

“Benefits to Consumers  
of Living in an Instant Information Culture”

ConsumerReports.org

Expert. Independent. Nonprofit

Jeff Fox

Technology Editor

November 7, 2006

**ConsumerReports.org**

# About ConsumerReports.org

- Largest publication-based subscription Web site:
  - Launched in 1997
  - 2.5 million *paying* subscribers – over 3x WSJ.com  
(Wall Street Journal)
  - 3.3 million unique monthly visitors
- Non-profit – Non-commercial – No advertising
- Content includes magazine features, reviews and ratings of products & services, blogs, message boards, daily news, interactive tools, videos and more
- A trusted brand – Consumer Reports has published unbiased product reviews and ratings for 70 years

# Are branded product tests & reviews relevant in an Instant Information Culture?

What one observer says:

“Consumers are replacing *Consumer Reports*. We are increasingly turning to blogs and other forms of consumer generated media to gather the information we need to make informed purchasing decisions.”

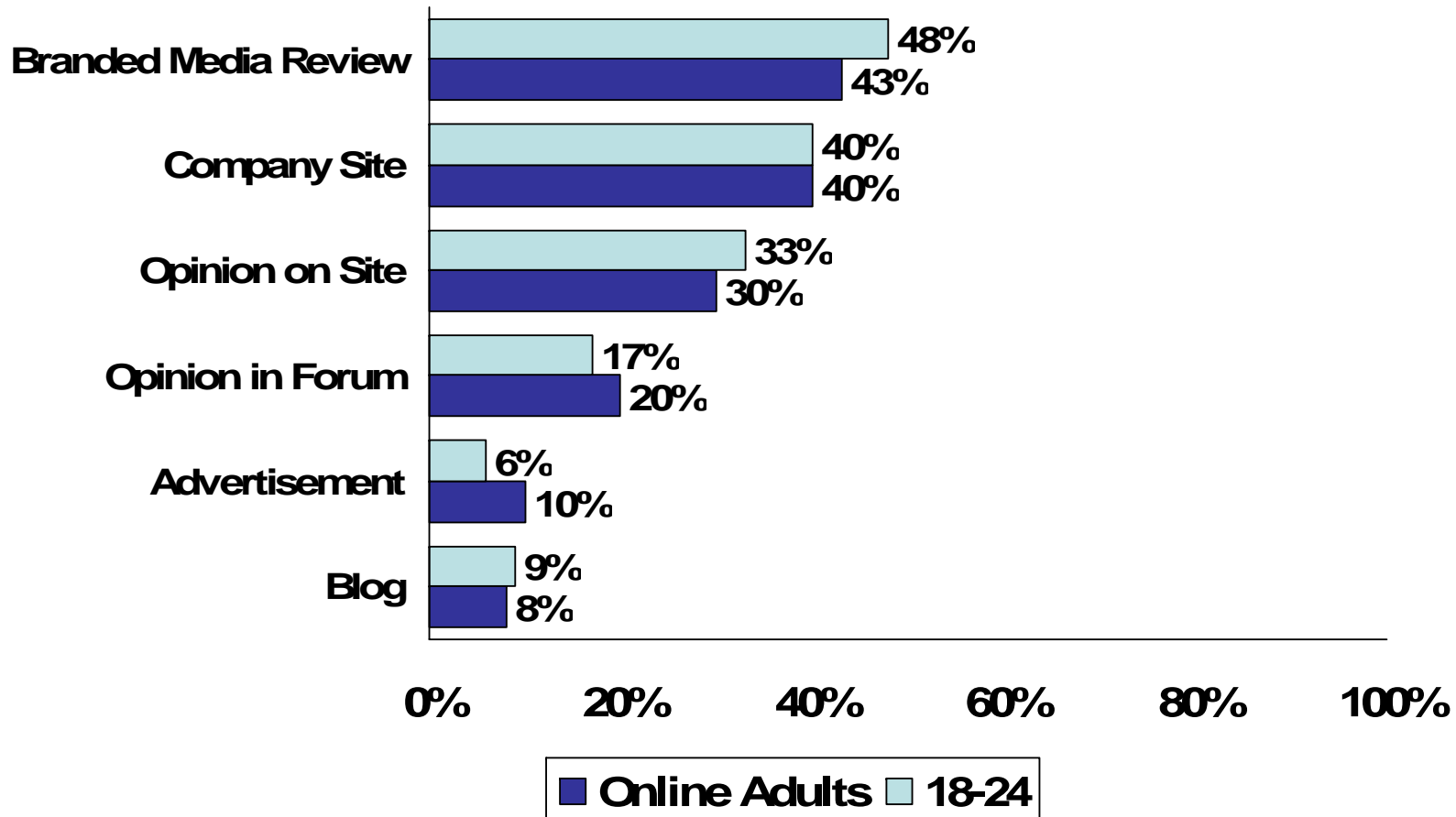
Steve Rubel

blogger and SVP, Edelman Public Relations- Steve

Steve's right ... and wrong.

Here's why...

# What Influences Consumers?



Source: JupiterResearch/Ipsos-Insight Individual User Survey (7/06), n = 4,182 (online adults), n = 527 (18-24) US only

# Consumer Reports for the 21st century

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# Immediate:

First Looks: Brief reviews of products while they are still being tested in our labs

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**Electronics & computers**


You are here: Electronics & computers > First Look: Nikon D80 digital SLR camera 10/06

October 2006

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**First Look: Nikon D80**  
A high-resolution SLR at a not-so-high price

