

School Photography Industry Report

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School Survey Results

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Presented by:

An Introduction from Fotomerchant and SPOA

Fotomerchant Co-Founders,
Elmar Platzer & Derek Clapham



**Without
data
we're just
guessing.**

Welcome to the very first School Photography Industry Report, a joint initiative between Fotomerchant and School Photographers of America.

This report was born out of the idea and belief that data fuels growth and that without data, we as an industry are guessing at best. Our aim for this report is to become an annual source of valuable information and insights which can be used to inform, educate, and inspire your organization to fuel future growth.

In this first report, we are creating a baseline of information from which we will continue to grow - exploring how results change over time and looking further into the correlations and insights that the data can help us all understand.

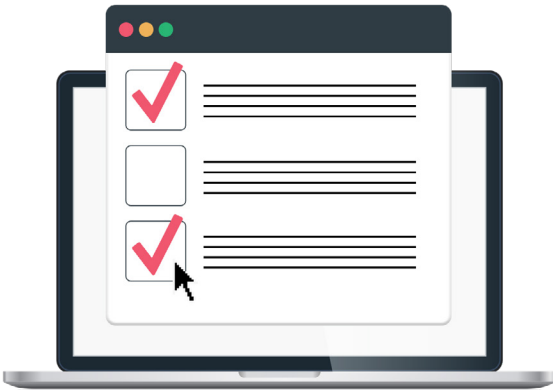
School Photographers of America
Executive Director, David Crandall



We hope you find this data valuable and encourage you to share it with your team and discuss how the results may impact your decision-making processes moving forward. In turn, we would encourage you to provide us with your feedback on what information you found useful and what other types of data would benefit your business.

Many thanks for your support,

Fotomerchant & School Photographers of America



About the Survey Report



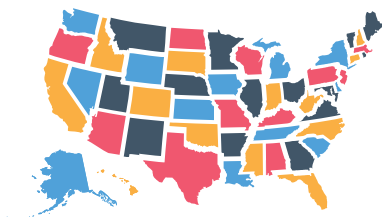
What is the report and what data are we capturing?

For our inaugural report, we set out to better understand parents as well as schools, and to do this, we broke down our national survey into four key areas: **Demographics, Price, Quality & Choice.**

Our mission was to create a baseline of demographic data, which we could then explore at a more granular level to understand shifts and provide studios with more meaningful information about the customers they serve.

For future reports, this initial set of data will help provide us with a framework to measure against and continue to build on top of. In addition, we will also look to expand our data gathering into new sections, such as yearbooks, teams, or possibly even studios and service providers.

There is endless potential in how we grow the survey and limitless opportunities for data collection.



Parent Survey **30K**
Parents surveyed

From single parents to multi-child homes, our survey reached every kind of family across America.

Parent Survey **50**
States represented

Parents from every state provided valuable understanding of their school photo & yearbook experiences.

School Survey **696**
Schools represented

The variety of types and sizes of the schools taking part enriched the results of this report.

School Survey **1K**
Teachers surveyed

Educators from across the country shared their unique perspectives on the photo day process.

School Survey **30**
States represented

A broad coverage area has provided great insights into school opinions from different regions.

Understanding Participants

Parents

Understanding the needs and wants of parents is critical. To affect meaningful change as an industry as well as independently, we needed to speak to the end-user, the customer purchasing those moments in time to hang on their wall or gift to a loved one.

We have been fortunate to collect responses from more than 30K parents from across the country who participated in the survey, sharing their opinions on a variety of questions around things like print size, quality of photos, likes and dislikes, and so much more. This has given us a great starting point to understand their needs and behavior better.



Teachers and School Administrators

To provide an alternate but supporting perspective to our report, we also ran a survey targeted at schools in all four regions of the country. While many studios may sell photos directly to parents, schools are the facilitators and the primary customer who also hold significant influence over the entire school photo and yearbook process.

We collected data from more than 690 schools across the country, with respondents from a variety of school types and stages.

Parent Demographics

Parents

Who are they? Where are they?

The first section of the report explores the demographic data of parents. This data shows the breakdown of respondents using a number of factors, including age, gender, location, and more.

This is helpful in understanding participation rates in key demographics and creating a platform from which other data could be correlated against. For example, what do parents from a certain region think about price? How does household income affect responses towards print sizes?

The data in this section is presented in a raw format – to see the question and responses.

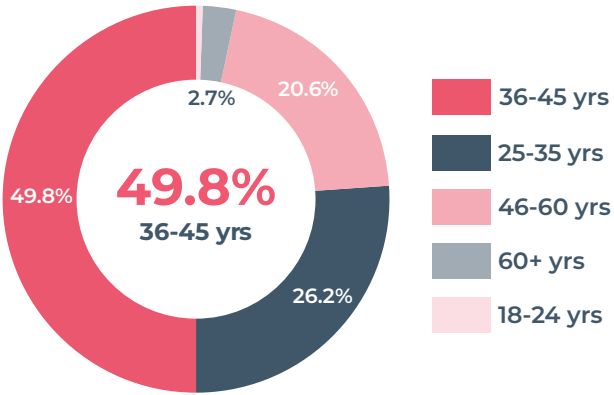


Did You Know?

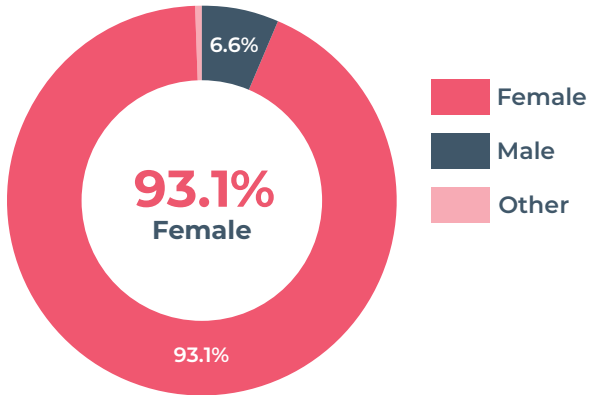
In addition to the parent data you are about to read, we have also developed a deeper insights report where we dive into many of these demographic variables in more detail. This is made available to all SPOA members and Fotomerchant customers.

If you would like to access this deeper insights report, please contact School Photographers of America or the Fotomerchant team for more information.

Question 1: How old are you?



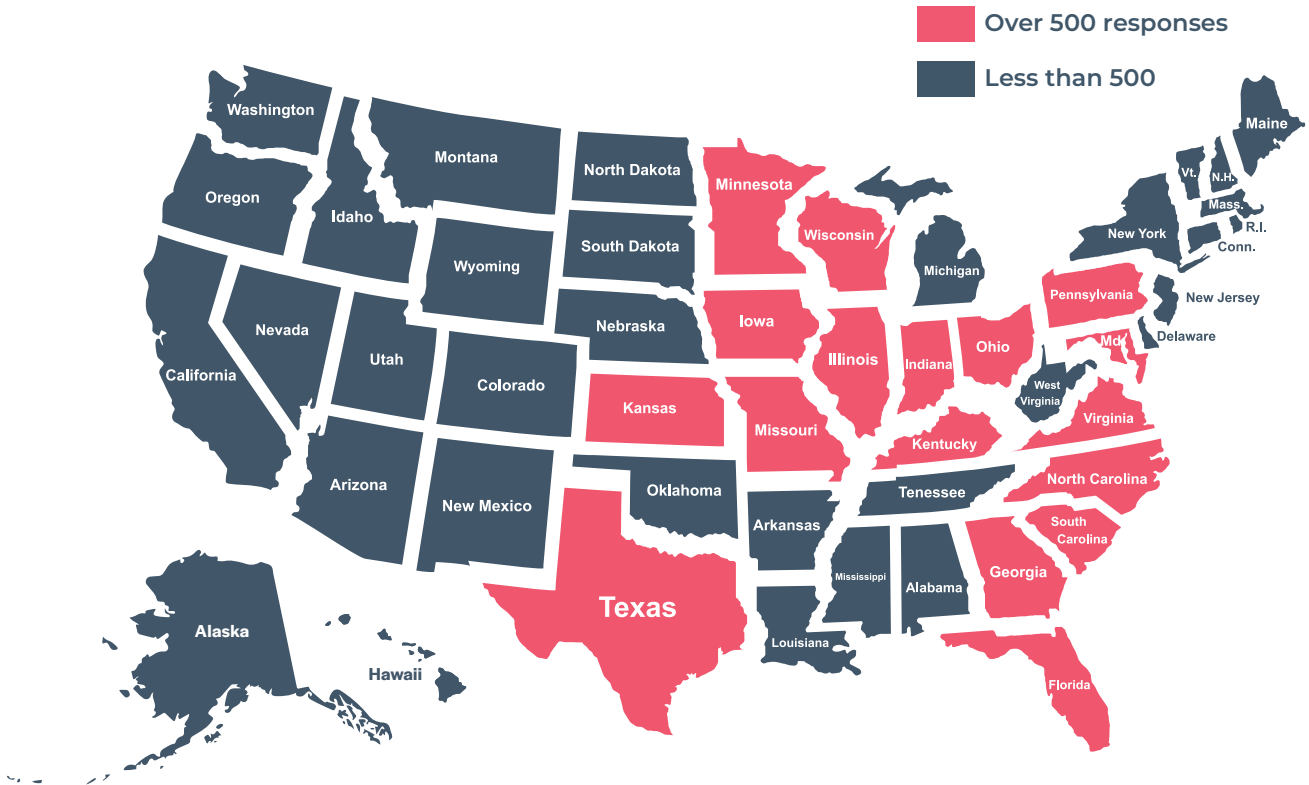
Question 2: How do you identify?



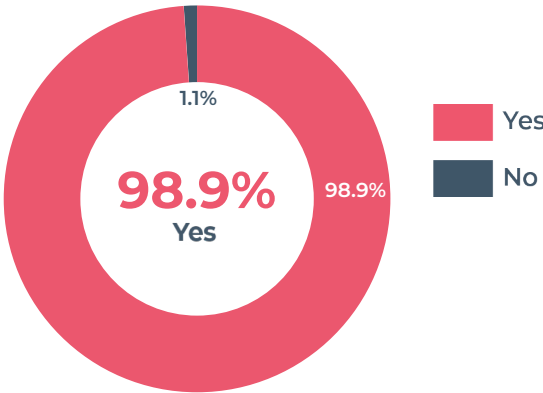
Question 3: Where are you located?



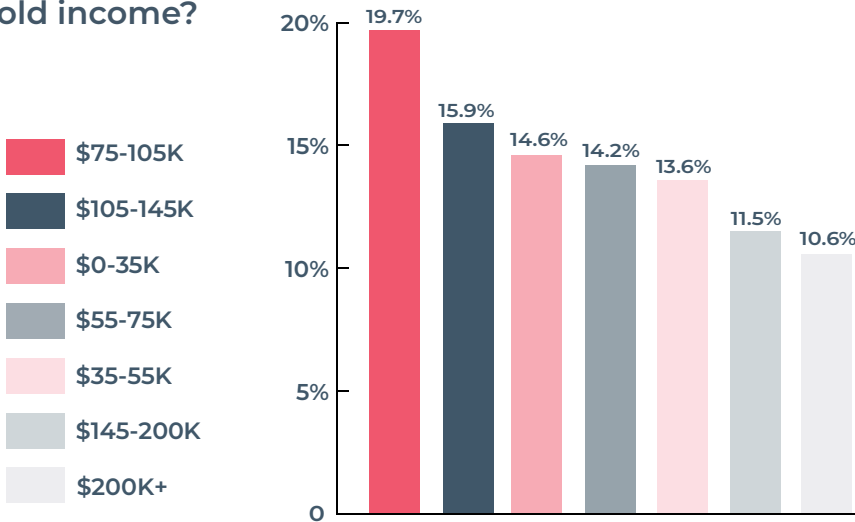
Question 4: What is your zip/postal code?



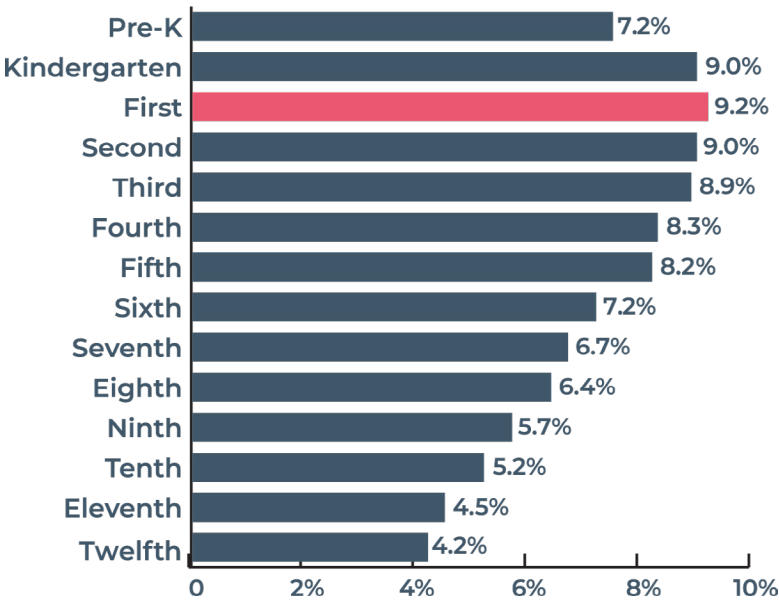
Question 5
In your household, are you the primary decision maker on school photos?



