STATUS AND TRENDS OF THE ARTS AND CRAFTS BUSINESS SECTORS IN BENTON, LANE, LINN, AND LINCOLN COUNTIES

AN ANALYSIS OF SURVEY DATA

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Section I – Key Findings

In the winter of 2003 the University of Oregon Program for Watershed and Community Health completed an assessment of the local arts and craft sectors at the request of the Oregon Council for Business Education. The goal of the project was to determine the economic impact of the arts and craft sectors in Benton, Lane, Linn, and Lincoln counties, and to determine the potential for growing the sectors. A questionnaire was mailed to 1604 individual artisans and crafters in the four-county region. Of the surveys mailed, 332 were completed and returned for a response rate of 21%. It should be noted that survey respondents were not randomly chosen. The Oregon Council for Business Education provided names and contact information. This means that the findings simply provide a snapshot of current activity, not a statistically valid sample.

We received a 21% response rate to the questionnaire that was mailed. This is a good return rate. However, it means that 79% of those who were sent surveys did not respond. For example, only 9 of the 95 galleries that were mailed surveys returned completed questionnaires to us. Further, there are undoubtedly additional arts and crafts businesses in the four-county area that did not receive surveys. This suggests that the economic impact of these sectors is undoubtedly larger than the figures we identified through this research.

Based on the data we received, we drew six overall conclusions:

1. The Arts and Crafts Businesses Make an Important Economic Contribution—Especially for Certain Populations.

The 332 businesses that responded to our questionnaire from the four counties reported $11.2 million in total gross annual sales. As previously stated, because 79% of those to whom surveys were sent did not return completed questionnaires and because there are undoubtedly arts and crafts businesses that did not receive surveys, the $11.2 million represents a minimum amount of revenue generated by the businesses. While we have no way of confirming actual total sales, they may be as much as a third to twice as large as our data shows.

A small number of the businesses generate the majority of sales revenue. Fifteen percent of the businesses make $50,000 or more in gross sales, with 7% of this group generating $100,000 or more, while 55% of the arts and crafts businesses make less than $10,000 in gross sales. Thus, the majority of revenues are generated primarily by a small number of larger businesses.

A majority of arts and crafts workers appear to be part-time individuals supplementing their income. Sixty one percent of respondents work part-time at their business, 61% have art or craft businesses that are not their primary source of income, and only a 25% of the respondents pay themselves a salary.

Arts and crafts businesses provide work for a modest number of employees. Seventeen percent of the businesses employ workers other than the owner. Half of the businesses that employ others have a payroll of less than $5,000. A large majority only hire between 1 and 5 employees and have a geometric mean payroll of $5,154 for part-time workers and $58,973 for full time workers. Of those who employ 6 or more workers, the geometric mean payroll is $33,339 for part-time workers and $159,919 for full-time workers.

Most of the respondents with low sales revenue sell to local markets with their major venues being art/craft fairs, while the high revenue earners mostly sell out of state and/or sell to the wholesale market. About 50% of the businesses sell locally and about 50% of businesses sell at art/craft fairs. It should be noted that the 50% of the businesses that sell at local art/craft fairs could be skewed because about one-third of the responses were from questionnaires sent to participants in the Eugene Saturday Market.

Arts and crafts businesses are more likely to be a second source of income for women than for men. Sixty seven percent of the respondents to the survey were women. Eighty two percent of the women have sales revenues of less than $30,000, and 67% work part-time in their art or craft business. Men are slightly more likely to work full-time than part-time, and it appears that men are more apt to strive to make it their primary income, with 58% of men with businesses that are their primary source of income compared to 29% of women.

Although a majority of the revenues are produced by a small number of large businesses, a majority of smaller part-time businesses would like to have their businesses be their primary source of income. Seventy percent of respondents who work part-time in their business and generate sales revenues less than $30,000 would like their businesses to become their primary source of income.

2. The Sectors Represent Businesses With A Diversity Of Locations, Ages, Educational Attainment, and Art And Craft Media.

Low sales revenue earners (Less than $10,000)
As mentioned above, roughly 50% of the sectors are made up of individuals with low annual sales revenues ($10,000 or less). Of these individuals, a large majority are women. One third of them are between the ages of 50 and 59. Sixty-five percent have Bachelor's and/or post graduate degrees. Fifty-eight percent live in Lane County and 25% live in Benton County. Twenty five percent of the low sales revenue earners are painters.

High sales revenue earners (Greater than $50,000)
Roughly one sixth of respondents are generating high annual sales revenues greater than $50,000). Of these individuals, a little over half are male. One third of them are between the ages of 50 and 59. Thirty percent have a high school education, 20% have a two-year degree, and 28% have a Bachelor's degree. Three quarters live in Lane County and 20% live in Benton County. Twenty three percent are working with glass and 21% are working with ceramics.

3. The Sectors Appear To Be Making A Particularly Important Economic Contribution To Low Income Residents.

Almost 50% of the respondents have a household income that is less than $30,000. Forty-one percent are these respondents are single wage earners. Eighty eight percent of the respondents have sales revenues of less than $30,000, with 75% having sales revenues less than $20,000. Seventy one percent of those who make less than $10,000 are single wage earners, and 60% of those who make between $10,000 and $19,000 only have one wage earner. This information suggests that many of the people in the sectors might be living at or below the poverty line.

Sixty-one percent of the respondents work part-time, with 67% of women working part-time and 47% of men working part time. However, 36% of those who work full-time in the arts or crafts business have a household income of less than $30,000, suggesting that that this income is very important.

Eighty-two percent of those whose household incomes are less than $30,000 are between the ages of 50 and 59. Respondents were not asked how many dependents exist in each household. This is a significant unknown when considering the small incomes most respondents earn. Further research is needed to determine the actual poverty level of respondents and the impact of this source of income on low-income individuals.

4. Arts And Crafts Businesses Are An Important Source Of Income For Women Who Are Single Wage Earners.

One hundred percent of women who are single wage earners and who work part-time make less than $30,000 in sales revenue, and 97% of this group makes less than $20,000. Sixty three percent of these women have household incomes of less than $30,000, and 39% of this group makes less than $20,000. Sixty-eight percent of women who are single wage earners and who work full-time in their arts and crafts businesses make less than $30,000 in sales revenue, and 58% of this group makes less than $20,000.

