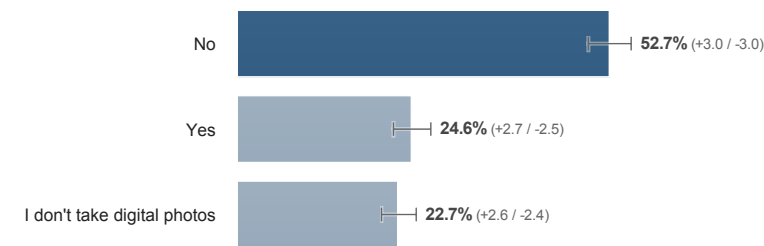


SINGLE ANSWER

Do you browse through your entire photo collection as often as you like?

Results for respondents with demographics. Weighted by Age, Gender, Region. (1273 responses)
Winner statistically significant.



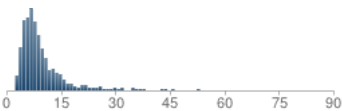
Metrics only apply to the topline results for this question. Filters and weighting do not apply.

Impressions
3,061

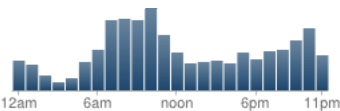
Responses
1,501

Response Rate
49.0%

Response Times
Median response time is 6.7 seconds



Responses by hour of day
Local times of respondents



Responses by day of week
Local times of respondents



| All (1273) | | |
|-----------------------------|---------------------|--|
| No | 52.7% (+3.0 / -3.0) | |
| Yes | 24.6% (+2.7 / -2.5) | |
| I don't take digital photos | 22.7% (+2.6 / -2.4) | |

Methodology: Conducted by Google Consumer Surveys, April 20, 2013 - April 21, 2013 and based on 1273 online responses. Sample: National adult Internet population.