



## The Rise of the Amateur

### Purpose and Audience

The Rise of the Amateur Report is a useful tool to give retailers and manufacturers an idea of what is going on in the industry with the photo enthusiast segment. The report is designed to aid firms in accommodating this group of consumers. The percent of U.S. households taking more than 480 pictures in a year doubled from 13 percent in 2000 to 25 percent in 2008. Yet, business emphasis on this segment is lagging. The retail environment has remained the same given that the number of camera stores is no greater than it used to be and local retailers and mass merchandisers continue to focus on generation X females. There has been no widespread change in the channel or department configurations to address the advanced amateur segment. Perhaps dedicated sections in chain retailers and camera stores would be beneficial to accommodate this

growing segment. The main objectives of this research are: (a) to find out if the photo enthusiast segment is satisfied with current products and services and (b) what opportunities for product differentiation and product development exist. Finally, we want to know what specific features members of this segment look for on cameras, social networks, wide screen TVs, printers and printing services.

### Research Methodology

The online questionnaire was created by Future Image and by PMA Marketing Research. In the beginning of October, 2009, DP Review invited their audience to take the survey. More than 15,000 responses were collected from U.S.-based and non-U.S. based photo enthusiasts. This report will focus on U.S.-based households as the default. There was not much variation between U.S.-based and non-U.S. based households in most cases, unless noted.

### Pricing and availability

Upon completion the report is available in PDF for instant purchase and download at [www.pmai.org](http://www.pmai.org).

#### Availability

The Rise of the Amateur is released early in November.

#### Pricing

- Basic Edition: \$499
- 6Sight Attendees: \$199

#### Promotion

A general business press release will be issued when the report is complete.

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