



Photography Consumer Research

A nationwide survey to help photographers understand consumer behaviors.

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RESEARCH METHODOLOGY

Data was collected between September 28 and October 25, 2018 via an online survey. This research was commissioned by PPA and conducted by a nationwide third-party marketing research group.

Sample Design

The sample consists of 2,414 U.S. respondents age 18+. Sample was collected in two phases:

- 1) Genpop sample - represents U.S. adults 18+ by age, gender, region, race, and ethnicity (n=1253)
- 2) Augment sample - collected to boost the Photography (n=688) and Generation (n=471) groups

The segments analyzed include:

- Purchased or intend to purchase Wedding Photography (n=513)
- Purchased or intend to purchase High School Senior Photography (n=448)
- Purchased or intend to purchase Family/Child/Pet Photography (n=627)
- Have not and don't intend to purchase Wedding or HS Senior or Family Photography (n=790)
- Millennials age 21-37 (n=529); Generation X age 38-52 (n=506); Baby Boomers age 53-70 (n=519)

Weighting

The Genpop sample was not weighted. The Generation Augment sample was not weighted.

The Photography Augment sample groups were weighted on age, gender, race and ethnicity to match the characteristics of the same Photography groups within the Genpop sample.



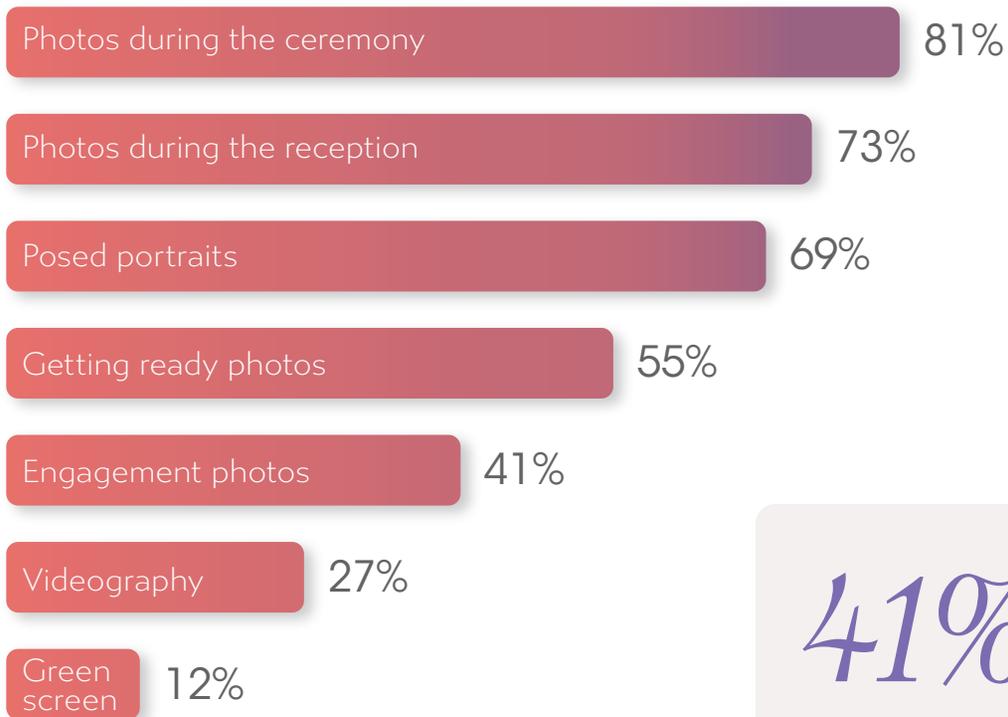
Wedding Photography

THOSE WHO
HAVE PURCHASED
WEDDING PHOTOGRAPHY

WEDDING PHOTOGRAPHY PURCHASED

Q. You mentioned that you used a professional photographer for wedding photography. Did you use professional photography for...?

Used professional photographers for:



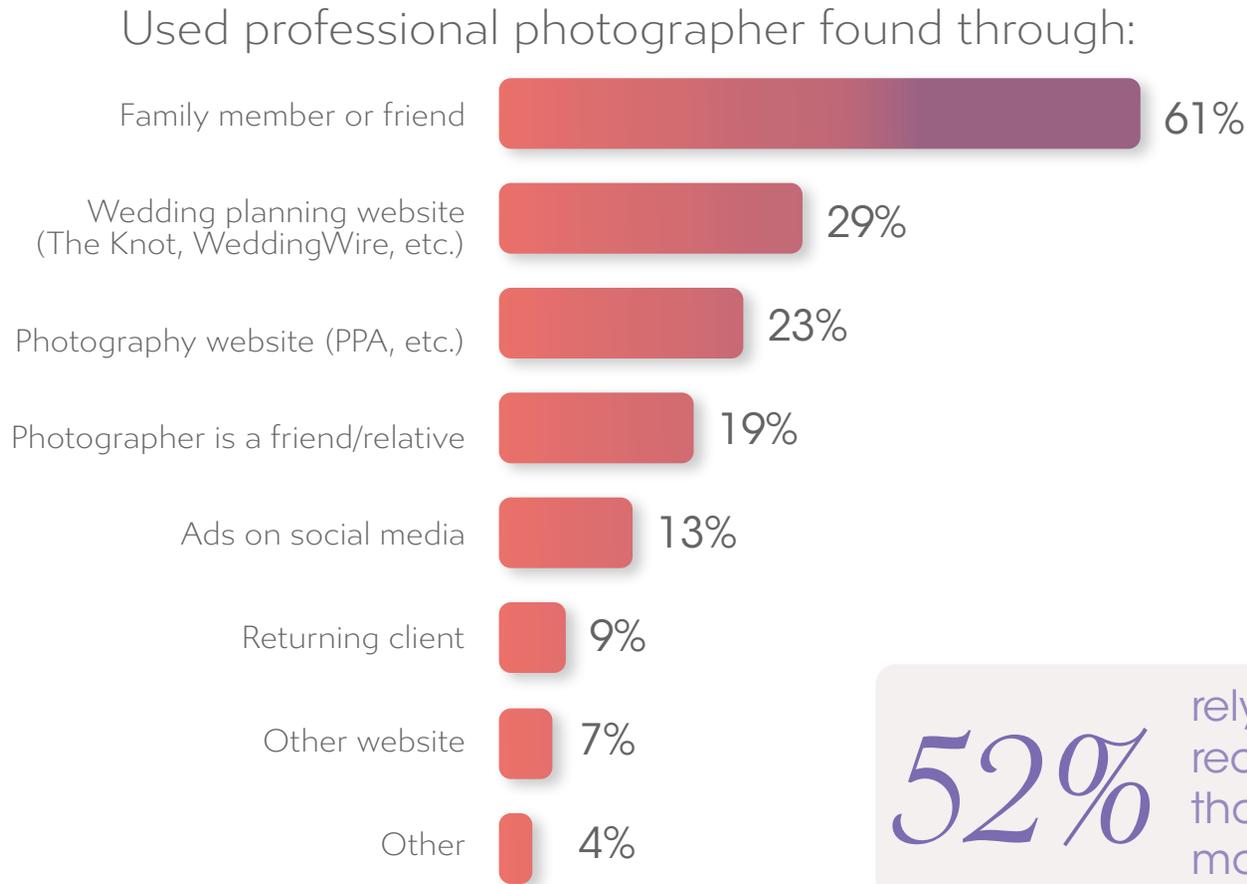
41% used a professional photographer for their engagement photos.

Base: Wedding photography purchasers (n=374)

Research commissioned by PPA and conducted by a nationwide third-party marketing research group.

RECOMMENDATION SOURCE FOR PHOTOGRAPHER

Q. How did you learn about the photographer?



52%

rely on websites for recommendations, though word of mouth is key.

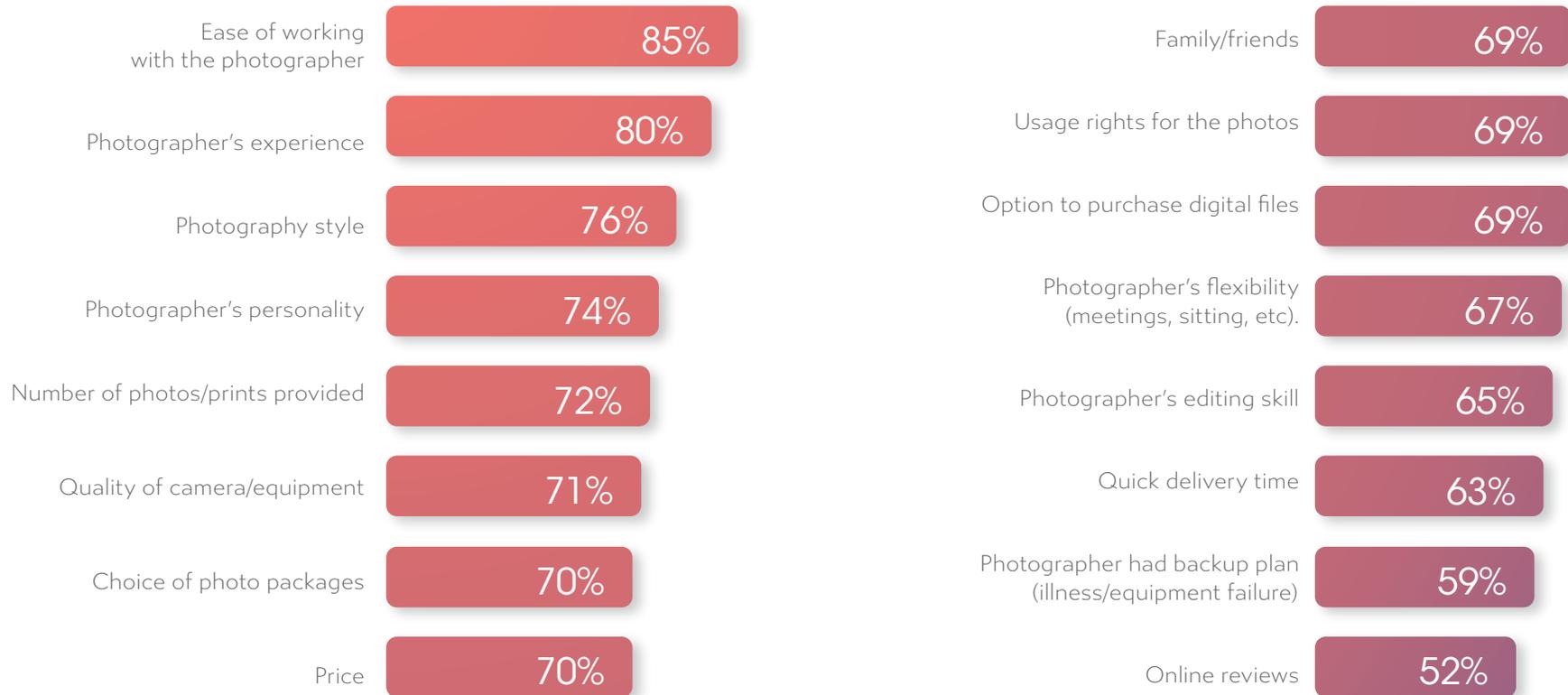
Base: Wedding photography purchasers (n=374)

Research commissioned by PPA and conducted by a nationwide third-party marketing research group.

WHAT INFLUENCED PHOTOGRAPHER SELECTION

Q. How much did each of the following influence your choice of wedding photographer?

Factors that influenced a lot or highly influenced:

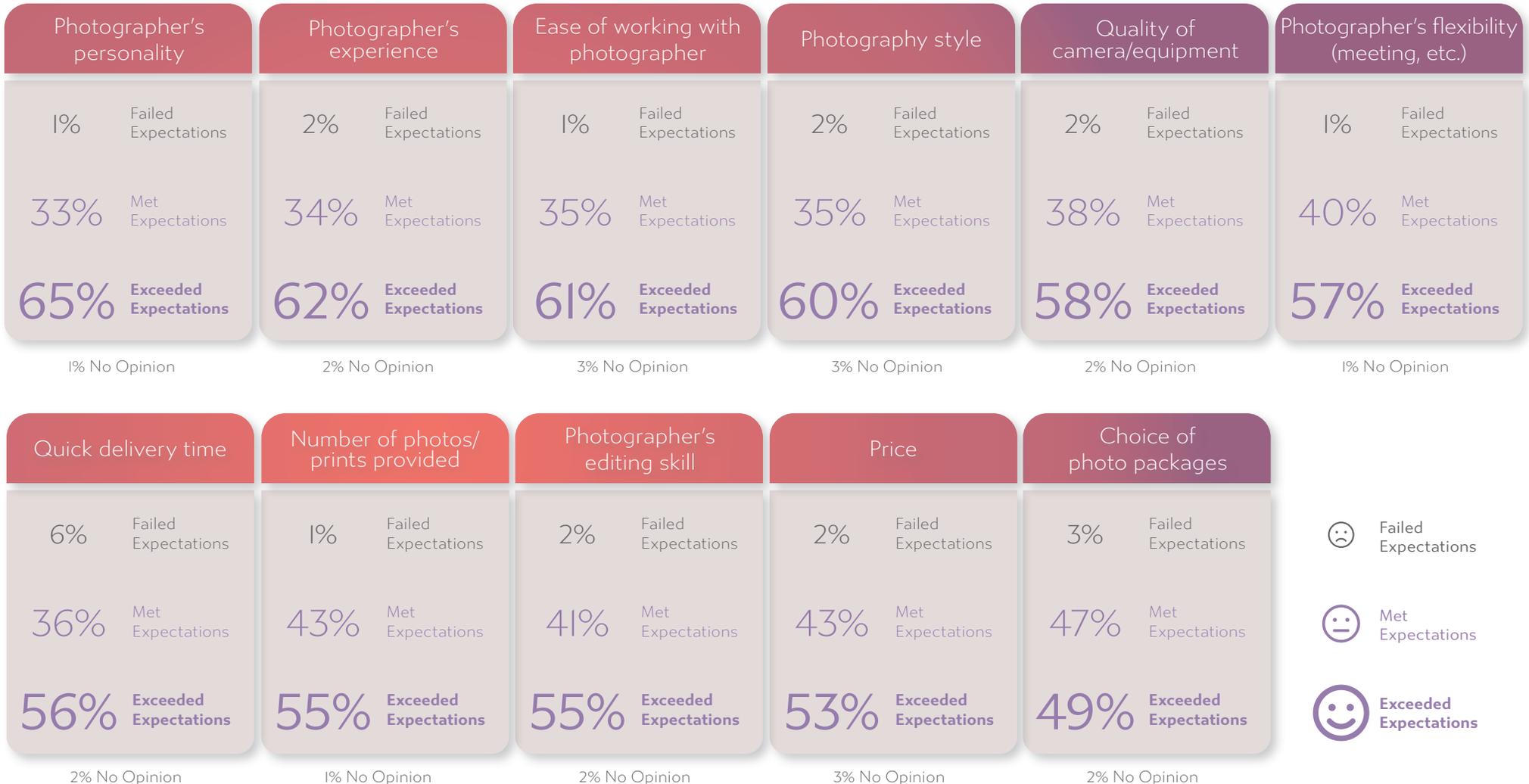


Base: Chose wedding photographer (n=309)

Research commissioned by PPA and conducted by a nationwide third-party marketing research group.

HOW WELL PHOTOGRAPHER MET EXPECTATIONS

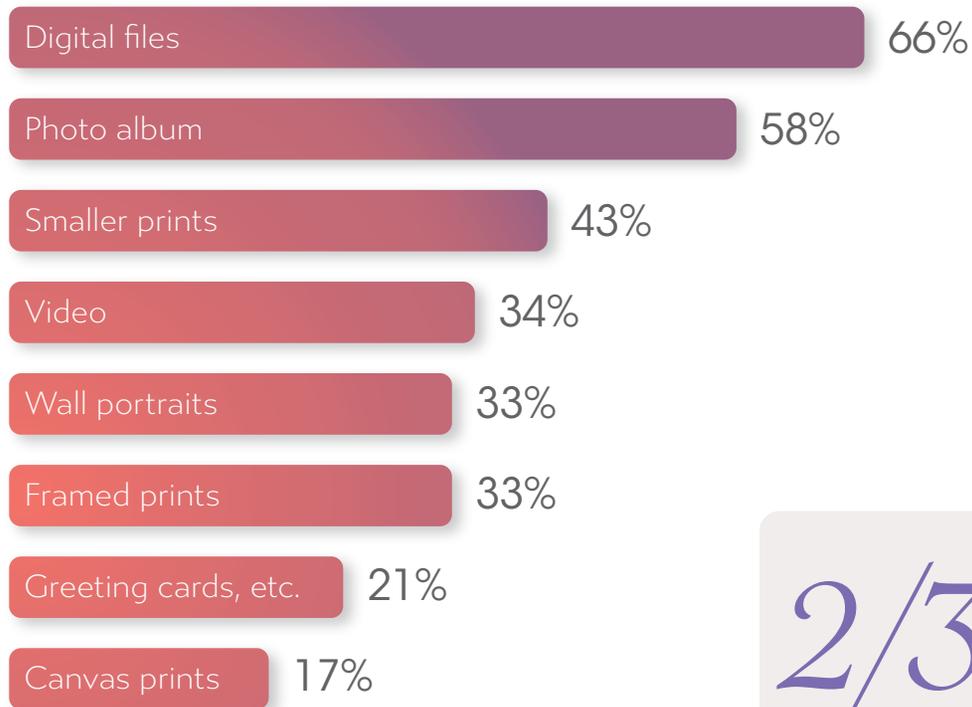
Q. How well did the photographer meet your expectations?



Base: Influenced a lot/highly influenced person who chose wedding photographer (Base varies)
 Research commissioned by PPA and conducted by a nationwide third-party marketing research group.

PRODUCTS PURCHASED

Q. Which of the following products did you purchase?



2/3

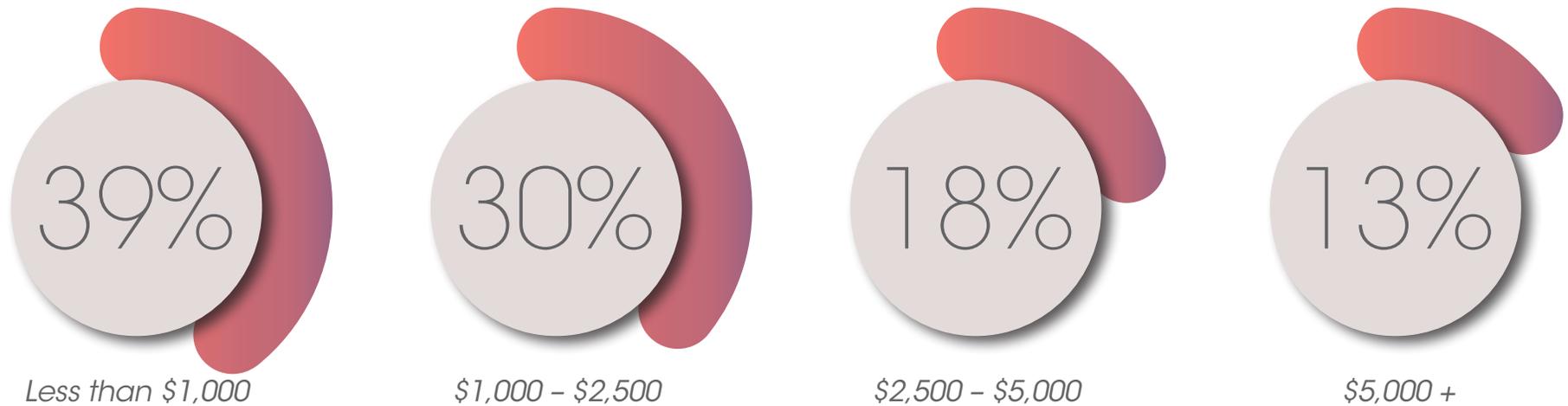
of wedding clients purchased digital files of their wedding photography.

Base: Wedding photography purchasers (n=374)

Research commissioned by PPA and conducted by a nationwide third-party marketing research group.

AMOUNT SPENT ON WEDDING PHOTOGRAPHY

Q. How much would you say you spent, in total, for wedding photography (including the cost for the photographer's time, photo retouching, prints, album, etc.)?



Nearly one third spent more than

\$2,500

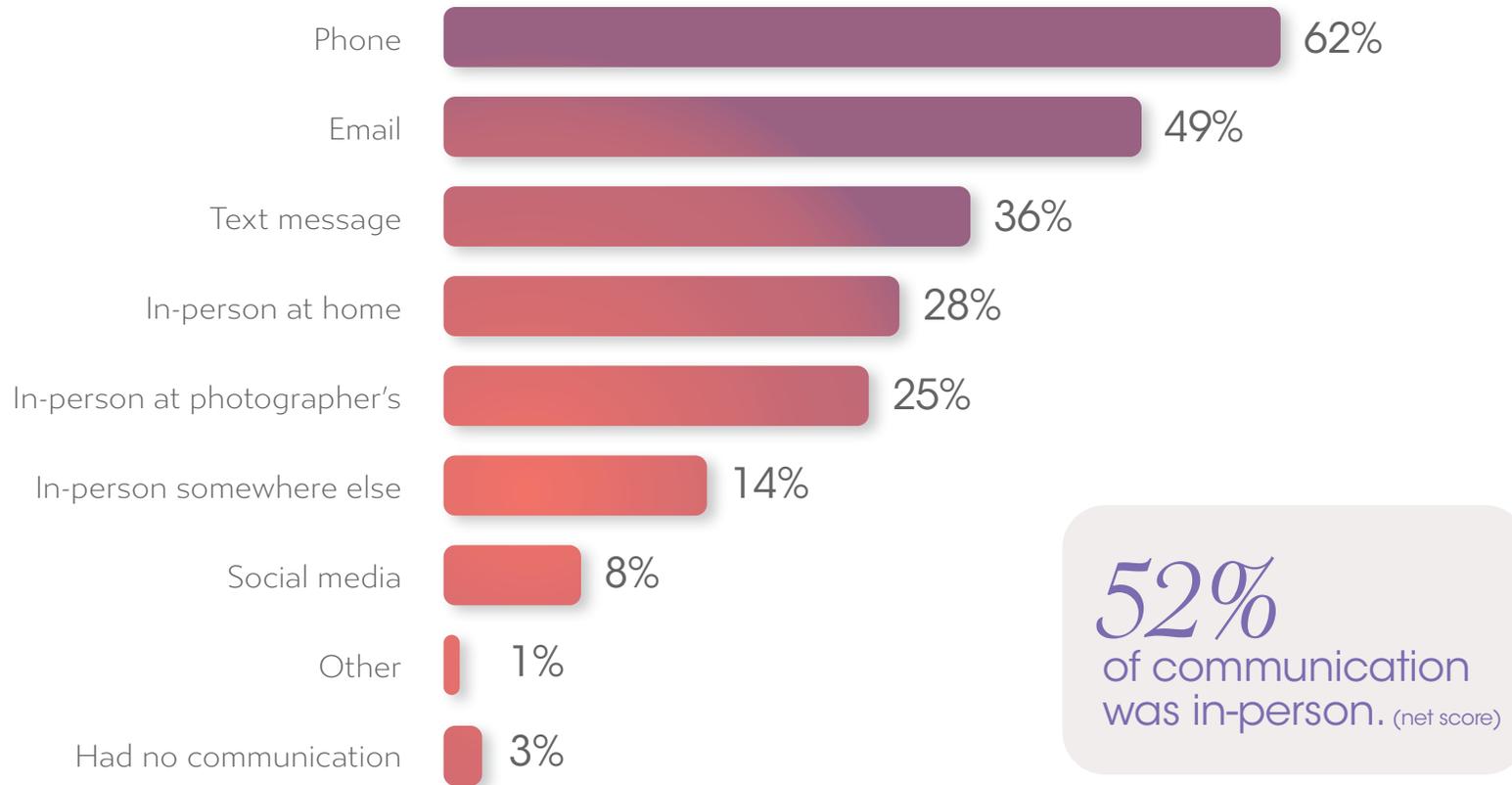
for Wedding photography.

Base: Wedding photography purchasers (n=374)

Research commissioned by PPA and conducted by a nationwide third-party marketing research group.

COMMUNICATING WITH PHOTOGRAPHER

Q. How did you communicate with the wedding photographer?



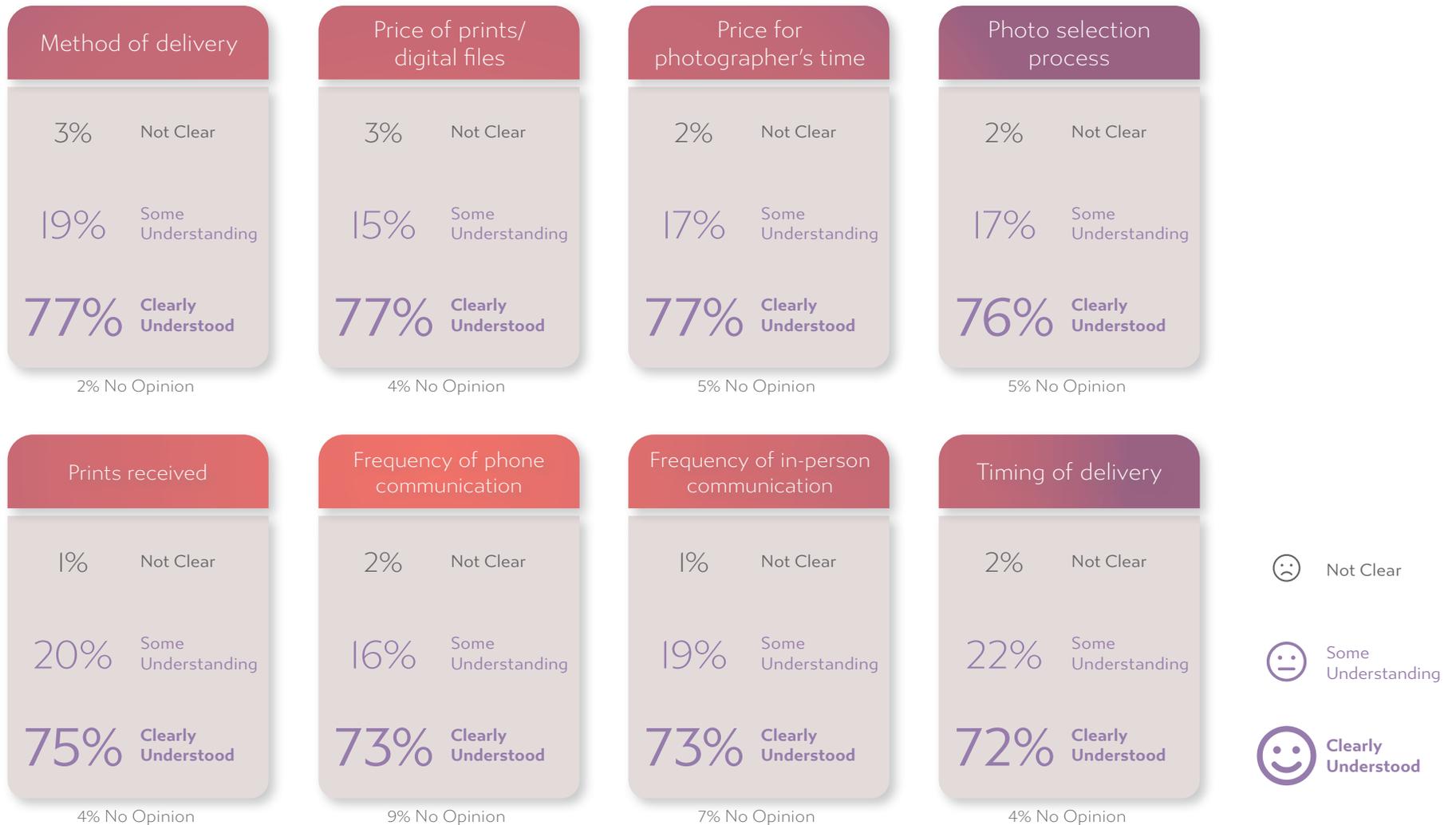
Base: Wedding photography purchasers (n=374)

A net score sums the number of respondents who answered multiple categories rather than the number of responses. Each respondent is counted once, no matter how many categories they answered.

Research commissioned by PPA and conducted by a nationwide third-party marketing research group.

WEDDING CLIENTS' EXPECTATIONS AND THEIR UNDERSTANDING OF THE BUYING PROCESS

Q. After hiring the photographer, while planning your wedding photography, how well would you say you understood...?



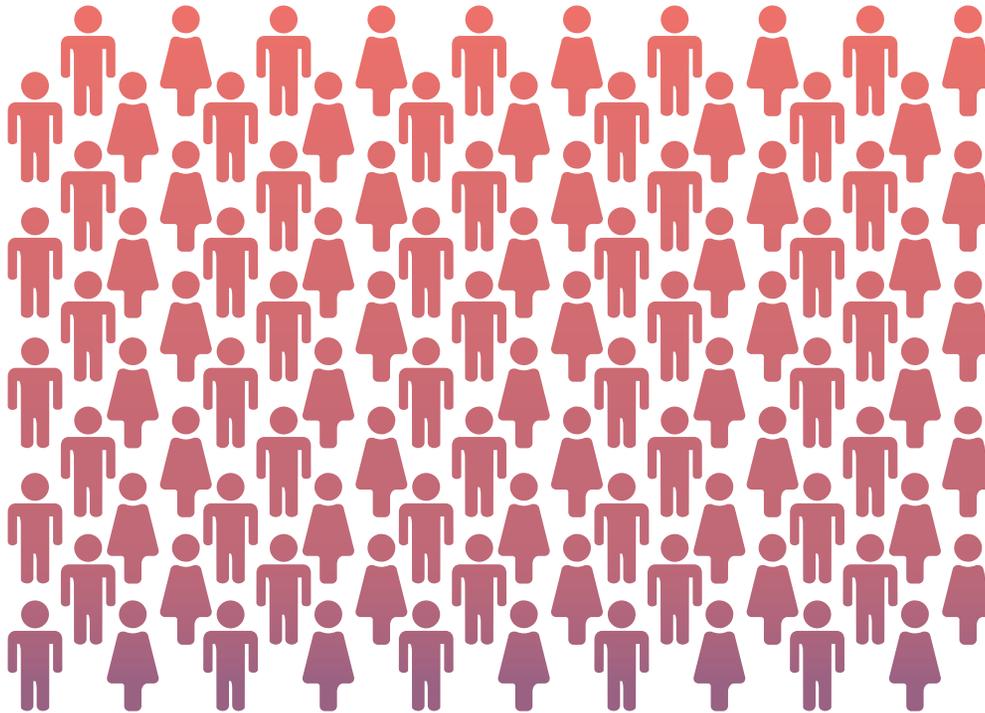
Base: Wedding photography purchasers (n=374)

Research commissioned by PPA and conducted by a nationwide third-party marketing research group.

RECOMMENDATION OF PHOTOGRAPHER

Q. How likely would you be to recommend the photographer to others?

Percent of Purchasers



60% gave their wedding photographer the highest recommendation ratings.

Base: Wedding photography purchasers (n=374)

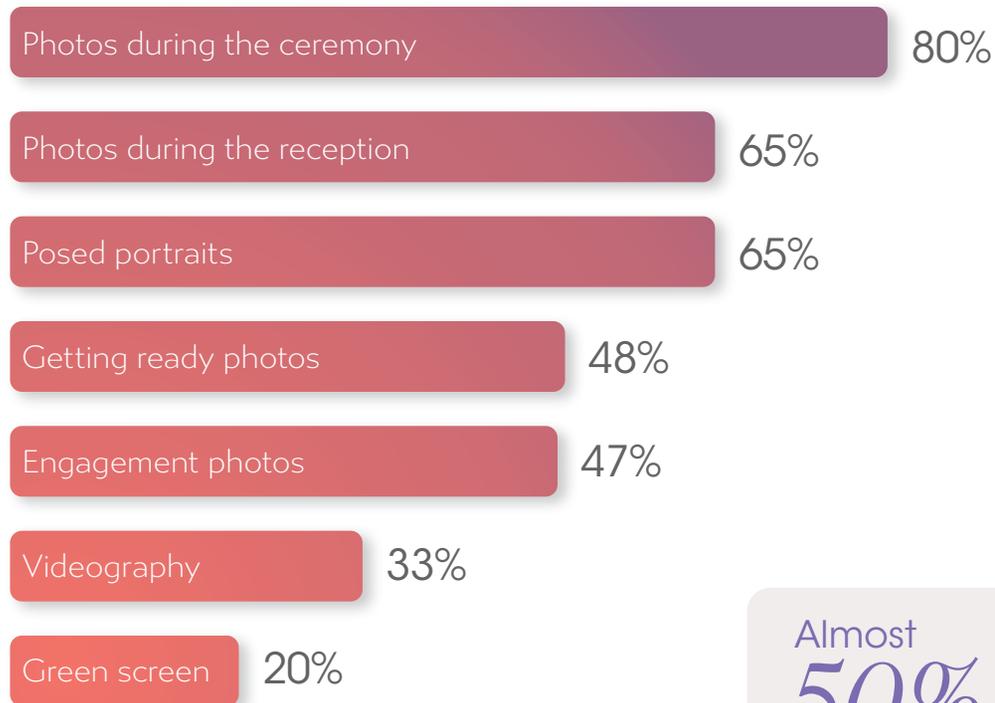
Research commissioned by PPA and conducted by a nationwide third-party marketing research group.

THOSE WHO
PLAN TO PURCHASE
WEDDING PHOTOGRAPHY

WEDDING PHOTOGRAPHY WILL CONSIDER

Q. You mentioned that you plan to use a professional photographer for wedding photography. Which would you consider using the photographer for...?

Intend to use professional photographer for:



Almost **50%** would consider professional engagement or "getting ready" photos.

