



2015

R E T A I L E R  
S U R V E Y  
R E S U L T S

USA AND CANADA



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# INTRODUCTION

## Overview

The *Artists & Art Materials 2015 Study* provides the results of recent online surveys of artists and art materials retailers in the USA and Canada as well as an overview of the art materials market size and trends. Please visit the official *Artists & Art Materials 2015 Study* page at [NAMTA.org/study2015](http://NAMTA.org/study2015) to access the *Artist Survey Results*, *Retailer Survey Results*, *Artists & Art Materials Market Summary*, and the *Key Findings Presentation* given at the April 2015 NAMTA show. The full study is available for free to NAMTA members; in addition, the *Artist Survey Results* are available for free to art nonprofits and educators. The study is the third in a series produced by Hart Business Research for NAMTA.

The *Art Materials Retailer Survey Results* provides detailed data from the February 2015 online 20-question survey of 150 retailers in the USA and Canada, plus comparative data from 2012 and 2009.

## Acknowledgments

NAMTA invested its members' dues to produce this important study that will help members become more productive and profitable, and help the entire art community grow. Twenty-four NAMTA members stepped forward and made this study possible by contributing extra funds as sponsors. Please thank them:

A. Franklin & Associates	Faber-Castell	Jack Richeson & Co.
Ampersand Art Supply	Fredrix Artist Canvas/ Tara Materials	Logan Graphic Products
Blick Art Materials	Gamblin Artists Colors	Princeton Artist Brush
Canson	Global Art Materials	R & F Handmade Paints
Crescent Cardboard	Golden Artist Colors	Reeves & Associates
Daler-Rowney	Grafix	SAMPRO-Hammer & Assoc.
Escoda Sabatés	Grimstad Comerford Group	Speedball Art Products
F+W Media	HK Holbein	Strathmore Artist Papers

NAMTA thanks the retailers who completed this survey. Their willingness to share what works and how their businesses are doing helps our entire industry prosper.

## Methodology

Hart Business Research conducted an online 20-question survey of art materials retailers in the USA and Canada from February 17 to March 10, 2015. Retailers found the survey via emailed links sent by NAMTA to their U.S. and Canadian retail members and e-news subscribers as well as links on NAMTA.org. Some suppliers also helped distribute the survey link via emails to their dealers.

The survey was completely anonymous. No individually identifiable information was collected. The survey did not track IP addresses or referring URLs. Individual survey responses were not shared with anyone.

This report includes only art materials retailers: those reporting 50% or more of their sales revenue from art materials. Retailers that sold mostly framing, office, college, or craft supplies are not included.

*Number of retailer respondents:*

	2009	2012	2015
USA	129	111	128
Canada	-	15	22

## How to Read the Data

### *Data years*

- **2015** was the calendar year 2014.
- **2012** was the calendar year 2011.
- **2009** was the calendar year 2008.

### *Canada*

There were not enough Canadian retailer responses to provide a reliable separate data set, but there were enough to note where U.S. and Canadian retailers likely differ significantly. Those significant differences are noted below each data table.

### *Percentages*

Think of percentages in terms of a pie sliced into 100 pieces: 100% is the entire pie; 50% is half the pie; 48% is a little less than half of the pie; and 25% is one-quarter of the pie.

### *Medians and averages*

This report uses medians. Medians are the typical or middle values, like a highway median: If you lined up 81 paintbrushes across a highway in terms of height, paintbrush number 41 would be the median height. Averages, in contrast, are more affected by extreme values: A 90-foot-tall paintbrush would raise the average substantially but not the median.

