

Base: All Respondents

Q1 When was the last time you updated your professional headshot (e.g., the photo you use for business and/or your LinkedIn profile)?

	Gender			Age					Woman Age					Man Age					Region			
	Total	Woman	Man	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	North-east	South	Mid-west	West
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2091	1185	887	498	414	369	404	406	285	218	211	244	227	204	195	152	157	179	394	873	436	388
Weighted Base	2091	1058	1016	603	357	327	334	470	294	178	162	170	254	302	178	159	162	215	361	812	428	491
Have A Professional Headshot (Net)	1195 57%	545 52%	640 63%	450 75% FGH	241 68% FGH	193 59% GH	143 43% GH	168 36% KLM	198 67% LM	109 61% LM	84 52% LM	68 40% LM	87 34% LM	250 83% PQRI	132 74% QRJ	104 65% QRK	73 45% QR	82 38% QR	201 56% RS	466 57% ST	234 55% TU	293 60% VW
Within Past 3 Years (Sub-Net)	731 35%	326 31%	397 39%	341 56% EFGH	152 43% FGH	111 34% GH	67 20% H	60 13% JKLM	151 52% LM	68 38% LM	48 30% LM	29 17% LM	30 12% OPQR	187 62% PQR	84 47% QR	58 36% QR	37 23% QR	31 14% RS	130 36% RS	296 37% ST	146 34% TU	159 33% VW
Within the last year	316 15%	140 13%	171 17%	145 24% FGH	73 20% FGH	46 14% GH	25 7% H	28 6% KLM	65 22% LM	31 17% LM	18 11% LM	12 7% LM	15 6% PQR	80 26% PQR	42 24% QR	24 15% R	13 8% R	13 6% RS	59 16% RS	118 15% ST	75 17% TU	64 13% VW
1-3 years ago	416 20%	185 18%	226 22%	196 33% EFGH	80 22% GH	66 20% GH	42 13% H	32 7% KLM	87 29% LM	37 21% LM	31 19% LM	17 10% LM	14 6% OPQR	108 36% PQR	42 24% R	34 21% R	24 15% R	18 8% RS	71 20% RS	178 22% ST	71 17% TU	95 19% VW
4 Or More Years Ago (Sub-Net)	463 22%	219 21%	243 24%	109 18% EFGH	89 25% GH	81 25% GH	76 23% H	108 29% KLM	46 16% LM	41 23% LM	35 22% LM	39 23% LM	57 22% OPQR	62 21% PQR	48 27% QR	46 29% R	36 22% R	51 24% RS	71 20% RS	170 21% ST	88 21% TU	134 27% VW
4-5 years ago	218 10%	91 9%	127 13%	72 12% H	50 14% H	37 11% H	37 11% H	23 5% IJKLM	30 10% LM	19 11% M	13 8% M	17 10% M	12 5% N	42 14% R	31 18% R	24 15% R	20 12% R	10 5% RS	36 10% RS	88 11% ST	39 9% TU	55 11% VW
More than 5 years ago	245 12%	128 12%	116 11%	37 6% H	39 11% D	45 14% D	39 12% D	86 18% DEG	16 6% LM	22 12% I	22 14% I	23 13% I	45 18% I	21 9% N	16 10% N	22 14% N	16 10% NOQ	41 19% NOQ	36 10% NOQ	82 10% ST	49 12% TU	79 16% VW
N/A - I do not have a professional headshot.	896 43%	513 48% C	376 37%	154 25% EFGH	116 32% GH	134 41% DE	191 57% DEF	301 64% DEF	96 33% N	69 39% O	78 48% IP	102 60% IJK	168 66% IJK	52 17% LM	46 26% LM	55 35% N	89 55% NOP	134 62% NOP	160 44% NOQ	345 43% ST	194 45% TU	197 40% VW
Sigma	2091 100%	1058 100%	1016 100%	603 100%	357 100%	327 100%	334 100%	470 100%	294 100%	178 100%	162 100%	170 100%	254 100%	302 100%	178 100%	159 100%	162 100%	215 100%	361 100%	812 100%	428 100%	491 100%

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L/M - N/O/P/Q/R - I/N - J/O - K/P - L/Q - M/R - S/T/U/V  
 Overlap formulae used.

