

Promotional Products Association International



A Study Of Calendar Usage In The Workplace

2011

An in-depth look at the usage of calendars in the U.S. workplace, particularly the use of advertising calendars.

By Saritha Kuruvilla ,
Manager of Research,
PPAI

The Calendar Advertising Council is a co-sponsor for this study

Companies that make up the Council are:

Ad-A-Day Co., Inc
Beacon Promotions Inc.
Norwood Promotional Products
Skinner & Kennedy Co.
Tru Art Advertising Calendars



For questions call 972-258-3043 or via email at research@ppai.org

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Executive Summary

Objectives: The overarching goal of the study was to examine calendar usage in the U.S. workplace. Specific objectives of the study were to ascertain or identify 1) calendar usage patterns at the workplace, 2) identify the primary calendars used at work, 3) location of calendars at work, 4) attitudes toward advertising calendars, 5) number of advertising calendars present in the workplace, 5) recall of advertisers and messaging on advertising calendars received, 6) reaction to companies that had given an advertising calendar, 7) identify types of companies giving advertising calendars, 8) purchasing habits of businesses regarding calendars, 9) the ideal calendar for a business and what it constitutes and 10) awareness of whether the employer gives out ad calendars.

This executive summary covers some salient findings from the study but the complete study and charts present details uncovered in this study about usage of calendars at the workplace. This study is a sister study to one released in December 2010 examining usage of calendars in the household. The last section on conclusions at the end of the study talks about implications for the physical calendar in the workplace and particularly the advertising calendar.

Importance Of Calendars And Reasons To Use A Calendar: Eight out of 10 (84 percent) of respondents stated that calendars were either important, very important or extremely important in their daily lives. Eighty-three to 84 percent of respondents use a calendar to make a note of appointments and to check dates. Keeping track of special dates and holidays were the next most mentioned use for a calendar for seven out of 10 respondents.

Types Of Calendars Referred To Or Used: When respondents were asked to state what calendars they referred to or used, most commonly mentioned was the wall calendar by almost half (48 percent) of the respondents, followed by 40 percent of respondents who said they used the calendar on their computer. A third and slightly less than a third of respondents mentioned that they refer to a desk calendar or a day planner.

Use Of Calendar On The Computer: Thirty-three percent of respondents in businesses reported never using a calendar on the computer. Thirteen percent of respondents at work used a calendar on the computer once a day and 18 percent reported using a calendar on the computer two to four times a day. Eleven percent of respondents used a calendar on the computer between five or more times a day.

Printing A Calendar Off The Computer And Use Of A Calendar On The Cell Phone: When asked if they had ever printed a calendar off the computer, fifty percent of respondents reported that they had done so. Forty-six percent of the respondent sample had never used a calendar on their cell phone. Nine percent reported using a cell-phone calendar once a day. Another 15 percent reported using the calendar on the cell phone between two and nine times a day.

Preference Of Portable Calendars Or Stationary Physical Calendars: Forty-five percent of respondents at businesses preferred to use a physical calendar in a fixed location in conjunction with a portable calendar. Twenty-eight percent preferred a portable calendar.

Advertising Or Promotional Calendars: Seventy-nine percent of respondents at businesses enjoy receiving calendars as a complimentary gift. When asked what type of advertising calendars they were most likely to use and keep, most respondents (64 percent) were most likely to keep and use wall calendars, followed by desk calendars and the calendar in a day planner.

Presence Of Printed Calendars In The Office: Almost eight out of 10 (78 percent) business respondents surveyed reported having a printed calendar at work. "Printed" calendars refer to wall, desk, magnetic, pocket, purse or calendars in day planners. In a study conducted of business respondents in 1981, this number was 100 percent.

Number Of Printed Calendars In The Workplace: The average number of printed calendars per business was 2.10. In 1981, the average was 2.56. Thirty-seven percent of respondents had at least one calendar at work, 63 percent had between two and nine printed calendars at work and one percent had more than 10.

Location Of Print Calendars In The Office: Respondents were asked to report locations in which they kept their calendars at work. Sixty-four percent of respondents had a wall calendar in their workspace wall. Thirty-two percent had a calendar on the wall in a common area. Thirty-eight percent had desk calendars and twenty-four percent had day planners with calendars.

Number Of Advertising Or Promotional Calendars Present In The Workplace : Only 24 percent of those respondents who had a print calendar at work stated that their calendars were *not* an advertising calendar. Thirty-seven percent reported having one advertising calendar while 39 percent reported having two or more advertising calendars at work. When looking at the sample universe as a whole, we

find that almost 60 percent of all business respondents in the sample had an advertising calendar in their workplace.

Recall Of Advertiser And Product On The Promotional Calendar: By all accounts, the advertising or promotional calendar is a very effective advertising vehicle. Based on recall statistics, of those who reported having just one advertising calendar, 75 percent could remember the name of the company advertised and 77 percent could remember the product or service/message advertised. Moreover, 77 percent had done business with the company that gave them the calendar prior to receipt of the complimentary calendar and 78 percent plan to do business with the company again. Sixty-one percent had a more favorable impression of the advertiser and 49 percent have referred the company who gave them the calendar to somebody else. Recall and reaction of those who had received two or three advertising or promotional calendars was also very encouraging ... huge response and referral numbers, huge implications for ROI.

Types Of Advertising Calendars Used Most Often At Work: Respondents were asked to state which type of advertising calendar they used most often. Wall calendars came out on top as reported by more than half the respondents followed by desk calendars and calendars in day planners.

Kinds Of Advertisers That Gave Complimentary Calendars: Banks/credit unions, followed by insurance agencies and then nonprofit groups, charities and churches tended to be the top industries that respondents report as those giving promotional or advertising calendars. Only seven percent of respondents reported receiving an **advertising** calendar from their employer.

Calendars Present In The Workspace That Were Gifts And Purchases: Twenty-five percent of businesses reported getting at least one calendar as a gift. Since only seven percent had reported getting an advertising calendar from their company as a gift, it may be assumed that the rest of the 18 percent that had received a calendar as a gift did so from someone else or their company had presented them with a calendar that it had purchased. Thirty-three percent of respondents had purchased at least one calendar for their office.

General Calendar Viewing Habits: Twenty-four percent of respondents reported that they looked at a calendar once a day at work. Seventy-six percent looked at a calendar between two and more than 10 times a day.

The Primary Calendar: For 32 percent of businesses, the primary calendar at work was a wall calendar. An additional six percent stated that their calendar at work was a wall calendar in a common work area. Twenty-two percent relied on a desk calendar or a desk blotter calendar as their primary calendar and another 13 percent use a calendar in their day planner. Surprisingly, only 17 percent of respondents used a calendar on their computer as their primary calendar at work. However, 40 percent of all respondents stated that they used their primary calendar at work in conjunction with other types of calendars present in their workplace. Sixty-seven percent use their primary calendars to record professional appointments. Sixty-nine percent also reported recording medical appointments on the primary calendar at work. Sixty-four percent recorded business meetings 59 percent reported recording family events on their calendar at work.

Purchasing And Gifting Of Calendars: When looking at purchase history, 74 percent of business respondents surveyed had purchased a calendar in the past. Calendars were primarily purchased in office supply stores followed by bookstores, discount stores and department stores. Calendars were predominantly purchased for own use or as Christmas gifts and birthday gifts. With regard to pricing of calendars, 27 percent are willing to pay between \$1 and \$5 for a calendar. Another 24 percent say they would be willing to spend between \$5 and \$8. Twenty-two percent of respondents were willing to spend between \$8 and \$11. Twenty eight percent were willing to spend more than that. In looking at purchase history, we find that more than half the respondents had purchased a calendar for appealing pictures and size of calendar. Forty-seven percent had purchased a calendar for a specific theme.

The Ideal Calendar: We asked business respondents what characteristics they would consider for their ideal calendar. We found that some of the more important characteristics that people look for in calendars were “room to add notes” and “have all holidays listed.” Appealing pictures were also important as well as commemorative dates. The ideal calendar view for more than half the respondent sample was that of a monthly calendar with a page for each month. Twenty percent also had a preference for a monthly calendar with the previous month and the next month on each month’s page.

Ways In Which A Printed Calendar Were Used: More than half the respondents kept their calendars at the end of the year to refer back to it. Twenty-five percent reported keeping their calendar for the pictures. Thirty-five percent kept their calendars for the information on the calendar.

Future Purchasing Plans: Sixty-four percent of respondents plan to purchase a calendar in the future. This presents an opportunity for suppliers and distributors of advertising or promotional calendars.

Comments from most respondents reveal that they would purchase a calendar only if they did not get one for free – a free advertising calendar. Some are habitual purchasers of specific types of calendars.

Whether Respondent's Employer Company Gives Out Advertising Calendars To Their Clients:

Twelve percent of respondents stated that their employers give out advertising calendars to their clients. Six percent did not know. The majority (83 percent) stated that their employer did not give out advertising calendars. In a 1981 study of business respondents sponsored by the Calendar Advertising Council, 20 percent of respondents stated that their company gave out advertising calendars. Of those companies that gave out calendars, 64 percent had done so for more than five years and 46 percent were of the belief that the practice of giving out advertising calendars was either very effective or extremely effective.

Demographics: While we had a range of companies representing a variety of revenue sizes, the majority of respondents (62 percent) were from companies that had sales less than \$500,000 and between one to nine employees. Fifty percent of respondents were CEOs/partners/owners.

Introduction

It just seemed like the other day we heard predictions or talk about how paper calendars would one day disappear from the workplace and be replaced with electronic options. Today at work and at home we have an amazing array of electronic options to keep track of our day-to-day activities. Calendars are now available on our phones, PDAs, computers and online. In a 2000 study by Belotti and Smith, it was found that despite the availability of new technology, people still tended to use paper calendars, day timers, desk pads and such to keep track of their ever-changing schedules. Several other studies also found that while there was a general acceptance and use of online and offline applications to keep track of appointments, the paper calendars still played a very important role in personal information management.

That was more than 10 years ago. Here we are a decade later and we still ponder about the role of paper calendars in the workplace. Of particular interest to the promotional products industry is the role of the advertising calendar. Calendars, more specifically advertising calendars, have been a mainstay in the promotional products industry for a long time and point to our industry's origins. In 2009, advertising or promotional calendars made up a 7.14-percent share of the \$15.64 billion dollar pie of promotional products sales in the U.S., or approximately \$1.12 billion in revenue. With revenues ranging from \$1.07 billion to \$1.43 billion over the past six years, this study is the second of two studies that examine the role of calendars in the home and the work place.

It is reasonable to assume that technology changes the way we manage our personal information and schedules at work. The studies by Belotti and Smith in 2000 found that paper calendars still played a larger role than they imagined it would back then. Now, 10 years later, with even more options such as PDAs, cell-phone calendars, iPad calendars, Outlook calendars and the Google calendar, it is even more important to evaluate the role of the traditional paper calendar in the workplace. So PPAI and the Calendar Advertising Council decided it was time to revisit and evaluate the role of the physical calendar in a research study that looked at calendar usage among U.S. businesses. With calendars playing a very large role in the promotional products industry, this investigation was critical to the future of various types of advertising calendars that exist in printed form in our industry.

In 1981, the Calendar Advertising Council conducted a study to get feedback on calendar usage among households and businesses throughout the U.S. Phone interviews were conducted via telephone to examine the following:

- Receipt of promotional or advertising calendars
- Calendar usage
- Attitudes of recipients to the advertisers of calendars
- Effectiveness of advertising calendars
- Demographics of recipients

Some selected important findings of the 1981 calendar study on usage of calendars in **businesses** are presented below:

- In 1981, almost all respondents had one calendar at work
- Most calendars at work were either advertising calendars or supplied by the employer
- Advertising calendars were more likely to be found in smaller companies
- Most advertising calendars were wall calendars
- The most special feature of employer-supplied calendars is room for note taking
- Half the respondents would have purchased a calendar if their employer had not given them one
- Most advertising calendars were received from manufacturers, financial institutions and insurance companies
- 83 percent of advertising calendar owners do business with the source of the calendar
- 20 percent of respondents stated that their company gives out advertising calendars
- Calendars were mostly used for date referral and appointments
- The one-month view per page was the most desired view
- The average perceived price of an advertising calendar was \$2.51
- 45 percent of those could remember the name of the advertiser even though they were not using the calendar. In general, respondents to the 1981 study used their calendars for date referrals and appointments.
- Preferred calendars were those with room for notes and appointment time slots

In yet another calendar study undertaken by Kincaid and Dupont in 1985, the use of electronic calendar systems available at the time were examined in comparison to paper calendars. While the authors were not exactly reviewing electronic calendars as they exist in their current form on personal computers or on the web, it gives us some insight into how electronic calendars compared with paper calendars back then. Mostly the researchers looked at electronic office integrated systems that had word processing capabilities, electronic mail, electronic filing and retrieving and an electronic calendar. All terminals were connected to a minicomputer of sorts. Back then the electronic calendars were very limited in scope in comparison to paper calendars. The findings reveal that paper calendars were more flexible than electronic calendar systems. Paper calendars had many advantages. Based on this 1985 study, it was found that:

- Most respondents use more than one paper calendar to manage their time.
- One of the two paper calendars functioned as a primary calendar.
- Preferred views at the time were daily views and weekly views.
- Paper calendar users like to record meetings, appointments, events, travel and make detailed notes on their calendars. They used them for notes and to-do lists. Some respondents used them as a record of events and kept track of travel and business expenses.
- Accessing another's calendar meant walking across to another's desk to check if a time slot was open and those with secretaries communicated through their secretaries.

The study also found that:

- Electronic calendars at the time were too hard to access and users had to go through too many menus to reach the calendar in order to edit it.
- These calendars were found to be too rigid, cumbersome and required strict formats in which the information had to be entered.
- The calendars could not be taken out of the office whereas paper calendars were portable.
- These electronic calendars did not provide ready access in an "interrupt mode" when the user was engaged in some other activity whereas in the "interrupt mode" it was easy to refer to a wall or desk calendar with a quick turn of the head.
- Formats on electronic calendars at the time were restricted to day-to-day views.

With the passage of almost three decades and advances in technology, a safe hypothesis would be that things have changed in the way people use calendars at work. Extrapolating from a personal experience as a current user of the Outlook calendar as well as other traditional forms of calendars it can be assumed that there are many “hybrid” users out there that use both traditional and new forms of “calendarizing.” In using the Outlook calendar, it is now a habit to make appointments that involve others or other’s deadlines into the Outlook calendar. In addition, there is a tendency to use paper calendars or a day timer to list personal deadlines and lists that do not involve interaction with others or collaborative work. A personal preference is to use the paper calendar or wall calendar at work to record or integrate “personal appointments” or personal events that need to be accessed at any given point of time.

Belotti and Smith in a 2000 study found that some people use online calendar solutions for group interactions but tend to rely heavily on printed out copies to carry around. In a series of interviews Belotti and Smith also found that both computer calendar applications and traditional forms of physical calendars can serve as good reminders only when they are “at hand” or pop up for easy access with very little effort needed to physically retrieve information from it. Paper calendars serve that purpose well in that they are ubiquitous and ever present and information can be easily accessed. Calendars on computers also serve the same purpose with their pop-up reminders on the computer.

For users of both traditional calendars as well as calendars on the computer, be it online or in Outlook, there is also this theory: Technology with all its bells and whistles can still fail. Computers can crash and so can PDAs and other devices. Physical paper calendars tend to be the more stable alternative. Yes, there are those natural calamities that can affect paper calendars too but the theory is that those are less likely to happen than a computer crashing and wiping out data. Paper calendars have the advantage of being extremely dynamic, intuitive, have a free input format and are extremely flexible.

All of the above theories on current usage raise some important questions for the promotional products industry. Advertisers on promotional calendars should ask some critical questions. What type of calendar is most commonly used at work? What is the ideal calendar? What type of calendar is the primary calendar at work? Where are work calendars purchased? Do people like getting free calendars at work? Do they have advertising calendars at work? Do they recall the advertiser? Does their company give out advertising calendars? Are advertising calendars an effective medium?

This calendar study attempts to answer all these questions and more. It not only includes a few questions similar to the 1981 study, but also measures the effectiveness of the calendars as an advertising medium with a special focus on advertiser recall. In addition, the study explores usage patterns, determines what constitutes an ideal calendar and identifies what type of calendar is the primary calendar at home and at work. Given a different environment since 1981, the study hopes to elicit information about how people now use calendars today at the workplace.

Objectives

The objectives of the business study explore the following:

- Profile calendar usage patterns in the workplace in the U.S.
- Identify locations of where calendars are kept at work
- Determine which calendars are the primary calendar at work
- Ascertain the average of printed calendars present in the workplace
- Examine attitude toward advertising or promotional calendars received at work
- Attempt to gauge the number of advertising or promotional calendars that exist in the workplace
- Measure recipient's recall of advertiser and product on the complimentary calendars they receive
- Determine people's attitude to companies that had given them an advertising calendar
- Identify types of companies that respondents recall seeing advertised on a promotional calendar they received
- Gifting of calendars of respondents
- Examine purchasing habits of employees, cost of calendars purchased and type of stores/arenas from which they are purchased
- Find out what constitutes the ideal calendar, preferred views, preferred formats etc.

The study will also attempt to look at the change in calendar usage habits since 1981 by providing statistics from the 1981 study wherever possible.

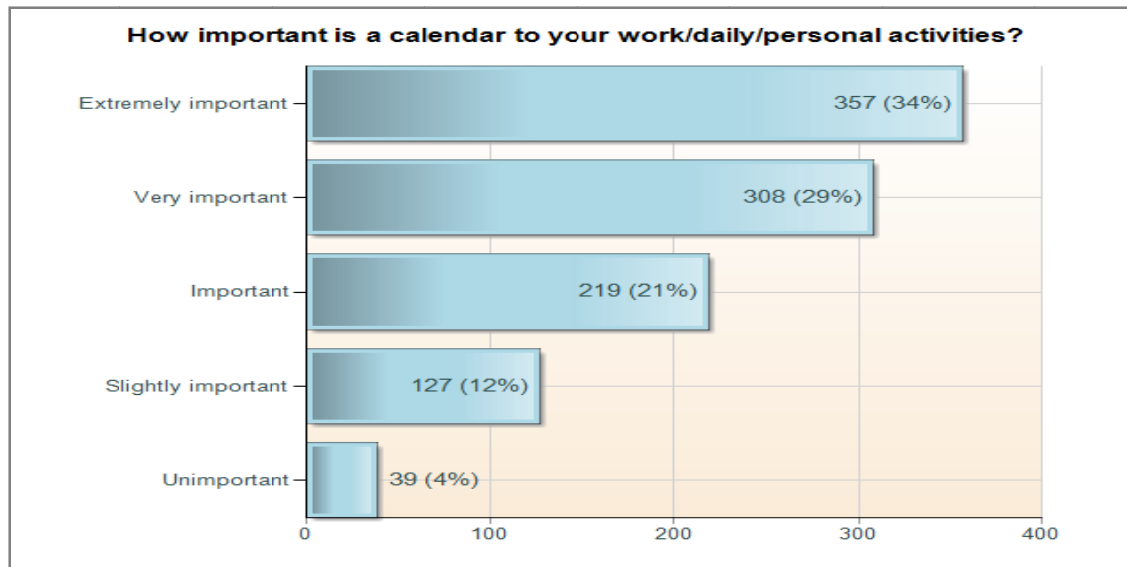
Methodology

An e-mail survey was designed by the research department at PPAI with approximately 70 questions. The survey was developed with input from the members of the Calendar Advertising Council as well as other distributor and supplier members of PPAI's Marketing Information and Research Action Group. The questionnaire was first pre-tested with a group of 27 people before final changes were made. It was launched via e-mail to a panel of 1,050 businesses in the U.S. through panel provider company MarketTools Inc., based in San Francisco, California. The e-mail survey link was sent by PPAI to MarketTools Inc. which then sent the link to their panelists to complete. The panel of respondents represented various demographics organizations of various sizes in terms of sales as well as by number of employees. Data collection started in the last week of October and was complete by the first week of November. The margin of error for the survey is +/-3.02 at the 95-percent confidence level.

