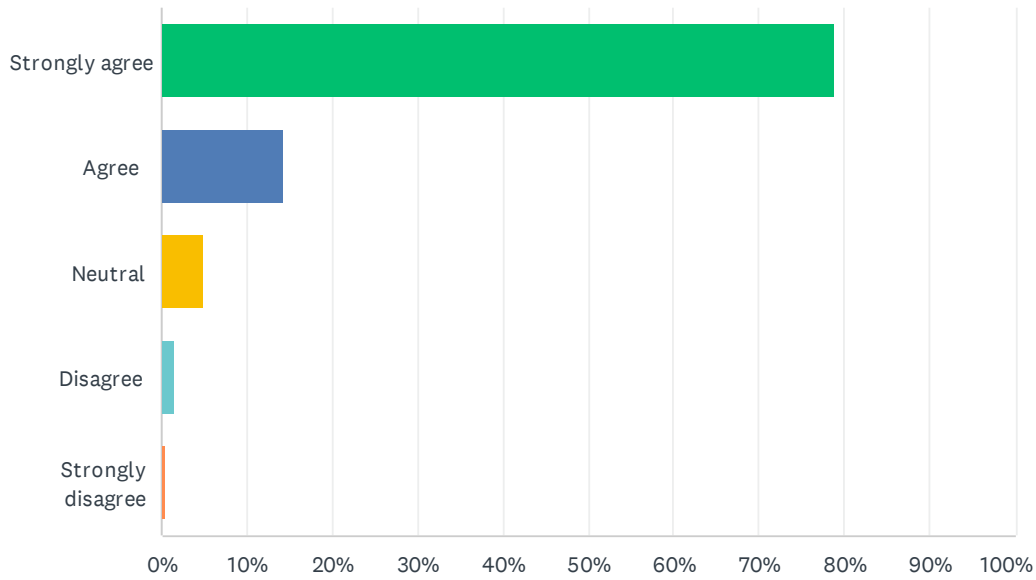


# Q1 When I buy an artwork, I expect the person selling the artwork to be able to tell me how much money the artist receives in payment for the work.

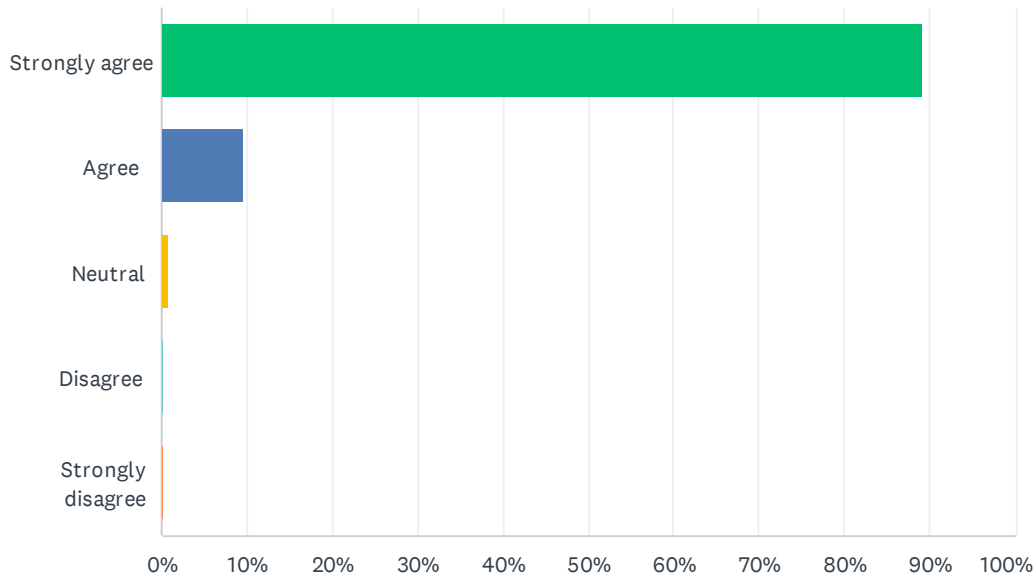
Answered: 515 Skipped: 1



ANSWER CHOICES	RESPONSES
Strongly agree	78.83% 406
Agree	14.37% 74
Neutral	4.85% 25
Disagree	1.55% 8
Strongly disagree	0.39% 2
<b>TOTAL</b>	<b>515</b>

Q2 Maxine is an artist. Maxine sells her work through a commercial gallery. The gallery should provide Maxine with records that include detailed information regarding the commission kept by the gallery and the amount held for other deductions from the sale price, such as framing.

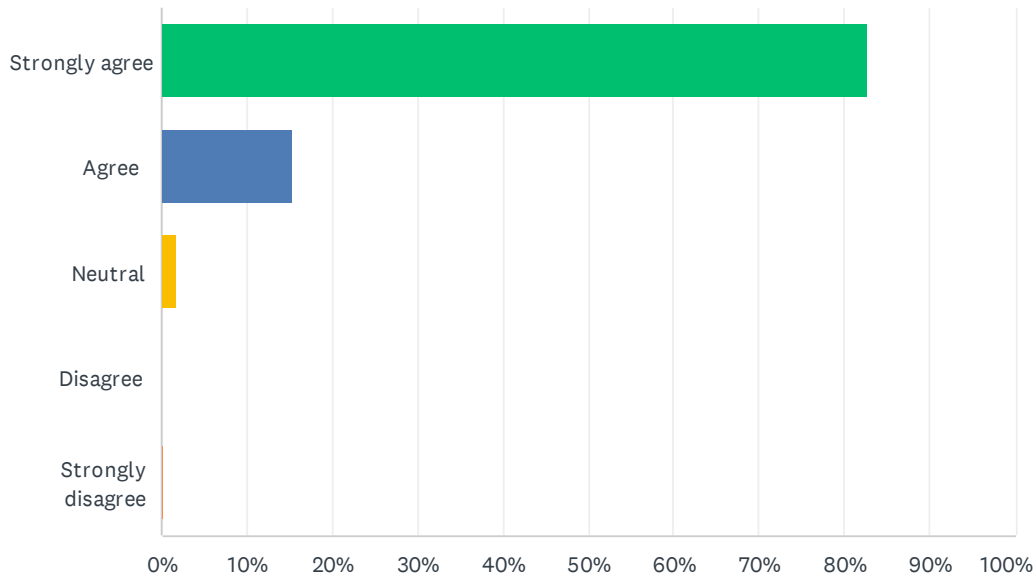
Answered: 516 Skipped: 0



ANSWER CHOICES	RESPONSES	
Strongly agree	89.15%	460
Agree	9.69%	50
Neutral	0.78%	4
Disagree	0.19%	1
Strongly disagree	0.19%	1
<b>TOTAL</b>		<b>516</b>

