

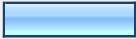


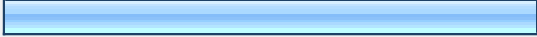

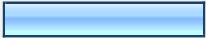


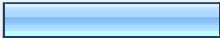
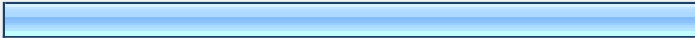



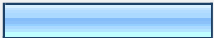
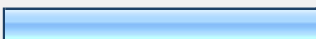
Trends Among Artists: The Changing Artistic Landscape

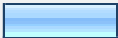
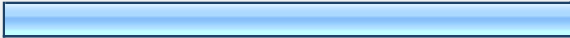
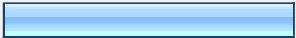

1. 1. What age group do you fit into?			Response Percent	Response Count
18 - 25			0.2%	1
26 - 35			4.6%	26
36 - 45			14.3%	81
46 - 62			67.7%	384
over 62			13.2%	75
			answered question	567
			skipped question	2

2. 2) Are you:			Response Percent	Response Count
Female			58.8%	332
Male			41.2%	233
			answered question	565
			skipped question	4

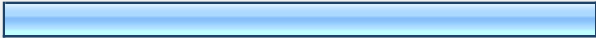

3. 3) Are you:			Response Percent	Response Count
single			21.8%	123
married			68.7%	388
live with significant other			9.6%	54
			answered question	565
			skipped question	4

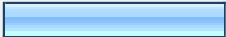

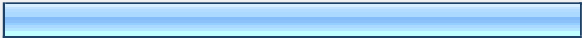
4. 4) 4. Do you have dependent children?			Response Percent	Response Count
yes			23.7%	134
no			76.3%	432
			How Many?	126
			answered question	566
			skipped question	3

5. 5) Who earns the primary income in your household?			Response Percent	Response Count
I am the primary income earner			42.8%	242
My spouse/partner is the primary earner			22.7%	128
My spouse/partner and I contribute equally to our income			34.5%	195
			answered question	565
			skipped question	4



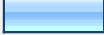


6. 6) Educational background. How many years of:			Response Percent	Response Count
high School			12.1%	68
College			62.6%	351
Graduate Studies			31.7%	178
Technical School			6.8%	38
			Other (please specify)	66
			answered question	561
			skipped question	8

7. 7) What was your major concentration of Educational Study?		
		Response Count
		533
	<i>answered question</i>	533
	<i>skipped question</i>	36

8. 8) If your training/degree is in the arts was your area of study primarily:			
		Response Percent	Response Count
2D		65.4%	197
3D		34.6%	104
	<i>answered question</i>		301
	<i>skipped question</i>		268

9. 9) What method best represents the way in which you became an art show exhibitor?			
		Response Percent	Response Count
Graduated from a degreed program in the arts or crafts		24.0%	135
Took special courses until I became proficient in my chosen field		12.3%	69
I am more or less self-taught		63.7%	358
	<i>answered question</i>		562
	<i>skipped question</i>		7

10. 10) Which best describes how you began doing art & craft shows?

		Response Percent	Response Count
Upon graduation from a program in the arts or crafts the art show venue seemed like a viable way of selling my work.		10.0%	55
I was working in another field for a period of time, made a decision to change directions and exhibit my work at art & craft shows.		53.2%	292
I attended art shows and the freedom of the lifestyle was very appealing.		10.9%	60
I really did not know what else to do with my life and this appeared to be a viable option at the time.		9.5%	52
Other		20.0%	110
		Other (please specify)	133
		<i>answered question</i>	549
		<i>skipped question</i>	20

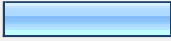
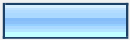
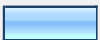

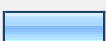




11. 11) Assuming that you made a complete transition from some other field into selling your work at art & craft shows, what prompted this decision? Please prioritize with #1 as the strongest reason and #5 as the weakest reason.

	#1	#2	#3	#4	#5	Rating Average	Response Count
disliked job	21.6% (80)	15.6% (58)	20.8% (77)	18.3% (68)	23.7% (88)	3.07	371
alternative lifestyle	27.6% (110)	25.8% (103)	23.8% (95)	11.0% (44)	11.8% (47)	2.54	399
economic factors	14.6% (57)	19.2% (75)	23.8% (93)	19.7% (77)	22.6% (88)	3.16	390
health and happiness issues	42.9% (173)	29.3% (118)	15.6% (63)	6.9% (28)	5.2% (21)	2.02	403
other	55.1% (86)	10.3% (16)	9.6% (15)	8.3% (13)	16.7% (26)	2.21	156
Other (please specify)							163
answered question							433
skipped question							136










12. 12) Number of years you have derived any income from art shows?

