

.... NORTH ADAMS ....

ARTIST CENSUS

2022

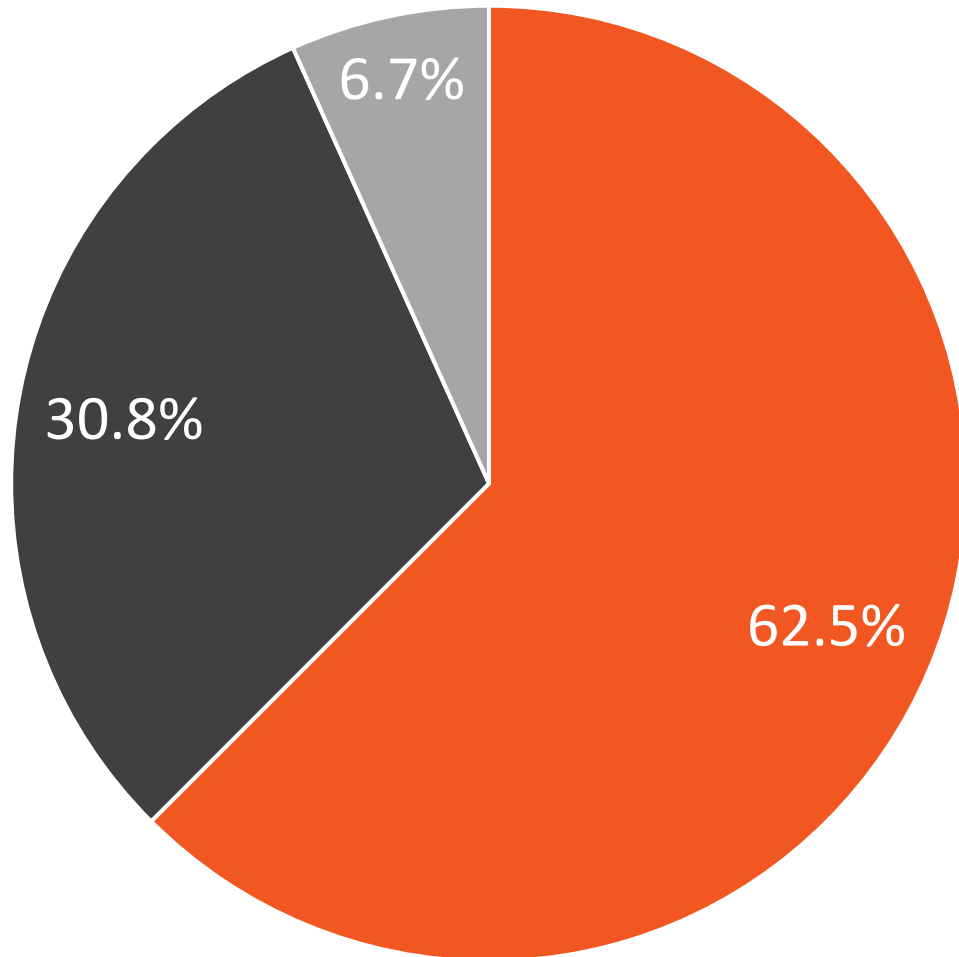
# Survey Collection Details

Methodology	Online Survey
Field Period	2020 Census <ul style="list-style-type: none"><li>February 10 to March 20</li></ul> 2022 Census <ul style="list-style-type: none"><li>February 14 to March 15</li></ul>
Length	10-15 minutes
Number of Respondents	2020 Census <ul style="list-style-type: none"><li>215</li></ul> 2022 Census <ul style="list-style-type: none"><li>208</li></ul>
Return Respondents 2020-2022	57

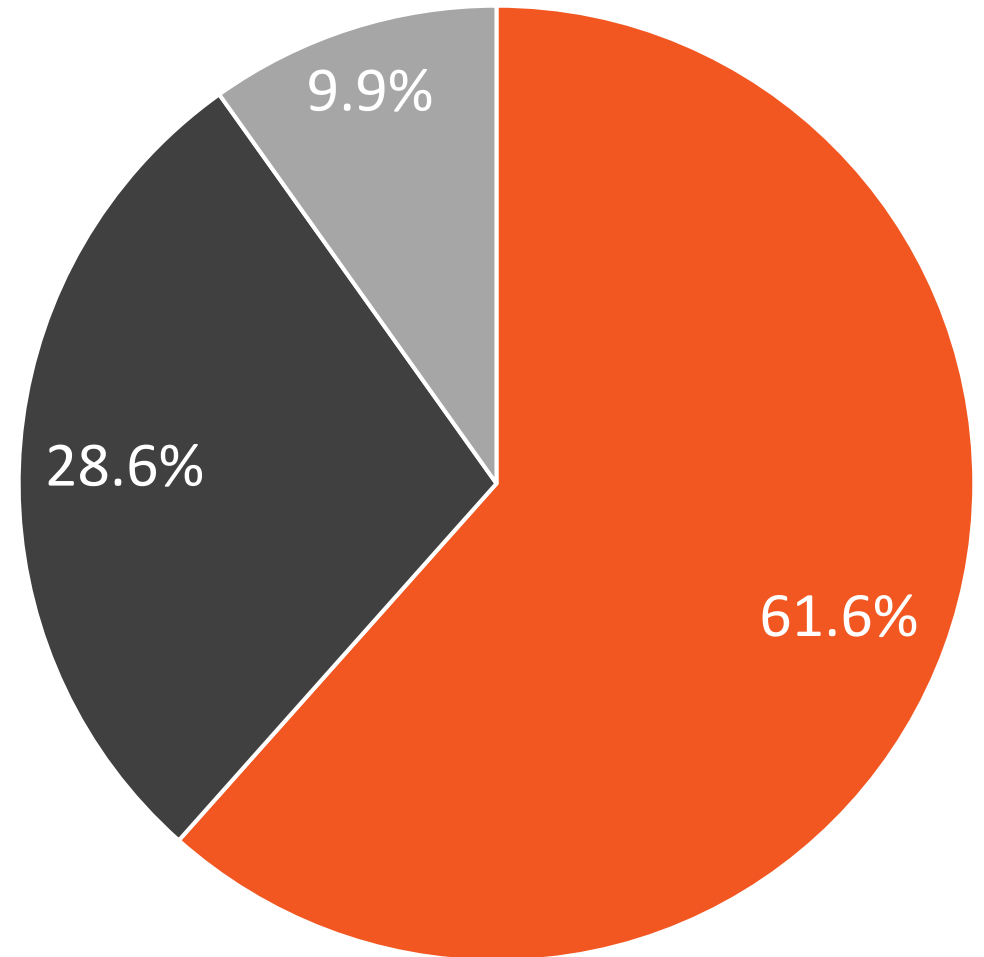
# Demographics

# Gender

2020



2022



N= 208

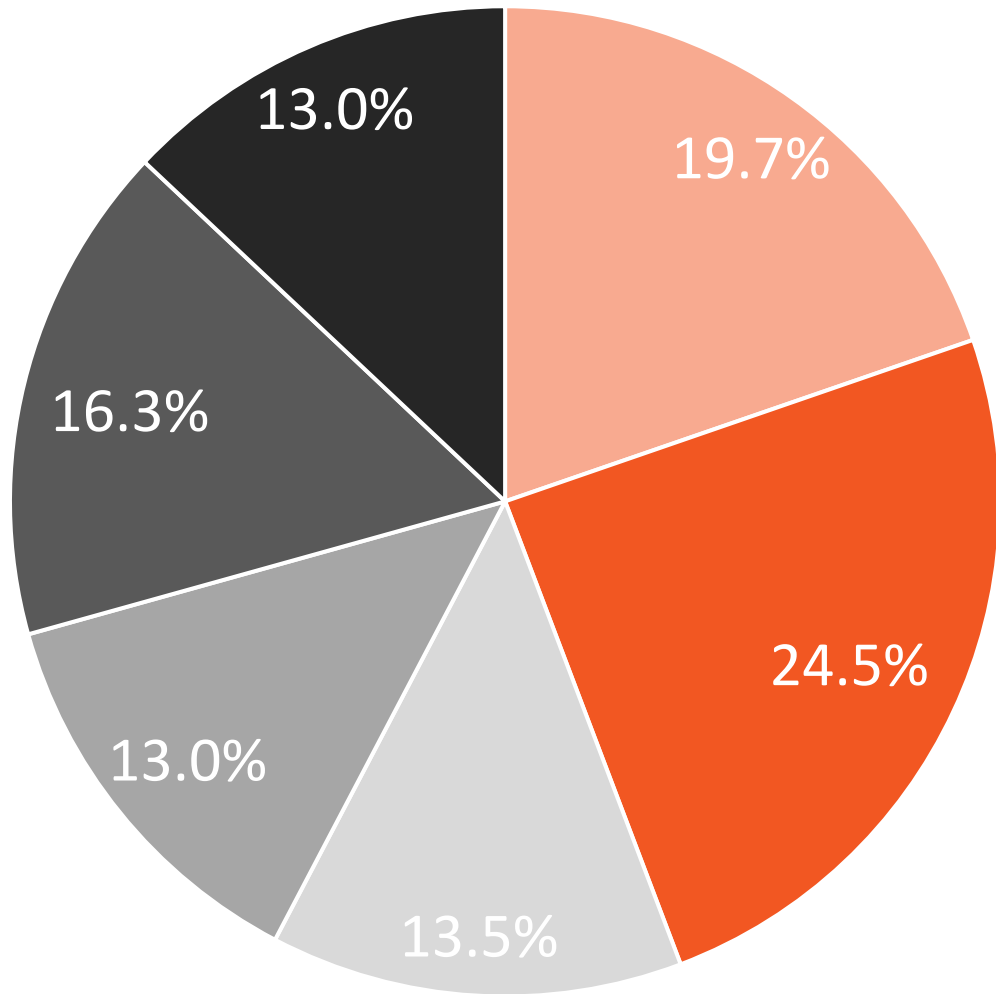
Female Male Other

N= 203

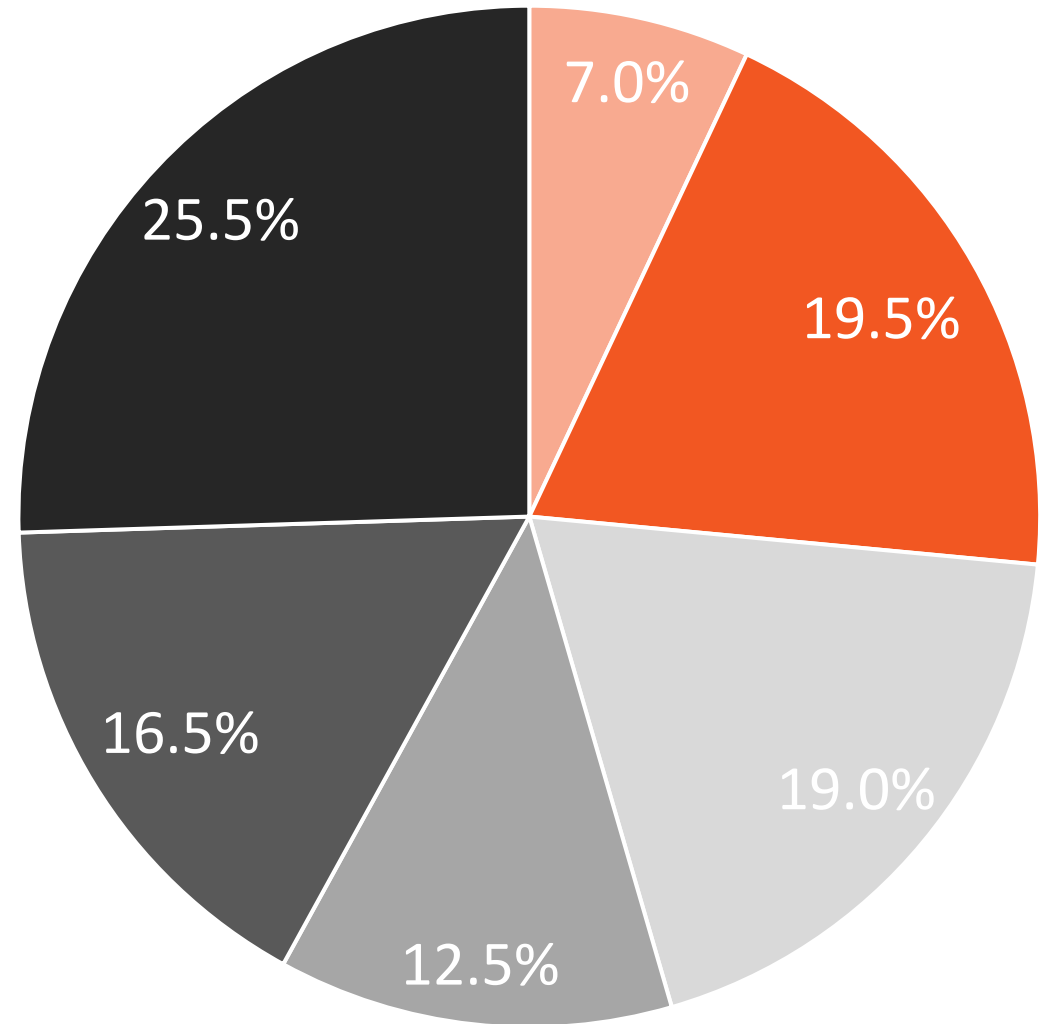
Female Male Other

# Age

## 2020



## 2022



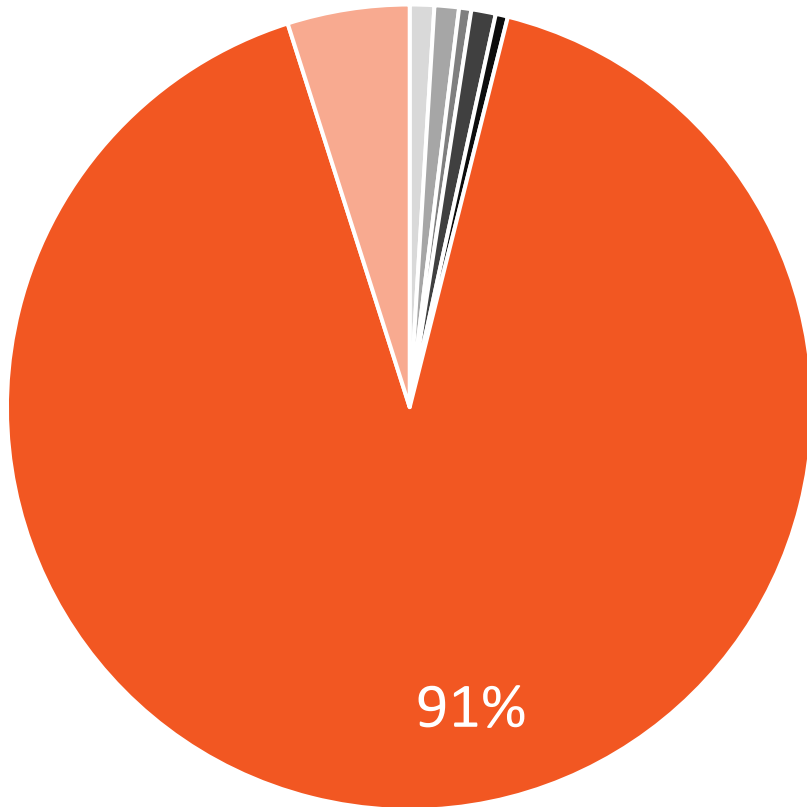
- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65 and over

N= 208

N= 200

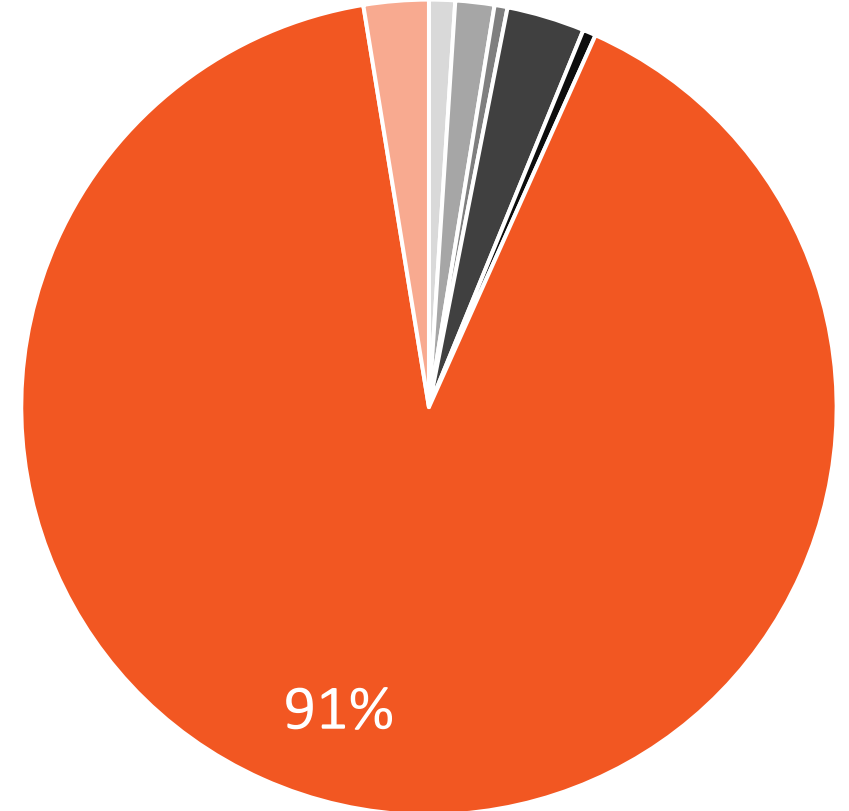
# Race/Ethnicity

2020



- Asian
- Black or African American
- Hawaiian/Pacific Islander
- Hispanic/Latino
- Native American or Alaskan Native
- White, non-Hispanic
- Other races, including multiracial

2022

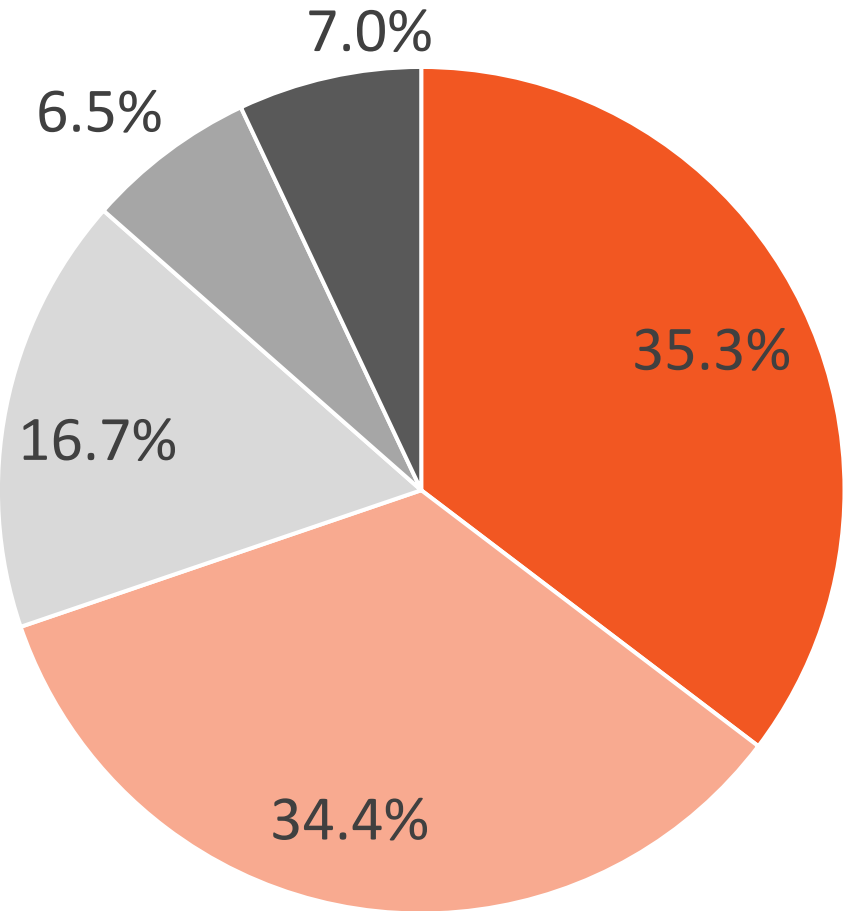


N= 194

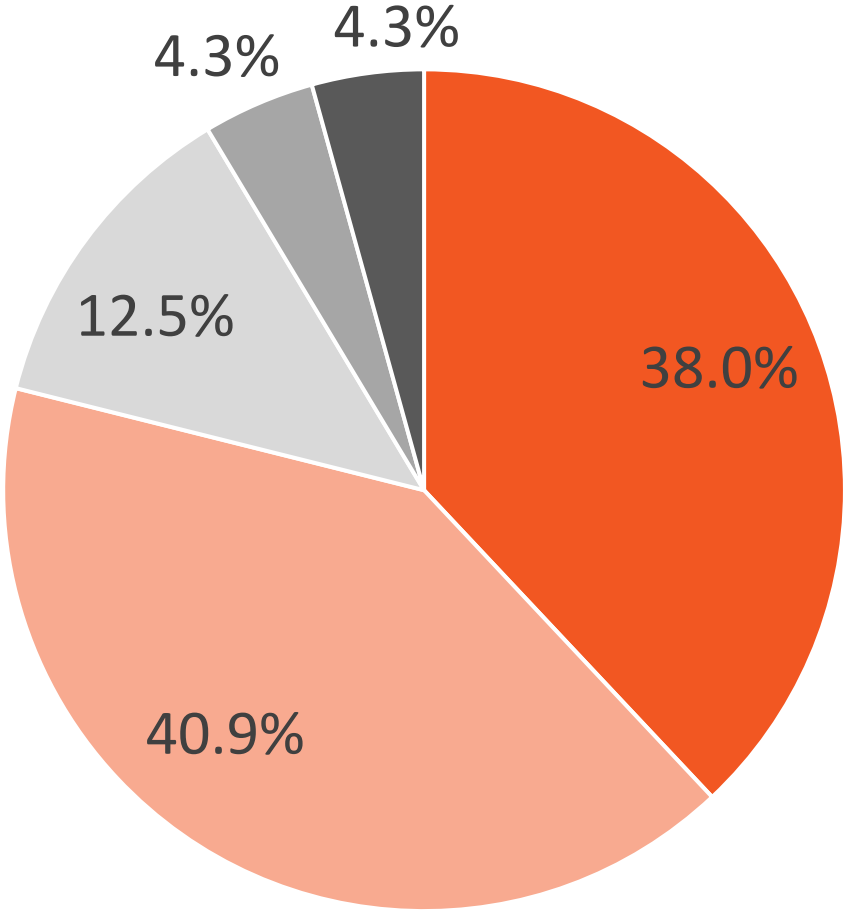
N= 204

# Highest Level of Education

2020



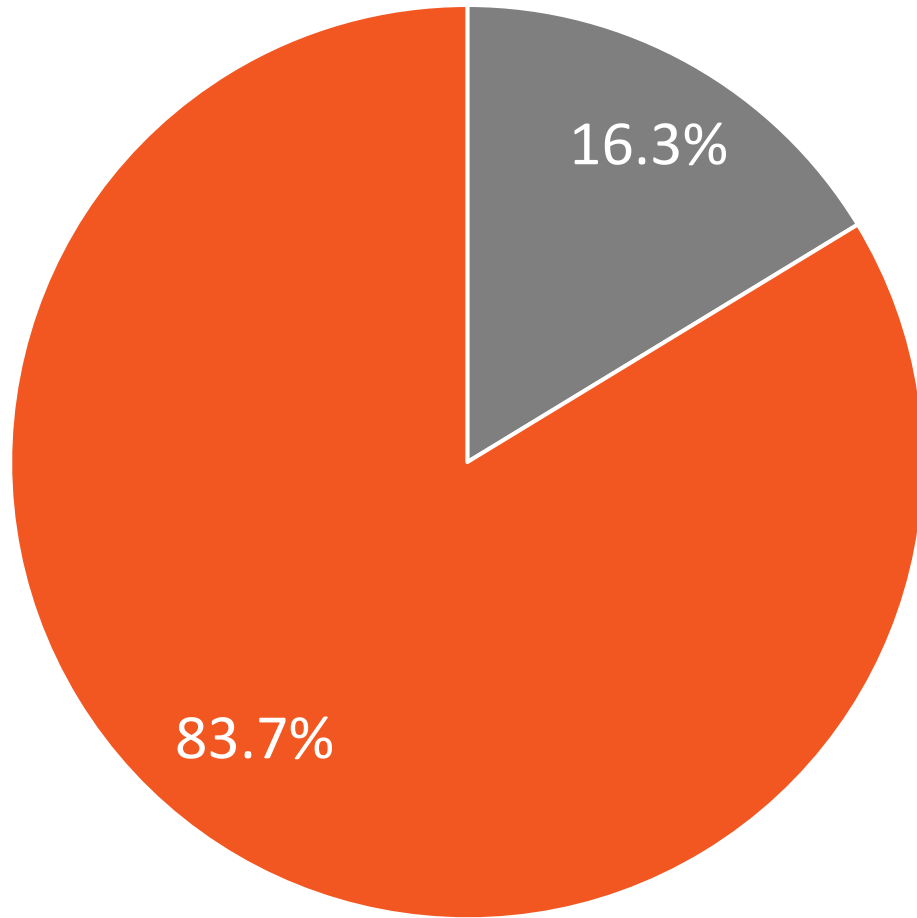
2022



- Advanced college degree
- Four year college degree
- Some college
- Two year college degree
- High school diploma or GED

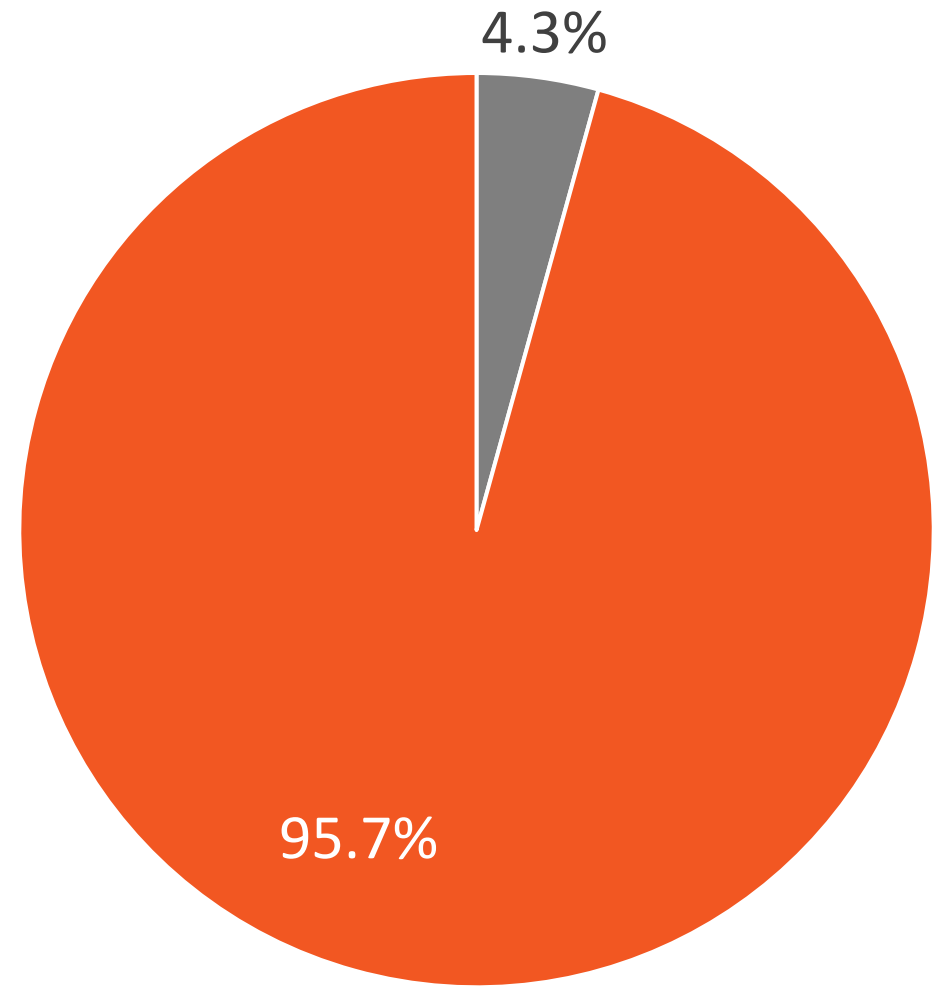
# Are you currently a student?

2020



■ Yes  
■ No

2022



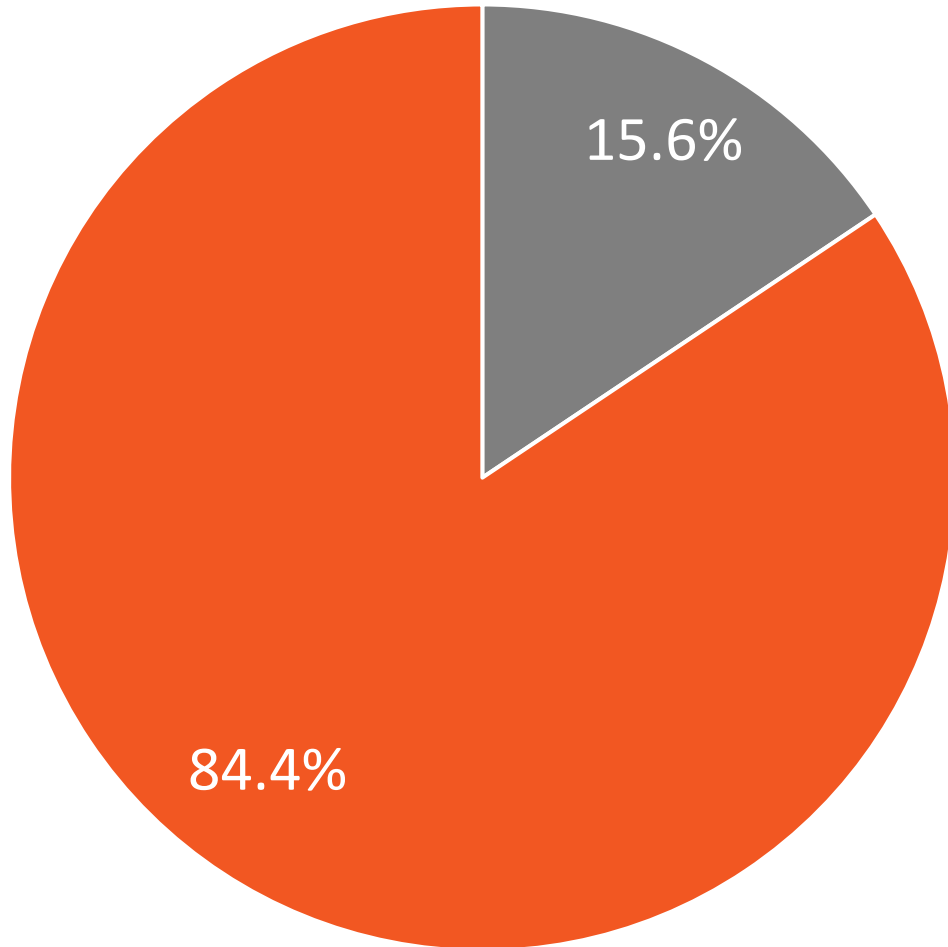
N= 208

N= 215

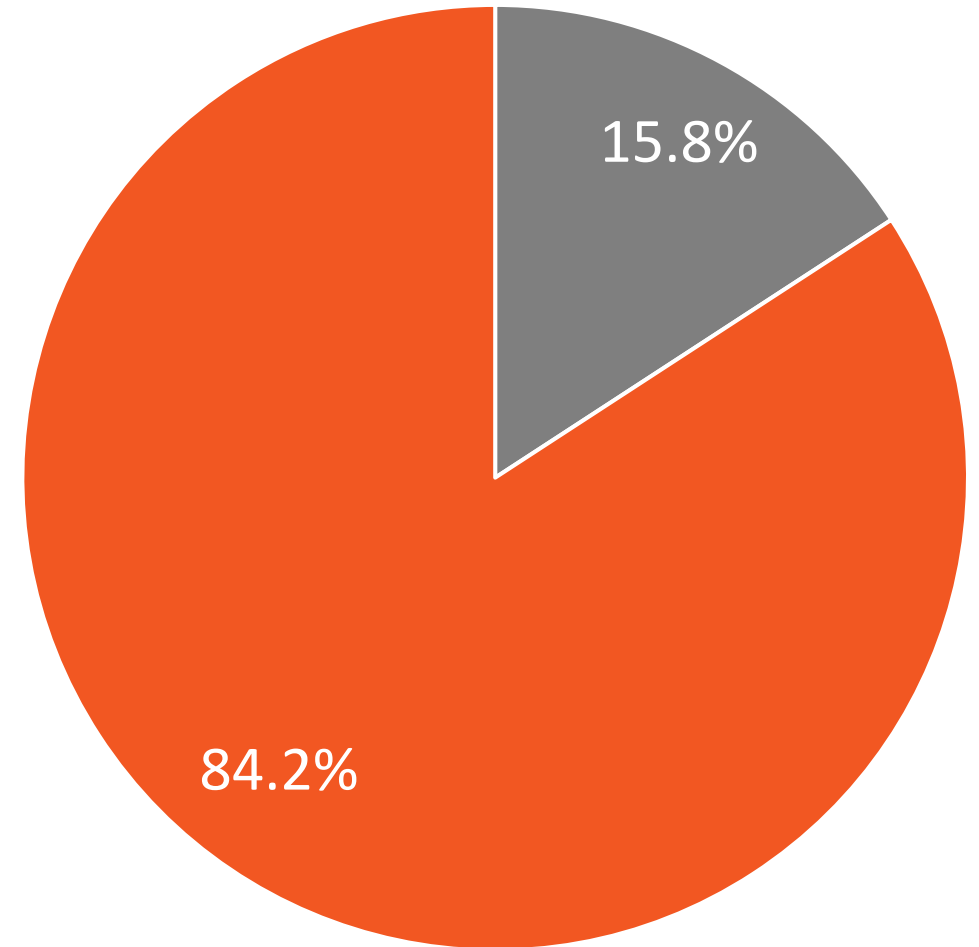


# Are you an artist with a disability?

2020



2022

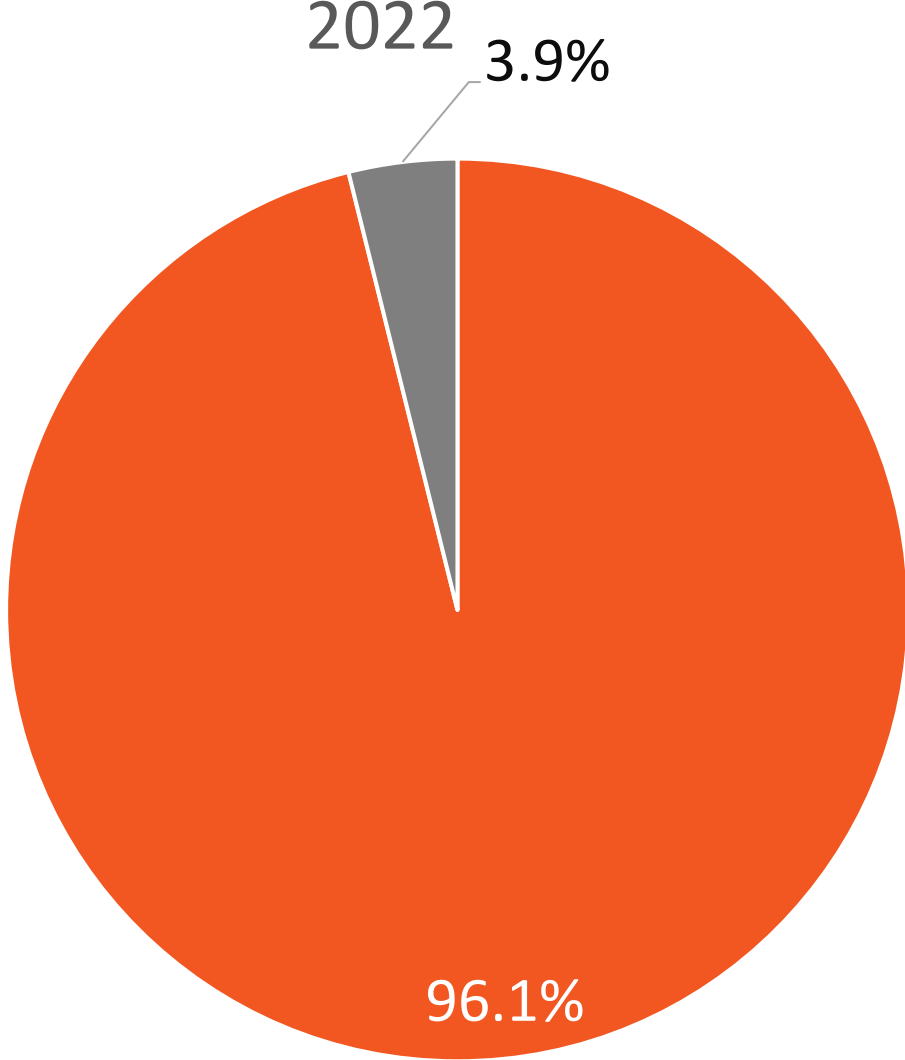
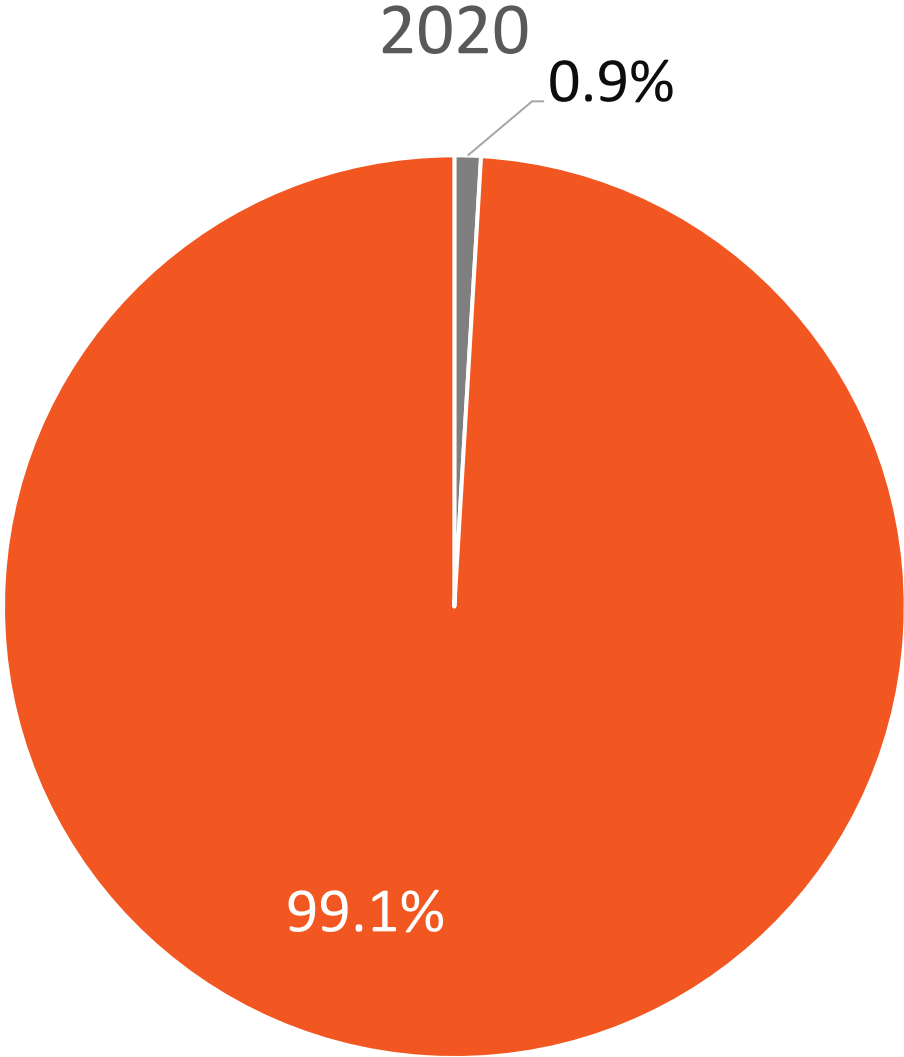


