



# Readership Survey 2007 - Final Report -



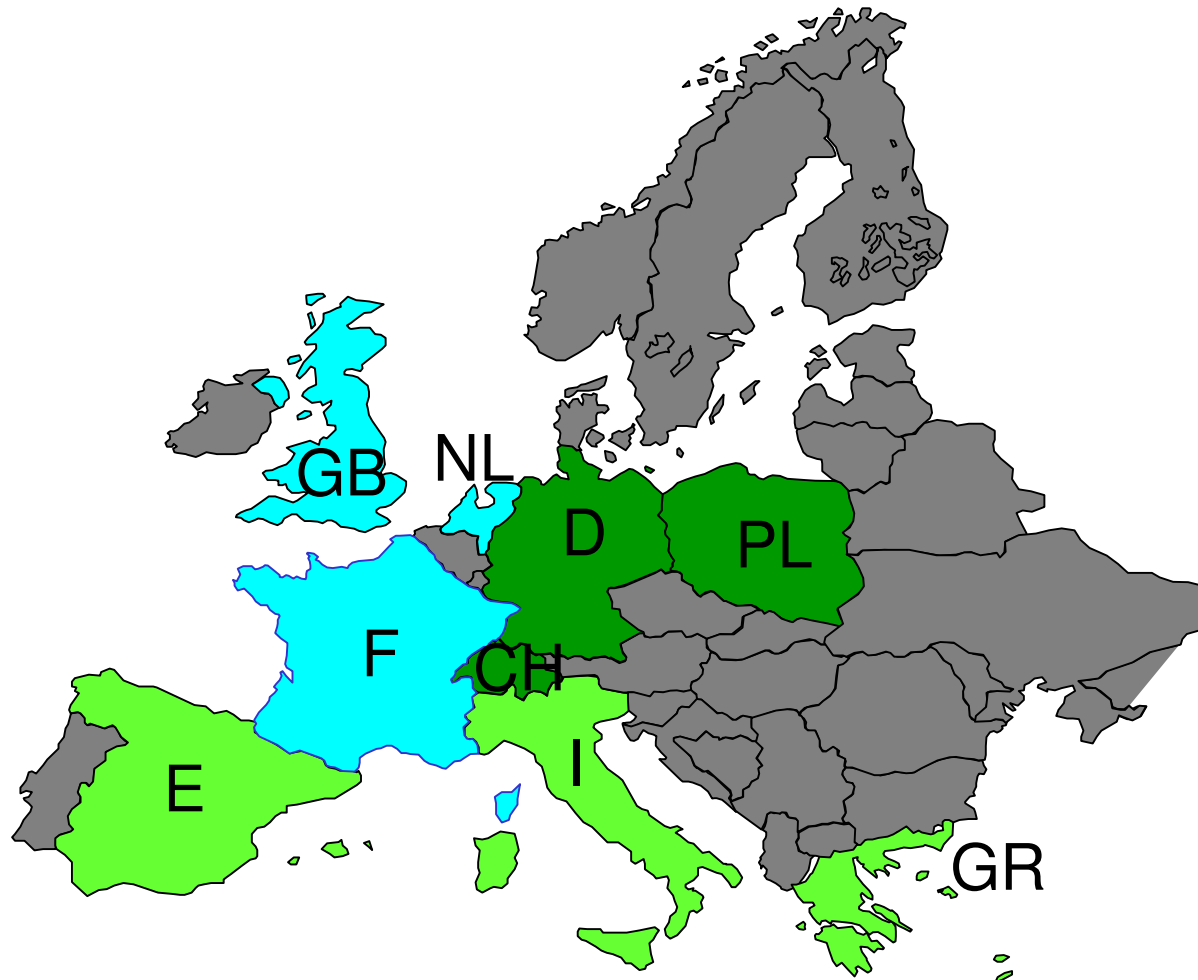
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# 1. Skeleton Data - Magazines by Regions



● Central  
4 Professionals  
3 Consumers

● West  
2 Professionals  
5 Consumers

● South  
2 Professionals  
4 Consumers

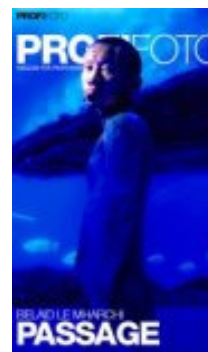
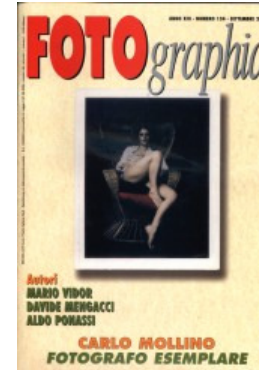
# 1. Skeleton Data - Magazines for Professionals

Magazines aimed chiefly  
at **professionals**

- "I take photographs as a professional photographer"
- "I take photographs as a professional user"  
> 40 %