		Response Percent	Response Count
Less than 1		4.6%	26
1 - 3		9.8%	55
4 - 6		13.9%	78
7 - 10		11.2%	63
11 - 15		16.7%	94
16 - 20		12.8%	72
21 - 25		9.8%	55
26 - 30		8.5%	48
Over 30		12.8%	72
answered question			563
skipped question			6















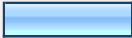







13. 13) What year did you first exhibit at an art show?		
		Response Count
		556
<i>answered question</i>		556
<i>skipped question</i>		13

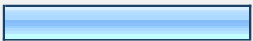
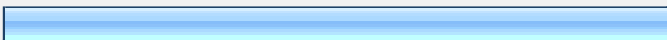
14. 14) How many years have art shows been your primary source of income?			
		Response Percent	Response Count
1 - 3		18.3%	84
4 - 6		13.3%	61
7 - 9		10.0%	46
10 - 15		20.7%	95
16 - 20		10.7%	49
21 - 25		9.2%	42
26 - 30		8.3%	38
31 - 35		6.5%	30
Over 35 years		3.1%	14
		<i>answered question</i>	459
		<i>skipped question</i>	110

15. 15) How many years have art shows been your secondary source of income?


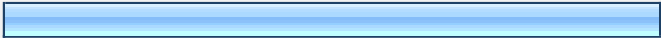
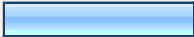
		Response Percent	Response Count
1 - 3		39.9%	151
4 - 6		18.8%	71
7 - 9		9.8%	37
10 - 15		16.1%	61
16 - 20		6.6%	25
21 - 25		2.9%	11
26 - 30		3.4%	13
31 - 35		1.6%	6
Over 35 years		0.8%	3
		answered question	378
		skipped question	191

16. 16) What is your artistic medium?

		Response Percent	Response Count
Ceramics		9.6%	52
Digital Art		1.8%	10
Drawing		1.7%	9
Enamel		0.2%	1
Fiber Non-wearable		4.8%	26
Fiber Wearable		5.0%	27
Furniture		0.7%	4
Glass		5.4%	29
Graphics & Printmaking		3.1%	17
Jewelry		13.7%	74
Leather		0.4%	2
Metalwork		2.0%	11
Mixed Media		8.1%	44
Musical Instruments		0.4%	2
Painting		14.0%	76
Paper		0.7%	4
Pastels		2.0%	11
Photography		15.1%	82
Sculpture		3.1%	17
Toys		0.2%	1
Wood		4.1%	22
Other		3.9%	21
Other (please specify)			49
answered question			542
skipped question			27

17. 17) Has your medium changed during your career as an exhibitor and if so, how many times?				
			Response Percent	Response Count
Yes			27.0%	147
No			73.2%	399
			Number of Times	145
			answered question	545
			skipped question	24

18. 18) If your medium has changed during your career, what prompted the change? Please prioritize with #1 as the strongest reason and #4 as the weakest reason.							
	#1	#2	#3	#4	#5	Rating Average	Response Count
Artistic impulses	70.6% (108)	19.0% (29)	3.3% (5)	0.7% (1)	6.5% (10)	1.54	153
Economic issues	34.1% (44)	29.5% (38)	13.2% (17)	10.9% (14)	12.4% (16)	2.38	129
Health related issues	16.3% (17)	8.7% (9)	16.3% (17)	14.4% (15)	44.2% (46)	3.62	104
Other	38.5% (15)	10.3% (4)	17.9% (7)	12.8% (5)	20.5% (8)	2.67	39
Other (please specify)							40
answered question							162
skipped question							407


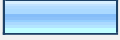

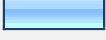
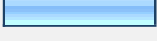
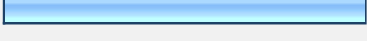
19. 19) Are you planning to change your medium anytime soon – say in the next two years?			Response Percent	Response Count
Yes			6.7%	36
No			72.5%	388
Don't know			20.7%	111
			answered question	535
			skipped question	34

20. 20) What is the average retail price range of your art?			Response Percent	Response Count
Under \$100			24.5%	134
\$100 - \$300			33.0%	180
\$300 - \$500			15.2%	83
\$500 - \$750			8.6%	47
\$750 - \$1,000			7.1%	39
\$1,000 - \$5,000			10.6%	58
\$5,000 - 10,000			0.7%	4
Over \$10,000			0.2%	1
			answered question	546
			skipped question	23

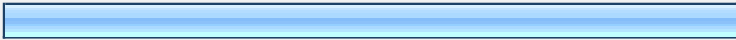
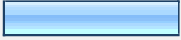
21. 21) In the past five years, has the average price of your work:			Response Percent	Response Count
Gone up			73.0%	395
Stayed the same			22.9%	124
Gone down			4.1%	22
<i>answered question</i>				541
<i>skipped question</i>				28

22. 22) If the price of your work has gone up, what were the reasons? Please prioritize with #1 as the strongest reason and #5 as the weakest reason.							
	#1	#2	#3	#4	#5	Rating Average	Response Count
My work is selling faster than I can keep up with demand	23.4% (74)	19.3% (61)	23.7% (75)	16.5% (52)	17.1% (54)	2.84	316
Changing dynamic of the work that is presented to the public	32.7% (108)	30.9% (102)	19.7% (65)	9.1% (30)	7.6% (25)	2.28	330
Getting in better quality shows	22.3% (73)	30.0% (98)	24.2% (79)	12.5% (41)	11.0% (36)	2.60	327
Rising Costs	43.7% (162)	24.0% (89)	16.4% (61)	10.2% (38)	5.7% (21)	2.10	371
Other	50.0% (51)	10.8% (11)	7.8% (8)	7.8% (8)	23.5% (24)	2.44	102
Other (please specify)							90
<i>answered question</i>							406
<i>skipped question</i>							163

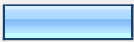
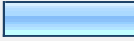
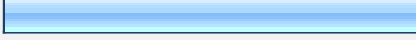
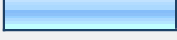
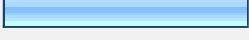
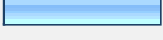

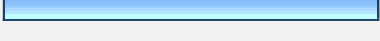

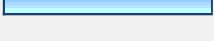
23. 23) In the last 5 years, approximately what percentage of your total income is derived from art shows?

