

NEW ART EDITIONS

An Art Collector's Paradise

**MEMBER
SURVEY
2022**

Since 2012 New Art Editions has held a unique place within the art community by informing collectors about new limited art releases. In 2016 we provided our members the opportunity to sell and buy artworks through our Private Sales platform.

Now 10 years later, we have a vibrant, worldwide collectors community. To better understand their needs, we asked our members to complete the New Art Editions Members Survey 2022.

The survey was distributed to our listed members and was available to complete in the period 9 -19 September 2022.

In this document we present to you an extract of the Key Findings from the survey.

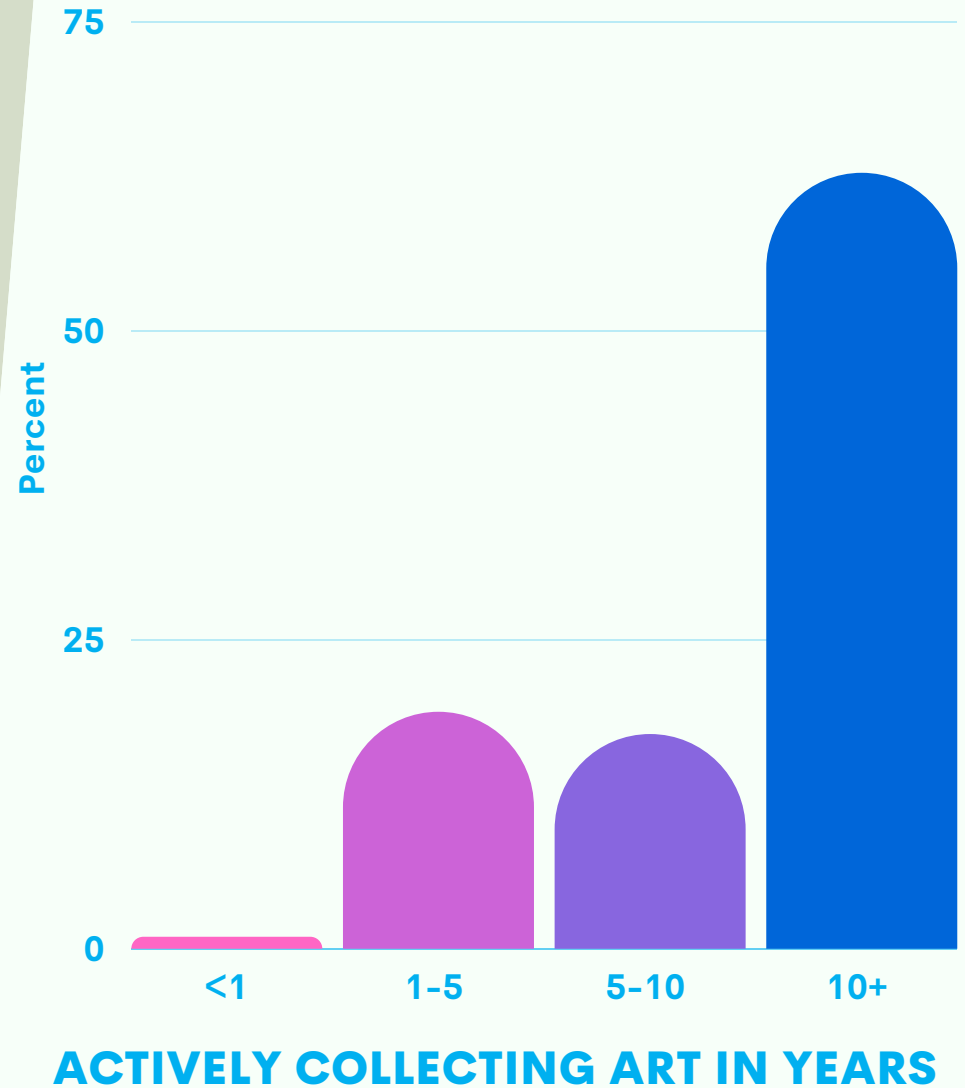
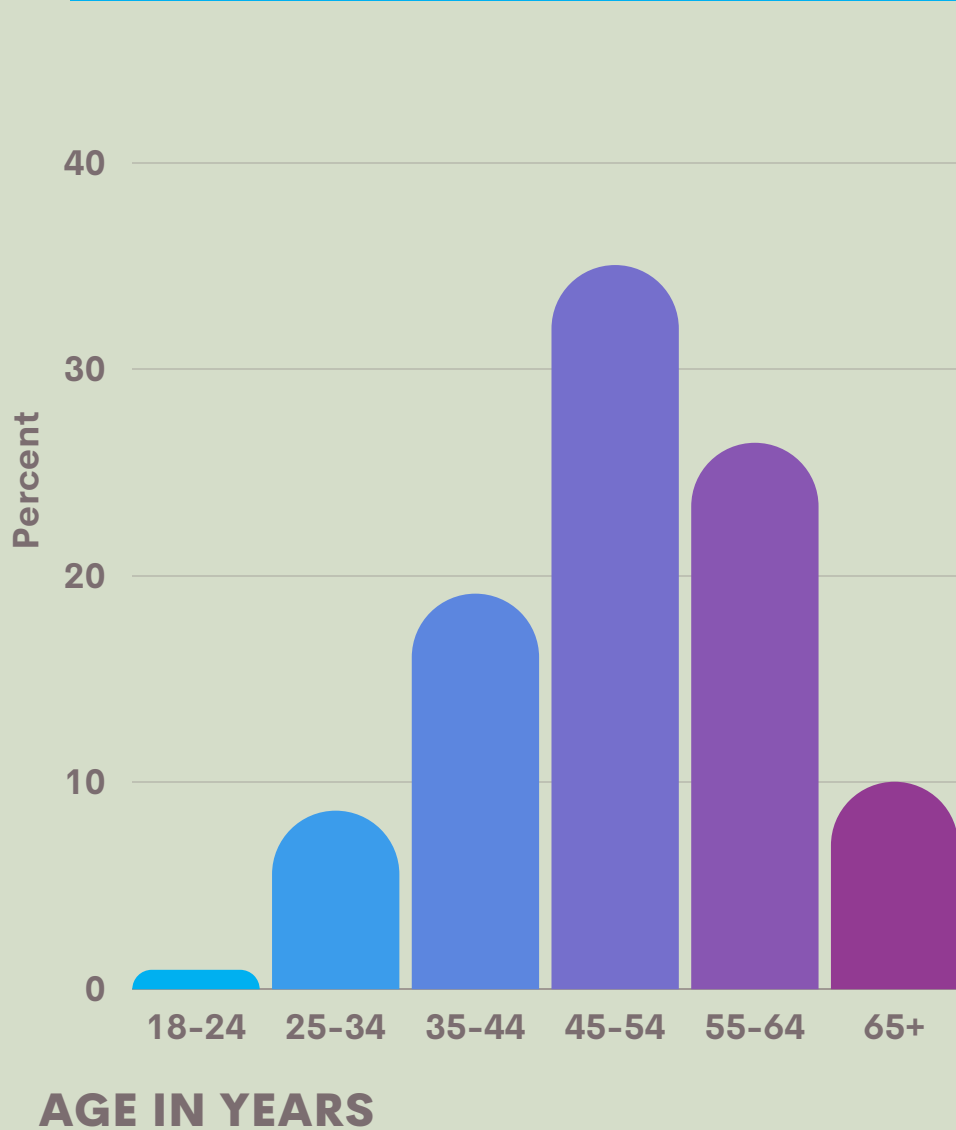
- The New Art Editions Team