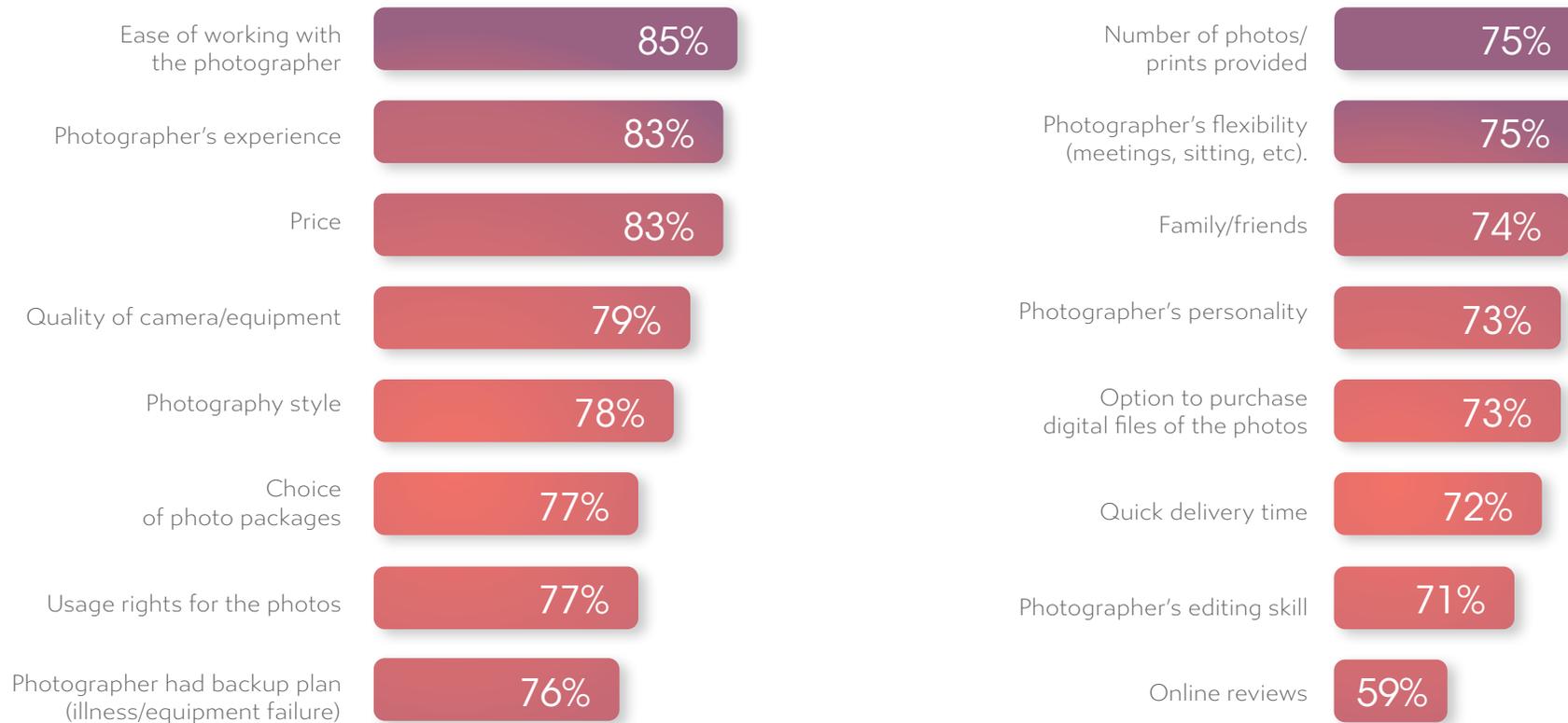
Base: Intend to use wedding photographer next 12 months (n=221)

Research commissioned by PPA and conducted by a nationwide third-party marketing research group.

WHAT WILL INFLUENCE CHOICE OF PHOTOGRAPHER

Q. When selecting a photographer for the wedding, how much would each of the following influence your choice?

Would influence a lot or would highly influence:



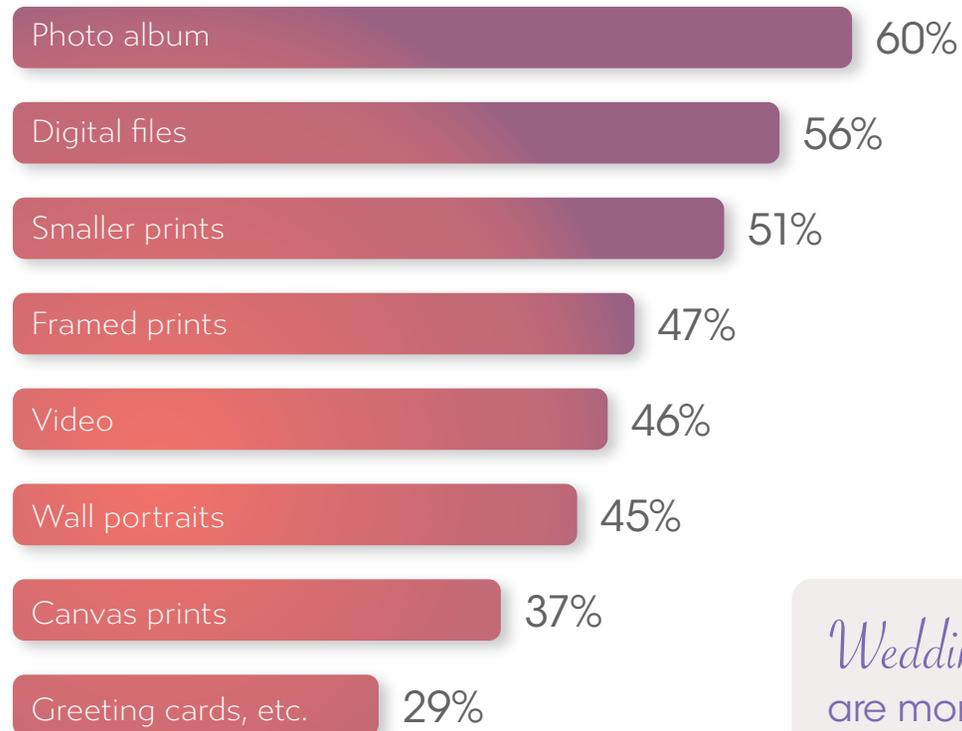
Base: Intend to use wedding photographer next 12 months (n=221)

Research commissioned by PPA and conducted by a nationwide third-party marketing research group.

PRODUCTS CONSIDERED FOR PURCHASE

Q. Which of the following would you consider purchasing from the wedding photographer?

Would consider purchasing these products:



Wedding photo albums are more popular than any other product shown.

Base: Intend to use wedding photographer next 12 months (n=221)

Research commissioned by PPA and conducted by a nationwide third-party marketing research group.

AMOUNT EXPECTED TO SPEND ON WEDDING PHOTOGRAPHY

Q. How much do you expect to spend, in total, for wedding photography in the next 12 months (including the cost for the photographers time, photo retouching, prints, album, etc.)?



Over one third expect to spend
\$2,500 *or more*
for Wedding photography.

Base: Intend to Use Wedding Photographer Next 12 Months (n=221)

Research commissioned by PPA and conducted by a nationwide third-party marketing research group.

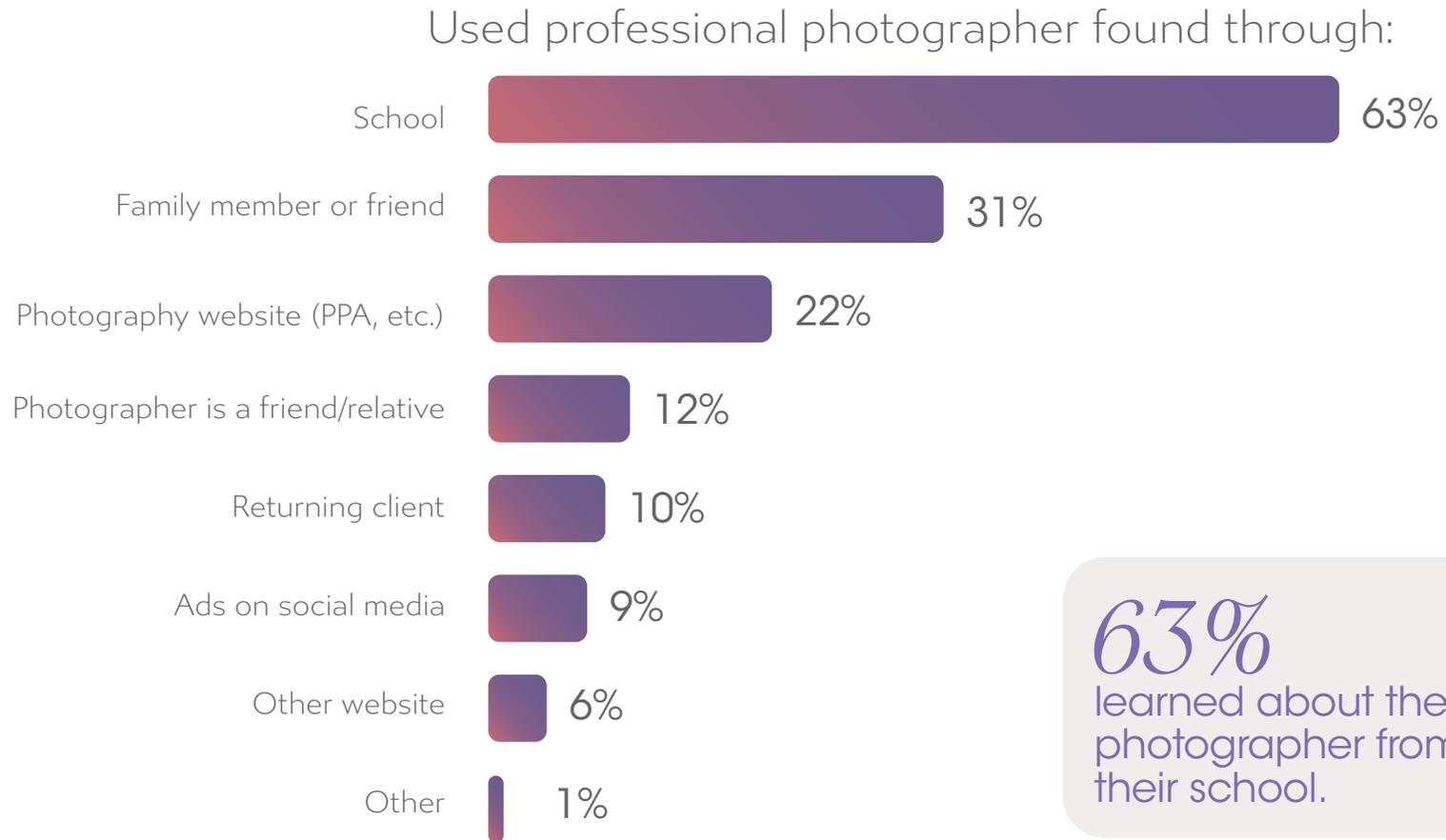


High School Senior Photography

THOSE WHO
HAVE PURCHASED
HIGH SCHOOL SENIOR
PHOTOGRAPHY

RECOMMENDATION SOURCE FOR PHOTOGRAPHER

Q. How did you learn about the photographer?



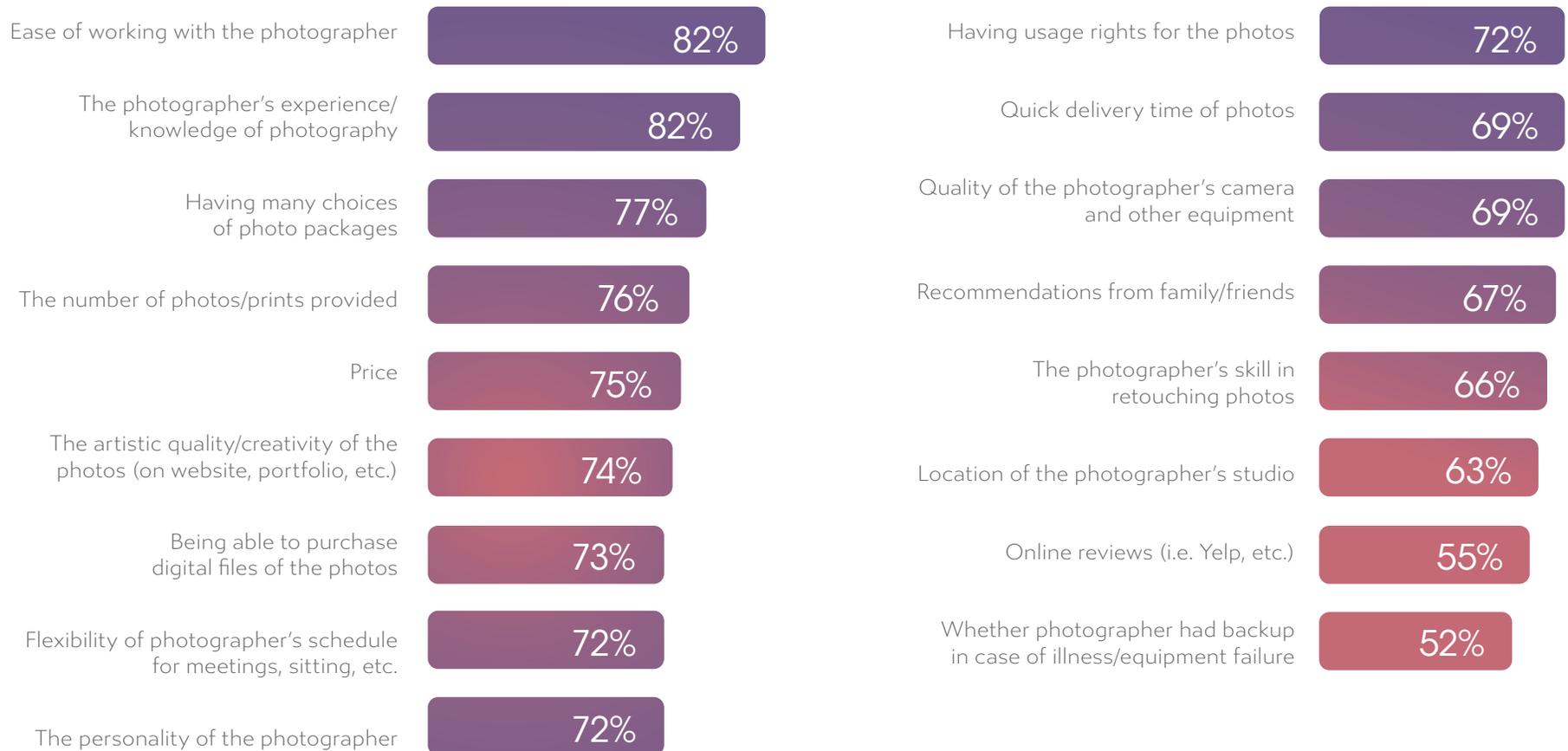
Base: High School Senior photography purchasers (n=355)

Research commissioned by PPA and conducted by a nationwide third-party marketing research group.

WHAT INFLUENCED CHOICE OF PHOTOGRAPHER

Q. How much did each of the following influence your choice of high school senior photographer?

Factors that influenced a lot or highly influenced:

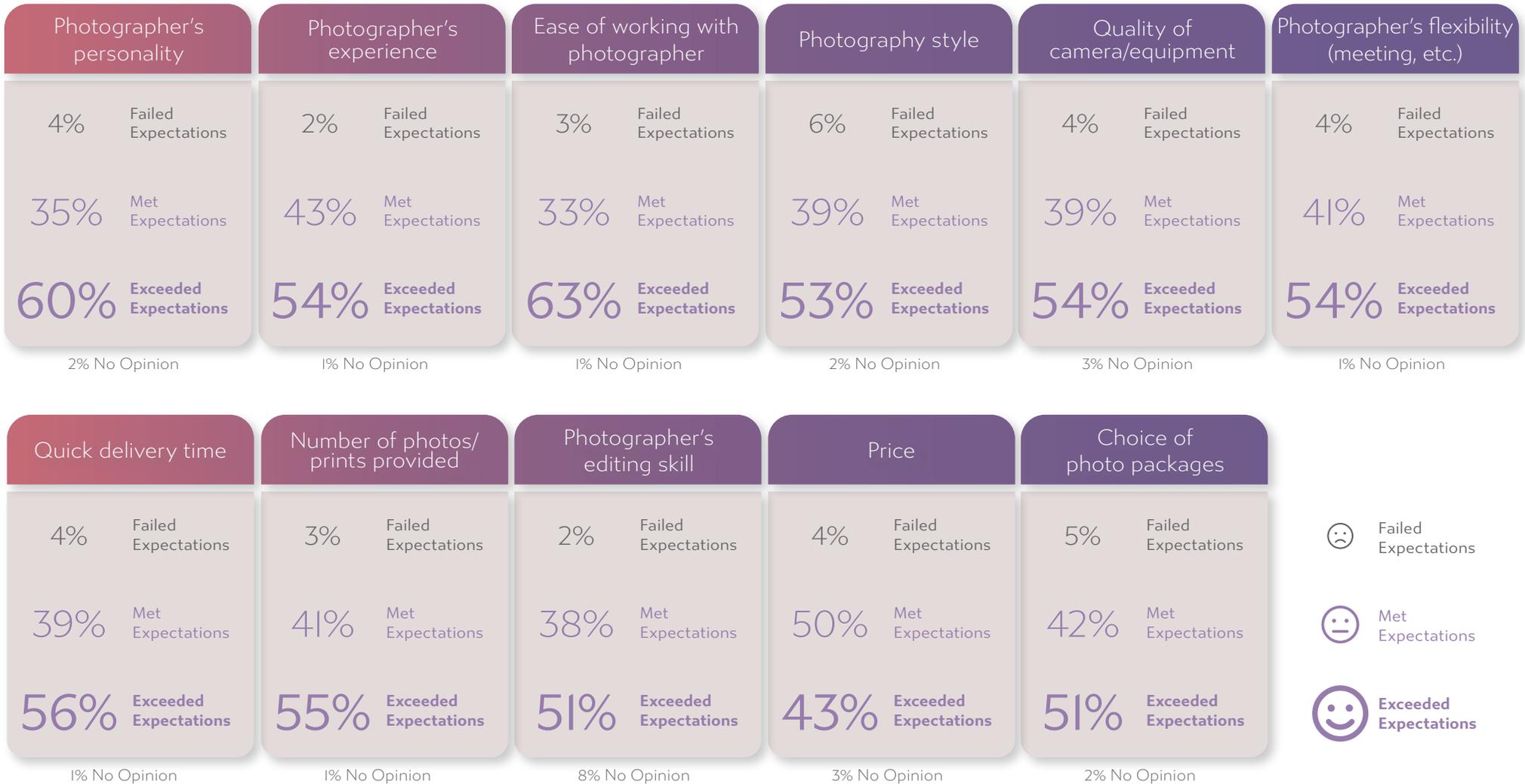


Base: Chose High School Senior Photographers (n=230)

Research commissioned by PPA and conducted by a nationwide third-party marketing research group.

HOW WELL PHOTOGRAPHER MET EXPECTATIONS

Q. How well did the photographer meet your expectations?

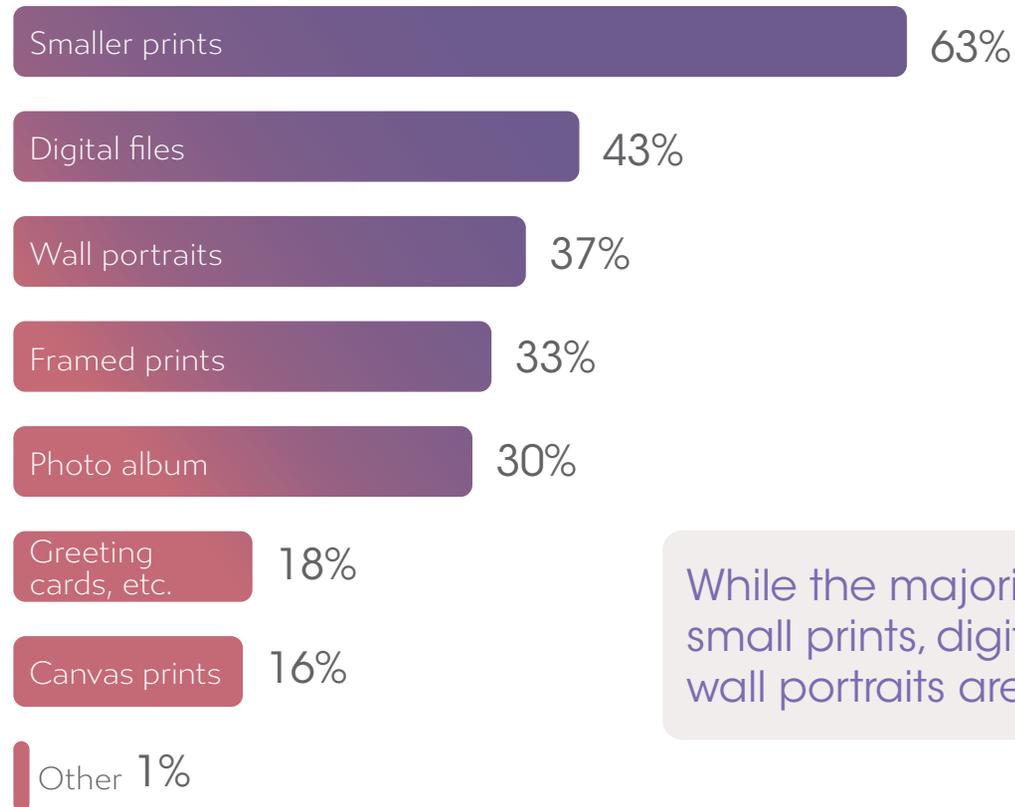


Base: Influenced a lot/highly influenced person who chose high school senior photographer (Base varies)

Research commissioned by PPA and conducted by a nationwide third-party marketing research group.

PRODUCTS PURCHASED

Q. Which of the following products did you purchase?



While the majority purchase small prints, digital files and wall portraits are also popular.

Base: High School Senior Photography Purchasers (n=355)

Research commissioned by PPA and conducted by a nationwide third-party marketing research group.

AMOUNT SPENT ON HIGH SCHOOL SENIOR PHOTOGRAPHY

Q. How much would you say you spent, in total, for high school senior photography (including the cost for the photographer's time, photo retouching, prints, etc.)?



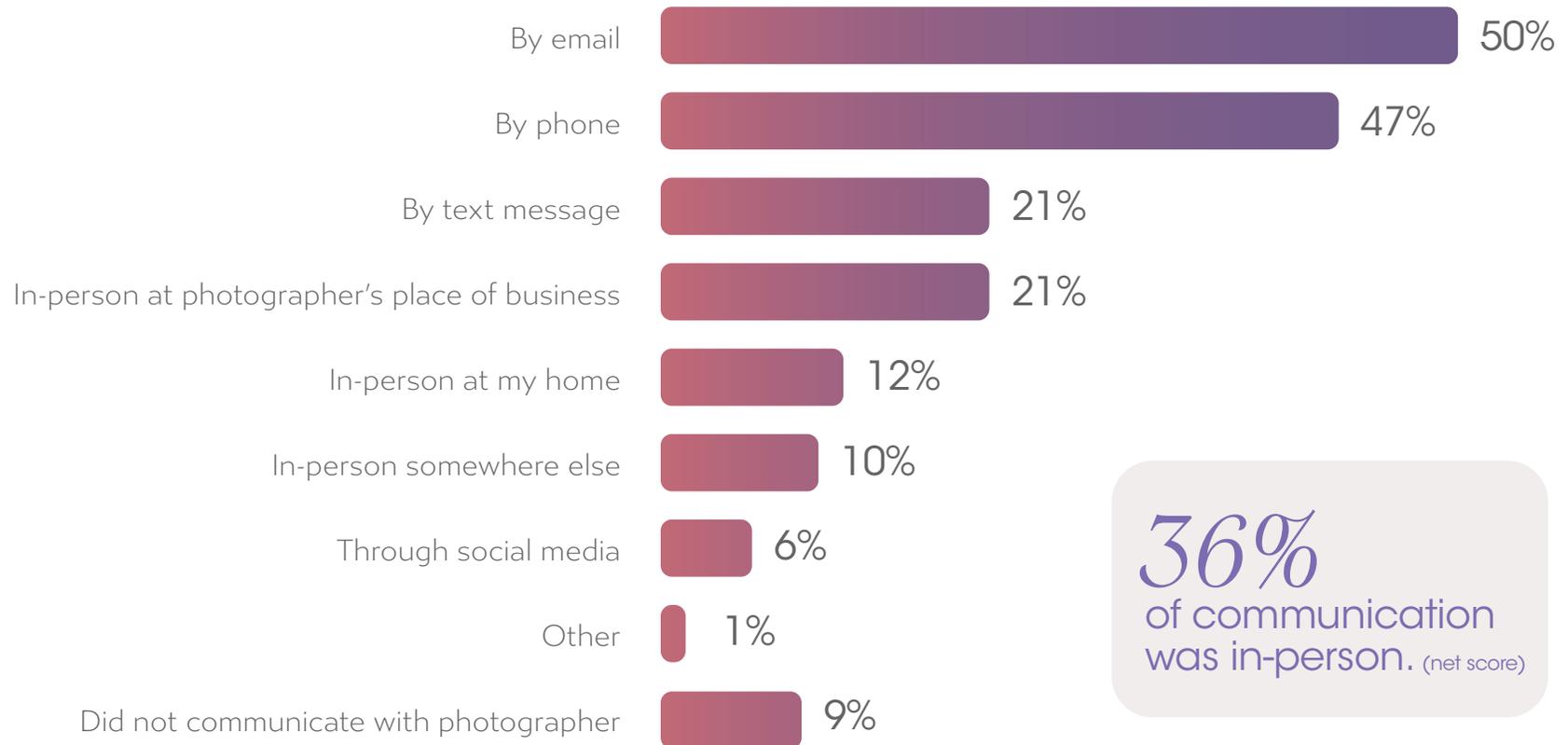
44% spent more than \$300 for High School Senior photography.

Base: High School Senior Photography Purchasers (n=355)

Research commissioned by PPA and conducted by a nationwide third-party marketing research group.

COMMUNICATION WITH PHOTOGRAPHER

Q. How did you communicate with the high school senior photographer?



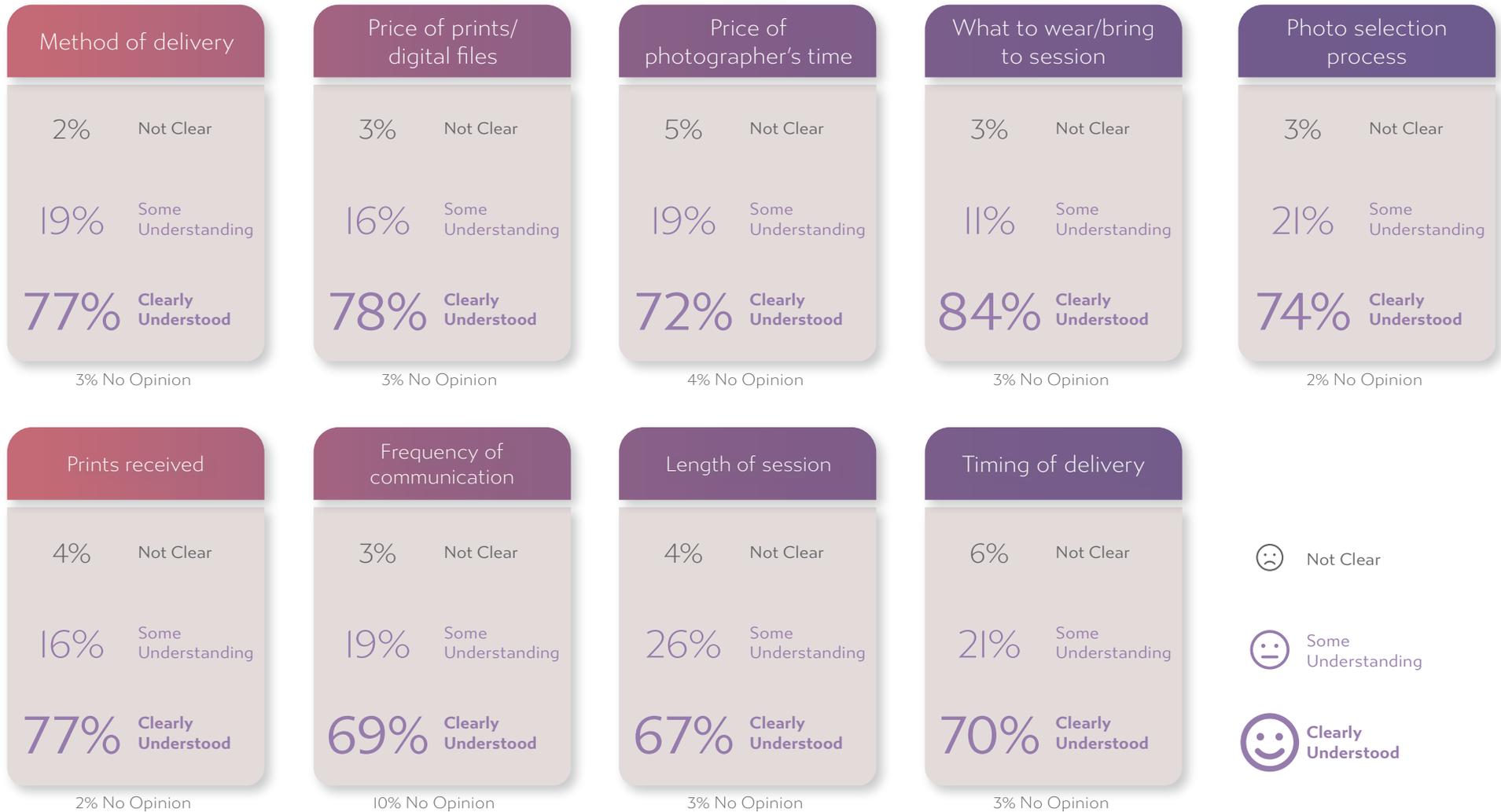
Base: High School Senior Photography Purchasers (n=355)

A net score sums the number of respondents who answered multiple categories rather than the number of responses. Each respondent is counted once, no matter how many categories they answered.

Research commissioned by PPA and conducted by a nationwide third-party marketing research group.

HIGH SCHOOL SENIOR CLIENTS' EXPECTATIONS AND THEIR UNDERSTANDING OF THE PROCESS BEFORE SESSION

Q. After hiring the photographer, while planning your high school senior photography session, how well would you say you understood... ?



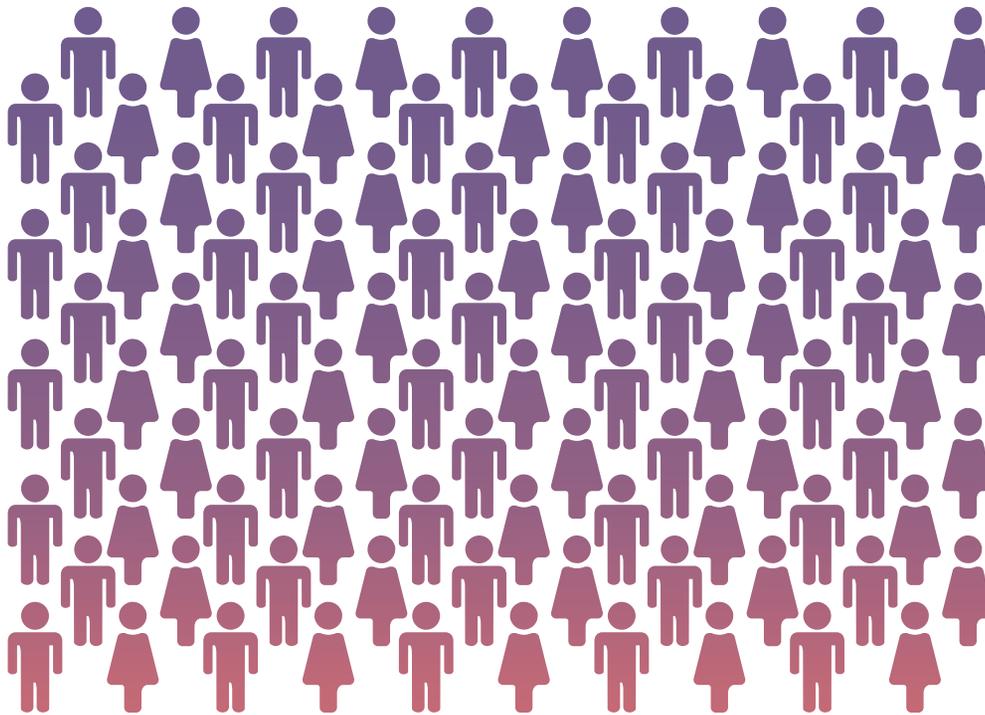
Base: High School Senior Photography Purchasers (n=355)

Research commissioned by PPA and conducted by a nationwide third-party marketing research group.

RECOMMENDATION OF PHOTOGRAPHER

Q. How likely would you be to recommend the photographer to others?

Percent of Purchasers



50%
Promoters (9-10)

32%
Passives (7-8)

18%
Detractors (0-6)

50% would be likely to recommend the photographer.

Base: High School Senior Photography Purchasers (n=355)

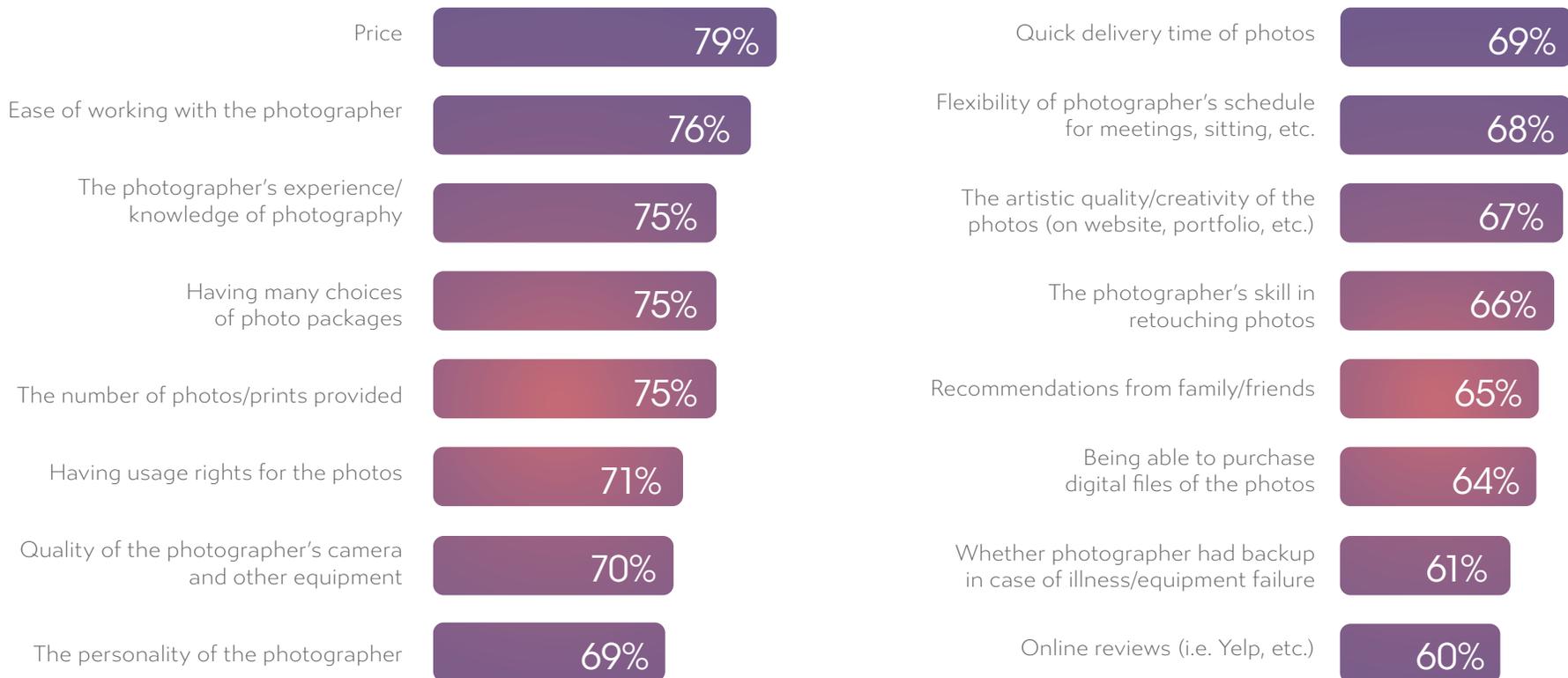
Research commissioned by PPA and conducted by a nationwide third-party marketing research group.

