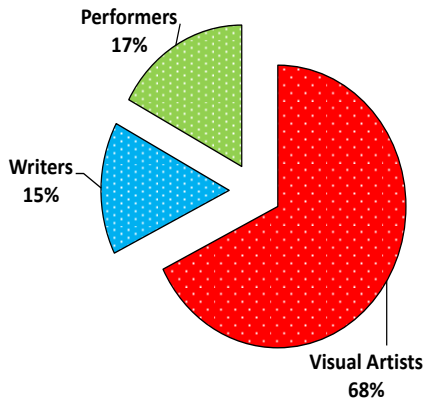


2012 MONTANA ARTISTS STUDY EXECUTIVE SUMMARY

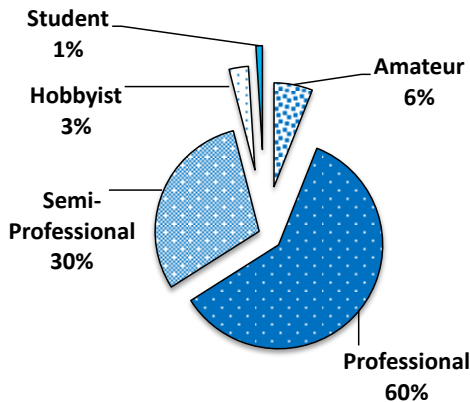
TOTAL RESPONSE: 792 PERFORMERS AND WRITERS AND VISUAL ARTISTS Survey conducted by the Montana Arts Council

© Montana Arts Council 2012

Artistic Discipline



Professionalism



IN A NUTSHELL:

The term "artist" in this report includes writers, performers, visual artists and artists in all styles within those disciplines.

Artists across Montana were asked during May/June 2012 to participate in this major survey. Invites were issued through "State of the Arts", email lists to artists in the Montana Arts Council (MAC) database, Facebook and other e-newsletters. The survey was done online through Survey Monkey.

- A total of 792 Montana artists participated:
 - 605 Visual Artists: Painter, Craft, Sculptor, Photography, Media
 - 157 Performers: Music, Theater, Dance
 - 138 Writers: Fiction, Nonfiction, Poetry, Playwright, Screenwriter

Some artists work in more than one artistic category or discipline, hence the numbers above total more than 792. This breakdown of arts disciplines is similar to the ratio in MAC's overall database.

- Visual artists are the largest group of respondents (68%).
- 62% of all artist respondents live in or near the six largest cities (urban) in Montana. The number of artists responding:

Missoula	128	Helena	60
Bozeman	89	Great Falls	29
Billings	61	Butte	14
- 38% of all artists responding live in rural Montana outside of those six urban areas. Of these rural artists, close to 2/3 live in western Montana, 1/4 in central Montana and 1/10th in eastern Montana.
- There were no major differences between responses from artists living in rural Montana compared to those living in Montana's largest six cities, except as noted in this report.
- Of the artists responding, the following percentages made over \$15,000 last year from the sale of their art or teaching their art:
 - Performing artists: 37%
 - Visual artists: 25%
 - Writers: 21%

