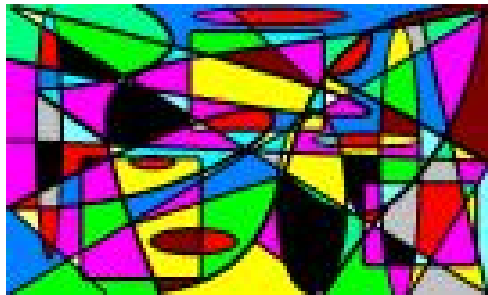


ArtsUnion

Economic Impact



Sponsored by

the Somerville Arts Council

Prepared by



CENTER FOR POLICY ANALYSIS
UNIVERSITY OF MASSACHUSETTS
DARTMOUTH

November 2005

**UNIVERSITY OF MASSACHUSETTS DARTMOUTH
CENTER FOR POLICY ANALYSIS**

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EXECUTIVE SUMMARY

The Somerville Arts Council, working with the Somerville Mayor’s Office of Strategic Planning and Community Development, is implementing an arts-based economic development program in Union Square, Somerville, Massachusetts. This program, called “ArtsUnion,” employs artists to create streetscape design elements and conducts a series of outdoor performances that highlight the artistic and ethnic diversity of the square. ArtsUnion has also launched an arts and crafts market and created walking tours that celebrate the area’s architecture, civil war history and culinary diversity.

The Center for Policy Analysis was retained by Somerville Arts Council to conduct an economic impact analysis of the ArtsUnion project. The program’s economic impact is being measured using expenditure data from customer surveys that were administered during four ArtsUnion events. The major findings of the economic impact analysis are:

Craft Markets and Special Events

The total economic impact of the ArtsUnion Craft Markets and Special Events is \$126,329. These programs also created an additional 1.2 full-time equivalent positions.

**Total Economic and Employment
Impacts from Craft Markets and Special Events**

	Direct	Indirect	Induced	Total
Economic Impact	\$88,805	\$19,302	\$18,222	\$126,329
Employment Impact	0.8	0.2	0.2	1.2

Union Square Businesses

The total economic impact of ArtsUnion based on expenditures made at Union Square businesses is \$63,967. These expenditures also created an additional 0.9 full-time equivalent positions.

**Total Economic and Employment
Impacts from Expenditures at Union Square Businesses**

	Direct	Indirect	Induced	Total
Economic Impact	\$ 43,263	\$7,699	\$13,004	\$63,967
Employment Impact	0.7	0.1	0.1	0.9

Total Impacts

The total economic impact of ArtsUnion in terms of spending at the Craft Markets/Special Events and at Union Square businesses is \$190,296. These expenditures also created an additional 2.1 full-time equivalent positions.

Total Economic and Employment Impacts of ArtsUnion

	Direct	Indirect	Induced	Total
Economic Impact	\$132,068	\$27,001	\$31,226	\$190,296
Employment Impact	1.5	0.3	0.3	2.1

ArtsUnion Survey

A survey of visitors to ArtsUnion events was conducted to measure the success of the program. The data was also used as part of the economic impact analysis. A total of 164 surveys were completed at four different ArtsUnion events. Results include:

- Most respondents learned about the ArtsUnion event while they drove or walked by (31.3%), through a friend (22.1%), from a flyer or poster (19.0%), or from the website/email (11.7%). Respondents are less likely to have heard about the event at school (0.6%), at work (2.5%), or from the newspaper (6.7%).
- More than half of respondents walked to the event (51.2%), while 31.1 percent drove, 11.0 percent biked, 3.7 percent rode the bus, 2.4 percent were driven by someone else, and 0.6 percent took a taxi.
- More than forty percent of respondents (42.9%) were attending the event for the first time, while more than a third of respondents (37.9%) had attended at least three events.
- More than nine in ten respondents (92.6%) indicate that the craft vendors provided the types of crafts that they expected.
- More than two-thirds of respondents (67.5%) live in Somerville, while 6.9 percent live in Boston and 6.9 percent live in Cambridge.
- Most respondents (93.9%) speak English at home.
- More than eighty percent of respondents (83.4%) were born in the United States, while smaller percentages were born in other countries.
- More than half of respondents (54.6%) have a household income of less than \$50,000. The state median household income is \$50,502.
- Nearly two-thirds of respondents (63.4%) are female.

Artist Survey

A survey of artists and artisans was conducted as one method to evaluate the success of the ArtsUnion program. A total of twelve surveys were completed. Results of the survey include:

- In terms of the type of craft or art they produce, respondents produce jewelry (5 responses), fiber (5 responses), paper (3 responses), ceramics (1 response), or painting (1 response).
- Eight respondents (66.7%) have a website. Of these, one is a personal website, while 6 are business websites. Four artists sell crafts from their website.
- Artists and artisans primarily sell their crafts and art through crafts fairs (83.3%) and craft galleries (41.7%), while smaller percentages sell their goods through wholesale distributors (16.7%) and retail outlets (16.7%).
- Nearly three-quarters of respondents (72.7%) make less than \$5,000 per year selling at art/craft shows, while 27.3 percent make \$5,000 to \$15,999.
- More than half of respondents (54.5%) indicate that less than 10 percent of their season's sales came from selling their crafts in Union Square, while 18.2 percent indicate that 91% to 100% of their sales came from selling their crafts in Union Square.
- More than eighty percent of respondents (81.8%) indicate that their gross income from the sales of crafts/art is less than \$5,000.
- Eleven respondents are female and one is male. All respondents are between the ages of 26 - 55.
- Only one of the twelve respondents is from Somerville, although nearly half of respondents (45.5%) have lived in the Somerville/Greater Boston area for more than fifteen years.
- All respondents have at least some college experience, with 81.8 percent having a Bachelor's degree or higher.
- All but one respondent indicated that they would return to the ArtsUnion Market in Union Square. Three respondents did not respond to the question.

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1.00 INTRODUCTION

The arts are an important contributor to national, state, and local economies. The Americans for the Arts estimates that the Nation's art industry alone generates \$134 billion annually in economic activity and supports 4.85 million full-time equivalent jobs (Americans for the Arts 2002). The \$134 billion total includes \$53.2 billion in spending by arts organizations and \$80.8 billion in event-related spending by arts audiences. The report estimates that spending by the non-profit arts industry increased by 45 percent from 1992 to 2000. Moreover, arts is a growth industry in the United States with spending by non-profit arts organization increasing by 45 percent, or by more than 5 percent annually, from 1992 to 2000. The New England Foundation for the Arts (2002) estimates that the total economic impact of the arts and culture industry in New England is nearly \$6.7 billion in annual output. Arts and cultural organizations employ 78,600 persons in the six New England states with 42,220 of these persons employed directly in the arts and humanities.¹ In Massachusetts, the arts and culture industry accounts for 36,763 jobs[DRB1] and a total economic impact of \$4.2 billion (New England Foundation for the Arts 2002). The Boston Foundation (2004) estimates that the state's 1,121 cultural organizations generate \$1.1 billion in annual output and produce \$248 million in annual earnings for visual, performing, and folk artists.