THOSE WHO
PLAN TO PURCHASE
HIGH SCHOOL SENIOR
PHOTOGRAPHY

WHAT WILL INFLUENCE CHOICE OF PHOTOGRAPHER

Q. When selecting a photographer, how much would each of the following influence your choice?

Would influence a lot or would highly influence:



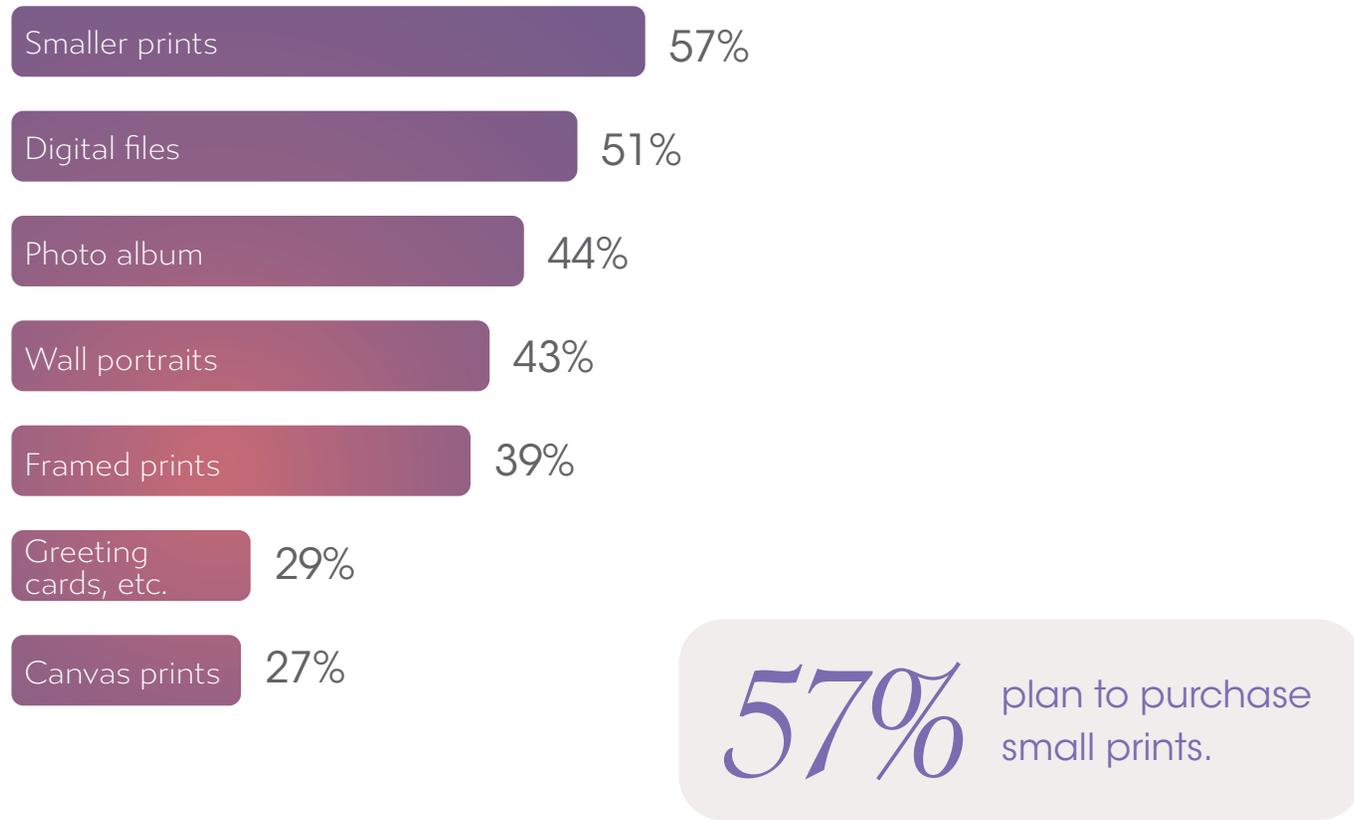
Base: Intend to Use High School Senior Photographer Next 12 Months (n=210)

Research commissioned by PPA and conducted by a nationwide third-party marketing research group.

PRODUCTS WILL CONSIDER PURCHASING

Q. Which of the following would you consider purchasing from the high school senior photographer?

Would consider purchasing these products:

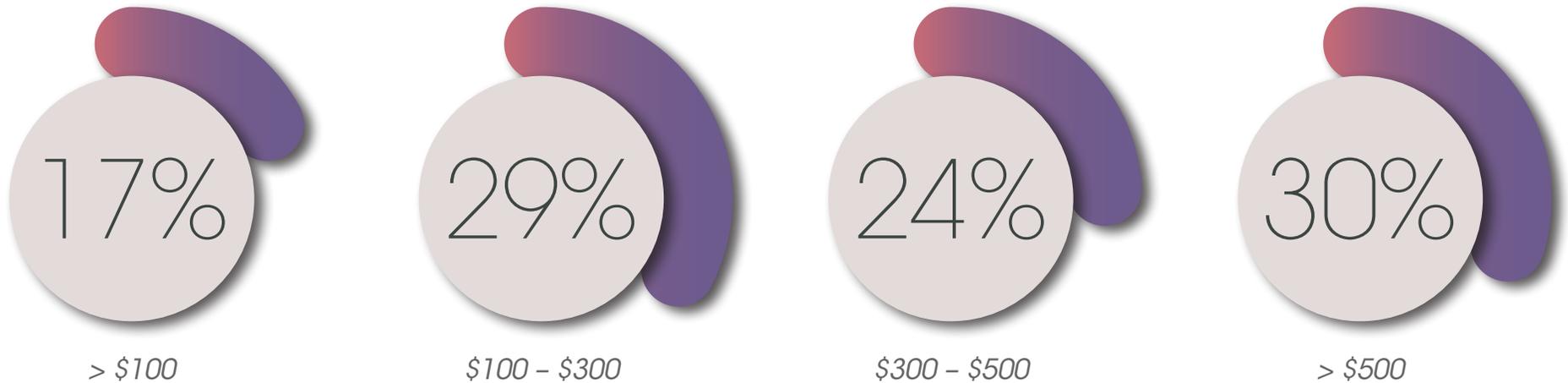


Base: Intend to Use High School Senior Photographer Next 12 Months (n=210)

Research commissioned by PPA and conducted by a nationwide third-party marketing research group.

AMOUNT EXPECTED TO SPEND ON HIGH SCHOOL SENIOR PHOTOGRAPHY

Q. How much would you say you expect to spend, in total, for high school senior photography in the next 12 months (including the cost for the photographers time, photo retouching, prints, etc.)?



54% expect to spend more than \$300 for High School Senior photography.

Base: Intend to Use High School Senior Photographer Next 12 Months (n=210)

Research commissioned by PPA and conducted by a nationwide third-party marketing research group.



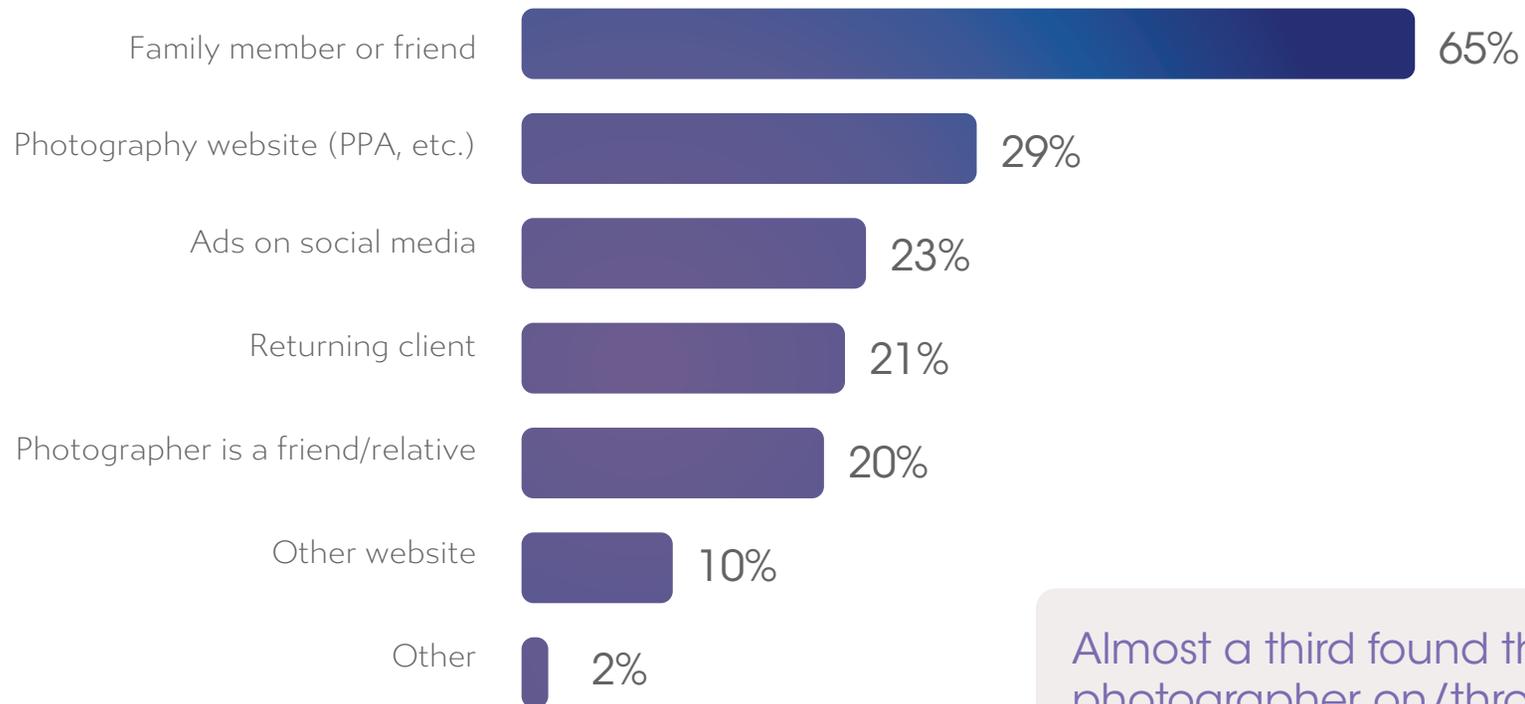
Family/Child/Pet Photography

THOSE WHO
HAVE PURCHASED
FAMILY/CHILD/PET
PHOTOGRAPHY

RECOMMENDATION SOURCE FOR PHOTOGRAPHER

Q. How did you learn about the photographer?

Used professional photographer found through:



Almost a third found their family photographer on/through a photography website, such as FindAPhotographer.com.

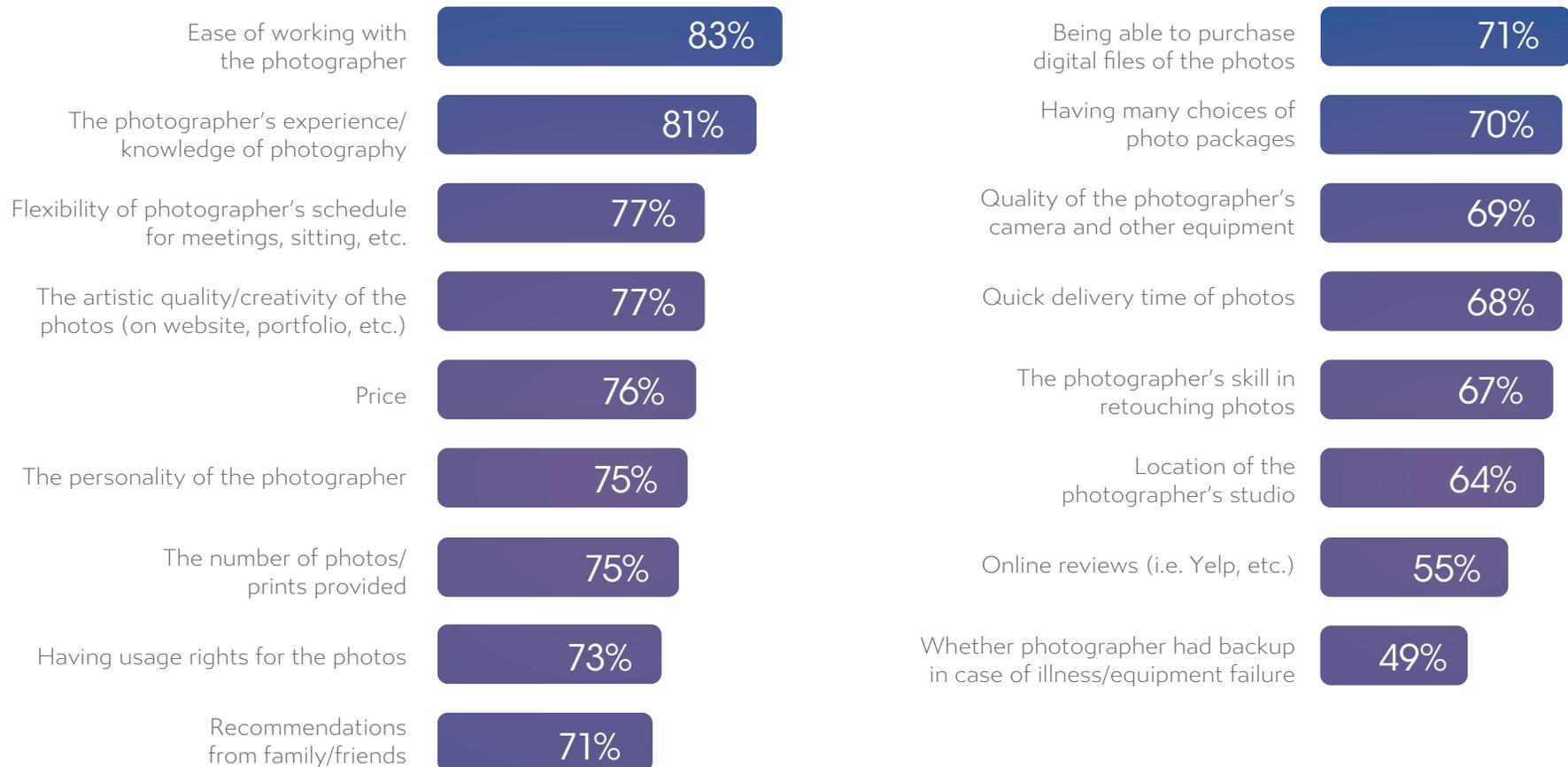
Base: Family Photography Purchasers (n=393)

Research commissioned by PPA and conducted by a nationwide third-party marketing research group.

WHAT INFLUENCED CHOICE OF PHOTOGRAPHER

Q. How much did each of the following influence your choice of family/child/pet photographer?

Factors that influenced a lot or highly influenced:



Base: Chose Family Photographer (n=393)

Research commissioned by PPA and conducted by a nationwide third-party marketing research group.

HOW WELL PHOTOGRAPHER MET EXPECTATIONS

Q. How well did the photographer meet your expectations?

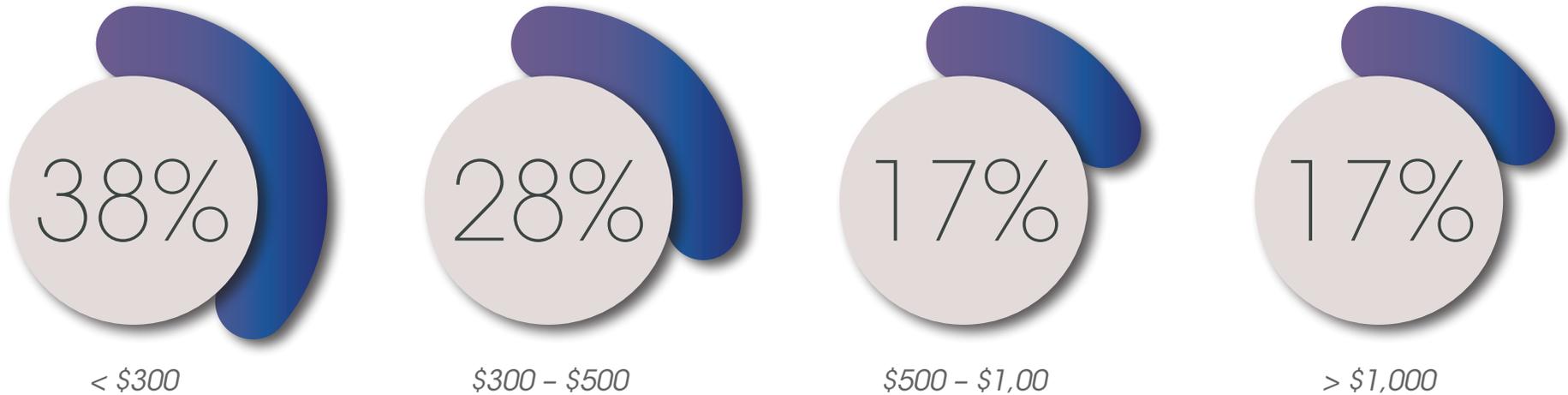


Base: Influenced a Lot/Highly Influenced Person Who Chose Family Photographer (Base Varies)

Research commissioned by PPA and conducted by a nationwide third-party marketing research group.

AMOUNT SPENT ON FAMILY PHOTOGRAPHY

Q. How much would you say you spent, in total, for family/child/pet photography (including the cost for the photographers time, photo retouching, prints, etc.)?



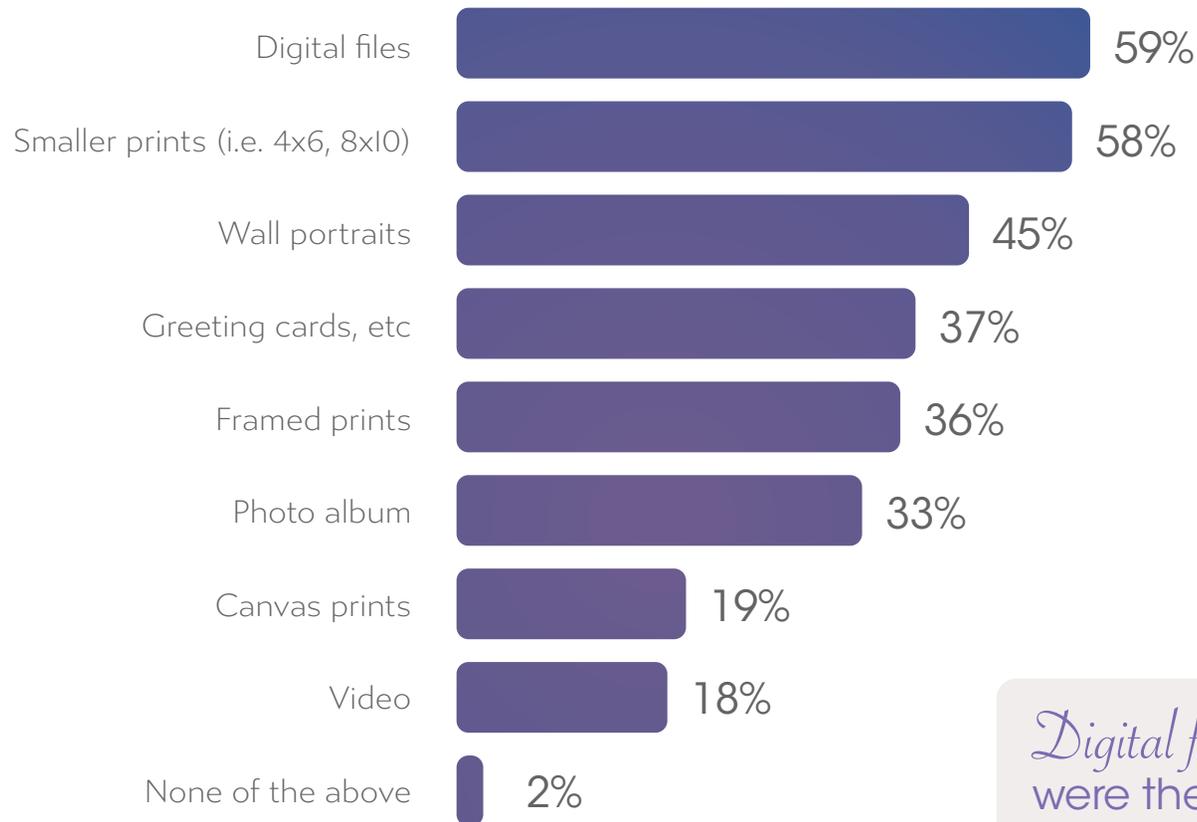
17% spent more than
\$1,000
on Family photography.

Base: Family Photography Purchasers (n=393)

Research commissioned by PPA and conducted by a nationwide third-party marketing research group.

PRODUCTS PURCHASED

Q. Which of the following products did you purchase?



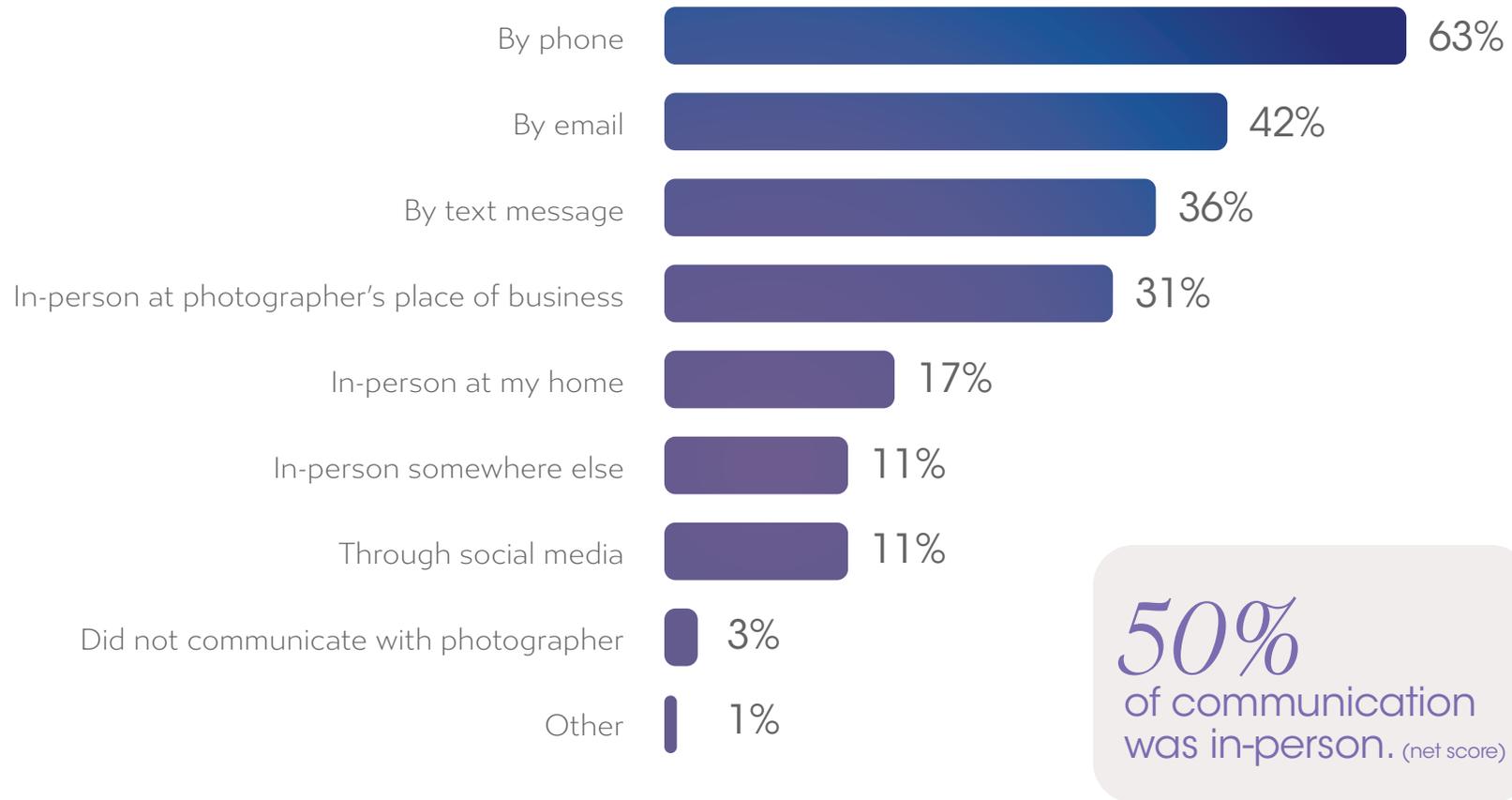
Digital files & small prints were the most commonly purchased products.

Base: Family Photography Purchasers (n=393)

Research commissioned by PPA and conducted by a nationwide third-party marketing research group.

COMMUNICATION WITH PHOTOGRAPHER

Q. How did you communicate with the family/child/pet photographer?



Base: Family Photography Purchasers (n=393)

A net score sums the number of respondents who answered multiple categories rather than the number of responses. Each respondent is counted once, no matter how many categories they answered.

Research commissioned by PPA and conducted by a nationwide third-party marketing research group.

UNDERSTANDING OF THE PROCESS BEFORE SESSION

Q. After hiring the photographer, while planning your family/child/pet photography, how well would you say you understood...?



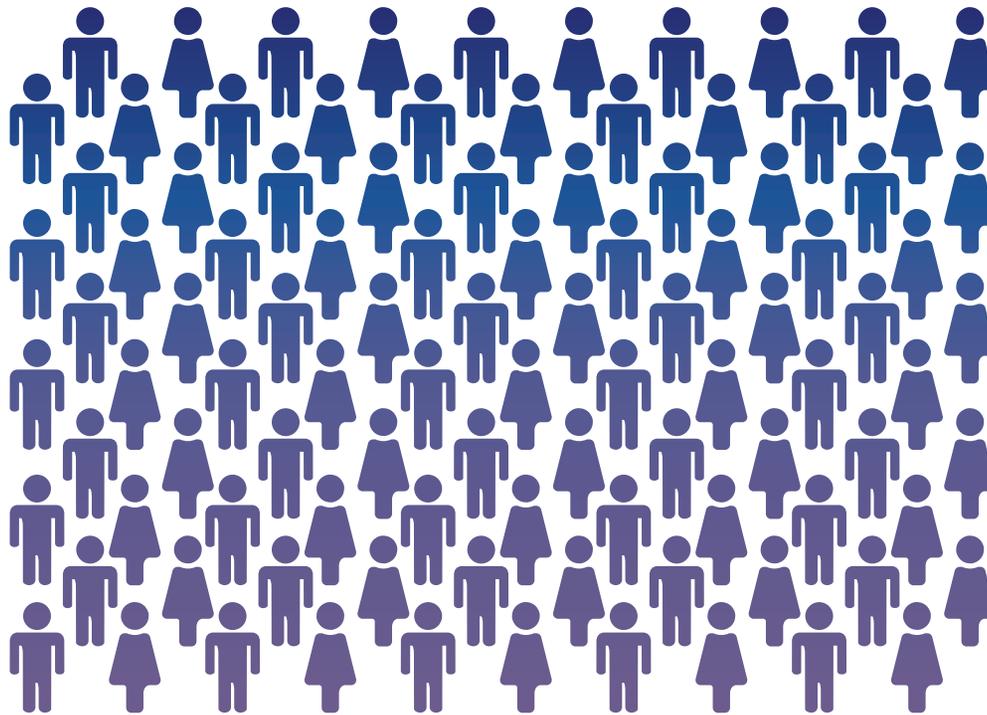
Base: Family Photography Purchasers (n=393)

Research commissioned by PPA and conducted by a nationwide third-party marketing research group.

RECOMMENDATION OF PHOTOGRAPHER

Q. How likely would you be to recommend the photographer to others?

Percent of Purchasers



64% would be highly likely to recommend the photographer

Base: Family Photography Purchasers (n=393)

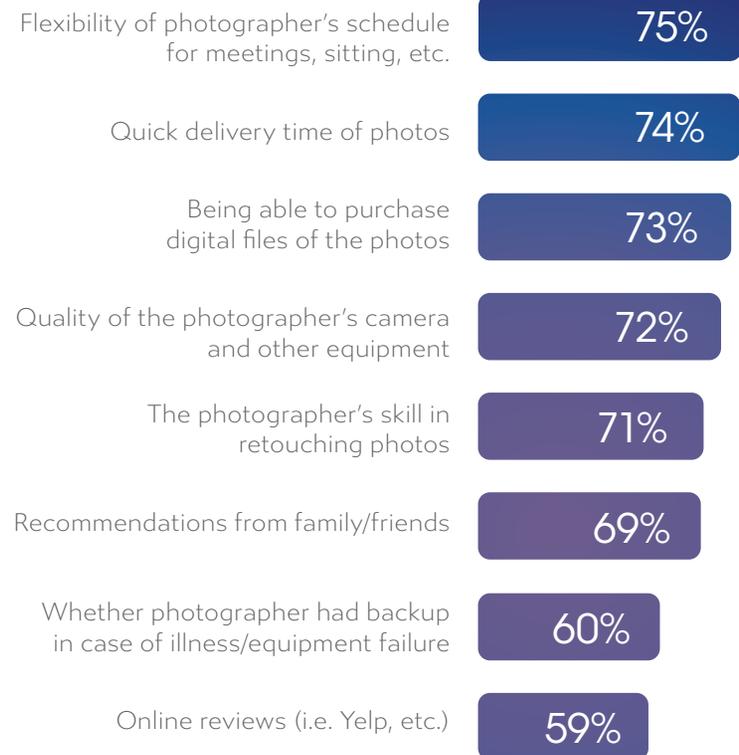
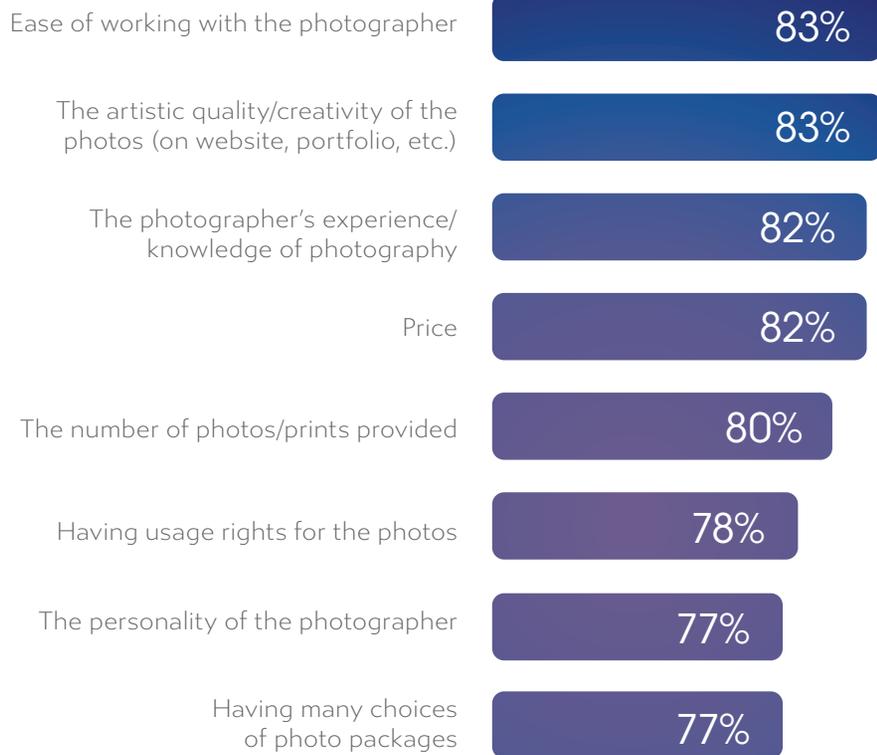
Research commissioned by PPA and conducted by a nationwide third-party marketing research group.

THOSE WHO
PLAN TO PURCHASE
FAMILY/CHILD/PET
PHOTOGRAPHY

WHAT WILL INFLUENCE CHOICE OF PHOTOGRAPHER

Q. When selecting a photographer for portraits, how much would each of the following influence your choice?

Would influence a lot or would highly influence:



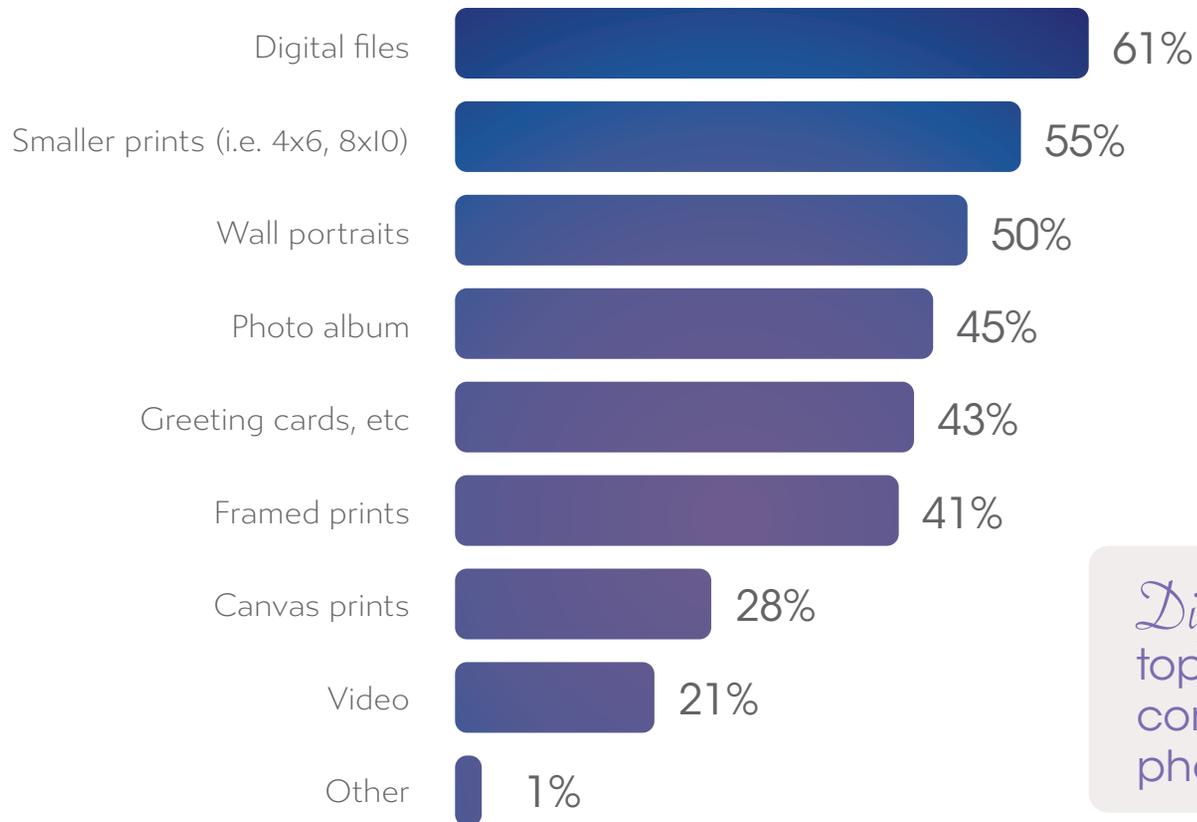
Base: Intend to use family/child/pet photographer next 12 months (n=520)

Research commissioned by PPA and conducted by a nationwide third-party marketing research group.