# RETAILER SURVEY RESULTS

## Business Overview

### 1. What does your retail business sell?

*Percentage of surveyed U.S. retailers selling each:*

Category	2015
Art supplies	100%
Framing supplies and services	56%
Crafts supplies	43%
Other (Please describe.)	16%
Office supplies	14%
College textbooks	5%
Hardware	3%
Other	16%

*Canada: Retailers were more likely than U.S. retailers to sell “office supplies.”*

### 2. How many store locations does your business have? (Do not include online stores.)

*Percentage of surveyed U.S. retailers:*

Number of locations	2009	2012	2015
1	73%	76%	63%
2	13%	17%	21%
3	6%	3%	7%
4	1%	3%	1%
More than 4	6%	2%	8%
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

*Canada: Retailers were similar, with about two-thirds reporting one store.*

## Marketing

### 3. How much did the following promotional methods help your sales in 2014?

Percentage of surveyed U.S. retailers **using** each promotional method:

Promotional method	2009	2012	2015
Store website	82%	89%	98%
Store Facebook page	42%*	87%	94%
Posted content on other social media (Pinterest, WetCanvas, DeviantArt, etc.)	-	47%	52%
Twitter	-	34%	42%
Email newsletter	68%	75%	77%
Printed newsletter	39%	21%	30%
Google AdWords	-	**	39%
Ads on other sites	-	**	20%
Yellow Pages listing	92%	70%	54%
Newspaper ad	68%	55%	50%
Magazine ad	47%	34%	38%

\*In 2009, this was phrased as "Online social networking - MySpace, Facebook, etc."

\*\*In 2012, retailers indicated 43% used "Online ads." Dashes indicate method was not asked about that year.

**Canada:** Retailers were more likely than U.S. retailers to use "magazine ads," "Twitter," and "ads on other sites" and less likely to use "Google AdWords."

Percentage of surveyed U.S. retailers using each method who said it helped **"a lot"**:

Promotional method	2009	2012	2015
Store website	27%	37%	37%
Store Facebook page	19%*	26%	34%
Posted content on other social media (Pinterest, WetCanvas, DeviantArt, etc.)	-	28%	27%
Twitter	-	17%	9%
Email newsletter	55%	53%	51%
Printed newsletter	31%	23%	28%
Google AdWords	-	**	26%
Ads on other sites	-	**	8%
Yellow Pages listing	17%	3%	1%
Newspaper ad	16%	5%	3%
Magazine ad	5%	3%	4%

These are as a percentage of retailers who used each method. For example, 42% of retailers reported using Twitter in 2014; only 9% of those who used it thought it helped sales "a lot."

\*In 2009, this was phrased as "Online social networking - MySpace, Facebook, etc."

\*\*In 2012, 22% of retailers using "Online ads" concluded that they helped "a lot."

**Canada:** Retailers were significantly more likely than U.S. retailers to say store websites, Facebook pages, Twitter, and printed newsletters helped "a lot."

*Percentage of surveyed U.S. retailers noting how much each helped in 2014:*

Promotional method	A lot	Some	Not at all
Store website	37%	61%	2%
Store Facebook page	34%	64%	2%
Posted content on other social media (Pinterest, WetCanvas, DeviantArt, etc.)	27%	62%	11%
Twitter	9%	65%	26%
Email newsletter	51%	45%	4%
Printed newsletter	28%	51%	21%
Google AdWords	26%	54%	20%
Ads on other sites	8%	50%	42%
Yellow Pages listing	1%	71%	28%
Newspaper ad	3%	77%	20%
Magazine ad	4%	67%	29%

*These are as a percentage of retailers who used each method. For example, 42% of retailers reported using Twitter in 2014; of those, only 9% thought it helped sales “a lot.”*

#### 4. What kinds of content did you post on social media such as Facebook in 2014?

*Percentage of surveyed U.S. retailers posting each:*

Content	2015
Announcements of sales or special offers	87%
New product announcements	84%
Announcements of classes or demos	73%
Community art events	60%
Artworks by other artists	59%
Inspiring quotes or photos	43%
Product demo videos	39%
Quick tips and ideas	35%
How-to videos	30%
Contests	29%
Funny stuff	25%
Artist profiles	23%
Product reviews	23%
How-to articles	23%
Quizzes and questions	9%
Book reviews	4%
Other (Please describe.)	2%
Nothing or not applicable	6%
<b>Total</b>	<b>654%</b>

*Total indicates retailers typically posted six or seven different kinds of content on social media.*

***Canada:** Retailers were more likely than U.S. retailers to post “inspiring quotes,” “product reviews,” “contests,” and “funny stuff” and less likely to post “how-to videos.”*



