THE “MEMORY BLACK HOLE”: BRITAIN AT RISK OF DIGITAL AMNESIA AS 4 IN 10 ABANDON PHYSICAL PHOTOS

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A new national study has warned that the UK is facing a "Digital Memory Loss" crisis by the next generation, as nearly half the population (47%) now stores their most precious life moments exclusively on smartphones and cloud servers.

The research this month by The Lovely Keepsake Company reveals that 1 in 7 Brits would lose every single photo they own if their phone or cloud account vanished overnight. Despite taking more photos than ever before, 55% of the nation admits to doing nothing to preserve them and leaving them all on their device — creating a vast "black hole" of memories and history that may never reach future generations.

Regionally the data exposes a "Sentimentality Divide" across the UK. The South West (55%) and East of England (52%) are the regions at the highest risk of losing their visual history. Conversely, Scotland (31%) and London (33%) emerged as the most digitally resilient, being the least likely to rely solely on the cloud.

The study, which was run to assess appetite for new photo keepsake products highlights a number of key findings:

- **Women** are 30% more likely than men to be at risk, with 47% storing photos exclusively on a phone compared to 36% of men.
- **Parents** of children under 18 are the most exposed; 46% are capturing high volumes of family life but have "zero time" to print or frame them.
- 25% of **students** have nearly 100% of their photos stored only digitally, reflecting an almost entirely phone-based existence.
- The **South West** (55%) and East England (52%) are the regions at the highest risk of not having images to enjoy or pass down through the generations.
- **Scotland** (31%) and London (33%), though still low numbers, are more likely to have saved their favourite images in a physical format
- The **North West** had the most extreme concentration of almost 100% of their photos digitally stored only, almost 18% more than any other region with 28% of respondents.
- **London** is the least exposed region with just 33% confirming their photos would be lost.

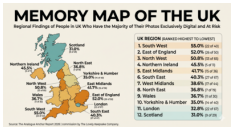
The Lovely Keepsake Company ran the research to assess appetite for new photo keepsake products. Helen Davies, Founder of The Lovely Keepsake Company commented: “The convenience of tech today brings so many positives to our lives particularly in capturing moments, but over-reliance is killing our legacies and everyday enjoyment. We are taking more photos than ever but enjoying them less, to the point of us risking losing them!

She added: “There is still something to be said for holding a physical reminder of a special moment something a device can’t replace. The main worry is the younger the person the more likely they are to only store images digitally, meaning if we don’t do something with them, we are creating a black hole for memories that won’t be there to show grandchildren by 2096. My advice is simple: Take more BUT print your favourites!”

Additional findings

- Self-employed full-time respondents are the most digitally exposed of any employment group (58.3%), suggesting a pattern of intensive phone/cloud photo use without spare time for corresponding backup habits.
- A quarter of student have between 91–100% of photos only digitally stored — the second highest of any employment group — reflecting their almost entirely phone-based photo habits.
- Retired respondents are the least exposed (32.6%), consistent with their generation's printing habits, reflecting different lifestyle habits and technology engagement. They were the only group

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where their top answer was taking fewer photos and printing/framing nothing (30%)

- 33.3% of Expectant parents/pregnant respondents said they took more photos AND framed most of them.

Company Contact:

The Lovely Gift Group Ltd

T. 07881587337
E. helen@thelovelygiftgroup.co.uk
W. https://www.thelovelykeepsakecompany....

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