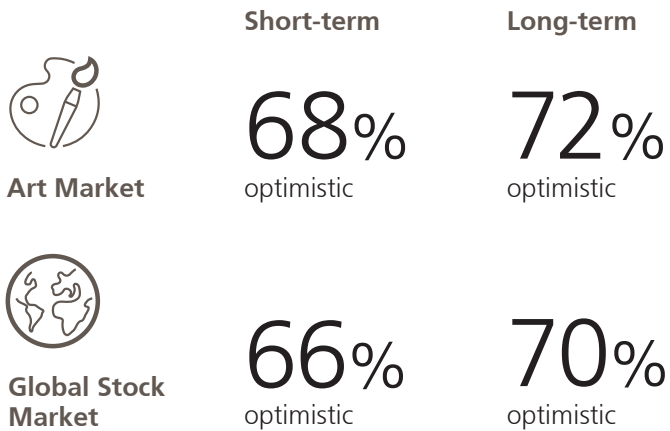


The new modern

Collectors embrace the future (sustainability) and value the classic (museums)

A new survey of US high net worth art collectors reveals they're optimistic about the art market. They're considering sustainable options in managing their collections and are willing to pay more for them. In addition, collectors continue to value the important roles of museums, with women more likely to leave some of their collection to them.

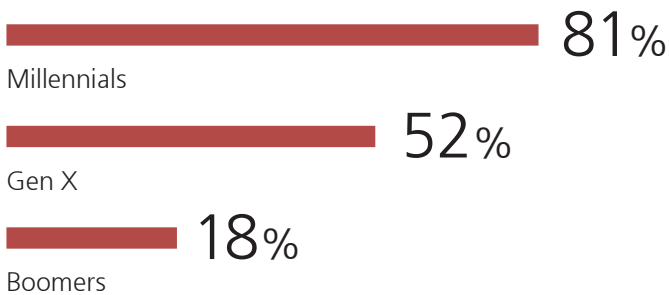
Most collectors are optimistic about art and stocks ...



... and they value sustainability



Concerned about carbon footprint of the art market



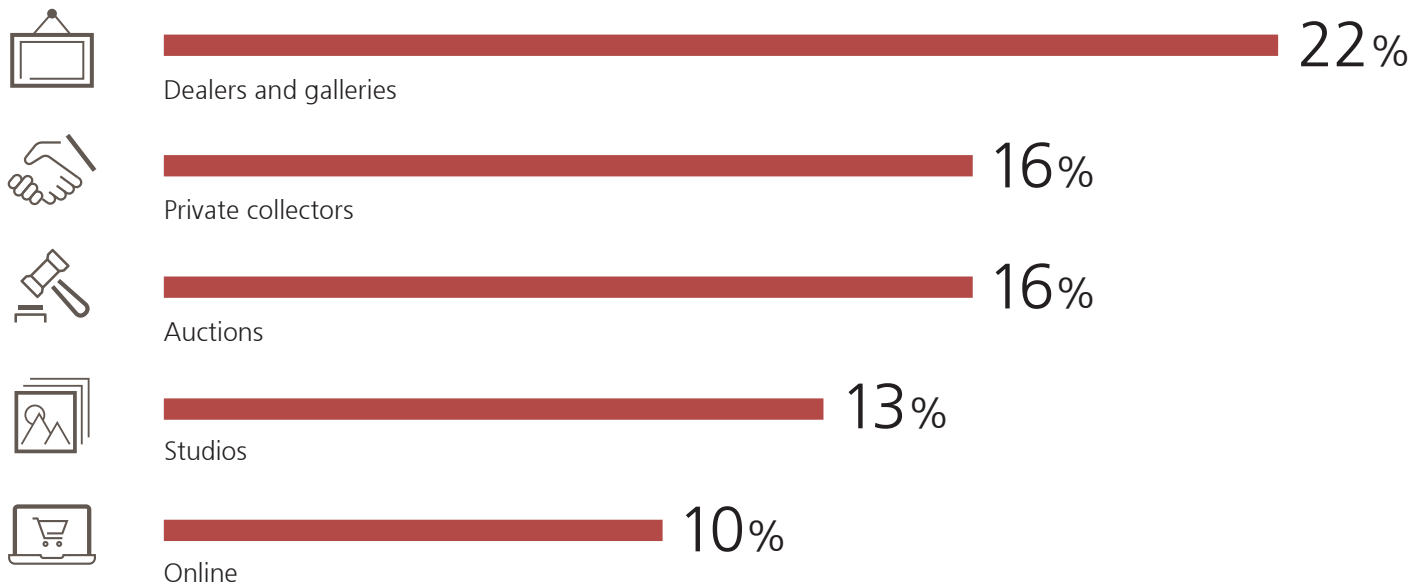
86% say they would **pay more** for sustainable options

