

<b>Introduction.....</b>	<b>18</b>
The Changing Face of Personal Art Collections.....	18
Research Objectives .....	20
Methodology .....	22
<i>Figure 1: Total Purchase Incidence, 2006-2012 .....</i>	23
Sample Specifications .....	24
Products Included in Survey .....	24
Deep Dive into Details about the Most Recent Item Purchased .....	27
Ready Made or Custom Framed? What Influences the Consumer in their Purchase .....	27
What Influences Consumers to Buy .....	30
Brands included in the survey .....	31
Framing Brands.....	31
Custom Framing Provider Brands (i.e. specifically used for custom-framing).....	31
Retailer Brands (Any purchases) .....	31
<b>Chapter 1: About Art, Wall Decor, Picture Frame &amp; Custom-Framing Customer Demographics, What They Purchase &amp; How Much They Spend.....</b>	<b>33</b>
Total Purchase Incidence of Art, Wall Decor, Picture Frames and Custom Framing .....	34
<i>Figure 2: Overall Product Purchases, 2012, 2010 &amp; 2006 by Major Product Category.....</i>	34
Marketers: Take Action >> .....	35
Purchase Incidence among Category Buyers ONLY .....	36
<i>Figure 3: Purchase Incidence among Category Buyers by Major Product Type, 2012, 2010 &amp; 2006 .....</i>	36
Cross-Category Buyers.....	37
<i>Figure 4: Cross-Category Purchases, 2012.....</i>	37
Art, Wall Decor, Picture Frame and Custom Framing Consumer Demographics.....	38
<i>Figure 5: Demographics of Art, Wall Decor, Picture Frame and Custom Framing Buyers, 2012.....</i>	38

Marketers Take Action>>.....	39
Demographics that Define the Art Customer.....	39
Demographics that Define the Custom-Framing Customer.....	39
Demographics that Define the Picture-Frame Customers .....	40
Demographics that Define the Wall-Decor Customers .....	40
Demographics Across Buyers in Different Categories.....	40
Other Demographics Distinctives among Art, Picture Frame, Wall Decor and Custom- Framing Consumers .....	41
<i>Figure 6: Educational Attainment, 2012</i> .....	42
<i>Figure 7: Location of primary residence</i> .....	43
<i>Figure 8: Approximate value of home</i> .....	44
<i>Figure 9: Employment</i> .....	45
Art, Wall Decor, Picture Frame and Custom Framing Spending Overview .....	46
<i>Figure 10: Spending Overview by Product, 2012, 2010 &amp; 2006</i> .....	46
Marketers: Take Action >>.....	47
Total Spending by Demographic Segments .....	48
<i>Figure 11: Total Spending by Demographic Segment,2012, 2010 &amp; 2006</i> .....	48
Marketers: Take Action>>.....	49
Spending by Product Category by Demographic Spending.....	50
<i>Figure 12: Product Category Spending by Demographic Segments, 2012</i> .....	50
Home Changes That Influence Purchases of Art, Wall Decor, Custom Framing and Picture Frames.....	51
<i>Figure 13: Home Changes, Past Year and Plans for Next Year, 2010 &amp; 2006</i> .....	51
Marketers: Take Action>>.....	52
Marketers: Take Action>>.....	53
<i>Figure 14: How Changes to Home Impact Category Purchase &amp; Spending , 2010</i> .....	53

Factors that Influence Purchase of Things to Display on the Walls .....	55
<i>Figure 15: Factors that Influence Consumers' Purchase of Things to Display on Walls</i> .....	55
Marketers: Take Action>>.....	56
About People's Photography Hobbies and their Framing Needs.....	57
<i>Figure 16: Presence of Family Photo Wall, 2012 &amp; 2010</i> .....	57
<i>Figure 17: Take or Store Digital Photographs, 2012 &amp; 2010</i> .....	58
<i>Figure 18: Where Store Digital Photographs 2012 &amp; 2010</i> .....	58
Marketers: Take Action>>.....	59
<i>Figure 19: How People Share Digital Photographs, 2012 &amp; 2010</i> .....	60
<i>Figure 20: Print &amp; Frame any Digital Photographs, 2012 &amp; 2010</i> .....	61
<i>Figure 21: Print to Photo Canvas, 2012</i> .....	62
<i>Figure 22: Type of Frame Used, 2012 &amp; 2010</i> .....	62
<i>Figure 23: Size of Frames Used Most Often for Digital Photographs,2012 &amp; 2010</i> .....	63
<i>Figure 24: Where Consumers Print Digital Photographs, 2012</i> .....	64
Extent of Home's Wall Decorations .....	65
Marketers: Take Action>>.....	66
Number of Framed Pictures on Display in the Home.....	66
<i>Figure 26: Number of Framed Pictures in the Home,2012, 2010 &amp; 2006</i> .....	66
Rearranging Pictures and Wall Decorations on Display.....	68
<i>Figure 27: How Often People Rearrange Wall Decorations</i> .....	68
Marketers: Take Action>> .....	69
Likelihood to Buy More Items for Walls in Coming Year.....	69
<i>Figure 28: Likelihood to Buy More Decorative Items for the Home's Walls in Coming Year, 2012</i> .....	69
Product Category Buyers Likely to Buy Next Year .....	70