Ten-megapixel SLRs were once pricey cameras reserved for those with deep pockets. But since summer, when the groundbreaking [Sony Alpha DSLR-A100](#) brought the price for this class of camera down to about \$1,000, the market is heating up. One of the latest entries, Nikon's D80, offers features and performance that used to cost hundreds of dollars more. The D80 costs \$1,299 with its 18-to-135-mm kit lens or \$999 for the body alone.



As with other SLRs, the D80 has extensive manual controls, can shoot images in both JPG and RAW formats, and has excellent battery life (about 600 shots per charge). It has a large, 2.5-inch LCD, and can shoot continuously at 3 frames per second for up to 23 JPEG images at the highest resolution, highest-quality settings; 100 JPEG images at the highest resolution, middle-quality settings; or 6 RAW images. Although Nikon's kit lens wasn't available as we went to press, the D80 did produce images that were Excellent in our initial tests using a 50-mm f1.4 lens. (That quality of lens tends to produce sharper images than the kind of zoom lenses commonly bundled with SLRs.)

Overall, in our initial tests, the D80 was a very good performer. Here are details on its other strengths and weaknesses:

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# Comprehensive:

## Detailed information on each model... including links to shopping sites

**Digital cameras**

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### Ratings DIGITAL CAMERAS: Compact models

**Canon PowerShot A520**  
Note: This model has limited retail availability.

Price	Overall score	Print quality	Ease of use	Megapixels	Weight (oz.)	Flash range (ft.)	Battery life (shots)	Next-shot delay (sec.)	Shutter lag (sec.)	Shop online
\$160	72	<span style="color: red;">●</span>	<span style="color: red;">●</span>	4	8	11.5	300	2	1.1	<span style="color: green;">●</span>

Click i for more information.

● Excellent    ● Very good    ● Good    ● Fair    ● Poor



**RECOMMENDATIONS & NOTES**  
Very Good overall. Excellent battery life. Has multiple special scene modes.

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**FEATURES**  
The following features are among the most important in determining whether this model will meet your needs.

