



2023 School Photography Industry Report

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Presented by:



An Introduction from Fotomerchant and SPOA



**Fotomerchant Co-Founder,
Elmar Platzer**



**Fotomerchant Co-Founder,
Derek Clapham**



Welcome back. After last year's success, we've brought the School Photography Industry Report back. With the goal of improving and expanding on last year's report, the 2023 report is better than ever. Once again, this is brought to you as a joint initiative between Fotomerchant and School Photographers of America.

Without data, you're only guessing. Data informed decision making is vital to navigate these uncertain times. Last year we aimed to establish this report as an annual source of valuable information which can be used to inform, educate, and inspire your organization to grow. We're firm believers in the idea that growth can only occur through listening. Many of you have made large strides in implementing information learned from



**School Photographers of America
Executive Director, David Crandall**



last year's report into your organization. Go you. 2023 is no different as we continue on our mission to provide you with transformative data.

Thanks to the popularity of last year's report, our survey respondents have increased by 44%. This year we've incorporated insights that evaluate and compare data gathered in the previous couple of years. As we move forward, we are excited to continue this report and track the progress and changes in the data. We can't wait to see what the future holds.

Many thanks for your ongoing support,

Fotomerchant & School Photographers of America

About the 2023 Survey Report

What is the report and what data are we capturing?

In order to best understand data gathered from both parents and schools, we've once again broken down the survey into four key areas:

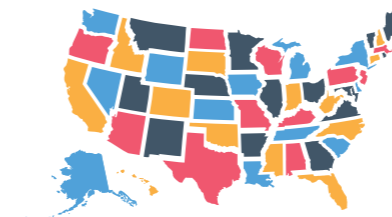
Demographics, Price, Quality & Choice.

Following the same structure as last year, we began by creating a baseline of demographic data. With this baseline, we can then investigate the data at a more granular level so companies can track shifts and trends. By continuing the same question structure as last year, comparing between the two years is made possible. Each year we do this report, the data gains immense value as we can track shifts in the industry. There is endless potential in how we grow the survey and limitless opportunities for data collection.

This year we've expanded into yearbooks. We've included both parent and school responses to the importance of yearbooks, the cost, the availability of personalization and school management of yearbooks. Parents want to purchase yearbooks; thanks to the data, there's no denying it. With this data, align your company's yearbook strategy to one that works.



To date, our surveys have reached a large number and range of people, gaining valuable insight from a diverse network of respondents.



Parent Survey **74K**
Parents surveyed

Our surveys connected with families of all types across America, ranging from single parents to multi-child homes, we captured a diverse range of family dynamics.

Parent Survey **50**
States represented

Valuable insights into school photo and yearbook experiences were shared by parents representing every state across the country.

School Survey **1.7K**
Schools represented

The results of our reports were enhanced by the diverse variety of types and sizes of the schools taking part.

School Survey **2.5K**
School representatives surveyed

Educators hailing from various parts of the country offered their illuminative perspectives regarding the process of photo day

School Survey **40**
States represented

A wide-ranging scope has yielded valuable perspectives on school opinions across diverse regions.

Correlative Data • 2022 > 2023

The power is in the correlation. One of the most exciting aspects of running the Industry Report this year was comparing the results with the 2022 survey. With economic shifts and changing political climates, we theorized seeing shifts in how parents and schools responded.

In order to analyze the correlation between years, we aimed to keep most of our questions the same; however, the two surveys are not exact replicas. We learned a lot from creating last year's survey. Thanks to your helpful feedback, we've tweaked some of our survey questions/answers to create a more rounded and accurate report. There are also additional questions to cover the yearbook sector, so this data cannot be compared to 2022.

We hope you gain some powerful insight into how our industry has shifted in the past year.

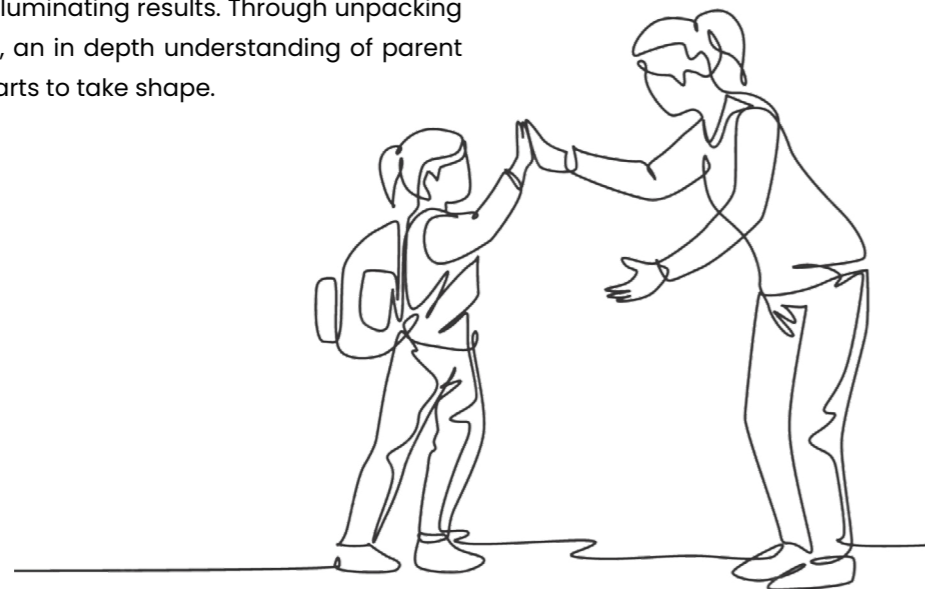


Understanding Parents

Parents

We've had our ear to the ground for this survey, listening to what parents really want. Gaining a better understanding of why parents purchase school photography prints is crucial to your company's future. We're all working in an industry that is fueled by the need to archive precious moments as time passes. With this in mind, what can we learn through parent buying habits? The data presented below will shed some well needed light on this.

This year we've collected a whopping 44K parent responses from across the country, making this our largest survey yet! Parents shared their opinions on a variety of questions around print size, quality of photos, likes and dislikes, and much more. Comparing the parents' answers against the data from 2022 has revealed some illuminating results. Through unpacking these responses, an in depth understanding of parent buying habits starts to take shape.



Understanding Schools

Teachers and School Administrators

While many companies 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.

It's important to not forget about the school's opinions when it comes to collecting data about the industry. After all, client retention is crucial for your growing business. Create a symbiotic working relationship between your company and schools as you both strive for success fueled by the power of informative data.



2023 Parent Demographics

Parents

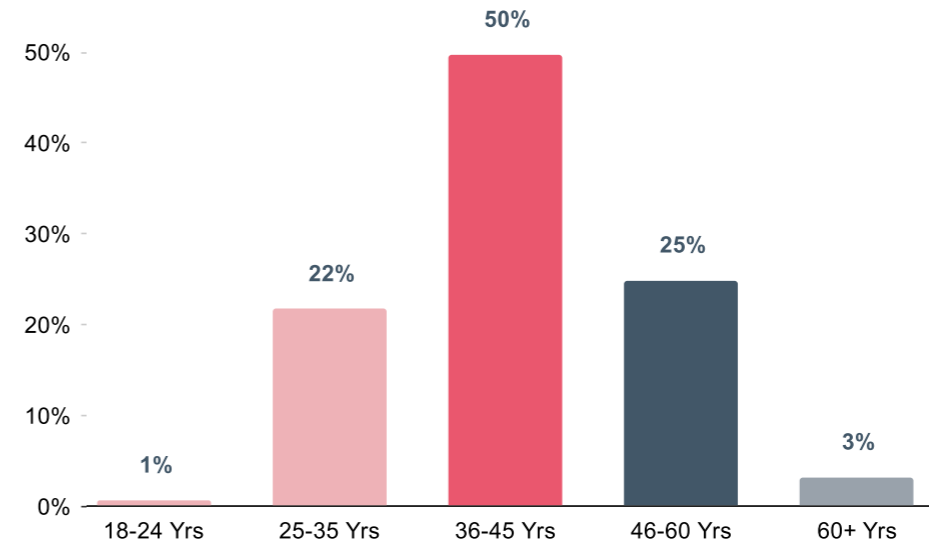
Who are they? Where are they?

Starting with the demographics of the parents, this data reveals information regarding the respondent's age, gender, location, and more. The key demographics collected mirror last year's, allowing you to compile comparative insights.

The following section presents the raw data of our parent survey. To gain a deeper understanding of this data, read our insights report.



Question 1: How old are you?

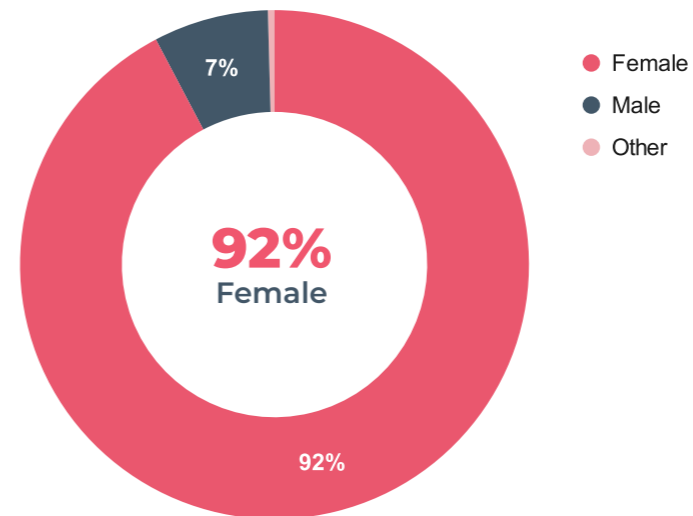


Did you know?

Mirroring last year's results, 36-45 year olds still make up the largest percentage of participants in the survey.



Question 2: How do you identify?



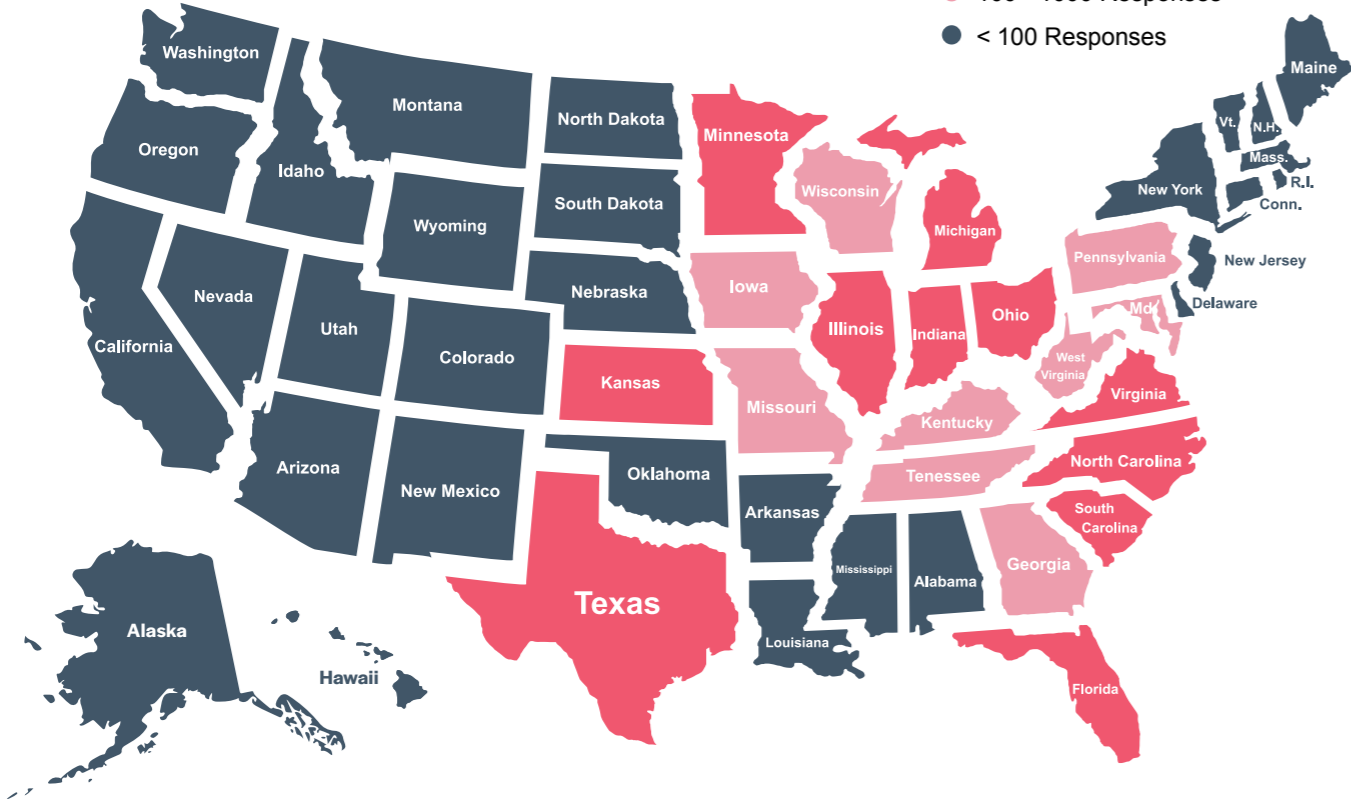
Good to know

Moms, Grandmas, and Aunts are leading the way! As in 2022, our 2023 data has been collected from mostly women, with more than of 90% respondents identifying as female.

Question 3:

What is your zip/postal code?

- Over 1000 Responses
- 100 - 1000 Responses
- < 100 Responses

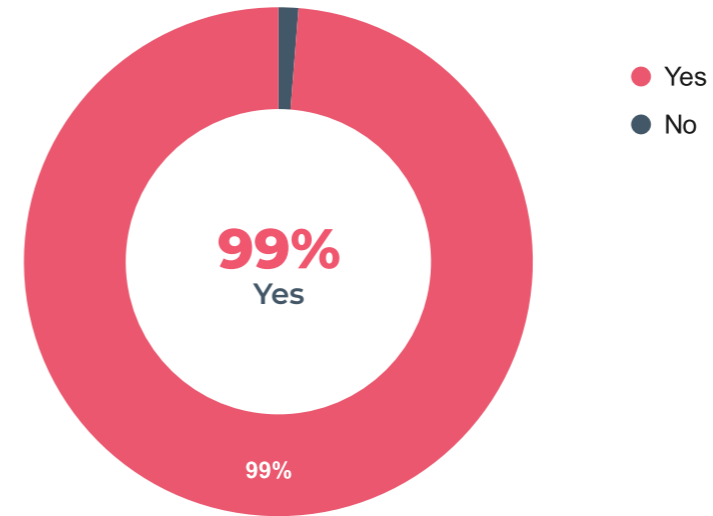


Expansive Data

With a larger sample size, our reach to different states has expanded. We have had an increase in respondents from Utah, Nevada, Arizona and California this year, which will enhance our ability to delve further into the West. As we envision the future of this survey, we aspire to raise the number of participants in each state.

Question 4

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

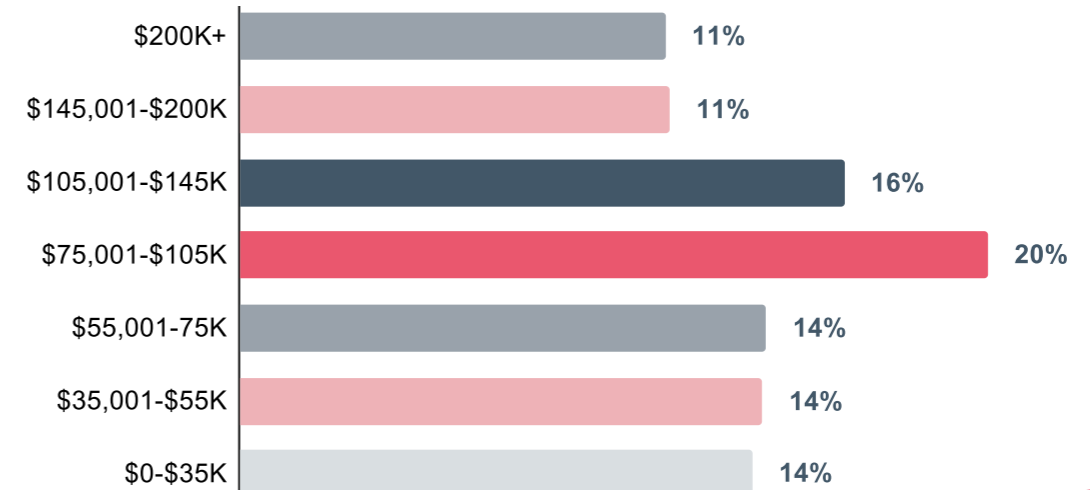


The model customer

According to our data, the key photography purchaser is between 25-60, and female.

Question 5:

What is your total household income?



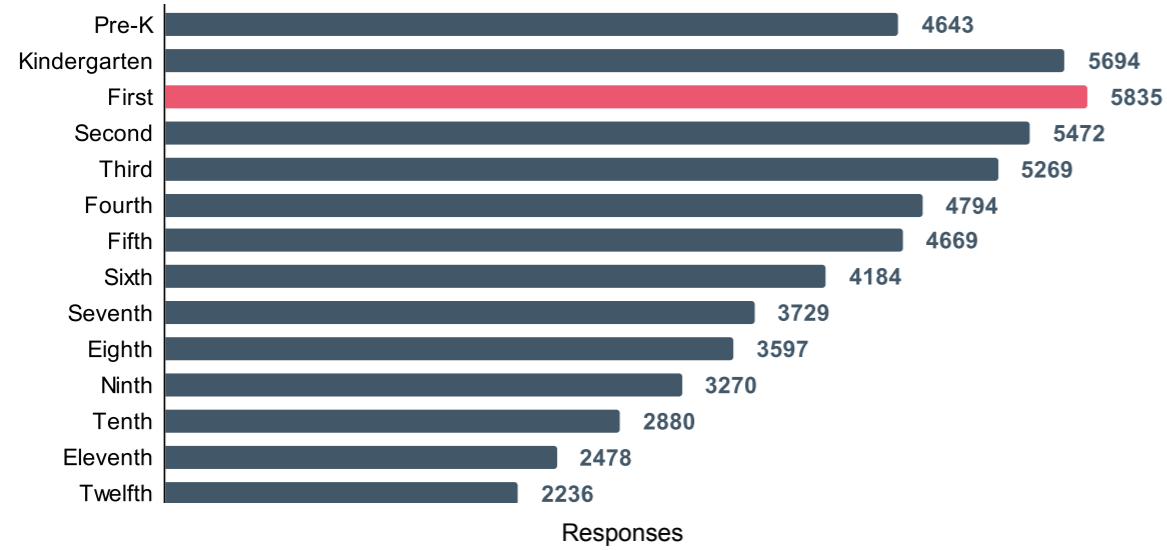
Take note

When comparing 2022 to 2023, our increase in respondents has extended the amount of middle to high income levels.



Question 6:

What grades/years are your children in?

