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Abstract

2009 Photo Merchandise End-User Survey Analysis: United States

Report Fast Facts

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Abstract

This document provides an analysis of the results from InfoTrends' 2009 U.S. Photo Merchandise End-User Survey. In conducting this study, InfoTrends surveyed 1,915 Internet-connected households in the United States from September 30 to October 9, 2009. This report considers whether end users have purchased photo merchandise, what types of photo merchandise are the most popular, and future purchasing intentions for products of this type. It also includes a section on respondents who have not purchased photo merchandise products in the past year and explores their future propensity for doing so.

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www.infotrends.com

Headquarters:
97 Libbey Industrial Parkway
Suite 300
Weymouth, MA 02189
United States
+1 781 616 2100
info@infotrends.com

Europe:
3rd Floor, Sceptre House
7-9 Castle Street
Luton, Bedfordshire
United Kingdom, LU1 3AJ
+44 1582 400120
euro.info@infotrends.com

Asia:
Hiroo Office Building
1-3-18 Hiroo, Shibuya-ku
Tokyo 150-0012
Japan
+81 3 5475 2663
info@infotrends.co.jp

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