



degoo

2019

## Forgotten Photos Report

It seems we never fail to capture life's key moments on camera, but nothing becomes of these photo memories as time progresses.

# Foreword

For the everyday consumer, smartphones have virtually replaced the need for a digital camera. The devices we use in 2019 have extended the limit of how many photos we can take at a given time, occasion or life happening, and while that's empowered us to capture every moment that unfolds in front of our eyes, the flip side is bleak... the more technology has enabled us to capture the moment before us leads to more of our documented memories that are simply forgotten.

Degoo's 2019 Forgotten Photos Report reveals that the majority of photos saved on our phones ultimately go unused, according to estimates made by Americans. That's a lot of vacations, birthday parties, back-to-school photos, nights out and more memories being left in the dust on our phones, clogging up valuable storage space. Not following through with plans to share, print or even save our photos has evoked feelings of guilt and regret.

Social media and digital culture have played their hands in reshaping the way we take

pictures, and we've learned the search for the perfect photo opp does not equate to the perfect memory. Findings suggest that we're both doing nothing meaningful with our photos and missing out on the moments as they happen altogether, so what's the point? Memories like the ones we're making this very summer don't have a long shelf life if they'll just be sitting on our phones taking up space... the photos should live somewhere for when you have the itch to relive life's most precious moments!



# We Do Nothing with Over Half of the Photos on Our Phones

Americans with photos on their phones estimate **over one half (59 percent)** of those photos ultimately go unused— that's about 460 photos that people haven't done, nor plan on doing anything with like:

- Uploading pictures to social media.
- Saving the photo files to a computer.
- Uploading photo files to a cloud service.
- Making a photo album.
- Printing physical copies of photos.

## 21%

1 in 5 Americans agree they never fail to capture key life moments on camera but don't look at the photos later on.

## 21%

1 in 5 Americans never delete photos even if they don't use them.

## 11%

1 in 9 Americans often find too much time has passed for them to post certain photos to social media.



## 'Photo-Regret' is Real, and Unused Photos Aren't Helping

Americans are starting to think twice about the sheer number of photos sitting on their phones that they've never made the real effort to use or even look at later on. In fact, **nearly a quarter (24 percent) feel guilty for having photos they've never done anything with.** Not using photos, not being able to locate them or not taking enough altogether doesn't make us feel proud of our memories the way that we're supposed to.

### 45%

Nearly half of Americans regret not having enough photos of their younger selves.

### 16%

About 1 in 6 are often nostalgic, but don't have enough photo evidence to relive those moments.

### 37%

Over a third of surveyed parents agree actually doing things with the photos they take of their kids makes them feel like a better parent.

### 19%

Nearly 1 in 5 Americans get so consumed in the moment of taking pictures that they miss out on it in real life as it's happening.

# The Fate of Summer 2019 Vacation Photos

So many photos are captured on vacations, honeymoons or trips that only happen once in a lifetime... what's the fate of memories made during these special occasions if majority of our pictures go unused?

This summer, nearly 1 in 3 (30 percent) Americans admitted the chances of them looking back at their summer 2019 photos are slim. The vacations themselves may end in a matter of days, but the memories could last longer if we did more with the pictures once the trip ended. In fact, our Forgotten Photos report shows we feel better when we do: **over a third (34 percent) would be more proud of a vacation they took if they had the photo album to show for it.**

A snapshot of our recent vacation photos:

Only **14%**

have posted full albums to social media.

Only **14%**

have displayed their vacation photos around the house.

Only **10%**

have created a physical photo album or scrap book.

Only **13%**

have manually uploaded their vacation photos to the cloud.

