

HAVE WE
LOST TOUCH
WITH
WHAT'S REAL?

HP WANTED TO UNDERSTAND THE IMPORTANCE OF REAL IN TODAY'S DIGITAL WORLD. SO WE SURVEYED NORTH AMERICA TO LEARN ABOUT OUR RELATIONSHIP WITH SCREENS AND HOW TO GET BACK TO WHAT'S REAL. INTRODUCING THE REAL REPORT.

63%

**THINK OUR
DIGITAL LIVES
AND
REAL LIVES
ARE OUT OF BALANCE.**

PARENTING

HAS GONE DIGITAL.

PARENTS WORRY ABOUT THE BALANCE OF SCREEN TIME AND REAL TIME.

61%

OF PARENTS WORRY THEIR KIDS AREN'T FULLY DEVELOPING SOCIAL SKILLS.

58%

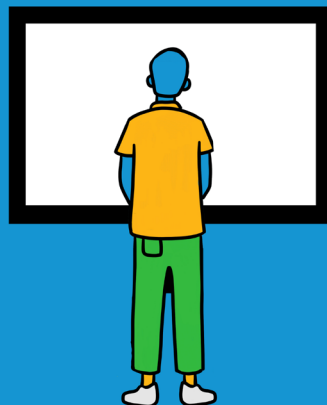
THINK SCREENS PREVENT KIDS FROM LEARNING CRITICAL SKILLS. SO MUCH SO, THAT ...

64%

LIMIT THEIR CHILD'S SCREEN TIME.

BUT PARENTS RELY ON TECHNOLOGY.

PARENTS AND KIDS ARE
2.5 TIMES
MORE LIKELY TO PICK
TV TIME
OVER
CRAFT TIME.



1 IN 3
PARENTS
SPEND OVER
5 HOURS
A DAY ON THEIR
PHONE.

MORE
CONNECTION.
LESS
CONNECTING.

ALMOST
50%
OF COUPLES

HAVE USED
THEIR PHONES

TO
IGNORE
EACH OTHER.

65%

THINK IT'S OK TO CHECK THEIR
PHONE DURING DINNER.

58%

THINK IT'S OK TO CHECK
THEIR PHONE ON A DATE.

40%

ADMIT THEY USE PHONES IN PUBLIC
TO AVOID TALKING TO OTHERS.

SELFIES ARE UP.

27%

CAN'T REMEMBER THE LAST TIME THEY PRINTED A PHOTO.

ONLY 16%

HAVE A RECENT PHOTO OF THEIR PARENTS.

RELATIONSHIPS ARE DOWN.

63%

BELIEVE RELATIONSHIPS WERE CLOSER IN THE PAST.

63%

BELIEVE RELATIONSHIPS WERE MORE MEANINGFUL BEFORE SOCIAL MEDIA.

1 IN 3

PEOPLE ADMITS TO DRESSING UP FOR SOCIAL MEDIA.

**MORE DEVICES
MORE SCREEN TIME**



**MORE FRUSTRATION
MORE LONELINESS**

REAL IS BETTER.

60%

WISH THEY COULD RETURN TO
A TIME BEFORE SOCIAL MEDIA.

84%

OF PARENTS WOULD RATHER THEIR KIDS USE
A COLORING BOOK THAN A SMARTPHONE.

72%

WOULD RATHER READ
A PAPER BOOK THAN AN E-BOOK.

71%

OF PEOPLE WOULD RATHER GIVE UP

NETFLIX

THAN

**LOSE A FAMILY
PHOTO ALBUM.**

WHAT ELSE WOULD THEY GIVE UP?

74%

GOING TO
THE GYM

72%

SOCIAL
MEDIA

73%

ALCOHOL

REAL = HAPPIER LIFE

COUPLES WHO PRINTED THEIR WEDDING PHOTOS
SAY THEY'RE HAPPIER THAN THOSE WHO DIDN'T.

3 IN 5

FEEL LESS STRESSED
FEEL MORE CREATIVE
FEEL THEY LEARN BETTER
WHEN WORKING
WITH THEIR HANDS.

GET CONNECTED.

91%
WOULD RATHER HAVE
1 REAL FRIEND
THAN
100 ONLINE FRIENDS.

70%
WOULD PREFER
A LOVE LETTER
OVER
AN EMAIL.

get real



THE "HP REAL STUDY" WAS CONDUCTED BY GOODBY SILVERSTEIN AND PARTNERS, BASED IN SAN FRANCISCO, CALIFORNIA. THIS STUDY WAS BASED ON THREE DISTINCT ONLINE SURVEYS FIELDED IN SEPTEMBER AND OCTOBER 2019 FROM OVER 7,500 CONSUMERS IN THE US AND CANADA, AGED 18-64.