

HOW IS THE WORLD ADDRESSING DIGITAL PRESERVATION?

WE SURVEYED 40,000 PEOPLE IN 39 COUNTRIES.



MORE THAN **1/3** OF ALL USERS POLLED HAVE EXPERIENCED SOME TYPE OF DATA LOSS.

Data Loss Experienced During Restore From Backup

25%

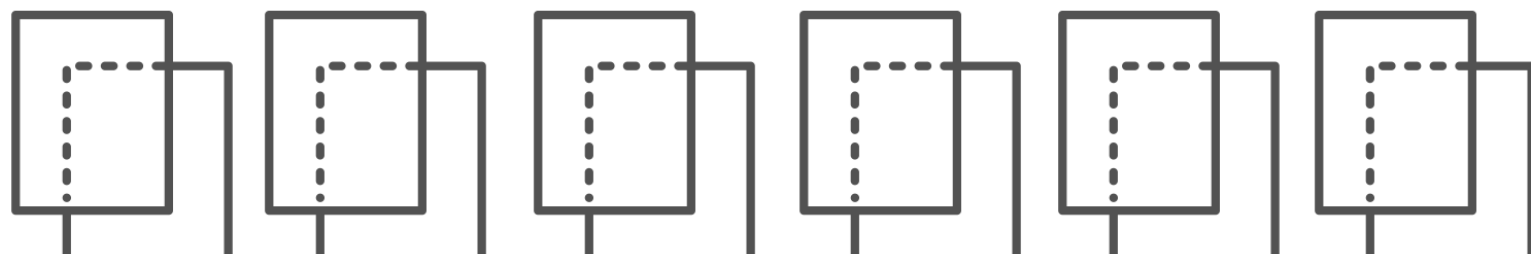
Data Loss Experienced Overall

38%

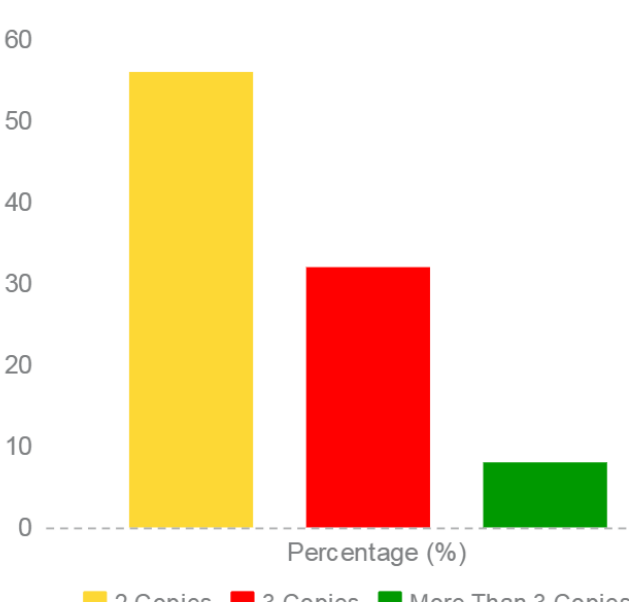
Data Loss Experienced During Restore From Archive

25%

A LOT OF PEOPLE CREATE **MULTIPLE COPIES** OF THEIR DATA



HOW MANY DUPLICATE COPIES DO YOU MAKE?



- 2 Copies = **56%**
- 3 Copies = **32%**
- More Than 3 Copies = **8%**

MOST PEOPLE USE **GENETICALLY DIVERSE** MEDIA TYPES

WHAT TYPE OF MEDIA DO YOU USE FOR BACKUP?

% Using Tape as Part of Backup

67%

% Using Tape **ONLY** for Backup

34%

% Using Disk as Part of Backup

51%

% Using Disk **ONLY** for Backup

17%

% Using Cloud as Part of Backup

15%

% Using Cloud **ONLY** for Backup

4%

SOME PEOPLE **GEOGRAPHICALLY SEPARATE** THEIR DATA COPIES

FOR THOSE USING CLOUD...

36%

Cloud Facility Located Within 25 Miles of Organization



34%

Cloud Facility Located Within 100+ Miles of Organization

Don't Know Where Their Cloud Facility Is Located

30%



WHAT PERCENTAGE OF RESPONDENTS DO NOT ARCHIVE THEIR DATA OFF-SITE?

26%

WANT TO DIGITALLY PRESERVE YOUR DATA FOREVER?

DO THREE THINGS:

CREATE MULTIPLE COPIES OF DATA

UTILIZE GENETICALLY DIVERSE MEDIA

SEPARATE STORAGE GEOGRAPHICALLY

Visit www.SocietysGenome.com to learn more.