Q3 Consumers shopping in a gallery should be provided with information about how artworks reach the gallery walls, i.e., directly via the artist, from an art centre, or a wholesaler.

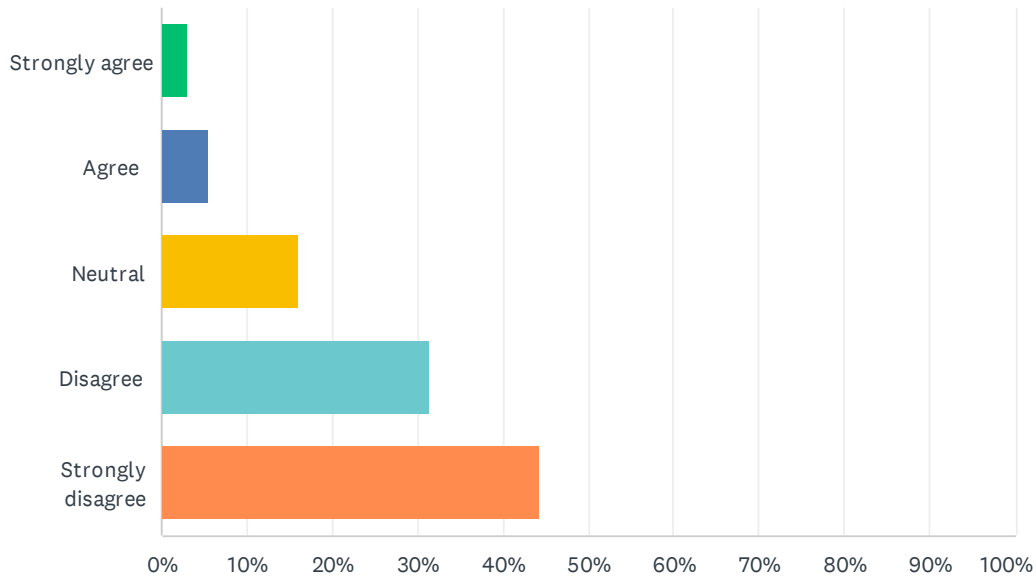
Answered: 515 Skipped: 1



ANSWER CHOICES	RESPONSES	
Strongly agree	82.72%	426
Agree	15.34%	79
Neutral	1.75%	9
Disagree	0.00%	0
Strongly disagree	0.19%	1
<b>TOTAL</b>		<b>515</b>

Q4 If an artist needs money, it is ok for an art dealer to let an artist run up debts or book up so that the artist must keep painting with that dealer until the debt is paid.

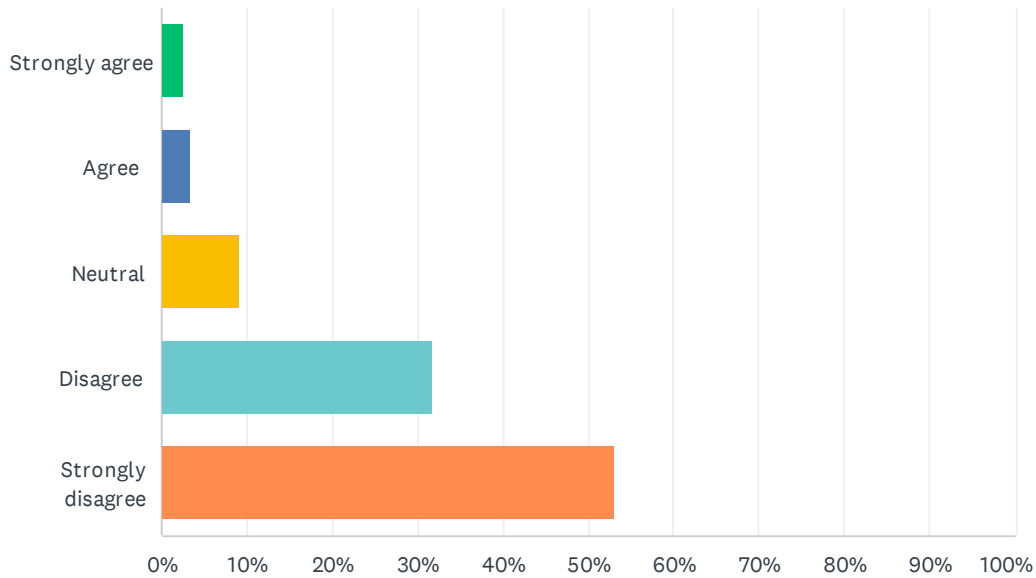
Answered: 515 Skipped: 1



ANSWER CHOICES	RESPONSES
Strongly agree	2.91% 15
Agree	5.63% 29
Neutral	15.92% 82
Disagree	31.26% 161
Strongly disagree	44.27% 228
TOTAL	515

Q5 Peter is an artist. His artwork is reproduced on a tea towel. This tea towel retails for \$25, and Peter receives \$1 per tea towel (4% of the sale price of the product). This is a fair licensing fee.

