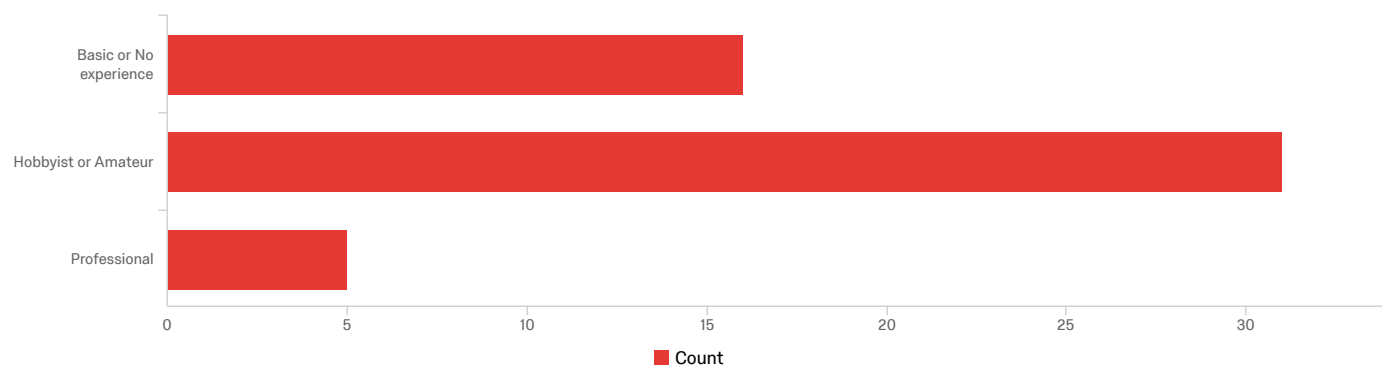


Default Report

WWU Marketing: Camera Usage & Buying Habits Survey

February 17, 2018 11:20 PM MST

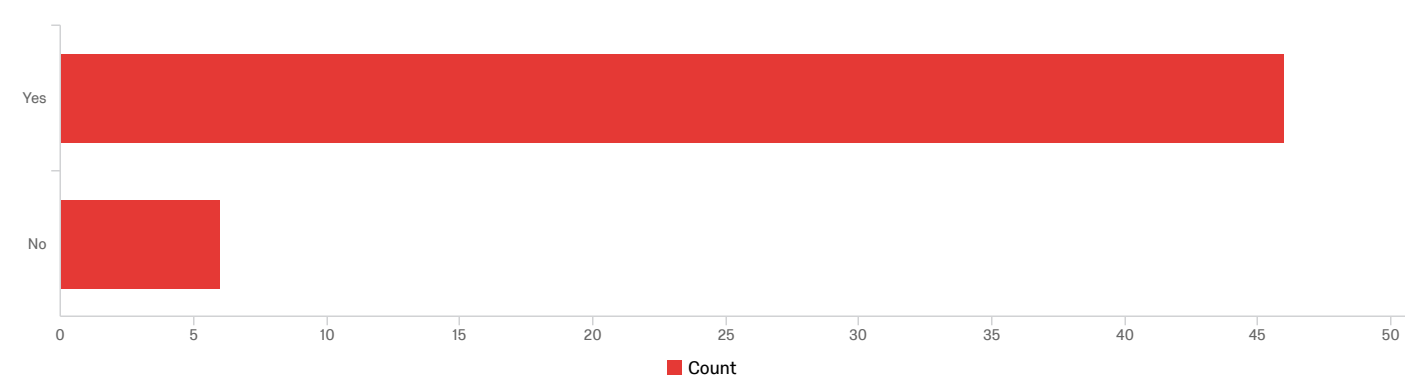
Q1 - How would you describe your experience level with photography?



#	Field	Choice Count
1	Basic or No experience	30.77% 16
2	Hobbyist or Amateur	59.62% 31
3	Professional	9.62% 5
		52

Showing Rows: 1 - 4 Of 4

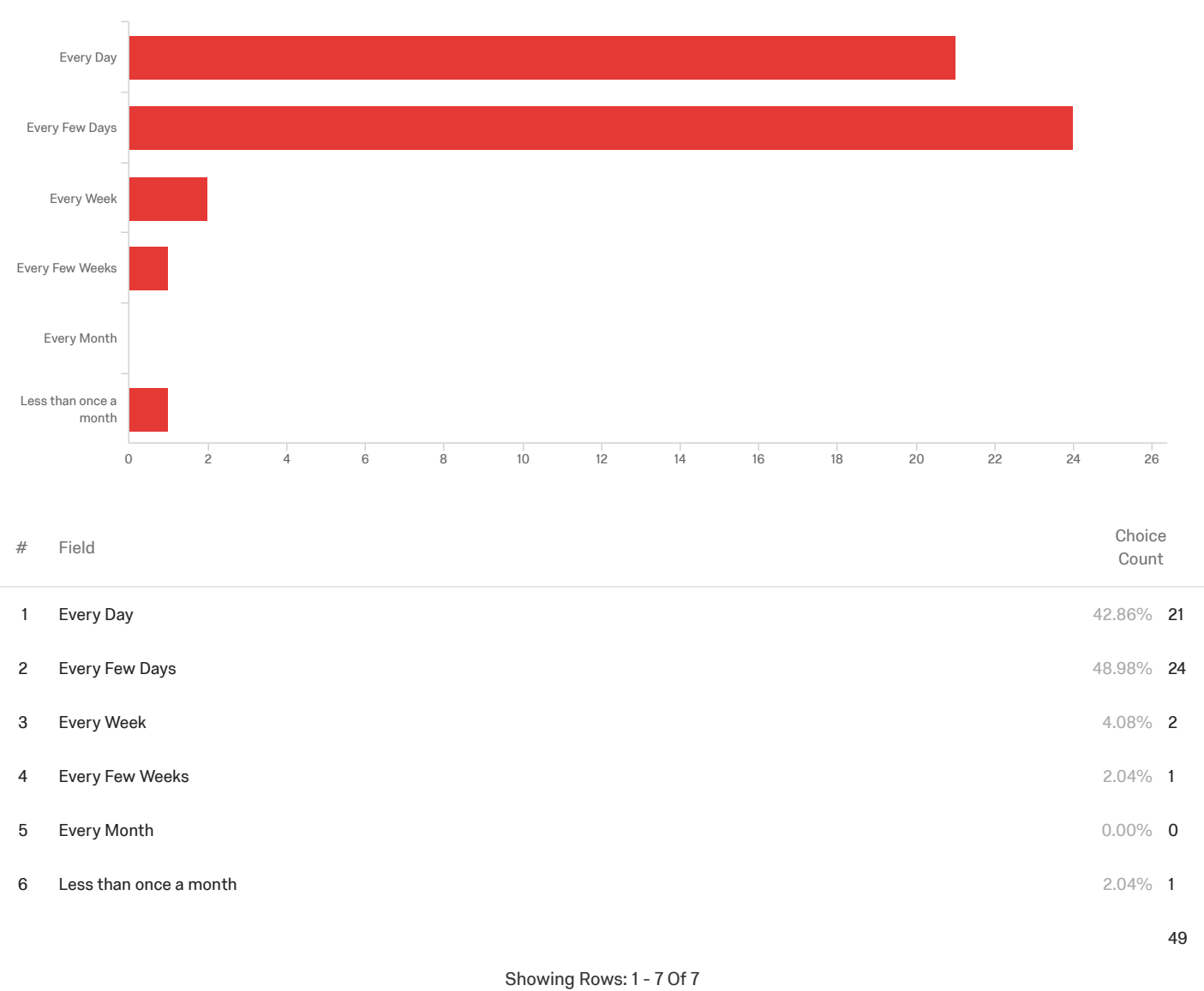
Q2 - Do you currently own a camera? (non-smartphone)



