Parents Agree, the Printed Page is Critical for Learning

While screens enable faster reading, reading scores have declined over the last two years. Research shows print-based learning is essential for reading comprehension and retention.

85%	say they will be doing everything they can this year to ensure their child doesn't lose another year to disrupted learning	80%	say having a printer would make their life so much easier as a parent to school-aged children & 64% feel the same about an ink subscription service	
79%	say printed educational resources make it easier for them to collaborate with their child on their homework assignments	75%	say purchasing a printer could foster a desire to learn for their child through improved school satisfaction and motivation	
74%	say resources ease their stress over whether their child is focused assignments	72%	say completing a print-out is better for their child's confidence in their ability to learn than a digital assignment	
70%	say print-outs and workbooks were helpful in motivating their child during the pandemic (compared to 64% digital software)	68%	say with disrupted education, they rely on printed tools and resources more than ever to support their child's learning and 68% feel their child needs printed assignments to ensure they get caught up	



Source: HP commissioned global research firm Morning Consult to conduct independent research on this topic in alliance with Edelman Data and Intelligence. It was conducted between August 11-17, 2022 among a sample of 1000 US-based Parents of children under 18 (nationally representative across gender, age, region, race/ethnicity) (MOE = +/- 3%)