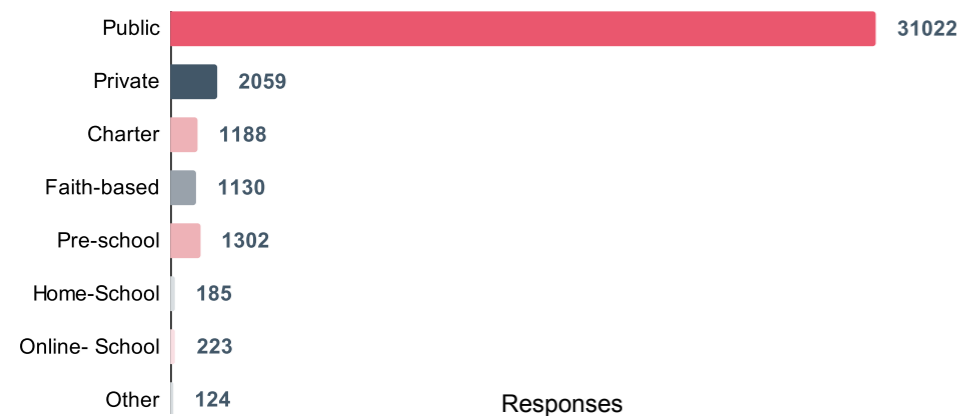


Did you know? Parents of kindergarten and first grade children were most interested in taking part in this survey. Perhaps this age range of parents lends itself to be more inclined to share details online.

Illuminative data Our year over year data shows an accurate view of the educational landscape of America.

Question 7:

What type of school are they attending?



Question 8:

What is the primary language spoken at home?

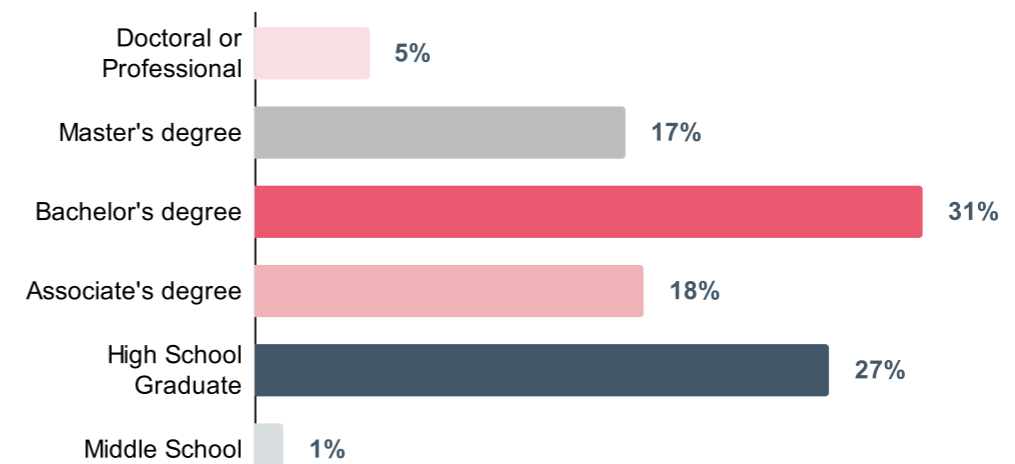


Keep this in mind

As the span of our survey expands, a more diverse range of respondents eventuates. The increase of Spanish as a primary language could be viewed as a result of this.

Question 9:

What is the highest level of education that you have completed?



We're always learning

After some insightful 2022 feedback, we've added this question to delve into the correlation between certain school photography trends and parents educational experiences.

Parents on Choice, Price & Quality

What do parents think?

Here comes the fun part. What do parents think about their current school photography service? In this section of the report, we posed questions regarding choice, price, and the quality of the school photos.

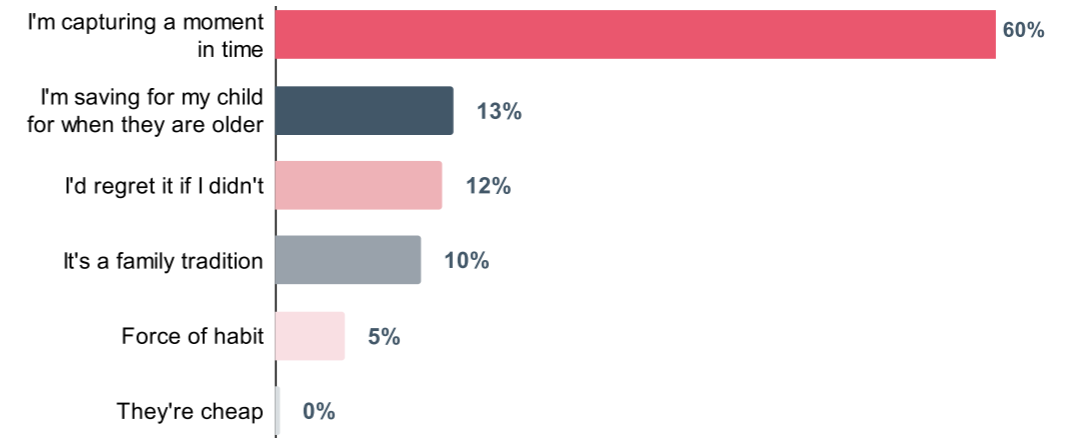
By understanding what works and what disappoints, you can maneuver your company to provide the best service and product possible. Happy parents, happy company.



Who would've thought?

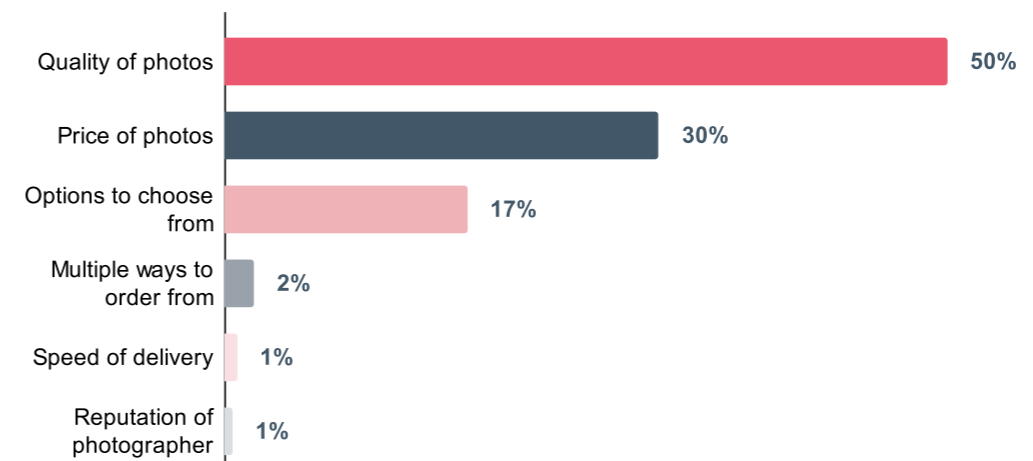
A desire for quality rose this year as 50% of respondents marked this factor as most important when purchasing school photographs. Compared to 33.7% in 2022, this answer has gained popularity. Quality matters.

Question 1: Why do you buy school pictures?



Good to know Capturing a moment in time was more important by more than 50% to any other option. This was followed by tradition and the ultimate power of FOMO.

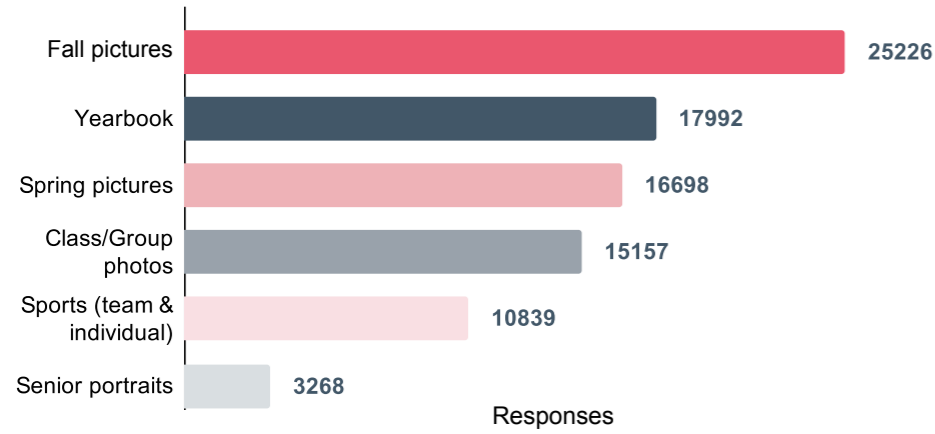
Question 2: What is most important to you when buying school pictures?



Did you know? Options to choose from also had a climb in popularity this year. This was the 3rd picked option in 2023, but in 2022, this option was ranked in 4th position below speed of delivery. Parents are looking for more options, noted!

Question 3:

Select all the different picture programs you typically participate in yearly.



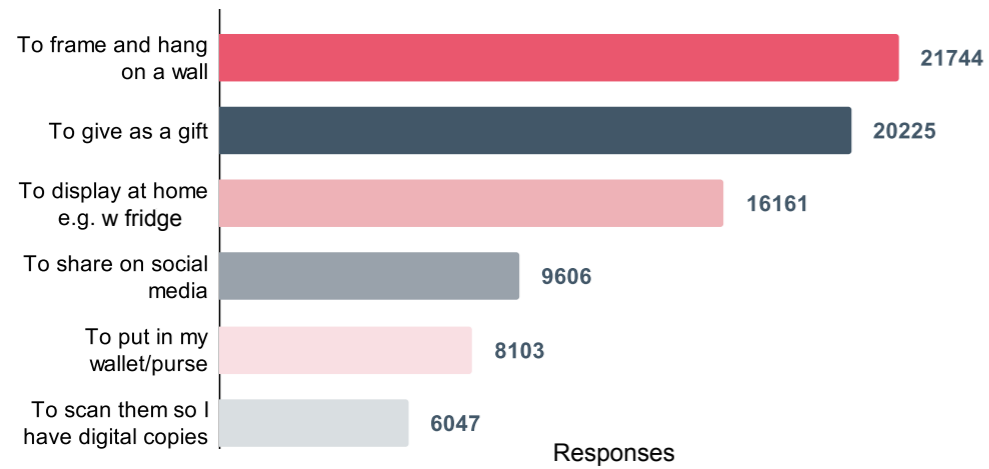
Valued offering

It may come as no surprise that Fall photos ranked top for the second year running. This data reflects the tradition of school photography companies providing Fall photos as a bare minimum offering.



Question 4:

How do you use the school photos you purchase?

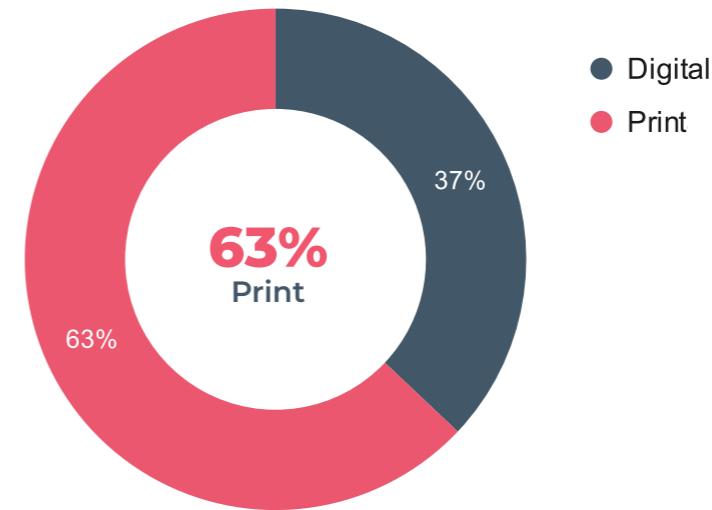


Interesting Insight

While printed photos that are used to celebrate and display are still the most important to parents, the desire to share these on social media is growing. This corresponds with the data from Question 5, where more parents want digital copies of their photos.

Question 5:

If you had a choice between printed photos or digital versions of the photos, which would you choose?



Watch this space

2023 is showing an increasing number of parents wanting digital photos; with the increase in digital trends and new technology, this could be a trend to watch!

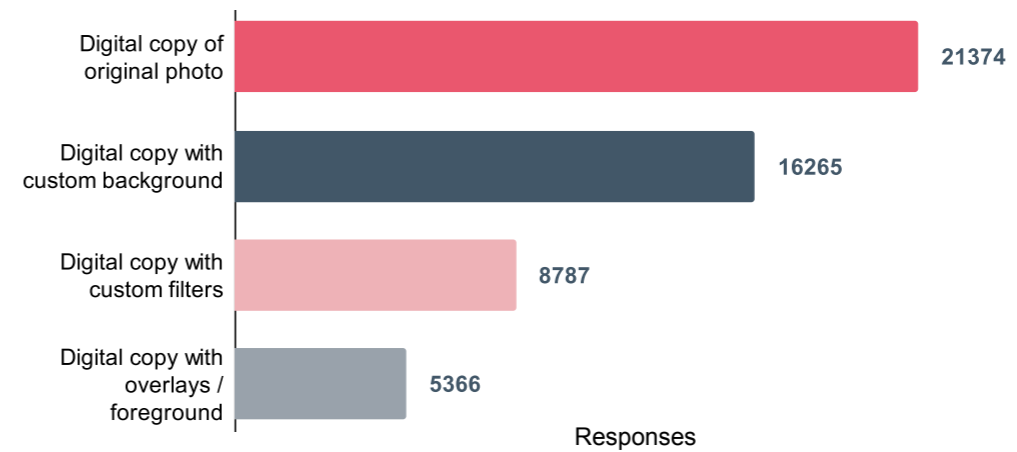
Did you know?

Parents' interest in digital copy options is increasing. Digital copies with custom backgrounds have gained popularity from 2022.



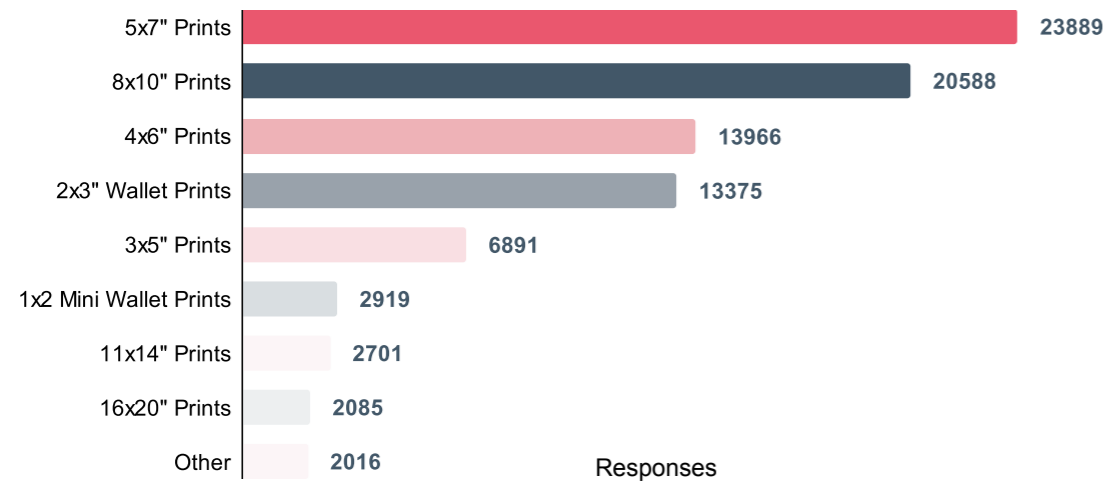
Question 6:

What types of digital photos would you like to be able to purchase?



Question 7:

What individual print sizes would you like to be able to purchase?

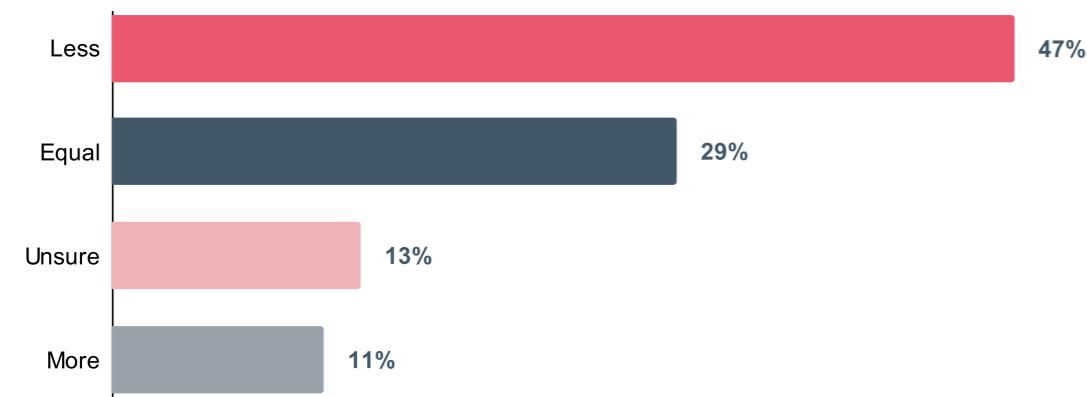


Consistent trend As suspected, 5x7 and 8x10 prints are once again the most popular print size option. Year over year, these print sizes have stayed strong as parents' most wanted prints.



Question 8:

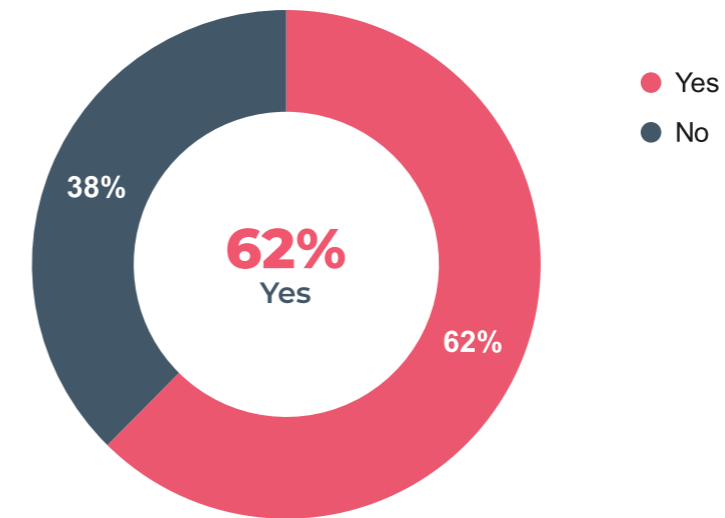
Compared to your printed photos, how much do you think a digital photo is worth?



Watch this space The intrinsic value of digital photos is still viewed as less than a printed photo. This sentiment is also shown in 2022's report. However, the want for digital photos has increased.

