

Printworks® Digital Mini Photo Album

Please fully answer all questions about your Printworks Digital Mini Photo Album:

1. Where did you purchase Printworks Digital Mini Photo Album?

2. Is this the first time you've purchased Printworks Digital Mini Photo Album? Yes No

3. How would you rate the product?
 Excellent Good Fair Poor

4. How would you rate each of the following product features on a scale of 1 = Poor to 5 = Excellent.

	Poor			Excellent	
	1	2	3	4	5
Appearance of Packaging	1	2	3	4	5
Price	1	2	3	4	5
Pages Per Package	1	2	3	4	5
Paper Finish - Glossy	1	2	3	4	5
Page Size	1	2	3	4	5
Frosted Cover	1	2	3	4	5
Binding Rings	1	2	3	4	5
Brand Reputation	1	2	3	4	5
Product Guarantee	1	2	3	4	5
Instructions on Package	1	2	3	4	5
Print Suite Software	1	2	3	4	5
Product Quality	1	2	3	4	5

5. Have you purchased other digital photo albums?
 Yes No

If yes,

(a) What other brands have you purchased?

(b) How did Printworks Digital Mini Photo Album compare to the other brands?

Better Equal Worse

(c) Why? _____

6. Did you see an ad for this product? Yes No

7. What one aspect of the product most influenced your purchase?
 Unique product Packaging Retail Price

8. What type of album did you create?

- Single event album
 Multiple event album
 Children "brag" book/album
 Other _____

9. Was the downloadable software easy to use?
 Yes No

10. Did you create a center spread(s)?
 Yes No Don't know

11. Was the album easy to assemble? Yes No

12. How long did it take you to create and assemble your album?

- Less than 30 minutes 30 minutes
 1 hour 2 hours
 More than 2 hours

13. Do you regularly transport the product?
 Yes No

If yes, how do you carry it? (check all that apply)

- Purse/bag Briefcase Pocket
 Backpack Other _____

14. Would you recommend Printworks Digital Mini Photo Album to a friend? Yes No

15. Based on your experience with this product, would you buy other Printworks brand products? Yes No

Comments: _____

Demographic Information

For classification purposes only, please tell us about yourself. (Please note all information will remain confidential. Paris Business Products will not share your personal information with anyone.)

Age: Under 13 13-18 19-25
 26-35 36-45 46-55 Over 55

Gender: Male Female

Family Size: Single Married
 Children _____ Number of children

Household income:

- under \$25,000 \$25,000-\$50,000
 \$50,001-\$75,000 \$75,001-\$100,000
 over \$100,000

Educational Level:

- Not Yet High School Graduate
 High School Graduate
 Post High School Education
 College Graduate
 Post College Degree

Name _____

Street Address _____

City _____ State _____

Zip Code _____

E-Mail _____

Two ways to complete this survey:

- Mail to:** Paris Business Products
 Attn: Survey Department
 800 Highland Drive,
 Westampton, NJ 08060
- Fax to:** 609-702-5499