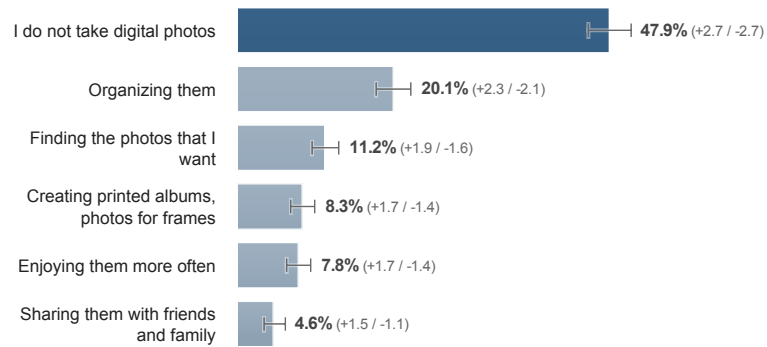


SINGLE ANSWER

Which of the following frustrates you the most about your digital photo collection?

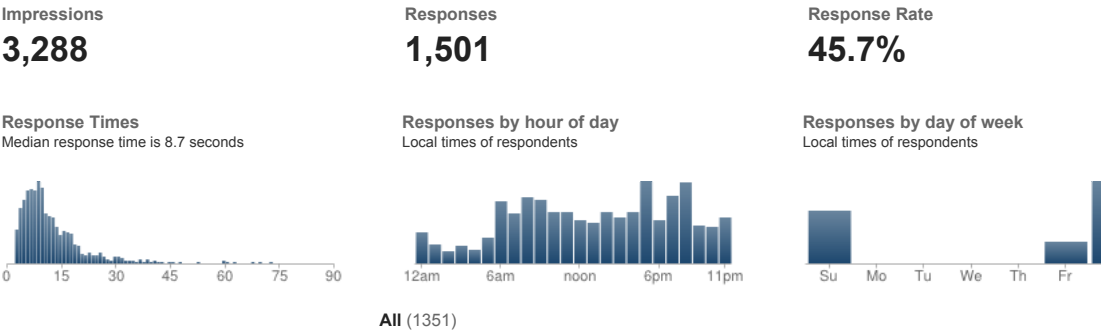
Results for respondents with demographics. Weighted by Age, Gender, Region. (1351 responses)

Winner statistically significant.



Note: Only 5 choices were shown to any given respondent. Percentages may not add up to 100%.

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



I do not take digital photos	#1 47.9% (+2.7 / -2.7)
Organizing them	#2 20.1% (+2.3 / -2.1)
Finding the photos that I want	#3 11.2% (+1.9 / -1.6)
Creating printed albums, photos for frames	#4 8.3% (+1.7 / -1.4)
Enjoying them more often	#5 7.8% (+1.7 / -1.4)
Sharing them with friends and family	#6 4.6% (+1.5 / -1.1)

Methodology: Conducted by Google Consumer Surveys, April 20, 2013 - April 22, 2013 and based on 1351 online responses. Sample: National adult Internet population.