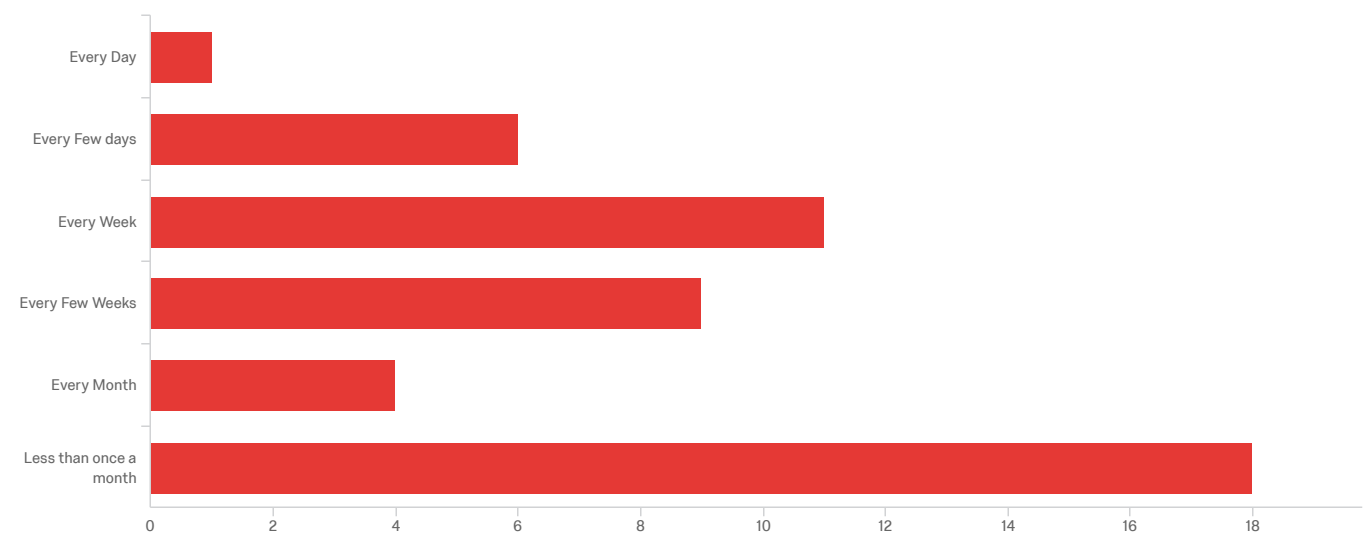
#	Field	Choice	Count
1	Yes	88.46%	46
2	No	11.54%	6
			52

Showing Rows: 1 - 3 Of 3

Q3 - About how often do you use a smartphone to take pictures?



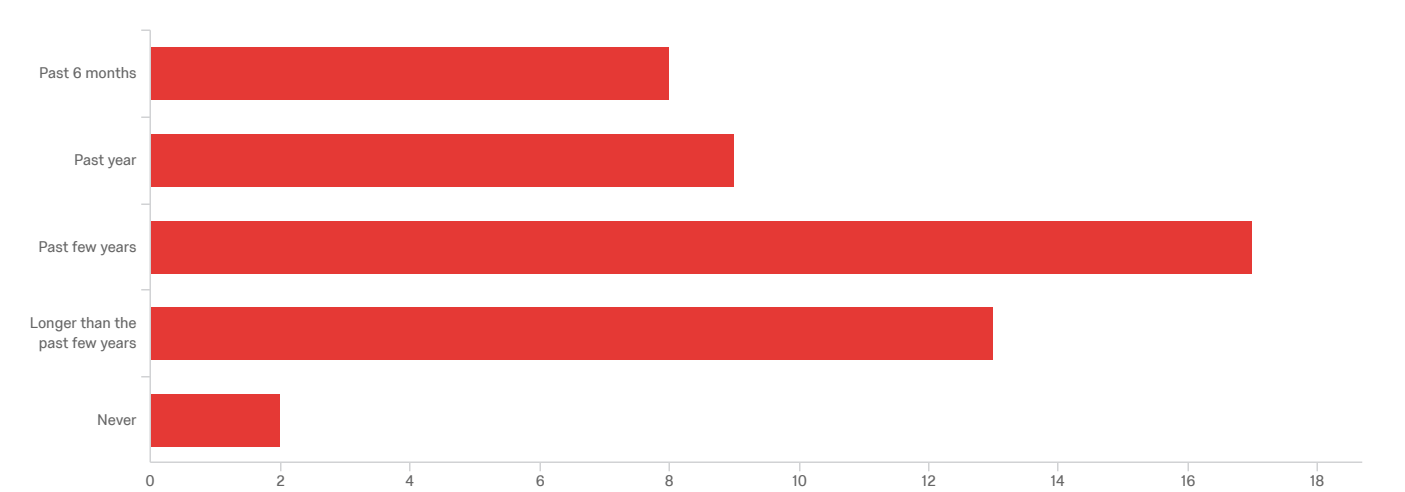
Q4 - About how often do you use a camera (non-smartphone) to take pictures?



#	Field	Choice Count
1	Every Day	2.04% 1
2	Every Few days	12.24% 6
3	Every Week	22.45% 11
4	Every Few Weeks	18.37% 9
5	Every Month	8.16% 4
6	Less than once a month	36.73% 18
		49

Showing Rows: 1 - 7 Of 7

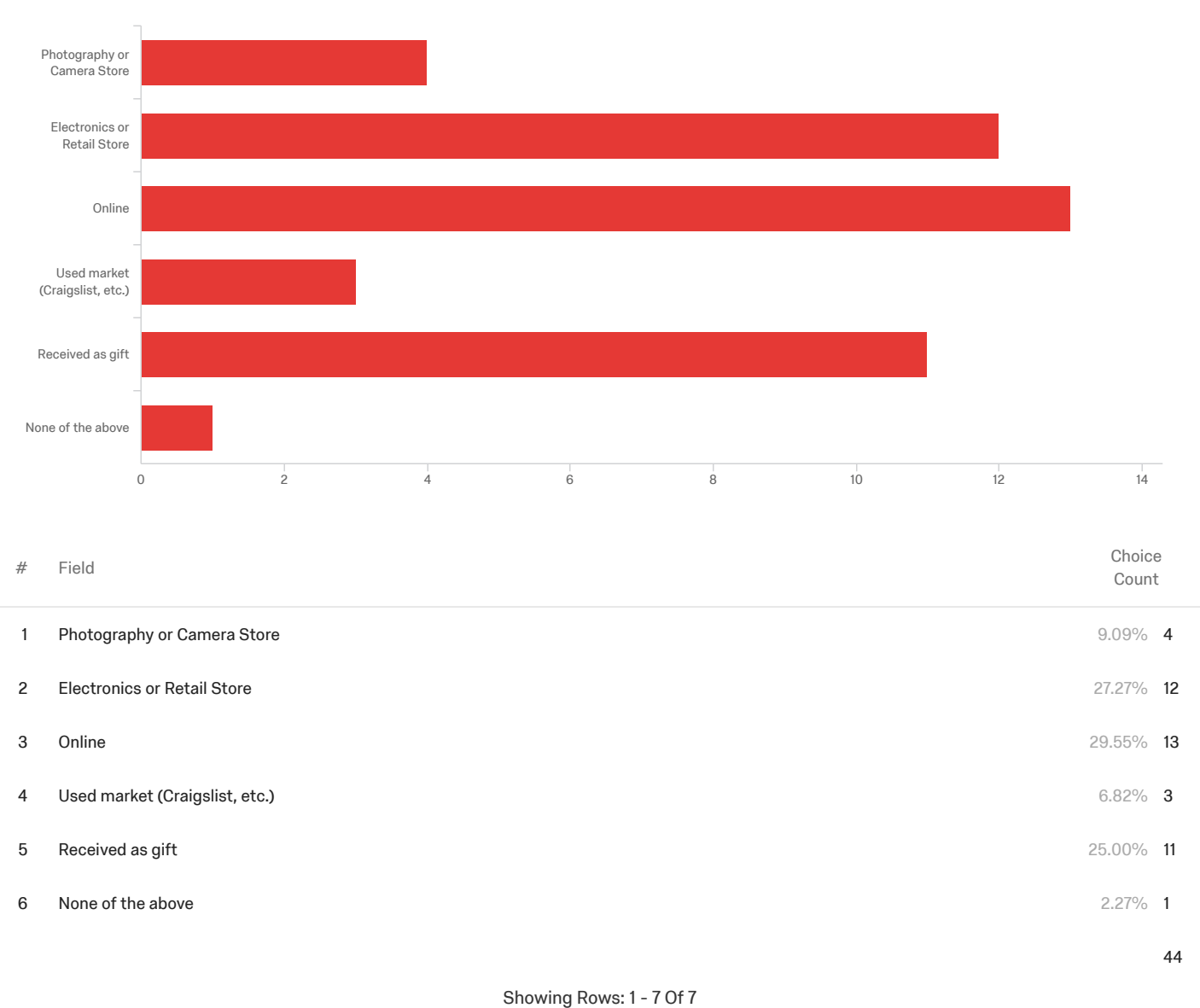
Q28 - When was the last time you purchased a camera or received one as a gift?