Ninety one percent of women who are single wage earners have household incomes of less than $30,000, and 73% of this group makes less than $20,000. Based on this data, we conclude that although the sectors are not major revenue or job creators in the four counties, they appear to be an important source of income for single women.

5. The Potential Seems To Exists For Growing The Sectors

Respondents' arts and crafts businesses have been growing, even in difficult economic times, and many respondents have an interest in expanding their businesses. A large number of part- time individuals in the sectors would like their businesses sectors to grow and would like to work full-time in their businesses. For the majority of respondents, their arts and crafts business is not their primary source of income. However 60% would like it to be. The survey does not provide data for determining the degree to which the sectors have the potential to grow, but the data suggests that the sectors have been growing in the past few years even during difficult economic times, with three-quarters of the businesses staying the same or growing their revenues over the past five years. Almost all of the businesses expected an increase in sales in 2003.

The fact that the majority of businesses stayed the same or even grew during a difficult economic time suggests that the sector is relatively stable and resilient. Further research is needed to determine the potential of the part timers for growing their businesses, and to determine to what extent respondents have pursued loans, made investments and taken other steps toward these ends.

Women have an interest in growing their businesses and having them as their primary source of income. Thirty-six percent of women who are single wage earners rely on their art or craft business as their primary source of income. Of these women, 92% have household incomes that are less than $30,000, and 73% of this group have household incomes of less than $20,000. Sixty eight percent generate less than $30,000 in sales revenues, and 55% of this group generates less than $20,000. Seventy percent of the women whose businesses are not their primary source of income would like them to be.

There appears to be potential to grow the sectors in rural areas, thus benefiting the rural economy. Twenty-eight percent of the respondents' arts and crafts businesses are located in rural areas. These businesses generate 24% of the $11.2 million in total gross sales in the four county area and have mean gross sales only slightly below that of urban areas ($5992 and $6690 geometric mean gross sales, respectively). The fact that arts and crafts businesses in rural areas are making sales revenues comparable to that of their neighboring urban areas suggests that efforts to grow these businesses in rural areas could benefit the rural economy.

6. A Suite of Strategies May Be Helpful to Grow the Sectors.

Although no single action stood out, respondents mentioned four different methods they felt would help grow their businesses: a) assistance with marketing; b) improvements in the number, location, and organization of arts and crafts sales venues (such as fairs); c) education for artists and/or youth; and d) local support from the community. It seems likely that efforts in each of these areas as well as others are necessary for growth in the arts and crafts sectors.

Section II – Purpose of the Study and Methods

A. Purpose of the Study

The production of arts and crafts in Oregon is an important source of income for many residents. Artists and craftspeople work as professionals and provide income, employment and new business for economic development. These full-scale businesses and part-time cottage industries appear to be particularly important for rural economic development. However, the nature of the industry makes tracking difficult. This survey was conducted to answer two primary questions:

1) What type of economic impact are the arts and crafts sectors in Benton, Lane, Linn, and Lincoln Counties having?
2) Does potential exist for growing the sectors?

The survey was comprised of four sections: A. Economic impact of craft artisans; B. Business and industry trends; C. Business needs and climate; and D. Background and demographic information.

B. Methodology of the Survey

This survey was designed as an exploratory research study of the arts and crafts sectors. It sought to generate information, ideas, and possible theories about art and craft production and economic development opportunities for the region (see the Appendix for a copy of the survey). The names and addresses of survey recipients were collected and delivered to the UO Program for Watershed and Community Health by the Oregon Council for Business Education. The OCBE used three sources to identify contacts: 1) Names and addresses were collected individually by attending craft fairs and markets throughout the region; 2) Administrators of the Eugene Saturday Market released contact information from their artisan mailing lists; and 3) Three galleries distributed a total of 43 surveys to their participating arts and crafts businesses.

Survey research provides data to estimate community characteristics from a random sample. The method of generalizing using survey research is unique compared to other research methods. Sampling is a procedure by which characteristics about a large group of people (population) can be inferred by obtaining answers from a few (sample). Reliable conclusions drawn from findings depend on a sufficiently large sample that is logically appropriate for the population size. In this survey methodology, surveys were mailed to all arts and crafts businesses for which we had contact information. Thus, it was not a random sample of the population. Survey respondents were self-selective, thus limiting the statistical validity of the findings. However, this method is still useful in providing a snapshot and gaining a preliminary understanding of the sectors.

Section III – Analysis of Survey Results

A total of 1686 surveys were mailed to individual artisans and crafters from Benton, Lane, Linn, and Lincoln Counties. Of these, 577 were mailed to the Eugene Saturday Market participants. Eighty-two of the surveys mailed were returned because they were undeliverable, leaving 1604 surveys being delivered. Of the 1604 surveys delivered, 332 were completed and returned for a 21% response rate.

A. Frequency Analysis of Individual Questions

1. Economic Impact

Question 1: ***Do you work in your art or craft business full time or part time? Average hours per week?***

Respondents were asked if they work full time or part time in their art or craft business. This question had a response rate of 95%, with 320 respondents answering the question. One hundred twenty-six or 39% percent of respondents work full time and 194 or 61% of respondents work part time.

Respondents were asked the average hours per week they work in their art or craft business. This question had a 91% response rate, with 304 respondents answering the question.

- 25% (75) work between 1 and 10 hours per week,
- 26% (80) work between 11 and 20 hours per week,
- 12% (37) work between 21 and 30 hours per week,
- 16% (48) work between 31 and 40 hours per week,
- 10% (31) work between 41 and 50 hours per week,
- 8% (25) work between 51 and 60 hours per week, and
- 3% (8) work more than 60 hours per week.

For all the respondents, total hours worked per week equals 8342 hours per week.

Question 2: ***Is your primary income from your art and craft business?***

This question had a response rate of 99%, with 332 responses. Thirty-nine percent or 128 respondents said that their primary income came from their art and craft business, while 61% or 204 said that it did not.

Question 3: ***If you answered no to #2, would you like your art and craft business to be your primary source of income?***

Of the 204 respondents who answered no to Question 2, 204 responded to this question with a response rate of 100%. Of those whose primary income is not from their art or craft business, 60% or 122 respondents answered yes, that they would like their art and craft business to be their primary source of income, and 40% or 82 respondents answered no.