Calendar Usage Patterns

Importance Of Calendars In Daily Life

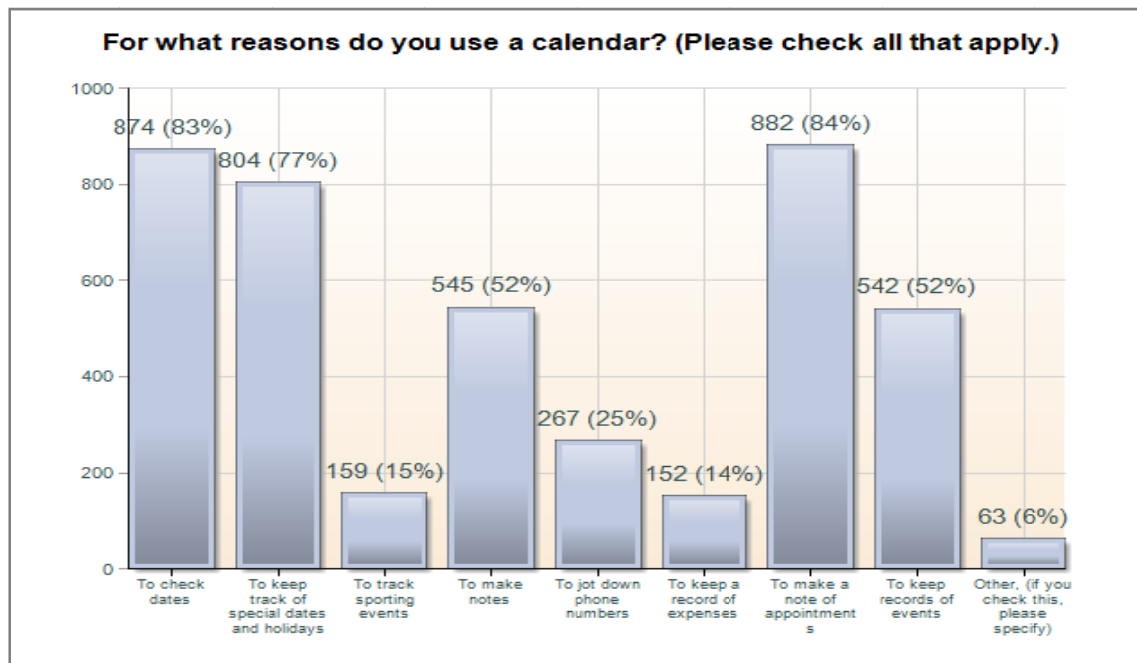
The first and foremost goal was to examine general calendar usage patterns in the 1,050 businesses surveyed. We wanted to find out just how important calendars are to the average employee. With numerous options available to check dates along with the fact that computers are an integral part of the workplace, the hypothesis is that the role of the printed paper calendar or other physical calendars have diminished over the last decade. We asked respondents to state how important calendars were to their work or daily personal activities. Eighty-four percent of respondents employed reported that calendars were either, important, very important or extremely important in their daily activities.



Sixteen percent of respondents reported that calendars were either unimportant or only slightly important to them.

Reasons To Use A Calendar

When asked for reasons as to why they used a calendar, answers were fairly typical.



The Predominant Reasons Reported For Using A Calendar Were:

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- To check dates – 83 percent of people reported using a calendar to check dates
- To make a note of appointments – 84 percent
- To keep track of special dates and holidays – 77 percent
- To make notes – 52 percent
- To keep a record of events – 52 percent
- Jotting down phone numbers, keeping a record of expenses and to track sporting events were also some of the mentioned uses.

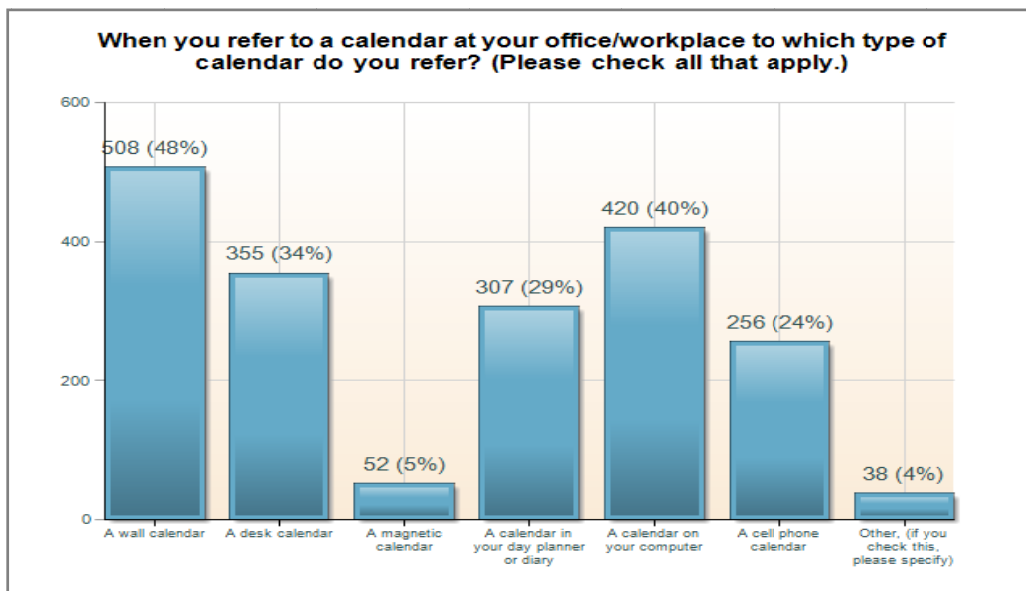
When reviewing the other comments as specified by respondents, these below were some other reasons listed for use of calendars at work:

1. For to-do lists
2. To keep track of when to pay bills
3. To estimate bill pay dates
4. Forward planning of events
5. Schedule employees' days off
6. Record daily activities and when bills are due
7. Record employee vacations
8. Schedule shipments, processing deadlines
9. To track business mileage on specific days
10. Timesheets
11. Keep track of paydays
12. Short notes for appointments
13. To watch when I have to make payments
14. Business renewals
15. Conference call numbers
16. Check other people's schedules
17. Schedule work projects
18. To show when good customers owe money
19. To plan business trips
20. To track orders and make orders
21. To keep track of other people's appointments

Calendar suppliers could customize calendars with some of the specific uses listed above so that the calendar will remain an integral part of the workplace.

Types Of Calendars Referred To At the Workplace

Respondents were asked what type of calendars they use when they refer to a calendar:



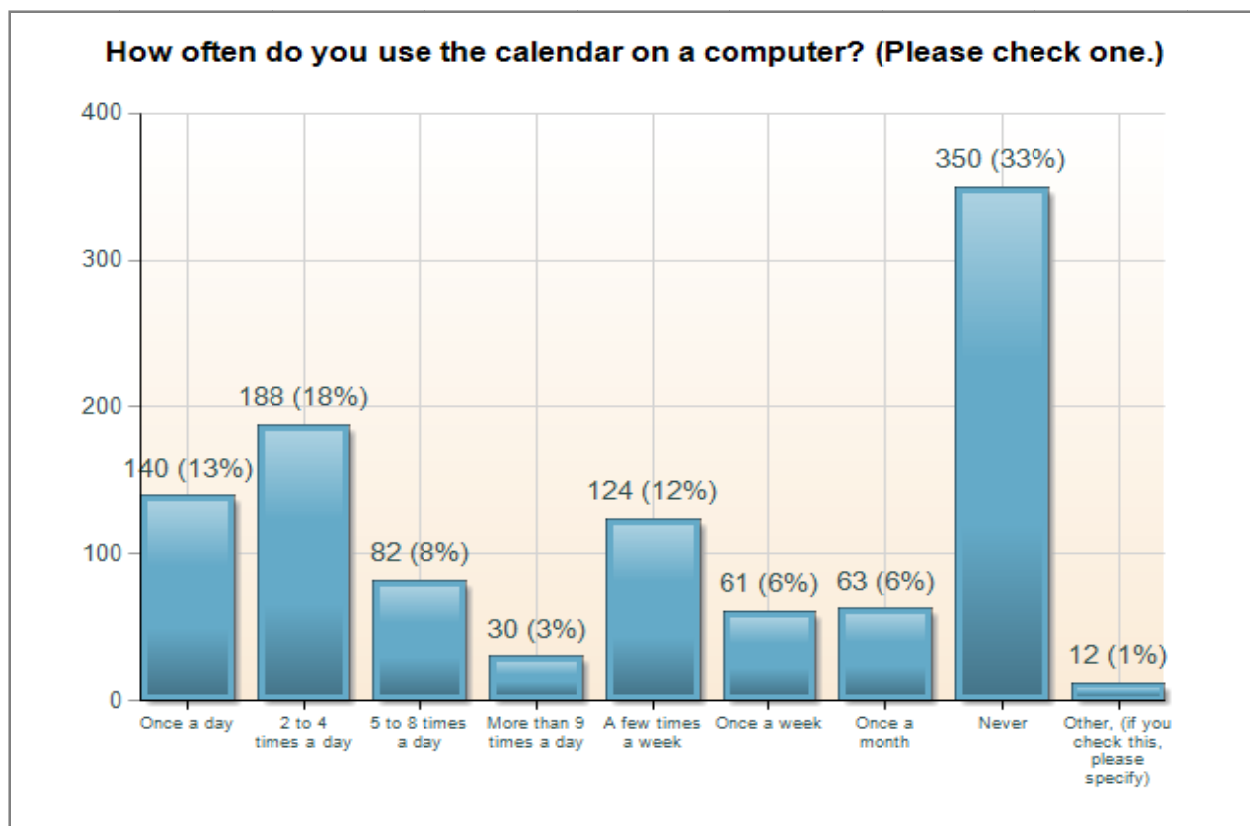
Respondents could check *all* the different types of calendars they referred to:

- The wall calendar took the top spot with 48 percent of respondents reporting that they referred to a wall calendar
- Forty percent of respondents stated that they referred to calendars on their computer
- Twenty-nine percent referred to a calendar in a day planner
- Thirty-four percent reported referring to a desk calendar
- Twenty-four percent referred to a cell-phone calendar
- Five percent referred to a magnetic calendar
- Four percent referred to “other” calendars

Surprisingly the percentage of respondents that state they refer to a calendar on their computer is forty percent. Given that it is the workplace, where the computer plays a big role, this result is somewhat perplexing.

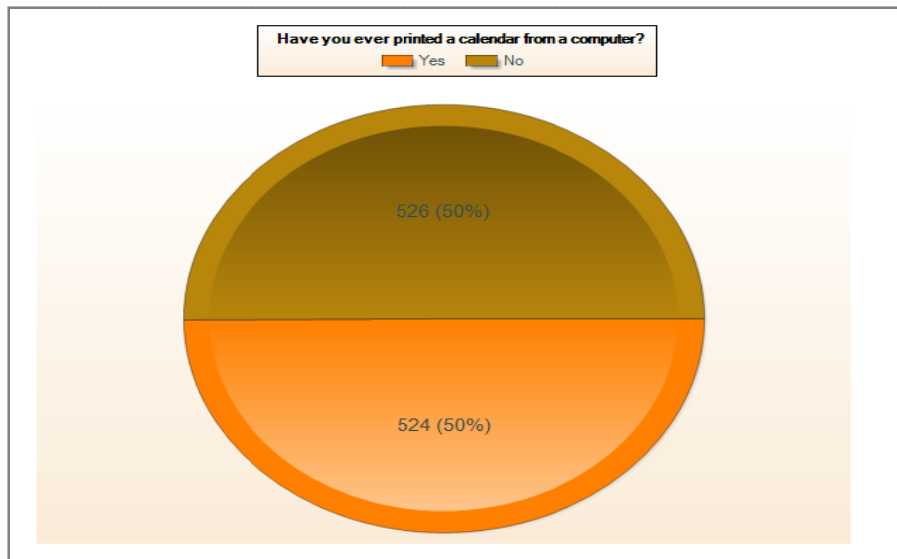
How Often A Calendar Is Used On A Computer

Since computers play a big role at the workplace, the answers to this question surprised us. A third (33 percent) of respondents in the workplace did not use a calendar on the computer. A review of literature from research conducted in 2000 showed that physical calendars (such as wall calendars, desk calendars, etc.) still played a fairly large role in the workplace. A decade later, this may still be the case as we find in this study that 33 percent of respondents stated that they *never* use a calendar on the computer. This figure is only slightly less than the 33 percent of households that reported they never use a calendar on the computer in a parallel study we released in December 2010. Since we did not define what exactly a calendar on a computer could be, their responses would include all kinds of calendars on the computer - namely calendars in contact and e-mail software (such as Outlook), or a calendar on the desktop (found under “accessories” on most computers), other software calendar and time function programs or online calendars so prevalent on the web. Six percent reported using a calendar on the computer once a week and another 12 percent reported using it a few times per week. Six percent of respondents reported using it once a month. This leaves approximately 42 percent of respondents who could be described as “regular” users of their calendars on the computer at work. They range from people who used it between once a day to those using it more than nine times a day. The one percent of respondents who said “other” reported infrequent use in their responses.



Printing A Calendar Off The Computer

We found in the previous question that frequent users of calendars on the computer at work amount to 42 percent. We wondered if they perhaps used a printed version of their computer calendar at work. We asked if they had ever printed a calendar off their computer at work. Printing their calendars off from work allow people to synchronize home and work activities in a physical form. Printing a calendar off the computer also provides people the opportunity to keep paper trails. Answers to the question show that about 50 percent of employees surveyed have not ever printed a calendar off their computer. The fact that half of them had at some point printed their calendar off their computer says that they do rely on printed copies occasionally perhaps for the convenience of portability.



Frequency Of Use Of Calendars On The Cell Phone

Respondents were asked how often they used the calendar on their cell phone. Results show:

- Forty-six percent of respondents *never* used the calendar on their cell phone
- Ten percent use a cell phone calendar once a month
- Six percent of respondents state that they use a cell-phone calendar once a week
- Twelve percent report using it a few times a week
- Six percent use it once a week
- Two percent use it more than nine times a week
- Nine percent report using it once a day, another eight percent use it two to four times a day, and five percent use it five to eight times a day

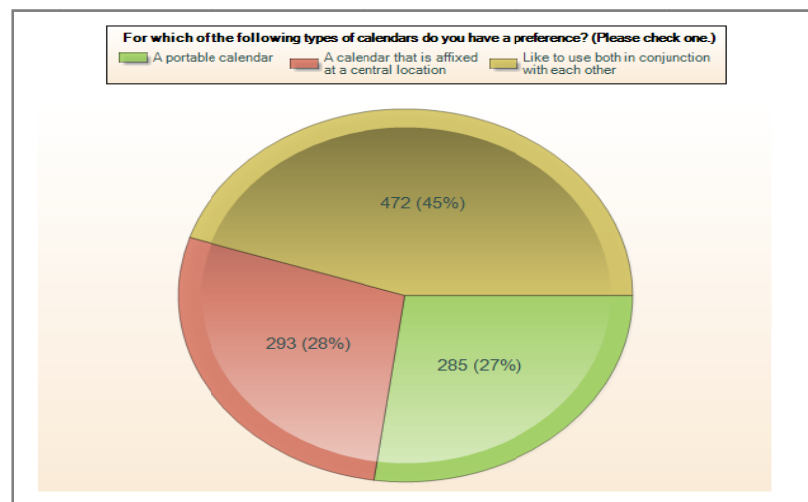
Once again, respondents surprised us, showing that cell-phone calendar use is not as prevalent as perceived, with only approximately 22 percent citing daily usage. Eighteen percent cite weekly usage.

Preference Of Portable Calendars Versus Calendars Found At A Central Location

Portable calendars may not be such an issue for people who are employed as they have their calendars handy at work. On the other hand, those who have long commutes to and from work may need to have access to their home calendars as well and may have a preference for portability. Portable calendars are not a new concept that came in to being with the electronic age. Examples of ancient portable calendars have been found from the Roman period. Evidence has been found of the existence of portable monthly calendars that were used by members of the Roman army. These portable calendars existed in the form of tablets and have been found in France in the late 19th century. (Source: Dorset Archeology Newsletter)

We asked if there was a preference for portability.

- Forty-five percent of respondents stated that they prefer to use both a physical calendar in conjunction with a portable calendar
- Twenty-eight percent prefer a calendar that is affixed at a central location
- Twenty-seven percent prefer to use a portable calendar

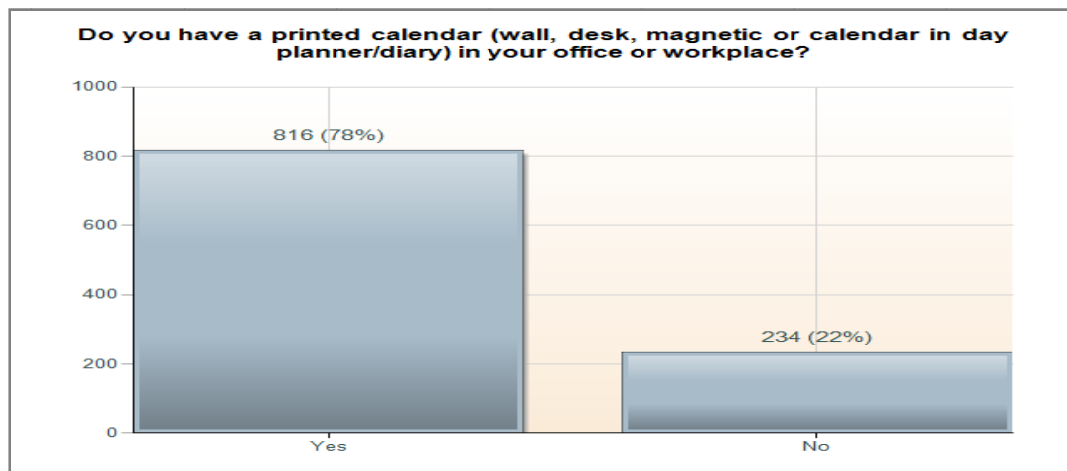


Printed Calendars

Presence Of Printed Calendars At The Workplace

Not long ago there was a prediction that paper calendars would disappear from the workplace and be replaced by new technologies. Then we came across research (Belotti and Smith, 2000) that found that despite the availability of new technologies, traditional paper calendars such as the wall calendar, day-timers and desk calendars were still heavily used at the workplace. So keeping this finding in mind we asked respondents whether they had a “printed” calendar at their office or workspace. We did not expect to find a heavy reliance on paper calendar products. Examples of a “printed calendar” were illustrated by mentioning different types such as wall calendars, desk calendars, magnetic calendars or calendars in day planners or diaries. The intent was to give them a sufficient number of examples of printed **physical** calendars so that they could respond accurately to the question we posed.

