



## **2012 IACA Business Member Attitudinal Survey**

## **Table of Contents**

Survey Overview .....	3
The American Indian Art Industry: Overall Summary .....	5
The American Indian Art Industry: Retail Summary .....	11
The American Indian Art Industry: Wholesale Summary .....	16
The American Indian Art Industry: Artist Summary .....	20
Appendix and Survey Details .....	22

# Survey Overview

## Purpose and Scope of Survey

The purpose of the survey is to build a series of business benchmarks about the American Indian Art industry.

Until this initiative, there had been no basic benchmark studies regarding the various sectors of the American Indian Art industry, nor about American Indian Art industry in general.

It is hoped that this second annual survey will provide insights to IACA member sectors regarding their own area of interest, and will provide insights to IACA about matters of critical interest to members that will direct future IACA programs.

## Survey Sample and Response Rates

The survey was conducted from January 22, 2012 through February 4, 2012 among American Indian Artists, American Indian Art wholesalers and American Indian Art retailers.

The sample consisted of 429 members of the Indian Arts and Crafts Association, included in a Constant Contact e-mail database, and distributed as follows:

<b>Sample</b>	<b><u>% of Sample</u></b>	<b><u>% of Membership</u></b>	<b><u>Response Rate</u></b>
Total Sample - 429	100%	68%	17.9%
Artist Members - 201	46.1%	31%	11.4%
Wholesale Members – 86	20.0%	17%	3.9%
Retail Members – 142	33.1%	36%	28.1%

The sample bias is a result of the difference in the actual membership distribution, and the Constant Contact subscriber distribution of various member groups.

## Survey Limitations

The survey is limited in the sense that the sample was restricted entirely to members of the Indian Arts and Crafts association. Many businesses associated with American Indian Art are not members of IACA, and the survey results do not reflect the input of these businesses.

## The Report

This report will provide a discussion and the survey results pertaining to:

- The Overall American Indian Art industry
- The Retail Industry
- The Wholesale Industry
- The Artist Industry

This report will provide a summary of the overall market and each market sector. Detailed survey findings for each sector, including open-ended comments will be found in the Appendix at the conclusion of this report.

Any particular topic of interest may be searched through the PDF or Flipbook version of this report.

Custom cross-tabs of the survey are available upon request from the Indian Arts and Crafts Association.



**The American Indian Art Industry  
Summary of the Industry  
2012**

## The American Indian Art Industry: Overall Summary

The survey results of the overall industry provide a good picture of the industry as a whole, at a 95% confidence level with a margin of error of +/- 20%.

This composite consists of responses from IACA member artists, wholesalers and retailers.

*Note: Tables may not add to 100% due to non responses to a question.*

### The American Indian Art Industry

The American Art Industry is similar in nature to every other industry, including product production, distribution and sales to the end consumer.

It is a unique industry in the sense that the entire production side consists of American Indian artists and craftspeople.

While over half of the retail trade works exclusively with American Indian Art sales, the balance include American Indian Art as a part of their overall product mix.

### The American Indian Art Industry: A Growth Industry?

Feelings are mixed about the future of the American Indian Art Industry. The majority believe it is a stagnant industry.

- 22.7% of respondents feel the industry is in a growth mode
- 27.8% of respondents believe the industry is in decline
- 41.7% believe that the industry will remain flat
- 7.5% had no opinion

### An Industry of Very Small Businesses

The overall American Indian Art industry is made up of many very small businesses, with 32% of the sample reporting a 2011 sales volume of less than \$50,000, and over 24% reporting a 2011 sales volume ranging between \$100,000 and \$500,000. Less than 5% of the industry reported sales in excess of \$1,000,000 during 2011.

Sales Volume	2011 Sales Volume	2010 Sales Volume
\$50,000 or less	32%	44%
\$100,000 to \$500,000	24%	29%
\$1,000,000+	5%	2%

For over 26% of those responding, the business of American Indian Art is only a part time endeavor with income being supplemented by other occupations. Very typically, an enterprise consists of only the proprietor, with extra help coming from a family member. *This is exactly the same level as the 2011 Survey.*

50% of the respondents report having more than two employees, with just 20% reporting having 5 or more employees. Employment was up during 2011.

<b>Number of Employees</b>	<b>2011 Employees</b>	<b>2010 Employees</b>
2+	50%	41%
5+	20%	18%

### **An Aging Industry**

Over 25% of the reporting businesses have been in business for over 30 years, and over 76% have been in business for 11 years or more. Only 3% of those reporting entered the industry during the past two years.

<b>Years In Business</b>	<b>2012</b>	<b>2011</b>
-2 Years	3%	4%
11+ Years	76%	73%
Over 30 Years	25%	30%

### **A Positive Economic Outlook and Thoughts About Federal Government Support**

Most in the American Indian Arts business are optimistic about the future. Over 68% of respondents feel that their business will grow during 2012, even though respondents were not overly optimistic about overall industry growth, as describe above.

Yet over 68% report that they will not be adding employees, even if growth is significant. (This is in significant contrast to 2011 where 84% of respondents indicated employment will not grow.)

At the same time, only 5% of respondents feel that the federal government has a positive and supportive attitude toward the support of the American Indian Art business, or of small business in general while 40% believe that the federal government is not supportive of the industry. Nearly half of the respondents have no feeling one way or another on the subject.

<b>Outlook and Thoughts</b>	<b>2012</b>	<b>2011</b>
Feel Business Will Grow	68%	64%
Will Not Add Employees	68%	84%
Federal Govt Not Supportive	40%	44%
Federal Govt Supportive	5%	7%

### **Cost of Business and Actions Taken**

Over 65% of respondents have felt the costs of business increase over the previous 12 months, which is a significant change from the 2011 market survey. Overall 21% of respondents indicated that year over year costs have remained the same, or actually decreased.

	<b>2011</b>	<b>2010</b>
<b>Costs Have Increased</b>	65%	80%

The major contributors to the increase business costs are

- inventory costs – 58.1%
- materials and supplies – 55.8%
- travel and expenses – 41.1%
- marketing – 44.1%

The economic pressures have forced respondents to take a number of actions to offset the expense increases, including:

- Reducing travel – 55.8%
- Reduce marketing budget – 47.0%%
- Change in the product offerings – 39.7%
- Price reduction – 32.3%

### **Marketing the Business**

Overall, 49% of reporting businesses invest less 5%, or less of their annual sales into marketing and advertising. Nearly 31% however, invest over 10% of their annual sales into marketing and advertising, with 3% reporting marketing and advertising expenses to exceed 15% of annual sales.

The three most important tools that respondents consider the most effective in gaining new customers are:

- Word of mouth
- Radio
- Public Relations



On-line marketing is an important part of marketing the American Indian Art business. The three leading tools used in the business include:

- Website
- Facebook
- E-mail marketing

On-line tools typically are handled in-house (62%), although many businesses will go outside for help on some things.

### **Sales From American Indian Art**

56% of survey respondents report that over 90% of their sales revenues are generated from American Indian Art. 13% report that less than half of their revenues come from American Indian Art.

### **Greatest Challenges, and Help Most Desired**

The greatest challenge to all respondents is finding a way to effectively reach the audience with limited marketing revenues, followed by a distant second – managing the cost of doing business.

Consistent with the challenge, is the desire for help in marketing; and generating sales and new business.



**2012 IACA Business Member Attitudinal Survey  
Retail Market Sector**

## The American Indian Art Industry: Retail Summary

The survey results of the American Indian Art Retail Sector provide a good picture of the American Indian Art Retail industry as a whole, at a 95% confidence level with a margin of error of +/- 20%.

This summary consists of responses from 49 IACA retail members

### An Industry of Very Small Businesses

The retail sector of the American Indian Art industry is made up of many very small businesses, with 22% of the sample reporting a 2011 sales volume of less than \$50,000.

49% of retail respondents reported 2011 sales volume of over \$100,000 and 6% reported sales volume in excess of \$1 million.

<b>Sales Volume</b>	<b>2011 Sales</b>	<b>2010 Sales</b>
Under \$50k	22%	36%
Over \$100k	49%	51%
Over \$1 million	6%	11%

65% of the retail sector has a storefront, with the balance depending primarily on a website.

11% of American Indian Art retailers have two or more store locations.

<b>Storefronts</b>	<b>2012</b>	<b>2011</b>
1	49%	49%
2	4%	6%
3+	12%	11%

The typical American Indian Art retail business employs less than four people, many of whom are family members.

<b>Number of Employees</b>	<b>2012</b>	<b>2011</b>
Less Than 4	77.4%	77.3%

### **An Aging Industry**

Over 24% of the reporting businesses have been in business for over 30 years, and over 67% have been in business for 11 years or more. Only 4% of those reporting entered the industry during the past two years.

