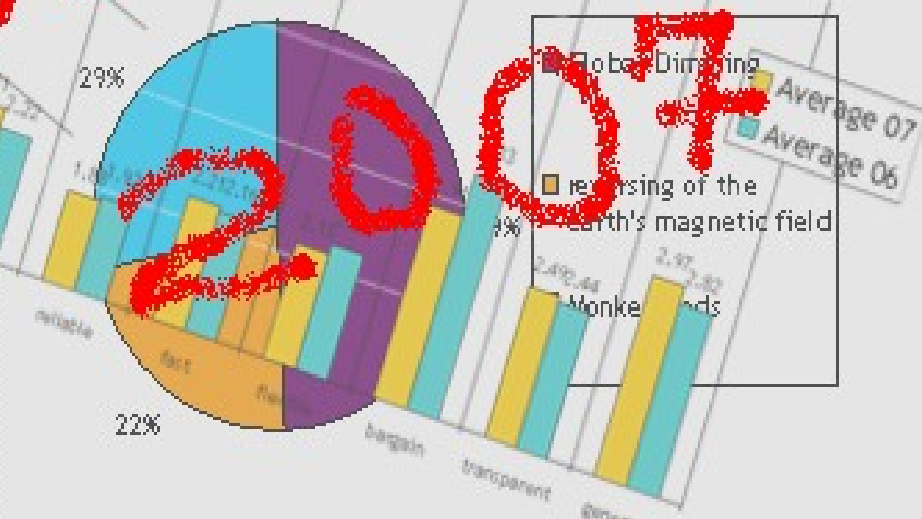
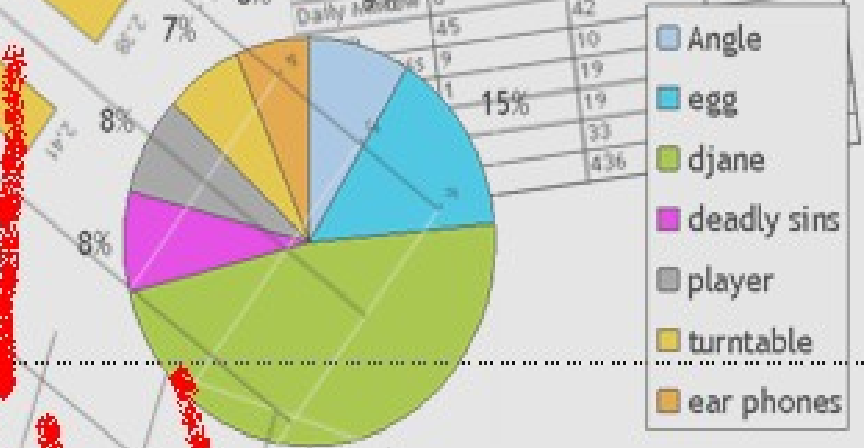
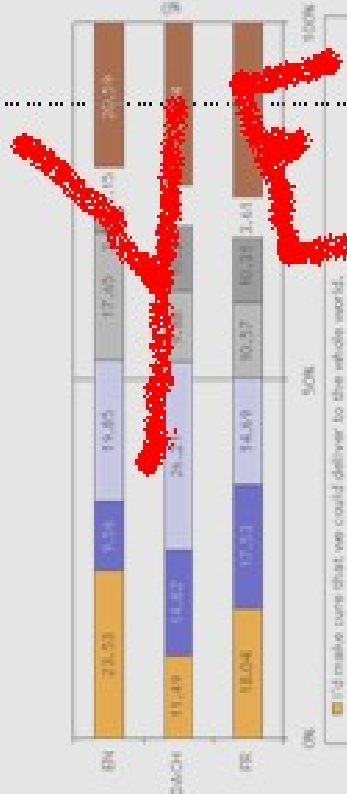


	Positive	Negative	Difference
Neon	100	6	94
Spiegel	115	43	72
Stern	31	11	20
FAZ	17	10	7
Focus	23	17	6
Daily Mirror	6	1	5
Row	45	42	3



