

Art in motion

Collectors continue to pursue their **passion**

A recent survey of art collectors reveals that they are actively looking to add to their collection in 2019. They are increasingly comfortable buying art online, even for works they have not seen in person. They are also using social media to find art and follow artists.

Most collectors are highly engaged...



50%
Always looking to
add to collection

34%
Opportunistically looking
to add to collection

16%
Not looking

...and plan to take action in 2019



58% "I plan to **add** to
my collection."



64% "I plan to **spend**
more than \$100k
on fine art."

What collectors collect



Paintings

86%



Sculpture

70%



Drawings

64%



Photography

60%



Prints

59%



Video

50%

How collectors value their collection

58%

"It's my **most prized** possession."

Collectors weigh in on passion vs. profit

"I won't part with $\frac{2}{3}$ of my collection."

But I will sell $\frac{1}{3}$ when the time is right."

Top concerns of collectors



58%

"I'm worried heirs won't know **how to care for** the collection."

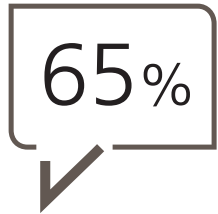
57%

"I'm concerned about **taxes** when passing on to the next generation."

57%

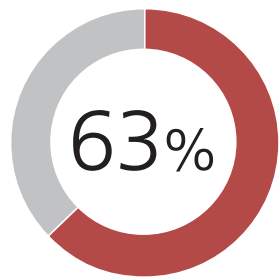
"I'm concerned about the **lack of transparency** in the art market."

Keeping their ears to the ground

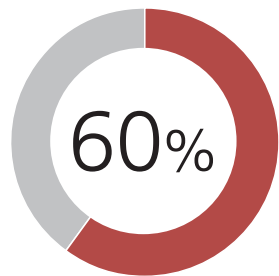


"I follow the art market **very closely.**"

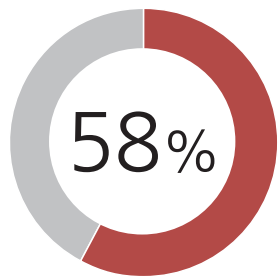
Collectors are going online



Participated in an **online auction**



Purchased a piece online after **seeing it in person**



Purchased a piece online **sight unseen**

Feeling the pull of social media



67%

Follow an artist

65%

Seriously **consider buying** art after first seeing it on social media

Gender Spotlight



57%

See the artist's **gender** as a determining factor when purchasing art



70%

Expect to purchase **works by women** in the next year

About the survey: UBS surveyed 175 High Net Worth fine art collectors with at least \$5M+ in investable assets from November 14 - 26, 2018. For more insights, visit ubs.com/investorwatch.

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