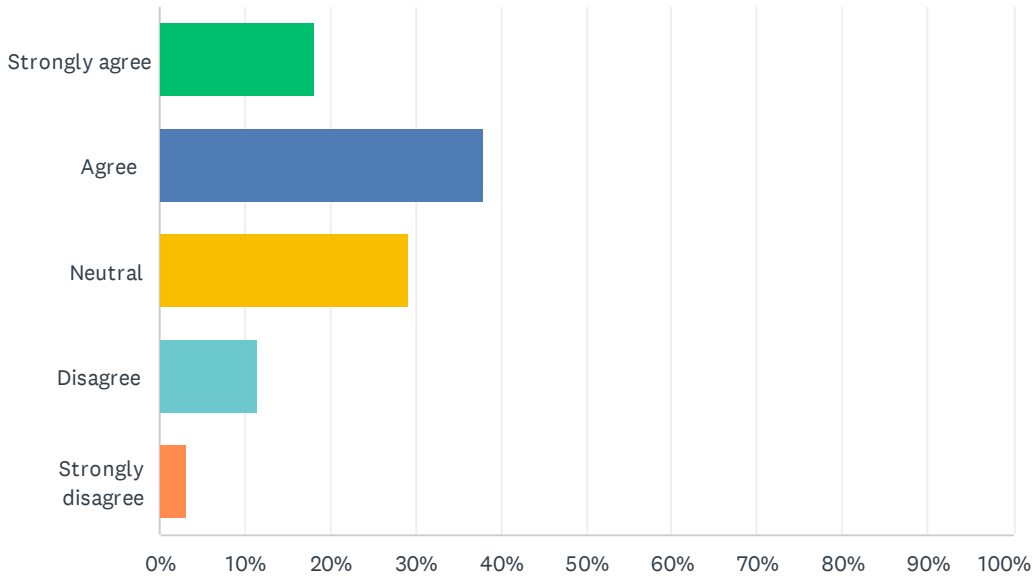
Answered: 515 Skipped: 1



ANSWER CHOICES	RESPONSES
Strongly agree	2.52% 13
Agree	3.50% 18
Neutral	9.13% 47
Disagree	31.84% 164
Strongly disagree	53.01% 273
<b>TOTAL</b>	<b>515</b>

## Q6 If I like an artwork, I'm happy to buy it online.

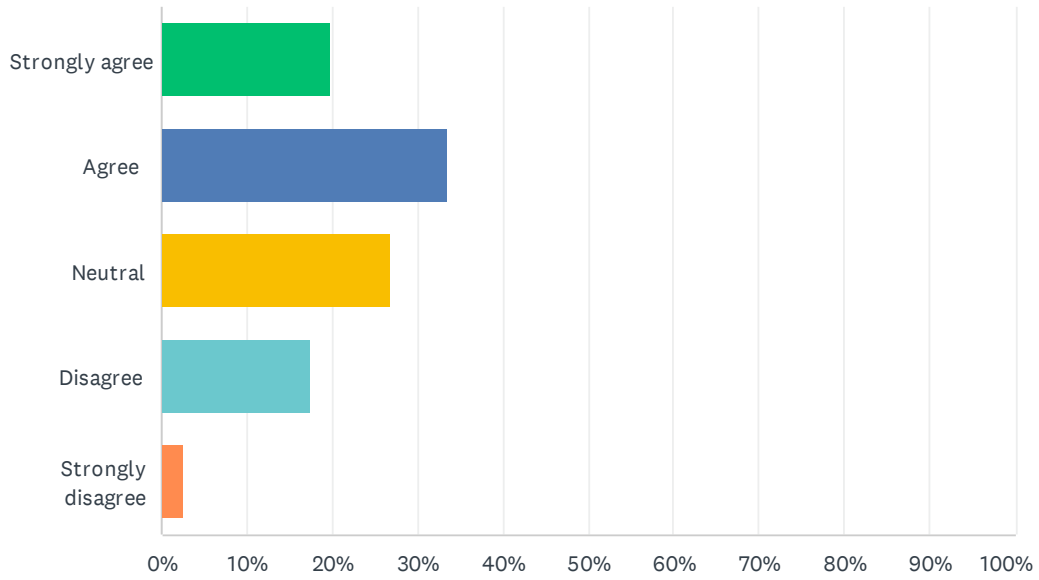
Answered: 516 Skipped: 0



ANSWER CHOICES	RESPONSES	
Strongly agree	18.02%	93
Agree	37.98%	196
Neutral	29.26%	151
Disagree	11.43%	59
Strongly disagree	3.29%	17
<b>TOTAL</b>		<b>516</b>

### Q7 I need to see an artwork in person before I buy it.

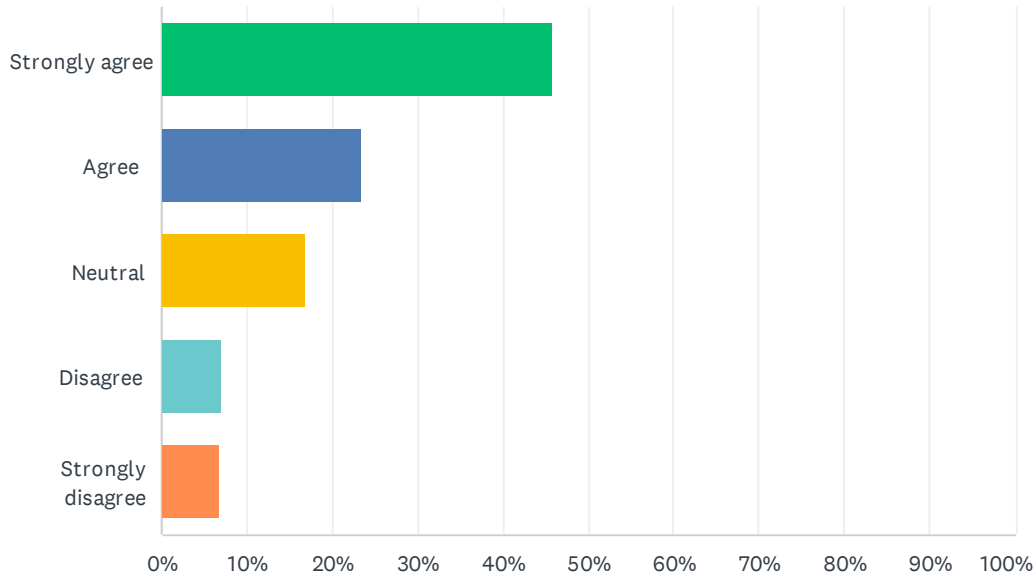
Answered: 515 Skipped: 1



ANSWER CHOICES	RESPONSES	
Strongly agree	19.81%	102
Agree	33.40%	172
Neutral	26.80%	138
Disagree	17.48%	90
Strongly disagree	2.52%	13
<b>TOTAL</b>		<b>515</b>

### Q8 It is not ok for non-Indigenous owned businesses to use Aboriginal and Torres Strait Islander language in their business names.

