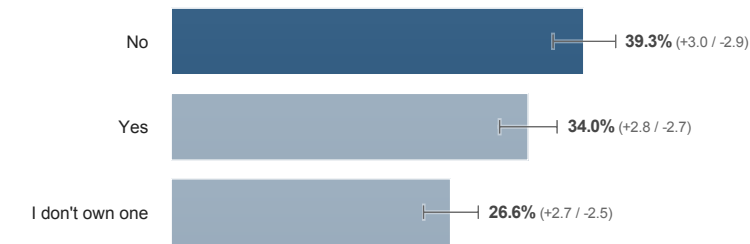


SINGLE ANSWER

If your digital camera breaks, would you buy a new one in the next 12 months (not including a smartphone)?

Results for respondents with demographics. Weighted by Age, Gender, Region. (1244 responses)  
Order statistically significant.



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

Impressions

3,154

Responses

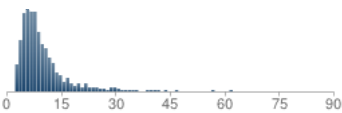
1,501

Response Rate

47.6%

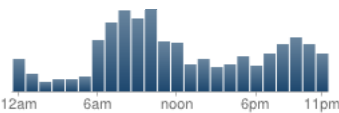
Response Times

Median response time is 6.9 seconds



Responses by hour of day

Local times of respondents



Responses by day of week

Local times of respondents



All (1244)

No	39.3% (+3.0 / -2.9)
Yes	34.0% (+2.8 / -2.7)
I don't own one	26.6% (+2.7 / -2.5)

Methodology: Conducted by Google Consumer Surveys, April 20, 2013 - April 21, 2013 and based on 1244 online responses. Sample: National adult Internet population.