■ Yes  
■ No

N= 205

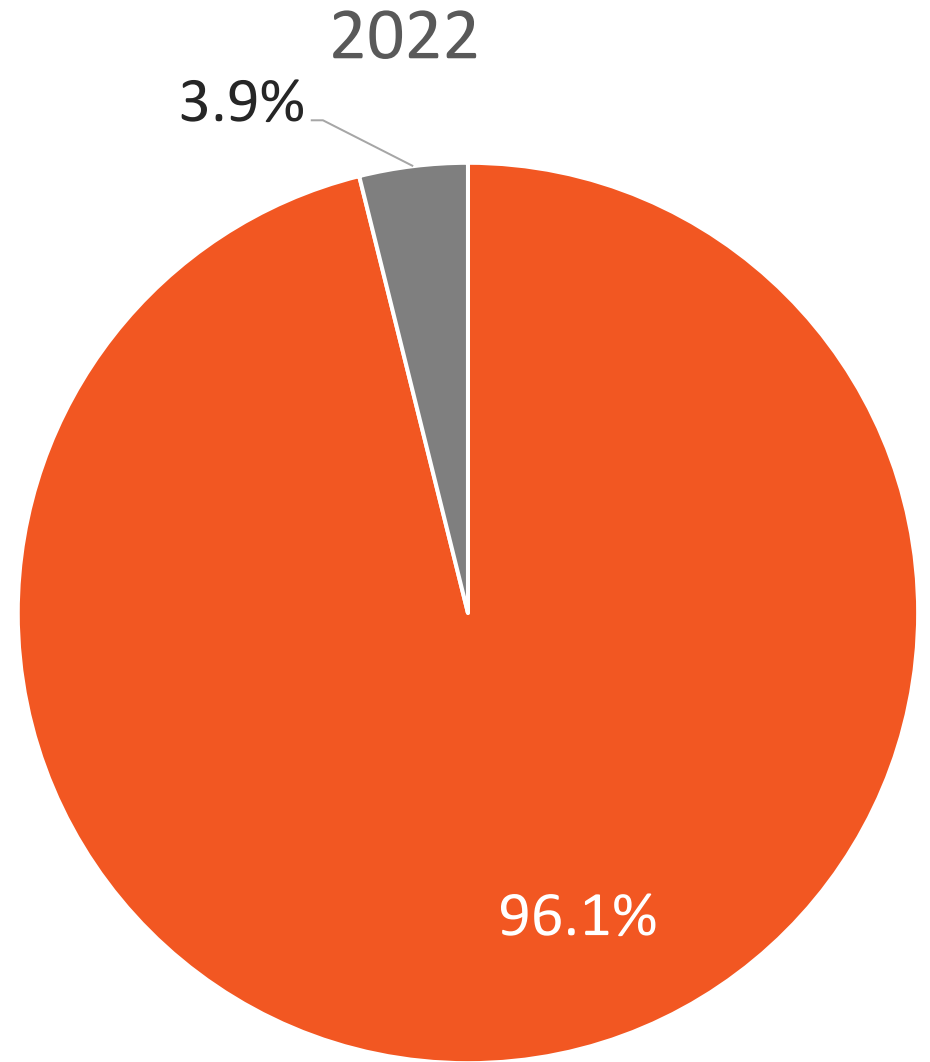
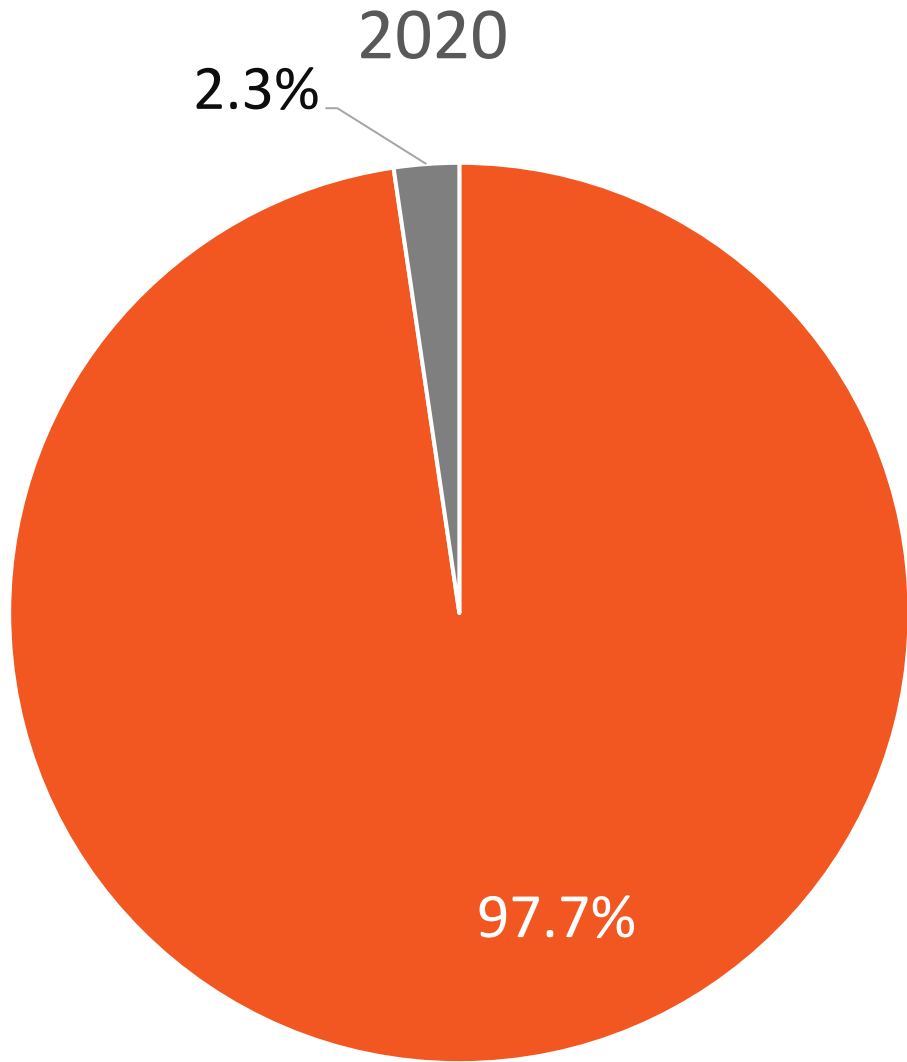
N= 196

# Do you currently serve, or have you ever served in the military?



■ Yes  
■ No

# Is English your first language?

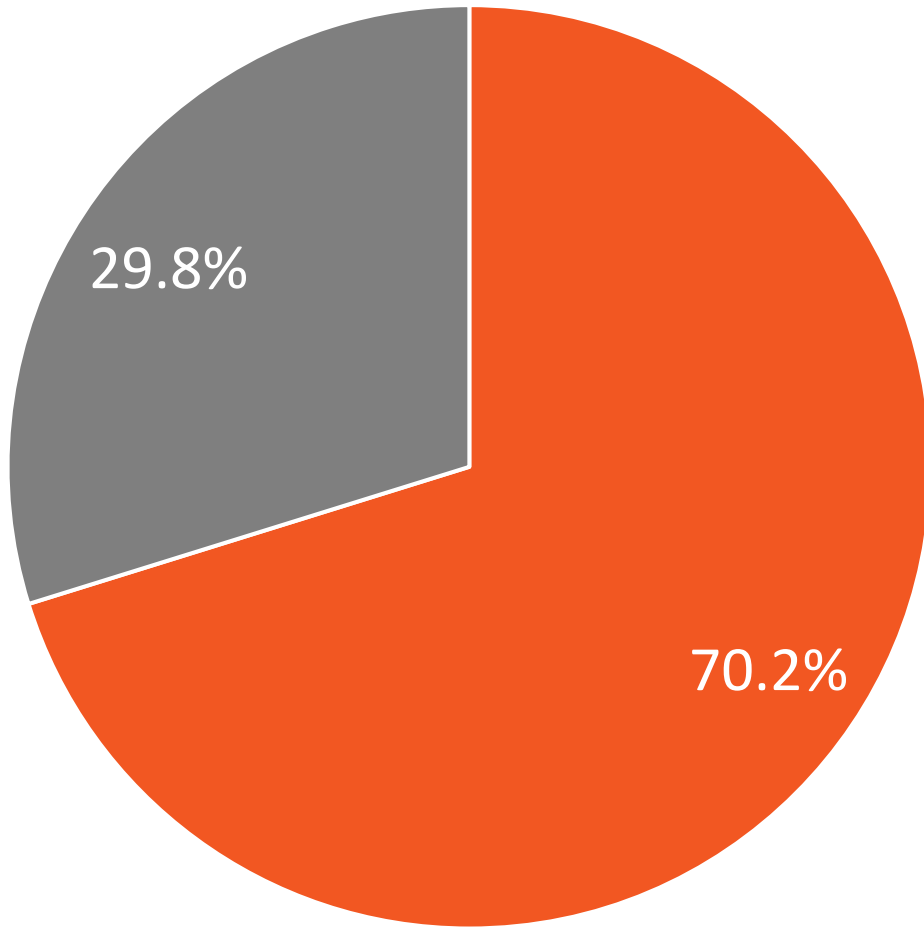


Yes  
No

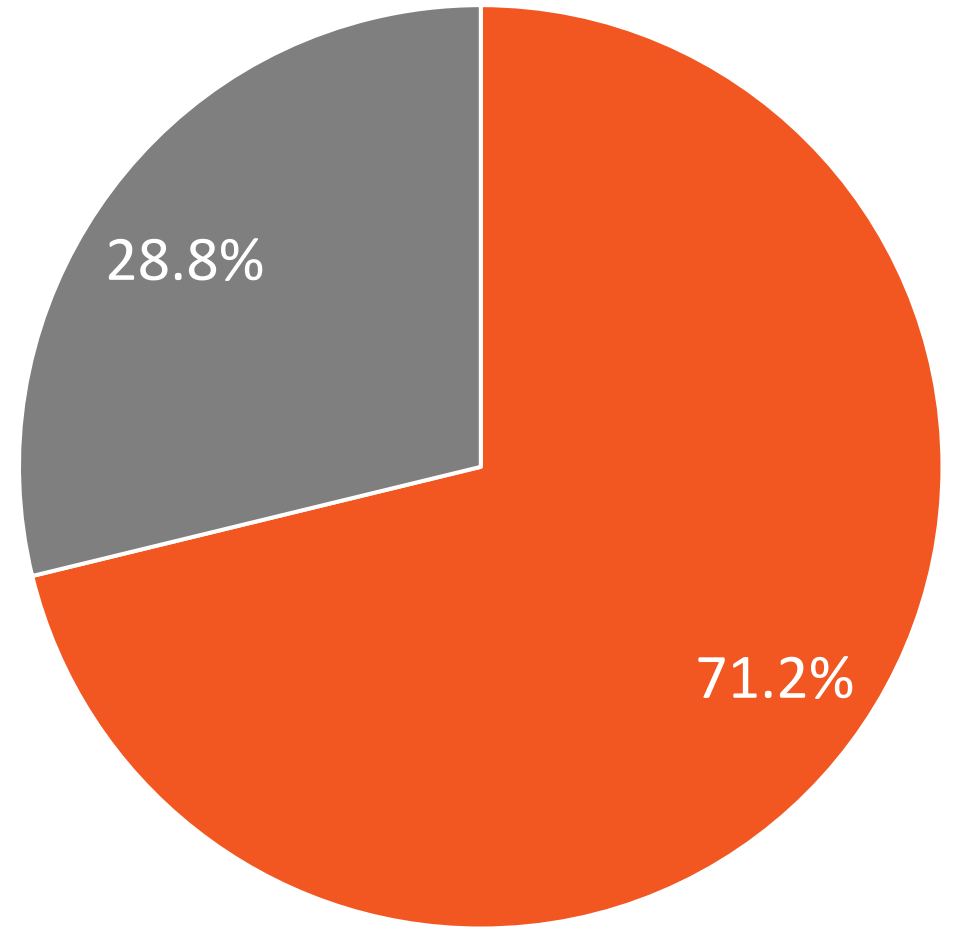
# Interaction with North Adams

# Do you live in North Adams?

2020



2022



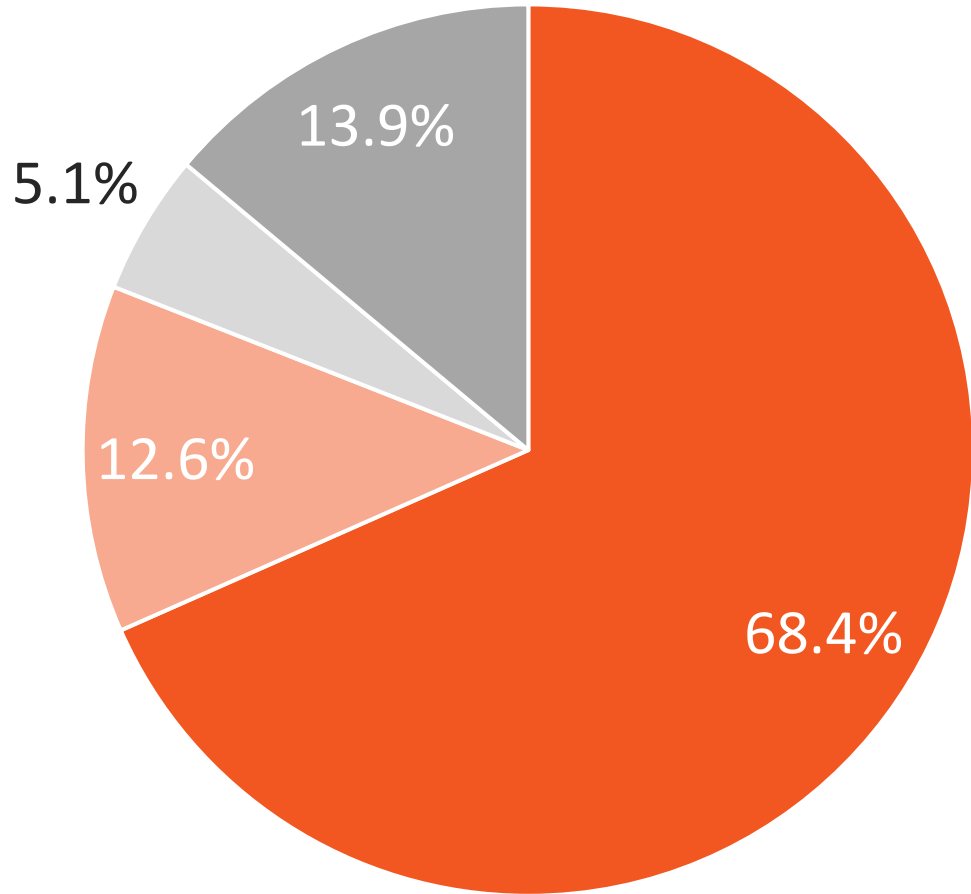
■ Yes  
■ No

N= 215

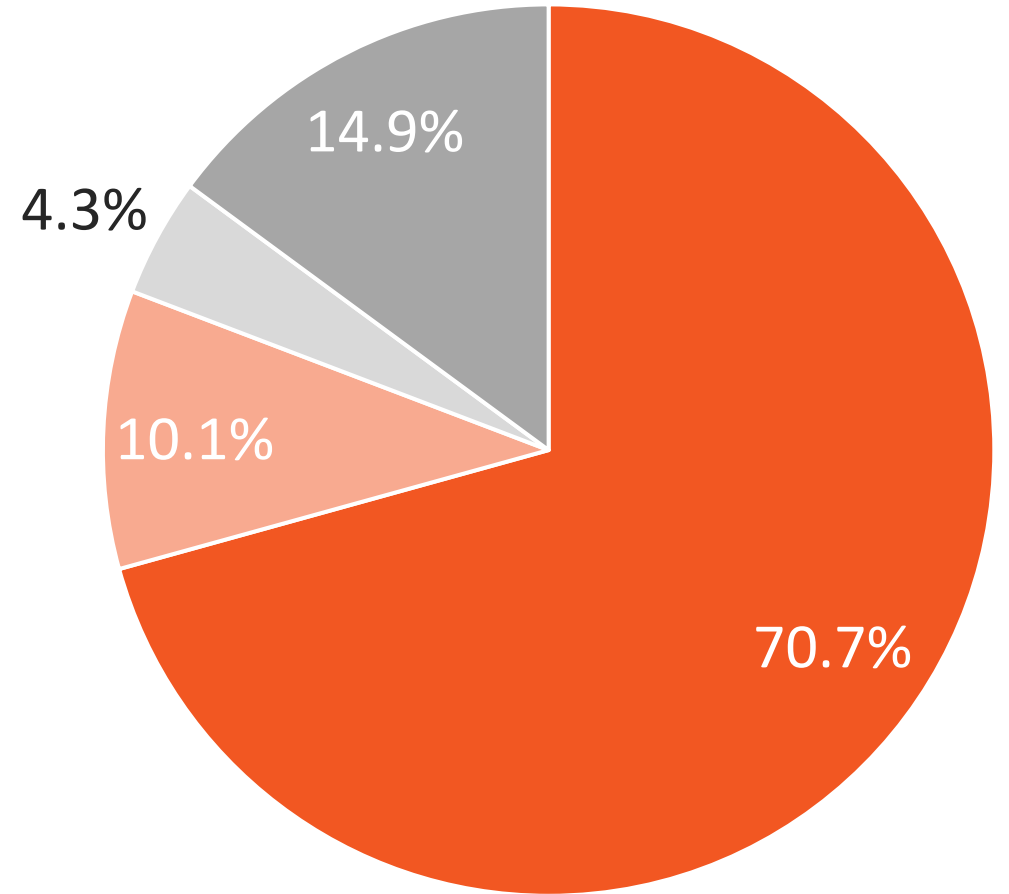
N= 208

# Residential Zip Code

2020



2022



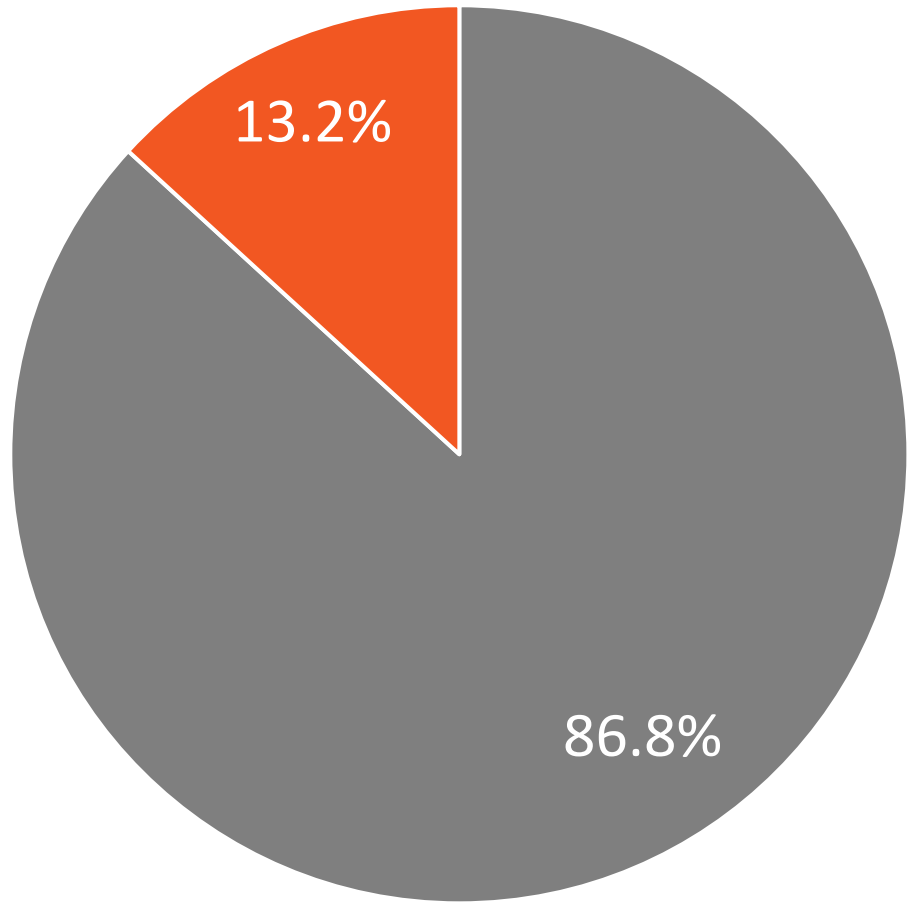
- 01247
- 01267
- 01220
- Other

N= 215

N= 208

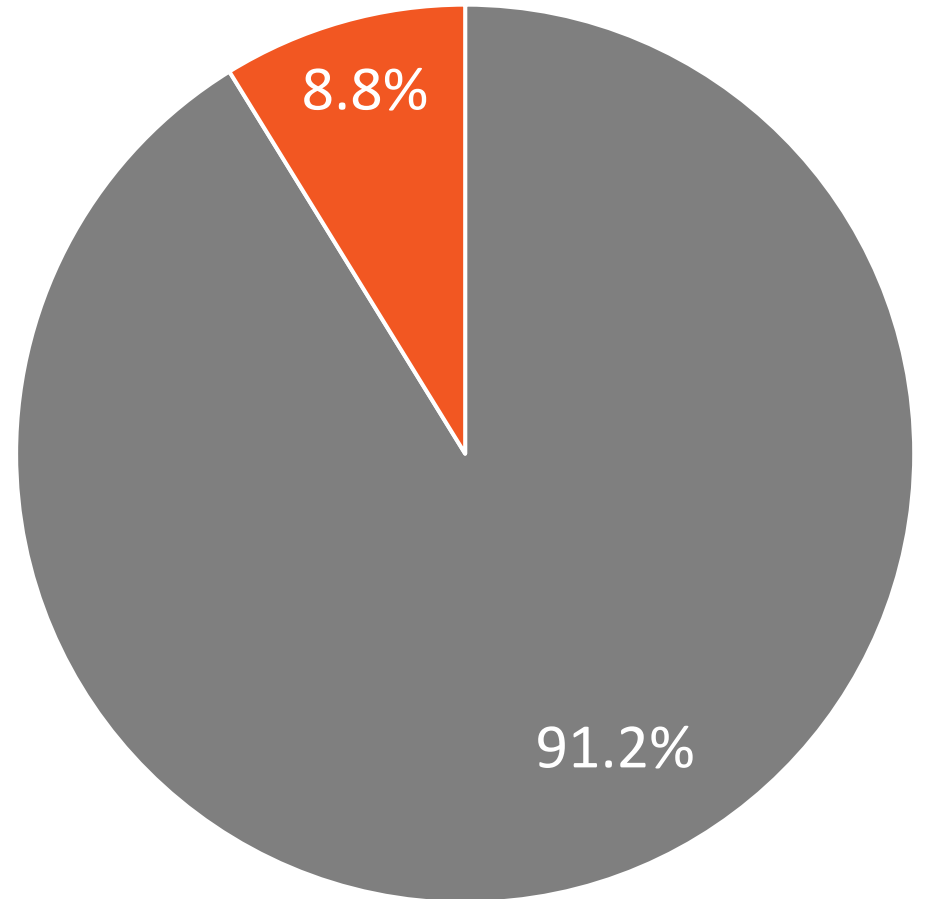
# Are you a lifelong North Adams resident?

2020



■ No  
■ Yes

2022

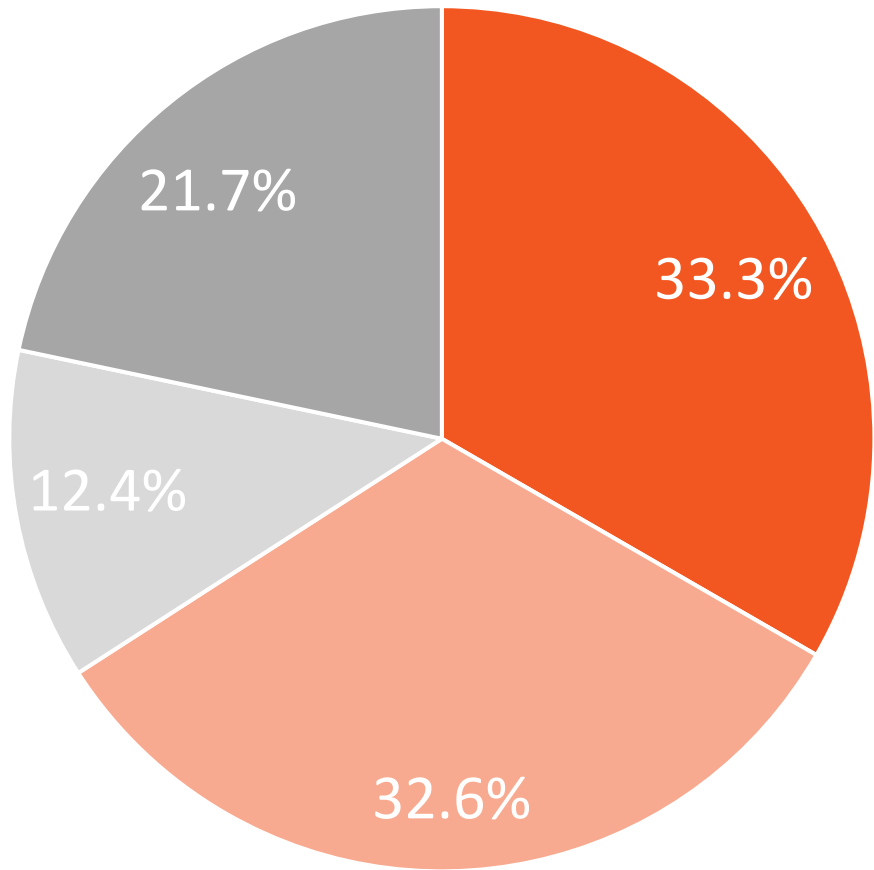


N= 151

N= 148

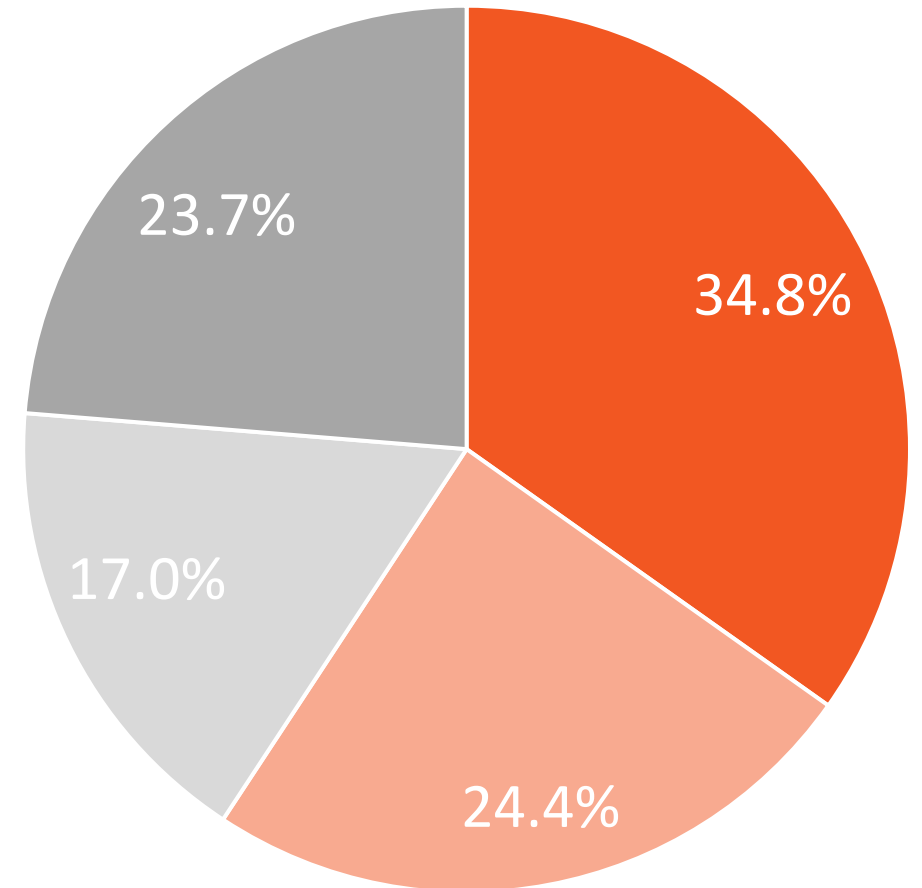
# I have lived in North Adams for . . .

2020



- 0-2 years
- 3-5 years
- 6-10 years
- 10+ years

2022



N= 129

N= 135



# What city and state did you live in prior to relocating to North Adams? (2020)

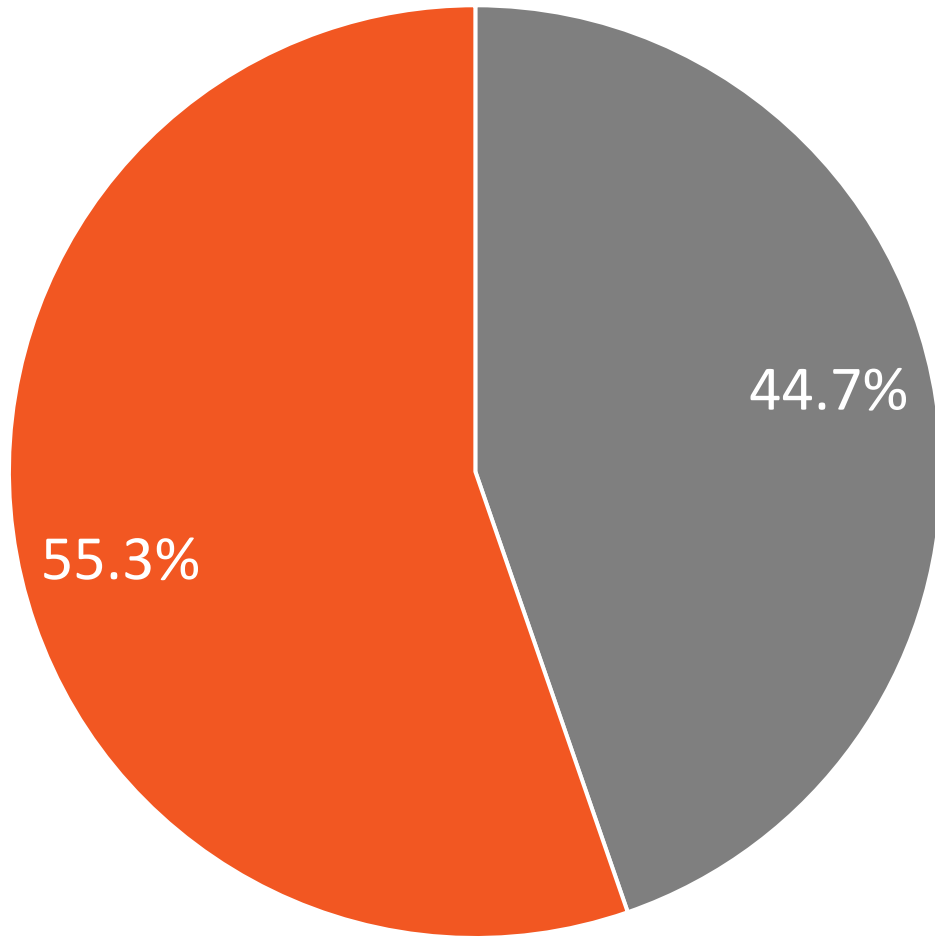
blackstone MA Worcester MA New Milford  
Somerville MA Pittsfield Beverly MA  
Rhode Island NJ MA Boston Natick MA  
New Jersey New York NY New Paltz  
Windsor MA Brooklyn Providence RI  
Williamstown Ma Southbridge MA

# What city and state did you live in prior to relocating to North Adams? (2022)

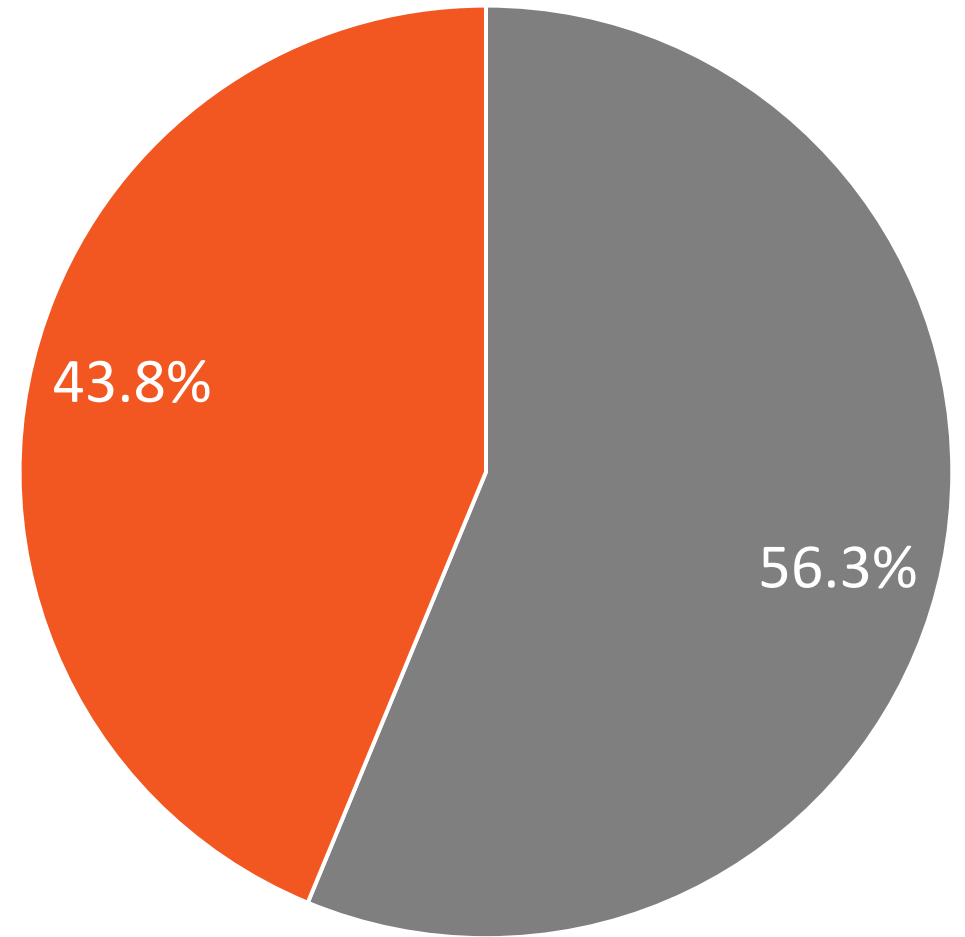


# Are you employed in North Adams?

2020



2022

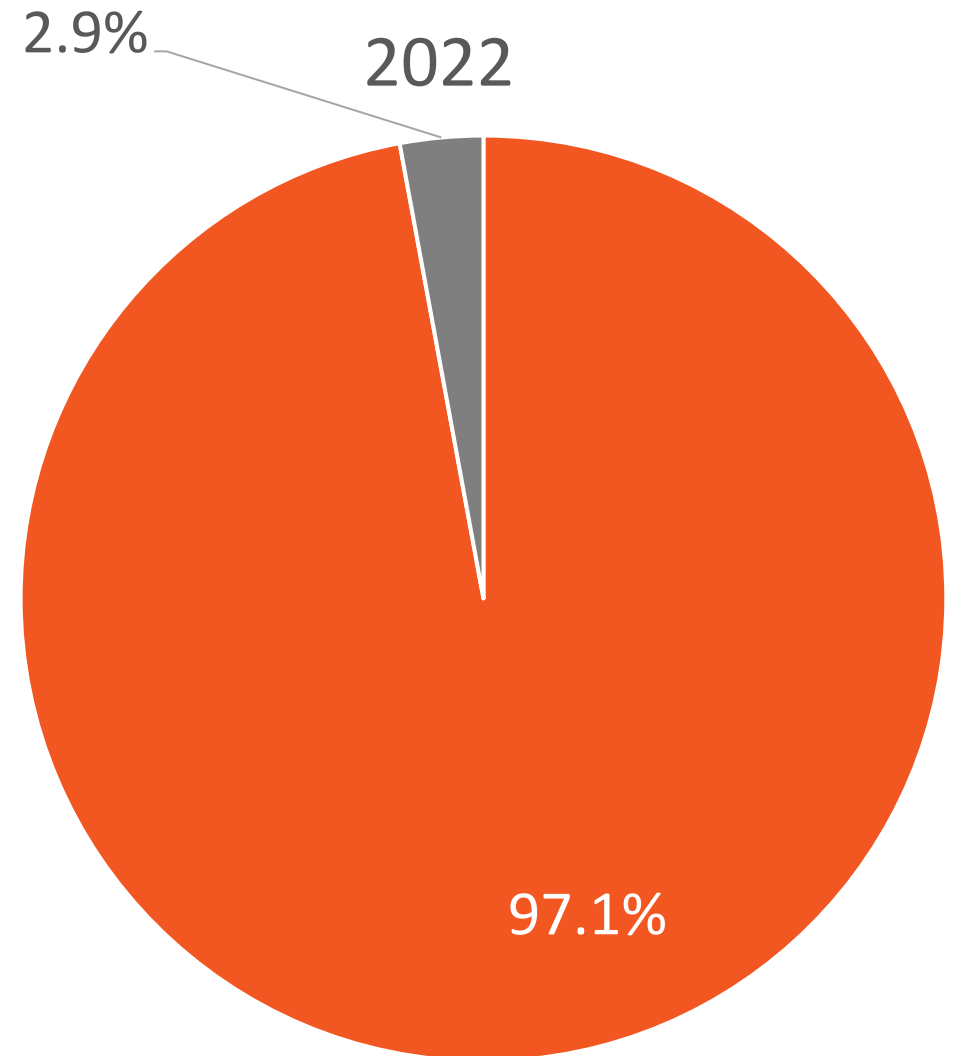
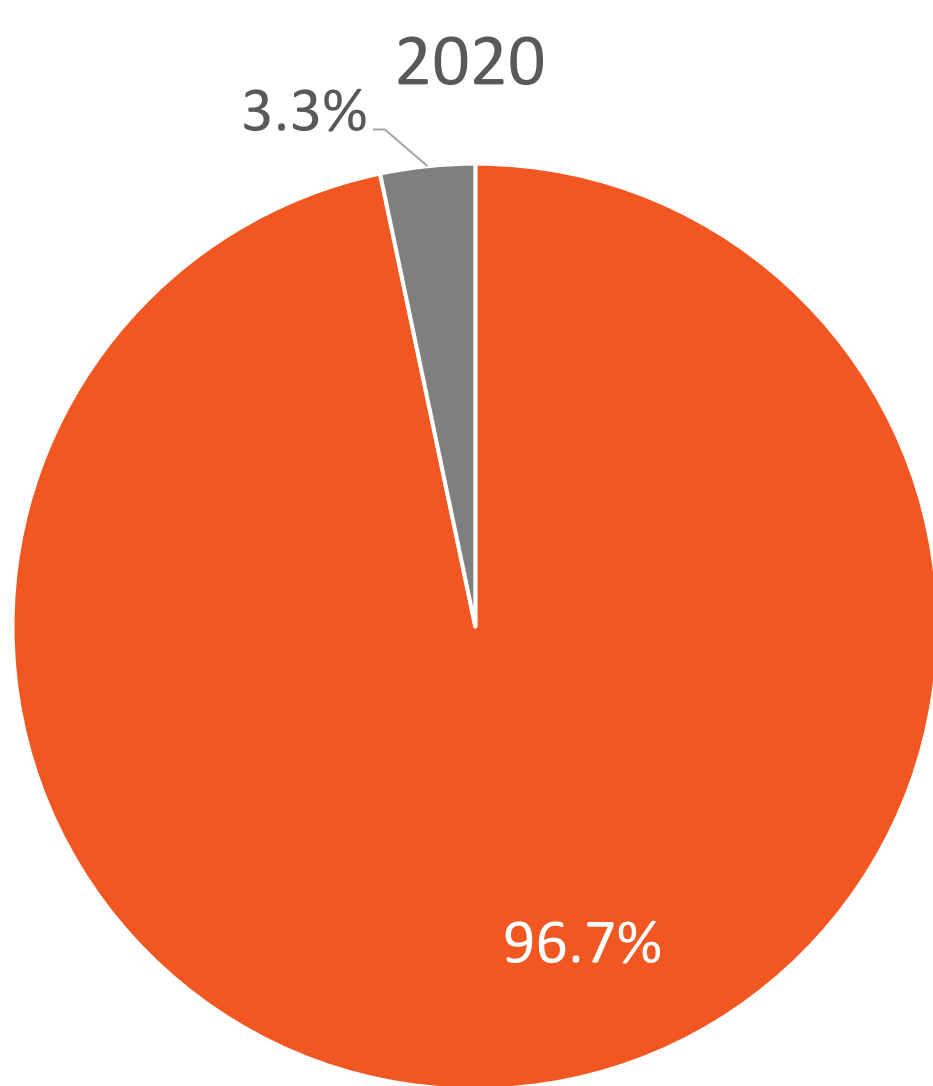


■ No  
■ Yes

N= 215

N= 208

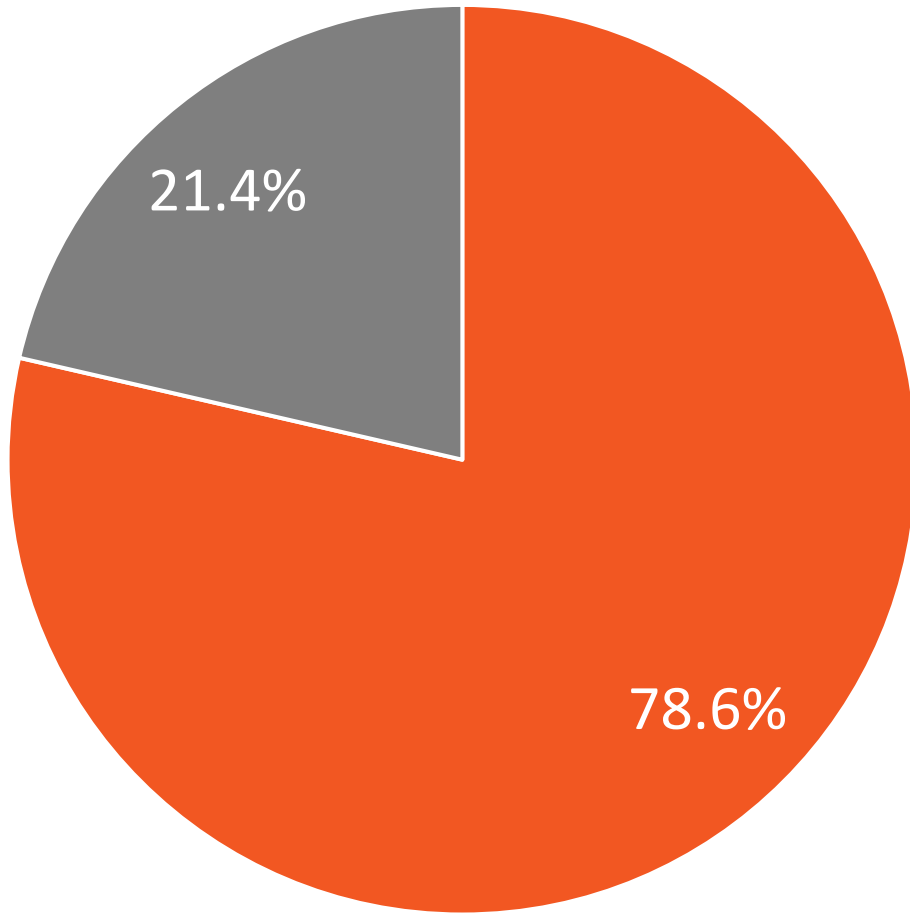
# Do you attend art/culture-related events in North Adams?