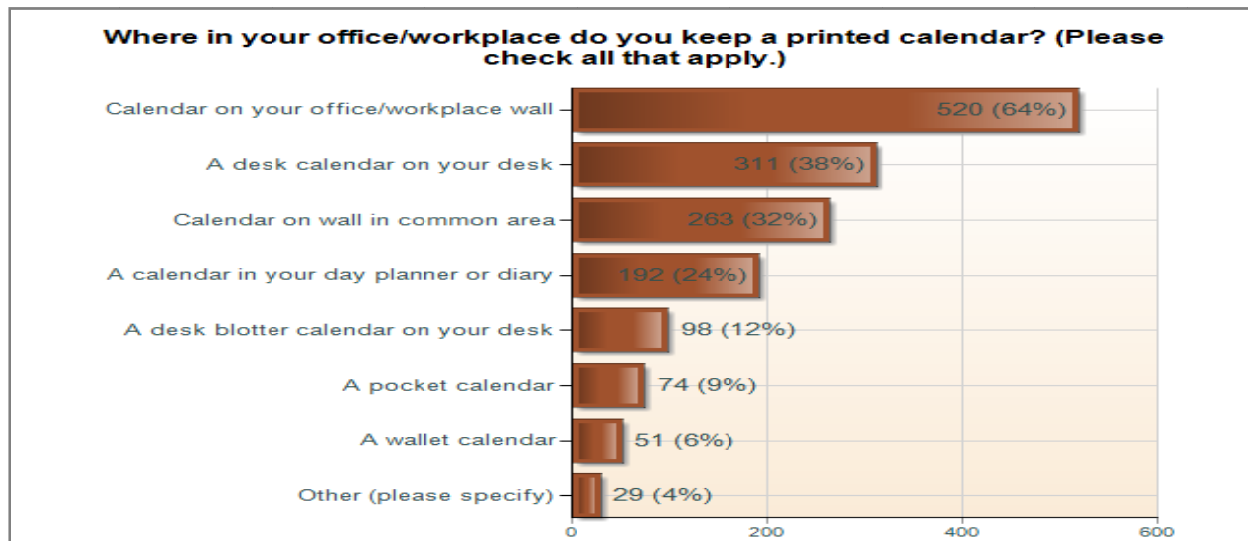
When asked if they had a printed calendar, **78 percent** (or 816 people out of the 1,050 employees surveyed) reported having a printed calendar at their workplace. In contrast, in the calendar study done in 1981 for the Calendar Advertising Council, a 100 percent of those surveyed back then had at least one physical/ printed calendar at their workplace. With advances in technology and the presence of calendars in cell phones, laptops, PDAs and other portable gadgets, the fact that 78 percent of employees had a printed calendar at their work is still surprising and good news for suppliers of print calendars.



Location Of Printed Calendars In The Office or Workplace

**Note: The next few questions applied to those who had a printed calendar in their office or workplace, those 78 percent (or 816 out of 1,050) employees at businesses in the sample who answered they did.*

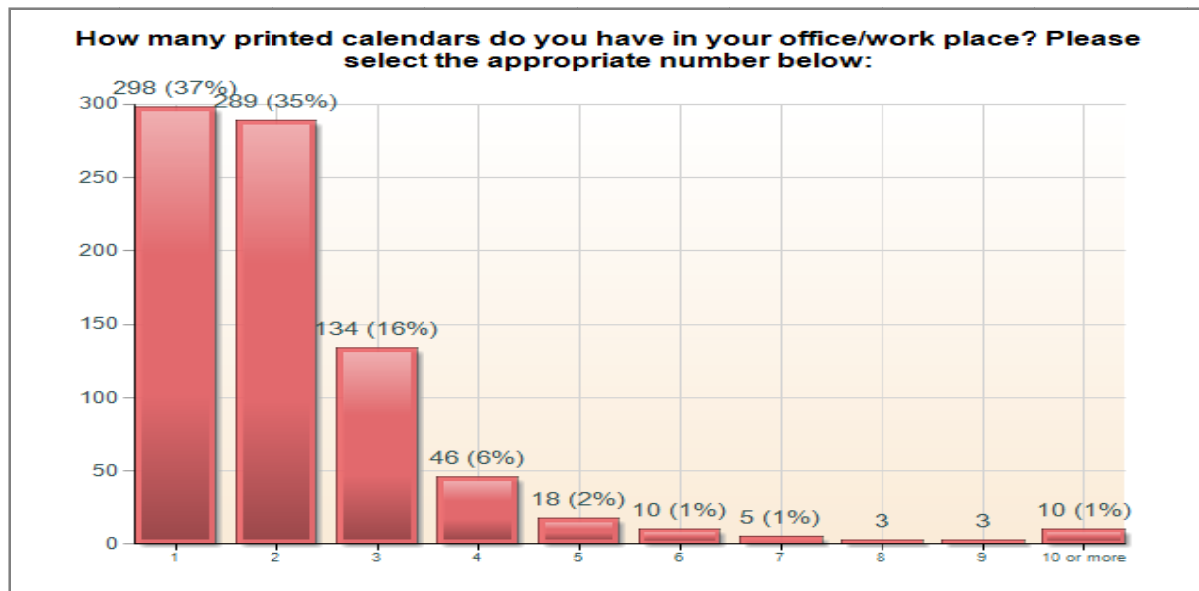
Respondents were asked to report the various locations in which they had a printed calendar. The chart that follows shows the prime locations for calendars in the workplace.



- The office wall is the prime location for the workplace calendar with 64 percent of respondents.
- In addition, another 32 percent report having a wall calendar on a wall in a common area. So these two locations alone make the wall calendar the most common type of calendar present at work.
- The second leading area for the location of a calendar was the office desk with 38 percent of respondents stating that they had a calendar on the desk.
- The day planner was the next most commonly mentioned by 24 percent of respondents. This along with the desk calendar makes the office desk the second most common location for a calendar.
- Twelve percent of businesses reported having a desk-blotter calendar.
- Fifteen percent had a pocket or wallet calendar.
- Four percent mentioned “other” locations. When we delved deeper to determine what they meant by “other” locations, we found that people were printing out calendars that they had on their computer and keeping it on the desk for quick reference.

Number Of Printed Calendars In The Office Or Workplace

Respondents were asked to state how many calendars they had in the office/ workplace.



We wanted to calculate the average number of printed calendars in the office/workplace of the respondent. If somebody had 10 or more printed calendars, we treated this as an outlier for the calculation of the “average.” The outliers amounted to 10 respondents.

- **First, the average number of printed calendars per office was 2.10 calendars. In 1981, this number was 2.56.**
- Thirty-seven percent of respondents stated that they had one calendar in their office or workplace.
- Another 35 percent reported having two calendars in their workplace or office.
- A fourth (25 percent) of the respondents had between three and six calendars in the office.
- Two percent had between eight and 10 calendars at work.

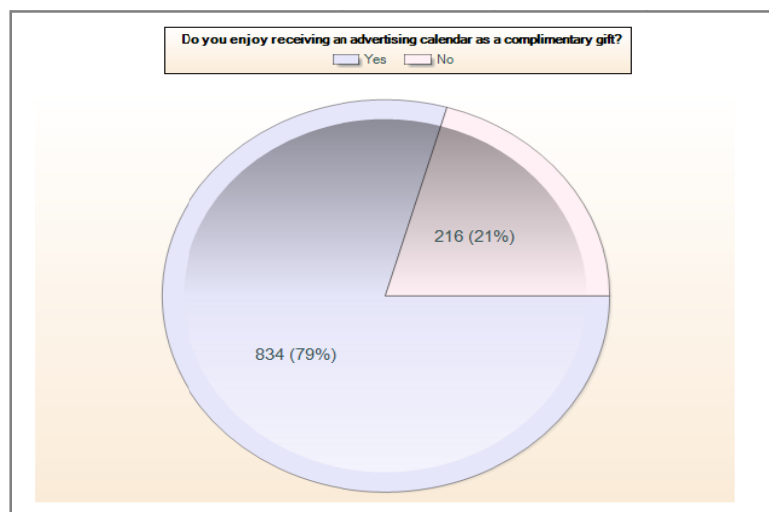
Advertising Calendars Or Promotional Calendars

Obviously, the area most critical to the promotional products industry is the “advertising calendar.” We asked questions about attitude toward advertising calendars; types of advertising calendars respondents were likely to keep; questions that would measure effectiveness of calendars as an advertising medium; the impact of these calendars and finally, recall of the advertiser and the messaging imprinted on the

calendar. We also tried to gauge respondents' general attitude to receipt of advertising calendars. We first defined advertising calendars as the following: "An advertising calendar is one that is customized and imprinted usually with the company name, logo and contact information. These calendars are promotional in nature and are typically given out for free by a company to its customers, vendors and sometimes employees."

Attitude Toward Advertising Calendars As A Complimentary Gift

The majority (79 percent) of respondents enjoy receiving calendars as a complimentary gift.

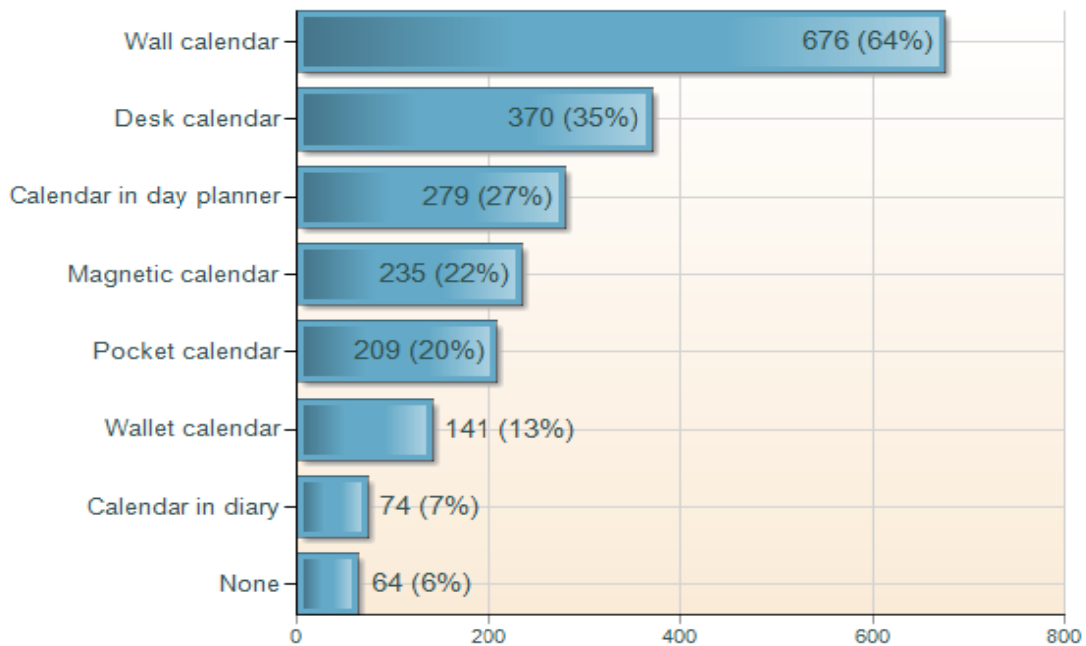


Types Of Advertising Calendars Respondents Would Use And Keep

When asked what types of advertising calendars respondents were most likely to keep and use, not surprisingly, the wall calendar came out on top followed by desk calendars, calendars in a day planner, magnetic and pocket calendars. These findings were similar to the household study we released in December 2010.

Only six percent stated they would not keep a free advertising calendar.

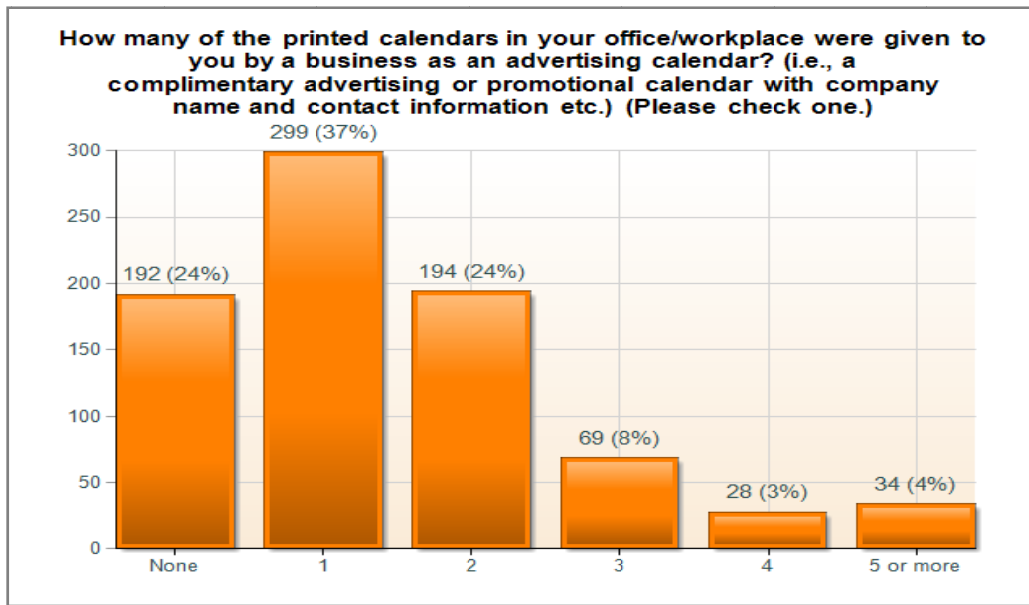
Which of the following types of advertising calendars are you most likely to keep and use if you receive a complimentary calendar? (Please check all those that apply.)



Number Of Advertising Calendars Present At Work

Of the 816 employees who had a printed calendar at their workplace, we asked how many were advertising calendars:

- Seventy-six percent of employees at work that had a printed calendar at work had **at least one** advertising calendar. This number was again similar to household recipients we surveyed in a calendar study from December 2010.
- Thirty-seven percent of businesses reported having one advertising calendar
- Twenty-four percent had two advertising calendars
- Eight percent had three advertising calendars
- Three percent had four calendars
- Four percent had five or more calendars



- Of those who had a printed calendar at work, we know that 76 percent had an advertising calendar. But we also know that if we looked at the entire sample of businesses surveyed regardless of whether they had a printed calendar or not, 59.4 percent of the sample (or 624 businesses out of the 1,050 surveyed) had one or more advertising calendars in their office/ workspace that they had received as a complimentary gift. In other words, almost six out of 10 businesses surveyed had an advertising calendar. In the 1981 study sponsored by the Calendar Advertising Council, 45 percent of respondents had reported receiving an advertising calendar as a complimentary gift. Another 40 percent had calendars supplied by the company they worked for. Evidently, today there are more advertising calendars present in the workplace than in the past. Also since most companies have calendars on their computers, it is more than likely that fewer companies give their employees calendars as they did in 1981.

So how effective are advertising calendars?

Recall Of Advertiser's Name And Product On Advertising Calendars Received

We looked further into the group of 624 businesses that reported that they had an advertising calendar at their office/workspace. Those who had an ad calendar were divided into five groups based on the number of calendars they had received—namely one, two, three, four and five or more calendars. We then asked each group to try and recall:

- Who gave them the calendar – we asked for the name of the company
- What product or service/message was advertised on the calendar
- If they had done business with the advertiser prior to receiving the calendar from them
- Whether they had a favorable impression of the company that gave them the calendar
- Whether they would be likely to do business with the advertiser in the future and
- Whether they would recommend the advertiser to a friend

Results are presented for three groups below, namely those who had one, two or three advertising calendars. Group one had 299 people in it that had received one advertising calendar. Group two had 194 people who had two ad calendars and group three had 69 people who had received three ad calendars. The other two groups had too few responses (28 and 34) in order to present statistically relevant results.

Group 1: Those businesses that had one advertising calendar in their possession:

Two hundred and ninety-nine respondents had at least one advertising calendar in the office. The results below are what every advertiser hopes for:

- Almost eight out of 10 (75.3 percent) recipients of an advertising calendar remembered the name of the company and 77.3 percent remembered the product or service advertised.
- Almost eight out of 10 (77.3 percent) had previously done business with the company that gave them the calendar.
- Almost eight out of 10 (77.6 percent) recipients plan to do business with the advertiser in the future.
- Six out of 10 (61.2 percent) recipients had a more favorable impression of the advertiser.

- Almost five out of 10 recipients (48.8 percent) reported referring someone else to the advertiser on the calendar.

So what about those who had received two advertising calendars? How did they do?

Group 2: Those businesses that had two advertising calendars in their possession:

One hundred and ninety-four respondents had at least two advertising calendars in their office/workspace. Of this group:

- Almost eight out of 10 (77.7 percent) recipients of ad calendars remembered the name of Company One and almost six out of 10 (63 percent) could recall the name of Company Two.
- Seven out of 10 (72.7 percent) recipients remembered the product or service of Company One and six out of 10 (65.5 percent) could recall the product/service of Company Two
- 82.5 percent of recipients had previously done business with Company One and 71.6 percent with Company Two.
- 83.5 percent of recipients plan to do business in the future with Company One and 71.1 percent with Company Two.
- 66.5 percent of recipients had a more favorable impression of Company One and 57.7 percent of recipients of Company Two.
- 55.2 percent of recipients reported referring someone else to Company One and almost 42.8 percent to Company Two.

The numbers above speak extremely well for calendars as an ad medium plus speak well for the use of ad calendars for repeat business, good will and referral – key ingredients in any advertising campaign.

Group Three: Those businesses that had three advertising calendars in their possession:

Sixty-nine business respondents reported having three advertising calendars in the office or workspace. Of this group:

- 78 percent could remember the name of Company One, 71 percent could remember the name of Company Two and 59.4 percent could remember the name of Company Three
- 72.5 percent could remember the type of product or service advertised on the calendar given by Company One, 66.2 percent could remember the product or service of Company Two and 56.5 percent could remember the product or service of Company Three.

- 80 percent had done business with Company One prior to receiving a calendar from them. 73.9 percent had done business with Company Two before receipt of calendars and 68.1 percent with Company Three prior to receiving calendars from them
- 60.9 percent reported having a more favorable impression of Company One, 58 percent had a more favorable impression of Company Two and 55.1 percent with Company Three
- 80 percent plan to do business with Company One in the future, 75.4 percent with Company Two and 69.6 percent with Company Three
- 59.4 percent had referred somebody else to Company One and 52.2 percent to Company Two and 52.2 percent to Company Three

The following table has results of all three groups and will help better compare numbers across the groups

	Group One <i>People Who Had Received One Advertising Calendar (N=299)</i>	Group Two <i>People Who Had Received Two Advertising Calendars (N=194)</i>		Group Three <i>People Who Had Received Three Advertising Calendars (N=69)</i>		
	Calendar One Percent of Respondents	Calendar One Percent of Respondents	Calendar Two Percent of Respondents	Calendar One Percent of Respondents	Calendar Two Percent of Respondents	Calendar Three Percent of Respondents
Recall of Company Name (Advertiser)	75.3 %	77.3 %	63.4 %	78.3 %	71 %	59.4%
Recall of Product Advertised	77.3%	72.7%	65.5%	72.5%	66.2%	56.5%
Had previously done business with the advertiser	77.3%	82.5%	71.6%	79.7%	73.9%	68.1%
Has a favorable impression of the advertiser	61.2%	66.5%	57.7%	60.9%	58.0%	55.1%
Plans to do business with the advertiser in the future	77.6%	83.5%	71.1%	79.7%	75.4%	69.6%
Has referred someone else to the advertiser	48.8%	55.2%	42.8%	59.4%	52.2%	52.2%

Comparing the groups we have the following results:

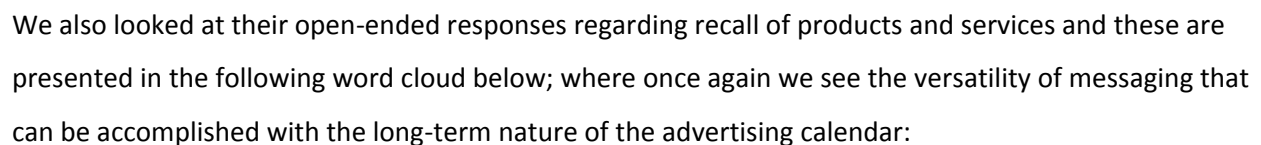
Group Two (Recipients of two calendars) and Group Three (Recipients of three calendars) in most situations had **higher** rates of recall of company name, had a higher rate of plans to do business with

the advertiser, and higher referral rates than Group One with regard to the first calendar they received. Recall of product/service was marginally lower than in Group One. They also had a more favorable impression of the advertiser on Calendar One than the group who had received only one calendar. These results were surprising, as the assumption could be made that the greater the number of calendars in the workspace, the greater the impediment to recall rates, referral rates and possible future business plans.

