READER SURVEY 2024
– FINAL REPORT –

Technical Image Press Association (TIPA)
TIPA is a registered non-profit association in Spain
No. 163.954, 14-07-1998
V.A.T. G82164260

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The intention of the survey was to collect valid data from the whole spectrum of the readers of the TIPA publications. A basic questionnaire was used for the purpose of comparability and to incorporate the results.

For all TIPA publications an online-survey with identical questionnaire was published on www.tipa.com/reader-survey.

Global online-survey for 26 TIPA magazines and websites from 13 countries. The survey was advertised simultaneously in the TIPA publications.

Duration: September 1–30, 2024

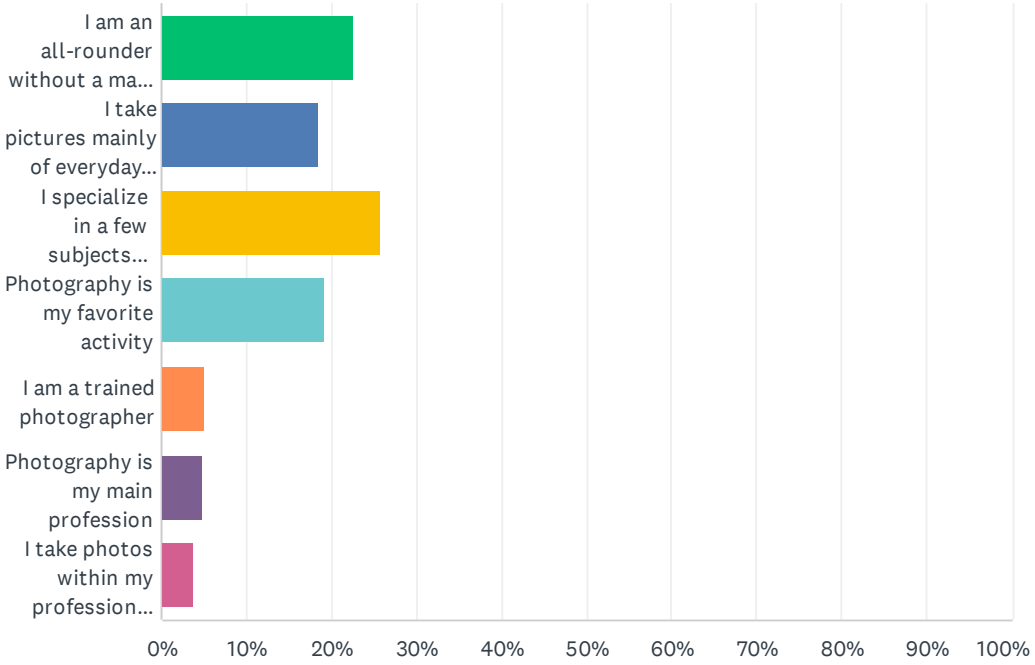
Total returns = 3 081 (from 86 countries)

Key Findings:

- **Photography as a Passion:** An overwhelming majority of respondents identify as avid photographers, with over 70% considering photography a regular pursuit or even their favorite activity. Over 25% are specialized in key areas such as nature, fashion, or travel photography, reflecting a deep engagement with the art.
- **Camera Usage:** Half of the respondents regularly use two cameras to take pictures. Mirrorless digital system cameras continue to gain popularity, with over 54% planning to purchase a system camera in the next 24 months. 53% record images with full format sensor and 44% with APS-C sensor cameras. 14% occasionally use cameras with a medium format sensor. 26% never go out without a camera, and 29% prefer to buy photographic products of a specific brand. In addition, interchangeable lenses and accessories remain top priorities for TIPA publication readers.
- **Media Consumption and Trusted Sources:** Photography magazines (print and online) remain the most trusted source of information for nearly 49% of respondents, followed by online photo sites (34%). Interestingly, influencers are the least trusted source, with only 7.3% of respondents relying on them for photography-related information.
- **Intention to Buy New Equipment:** The survey reveals a strong intent among photographers to invest in new gear, with 55% planning to purchase a mirrorless camera, followed closely by interchangeable lenses (46%) and accessories (40%). This highlights a clear trend towards continuous upgrades, demonstrating the community's commitment to maintaining cutting-edge tools and technologies for their craft. Smartphones, software, and tripods also ranked highly in anticipated purchases, showing that photographers are focused on both camera systems and enhancing their overall workflow.
- **Purchasing Decisions:** Test seals and awards play a critical role in purchasing decisions, with 68% of respondents stating they associate the TIPA logo with an award given to high quality photo cameras and imaging products. Additionally, 47% feel that test seals and awards provide a helpful guidance when buying products. This reinforces TIPA’s position as a global non-profit association representing high-quality photo products and services, and strengthens its influence in the market.

Q1 As a photographer I characterise myself as follows

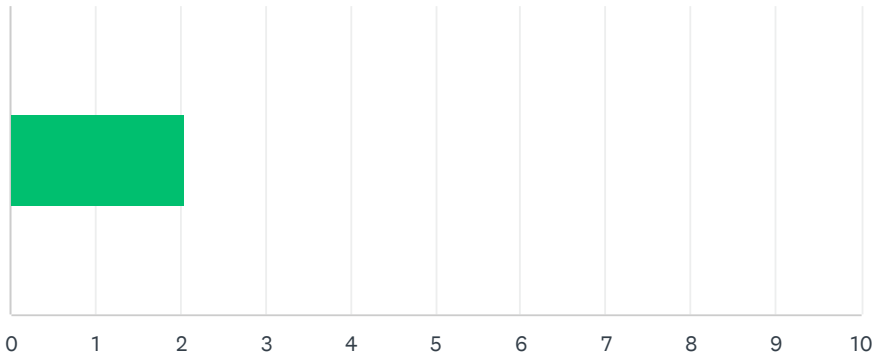
Answered: 3,067 Skipped: 14



ANSWER CHOICES	RESPONSES	
I am an all-rounder without a main focus	22.66%	695
I take pictures mainly of everyday life (friends, family…)	18.65%	572
I specialize in a few subjects (nature, fashion, travel…)	25.89%	794
Photography is my favorite activity	19.11%	586
I am a trained photographer	5.09%	156
Photography is my main profession	4.86%	149
I take photos within my profession (graphic design, media production…)	3.75%	115
TOTAL		3,067

Q2 How many cameras do you regularly use to take picture?

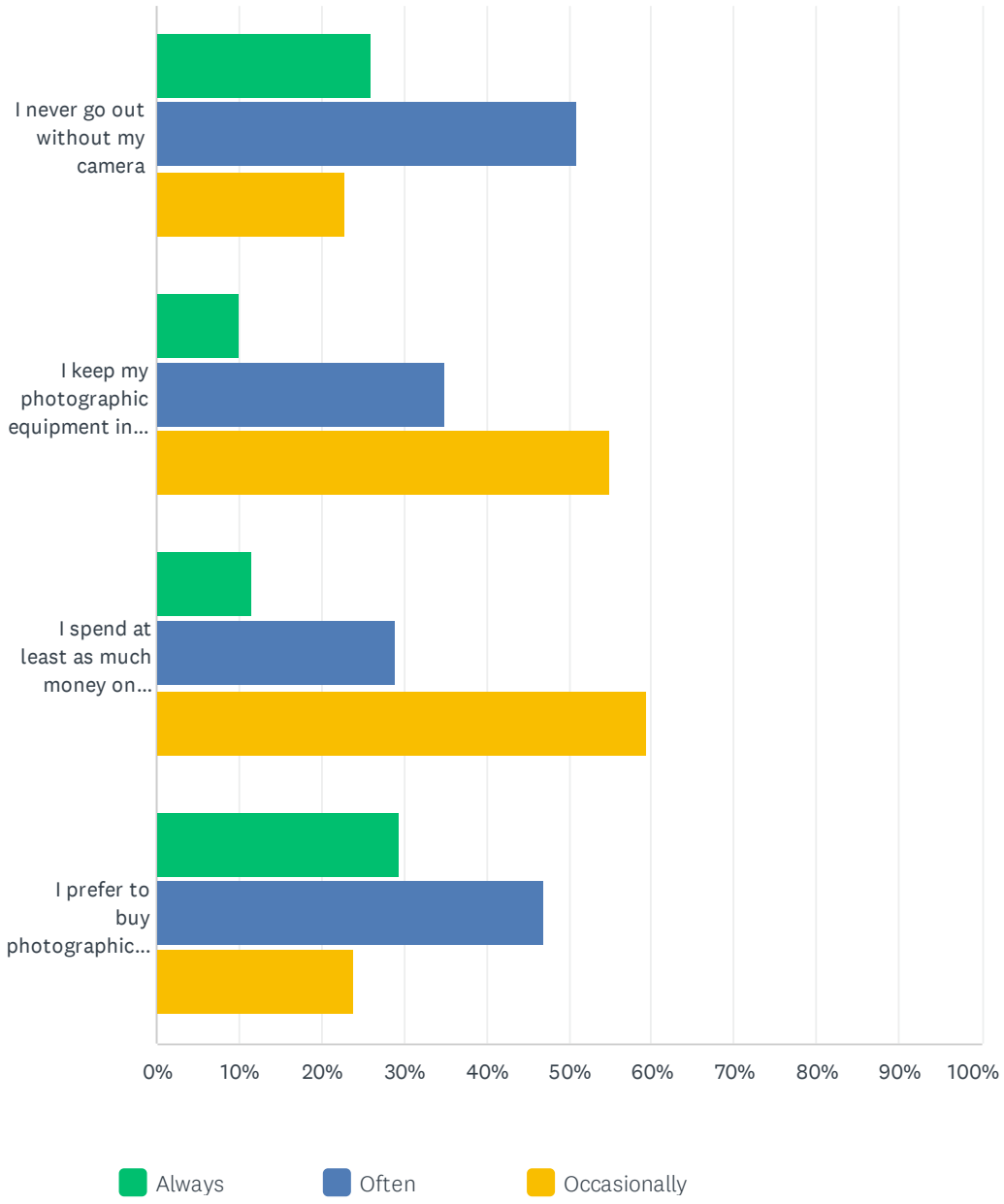
Answered: 2,996 Skipped: 85



ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
	2	6,133	2,996
Total Respondents: 2,996			

Q3 How often do you use your camera?

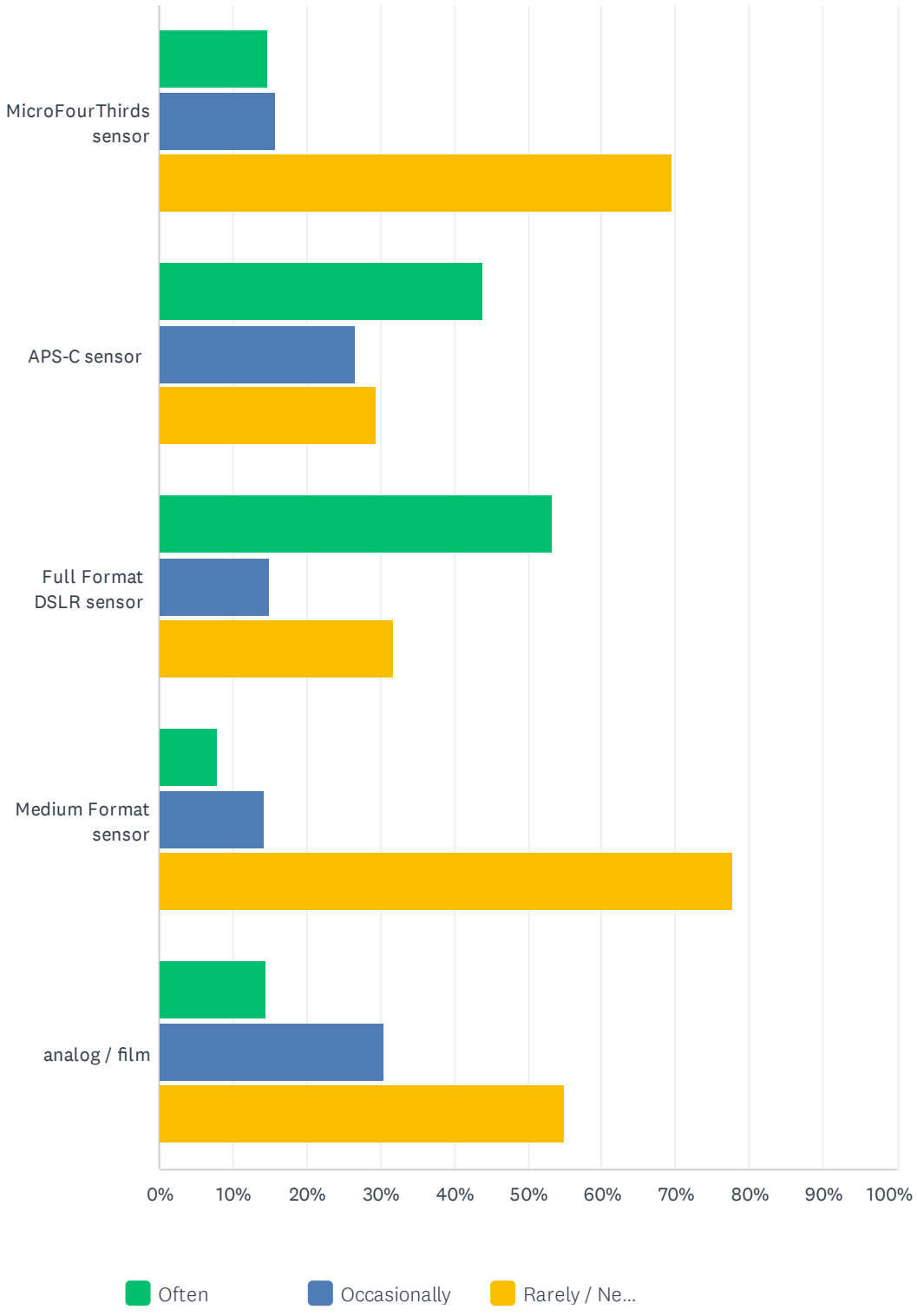
Answered: 3,072 Skipped: 9



	ALWAYS	OFTEN	OCCASIONALLY	TOTAL
I never go out without my camera	26.08% 793	51.04% 1,552	22.89% 696	3,041
I keep my photographic equipment in line withstate-of-the-art technology	9.98% 301	34.93% 1,053	55.09% 1,661	3,015
I spend at least as much money on photographic accessories as on my camera(s)	11.58% 349	28.93% 872	59.49% 1,793	3,014
I prefer to buy photographic products of a specific brand	29.32% 887	46.81% 1,416	23.87% 722	3,025

