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Abstract

Spotlight on Moms: Videography

Report Fast Facts

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Abstract

This document takes a closer look at the results of InfoTrends' 2008 Video End-User survey, focusing on mothers (females between the ages of 25 and 44 with children under age 12). It examines how this important consumer segment interacts with the videography feature on camera phones, camcorders, and digital cameras. Where appropriate, moms' behaviors are also compared to those of the total survey population.

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Introduction

The digital video market has evolved considerably over the past several years. High ownership of point & shoot digital cameras is the primary driver for the increasing number of video clips shot by consumers. Affordable, easy-to-use, and portable camcorders have also helped fuel the amount of video that consumers shoot. Camera phones are ubiquitous in today's market, and they are increasingly more likely to include video capture as a standard feature. These factors have caused video to become part of our everyday lives. InfoTrends has also observed that mothers with children living at home tend to differ in their video habits compared to those of the population in general. To obtain a better understanding of the videography habits of mothers, InfoTrends created an additional data cut of its 2008 Video End-User survey with a banner for mothers. Where appropriate, we will also provide direct comparisons between the entire survey pool and those respondents who qualified as mothers of children under age 12 to further illuminate the differences between these two groups.

As this document will show, mothers can represent a lucrative segment for camera phone, camcorder, and digital camera vendors. The key is to understand the demands of these women, and this document provides some valuable insight on what moms are seeking in devices that offer video clip capabilities.

As time goes on, InfoTrends will be publishing additional surveys on moms to cover other areas of the industry. Please contact your account representative if you have any questions or need additional information.

Methodology

This document focuses on a specific portion of the data from our 2008 Video End-User survey, which was conducted via Web-based questionnaire in the United States in May 2008. Of the 1,381 total respondents to that survey, 213 were identified as U.S. resident mothers between the ages of 25 and 44 with children under 12 living at home. Their responses are examined in this report to develop a clearer understanding of how moms interact with different types of video cameras.

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 Video End-User survey and accompanying data tabulations for a more comprehensive study of the consumer video market.

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