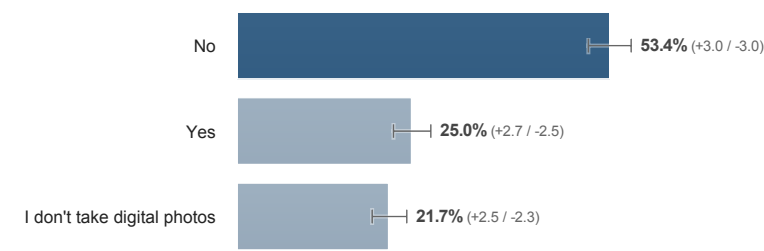


SINGLE ANSWER

Would you print more photo books from your collection if it was easier?

Results for respondents with demographics. Weighted by Age, Gender, Region. (1266 responses)
Order statistically significant.



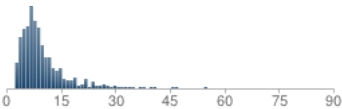
Metrics only apply to the topline results for this question. Filters and weighting do not apply.

Impressions
2,965

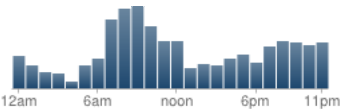
Responses
1,501

Response Rate
50.6%

Response Times
Median response time is 7.0 seconds



Responses by hour of day
Local times of respondents



Responses by day of week
Local times of respondents



All (1266)

No	53.4% (+3.0 / -3.0)
Yes	25.0% (+2.7 / -2.5)
I don't take digital photos	21.7% (+2.5 / -2.3)

Methodology: Conducted by Google Consumer Surveys, April 20, 2013 - April 21, 2013 and based on 1266 online responses. Sample: National adult Internet population.