



Shutterfly, the leading retailer dedicated to helping people create the most from life's moments, recently commissioned a study of more than 2,000 people throughout the United States, to better understand the impact of the global pandemic on missed celebrations, and the role that photos will undoubtedly play with the return to in person celebrations in 2021. Shutterfly's study not only highlights the joy people find in publicly celebrating these moments on social media, but that the simple act of sharing or printing photos can lift spirits.

**The Shutterfly "Year Interrupted" study** surveyed 2,000 Americans<sup>1</sup> on how they have felt about taking, sharing, and printing photos since the beginning of COVID-19 and their plans for celebrations post-quarantine. The research found:

- Two-thirds of Americans say that they **delayed special celebrations** during COVID-19, but are now looking forward to celebrating properly in 2021.
- The **majority of respondents say they plan to celebrate all of the missed special occasions** when they can be with my friends and family again post-quarantine (67%).
- 3 in 4 Americans say the **next time they get to celebrate** with their friends and family, they will definitely be taking photos together.
- More than half of Americans have **looked at old photos to cheer themselves up** during the pandemic.
- More than half of social media users say it will be a **priority on their first vacation to take photos to share** (53%, rising to 57% for Millennials).

This research comes as we reflect on the anniversary of COVID-19 related restrictions and the pandemic's impact on our lives. After all we've experienced the past year, the company wanted to explore how the pandemic has impacted people's feelings about taking, sharing and printing photos since March 2020.

To get people excited about posting, sharing and printing photos, Shutterfly is offering 50% off site-wide through Sunday, April 4 with the promo code SFLYSHARE50.

Other key study findings include:

#### **The "social sharing stigma"**

- Four in 10 (or 39%) of respondents worry they will be judged for sharing photos that show they are simply having fun during the pandemic.
- People are sharing fewer photos than in previous years: Nearly 4 in 10 (37%) of social media users have posted less often since March 2020 than in previous years.
- Why? 1 in 2 Americans feel there is a "social sharing stigma" associated with the past year of COVID-19-related social restrictions.

- 38% of Americans felt like they shouldn't share photos of their birthday on social media this year, & two-thirds of those who got engaged, married or had a baby during the pandemic say there's a social stigma about sharing photos of these celebrations (64%). However, 3 in 4 Americans say the next time they get to celebrate these kinds of special moments & reunite with their friends and family, they will definitely be taking and posting photos together.

#### **For travelers**

- 1 in 2 social media users say it will be a priority on their next vacation or first post-pandemic trip to take photos for social media.
- 4 in 10 (45%) of Instagrammers have shared an old vacation photo (from 2019 or prior) in the past year.

#### **For recently engaged or married couples**

- 2 in 3 Americans say that last year they delayed special celebrations, but they are looking forward to celebrating properly in 2021 (66%).
- 6 in 10 Americans miss seeing photos of their friends and family celebrating special occasions on social media (60%).
- 58% of those who got engaged/married during the pandemic say they worry that they will forget these special occasions or milestones if they don't have photos of the memories.

#### **For new parents and others experiencing parenting milestones**

- Many parents have made photo albums (49%) to bring themselves moments of joy in the past year.
- 52% of parents admit they looked at old photos to cheer themselves up.
- 43% of parents said they've shared old photos with others on social media to cheer themselves up.

#### **Survey Methodology:**

This survey was conducted by Revere, an independent communications company within Daniel J. Edelman Holdings, Inc, on behalf of Shutterfly. The survey is based on the response of 2,000 US adults aged 18-55. The sample is nationally representative of the US online population in terms of age, gender, region and race & ethnicity. Fieldwork was conducted online between Feb 26 – March 4. The margin of error is +/-2.2% at the 95% confidence level.

#### **About Shutterfly:**

For more than 20 years, Shutterfly has been helping people around the world create the most from life's moments. To date, the company's collection of cards and stationery, home décor and personalized photography products have reached millions of homes worldwide.

Deeply rooted in its purpose of helping make life's experiences unforgettable, Shutterfly is committed to reimagining the way people celebrate and connect with friends and family around

the world through its flagship personalized Shutterfly products, premium offerings in its Tiny Prints boutique, Snapfish custom photo gifts, as well as wedding invitations and stationery; through BorrowLenses, the premier online marketplace for photographic and video equipment rentals; and GrooveBook, an iPhone and Android app and subscription service that prints up to 100 mobile phone photos in a GrooveBook and mails it to customers every month. For more information, please visit [www.shutterfly.com](http://www.shutterfly.com).