WE ARE POLY

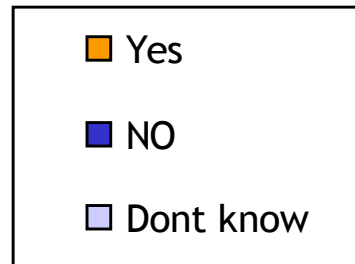
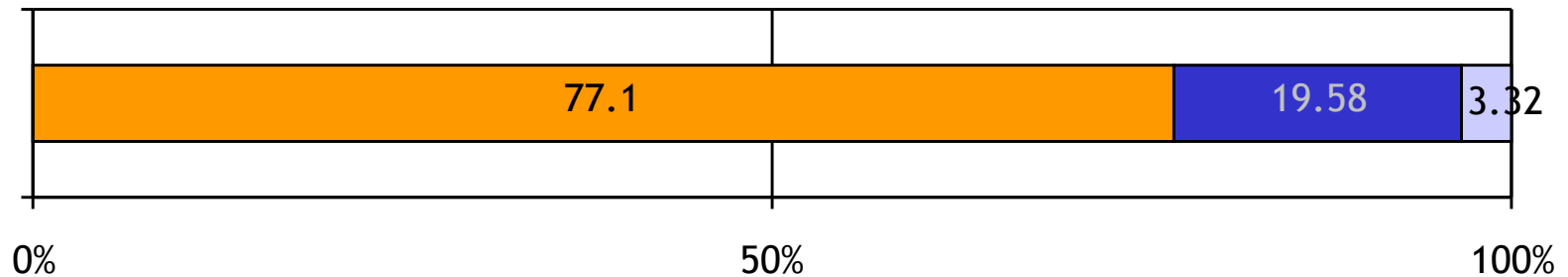
# Yearly Poll 2007 - Fact sheet

Period	21.12.07 - 15.01.08
Participants	Starters: 2971 French: 685 German: 1975 English: 311
Lottery Winners	Out of 1798 Email addresses Will be contacted via email
Prices:	1 Notebook, 5 Panic - buttons, 15 calendars 1 Nintendo DS, 100* 5€ coupons 20 premium shops (6 month)

# Yearly Poll 2007 - Results

More than 3% do not know if they have a shop. Happened to the owner of Harrod's, once..

Question: Do you have a partner shop with Spreadshirt?

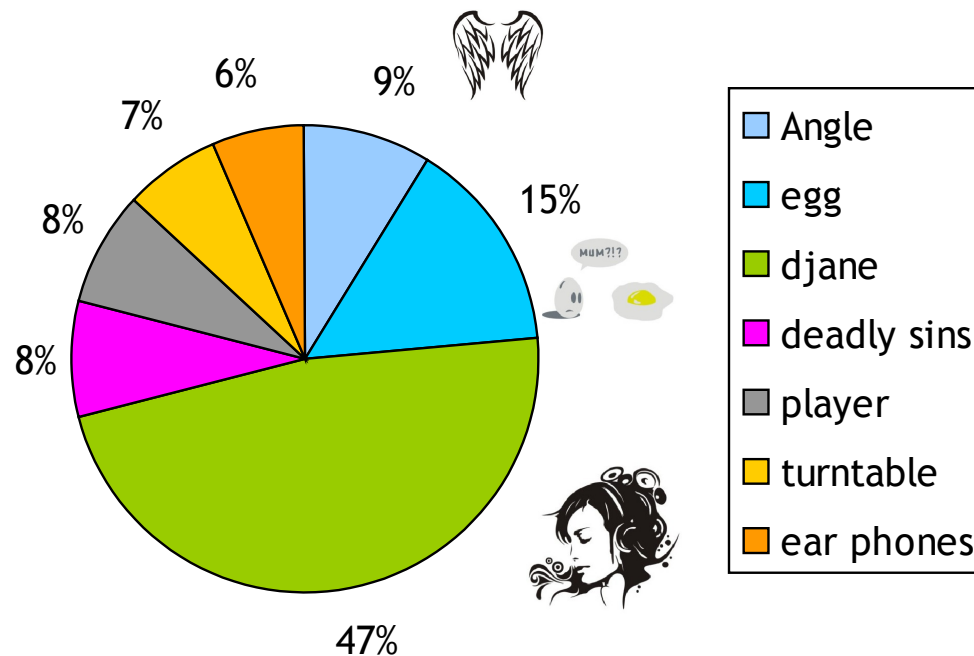


# Yearly Poll 2007 - Results

a pretty face - your favorite design of the year

Question: What is your 'Motif of the Year'?

