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Abstract

U.S. Consumer Imaging End-User Scanner Survey: 2008

Report Fast Facts

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Abstract

This document provides an in-depth analysis of the findings from our 2008 U.S. consumer imaging end-user scanner survey, conducted in early February 2008. In compiling this study, we hoped to gain a greater understanding of the trends among consumers of images and all-in-one devices in terms of demographics, usage, feature importance, and future purchasing intentions. In addition to considering the habits and perceptions of current scanner owners, this document also provides some insight about consumers who do not currently own or use scanning devices.

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Introduction

In conducting this study, InfoTrends endeavored to evaluate trends among consumers of scanners and all-in-one devices in the areas of demographics, usage, feature importance, and future purchasing intentions. This survey represents an update to a study conducted originally in early 2006. As appropriate, we will compare the results from this year's survey to those of our 2006 study to gain a greater understanding of how this market is changing over time.

Methodology

This study represents InfoTrends' ongoing efforts to track developments in the U.S. consumer scanning market. The survey was conducted via the Web from January 31, 2008 to February 7, 2008. We received 1,636 qualified responses. The vast majority of respondents resided in the United States, but a few lived in Canada. Respondents who did not live in the U.S. or Canada did not qualify for participation in this survey. Qualifying respondents were also required to have some knowledge about the scanning device(s) they had at home.

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