

**PRESS RELEASE**

January 21, 2021

Camera & Imaging Products Association (CIPA)

**Results of “Integrated Survey of Photo Imaging Market: Special Edition”**

The Camera & Imaging Products Association (CIPA: President Masaya Maeda) conducted the Integrated Survey of Photo Imaging Market:Special Edition for digital camera users (Outsourcing Contractor BCN Inc.: President Kikuo Okuda).

As represented by the cancellation of the CP+2020, which was scheduled to be sponsored by us in February last year, the impact of the COVID-19 pandemic has cast a shadow over those who were eagerly awaiting the annual event of the photo imaging market.

As reported in the previous survey, users who had endeavored to purchase cameras to start exploring the world of photography in earnest were enjoying travelling, having a good time with their friends, and cherishing beautiful scenery through a finder. This is the pride of our industry.

We were fully aware that we had to face the deterioration of user’s enthusiasm for cameras during this survey due to a situation where people could not even go out. Though, we decided that we should not turn our gaze from the truth.

However, perhaps because this survey was focused on only digital cameras (the previous survey included people who take photos only with smartphones), we unexpectedly received many encouraging comments from users.

We believe that now is the time to report the thoughts of people who are supported by cameras and support the photo imaging market, and the existence of unquestionable demands.

**Outline of the “Integrated Survey of Photo Imaging Market: Special Edition”**

1. Survey method

Web survey

2. Duration of survey

Early October, 2020

The survey was conducted mainly on the first weekend Tokyo was added to the GoTo Travel campaign.

3. The subject of the survey

Females and males residing within Japan, aged from 10s to 70s.

In the preliminary survey, we allocated answer collections according to the gender/age composition of Japanese people.

The subject of the main survey is digital camera users (those who purchased a camera in the past six months

+ those who took more than 30 photos with a digital camera in the past six months).

4. The number of samples

1,000 (main survey), 14,769 (preliminary survey)

## Outline of Result of “Integrated Survey of Photo Imaging Market: Special Edition”

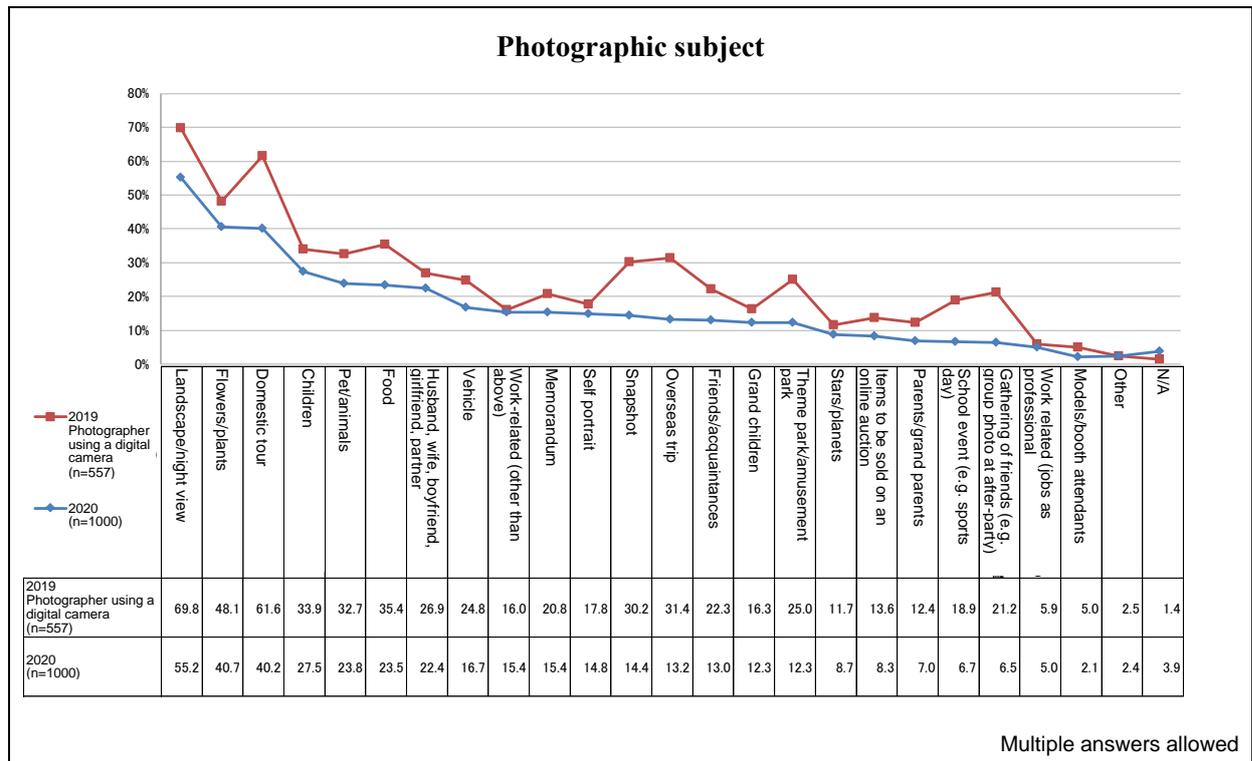
### ● Photographic subject that encouraged photography lovers ... flowers/plants and family photos.

We asked the question “what is a photographic subject you often take photos of?” (taken photos of the subject more than 2-3 times in the past six months) to investigate frequently taken subjects.

