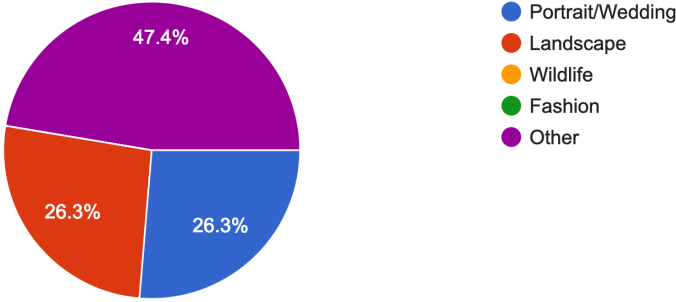
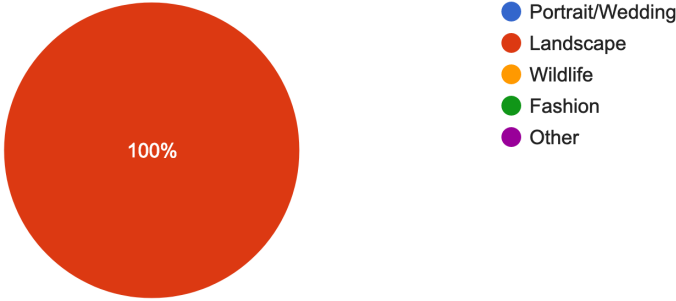
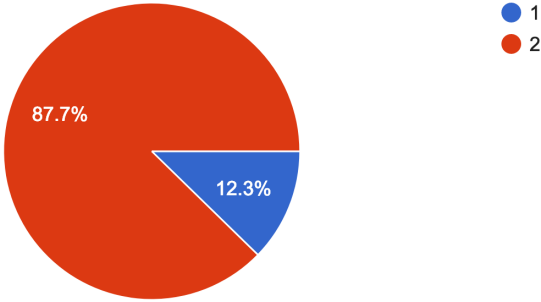
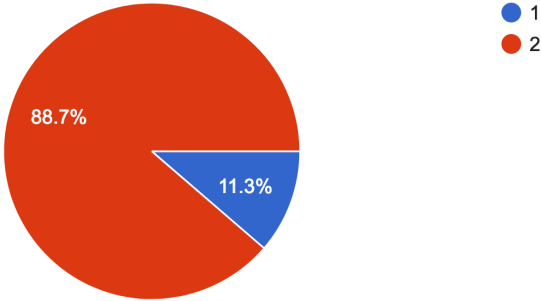
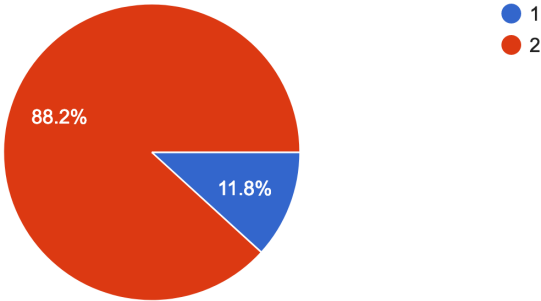


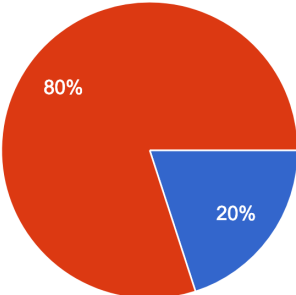
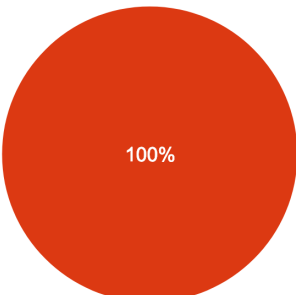
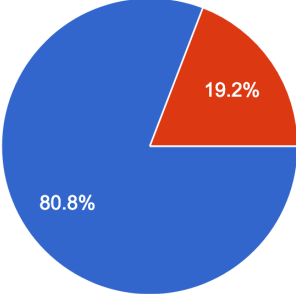
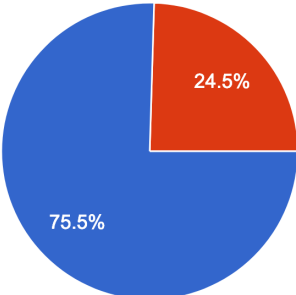
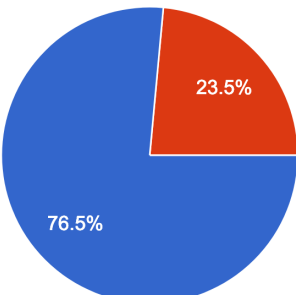
017: Primary Research Results

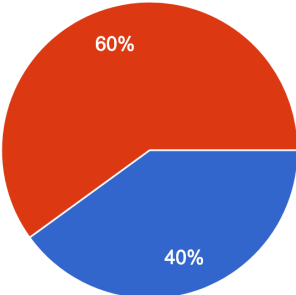
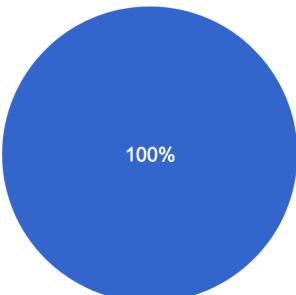
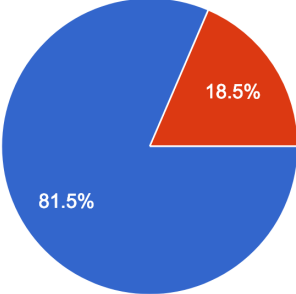
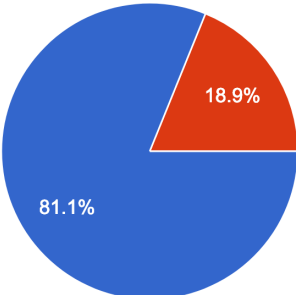
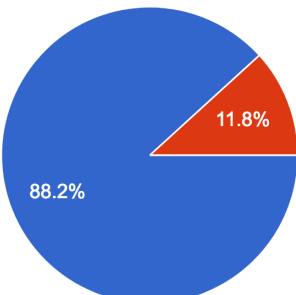
Age	Figure 1												
As can be seen in figure 1, 43.5% of respondents were between ages 13-30, 22.2% 46-60, 21.7% 31-45, 12.3% 60+, and 0.3% 12 or younger.	<div>How old are you?</div> <div>600 responses</div> <div><table><thead><tr><th>Age Group</th><th>Percentage</th></tr></thead><tbody><tr><td>12 or younger</td><td>0.3%</td></tr><tr><td>13-30</td><td>43.5%</td></tr><tr><td>31-45</td><td>21.7%</td></tr><tr><td>46-60</td><td>22.2%</td></tr><tr><td>60+</td><td>12.3%</td></tr></tbody></table></div>	Age Group	Percentage	12 or younger	0.3%	13-30	43.5%	31-45	21.7%	46-60	22.2%	60+	12.3%
Age Group	Percentage												
12 or younger	0.3%												
13-30	43.5%												
31-45	21.7%												
46-60	22.2%												
60+	12.3%												
Sex	Figure 2												
Figure 2 shows that 81.9% of the respondents were female and 18.1% were male.	<div>What sex are you?</div> <div>598 responses</div> <div><table><thead><tr><th>Sex</th><th>Percentage</th></tr></thead><tbody><tr><td>Male</td><td>18.1%</td></tr><tr><td>Female</td><td>81.9%</td></tr></tbody></table></div>	Sex	Percentage	Male	18.1%	Female	81.9%						
Sex	Percentage												
Male	18.1%												
Female	81.9%												
Location	Figure 3												
Figure 3 shows that 65.6% of respondents were from the midwest, 28.8% from the northeast, 2.7% from the southeast, 2% from the southwest, and 1% was from the west.	<div>What region of the USA are you from?</div> <div>598 responses</div> <div><table><thead><tr><th>Region</th><th>Percentage</th></tr></thead><tbody><tr><td>Northeastern</td><td>28.8%</td></tr><tr><td>Southeastern</td><td>2.7%</td></tr><tr><td>Midwest</td><td>65.6%</td></tr><tr><td>Southwest</td><td>2%</td></tr><tr><td>West</td><td>1%</td></tr></tbody></table></div>	Region	Percentage	Northeastern	28.8%	Southeastern	2.7%	Midwest	65.6%	Southwest	2%	West	1%
Region	Percentage												
Northeastern	28.8%												
Southeastern	2.7%												
Midwest	65.6%												
Southwest	2%												
West	1%												
Ethnicity	Figure 4												
As seen in figure 4, 95.5% of the respondents were White, 2% were of other ethnicities, 1.8% were Hispanic or Latino, and 0.7% were Asian or Pacific Islanders.	<div>What ethnicity are you?</div> <div>598 responses</div> <div><table><thead><tr><th>Ethnicity</th><th>Percentage</th></tr></thead><tbody><tr><td>White</td><td>95.5%</td></tr><tr><td>Black</td><td>0.7%</td></tr><tr><td>Hispanic or Latino</td><td>1.8%</td></tr><tr><td>Asian or Pacific Islander</td><td>0.7%</td></tr><tr><td>Other</td><td>2%</td></tr></tbody></table></div>	Ethnicity	Percentage	White	95.5%	Black	0.7%	Hispanic or Latino	1.8%	Asian or Pacific Islander	0.7%	Other	2%
Ethnicity	Percentage												
White	95.5%												
Black	0.7%												
Hispanic or Latino	1.8%												
Asian or Pacific Islander	0.7%												
Other	2%												
Training/experience	Figure 5												

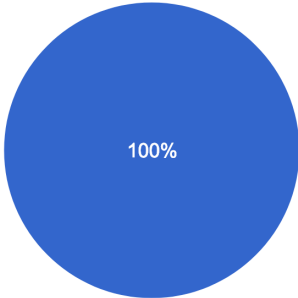
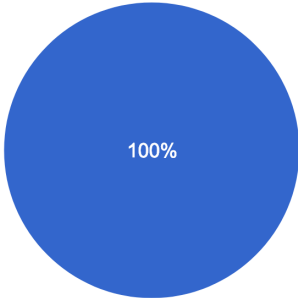
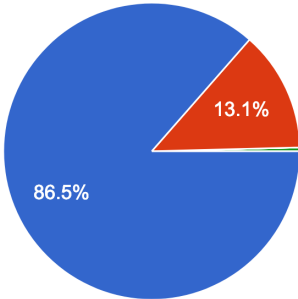
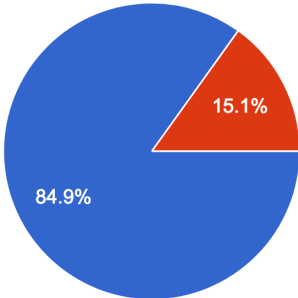