PRODUCTS WILL CONSIDER PURCHASING

Q. Which of the following would you consider purchasing from the family/child/pet photographer?

Would consider purchasing these products:



Digital files are at the top of the list for those considering Family photography.

Base: Intend to use family/child/pet photographer next 12 months (n=520)

Research commissioned by PPA and conducted by a nationwide third-party marketing research group.

AMOUNT EXPECTED TO SPEND ON FAMILY PHOTOGRAPHY

Q. How much do you expect to spend, in total, for family/child/pet photography in the next 12 months (including the cost for the photographer's time, photo retouching, prints, etc.)?



15% expect to spend more than

\$1,000

for Family photography.

Base: Intend to use family/child/pet photographer next 12 months (n=520)

Research commissioned by PPA and conducted by a nationwide third-party marketing research group.

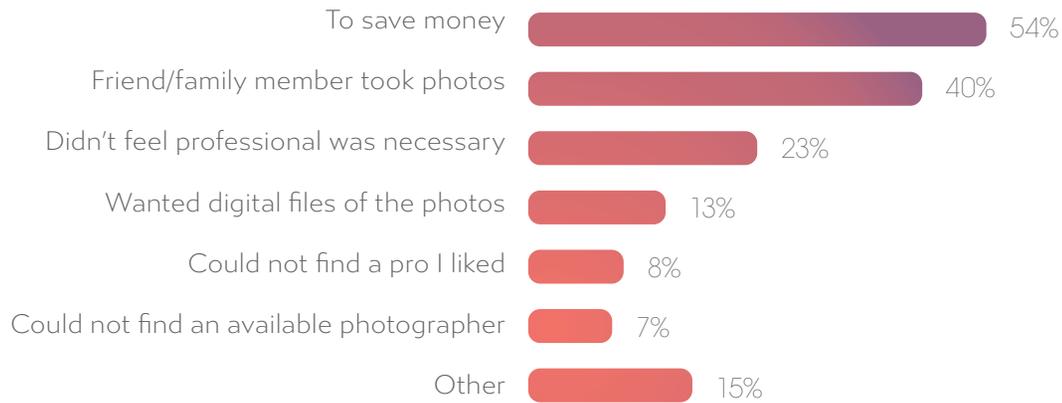


Reasons People Don't Use Professional Photography

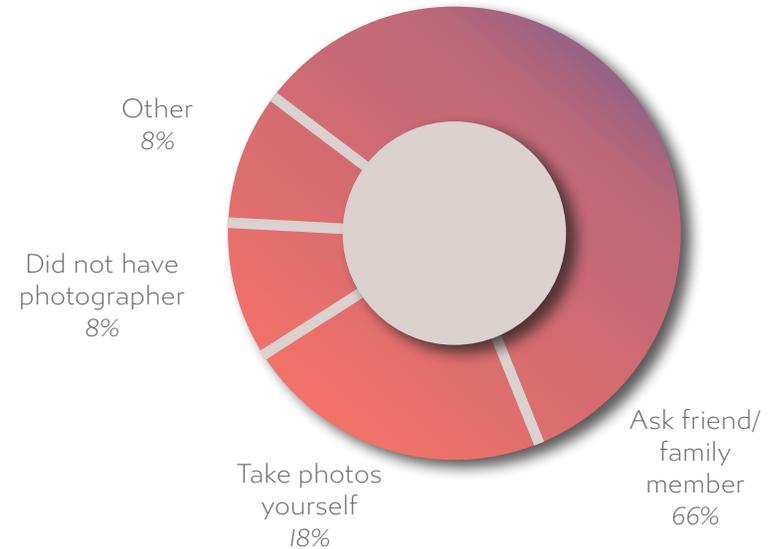
REASONS SOME OPTED NOT TO USE A PROFESSIONAL

Those who considered but decided against professional wedding photography said...

Q1: Indicate the reason(s) you did not use a professional photographer for wedding photography



Q2: Did you instead...?



Q3: You would have been more likely to use a professional photographer for the wedding if...



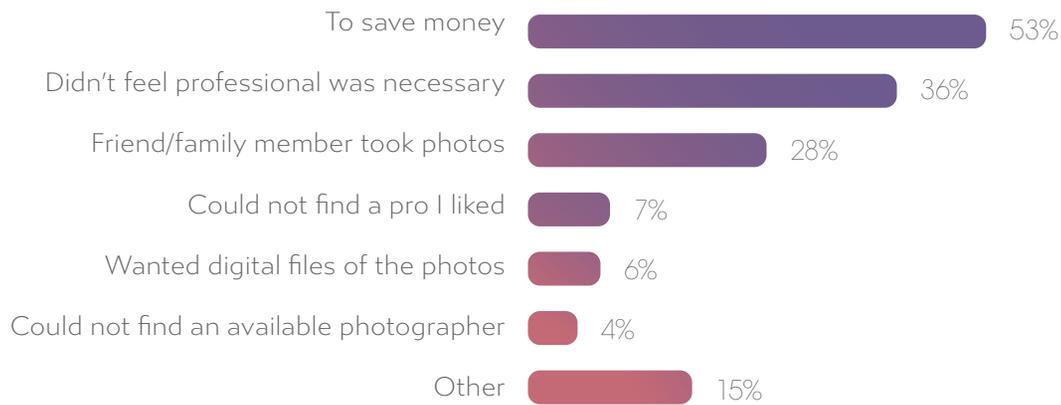
Base: Have considered, but decided not to use professional photographer for wedding (n=155)

Research commissioned by PPA and conducted by a nationwide third-party marketing research group.

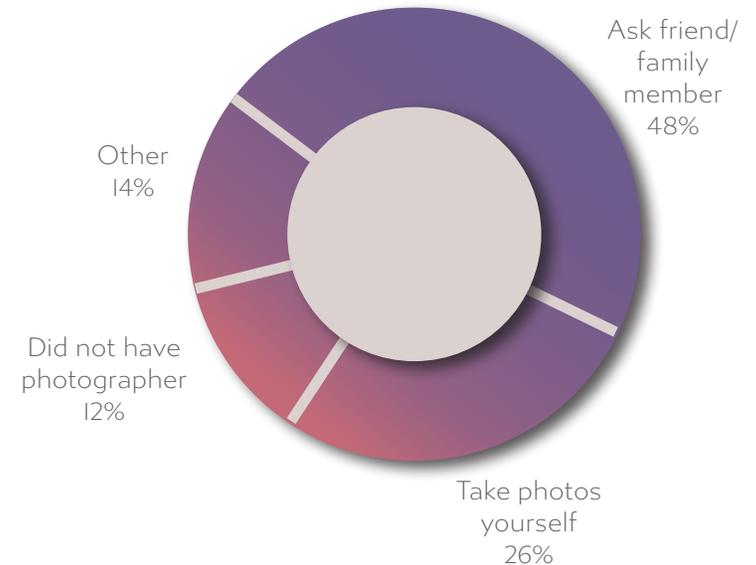
REASONS SOME OPTED NOT TO USE A PROFESSIONAL

Those who considered but decided against professional High School Senior photography said....

Q1: Indicate the reason(s) you did not use a professional photographer for high school senior photography



Q2: Did you instead...?



Q3: You would have been more likely to use a professional photographer for high school senior photography if...



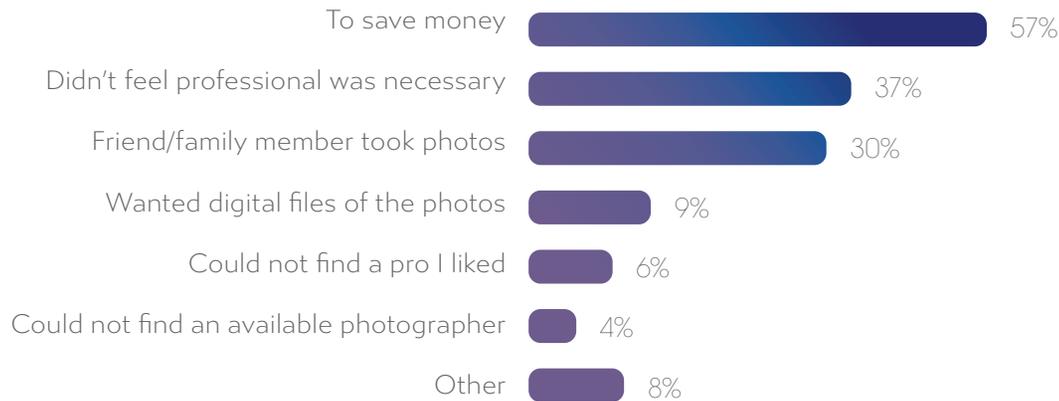
Base: Have considered, but decided not to use professional photographer for high school senior photography (n=134)

Research commissioned by PPA and conducted by a nationwide third-party marketing research group.

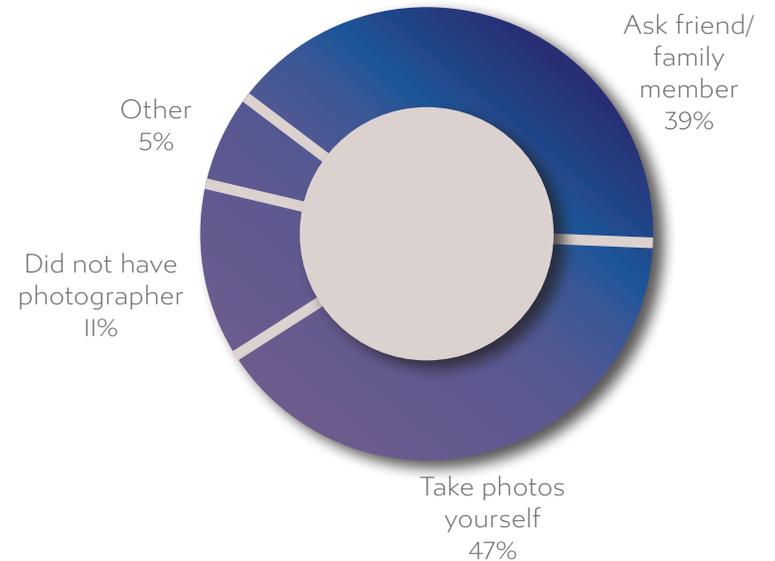
REASONS SOME OPTED NOT TO USE A PROFESSIONAL

Those who considered but decided against professional family photography said....

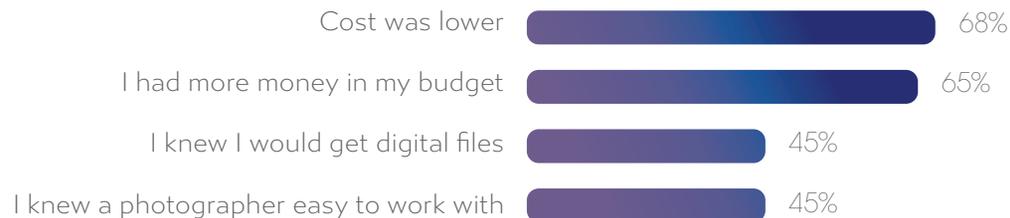
Q1: Indicate the reason(s) you did not use a professional photographer for family/child/pet photography



Q2: Did you instead...?



Q3: You would have been more likely to use a professional photographer for family/child/pet photography if...



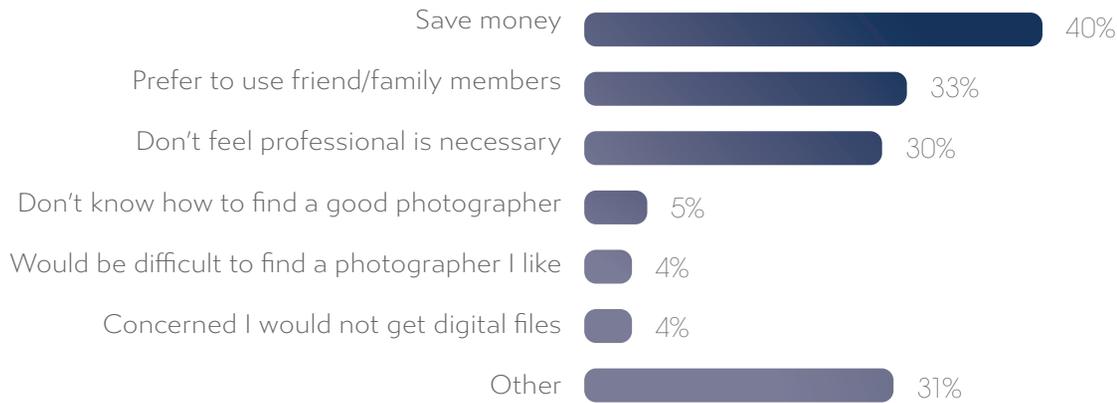
Base: Have considered, but decided not to use professional photographer for family/child/pet photography (n=328)

Research commissioned by PPA and conducted by a nationwide third-party marketing research group.

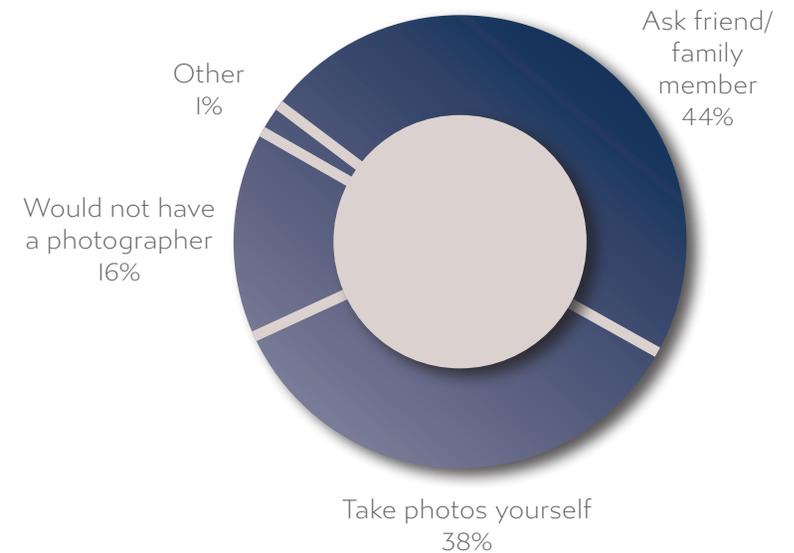
REASONS SOME OPTED NOT TO USE A PROFESSIONAL

Those who would be unlikely to hire a photographer for a special occasion said....

Q2: Why would you be unlikely to hire a professional photographer?



Q3: Would you...?



Q4: You would have been more likely to use a professional photographer for special occasion if...



Base: Would be unlikely to hire a professional photographer if planning a wedding, family reunion or other special occasion event (n=326)

Research commissioned by PPA and conducted by a nationwide third-party marketing research group.

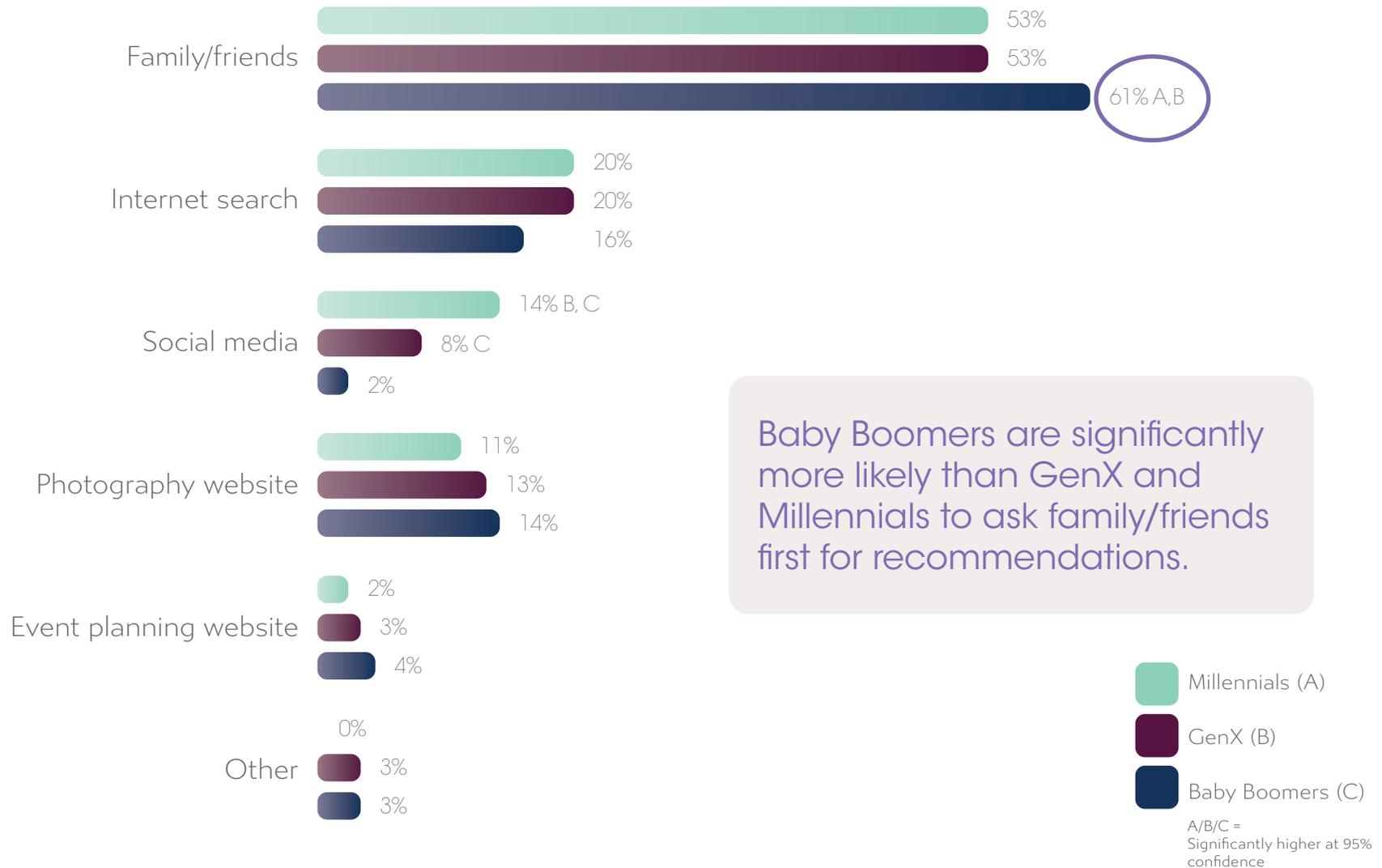


Comparisons Across Generations



PRIMARY RECOMMENDATION SOURCE

Q. If you were considering hiring a professional photographer, where would you look first for recommendations?

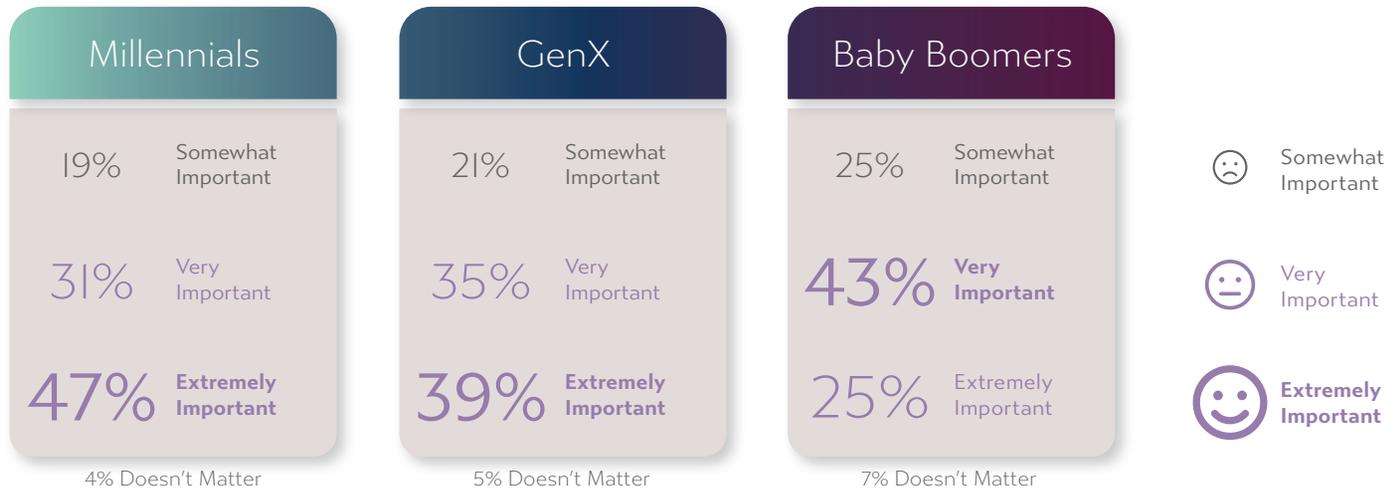


Base: Purchased/intend to purchase/likely to use professional photography Millennials (439), GenX (394), Boomers (306)

Research commissioned by PPA and conducted by a nationwide third-party marketing research group.

IMPORTANCE OF DIGITAL FILES

Q. How important is it to you to be able to purchase digital files of your professional photography?



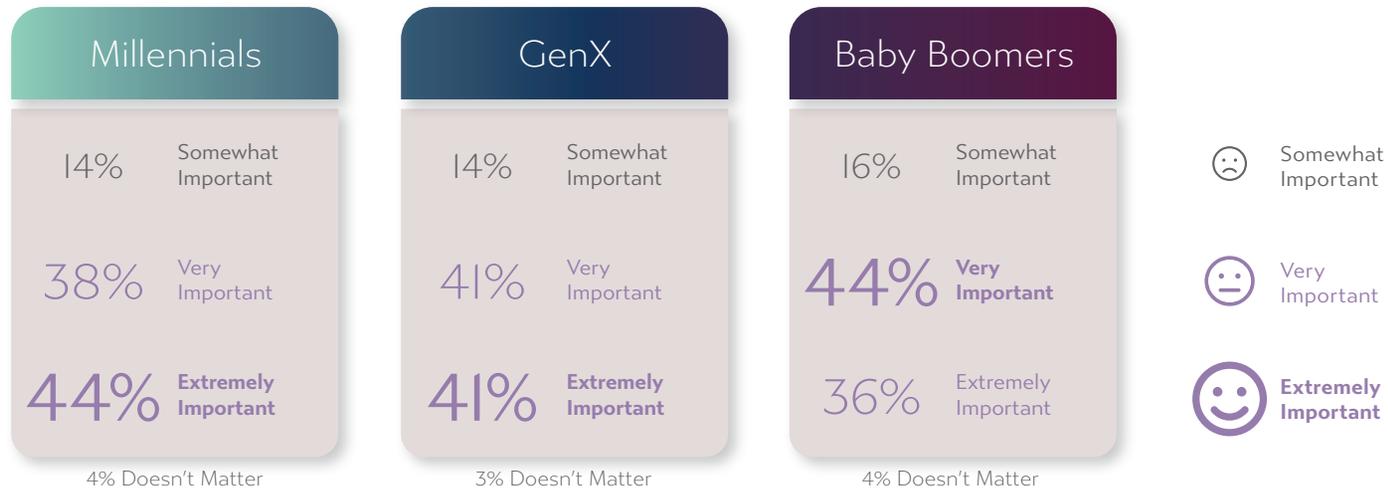
Millennials and GenX are statistically more likely than Baby Boomers to feel that it is extremely important to be able to buy digital files.

Base: Purchased/intend to purchase professional photography Millennials (294), GenX (254), Boomers (110)

Research commissioned by PPA and conducted by a nationwide third-party marketing research group.

IMPORTANCE OF PRINTS

Q. How important is it to you to be able to purchase prints of your professional photography?

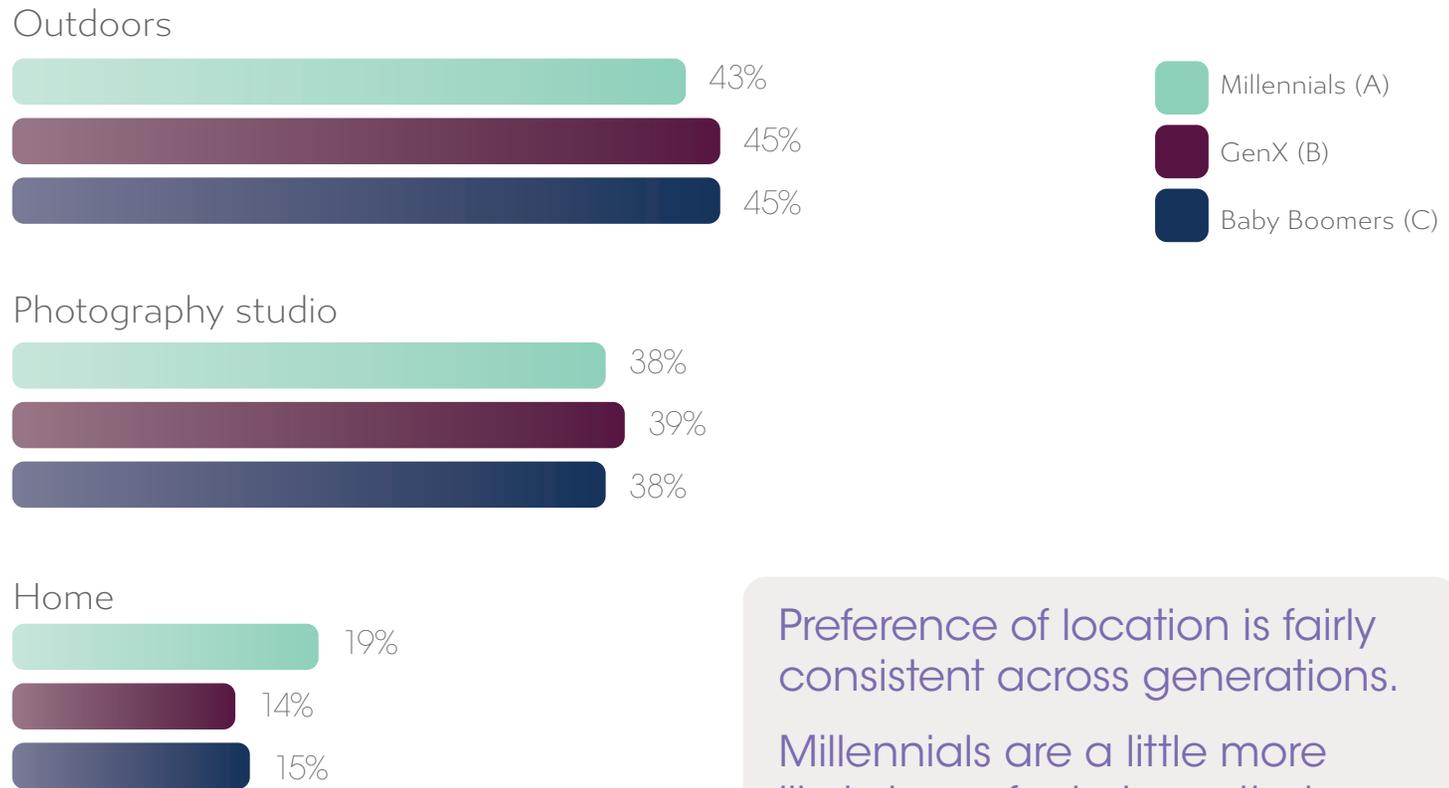


The vast majority feel it's very/extremely important to be able to buy prints.

Base: Purchased/intend to purchase professional photography Millennials (294), GenX (254), Boomers (110)
Research commissioned by PPA and conducted by a nationwide third-party marketing research group.

PREFERRED LOCATION FOR PHOTO SESSION

Q. If you were having professional portraits taken, would you prefer to have the photo session...?

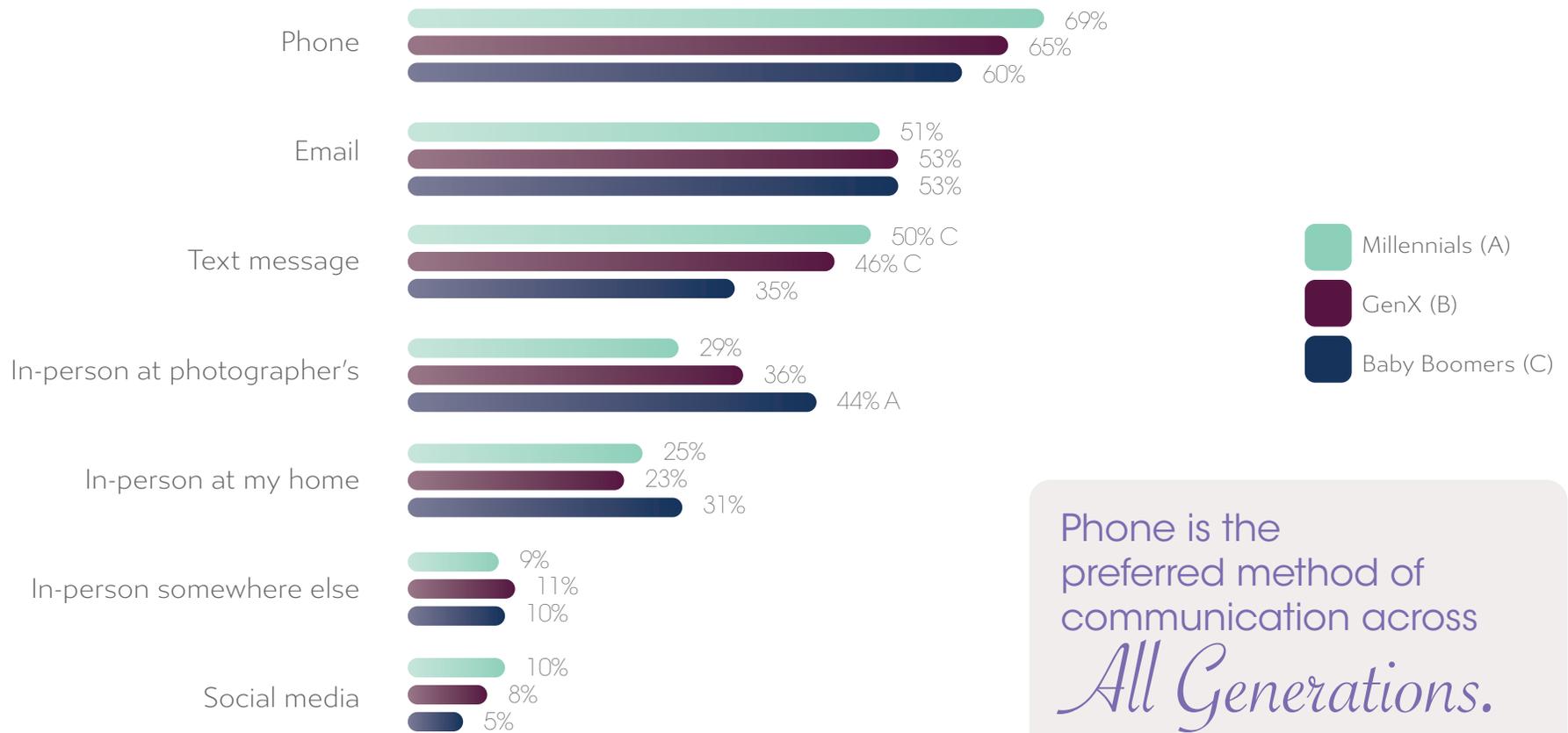


Preference of location is fairly consistent across generations. Millennials are a little more likely to prefer to have their photos taken at home.

A/B/C = Significantly higher at 95% confidence
Base: Purchased/intend to purchase professional photography Millennials (294), GenX (254), Boomers (110)
Research commissioned by PPA and conducted by a nationwide third-party marketing research group.

