Narrative



STATE OF THE INDUSTRY

Professional Photography 2022 Census



What you'll find in this report

For the first edition of our *State of the Industry: Professional Photography 2022 Census*, Narrative Surveyed thousands of photographers worldwide to discover:

- Career insights including; salary, career length and frequency of bookings
- Business structure, shoot types and marketing strategies
- Workflow pain points, software, tools, gear and processes
- Most popular social platforms, influencers, communities and events

Data in this report is from a survey conducted from June 27, 2022 through September 1, 2022 that generated thousands of responses from a broad range of photography genres. Respondents included photographers from 65 different countries. All respondents were third-party panelists (not limited to Narrative customers). The survey responses have been filtered by photographers who indicated that they generate income from their photography work.

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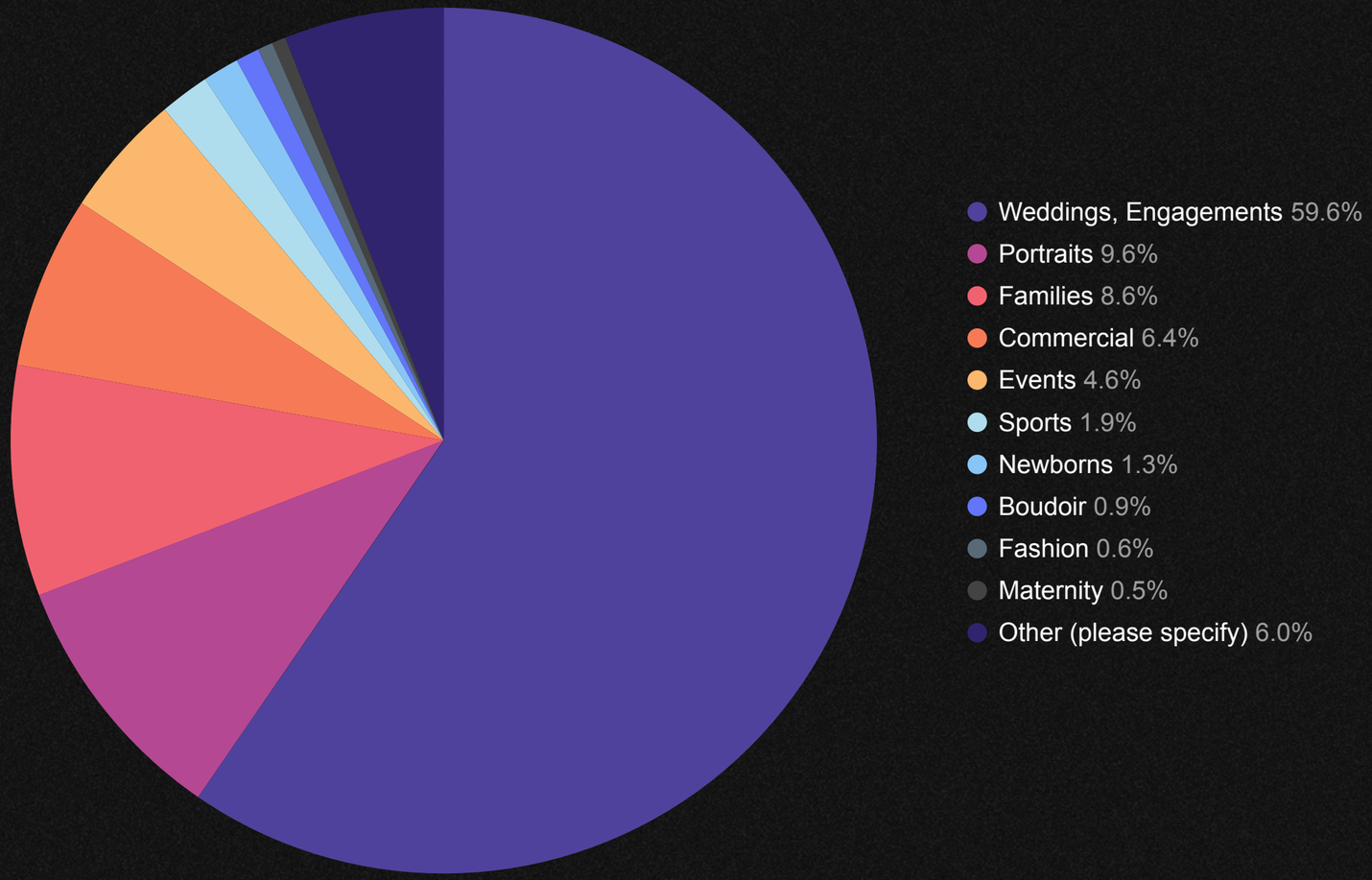
About You



1

What is your primary shoot type?

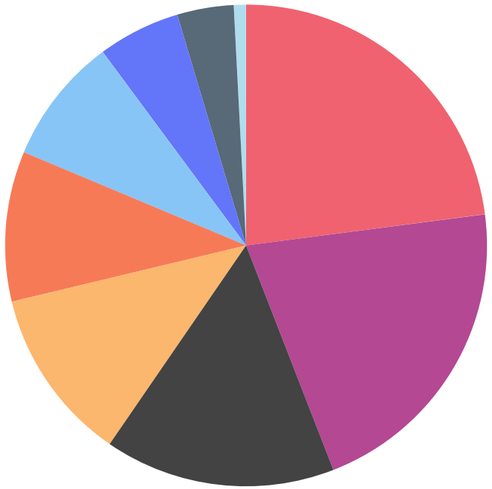
Q1



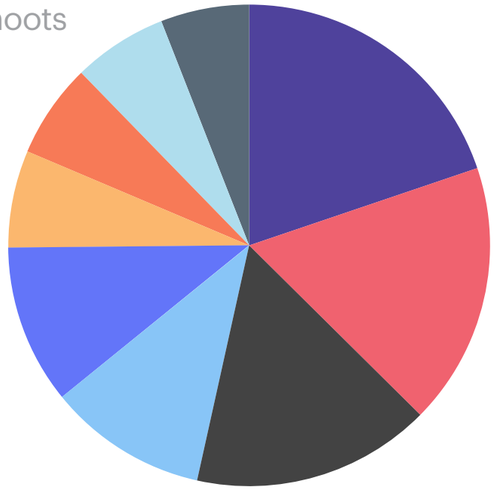
What other types of photography do you shoot?

Q2

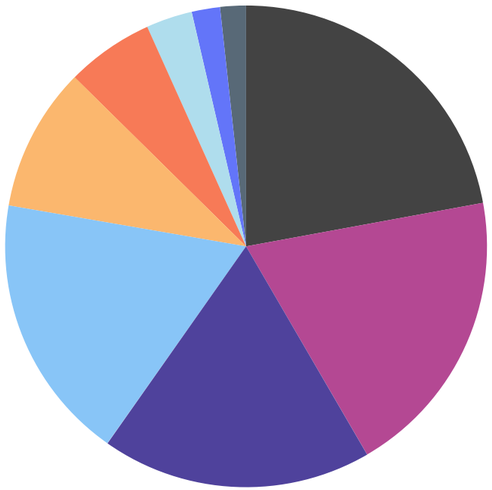
Primarily Shoots Wedding



Primarily Shoots Portrait



Primarily Shoots Family



- Weddings, Engagements
- Portraits
- Families
- Commercial
- Events
- Sports
- Newborns
- Boudoir
- Fashion
- Maternity

Where is your home located?