<i>Figure 29: Very or Somewhat Likely to Buy Next Year by Product Category, 2012.....</i>	70
Marketers: Take Action>> .....	71
<b>Chapter 2 – About Art, Wall Decor, Picture Frames and Custom Framing Sales &amp; Growth .....</b>	<b>72</b>
Trends in the Market for Art, Wall Decor, Picture Frames & Custom Framing.....	72
<i>Figure 30: Art, Wall Decor, Picture Frames and Custom Framing Sales in millions, 2012, 2009 &amp; 2005 ....</i>	72
Trends in Art Sales by Product Type.....	73
<i>Figure 31: Art Consumer Expenditures by Type, 2012, 2009 &amp; 2005 .....</i>	73
Trends in Custom Framing Sales.....	74
<i>Figure 32: Custom Framing Consumer Expenditures, 2009 &amp; 2005 .....</i>	74
Trends in Picture Frame Sales .....	75
<i>Figure 33: Picture Frames Consumer Expenditures by type 2012, 2009 &amp; 2005.....</i>	75
Trends in Wall Decor Sales.....	77
<i>Figure 34: Wall Decor Consumer Expenditures by Product Type, 2012, 2009 &amp; 2005.....</i>	77
About Channels of Distribution for Art, Wall Decor, Picture Frames and Custom Framing.....	79
Trends in Where People Buy Art.....	79
<i>Figure 35: Art Sales to Consumer by Distribution Channel,2012 &amp; 2009 .....</i>	79
Trends in Where People Buy Custom Framing .....	81
<i>Figure 36: Custom Framing Sales by Distribution Channel, 2012 &amp; 2009 .....</i>	81
Trends in Where People Buy Picture Frames .....	83
<i>Figure 37: Picture Frame Sales by Distribution Channel, 2009 &amp; 2005 .....</i>	83
Trends in Where People Buy Wall Decor .....	85
<i>Figure 38: Wall Decor Sales by Channel of Distribution, 2012 &amp; 2009 .....</i>	85
Marketers: Take Action>> .....	87
Trends in the Market .....	88

<b>Chapter 3 – About the Art Market, The Art Customers &amp; Their Purchases .....</b>	<b>90</b>
Overview Art Market .....	90
Details about the Art Consumer Market.....	91
<i>Figure 39: Type of Art &amp; Pictures Purchased in Past Year, 2012, 2010 &amp; 2006.....</i>	91
About Types of Unframed Art Reproductions Bought .....	92
<i>Figure 40: Type of Unframed Art Reproductions Bought in Past Year, 2012. 2010 &amp; 2006 .....</i>	92
Marketers: Take Action>> .....	93
About Types of Already-Framed Art Reproductions Bought.....	93
<i>Figure 41: Type of Already-Framed Art Reproductions Bought in Past Year, 2012, 2010 &amp; 2006 .....</i>	93
About Types of Original Art Bought.....	94
<i>Figure 42: Types of Original Art Bought in Past Year, 2012, 2010 &amp; 2006 .....</i>	94
Number of Art Pieces Bought in Past Year.....	95
<i>Figure 43: Number of Individual Pieces of Art Bought in Past Year by Type, 2010, 2010 &amp; 2006.....</i>	95
Marketers: Take Action>> .....	96
Total Spending On Art in Past Year.....	96
<i>Figure 44: Total Spending on Art &amp; Prints in Past Year, 2012, 2010 &amp; 2006.....</i>	96
Where Art Buyers Shopped in Past Year .....	97
<i>Figure 45: Where Consumers Shopped for Art &amp; Pictures in Past Year, 2010 &amp; 2006 .....</i>	97
Art Themes & Subjects with Strongest Personal Appeal .....	99
<i>Figure 46: Art Themes that Have the Strongest Personal Appeal 2012, 2010 &amp; 2006.....</i>	99
Themes Trending in Popularity .....	100
Themes Declining in Popularity .....	100
Marketers: Take Action>> .....	101