Massachusetts' exceptional cultural offerings contribute to the competitive strength of the state's economy by serving as a tourist attraction and by creating a high quality of life for citizens. In many cases, the arts are leading the revitalization of decaying downtown areas while contributing to an area's quality life by improving neighborhoods. Additionally, a vibrant arts community can help a region to attract and retain educated and skilled workers (Florida 2000).

The cultural industry in Massachusetts provides direct employment and income-producing activities to thousands of the state's residents, yet cultural assets are frequently overlooked in designing state and community economic development strategies. Consequently, the Massachusetts Cultural Council (MCC) implemented a Cultural Economic Development (CED) Program as a means of fostering and promoting the use of culture as a tool for economic development. The CED program promotes this goal by funding local projects throughout Massachusetts that have the capacity to stimulate additional economic activity, including new job creation, new business formation, and additional sales in cultural and arts-related businesses. The local programs funded by the MCC will be increasingly required to document their performance in terms of process (program implementation) and outputs (economic impacts, leveraged funds, visibility, etc.).

¹ This number does include performers and consultants, who are engaged by contract for shorter periods by non-profit organizations, but are not technically employees.

1.10 ARTS UNION PROJECT

The Somerville Arts Council, working with the Somerville Mayor’s Office of Strategic Planning and Community Development, is implementing an arts-based economic development program in Union Square, Somerville, Massachusetts. This program, called “ArtsUnion,” utilizes the vibrant ethnic mix of the Union Square area and the burgeoning artist population to launch a new cultural rejuvenation project. The project employs artists to create streetscape design elements and uses city funding sources to develop a series of outdoor performances that highlight the artistic and ethnic diversity of the square. ArtsUnion has also launched an arts and crafts market and created walking tours that celebrate the area’s architecture, civil war history and culinary diversity. The overarching goal of the project is to designate Union Square as an arts district. By transforming Union Square into an active cultural destination, ArtsUnion aims to increase foot traffic in the square and increase revenue for local businesses and artists. A long-term goal is to lure new businesses and organizations, especially arts-related enterprises, to move to arts-friendly Union Square.

Union Square, situated in East Somerville, and in close proximity to Boston as well as Inman Square and Harvard Square in Cambridge, is the oldest business district of Somerville. It boasts some of the best and most historically significant architecture in town, has an ethnically diverse business community and a swelling population of artists, which relates to the city’s shifting demographics. There are five key components to the ArtsUnion project:

- an outdoor performance series during the summer and fall months
- an arts and crafts market
- a series of Union Square walking tours that focus on topics ranging from history to culinary diversity
- new street architecture, such as benches, trash barrels, and informational kiosks designed and built by local artisans
- a zoning analysis, zoning changes, and the designation of Union Square as an arts district

2.00 ARTSUNION ECONOMIC IMPACT - METHODOLOGY

The Center for Policy Analysis was retained by Somerville Arts Council to conduct an economic impact analysis of the ArtsUnion project. The program's economic impact is being measured using expenditure data from customer surveys that were administered during four ArtsUnion events.

The estimated total economic impact of ArtsUnion is calculated using the IMPLAN econometrics modeling system, which has been in use since 1979 and is currently used by over 500 private consulting firms, university research centers, and government agencies. This report also provides results from an artist and artisan survey as well as results from a survey conducted through email that focuses on zoning issues.

3.00 ECONOMIC IMPACT ANALYSIS

3.10 IMPLAN ECONOMETRIC MODELING SYSTEM

Economic impacts measure the importance of an economic activity primarily in terms of the employment and personal (labor) income generated by that activity. Economic impacts consist of direct impacts, indirect impacts, and induced impacts. Direct impacts are the economic activities that take place directly on-site. In the case of ArtsUnion, examples of direct impacts include craft/art sales and sales at surrounding businesses due to the ArtsUnion project. Thus, direct impacts are an immediate consequence of art-related economic activity.

Indirect impacts derive primarily from off-site economic activities that are attributable to ArtsUnion. These economic activities occur mainly as a result of non-payroll local expenditures by the project. Local expenditures include a range of operating expenses such as printing, maintenance, and transportation. Indirect impacts differ from direct impacts insofar as they originate entirely off-site, although the indirect impacts would not have occurred in the absence of the ArtsUnion project. Induced impacts are the multiplier effects of the direct and indirect impacts created by successive rounds of spending by employees and proprietors. Total impacts are the sum of the direct, indirect, and induced impacts.

The direct, indirect and induced economic impacts of the ArtsUnion project are specified using IMPLAN (IMpact Analysis for PLANing), which is an econometric modeling system developed by applied economists at the University of Minnesota and the U.S. Forest Service. The IMPLAN modeling system has been in use since 1979 and is currently used by over 500 private consulting firms, university research centers, and government agencies. The Center for Policy Analysis has been a licensed IMPLAN user since 1999 and regularly employs its econometric modeling system in conducting economic and fiscal impact analyses.

The IMPLAN modeling system uses combines the U.S. Bureau of Economic Analysis' Input-Output Benchmarks with other data to construct quantitative models of trade flow relationships between businesses and between businesses and final

consumers. From this data, one can examine the effects of a change in one or several economic activities to predict its effect on a specific state, regional, or local economy (impact analysis). The IMPLAN input-output accounts capture all monetary market transactions for consumption in a given time period. The IMPLAN input-output accounts are based on industry survey data collected periodically by the U.S. Bureau of Economic Analysis and follow a balanced account format recommended by the United Nations.

IMPLAN also includes social accounting data (e.g., personal income and gross state product) that makes it possible to measure non-industrial transactions such as the payment of indirect taxes by businesses and households. The IMPLAN data base provides data coverage for the entire United States by county and has the ability to incorporate user-supplied data at each stage of the model building process to insure that estimates of economic impacts are both up-to-date and specific to an economic target area.² IMPLAN can construct local input-output models in units as small as five-zip code clusters.

IMPLAN's Regional Economic Accounts and the Social Accounting Matrices are used to construct local, county, or state-level multipliers specific to a target economic area. Multipliers describe the response of an economy to a change in demand or production. The multipliers allow economic impact analysis to move from a descriptive input-outputs model to a predictive model. Each industry that produces goods or services generates demand for other goods and services and this demand is multiplied through a particular economy until it dissipates through "leakage" to economies outside the specified area. Thus, multipliers calculate the response of the targeted economic area to a change in demand or production.

IMPLAN models discern and calculate leakage from local, regional, and state economic areas based on workforce configuration, the inputs required by specific types of businesses, and the availability of both inputs in the economic area. Consequently, economic impacts that accrue to other regions or states as a consequence of a change in demand are not counted as impacts within the economic area. The model accounts for substitution and displacement effects by deflating industry-specific multipliers to levels well below those recommended by the U.S. Bureau of Economic Analysis. In addition, multipliers are applied only to personal disposable income to obtain a more realistic estimate of the multiplier effects from increased demand. The reliability of these estimates has been proven through empirical testing (Department of Commerce 1981; Brucker et al 1990).