■ Yes  
■ No

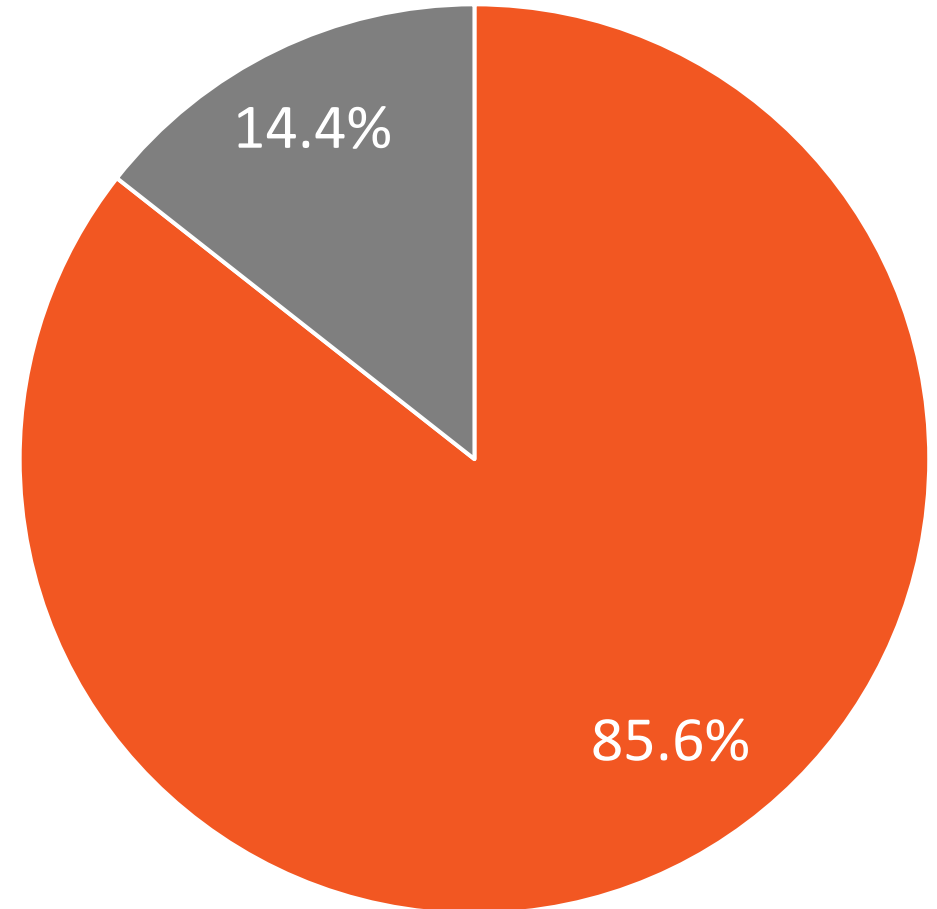
# Do you make creative work in North Adams?

2020



■ Yes  
■ No

2022

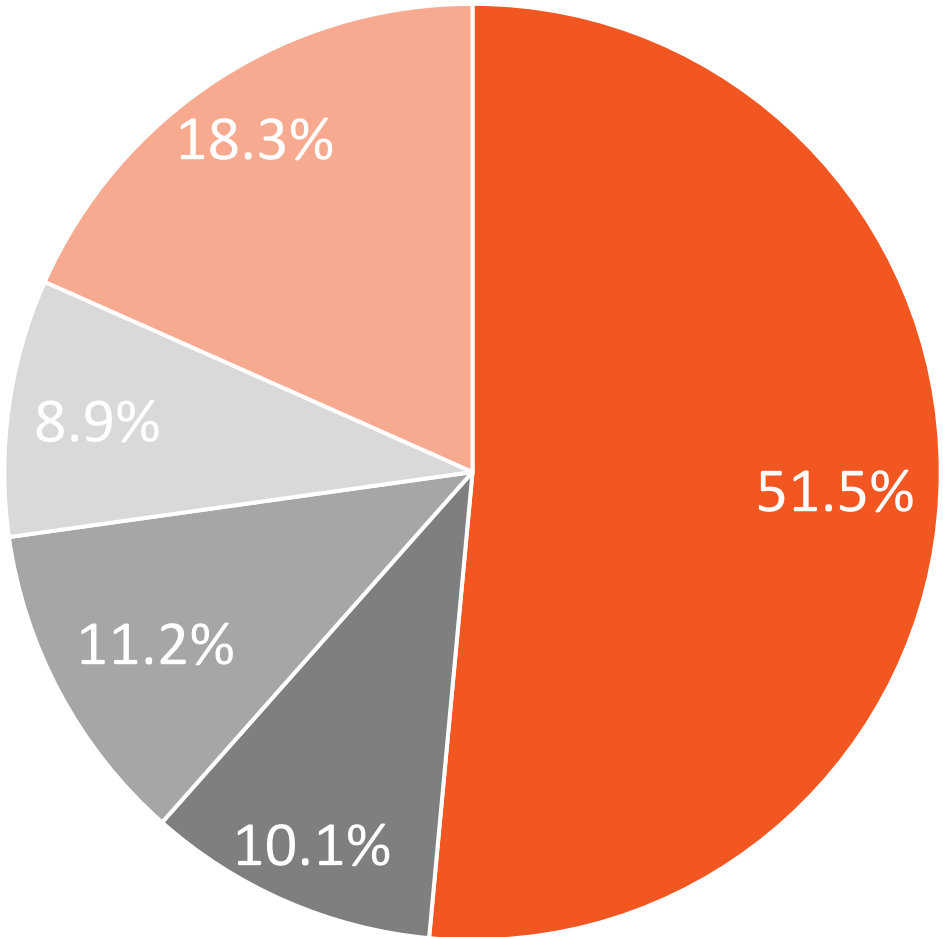


N= 215

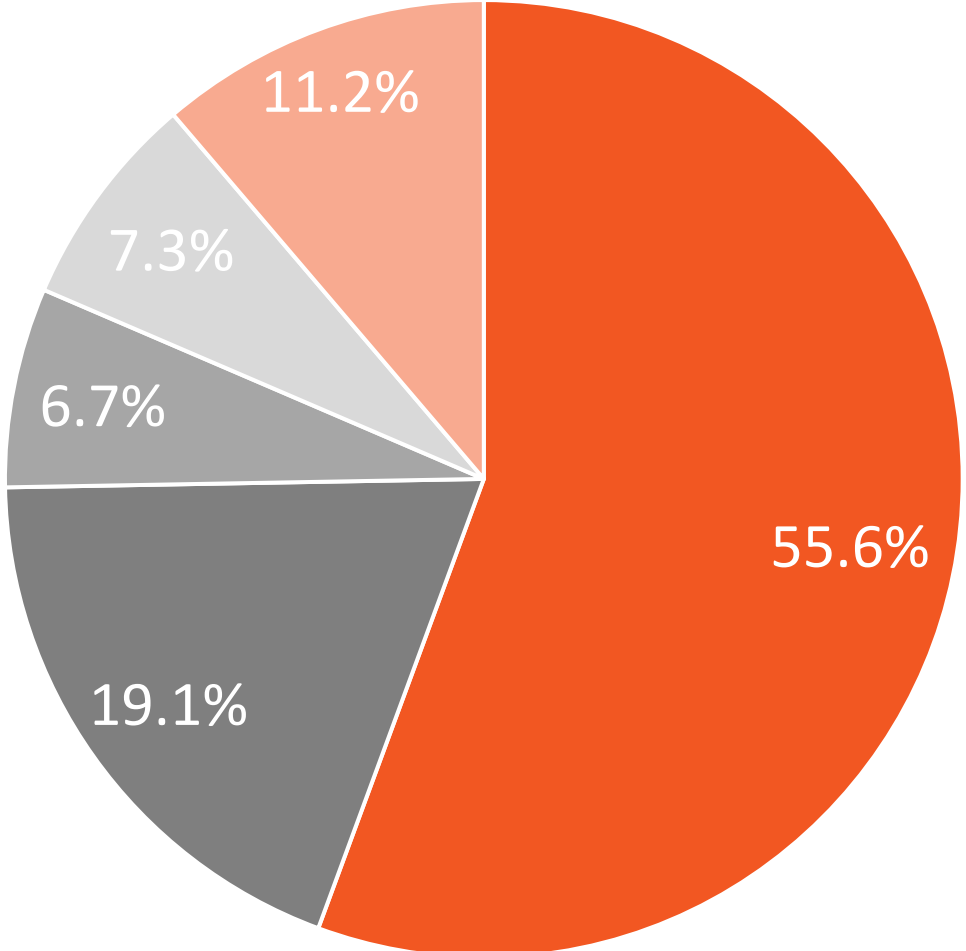
N= 208

# Where do you make creative work in North Adams?

2020



2022



- I have a home studio
- I have a studio outside my home
- I have access to a shared studio
- I don't have access to a studio space
- Other

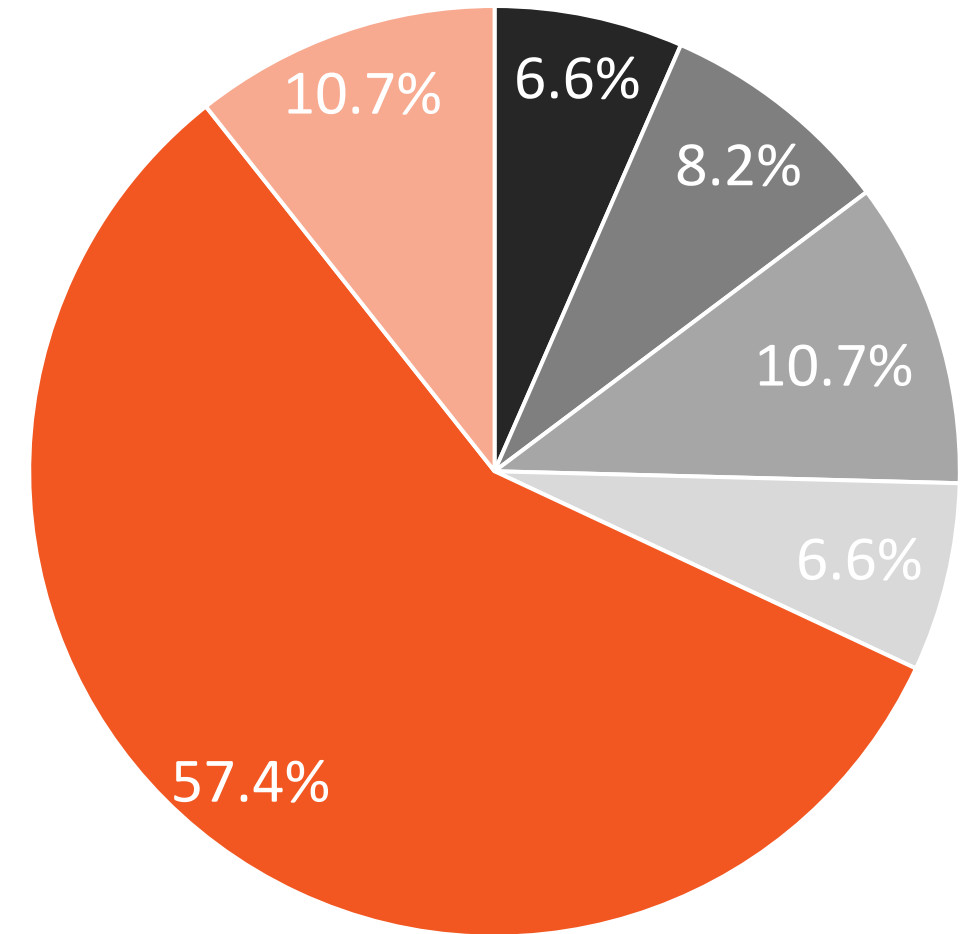
N= 169

N= 178

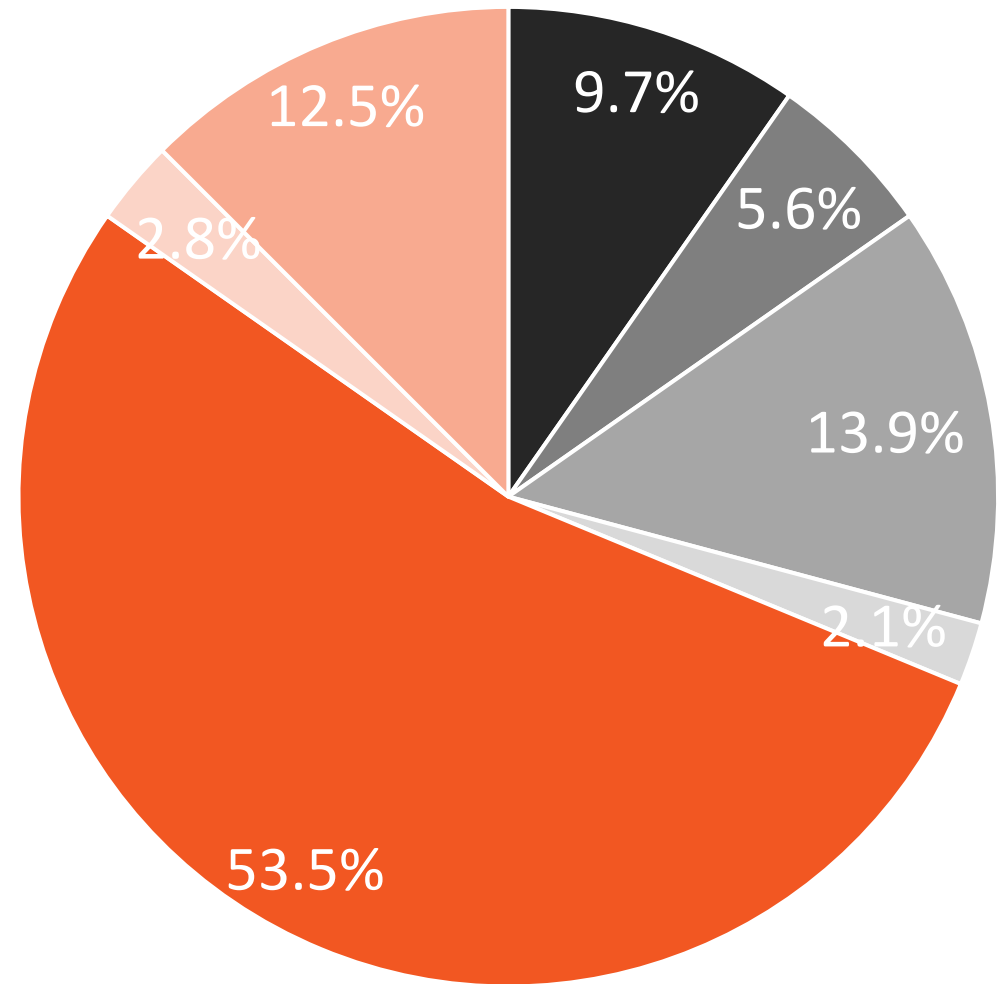
# My North Adams studio space is primarily in . . .

2020

2022



- Bever Mill
- Common Folk
- Eclipse Mill
- MCLA
- My Home
- Other

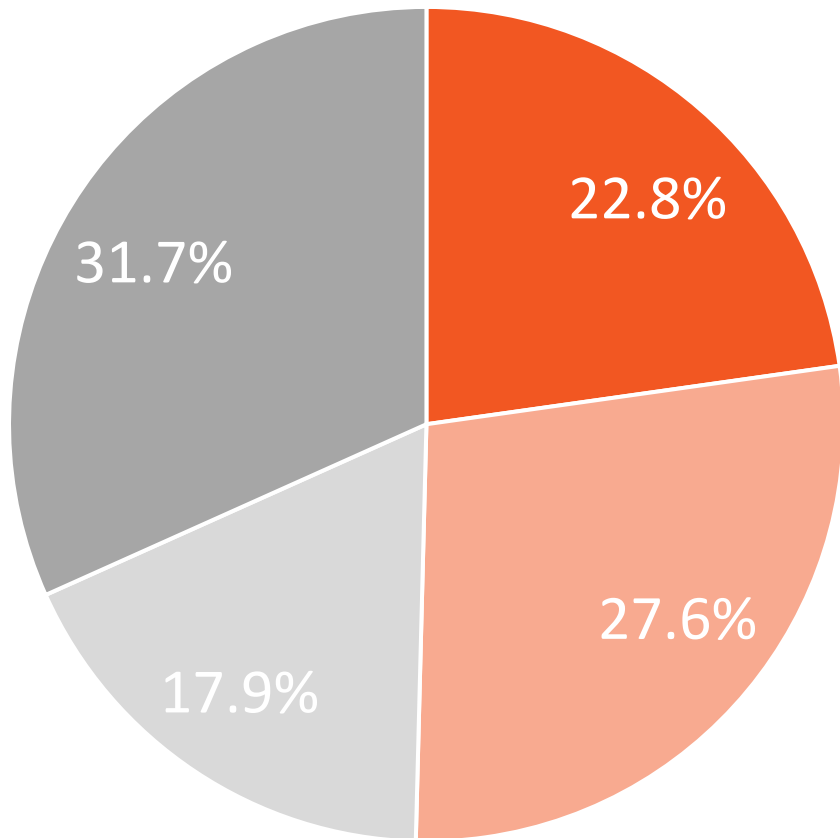


N= 122

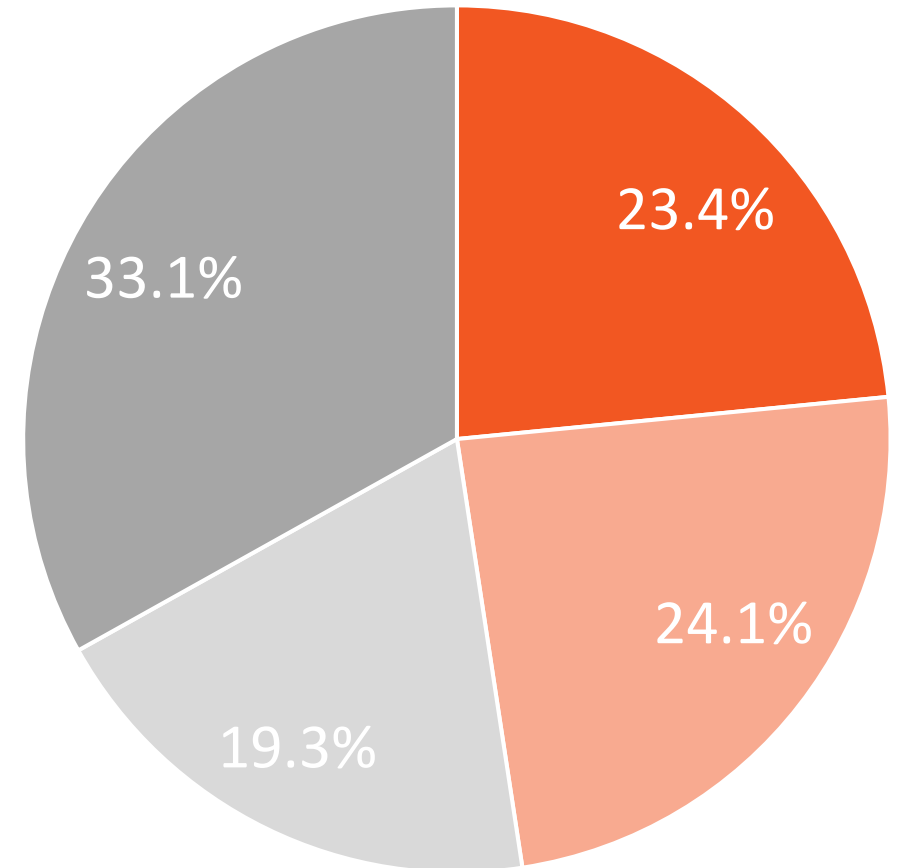
N= 144

# How long have you had studio space in North Adams?

2020



2022



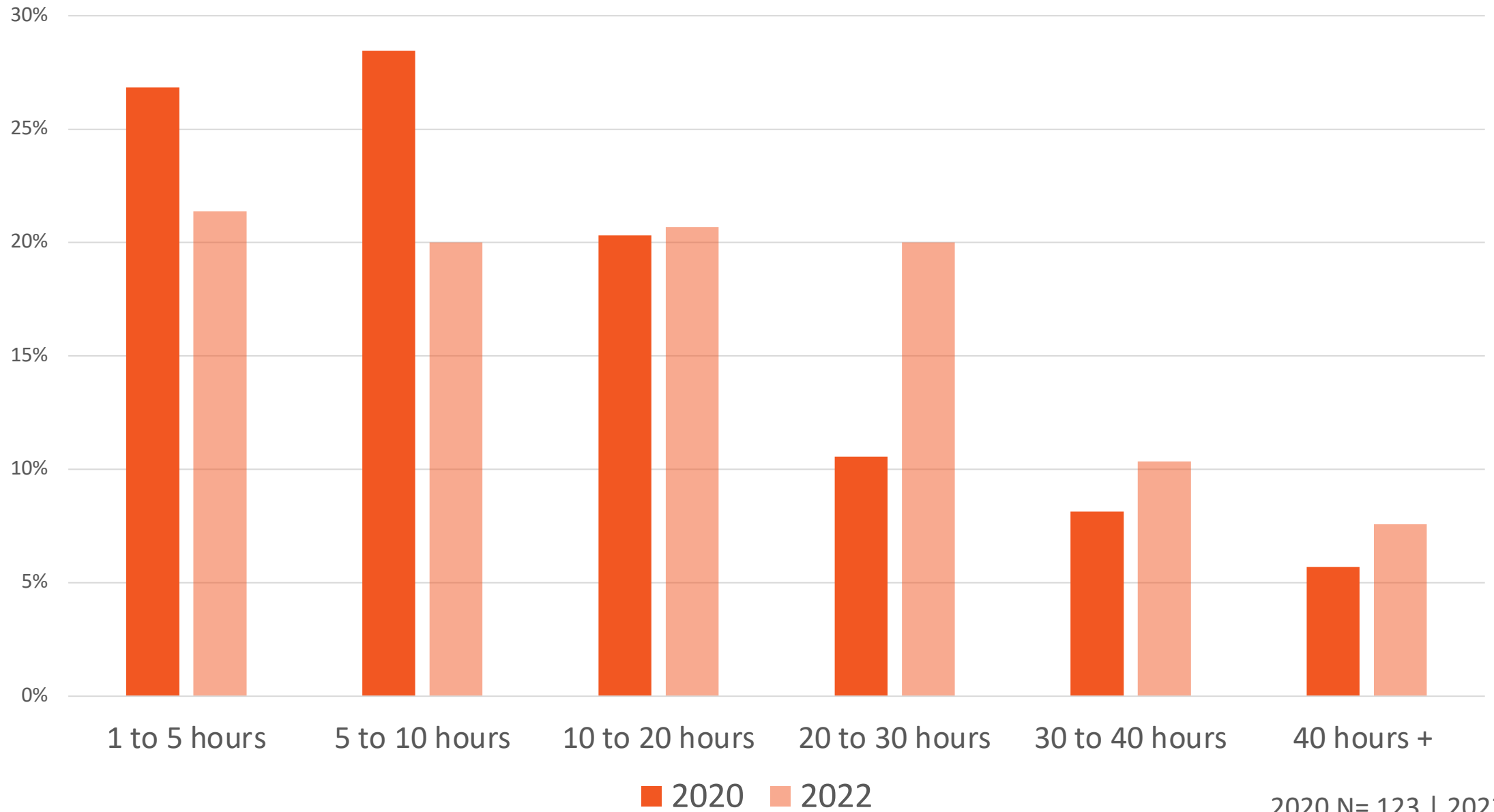
- less than 1 year
- 1-2 years
- 3-5 years
- 5 years +

N= 123

N= 145



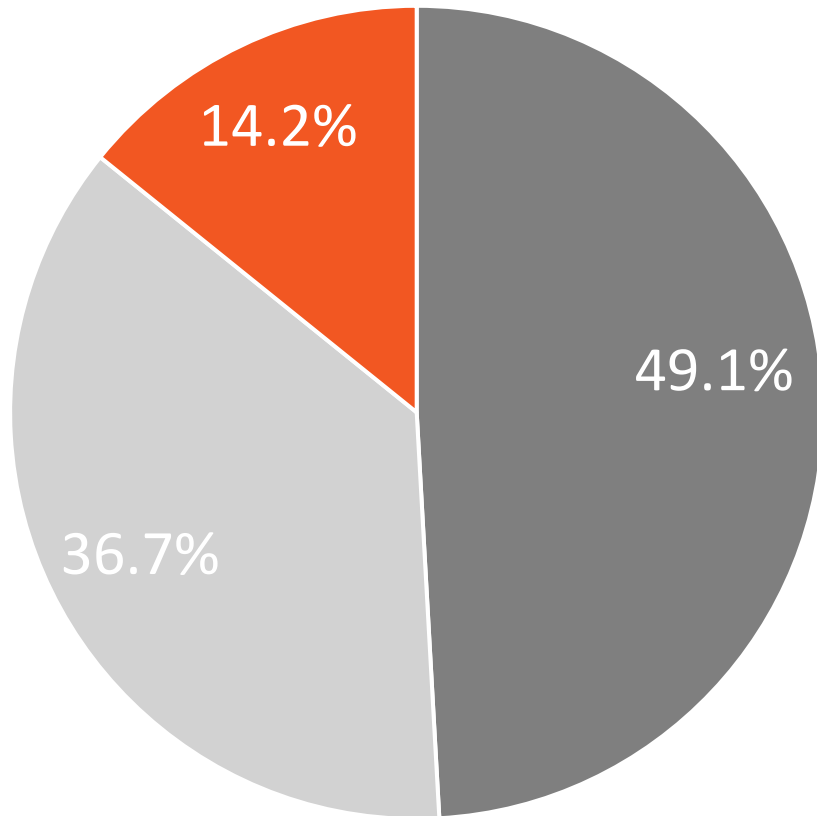
# On average how much time do you spend in your studio weekly?



2020 N= 123 | 2022 N = 145

# Have you had difficulty finding studio space in North Adams?

2020

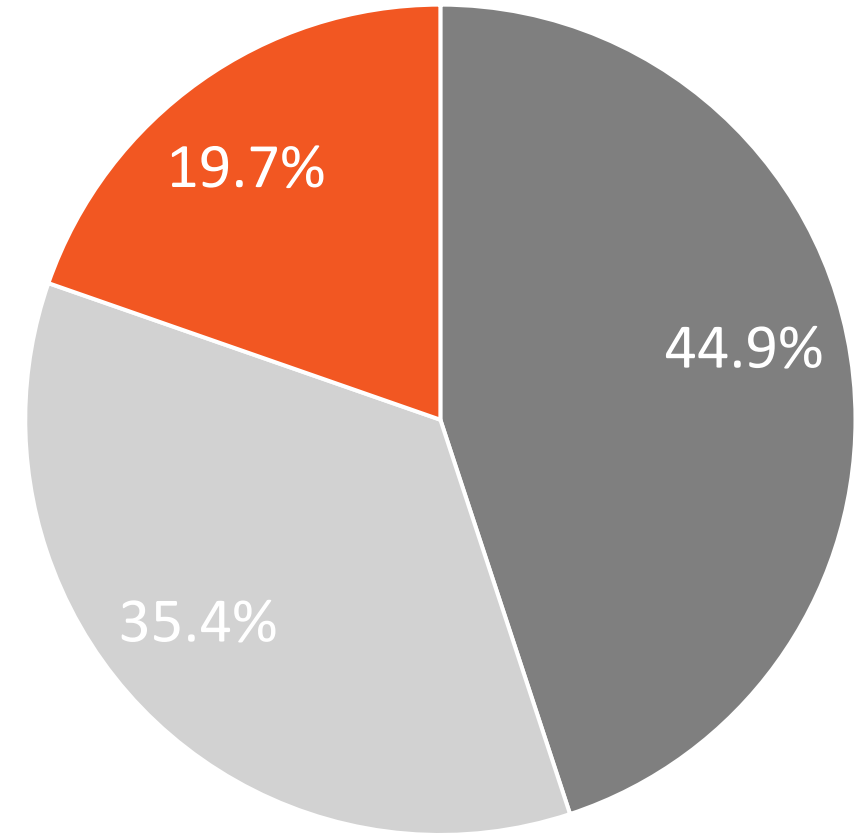


■ I haven't tried to find studio space in North Adams

■ No

■ Yes

2022



N= 169

N= 178

# What was the primary barrier to finding studio space in North Adams (2020)

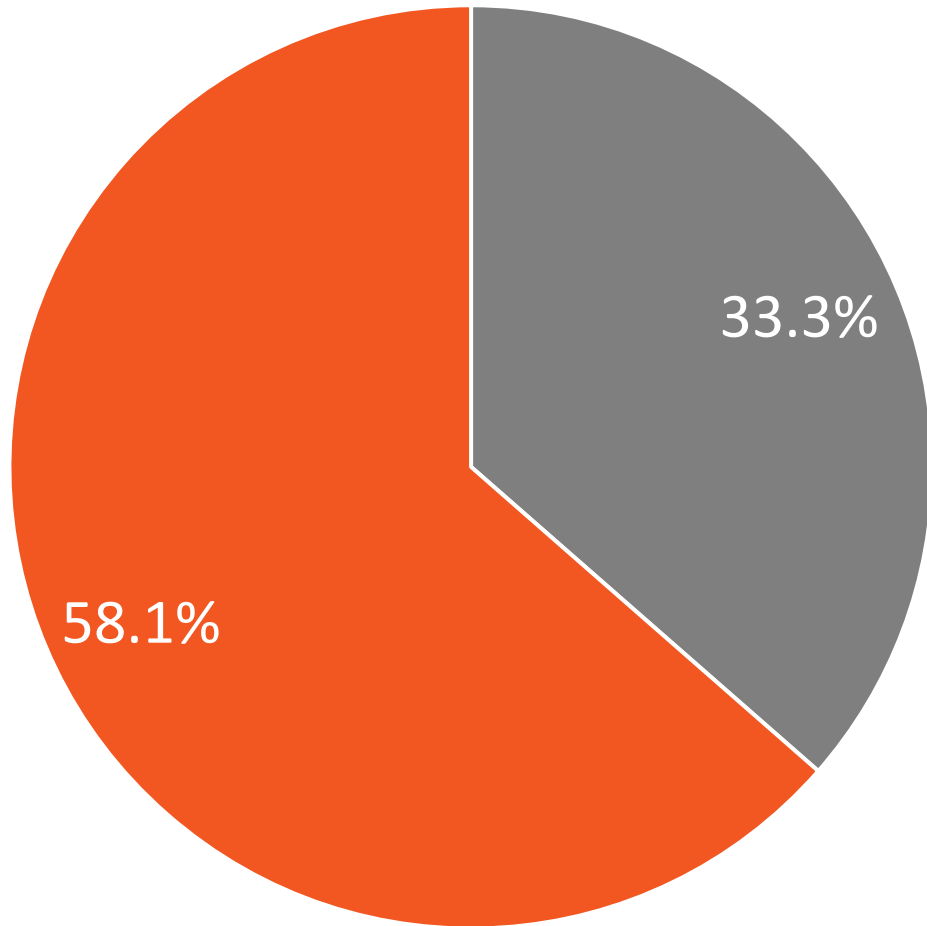
space for my partner    availability and cost    outside space    space is fine  
recording spaces    Needs    home space    space and cost  
**cost money**    studio at home    studio space    space suitable  
dedicated space    work    affordable space    actual space  
mill space    suitable spaces    separate spaces

# What was the primary barrier to finding studio space in North Adams (2022)

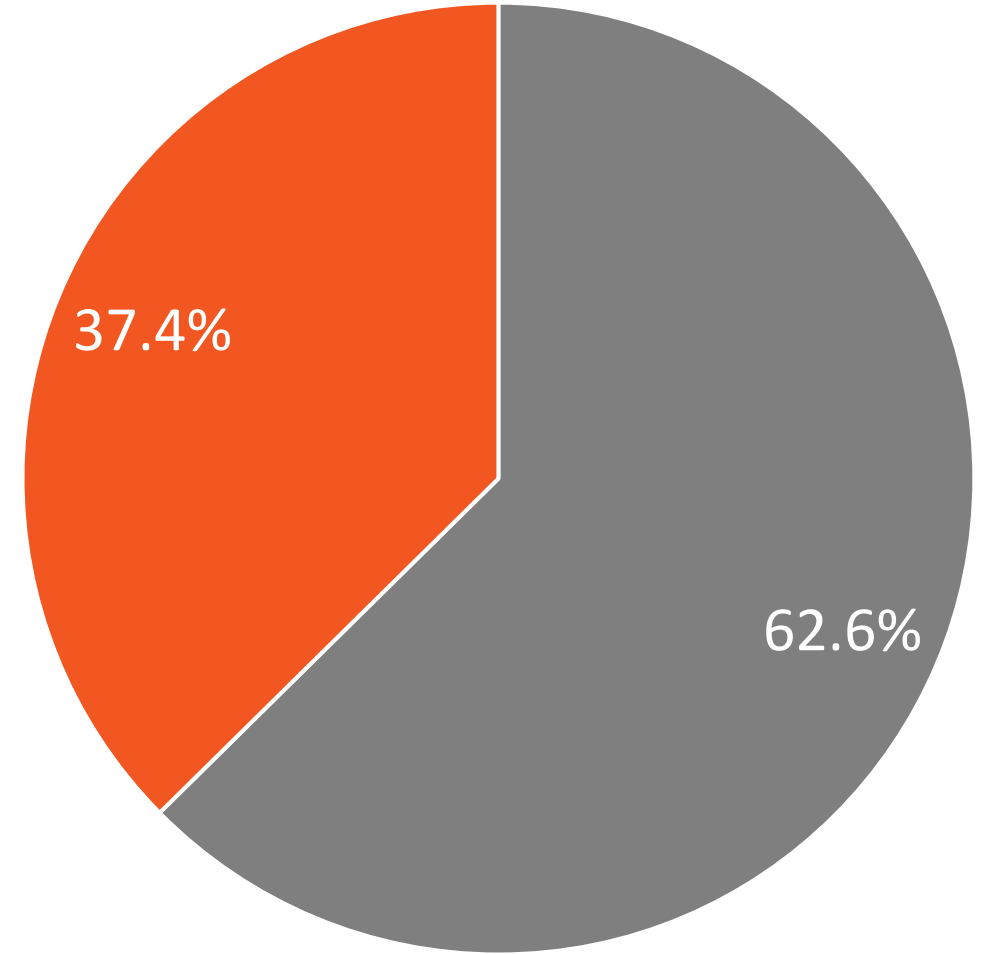


# Have you had the opportunity to share, present, perform, or exhibit your work in North Adams in the past two years?

2020



2022



■ No  
■ Yes

N= 117

N= 115

# Where/what did you share, present perform or exhibit in North Adams? (2020)

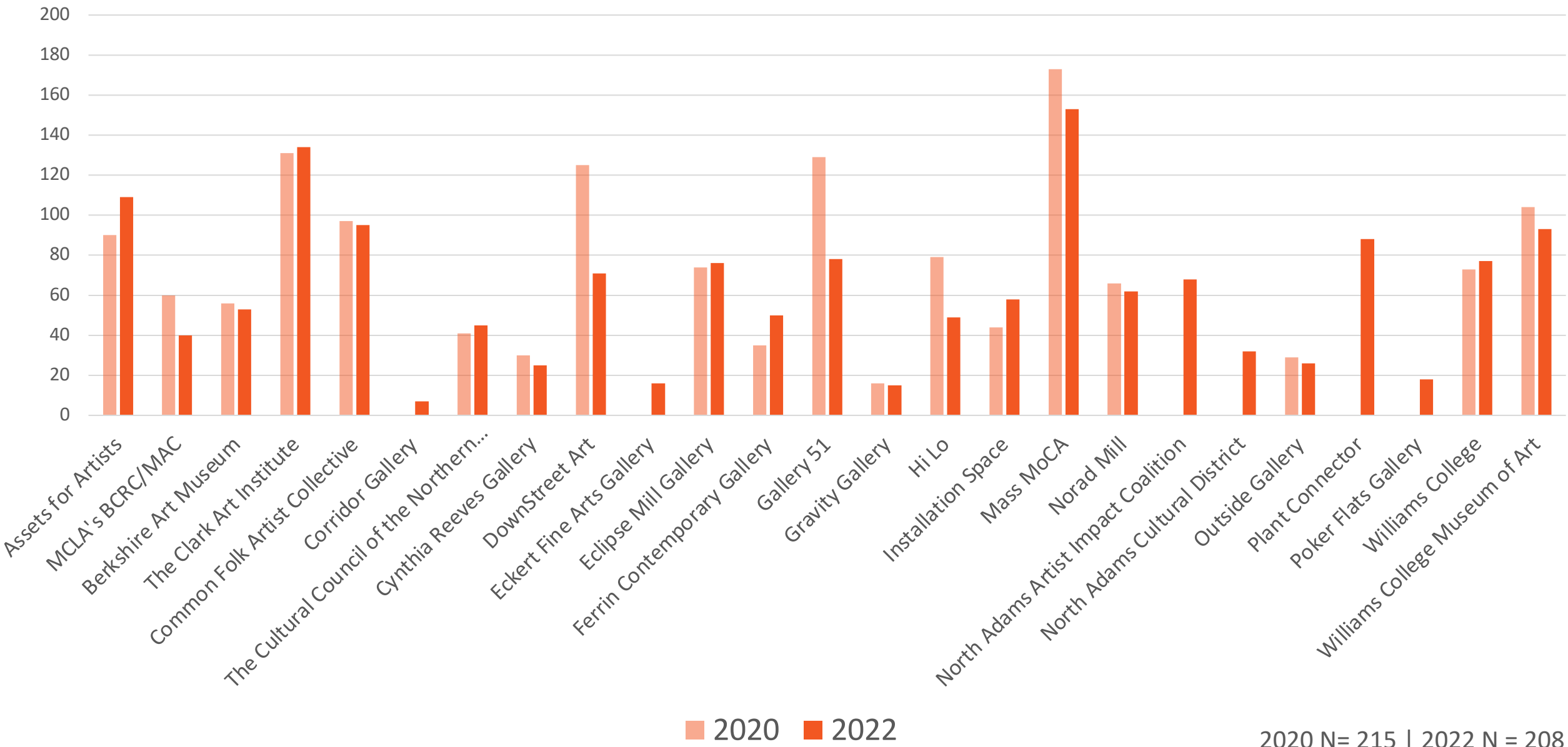
North Adams theatre at MCLA Installation Space  
Folk's shop DownStreet Art performance Greylock Works Bright Ideas  
Main Street Mass MoCA MCLA Gallery Eclipse Mill  
arts project design lab hilo Parlor Common Folk  
Folk's various locations MCLA and Mass

# Where/what did you share, present perform or exhibit in North Adams? (2022)

A word cloud of terms related to art and cultural activities in North Adams for the year 2022. The most prominent word is "Common Folk" in a large, bold, black font. Other significant words include "Art Museum", "Eyes Gallery", "MCLA", "Art Vending", "book arts", "MASS MoCA", "Eclipse Mill", "Art Vend", "Art Project", "Art", "Public", "River Street", "gallery", "work", "Plant connector", "Mill Gallery", "market", "Folk - Folktales", and "North Adams". The words are arranged in a somewhat circular pattern around the central "Common Folk" text.

