

The Art Community:
Where do we go
from here?

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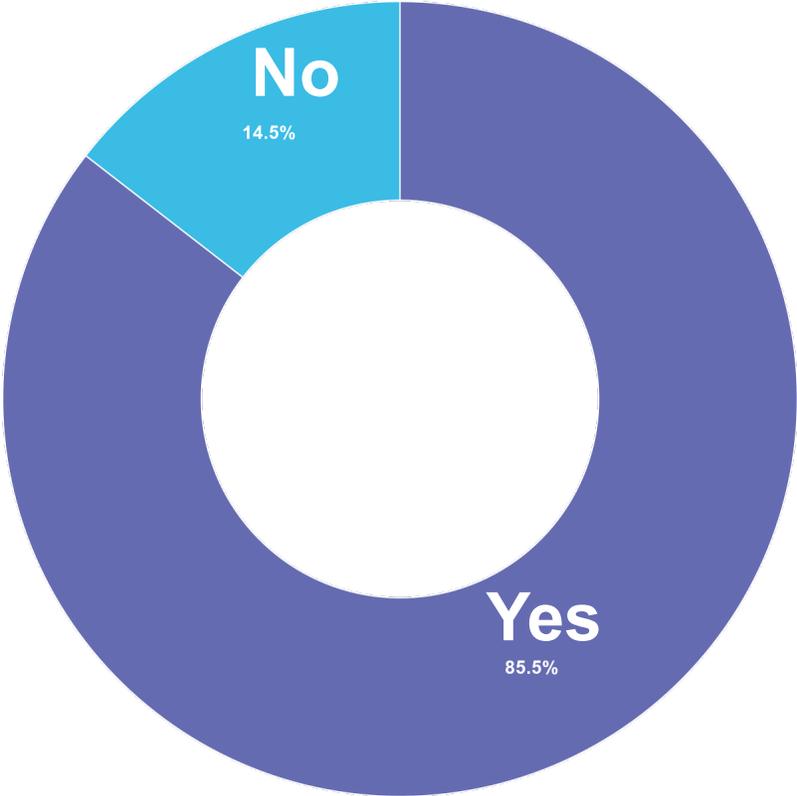
This survey is all about taking the pulse of our community to help uncover the impact of Covid-19 on our creative lives and provide information to help direct efforts going forward in terms of in-person and online classes, art events, art supplies, and community focus. It is 100% anonymous. The results will be widely shared online so everybody can have access to and benefit from this information. Thank you, Seth Apter and Kristin Williams

- Survey opened May 4, 2020 8:00 pm (EDT)
- Closed May 6, 2020 7:00 pm (EDT)
- 1,612 participants solicited through Facebook and Instagram posts and Ephemera Paducah's email list. Shared by many participants on all social media platforms
- Participants were only allowed to take the survey once
- Open to any participant in any country
- Totally anonymous
- No census information was collected (age, gender, location, etc.)
- In no way should this survey be interpreted as our opinions of COVID-19; we solicited our community members' thoughts about the impact on creativity, gathering, and going forward based on what they feel, think, and know at this moment in May 2020

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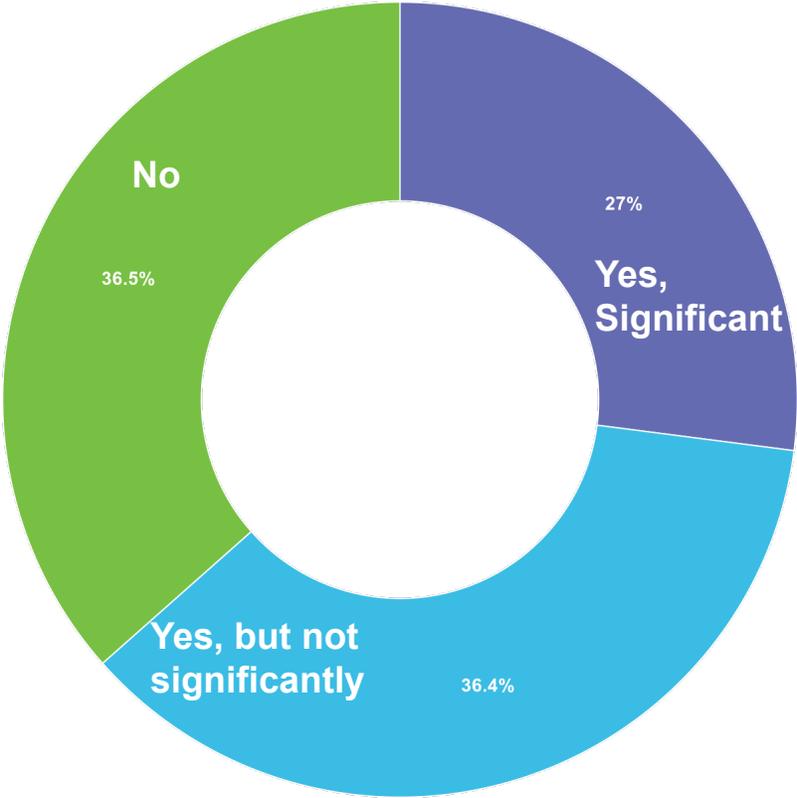
Q1 Has the current COVID-19 crisis had an impact on your creative life?*



Answered: 1612 Unanswered: 0

Choice	Total
Yes	1378
No	234

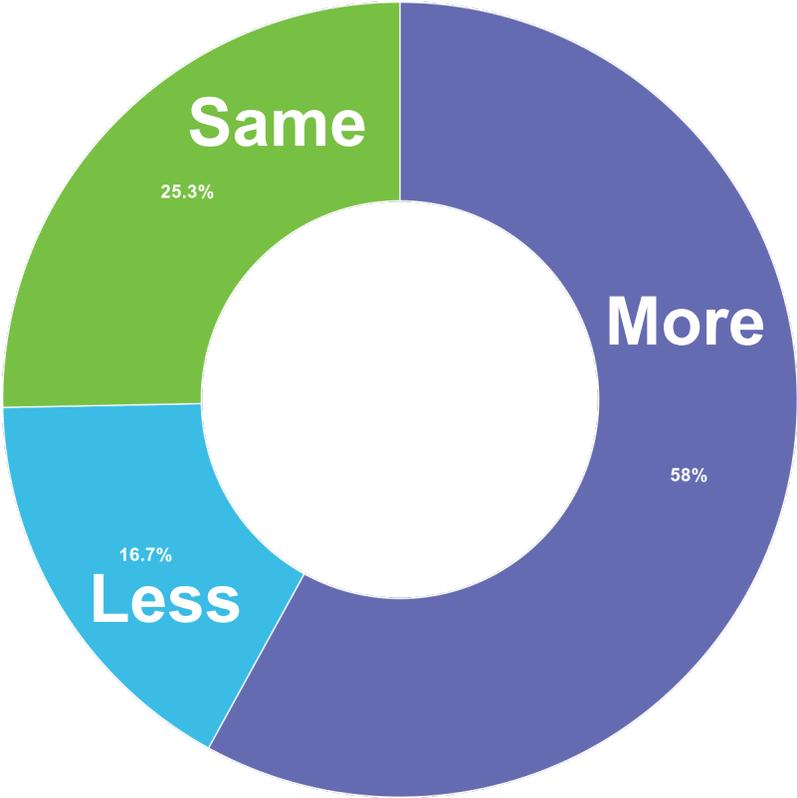
Q2 As a result of the COVID-19 situation, have you experienced a creative block at some point during the outbreak?*