COMMUNICATION WITH PHOTOGRAPHER

Q. How would you prefer to communicate with a professional photographer?



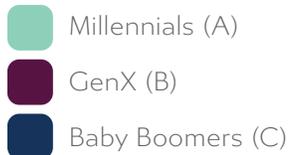
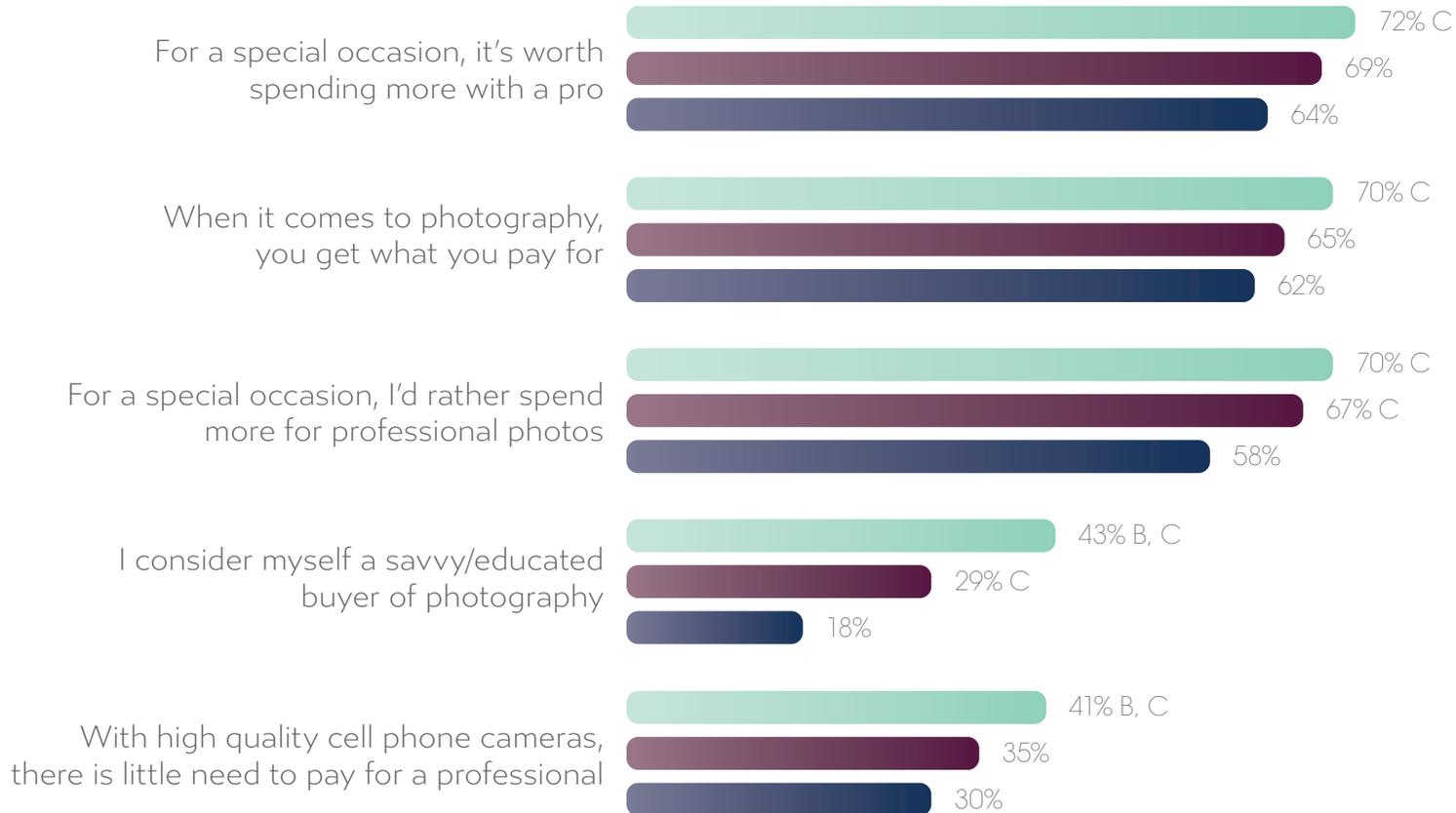
Phone is the preferred method of communication across *All Generations.*

More Baby Boomers prefer in-person meetings.

A/B/C = Significantly higher at 95% confidence
 Base: Purchased/intend to purchase professional photography Millennials (294), GenX (254), Boomers (110)
 Research commissioned by PPA and conducted by a nationwide third-party marketing research group.

VIEWPOINTS ON PHOTOGRAPHY

Q. Please indicate how much you agree or disagree with each statement below:



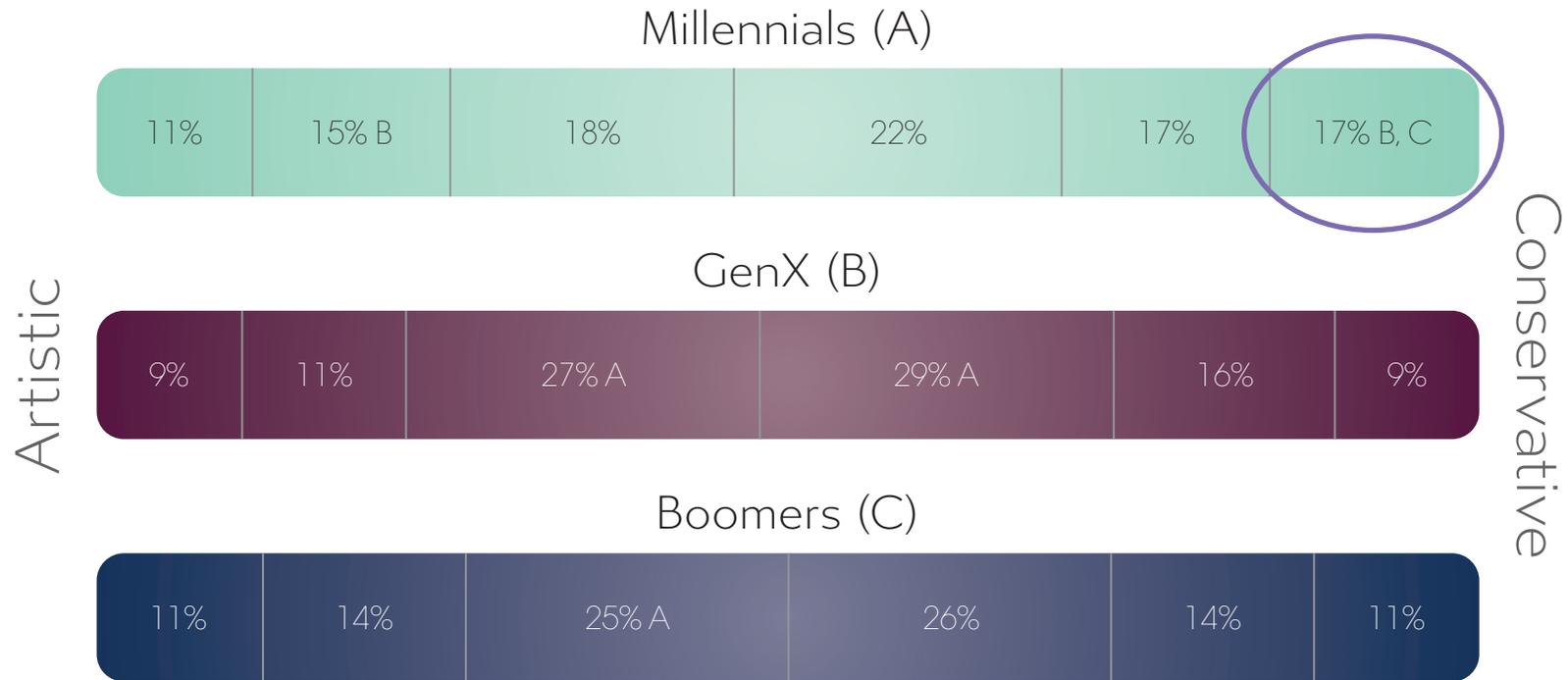
70% of Millennials feel it's worth it to pay for high quality photos for special occasions.

A/B/C = Significantly higher at 95% confidence
 Base: All respondents age 21-70 Millennials (529), GenX (506), Boomers (519)

Research commissioned by PPA and conducted by a nationwide third-party marketing research group.

STYLE – ARTISTIC VS. CONSERVATIVE

Q. Thinking about photography styles, for each row below, please indicate which word best describes the style of photography you prefer:



While Millennials and GenX both lean towards Conservative style, Millennials feel significantly stronger about their preference.

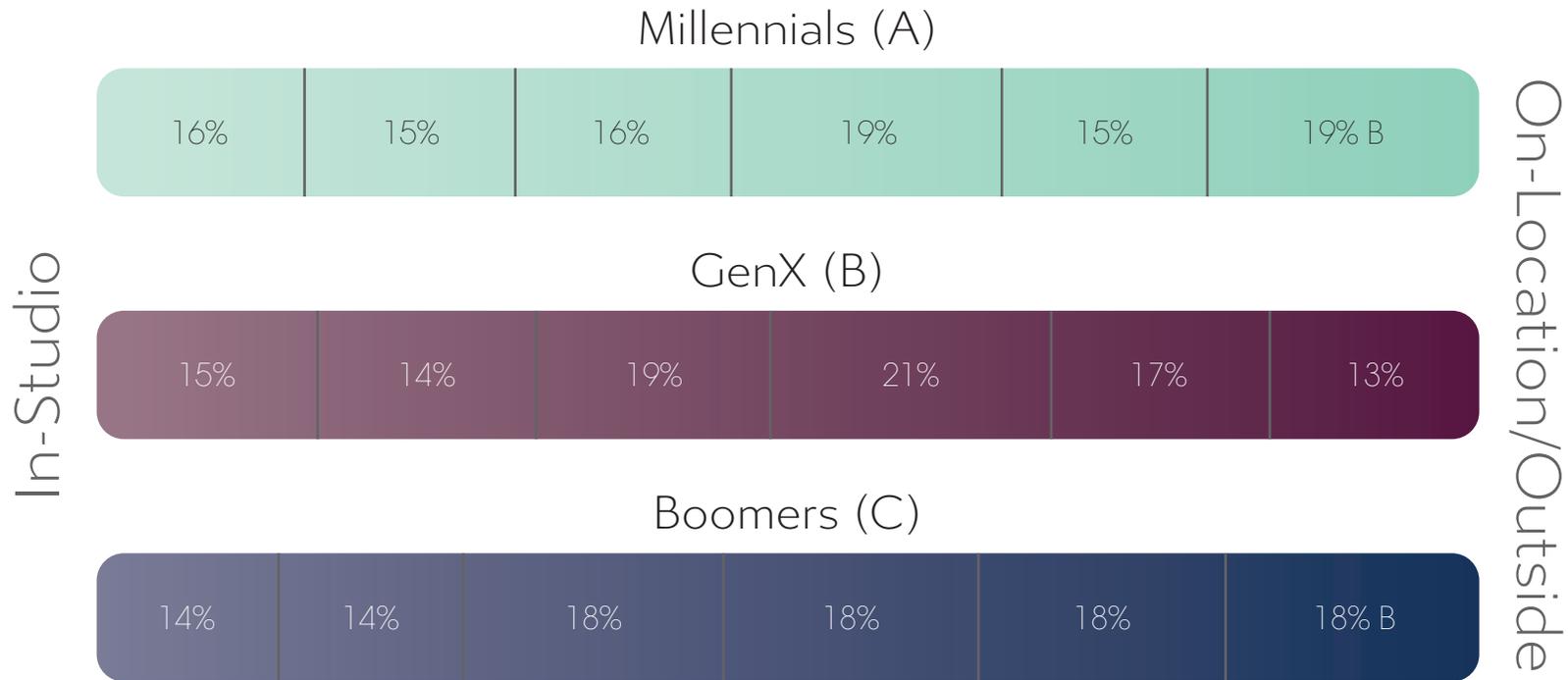
A/B/C = Significantly higher at 95% confidence

Base: All respondents age 21-70 Millennials (529), GenX (506), Boomers (519)

Research commissioned by PPA and conducted by a nationwide third-party marketing research group.

STYLE – IN-STUDIO VS. ON-LOCATION/OUTSIDE

Q. Thinking about photography styles, for each row below, please indicate which word best describes the style of photography you prefer:



All generations prefer *On-Location/Outside* photos over In-Studio photos.

A/B/C = Significantly higher at 95% confidence
 Base: All respondents age 21-70 Millennials (529), GenX (506), Boomers (519)

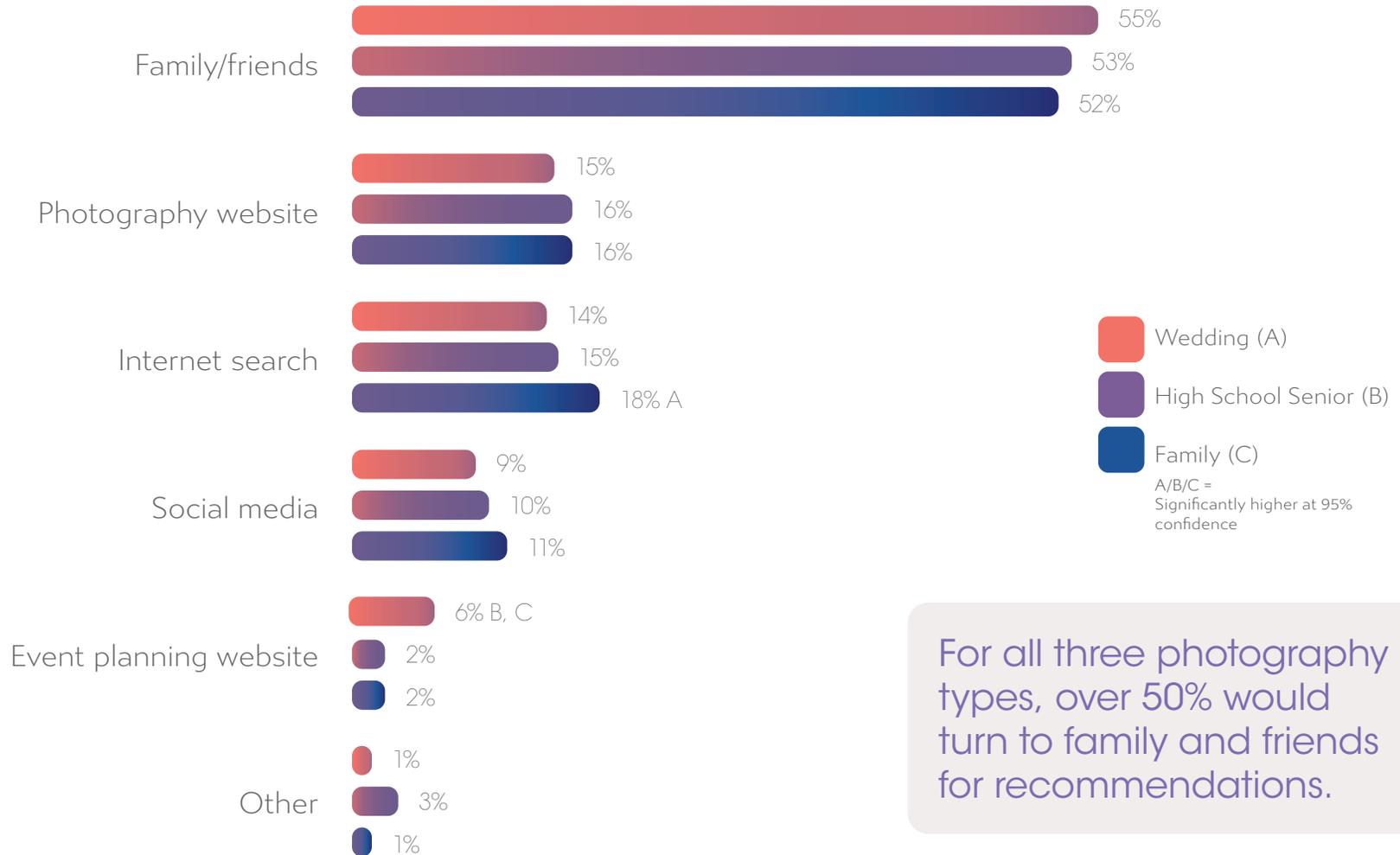
Research commissioned by PPA and conducted by a nationwide third-party marketing research group.



Comparisons Across Photography Types

PRIMARY SOURCE FOR RECOMMENDATION

Q. If you were considering hiring a professional photographer, where would you look first for recommendations?



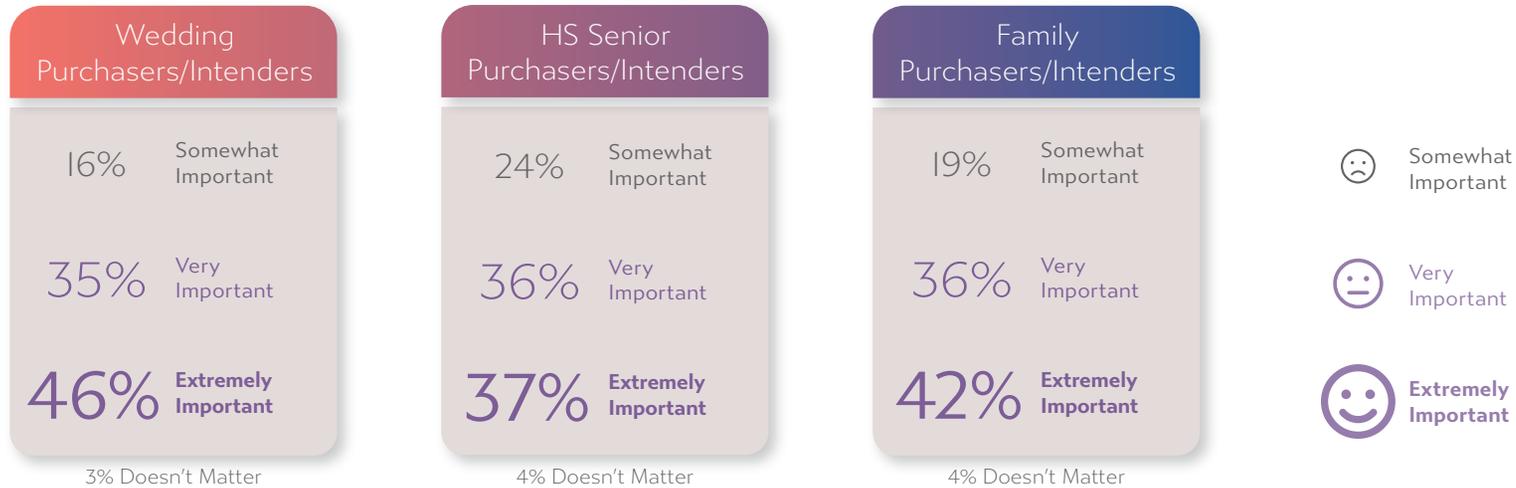
For all three photography types, over 50% would turn to family and friends for recommendations.

Base: Purchased/intend to purchase/likely to use professional photography: Wedding (513), HS Senior (448), Family (627)

Research commissioned by PPA and conducted by a nationwide third-party marketing research group.

IMPORTANCE OF DIGITAL FILES

Q. How important is it to you to be able to purchase digital files of your professional photography?



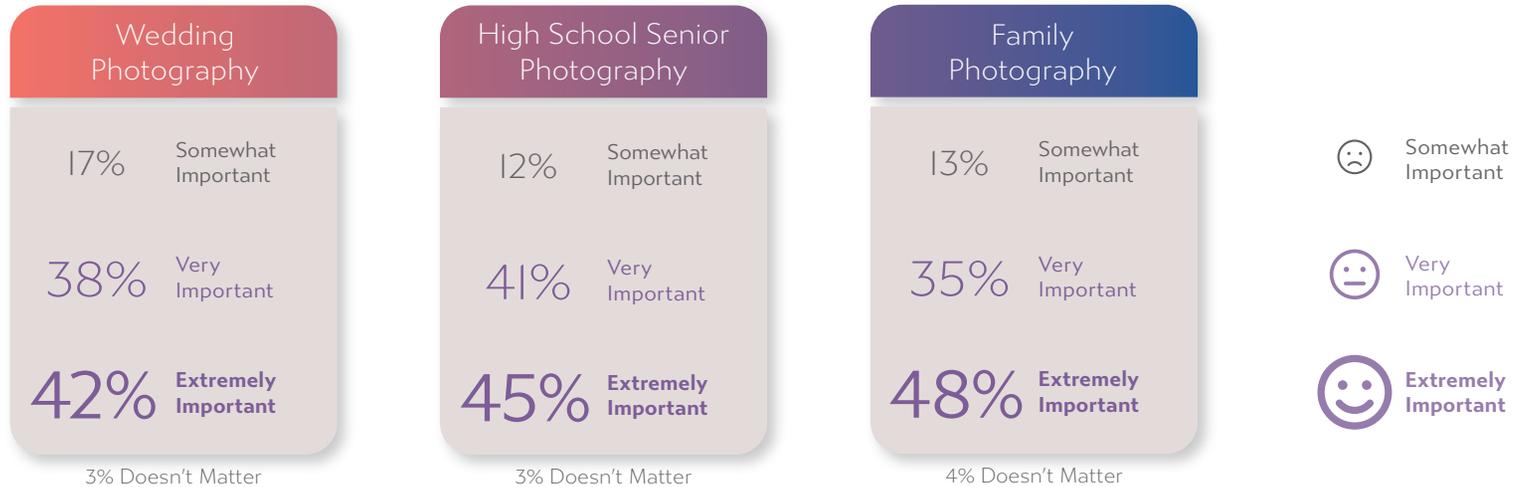
Getting digital files is more of a priority for Wedding photography than for High School Senior photography.

Base: Purchased/intend to purchase professional photography: Wedding (513), HS Senior (448), Family (627)

Research commissioned by PPA and conducted by a nationwide third-party marketing research group.

IMPORTANCE OF PRINTS

Q. How important is it for purchasers/intenders to be able to purchase prints when hiring a professional photographer?



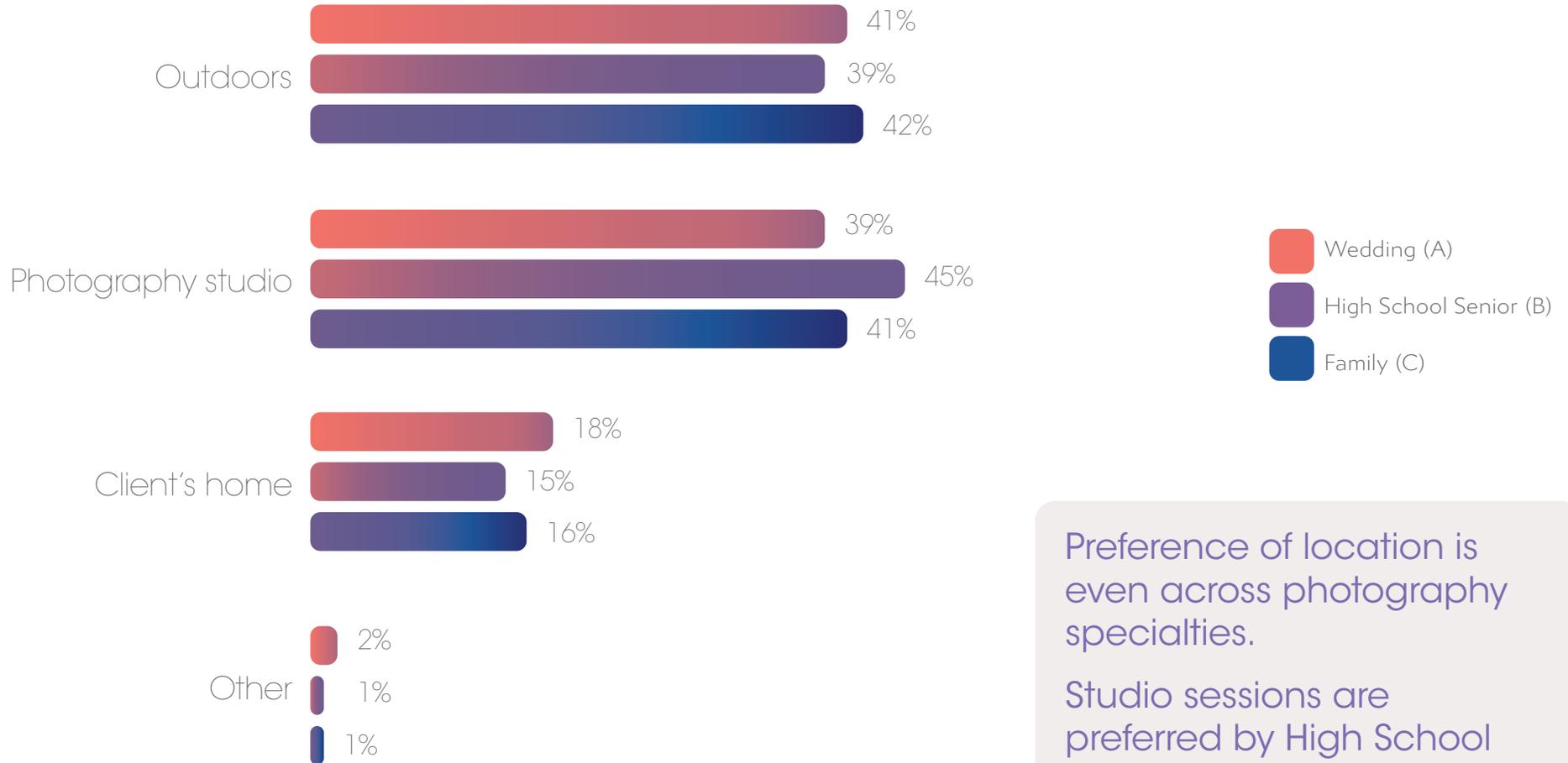
The majority feels it's very/extremely important to be able to buy prints.

Base: Purchased/Intend to purchase professional photography: Wedding (513), HS Senior (448), Family (627)

Research commissioned by PPA and conducted by a nationwide third-party marketing research group.

PREFERRED LOCATION FOR PHOTO SESSION

Q. If you were having professional portraits taken, would you prefer to have the photo session...?



Preference of location is even across photography specialties.

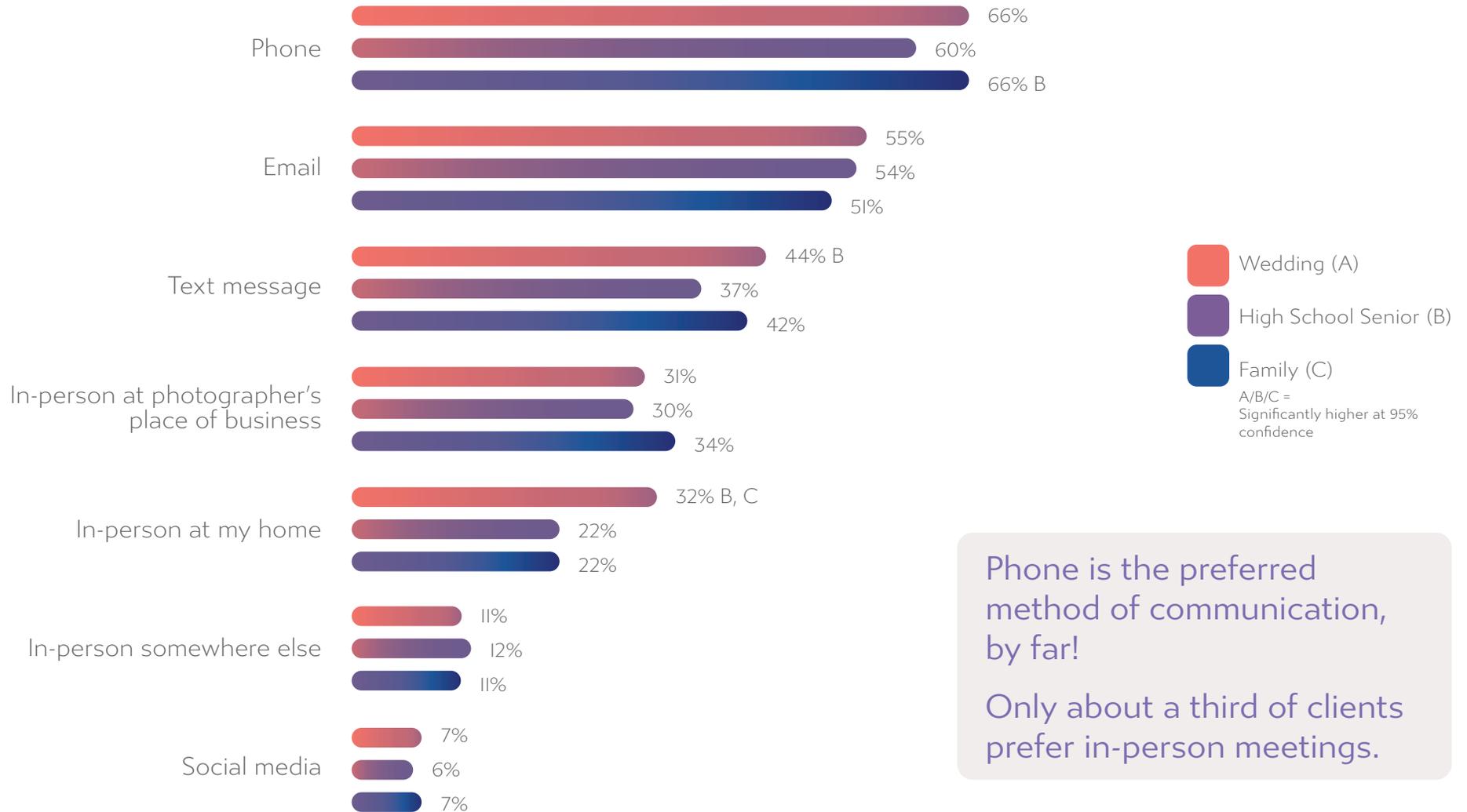
Studio sessions are preferred by High School Senior photography clients.

Base: Purchased/Intend to purchase professional photography: Wedding (513), HS Senior (448), Family (627)

Research commissioned by PPA and conducted by a nationwide third-party marketing research group.

COMMUNICATION WITH PHOTOGRAPHER

Q. How would you prefer to communicate with a professional photographer?

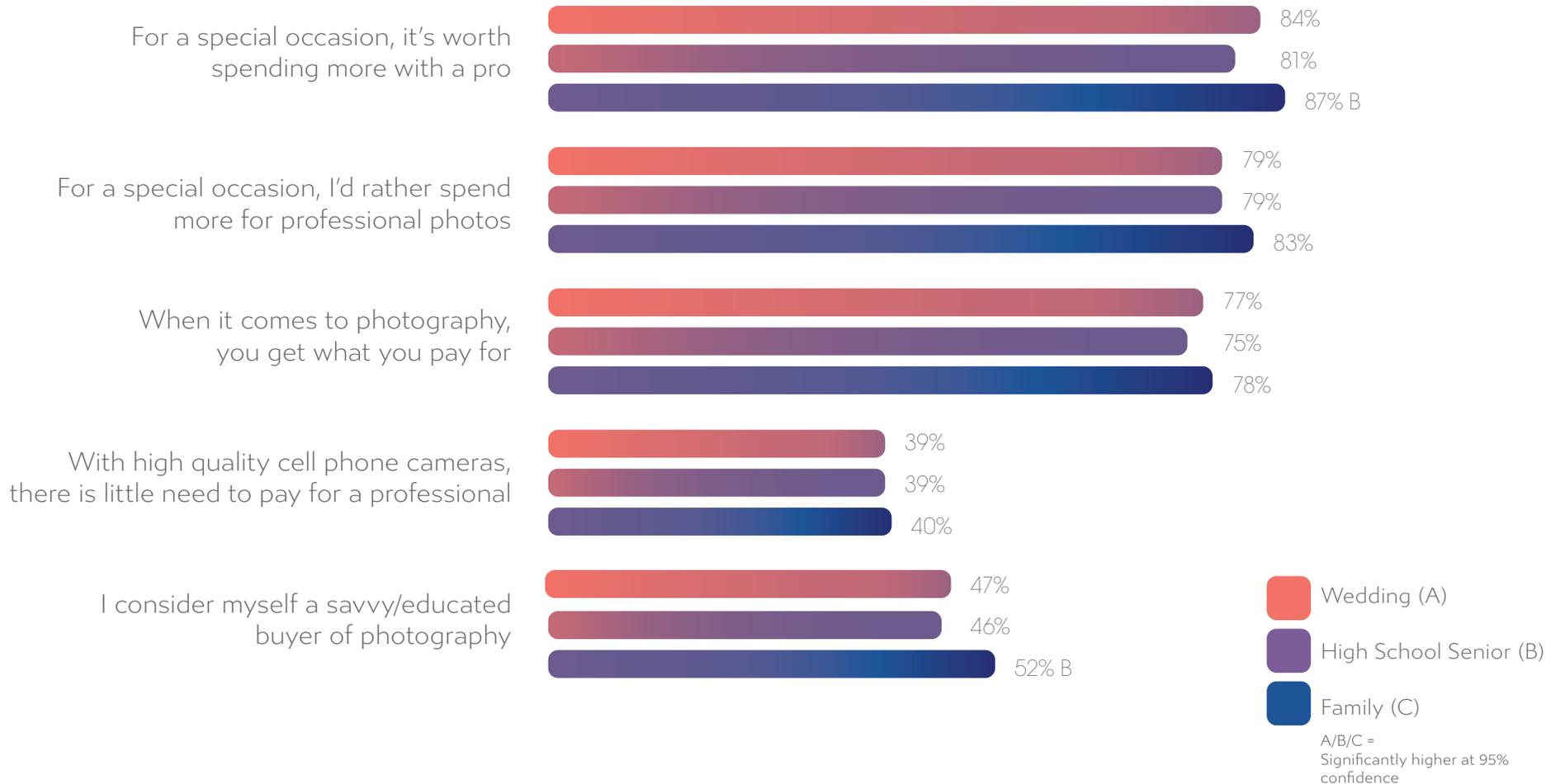


Base: Purchased/Intend to purchase professional photography: Wedding (513), HS Senior (448), Family (627)

Research commissioned by PPA and conducted by a nationwide third-party marketing research group.

VIEWPOINTS ON PHOTOGRAPHY

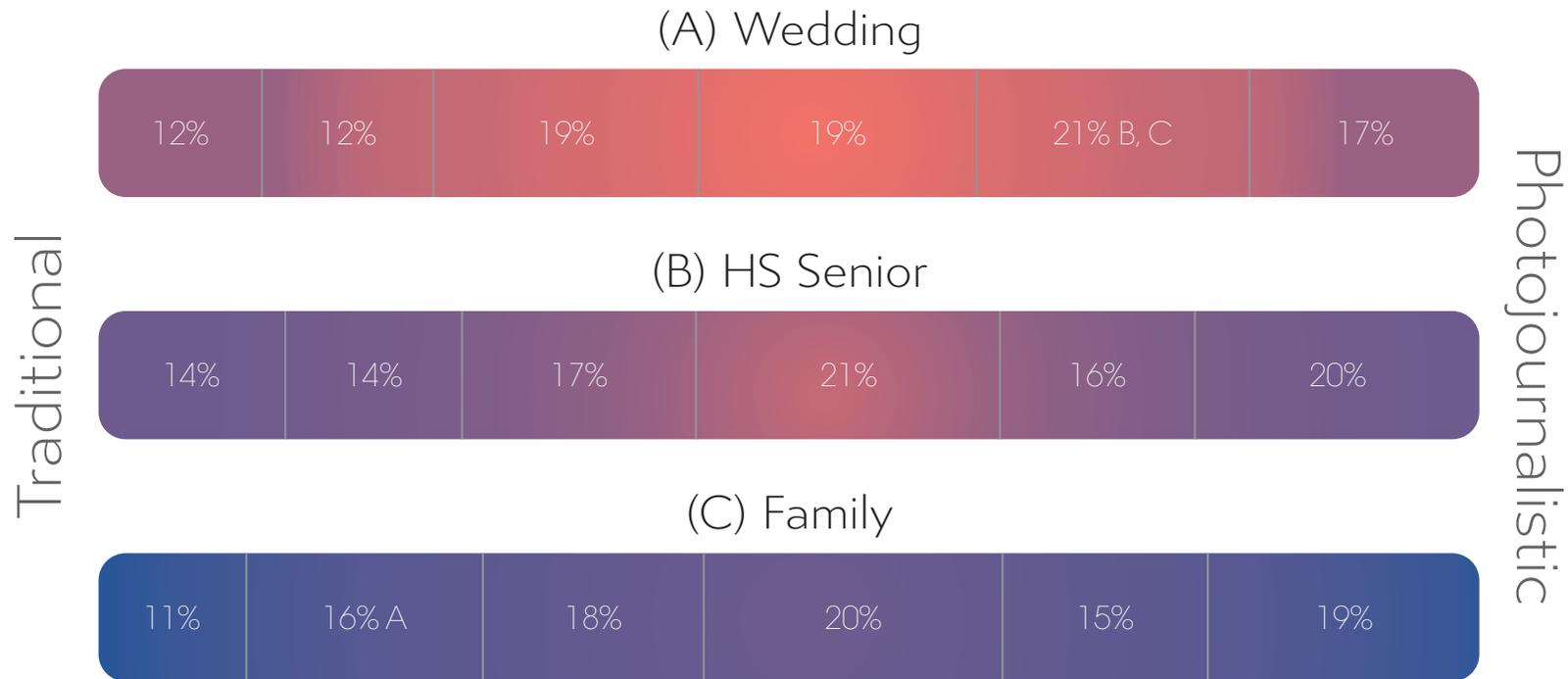
Q. Please indicate how much you agree or disagree with each statement below:



Base: All respondents: wedding purchasers/intenders (513), HS Senior Purchasers/Intenders (448), Family Purchasers/Intenders (627)
 Research commissioned by PPA and conducted by a nationwide third-party marketing research group.

