



Adobe – Photoshop 30th Birthday Survey Results

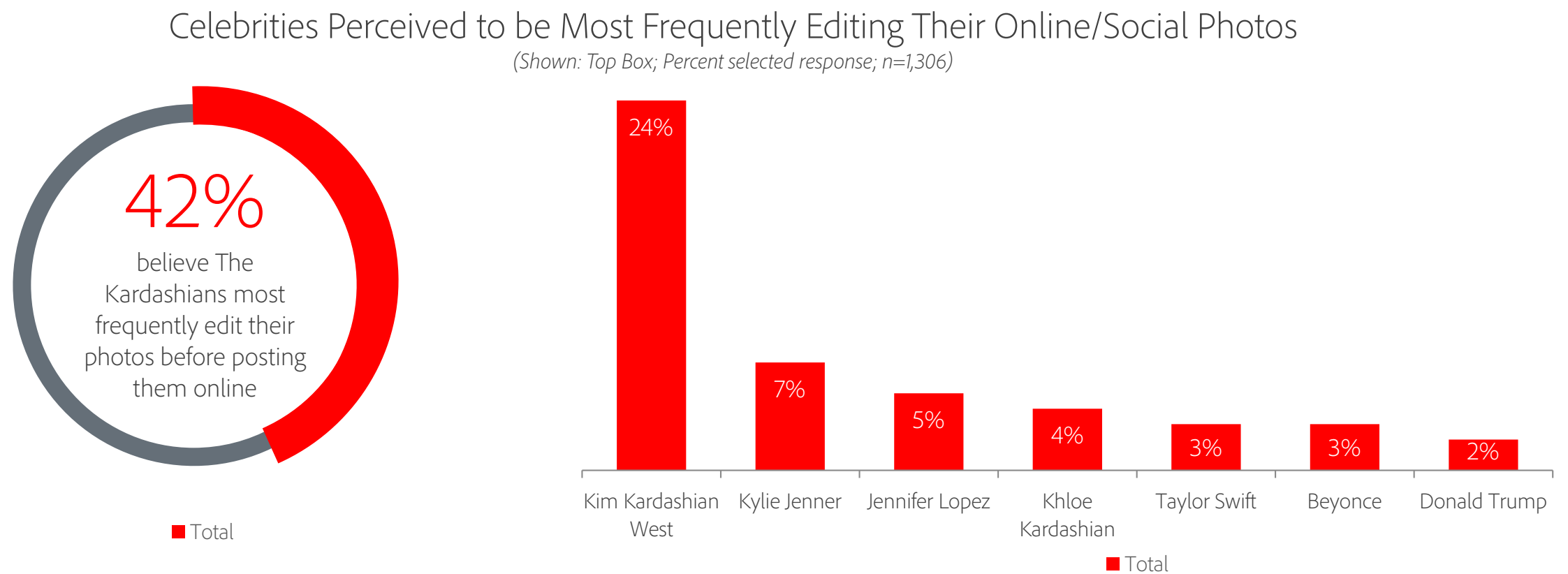
February 2020

#AdobeRemix

Siddhant Jaokar

When asked which celebrities they think most frequently edit their online photos, the Kardashians were the overwhelming top choice.

Kim Kardashian West alone was mentioned by one out of every four (24%) respondents.



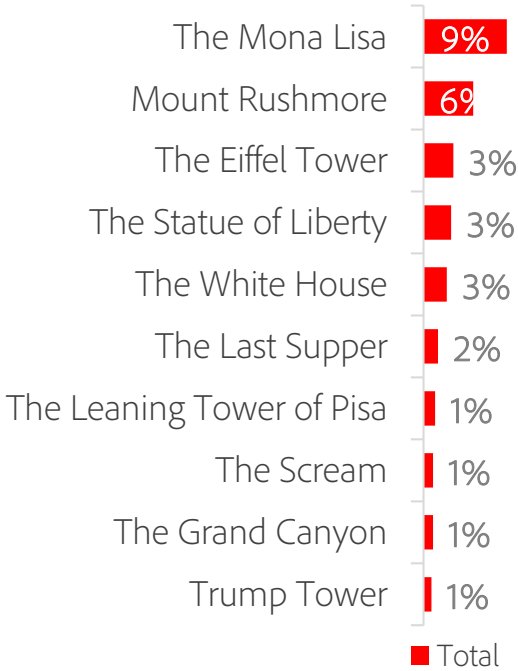
Q. Which celebrity do you think most frequently edits their photos before posing them online or on social apps? Your best guess is fine.

There are a variety of famous art pieces and landmarks people would like to see Photoshop applied to.

