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Final Report Readership Survey 2005





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1. Skeleton Data - Preliminary Remark



The intention of the survey was to collect valid data from the whole spectrum of readers of the TIPA-magazines. The same questionnaire was used for the purpose of comparability and to incorporate the results. The TIPA magazines were directed at heterogeneous target groups.

There was satisfactory feedback from most of the readers but the number of returns from the retailer magazines was very much below the average; the main questionnaire obviously did not address the interests of this target group. A dealer version of the questionnaire should be offered with its own message in future.

Under the terms of the agreement with the TIPA-Board the retailer magazines were excluded from the overall survey as the responses were not sufficient for a valid analysis.

Magazines for **Retailers**

business-oriented

5 Magazines
5 Countries

83 questionnaires



1. Skeleton Data - Synopsis

Coordinated readership survey with self-administered questionnaires

Duration: 10 December 2004 - 18 March 2005

Participants: 22 magazines from 10 countries

Total returns N = 3840

Analysed returns: Na = 3820

Returns by mail: 74.1 %

Returns by fax: 25.9 %

10 magazines published the questionnaire as a pdf file on the internet;
the average return rate for these pdf files was 6.3 percent.

Implementation of the survey - concept, recording, analysis:
WIP Wissenschaftliches Institut für Presseforschung und Medienberatung,
Cologne

Returns / Formation of units

The returns for each magazine were recorded separately. There was a large degree of fluctuation, with the smallest return consisting of 24 questionnaires and the largest consisting of 680.

For the purposes of the analysis the individual magazines were grouped in order to arrive at a sufficient yield. The overall results were calculated from average figures of the 18 units formed.

Reasons for the formation of the units were:

- a high degree of fluctuation in the returns
- some deviations in the questionnaires
- the heterogeneous character of the magazines
- different living conditions in the participating countries

Each unit achieved an average return rate of 212 questionnaires.

Presentation of the Results

In the analysis the results of the survey are presented in three forms, but the initial focus was always on the overall results which flowed into the results for all magazines. Where appropriate, WIP also differentiated between the magazines, both by target group and by European region.

Each target group distinguished between:

- **magazines aimed chiefly at professionals.** More than 40 % of the readers took photographs in their capacity as professional photographers; others did so in the course of their work
- **magazines aimed chiefly at consumers.** More than 66 % took photographs privately

The photo magazines were also grouped by European region:

Western Europe: the Netherlands (Holland), France, the United Kingdom

Central Europe: Switzerland, Germany

Eastern Europe: Poland, Russia

Southern Europe: Spain, Italy, Greece

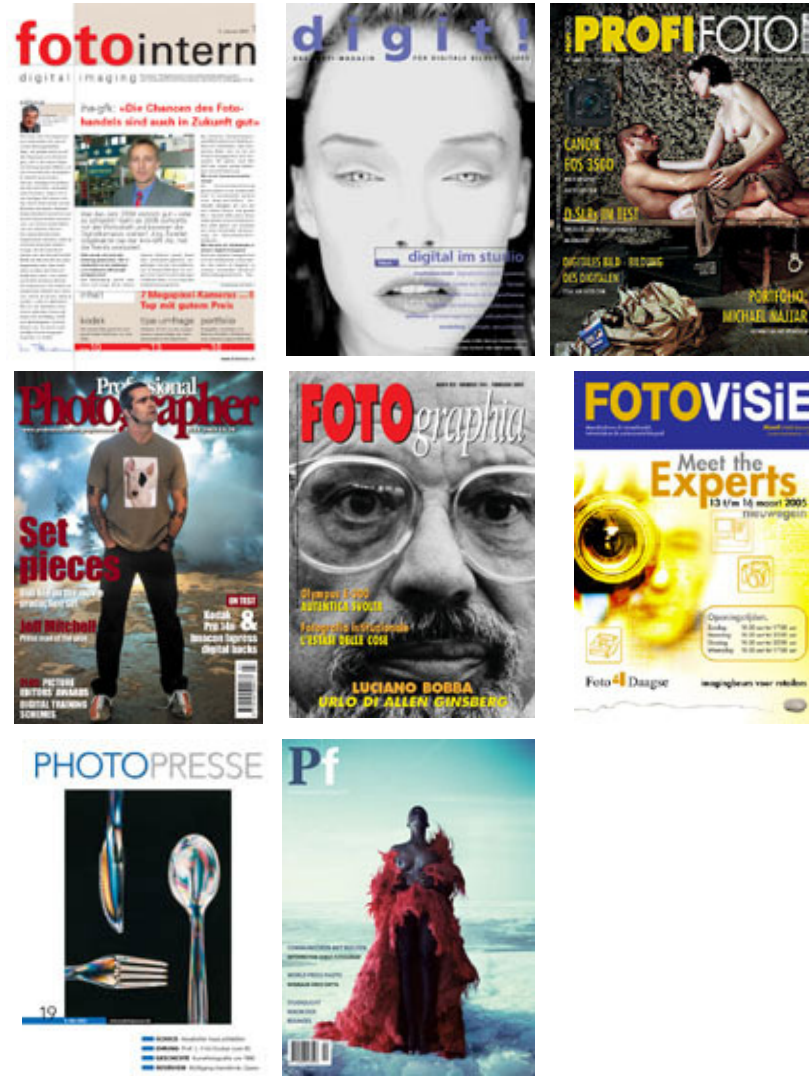
1. Skeleton Data - Magazines for Professionals

Magazines aimed chiefly
at **professionals**

“I take photographs as a
professional
photographer”
> 40 %

8 Magazines
7 Units
5 Countries

average of 180
questionnaires/unit



1. Skeleton Data - Magazines for Consumers

Magazines aimed chiefly
at **consumers**

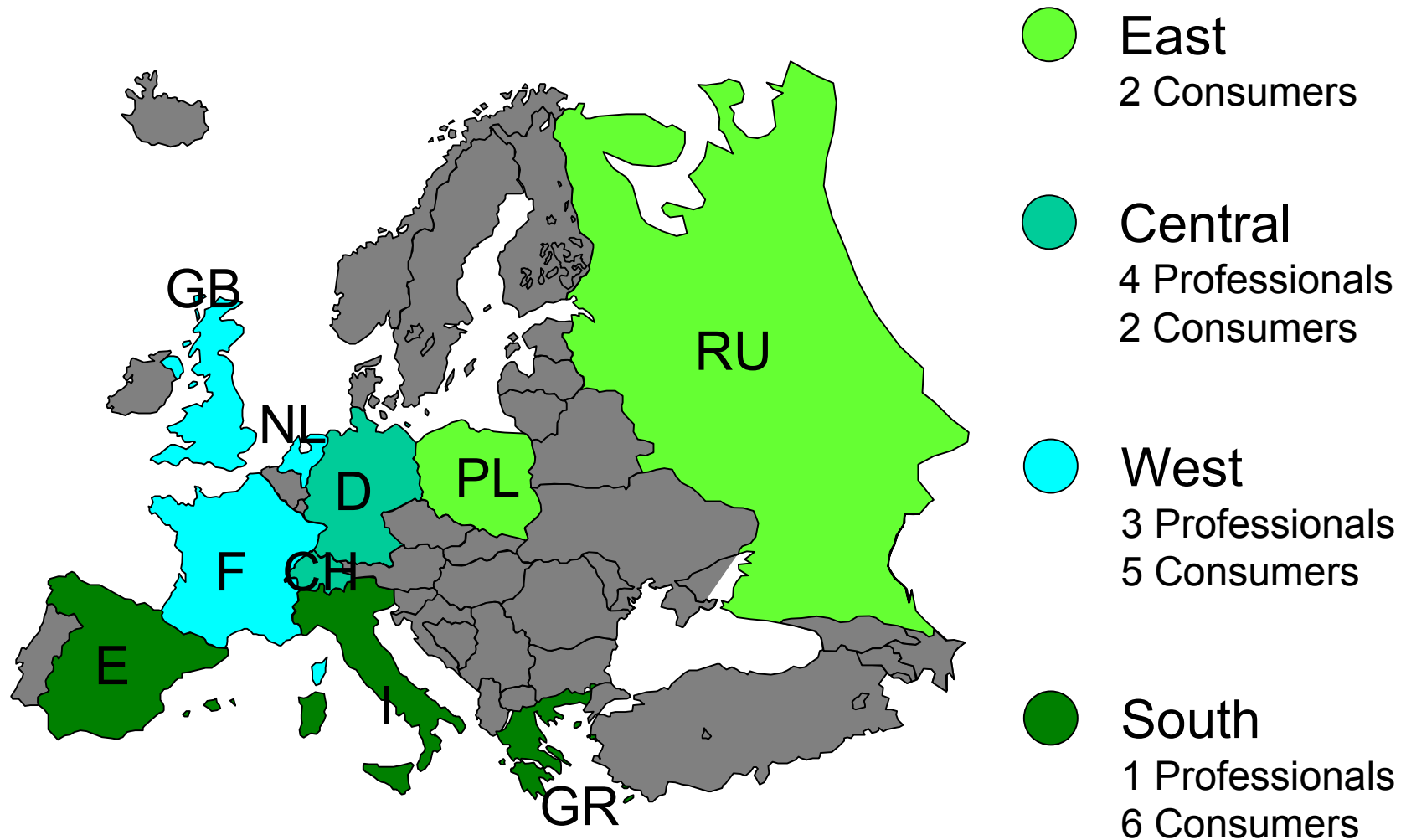
“I take photographs
privately”
> 66 %

14 Magazines
11 Units
8 Countries

average of 233
questionnaires/unit



1. Skeleton Data - Magazines by Regions





2. Personal Information - Overall Results

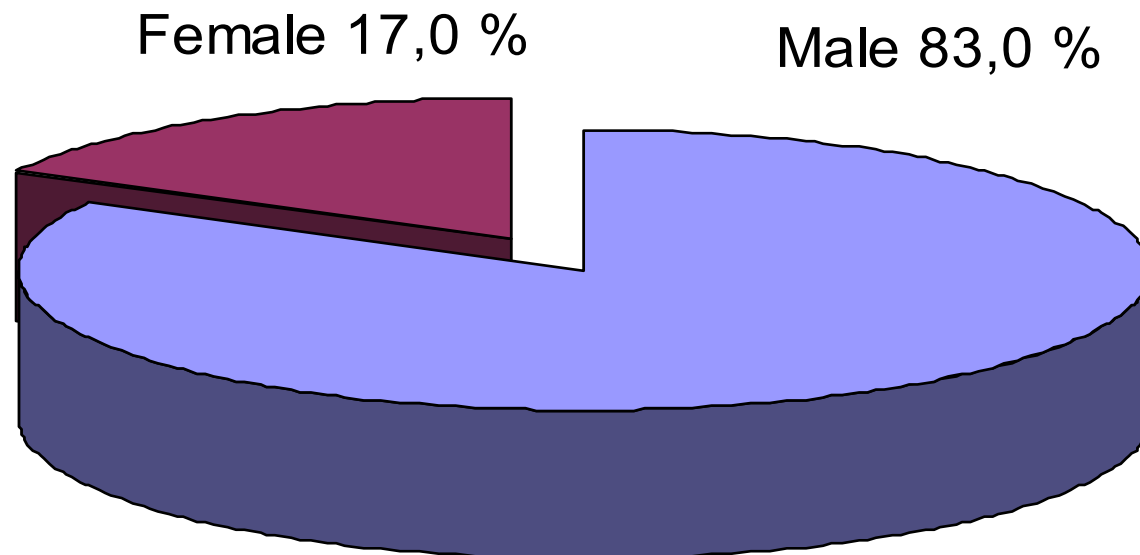


Initial comment: In the surveys the readers often left questions unanswered. The results with the personal information are presented without these missing data and extrapolated to 100%.

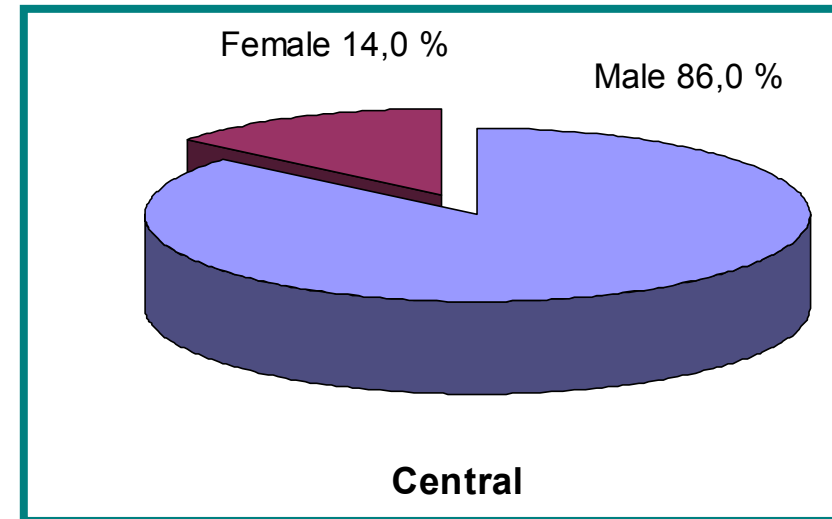
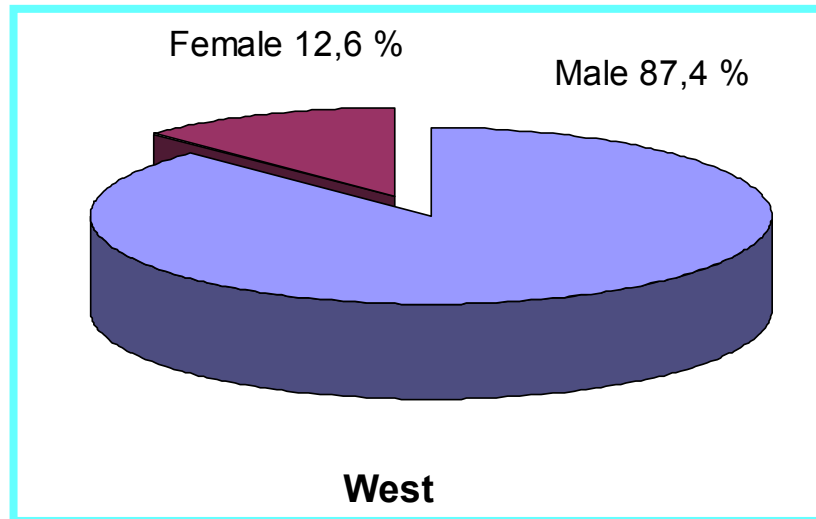
- The readers of the TIPA-magazines were predominantly male. Only every sixth reader was female.
- The average reader was 44 years old. On average the women were clearly younger than the men (36 to 46 years). Half of the readers were between 30 and 50 years of age.
- The largest group of readers – 38 percent – had completed a tertiary education.
- Over a third of the readers were self-employed; a good third were employees.
- 44 percent of readers reported a net monthly household income of 2,500 Euros or more. Every fourth household had an income of under 1,500 Euros.

