

AOP

Costing the Digital Workflow

Photographic Shoot fees

- How clients are charged
- Average fees charged
- Methods of charging shoot fees
 - by element
 - by flat fee
 - by day rate
 - by client budget
 - Other
 - by image use rate

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AOP 2007 Survey
Analysis of respondents by how shoot fees are charged

How do you charge clients for your photographic work?	Number	%
Day Rate	165	67%
Client Budget	26	11%
Flat Fee	14	6%
Other Fees	12	5%
Image Use Rate	11	4%
Fees for elements of Work involved	17	7%
Did not respond	1	0%
Total *	246	100%

** 246 is the reduced sample size out of total sample of 499 (after data cleaning to ensure consistency)*

**AOP 2007 Survey
Average shoot fees**

Type of work	What would you estimate your AVERAGE ** has been over the last year? (Averaged across all types of work)																	
	£100 - £250		£251 - £500		£501 - £1,000		£1,001 - £1,500		£1,501 - £2,000		£2,000 - £3,000		More than £3,000		Did not respond		Total	
	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%
Portrait, documentary or location photography commissioned by business/organisations e.g. for annual reports and company profiles	2	5%	9	24%	18	47%	5	13%	1	3%	1	3%	1	3%	1	3%	38	100%
Advertising photography for small/medium size brands and companies	1	3%	2	7%	20	69%	4	14%	1	3%	0	-	0	-	1	3%	29	100%
News/current affairs, PR, and events photography for business clients or their agencies for publication in business and consumer magazines and other media	2	8%	9	38%	6	25%	3	13%	0	-	2	8%	0	-	2	8%	24	100%
Catalogue and/or brochure photography, mainly products and people	0	-	4	21%	14	74%	0	-	0	-	0	-	1	5%	0	-	19	100%
Photo illustration and/or high end editorial work	1	4%	9	33%	14	52%	1	4%	1	4%	0	-	0	-	1	4%	27	100%
Architectural and/or interiors photography	0	-	3	14%	13	62%	5	24%	0	-	0	-	0	-	0	-	21	100%
High end advertising photography for big well-known brands and companies	0	-	0	-	9	24%	7	19%	6	16%	12	32%	3	8%	0	-	37	100%
Press and other media photography such as news, current affairs, PR and sport	4	18%	12	55%	3	14%	1	5%	0	-	0	-	1	5%	1	5%	22	100%
Photographic portraits commissioned by private clients	2	13%	7	47%	2	13%	1	7%	3	20%	0	-	0	-	0	-	15	100%
Art photography, for sale to private and corporate buyers	0	-	1	33%	2	67%	0	-	0	-	0	-	0	-	0	-	3	100%
Other	0	-	1	7%	5	36%	2	14%	2	14%	0	-	0	-	4	29%	14	100%
Total *	12	n/a	57	n/a	106	n/a	29	n/a	14	n/a	15	n/a	6	n/a	10	n/a	249	100%

Workflow Class (UPDIG v2)	What would you estimate your AVERAGE ** has been over the last year? (Averaged across all types of work)																	
	£100 - £250		£251 - £500		£501 - £1,000		£1,001 - £1,500		£1,501 - £2,000		£2,000 - £3,000		More than £3,000		Did not respond		Total	
	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%
High Volume/Quick Turnarond	6	13%	21	46%	9	20%	4	9%	0	-	2	4%	1	2%	3	7%	46	100%
High Volume/Moderately Quick Turnaround	5	6%	18	22%	40	49%	10	12%	5	6%	1	1%	1	1%	2	2%	82	100%
Low Volume/High Quality	1	1%	13	15%	38	43%	13	15%	7	8%	12	14%	3	3%	1	1%	88	100%
High Volume/High Quality	0	-	4	21%	14	74%	0	-	0	-	0	-	1	5%	0	-	19	100%
Other	0	-	1	7%	5	36%	2	14%	2	14%	0	-	0	-	4	29%	14	100%
Total *	12	n/a	57	n/a	106	n/a	29	n/a	14	n/a	15	n/a	6	n/a	10	n/a	249	100%

