



WCAC Artist Impact Survey

Thank you for taking the time to participate in this survey! A team (of Salisbury University MBA students) is working with the Worcester County Arts Council (WCAC) to better understand the economic, social, and financial impacts that WCAC and similar nonprofits have on the artists.

For privacy purposes, all individual answers will remain anonymous. Information gained from this survey will not be used outside of the classroom.

Section One.

1. Are you a current or former artist associated with the Worcester County Arts Council (WCAC)?
 - a. Current artist with WCAC
 - b. Former artist with WCAC
 - c. No association with WCAC, but I am an artist for a different organization or platform.
 - d. No, I am not an artist.

Section Two. Only artists who answered (a) or (b) for question one need to answer the following four questions. If you answered (c) for question one, please proceed to section three. If you answered (d) for question one, please proceed to section four.

2. How much of an economic impact has WCAC had on you (On a scale of 1 to 5)?
**Economic impact refers to the financial effect that something, especially something new, has on a situation or a person.
 - a. 1 - Not economically impactful at all
 - b. 2
 - c. 3 - Neutral
 - d. 4

- e. 5 - Very economically impactful
3. In what ways has WCAC's economic efforts been impactful or not been impactful for you as the artist?
 4. How much of a social impact has WCAC had for you (On a scale of 1 to 5)? **Social impact refers to any significant or positive changes that address social challenges or injustices.
 - a. 1 - Not socially impactful at all
 - b. 2
 - c. 3 - Neutral
 - d. 4
 - e. 5 - Very socially impactful
 5. In what ways has WCAC's social efforts been impactful or not been impactful for you as the artist?
 6. How much of a financial impact has WCAC had for you (On a scale of 1 to 5)? **Financial impact refers to expenses or losses that have an effect on a financial position and cannot be controlled.
 - a. 1 - Not financially impactful at all
 - b. 2
 - c. 3 - Neutral
 - d. 4
 - e. 5 - Very financially impactful
 7. In what ways has WCAC's financial efforts been impactful or not been impactful for you as the artist?
 8. How much of a cultural impact has WCAC had for you (On a scale of 1 to 5)? **Cultural impact refers to the influence of culture on how people think, act, and interact.
 - a. 1 - Not culturally impactful at all
 - b. 2
 - c. 3 - Neutral
 - d. 4
 - e. 5 - Very culturally impactful
 9. In what ways has WCAC's cultural efforts been impactful or not been impactful for you as the artist?

Section Three. Only artists who answered (c) from question one need to answer the following four questions. All other answers to question one can skip to section four.

10. How much of an economic impact has the art community had on you (On a scale of 1 to 5)? **Economic impact refers to the financial effect that something, especially something new, has on a situation or a person.
- 1 - Not economically impactful at all
 - 2
 - 3 - Neutral
 - 4
 - 5 - Very economically impactful
11. In what ways has the art community's economic efforts been impactful or not been impactful for you as the artist?
12. How much of a social impact has the art community had for you (On a scale of 1 to 5)? **Social impact refers to any significant or positive changes that address social challenges or injustices.
- 1 - Not socially impactful at all
 - 2
 - 3 - Neutral
 - 4
 - 5 - Very socially impactful
13. In what ways has the art community's social efforts been impactful or not been impactful for you as the artist?
14. How much of a financial impact has the art community had for you (On a scale of 1 to 5)? **Financial impact refers to expenses or losses that have an effect on a financial position and cannot be controlled.
- 1 - Not financially impactful at all
 - 2
 - 3 - Neutral
 - 4
 - 5 - Very financially impactful
15. In what ways has the art community's financial efforts been impactful or not been impactful for you as the artist?
16. How much of a cultural impact has the art community had for you (On a scale of 1 to 5)? **Cultural impact refers to the influence of culture on how people think, act, and interact.
- 1 - Not culturally impactful at all
 - 2
 - 3 - Neutral
 - 4
 - 5 - Very culturally impactful

17. In what ways has the art community's cultural efforts been impactful or not been impactful for you as the artist?

Section Four. Distance Analysis Related Questions

18. Based on your general knowledge, has anyone ever traveled (over 50 miles) to see or buy your art?

- a. Yes
- b. No
- c. I am not sure

19. Based on your general knowledge, has anyone ever traveled from outside of the state to see or buy your art?

- a. Yes
- b. No
- c. I am not sure

20. Based on your general knowledge, has anyone ever traveled from out of the country to see or buy your art?

- a. Yes
- b. No
- c. I am not sure

Section Five. Artist Profile Questions

The following questions are for classification purposes only.