2. Personal Information - Sex

Overall

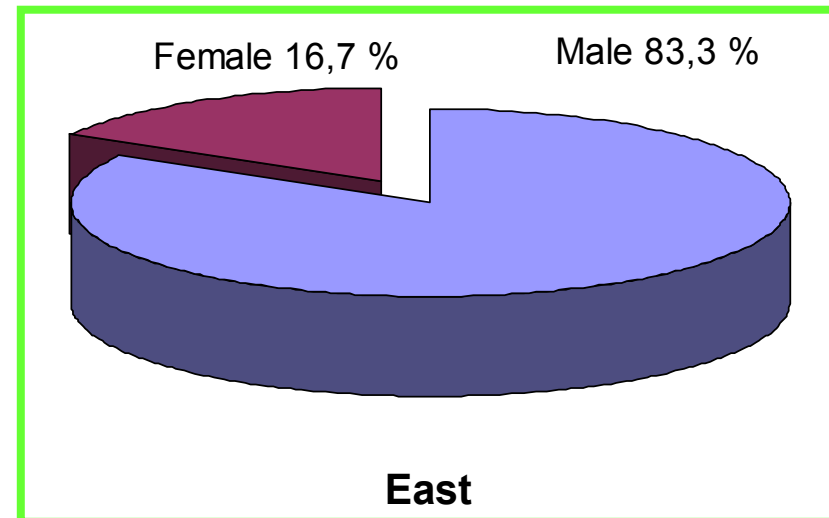


2. Personal Information - Readership by Gender in Each Region I



Western European magazines had the smallest percentage of female readers.

2. Personal Information - Readership by Gender in Each Region II



The age of the female readers of Southern European magazines was above the average age for all readers.



2. Personal Information - Average Age



Average Age Overall

Total	44.3	years
Male	45.6	years
Female	36.3	years



2. Personal Information - Average Age by Target Group



Average Age - Professionals

Total	45.7	years
Male	47.1	years
Female	36.8	years

Average Age - Consumers

Total	43.4	years
Male	44.7	years
Female	36.0	years

The average age of the target groups varied only to a minor extent.



2. Personal Information - Average Age by Region I



Average Age West

Total	48.5	years
Male	49.8	years
Female	39.4	years

Average Age Central

Total	48.6	years
Male	49.7	years
Female	40.0	years

Readers in Western and Central Europe were approximately four years older than the average.

2. Personal Information - Average Age by Regions II

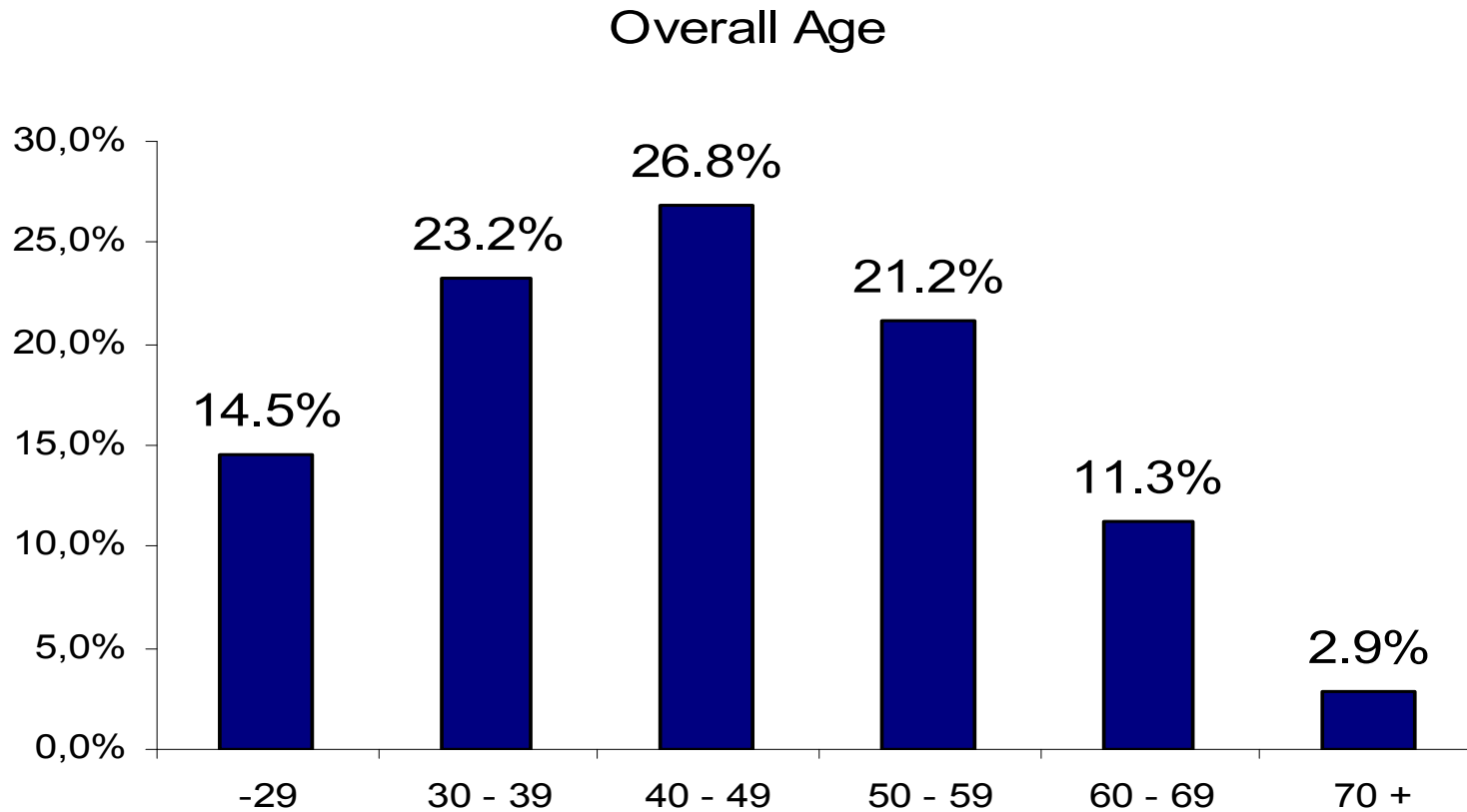
Average Age - South

Total	39.7	years
Male	41.0	years
Female	32.8	years

Average Age - East

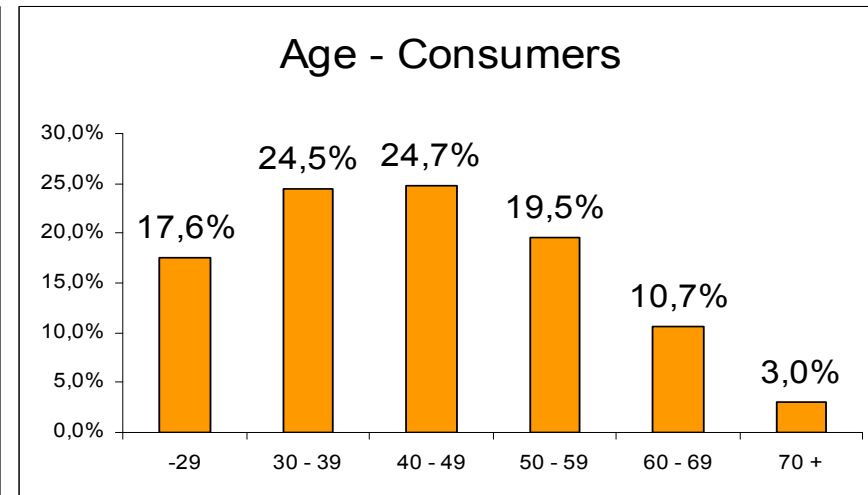
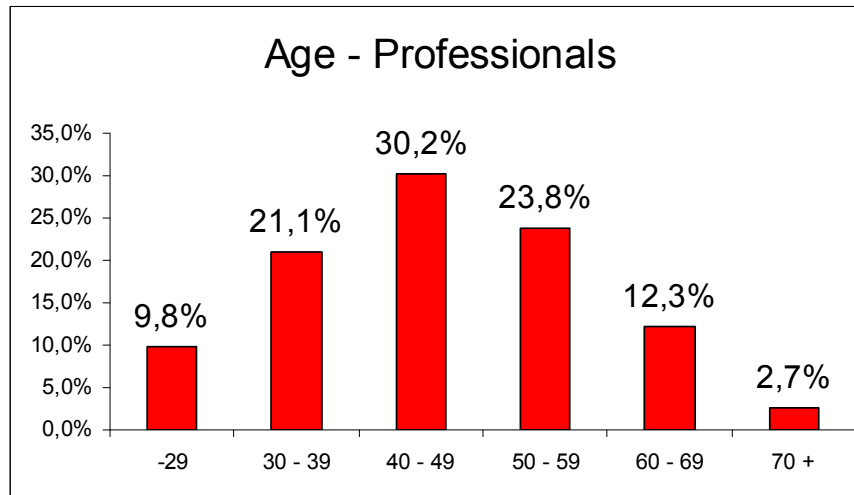
Total	37.1	years
Male	38.8	years
Female	29.6	years

Readers in Southern Europe were 4.5 years younger than average. The Eastern European readers were slightly less than 7 years younger.



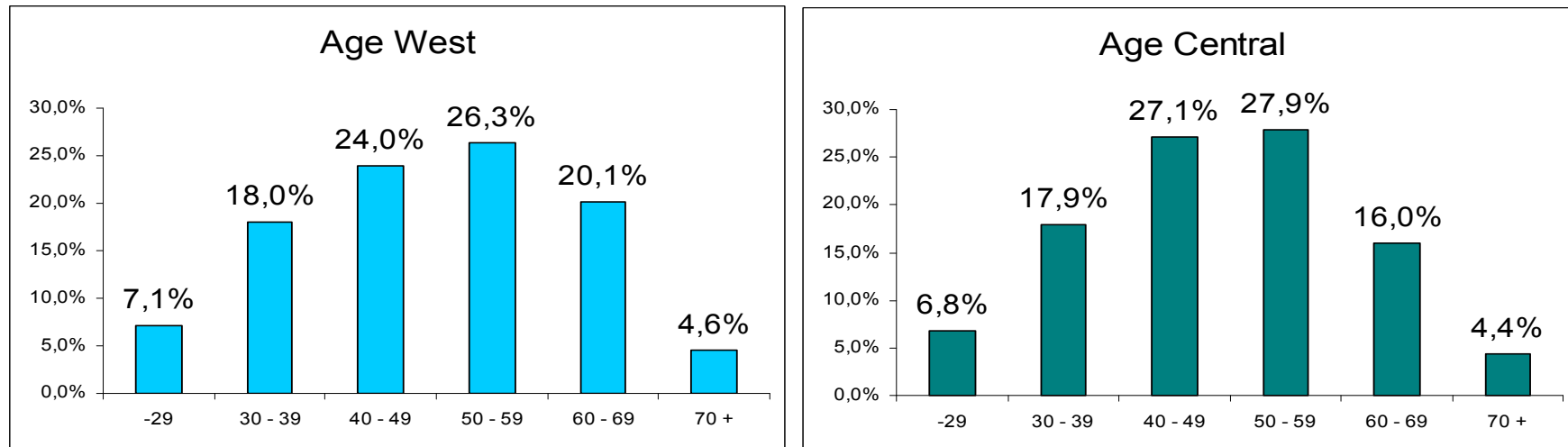
The reader group under 29 years of age was clearly smaller than the over-50's. This latter group constituted 35 percent of the readers.

2. Personal Information - Age Distribution by Target Group



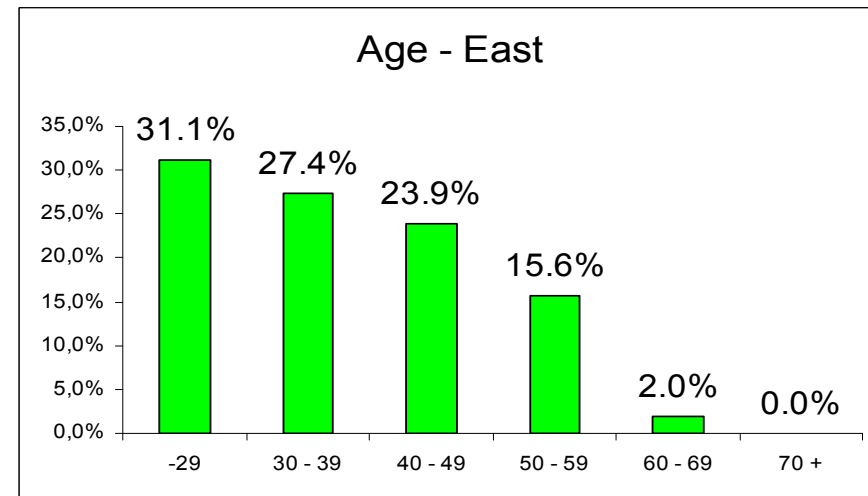
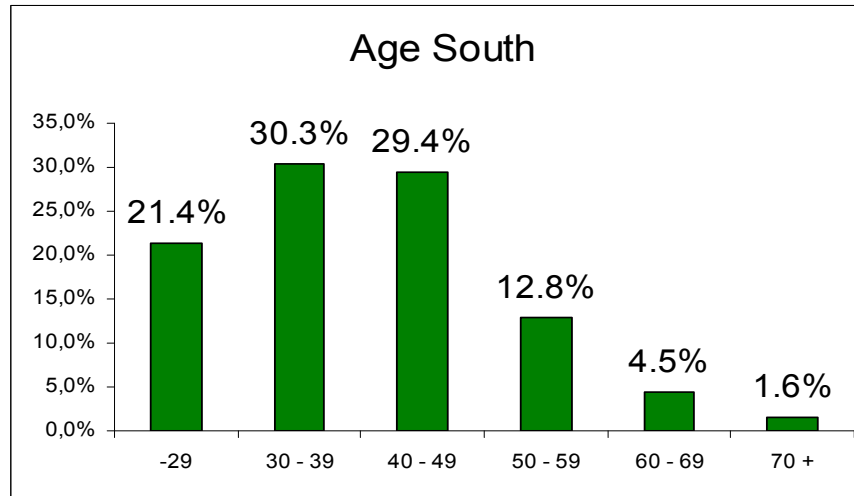
Among the consumers there were clearly more readers under 29 years than among the professionals.