Q4 I record my images with the following cameras

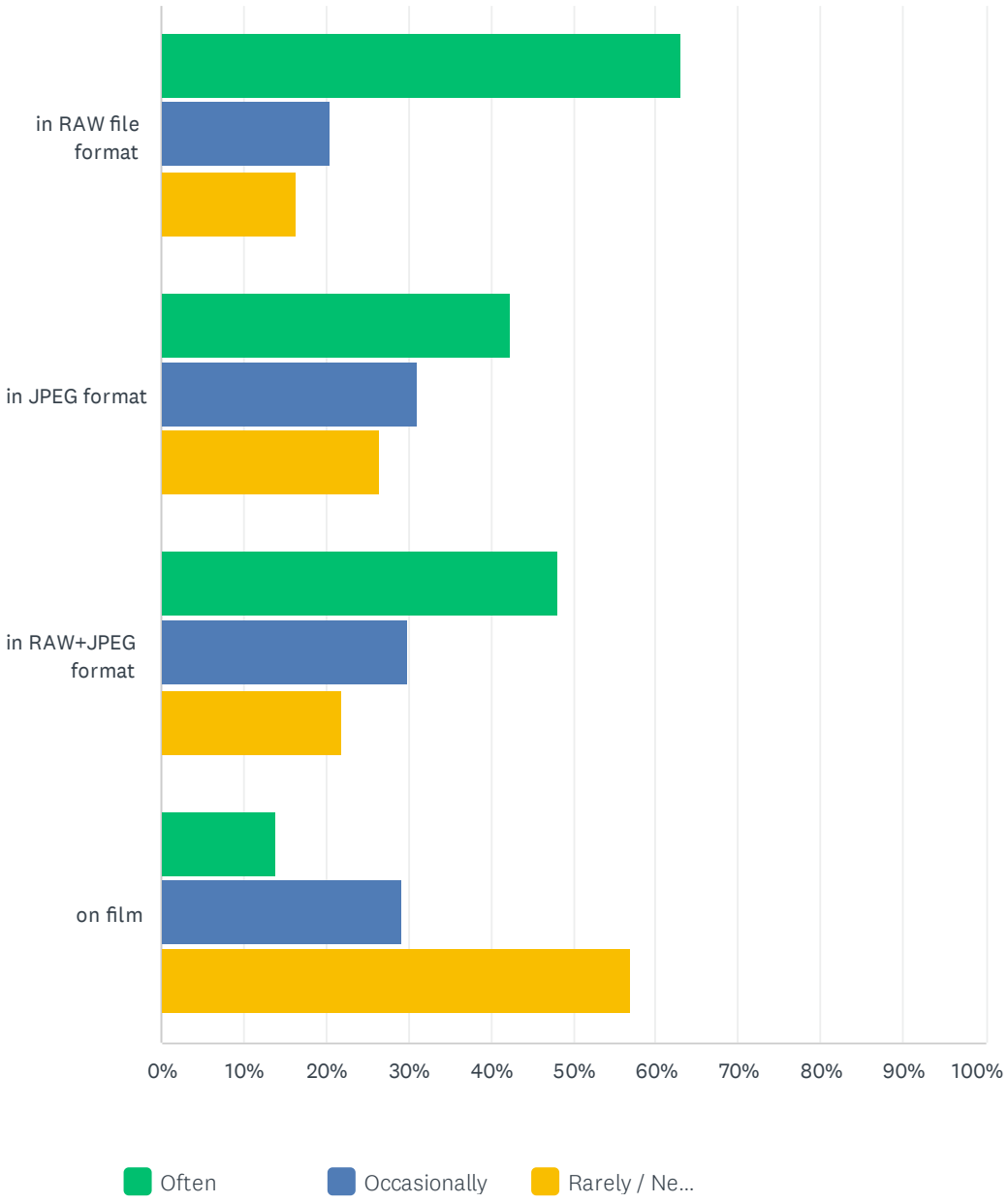
Answered: 3,070 Skipped: 11



	OFTEN	OCCASIONALLY	RARELY / NEVER	TOTAL
MicroFourThirds sensor	14.79% 378	15.73% 402	69.47% 1,775	2,555
APS-C sensor	43.90% 1,219	26.61% 739	29.49% 819	2,777
Full Format DSLR sensor	53.38% 1,510	14.85% 420	31.78% 899	2,829
Medium Format sensor	7.92% 197	14.31% 356	77.77% 1,935	2,488
analog / film	14.48% 381	30.52% 803	55.00% 1,447	2,631

Q5 I usually save my images in this format

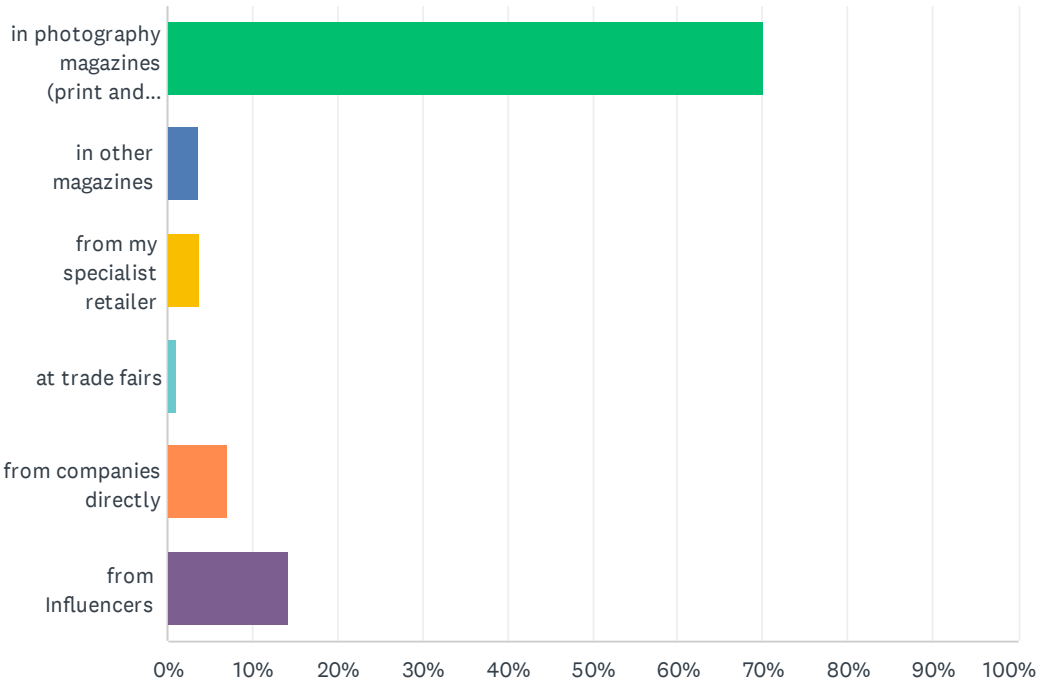
Answered: 3,069 Skipped: 12



	OFTEN	OCCASIONALLY	RARELY / NEVER	TOTAL
in RAW file format	63.10% 1,773	20.57% 578	16.33% 459	2,810
in JPEG format	42.41% 1,162	31.13% 853	26.46% 725	2,740
in RAW+JPEG format	48.21% 1,384	29.78% 855	22.01% 632	2,871
on film	13.90% 375	29.25% 789	56.84% 1,533	2,697

Q6 I regularly inform myself about photographic products

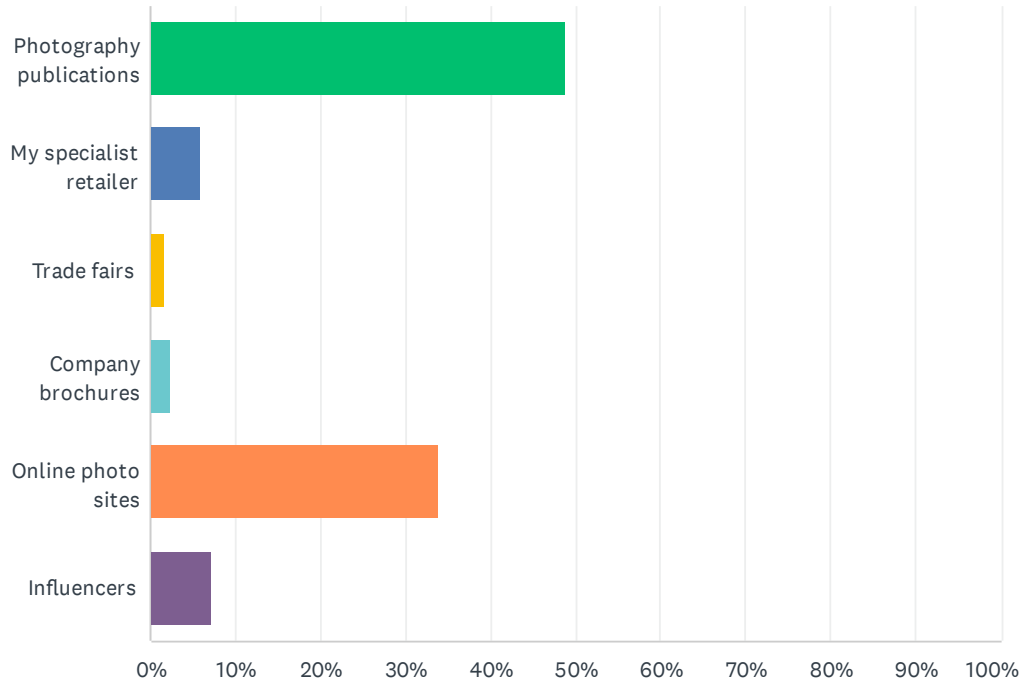
Answered: 3,063 Skipped: 18



ANSWER CHOICES	RESPONSES	
in photography magazines (print and online)	70.16%	2,149
in other magazines	3.72%	114
from my specialist retailer	3.82%	117
at trade fairs	1.08%	33
from companies directly	6.99%	214
from Influencers	14.23%	436
TOTAL		3,063