8 Magazines  
8 Units  
6 Countries

average of 225  
questionnaires/unit



# 1. Skeleton Data - Magazines for Consumers

Magazines aimed chiefly  
at consumers

“I take photographs  
privately”  
> 80 %

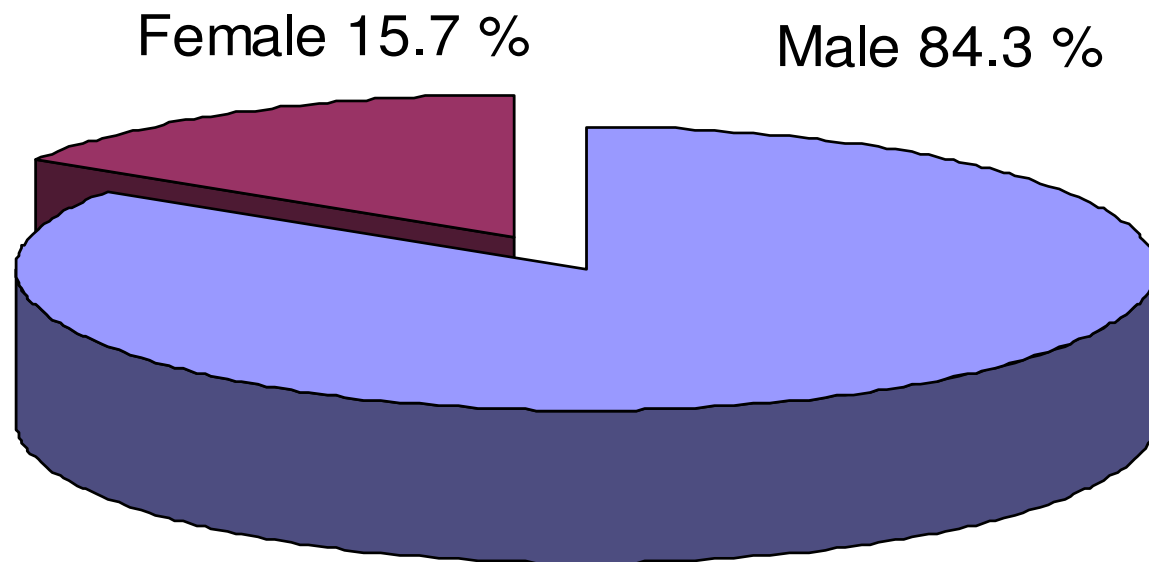
12 Magazines  
9 Units  
8 Countries

average of 253  
questionnaires/unit

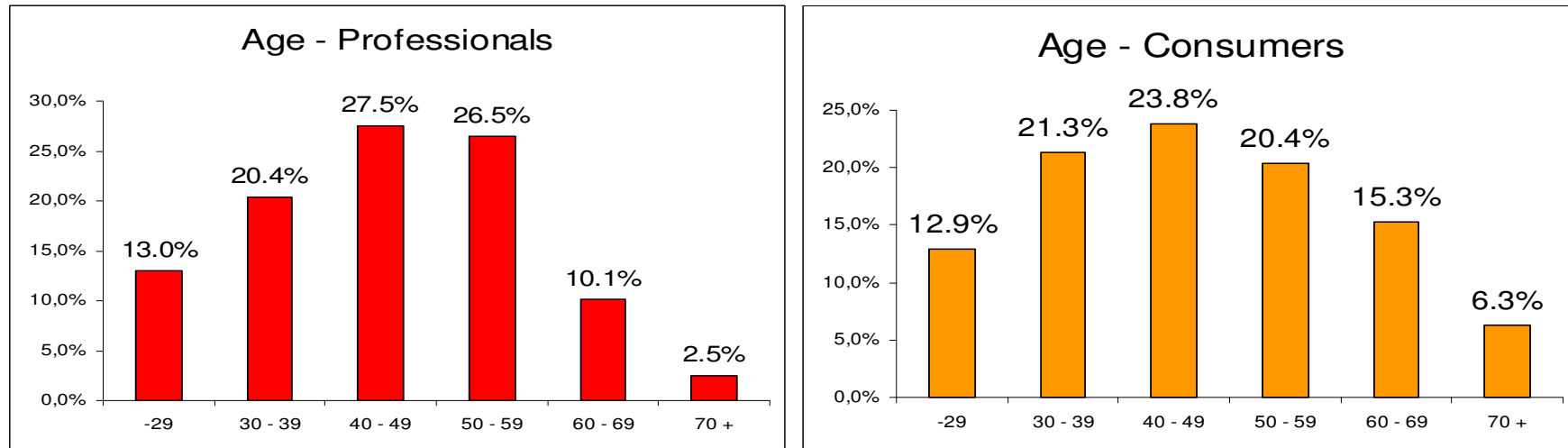


## 2. Personal Information - Sex

### Overall

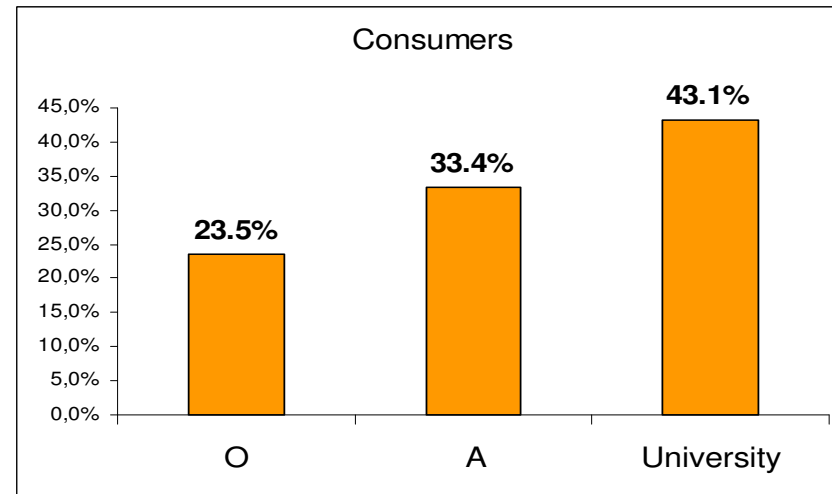
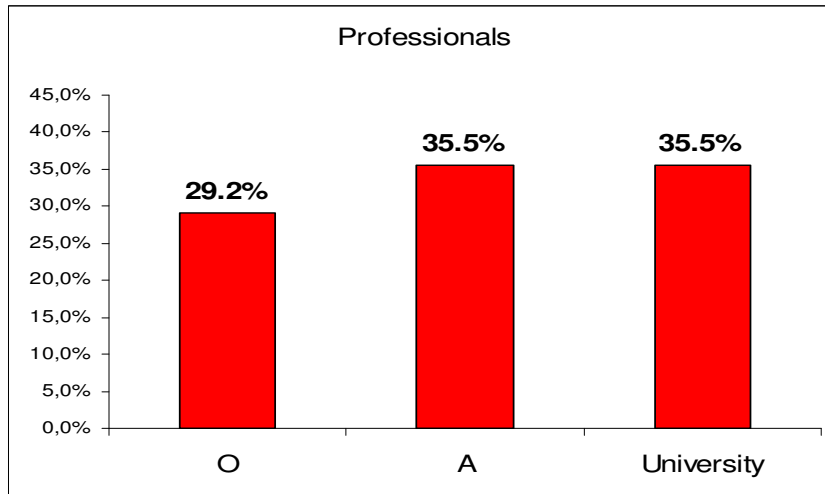


## 2. Personal Information - Age Distribution by Target Group



Among the professionals, there are clearly less readers over 60 years than among the consumers.

