COVID-19 Continuing Impact Survey

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COVID-19 Artist Continuing Impact Survey Collection Details

Methodology	Online survey administered to adult artists residing in the United States
Field Period	35 days
Dates	February 8, 2021 March 14, 2021
Length	5–10 minutes
Total Sample Size	438
M-AAA Region Sample Size	383 (87.4% of total)

Objective

To determine the continuing impacts on the livelihoods of artists across the United States, including the region served by Mid-America Arts Alliance (Arkansas, Kansas, Missouri, Nebraska, Oklahoma, and Texas), one year following the World Health Organization’s announcement of the global COVID-19 pandemic. Specific focuses of this survey include:

- identifying artists’ confidence in their arts livelihoods;
- determining artists’ ability to access and receive funds through the key components of the CARES Act, the December 2020 stimulus, and arts emergency relief grants; and
- comparing artists’ reported abilities to sustain financially in the short-term to previous survey results (March 2020, May 2020).

Background

Survey questions were developed by Mid-America Arts Alliance through its Artist INC program with input from partner organizations including

- ahha (Tulsa, Oklahoma)
- Amplify Arts (Omaha, Nebraska)
- ArtsKC (Kansas City, Missouri)
- Fresh Arts (Houston, Texas)
- Harvester Arts (Wichita, Kansas)
- Kansas Creative Arts Industries Commission (Kansas)
- Lawrence Arts Center (Lawrence, Kansas)
- NWA Regional Arts Council (Northwest Arkansas)

Summary

Summary of Findings

- One year into the pandemic, three of four artists report negative or extremely negative impacts on their art practice.
- Almost one in five artists are currently unable to practice their art.
- Consistent with March 2020 and May 2020 surveys, six in 10 artists continue to report negative impacts from the pandemic on their creative output.

Summary of Findings

- Significantly less artists need support than early in the pandemic. In May 2020 eight of 10 artists needed support. Currently only four of 10 artists report needing support.
- Of those needing support, the primary need is financial.

Summary of Findings

- Nine of 10 artists have lost income due to the pandemic.
- Six of 10 artists have lost income in two or more revenue streams.
- More than eight in 10 artists anticipate future income loss, but in most areas, they anticipate less future loss than what they have experienced to date.

Summary of Findings

- The overall proportion of income lost by artists has dropped significantly between May 2020 and March 2021. In May 2020 almost one in five artists had lost 100% of their income. By March 2021 less than one in 20 artists had lost 100% of their income.
- Almost one in three artists has taken on new employment since the onset of the pandemic.

Summary of Findings

- The majority of artists are confident they can meet their financial obligations in the short term. Their confidence consistently improves with duration and is higher for common future time frames than it was in March 2020.
- Still one in six artists indicates they are unable meet their financial obligations in the short term.

Summary of Findings

- Four in ten artists have applied for emergency relief. This is less than anticipated they would apply for emergency relief one year ago (56.6%).
- More than one quarter of artists have applied for arts-related emergency relief grants. Approximately half of those applying have received such grants.
- Of the artists applying for government sponsored relief, almost half have received two or more forms of relief.

Summary of Findings

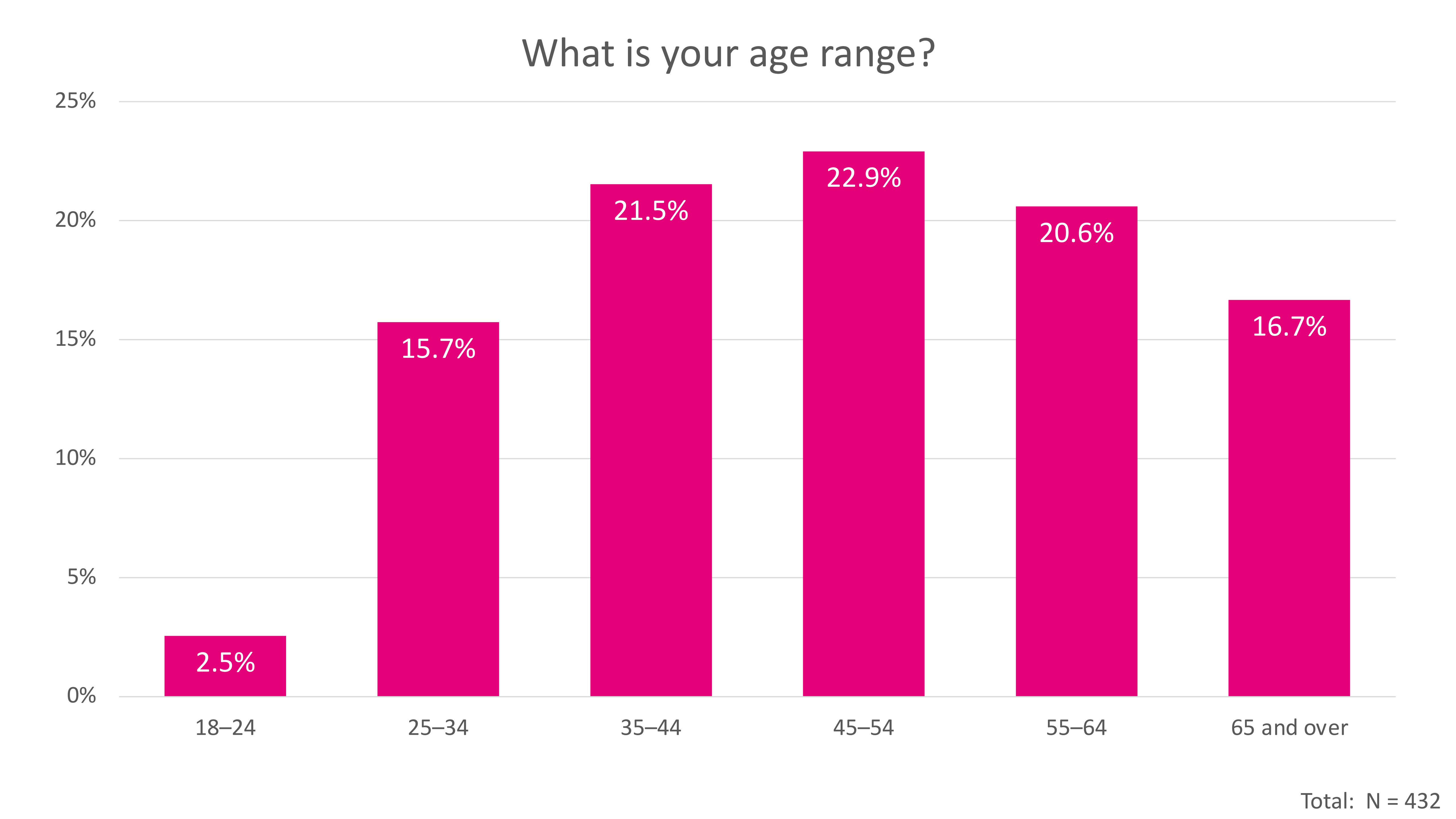
- Artists still have a negative perception of the current environment for making their livelihood.
- Artists are much more optimistic about the second half of 2021 and the first half of 2022 than they are about the near term. Net confidence consistently improves with duration.

