

CALENDAR USAGE IN BUSINESSES & HOMES

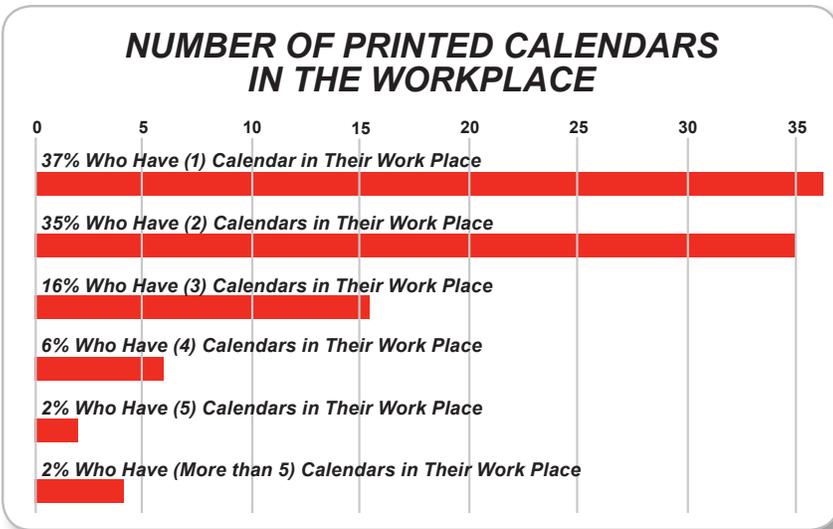
PRINTED CALENDARS at the WORKPLACE

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 in 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, 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, PDDAs and

other portable gadgets, the fact that 78 percent of employees had a printed calendar at their work is still surprising and good news.

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.



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

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

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PRINTED VS. DIGITAL CALENDARS

A study conducted in 2010 by the PPAI (Promotional Products Association International) examined the usage of calendars, purchasing habits and an in-depth look at advertising calendars. Following are some of the facts revealed by this study.

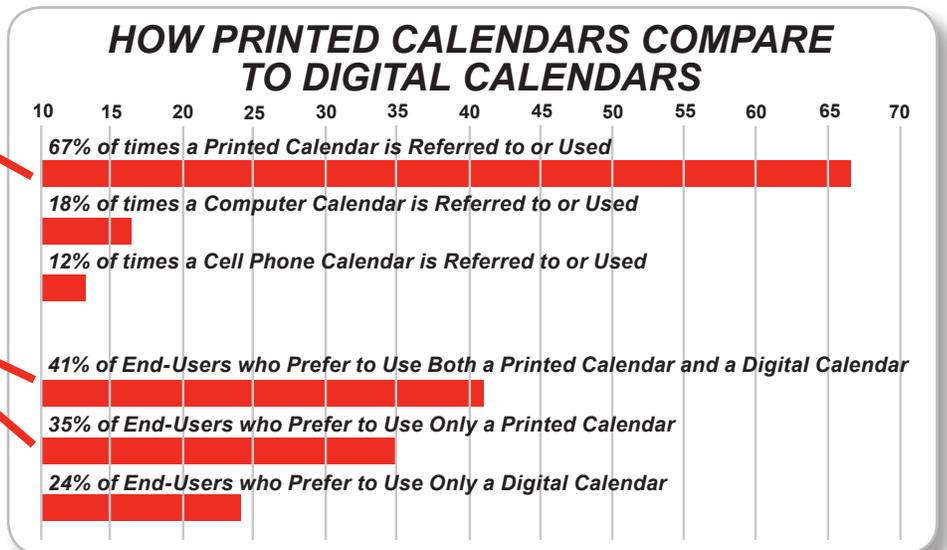
An objection to buying calendars that has surfaced recently has been the perception that people do not use printed calendars any more. That instead they are using digital calendars on their computers or mobile devices.

Findings from this study showed that 37% of respondents reported never using a calendar on the computer. The study also found that 41% of the time people prefer to use both a Printed Calendar and a Digital Calendar. 35% of the time they prefer to use only a Printed Calendar while only 24% of the time do they prefer to use only a Digital Calendar. In other words 76% of the time people still use Printed Calendars even with the proliferation of Digital Calendars.

The following chart shows these facts as well as the percent of times a Printed Calendar or a Digital Calendar is referred to. The Printed Calendar is a "Clear Winner".

67% of the time people choose to refer to a Printed Calendar instead of a Digital one.

76% of the time people prefer to use a Printed Calendar only or a Printed Calendar in conjunction with a Digital one.



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PRINTED VS. DIGITAL CALENDARS

Since computers play a big role at the workplace, the answers to the question on page 2 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.

