Nobody's Doing It -- Digital Photos' Dirty Little Secret

National Poll Results Show Most Do Not Have a Photo Protection Plan

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According to a GfK/ Roper Poll conducted for www.CheapStingyBargains.com, 77% of Americans admit that they do not regularly make back-up copies of photos for safe keeping onto a DVD or CD. One in six people have lost special photos that they valued.

Everyone's Gone Digital, But...

While 66% of respondents report using a digital camera, 47% wish we were still in the pre-digital age, when people gave you real copies of photos instead of digital ones.

Photo Albums Might be a Thing of the Past

50% of respondents admit we are taking digital photos, but not developing them. While only 15% report permanently losing photos, one quarter (24%) develop photos but aren't backing them up.

Photo Protection Plans Are Not as Common as You Would Think

Only 6% are actually using an online storage site, 18% are developing photos and using either home or work computers as a back-up, and 18% are using a CD or DVD. 34% don't know what we're doing for back-up. (and it isn't just photos - only 13% of Americans say they backup their music / iTunes library more often than they back up their photos.)

Photo Protection is Not as Common

"So many people have photos of trips and family they have downloaded on their computers that a computer crash can be devastating," said Mike Glozman, founder of CheapStingyBargains.com. "We regularly hear from customers on our site who are buying a new computer to replace an old one that crashed, yet their photos and documents are often lost forever."

CheapStingyBargains.com knows how much you love your photos. The 75% of respondents who took photos of special events captured

-- Family gatherings (56%)

-- Kids' birthdays (55%)

-- Travel (55%)

-- Events with friends (53%)

Memory Protection Sweepstakes

We want to help you protect your memories of those events. So, we are giving (2) three year subscriptions and (2) one year subscriptions to Carbonite's back-up services. http://www.cheapstingybargains.com/photo-backups/

Poll methodology

The survey was conducted from January 22-24, 2010, by GfK Roper Public Affairs & Media on behalf of CheapStingyBargains.com. Random digit dialing phone interviews were completed with 1,005 adults 18 years old or older. The survey had a margin of error of plus or minus 3 percentage points.

About CheapStingyBargains.com

Cheapstingybargains.com is an online community that lists coupons and deals to help save consumers money. Cheapstingybargains.com scours the Internet for the very best deals perusing sales, close-outs, clearances, rebates, and exclusive coupons not generally offered to visitors of the vendor's sites. Follow us at http://twitter.com/CheapStingy and http://www.facebook.com/Cheapstingybargains.

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