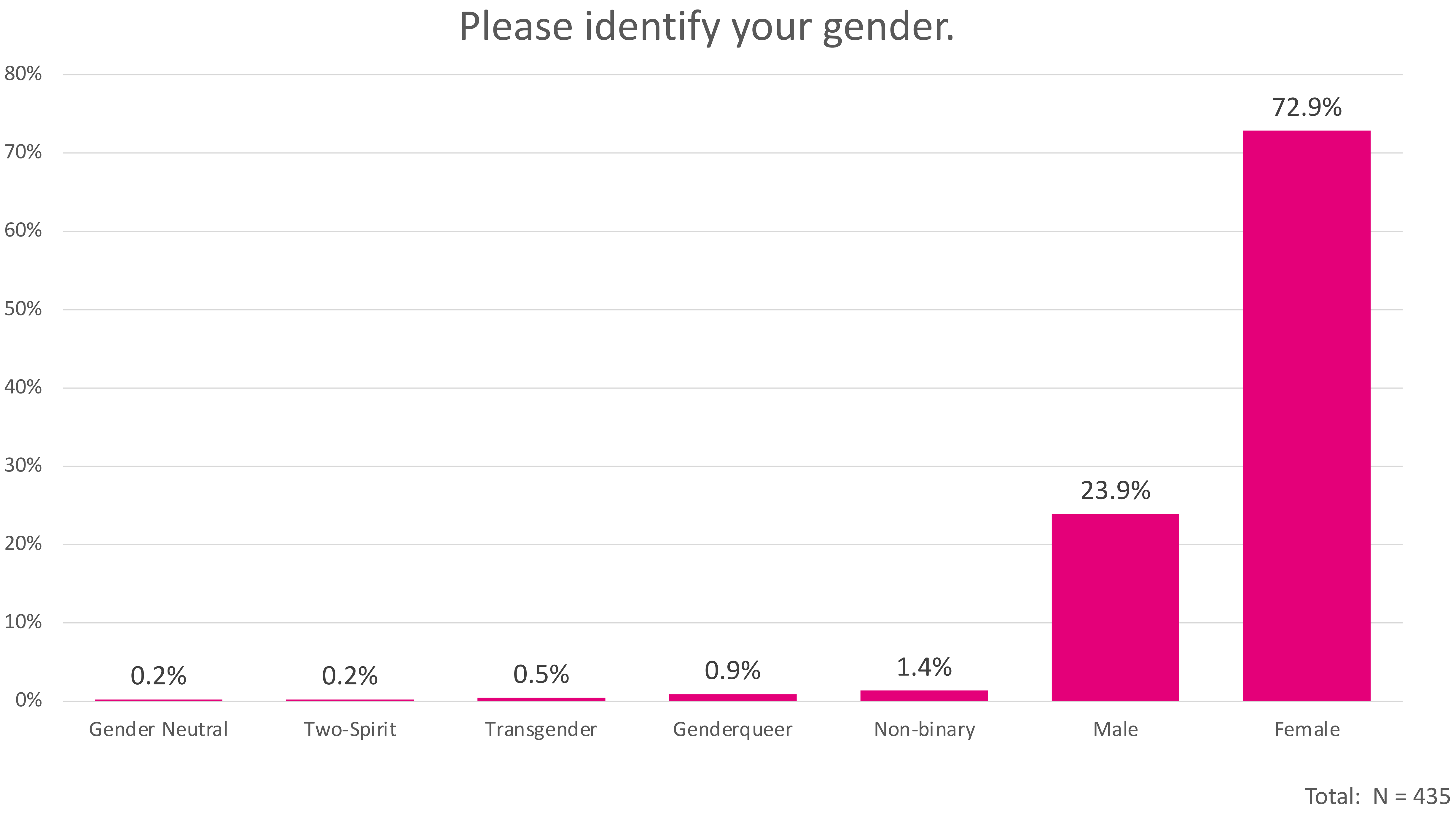
Respondent Demographics

Geographic Representation

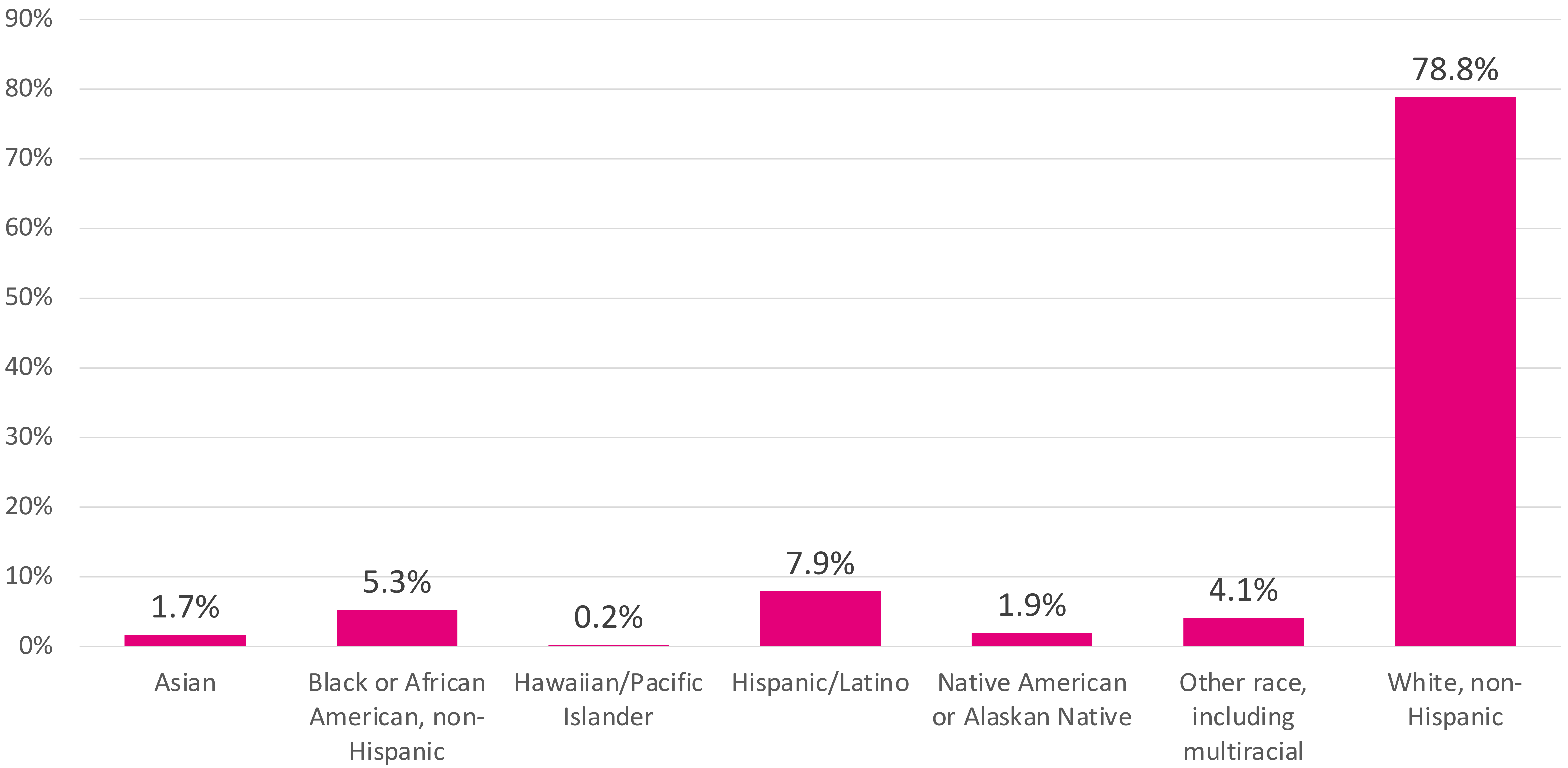
Survey responses were obtained from adult artists across the United States, including 23 states. The majority of responses came from M-AAA's Region (87.4%).

- Arkansas 17.4%
- Kansas 21.2%
- Missouri 22.8%
- Nebraska 7.5%
- Oklahoma 4.3%
- Texas 14.2%


What is your age range?
25%
20%
15%
10%
5%
0%
2.5%
15.7%
21.5%
22.9%
20.6%
16.7%
18–24
25–34
35–44
45–54
55–64
65 and over
Total: N = 432

