Revealed: 160 billion digital photos stored on Britons' phones

Thursday 24 September, 2020

A recent YouGov survey conducted by 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:

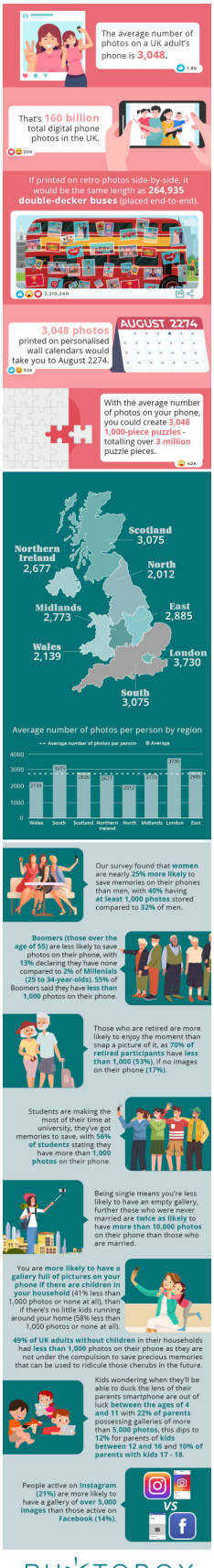
- The average number of photos stored on a UK resident's phone is 3,048. This means that there are 160 billion digital phone photos on average currently saved in the UK (based on 52,673,433 adults currently living in the UK)
- Londoners' photo galleries are 83% larger than people who live in the North
- 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-

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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

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