* Based on a sample size of 249 out of total sample of 499 (after data cleaning to ensure consistency)

AOP 2007 Survey
Methods of charging shoot fees

Type of work	How do you charge clients for your photographic work?															
	Day Rate		Client Budget		Flat Fee		Other Fees		Image Use Rate		elements of Work		Did not respond		Total	
	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%
Portrait, documentary or location photography commissioned by business/organisations e.g. for annual reports and company profiles	27	71%	4	11%	2	5%	2	5%	0	-	3	8%	0	-	38	100%
Advertising photography for small/medium size brands and companies	24	83%	1	3%	1	3%	1	3%	0	-	2	7%	0	-	29	100%
News/current affairs, PR, and events photography for business clients or their agencies for publication in business and consumer magazines and other media	12	50%	3	13%	2	8%	2	8%	4	17%	1	4%	0	-	24	100%
Catalogue and/or brochure photography, mainly products and people	14	74%	2	11%	1	5%	0	-	0	-	2	11%	0	-	19	100%
Photo illustration and/or high end editorial work	18	67%	3	11%	1	4%	0	-	4	15%	1	4%	0	-	27	100%
Architectural and/or interiors photography	15	71%	1	5%	2	10%	1	5%	0	-	2	10%	0	-	21	100%
High end advertising photography for big well-known brands and companies	30	81%	3	8%	0	-	1	3%	2	5%	1	3%	0	-	37	100%
Press and other media photography such as news, current affairs, PR and sport	10	45%	6	27%	0	-	2	9%	3	14%	1	5%	0	-	22	100%
Photographic portraits commissioned by private clients	7	47%	2	13%	3	20%	0	-	0	-	3	20%	0	-	15	100%
Art photography, for sale to private and corporate buyers	2	67%	0	-	1	33%	0	-	0	-	0	-	0	-	3	100%
Other	6	43%	1	7%	1	7%	3	21%	1	7%	1	7%	1	7%	14	100%
Total *	165	n/a	26	n/a	14	n/a	12	n/a	14	n/a	17	n/a	1	n/a	249	100%

Workflow Class (UPDIG v2)	How do you charge clients for your photographic work?															
	Day Rate		Client Budget		Flat Fee		Other Fees		Image Use Rate		elements of Work		Did not respond		Total	
	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%
High Volume/Quick Turnarond	22	48%	9	20%	2	4%	4	9%	7	15%	2	4%	0	-	46	100%
High Volume/Moderately Quick Turnaround	58	71%	7	9%	6	7%	3	4%	0	-	8	10%	0	-	82	100%
Low Volume/High Quality	65	74%	7	8%	4	5%	2	2%	6	7%	4	5%	0	-	88	100%
High Volume/High Quality	14	74%	2	11%	1	5%	0	-	0	-	2	11%	0	-	19	100%
Other	6	43%	1	7%	1	7%	3	21%	1	7%	1	7%	1	7%	14	100%
Total *	165	n/a	26	n/a	14	n/a	12	n/a	14	n/a	17	n/a	1	n/a	249	100%

* Based on a sample size of 249 out of total sample of 499 (after data cleaning to ensure consistency)

AOP 2007 Survey
Photographic fees charged by elements of work involved

For those people who answered 'Fees for elements of Work involved' to Question 29

