



FOR IMMEDIATE RELEASE

94 Percent of College Students Credit Paper for their Success
Paper and Productive Learning: The Fourth Annual Back-to-School Report Links Students' Use of Paper and Academic Achievement

MCLEAN, VA. (July 9, 2018) – Paper is the preferred learning tool in today's fast-paced, highly competitive classrooms, according to students, teachers and parents surveyed for the recently released *Paper and Productive Learning: The Fourth Annual Back-to-School Report* from the Paper and Packaging Board (P+PB). The report, which examines paper's enduring and vital role in productive learning, found that 94 percent of college students and 89 percent of students in grades 7-12 say paper is essential to helping them achieve their academic goals.

[The Paper and Productive Learning report](#) exclusively shares the results of a survey conducted by [IPSOS](#), which surveyed over 1,800 students, parents and educators in the United States. Surprisingly, results show that students continue to take notes by hand or prepare for exams with paper — despite digital technology's prominence in the classroom. In fact, 45 percent of college students agree that they learn best when they write notes by hand — a practice that 85 percent of college educators encourage. When it comes to preparing for exams, 81 percent of college students report using paper materials such as flash cards, printouts, study sheets and printed lecture notes to facilitate learning and retention. Younger students also report improved learning with paper — 45 percent of students in grades 7-12 say they learn best handwriting notes.

While working with paper helps improve learning, reading on paper helps the reader physically destress. Penny Kittle, teacher, advocate and author of *Book Love*, says: "Reading is the antidote for lives lived at top speed because reading lowers your heart rate. After an hour of deep reading, a person is less tired and less neuro-chemically depleted." Reading, physically feeling the pages of a book, helps individuals relax and break away from the constant attention that digital devices demand. "Reading can reduce stress," Kittle says. "We need it; our children and co-workers need it."

Last summer, P+PB launched [15 Pages a Day, a sustained reading program](#) to promote increased learning, mental development and memory. Of the parents and teachers surveyed, an overwhelming 90 percent say reading 15 pages on paper a day can help improve a student's language and memory. To reap the benefits of learning on paper, students and parents are encouraged to take the pledge to read 15 pages a day in print.

To learn more about paper's crucial role in educational achievement and lifelong learning, read and download the [full Paper and Productive Learning report](#).

About the Paper and Packaging Board

The Paper and Packaging Board establishes and guides promotions designed to help slow the decline in paper use and expand demand for paper-based packaging products. More than 50 U.S. manufacturers and importers of these products collectively fund the board's efforts including the Paper & Packaging – How Life Unfolds® campaign. www.paperandpackaging.org

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