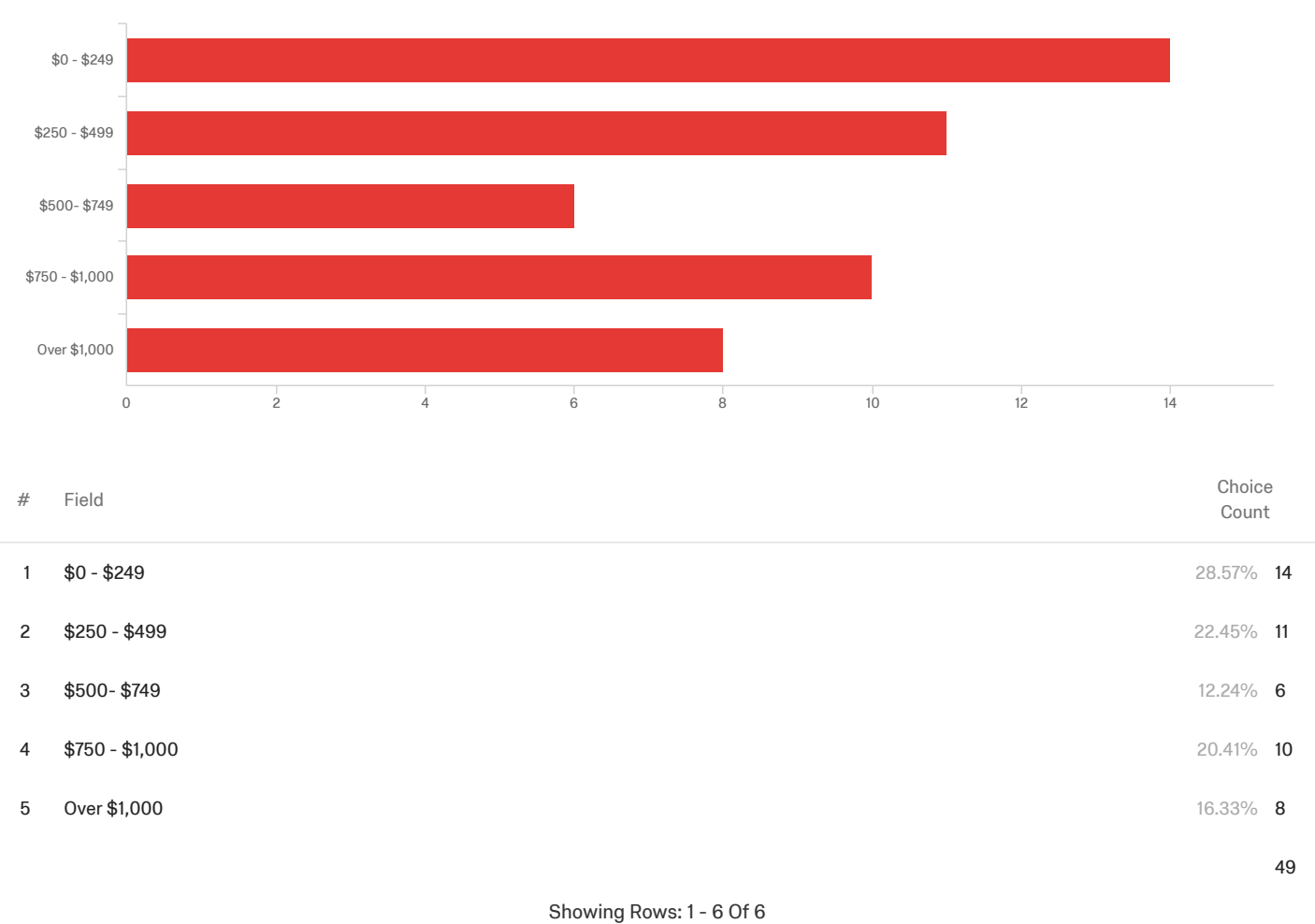
#	Field	Choice Count
1	Past 6 months	16.33% 8
2	Past year	18.37% 9
3	Past few years	34.69% 17
4	Longer than the past few years	26.53% 13
5	Never	4.08% 2
		49

Showing Rows: 1 - 6 Of 6

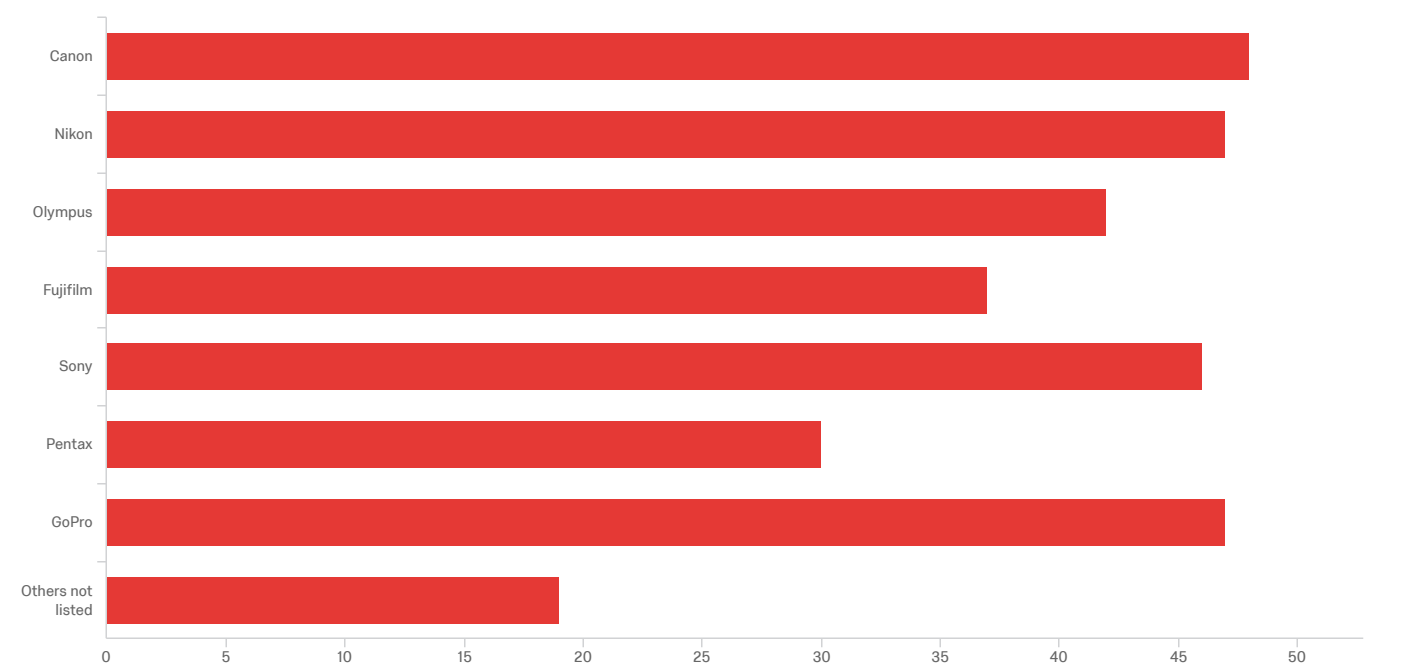
Q5 - Where did you last purchase a camera?



Q6 - What is the most you are willing to spend on a camera purchase?



