

THE VALUE OF PAPER



Methods

- ✓ 20 minute online survey of US consumers aged 18-64
- ✓ We solicited **577** total responses from individuals
 - 52% partnered, 48% single
 - 23% are parents
 - Standard curve of educational achievement and income





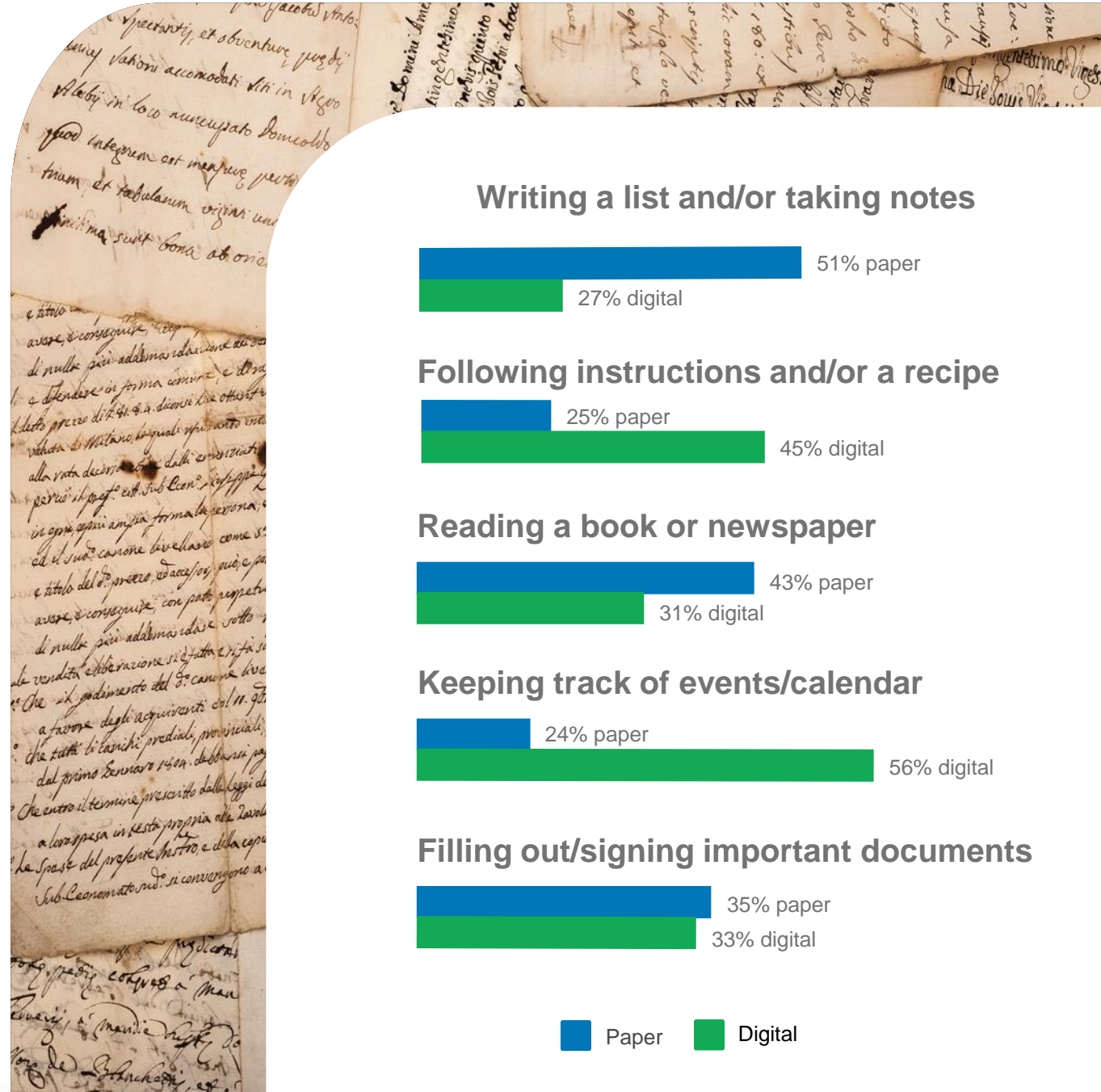
Findings

Printed paper creates a deep emotional connection for users. In their latest survey, Mopria wanted to explore the emotional value of paper for consumers, and where they prefer to use printed documents vs a form of digital communication.