KEY FINDINGS

- 1. AGE AND HOW LONG COLLECTING?**
- 2. BUYING FREQUENCY AND BUDGET?**
- 3. WHERE DO YOU MOSTLY BUY FROM?**
- 4. COUNTRY OF RESIDENCE?**
- 5. WHAT MEDIUM ARE YOU MOSTLY INTERESTED IN?**
- 6. WHAT DRIVES YOU WHEN BUYING ART?**
- 7. SELLING FROM YOUR COLLECTION?**
- 8. USING OUR PLATFORM?**
- 9. HOW MANY NEWLY RELEASED WORKS HAVE YOU PURCHASED VIA NEW ART EDITIONS?**

1. AGE AND HOW LONG COLLECTING

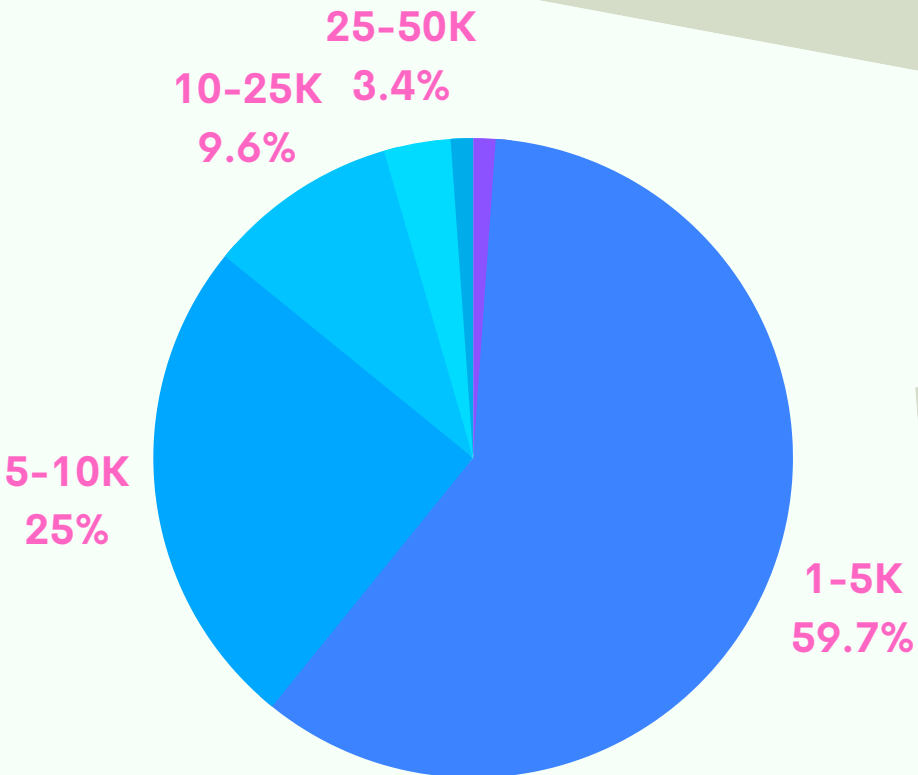
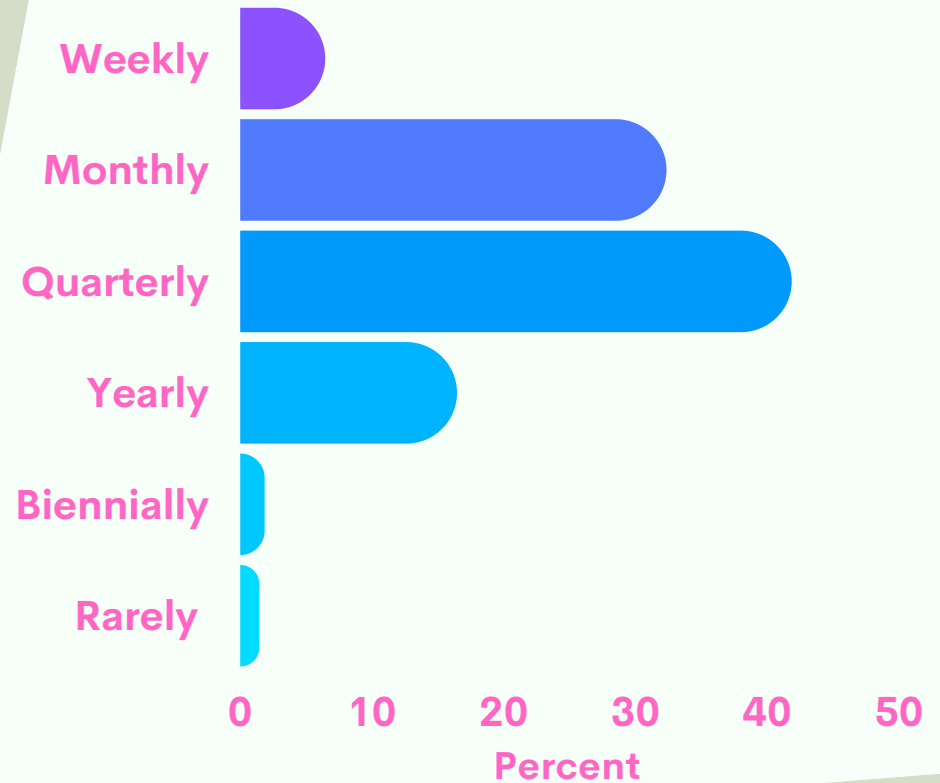
The results show that our respondents are seasoned, experienced art collectors. Over 70% are aged 45 years and above; 63% have been collecting art 10 years and longer.