Famous Art or Landmark Adults Would
Like to see Photoshop Applied To

(Shown: Open End Response; n=1,306)

- Other landmarks mentioned include:
- The Washington Monument
 - The Empire State Building
 - The Great Wall of China

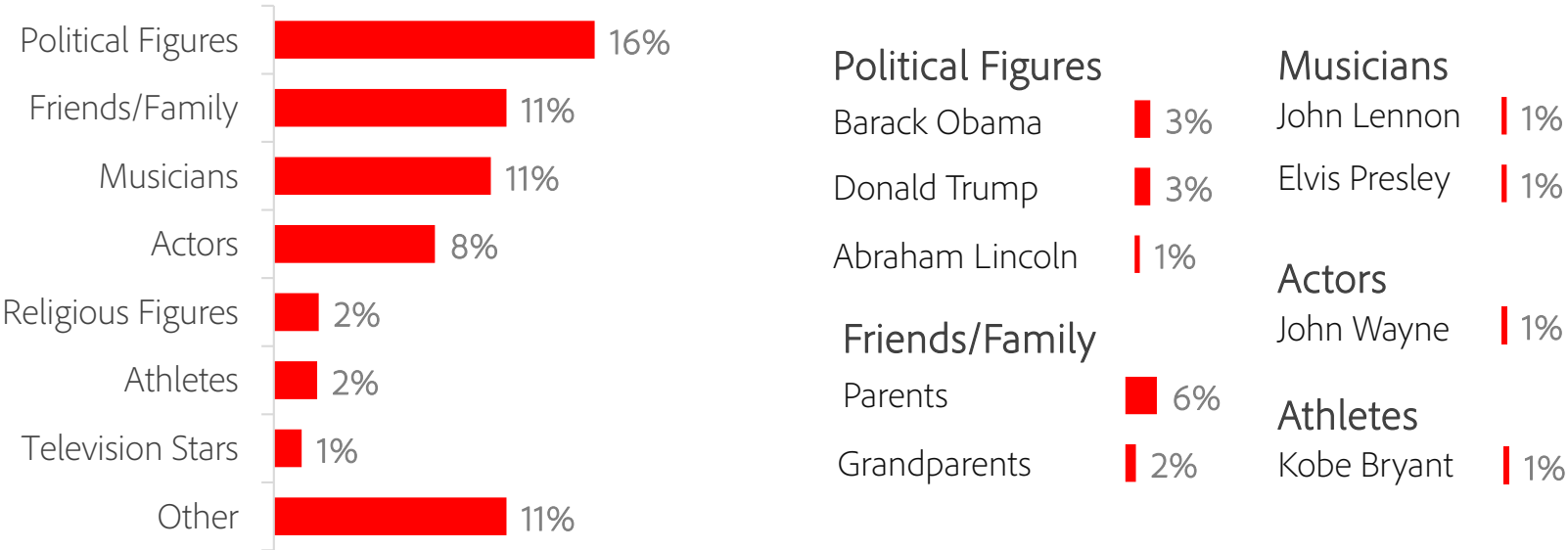


- Other pieces of art mentioned include:
- Starry Night
 - American Gothic
 - Water Lilies
 - Dogs Playing Poker

Q. What famous piece of art or landmark would you like to see Photoshop applied to? Please select all that apply.

Among those who would like to use Photoshop to create an image of themselves with anyone else (living or dead), political figures and family members were the most common responses.

