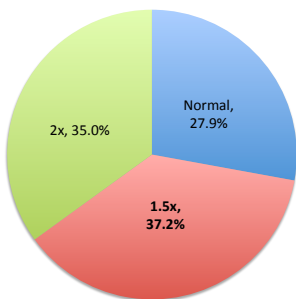


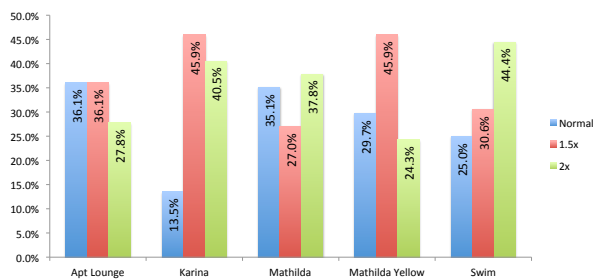
All Presets - Both Image Sizes (Cat & Zoom)

BOTH GENDERS

Distribution of Presets



Distribution of Presets x Image



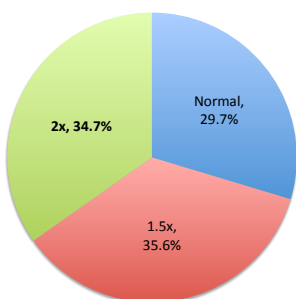
RESULTS

At the most aggregate view, the 1.5x preset garnered the most results by the participants, with the un-altered preset receiving 9.2 less percentage points overall.

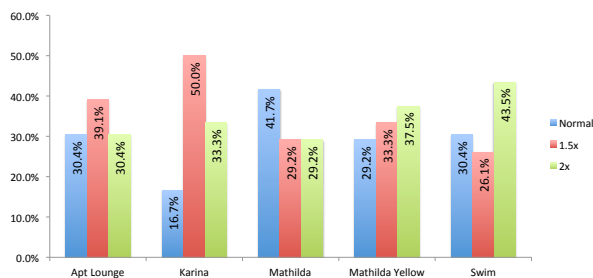
Overall, the normal preset wasn't chosen as most liked, with the exception of having the same selects for the Apt Lounge photo.

FEMALE

Distribution of Presets



Distribution of Presets x Image



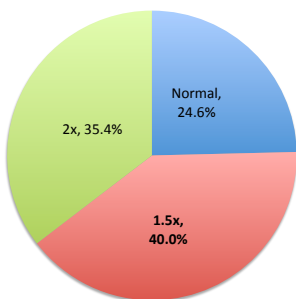
RESULTS

The distribution of results for women, follows closely with the aggregate results because 65% of the study respondents were women.

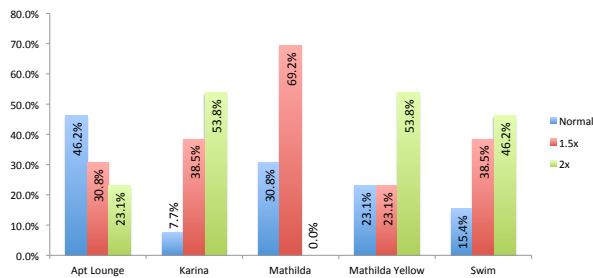
The Mathilda image is the only image where the female respondents chose the normal preset.

MALE

Distribution of Presets



Distribution of Presets x Image

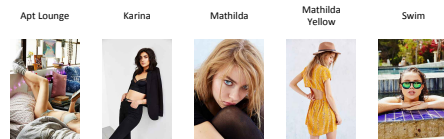


RESULTS

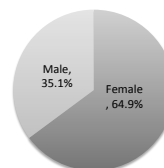
The Male results skewed pretty heavily toward the 1.5x preset, with the normal preset the lowest, with 24.6% of results.

The Mathilda images showed the greatest disparity in results. With Mathilda have 69% of respondents choosing the 1.5x preset and none choosing the 2x preset, whereas the same group favored the 2x preset for the Mathilda Yellow image, garnering 53.8% of The Apt Lounge photo is the only image garnering most selects for the normal preset.