<b>Years in Business</b>	<b>2012</b>	<b>2011</b>
Less than 2	4%	5%
11 Years +	67%	73%
30 Years +	24%	28%

### **A Positive Economic Outlook and Thoughts About Federal Government Support**

The retail sector reflects the greatest optimism about business growth during 2011, with nearly 67% believing that business will increase during 2011. Yet 83% do not plan to add employees during the year, even if business increases substantially.

Regarding the overall economy, 36% retailers believe that 2011 will remain about the same as 2010, while nearly 36% believe that the economy will rebound during 2011.

With respect to Federal Government support, over 83% of the retail sector either has no opinion or feels that the Federal Government does not support their business.

<b>Opinions</b>	<b>2012</b>	<b>2011</b>
Business will increase	67%	70%
Will not add employees	67%	83%
Economy will rebound	36%	36%
Economy will remain same	37%	36%
Federal Govt Non-Support	83%	92%

### **Cost of Business and Actions Taken**

Over 67% of respondents have felt the costs of business increase over the previous 12 months.

<b>Costs Have Increased</b>	<b>2012</b>	<b>2011</b>
Significantly	20%	36%
Somewhat	47%	42%

The major contributors to the increase business costs are

- inventory costs – 79%
- materials and supplies – 45%%
- marketing expenses – 41%%

The economic pressures have forced respondents to take a number of actions to offset the expense increases, including:

- Reduce travel expenses – 57%
- Reduce marketing budget – 35%
- Reduce stock on hand – 39%
- Reduce prices – 39%
- Change product offerings – 36%

### **Marketing the Business**

Overall, 43% of reporting businesses invest less 5%, or less of their annual sales into marketing and advertising. Nearly 22% however, invest over 10% of their annual sales into marketing and advertising, with 4% reporting marketing and advertising expenses exceeding over 15% of annual sales. The retail sector is the most aggressive sector in the American Indian Art industry in terms of marketing investment.

<b>Marketing as % of Sales</b>	<b>2012</b>	<b>2011</b>
-5%	43%	50%
10%+	22%	29%
15%+	4%	11%

The three most important tools that retailers consider the most effective in gaining new customers are:

- Word of mouth
- Radio
- Public Relations

On-line marketing is an important part of marketing the American Indian Art business. The three leading tools used in the business include:

- Website
- E-Mail Marketing
- FaceBook

On-line tools typically are handled in-house, although many businesses will go outside for help on some things.

### **Most Productive Sales Channels**

Retailers report that their website is the most productive sales channel for them, followed by their store front.

### **Sales Derived From American Indian Art**

47% of survey respondents report that over 90% of their sales revenues are generated from American Indian Art. 35% report that less than half of their revenues come from American Indian Art. (67% of retailers with reported sales of over \$1 million also reported that less than 50% of their sales volume was derived from American Indian Art.) Over 50% of retailers include American Indian Art among other items in their product mix.

	<b>2011</b>	<b>2010</b>
90+%	47%	47%
-50%	43%	35%

### **Greatest Challenges, and Help Most Desired**

The greatest challenge to all retail respondents is finding a way to effectively reach the audience with limited marketing revenues, followed by a distant second – managing the cost of doing business.

Consistent with the overall Indian Arts challenge, retail members most desire support in marketing; and generating sales and new business.



**2012 IACA Business Member Attitudinal Survey  
Wholesale Sector**

# **The American Indian Art Industry: Wholesale Summary**

The survey results among the wholesale sector of the industry reflect only a 4% response rate, and cannot be viewed other than anecdotally.

This summary consists of responses from 5 IACA wholesale members.

## **An Industry of Very Small Businesses**

Of those responding, 20% reported 2011 sales volume greater than \$1 million, with another 40% reporting 2011 sales volume ranging from \$100,000 to \$500,000.

40% of the respondents reported having between 1 and 2 employees, with 20% reporting just the proprietor as the sole employee. 40% of the respondents have a storefront, and typically the business is a family business. The wholesale business represents a full time occupation for just 40% of the respondents

Just 40% of the wholesale segment relies heavily on shows for conducting business.

## **An Aging Industry**

Over 40% of the reporting wholesalers have been in business for over 30 years, and no reporting wholesalers have been in business for less than 11 years

## **Less Than A Positive Economic Outlook and Thoughts About Federal Government Support**

The wholesale sector is not as positive about growth in 2012, with just 20% of those reporting sensing a business growth.

With respect to Federal Government support, 20% of the reporting wholesalers feel that the Federal Government is moderately supportive their business.

## **Cost of Business and Actions Taken**

40% of responding wholesalers have felt the costs of business increase over the previous 12 months with 20% reporting a slight decrease in costs from 2010.

The major contributors to the increase business costs are

- inventory costs – 100.0%%
- materials and supplies -67%



The economic pressures have forced respondents to take a number of actions to offset the expense increases, including:

- Change product offerings – 66%
- Reduce Stock on hand – 66%
- Change Product Offerings – 33%
- Reduce Marketing Budget – 33%
- Layoff employees – 33%

### **Marketing the Business**

Nearly 20% of reporting businesses invest 1%, or less of their annual sales into marketing and advertising with over 40% reporting marketing expenses at less than 5% of annual sales.

The three most important tools that retailers consider the most effective in gaining new customers are:

- Word of mouth
- Events and Shows

On-line marketing is an important part of marketing the American Indian Art business. The three leading tools used in the business include:

- Website
- Online advertising
- Email marketing

On-line tools typically are handled in-house, although many businesses will go outside for help on some things.

### **Most Productive Sales Channels**

Wholesalers report that the storefront is their most productive sales channel, followed by shows and their website.

### **Sales From American Indian Art**

60% of the responding wholesalers report that in excess of 90% of their volume comes from sales of American Indian art.

## **Greatest Challenges, and Help Most Desired**

Most wholesalers say they need the most help effective marketing, keeping up with new technology and managing the cost of doing business.



**2012 IACA Business Member Attitudinal Survey  
Artist Sector**

## The American Indian Art Industry: Artist Summary

The survey results of the American Indian Art Artist Sector provides a good picture of the American Indian Art artist industry as a whole, at a 95% confidence level with a margin of error of +/- 20%.

This summary consists of responses from 23 IACA artist members

### An Industry of Very Small Businesses

Of those responding, over 77% reported 2011 sales volume of less than \$50 thousand, with half of the reporting artists depending on occupations other than art for income.

Annual Sales	2011	2010
-\$50k	61%	77%
\$50k+	30%	15%

51% of the reporting artists rely heavily on shows for producing revenues. 48% of the reporting artists do not do shows.

### A Younger Industry

21% of the artists have been in the industry for less than 11 years, while 26% have been selling their work for over 30 years.

### A Positive Economic Outlook and Thoughts About Federal Government Support

Reporting artists are Positive about business prospects in 2012, with 58% believing that their business will grow during the year. Over 52% of reporting artists believe that the economy will remain the same as or be even better than in 2011.

With respect to Federal Government support, over 45% of the reporting artists feel that the Federal Government does not support their business.

Opinions	2012	2011
Business will grow	87%	58%
Economy will grow	52%	36%
Federal Govt Not Supportive	56%	45%

## **Cost of Business and Actions Taken**

69% of responding artists have felt the costs of business increase significantly over the previous 12 months.

The major contributors to the increase business costs are

- Materials and supplies – 76%
- Travel and expenses -71%

The economic pressures have forced respondents to take a number of actions to offset the expense increases, including:

- Reduce travel – 57%
- Change product offerings – 42%
- Reduce operating costs – 38%

## **Marketing the Business**

69% of artists report that they invest less than 5% of their sales into marketing.

The three most important tools that artists consider the most effective in gaining new customers are:

- Social media
- Word of mouth
- Events and shows

On-line marketing is an important part of marketing the American Indian Art business. The three leading tools used in the business include:

- Website
- FaceBook
- Email marketing

On-line tools typically are handled in-house, although many artists will go outside for help on some things.

## **Greatest Challenges, and Help Most Desired**

Marketing is the greatest challenge for the American Indian Artist, including ways to reach their audience given limited marketing funds, followed by seeking help in accounting and finance.



## **Appendix and Survey Details**

Appendix I

2012 IACA Business Member Attitudinal Survey

Industry Results



## Constant Contact Survey Results

**Survey Name:** 2012 IACA Business Member Attitudinal Survey

**Response Status:** Partial & Completed

**Filter:** None

2/2/2012 4:17 PM MST

\*

What best describes your business?

Answer	0%	100%	Number of Response(s)	Response Ratio
Artist			23	29.1 %
Wholesaler			5	6.3 %
Retailer			49	62.0 %
Art Materials Supplier			0	0.0 %
No Response(s)			2	2.5 %
<b>Totals</b>			<b>79</b>	<b>100%</b>



\* In purchasing inventory for your Retail business, which sources are most important to you in doing so?

