



## Buying Prints From Self-Service Kiosks: It's a Family Affair

Dan Ness, Principal Analyst, MetaFacts, March 11, 2005

Instead of sending baby boots off to be bronzed, today's young mothers are lining up at the self-service photo kiosk in their local supermarket to print out reams of glossy memories. Households with women aged 20-29 are by far the heaviest users of photo kiosks. Meanwhile, the more people in the household, and the higher the income of the household, the more likely that household is to use kiosks. Evidently, those who appreciate (and can afford) quality printouts—and have memories to preserve—are latching on to photo kiosks for that purpose.

That photo kiosks are becoming a fixture in the lives of many families is one of the insights gleaned from the recent Technology User Profile survey conducted by MetaFacts, Inc. Analysis of the responses from 9,983 PC-owning households across the country shows that photo kiosk use is a family-related activity, and is surprisingly prevalent among households that might be expected to print their own photos at home: home printer owners, the tech-savvy, and those with higher incomes.

Why is this important?

Understanding where Americans print the millions of digital images they are increasingly amassing impacts manufacturers of printers, paper, and inks, as well as film processors and the retail outlets featuring these kiosks. As printing digital photos leaves home for self-serve photo kiosks among certain market segments, this has a significant impact on a wide range of printer and consumables companies banking on the assumption that consumers will continue printing their images at home.

### Source Data

To obtain the complete 12 page TUPdate, including Special Analysis Source Data, please visit our [TUP Online Store](#).

**TD32 HHHF-0 Banner Points**

**TD32 HHHF-1 Annual Household Income (Household Home/Family)**

**TD32 HHHF-2 Household Composition (Household Home/Family)**

**TD32 HHHF-3 User Age Gender in Household (Household Home/Family)**

**TD32 HHHF-4 Size of Household (Household Home/Family)**

**TD32 HHHF-5 Market Size - MSA (Household Home/Family)**

**TD32 HHHF-6 Consumer Electronics Used (Household Home/Family)**

**TD32 HHHF-7 Peripheral Products Used With PC (Household Home/Family)**

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**TD32 HHHF-8 We Actively Seek Out New Tools And Technologies Before They Are Well Known (Household Home/Family)**

**TD32 HHHF-9 We Will Try Out A New Technology Even Before We Are Sure We'll Really Need It (Household Home/Family)**

## Other Resources

Current Technology User Profile subscribers may be interested in the following links with related, more detailed or updated information:

### [Activities for which Printer is Used \(Home/Family\)](#)

[TUP 2004 Annual Edition](#) (Excel)

[TUP 2004 Annual Edition](#) (pdf)

[TUP 2003 Annual Edition](#) (Excel)

[TUP 2003 Annual Edition](#) (pdf)

### [Activities for which Printer is Used Most Often \(Home/Family\)](#)

[TUP 2004 Annual Edition](#) (Excel)

[TUP 2004 Annual Edition](#) (pdf)

[TUP 2003 Annual Edition](#) (Excel)

[TUP 2003 Annual Edition](#) (pdf)

### [Activities for Special Paper is Used \(Home/Family\)](#)

[TUP 2004 Annual Edition](#) (Excel)

[TUP 2004 Annual Edition](#) (pdf)

[TUP 2003 Annual Edition](#) (Excel)

[TUP 2003 Annual Edition](#) (pdf)

### [Consumer Electronics Used \(Home/Family\)](#)

[TUP 2004 Annual Edition](#) (Excel)

[TUP 2004 Annual Edition](#) (pdf)

[TUP 2003 Annual Edition](#) (Excel)

[TUP 2003 Annual Edition](#) (pdf)

### [Consumer Electronics Plan to Buy \(Home/Family\)](#)

[TUP 2004 Annual Edition](#) (Excel)

[TUP 2004 Annual Edition](#) (pdf)

[TUP 2003 Annual Edition](#) (Excel)

[TUP 2003 Annual Edition](#) (pdf)

## Other Related Information

[TUPdate - Rich PC, Poor PC—They Lead \(Somewhat\) Different Lives - December 7, 2004](#)

[TUPdate - Home Office Joins Mom and Apple Pie As American Institutions - November 08, 2004](#)

[Digital Imaging Profile Report](#) (coming soon)

[Consumables - Media, Toner and Supplies Profile Report](#) (coming soon)

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