Answered: 1612 Unanswered: 0

Choice	Total
Yes, a significant block	436
Yes, but not significantly	587
No	589

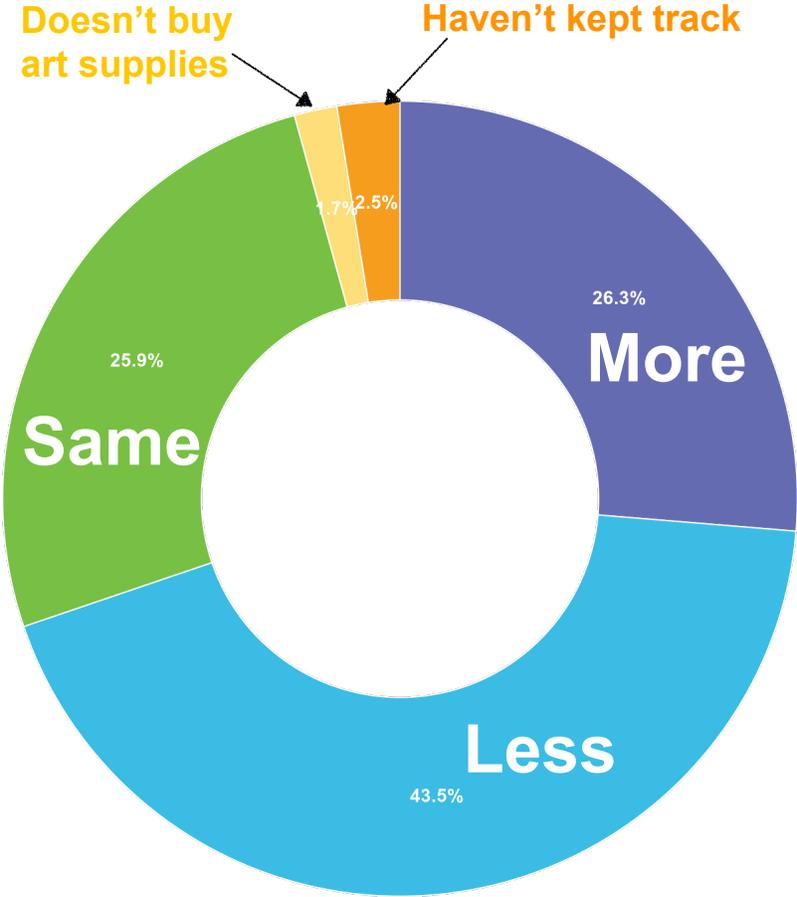
Q3 Since the COVID-19 outbreak, how does the amount of time you have spent on the computer on art-related topics compare to your usual?*



Answered: 1612 Unanswered: 0

Choice	Total
● More	935
● Less	269
● About the same	408

Q4 How does the amount of money you have spent on art and craft supplies during the COVID-19 outbreak compare to what would be usual for you?*



Answered: 1612 Unanswered: 0

Choice	Total
● I have spent more	424
● I have spent less	701
● I have spent about the same	418
● I don't buy art and craft supplies	28
● Haven't kept track	41

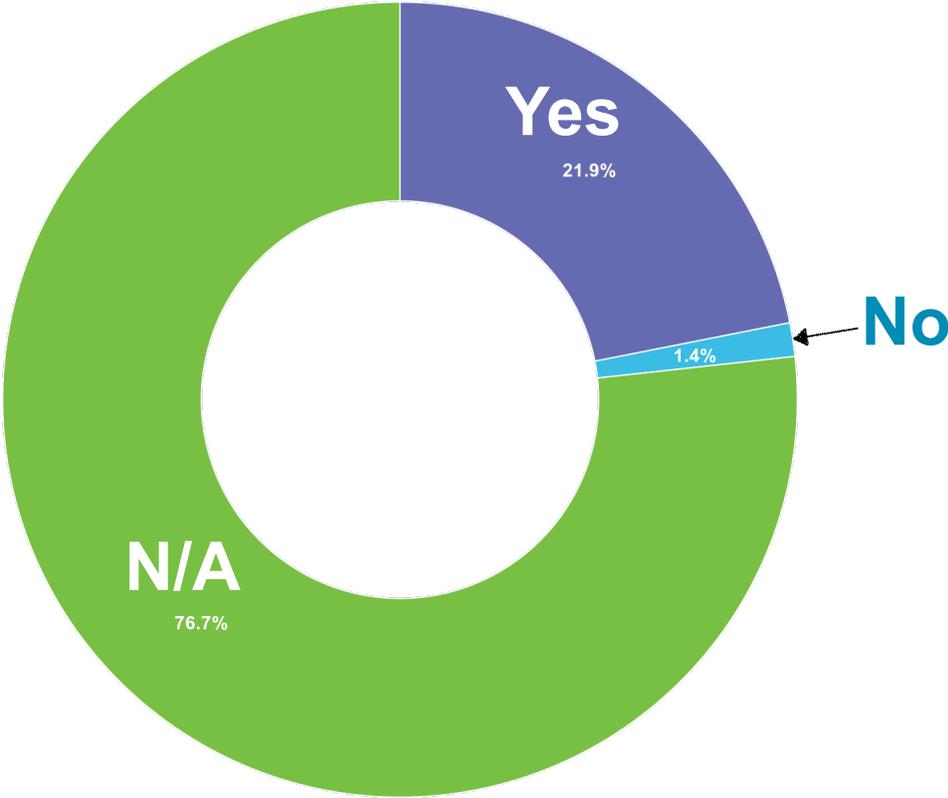
Q5 As a result of COVID-19, have you had to cancel your attendance at any of the following art-related functions? If yes, check all those that apply.*



Answered: 1612 Unanswered: 0

Choice	Total
 In-person art workshop	955
 Art exhibition	455
 Consumer art show	395
 Professional art-related trade show	167
 Not applicable	430

Q6 If you are a workshop instructor, did you or any of your venues cancel scheduled classes?*

