

Survey: Germans prefer to write with a pen rather than with a mobile

Despite smartphones, tablets & co., 94 percent of Germans¹ still rely on traditional writing instruments like pencils and ballpoint pens. This was the result of a representative survey carried out by the market research company GfK SE on behalf of STAEDTLER.

Nuremberg, July 2014. Whether for writing messages, jotting down notes or logging reminders: Despite the fact that an increasing number of Germans own a smartphone or tablet, over 90 percent of them still prefer to write with a pen. Top of list² of applications for pens and pencils is, at 87 percent, note-taking. This is closely followed by shopping lists. Almost half of those questioned (46 percent) continue to use classic writing instruments for writing personal messages to friends and family. All the same, 42 percent of Germans do already prefer to use a digital device for messaging and note-taking. Messenger services are highly popular with more than three quarters of Germans when it comes to communicating with friends and relatives. At 31 percent, almost every third person uses a mobile device for setting reminders and nearly the same amount of Germans (28 percent) uses one to take notes with.

Germans like to use a pen at business meetings

Whether Germans use a classic writing instrument or digital device also depends on where they happen to be at the time. Germans write with tablets or smartphones when on foot (53 percent), travelling by bus or train (52 percent) or in the car (41 percent). One third of them use a digital device at home. Those questioned primarily utilise ballpoint pens and pencils at their desk (64 percent), at home (55 percent) and at business meetings (46 percent).

Stylus function for quicker typing

Ballpoint pens and pencils are hardly used at all when on-the-go. Nevertheless, every second person (53 percent) can imagine using a pen with a stylus function, like e.g. 'The Pencil' from STAEDTLER, in such situations. The tip at the end of the writing instrument is made out of a conductive material which makes it possible to write and click with it on a tablet PC or smartphone. 30 percent believe they wouldn't make as many typing errors if they used a pen with stylus function. The second most popular reason for using a stylus function pen is that it enables quicker typing and swiping on the

display (26 percent). Keeping the display clean was the third reason given (21 percent). Every fifth 14 to 19 year old (22 percent) would use the pen simply because it's 'cool'.

¹ In connection with a representative survey conducted by GfK SE in December 2013 among 1000 people over the age of 14 living in Germany. 982 questionnaires were analysed.

² Multiple answers possible

Table 1: What do Germans prefer to write with (context specific)?***

	Notes	Shopping lists	Personal messages
Classic writing instrument*	87.5 %	70.5 %	46.4 %
Smart device**	28.3 %	8.4 %	75.8 %

*) Number of people questioned: 982 (total questionnaires analysed)

***) Number of people questioned: 472 (sub group: users or owners of smart devices)

***) Most frequent responses for classic writing instruments

Table 2: What do Germans prefer to write with (situation specific)?

	On foot	On public transport	In the car	In business meetings	At home	At a desk
Classic writing instrument**	12.1 %	13.0 %	18,5 %	46 %	55.1 %	64 %
Smart device**	53 %	52 %	41 %	18.7 %	30.6 %	18,5 %

***) Number of people questioned: 472 (sub group: users or owners of smart devices)

Table 3: Positive attitude towards the use of a pen with stylus function

	General	No more typing errors	Faster typing	Cleaner display
Reason for use**	53 %	30 %	26 %	21 %

***) Number of people questioned: 472 (sub group: users or owners of smart devices)

About STAEDTLER

STAEDTLER is one of the oldest industrial companies in Germany and ranks among the world's leading manufacturers and suppliers of writing, colouring, drawing and creative products. An international company with a high export quota, STAEDTLER has over 2,000 employees worldwide, more than 1,300 of them in Germany alone. The long-established company attaches great importance to the origins of its products and manufactures more than 75% of its articles in Germany. This makes STAEDTLER the largest European manufacturer of wood-cased pencils, erasers, mechanical pencil leads and modelling clays and proud of its long tradition of manufacturing 'Made in Germany' products.