Base: All Respondents

Q1 When was the last time you updated your professional headshot (e.g., the photo you use for business and/or your LinkedIn profile)?

	Household Income				Education			Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity			
	Total	Less Than \$50K	\$50K-\$74.9K	\$75K-\$99.9K	\$100K+	HS or less	Some College	College Grad+	Yes	No	Yes	No	Yes	No	Homeowner	Renter	Married	Not married	Hispanic	Black (Not Hispanic)	White (Not Hispanic)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	2091	628	314	279	841	604	634	853	1298	793	684	1407	639	1452	1287	752	1003	1088	350	313	1218
Weighted Base	2091	497	304	258	1002	665	675	751	1304	787	738	1353	639	1452	1310	725	920	1171	376	253	1224
Have A Professional Headshot (Net)	1195	272	168	144	598	366	366	463	935	260	509	686	463	732	714	455	495	700	268	175	608
	57%	55%	55%	56%	60%	55%	54%	62% FG	72% J	33%	69% L	51% L	72% N	50% N	55% O	63% O	54% Q	60% Q	71% U	69% U	50% U
Within Past 3 Years (Sub-Net)	731	186	102	94	340	246	211	275	602	130	353	378	311	420	413	306	265	466	189	121	329
	35%	37%	34%	37%	34%	37%	31%	37% J	46% J	16% L	48% L	28% L	49% N	29% N	32% O	42% O	29% Q	40% Q	50% U	48% U	27% U
Within the last year	316	93	49	30	138	110	92	114	261	55	167	149	145	171	176	132	117	199	92	61	129
	15%	19% DE	16% O	12% O	14% O	17% O	14% O	15% O	20% J	7% L	23% L	11% L	23% N	12% N	13% O	18% O	13% Q	17% Q	24% U	24% U	11% U
1-3 years ago	416	92	53	64	202	136	119	161	341	75	186	229	166	249	237	174	149	267	98	60	200
	20%	19% J	17% J	25% J	20% J	20% J	18% J	21% J	26% J	9% L	25% L	17% L	26% N	17% N	18% O	24% O	16% Q	23% Q	26% U	24% U	16% U
4 Or More Years Ago (Sub-Net)	463	86	66	49	258	120	155	188	333	130	156	308	152	311	301	149	230	234	78	54	279
	22%	17% J	22% J	19% J	26% B	18% B	23% F	25% F	26% J	17% L	21% L	23% L	24% N	21% N	23% O	21% O	25% R	20% R	21% U	21% U	23% U
4-5 years ago	218	49	36	24	108	72	61	84	175	43	94	124	95	123	143	72	101	117	52	33	108
	10%	10% J	12% J	9% J	11% J	11% J	9% J	11% J	13% J	5% L	13% L	9% L	15% N	8% N	11% O	10% O	11% Q	10% Q	14% U	13% U	9% U
More than 5 years ago	245	37	29	26	150	48	93	104	158	88	61	184	57	188	158	77	129	117	26	21	171
	12%	7% BC	10% BC	10% BC	15% BC	7% F	14% F	14% F	12% J	11% L	8% L	14% K	9% K	13% M	12% O	11% O	14% R	10% R	7% ST	8% ST	14% ST
N/A - I do not have a professional headshot.	896	225	136	114	404	299	309	288	369	527	229	667	176	720	596	270	425	471	108	78	616
	43%	45% I	45% I	44% I	40% I	45% H	46% H	38% I	28% I	31% I	31% I	49% K	28% K	50% M	45% P	37% P	46% R	40% R	29% ST	31% ST	50% ST
Sigma	2091	497	304	258	1002	665	675	751	1304	787	738	1353	639	1452	1310	725	920	1171	376	253	1224
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Means: Columns Tested (5% risk level) - B/C/D/E - F/G/H - I/J - K/L - M/N - O/P - Q/R - S/T/U  
 Overlap formulae used.

Base: All Respondents

Q1 When was the last time you updated your professional headshot (e.g., the photo you use for business and/or your LinkedIn profile)?

