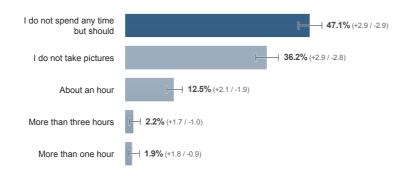
## SINGLE ANSWER

## How much time do you spend organizing and managing your photos each month?

Results for respondents with demographics. Weighted by Age, Gender, Region. (1223 responses) Winner statistically significant.



Metrics only apply to the topline results for this question. Filters and weighting do not apply.

Impressions Responses Response Rate 1,500 59.4% 2,525 Responses by hour of day Local times of respondents Responses by day of week Local times of respondents Response Times Median response time is 6.9 seconds Mo **All** (1223) I do not spend any time but should 47.1% (+2.9 / -2.9) I do not take pictures 36.2% (+2.9 / -2.8) 12.5% (+2.1 / -1.9) About an hour More than three hours 2.2% (+1.7 / -1.0) 1.9% (+1.8 / -0.9) More than one hour

Methodology: Conducted by Google Consumer Surveys, April 25, 2013 - April 26, 2013 and based on 1223 online responses. Sample: National adult Internet population.