

MOBILE / CAMERA



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

SINGAPORE

80%

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

49%

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



ITALY

26%

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

26%

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



FRANCE

9%

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

38%

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



GERMANY

51%

More female (51%) than male (46%) 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 (59%) use mobile as their primary camera.

14%

Nearly twice female than male said they use both!