		Response Percent	Response Count
0- 15%		15.6%	83
16 – 25%		12.2%	65
26 – 35%		4.9%	26
36 – 50%		10.9%	58
51 – 75%		16.6%	88
75% +		39.7%	211
Other (please specify)			27
		<i>answered question</i>	531
		<i>skipped question</i>	38

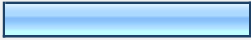
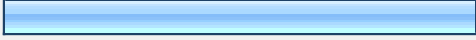
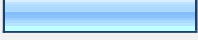
24. 24) Do you rely on additional income beyond art shows?

		Response Percent	Response Count
Yes		81.0%	442
No		19.0%	104
		<i>answered question</i>	546
		<i>skipped question</i>	23

25. 25) If the answer to #25 is 'Yes', which response below fits the situation best? Please feel free to check more than one answer.

		Response Percent	Response Count
Full-time job		13.8%	62
Part-time job		14.3%	64
Sales from Galleries		45.5%	204
Studio Shows		18.8%	84
Website		26.8%	120
Investments		17.0%	76
Rental Property		7.6%	34
Spouse/Partner help		41.3%	185
Inheritance		6.0%	27
Other		22.8%	102
		Other (please specify)	119
		answered question	448
		skipped question	121

26. 26) In the last 3 years you have been participating in art shows has your net income (money in pocket after factoring in the cost of doing a show):

		Response Percent	Response Count
Increased		26.9%	142
Decreased		52.0%	274
Remained about the same		21.1%	111
		answered question	527
		skipped question	42

27. 27) Your gross sales for 2006 were:

		Response Percent	Response Count
\$0 - \$5,000		12.2%	65
\$6,000 - \$10,000		8.2%	44
\$11,000 - \$15,000		8.1%	43
\$16,000 - \$25,000		10.3%	55
\$26,000 - \$35,000		11.0%	59
\$36,000 - \$50,000		13.5%	72
\$51,000 - \$75,000		14.8%	79
\$76,000 - \$100,000		9.4%	50
Over \$100,000		12.5%	67
		<i>answered question</i>	534
		<i>skipped question</i>	35

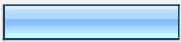







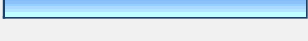
28. 28) If your gross sales and net profit has been trending downward for the past 5 years what have you been doing (if anything) to the loss of income? Please prioritize with #1 as the strongest reason and # 9 as the weakest reason.

	#1	#2	#3	#4	#5	#6	#7	#8	#9	Rating Average	Re C
Applying to more shows to offset the decline in sales	43.1% (97)	16.9% (38)	7.1% (16)	6.7% (15)	4.4% (10)	2.7% (6)	2.7% (6)	2.7% (6)	13.8% (31)	3.27	
Showing at galleries	21.8% (47)	20.4% (44)	15.7% (34)	7.4% (16)	6.9% (15)	5.1% (11)	4.6% (10)	4.6% (10)	13.4% (29)	3.95	
Studio Shows	18.0% (29)	16.1% (26)	14.3% (23)	6.2% (10)	6.8% (11)	5.6% (9)	4.3% (7)	5.0% (8)	23.6% (38)	4.68	
Website	22.9% (43)	12.8% (24)	19.1% (36)	10.6% (20)	9.6% (18)	2.7% (5)	4.3% (8)	3.7% (7)	14.4% (27)	4.01	
I have been forced to downsize and/or change my life style in order to deal with this situation.	32.1% (71)	16.7% (37)	11.8% (26)	9.5% (21)	8.1% (18)	2.7% (6)	3.2% (7)	5.0% (11)	10.9% (24)	3.56	
Obtained a part-time job	21.4% (24)	7.1% (8)	2.7% (3)	1.8% (2)	6.3% (7)	0.9% (1)	1.8% (2)	6.3% (7)	51.8% (58)	6.16	
Obtained a full-time job	17.7% (17)	5.2% (5)	2.1% (2)	0.0% (0)	1.0% (1)	1.0% (1)	2.1% (2)	4.2% (4)	66.7% (64)	6.94	
Go back to school in search of new career	10.3% (9)	2.3% (2)	2.3% (2)	0.0% (0)	0.0% (0)	1.1% (1)	5.7% (5)	5.7% (5)	72.4% (63)	7.67	
I am not doing anything	35.1% (39)	9.0% (10)	4.5% (5)	0.9% (1)	5.4% (6)	2.7% (3)	2.7% (3)	5.4% (6)	34.2% (38)	4.84	
Other	60.5% (49)	8.6% (7)	7.4% (6)	8.6% (7)	2.5% (2)	0.0% (0)	0.0% (0)	1.2% (1)	11.1% (9)	2.57	
	Other (please specify)										
	answered question										
	skipped question										

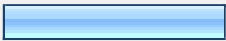

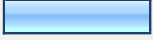
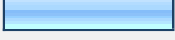
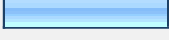
29. 29) If your gross sales and net profit have been *trending upward* for the past 5 years what have you been doing (if anything) to account for this? Please prioritize with #1 as strongest reason and #8 as the weakest reason.