Q3

48%



USA

12%



UK

8%



Canada

8%



Australia

4%



New Zealand

3%



Germany

2%



Mexico

2%



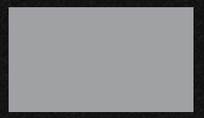
South Africa

2%



Spain

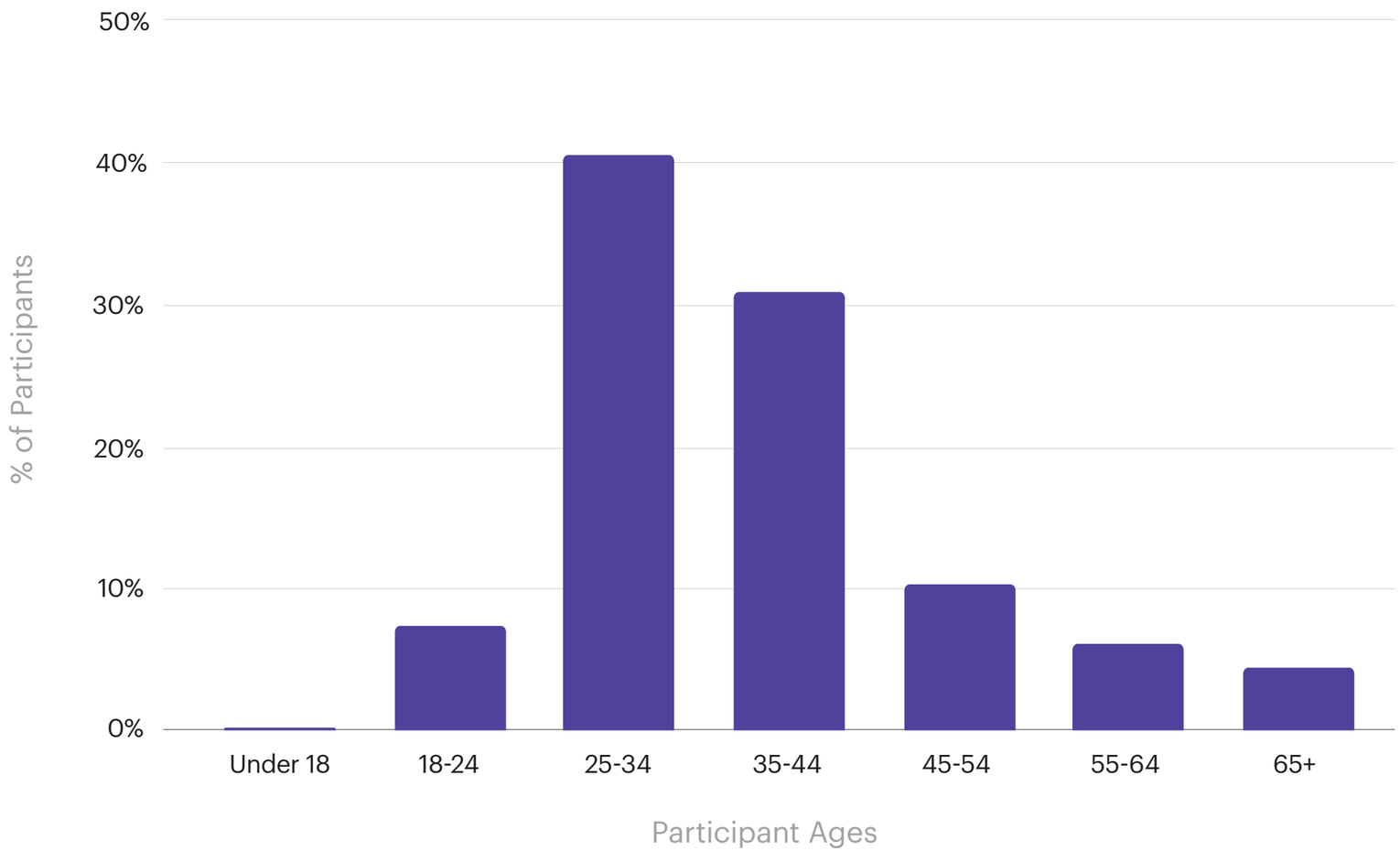
11%



Other

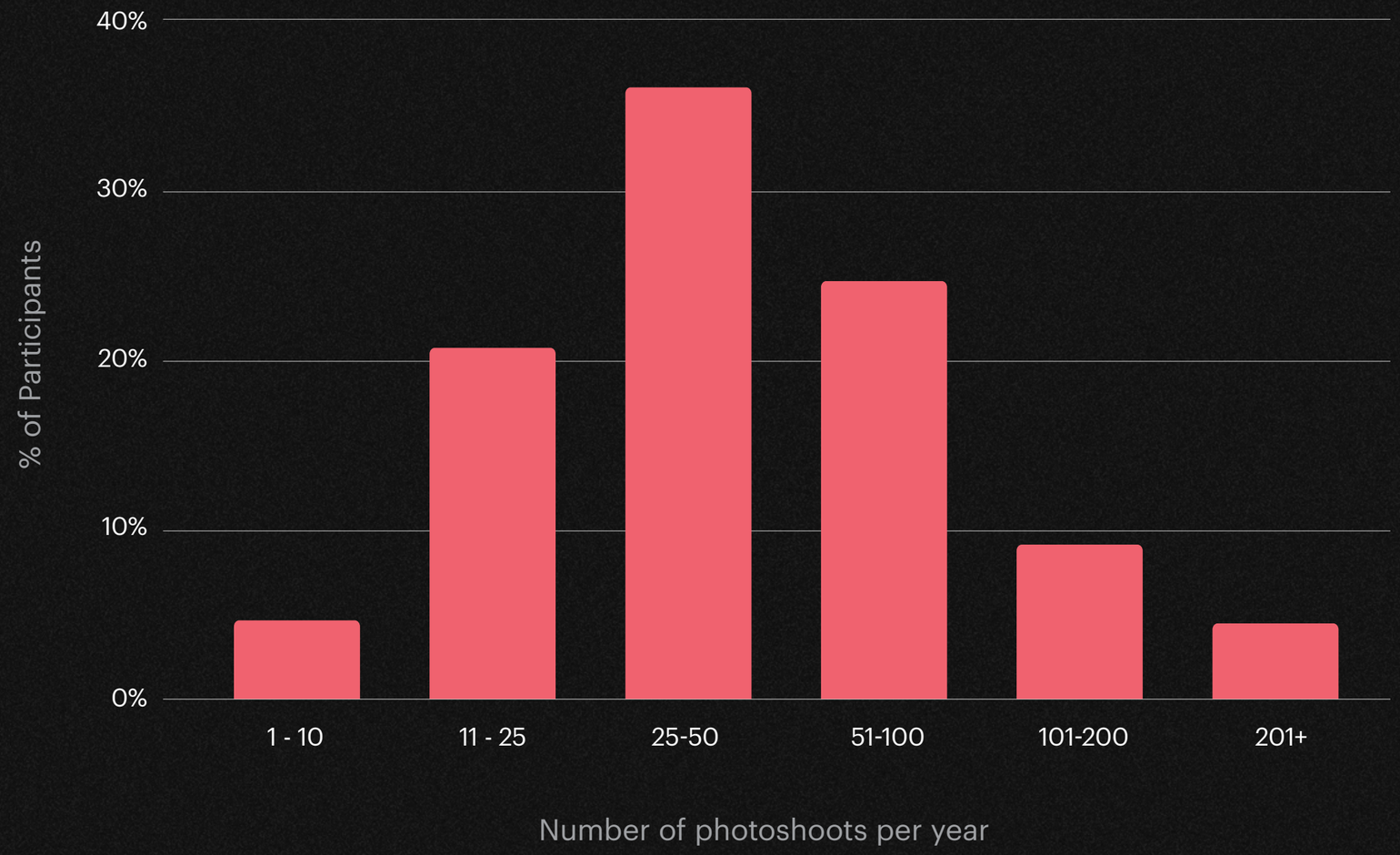
What's your age?