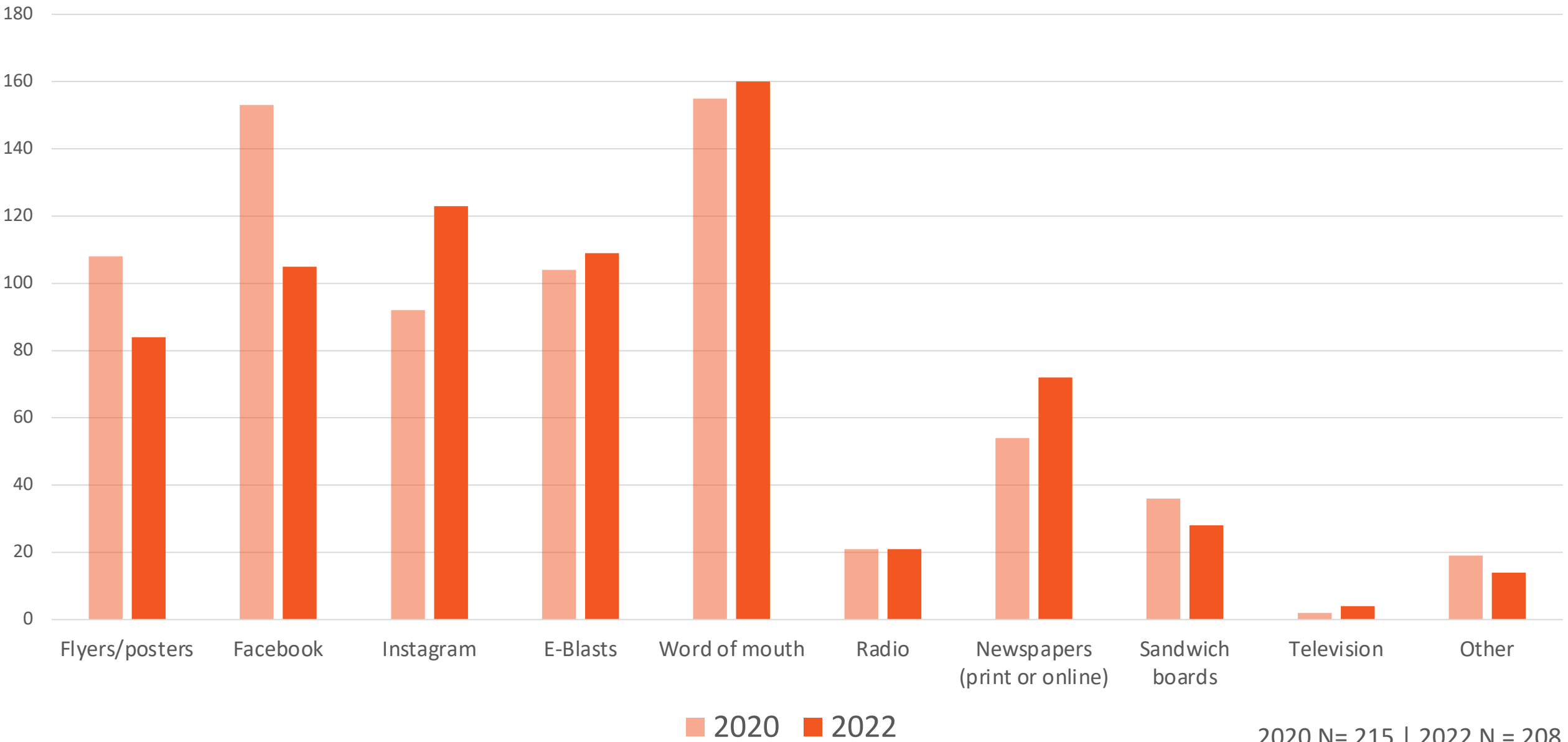
Art Vending  
book arts  
MASS MoCA  
Art Project  
River Street  
Mill Gallery  
Art Museum  
Eclipse Mill  
market  
work  
Folk - Folktales  
Eyes Gallery  
MCLA  
Art Vend  
Art  
Public  
Plant connector  
North Adams

# What Northern Berkshires artistic organizations/resources have you accessed and/or participated in?

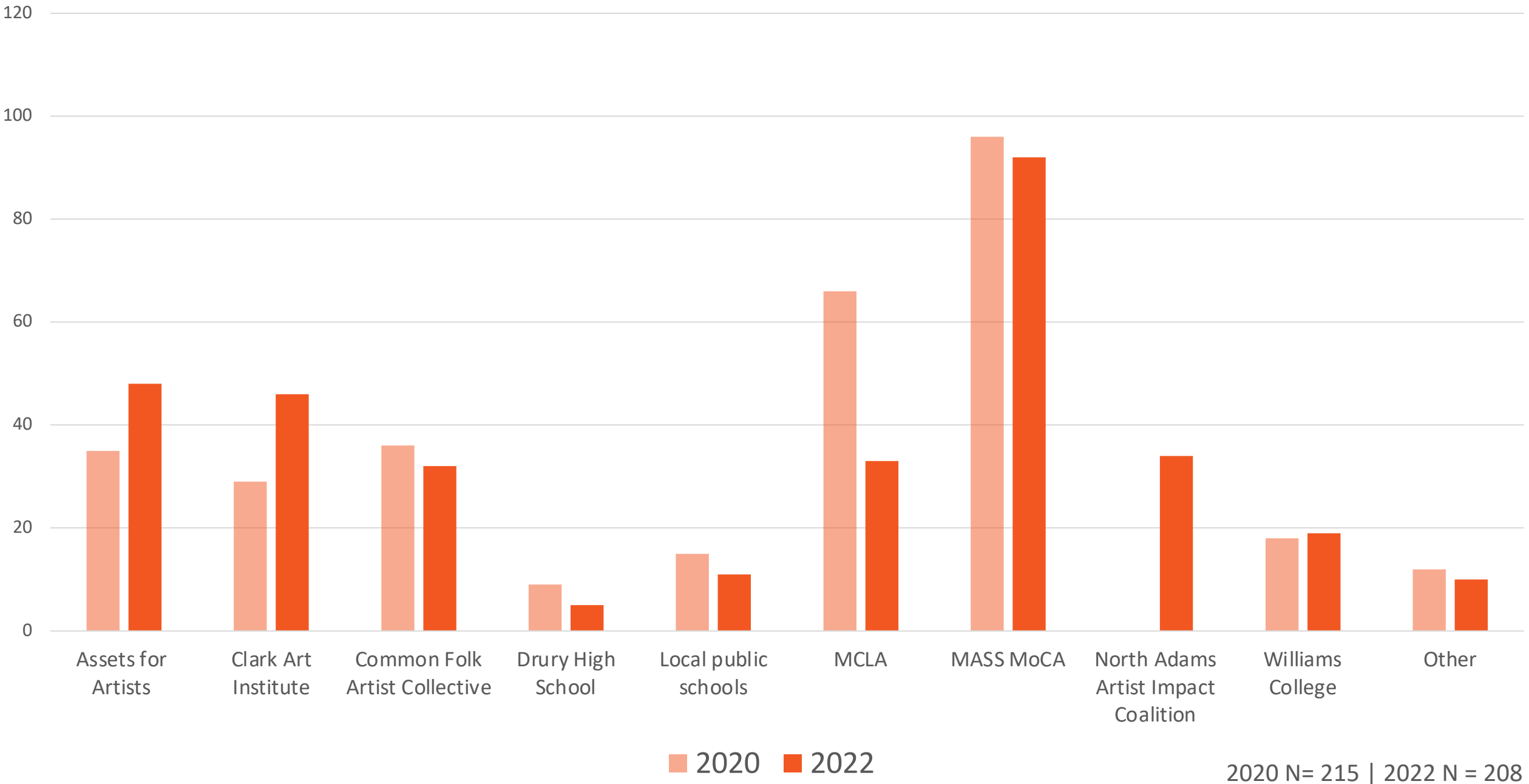




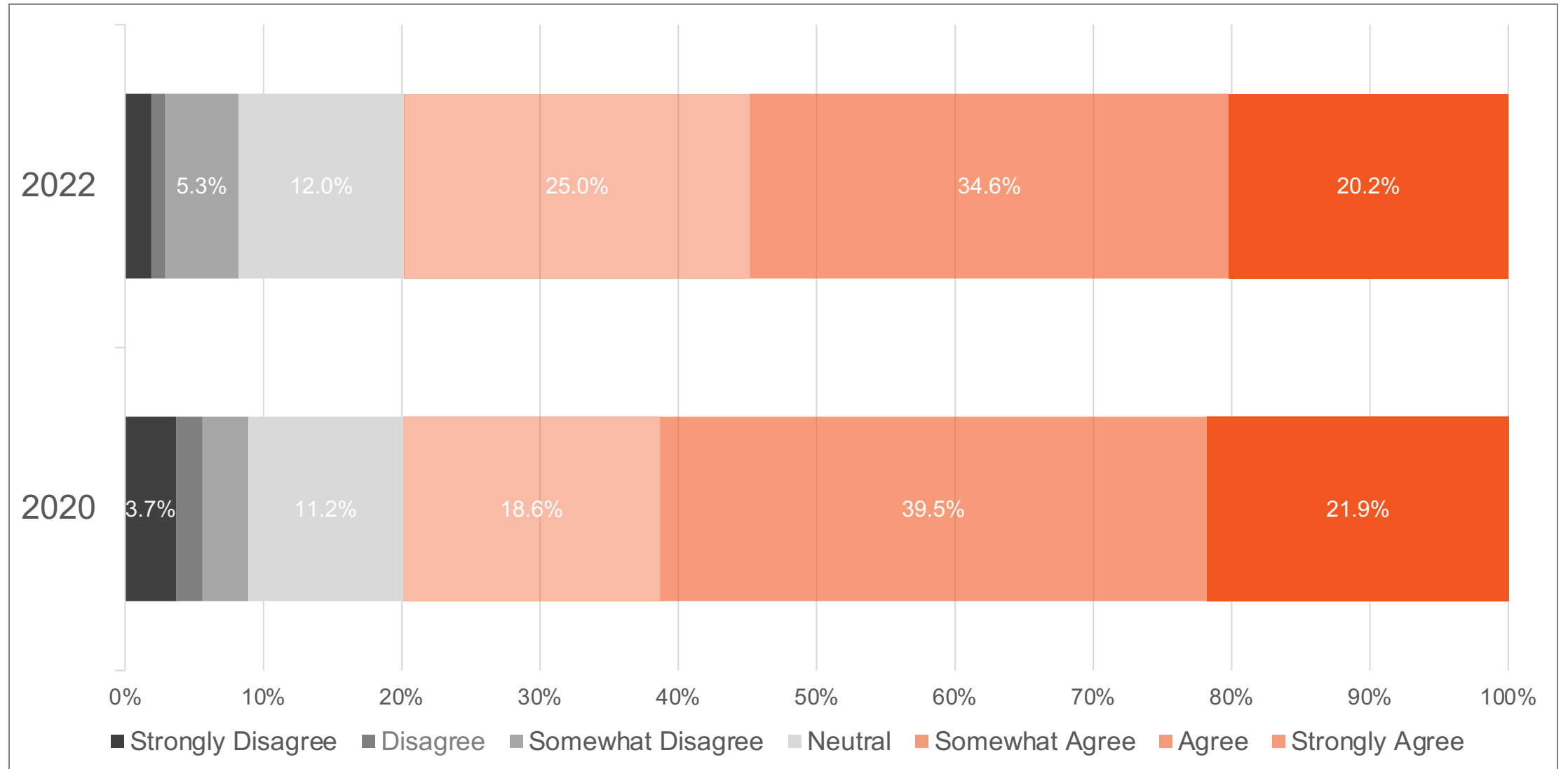
# How do you hear about local cultural happenings in the Northern Berkshires?



# Are you a member or alum of any of the following organizations?



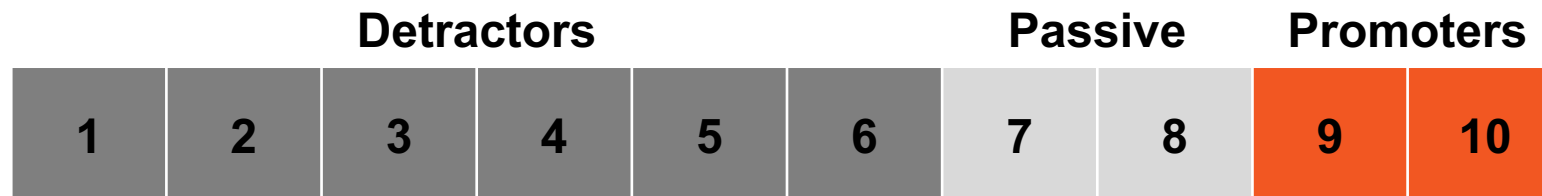
# North Adams is a supportive environment in which to pursue my art.



# How likely are you to recommend North Adams as a community to artists considering living in the area? (2020)

<b>Detractors</b>	<b>Passive</b>	<b>Promoters</b>	<b>Net Promoter Score</b>
<b>25%</b>	<b>38%</b>	<b>37%</b>	<b>12</b>

**Net Promoter Score = % Promoters - % Detractors**



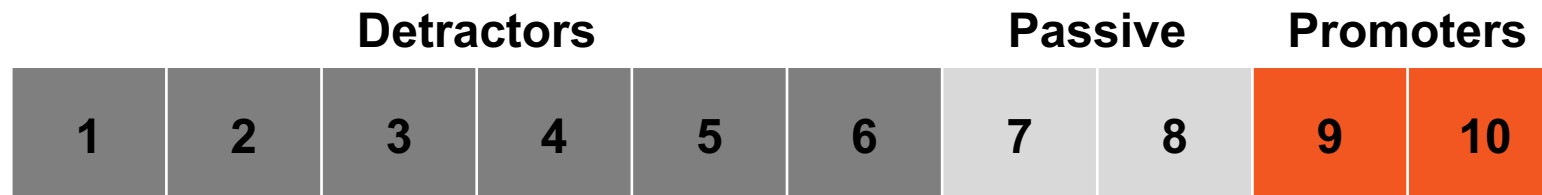
n = 215

Scale: 1 = Not at all likely, 7 = Very likely

# How likely are you to recommend North Adams as a community to artists considering living in the area? (2022)

<b>Detractors</b>	<b>Passive</b>	<b>Promoters</b>	<b>Net Promoter Score</b>
<b>23%</b>	<b>34%</b>	<b>43%</b>	<b>20</b>

**Net Promoter Score = % Promoters - % Detractors**



n = 208

Scale: 1 = Not at all likely, 7 = Very likely

What additional types of skills, resources, networks, spaces, etc. do you feel you need in order to succeed as an artist in North Adams? (2020)

A word cloud of responses to the survey question. The words are in various sizes and orientations, with 'artistwork' being the largest and most prominent. Other significant words include 'local artists', 'art community', 'newer artists', 'opportunities', 'studio spaces', 'space for artists', 'supply stores', 'art supply', 'art/craft', 'art business', 'resident artists', 'traditional art', 'needs', 'art store', 'artist/art supports for artists', and 'gallery space'.

gallery space art/craft local artists art community newer artists  
art business art supply  
resident artists opportunities **artistwork** artist community  
traditional art art store needs space for artists  
Supply stores studio spaces  
artist/art supports for artists

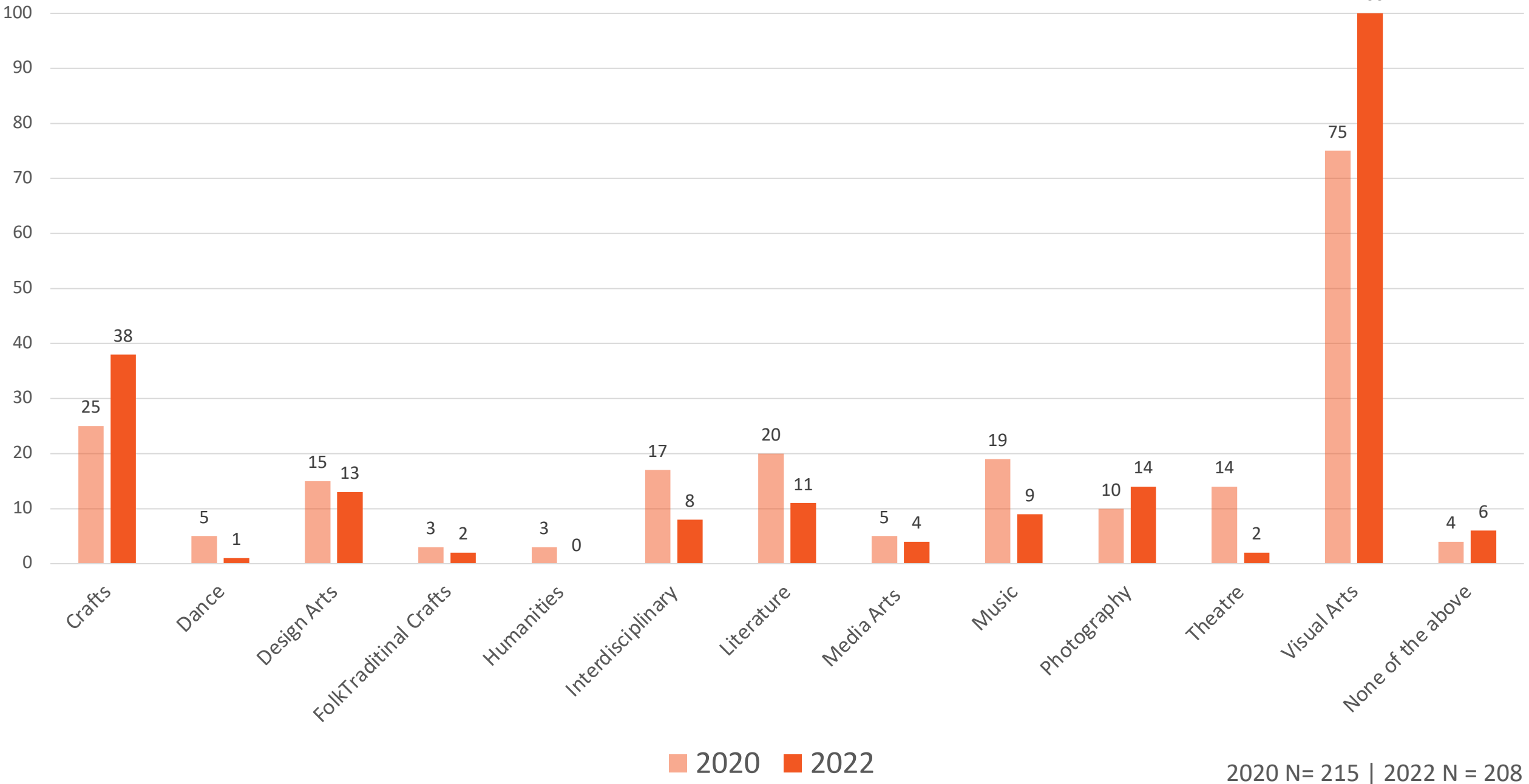
What additional types of skills, resources, networks, spaces, etc. do you feel you need in order to succeed as an artist in North Adams? (2022)



Artistic Background



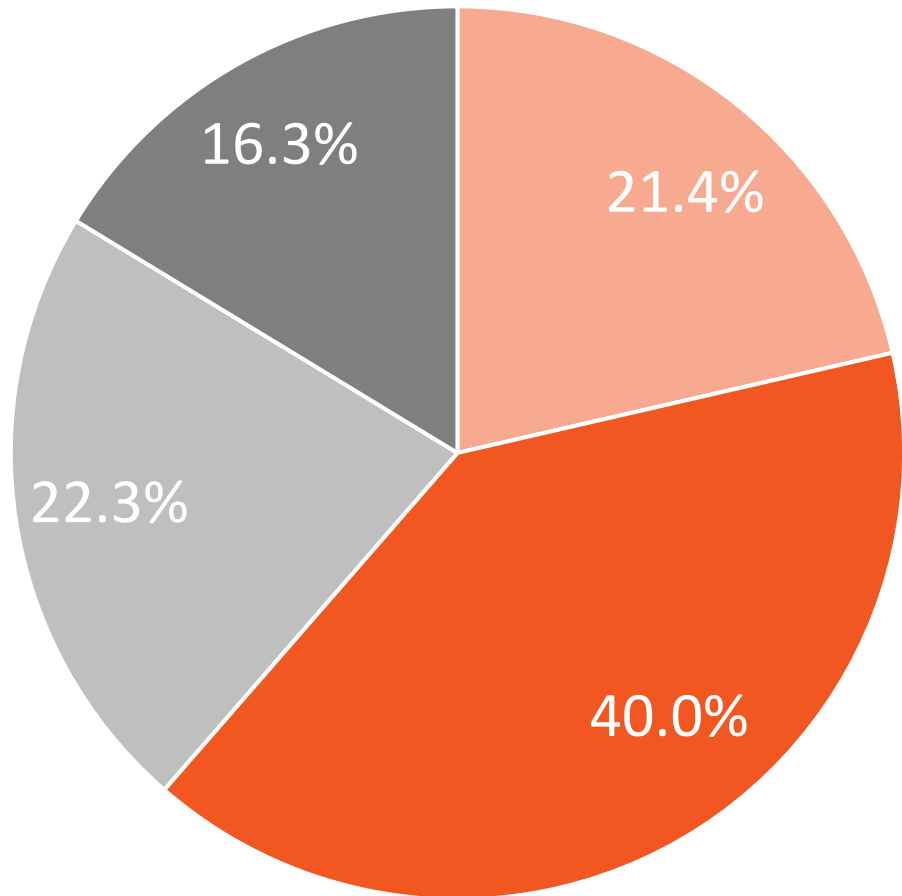
# What is your primary artistic discipline (NEA classifications)?



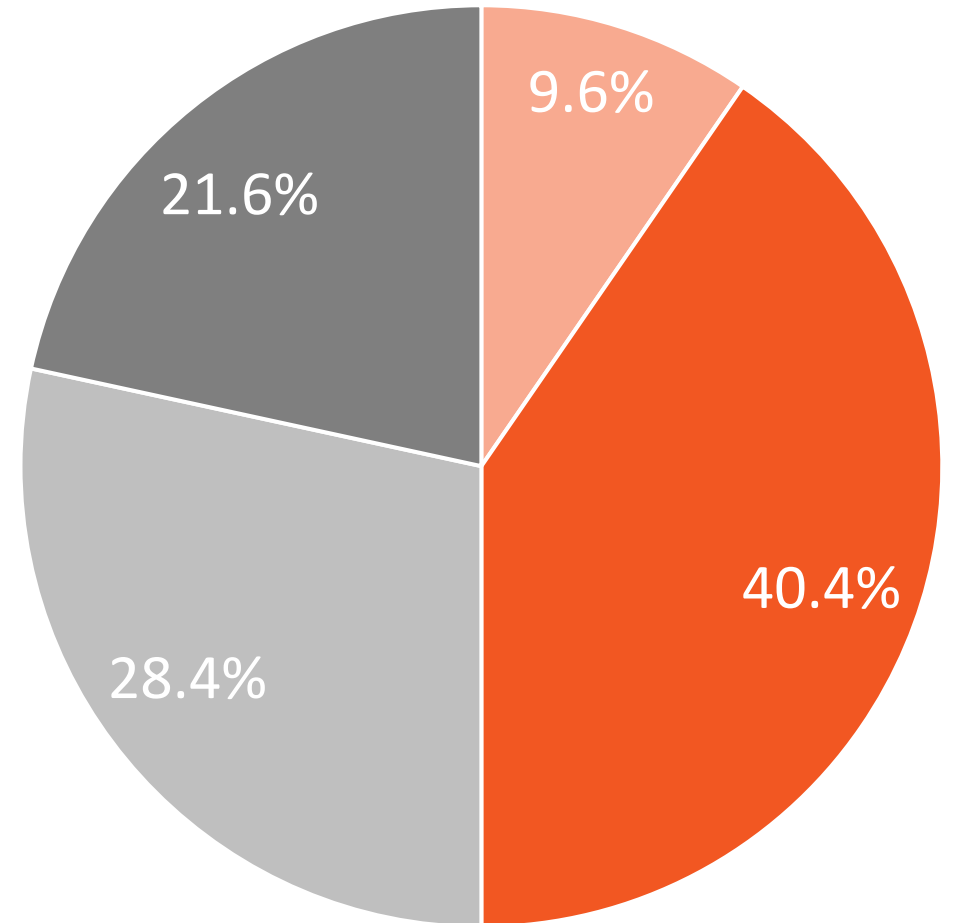
2020 N= 215 | 2022 N = 208

# At what stage are you in your artistic career?

2020



2022



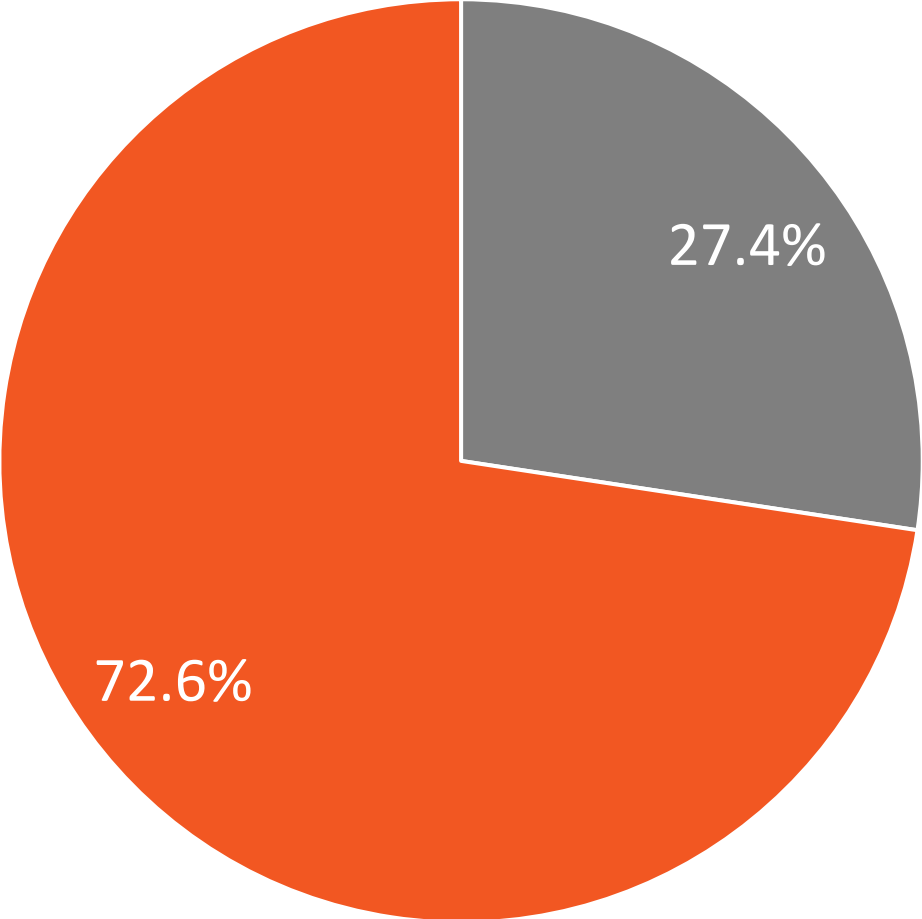
- Beginning
- Emerging
- Mid-Career
- Established