Q7 - Which of the following Camera brands have you heard of? (If any; choose all that apply)

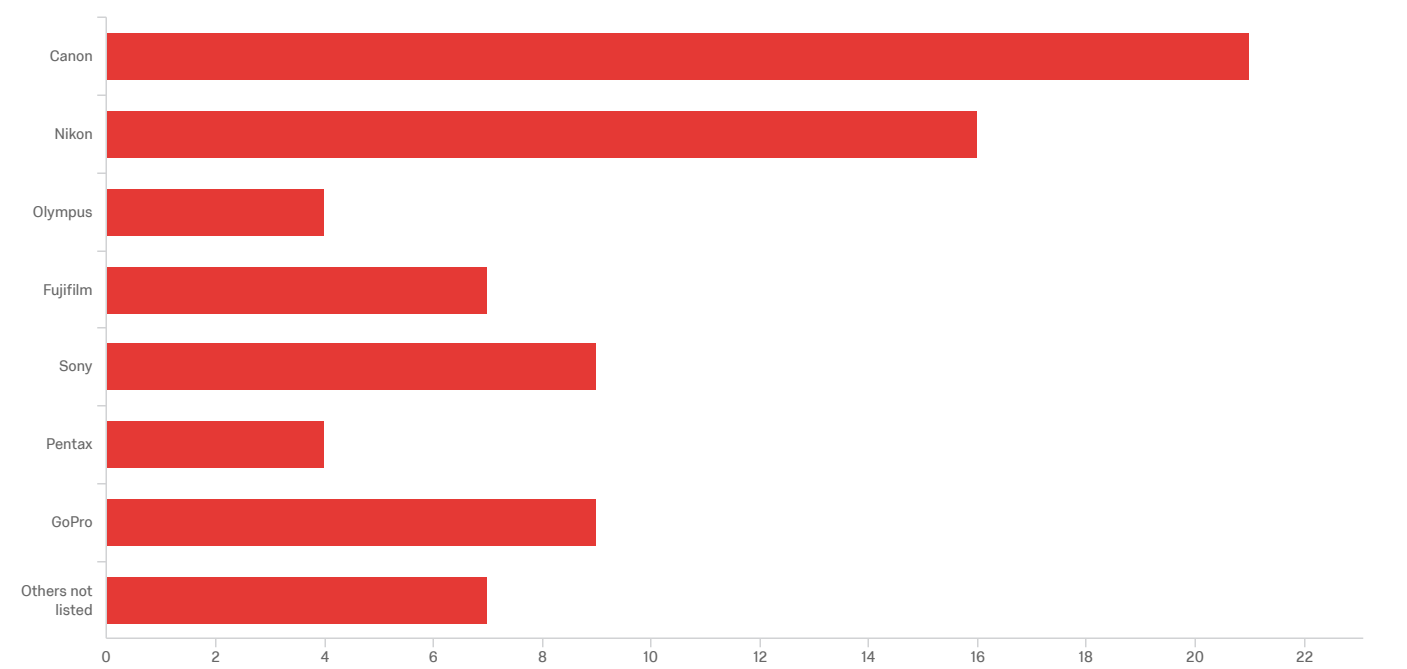


#	Field	Choice Count
1	Canon	15.19% 48
2	Nikon	14.87% 47
3	Olympus	13.29% 42
4	Fujifilm	11.71% 37
5	Sony	14.56% 46
6	Pentax	9.49% 30
7	GoPro	14.87% 47
8	Others not listed	6.01% 19

316

Showing Rows: 1 - 9 Of 9

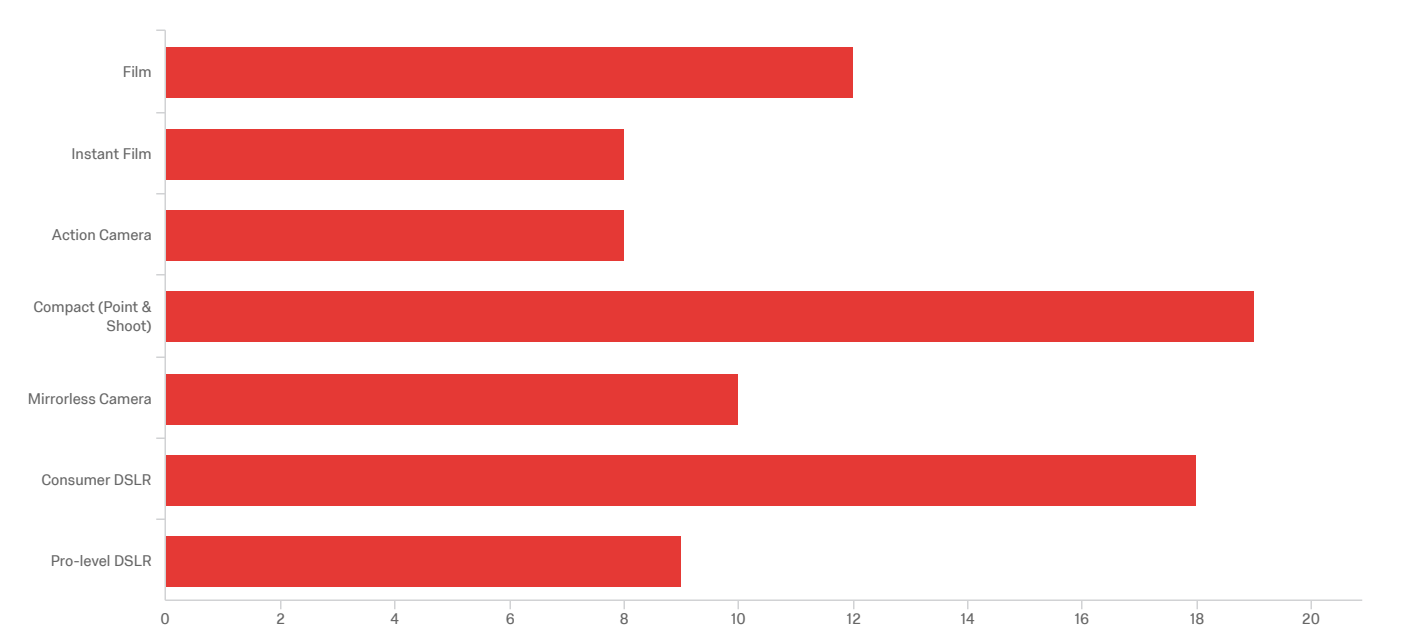
Q8 - Which of the following brands of cameras do you currently own? (Choose all that apply)



#	Field	Choice Count
1	Canon	47.73% 21
2	Nikon	36.36% 16
3	Olympus	9.09% 4
4	Fujifilm	15.91% 7
5	Sony	20.45% 9
6	Pentax	9.09% 4
7	GoPro	20.45% 9
8	Others not listed	15.91% 7

44

Q9 - What types of cameras do you currently own? (Choose all that apply)