Q4



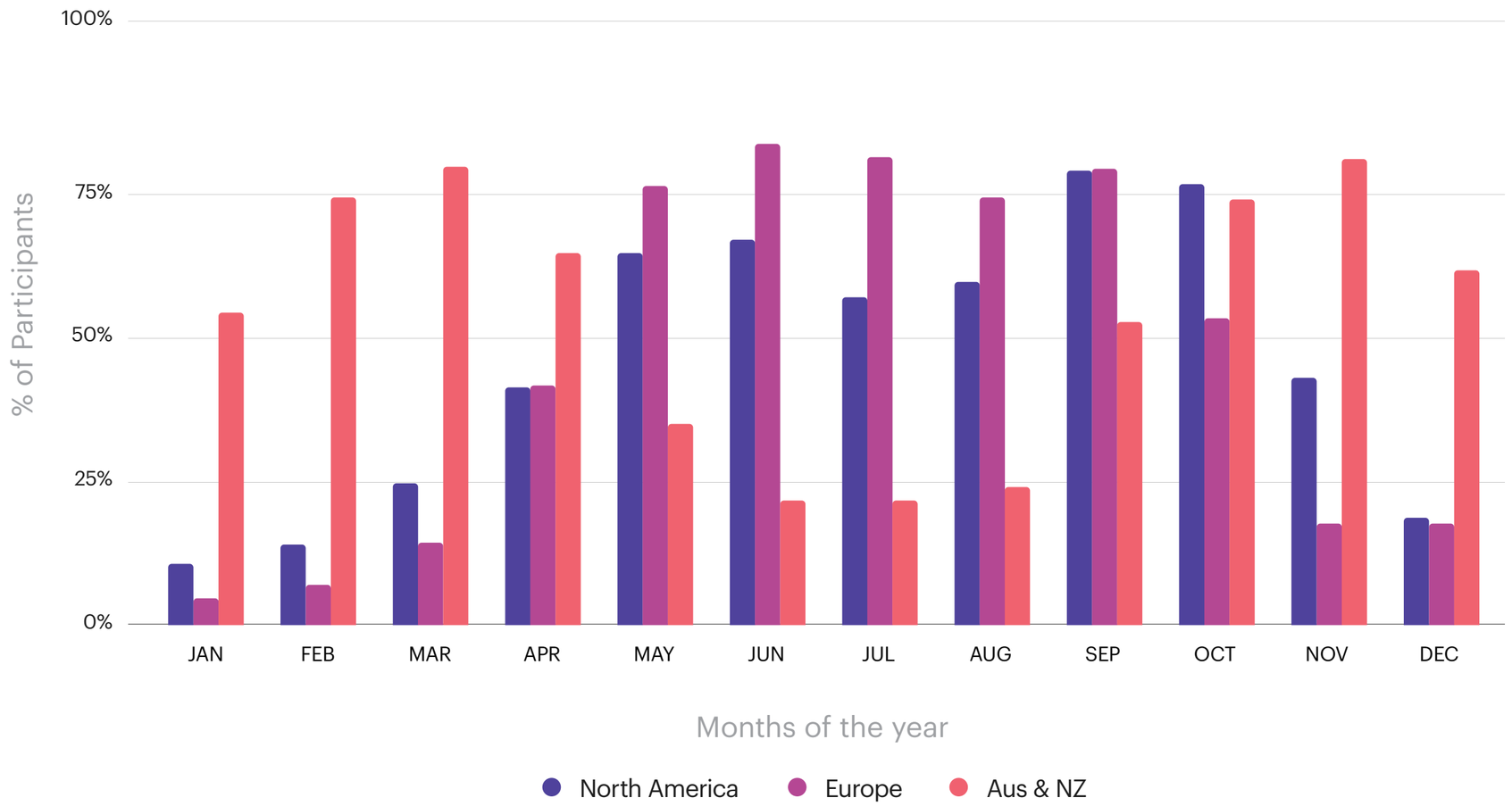
In a typical year, how many photoshoots do you do?

Q5



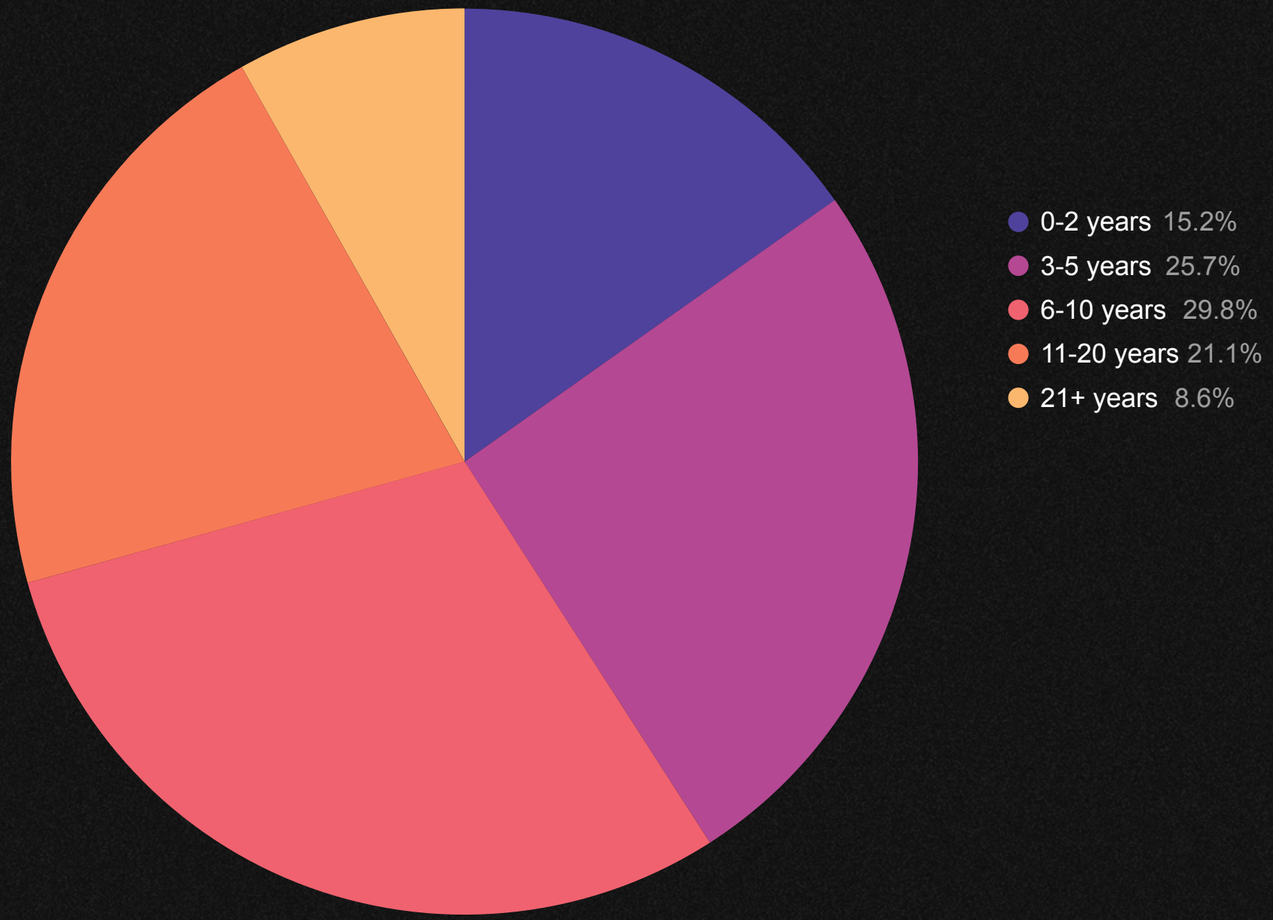
In a typical year, which months do you consider to be your 'busy season'?

Q6



How many years have you worked as a professional photographer?

Q7



Is photography your only source of income?

Q8

61%

Yes

39%

No

What other income-generating work do you do?