N= 215

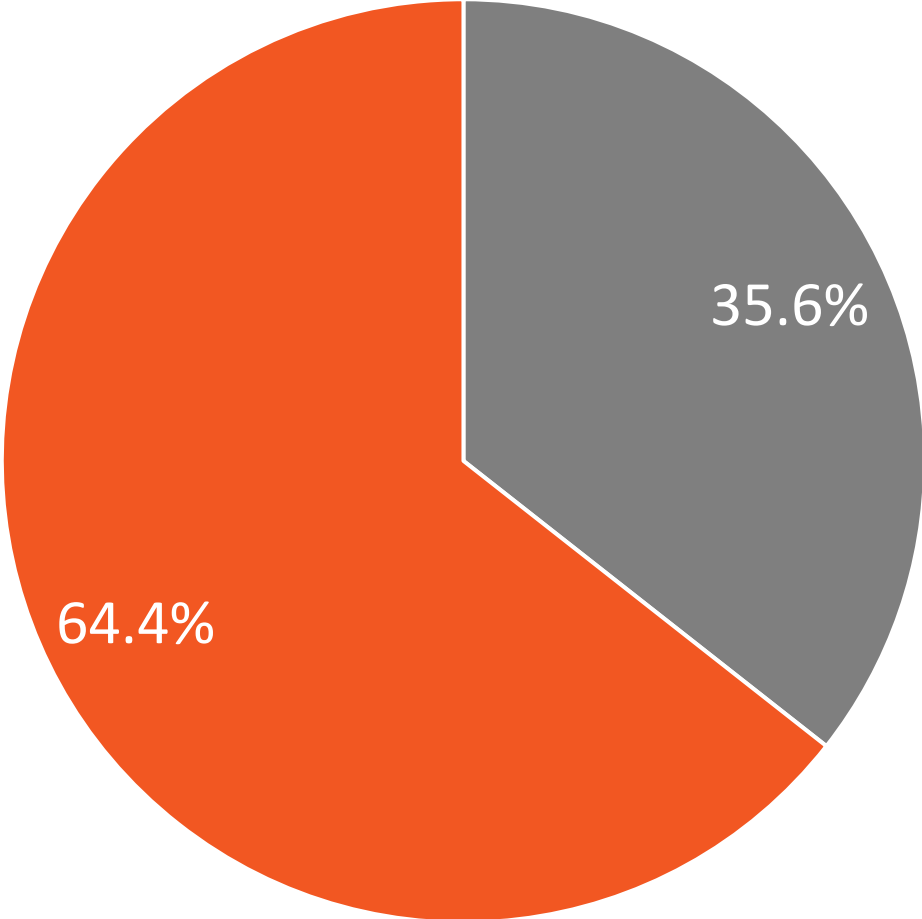
N= 208

# Do you have formal education in your artistic discipline?

2020



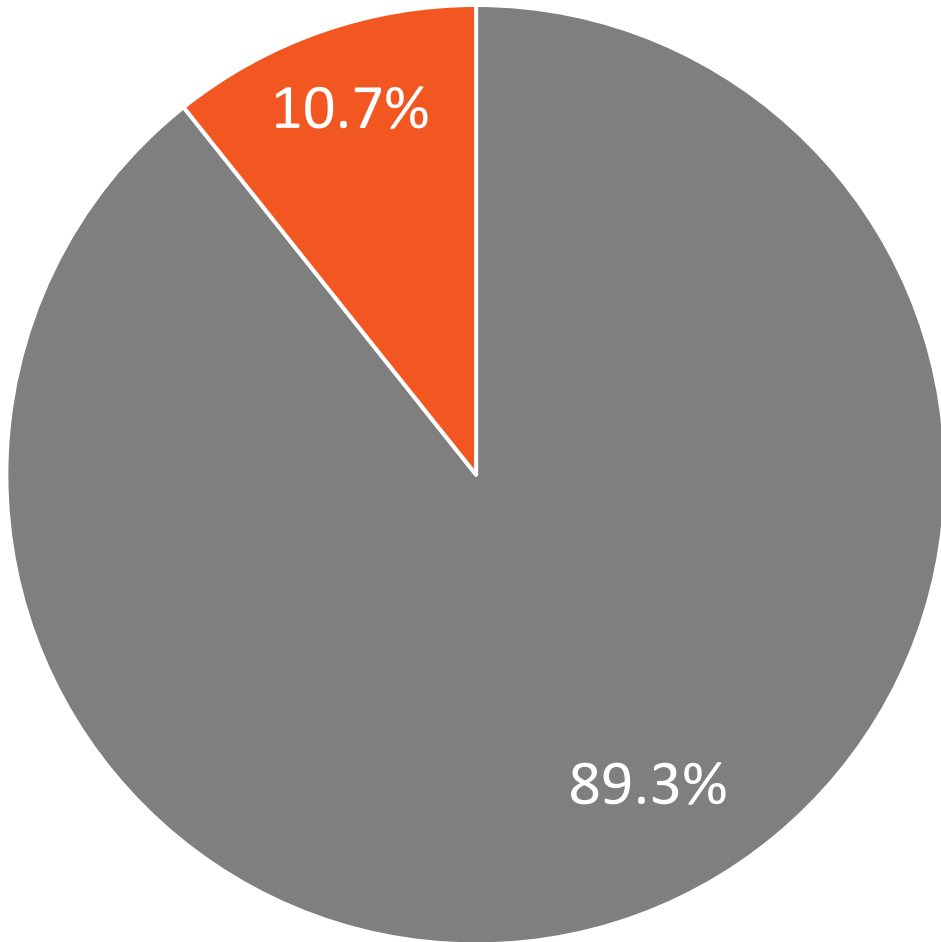
2022



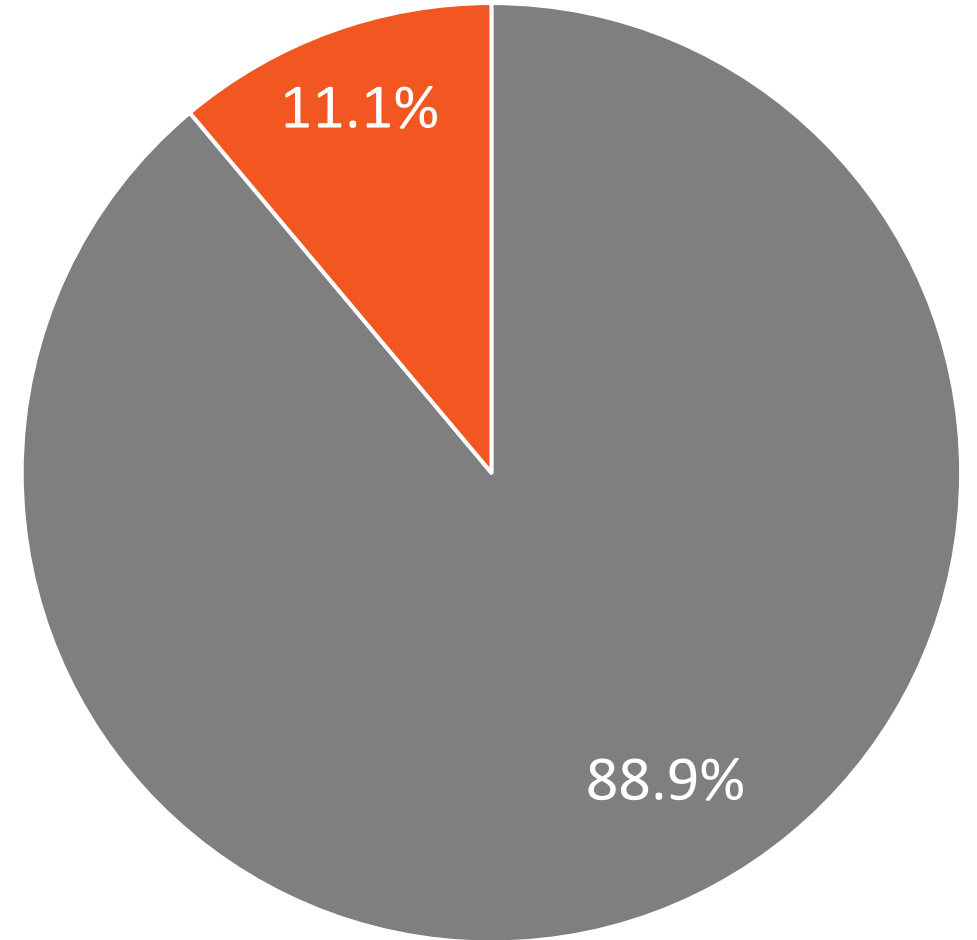
■ No  
■ Yes

# Do you teach at a college or university?

2020



2022



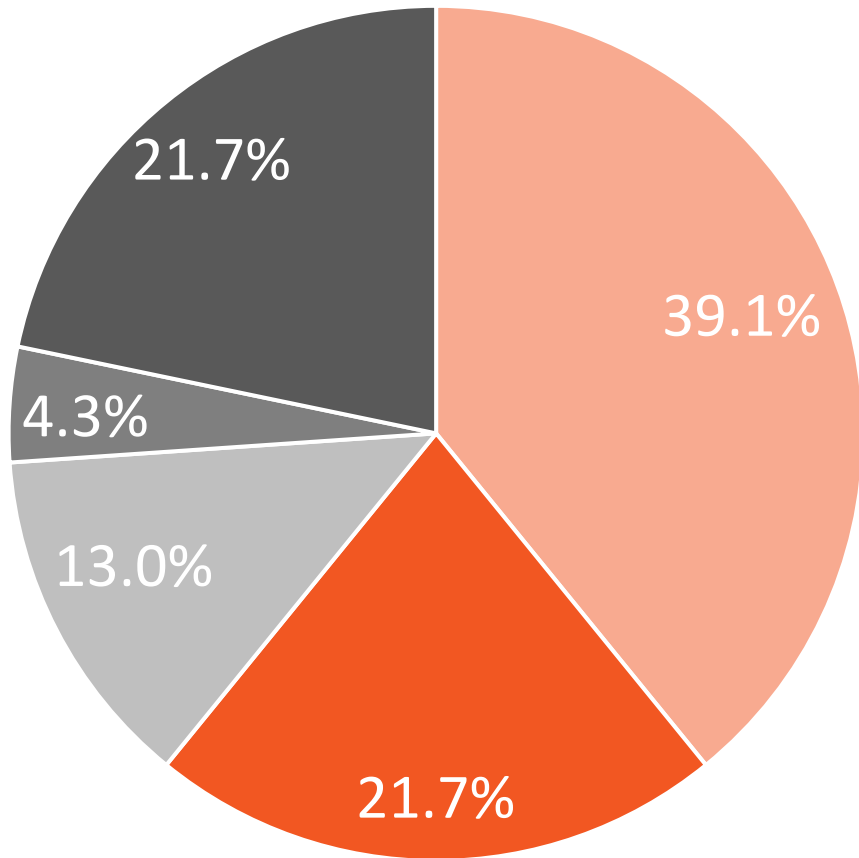
■ No  
■ Yes

N= 215

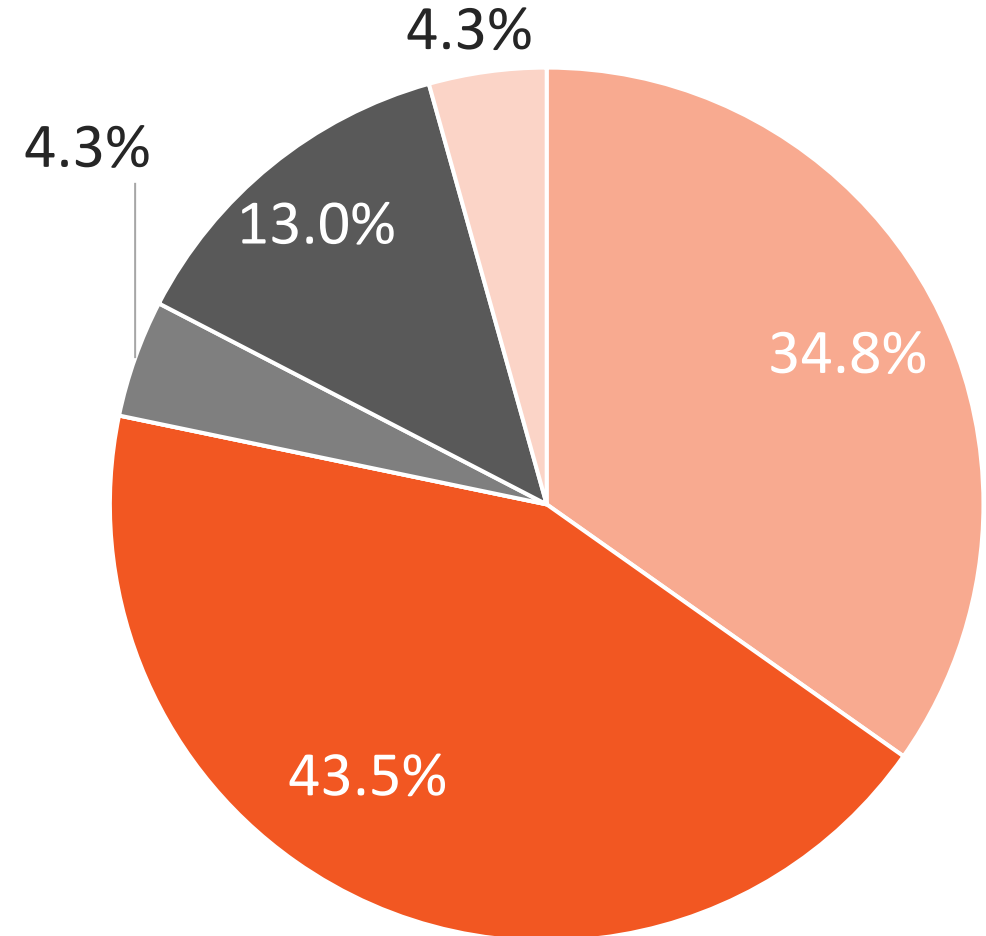
N= 208

# What is your rank at your college or university?

2020



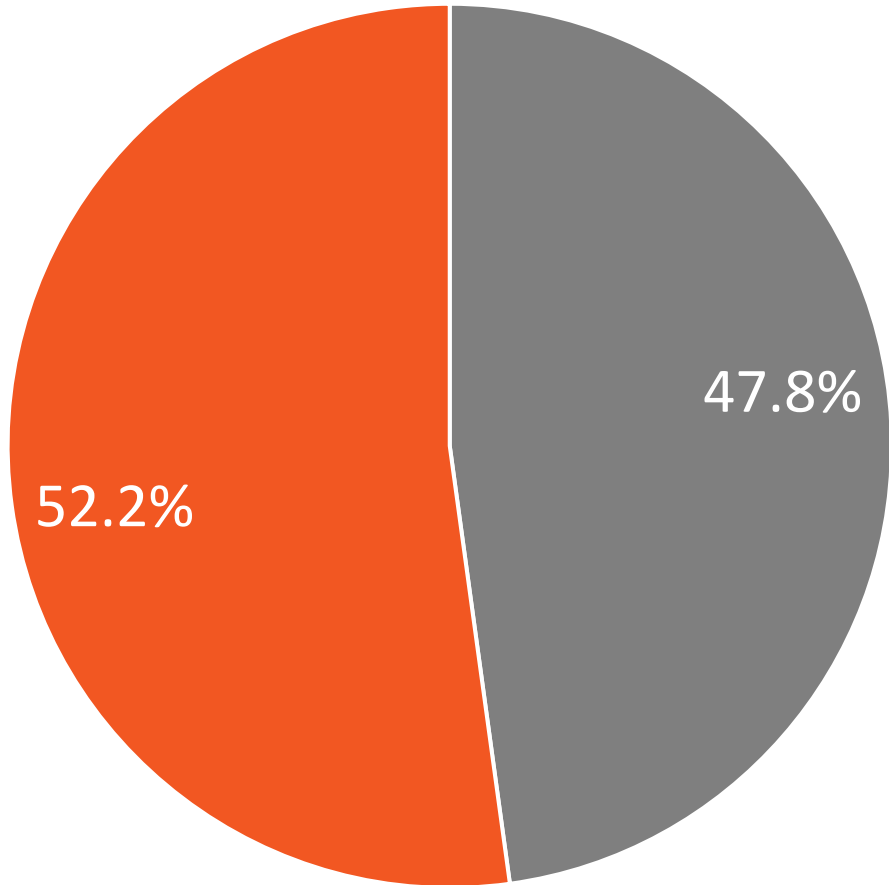
2022



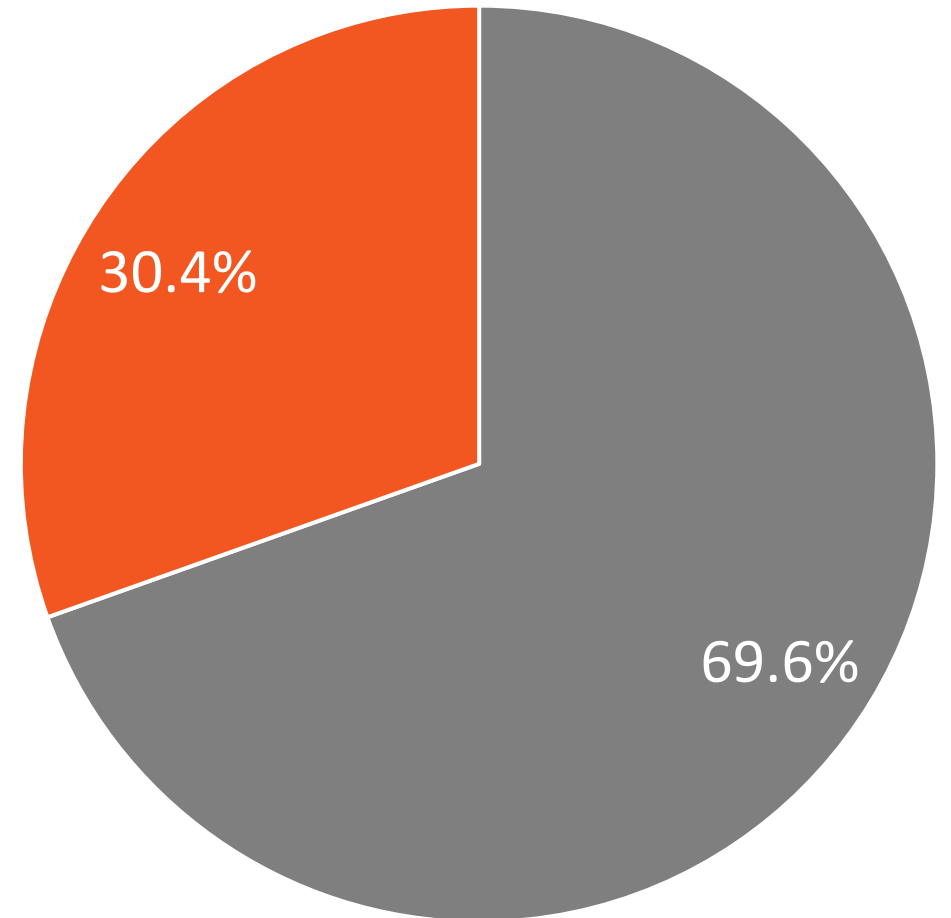
- Instructor
- Lecturer
- Assistant Professor
- Associate Professor
- Full Professor

# Are you employed by your college(s) or university(ies) full time or part time?

2020



2022

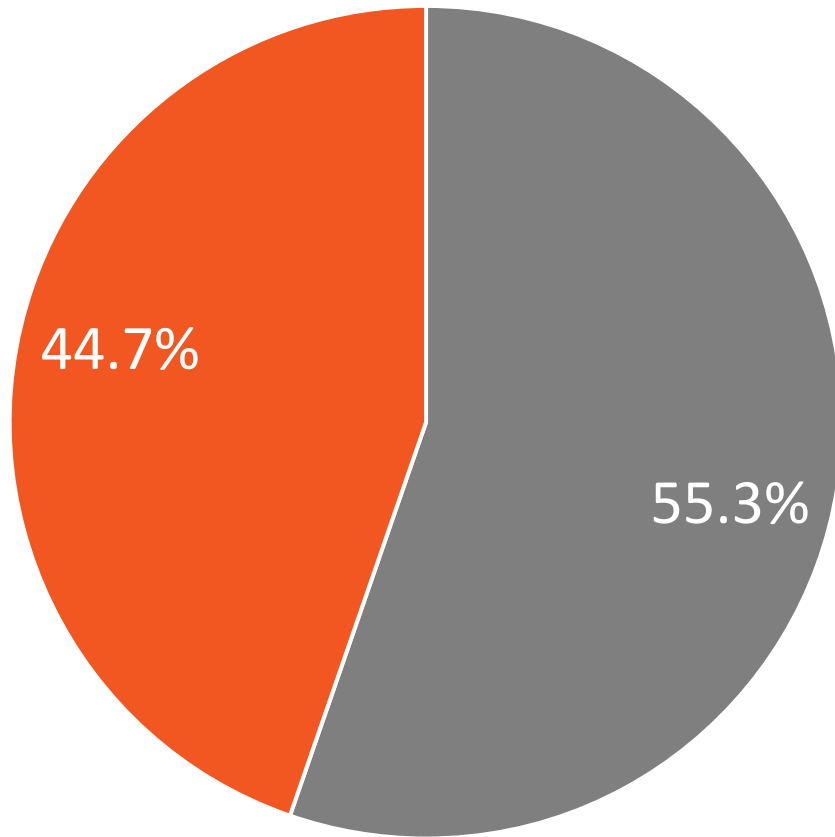


■ Part time  
■ Full time

# Artist Tools and Skills

# Do you have written goals related to your art practice?

2020

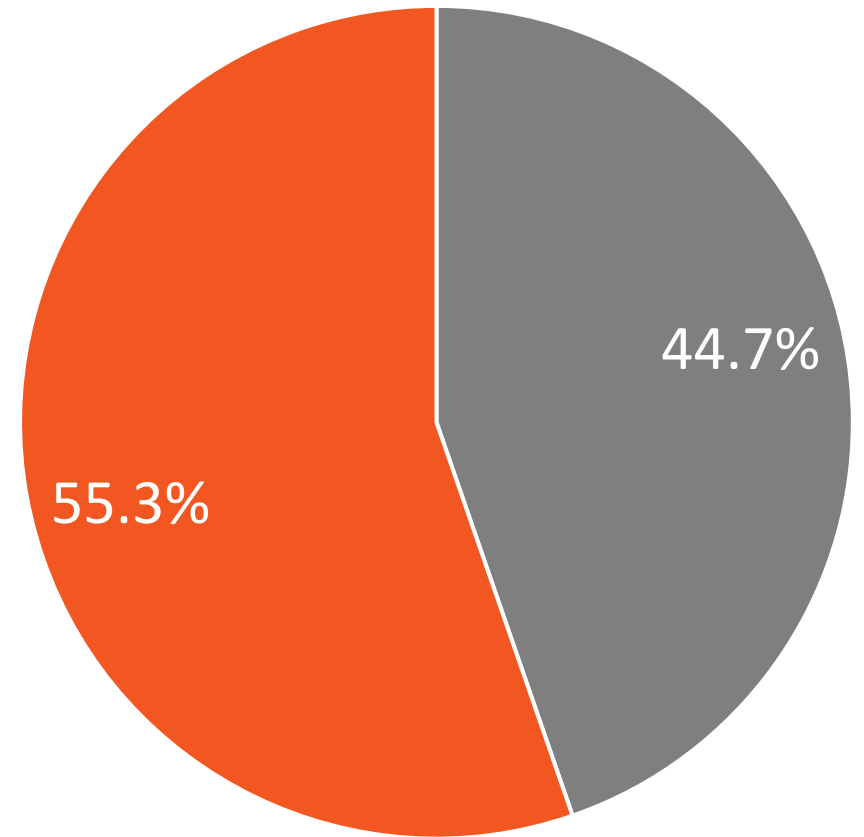


■ No

■ Yes

N= 215

2022



■ No

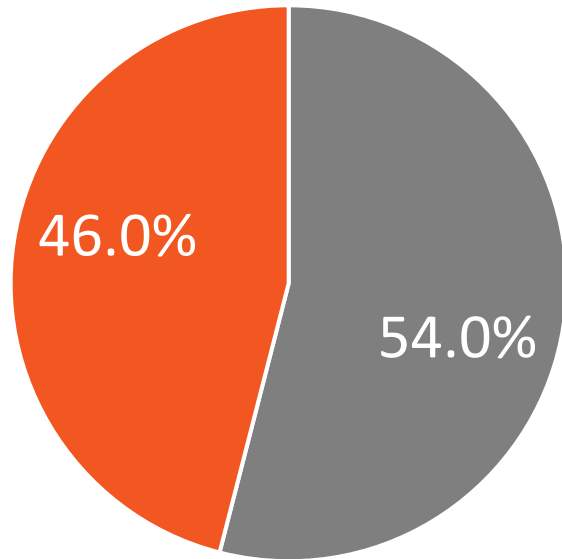
■ Yes

N= 208

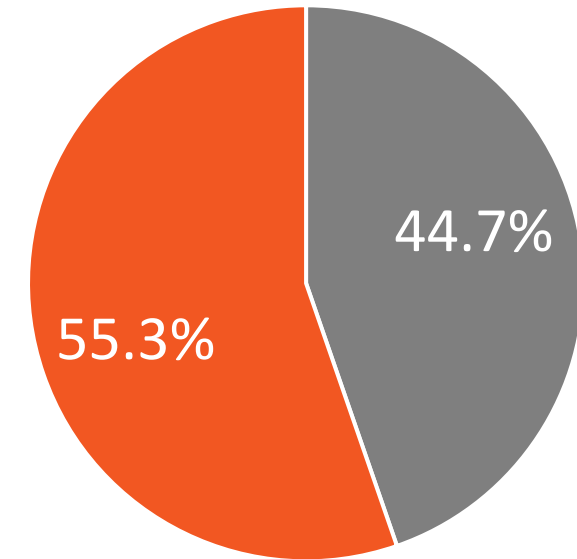


# Do you have a prepared artist statement?

2020



2022

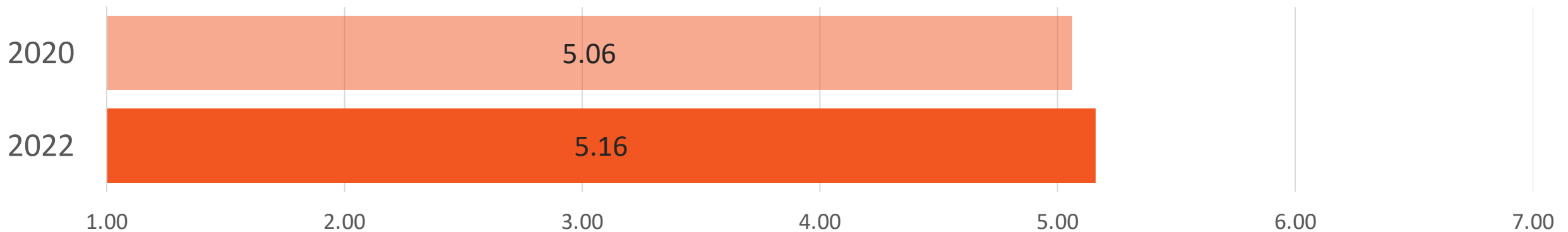


■ No  
■ Yes

N= 215

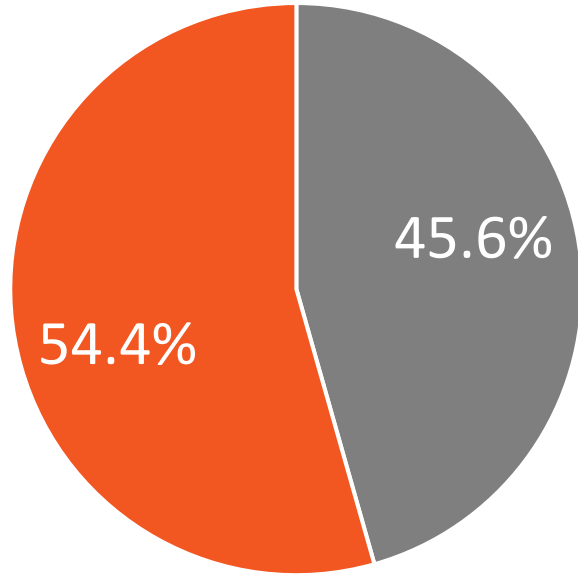
N= 208

## How would you rate the quality/effectiveness of your artist statement?

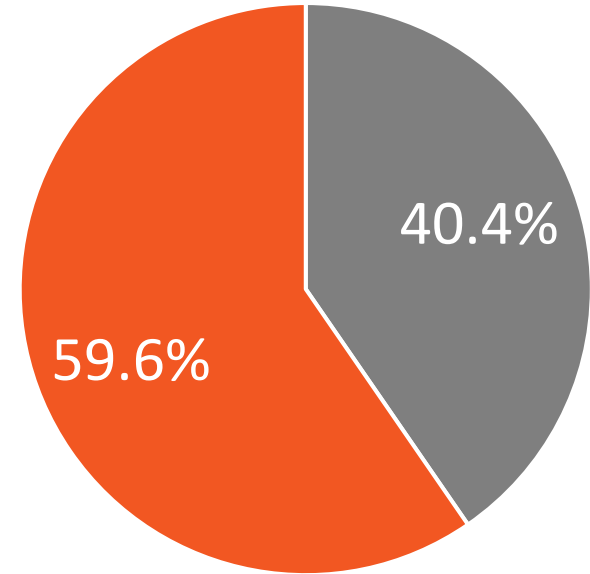


# Do you have an art resume?

2020



2022



■ No  
■ Yes

N= 215

N= 208

## How would you rate the quality/effectiveness of your art resume?

2020



2022



1.00

2.00

3.00

4.00

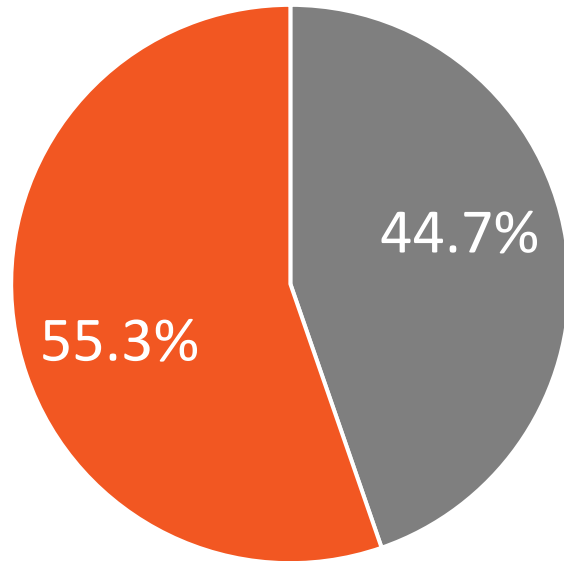
5.00

6.00

7.00

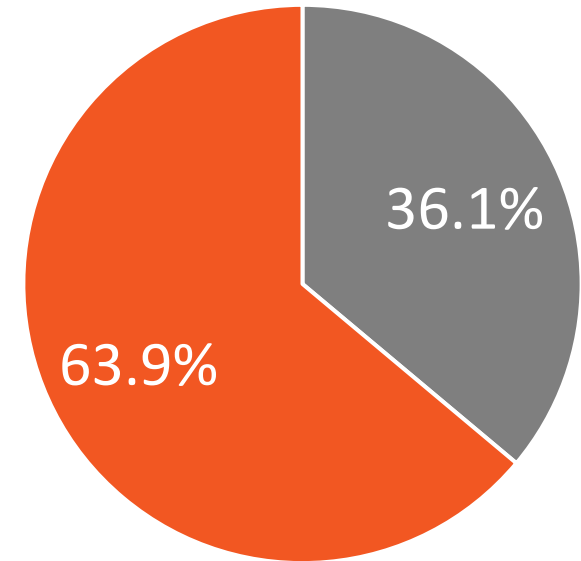
# Do you have a website featuring your art practice?