2. Personal Information - Age Distribution by Region I



In Western and Central Europe nearly the half of the readers were over 50 years old. The group over 29 years in each case was particularly small.

2. Personal Information - Age Distribution by Region II

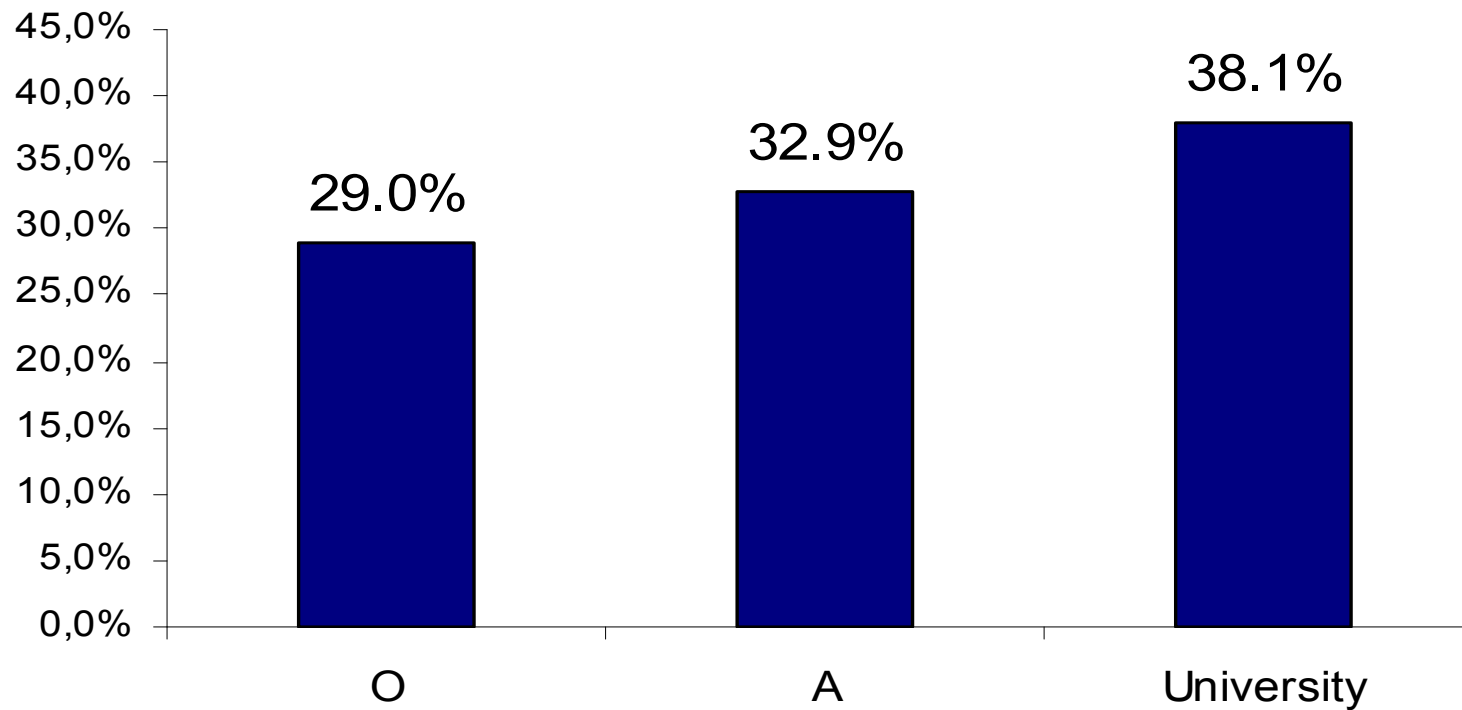


The readership of the magazines in Southern and Eastern Europe was distinctly younger. In Eastern Europe the 29-year-olds made up the largest group.

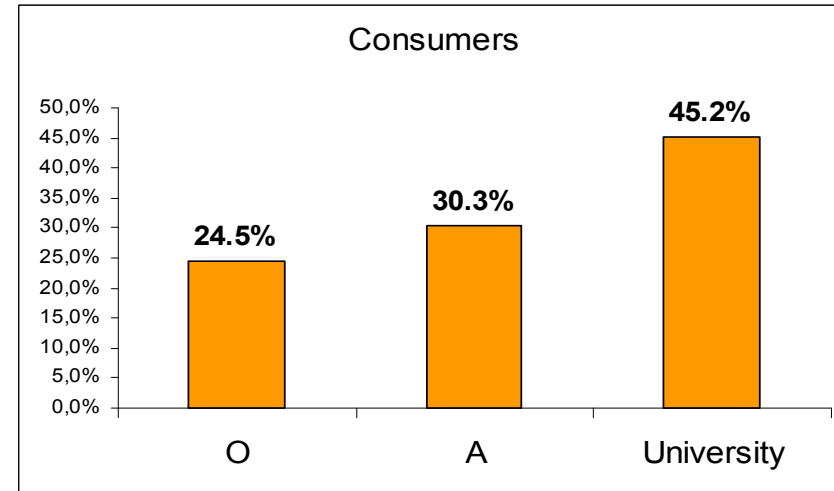
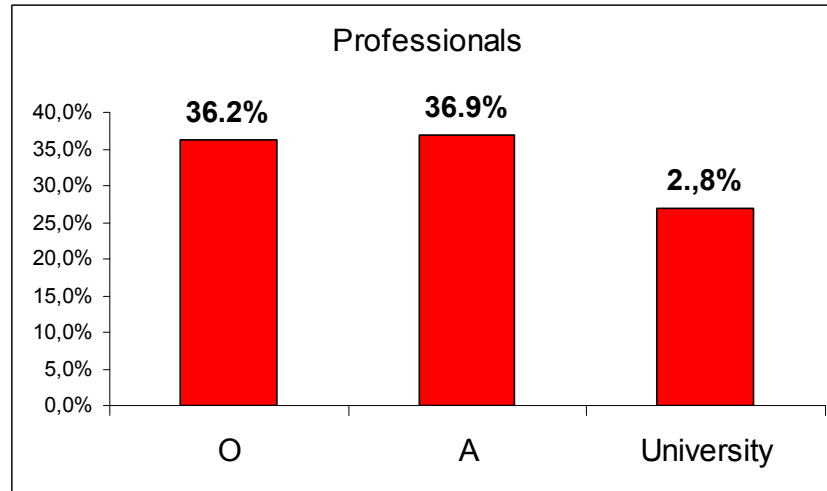
These results correspond to the age-structures in the respective populations.

2. Personal Information - Formal Education

Overall Formal Education



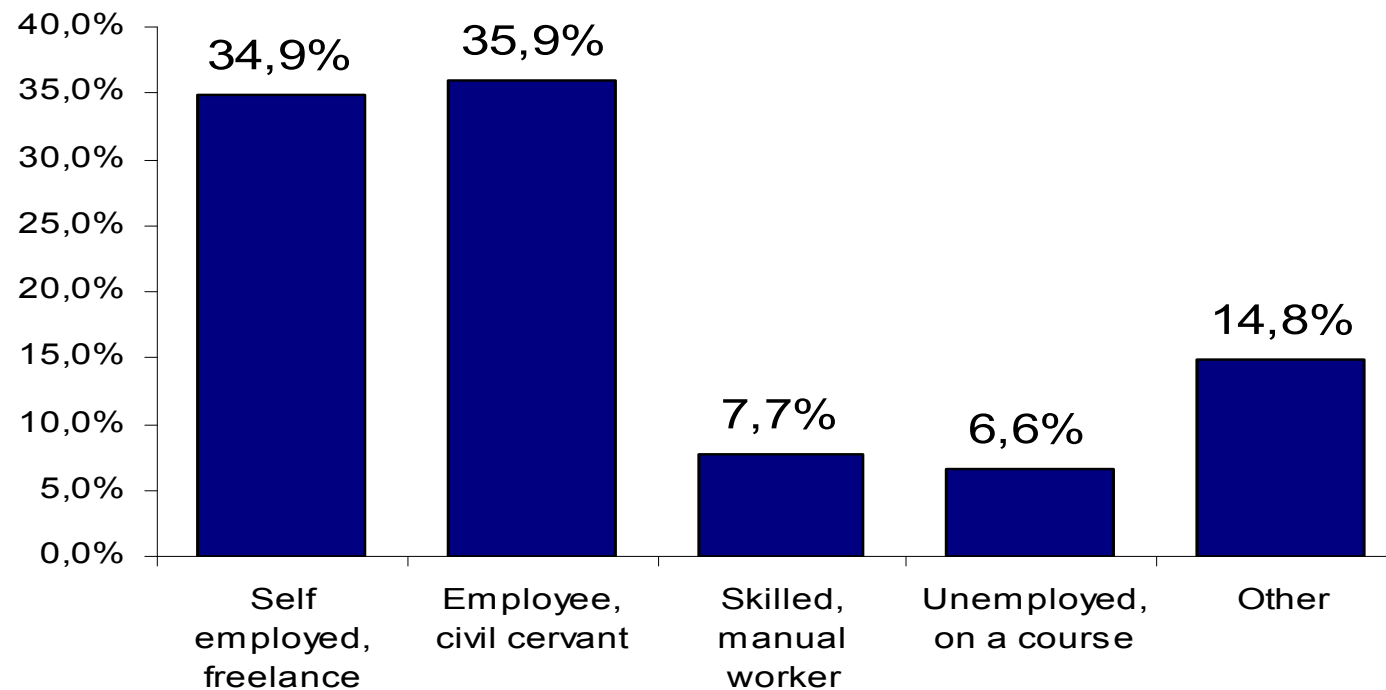
2. Personal Information - Formal Education by Target Groups



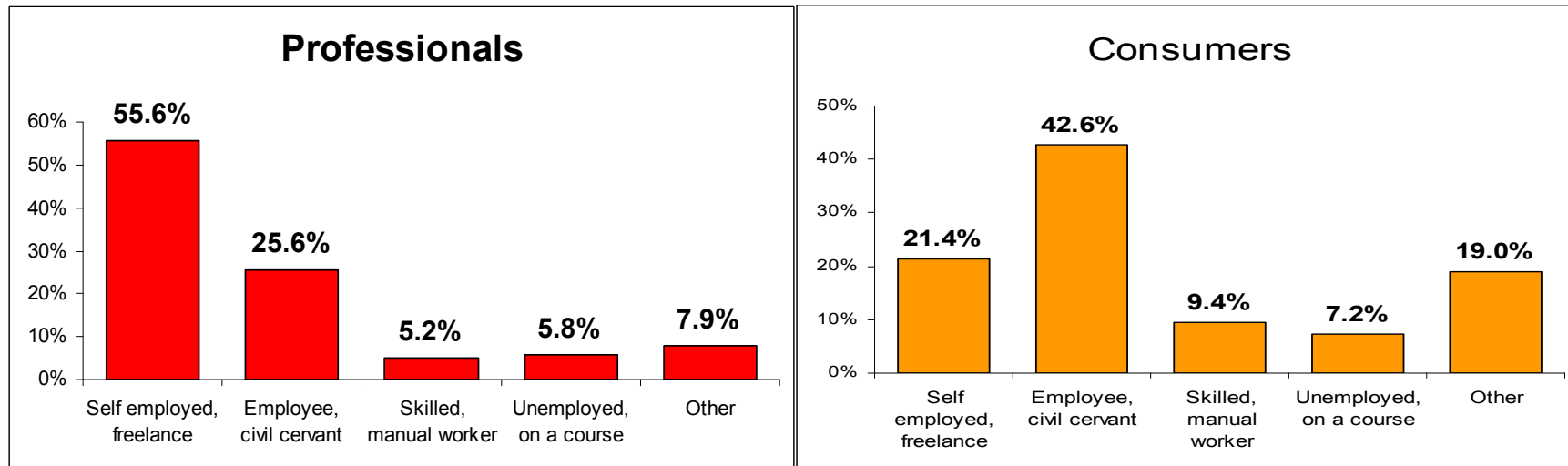
Almost every second consumer had a tertiary qualification.

Because of differences in the education systems in Europe the data on formal education are only meaningful to a limited extent. We have therefore refrained from any further regional comparisons.

Occupational Groups Overall



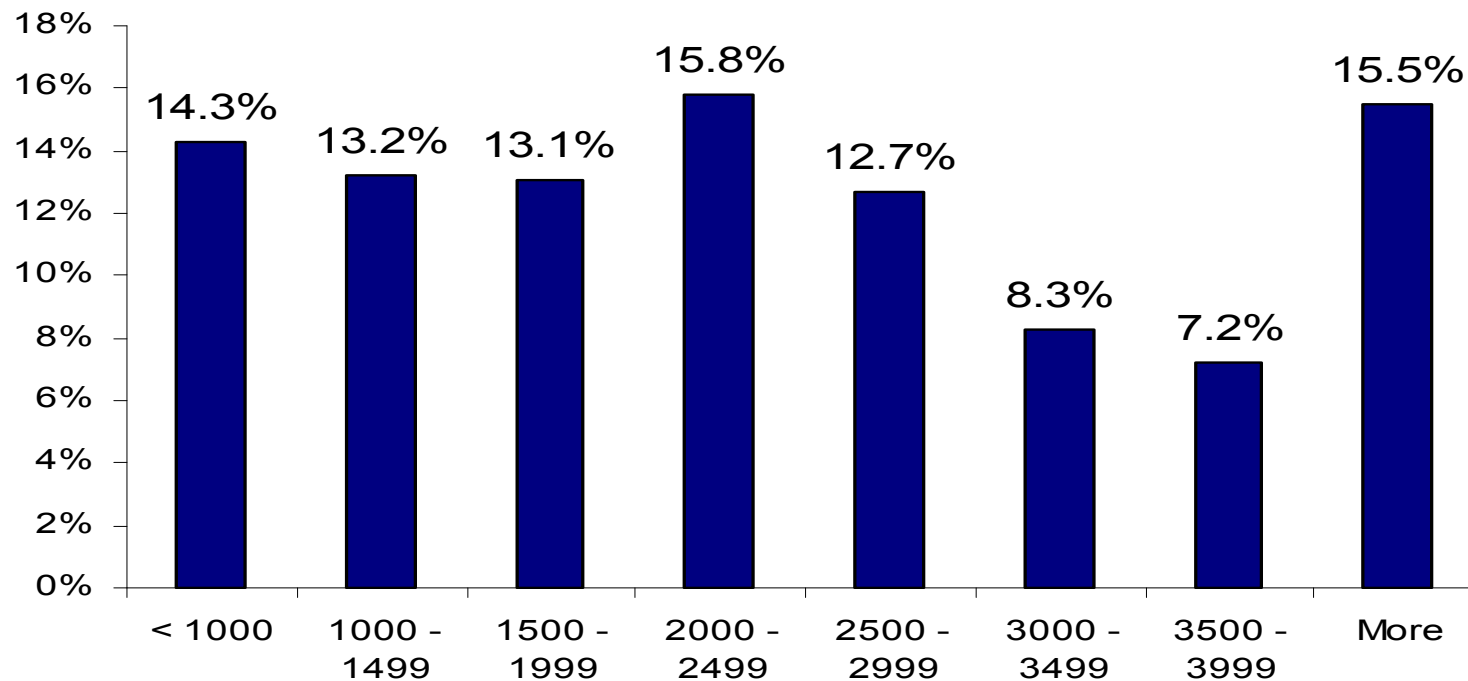
2. Personal Information - Occupation by Target Groups



As expected, the number of the self-employed was well above average for the professionals.