Q7 The source of information I trust most is

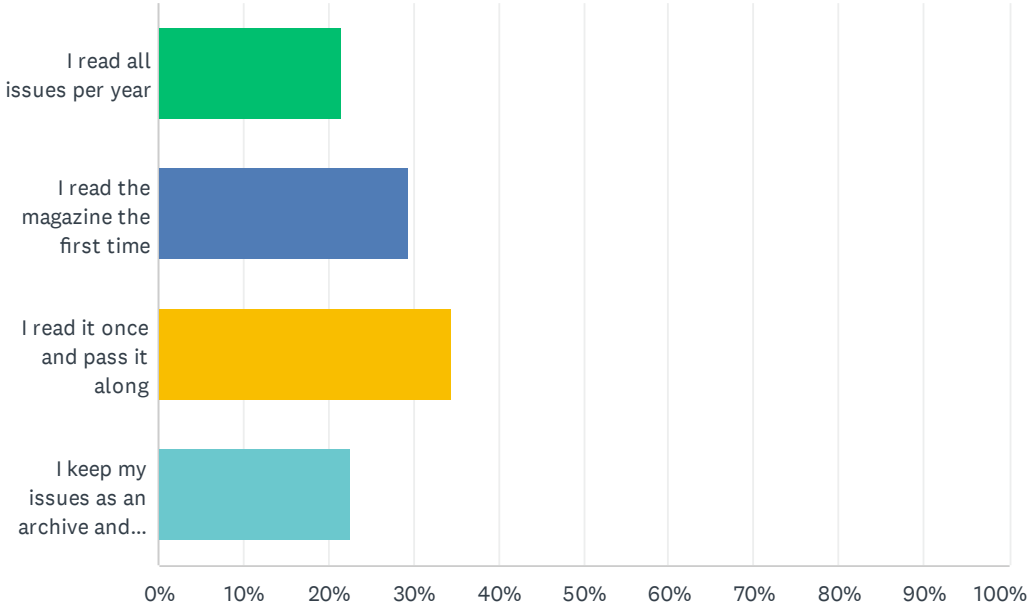
Answered: 3,063 Skipped: 18



ANSWER CHOICES	RESPONSES	
Photography publications	48.91%	1,498
My specialist retailer	6.01%	184
Trade fairs	1.67%	51
Company brochures	2.32%	71
Online photo sites	33.86%	1,037
Influencers	7.25%	222
TOTAL		3,063

Q8 Readership per issue

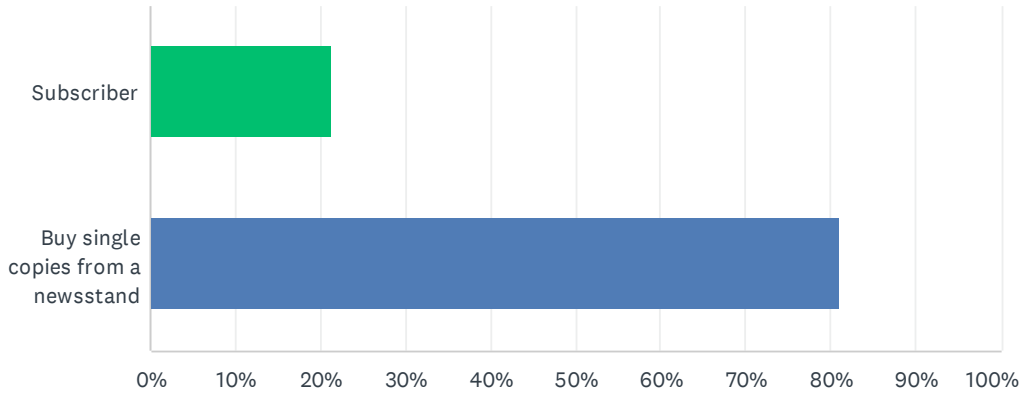
Answered: 3,029 Skipped: 52



ANSWER CHOICES	RESPONSES	
I read all issues per year	21.59%	654
I read the magazine the first time	29.48%	893
I read it once and pass it along	34.63%	1,049
I keep my issues as an archive and share them with friends and associates	22.61%	685
Total Respondents: 3,029		

Q9 I purchase magazines as

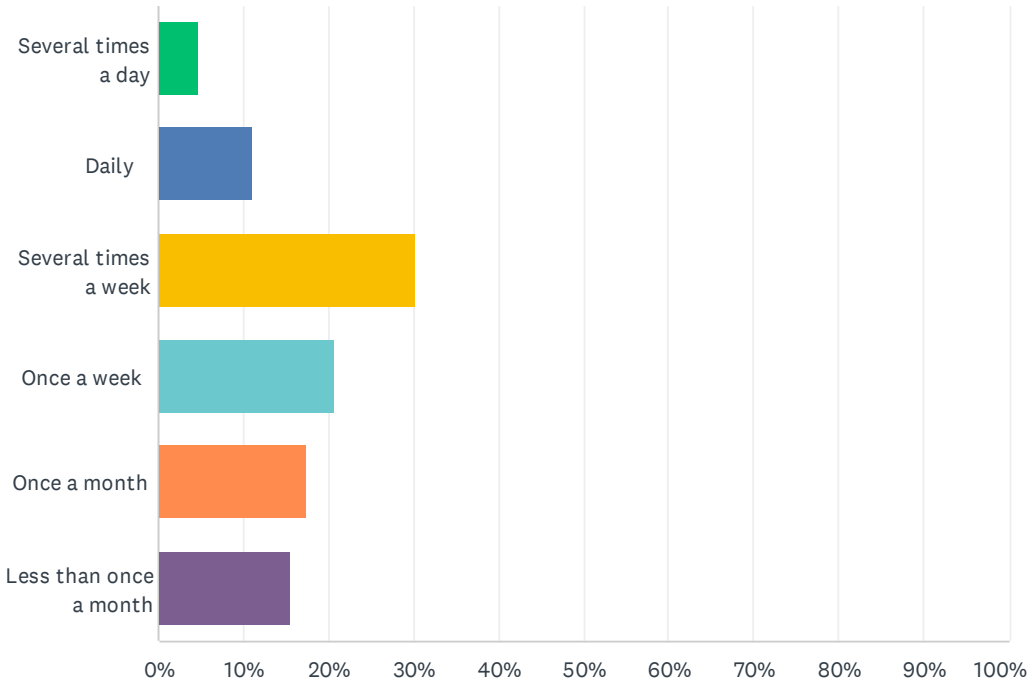
Answered: 3,001 Skipped: 80



ANSWER CHOICES	RESPONSES	
Subscriber	21.33%	640
Buy single copies from a newsstand	80.94%	2,429
Total Respondents: 3,001		

Q10 I usually pick up the magazine / visit the webpage

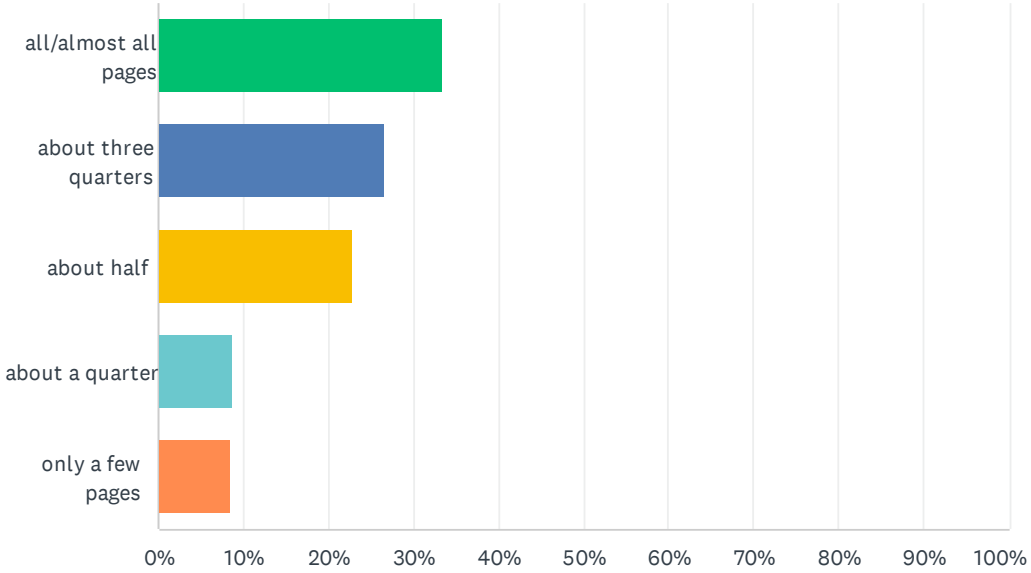
Answered: 3,056 Skipped: 25



ANSWER CHOICES	RESPONSES	
Several times a day	4.78%	146
Daily	11.06%	338
Several times a week	30.37%	928
Once a week	20.75%	634
Once a month	17.51%	535
Less than once a month	15.54%	475
TOTAL		3,056

Q11 Of any one print issue, I normally read

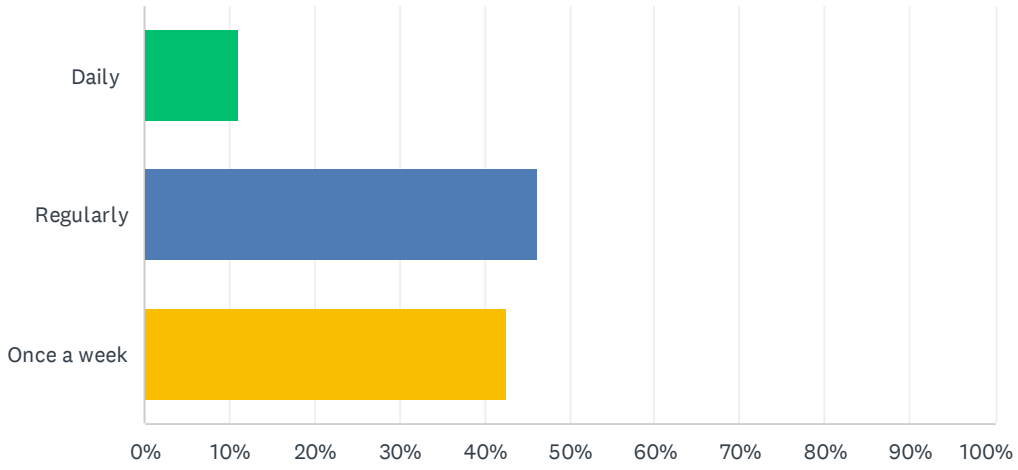
Answered: 3,044 Skipped: 37



ANSWER CHOICES	RESPONSES	
all/almost all pages	33.38%	1,016
about three quarters	26.68%	812
about half	22.83%	695
about a quarter	8.67%	264
only a few pages	8.44%	257
TOTAL		3,044

Q12 How often do you read the magazine / the website per month?

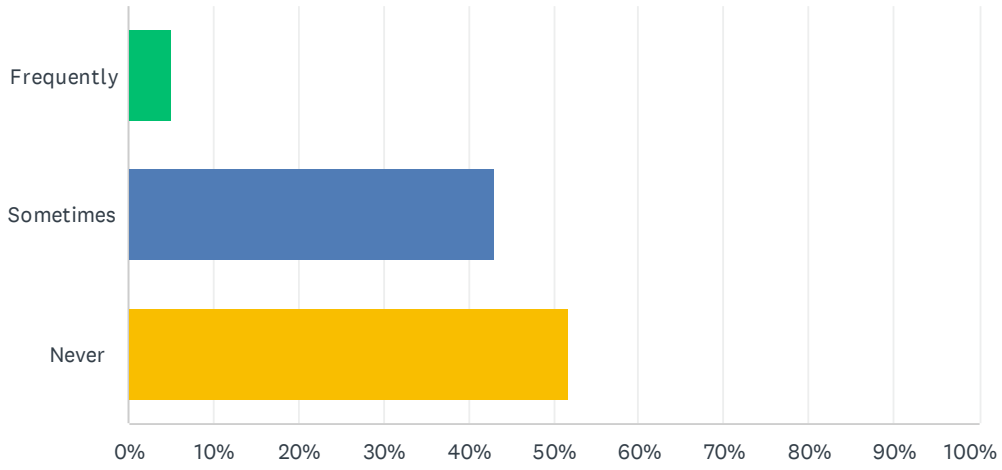
Answered: 3,044 Skipped: 37



ANSWER CHOICES	RESPONSES	
Daily	11.17%	340
Regularly	46.25%	1,408
Once a week	42.58%	1,296
TOTAL		3,044