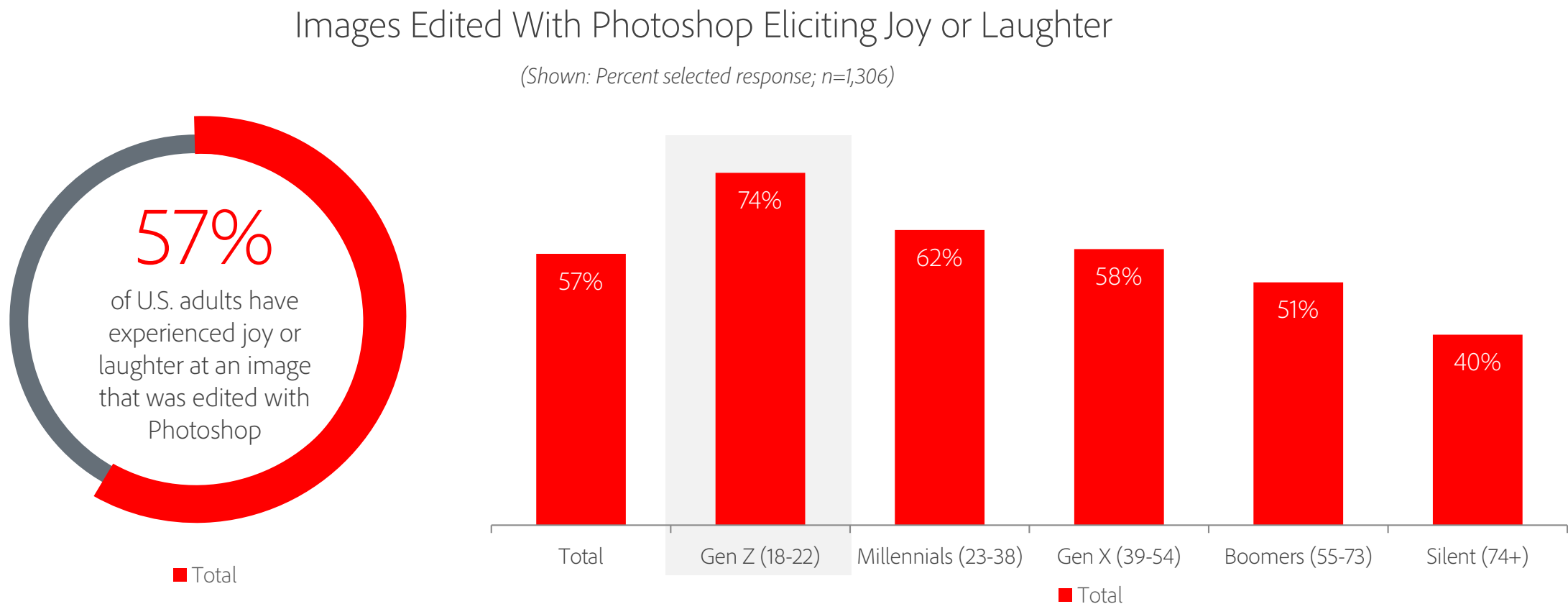
Photoshop Inspiration
(Shown: Percent selected response; n=1,306)



Q. If you could use Photoshop to create an image of yourself next to anyone else (living or dead), who would it be? Please select all that apply.

Younger generations, in particular, have experienced joy or laughed at an image that was edited with Photoshop.

74% of Gen Z'ers say they have experienced joy or laughed at an image, compared to 62% of Millennials, 58% of Gen X'ers, and 51% of Boomers.



Q. Have you ever experienced joy or laughed at an image that was edited with Photoshop?

Addendum

Demographics

Gender		Race/Ethnicity		Education	
Male	49%	White	66%	No high school/High school graduate	40%
Female	51%	Black/African-American	12%	Some college, 2-year	31%
Age		Hispanic	16%	Graduated college	18%
Gen Z (18-22)	8%	Other	7%	Post-graduate	10%
Millennials (23-38)	30%	Household Income		Marital Status	
Gen X (39-54)	23%	Under \$40,000	33%	Married	48%
Boomers (55-73)	32%	\$40,000 to \$80,000	27%	Civil partnership	2%
Silent (74+)	7%	\$80,000+	24%	Living with significant other	6%
Region		Prefer not to answer	16%	In a relationship, not living together	3%
Northeast	18%	Parent/Guardian		Single	25%
Midwest	21%	Yes	57%	Divorced	8%
South	38%	No	40%	Widowed	4%
West	24%	Prefer not to answer	3%	Separated	1%
				Other	<1%
				Prefer not to answer	2%

SURVEY METHODOLOGY

Edelman Intelligence fielded a 5-minute online omnibus survey to a representative sample of U.S. 18+ adults (n=1,306).



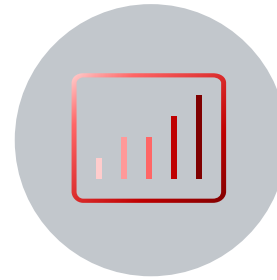
AUDIENCE

U.S. General Population
(18+)



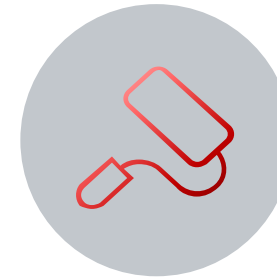
SAMPLE SIZE

n=1,306



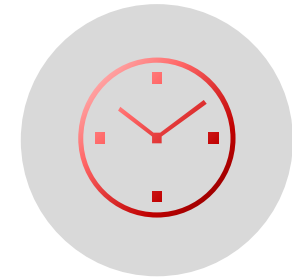
MARGIN OF ERROR

±2.7%



METHOD

5-minute
online omnibus survey



TIMING

Survey fielded from
February 7-10, 2020



Adobe