2019 Survey		Top 5	2020 Survey	
Landscape/night view	69.8%	1st	Landscape/night view	55.2%
Domestic tour	61.6%	2nd	Flowers/plants	↑ RANK UP 40.7%
Flowers/plants	48.1%	3rd	Domestic tour	↓ RANK DOWN 40.2%
Food	35.4%	4th	Children	↑ RANK UP 27.5%
Children	33.9%	5th	Pet/animals	↑ RANK UP 23.8%

“Landscape/night view” remained the most popular but dropped from 69.8% to 55.2% losing almost 15 points. “Domestic tour” also dropped from 61.6% to 40.2%, losing more than 20 points, and moved down the list.

“Flowers/plants” climbed the chart to 2nd place. While all the others lost points significantly, it was limited to a one digit drop from 48.1% to 40.2%.



“Children,” which went up in the ranking to 4th place, likewise, “husband, wife, boyfriend, girlfriend, partner” which came 7th, and “grand children”, which is assumed to be because people had fewer occasions to meet their daughters’/sons’ children, dropped slightly from 33.9% to 27.5%, 26.9% to 22.4%, and 16.3% to 12.3% respectively.

### **Comments from people who enjoy taking photos of flowers/plants with a digital camera**

- ▶ “I feel comforted when I take photos of seasonal flowers” (50, female)
- ▶ “I am examining the growth of vegetables. They look unchanged every day. But when I look back on their growth over a long period, I can find that they change significantly without being noticed. By taking photos of them and comparing them by year, I can see that they transform into totally different shapes. I also can see that they are growing in response to how I care for them. I am not seeing only the growth of plants, but also seeing the growth of vegetable producers.” (52, male)
- ▶ “I am now paying more attention to flowers in familiar parks. That makes me feel refreshed.” (56, female)
- ▶ “Seasonal flowers bloom regardless of the coronavirus crisis. Taking photos of seasonal flowers around myself provides me with a good diversion.” (65, male)
- ▶ “I have loved taking photos with a camera since I was young. I’ve been taking photos (of the garden) while I am in hospital.” (72, male)
- ▶ “My interest is gardening. I love taking photos of blooming flowers and having a look at the photos later on.” (73, female)
- ▶ “I enjoy keeping a record of my vegetable garden. I can see that I am related to nature in many ways through helping plants grow and keeping a record of their growth.” (79, male)

### **Comments from people who enjoy taking family photos with a digital camera**

- ▶ “I think the coronavirus crisis gave me a good opportunity to take daily photos of my family at home.” (17, female)
- ▶ “I only took photos of my child flashing a peace sign or looking into a camera, only when going out, visiting a theme park or somewhere special. But now, as I can’t go out because of the coronavirus, I take a larger variety of photos of my child, like playing at home or in the back yard, walking in my neighborhood, and everyday life of him without posing. The back view, side face, crying face, angry face, these may look like failed shots, but for a mother, these are adorable memories and precious moments. I am so glad that I have discovered that taking photos of my child other than smiling into a camera is such a great pleasure. I will definitely keep taking many everyday-life photos after the coronavirus pandemic ends.” (31, female)
- ▶ “I am glad that I can be connected with my grandparents and parents by sending photos even though I can’t go to see them.” (36, female)
- ▶ “I want to continue to take photos with a camera as a common interest with my still-growing children, and for my retired father’s fun, so that we can have more things to chat about together.” (40, male)
- ▶ “I want to take many photos of my aged mother while her health is still good.” (59, female)
- ▶ “Because I had a new grandchild.” (62, female)
- ▶ “I feel active when I am taking photos of my preschooler grandchild.” (69, female)

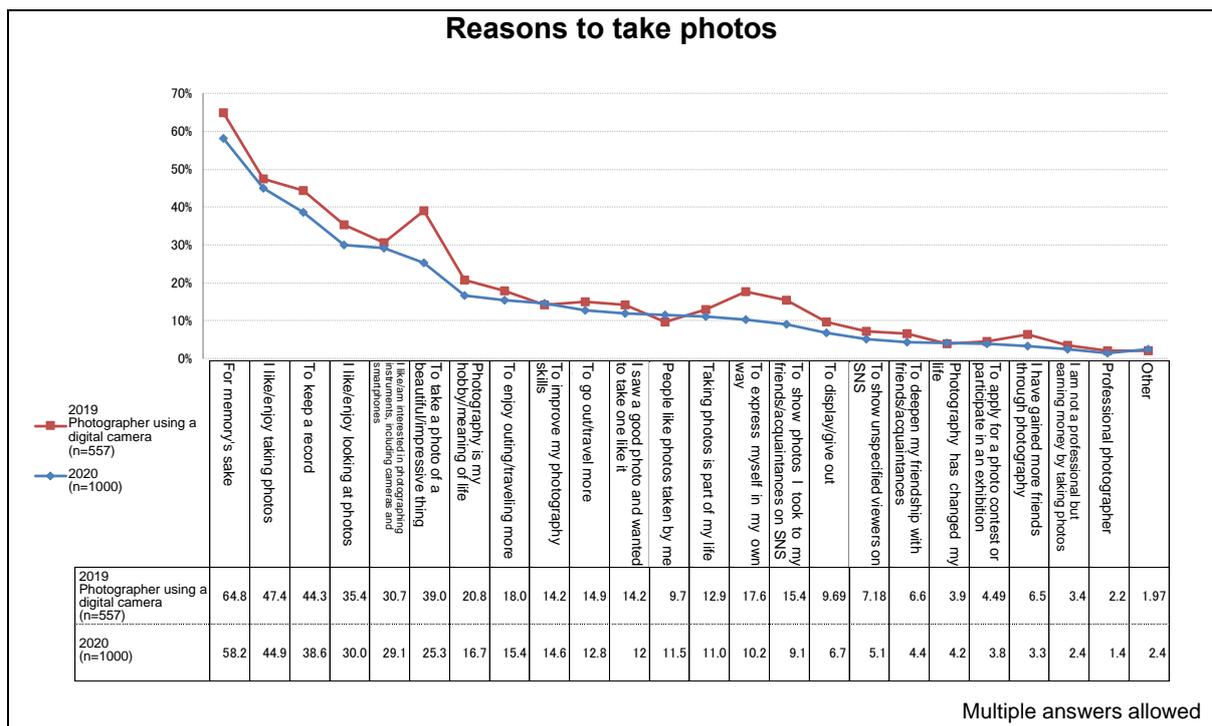
● **For reasons to take photos, while “To take a photo of a beautiful/impressive thing” significantly decreased, “For memory’s sake” and “I like/enjoy taking photos” remained in 1st and 2nd place respectively.**

