



Snap Happy: 79% of Brits ditch digital cameras in favour of phone photos

- **The digital camera is dying out, as only 21% use them to take photos**
- **34% use photo editing apps before sharing photos publicly**
- **iPhone 7 Plus comes with dual camera lenses, enough to rival digital cameras**

With 350 million* photos uploaded to Facebook each day, Insurance2Go set out to discover whether Brit's now prefer to take photos on their mobile phone rather than a digital camera.

With photo-sharing so easy with smartphones, it's not surprising that only a fifth (21%) say they use a digital camera.

The younger generation has wholeheartedly adapted to this, with 93% of 18 to 24 year olds saying they only use a mobile phone to take pictures. They were also the largest age group using their images for Facebook (58%), Instagram (46%) and other social media channels (25%), compared to only 18% of 65 and overs.

When polaroid cameras went out of business in 2008 and with the likes of online storage and galleries increasing in popularity, it seemed to spell the end of printed copies of photographs as we know it.

The top five things people do with phone photos:

1. Keep on your phone for sentimental reasons (64%)
2. Upload to Facebook (45%)
3. Print out (21%)
4. Upload to Instagram (17%)
5. Upload to other social media (12%)

Duncan Spencer, Managing Director of Insurance2Go, said: "With smartphone cameras now good enough to rival stand alone cameras, it's easier than ever to capture memories whenever and wherever you are. However we highly recommend backing them up on one of the many free services available.

We recently found that 58% of people don't backup their mobile phones**, risking a worst case scenario for those 64% of Brits who simply keep the photos on their phone for sentimental reasons!"

To be in with the chance to win an iPhone SE, enter your best photo taken on a mobile phone here: <https://www.insurance2go.co.uk/media-centre/win-an-iphone-se-in-the-colour-of-your-choice/>

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Notes to Editor

*<http://www.businessinsider.com/facebook-350-million-photos-each-day-2013-9?IR=T>

** According to a survey by Insurance2Go conducted by The Leadership Factor in March 2016

The survey polled 1,007 people and was conducted by The Leadership Factor.

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About Insurance2Go

Insurance2go is a trading name of Loyal Insurance Services Ltd, founded in February 2005 by Duncan Spencer, Managing Director. The company was launched to provide great value insurance products for mobile phones.

Since its launch the company has expanded its services to offer cover for Laptops, Tablets, Business Mobile Phones and Smartphones. Insurance2go was awarded the 5 star Defaqto rating in February 2015.



Find out more about Insurance2Go, here: <http://www.insurance2go.co.uk/>