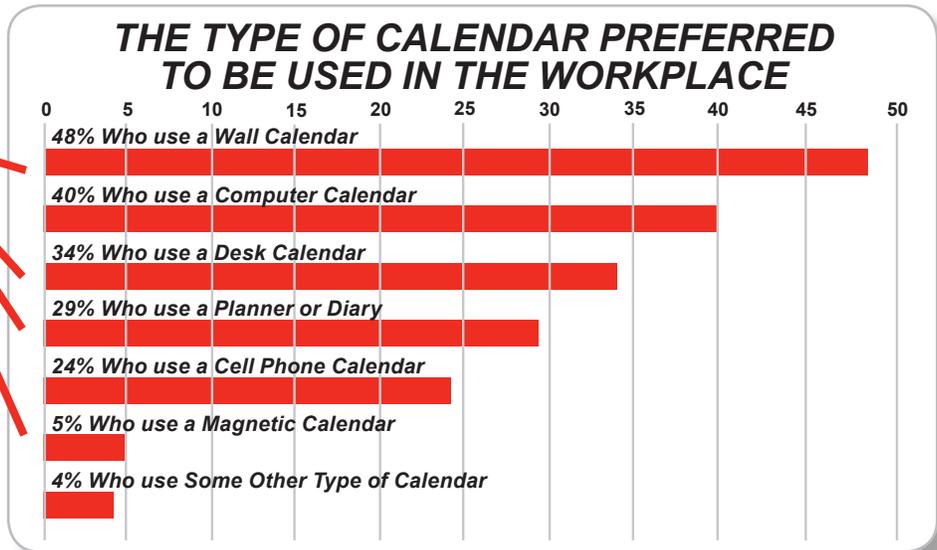
This leaves approximately 42 percent of respondents who could be described as “regular” users of their calendars on the computer at work. They range from people who used it between once a day to those using it more than nine times a day.

(The one percent of respondents who said “other” reported infrequent use in their responses.)

Following is a chart showing the % of people who use a specific type of calendar in the workplace. When the printed forms are combined the Printed Calendar “Dominates”.

63% of the time people choose a Printed Calendar. They picked a Digital Calendar (solely) 35% of the time.

The numbers at the right do not add up to 100%, that is because people were allowed to select more than one preferred style of calendar.



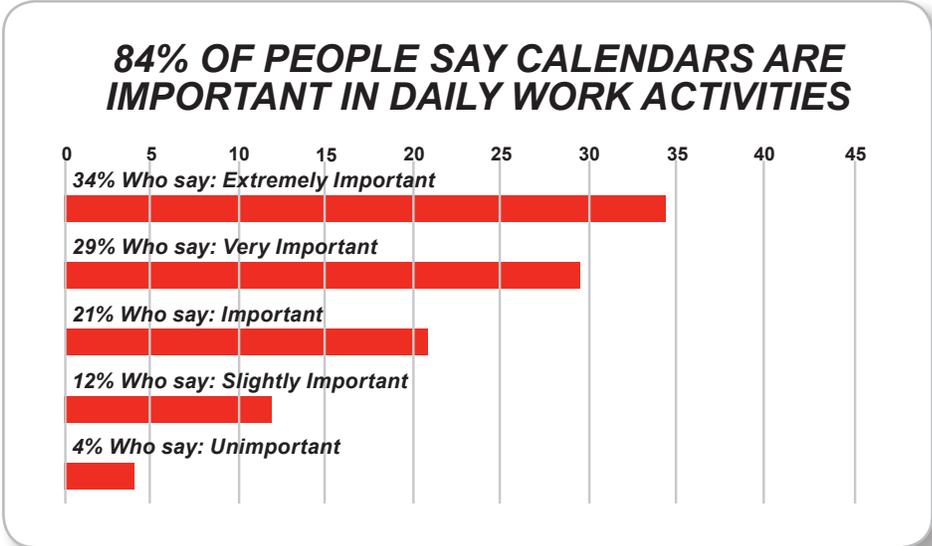
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IMPORTANCE OF CALENDARS IN DAILY LIFE

Our 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.

