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Abstract

Spotlight on Moms: Digital Still Cameras

Report Fast Facts

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Abstract

This document takes a closer look at the results from InfoTrends' 2008 *U.S. Digital Still Camera End-User Survey* by focusing on mothers (females between the ages of 25 and 44 with children under age 12). It examines how this important consumer segment interacts with digital still cameras and digital photo frames. Where appropriate, moms' behaviors are also compared to those of the total survey population.

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