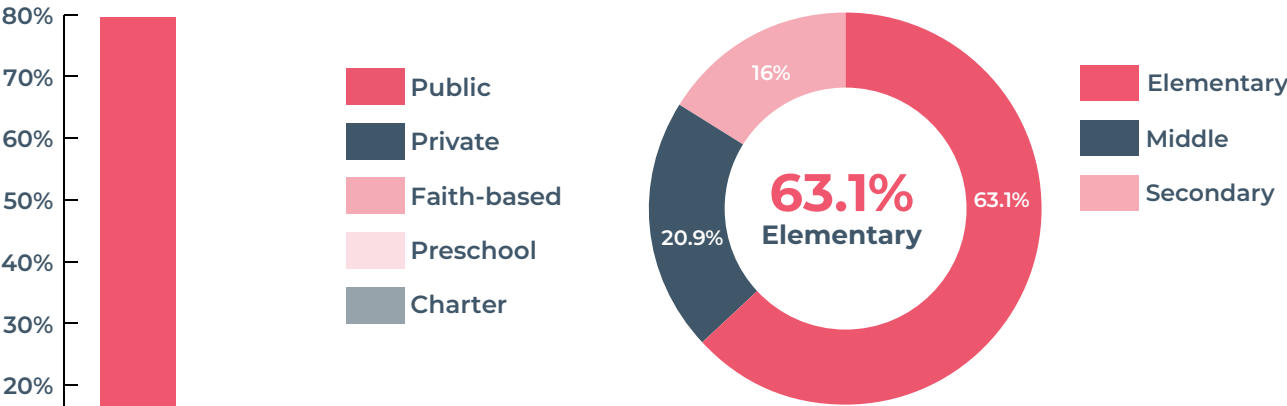
Question 6:
What is your total household income?



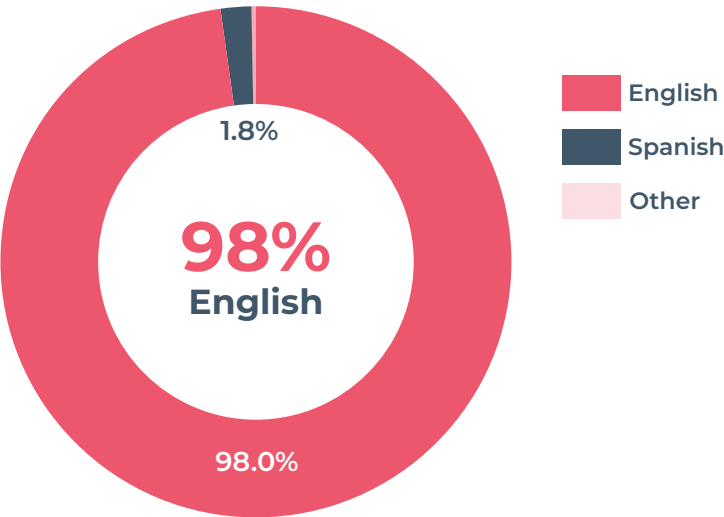
Question 7:
What grades/years are your children in?



Question 8:
What type of school are they attending?



Question 9:
What is the primary language spoken at home?



Parents on Choice, Price & Quality

What do parents think about their photos?

The second section of the report focuses on questions relating to choice, price, and quality of school photos. The aim of these questions is to provide insight into what parents think of their school photo buying experience but also to reveal how we, as an industry, can better serve their needs and wants.

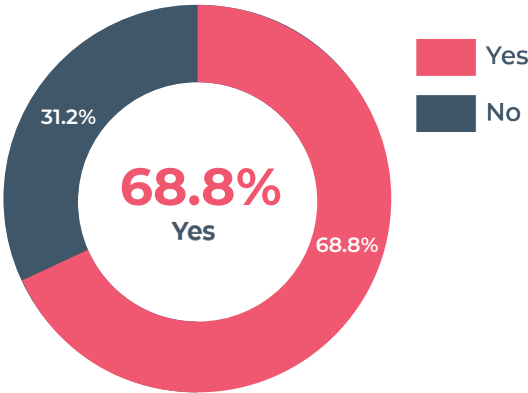
Important to note here are the first results from questions 10 through 13, which relate to yearbooks. This series of questions was only asked of parents who had previously responded that they had children in grades 9 through 12. For all other parents, they continued from question 14.



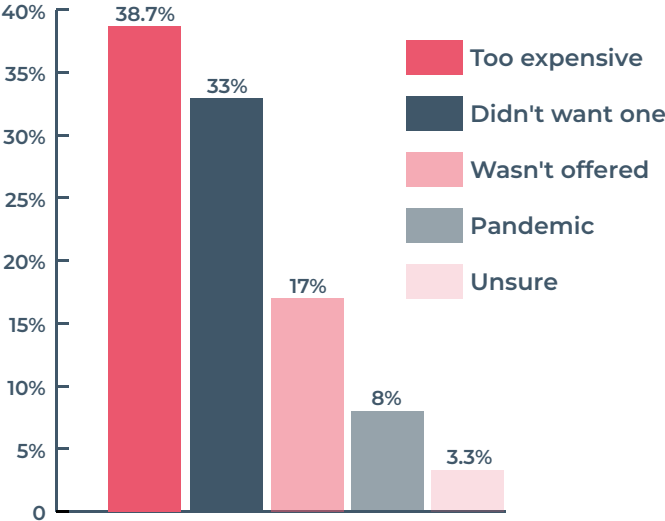
Did You Know?

For almost all parents, quality was most important to them. And while this opinion did shift slightly when tested against certain demographic variables, overall, parents from all areas across the country, from different household incomes, and of different ages were all very consistent with what mattered most.

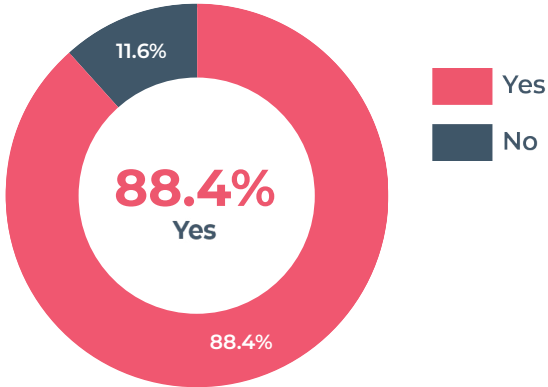
Question 10:
Did you purchase a yearbook last year?



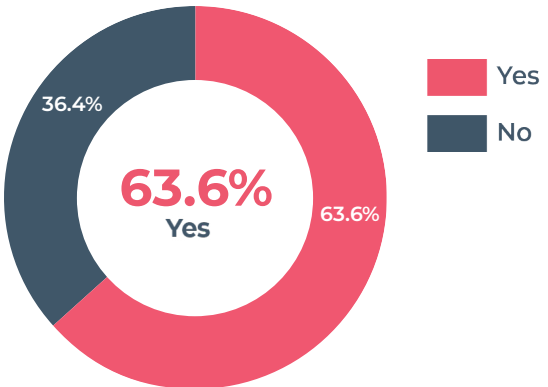
Question 11:
Why did you not purchase a yearbook last year?



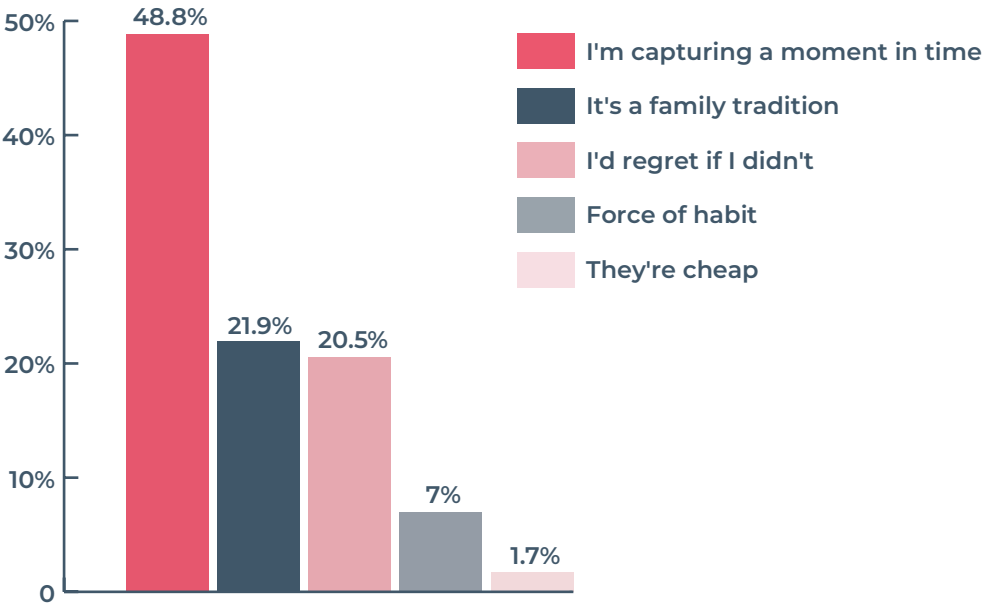
Question 12:
Were you happy with the quality of the yearbook?



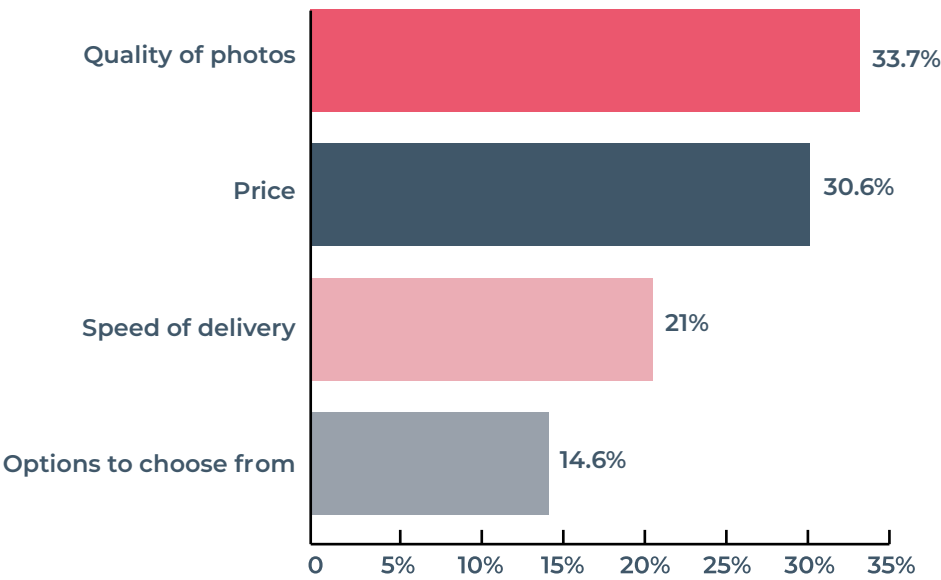
Question 13:
Were you happy with the cost of the yearbook?



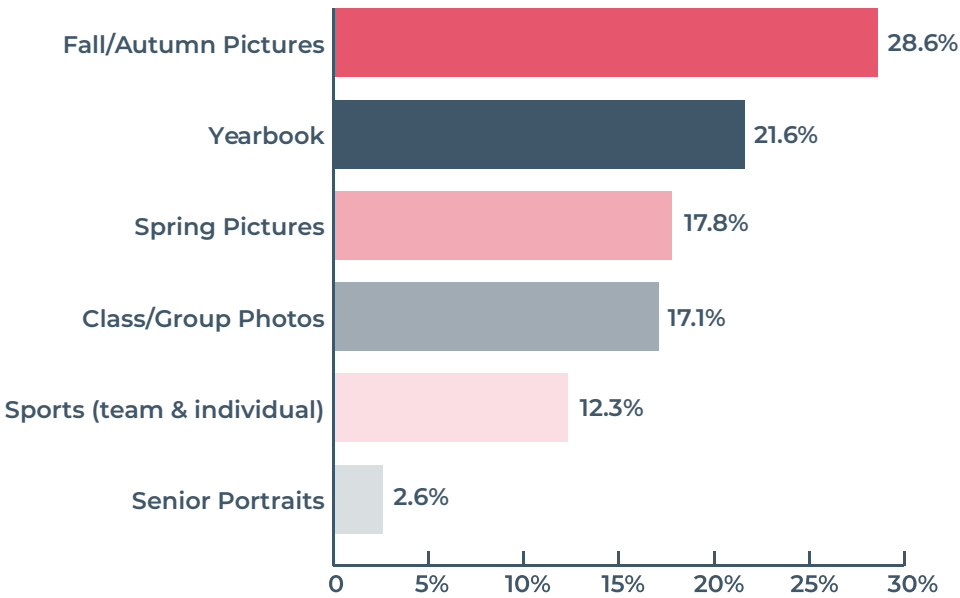
Question 14:
Why do you buy school photos?



