

66% of users believe advertising influences their brand or purchase decision in this category.**

Gender

Male	47%
Female	53%

Age

Up to 19 years	13%
20-29 years	16%
30-39 years	17%
40-49 years	20%
Over 50 years	34%

Current occupation

Employee	26%
Manager	7%
Self-employed / freelancer	20%
Still at school / trainee / student	19%
Other (e.g. housewife, pensioner)	28%

Total annual net income

£45.000 and over	17%
£35.000 to £44.999	15%
£25.000 to £34.999	18%
£15.000 to £24.999	25%
Less than £15.000	25%

Most influential on a purchase decision

A review from someone who owns the product	37%
I decide freely and spontaneously	29%
A recommendation from a friend or community member	25%
A magazine review	6%
A shop assistant	3%



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Does advertising in this category influence your brand or purchase decisions?

Yes	50%
No	50%

Have you changed your brand or purchase decision based on personal reviews of other members in this category?

Yes	46%
No	54%

Do you own a digital camera?

Yes	85%
No	16%

Are you planning to make a purchase / brand decision in the near future?

Yes, within the next 3 months	10%
Yes, within the next 6 months	25%
No, I am not	65%

Do you intend to buy a photo printer within the next 6 months?

Yes	15%
No	86%