

Artists and the Economic Recession Survey

Selected Findings and Bay Area Highlights

Distinctive features of Bay Area artists:

- Are more likely to have second jobs in the arts (commercial and non-profit).
- Are more affected financially by the recession—more declines in grant amounts, fewer sales of work, and greater declines in non-arts income.
- Use the Internet more frequently to connect—learning about other artists' work, networking, reaching audiences and finding jobs.
- Are more worried about fundraising prospects for future projects.
- Are more interested in marketing, workspace, and technology assistance.
- Are more likely to say that artists have a special role in strengthening their communities at this time.
- Are more likely to engage in volunteer activities (in and outside the arts).
- Are more likely to believe that future success will require a new outlook and approach after the economy stabilizes.
- Are more highly educated, less white and African-American, and more Asian and Latino.

Similarities among artists nationwide:

- **Artists play multiple roles**—seven in 10 artists hold at least one job in addition to making art.
- **Artists are well educated, but not highly paid**—Six in 10 artists made less than \$40,000 in 2008, though most are college graduates.
- **Artists are struggling more now as a result of the recession**—Half of artists saw their art-related income decline since 2008.
- **Artists share the nation's health care woes**—Four in 10 artists do not have adequate health insurance and over half of those that do are worried about losing it.
- **Artists are hopeful**—89% think artists have a special role in strengthening communities, 75% believe it is an inspiring time to be an artist.
- **Artists are opportunistic**—Four in 10 artists report spending more time on their art as a result of the recession and one-third are experimenting and collaborating more.
- **Artists are helpful**—Eight in 10 volunteer in their communities.
- **You can help**—Things artists say would be most helpful are: direct financial assistance (seven in 10); opportunities to showcase their art work (six in 10); marketing assistance, networking opportunities, supplies/equipment and health services (half).

This study was commissioned by Leveraging Investments in Creativity (LINC), in partnership with Helicon Collaborative and Princeton Survey Research Associates International. It was conducted between July and November 2009; more than 6,500 artists participated nationwide. More information is available at www.lincnet.net