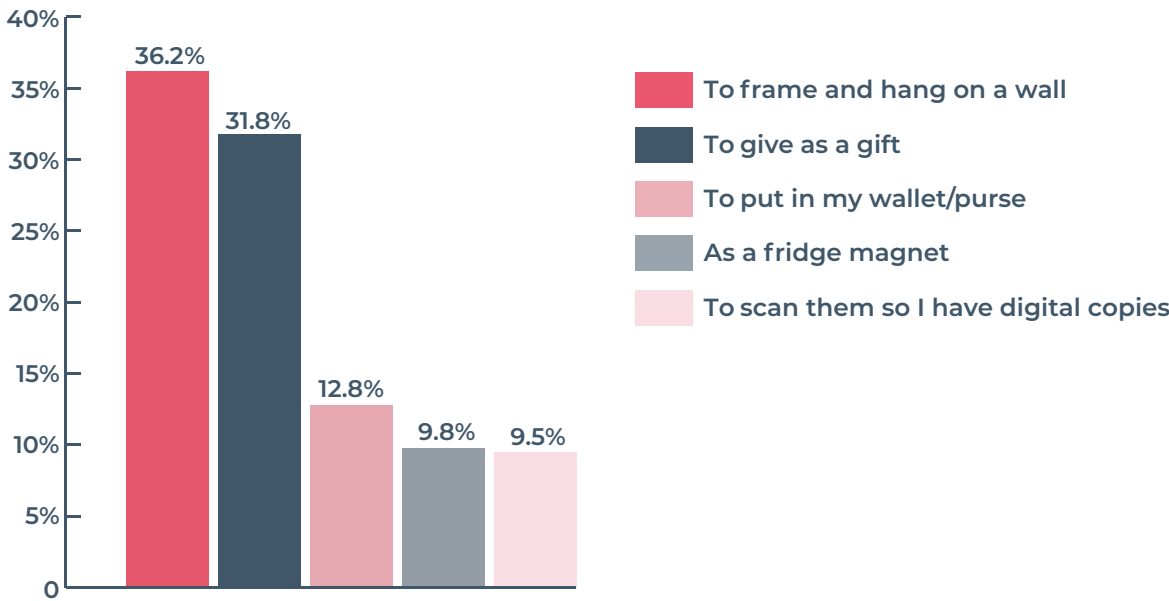
Question 15:
What is most important to you when buying school photos?



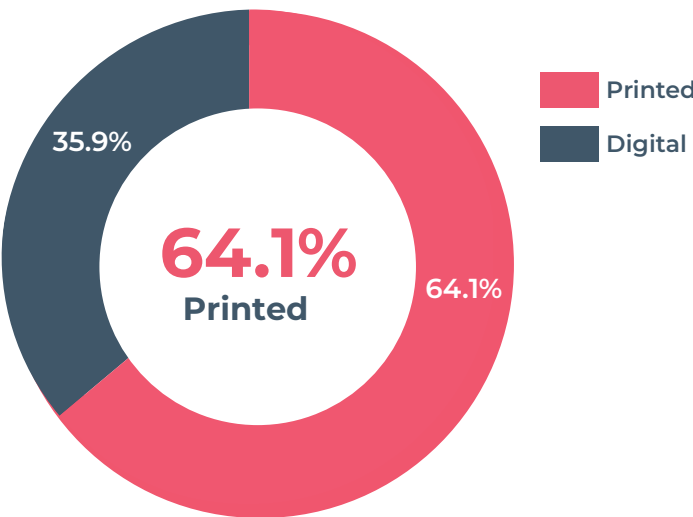
Question 16:
What type of photos do you buy each year?



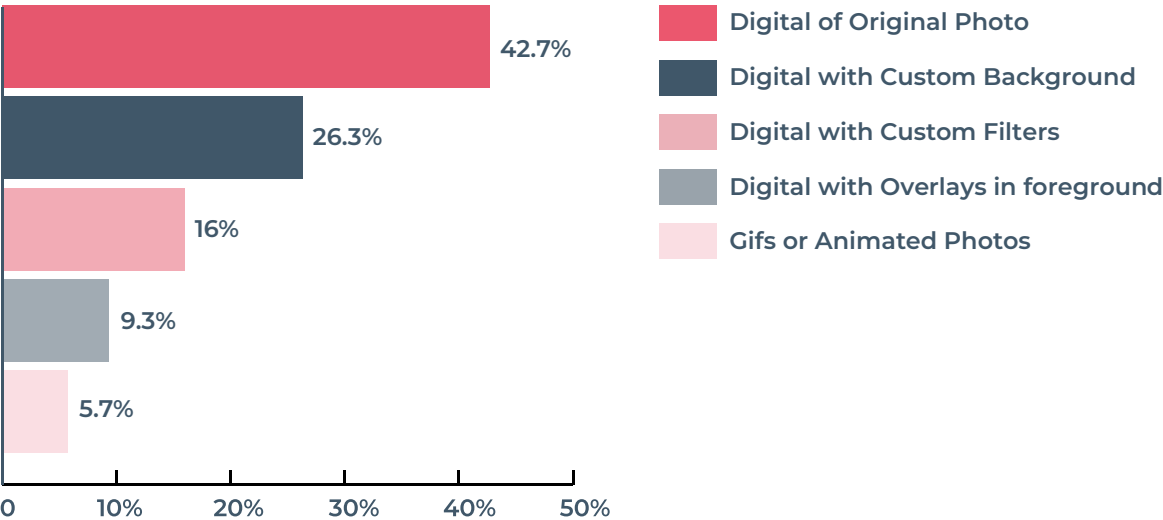
Question 17:
How do you use the school photos you purchase?



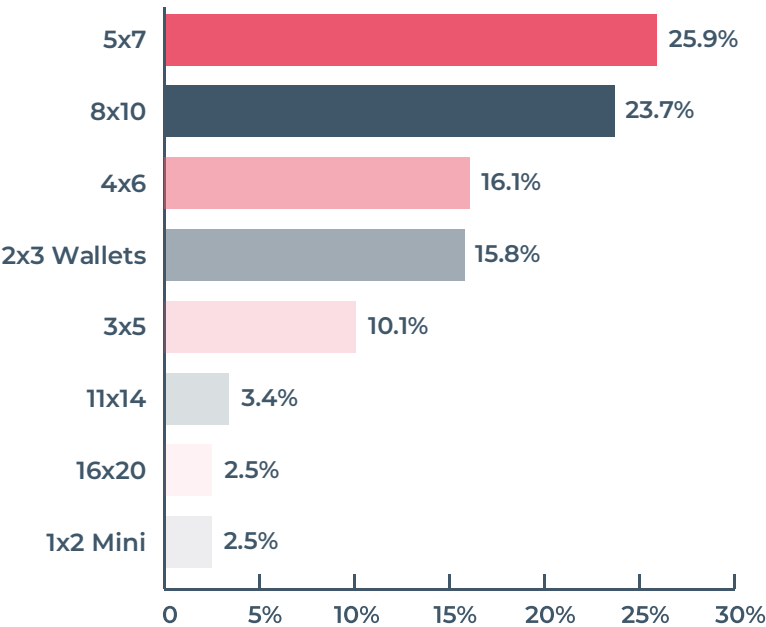
Question 18:
If you had a choice between printed or digital versions of your photos, which would you choose?



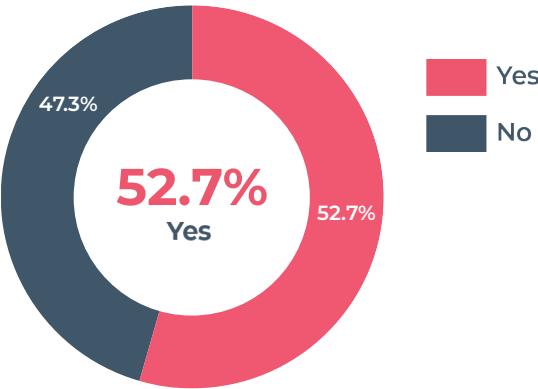
Question 19:
What type of digital photos would you like to be able to purchase?



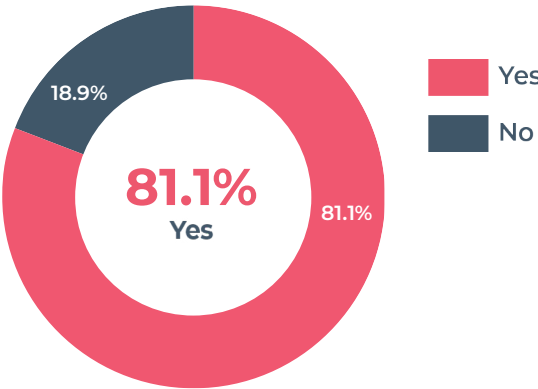
Question 20:
What size prints would you like to be able to purchase?



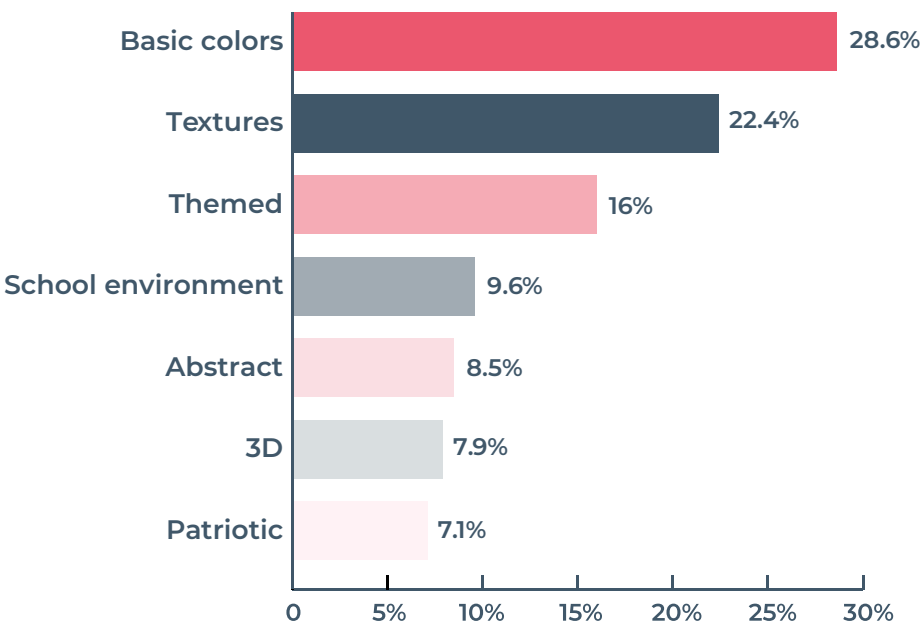
Question 21:
Does your school photographer give you the option to choose a custom background for your photos?



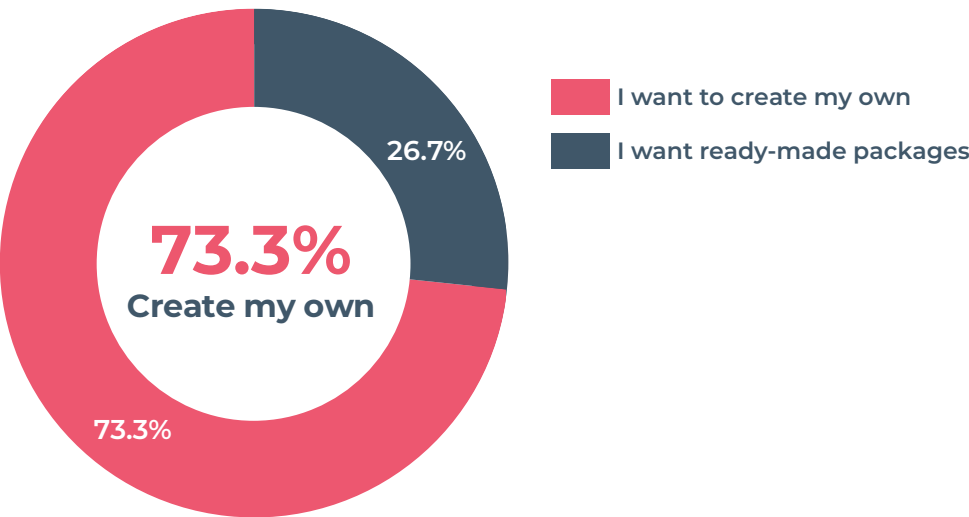
Question 22:
Would you like to have a choice of different backgrounds for your school photos?



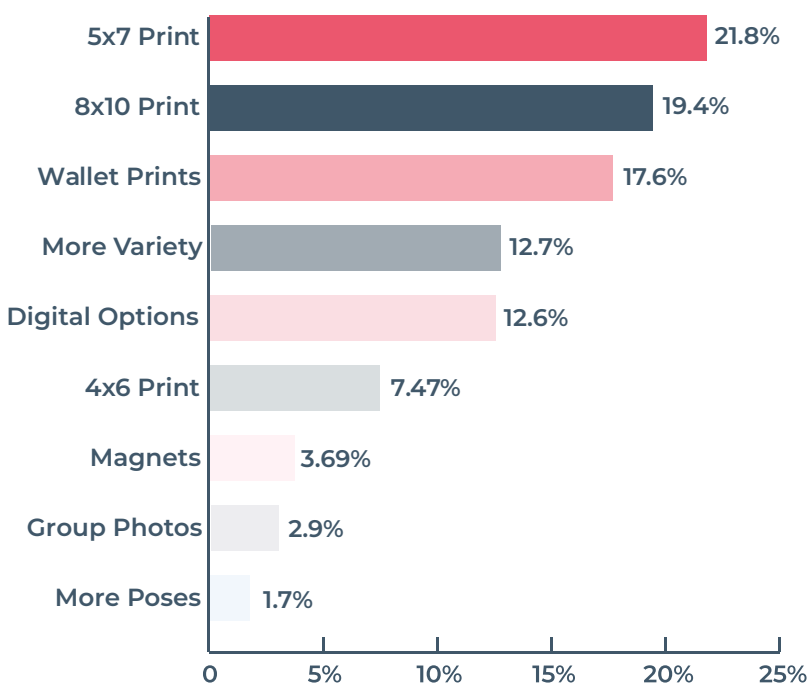
Question 23:
What type/style of background would you choose?