We asked the question “what is the reason you take photos now?” to investigate the reasons to take a photo with a digital camera.

2019 Survey	Top 5	2020 Survey		
For memory’s sake	64.8%	1st	For memory’s sake	58.2%
I like/enjoy taking photos	47.4%	2nd	I like/enjoy taking photos	44.9%
To keep a record	44.3%	3rd	To keep a record	38.6%
To take a photo of a beautiful/impressive thing	39.0%	4th	I like/enjoy looking at photos	30.0%
I like/enjoy looking at photos	35.4%	5th	I like/am interested in photographing instruments	29.1%

“For memory’s sake,” “I like/enjoy taking photos” and “To keep a record” remained unchanged in the ranking, and “I like/enjoy looking at photos” maintained their high ranking. All kept within a one-digit percentage difference from the previous year, except for one.

There was a large change in “To take a photo of a beautiful/impressive thing,” dropping from 39.0% to 25.3%.



It is a cruelty of the coronavirus crisis that people have fewer chances to take photos of beautiful/impressive things. But photography lovers are not all depressed. We read out them to hear how they find support in releasing the shutter when fascinated by something or just having a camera with them

## **Photography makes memories... that is why I take photos**

- ▶ “I want to take photos of my everyday life with my friends because all school events, including school trips, have been cancelled owing to the coronavirus crisis.” (17, female)
- ▶ “I just want to make a record of my memories.” (41, male)
- ▶ “Taking photos before and after the coronavirus crisis becomes a record of history.” (47, male)

## **I like/enjoy taking photos... “That encourages me”... this is the reason why I take photos**

- ▶ “I just take a photo of what I am attracted to. ‘Just because it exists.’ I never miss a chance to take a photo of something ideal or desirable, and I take care of it.” (18, female)
- ▶ “I enjoy my hobby and dispel all negative air around me.” (21, female)
- ▶ “I take photos of little but lovable, joyful and happy moments in my life.” (34, female)
- ▶ “I can relieve stress by taking photos.” (36, male)
- ▶ “It encourages me.” (37, male)
- ▶ “I have always felt stressed easily since before the coronavirus crisis. So, I have been taking photos since the era of the instant camera, and I was always taking photos and videos with my flip phone. Taking photos is a good way for me to release stress. Even during this overwhelming time of the coronavirus crisis, I enjoy taking photos and it is a great pastime for me. I think it is also good for my health. Especially, smartphones are widely accepted now, so everyone can take photos and videos. Many people are taking photos just to have fun, but if you decide to go up a little higher to take better photos seriously, I think you can enjoy taking photos in a different way. Photography is a great hobby which is available for anyone and makes you mentally healthier.” (37, male)
- ▶ “Immerse yourself in photography, just like meditating, to release stress from the coronavirus crisis. When you are dedicated to your hobby, your happiness index goes up.” (38, female)
- ▶ “Don't think, just enjoy.” (39, male)
- ▶ “Just immerse yourself in it.” (40, male)
- ▶ “By trying to find a photogenic subject, I can forget about stress.” (40, male)
- ▶ “I can forget about time when I am taking photos of something I am fascinated by.” (40, male)
- ▶ “I can forget about time.” (41, female)
- ▶ “I just think taking photos may be able to blow my depressed feeling away in the blink of an eye.” (46, female)
- ▶ “I can remain mentally and physically healthy by having photography in my life as a hobby and daily habit.” (62, male)
- ▶ “Taking photos itself makes me happy and entertained.” (69, male)

- ▶ “Once it was a job for a painter. The coronavirus crisis makes people less sociable. But once I hold my camera, I want to take a photo that expresses my intention and release the shutter. When I look at the photos I took later on, sometimes I recall the scene or unexpectedly find another story in the photos, just like reading a novel. By holding my camera, and taking many photos, I can be free from a depressed mind and unnecessarily tensed mind.” (73, female)