Seventy percent of respondents who work part time and generate revenues less than $30,000 would like their business to be their primary source of income.

Question 4: ***How long has your art or craft business been a source of income for you?***

This question had a response rate of 96% with 322 responses.

- 9% (28) of respondents have been in business less than one year,
- 29% (92) have been in business 1 to 5 years,
- 20% (65) have been in business 6 to 10 years,
- 17% (55) have been in business 11 to 20 years, and
- 26% (82) have been in business over 20 years.

Question 5: ***What were your gross sales in 2002 from your art or craft business?***

Two hundred seventy-three respondents answered this question for a response rate of 81%.

- 55% (151) have gross sales of less than $10,000.
- 22% (60) have gross sales of between $10,000 and $29,999.
- 8% (22) have gross sales of between $30,000 and $49,999.
- 15% (40) have gross sales of over $50,000, with 7% (18) grossing $100,000 or more, and 1% (2) grossing between $500,000 and $749,999, one person (0.4%) grossing between $750,000 and $999,999 and one person (0.4%) grossing over 1 million dollars.

Total gross sales for all respondents is $11,190,701. The 15% of businesses with gross sales over $50,000 generate 9 million of the 11.2 million in total gross sales.

Question 6: ***Do you pay yourself a salary from your art or craft business?***

Three hundred twenty-eight respondents answered this question for a response rate of 98%. Seventy-eight (24%) respondents answered yes, that they pay themselves a salary from their art or craft business, and 250 (76%) answered no.

Question 7: ***Do you employ others in your art or craft business?***

This question had a response rate of 98%, with 328 responses. Seventeen percent of respondents (55) employ others in their art or craft business, and 83% (273) do not.

Question 8: ***How many part time and/or full time workers do you employ locally (other than yourself)?***

Of the 17% (55) respondents who employ others in their art or craft business, 52 responded to this question for a response rate of 95%. Ninety-two percent (48) of the respondents who employ others in their art or craft business, employ 1 to 5 part time workers, 6% (3) employ 6 to 10 part time workers, and 2% (1) employ 11 to 20 part time workers. Eighty-four percent (16) of the respondents who employ others in their art or craft business employ 1 to 5 full time workers, and 16% (3) employ 6 to 10 full time workers.

Total number of workers employed by the respondents include between 77 and 290 part time workers, and between 34 and 110 full time workers.

Question 9: ***What was the approximate 2002 payroll expenditure for your art or craft business*?**

Of the 17% (55) respondents who employ others in their art or craft business, 50 responded to this question for a response rate of 91%.

- 50% (25) have an approximate 2002 payroll expenditure of less than $5,000,
- 14% (7) have a payroll expenditure between $5,000 and $9,999,
- 8% (4) have a payroll expenditure between $10,000 and $19,999,
- 6% (3) have a payroll expenditure between $20,000 and $29,999,
- 6% (3) have a payroll expenditure between $30,000 and $39,999,
- 2% (1) have a payroll expenditure between $40,000 and $49,999
- 2% (1) have a payroll expenditure between $50,000 and $99,999, and
- 6% (3) have a payroll expenditure between $100,000 and $149,999,
- 6% (3) have a payroll expenditure of $150,000 or more.

Total payroll expenditure for all the respondents is $1,365,597.

Question 10: ***Where are your primary venues for selling your art or craft?***

12% of respondents chose Wholesale as their primary venue
17% of respondents chose Retail as their primary venue
3% of respondents chose Online sales as their primary venue
7% of respondents chose Consignment as their primary venue
7% of respondents chose Studio sales as their primary venue
46% of respondents chose Art/craft fairs as their primary venue
9% of respondents chose Other as their primary venue

For this question respondents were asked to circle all venues that they use to sell their art or craft and then rank them based on their impact on sales revenue. Response rates varied between venues. Twenty-one percent (72) of respondents circled Online Sales, 31% (104) circled Wholesale, 31% (104) circled Studio Sales, 43% (144) circled Retail, 43% (144) circled Consignment, and 61% (205) circled Art/Craft Fairs.

When asked to rank the primary venues by their impact on sales revenue, Online Sales was ranked number one 10 times (14%), Wholesale 38 times (37%), Studio Sales 24 times (23%), Retail 58 times (40%), Consignment 31 times (22%), and Art/Craft Fairs 129 times (63%).

Five additional primary venues for selling art were reported by respondents. Twenty-nine percent of respondents (93) offered additional primary venues. Additional primary venues most frequently provided by respondents are grouped into 4 categories:

- 20% Commissions
- 15% Fairs and Markets
- 12% Individuals
- 12% Galleries

Question 17 (A): ***Where is your primary market?***

Three hundred twenty-two respondents answered this question for a response rate of 96%. Fifty-three percent (170) of the respondents circled Local as their primary market, 21% (69) checked Statewide, and 26% (83) circled Out of State.

2. Business and Industry Trends

Question 11: ***How has your art or craft business fared over the past five years? By what amount or percentage?***

This question had a response rate of 87%, with 293 responses. Forty-six percent (134) of the respondents said that over the past 5 years they had increased sales, 28% (83) said that they had decreased sales over the past 5 years, and 26% (76) said that sales stayed the same over the past 5 years.

Of the 134 respondents who had increased sales over the past 5 years, 28 (21%) wrote down by what amount, and 10 (8%) wrote down by what percentage. See Table 1 for percentage change results. There was not enough data to statistically show the amount of change in dollars.

Of the 83 respondents who had decreased sales over the past 5 years, 10 (12%) indicated by what amount, and 13 (16%) wrote down by what percentage.

Table 1 – The percentage that sales have decreased or increased over the past 5 years.

Change in sales over the past 5 years	Number of Respondents	Percent of Respondents
Decreased by 51-100%	2	1%
Decreased by 26-50%	21	13%
Decreased by 1-25%	14	9%
Increased by 1-25%	54	34%
Increased by 26-50%	33	21%
Increased by 51-100%	21	13%
Increased by more than 100%	12	7%
Total	157	100.0

Question 12: ***To what do you attribute your growth or decline?***

There were 222 responses to this question for a response rate of 68%. The following categories were the most frequently offered reasons for business growth or decline in the last year.