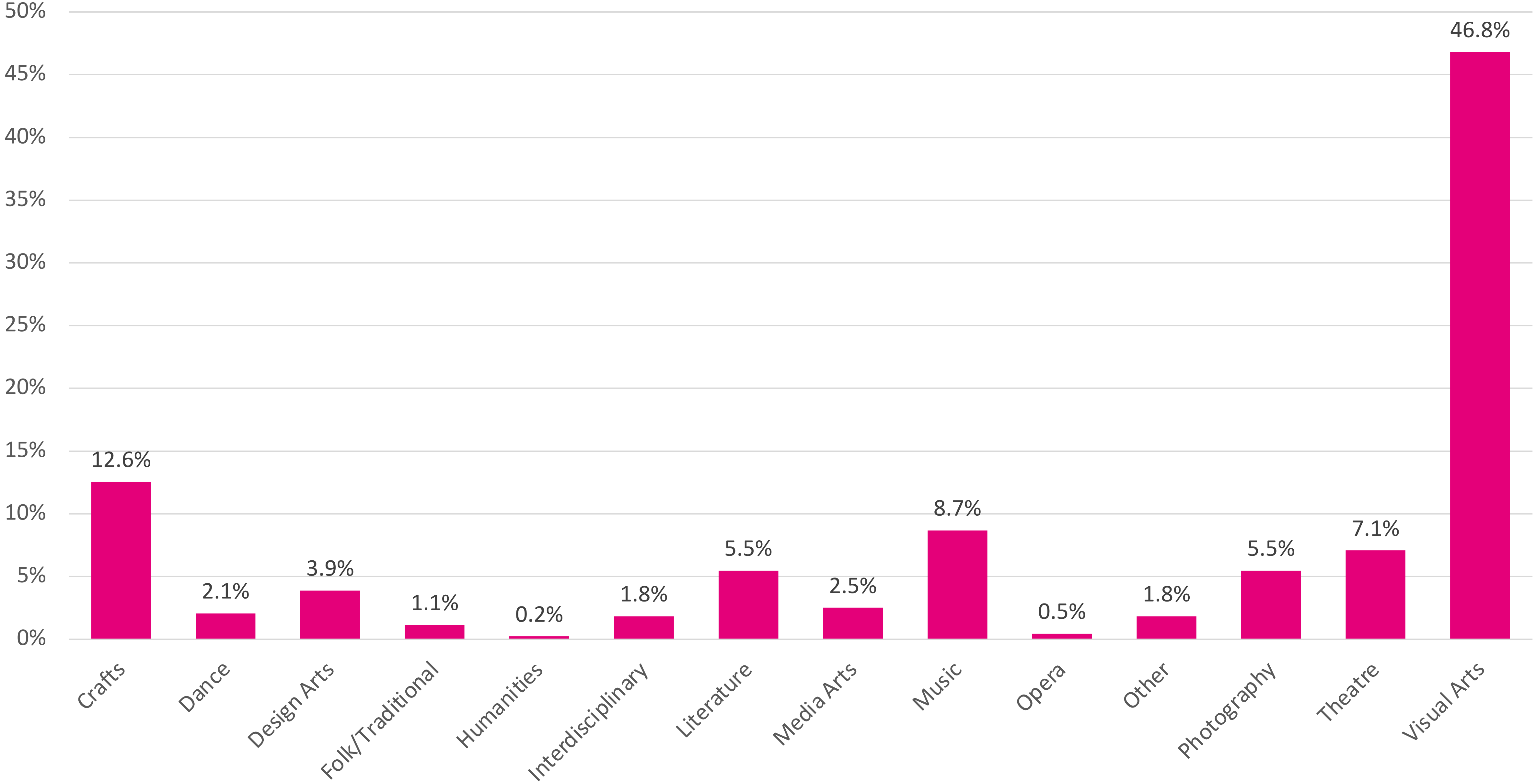

Please identify your gender.
80%
70%
60%
50%
40%
30%
20%
10%
0%
0.2%
0.2%
0.5%
0.9%
1.4%
23.9%
72.9%
Gender Neutral
Two-Spirit
Transgender
Genderqueer
Non-binary
Male
Female
Total: N = 435

What is your race/ethnicity?



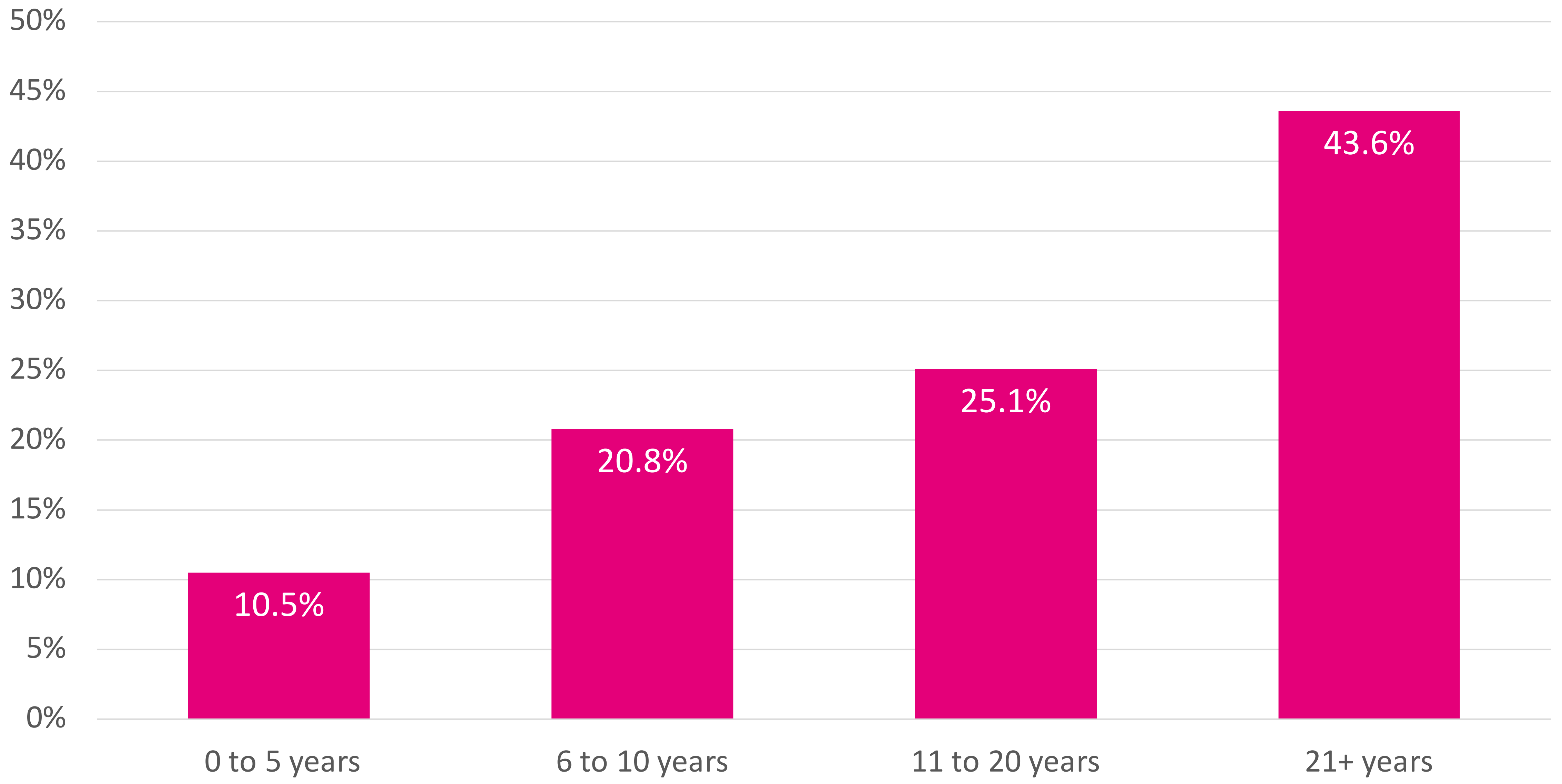
Total: N = 622

What is your primary artistic discipline?



Total: N = 438

How long have you been an adult practicing artist?