5. What marketing changes could suppliers make that would most help your business?  
(Select top three only.)

*Percentage (or ranking by percentage) of surveyed U.S. retailers selecting these:*

Supplier marketing change	2012 ranking	2015 ranking	2015 percentage
Better supporting materials (how to use products, art ideas, media/support combinations, etc.)	2	1	60%
More in-store demos and classes	4	2	48%
More samples	1	3	48%
Different product displays (fit better in store, better information, etc.)	6	4	42%
Better training of store staff	8	5	40%
More product images and text available online for retailers to repurpose	5	6	34%
Better special promotions/sales	3	7	33%
More promotions to consumers	9	8	20%
More product signs available online for retailers to print locally	7	9	18%

*The 2012 question asked retailers to check as many as applied. The 2015 question asked for top three. Therefore the comparison over time uses rankings based upon the percentages from each year.*

**Canada:** Retailers were more likely than U.S. retailers to request “better special promotions/sales” and “more product images and text available online for retailers to repurpose,” and less likely to ask for “better supporting materials.”

## 6. What would your customers say are your store's strengths?

*Percentage of surveyed U.S. retailers noting these:*

<b>Store strength</b>	<b>2015</b>
Staff is knowledgeable about art and art materials	91%
Staff is friendly	83%
High-quality products	80%
Wide selection of art supplies	79%
Store feels like part of the community	68%
Most items carried are in stock	64%
Store is well-organized; easy to find things	59%
Reasonable prices	59%
Product selection fits full range of artists' creative activities	57%
Store is clean	57%
Store offers classes and demos	52%
Convenient location and parking	48%
Checkout process is quick; no waiting	44%
Enough special offers and coupons	40%
Store is open evenings	19%
Other strengths (Please describe.)	5%
<b>Total</b>	<b>904%</b>

*Total indicates retailers typically thought their stores had nine strengths out of the 15 listed.*

***Canada:** Retailers were more likely than U.S. retailers to note their store has “reasonable prices” and “store is open evenings” and less likely to note “most items carried are in stock” and “store offers classes and demos.”*

## Business Practices

### 7. How do you think your retail business might expand in the next five years?

*Percentage of surveyed U.S. retailers checking off these:*

Expansion option	2015
Start or expand your online store	48%
Offer more art classes	47%
Offer wider range of art supplies	46%
Offer non-art supplies (crafts supplies, framing, office, hardware, etc.)	27%
Increase size of current store (by expanding or moving)	17%
Open a new store	17%
Buy another existing art supply store	4%
Other	5%
None of the above (no plans to expand)	13%
<b>Total</b>	<b>224%</b>

*Total indicates retailers typically checked off two ways they might expand.*

**Canada:** Retailers were more likely than U.S. retailers to note they might “open a new store” or “start or expand your online store” and less likely to “offer more art classes.”

### 8. What is keeping your business from doing as well as you would like?

*Percentage (or ranking by percentage) of surveyed U.S. retailers selecting these:*

Obstacle	2009 ranking	2012	2015
Competitors with lower prices (online, crafts chains, etc.)*	3	47%	71%
The economy	1	70%	33%
Supplier issues (incomplete or slow orders, etc.)	5	15%	22%
Cash flow or lack of capital	7	36%	18%
Store too small	7	27%	17%
Shift in consumer interest	5	15%	16%
Lack of marketing skills	7	23%	15%
Local market	4	26%	11%
Other**	2	23%	10%
Staff problems	7	11%	10%
Nothing	-	-	8%
<b>Total</b>		<b>293%</b>	<b>231%</b>

*Total indicates retailers typically checked off three obstacles in 2012 and fewer in 2015.*

*\*In 2012, this was phrased as “Competitors with lower prices.” This resulted in many retailers filling out “Other” with online competitors.*

*\*\*In 2009 and 2012, “Other” responses consisted mainly of online competition. In 2009, this was an open-field question, so only rankings are given for 2009. In 2015, “Nothing” was added as an option.*

**Canada:** Retailers were more likely than U.S. retailers to note their obstacles included “cash flow or lack of capital,” “the economy,” “supplier issues,” “local market,” and “shift in consumer interest.”