2. BUYING FREQUENCY AND BUDGET

FREQUENCY BUYING ART

Our members are actively involved in the collecting game; 39% of them said that they buy art monthly, and 42% quarterly.

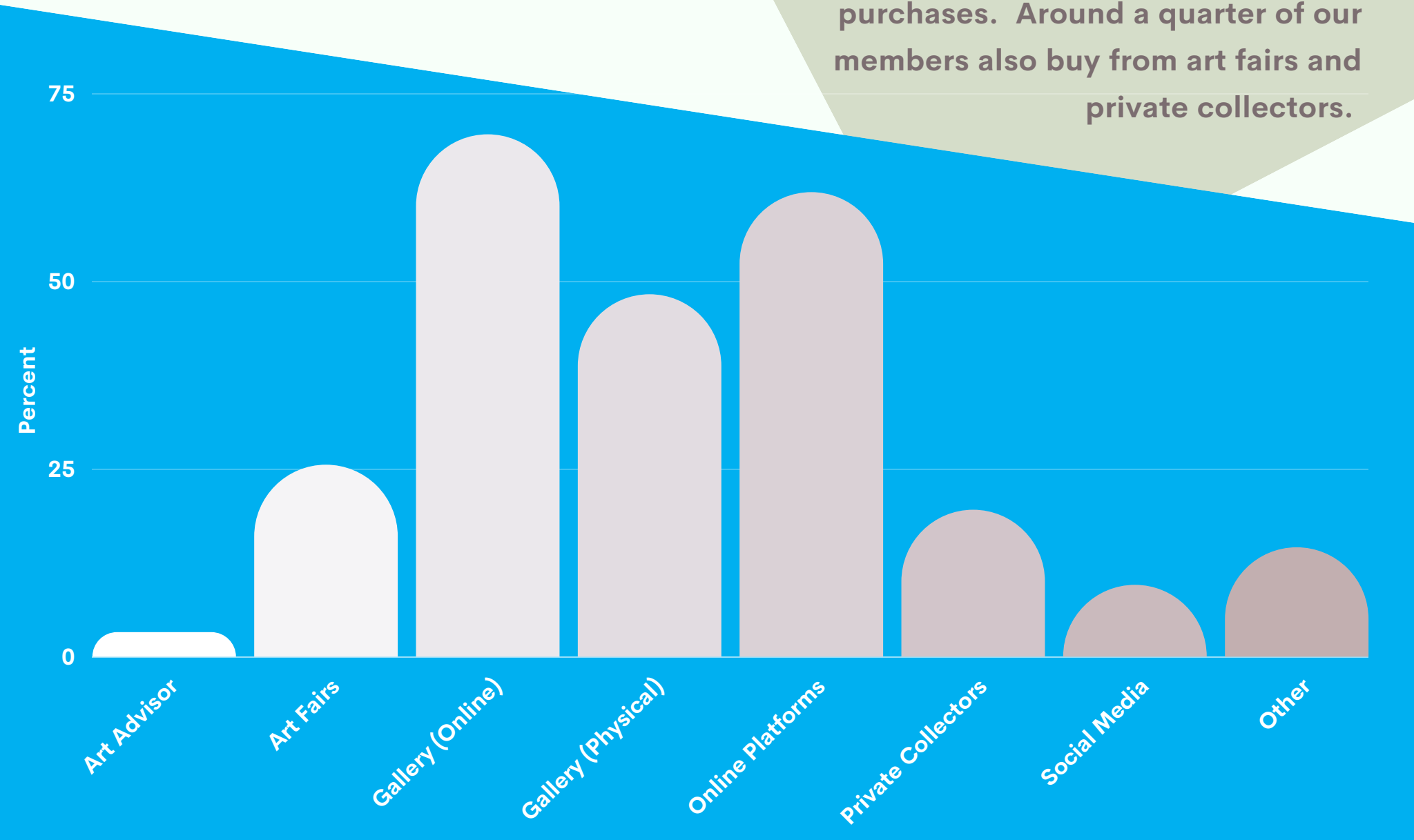


AVERAGE BUDGET PER PIECE IN USD

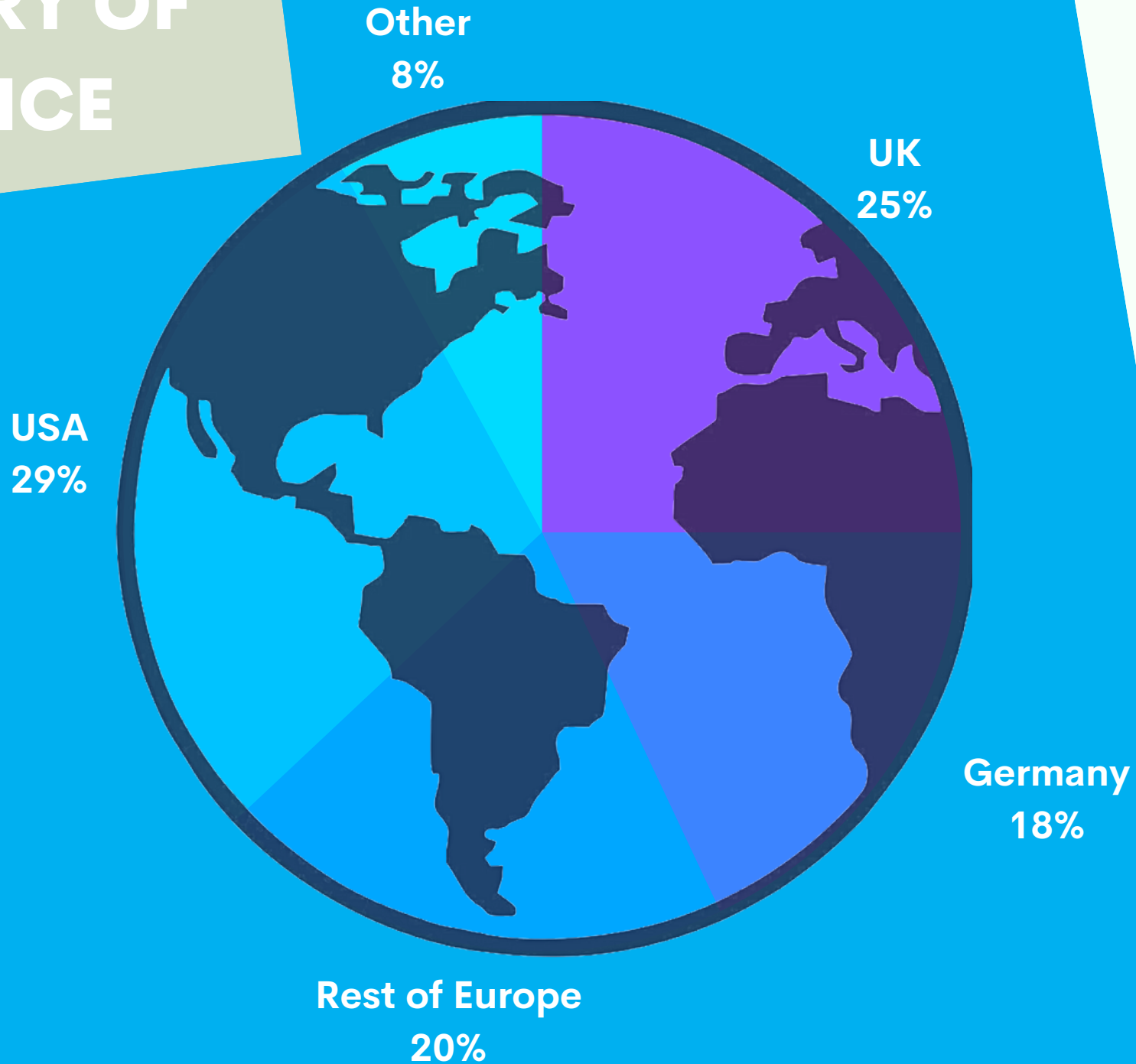
The vast majority (69%) spend an average budget of up to \$ 5,000 for an artwork; 28% of