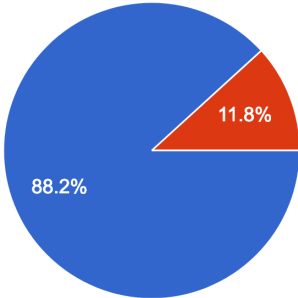
Figure 5 shows that 80.3% of respondents did not have training/experience in photography and 19.7% did have training/experience in photography.	<div>Do you have experience/training in photography? (professional training, photography classes/courses, internships, shadows, etc.)</div> <div>598 responses</div> <div><div><div></div>Yes</div><div><div></div>No</div></div> <div><div><div>80.3%</div></div><div><div>19.7%</div></div></div>
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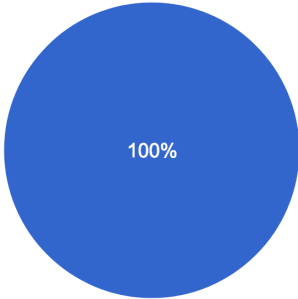
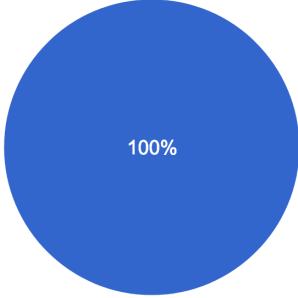
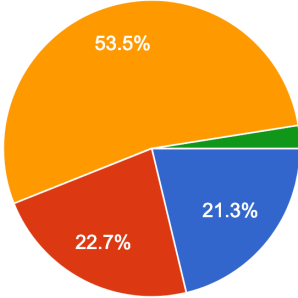
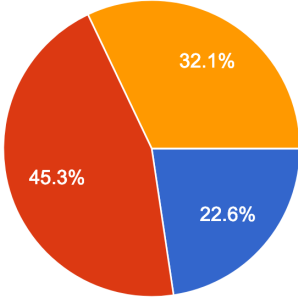
Training/experience level	Figure 6
As seen in figure 6, 45.8% of respondents had 1-12 months of experience, 37.3% has 1-3 years, 16.1% had 4-10 years, and 0.8% had 11-20+ years.	<div>How much training/experience do you have?</div> <div>118 responses</div> <div><div><div></div>Amateur: 1-12 months</div><div><div></div>Intermediate: 1- 3 years</div><div><div></div>Accomplished: 4-10 years</div><div><div></div>Expert: 11-20+ years</div></div> <div><div><div>45.8%</div></div><div><div>37.3%</div></div><div><div>16.1%</div></div><div><div>0.8%</div></div></div>

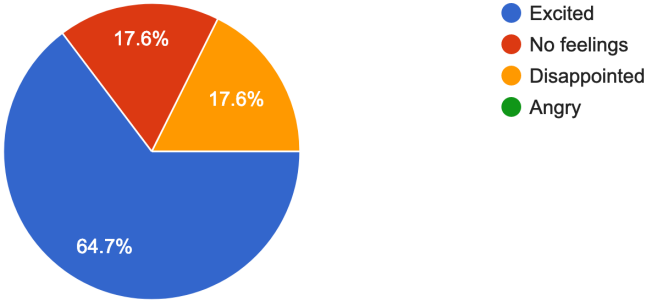
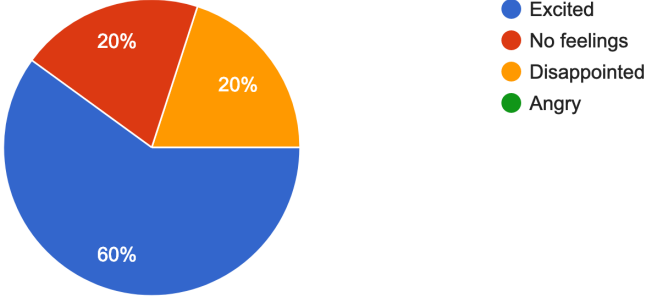

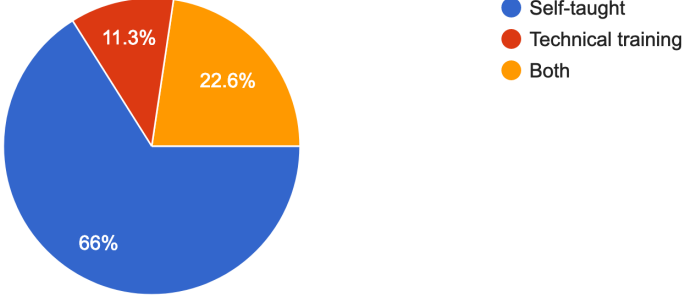
<p>Accomplished figure 7.3</p> <p>Figure 7.3 concludes that 47.4% of accomplished respondents were of other types of photographer, 26.3% were landscape photographers, and 26.3% were portrait/wedding photographers.</p>	<p>What type of photographer are you?</p> <p>19 responses</p>  <table border="1"><thead><tr><th>Photographer Type</th><th>Percentage</th></tr></thead><tbody><tr><td>Portrait/Wedding</td><td>26.3%</td></tr><tr><td>Landscape</td><td>26.3%</td></tr><tr><td>Other</td><td>47.4%</td></tr></tbody></table>	Photographer Type	Percentage	Portrait/Wedding	26.3%	Landscape	26.3%	Other	47.4%
Photographer Type	Percentage								
Portrait/Wedding	26.3%								
Landscape	26.3%								
Other	47.4%								
<p>Expert 7.4</p> <p>Figure 7.4 shows that 100% of expert respondents were landscape photographers.</p>	<p>What type of photographer are you?</p> <p>1 response</p>  <table border="1"><thead><tr><th>Photographer Type</th><th>Percentage</th></tr></thead><tbody><tr><td>Landscape</td><td>100%</td></tr></tbody></table>	Photographer Type	Percentage	Landscape	100%				
Photographer Type	Percentage								
Landscape	100%								
<p>Lake pic. Figure 8</p>									
<p>No experience 8.1</p> <p>As seen in figure 8.1, 87.7% of respondents with no training liked picture 2 more and 12.3% liked picture 1 more.</p>	<p>Which of these pictures do you like best?</p> <p>480 responses</p>  <table border="1"><thead><tr><th>Picture</th><th>Percentage</th></tr></thead><tbody><tr><td>1</td><td>12.3%</td></tr><tr><td>2</td><td>87.7%</td></tr></tbody></table>	Picture	Percentage	1	12.3%	2	87.7%		
Picture	Percentage								
1	12.3%								
2	87.7%								
<p>Amateur figure 8.2</p> <p>As seen in figure 8.2, 88.7% of amateur respondents liked picture 2 more and 11.3% liked picture 1 more.</p>	<p>Which of these pictures do you like best?</p> <p>53 responses</p>  <table border="1"><thead><tr><th>Picture</th><th>Percentage</th></tr></thead><tbody><tr><td>1</td><td>11.3%</td></tr><tr><td>2</td><td>88.7%</td></tr></tbody></table>	Picture	Percentage	1	11.3%	2	88.7%		
Picture	Percentage								
1	11.3%								
2	88.7%								