	#1	#2	#3	#4	#5	#6	#7	#8	Rating Average	Response Count
Getting into more shows	30.8% (45)	26.7% (39)	13.0% (19)	8.9% (13)	6.2% (9)	4.8% (7)	2.7% (4)	6.8% (10)	2.92	14
New work is catching on	29.8% (45)	26.5% (40)	19.2% (29)	10.6% (16)	7.3% (11)	2.6% (4)	0.7% (1)	3.3% (5)	2.66	15
Finally getting recognition for my work which helps with sales	29.6% (45)	25.7% (39)	19.7% (30)	11.2% (17)	4.6% (7)	2.0% (3)	3.3% (5)	3.9% (6)	2.74	15
Built a decent mailing list which helps with sales	12.5% (18)	16.0% (23)	18.1% (26)	22.2% (32)	7.6% (11)	6.9% (10)	4.9% (7)	11.8% (17)	3.96	14
Now have a Website which has boosted sales	12.8% (17)	9.8% (13)	15.0% (20)	17.3% (23)	9.0% (12)	15.0% (20)	6.0% (8)	15.0% (20)	4.44	13
Getting in better quality shows	37.0% (61)	29.7% (49)	13.9% (23)	6.1% (10)	6.1% (10)	3.0% (5)	1.8% (3)	2.4% (4)	2.43	16
Not doing anything different	26.6% (17)	1.6% (1)	3.1% (2)	1.6% (1)	7.8% (5)	9.4% (6)	17.2% (11)	32.8% (21)	5.23	6
Other	62.0% (31)	14.0% (7)	0.0% (0)	0.0% (0)	2.0% (1)	4.0% (2)	0.0% (0)	18.0% (9)	2.68	5
Other (please specify)										5
answered question										21
skipped question										35

30. 30) What percentage of your income goes toward servicing your debt load (credit cards, car payments, mortgage, medical bills, and loans)?

		Response Percent	Response Count
Less than 5%		18.9%	101
5% - 10%		8.1%	43
10% - 15%		8.8%	47
15% - 20%		6.2%	33
20% - 25%		6.9%	37
25% - 30%		5.6%	30
30% -35%		4.7%	25
35% -40%		7.7%	41
Over 40%		33.1%	177
		<i>answered question</i>	534
		<i>skipped question</i>	35

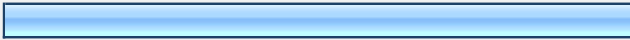
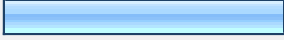
31. 31) Has your debt load in the last 5 years risen:

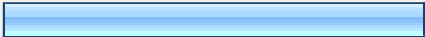
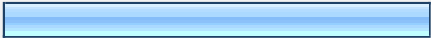

		Response Percent	Response Count
Substantially		24.0%	128
Moderately		23.5%	125
Only slightly		15.9%	85
Not at all		18.6%	99
Gone down		18.0%	96
		<i>answered question</i>	533
		<i>skipped question</i>	36


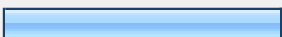
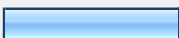
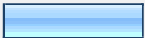

32. 32) If your debt load has risen in the past 5 years, would you check off the factors that have contributed the most. Please prioritize with #1 as the strongest reason and #6 as the weakest reason.



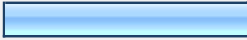

	#1	#2	#3	#4	#5	#6	#7	Rating Average	Response Count
Cost of doing shows	43.9% (127)	31.1% (90)	13.1% (38)	4.8% (14)	2.1% (6)	1.4% (4)	3.5% (10)	2.08	289
Gross sales and net income declining	39.8% (99)	23.3% (58)	13.3% (33)	4.8% (12)	1.6% (4)	6.4% (16)	10.8% (27)	2.68	249
My domestic expenses have gone up substantially	30.6% (76)	19.0% (47)	19.4% (48)	10.9% (27)	6.5% (16)	6.0% (15)	7.7% (19)	2.92	248
Unexpected expenses like divorce or child support	17.1% (27)	5.7% (9)	2.5% (4)	6.3% (10)	5.7% (9)	3.2% (5)	59.5% (94)	5.25	158
Medical expenses	20.8% (42)	15.8% (32)	12.4% (25)	7.9% (16)	6.4% (13)	9.9% (20)	26.7% (54)	4.00	202
Have taken advantage of my credit card limits in order to purchase luxury items, take trips, or whatever – and now I am paying the piper	9.4% (14)	6.0% (9)	2.7% (4)	4.7% (7)	6.7% (10)	11.4% (17)	59.1% (88)	5.64	149
Other	58.8% (50)	11.8% (10)	3.5% (3)	7.1% (6)	2.4% (2)	2.4% (2)	14.1% (12)	2.46	85
Other (please specify)									91
answered question									342
skipped question									227

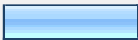
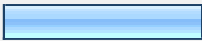
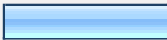
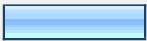
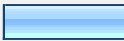


33. 33) Over the last five years have you used credit cards in order to pay booth fees?