Q13 How often do you share a post from the TIPA publication website

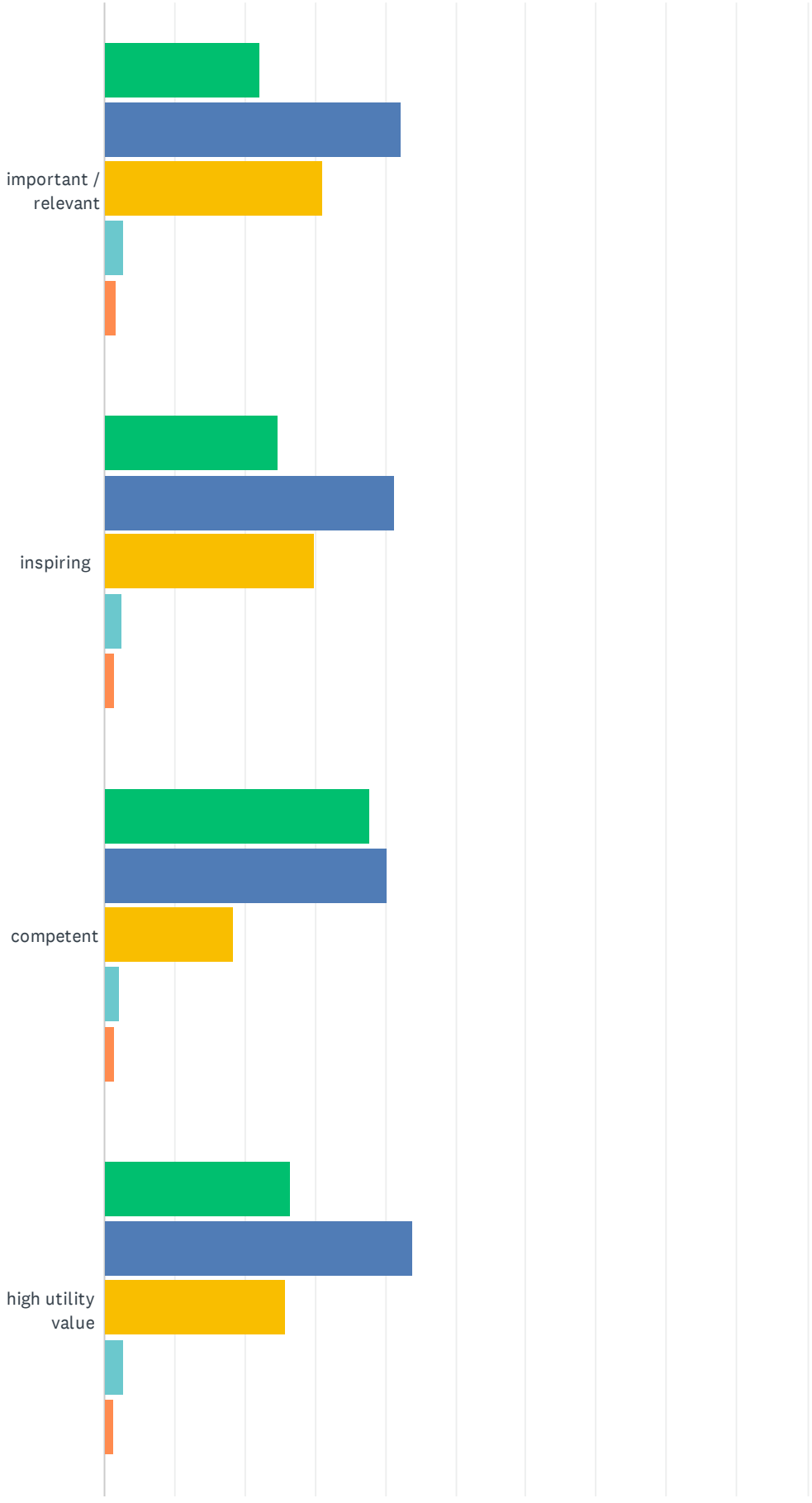
Answered: 3,057 Skipped: 24

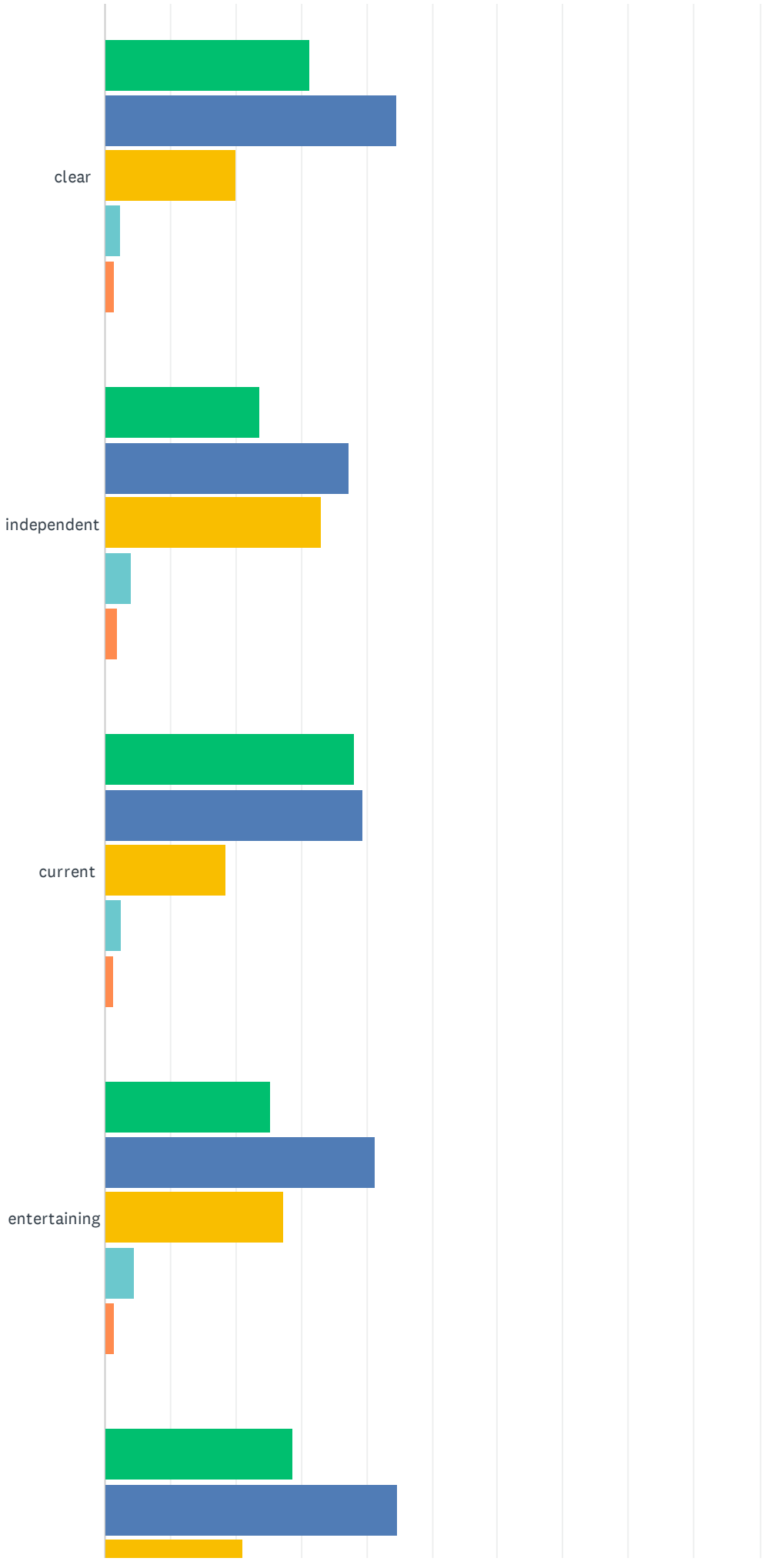


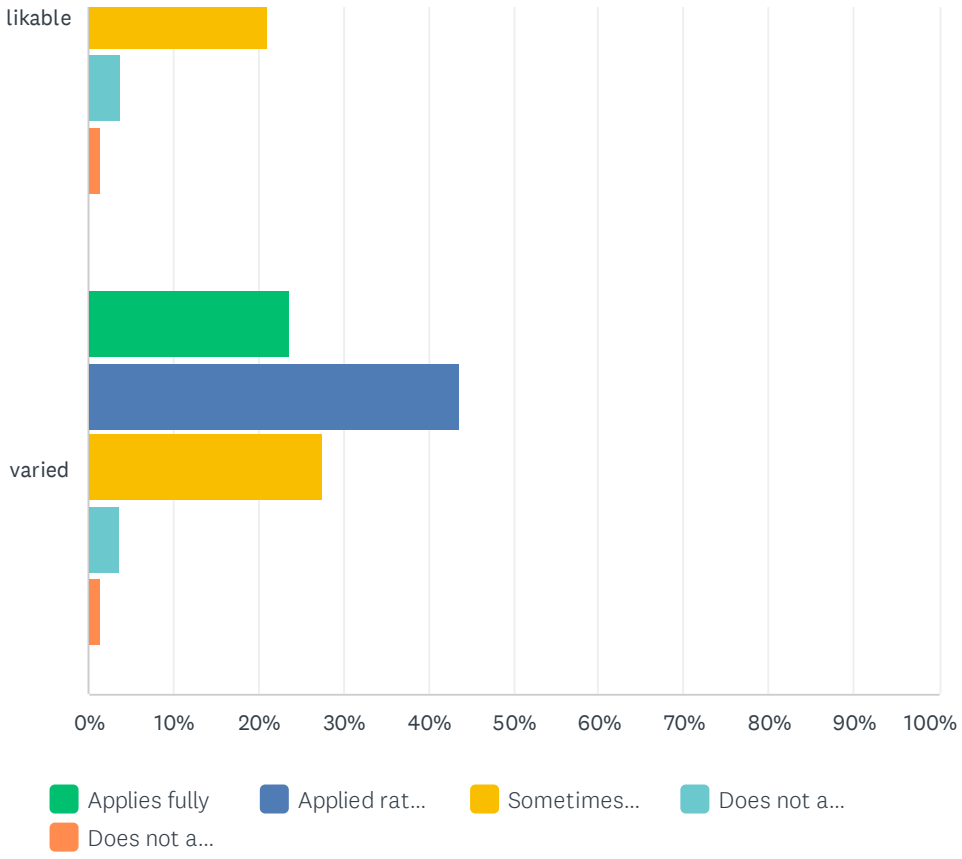
ANSWER CHOICES	RESPONSES	
Frequently	5.10%	156
Sometimes	43.15%	1,319
Never	51.75%	1,582
TOTAL		3,057

Q14 I rate the magazine's content as follows:

Answered: 3,057 Skipped: 24



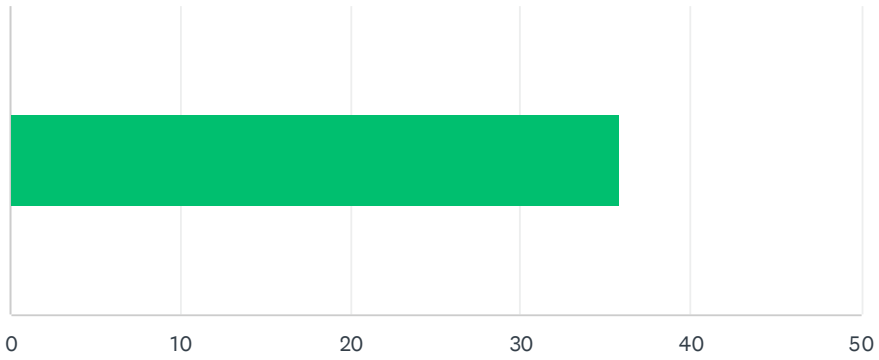

clear
independent
current
entertaining



	APPLIES FULLY	APPLIED RATHER	SOMETIMES / UNDECIDED	DOES NOT APPLY	DOES NOT APPLY AT ALL	TOTAL
important / relevant	22.17% 673	42.27% 1,283	31.20% 947	2.67% 81	1.68% 51	3,035
inspiring	24.68% 743	41.30% 1,243	29.87% 899	2.56% 77	1.59% 48	3,010
competent	37.80% 1,134	40.37% 1,211	18.27% 548	2.10% 63	1.47% 44	3,000
high utility value	26.39% 791	43.84% 1,314	25.73% 771	2.74% 82	1.30% 39	2,997
clear	31.30% 938	44.64% 1,338	20.12% 603	2.40% 72	1.53% 46	2,997
independent	23.68% 708	37.29% 1,115	33.08% 989	4.08% 122	1.87% 56	2,990
current	38.11% 1,140	39.55% 1,183	18.46% 552	2.54% 76	1.34% 40	2,991
entertaining	25.42% 757	41.27% 1,229	27.27% 812	4.47% 133	1.58% 47	2,978
likable	28.83% 861	44.74% 1,336	21.06% 629	3.82% 114	1.54% 46	2,986
varied	23.56% 704	43.78% 1,308	27.58% 824	3.61% 108	1.47% 44	2,988

