



## Win a Canon digital camera

SUMMARY REPORT [\[DOWNLOAD AS EXCEL\]](#)

**TOTAL RESPONSES:** 2053

**FIRST RESPONSE:** 10 Apr 2004 00:57

**LAST RESPONSE:** 11 Jun 2004 15:46

*Figures displayed show percentage of each question's responses (nett)*

### Win a Canon SD500 7MP digital camera

Just answer a simple question, give us a few details about yourself and you could win a stunning Canon Powershot SD500 7MP digital camera.

#### What does the MP stand for in 7MP?

Megaphoto	1.65%	(33)
Multiplex	15.71%	(314)
Megapixels	82.64%	(1652)

#### Would you like to receive details of special offers from Dirk's digital photo store?

*Yes	57%	(1165)
No	43%	(879)

#### U.S. State or Territory

Alabama	0.84%	(17)
Alaska	0.1%	(2)
Arkansas	0.69%	(14)
Arizona	1.49%	(30)
California	17.98%	(363)
Colorado	1.93%	(39)
Connecticut	0.74%	(15)
Delaware	0.2%	(4)
District Of Columbia	0.4%	(8)
Florida	6.79%	(137)
Georgia	2.38%	(48)
Guam	0.2%	(4)
Hawaii	0.69%	(14)
Idaho	0.25%	(5)
Iowa	0.3%	(6)
Illinois	3.52%	(71)
Indiana	1.09%	(22)
Kansas	0.94%	(19)
Kentucky	0.84%	(17)
Louisiana	1.09%	(22)
Maine	0.64%	(13)
Maryland	1.73%	(35)
Massachusetts	4.75%	(96)
Michigan	3.02%	(61)
Minnesota	1.63%	(33)
Mississippi	0.35%	(7)
Missouri	1.09%	(22)

Montana	0.35%	(7)
Nebraska	0.25%	(5)
Nevada	1.04%	(21)
New Hampshire	0.4%	(8)
New Jersey	3.96%	(80)
New Mexico	0.45%	(9)
New York	9.61%	(194)
North Carolina	1.98%	(40)
North Dakota	0.15%	(3)
Ohio	1.93%	(39)
Oklahoma	0.79%	(16)
Oregon	1.98%	(40)
Pennsylvania	2.67%	(54)
Puerto Rico	0.1%	(2)
Rhode Island	0.5%	(10)
South Carolina	0.69%	(14)
South Dakota	0.2%	(4)
Tennessee	0.89%	(18)
Texas	6.39%	(129)
Utah	0.4%	(8)
Vermont	0.1%	(2)
Virginia	3.67%	(74)
Virgin Island	0.05%	(1)
Washington	2.53%	(51)
West Virginia	0.3%	(6)
Wisconsin	2.03%	(41)
Wyoming	0.2%	(4)
-----	0.1%	(2)
Canada	0.64%	(13)

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### Country (USA, CANADA, or name of foreign country)

WRITE IN RESPONSE - 2044 responses

#### KEYWORD ANALYSIS

USA U.S.A United States	97.9%	(2001)
Canada	0.78%	(16)

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### How old are you?

Under 18 years old	0.89%	(17)
18 to 24 years old	28.39%	(544)
25 to 34 years old	32.83%	(629)
35 to 44 years old	15.03%	(288)
45 years or older	22.86%	(438)

**AVERAGE: 33.03**

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### Do you already own a compact digital camera?

Yes	84.5%	(1635)
No	15.5%	(300)

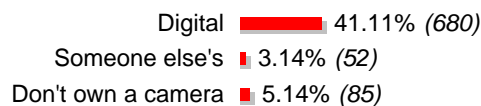
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### And now some questions about you and photography.

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#### Was your first camera...

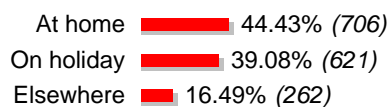
Conventional film	50.6%	(837)
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### Where do you take most of your photos?

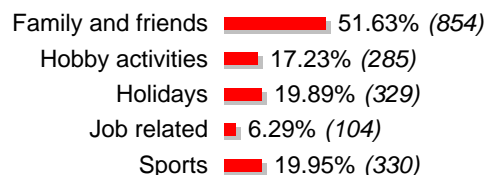
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### What type of photos do you take most often?

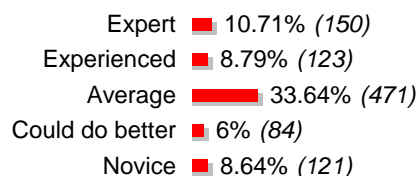
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### How experienced are you at digital photography?