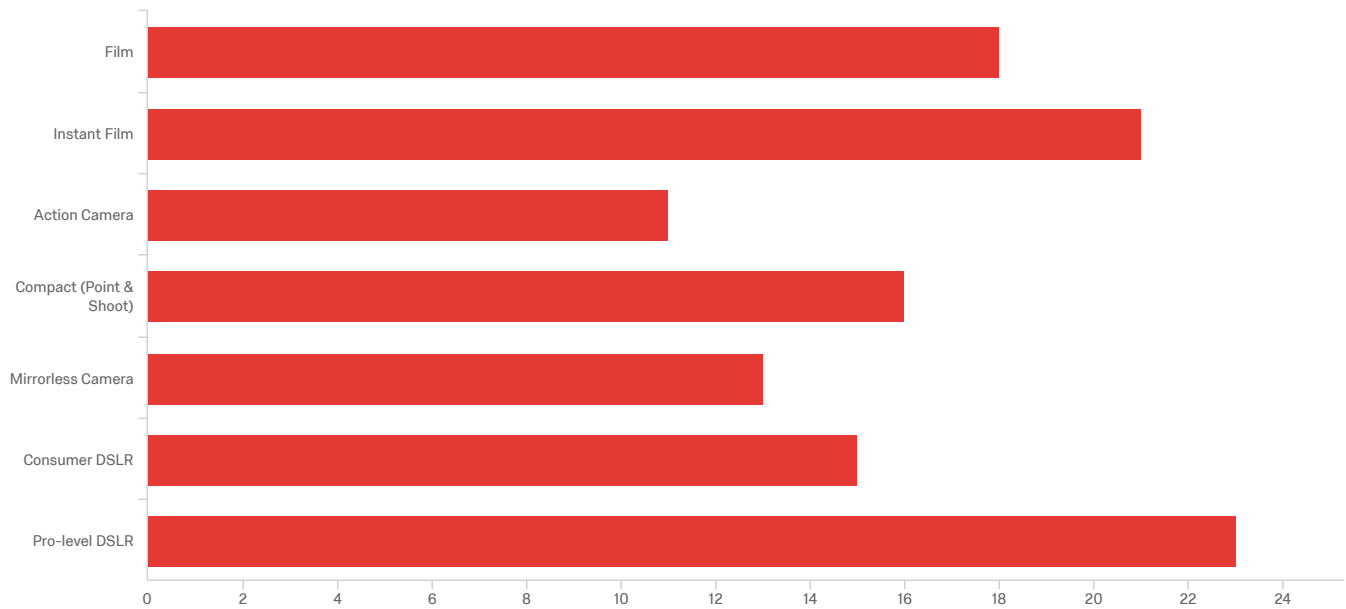


#	Field	Choice Count
1	Film	14.29% 12
2	Instant Film	9.52% 8
3	Action Camera	9.52% 8
4	Compact (Point & Shoot)	22.62% 19
5	Mirrorless Camera	11.90% 10
6	Consumer DSLR	21.43% 18
7	Pro-level DSLR	10.71% 9

84

Showing Rows: 1 - 8 Of 8

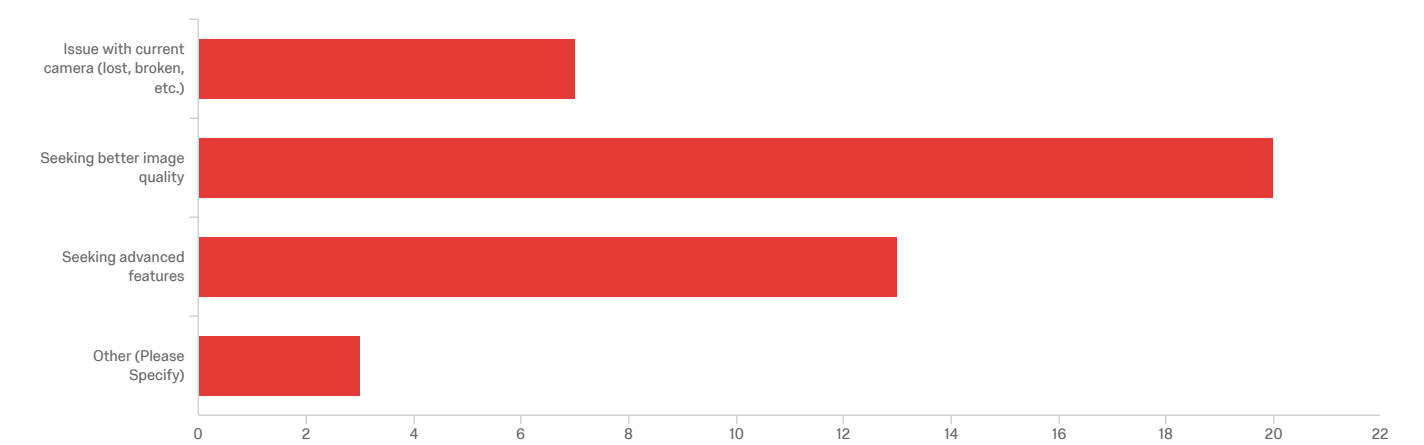
Q10 - What types of cameras would you be interested in buying? (If any; Choose all that apply)



#	Field	Choice Count
1	Film	15.38% 18
2	Instant Film	17.95% 21
3	Action Camera	9.40% 11
4	Compact (Point & Shoot)	13.68% 16
5	Mirrorless Camera	11.11% 13
6	Consumer DSLR	12.82% 15
7	Pro-level DSLR	19.66% 23
		117

Showing Rows: 1 - 8 Of 8

Q11 - Which of the following is the biggest factor for you when deciding to buy a new camera? (Choose one)



#	Field	Choice Count
1	Issue with current camera (lost, broken, etc.)	16.28% 7
2	Seeking better image quality	46.51% 20
3	Seeking advanced features	30.23% 13
4	Other (Please Specify)	6.98% 3
		43

Showing Rows: 1 - 5 Of 5

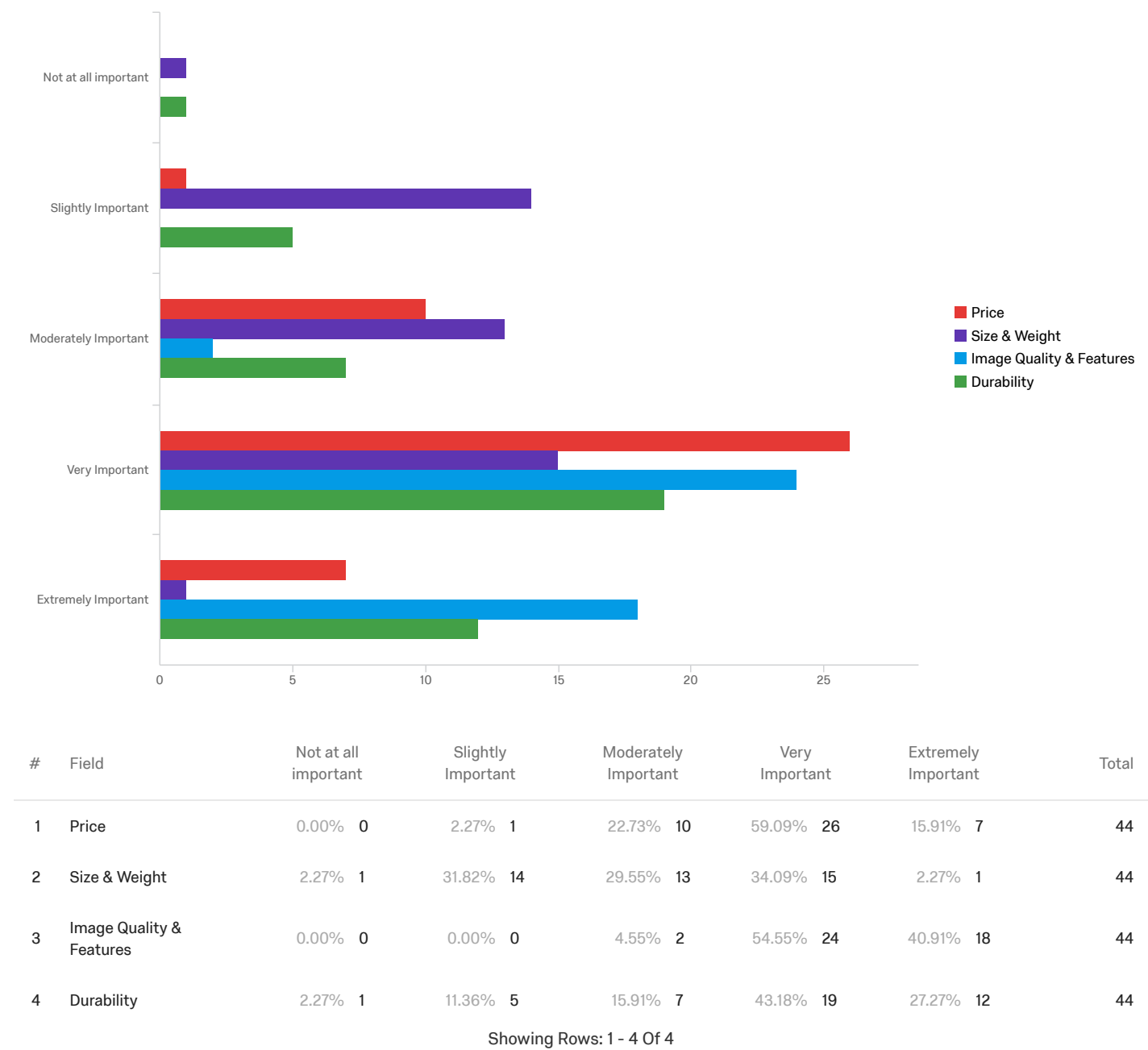
Other (Please Specify)