2020



■ No  
■ Yes

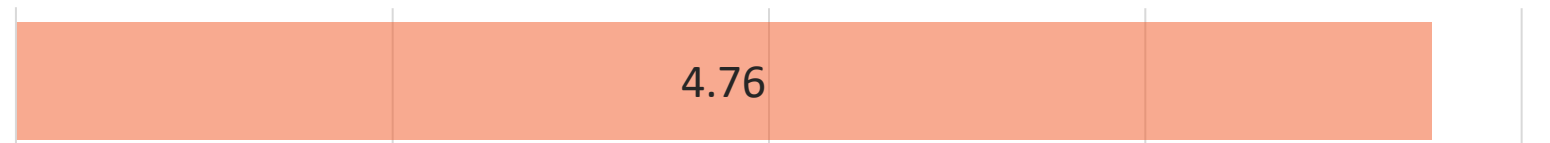
2022



N= 208

## How would you rate the quality/effectiveness of your art website?

2020

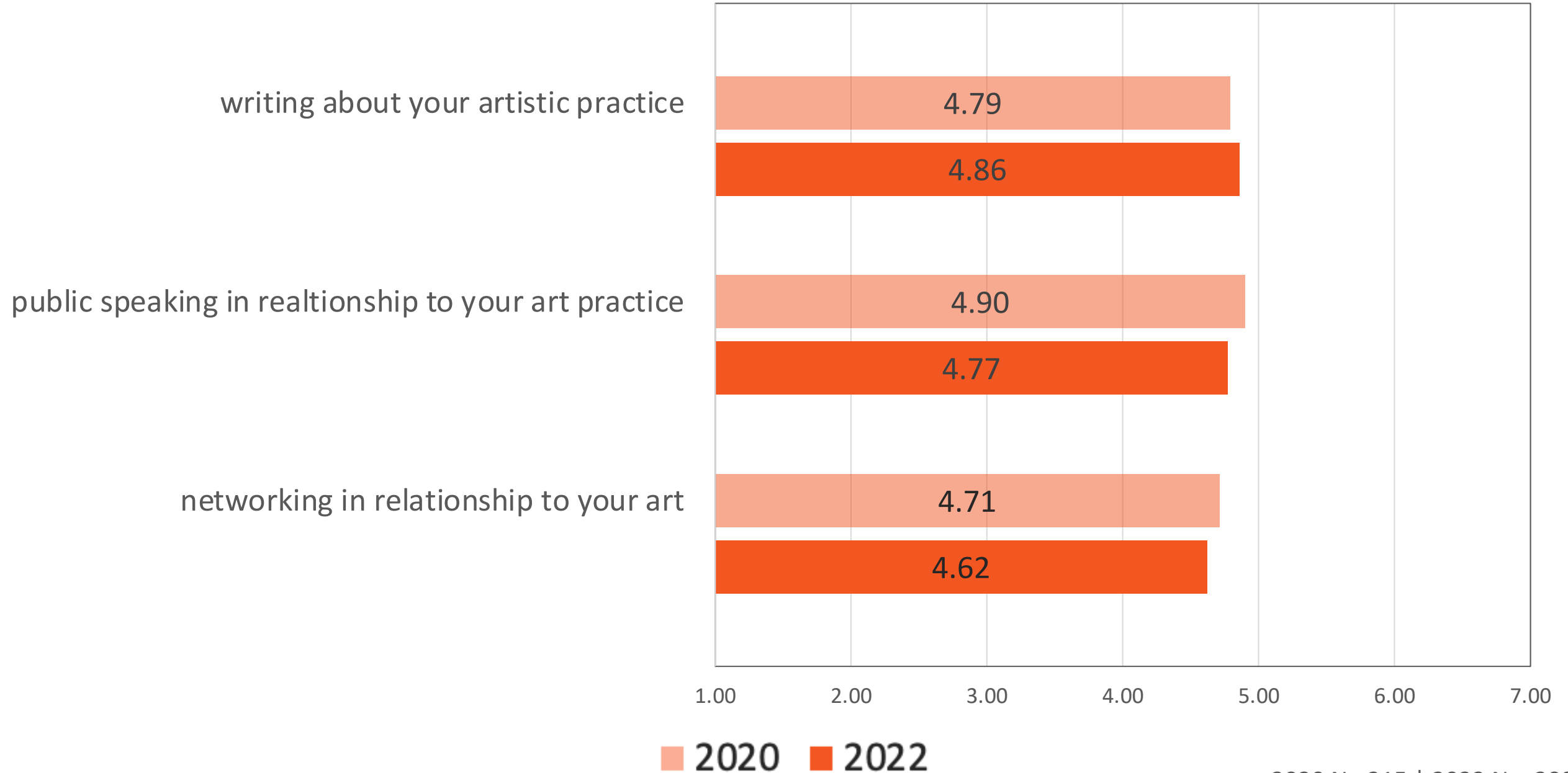


2022



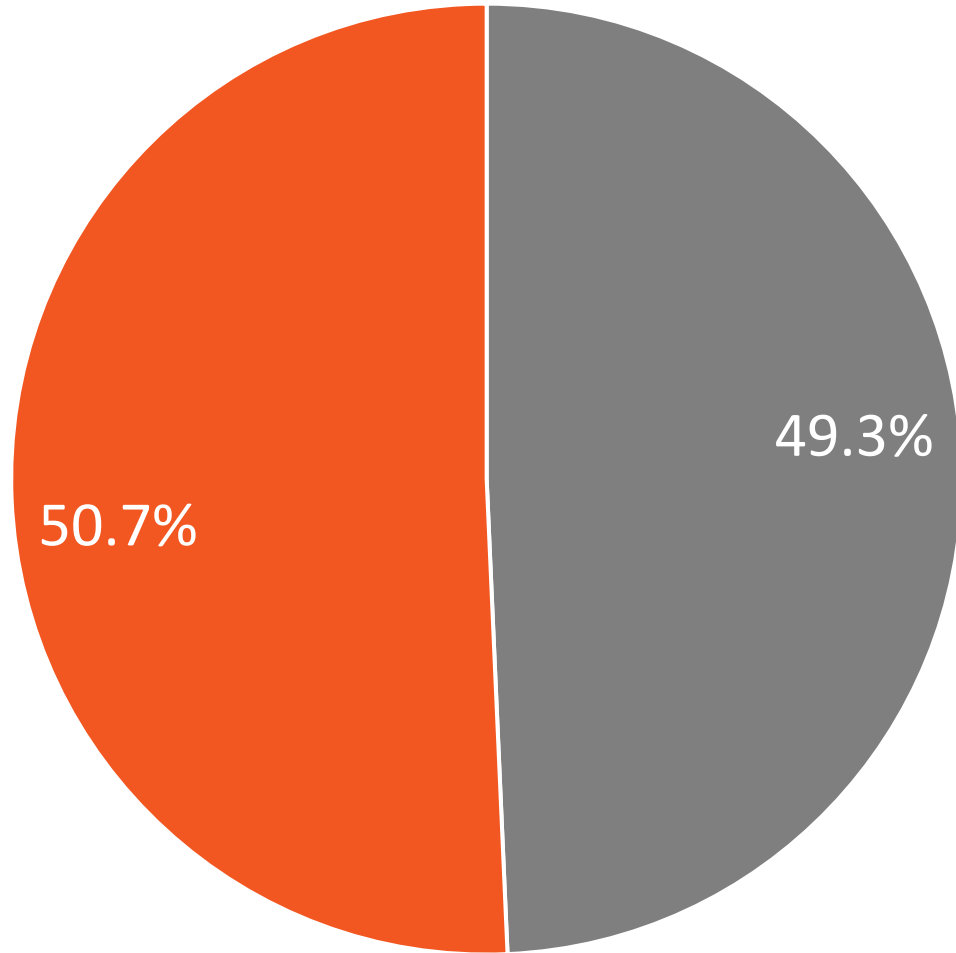
1.00 2.00 3.00 4.00 5.00 6.00 7.00

# Please rate your comfort level with . . .

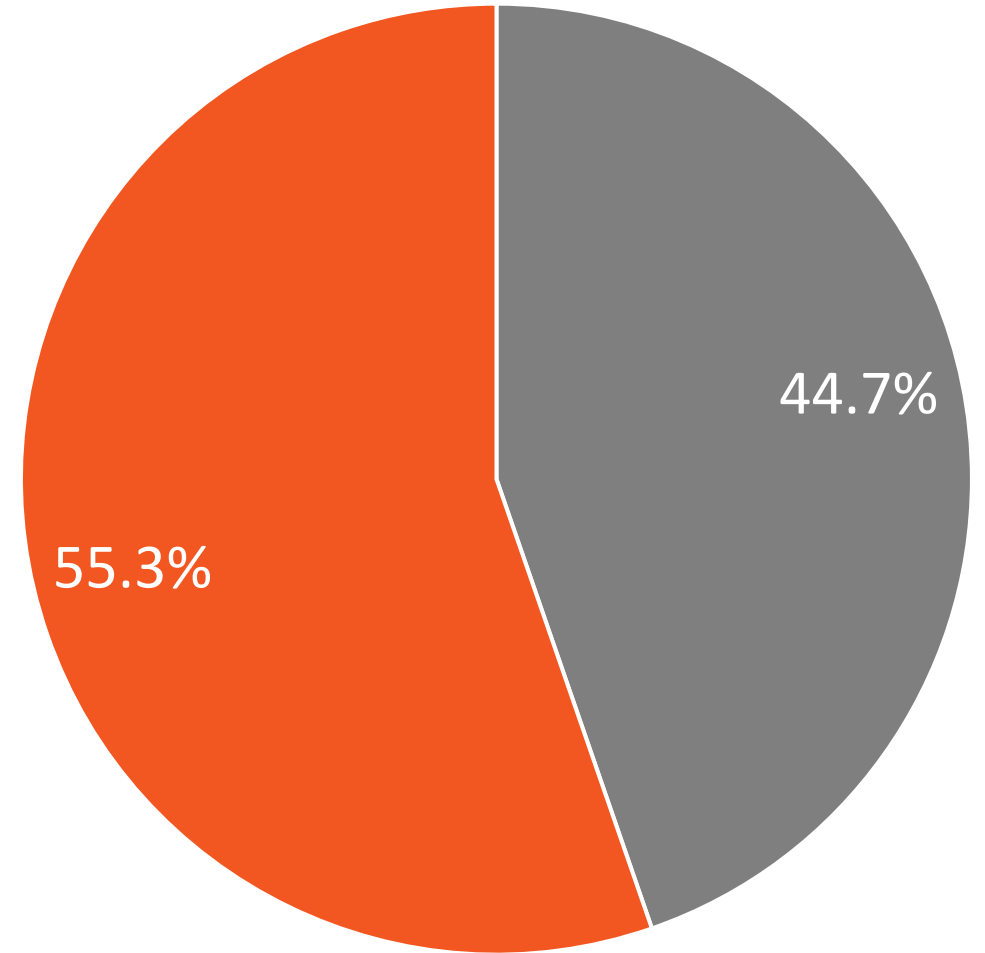


# Do you consider yourself an entrepreneur?

2020



2022



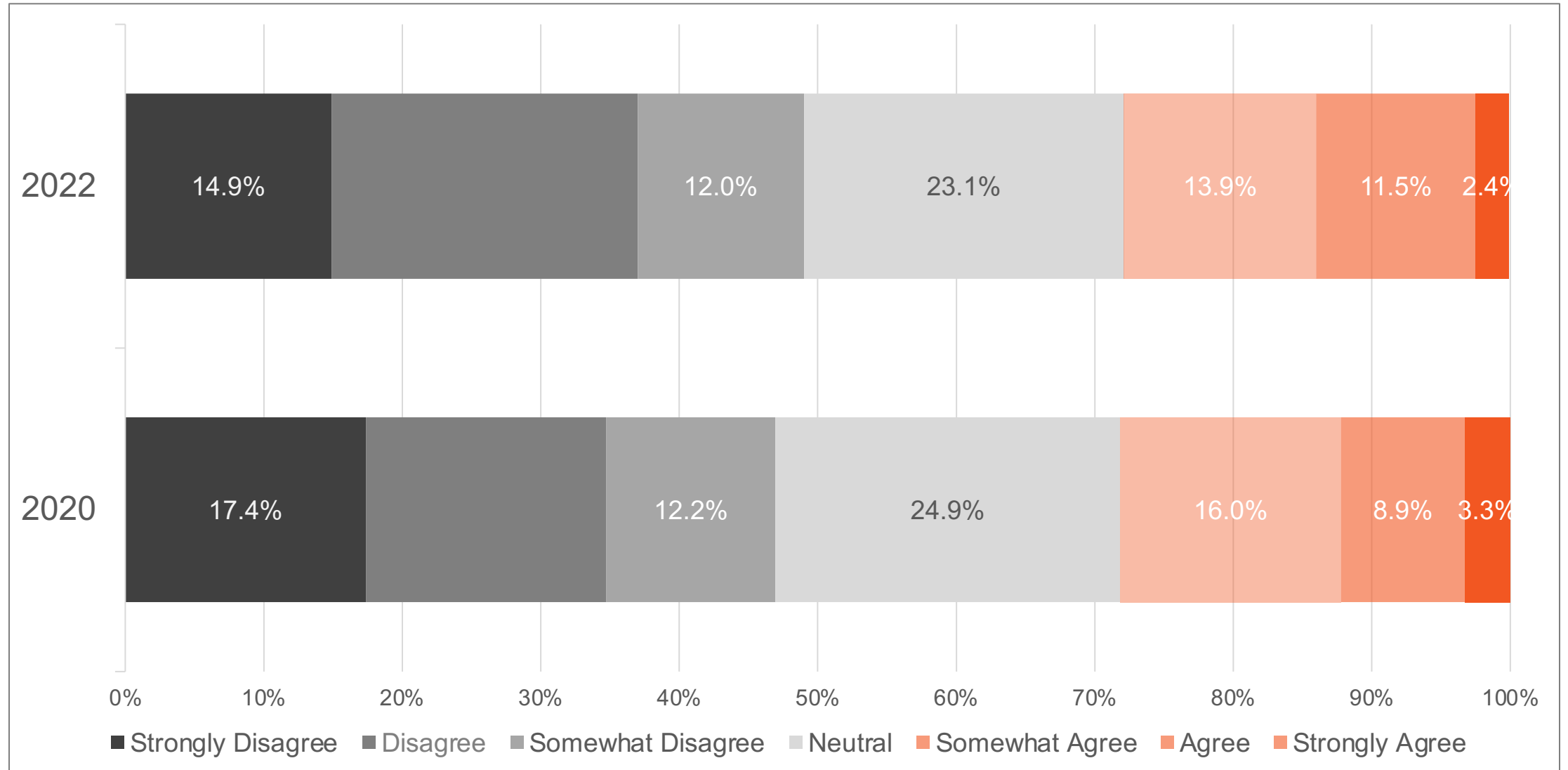
■ No  
■ Yes

N= 215

N= 208

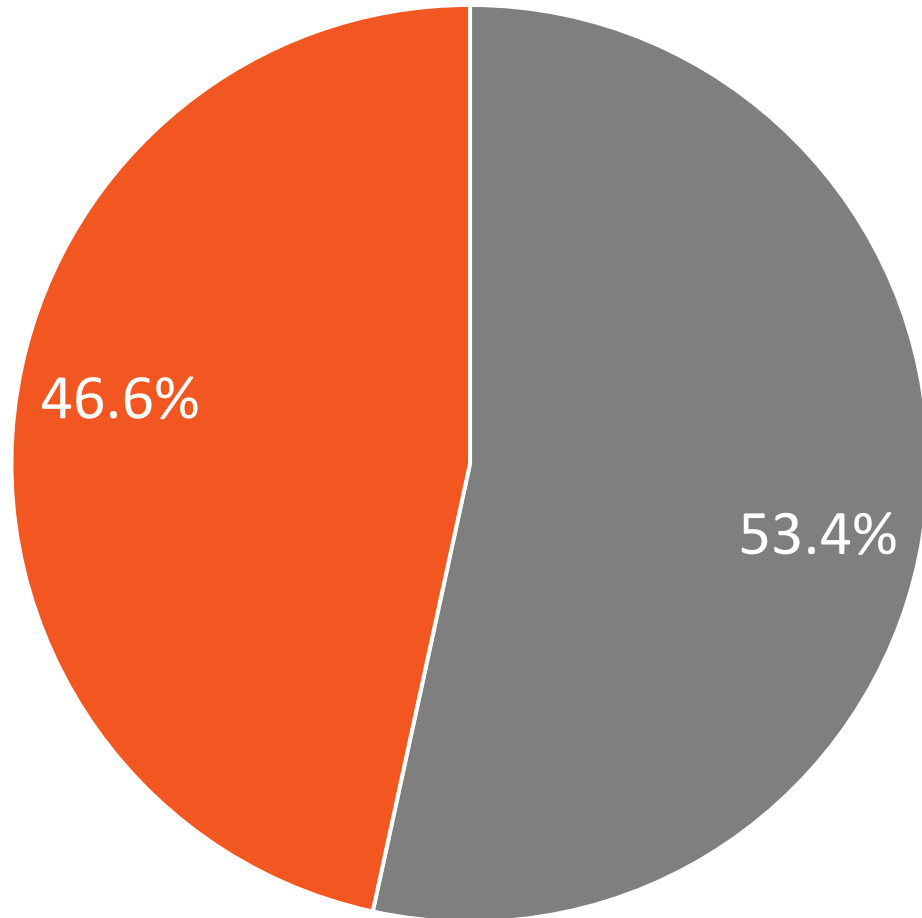
Finances

# My artistic practice is financially sustainable.

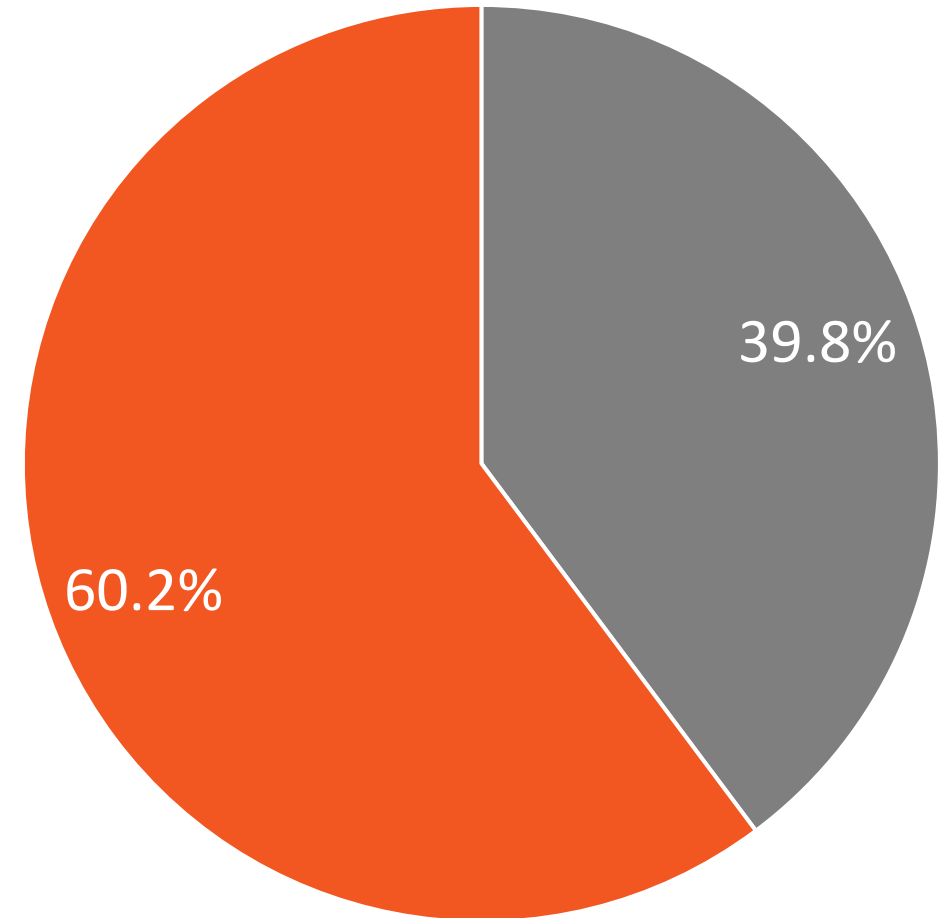


# Have you filed taxes for income related to your art practice?

2020



2022



■ No  
■ Yes

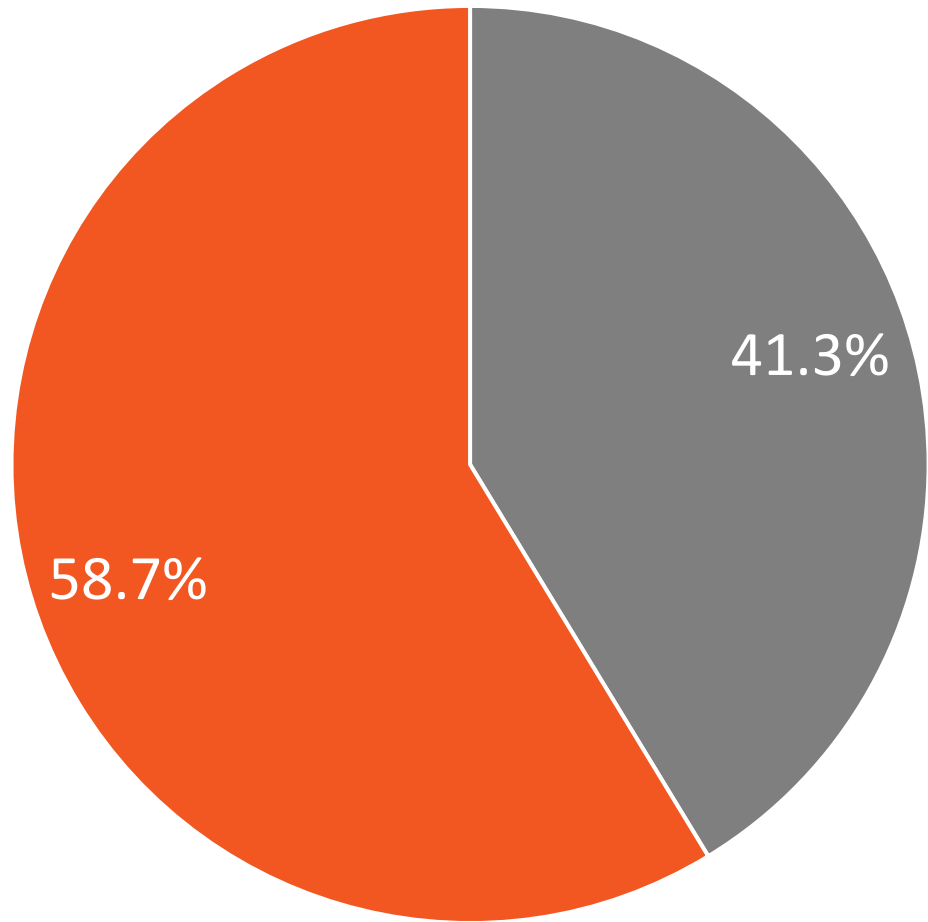
N= 191

N= 186



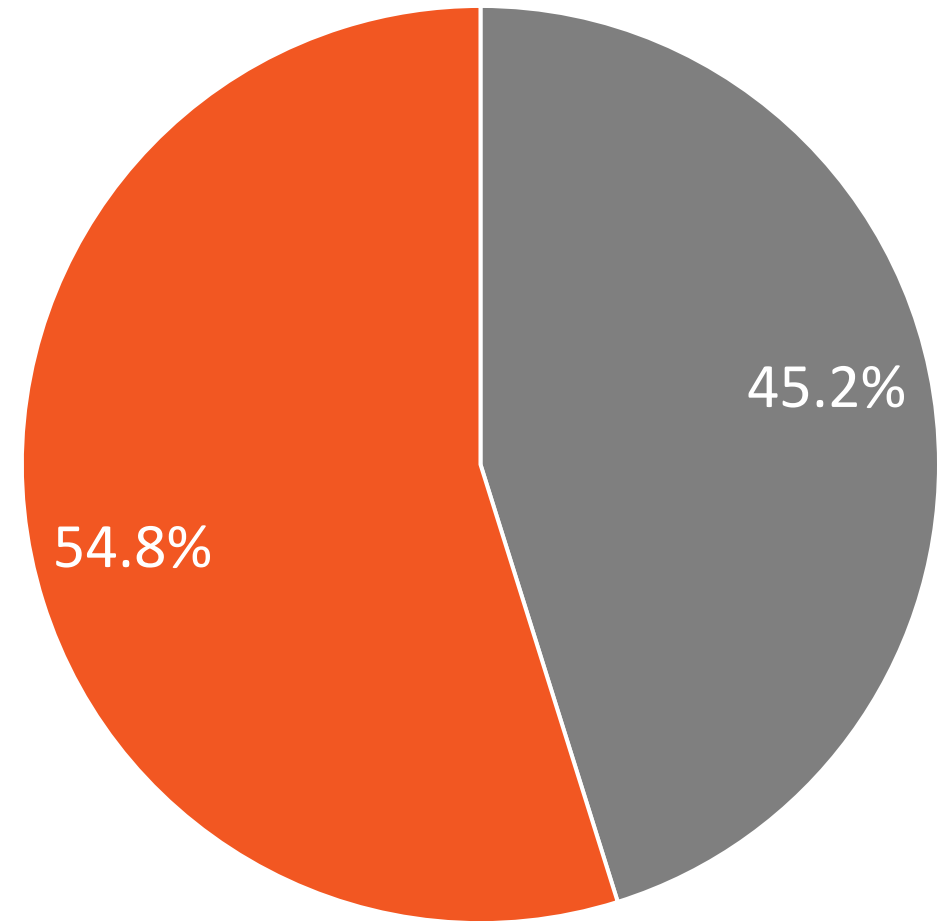
# Do you have a retirement account?

2020



■ No  
■ Yes

2022

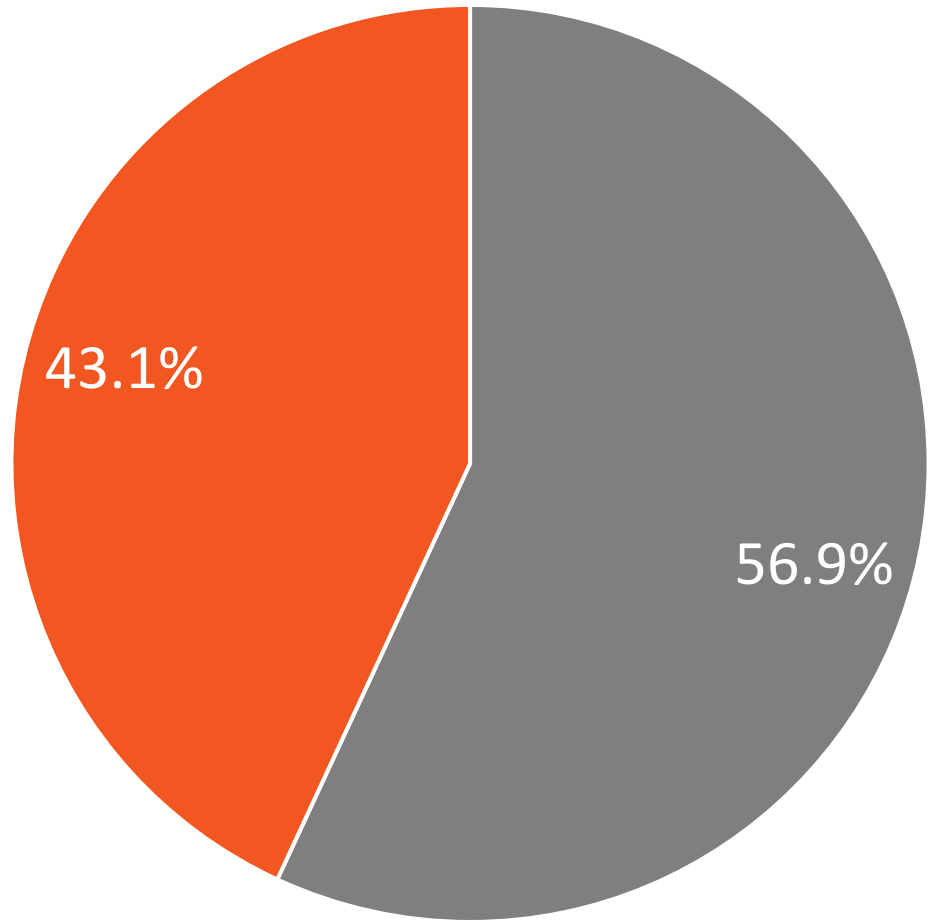


N= 184

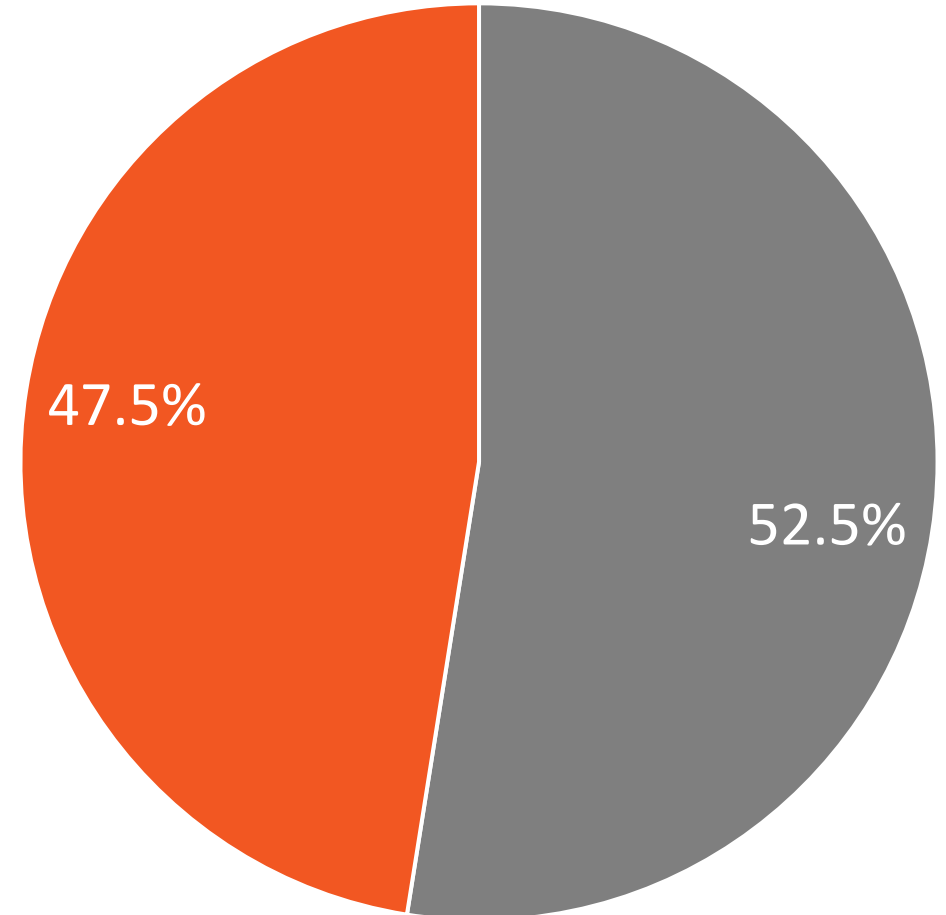
N= 186

# Do you have other financial investments beyond retirement?

2020



2022



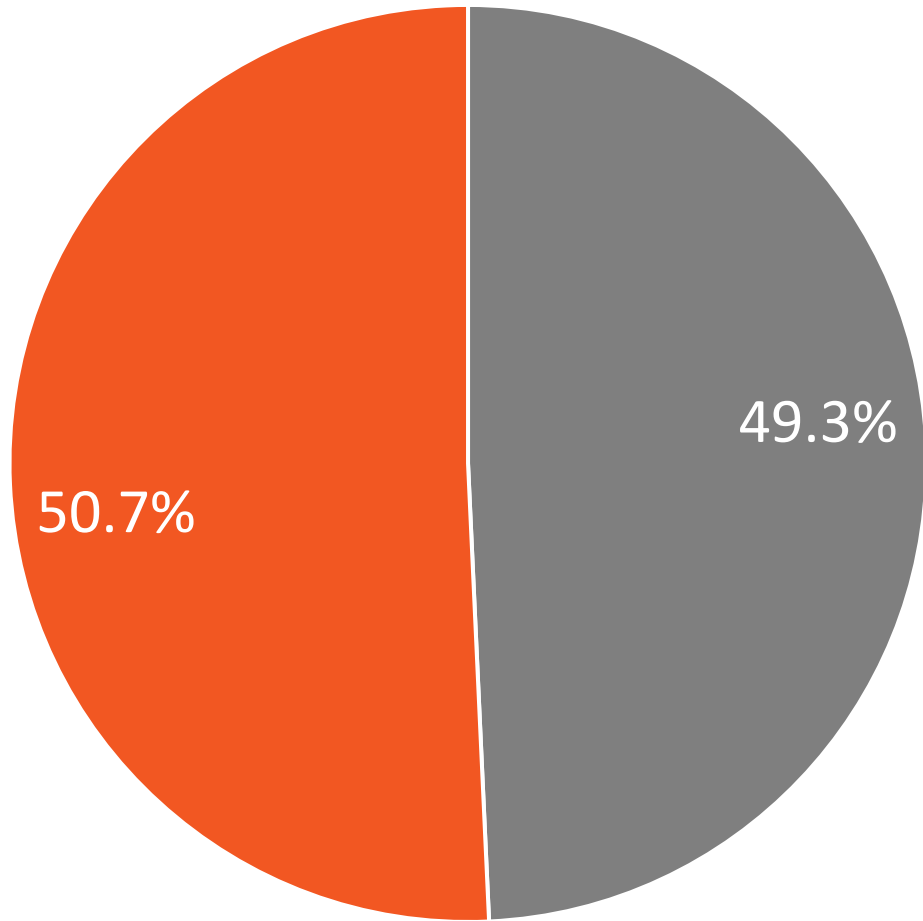
■ No  
■ Yes

N= 181

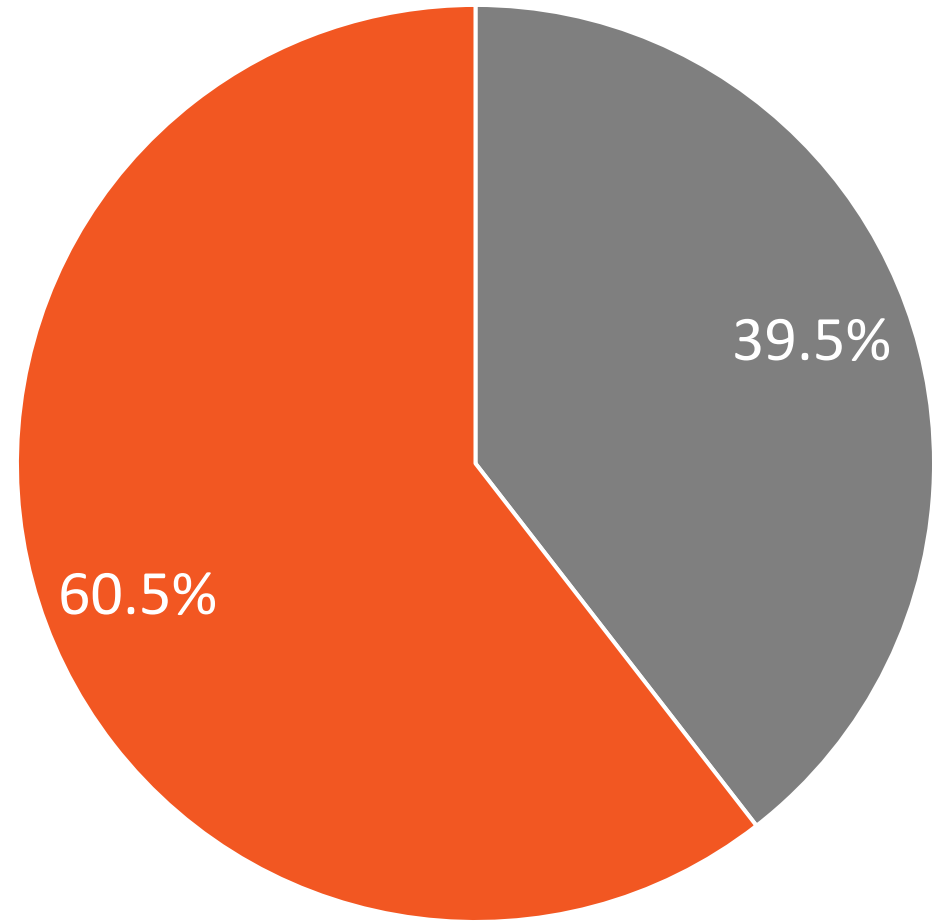
N= 179

# Do you own your own home?

2020



2022



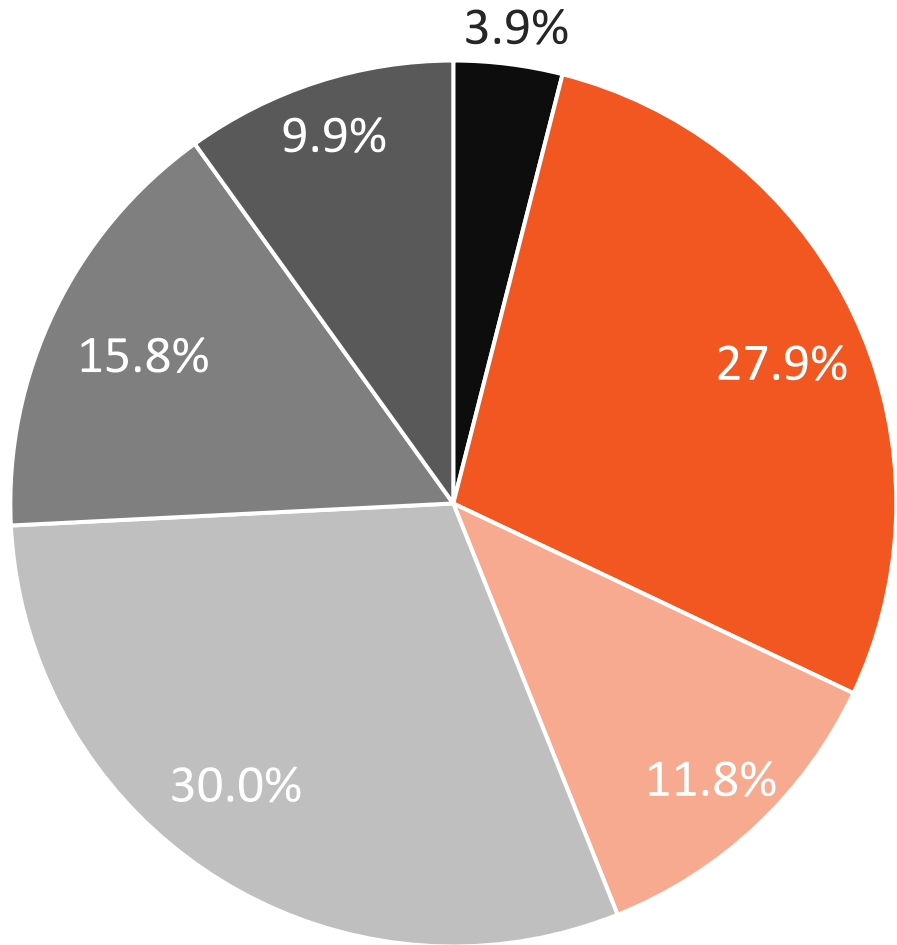
■ No  
■ Yes

N= 205

N= 200

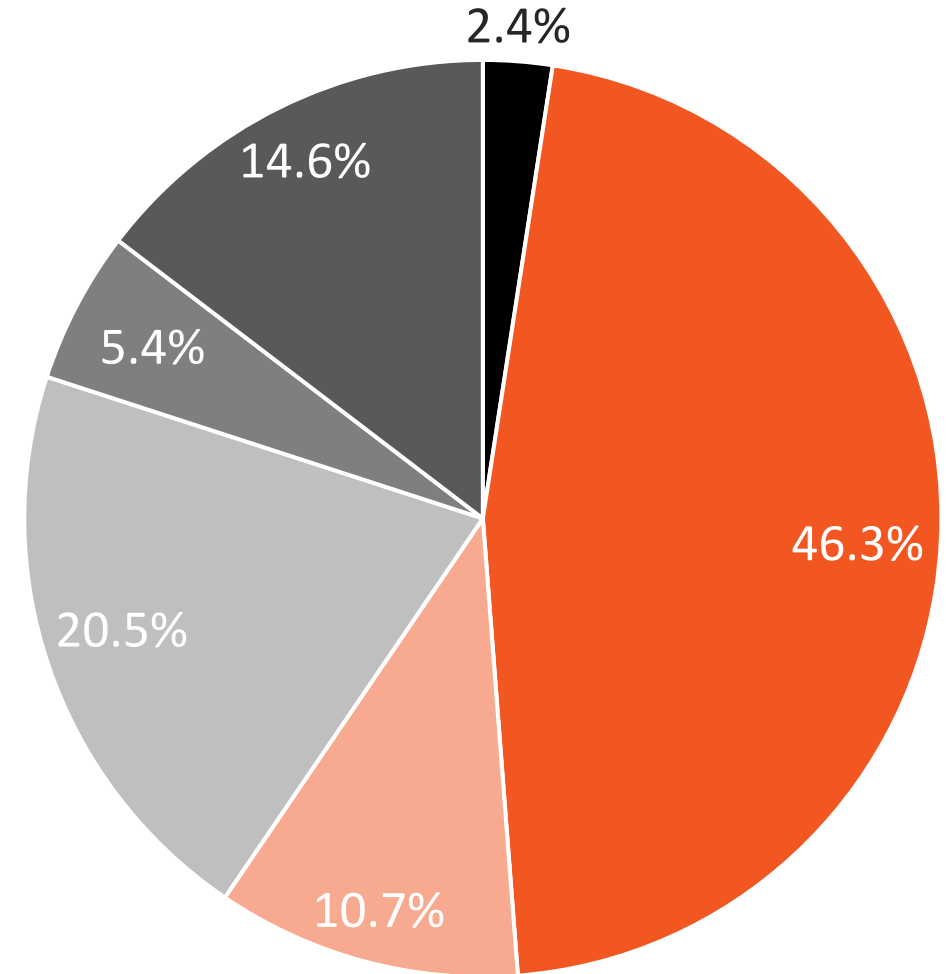
# Do you have health insurance?

2020



- No
- Yes--Other
- Yes--purchase through private market or government exchange
- Yes--through day job
- Yes--through parents
- Yes--through partner