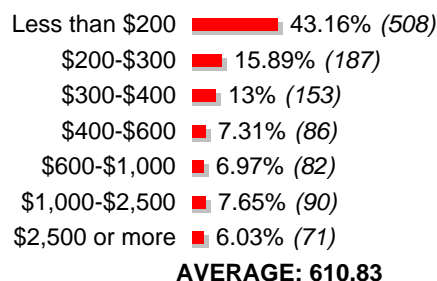
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### How much do you spend on photography (cameras, accessories and consumables) in a year?

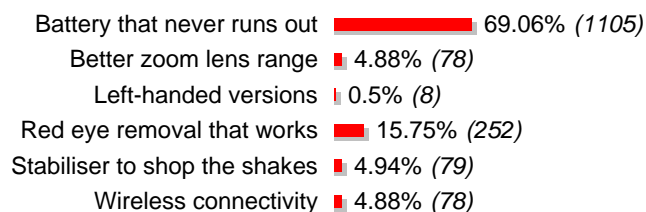
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### Which feature would you most like to see added to digital cameras?

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### Anything else?

WRITE IN RESPONSE - 0 responses

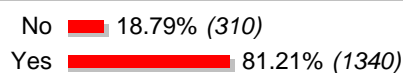
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### Would you be interested in free digital photography tutorials from Dirk's digital photo store?

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## Win a Canon digital camera CROSS TAB REPORT

**RESPONSES: 2053**  
**FIRST RESPONSE: 3 Jun 2004 19:34 GMT**  
**LAST RESPONSE: 19 May 2004 11:04 GMT**

Figures displayed show percentage of each question's responses (nett)

How old are you?

Was your first camera...	How old are you?					
		Under 18 years old	18 to 24 years old	25 to 34 years old	35 to 44 years old	45 years or older
<b>TOTAL (1643)</b>		<b>1.0% (16)</b>	<b>29.7% (488)</b>	<b>34.2% (562)</b>	<b>14.5% (238)</b>	<b>20.6% (339)</b>
<b>Conventional film</b>	50.7% (833)	93.8% (15)	84.4% (412)	54.8% (308)	24.4% (58)	11.8% (40)
<b>Digital</b>	41.1% (675)	0.0% (0)	12.9% (63)	37.5% (211)	62.6% (149)	74.3% (252)
<b>Someone else's</b>	3.0% (50)	6.2% (1)	2.0% (10)	4.8% (27)	3.8% (9)	0.9% (3)
<b>Don't own a camera</b>	5.2% (85)	0.0% (0)	0.6% (3)	2.8% (16)	9.2% (22)	13.0% (44)

How old are you?

Where do you take most of your photos?	How old are you?					
		Under 18 years old	18 to 24 years old	25 to 34 years old	35 to 44 years old	45 years or older
<b>TOTAL (1579)</b>		<b>1.0% (16)</b>	<b>28.2% (446)</b>	<b>35.1% (555)</b>	<b>14.6% (231)</b>	<b>21.0% (331)</b>
<b>At home</b>	44.6% (705)	18.8% (3)	57.6% (257)	58.9% (327)	29.9% (69)	14.8% (49)
<b>On holiday</b>	38.8% (613)	0.0% (0)	5.8% (26)	30.6% (170)	65.4% (151)	80.4% (266)
<b>Elsewhere</b>	16.5% (261)	81.2% (13)	36.5% (163)	10.5% (58)	4.8% (11)	4.8% (16)

How old are you?

What type of photos do you take most often?	How old are you?					
		Under 18 years old	18 to 24 years old	25 to 34 years old	35 to 44 years old	45 years or older
<b>TOTAL (1636)</b>		<b>1.0% (16)</b>	<b>30.2% (494)</b>	<b>34.2% (559)</b>	<b>14.4% (236)</b>	<b>20.2% (331)</b>
<b>Family and friends</b>	51.5% (842)	6.2% (1)	31.8% (157)	66.7% (373)	59.7% (141)	51.4% (170)
<b>Hobby activities</b>	17.3% (283)	12.5% (2)	25.9% (128)	13.4% (75)	17.8% (42)	10.9% (36)
<b>Holidays</b>	19.9% (325)	93.8% (15)	47.0% (232)	12.7% (71)	1.7% (4)	0.9% (3)
<b>Job related</b>	6.4% (104)	0.0% (0)	9.3% (46)	8.6% (48)	3.4% (8)	0.6% (2)
<b>Sports</b>	20.0% (328)	0.0% (0)	15.2% (75)	12.9% (72)	22.5% (53)	38.7% (128)

How old are you?