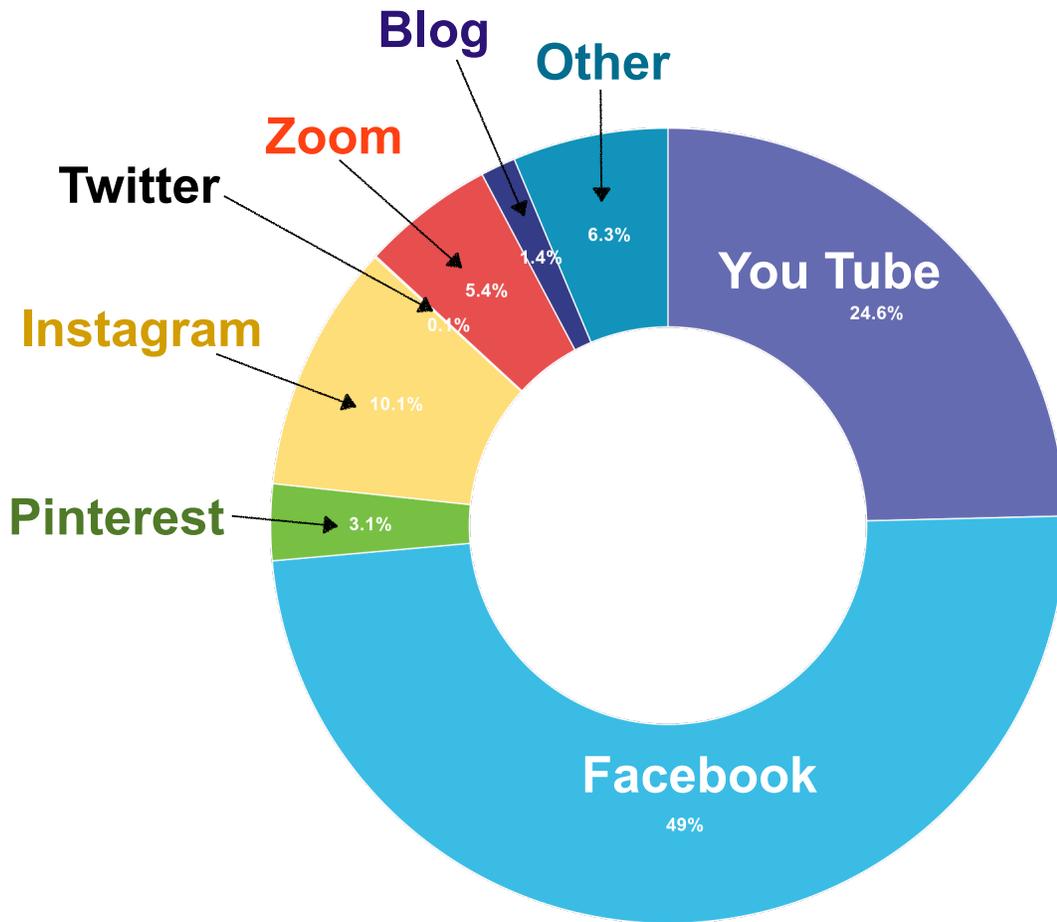


Answered: 1612 Unanswered: 0

Choice	Total
Yes	353
No	22
Not applicable	1237

Q7 What is your current preferred online platform for art-related information and events?

*

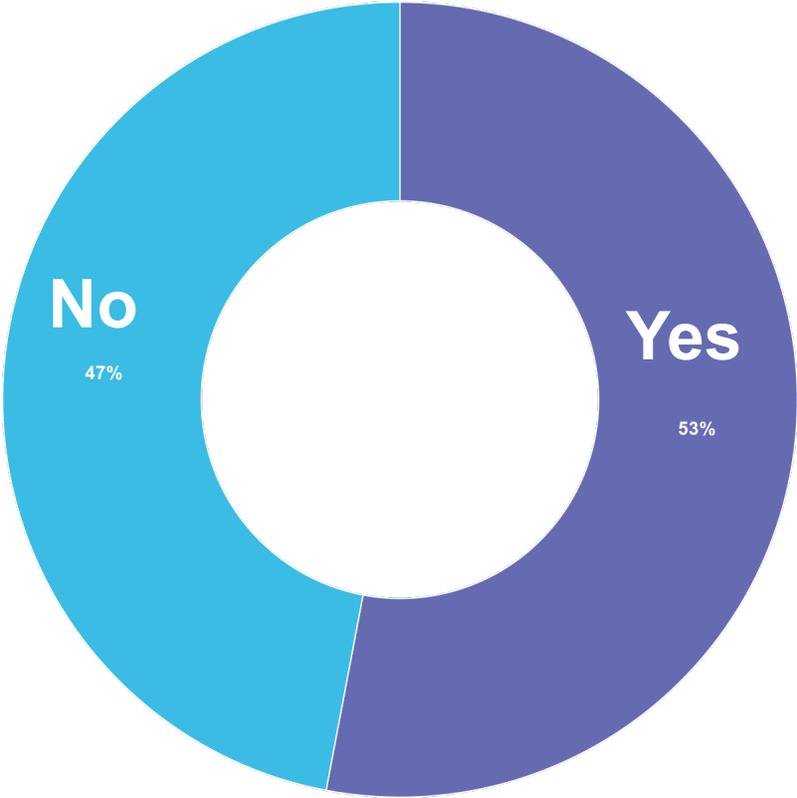


Answered: 1612 Unanswered: 0

Choice	Total
 YouTube	397
 Facebook	790
 Pinterest	50
 Instagram	163
 Twitter	1

	Choice	Total
	Zoom	87
	Long form blog	23
	Other	102

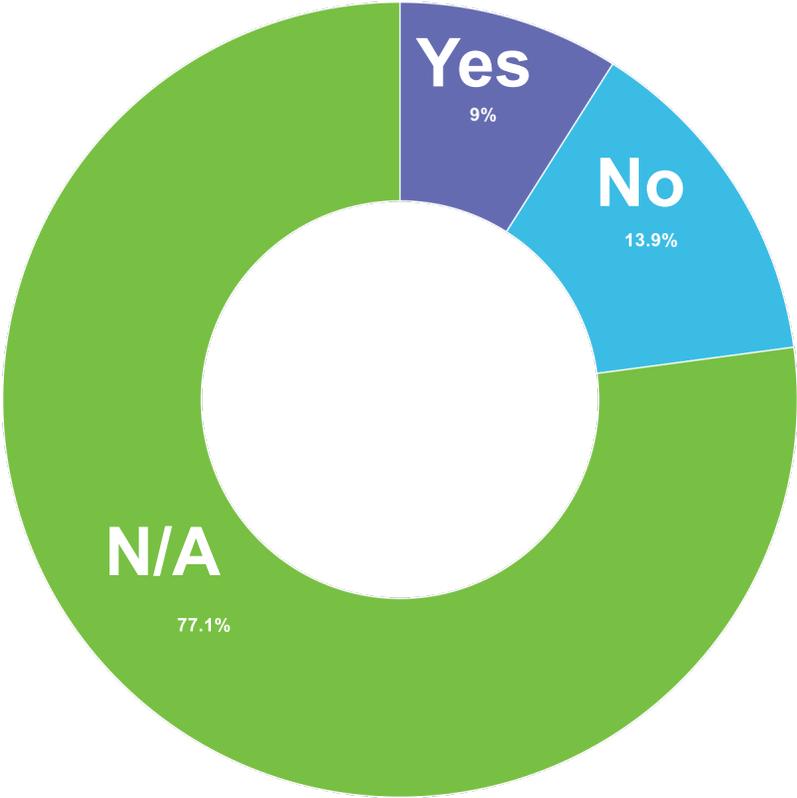
Q8 Have you increased the number of online classes you have taken as a result of the COVID-19 situation?*



