

## 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](http://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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