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Abstract

The Growing Role of Females in the Digital SLR Market

Report Fast Facts

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Abstract

This analysis examines the growing role of women in the digital SLR market. It looks at ownership rates, demographics, and usage behaviors of female DSLR owners. The data for this report is excerpted from InfoTrends' 2008 multi-client study entitled *The Consumer Digital SLR Marketplace* as well as multiple consumer digital camera end-user surveys.

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Table of Contents

Key Highlights	3
Introduction	3
Shifting Demographics	4
Digital SLR Forecast.....	4
Technology Adopter Type	5
DSLR Owners: First-Time versus Repeat Buyers.....	5
Type of Photographer.....	6
Type of Camera Used Most Often.....	7
Future DSLR Owners	8
Number of Photos Captured.....	8
Percentage of Photos Printed and Shared.....	9
Saving and Organizing Photos.....	10
Photography Expertise	10
The Value of Photos	11
Interest in Video Capture.....	12
Conclusion	12

List of Figures

Figure 1: Consumer Digital SLR Camera Forecast, 2009 and 2013.....	4
Figure 2: First DSLR Ownership.....	5
Figure 3: Type of Photographer.....	6
Figure 4: Type of Camera Used Most Often by Females, 2006 – 2008.....	7
Figure 5: Number of Photos Taken Every Three Months.....	8
Figure 6: Photos Printed and Shared	9
Figure 7: Knowledge Level of Photography	10

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