How experienced are you at digital photography?		Under 18 years old	18 to 24 years old	25 to 34 years old	35 to 44 years old	45 years or older
	<b>TOTAL (1388)</b>	<b>0.7% (10)</b>	<b>26.2% (364)</b>	<b>36.3% (504)</b>	<b>15.7% (218)</b>	<b>21.0% (292)</b>
<b>Expert</b>	10.7% (149)	0.0% (0)	13.5% (49)	11.1% (56)	7.8% (17)	9.2% (27)
<b>Experienced</b>	8.9% (123)	10.0% (1)	4.4% (16)	7.1% (36)	11.9% (26)	15.1% (44)
<b>Average</b>	33.4% (464)	20.0% (2)	19.5% (71)	40.1% (202)	38.1% (83)	36.3% (106)
<b>Could do better</b>	6.0% (83)	0.0% (0)	4.1% (15)	6.2% (31)	3.7% (8)	9.9% (29)
<b>Novice</b>	8.7% (121)	10.0% (1)	14.0% (51)	6.3% (32)	10.6% (23)	4.8% (14)
<b>No experience</b>	32.3% (448)	60.0% (6)	44.5% (162)	29.2% (147)	28.0% (61)	24.7% (72)

How much do you spend on photography (cameras, accessories and consumables) in a year?	How old are you?					
	Under 18 years old	18 to 24 years old	25 to 34 years old	35 to 44 years old	45 years or older	
	<b>TOTAL (1170)</b>	<b>0.4% (5)</b>	<b>27.4% (320)</b>	<b>37.7% (441)</b>	<b>15.3% (179)</b>	<b>19.2% (225)</b>
<b>Less than \$200</b>	43.3% (507)	100.0% (5)	78.4% (251)	37.9% (167)	27.4% (49)	15.6% (35)
<b>\$200-\$300</b>	16.0% (187)	0.0% (0)	14.1% (45)	20.2% (89)	17.3% (31)	9.8% (22)
<b>\$300-\$400</b>	12.9% (151)	0.0% (0)	5.6% (18)	17.5% (77)	12.8% (23)	14.7% (33)
<b>\$400-\$600</b>	7.2% (84)	0.0% (0)	0.6% (2)	9.1% (40)	9.5% (17)	11.1% (25)
<b>\$600-\$1,000</b>	6.8% (80)	0.0% (0)	0.3% (1)	6.6% (29)	8.9% (16)	15.1% (34)
<b>\$1,000-\$2,500</b>	7.7% (90)	0.0% (0)	0.3% (1)	5.2% (23)	13.4% (24)	18.7% (42)
<b>\$2,500 or more</b>	6.1% (71)	0.0% (0)	0.6% (2)	3.6% (16)	10.6% (19)	15.1% (34)
<b>AVERAGE</b>	<b>611.58</b>	<b>100.00</b>	<b>170.94</b>	<b>492.86</b>	<b>920.39</b>	<b>1,236.67</b>

Which feature would you most like to see added to digital cameras?	How old are you?					
	Under 18 years old	18 to 24 years old	25 to 34 years old	35 to 44 years old	45 years or older	
	<b>TOTAL (1586)</b>	<b>1.0% (16)</b>	<b>29.5% (468)</b>	<b>34.2% (543)</b>	<b>14.6% (231)</b>	<b>20.7% (328)</b>
<b>Battery that never runs out</b>	69.1% (1096)	43.8% (7)	54.3% (254)	70.0% (380)	74.9% (173)	86.0% (282)
<b>Better zoom lens range</b>	4.9% (77)	6.2% (1)	5.8% (27)	4.6% (25)	5.6% (13)	3.4% (11)
<b>Left-handed versions</b>	0.5% (8)	0.0% (0)	0.4% (2)	0.4% (2)	0.9% (2)	0.6% (2)
<b>Red eye removal that works</b>	15.8% (250)	37.5% (6)	26.1% (122)	14.2% (77)	10.8% (25)	6.1% (20)
<b>Stabiliser to stop the shakes</b>	4.9% (78)	6.2% (1)	6.6% (31)	5.5% (30)	3.9% (9)	2.1% (7)
<b>Wireless connectivity</b>	4.9% (77)	6.2% (1)	6.8% (32)	5.3% (29)	3.9% (9)	1.8% (6)