### **I like/enjoy looking at photos... “That makes me smile”... this is the reason why I take photos**

- ▶ “By looking at photos, I can relieve my frustration of not being able to travel.” (30, male)
- ▶ “Looking at photos with a memory makes me smile.” (32, male)
- ▶ “I felt cheered up when I was looking at the photos I took in the past.” (34, female)
- ▶ “I felt delighted when some strangers said that they liked my photos I posted online, or my photos gave them useful information. Photography is great. Every person has a different expression. That is the reason why I enjoy looking at photos.” (43, female)
- ▶ “Having a discussion about photos with someone who has the same interest is such a fun. I like sharing memories with my family and friends while looking at photos.” (52, female)
- ▶ “I tell my grandchild stories about herself that she doesn’t remember by showing her photos from when she was a baby. She is growing up being loved by everyone. Her happy face makes everyone happy.” (71, female)
- ▶ “I relieve my frustration during the time at home by looking at photos of great scenery I have seen before. I praised myself, what great photos!” (75, female)

### **To take a photo of a beautiful/impressive thing... “Smile”... this is the reason why I take photos**

- ▶ “Seeing beautiful sceneries through a camera” (55, male)
- ▶ “I want to take photos of people smiling” (60, female)
- ▶ “I just want to take photos of smiling faces” (60, male)
- ▶ “During the lockdown period due to the coronavirus pandemic, I went to an area where I normally didn’t visit. Then, I was impressed when I found out that the housing complex I live in looked beautiful over the port. I could see everyone is home because I saw lights in all the windows. I also found that the scenery around the port was beautiful.” (70, female)

**“Meaning of life,” “My life became more meaningful with more friends,” “It nourishes my mind”... this is the reason why I have my camera with me**

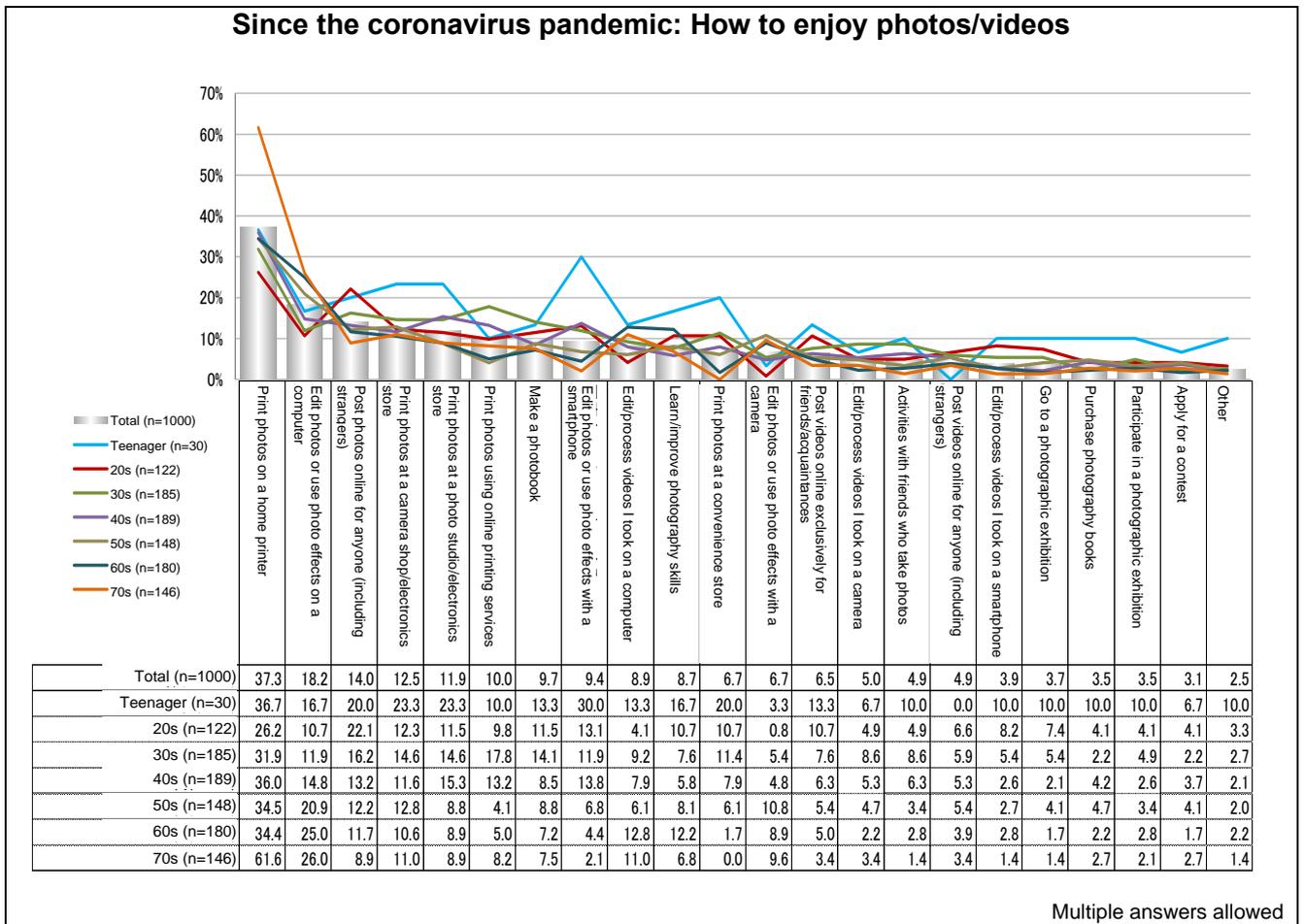
- ▶ “Taking photos of things I like makes my life meaningful.” (18, male)
- ▶ “We should work hard on the things we like.” (22, male)
- ▶ “By taking photos with a camera, I can make the change of circumstances or myself visible. If I stop using a camera just because the coronavirus pandemic is around, I can’t record moments of these times. I want to keep taking photos even during such an unusual time as now.” (26, female)
- ▶ “My stay-home time has become fulfilled.” (28, female)
- ▶ “My life has been enriched as I made more friends who have the same interest.” (33, male)
- ▶ “My daughter showed her interest in photography and asked ‘how do you take a photo?’ while I was shooting with my single-lens reflex camera. I think it is great to enjoy taking photos with my child and sharing the same scenery. Looking at photos through different eyes is very interesting.” (45, female)
- ▶ “I feel nourished when I take photos of beautiful things.” (45, female)
- ▶ “I want more people take photos with a camera as their hobby.” (47, male)
- ▶ “I can have more friends.” (65, male)
- ▶ “I went out for a drive to destress with a friend of mine who lives in the neighborhood, taking our cameras with us. Of course, I used enough infection prevention measures.” (76, male)