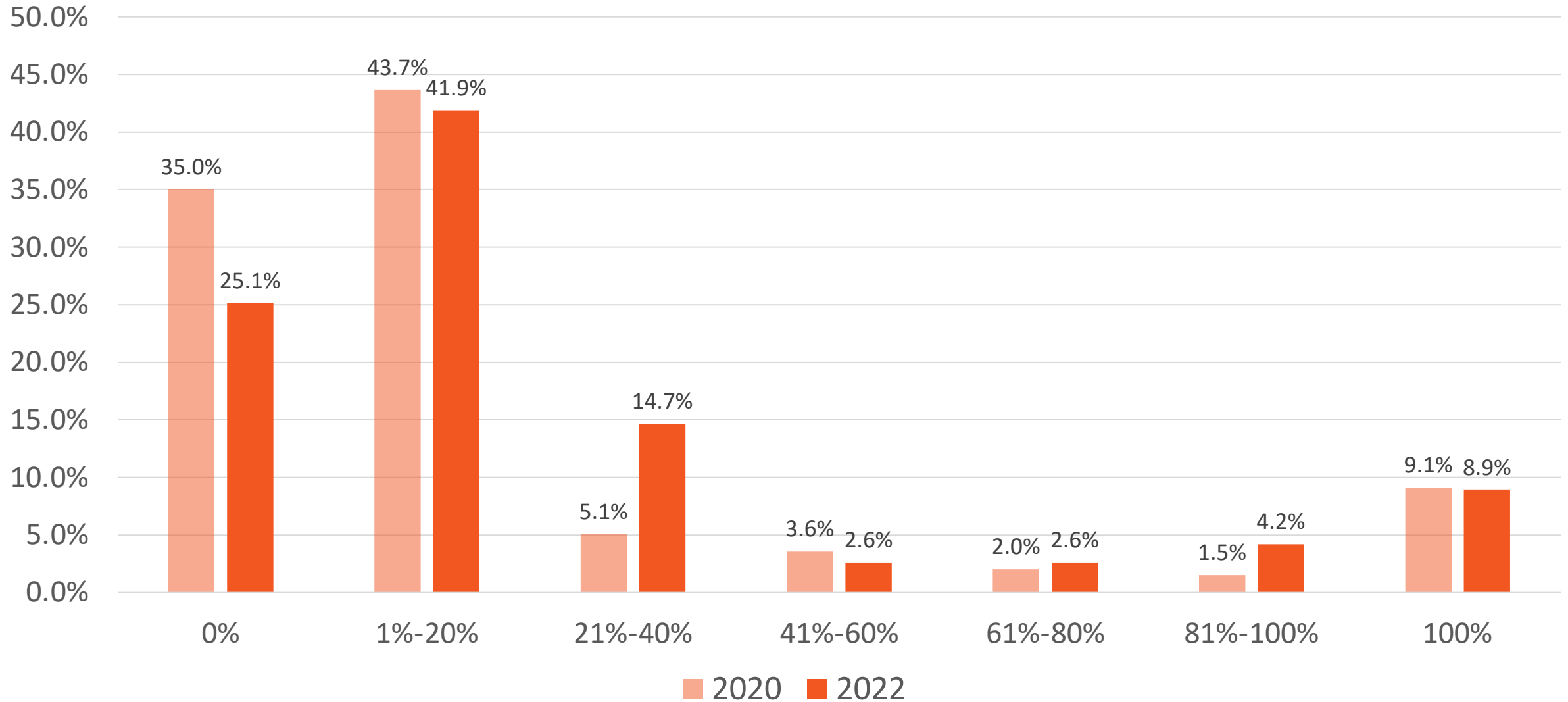
2022



N= 203

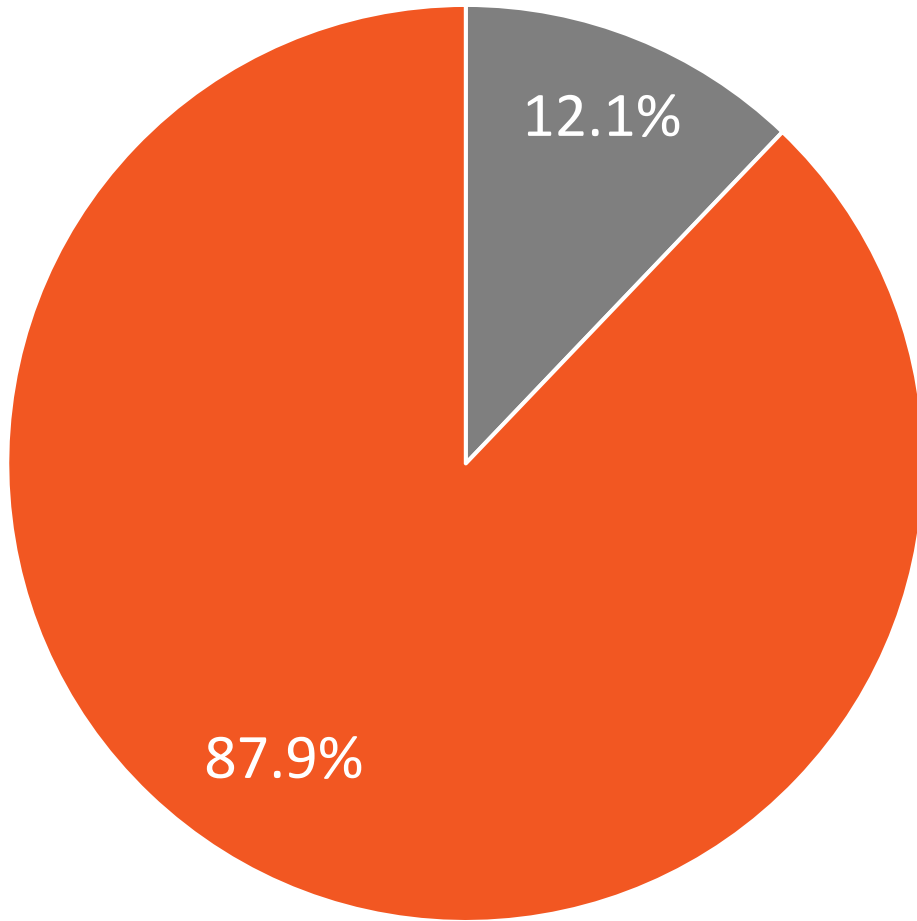
N= 205

# What portion of your total INDIVIDUAL income is derived from your artistic work?

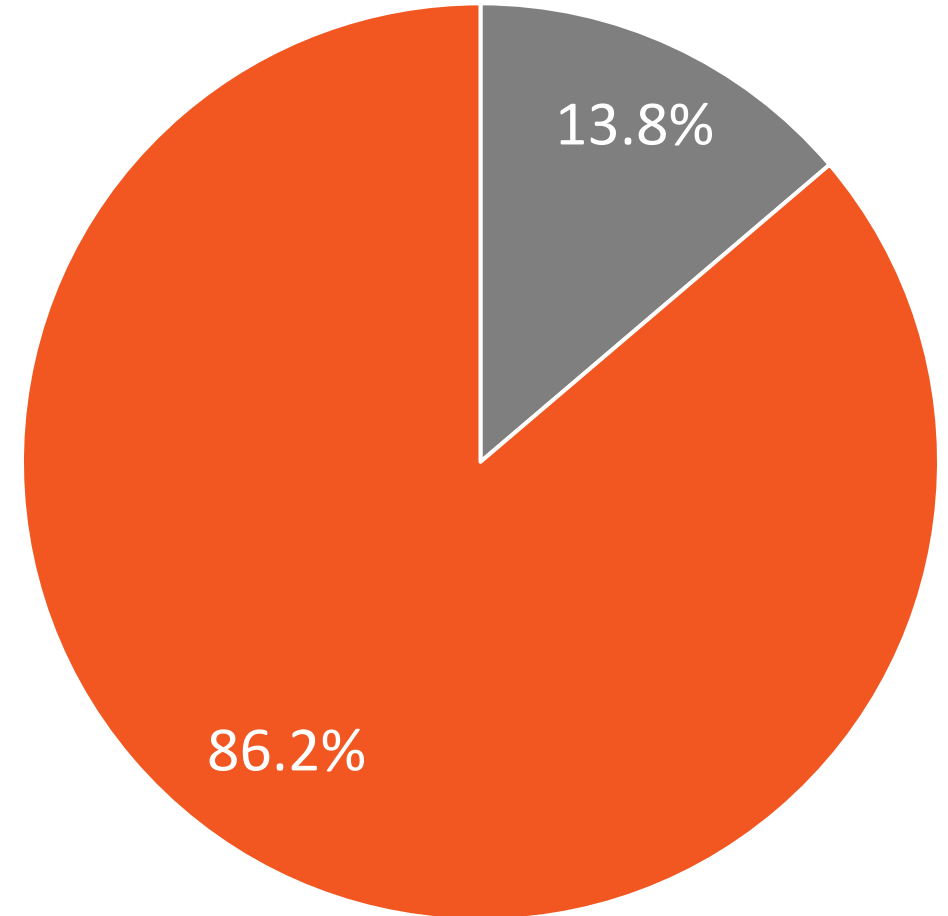


# Do you have another source of income beyond your art practice??

2020

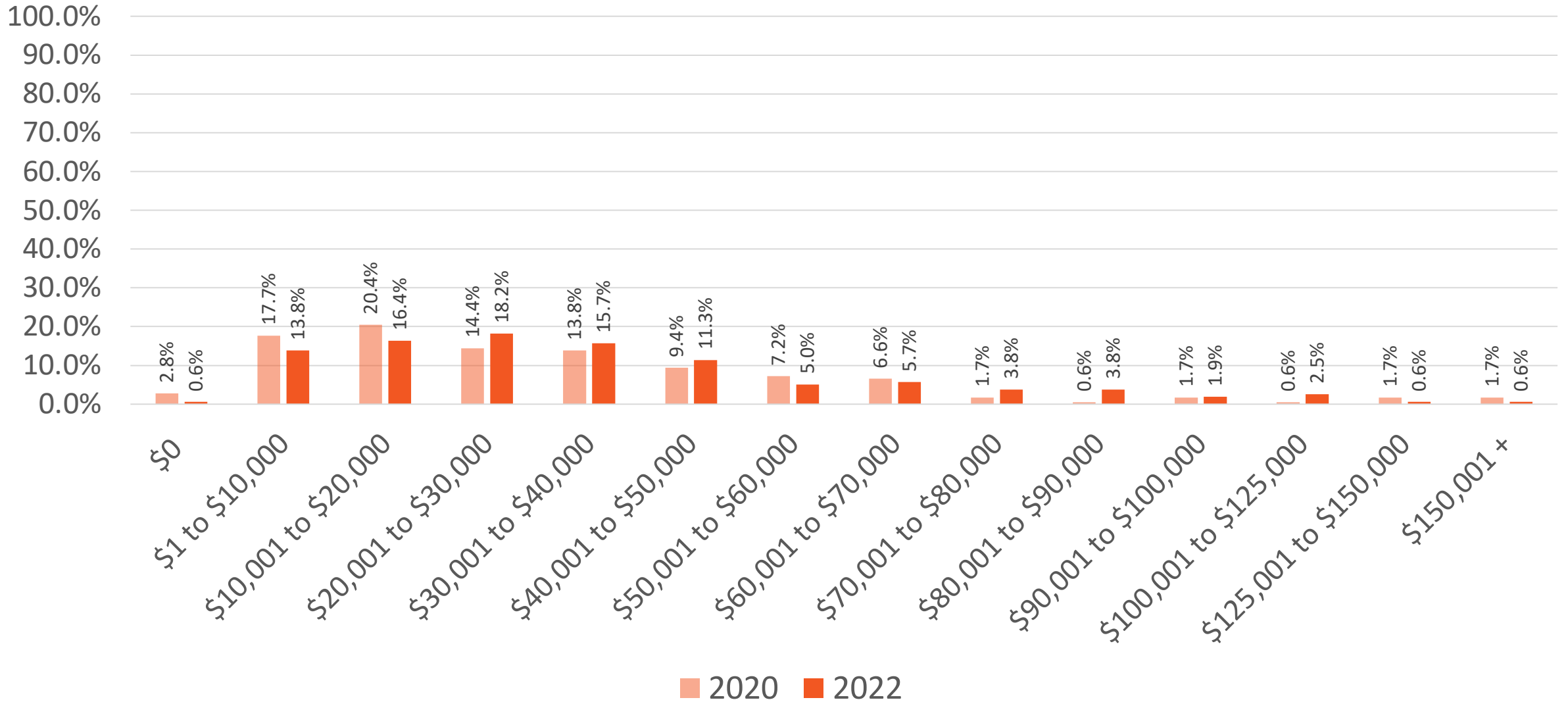


2022

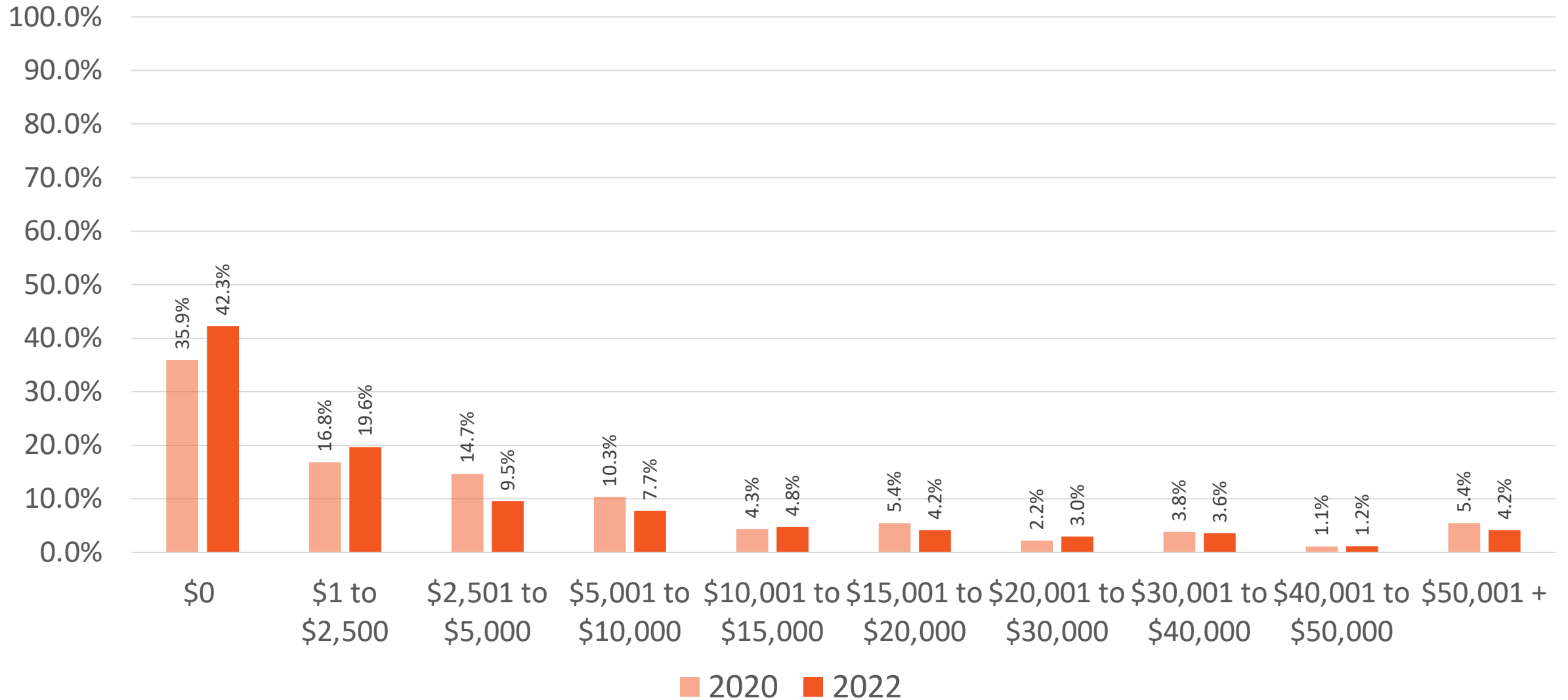


■ No  
■ Yes

# My annual INDIVIDUAL income (including art and non-art sources) is

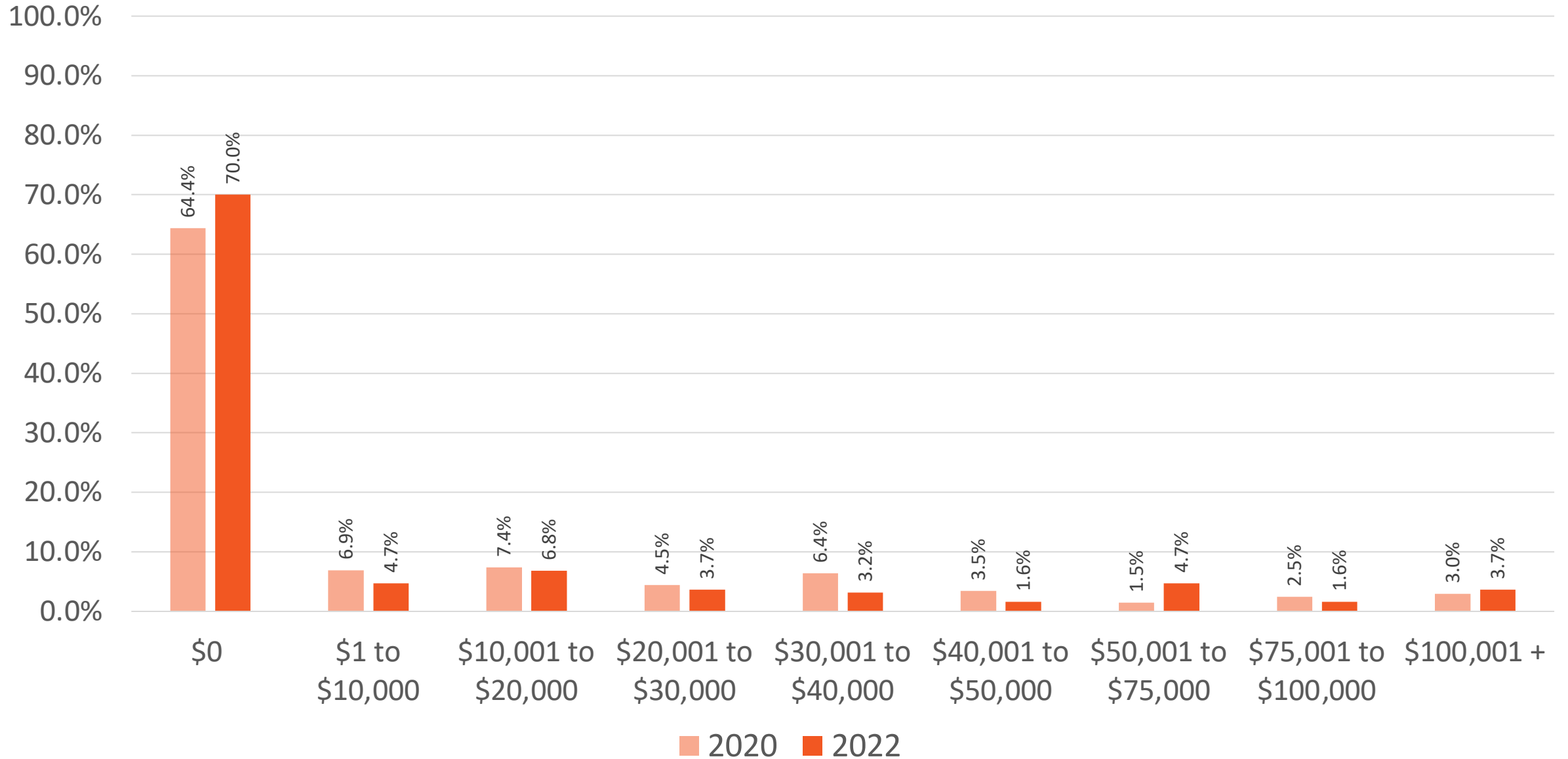


# My current total individual debt EXCLUDING school loans and mortgages is

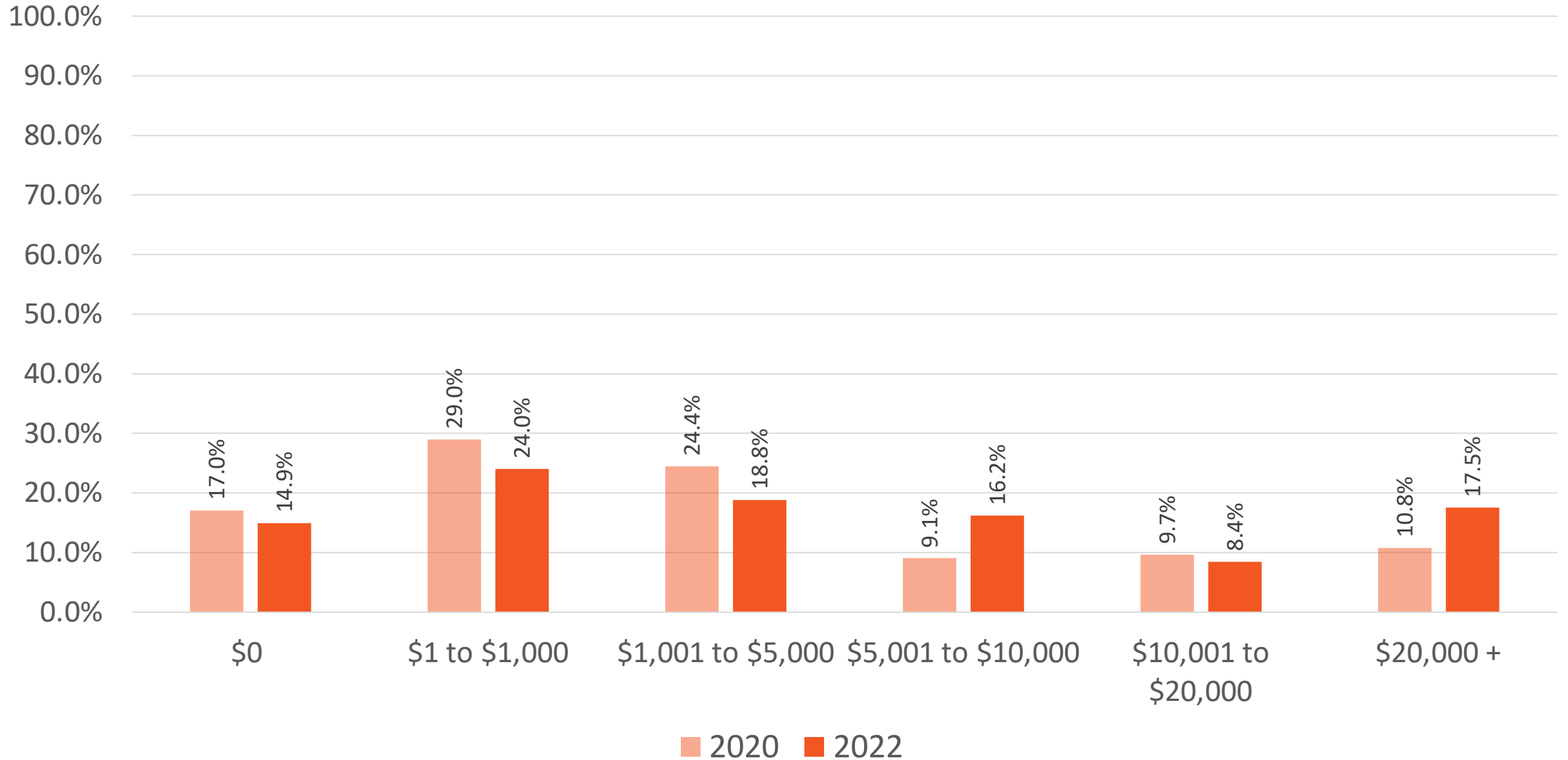




# My current total SCHOOL LOAN debt is

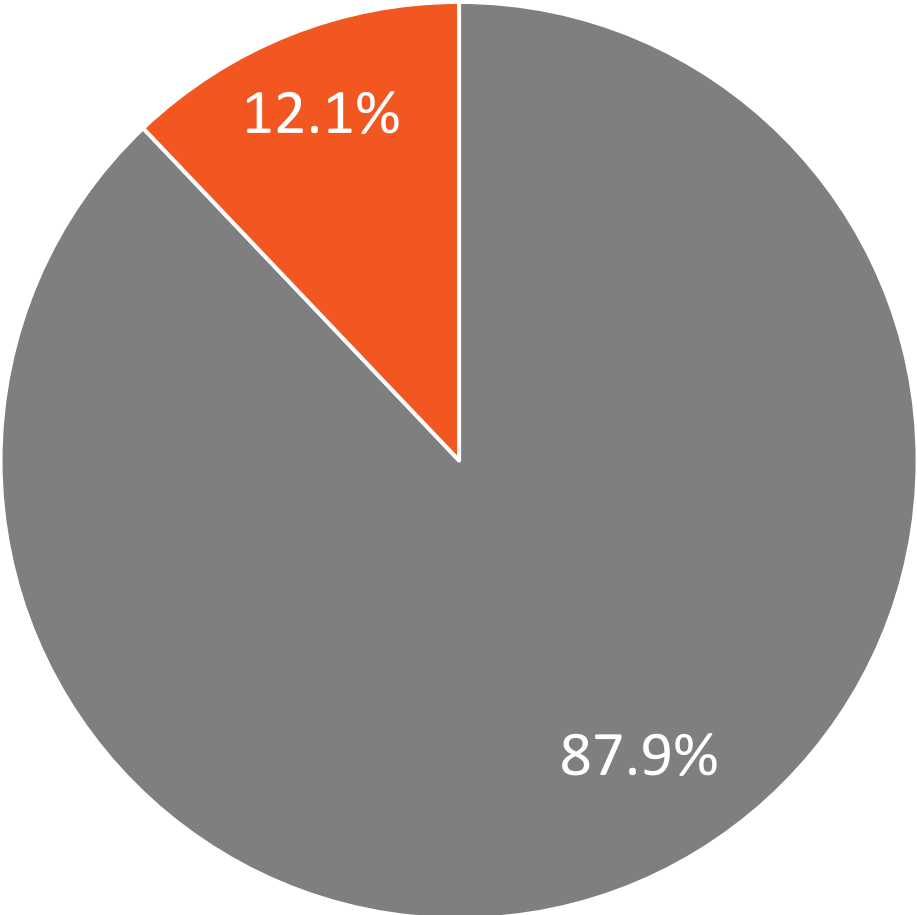


# My current “emergency savings” is

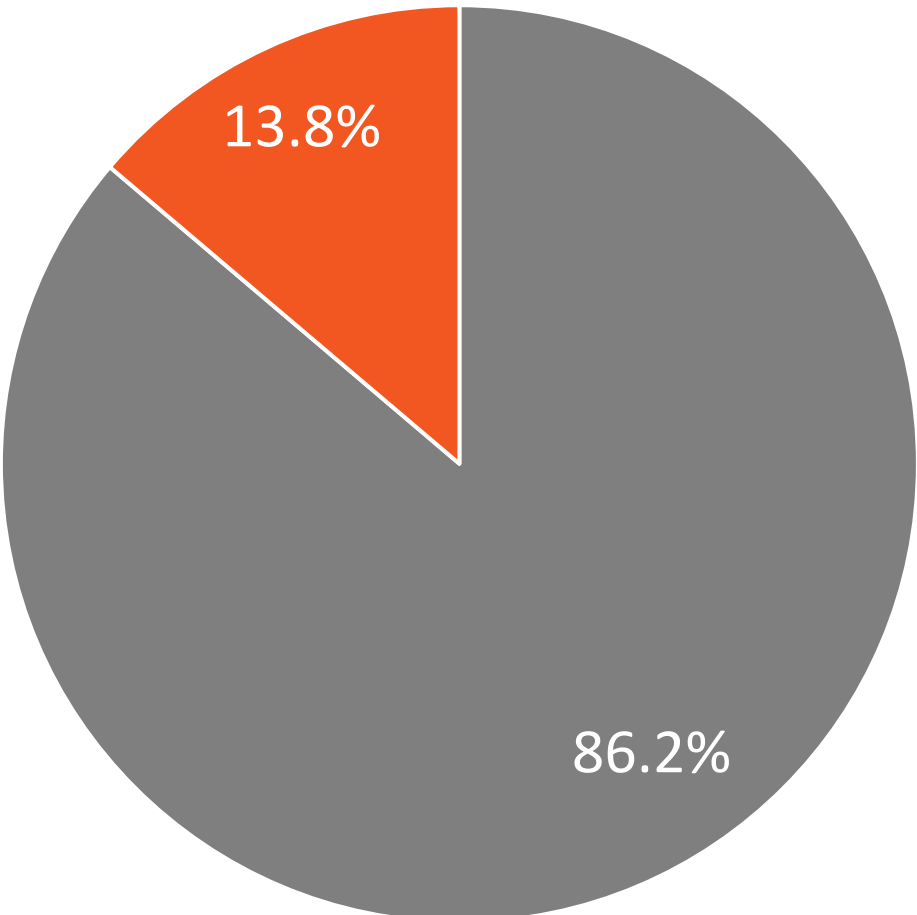


# Have you used an attorney in relationship to your art?

2020



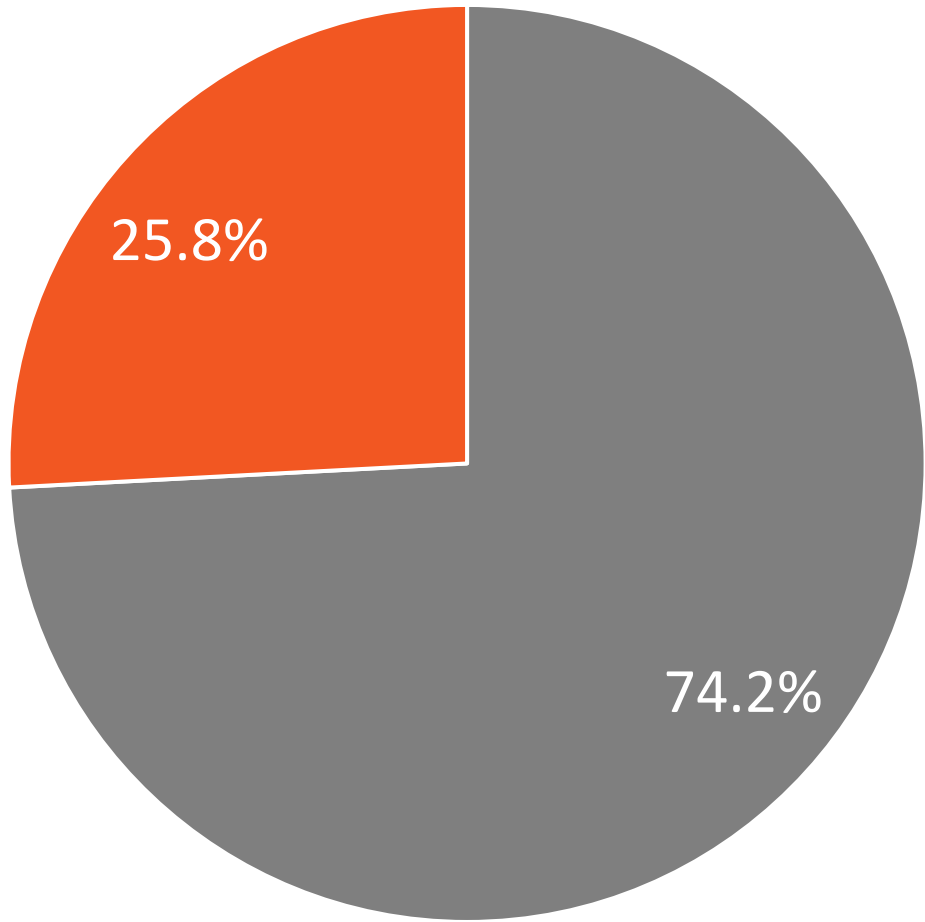
2022



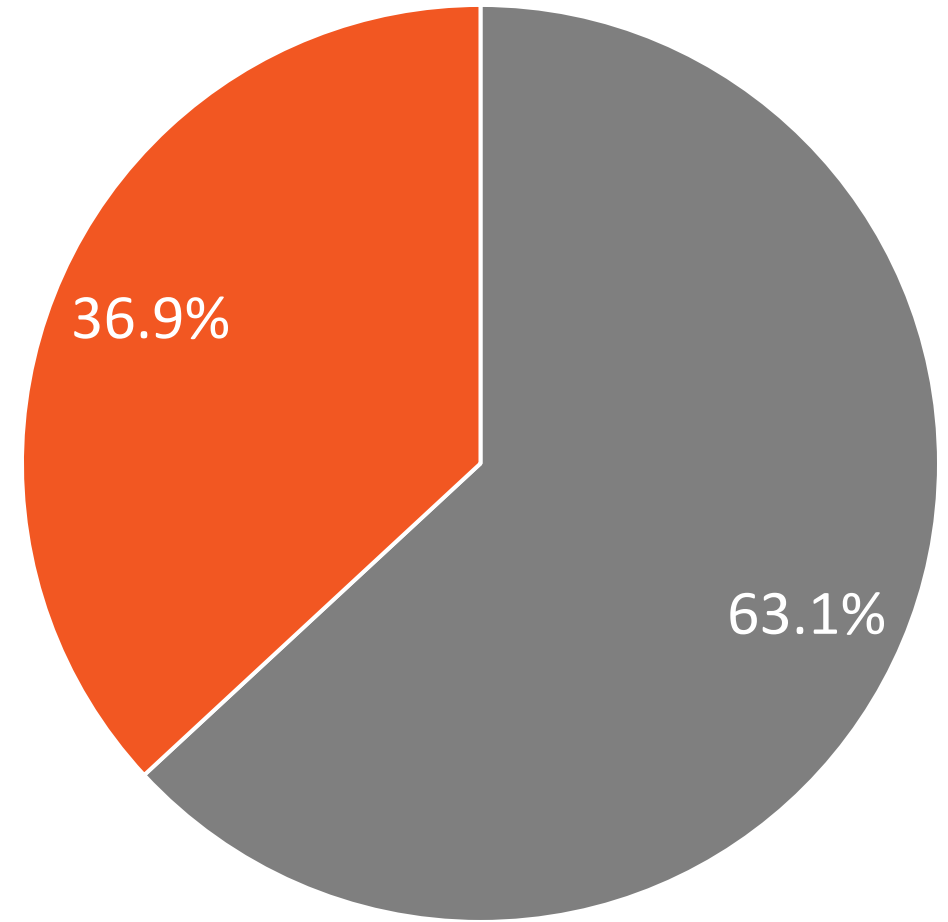
■ No  
■ Yes

# Have you used an accountant in relationship to your art?

2020



2022



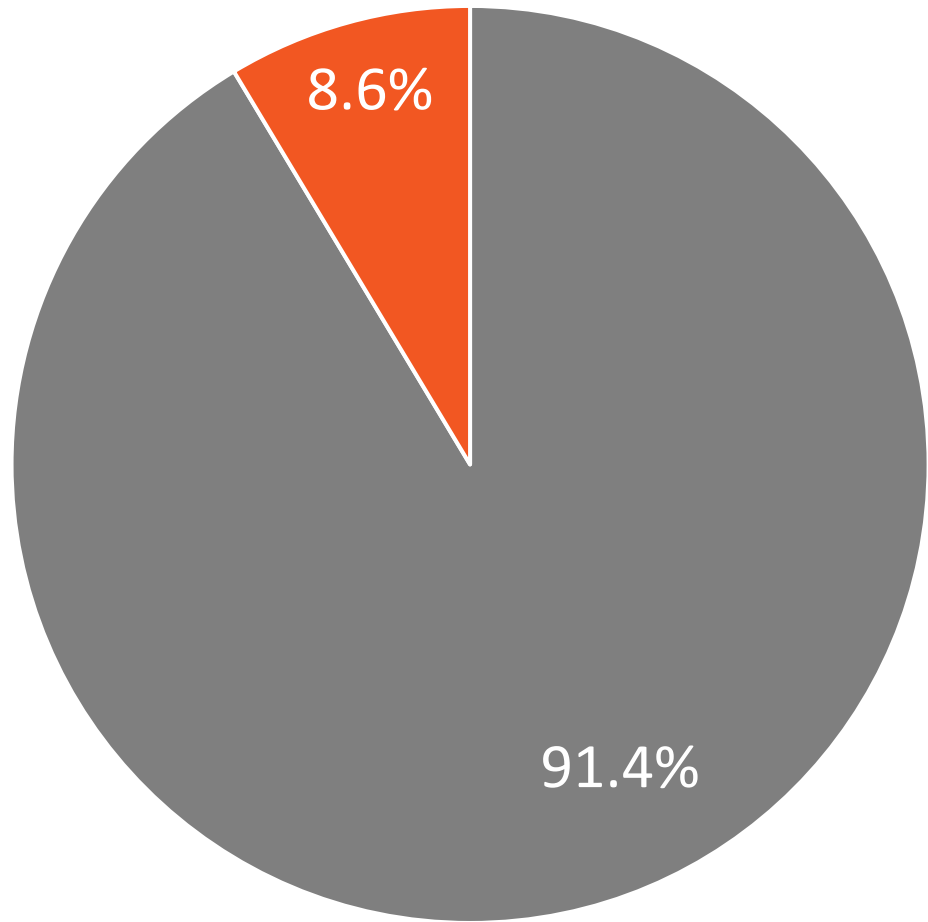
■ No  
■ Yes

N= 209

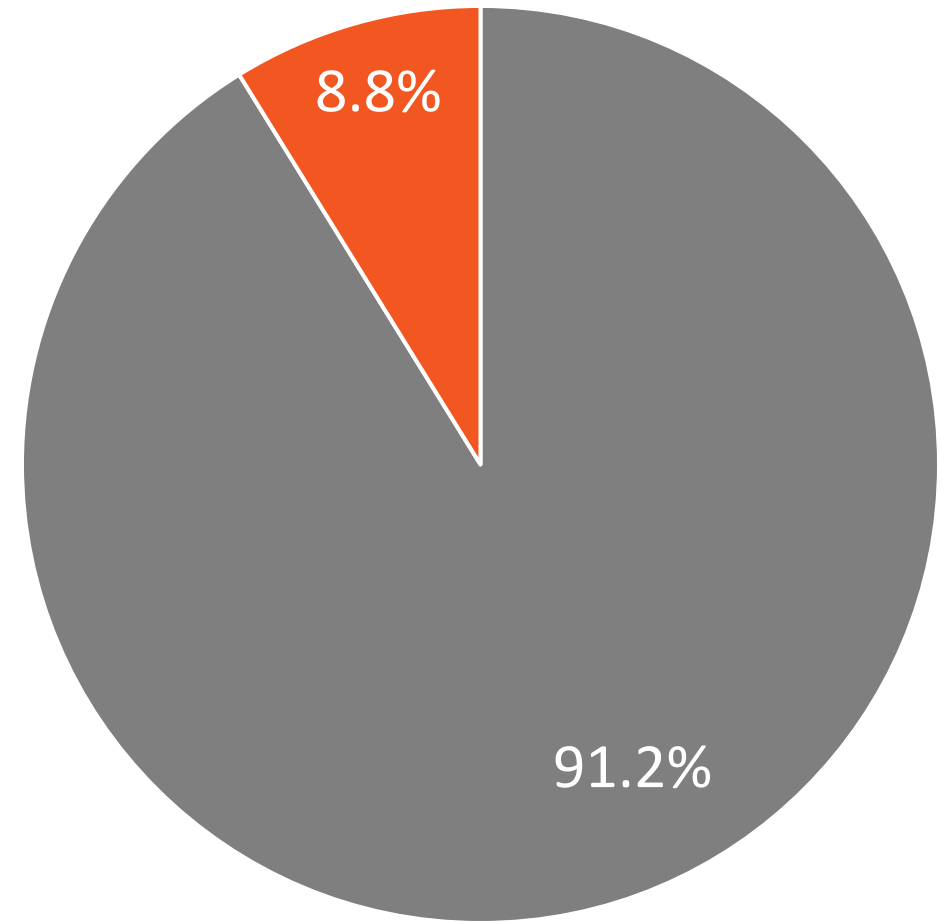
N= 206

# Do you have professional representation or management for your art practice?

2020



2022



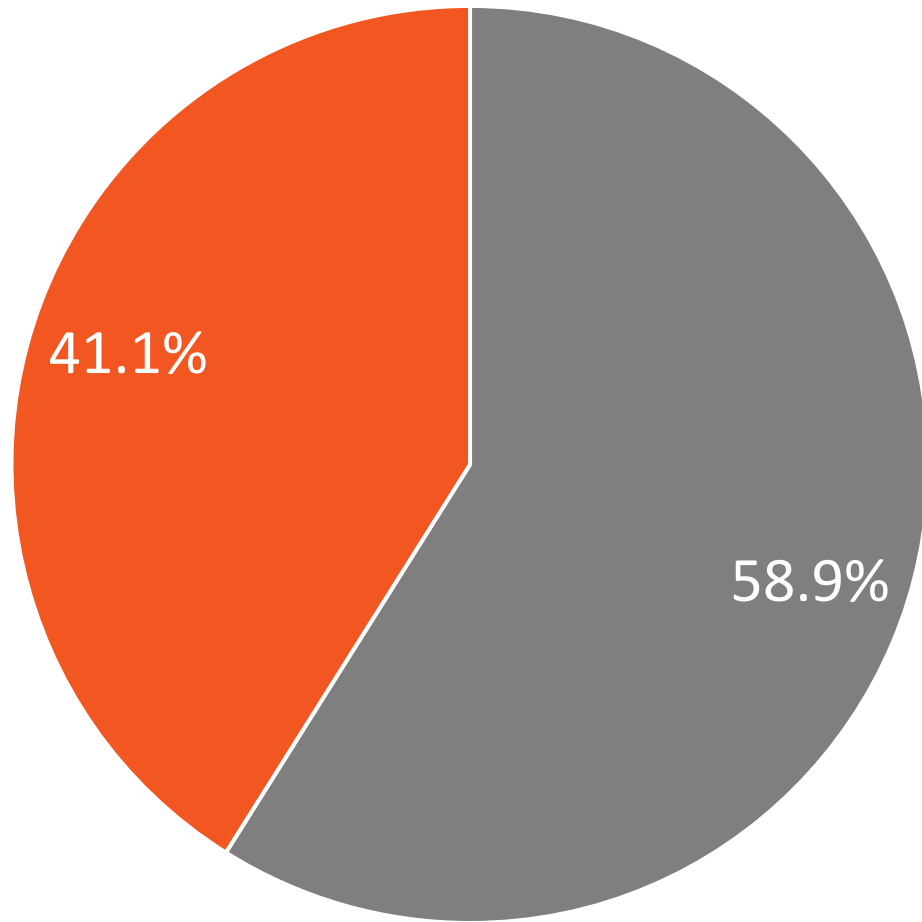
■ No  
■ Yes

N= 209

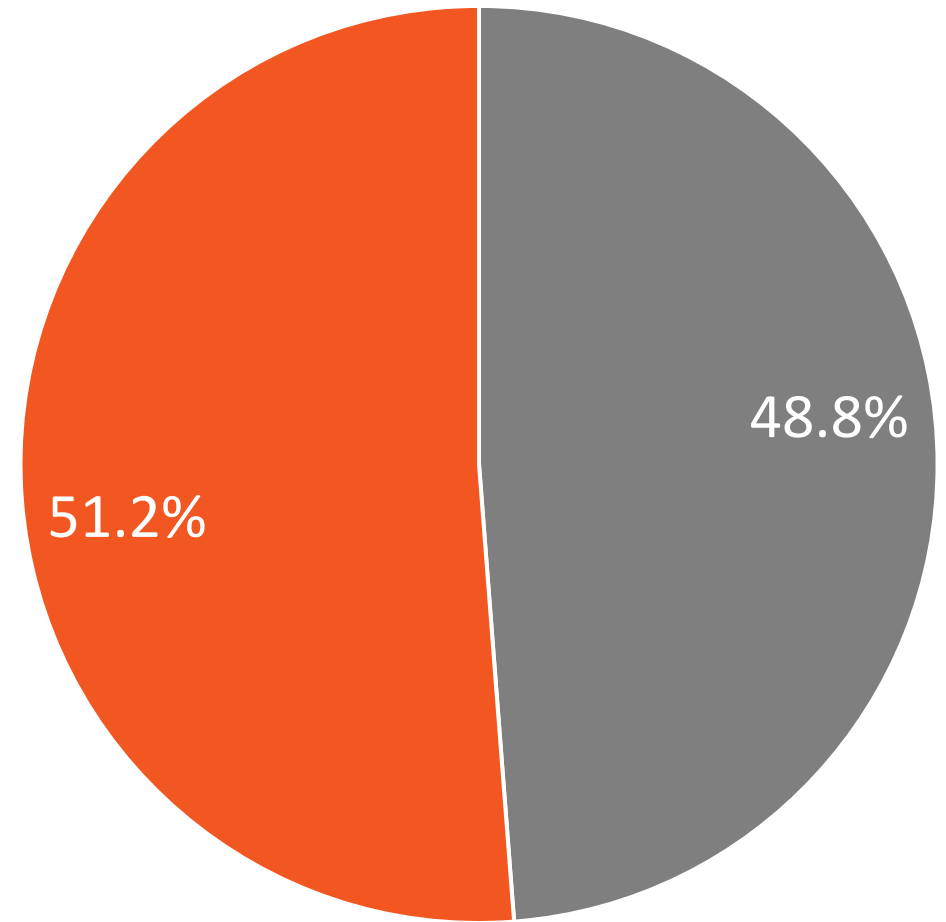
N= 204

# Have you ever applied for any grants related to your art?

2020



2022



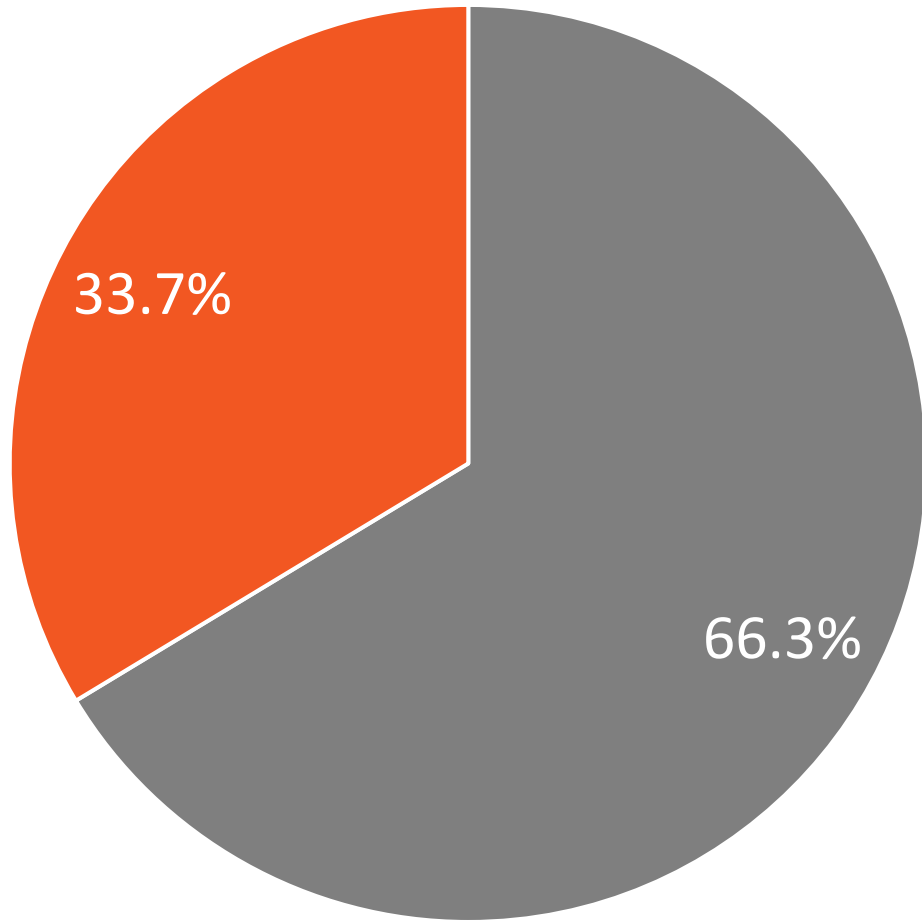
■ No  
■ Yes

N= 207

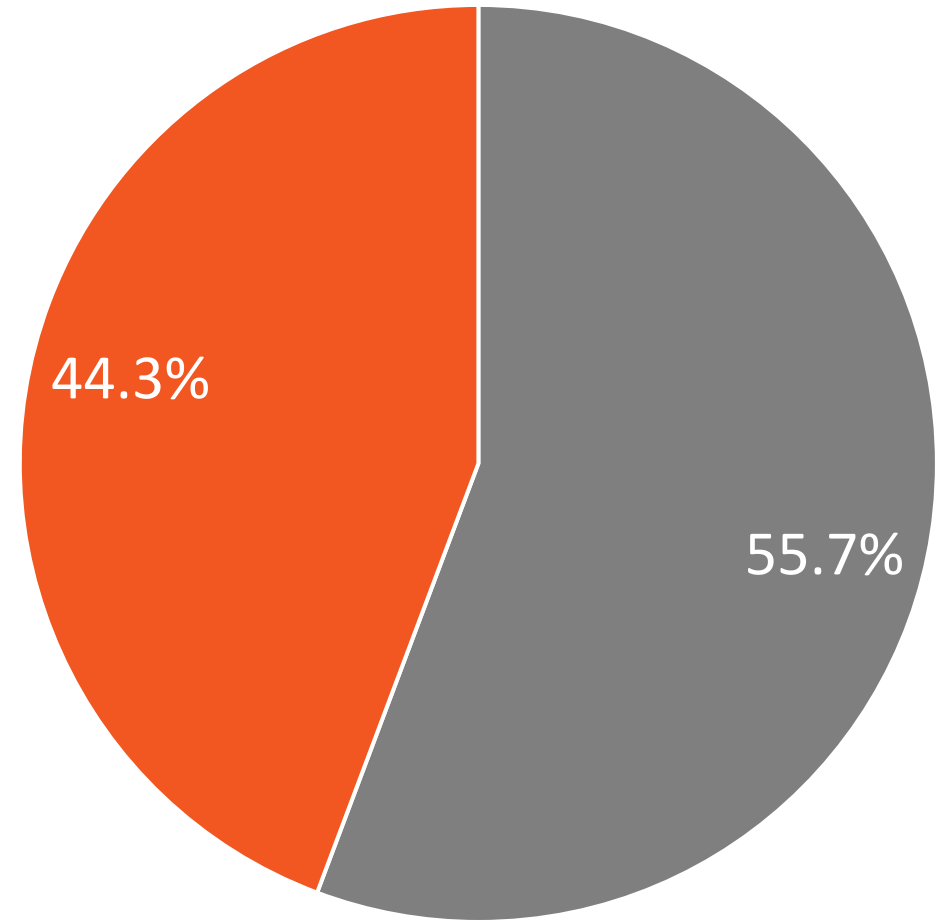
N= 205

# Have you ever received any grants related to your art?

2020



2022



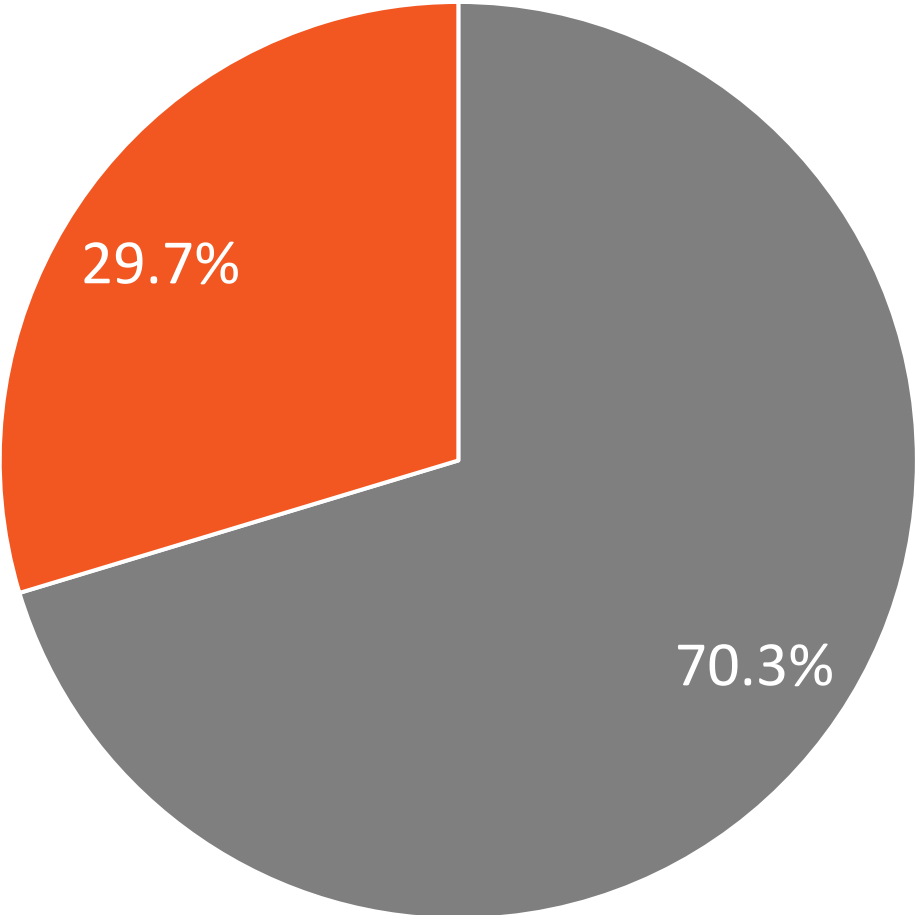
■ No  
■ Yes

N= 208

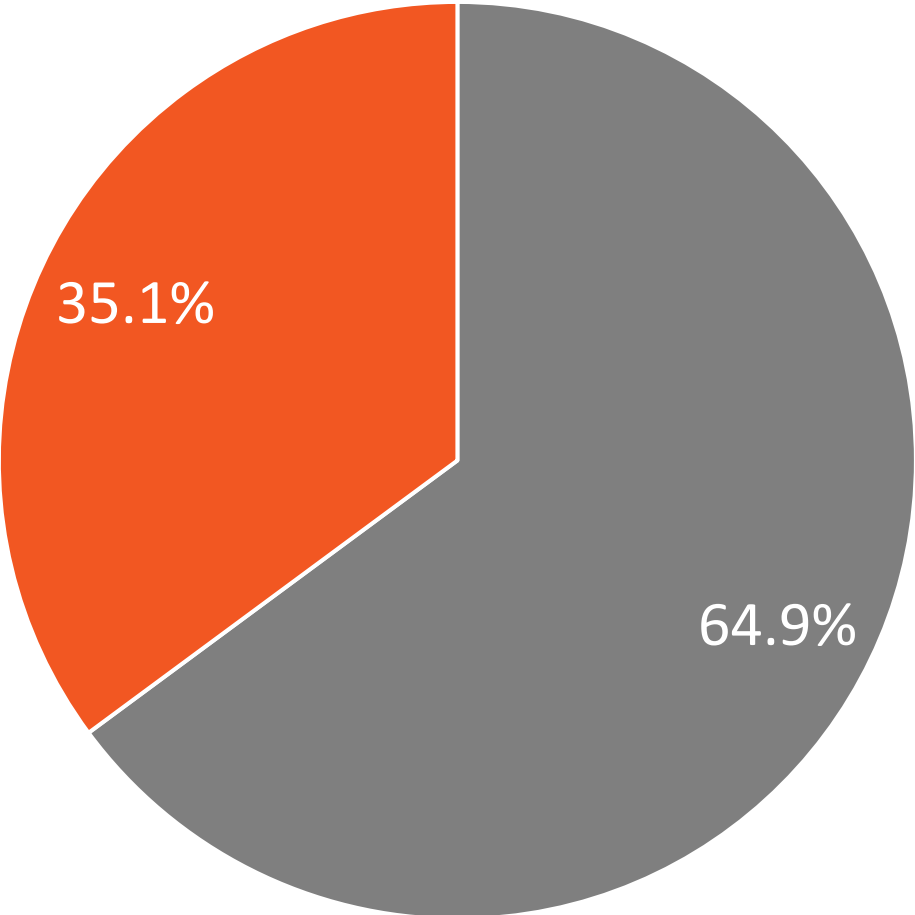
N= 201