- 01** Balancing on and off-screen time is a challenge
- 02** Some tasks have a strong paper preference
- 03** Consumers understand the unique value of paper

Where is paper a preference?

Consumers were asked what percent of the time they do certain tasks physically on paper vs digitally.



Those who prefer paper **STRONGLY** prefer it

On a previous question, users said that they do these tasks 100% using paper. **How would they feel if they couldn't use paper for these tasks?**

61%

Would feel awful if they couldn't use paper to **write a list** and/or **take notes**



55%

Would feel awful if they couldn't use paper to **follow instructions** and/or a **recipe**



71%

Would feel awful if they couldn't use paper to read a **book** or **newspaper**



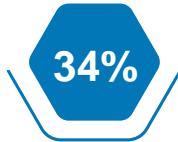
61%

Would feel awful if they couldn't use paper to keep track of **events** or their **calendar**

Users said they prefer digital devices primarily for their speed.



The top reason for using electronic devices as opposed to paper was because of how fast they are.



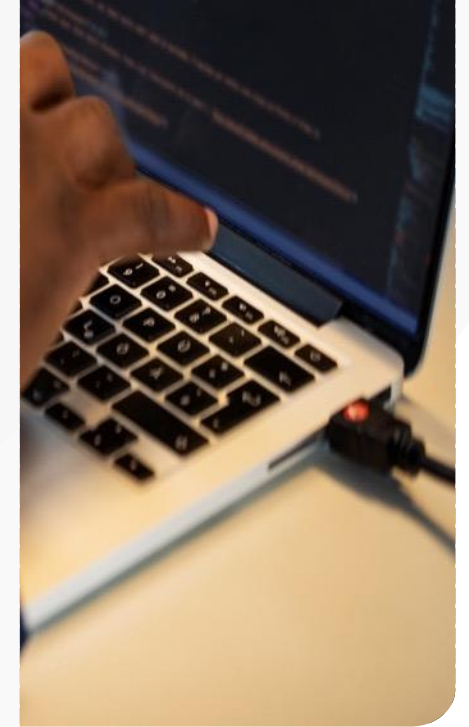
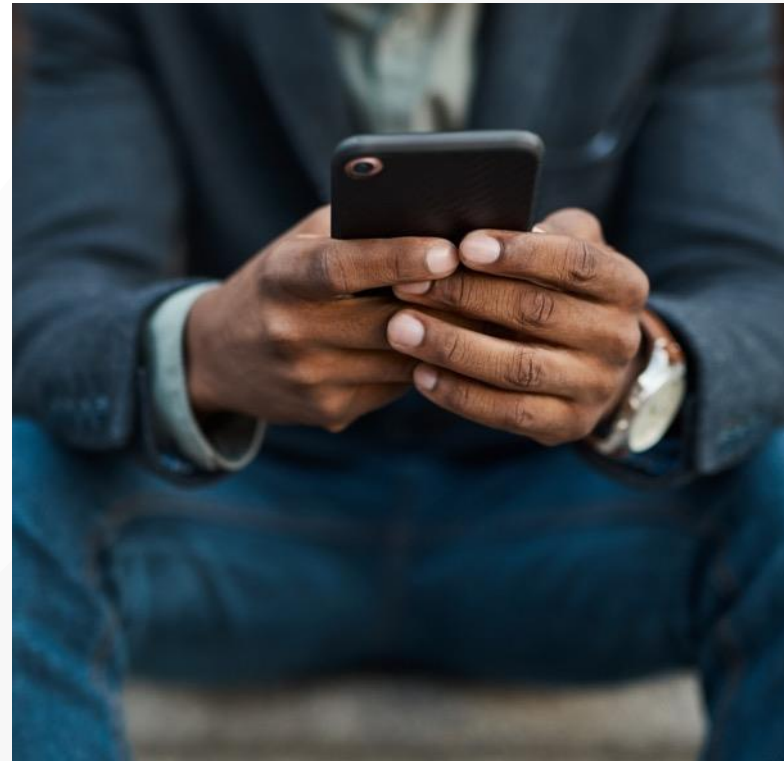
The second most popular reason for using digital devices was that they feel good to the user.



The third most common reason was that users say that using a digital device helps them focus.



Finally, the fewest amount of users say that they use digital devices because that's how they've always done it.



