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Abstract

Spotlight on Moms: Retail Photo Printing

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Abstract

This document takes a closer look at the results of InfoTrends' 2008 *U.S. Photo Kiosk and Retail Digital Photofinishing End-User Survey* to place a special focus on mothers (females between the ages of 25 and 44 with children under age 12). It examines the printing habits of mothers who own digital cameras, their preferred printing locations, and their typical print volumes. Where appropriate, moms' behaviors are also compared to those of the total survey population.

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