2. Personal Information - Income

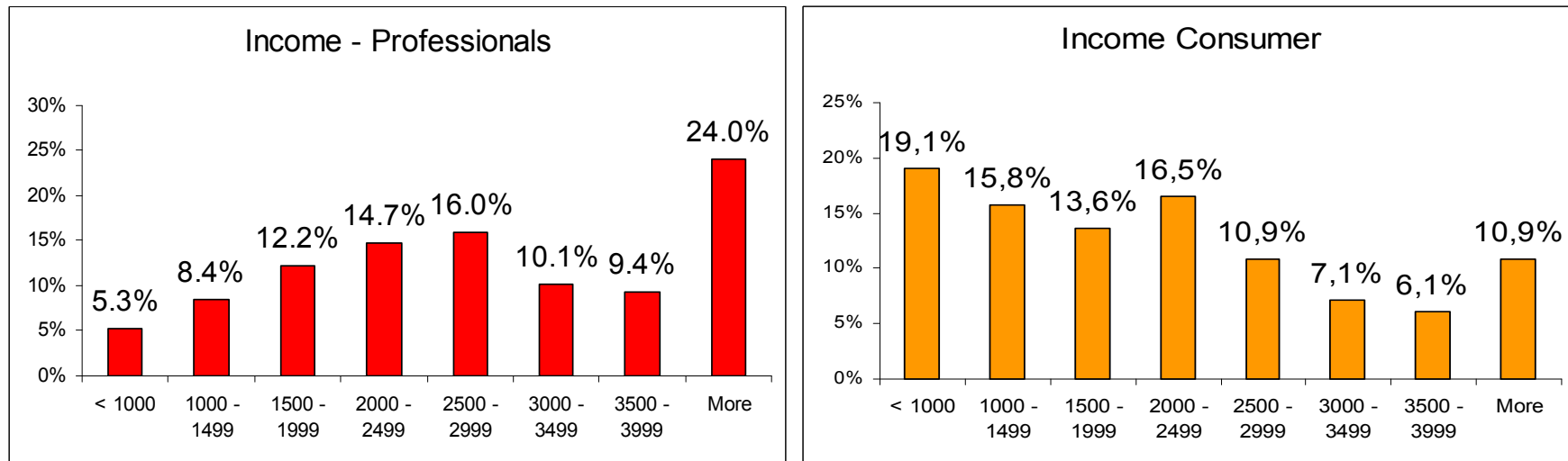
Net Monthly Household Income Overall in Euros



The overwhelming majority of the respondents answered the question on income. Only 15 percent of the readers refused to give any information. The tables show the results without the missing figures.

2. Personal Information - Income by Target Group

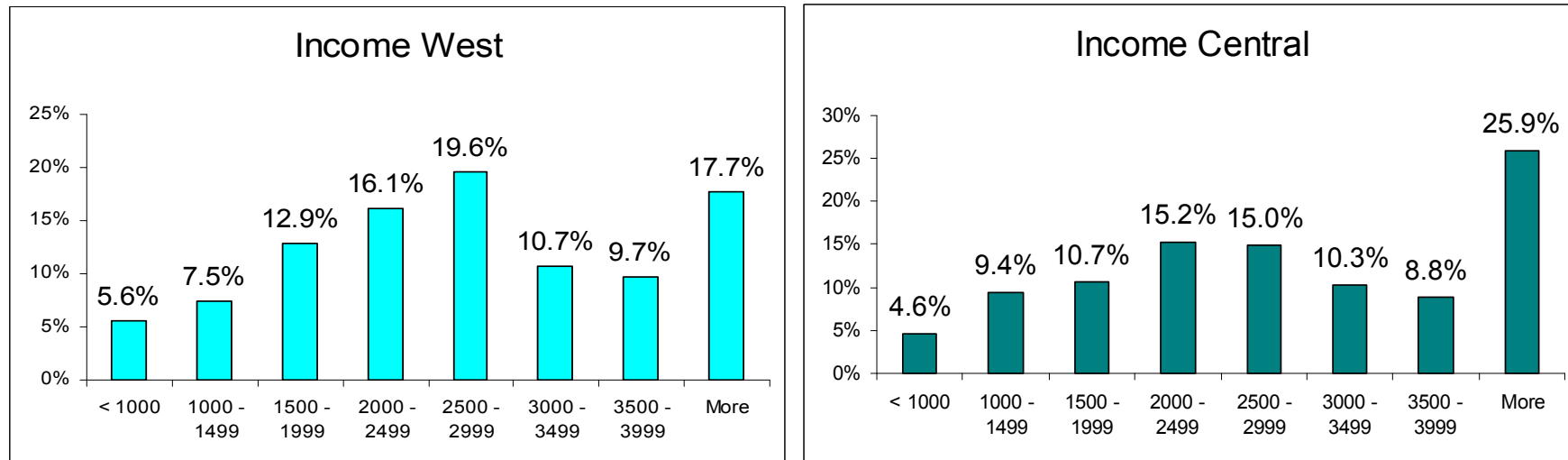
Net Monthly Household Income in Euros



Nearly every fourth professional had a gross monthly income of over 4,000 Euros.

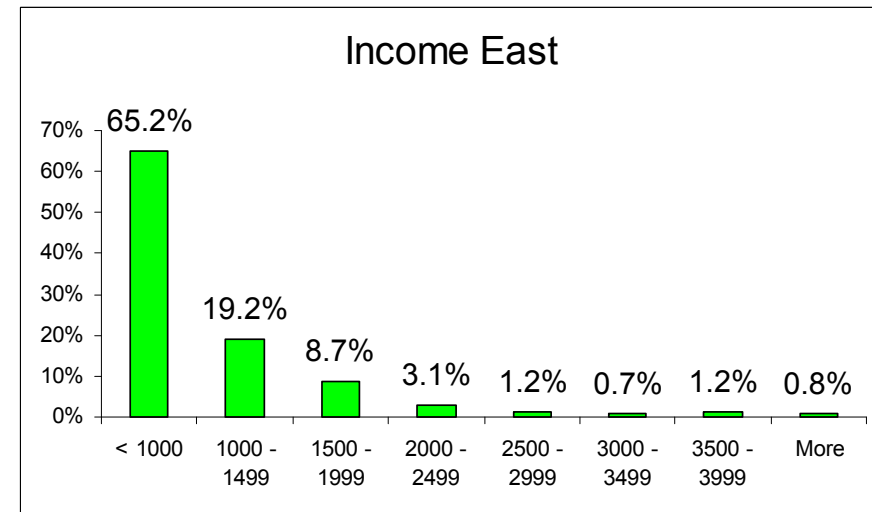
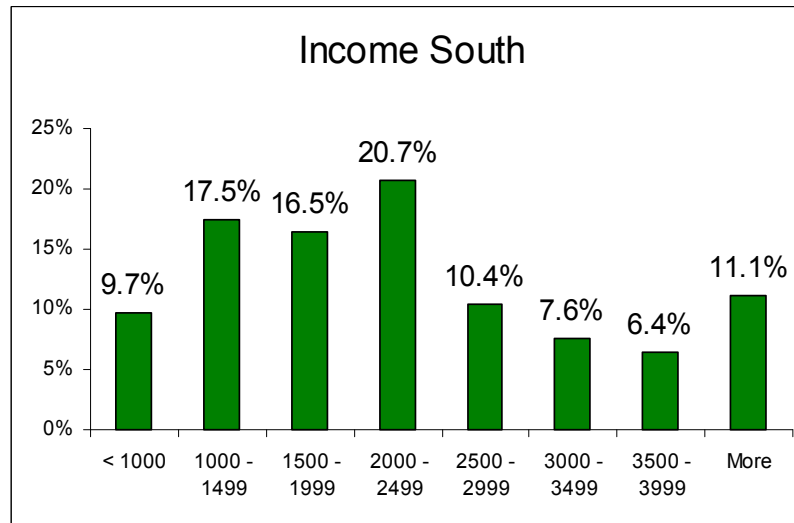
2. Personal Information - Income by Regions I

Net Monthly Household Income in Euros



The readers' income levels by region differed markedly. In Western and Central Europe higher incomes dominated. In Central Europe every fourth reader had a gross monthly income of over 4,000 Euros.

Net Monthly Household Income in Euros



In Eastern Europe only 0.8 percent of readers had a gross monthly household income of more than 4,000 Euros. By way of contrast only two thirds earned less than 1,000 Euros. Average incomes dominated in Southern Europe.



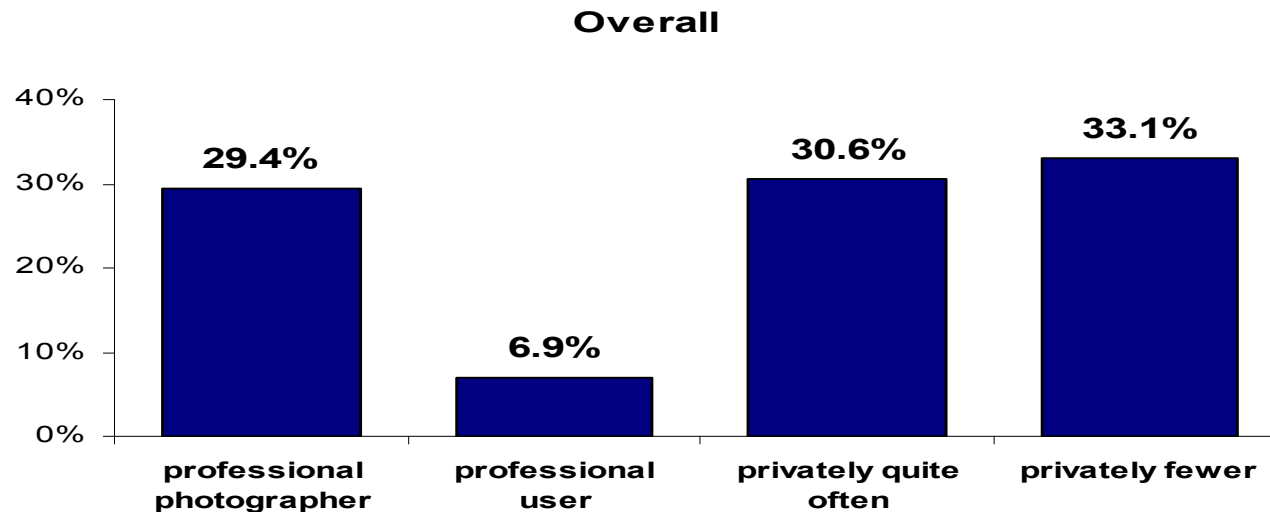
3. Photography Practice - Overall Results



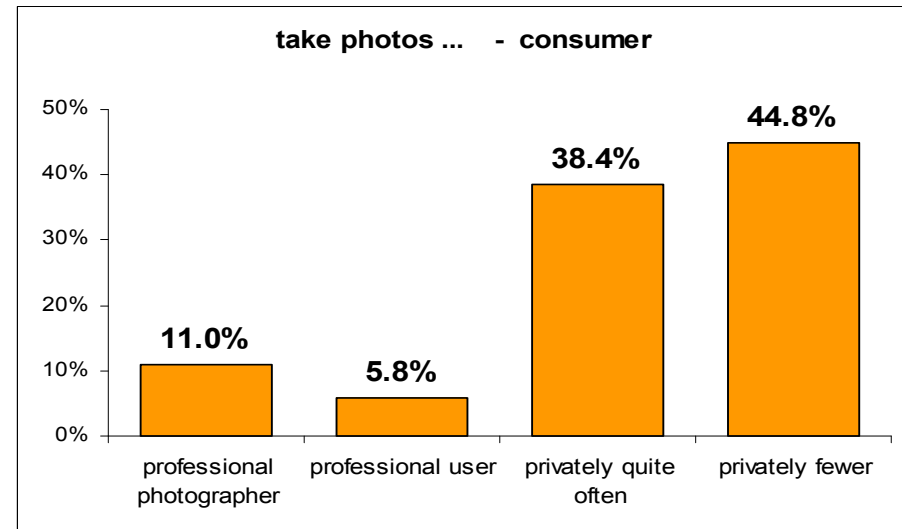
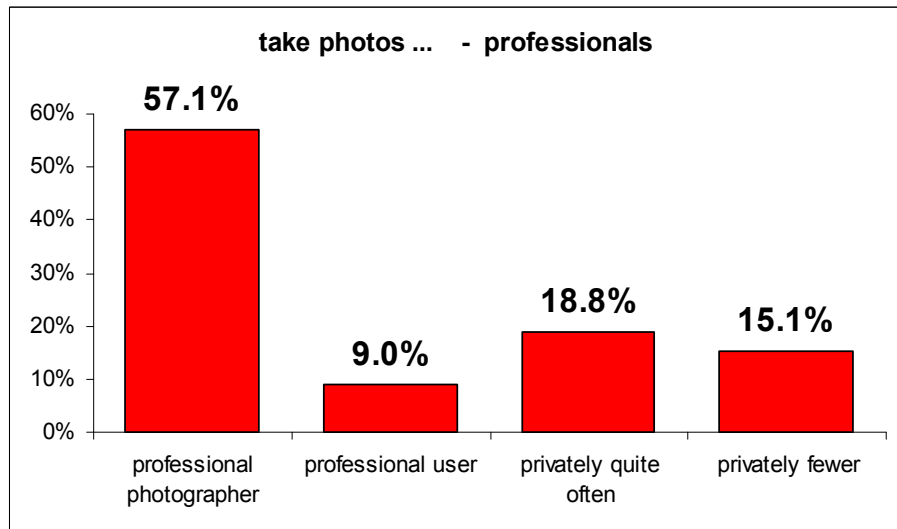
- The majority of readers described themselves as amateurs.
- Approximately every fifth reader worked in the photo industry. The overwhelming majority did not.
- At least 91 percent of readers owned an analogue camera. At least 70 percent of readers owned a digital camera. Approximately more than every second reader owned a flat-bed scanner. Nearly every second reader owned a photo printer. The European regions differed in the type of photographic equipment to the same extent that they differed in income.
- The majority of readers had prints from digital cameras made by dealers or by a laboratory.
- Of the readers who responded, 30 percent owned a camera phone. Only every fifth owner of a camera phone used it to take photographs fairly often.
- Readers of TIPA magazines confirmed their role as multipliers.