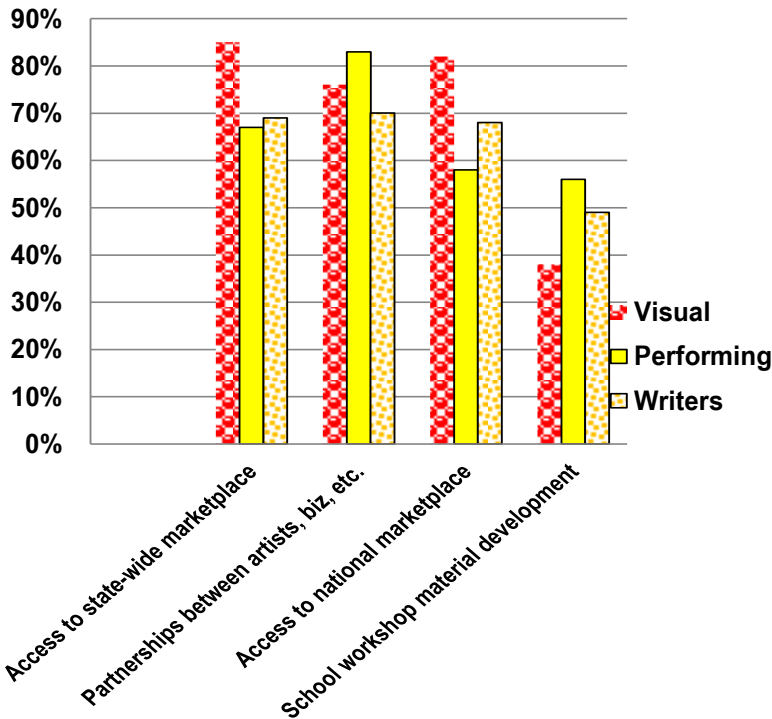
ARTIST PROFILES

- 9 out of 10 **Visual Artists** taking part in the survey consider themselves professional or semi-professional. Over half describe their style as contemporary, abstract or experimental. Painters are in the majority (52%) of the visual arts group. Over half live in the six largest cities, and of these, Bozeman artists (14%) edged out Missoula artists (13%) among all respondents. As to rural artists, close to two-thirds live in western Montana, with 27% residing in central Montana and 10% living in the eastern part of the state.
- 95% of the **Performing Artists** who participated in the survey are professional or semi-professional. Close to half are musicians, one third are in theatre and the balance in the dance field. 80% of the respondents live in the six largest cities. Slightly over half live in rural or urban communities west of the divide.
- 85% of the **Writers** responding to the survey are professional or semi-professional. Fiction writers comprised over half of the responding writers, with poets comprising 27% and playwright/screenwriters comprising 15%. Two-thirds of all responding writers live in Montana's largest six communities. Half of all respondents live in rural or urban communities west of the continental divide.

2012 MONTANA ARTISTS STUDY EXECUTIVE SUMMARY

MARKETING ASSISTANCE IS THE TOP IDENTIFIED NEED

How helpful would the following marketing assistance be?

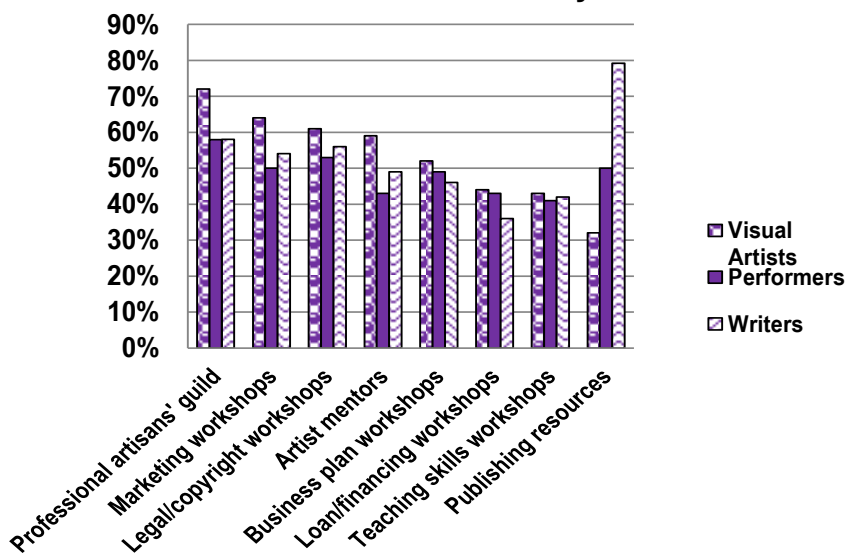


MARKETING ASSISTANCE

- The marketing question received among the largest number of responses to any question in the survey, with the vast majority of artists in all fields stating that marketing assistance at the local, state or national levels would be helpful or very helpful.
- Visual artists ranked this especially high, with over 75% of the respondents citing this marketing assistance as helpful or very helpful.

BUSINESS OR ARTISTIC ADVISORY PROGRAMS

How helpful would the following business or artistic services be to you?