1 = Major Source, 2 = Occasional Source, 3 = Least Important Source

Answer	1	2	3	Number of Response(s)	Rating Score*
Wholesale Shows				47	1.7
Wholesaler Showrooms				47	2.0
Direct from Artists (other than at Wholesale shows)				47	1.3
On-Line from Artists or Wholesalers				47	2.6
Secondary Market (Estate Sales etc.)				47	2.6

\*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.

\* Thinking about your retail inventory mix, what percentage of your mix is consigned versus owned outright?

Answer	0%	100%	Number of Response(s)	Response Ratio
0 to 25% is consigned			39	82.9 %
25% to 50% is consigned			6	12.7 %
Over 50% is consigned			2	4.2 %
<b>Totals</b>			<b>47</b>	<b>100%</b>

\* Do you visit wholesale shows to purchase inventory for your retail business?

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes			40	50.6 %
No			7	8.8 %
No Response(s)			32	40.5 %
<b>Totals</b>			<b>79</b>	<b>100%</b>

\*

Do you travel to wholesale shows to sell your product to the retail trade?

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes			17	21.5 %
No			29	36.7 %
No Response(s)			33	41.7 %
<b>Totals</b>			<b>79</b>	<b>100%</b>

\*

If you travel to do wholesale shows to sell or to purchase product, in which wholesale shows do you participate as either a wholesale seller, or a retail buyer?

Answer	0%	100%	Number of Response(s)	Response Ratio
IACA Wholesale Show			36	83.7 %
Oasis Show			17	39.5 %
United Indian Trader Show			7	16.2 %
Other			15	34.8 %
<b>Totals</b>			<b>43</b>	<b>100%</b>

\*

Overall, do you feel that interest in American Indian Art is:

Answer	0%	100%	Number of Response(s)	Response Ratio
Increasing			18	22.7 %
Decreasing			22	27.8 %
About the same as always			33	41.7 %
No Response(s)			6	7.5 %
<b>Totals</b>			<b>79</b>	<b>100%</b>

\* How many years have you been in business?

Answer	0%	100%	Number of Response(s)	Response Ratio
Less than 2 years			2	2.5 %
3 to 5 years			5	6.3 %
6 to 10 years			12	15.1 %
11 to 20 years			21	26.5 %
21 to 29 years			13	16.4 %
30+ years			20	25.3 %
Closed business in 2011			0	0.0 %
No Response(s)			6	7.5 %
<b>Totals</b>			<b>79</b>	<b>100%</b>

\* Is this business your sole occupation?

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes			52	65.8 %
No			21	26.5 %
No Response(s)			6	7.5 %
<b>Totals</b>			<b>79</b>	<b>100%</b>

If less than 1 year in business, what was your inspiration for starting your business?

Answer	0%	100%	Number of Response(s)	Response Ratio
Great business idea			1	20.0 %
Access to start-up capital			1	20.0 %
Recent layoff			0	0.0 %
Recent completion of education program			0	0.0 %
Lifestyle change			2	40.0 %
Other			3	60.0 %
<b>Totals</b>			<b>5</b>	<b>100%</b>



Do you have a storefront?

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes			34	43.0 %
No			39	49.3 %
No Response(s)			6	7.5 %
<b>Totals</b>			<b>79</b>	<b>100%</b>



If you have a storefront, how many locations do you have?

Answer	0%	100%	Number of Response(s)	Response Ratio
One store			26	32.9 %
Two stores			2	2.5 %
Three or more stores			7	8.8 %
No Response(s)			44	55.6 %
<b>Totals</b>			<b>79</b>	<b>100%</b>



How many employees do you currently have?

Answer	0%	100%	Number of Response(s)	Response Ratio
Sole proprietor			32	40.5 %
1 employee			7	8.8 %
2 - 4 employees			24	30.3 %
5 - 9 employees			7	8.8 %
10 - 19 employees			0	0.0 %
20 or more employees			3	3.7 %
No Response(s)			6	7.5 %
<b>Totals</b>			<b>79</b>	<b>100%</b>

\* Are some or all of your employees family members?

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes			37	46.8 %
No			35	44.3 %
No Response(s)			7	8.8 %
<b>Totals</b>			<b>79</b>	<b>100%</b>







\* In 2012 do you expect your business to?

Answer	0%	100%	Number of Response(s)	Response Ratio
Grow significantly			9	11.3 %
Grow moderately			45	56.9 %
Stay the same			15	18.9 %
Decline moderately			4	5.0 %
Decline significantly			0	0.0 %
Shut down			0	0.0 %
No Response(s)			6	7.5 %
<b>Totals</b>			<b>79</b>	<b>100%</b>







\* If growing significantly or moderately, do you plan on hiring additional employees this year?

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes			14	17.7 %
No			54	68.3 %
No Response(s)			11	13.9 %
<b>Totals</b>			<b>79</b>	<b>100%</b>

\* How would you rate the federal government's attitude toward your business?

Answer	0%	100%	Number of Response(s)	Response Ratio
Very supportive			2	2.5 %
Moderately supportive			2	2.5 %
Neutral			32	40.5 %
Moderately Unsupportive			15	18.9 %
Very Unsupportive			17	21.5 %
No Response(s)			11	13.9 %
<b>Totals</b>			<b>79</b>	<b>100%</b>

\* How, if at all, has your cost of doing business changed in the last 12 months?

Answer	0%	100%	Number of Response(s)	Response Ratio
Increased significantly			19	24.0 %
Increased somewhat			32	40.5 %
Stayed the same			10	12.6 %
Decreased somewhat			6	7.5 %
Decreased significantly			1	1.2 %
No Response(s)			11	13.9 %
<b>Totals</b>			<b>79</b>	<b>100%</b>

\* In which areas of your business have you seen a significant to moderate increase in costs over the last 12 months?











Answer	0%	100%	Number of Response(s)	Response Ratio
Salaries			6	8.8 %
Employee benefits			10	14.7 %
Product inventory			40	58.8 %
Marketing			28	41.1 %
Materials/supplies			38	55.8 %
Taxes			14	20.5 %
Rent/lease			11	16.1 %
Travel and entertainment			30	44.1 %
None			8	11.7 %
<b>Totals</b>			<b>68</b>	<b>100%</b>

\* Have economic pressures forced you to take any of the following actions?

Answer	0%	100%	Number of Response(s)	Response Ratio
Reduce prices			22	32.3 %
Layoff employees			10	14.7 %
Reduce employee benefits			5	7.3 %
Change product offerings			27	39.7 %
Reduce marketing budget			32	47.0 %
Reduce travel expenses			38	55.8 %
Reduce operating costs			23	33.8 %
Reduce stock on hand			26	38.2 %
None of the above			9	13.2 %
<b>Totals</b>			<b>68</b>	<b>100%</b>













In which areas of your business do you need the most help?

Answer	0%	100%	Number of Response(s)	Response Ratio
Accounting/finance			13	19.1 %
Marketing			38	55.8 %
Sales/new business			34	50.0 %
Technology			20	29.4 %
Human resources			3	4.4 %
Legal			6	8.8 %
Customer service			3	4.4 %
Production/Supply			12	17.6 %
Growing planning/business growth			16	23.5 %
Other			6	8.8 %
<b>Totals</b>			<b>68</b>	<b>100%</b>



What is the biggest challenge you have in running your business?

Answer	0%	100%	Number of Response(s)	Response Ratio
Effectively reaching my audience with limited marketing revenues			28	35.4 %
Finding and keeping good employees			4	5.0 %
Managing the cost of doing business			9	11.3 %
Securing credit			3	3.7 %
Covering healthcare costs			3	3.7 %
Keeping up with new technologies			8	10.1 %
Having enough time to dedicate to my business and family			4	5.0 %
Staying knowledgeable about my competition			5	6.3 %
Other			4	5.0 %
No Response(s)			11	13.9 %
<b>Totals</b>			<b>79</b>	<b>100%</b>





Which methods do you consider important in finding new customers?

1 = Least Important, 2 = Neutral Importance, 3 = Most Important, 4 = Don't Use

Answer	1	2	3	4	Number of Response(s)	Rating Score*
Word of mouth					68	2.9
Events and shows					68	2.8
Print advertising					68	2.6
E-mail marketing					68	2.7
Online advertising					68	2.8
Website					68	2.8
Social media					68	2.6
Radio					68	2.9
Public relations					68	2.9
Direct mail					68	2.9


\*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.



Are you using any of the following online tools to market your business?