<p>Intermediate 8.3</p> <p>As seen in figure 8.3, 88.2% of intermediate respondents liked picture 2 more and 11.8% liked picture 2 more.</p>	<p>Which of these pictures so you like best?</p> <p>17 responses</p>  <table border="1"><thead><tr><th>Picture</th><th>Percentage</th></tr></thead><tbody><tr><td>1</td><td>11.8%</td></tr><tr><td>2</td><td>88.2%</td></tr></tbody></table>	Picture	Percentage	1	11.8%	2	88.2%		
Picture	Percentage								
1	11.8%								
2	88.2%								

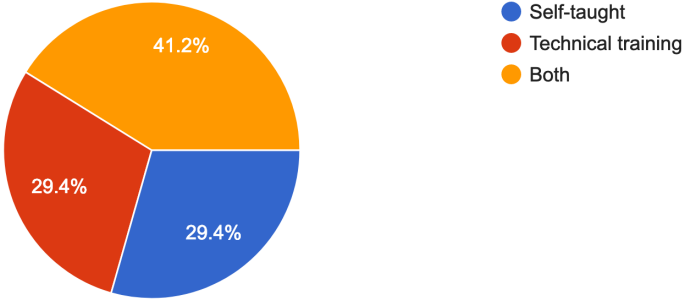
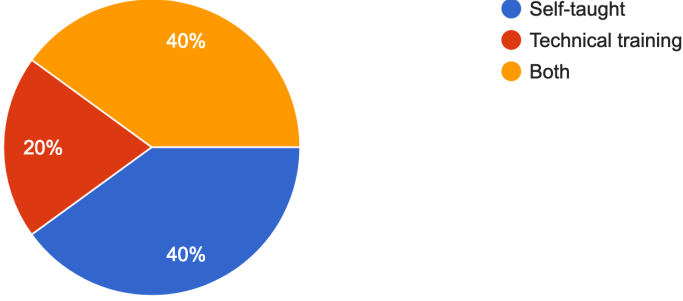

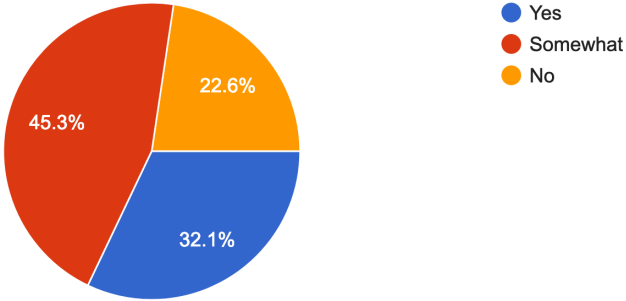
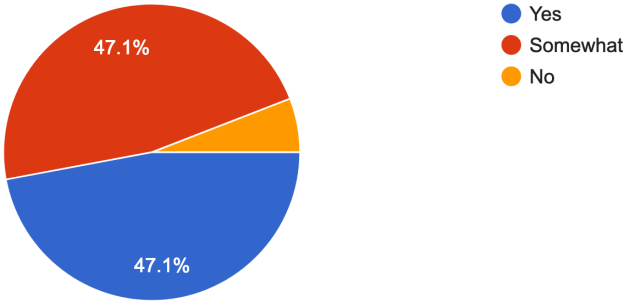
<p>Accomplished 8.4</p> <p>As seen in figure 8.4, 80% of accomplished respondents liked picture 2 more and 20% liked picture 1 more.</p>	<p>Which of these pictures do you like best?</p> <p>5 responses</p>  <p>1 2</p>
<p>Expert 8.5</p> <p>As seen in figure 8.5, 100% of expert respondents liked picture 2 more.</p>	<p>Which of these pictures do you like best?</p> <p>1 response</p>  <p>1 2</p>
<p>Hillside pic. Figure 9</p>	
<p>No experience figure 9.1</p> <p>Figure 9.1 shows that 80.8% of respondents with no experience liked picture 1 more and 19.2% liked picture 2 more.</p>	<p>And these?</p> <p>480 responses</p>  <p>1 2</p>
<p>Amateur figure 9.2</p> <p>As seen in figure 9.2, 75.5% of amateur respondents liked picture 2 more, the other 24.5% liked picture 1 more.</p>	<p>And these?</p> <p>53 responses</p>  <p>1 2</p>
<p>Intermediate figure 9.3</p> <p>Figure 9.3 shows that 76.5% of intermediate respondents liked picture 1 more and 23.5% liked picture 2 more.</p>	<p>And these?</p> <p>17 responses</p>  <p>1 2</p>

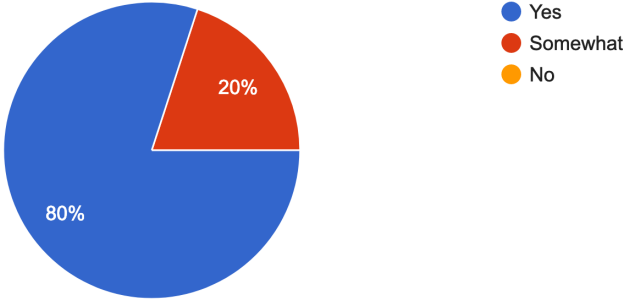
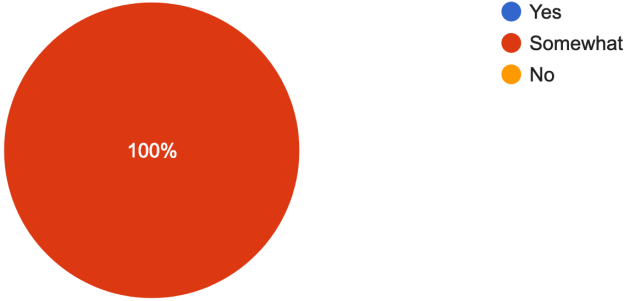
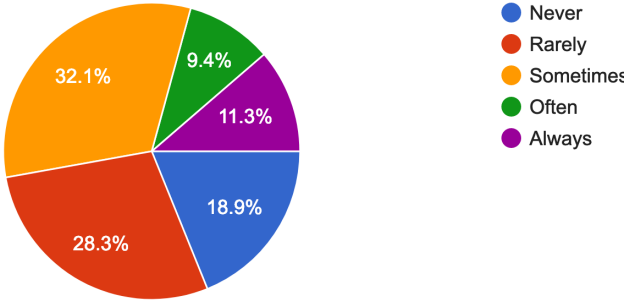
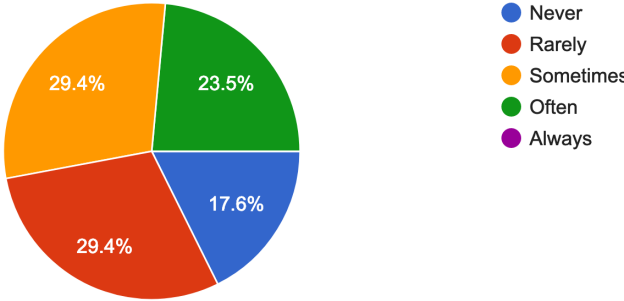
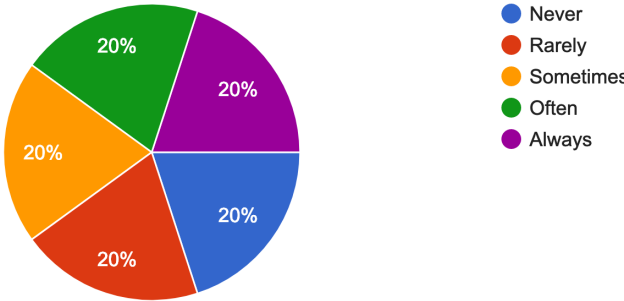
<p>Accomplished 9.4</p> <p>Figure 9.4 shows that 60% of accomplished respondents preferred picture 2 while 40% of accomplished respondents preferred picture 1.</p>	<p>And these?</p> <p>5 responses</p>  <p>● 1 ● 2</p>
<p>Expert figure 9.5</p> <p>As seen in figure 9.4, 100% of expert respondents liked picture 1 more.</p>	<p>And these?</p> <p>1 response</p>  <p>● 1 ● 2</p>
<p>Rock pic. Figure 10</p>	
<p>No experience figure 10.1</p> <p>As seen in figure 10.1, 81.5% of respondents with no training liked picture 1 more and 18.5% liked picture 2 more.</p>	<p>Last ones...</p> <p>480 responses</p>  <p>● 1 ● 2</p>
<p>Amateur figure 10.2</p> <p>Figure 10.2 concludes that 81.1% of amateur respondents liked picture 1 more while 18.9% liked picture 2 more.</p>	<p>Last ones...</p> <p>53 responses</p>  <p>● 1 ● 2</p>
<p>Intermediate figure 10.3</p> <p>Figure 10.3 calculated that 88.2% of intermediate respondents liked picture 1 more and 11.8% liked picture 2 more.</p>	<p>Last ones</p> <p>17 responses</p>  <p>● 1 ● 2</p>

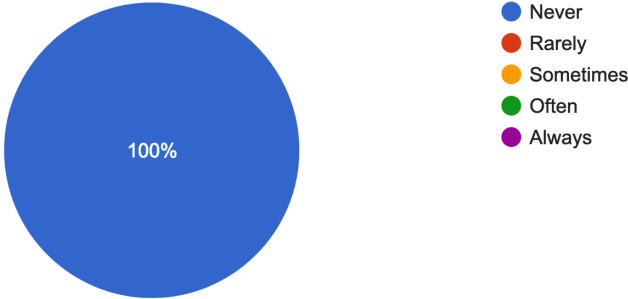
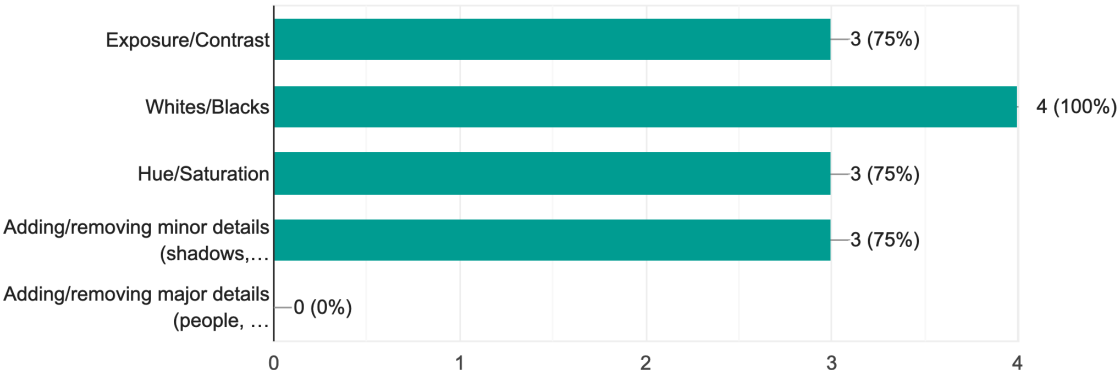
<p>Accomplished 10.4</p> <p>As seen in figure 10.4, 100% of accomplished respondents liked picture 1 more.</p>	<p>Last ones</p> <p>5 responses</p>  <p>100%</p> <ul style="list-style-type: none">12
<p>Expert 10.5</p> <p>Figure 10.5 shows that 100% of expert respondents liked picture 1 more.</p>	<p>Last ones</p> <p>1 response</p>  <p>100%</p> <ul style="list-style-type: none">12
<p>Galaxy pic. 1 Figure 11</p>	
<p>No experience figure 11.1</p> <p>As seen in figure 11.1, 86.5% of respondents with no training would be excited, 13.1% would have no feelings, and 0.4% would be angry.</p>	<p>How would you feel if you were just told you were able to travel to see this?</p> <p>480 responses</p>  <p>86.5%</p> <p>13.1%</p> <ul style="list-style-type: none">ExcitedNo feelingsDisappointedAngry