Q15 If the magazine were no longer published I would miss it

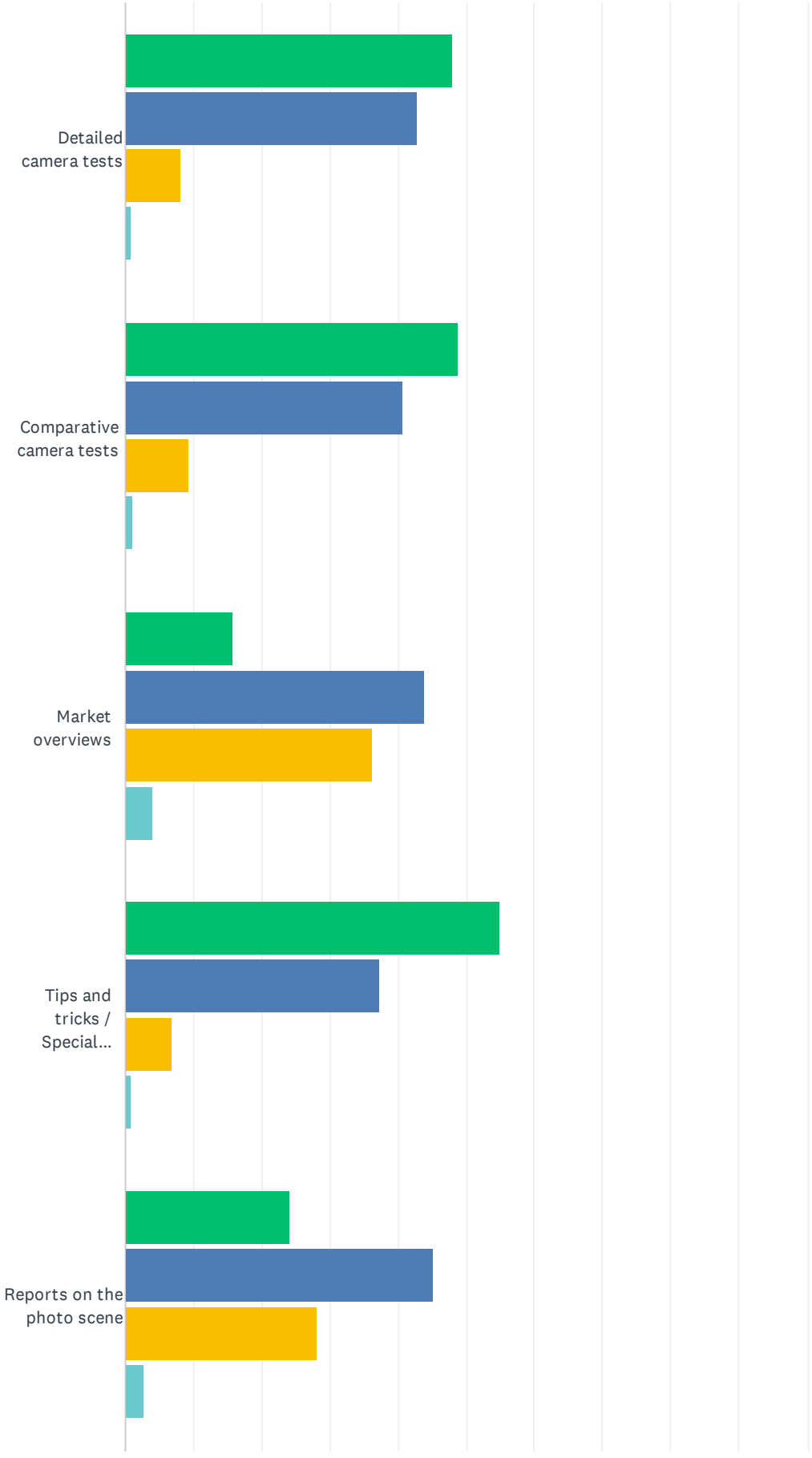
Answered: 2,941 Skipped: 140

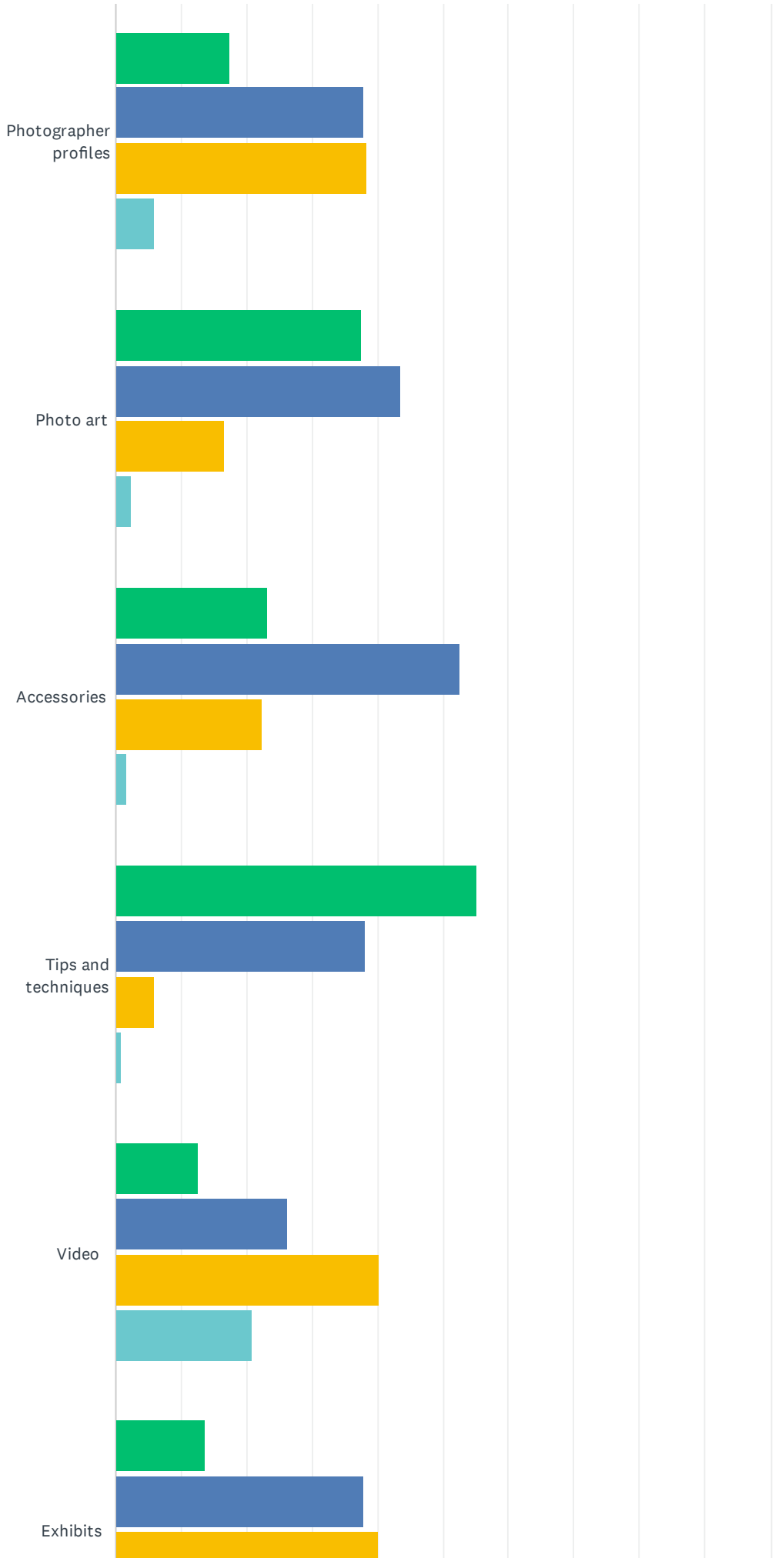


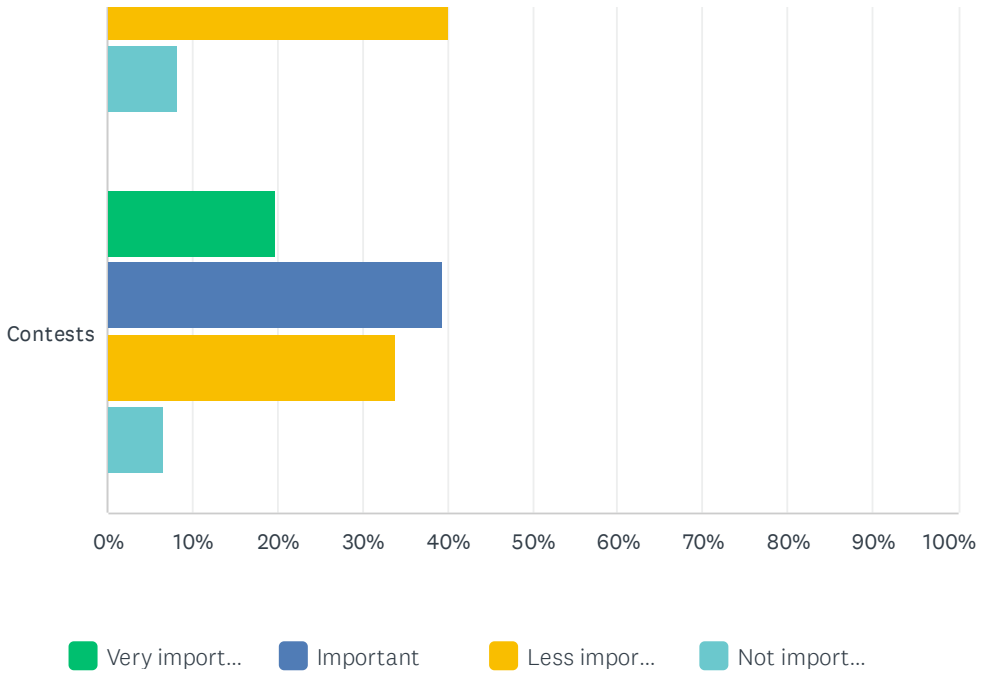
ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
	36	105,419	2,941
Total Respondents: 2,941			

Q16 Topics I want to read in the magazine:

Answered: 3,061 Skipped: 20



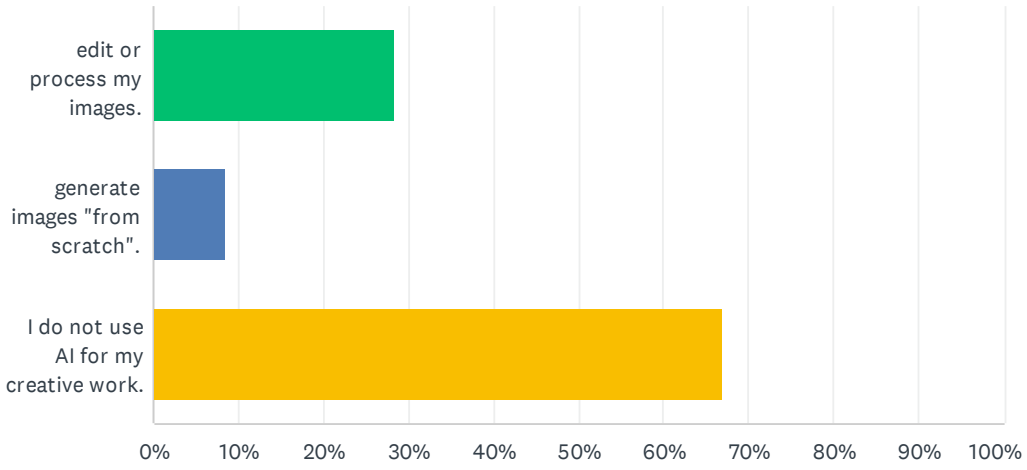

Photographer profiles
Photo art
Accessories
Tips and techniques
Video
Exhibits



	VERY IMPORTANT	IMPORTANT	LESS IMPORTANT	NOT IMPORTANT AT ALL	TOTAL
Detailed camera tests	48.01% 1,456	42.89% 1,301	8.14% 247	0.96% 29	3,033
Comparative camera tests	48.84% 1,473	40.65% 1,226	9.38% 283	1.13% 34	3,016
Market overviews	15.85% 477	43.84% 1,319	36.19% 1,089	4.12% 124	3,009
Tips and tricks / Special techniques	55.00% 1,666	37.34% 1,131	6.77% 205	0.89% 27	3,029
Reports on the photo scene	24.05% 724	45.13% 1,359	28.10% 846	2.72% 82	3,011
Photographer profiles	17.55% 529	38.04% 1,147	38.41% 1,158	6.00% 181	3,015
Photo art	37.61% 1,137	43.47% 1,314	16.64% 503	2.28% 69	3,023
Accessories	23.30% 703	52.77% 1,592	22.31% 673	1.62% 49	3,017
Tips and techniques	55.19% 1,659	38.09% 1,145	5.89% 177	0.83% 25	3,006
Video	12.50% 376	26.33% 792	40.29% 1,212	20.88% 628	3,008
Exhibits	13.70% 413	37.91% 1,143	40.10% 1,209	8.29% 250	3,015
Contests	19.91% 600	39.45% 1,189	33.94% 1,023	6.70% 202	3,014