Type of work	What would you estimate was your average fee for elements of work involved over the last year? (Averaged across all types of work)																	
	£100 - £250		£251 - £500		£501 - £1,000		£1,001 - £1,500		£1,501 - £2,000		£2,000 - £3,000		More than £3,000		Did not respond		Total	
	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%
Portrait, documentary or location photography commissioned by business/organisations e.g. for annual reports and company profiles	0	-	1	33%	1	33%	1	33%	0	-	0	-	0	-	0	-	3	100%
Advertising photography for small/medium size brands and companies	1	50%	0	-	1	50%	0	-	0	-	0	-	0	-	0	-	2	100%
News/current affairs, PR, and events photography for business clients or their agencies for publication in business and consumer magazines and other media	0	-	1	100%	0	-	0	-	0	-	0	-	0	-	0	-	1	100%
Catalogue and/or brochure photography, mainly products and people	0	-	0	-	2	100%	0	-	0	-	0	-	0	-	0	-	2	100%
Photo illustration and/or high end editorial work	0	-	0	-	1	100%	0	-	0	-	0	-	0	-	0	-	1	100%
Architectural and/or interiors photography	0	-	0	-	1	50%	1	50%	0	-	0	-	0	-	0	-	2	100%
High end advertising photography for big well-known brands and companies	0	-	0	-	0	-	0	-	1	100%	0	-	0	-	0	-	1	100%
Press and other media photography such as news, current affairs, PR and sport	0	-	1	100%	0	-	0	-	0	-	0	-	0	-	0	-	1	100%
Photographic portraits commissioned by private clients	1	33%	2	67%	0	-	0	-	0	-	0	-	0	-	0	-	3	100%
Art photography, for sale to private and corporate buyers	0	-	0	-	0	-	0	-	0	-	0	-	0	-	0	-	0	-
Other	0	-	0	-	1	100%	0	-	0	-	0	-	0	-	0	-	1	100%
Total *	2	n/a	5	n/a	7	n/a	2	n/a	1	n/a	0	n/a	0	n/a	0	n/a	17	100%

Workflow Class (UPDIG v2)	What would you estimate was your average fee for elements of work involved over the last year? (Averaged across all types of work)																	
	£100 - £250		£251 - £500		£501 - £1,000		£1,001 - £1,500		£1,501 - £2,000		£2,000 - £3,000		More than £3,000		Did not respond		Total	
	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%
High Volume/Quick Turnarond	0	-	2	100%	0	-	0	-	0	-	0	-	0	-	0	-	2	100%
High Volume/Moderately Quick Turnaround	2	25%	3	38%	2	25%	1	13%	0	-	0	-	0	-	0	-	8	100%
Low Volume/High Quality	0	-	0	-	2	50%	1	25%	1	25%	0	-	0	-	0	-	4	100%
High Volume/High Quality	0	-	0	-	2	100%	0	-	0	-	0	-	0	-	0	-	2	100%
Other	0	-	0	-	1	100%	0	-	0	-	0	-	0	-	0	-	1	100%
Total *	2	n/a	5	n/a	7	n/a	2	n/a	1	n/a	0	n/a	0	n/a	0	n/a	17	100%

* Based on a sample size of 249 out of total sample of 499 (after data cleaning to ensure consistency)

AOP 2007 Survey
Photographic fees charged by 'flat fee'