Question 9:

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

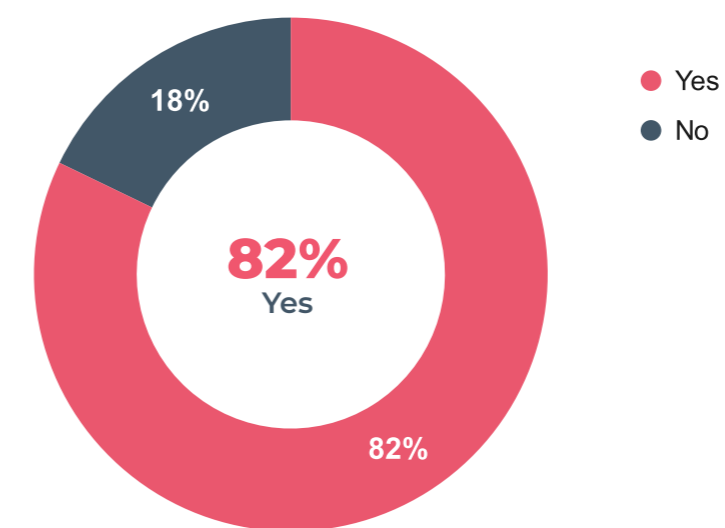


Rising trend

Parents' options for background choice have increased since 2022. This is great news as Question 10 shows that backgrounds have gained popularity this year.

Question 10:

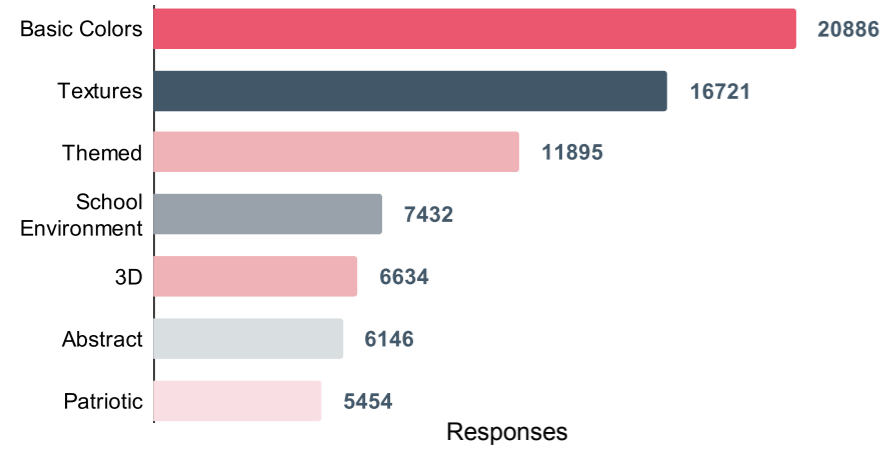
Would you like to have a choice of different backgrounds for your school photos?



Take note

Here we may be able to see a trend emerging; preference for different background options has increased in popularity since 2022. With the rise of parents getting more options (shown in Question 9), their needs are being met. This can only increase further if more greenscreen or knockout workflows are utilized to provide further options.

Question 11:
What type/style of background would you choose?

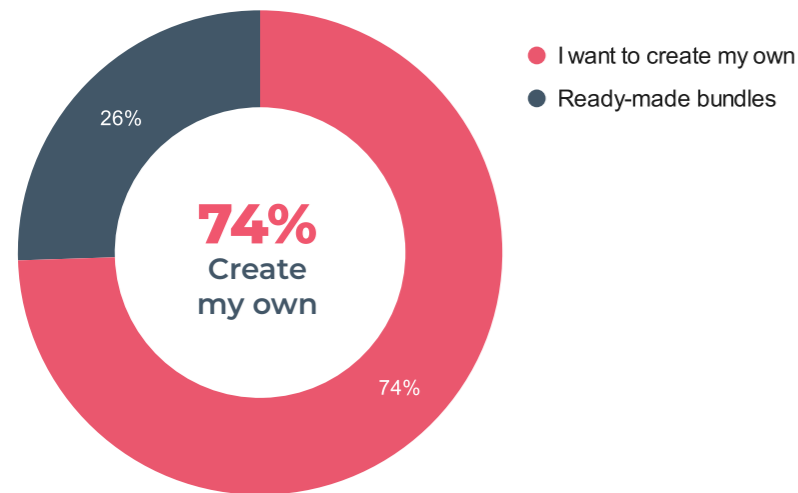


Good to know

Colors are key! Year on year trends show that basic colors are the most popular option when it comes to backgrounds. With the potential to accentuate a child or support school colors, this background is a clear favorite.



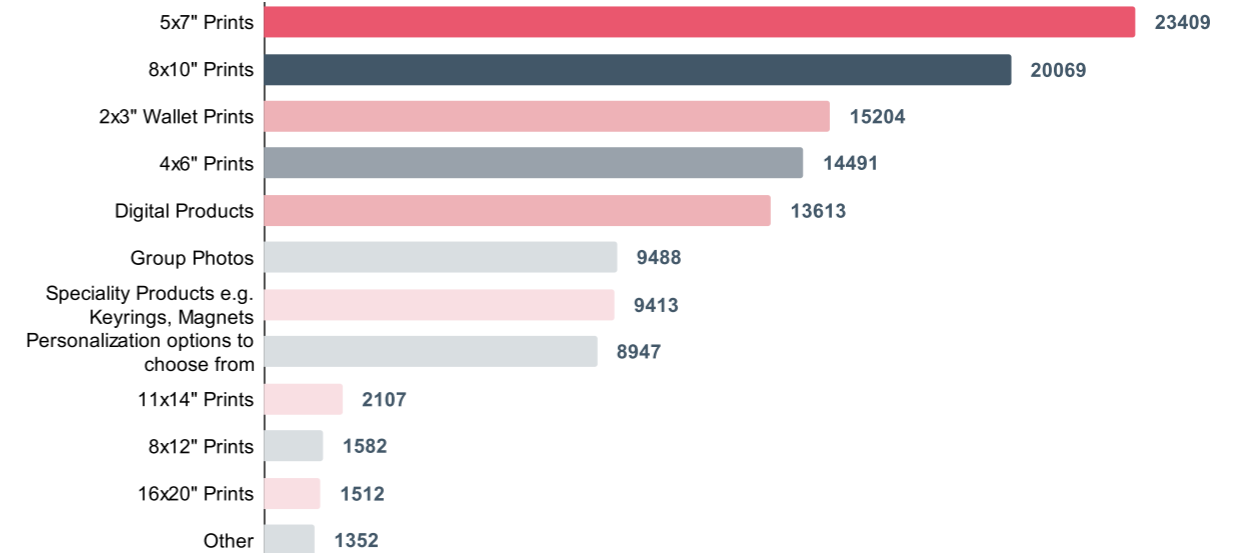
Question 12:
When buying school pictures, do you prefer ready-made packages/bundles you can choose from or would you prefer to create your own?



Important note

Parents want options, from backgrounds (as mentioned in Questions 10 and 11) to what products they want. Build your own packages increased in popularity since 2022, continuing the upward trend in parental control and the ability to have options, options, options!

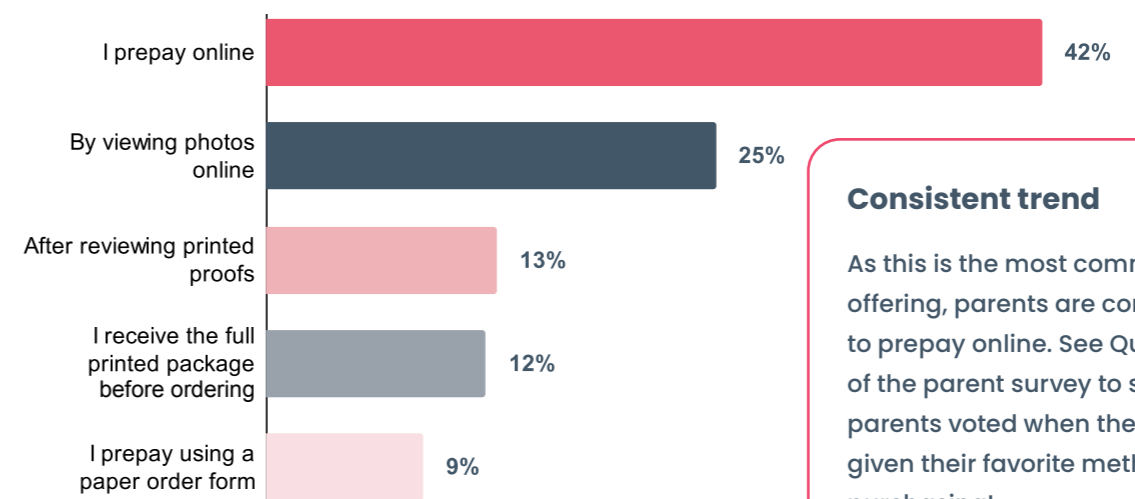
Question 13:
What would you like to have in a package/bundle?



Please note

Parents were allowed to choose up to 5 options in this question. As Question 7 also demonstrates, prints 5x7 and 8x10 are still key players in packages/bundles as well as individual prints. Although, parents are looking for variety as digital options and specialty products are increasing in popularity.

Question 14:
How do you currently purchase your school pictures?

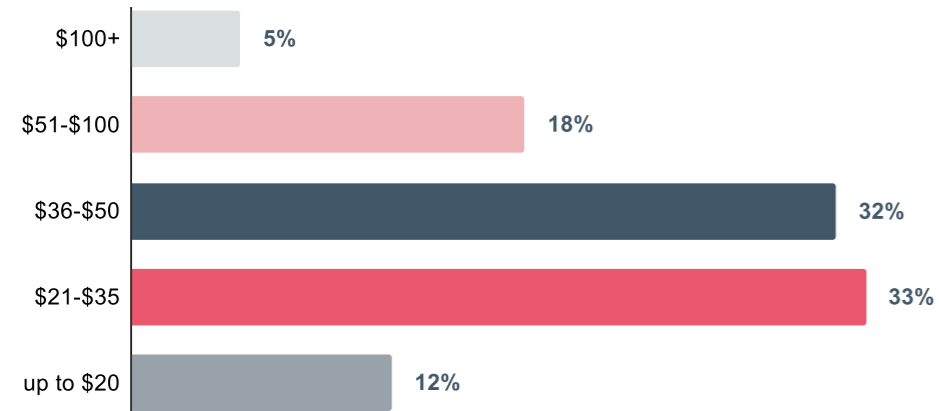


Consistent trend

As this is the most common offering, parents are continuing to prepay online. See Question 27 of the parent survey to see how parents voted when they were given their favorite method of purchasing!

Question 15:

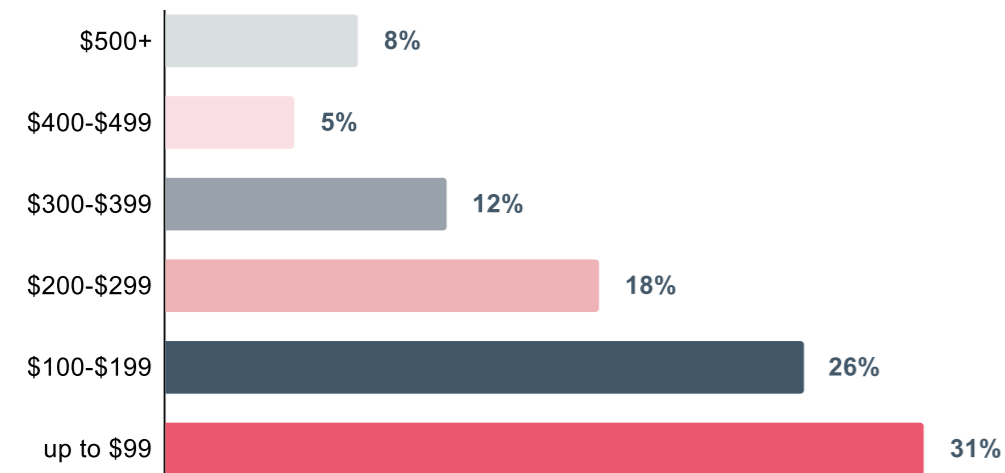
Per child, how much do you spend per year on underclass school pictures?



Did you know? Consistent year on year pricing trends are evident between 2022 and 2023. In comparison to Question 2, where quality increased in importance over price, price is proving itself to be a stable variable.

Question 16:

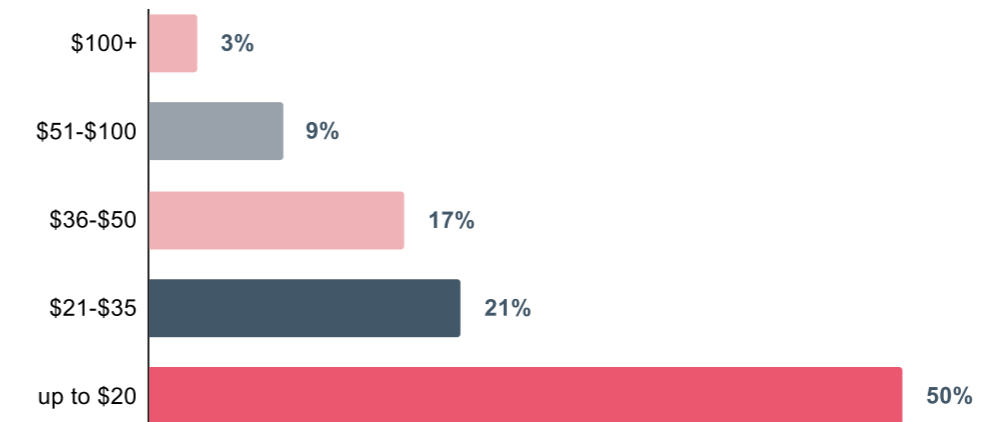
Per child, how much do you spend per year on seniors school pictures?



Good to know When comparing 2022 to 2023, the value of senior photos is consistently chosen at up to \$99. This possibly demonstrates that the perceived value of senior photos is more than other photos sets. This is in line with Question 1, where parents are interested in capturing a moment in time and not missing out on final photo opportunities.

Question 17:

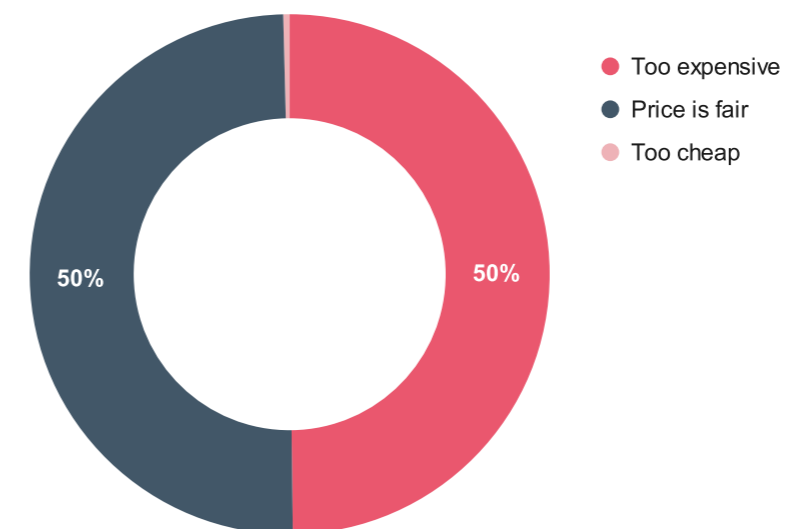
Per child, how much do you spend per year on sports pictures?



Take note Price comparison year on year for sports photos shows a stable trend in value at around \$20 per session.

Question 18:

What do you think about the price of school photos?

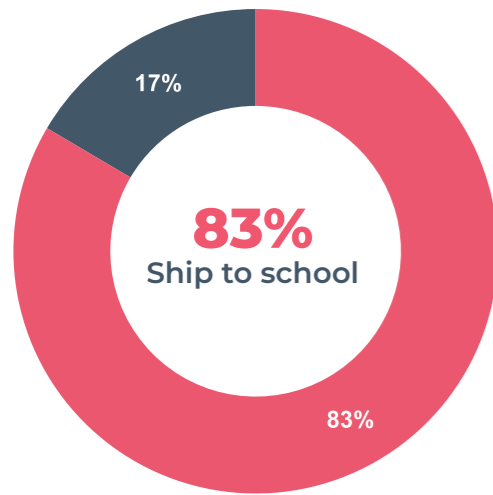


Interesting fact

With half of parents thinking prices are expensive, and half of parents thinking they are fair, there is a clear indecision regarding pricing within the school photography industry. This indecision potentially opens up an opportunity for companies to re-evaluate what they are offering.

Question 19:

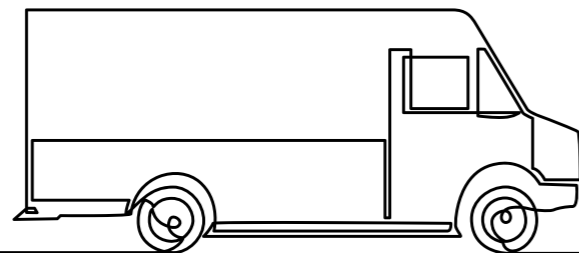
What would be your preferred shipping option from the following selection?



- Ship my pictures to school for free
- Pay a small fee and ship to my home

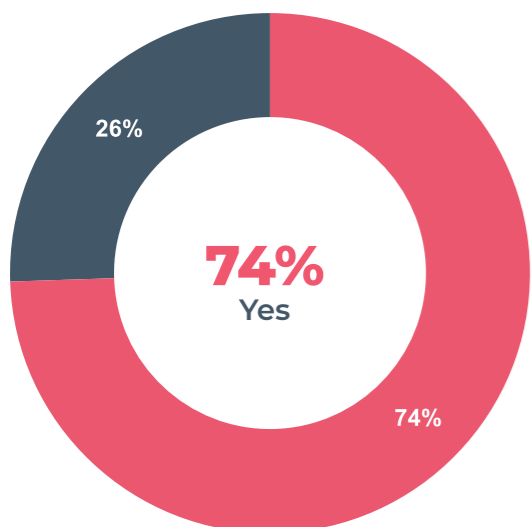
Interesting Insight

Free shipping to schools has increased in popularity among parents from 2022. To find out more about shipping options, see our insights section to compare to school preferences.



Question 20:

Are you happy with the quality of the pictures you receive?



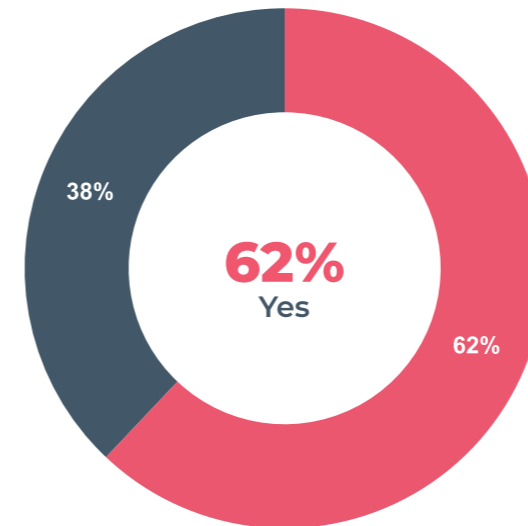
- Yes
- No

Promising Result

In reassuring news, parents are reporting that they are increasingly happy with the quality of their photos with an increase from 71.3% to 74.5% since 2022.

Question 21:

Are you happy with the variety/options you are offered?



