MOBILE / CAMERA

Toluna asks respondents in France, Germany, Italy, Singapore and the United States about using mobile phone as primary camera.

SINGAPORE

80% of respondents said they use mobile phone as primary camera, HIGHEST of all countries surveyed.

Nearly half said "the camera on my mobile phone is awesome!"

ITALY

26% of respondents said they use both mobile phone and regular camera, HIGHEST of all countries surveyed.

Respondents in Italy use mobile phone as primary camera primarily because of its convenience.

FRANCE

9% of respondents said they don’t use the camera on mobile phone because it’s lousy, HIGHEST of all countries surveyed.

Some percentage (38%) of respondents said they use mobile phone as primary camera (and not).

GERMANY

51% More female (51%) than male (49%) use mobile as their primary camera.

18% Vice versa, slightly more male said they prefer to use regular camera.

UNITED STATES

67% More male (67%) than female (53%) use mobile as their primary camera.

14% Nearly twice female than male said they use both!