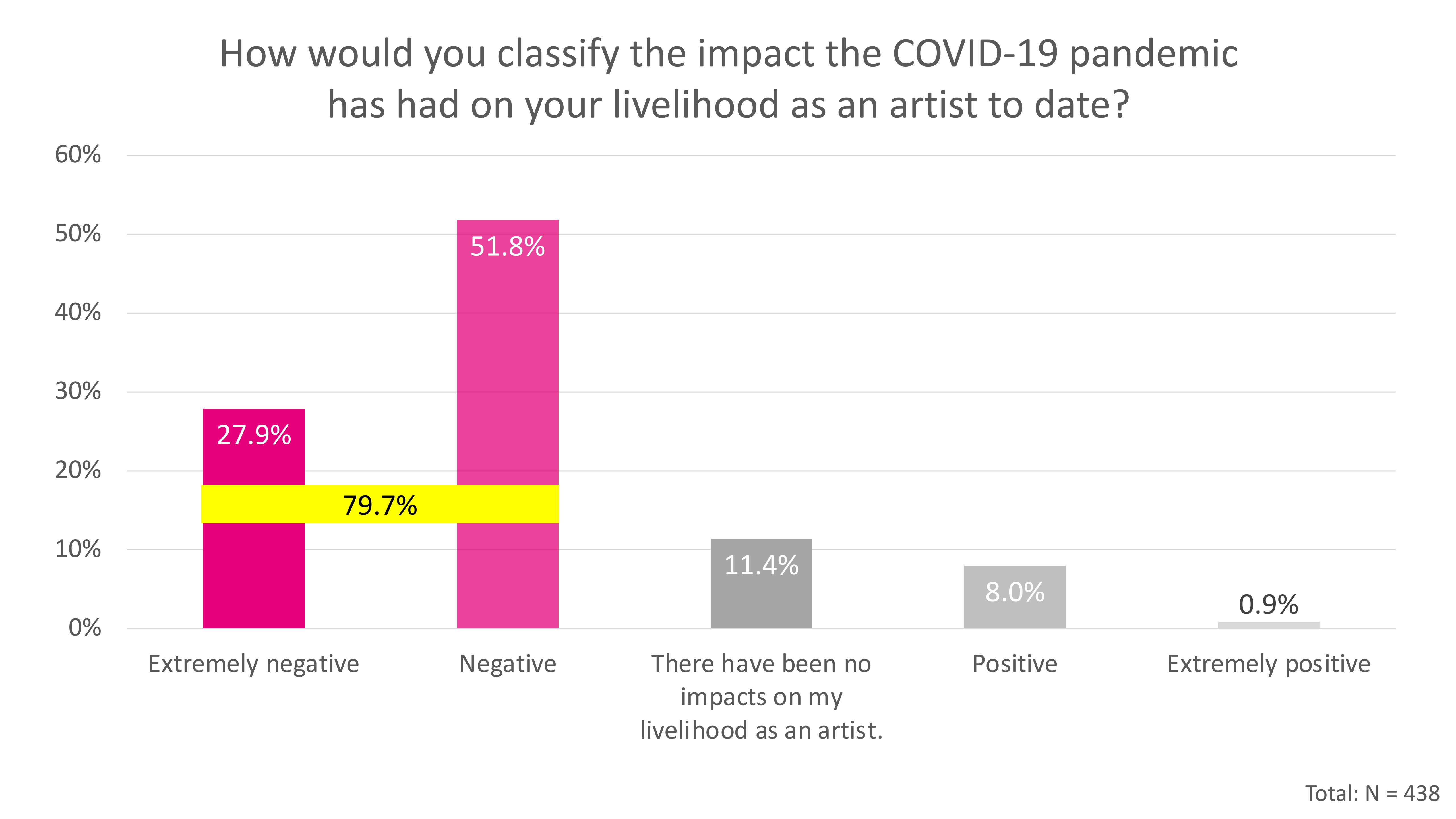


Total: N = 438

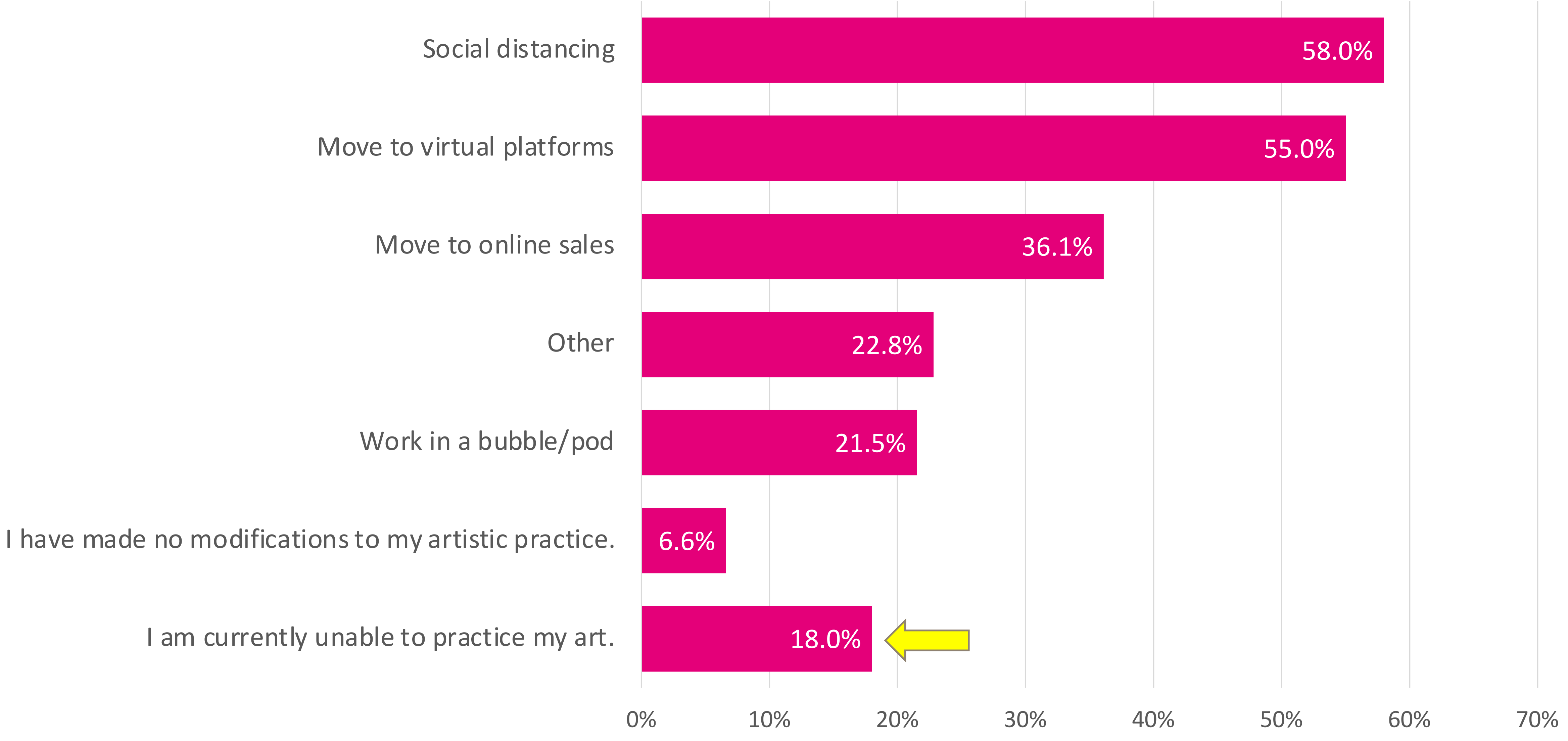
Impacts

Impacts on artistic livelihoods

- 79.9% of artists classify the impact of COVID-19 on their artistic livelihood as ”negative” or ”extremely negative.”
- 18.0% of artists indicate “I am currently unable to practice my art.”
- 61.8% of artists have made two or more types of modifications to their art practice due to the impacts of COVID-19.


How would you classify the impact the COVID-19 pandemic has had on your livelihood as an artist to date?
60%
50%
40%
30%
20%
10%
0%
27.9%
51.8%
79.7%
11.4%
8.0%
0.9%
Extremely negative
Negative
There have been no impacts on my livelihood as an artist.
Positive
Extremely positive
Total: N = 438

What types of modifications have you made to your artistic practice due the impacts of COVID-19? (Check all that apply.)