	Generations				
	Total	Gen Z (ages 18-28)	Millennials (ages 29-44)	Gen Xers (ages 45-60)	Baby Boomers (ages 61-79)
	(A)	(B)	(C)	(D)	(E)
Unweighted Base	2091	271	641	606	523
Weighted Base	2091	358	602	531	540
Have A Professional Headshot (Net)	1195 57%	265 74% DE	426 71% DE	282 53% E	208 39%
Within Past 3 Years (Sub-Net)	731 35%	208 58% CDE	285 47% DE	154 29% E	79 15%
Within the last year	316 15%	87 24% DE	130 22% DE	59 11% E	38 7%
1-3 years ago	416 20%	121 34% CDE	155 26% DE	95 18% E	41 8%
4 Or More Years Ago (Sub-Net)	463 22%	57 16%	140 23% B	128 24% B	129 24% B
4-5 years ago	218 10%	39 11%	84 14% E	61 11% E	35 7%
More than 5 years ago	245 12%	19 5%	57 9%	68 13% B	94 17% BC
N/A - I do not have a professional headshot.	896 43%	93 26%	176 29%	249 47% BC	332 61% BCD
Sigma	2091 100%	358 100%	602 100%	531 100%	540 100%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E  
 Overlap formulae used.

Base: Have A Professional Headshot

Q1 When was the last time you updated your professional headshot (e.g., the photo you use for business and/or your LinkedIn profile)?

	Gender			Age					Woman Age					Man Age					Region			
	Total	Woman	Man	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	North-east	South	Mid-west	West
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	1168	607	550	368	276	212	176	136	198	133	104	101	71	167	142	104	72	65	223	495	237	213
Weighted Base	1195	545	640	450	241	193	143	168*	198	109	84*	68*	87*	250	132	104*	73*	82*	201	466	234	293
Within Past 3 Years (Net)	731 61%	326 60%	397 62%	341 76% EFGH	152 63% GH	111 58% H	67 47% H	60 36% H	151 77% JKLM	68 62% LM	48 58% M	29 42% M	30 34% M	187 75% PQR	84 64% R	58 56% R	37 50% R	31 37% R	130 64% R	296 64% R	146 62% R	159 54% R
Within the last year	316 26%	140 26%	171 27%	145 32% GH	73 30% GH	46 24% H	25 17% H	28 17% H	65 33% LM	31 28% M	18 21% M	12 17% M	15 18% M	80 32% R	42 32% R	24 23% R	13 18% R	13 16% R	59 29% R	118 25% R	75 32% V	64 22% V
1-3 years ago	416 35%	185 34%	226 35%	196 44% EGH	80 33% H	66 34% H	42 30% H	32 19% H	87 44% LM	37 34% M	31 37% M	17 25% M	14 16% M	108 43% R	42 32% R	34 33% R	24 33% R	18 22% R	71 35% R	178 38% R	71 30% R	95 32% R
4 Or More Years Ago (Net)	463 39%	219 40%	243 38%	109 24% D	89 37% D	81 42% D	76 53% DE	108 64% DEF	46 23% I	41 38% I	35 42% I	39 58% IJ	57 66% IJK	62 25% R	48 36% R	46 44% N	36 50% N	51 63% NOP	71 36% R	170 36% R	88 38% R	134 46% R
4-5 years ago	218 18%	91 17%	127 20%	72 16% D	50 21% D	37 19% D	37 26% DH	23 13% DH	30 15% I	19 18% I	13 15% I	17 24% I	12 14% I	42 17% IJKL	31 24% IJKL	24 23% IJKL	20 27% IJKL	10 13% IJKL	36 18% IJKL	88 19% IJKL	39 17% IJKL	55 19% IJKL
More than 5 years ago	245 21%	128 24%	116 18%	37 8% D	39 16% D	45 23% D	39 27% DE	86 51% DEFG	16 8% I	22 20% I	22 27% I	23 33% IJKL	45 52% IJKL	21 8% IJKL	16 12% IJKL	22 21% NOPQ	16 22% NOPQ	41 50% NOPQ	36 18% R	82 17% R	49 21% R	79 27% T
Sigma	1195 100%	545 100%	640 100%	450 100%	241 100%	193 100%	143 100%	168 100%	198 100%	109 100%	84 100%	68 100%	87 100%	250 100%	132 100%	104 100%	73 100%	82 100%	201 100%	466 100%	234 100%	293 100%

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L/M - N/O/P/Q/R - I/N - J/O - K/P - L/Q - M/R - S/T/U/V  
 Overlap formulae used. \* small base

Base: Have A Professional Headshot

Q1 When was the last time you updated your professional headshot (e.g., the photo you use for business and/or your LinkedIn profile)?