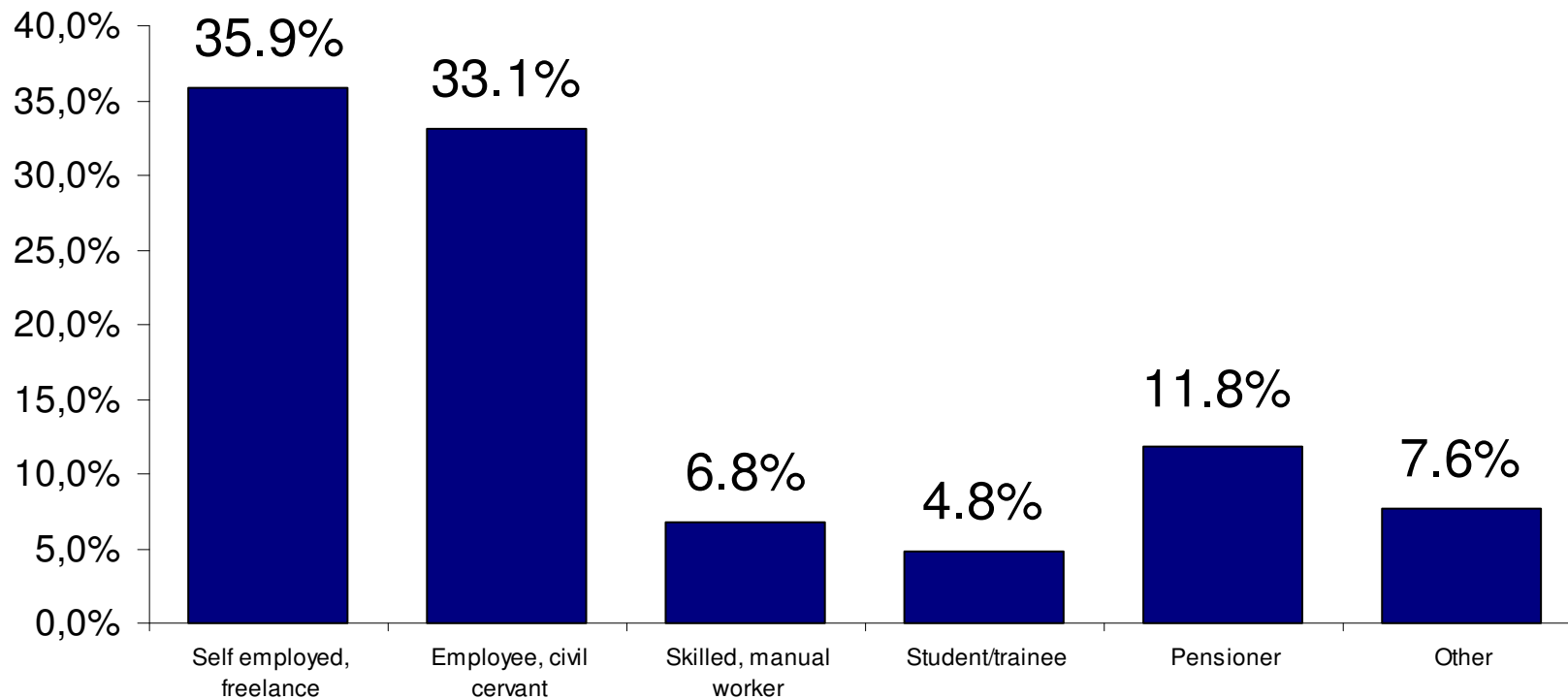
## 2. Personal Information - Formal Education by Target Groups



Nearly three of four consumers have A-levels.

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.

