



HOW DO YOU EOS?

A huge thank you to everyone who took the time to respond to the 2023 How do you EOS? survey. We had just under 2,200 responses this time, so plenty of data to share with you and to compare with the results from previous surveys.

It's invaluable to know all about your photography. In a way, we already know what you think of the magazine – because around 90% of you renew every single year (thank you). However, it's important that the magazine content reflects the gear you own and the subjects you shoot. Read on to find out the results.

2179 RESPONSES

How does it compare to 2021?

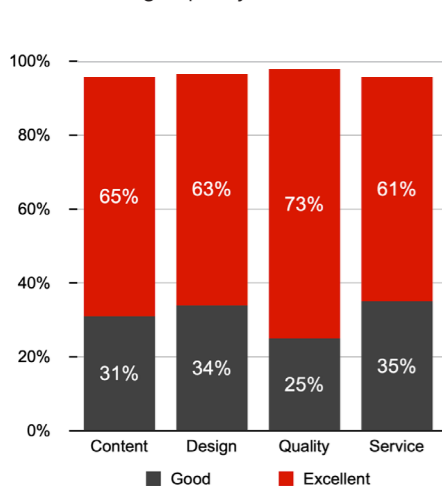
Much of the data is very consistent. The biggest change – which came as no surprise to the team – is that nearly half of you now use a mirrorless camera as your main body, though some of the editorial team were expecting an even higher figure (guesses ranged between 30% and 60%). In 2021 this stood at 20%.

Given that the EOS R system was launched in 2018, with the two most popular models – the R5 and R6 – released mid-2020, this is quite a rapid changeover from DSLR to mirrorless. It seems that the anticipated benefits of new technology is the main motivation for switching, as it was in 2021. The percentage of photographers planning to change to mirrorless in the next three years has also shot up.

If you'd like to see even more data and analysis, then visit www.eos-magazine.com/survey for the full rundown.

You & Your Magazine

Rating We asked you what you think of EOS magazine and which articles you enjoy the most. Below is how you rated the magazine for four key aspects – content, design, quality and service.



Content We always try to put a good mix of articles in the magazine. The question is, therefore, which articles do you read and how frequently do you read them?

	Always %	Sometimes %
Photo techniques	80	20
Camera features	72	27
News	62	36
New Canon products	60	37
Reader questions	54	43
Reader images	46	51
Accessory features	42	56
EOS Project	38	55
Software/apps	36	57
Flash	29	56
Printing	28	55
Video	9	42



56% 61-75 YEARS OLD
89% MALE
69% EXPERIENCED ENTHUSIASTS

Your Camera Gear

Camera The EOS R5 is the most owned camera by some margin – standing at 16% of survey respondents. Next is the R6, followed closely by the 5D Mark IV, which was top in 2021.

47% say that an R-series mirrorless camera is their main body. Of the top ten most owned cameras, four are R-series, all of which are in the top five. 88% of you bought your most recent camera new.



47% OWN AN EOS R SERIES

6 AVERAGE NO. OF LENSES OWNED

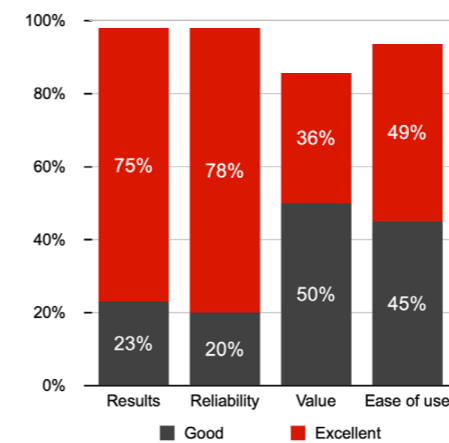
Lens Canon zoom lenses are the most commonly owned, with people on average owning two zoom lenses to every one prime lens. On average, respondents own six lenses each. Nearly 80% of the lenses owned are made by Canon.

Flash 77% of you own at least one flashgun. Just over half of you only own one Canon Speedlite flash. It's interesting to see that this correlates strongly with the types of articles that are read in the magazine, with 85% of subscribers either always or sometimes reading flash techniques.



How do you rate your gear?

For results and reliability, Canon scores very highly as usual, with only 2% of people choosing Average or lower for these two measures.



Upgrading plans 36% of respondents said that they will either definitely or probably change their camera in the next three years. 1 in 5 had no intention. Where an upgrade is planned, 78% said that the next camera they buy would be mirrorless. Main reasons were: 1) technology (60%), 2) better results (14%) and 3) full frame (9%).

78% INTEND TO BUY MIRRORLESS

Your Photography

Most popular subjects:

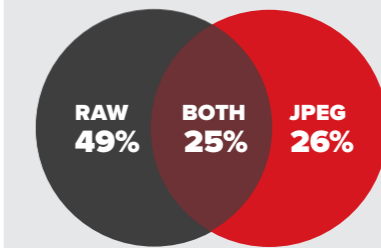
- 1 Landscapes
- 2 Travel & holidays
- 3 Animals & birds
- 4 Nature
- 5 Close-up & macro
- 6 Flower & garden
- 7 Family & portraits



As this question was multiple choice, most people chose at least three subjects. It seems that you like variety!

RAW or JPEG?

It's the digital age-old question on file type. Nearly half of you are shooting predominantly RAW, while a quarter shoot primarily JPEG. Of course, RAW files require processing...



Most popular software and apps:

- 1 Adobe Photoshop
- 2 Adobe Lightroom
- 2 Canon DPP
- 3 Canon EOS Utility
- 4 Canon Camera Connect app

The Winners!

Congratulations to David Powell who has won the main prize of a PowerShot V10 Advanced Vlogging Kit, courtesy of Canon. Dave is a recent subscriber to EOS magazine, having joined earlier this year, and his main camera is an EOS R5.

Two runners-up were also drawn at random – Richard Boucher and John Probert – both of whom have won a free online course of their choice from the new programme by EOS Academy.

Five other respondents in the draw each receive an EOS magazine goody bag, containing a bandana, book and other items from EOS shop.



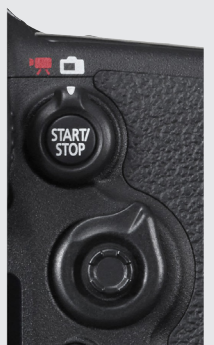
Other services used:

46% use photo cloud storage and 25% use their images to create photobooks. Overall, printing rates are high, with two-thirds of respondents printing images in some way. The most popular is printing at home (39%). Nearly 1 in 5 have their own photography website. That's very committed!

67% PRINT THEIR IMAGES

Video?

More than half of respondents have never used their EOS camera to shoot video. 42% said that they use movie mode sometimes, with just 3% using video either frequently or exclusively.



Frequency

55% of you shoot at least once a week; 16% shoot most days. We think this is amazing... and we share your enthusiasm! Thank you for being part of EOS magazine.