	Household Income					Education			Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity		
	Total	Less Than \$50K	\$50K-\$74.9K	\$75K-\$99.9K	\$100K+	HS or less	Some College	College Grad+	Yes	No	Yes	No	Yes	No	Homeowner	Renter	Married	Not married	Hispanic	Black (Not Hispanic)	White (Not Hispanic)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	1168	332	165	158	500	316	330	522	908	260	467	701	454	714	692	454	537	631	242	208	601
Weighted Base	1195	272	168	144	598	366	366	463	935	260	509	686	463	732	714	455	495	700	268	175	608
Within Past 3 Years (Net)	731 61%	186 68% E	102 61%	94 66%	340 57%	246 67% G	211 58%	275 59%	602 64% J	130 50%	353 69% L	378 55%	311 67% N	420 57%	413 58%	306 67% O	265 54%	466 67% Q	189 71% U	121 69% U	329 54%
Within the last year	316 26%	93 34% DE	49 29%	30 21%	138 23%	110 30%	92 25%	114 25%	261 28%	55 21%	167 33% L	149 22%	145 31% N	171 23%	176 25%	132 29%	117 24%	199 28%	92 34% U	61 35% U	129 21%
1-3 years ago	416 35%	92 34%	53 32%	64 45% GE	202 34%	136 37%	119 32%	161 35%	341 36%	75 29%	186 37%	229 33%	166 36%	249 34%	237 33%	174 38%	149 30%	267 38% Q	98 36%	60 34%	200 33%
4 Or More Years Ago (Net)	463 39%	86 32%	66 39%	49 34%	258 43% B	120 33%	155 42% F	188 41%	333 36%	130 50% I	156 31%	308 45% K	152 33%	311 43% M	301 42% P	149 33%	230 46% R	234 33%	78 29%	54 31%	279 46% ST
4-5 years ago	218 18%	49 18%	36 22%	24 16%	108 18%	72 20%	61 17%	84 18%	175 19%	43 16%	94 19%	124 18%	95 20%	123 17%	143 20%	72 16%	101 20%	117 17%	52 19%	33 19%	108 18%
More than 5 years ago	245 21%	37 14%	29 17%	26 18%	150 25% B	48 13%	93 26% F	104 22% F	158 17%	88 34% I	61 12%	184 27% K	57 12%	188 26% M	158 22%	77 17%	129 26% R	117 17%	26 10%	21 12%	171 28% ST
Sigma	1195 100%	272 100%	168 100%	144 100%	598 100%	366 100%	366 100%	463 100%	935 100%	260 100%	509 100%	686 100%	463 100%	732 100%	714 100%	455 100%	495 100%	700 100%	268 100%	175 100%	608 100%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E - F/G/H - I/J - K/L - M/N - O/P - Q/R - S/T/U  
 Overlap formulae used.

Base: Have A Professional Headshot

Q1 When was the last time you updated your professional headshot (e.g., the photo you use for business and/or your LinkedIn profile)?

	Generations				
	Total	Gen Z (ages 18-28)	Millennials (ages 29-44)	Gen Xers (ages 45-60)	Baby Boomers (ages 61-79)
	(A)	(B)	(C)	(D)	(E)
Unweighted Base	1168	206	438	318	193
Weighted Base	1195	265	426	282	208
Within Past 3 Years (Net)	731 61%	208 78% CDE	285 67% DE	154 54% E	79 38%
Within the last year	316 26%	87 33% DE	130 31% DE	59 21%	38 18%
1-3 years ago	416 35%	121 45% DE	155 36% E	95 34% E	41 20%
4 Or More Years Ago (Net)	463 39%	57 22%	140 33% B	128 46% BC	129 62% BCD
4-5 years ago	218 18%	39 15%	84 20%	61 22%	35 17%
More than 5 years ago	245 21%	19 7%	57 13%	68 24% BC	94 45% BCD
Sigma	1195 100%	265 100%	426 100%	282 100%	208 100%

Proportions/Means: Columns Tested (5% risk level) - B/C/D/E  
 Overlap formulae used.