and

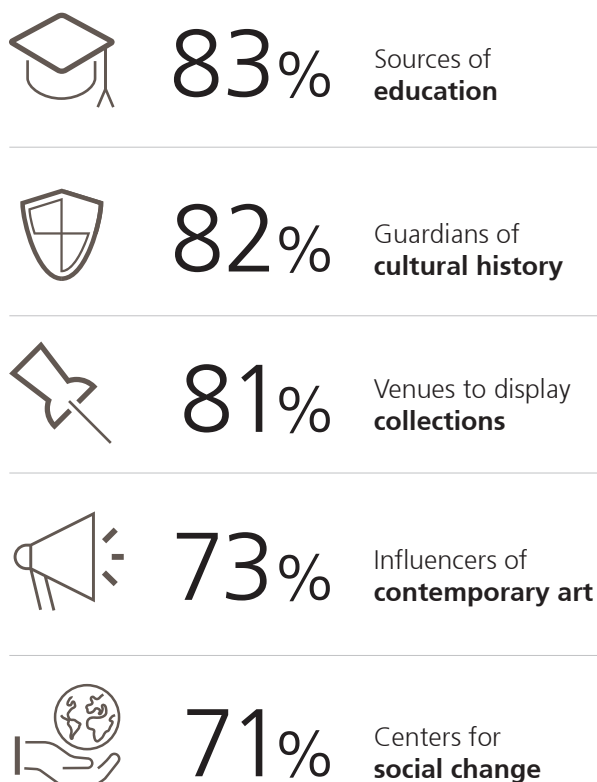
25% say they would **pay over 25% more** for sustainable options

