





















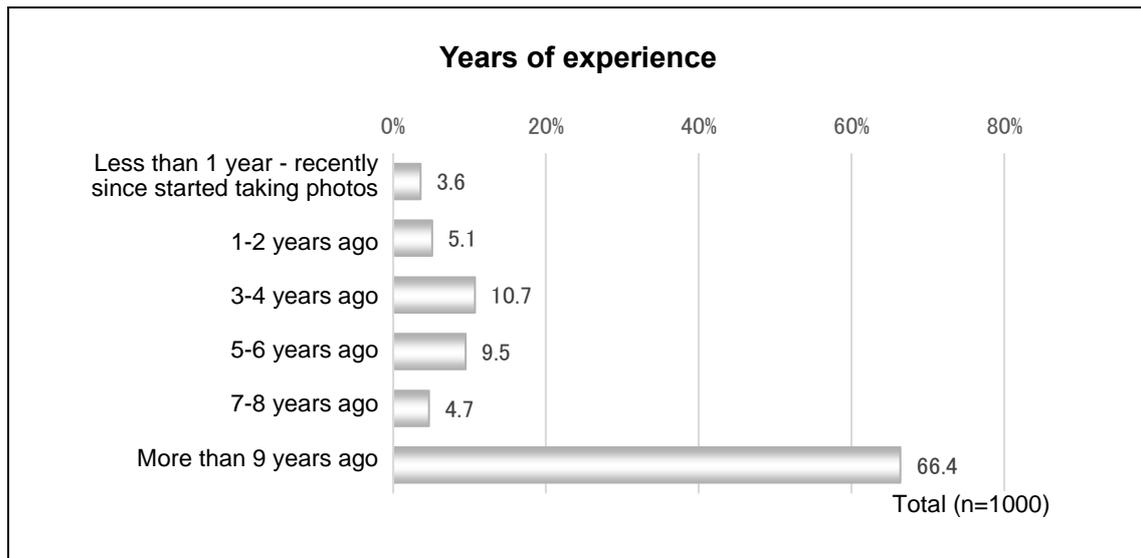




Payments” 28.6%). \*The Japanese government granted 100,000 yen in a Special Cash Payments to each citizen and resident as a measure against the coronavirus crisis from spring to summer of 2020.

● **“More than 9 years ago” occupied two thirds for years of experience, taking a lead by far.**

We asked the question “Approximately when did you start taking photos?” to investigate the number of years of experience.



The majority answered “More than 9 years ago” in the previous survey, which included smartphone users. But it accounted for 66.4% (approximately two thirds) in this survey, which included only digital camera users, beating down the others.

Also, by adding “5-6 years ago” and “7-8 years ago,” we can see that 80.6% (more than 80%) have “more than 5 years” of experience.

This indicates that people who shifted to digital cameras from a smartphone included the years of using a smartphone into the total years of experience. Many of them started taking photos with a smartphone first and shifted to a digital camera because they started wanting more beautiful and more satisfactory photos.

We really think having advice from people with lots of experience who have already tread a similar path is important in order to invite more new users.

In this survey, we directly asked for their ideas/tips.

**Defeat the coronavirus pandemic! Ideas/tips to enjoy taking photos with a camera**

**Now is the best time to take photos of food!**

“People are spending more time at home now. Entertain yourself by taking photos of meals you cook and make a photo album.” (19, female)

“Record of my cooking” (24, female)

“Taking photos of good food leads to cooking healthier meals.” (36, male)

“I became interested in cooking. I want to take photos of my cooking to show off” (36, male)

“I take many interesting subjects such as sowing and cooking.” (53, female)

### **Now is the best time to connect with others!**

“Organize an online group to share photos taken by everyone.” (18, male)

“Having a panel discussion session with photos with a gentle atmosphere is a good idea.” (35, female)

“Ask online for photos you want to have, and let people post their photos online.” (35, male)

“Some people can be entertained by themselves, while some others want to share good moments with someone else. I think it would be good if there was a website that I could show my stay-home photos on.” (39, female)

“Many school events have been cancelled. I wish there was media that showed photos of ordinary school life or school events regularly.” (41, female)

“There should be a way to spread photo events that anyone can join if planned well... for example, sharing interests in common, or chasing a dream with someone who has the same sense through photography.” (52, female)

“Organizing a photo presentation session” (64, male)

“I take a snapshot of elderly people when I visit them to check their wellbeing and give a photo to them if they request one.” (72, male)