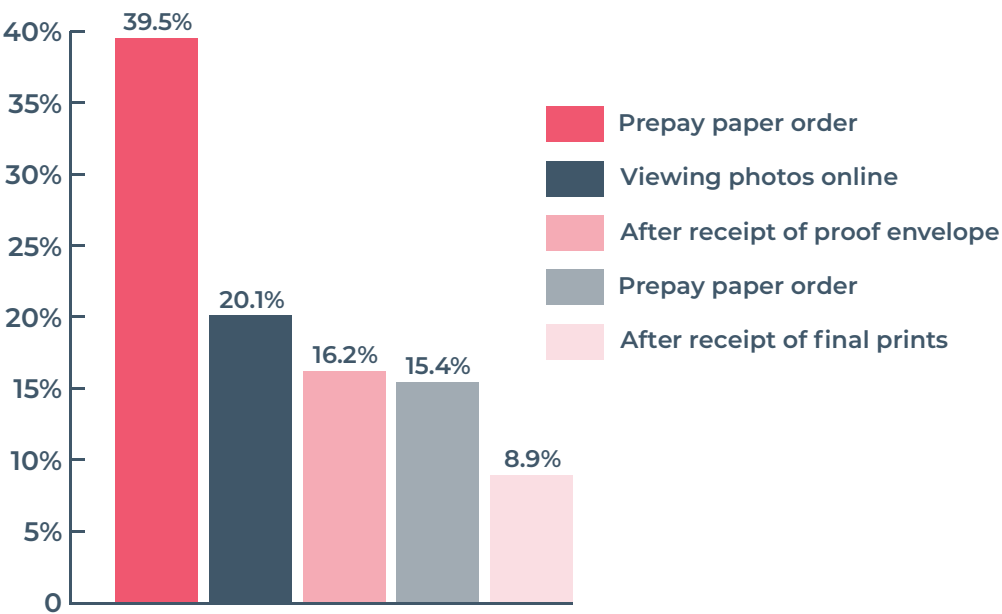
Question 24:
Do you prefer ready-made packages/bundles or do you prefer to create your own?



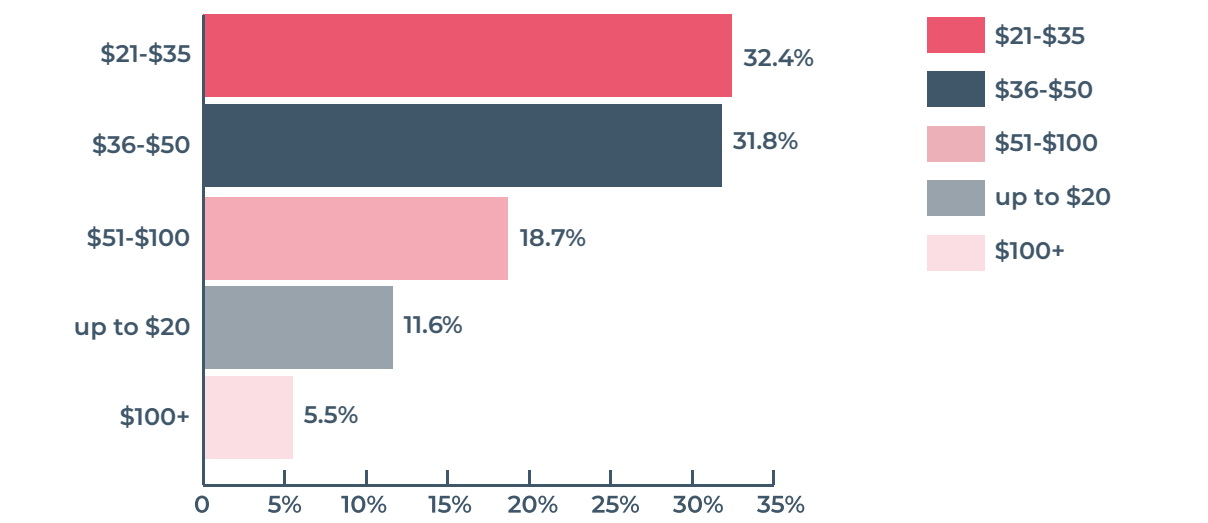
Question 25:
What would you like most in a package/bundle?



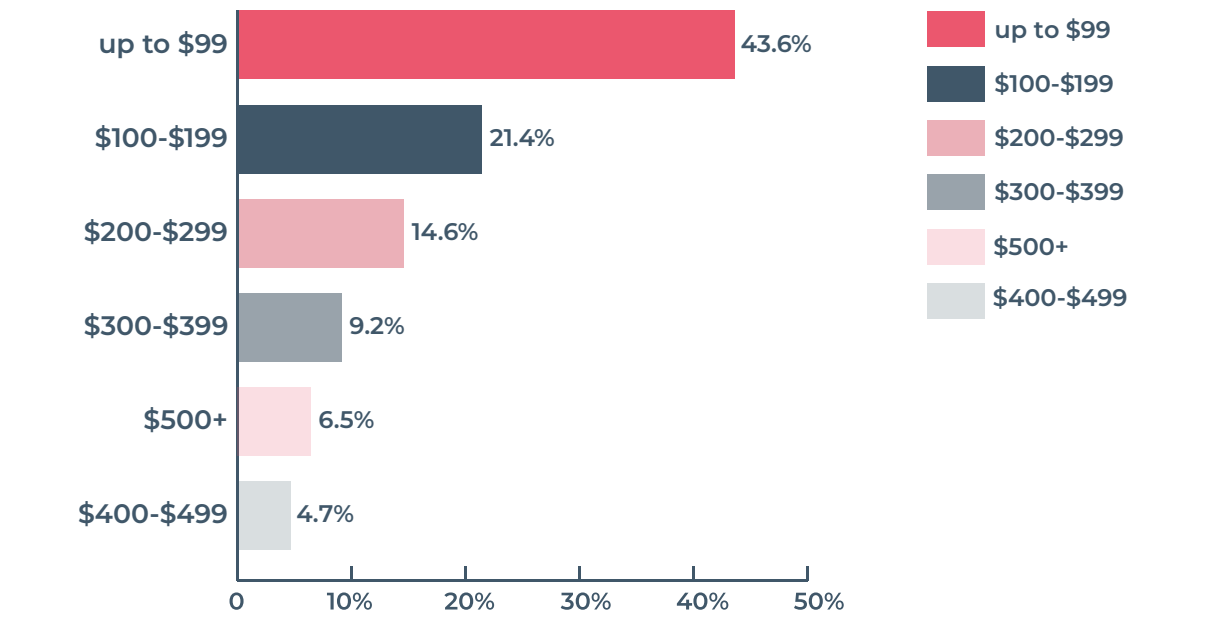
Question 26:
How do you currently purchase your school photos?



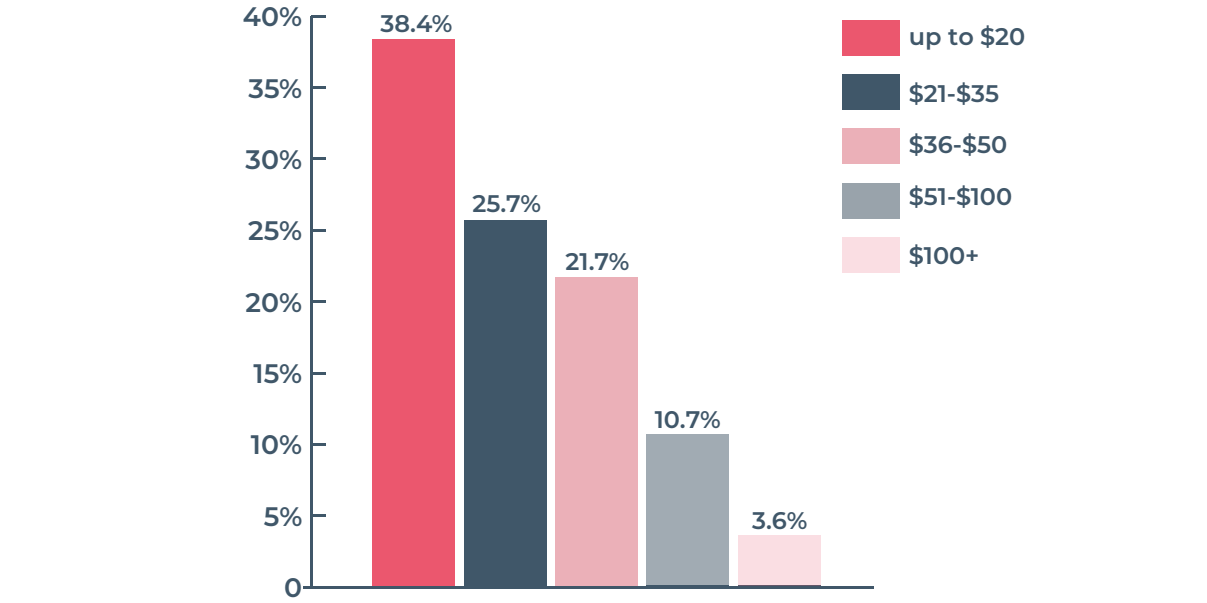
Question 27:
Per child, how much do you spend per year on underclass school photos?



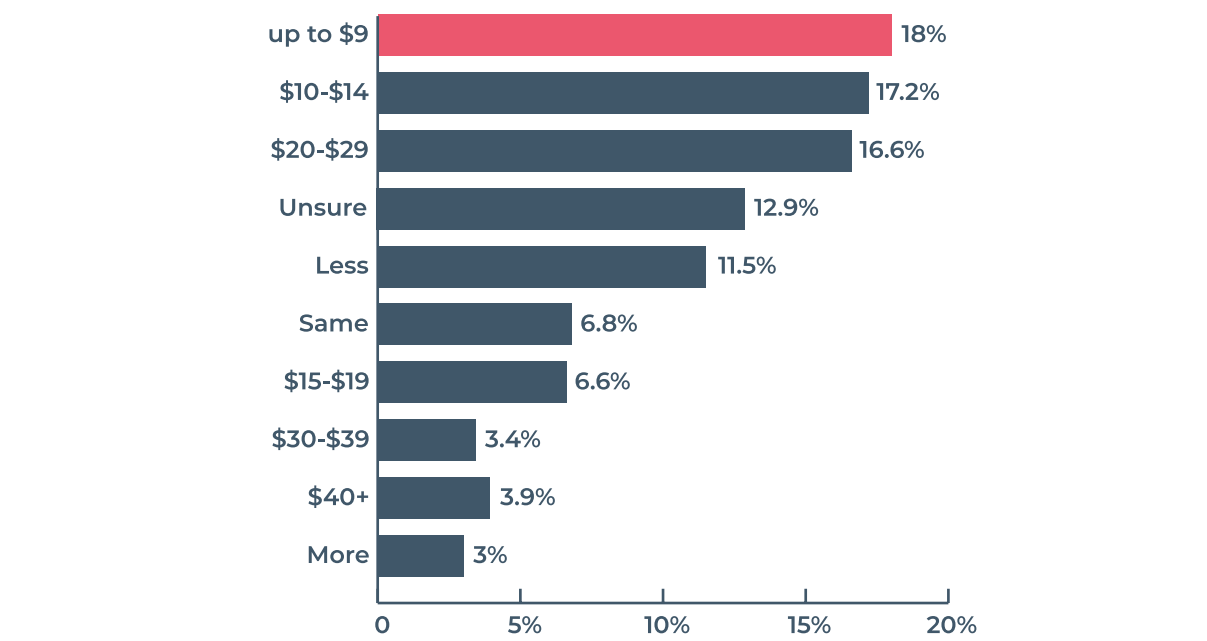
Question 28:
Per child, how much do you spend per year on seniors school photos?



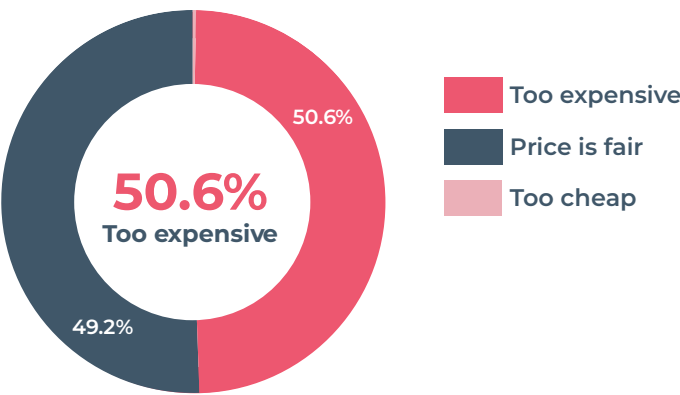
Question 29:
Per child, how much do you spend per year on sports photos?