Answered: 1612 Unanswered: 0

Choice	Total
Yes	854
No	758

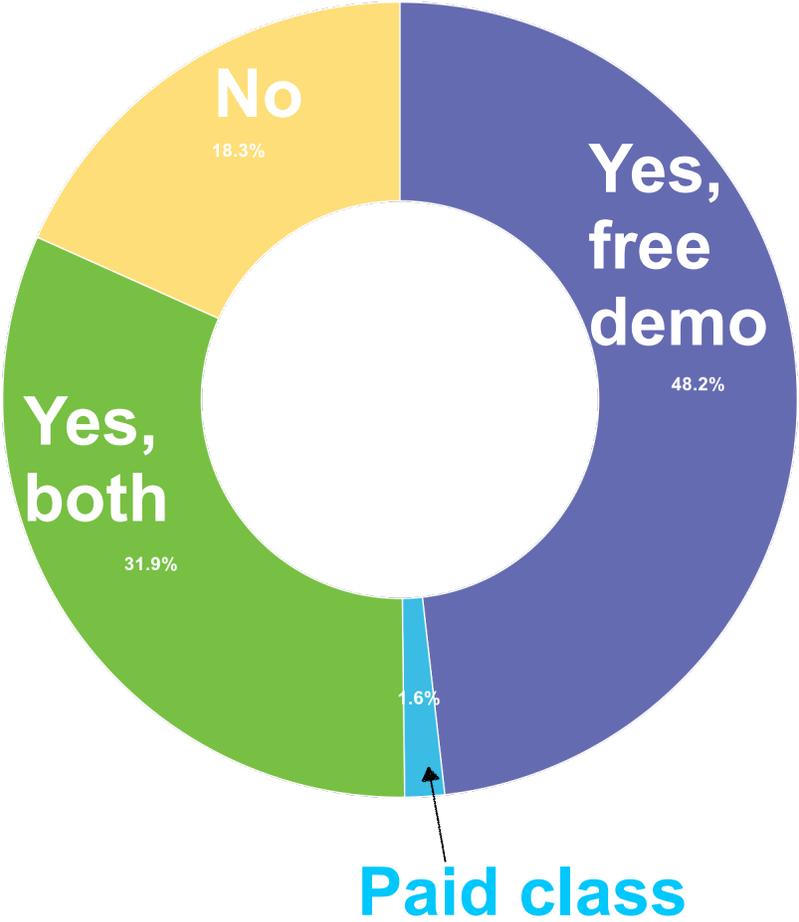
Q9 If you are a workshop instructor, did you create new online classes as a direct result of the COVID-19 crisis?*



Answered: 1612 Unanswered: 0

Choice	Total
Yes	145
No	224
Not applicable	1243

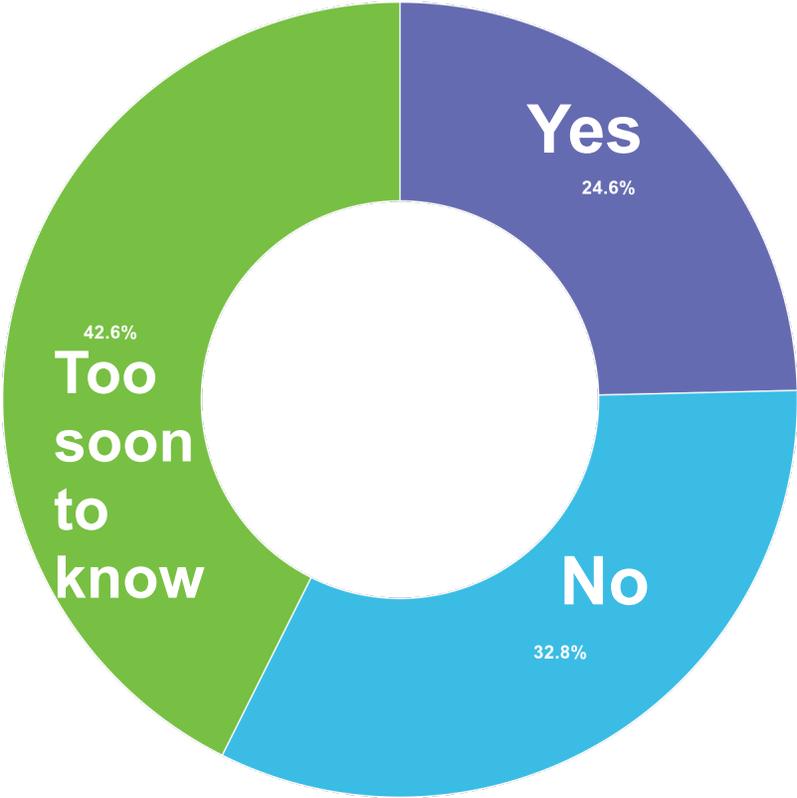
Q10 Have you watched a free demo or taken a paid class via Facebook Live since the COVID-19 outbreak?*



Answered: 1612 Unanswered: 0

Choice	Total
Yes, a free demo	777
Yes, a paid class	26
Yes, both a free demo and a paid class	514
No	295