## Retailer Total Sales and Growth

9. What were your business's gross sales from all revenue sources in 2014? (Include all locations, websites, product categories, services, etc.)

Percentage of surveyed U.S. **retailers** at various sales levels (including multi-store retailers and online retailers):

Gross sales	2009	2012	2015
More than \$4,000,000			13%
\$2,000,001-\$4,000,000			16%
\$1,000,001-\$2,000,000			18%
Over \$1,000,000	29%	28%	47%*
\$700,001-\$1,000,000	10%	9%	6%
\$500,001-\$700,000	11%	14%	6%
\$200,001-\$500,000	18%	27%	25%
\$100,001-\$200,000	17%	8%	6%
\$100,000 or less	15%	14%	10%
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>
<b>Median</b>	<b>\$450,000</b>	<b>\$550,000</b>	<b>\$800,000</b>

\*Additional sales levels are provided for the 2015 data. The increase in million-dollar-plus retailers (from 28% to 47%) is probably an indicator of greater survey participation by large retailers in 2015 and somewhat of an increase in larger retailers marketwide. The same dollar ranges were used on the survey each year.

108 U.S. retailers responded to this question.

**Canada:** Median gross sales were C\$650,000 per retailer based upon data from 21 retailers.

Percentage of surveyed U.S. retailer **storefronts** at various sales levels (excluding online sales):

Gross sales	2009	2012	2015
More than \$2,000,000			8%
\$1,000,001-\$2,000,000			27%
\$500,001-\$1,000,000			20%
\$200,001-\$500,000			26%
\$100,001-\$200,000			11%
\$100,000 or less			8%
<b>Total</b>			<b>100%</b>
<b>Median</b>	<b>\$551,351</b>	<b>\$450,000</b>	<b>\$583,333</b>

Per storefront data by sales level is new in the 2015 retailer survey results.

**Canada:** Median gross sales were C\$450,000 per storefront.

**10. Did your business's gross sales increase or decrease each year versus the previous year?**

*Percentage of surveyed U.S. retailers indicating increase, no change, or decrease each year:*

<b>Gross sales</b>	<b>Increase</b>	<b>No change</b>	<b>Decrease</b>
2015 survey results			
2014	63%	16%	21%
2013	57%	21%	23%
2012	60%	20%	19%
2011	60%	19%	21%
2012 survey results			
2011	54%	12%	34%
2010	56%	15%	29%
2009	40%	19%	41%
2008	49%	23%	28%
2009 survey results			
2008	46%	8%	46%
2007	60%	15%	25%
2006	69%	6%	25%
2005	70%	9%	21%

*105 U.S. retailers responded to this question.*

**Canada:** *Retailers were more likely than U.S. retailers to indicate their sales decreased in 2013 and 2011.*

## 11. What was the % increase or decrease in your gross sales each year?

*Percentage of surveyed U.S. retailers reporting each % level per year on **2015** survey:*

	2012	2013	2014
Increase more than 10%	19%	20%	25%
Increase 6% to 10%	16%	13%	12%
Increase 1% to 5%	30%	29%	28%
No change (0%)	20%	19%	13%
Decrease 1% to 5%	9%	14%	14%
Decrease 6% to 10%	5%	1%	5%
Decrease more than 10%	2%	4%	4%
<b>Median increase</b>	<b>2%</b>	<b>2%</b>	<b>4%</b>

*Percentage of surveyed U.S. retailers reporting each % level per year on **2012** survey:*

	2009	2010	2011
Increase more than 10%	22%	24%	15%
Increase 6% to 10%	3%	18%	19%
Increase 1% to 5%	16%	15%	26%
No change (0%)	16%	13%	9%
Decrease 1% to 5%	12%	7%	5%
Decrease 6% to 10%	13%	15%	11%
Decrease more than 10%	19%	8%	15%
<b>Median increase</b>	<b>0%</b>	<b>3%</b>	<b>3%</b>

