



Press Release

J.D. Power and Associates Reports: Online DSLR Camera Buyers Are Most Satisfied with Picture Quality, While Camera Durability and Shutter Speed/Lag Time Provide Opportunities for Brand Differentiation

Nikon Pro Series Ranks Highest in Online Buyer Satisfaction with DSLR Cameras

WESTLAKE VILLAGE, Calif.: 19 July 2011 — Owners of DSLR cameras indicate they are highly satisfied with the picture quality of their cameras, but are notably less satisfied with durability and shutter speed/lag time, according to the J.D. Power and Associates 2011 Digital Single-Lens Reflex Camera Online Buyer StudySM released today.

The study examines satisfaction among verified online buyers of digital single-lens reflex camera models. Responses were collected by PowerReviews—a social commerce network—and reflect the attitudes of actual DSLR camera owners who conducted their purchase using an e-commerce site. The study measures satisfaction among DSLR camera owners across five factors (listed in order of importance): picture quality (including picture clarity, sharpness and color); durability and reliability (including damage resistance, battery life and sturdiness); variety of features (including zoom, image stabilization and low light settings); ease of operation; and shutter speed/lag time (overall “speed” of the camera, including shutter lag time).

Overall, online DSLR buyers indicate they are well satisfied with their cameras, with satisfaction averaging 887 on a 1,000-point scale. Among the five factors, camera owners are particularly satisfied with picture quality (917), but are least satisfied with the shutter speed/lag time and durability of their cameras (866 each).

“Clearly, picture quality is crucial to online buyers of DSLR cameras,” said Larry Wu, senior director at J.D. Power and Associates. “However, owners expect no less than high-quality photos from their DSLRs, and other performance factors—such as durability and reliability, which is the second-most influential factor in overall satisfaction—have evolved as ways for DSLR camera models to differentiate themselves.”

The Nikon Pro Series ranks highest in online buyer satisfaction with a score of 914. The Nikon Pro Series performs particularly well in shutter speed/lag time, durability and reliability and ease of operation. The Canon Mark-Series follows in the rankings with a score of 909, and performs particularly well in performance and picture quality. The Canon D-Series and Nikon D-Series rank third in a tie, each with a score of 889.

The study also includes the following key findings:

- Online buyers spend an average of \$937 on their camera.
- Online buyers report taking an average of 918 photos per month using their DSLR camera.
- A vast majority of online buyers (87%) say they “definitely will” recommend their DSLR camera to friends and family.
- One-third of online DSLR buyers use their camera for shooting video.
- While overall performance is cited as a reason for purchasing a particular DSLR model 31 percent of the time, online buyers cite previous ownership and brand reputation nearly as often.

The 2011 Digital Single-Lens Reflex Camera Online Buyer Study is based on responses provided by PowerReviews from nearly 4,500 verified buyers who purchased a DSLR camera online. The study was fielded October 2010 through April 2011.

About J.D. Power and Associates

Headquartered in Westlake Village, Calif., J.D. Power and Associates is a global marketing information services company providing forecasting, performance improvement, social media and customer satisfaction insights and solutions. The company's quality and satisfaction measurements are based on responses from millions of consumers annually. For more information on [car reviews and ratings](#), [car insurance](#), [health insurance](#), [cell phone ratings](#), and more, please visit JDPower.com. J.D. Power and Associates is a business unit of The McGraw-Hill Companies.

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About PowerReviews

[PowerReviews](#) is the world's largest social commerce network. It helps companies tap into consumer conversations to drive better business, while providing consumers an easy way to share their insights about brands, products and services. Leading brands have standardized on PowerReviews to drive sales, increase traffic and shape product development.