- Yes
- No

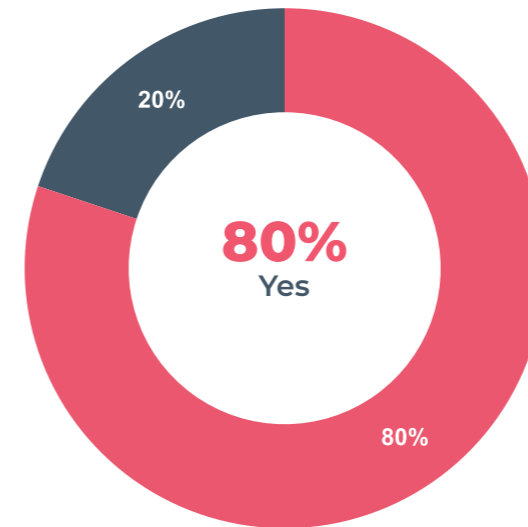
Interesting Insight

With an 18.7% increase in happiness with variety/options offering, parents are showing an overall positive attitude to seeing more choices in their shopping cart. This is in-line with our findings in Questions 9, 10 and 12.



Question 22:

Are you happy with your current e-commerce / shopping cart experience?



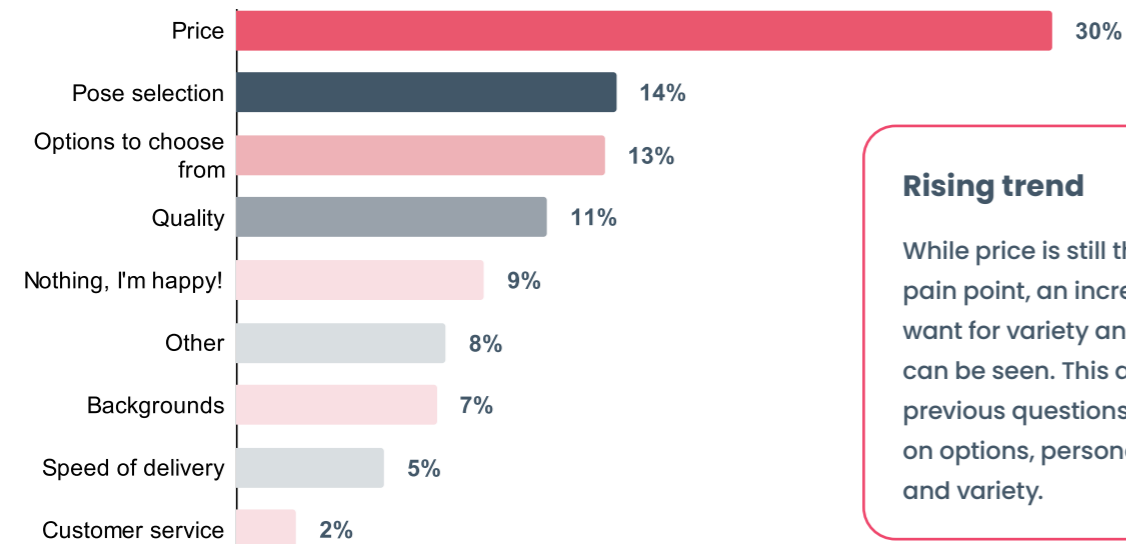
- Yes
- No

Good to know

With an increase in options provided to parents, combined with a preference for online ordering (see Question 27), parents are happier with their shopping cart experience. This could be due to the fact they are getting their needs met.

Question 23:

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

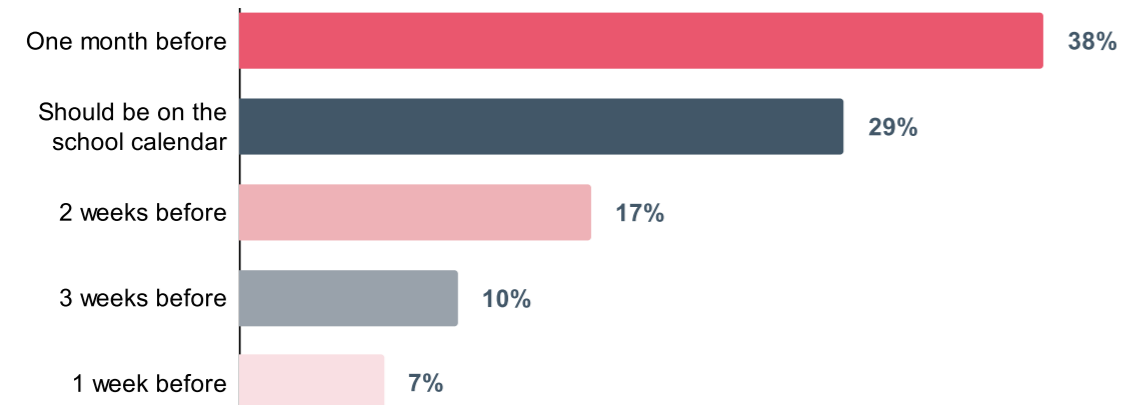


Rising trend

While price is still the major pain point, an increase in a want for variety and options can be seen. This aligns with previous questions that focus on options, personalization and variety.

Question 24:

How much notice do you wish to have from your school regarding picture day?

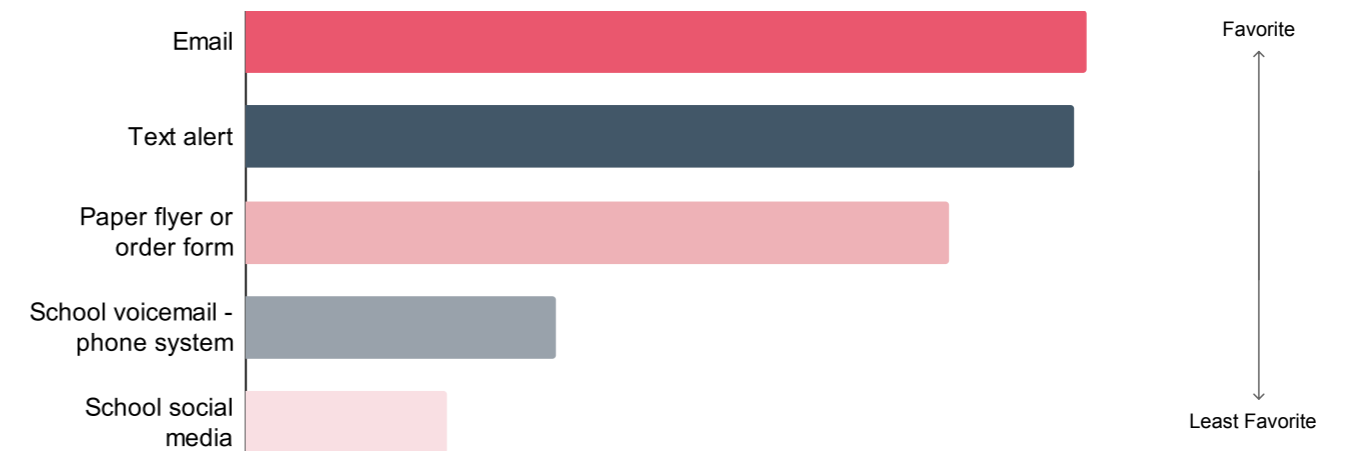


New insight

We've added this new question for 2023 after feedback suggested that school picture days can be stressful for everyone involved. Looking at the notice period parents get before school photos could be helpful when looking at school processes. We look further into the parent/school difference in our insights section.

Question 25:

Please rank by the most effective way for you to be notified.



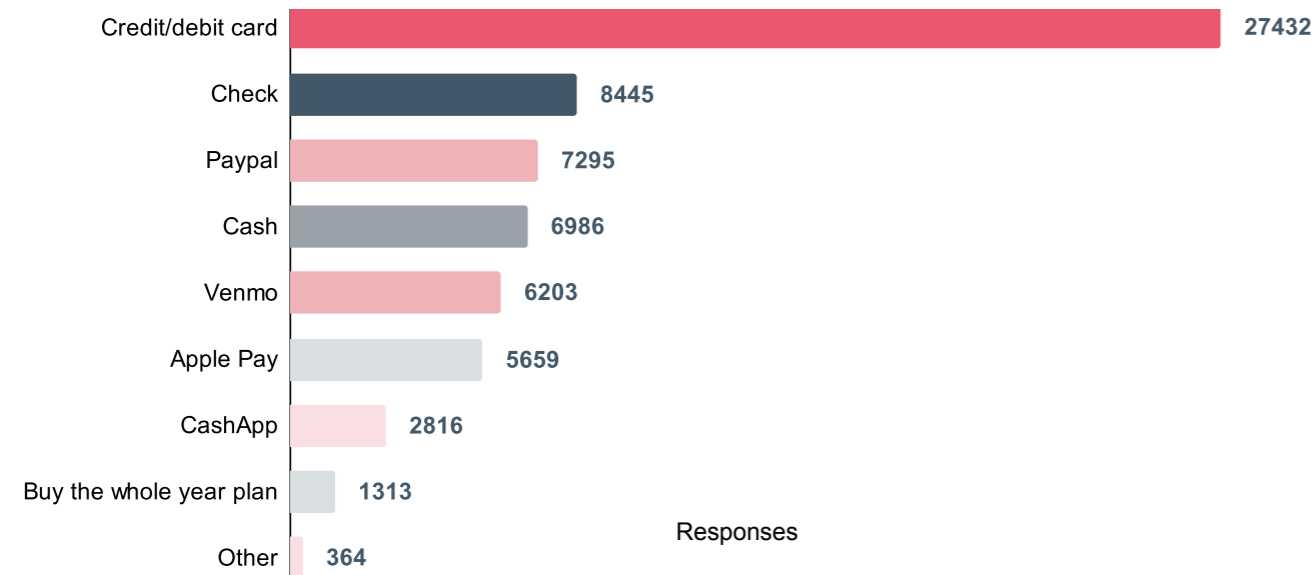
Keep in mind

Communication between school and parents is key. This additional 2023 question looks to inform studios on the best communication methods. With email, then text alerts coming out on top in 2023, the digital trend is steady. This is great news for companies that are looking to encourage schools to provide emails and phone numbers alongside student data.



Question 26:

What type of payment options do you prefer? (Check all that apply)



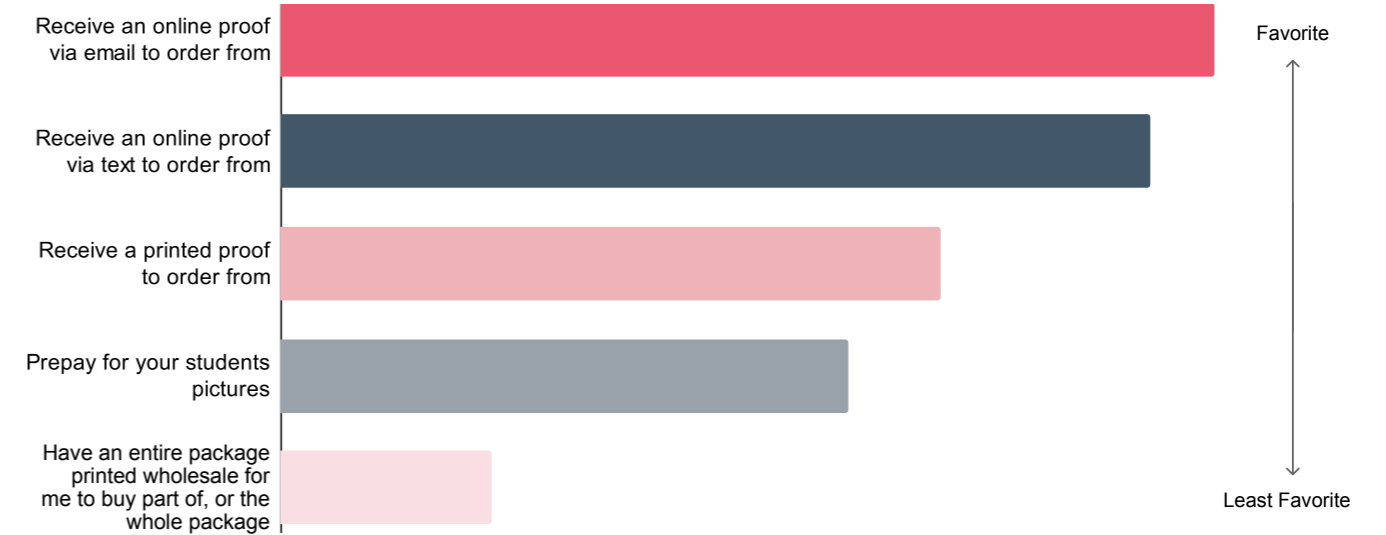
Rising trend

Digital trend alert! With the option of online payment, and happiness with their e-commerce experience, parents are open to more digital payment options.



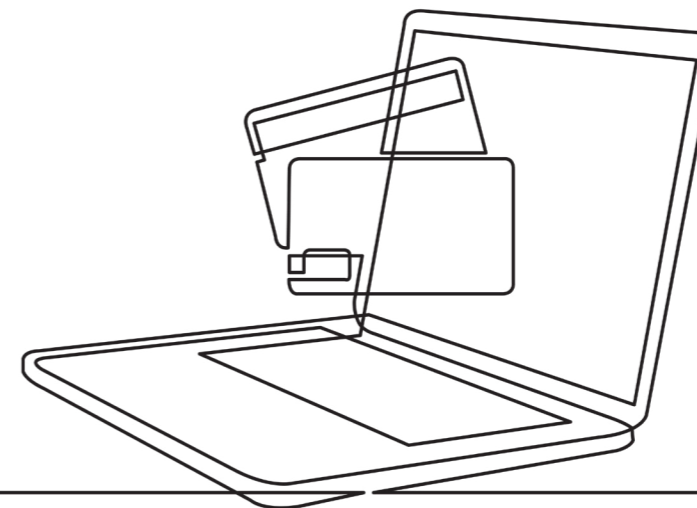
Question 27:

If you were given the following options, which would be your preferred way to order? Rank from favorite to least favorite:



Take note

As we've already asked parents how they currently order in Question 14, we wanted to know how they would prefer to order. You heard it here first, this data shows that while they currently tend to prepay online, parents would prefer online proofing. See our insights section for further intel.



2023 School Demographics

Principals, Teachers, District, Staff, and more

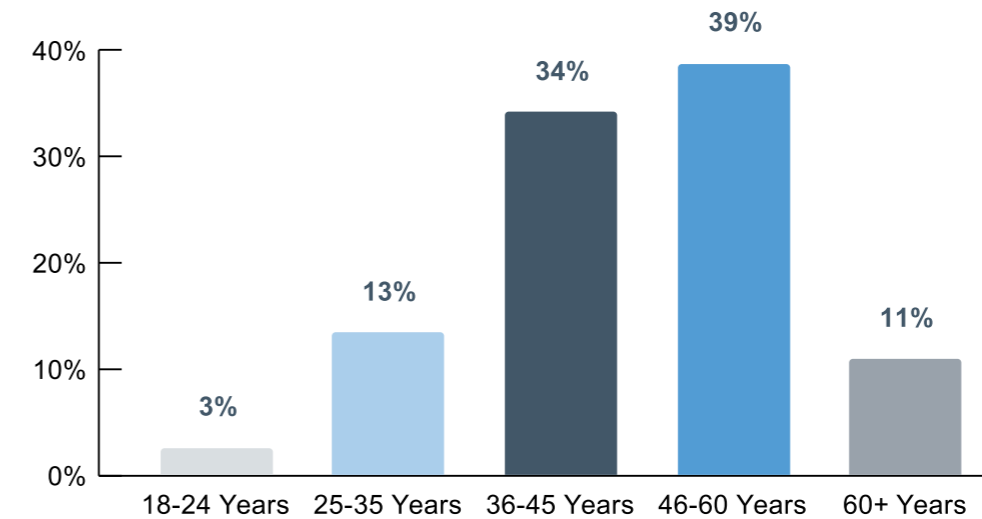
Who are they? Where are they?

In this part of the report we'll explore the demographic data of schools and their staff. Strap in, this data is truly illuminating! The demographics collated here show the respondents age, gender, school location, school type, and more.

Gaining a better understanding of the school staff demographics who answered the survey, helps to consider the opinions revealed in the data.



Question 1: How old are you?

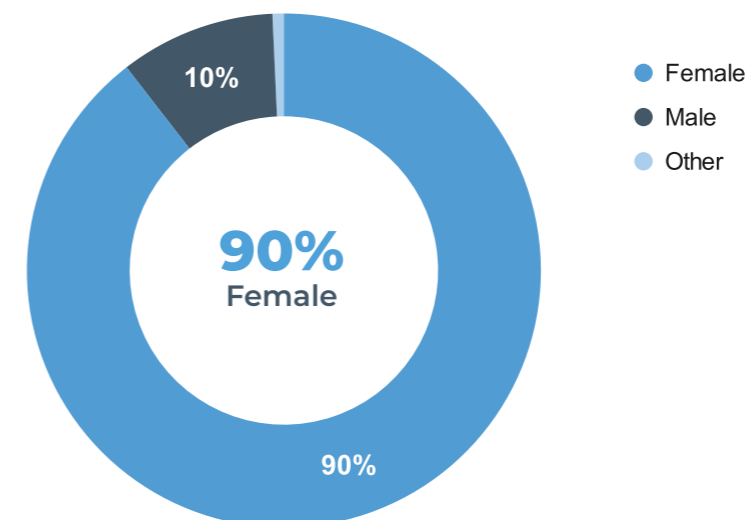


Keep it up!

The school respondents have increased their happiness with their current school company from 70.5% in 2022, to 78.8% in 2023. Give yourself a pat on the back.



Question 2: How do you identify?



Interesting fact

The majority of our educator responders identified as female.

Educators on Choice, Price, Quality & Parents!

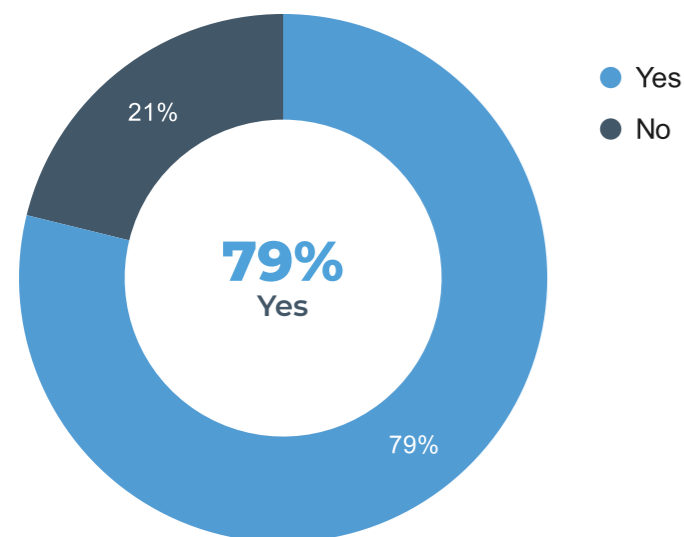
Do schools know what parents want?

In this part of the report you can see what makes the schools tick. Here we'll focus on questions relating to choice, price, and quality of school photos. The age old question, do schools know what parents want? This is our chance to find out. Many of our survey questions were centered around understanding what schools predict their parents will want. Let's get to the bottom of this.



