

Table of Contents

Methodology.....	1
Research Objectives.....	3
Key Findings.....	4
Market Background.....	7
Detailed Findings	
I. Segmentation Summary	9
II. Digital Photographer Characteristics	12
III. Device Ownership and Usage	17
IV. Device Purchasing	23
V. Digital Photography Behaviors	27
VI. Cell Phone / Smartphone Photographers	33
VII. Digital Photography Attitudes and Beliefs	36
VIII. Interest in Digital Photo Activities	43
IX. Future Device and Accessory Purchases	45
Conclusions.....	46
Appendix – Segment Snapshots.....	47