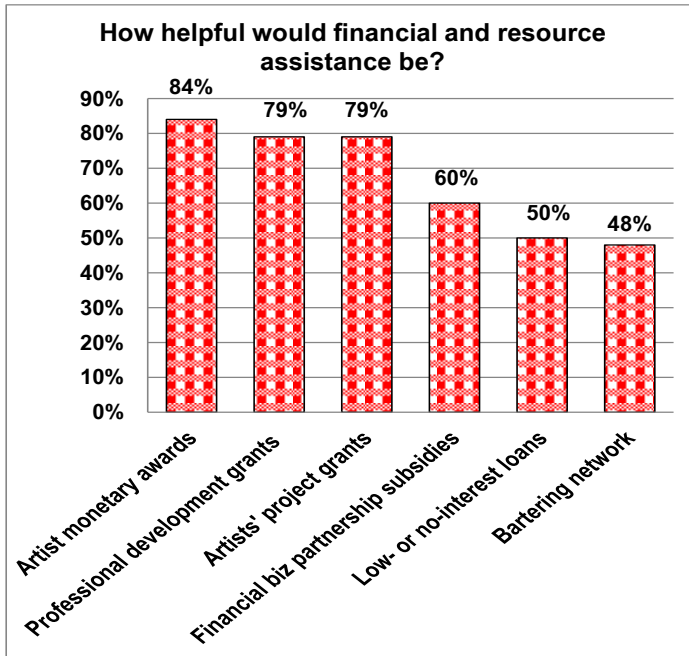


BUSINESS/ARTISTIC ADVICE

- Two-thirds of all responding artists, regardless of their discipline, believed a professional artisans' guild would be helpful or very helpful.
- Artists living in rural Montana rated an artisan's guild 8% more important than urban artists.
- Over half the total artists responding in all fields also thought workshops in marketing and legal, contract and copyright issues would be helpful or very helpful.
- Artist mentors were also ranked as helpful or very helpful by roughly half of the visual artists and writers.
- Publishing resources outranked all answers in terms of services writers believed would be of assistance.

2012 MONTANA ARTISTS STUDY EXECUTIVE SUMMARY

FINANCIAL AND RESOURCE ASSISTANCE



FINANCIAL/RESOURCE ASSISTANCE

- Artist monetary awards remain the #1 answer to helpful financial resources. The Montana Arts Council's (MAC's) Artist's Innovation Awards are an example of these types of awards. Currently, ten \$3,000 awards are given every two years in the visual arts, performing and literature disciplines (\$30,000 total.)
- The next two top choices (at 80% each) are professional development and artists' project grants.
- Both professional development and artists' project grants are available through MAC's Strategic Investment Grants (see below.)

MAC'S STRATEGIC INVESTMENT GRANTS

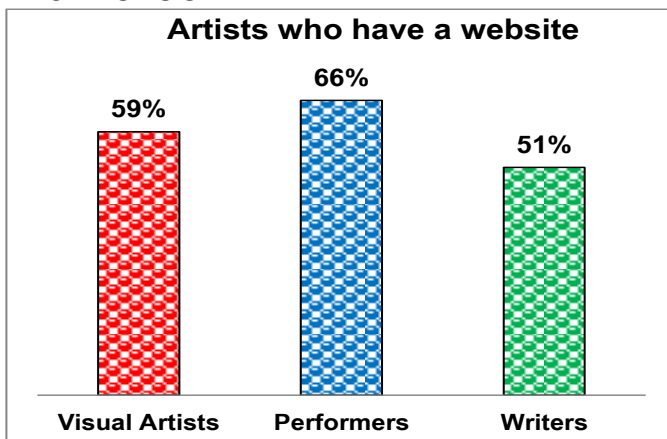
Are you familiar with MAC's Strategic Investment Grants?



MAC'S STRATEGIC INVESTMENT GRANTS

- Two-thirds of all respondents were NOT familiar with MAC's Strategic Investment grants of \$1,000. These grants fund individual artists in four grant categories: Marketing Expansion, Professional Development/Networking, Community Outreach and Emergencies. Deadlines are monthly and grants require a 1:1 match in cash and/or in-kind funds. For information on this grant program, which has a monthly deadline, visit http://art.mt.gov/orgs/orgs_sig.asp