3. Photography Practice: “I take photos...”, I

- ... as a professional photographer
- ... as a professional user (e.g. graphic art designer, car insurance)
- ... privately quite often (more than 100 photos a month)
- ... privately (less than 100 photos a month)

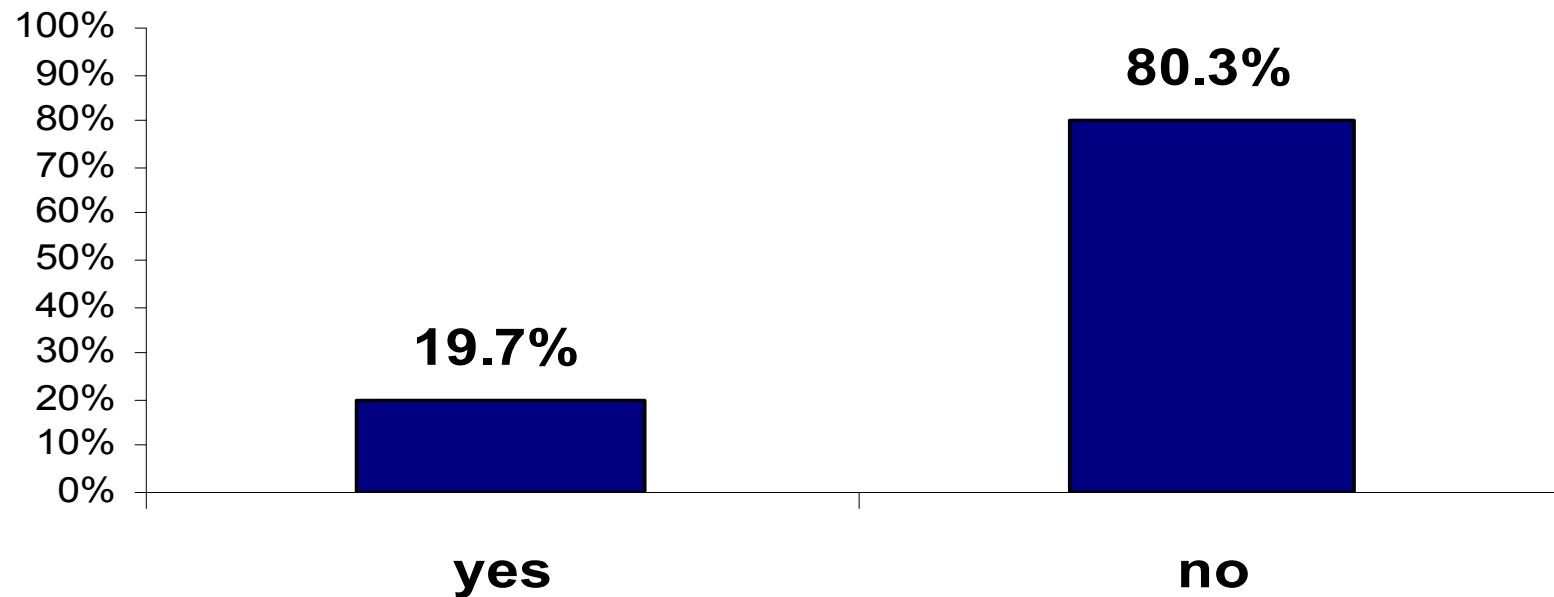


Some 36 percent of all readers took photographs in a professional capacity. The two groups of amateurs were relatively similar in size.



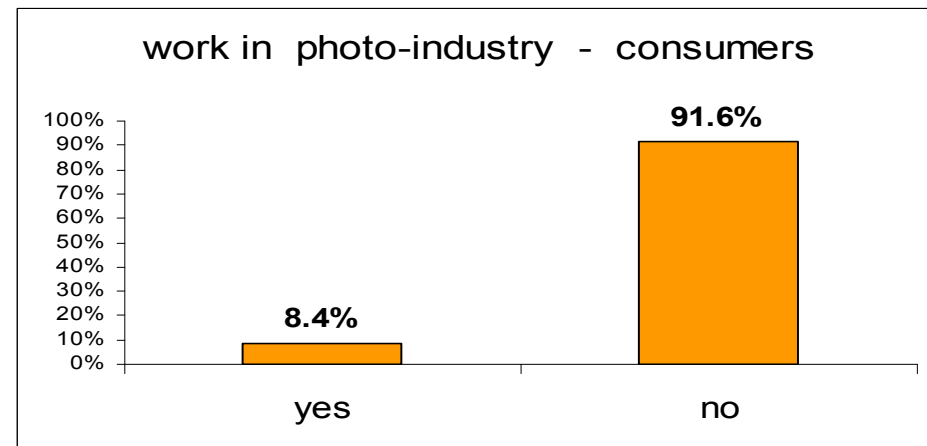
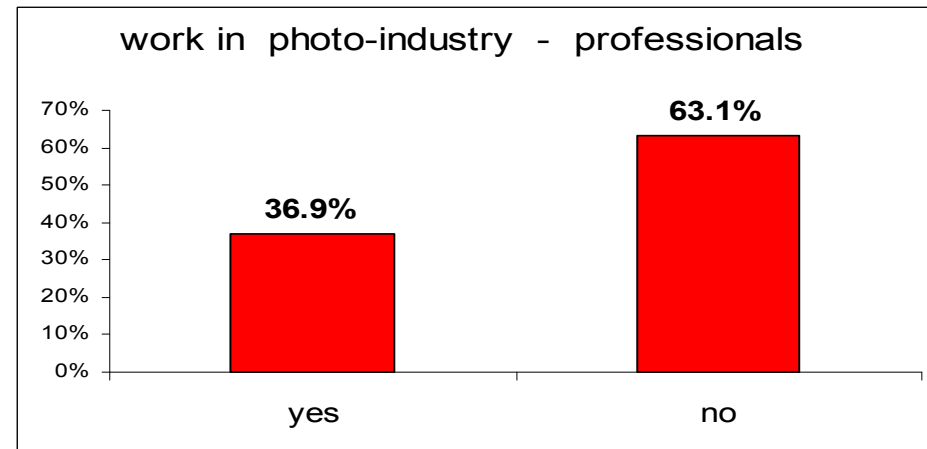
Every third reader of the magazines for professionals was an amateur. By way of contrast the consumer magazines were read by 11 percent professionals.

I work in the photography industry

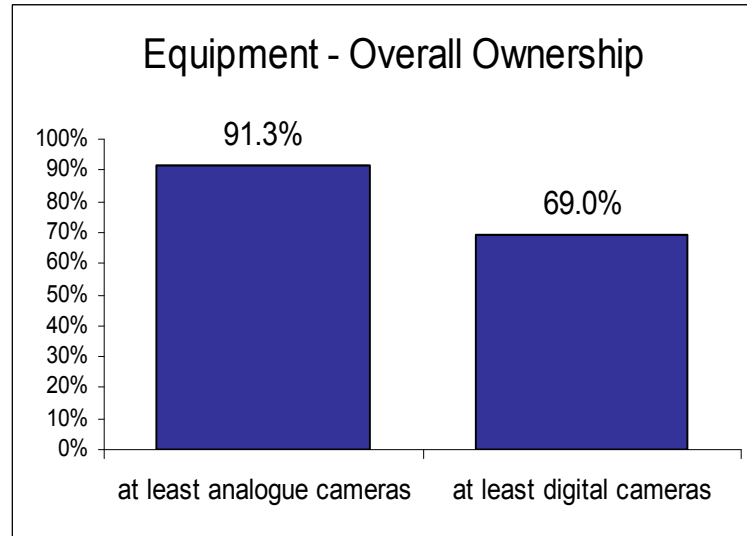


3. Photography Practice - Photography Industry II

Among the readers of magazines for professionals every third respondent worked in the photo-industry (e.g. photo retailer, photo lab, wholesale distribution, import/export).



3. Photography Practice - Photographic Equipment



Analogue: 3.4 cameras including 2.2 SLR

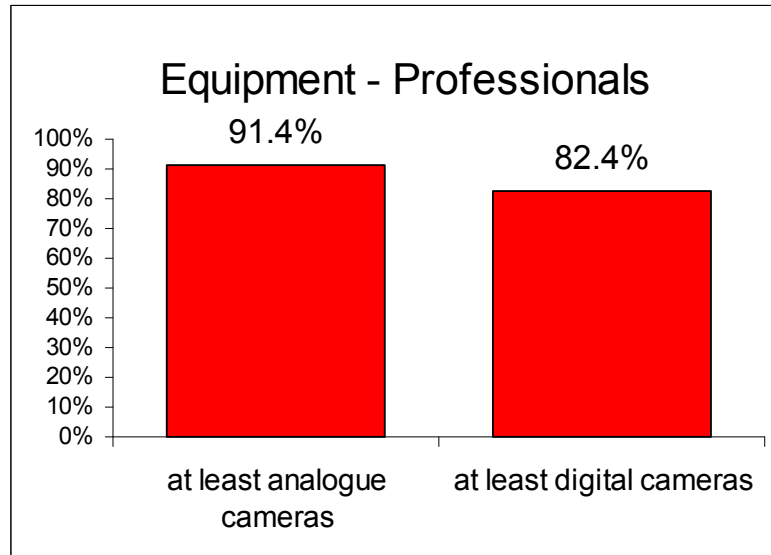
Digital: 1.5 cameras including 0.7 SLR

54.0 % flatbed scanner

47.2 % photo printer

At least 91 percent of readers owned an analogue camera. On average every reader with analogues cameras owned 3.4 different cameras, including 2.2 SLR cameras. At least 70 percent of readers owned a digital camera. On average every reader with digital cameras owned 1.5 digital cameras, including 0.7 SLR.

Note: In order to gain undistorted average figures, camera collectors were excluded from these calculations (these readers owned between 40 and 150 cameras). The phrase "at least" is used due to the missing data. Readers owned cameras even if they refused to answer the question.

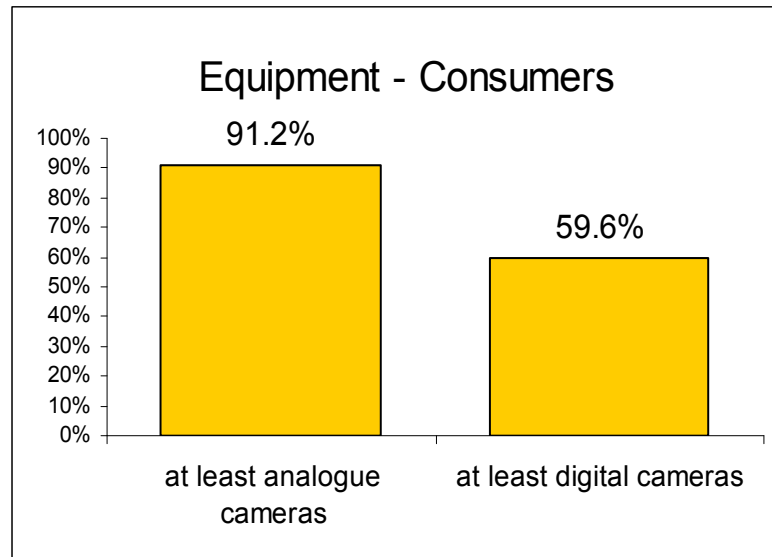


Analogue: 4.0 cameras including 2.6 SLR
Digital: 1.8 cameras including 1.0 SLR

64.3 % flatbed scanner
55.7 % photo printer

As expected the professionals were better equipped than the amateurs.
Nearly every professional photographer with digital cameras had one digital SLR-camera.

3. Photography Practice - Photographic Equipment by Target Group II



Analogue: 3.0 cameras including 1.9 SLR

Digital: 1.4 cameras including 0.4 SLR

46.8 % flatbed scanner

41.3 % photo printer

At least 60 percent of the readers of magazines for consumers already had a digital camera. Only a minority of the readers owned a digital SLR-camera.

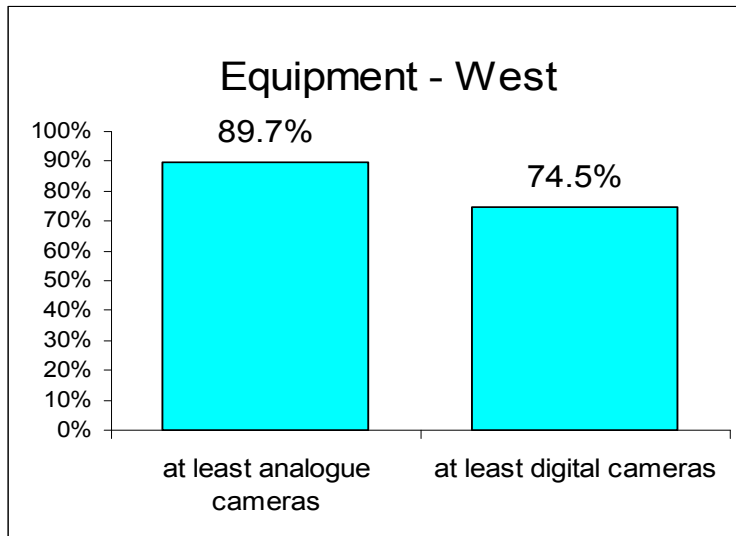


3. Photography Practice - Photographic Equipment by Region I



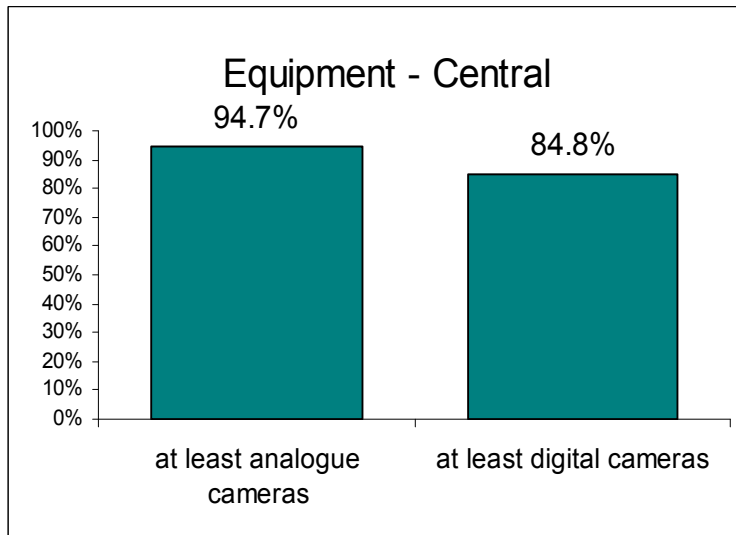
- The European regions differed in the type of photographic equipment to the same extent that they differed in income-levels.
- In all regions ownership levels of analogue cameras were 90 percent or more.
- At least 85 percent of Central European respondents owned digital cameras. These figures broke down into 75 percent in Western Europe, 64 percent in Southern Europe and 33 percent in Eastern Europe respectively.
- The difference was similar for scanner ownership. Compared with the Western and Central Europeans, less than the half of the Eastern European readers had a flatbed scanner and photo printer.
- The equipment of the Southern Europeans varied from that owned by the Western Europeans and the Eastern Europeans.

