



*Fear Not, Sweethearts...*

CONVERSATIONAL HEARTS MAY  
DISAPPEAR THIS VALENTINE'S DAY, BUT  
**PRINT** IS HERE TO STAY

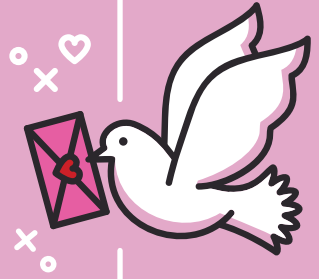


51%

of Millennials gave someone  
a **printed card** for a special occasion  
versus just 18% who sent an e-card.\*

30%

(nearly 1/3) of Millennials  
gave a **printed card** for  
Valentine's Day 2018.



82%

of Americans are likely to choose to  
buy a **printed greeting card** versus  
an e-card to give to a loved one.

Nearly  
**1 in 5**

Americans choose to **communicate**  
with their romantic partners  
through print mediums.



*Brought to you by*

CANON PRINT FOR ACTION SURVEY

\*Between November 2017 and November 2018

**Canon**  
SEE IMPOSSIBLE