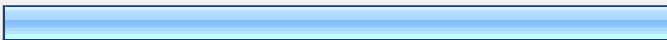

		Response Percent	Response Count
Yes		69.2%	373
No		30.8%	166
answered question			539
skipped question			30

34. 34) Is this behavior over the last 5 years trending			
		Response Percent	Response Count
Upward		46.4%	210
Staying about the same		47.0%	213
In decline		6.6%	30
		answered question	453
		skipped question	116

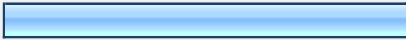
35. 35) If you are using credit cards in order to pay for booth fees, what is the major reason?			
		Response Percent	Response Count
Convenience		50.3%	199
A necessity. I do not have the funds in my checking account		30.3%	120
It really doesn't matter. I could pay in a variety of ways		18.9%	75
Points		15.2%	60
Other		8.3%	33
		Other (please specify)	49
		answered question	396
		skipped question	173

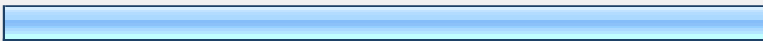

36. 36) Housing. Do you?			Response Percent	Response Count
Rent			8.6%	46
Own home and carry a mortgage			61.9%	333
Own home outright			26.8%	144
Other			2.8%	15
		Other (please specify)		21
		answered question		538
		skipped question		31

37. 37) If you are a home owner, how long have you owned your home?			Response Percent	Response Count
Less than 5 years			14.4%	70
6 - 10 years			21.6%	105
11 - 15 years			17.9%	87
16 - 20 years			15.3%	74
21 - 25 years			13.0%	63
26 - 30 years			9.5%	46
Over 30 years			8.2%	40
		answered question		485
		skipped question		84

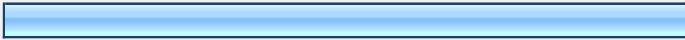

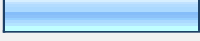
38. 38) Do you have a retirement account of some sort?			Response Percent	Response Count
Yes			73.4%	391
No			26.6%	142
			answered question	533
			skipped question	36

39. 39) If your answer is yes, how many years have you had a retirement account?			Response Percent	Response Count
1 - 3 years			7.4%	29
4 - 6 years			9.9%	39
7 - 10 years			19.1%	75
11 - 15 years			18.1%	71
over 15 years			45.5%	179
			answered question	393
			skipped question	176

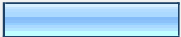
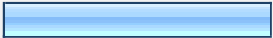
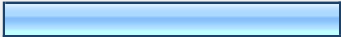
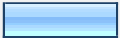

40. 40) How consistent are you in putting money in your retirement account?			Response Percent	Response Count
Planned, on a regular basis			44.4%	205
Sporadically			31.2%	144
Never			24.5%	113
			answered question	462
			skipped question	107

41. 41) Do you have a health insurance policy?			Response Percent	Response Count
Yes			84.0%	451
No			16.0%	86
			answered question	537
			skipped question	32

42. 42) If the answer is yes, how many years have you had a policy?			Response Percent	Response Count
1 - 3 years			8.9%	40
4 - 6 years			5.8%	26
7 - 10 years			8.7%	39
11 - 15 years			9.3%	42
over 15 years			67.3%	303
			answered question	450
			skipped question	119



43. 43) If the answer is no, why?			Response Percent	Response Count
I cannot afford health insurance			75.3%	67
Do not feel the need to have a policy			3.4%	3
Other			21.3%	19
			Other (please specify)	31
			answered question	89
			skipped question	480

44. 44) Approximate number of art shows you participate in annually?

		Response Percent	Response Count
0 – 5		19.0%	102
6 – 10		29.4%	158
11 – 19		37.0%	199
20 – 30		12.1%	65
30 +		2.6%	14
answered question			538
skipped question			31

45. 45) Please list the percentage of your shows which are:

	10%	20%	30%	40%	50%	60%	70%	80%	90%	100%	Rating Average
Less than 60 miles from home (or away)	41.7% (169)	11.9% (48)	8.4% (34)	3.7% (15)	10.1% (41)	2.2% (9)	4.7% (19)	4.2% (17)	5.4% (22)	7.7% (31)	3
60 - 280 miles from home	16.9% (70)	16.4% (68)	15.0% (62)	13.3% (55)	12.6% (52)	9.4% (39)	5.3% (22)	5.8% (24)	3.6% (15)	1.7% (7)	4
More than 280 miles from home	15.8% (67)	9.9% (42)	9.9% (42)	8.3% (35)	10.6% (45)	6.8% (29)	9.9% (42)	9.0% (38)	9.2% (39)	10.6% (45)	5
answered question											
skipped question											



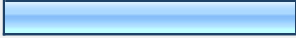
46. 46) Looking back at your travel history to shows the past 3 years, which choice of responses would fit the best:			Response Percent	Response Count
I am traveling longer distances to do shows.			35.6%	189
I am traveling shorter distances to do shows.			23.9%	127
There is no change in the distance I travel to do shows.			40.5%	215
			answered question	531
			skipped question	38