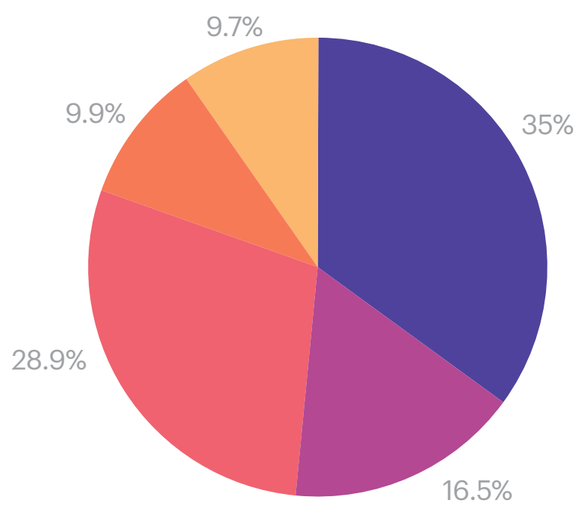


Q9

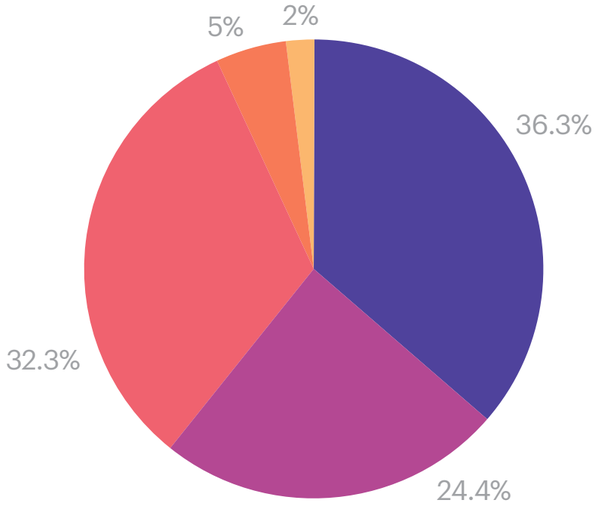
How much money do you earn from photography in a typical year?

Q10

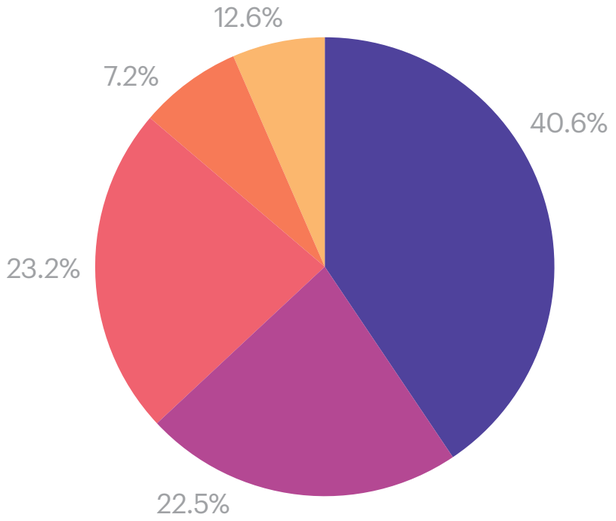
- < $29K USD
- $30K – $49K USD
- $50K – $99K USD
- $100K – $149K USD
- $150K+ USD



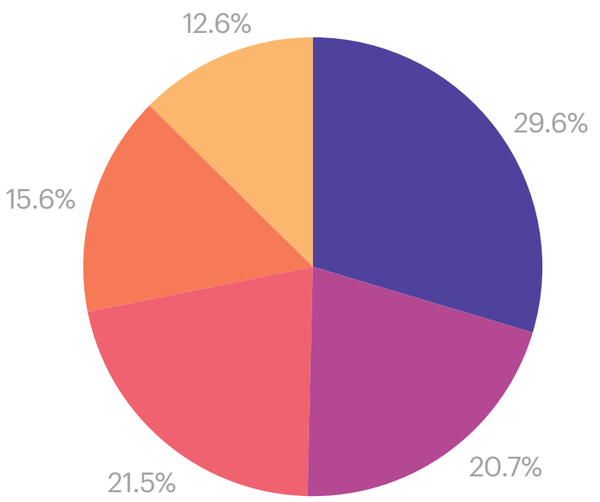
United States



United Kingdom



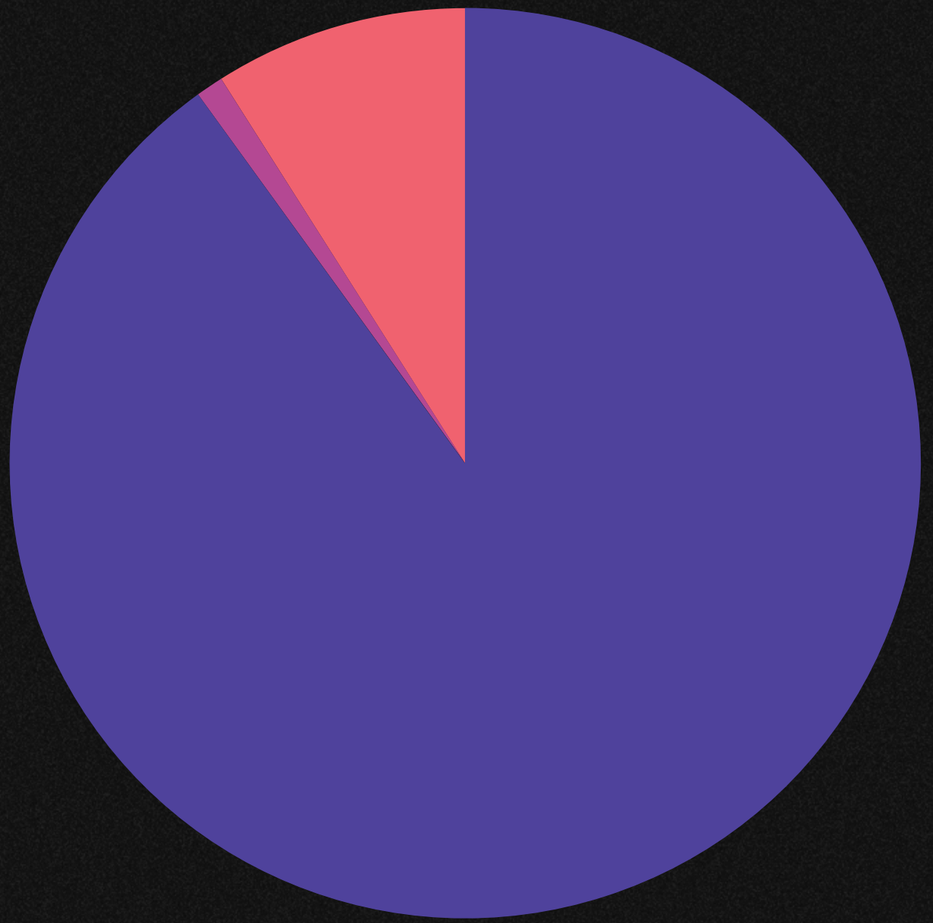
Canada



Australia

Which of the following options best describes your position as a professional photographer?

Q11



- I work for myself under my own photography brand – 90%
- I work under the brand of another professional photographer – 1%
- Both – 9%

Do you employ, contract, or work in partnership with any other photographers under your photography business brand?

