

Once again, bear with me please.

You may remember our recent request to complete a 60 second survey with just four questions and a comment box; well to date 1436 of you responded which is a very high number and the results it provides make for very interesting reading especially if you are a manufacturer, dive resort or travel company.

Question 1. If you're an SLR user, are you considering moving to a smaller format (for less bulk and expense) in the next 12 months?

221 said Yes and 1215 No so that's a significant majority of over 70% who are happy with their current set up. But for a manufacturer that shows 221 customers are considering 'downsizing'. That's a lot of potential sales.

Question 2. If you're a smaller format user (4/3rds, APS-C, etc.), are you considering upgrading to full frame mirrorless or SLR in the next 12 months?

128 Said Yes and 1308 No so that says that the big majority are staying put but, once again, there are 128 potential customers looking to 'upsized' and these systems don't come cheap so that's a significant amount of \$\$\$.

Averaging that out 73.1% of respondents are not considering

moving to a smaller or larger format. But, again that shows nearly 30% are looking to make a significant new purchase.

Question 3. Whatever system you use, are you considering a major purchase (e.g. a new lens or strobe) in the next 12 months?

734 Yes and 702 No so that's almost exactly half. I make no apology for repeating that is half our readers considering a major purchase (e.g. a new lens or strobe). That's big business.

In terms of travel, Question 4. Are you planning to spend more this year on diving travel than you did last year?

834 Yes and 602 No so there's a big possibility of more travel business from UwP readers IN ADDITION to the 602 who will be spending, hopefully, the same amount this coming year so in terms of travel business that's a Win, Win.

Finally the Comments box revealed an almost 100% positive response to UwP and its contents which is reassuring but the suggestions for alternative subjects, more of this, less of that feedback will prove invaluable when planning future issues of UwP.

So thanks to all who contributed. It is much appreciated.

Editorial

Splash Ins and Shootouts

Having literally just got back from judging the Torbay Splash In and with the Digital Shootout just finished in Little Cayman, it is timely to stress how beneficial these events are for underwater photographers of all levels.

The modestly sized Torbay Splash In attracted 22 entrants despite a week of inclement weather yet the images produced confirm that there are always quality images out there regardless of the weather.

In addition such events provide an unprecedented opportunity for underwater photographers to meet and exchange ideas with others, see how others operate and the images they produce all on the same day. Add in the vital ingredient of a social gathering and you have a positive mixture all round.

Shootouts on the other hand operate on a much larger scale with a Warm Up week beforehand followed by the main week itself. All major manufacturers are represented; offering a unique opportunity to check out the latest gear but, more importantly, to getting in the water

with potentially new gear. No camera show or dive exhibition comes close to such a valuable opportunity.

Sure these are sales driven promotional events which cost to attend but the benefit far outweighs that and you get a dive trip to boot :-).

The concentration of seminars presented by industry leaders can never be beaten by the written word or, dare I must admit, even an online publication so the immense effort put into organising these events is to be applauded.

UwP is keen to help promote any such future events in our News, Travel & Events Section so if you are organising one please get in touch and we'll be happy to promote it here.

Peter Rowlands
peter@uwpmag.com