So the multiplicity of advertising calendars does not necessarily affect the impact of the advertising of the first calendar they received. This is good news for all advertising calendar groups – suppliers, distributors and advertisers. The rates of recall and impact of the second and third calendars are slightly lower than the first calendar but still brings in impressive rates of recall, repeat business and referrals.

- Between 69 percent and 83 percent of recipients in all three groups plan to do business with the advertisers in the future. This is powerful.
- In looking at responses of those who had received four or five advertising calendars, those respondents also reported high rates of plans of repeat business and referral. The cell sizes of respondents were fewer and therefore not statistically relevant so it is not reported here.
- All of the above points to the power of calendars as an effective promotional product but also speak to the effectiveness of this as an advertising medium. Specifically to:
 - a. Aid recall in advertising
 - b. Elicit referrals
 - c. Create a greater propensity for repeat business
 - d. Shows proof of loyalty
 - e. Conveyance of a message
 - f. Creating/extending brand recognition
 - g. Are a powerful tool in soliciting repeat business

We took a look at the responses of the respondents and have presented a sampling of the results in a “word cloud” image below. These are **actual responses** of names of advertisers provided by respondents. You’ll find a grand mix of national and local advertisers from quite a variety of industries and services:





Kinds Of Industries That Had Given An Advertising Calendar

While respondents who had advertising calendars had already told us which company had given them calendars we asked them to tell us the industries from which they had received calendars. Results presented below:

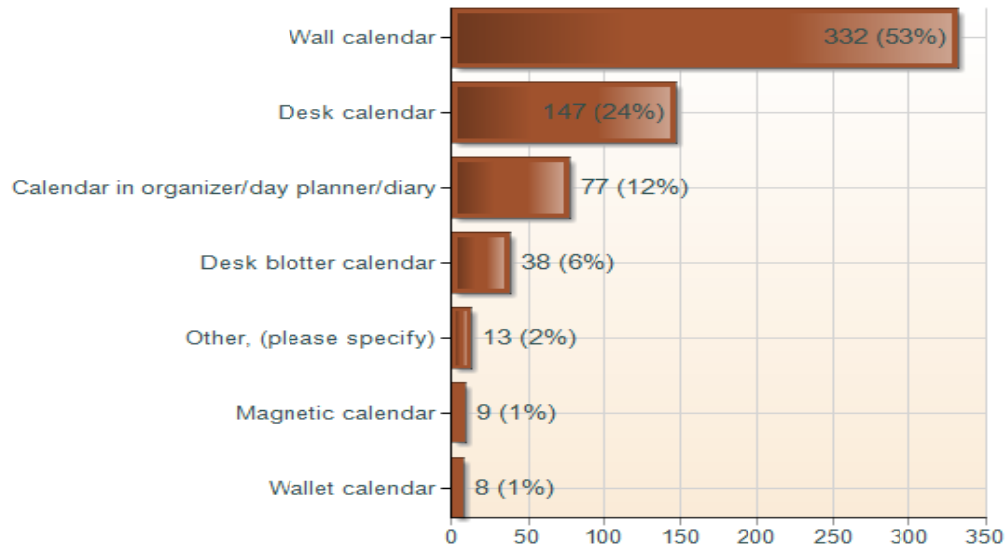
Type Of Industry	Number	Percent
Banks/credit unions/financial institutions	264	42%
Insurance agencies	245	39%
Government	30	5%
Doctor's offices/medical facilities	60	10%
Nonprofit groups/charities/churches/ membership organizations etc.	208	33%
Real estate agents	157	25%
Education	34	5%
Restaurant/hospitality	72	12%
Retail	162	26%
Media/entertainment	42	7%
Service providers (utilities, etc.)	141	23%
Employers	41	7%
Other	113	18%

As you can see above, banks, insurance agencies, nonprofits and charities, real estate agents, retail and the service industries were the biggest givers of advertising calendars. They are also among the top buyers of promotional products in general as we have found in other studies conducted by PPAI.

Types Of Advertising Calendars Used Most Often By Respondents

Respondents were asked which type of advertising calendars they had in their possession was used the most often. As always, the wall calendar comes out on top. More than half (53 percent) of respondents stated that they used the wall calendar the most often followed by the desk calendar (24 percent) and the day planner (12 percent).

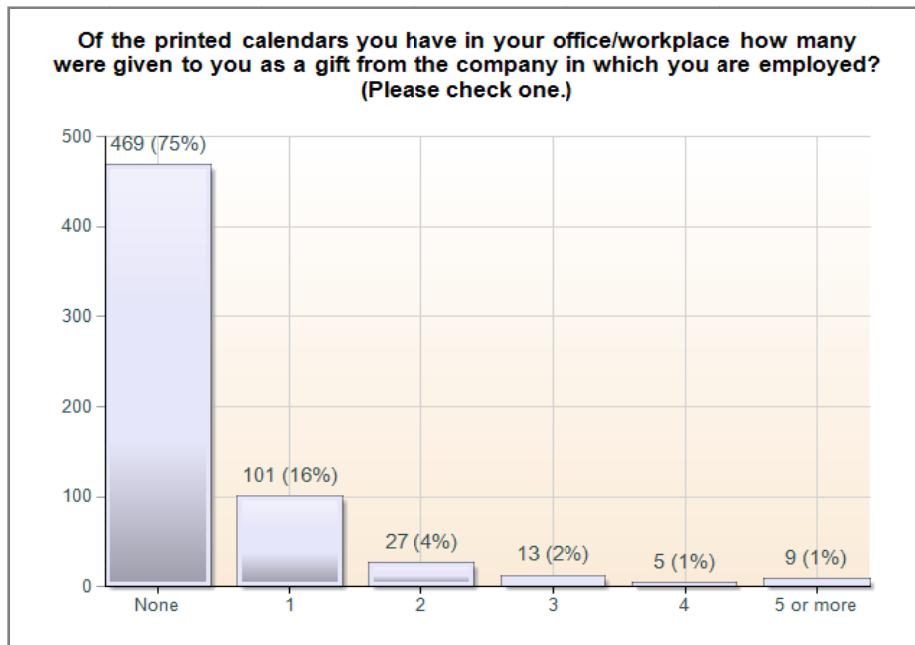
Of all the types of printed advertising calendars that you have at office/workplace which one do use the most often? (Please check one.)



When reviewing the most common type of calendar mentioned under “other”, we noted that it was a pocket calendar. Suppliers of advertising calendars should take note that of all the calendar types used. The wall calendar still has the greatest appeal to respondents in a business environment. In the 2000 study by Belotti and Smith, it was found that there was an apparent preference for paper. Interviews with respondents in that study found that there was a general preference for paper as it was easily accessible and “in the way” in an appropriate context. Paper calendars provided for quick and ready reference and did not require the user to “open up” a calendar on the computer and did not require time for retrieving or inputting of information.

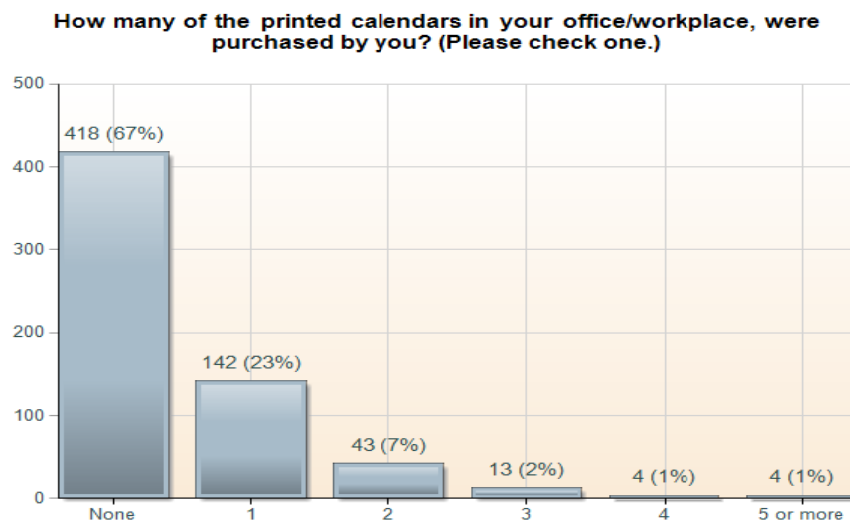
Calendars Currently Present In The Office That Were Gifted By the Company In Which They Are Employed Or Purchased By The Employee:

We were curious to see how many printed calendars currently present in the office were received as gifts from the company in which respondents were employed.



- 16 percent had obtained one calendar from their company and 8 percent had received two or more calendars.

We also checked to see how many people who had printed calendars at their desk or workplace had also purchased a calendar. It turns out that a third of the respondents in the workplace do indeed purchase calendars. This certainly indicates an opportunity for those giving out advertising calendars.

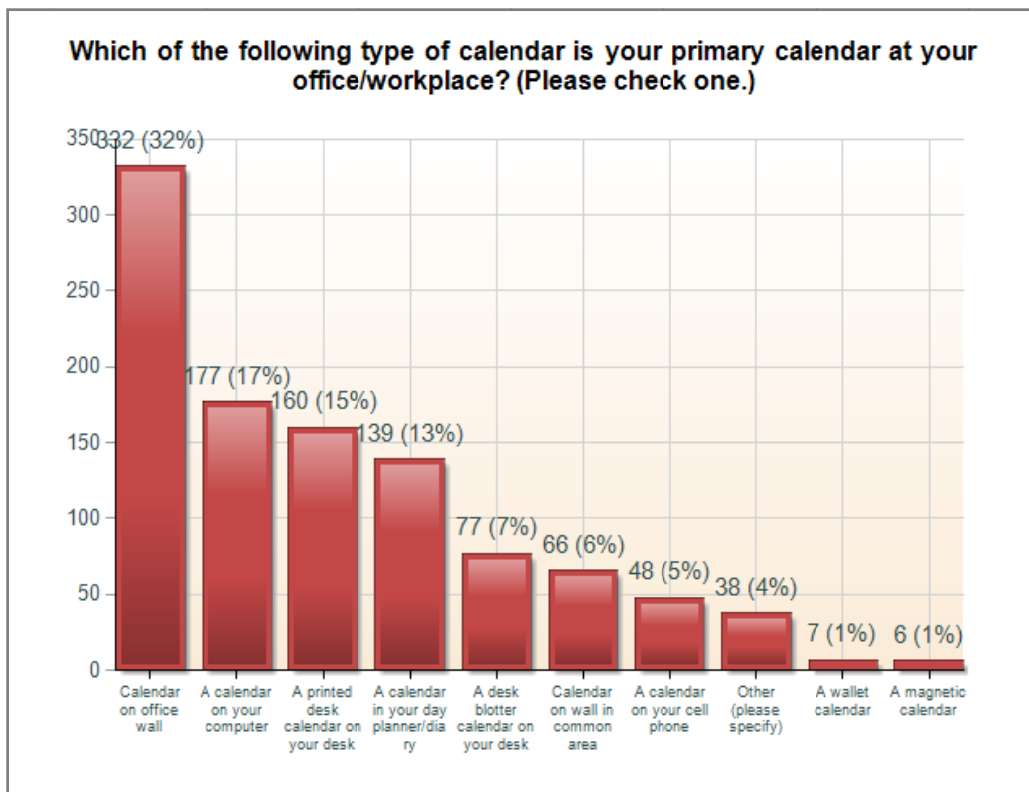


- 67 percent of respondents stated that they had not purchased the printed calendar they had in the workplace.

- We already know from the previous graph that 75 percent of people who had a printed calendar in the workplace did not receive it as a gift from their employer.
- All of this points to the presence of a significant number of advertising calendars in the workplace.
- However, the fact that a third of respondents still purchase calendars for their workplace still provides plenty of room or opportunity for ad calendars.

The Primary Calendar At Work

Human beings are creatures of habit and tend to have a primary way of doing everything. Since we are all habitual beings, we probably have a preference for one particular way of looking for information on dates and days and a preference for one type of calendar. So we researched this further. We wanted to know what type of calendar took on the role of the primary calendar at work. As always, the assumption is that the calendar on the computer is the predominant preference. With an abundance of methods of checking dates available to the average person, this was important to find out. This section of the report gets feedback from all 1,050 business respondents regardless of whether they had a printed calendar in their workspace.



- When looking at the responses, it is evident that that the printed calendar is still the primary calendar used.
- Majority (32 percent)of the respondents use a wall calendars as the primary calendar
- 17 percent use the calendar on their computer
- 15 percent of respondents use a desk calendar and another 13 percent use a desk blotter calendar and six percent use a wall calendar in a common area
- One percent use a wallet calendar and one percent a magnetic calendar
- Five percent use a calendar on their cell phones and four percent use some other format as they specified. These other formats specified included PDAs, calendars on the computer which are synced to their phones, etc.
- When you add up all the different **printed** forms of calendars used as a primary calendar, it adds up to 75 percent or three-fourths of all business respondents. This is huge for the printed calendar business as well as a huge potential for advertising calendar manufacturers.
- When we conducted a parallel study of households in December 2010, we also asked them a question about their primary calendars at work. Wall calendars were the primary calendars at work for 33 percent of those household residents that were employed, the desk calendar was the primary one for 22 percent of those employed followed by 13 percent of household members who said that a desk blotter was their primary calendar at work. The number of wall calendars present as found in this study of businesses closely mirrors the number we found in the parallel study of those household members that were employed.

When cross tabulations were run on primary calendar by “size of company” in terms of revenue, it was noted that the majority of companies were small companies with under \$100,000 in revenue. So responses were naturally skewed heavily to the smaller companies whereas a greater percentage of larger companies with \$100,000,000 in revenue had a greater tendency to use a calendar on their computer. See table on next page:

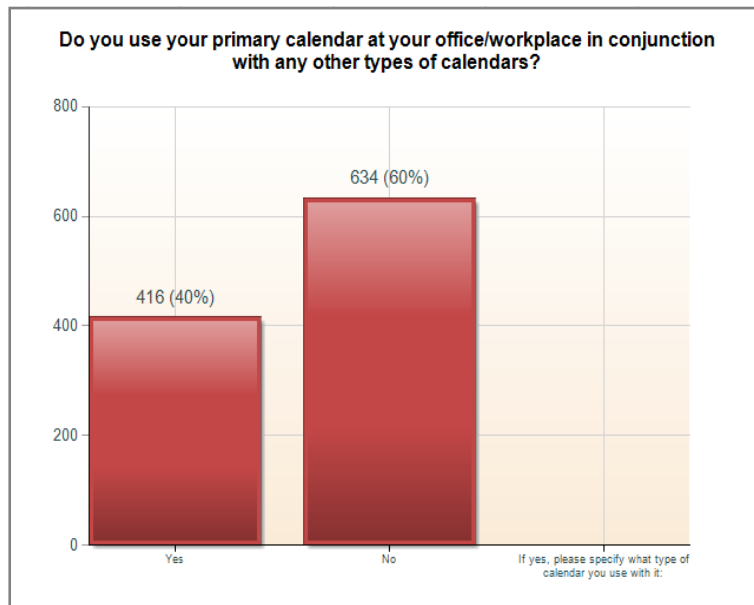
Annual Revenue	Total*	Which of the following type of calendar is your primary calendar at your office/workplace?									
		Calendar on office wall	Calendar on wall in common area	A printed desk calendar on your desk	A desk blotter calendar on your desk	A calendar on your computer	A magnetic calendar	A calendar on your cell phone	A calendar in your day planner/diary	A wallet calendar	Other
	1050	332	66	160	77	177	6	48	139	7	38
Under \$100,000	466 44.40%	159 47.90%	38 57.60%	63 39.40%	21 27.30%	52 29.40%	4 66.70%	24 50.00%	72 51.80%	4 57.10%	29 76.30%
\$100,000 to \$499,999	169 16.10%	66 19.90%	10 15.20%	30 18.80%	10 13.00%	20 11.30%	0 0.00%	9 18.80%	22 15.80%	0 0.00%	2 5.30%
\$500,000 to \$999,999	71 6.80%	16 4.80%	5 7.60%	17 10.60%	10 13.00%	11 6.20%	0 0.00%	1 2.10%	9 6.50%	0 0.00%	2 5.30%
\$1,000,000 to \$4,999,999	95 9.00%	38 11.40%	5 7.60%	15 9.40%	7 9.10%	19 10.70%	0 0.00%	3 6.30%	6 4.30%	1 14.30%	1 2.60%
\$5,000,000 to \$9,999,999	48 4.60%	12 3.60%	0 0.00%	11 6.90%	7 9.10%	14 7.90%	1 16.70%	0 0.00%	3 2.20%	0 0.00%	0 0.00%
\$10,000,000 to \$49,999,999	62 5.90%	16 4.80%	2 3.00%	6 3.80%	6 7.80%	18 10.20%	0 0.00%	3 6.30%	7 5.00%	1 14.30%	3 7.90%
\$50,000,000 to \$99,999,999	30 2.90%	6 1.80%	2 3.00%	6 3.80%	5 6.50%	6 3.40%	0 0.00%	1 2.10%	3 2.20%	1 14.30%	0 0.00%
\$100,000,000 and above	109 10.40%	19 5.70%	4 6.10%	12 7.50%	11 14.30%	37 20.90%	1 16.70%	7 14.60%	17 12.20%	0 0.00%	1 2.60%

We also thought it would be interesting to see if age had any impact on the type of calendar being used as the primary calendar. See table below:

Age	Total*	Which of the following type of calendar is your primary calendar at your office/workplace?									
		Calendar on office wall	Calendar on wall in common area	A printed desk calendar on your desk	A desk blotter calendar on your desk	A calendar on your computer	A magnetic calendar	A calendar on your cell phone	A calendar in your day planner/diary	A wallet calendar	Other
	1050	332	66	160	77	177	6	48	139	7	38
18 to 25 years	22 2.10%	8 2.40%	3 4.50%	2 1.30%	0 0.00%	3 1.70%	0 0.00%	2 4.20%	3 2.20%	0 0.00%	1 2.60%
26 to 35 years	132 12.60%	47 14.20%	9 13.60%	20 12.50%	9 11.70%	19 10.70%	1 16.70%	11 22.90%	13 9.40%	1 14.30%	2 5.30%
36 to 45 years	272 25.90%	86 25.90%	18 27.30%	36 22.50%	17 22.10%	59 33.30%	1 16.70%	14 29.20%	29 20.90%	4 57.10%	8 21.10%
46 to 55 years	299 28.50%	89 26.80%	18 27.30%	44 27.50%	27 35.10%	60 33.90%	2 33.30%	14 29.20%	35 25.20%	0 0.00%	10 26.30%
56 to 65 years	194 18.50%	58 17.50%	12 18.20%	37 23.10%	16 20.80%	18 10.20%	2 33.30%	4 8.30%	36 25.90%	1 14.30%	10 26.30%
66 to 75 years	109 10.40%	36 10.80%	5 7.60%	16 10.00%	8 10.40%	16 9.00%	0 0.00%	2 4.20%	19 13.70%	1 14.30%	6 15.80%
75 to 85 years	19 1.80%	8 2.40%	1 1.50%	4 2.50%	0 0.00%	2 1.10%	0 0.00%	1 2.10%	3 2.20%	0 0.00%	0 0.00%
86 or more	3 0.30%	0 0.00%	0 0.00%	1 0.60%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	1 0.70%	0 0.00%	1 2.60%

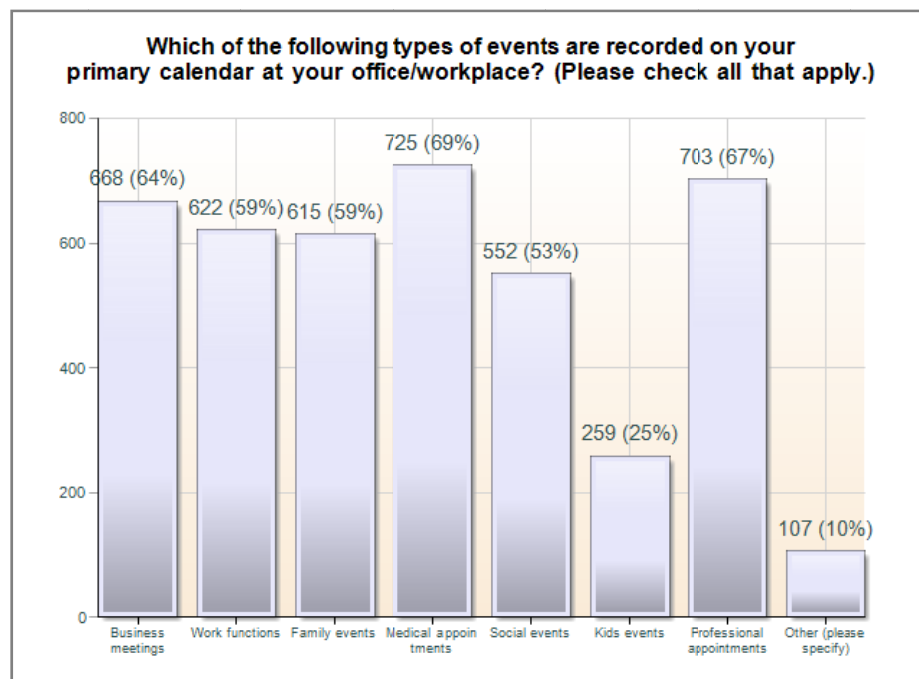
Every way you look at the results of this question and the different age groups, it shows that the majority of primary calendars in use take the form of a printed calendar. Results show that while technology has made significant inroads, it is the printed calendar that is easily accessible and at hand versus a calendar on the computer which requires one to open it up and then look for the information that is needed.