KEY	
PRESETS	
Static Settings	Static Settings
JPG Chrominance Downsampling ON	JPG Chrominance Downsampling OFF
Sharpening ON (Sharp 2)	Sharpening ON (Sharp 2)
Unsharp Mask: 0.5, Radius: 0, Threshold: 1	Unsharp Mask: 0.5, Radius: 0, Threshold: 1
Color Profile: Default	Color Profile: Default
Category	Zoom
Normal 258 x 388px 87% JPG	Normal 730 x 1095px 93% JPG
1.5x 387 x 100% px 40% JPG	1.5x 1095 x 100% px 40% JPG
2x 516 x 100% px 25% JPG	2x 1460 x 100% px 25% JPG
Image Sizes (KB)	Image Sizes (KB)
Normal Apt Lounge 40 Karina 15 Mathilda 28 Mathilda Yell 23 Swim 37 AVG 28.6 KB	Normal Apt Lounge 224 Karina 84 Mathilda 183 Mathilda Yell 145 Swim 219 AVG 171 KB
1.5x Apt Lounge 36 Karina 11 Mathilda 22 Mathilda Yell 17 Swim 31 AVG 23.4 KB	1.5x Apt Lounge 191 Karina 56 Mathilda 149 Mathilda Yell 112 Swim 186 AVG 138.8 KB
2x Apt Lounge 38 Karina 12 Mathilda 24 Mathilda Yell 19 Swim 33 AVG 25.2 KB	2x Apt Lounge 211 Karina 63 Mathilda 167 Mathilda Yell 126 Swim 203 AVG 154 KB

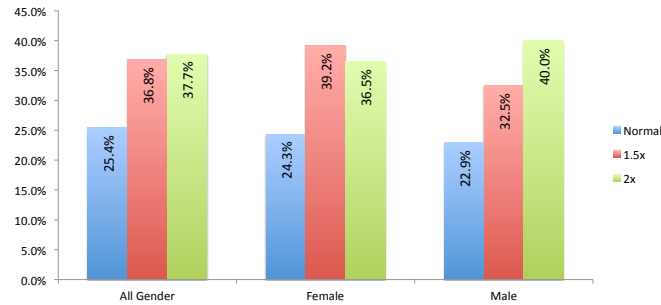


Result Distribution

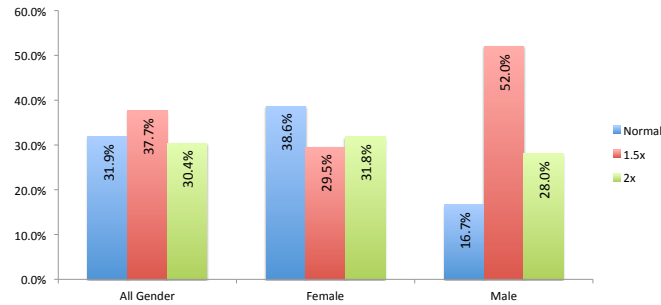


All Presets

CATEGORY VIEW



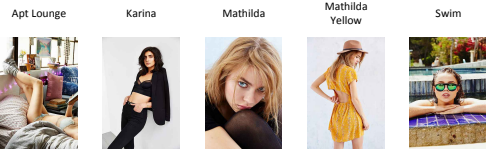
ZOOM VIEW



KEY

PRESETS

Static Settings		Static Settings	
JPG Chrominance Downsampling ON		JPG Chrominance Downsampling OFF	
Sharpening ON (Sharp 2)		Sharpening ON (Sharp 2)	
Unsharp Mask: 0.5, Radius: 0, Threshold: 1		Unsharp Mask: 0.5, Radius: 0, Threshold: 1	
Color Profile: Default		Color Profile: Default	
Category		Zoom	
Normal	258 x 388px 87% JPG	Normal	730 x 1095px 93% JPG
1.5x	387 x 100% px 40% JPG	1.5x	1095 x 100% px 40% JPG
2x	516 x 100% px 25% JPG	2x	1460 x 100% px 25% JPG
Image Sizes (KB)		Image Sizes (KB)	
Normal	Apt Lounge 40 Karina 15 Mathilda 28 Mathilda Yell 23 Swim 37 AVG 28.6 KB	Normal	Apt Lounge 224 Karina 84 Mathilda 183 Mathilda Yell 145 Swim 219 AVG 171 KB
1.5x	Apt Lounge 36 Karina 11 Mathilda 22 Mathilda Yell 17 Swim 31 AVG 23.4 KB	1.5x	Apt Lounge 191 Karina 56 Mathilda 149 Mathilda Yell 112 Swim 186 AVG 138.8 KB
2x	Apt Lounge 38 Karina 12 Mathilda 24 Mathilda Yell 19 Swim 33 AVG 25.2 KB	2x	Apt Lounge 211 Karina 63 Mathilda 167 Mathilda Yell 126 Swim 203 AVG 154 KB



Result Distribution