the members said they spend an average budget between \$ 5,000 – \$ 25,000 per piece.

3. WHERE DO YOU MOSTLY BUY FROM?

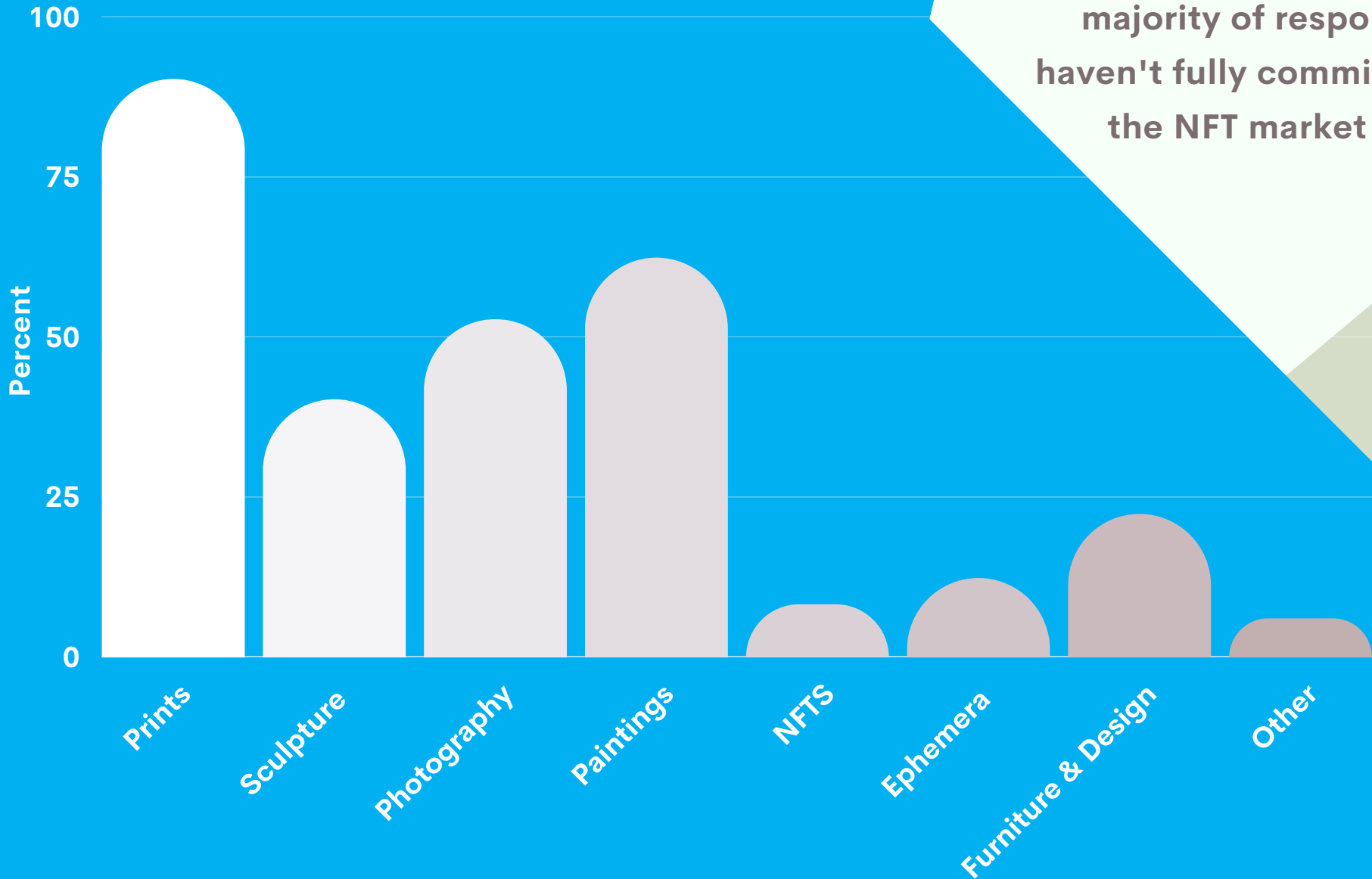
Online spaces continue to be the predominant area members buy their work, but almost half still visit physical galleries to make purchases. Around a quarter of our members also buy from art fairs and private collectors.