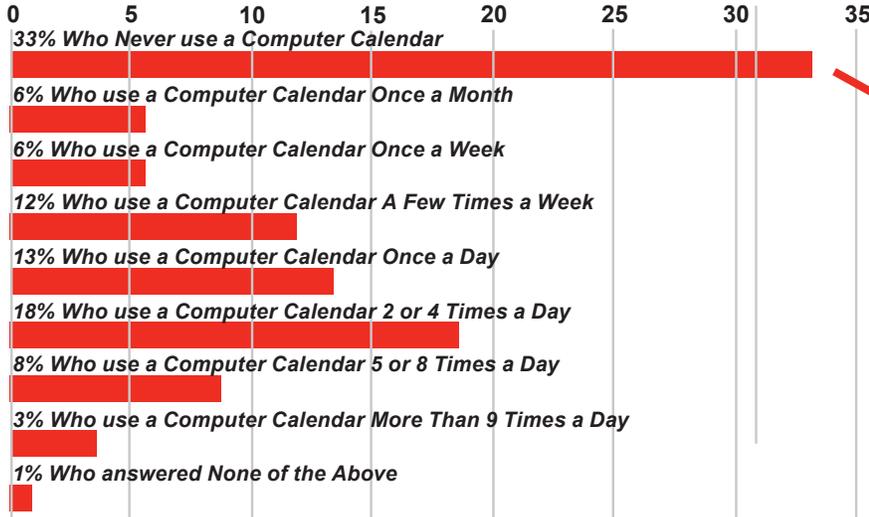
Eighty-four percent of respondents employed reported that calendars were either, important, very important or extremely important in their daily activities. Sixteen percent of respondents reported that calendars were either unimportant or only slightly important to them.

84%
Regard
Calendars as
IMPORTANT



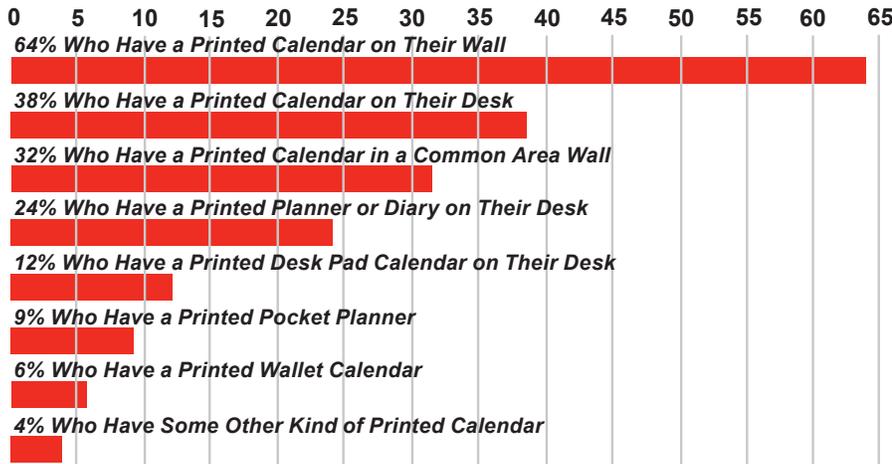
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HOW OFTEN COMPUTER CALENDARS ARE USED IN THE WORKPLACE



33% of respondents NEVER use a calendar that is available on their computer.

LOCATION AND USAGE OF PRINTED CALENDARS IN THE WORKPLACE



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

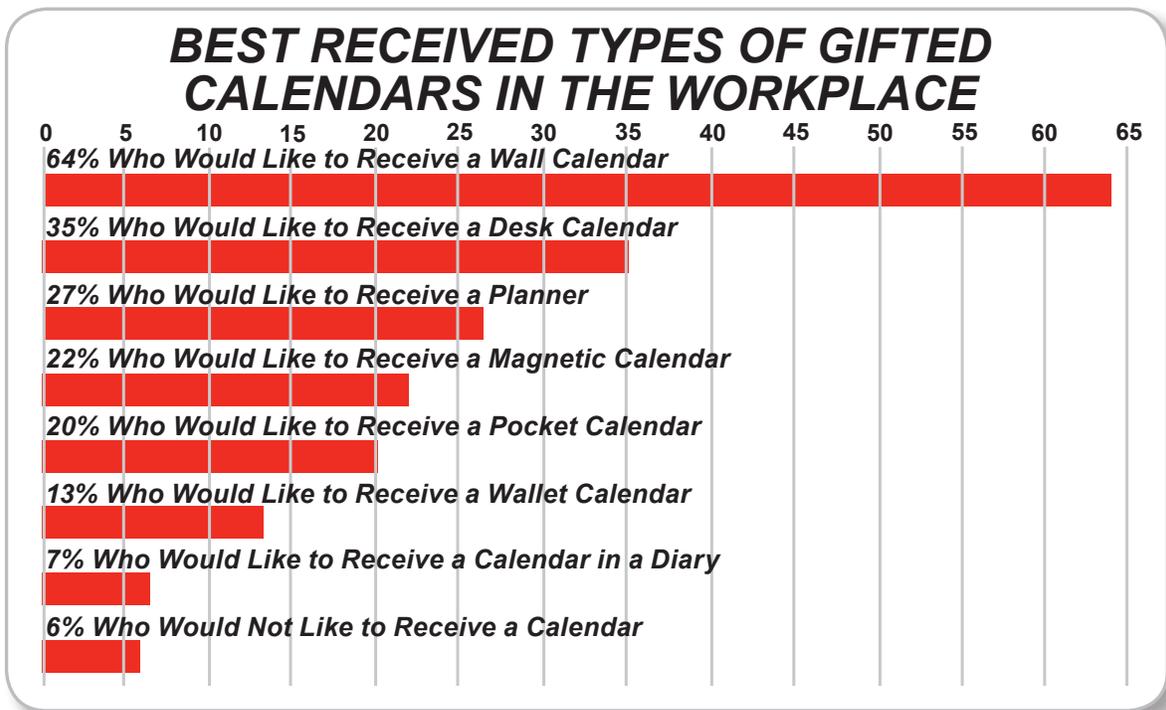
- Check dates – 83%
- To make a note of appointments – 84%
- Keep track of special dates or holidays – 77%
- Make notes – 52%
- To keep a record of events – 52%
- Jotting down phone numbers
- Keeping a record of expenses
- Track sporting events and much more. . .