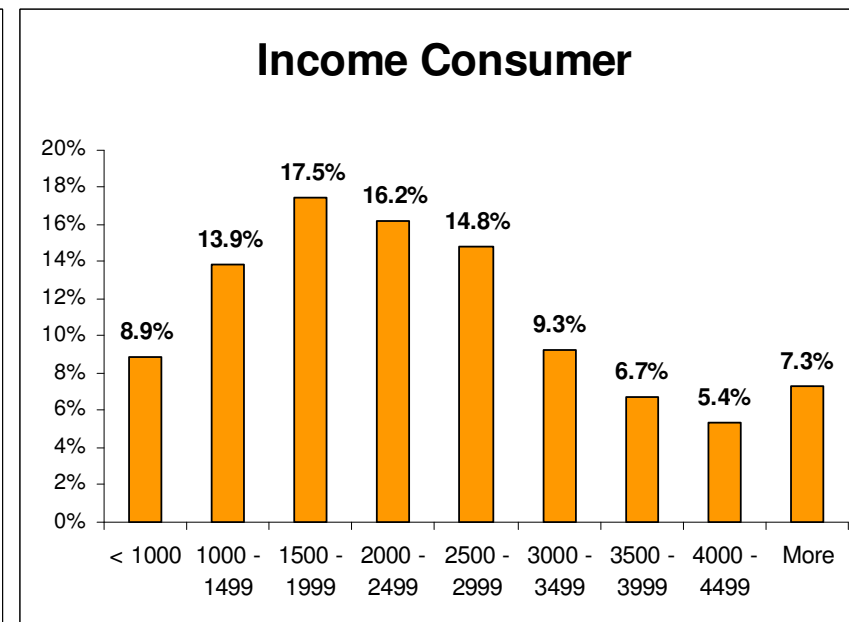
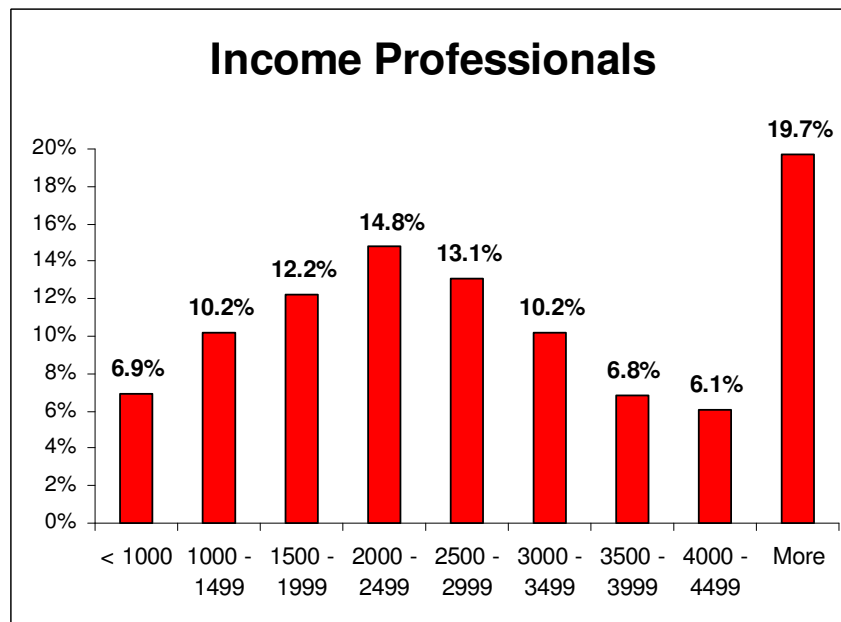
### Occupational Groups Overall





## 2. Personal Information - Income by Target Group

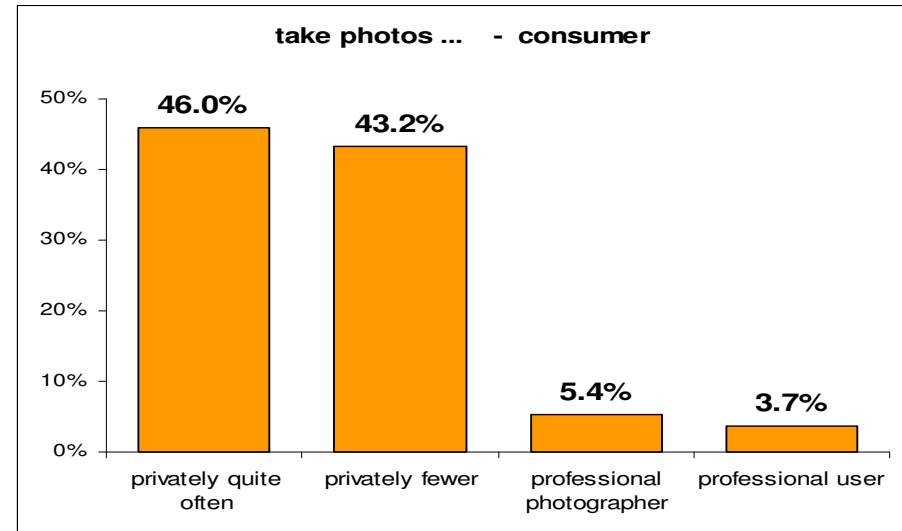
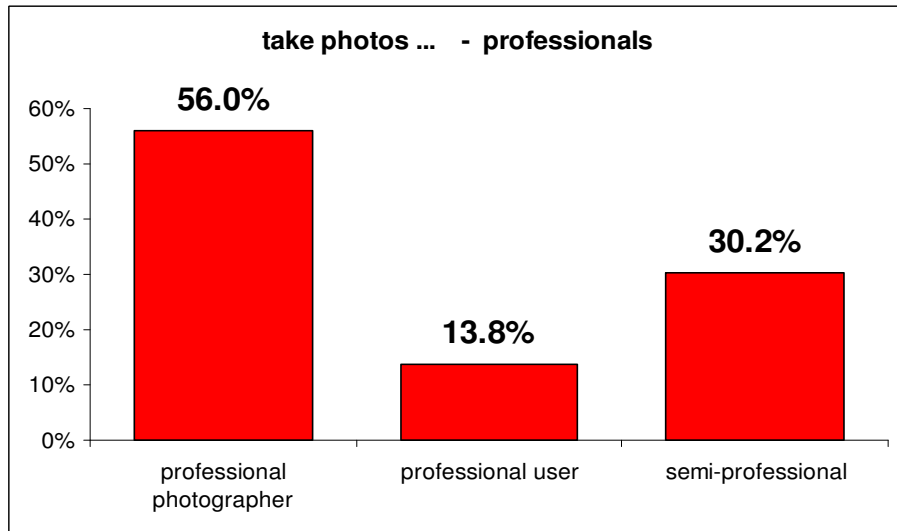
### Net Monthly Household Income in Euros



Every fourth professional has a gross monthly income of over 4,000 Euros.