Question 1:

Are you happy with your current school photography company?

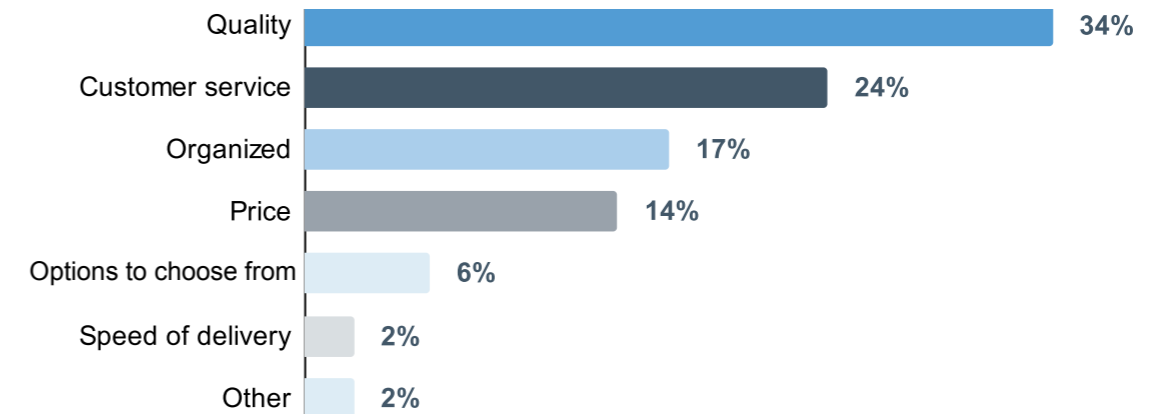


Keep it up

The school respondents have increased their happiness with their current school company from 70.5% in 2022, to 78.8% in 2023. Companies, give yourself a high five!

Question 2:

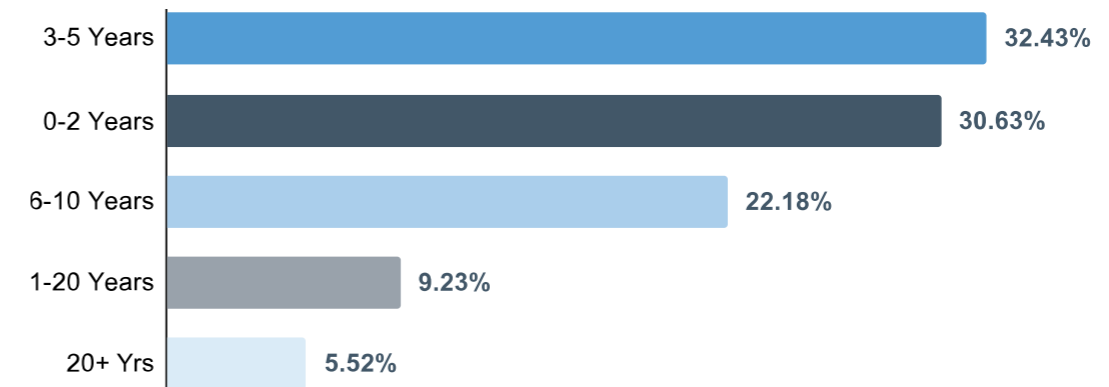
What is most important to you when selecting a school photography company?



Rising Trend Last year, schools had larger issues with customer service when discussing what is most important in regards to a school photography company. In 2023, quality has become the most important element when picking companies. This aligns with the parent views on quality.

Question 3:

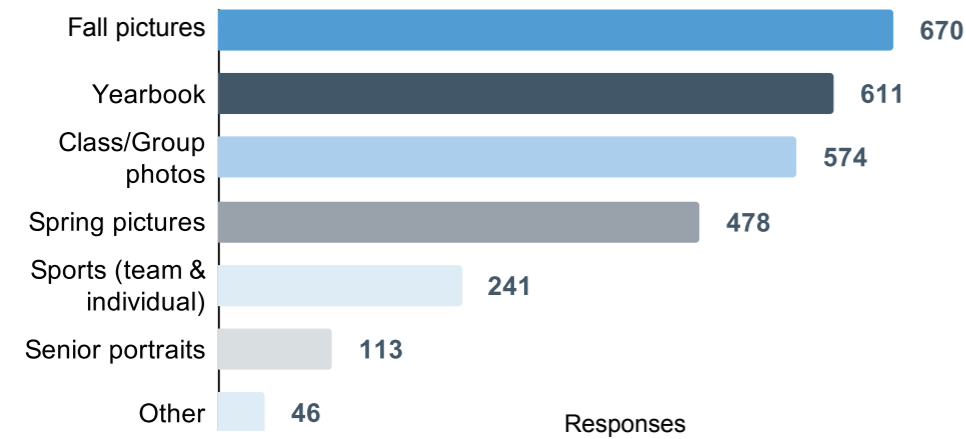
How long has your school been working with the current school photography company?



Interesting insight Traditionally, schools have stayed with the same photography company for many years, e.g. 20+. However, it seems like this is changing. Perhaps the offering of new technology, different price structures and increased product options has led schools to search for new school photography company providers?

Question 4:

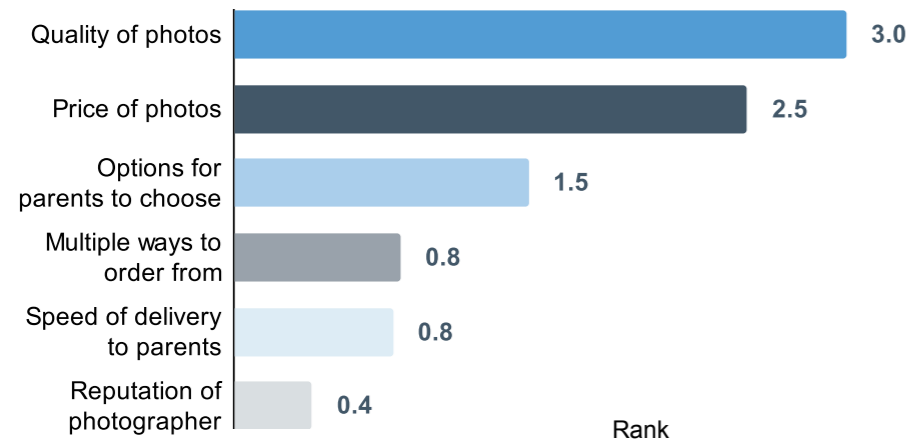
What types of picture programs does your school offer parents?



Keep in mind As almost all school photography companies provide Fall pictures, this could explain why this is the highest option selected.

Question 5:

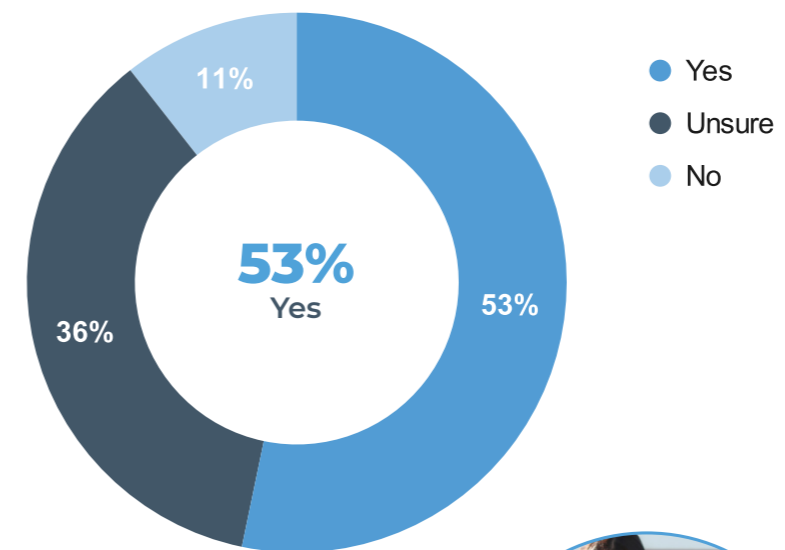
What is most important to your school or district?



Take note As in 2022, quality and price are a steady winner in importance. Once again, there is an increase in options that can be offered to parents. This tracks with data from 2023, where parents have increased this section too.

Question 6:

Are your parents happy with the quality of photos they receive?

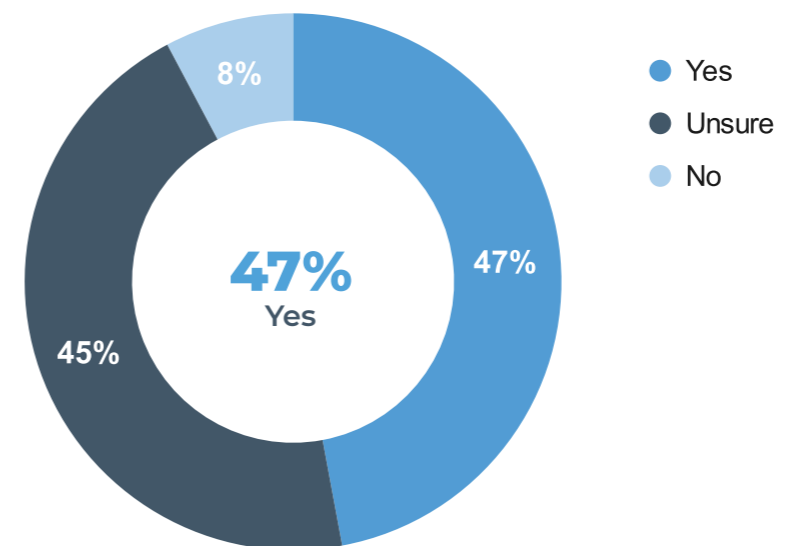


Keep in mind

Remember, this data presents the school's perception of how happy the parents are with their photo quality. With this in mind, the fact that 36% of respondents were unsure on how parents felt about the quality of the photos, could demonstrate a disconnect between schools and parents.

Question 7:

Are your parents happy with the variety/options they are offered?

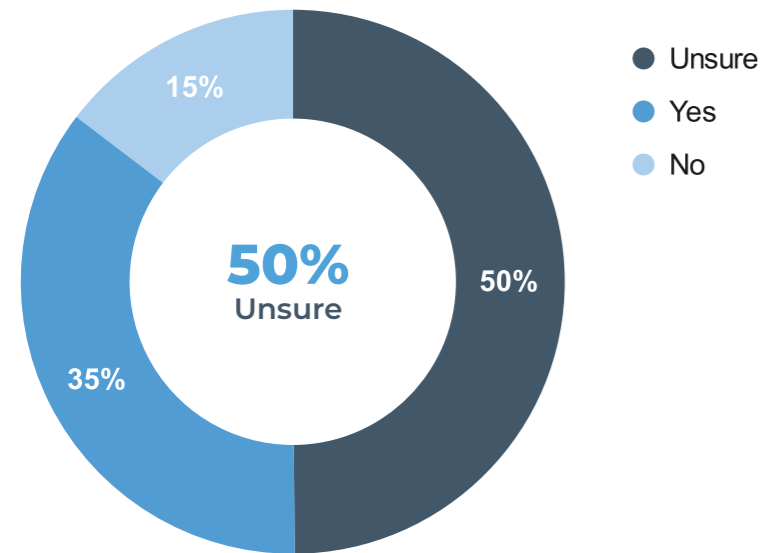


Good to know

As shown in Question 3, it's possible that schools are happier after moving to school photography companies that provide more options. Once again, unsure is a popular selection for educators on the perceived happiness of parents. This shows a further disconnect between schools and the wants and needs of parents.

Question 8:

Are your parents happy with the cost of their photos?

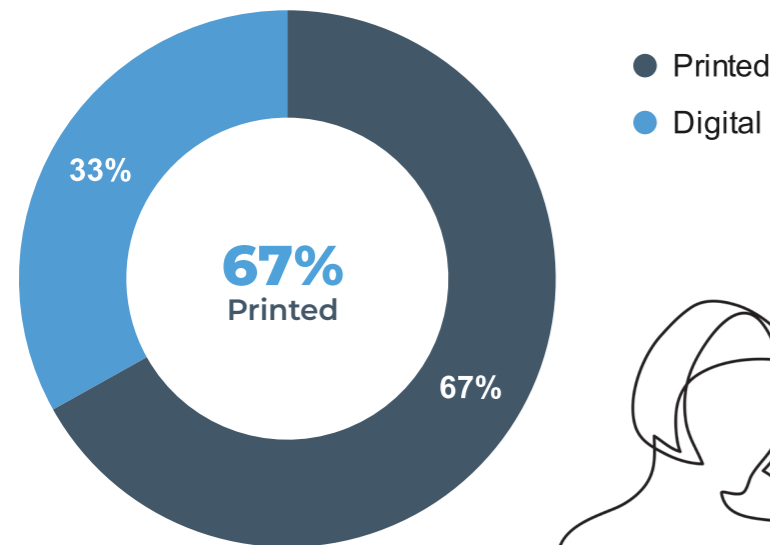


Did you know?

Schools' confidence in their parents' happiness regarding the pricing of school photos has increased from 31.9% to 35.5% in 2023.

Question 9:

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



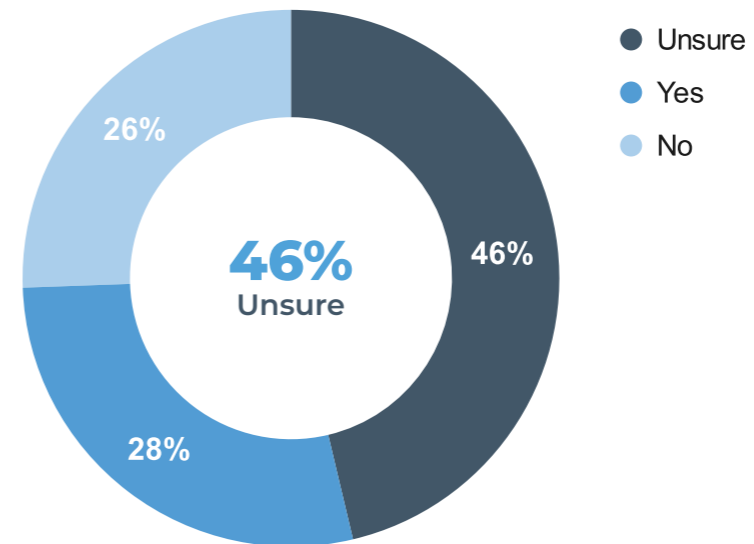
Take note

According to the educators, parents prefer printed photos. Although, the desire for digitals is growing.



Question 10:

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

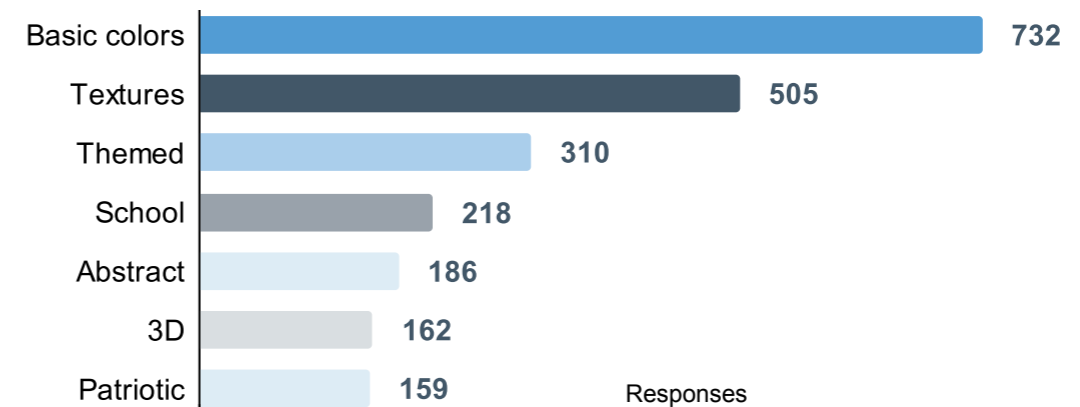


Did you know?

While this year has seen an increase in the answer yes from 26.5% to 46.3%, there's still a large percentage of educators who are unsure whether their parents are being offered background options. This data further reveals a disconnect between educator respondents and parents. This could be a great opportunity for companies to educate schools on the potential for background options when it comes to knockouts vs traditional backgrounds.

Question 11:

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

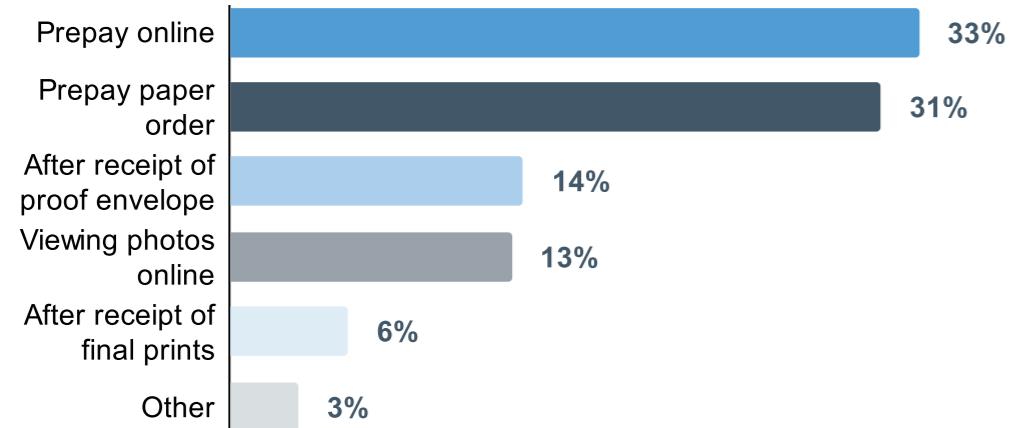


Informative insight

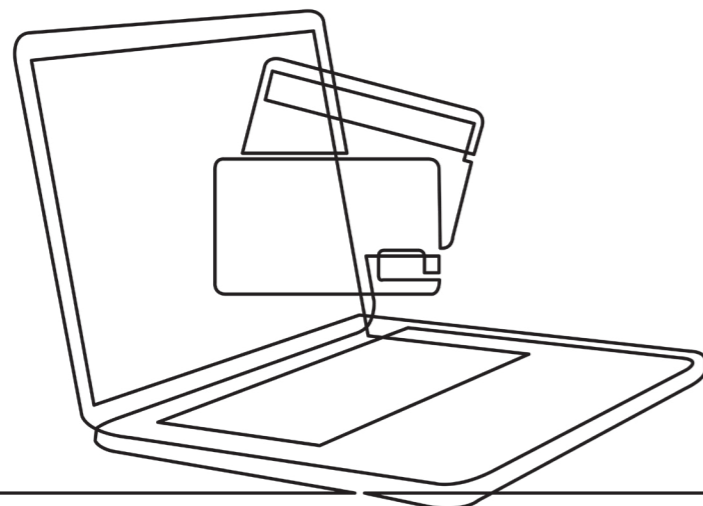
Schools and parents align with their background type and style opinions! Both year over year and between schools and parents, basic colors followed by textures are the key winners for background options.

Question 12:

How do your parents currently purchase their school pictures?