Answer	0%	100%	Number of Response(s)	Response Ratio
Website			54	79.4 %
Online advertising (such as Google AdWords)			11	16.1 %
Email marketing (Such as Constant Contact)			35	51.4 %
Blogs			10	14.7 %
Twitter			11	16.1 %
FaceBook			36	52.9 %
LinkedIn			7	10.2 %
MySpace			3	4.4 %
YouTube			2	2.9 %
e-Bay or other auction site			12	17.6 %
<b>Totals</b>			<b>68</b>	<b>100%</b>


\* Do you manage these online tools yourself or hire an outside source to do it for you?

Answer	0%	100%	Number of Response(s)	Response Ratio
Manage ourselves			49	62.0 %
Hire outside help			7	8.8 %
A little of both			12	15.1 %
No Response(s)			11	13.9 %
<b>Totals</b>			<b>79</b>	<b>100%</b>

\* What % of your sales do you invest into marketing and advertising?

Answer	0%	100%	Number of Response(s)	Response Ratio
Less than 1%			15	18.9 %
1% to 5%			24	30.3 %
6% to 10%			15	18.9 %
10% to 15%			11	13.9 %
Over 15%			3	3.7 %
No Response(s)			11	13.9 %
<b>Totals</b>			<b>79</b>	<b>100%</b>

\* What is your outlook on the economy over the next 12 months?

Answer	0%	100%	Number of Response(s)	Response Ratio
Positive, expect rebound in 1st half of 2012			11	13.9 %
Positive, expect rebound in the 2nd half of 2012			19	24.0 %
Neutral, expect things will remain the same			24	30.3 %
Negative, expect to get worse in 1st half of 2012			11	13.9 %
Negative, expect to get worse in 2nd half of 2012			2	2.5 %
Have no feeling about the economy			1	1.2 %
No Response(s)			11	13.9 %
<b>Totals</b>			<b>79</b>	<b>100%</b>

\* What was your approximate sales volume during 2011?

Answer	0%	100%	Number of Response(s)	Response Ratio
Less than \$50,000			25	31.6 %
\$50,000 - \$100,000			15	18.9 %
\$101,000 - \$500,000			19	24.0 %
\$500,000 to \$1,000,000			5	6.3 %
\$1,000,000 +			4	5.0 %
No Response(s)			11	13.9 %
<b>Totals</b>			<b>79</b>	<b>100%</b>

\* How would you rank the productivity of your various sales outlets?

1 = Don't Use, 2 = Least Productive, 3 = Somewhat Productive, 4 = Highly Productive

Answer	1	2	3	4	Number of Response(s)	Rating Score*
Store front					66	2.6
Website					66	2.7
Show					66	2.4
e-Bay/Auctions					66	1.4
Social media					66	1.8

\*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.



What percentage of your overall sales is derived from American Indian Art?

Answer	0%	100%	Number of Response(s)	Response Ratio
0 to 20%			7	8.8 %
21% to 50%			4	5.0 %
51% to 75%			6	7.5 %
76% to 90%			7	8.8 %
90% to 100%			44	55.6 %
No Response(s)			11	13.9 %
<b>Totals</b>			<b>79</b>	<b>100%</b>

Thinking about 2011, what percentage of your customers would you estimate were brand new customers to your business?

Answer	0%	100%	Number of Response(s)	Response Ratio
0 to 20%			26	38.2 %
21% to 50%			26	38.2 %
51% to 75%			12	17.6 %
More than 75%			7	10.2 %
<b>Totals</b>			<b>68</b>	<b>100%</b>

Appendix II

2012 IACA Business Member Attitudinal Survey

Retail Member Results



## Constant Contact Survey Results

**Survey Name:** 2012 IACA Business Member Attitudinal Survey

**Response Status:** Partial & Completed

2/3/2012 7:36 AM MST

The following result(s) are limited to 49 respondent(s) who answered:

Retailer  
to:

What best describes your business?

\*  
What best describes your business?

Answer	0%	100%	Number of Response(s)	Response Ratio
Artist			0	0.0 %
Wholesaler			0	0.0 %
Retailer			49	100.0 %
Art Materials Supplier			0	0.0 %
No Response(s)			0	0.0 %
<b>Totals</b>			<b>49</b>	<b>100%</b>

\* In purchasing inventory for your Retail business, which sources are most important to you in doing so?

1 = Major Source, 2 = Occasional Source, 3 = Least Important Source

Answer	1	2	3	Number of Response(s)	Rating Score*
Wholesale Shows				47	1.7
Wholesaler Showrooms				47	2.0
Direct from Artists (other than at Wholesale shows)				47	1.3
On-Line from Artists or Wholesalers				47	2.6
Secondary Market (Estate Sales etc.)				47	2.6

\*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.

\* Thinking about your retail inventory mix, what percentage of your mix is consigned versus owned outright?

Answer	0%	100%	Number of Response(s)	Response Ratio
0 to 25% is consigned			39	82.9 %
25% to 50% is consigned			6	12.7 %
Over 50% is consigned			2	4.2 %
<b>Totals</b>			<b>47</b>	<b>100%</b>

\* Do you visit wholesale shows to purchase inventory for your retail business?

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes			40	81.6 %
No			7	14.2 %
No Response(s)			2	4.0 %
<b>Totals</b>			<b>49</b>	<b>100%</b>

\*

Do you travel to wholesale shows to sell your product to the retail trade?

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes			3	6.1 %
No			15	30.6 %
No Response(s)			31	63.2 %
<b>Totals</b>			<b>49</b>	<b>100%</b>

\*

If you travel to do wholesale shows to sell or to purchase product, in which wholesale shows do you participate as either a wholesale seller, or a retail buyer?

Answer	0%	100%	Number of Response(s)	Response Ratio
IACA Wholesale Show			24	82.7 %
Oasis Show			13	44.8 %
United Indian Trader Show			7	24.1 %
Other			12	41.3 %
<b>Totals</b>			<b>29</b>	<b>100%</b>

\*

Overall, do you feel that interest in American Indian Art is:

Answer	0%	100%	Number of Response(s)	Response Ratio
Increasing			11	22.4 %
Decreasing			16	32.6 %
About the same as always			20	40.8 %
No Response(s)			2	4.0 %
<b>Totals</b>			<b>49</b>	<b>100%</b>



\* How many years have you been in business?

Answer	0%	100%	Number of Response(s)	Response Ratio
Less than 2 years			2	4.0 %
3 to 5 years			2	4.0 %
6 to 10 years			10	20.4 %
11 to 20 years			13	26.5 %
21 to 29 years			8	16.3 %
30+ years			12	24.4 %
Closed business in 2011			0	0.0 %
No Response(s)			2	4.0 %
<b>Totals</b>			<b>49</b>	<b>100%</b>

\* Is this business your sole occupation?

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes			35	71.4 %
No			12	24.4 %
No Response(s)			2	4.0 %
<b>Totals</b>			<b>49</b>	<b>100%</b>

If less than 1 year in business, what was your inspiration for starting your business?

Answer	0%	100%	Number of Response(s)	Response Ratio
Great business idea			1	50.0 %
Access to start-up capital			1	50.0 %
Recent layoff			0	0.0 %
Recent completion of education program			0	0.0 %
Lifestyle change			0	0.0 %
Other			2	100.0 %
<b>Totals</b>			<b>2</b>	<b>100%</b>



Do you have a storefront?

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes			31	63.2 %
No			16	32.6 %
No Response(s)			2	4.0 %
<b>Totals</b>			<b>49</b>	<b>100%</b>



If you have a storefront, how many locations do you have?

Answer	0%	100%	Number of Response(s)	Response Ratio
One store			24	48.9 %
Two stores			2	4.0 %
Three or more stores			6	12.2 %
No Response(s)			17	34.6 %
<b>Totals</b>			<b>49</b>	<b>100%</b>



How many employees do you currently have?

Answer	0%	100%	Number of Response(s)	Response Ratio
Sole proprietor			16	32.6 %
1 employee			3	6.1 %
2 - 4 employees			19	38.7 %
5 - 9 employees			7	14.2 %
10 - 19 employees			0	0.0 %
20 or more employees			2	4.0 %
No Response(s)			2	4.0 %
<b>Totals</b>			<b>49</b>	<b>100%</b>

\* Are some or all of your employees family members?

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes			20	40.8 %
No			27	55.1 %
No Response(s)			2	4.0 %
<b>Totals</b>			<b>49</b>	<b>100%</b>

\* In 2012 do you expect your business to?

Answer	0%	100%	Number of Response(s)	Response Ratio
Grow significantly			3	6.1 %
Grow moderately			30	61.2 %
Stay the same			10	20.4 %
Decline moderately			4	8.1 %
Decline significantly			0	0.0 %
Shut down			0	0.0 %
No Response(s)			2	4.0 %
<b>Totals</b>			<b>49</b>	<b>100%</b>

\* If growing significantly or moderately, do you plan on hiring additional employees this year?