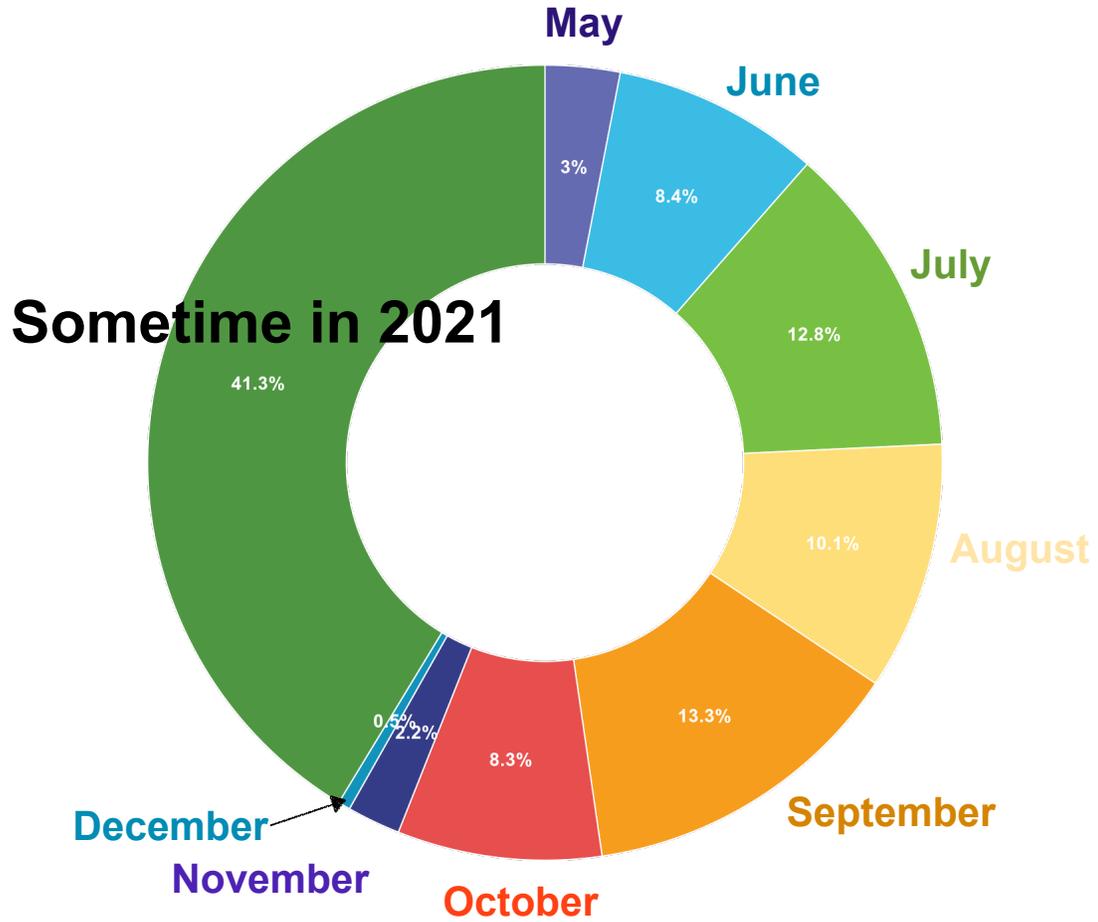
Q11 As a result of the current situation, do you think you will be more likely to prefer online classes to in-person classes going forward?*



Answered: 1612 Unanswered: 0

Choice	Total
Yes	397
No	528
Too soon to know for sure	687

Q12 Given the information we have today, which is the earliest month you think you would consider attending an in-person workshop?*

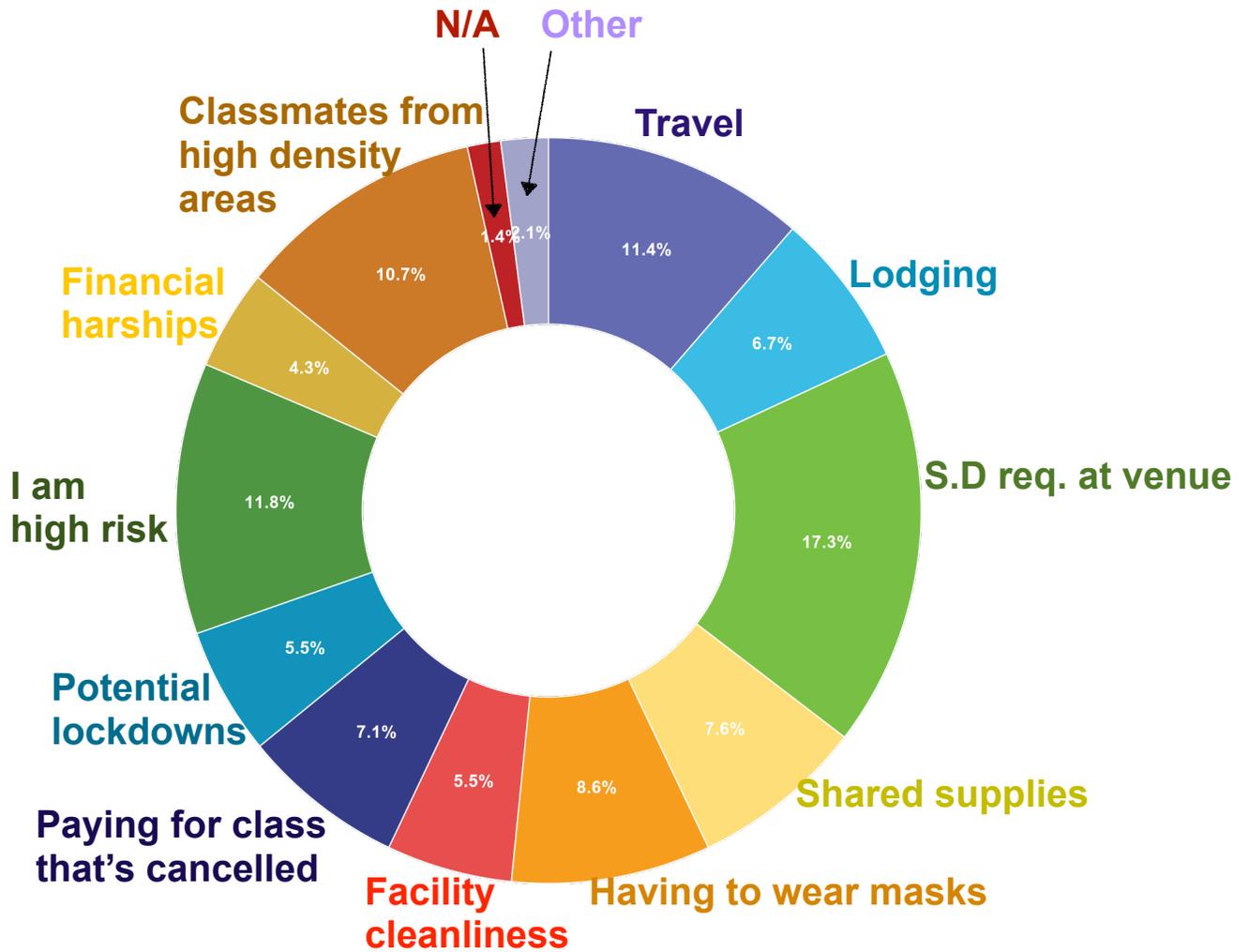


Answered: 1612 Unanswered: 0

Choice	Total
May	49
June	136
July	206
August	163
September	215

Choice	Total
 October	134
 November	35
 December	8
 Sometime in 2021	666

Q13 If you are hesitant about taking classes in the upcoming months, what are your top concerns? Please check no more than four of your most important considerations from among the following.*



Answered: 1612 Unanswered: 0

Choice	Total
Travel required to attend	581
Lodging required to attend	344
Requirements of social distancing at the workshop	884
Sharing the same supplies	386