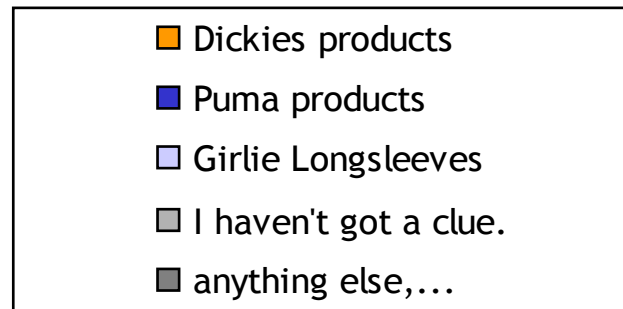
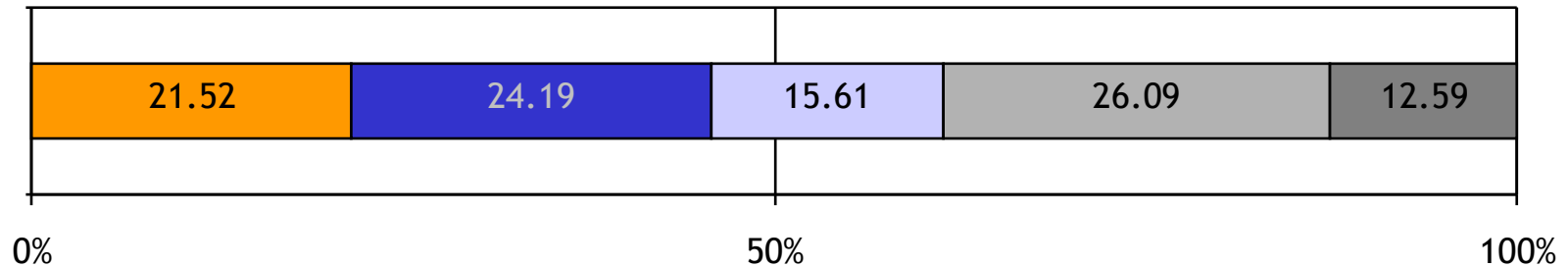
- DJane Nofretete
- The fried egg tragedy
- Angel wings



# Yearly Poll 2007 - Results

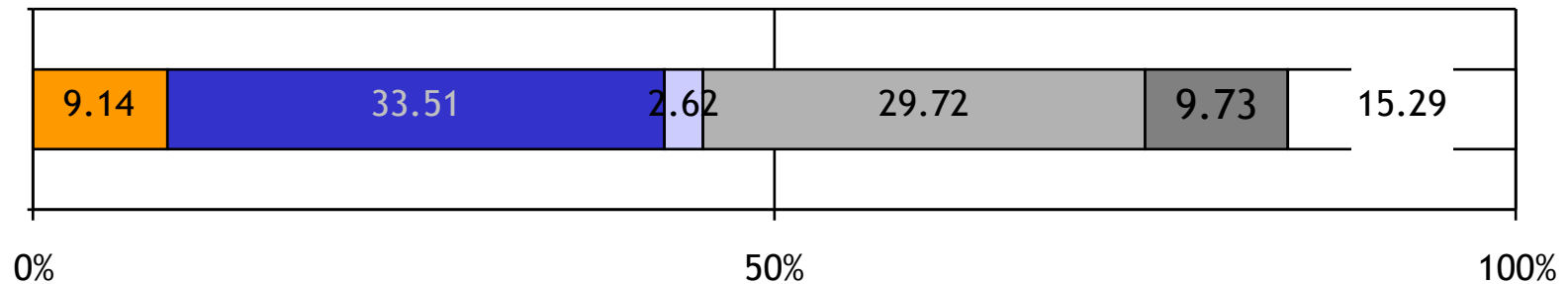
Brands are sought after, especially Dickies and Puma hoodies. In the category OTHER basecaps win..

Question: What was 2007's best new product?



# Yearly Poll 2007 - Results

What do you want to say to our newsletter writers?



- If you look as good as you write, can we meet up sometime?
- Nice job lads - usually quite an interesting read
- If I was the boss, you'd be out the door by now
- I haven't got much to say - I don't read the newsletter very often
- I've got nothing to say - the newsletter gets thrown into my trash folder unread
- What, you have a newsletter! Where can I get my hands on it?

# Yearly Poll 2007 - Results in Averages

What do you think of Spreadshirt? (last year's figures in brackets)

Scale from 1 (eg. Funny or authentic) to 6 (e.g. lame or fake):

funny vs. lame:	2.38 (2.14)
authentic vs. fake:	2.41 (2.22)
reliable vs. unreliable:	1.88 (1.92)
fast vs. slow:	2.21 (2.16)
flexible vs. rigid:	2.13 (2.23)
transparent vs. murky:	2.49 (2.44)
generous vs. tight-arsed:	2.97 (2.82)

# Yearly Poll 2007 - Results in Averages

What do you think of Spreadshirt's performance?