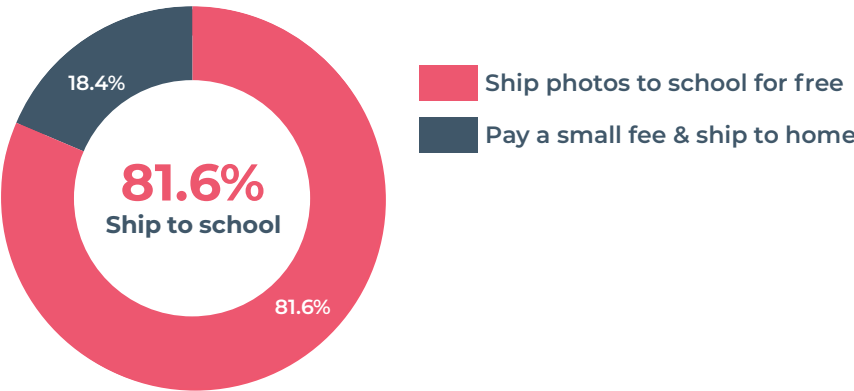
Question 30:
Compared to your printed photos, how much do you think a digital photo is worth?



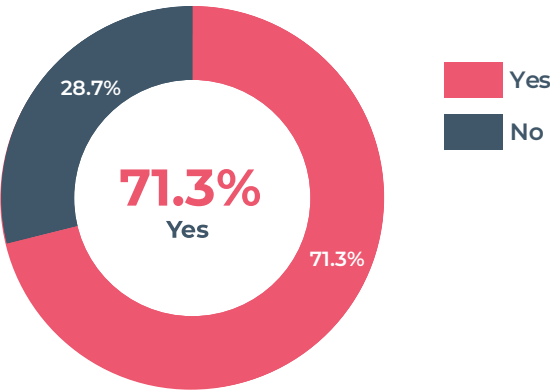
Question 31:
What do you think about the price of school photos?



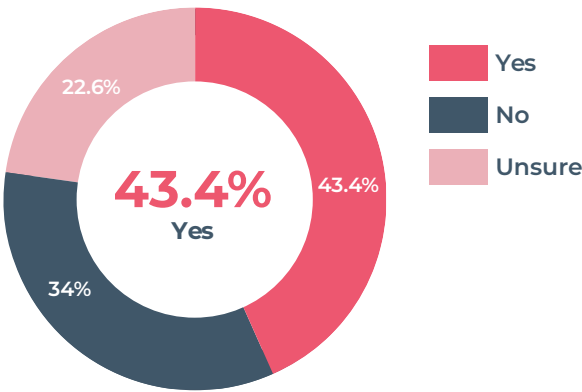
Question 32:
What would be your preferred shipping option from the following selection?



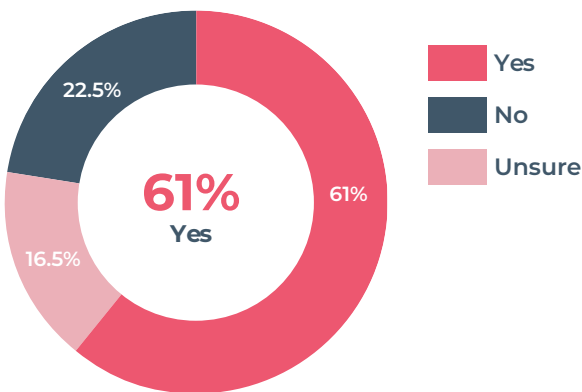
Question 33:
Are you happy with the quality of the photos you receive?



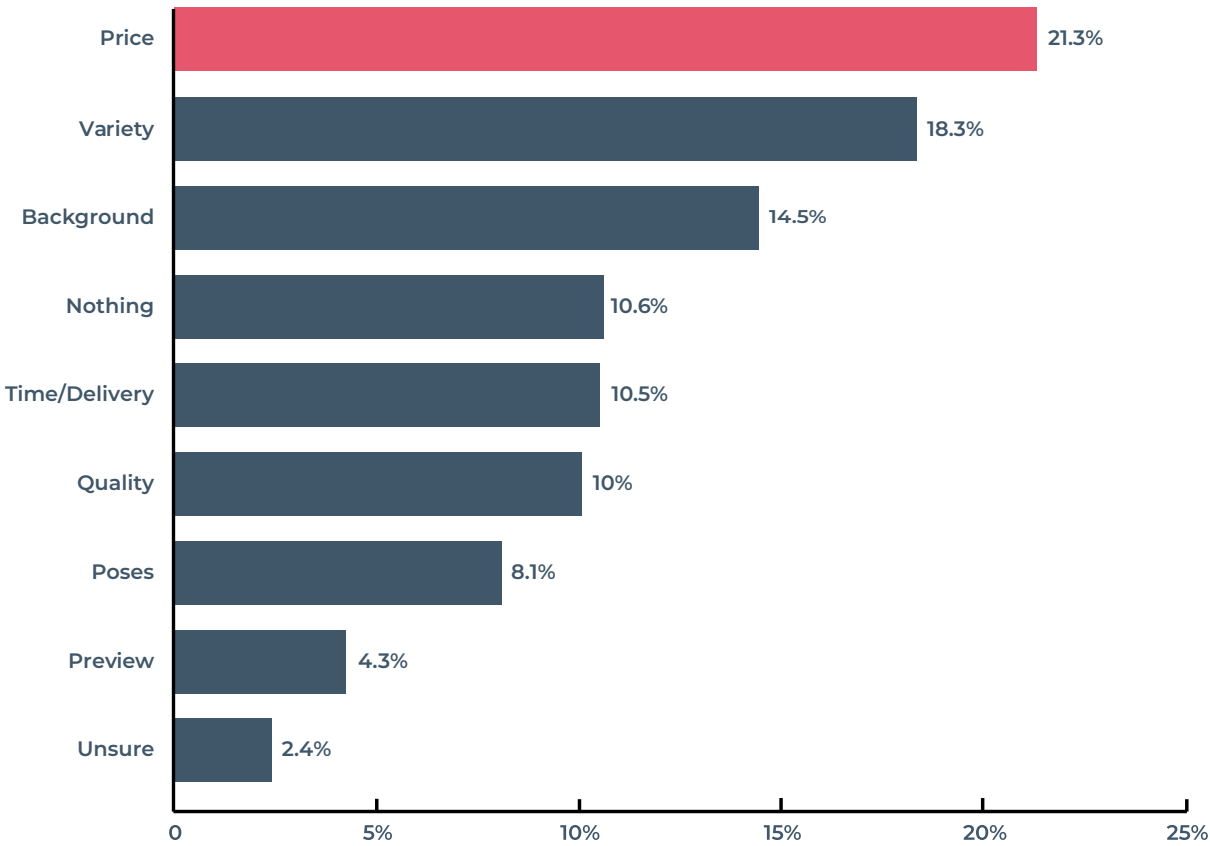
Question 34:
Are you happy with the variety and options you are offered?



Question 35:
Are you happy with your current eCommerce/shopping cart experience?



Question 36:
If there was one thing you could change about school photos, what would it be?



School Demographics

Principals, Teachers, Staff and more

Who are they? Where are they?

The first section of the report explores the demographic data of schools and their staff responsible for school photos. This data shows the breakdown of respondents using a number of factors, including age, gender, school location, school type, and more.

This data is helpful in understanding participation rates in key demographics and helps service providers better understand the types of schools and individuals that participated in the survey.

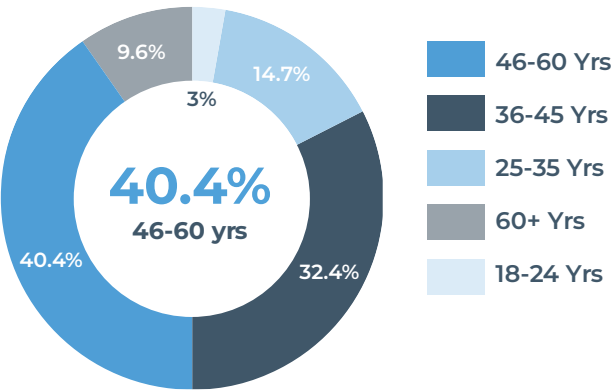
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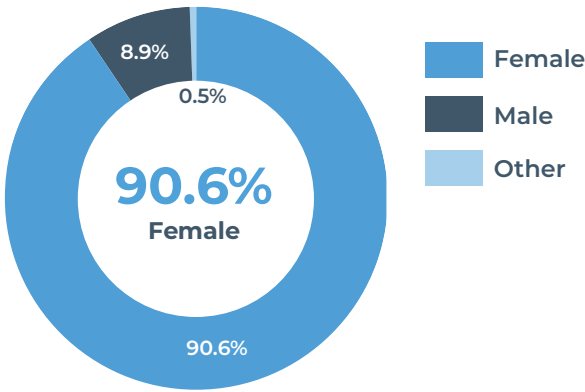
Did You Know?

Customer service was the number one reason schools are unhappy with their existing service provider, and price was not even in the top three reasons.

Question 1: How old are you?



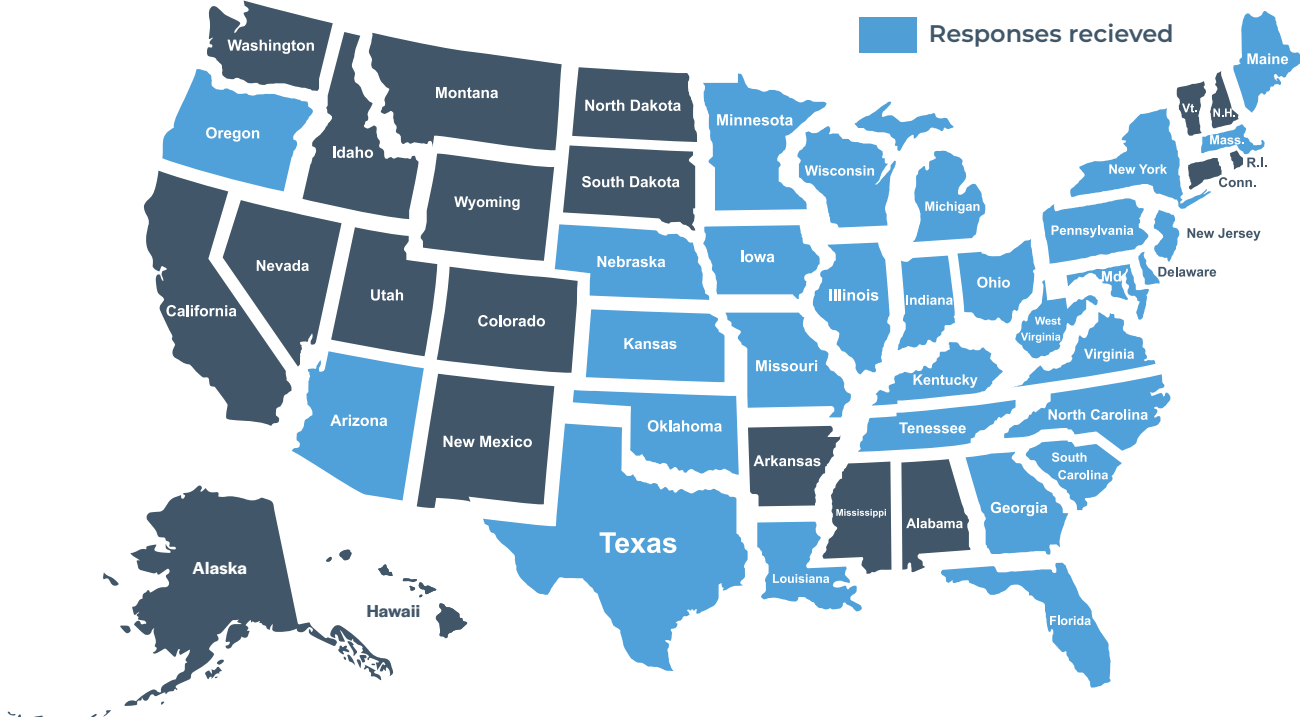
Question 2: How do you identify?



Question 3: Where are you located?

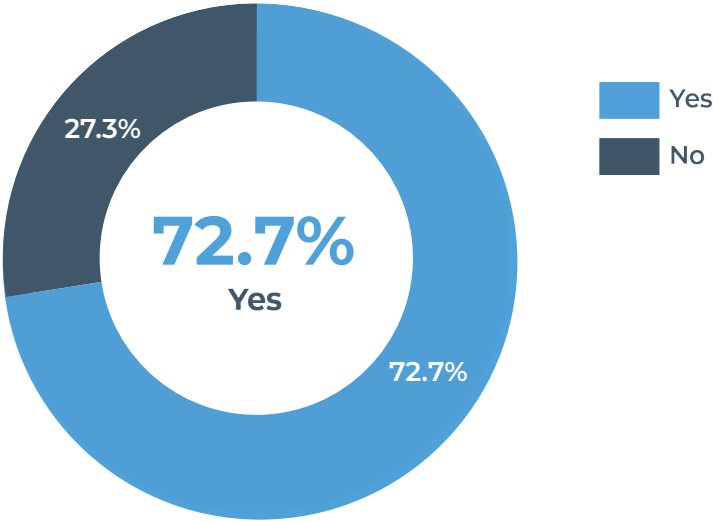


Question 4: What is your zip/postal code?