4. COUNTRY OF RESIDENCE

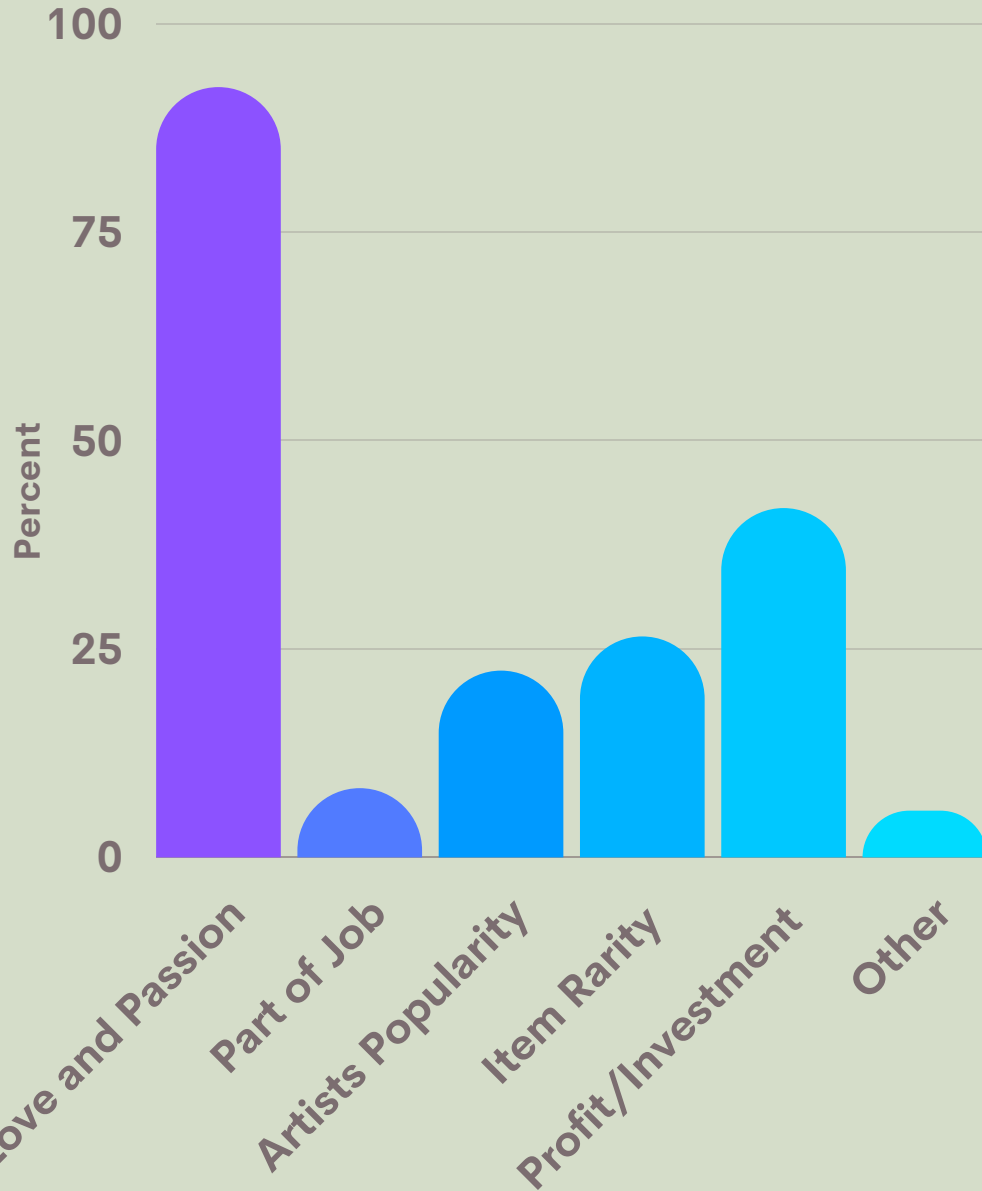


5. WHAT MEDIUM ARE YOU MOSTLY INTERESTED IN?



As expected, the focus of our members is on prints and photography. It would also appear the majority of respondents haven't fully committed to the NFT market (yet!).