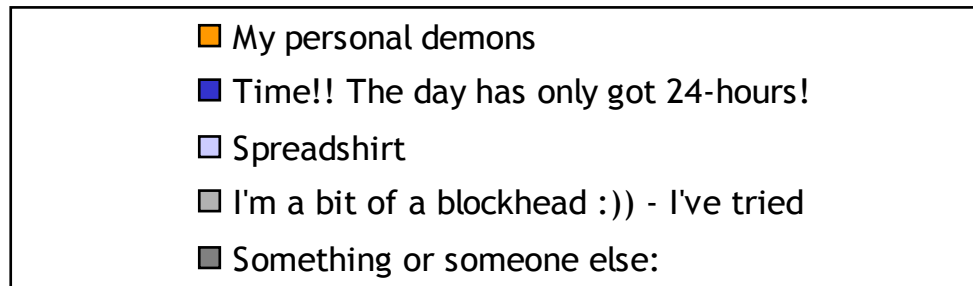
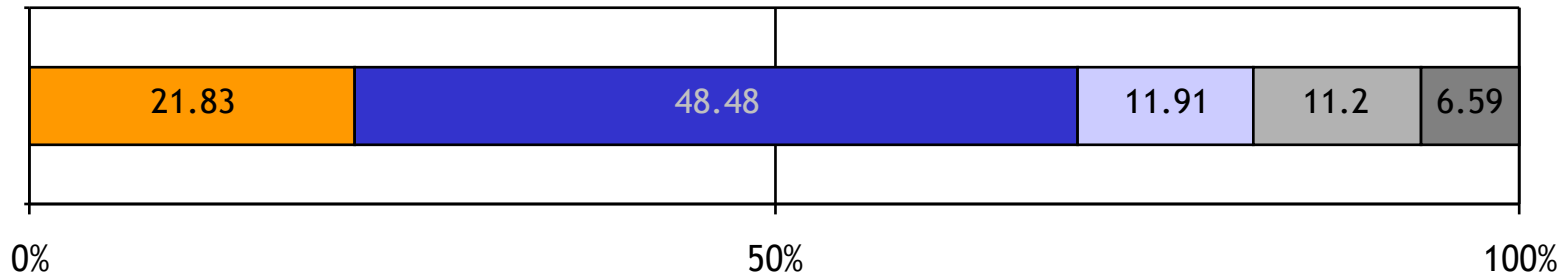
Scale from 1(perfect) to 6 (horrible)

updating shop design:	2.81 (2.59)
product-creation tools:	2.72 (2.45)
product range:	2.81 (2.53)
influence prod. range:	3.01 (2.64)
product quality:	2.43 (2.45)
bargain vs. bust:	2.91 (3.33)

# Yearly Poll 2007 - Results

Watch out..personal demons infest the internet

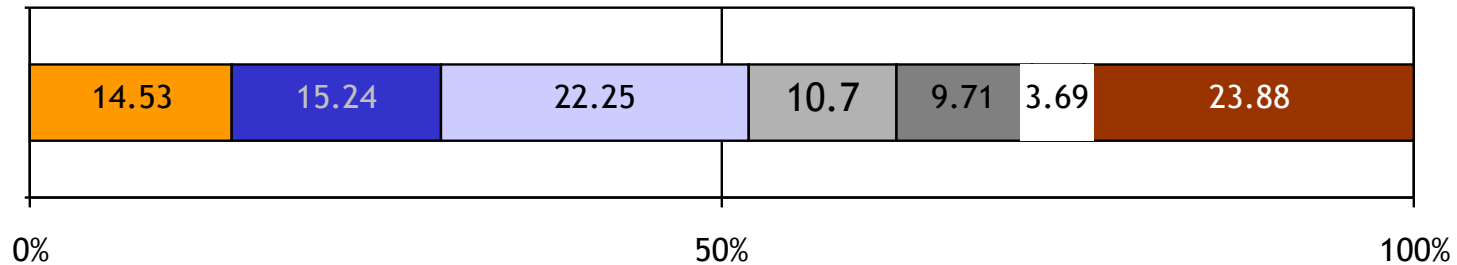
Question: Who is your biggest competitor in the worldwide War on Textiles?