3. Photography Practice - Photographic Equipment by Region II



Analogue: 3.3 cameras including 2.2 SLR
 Digital: 1.5 cameras including 0.8 SLR

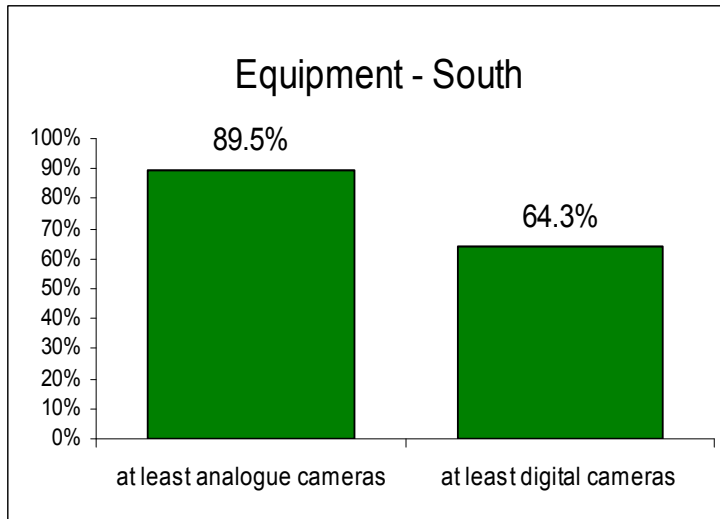
63.3 % flatbed scanner
 60.5 % photo printer



Analogue: 4.2 cameras including 2.8 SLR
 Digital: 1.9 cameras including 0.9 SLR

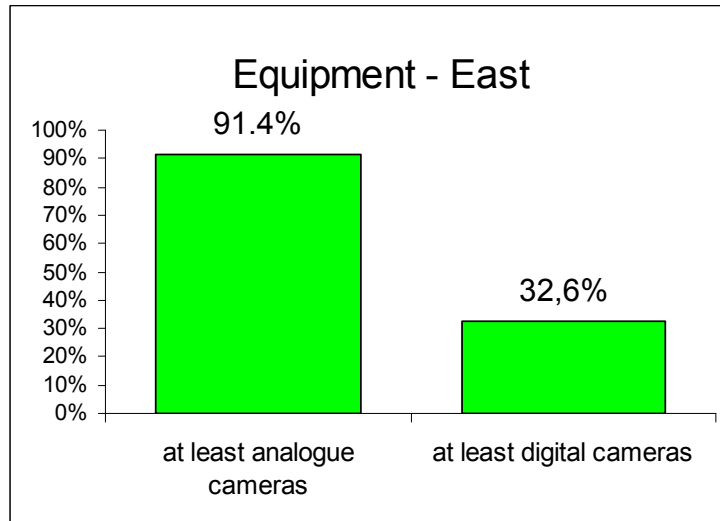
65.9 % flatbed scanner
 52.1 % photo printer

3. Photography Practice - Photographic Equipment by Region III



Analogue: 3.2 cameras including 1.8 SLR
 Digital: 1.5 cameras including 0.4 SLR

45.9 % flatbed scanner
 42.3 % photo printer

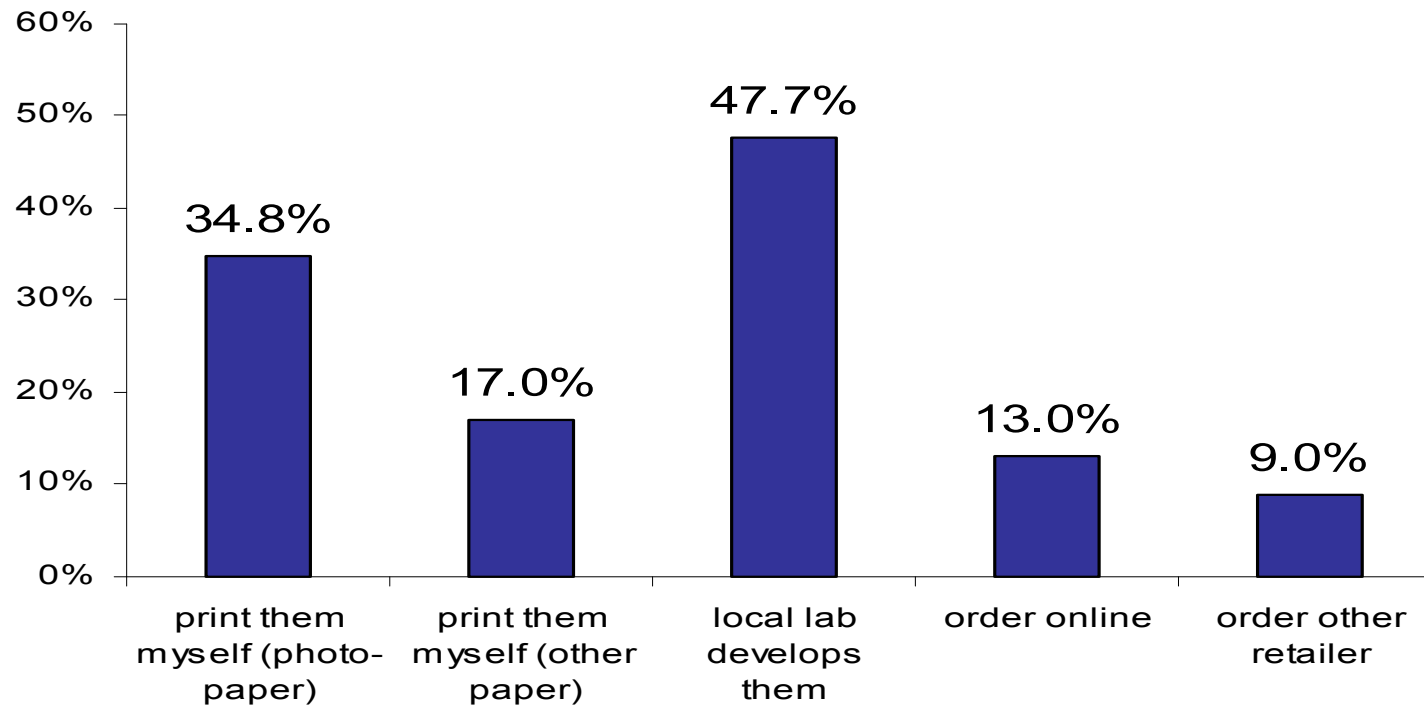


Analogue: 2.6 cameras including 1.8 SLR
 Digital: 1.2 cameras including 0.6 SLR

30.5 % flatbed scanner
 23.6 % photo printer

3. Photography Practice - “To obtain Prints...”, I

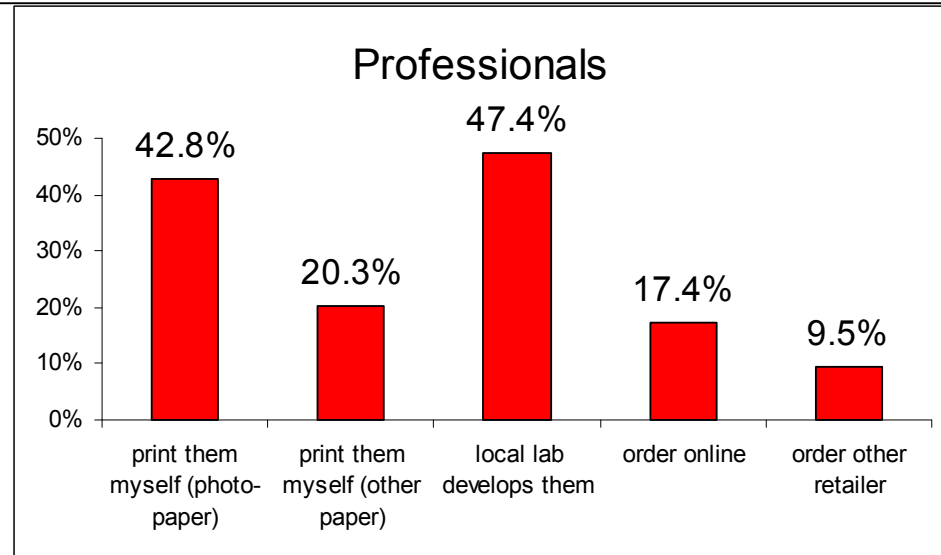
Overall



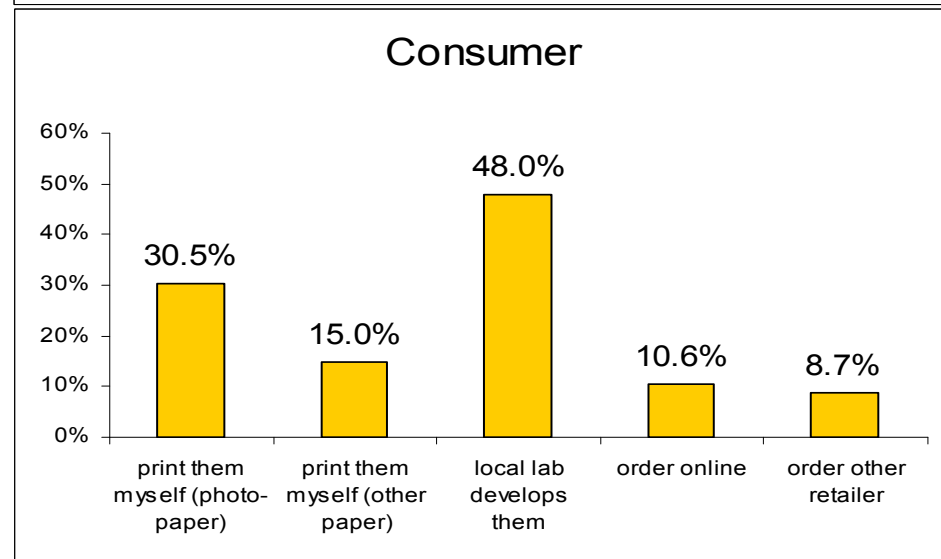
Note: More than one answer was possible

3. Photography Practice - “To obtain Prints...”, II

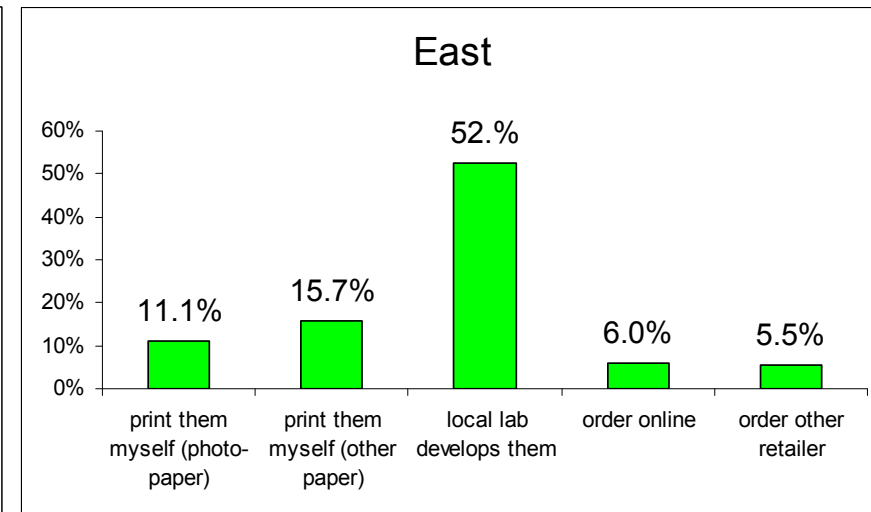
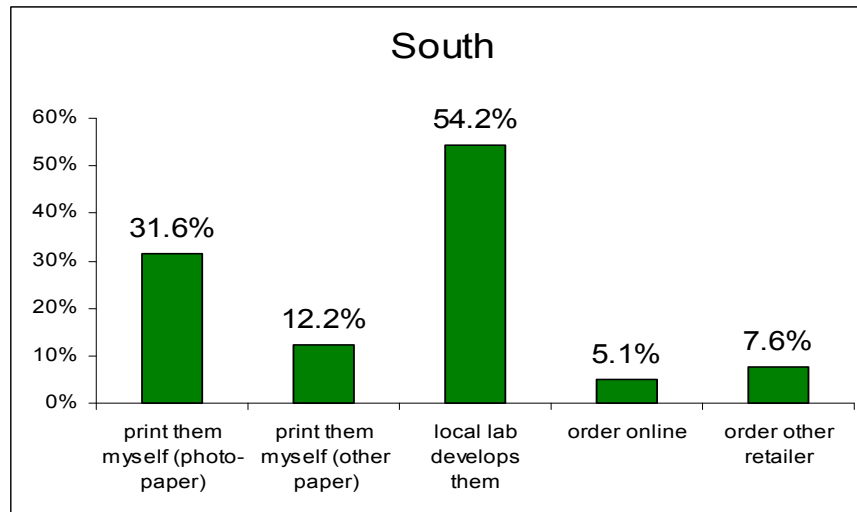
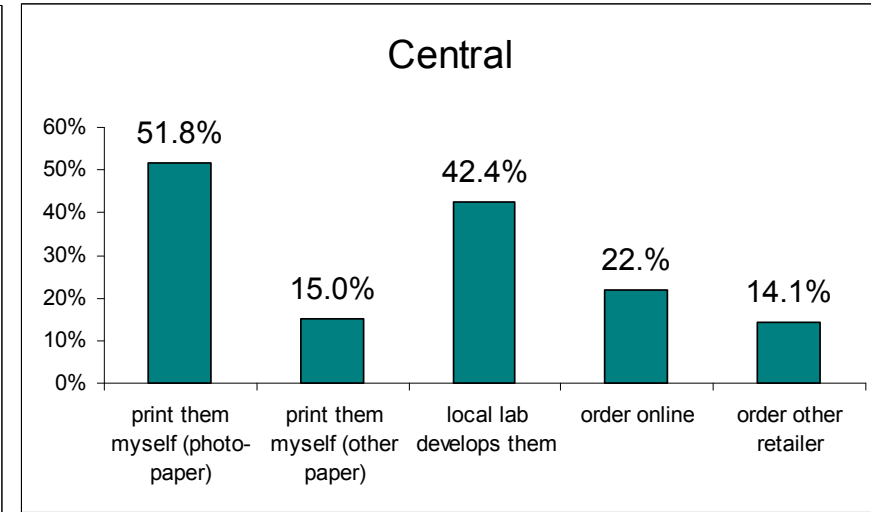
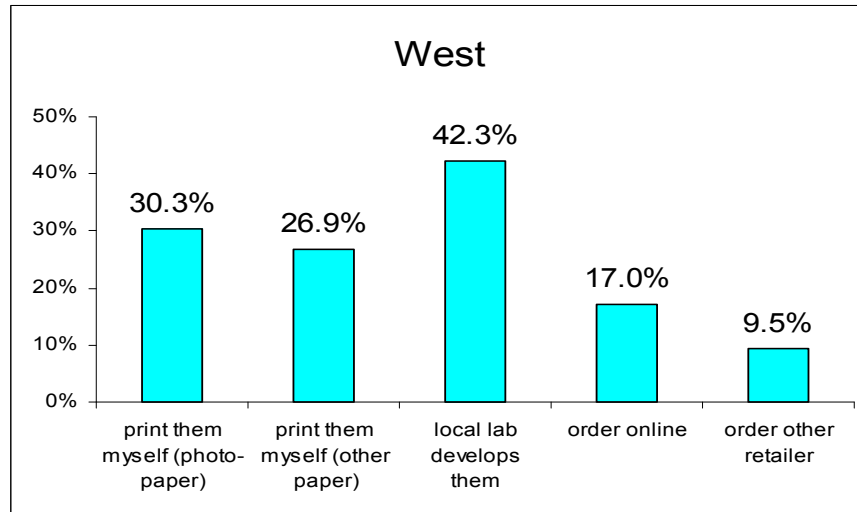
The professionals used several methods of printing photos – 17 percent of them also ordered prints online.