A predictive model is constructed by specifying a series of new expenditures in a specific economic area (e.g., new employment or construction) which is then applied to

² The IMPLAN modeling system draws on a variety of statistical sources, including the Bureau of Labor Statistics Growth Model, Bureau of the Census, ES-202 employment and earnings data, the Regional Economic Information System (REIS), and the Bureau of Economic Analysis Gross State Product data.

the industry multipliers for that particular region. Based on these calculations, the model estimates final demand, which includes employment, employee compensation (excluding benefits), and point-of-work personal income (including benefits). The initial IMPLAN data details all purchases in a given area, including imported goods and services. Importantly, IMPLAN's Regional Economic Accounts exclude imports to an economic area so the calculation of economic impacts identifies only those impacts specific to the targeted economic area. IMPLAN calculates this distinction by applying Regional Purchase Coefficients (RPC) to predict regional purchases based on an economic area's particular characteristics. The Regional Purchase Coefficient represents the proportion of goods and services that will be purchased regionally under normal circumstances, based on the area's economic characteristics described in terms of actual trade flows within the area.

The Center for Policy Analysis built a combined regional input-output model for Middlesex County, Massachusetts using the IMPLAN Professional 2.0 model building software and county-level data packages.

3.20 DIRECT, INDIRECT, INDUCED, & TOTAL ECONOMIC IMPACTS

Expenditure data was collected through a customer survey to estimate the economic impacts of the ArtsUnion program. Two types of expenditures were recorded: expenditures at the crafts fair/special events and expenditures at surrounding businesses during each of these events.

A total of one craft/art event and three special events were surveyed. This data was extrapolated to account for total spending at the six craft/art events and nine special ArtsUnion events that occurred throughout the summer and fall. Craft/art expenditures were input into IMPLAN Code 412 - Non-Store Retailers. Expenditures made at surrounding businesses were input into the following codes based on the percentage of the total amount spent at each:

<u>Business</u>	<u>IMPlan Code</u>
post office	398
grocery	405
clothing	408
target	410
other	411
banking	425
doctor	465
restaurant/café	481
automobile	483
hair	487
dry cleaner	489

3.30 ECONOMIC IMPACTS

3.31 Craft Markets and Special Events

The total economic impact of the ArtsUnion Craft Markets and Special Events based on attendee expenditures is \$126,329. These programs also created an additional 1.2 full-time equivalent positions (see Table 1).³

Table 1
Total Economic and Employment
Impacts from Craft Markets and Special Events

	Direct	Indirect	Induced	Total
Economic Impact	\$88,805	\$19,302	\$18,222	\$126,329
Employment Impact	0.8	0.2	0.2	1.2

3.32 Union Square Businesses

The total economic impact of ArtsUnion based on expenditures made at Union Square is \$63,967. These expenditures are those that would not have been made if the ArtsUnion program did not exist. In other words, they are a direct result of the ArtsUnion program. These expenditures also created an additional 0.9 full-time equivalent positions (see Table 2).

Table 2
Total Economic and Employment
Impacts from Expenditures at Union Square Businesses

	Direct	Indirect	Induced	Total
Economic Impact	\$ 43,263	\$7,699	\$13,004	\$63,967
Employment Impact	0.7	0.1	0.1	0.9

³ The jobs created are annualized FTEs, that is, they represent year long employment, not simply jobs for the three weeks of the Festival.

3.33 Total Impacts

The total economic impact of ArtsUnion in terms of spending at the Craft Markets/Special Events and at Union Square businesses is \$190,296. These expenditures also created an additional 2.1 full-time equivalent positions (see Table 3).

Table 3
Total Economic and Employment Impacts of ArtsUnion

	Direct	Indirect	Induced	Total
Economic Impact	\$132,068	\$27,001	\$31,226	\$190,296
Employment Impact	1.5	0.3	0.3	2.1

4.00 VISITOR SURVEY

A survey of visitors to ArtsUnion programs was conducted to measure the success of the program. The data is also used as part of the economic impact analysis. A total of 164 surveys were completed at the four different ArtsUnion events listed below. Results of the survey follow.

- Final Crafts Market – September 10, 2005
- Transportation X-Roads – September 10, 2005
- Haitian and African event – September 24, 2005
- Bhangra Bash Event – September 27, 2005

4.10 HOW DID YOU LEARN ABOUT THE ARTSUNION EVENT?

Most respondents learned about the ArtsUnion event while they drove or walked by (31.3%), through a friend (22.1%), from a flyer or poster (19.0%), or from the website/email (11.7%). Respondents are less likely to have heard about the event at school (0.6%), at work (2.5%), or from the newspaper (6.7%).

	Frequency	Percent
saw it while driving/walking by	51	31.3%
a friend	36	22.1%
flyer or poster	31	19.0%
website or email	19	11.7%
newspaper	11	6.7%
other	10	6.1%
at work	4	2.5%
at school	1	0.6%

“Other” ways include:

- at farmer’s market (N=3)
- daughter
- organizer
- singer

4.20 HOW DID YOU GET HERE TODAY?

More than half of respondents walked to the event (51.2%), while 31.1 percent drove, 11.0 percent biked, 3.7 percent rode the bus, 2.4 percent were driven by someone else, and 0.6 percent took a taxi.

	Frequency	Percent
walked	84	51.2%
drove	51	31.1%
biked	18	11.0%
bus	6	3.7%
someone drove me	4	2.4%
taxi	1	0.6%

4.30 HOW MANY TIMES DURING THE SUMMER HAVE YOU ATTENDED AN EVENT?

More than forty percent of respondents (42.9%) were attending the event for the first time, while more than a third of respondents (37.9%) had previously attended at least three events.

	Frequency	Percent
first time	69	42.9%
one time	8	5.0%
two times	23	14.3%
three times	28	17.4%
four times	13	8.1%
five times	20	12.4%

4.40 DO THE CRAFT VENDORS PROVIDE THE TYPES OF CRAFTS YOU EXPECTED?

More than nine in ten respondents (92.6%) indicate that the craft vendors provided the types of crafts that they expected.

	Frequency	Percent
yes	112	92.6%
no	9	7.4%

4.50 HOW MUCH MONEY WOULD YOU ESTIMATE YOU SPENT OR INTEND TO SPEND TODAY AT THE MARKET?

One in five respondents (20.9%) indicate that they did not plan to spend any money at the market, while 58.2 percent planned to spend \$1 to \$24 and 21.0 percent planned to spend \$25 or more.

	Frequency	Percent
\$0	32	20.9%
\$1 - \$24	89	58.2%
\$25 - \$50	24	15.7%
\$51 - \$100	7	4.6%
\$100 - \$200	1	0.7%
>\$200	0	0.0%

4.60 WHICH TYPES OF BUSINESSES HAVE YOU VISITED OR PLAN TO VISIT IN UNION SQUARE TODAY?

More than forty percent of respondents (43.3%) visited or planned to visit a restaurant or café, while 28.7 percent visited or planned to visit a grocery/bakery, and 18.3 percent visited or planned to visit the bank. Smaller percentages of respondents visited or planned to visit other businesses in the area. A quarter of respondents (25.6%) did not plan to visit any businesses.

