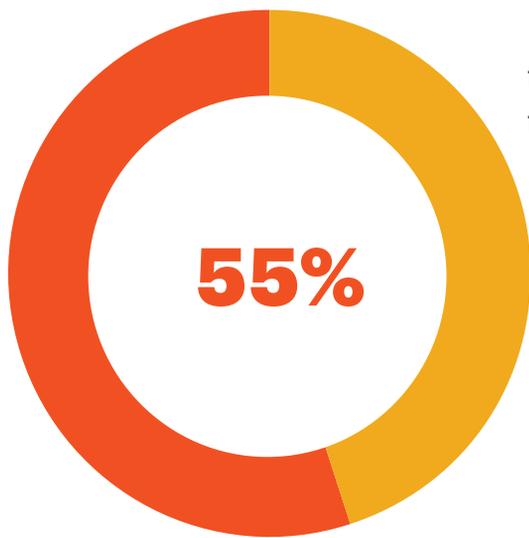


Australian Photo and Video Habits

Western Digital Corporation asked more than 1,000 Australian smartphone users about their photo and video taking and storing habits.

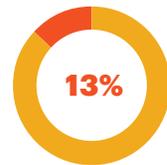


More than half (55%) of Australians admit to taking pictures with their smartphone several times a week or more.

More than 50% stored over 100 pictures on just their smartphones alone



In fact, 13% have more than 1,000 pictures saved to their smartphones



What are we taking pictures of?



25%

Our Children



24%

Scenery



16%

Our Pets



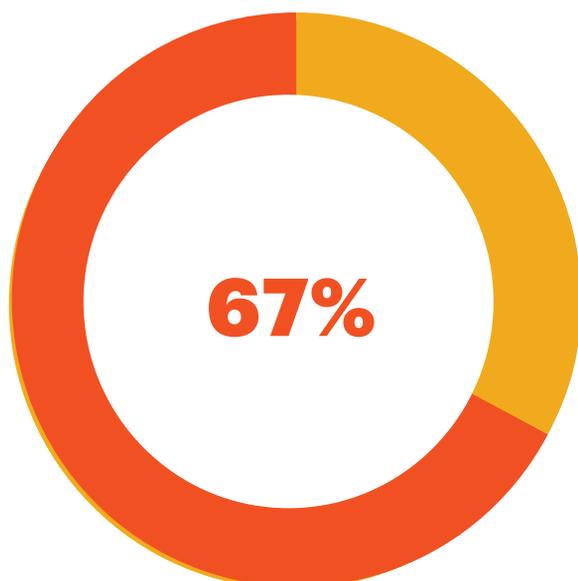
6%

Our Significant Others



4%

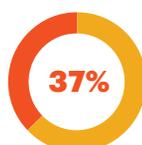
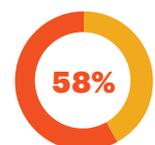
Our Food



Why do we take photos?

67% of Aussies said one of their primary uses for snapping pictures and recording videos is viewing for their own memories or nostalgia...

...while 58% of parents said this was the case.



Overall, 37% of us take pictures to send to family and friends.

How do we share our pictures and videos?



Over **half (51%)** of **Australian smartphone users** share on social media.



Just **under half (49%)** share through email

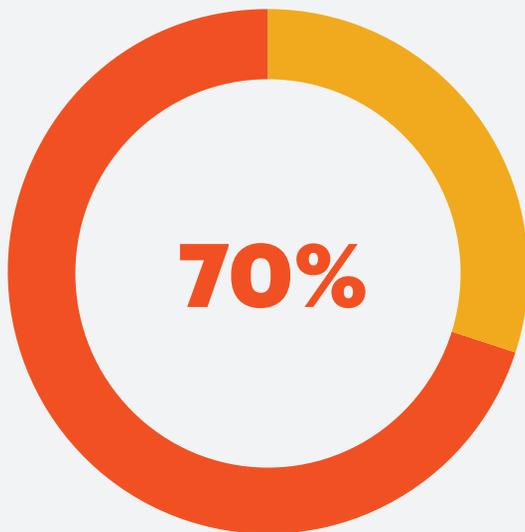


14% share by printing pictures

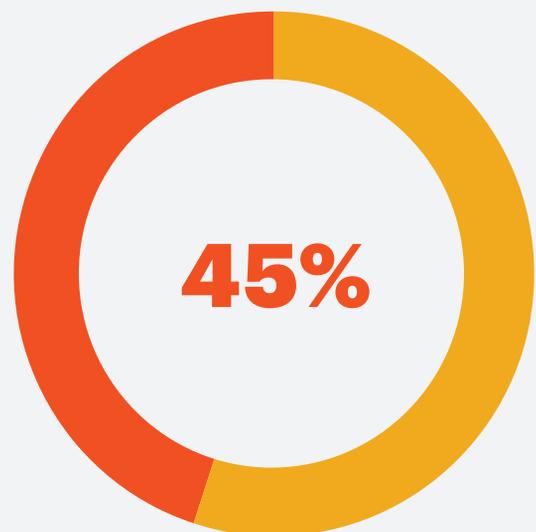


7% share via the cloud

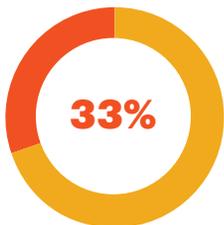
Have Children



Don't have Children



70% of Aussie parents with smartphones share photos with their loved ones a few times a month or more, compared with **fewer than half (45%)** of smartphone users without children.



One in three (33%) Australians admit to being nervous about sharing photos or videos online.

Women are more likely (52%) to worry that anyone might be able to access photos and videos shared online.

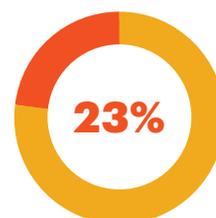


How do we store our pictures and videos?

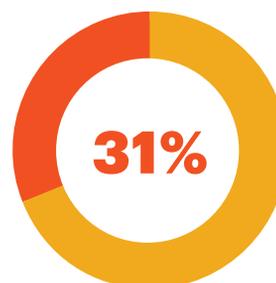


41% of us admit our photo and video files are a **hot mess!**

Almost one in four Australians (23%) have accidentally deleted a meaningful photo in a hasty clean-up to free up space on their phone.



Sadly, **31% of parents said** it is at least somewhat likely that they will accidentally lose digital photos they didn't intend to in the next twelve months, compared to 18% of smartphone users without children.



Do users back up their photos and videos to the cloud?



No, nearly two thirds (**64%**) **DON'T** back up photos/videos to the cloud

31%

of Australian smartphone users are worried about backing up data to the cloud in case of a breach.

62%

of Australians only use the storage space on their smartphone to store and organise their photos and videos.

26%

of Australians use social media platforms to store and organise their photos.

48%

of Australians just delete images and other files off their smartphones when they run out of storage, rather than saving them elsewhere.

Western Digital creates environments for your data to thrive. A suite of data storage solutions including **My Cloud Home™**, **SanDisk® iXpand™ Base** and **400GB SanDisk Ultra® microSDXC™ UHS-I card**, are designed to empower Australian consumers in their digital and mobile lifestyles.

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