Use Of Primary Calendar At Work In Conjunction With Other Calendars



Clearly the above results show that the majority tend to use only the primary calendar and 40 percent use it in conjunction with other calendars.

Types Of Events Recorded On The Primary Calendar At Work

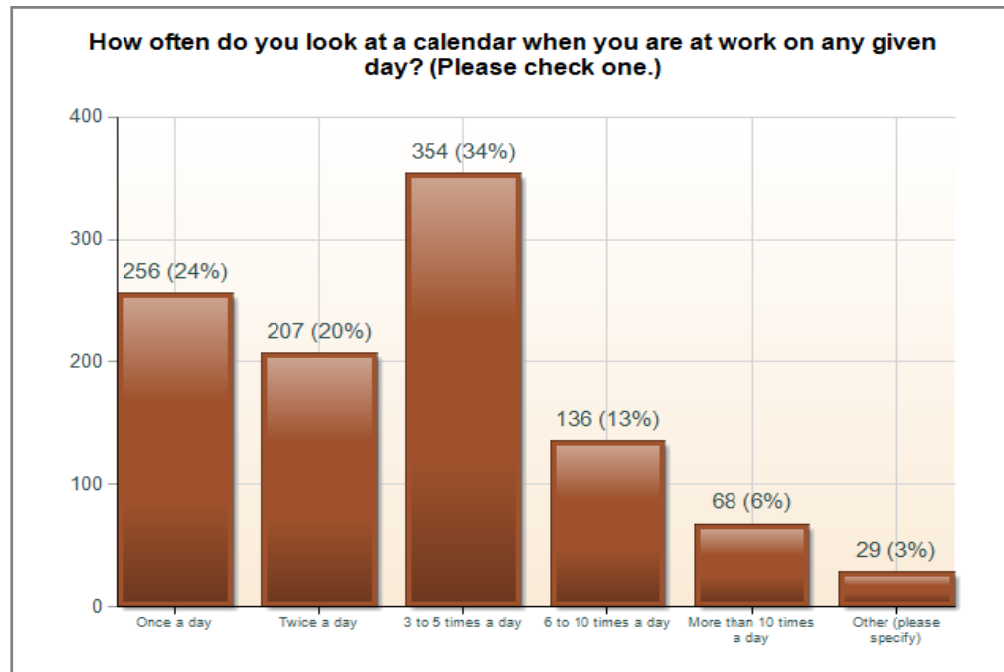


- The chart above shows that the majority of events recorded on the primary calendar at work are not work-related appointments but medical- related appointments (69 percent). This is a clear sign of the times where lines of demarcations of work and home blur. With so many of the employed relying on long commutes, it is necessary to keep this personal aspect of our lives also noted on calendars at work.
- 67 percent record professional appointments at work as appropriate.
- 59 percent keep track of work functions and family events on primary calendars at work.
- 53 percent keep track of family events on their work calendar.

We looked at the “other” specified comments and a review of those revealed that the thrust of these comments centered on the following:

1. To-do lists
2. Vacations
3. Bill due dates
4. Employee vacation dates
5. Lunch appointments
6. Travel dates
7. Performance schedules for employees
8. Important deadlines
9. Important work related data
10. Hair and nail appointments
11. Pet-related data
12. Due dates for bills
13. Time off
14. Work Log
15. Expenses
16. Report and service dates
17. Pet reminders, related info. etc

The Number Of Times A Calendar Is Viewed At Work



Based on the chart above:

- 24 percent view the calendar once a day
- 20 percent view a calendar twice a day
- 34 percent view a calendar between three to five times a day
- 13 percent view a calendar between six to 10 times a day
- Six percent view a calendar more than 10 times a day

When looking at the above, we know that a fifth of respondents look at a calendar once a day, a fourth of respondents look at a calendar twice a day and more than half the respondents (53 percent) view a calendar three or more times a day.

If a calendar costs \$3, do the math.

- How does all of this translate to the number of impressions made on the recipient of an advertising calendar?
- What is the cost per impression for the company that advertises on the \$3calendar?

If you do the math, here is what you come up with:

	1	2	3	4	5	6	7	8	9	10
Impressions per day										
Impressions per year	358	716	1074	1432	1790	2148	2506	2864	3222	3580
Cost of calendar	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00
Cost per impression	\$0.00838	\$0.00419	\$0.00279	\$0.00209	\$0.00168	\$0.00140	\$0.00120	\$0.00105	\$0.00093	\$0.00084

Note we have taken out days for major holidays such as for Christmas, New Year, Thanksgiving, Memorial Day and July 4, resulting in **358 days.*

Addendum: The chart above does not take into consideration weekends, vacation days etc. We calculated number of days at work at a greater number than normal because we had to take into consideration almost 24% -29% of the sample that used "Day Planners" and another 9% that used "Pocket calendars" and yet another 6% that used "wallet calendars" and were likely to take them home with them which would then result in a greater number of impressions. For those who used printed calendars at work such as wall calendars, desk calendars, and magnetic calendars etc, the number of impressions are much lower and should be calculated at the norm of about an **average of 254-260 working days** (estimating for vacation days etc.). This would result in a slightly larger cost per impression ranging from \$0.011538 to \$0.011554 (calculation for 260 days).

When you look at results from earlier in the study where we measured the recall rate of the name of the advertiser and the product advertised, the above costs per impression are well worth and clearly provide a good ROI. Every way you look at it, the calendar is an appropriate advertising medium. When extrapolating value of the ad impression from advertising calendars, these responses once again confirm the extraordinary cost-effective nature of the medium.

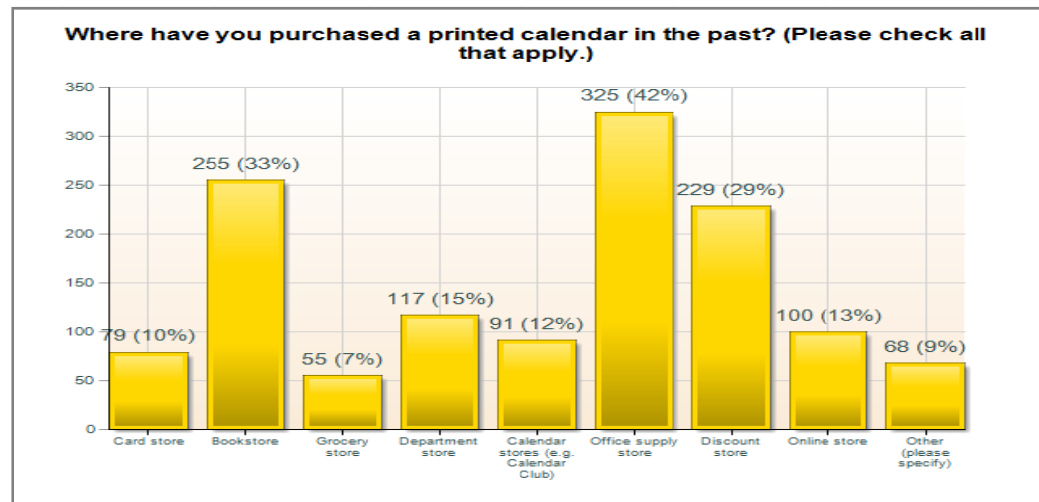
Calendar Purchasing And Gifting Habits Of Business Respondents

Past Purchase Behavior

- Seventy-four percent (n=777) of businesses surveyed had purchased a calendar in the past. This number is similar to the percent of household respondents (72 percent) that had purchased a calendar in the past as reported in the parallel study we conducted in December 2010.
- Twenty-six percent had not.

We looked at age groups to see if purchasing habits differed among the age groups. There were no significant patterns in purchasing habits by age and the distribution was similar to that of the ages reported in the sample distribution.

Where Calendars Were Purchased

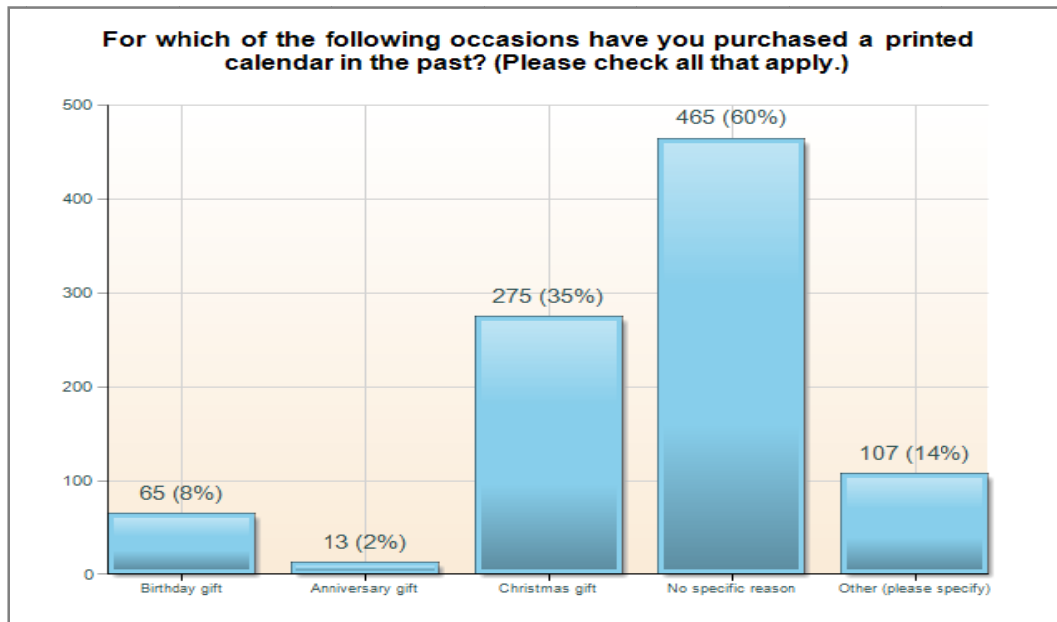


- 42 percent of businesses had purchased a calendar in an office supply store
- 33 percent of businesses had purchased a calendar in a bookstore
- 29 percent had purchased a calendar in a discount store and 15 percent reported getting a calendars from a department store
- 13 percent bought their calendars online
- 12 percent shopped for a calendar at a calendar club store
- 10 percent bought their calendars from a card store and 7 percent had bought their calendars at a grocery store
- Nine percent stated that they had bought their calendar at “other” locations. The open-ended responses mostly specified purchases from Wal-Mart, Franklin Covey, online purchases, craft stores, mall kiosks, drugstores, dollar stores, museum stores and other mail-order stores.

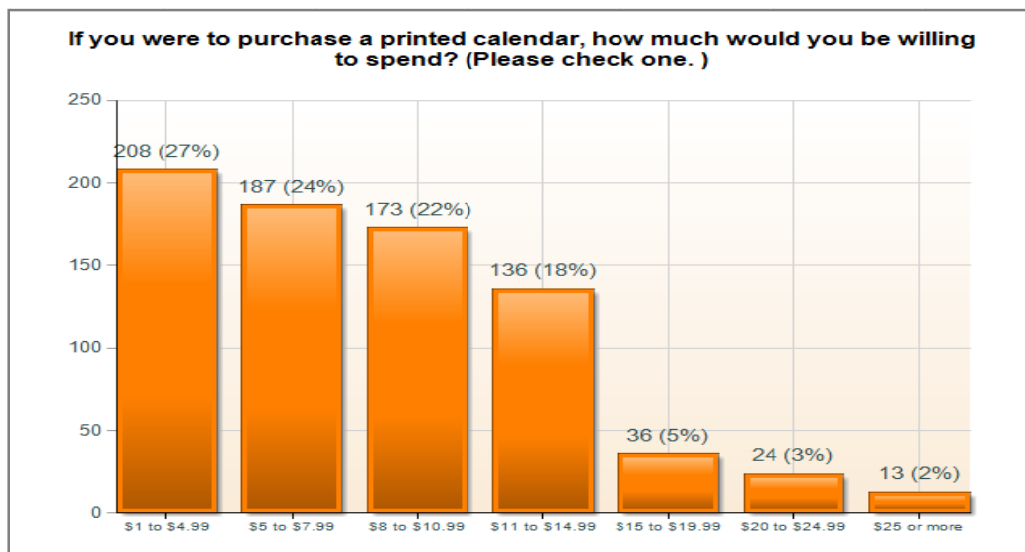
Occasions For Which Calendars Were Purchased

In evaluating purchasing habits, we found that the majority of calendars were not purchased for any one particular occasion. Sixty percent stated that they had no specific reason or occasion for their purchase other than for own use. Thirty-five percent bought calendars as Christmas gifts, eight percent as birthday gifts and two percent as anniversary gifts. Fourteen percent stated that they had “other”

reasons. These included habitual year-end purchases for work, personal use, gifts for business associates, replacement calendars, office supplies and some even mentioned that they bought a calendar because they did not receive a free advertising calendar.



Amount Respondents Would Be Willing To Spend When Purchasing A Calendar



We asked respondents how much they would be willing to spend on a calendar. A little more than a fourth (27 percent) of the respondents stated they would prefer to spend less than \$5. Another 24 percent say they are willing to spend between \$5 to \$8 dollars and 22 percent state they would like to spend between \$8 and \$11. While these are their preferred budgeted amounts for a calendar, very few retail calendars fall within that range. In looking at prices of retail calendars, most stores had calendars priced more than \$10. Interestingly, in the question that asked where calendars were purchased, 29 percent of respondents stated that they purchased calendars at a discount store and 15 percent at a department store. This perhaps is indicative of pricing in discount stores or department stores at times when they have deeper discounts. Many of those who specified “other” had mentioned that they bought their calendar at Wal-Mart. The good news is that 18 percent are willing to spend between \$15 and \$20 and 10 percent are willing to spend more than that.

Special Characteristics Of Calendars That Drive Purchasing

Everyone has a personal preference as to how their calendar should look. In evaluating past purchasing habits we find that buyers of calendars at businesses had specific preferences that determine what type of calendar they purchased.

Responses show that appearance is key. Respondents like the following in order of preference:

- More than half the respondents (51 percent) had a preference for appealing pictures and also a preference for size of calendars.
- Forty-seven percent preferred a certain **theme** for their calendar.
- A fifth of respondents like to have artistic value and a little less than a fifth (19 percent) like calendars with large print on the calendar.

In cross-tabulating the above by age group, we find that the three important things to all age groups are appealing pictures, size of calendar and the theme.



The Ideal Printed Calendar

Importance Of Certain Characteristics In An Ideal Calendar

We asked respondents the importance of certain characteristics of a printed calendar. They were given a list of characteristics and asked to rate the importance of each. See table below for responses, percentages and mean scores.

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.	Unimportant	Slightly important	Important	Very important	Extremely important	Mean Score
Room to add notes	33	56	226	303	432	4.00
	3%	5%	22%	29%	41%	
Attractive pictures	173	170	249	251	207	3.14
	16%	16%	24%	24%	20%	
A theme	258	233	275	184	100	2.65
	25%	22%	26%	18%	10%	
Holidays shown	27	56	239	374	354	3.93
	3%	5%	23%	36%	34%	
Commemorative dates shown	76	162	347	284	181	3.32
	7%	15%	33%	27%	17%	
A saying, quotation or slogan on each page	415	270	223	95	47	2.13
	40%	26%	21%	9%	4%	
Useful information such as hints, business related info, etc.	311	296	268	119	56	2.35
	30%	28%	26%	11%	5%	

- The most important characteristic or feature was “Room To Add Notes” with a rating of 4.0 in an importance scale of one to five. Seventy percent thought that this was either very important or extremely important.
- The second most important characteristic was to have holidays shown on the calendar. Seventy percent of respondents thought that this was important or extremely important and this variable received a rating of 3.93 on a scale of one to five.
- Third, respondents liked commemorative dates to be shown on the calendar with 44 percent stating it was either very important or extremely important. Clearly, respondents like to have their holidays and commemorative dates already pre-populated in the calendar.
- Attractive pictures were the next most important with 44 percent stating that this was very important or extremely important. Note that in the previous section when talking about

purchases, attractive or appealing pictures was one of the primary reasons for purchasing a calendar for more than half the respondents.

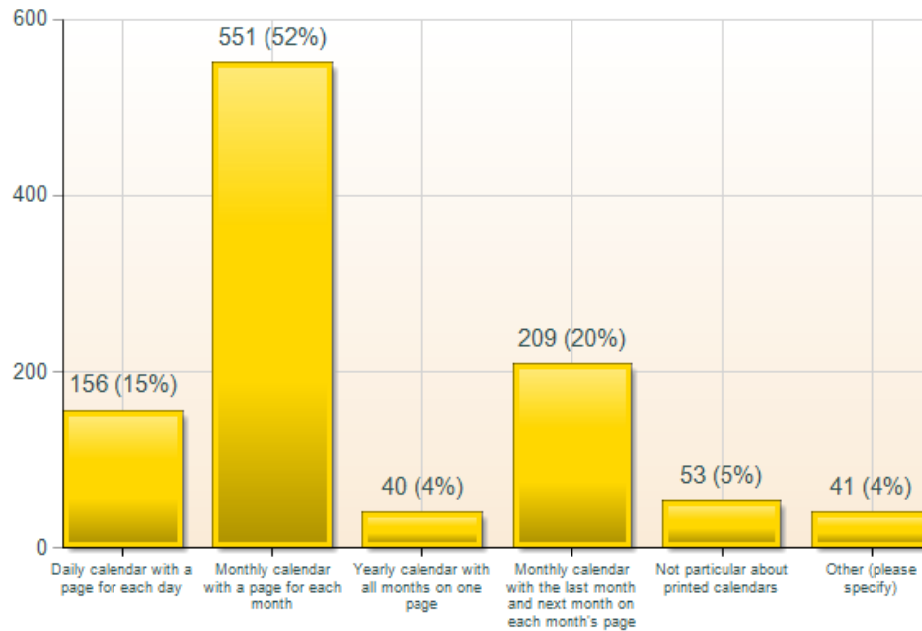
- Twenty-eight percent of respondents thought that the theme of the calendar was either very important or important. Again, this finding is contrary to those on the question on purchase habits, where 47 percent viewed themes as important when purchasing a calendar. Other features seem to matter more than the “theme” when it came to requisites for an ideal calendar.
- Useful hints and quotations are the two least important features of an ideal calendar with only 16 percent and 13 percent of respondents stating that this was very important or important.