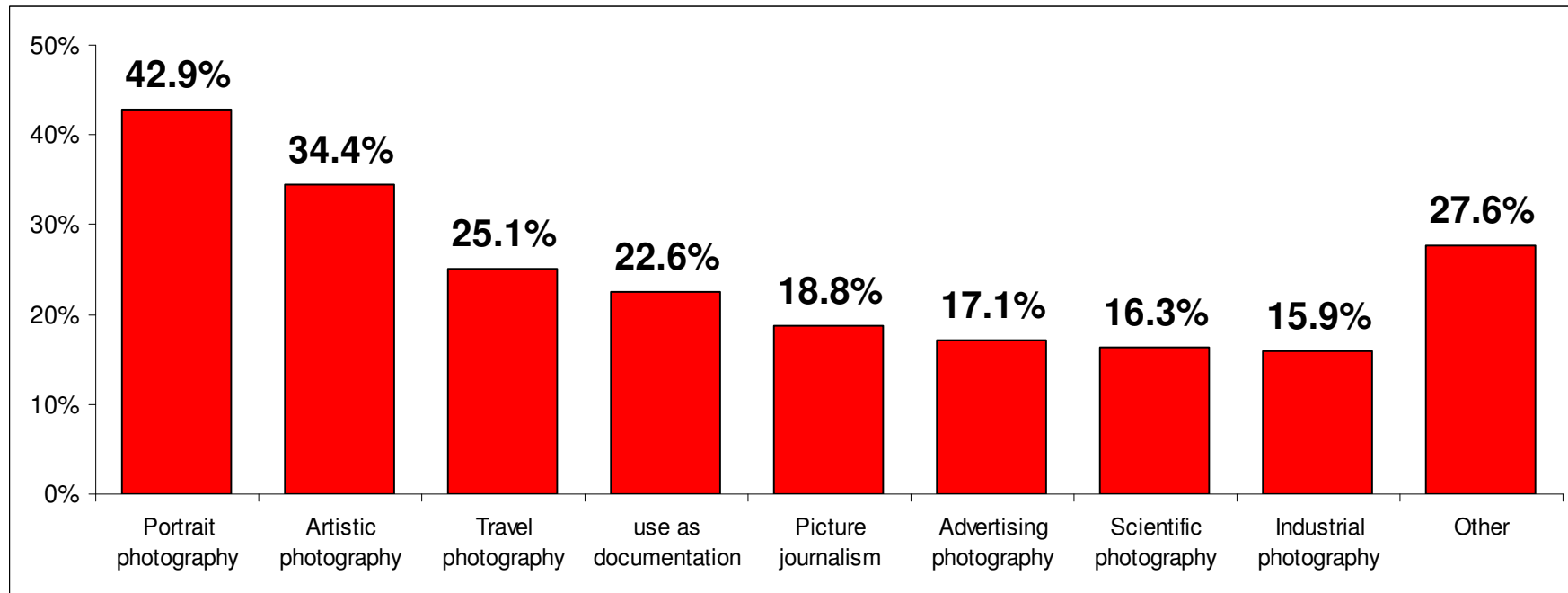
### 3. Photography Practice: “I take photos...”, II



Nearly every third reader of the magazines for professionals is an amateur. By way of contrast, 9 percent of the readership of the consumer magazines are professionals.

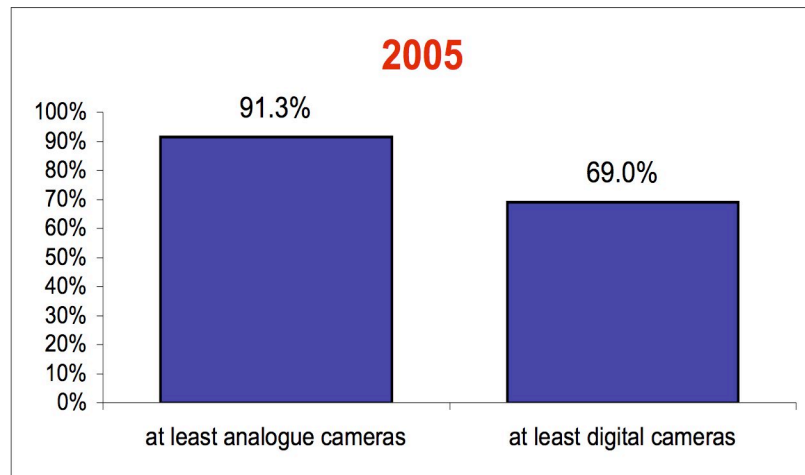


### 3. Photography Practice - Professionals “I primarily work in the following fields...”



The greatest number of readers of the magazines for professionals work in portrait photography. Every third reader is also active in artistic photography, every fourth in travel photography.

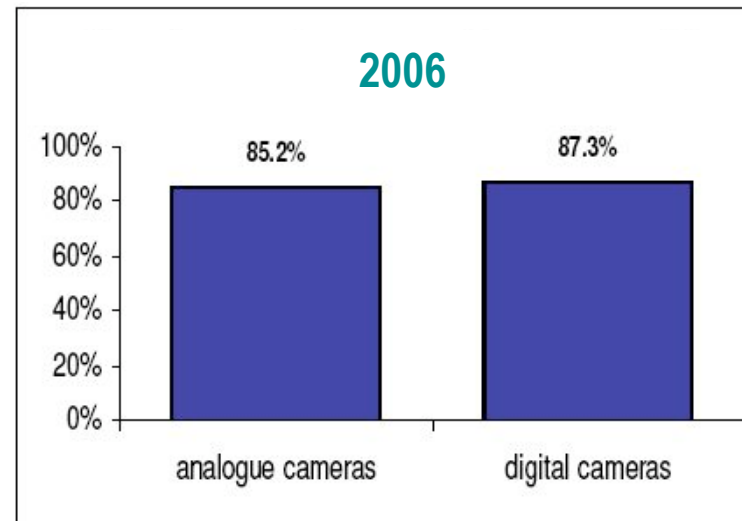
Note: More than one answer was possible



Analogue: 3.4 cameras including 2.2 SLR  
 Digital: 1.5 cameras including 0.7 SLR