Answered: 515 Skipped: 1

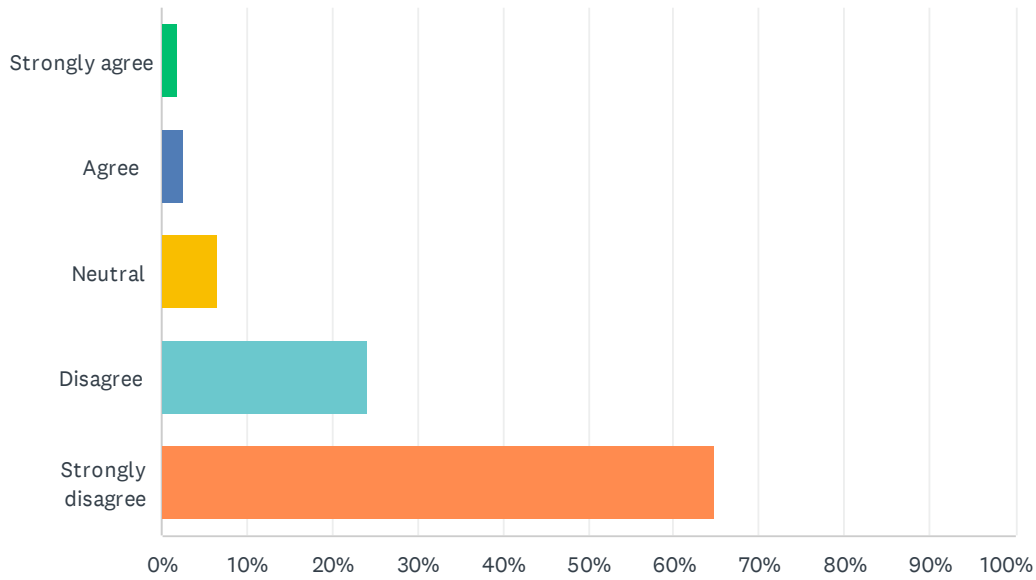


ANSWER CHOICES	RESPONSES	
Strongly agree	45.83%	236
Agree	23.50%	121
Neutral	16.89%	87
Disagree	6.99%	36
Strongly disagree	6.80%	35
<b>TOTAL</b>		<b>515</b>



Q9 Rose is an artist. A dealer paid Rose \$500 cash upfront for her artwork and then sold that work to a consumer for \$2500 (marking it up by 500%). This is fair conduct.

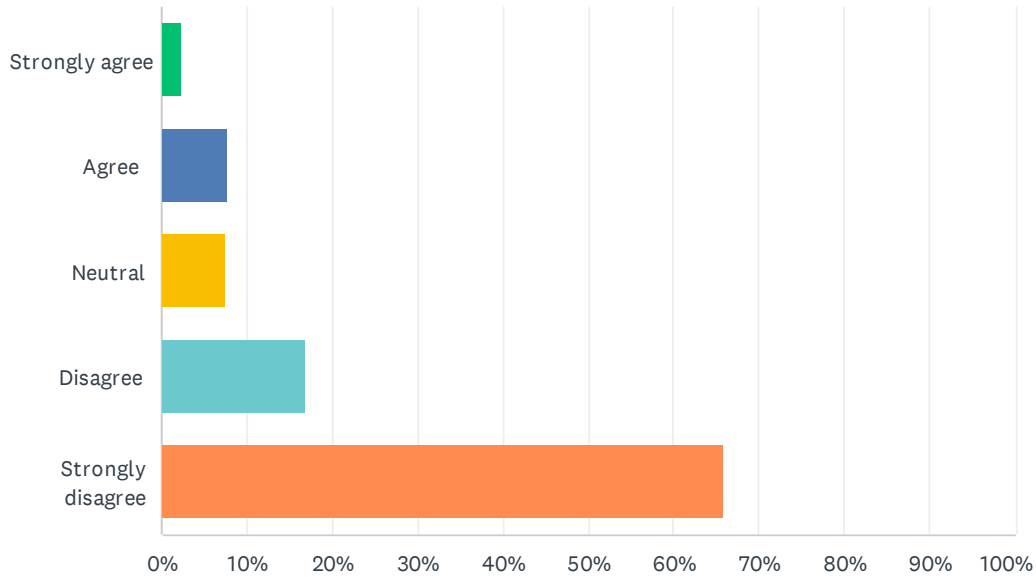
Answered: 515 Skipped: 1



ANSWER CHOICES	RESPONSES	
Strongly agree	1.94%	10
Agree	2.52%	13
Neutral	6.60%	34
Disagree	24.08%	124
Strongly disagree	64.85%	334
TOTAL		515

## Q10 It is ok for a business to sell fake Aboriginal and Torres Strait Islander artwork as long as they labelled the artwork as fake.