	Frequency	Percent
restaurant/café	71	43.3%
grocery/bakery/specialty foods	47	28.7%
none	42	25.6%
post office	23	14.0%
Target	15	9.1%
other	9	5.5%
dry cleaner, laundromat, tailor, etc.	8	4.9%
clothing & jewelry boutique	4	2.4%
hair dresser/barber/nails	4	2.4%
auto/motorcycle service & sales	4	2.4%
office (doctor, dentist, insurance, etc.)	1	0.6%
banking	30	18.3%

“Other” businesses include:

- antique store (N=2)
- farmer’s market (N=3)
- Ricky’s Flowers
- lottery
- thrift shop

4.70 HOW MUCH MONEY HAVE YOU SPENT OR PLAN TO SPEND AT OTHER BUSINESSES IN UNION SQUARE DURING YOUR VISIT TODAY?

More than a quarter of respondents (27.7%) did not spend or did not plan to spend any money at other businesses in Union Square, while 52.3 percent spent or planned to spend \$1 to \$24. Twenty percent of respondents (20.0%) spent or planned to spend \$25 or more.

	Frequency	Percent
\$0	43	27.7%
\$1 - \$24	81	52.3%
\$25 - \$50	22	14.2%
\$51 - \$100	7	4.5%
\$100 - \$200	2	1.3%
>\$200	0	0.0%

4.80 DEMOGRAPHIC BACKGROUND

4.81 Where do you live?

More than two-thirds of respondents (67.5%) live in Somerville, while 6.9 percent live in Boston and 6.9 percent live in Cambridge.

Where Do You Live?		
	Frequency	Percent
Somerville	108	67.5%
Boston	11	6.9%
Cambridge	11	6.9%
North Hampton	3	1.9%
Medford	3	1.9%
Brookline	3	1.9%
Cambridge	2	1.3%
Lexington	2	1.3%
Arlington	2	1.3%
Worcester	1	0.6%
Woburn	1	0.6%
Westford	1	0.6%
Gloucester	1	0.6%
Cambridge	1	0.6%
Waltham	1	0.6%
Belmont	1	0.6%
Wellesley Hills	1	0.6%
Providence	1	0.6%
Derry, NH	1	0.6%
New Castle, NH	1	0.6%
Deer Isle, ME	1	0.6%
Katonah, NY	1	0.6%
Warwick, NY	1	0.6%
Brooklyn, NY	1	0.6%

4.82 What language do you primarily speak at home?

Most respondents (93.9%) speak English at home.

	Frequency	Percent
English	155	93.9%
Portuguese	4	2.4%
Haitian Kreyol	3	1.8%
Other	3	1.8%

“Other” languages include:

- French (N=3)
- Hebrew
- Hindu (N=2)
- Nepalese (N=2)
- Slovak

4.83 Country of Origin

More than eighty percent of respondents (83.4%) were born in the United States, while smaller percentages were born in other countries.

	Frequency	Percent
United States	126	83.4%
Canada	6	4.0%
Barbados	2	1.3%
Brazil	2	1.3%
Haiti	2	1.3%
India	2	1.3%
Nepal	2	1.3%
Australia	1	0.7%
France	1	0.7%
Hong Kong	1	0.7%
Israel	1	0.7%
Italy	1	0.7%
Mexico	1	0.7%
Philippines	1	0.7%
Portugal	1	0.7%
Slovak Republic	1	0.7%

4.84 Household Income

More than half of respondents (54.6%) have a household income of less than \$50,000. The state median household income is \$50,502.

	Frequency	Percent
< \$9,999	7	5.0%
\$10,000 - \$19,999	11	7.8%
\$20,000 - \$29,999	24	17.0%
\$30,000 - \$39,999	20	14.2%
\$40,000 - \$49,999	15	10.6%
\$50,000 - \$59,999	13	9.2%
\$60,000 - \$74,999	14	9.9%
\$75,000 - \$99,999	13	9.2%
> \$100,000	24	17.0%

4.85 What is your gender?

Nearly two-thirds of respondents (63.4%) are female.

	Frequency	Percent
male	60	36.6%
female	104	63.4%

4.86 What is your age?

	Frequency	Percent
18 - 24	20	13.1%
25 - 34	56	36.6%
35 - 44	36	23.5%
45 - 54	19	12.4%
55 - 64	18	11.8%
65+	4	2.6%

4.90 OPEN ENDED COMMENTS

- A Somerville/Union Square Gallery - public not private
- ArtsUnion can work with the ADA coordinator and Commission of Disabilities to make some outstanding indoor events showing Somerville's extraordinary service to all citizens!
- Bring back crafts.
- Can we please have a dairy or cheese vendor?
- Elaborate on the Bhangra event. I liked it!
- Event should last longer on nice days
- Excellent event
- Excellent music and dance!
- Fabulous! keep it going!
- Fun!
- Great event (3 responses)
- Keep it going and it'll become a community builder
- Great event! Great musician!
- Great fun!
- Great idea - hope you're back next year!
- Great music!
- Have it more often; provide information on the website
- Have really enjoyed the Saturday morning markets. Please bring them back next year.
- Hooray!
- I'm so glad the farmer's market is here. Thank you!
- I enjoyed the show. Its a good place to take my children.
- I had some posters/flyers for the event in Kreyol. I should've put more up in Union Square.
- I have a huge amount of respect and devotion to the arts!
- I love that this takes place on Saturdays so I can come.
- I love the farmer's market but I worry that it is part of and contributes to the gentrification of Union Square.
- I love the farmer's market!
- I love this food and I hope that this continues each summer. Thanks!
- I wish that the craft fair had been held later
- Its been a treat to spend more time in Union Square
- Just wish for shorter lines at bread and farmer's tents.
- Keep these events going!
- Keep up the good work!
- Love it!
- Love living close to Union Square and am very happy for the farmer's market.
- Love the events. learned a bunch about other cultures and was thoroughly entertained!
- Make more ArtsUnion t-shirts.
- More craft days
- More events and advertising.
- More events!
- More garbage cans
- More variety needed
- Nice mix of vendors!
- Please continue to hold the farmer's market!
- Please encourage all vendors to sell some small things in the \$5-\$15 range. Thanks.

- September and October are the best times for this event because everything is in season.
- Thank you for this wonderful series. Hope to see it again next summer!
- Thanks (3 responses)
- The atmosphere today was the best I've experienced. The traffic today was the worst!
- The farmer's market is great!
- The farmer's market is great. Keep up the good work!
- The pies are goood!!
- This event was very interesting. I'm glad you do it!
- This is awesome! Keep it going!
- This is great. I hope it continues. It makes living in Union Square appealing for the long-term.
- This market is great for the neighborhood. Keep it up!
- Very good work!
- Why is the sale so early? I don't even get up and out of the house on Saturdays before the afternoon
- Wish I found this earlier in the year. The produce selection was great and fresh. I'm looking forward to cooking with my farm fresh items tonight.
- Wish we came sooner!
- Wonderful that there is more going on in Union Square. Great job!
- Would love to see more vendors!
- Your concerts over the last few summers have been great!

5.00 ARTIST AND ARTISAN SURVEY

A survey of artists and artisans was conducted to obtain their opinions about the Craft Fairs, although results of this survey are not part of the economic impact evaluation. A total of twelve surveys were completed. Results of the survey follow.

5.10 WHAT TYPE OF CRAFT/ART DO YOU PRODUCE?

Respondents produce jewelry (5 responses), fiber (5 responses), paper (3 responses), ceramics (1 response), or painting (1 response).