Base: All Respondents

Q2 Would you consider using AI to create your professional headshot?

	Gender			Age					Woman Age					Man Age					Region			
	Total	Woman	Man	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	North-east	South	Mid-west	West
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2091	1185	887	498	414	369	404	406	285	218	211	244	227	204	195	152	157	179	394	873	436	388
Weighted Base	2091	1058	1016	603	357	327	334	470	294	178	162	170	254	302	178	159	162	215	361	812	428	491
Definitely/Probably Would (Net)	926 44%	448 42%	469 46%	283 47% H	204 57% DGH	174 53% GH	135 40% H	130 28% M	128 43% ILM	100 56% LM	84 52% LM	63 37% R	73 29% R	150 50% QR	104 58% R	89 56% R	69 43% R	57 26% R	157 44% R	366 45% R	189 44% R	215 44% R
Definitely would	284 14%	123 12%	158 16% B	108 18% GH	84 24% FGH	44 13% GH	18 5% H	29 6% H	44 15% LM	35 20% LM	20 13% M	11 6% M	13 5% M	62 21% QR	49 27% PQR	23 15% Q	7 4% R	17 8% R	49 14% R	104 13% R	44 10% R	87 18% U
Probably would	643 31%	326 31%	312 31%	174 29% H	121 34% H	130 40% DH	117 35% H	101 21% H	83 28% M	65 36% M	64 40% IM	53 31% M	60 24% M	88 29% R	55 31% R	65 41% NR	63 39% R	40 19% R	108 30% R	262 32% R	145 34% V	127 26% V
Definitely/Probably Would Not (Net)	1165 56%	609 58%	547 54%	321 53% E	152 43% E	153 47% EF	199 60% EFG	340 72% DEFG	166 57% J	78 44% J	77 48% JK	107 63% JK	181 71% IJK	151 50% O	74 42% O	71 44% NR	92 57% O	158 74% NOPQ	204 56% R	446 55% R	239 56% R	276 56% R
Probably would not	559 27%	264 25%	291 29%	170 28% H	87 24% H	85 26% H	90 27% H	127 27% H	80 27% H	40 22% H	46 29% H	46 27% H	53 21% H	87 29% H	47 27% H	38 24% H	44 28% H	74 34% M	91 25% H	220 27% H	111 26% H	138 28% H
Definitely would not	605 29%	345 33% C	255 25% E	151 25% E	66 18% E	68 21% E	109 33% DEF	212 45% DEFG	86 29% K	39 22% K	31 19% K	61 36% JK	128 50% IJKLR	64 21% JK	27 15% O	33 20% O	48 30% O	84 39% NOP	113 31% R	226 28% R	129 30% R	138 28% R
Sigma	2091 100%	1058 100%	1016 100%	603 100%	357 100%	327 100%	334 100%	470 100%	294 100%	178 100%	162 100%	170 100%	254 100%	302 100%	178 100%	159 100%	162 100%	215 100%	361 100%	812 100%	428 100%	491 100%

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L/M - N/O/P/Q/R - I/N - J/O - K/P - L/Q - M/R - S/T/U/V  
 Overlap formulae used.

Base: All Respondents

Q2 Would you consider using AI to create your professional headshot?

