

YouGov / Polylooks Survey Results

Sample Size: 2245

Fieldwork: 14th -16th April 2010

Total	Gender		Age					Social Grade		Region						
Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland
Unweighted Base 2245	1066	1179	200	379	360	354	952	1261	984	523	325	211	249	543	109	285
Base: All GB Adults 2245	1078	1167	269	403	394	392	786	1235	1010	552	368	216	287	514	112	195

Which, if any, of the following statements do you agree with? (Please tick all that apply)

Using the camera on my mobile phone has heightened my interest in photography	7%	7%	6%	9%	10%	9%	6%	3%	7%	7%	10%	4%	4%	5%	7%	8%	7%
I like to try to take 'arty' shots with the camera on my mobile phone	9%	9%	9%	22%	14%	9%	5%	4%	8%	10%	12%	4%	9%	13%	8%	7%	7%
My mobile phone's camera is sufficient for my personal photographic needs	21%	20%	21%	31%	26%	25%	22%	12%	18%	25%	20%	24%	16%	25%	18%	24%	20%
I own an SLR (Single Lens Reflex) camera (digital or otherwise)	28%	30%	26%	16%	22%	23%	30%	35%	29%	26%	25%	26%	21%	29%	32%	28%	31%
I have/ would spend more than £400 on a camera	13%	17%	9%	14%	14%	15%	14%	11%	14%	11%	12%	10%	13%	18%	13%	14%	13%
I print out photos or have them developed to keep in a physical album	25%	20%	29%	30%	25%	26%	20%	25%	26%	23%	26%	24%	23%	25%	25%	26%	21%
I have considered photography as a career option at some point (past or present)	9%	9%	9%	13%	14%	10%	9%	5%	9%	9%	7%	7%	7%	14%	10%	10%	10%
I use social networking (such as blogs, Flickr, Facebook, Twitter etc.) to share my photographs	34%	32%	35%	68%	56%	36%	30%	12%	31%	37%	36%	32%	31%	37%	34%	38%	28%
My camera phone means that photos are an essential part of how I interact and communicate with friends and family	9%	8%	10%	10%	15%	13%	8%	4%	9%	10%	11%	9%	10%	12%	6%	5%	7%
I would consider submitting my photos online via an online images agency (e.g. microstock)	10%	12%	8%	13%	10%	12%	13%	6%	11%	8%	8%	9%	9%	12%	10%	6%	13%
None of these	27%	28%	26%	13%	18%	26%	29%	35%	27%	26%	26%	29%	30%	25%	27%	24%	27%

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Total	Working Status						Marital Status					Children In household			
Base	Working full time	Working part time	Full time student	Retired	Un-employed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	0	1	2	3+
Unweighted Base 2245	1060	325	107	481	59	213	1201	260	213	74	475	1584	298	197	97
Base: All GB Adults 2245	1134	306	123	395	67	221	1125	281	202	68	544	1523	338	218	100

Which, if any, of the following statements do you agree with? (Please tick all that apply)

Using the camera on my mobile phone has heightened my interest in photography	7%	8%	8%	12%	3%	4%	6%	6%	5%	5%	-	11%	6%	7%	12%	7%
I like to try to take 'arty' shots with the camera on my mobile phone	9%	11%	6%	21%	4%	7%	8%	7%	11%	7%	3%	15%	9%	11%	8%	9%
My mobile phone's camera is sufficient for my personal photographic needs	21%	22%	18%	35%	12%	25%	23%	18%	23%	24%	17%	25%	18%	26%	25%	34%
I own an SLR (Single Lens Reflex) camera (digital or otherwise)	28%	28%	28%	17%	32%	16%	27%	31%	24%	28%	32%	20%	29%	24%	26%	29%
I have/ would spend more than £400 on a camera	13%	15%	12%	17%	8%	4%	10%	13%	12%	12%	8%	14%	13%	13%	12%	20%
I print out photos or have them developed to keep in a physical album	25%	23%	26%	28%	26%	22%	29%	26%	28%	22%	20%	22%	24%	27%	30%	24%
I have considered photography as a career option at some point (past or present)	9%	10%	10%	10%	3%	13%	9%	7%	10%	10%	3%	13%	9%	10%	11%	9%
I use social networking (such as blogs, Flickr, Facebook, Twitter etc.) to share my photographs	34%	39%	32%	72%	12%	20%	30%	25%	42%	24%	18%	53%	31%	39%	46%	37%
My camera phone means that photos are an essential part of how I interact and communicate with friends and family	9%	10%	11%	12%	4%	5%	11%	9%	10%	6%	5%	10%	8%	10%	13%	11%
I would consider submitting my photos online via an online images agency (e.g. microstock)	10%	12%	9%	10%	5%	8%	10%	10%	10%	6%	3%	12%	9%	11%	12%	13%
None of these	27%	23%	28%	13%	37%	37%	29%	28%	26%	27%	36%	22%	29%	21%	19%	19%