- 32% Economy
- 18% Marketing
- 18% Product changes
- 13% Personal changes
- 10% Production

Question 13: ***Do you expect an increase or decrease in sales this year (2003)? By what amount or percentage? To what do you attribute any change?***

This question had a response rate of 91%, with 305 responses. Forty-four percent (133) of the respondents said that they expect an increase in sales in 2003, 23% (69) said that they expect a decrease in sales in 2003, and 30% (102) expect that sales will stay the same in 2003.

Of the 133 respondents who expect an increase in sales in 2003, 19 (14%) wrote down by what amount, and 104 (78%) wrote down by what percentage. See table 2 for percentage change results. There was not enough data to statistically show the amount of change in dollars.

Of the 69 respondents who expect a decrease in sales in 2003, 4 (6%) indicated by what amount, and 30 (44%) wrote down by what percentage.

When asked what respondents attributed to any change, there was a 68% response rate. Respondents (222) provided the following causes for expected increases/decreases in sales for 2003:

- 22% Economy
- 21% Venues
- 20% Personal
- 10% Marketing

Table 2 – The percentage of sales expected to increase or decrease in 2003.

Change in sales over the past 5 years	Number of Respondents	Percent of Respondents
Decreased by 51-100%	3	2%
Decreased by 26-50%	7	5%
Decreased by 1-25%	20	15%
Increased by 1-25%	59	44%
Increased by 26-50%	27	20%
Increased by 51-100%	13	10%
Increased by more than100%	5	4%
Total	134	100.0

3. Business Needs and Climate

Question 14: ***What actions would you suggest local governments and/or economic development agencies take to help your art or craft business and/or the art and craft business sectors grow?***

There were 248 responses to question #14 for a response rate of 75%. These responses are grouped into the following four categories:

- 19% Marketing assistance
- 15% Improving the number, location, and organization of venues*
- 14% Local community measures
- 10% Education for artists and/or youth

*Venues are opportunities or markets for arts and crafts businesses to sell their wares.

Question 15: ***What actions would you suggest that local art or craft organizations or guilds do to help your art or craft business and/or the art and craft business sectors grow?***

There were 208 responses to question #15 for a response rate of 63%. Their answers are grouped into the following four categories:

- 34% Assistance with marketing
- 28% Improving the number, location, and organization of venues
- 17% Education for artists and/or youth
- 11% Local community measures

Question 16: ***Is there anything else you would like to share with us about the needs and opportunities of your sector and/or business?***

There were 141 responses to question #16 for a response rate of 42%. These answers are grouped into the following four categories:

- 18% Assistance with marketing
- 13% Improving the number, location, and organization of venues
- 13% Education for artists and/or youth
- 6% Local community measures

4. Background Information

Question 17 (B): ***What's your zip code?***

Zip codes were grouped into four categories, those from Eugene or Springfield, those from Albany, those from Corvallis, and those from other areas. The other areas were mainly rural areas with a scattering from other miscellaneous cities. The response rate for this question was 96% with 322 respondents. Fifty-two percent (166) of the respondents were from Eugene or Springfield, 3% (10) were from Albany, 17% (54) were from Corvallis, and 29% (92) were from rural areas or other miscellaneous cities in the region.

Question 18: ***What is your gender?***

Three hundred twenty-eight respondents answered this question for a response rate of 98%. Sixty-seven percent (219) of the respondents were female and 33% (108) were male.

Question 19: ***What is your age?***

The response rate for this question was 98% with 330 responses.

- 1% (4) of respondents were less than 20 of age.
- 10% (33) were between the ages of 20 and 29,
- 13% (44) were between the ages of 30 and 39,
- 21% (69) were between the ages of 40 and 49,
- 30% (100) were between the ages of 50 and 59,
- 10% (33) were between the ages of 60 and 69, and
- 14% (47) were 70 or older.

Question 20: ***What is the highest level of education that you have completed?***

This question had a response rate of 97%, with 327 responses.

- 2% (5) of respondents completed less than a high school level of education,
- 23% (74) of respondents had a high school diploma or a GED,
- 11% (36) had a two year degree,
- 7% (24) had vocational training,
- 28% (90) had a Bachelor's degree, and
- 30% (98) had a post graduate degree.

Question 21: ***What is your total household income?***

This question had a response rate of 92%, with 309 responses.

- 11% (33) of the respondents have a total household income of less than $10,000,
- 34% (105) make between $10,000 and $29,000,
- 23% (70) make between $30,000 and $49,000,
- 16% (48) make between $50,000 or and $69,000, and
- 17% (53) make $70,000 or more.

Question 22: ***How many wage earners are in your household (including yourself)?***

This question had a response rate of 90%, with 303 responses. Forty percent (121) of the respondents had households with only one wage earner, 57% (174) had two wage earners, and 3% (8) had more than two wage earners. No data was obtained to determine how many members were in each household.

Question 23: ***What type of art or craft (medium) do you create?***

For this question, respondents were asked to circle the primary art or craft that they create. This question had a response rate of 90%, with 302 responses. The 13 Respondents who selected photography (4%) were not included in the analysis.

- 1% (3) of the respondents circled Basketry as their primary art or craft medium,
- 15% (44) circled Ceramics,
- 10% (30) circled Glass,
- 9% (27) circled Jewelry,
- 1% (4) circled Leather,
- 2% (7) circled Metal,
- 2% (7) circled Paper,
- 15% (44) circled Painting,
- 8% (24) circled Textiles,
- 4% (13) circled Wood,
- 20% (60) circled multiple media, and
- 13% (39) circled Other.

Of the 39 respondents who circled Other, four respondents said that their primary medium was soaps; nine respondents said that floral arrangements were their primary medium, and four said that web pages were their primary medium.

B. Association and Correlation Analysis

Association and correlation analysis was conducted to determine how two variables related to each other.

1. Respondent working part time or full time vs. 2002 payroll expenditure

The mean (geometric) payroll expenditure for respondents who work full time is $7373 (34 responses), and the mean (geometric) payroll expenditure for respondents who work part time is $1322 (15 responses).