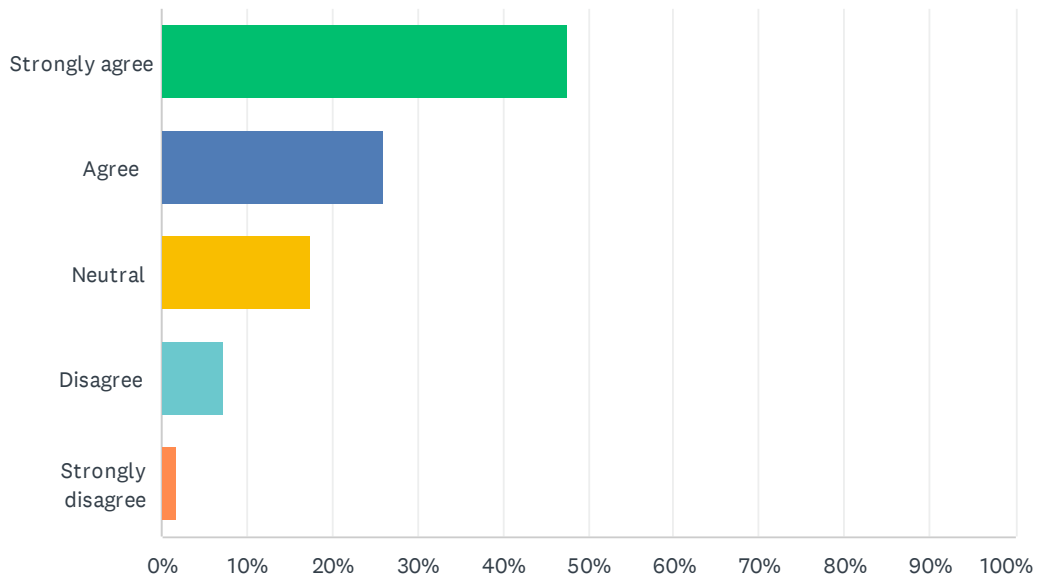
Answered: 515 Skipped: 1



ANSWER CHOICES	RESPONSES	
Strongly agree	2.33%	12
Agree	7.57%	39
Neutral	7.38%	38
Disagree	16.89%	87
Strongly disagree	65.83%	339
<b>TOTAL</b>		<b>515</b>

### Q11 I feel most comfortable buying artwork directly from the artist.

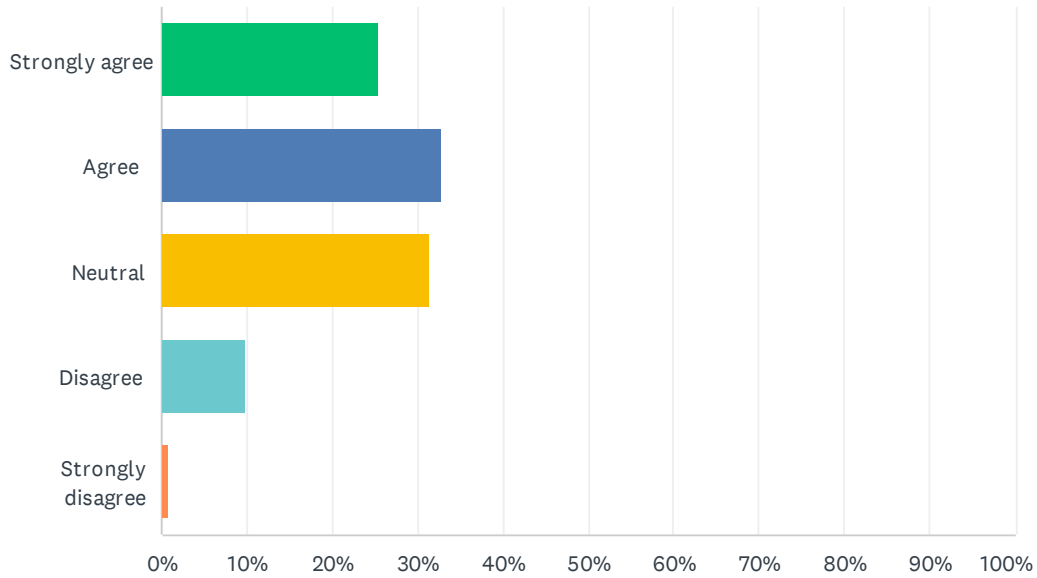
Answered: 515 Skipped: 1



ANSWER CHOICES	RESPONSES	
Strongly agree	47.57%	245
Agree	26.02%	134
Neutral	17.48%	90
Disagree	7.18%	37
Strongly disagree	1.75%	9
<b>TOTAL</b>		<b>515</b>

### Q12 I feel most comfortable buying artwork directly from an art centre.

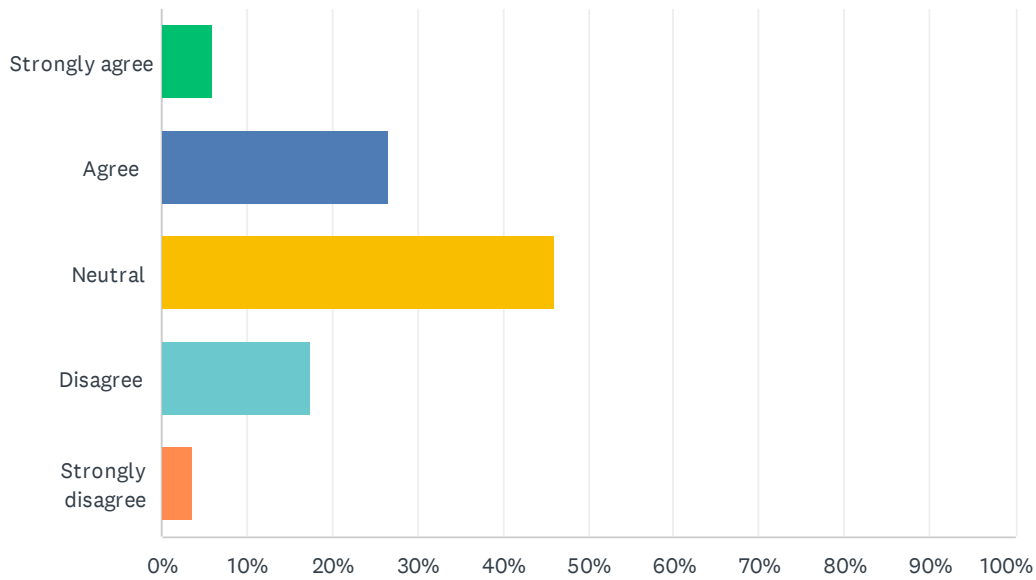
Answered: 513 Skipped: 3



ANSWER CHOICES	RESPONSES	
Strongly agree	25.34%	130
Agree	32.75%	168
Neutral	31.38%	161
Disagree	9.75%	50
Strongly disagree	0.78%	4
<b>TOTAL</b>		<b>513</b>