	Frequency	Percent
jewelry	5	41.7%
fiber	5	41.7%
paper	3	25.0%
ceramics	1	8.3%
painting	1	8.3%
glass	0	0.0%
metal	0	0.0%
wood	0	0.0%
basketry	0	0.0%
leather	0	0.0 %

5.20 HOW MANY YEARS HAVE YOU WORKED IN CRAFT/ART PRODUCTION?

Half of respondents have worked in craft/art production from one to five years.

	Frequency	Percent
1 - 5 years	6	50.0%
6 - 10 years	2	16.7%
more than 15 years	4	33.3%

5.30 DO YOU HAVE A WEBSITE?

Eight respondents (66.7%) have a website. Of these, one is a personal website, while 6 are business websites. Four artists sell crafts from their website.

	Frequency	Percent
yes	8	66.7%
no	4	33.3%

5.40 WHAT METHOD DO YOU USE TO HELP SELL YOUR CRAFTS/ART?

Artists and artisans primarily sell their crafts and art through crafts fairs (83.3%) and craft galleries (41.7%), while smaller percentages sell their goods through wholesale distributors (16.7%) and retail outlets (16.7%).

	Frequency	Percent
wholesale/distributors	2	16.7%
retail	2	16.7%
craft galleries	5	41.7%
craft fairs	10	83.3%

5.50 WHAT CRAFT/ART FAIRS/MARKETS DO YOU ATTEND?

Responses include:

- Andover, MA
- ArtBeat, Newburyport MA
- ArtsUnion Craft Markets
- ArtsUnion was my first!
- Attended Arlington Town Day 2005
- Austin Prep Harvest Fair
- Bazaar Bizarre
- Beth Israel Deaconess Medical Center Employee Craft Fair
- Beverly Arts Fest
- Greeley Park Nashua, NH
- Heritage Chorale
- Lexington chamber of commerce
- Manchester, NH
- MassArt Alumni/Student Art Sale
- May Fair in Harvard Square
- Participate in Somerville Open Studios (N=2)
- Renegade Craft Fair

5.60 INCOME FROM SALES

5.61 What is your income from selling at craft/art shows a year?

Nearly three-quarters of respondents (72.7%) make less than \$5,000 per year selling at art/craft shows, while 27.3 percent make \$5,000 to \$15,999.

	Frequency	Percent
< \$5,000	8	72.7%
\$5,000 - \$15,999	3	27.3%
\$16,000 - \$25,999	0	0.0%
\$26,000 - \$35,999	0	0.0%
\$26,000 - \$45,999	0	0.0%
> \$46,000	0	0.0%

5.62 What percentage of your sales this season came from selling your crafts in Union Square?

More than half of respondents (54.5%) indicate that less than 10 percent of their season's sales came from selling their crafts in Union Square, while 18.2 percent indicate that 91% to 100% of their sales came from selling their crafts in Union Square.

	Frequency	Percent
< 10%	6	54.5%
10% - 20%	2	18.2%
31% - 40%	1	9.1%
91-100%	2	18.2%

5.63 What is your individual gross income from the sales of crafts/art and craft related work?

More than eighty percent of respondents (81.8%) indicate that their gross income from the sales of crafts/art is less than \$5,000.

	Frequency	Percent
< \$5,000	9	81.8%
\$5,000 - \$15,999	2	18.2%
\$16,000 - \$25,999	0	0.0%
\$26,000 - \$35,999	0	0.0%
\$36,000 - \$45,999	0	0.0%
> \$46,000	0	0.0%

5.64 In addition to getting income from selling crafts and art, from what other sources do you receive income?

Responses include:

- commissioned paintings and portraits
- counseling and health work
- day job working at Boston College
- freelance editing
- full-time work at Harvard University
- full-time accessories design student but in past worked at Beth Israel
- my husband works
- teaching
- work for a technology company as a Product Specialist doing pre-sales demos

(Note: Three respondents do not receive any income outside of selling crafts/art.)

5.70 DEMOGRAPHIC BACKGROUND

5.71 What is your gender?

Eleven respondents are female and one is male.

	Frequency	Percent
male	1	8.3%
female	11	91.7%

5.72 What is your age?

All respondents are between the ages of 26 - 55.

	Frequency	Percent
under 18	0	0.0%
19 - 25	0	0.0%
26 - 35	4	33.3%
36 - 45	4	33.3%
46 - 55	4	33.3%
56 - 65	0	0.0%
65 +	0	0.0%

5.73 Are you from Somerville?

Only 1 of the 12 respondents is from Somerville.

5.74 How many years have you lived in the Somerville/Greater Boston Area?

Nearly half of respondents (45.5%) have lived in the Somerville/Greater Boston area for more than fifteen years.

	Frequency	Percent
6 - 10 years	2	18.2%
11 - 15 years	4	36.4%
15 + years	5	45.5%

5.75 Are you the head of your household?

Nearly two-thirds of respondents (63.6%) are head of their household.

	Frequency	Percent
yes	7	63.6%
no	4	36.4%

5.76 How many members in your household?

The average number of members in each household is 2.6.

	Frequency	Percent
1 member	3	25.0%
2 members	5	41.7%
4 members	3	25.0%
over 6 members	1	8.3%

5.77 What is your education level?

All respondents have at least some college experience, with 81.8 percent having a Bachelor's degree or higher.

	Frequency	Percent
Some college	1	9.1%
Associate degree	1	9.1%
Bachelor degree	7	63.6%
Advanced degree	2	18.2%

5.80 WOULD YOU RETURN TO THE ARTSUNION MARKET IN UNION SQUARE?

All but one respondent indicated that they would return to the ArtsUnion Market in Union Square. Three respondents did not respond to the question.

5.90 OPEN-ENDED COMMENTS

- I've dabbled in all sorts of creative pursuits my whole life, and at the age of 36 I finally found something creative to do that I really enjoyed. I have also lived in Somerville for 13 years. ArtsUnion and the craft market was the perfect opportunity.
- I attended ArtsUnion twice this summer, once in July and once in August. I had a good day in July but made only half as many sales in August. While the farmers booths were busy on the August day, shoppers were walking by the crafts booths without looking.
- I enjoyed being at the market. Not sure if I could afford to do it with a fee, though. A little difficult to compliment fruits and vegetables, etc. Although, people liked to look and appreciated the concept of farmers and crafters. Thank you.
- I had a wonderful experience but found that most people were interested in the smaller/cheaper objects. I did really well because I had a lot of pots for sale in the \$5-\$10 price range, while my booth-mate had a lot of more expensive pieces.
- I would like the arts/crafts portion of the market to last until 3 or 4pm if possible, while the Farmer's Market could still be over at 1pm. This has been the only craft market I have participated that ends so early in the day.
- It was my impression that the folks wandering through Arts Union were more interested in the veggies at the Farmer's Market than in the arts and crafts. If I had to pay a fee to participate in a future event, it wouldn't be worth my while to do ArtsUnion.
- Keep up the good work
- Participating in the ArtsUnion was a wonderful experience which I would love to take part in again. I would however suggest that the Craft Fair be held a little later in the day to maximize the number of customers who attend
- The ArtsUnion craft market was excellent! I think its great for crafters, but it was well-attended and I know many people who were excited to have the event in their neighborhood. I hope it continues next year. I know Magpie will apply and participate

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APPENDIX A – SURVEY INSTRUMENTS

ArtsUnion and the Somerville Arts Council Survey for the Artists & Artisans of the ArtsUnion Crafts Market

ArtsUnion is a cultural economic development project. This grant project requires that we evaluate our success. With this survey, we are hoping to measure the positive economic impact that the ArtsUnion Craft Market has had on your career. Please fill out this survey by October 1, 2005 and email it to artsunionsomerville@yahoo.com or mail to: ArtsUnion Craft Market Survey, Somerville Arts Council, 50 Evergreen Ave, Somerville MA, 02145.