For those people who answered 'Flat Fee' to Question 29

Type of work	What would you estimate your average flat fee has been over the last year? (Averaged across all types of work)																	
	£100 - £250		£251 - £500		£501 - £1,000		£1,001 - £1,500		£1,501 - £2,000		£2,000 - £3,000		More than £3,000		Did not respond		Total	
	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%
Portrait, documentary or location photography commissioned by business/organisations e.g. for annual reports and company profiles	0	-	0	-	2	100%	0	-	0	-	0	-	0	-	0	-	2	100%
Advertising photography for small/medium size brands and companies	0	-	0	-	1	100%	0	-	0	-	0	-	0	-	0	-	1	100%
News/current affairs, PR, and events photography for business clients or their agencies for publication in business and consumer magazines and other media	0	-	0	-	0	-	0	-	0	-	2	100%	0	-	0	-	2	100%
Catalogue and/or brochure photography, mainly products and people	0	-	0	-	1	100%	0	-	0	-	0	-	0	-	0	-	1	100%
Photo illustration and/or high end editorial work	0	-	1	100%	0	-	0	-	0	-	0	-	0	-	0	-	1	100%
Architectural and/or interiors photography	0	-	0	-	2	100%	0	-	0	-	0	-	0	-	0	-	2	100%
High end advertising photography for big well-known brands and companies	0	-	0	-	0	-	0	-	0	-	0	-	0	-	0	-	0	-
Press and other media photography such as news, current affairs, PR and sport	0	-	0	-	0	-	0	-	0	-	0	-	0	-	0	-	0	-
Photographic portraits commissioned by private clients	0	-	0	-	0	-	0	-	3	100%	0	-	0	-	0	-	3	100%
Art photography, for sale to private and corporate buyers	0	-	0	-	1	100%	0	-	0	-	0	-	0	-	0	-	1	100%
Other	0	-	0	-	0	-	0	-	1	100%	0	-	0	-	0	-	1	100%
Total *	0	n/a	1	n/a	7	n/a	0	n/a	4	n/a	2	n/a	0	n/a	0	n/a	14	100%

Workflow Class (UPDIG v2)	What would you estimate your average flat fee has been over the last year? (Averaged across all types of work)																	
	£100 - £250		£251 - £500		£501 - £1,000		£1,001 - £1,500		£1,501 - £2,000		£2,000 - £3,000		More than £3,000		Did not respond		Total	
	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%
High Volume/Quick Turnarond	0	-	0	-	0	-	0	-	0	-	2	100%	0	-	0	-	2	100%
High Volume/Moderately Quick Turnaround	0	-	0	-	3	50%	0	-	3	50%	0	-	0	-	0	-	6	100%
Low Volume/High Quality	0	-	1	25%	3	75%	0	-	0	-	0	-	0	-	0	-	4	100%
High Volume/High Quality	0	-	0	-	1	100%	0	-	0	-	0	-	0	-	0	-	1	100%
Other	0	-	0	-	0	-	0	-	1	100%	0	-	0	-	0	-	1	100%
Total *	0	n/a	1	n/a	7	n/a	0	n/a	4	n/a	2	n/a	0	n/a	0	n/a	14	100%

* Based on a sample size of 249 out of total sample of 499 (after data cleaning to ensure consistency)

AOP 2007 Survey
Photographic fees charged by Image use rate

For those people who answered 'Image Use Rate' to Question 29

Type of work	What would you estimate your average image rate** has been over the last year? (Averaged across all types of work)																	
	0%		£251 - £500		£501 - £1,000		£1,001 - £1,500		£1,501 - £2,000		£2,000 - £3,000		More than £3,000		Did not respond		Total	
	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%
Portrait, documentary or location photography commissioned by business/organisations e.g. for annual reports and company profiles	0	-	0	-	0	-	0	-	0	-	0	-	0	-	0	-	0	-
Advertising photography for small/medium size brands and companies	0	-	0	-	0	-	0	-	0	-	0	-	0	-	0	-	0	-
News/current affairs, PR, and events photography for business clients or their agencies for publication in business and consumer magazines and other media	0	-	1	25%	1	25%	1	25%	0	-	0	-	0	-	1	25%	4	100%
Catalogue and/or brochure photography, mainly products and people	0	-	0	-	0	-	0	-	0	-	0	-	0	-	0	-	0	-
Photo illustration and/or high end editorial work	0	-	0	-	1	33%	0	-	1	33%	0	-	0	-	1	33%	3	100%
Architectural and/or interiors photography	0	-	0	-	0	-	0	-	0	-	0	-	0	-	0	-	0	-
High end advertising photography for big well-known brands and companies	0	-	0	-	1	50%	0	-	0	-	0	-	1	50%	0	-	2	100%
Press and other media photography such as news, current affairs, PR and sport	0	-	1	100%	0	-	0	-	0	-	0	-	0	-	0	-	1	100%
Photographic portraits commissioned by private clients	0	-	0	-	0	-	0	-	0	-	0	-	0	-	0	-	0	-
Art photography, for sale to private and corporate buyers	0	-	0	-	0	-	0	-	0	-	0	-	0	-	0	-	0	-
Other	0	-	0	-	0	-	0	-	0	-	0	-	0	-	1	100%	1	100%
Total *	0	n/a	2	n/a	3	n/a	1	n/a	1	n/a	0	n/a	1	n/a	3	n/a	11	100%