Art Reproductions on Demand .....	102
<i>Figure 47: Any Purchase Art Reproduction on Demand, 2012.....</i>	102
About the Most Recent Art Purchased .....	103
<i>Figure 48: Type of Most Recent Art Item Purchased, .....</i>	103
Already-Framed Art under Glass.....	104
<i>Figure 49: Whether Most Recent Already-Framed Art Reproduction Was Covered by Glasss .....</i>	104
Displaying Unframed Art Reproductions .....	105
<i>Figure 50: How Displayed Most Recent Unframed Art Reproduction, 2012 .....</i>	105
Average Amount Spent Buying the Most Recent Art Item .....	106
<i>Figure 51: Average Amount Spent Buying Most Recent Art Item, 2012 .....</i>	106
Marketers: Take Action>> .....	107
Size of Most Recent Art Purchase .....	108
<i>Figure 52: Size of Most Recent Art Purchased, 2012.....</i>	108
Factors that Influenced Art Buyers in Making Their Most Recent Purchase.....	109
<i>Figure 53: Factors that Most Influenced Buyer in Most Recent Art Purchase, 2010 &amp; 2006.....</i>	109
Marketers: Take Action>> .....	110
Room of House for Most Recent Art Purchase .....	111
<i>Figure 54: Room of House for Most Recent Art Display, 2012 .....</i>	111
Where Art Buyers Shopped Most Recently to Purchase Art .....	112
Factors that Most Influenced Art Buyers in Their Shopping Choice .....	114
Marketers: Take Action>> .....	115
Executive Summary of Key Trends in the Art Market.....	116
<b>Chapter 4 — About the Custom-Framing Market, The Custom-Framing Customers &amp; Their Purchases...</b>	<b>120</b>

Overview Custom-Framing Market .....	120
Marketers: Take Action>>.....	121
About Items Custom-Framed.....	122
<i>Figure 57: Type of Items Professionally Custom Framed in Past Year, 2012, 2010 &amp; 2006.....</i>	122
Marketers: Take Action>>.....	124
Number of Items Custom Framed in Past Year .....	125
<i>Figure 58: Number of Items Custom Framed in Past Year, 2010 &amp; 2006.....</i>	125
Marketers: Take Action>> .....	126
Average Amount Spent on All Custom Framing in Past Year .....	126
<i>Figure 59: Total Amount Spent on Custom Framing in Past Year, 2012, 2010 &amp; 2006 .....</i>	126
Use of Shadow-Box Frames .....	127
<i>Figure 60: Shadow-Box Style of Frame Used in Custom Framing, 2012.....</i>	127
Custom Framing Brand Awareness.....	127
<i>Figure 61: Custom Framing Brand Awareness, 2012 .....</i>	127
Where Custom-Framing Customers Shopped for Custom Framing Services in Past Year .....	128
<i>Figure 62: Where Customers Shopped for Custom Framing Services in Past Year, 2012, 2010 &amp; 2006....</i>	128
About the Most Recent Custom Framing Purchased.....	129
Most Recent Item Custom Framed.....	130
<i>Figure 63: Most Recent Item Custom Framed,2012 .....</i>	130
Amount Spent on Most Recent Custom Framing.....	131
<i>Figure 64: Most Recent Amount Spent on Custom Framing, 2012 .....</i>	131
Size of the Most Recent Piece Custom Framed.....	132
<i>Figure 65: Size of Most Recent Item Custom Framed, 2012 .....</i>	132