Thank you very much for your feedback and for participating in this first year of ArtsUnion!

1. What type of craft/art do you produce? Check as many as apply.

- Glass_____
- Ceramics/Porcelain_____
- Metal_____
- Jewelry_____
- Paper_____
- Wood_____
- Fiber/Fabrics_____
- Basketry_____
- Leather_____
- Paintings_____

2. How many years have you worked in craft/art production?

- Less than one_____
- 1-5 years_____
- 6-10 years_____
- 11-15 years_____
- More than 15 years_____

3. Do you have a website?

- Yes_____ No_____

4. If yes, what kind of website is it?

- Personal website_____
- Business website_____
- Other (please specify) _____

5. Do you sell any of your crafts from the website?

- Yes_____ No_____

6. What method do you use to help sell your crafts/art? Check as many as apply.

- Wholesale/Distributors_____
- Retail_____
- Craft Galleries_____
- Craft Fairs_____

7. Which craft/art fairs/markets do you attend?

8. What is your income from selling at craft/art shows a year?

- Less than \$5,000 _____
- \$5,000-\$15,999 _____
- \$16,000-\$25,999 _____
- \$26,000-\$35,999 _____
- \$36,000-\$45,999 _____
- More than \$46,000 _____

9. What percentage of your sales this season came from selling your crafts in Union Square?

- Less than 10% _____
- 10-20% _____
- 21-30% _____
- 31-40% _____
- 41-50% _____
- 51-60% _____
- 61-70% _____
- 71-80% _____
- 81-90% _____
- 91-100% _____

10. What is your individual gross income from the sale of crafts/art and craft related work?

- Less than \$5,000 _____
- \$5,000-\$15,999 _____
- \$16,000-\$25,999 _____
- \$26,000-\$35,999 _____
- \$36,000-\$45,999 _____
- More than \$46,000 _____

11. In addition to getting income from selling crafts/art from what other sources do you receive income?

I do not receive any income outside of selling crafts _____

Demographics:

12. Gender:

Male _____

Female _____

13. Age:

Under 18 _____

19-25 _____

26-35 _____

36-45 _____

46-55 _____

56-65 _____

Over 65 _____

14. Are you originally from Somerville?

Yes _____ No _____

15. If no, how many years have you lived in Somerville/greater Boston area?

Less than 1 _____

2-5 _____

6-10 _____

11-15 _____

More than 15 _____

16. Are you the head of your household?

Yes _____ No _____

17. How many members in your household?

1 _____

2 _____

3 _____

4 _____

5 _____

5+ _____

18. Education Level:

Less than high school _____

High School _____

Some College _____

Associates Degree _____

Bachelors Degree _____

Advanced Degree _____

19. Would you return to the ArtsUnion Market in Union Square?

Yes _____ No _____

20. Other comments:

THANK YOU AGAIN and remain in touch.



ArtsUnion Customer Survey

Thank you for helping us make Union Square a better place to be! The ArtsUnion initiative is working to improve Union Square and your input is very important to us. Please take a few moments to answer the following questions. Your answers are completely confidential.

1. How did you learn about this ArtsUnion event?

- | | |
|---|--------------------------------------|
| <input type="checkbox"/> Flyer or poster | <input type="checkbox"/> Newspaper |
| <input type="checkbox"/> At School | <input type="checkbox"/> TV or radio |
| <input type="checkbox"/> At Work | <input type="checkbox"/> Other _____ |
| <input type="checkbox"/> Website or email | <input type="checkbox"/> |
| <input type="checkbox"/> Saw it while driving or walking by | |
| <input type="checkbox"/> A friend told me | |

2. How did you get here today?

- | | |
|---------------------------------------|---|
| <input type="checkbox"/> I drove | <input type="checkbox"/> Someone drove me |
| <input type="checkbox"/> I walked | <input type="checkbox"/> Other _____ |
| <input type="checkbox"/> I biked | |
| <input type="checkbox"/> I took a bus | |

3. How many times during the summer/fall have attended an event?

- | | |
|--|--------------------------------------|
| <input type="checkbox"/> This is my first time | <input type="checkbox"/> Three times |
| <input type="checkbox"/> Once | <input type="checkbox"/> Four times |
| <input type="checkbox"/> Twice | <input type="checkbox"/> Five times |

4. Do the craft vendors provide the types of crafts you expected?

- Yes
 No, I would like to be able to buy (please list)

5. How much money would you estimate you spent or intend to spend today at the market?

- | | |
|---------------------------------------|---|
| <input type="checkbox"/> \$0 | <input type="checkbox"/> \$51 to \$100 |
| <input type="checkbox"/> \$1 to \$24 | <input type="checkbox"/> \$100 to \$200 |
| <input type="checkbox"/> \$25 to \$50 | More than \$200 _____ (how much) |

6. Which types of businesses have you visited or plan to visit in Union Square today? Check all that apply.

- None
- Banking
- Grocery, bakery and specialty foods
- Restaurant/Café
- Clothing and jewelry boutique
- Hair dresser/barber/nails
- Auto/motorcycle service & sales
- Dry cleaner, laundromat, tailor, etc.
- Office (doctor, dentist, insurance, etc.)
- Post Office
- Target
- Other: _____

7. How much money have you spent or plan to spend at other businesses in Union Square during your visit today?

- | | |
|---------------------------------------|---|
| <input type="checkbox"/> \$0 | <input type="checkbox"/> \$51 to \$100 |
| <input type="checkbox"/> \$1 to \$24 | <input type="checkbox"/> \$100 to \$200 |
| <input type="checkbox"/> \$25 to \$50 | More than \$200 _____ (how much) |

8. Zip code where you live _____

9. What language do you speak at home?
(Pick the one you speak the most.)

- | | |
|---|---|
| <input type="checkbox"/> English | <input type="checkbox"/> Japanese |
| <input type="checkbox"/> Portuguese | <input type="checkbox"/> Korean |
| <input type="checkbox"/> Spanish | <input type="checkbox"/> Chinese (Mandarin/Cantonese) |
| <input type="checkbox"/> Haitian Kreyol | <input type="checkbox"/> Tibetan |
| <input type="checkbox"/> Italian | <input type="checkbox"/> Vietnamese |
| <input type="checkbox"/> Other: _____ | |

10. What is your country of origin? _____

11. Which of these broad categories best describes your household income from all sources last year?

- Less than \$9,999
- \$10,000 to \$19,999
- \$20,000 to \$29,999
- \$30,000 to \$39,999
- \$40,000 to \$49,999
- \$50,000 to \$59,999
- \$60,000 to \$74,999
- \$75,000-\$99,999
- \$100,000 and over