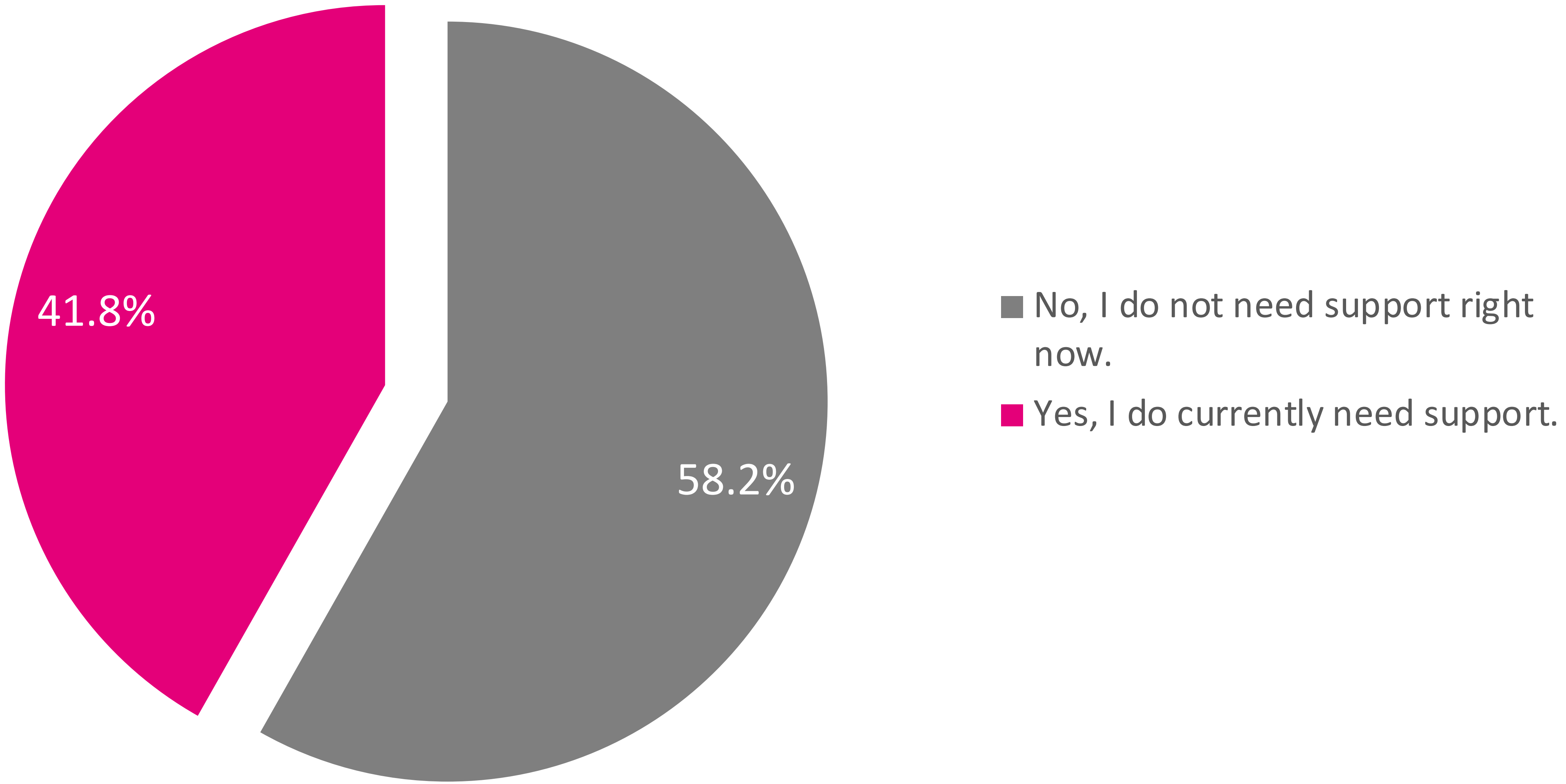


Total: N = 438

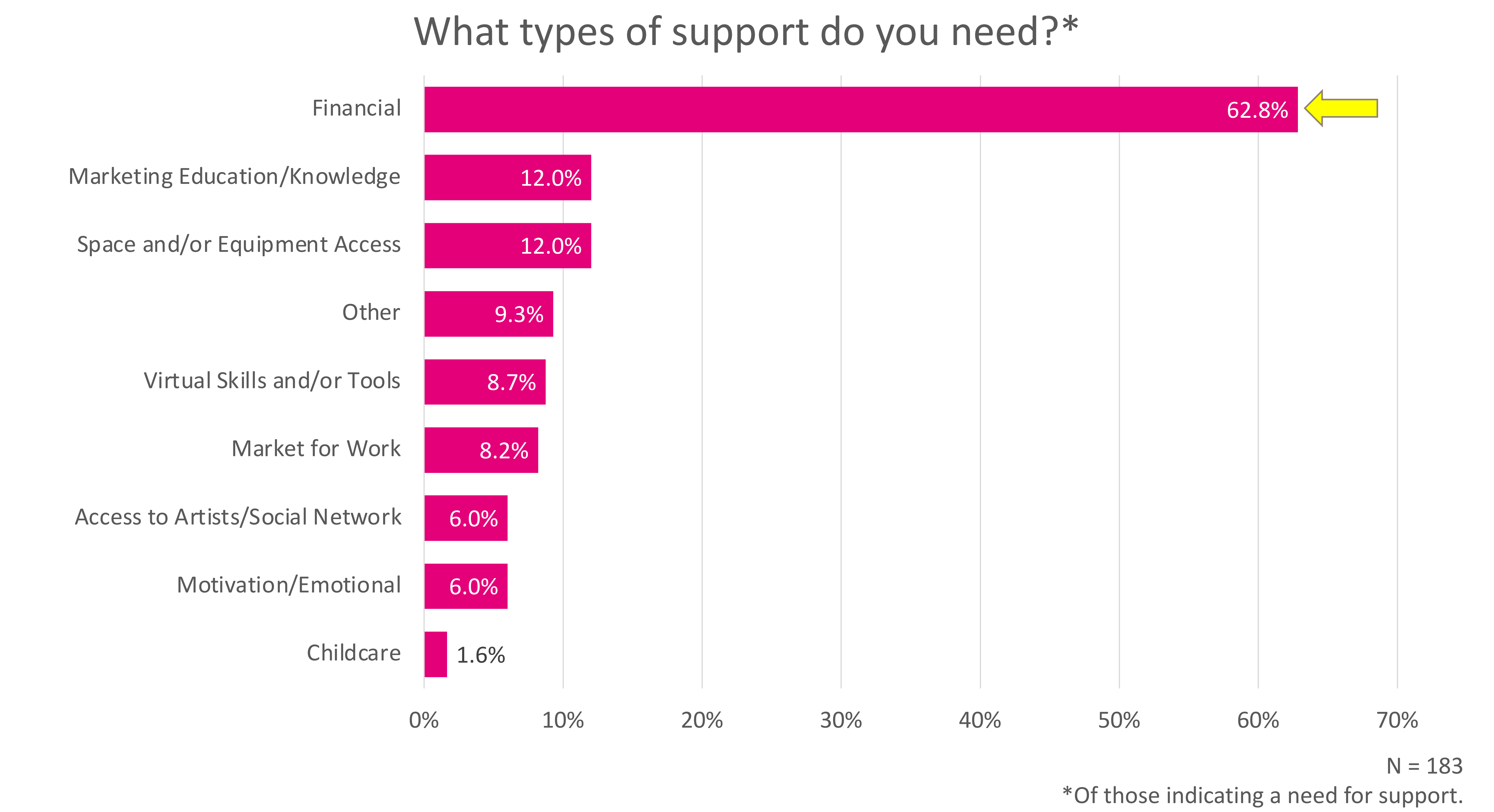
Needed support

- Less artists express a need for support than earlier in the pandemic. 58.2% of the March 2021 respondents selected “I do not need support at this time,” in comparison to 17.4% of the May 2020 respondents.
- Still a large percentage (41.8%) of artists indicate they currently need support. The primary support need is identified as “financial” (61.8%).

Currently, do you need support to mitigate the effects of COVID-19 on your artistic livelihood?