6. WHAT DRIVES YOU WHEN BUYING ART?



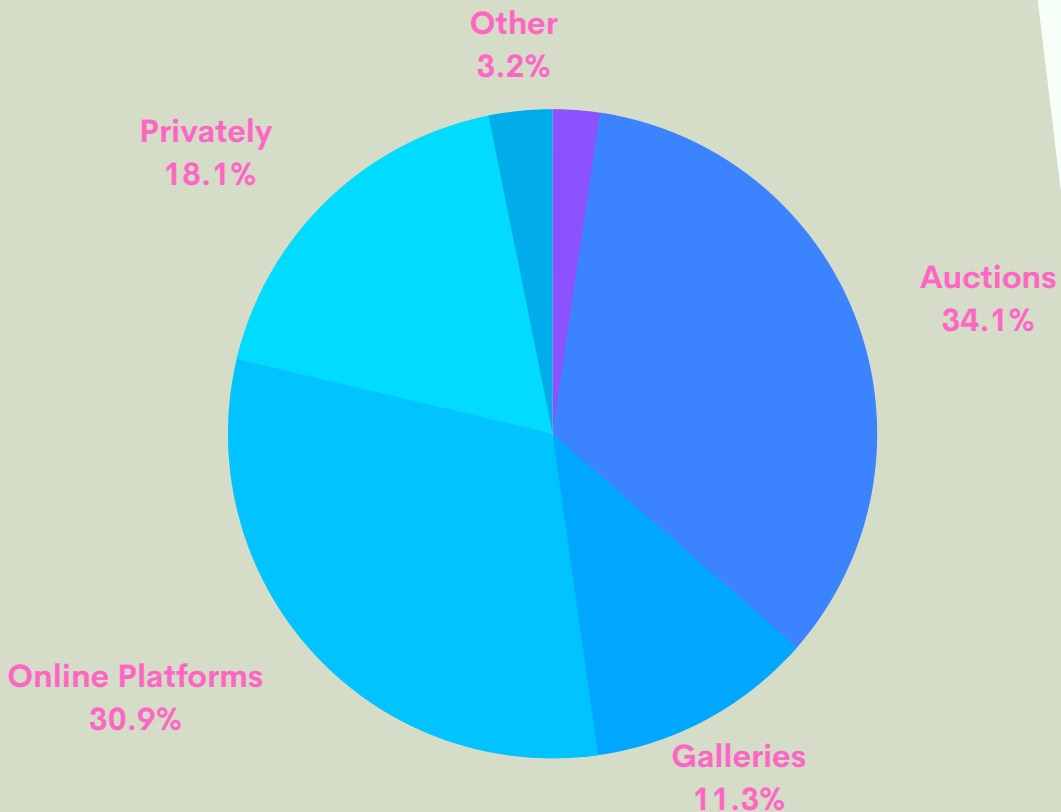
Like us - the love and passion for collecting beautiful things was overwhelmingly at the top of the agenda for the majority of our members.

92%
**LOVE AND PASSION
FOR COLLECTING
BEAUTIFUL THINGS**

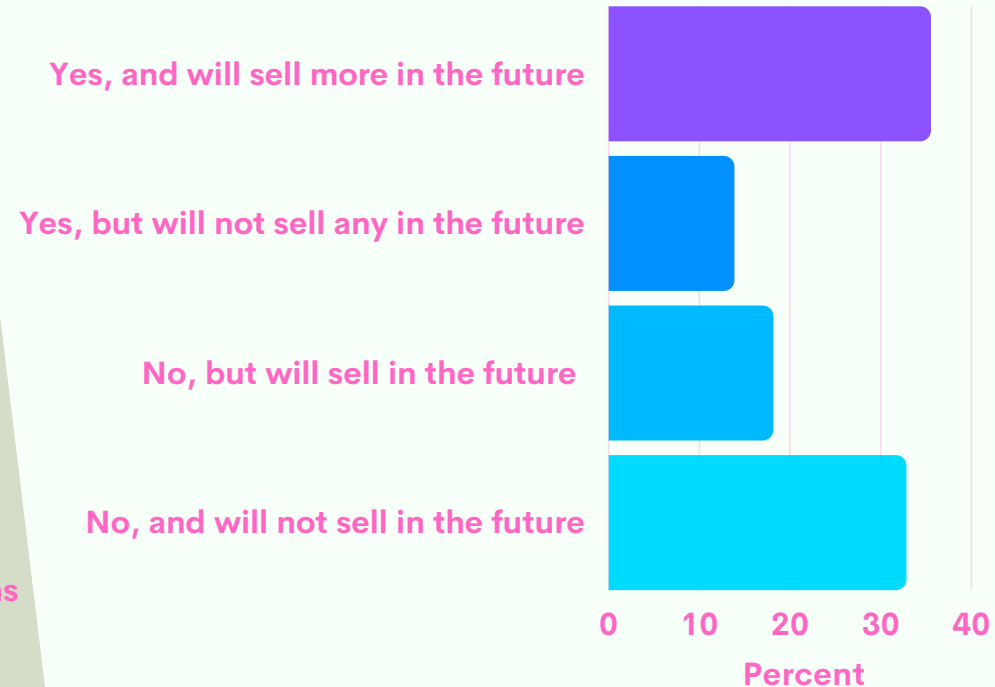
7. SELLING FROM YOUR COLLECTION

WHICH CHANNELS DO YOU USE TO SELL?

The vast majority of our members favour auctions and online platforms to sell their works - but a considerable proportion (18%) also sells privately.



HAVE YOU SOLD ART FROM YOUR COLLECTION?