Workflow Class (UPDIG v2)	What would you estimate your average image rate** has been over the last year? (Averaged across all types of work)																	
	0%		£251 - £500		£501 - £1,000		£1,001 - £1,500		£1,501 - £2,000		£2,000 - £3,000		More than £3,000		Did not respond		Total	
	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%
High Volume/Quick Turnarond	0	-	2	40%	1	20%	1	20%	0	-	0	-	0	-	1	20%	5	100%
High Volume/Moderately Quick Turnaround	0	-	0	-	0	-	0	-	0	-	0	-	0	-	0	-	0	-
Low Volume/High Quality	0	-	0	-	2	40%	0	-	1	20%	0	-	1	20%	1	20%	5	100%
High Volume/High Quality	0	-	0	-	0	-	0	-	0	-	0	-	0	-	0	-	0	-
Other	0	-	0	-	0	-	0	-	0	-	0	-	0	-	1	100%	1	100%
Total *	0	n/a	2	n/a	3	n/a	1	n/a	1	n/a	0	n/a	1	n/a	3	n/a	11	100%

* Based on a sample size of 249 out of total sample of 499 (after data cleaning to ensure consistency)

AOP 2007 Survey
Photographic fees charged by day rate

For those people who answered 'Day Rate' to Question 29

Type of work	What would you estimate your average day rate has been over the last year? (Averaged across all types of work)																	
	£100 - £250		£251 - £500		£501 - £1,000		£1,001 - £1,500		£1,501 - £2,000		£2,000 - £3,000		More than £3,000		Did not respond		Total	
	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%
Portrait, documentary or location photography commissioned by business/organisations e.g. for annual reports and company profiles	1	4%	5	19%	15	56%	4	15%	1	4%	1	4%	0	-	0	-	27	100%
Advertising photography for small/medium size brands and companies	0	-	2	8%	17	71%	4	17%	0	-	0	-	0	-	1	4%	24	100%
News/current affairs, PR, and events photography for business clients or their agencies for publication in business and consumer magazines and other media	1	8%	5	42%	4	33%	2	17%	0	-	0	-	0	-	0	-	12	100%
Catalogue and/or brochure photography, mainly products and people	0	-	4	29%	10	71%	0	-	0	-	0	-	0	-	0	-	14	100%
Photo illustration and/or high end editorial work	0	-	7	39%	10	56%	1	6%	0	-	0	-	0	-	0	-	18	100%
Architectural and/or interiors photography	0	-	2	13%	10	67%	3	20%	0	-	0	-	0	-	0	-	15	100%
High end advertising photography for big well-known brands and companies	0	-	0	-	7	23%	6	20%	4	13%	11	37%	2	7%	0	-	30	100%
Press and other media photography such as news, current affairs, PR and sport	1	10%	9	90%	0	-	0	-	0	-	0	-	0	-	0	-	10	100%
Photographic portraits commissioned by private clients	1	14%	4	57%	1	14%	1	14%	0	-	0	-	0	-	0	-	7	100%
Art photography, for sale to private and corporate buyers	0	-	1	50%	1	50%	0	-	0	-	0	-	0	-	0	-	2	100%
Other	0	-	0	-	3	50%	2	33%	1	17%	0	-	0	-	0	-	6	100%
Total *	4	n/a	39	n/a	78	n/a	23	n/a	6	n/a	12	n/a	2	n/a	1	n/a	165	100%