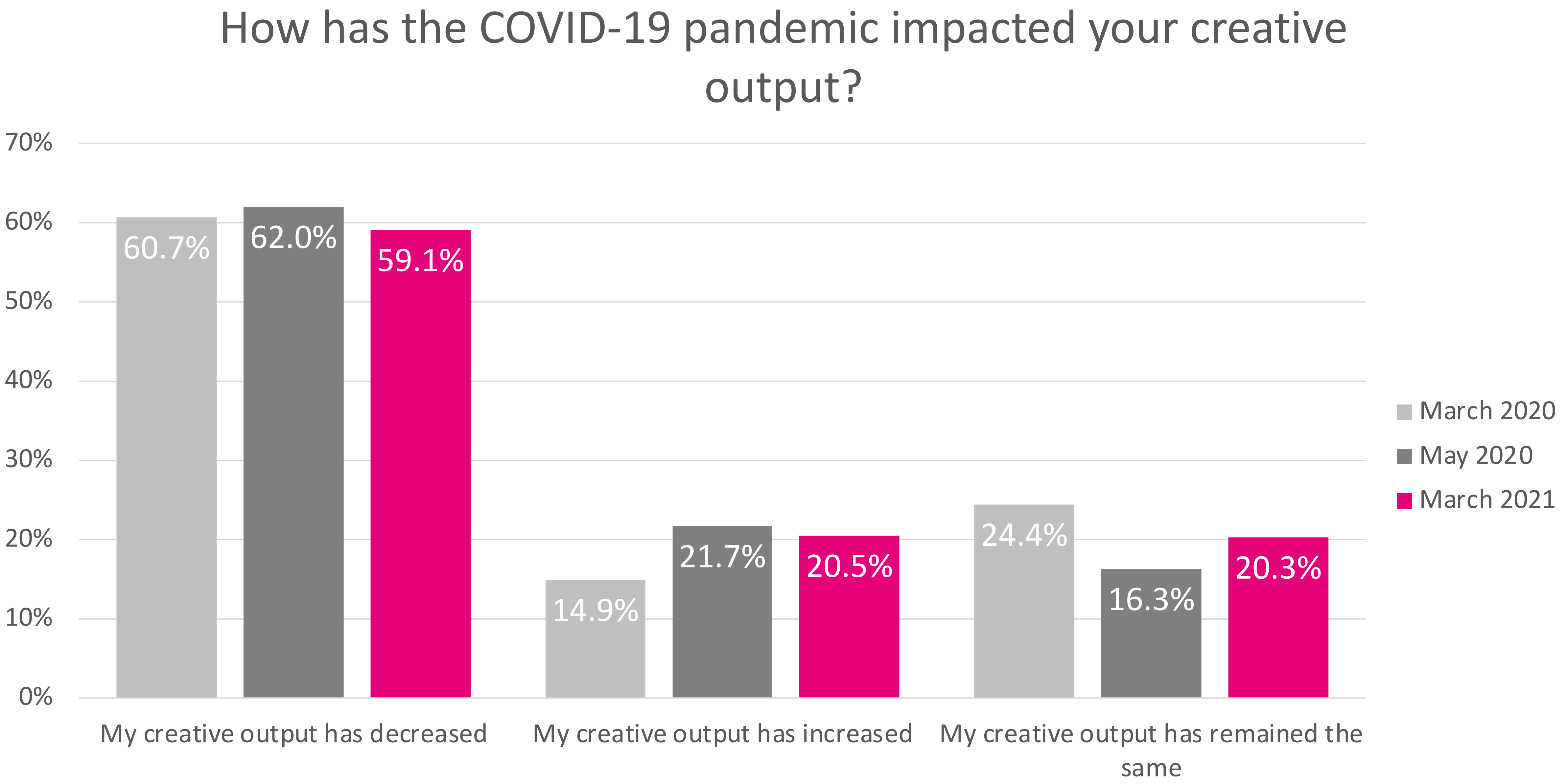
N= 438


What types of support do you need?*
Financial
62.8%
Marketing Education/Knowledge
12.0%
Space and/or Equipment Access
12.0%
Other
9.3%
Virtual Skills and/or Tools
8.7%
Market for Work
8.2%
Access to Artists/Social Network
6.0%
Motivation/Emotional
6.0%
Childcare
1.6%
0%
10%
20%
30%
40%
50%
60%
70%
N = 183
*Of those indicating a need for support.

Creative output

- The majority of artists report negative impacts from the pandemic on their creative output at similar rates as at the beginning of the pandemic.