Fewer consumers did this.

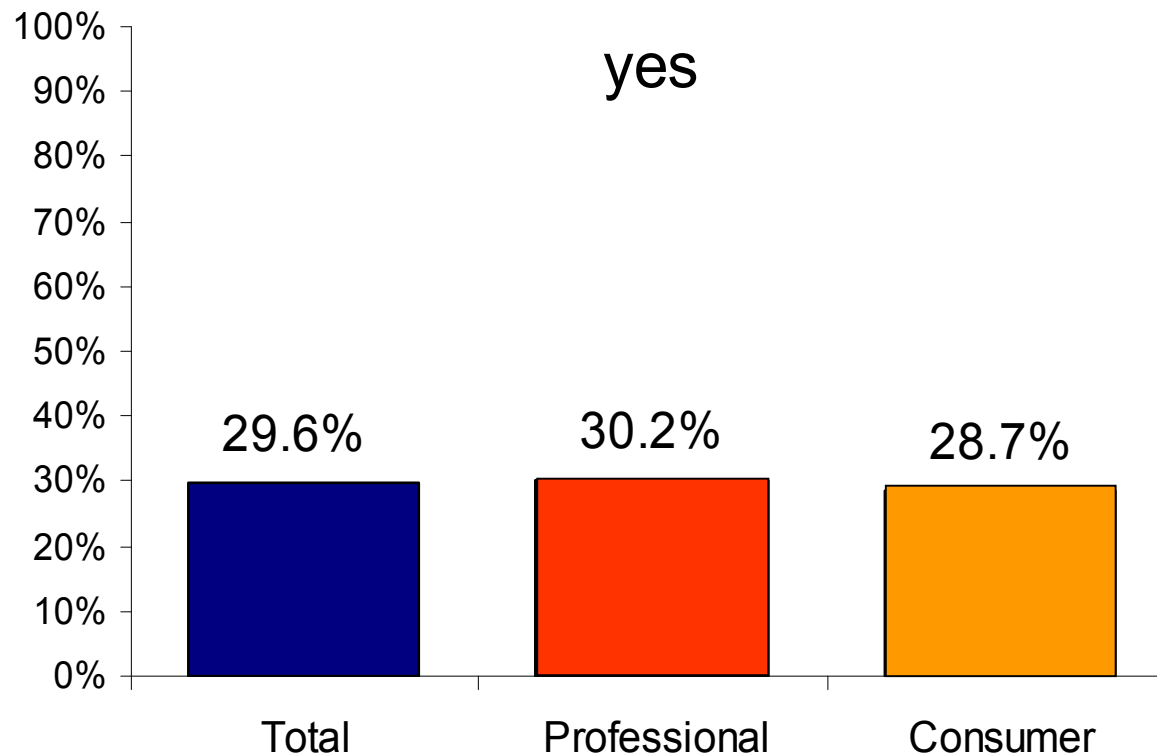


3. Photography Practice - “To obtain Prints...”, III



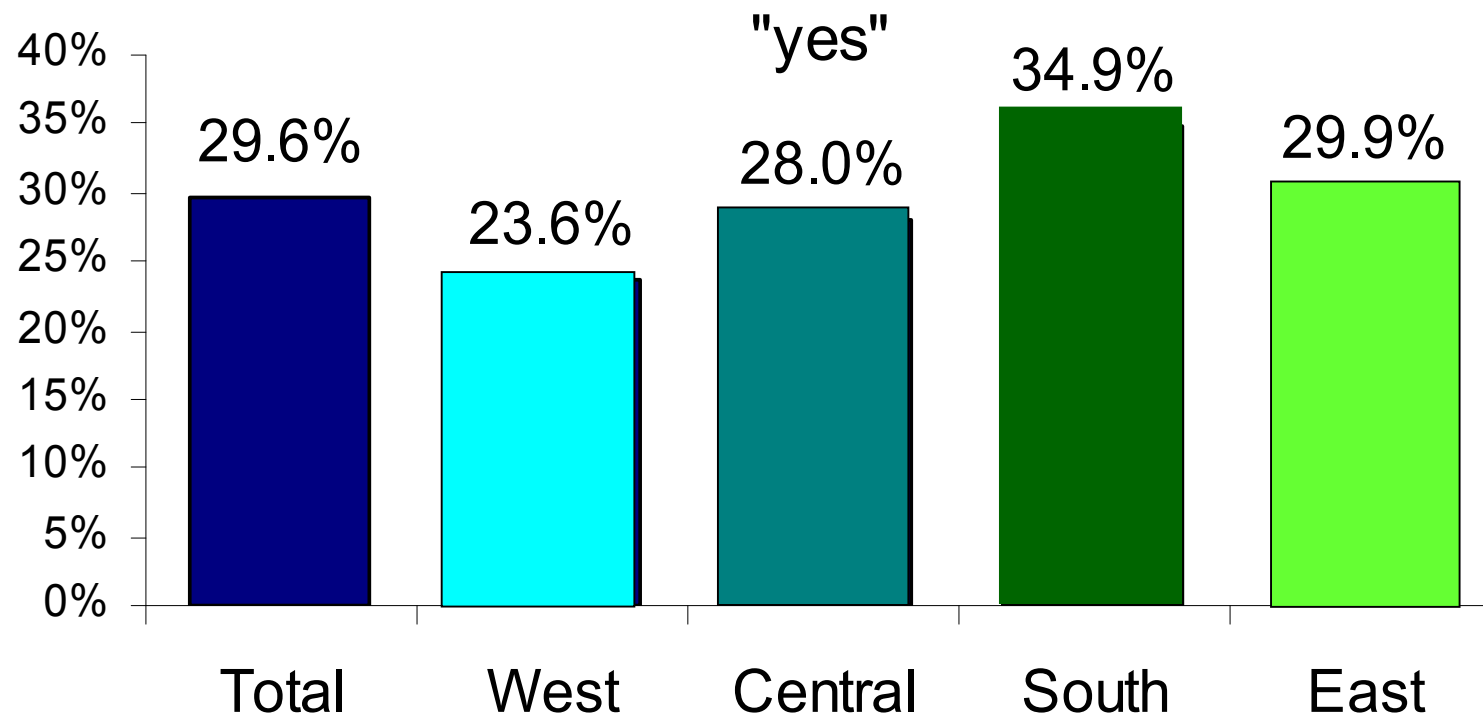
3. Photography Practice - “I own a phone camera...”; I

Of the readers who responded, 30 percent owned a camera phone. There was hardly any difference in ownership levels between professionals and consumers.



3. Photography Practice - “I own a phone camera...”, II

Looked at by region it became apparent that the Southern Europeans had an above-average preference for camera phones. Even the Eastern Europeans shared this preference slightly. By way of contrast the Western European readers had a lower-than-average camera phone ownership.





3. Photography Practice - “I own a phone camera...” III



and I...

take pictures fairly often	21.8 %
transmit photos fairly often	9.6 %
print photos fairly often	5.0 %

Note: The percentages refer only to phone camera owners



3. Photography Practice - „The following applies to me“; I



The statements made:

“I'm happy to **pass on tips** on photo composition”

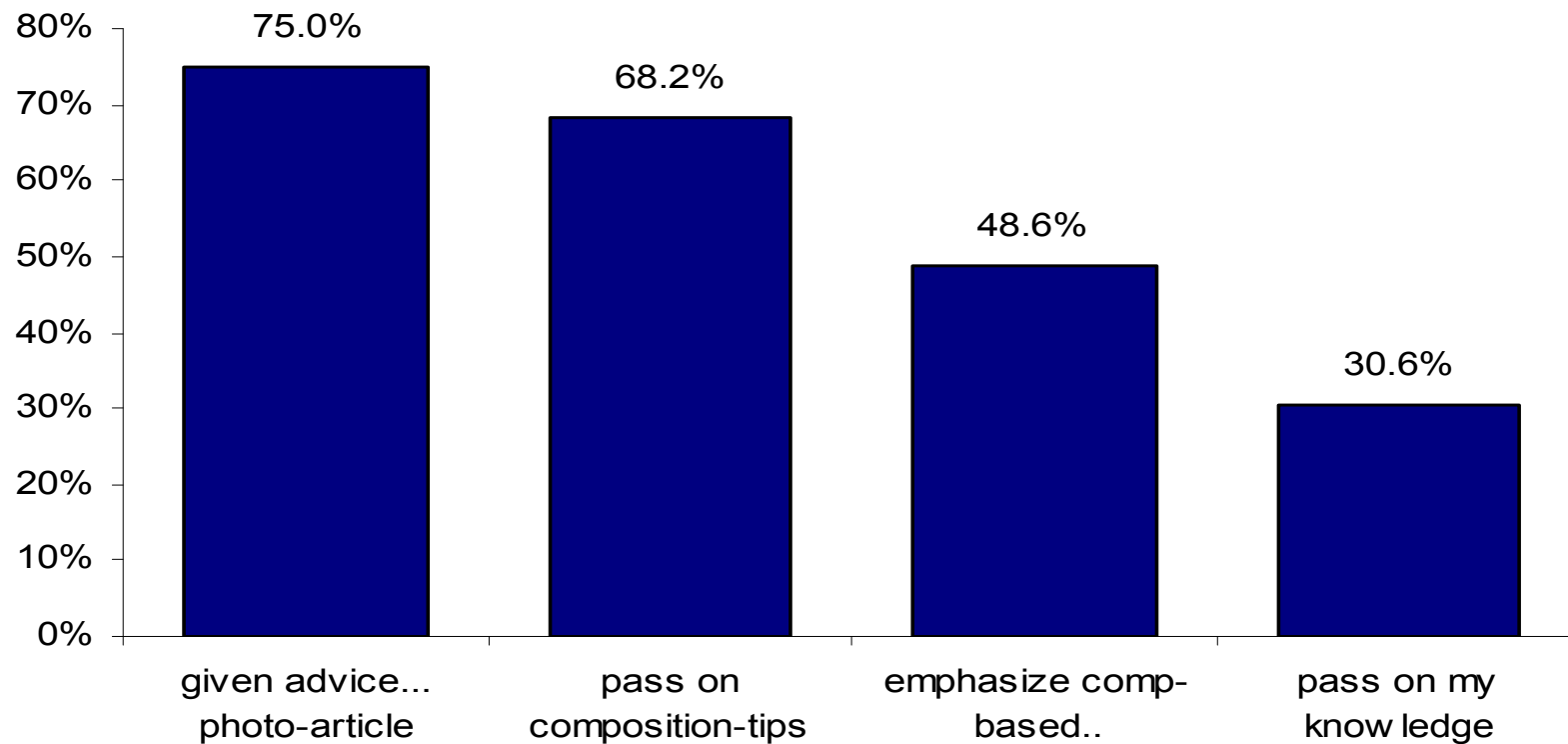
“I **pass on my knowledge** to other people in courses”

“I place **emphasis** on computer-based photo composition”

“I have already **given advice** to other people who have bought photographic articles”

Readers as multipliers

completely true / true - total





4. Reading Behaviour - Overall Results



- Every second respondent in the survey was a subscriber. Nineteen magazines were sold in retail outlets and were bought by 43 percent of their readers. Eight magazines were (also) given away free, which benefited every fifth reader.
- The readers picked up their photo magazine an average of 4.8 times and read it for a total of 83 minutes. (Due to the difference in periodic variation no distinctions were made by target group or by region.)
- Overall all TIPA titles showed an average probability of 85 percent page exposure. This meant that advertising customers could be fairly certain that their own advertisements would not be skipped over.
- There was a 79 percent probability that readers of TIPA titles read every issue. The likelihood that all readers read every issue published in a year was therefore greater than 3:1.
- On average every copy of a magazine was read by 2.8 people.