*85 U.S. retailers responded to this question.*

***Canada:** Insufficient data for this level of detail.*

## Sales of Art Supplies

### 12. What % of your 2014 gross sales came from art supplies versus other categories?

*Percentage of surveyed U.S. retailer total gross sales:*

Category	2012	2015
Art supplies	80%	82%
Art classes and workshops	3%	2%
Framing (custom framing and DIY framing supplies)	9%	9%
All other products and services	8%	7%
<b>Total</b>	<b>100%</b>	<b>100%</b>

*This question was used for respondent selection criteria. Retailers had to report at least 50% of sales from art supplies to be included in this report. 98 U.S. retailers responded to this question and qualified.*

*Canada: Retailer category percentages were nearly identical to U.S. retailers.*

### 13. About what % of your 2014 *art supplies* sales were through a storefront versus online?

*Percentage of surveyed U.S. retailer total art supplies sales:*

	2009	2012	2015
Storefront	93%	86%	88%
Online	7%	14%	12%

*92 U.S. retailers provided data for this question.*

*Canada: Retailers reported very little online sales.*

### 14. Do you have a way to track your store's sales by product category?

*Percentage of surveyed U.S. retailers:*

	2015
Yes	88%
No	12%

*Canada: Retailers reported a similar percentage.*

## Art Supplies Sales by Category

### 15. What do you use to track your store's sales by product category?

*Percentage of U.S. retailer respondents:*

	2015
Point-of-sale (POS) system	91%
Other (Please describe.)	9%

*69 U.S. retailers responded to this question.*

*Canada: Response was similar to U.S. retailers.*

### 16. What % of your business's 2014 sales of *art supplies* came from each art supply category?

*Percentages of surveyed U.S. retailer total sales of art supplies:*

Category	2009	2012	2015
Oil paints	10.1%	9.1%	12.2%
Acrylic paints	12.8%	10.8%	11.5%
Watercolors	6.8%	6.9%	8.3%
Spray paint/aerosols		2.4%	3.0%
Drawing materials (pencils, pastels, pens, markers, ink, etc.)	12.6%	13.1%	12.4%
Brushes	9.9%	9.3%	9.0%
Canvas products	12.1%	12.9%	12.4%
Panels, cardboard, foam boards	8.0%	6.9%	7.8%
Pads and paper	13.2%	14.6%	11.2%
Furniture, easels, lighting, projectors	4.5%	4.9%	4.8%
Portfolios and storage	5.1%	3.8%	3.6%
Books, magazines, videos	2.5%	2.6%	1.7%
Sculpting, polymer clay, ceramics	2.6%	2.8%	2.1%
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

*This only includes sales of traditional art supplies.*

*Relatively few retailers (40-50) answered this question each survey year. Therefore think of this data as indicating possible trends. These results should be compared with artist survey data to understand actual trends in category sales.*

*Canada: 14 Canadian retailers responded. Percentages were similar to those for U.S. retailers, with possibly a lower percentage of oil paints for Canadian retailers.*



## 17. Which categories' sales increased through your business in the past year or so?

*Percentage of surveyed U.S. retailers indicating each category grew:*

Category	2009	2012	2015
Oil paints	42%	42%	59%
Acrylic paints	51%	52%	56%
Watercolors	29%	39%	37%
Spray paint/aerosols	-	45%	43%
Drawing materials (dry media, including pencils, pastels)	52%	49%	37%
Drawing materials (wet media, including pens, markers, ink, etc.)	-	46%	46%
Printmaking supplies	-	38%	35%
Brushes	43%	37%	48%
Canvas products	61%	39%	44%
Panels	32%	35%	31%
Cardboard, foam board	-	17%	15%
Pads and paper	43%	54%	39%
Decorative papers	-	37%	17%
Sculpting, polymer clay, ceramics	15%	17%	19%
Furniture, easels, lighting, projectors	13%	8%	9%
Portfolios and storage	16%	17%	7%
Books, magazines, videos	23%	23%	9%
Computer graphic supplies for digital art	-	7%	6%
DIY framing supplies	-	7%	15%
Framing services	30%	21%	26%
Classes and workshops	26%	32%	26%
<b>Total</b>	<b>NA</b>	<b>662%</b>	<b>624%</b>

