Goals

• Understand the importance of Print and Scan in the current environment.
• Is Print/Scan more important for those learning from home vs. attending school in person?
• Do individuals have access to print at home or school primarily?
• How vital of an educational tool is Print/Scan?
• Why and how are students using print for school?
Approach

- September-October 2020
- 2 distinct Survey Audiences: Parents, College Students

Parents (= Younger Learners)
- 400+ SurveyMonkey respondents
- Requirements:
  - US-only
  - Parents of K-12 students
  - Age 25-65

Older Learners
- 340+ SurveyMonkey respondents
- Requirements:
  - US-only
  - Enrolled in high school, college or university (undergraduate or graduate program; full or part-time)
  - Ages 18-35
Key Takeaways
Printers are generally easily accessible and used reasonably often:

- Approximately 75% of older learners (high school and up) and 2/3 of younger learners (K-8) print at least monthly, if not daily or weekly for school.

- About 50% of students/parents said they would have a hard time without a printer and print is very important to their education.

- 75% of older learners reported that print is an essential learning tool.
Key Takeaways

Why use print?

• Top reason for using print: to turn in or complete an assignment, homework or worksheet
• 3 of the top 4 reasons are to help students learn, comprehend and focus better

Technology Used in Printing

• Older Learners: Mobile phones and Apple computers are significantly more important learning tools
• Younger Learners: Tablets and Chromebooks have a greater impact

Source of Print

• Microsoft Office files and PDF viewers are the most common sources of eventual printed materials
Parents of School Aged Children (K-12)
Respondents needed to have school age children, so age range is in-line with expectations.

Respondents had a median of 2 school-aged children (mean was 1.7).
Demographics

Are your child's classes going to be:

- All in-person, 21.48%
- Mostly in-person, 12.70%
- Mostly virtual / online, 15.01%
- All virtual / online, 50.81%

65% of surveyed parents are entirely/mostly learning from home this semester
Access to Print and Technology

- Nearly all students have access to print (89%)
- 10% of online learners rely on school for print while an additional 13% have no dedicated access
Frequency of Print and Technology Use

Frequency of print
• Roughly \( \frac{1}{2} \) of respondents with access to a printer use it weekly for school purposes

Technology use
• 70% use a laptop or desktop computer
• Only 19% of students have access to a secondary monitor but they use it almost daily
• 41% use a mobile phone
• 34% use a tablet
Importance of Print and Technology

50% believe that print is essential to their child's learning

The importance of print is stronger for students doing online learning (53%)
How do they print?

64% Computers are the dominate source of printing

49% Apple products (mobile, computer) are as important as Windows devices
Why are they printing?

- Top reason for using print: to turn in or complete an assignment, homework or worksheet
- 3 of the top 4 reasons are to help students learn, comprehend and focus better
What classes are they printing for?

Classes:
Math and English
(blue is online and red is in-person)

<table>
<thead>
<tr>
<th></th>
<th>Math</th>
<th>English</th>
</tr>
</thead>
<tbody>
<tr>
<td>Online</td>
<td>43%</td>
<td>41%</td>
</tr>
<tr>
<td>In-person</td>
<td>42%</td>
<td>42%</td>
</tr>
</tbody>
</table>
What classes are they printing for?

Top Printed Documents

- Homework & Class Assignments: 44%
- Worksheets: 39%
Where are they printing from?

- PDF Viewer: 37%
- Productivity Software: 47%
- Email: 42%
- Browser: 29%
- Classroom tool/Electronic Learning Platform: 49%
College and a Few High School Students (Older Learners)
Demographics

### Respondents Needed to Be in School (Ages Between 17-35)

<table>
<thead>
<tr>
<th>Age</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>17</td>
<td>3%</td>
</tr>
<tr>
<td>18</td>
<td>15%</td>
</tr>
<tr>
<td>19</td>
<td>13%</td>
</tr>
<tr>
<td>20</td>
<td>15%</td>
</tr>
<tr>
<td>21</td>
<td>11%</td>
</tr>
<tr>
<td>22</td>
<td>8%</td>
</tr>
<tr>
<td>23</td>
<td>5%</td>
</tr>
<tr>
<td>24</td>
<td>7%</td>
</tr>
<tr>
<td>25</td>
<td>4%</td>
</tr>
<tr>
<td>26</td>
<td>4%</td>
</tr>
<tr>
<td>27</td>
<td>2%</td>
</tr>
<tr>
<td>28</td>
<td>2%</td>
</tr>
<tr>
<td>29</td>
<td>3%</td>
</tr>
<tr>
<td>30+</td>
<td>8%</td>
</tr>
</tbody>
</table>

### Student Status

- **Full-time college or graduate student:** 43%
- **Part-time college or graduate student:** 16%
- **High school student:** 6%
- **Other:** 0%

Respondents needed to be in school (ages between 17-35)
Demographics

Are your classes going to be:

- All virtual, 65%
- Mostly virtual / online, 23%
- Mostly in-person, 8%
- All in-person, 3%

88% of older student respondents are entirely/mostly learning from home this semester* – this is a significantly higher amount than the Parents survey (65%)

* Small sample sizes for in-person breakouts, means increased likelihood of wild variations
Access to Print and Technology

• **75%** have access to print
• In-person learners are much more reliant on their schools’ print infrastructure and less likely to own a printer
Frequency of Print and Technology Use

Frequency of print
• 75% of students used a printer in the past month; Print remains a secondary learning tool

Technology use
• Print is not a primary educational tool for older students and only 39% said that print is important
• Older learners weekly print usage = 39% compared to younger learners at 45%
Importance of Print and Technology

42% say that print is important (compared to younger learners at 49%)

56% say that mobile phones are of higher importance (compared to younger learners at 37%)
How do they print?

60%

Computers are the dominate source of printing - used as a primary device by nearly all respondents

Apple computers are significantly more important

• 36% older learners vs. 21% younger learners
• Chromebooks significantly less important = 8% older learners vs 33% younger learners
Why are they printing?

• Top reason for using print: to turn in or complete an assignment, homework or worksheet

• 3 of the top 4 reasons are to help students learn, comprehend and focus better
What classes are they printing for and what are they printing?

Classes:
English is the clear leader where older students rely more on print (blue is online and red is in-person)

- English: 37%
- Other: 30%

35%
Print important for students taking in-person nursing/medical programs
Top Printed Documents

58% Homework and class assignments

58% Essays/Papers/Reports
**Productivity Software**
is a dramatically more important source of print for older learners at **80%** vs **47%** for younger learners

**Google Classroom**
is less important (**12%** older vs **33%** younger)

**Higher importance of:**
- **Canvas** (22% for older learners and 9% for younger learners)
- **Blackboard** (16% for older learners vs 4% for younger learners)
Thank you!