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes			11	22.4 %
No			33	67.3 %
No Response(s)			5	10.2 %
<b>Totals</b>			<b>49</b>	<b>100%</b>

\* How would you rate the federal government's attitude toward your business?

Answer	0%	100%	Number of Response(s)	Response Ratio
Very supportive			2	4.0 %
Moderately supportive			1	2.0 %
Neutral			22	44.8 %
Moderately Unsupportive			12	24.4 %
Very Unsupportive			7	14.2 %
No Response(s)			5	10.2 %
<b>Totals</b>			<b>49</b>	<b>100%</b>

\* How, if at all, has your cost of doing business changed in the last 12 months?

Answer	0%	100%	Number of Response(s)	Response Ratio
Increased significantly			10	20.4 %
Increased somewhat			23	46.9 %
Stayed the same			8	16.3 %
Decreased somewhat			2	4.0 %
Decreased significantly			1	2.0 %
No Response(s)			5	10.2 %
<b>Totals</b>			<b>49</b>	<b>100%</b>

\* In which areas of your business have you seen a significant to moderate increase in costs over the last 12 months?

Answer	0%	100%	Number of Response(s)	Response Ratio
Salaries			6	13.6 %
Employee benefits			8	18.1 %
Product inventory			35	79.5 %
Marketing			18	40.9 %
Materials/supplies			20	45.4 %
Taxes			10	22.7 %
Rent/lease			7	15.9 %
Travel and entertainment			14	31.8 %
None			5	11.3 %
<b>Totals</b>			<b>44</b>	<b>100%</b>

\* Have economic pressures forced you to take any of the following actions?

Answer	0%	100%	Number of Response(s)	Response Ratio
Reduce prices			17	38.6 %
Layoff employees			7	15.9 %
Reduce employee benefits			5	11.3 %
Change product offerings			16	36.3 %
Reduce marketing budget			24	54.5 %
Reduce travel expenses			25	56.8 %
Reduce operating costs			14	31.8 %
Reduce stock on hand			17	38.6 %
None of the above			6	13.6 %
<b>Totals</b>			<b>44</b>	<b>100%</b>



In which areas of your business do you need the most help?

Answer	0%	100%	Number of Response(s)	Response Ratio
Accounting/finance			3	6.8 %
Marketing			24	54.5 %
Sales/new business			22	50.0 %
Technology			10	22.7 %
Human resources			3	6.8 %
Legal			3	6.8 %
Customer service			0	0.0 %
Production/Supply			5	11.3 %
Growing planning/business growth			8	18.1 %
Other			4	9.0 %
<b>Totals</b>			<b>44</b>	<b>100%</b>



What is the biggest challenge you have in running your business?

Answer	0%	100%	Number of Response(s)	Response Ratio
Effectively reaching my audience with limited marketing revenues			20	40.8 %
Finding and keeping good employees			3	6.1 %
Managing the cost of doing business			6	12.2 %
Securing credit			2	4.0 %
Covering healthcare costs			2	4.0 %
Keeping up with new technologies			3	6.1 %
Having enough time to dedicate to my business and family			3	6.1 %
Staying knowledgeable about my competition			2	4.0 %
Other			3	6.1 %
No Response(s)			5	10.2 %
<b>Totals</b>			<b>49</b>	<b>100%</b>



Which methods do you consider important in finding new customers?

1 = Least Important, 2 = Neutral Importance, 3 = Most Important, 4 = Don't Use

Answer	1	2	3	4	Number of Response(s)	Rating Score*
Word of mouth					44	2.9
Events and shows					44	2.7
Print advertising					44	2.8
E-mail marketing					44	2.8
Online advertising					44	2.8
Website					44	2.8
Social media					44	2.5
Radio					44	2.9
Public relations					44	2.9
Direct mail					44	3.0

\*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.



Are you using any of the following online tools to market your business?

Answer	0%	100%	Number of Response(s)	Response Ratio
Website			38	86.3 %
Online advertising (such as Google AdWords)			9	20.4 %
Email marketing (Such as Constant Contact)			26	59.0 %
Blogs			9	20.4 %
Twitter			8	18.1 %
FaceBook			26	59.0 %
LinkedIn			5	11.3 %
MySpace			0	0.0 %
YouTube			0	0.0 %
e-Bay or other auction site			11	25.0 %
<b>Totals</b>			<b>44</b>	<b>100%</b>

\* Do you manage these online tools yourself or hire an outside source to do it for you?

Answer	0%	100%	Number of Response(s)	Response Ratio
Manage ourselves			32	65.3 %
Hire outside help			4	8.1 %
A little of both			8	16.3 %
No Response(s)			5	10.2 %
<b>Totals</b>			<b>49</b>	<b>100%</b>

\* What % of your sales do you invest into marketing and advertising?

Answer	0%	100%	Number of Response(s)	Response Ratio
Less than 1%			8	16.3 %
1% to 5%			13	26.5 %
6% to 10%			12	24.4 %
10% to 15%			9	18.3 %
Over 15%			2	4.0 %
No Response(s)			5	10.2 %
<b>Totals</b>			<b>49</b>	<b>100%</b>

\* What is your outlook on the economy over the next 12 months?

Answer	0%	100%	Number of Response(s)	Response Ratio
Positive, expect rebound in 1st half of 2012			4	8.1 %
Positive, expect rebound in the 2nd half of 2012			14	28.5 %
Neutral, expect things will remain the same			18	36.7 %
Negative, expect to get worse in 1st half of 2012			6	12.2 %
Negative, expect to get worse in 2nd half of 2012			1	2.0 %
Have no feeling about the economy			1	2.0 %
No Response(s)			5	10.2 %
<b>Totals</b>			<b>49</b>	<b>100%</b>



\* What was your approximate sales volume during 2011?

Answer	0%	100%	Number of Response(s)	Response Ratio
Less than \$50,000			11	22.4 %
\$50,000 - \$100,000			9	18.3 %
\$101,000 - \$500,000			16	32.6 %
\$500,000 to \$1,000,000			5	10.2 %
\$1,000,000 +			3	6.1 %
No Response(s)			5	10.2 %
<b>Totals</b>			<b>49</b>	<b>100%</b>

\* How would you rank the productivity of your various sales outlets?

1 = Don't Use, 2 = Least Productive, 3 = Somewhat Productive, 4 = Highly Productive

Answer	1	2	3	4	Number of Response(s)	Rating Score*
Store front					43	2.8
Website					43	2.9
Show					43	1.9
e-Bay/Auctions					43	1.6
Social media					43	1.9

\*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.



What percentage of your overall sales is derived from American Indian Art?

Answer	0%	100%	Number of Response(s)	Response Ratio
0 to 20%			6	12.2 %
21% to 50%			3	6.1 %
51% to 75%			5	10.2 %
76% to 90%			7	14.2 %
90% to 100%			23	46.9 %
No Response(s)			5	10.2 %
<b>Totals</b>			<b>49</b>	<b>100%</b>

Thinking about 2011, what percentage of your customers would you estimate were brand new customers to your business?

Answer	0%	100%	Number of Response(s)	Response Ratio
0 to 20%			17	38.6 %
21% to 50%			16	36.3 %
51% to 75%			9	20.4 %
More than 75%			3	6.8 %
<b>Totals</b>			<b>44</b>	<b>100%</b>

Appendix III

2012 IACA Business Member Attitudinal Survey

Wholesale Member Results



## Constant Contact Survey Results

**Survey Name:** 2012 IACA Business Member Attitudinal Survey

**Response Status:** Partial & Completed

2/3/2012 7:34 AM MST

The following result(s) are limited to 5 respondent(s) who answered:

Wholesaler  
to:

What best describes your business?

\*  
What best describes your business?

Answer	0%	100%	Number of Response(s)	Response Ratio
Artist			0	0.0 %
Wholesaler			5	100.0 %
Retailer			0	0.0 %
Art Materials Supplier			0	0.0 %
No Response(s)			0	0.0 %
<b>Totals</b>			<b>5</b>	<b>100%</b>

\* In purchasing inventory for your Retail business, which sources are most important to you in doing so?

1 = Major Source, 2 = Occasional Source, 3 = Least Important Source

Answer	1	2	3	Number of Response(s)	Rating Score*
Wholesale Shows				0	0.0
Wholesaler Showrooms				0	0.0
Direct from Artists (other than at Wholesale shows)				0	0.0
On-Line from Artists or Wholesalers				0	0.0
Secondary Market (Estate Sales etc.)				0	0.0

\*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.

\* Thinking about your retail inventory mix, what percentage of your mix is consigned versus owned outright?



Answer	0%	100%	Number of Response(s)	Response Ratio
0 to 25% is consigned			0	0.0 %
25% to 50% is consigned			0	0.0 %
Over 50% is consigned			0	0.0 %
<b>Totals</b>			<b>0</b>	<b>0%</b>

\* Do you visit wholesale shows to purchase inventory for your retail business?