47. 47) If you are trending toward doing <i>more shows closer to home</i> in order of priority, the reasons would be: Please prioritize with #1 as the strongest reason and #6 as the weakest reason.									
	#1	#2	#3	#4	#5	#6	Rating Average	Response Count	
It is not worth it traveling long distances. My sales are not keeping up with the cost of doing shows.	56.7% (119)	21.4% (45)	9.5% (20)	4.8% (10)	3.3% (7)	4.3% (9)	1.90	210	
My profit margin is better doing shows closer to home.	45.5% (90)	21.2% (42)	13.1% (26)	6.1% (12)	3.0% (6)	11.1% (22)	2.33	198	
I am exploring other ways of marketing my work besides traveling long distances to go to art & craft shows.	37.8% (74)	18.9% (37)	21.4% (42)	7.1% (14)	3.6% (7)	11.2% (22)	2.54	196	
I am simply cutting back and staying nearer to home because of personal and/or health related issues.	19.1% (29)	15.8% (24)	9.9% (15)	11.8% (18)	13.8% (21)	29.6% (45)	3.74	152	
I am curtailing the amount of shows that I do because I am supplementing my income in other ways.	19.1% (27)	9.9% (14)	10.6% (15)	14.2% (20)	15.6% (22)	30.5% (43)	3.89	141	
Other	50.0% (22)	9.1% (4)	11.4% (5)	4.5% (2)	4.5% (2)	20.5% (9)	2.66	44	
Other (please specify)								45	
								answered question	268
								skipped question	301

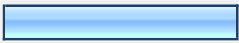
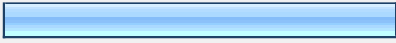
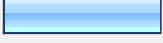
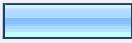
48. 48) If you are trending toward doing more shows farther away from home in order of priority, the reasons would be: Please prioritize #1 is strongest reason and #5 is the weakest reason.

	#1	#2	#3	#4	#5	Rating Average	Response Count
I am not having any trouble with my 'bottom line' and traveling long distances in order to do shows is not a problem.	18.4% (26)	22.0% (31)	22.0% (31)	10.6% (15)	27.0% (38)	3.06	141
Most of my profitable shows are farther than 300 miles from home.	68.4% (158)	18.6% (43)	6.5% (15)	2.6% (6)	3.9% (9)	1.55	231
My work simply does not sell well in my area.	29.3% (54)	26.1% (48)	12.5% (23)	9.2% (17)	22.8% (42)	2.70	184
I like traveling and visiting areas away from home.	23.6% (41)	21.3% (37)	24.7% (43)	14.4% (25)	16.1% (28)	2.78	174
Other	66.1% (41)	12.9% (8)	14.5% (9)	0.0% (0)	6.5% (4)	1.68	62
Other (please specify)							73
answered question							279
skipped question							290

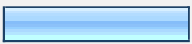
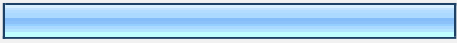
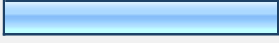
49. 49) Are you moving toward doing:

		Response Percent	Response Count
More shows annually		29.1%	154
Fewer shows annually		38.9%	206
Same number of shows annually		32.1%	170
answered question			530
skipped question			39

50. 50) Do you plan on applying to the same shows that were once reliable but in the past several years have declined? Choose the response which fits your situation the best.

		Response Percent	Response Count
Yes, I will continue to apply to these shows a couple more years and see if things improve.		25.7%	133
I can no longer afford to apply to shows which are not profitable. Expenses are too high.		43.2%	224
I am fine returning to a show which varies in profitability from year to year.		17.2%	89
Other		13.9%	72
Other (please specify)			86
<i>answered question</i>			518
<i>skipped question</i>			51

51. 51) Are you more or less optimistic about your chances to make a living exhibiting your work at art shows then you were, say, 3 years ago?

		Response Percent	Response Count
More		20.2%	107
Less		49.7%	263
About the same		30.1%	159
<i>answered question</i>			529
<i>skipped question</i>			40



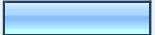

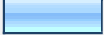
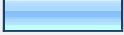
52. 52) If you are more optimistic what would the reasons be? Please prioritize with #1 as the strongest reason and #5 as the weakest reason.

	#1	#2	#3	#4	#5	Rating Average	Response Count
My work is selling well.	55.4% (82)	20.3% (30)	13.5% (20)	6.1% (9)	4.7% (7)	1.84	148
I have a successful plan in place to market my work.	21.3% (27)	39.4% (50)	22.8% (29)	10.2% (13)	6.3% (8)	2.41	127
I am accepted to most shows I apply to.	25.2% (34)	33.3% (45)	24.4% (33)	12.6% (17)	4.4% (6)	2.38	135
I think the future of art shows is strong and will remain a viable market place well into the future.	14.9% (18)	15.7% (19)	27.3% (33)	26.4% (32)	15.7% (19)	3.12	121
Other	50.0% (17)	20.6% (7)	14.7% (5)	0.0% (0)	14.7% (5)	2.09	34
					Other (please specify)		42
					answered question		165
					skipped question		404

53. 53) If you are less optimistic about your prospects regarding making a living exhibiting your work at art shows what would the reasons be? Please prioritize with #1 as the strongest reason and #5 as the weakest reason.