*Total indicates retailers typically reported six categories grew. They reported slightly more categories grew in 2012 than 2015. The total is not calculated for 2009 because there were seven fewer categories.*

*Keep in mind some categories with a low percentage of retailers reporting sales increased in that category may also have a low percentage carrying that category; they could therefore be doing well growth-wise. Also, fewer retailers in general indicated categories grew in 2009 because sales in general did not grow for many in 2009.*

*54 U.S. retailers responded to this question.*

**Canada:** 15 Canadian retailers responded. Percentages were similar to those for U.S. retailers, with possibly a lower percentage of Canadian retailers noting increases for "oil paints," "watercolors," "spray paint/aerosols," and "pads and paper" and a higher percentage of Canadian retailers noting sales increases for "drawing materials (dry media)" and "sculpting, polymer clay, and ceramics."

## Ordering

18. About what % of your store's *art supply* order volume was for products new to your store versus reorders?

*Percentage of surveyed U.S. retailers' total sales of art supplies:*

	2012	2015
New products	15%	13%
Reorders	85%	87%

67 U.S. retailers responded to this question.

*In 2012, this question was phrased as "About what % of your store's art supply order volume was for new products versus reorders?"*

*Canada: Percentages were similar.*

19. How did your business place its orders with art materials suppliers in 2014?

*Percentage of surveyed U.S. retailers' total sales of art supplies:*

Ordering system	2009	2012	2015
POS system that generates orders	41%	36%	39%
PDA bar code scanner	8%	11%	15%
Supplier's website	5%	13%	17%
Fax	34%	28%	18%
Other (phone, email, trade shows, etc.)	12%	12%	11%
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

*Canada: Retailer orders were much more likely to be placed via a POS system.*

*Percentage of U.S. retailer respondents **using** each method:*

Ordering system	2009	2012	2015
POS system that generates orders	34%	31%	41%
PDA bar code scanner	32%	28%	27%
Supplier's website	53%	65%	62%
Fax	78%	53%	45%
Other (phone, email, trade shows, etc.)	-	68%	63%

## Region

### 20. What region is your business located in?

*Percentage of U.S. retailer respondents:*

Region	2009	2012	2015
U.S. West (AK, AZ, CA, HI, ID, MT, NV, OR, UT, WA, WY)	30%	38%	34%
U.S. Southwest (AR, CO, KS, LA, NM, OK, TX)	11%	10%	11%
U.S. Southeast (AL, FL, GA, KY, MS, NC, SC, TN, VA, WV)	16%	10%	20%
U.S. Northeast (CT, DC, DE, MA, MD, ME, NH, NJ, NY, PA, RI, VT)	24%	20%	20%
U.S. Midwest (IA, IL, IN, MI, MN, MO, ND, NE, OH, SD, WI)	19%	22%	15%
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

# APPENDIX

## Retailer Survey Questions: 2009, 2012, 2015

Please go to [NAMTA.org/study2015](http://NAMTA.org/study2015) and click on the most recent study year for the question you are interested in.

### Business Overview

- What does your retail business sell? 2012 similar, 2015 #1
- How many store locations does your business have? 2009, 2012, 2015 #2
- What region is your business located in? 2009, 2012, 2015 #20

### Marketing

- How much did the following promotional methods help your sales in (2014)? 2009, 2012, 2015 #3
- What kinds of content did you post on social media such as Facebook in 2014? 2015 #4
- What marketing changes could suppliers make that would most help your business? 2012, 2015 #5
- What would your customers say are your store's strengths? 2015 #6
- Is there a marketing effort your store undertook in the past few years that increased sales? Please describe it. 2012
- If your store has a Web site, what features does it include? 2009
- Which of these Web site features have helped your sales significantly? 2009

### Business Practices

- What business practices have helped your business do relatively well, do you need to improve, or neither? 2009, 2012
- What is keeping your business from doing as well as you would like? 2009, 2012, 2015 #8
- How do you think your retail business might expand in the next five years? 2015 #7
- How would you describe your business's life stage? 2012
- How many years have you been in the art materials business (as employee or owner)? 2009
- What benefits did you offer to your staff in 2008? 2009
- What organizations is your retail business a member of? 2012