<p>Amateur 11.2</p> <p>Figure 11.2 shows that 84.9% of amateur respondents would be excited and 15.1% would have no feelings.</p>	<p>How would you feel if you were just told you were able to travel to see this?</p> <p>53 responses</p>  <p>84.9%</p> <p>15.1%</p> <ul style="list-style-type: none">ExcitedNo feelingsDisappointedAngry
<p>Intermediate 11.3</p> <p>Figure 11.3 shows that 88.2% of intermediate respondents would be excited and 11.8% would have no feelings.</p>	<p>How would you feel if you were told you were able to travel to see this place?</p> <p>17 responses</p>  <p>88.2%</p> <p>11.8%</p> <ul style="list-style-type: none">ExcitedNo feelingsDisappointedAngry

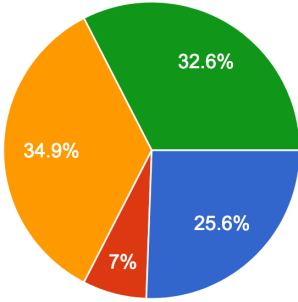
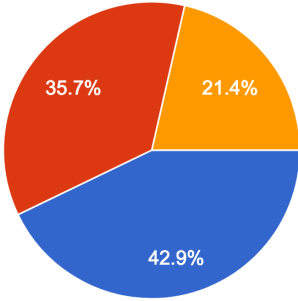
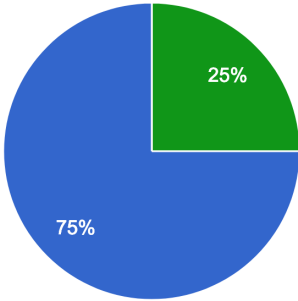
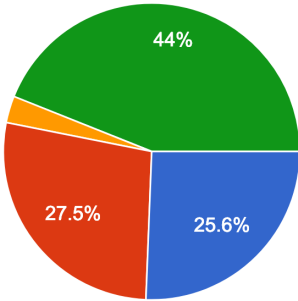
<p>Accomplished 11.4</p> <p>As seen in figure 11.4, 100% of accomplished respondents would be excited.</p>	<p>How would you feel is you were just told you were able to travel to see this?</p> <p>5 responses</p>  <p>100%</p> <ul style="list-style-type: none">ExcitedNo feelingsDisappointedAngry
<p>Expert 11.5</p> <p>As seen in figure 11.5, 100% of expert respondents would be excited.</p>	<p>How would you feel if you were just told you were able to travel to see this?</p> <p>1 response</p>  <p>100%</p> <ul style="list-style-type: none">ExcitedNo feelingsDisappointedAngry
<p>Galaxy pic. 2</p> <p>Figure 12</p>	
<p>No experience figure 12.1</p> <p>Figure 12.1 shows that 53.5% of respondents with no training would be disappointed, 22.7% would have no feelings, 21.3% would be excited and 2.5% would be angry.</p>	<p>Upon arrival, how would you feel if the area in the previous picture actually looked like this?</p> <p>480 responses</p>  <p>53.5%</p> <p>22.7%</p> <p>21.3%</p> <ul style="list-style-type: none">ExcitedNo feelingsDisappointedAngry
<p>Amateur figure 12.2</p> <p>Figure 12.2 concludes that 45.3% of amateur respondents would have no feelings, 32.1% would be disappointed, and 22.6% would be excited.</p>	<p>Upon arrival, how would you feel if the area in the previous picture actually looked like this?</p> <p>53 responses</p>  <p>45.3%</p> <p>32.1%</p> <p>22.6%</p> <ul style="list-style-type: none">ExcitedNo feelingsDisappointedAngry

<p>Intermediate figure 12.3</p> <p>As shown in figure 12.3, 64.7% of intermediate respondents would be excited, 17.6% would have no feelings and 17.6% would be disappointed.</p>	<p>Upon arrival, how would you feel if the area in the previous picture actually looked like this?</p> <p>17 responses</p>  <table><thead><tr><th>Feeling</th><th>Percentage</th></tr></thead><tbody><tr><td>Excited</td><td>64.7%</td></tr><tr><td>No feelings</td><td>17.6%</td></tr><tr><td>Disappointed</td><td>17.6%</td></tr><tr><td>Angry</td><td>0%</td></tr></tbody></table>	Feeling	Percentage	Excited	64.7%	No feelings	17.6%	Disappointed	17.6%	Angry	0%
Feeling	Percentage										
Excited	64.7%										
No feelings	17.6%										
Disappointed	17.6%										
Angry	0%										
<p>Accomplished figure 12.4</p> <p>Figure 12.4 shows that 60% of accomplished respondents would be excited, 20% would have no feelings, and 20% would be disappointed.</p>	<p>Upon arrival, how would you feel if the area in the previous picture actually looked like this?</p> <p>5 responses</p>  <table><thead><tr><th>Feeling</th><th>Percentage</th></tr></thead><tbody><tr><td>Excited</td><td>60%</td></tr><tr><td>No feelings</td><td>20%</td></tr><tr><td>Disappointed</td><td>20%</td></tr><tr><td>Angry</td><td>0%</td></tr></tbody></table>	Feeling	Percentage	Excited	60%	No feelings	20%	Disappointed	20%	Angry	0%
Feeling	Percentage										
Excited	60%										
No feelings	20%										
Disappointed	20%										
Angry	0%										