**“People are delighted,” “Photos make people happy”... this is the reason I keep taking photos**

- ▶ “I am enjoying looking at the photos I took when I went on a trip in the past, because I can’t travel now. I want to take more photos to look at by myself or to share with someone, in case that we will have to refrain from going out again in the future.” (31, female)
- ▶ “I want to take photos that make people feel positive.” (38, male)
- ▶ “I take photos just to share with specific people. I feel happy when they like the photos I took.” (46, male)
- ▶ “I always think if the photo I am taking will be able to make someone, even just one person, happy when I click the shutter. If my photo makes only myself happy, that is merely a photo for self-satisfaction. I am thinking if this is fine or not.” (64, male)
- ▶ “I live in the area of Kumano Kodo, so I want to show the scenic beauty of this area with its low population density.” (76, male)

● **Showing various ways to enjoy photos... 40% of people print photos on a home printer**

We asked the question “How have you enjoyed or got involved in photos/videos since the coronavirus pandemic” to investigate the ways people enjoy photos/videos in detail.



The 1st place went to “Print photos with a home printer,” at 37.3%. The 2nd place went to “Edit photos or use photo effects on computer”; the 3rd, “Post photos online exclusively for friends/acquaintances”; the 4th, “Post photos online for anyone (including strangers)”; and the 5th, “Print photos at a camera shop/electronics store” all ranked high, and accounted for 18.2%, 14.0%, 12.5% and 11.9% respectively.

“Print photos on a home printer” scored the highest at 61.6% for those in their 70s, followed by 36.7% for teenagers. Also, 23.3% of teenagers answered “Print photos at a camera shop/electronics store,” which was the only generation that exceeded 20%. “Print photos at a convenience store,” for which the total remained at 6.7%, scored as high as 20% for teenagers, indicating that photo printing is popular.

With regard to the two answers in “Post photos online,” “exclusively for friends/acquaintances” ranked high for both teenagers and those in their 20s, and accounted for 20.0% and 22.1% respectively. However, “for anyone (including strangers)” ranked as high as 23.3% amongst teenagers, while it remained at 12.3% for those in their 20s.

With regard to the two answers in “Edit photos or use photo effects,” more than 20% of those in their 50s and older chose “on computer,” while “with smartphone” was outstandingly high, at 30.0%, amongst teenagers.

Spring and summer were very different from previous years. However, all generations have found a way to enjoy photos in their own way.

### **Even when they cannot take photos... Photo printing is part of their photography life**

- ▶ “I made a photobook with photos I printed out and sent it to my grandparents, who I can’t see now because of the coronavirus pandemic.” (19, male)
- ▶ “Making photobook at low cost. I like making something concrete.” (28, female)
- ▶ “We have less opportunities to go out and take pictures, such as a trip. But meanwhile, a friend of mine goes to a photo studio or takes a photo of her home garden. I normally take photos of my family or other people, so I’m not taking photos very often now. But I think I will be able to see my children a little more often in the near future. I want to take group photos of my children and grandchildren, so that I can print those photos to make a photobook or to frame them to display and look at them in the future. I sorted out the photos I had printed out by family member while I had to stay at home because of the coronavirus crisis. I felt nourished and satisfied by looking at photos of my children.” (62, female)

