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Abstract

Spotlight on Moms: Home Photo Printing

Report Fast Facts

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Abstract

This document takes a closer look at the results of InfoTrends' 2008 *Home Photo Printing End-User Survey*, focusing on mothers (females between the ages of 25 and 44 with children under age 12). It examines the digital photography and photo printing behaviors of this important consumer segment. Where appropriate, moms' behaviors are also compared to those of the total survey population.

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Introduction

The digital photography market has evolved considerably over the past several years. Digital cameras and camera phones have truly reached the mainstream, and they are now affordable to almost all consumers. The newer generation of digital cameras is also capable of capturing more “print-worthy” photos, as many of them now have features like face detection, image stabilization, and advanced scene modes.

InfoTrends has observed that mothers with children living at home tend to differ in their photo printing habits from those of the population in general. To obtain a better understanding of the digital photography and photo printing habits of mothers, InfoTrends created an additional data cut of its *2008 Home Photo Printing End-User Survey* that looks specifically at mothers between the ages of 25 and 44 with children under age 12. Where appropriate, we will also provide direct comparisons between this group of mothers and the entire survey pool to further illuminate the differences between these two groups.

As this document will show, mothers can represent a lucrative segment for vendors of digital cameras, home photo printers, and consumables, as well as retail and online print providers. The key is understanding the demands of these mothers, and this document provides some valuable insight on what moms are seeking in digital cameras and photo printers.

Methodology

This document focuses on a specific portion of the data from our *2008 Home Photo Printing End-User Survey*, which was conducted via Web-based questionnaire in the United States in July 2008. Of the 1,019 total respondents to that survey, 132 were identified as U.S. resident mothers between the ages of 25 and 44 with children under the age of 12 living at home. Their responses are examined in this report to develop a clearer understanding of how moms interact with digital photography devices as well as their photo printing habits.

The survey panel for the study was provided by Survey Sampling International (SSI), which maintains a panel of home Internet users that has been balanced by age and gender to represent the general population.

Please see our previously published *2008 Home Photo Printing End-User Survey* and accompanying data tabulations for a more comprehensive study of the home photo printing market.

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