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**GENERAL FEATURES**

<span style="color: blue;">i</span> Maximum Aperture	f2.6-5.5
<span style="color: blue;">i</span> Shutter Range	15-1/2000
<span style="color: blue;">i</span> Exposure Compensation	Yes
<span style="color: blue;">i</span> Camera Connections	AV out, DC in, USB




# What About User Content?

- Consumer opinions have long been part of Consumer Reports:
  - **Brand repair history** data comes from our annual questionnaire, sent to 3.5 million+ subscribers (both online and print) – one of the largest scientific surveys conducted in the U.S.
  - Regular surveys are conducted among both subscribers and the public at large on topics such as:
    - Cell phone and cable Tv customer satisfaction
    - Popularity of vehicle incentive programs
    - Online music purchasing patterns
    - Medical treatments
    - State of the Net (Internet security)

# Community

Secure online forums where consumers can share experiences and views

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**Open Discussions**

 **TV & home theater**

READER CONVERSATIONS: You're invited to talk with other subscribers about choosing a new TV from the variety of conventional and new-technology sets now available. Moderator Jerry Josz will help you locate the best CR information, too.

- [TV--Direct view \(CRT\)](#) (305 discussions)
- [TV--Projection \(all types\)](#) (786 discussions)
- [HDTV](#) (705 discussions)
- [TV--Flat panel](#) (1869 discussions)
- [Beginner's corner--get started](#) (21 discussions)
- [TV--shopping & buying](#) (48 discussions)
- [DVD players/recorders](#) (17 discussions)
- [Home theater](#) (15 discussions)
- [Cable, satellite, antenna reception](#) (46 discussions)

 **Digital cameras & photography**

READER CONVERSATIONS: Share what you know, ask about what you don't about digital photography. Chances are good that another subscriber will have help to offer, and vice versa. Moderator Jerry Josz can help you find the CR information you need.

- [Choosing a camera](#) (1137 discussions)
- [Printing & sharing](#) (75 discussions)
- [Editing software and equipment](#) (50 discussions)
- [Taking pictures](#) (13 discussions)
- [Camcorders](#) (27 discussions)
- [Advanced techniques and equipment](#) (57 discussions)

# User reviews of cars

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## 2006 Toyota RAV4

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<a href="#">Sort by Rating</a>	<a href="#">Sort by Helpfulness</a>	<input checked="" type="checkbox"/> <a href="#">Sort by date</a>	<a href="#">Author</a>
★★★★★	<p><b>fun and practice</b>            Pros: fast, agile, cargo room            Cons: no warning beep if you keep the lights on  <a href="#">Read full review</a> 1 of 1 people found this review helpful</p>	Oct-12 2006	<p><a href="#">ReapinWombat</a>            Age: 30-45            Gender: Male            Height: 5' 2" - 5'11"            Kids: have kids under 12            Miles/Year: 10K - 15K            Terrain: City</p>
★★★★★	<p><b>SIMPLE &amp; AWESOME</b>            Pros: nice interior design &amp; excellent ride            Cons: sometimes you can hear a little of the wind blowing when driving fast  <a href="#">Read full review</a> 1 of 1 people found this review helpful</p>	Oct-08 2006	<p><a href="#">aerquiza</a>            Age: 46-60            Gender: Male            Height: 5' 2" - 5'11"            Kids: have kids under 12            Miles/Year: 0 - 10K            Terrain: Mixed</p>
★★★★★	<p><b>Great Car</b>            Pros: Very nimble good gas mileage            Cons: With air conditioner on car runs a little rough at idle  <a href="#">Read full review</a> 15 of 15 people found this review helpful</p>	Sep-20 2006	<p><a href="#">larscott</a>            Age: Over 60            Gender: Male            Height: 5' 2" - 5'11"            Kids: N/A            Miles/Year: 10K - 15K            Terrain: Mixed</p>
★★★★★	<p><b>Best small SUV we could find</b>            Pros: Power, 4WD, quiet, styling, quality            Cons: cloth door inserts, no auto headlights  <a href="#">Read full review</a> 9 of 11 people found this review helpful</p>	Sep-20 2006	<p><a href="#">wjfawb0</a>            Age: Under 30            Gender: Male            Height: 6' and up            Kids: no kids under 12            Miles/Year: 15K - 20K            Terrain: Mixed</p>

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