2. Respondent working part time or full time vs. Gross sales

When analyzing part time or full time to gross sales using measures of association, the results showed a very strong relationship. The respondents who work full time generate more sales than those who work only part time. Eighty percent (127) of the part time respondents make less than $10,000, and 4% (7) make more than $30,000, whereas only 18% (20) of the full time respondents make less than $10,000, and 49% (53) make over $30,000 per year. The mean (geometric) gross sales generated in 2002 for respondents who work full time is $22,736 (109 responses), and the mean (geometric) gross sales generated in 2002 for respondents who work part time is $2651 (158 responses).

3. How long has the art or craft business been a source of income for the respondent vs. Does the respondent's primary income come from their art or craft business?

When analyzing these two variables using measures of association, the results showed a relationship, but the strength of the relationship is low. The longer the business has been a source of income, the more likely it is to be the primary source of income, although the differences in frequencies are slim. See Table 3.

Table 3 – Cross-tabulation showing how long the business has been a source of income and whether or not the business is the primary source of income.

How long has your art or craft business been a source of income for you?	Is your primary income from your art and craft business? Yes	No
Less than one year	6% (8)	10% (20)
1-5 years	24% (30)	32% (62)
6-10 year	21% (26)	20% (39)
11-20 years	23% (29)	13% (26)
Over 20 years	27% (34)	25% (48)
Total	`100% (127)	100% (195)

4. Payroll vs. Gross Sales

When analyzing these two variables using measures of association and correlation, the results show a strong positive relationship: as one increases, the other one increases. Knowing total gross sales helps predict total payroll.

5. Gross sales vs. Household income

When analyzing these two variables using measures of association and correlation, the results show a weak positive relationship. Knowing gross sales from the art or craft business does not help predict household income.

6. Gross sales vs. How long the respondent's art or craft business has been a source of income for them

When analyzing these two variables using measures of association and correlation, the results show that there is a positive relationship between total gross sales from the arts or crafts business and how long the art or craft business has been a source of income. As the length of time the business has been a source of income increases, the gross sales is more likely to be higher.

The mean (geometric) gross sales generated in 2002 for respondents whose business has been a source of income for less than one year is $724 (10 responses), the mean (geometric) gross sales for respondents whose business has been a source of income for 1 to 5 years is $3720 (80 responses), the mean (geometric) gross sales for respondents whose business has been a source of income for 6 to 10 years is $6134 (59 responses), the mean (geometric) gross sales for respondents whose business has been a source of income for 11 to 20 years is $14,979 (45 responses), and the mean (geometric) gross sales for respondents whose business has been a source of income for more than 20 years is $10,717 (73 responses).

7. Number of part time workers employed and number of full time workers employed vs. Payroll

Those who employ between 1 and 5 workers have a geometric mean payroll of $5154 for part time workers and $58,973 for full time workers. Those who employ 6 or more workers have a geometric mean payroll of $33,339 for part time workers and $159,919 for full time workers.

8. Gross sales vs. Gender

To review: 67% of respondents were female and 33% were male. To account for differences between full time and part time (53% of Men work Full-time; 47% of Men work Part-time; 33% of Women work Full-time; and 67% of Women work Part-time), this analysis was broken down by full-time and part-time.

Full-time
37% of women and 37% of men make less than $20,000
28% of both women and men make between $20,000 and $39,999
17% of women and 8% of men make between $40,000 and $59,999
17% of women and 30% of men make over $60,000
Part-time
84% of women, and 69% of men make less than $10,000
11% of women, and 20% of men make between $10,000 and $19,999
5% of women, and 10% of men make over $20,000 or more

The mean (geometric) gross sales generated in 2002 for male and female respondents who work part time in their art or craft business is $3874 (39 responses) and $2323 (118 responses), respectively. The mean (geometric) gross sales for male and female respondents who work full time in their art or craft business is $25,440 (50 responses) and $20,969 (58 responses), respectively.

9. Gross sales vs. Age

When analyzing these two variables using measures of association and correlation, the results showed a weak relationship between age and gross sales. Geometric means were calculated for each age group. The geometric mean analysis showed a relationship, geometric mean sales increase with age, until it peaks between ages 40 and 49, and then decreases after that.

- Mean (geometric) gross sales for respondents less than 20 years old is $320 (3 responses),
- Mean (geometric) gross sales for respondents between 20 and 29 is $3616 (25),
- Mean (geometric) gross sales for respondents between 30 and 39 is $9712 (38),
- Mean (geometric) gross sales for respondents between 40 and 49 is $ 13,002 (53),
- Mean (geometric) gross sales for respondents between 50 and 59 is $ 7,669 (90),
- Mean (geometric) gross sales for respondents between 60 and 69 is $ 4803 (26), and
- Mean (geometric) gross sales for respondents 70 years or older is $2418 (37).

10. Gross sales vs. Art/craft medium

When analyzing these two variables using measures of association, the results showed that there is a relationship between gross sales and the art or craft media. See Table 4 below for geometric mean gross sales values for each media.

Table 4 – Geometric mean gross sales by art/craft media

What type of art of craft (medium) do you create?	Number of responses	Geometric Mean
Basketry	3	$5,065.80
Ceramics	40	$10,156.50
Glass	26	$11,847.82
Jewelry	23	$8,521.78
Leather	4	$18,405.10
Metal	7	$17,629.15
Paper	5	$22,206.43
Painting	38	$2,056.99
Textiles	22	$10,055.50
Wood	11	$11,676.94

11. Gross sales vs. Level of education

When analyzing these two variables using measures of association, the results showed a relationship. When analyzing geometric mean gross sales for each level of education, gross sales increase with higher levels of education until peaking at a 2-year degree and then decreases with increased education. See Table 5 for geometric mean gross sales by level of education.

Table 5 – Geometric mean gross sales by level of education

What is the highest level of education that you have completed?	Number of responses	Geometric Mean
Less than high school	4	$2,060
High school diploma/GED	59	$9,242
2 Year degree	29	$11,170
Vocational training	22	$9,523
Bachelor's degree	77	$5,677
Post graduate	80	$4,345

12. Gross sales vs. Location of residence

When analyzing these two variables using measures of association, the results showed no relationship. However, when geometric mean gross sales were calculated for each location, a difference was apparent. See Table 6 for geometric mean gross sales for each location.

