

Digital Camera Survey Findings - April 2003

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This report provides data and analysis from our Technology Adoption Panel with regard to their ownership, use, and plans to purchase digital cameras. Digital cameras in this survey include: digital still cameras, digital camcorders, PC cameras and mobile phone cameras.

Digital still cameras are the most widely owned type of digital camera by our panel respondents. They are also the digital camera type respondents most plan to buy in the next twelve months, indicating the success of this product over the past three to five years. Respondents use these images as well, with a vast majority of current digital still camera owners e-mailing their images.

Digital camcorders are the next most popular type of digital camera of our panel respondents. Survey results indicate that a majority of digital camcorder owners take still images with their camcorders, and a significant number also e-mail those images.

PC cameras are also widely owned by panel respondents. Results indicate that nearly half of PC camera owners use their devices for live video chatting. A significant number of PC camera owners have dual-use cameras, a category of PC camera that allows the camera to be detached and used to take low-resolution still images.

Mobile phone cameras are the newest type of digital camera covered in this survey. A very small percentage of respondents currently own one. However, well over three times the number of current owners plan to purchase one in the next twelve months. Survey results indicate that the ability to e-mail photos from mobile phone cameras is by far the most attractive feature of both current and prospective owners of these devices.