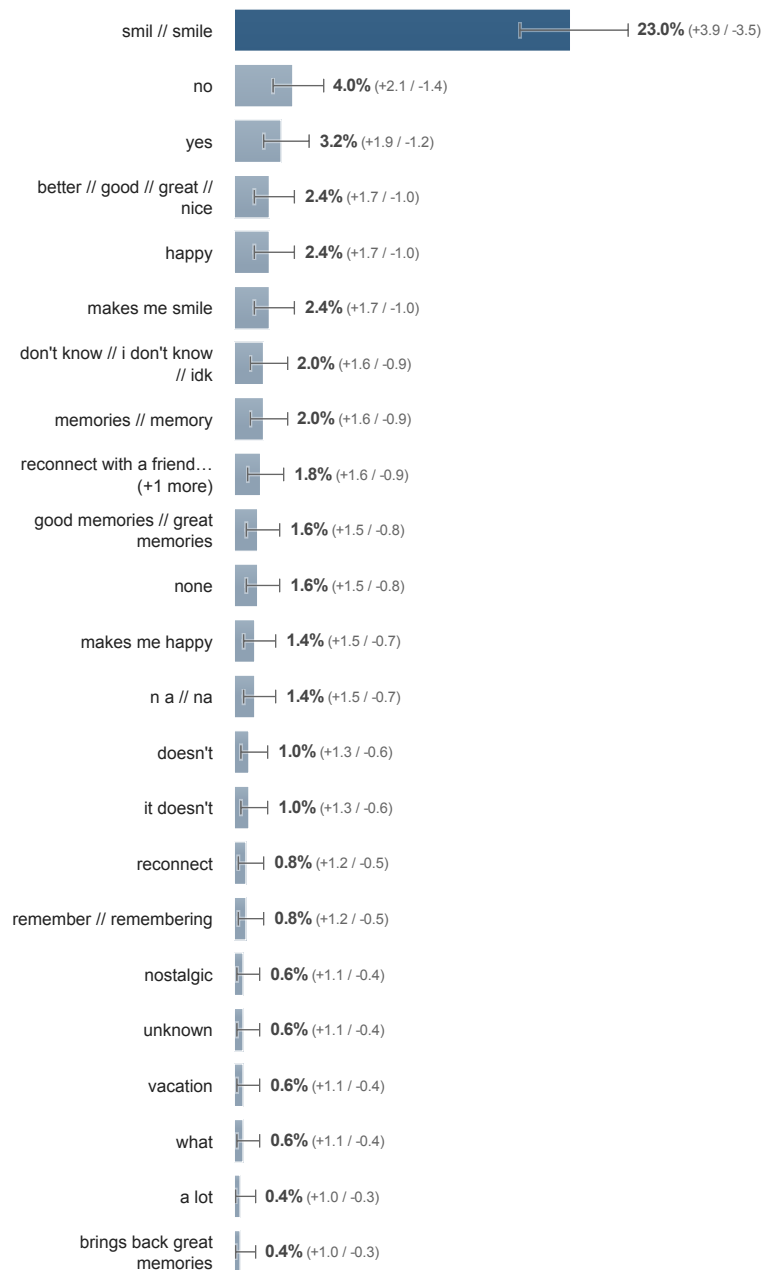


How does seeing a photograph of a past moment affect your present or even your future? e.g. makes you want to take the same vacation, smile, reconnect with a friend.

[illegible]

brings back memories	0.4% (+1.0 / -0.3)
depends on the photo	0.4% (+1.0 / -0.3)
fiji	0.4% (+1.0 / -0.3)
fun	0.4% (+1.0 / -0.3)
it does	0.4% (+1.0 / -0.3)
it makes me happy	0.4% (+1.0 / -0.3)
kk	0.4% (+1.0 / -0.3)
makes me happy or sad	0.4% (+1.0 / -0.3)
no comment	0.4% (+1.0 / -0.3)
pleasant memories	0.4% (+1.0 / -0.3)
remember the good times	0.4% (+1.0 / -0.3)
reminisce	0.4% (+1.0 / -0.3)
same	0.4% (+1.0 / -0.3)
sometimes	0.4% (+1.0 / -0.3)
somewhat	0.4% (+1.0 / -0.3)
all of the above	0.2% (+0.9 / -0.2)
as a bloomberg employee i think i should have a...	0.2% (+0.9 / -0.2)
awergtwe4tg	0.2% (+0.9 / -0.2)
blah	0.2% (+0.9 / -0.2)
brings joy	0.2% (+0.9 / -0.2)
brings memories	0.2% (+0.9 / -0.2)
connect with places and people	0.2% (+0.9 / -0.2)
depends	0.2% (+0.9 / -0.2)
depends on what it is	0.2% (+0.9 / -0.2)
dunno	0.2% (+0.9 / -0.2)
ggh	0.2% (+0.9 / -0.2)
huh	0.2% (+0.9 / -0.2)
i become critical of myself	0.2% (+0.9 / -0.2)
in case i forget it reminds me of who i am and...	0.2% (+0.9 / -0.2)
it depends on the picture	0.2% (+0.9 / -0.2)
it depends on what is the image	0.2% (+0.9 / -0.2)
it make me feel good	0.2% (+0.9 / -0.2)
it's like traveling in time and relive that mom...	0.2% (+0.9 / -0.2)
look forward to the next experience	0.2% (+0.9 / -0.2)
make me cry	0.2% (+0.9 / -0.2)
makes me constipated	0.2% (+0.9 / -0.2)
makes me feel good	0.2% (+0.9 / -0.2)