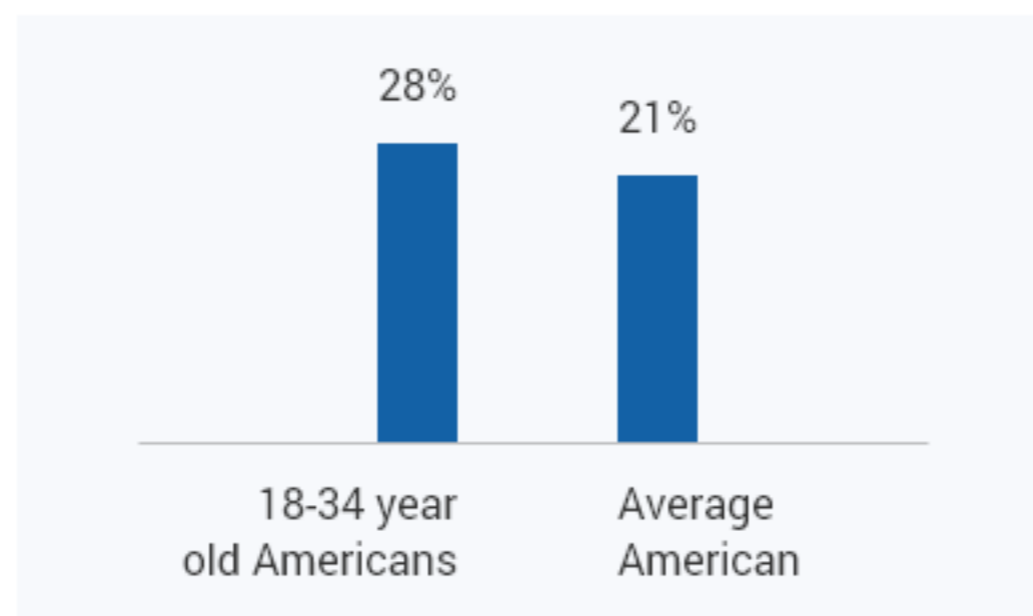


# The Young Adult Definition of Photo Culture

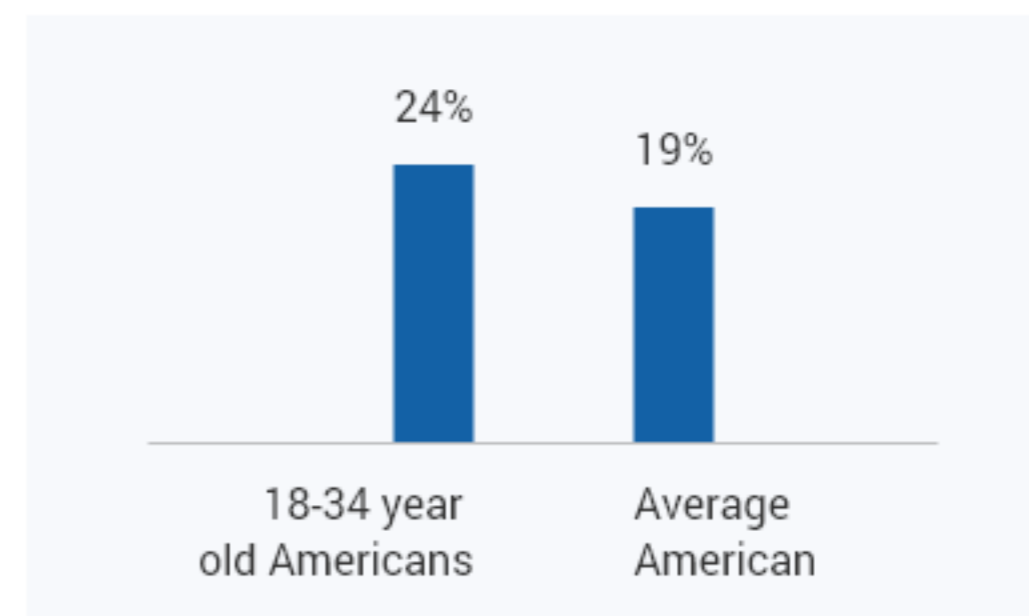
A big segment of today's young adults (aged 18-34) grew up in a period where phones and photography went hand-in-hand with one another. This overlapping bracket of younger Millennials and older Gen Zers have the reputation of constantly being on their phones and taking advantage of every photo opp that comes their way.