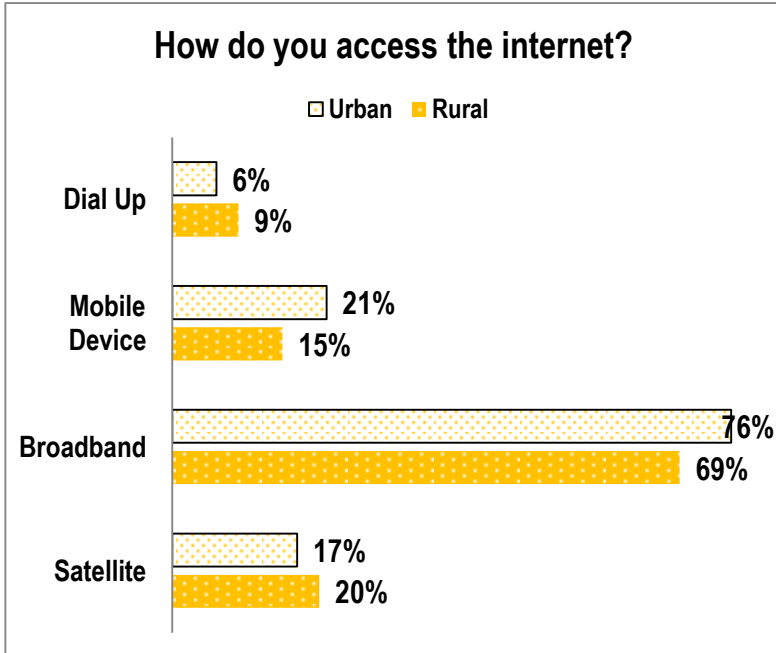
TECHNOLOGY



WEBSITES

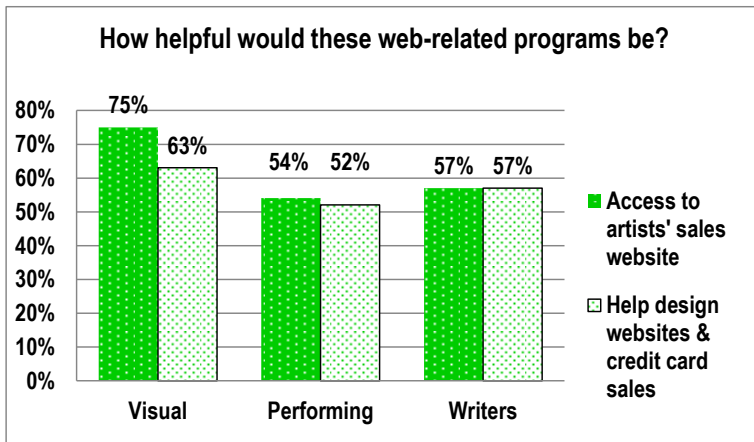
- Three out of five visual artists have websites.
- When you look at the break-out by discipline, performers have the highest percentage (66%) of websites and writers the lowest (51%).
- When comparing rural to urban artists of all disciplines in Montana:
 - 55% of rural artists have websites
 - 59% of artists in the six largest cities have websites

2012 MONTANA ARTISTS STUDY EXECUTIVE SUMMARY



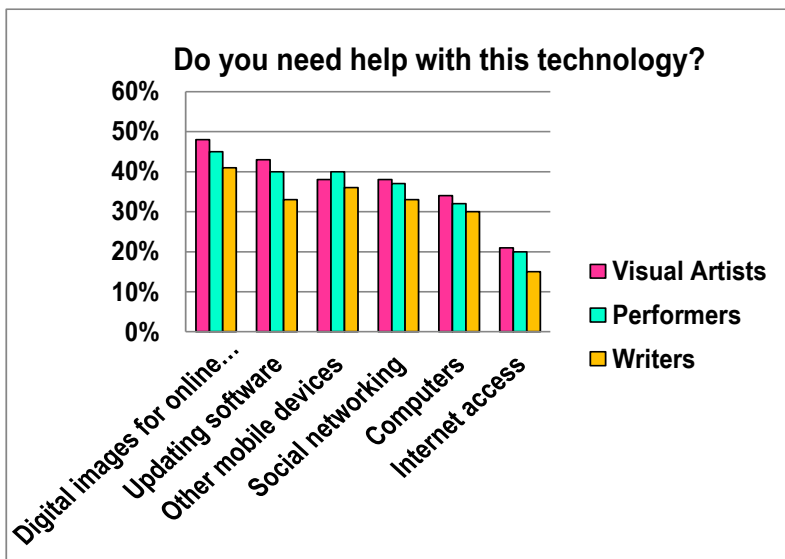
INTERNET ACCESS

- 75% of urban artists responding have broadband capability, compared to 69% of rural artists.
- It is heartening that less than 10% of all artists have to contend with dial-up access.
- It is a bit surprising that there is such strong broadband availability in rural areas.
- Total usage adds up to more than 100% because some have more than one way to access the internet.



WEBSITE ASSISTANCE

- There is a strong need, especially among visual artists, for access to artists' sales websites and for help with web design and setting up credit card sales.
- More than half of the responding writers and performers also voiced a need for these services.