Marketers: Take Action>>.....	132
Type of Frame Selected for Most Recent Custom Framing.....	133
<i>Figure 66: Type of Material Selected for Most Recent Custom Framing, 2012 .....</i>	133
Marketers: Take Action>>.....	133
Added-Value Features Selected for Most Recent Custom Framing.....	134
<i>Figure 67: Added-Value Features Selected for Most Recent Custom Framing, 2012 .....</i>	134
Factors Rated Very Important in Influencing the Decision to Custom Frame .....	135
<i>Figure 68: Factors Rated Very Important in Influencing the Decision to Custom Frame, 2012 .....</i>	135
Marketers: Take Action>>.....	136
Considered Ready-Made Frame for Most Recent Item.....	137
<i>Figure 69: Before Custom Framing, Did Customer Consider Ready-Made Frame, 2012 &amp; 2010 .....</i>	137
Why Custom Framed vs. Ready-Made Frame?.....	138
<i>Figure 70: Why Decided Against Ready-Made Frame, 2012 &amp; 2010 .....</i>	138
Marketers: Take Action>>.....	139
Factors that Most Influenced Purchase of Custom-Framing.....	140
<i>Figure 71: Factors that Most Influenced Custom-Framing Purchase, 2012 &amp; 2010 .....</i>	140
Marketers: Take Action>>.....	141
Room of House for Most Recent Custom-Framing Purchase.....	142
<i>Figure 72: Room of House for Most Recent Custom Framing Display, 2012 .....</i>	142
Where Custom-Framing Customers Shopped Most Recently .....	143
<i>Figure 73: Where Most Recent Item Was Custom Framed, 2012, 2010 &amp; 2006 .....</i>	143
Factors that Most Influenced Where Customer Shopped For Custom Framing Most Recently .....	145

<i>Figure 74: Factors that Most Influenced Where Shopped for Custom Framing Most Recently, 2012 .....</i>	145
Marketers: Take Action>>.....	146
Rating Different Sources & Brands for Custom Framing.....	148
<i>Figure 75: Rating Different Sources for Custom Framing, 2012 .....</i>	148
Likelihood for Future Custom Framing.....	149
<i>Figure 76: Presence of Any Items Needing Custom Framing, 2012 .....</i>	149
<i>Figure 77: When They Will Frame Pieces, 2012.....</i>	150
<i>Figure 78: How They Will Frame Pieces, 2012 .....</i>	151
Marketers: Take Action>> .....	151
<i>Figure 79: What Will Influence Decision on Framing. 2012.....</i>	152
Marketers: Take Action>> .....	153
About Consumers' Attitudes in Custom Framing .....	154
<i>Figure 80: Custom-Framing Customers Attitudes, 2012 .....</i>	154
Changes in Custom-Framing Customers Attitudes .....	159
<i>Figure 81: Changes in Attitudes, 2012 &amp;2010 .....</i>	159
Key Trends in the Custom-Framing Market .....	161
<b>Chapter 5 – About the Picture Frame Market, the Picture Frame Customers &amp; Their Purchases .....</b>	<b>166</b>
Overview Ready-Made Picture Frame Market.....	166
Details about the Picture Frame Consumer Market.....	167
Type of Picture Frames Bought .....	168
<i>Figure 82: Type of Picture Frames Purchased in Past Year, 2012, 2010 &amp; 2006.....</i>	168
Number of Picture Frames Bought & Amount Spent on Frames .....	169
<i>Figure 83: Number of Picture Frames Bought and Amount Spent in Past Year 2012, 2010 &amp; 2006.....</i>	169

Where Picture Frame Customers Shopped in Past Year .....	170
<i>Figure 84: Where Customers Shopped for Picture Frames in Past Year, 2012, 2010 &amp; 2006</i> .....	170
Picture Frames as Gifts.....	172
<i>Figure 85: Picture Frames as Gift, 2012</i> .....	172
About the Most Recent Picture Frame Purchased.....	172
Most Recent Picture Frame Purchase.....	173
<i>Figure 86: Type of Most Recently Purchased Picture Frame, 2012</i> .....	173
Most Recent Item Framed in Ready-Made Frame .....	174
<i>Figure 87: Most Recent Item Framed in Ready-Made Frame, 2012</i> .....	174
Marketers: Take Action>> .....	175
Considered Custom-Framing for Most Recent Item .....	176
<i>Figure 88: Why Decided Not to Custom Frame, 2012</i> .....	176
Amount Spent on Most Recent Picture Frame .....	177
<i>Figure 89: Most Recent Amount Spent on Picture Frame by Type, 2012</i> .....	177
Type of Frame Selected for Most Recent Picture Frame Purchased .....	178
<i>Figure 90: Type of Material Selected for Most Recent Picture Frame Purchased, 2012</i> .....	178
Ready-Made Frames & Preservation Features .....	179
<i>Figure 91: Ready-Made Frames Preservation Features, 2012</i> .....	179
Size of Most Recent Picture Frame Bought .....	180
<i>Figure 92: Size of the Most Recent Picture Frame Bought, 2012</i> .....	180
About Product Features of Ready-Made Picture Frames .....	181
<i>Figure 93: Mats Bought with Ready-Made frames, 2012</i> .....	181
Where Most Recent Ready-Made Frame Was Displayed.....	182

