

Editorial

Questionnaire findings

It appears that I didn't need to don my tin hat when reading your responses to our questionnaire. 134 readers have completed it over the past two months and it has, for me, thrown up some interesting results.

For instance. The split between DSLR and compact users is approximately 50/50 with around 22% using both and about 17% shooting film. In truth nearly all of the film users also had some digital capacity so I would read that as 'have the capability of shooting film' rather than 'only shoot film'.

It surprised me that 41% dive temperate/green water although in fairness maybe we should have given the option to answer 'both'. Even so it's an interestingly high figure. Going the other way I was surprised that only 25% chose liveaboards. They have always seemed to me to be the most efficient way to maximise dive time but, obviously, what do I know.

One statistic which amazed me with envy was that 65% go on 3 or more trips per year. Another which impressed me was that 51% said they had bought equipment as a result of seeing an advert in UwP (potential

future advertisers, please take note...)

The serious side of the questionnaire asked about what sort of articles you would like to see in the future and 67% said equipment reviews and theory/tutorials, while 87% wanted Tips & Techniques. Only 30% wanted Photographers profiles but 58% wanted Destinations and more Marine life.

Finally and most reassuringly 97% of readers thought that UwP was as good as, if not better, than printed magazines which only leaves 3% who begged to differ. Now 3% equates to just 4 readers, one of whom, you've guessed it, works for a printed magazine. 1 out of 4 is 25% so that's a quarter who are biased leaving only 75% of the original 3% who are not happy with UwP. Of those 75%, 33% (i.e. 1) still shot film exclusively and somehow managed to go on 'less than 1' dive trip a year.

Somewhat depressingly, as far as I'm concerned, only 25% wanted more Humour.

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