Table 6 – Geometric mean gross sales by city

Location	Number of responses	Gross Sales (Geometric Mean)
Eugene/Springfield	136	$9,103
Albany	8	$5,862
Corvallis	49	$2,907
Other	75	$5,942
Total	268	$6,471

Geometric mean gross sales by rural or urban:
Twenty-eight percent of respondents live in rural areas, with 76% living in urban areas. The 28% of rural respondents generate 24% of the $11.2 million in total gross sales ($2.7 million) and have a geometric mean sales revenue of $5942. The 72% of urban respondents generate 76% of total gross sales (8.4 million dollars) and have a geometric mean sales revenue of $6690. Seventy-seven percent of rural respondents generate less than $30,000 in gross sales, with 73% generating less than $20,000. Seventy-seven percent of urban respondents generate less than $30,000 in gross sales, with 69% of these generating less than $20,000.

13. Gross sales vs. Primary market

When analyzing these two variables using measures of association, the results showed a strong relationship. Those whose primary market is local generate less gross sales than those whose primary market is statewide or out of state, and those whose primary market is out of state generate more gross sales than those whose primary markets are either local or statewide. Geometric mean gross sales were calculated for each market. Those whose primary market is local have geometric mean gross sales of $3420 (136 responses), those whose primary market is statewide have geometric mean gross sales of $6717 (62 responses), and those whose primary market is out of state have geometric mean gross sales of $21,620 (70 responses).

14. Gender vs. Respondent working part time or full time

When analyzing these two variables using measures of association, the results showed a relationship. Men are slightly more often likely to work full time (53%) than part time (47%), and women are much more often likely to work part time (67%) than full time (33%).

15. Whether or not primary income is from the art or craft business vs. Respondent working part time or full time

When analyzing these two variables using measures of association, the results show a strong relationship between primary income and full time or part time. If a respondent is full time, he/she is more likely to have the art or craft business as the primary source of income. Twelve percent of part time workers' businesses are their primary source of income compared to 80% of full time workers having businesses as their primary source of income.

16. Respondents who would or would not like their art or craft business to be the primary source of income vs. Respondent working part time or full time

When analyzing these two variables using measures of association, the results show a weak relationship. Fifty-eight percent of part time workers would like their business to be their primary source of income and 68% of full time workers would like their business to be their primary source of income.

17. Frequency of low-income folks (Less than $10,000 gross sales) working full time and part time

Eighty percent of part time workers have gross sales than $10,000. Of all of those who have gross sales less than $10,000, 86% work part time. Of those who have a household income of less than $10,000 65% work part time in arts and crafts. However, of other household income ranges roughly 55-60% work part time in their art or craft business.

18. Gross sales vs. expect increase or decrease in sales in 2003

All Gross sales ranges except some of those above $80,000, expected an increase in sales in 2003. The same goes for gross sales having increased or decreased during the past 5 years.

19. Total household income vs. number of wage earners in the household

- 71% of those who make less than $10,000 have only one wage earner.
- 60% of those who make between $10,000 and $19,000 have only one wage earner.
- 41% of those who make between $20,000 and $29,000 have only one wage earner.
- 30% of those who make between $30,000 and $39,000 have only one wage earner.
- 33% of those who make between $40,000 and $49,000 have only one wage earner.
- 26% of those who make between $50,000 and $19,000 have only one wage earner.
- 23% of those who make between $60,000 and $69,000 have only one wage earner.
- 26% of those who make $70,000 or more have only one wage earner.

20. Number of wage earners vs. age

- 33% of those less than 20 years of age have one wage earner in the household and 33% have two
- 42% of those between 20 and 29 have one wage earner and 45% have two
- 36% of those between 30 and 39 have one wage earner and 61% have two.
- 31% of those between 40 and 49 have one wage earner and 69% have two.
- 44% of those between 50 and 59 have one wage earner and 55% have two.
- 32% of those between 60 and 69 have one wage earner and 65% have two.
- 60% of those over the age of 65 have one wage earner and 40% have two.

21. Number of wage earners vs. gender

Of those respondents with only one age earner, 60% are female and 40% are male. Of those respondents with two wage earners, 72% are female and 28% are male. Of the female respondents, 36% have one wage earner and 62% have two wage earners.

22. Number of wage earners vs. part/time full time

Of those respondents with only one age earner, 59% are part time and 41% are full time. Of those respondents with two wage earners, 58% are part time and 42% are full time. Of the part time respondents, 39% have one wage earner and 57% have two wage earners

23. Level of education vs. part time/full time

There were a higher percentage of part time respondents who were bachelor and graduate school graduates at 27% and 36%, respectively. Those with less than a high school education are more likely to be part time at 80% (4).

Table 7 – Education vs. part time or full time

What is the highest level of education that you have completed?	Do you work in your art or craft business full time or part time?	
	Full-time	Part-time
Less than high school	20% (1)	80% (4)
High school diploma/GED	49% (34)	51% (36)
2 Year degree	50% (17)	50% (17)
Vocational training	42% (10)	58% (14)
Bachelor's degree	41% (36)	59% (52)
Post graduate	28% (27)	72% (68)

24. Gross sales vs. primary venue

Table 8 – Gross sales vs. primary venue

Gross sales	Wholesale	Retail	Online Sales	Consignment	Studio Sales	Art/Craft Fairs	Other
1-19,999	7% (11)	17% (25)	3% (5)	9% (14)	11% (16)	41% (61)	12% (18)
20,000-39,999	7% (2)	11% (3)		4% (1)	7% (2)	70% (19)	
40,000-59,999	21% (3)	14% (2)				64% (9)	
60,000-79,000		17% (1)				67% (4)	17% (1)
80,000-99,999	25% (2)	25% (2)				25% (2)	25% (2)
100,000+	50% (8)	38% (6)		6% (1)		6% (1)	

For those with gross sales less than $20,000, between $20,000 and $39,000, between $40,000 and $59,000, and between $60,000 and $79,000, the main venue chosen was art/craft fairs with 41%, 70%, 64%, and 67%, respectively.

For those who make between $80,000 and $99,999, the venue chosen was equally distributed among Wholesale, Retail, Art/Craft Fairs, and Other at 25%.

For those who make $100,000 or more, Wholesale was chosen as the primary venue most often at 50%, Retail was chosen as the primary venue 38% of the time.