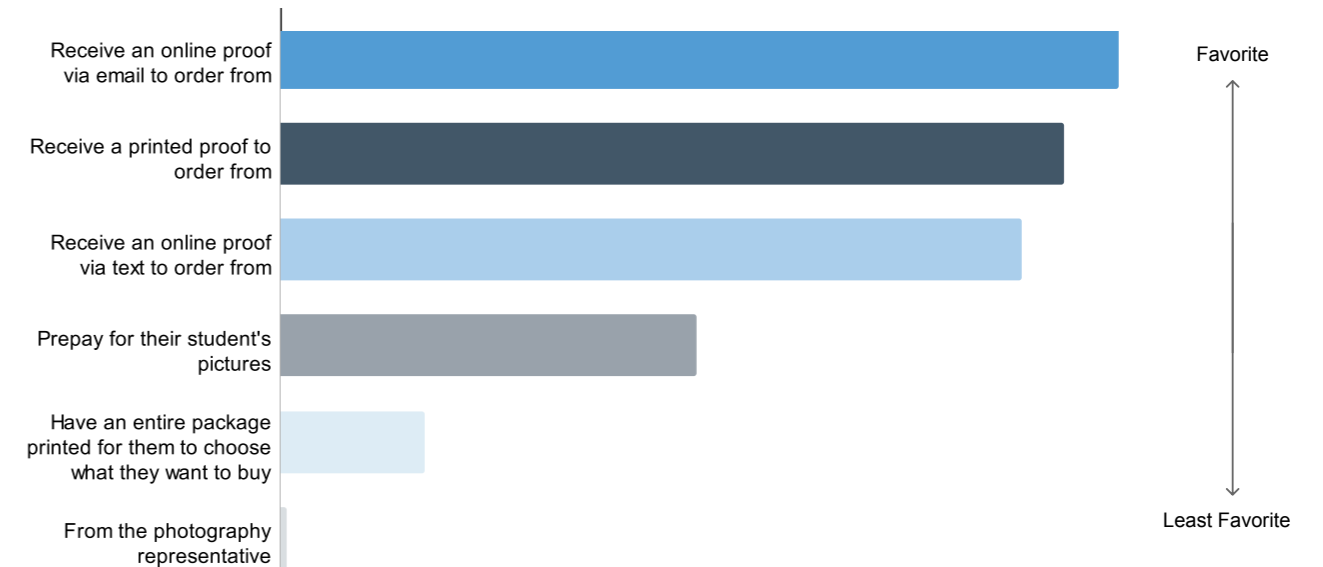


Did you know? Pre-pay for the second year in a row is the top option offered by schools for purchasing photos. Educators had the option to pick one of these options as their current school purchasing system. It's important to keep in mind that schools will quite often only offer one of these options. See our insight section below to see how this matches up with what parents actually want.



Question 13:

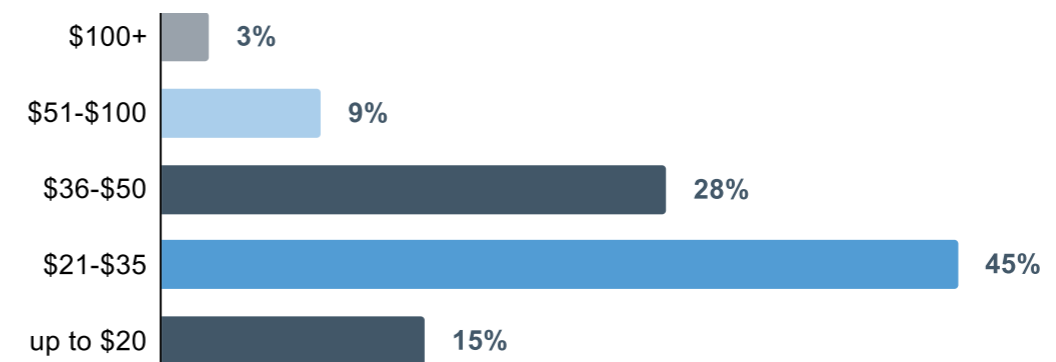
If your parents were given the following options, which would be their preferred way to order: Rank from favorite to least favorite:



Who would have thought? Educators think that parents want to order via online proofing. This is unlike Question 12, which shows that schools currently provide prepay as the most common option.

Question 14:

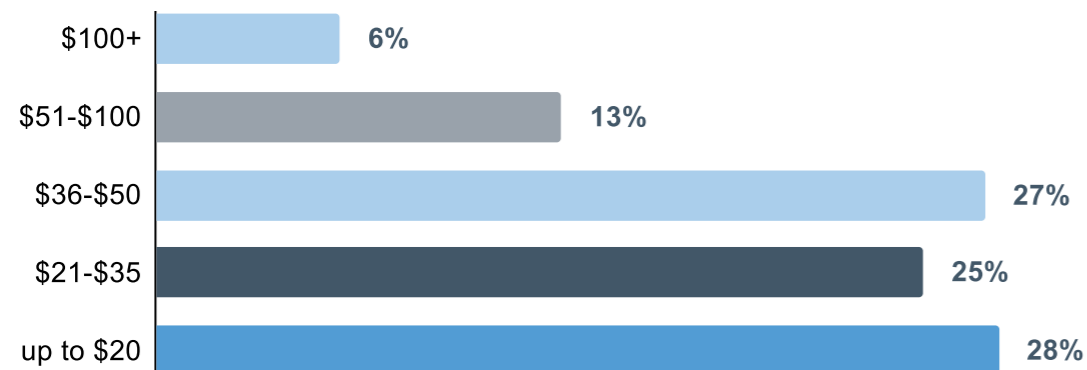
Per child, how much do your parents spend per year on underclass school pictures?



Keep in mind Similarly to the data trends from last year, senior pictures are valued at more than \$100. This projected cost matches the parental value of seniors' photos.

Question 15:

Per child, how much do your parents spend per year on school sports pictures?

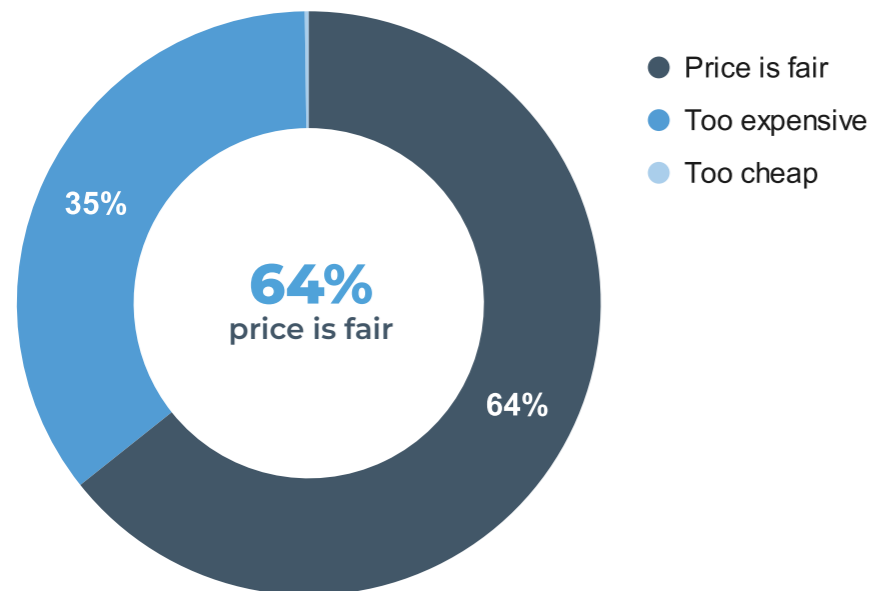


Consistent trend Following the same data trends from last year, school sports pictures are valued up to \$20. This data matches the parental value of sports photos.



Question 16:

What do you think about the price of school photos?

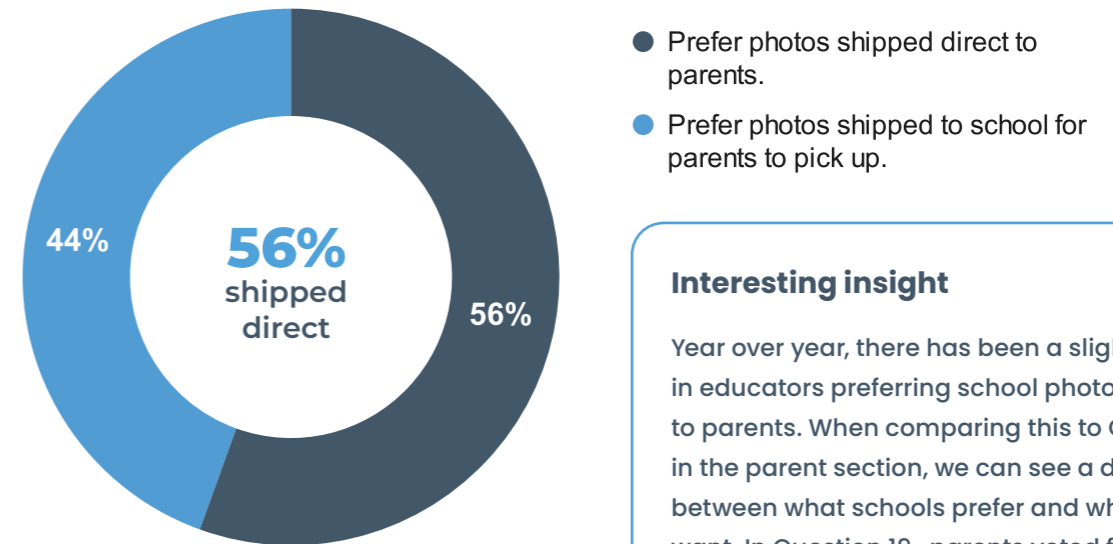


Did you know?

Year over year, schools have deemed school photos as fairly priced. This differs from the parents' perspective who view school photos as being too expensive. This shows a disconnect as educators aren't aware of how their parents view the price of school photos.

Question 17:

Do you have a preference for how photos are delivered to parents?



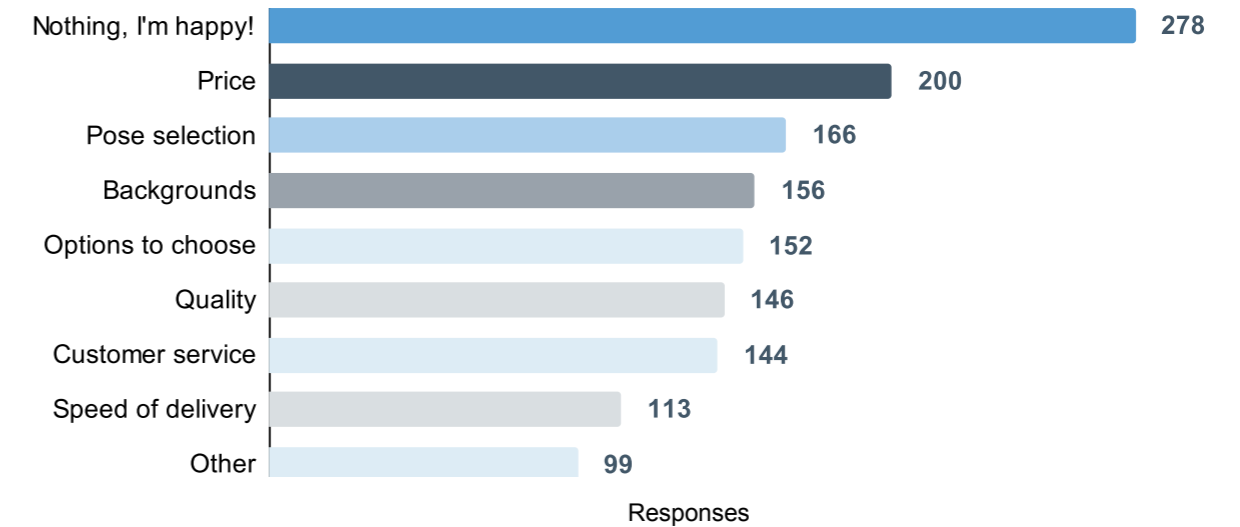
- Prefer photos shipped direct to parents.
- Prefer photos shipped to school for parents to pick up.

Interesting insight

Year over year, there has been a slight increase in educators preferring school photos shipped to parents. When comparing this to Question 19 in the parent section, we can see a disconnect between what schools prefer and what parents want. In Question 19, parents voted for a school delivery as their top option.

Question 18:

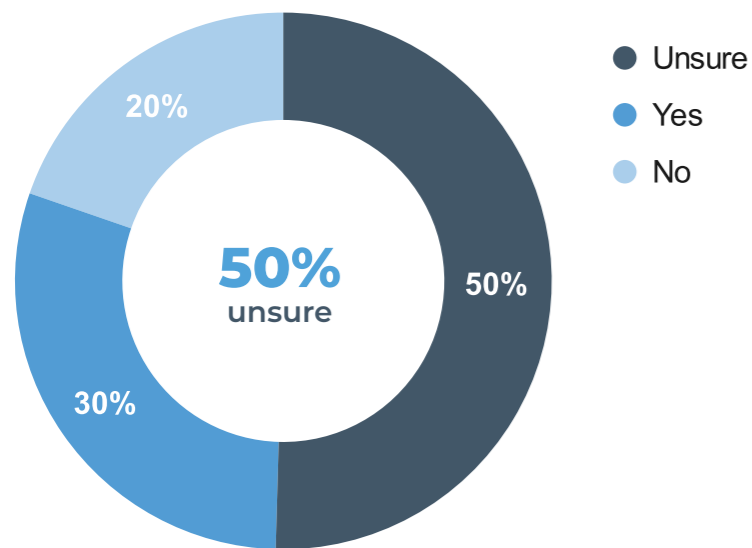
If there was one thing that you could change about school photos at your school, what would it be?



Good to know For the second year in a row, schools have voted that they are mainly happy with their school photos and wouldn't change anything. Price was less of a contention point but as also seen in the parent data, backgrounds and options importance have risen in 2023.

Question 19:

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



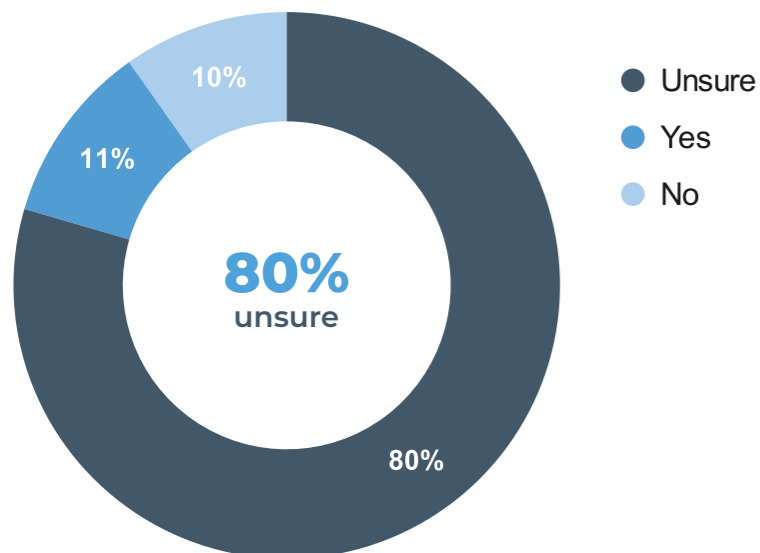
Keep in mind

As seen in Question 4 of the school demographics, many teachers are not involved in the decision making process for their school photos. This aligns with schools thinking that price does not matter to parents, but as Question 23 in the parent area demonstrates, it does. Here we can see more discrepancies between school and parent perception.



Question 20:

If your district does a bid or rfp for school pictures, has it been updated in the last two years with the new technology, parent desired packaging and options along with the new yearbook and software standards?

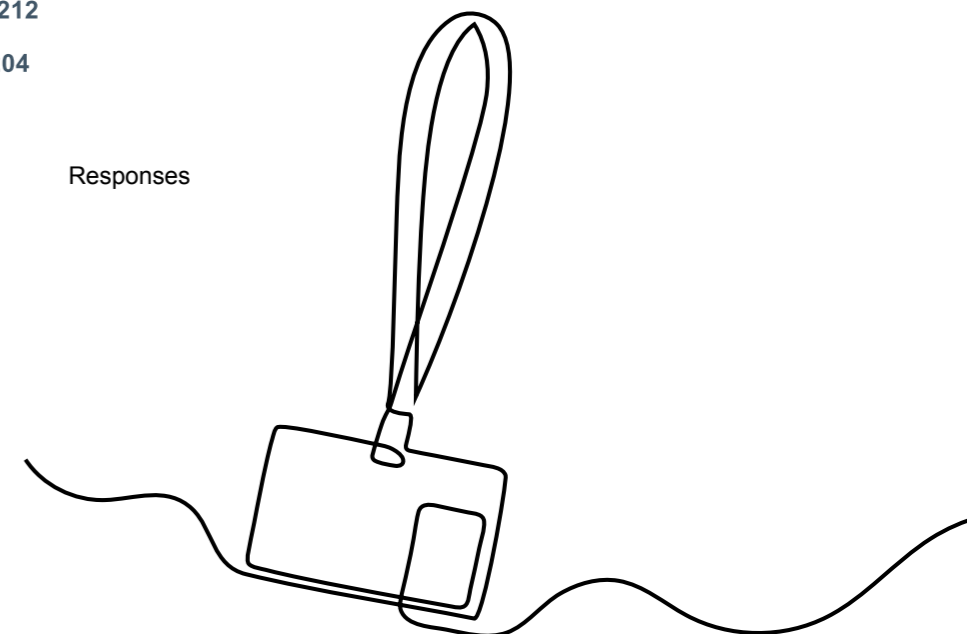
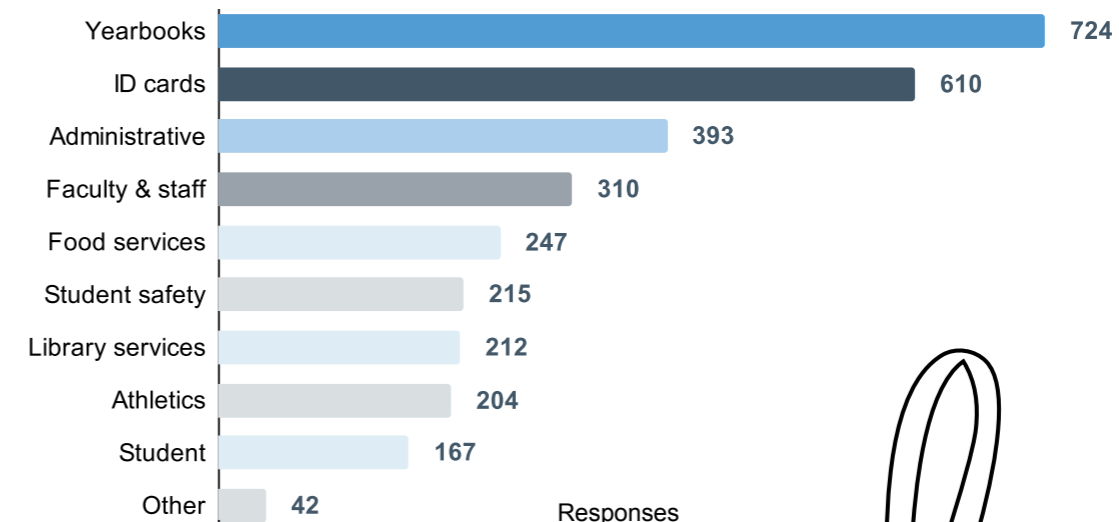


Interesting insight

Once again, most educators were not involved with the decision making process, so answered unsure to this question. This data could suggest that school photography companies need to be more proactive in updating schools on new standards and technology.

