

The Printed Calendar Is Still King



The **wall calendar** is the most **popular**

-according to recipients, 1981-2011

Two PPAI Studies Reveal Strength, Effectiveness of Time-Tested Promotional Product

Birthdays, holidays, special days, any days. From the momentous to the mundane, the dates we can't forget are recorded on our calendars. But, in a world dominated by digital everything, does the printed version of our record keeping still have a place?

According to PPAI studies *Calendar Usage In The Workplace* and *Calendar Usage In U.S. Households*, the answer is absolutely.

A 1981 study conducted by the Calendar Advertising Council showed that printed calendars were a mainstay in the home and office. Fast forward three decades and not much has changed.

- 1981** ▶ 98% of homes had a printed calendar and nearly every business had one
- 2011** ▶ 79% of homes and 78% of businesses still have a printed calendar—that's only a 19% drop in 30 years and major advancements in technology
- 1981** ▶ 70% of calendars at home and 80% at a business were advertising calendars
- 2011** ▶ 61.4% of calendars at home and 76% at a business are still promotional vehicles
- 1981** ▶ There were nearly 4 calendars in the home and 2.5 at a business
- 2011** ▶ 3 calendars in the home and 2 at a business

For questions, contact PPAI Research at Research@ppai.org or call 888-IAM-PPAI (426-7724). To access the *complete studies*, visit www.ppai.org/research.

In an **ever-increasing** technological age, it's **important** to know that the **printed advertising calendar** is still **very relevant, very wanted.**

50% of people have **never** used the calendar function on their **cell phone***

*Calendar Usage In The Workplace