



Want to understand today's top Digital Imaging market and know the breadth of products that home consumers are actually using?

Want to find out how quickly digital imaging technologies are being adopted?

Want to understand the customer purchase process for digital imaging products?

Want to know thorough demographics of consumers who buy and use digital imaging products and services?

Then you need the Technology User Profile – Digital Imaging Households Profile Report by MetaFacts.

The Digital Imaging Households Profile Report examines current households of technology users, revealing a clear profile of behaviors and attitudes of consumers who have purchased imaging products.

The Digital Imaging Households Report is built upon the summary results from a large representative sample of 28,000+ households. This report shows the full range of the digital imaging process, including PC, Internet & printing activities of household consumers. It also includes activities surrounding photos, brochures, newsletters, and special paper. Furthermore, it also includes the purchase channels of these consumers.

Using this report will enable you to have focused and accurate information drawn upon a current and wide range of real world users. It will give you the confidence needed for solid and meaningful research.

Technology User Profile - BROADBAND HOUSEHOLDS PROFILE REPORT

If you have the right knowledge, you can make the right decisions.

For more information, [contact MetaFacts](#).

Rely on the benefits of the Technology User Profile — Digital Imaging Households Profile Report:

- See at a glance the most important research from comprehensive surveys, each with answers to more than 250 questions
- Each fact is based on the tested, proven Technology User Profile sample of 28,000+ respondents
- Report findings are clearly arranged in table and graph form, with summary conclusions for the busy researcher
- Be assured that the data is based on a solid sampling and weighting methodology, and the results are a true indicator of the total market segment being measured

Have confidence knowing you can build your business on the research history and expertise of MetaFacts.



Beyond facts to effective action ... we help our clients create the future

MetaFacts, Inc.

www.technologyuserprofile.com

Technology User Profile® – DIGITAL IMAGING HOUSEHOLDS PROFILE REPORT

Features

This comprehensive report contains detailed data information on digital cameras, cell cams, videos, in-store kiosks, and printers. It also addresses printer technology, printer brands and technology types, printer brand loyalty, special paper, and scanners. It contains data showing bandwidth/connection type, ISP, home networking, number of home PCs, photo sharing and consumables.

In the Digital Imaging Households Report, you will find details on the buying habits, usage and plans in a variety of categories. This report will enable you to be able to answer questions such as the following:

- What are the customer preferences and demands for imaging products?
- How fast is digital imaging technology being adopted? Who are these adopters?
- What is the demographic landscape of these users? What are the educational levels, income levels and household sizes for digital imaging consumers?
- What is the size of the market?
- Is there a prosumer in digital imaging and if so, what is the profile?
- What is the distribution/channel environment?
- What is the customer purchase process? What is the difference between light and heavy technology spenders

Answers to these questions and more are available in the Technology User Profile — Digital Imaging Households Profile Report. View findings by both total U.S. market and by market segments. Each finding is presented in a set of comprehensive tables. The complete, 100+ page report is available electronically in Adobe PDF format.



The Technology User Profile — Digital Imaging Households report is one of the Technology User Profile solutions from MetaFacts.

Other Technology User Profile solutions include the:

- [Technology User Profile — FULL EDITION](#)
- [Technology User Profile — SELECTED TABLES](#)
- [Technology User Profile — CUSTOM RE-CONTACT STUDY](#)

A full-service technology market research firm specializing in the computer and telecommunications industries, MetaFacts offers a complete range of qualitative and quantitative research programs, including focus groups, mail and phone surveys, demographic profiling, tracking studies, and follow-up studies targeting vertical markets and geographic profiles. Whatever your research needs, you can rely on MetaFacts' 25+ years of experience as designers and users of high tech market research. For more information, contact MetaFacts at 1-760-635-4300 or info@MetaFacts.com or visit www.metafacts.com.