<p>Expert figure 12.5</p> <p>As seen in figure 12.5, 100% of expert respondents would be disappointed.</p>	<p>Upon arrival, how would you feel if the area in the previous picture actually looked like this?</p> <p>1 response</p>  <table><thead><tr><th>Feeling</th><th>Percentage</th></tr></thead><tbody><tr><td>Excited</td><td>0%</td></tr><tr><td>No feelings</td><td>0%</td></tr><tr><td>Disappointed</td><td>100%</td></tr><tr><td>Angry</td><td>0%</td></tr></tbody></table>	Feeling	Percentage	Excited	0%	No feelings	0%	Disappointed	100%	Angry	0%
Feeling	Percentage										
Excited	0%										
No feelings	0%										
Disappointed	100%										
Angry	0%										
Type of training											
Figure 13											
<p>Amateur figure 13.1</p> <p>Figure 13.1 shows that 66% of amateur respondents were self-taught, 22.6% had both technical training and were self-taught, and 11.3% had technical training.</p>	<p>Are you self taught or do you have technical training?</p> <p>53 responses</p>  <table><thead><tr><th>Training Type</th><th>Percentage</th></tr></thead><tbody><tr><td>Self-taught</td><td>66%</td></tr><tr><td>Technical training</td><td>11.3%</td></tr><tr><td>Both</td><td>22.6%</td></tr></tbody></table>	Training Type	Percentage	Self-taught	66%	Technical training	11.3%	Both	22.6%		
Training Type	Percentage										
Self-taught	66%										
Technical training	11.3%										
Both	22.6%										

<p>Intermediate figure 13.2</p> <p>Figure 13.2 shows that 41.2% of intermediate respondents had both technical training and were self-taught, 29.4% were self-taught, and 29.4% had technical training.</p>	<p>Are you self taught or do you have technical training?</p> <p>17 responses</p>  <table><thead><tr><th>Category</th><th>Percentage</th></tr></thead><tbody><tr><td>Self-taught</td><td>29.4%</td></tr><tr><td>Technical training</td><td>29.4%</td></tr><tr><td>Both</td><td>41.2%</td></tr></tbody></table>	Category	Percentage	Self-taught	29.4%	Technical training	29.4%	Both	41.2%
Category	Percentage								
Self-taught	29.4%								
Technical training	29.4%								
Both	41.2%								
<p>Accomplished figure 13.3</p> <p>Figure 13.3 shows that 40% of accomplished respondents were self-taught, 40% had both technical training and were self-taught, and 20% had technical training.</p>	<p>Are you self taught or do you have technical training?</p> <p>5 responses</p>  <table><thead><tr><th>Category</th><th>Percentage</th></tr></thead><tbody><tr><td>Self-taught</td><td>40%</td></tr><tr><td>Technical training</td><td>20%</td></tr><tr><td>Both</td><td>40%</td></tr></tbody></table>	Category	Percentage	Self-taught	40%	Technical training	20%	Both	40%
Category	Percentage								
Self-taught	40%								
Technical training	20%								
Both	40%								
<p>Expert figure 13.4</p> <p>As seen in figure 13.4, 100% of expert respondents had both technical training and were self-taught.</p>	<p>Are you self taught or do you have technical training?</p> <p>1 response</p>  <table><thead><tr><th>Category</th><th>Percentage</th></tr></thead><tbody><tr><td>Self-taught</td><td>0%</td></tr><tr><td>Technical training</td><td>0%</td></tr><tr><td>Both</td><td>100%</td></tr></tbody></table>	Category	Percentage	Self-taught	0%	Technical training	0%	Both	100%
Category	Percentage								
Self-taught	0%								
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Both	100%								
<p>Work meets ethical standards</p> <p>Figure 14</p>									