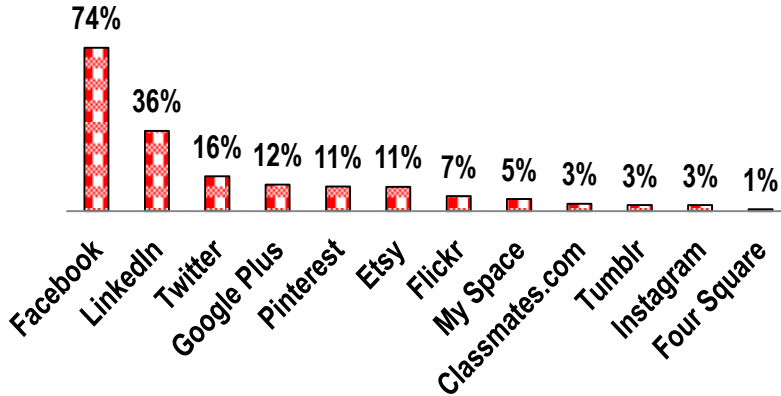
TECHNOLOGY

- Less than half of the responding artists needed help with various forms of technology assistance.
- Digital images posed the area where artists needed the most help.
- Other areas where at least one-third of all artists responding needed help were in updating software, other mobile devices and social networking.
- Artists of all disciplines living in rural Montana rated all forms of technology assistance as more important by an average of 8%, except for help with digital images, in which 11% more rural artists identified this need.

2012 MONTANA ARTISTS STUDY EXECUTIVE SUMMARY

Estimate of artist use of social networking

Percentages are based on answers as a percent of 661 artists who use the internet.

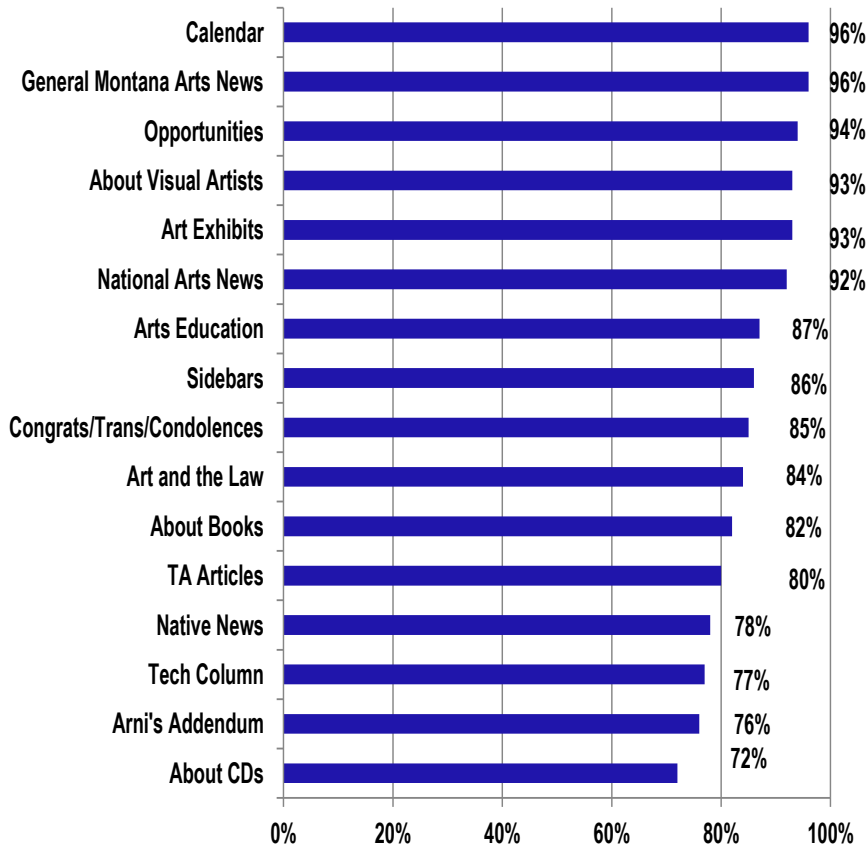


SOCIAL NETWORKING

- Facebook is used by many responding artists (74%).
- The next highest social networking usage is on LinkedIn, but this is only half of what Facebook usage is.
- 20% of all responding artists reported they have a blog.

“STATE OF THE ARTS,” MAC’S Newspaper

“State of the Arts” sections artists find useful/interesting/OK.