54.0 % flatbed scanner  
 47.2 % photo printer

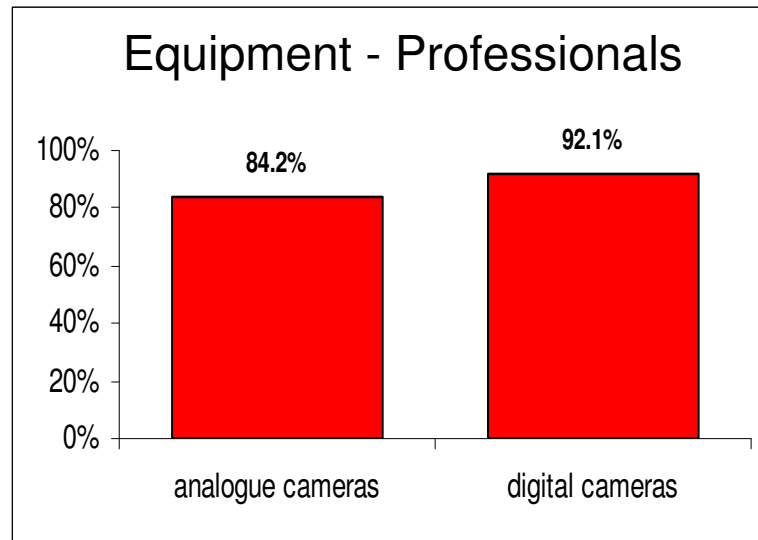
Camera collectors were excluded



Analogue: 3.3 cameras. 74,4% 2.3 SLR  
 Digital: 1.9 cameras. 61,0% 1,3 SLR

59.0 % flatbed scanner  
 56,0 % photo printer

### 3. Photography Practice - Photographic Equipment by Target Group I



Analogue: 3.5 cameras including  
77.9 % overall with 2.4 SLR-cameras

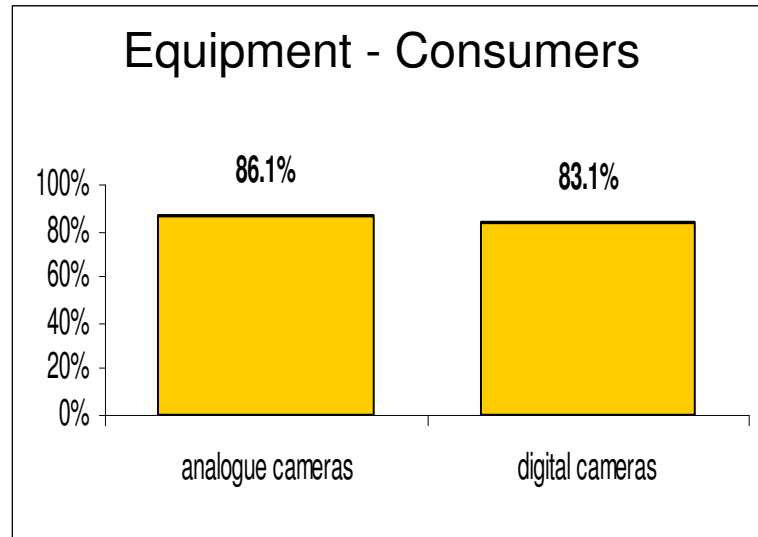
Digital: 2.2 cameras including  
71.9 % overall with 1.6 SLR-cameras

65.1 % flatbed scanner

63.1 % photo printer

As expected, the professionals are better equipped than the amateurs. Nearly four of five professional photographers with digital cameras have one digital SLR-camera.

### 3. Photography Practice - Photographic Equipment by Target Group II



Analogue: **3.1** cameras including  
71.3 % overall with **2.2** SLR-cameras

Digital: **1.7** cameras including  
51.4 % overall with **1.1** SLR-cameras

**53.5 %** flatbed scanner

**49.7 %** photo printer

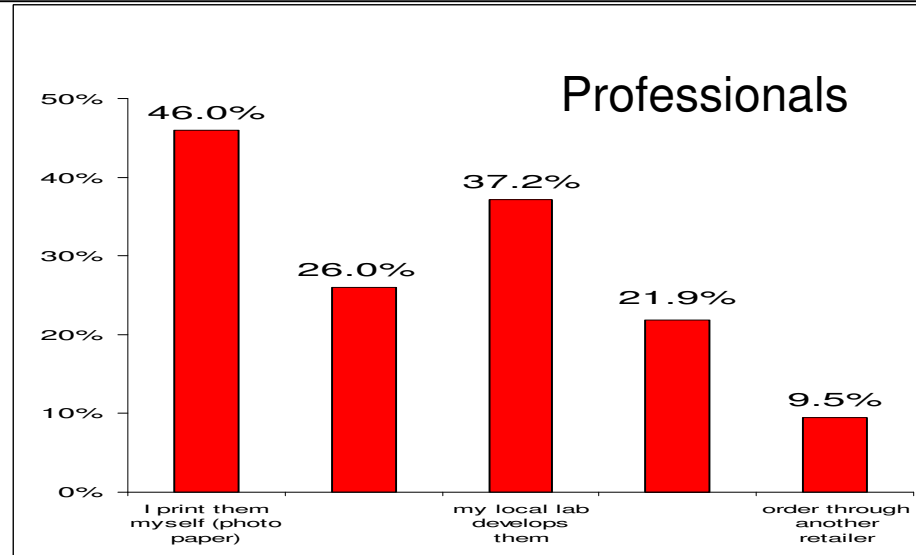
At least 83 percent of the readers of magazines for consumers already have a digital camera. Every second reader owns a digital SLR-camera.