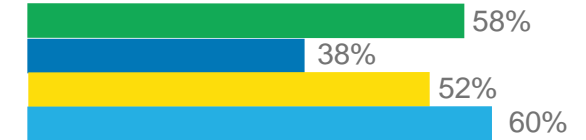
What do users most like about using paper for their various tasks?

While digital devices are useful for their speed, paper is able to do it all.

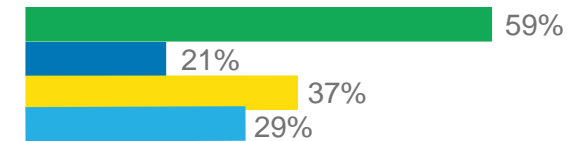
Only 13% of those surveyed disagreed with the statement that paper helps you comprehend better.



Writing a list and/or taking notes



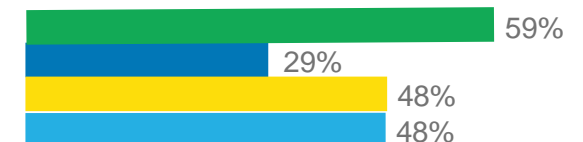
Following instructions and/or a recipe



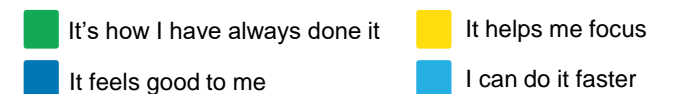
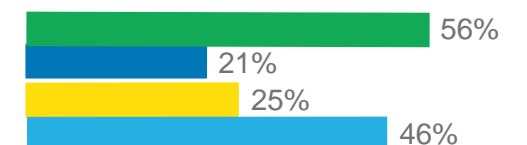
Reading a book or newspaper



Keeping track of events/calendar



Filing/signing important documents



Digital can be fatiguing and addicting.

“It hurts my eyes and thumbs, and I feel like I spend **too much time** on it and **not enough** time in the world around me.”

“It’s **time consuming** and **addictive.**”

“Feeling **overly connected** – especially to work. Wanting more of a **work life balance.** Feeling guilty if I don’t respond right away.”

“It gets **distracting** at work and makes you **lose human connection.**”

Paper feels better and improves focus.

“It feels really intentional to use.”

“Much easier on the eyes during long periods of reading & writing.”

“I feel like I keep track of things better. And the satisfaction of crossing things off a to-do list.”

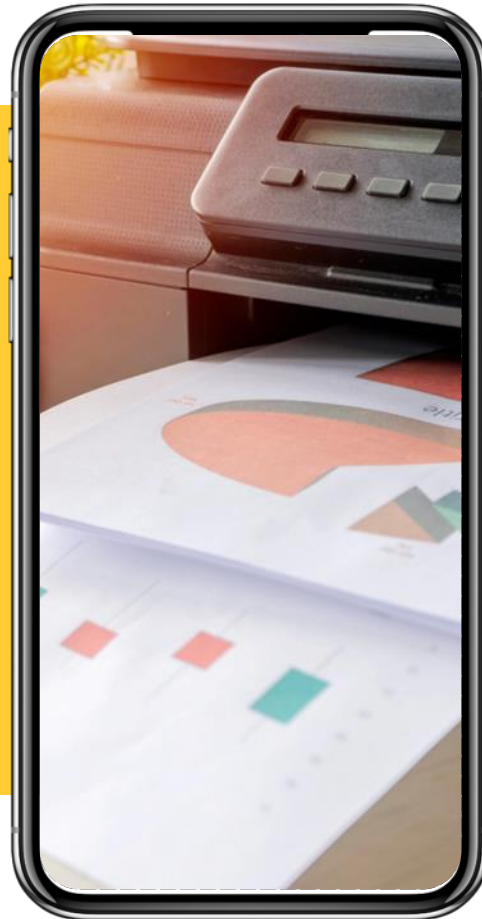
“Sometimes the feeling of doing something tangible beats doing it digitally.”

“It just feels more real and it’s easier to see the words.”

“I feel like I am being more productive and comprehending more.”

Discovery

Respondents say that digital devices can make them feel distant from the world around them and lose human connections. As digital can increase the feeling of being alone, it can also make consumers feel overly connected through work.



On the other hand, paper is deemed to improve focus and simply “feels better”. From keeping tracks of things easier, to allowing your eyes to rest better, to feeling more productive and comprehending more, the reasons why paper is still on top of consumers’ minds are endless.

THANK YOU