### Q13 I feel most comfortable buying artwork directly from a gallery.

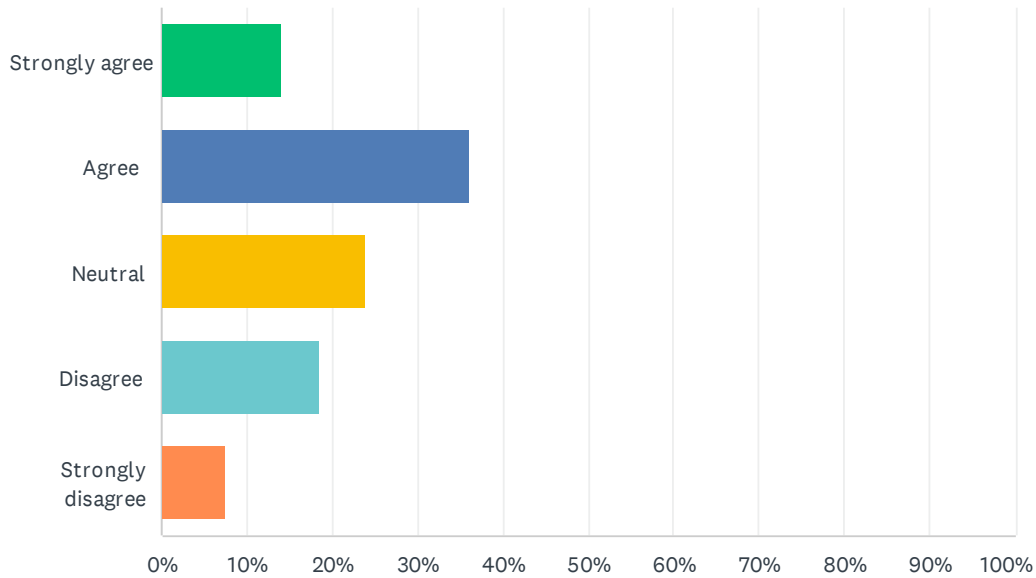
Answered: 514 Skipped: 2



ANSWER CHOICES	RESPONSES	
Strongly agree	6.03%	31
Agree	26.65%	137
Neutral	46.11%	237
Disagree	17.51%	90
Strongly disagree	3.70%	19
<b>TOTAL</b>		<b>514</b>

### Q14 I am nervous about purchasing artwork created by Aboriginal and Torres Strait Islander artists because of the stories I hear about artists getting ripped off.

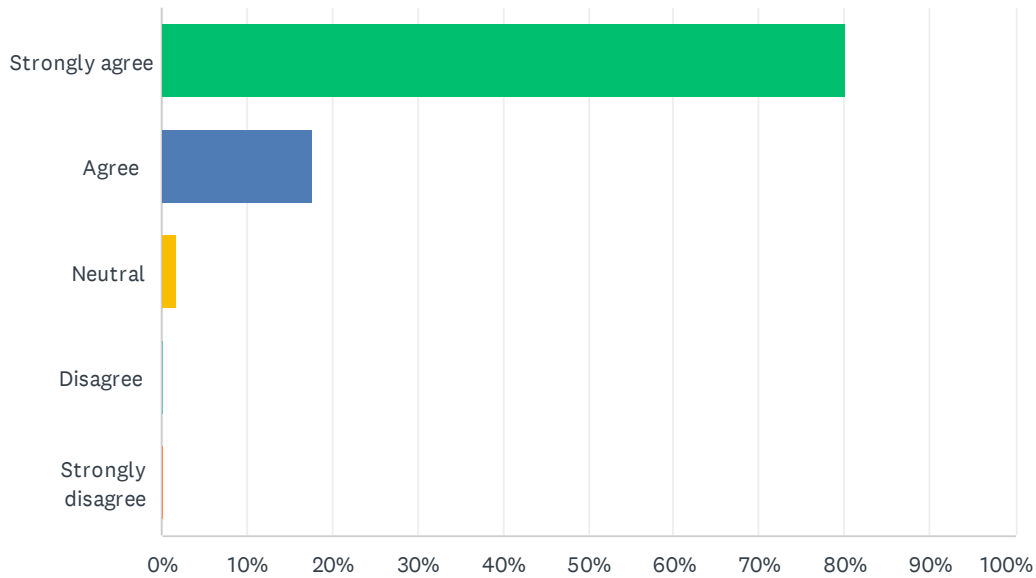
Answered: 515 Skipped: 1



ANSWER CHOICES	RESPONSES	
Strongly agree	14.17%	73
Agree	36.12%	186
Neutral	23.88%	123
Disagree	18.45%	95
Strongly disagree	7.38%	38
<b>TOTAL</b>		<b>515</b>

**Q15 Artists should be given the opportunity to access independent legal and commercial advice on all agreements they enter with a dealer or business for their artwork to be reproduced on products and merchandise.**