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IMPORTANCE OF CALENDARS IN DAILY LIFE

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, day planners, magnetic, and pocket calendars.

These findings were similar to the household study released in December 2010. Only six percent stated they would not keep a free advertising calendar.



EFFECTIVENESS OF 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, 59.44 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.

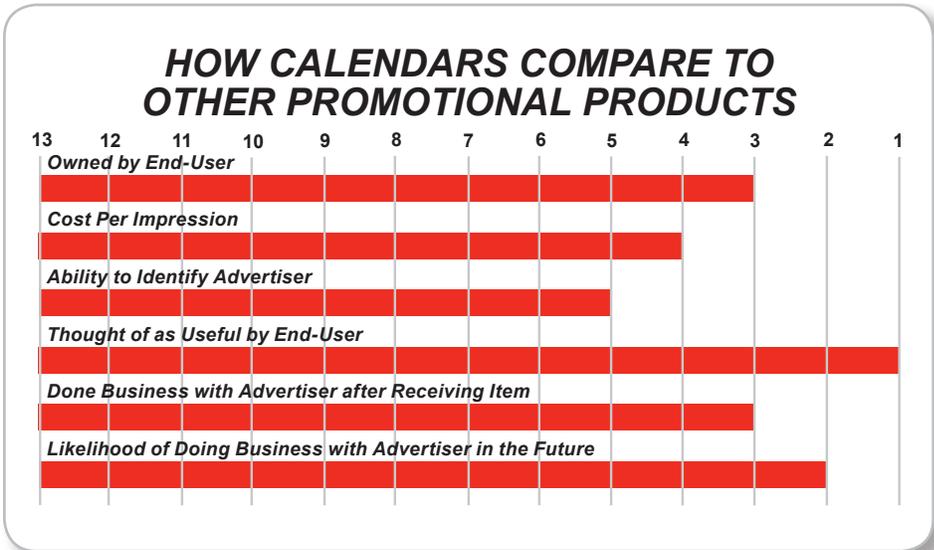
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These numbers speak extremely well for calendars as an advertising medium plus speak well for the use of calendars to encourage repeat business, foster good-will, and generate referrals. These are key ingredients in any advertising campaign.

Almost 8 out of 10 recipients remember the name of the advertiser and plan to do business with them in the future.



In this study promotional products were broken out into the following 13 categories: Bags, Caps/Headwear, Electronics/Computer, Shirts, Writing Instruments, Calendars, Recognition Awards/Trophies/Plaques, Desk/Office/Business Accessories, Glassware/Ceramics/Mugs, Automotive, Jackets/Hoodies/Sweatshirts/Fleece, Health and Safety Products, and Food Items.



So what did we find?

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.

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.

The average number of printed calendars per business was 2.1. 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 providers of printed calendars.

Only 24 percent of respondents who had a print calendar at work stated that their calendars were not an advertising calendar. So we know that 76 percent 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. Today we know that there are more advertising calendars present in the workplace than in the past.

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. This tells us that there is opportunity for advertisers to step in and make sure that advertising calendars take the place of those that are purchased.

The study also reveals that the advertising calendar is a very effective advertising vehicle. We know that between 75 and 77 percent could remember the advertiser or message advertised.

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 was also very encouraging . . . All with huge implications for the effectiveness of the medium.

Lastly, while technology has made inroads with electronic devices, the ubiquitous printed calendar has a firm foothold in our business environment.

