

# HAVE WE **LOST TOUCH** WITH WHAT'S **REAL?**



HP study explores the importance of balancing everyday technology convenience with the “real” world.

The majority of Americans value REAL.

Working with their hands helps them



**68%**  
learn better



**66%**  
think more creatively



**61%**  
calm down when stressed

They'd sacrifice digital entertainment to protect physical mementos

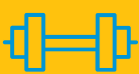


**71%**



of Americans are more willing to give up Netflix for the rest of their lives than a photo album of family photos

What else would you give up?



going to the gym  
**74%**



social media  
**72%**



alcohol  
**73%**

Parents are worried an imbalance between screen time and real time may impact their child.

**61%**

worry about their child's social skills

**58%**

think it will impact their child's ability to develop critical skills

**64%**

limit their child's screen time so they can appreciate real-life experiences

**76%**

want their children to learn the value of both digital and real-life, hands-on experiences



Despite our increasingly digital world, people are returning to and appreciating real things.



**8%**

vinyl sales growth in 2018<sup>1</sup>



**26%**

decrease in digital download sales<sup>2</sup>



**65%**

of Americans still prefer printed books to audio and e-books<sup>3</sup>

## IT'S **TIME** TO GET **REAL**

and balance every tablet with a book, learn how to sketch before we code, and take our creations from our screens to our walls.

Learn More: [HP.com/getreal](https://www.hp.com/getreal)

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.

<sup>1</sup> Source: Vrge Strategies | <sup>2</sup> Source: RIAA 2018 Year-end music industry revenue report | <sup>3</sup> Source: Pew Research