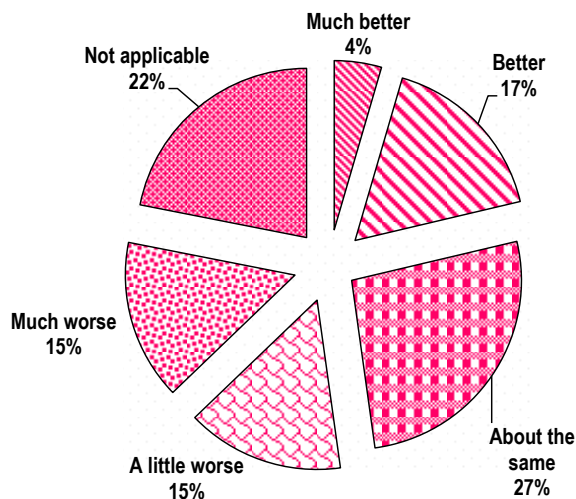
“STATE OF THE ARTS”

- “State of the Arts” remains an immensely popular and useful tool for artists. Ratings for each section are below.
- Topping the chart at a rating of 90% or above as to being useful/interesting/okay:
 - Calendar
 - General Montana arts news
 - Opportunities
 - About Visual Artists
 - Art Exhibits
 - National arts news
- Ratings of 80% and above include:
 - Arts Education
 - Sidebars
 - Congrats/Transitions/Condolences
 - Art and the Law
 - About Books
 - Technical Assistance stories
- Ratings of 70% and above include:
 - Native News
 - Tech News
 - Arni's Addendum
 - About CDs
- No section of the paper ranked below 72% as to it being useful, interesting or okay.

2012 MONTANA ARTISTS STUDY EXECUTIVE SUMMARY

MAKING A LIVING AS AN ARTIST IN MONTANA

If you make a portion of your living from the sale of your work, how would you rate your business last year compared to prior years?

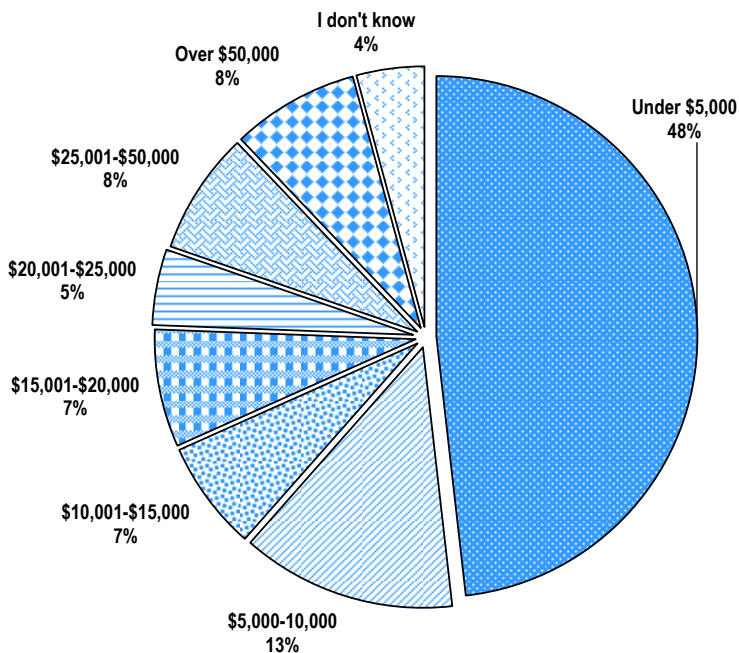


MAKING A LIVING

- 30% of all artists responding reported their business was a little or much worse last year compared to prior years.
- Roughly one quarter of the artists said their business was about the same.
- 20% reported business better or much better last year than in prior years.

ANNUAL EARNINGS

Estimated annual earnings from art sales or teaching your art?



ANNUAL SALES

- Of the artists responding, the following percentage make over \$15,000 from the sale of their art or teaching their art:
 - Performing artists: 37%
 - Visual artists: 25%
 - Writers: 21%
- Of artists in all disciplines:
 - 16% reported sales from \$25,001 to over \$50,000 per year.
 - 12% reported sales from \$15,001 - \$25,000.
 - 20% reported sales from \$5,000-\$15,000 per year.
 - Under half of artists responding stated their income from sales of their work or from teaching the arts accounted for less than \$5,000 per year.
- 40% of artists classify themselves as hobbyist, amateur, student or semi-professional. This probably ties somewhat to the 48% of artists whose income is under \$5,000.

Artists who make more than \$15,000/year from their art

