



-MEDIA ADVISORY-

Mopria Alliance Survey Showcases the Unique Value of Paper

SAN RAMON, Calif. – October 20, 2021 – A [new survey](#) conducted by [Mopria® Alliance](#), a global non-profit organization providing universal standards and solutions for print and scan, addresses the value tied to using paper as a communications medium versus usage of devices such as a smartphone or laptop, and the preferences of using each for various tasks. The 20-minute survey was conducted online with US consumers ages 18-64. Overall, the survey showed that printed paper continues to be valuable for a variety of reasons.

Top Survey Takeaways

Balancing on and off screen time is a challenge

- 16% of adults set screen time limits for themselves
- 52% of families with children have limits on screen time
 - Yet, most are unsatisfied with their ability to balance on and off screen time
 - The survey reveals that most seek paper as a way to take a break from screens

Some tasks have a strong paper preference

- 51% of respondents state that when writing lists or taking notes, paper is their go-to
- 43% of respondents indicate they prefer reading a book or newspaper using a hard copy, paper version
 - Respondents who prefer paper usage for the above tasks show a very strong liking for it and would have a difficult time switching to digital formats
 - Nearly two thirds of them would feel awful without a paper book
 - 61% of respondents would feel terrible if they couldn't use paper to write a list or keep track of events

Digital devices are useful for speed, but paper is able to do it all

- When asked to describe the main reasons for using either paper or digital devices, respondents revealed that:
 - Digital is mostly used because of its speed and convenience, but can be fatiguing and addicting
 - Digital can make consumers feel distant from the world around them and lose human connections
 - Digital can make consumers feel overly connected through work
 - Paper helps consumers to improve focus and keep track of tasks easier
 - Paper makes them feel good and less tired
 - Paper allows them to feel more productive
 - Only 13% of survey respondents disagreed with the statement that paper helps you comprehend better

[Mopria Scan](#) and [Mopria Print Service](#) are available as an integral part of workplace solutions that can also be used at home and on the go. Users can download [Mopria Print Service](#) and [Mopria Scan](#) from the Google Play store, or directly from the [Mopria website](#). Founded in 2013, by Canon, HP, Samsung, and Xerox, the Mopria Alliance has 21 members representing the worldwide printer and scanner business. In addition to the founding companies, the Mopria Alliance today includes Adobe, Brother, EFI, Epson, FUJIFILM Business Innovation Corp., Lexmark, Konica Minolta, Kyocera, Microsoft, OKI, Pantum, Primax, Qualcomm, Ricoh, Toshiba, Vivo, and YSoft.

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About the Mopria® Alliance

The Mopria® Alliance is a non-profit membership organization of leading global technology companies with the mission of providing universal standards and solutions for print and scan. With a focus on mobility and modern productivity trends, Mopria technology is used to allow users to interact intuitively and seamlessly with a printer, multi-function printer or scanner, regardless of brand. Learn more at www.mopria.org. Print. Scan. Go.