<p>Amateur figure 14.1</p> <p>Figure 14.1 shows that 45.3% of amateur respondents said their work somewhat met the ethical standards of the industry, 32.1% said their work did meet the ethical standard of the industry, and 22.6% said their work did not meet the ethical standards of the industry.</p>	<p>Do you consider your work to meet the ethical standards of the industry?</p> <p>53 responses</p>  <table><thead><tr><th>Category</th><th>Percentage</th></tr></thead><tbody><tr><td>Yes</td><td>32.1%</td></tr><tr><td>Somewhat</td><td>45.3%</td></tr><tr><td>No</td><td>22.6%</td></tr></tbody></table>	Category	Percentage	Yes	32.1%	Somewhat	45.3%	No	22.6%
Category	Percentage								
Yes	32.1%								
Somewhat	45.3%								
No	22.6%								
<p>Intermediate 14.2</p> <p>Figure 14.2 shows that 47.1% of intermediate respondents said their work did meet the ethical standards of the industry, 47.1% said their work somewhat met the ethical standard of the industry, and 5.9% said their work did not meet the ethical standards of the industry.</p>	<p>Do you consider your work to meet the ethical standards of the industry?</p> <p>17 responses</p>  <table><thead><tr><th>Category</th><th>Percentage</th></tr></thead><tbody><tr><td>Yes</td><td>47.1%</td></tr><tr><td>Somewhat</td><td>47.1%</td></tr><tr><td>No</td><td>5.9%</td></tr></tbody></table>	Category	Percentage	Yes	47.1%	Somewhat	47.1%	No	5.9%
Category	Percentage								
Yes	47.1%								
Somewhat	47.1%								
No	5.9%								

<p>Accomplished 14.3</p> <p>As seen in figure 14.3, 80% of accomplished respondents said their work met the ethical standard of the industry, the other 20% said their work somewhat met the ethical standard of the industry.</p>	<p>Do you consider your work to meet the ethical standards of the industry?</p> <p>5 responses</p>  <table border="1"><thead><tr><th>Response</th><th>Percentage</th></tr></thead><tbody><tr><td>Yes</td><td>80%</td></tr><tr><td>Somewhat</td><td>20%</td></tr><tr><td>No</td><td>0%</td></tr></tbody></table>	Response	Percentage	Yes	80%	Somewhat	20%	No	0%				
Response	Percentage												
Yes	80%												
Somewhat	20%												
No	0%												
<p>Expert 14.4</p> <p>Figure 14.4 shows that 100% of expert respondents said their work somewhat met the ethical standards of the industry.</p>	<p>Do you consider your work to meet the ethical standards of the industry?</p> <p>1 response</p>  <table border="1"><thead><tr><th>Response</th><th>Percentage</th></tr></thead><tbody><tr><td>Yes</td><td>0%</td></tr><tr><td>Somewhat</td><td>100%</td></tr><tr><td>No</td><td>0%</td></tr></tbody></table>	Response	Percentage	Yes	0%	Somewhat	100%	No	0%				
Response	Percentage												
Yes	0%												
Somewhat	100%												
No	0%												
<p>Usage of editing programs Figure 15</p>													
<p>Amateur figure 15.1</p> <p>As seen in figure 15.1, 32.1% of amateur respondents said they use editing programs sometimes, 28.3% rarely use them, 18.9% never use them, 11.3% always use them, and 9.4% use them often.</p>	<p>How often do you use editing programs such as Photoshop?</p> <p>53 responses</p>  <table border="1"><thead><tr><th>Frequency</th><th>Percentage</th></tr></thead><tbody><tr><td>Never</td><td>18.9%</td></tr><tr><td>Rarely</td><td>28.3%</td></tr><tr><td>Sometimes</td><td>32.1%</td></tr><tr><td>Often</td><td>9.4%</td></tr><tr><td>Always</td><td>11.3%</td></tr></tbody></table>	Frequency	Percentage	Never	18.9%	Rarely	28.3%	Sometimes	32.1%	Often	9.4%	Always	11.3%
Frequency	Percentage												
Never	18.9%												
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<p>Intermediate figure 15.2</p> <p>Figure 15.2 shows that 29.4% of intermediate respondents said they use photo editing programs sometimes, 29.4% rarely use them, 23.5% often use them, and 17.6% never use them.</p>	<p>How often do you use editing programs such as Photoshop?</p> <p>17 responses</p>  <table border="1"><thead><tr><th>Frequency</th><th>Percentage</th></tr></thead><tbody><tr><td>Never</td><td>17.6%</td></tr><tr><td>Rarely</td><td>29.4%</td></tr><tr><td>Sometimes</td><td>29.4%</td></tr><tr><td>Often</td><td>23.5%</td></tr><tr><td>Always</td><td>0%</td></tr></tbody></table>	Frequency	Percentage	Never	17.6%	Rarely	29.4%	Sometimes	29.4%	Often	23.5%	Always	0%
