

OVERVIEW

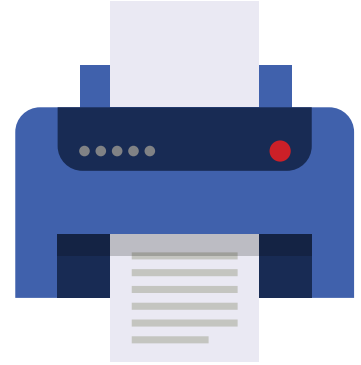
Print has long been a powerful medium to inspire action, from promoting social change to influencing purchasing decisions. How is it being used in today's digital world, especially among younger Americans? The Canon Print for Action Survey uncovers consumers' perception and use of printed materials, as well as the importance of print in the minds of tomorrow's business leaders. Findings show that print is still utilized and valued by Americans, and printed materials are deemed trusted and long-lasting by the next generation.

KEY FINDINGS

Low-Tech Complements High-Tech Lives

While digital dominates much of our day-to-day, 68% of Americans count on a mix of digital platforms or purposes ranging from leisure activities to schoolwork to making purchasing decisions. More than half of Americans have read a magazine (54%) or a book (53%) in the last month, surpassed only by TV use (62%).

People also turn to print for scheduling and organization, with nearly six-in-ten (56%) Americans using a printed calendar in their home. Younger Americans are no exception; nearly one-third (30%) of millennials say they use a physical planner to keep track of their schedules.



In an Era Tainted by Reports of 'Fake News,' Americans Deem Books and Newspapers the Most Completely Trustworthy Sources

While skeptical overall, Americans turn to printed materials, like books and newspapers, for trusted newsgathering. Looking specifically at millennials, 82% trust books and 72% trust newspapers, compared to TV (66%), news websites (65%) and social media (49%).

How much do you completely trust the information you receive from each of the following mediums?	All Respondents
Book	22%
Newspaper	14%
E-Book	14%
Audiobook	13%
Television	12%
Radio	12%
Search Engine Sites	11%
News Websites	9%
Magazine	8%
Brochure/Flyer	8%
Podcast	7%
Social Media	6%
Online Magazines	6%
Online Ads	4%

The Digital World Can Be Overwhelming, and Print Can Help Break Through Clutter

The volume and pace of information sharing is greater than ever, and much of that is communicated digitally – which could be impacting our attention spans. Almost seven in 10 (69%) Americans feel overwhelmed about the constant barrage of digital information. Eight in 10 (82%) Americans say that they just scroll past digital ads when they are online. In fact, more than half (54%) say they are more likely to notice a printed ad versus an online ad.

While TV (76%), news websites (68%) and radio (66%) still rule when it comes to influencing decisions, consumers say newspapers (64%) are the most effective print material for campaign and cause-related communications – a useful insight for advertising, marketing and communications professionals. Printed direct mail (55%) and flyers (51%) are also influential from a print perspective and carry more weight than newer mediums like online petitions (47%) and podcasts (36%).



Printed Greeting Cards Still Reign Supreme

Eighty-two percent of Americans prefer buying a printed greeting card over a digital one, and 63% have given a printed card* to friends and loved ones, compared to just 24% who have sent an e-card. Print wins out for younger Americans as well; more than half (51%) of millennials say they have given someone a printed card for a special occasion versus just 18% who have sent an e-card.*

*Between November 2017 and November 2018

Quality Print Can Mean More Sales at the Register

Three-quarters (76%) of Americans surveyed agree that quality and graphics of printed materials are the most important in capturing their attention. These details also influence buying decisions, especially for younger consumers; millennials say they are more likely to select a bottle of wine or beer based on the visual appeal of the label and packaging.

How likely are you to...	Pick a bottle of wine because of the visual appeal/label?	Pick a type of beer because of its label/box design?
All Respondents	47%	35%
Millennials	63%	57%

Books Aren't Just for Learning – They Also Evoke Emotion

When seeking relaxation, nearly half (48%) of Americans say they feel the most zen while reading a book compared to streaming content (41%), traveling (30%) and meditating (21%). Books also help evoke emotions; Eighty-two percent say reading physical books helps to focus their attention, and 71% say it helps them feel empathy.

Marking Up Print Eases The Review Process

When studying and reviewing materials, 70% of Americans like being able to highlight and markup physical content -- especially millennials (75%). This also translates to schoolwork; three-quarters (76%) of students prefer doing assignments on paper rather than online.

Younger Generations See Future Value of Print

While younger generations are the most likely to utilize digital platforms in their day-to-day, they still think print has long-term value. In fact, millennials were the most likely to say that books will continue to be important in 2030 -- 79% compared to 76% of Americans overall -- and also see future value in printed newspapers (48%) and printed magazines (46%).

How important will the following mediums be in your life in 2030?	All Respondents "Somewhat or very important"	Millennials "Somewhat or very important"
Search Engines	89%	89%
Television	84%	81%
Books	76%	79%
Newspaper (print)	52%	48%
Magazine (print)	50%	46%
Podcasts	42%	61%

CANON PRINT FOR ACTION

With a breadth of expertise in production and wide-format printing, Canon print solutions and cutting-edge technology, including but not limited to the imagePROGRAF series and Océ Colorado, help bring visions to life, which in turn have the power to influence the next generations of consumers. The Canon Print for Action Survey is the first component of an initiative meant to help Canon continue on its path of innovation to provide print solutions that spark creativity in the lives of consumers and fuel its channel partners' future success through the power of print.

ABOUT THE STUDY

All figures, unless otherwise stated, are from an Ipsos survey conducted on behalf of Canon U.S.A., Inc. The survey was conducted online in English; fielding from November 27th - 29th, 2018 with a total sample size of 2,010 adults, ages 18 and older from the continental U.S., Alaska and Hawaii. The results were weighted to match the 2016 U.S. census demographic data (including gender, age, region, race/ethnicity and income) to help ensure the data is representative of the U.S. population. This study has a credibility interval of ± 2.5 percentage points for all respondents. The following generational breaks were used when examining the data: Gen Z (21 and under), Millennials (22-36), Gen X (37-52), Baby Boomers (53-71), and Silent (72+) with the following sample sizes; Gen Z: 62, Millennials: 537, Gen X: 574, Baby Boomers: 689, Silent: 148.