Choice	Total
 Needing to wear masks	442
 Cleanliness of facility	279
 Concern over paying for a class that might be cancelled	361
 Lockdowns that might be announced	283
 I am in a high risk group for contracting COVID-19	601
 I am experiencing financial hardships due to the pandemic	222
 Being near people from high-density communities	549
 Not Applicable	74
 Other	105

Q14 If you had/have plans to attend a large art retreat before the end of 2020, how likely are you to still attend if it isn't cancelled?*



Answered: 1612 Unanswered: 0

Choice	Total
 Definitely	116
 Most likely	179
 Not likely	196
 Definitely not	154
 Too soon to know	386

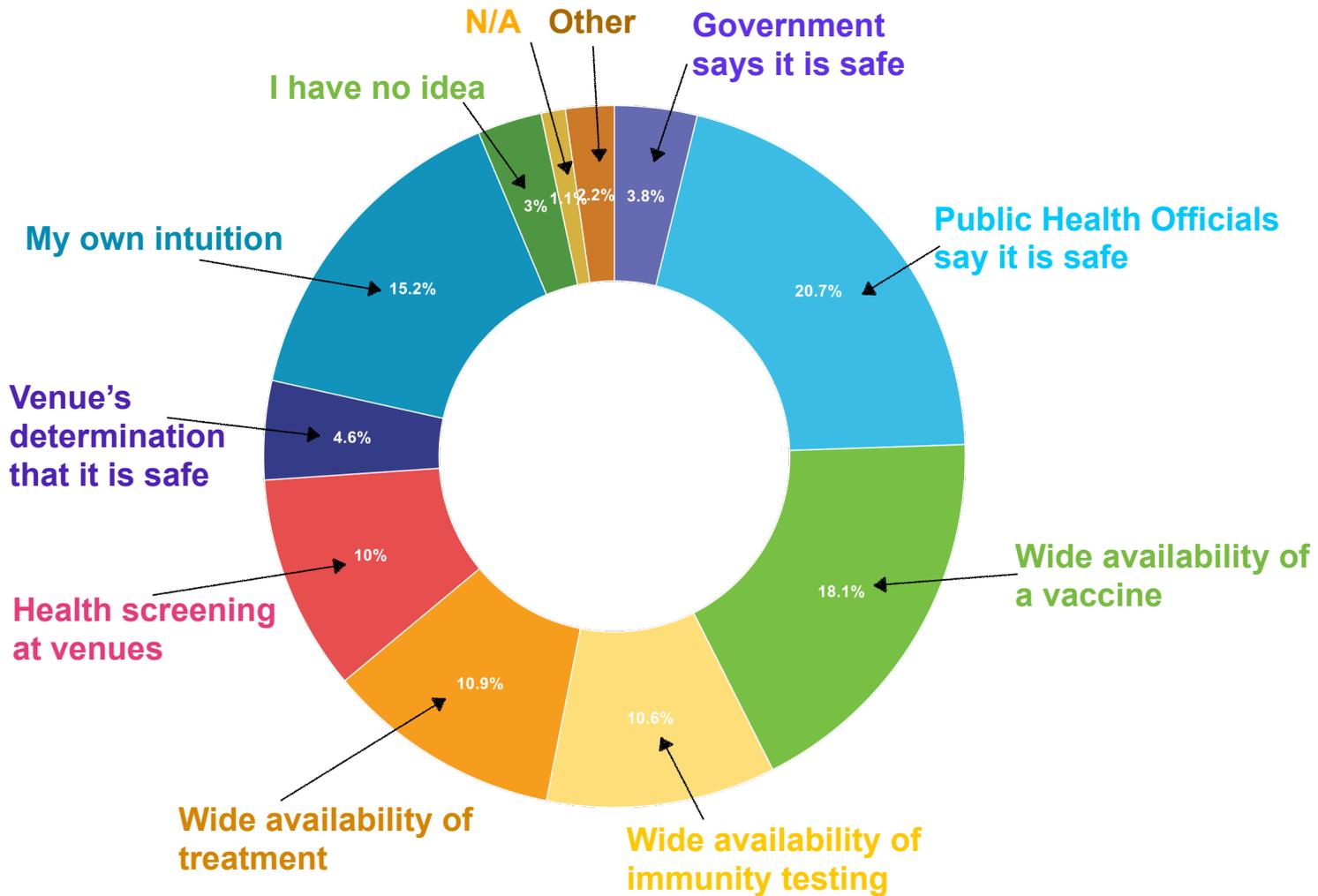
Choice

 Not applicable

Total

581

Q15 In thinking ahead to the time that “shelter-in-place” orders are being phased out, which of the following do you predict may have the most influence on your decision to return to regular workshop attendance? Please pick no more than your top three choices.*