Frequency	Percentage												
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<p>Accomplished figure 15.3</p> <p>Figure 15.3 shows that 20% of accomplished respondents use editing programs often, 20% never use them, 20% always use them, 20% rarely use them, and 20% sometimes use them.</p>	<p>How often do you use editing software such as Photoshop?</p> <p>5 responses</p>  <table border="1"><thead><tr><th>Frequency</th><th>Percentage</th></tr></thead><tbody><tr><td>Never</td><td>20%</td></tr><tr><td>Rarely</td><td>20%</td></tr><tr><td>Sometimes</td><td>20%</td></tr><tr><td>Often</td><td>20%</td></tr><tr><td>Always</td><td>20%</td></tr></tbody></table>	Frequency	Percentage	Never	20%	Rarely	20%	Sometimes	20%	Often	20%	Always	20%
Frequency	Percentage												
Never	20%												
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<p>Expert figure 15.4</p> <p>Figure 15.4 shows that 100% of expert respondents said they never use editing programs.</p>	<p>How often do you use editing programs such as Photoshop?</p> <p>1 response</p>  <table><tr><td>Never</td><td>100%</td></tr><tr><td>Rarely</td><td>0%</td></tr><tr><td>Sometimes</td><td>0%</td></tr><tr><td>Often</td><td>0%</td></tr><tr><td>Always</td><td>0%</td></tr></table>	Never	100%	Rarely	0%	Sometimes	0%	Often	0%	Always	0%
Never	100%										
Rarely	0%										
Sometimes	0%										
Often	0%										
Always	0%										
<p>What gets edited</p> <p>Figure 16</p>											
<p>Amateur figure 16.1</p> <p>Figure 16.1 concludes that 88.4% of amateur respondents who edit their pictures edit their exposure/contrast, 53.5% edit their hue/saturation, 46.5% add/remove minor details, 44.2% edit their white/blacks, and 11.6% add/remove major details.</p>	<p>When editing, what do you edit? Select all that apply.</p> <p>43 responses</p>  <table><tr><td>Exposure/Contrast</td><td>38 (88.4%)</td></tr><tr><td>Whites/Blacks</td><td>19 (44.2%)</td></tr><tr><td>Hue/Saturation</td><td>23 (53.5%)</td></tr><tr><td>Adding/removing minor details (shadows, ...)</td><td>20 (46.5%)</td></tr><tr><td>Adding/removing major details (people, ...)</td><td>5 (11.6%)</td></tr></table>	Exposure/Contrast	38 (88.4%)	Whites/Blacks	19 (44.2%)	Hue/Saturation	23 (53.5%)	Adding/removing minor details (shadows, ...)	20 (46.5%)	Adding/removing major details (people, ...)	5 (11.6%)
Exposure/Contrast	38 (88.4%)										
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Adding/removing minor details (shadows, ...)	20 (46.5%)										
Adding/removing major details (people, ...)	5 (11.6%)										
<p>Intermediate figure 16.2</p> <p>As shown in figure 16.2, 78.6% of intermediate respondents who edit their pictures edit their exposure/contrast, 57.1% edit their whites/blacks, 50% edit their hue/saturation, 42.9% add/remove minor details and 7.1% add/remove major details.</p>	<p>When editing, what do you edit? Select all that apply.</p> <p>14 responses</p>  <table><tr><td>Exposure/Contrast</td><td>11 (78.6%)</td></tr><tr><td>Whites/Blacks</td><td>8 (57.1%)</td></tr><tr><td>Hue/Saturation</td><td>7 (50%)</td></tr><tr><td>Adding/removing minor details (shadows, ...)</td><td>6 (42.9%)</td></tr><tr><td>Adding/removing major details (people, ...)</td><td>1 (7.1%)</td></tr></table>	Exposure/Contrast	11 (78.6%)	Whites/Blacks	8 (57.1%)	Hue/Saturation	7 (50%)	Adding/removing minor details (shadows, ...)	6 (42.9%)	Adding/removing major details (people, ...)	1 (7.1%)
