

# Revealed: 160 billion digital photos stored on Britons' phones

Thursday 24 September, 2020

A recent YouGov survey conducted by [Photobox.co.uk](https://www.photobox.co.uk), the biggest digital personalised printing business in Europe, has found that the average number of photos stored on a UK adult's phone is 3,048. This means that there are 160 billion digital phone photos on average currently saved in the UK, which is equal to 802 billion megabytes of storage space.

The research also found a stark difference between those who live in London and those in the rest of the UK. On average, Londoners' photo galleries are 83% larger than people who live in the North. People who live in London have an average of 4,121 photos stored on their phones. That's compared to just 2,246 digital phone photos saved on the phone of those in the North. With an average of 3,377, Southerners also have an above-average number of images saved on their phones, followed by those in the East of the UK who have an average number of 3,147 photos and people who live in Scotland who average 3,115 photos. Residents living in The Midlands store a just-below-average 3,002 images on their phones, followed by people in Northern Ireland who average 2,946 saved photos, while the Welsh average the second-lowest amount with an average total of 2,348.

Chief Customer Officer of Photobox, Mark Singleton, commented: "Taking photos is now part of everyday life and is something that everyone does. It's a way of sharing experiences with friends and family or even a way of reflecting on the good times. Especially in current times, it's no surprise that people will be scrolling through old images and reminiscing with those they share the memories with. Even though people use their personal images in different ways, their photos will always act as a source of memories."

A deeper dive into the data found that your home life can impact the amount of images stored in your gallery. People who have never been married are twice as likely to have more than 10,000 photos on their phone compared to those who are married. Also, 49% of participants without children in their households had less than 1,000 photos on their phone, while 22% of parents with children aged between 4 and 11 have galleries with over 5,000 photos. As children get older, the number of photos parents have on their phones starts to drop - just 12% of parents of children aged between 12 and 16 had over 5,000 photos on their phones. This drops even further to 10%, for parents with kids aged 17-18-years-old.

Have a look at all the data and see how you compare here:  
<https://www.photobox.co.uk/personalised-gifts/how-many-photos-on-your-phone>

## Research

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 2067 adults. Fieldwork was undertaken between 27th – 28th July 2020. The survey was carried out online. The figures have been weighted and are representative of all UK adults (aged 18+).

Photobox asked "How many photos are currently on your phone?" and found:

- The average number of photos stored on a UK resident's phone is 3,048. This means that there are 160 billion digital phone photos on average currently saved in the UK (based on 52,673,433 adults currently living in the UK)
- Londoners' photo galleries are 83% larger than people who live in the North
- Adults who have never been married are twice as likely to have more than 10,000 photos on their phone compared to those who are married
- Regionally: London averaged 4,121, South England averaged 3,377, East England averaged 3,147, Scotland averaged 3,115, The Midlands averaged 3,002, Northern Ireland averaged 2,946, and Wales averaged 2,348. See the full results [here](#).

-ENDS-

About Photobox

Photobox are the experts in personalised photo gifts. They offer everything you need to turn your favourite moments into beautiful gifts for family and friends. There's a wide range of products – from

## Media:

The average number of photos on a UK adult's phone is **3,048**.

That's **160 billion** total digital phone photos in the UK.

If printed on retro photos side-by-side, it would be the same length as **264,935 double-decker buses** (placed end-to-end).

**3,048 photos** printed on personalised wall calendars would take you to August 2274.

With the average number of photos on your phone, you could create **3,048 1,000-piece puzzles** - totalling over 3 million puzzle pieces.

**Average number of photos per person by region**

Region	Average number of photos per person
Wales	2,348
South	3,377
Scotland	3,115
Northern Ireland	2,946
North	2,246
Midlands	3,002
London	4,121
East	3,147
South	3,075

Our survey found that women are nearly 25% more likely to save memories on their phones than men, with 40% having at least 1,000 photos stored compared to 32% of men.

Boomers (those over the age of 55) are less likely to save photos on their phone, with 13% declaring they have none compared to 2% of Millennials (25 to 34-year-olds). 55% of Boomers said they have less than 1,000 photos on their phone.

Those who are retired are more likely to enjoy the moment than snap a picture of it, as 70% of retired participants have less than 1,000 (53%), if no images on their phone (17%).

Students are making the most of their time at university, they've got memories to save, with 56% of students stating they have more than 1,000 photos on their phone.

Being single means you're less likely to have an empty gallery, further those who were never married are twice as likely to have more than 10,000 photos on their phone than those who are married.

You are more likely to have a gallery full of pictures on your phone if there are children in your household (61% less than 1,000 photos or none at all, than if there's no little kids running around your home (58% less than 1,000 photos or none at all).

49% of UK adults without children in their households had less than 1,000 photos on their phone as they are not under the compulsion to save precious memories that can be used to ridicule those cherubs in the future.

Kids wondering when they'll be able to duck the lens of their parents' smartphones are out of luck, between the ages of 4 and 11 with 22% of parents possessing galleries of more than 5,000 photos, this dips to 12% for parents of kids between 12 and 16 and 10% of parents with kids 17-18.

People active on Instagram (21%) are more likely to have a gallery of over 5,000 images than those active on Facebook (14%).

Photo Books to Mugs to Canvas, and so much more – to have fun creating online. They print and hand-check products in factories based in the UK and mainland Europe, to then deliver to customers' doors.

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### **Additional Assets:**

<https://www.photobox.co.uk/personalised-gifts/how-many-photos-on-your-phone>

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