Workflow Class (UPDIG v2)	What would you estimate your average day rate has been over the last year? (Averaged across all types of work)																	
	£100 - £250		£251 - £500		£501 - £1,000		£1,001 - £1,500		£1,501 - £2,000		£2,000 - £3,000		More than £3,000		Did not respond		Total	
	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%
High Volume/Quick Turnarond	2	9%	14	64%	4	18%	2	9%	0	-	0	-	0	-	0	-	22	100%
High Volume/Moderately Quick Turnaround	2	3%	11	19%	33	57%	9	16%	1	2%	1	2%	0	-	1	2%	58	100%
Low Volume/High Quality	0	-	10	15%	28	43%	10	15%	4	6%	11	17%	2	3%	0	-	65	100%
High Volume/High Quality	0	-	4	29%	10	71%	0	-	0	-	0	-	0	-	0	-	14	100%
Other	0	-	0	-	3	50%	2	33%	1	17%	0	-	0	-	0	-	6	100%
Total *	4	n/a	39	n/a	78	n/a	23	n/a	6	n/a	12	n/a	2	n/a	1	n/a	165	100%

* Based on a sample size of 249 out of total sample of 499 (after data cleaning to ensure consistency)

AOP 2007 Survey
Photographic fees charged by client budget

For those people who answered 'Client Budget' to Question 29

Type of work	What would you estimate your average client budget has been over the last year? (Averaged across all types of work)																	
	£100 - £250		£251 - £500		£501 - £1,000		£1,001 - £1,500		£1,501 - £2,000		£2,000 - £3,000		More than £3,000		Did not respond		Total	
	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%
Portrait, documentary or location photography commissioned by business/organisations e.g. for annual reports and company profiles	0	-	3	75%	0	-	0	-	0	-	0	-	1	25%	0	-	4	100%
Advertising photography for small/medium size brands and companies	0	-	0	-	0	-	0	-	1	100%	0	-	0	-	0	-	1	100%
News/current affairs, PR, and events photography for business clients or their agencies for publication in business and consumer magazines and other media	1	33%	1	33%	1	33%	0	-	0	-	0	-	0	-	0	-	3	100%
Catalogue and/or brochure photography, mainly products and people	0	-	0	-	1	50%	0	-	0	-	0	-	1	50%	0	-	2	100%
Photo illustration and/or high end editorial work	0	-	1	33%	2	67%	0	-	0	-	0	-	0	-	0	-	3	100%
Architectural and/or interiors photography	0	-	1	100%	0	-	0	-	0	-	0	-	0	-	0	-	1	100%
High end advertising photography for big well-known brands and companies	0	-	0	-	0	-	1	33%	1	33%	1	33%	0	-	0	-	3	100%
Press and other media photography such as news, current affairs, PR and sport	1	17%	1	17%	2	33%	1	17%	0	-	0	-	1	17%	0	-	6	100%
Photographic portraits commissioned by private clients	0	-	1	50%	1	50%	0	-	0	-	0	-	0	-	0	-	2	100%
Art photography, for sale to private and corporate buyers	0	-	0	-	0	-	0	-	0	-	0	-	0	-	0	-	0	-
Other	0	-	0	-	1	100%	0	-	0	-	0	-	0	-	0	-	1	100%
Total *	2	n/a	8	n/a	8	n/a	2	n/a	2	n/a	1	n/a	3	n/a	0	n/a	26	100%

Workflow Class (UPDIG v2)	What would you estimate your average client budget has been over the last year? (Averaged across all types of work)																	
	£100 - £250		£251 - £500		£501 - £1,000		£1,001 - £1,500		£1,501 - £2,000		£2,000 - £3,000		More than £3,000		Did not respond		Total	
	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%
High Volume/Quick Turnarond	2	22%	2	22%	3	33%	1	11%	0	-	0	-	1	11%	0	-	9	100%
High Volume/Moderately Quick Turnaround	0	-	4	57%	1	14%	0	-	1	14%	0	-	1	14%	0	-	7	100%
Low Volume/High Quality	0	-	2	29%	2	29%	1	14%	1	14%	1	14%	0	-	0	-	7	100%
High Volume/High Quality	0	-	0	-	1	50%	0	-	0	-	0	-	1	50%	0	-	2	100%
Other	0	-	0	-	1	100%	0	-	0	-	0	-	0	-	0	-	1	100%
Total *	2	n/a	8	n/a	8	n/a	2	n/a	2	n/a	1	n/a	3	n/a	0	n/a	26	100%