Q17 I currently use AI (Artificial Intelligence) to …

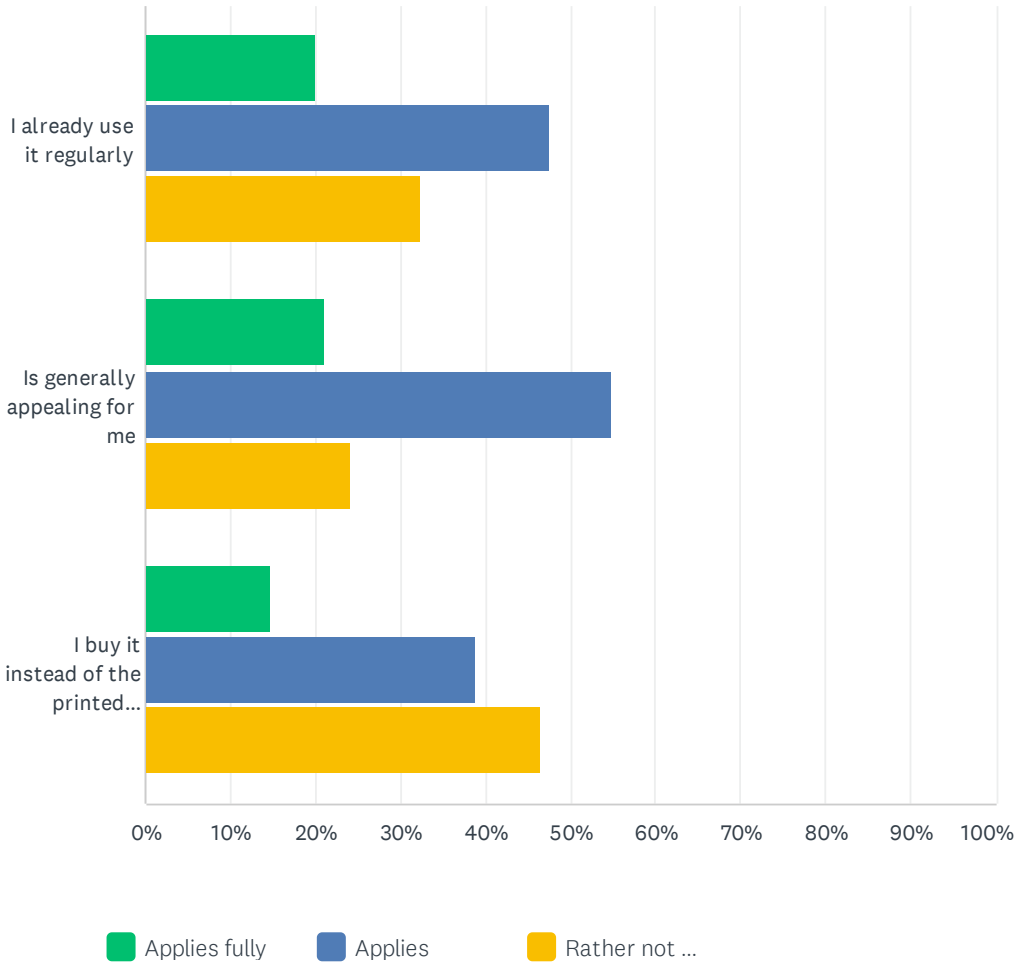
Answered: 3,057 Skipped: 24



ANSWER CHOICES	RESPONSES	
edit or process my images.	28.43%	869
generate images "from scratch".	8.44%	258
I do not use AI for my creative work.	66.99%	2,048
Total Respondents: 3,057		

Q18 Digital magazine versions (epaper/PDF)

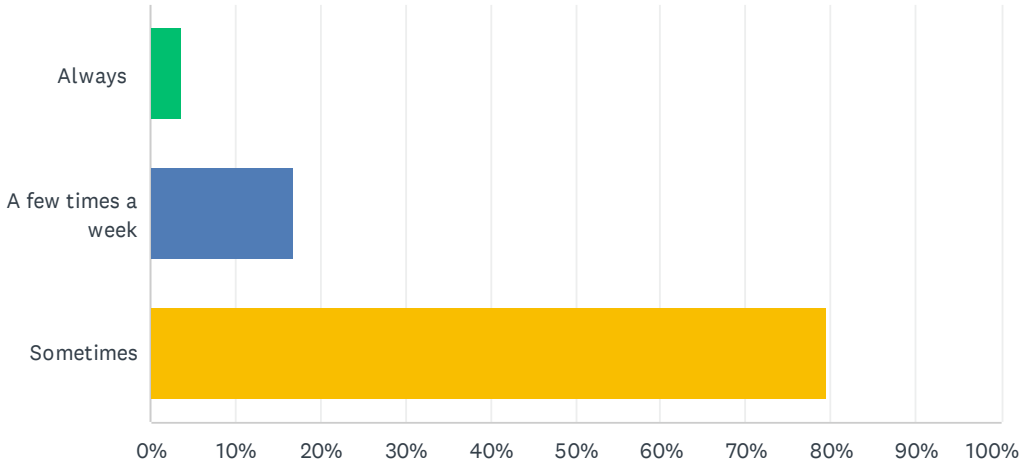
Answered: 3,054 Skipped: 27



	APPLIES FULLY	APPLIES	RATHER NOT / DOES NOT APPLY	TOTAL
I already use it regularly	19.94% 600	47.59% 1,432	32.47% 977	3,009
Is generally appealing for me	21.02% 626	54.90% 1,635	24.08% 717	2,978
I buy it instead of the printed magazine	14.68% 435	38.74% 1,148	46.57% 1,380	2,963

Q19 In terms of TIPA member web sites, how often do you share postings on that site with friends and associates?

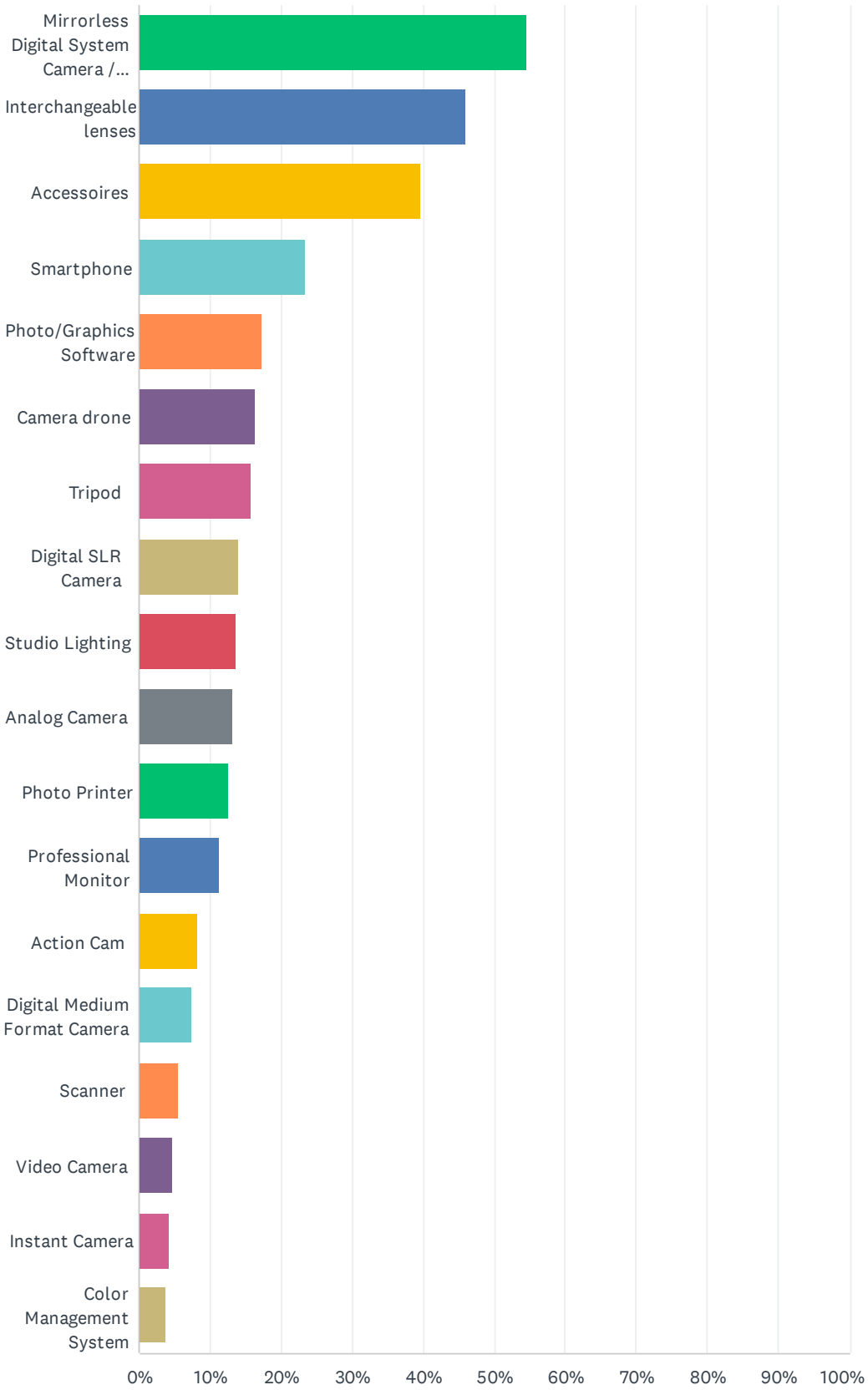
Answered: 3,032 Skipped: 49



ANSWER CHOICES	RESPONSES	
Always	3.53%	107
A few times a week	16.85%	511
Sometimes	79.62%	2,414
TOTAL		3,032

Q20 In the next 24 months I intend to buy

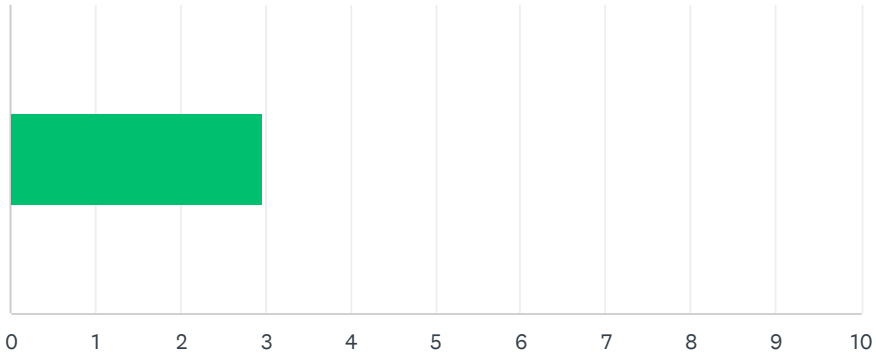
Answered: 3,017 Skipped: 64



ANSWER CHOICES	RESPONSES	
Mirrorless Digital System Camera / Interchangeable-lens Camera	54.52%	1,645
Interchangeable lenses	45.97%	1,387
Accessoires	39.58%	1,194
Smartphone	23.37%	705
Photo/Graphics Software	17.37%	524
Camera drone	16.51%	498
Tripod	15.81%	477
Digital SLR Camera	13.99%	422
Studio Lighting	13.59%	410
Analog Camera	13.13%	396
Photo Printer	12.56%	379
Professional Monitor	11.20%	338
Action Cam	8.29%	250
Digital Medium Format Camera	7.49%	226
Scanner	5.54%	167
Video Camera	4.61%	139
Instant Camera	4.24%	128
Color Management System	3.81%	115
Total Respondents: 3,017		

Q21 Per year I generally invest in my photographic equipment on average

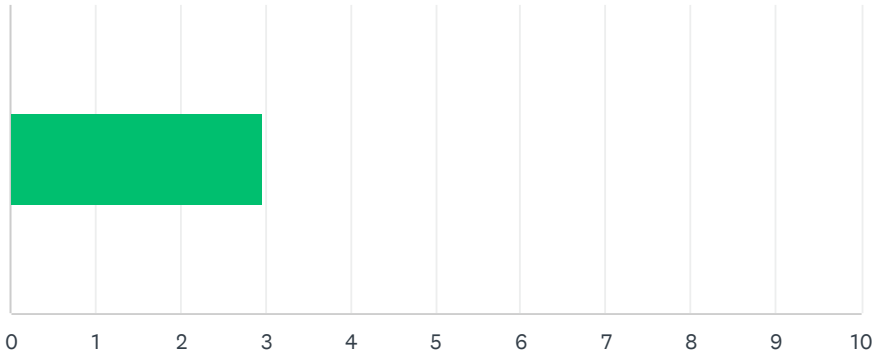
Answered: 3,022 Skipped: 59



ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
	3	8,966	3,022
Total Respondents: 3,022			

Q22 This coming year I am planning to spend the following on photo and imaging purchases

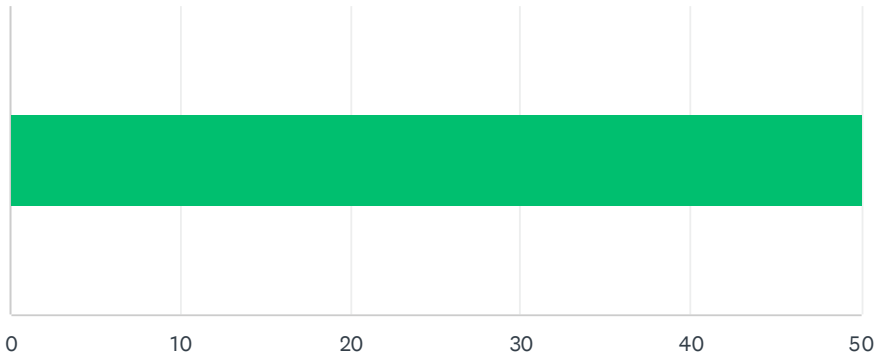
Answered: 3,001 Skipped: 80



ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
	3	8,888	3,001
Total Respondents: 3,001			