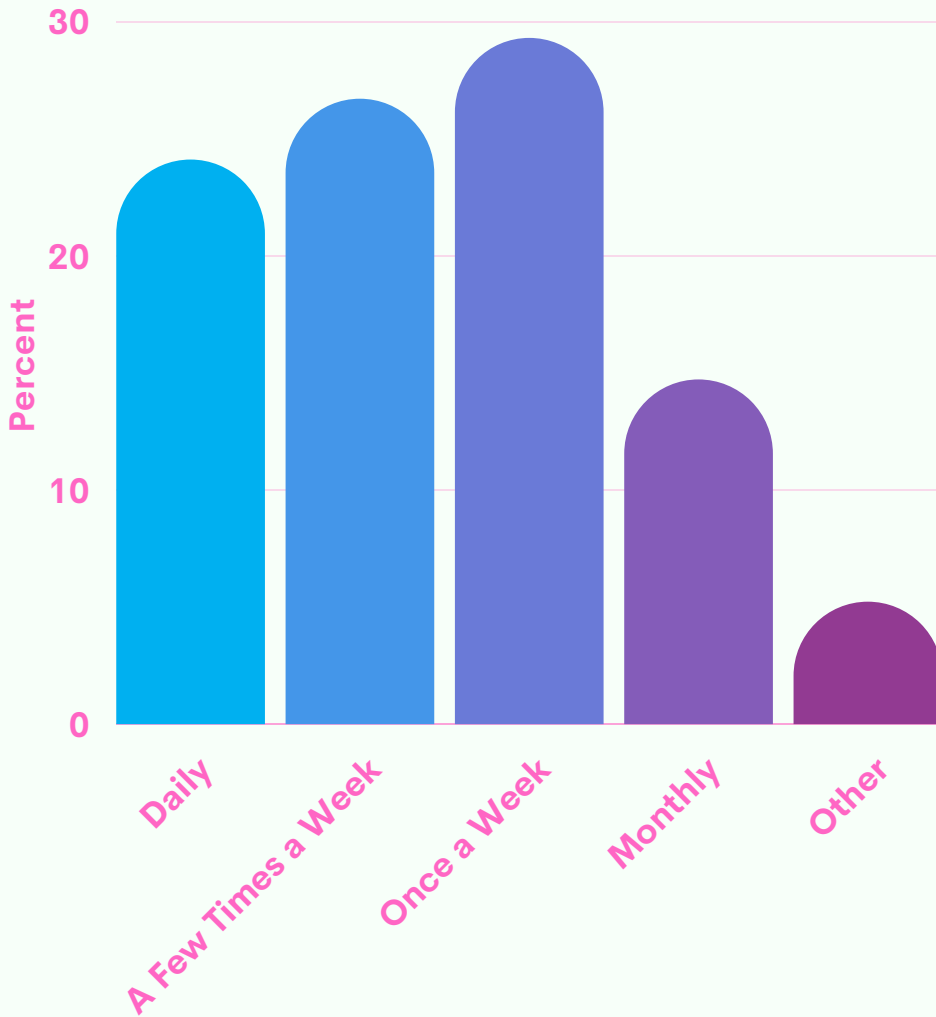


35% of respondents sold from their collection regularly whilst a similar percentage (33%) shared that they have no intention of selling at all.

