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Abstract

## Spotlight on Moms: Online Photo Services

### Report Fast Facts

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### Abstract

This document takes a closer look at the results of the 2008 InfoTrends Online Photo Services survey, focusing on mothers (females between the ages of 24 and 44 with children under age 12). It examines how this important consumer segment interacts with digital photography in general and online photo services in particular and, where appropriate, compares their behavior with the total survey population.

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## Introduction

The digital photography market has evolved considerably over the past several years, and InfoTrends has observed that mothers with children living at home tend to differ in their habits. Moms tend to take, print, and share more photos than the general population. To obtain a better understanding of this specific demographic, InfoTrends created a data cut of its 2008 Online Photo Services survey to determine how mothers interact with digital photography in general and online photo services in particular. Where appropriate, we will provide direct comparisons between all survey respondents and those respondents who qualified as mothers of children under age 12 to further illuminate the differences between the two groups.

As this document will show, mothers can represent a very important and lucrative segment for online photo service providers. As time goes on, InfoTrends will be publishing additional surveys on moms to cover other areas of the digital photography market.

## Methodology

This document focuses on a specific portion of the data from our 2008 Online Photo Services survey, which was conducted via a Web-based questionnaire in the United States from April 17-23, 2008. Of the 1,378 total responses to that survey, 173 were identified as U.S. resident mothers between the ages of 24 and 44 with children under 12 living at home. Their responses are examined here to develop a clearer picture of how moms interact with online photo services.

The survey panel for the full 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 better represent the general population.

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