12. Gender:
Male Female

13. What is your age? _____

Do you have any other comments, or suggestions? Thank you for your time

For office use only: _____
Survey date: _____
Survey time: _____

APPENDIX B – FREQUENCIES

Artist Survey

GLASS

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid no	12	100.0	100.0	100.0

CERAMICS

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid no	11	91.7	91.7	91.7
yes	1	8.3	8.3	100.0
Total	12	100.0	100.0	

METAL

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid no	12	100.0	100.0	100.0

JEWELRY

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid no	7	58.3	58.3	58.3
yes	5	41.7	41.7	100.0
Total	12	100.0	100.0	

PAPER

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid no	9	75.0	75.0	75.0
yes	3	25.0	25.0	100.0
Total	12	100.0	100.0	

WOOD

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid no	12	100.0	100.0	100.0

FIBER

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid no	7	58.3	58.3	58.3
yes	5	41.7	41.7	100.0
Total	12	100.0	100.0	

BASKETRY

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid no	12	100.0	100.0	100.0

LEATHER

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid no	12	100.0	100.0	100.0

PAINTING

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid no	11	91.7	91.7	91.7
yes	1	8.3	8.3	100.0
Total	12	100.0	100.0	

how many years have you worked in craft/art production?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1-5 years	6	50.0	50.0	50.0
6-10 years	2	16.7	16.7	66.7
more than 15 years	4	33.3	33.3	100.0
Total	12	100.0	100.0	

do you have a website?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid no	4	33.3	33.3	33.3
yes	8	66.7	66.7	100.0
Total	12	100.0	100.0	

if yes, what kind of website is it?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	personal website	1	8.3	14.3	14.3
	business website	6	50.0	85.7	100.0
	Total	7	58.3	100.0	
Missing	System	5	41.7		
Total		12	100.0		

do you sell any of your crafts from the website?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	no	4	33.3	50.0	50.0
	yes	4	33.3	50.0	100.0
	Total	8	66.7	100.0	
Missing	System	4	33.3		
Total		12	100.0		

wholesale/distribution method

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	2	16.7	100.0	100.0
Missing	System	10	83.3		
Total		12	100.0		

retail

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	2	16.7	100.0	100.0
Missing	System	10	83.3		
Total		12	100.0		

craft galleries

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	5	41.7	100.0	100.0
Missing	System	7	58.3		
Total		12	100.0		

craft fairs

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid yes	10	83.3	100.0	100.0
Missing System	2	16.7		
Total	12	100.0		

which craft/art fairs/markets do you attend?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	16.7	16.7	16.7
ArtBeat, Newburyport MA; ArtsUnin Craft Markets, Greeley Park Nashua, NH; Manchester, NH; Andover MA	1	8.3	8.3	25.0
ArtsUnion was my first!	1	8.3	8.3	33.3
Attended Arlington Town Day 2005, Participate in Somerville Open Studios	1	8.3	8.3	41.7
Bazaar Bizarre, Renegade Craft Fair, May Fair in Harvard Square	1	8.3	8.3	50.0
Beth Israel Deaconess Medical Center Employee Craft Fair	1	8.3	8.3	58.3
lexington chamber of commerce, beverly arts fest, austin prep harvest fair, heritage chorale, etc...	1	8.3	8.3	66.7
MassArt Alumni/Student Art Sale	1	8.3	8.3	75.0
one day shows and 2 or 3 day shows	1	8.3	8.3	83.3
open studios; various opportunities	1	8.3	8.3	91.7
too numerous to list	1	8.3	8.3	100.0
Total	12	100.0	100.0	

what is your income from selling at craft/art shows a year?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid less than \$5000	8	66.7	72.7	72.7
\$5,000-\$15,999	3	25.0	27.3	100.0
Total	11	91.7	100.0	
Missing System	1	8.3		
Total	12	100.0		

what percentage of your sales this season came from selling your crafts in Union Square?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	less than 10%	6	50.0	54.5	54.5
	10-20%	2	16.7	18.2	72.7
	31-40%	1	8.3	9.1	81.8
	91-100%	2	16.7	18.2	100.0
	Total	11	91.7	100.0	
Missing	System	1	8.3		
Total		12	100.0		

what is your individual gross income from the sale of crafts/art and craft related work?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	less than \$5000	9	75.0	81.8	81.8
	\$5000-\$15999	2	16.7	18.2	100.0
	Total	11	91.7	100.0	
Missing	System	1	8.3		
Total		12	100.0		

in addition to getting income from selling crafts/art from what other sources do you receive income?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		3	25.0	25.0	25.0
	commissioned paintings and portraits	1	8.3	8.3	33.3
	counseling and health work	1	8.3	8.3	41.7
	day-job working at Boston College	1	8.3	8.3	50.0
	freelance editing	1	8.3	8.3	58.3
	full-time work at Harvard University	1	8.3	8.3	66.7
	fulltime accessories design student but in past worked at Beth Israel	1	8.3	8.3	75.0
	my husband works	1	8.3	8.3	83.3
	teaching	1	8.3	8.3	91.7
	work for a technology company as a Product Specialist doing pre-sales demos	1	8.3	8.3	100.0
	Total	12	100.0	100.0	

I do not receive any income outside of selling crafts

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid yes	3	25.0	100.0	100.0
Missing System	9	75.0		
Total	12	100.0		

What is your gender?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid male	1	8.3	8.3	8.3
female	11	91.7	91.7	100.0
Total	12	100.0	100.0	

what is your age?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 26-35	4	33.3	33.3	33.3
36-45	4	33.3	33.3	66.7
46-55	4	33.3	33.3	100.0
Total	12	100.0	100.0	

are you from Somerville?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid no	11	91.7	91.7	91.7
yes	1	8.3	8.3	100.0
Total	12	100.0	100.0	

If no, how many years have you lived in Somerville/greater Boston area?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 6-10	2	16.7	18.2	18.2
11-15	4	33.3	36.4	54.5
more than 15	5	41.7	45.5	100.0
Total	11	91.7	100.0	
Missing System	1	8.3		
Total	12	100.0		

are you the head of your household?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	no	4	33.3	36.4	36.4
	yes	7	58.3	63.6	100.0
	Total	11	91.7	100.0	
Missing	System	1	8.3		
Total		12	100.0		

how many members in your household?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 member	3	25.0	25.0	25.0
	2 members	5	41.7	41.7	66.7
	4 members	3	25.0	25.0	91.7
	6+ members	1	8.3	8.3	100.0
	Total	12	100.0	100.0	

what is your education level?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	some college	1	8.3	9.1	9.1
	associate degree	1	8.3	9.1	18.2
	bachelor degree	7	58.3	63.6	81.8
	advanced degree	2	16.7	18.2	100.0
	Total	11	91.7	100.0	
Missing	System	1	8.3		
Total		12	100.0		

would you return to the Arts Union Market in Union Square?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	no	1	8.3	11.1	11.1
	yes	8	66.7	88.9	100.0
	Total	9	75.0	100.0	
Missing	System	3	25.0		
Total		12	100.0		

Customer Survey

how did you learn about this ArtsUnion event?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid flyer or poster	31	18.9	19.0	19.0
at school	1	.6	.6	19.6
at work	4	2.4	2.5	22.1
website or email	19	11.6	11.7	33.7
saw it while driving or walking by	51	31.1	31.3	65.0
a friend told me	36	22.0	22.1	87.1
newspaper	11	6.7	6.7	93.9
other	10	6.1	6.1	100.0
Total	163	99.4	100.0	
Missing System	1	.6		
Total	164	100.0		