21. What is your age?

- a. Under 18 years old
- b. 18 - 24 years old
- c. 25 - 34 years old
- d. 35 - 44 years old
- e. 45 - 54 years old
- f. 55 - 64 years old
- g. Over 65+ years old

22. What gender do you identify as?

- a. Female
- b. Male
- c. Transgender Female
- d. Transgender Male
- e. Gender Variant/Non-Conforming
- f. Prefer Not to Answer
- g. Other: _____

23. What is the zip code of your permanent address? _____

24. What is the status of your employment in the arts?

- a. Full time
- b. Part time
- c. Freelance
- d. None, I am not an artist

25. What is your annual household income?

- a. Below \$10k
- b. \$10k - \$50k
- c. \$50k - \$100k
- d. \$100k - \$150k
- e. Over \$150k
- f. Prefer not to answer

26. Does a majority of your income source come from your artistic experience?

- a. Yes, more than half of my income is from my arts.
- b. Yes, my full income is from my arts.
- c. No, less than half of my income is from the arts.
- d. None of my income is from the arts.

27. How long have you been associated with WCAC?

- a. Less than 1 year
- b. 1 - 2 years
- c. 3 - 5 years
- d. 5 - 10 years
- e. 10 - 15 years
- f. 20 - 25 years
- g. Over 25 years
- h. Not applicable.

28. What style of art do you specialize in? (Select all that apply).

- a. Jewelry
- b. Painting on Silk
- c. Oil Painting
- d. Water Painting
- e. Soluble Oil Painting
- f. Acrylic Painting
- g. Watercolor Painting
- h. Air Brush Painting
- i. Photography
- j. Mixed Media Art

- k. Encaustic Style Art
- l. Ink Painting
- m. Alcohol Ink Painting
- n. Metalwork
- o. Laser Art
- p. Gouache Style Art
- q. Graphite
- r. Ceramic Sculpture
- s. Screen Painting
- t. Gel Painting
- u. Collage Art
- v. Installation Art
- w. Videography
- x. Other: _____

Section Six. Artist Outcome Questions

29. What is your average annual income from artistic activities under WCAC?
- a. Less than \$10k
 - b. \$10k - \$25k
 - c. \$25k - \$50k
 - d. \$50k - \$75k
 - e. \$75k - \$100k
 - f. \$100k - \$125k
 - g. \$125k - \$150k
 - h. Over \$150k
 - i. Not Applicable
30. Have you collaborated with other artists or organizations through connections made at WCAC?
- a. Yes
 - b. No
 - c. Unsure

Section Seven. Only artists who answered (a) from question thirty need to answer the following question. All other answers for question thirty can skip to section eight.

31. Please share your experience collaborating with other artists or organizations through connections made at WCAC?

Section Eight.

32. Have you received any paid opportunities or commissions as a result of your involvement with WCAC?
- a. Yes
 - b. No
 - c. Unsure

Section Nine. Only artists who answered (a) from question thirty-two need to answer the following question. All other answers for question thirty-two can skip to section ten.

33. Please share your experience on what types of paid opportunities or commissions you had as a result of your involvement with WCAC?

Section Ten. Community Engagement Questions

34. Do you participate in community events or initiatives organized by WCAC?
- a. Yes
 - b. No
 - c. Unsure

Section Eleven. Only artists who answered (a) from question thirty-four need to answer the following question. All other answers for question thirty-four can skip to section twelve.

35. Please describe your involvement in community events or initiatives that were organized by WCAC.

36. How has your participation in these events impacted your visibility and networking within the community?

Section Twelve. Artist Expenses Questions

37. As an artist, what are the average expenses incurred to create your artwork (per piece)?
- a. Less than \$10
 - b. \$10 - \$25
 - c. \$25 - \$50
 - d. \$50 - \$100
 - e. \$100 - \$150
 - f. \$150 - \$250
 - g. \$250 - \$350
 - h. \$350 - \$500
 - i. Over \$500

38. As an artist, what are the average expenses incurred to create your artwork (annually)?
- a. Less than \$100
 - b. \$100 - \$250
 - c. \$250 - \$500
 - d. \$500 - \$1k
 - e. \$1k - 2.5k
 - f. \$2.5k - \$5k
 - g. \$5k - \$10k
 - h. \$10k - \$15k
 - i. \$15k - \$20k
 - j. \$20k - \$30k
 - k. Over \$30k

Section Thirteen. Art Material Procurement Questions

39. Where do you primarily acquire necessary materials and supplies for your artistic projects?

40. Have you utilized any resources or facilities provided by WCAC for your artistic endeavors?
- a. Yes
 - b. No
 - c. Unsure

Section Fourteen. Only artists who answered (a) from question forty need to answer the following question. All other answers for question forty can skip to section fifteen.

41. Please elaborate on what resources or facilities you utilized for your artistic endeavors that were provided by WCAC?

Section Fifteen.

42. What other art-related activities outside of WCAC are you engaged in?

Thank you for completing the survey!