25. Gross sales vs. primary market

Table 9 – Gross sales vs. primary market

	Local	Statewide	Out of State
1-19,999	61% (115)	24% (45)	15% (28)
20,000-39,999	39% (13)	27% (9)	33% (11)
40,000-59,999	7% (1)	21% (3)	71% (10)
60,000-79,000	14% (1)		86% (6)
80,000-99,999	25% (2)	13% (1)	63% (5)
100,000+	22% (4)	22% (4)	56% (10)

Those who make less than $20,000 have most of their sales locally at 61%
Those who make between $20,000 and $39,999 have most of their sales locally at 39%, with 27% of them Statewide and 33% of them Out of State.
Those who make between $40,000 and $59,999, between $60,000 and $79,999, between $80,000 and $99,999, and $100,000 or more have most of their sales Out of State at 71%, 86%, 63%, and 56%, respectively.

26. Gender vs. Primary market

Fifty-eight percent of men have arts and crafts businesses that are their primary source of income, while 28% of women have arts and crafts businesses that are their primary source of income.

C. Data analysis by low sales revenue respondents and by high sales revenue respondents

Low sales revenue earners (Less than $10,000)
As mentioned above, roughly half of the sector is made up of individuals making low sales revenues. Of these individuals:

- Almost half have a household income of less than $30,000,
- A little less than half are single wage earners, and over half have two wage earners in the household.
- A large majority are women
- One third of them are between the ages of 50 and 59.
- 65% have bachelors and/or post graduate degrees.
- 58% live in Lane County and 25% live in Benton County
- 40% chose Art/Craft Fairs as their primary venue, 13% chose Retail, and 8% chose Wholesale.
- 63% sell to local markets, and 25% statewide, with only 13% selling out of state.

- 15% pay themselves a salary from their art or craft business.
- Only 5% employ others.
- 78% saw their sales stay the same or increase over the past 5 years.
- 12% list their business as their primary source of income. Of the remaining 88% of respondents, 54% would like their business to be their primary source of income.
- Most are painters at 25%

High sales revenue earners (Greater than $50,000)
Roughly one sixth of respondents are making high sales revenues. Of these individuals:
- Half have a household income of more than $50,000.
- A little less than half are single wage earners, and over half have two wage earners in the household.
- A little over half are male.
- One third are between the ages of 50 and 59.
- 30% have a high school education, 28% have a bachelor's degree, and 20% have a two-year degree.
- 75% live in Lane County and 20% live in Benton County.
- One third primarily sell their arts or crafts through wholesale, and another third sell at Art/Craft Fairs, and one quarter sell through retail.
- Two-thirds sell out of state.
- 60% pay themselves a salary from their art or craft business.
- 62% employ others.
- 58% saw their sales stay the same or increase over the past 5 years
- Three quarters list their business as their primary source of income. The other quarter would like their arts and crafts business to be their primary source of income.
- Most are working with glass or ceramics at 23% and 21%, respectively.

D. Data analysis to determine the economic impact for low-income respondents

Almost half of the respondents have a household income that is less than $30,000, 41% of these respondents are single wage earners, and 88% have sales revenues less than $30,000, with 75% of whom have sales revenues less than $20,000. Seventy-one percent of those who make less than $10,000 are single wage earners, and 60% of those who make between 10,000 and 19,000 only have one wage earner. Sixty-one percent of the respondents work part time, with 67% of women working part time and 47% of men working part time. Thirty-six percent of those who work full time in the art or craft business still only have a household income of less than $30,000. Eighty-two percent of those whose household incomes are less than $30,000 are between the ages of 50 and 59.

E. Data analysis to determine the economic impact for women

One hundred percent of women who are single wage earners and who work part time make less than $30,000 in sales revenue, 97% of which make less than $20,000. Sixty three percent of them have household incomes of less than $30,000, 39% of whom make less than $20,000. Sixty-eight percent of women who are single wage earners and who work full time make less than

$30,000 in sales revenue, 58% of which make less than $20,000. Ninety one percent of them have household incomes of less than $30,000, 73% of whom make less than $20,000.

Thirty-six percent of women who are single wage earners rely on their art or craft business as their primary source of income. Of these women, 92% have household incomes that are less than $30,000, 73% of whom have household incomes of less than $20,000. Sixty eight percent generate less than $30,000 in sales revenues, 55% of whom generate less than $20,000. For the rest of the women, whose businesses are not their primary source of income, 70% would like them to be.

F. Data analysis for Eugene Saturday Market participants

This section summarizes findings for Eugene Saturday Market participants.

- Gross sales reported by Eugene Saturday Market participants were $1.3 million.
- Twenty-five percent of respondents are between the ages of 50 and 59, 23% are between 40 and 49, 20% are between 30 and 39, and 19% are between 20 and 29.
- 72% of respondents are female, and 28% are male.
- 33% completed a high school education, and 32% have obtained a bachelor’s degree.
- As did the rest of the respondents, 60% worked part time and 40% full time.
- 90% are in Lane County, 1% in Benton County, and 8% in other locations.
- 66% sell primarily at art/craft fairs, and 15% sell primarily through wholesale.
- 62% sell locally, 25% sell out of state, and 13% sell statewide.
- 25% pay themselves a salary.
- Only 12% employ others.

G. Data analysis by County

This section summarizes data by county. It should be noted that zip codes were used to determine the county in which respondents resided. In a few cases the same zip codes were found in two counties. In these few cases, the zip code was randomly assigned to one of the two counties. Only three respondents are from Lincoln County, which does not provide a representative sample, and may have skewed the results for this county.

Preliminary results show that variables for each county are statistically similar to one another, with Lane County representing a majority of the respondents, and Lane County respondents making slightly more in gross sales than respondents from the other three counties.

Table 10 - Gross sales by county

	Benton County	Lane County	Linn County	Lincoln County	Other
1-19,999	78% (43)	67% (122)	82% (14)	0% (0)	87% (13)
20,000-39,999	6% (3)	14% (26)	12% (2)	33% (1)	7% (1)
40,000-59,999	4% (2)	6% (11)	0% (0)	33% (1)	7% (1)
60,000-79,000	2% (1)	3% (6)	0% (0)	0% (0)	0% (0)
80,000-99,999	6% (3)	2% (4)	6% (1)	0% (0)	0% (0)
100,000	6% (3)	8% (14)	0% (0)	33% (1)	0% (0)
Total	100% (55)	100% (183)	100% (17)	100% (3)	100% (15)

- 183 respondents are from Lane County, and 67% of those make less than $10,000.
- 55 are from Benton County, and 78% of those make less than $10,000.
- 17 are from Linn County, and 82% of those make less than $10,000.
- 3 are from Lincoln County (low response rate).
- 15 are from other locations, and 87% of those make less than $10,000.

