



## Press Release

*NOTE: A previous version of this press release incorrectly stated the increase in year-over-year online expenditures of DSLR cameras. The 2011 study was conducted at the series level and the 2012 study was conducted at the brand level. The 2011 and 2012 data has been normalized at the brand level, resulting in the updated figures below. J.D. Power and Associates sincerely apologizes for any problems these changes may have caused.*

### **J.D. Power and Associates Reports: DSLR Camera Average Online Expenditure Increases 10 Percent from 2011**

#### Pentax Ranks Highest in Online Buyer Satisfaction with DSLR Cameras

**WESTLAKE VILLAGE, Calif.: 28 June 2012** — Online buyers of DSLR cameras make an average online expenditure<sup>1</sup> of \$1,291—a 10 percent increase and up from \$1,175 in 2011, according to the J.D. Power and Associates 2012 Digital Single-Lens Reflex Camera Online Buyer Report<sup>SM</sup> released today.

The report examines satisfaction with digital single-lens reflex camera brands among verified online buyers. Responses were collected via PowerReviews—a social commerce network recently acquired by Bazaarvoice—and reflect the attitudes of actual DSLR camera owners who used an e-commerce site to make their purchase. The study measures satisfaction with DSLR cameras 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).

Pentax ranks highest in online buyer satisfaction with a score of 899 (on a 1,000-point scale), followed closely by Nikon (891) and Canon (888). Pentax performs particularly well in durability and reliability; variety of features; ease of operation; and shutter speed/lag time, while Canon performs well in the picture quality factor.

“Pentax’s customer base has shifted since 2011 from casual photographers to those who consider themselves semiprofessional or professional photographers,” said Sara Wong Hilton, director at J.D. Power and Associates. “In fact, across the industry, the results indicate a slight increase in self-identified semiprofessional photographers, possibly leading to the purchase of more high-end camera systems.”

Despite a shift in DSLR camera buyer demographics, overall satisfaction remains stable (888 in 2012 compared with 887 in 2011).

The 2012 Digital Single-Lens Reflex Camera Online Buyer Report is based on responses provided to J.D. Power and Associates through PowerReviews from more than 8,100 verified buyers who purchased a DSLR camera online. The study was fielded from May 2011 through April 2012.

#### **About J.D. Power and Associates**

<sup>1</sup> Average online expenditure primarily includes the camera body or camera body and lens(es). Some camera body/lens kits may include additional accessories.

Headquartered in Westlake Village, Calif., J.D. Power and Associates is a global marketing information services company providing 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.

#### **About The McGraw-Hill Companies**

McGraw-Hill announced on September 12, 2011, its intention to separate into two public companies: McGraw-Hill Financial, a leading provider of content and analytics to global financial markets, and McGraw-Hill Education, a leading education company focused on digital learning and education services worldwide. McGraw-Hill Financial's leading brands include Standard & Poor's Ratings Services, S&P Capital IQ, S&P Indices, Platts energy information services and J.D. Power and Associates. With sales of \$6.2 billion in 2011, the Corporation has approximately 23,000 employees across more than 280 offices in 40 countries. Additional information is available at <http://www.mcgraw-hill.com/>.

#### **About Bazaarvoice**

Bazaarvoice, a leading social software company, brings the voice of customers to the center of business strategy for nearly 1,800 clients globally like [Best Buy](#), [Costco](#), [Dell](#), [Macy's](#), [P&G](#), [Panasonic](#), [QVC](#), and [USAA](#). Bazaarvoice helps clients create social communities on their brand websites and Facebook pages where customers can engage in conversations. These conversations can be syndicated across Bazaarvoice's global network of client websites and mobile devices, which allows manufacturers to connect directly with customers. The social data derived from online word of mouth translates into actionable insights that improve marketing, sales, customer service, and product development. Headquartered in Austin, Texas, Bazaarvoice has offices in Amsterdam, London, Munich, New York, San Francisco, Paris, Stockholm, and Sydney. For more information, visit [www.bazaarvoice.com](http://www.bazaarvoice.com), read the blog at [www.bazaarvoice.com/blog](http://www.bazaarvoice.com/blog), and follow on Twitter at [www.twitter.com/bazaarvoice](http://www.twitter.com/bazaarvoice).