	#1	#2	#3	#4	#5	#6	Rating Average	Response Count
Many shows I do are just not profitable anymore.	49.8% (129)	20.1% (52)	14.7% (38)	5.4% (14)	6.9% (18)	3.1% (8)	2.09	259
Competition between artists is squeezing me out the marketplace	16.2% (32)	15.2% (30)	20.7% (41)	17.2% (34)	16.7% (33)	14.1% (28)	3.45	198
More artists applying to shows.	35.6% (79)	21.2% (47)	17.1% (38)	14.0% (31)	5.4% (12)	6.8% (15)	2.53	222
I am getting rejections to more shows then I used to.	27.4% (60)	17.4% (38)	16.0% (35)	12.8% (28)	15.5% (34)	11.0% (24)	3.05	219
Cost of doing shows (exhibitor fees & traveling) is taking a bigger bite out of my profit margin.	57.0% (167)	24.6% (72)	7.5% (22)	3.8% (11)	4.4% (13)	2.7% (8)	1.82	293
Other (please specify)								59
							answered question	310
							skipped question	259

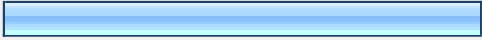
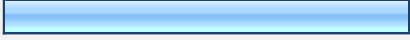

54. 54) Are you approaching a 'tipping point' where you will be forced to make a decision about what to do with your life if things do not improve in the market place?

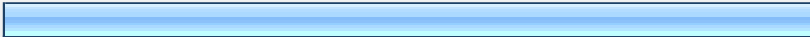
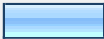
		Response Percent	Response Count
Yes, I am going to have to make a decision within the next 18 months. I can not hang on financially if the shows continue the way they have been.		13.2%	66
Yes, however, I am going to give myself at least 3 years exhibiting at art & craft shows before a make a decision about what to do.		13.2%	66
I am no where near reaching a 'tipping point' things are fine for now.		16.0%	80
Honestly, I do not know what to think. The market place is changing and I am trying to figure out what is going on.		34.1%	170
I am doing just fine in this venue.		10.6%	53
Other		12.8%	64
		Other (please specify)	85
		<i>answered question</i>	499
		<i>skipped question</i>	70

55. 55) Are you beginning to develop an alternative plan for making a living in the event that you simply are unable to consistently sell your work at art & craft shows?

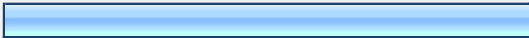
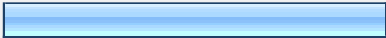
		Response Percent	Response Count
I already have a plan and am in the process of executing it.		31.9%	153
I have several ideas but no one plan in particular has emerged.		30.7%	147
I do not have a plan because to be honest, I have been avoiding looking at this issue.		6.9%	33
I do not have a plan because I have no clue what I would do if I quit doing art & craft shows.		14.4%	69
Other		16.1%	77
		Other (please specify)	96
		answered question	479
		skipped question	90

56. 56) How do you staff your booth at shows?

		Response Percent	Response Count
Alone		52.6%	279
With partner		44.7%	237
With hired help		2.6%	14
		answered question	530
		skipped question	39

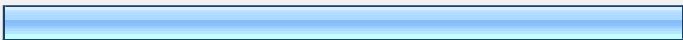

57. 57) Do you find participating in art shows physically demanding?			Response Percent	Response Count
Yes			89.2%	471
No			10.8%	57
			answered question	528
			skipped question	41

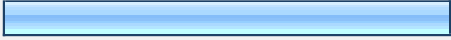
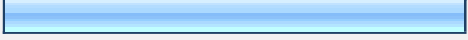
58. 58) Is your state of health in the last 3 years factored into how many shows you do, or how far you are willing to travel in order to do a show?			Response Percent	Response Count
Yes			29.0%	152
No			71.0%	372
			answered question	524
			skipped question	45


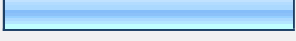
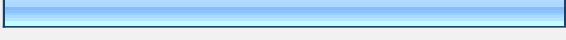

59. 59) Over the years that you have participated in art shows have you observed a change in the demographics of those who attend?			Response Percent	Response Count
Yes			57.9%	290
No			42.1%	211
			answered question	501
			skipped question	68

60. 60) If you answer is 'Yes', is this a fairly recent trend or something you have been aware for some years?			Response Percent	Response Count
Only in the last 5 years			76.4%	217
Going back at least 10 years			23.6%	67
			answered question	284
			skipped question	285

61. 61) What if any changes have you observed? Please prioritize with #1 as the strongest reason and #6 as the weakest reason.									
	#1	#2	#3	#4	#5	#6	Rating Average	Response Count	
Crowd is younger	11.6% (22)	19.6% (37)	25.4% (48)	8.5% (16)	13.8% (26)	21.2% (40)	3.57	189	
Crowd is older	33.8% (70)	18.4% (38)	19.3% (40)	10.6% (22)	4.3% (9)	13.5% (28)	2.74	207	
Majority of people who come to the shows seem to be interested in everything but buying art	46.7% (140)	27.7% (83)	11.7% (35)	5.0% (15)	5.7% (17)	3.3% (10)	2.05	300	
The type of people who used to buy hand made America art/craft don't seem to come to shows any longer	36.5% (96)	31.2% (82)	17.1% (45)	7.2% (19)	2.7% (7)	5.3% (14)	2.24	263	
Haven't observed any changes to speak of	37.1% (53)	5.6% (8)	6.3% (9)	7.7% (11)	5.6% (8)	37.8% (54)	3.52	143	
Other	78.8% (52)	12.1% (8)	0.0% (0)	1.5% (1)	1.5% (1)	6.1% (4)	1.53	66	
Other (please specify)								101	
								answered question	411
								skipped question	158