These findings are similar to those in the parallel study we conducted to households.

The Ideal Calendar View

Everybody has an ideal for everything. So there must be an “ideal” in calendars too. We asked respondents what kind of views they would prefer for their ideal calendars. This question is important—especially in a work environment. Preferences may vary depending on the work environment and the type of work being conducted. However, we were curious to see what the “average” businesses in the U.S. preferred.

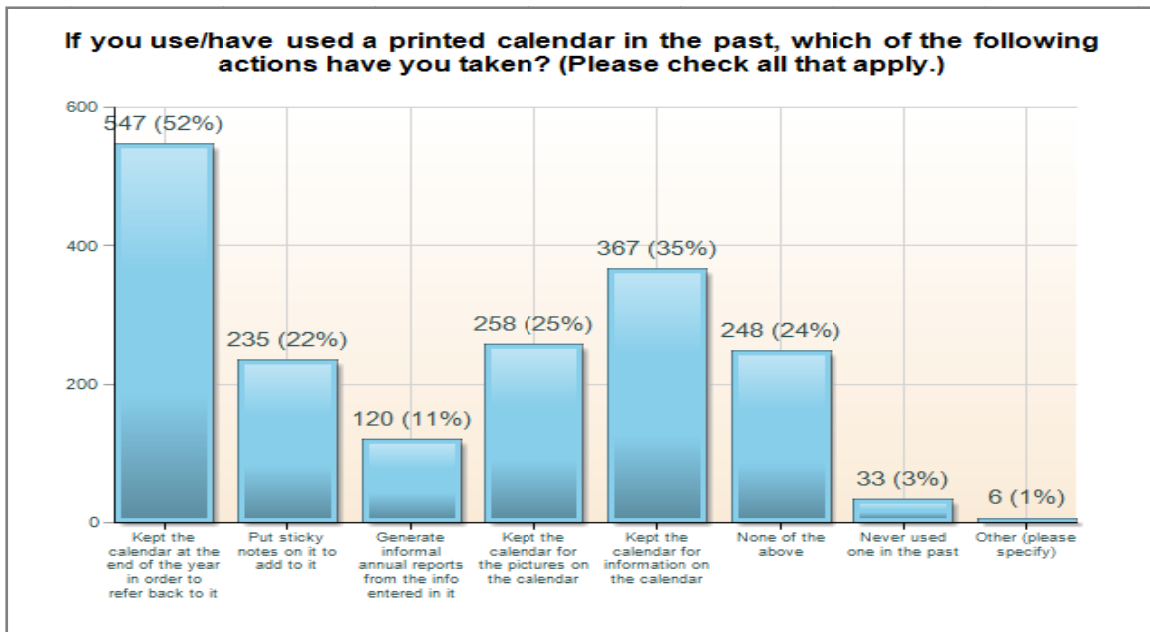
Which of the following calendar views do you prefer for your ideal calendar? (Please check one.)



- The monthly calendar with a page for each month is the obvious preferred view with 52 percent of business respondents preferring this view. In addition, another 20 percent of respondents prefer a monthly calendar with the last month and next month on each page.
- Fifteen percent of respondents like the daily calendar and only four percent like the yearly calendar view.
- Five percent were not particular about printed calendars and four percent had other preferences. In reviewing the other preferences that they had, most preferred a weekly calendar.

Actions Taken When Using A Printed Calendar

Typically a printed paper calendar is used by people in a variety of ways. The ability to write on a printed calendar allows for creativity in record keeping and flexibility in just what can be added to the calendar and how. We looked into this and found that people had taken a variety of different actions.



- Fifty-two percent of respondents keep their calendars at the end of the year to refer back to it. Among the household respondents from our parallel study from December 2010, we found that 46 percent kept their calendars to refer back to it. The fact that 52 percent of business respondents keep their calendars to refer back to comes as no surprise as they probably kept their calendars because they documented work-related information. The calendar essentially serves as a paper trail for some who want to look at the year in review or as an archive of sorts.
- Thirty-five percent of respondents kept the calendar for information on the calendar. A lot of advertising calendars provide useful information in the calendar which makes it a useful tool for ready reference year after year. Advertising suppliers have become creative in the information they include in desk calendars so that they get repeat exposure their ads.
- Twenty-five percent keep their calendars because of the pictures on it. Calendars have always served a dual function in that they are useful tools to notate daily schedules, appointments and other important information but they also serve as art.
- Twenty-two percent put sticky notes on the calendar to add to it, thereby expanding the space to add more information.
- Eleven percent keep the calendar to create informal annual reports from it.
- Three percent reported that they have not used a printed calendar at all.

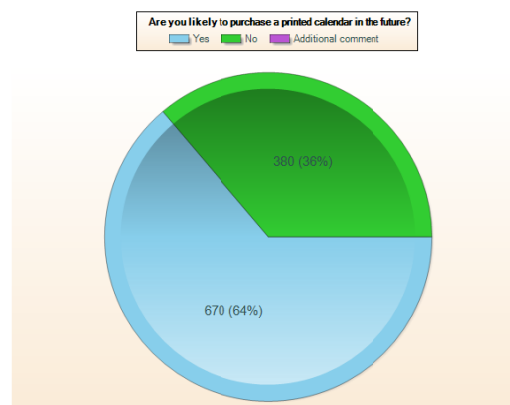
- Twenty-four percent of business respondents stated that they did not keep the calendar for any of the above mentioned purposes.

One percent kept it for other reasons specified as presented verbatim here:

1. Planner calendar is kept with other business records for five years
2. Calendar is kept for documentation of IRS travel
3. Use it to transfer important info to next year's calendar
4. The calendar is kept to just look at
5. The calendar is kept to take to meetings

Future Plans For Purchase Of A Calendar

When asked if respondents had plans to purchase a calendar in the future, 64 percent of business respondents advised they would. In our parallel household study, 63 percent of respondents reported that they are likely to purchase a calendar in the future. It is safe to extrapolate that number and assume approximately 63 percent of all consumers are likely to purchase a calendar in the future. This information is good news for calendar retailers but also provide opportunity for suppliers of advertising calendars



We also asked them to add a comment about their future plans to purchase a calendar. Below are verbatim comments. Note the number of comments that state that they only plan to buy one if they do not get one for free.

1. If I don't get one I like.
2. I make my own calendars and sometimes I get free ones from businesses.
3. We usually get free ones in the mail.
4. If related to a favorite theme, or with crosswords or Sudoku puzzles. This would be supplementary to the utilitarian desk calendar.
5. I like spiral books so that the calendar lays flat.
6. Only if I don't receive a free one.
7. I use electronic calendars now.
8. Personalized calendars are the best. I use my own photos and make it unique to my needs.
9. I don't buy them, our admin does.
10. Will buy a Day-timer if not given one.
11. I usually get them from my bank.
12. If we do not get one from someone, I will have to purchase.
13. Get enough free ones.
14. Calendars are a very important tool in keeping organized.
15. I have tried electronic calendars several times in the past, but prefer paper as they cannot be corrupted by data failure.
16. Usually find the ones I like for free from business vendors.
17. As a gift only, not for myself.
18. I give them as gifts.....to referral sources.
19. Yes, if I don't receive one as advertisement.
20. I receive too many free.
21. I get plenty of free calendars from different sources.
22. It has to be one I need or one to give as a gift.
23. Already purchased next year's calendars.
24. Have converted to the computer as my main one--rely on gifts for other needs.
25. Get a lot for free.
26. Only if I don't receive a complimentary one.
27. If one strikes my fancy I will purchase it.
28. If I don't have a free one, then I will buy one... And I always buy my daughter a Kenny Chesney one. She always has that on her Christmas list.
29. Christmas gifts.

30. Unless I get one as a promotion I always buy a desk calendar. I always get the wall ones for free.
31. For my planner.
32. Someone usually sends me a free one.
33. For gifts.
34. Maybe, if I don't get enough calendars given to me.
35. If the calendar has information not available anywhere else I would buy it.
36. I also use advertising calendars in several places. By desk, in kitchen, etc.
37. Will purchase one if none given as promotion.
38. If I don't get one for free, I will buy one.
39. Sometimes I don't receive one as a gift.
40. Somebody always gives me one.
41. I prefer a certain size desk calendar.
42. Not if I can get one free.
43. I receive many calendars from different organizations and will keep 1 or 2. No need to buy.
44. We usually get calendars where we do business if they have it.
45. I will.
46. Maybe.
47. In our community there are many places that give calendars. I'm likely to receive too many.
48. Same reason.
49. Waste of paper.
50. I use them to refer to appointments. And other info as a reminder for myself.
51. Depending on if I find what I'm looking for regarding the pictures.
52. I will purchase one-very soon, too!!
53. We keep a couple of wall calendars in the house and I usually give one with interesting photos (like golf, travel or cats) to my husband and he gives one to me.
54. Not sure.
55. I keep everything on my cell phone calendar.
56. I use a calendar to keep track of things/appointments/etc and having it to refer back helps me with taxes, etc.
57. I get them every year when they go on sale for 50-75 percent off.
58. Only if I am not given one that suits my needs.
59. I buy the same one every year.

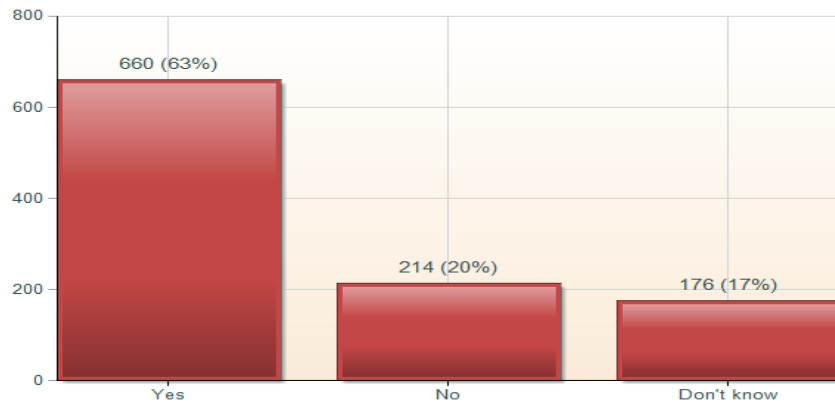
60. I get them free annually from Asian stores.
61. This is a very important and informative survey.
62. I am now semi- retired and I need a specific calendar for business only because of need to keep tax data.
63. I get a free one every year from the same company.
64. Looking for themed calendar for home.
65. Each year it is useful.
66. I prefer to get free ones.
67. For future events.
68. Annual purchase for office wall.
69. For a golfer.
70. If I don't get a free one that I like.
71. I buy a monthly planner every year that I don't receive one free.
72. May or may not...as the situation for the need presents itself.
73. Cannot live without one.
74. My favorite calendars have a lot of writing space for each day, and also list international holidays.
75. Calendars are a necessity.
76. I collect PC wallpaper so I collect calendars. I always get them for Christmas instead of cards because friends and family want me to make them a wall paper set out of them for their pics.
77. Why buy when so many different places provide them for free.
78. I love them and look forward to getting several every year.
79. Wall calendar in addition to day-planner w/at-a-week.
80. Always get them for free.
81. Depending on what we receive as gifts, if I don't like the pictures for my wall, I will purchase one I prefer.
82. I receive calendars as gifts so no reason to purchase one.
83. My favorite "picture" calendar is from Arizona Highways.
84. If nobody gives me a suitable wall calendar, I shall buy one.
85. If I don't get a free calendar from someone I will be forced to purchase my own.
86. Good Christmas gifts for teens.
87. Already have purchased my two 2011 calendars.

88. I need a new date book for 2011.
89. Get them free.
90. I usually buy one for my home, but at work, we usually use a free one.
91. Just day timer inserts.
92. If I find one that fits a need.
93. Buy one at the new year.
94. Day runner.
95. I like using them.
96. I make my own calendars for gifts and personal use.
97. I get them free from advertisers.
98. Possibly.
99. Maybe if I find one.
100. No need -always receive at least one.
101. For personal reasons.
102. I need one all the time.
103. No, I used to have a calendar in my daily agenda book (Filofax) but my iPhone has replaced that
104. I have to know when a certain event or appointment is coming up and having a calendar is very handy.
105. It really depends if any are given to me or not.
106. As a gift only.
107. Businesses have not given me the desk top calendar that I use the most.
108. Every single year must have.
109. I will purchase an appointment book.

Perception Of The Effectiveness Of Calendars As An Advertising Medium

As respondents were either owners or employees of a business, we were curious to find out their views or perceptions of calendars as an effective medium. The good news is that more than 60 percent of respondents feel that calendars are an effective advertising vehicle. Twenty percent did not think that calendars were an effective ad medium and seventeen percent were unsure. The 17 percent that were unsure were probably employees of a business that were unaware if effectiveness of advertising calendars was even measured by their organizations.

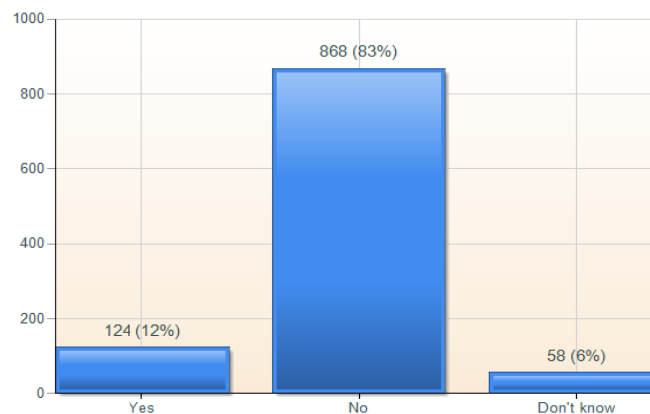
In your opinion as a business person/employee, do you think that advertising calendars are an effective advertising vehicle for companies?



Do Respondent Companies Give Out Advertising Calendars?

Twelve percent of respondents stated that their companies gave out advertising or promotional calendars. In 1982 when The Calendar Advertising Council undertook a similar study, they found that 20 percent of those companies that they interviewed gave out advertising calendars. So in three decades the number of companies that reportedly gave out calendars dropped from only from 20 percent to 12 percent.

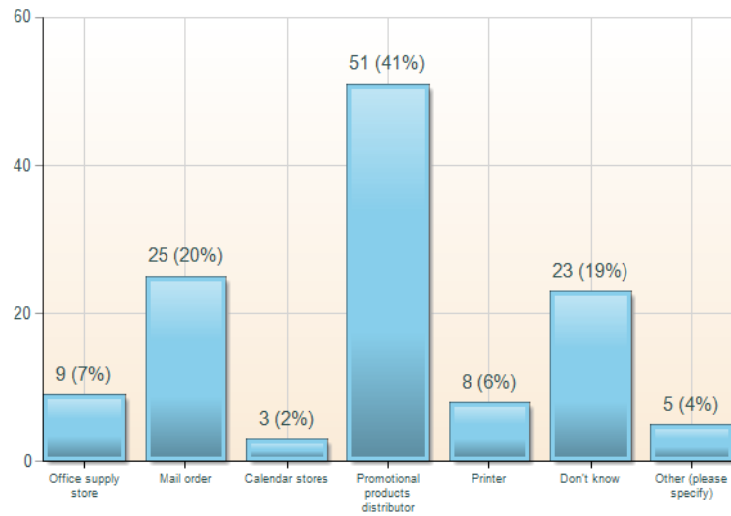
Does your company give out advertising calendars as complimentary gifts to its clients or potential clients?



From Who Does The Company Purchase Advertising Calendars?

We asked those 12 percent of respondents who's company gave out advertising calendars as to where they purchased the calendars.

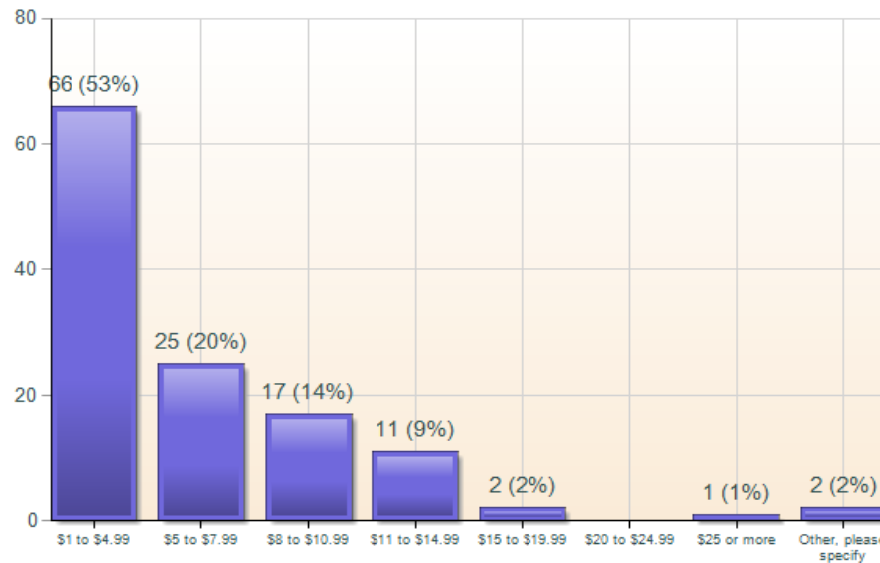
From where does your company purchase advertising calendars for clients or potential clients? (Please check your one primary source.)



- 41 percent of the respondents stated that calendars were purchased from promotional products distributors.
- 20 percent stated that promotional calendars are ordered by mail order.
- 19 percent of respondents do not know where their companies purchase promotional calendars.
- Seven percent purchase from an office supply store and six percent from a printer.

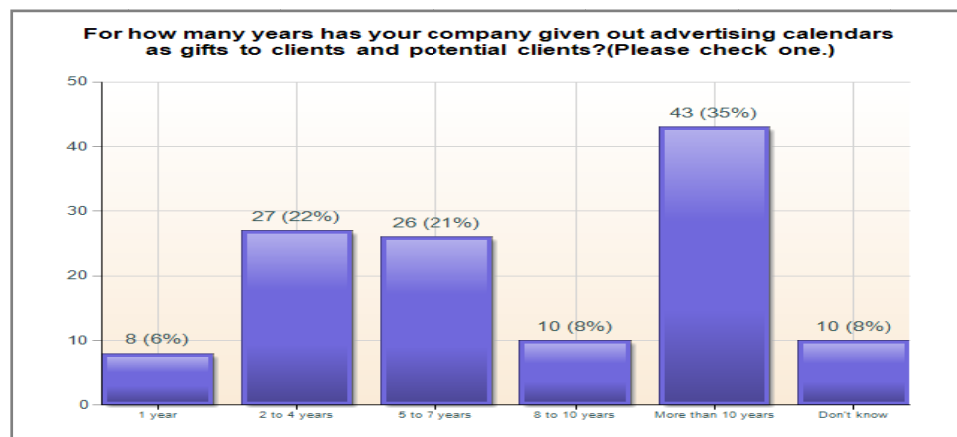
What Is The Approximate Value Of The Advertising Calendar Given Out By The Company

What is the approximate value of the advertising calendar given out by your company as a complimentary gift? (Please check one.)



Based on the responses above, more than half the respondents believe the cost of the calendar given out by their companies fall within the range of \$1 to \$4.99. Another 20 percent believe the cost ranges from \$5 to \$7.99. Fourteen percent believe it ranges from \$8 to \$10.99 and nine percent believe it ranges from \$11 to \$14.99. Only three percent believe it costs more than \$20.