STYLE – TRADITIONAL VS. PHOTOJOURNALISTIC

Q. Thinking about photography styles, for each row below, please indicate which word best describes the style of photography you prefer:



Photojournalistic style has higher preference ratings than Traditional.

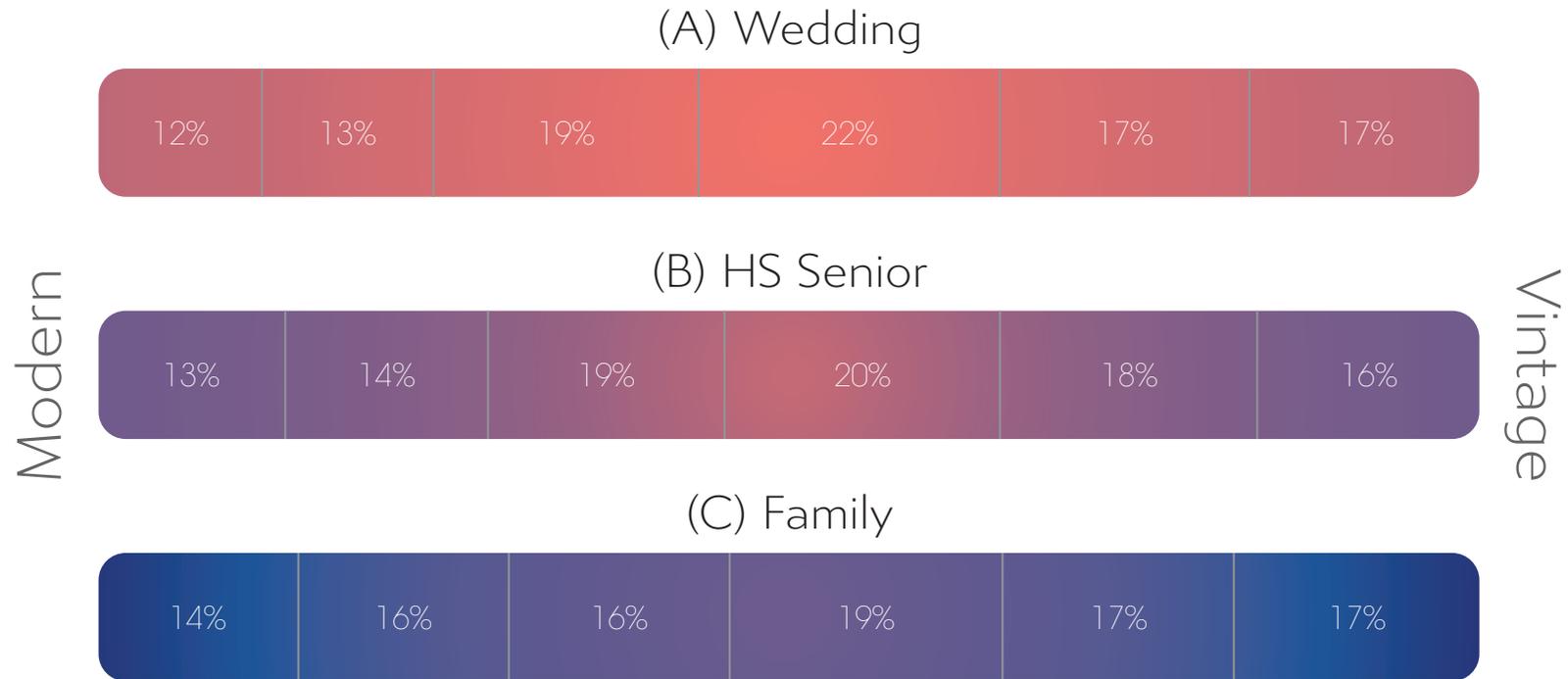
A/B/C = Significantly higher at 95% confidence

Base: All respondents: wedding purchasers/intenders (513), HS Senior Purchasers/Intenders (448), Family Purchasers/Intenders (627)

Research commissioned by PPA and conducted by a nationwide third-party marketing research group.

STYLE – MODERN VS. VINTAGE

Q. Thinking about photography styles, for each row below, please indicate which word best describes the style of photography you prefer:

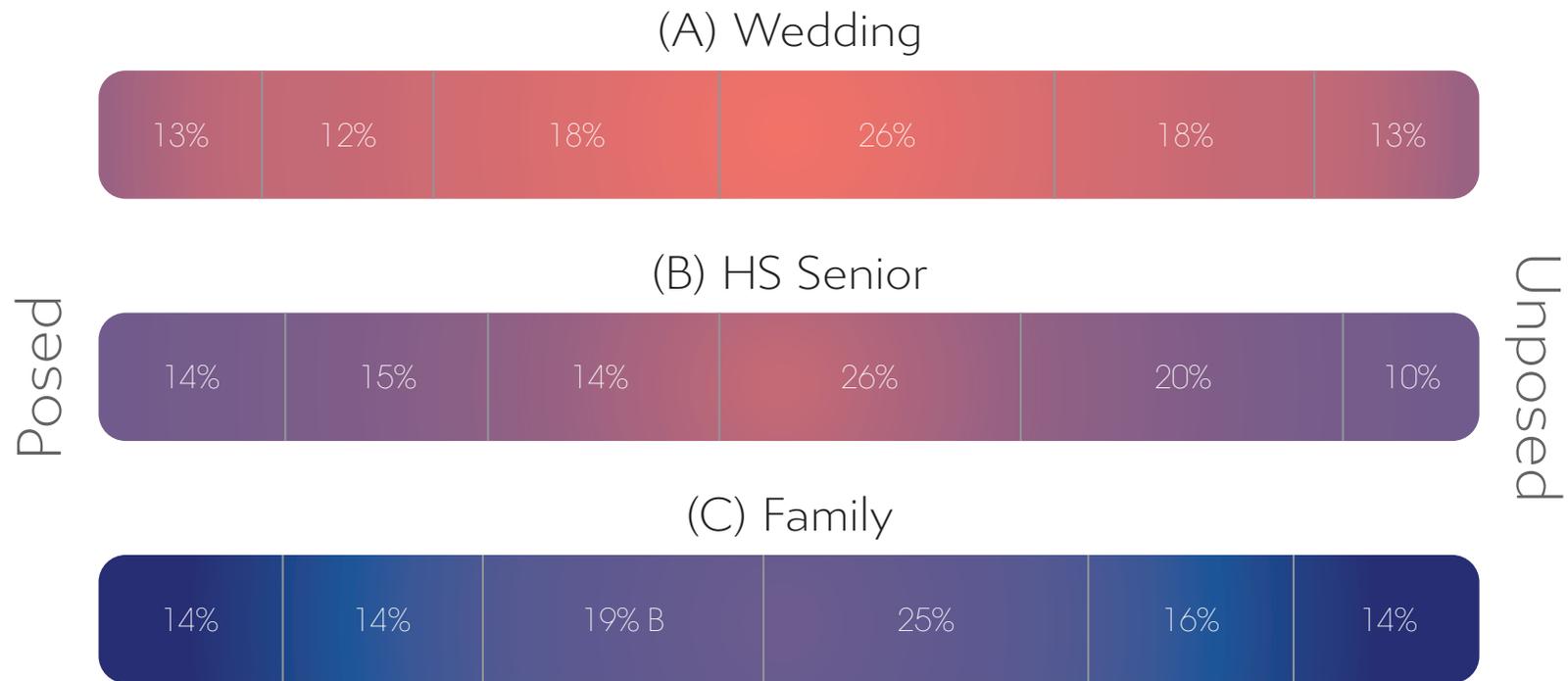


Vintage style has higher preference ratings than Modern.

Base: All Respondents: Wedding Purchasers/Intenders (513), HS Senior Purchasers/Intenders (448), Family Purchasers/Intenders (627)
Research commissioned by PPA and conducted by a nationwide third-party marketing research group.

STYLE – POSED VS. UNPOSED

Q. Thinking about photography styles, for each row below, please indicate which word best describes the style of photography you prefer:



Unposed is preferred to posed photography.

A/B/C = Significantly higher at 95% confidence

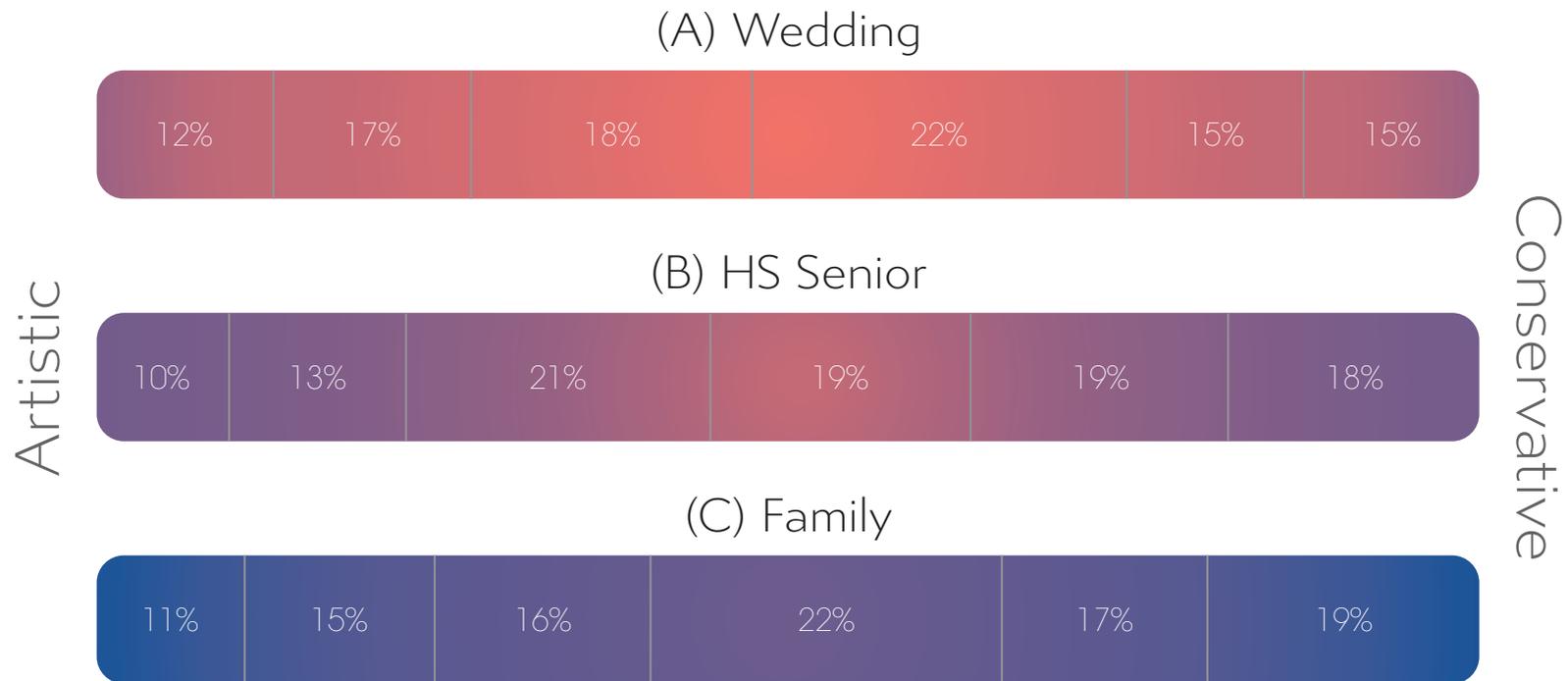
Base: All Respondents: Wedding Purchasers/Intenders (513), HS Senior Purchasers/Intenders (448), Family Purchasers/Intenders (627)

Research commissioned by PPA and conducted by a nationwide third-party marketing research group.



STYLE – ARTISTIC VS. CONSERVATIVE

Q. Thinking about photography styles, for each row below, please indicate which word best describes the style of photography you prefer:



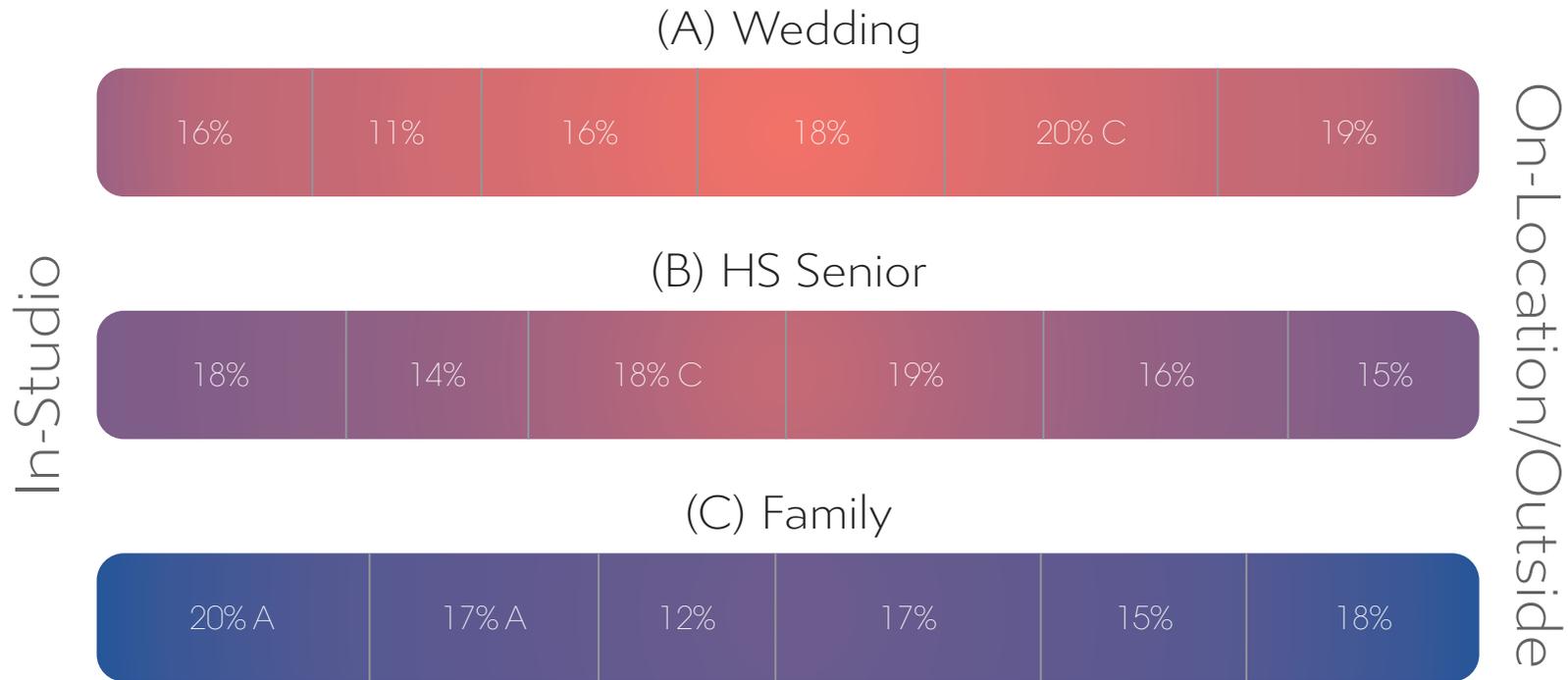
Conservative style is preferred to Artistic style, especially among those who purchased or intend to purchase Family photography.

Base: All Respondents: Wedding Purchasers/Intenders (513), HS Senior Purchasers/Intenders (448), Family Purchasers/Intenders (627)

Research commissioned by PPA and conducted by a nationwide third-party marketing research group.

STYLE – IN-STUDIO VS. ON-LOCATION/OUTSIDE

Q. Thinking about photography styles, for each row below, please indicate which word best describes the style of photography you prefer:



On-Location/Outside is preferred to In-Studio, especially for Wedding photography.

A/B/C = Significantly higher at 95% confidence

Base: All Respondents: Wedding Purchasers/Intenders (513), HS Senior Purchasers/Intenders (448), Family Purchasers/Intenders (627)

Research commissioned by PPA and conducted by a nationwide third-party marketing research group.

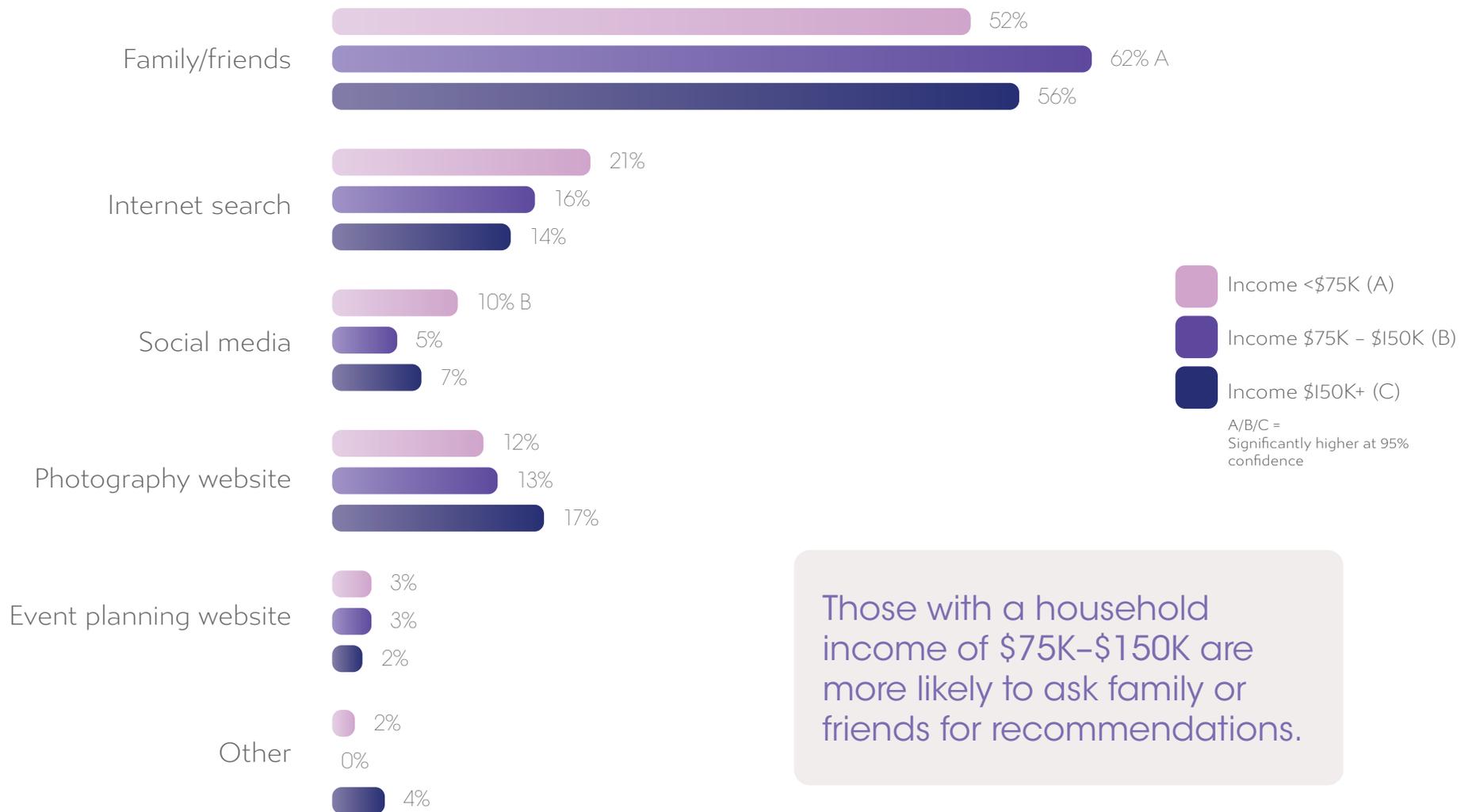




Comparisons Across Income Levels

PRIMARY SOURCE FOR RECOMMENDATION

Q. If you were considering hiring a professional photographer, where would you look first for recommendations?

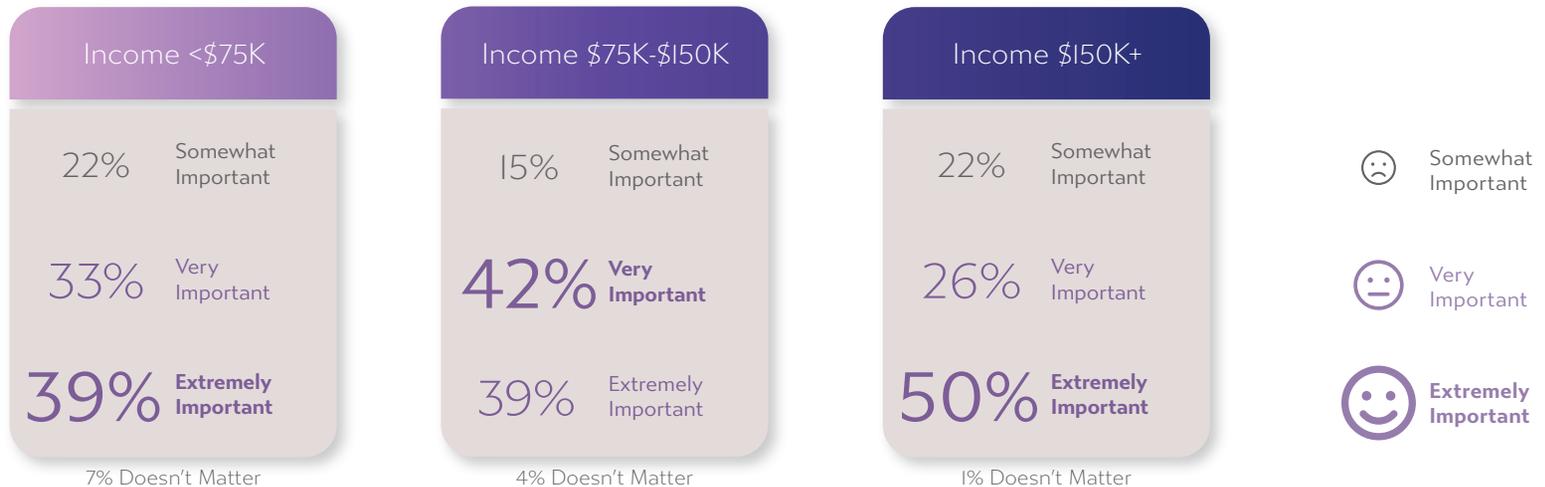


Base: Purchased/Intend to Purchase/Likely to Use Professional Photography: Income <\$75K (799), Income \$75K-\$150K (331), Income \$150K+ (112)

Research commissioned by PPA and conducted by a nationwide third-party marketing research group.

IMPORTANCE OF DIGITAL FILES

Q. How important is it to you to be able to purchase digital files of your professional photography?



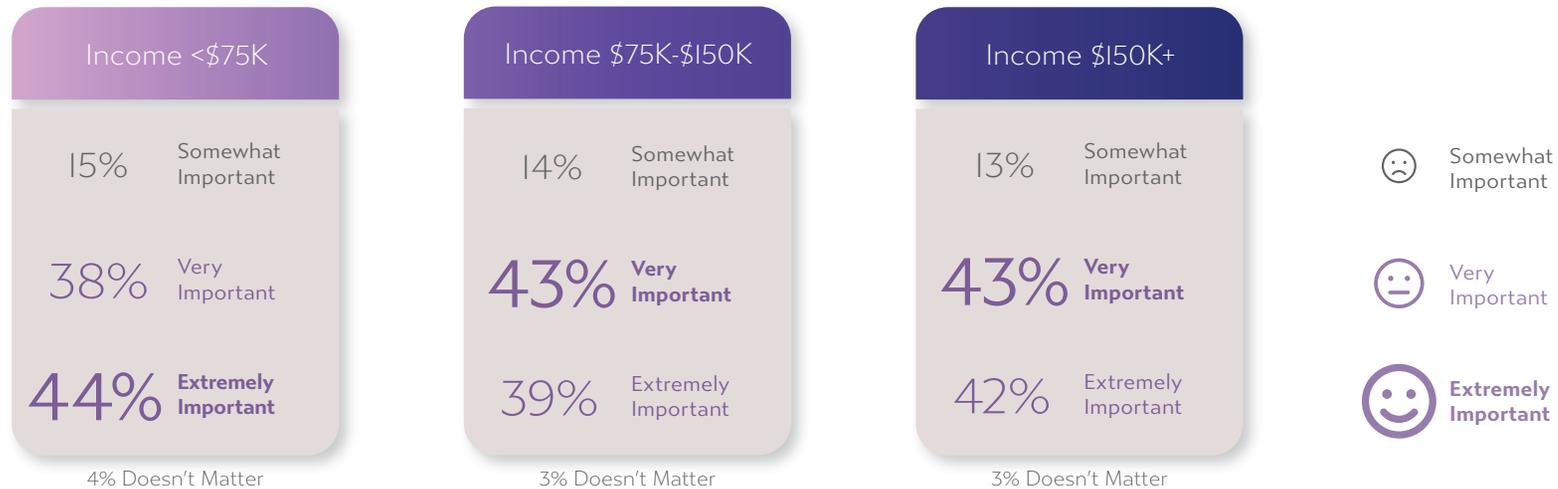
4 out of 5 with a household income of \$75K-\$150K say that the ability to purchase digital files is extremely/very important.

Base: Purchased/Intend to Purchase Professional Photography: Income <\$75K (427), Income \$75K-\$150K (208), Income \$150K+ (72)

Research commissioned by PPA and conducted by a nationwide third-party marketing research group.

IMPORTANCE OF PRINTS

Q. How important is it to you to be able to purchase print products from a professional photographer?



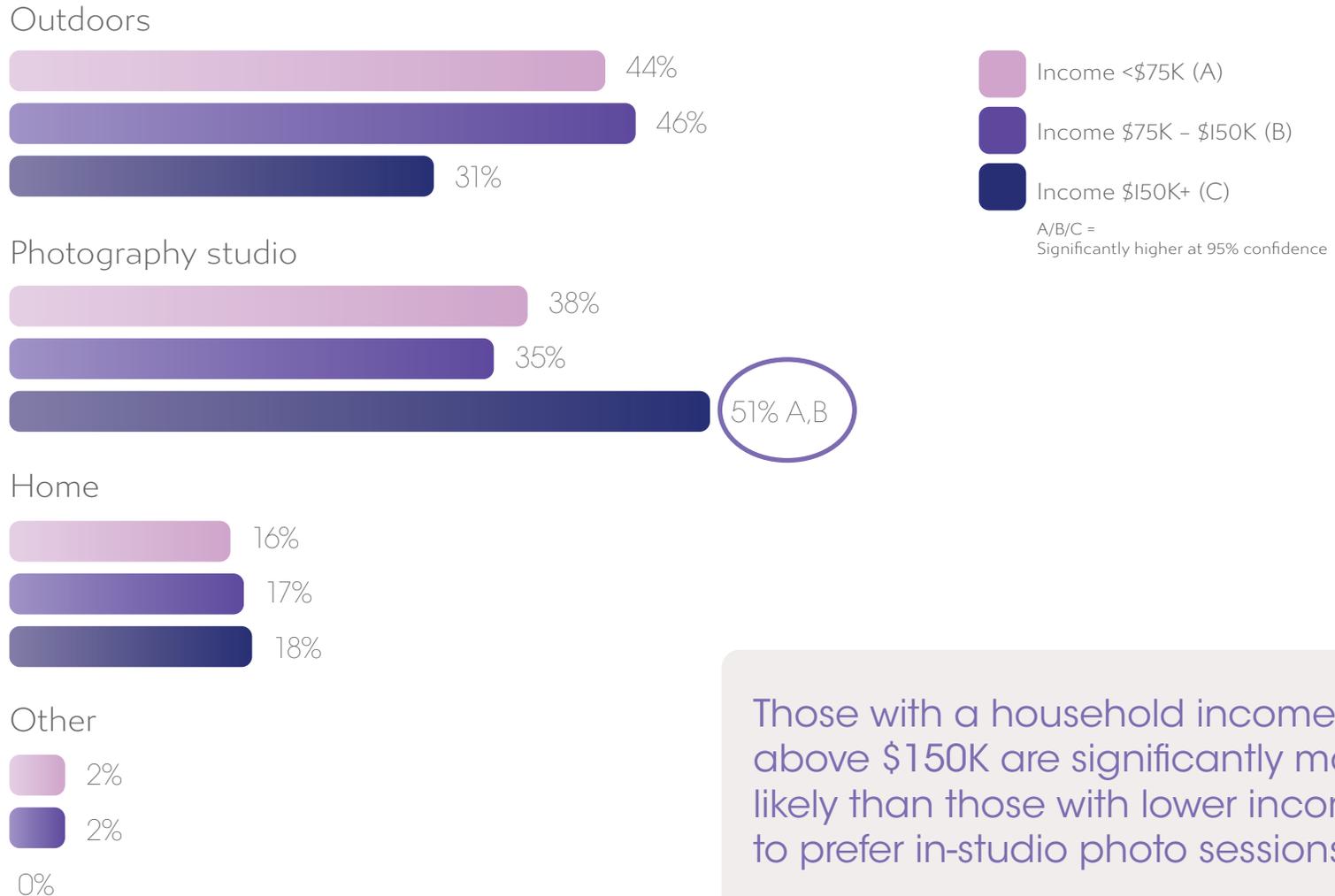
Prints are important, no matter your client's income level.

Base: Purchased/Intend to Purchase Professional Photography: Income <\$75K (427), Income \$75K-\$150K (208), Income \$150K+ (72)

Research commissioned by PPA and conducted by a nationwide third-party marketing research group.

PREFERRED LOCATION FOR PHOTO SESSION

Q. If you were having professional portraits taken, would you prefer to have the photo session...?

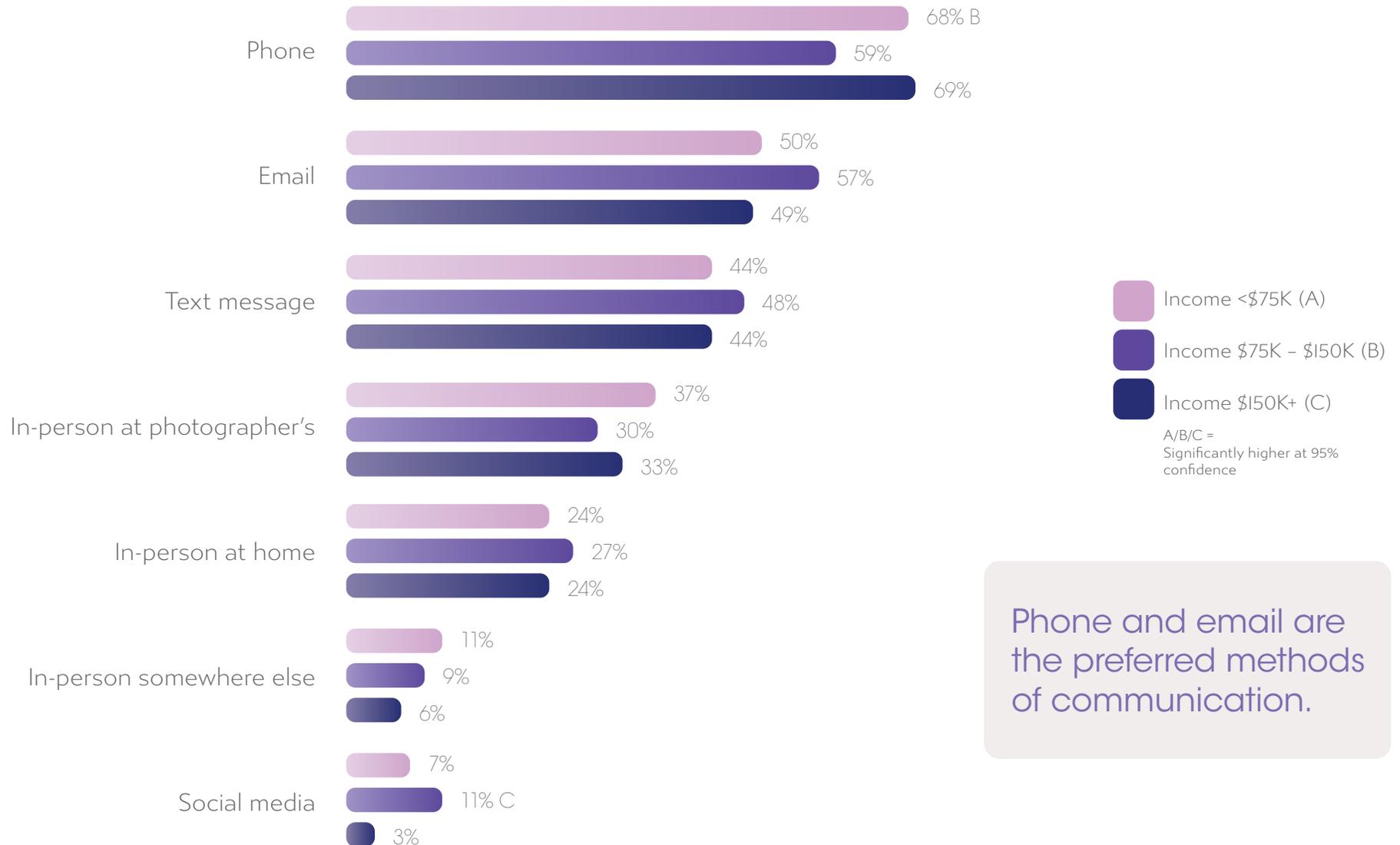


Base: Purchased/Intend to Purchase Professional Photography: Income <\$75K (427), Income \$75K-\$150K (208), Income \$150K+ (72)

Research commissioned by PPA and conducted by a nationwide third-party marketing research group.

