

# MORE THAN 93 MILLION

*adults own some  
type of camera!*

*And 71 percent  
of these  
consumers  
are newspaper  
readers.\**

\*Daily/Sunday (net) readership



## NEWSPAPERS REACH OWNERS OF VARIOUS TYPES OF CAMERAS.

Type of Camera Owned	Daily Newspaper Readers	Sunday Newspaper Readers	Prime Time TV Viewers	Any Yellow Pages Reference Last Seven Days
Point and Shoot/ Single-Lens Reflex	53%	65%	38%	33%
Cartridge With Built-in Flash	50	60	48	33
Digital	50	62	41	36
Instant Developing Camera	51	62	44	36
Movie Camera (Excluding Camcorder or Video)	49	63	43	35
35mm Auto Focus Point and Shoot	51	63	41	35
35mm Auto Focus Single-Lens Reflex	55	65	41	30
35mm Auto Focus Zoom Camera	53	65	43	35
35mm Single-Lens Reflex	54	65	40	33
Video Still Camera	51	62	40	34

Source: Mediamark Research Inc., Doublebase 2003  
Prepared by NAA Business Analysis & Research Dept.

## NEWSPAPER READERSHIP IS STRONG AMONG BUYERS OF THE TOP CAMERA AND DEVELOPING ACCESSORIES.

Top Camera and Developing Accessories Owned	Newspaper Readership*
Albums	71%
Batteries	71
Camera Case	72
Frames	69
Tripod	74
Flash Unit	72
Telephoto/Zoom Lens	74
Lens Filters	74
Gadget Bag	75
Automatic Winder	70

\*Daily/Sunday (net) readership

# CAMERAS

**Big spenders**—Consumers who spend \$200 or more on a camera are more likely to be heavy newspaper readers (index 124), than adults in general (index 100). These big spenders are less likely to be heavy primetime TV viewers (index 82), or heavy radio listeners (index 85).

**Focused readers**—Owners of cameras and camera accessories are more likely to read the science and technology section of a daily newspaper (indices 135 and 137 respectively), than adults in general (index 100).

**Great exposure**—Newspapers reach buyers of film wherever they shop.

Where Film is Purchased	Daily Newspaper Readers	Sunday Newspaper Readers	Prime Time TV Viewers	Any Yellow Pages Reference Last Seven Days
Discount Store	54%	66%	43%	35%
Drug Store	53	65	43	35
Grocery Store	51	63	41	35
Warehouse Clubs	51	64	38	33

Source: Mediamark Research Inc., Doublebase 2003  
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