

SURVEY INTERCEPTS

To: Artendex

From: Robin Newman

Date: March 2, 2019

Subject: Discovery Research, Art Consumer Behaviors

SURVEY: UNCOVERING GENERAL ART CONSUMERS PERCEPTION OF ARTRENDEX PRODUCT, BRAND & WILLINGNESS TO PAY

Introduction:

This is sample and should be adapted based on the individual and the context.

"Hi, I'm (Name of researcher),

I'm/We are conducting a survey for art consumers to help inform new designs of an art-making tool. It would be fantastic to get your feedback. The survey is only 5-7 minutes and we'd love to offer you a glass of champagne/raffle to in exchange for your time"

[After participant takes survey, give incentive]

SURVEY A - UNCOVERING GENERAL ART CONSUMER BEHAVIORS & ATTITUDES

15 Questions - Approx 5-7 Mins

Introduction

Thank you so much for offering to take our survey! Artrendex is a business that works with artists to create AI-collaborated artwork.

1. To start, we'd like to know about your decision to come to SCOPE today. Using a scale from 1 to 5, where 1 is not at all important, and 5 is very important, please rate the importance of the following. How important is/are _____?
 - a. To enhance my professional network (i.e meet others in the art-world, artists, gallery representation, invest in new talent etc.)
 - b. To be around like-minded people, friends & artists
 - c. Shopping for art
 - d. Discovering new and emerging artwork
 - e. To experience high-quality art
 - f. Gaining knowledge or learning something new
 - g. To see an individual/specific artist
 - h. To support the arts organization or art event
 - i. Other [Please fill]
2. Which of the following best describes your relationship with buying art?

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- a. I am not interested or actively looking to buy art.
- b. I am open and interested to buy art, but not actively looking.
- c. I am actively looking to buy art but have not yet found what I want
- d. I currently own enough art and am not looking to buy anything in the near future
- e. I do not own any art, and I cannot foresee myself buying art in the near future
- f. Other [Please fill]

3. When considering buying art
 - a. I most prefer to plan in advance
 - b. I most prefer to buy spontaneously
 - c. None of the above - I don't buy art

4. How often do you buy artworks? **[SKIP if Q3 is C]**
 - a. Once a month
 - b. A few times a year
 - c. Once a year
 - d. Rarely, every one or two years
 - e. I have never paid for art before
 - f. [Other]

5. What is the **primary** reason(s) you would consider buying art?
 - a. Emotional connection to art
 - b. Investment Value
 - c. Decorate my home/place of residence/work
 - d. As a gift to a friend/family/coworker
 - e. For work purposes
 - f. Support up and coming artists
 - g. The gallery or artist is one I know and love
 - h. The money goes to a good cause
 - i. To remember a travel experience or commemorate an experience
 - j. To support an arts institution I believe in
 - k. I would never consider buying art and don't plan to
 - l. Other [Please Fill]

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6. Thinking back to the last time you wanted to buy art but chose not to, what was the main barrier to purchasing?
- a. The cost was too high
 - b. It was at a specific event I could not make
 - c. I was worried the art would go out of style too quickly
 - d. Lack of personal art knowledge / confidence
 - e. The condition of the art was poor
 - f. The resale value was low
 - g. The artist or gallery/art institution was unfamiliar to me
 - h. The art did not fit my personal style & brand
 - i. The art was controversial
 - j. Art is a luxury I do not spend money on
 - k. It lacked convenience when purchasing (i.e prefer online shopping to in person)
 - l. It was inconvenient to deliver or install
 - m. I would not be able to display or store the artwork
 - n. Other [PLEASE FILL]
7. When purchasing art online or offline, what aspect other than price is the most important to you?
- [SELECT TOP THREE MOST VALUABLE]**
- a. Secure Payment
 - b. Trusted brand
 - c. Detailed images of the artwork
 - d. Resale Value
 - e. Controversial Topic (i.e politics)
 - f. Relationship to the artist(s)
 - g. Knowing the artist
 - h. Artist Bio
 - i. Innovative and unique
 - j. Personal expression & style
 - k. Compliments my art collection
 - l. Supporting the arts community
 - m. Customer Reviews
 - n. Limited Edition
 - o. Identifying with the subject matter
 - p. It will spark conversation amongst my peers
 - q. It conveys an idea or provokes an emotion
 - r. Has a story behind it
 - s. Supporting the international arts community
 - t. Aesthetics
 - u. Authenticity
 - v. Condition of work

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- w. Triggers an emotion
 - x. Speed and ease of delivery
 - y. Indication of the scale of art piece
 - z. Other [Please fill]
8. We'd like to know what was your first reaction to Art by AICAN?
- a. Extremely positive
 - b. Moderately positive
 - c. Slightly positive
 - d. Neither positive nor negative
 - e. Slightly negative
 - f. Moderately negative
 - g. Extremely negative
13. How well made is Artrendex Art?
- a. Extremely well made
 - b. Very well made
 - c. Moderately well made
 - d. Slightly well made
 - e. Not well made at all
14. How fairly or unfairly is AICAN art priced?
- a. Extremely fairly
 - b. Moderately fairly
 - c. Slightly fairly
 - d. Neither fairly nor unfairly
 - e. Slightly unfairly
 - f. Moderately unfairly
 - g. Extremely unfairly
15. How likely would you be to purchase Art from AICAN in the next 6-12 months?
- a. Extremely likely
 - b. Very likely
 - c. Moderately likely
 - d. Slightly likely
 - e. Not likely at all

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16. How much would you be willing to pay for Art from AICAN today? **[OPEN]**

17. What do you like most about this artwork? [Open ended]

18. What do you like least about our artwork? [Open ended]

19. On a scale from 0-10, how likely would you be to recommend the purchase of an artwork made by AICAN to a friend or colleague today? [SCALE]

DEMOGRAPHICS + RECRUIT QUESTION

1. Under which age bracket do you fall? [RANGE LIST]

2. Do you identify as? _____ [GENDER LIST]

3. Marital Status [LIST]

4. Do you work in the arts industry?

- a. Yes
- b. No

5. [SKIP IF 4 is NO] Which of the following areas of the arts industries? [SELECT ALL THAT APPLY]

- a. Artist (Illustrator, sculptor, fine art etc...)
- b. Art handling or fabrication.
- c. Art gallery curator or help artists sell work.
- d. Art therapist.
- e. Art teacher.
- f. Art Fairs
- g. Art Collector
- h. Art Marketing or PR
- i. Art lecturer, design lecturer or art history lecturer at a university.
- j. Art valuer/auctioneer/dealership.
- k. Art museum
- l. Non-profits arts organization
- m. For profit arts organizations

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- n. Other [Please fill]
6. How many people live in your household, including yourself? [RANGE LIST]
7. What is the highest level of education you completed [LIST]
8. Last year, what was your annual household income? [RANGE LIST]
9. Thank you so much for your time! Would it be ok to reach out to you at a later date to follow up about your responses or future research? If you would be willing to participate in future compensated interviews, please leave your email here.

a. EMAIL FIELD

END SURVEY