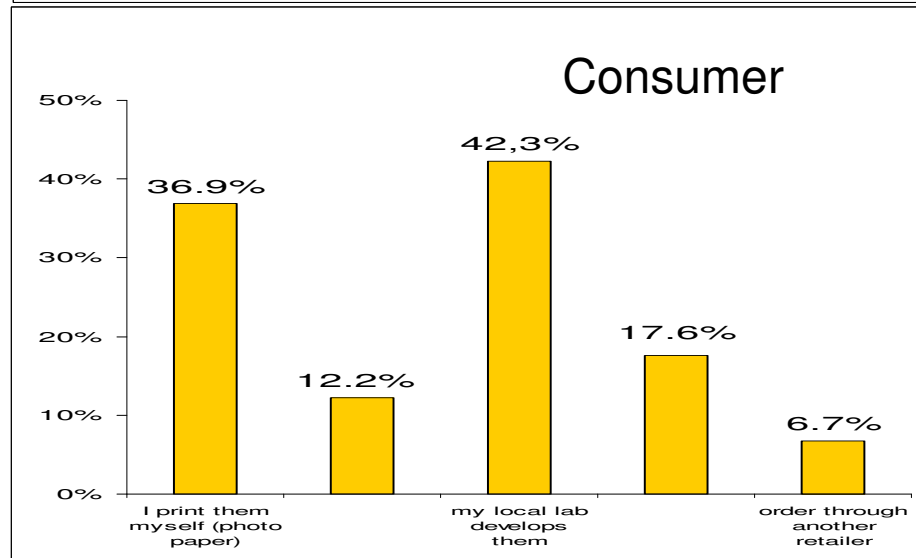
### 3. Photography Practice - "To obtain Prints of my Digital Photos ...", II



Just under every second professional prints his own digital photographs himself on photo paper.

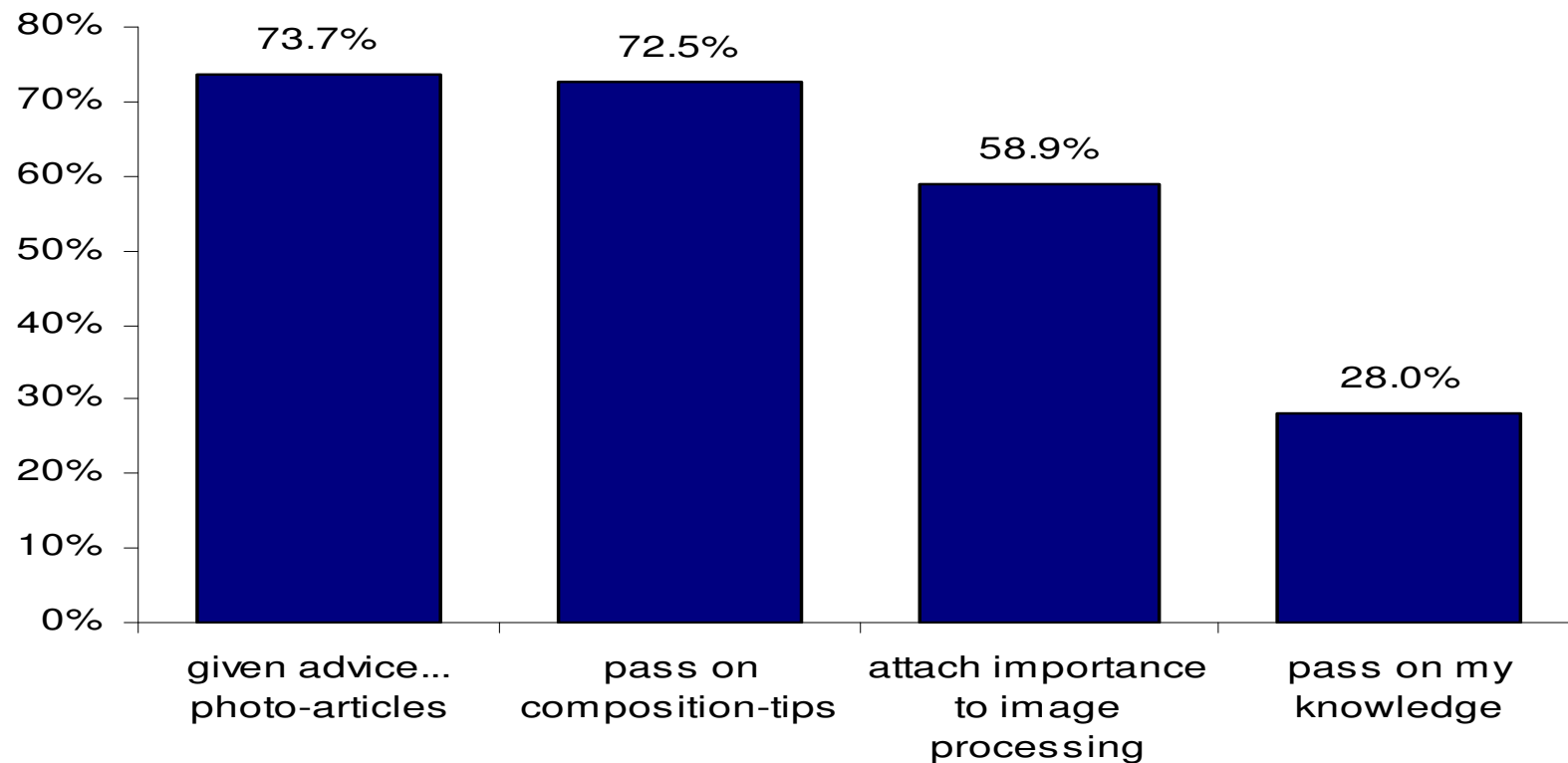


The majority of consumers hand their digital photos in to a local dealer or laboratory.