Other (Please Specify)
Don't have it yet tho
Versatility

The Zoom is what sold me for ny current Camera
--

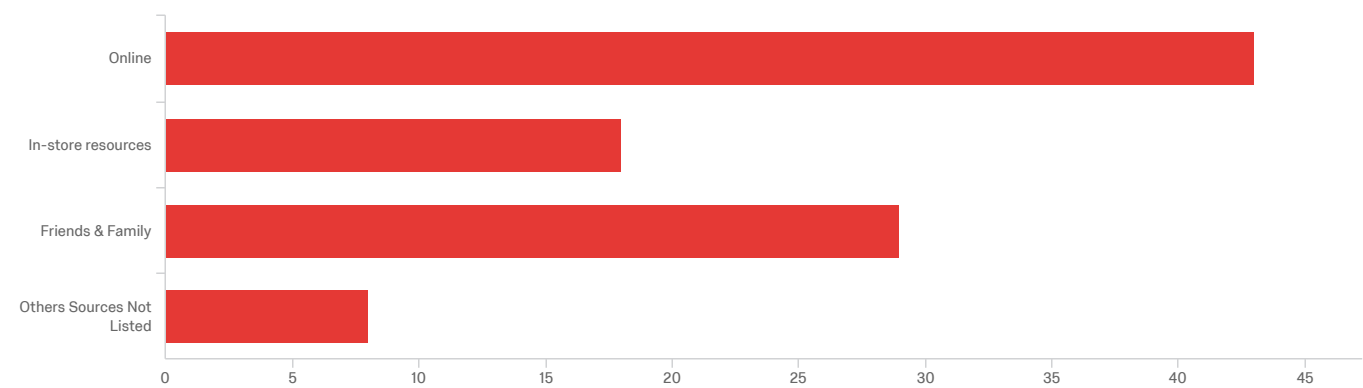
Showing Records: 1 - 3 Of 3

Q12 - How would you rate the following camera features in level of importance when purchasing a camera?



Q13 - What sources of information do you typically use prior to a camera purchase?

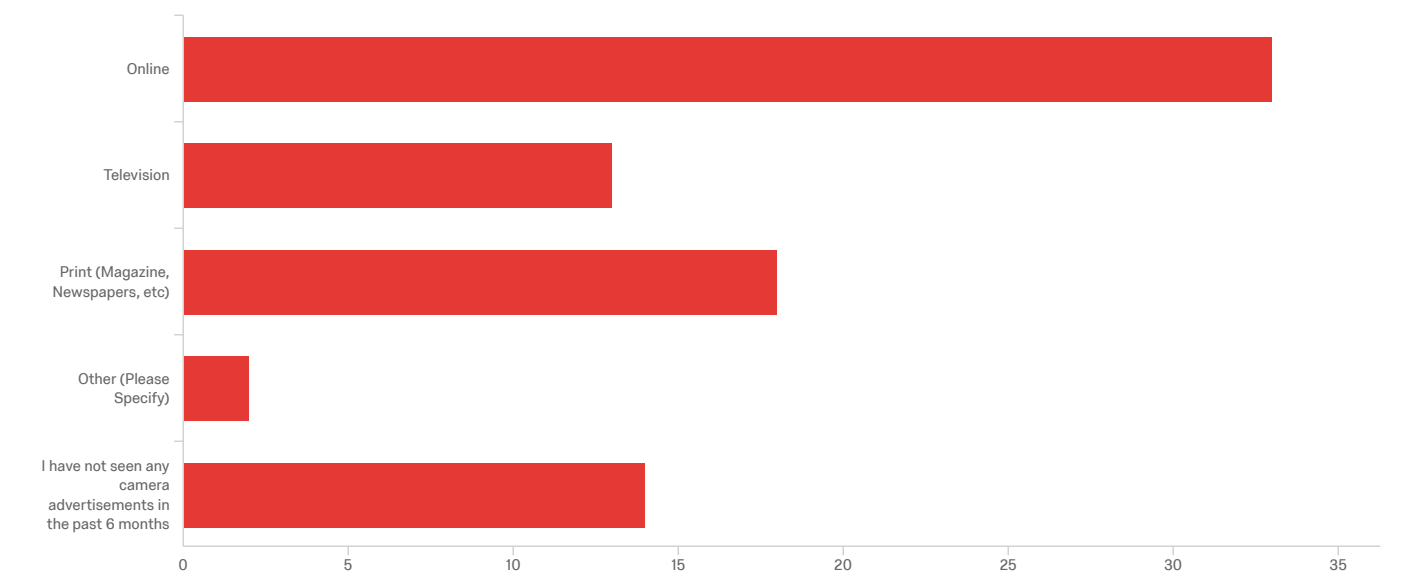
(Choose all that apply)



#	Field	Choice Count
1	Online	43.88% 43
2	In-store resources	18.37% 18
3	Friends & Family	29.59% 29
4	Others Sources Not Listed	8.16% 8
		98

Showing Rows: 1 - 5 Of 5

Q14 - In the past six months, where have you seen camera advertisements? (Choose all that apply)



#	Field	Choice Count
1	Online	67.35% 33
2	Television	26.53% 13
3	Print (Magazine, Newspapers, etc)	36.73% 18
4	Other (Please Specify)	4.08% 2
5	I have not seen any camera advertisements in the past 6 months	28.57% 14
		49

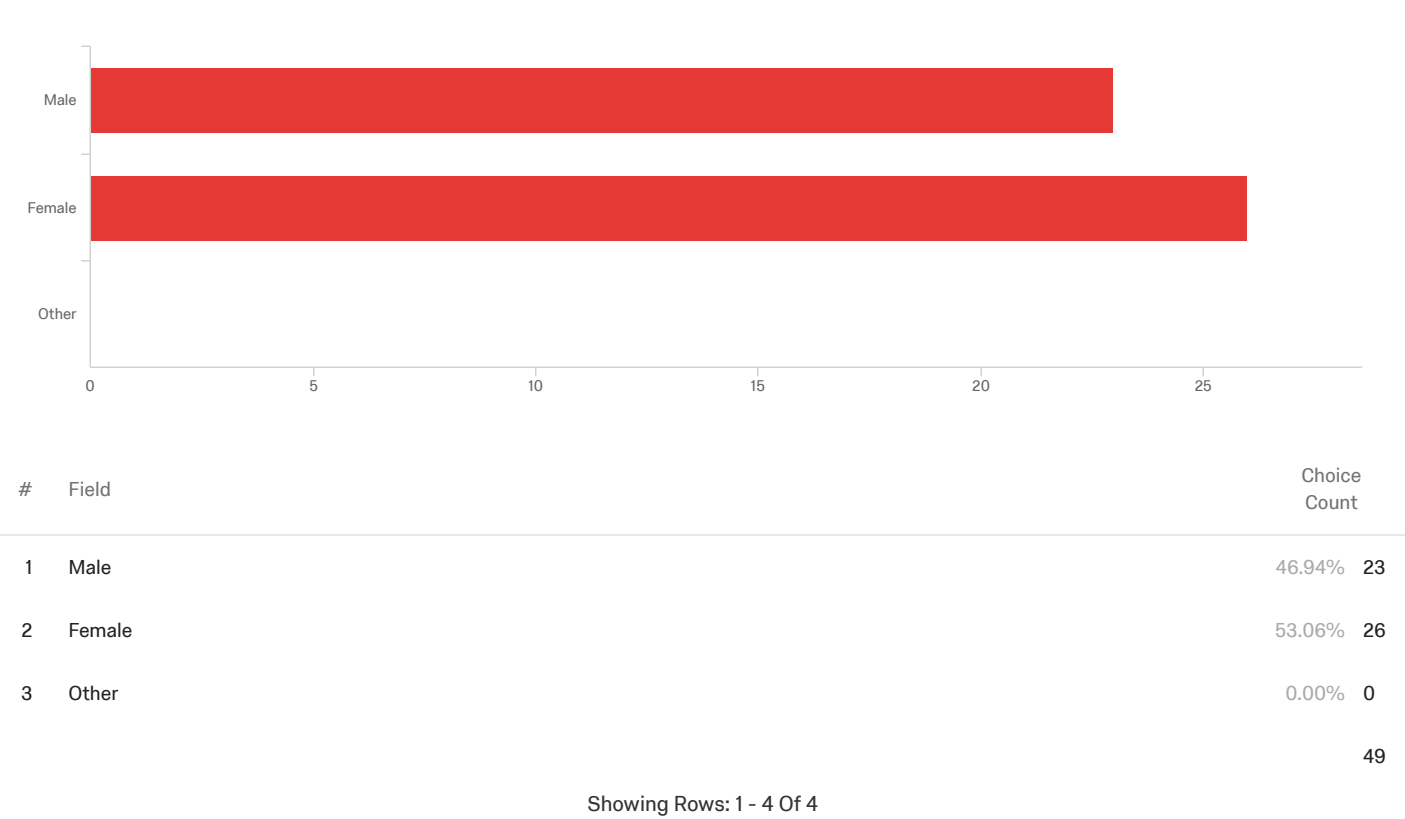
Showing Rows: 1 - 6 Of 6

Other (Please Specify)

