2016 年 9 月完成

Millennials: Imaging Trendsetters for 2016 and Beyond

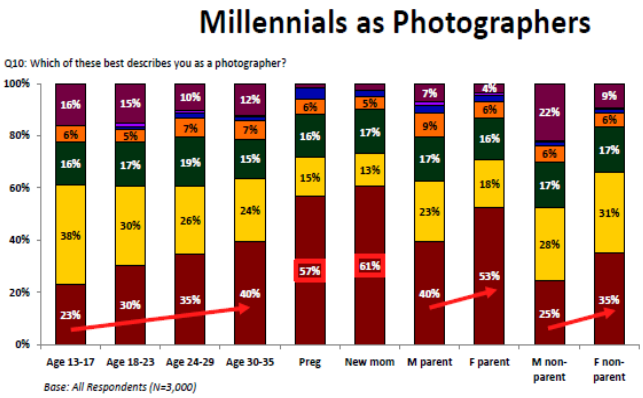
ミレニアル世代における「写真、ビデオ、プリント、シェアリング」アクティビティの傾向分析

完成のご案内

米国におけるミレニアル世代(18-35 才)は、既に、ベビーブーマーの人口を上回っており着目されています。また、社会/企業においても重要な役割をしめており、消費におけるトレンドセッターとなっています。

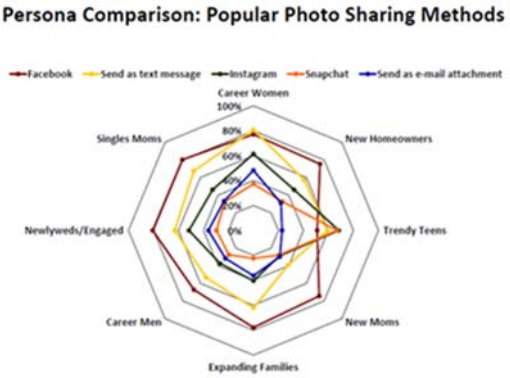
インフォトレンズでは、ミレニアル世代が、写真・ビデオ・プリント・シェアリングにどのような傾向をもっているのか、

当世代をサブセグメントに分類したうえで、分析していきます。



■ 当調査は、以下を目的にしています

- Underlining attitudes towards photo and video activity
- The diversity of imaging and printing activity
- How much millennials rely on, and use, social networks
- How millennials select products and perceive different brands



■ 調査方法

Web 調査 – 3000 件

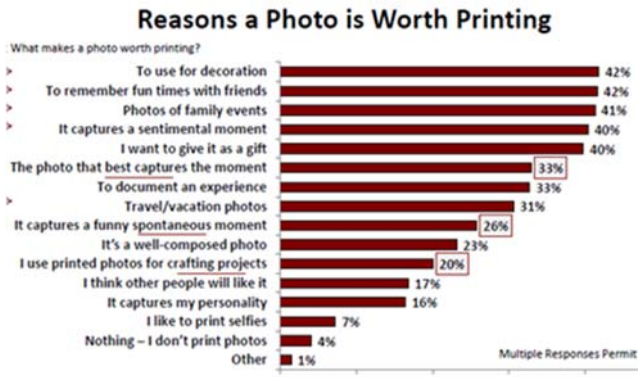
- Census-balanced for age and gender
- 1,370 Younger Millennials Age 13-23 (including 303 Gen Z Age 13-15)
- 1,630 Older Millennials Age 24-35

30-day online diary study

- 25 Younger Millennials (Age 18 -23)
- 25 Older Millennials (Age 24-35)

■ ミレニアル世代のサブ区分(Millennial Persona Definitions)

- Career Women
- New Homeowners
- Trendy Teens
- New Moms
- Expanding Families
- Career Men
- Newlywed/Engaged
- Single Moms



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- Millennial Personas
- Photo Capture and Sharing
- Video Capture and Sharing
- Social Networks
- Photo Prints and Products
- Home Printing
- Advertising
- Purchasing Behavior
- Product Research and Brand Awareness
- Market Size
- Conclusions and Recommendations

■ 調査費用(税抜)

- $16,995
- オプション: オンラインプレゼンテーションなど
-

株式会社 インフォトレンズ: http://www.infotrends.co.jp/corporate-profile/

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