



The hidden cost of digital dust bunnies



What's hiding in your digital storage is costing more than space.

THE EXPERIENCE

Full storage,
full panic.

16%

rank a "Storage Full"
alert as their #1 highest
anxiety-producing scenario



That's more stressful than:

A messy car:
13%

A disorganized closet:
11%



HOW IT HAPPENS

“Just in case,” over and over again.

The primary barrier to a clean digital life isn't laziness—it's fear.

43%

of Americans are
paralyzed by FODSI

/fod-si/ [abbreviation]

Fear of deleting something important

It's like FOMO, except applied to your unused apps, old emails,
embarrassing selfies and other digital dust you could do without.

51%

of people admit they
are knowingly hoarding
files they don't need

14%

of Gen Z believe over
half of their stored data
is total junk



DELETE DIGITAL DUST BUNNIES®



COMPASS
datacenters.

WHERE WE GET INVOLVED

The understanding gap

People think their data is in the sky, but it's actually on the ground.

98%

of the population report using digital services daily



Additionally,

51%

know their data is stored "in the cloud"



But only

22%

correctly identified "the cloud" as a data center



WHAT IT COSTS YOU

The price of digital dust

Imagine keeping bags of old trash around your house. Now, imagine paying for the privilege.

38%

of Americans pay for monthly digital storage

Of that,

31%

estimate that at least a quarter of what they are paying to store is unnecessary or obsolete

Compass Datacenters builds the digital infrastructure that enables the cloud. We want the best for you and your data.

Take our **Delete Digital Dust Bunnies quiz** and find out how much your digital dust is costing you! Then, take action. Hit "delete."

Take the quiz →



DELETE DIGITAL DUST BUNNIES®