On buying and museums >

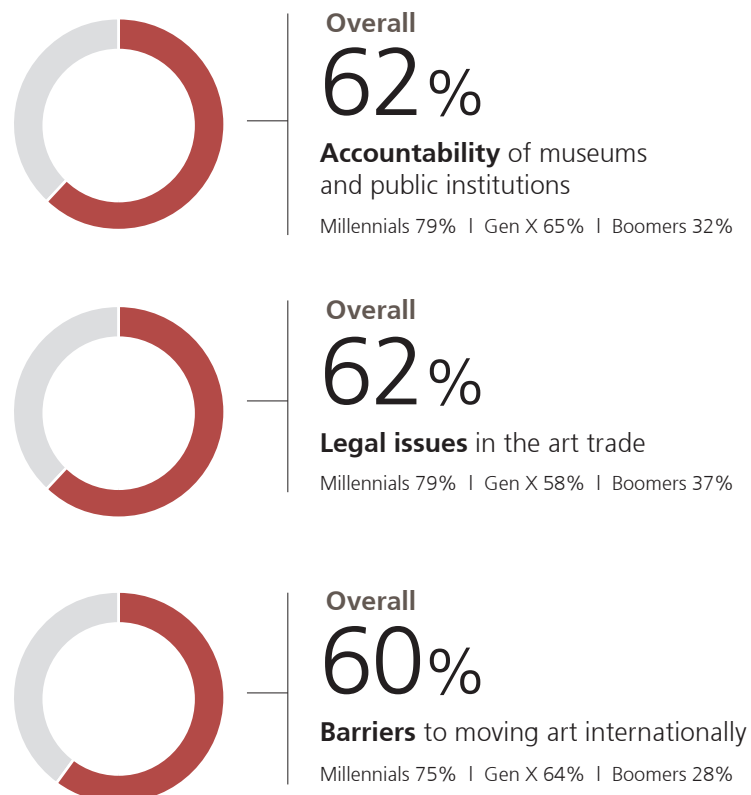
Where collectors prefer to buy



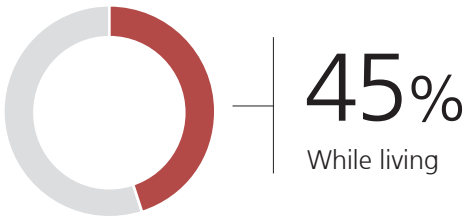
Museums play a valuable role



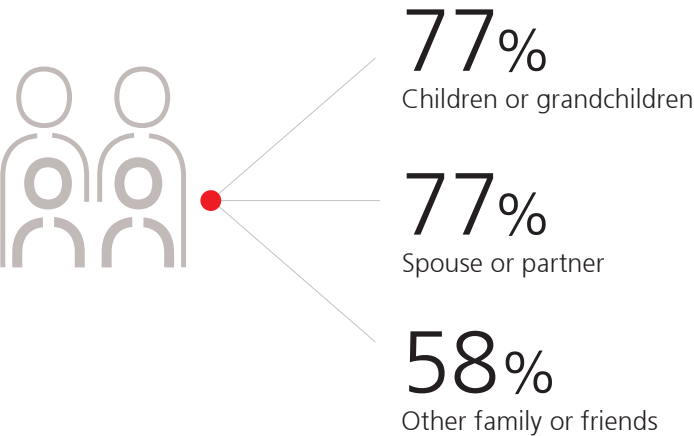
Top concerns



Mixed views on when to pass on their collection



Many plan to leave collection to family



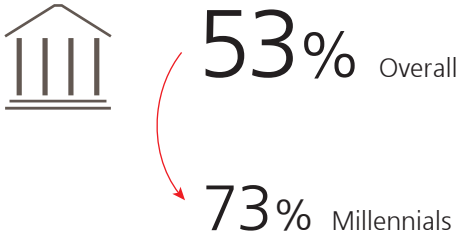
"I've **taken steps** to show heirs how to manage my collection."



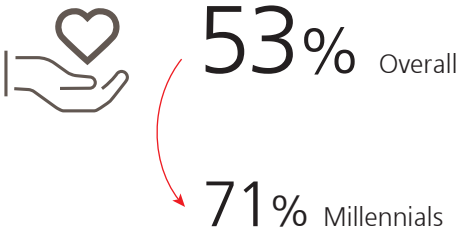
"I'm worried my heirs won't get a **fair selling price**."

Many also plan to leave art to institutions

Museums

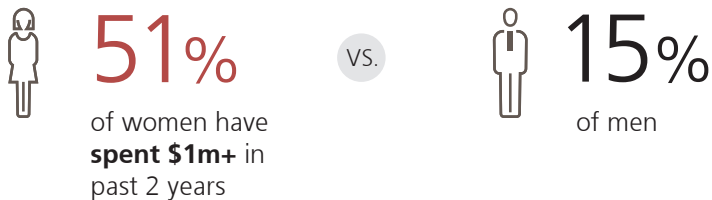


Charitable organizations

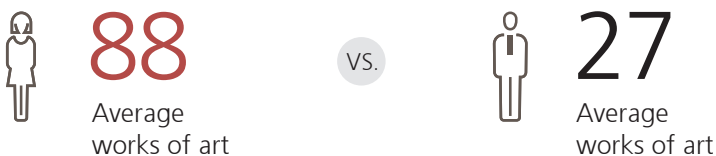


Women spotlight

Women make more large art purchases

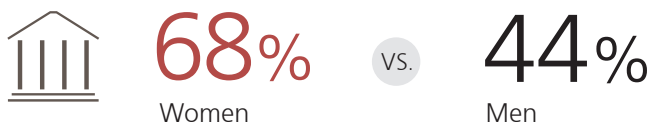


Women have larger collections

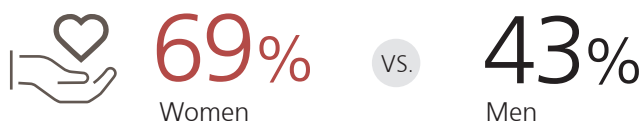


Women more likely to leave collection outside family

Plan to donate to museums



Plan to donate to charitable organizations



Women and younger generations have collections with slightly more gender diversity



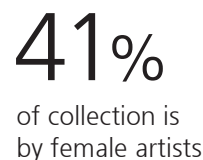
Female collectors



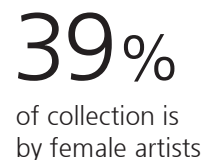
Male collectors



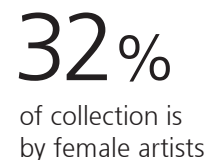
Millennial collectors



GenX collectors



Boomer collectors



*Of artists with known gender

Are you making the most of your collection? **Talk to your UBS Financial Advisor.**

About the survey: UBS surveyed 404 investors in the US with \$1 million in investable assets that had spent \$10,000 or more on art and/or antiques in the past two years.

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