Question 21:

What other ways does your school or district use school photos?



Good to know

Schools may use school photos in many different ways. While parents tend to display them, schools can use them for administrative purposes or to be reused for other purchases such as yearbooks. In this case, yearbooks were the most selected option.

New to 2023

Let's talk Yearbooks.

Yearbooks are about memories.

Yearbook photos provide a glimpse into a child's school life, acting as milestones of achievements through their academic years. With over 65% of parents reporting buying a yearbook last year, there is a clear demand for this product offering.

This is our first year including yearbooks in this survey. The questions included below act as a starting point for us to measure the popularity of this section. In the future, we will delve deeper into yearbooks, uncovering the specific needs and wants for seniors, middle school, and elementary school. We'll also be taking a look at the correlation between yearbooks and school type in future reports.

The following data covers parent responses to the importance of yearbooks, the cost, the availability of personalization and school management of yearbooks.

Let's be candid.

When participants were asked what they would like to see in yearbooks, the two top preferences were for candid photos and class photos.



With a child's school life marked by personal development and forged in friendships, perhaps a yearbook focused on these sentiments would be preferred.

65%
of parents reported buying a yearbook last year. (see Q1)

38%
didn't buy a yearbook as it wasn't offered to them (see Q2)



25%
didn't want to buy a yearbook (see Q2)

On the money.

Are your yearbooks correctly priced? There's a good chance they could be. **73.4%** of survey respondents marked being happy with the cost of their yearbook.

Worried you're in the **26.6%** that didn't enjoy the price tag on their yearbook? Lucky for you, we asked:

High School - 57% of respondents would pay up to \$49.

Middle School - 54% of respondents think up to \$25 is a fair price.

Elementary - 44% of respondents are happy paying up to \$15.

40%


said affordable price point would change their minds (see Q3)

53%

said price of yearbook was most important (see Q4)



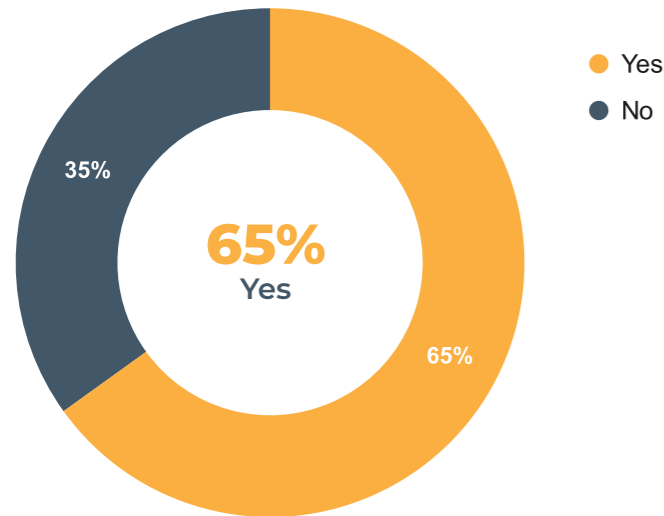
61% **Personalization**
name and picture on cover was most popular option (see Q12)



Sarah
2024

Question 1:

Did you purchase a yearbook last year?

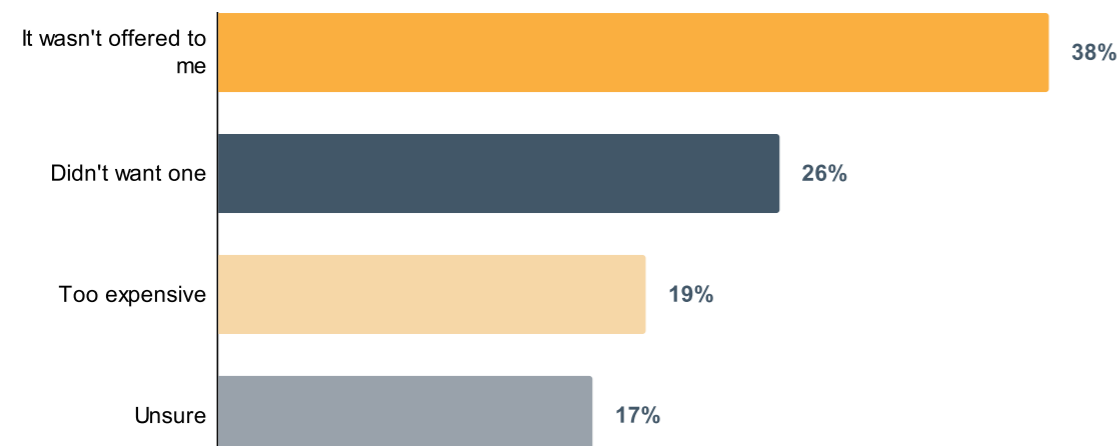


Year over year

65% of people from 2023 bought a yearbook! Yearbooks are an important purchase in a student's school journey, so finding out why they were not purchased can help understand parents' wants.

Question 2:

Why not?

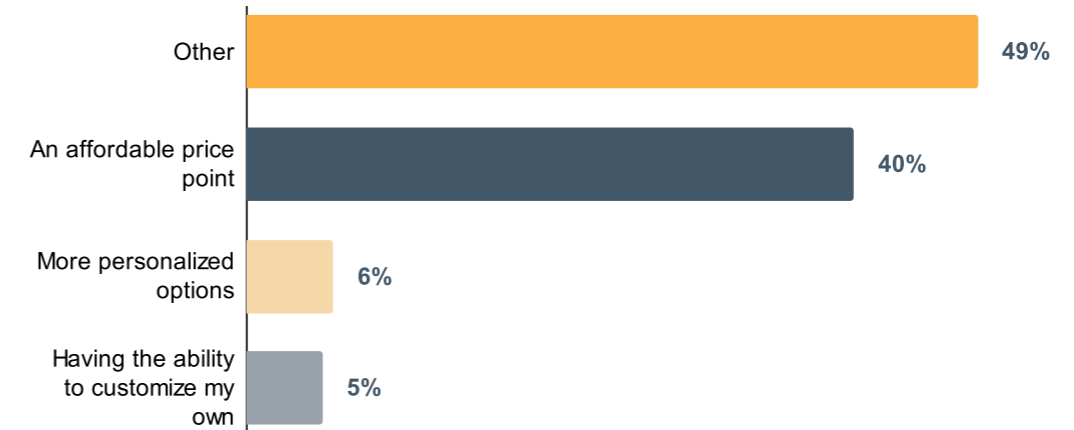


Did you know?

The main reason for lack of purchasing has shifted since 2022. This year, the most popular answer was that yearbooks weren't offered to parents. Looking at this data, school photography companies could potentially open up new streams of revenue by offering yearbooks.

Question 3:

If you didn't buy a yearbook, what would have changed your mind?

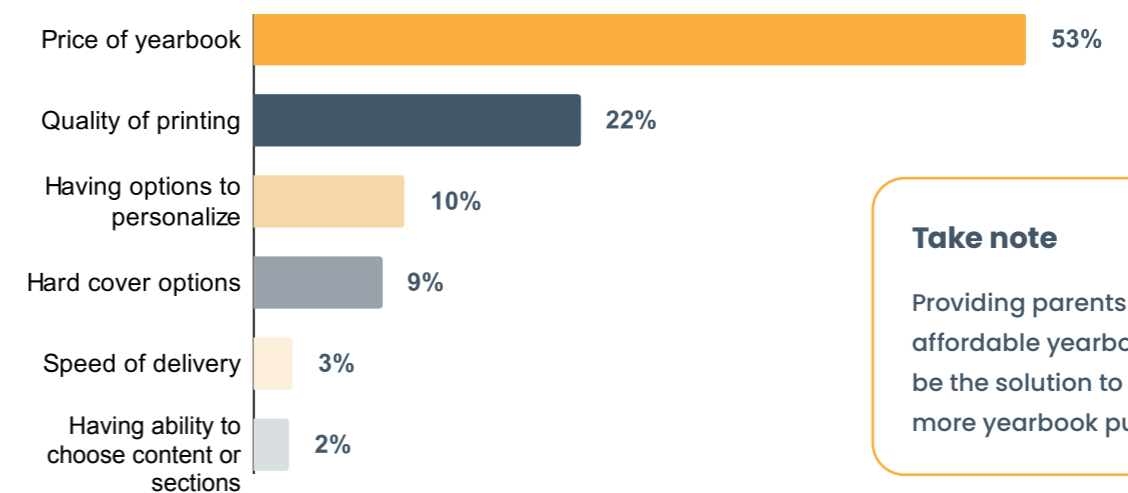


Watch this space

The top reasons why yearbooks weren't purchased included both price and personalization roadblocks. Once again, we see a desire for more access to personalization within school photos.

Question 4:

What is most important to you when buying a yearbook?

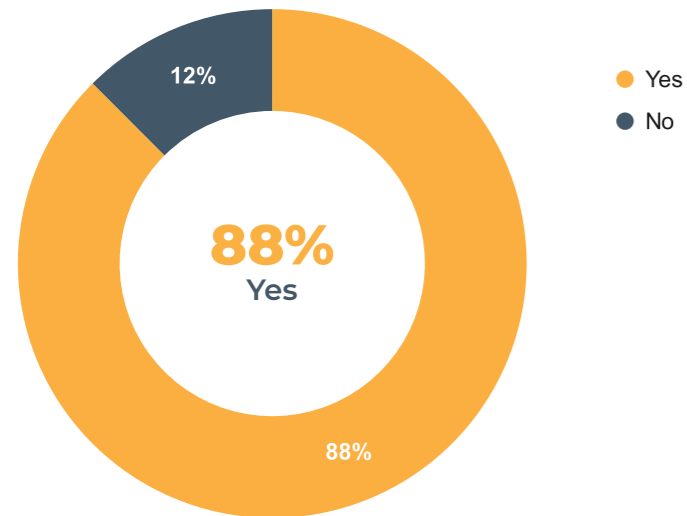


Take note

Providing parents with affordable yearbooks could be the solution to unlocking more yearbook purchases.

Question 5:

Were you happy with the quality of the yearbook?

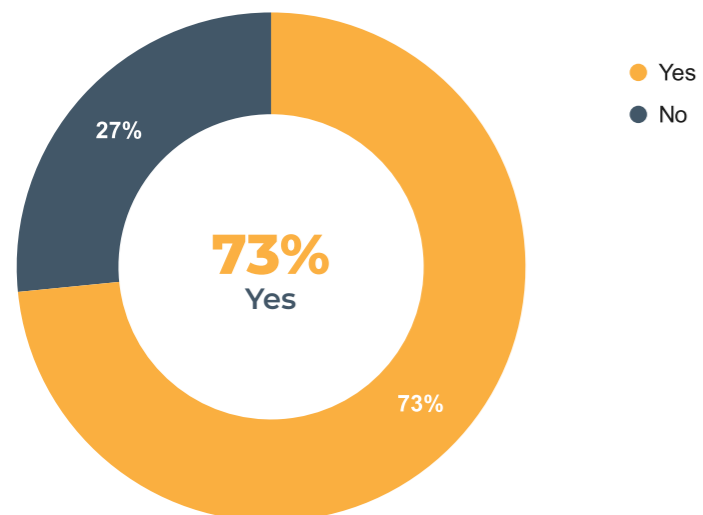


Good to know

There's been an increase in happiness regarding the cost of yearbooks. In 2022 63.6% were happy with the cost. We're happy to report, that this value has risen to 73.4% this year. This data is in-line with the results from Question 2, where cost was a driving factor in a non-purchase but has dropped in significance this year.

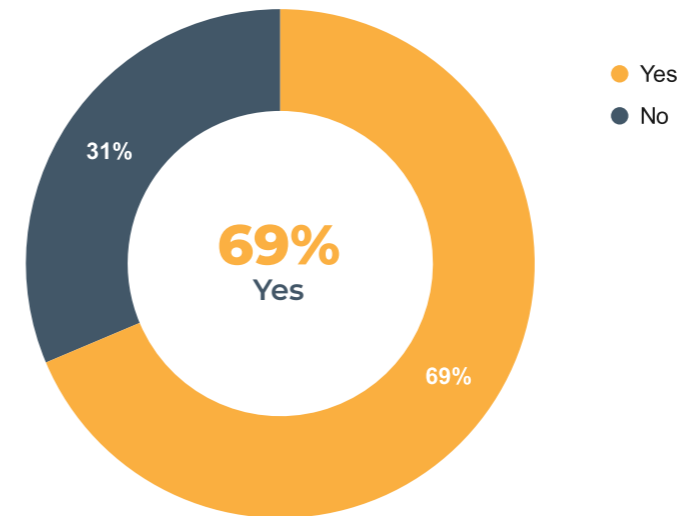
Question 6:

Were you happy with the cost of the yearbook?



Question 7:

Were you happy with the customization options of the yearbook?



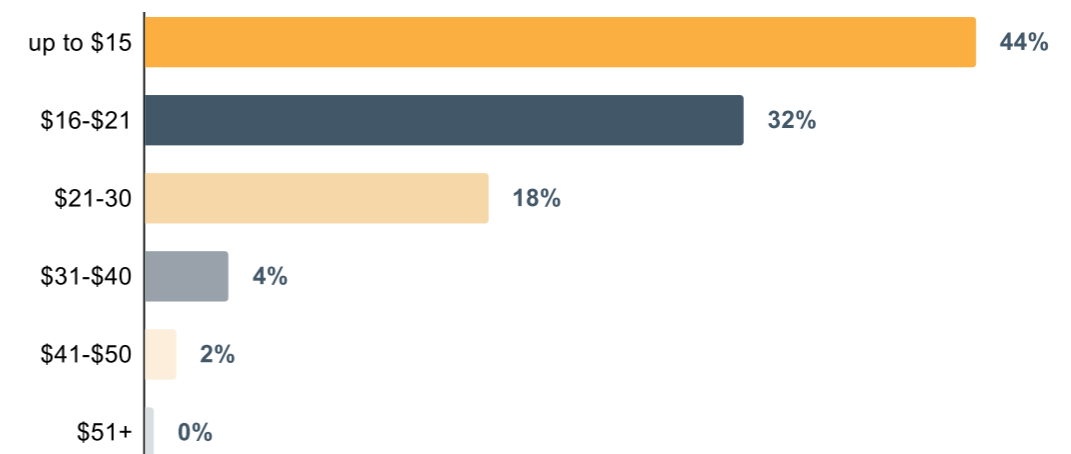
Interesting insight

With more parents requesting customization and personalization in their school photos, it is interesting to see 68.6% of parents are happy with the yearbook customization.



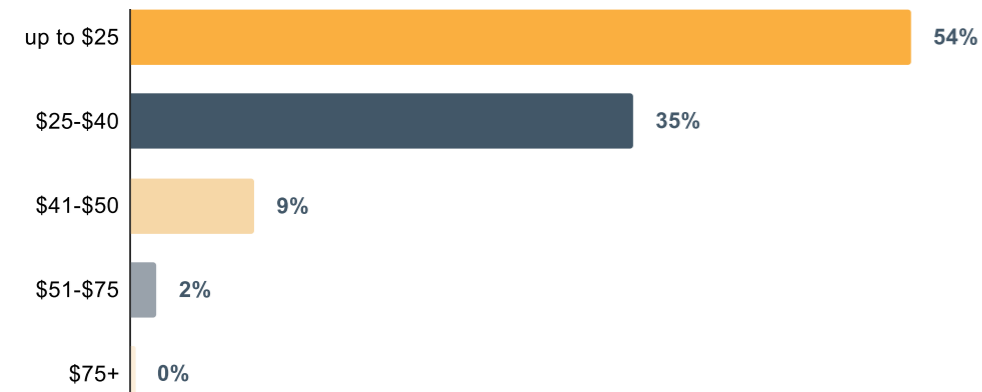
Question 8:

How much do you think an elementary yearbook is worth?



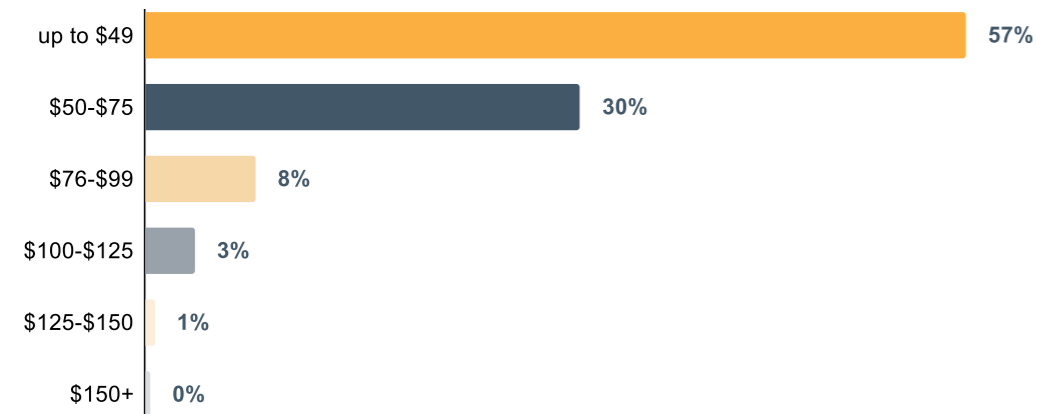
Question 9:

How much do you think a middle school yearbook is worth?



Question 10:

How much do you think a high school yearbook is worth?



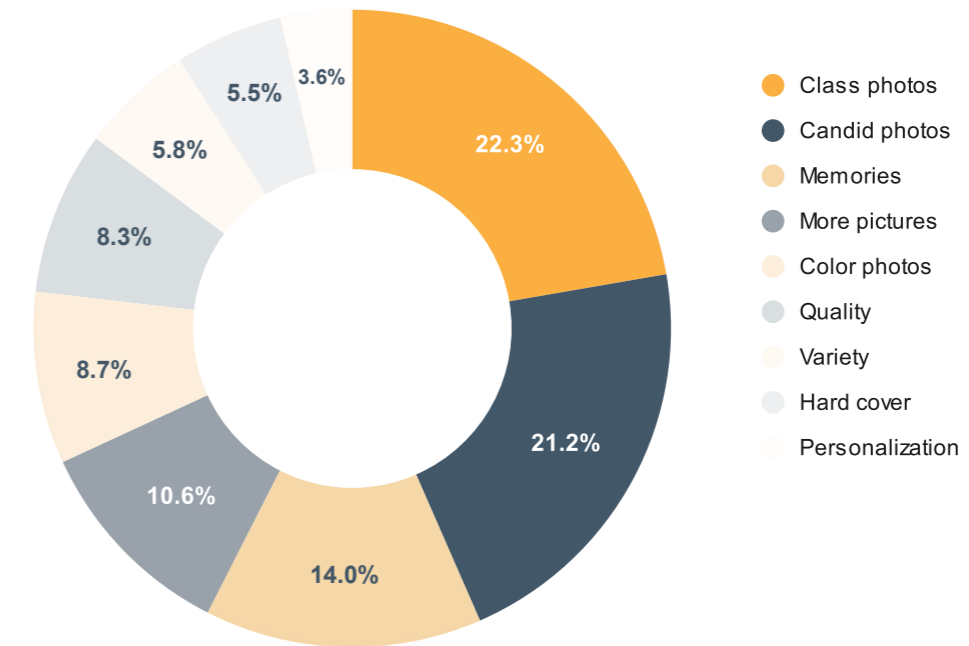
Did you know?