<i>Figure 94: Where Most Recent Frame was Displayed, 2012 .....</i>	182
Factors Most Influential in the Most Recent Picture Frame Purchase.....	183
<i>Figure 95: Factors that Most Influenced Most Recent Picture Frame Purchase, 2012.....</i>	183
Where Picture Framing Customers Shopped Most Recently.....	184
<i>Figure 96: Where Most Recent Picture Frame Was Purchased, 2012 .....</i>	184
Factors that Most Influenced Where Customer Shopped For Picture Frames Most Recently.....	186
<i>Figure 97: Factors that Most Influenced Where Shopped for Picture Frames Most Recently, 2012.....</i>	186
Likelihood for Future Picture Frame Purchases.....	187
<i>Figure 98:Presence of Any Items Needing Framing, 2012.....</i>	187
<i>Figure 99: When They Will Frame Pieces, 2012.....</i>	188
<i>Figure 100: How They Will Frame Pieces, 2012 .....</i>	189
<i>Figure 101: What Will Influence Decision on Framing, 2012.....</i>	190
Framing Collectible Items .....	191
<i>Figure 102: Purchase of Frame for Collectible Item, 2012.....</i>	191
<i>Figure 103: Type of Collectible Frame Brought .....</i>	191
Key Trends in the Picture Frame Market .....	192
<b>Chapter 6 – About the Wall Decor Market, the Wall Decor Customers &amp; Their Purchases .....</b>	<b>196</b>
Details about the Wall Decor Consumer Market .....	196
Overview Wall Decor Market.....	196
About Wall Decor Items Purchased .....	198
<i>Figure 104: Type of Wall Decor Items Purchased in Past Year,2012, 2010 &amp; 2006.....</i>	198
Number of Wall Decor Items Bought .....	199
<i>Figure 105: Number of Wall Decor Items Bought in Past Year, 2012, 2010 &amp; 2006.....</i>	199
Marketers: Take Action>>.....	200

Average Amount Spent on Wall Decor in Past Year .....	200
<i>Figure 106: Total Amount Spent on Wall Decor in Past Year, 2012, 2010 &amp; 2006.....</i>	200
Where Wall Decor Customers Shopped in Past Year .....	202
<i>Figure 107: Where Customers Shopped for Wall Decor Items in Past Year, 2012, 2010 &amp; 2006.....</i>	202
About the Most Recent Wall Decor Item Purchased .....	203
Most Recent Wall Decor Purchase .....	204
<i>Figure 108: Type of Most Recently Purchased Wall Decor, 2012 .....</i>	204
Amount Spent on Most Recent Wall Decor.....	205
<i>Figure 109: Amount Spent on Most Recent Wall Decor Purchase, 2012 .....</i>	205
Factors Rated Very Important in Influencing the Choice of Wall Decor Item .....	206
<i>Figure 110: Factors that Most Influenced Most Recent Wall Decor Purchase, 2012.....</i>	206
Where Most Recent Wall Decor Item Was Displayed.....	207
<i>Figure 111: Where Most Recent Wall Decor Item Was Displayed, 2010.....</i>	207
Where Wall Decor Customers Shopped Most Recently .....	208
<i>Figure 112: Where Most Recent Wall Decor Item Was Purchased, 2012 .....</i>	208
Factors that Most Influenced Where Customer Shopped For Wall Decor Items Most Recently .....	209
<i>Figure 113: Factors that Most Influenced Where Shopped for Wall Decor Items Most Recently, 2012 .....</i>	209
Key Trends in the Wall Decor Market .....	210
<b>Chapter 7 — About Art, Wall Decor, Picture Frame &amp; Custom Framing Shopping .....</b>	<b>212</b>
Details about Brands & Stores .....	212
<i>Figure 114: Top Five Shopping Destinations for each Product, 2012.....</i>	213
Top Three Influencers for Places to Shop by Product Category .....	215
<i>Figure 115: Top Factors Influencing Product Category Shoppers in Their Destinations, 2012.....</i>	215