# Have you ever applied for any residencies related to your art?

2020



2022

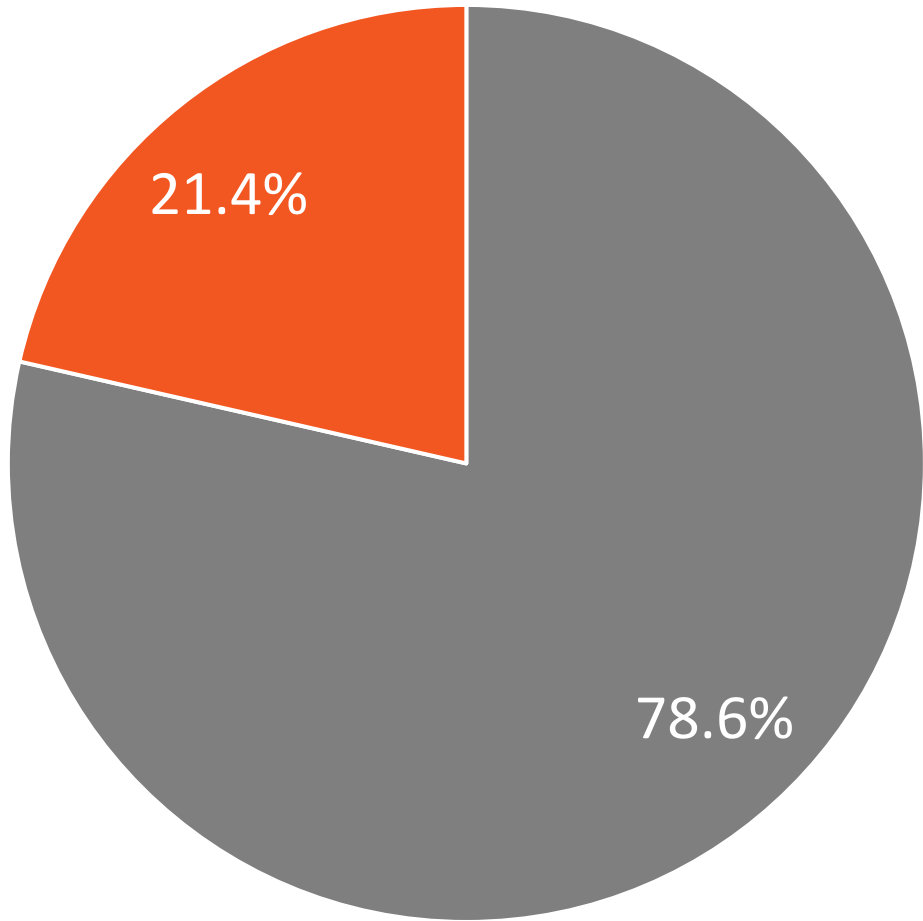


■ No  
■ Yes

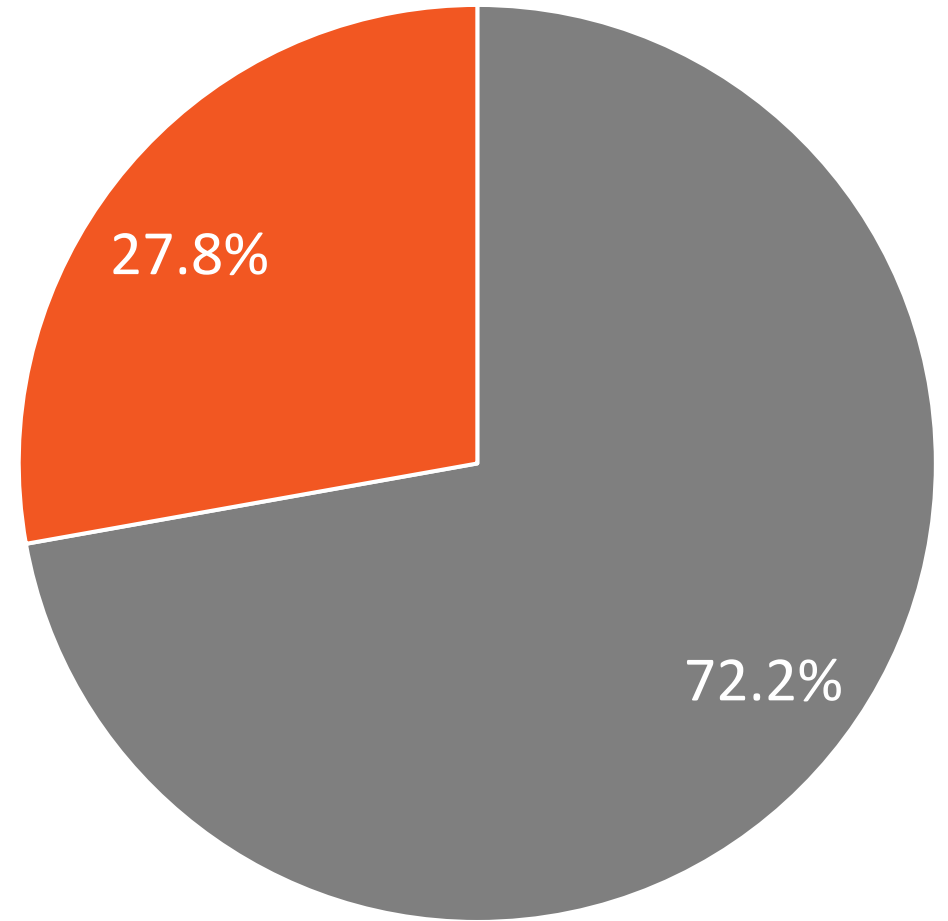


# Have you ever received any residencies related to your art?

2020



2022

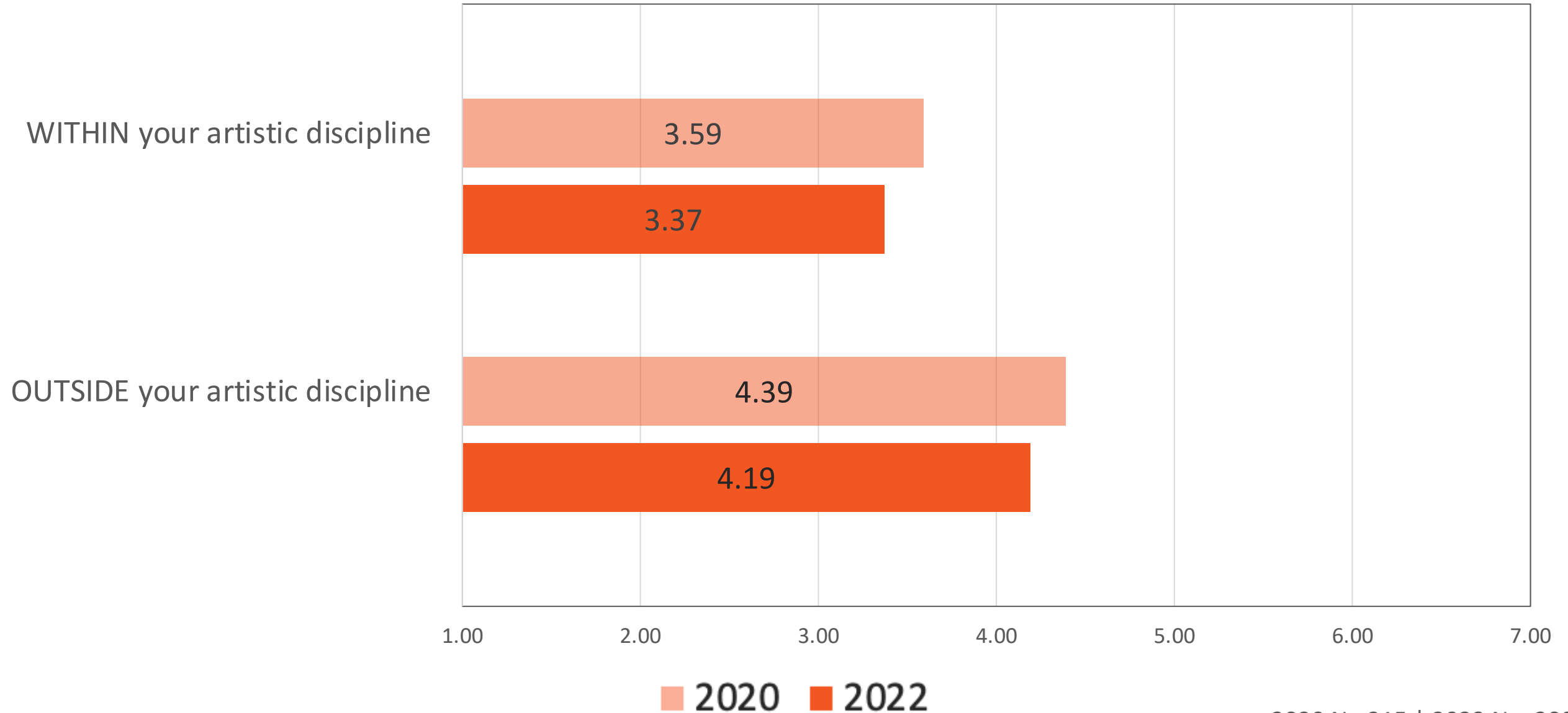


■ No  
■ Yes

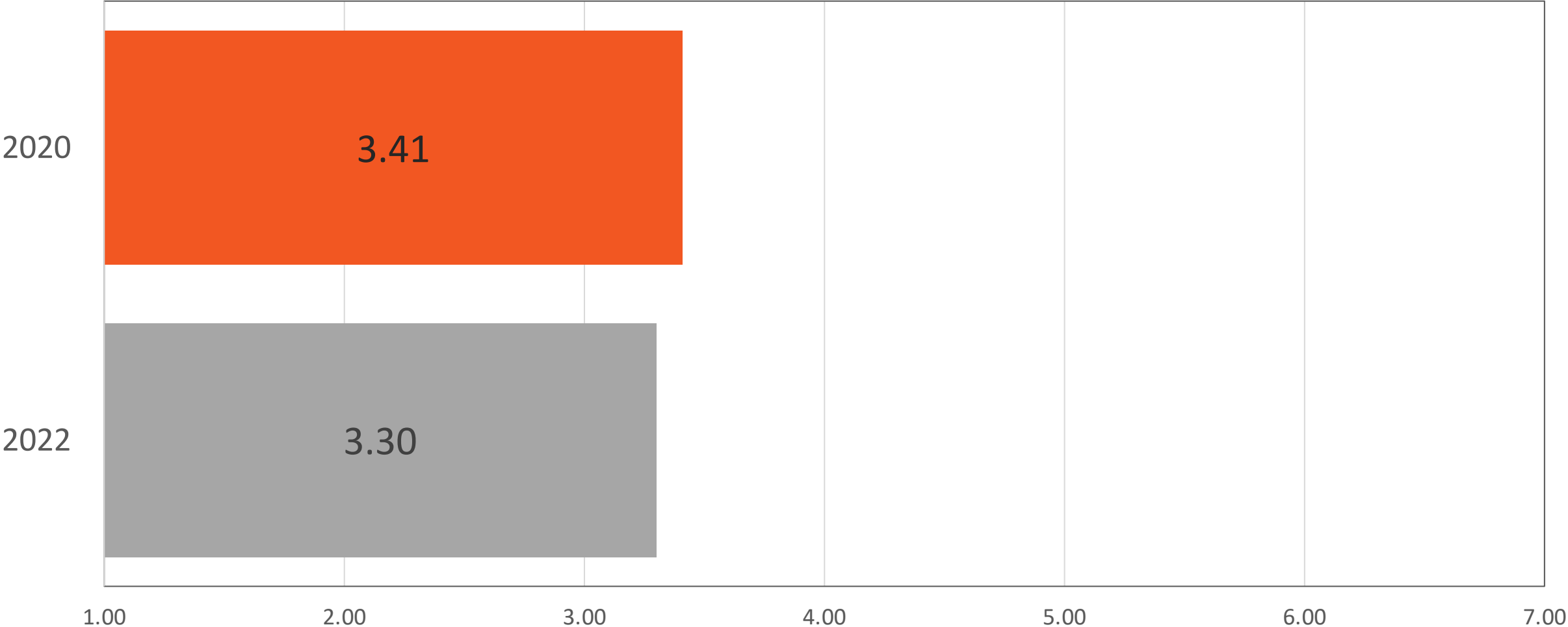
N= 210

N= 205

# How would you rate your quantity of relationships with Northern Berkshire Artists . . .

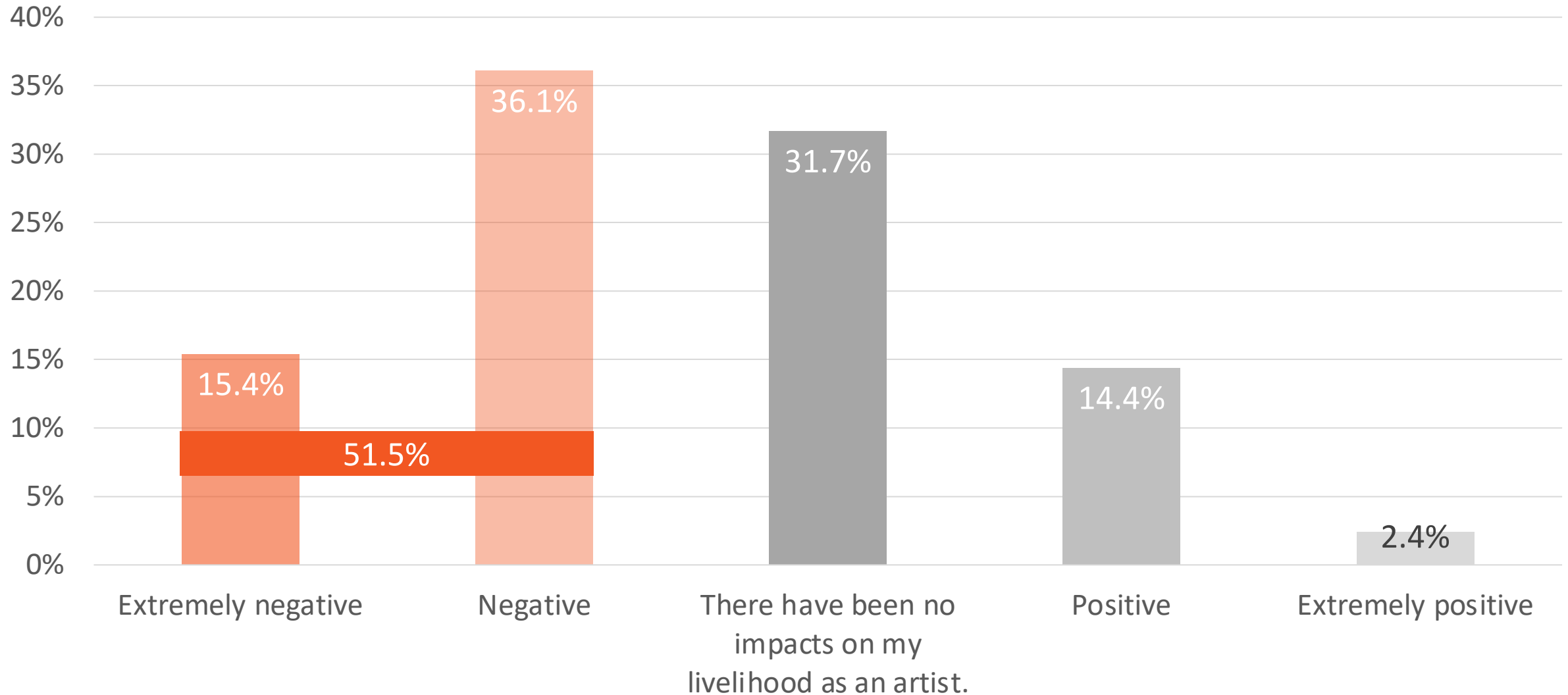


# How frequently do you seek support/advice/information on your art practice from other local artists?

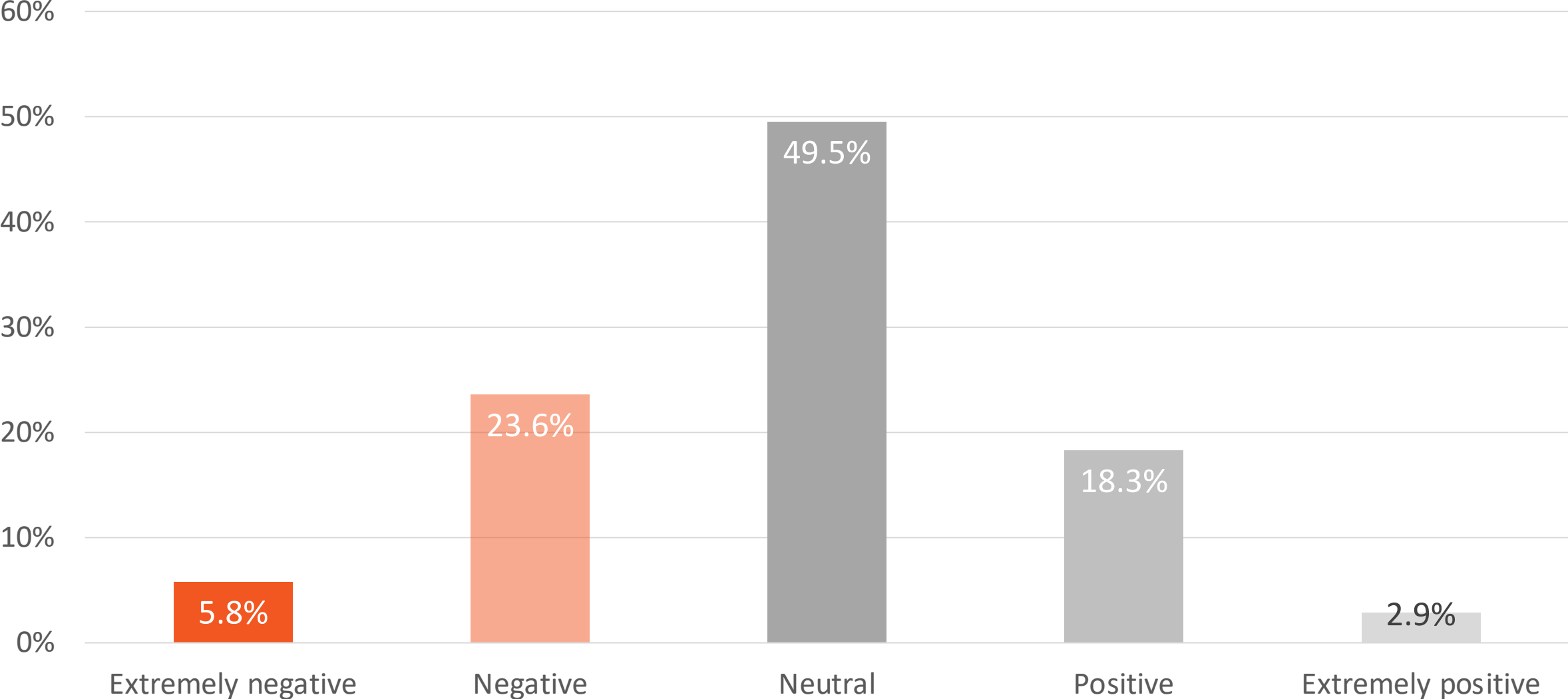


# COVID-19 Impacts & Support

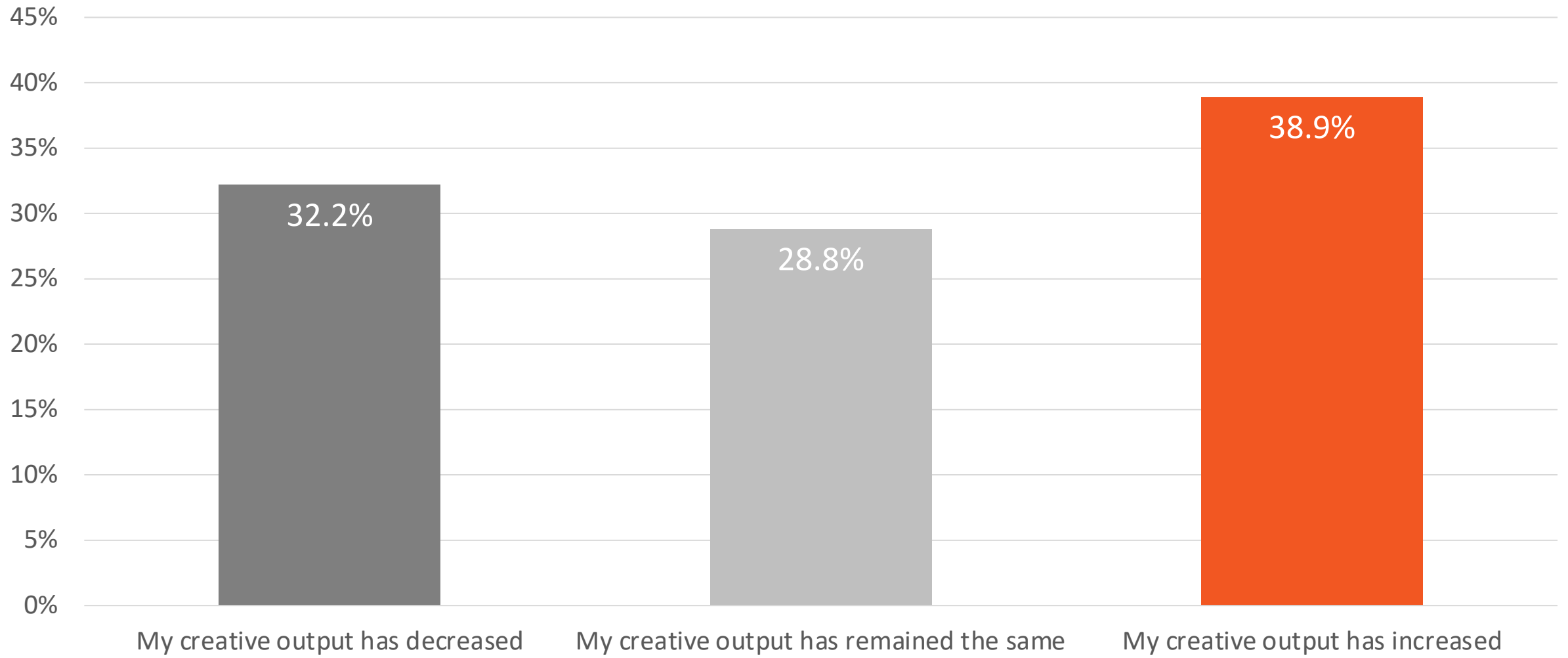
# How would you classify the impact the COVID-19 pandemic has had on your livelihood as an artist to date?



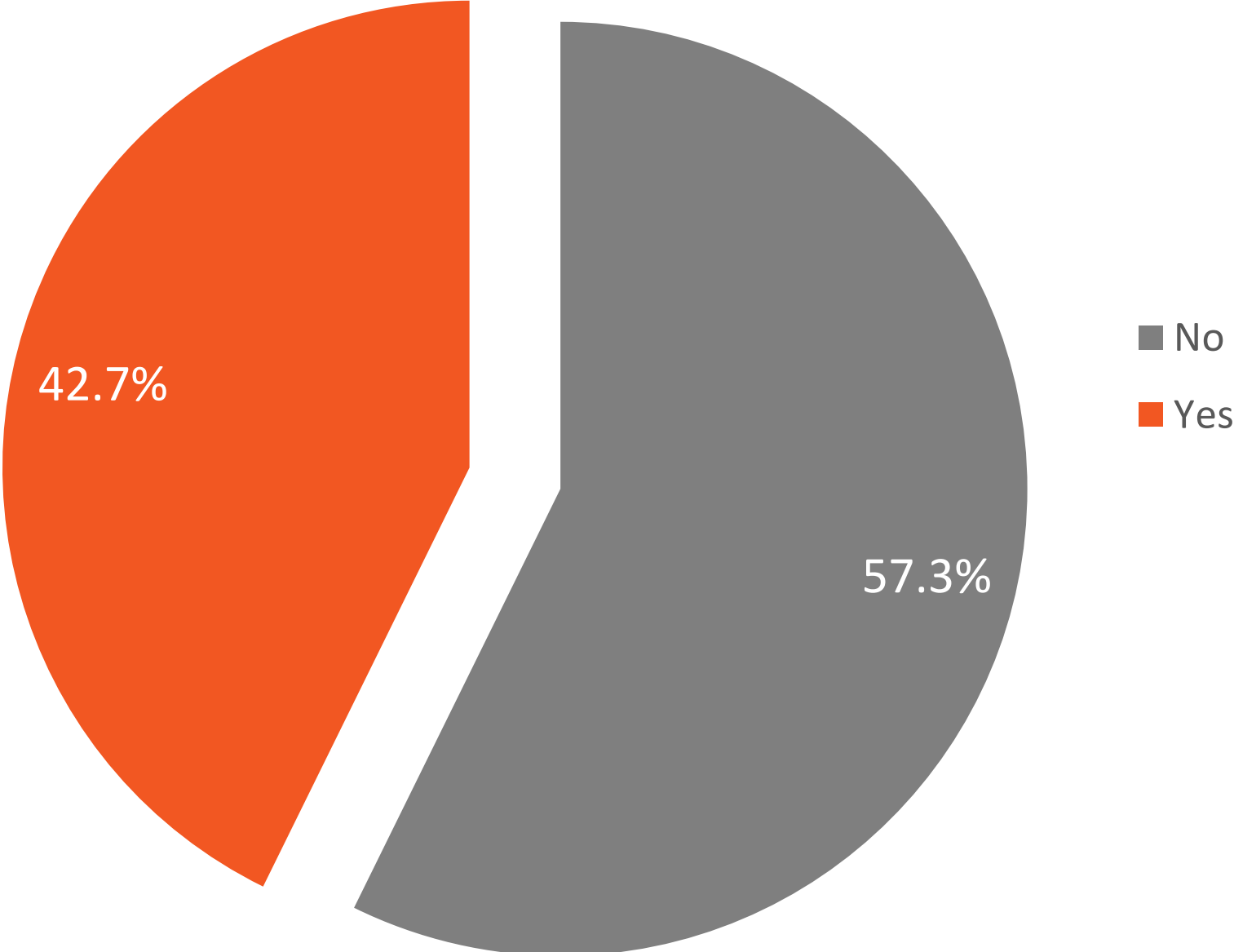
# Please rate the current environment for making your livelihood as an artist.



# How has the COVID-19 pandemic impacted your creative output?

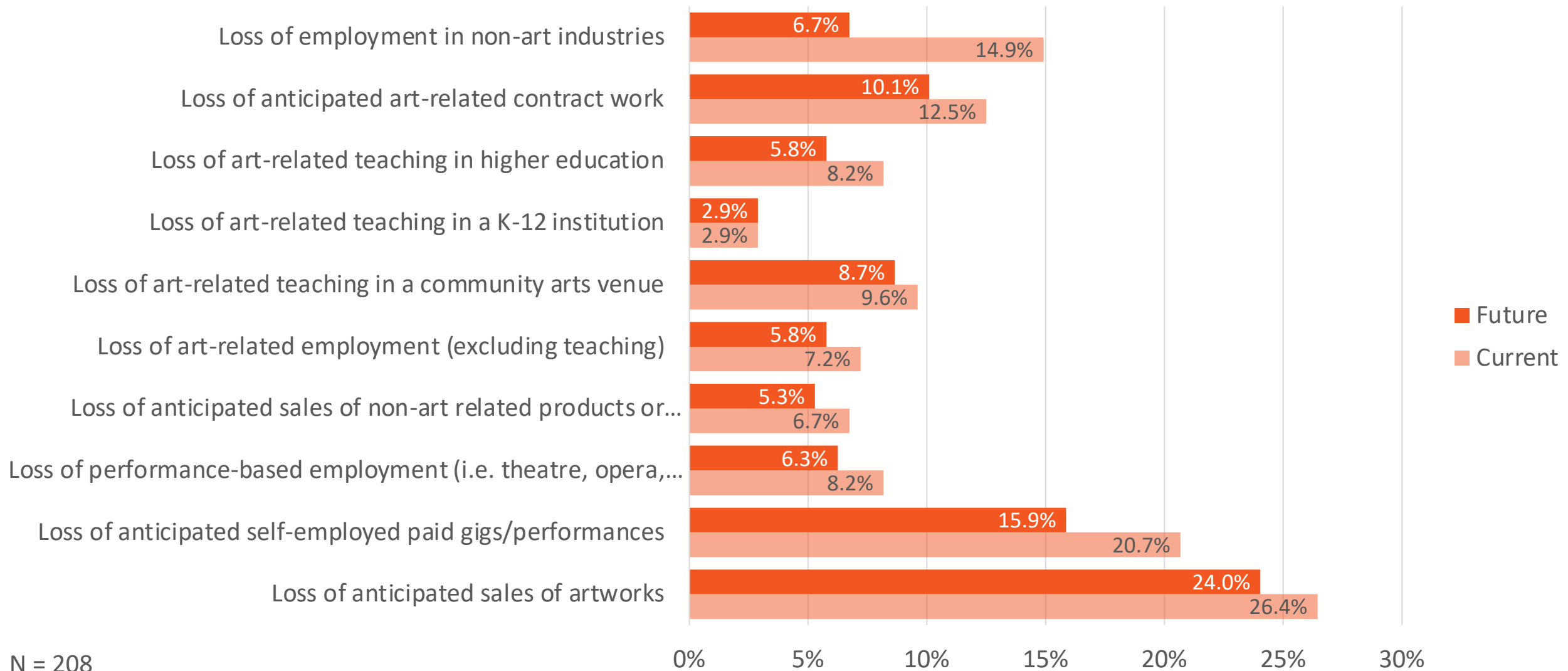


# Have you taken on any new employment since the onset of COVID-19?

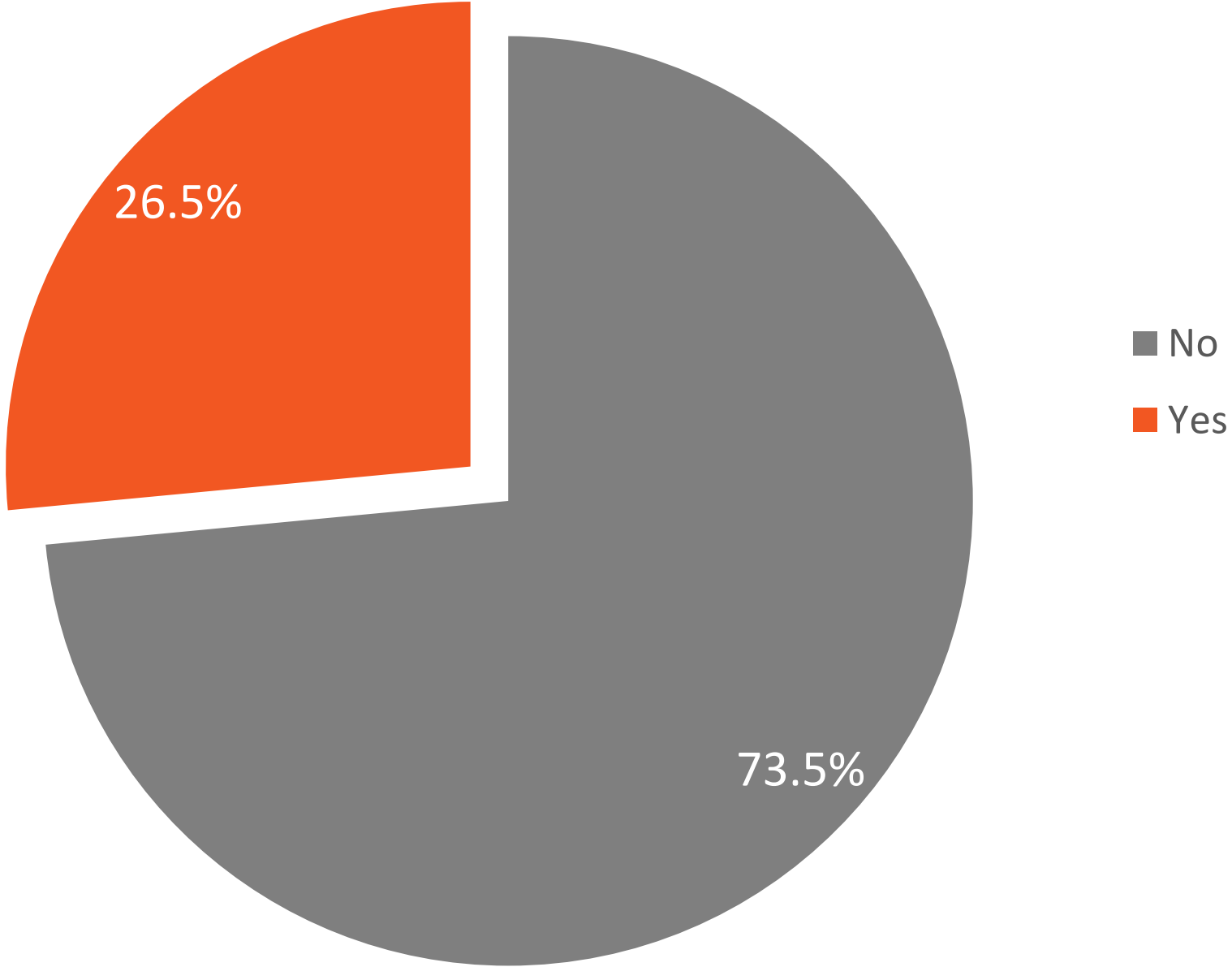




“In what ways have you lost income . . .” compared to “In what ways are you concerned you may lose future individual income due to COVID-19?” (Check all that apply.)

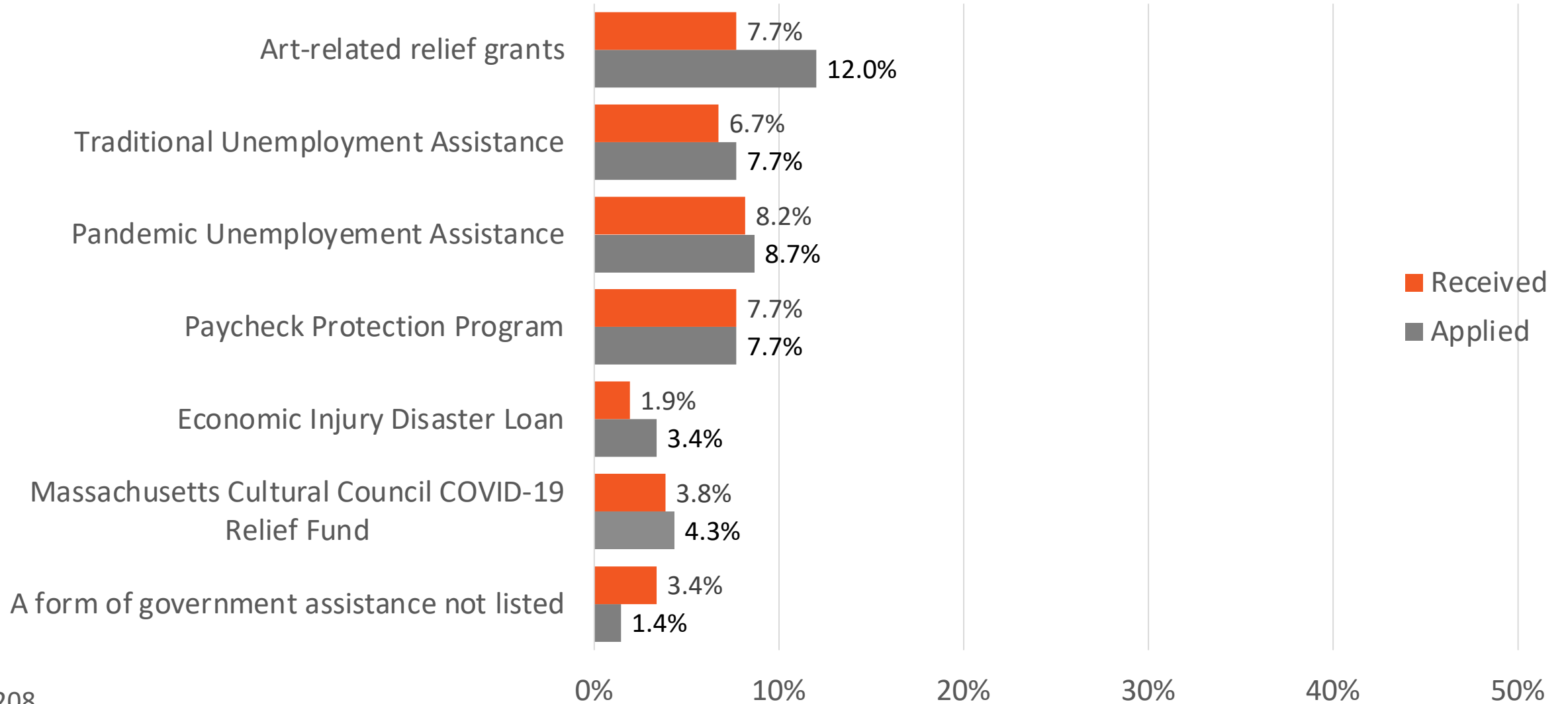


# Have you applied for any form of emergency relief funding since the onset of COVID-19?



# Emergency Relief Funding Applied vs. Received

(of total artists completing survey)



# North Adams Artist Census 2020 and 2022

**Diane R. Scott**

Associate Professor of Arts Management  
Chair, Department of Fine & Performing Arts  
Massachusetts College of Liberal Arts

[Diane.Scott@MCLA.edu](mailto:Diane.Scott@MCLA.edu)