As a child moves through their school journey, the perceived value of a yearbook increases. This can be seen by the data in Questions 8,9 and 10. See our insights section to see why this could be in comparison to other survey data.



Question 11:

What would you like to have in a yearbook?



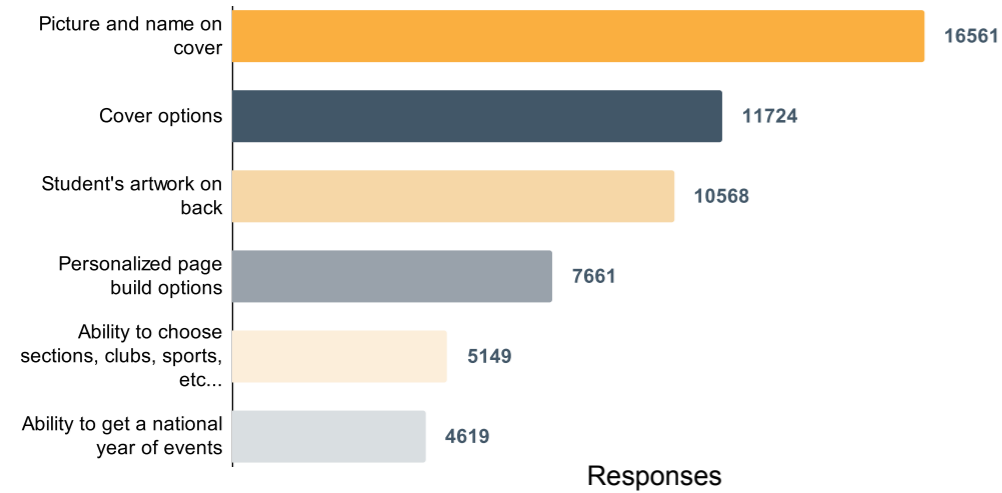
Keep in mind

The option to have a variety of different photos in yearbooks, sets this product apart from individual school photos. One possible conclusion from this data could be that having a variety of additional photos might increase the perceived value of yearbooks.



Question 12:

What type of personalization would you choose for a yearbook?

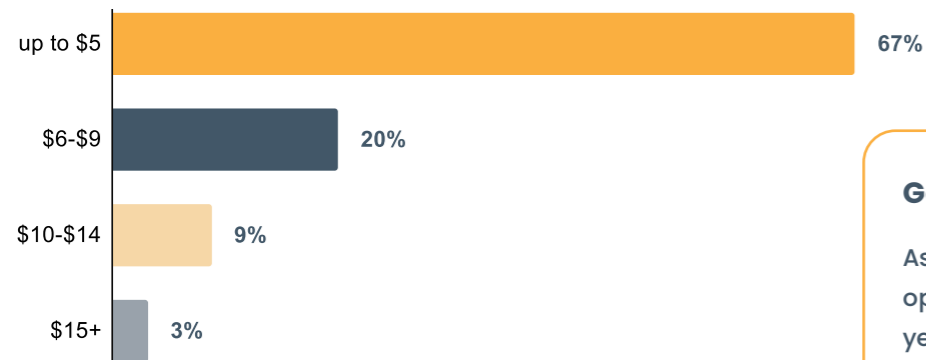


Did you know?

For this question, respondents could only select one option. Personalization with a name and picture on the cover was the most popular selection when parents were asked about their options for yearbooks.

Question 13:

How much do you think a yearbook "Name on Cover" personalization is worth?

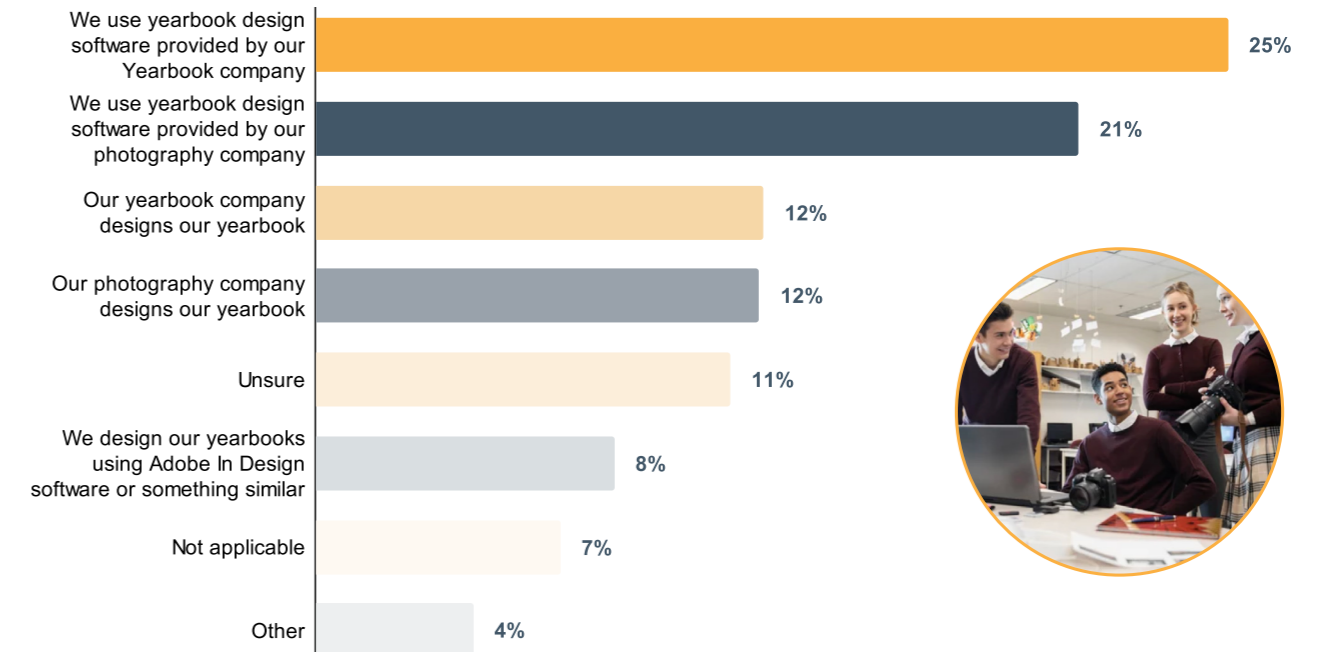


Good to know

As this was the most popular option for customization in yearbooks, the perceived value of the "name on cover" was \$5 or less.

Question 14:

How does your school build yearbooks?



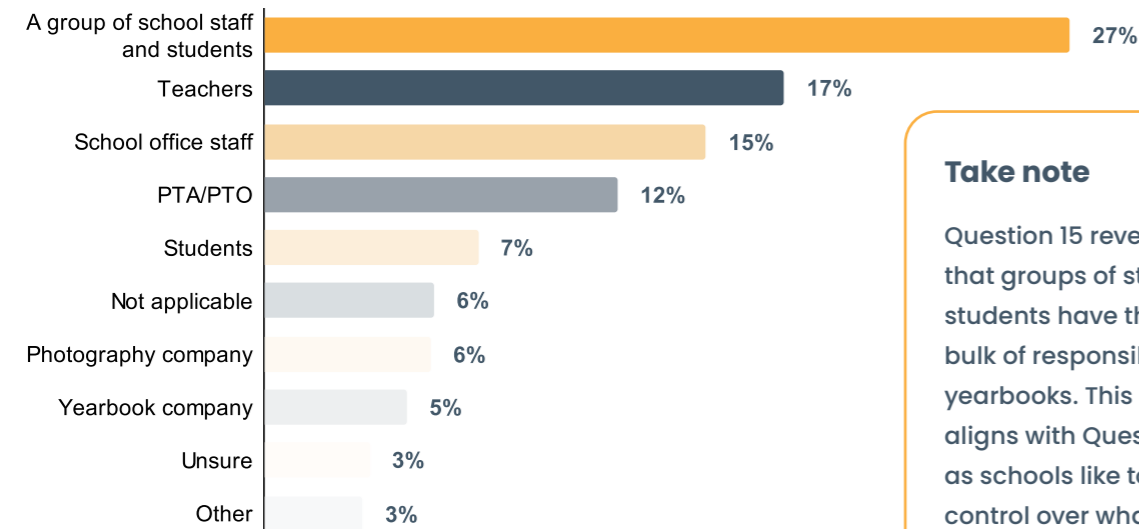
Keep in mind

Schools opt to design their own yearbooks with the help of an outside yearbook company. This option is the most popular, meaning they have the majority of control of their creative decisions, rather than letting the photography company design them.



Question 15:

Who is responsible for building yearbooks?

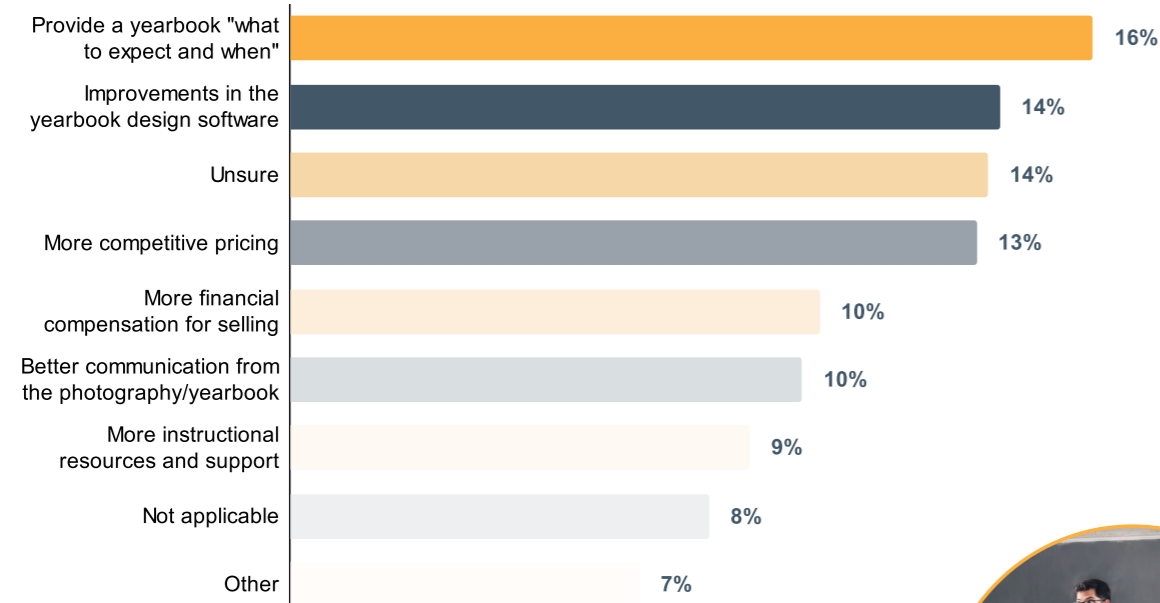


Take note

Question 15 revealed that groups of staff and students have the main bulk of responsibility for yearbooks. This data aligns with Question 14, as schools like to retain control over what goes into yearbooks.

Question 16:

How could the yearbook creation process be improved?

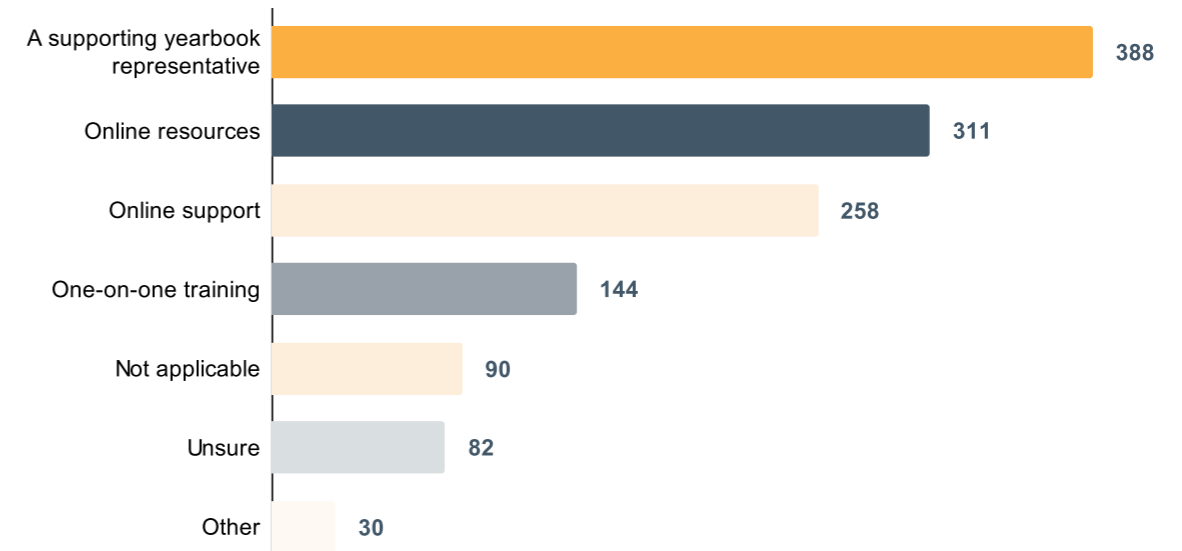


Interesting insight A more in-depth understanding of yearbook processes and gaining improvements to software solutions were the main concerns from schools. This could suggest that schools are looking for more control and visibility around the creation of yearbooks.



Question 17:

When it comes to yearbooks, what type of support do you want?



Watch this space

The yearbook section of this report is just the beginning of our exploration into this area. This year, we aimed to set out and create a baseline for future surveys covering yearbooks. We recognize that we've only scratched the surface of this product offering. For future surveys, we are looking to engage yearbook companies and the education committee to start designing a custom yearbook survey that will identify market, elementary, middle and high school respondents.



Final Thoughts

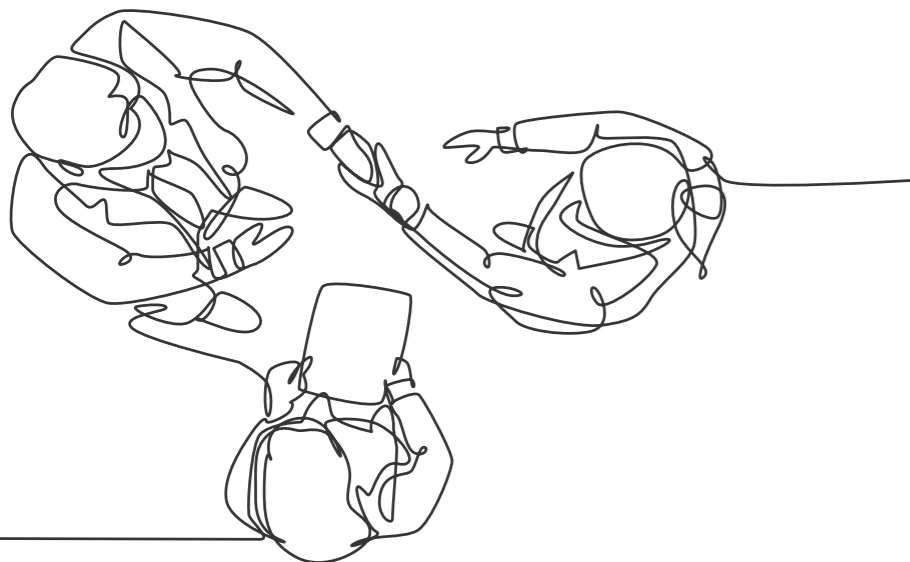
Can you collaborate on that?

We'd like to acknowledge the extensive collaboration that helped to build this year's report. Numerous school picture companies and countless individuals contributed to this comprehensive report by distributing the survey to their customers and generously providing feedback. Thank you, we couldn't have done this without you. We extend our gratitude to all those who played a part in this endeavor, and we hope that this year's report exceeds your expectations.

Pausing each year to reflect on how things may have changed is essential to growth. Only through rigorous reassessment, can you make educated decisions on the future of your business. The school photography industry is not exempt from the changing technological and cultural trends echoing through our own nation and the world.

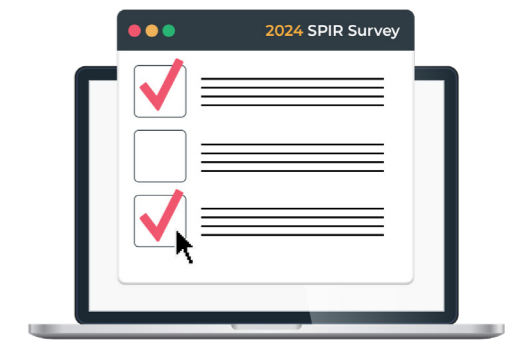
Think of this report as your flashlight, guiding you through shifts and bends. Powerful data has the potential to illuminate uncertain waters, safely navigating your business to land on an evidence based bed-rock. It's up to you to take this data, and utilize it for the good of the industry.

For without data, we're only guessing.



Sharing the survey.

One of our main goals in this annual report is to ensure that the data we collect and present holds genuine significance for you. As you did last year, we kindly request your valuable feedback once again to enhance future reports. Any insight you can share on what you found informative and where you think improvement is required will help us immensely. Your on the ground knowledge is invaluable to the effectiveness of this report.



With 2024 approaching, we'd also like to remind you that it is important to share this survey with your client base. Each year we want to continuously improve the survey and gain a deeper understanding of how parent and school data fluctuates over time. The more answers we have, the more granular we can get with our data and insights. It's just that simple.

As always, we take the security of our participant data very seriously. All answers to the parent and school survey will be kept completely anonymous. The third-party service provider we've utilized for this survey conducts regular risk assessments to provide rigorous security measures.

Be in the know.

Below you'll find a QR code. Scan this to find out how you can be involved in next year's survey. Would you like to give us feedback? Interested in joining our September feedback discussion? Would you like to assist in getting a wider reach by sending the 2024 survey to your contacts? Want to help with survey marketing and best practices? Let us know!



You'll also have the option to sign up for an Educator's report we'll be compiling. Using this report, you can directly enlighten your schools with important information regarding the school photography industry.

By filling out this QR code form, you can actively contribute to shaping the future of the School Photography Industry Report. While filling out the form, we recommend you opt-in to notifications for next year's report. Opt-in and stay in the loop for all our future data informed endeavors!