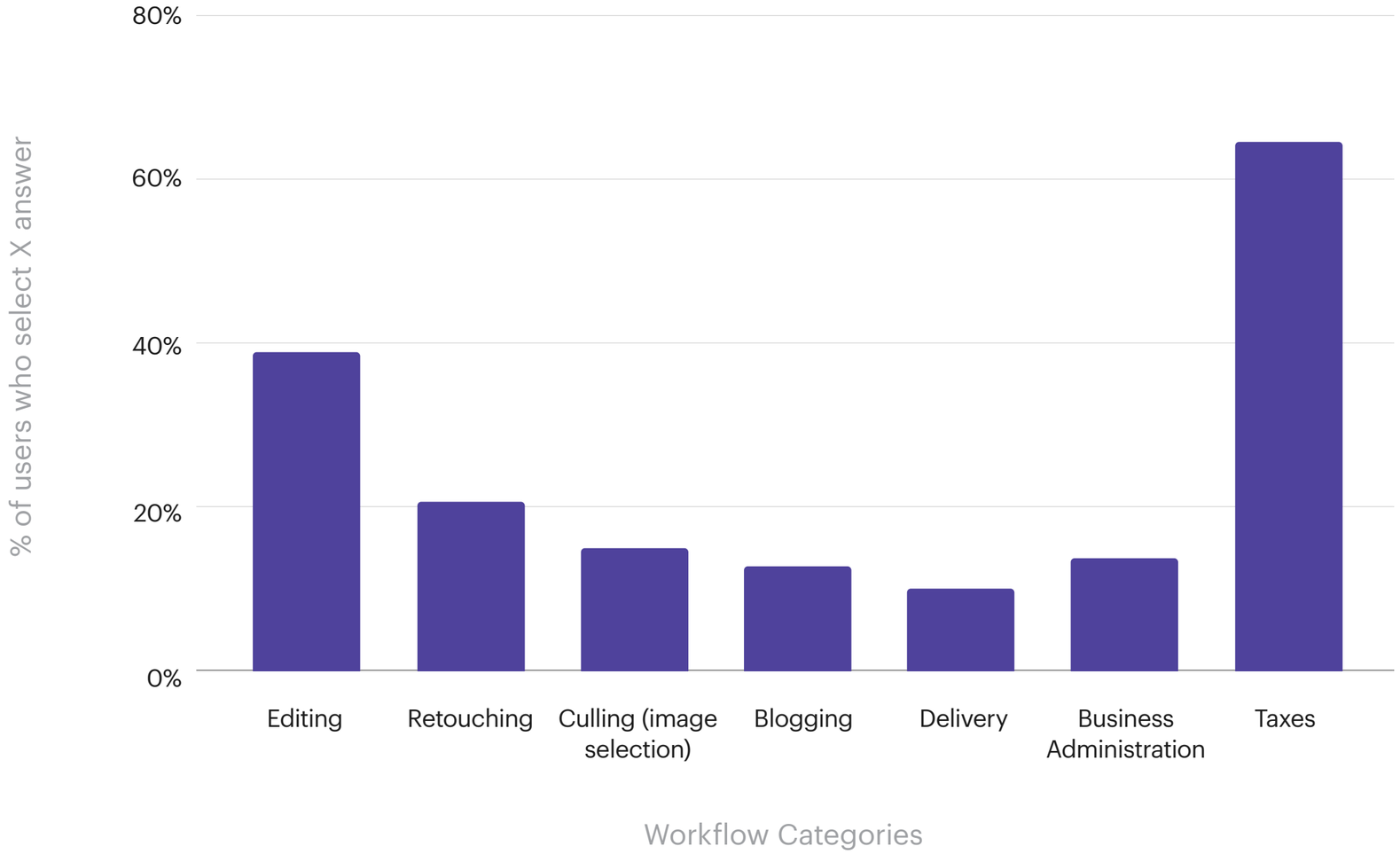
Q12



What tasks in your photography workflow do you outsource?

Multi-select

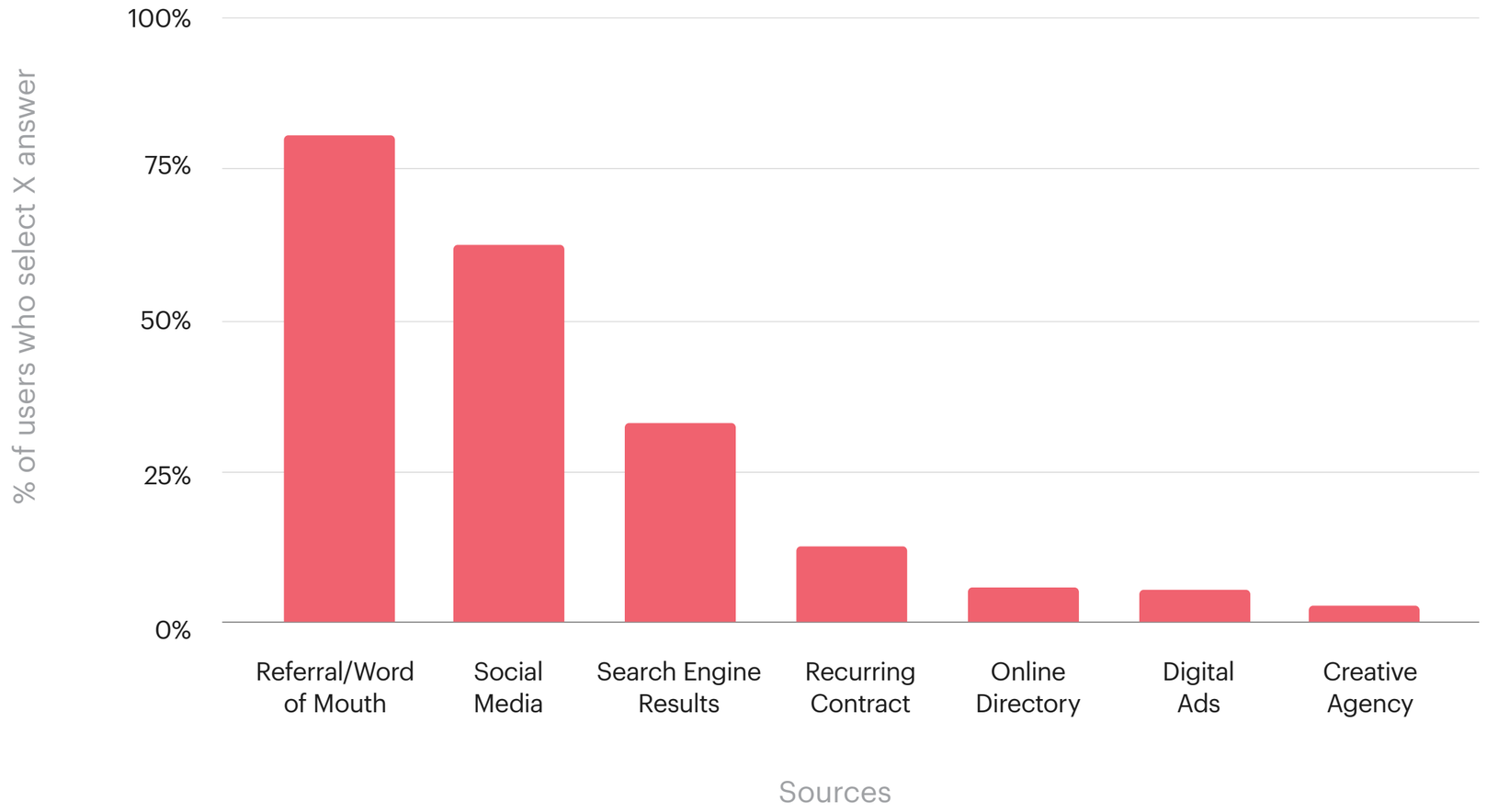
Q13



What are your biggest sources of new bookings?

Multi-select

Q14



Tools and Processes



2

What are your biggest pre, during or post-shoot workflow pain-points?

Q15



What software tool(s) do you use to assist your editing?

Multi-select

Q16



Lightroom Classic

76%



Photoshop Creative Cloud

70.8%



Lightroom Creative Cloud

35.1%



Topaz Labs Sharpen AI

9.5%



Topaz Labs Denoise AI

9.1%



Capture One

8.1%



Photoshop Elements

5.8%



Skylum Luminar AI

4.6%



Topaz Labs Gigapixel AI

3.5%



Aurora HDR

1.7%

What software tool(s) do you use to assist your culling (image selection)?