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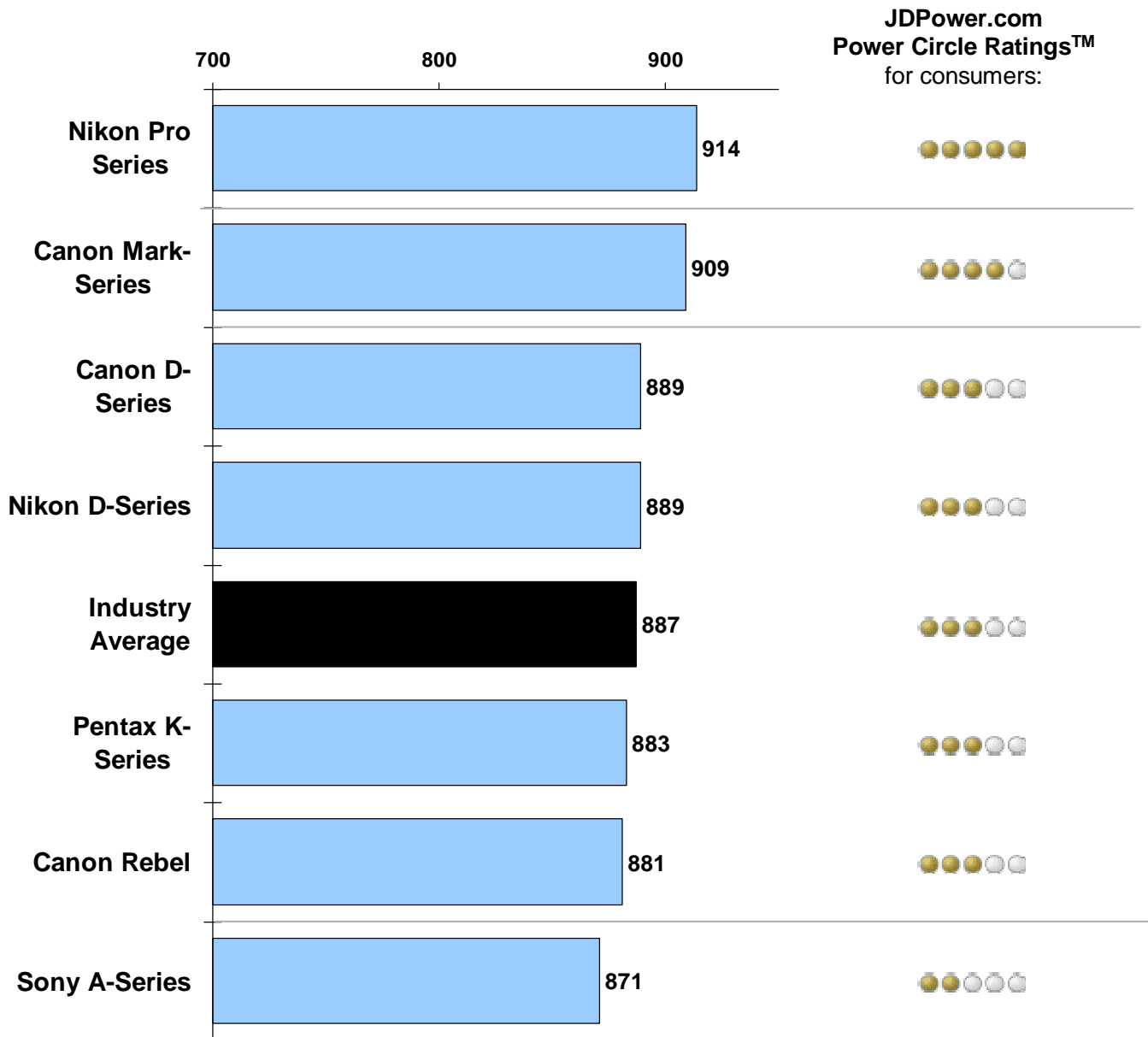
NOTE: One chart follows.

J.D. Power and Associates

2011 Digital Single-Lens Reflex Camera Online Buyer StudySM

Customer Satisfaction Index Ranking

(Based on a 1,000-point scale)



Included in the study but not ranked due to small sample size is Olympus E-Series.

Source: J.D. Power and Associates 2011 Digital Single-Lens Reflex Camera Online Buyer Study

Power Circle Ratings Legend

- Among the best
- Better than most
- About average
- The rest

Charts and graphs extracted from this press release must be accompanied by a statement identifying J.D. Power and Associates as the publisher and the J.D. Power and Associates 2011 Digital Single-Lens Reflex Camera Online Buyer StudySM as the source. Rankings are based on numerical scores, and not necessarily on statistical significance. JDPower.com Power Circle Ratings™ are derived from consumer ratings in J.D. Power studies. For more information on Power Circle Ratings, visit jdpower.com/faqs. No advertising or other promotional use can be made of the information in this release or J.D. Power and Associates survey results without the express prior written consent of J.D. Power and Associates.