Number Of Years The Company Has Been Giving Out Advertising Calendars



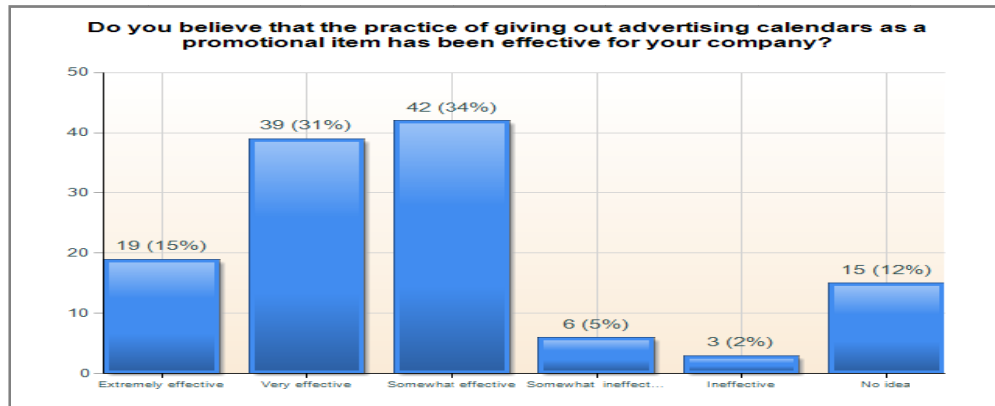
- Of the 12 percent of companies that gave away advertising calendars, 35 percent had done so for more than 10 years.

- Eight percent had been giving out calendars for eight to 10 years
- 21 percent had been giving out calendars for five to seven years
- 22 percent had been giving out calendars two to four years
- Six percent had given calendars for one year and eight percent did not know.

**Keep in mind that only 12 percent of companies gave out advertising calendars so cell sizes on these questions are small.

Perception Of Effectiveness Of Giving Out Advertising Calendars:

We asked respondents if they thought that the practice of giving out promotional calendars was effective for their company. This was asked of only those respondents that stated that their company gave out advertising calendars.

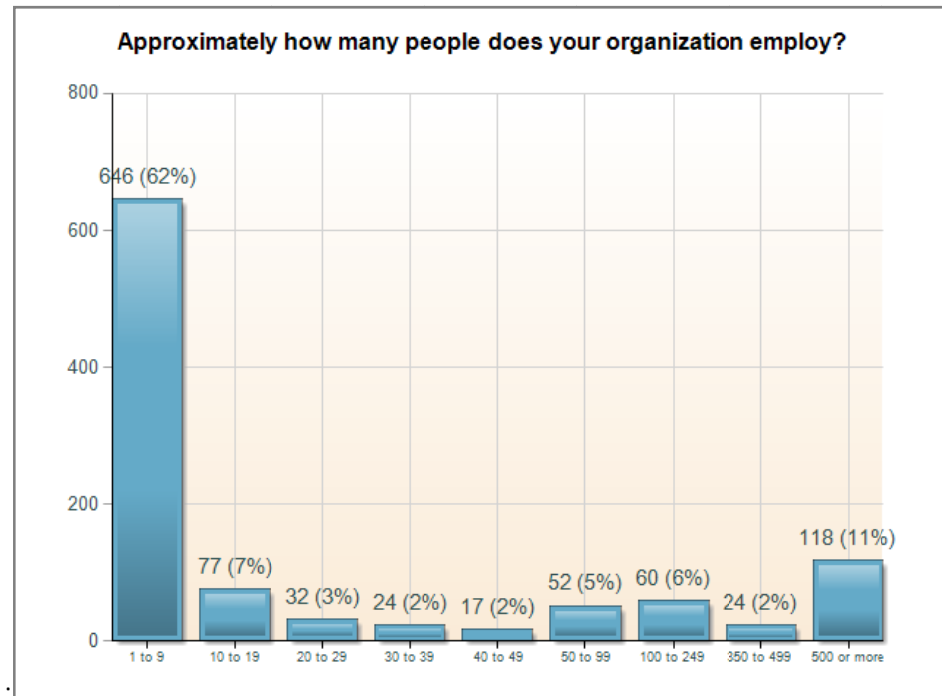


- 46 percent of respondents thought that the practice of giving out advertising calendars was either very effective or extremely effective
- 34 percent thought it was somewhat effective
- Only seven percent were leaning toward ineffectiveness
- Twelve percent had no idea

It is not surprising that 12 percent had no idea. Some respondents may not even know if their companies even measure or calculate the ROI on calendars given out as promotional products.

Demographics

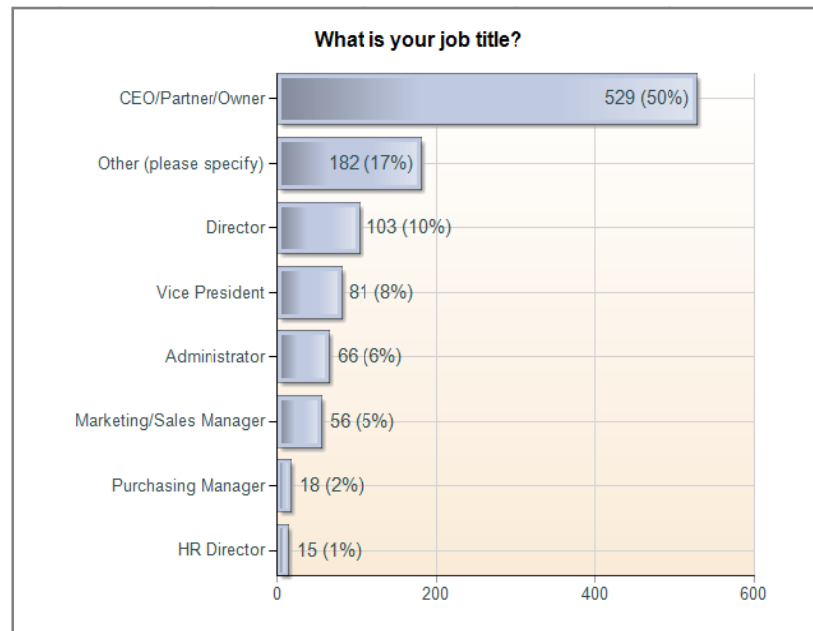
Number of Employees:



- Sixty-two percent of companies surveyed had between 1 to 9 employees
- Eleven percent had 500 or more employees
- Seven percent had between 10 to 19 employees
- Six percent had between 100 to 249 employees
- Five percent had 50 to 99 employees
- Each of the other categories representing other numbers of employees made up approximately 2 percent -3 percent of the respondent companies. Please see chart above for specifics.

Most respondents (69 percent) were from companies that had between 1 to 20 employees with the bulk of them (62 percent) representing companies that had 1 to 9 employees.

Title



- Exactly half the respondents were CEO's/Partners or Owners. This was not surprising as most responding companies were small businesses with between 1 to 9 employees
- Ten percent of respondents were directors
- Eight percent were Vice Presidents
- Five percent were Sales/ Marketing Managers
- Six percent were administrators
- Two percent were Purchasing Managers
- One percent were HR Directors
- Seventeen percent had an "other" title

"Other" titles specified made up a wide variety of titles ranging from Field adjusters, chefs, Accountants, CFO's, Branch Manager, Operations Manager, General Manager, Realtor, Scientist etc to name just a few. These are a very small range of the wide variety of responses that fell within the "other" category. No attempt is being made to quantify these responses due to the variety of responses.

Annual Revenue Of Companies

What is the annual revenue of your organization?			
Under \$100,000		466	44%
\$100,000 to \$499,999		169	16%
\$500,000 to \$999,999		71	7%
\$1,000,000 to \$4,999,999		95	9%
\$5,000,000 to \$9,999,999		48	5%
\$10,000,000 to \$49,999,999		62	6%
\$50,000,000 to \$99,999,999		30	3%
\$100,000,000 and above		109	10%
Total		1050	100%

- Forty-four percent reported a revenue of less than \$100,000
- Sixteen percent of respondents had a revenue between \$100,000 to \$499,999
- Seven percent had revenue between \$500,000 and \$1 million. All of the above groups, together, account for 67 percent and these groups make up those companies with less than \$1 million in revenue
- Ten percent of companies had revenue more than \$100,000,000 and above
- Nine percent of companies fell within the range of \$1,000,000 up to \$5,000,000 and another five percent of companies had revenues ranging from \$5,000,000 up to \$10,000,000
- Nine percent of companies had revenues ranging from \$10,000,000 up to \$100,000,000

While there is variety of revenue sizes, the majority of the sample is clearly made up of small businesses

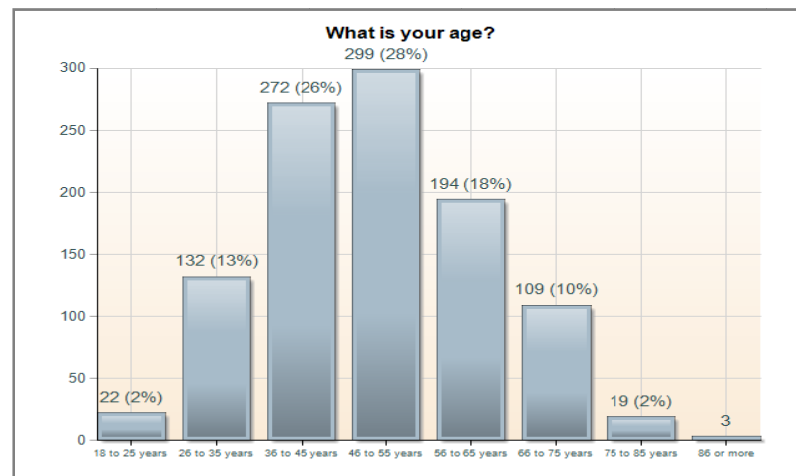
Education

Respondents were asked their level of education and these are presented in the table below:

What is your highest level of education?			
Less than high school		8	1 %
High school or GED		137	13 %
Some college		240	23 %
Two-year college degree (associate degree)		115	11 %
Four-year college degree (B.A./B.S.)		362	34%
Master's degree		145	14 %
Ph.D.		19	2 %
Professional degree (M.D./J.D.)		24	2 %
Total		1,050	100 %

- Thirty-four percent of respondents had a four-year college degree
- Eleven percent had a two-year college degree and 23 percent had some college education and one percent had less than high school education
- Thirteen percent had completed a high-school degree or got a GED
- Four percent had a master's or advanced degree, and two percent had a professional degree

Age



- Twenty-eight percent of respondents were in the 46 to 55 year age group
- Twenty-six percent of respondents fell into the 36 to 45 year age bracket
- Eighteen percent of respondents were in the 56 to 65 year age group
- Fifteen percent were under 35 years
- Twelve percent were older than 66 years with 10 percent making up the 66 to 75 year age and two percent representing the group over that
- The rest were accounted for in the over 75 age group

Summary, Conclusions And Implications

So what did we find? Things are indeed different when we compare to 1981 but the question is how different. In trying to determine the outlook for the advertising calendar industry we find that there is still plenty of opportunity for suppliers of advertising calendars in the workplace. Only selected findings will be discussed in this summary to illustrate just how much an advertising calendar is part of daily life in a U.S. business.

First, we know calendars are important to people. Eight out of 10 business respondents state that the calendar plays either an important, very important or extremely important role in their lives.

When asked how many times they used a calendar on their computer, 33 percent reported never referring to a computer on their calendar. This was a surprising finding given that computers are almost universal in the workplace. 29 percent used a calendar on the computer between two and five or more times a day and 13 percent used it once a day. While there are no major surprises in the number of people that use a calendar on the computer, the 33 percent not using a calendar on the computer is indeed still perplexing.

Fifty percent of respondents had at some point printed their calendar off their computer. This is a sign that also points to opportunity for suppliers of physical calendars as it points to a need for a physical form of calendar.

In 1981 the presence of at least one printed physical calendar was universal. Today almost eight out of 10 (78 percent) business respondents surveyed reported having a printed calendar at work.

The average number of printed calendars per business was 2.10. In 1981, the average was 2.56. Thirty-seven percent of respondents had at least one calendar at work, 62 percent had between two and nine printed calendars at work and one percent had more than 10. These numbers bode well for suppliers of printed calendars and consequently suppliers of advertising calendars.

With regard to location of calendars at work, 64 percent of respondents had a wall calendar in their workspace wall and another 32 percent had a calendar on the wall in a common area. Thirty-eight percent had desk calendars and 24 percent had day planners with calendars. All this spells “OPPORTUNITY” for the promotional products industry.

Only 24 percent of those respondents who had a print calendar at work stated that their calendars were *not* an advertising calendar. So as a natural corollary, we know that 76 percent had an advertising calendar. But the study also found if we looked at the entire sample of businesses surveyed, almost six out of 10 businesses surveyed had an advertising calendar. In contrast, in the 1981 study, sponsored by the Calendar Advertising Council, 45 percent of respondents had reported receiving an advertising calendar as a complimentary gift. Another 40 percent had calendars supplied by the company for which they worked. Today we know that there are more advertising calendars present in the workplace than in the past. Companies are also not inclined to give their employees calendars as they do provide computers instead with calendars that come with the software.

It is evident the workplace does have more ad calendars than ever before. Mostly they are not supplied by the company that respondents are employed with but are ad calendars they received as a free gift. The question is that is there room for more? The answer is a resounding yes. Sixty-four percent of respondents plan to purchase a calendar in the future. Seventy-four percent reported having purchased a calendar in the past. This tells us that there is opportunity for suppliers and distributors in the promotional products industry because advertisers on promotional calendars could step in and make sure that ad calendars take the place of those that are purchased.

The study reveals that the advertising or promotional calendar is a very effective advertising vehicle. Based on recall statistics, of those who reported having just one advertising calendar, we know that between 75 and 77 percent could remember the advertiser and product or service/message advertised. The 1981 study revealed 45 percent of respondents could remember the advertiser on the calendar even if the calendars were not being used.

Seventy-seven percent had done business with the company that gave them the calendar prior to receipt of the complimentary calendar and 78 percent plan to do business with the company again. In 1981 the number of respondents that reported doing business with the advertiser of their calendar was 83 percent. Not much of a reduction in repeat business or customer loyalty rates over a three-decade period as demonstrated by the statistic.

Sixty-one percent had a more favorable impression of the advertiser and 49 percent have referred the company who gave them the calendar to somebody else. Recall and reaction of those who had received two or three advertising or promotional calendars was also very encouraging ... all with huge implications for the effectiveness of the medium.

When asked what advertising calendar they used most often, wall calendars came out on top as reported by more than half the respondents followed by desk calendars and calendars in day planners. In 1981, wall calendars were also the most popular type of ad calendars.

Banks/credit unions, followed by insurance agencies and then nonprofit groups, charities and churches, tended to be the top industries that respondents report as those giving promotional or advertising calendars. In 1981, manufacturers and financial institutions were the most popular purchasers.

Twenty-four percent of respondents reported that they looked at a calendar once a day at work. Seventy-six percent looked at a calendar between two and more than 10 times a day. If you do the math, then it works. There is a good ROI for ad calendars and if 76 percent of people look at a calendar between two and 10 times a day, then the numbers speak well for ROI.

For 67 percent of businesses, the primary calendar was a print calendar with the wall calendar and the desk calendar being the most popular. Surprisingly, only 17 percent of respondents used a calendar on their computer as their primary calendar at work. The primary calendar at home contained professional appointments as well as personal appointments.

When asked about their ideal calendar, we found that some of the more important characteristics that people look for in calendars were “room to add notes” and “have all holidays listed.” Room to add notes was an important feature in 1981 too. Appealing pictures were also important as well as commemorative dates. The ideal calendar view for more than half the respondent sample was that of a monthly calendar with a page for each month and for 20 percent of respondents it was a monthly calendar with the previous month and the next month on each month’s page. The month view was the preference in 1981 as well.

Twelve percent of respondents stated that their employers give out advertising calendars to their clients. In the 1981 study, 20 percent of respondents stated that their company gave out advertising calendars. Most of all, almost 80 percent of business respondents enjoy receiving the advertising calendar. If that is not proof of the power of advertising calendars along with their impressive recall and referral rates then what is?

Lastly, we now know that the printed physical calendar is here to stay. While technology has made some inroads with the electronic calendar, the ubiquitous print calendar, especially the wall calendar, has a firm foothold in our business environment.

References

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Appendices

Business Calendar Survey for MarketTools Final Launch

November 03 2010, 1:56 PM

Business Calendar Survey

Page 1 - Heading

Note: This survey will take approximately 10 or 12 minutes.

All questions in this survey are mandatory.

Page 1 - Heading

SECTION 1: CALENDAR USAGE

Page 1 - Question 1 - Rating Scale - One Answer (Horizontal)

[Mandatory]

How important is a calendar to your work/daily/personal activities?

Unimportant

Slightly Important

Important

Very Important

Extremely Important

☐☐☐☐☐

Page 1 - Question 2 - Choice - Multiple Answers (Bullets)

[Mandatory]

For what reasons do you use a calendar? (Please check all that apply.)

- ☐ To check dates
- ☐ To keep track of special dates and holidays
- ☐ To track sporting events
- ☐ To make notes
- ☐ To jot down phone numbers
- ☐ To keep a record of expenses
- ☐ To make a note of appointments
- ☐ To keep records of events
- ☐ Other, (if you check this, please specify)

Page 1 - Question 3 - Choice - Multiple Answers (Bullets)

[Mandatory]

When you refer to a calendar at your office/workplace to which type of calendar do you refer? (Please check all that apply.)

- ☐ A wall calendar
- ☐ A desk calendar
- ☐ A magnetic calendar
- ☐ A calendar in your day planner or diary
- ☐ A calendar on your computer
- ☐ A cell phone calendar
- ☐ Other, (if you check this, please specify)

How often do you use the calendar on a computer? (Please check one.)

- ☐ Once a day
 - ☐ 2 to 4 times a day
 - ☐ 5 to 8 times a day
 - ☐ More than 9 times a day
 - ☐ A few times a week
 - ☐ Once a week
 - ☐ Once a month
 - ☐ Never
 - ☐ Other, (if you check this, please specify)
-

Have you ever printed a calendar from a computer?

- ☐ Yes
- ☐ No

How often do you use the calendar on your phone? (Please check one.)

- ☐ Once a day
 - ☐ 2 to 4 times a day
 - ☐ 5 to 8 times a day
 - ☐ More than 9 times a day
 - ☐ A few times a week
 - ☐ Once a week
 - ☐ Once a month
 - ☐ Never
 - ☐ Other, (if you check this, please specify)
-

For which of the following types of calendars do you have a preference? (Please check one.)

- ☐ A portable calendar
- ☐ A calendar that is affixed at a central location
- ☐ Like to use both in conjunction with each other

SECTION 2: PRINTED CALENDARS AND ADVERTISING CALENDARS

Note: An advertising calendar is one that is customized and imprinted usually with a company name, logo and contact information. These calendars are promotional in nature and are typically given out for free by a company to its customers, vendors and sometimes even its employees.

Which of the following types of advertising calendars are you most likely to keep and use if you receive a complimentary calendar? (Please check all those that apply.)

- ☐ Wall calendar
- ☐ Magnetic calendar
- ☐ Desk calendar
- ☐ Calendar in day planner

- ☐ Calendar in diary
- ☐ Pocket calendar
- ☐ Wallet calendar
- ☐ None

Page 2 - Question 9 - Yes or No

[Mandatory]

Do you enjoy receiving an advertising calendar as a complimentary gift?

- ☐ Yes
- ☐ No

Page 2 - Question 10 - Choice - One Answer (Bullets)

[Mandatory]

Do you have a printed calendar (wall, desk, magnetic or calendar in day planner/diary) in your office or workplace?

- ☐ Yes
- ☐ No **[Skip to 10]**

Page 3 - Question 11 - Choice - One Answer (Drop Down)

[Mandatory]

How many printed calendars do you have in your office/work place? Please select the appropriate number below:

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5
- ☐ 6
- ☐ 7
- ☐ 8
- ☐ 9
- ☐ 10 or more

Page 3 - Question 12 - Choice - Multiple Answers (Bullets)

[Mandatory]

Where in your office/workplace do you keep a printed calendar? (Please check all that apply.)