### **Because we cannot see each other... Sharing photos and the camera are communication tools**

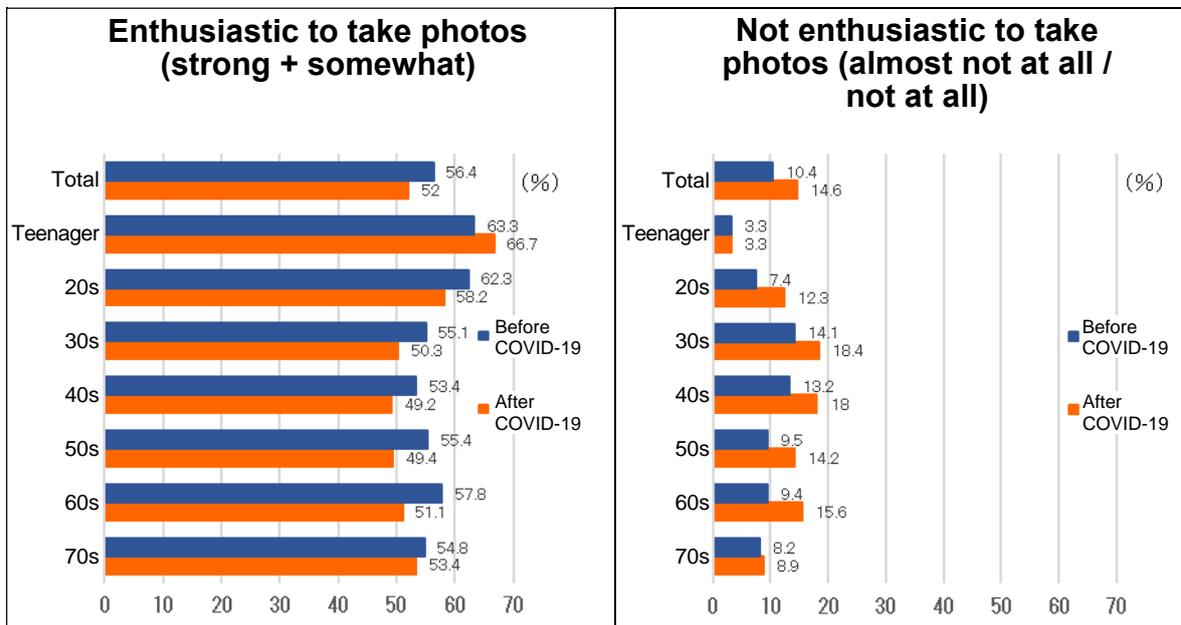
- ▶ “Mosaic art using photos posted online” (19, female)
- ▶ “I share photos I took with my camera through SNS.” (20, male)
- ▶ “We can easily send information about ourselves by using SNS. I think releasing our work to share with others through SNS is a good idea because we can communicate with more people.”
- ▶ “I deliver photos to people who I can’t see.” (30, female)
- ▶ “I could send a message to people who I can’t see by using photos and videos.” (45, female)
- ▶ “We can use a photo as a communication tool. For example, by sending a photo of the harvest moon I saw the other night or a beautiful meal I cook.” (52, female)
- ▶ “By posting photos on my blog or SNS, I can cheer up others.” (64, male)

### **“I can be immersed,” “It opens up my imagination”... The world of photo editing**

- ▶ “I can be immersed in photo editing.” (41, female)
- ▶ “I edited photos and made a video of a song. I like making a video by choosing my favorite song and editing and connecting it with photos of my child.” (43, female)
- ▶ “I feel delighted when I can make a great photo as I planned by editing it.” (60, male)
- ▶ “Photos are useful. If you learn how to edit photos on a computer, you can open the door to the world of boundless imagination. But the most important thing is to take photos of things you like. That is the starting point.” (71, male)

● **The will to take photos temporarily decreased on average, but young people showed a high level.**

We asked the question “Do you see any changes in your enthusiasm for taking photos before and after the coronavirus pandemic?” to investigate the changes in the will to take photos.



We have introduced many enthusiastic comments of photography lovers, but those are just representative examples from a strictly narrowed-down list.

However, as shown in the above graphs, we cannot deny the effects of the coronavirus crisis in the decrease in the will to take photos on average.

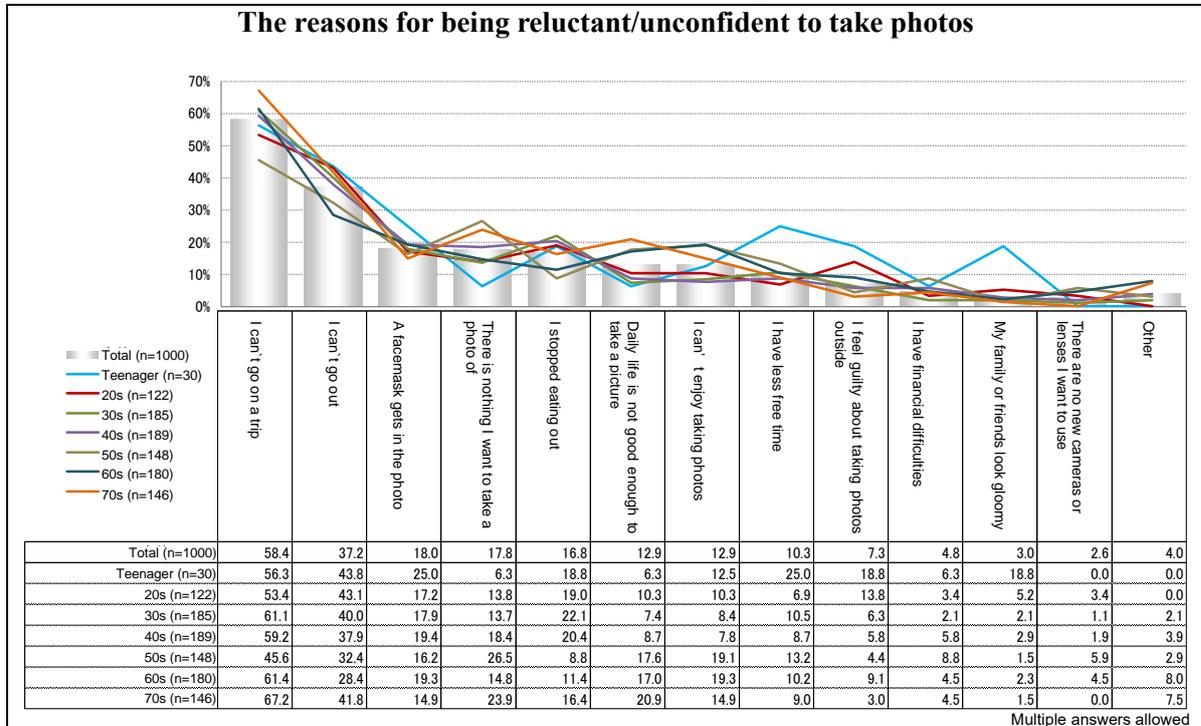
Notably, the difference in “will to take photos” before and after the coronavirus pandemic remains within a few percent, the enthusiasm of teenagers increased instead of decreasing, and those in their 20s maintained their enthusiasm at a high level.

