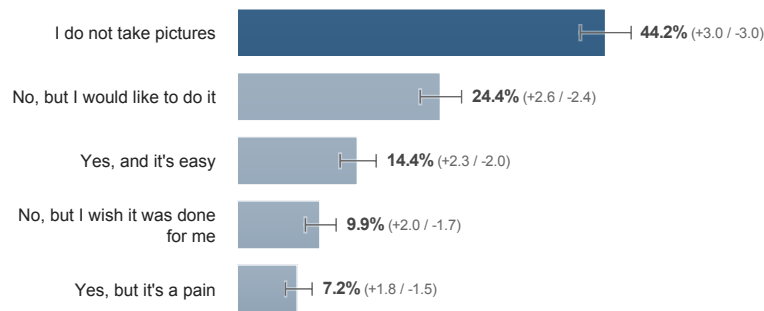


SINGLE ANSWER

Do you regularly group and categorize your photo collection? (e.g. sorting pictures by a vacation, by family members, etc.)

Results for respondents with demographics. Weighted by Age, Gender, Region. (1220 responses)
Order statistically significant.



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

Impressions

2,447

Responses

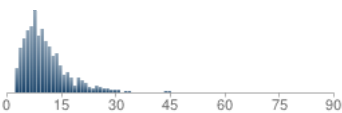
1,499

Response Rate

61.3%

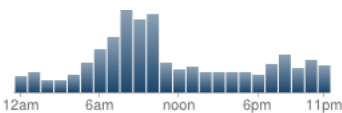
Response Times

Median response time is 8.3 seconds



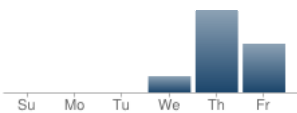
Responses by hour of day

Local times of respondents



Responses by day of week

Local times of respondents



All (1220)

I do not take pictures	44.2% (+3.0 / -3.0)
No, but I would like to do it	24.4% (+2.6 / -2.4)
Yes, and it's easy	14.4% (+2.3 / -2.0)
No, but I wish it was done for me	9.9% (+2.0 / -1.7)
Yes, but it's a pain	7.2% (+1.8 / -1.5)

Methodology: Conducted by Google Consumer Surveys, April 25, 2013 - April 26, 2013 and based on 1220 online responses. Sample: National adult Internet population.