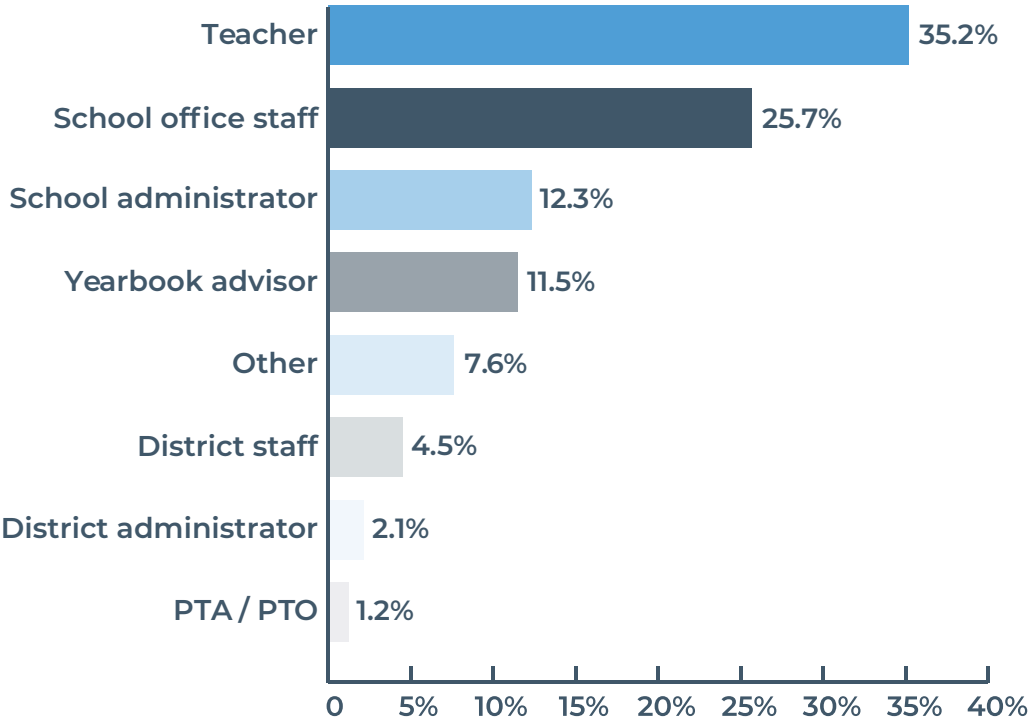
Question 5

In relation to school photography suppliers, are you the decision-maker at your school?



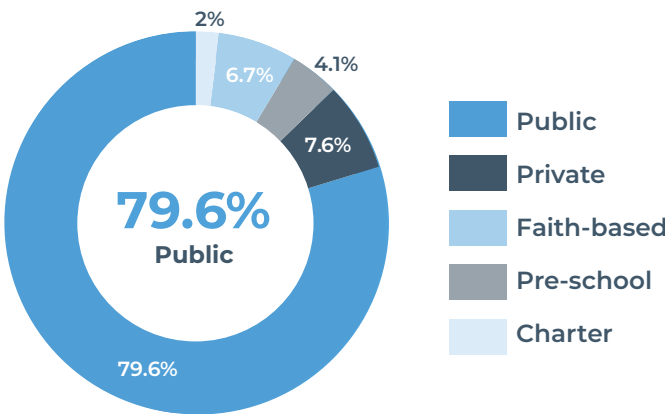
Question 6:

What is your role?



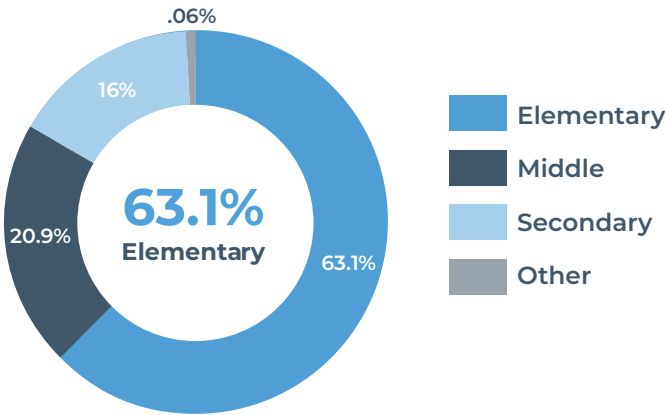
Question 7:

Which best describes your school?



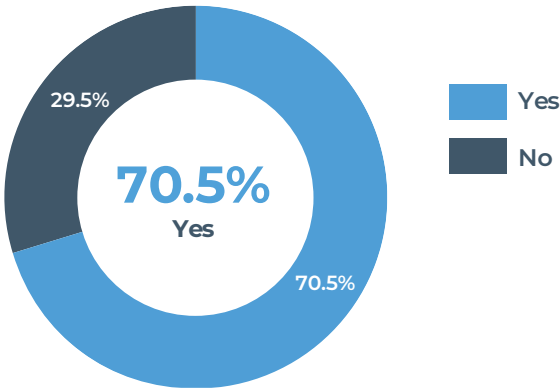
Question 8:

Which best describes your school?



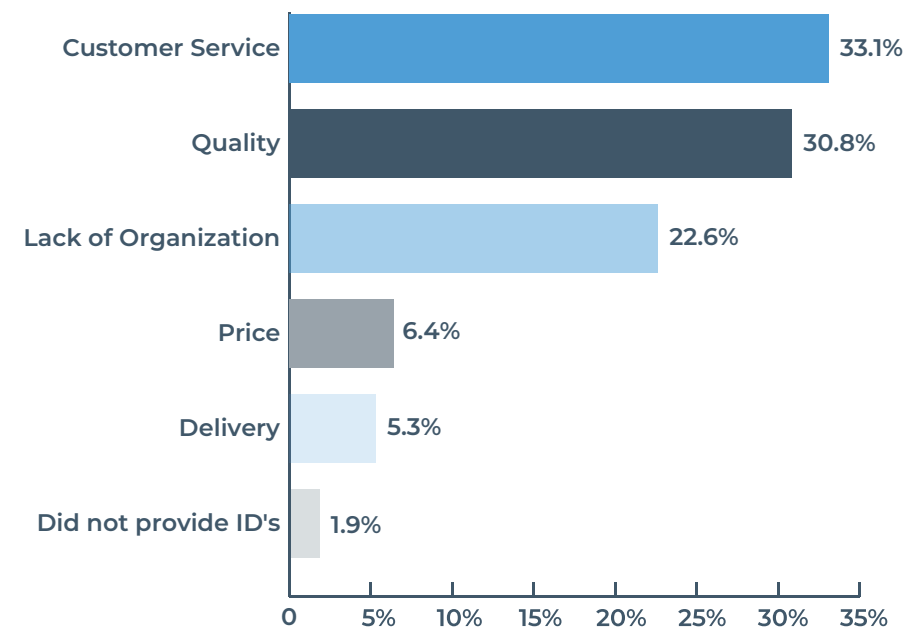
Question 9:

Are you happy with your current school photography company?



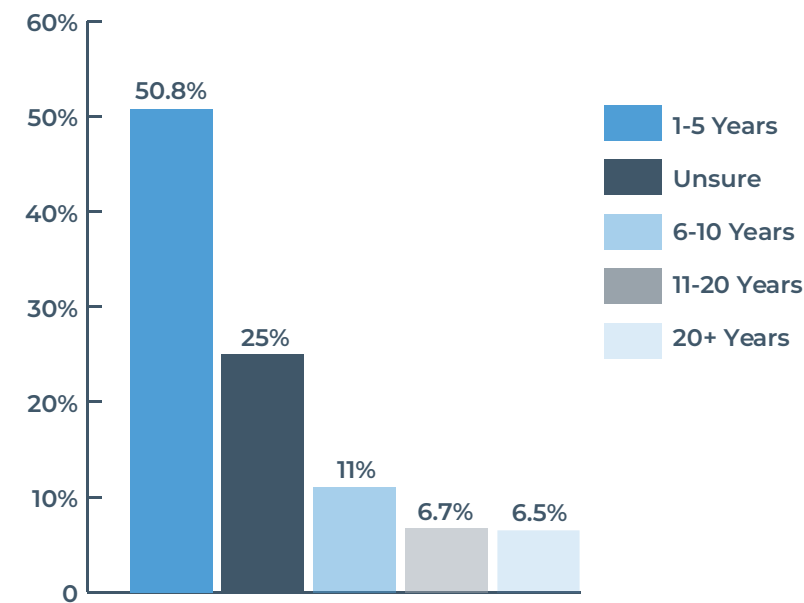
Question 10:

If no to Question 9, why not?



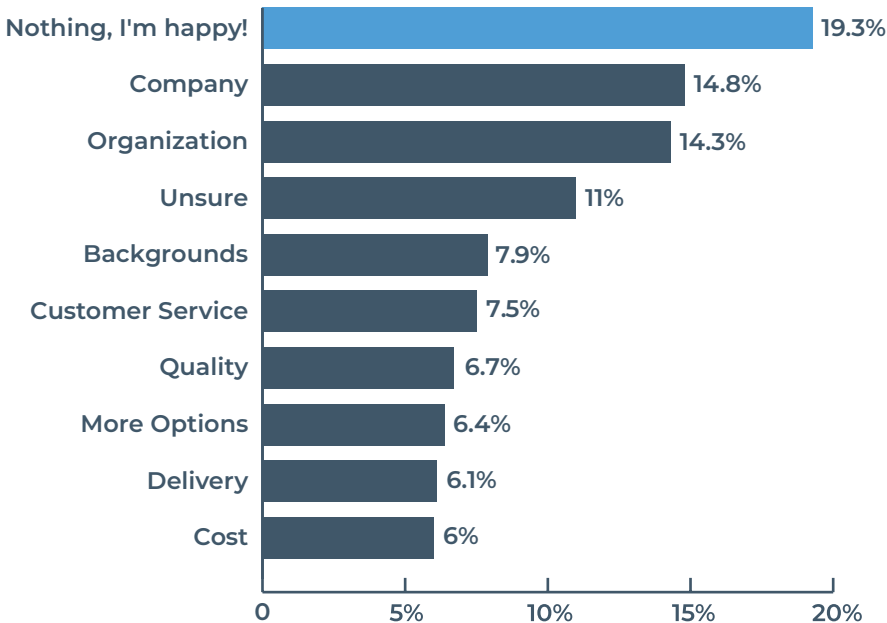
Question 11:

How long has your school been working with the current school photography company?



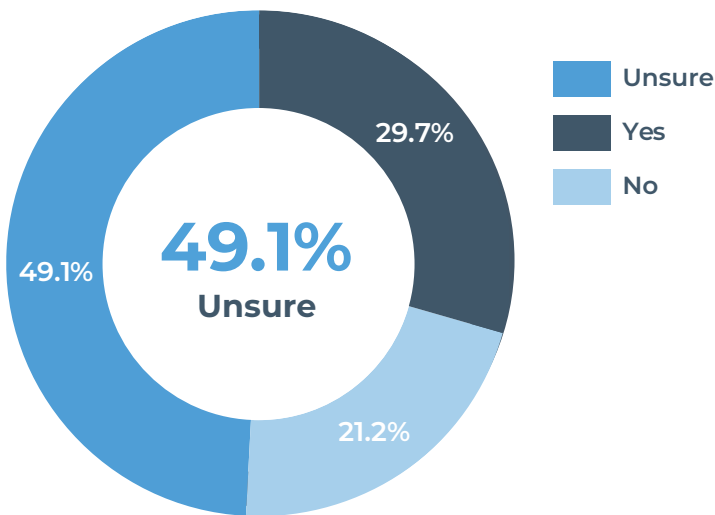
Question 12:

If there was one thing you could change about school photos at your school, what would it be?



Question 13:

Does your school receive any form of incentive, commission, or rebate from your school photography company?



Schools on Choice, Price & Quality

Do schools know what parents want?

The second section of the report focuses on questions relating to choice, price, and quality of school photos. These questions aim to provide insight into not only what schools think of their school photography experience, but also to explore how well schools understand their parents' wants and needs. Do they know if their parents are happy with the price of photos? Do they know if their parents want digital prints? Hint: there is much uncertainty.

With this school survey data, we can dive in to see what really matters and where there is opportunity for service providers and for better communication between studios, schools, as well as parents.



Did You Know?