makes me laugh	0.2% (+0.9 / -0.2)
makes me sad	0.2% (+0.9 / -0.2)
makes me smile in wonderment all the joy and th...	0.2% (+0.9 / -0.2)
makes me smile remember brings back	0.2% (+0.9 / -0.2)
makes me want to take the vacation again	0.2% (+0.9 / -0.2)
makes me want to talk to the person involved	0.2% (+0.9 / -0.2)
makes you want to relive that moment	0.2% (+0.9 / -0.2)
makes you want to take the same vacation	0.2% (+0.9 / -0.2)
nome	0.2% (+0.9 / -0.2)
not really	0.2% (+0.9 / -0.2)
ok	0.2% (+0.9 / -0.2)
reflection	0.2% (+0.9 / -0.2)
reminds of pleasant memories	0.2% (+0.9 / -0.2)
sdad	0.2% (+0.9 / -0.2)
see a friend	0.2% (+0.9 / -0.2)
sleep	0.2% (+0.9 / -0.2)
sure	0.2% (+0.9 / -0.2)
take the same vacation	0.2% (+0.9 / -0.2)
test	0.2% (+0.9 / -0.2)
this site sucks	0.2% (+0.9 / -0.2)
very annoying pop ups	0.2% (+0.9 / -0.2)
warm	0.2% (+0.9 / -0.2)
zzzzzzzzzz	0.2% (+0.9 / -0.2)
connect with family	0.0% (+0.8 / -0.0)
helps me understand	0.0% (+0.8 / -0.0)
it makes you relive the moment	0.0% (+0.8 / -0.0)
makes me nostalgic	0.0% (+0.8 / -0.0)
reminds me of good times with people i care about	0.0% (+0.8 / -0.0)
usually brings back happy moments	0.0% (+0.8 / -0.0)

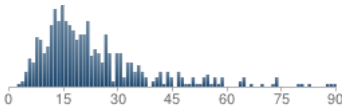
Metrics only apply to the topline results for this question. Filters and weighting do not apply.

Impressions
1,248

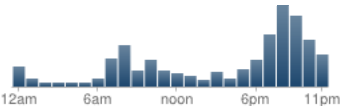
Responses
500

Response Rate
40.1%

Response Times
Median response time is 18.2 seconds



Responses by hour of day
Local times of respondents



Responses by day of week
Local times of respondents



All (500)		
smil smile	23.0% (+3.9 / -3.5)	
no	4.0% (+2.1 / -1.4)	
yes	3.2% (+1.9 / -1.2)	
better good great nice	2.4% (+1.7 / -1.0)	
happy	2.4% (+1.7 / -1.0)	
makes me smile	2.4% (+1.7 / -1.0)	
don't know i don't know idk	2.0% (+1.6 / -0.9)	
memories memory	2.0% (+1.6 / -0.9)	
reconnect with a friend reconnect with friends	1.8% (+1.6 / -0.9)	
good memories great memories	1.6% (+1.5 / -0.8)	
none	1.6% (+1.5 / -0.8)	
makes me happy	1.4% (+1.5 / -0.7)	
n a na	1.4% (+1.5 / -0.7)	
doesn't	1.0% (+1.3 / -0.6)	
it doesn't	1.0% (+1.3 / -0.6)	
reconnect	0.8% (+1.2 / -0.5)	
remember remembering	0.8% (+1.2 / -0.5)	
nostalgic	0.6% (+1.1 / -0.4)	
unknown	0.6% (+1.1 / -0.4)	
vacation	0.6% (+1.1 / -0.4)	
what	0.6% (+1.1 / -0.4)	
a lot	0.4% (+1.0 / -0.3)	
brings back great memories	0.4% (+1.0 / -0.3)	
brings back memories	0.4% (+1.0 / -0.3)	
depends on the photo	0.4% (+1.0 / -0.3)	
fiji	0.4% (+1.0 / -0.3)	
fun	0.4% (+1.0 / -0.3)	
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somewhat	0.4% (+1.0 / -0.3)
all of the above	0.2% (+0.9 / -0.2)
as a bloomberg employee i think i should have access to businessweek archive without answering these	0.2% (+0.9 / -0.2)
awergtwe4tg	0.2% (+0.9 / -0.2)
blah	0.2% (+0.9 / -0.2)
brings joy	0.2% (+0.9 / -0.2)
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makes me laugh	0.2% (+0.9 / -0.2)
makes me sad	0.2% (+0.9 / -0.2)
makes me smile in wonderment all the joy and the pain it is who i am	0.2% (+0.9 / -0.2)
makes me smile remember brings back good feelings	0.2% (+0.9 / -0.2)
makes me want to take the vacation again	0.2% (+0.9 / -0.2)
makes me want to talk to the person involved	0.2% (+0.9 / -0.2)
makes you want to relive that moment	0.2% (+0.9 / -0.2)

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this site sucks	0.2% (+0.9 / -0.2)
very annoying pop ups	0.2% (+0.9 / -0.2)
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usually brings back happy moments	0.0% (+0.8 / -0.0)

Methodology: Conducted by Google Consumer Surveys, April 20, 2013 - April 22, 2013 and based on 500 online responses. Sample: National adult Internet population.