Multi-select

Q17

Lightroom Classic
40.2%

Narrative Select
33.3%

Photomechanic
29.9%

Lightroom Creative Cloud
17.3%

Adobe Bridge
10.8%

Aftershoot
8.1%

Fast Raw Viewer
1.4%

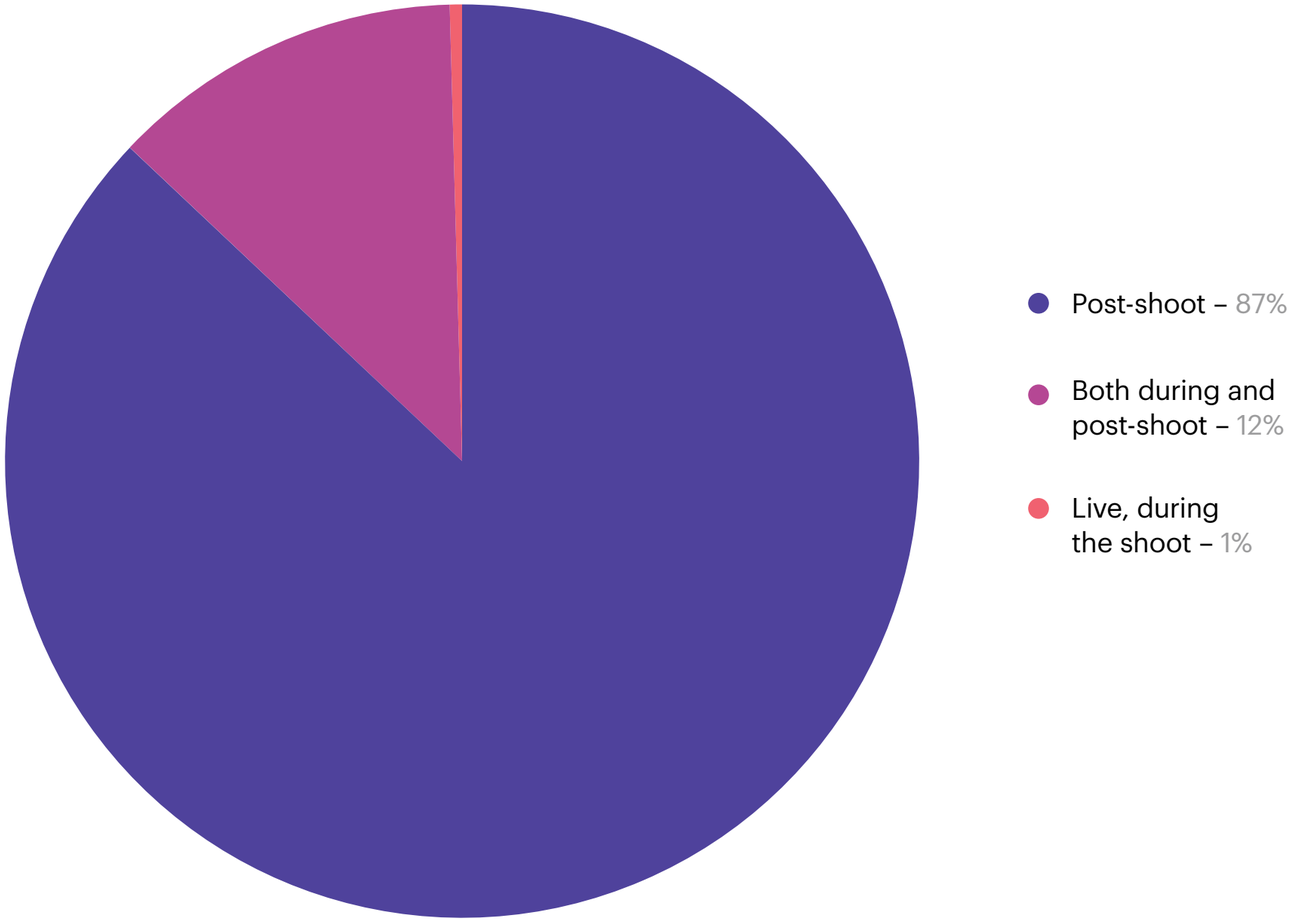
Optyx
0.3%

Cull Ai
0.3%

Filter Pixel
0.3%

At what stage in your workflow do you perform image selection?

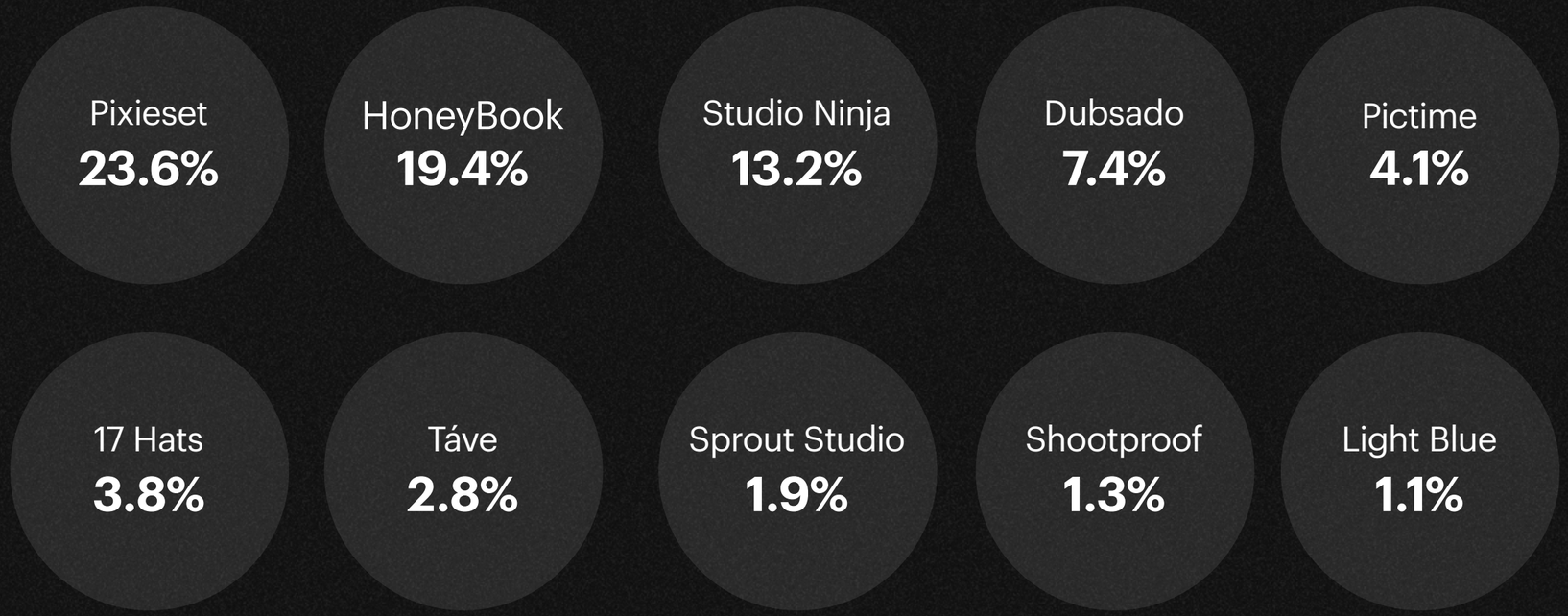
Q18



What tool(s) do you use to assist your workflow/client management?

