

DIGITAL ORGANIZING SURVEY

SUMMARY OF RESULTS

The intention of this report is to outline the results of a survey carried out by EverPresent to better understand the pain points associated with mushrooming collections of digital photos and videos. The information below summarizes statistics compiled from over 400 parents of children under the age of 18.

Families are accumulating a lot of photos and videos

- 30% of families have accumulated over 15,000 photos and videos
 - 11% have accumulated over 50,000 in total
 - 16% have over 1,000 digital videos
- The average parent is adding 250-300 new photos and videos per month

The average families collection is too fragmented and cluttered to organize

- Only 17% of families have their photos and videos consolidated into a single library
- The average family has photos on 4-5 devices
- The average family would delete 24% of its photos if time allowed.
 - Only 29% of families say they sufficiently delete unwanted photos.
 - 42% say they would delete a significant portion of their collection if they had time (they would delete 1 out of every 3 photos).
 - 11% of families would delete over 50% of their library.

Cloud backup is common, but confidence is low

- 83% report using some sort of cloud backup
- Only 18% are confident all of their photos are backed up to the cloud
- 66% of families are certain that not all of their photos are backed up to the cloud
- Only one in two families back up their photos and videos to an external hard drive
- 83% of families still worry about losing important photos and videos.
- 25% are extremely worried.

The average family is adding over 3,000 photos and videos per year, and estimates 45 hours of manual work are needed to catch up on organizing backlog.

Families are way behind on their photo organizing and experiencing real consequences

	Caught Up	Behind	Way Behind	Not a Priority
Downloading	20%	44%	27%	9%
Backing UP	23%	36%	34%	7%
De-Cluttering	12%	37%	44%	7%
Organizing	16%	36%	39%	9%
Sharing w/ Family	33%	38%	19%	9%
Making books	9%	24%	47%	20%
Editing Videos	12%	25%	37%	27%

- 41% missed capturing an important moment because a device was full
- 47% permanently lost a photo or video due to user error, system failure or losing a device
- 29% were unable to share a photo or video that was requested by friends or family
- 43% experienced computer slowness due to oversized photo libraries
- 38% of families have not switched out a photo in a picture frame in the last five years
- 11% of families would delete over 50% of their library.
- 60% have neither printed photo book or photo calendar in five years

Due to time constraints and lack of technical confidence, advanced software features are not being used regularly to solve organizing challenges

*Of the features tested, on average they are used by only **31% of families** as part of their regular routine.*

Using facial recognition to tag photos	30%
Using tagging features to categorize photos based on different topics or events	43%
Starring photos to easily highlight your favorites	24%
Assigning color dots to photos	9%
Creating books or collages	42%
Creating slideshows	33%
Sharing photos using the software	40%
Searching photos by keyword	23%

*Of the features tested, on average only **60% of families** were confident in their abilities*

Upgrade your photo software to the latest version	38%
Clear up space on your computer for new photos	54%
Clear up space on your phone for new photos	70%
Export a photo from your organizing software and have it printed	53%
Crop a photo	79%
Purchase an external hard drive and move your photos to the hard drive	50%
Send a video clip to a friend	64%
Send a digital photo to a friend	80%
Share an entire album of photos with a friend	48%

The photo/video situation is unique among household responsibilities; everything else is getting easier while this is getting harder

*Families were asked to rank household activities in terms of how much their situation has improved over the last three years. **20% reported that organizing photos and videos has actually gotten worse, the most of any activity. This is how they ranked from easiest to hardest.***

Taking photos and videos	1
Shopping for groceries	2
Shopping for clothes or household items	3
Managing and tracking your finances	4
Sharing photos and videos	5
Planning family vacations	6
Managing and tracking your health and fitness	7
Choosing the right provider for important services like healthcare, education & childcare	8
Managing your household technology	9
Organizing photos and videos	10
Making gifts with your photos and videos	11

*Families give themselves the worst grades managing photos and videos vs. other household responsibilities. **Family photos and videos, along with physical fitness, are the outliers:***

Household Responsibility	% Self-Grading C, D or F
Managing my family's photos and videos	47%
Managing family finances	28%
Managing my family's fitness	44%
Planning my family's vacations	28%
Managing household issues	21%
Managing my children's health and wellness	13%
Mangaging my children's education	13%

Families believe they have dug a significant hole that will be difficult to overcome:

- The average family estimates they would need 45 dedicated hours to catch up on their photo organizing. 13% estimate they would need over 100 hours.
- Families are not confident in their ability to keep up going forward, even if initially caught up:
 - Families believe they would need an average of 7 dedicated hours per month to keep up going forward
 - 25% of families are not confident they could manage the situation even if they had all the needed time available.

The challenge of keeping up photos & videos creates complicated marital dynamics:

- Only 13% of couples report sharing responsibility for managing family photos and videos.
- Only 8% of couples report sharing responsibility for producing photo/video gifts.
- 53% report some version of a marital issue:

Reported Impact on Relationship	% Applicable
When this topic comes up, we fight	4%
My spouse is generally letting us down on this topic	11%
I suspect my spouse is not doing a great job with this, but I'm hesitant to say anything	12%
My spouse probably thinks we're in way better shape than we are on this topic, but I'm hesitant to say anything or ask for help	26%

At the end of the day, the majority of parents are not having fun with their photos and videos

- 41% parents report having fun with their spouse on this topic
- Making photo gifts, which is supposed to be the fun part, is disappointing parents

Dissatisfaction Reported About Photo Gifts	% Applicable
I don't do it as much as I want to because it takes too much time	56%
I don't do it as much as I want to because I haven't been able to properly learn the software	19%
I take on more than I can handle and often have to settle for something way less cool than I wanted	29%

- 25% of parents report that managing photos and videos is the single most frustrating household chore.
- 54% of parents have tried and failed to organize their digital library in the past.
- 23% have tried and failed three or more times

Ultimately, 55% of parents are not in a happy place about their family photos and videos

What description best describes how you feel about managing the family photos & videos?	% Applicable
I genuinely enjoy it	36%
I feel like I should enjoy it, but in reality it's frustrating	31%
It's probably not worth the effort I'm putting in	8%
I mostly dread this responsibility	12%
At the moment I'm just in a really bad place on this topic	5%