COMMUNICATION WITH PHOTOGRAPHER

Q. How would you prefer to communicate with a professional photographer?



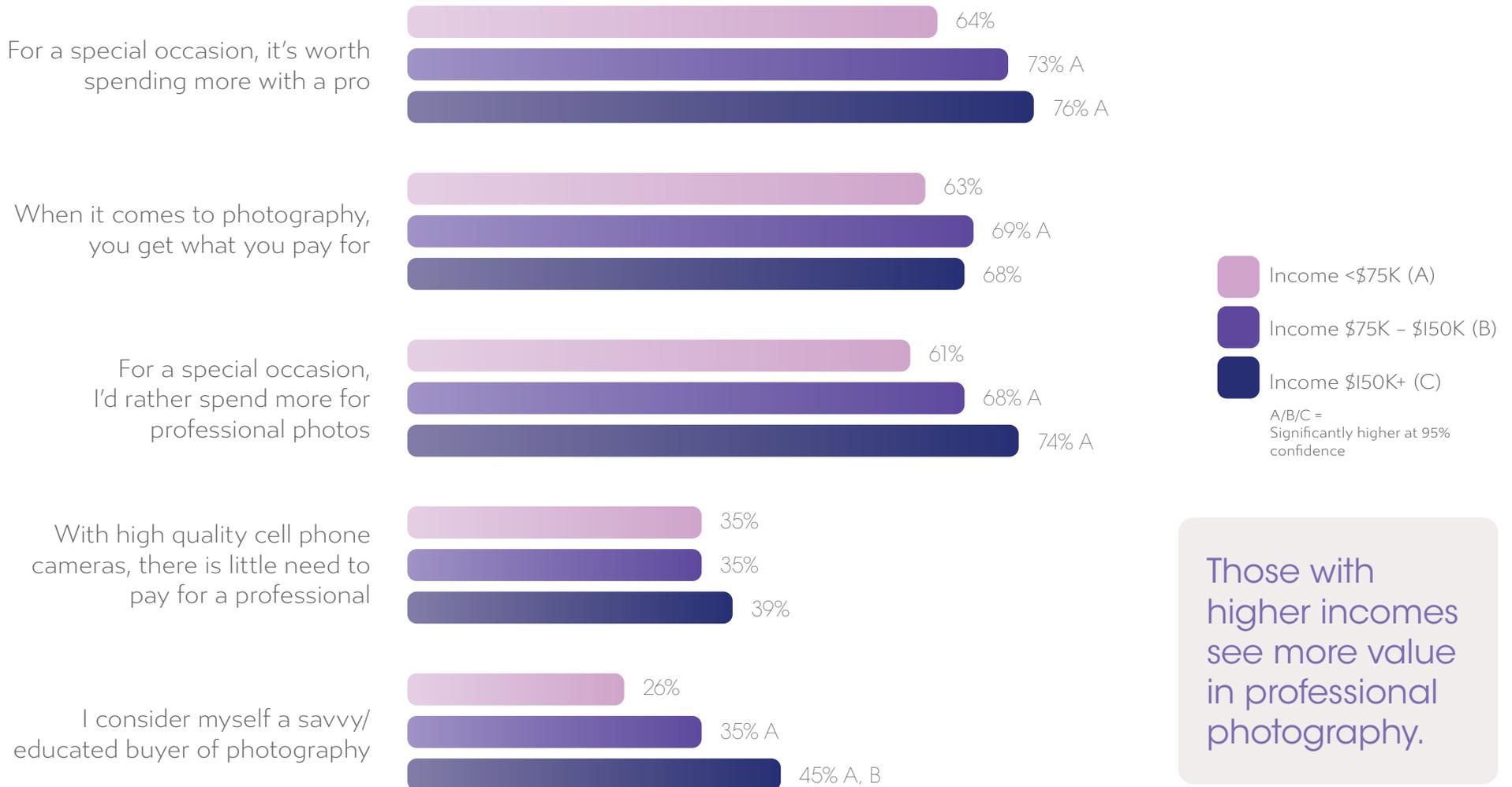
Phone and email are the preferred methods of communication.

Base: Purchased/Intend to purchase professional photography: Income <\$75K (427), Income \$75K-\$150K (208), Income \$150K+ (72)

Research commissioned by PPA and conducted by a nationwide third-party marketing research group.

VIEWPOINTS ON PHOTOGRAPHY

Q. Please indicate how much you agree or disagree with each statement below:

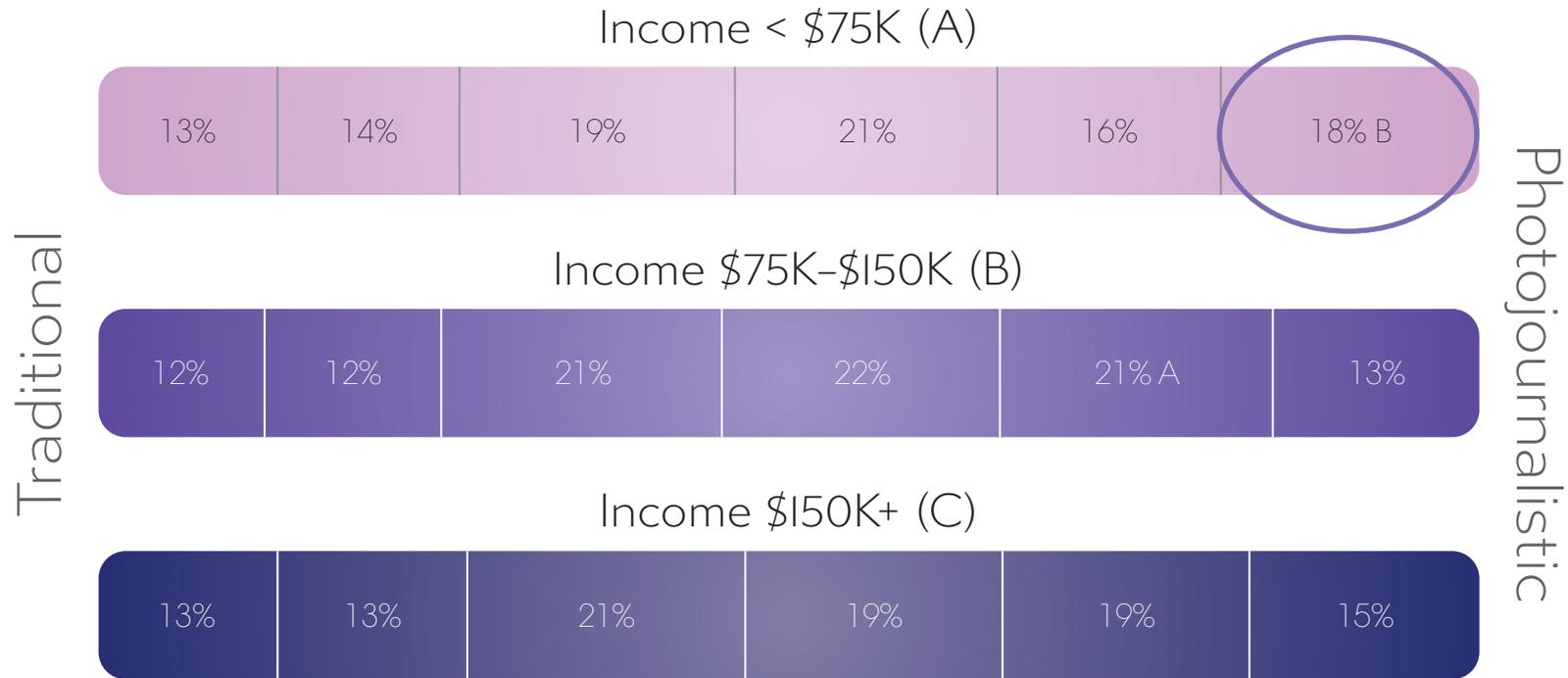


Base: All Respondents: Income <\$75K (1140), Income \$75K-\$150K (448), Income \$150K+ (136)

Research commissioned by PPA and conducted by a nationwide third-party marketing research group.

STYLE – TRADITIONAL VS. PHOTOJOURNALISTIC

Q. Thinking about photography styles, for each row below, please indicate which word best describes the style of photography you prefer:



A/B/C = Significantly higher at 95% confidence

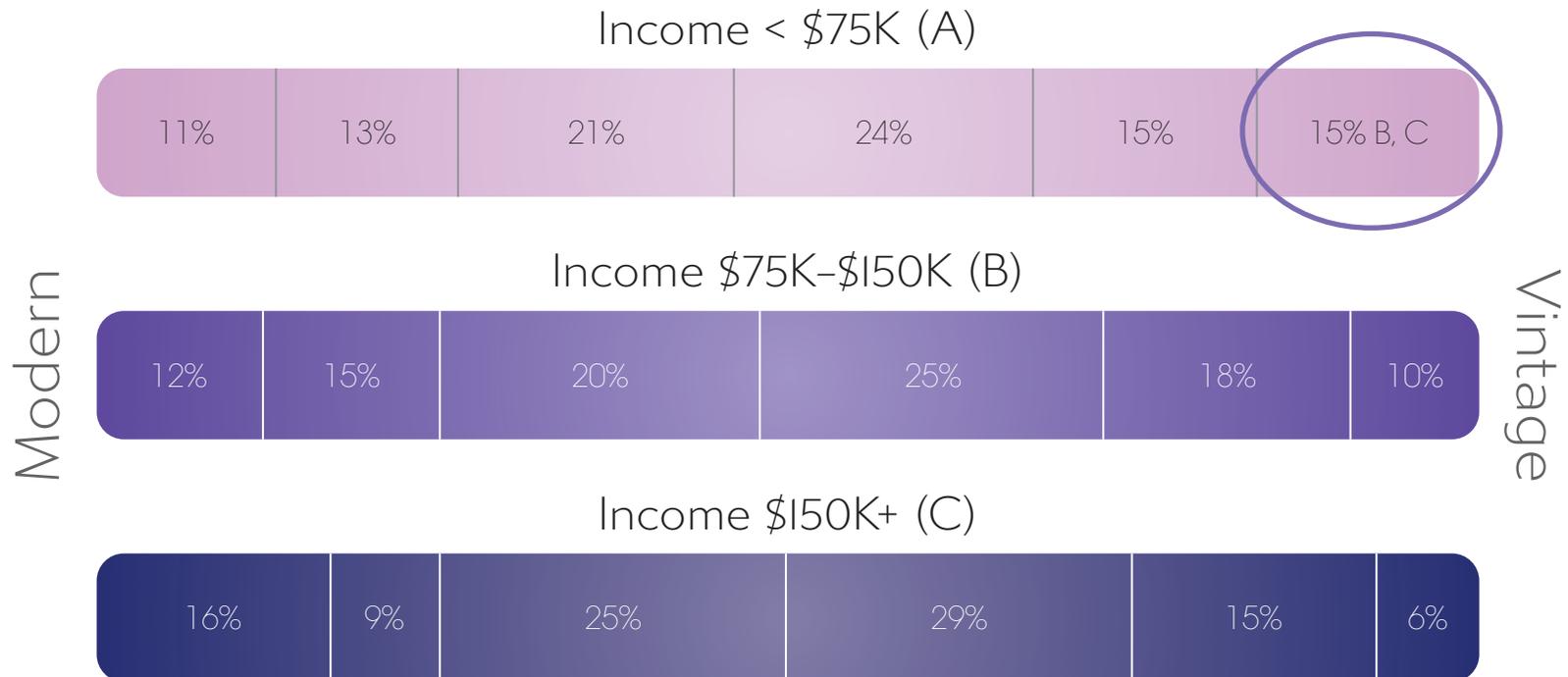
Base: All Respondents: Income <\$75K (1140), Income \$75K-\$150K (448), Income \$150K+ (136)

Research commissioned by PPA and conducted by a nationwide third-party marketing research group.



STYLE – MODERN VS. VINTAGE

Q. Thinking about photography styles, for each row below, please indicate which word best describes the style of photography you prefer:



Vintage style has higher preference ratings in lower incomes.

A/B/C = Significantly higher at 95% confidence

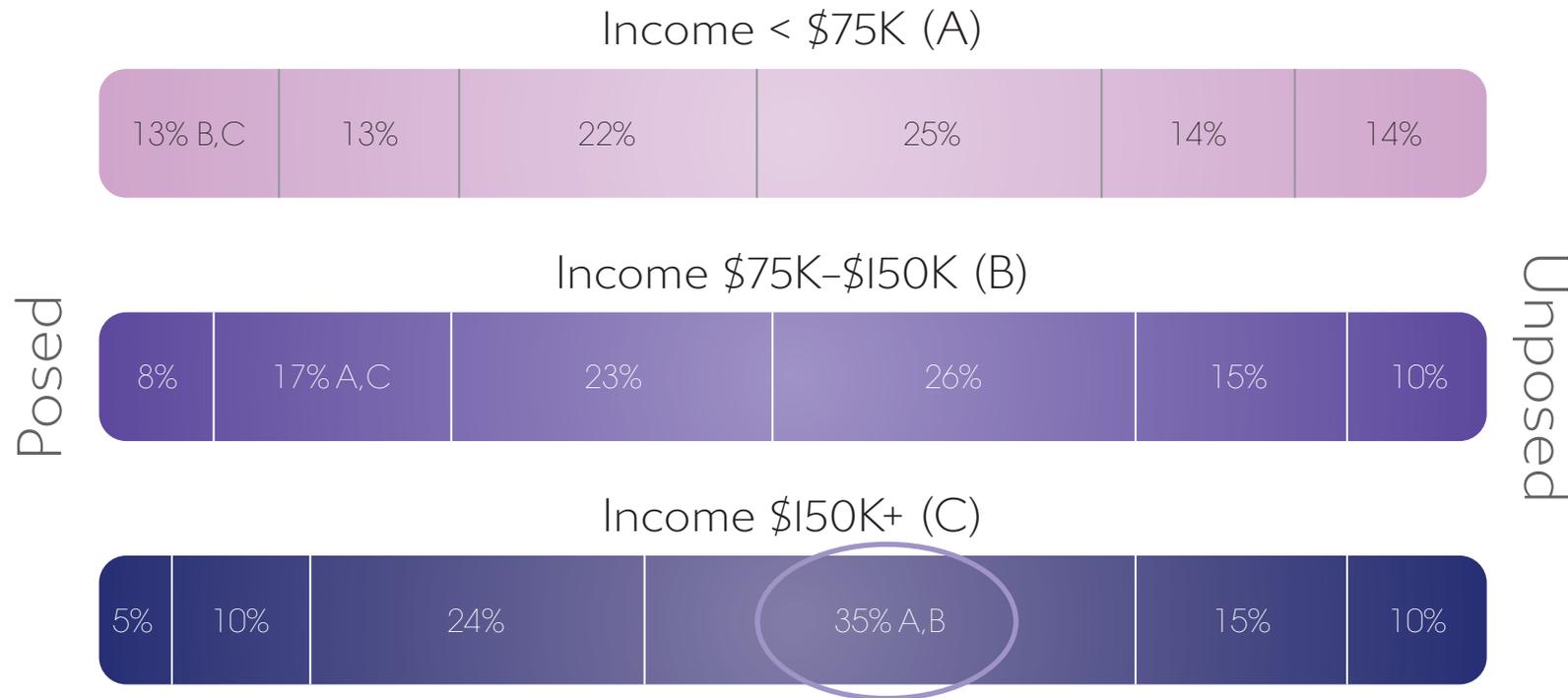
Base: All Respondents: Income <\$75K (1140), Income \$75K-\$150K (448), Income \$150K+ (136)

Research commissioned by PPA and conducted by a nationwide third-party marketing research group.



STYLE – POSED VS. UNPOSED

Q. Thinking about photography styles, for each row below, please indicate which word best describes the style of photography you prefer:



Unposed style has more preference ratings in highest incomes.

A/B/C = Significantly higher at 95% confidence

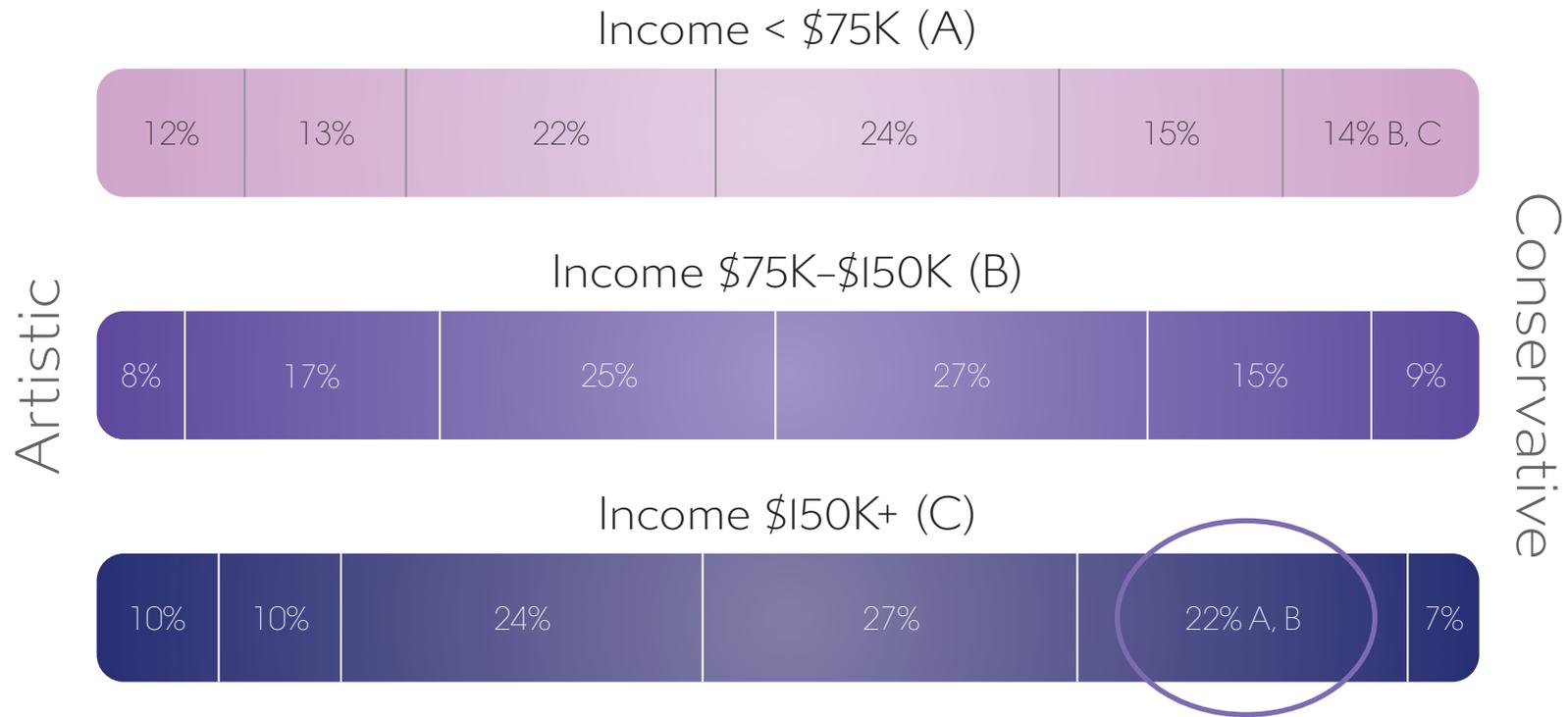
Base: All Respondents: Income <\$75K (1140), Income \$75K-\$150K (448), Income \$150K+ (136)

Research commissioned by PPA and conducted by a nationwide third-party marketing research group.



STYLE – ARTISTIC VS. CONSERVATIVE

Q. Thinking about photography styles, for each row below, please indicate which word best describes the style of photography you prefer:



Conservative style has more preference ratings in highest incomes.

A/B/C = Significantly higher at 95% confidence

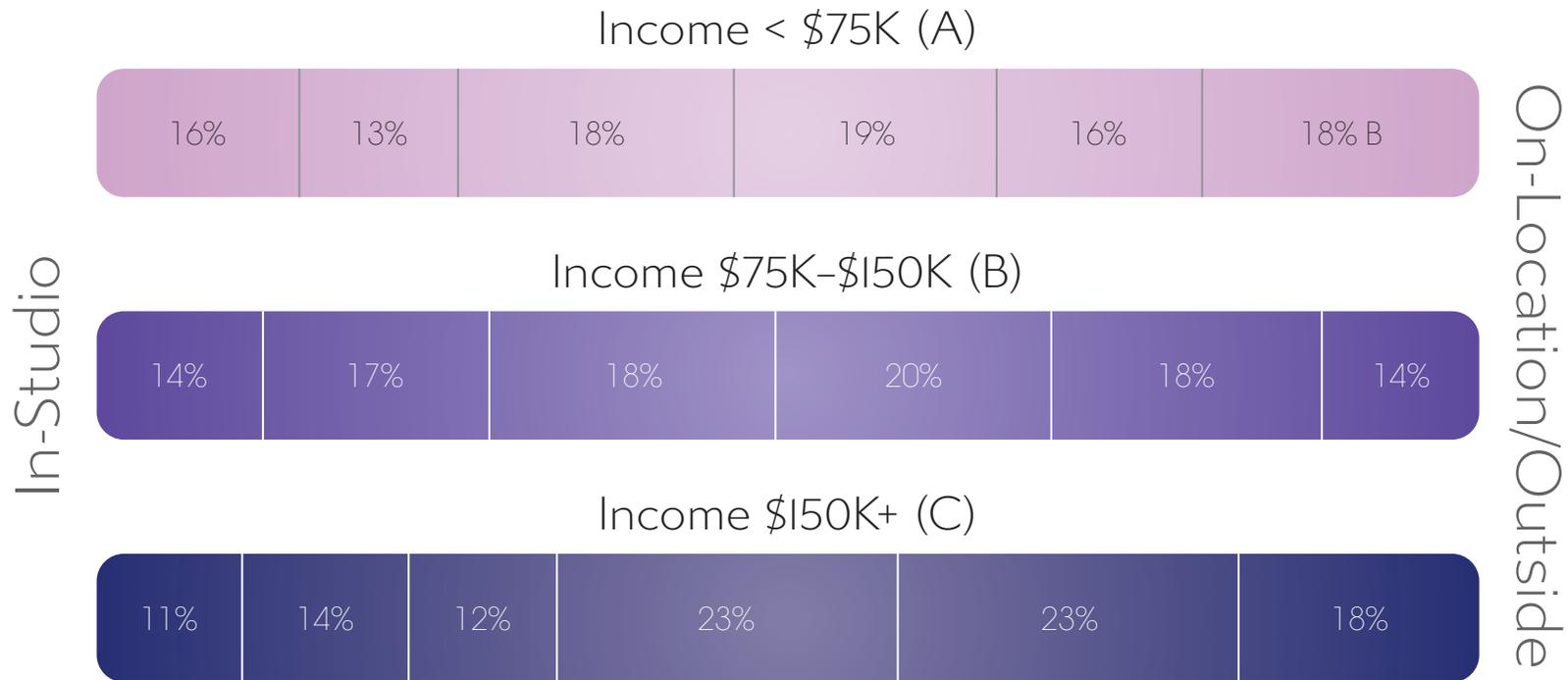
Base: All Respondents: Income <\$75K (1140), Income \$75K-\$150K (448), Income \$150K+ (136)

Research commissioned by PPA and conducted by a nationwide third-party marketing research group.



STYLE – IN-STUDIO VS. ON-LOCATION/OUTSIDE

Q. Thinking about photography styles, for each row below, please indicate which word best describes the style of photography you prefer:



On-Location/Outside is preferred to In-Studio in highest incomes.

A/B/C = Significantly higher at 95% confidence

Base: All Respondents: Income <\$75K (1140), Income \$75K-\$150K (448), Income \$150K+ (136)

Research commissioned by PPA and conducted by a nationwide third-party marketing research group.

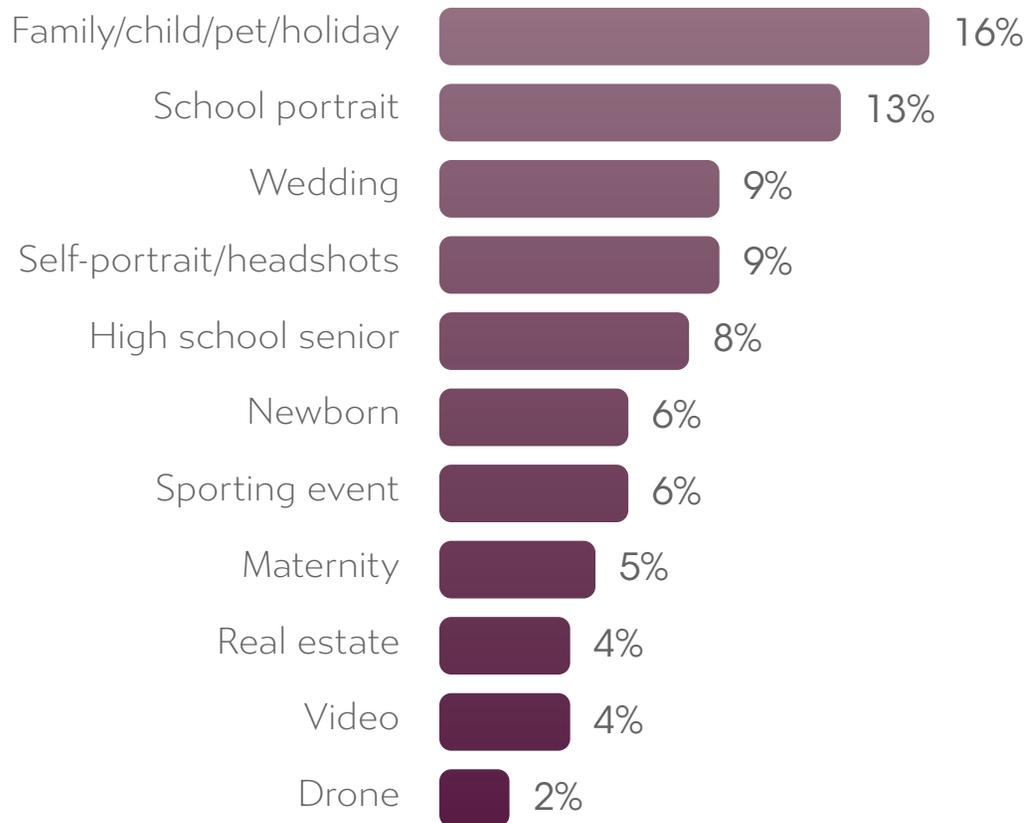




Details of Past and Future Photography Purchasers in the General Population

PERCENT OF GENERAL POPULATION THAT HAS PURCHASED PROFESSIONAL PHOTOGRAPHY

Q. In the past 3 years, what did you last use a professional photographer for?



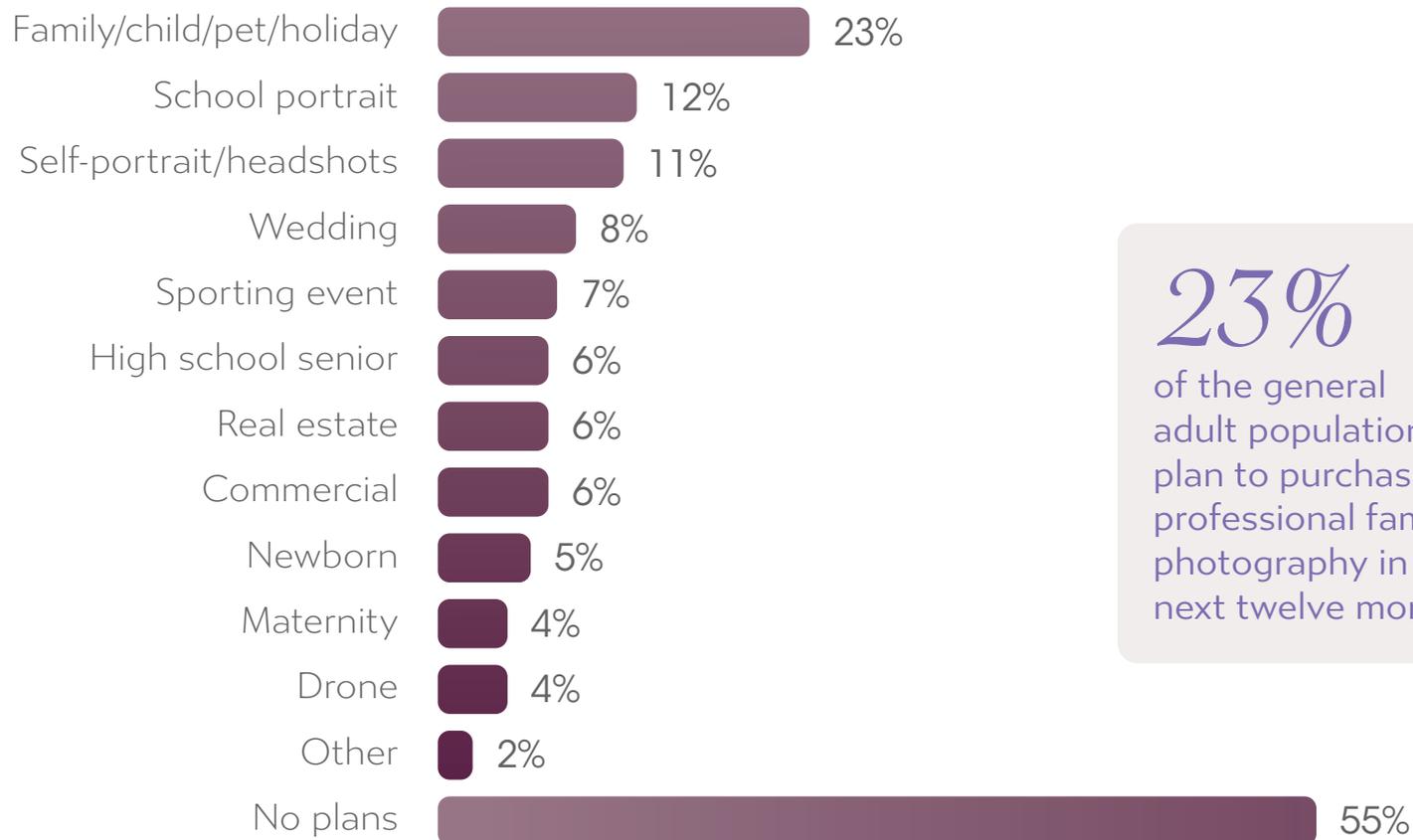
16%
of the general adult population have purchased professional family photography in the past three years.

Base: All Respondents in General Population Sample (n=1253)

Research commissioned by PPA and conducted by a nationwide third-party marketing research group.

PERCENT OF GENERAL POPULATION THAT PLANS TO PURCHASE PROFESSIONAL PHOTOGRAPHY

Q. For which types of professional photography below, if any, do you plan to use a professional photographer in the NEXT 12 MONTHS?

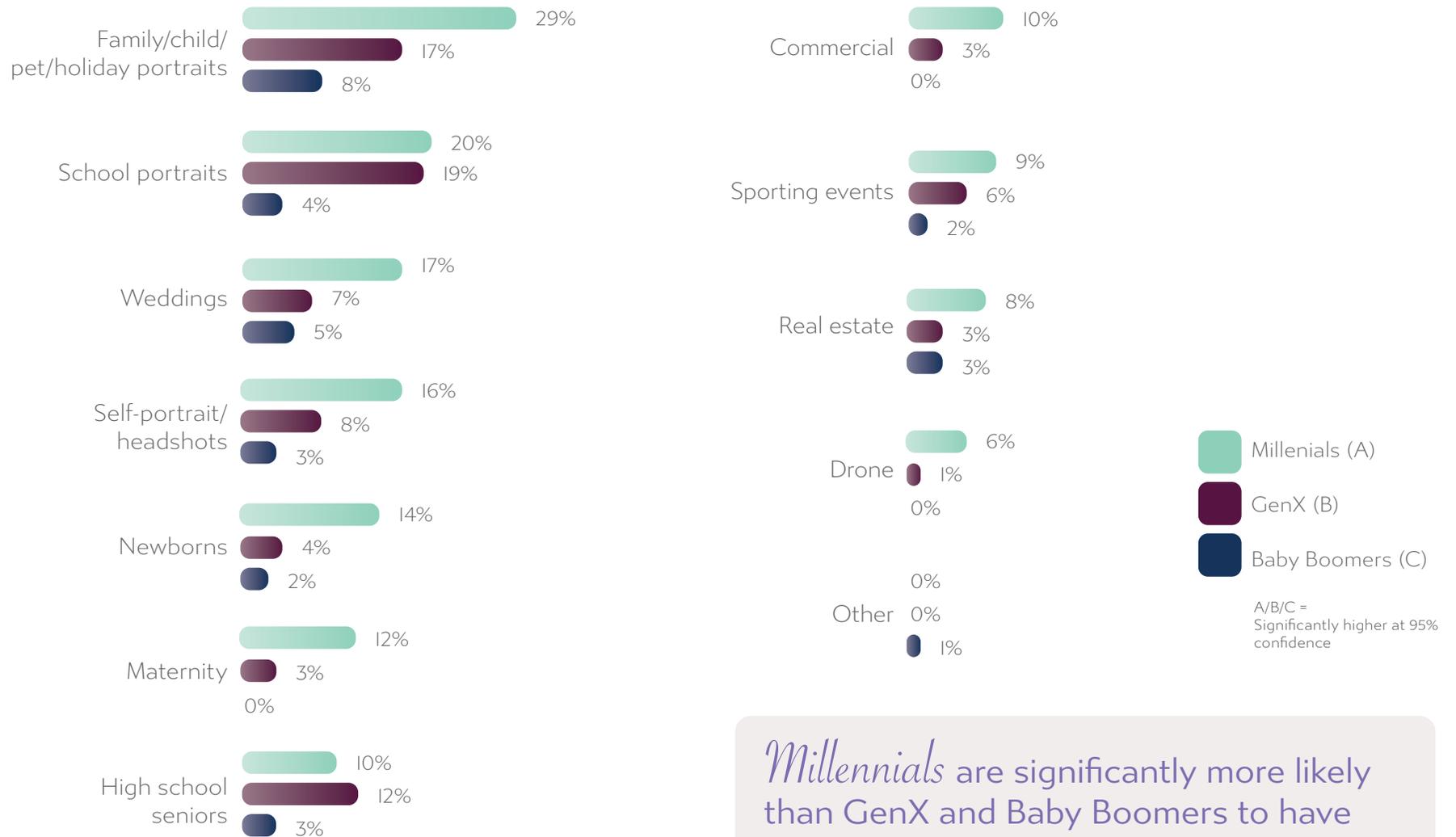


Base: All Respondents in General Population Sample (n=1253)

Research commissioned by PPA and conducted by a nationwide third-party marketing research group.

