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.
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.
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.

74% going to the gym

72% social media

73% alcohol

What else would they give up?
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.

91% would rather have 1 real friend than 100 online friends.

70% would prefer a love letter over an email.
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.