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes			0	0.0 %
No			0	0.0 %
No Response(s)			5	100.0 %
<b>Totals</b>			<b>5</b>	<b>100%</b>



\*

Do you travel to wholesale shows to sell your product to the retail trade?

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes			2	40.0 %
No			3	60.0 %
No Response(s)			0	0.0 %
<b>Totals</b>			<b>5</b>	<b>100%</b>




\*

If you travel to do wholesale shows to sell or to purchase product, in which wholesale shows do you participate as either a wholesale seller, or a retail buyer?




Answer	0%	100%	Number of Response(s)	Response Ratio
IACA Wholesale Show			2	100.0 %
Oasis Show			2	100.0 %
United Indian Trader Show			0	0.0 %
Other			0	0.0 %
<b>Totals</b>			<b>2</b>	<b>100%</b>

\*




Overall, do you feel that interest in American Indian Art is:

Answer	0%	100%	Number of Response(s)	Response Ratio
Increasing			1	20.0 %
Decreasing			0	0.0 %
About the same as always			2	40.0 %
No Response(s)			2	40.0 %
<b>Totals</b>			<b>5</b>	<b>100%</b>

\* How many years have you been in business?

Answer	0%	100%	Number of Response(s)	Response Ratio
Less than 2 years			0	0.0 %
3 to 5 years			0	0.0 %
6 to 10 years			0	0.0 %
11 to 20 years			1	20.0 %
21 to 29 years			0	0.0 %
30+ years			2	40.0 %
Closed business in 2011			0	0.0 %
No Response(s)			2	40.0 %
<b>Totals</b>			<b>5</b>	<b>100%</b>

\* Is this business your sole occupation?

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes			2	40.0 %
No			1	20.0 %
No Response(s)			2	40.0 %
<b>Totals</b>			<b>5</b>	<b>100%</b>

If less than 1 year in business, what was your inspiration for starting your business?

Answer	0%	100%	Number of Response(s)	Response Ratio
Great business idea			0	0.0 %
Access to start-up capital			0	0.0 %
Recent layoff			0	0.0 %
Recent completion of education program			0	0.0 %
Lifestyle change			0	0.0 %
Other			0	0.0 %
<b>Totals</b>			<b>0</b>	<b>0%</b>



Do you have a storefront?

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes			1	20.0 %
No			2	40.0 %
No Response(s)			2	40.0 %
<b>Totals</b>			<b>5</b>	<b>100%</b>



If you have a storefront, how many locations do you have?

Answer	0%	100%	Number of Response(s)	Response Ratio
One store			0	0.0 %
Two stores			0	0.0 %
Three or more stores			1	20.0 %
No Response(s)			4	80.0 %
<b>Totals</b>			<b>5</b>	<b>100%</b>






How many employees do you currently have?




Answer	0%	100%	Number of Response(s)	Response Ratio
Sole proprietor			1	20.0 %
1 employee			1	20.0 %
2 - 4 employees			0	0.0 %
5 - 9 employees			0	0.0 %
10 - 19 employees			0	0.0 %
20 or more employees			1	20.0 %
No Response(s)			2	40.0 %
<b>Totals</b>			<b>5</b>	<b>100%</b>





\* Are some or all of your employees family members?

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes			2	40.0 %
No			1	20.0 %
No Response(s)			2	40.0 %
<b>Totals</b>			<b>5</b>	<b>100%</b>




\* In 2012 do you expect your business to?

Answer	0%	100%	Number of Response(s)	Response Ratio
Grow significantly			0	0.0 %
Grow moderately			1	20.0 %
Stay the same			2	40.0 %
Decline moderately			0	0.0 %
Decline significantly			0	0.0 %
Shut down			0	0.0 %
No Response(s)			2	40.0 %
<b>Totals</b>			<b>5</b>	<b>100%</b>





\* If growing significantly or moderately, do you plan on hiring additional employees this year?

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes			0	0.0 %
No			3	60.0 %
No Response(s)			2	40.0 %
<b>Totals</b>			<b>5</b>	<b>100%</b>






\* How would you rate the federal government's attitude toward your business?

Answer	0%	100%	Number of Response(s)	Response Ratio
Very supportive			0	0.0 %
Moderately supportive			1	20.0 %
Neutral			2	40.0 %
Moderately Unsupportive			0	0.0 %
Very Unsupportive			0	0.0 %
No Response(s)			2	40.0 %
<b>Totals</b>			<b>5</b>	<b>100%</b>







\* How, if at all, has your cost of doing business changed in the last 12 months?

Answer	0%	100%	Number of Response(s)	Response Ratio
Increased significantly			1	20.0 %
Increased somewhat			1	20.0 %
Stayed the same			0	0.0 %
Decreased somewhat			1	20.0 %
Decreased significantly			0	0.0 %
No Response(s)			2	40.0 %
<b>Totals</b>			<b>5</b>	<b>100%</b>

\* In which areas of your business have you seen a significant to moderate increase in costs over the last 12 months?




Answer	0%	100%	Number of Response(s)	Response Ratio
Salaries			0	0.0 %
Employee benefits			1	33.3 %
Product inventory			3	100.0 %
Marketing			1	33.3 %
Materials/supplies			2	66.6 %
Taxes			0	0.0 %
Rent/lease			0	0.0 %
Travel and entertainment			1	33.3 %
None			0	0.0 %
<b>Totals</b>			<b>3</b>	<b>100%</b>

\* Have economic pressures forced you to take any of the following actions?

Answer	0%	100%	Number of Response(s)	Response Ratio
Reduce prices			0	0.0 %
Layoff employees			1	33.3 %
Reduce employee benefits			0	0.0 %
Change product offerings			2	66.6 %
Reduce marketing budget			1	33.3 %
Reduce travel expenses			1	33.3 %
Reduce operating costs			1	33.3 %
Reduce stock on hand			2	66.6 %
None of the above			0	0.0 %
<b>Totals</b>			<b>3</b>	<b>100%</b>







In which areas of your business do you need the most help?

Answer	0%	100%	Number of Response(s)	Response Ratio
Accounting/finance			0	0.0 %
Marketing			1	33.3 %
Sales/new business			2	66.6 %
Technology			1	33.3 %
Human resources			0	0.0 %
Legal			0	0.0 %
Customer service			0	0.0 %
Production/Supply			0	0.0 %
Growing planning/business growth			0	0.0 %
Other			0	0.0 %
<b>Totals</b>			<b>3</b>	<b>100%</b>



What is the biggest challenge you have in running your business?

Answer	0%	100%	Number of Response(s)	Response Ratio
Effectively reaching my audience with limited marketing revenues			1	20.0 %
Finding and keeping good employees			0	0.0 %
Managing the cost of doing business			1	20.0 %
Securing credit			0	0.0 %
Covering healthcare costs			0	0.0 %
Keeping up with new technologies			1	20.0 %
Having enough time to dedicate to my business and family			0	0.0 %
Staying knowledgeable about my competition			0	0.0 %
Other			0	0.0 %
No Response(s)			2	40.0 %
<b>Totals</b>			<b>5</b>	<b>100%</b>



Which methods do you consider important in finding new customers?

1 = Least Important, 2 = Neutral Importance, 3 = Most Important, 4 = Don't Use

Answer	1	2	3	4	Number of Response(s)	Rating Score*
Word of mouth					3	3.0
Events and shows					3	3.0
Print advertising					3	2.3
E-mail marketing					3	2.0
Online advertising					3	2.3
Website					3	2.7
Social media					3	1.3
Radio					3	2.0
Public relations					3	2.3
Direct mail					3	2.0




\*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.







Are you using any of the following online tools to market your business?

Answer	0%	100%	Number of Response(s)	Response Ratio
Website			2	66.6 %
Online advertising (such as Google AdWords)			1	33.3 %
Email marketing (Such as Constant Contact)			2	66.6 %
Blogs			0	0.0 %
Twitter			1	33.3 %
FaceBook			1	33.3 %
LinkedIn			0	0.0 %
MySpace			0	0.0 %
YouTube			0	0.0 %
e-Bay or other auction site			0	0.0 %
<b>Totals</b>			<b>3</b>	<b>100%</b>




**\*** Do you manage these online tools yourself or hire an outside source to do it for you?

Answer	0%	100%	Number of Response(s)	Response Ratio
Manage ourselves			2	40.0 %
Hire outside help			0	0.0 %
A little of both			1	20.0 %
No Response(s)			2	40.0 %
<b>Totals</b>			<b>5</b>	<b>100%</b>




**\*** What % of your sales do you invest into marketing and advertising?

Answer	0%	100%	Number of Response(s)	Response Ratio
Less than 1%			1	20.0 %
1% to 5%			1	20.0 %
6% to 10%			0	0.0 %
10% to 15%			1	20.0 %
Over 15%			0	0.0 %
No Response(s)			2	40.0 %
<b>Totals</b>			<b>5</b>	<b>100%</b>

**\*** What is your outlook on the economy over the next 12 months?






Answer	0%	100%	Number of Response(s)	Response Ratio
Positive, expect rebound in 1st half of 2012			0	0.0 %
Positive, expect rebound in the 2nd half of 2012			0	0.0 %
Neutral, expect things will remain the same			1	20.0 %
Negative, expect to get worse in 1st half of 2012			2	40.0 %
Negative, expect to get worse in 2nd half of 2012			0	0.0 %
Have no feeling about the economy			0	0.0 %
No Response(s)			2	40.0 %
<b>Totals</b>			<b>5</b>	<b>100%</b>

\* What was your approximate sales volume during 2011?

