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Abstract

Home Photo Printing End-User Research: 2008

Report Fast Facts

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Abstract

This report examines the home digital photo printing habits of consumers within the United States. The data is extracted from InfoTrends' most recent *U.S. Home Photo Printing* study, which was conducted in July 2008. This report addresses questions such as the amount, frequency, and method of digital printing; brands and types of printers and consumables used in the home; and future printing intentions. Where appropriate, it also compares the results from this year's survey to those from our 2007 study.

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Introduction

In conducting this study, InfoTrends hoped to further illuminate the digital photography and photo printing habits of consumers in the United States. This document provides information on how, where, and why consumers are printing digital photos, as well as discussing their future printing intentions. It includes a detailed look at the photo printing activities that are occurring in the home, including the types of printers and supplies being used, the sources for purchasing home photo printing products, and the features that consumers would like to see improved. Aside from the printing questions, this survey also includes information on the types of digital cameras being used and the general photography habits of respondents. Where appropriate, the results from this year's survey are compared to those from last year to further establish ongoing trends.

Methodology

This survey was conducted via a Web-based questionnaire that was issued in the United States. Invitations were e-mailed to a list of respondents that was provided by Survey Sampling International, and the respondent pool was balanced by age and gender.

To qualify for participation in this survey, respondents needed to be U.S. residents aged 18 or older. Of the 1,138 responses received, 1,019 respondents qualified for participation. This survey was live from July 11, 2008 to July 21, 2008.

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