	Household Income					Education			Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity		
	Total	Less Than \$50K	\$50K-\$74.9K	\$75K-\$99.9K	\$100K+	HS or less	Some College	College Grad+	Yes	No	Yes	No	Yes	No	Homeowner	Renter	Married	Not married	Hispanic	Black (Not Hispanic)	White (Not Hispanic)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	2091	628	314	279	841	604	634	853	1298	793	684	1407	639	1452	1287	752	1003	1088	350	313	1218
Weighted Base	2091	497	304	258	1002	665	675	751	1304	787	738	1353	639	1452	1310	725	920	1171	376	253	1224
Definitely/Probably Would (Net)	926 44%	219 44%	147 48%	106 41%	447 45%	278 42%	304 45%	345 46%	674 52% J	252 32%	402 55% L	524 39%	383 60% N	543 37%	566 43%	349 48%	409 44%	517 44%	207 55% U	131 52% U	497 41%
Definitely would	284 14%	53 11%	46 15%	31 12%	154 15% B	79 12%	91 13%	114 15%	221 17% J	63 8%	151 20% L	133 10%	147 23% N	136 9%	189 14%	90 12%	123 13%	161 14%	83 22% U	40 16% U	128 10%
Probably would	643 31%	166 33%	101 33%	75 29%	293 29%	198 30%	213 32%	231 31%	453 35% J	189 24%	252 34% L	391 29%	236 37% N	407 28%	377 29%	259 36% O	287 31%	356 30%	124 33%	92 36%	369 30%
Definitely/Probably Would Not (Net)	1165 56%	279 56%	157 52%	152 59%	555 55%	387 58%	371 55%	406 54%	630 48% I	535 68% I	336 45%	829 61% K	256 40%	908 63% M	744 57%	376 52%	511 56%	654 56%	168 45%	122 48%	727 59% ST
Probably would not	559 27%	138 28%	66 22%	67 26%	284 28% C	185 28%	189 28%	185 25%	341 26%	218 28%	173 23%	387 29% K	143 22%	416 29% M	343 26%	200 28%	240 26%	319 27%	77 20%	67 26%	343 28% S
Definitely would not	605 29%	140 28%	91 30%	85 33%	271 27%	202 30%	182 27%	221 29%	288 22% I	317 40% I	163 22%	442 33% K	113 18%	493 34% M	401 31% P	175 24%	271 29%	335 29%	92 24%	55 22%	384 31% ST
Sigma	2091 100%	497 100%	304 100%	258 100%	1002 100%	665 100%	675 100%	751 100%	1304 100%	787 100%	738 100%	1353 100%	639 100%	1452 100%	1310 100%	725 100%	920 100%	1171 100%	376 100%	253 100%	1224 100%

Proportions/Means: Columns Tested (5% risk level) - B/C/D/E - F/G/H - I/J - K/L - M/N - O/P - Q/R - S/T/U  
 Overlap formulae used.



Base: All Respondents

Q2 Would you consider using AI to create your professional headshot?

	Generations				
	Total	Gen Z (ages 18-28)	Millennials (ages 29-44)	Gen Xers (ages 45-60)	Baby Boomers (ages 61-79)
	(A)	(B)	(C)	(D)	(E)
Unweighted Base	2091	271	641	606	523
Weighted Base	2091	358	602	531	540
Definitely/Probably Would (Net)	926 44%	154 43% E	334 55% BDE	257 48% E	168 31%
Definitely would	284 14%	44 12% E	148 25% BDE	58 11% E	28 5%
Probably would	643 31%	110 31%	185 31%	199 37% CE	140 26%
Definitely/Probably Would Not (Net)	1165 56%	205 57% C	269 45%	274 52% C	372 69% BCD
Probably would not	559 27%	102 28%	155 26%	143 27%	142 26%
Definitely would not	605 29%	103 29% C	114 19%	132 25% C	230 43% BCD
Sigma	2091 100%	358 100%	602 100%	531 100%	540 100%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E  
 Overlap formulae used.

Base: All Respondents

Q3 Which of the following are among the top reasons you would use AI to create your professional headshot? Please select all that apply.