Answer	0%	100%	Number of Response(s)	Response Ratio
Less than \$50,000			0	0.0 %
\$50,000 - \$100,000			2	40.0 %
\$101,000 - \$500,000			0	0.0 %
\$500,000 to \$1,000,000			0	0.0 %
\$1,000,000 +			1	20.0 %
No Response(s)			2	40.0 %
<b>Totals</b>			<b>5</b>	<b>100%</b>

\* How would you rank the productivity of your various sales outlets?

1 = Don't Use, 2 = Least Productive, 3 = Somewhat Productive, 4 = Highly Productive

Answer	1	2	3	4	Number of Response(s)	Rating Score*
Store front					3	3.0
Website					3	2.0
Show					3	2.3
e-Bay/Auctions					3	1.0
Social media					3	1.7

\*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.



What percentage of your overall sales is derived from American Indian Art?

Answer	0%	100%	Number of Response(s)	Response Ratio
0 to 20%			0	0.0 %
21% to 50%			0	0.0 %
51% to 75%			0	0.0 %
76% to 90%			0	0.0 %
90% to 100%			3	60.0 %
No Response(s)			2	40.0 %
<b>Totals</b>			<b>5</b>	<b>100%</b>

Thinking about 2011, what percentage of your customers would you estimate were brand new customers to your business?

Answer	0%	100%	Number of Response(s)	Response Ratio
0 to 20%			2	66.6 %
21% to 50%			1	33.3 %
51% to 75%			0	0.0 %
More than 75%			0	0.0 %
<b>Totals</b>			<b>3</b>	<b>100%</b>



Appendix IV

2012 IACA Business Member Attitudinal Survey

Artist Results



## Constant Contact Survey Results

**Survey Name:** 2012 IACA Business Member Attitudinal Survey

**Response Status:** Partial & Completed


2/3/2012 7:31 AM MST

The following result(s) are limited to 23 respondent(s) who answered:

Artist  
to:

What best describes your business?

\*  
What best describes your business?

Answer	0%	100%	Number of Response(s)	Response Ratio
Artist			23	100.0 %
Wholesaler			0	0.0 %
Retailer			0	0.0 %
Art Materials Supplier			0	0.0 %
No Response(s)			0	0.0 %
<b>Totals</b>			<b>23</b>	<b>100%</b>

\* In purchasing inventory for your Retail business, which sources are most important to you in doing so?

1 = Major Source, 2 = Occasional Source, 3 = Least Important Source

Answer	1	2	3	Number of Response(s)	Rating Score*
Wholesale Shows				0	0.0
Wholesaler Showrooms				0	0.0
Direct from Artists (other than at Wholesale shows)				0	0.0
On-Line from Artists or Wholesalers				0	0.0
Secondary Market (Estate Sales etc.)				0	0.0

\*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.

\* Thinking about your retail inventory mix, what percentage of your mix is consigned versus owned outright?



Answer	0%	100%	Number of Response(s)	Response Ratio
0 to 25% is consigned			0	0.0 %
25% to 50% is consigned			0	0.0 %
Over 50% is consigned			0	0.0 %
<b>Totals</b>			<b>0</b>	<b>0%</b>

\* Do you visit wholesale shows to purchase inventory for your retail business?

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes			0	0.0 %
No			0	0.0 %
No Response(s)			23	100.0 %
<b>Totals</b>			<b>23</b>	<b>100%</b>




\*

Do you travel to wholesale shows to sell your product to the retail trade?

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes			12	52.1 %
No			11	47.8 %
No Response(s)			0	0.0 %
<b>Totals</b>			<b>23</b>	<b>100%</b>




\*

If you travel to do wholesale shows to sell or to purchase product, in which wholesale shows do you participate as either a wholesale seller, or a retail buyer?






Answer	0%	100%	Number of Response(s)	Response Ratio
IACA Wholesale Show			10	83.3 %
Oasis Show			2	16.6 %
United Indian Trader Show			0	0.0 %
Other			3	25.0 %
<b>Totals</b>			<b>12</b>	<b>100%</b>

\*



Overall, do you feel that interest in American Indian Art is:

Answer	0%	100%	Number of Response(s)	Response Ratio
Increasing			6	26.0 %
Decreasing			6	26.0 %
About the same as always			11	47.8 %
No Response(s)			0	0.0 %
<b>Totals</b>			<b>23</b>	<b>100%</b>



\* How many years have you been in business?

Answer	0%	100%	Number of Response(s)	Response Ratio
Less than 2 years			0	0.0 %
3 to 5 years			3	13.0 %
6 to 10 years			2	8.6 %
11 to 20 years			7	30.4 %
21 to 29 years			5	21.7 %
30+ years			6	26.0 %
Closed business in 2011			0	0.0 %
No Response(s)			0	0.0 %
<b>Totals</b>			<b>23</b>	<b>100%</b>

\* Is this business your sole occupation?

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes			15	65.2 %
No			8	34.7 %
No Response(s)			0	0.0 %
<b>Totals</b>			<b>23</b>	<b>100%</b>

If less than 1 year in business, what was your inspiration for starting your business?

Answer	0%	100%	Number of Response(s)	Response Ratio
Great business idea			0	0.0 %
Access to start-up capital			0	0.0 %
Recent layoff			0	0.0 %
Recent completion of education program			0	0.0 %
Lifestyle change			2	66.6 %
Other			1	33.3 %
<b>Totals</b>			<b>3</b>	<b>100%</b>



Do you have a storefront?

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes			2	8.6 %
No			21	91.3 %
No Response(s)			0	0.0 %
<b>Totals</b>			<b>23</b>	<b>100%</b>



If you have a storefront, how many locations do you have?




Answer	0%	100%	Number of Response(s)	Response Ratio
One store			2	8.6 %
Two stores			0	0.0 %
Three or more stores			0	0.0 %
No Response(s)			21	91.3 %
<b>Totals</b>			<b>23</b>	<b>100%</b>






How many employees do you currently have?

Answer	0%	100%	Number of Response(s)	Response Ratio
Sole proprietor			15	65.2 %
1 employee			3	13.0 %
2 - 4 employees			5	21.7 %
5 - 9 employees			0	0.0 %
10 - 19 employees			0	0.0 %
20 or more employees			0	0.0 %
No Response(s)			0	0.0 %
<b>Totals</b>			<b>23</b>	<b>100%</b>




\* Are some or all of your employees family members?

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes			15	65.2 %
No			7	30.4 %
No Response(s)			1	4.3 %
<b>Totals</b>			<b>23</b>	<b>100%</b>





\* In 2012 do you expect your business to?

Answer	0%	100%	Number of Response(s)	Response Ratio
Grow significantly			6	26.0 %
Grow moderately			14	60.8 %
Stay the same			3	13.0 %
Decline moderately			0	0.0 %
Decline significantly			0	0.0 %
Shut down			0	0.0 %
No Response(s)			0	0.0 %
<b>Totals</b>			<b>23</b>	<b>100%</b>






\* If growing significantly or moderately, do you plan on hiring additional employees this year?

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes			3	13.0 %
No			18	78.2 %
No Response(s)			2	8.6 %
<b>Totals</b>			<b>23</b>	<b>100%</b>

\* How would you rate the federal government's attitude toward your business?

Answer	0%	100%	Number of Response(s)	Response Ratio
Very supportive			0	0.0 %
Moderately supportive			0	0.0 %
Neutral			8	34.7 %
Moderately Unsupportive			3	13.0 %
Very Unsupportive			10	43.4 %
No Response(s)			2	8.6 %
<b>Totals</b>			<b>23</b>	<b>100%</b>

\* How, if at all, has your cost of doing business changed in the last 12 months?









Answer	0%	100%	Number of Response(s)	Response Ratio
Increased significantly			8	34.7 %
Increased somewhat			8	34.7 %
Stayed the same			2	8.6 %
Decreased somewhat			3	13.0 %
Decreased significantly			0	0.0 %
No Response(s)			2	8.6 %
<b>Totals</b>			<b>23</b>	<b>100%</b>



\* In which areas of your business have you seen a significant to moderate increase in costs over the last 12 months?