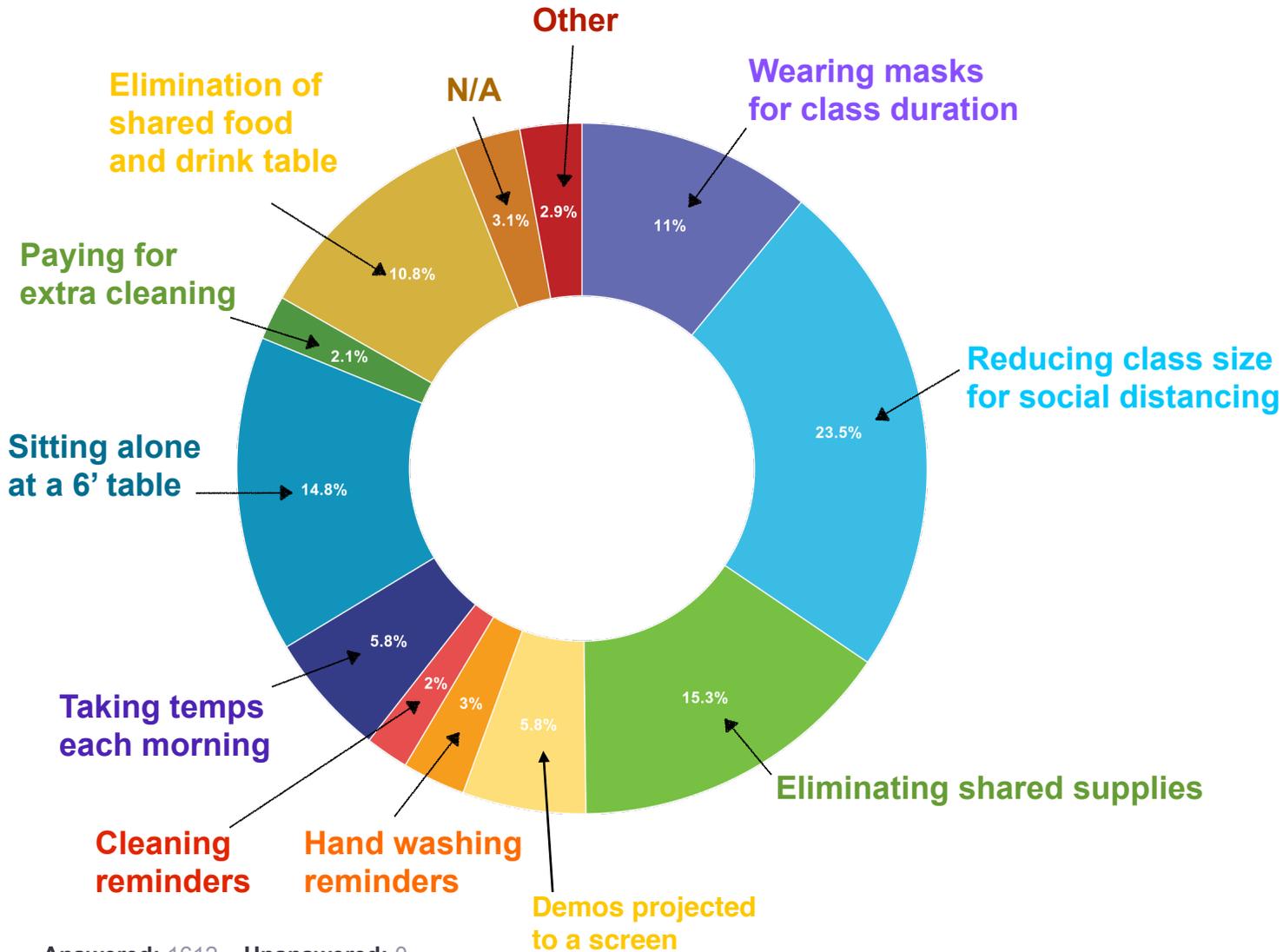
Answered: 1612 Unanswered: 0

Text

Choice	Total
Government statement that it is fully safe	146
Public health officials statement that it is fully safe	794
Wide availability of COVID-19 vaccine	695

Choice	Total
 Wide availability of COVID-19 immunity testing	406
 Wide availability of COVID-19 treatment	417
 Wide availability of health screening measures prior to entry into venue	383
 The venue's decision that it is safe to hold workshops	175
 My own intuition	584
 I have no idea	114
 Not applicable	43
 Other	86

Q16 Which of the following measures that could be put into place within a workshop might ease your mind if you were to attend? Please check at most only your top four choices.*

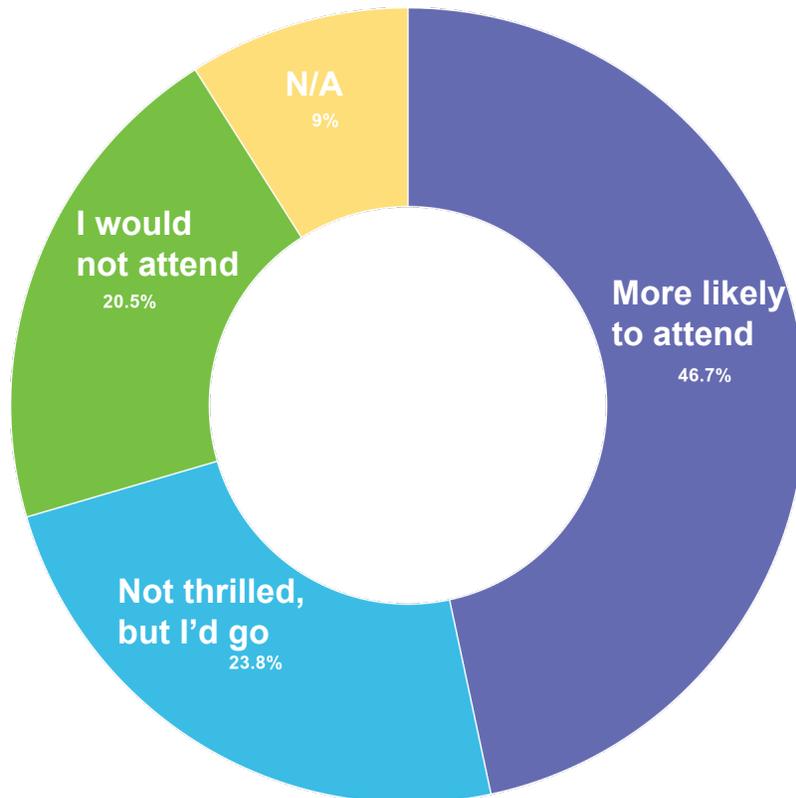


Answered: 1612 Unanswered: 0

Choice	Total
Wearing masks for the entire class	520
Reducing the class size to facilitate social distancing	1115
Eliminating shared supplies	727
All demos projected using a screen	274

Choice	Total
 Frequent reminders to wash hands	140
 Frequent reminders to clean surfaces	96
 Taking temperature of attendees each morning	274
 Sitting at a 6' table alone	702
 Paying extra for cleaning surface before workshop	98
 Elimination of any shared food or drink table	511
 Not applicable	147
 Other	137

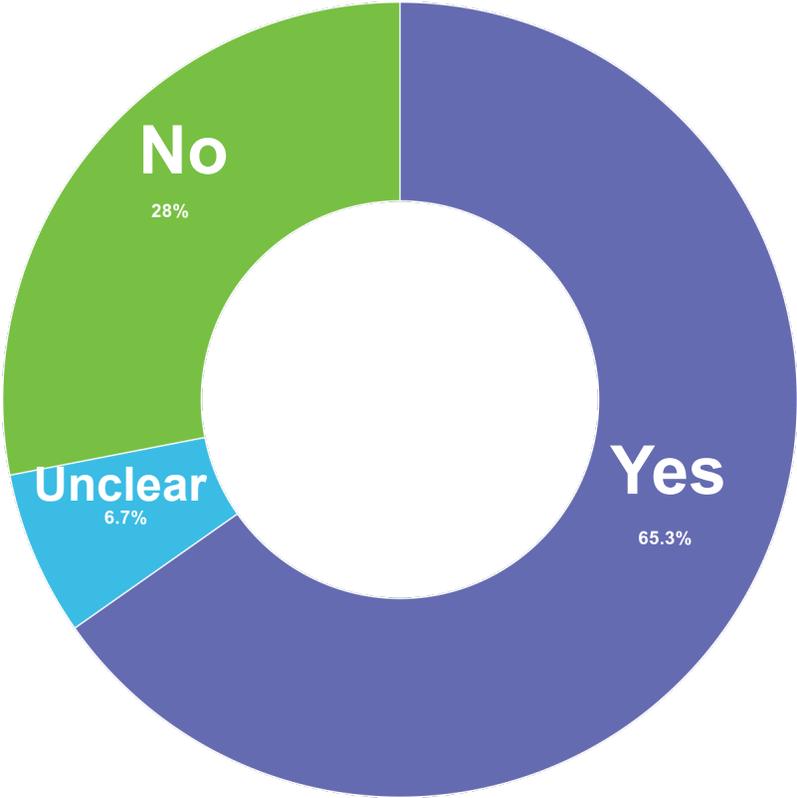
Q17 Would needing to comply with new rules set in place to address COVID-19 (wearing a mask, bringing your own supplies, etc.) have any impact on your desire to go to a workshop?*



Answered: 1612 Unanswered: 0

Choice	Total
 Rules such as these would make me more likely to attend	752
 Wouldn't be thrilled but I would go anyway	384
 I would not attend with rules such as these in place	331
 Not applicable	145

Q18 Does it appear to you that the COVID-19 situation has led to a strengthening of the art community?*



Answered: 1612 Unanswered: 0

Choice	Total
Yes	1052
No	108
Not clear	452

Comments:

32% (510) of responders chose to answer the last, optional question: "If there are any specific experiences, hopes, suggestions or comments you would like to share, please enter below."