4. Reading Behaviour - Magazine Purchases



All Magazines:

Subscription	48.5%
Unpaid sample copy	3.0%
Pass-on reader	3.7%
Club or library copy	4.1%

19 Magazines:

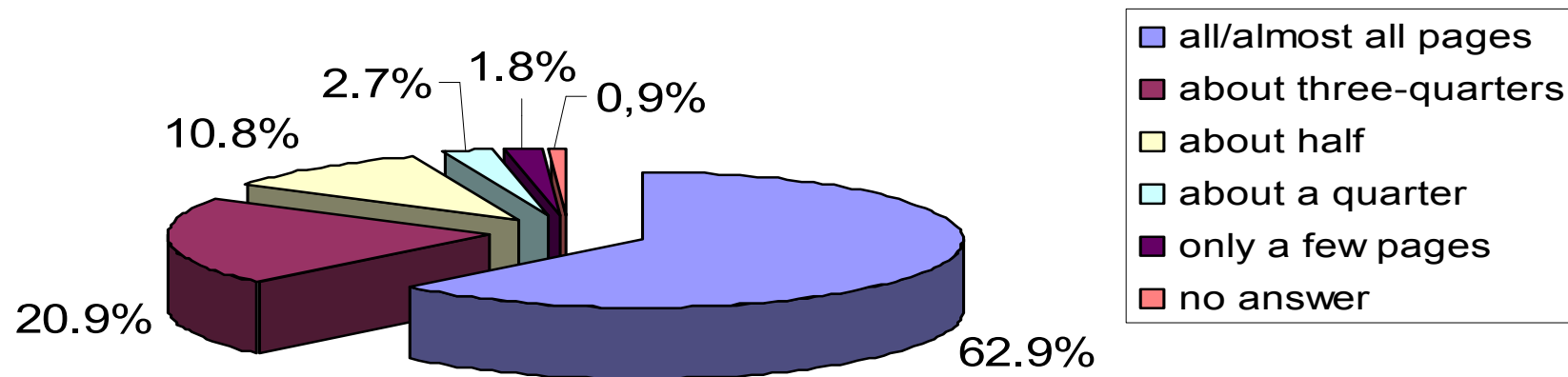
Single-copy sales	42.5%
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8 Magazines:

Free copy	21.1%
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4. Reading Behaviour I

"Of any one issue of {title} I normally read ..."
Overall



Probability of page exposure: **84.8 %** (67.4 % - 95.0 %)

4. Reading Behaviour II

Reading Time: **83 minutes**

Minimum average: 35 minutes

Maximum average: 143 minutes

Frequency of Utilisation per Copy: **4.8**

Minimum average: 2.5

Maximum average: 7.3

Readers per Copy: **2.8**

Minimum average: 2.0

Maximum average: 8.0

Probability that all issues were read : **79.3 %** (58.5 % - 98.0 %)



5. Attitudes to the Magazine - Overall Results



- Overall, the TIPA readers had a positive opinion of their photo magazine. More than 70 percent of respondents agreed with all provided statements.
- 90 percent of the readers classified their magazine as an “important magazine” and as “reliable and competent”.
- Seen objectively, photo magazines were the most important sources of information for the readers. Fully 92 percent of respondents said they regularly obtained information from this source.
- 50 percent of respondents said they relied on photo magazines the most.

I rate the magazine as follows (completely true / true):

important magazine	90.5 %
reliable and competent	90.2 %
high level of practical use	80.1 %
inspiring magazine	79.3 %
I would miss it	78.6 %
tips for buying cameras	78.0 %
tips for selecting accessories	73.2 %
makes market transparent	71.3 %



5. Attitudes to the Magazine - Information Sources



- After photo magazines the internet was the second-most important source of information, being used by 61 percent of readers. Company brochures and specialist dealers followed in more or less equal place.
- What was remarkable was the difference between professionals and consumers in their use of the internet. Trade fairs were also more important for the professionals.
- Overall, the professionals used more sources than the consumers.
- Every fourth reader used computer magazines or multi-topic magazines to obtain information about photographic equipment.



5. Attitudes to the Magazine - Information Sources by Target Group



I regularly obtain information... (in %)

	Total	Profess.	Consumers
photo magazines	92.2	88.6	94.7
internet	61.1	70.5	54.5
company brochures	37.7	46.0	32.0
my specialist dealer	37.3	37.0	37.6
trade fairs	32.8	47.6	22.4
computer magazines	26.6	31.8	23.0
multi-topic magazines	23.3	22.7	23.6



5. Attitudes to the Magazine - “I trust most in ...”



- The readers rely mostly on the photo magazines. Fifty percent of respondents said they relied on this source of information the most. The dealers followed in a clear second place with 12 percent of responses. The internet, very important as a source of information, enjoyed a high level of confidence for only 10 percent of readers.
- The professionals' degree of reliance on photo magazines was less pronounced than for amateurs. However the professionals had an above-average level of confidence in dealers. Overall they were more sceptical and preferred to form their own opinions using information from several sources.
- The ratings of credibility for computer magazines or multi-topic magazines were very poor.
- In Central Europe far fewer readers relied on photo magazines than in other regions. On the other hand, the Eastern Europeans had the greatest level of confidence in them. Then again, dealers did not enjoy as much confidence with respect to giving advice.



5. Attitudes to the Magazine - “I trust most in ...” by Target Group



I trust most in... (in %)

	Total	Profess.	Consumers
photo magazines	49.8	39.1	57.3
my specialist dealer	11.6	13.8	10.1
internet	10.1	10.7	9.6
trade fairs	3.6	6.1	1.9
company brochures	2.4	3.5	1.7
computer magazines	1.4	1.4	1.3
multi-topic magazines	0.8	1.0	0.7



5. Attitudes to the Magazine - “I trust most in ...” by Region



I trust most in... (in %)

	West	Central	South	East
photo magazines	55.8	39.5	49.8	63.4
my specialist dealer	12.2	13.5	12.5	3.1
internet	7.7	12.1	9.0	13.0
trade fairs	4.7	6.2	1.6	1.3
company brochures	2.3	3.5	1.5	2.9
computer magazines	0.9	1.3	1.2	3.1
multi-topic magazines	0.5	1.1	0.5	1.6



6. Buying Behaviour and Attention to Advertisements - Overall Results



- Interchangeable lenses were the readers' top priority in purchasing intentions, followed by digital SLR cameras. Imaging software was in third place.
- The readers of the TIPA magazines preferred going to photo dealers to make purchases. Fully 83 % said they always or often obtained their requirements there.
- 80 % of the TIPA readers said that they always or often read advertisements. And three out of four readers also found that advertisements contained useful information.
- Nevertheless, some 43 % were prompted by an advertisement into buying a photography-related article.

6. Buying Behaviour and Attention to Advertisements - “I intend to buy...” I

	Total	Professionals	Consumers
Interchangeable lenses	42,7%	45,5%	40,8%
Digital SLR cameras	34,1%	43,3%	28,3%
Imaging software	20,0%	26,0%	16,2%
Digital cameras >6 mp	18,5%	24,1%	15,0%
Flashguns	17,7%	18,1%	17,4%
Photo printers	14,4%	15,9%	13,4%
Album software	13,6%	17,6%	10,8%
Film scanners	13,6%	14,5%	12,9%
Digital cameras <6 mp	8,1%	5,0%	10,0%
SLRs, 35 mm	7,8%	5,4%	9,5%
Flatbed scanners	7,1%	9,3%	5,7%
Medium format cameras	6,0%	6,0%	5,9%
Light meters	4,9%	2,6%	6,5%
Compact cameras	2,6%	2,2%	2,9%



6. Buying Behaviour and Attention to Advertisements - “I intend to buy...” II



What was remarkable here was in the order of purchasing intentions by European region:

- The Eastern Europeans requested a lot more interchangeable lenses, flash-guns and 35 mm SLR cameras.
- There was far less demand for software the part of Southern Europeans than Central or Western Europeans. Twenty percent of the Central Europeans were interested in album software but only 8 percent of the Southern Europeans were interested in this.
- Every fifth among the Western European readers wanted to buy a photo printer - 6 percent above average. There was a greater demand for film scanners too.



6. Buying Behaviour and Attention to Advertisements- “I intend to buy...” III



	Total	West	Central	South
Interchangeable lenses	42,7%	47,2%	48,6%	32,0%
Digital SLR cameras	34,1%	39,6%	37,6%	27,7%
Imaging software	20,0%	24,0%	24,4%	13,1%
Digital cameras >6 mp	18,5%	17,7%	19,8%	19,7%
Flashguns	17,7%	21,2%	17,4%	10,6%
Album software	14,4%	15,2%	20,1%	8,3%
Photo printers	13,6%	19,5%	12,8%	13,7%
Film scanners	13,6%	17,4%	14,4%	10,1%
Digital cameras <6 mp	8,1%	4,7%	4,4%	12,9%
SLR's, 35 mm	7,8%	9,0%	4,1%	8,2%
Flatbed scanners	7,1%	8,0%	7,3%	6,3%
Medium format cameras	6,0%	5,6%	5,7%	6,0%
Light meters	4,9%	3,5%	4,8%	4,7%
Compact cameras	2,6%	1,4%	2,0%	3,9%



6. Buying Behaviour and Attention to Advertisements - Purchasing Sources I



What were the preferred purchasing sources?

- 83 percent of the readers said they always or often bought their requirements from photo dealers.
- The professionals made purchases from the media discounters more rarely but made an above- average number of purchases via mail order or from online shops.
- Every third Central European reader always or often made purchases via mail order or from online shops. Only 12 percent of the Southern European did this.
- Every fifth Southern European reader always or often made purchases from media discounters. This was nearly twice as frequent than Eastern European readers.



6. Buying Behaviour and Attention to Advertisements - Purchasing Sources II



I obtain my requirements from...
(always/often in %)

	Total	Profess.	Consumer
photographic dealer	82.7	83.4	82.3
media discounter	16.3	12.7	18.6
mail order/online shops	22.5	27.0	19.7
second hand outlets	17.3	15.9	18.3

Note: More than one answer was possible



6. Buying Behaviour and Attention to Advertisements - Purchasing Sources III



I obtain my requirements from... (always/often in %)

	West	Central	South	East
photographic dealers	85.1	78.8	86.8	77.5
media discounters	12.7	16.9	19.9	11.1
mail order/online shops	22.9	32.2	12.0	24.5
second hand outlets	19.9	14.4	17.5	18.6

Note: More than one answer was possible



6. Buying Behaviour and Attention to Advertisements - Advertisements I



- Thirty-two percent of the TIPA readers said they “always” read advertisements, 48 percent said they “often” did so.
- Every third reader fully agreed (“completely true”) with the statement that advertisements contain useful information. A further 43 percent confirmed this with “true”.
- Nevertheless, some 43 % were prompted by an advertisement into buying a photography-related article.
- There were no significant differences between the target groups and between the regions.



6. Buying Behaviour and Attention to Advertisements - Advertisements II



(always/often in %)

	Total	Profess.	Consumers
I read the advertisements	79.4	79.4	79.4
Advertising in the magazine...			
- has informational value for me	74.6	76.3	73.4
- has prompted me to make a purchase in the past	42.4	42.0	42.6



6. Buying Behaviour and Attention to Advertisements - Advertisements III



(always/often in %)

	West	Central	South	East
I read the advertisements	75.5	79.9	83.1	75.6
Advertising in the magazine...				
- has an informational value for me	67.9	74.4	80.5	70.5
- has prompted me to make a purchase in the past	42.3	44.8	39.7	43.6



The Questionnaire I



1) I take photographs

- as a professional photographer
- as a professional user (e.g. graphic art designer, car insurance)
- privately – quite often (more than 100 photos a month)
- privately (less than 100 photos a month)

2) I work in the photography industry

(photo retailer, photo lab, wholesale distribution, import/export, etc.): yes no

3) To obtain print-outs of my digital photos

- I print them myself on photo paper
- I print them myself on other paper (e.g. inkjet)
- my local photo dealer / lab develops them
- I order them through an online photo-service
- I order them through an other retailer

4) {title} appears {enter no. of issues} times a year.

I read _____ issues a year. This is the first time I have read this magazine

5) I obtain {title} {publisher: select only the relevant responses}

- I am a subscriber
- I buy the magazine in a bookshop or kiosk
- I obtain the magazine for free
- The magazine is a free advertising sample
- I read it after someone else has finished with it
- I read it at a photo club, school, library, etc.

6) Apart from me, __ people read any one issue of {title}.

7) Of any one issue of {title} I normally read

- all/almost all pages
- about a quarter
- about three quarters
- only a few pages
- about half

8) I pick up an issue of {title} about (__) times to leaf through it or read it

9) I read an issue of {title} for a total of about _____ minutes



The Questionnaire II



10) I rate {title} as follows:

{title}	completely true	not true		
- is an important photo magazine		o	o	o
- is an inspiring photo magazine		o	o	o
- has a high level of practical use		o	o	o
- is very reliable and competent		o	o	o
- gives valuable tips for buying cameras		o	o	o
- gives useful tips for selecting the right accessories		o	o	o
- makes the market more transparent		o	o	o
If {title} were no longer published I would miss it		o	o	o

11) My photographic equipment consists of (SLR = single lens reflex)

_____ analogue cameras, including _____ SLR
 _____ digital cameras, including _____ SLR
 _____ flatbed scanner(s) o photo printer(s) o

12) I own a Camera Telephone:

	no o	fairly often o	fairly rarely o	yes o, and I
- take photos with one				
- transmit photos				
- print photos				

13) In the next 24 months I intend to buy

Compact camera	o	
Film scanner		o
SLR 35mm system		o
Flatbed scanner		o
Medium format camera	o	
Photo printer		o
Digital camera < 6 Mp		o
Flashlight		o
Digital camera > 6 Mp		o
Lightmeter		o
Digital SLR camera		o
Imaging software		o
Interchangeable lenses	o	
Album software		o

14) The following applies to me

	completely true	not true		
I'm happy to pass on tips on photo composition		o	o	o
I pass on my knowledge to other people in courses		o	o	o
I emphasise computer-based photo composition		o	o	o
I have already given advice to other people who have bought photographic articles		o	o	o



The Questionnaire III



15) I regularly obtain information about photographic products

(more than one answer is possible)

- 1. in photo magazines
- 2. in computer magazines
- 3. in multi-topic magazines
(digital photo/video/audio)
- 4. at my specialist dealer
- 5. at trade fairs
- 6. from company brochures
- 7. in the internet

In such matters I trust No. ____ above most
as a source of information

16) I obtain my photographic requirements from ...

	always	often	rarely	never
a photographic dealer	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
media discounters	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
mail order and/or				
online shops	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
second-hand	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

17) I read the advertisements and supplements in {title}

always often rarely never

18) Advertisements in {title}

	completely true	not true
- have informational value for me	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>
- have prompted me to make a purchase previously		<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>

19) Personal information

I am male female
I am _____ years old

My current occupation

self-employed/freelance	<input type="checkbox"/>
employee/permanent civil servant	<input type="checkbox"/>
skilled worker/other worker	<input type="checkbox"/>
not employed/on a training course	<input type="checkbox"/>
other	<input type="checkbox"/>

My educational qualifications

Secondary modern school / O-Levels	<input type="checkbox"/>
A-level certificate/ high school graduate	<input type="checkbox"/>
University education	<input type="checkbox"/>



The Questionnaire IV



The net monthly income of all household members is

less than EUR 1,000	0
1,000 to EUR 1,499	0
1,500 to EUR 1,999	0
2,000 to EUR 2,499	0
2,500 to EUR 2,999	0
3,000 to EUR 3,499	0
3,500 to EUR 3,999	0
over	0

20) My postal code: _____



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