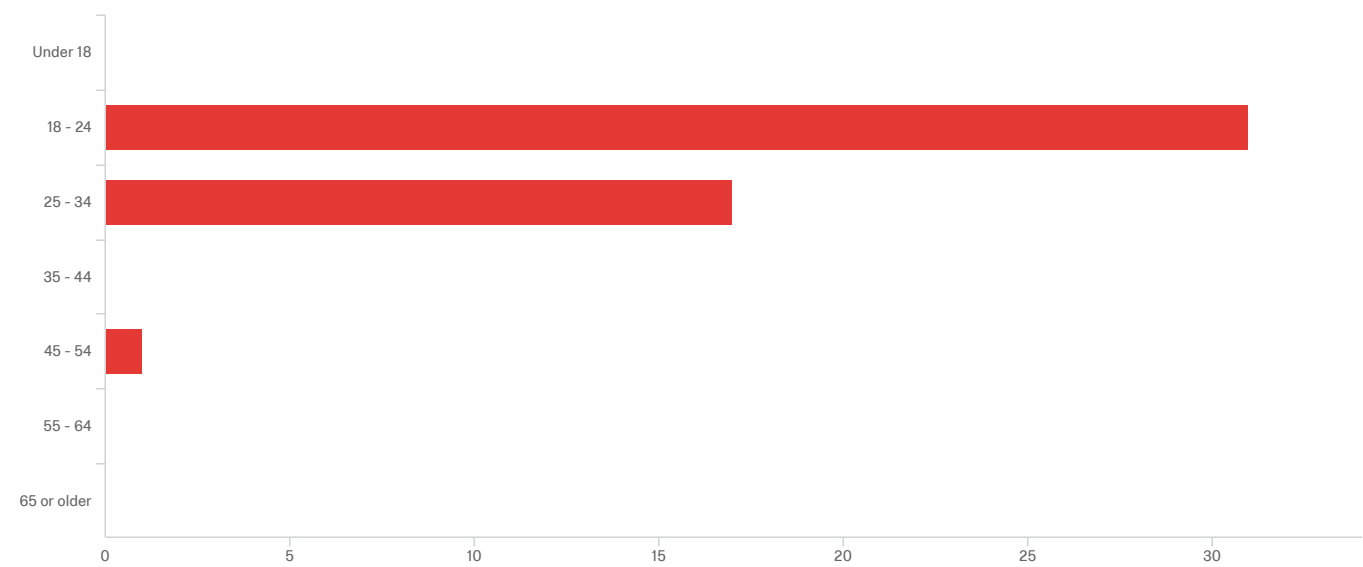
Other (Please Specify)
Social media
Radio son

Showing Records: 1 - 2 Of 2

Q15 - What is your gender?

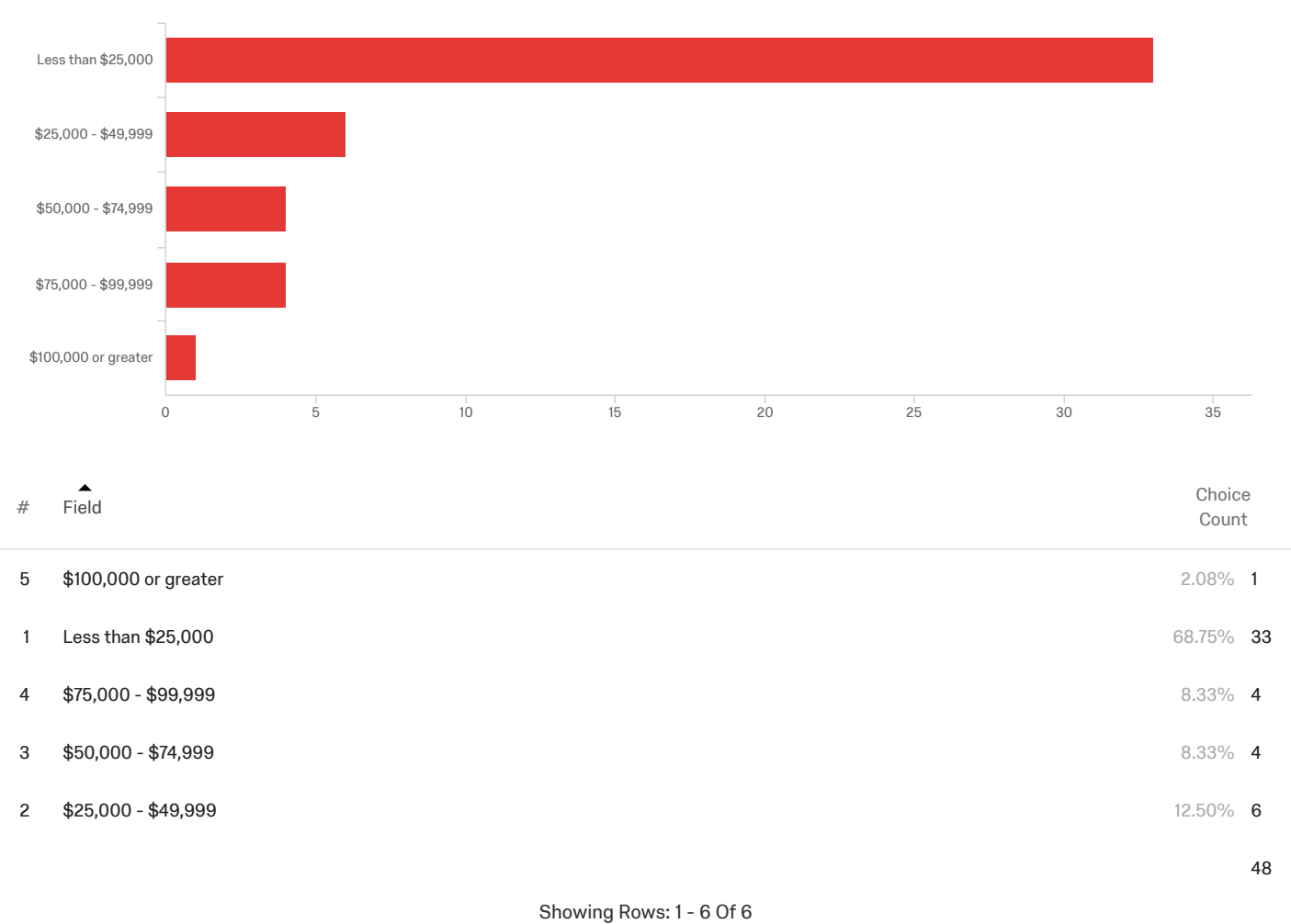


Q16 - What is your age?