62. 62) Have any of these changes negatively impacted your sales?			Response Percent	Response Count
Yes			74.9%	292
No			25.1%	98
			answered question	390
			skipped question	179

63. 63) Do those who purchase your work fit a specific age bracket?			Response Percent	Response Count
Yes			49.1%	254
No			50.9%	263
			answered question	517
			skipped question	52

64. 64) If your answer to # 63 if 'Yes', can you estimate the age of your average collector?			Response Percent	Response Count
18 – 32			1.5%	4
33 – 45			31.8%	83
46 – 59			62.1%	162
60 +			4.6%	12
			answered question	261
			skipped question	308

65. 65) Regarding the buying habits of those who attend art shows, is it your opinion that collecting is:			Response Percent	Response Count
On the upswing			2.9%	14
Not changed much in the past 3-5 years			22.5%	109
In a state of decline			63.8%	309
Other			10.7%	52
Other (please specify)				73
answered question				484
skipped question				85

66. 66) If you have expressed an opinion that sales at art/craft shows have been in decline, would you please identify and prioritize the prevailing reasons for this decline. Please prioritize with #1 as the strongest reason and #8 as the weakest reason.										
	#1	#2	#3	#4	#5	#6	#7	#8	Rating Average	Response Count
Not enough quality shows.	17.6% (46)	16.4% (43)	14.5% (38)	13.0% (34)	11.5% (30)	8.0% (21)	5.7% (15)	13.4% (35)	3.98	262
Too many shows.	44.6% (154)	17.4% (60)	12.8% (44)	8.7% (30)	4.6% (16)	5.8% (20)	2.6% (9)	3.5% (12)	2.57	345
Many show directors either do not understand or care enough to understand how to market and promote authentic American art & craft.	38.1% (131)	20.1% (69)	15.7% (54)	10.5% (36)	4.9% (17)	5.2% (18)	3.5% (12)	2.0% (7)	2.64	344
The quality of American art and craft that has been juried into art and craft shows over the last 10 years has been on the decline.	23.5% (67)	13.3% (38)	14.7% (42)	10.2% (29)	10.9% (31)	7.4% (21)	7.7% (22)	12.3% (35)	3.86	285
The introduction of buy/sell or offshore work.	36.7% (124)	21.3% (72)	14.8% (50)	6.5% (22)	8.0% (27)	4.1% (14)	3.8% (13)	4.7% (16)	2.79	338
Number of collectors has declined.	24.9% (78)	21.4% (67)	18.5% (58)	15.7% (49)	5.1% (16)	6.7% (21)	5.1% (16)	2.6% (8)	3.08	313
The public's interest in art and craft shows has declined overall.	27.4% (90)	20.4% (67)	17.7% (58)	13.4% (44)	7.3% (24)	4.3% (14)	5.8% (19)	3.7% (12)	3.07	328
	72.2%	7.8%	5.6%	5.6%	1.1%	1.1%	2.2%	4.4%		

	(65)	(7)	(5)	(5)	(1)	(1)	(2)	(4)		
	Other (please specify)									111
	answered question									432
	skipped question									137

67. 67) If you have expressed an opinion that there is a waning interest in American art/craft what in your view can be done about the situation? Please prioritize with #1 as the strongest reason and #6 as the weakest reason.									
	#1	#2	#3	#4	#5	#6	Rating Average	Response Count	
Somehow develop national marketing campaign in order to educate the public.	57.6% (185)	16.8% (54)	13.7% (44)	4.4% (14)	2.5% (8)	5.0% (16)	1.92	321	
Revamp the entire way we market work at art & craft shows.	28.4% (73)	24.5% (63)	21.0% (54)	14.4% (37)	6.6% (17)	5.1% (13)	2.61	257	
Have a summit comprised of show directors and artists in order to figure out how to reinvigorate an interest in American art/craft via the art show venue.	41.1% (120)	24.7% (72)	17.8% (52)	7.5% (22)	2.7% (8)	6.2% (18)	2.25	292	
Hire a company to study the economics and viability of the art show marketplace and identify who buys art at art shows as well as devise ways to attract new buyer's.	24.7% (65)	16.3% (43)	16.7% (44)	10.3% (27)	10.6% (28)	21.3% (56)	3.30	263	
There is nothing that can be done, the problems are just too complex.	15.5% (28)	9.4% (17)	7.2% (13)	6.6% (12)	12.2% (22)	49.2% (89)	4.38	181	
Other	77.0% (67)	6.9% (6)	3.4% (3)	2.3% (2)	1.1% (1)	9.2% (8)	1.71	87	
	Other (please specify)								127
	answered question								389
	skipped question								180