* Based on a sample size of 249 out of total sample of 499 (after data cleaning to ensure consistency)

AOP 2007 Survey
Photographic fees charged by other methods

For those people who answered 'Other Fees' to Question 29

Type of work	What would you estimate your average fees have been over the last year? (Averaged across all types of work)																	
	£100 - £250		£251 - £500		£501 - £1,000		£1,001 - £1,500		£1,501 - £2,000		£2,000 - £3,000		More than £3,000		Did not respond		Total	
	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%
Portrait, documentary or location photography commissioned by business/organisations e.g. for annual reports and company profiles	1	50%	0	-	0	-	0	-	0	-	0	-	0	-	1	50%	2	100%
Advertising photography for small/medium size brands and companies	0	-	0	-	1	100%	0	-	0	-	0	-	0	-	0	-	1	100%
News/current affairs, PR, and events photography for business clients or their agencies for publication in business and consumer magazines and other media	0	-	1	50%	0	-	0	-	0	-	0	-	0	-	1	50%	2	100%
Catalogue and/or brochure photography, mainly products and people	0	-	0	-	0	-	0	-	0	-	0	-	0	-	0	-	0	-
Photo illustration and/or high end editorial work	0	-	0	-	0	-	0	-	0	-	0	-	0	-	0	-	0	-
Architectural and/or interiors photography	0	-	0	-	0	-	1	100%	0	-	0	-	0	-	0	-	1	100%
High end advertising photography for big well-known brands and companies	0	-	0	-	1	100%	0	-	0	-	0	-	0	-	0	-	1	100%
Press and other media photography such as news, current affairs, PR and sport	0	-	0	-	1	50%	0	-	0	-	0	-	0	-	1	50%	2	100%
Photographic portraits commissioned by private clients	0	-	0	-	0	-	0	-	0	-	0	-	0	-	0	-	0	-
Art photography, for sale to private and corporate buyers	0	-	0	-	0	-	0	-	0	-	0	-	0	-	0	-	0	-
Other	0	-	1	33%	0	-	0	-	0	-	0	-	0	-	2	67%	3	100%
Total *	1	n/a	2	n/a	3	n/a	1	n/a	0	n/a	0	n/a	0	n/a	5	n/a	12	100%

Workflow Class (UPDIG v2)	What would you estimate your average fees have been over the last year? (Averaged across all types of work)																	
	£100 - £250		£251 - £500		£501 - £1,000		£1,001 - £1,500		£1,501 - £2,000		£2,000 - £3,000		More than £3,000		Did not respond		Total	
	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%
High Volume/Quick Turnarond	0	-	1	25%	1	25%	0	-	0	-	0	-	0	-	2	50%	4	100%
High Volume/Moderately Quick Turnaround	1	33%	0	-	1	33%	0	-	0	-	0	-	0	-	1	33%	3	100%
Low Volume/High Quality	0	-	0	-	1	50%	1	50%	0	-	0	-	0	-	0	-	2	100%
High Volume/High Quality	0	-	0	-	0	-	0	-	0	-	0	-	0	-	0	-	0	-
Other	0	-	1	33%	0	-	0	-	0	-	0	-	0	-	2	67%	3	100%
Total *	1	n/a	2	n/a	3	n/a	1	n/a	0	n/a	0	n/a	0	n/a	5	n/a	12	100%

* Based on a sample size of 249 out of total sample of 499 (after data cleaning to ensure consistency)