### **Now is the best time for photo contests!**

“A sunset photo contest” (20, female)

“A daily photo contest” (29, female)

“If there is a photo contest for photos taken while on a trip using the GoTo Campaign which offers special benefits only for people who applied to the contest, I would love to participate.” (38, male)

“I think it would be fun if there was a photo contest on specific photographic subjects.” (40, female)

“Fully utilize photo contests” (43, male)

“A smiley face photo contest... it would make everyone happy just displaying photos.” (61, female)

“A portrait relay” (61, male)

### **Now is the best time for photo exhibitions!**

“A photo exhibition on items familiar to people” (33, male)

“Organize an online exhibition” (41, male)

“I want more places to see photos (exhibitions, home pages, wallpaper, etc.)” (51, male)

“I think I would be more enthusiastic if I could see or buy photography books more easily, as I would wish to take similar photos myself.” (52, male)

“What about having a casual, not professional, exhibition such as a snapshot contest with a specific theme. It is also a good idea to focus on cities, towns or villages of each prefecture one by one. Men and women of all ages can easily join in such an exhibition.” (61, female)

“There should be more exhibitions about the coronavirus pandemic, for example, a photo exhibition of face masks like this, or DIY face masks.” (75, male)

### **Continue under the coronavirus crisis, unchanged feelings**

“I believe that history is made by enriching the life and passing the greatness of photography to the next generation.”

(39, male)

“I pursue quality, not quantity.” (43, male)

“I take professional-like photos as a hobby.” (46, female)

“I enjoy going for a walk with my husband and taking photos of everyday scenes, because outside is safer from the coronavirus.” (60, female)

“I keep my enthusiasm by meeting my friends regularly and presenting my photos as I am a member of a photography club. I wouldn't have continued taking photos if I had been alone.” (65, male)

“Supply of information on community bulletins is important, especially now, because we have less opportunities to go out.” (67, male)

“I am working hard to record the growth of my four grandchildren. I've been taking the same photos at the same place for five years to compare them. I want to continue doing this until they reach 20 years old.” (72, male)

“I record the growth of my grandchildren on my camera and give their photos as a gift.” (72, male)

### **Awareness during the coronavirus crisis**

“Going overseas was the meaning of my life, and I also loved going on domestic tours, but now I have lost my freedom. As a pastime I can do now, I started visiting Buddhist temples located nearby. There is plenty of information about famous temples on pilgrimage routes on the internet or from books. But there is almost no information on unknown temples in my local area. So, I take my camera with me to record my personal pilgrimage and set for a quest for photogenic spots with no information to refer to. I post my records on SNS as private information that only I can browse. (48, female)

“While I take photos of my patients who require nursing care in the same situation every day, sometimes I notice changes. I think there may be a new way to utilize photography for nursing care.” (52, male)

“Even though I didn’t see the landscape itself, I can see beautiful scenery and views by looking at the photos taken by others. It is wonderful. I wish I could share memories of other people through communication with them, even though I haven’t seen the actual scenery. Also, there is a big difference between photos taken with a smartphone and photos taken with a camera, even though they are the same scenery. I want a camera that requires no special technique and produces photos which are not just a record of something, but also show more beautiful pictures than seeing the subject with my eyes.” (58, female)

“I don’t like SNS very much. I don’t have a smartphone, have no experience with LINE, and hardly use FB. I save photos I took in Google Photo, sorting by theme so that I can show them only to people who I want to show my photos. I hardly have chances to see my friends because of the coronavirus crisis, so I am exchanging emails with my friends more than before. I started attaching one or two of my daily photos, then I feel my loneliness from not seeing friends is relieved a little, making all of us feel heart-warmed.” (61, female)

“My hobby is riding a local train carrying my camera with me. It is just a solo trip, not a photo trip to compete on photography techniques with others. I sometimes have a surprising encounter at the destination. This camera life is my secret to defeat the coronavirus crisis.” (69, male)

“Many people like taking photos with their smartphones, but a camera battery lasts longer. I learned that from my experience, so I want to use my camera more often.” (73, female)

“Everyone, including the person who is taking photos, can enjoy photography.” (76, male)

Selected from the results of the survey

We would like to express our gratitude to everyone who participated the survey.

CIPA will hold the CP+2021 on the internet from February 25 to 28, 2021.

We plan to report more detailed results from the Integrated Survey of Photo Imaging Market” in the CP+2021 “CIPA Market Seminar.”

● Inquiries about this report

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