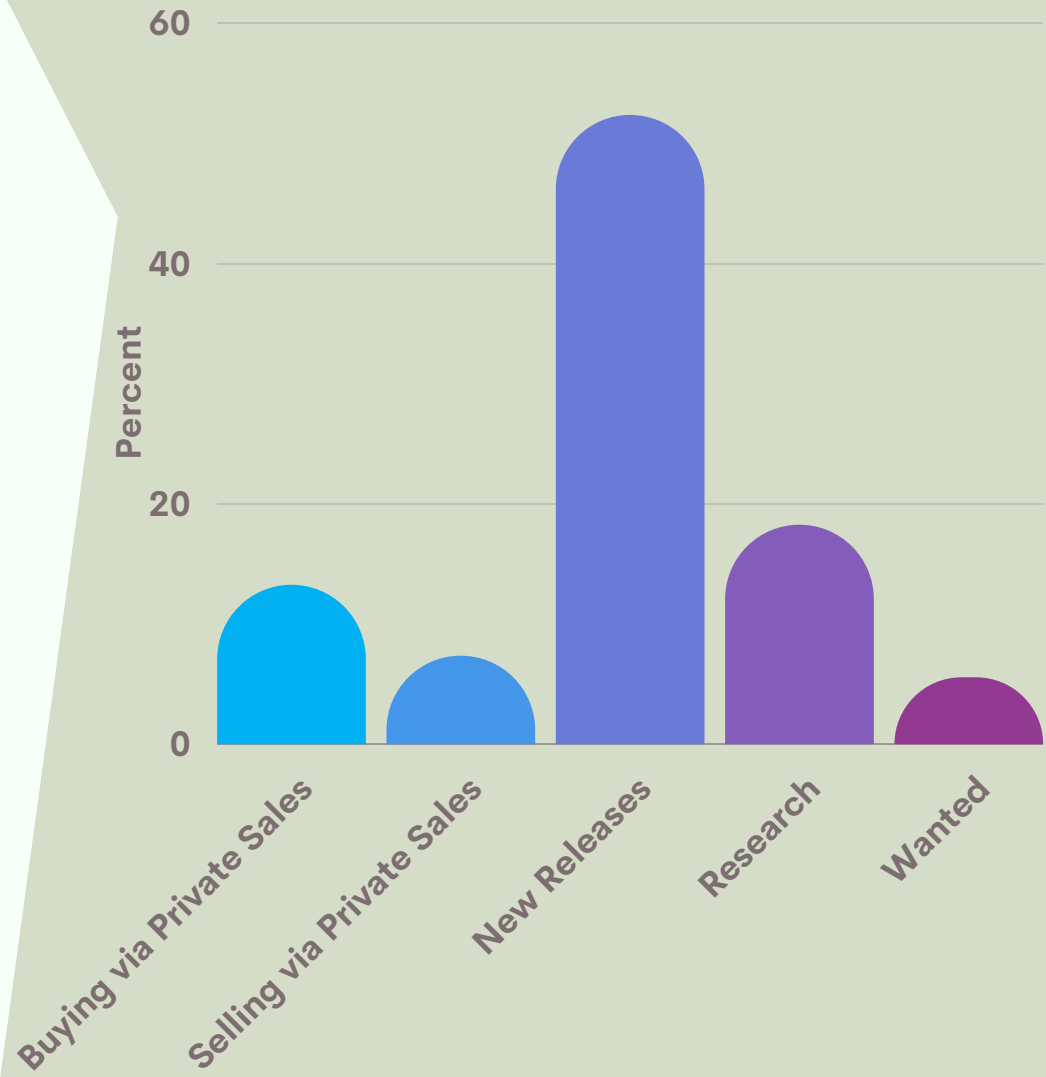
8. USING OUR PLATFORM

The results demonstrate that the vast majority of our members visit our website at least once a week, and almost a quarter visit us daily!

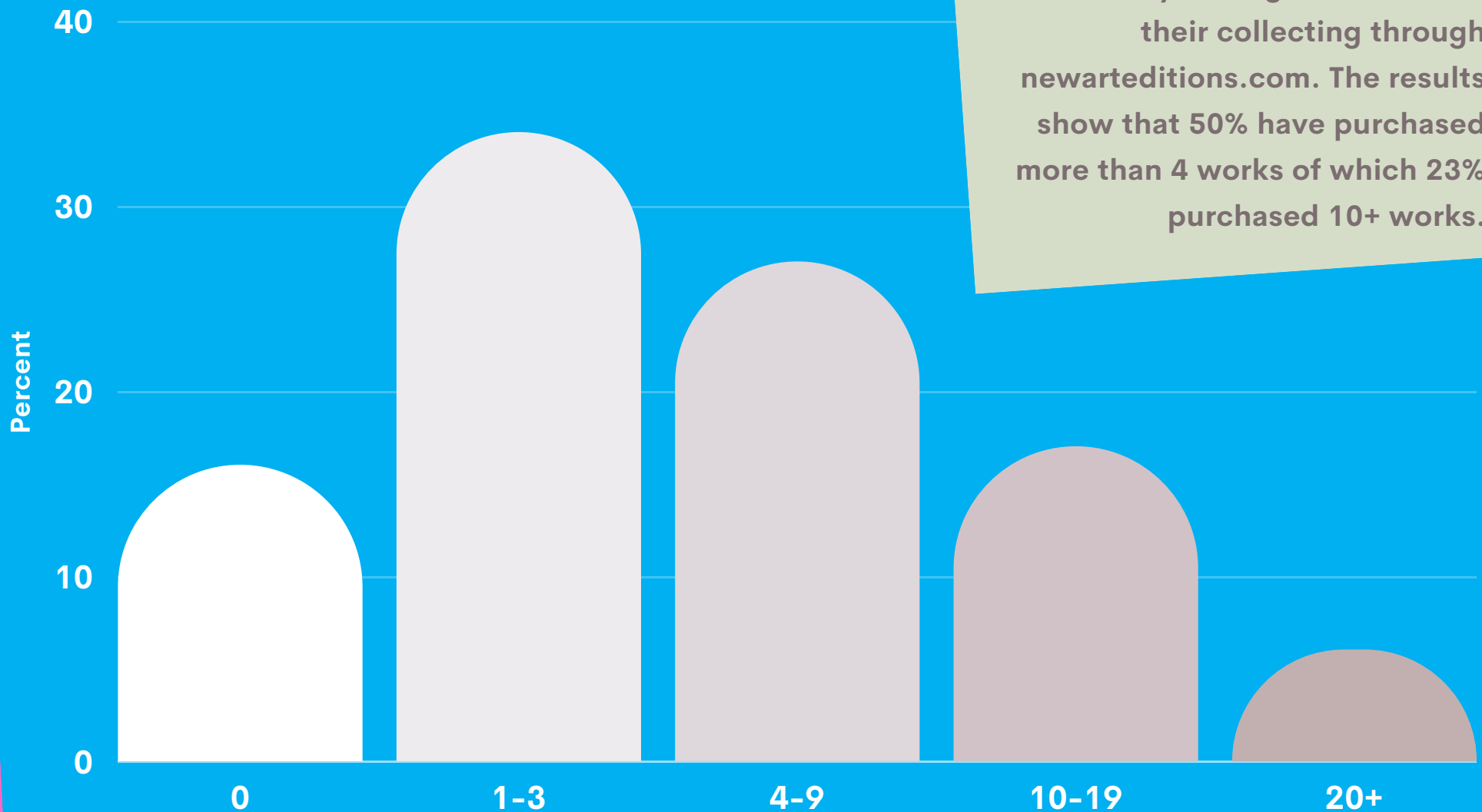
FREQUENCY OF VISITS



MAIN REASON FOR VISIT



9. HOW MANY NEWLY RELEASED WORKS HAVE YOU PURCHASED VIA NEW ART EDITIONS?



It's great to see that our members are actively adding new works to their collecting through newarteditions.com. The results show that 50% have purchased more than 4 works of which 23% purchased 10+ works.

**THANKS AGAIN TO ALL OF THOSE WHO
TOOK PART IN OUR MEMBERS SURVEY
2022.**

**WATCH THIS SPACE FOR SOME VERY
EXCITING CHANGES IN THE COMING
MONTHS...**

SEE YOU NEXT YEAR!

**HAVE QUESTIONS FOR US?
SUPPORT@NEWARTEDITIONS.COM**

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