# Yearly Poll 2007 - Results

Drag and drop is king.

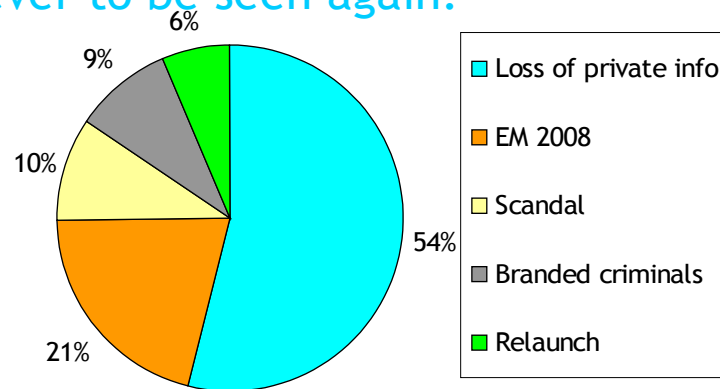
Question: If you were in charge of Spreadshirt, what would be your first action as leader?



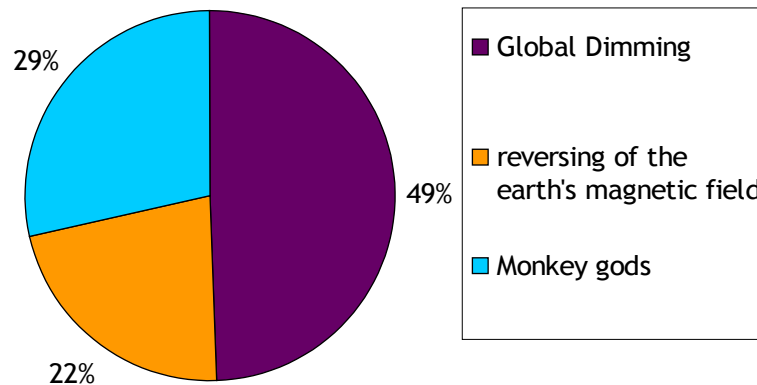
- I'd make sure that we could deliver to the whole world.
- I'd improve the design overview in the 'shop admin' page (e.g. Categories).
- I'd make it possible to sort designs and products via a 'Drag&Drop' option.
- I'd sort out our international relations - making sure that my 'Spreadshirt.net' shop is compatible with, and easy to copy into the American store
- Therefore I would make sure there were bigger sized T-shirts available.
- a selection of smaller sizes would be quite important
- Else

# Yearly Poll 2007 - Results

EN: Which of the following events in 2007 would you like to simply throw away; kick into touch or attach to a space rocket aimed for the far reaches of the universe never to be seen again:




EN : Scare Mongering: Which horror-story in this year's headlines really caught your eye?



# Yearly Poll 2007 - Results

## Rockers and losers...popular people in 2007

	Positive	Negative	Difference
Al Gore 	119	3	116
Chabal	38	0	38
Angela Merkel	144	121	23
Amy Winehouse	29	28	1
Stefan Raab	18	20	-2
Knut	26	34	-8
Bruni	10	32	-22
Sarkozy	113	161	-48
Ségolène Royal	4	74	-70
Dieter Bohlen	8	113	-105
Bush	11	171	-160
Britney Spears	40	226	-186
Paris Hilton	14	230	-216

# Yearly Poll 2007 - Results

Your favorite website: very flattering indeed! And we do believe your choice was not affected by the prizes.. they will be awarded by the blind Goddess of chance

	Positive	Negative	Difference
Spreadshirt	791	23	768
Google	532	39	493
Ebay	240	49	191
Wikipedia	124	15	109
Spiegel	126	22	104
Amazon	110	19	91
Youtube	126	41	85
Myspace	166	118	48
StudiVZ	97	67	30
Facebook	55	99	-44
t-online	37	130	-93
Bild.de	13	294	-281

# Yearly Poll 2007 - Results

Newspaper/Journals: unpopular journals continue to be widely read, however..

	Positive	Negative	Difference
Neon	100	6	94
Spiegel	115	43	72
Stern	31	11	20
FAZ	17	10	7
Focus	23	17	6
Daily Mirrow	6	1	5
Aucun	45	42	3
The express	9	10	-1
le figaro	1	19	-18
Publicité	1	19	-18
sun	8	33	-25
Bild	58	436	-378