#### **J.D. Power and Associates Media Relations Contact:**

Syvetril Perryman; Westlake Village, Calif.; (805) 418-8103; [media.relations@jdpa.com](mailto:media.relations@jdpa.com)

#### **Bazaarvoice Media Relations Contacts:**

Emily Brady, Brady PR; (650) 692-6107; [emily@bradypr.com](mailto:emily@bradypr.com)

No advertising or other promotional use can be made of the information in this release without the express prior written consent of J.D. Power and Associates. [www.jdpower.com/corporate](http://www.jdpower.com/corporate)

Follow us on Twitter [@JDPOWER](https://twitter.com/JDPOWER)

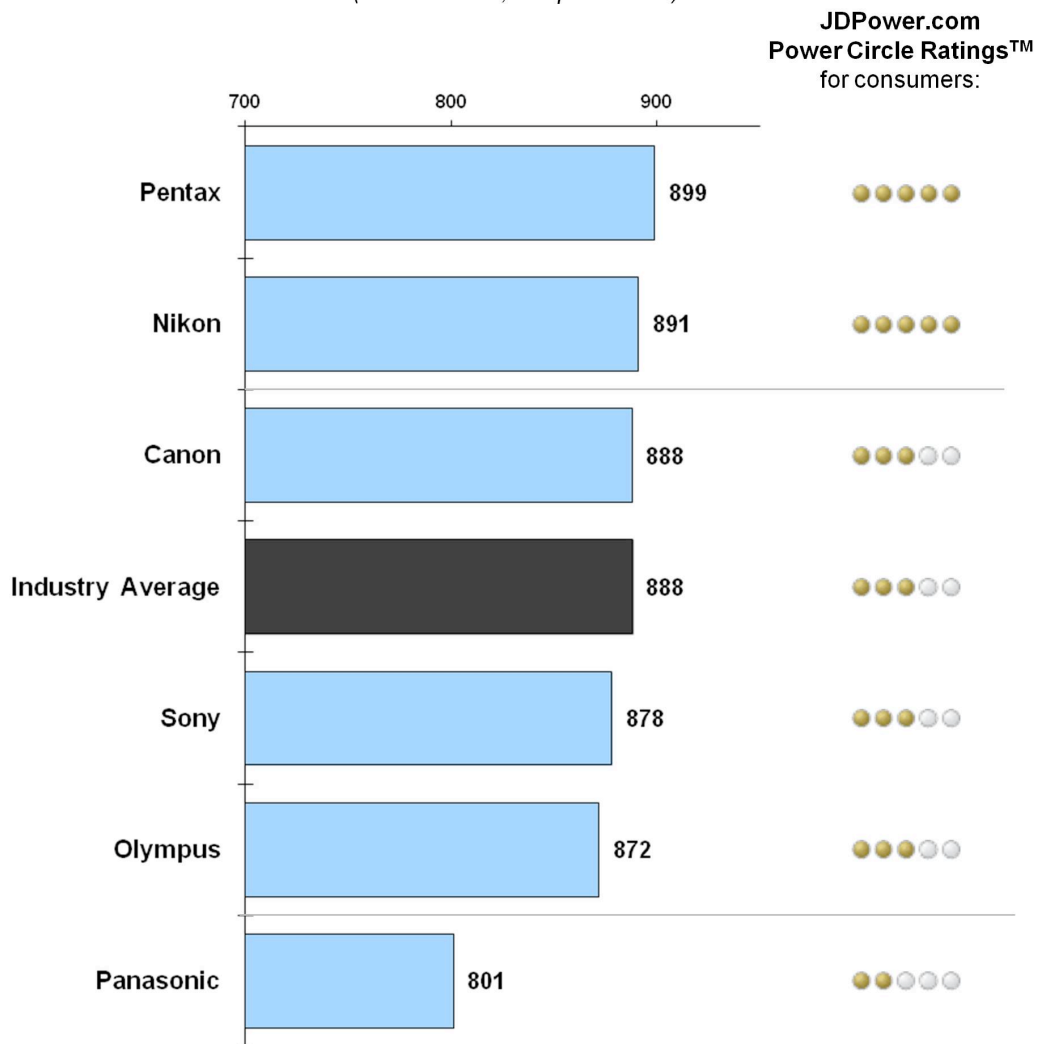
# # #

(Page 2 of 2)

NOTE: One chart follows.

# J.D. Power and Associates 2012 Digital Single-Lens Reflex Camera Online Buyer Report<sup>SM</sup>

## Customer Satisfaction Index Ranking (Based on a 1,000-point scale)



**Power Circle Ratings Legend**

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

Source: J.D. Power and Associates 2012 Digital Single-Lens Reflex Camera Online Buyer Report

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 2012 Digital Single-Lens Reflex Camera Online Buyer Report<sup>SM</sup> 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](http://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.