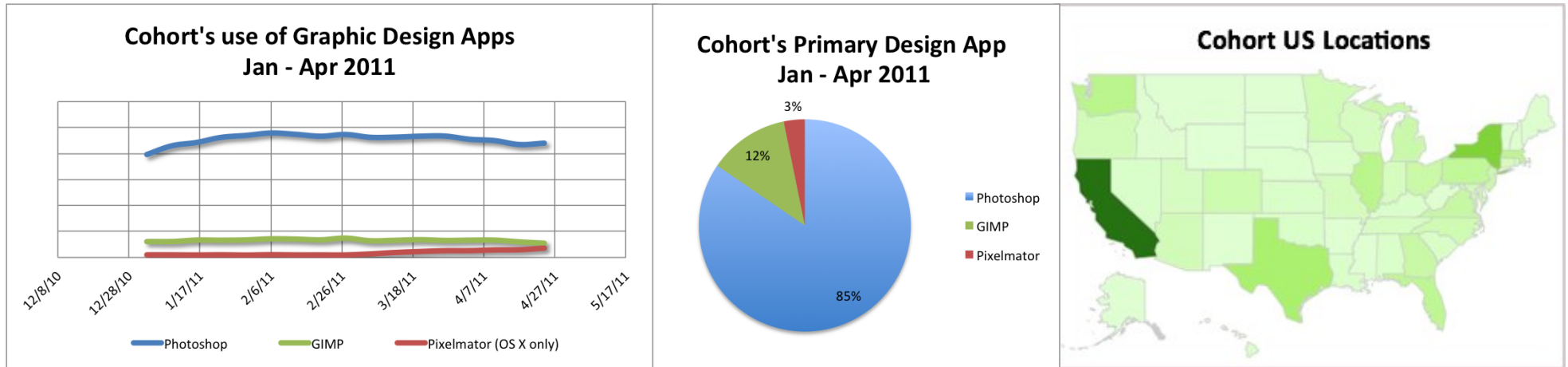


Adobe Photoshop Trend Analysis: January 1 - April 30, 2011

Data Methodology

- Cohort of 1,640 users who tried all three graphic design applications
- All cohort members were active with one or more of the three graphic design apps between Jan. 1 and Apr. 30 2011
- 52% of the cohort group had significant time in more than one of the three graphic design applications



Top 10 Graphic Design Websites Visited

- smashingmagazine.com
- deviantart.com
- fubiz.net
- color.com
- typekit.com
- photofocus.com
- inspirationfeed.com
- elegantthemes.com
- clker.com
- wayofthepixel.net

Cohort Demographics

- 29% Female / 71% Male
- Average Age 32.2
- Average Income \$58,924
- 78% work from home at least 1 day a week

Notes

- Pixelmator is only available on Mac OS X while Photoshop and GIMP are multi platform
- Pixelmator's user conversion appears to have been fueled by the release of the Mac App Store for OS X
- <http://www.pixelmator.com/weblog/2011/01/25/pixelmator-grosses-1-million-on-the-mac-app-store/>