We consider that, for fortunate users who started using a camera when they were young, it is natural not to be affected by such a trivial matter.

- ▶ “I take photos of whatever I am interested in.” (17, male)
- ▶ “I bought a macro lens to take cool photos of things I have at home.” (18, male)
- ▶ “I want to take more photos of things around myself because I can realize what I haven’t realized by observing them and recording the changes.” (18, male)
- ▶ “I post my photos to entertain viewers.” (19, male)
- ▶ “We can easily send information about ourselves by using SNS. I think releasing our work to share with others through SNS is a good idea because we can communicate with more people.”
- ▶ “Just taking a photo of good food can be refreshing.” (25, male)
- ▶ “During the stay-home period, I took photos of birds that came to my balcony, and practiced photo shooting to improve my skill by taking photos of things such as figures, books and other things and changing the camera angle or brightness of the room light.” (25, female)
- ▶ “I search for unusual photographic subjects hidden in my neighborhood.” (27, male)

● **Now... “I can’t go on a trip,” “I can’t go out,” “A facemask gets in the photo.”**

As we are in an unforeseeable time because of the coronavirus crisis, almost 30% of people answered “I don’t know” for the question concerning the will to take photos in the previous page. We asked them and those who answered “Not enthusiastic to take photos (almost not at all / not at all)” the question “Why are you not enthusiastic to take photos, or why did you lose the drive to take photos?” to investigate the reasons for being reluctant/unconfident to take photos.



Overall, “I can’t go on a trip,” “I can’t go out,” “A facemask gets in the photo,” “There is nothing I want to take a photo of” and “I stopped eating out” represented 58.4%, 37.2%, 18.0%, 17.8% and 16.8% respectively.

It seems that most of the problems will be solved once we defeat the coronavirus crisis. However, we also have to say that these results are clearly showing the fact that young people are significantly affected by the coronavirus crisis.

The number of samples is rather small (because the majority of participants were enthusiastic to take photos, therefore just a small number of people answered this question), “I have less free time” answered by teenagers accounted for 25%, which was a much higher level compared to other age groups.

Similarly, “My family or friends look gloomy” accounted for 18.8%. Furthermore, “I feel guilty about taking photos outside” was at a high level of 18.8%. For those in their 30s, “I stopped eating out” ranked the highest at 22.1%.

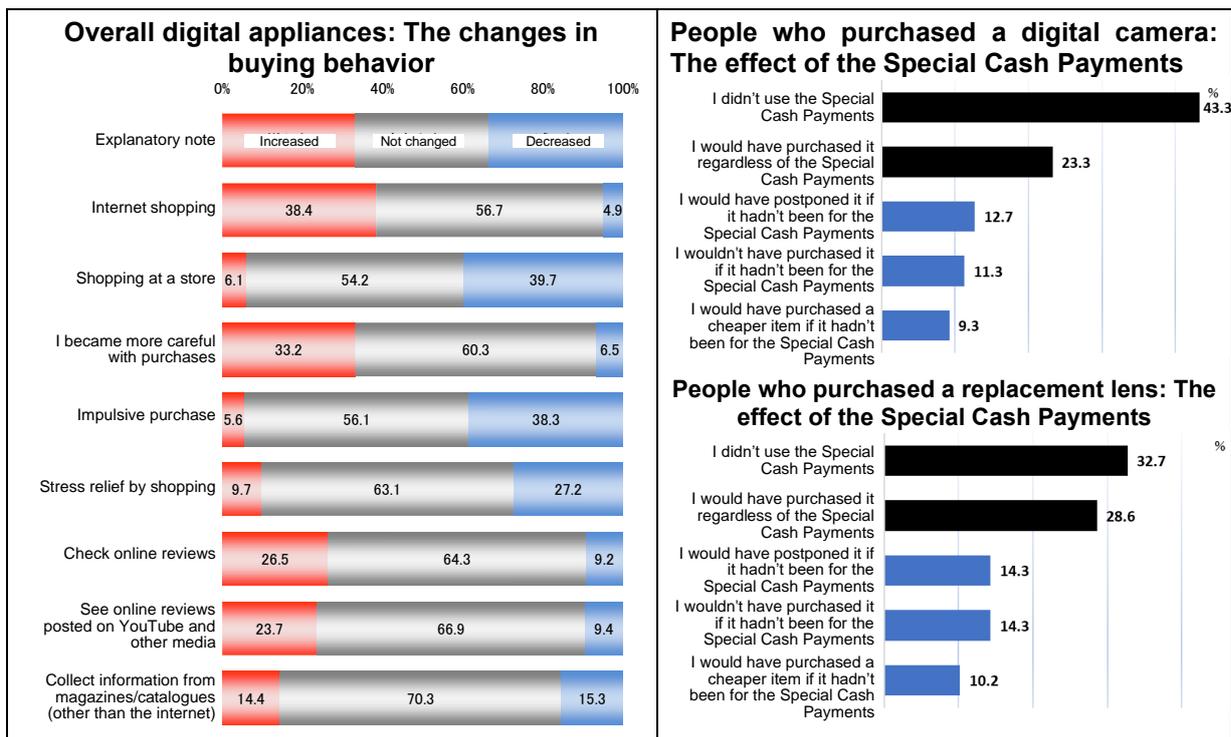
- ▶ “I can’t see the face of people as we all have to wear face masks. I think we can enjoy daily life more if we can share photos showing everyone’s face” (28, female)
- ▶ “I imagine there are more people who commit suicide because of the coronavirus crisis. I am trying to take a photo of myself smiling at least once a week. When I am feeling discouraged, I can get a hold of myself and think ‘no, I should never commit suicide’ once I look at a photo of myself smiling.” (33, female)