Retailer Brand Usage.....	217
<i>Figure 116: Retail Brand Purchase among Art, Custom Framing, Wall Decor &amp; Picture Frame Customers, 2012</i>	
.....	218
<b>Chapter 8 — Attitudes and Personalities in Art and Wall Decor Consumer Markets.....</b>	<b>220</b>
About Consumers' Attitudes about Art & Wall Decor .....	221
<i>Figure 117: Buyers' Attitudes about Art &amp; Wall Decor, 2012.....</i>	221
Attitudes of Product Category Buyers.....	225
<i>Figure 118: Attitudes about Buying Art by Product Category Purchases, 2012 .....</i>	225
Marketers: Take Action>>.....	226
Shifts in Attitudes about Art.....	227
<i>Figure 119: Shifts in Attitudes about Art, 2012 &amp; 2010.....</i>	227
Marketers: Take Action>>.....	228
Three Personalities Characterize the Art and Wall Decor Market.....	229
<i>Figure 120: Personalities in Art &amp; Wall Decor Market, 2012 .....</i>	229
Shifts in Personality Types, 2010-2012.....	231
<i>Figure 121: Personality Shifts 2010-2012 .....</i>	231
Attitude Statements by Personality Types.....	232
<i>Figure 122: Attitude Statements by Personality, 2012 .....</i>	233
The Connoisseur Seeks Emotional Connection with and through his Art .....	233
The Home Decorator Is Most Interested in Decorating the Home's Walls .....	234
The Stylist Is Looking to Create a Style Statement through Art.....	235
Field Guide to the Art Buying Personalities.....	237
<i>Figure 123: Field Guide to the Art Buyer Personalities .....</i>	237

<b>Chapter 9 — Trends in the Art, Wall Decor, Picture Frame and Custom Framing Markets.....</b>	<b>238</b>
Survey Methodology .....	238
Overview of Art, Wall Decor, Frame & Custom Framing Consumers and their Annual Purchases.....	239
Marketers: Take Action >>.....	239
Marketers Take Action>>.....	241
Demographics that Define the Art Customer.....	241
Demographics that Define the Custom-Framing Customer.....	242
Demographics that Define the Picture-Frame Customers.....	242
Demographics that Define the Wall-Decor Customers .....	242
Demographics Across Buyers in Different Categories.....	243
Marketers: Take Action >>.....	244
Marketers: Take Action>>.....	245
Marketers: Take Action>>.....	246
Marketers: Take Action>>.....	247
Marketers: Take Action>>.....	249
About People's Photography Hobbies and their Framing Needs.....	249
Marketers: Take Action>>.....	250
Extent of Home's Wall Decorations .....	251
Marketers: Take Action>> .....	251
Rearranging Pictures and Wall Decorations on Display.....	252
Marketers: Take Action>> .....	252
Likelihood to Buy More Items for Walls in Coming Year.....	252
Marketers: Take Action>> .....	253
About Art, Wall Decor, Picture Frames and Custom Framing Industry Sales & Growth.....	254
About Channels of Distribution for Art, Wall Decor, Picture Frames and Custom Framing.....	257

Marketers: Take Action>>.....	259
Trends in the Market.....	260
Overview Art Market Details.....	262
Marketers: Take Action>>.....	262
Marketers: Take Action>>.....	263
Marketers: Take Action>>.....	263
Marketers: Take Action>>.....	264
Art Market Key Trends .....	265
Overview Custom-Framing Market Details.....	268
Marketers: Take Action>>.....	269
Marketers: Take Action>>.....	270
Marketers: Take Action>>.....	270
Marketers: Take Action>>.....	271
Marketers: Take Action>>.....	271
Marketers: Take Action>>.....	272
Marketers: Take Action>>.....	272
Marketers: Take Action>>.....	273
Marketers: Take Action>>.....	273
Marketers: Take Action>>.....	275
Marketers: Take Action>>.....	275
Custom-Framing Market Trends .....	276
Overview Picture Frame Market Details.....	280
Marketers: Take Action>>.....	281
Picture Frame Market Trends.....	281
Overview Wall Decor Market Details.....	285

Wall Decor Market Trends.....	286
About Consumers' Attitudes about Art & Wall Decor .....	288
Marketers: Take Action>>.....	291
Marketers: Take Action>>.....	292
Three Personalities Characterize the Art and Wall Decor Market.....	292