	Gender			Age					Woman Age					Man Age					Region			
	Total	Woman	Man	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	North-east	South	Mid-west	West
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2091	1185	887	498	414	369	404	406	285	218	211	244	227	204	195	152	157	179	394	873	436	388
Weighted Base	2091	1058	1016	603	357	327	334	470	294	178	162	170	254	302	178	159	162	215	361	812	428	491
Convenience (e.g., time savings, no traveling/scheduling appointment with photographer)	799 38%	391 37%	406 40%	227 38%	157 44% H	140 43% H	124 37%	152 32%	106 36%	70 39%	75 46% LM	57 34%	83 33%	120 40%	86 48% R	65 41%	66 41%	68 32%	135 37%	317 39%	154 36%	193 39%
High-quality results (e.g., similar to a professional photographer)	708 34%	328 31%	374 37% B	216 36% H	141 40% H	133 41% H	111 33% H	107 23%	98 33% M	62 35% M	60 37% M	49 29%	59 23%	113 37% R	80 45% R	73 46% R	62 38% R	47 22%	114 31%	279 34%	149 35%	167 34%
Ability for me to edit the photo (e.g., change backgrounds, remove blemishes)	697 33%	342 32%	350 34%	196 33% H	147 41% DGH	134 41% DGH	101 30%	119 25%	97 33%	68 38% M	60 37% M	51 30%	65 26%	95 32%	78 44% NQR	74 46% NQR	49 30%	54 25%	109 30%	283 35%	153 36%	152 31%
Cost savings (e.g., less costly than a professional photographer)	661 32%	303 29%	353 35% B	213 35% GH	134 38% GH	117 36% GH	87 26%	109 23%	96 33% M	55 31%	56 34% M	43 25%	54 21%	115 38% R	80 45% QRJ	61 38% R	43 27%	54 25%	99 27%	255 31%	137 32%	169 34%
Other	93 4%	48 4%	44 4%	28 5%	16 5%	10 3%	14 4%	25 5%	15 5%	7 4%	6 4%	8 5%	11 4%	12 4%	9 5%	2 2%	6 4%	14 7% P	13 4%	35 4%	27 6%	18 4%
None - I would never use AI for a headshot.	605 29%	345 33% C	255 25%	151 25% E	66 18%	68 21%	109 33% DEF	212 45% DEFG	86 29% K	39 22%	31 19%	61 36% JK	128 50% IJKLR	64 21%	27 15%	33 20%	48 30% O	84 39% NOP	113 31%	226 28%	129 30%	138 28%
Sigma	3563 170%	1756 166% C	1783 176% C	1031 171% E	661 185% E	602 184% E	545 164% DEF	724 154% DEFG	498 170% K	300 168% K	287 178% K	270 159% JK	401 158% IJKLR	519 172% K	360 202% O	308 193% O	274 169% O	323 150% NOP	584 162% O	1395 172% O	749 175% O	835 170% O

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L/M - N/O/P/Q/R - I/N - J/O - K/P - L/Q - M/R - S/T/U/V  
 Overlap formulae used.

Base: All Respondents

Q3 Which of the following are among the top reasons you would use AI to create your professional headshot? Please select all that apply.

	Household Income				Education			Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity			
	Total	Less Than \$50K	\$50K-\$74.9K	\$75K-\$99.9K	\$100K+	HS or less	Some College	College Grad+	Yes	No	Yes	No	Yes	No	Homeowner	Renter	Married	Not married	Hispanic	Black (Not Hispanic)	White (Not Hispanic)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	2091	628	314	279	841	604	634	853	1298	793	684	1407	639	1452	1287	752	1003	1088	350	313	1218
Weighted Base	2091	497	304	258	1002	665	675	751	1304	787	738	1353	639	1452	1310	725	920	1171	376	253	1224
Convenience (e.g., time savings, no traveling/scheduling appointment with photographer)	799 38%	164 33%	114 38%	96 37%	420 42% B	203 30%	281 42% F	316 42% F	556 43% J	243 31%	320 43% L	479 35%	288 45% N	511 35%	514 39%	278 38%	381 41% R	418 36%	144 38%	100 39%	470 38%
High-quality results (e.g., similar to a professional photographer)	708 34%	149 30%	110 36%	75 29%	369 37% B	200 30%	228 34%	281 37% F	512 39% J	196 25%	273 37%	435 32%	264 41% N	445 31%	448 34%	254 35%	321 35%	388 33%	144 38%	95 38%	397 32%
Ability for me to edit the photo (e.g., change backgrounds, remove blemishes)	697 33%	143 29%	103 34%	80 31%	368 37% B	190 29%	232 34%	275 37% F	515 39% J	182 23%	273 37% L	424 31%	252 39% N	445 31%	435 33%	255 35%	324 35%	373 32%	122 32%	90 35%	405 33%
Cost savings (e.g., less costly than a professional photographer)	661 32%	129 26%	93 31%	85 33%	349 35% B	183 28%	228 34% F	250 33% F	462 35% J	198 25%	274 37% L	386 29%	254 40% N	407 28%	423 32%	231 32%	290 32%	370 32%	119 32%	74 29%	394 32%
Other	93 4%	36 7% CE	6 2%	12 5%	38 4%	42 6% H	32 5%	19 3%	48 4%	45 6%	21 3%	72 5% K	19 3%	74 5%	53 4%	28 4%	38 4%	56 5%	5 1%	12 5% S	61 5% S
None - I would never use AI for a headshot.	605 29%	140 28%	91 30%	85 33%	271 27%	202 30%	182 27%	221 29%	288 22%	317 40% I	163 22%	442 33% K	113 18%	493 34% M	401 31% P	175 24%	271 29%	335 29%	92 24%	55 22%	384 31% ST
Sigma	3563 170%	762 153%	517 170%	433 168%	1815 181%	1019 153%	1182 175%	1362 181%	2382 183%	1182 150%	1325 180%	2238 165%	1189 186%	2374 164%	2274 174%	1222 168%	1624 177%	1940 166%	626 167%	426 168%	2111 173%