Q23 I read the advertisements and supplements in the magazine

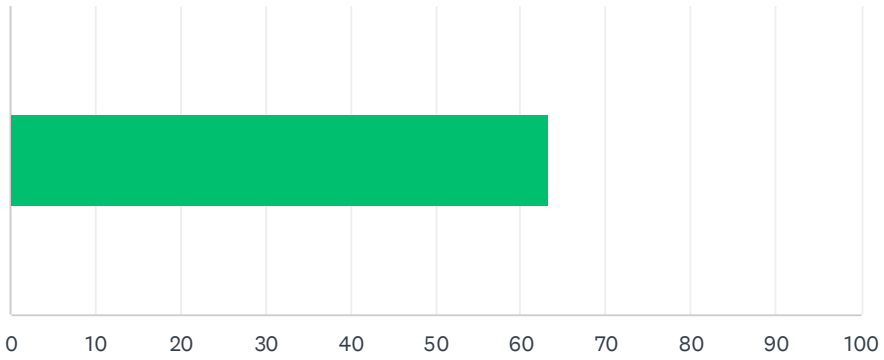
Answered: 2,987 Skipped: 94



ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
	50	149,255	2,987
Total Respondents: 2,987			

Q24 I pay attention to online banners

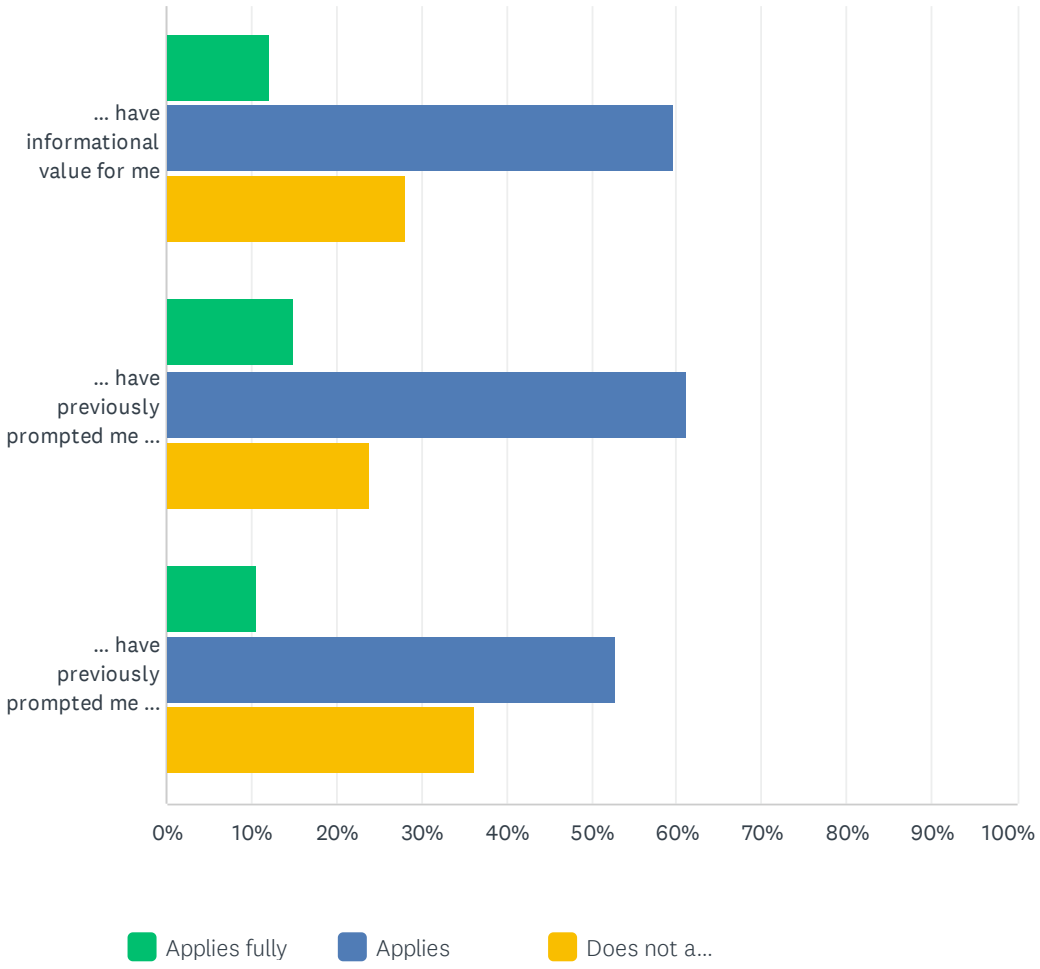
Answered: 2,995 Skipped: 86



ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
	63	189,538	2,995
Total Respondents: 2,995			

Q25 Advertisments in the magazine …

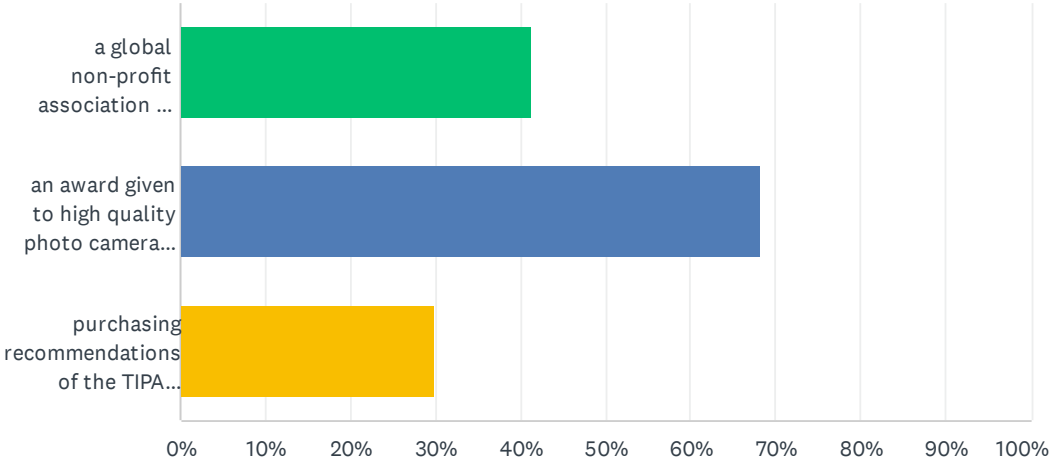
Answered: 3,047 Skipped: 34



	APPLIES FULLY	APPLIES	DOES NOT APPLY	TOTAL
… have informational value for me	12.24% 370	59.62% 1,803	28.14% 851	3,024
… have previously prompted me to gather further information	14.90% 447	61.25% 1,838	23.86% 716	3,001
… have previously prompted me to make a purchase	10.68% 319	52.98% 1,582	36.34% 1,085	2,986

Q26 I associate with these logos

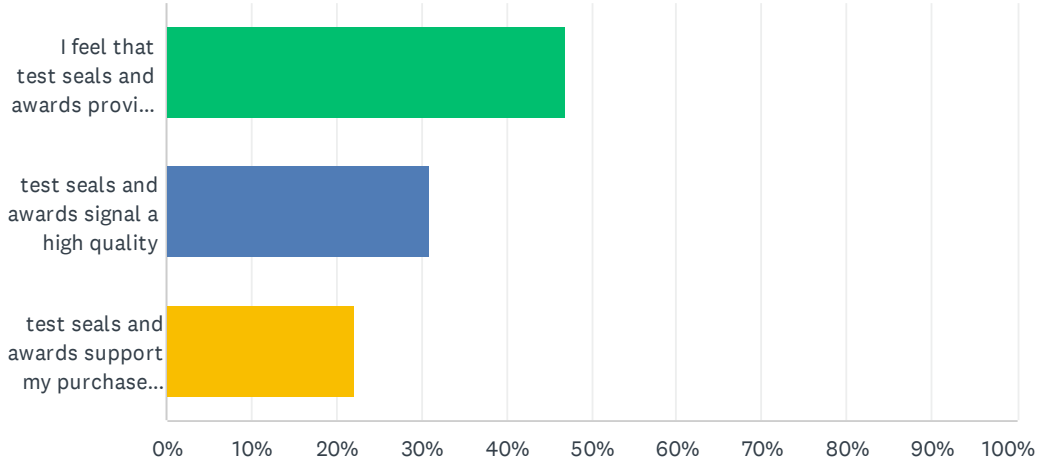
Answered: 3,018 Skipped: 63



ANSWER CHOICES	RESPONSES	
a global non-profit association of photo and imaging magazines.	41.32%	1,247
an award given to high quality photo cameras and imaging products.	68.26%	2,060
purchasing recommendations of the TIPA editors.	29.95%	904
Total Respondents: 3,018		

Q27 In general, when I intend to buy products of high quality

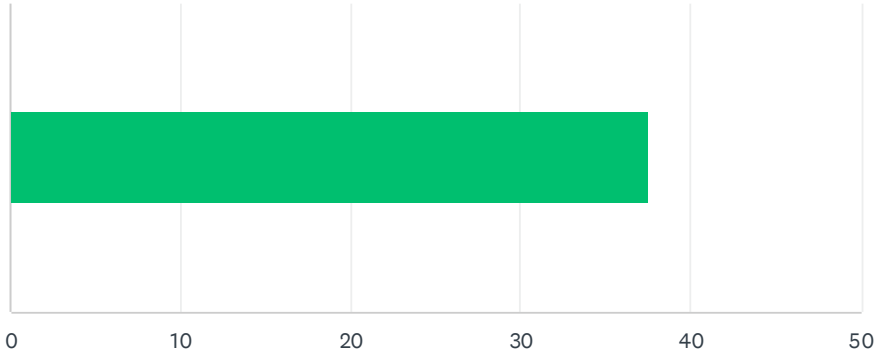
Answered: 3,030 Skipped: 51



ANSWER CHOICES	RESPONSES	
I feel that test seals and awards provide a helpful guidance	47.00%	1,424
test seals and awards signal a high quality	30.89%	936
test seals and awards support my purchase decision	22.11%	670
TOTAL		3,030

Q28 If I have to make a choice between two photo products, one of them having won a TIPA-Award, I would decide in favor of the product with the TIPA-Award”. How much does this statement apply to you?

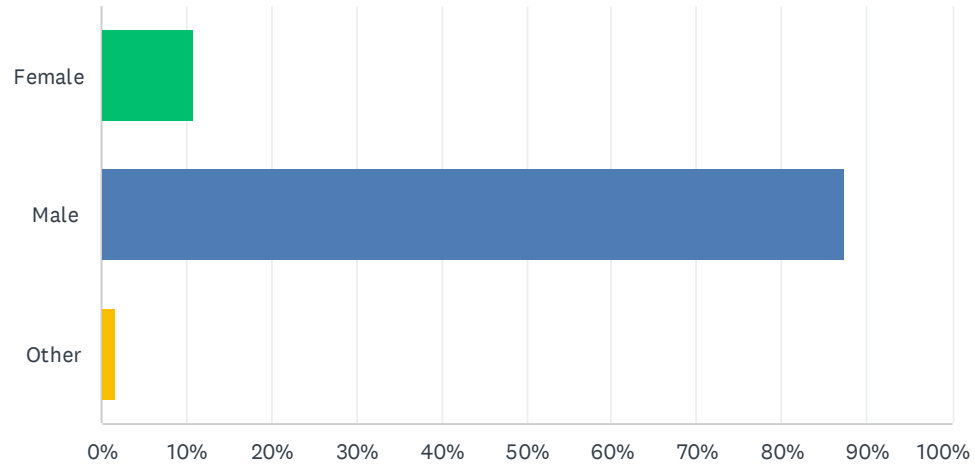
Answered: 2,973 Skipped: 108



ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
	38	111,516	2,973
Total Respondents: 2,973			