**They are more likely than the average person to never miss the opportunity to:**

Capture key life moments, yet don't look at the photos later on



Get so consumed with taking photos that they miss out on the moment itself



# The Young Adult Definition of Photo Culture

Cloud storage providers like Degoo can help people back up photos, but young adult phone owners have molded their own trends to work around the 1,200+ photos they estimate live on their phones.

A snapshot of young adult photo surplus:

26%

Everyone seems to be complaining about how they're running out of space on their phones but over a quarter of 18 to 34 year-olds never delete photos, even if they don't use them.

10%

1 in 10 post photos they don't deem good enough on a separate Instagram account or "Finsta".

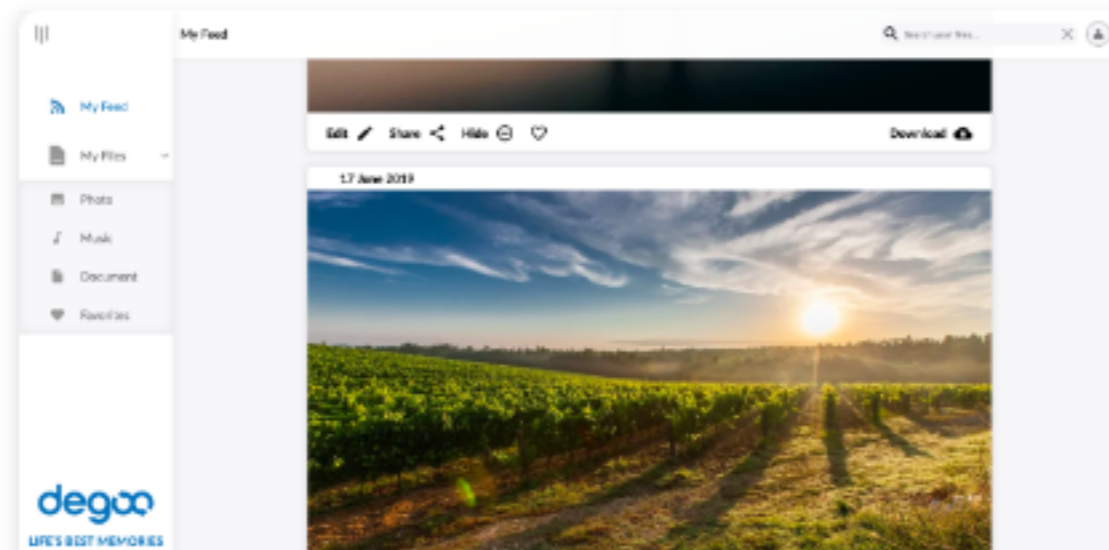
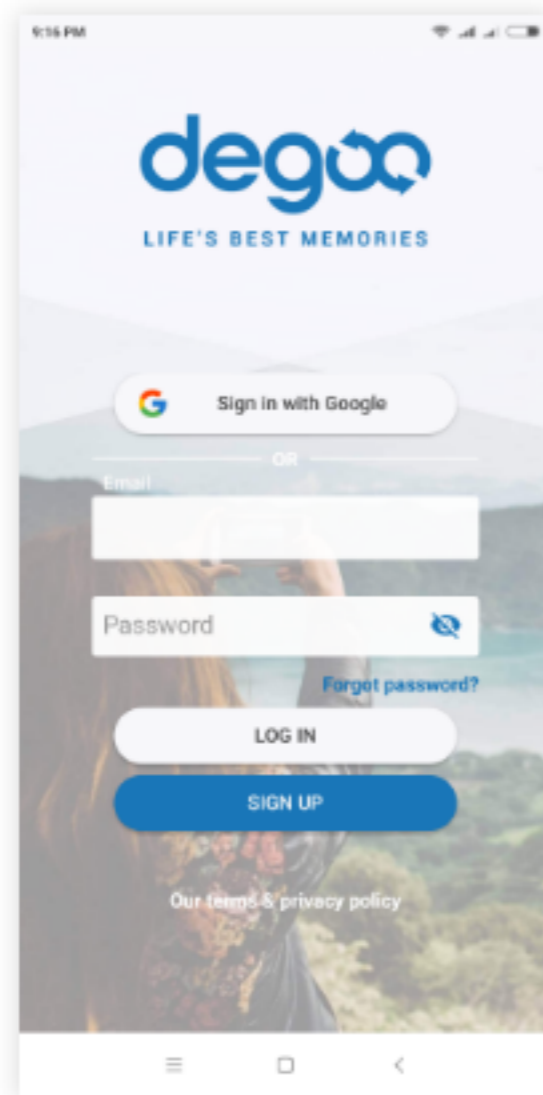
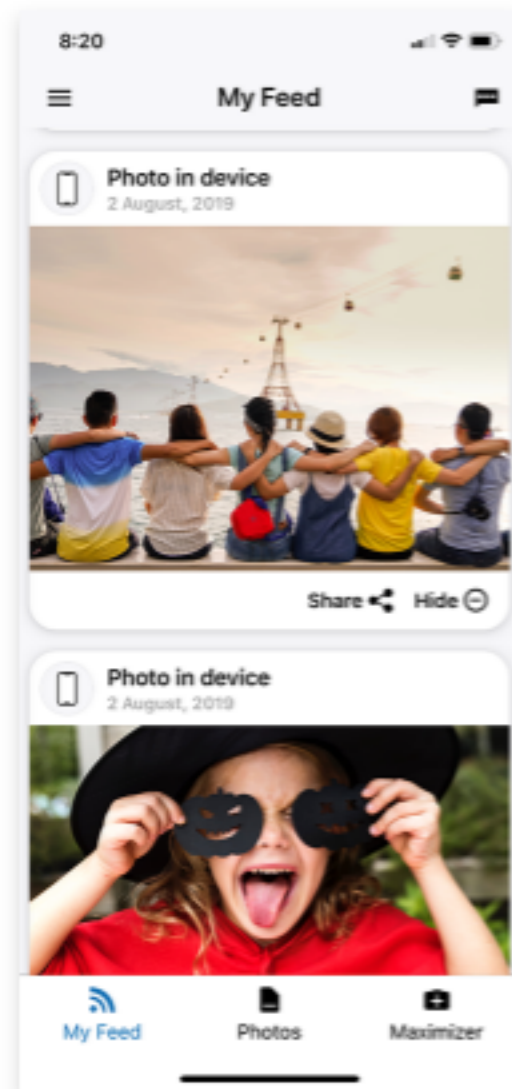
11%

A fraction of them 1 in 9 even opt to cut corners by taking photos for their Instagram or Snapchat stories because they don't take up space on their phones.



Degoo is an experience-driven platform offering secure cloud storage with an AI-empowered interactive display that helps users re-discover their best memories. Designed in the bursting Swedish startup scene, Degoo offers users globally a solution to not only store their precious data securely online, but to access it as well with free Wi-Fi from the Powered by Degoo app Instabridge.

Available on iOS, Android, Windows, Mac and the web, Degoo serves over 50M+ users globally with its suite of apps, Degoo Cloud Storage and Instabridge by Degoo, and is the only cloud storage platform approved as a Made for Samsung app.



For more information, please visit [degoo.com](https://degoo.com)



# Research methodology

Degoo commissioned YouGov Plc to poll the views of a representative sample of 1,213 US adults. Fieldwork was undertaken between 18-19 July 2019. The survey was carried out online. The figures have been weighted and are representative of all US adults (aged 18+).

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