Exposure/Contrast	11 (78.6%)										
Whites/Blacks	8 (57.1%)										
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Adding/removing minor details (shadows, ...)	6 (42.9%)										
Adding/removing major details (people, ...)	1 (7.1%)										
<p>Accomplished figure 16.3</p> <p>Figure 16.3 shows that 100% of accomplished respondents who edit their pictures edit their whites/blacks, 75% edit their exposure/contrast, 75% hue/saturation, and 75% add/remove minor details.</p>	<p>When editing, what do you edit? Select all that apply.</p> <p>4 responses</p>  <table><tr><td>Exposure/Contrast</td><td>3 (75%)</td></tr><tr><td>Whites/Blacks</td><td>4 (100%)</td></tr><tr><td>Hue/Saturation</td><td>3 (75%)</td></tr><tr><td>Adding/removing minor details (shadows, ...)</td><td>3 (75%)</td></tr><tr><td>Adding/removing major details (people, ...)</td><td>0 (0%)</td></tr></table>	Exposure/Contrast	3 (75%)	Whites/Blacks	4 (100%)	Hue/Saturation	3 (75%)	Adding/removing minor details (shadows, ...)	3 (75%)	Adding/removing major details (people, ...)	0 (0%)
Exposure/Contrast	3 (75%)										
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Hue/Saturation	3 (75%)										
Adding/removing minor details (shadows, ...)	3 (75%)										
Adding/removing major details (people, ...)	0 (0%)										
<p>Reason for editing</p> <p>Figure 17</p>											

<p>Amateur figure 17.1</p> <p>Figure 17.1 shows that 34.9% of amateur respondents who edit their picture edit because they are not happy with how their picture looks, 32.6% edit because they use pictures as a base to create something else, 25.6% edit to restore their picture to how to human eye sees it, and 7% edit because they are not happy with the settings they took the picture in.</p>	<p>Why do you edit your pictures?</p> <p>43 responses</p>  <ul style="list-style-type: none">To restore them to how the human eye sees themI'm not happy with the settings I took the picture inI'm not happy with how my picture looksI use my pictures as a base to create something else
<p>Intermediate figure 17.2</p> <p>As seen in figure 17.2, 42.9% of intermediate respondents who edit their pictures edit them to restore them to how the human eye sees them, 35.7% edit them because they are unhappy with the settings they took the picture in, and 21.4% edit because they are unhappy with how the picture looks.</p>	<p>Why do you edit your pictures?</p> <p>14 responses</p>  <ul style="list-style-type: none">To restore them to how the human eye sees themI'm not happy with the settings I took the picture inI'm not happy with how my picture looksI use my pictures as a base to create something else
<p>Accomplished figure 17.3</p> <p>Figure 17.3 shows that 75% of accomplished respondents who edit their pictures edit to restore them to how the human eye sees them, and 25% use pictures as a base to create something else.</p>	<p>Why do you edit your pictures?</p> <p>4 responses</p>  <ul style="list-style-type: none">To restore them to how the human eye sees them?I'm not happy with the settings I took the picture inI'm not happy with how my picture looksI use my pictures as a base to create something else
<p>No training feelings on editing programs</p> <p>Figure 18</p>	
<p>As seen in figure 18, 44% of respondents who had no technical training said they saw benefits with and without photo editing programs, 27.5% said they liked them, 25.6% said they didn't know what the programs were, and 2.9% said they didn't like them.</p>	<p>How do you feel about software such as Photoshop, Lightroom, VSCO (etc.)?</p> <p>480 responses</p>  <ul style="list-style-type: none">I don't know what they areI like themI don't like themI see benefits with and without them