Answer	0%	100%	Number of Response(s)	Response Ratio
Salaries			0	0.0 %
Employee benefits			1	4.7 %
Product inventory			2	9.5 %
Marketing			9	42.8 %
Materials/supplies			16	76.1 %
Taxes			4	19.0 %
Rent/lease			4	19.0 %
Travel and entertainment			15	71.4 %
None			3	14.2 %
<b>Totals</b>			<b>21</b>	<b>100%</b>

\* Have economic pressures forced you to take any of the following actions?

Answer	0%	100%	Number of Response(s)	Response Ratio
Reduce prices			5	23.8 %
Layoff employees			2	9.5 %
Reduce employee benefits			0	0.0 %
Change product offerings			9	42.8 %
Reduce marketing budget			7	33.3 %
Reduce travel expenses			12	57.1 %
Reduce operating costs			8	38.0 %
Reduce stock on hand			7	33.3 %
None of the above			3	14.2 %
<b>Totals</b>			<b>21</b>	<b>100%</b>



In which areas of your business do you need the most help?

Answer	0%	100%	Number of Response(s)	Response Ratio
Accounting/finance			10	47.6 %
Marketing			13	61.9 %
Sales/new business			10	47.6 %
Technology			9	42.8 %
Human resources			0	0.0 %
Legal			3	14.2 %
Customer service			3	14.2 %
Production/Supply			7	33.3 %
Growing planning/business growth			8	38.0 %
Other			2	9.5 %
<b>Totals</b>			<b>21</b>	<b>100%</b>



What is the biggest challenge you have in running your business?

Answer	0%	100%	Number of Response(s)	Response Ratio
Effectively reaching my audience with limited marketing revenues			7	30.4 %
Finding and keeping good employees			1	4.3 %
Managing the cost of doing business			2	8.6 %
Securing credit			1	4.3 %
Covering healthcare costs			1	4.3 %
Keeping up with new technologies			4	17.3 %
Having enough time to dedicate to my business and family			1	4.3 %
Staying knowledgeable about my competition			3	13.0 %
Other			1	4.3 %
No Response(s)			2	8.6 %
<b>Totals</b>			<b>23</b>	<b>100%</b>



Which methods do you consider important in finding new customers?

1 = Least Important, 2 = Neutral Importance, 3 = Most Important, 4 = Don't Use

Answer	1	2	3	4	Number of Response(s)	Rating Score*
Word of mouth					21	3.0
Events and shows					21	2.8
Print advertising					21	2.2
E-mail marketing					21	2.7
Online advertising					21	2.9
Website					21	2.8
Social media					21	3.1
Radio					21	2.9
Public relations					21	2.9
Direct mail					21	2.7

\*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.



Are you using any of the following online tools to market your business?

Answer	0%	100%	Number of Response(s)	Response Ratio
Website			14	66.6 %
Online advertising (such as Google AdWords)			1	4.7 %
Email marketing (Such as Constant Contact)			7	33.3 %
Blogs			1	4.7 %
Twitter			2	9.5 %
FaceBook			9	42.8 %
LinkedIn			2	9.5 %
MySpace			3	14.2 %
YouTube			2	9.5 %
e-Bay or other auction site			1	4.7 %
<b>Totals</b>			<b>21</b>	<b>100%</b>

\* Do you manage these online tools yourself or hire an outside source to do it for you?

Answer	0%	100%	Number of Response(s)	Response Ratio
Manage ourselves			15	65.2 %
Hire outside help			3	13.0 %
A little of both			3	13.0 %
No Response(s)			2	8.6 %
<b>Totals</b>			<b>23</b>	<b>100%</b>

\* What % of your sales do you invest into marketing and advertising?

Answer	0%	100%	Number of Response(s)	Response Ratio
Less than 1%			6	26.0 %
1% to 5%			10	43.4 %
6% to 10%			3	13.0 %
10% to 15%			1	4.3 %
Over 15%			1	4.3 %
No Response(s)			2	8.6 %
<b>Totals</b>			<b>23</b>	<b>100%</b>

\* What is your outlook on the economy over the next 12 months?

Answer	0%	100%	Number of Response(s)	Response Ratio
Positive, expect rebound in 1st half of 2012			7	30.4 %
Positive, expect rebound in the 2nd half of 2012			5	21.7 %
Neutral, expect things will remain the same			5	21.7 %
Negative, expect to get worse in 1st half of 2012			3	13.0 %
Negative, expect to get worse in 2nd half of 2012			1	4.3 %
Have no feeling about the economy			0	0.0 %
No Response(s)			2	8.6 %
<b>Totals</b>			<b>23</b>	<b>100%</b>

\* What was your approximate sales volume during 2011?

Answer	0%	100%	Number of Response(s)	Response Ratio
Less than \$50,000			14	60.8 %
\$50,000 - \$100,000			4	17.3 %
\$101,000 - \$500,000			3	13.0 %
\$500,000 to \$1,000,000			0	0.0 %
\$1,000,000 +			0	0.0 %
No Response(s)			2	8.6 %
<b>Totals</b>			<b>23</b>	<b>100%</b>

\* How would you rank the productivity of your various sales outlets?

1 = Don't Use, 2 = Least Productive, 3 = Somewhat Productive, 4 = Highly Productive

Answer	1	2	3	4	Number of Response(s)	Rating Score*
Store front					20	1.9
Website					20	2.2
Show					20	3.5
e-Bay/Auctions					20	1.0
Social media					20	1.7

\*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.



What percentage of your overall sales is derived from American Indian Art?

Answer	0%	100%	Number of Response(s)	Response Ratio
0 to 20%			1	4.3 %
21% to 50%			1	4.3 %
51% to 75%			1	4.3 %
76% to 90%			0	0.0 %
90% to 100%			18	78.2 %
No Response(s)			2	8.6 %
<b>Totals</b>			<b>23</b>	<b>100%</b>

Thinking about 2011, what percentage of your customers would you estimate were brand new customers to your business?

Answer	0%	100%	Number of Response(s)	Response Ratio
0 to 20%			7	33.3 %
21% to 50%			9	42.8 %
51% to 75%			3	14.2 %
More than 75%			4	19.0 %
<b>Totals</b>			<b>21</b>	<b>100%</b>

Appendix V

2012 IACA Business Member Attitudinal Survey

Open End Responses

## Constant Contact Survey Results Open Ended Comments

**Survey Name:** 2012 IACA Business Member Attitudinal Survey

**Response Status:** Partial & Completed

**Filter:** None

Feb 02, 2012 8:31:34 AM

**If you travel to do wholesale shows to sell or to purchase product, in which wholesale shows do you participate as either a wholesale seller, or a retail buyer? - Comments**

**Answer**

Attended Oasis one time but purchased only from Native artists. Don't attend other than IACA wholesale shows.  
IEGS - SEVIERVILLE, TN  
High Noon Show  
It's been over 10 years plus since I have sold at the IACA show  
Wish IACA would get a booth @ Oasis to introduce IACA its artists to other retail buyers, even if it meant we all split the cost of the booth. At this time w/ economy it's too expensive  
to get a booth as an individual artist at a show such as Oasis.

**If less than 1 year in business, what was your inspiration for starting your business? - Other responses**

**Answer**

Part of a non-profit  
Passion to promote authentic Native American turquoise jewelry  
Interest in my heritage

**In which areas of your business do you need the most help? - Other responses**

**Answer**

Artist specific- bio and resume writing  
None  
Better employees  
Reliable, affordable, effective, trustworthy consultants  
unknown  
finding buyer so we can retire

**What is the biggest challenge you have in running your business? - Other responses**

**Answer**

Finding enough products  
managing the cost of doing business and time with my family  
Better employees  
Knowing where gatherings are in middle to eastern states

**Which methods do you consider important in finding new customers? - Comments**

**Answer**

Flyers in racks at hotels, motels, etc. are my very best advertising method, along with word of mouth. I've done TV, radio, newspaper, magazines.



phone directories,  
and everything else in my 41 years in business.  
T V ADD.

#### #1 - BILLBOARDS

I only do 2 pow wows in Texas annually.  
All other sales are online, mostly from repeat buyers  
or potential customers looking for pieces by  
particular artists.  
Don't know the online ways for websites and  
using media to market

finding competent honest reliable software/IT assistance is  
very huge problem. Without these people available,  
most of the above methods become irrelevant. Yet  
I have not found any service catering the  
needs of the small aboriginal business that  
meet this criteria.

Perhaps IACA should organize a co-op pool of these  
types of people and a reporting or comment board  
for Other members to seek referrals for this type  
of service, so there is a post evaluation  
process to weed out the incompetents

direct phone for special events