Proportions/Means: Columns Tested (5% risk level) - B/C/D/E - F/G/H - I/J - K/L - M/N - O/P - Q/R - S/T/U  
 Overlap formulae used.

Base: All Respondents

Q3 Which of the following are among the top reasons you would use AI to create your professional headshot? Please select all that apply.

	Generations				
	Total	Gen Z (ages 18-28)	Millennials (ages 29-44)	Gen Xers (ages 45-60)	Baby Boomers (ages 61-79)
	(A)	(B)	(C)	(D)	(E)
Unweighted Base	2091	271	641	606	523
Weighted Base	2091	358	602	531	540
Convenience (e.g., time savings, no traveling/scheduling appointment with photographer)	799 38%	120 33%	264 44% BE	218 41% E	180 33%
High-quality results (e.g., similar to a professional photographer)	708 34%	119 33%	238 40% E	203 38% E	137 25%
Ability for me to edit the photo (e.g., change backgrounds, remove blemishes)	697 33%	114 32%	228 38% E	203 38% E	136 25%
Cost savings (e.g., less costly than a professional photographer)	661 32%	123 34% E	225 37% E	166 31% E	135 25%
Other	93 4%	16 5%	28 5%	15 3%	31 6% D
None - I would never use AI for a headshot.	605 29%	103 29% C	114 19%	132 25% C	230 43% BCD
Sigma	3563 170%	595 166% C	1096 182%	936 176% C	848 157%

Proportions/Means: Columns Tested (5% risk level) - B/C/D/E  
 Overlap formulae used.

10 January 2025

Fielding Period: January 7 - 9, 2025

PhotoPacks.ai

Weighted To The U.S. General Adult Population

Page Table Title

1	1	Q1 When was the last time you updated your professional headshot (e.g., the photo you use for business and/or your LinkedIn profile)?
2	2	Q1 When was the last time you updated your professional headshot (e.g., the photo you use for business and/or your LinkedIn profile)?
3	3	Q1 When was the last time you updated your professional headshot (e.g., the photo you use for business and/or your LinkedIn profile)?
4	4	Q1 When was the last time you updated your professional headshot (e.g., the photo you use for business and/or your LinkedIn profile)?
5	5	Q1 When was the last time you updated your professional headshot (e.g., the photo you use for business and/or your LinkedIn profile)?
6	6	Q1 When was the last time you updated your professional headshot (e.g., the photo you use for business and/or your LinkedIn profile)?
7	7	Q2 Would you consider using AI to create your professional headshot?
8	8	Q2 Would you consider using AI to create your professional headshot?
9	9	Q2 Would you consider using AI to create your professional headshot?
10	10	Q3 Which of the following are among the top reasons you would use AI to create your professional headshot? Please select all that apply.
11	11	Q3 Which of the following are among the top reasons you would use AI to create your professional headshot? Please select all that apply.
12	12	Q3 Which of the following are among the top reasons you would use AI to create your professional headshot? Please select all that apply.