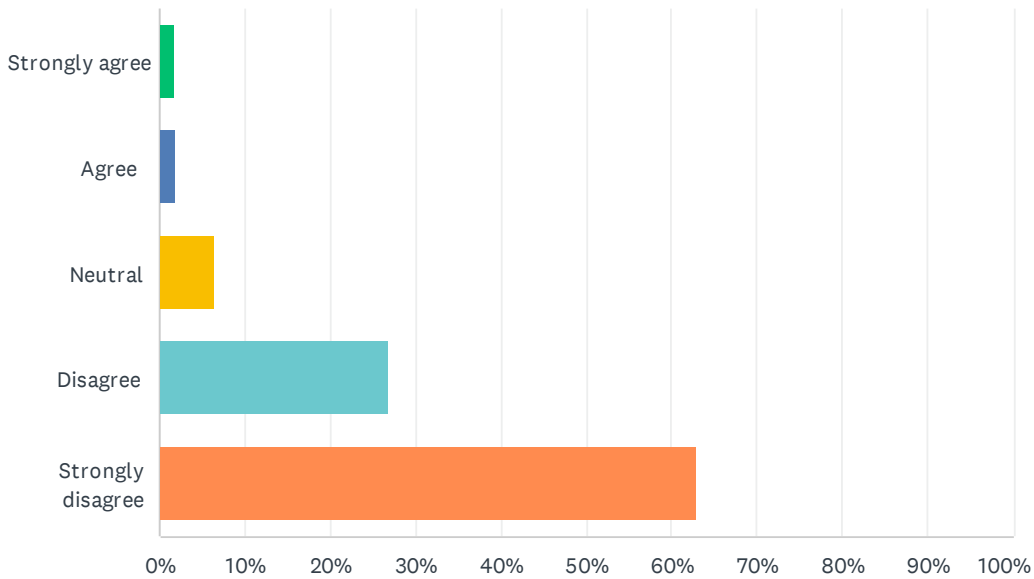
Answered: 515 Skipped: 1



ANSWER CHOICES	RESPONSES	
Strongly agree	80.19%	413
Agree	17.67%	91
Neutral	1.75%	9
Disagree	0.19%	1
Strongly disagree	0.19%	1
<b>TOTAL</b>		<b>515</b>

Q16 Cynthia is an art dealer. She becomes aware that an artist she often buys from (Frank) is in desperate need of new tyres. Frank comes to Cynthia offering to sell her two artworks for \$5000. Instead, Cynthia offers to buy Frank tyres at the value of \$1300 in exchange for both works. As Frank really needed the tyres, this was a fair deal.

Answered: 513 Skipped: 3

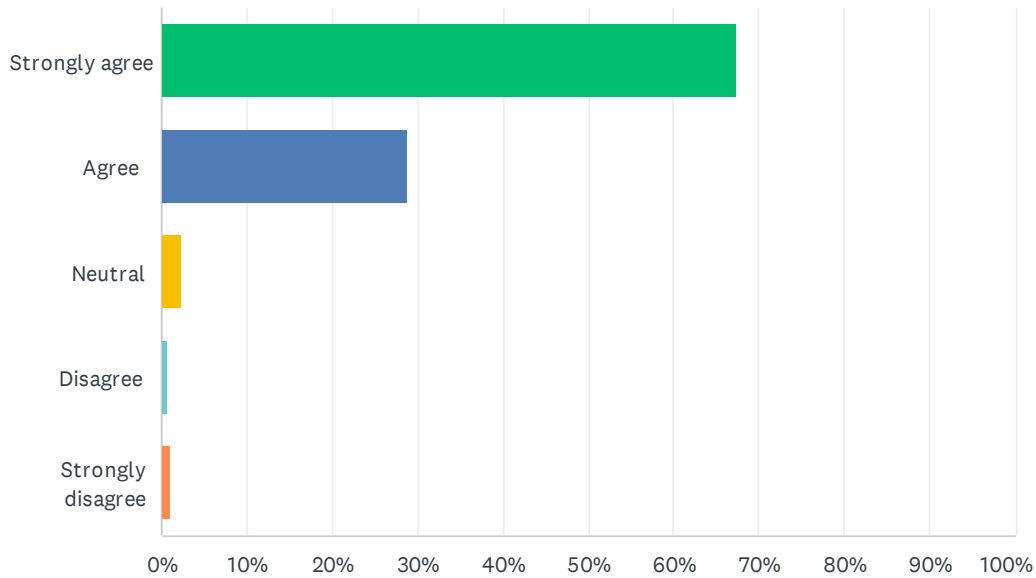


ANSWER CHOICES	RESPONSES
Strongly agree	1.75% 9
Agree	1.95% 10
Neutral	6.43% 33
Disagree	26.90% 138
Strongly disagree	62.96% 323
TOTAL	513



**Q17 Businesses should encourage Artists to access independent legal and commercial advice on all agreements they enter with a dealer or business for their artwork to be reproduced on products and merchandise.**

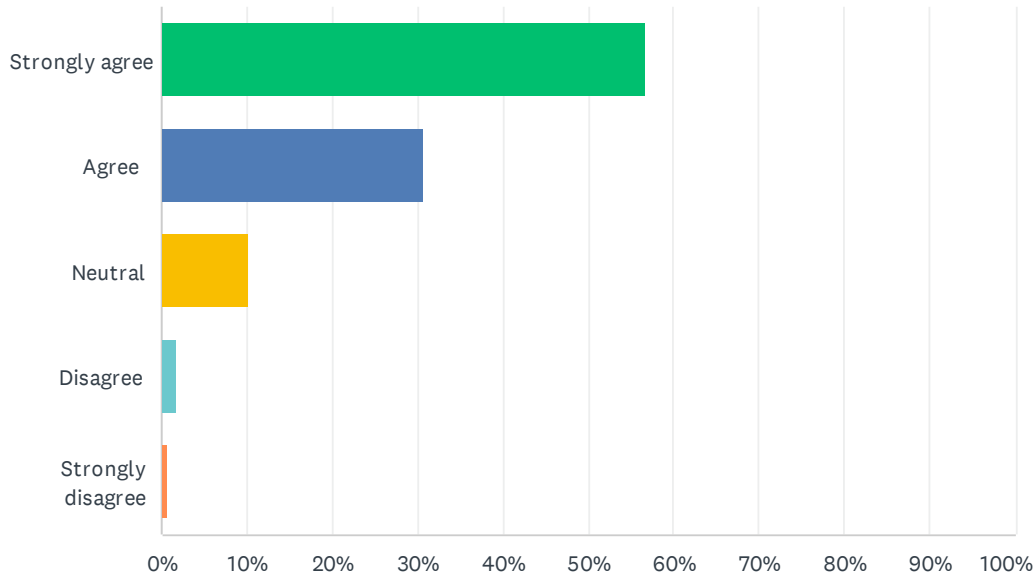
Answered: 514 Skipped: 2



ANSWER CHOICES	RESPONSES	
Strongly agree	67.32%	346
Agree	28.79%	148
Neutral	2.33%	12
Disagree	0.58%	3
Strongly disagree	0.97%	5
<b>TOTAL</b>		<b>514</b>