Lane County respondents make slightly more than the other counties. See table 10.

- 67% of participants in Lane County make less than $10,000 (Benton 78%, Linn 82%, Other 87%.
- 16% of participants in Lane County make $50,000 or more (Benton 15%, Linn 6%, Other 0%).
- 50% of respondents from all counties are between the ages of 40 and 59, with 51% in Lane, 48% in Benton, 55% in Linn, 75% in Lincoln, and 53% in other counties.
- Most participants sell primarily at art/craft fairs for all counties (Lane 50%, Benton 35%, Linn 35%, Lincoln 40%, Other 50%).
- Retail was the second most often sited primary venue for all counties (Lane 15%, Benton 17%, Linn 24%, Lincoln 20%, Other 29%).
- Most participants sell locally for all counties (Lane 54%, Benton 53%, Linn 40%, Lincoln 57%, Other 50%).
- Most participants work part time in their art or craft business for all counties except Lincoln county (Lane 56%, Benton 77%, Linn 60%, Lincoln 14%, Other 78%)

APPENDIX

University of Oregon
Program for Watershed and Community Health

Survey of Arts and Crafts Businesses in Benton, Lane, Linn and Lincoln Counties

Background

The University of Oregon's Program for Watershed and Community Health recognizes that individuals who are making a living (either full-time or part-time) from arts or crafts make an important contribution to the local economy. We therefore want to understand the current economic impact of the art and craft business sectors in the four-county area of Benton, Lane, Linn, and Lincoln Counties. Specifically, we want to assess the size, scope, growth potential, and needs of the art and craft sectors and to identify potential actions that can help strengthen and expand the businesses.

Your responses will be kept confidential. Thank you for your willingness to provide the information.

Instructions

(1) Please read each statement and circle the appropriate response(s) and rank them when requested.
(2) In the spaces provided for written comments, please **print** clearly.
(3) Please return the completed survey in the enclosed self-addressed stamped envelope.
(4) We hope to receive your response by ***Friday, November 21, 2003***. This will allow us to complete a summary of our findings by early 2004.

Part I. Economic Impact

1. **Do you work in your art or craft business full time or part time?** (Please circle one and indicate the hours)

   Full time 1 Part time 2 Average hours/week_______________

2. **Is your primary income from your art and craft business?** (Please Circle) Yes 1 No 2

If you answered no to #2, would you like your art and craft business to be your primary source of income? (Please circle)

Yes 1 No 2

3. How long has your art or craft business been a source of income for you?

Less than one year	1-5 years	6-10years	11-20 years	over 20 years
1	2	3	4	5

4. What were your gross sales in 2002 from your art or craft business? $____________

5. Do you pay yourself a salary from your art or craft business? (Please circle) YES NO
1 2

6. Do you employ others in your art or craft business? (Please circle) YES NO
1 2

If you answered yes to #7, please answer #8 and #9. If you answered no, please continue to #9.

7. How many part time and/or full time workers do you employ locally (other than yourself)?
(Please circle one for each category)

Include relatives or members of your household

Part Time	1-5 1	6-10 2	11-20 3	21-50 4	50+ 5
Full Time	1-5 1	6-10 2	11-20 3	21-50 4	50+ 5

8. What was the approximate 2002 payroll expenditure for your art or craft business?
$______________

9. Where are your primary venues for selling your art or craft? (Please circle all that apply. Then, rank them by their impact on sales revenue with 1 being largest and 6 being smallest)

Wholesale _____ Retail _____ Online sales _______

Consignment _____ Studio Sales _______ Art/Craft Fairs _______

Other, please explain: __________________

17. Where is your primary market(s)? (Please circle)

Local	Statewide	Out of State
1	2	3

Part II: Business and Industry Trends

10. How has your art or craft business fared over the past five years? (Please circle one)

1 Increased sales over the past 5 years
2 Decreased sales over the past five years
3 Stayed the same over the past five years

By what amount or percentage? $_____________ or %____________

11. To what do you attribute your growth or decline?____
____

12. Do you expect an increase or decrease in sales this year (2003)? (Please circle one)

Increase 1 Decrease 2 Stay the same 3

By what amount or percentage? $_____________ or %____________

To what do you attribute any change?
____

Part III: Business Needs and Climate

13. What actions would you suggest local governments and/or economic development agencies take to help your art or craft business and/or the art and craft business sector grow?

____

____

14. What actions would you suggest that local art or craft organizations or guilds do to help your art or craft business and/or the art and craft business sectors grow?

____

15. Is there anything else you would like to share with us about the needs and opportunities of your sector and/or business?

____

____

Part IV: Background Information

16. What's your zip code? _________

17. What is your gender? Male 1 Female 2

18. What is your age? (Please circle one)

Less than 20 1 21 – 29 2 30 – 39 3 40 – 49 4

50 – 59 5 60 – 65 6 65 or older 7

19. What is the highest level of education that you have completed? (Please circle one)

Less than High school 1 High School Diploma/GED 2 2 Year Degree 3

Vocational Training 4 Bachelor's Degree 5 Post Graduate 6

20. What is your total household income? (Please circle one)

Less than $10,000	$10,000 – $19,000	$20,000 – $29,000	$30,000 – $39,000
1	2	3	4
$40,000 – $49,000	$50,000 – $59,000	$60,000 – $69,000	$70,000+
5	6	7	8

21. How many wage earners are in your household (including yourself)? __________

22. What type of art or craft (medium) do you create? (Please circle the primary arts or crafts):

Basketry	Ceramics/Porcelain	Glass	Jewelry	Leather	Metal
1	2	3	4	5	6
Paper	Painting	Photography	Textiles/Fabrics	Wood	
7	8	9	10	11	

Other (please describe) _____________________________

Thank You for Your Time in Filling Out This Survey!