### Inventory Tracking and Ordering

- What do you use to track your store's sales by product category? 2015 #15
- How did your business place its orders with art materials suppliers in 2014? 2009, 2012, 2015 #19
- About what % of your store's art supply order volume was for products new to your store versus reorders? 2012, 2015 #18
- Did you track point-of-sale (POS) data per customer in 2008? 2009
- How many times did you count all the inventory in your store? 2009

### **New Products**

- How did you learn about new art supply products in 2011? 2009 similar, 2012
- How did you make room for new art supply products in the past few years? 2012
- Were you able to add as many new art supply products to your store as you wanted to in the past few years? 2012
- If no, what would make it easier for you to add new products? Is there anything suppliers or the industry could do? 2012

### **Business Financials**

- Did your business make a profit (before taxes) in 2011? 2009, 2012
- If your business did make a profit, what was the approximate level of profit as a % of gross sales for 2011? 2009, 2012
- What was the average value (at cost) of your business's inventory in 2011? 2012
- Approximately what was your business's average margin per product in 2011? 2012
- What was your average product discount to customers in 2008? 2009
- What was the total square footage of your retail sales floor(s) at the end of 2011? 2009, 2012
- How many staff did your business employ at the end of 2011? 2009, 2012
- How have you funded your business in the past five years? 2009

### **Retailer Total Sales and Growth**

- What were your business's gross sales from all revenue sources in (2014)? 2009, 2012, 2015 #9
- Did your business's gross sales increase or decrease each year versus the previous year? 2009, 2012, 2015 #10
- What was the % increase or decrease in your gross sales each year? 2012, 2015 #11

### **Sales of Art Supplies**

- What % of your 2014 gross sales came from art supplies versus other categories? 2009, 2012, 2015 #12
- About what % of your 2014 *art supplies* sales were through a storefront versus online? 2009, 2012, 2015 #13
- Do you have a way to track your store's sales by product category? 2015 #14
- What do you use to track your store's sales by product category? 2015 #15
- What % of your business's 2014 sales of art supplies came from each art supply category? 2009, 2012, 2015 #16
- Which categories' sales increased through your business in the past year or so? 2009, 2012, 2015 #17
- Are there other products or categories of products (not listed above) that produced sales increases in the past few years? 2009

**Suppliers**

- What marketing changes could suppliers make that would most help your business? 2012, 2015 #5
- How did your business place its orders with art materials suppliers in 2014? 2009, 2012, 2015 #19
- How many different suppliers did you use in 2008? 2009
- How did you find your suppliers? 2009
- What percentage of your 2008 purchases was from distributors (versus manufacturers)? 2009
- How did you learn about new art supply products in 2011? 2009 similar, 2012
- What could suppliers do that would help your business significantly, in terms of inventory and ordering? 2012
- What could suppliers do that would help your business significantly in terms of costs and payments? 2012

**Customers**

- How would you describe your customers (professional, non-professional, student)? 2009
- Did your sales to these particular customer segments increase or decrease in the past few years? 2009
- Are there any other customer segments that produced sales increases in the past few years? 2009

**Local Environment**

- About how many art materials stores are in your area today? 2009
- About how many art materials stores were in your area 10 years ago (1999)? 2009
- About how many people live in your area (within an hour's drive)? 2009

## Further Information

Go to [NAMTA.org/study2015](http://NAMTA.org/study2015) and make sure you have the entire 2015 study, including the market summary, retailer report, and the April 2015 NAMTA show presentation. The Resources area of NAMTA.org contains not only this study but also a wide range of other useful tools and documents for art materials businesses.

This study was produced by Hart Business Research, a firm specializing in creative markets and industry studies. If you have any questions about this study, please contact Hart Business Research President India Hart Wood, [India@HartBusinessResearch.com](mailto:India@HartBusinessResearch.com). Hart occasionally posts updates and commentary about this study and others at [HartBusinessResearch.com/blog/](http://HartBusinessResearch.com/blog/). This is the April 15, 2015, edition of this report.