What other way did you learn about the ArtsUnion Event?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	157	95.7	95.7	95.7
at farmer's market	1	.6	.6	96.3
daughter	1	.6	.6	97.0
drove by	1	.6	.6	97.6
farmer's market	2	1.2	1.2	98.8
organizer	1	.6	.6	99.4
singer	1	.6	.6	100.0
Total	164	100.0	100.0	

how did you get here today?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid I drove	51	31.1	31.1	31.1
I walked	84	51.2	51.2	82.3
I biked	18	11.0	11.0	93.3
I took a bus	6	3.7	3.7	97.0
Someone drove me	4	2.4	2.4	99.4
Other	1	.6	.6	100.0
Total	164	100.0	100.0	

what other way did you get here today?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	163	99.4	99.4	99.4
taxicab	1	.6	.6	100.0
Total	164	100.0	100.0	

how many times during the summer/fall have you attended an event?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	69	42.1	42.9	42.9
this is my first time	8	4.9	5.0	47.8
once	23	14.0	14.3	62.1
twice	28	17.1	17.4	79.5
three times	13	7.9	8.1	87.6
four times	20	12.2	12.4	100.0
five times	161	98.2	100.0	
Total	3	1.8		
Missing	System			
Total	164	100.0		

Do the craft vendors provide the types of crafts you expected?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	9	5.5	7.4	7.4
no	112	68.3	92.6	100.0
yes	121	73.8	100.0	
Total	43	26.2		
Missing	System			
Total	164	100.0		

How much money would you estimate you spent or intend to spend today at the market?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	32	19.5	20.9	20.9
\$0	89	54.3	58.2	79.1
\$1 to \$24	24	14.6	15.7	94.8
\$25 to \$50	7	4.3	4.6	99.3
\$51 to \$100	1	.6	.7	100.0
\$100 to \$200	153	93.3	100.0	
Total	11	6.7		
Missing	System			
Total	164	100.0		

visit no businesses

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid yes	42	25.6	100.0	100.0
Missing System	122	74.4		
Total	164	100.0		

Banking

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid yes	30	18.3	100.0	100.0
Missing System	134	81.7		
Total	164	100.0		

Grocery, bakery and specialty foods

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid yes	47	28.7	100.0	100.0
Missing System	117	71.3		
Total	164	100.0		

Restaurant/cafe

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid yes	71	43.3	100.0	100.0
Missing System	93	56.7		
Total	164	100.0		

Clothing and jewelry boutique

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid yes	4	2.4	100.0	100.0
Missing System	160	97.6		
Total	164	100.0		

Hair dresser/barber/nails

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid yes	4	2.4	100.0	100.0
Missing System	160	97.6		
Total	164	100.0		

Auto/motorcycle service & sales

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid yes	4	2.4	100.0	100.0
Missing System	160	97.6		
Total	164	100.0		

Dry cleaner, laundromat, tailor, etc..

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid yes	8	4.9	100.0	100.0
Missing System	156	95.1		
Total	164	100.0		

Office (doctor, dentist, tailor, etc....)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid yes	1	.6	100.0	100.0
Missing System	163	99.4		
Total	164	100.0		

Post Office

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid yes	23	14.0	100.0	100.0
Missing System	141	86.0		
Total	164	100.0		

Target

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid yes	15	9.1	100.0	100.0
Missing System	149	90.9		
Total	164	100.0		

Other type of business

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid yes	9	5.5	100.0	100.0
Missing System	155	94.5		
Total	164	100.0		

What other type of business?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	156	95.1	95.1	95.1
antique store	2	1.2	1.2	96.3
disability access meetings for Somerville	1	.6	.6	97.0
farmer's market	2	1.2	1.2	98.2
farmer's market; Ricky's flowers	1	.6	.6	98.8
lottery	1	.6	.6	99.4
thrift shop	1	.6	.6	100.0
Total	164	100.0	100.0	

How much money have you spent or plan to spend at other businesses in Union Square during your visit today?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid \$0	43	26.2	27.7	27.7
\$1 to \$24	81	49.4	52.3	80.0
\$25 to \$50	22	13.4	14.2	94.2
\$51 to \$100	7	4.3	4.5	98.7
\$100 to \$200	2	1.2	1.3	100.0
Total	155	94.5	100.0	
Missing System	9	5.5		
Total	164	100.0		

How much more than \$200?

	Frequency	Percent
Missing System	164	100.0

What language do you speak at home?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid English	154	93.9	93.9	93.9
Portuguese	4	2.4	2.4	96.3
Spanish	1	.6	.6	97.0
Haitain Kreyol	2	1.2	1.2	98.2
other language	3	1.8	1.8	100.0
Total	164	100.0	100.0	

what other language do you speak?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	155	94.5	94.5	94.5
French	3	1.8	1.8	96.3
Hebrew	1	.6	.6	97.0
hindu	2	1.2	1.2	98.2
Nepalese	1	.6	.6	98.8
Nepali	1	.6	.6	99.4
Slovak	1	.6	.6	100.0
Total	164	100.0	100.0	

what is your country of origin?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	13	7.9	7.9	7.9
Australia	1	.6	.6	8.5
Barbados	2	1.2	1.2	9.8
Brazil	2	1.2	1.2	11.0
Canada	6	3.7	3.7	14.6
France	1	.6	.6	15.2
Haiti	2	1.2	1.2	16.5
Hong Kong	1	.6	.6	17.1
India	2	1.2	1.2	18.3
Israel	1	.6	.6	18.9
Italy	1	.6	.6	19.5
Mexico	1	.6	.6	20.1
Nepal	2	1.2	1.2	21.3
Phillipines	1	.6	.6	22.0
Portugal	1	.6	.6	22.6
Slovak Republic	1	.6	.6	23.2
USA	126	76.8	76.8	100.0
Total	164	100.0	100.0	

Which of these broad categories best describes your household income from all sources last year?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	less than \$9,999	7	4.3	5.0	5.0
	\$10,000 to \$19,999	11	6.7	7.8	12.8
	\$20,000 to \$29,999	24	14.6	17.0	29.8
	\$30,000 to \$39,999	20	12.2	14.2	44.0
	\$40,000 to \$49,999	15	9.1	10.6	54.6
	\$50,000 to \$59,999	13	7.9	9.2	63.8
	\$60,000 to \$74,999	14	8.5	9.9	73.8
	\$75,000 to \$99,999	13	7.9	9.2	83.0
	\$100,000 and over	24	14.6	17.0	100.0
	Total	141	86.0	100.0	
Missing	System	23	14.0		
	Total	164	100.0		

What is your gender?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	male	60	36.6	36.6	36.6
	female	104	63.4	63.4	100.0
	Total	164	100.0	100.0	

age recode

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-24	20	12.2	13.1	13.1
	25-34	56	34.1	36.6	49.7
	35-44	36	22.0	23.5	73.2
	45-54	19	11.6	12.4	85.6
	55-64	18	11.0	11.8	97.4
	65+	4	2.4	2.6	100.0
		Total	153	93.3	100.0
Missing	System	11	6.7		
	Total	164	100.0		