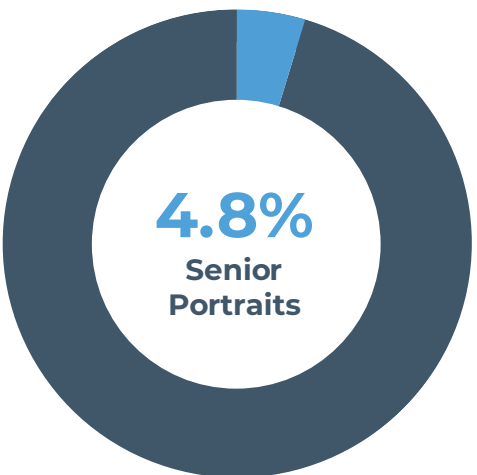
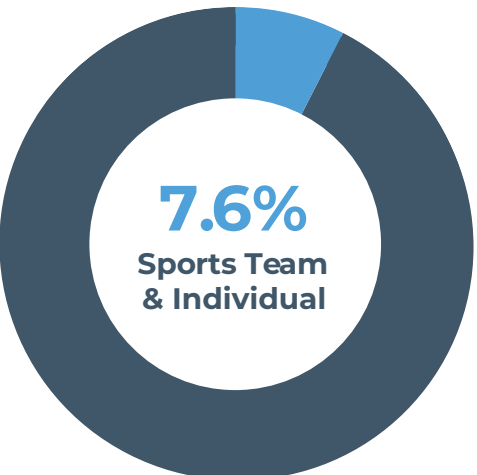
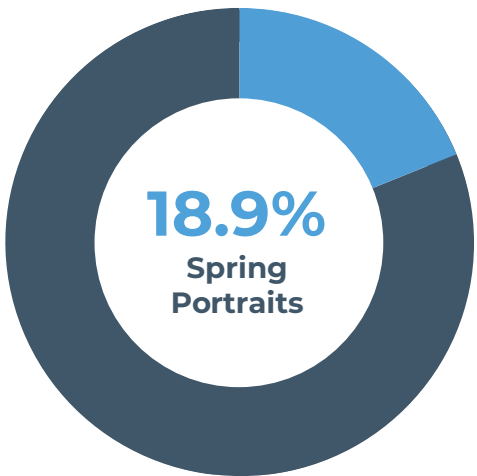
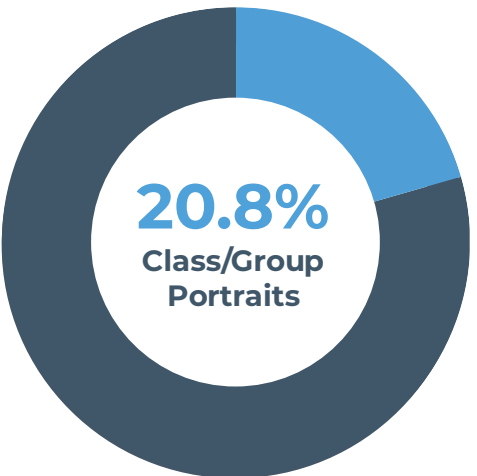
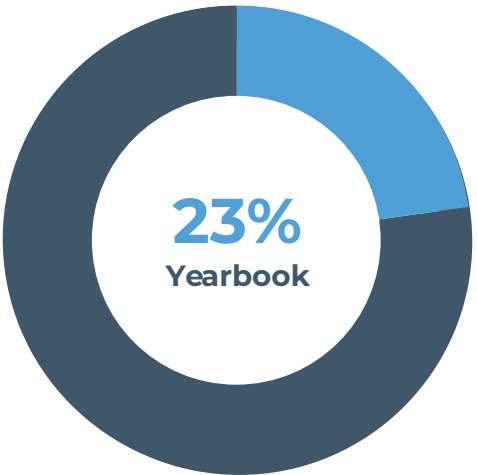
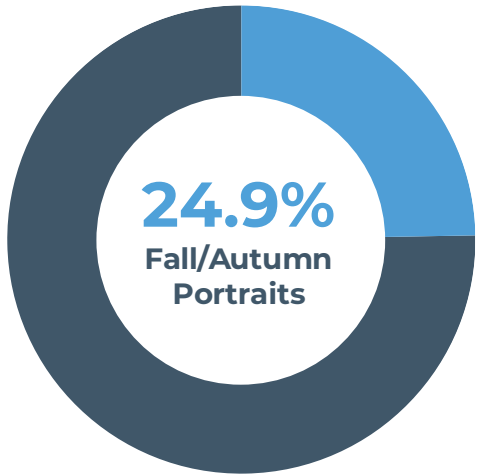
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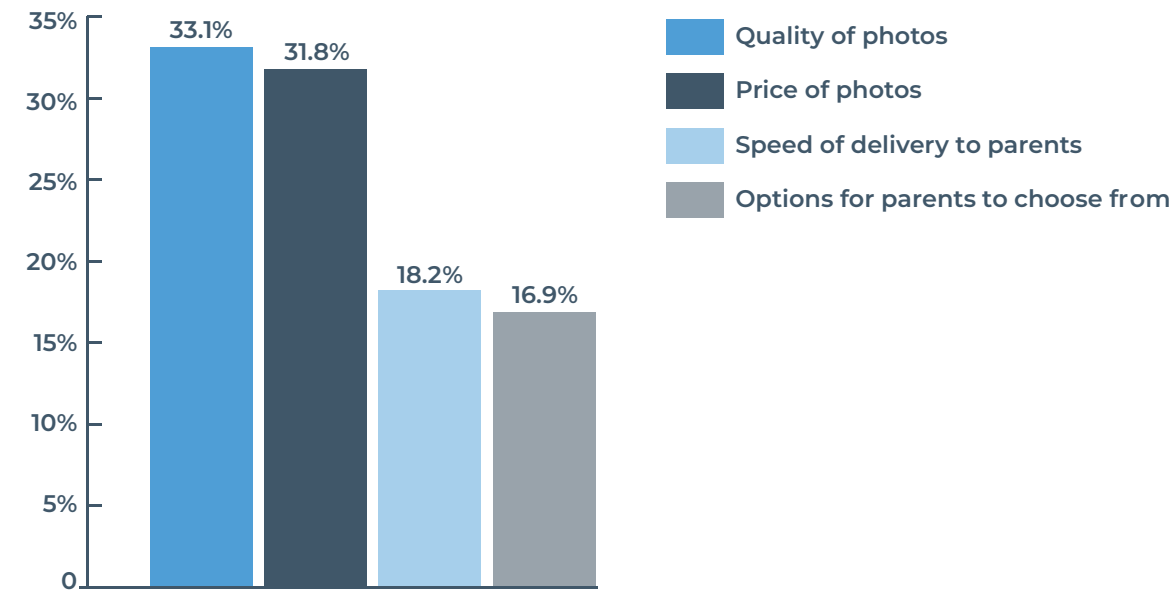
Question 14*:

What types of photos does your school offer parents?

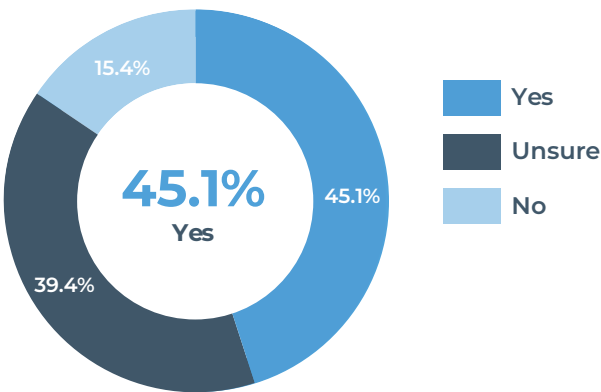
*multiple choice; participants chose any/all applicable types, percentages represent most common answer



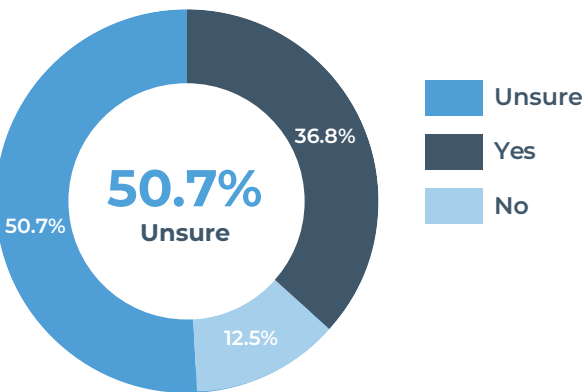
Question 15:
What is most important to your school?



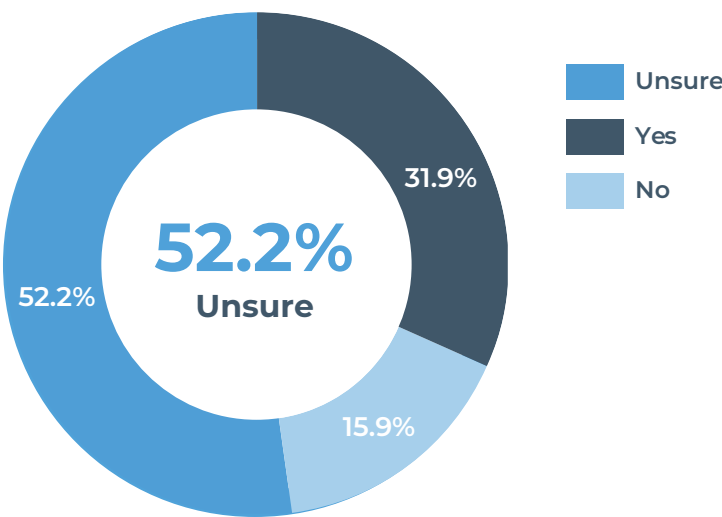
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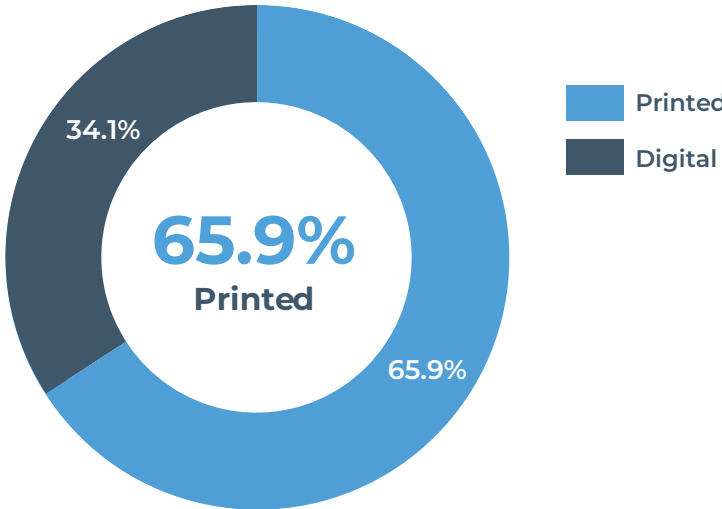
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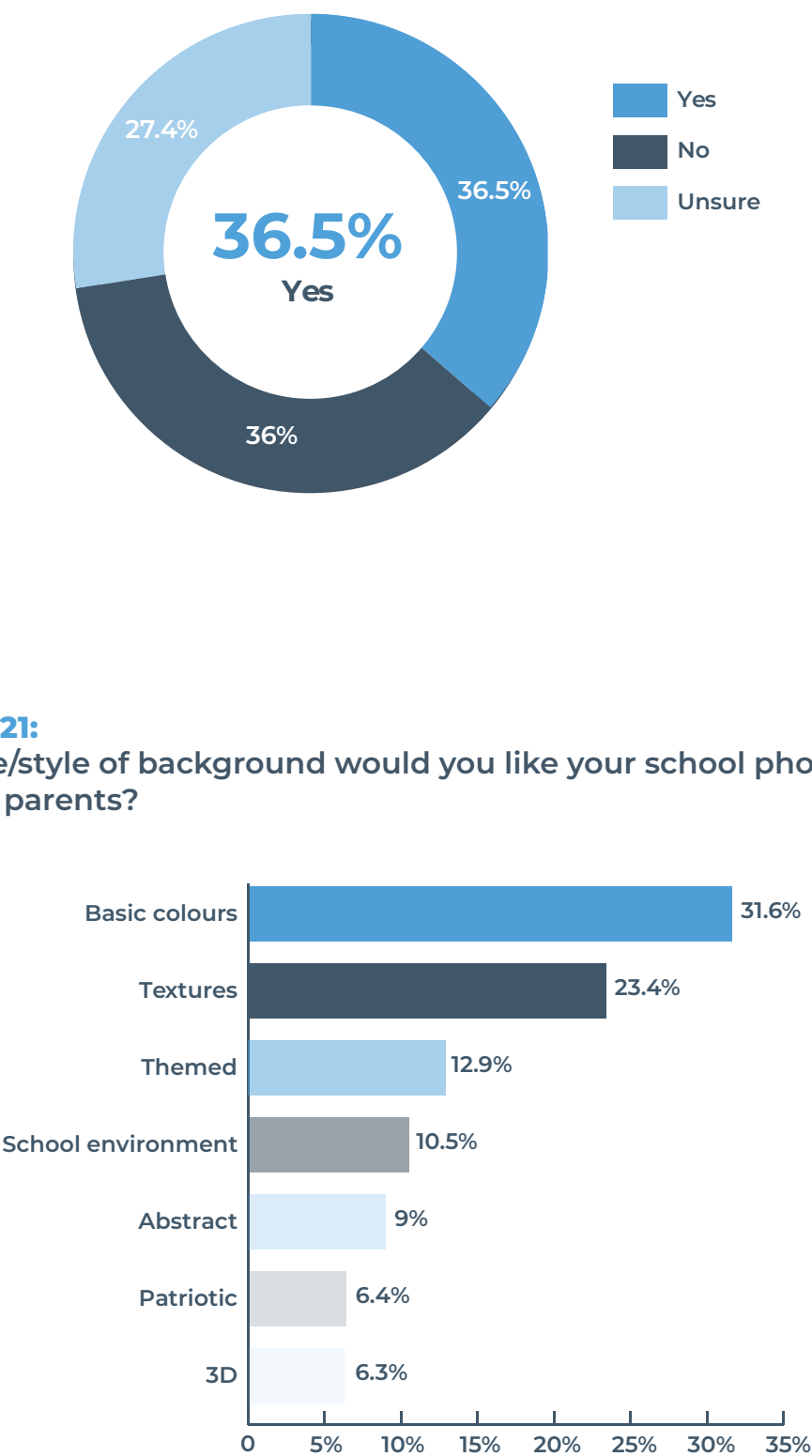
Question 18:
Are your parents happy with the cost of their photos?