- ☐ Calendar on your office/workplace wall
- ☐ Calendar on wall in common area
- ☐ A desk calendar on your desk
- ☐ A desk blotter calendar on your desk
- ☐ A calendar in your day planner or diary
- ☐ A pocket calendar
- ☐ A wallet calendar
- ☐ Other (please specify)

Page 3 - Question 13 - Choice - One Answer (Bullets)

[Mandatory]

How many of the printed calendars in your office/workplace were given to you by a business as an advertising calendar? (i.e., a complimentary advertising or promotional calendar with company name and contact information etc.) (Please check one.)

- ☐ None **[Skip to page 10]**
- ☐ 1 **[Skip to page 4]**
- ☐ 2 **[Skip to page 5]**
- ☐ 3 **[Skip to page 6]**
- ☐ 4 **[Skip to page 7]**
- ☐ 5 or more **[Skip to page 8]**

In the last question you stated that you received one complimentary advertising calendar from a company. Now please try and remember the name of the company/business that gave you the calendar and enter it below.

If you don't remember who gave you the calendar, state "do not recall."

Name of the Company advertised on The Calendar.....

In addition, please try to remember the type of product or service advertised on the calendar and enter below or state "do not recall" if you cannot remember.

Type of Product advertised on The Calendar.....

Had you done business with the company that gave you the calendar prior to receiving the calendar from them?

- ☐ Yes
☐ No

Do you have a more favorable impression of the company that gave you the calendar?

- ☐ Yes
☐ No

Do you plan to do business (buy products or services) from the company that gave the calendar?

- ☐ Yes
☐ No

Have you referred someone else to the company that gave you the calendar?

- ☐ Yes
☐ No

[Skip Unconditionally to page 9]

In the last question you stated that you received two complimentary advertising calendars. Now please try and remember the names of the company/business that gave you the two calendars and enter it below.

If you don't remember who gave you a calendar, state "do not recall."

Name of the Company Advertised on Calendar 1.....
 Name of the Company Advertised on Calendar 2.....

In addition, please try to remember the type of products or services advertised on the two calendars and enter it below or state "do not recall" if you cannot remember.

Type of Product or Service Advertised on Calendar 1.....
 Type of Product or Service Advertised on Calendar 2.....

Had you done business with the two companies that gave you a calendar prior to receiving the calendars from them?

	YES	NO
Company One	<input type="checkbox"/>	<input type="checkbox"/>
Company Two	<input type="checkbox"/>	<input type="checkbox"/>

Do you have a more favorable impression of the two companies that gave you a calendar?

	YES	NO
Company One	<input type="checkbox"/>	<input type="checkbox"/>
Company Two	<input type="checkbox"/>	<input type="checkbox"/>

Do you plan to do business (buy products or services) from the companies that gave you a calendar?

	YES	NO
Company One	<input type="checkbox"/>	<input type="checkbox"/>
Company Two	<input type="checkbox"/>	<input type="checkbox"/>

Have you referred someone else to the companies that gave you a calendar?

	YES	NO
Company One	<input type="checkbox"/>	<input type="checkbox"/>
Company Two	<input type="checkbox"/>	<input type="checkbox"/>

[Skip Unconditionally to page 9]

In the last question you stated that you received three complimentary advertising calendars. Now please try and remember the names of the company/business that gave you the three calendars and enter it below.

If you don't remember who gave you a calendar, state "do not recall."

Name of the Company Advertised on Calendar 1.....
 Name of the Company Advertised on Calendar 2.....
 Name of the Company Advertised on Calendar 3.....

In addition, please try to remember the type of products or services advertised on the three calendars and enter it below or state "do not recall" if you cannot remember.

Type of Product or Service Advertised on Calendar 1.....
 Type of Product or Service Advertised on Calendar 2.....
 Type of Product or Service Advertised on Calendar 3.....

Had you done business with the three companies that gave you a calendar prior to receiving a calendar from them?

	YES	NO
Company One	<input type="checkbox"/>	<input type="checkbox"/>
Company Two	<input type="checkbox"/>	<input type="checkbox"/>
Company Three	<input type="checkbox"/>	<input type="checkbox"/>

Page 6 - Question 29 - Rating Scale - Matrix

[Mandatory]

Do you have a more favorable impression of the three companies that gave you a calendar?

	YES	NO
Company One	<input type="checkbox"/>	<input type="checkbox"/>
Company Two	<input type="checkbox"/>	<input type="checkbox"/>
Company Three	<input type="checkbox"/>	<input type="checkbox"/>

Page 6 - Question 30 - Rating Scale - Matrix

[Mandatory]

Do you plan to do business (buy products or services) from the three companies that gave you a calendar?

	YES	NO
Company One	<input type="checkbox"/>	<input type="checkbox"/>
Company Two	<input type="checkbox"/>	<input type="checkbox"/>
Company Three	<input type="checkbox"/>	<input type="checkbox"/>

Page 6 - Question 31 - Rating Scale - Matrix

[Mandatory]

Have you referred someone else to the three companies that gave you a calendar?

	YES	NO
Company One	<input type="checkbox"/>	<input type="checkbox"/>
Company Two	<input type="checkbox"/>	<input type="checkbox"/>
Company Three	<input type="checkbox"/>	<input type="checkbox"/>

[Skip Unconditionally to page 9]

Page 7 - Question 32 - Open Ended - One or More Lines with Prompt

[Mandatory]

In the last question you stated that you received four complimentary advertising calendars. Now please try and remember the names of the company/business that gave you the four calendars and enter it below.

If you don't remember who gave you a calendar, state "do not recall."

Name of the Company advertised on Calendar 1.....

Name of the Company advertised on Calendar 2.....

Name of the Company advertised on Calendar 3.....

Name of the Company advertised on Calendar 4.....

Page 7 - Question 33 - Open Ended - One or More Lines with Prompt

[Mandatory]

In addition, please try to remember the type of products or services advertised on the four calendars and enter it below or state "do not recall" if you cannot remember.

Type of Product or Service advertised on Calendar 1.....

Type of Product or Service advertised on Calendar 2.....

Type of Product or Service advertised on Calendar 3.....

Type of Product or Service advertised on Calendar 4.....

Page 7 - Question 34 - Rating Scale - Matrix

[Mandatory]

Had you done business with the four companies that gave you a calendar prior to receiving a calendar from them?

	YES	NO
Company One	<input type="checkbox"/>	<input type="checkbox"/>
Company Two	<input type="checkbox"/>	<input type="checkbox"/>
Company Three	<input type="checkbox"/>	<input type="checkbox"/>
Company Four	<input type="checkbox"/>	<input type="checkbox"/>

Do you have a more favorable impression of the four companies that gave you a calendar?

	YES	NO
Company One	<input type="checkbox"/>	<input type="checkbox"/>
Company Two	<input type="checkbox"/>	<input type="checkbox"/>
Company Three	<input type="checkbox"/>	<input type="checkbox"/>
Company Four	<input type="checkbox"/>	<input type="checkbox"/>

Do you plan to do business (buy products or services) from the four companies that gave you a calendar?

	YES	NO
Company One	<input type="checkbox"/>	<input type="checkbox"/>
Company Two	<input type="checkbox"/>	<input type="checkbox"/>
Company Three	<input type="checkbox"/>	<input type="checkbox"/>
Company Four	<input type="checkbox"/>	<input type="checkbox"/>

Have you referred someone else to the four companies that gave you a calendar?

	YES	NO
Company One	<input type="checkbox"/>	<input type="checkbox"/>
Company Two	<input type="checkbox"/>	<input type="checkbox"/>
Company Three	<input type="checkbox"/>	<input type="checkbox"/>
Company Four	<input type="checkbox"/>	<input type="checkbox"/>

[Skip Unconditionally to page 9]

In the last question you stated that you received five complimentary advertising calendars. Now please try and remember the names of the company/business that gave you the five calendars and enter it below.

If you don't remember who gave you a calendar, state "do not recall."

Name of the Company advertised on Calendar 1.....
 Name of the Company advertised on Calendar 2.....
 Name of the Company advertised on Calendar 3.....
 Name of the Company advertised on Calendar 4.....
 Name of the Company advertised on Calendar 5.....

In addition, please try to remember the type of products or services advertised on the five calendars and enter it below or state "do not recall" if you cannot remember.

Type of Product or Service advertised on Calendar 1.....
 Type of Product or Service advertised on Calendar 2.....
 Type of Product or Service advertised on Calendar 3.....
 Type of Product or Service advertised on Calendar 4.....
 Type of Product or Service advertised on Calendar 5.....

Had you done business with the five companies that gave you a calendar prior to receiving a calendar from them?

	YES	NO
Company One	<input type="checkbox"/>	<input type="checkbox"/>
Company Two	<input type="checkbox"/>	<input type="checkbox"/>
Company Three	<input type="checkbox"/>	<input type="checkbox"/>
Company Four	<input type="checkbox"/>	<input type="checkbox"/>
Company Five	<input type="checkbox"/>	<input type="checkbox"/>

Do you have a more favorable impression of the five companies that gave you a calendar?

	YES	NO
Company One	<input type="checkbox"/>	<input type="checkbox"/>
Company Two	<input type="checkbox"/>	<input type="checkbox"/>
Company Three	<input type="checkbox"/>	<input type="checkbox"/>
Company Four	<input type="checkbox"/>	<input type="checkbox"/>
Company Five	<input type="checkbox"/>	<input type="checkbox"/>

Do you plan to do business (buy product or service) from the five companies that gave you a calendar?

	YES	NO
Company One	<input type="checkbox"/>	<input type="checkbox"/>
Company Two	<input type="checkbox"/>	<input type="checkbox"/>
Company Three	<input type="checkbox"/>	<input type="checkbox"/>
Company Four	<input type="checkbox"/>	<input type="checkbox"/>
Company Five	<input type="checkbox"/>	<input type="checkbox"/>

Have you referred someone else to the five companies that gave you a calendar?

	YES	NO
Company One	<input type="checkbox"/>	<input type="checkbox"/>
Company Two	<input type="checkbox"/>	<input type="checkbox"/>
Company Three	<input type="checkbox"/>	<input type="checkbox"/>
Company Four	<input type="checkbox"/>	<input type="checkbox"/>
Company Five	<input type="checkbox"/>	<input type="checkbox"/>

[Skip Unconditionally to page 9]

Of all the types of printed advertising calendars that you have at office/workplace which one do use the most often? (Please check one.)

- ☐ Wall calendar
- ☐ Desk calendar
- ☐ Wallet calendar
- ☐ Desk blotter calendar
- ☐ Calendar in organizer/day planner/diary
- ☐ Magnetic calendar
- ☐ Other, (please specify)

Please select the different kinds of companies that have given you an advertising calendar: (Please check all that apply.)

- ☐ Banks/credit unions/financial institutions
- ☐ Insurance agencies
- ☐ Government
- ☐ Doctor's offices/medical facilities
- ☐ Non profit groups/charities/churches/membership organizations etc.
- ☐ Real estate agents
- ☐ Education
- ☐ Restaurant/hospitality
- ☐ Retail
- ☐ Media/entertainment
- ☐ Service providers (utilities, etc.)
- ☐ Employers

☐ Other (please specify)

.....

Page 9 - Question 46 - Choice - One Answer (Bullets)

[Mandatory]

Of the printed calendars you have in your office/workplace how many were given to you as a gift from the company in which you are employed? (Please check one.)

- ☐ None
- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5 or more

Page 9 - Question 47 - Choice - One Answer (Bullets)

[Mandatory]

How many of the printed calendars in your office/workplace, were purchased by you? (Please check one.)

- ☐ None
- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5 or more

Page 10 - Heading

You are halfway there! Just a few more pages to go...

Page 10 - Heading

SECTION 3: PRIMARY CALENDAR USAGE

Page 10 - Question 48 - Choice - One Answer (Bullets)

[Mandatory]

How often do you look at a calendar when you are at work on any given day? (Please check one.)

- ☐ Once a day
 - ☐ Twice a day
 - ☐ 3 to 5 times a day
 - ☐ 6 to 10 times a day
 - ☐ More than 10 times a day
 - ☐ Other (please specify)
-

Page 10 - Question 49 - Choice - One Answer (Bullets)

[Mandatory]

Which of the following type of calendar is your primary calendar at your office/workplace? (Please check one.)

- ☐ Calendar on office wall
- ☐ Calendar on wall in common area
- ☐ A printed desk calendar on your desk
- ☐ A desk blotter calendar on your desk
- ☐ A calendar on your computer
- ☐ A magnetic calendar
- ☐ A calendar on your cell phone
- ☐ A calendar in your day planner/diary
- ☐ A wallet calendar
- ☐ Other (please specify)

Do you use your primary calendar at your office/workplace in conjunction with any other types of calendars?

- ☐ Yes
- ☐ No
- ☐ If yes, please specify what type of calendar you use with it:

Which of the following types of events are recorded on your primary calendar at your office/workplace? (Please check all that apply.)

- ☐ Business meetings
- ☐ Work functions
- ☐ Family events
- ☐ Medical appointments
- ☐ Social events
- ☐ Kids events
- ☐ Professional appointments
- ☐ Other (please specify)

SECTION 4: PURCHASE OF CALENDARS

Have you purchased a calendar in the past?

- ☐ Yes
- ☐ No **[Skip to 14]**

Where have you purchased a printed calendar in the past? (Please check all that apply.)

- ☐ Card store
- ☐ Bookstore
- ☐ Grocery store
- ☐ Department store
- ☐ Calendar stores (e.g. Calendar Club)
- ☐ Office supply store
- ☐ Discount store
- ☐ Online store
- ☐ Other (please specify)

For which of the following occasions have you purchased a printed calendar in the past? (Please check all that apply.)

- ☐ Birthday gift
- ☐ Anniversary gift
- ☐ Christmas gift
- ☐ No specific reason
- ☐ Other (please specify)

If you were to purchase a printed calendar, how much would you be willing to spend? (Please check one.)

- ☐ \$1 to \$4.99
☐ \$5 to \$7.99
☐ \$8 to \$10.99
☐ \$11 to \$14.99
☐ \$15 to \$19.99
☐ \$20 to \$24.99
☐ \$25 or more

Please state reasons as to why you have purchased a printed calendar in the past or why you would be likely to purchase a calendar in the future? (Please check all those that apply.)

- ☐ Appealing pictures
☐ Specific theme
☐ Large print
☐ Artistic value
☐ Size of calendar

SECTION 5: YOUR IDEAL PRINTED CALENDAR

If you have an ideal printed calendar, tell us what it would be by rating the importance of characteristics listed below that you would like to see in a printed calendar. (On a scale where 1=unimportant and 5=extremely important.)

	Unimportant	Slightly Important	Important	Very Important	Extremely Important
Room to add notes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Attractive Pictures	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Theme	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Holidays Shown	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Commemorative dates shown	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A saying, slogan or quotation on each page	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Useful Information such as hints, business related info etc.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Which of the following calendar views do you prefer for your ideal calendar? (Please check one.)

- ☐ Daily calendar with a page for each day
☐ Monthly calendar with a page for each month
☐ Yearly calendar with all months on one page
☐ Monthly calendar with the last month and next month on each month's page
☐ Not particular about printed calendars
☐ Other (please specify)

If you use/have used a printed calendar in the past, which of the following actions have you taken? (Please check all that apply.)

- ☐ Kept the calendar at the end of the year in order to refer back to it
☐ Put sticky notes on it to add to it
☐ Generate informal annual reports from the info entered in it
☐ Kept the calendar for the pictures on the calendar
☐ Kept the calendar for information on the calendar

- ☐ None of the above
☐ Never used one in the past
☐ Other (please specify)
-

Page 14 - Question 60 - Yes or No

[Mandatory]

Are you likely to purchase a printed calendar in the future?

- ☐ Yes
☐ No
☐ Additional comment
-

Page 14 - Question 61 - Choice - One Answer (Bullets)

[Mandatory]

In your opinion as a business person/employee, do you think that advertising calendars are an effective advertising vehicle for companies?

- ☐ Yes
☐ No
☐ Don't know

Page 15 - Heading

SECTION 6: ADVERTISING CALENDARS GIVEN OUT BY YOUR COMPANY

Page 15 - Question 62 - Choice - One Answer (Bullets)

[Mandatory]

Does your company give out advertising calendars as complimentary gifts to its clients or potential clients?

- ☐ Yes
☐ No **[Skip to 17]**
☐ Don't know **[Skip to 17]**

Page 16 - Question 63 - Choice - One Answer (Bullets)

[Mandatory]

From where does your company purchase advertising calendars for clients or potential clients? (Please check your one primary source.)

- ☐ Office supply store
☐ Mail order
☐ Calendar stores
☐ Promotional products distributor
☐ Printer
☐ Don't know
☐ Other (please specify)
-

Page 16 - Question 64 - Choice - One Answer (Bullets)

[Mandatory]

What is the approximate value of the advertising calendar given out by your company as a complimentary gift? (Please check one.)

- ☐ \$1 to \$4.99
☐ \$5 to \$7.99
☐ \$8 to \$10.99
☐ \$11 to \$14.99
☐ \$15 to \$19.99
☐ \$20 to \$24.99
☐ \$25 or more
☐ Other, please specify
-

For how many years has your company given out advertising calendars as gifts to clients and potential clients?
(Please check one.)

- ☐ 1 year
- ☐ 2 to 4 years
- ☐ 5 to 7 years
- ☐ 8 to 10 years
- ☐ More than 10 years
- ☐ Don't know

Do you believe that the practice of giving out advertising calendars as a promotional item has been effective for your company?

- ☐ Extremely effective
- ☐ Very effective
- ☐ Somewhat effective
- ☐ Somewhat ineffective
- ☐ Ineffective
- ☐ No idea

SECTION 7: DEMOGRAPHICS (This information is for classification purposes only).

Approximately how many people does your organization employ?

- ☐ 1 to 9
- ☐ 10 to 19
- ☐ 20 to 29
- ☐ 30 to 39
- ☐ 40 to 49
- ☐ 50 to 99
- ☐ 100 to 249
- ☐ 350 to 499
- ☐ 500 or more

What is your job title?

- ☐ CEO/Partner/Owner
- ☐ Vice President
- ☐ Director
- ☐ HR Director
- ☐ Marketing/Sales Manager
- ☐ Purchasing Manager
- ☐ Administrator
- ☐ Other (please specify)

What is the annual revenue of your organization?

- ☐ Under \$100,000
- ☐ \$100,000 to \$499,999

- ☐ \$500,000 to \$999,999
- ☐ \$1,000,000 to \$4,999,999
- ☐ \$5,000,000 to \$9,999,999
- ☐ \$10,000,000 to \$49,999,999
- ☐ \$50,000,000 to \$99,999,999
- ☐ \$100,000,000 and above

Page 17 - Question 70 - Choice - One Answer (Drop Down)

[Mandatory]

What is your highest level of education?

- ☐ Less than high school
- ☐ High School or GED
- ☐ Some college
- ☐ 2 year college degree (Associate degree)
- ☐ 4 year college degree (BA/BS)
- ☐ Masters Degree
- ☐ Ph.D
- ☐ Professional Degree (MD/JD)

Page 17 - Question 71 - Choice - One Answer (Drop Down)

[Mandatory]

What is your age?

- ☐ 18 to 25 years
- ☐ 26 to 35 years
- ☐ 36 to 45 years
- ☐ 46 to 55 years
- ☐ 56 to 65 years
- ☐ 66 to 75 years
- ☐ 75 to 85 years
- ☐ 86 or more

Page 17 - Question 72 - Choice - One Answer (Drop Down)

[Mandatory]

What is your gender?

- ☐ Male
- ☐ Female

THANK YOU FOR YOUR TIME!