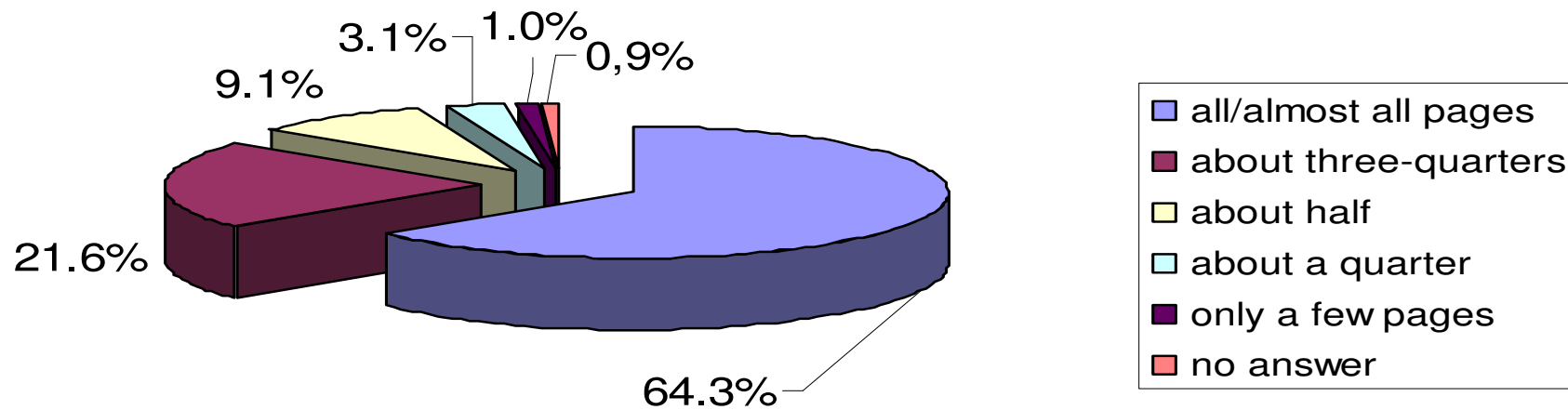
## Readers as multipliers

completely true / true - total





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



Probability of page exposure: **84.2 %** (66.1 % - 96.8 %)

## 4. Reading Behaviour II

Reading Time: **81.4 minutes**

Minimum average: 39 minutes

Maximum average: 179 minutes

Frequency of Utilisation per Copy: **5.3**

Minimum average: 2.2

Maximum average: 7.8

Readers per Copy: **2.3**

Minimum average: 1.8

Maximum average: 3.1

Readers of maximum  
readership per number: **81.4** (47.1 % - 97.4 %)

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

important magazine	89.7 %
reliable and competent	87.6 %
I would miss it	80.4 %
inspiring magazine	79.8 %
high level of practical use	79.5 %
tips for selecting accessories	76.2 %
tips for buying cameras	75.9 %
makes market transparent	69.0 %



## 5. Attitudes to the Magazines - Information Sources by Target Group



### I regularly obtain information... (in %)

	Total	Profess.	Consumers
<b>photo magazines</b>	91.6	87.2	95.5
internet	59.7	62.9	57.0
company brochures	28.2	35.4	21.7
my specialist dealer	27.2	30.9	24.0
trade fairs	25.0	37.9	13.7
computer magazines	20.6	22.3	19.1
multi-topic magazines	17.3	18.6	16.1



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



### I trust most in... (in %)

	Total	Profess.	Consumers
<b>photo magazines</b>	42.1	31.0	52.1
the internet	6.9	7.1	6.7
my specialist dealer	5.2	5.8	4.7
trade fairs	2.2	3.3	1.2
company brochures	1.1	1.3	0.9
multi-topic magazines	0.7	1.0	0.4
computer magazines	0.5	0.6	0.3
<i>missing values</i>	41.3	49.9	33.6



## 6. Attitudes to the Magazine-Websites Reasons for Use - All Readers II



### I visit the [magazine-] Website,

(several times a month / once a month):

	<b>Professionals</b>	<b>Consumers</b>
to keep up-to-date ...	28.3 %	40.0 %
to look up test reports and photos of tested products	23.2 %	33.7 %
to find out about dates	22.9 %	24.2 %
to read the classified ads	16.6 %	25.2 %
to exchange views in the forum	11.0 %	5.9 %
to buy something in the shop	2.6 %	6.3 %
to use other services	17.6 %	25.1 %

Note: More than one answer was possible

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

	<b>Total</b>	<b>Professionals</b>	<b>Consumers</b>
Changeable lenses		<b>43.8%</b>	
- with stabilizer	<b>27.8%</b>	<b>43.3%</b>	<b>31.5%</b>
- without stabilizer	<b>19.4%</b>	<b>26.0%</b>	<b>18.9%</b>
Digital SLR cameras	<b>34.2%</b>	<b>33.5%</b>	<b>35.1%</b>
Imaging software	<b>22.0%</b>	<b>26.7%</b>	<b>17.7%</b>
Digital cameras >6 mp	<b>20.6%</b>	<b>20.6%</b>	<b>21.6%</b>
Memory modules		<b>30.8%</b>	
Flashguns			<b>22.3%</b>
Photo printers	<b>16.2%</b>	<b>18.2%</b>	<b>14.5%</b>
Studio lamps		<b>17.0%</b>	
Album software	<b>11.0%</b>	<b>15.7%</b>	<b>6.8%</b>
Film scanners	<b>9.6%</b>	<b>10.0%</b>	<b>9.2%</b>
Tripods		<b>9.8%</b>	
Beamers		<b>9.3%</b>	
Medium format cameras		<b>8.5%</b>	
Flatbed scanners	<b>7.1%</b>	<b>9.3%</b>	<b>5.7%</b>



## 7. Buying Behaviour and Attention to Advertisements - Purchasing Sources II



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

	<b>Total</b>	<b>Profess.</b>	<b>Consumer</b>
photographic dealer	77.4	77.0	77.8
mail order/online shops	34.0	38.3	29.7
media discounter	20.8	19.6	21.8
second hand outlets	16.5	17.9	15.3

Note: More than one answer was possible





## 7. Buying Behaviour and Attention to Advertisements - Advertisements II



(always/often in %)

	<b>Total</b>	<b>Profess.</b>	<b>Consumers</b>
I read the advertisements	80.7	78.0	83.0
Advertising in the magazine...			
- have informational value for me	77.8	79.1	76.7
- have prompted me to make a purchase in the past	50.9	54.4	47.8