Multi-select

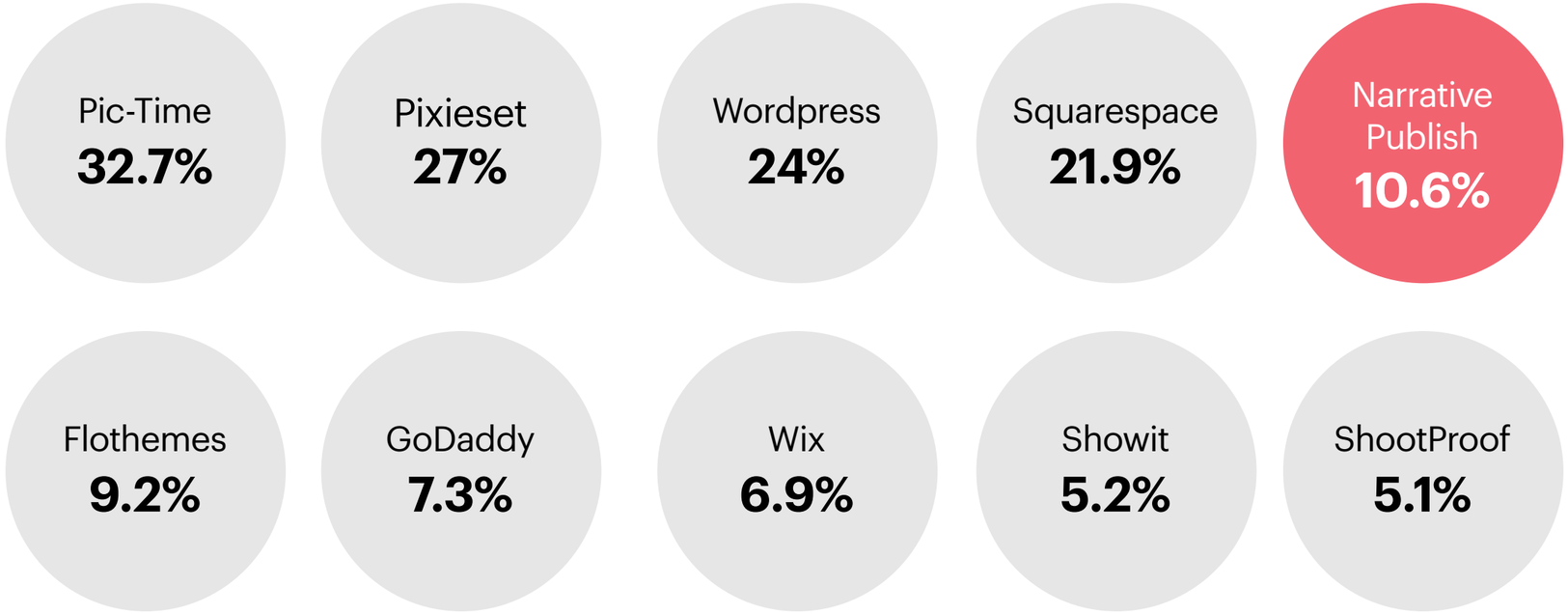
Q19



What tool(s) do you use to manage your website and/or galleries?

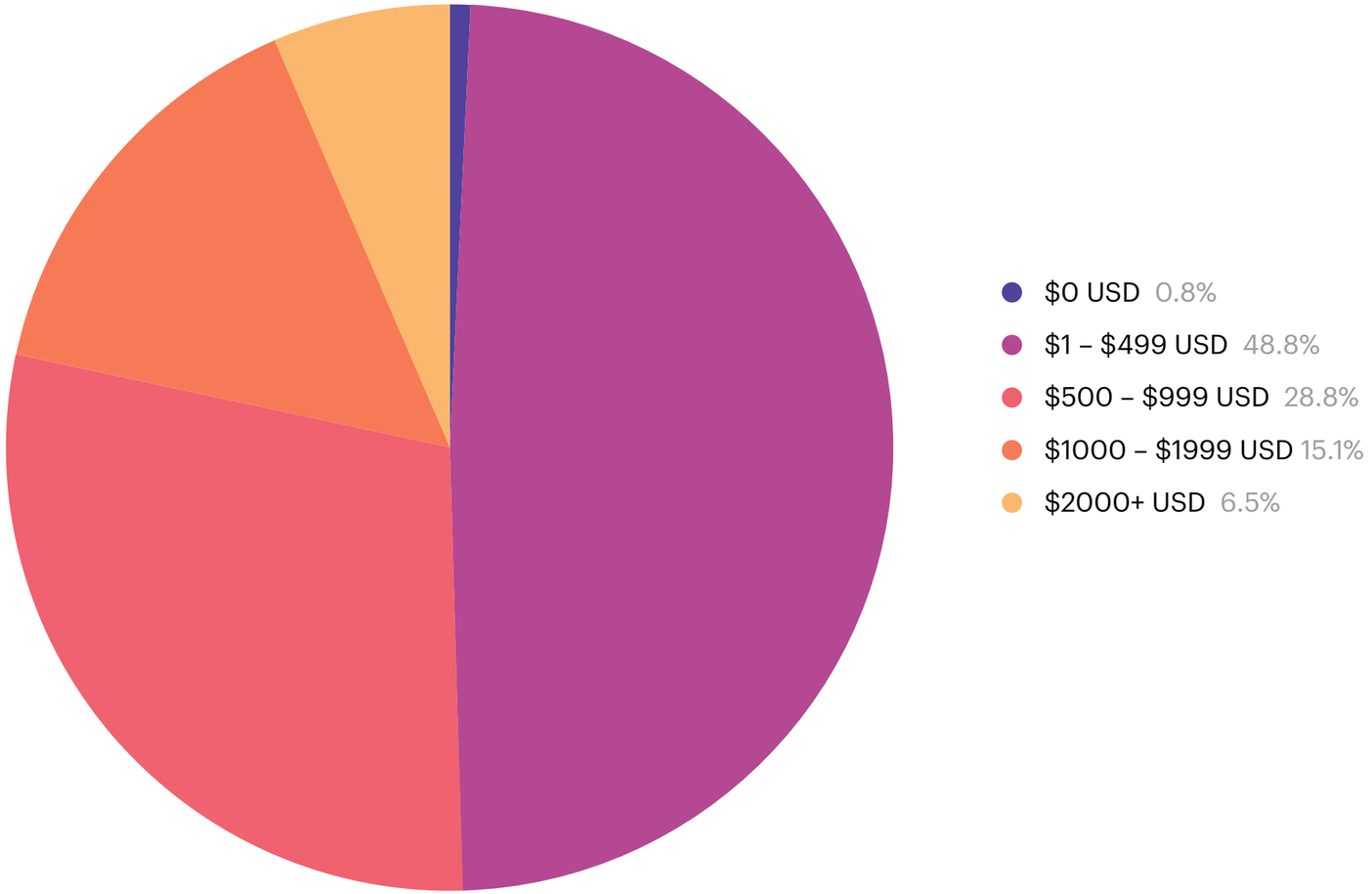
Multi-select

Q20



How much are you willing to spend annually on photography software?

Q21



What helps you to decide if a new software tool is right for you?

Multi-select

Q22

Answer Choices	Response %
Trying out the tool for free	86%
Recommendations from other photographers	82.2%
Explainer videos	53.5%
Website and support articles	44.5%
One-to-one video call/demo where an expert shows you how to use the tool	16.5%
Group calls/demos where an expert shows you how to use the tool	11.2%
Other	3.3%

Hardware


M
1/200
F4.0
ISO AUTO
AWB
ONE SHOT
RAW 5472x3648 ◆ L 5472x3648 [314]
START/ STOP
SET
LOCK

3

What device type(s) do you use for managing your photography software?

Multi-select

Q23



Laptop

75.3%



Desktop

55.8%



Tablet

10.2%

What operating system does your device run on?

Multi-select

Q24

macOS

84.9%

(e.g. MacBook, iMac)

Windows

17.9%

(e.g. HP, Lenovo)

iOS

10.6%

(e.g. iPad, iPhone)

