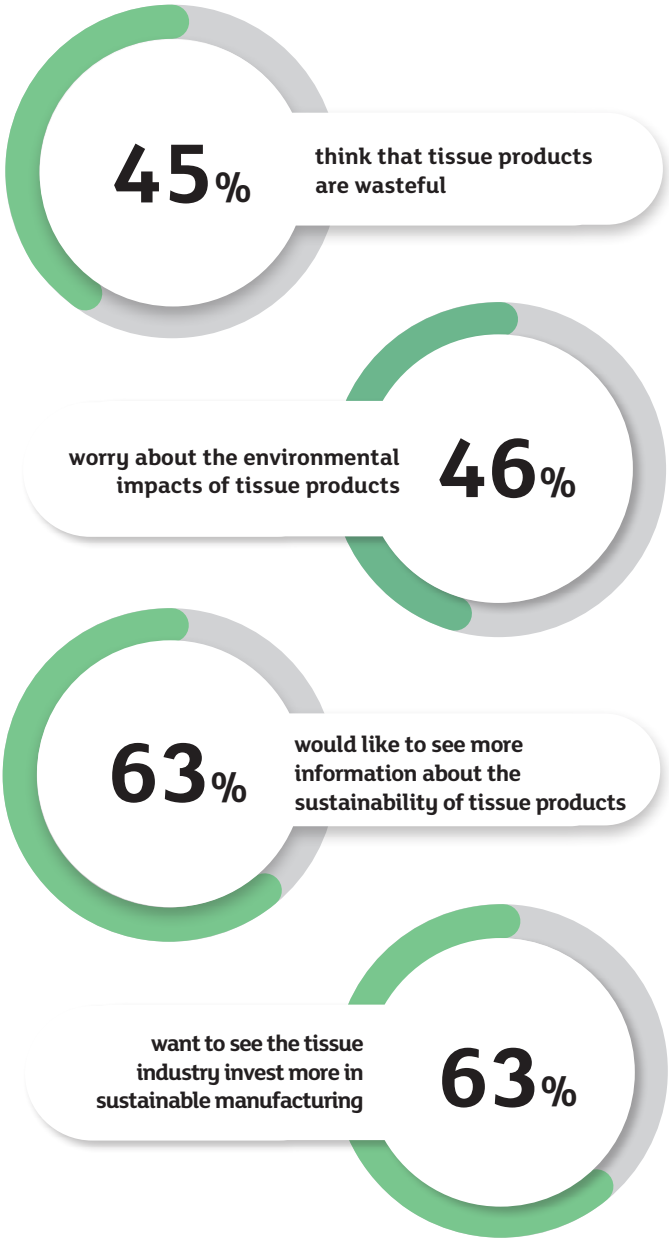


In addition to expressing an overall preference for paper-based packaging, **56%** of consumers prefer that items ordered online be delivered in paper packaging, up from **52%** in 2021. **50%** say they are actively taking steps to increase their use of paper-based packaging, up from **41%**. **47%** would avoid shopping with a retailer that is not actively trying to reduce its use of non-recyclable packaging, up from **39%**.

*Tissue Products**

Tissue products are an essential part of our everyday lives, and they provide extraordinary sanitary and health benefits that are often taken for granted. Even so, environmental myths about tissue's impacts on forests and the environment are common.

The survey shows that **65%** of consumers believe it's better to make tissue products with recycled paper rather than trees, and **46%** report they are actively looking for recycled tissue products.



Conclusions

"It's great to see improvement in consumer perceptions and attitudes about paper and the environment, but we need to accelerate this trend if paper products are to remain competitive in an ever-changing marketplace.

"More and more consumers are factoring environmental impacts into their purchasing decisions, but all too often those decisions are based on long-standing myths, pop culture headlines and corporate Greenwashing rather than facts.

"We must continue to invest in efforts to educate consumers and business decision makers about the paper industry's leading role in creating a sustainable circular economy.

"The paper and paper-based packaging industry has a great, fact-based environmental story to tell: The life cycle of paper is already circular."

~ **Kathi Rowzie:** President, Two Sides North America

About Two Sides

Two Sides is a global not-for-profit, membership organization dedicated to promoting the unique sustainable attributes and enduring value of print, paper and paper-based packaging.

Our member companies span the entire Graphic Communications and Paper-based Packaging value chain, including forestry, pulp, paper, paper-based packaging, chemicals and inks, pre-press, press, finishing, printing, publishing, envelopes and postal operations.

We tackle relevant environmental issues head-on with factual, authoritative information that exposes the myths, explains our industry's true sustainability and gives stakeholders a solid foundation for making well-informed decisions about the use of print, paper and paper-based packaging. By fostering a better understanding of paper products, we're positioning them to continue as the medium of choice for environmentally conscious businesses and consumers.

*New in 2023

To learn more about Two Sides North America and how to join our efforts, please get in touch.

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