First there seemed to be a good number of craft shop owners and workshop instructors completing the survey based on the comments. A number of shop owners stated that this situation has already had a devastating effect on their business. Additional concerns of some shop owners included the fear that online classes might replace in-person classes, that the social distancing that would be required for a workshop would reduce the number of students to the point where classes wouldn't be profitable and, given the low-cost and free content now online, that people would no longer pay the higher prices associated with an in-person workshop. Workshop instructor were concerned about loss of income due to cancelled classes and described a fear of traveling going forward.

More generally, there were expressions of anxiety, frustration and anger which were directed toward concerns about:

1. Safety
2. Health issues
3. Financial status
4. Lack of knowledge and clarity

Comments were mixed regarding the issue of online versus in-person workshops, with positives and negatives shared for both.

The safety of online classes during this period of time was frequently mentioned with the following positives noted: no worry about travel, lower cost, the ability to work at one's own pace and to repeat the class, and comfort in being able to work alone.

There were some criticisms of online classes which ranged from problems with Internet connectivity to frustration with instructors interrupting content with social chatter, repeating instructions too often, and responding to every comment. One person said "I am really tired of them all. I want real people."

In terms of comfort level with in-person workshops, many people seemed to fall into two extremes. There were some who commented that they would not attend a class if safety rules (such as needing to wear a mask) were in place. In contrast other individuals stated that would only consider going to a class if in fact the safety rules were in place. One person said “If it is not safe to attend without these precautions, then it is too soon to attend”

Commenters reported missing in-person shopping and live classes in general and, more specifically, the comradery, community, and social aspects of these activities. And many people referenced the thought that the very things that make a live class appealing (the social aspect, sharing supplies, food and drink, crowds at the demo table, etc.) would no longer be part of the in-person workshop experience in the near future.

Many people said that they prefer in-person workshops to online classes but are cautious right now and plan to hold off on attending live classes for the moment. The possibility that other class attendees would not follow the stated rules was noted by many as a concern. As one person put it “I would not want to be the mask and sanitation police while taking an art class.” Other worries related to travel, concern of subsequently infecting family members, shifts in current or future financial status, lack of desire to wear a mask for the duration of the workshop, and many more.

Many people with chronic illnesses and immuno-compromised medical conditions noted that the dramatic increase in online opportunities has been something that they have sought for quite some time and are hopeful that they will continue after the COVID-19 outbreak resolves.

There were also comments suggesting that the “stay at home” requirement has had a positive impact on creativity given the opportunities to slow down, take more time for art, organize supplies and craft space, and have time to explore different art mediums.

In addition, the benefits of being involved in creative activities during this period were frequently mentioned and resulted in feeling calmer, keeping sane, being distracted and staying relaxed. Several mentioned the healing power of art and the thought that the creative community is generally well-suited to be home.

Seth Apter Comment Analysis

Many commenters expressed gratitude and appreciation to the art community in general and, more specifically, to those artists providing increased online content during this period. As a result, they mentioned feeling creatively inspired, being distracted from stress, getting to know the instructors better, discovering new artists, etc. A number of respondents said that they will remember those people who have provided free and/or low-cost content during this time and will be loyal and support them in the future.

KRW Comment Analysis

Question 19 - Is there any specific experiences, hopes, suggestions, or comments you would like to share, please enter below.

When conducting surveys, I always think it's a good idea to give the respondent some "real estate" to share what is most important to him or her. About 1/3 of the respondents took some real time to share and we read every word.

When the survey was launched we assured confidentiality so for that reason we are characterizing and grouping the open-ended answers rather than listing them individually

APPRECIATION

Of note, as Seth mentioned, more than 90 people or 15% of those who answered Q19 praised, lauded, remarked on the kindness, generosity, and sometimes overwhelming content they are finding from the artists in our community. I truly believe having these daily shares has helped some people through this crisis profound ways so, Kudos to artist educators out there.

CONNECTION

As I said a few times in the video conversation, people who attend art workshops or hang out at their local art or craft store are missing their peeps, desperately. There is something about creating in a room full of people, the vibe, the energy, the shared creativity. I think for some, this survey started a grieving process for that. Participants want to get back to the workshop experiences they had last year. Unfortunately, we don't know when that is going to happen safely.

ONLINE VS. IN-PERSON

About 15% of the comments were geared towards online learning and were all over the board. Some saying they'll continue that until a vaccine is developed and administered, some mentioning the benefits of Zoom for more social interaction during the event, a good number of mentions about the affordability of online vs in-person, and great constructive advice such as desiring a "replay" function for the event and cautioning instructors to learn about good lighting and technology before launching.

Likewise, there were a large number of comments (35+) about In-person workshops ranging from cautions about the current risks - travel to the workshop, anxiety about other attendees' following the rules, the onus on the venue to provide safety, and timing. Many said they won't attend in-person again until Covid-19 is behind us. Wearing masks was a contentious issue for some saying they wouldn't attend if that were a requirement. One person summed it up by saying she'd rather see faces online than masks in-person.

VACCINE

21 used the comments section to state that a Vaccine will be their cue to return to in-person workshops. Some mentioned at-risk family members or themselves.

POLITICS AND STRONG OPINIONS

About 10 people used the comment section to provide commentary on the Virus, the government, perceived assaults against liberty, and accusations of fanning the flames of the "hysteria" about the crisis.

THANKS!

About 15 respondents were appreciative of the survey, itself, and the "thoughtful response to the crisis"

CONSTRUCTIVE SUGGESTIONS FROM COMMENTS

- Try and incorporate some of the elements of in-person classes into online classes like providing a class kit, including a way for participants to share and communicate, strive for a shared experience.
- Venues need to be very transparent and upfront with Cancellation Policies. A couple of comments were directed towards venues they thought treated them unfairly with cancelling classes.
- A suggestion for a Central Source of Information on classes, including a library of videos categorized by techniques.
- Incorporate a paid video option for a realtime in-person workshop