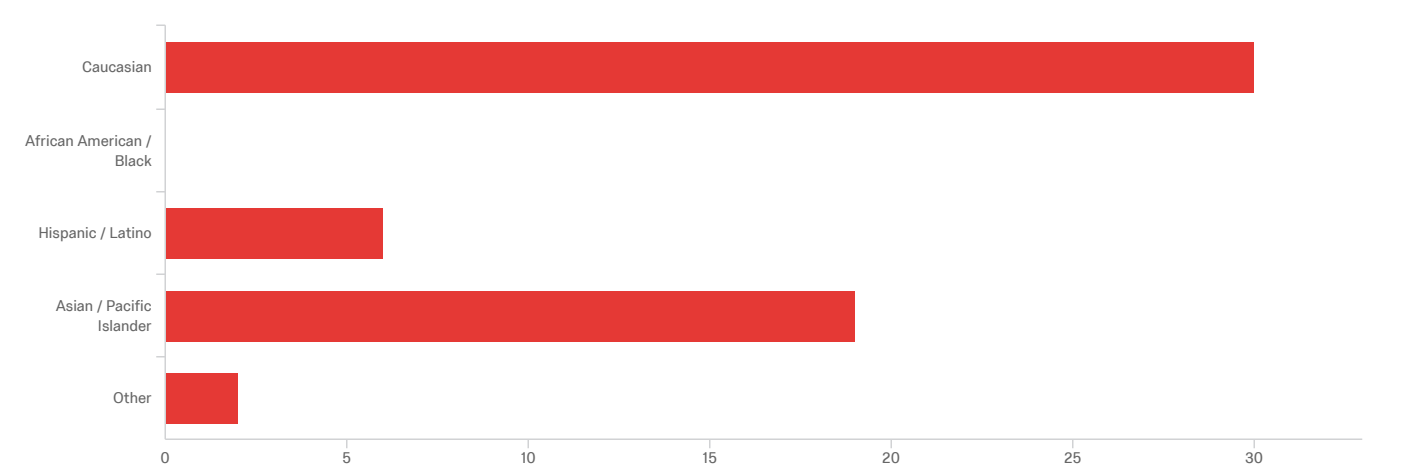


#	Field	Choice Count
1	Under 18	0.00% 0
2	18 - 24	63.27% 31
3	25 - 34	34.69% 17
4	35 - 44	0.00% 0
5	45 - 54	2.04% 1
6	55 - 64	0.00% 0
7	65 or older	0.00% 0
		49

Q17 - What is your income level?



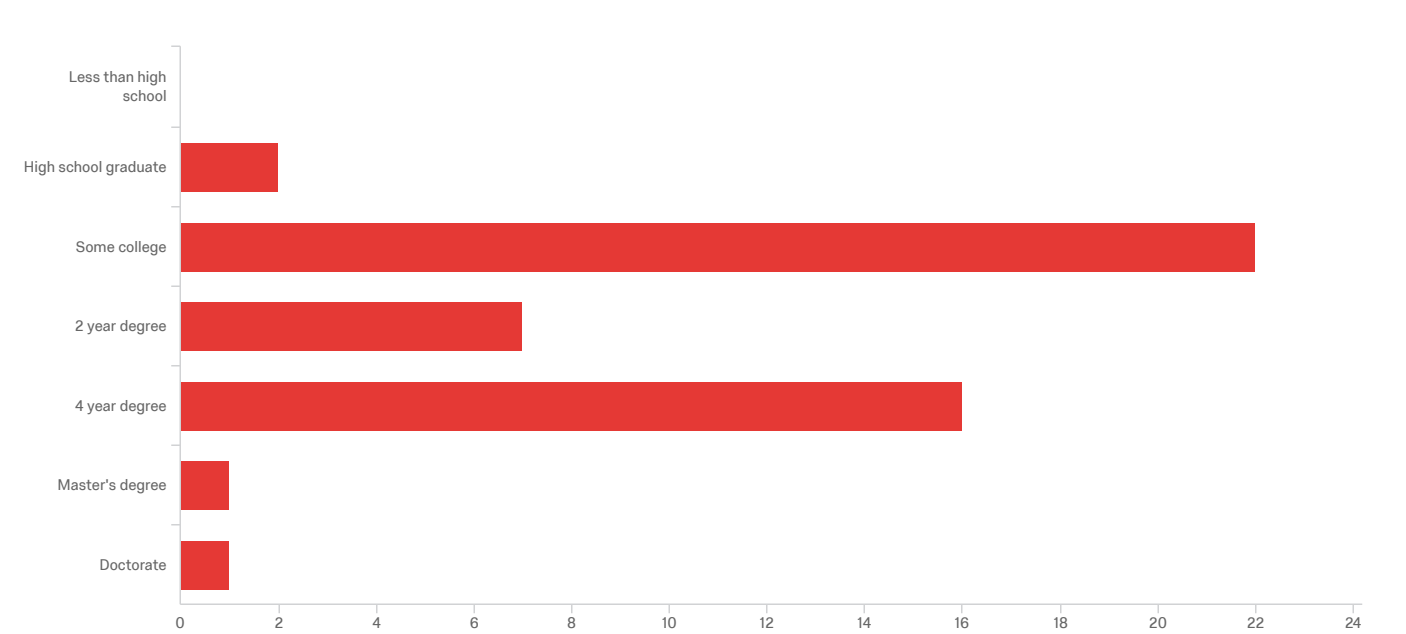
Q18 - What is your race? (Choose all that apply)



#	Field	Choice Count
1	Caucasian	52.63% 30
2	African American / Black	0.00% 0
3	Hispanic / Latino	10.53% 6
4	Asian / Pacific Islander	33.33% 19
5	Other	3.51% 2
		57

Showing Rows: 1 - 6 Of 6

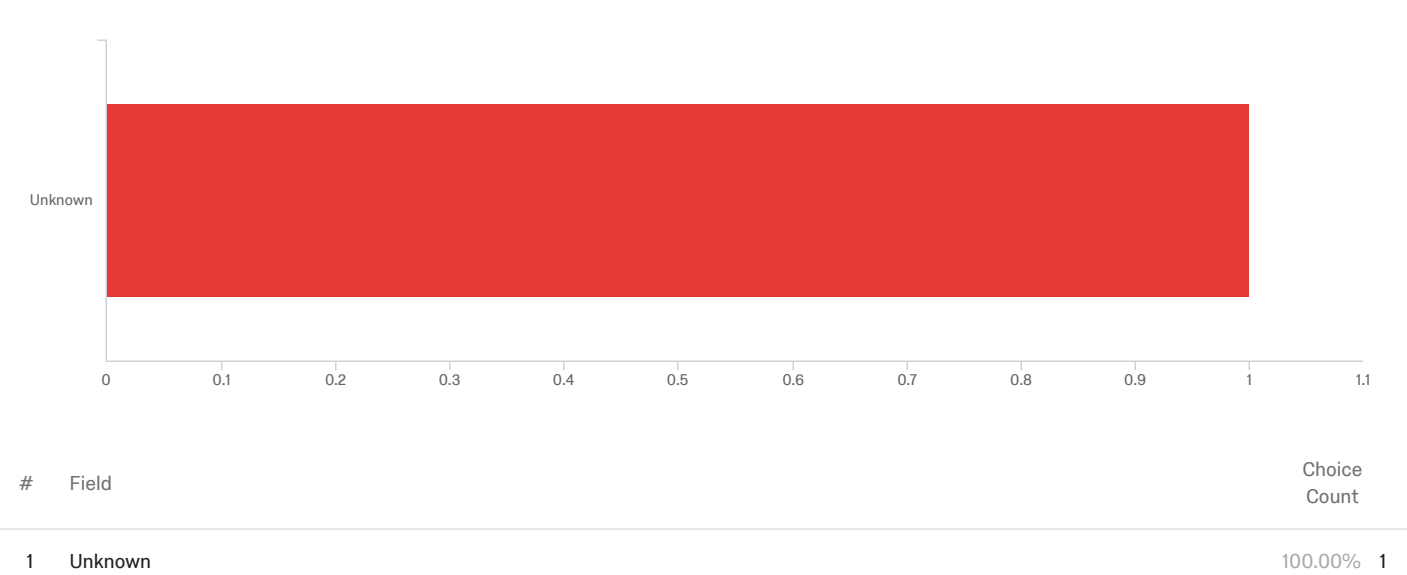
Q19 - What is your highest level of education?



#	Field	Choice Count
1	Less than high school	0.00% 0
2	High school graduate	4.08% 2
3	Some college	44.90% 22
4	2 year degree	14.29% 7
5	4 year degree	32.65% 16
6	Master's degree	2.04% 1
7	Doctorate	2.04% 1
		49

Showing Rows: 1 - 8 Of 8

Q11_4_TEXT - Topics



Showing Rows: 1 - 1 Of 1

End of Report