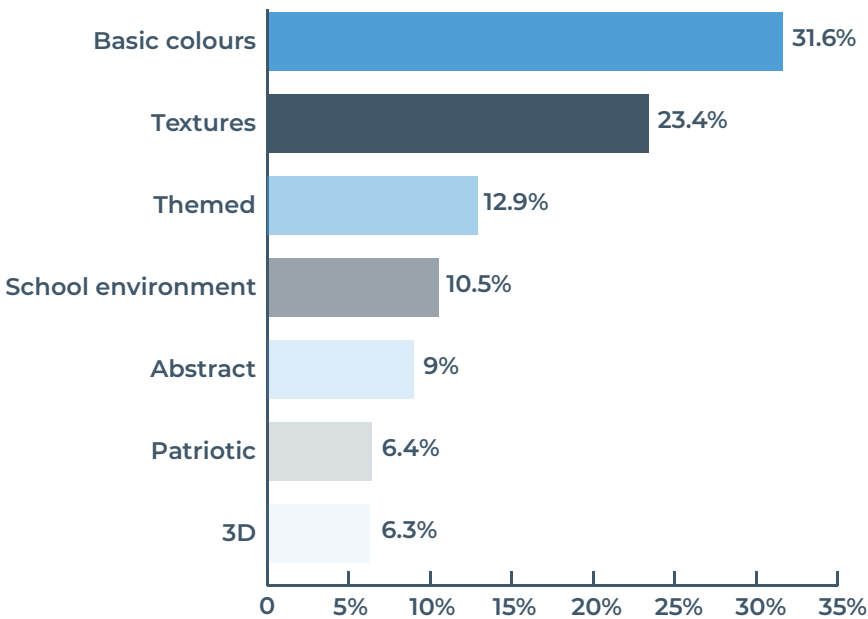
Question 19:
If you had a choice between offering printed photos or digital versions to parents, which would you choose?



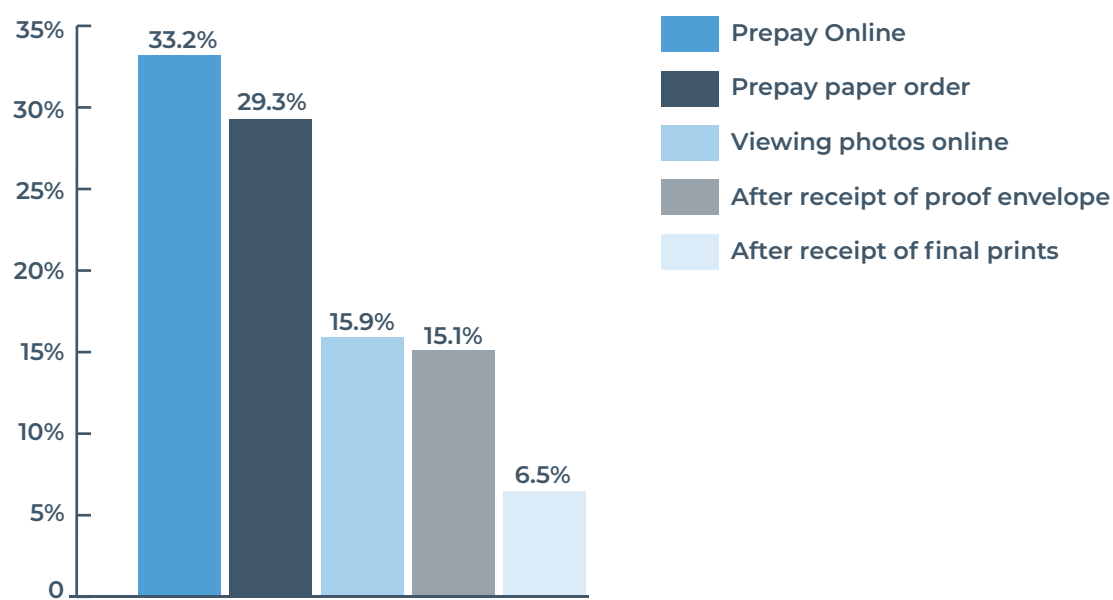
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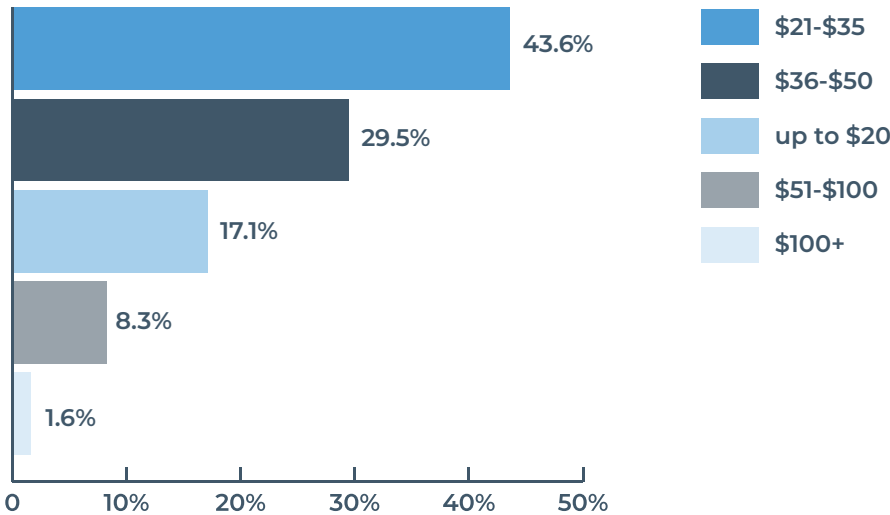
Question 21:
What type/style of background would you like your school photographer to offer your parents?



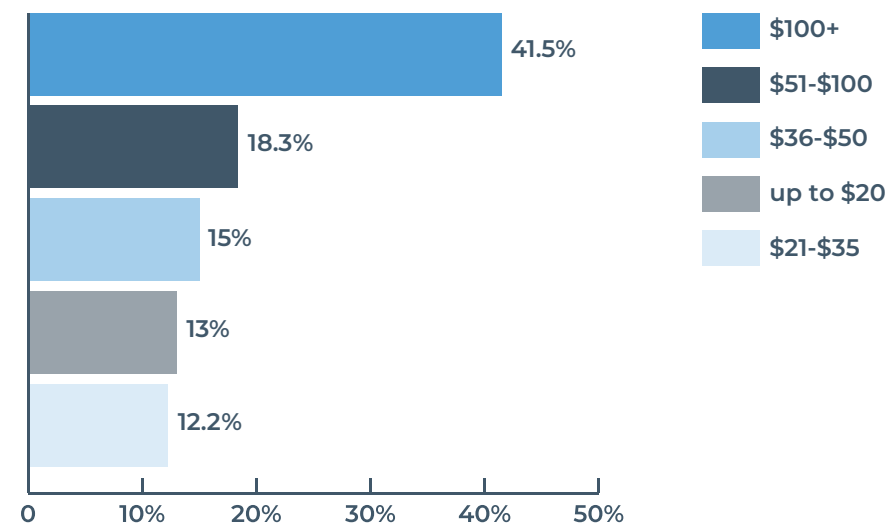
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How do your parents currently purchase their school photos?



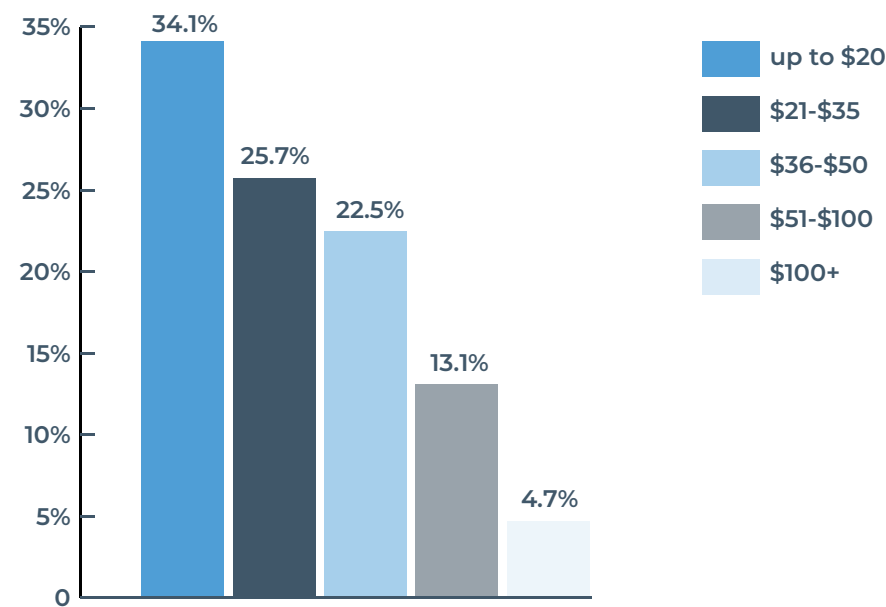
Question 23:
Per child, how much do your parents spend per year on underclass school photos?



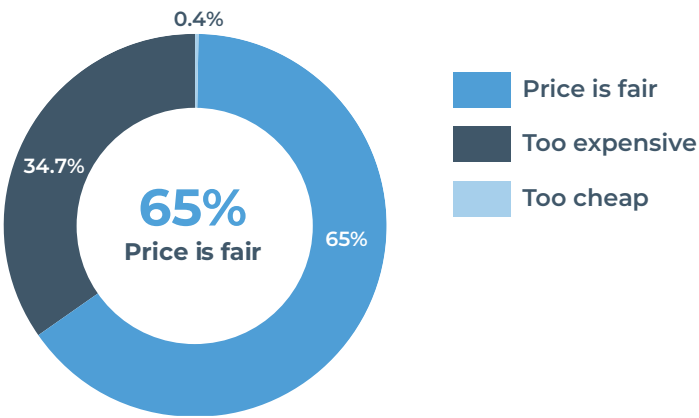
Question 24:
Per child, how much do your parents spend per year on senior photos?



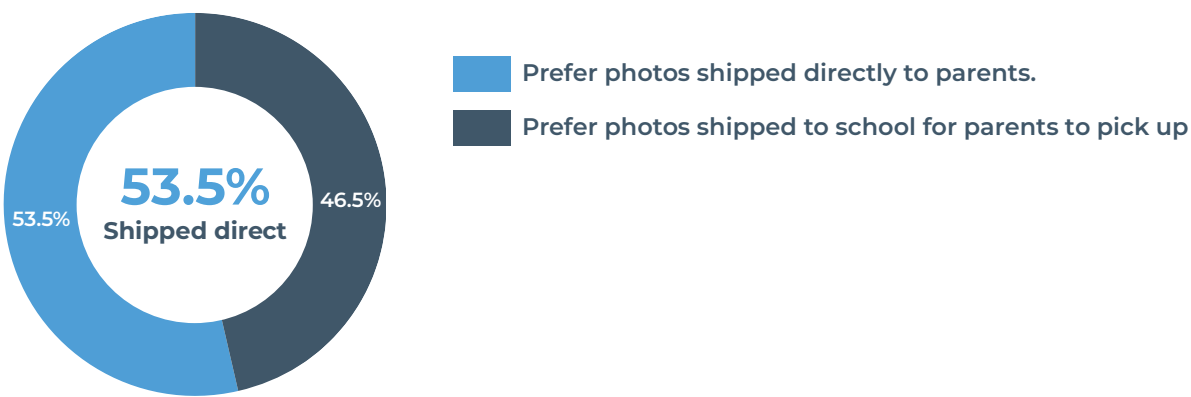
Question 25:
Per child, how much do your parents spend per year on school sports photos?



Question 26:
What do you think about the price of school photos?



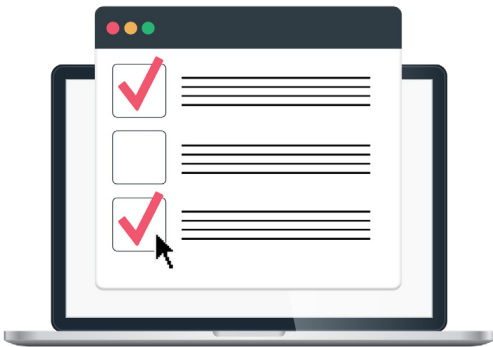
Question 27:
Do you have a preference of how photos are delivered to parents?



Final Thoughts

We’re just getting started.

The information contained in this report has been a collaborative effort. Many studios helped distribute the survey to their customer base, while many individuals helped to bring the report together, donating their time and feedback to its creation. To all those involved, a huge thank you to each and every one of you (too many to name individually).



In closing out this first annual report, we want to ensure that the data we are collecting and reporting on has real value to you. So with that in mind, we’re asking for your feedback. Please share your thoughts on what you found informative and where you think we can improve. We want to hear from you, and your opinion matters! We are currently working on expanding by adding a sports only survey as well as a yearbook only survey to be launched in early September for all to use and share. So please help us shape the future of the School Photography & Yearbook Industry Report by sharing constructive feedback with this [Feedback Form](#).

We are currently working on revamping the existing survey to fuel the next iteration of the report and need as many of you as possible to help us share it and gather responses. The more data we have from parents and schools, the more impactful and insightful this report will become. So if you and your company wish to register to participate and gain access to these surveys to be included in your materials and communications this fall, please [Register Here](#). As a reminder, the survey is anonymous. It can be sent from your own email platforms, integrated into your shopping cart, or distributed in various ways to suit any compliance requirements and studio preferences.

Thank you once again, and we look forward to creating this with you.