## Q18 I feel most comfortable buying Indigenous art from an Aboriginal or Torres Strait Islander owned businesses.

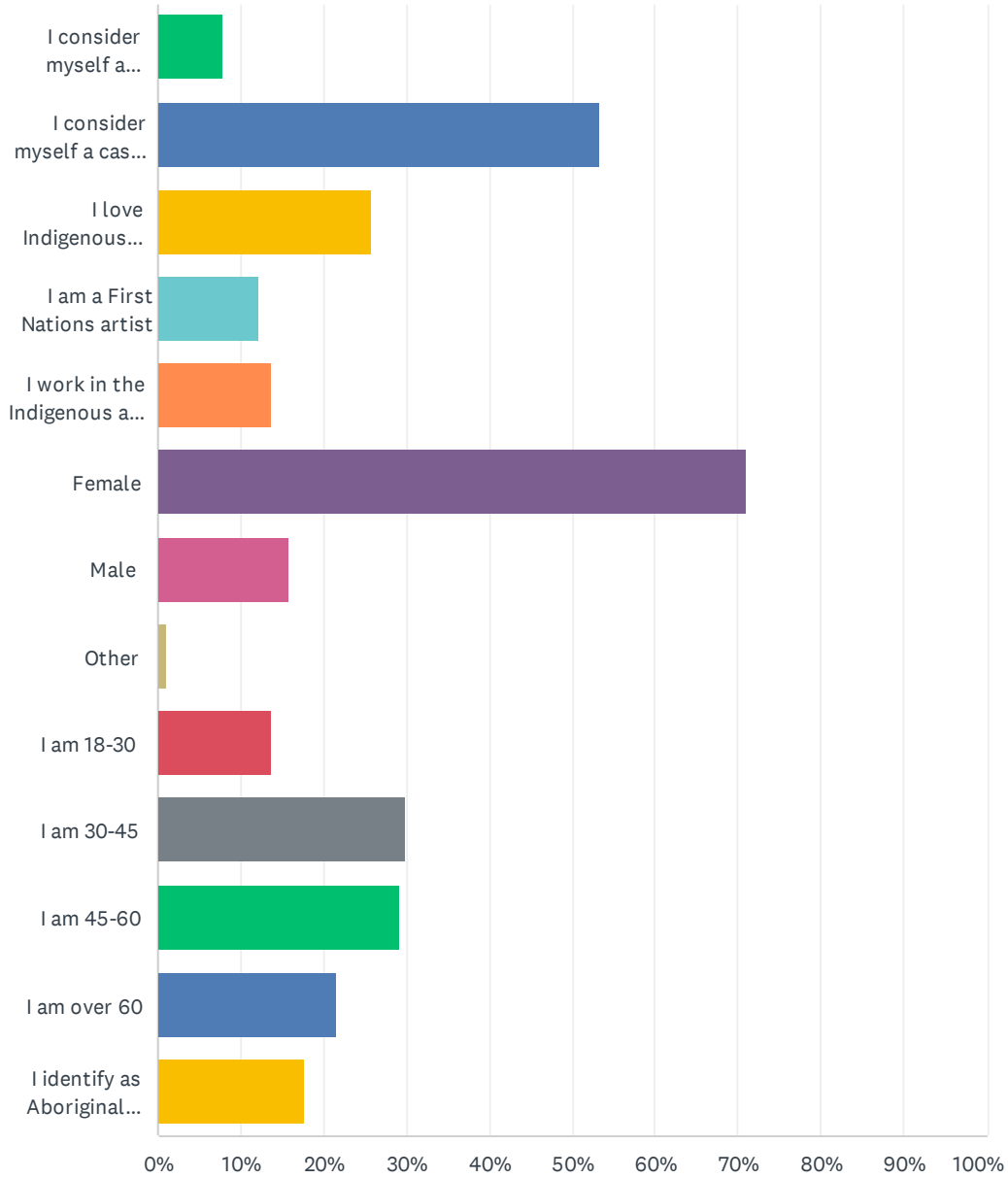
Answered: 515 Skipped: 1



ANSWER CHOICES	RESPONSES	
Strongly agree	56.70%	292
Agree	30.68%	158
Neutral	10.29%	53
Disagree	1.75%	9
Strongly disagree	0.58%	3
<b>TOTAL</b>		<b>515</b>

# Q19 Thank you for completing the survey. Please select the categories you belong to.

Answered: 513 Skipped: 3



## What's Fair?

ANSWER CHOICES	RESPONSES	
I consider myself a serious collector	7.80%	40
I consider myself a casual buyer	53.41%	274
I love Indigenous artwork but can't afford to buy artwork	25.73%	132
I am a First Nations artist	12.09%	62
I work in the Indigenous art industry	13.65%	70
Female	70.96%	364
Male	15.79%	81
Other	0.97%	5
I am 18-30	13.65%	70
I am 30-45	29.82%	153
I am 45-60	29.24%	150
I am over 60	21.64%	111
I identify as Aboriginal and/or Torres Strait Islander	17.74%	91
Total Respondents: 513		

**Q20 Please enter your email address below to go in the running to win a prize.**

Answered: 462 Skipped: 54

ANSWER CHOICES	RESPONSES	
Address	0.00%	0
Address 2	0.00%	0
City/Town	0.00%	0
Company	0.00%	0
Country	0.00%	0
Email Address	100.00%	462
Name	0.00%	0
Phone Number	0.00%	0
State/Province	0.00%	0
ZIP/Postal Code	0.00%	0