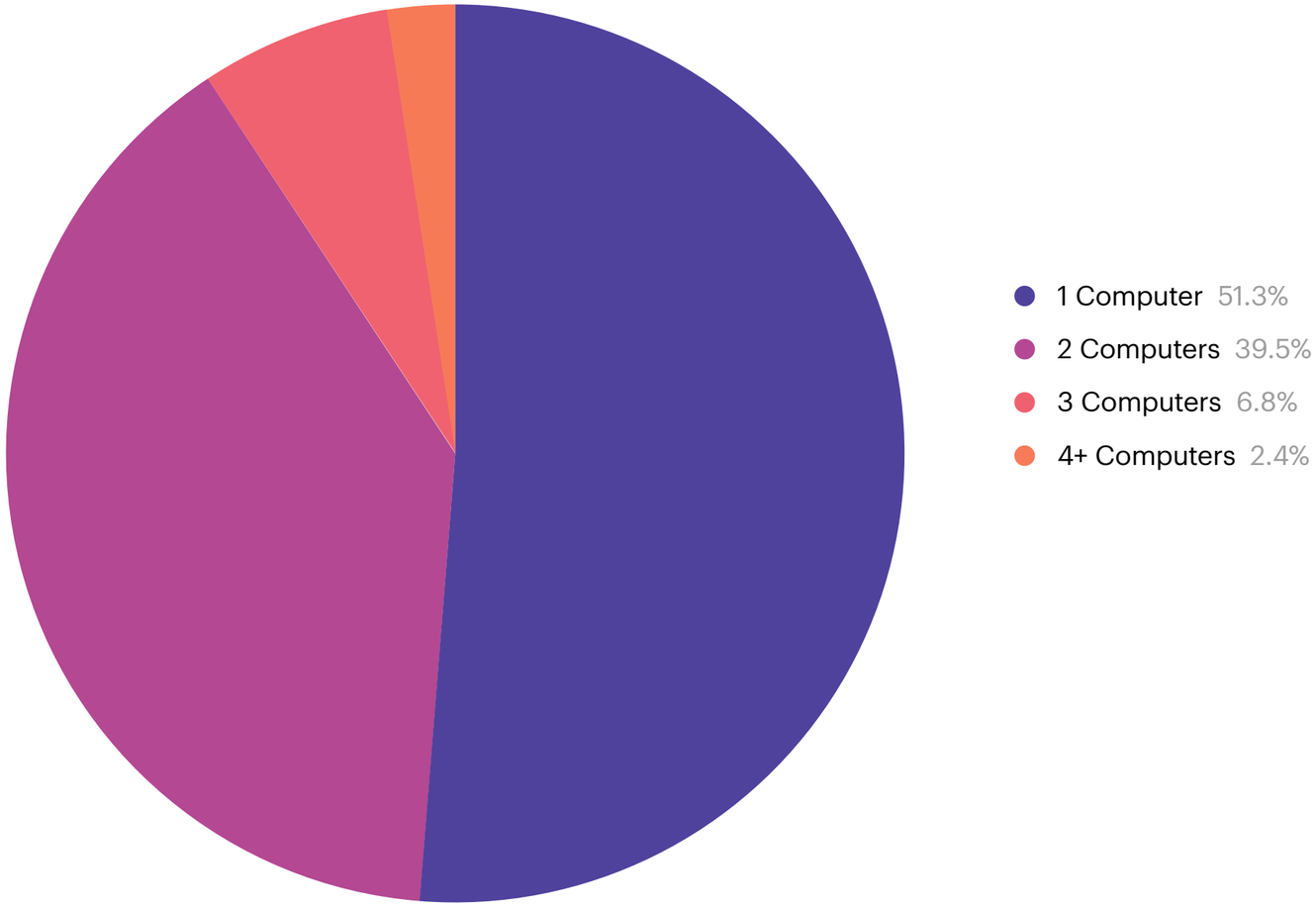
android

1.8%

(e.g. Samsung Galaxy, Lenovo tablet)

How many computers do you use for managing your photography work?

Q25



What camera(s) do you shoot with?

Multi-select

Canon

71.7%

Nikon

37.2%

SONY

28.8%

FUJIFILM

8.3%

OLYMPUS

0.9%

Panasonic

0.8%

Q26

Do you shoot with a mirrorless camera?

Q27

73%

Yes

27%

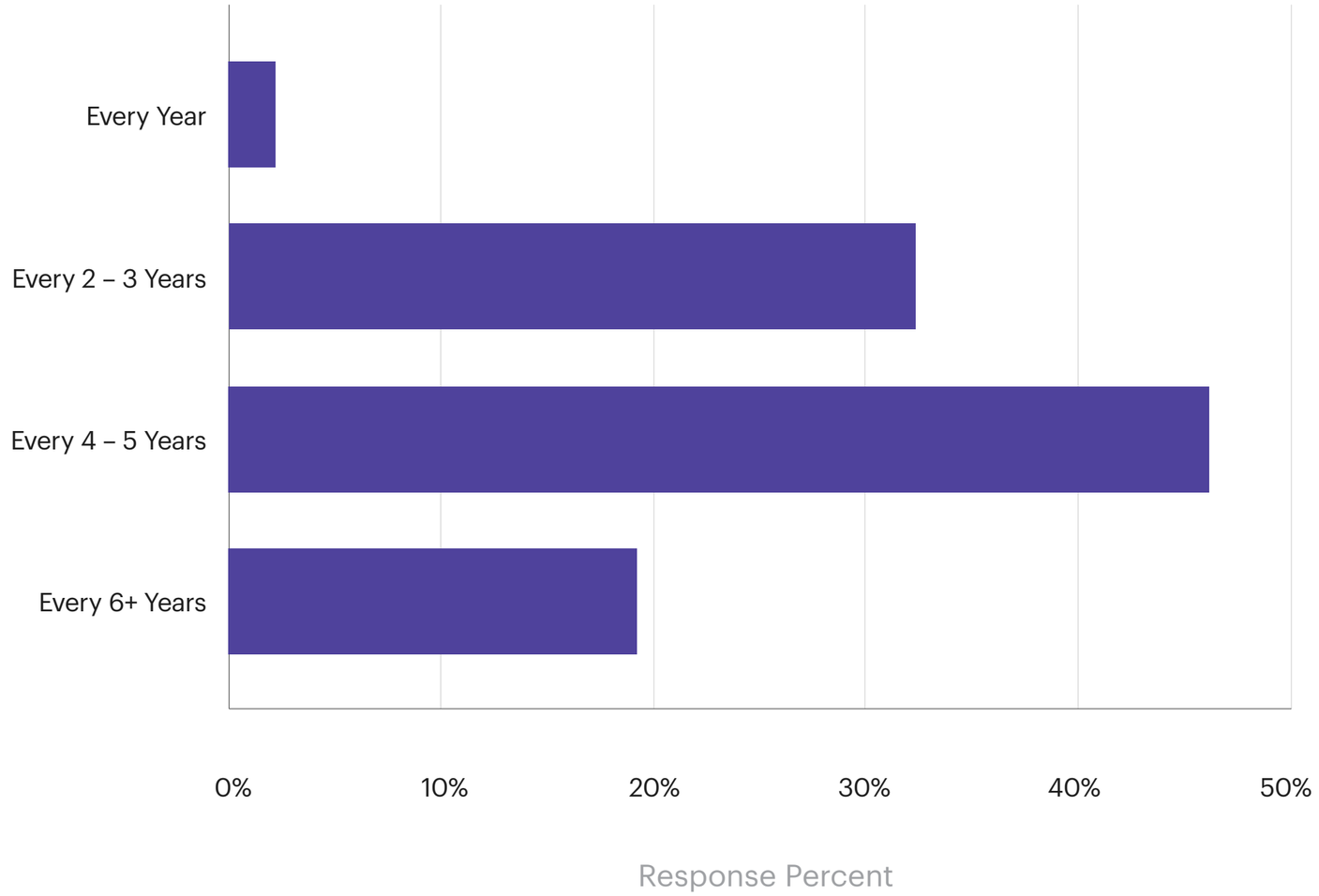
No

Why did you purchase a mirrorless camera?

Q28

Answer Choices	Response %
I wanted to shoot with mirrorless technology	45%
It was time to upgrade	42%
Better features	13%

Typically, how often do you buy new camera bodies?



Q29

Social Media



4

Which of the following social platforms do you use to showcase your photography work?

Multi-select

Q30



Instagram

96.2%



Facebook

75.4%



Youtube

36.1%



Pinterest

18.1%



TikTok

13%



LinkedIn

10.5%

What platforms do you use to consume content about photography?

Multi-select

Q31



Instagram

87.6%



Youtube

58.6%



Facebook

43.6%



Podcasts

37.6%



Pinterest

29.3%



e-newsletters

23.7%



TikTok

20.8%



LinkedIn

3.5%

Who are influential photographers and/or content creators you trust to bring you helpful advice and content?

Q32



Community and Events

5



Do you belong to any photography community groups?

78%

Yes

22%

No

Q33

What photography community groups are you most active in?

Q34



Do you attend or have you attended any photography events?

Q35

70%

Yes

30%

No

Which photography events have you attended most recently?

Q36



Key Takeaways

Narrative Select

is the most popular dedicated image selection tool

33% of photographers use it to assist their culling

The most popular workflow tasks that photographers outsource:

65% Taxes
39% Editing
21% Retouching

70%

shoot with a mirrorless camera

50%

are willing to spend more than **$500USD** on photography software each year

40%

supplement their photography income with another job



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