● **Special Cash Payments eased hesitation for impulsive purchases and suppressed consumer appetite.**

We made a question “Compared to the time before the coronavirus pandemic, how differently do you purchase a digital camera and other appliances such as a TV?” to investigate the changes in buying behavior.

The answer “Increased” grew significantly in “Internet shopping” at 38.4%; “I became more careful with purchases” at 33.2%; “Check online reviews” at 26.5%; and “See online reviews posted on YouTube and other media” at 23.7%.

The answer “Decreased” grew significantly in “Shopping at a store” at 39.7%; “Impulsive purchase” at 38.3%; and “Stress relief by shopping” at 27.2%. These were totally opposite of “Increased.”



We asked a question to people who purchased a digital camera in “the past six months,” from spring to summer, “Did you use the Special Cash Payments\*when you purchased your digital camera? Please answer about the latest purchase.” to investigate the source of purchase money.

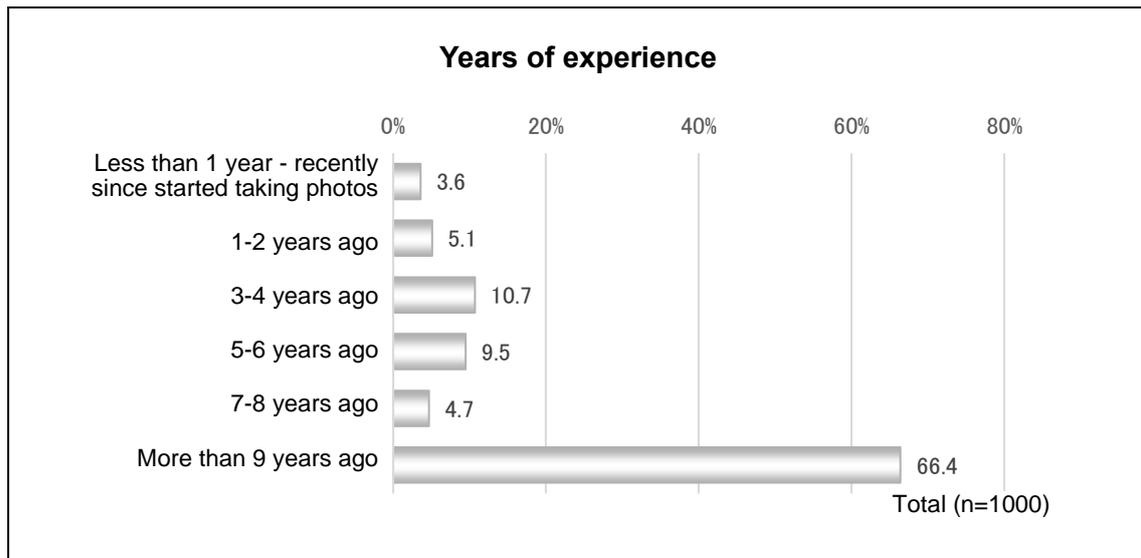
As much as 33.3% (one third) of purchases of a digital camera were affected by the Special Cash Payments (“I wouldn't have purchased it if it hadn't been for the Special Cash Payments” 11.3% + “I would have postponed it if it hadn't been for the Special Cash Payments” 12.7% + “I would have purchased a cheaper item if it hadn't been for the Special Cash Payments” 9.3%). However, 66.6% were not affected by the Special Cash Payments (“I didn't use the Special Cash Payments” 43.3% + “I would have purchased it regardless of the Special Cash Payments” 23.3%).

Meanwhile, there were more significant effects on the purchase of a replacement lens. Of purchases of a replacement lens, 38.3% were affected by the Special Cash Payments (“I wouldn't have purchased it if it hadn't been for the Special Cash Payments” 14.3% + “I would have postponed it if it hadn't been for the Special Cash Payments” 14.3% + “I would have purchased a cheaper item if it hadn't been for the Special Cash Payments” 10.2%). And 61.3% were not affected by the Special Cash Payments (“I didn't use the cash handout” 32.7% + “I would have purchase it regardless of the Special Cash

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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