PHOTOGRAPHY TYPES PURCHASED BY GENERATION

Q. In the past 3 years, what did you use a professional photographer for?

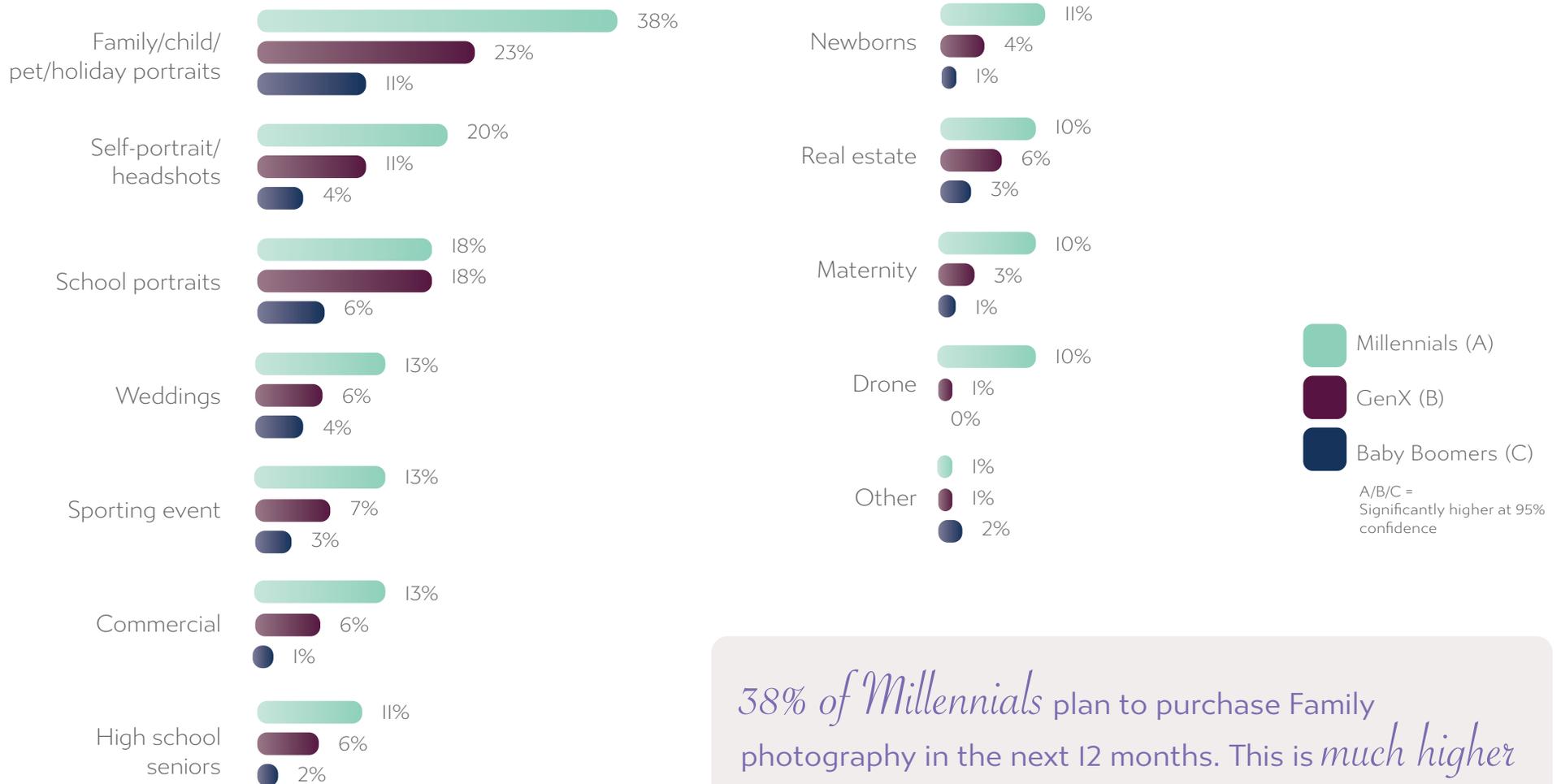


Millennials are significantly more likely than GenX and Baby Boomers to have hired a professional photographer.

Base: All Respondents in General Population Sample: Millennials (402), GenX (270), Boomers (411)
 Research commissioned by PPA and conducted by a nationwide third-party marketing research group.

PLANS TO PURCHASE PHOTOGRAPHY BY GENERATION

Q. For which types of professional photography below, if any, do you plan to use a professional photographer in the NEXT 12 MONTHS?

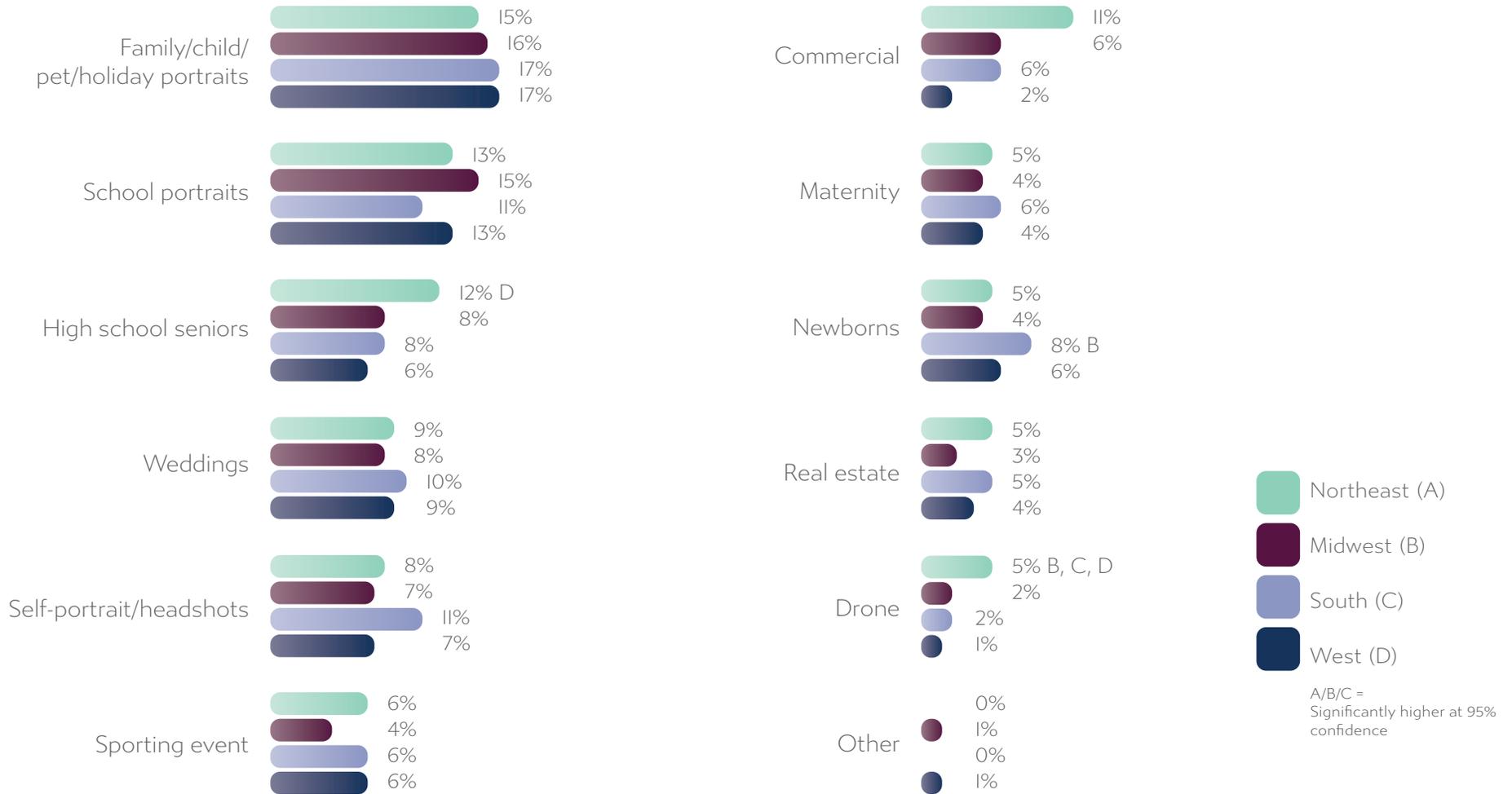


38% of Millennials plan to purchase Family photography in the next 12 months. This is much higher than the percentage of GenX and Baby Boomers.

Base: All Respondents in General Population Sample: Millennials (402), GenX (270), Boomers (411)
 Research commissioned by PPA and conducted by a nationwide third-party marketing research group.

PHOTOGRAPHY TYPE PURCHASED BY REGION

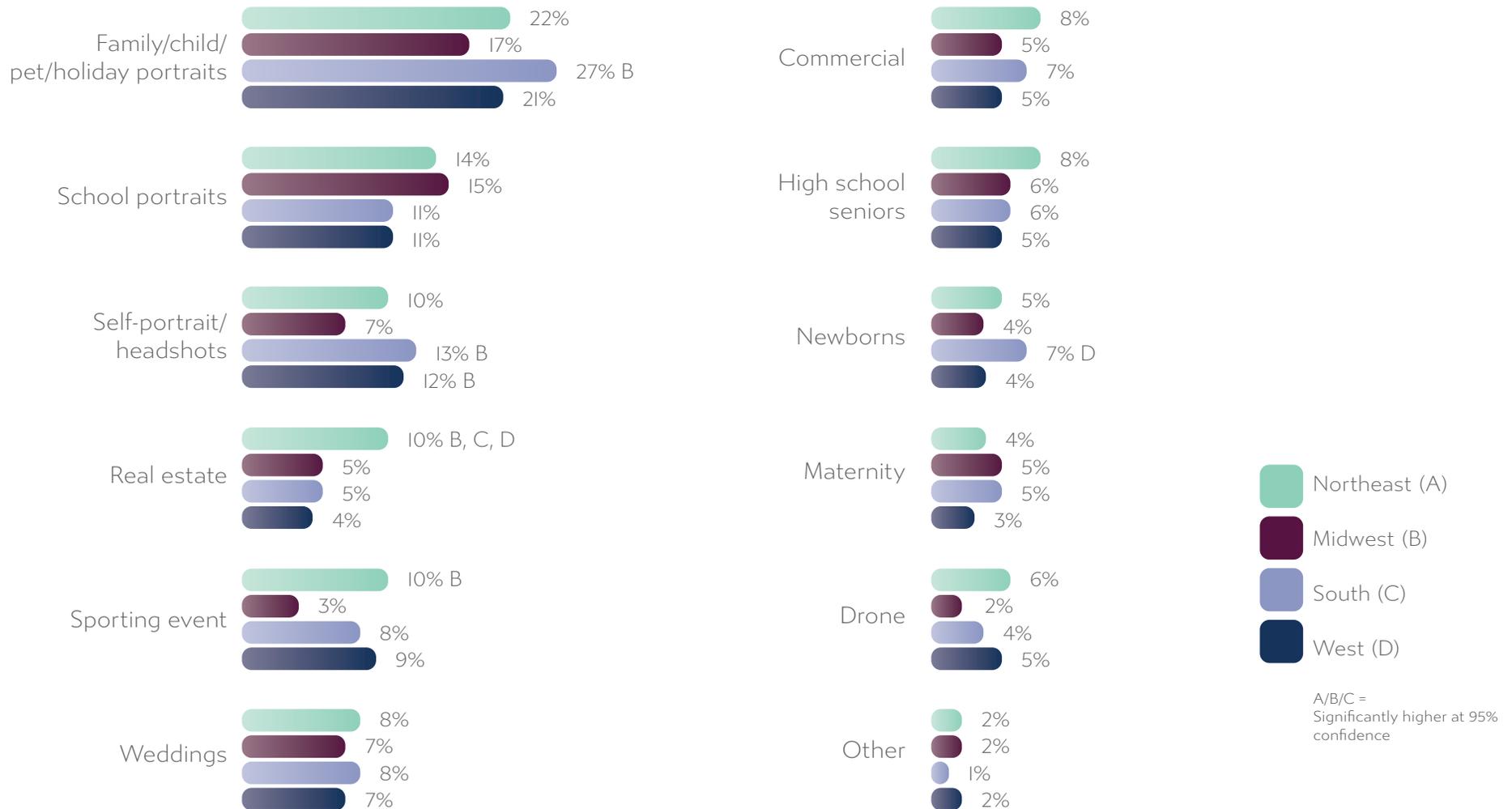
Q. In the past 3 years, what did you last use a professional photographer for?



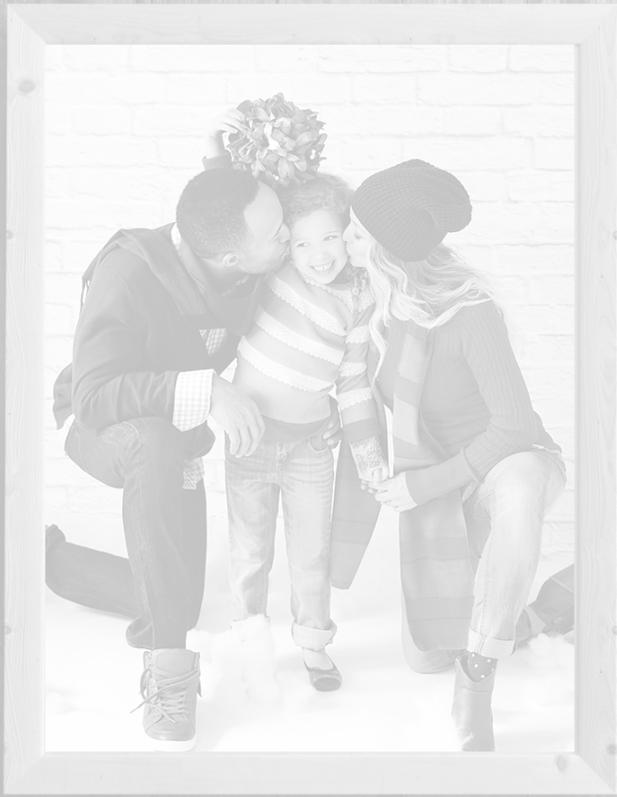
Base: All Respondents in General Population Sample: Northeast (212), Midwest (263), South (475), West (303)
 Research commissioned by PPA and conducted by a nationwide third-party marketing research group.

PLANS TO PURCHASE PHOTOGRAPHY BY REGION

Q. For which types of professional photography below, if any, do you plan to use a professional photographer in the NEXT 12 MONTHS?



Base: All Respondents in General Population Sample: Northeast (212), Midwest (263), South (475), West (303)
 Research commissioned by PPA and conducted by a nationwide third-party marketing research group.



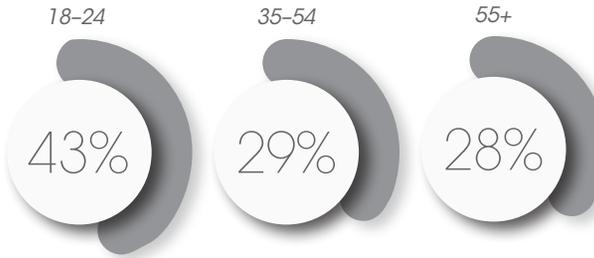
Profiles of Survey Respondents by Photography Type

WEDDING PHOTOGRAPHY – PURCHASERS

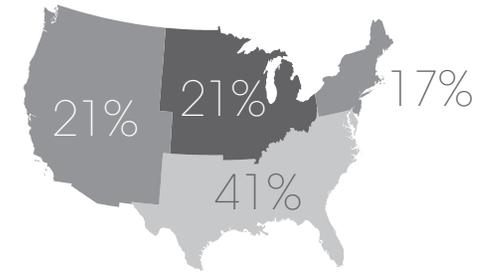
GENDER



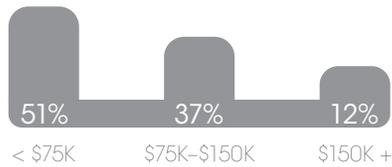
AGE



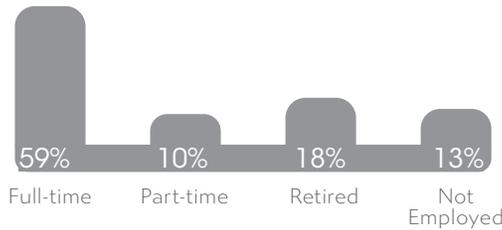
REGION



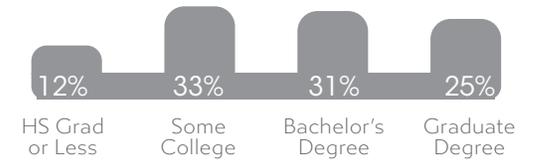
INCOME



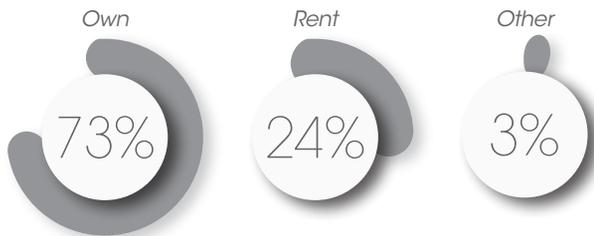
EMPLOYMENT



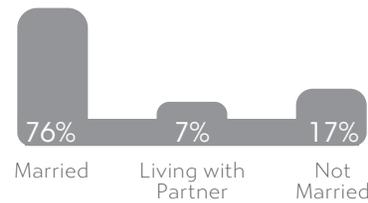
EDUCATION



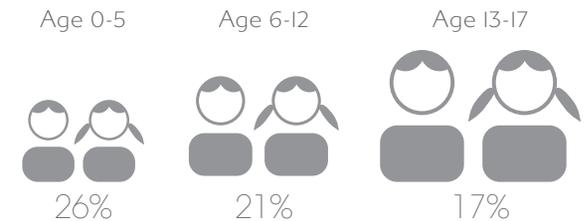
OWN/RENT



MARITAL STATUS



KIDS IN HOUSEHOLD
(45% Have kids at home)



n=374

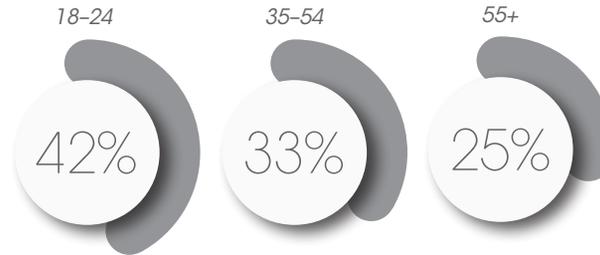
Research commissioned by PPA and conducted by a nationwide third-party marketing research group.

WEDDING PHOTOGRAPHY – PLAN TO PURCHASE

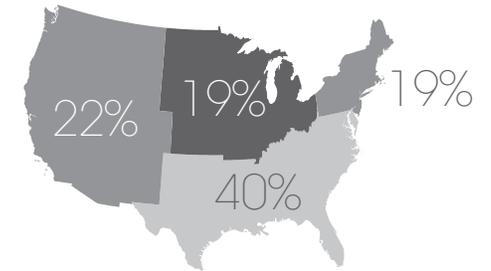
GENDER



AGE



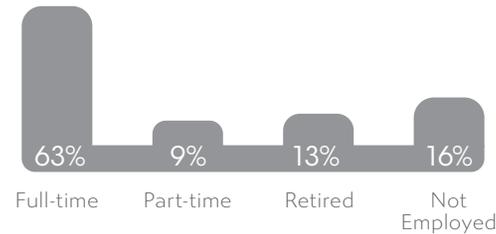
REGION



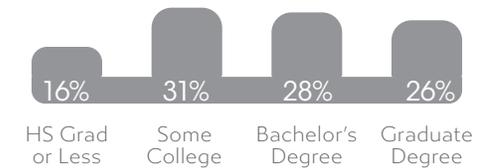
INCOME



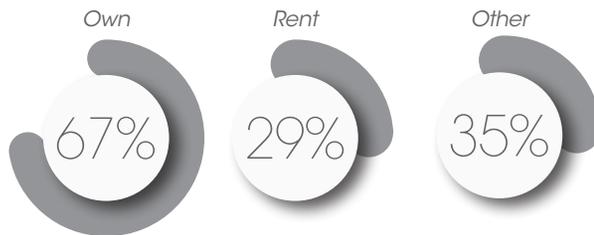
EMPLOYMENT



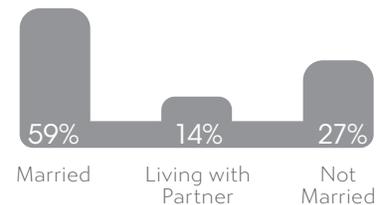
EDUCATION



OWN/RENT

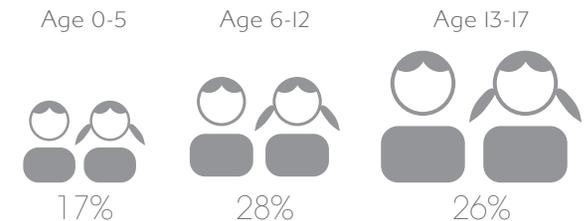


MARITAL STATUS



KIDS IN HOUSEHOLD

(48% Have kids at home)



n=221

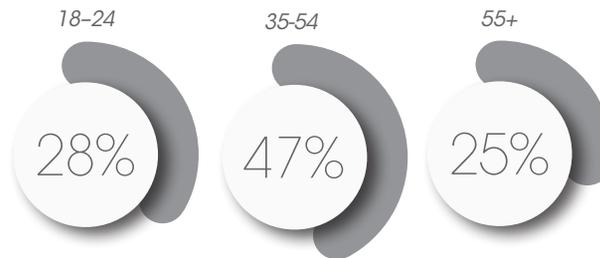
Research commissioned by PPA and conducted by a nationwide third-party marketing research group.

HIGH SCHOOL SENIOR PHOTOGRAPHY – PURCHASERS

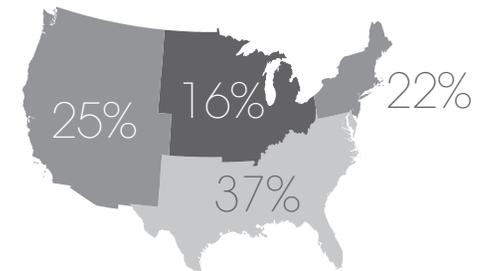
GENDER



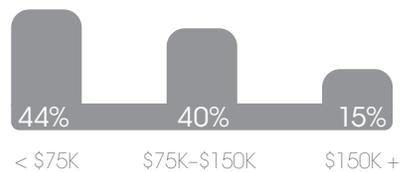
AGE



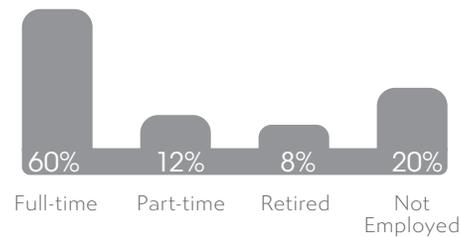
REGION



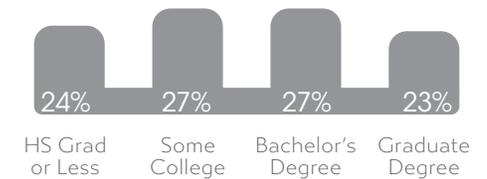
INCOME



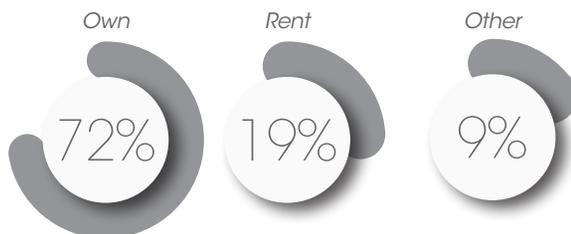
EMPLOYMENT



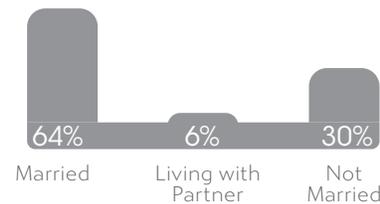
EDUCATION



OWN/RENT

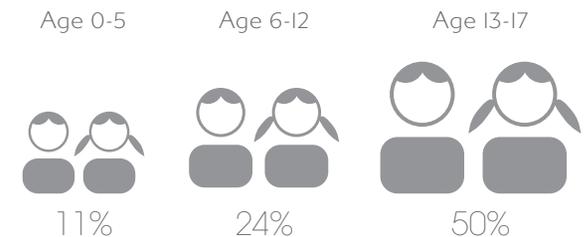


MARITAL STATUS



KIDS IN HOUSEHOLD

(62% Have kids at home)



n=355

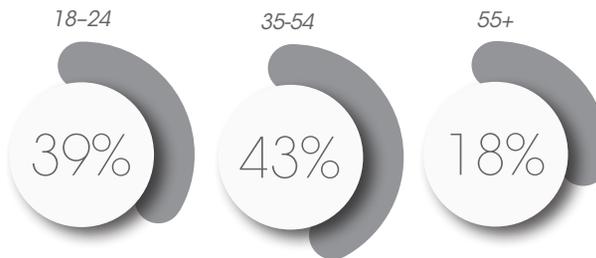
Research commissioned by PPA and conducted by a nationwide third-party marketing research group.

HIGH SCHOOL SENIOR PHOTOGRAPHY – PLAN TO PURCHASE

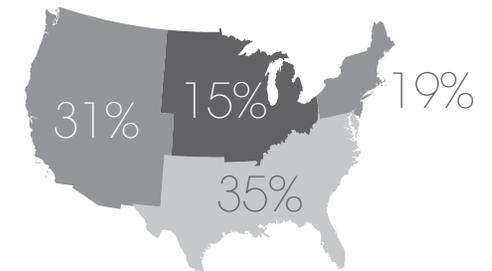
GENDER



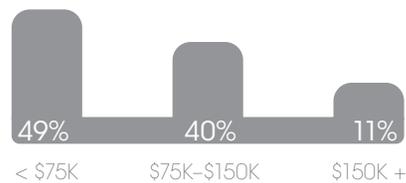
AGE



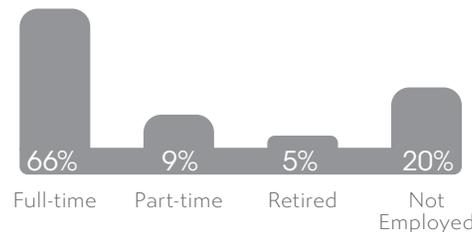
REGION



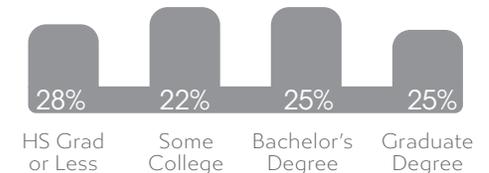
INCOME



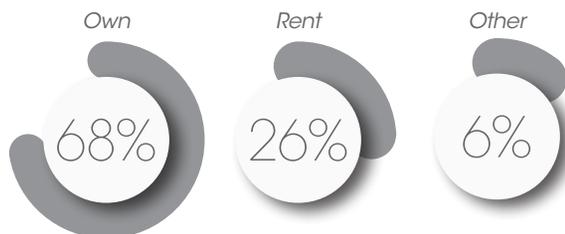
EMPLOYMENT



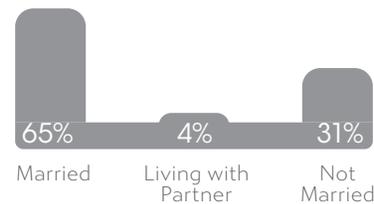
EDUCATION



OWN/RENT

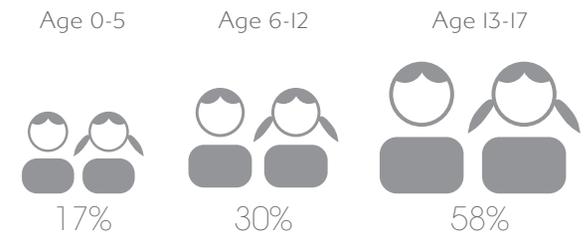


MARITAL STATUS



KIDS IN HOUSEHOLD

(72% Have kids at home)



n=210

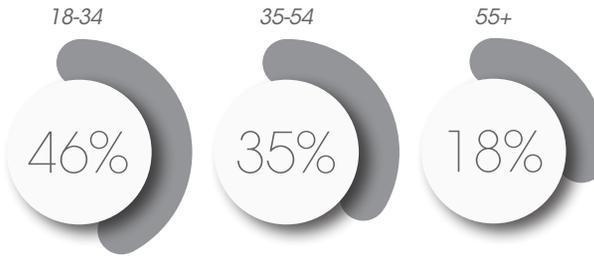
Research commissioned by PPA and conducted by a nationwide third-party marketing research group.

FAMILY PHOTOGRAPHY – PURCHASERS

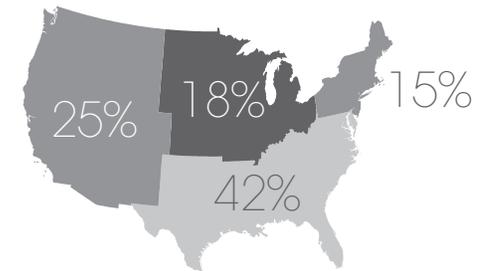
GENDER



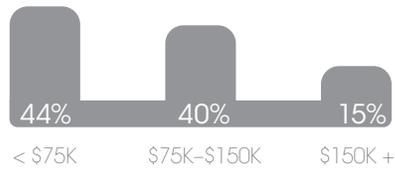
AGE



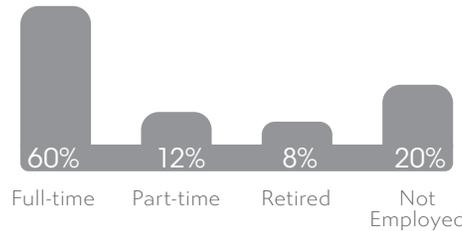
REGION



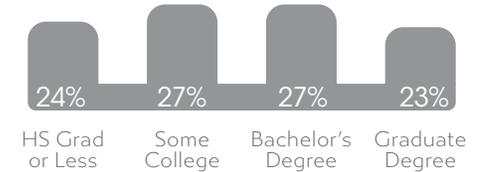
INCOME



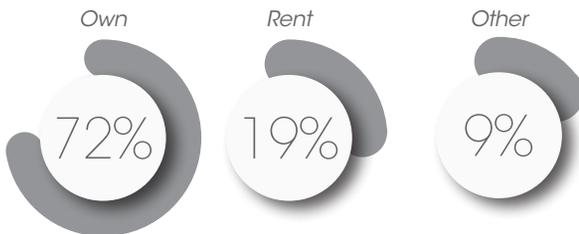
EMPLOYMENT



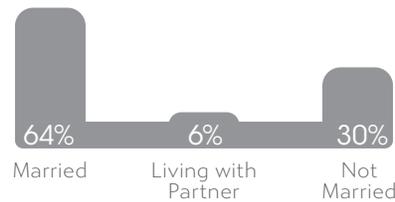
EDUCATION



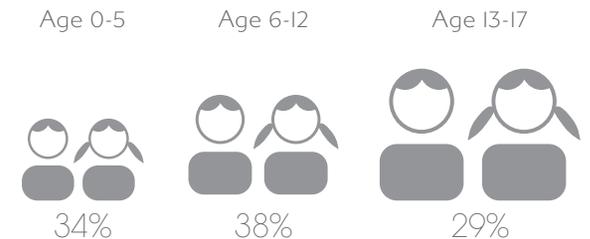
OWN/RENT



MARITAL STATUS



KIDS IN HOUSEHOLD
(70% Have kids at home)



n=393

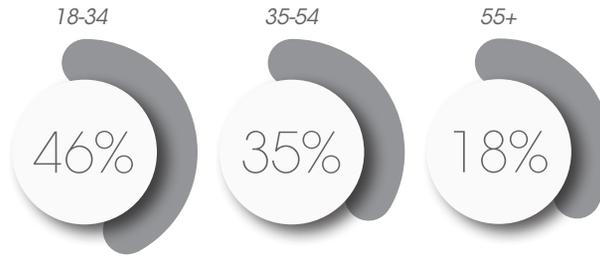
Research commissioned by PPA and conducted by a nationwide third-party marketing research group.

FAMILY PHOTOGRAPHY – PLAN TO PURCHASE

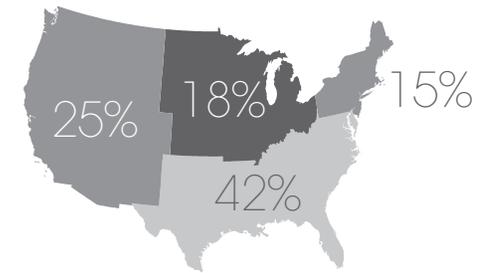
GENDER



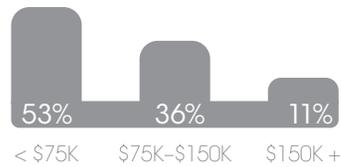
AGE



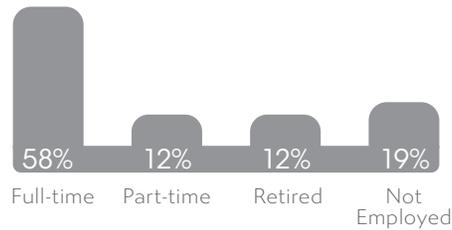
REGION



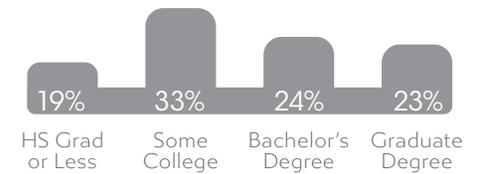
INCOME



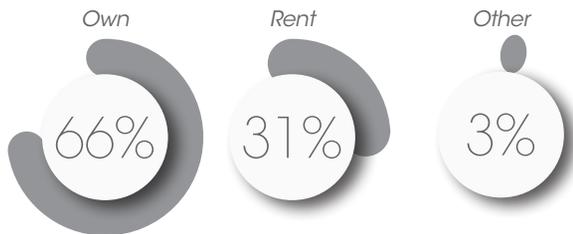
EMPLOYMENT



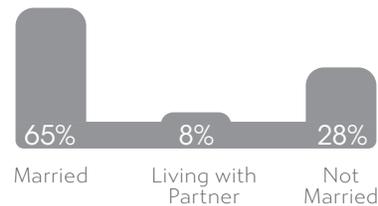
EDUCATION



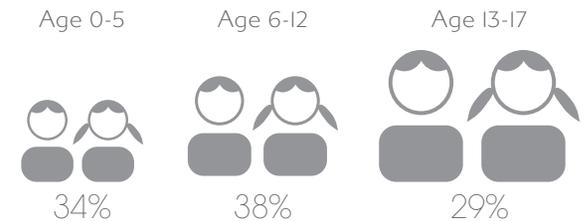
OWN/RENT



MARITAL STATUS



KIDS IN HOUSEHOLD
(70% Have kids at home)



n=520

Research commissioned by PPA and conducted by a nationwide third-party marketing research group.