Q29 Personal details

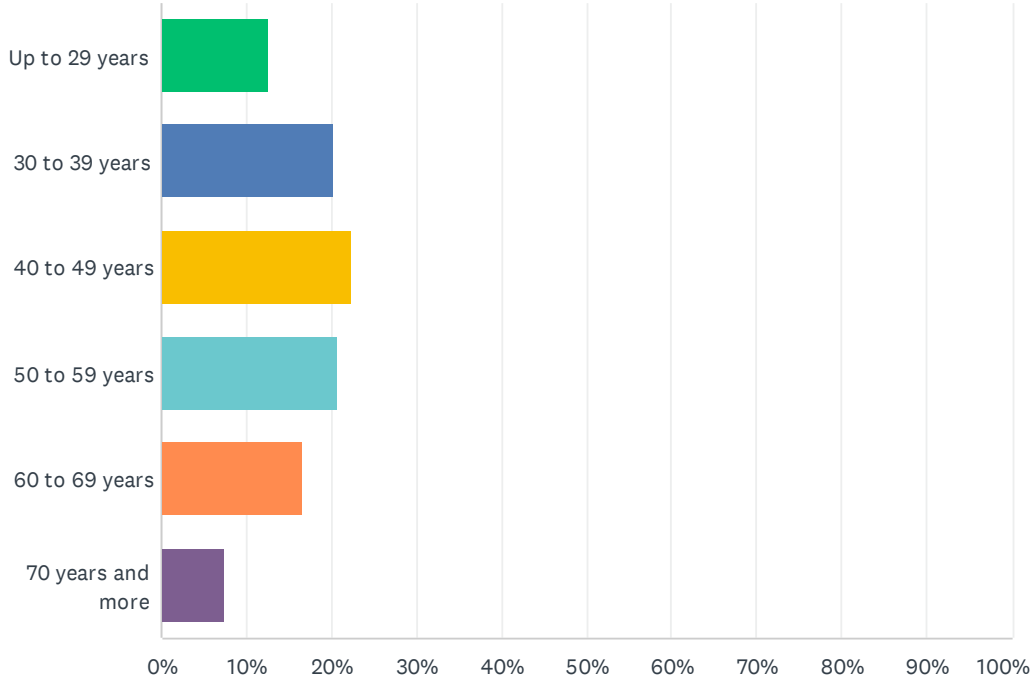
Answered: 3,050 Skipped: 31



ANSWER CHOICES	RESPONSES	
Female	10.92%	333
Male	87.44%	2,667
Other	1.64%	50
TOTAL		3,050

Q30 Age

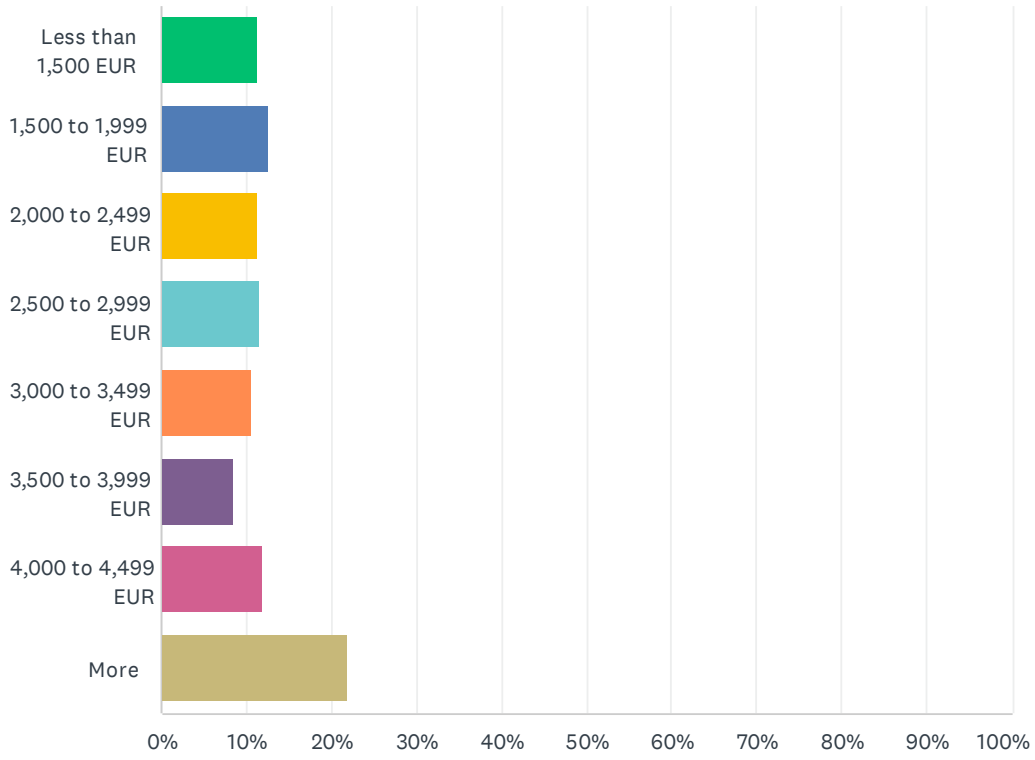
Answered: 3,050 Skipped: 31



ANSWER CHOICES	RESPONSES	
Up to 29 years	12.52%	382
30 to 39 years	20.23%	617
40 to 49 years	22.36%	682
50 to 59 years	20.75%	633
60 to 69 years	16.69%	509
70 years and more	7.44%	227
TOTAL		3,050

Q31 The net monthly income of all household members (equivalent to)

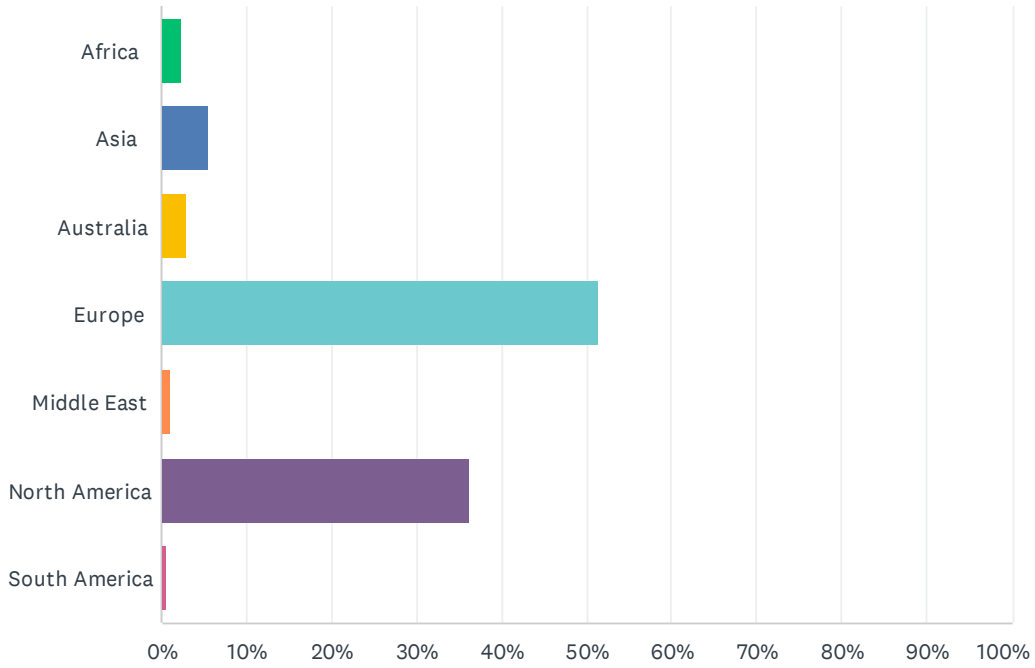
Answered: 3,012 Skipped: 69



ANSWER CHOICES	RESPONSES	
Less than 1,500 EUR	11.39%	343
1,500 to 1,999 EUR	12.65%	381
2,000 to 2,499 EUR	11.25%	339
2,500 to 2,999 EUR	11.42%	344
3,000 to 3,499 EUR	10.69%	322
3,500 to 3,999 EUR	8.57%	258
4,000 to 4,499 EUR	12.02%	362
More	22.01%	663
TOTAL		3,012

Q32 Region

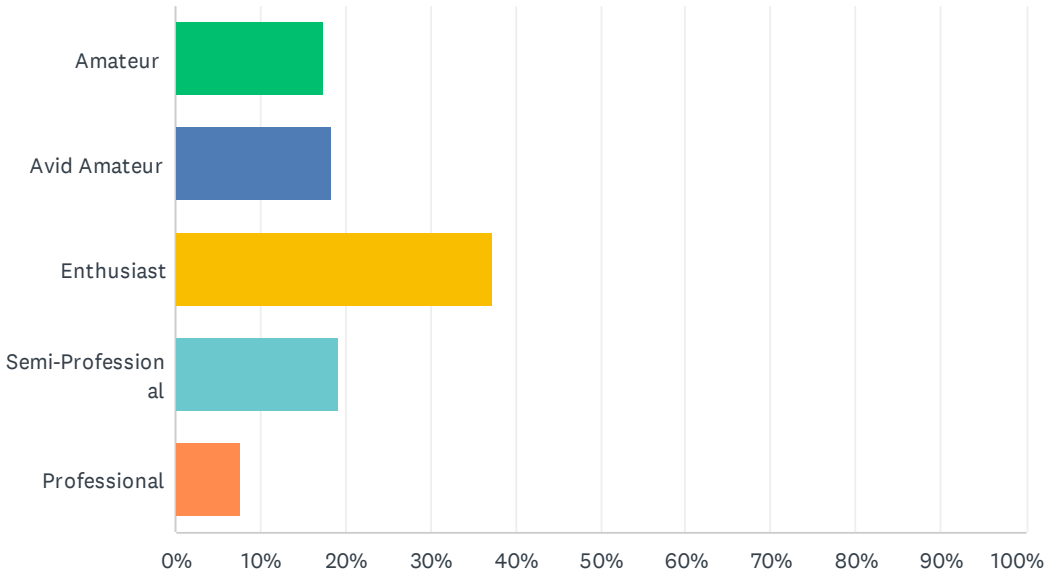
Answered: 3,055 Skipped: 26



ANSWER CHOICES	RESPONSES	
Africa	2.29%	70
Asia	5.56%	170
Australia	2.98%	91
Europe	51.36%	1,569
Middle East	0.98%	30
North America	36.17%	1,105
South America	0.65%	20
TOTAL		3,055

Q33 In terms of photography I consider myself

Answered: 3,059 Skipped: 22



ANSWER CHOICES	RESPONSES	
Amateur	17.49%	535
Avid Amateur	18.40%	563
Enthusiast	37.37%	1,143
Semi-Professional	19.09%	584
Professional	7.65%	234
TOTAL		3,059

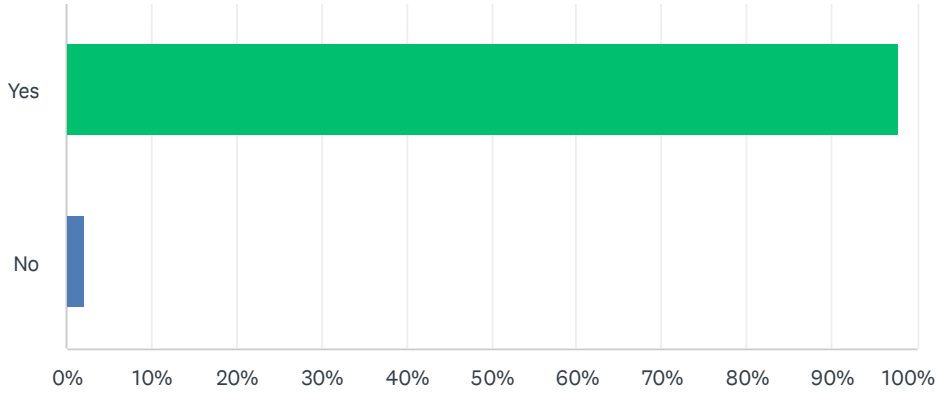
Q34 Thank you for participating in the survey. If you want to take part in the prize draw, please enter your name, email address, and country of residence here. By submitting the contact form, you agree to the processing of your data accoring to the TIPA Personal Data Information.If you read this form on SurveyMonkey, please note that more information on the prizes and the terms and conditions of participation are available on http://www.tipa.com/reader-survey/.

Answered: 3,060 Skipped: 21

ANSWER CHOICES	RESPONSES	
First name	99.87%	3,056
Last name	99.74%	3,052
Email	99.97%	3,059
Country of Residence	99.67%	3,050

Q35 Have you taken note of the privacy policy (TIPA Personal Data Information) and agreed that the data you have provided may be collected and stored electronically? Your data will only be used strictly for the purpose of processing the results of this Reader Survey and the prize draw. Responsable Person: TIPA | Technical Image Press Association - Purpose: Contact between the parties, processing your participation in the competition, management and processing of queries - Legitimation: Legal relationship between user and TIPA | Rights: ARCO+ | Additional information: https://www.tipa.com/wp-content/uploads/2024/09/TIPA_Personal-Data.pdf

Answered: 2,023 Skipped: 1,058



ANSWER CHOICES	RESPONSES	
Yes	97.97%	1,982
No	2.22%	45
Total Respondents: 2,023		