- Almost six in 10 artists (59.1%) surveyed in March 2021 continue to experience a decrease in their creative output in comparison to 62.0% in May 2020 and 60.7% in March 2020.

March 2020 and May 2020 Surveys in comparison to March 2021 Survey



March 2020: N = 1947
May 2020: N = 645
March 2021: N = 438

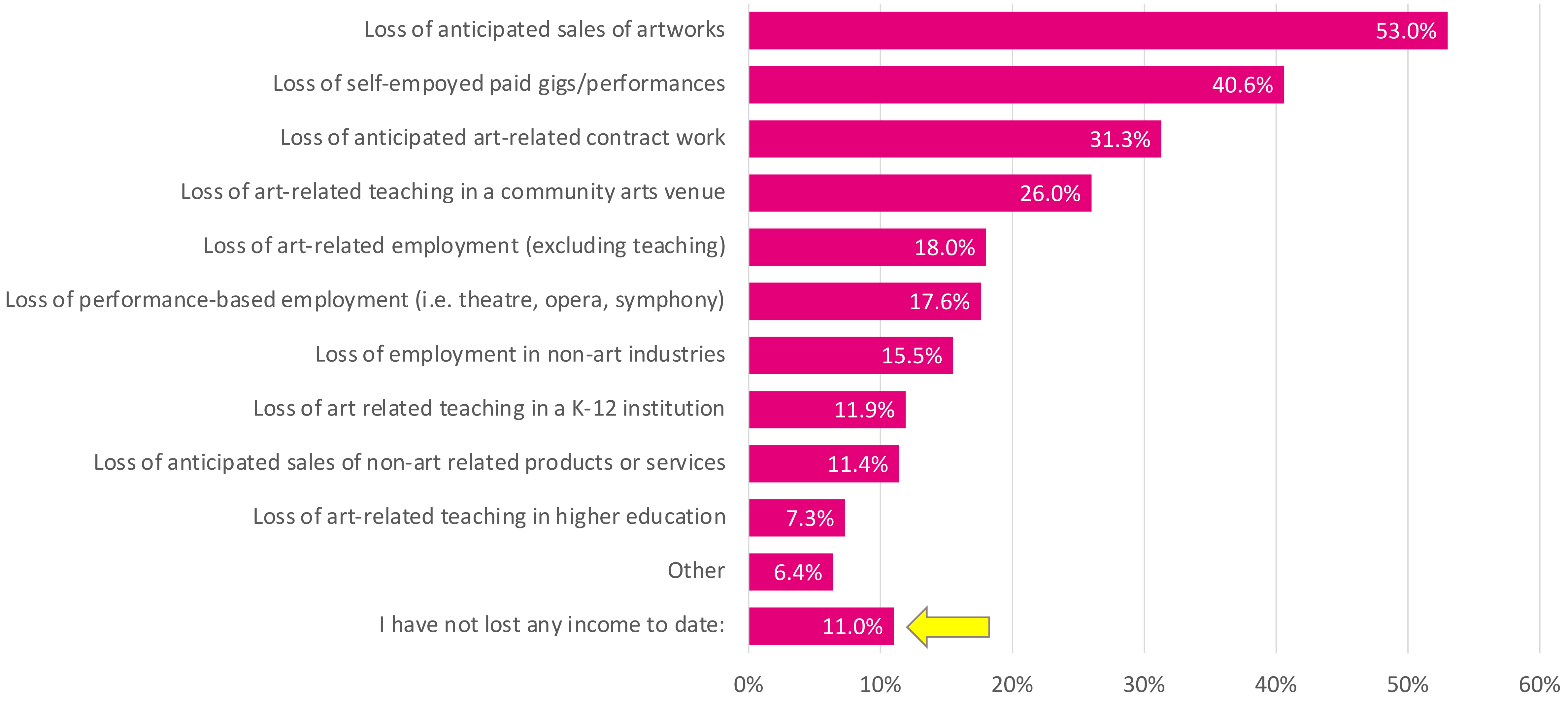
Financial

Lost income

- The majority of artists (89%) have lost individual income due to COVID-19.
- Most have lost multiple income streams. 63.2% of artists have lost income from two or more streams.

In what ways have you lost individual income to date due to COVID-19?

(Check all that apply.)

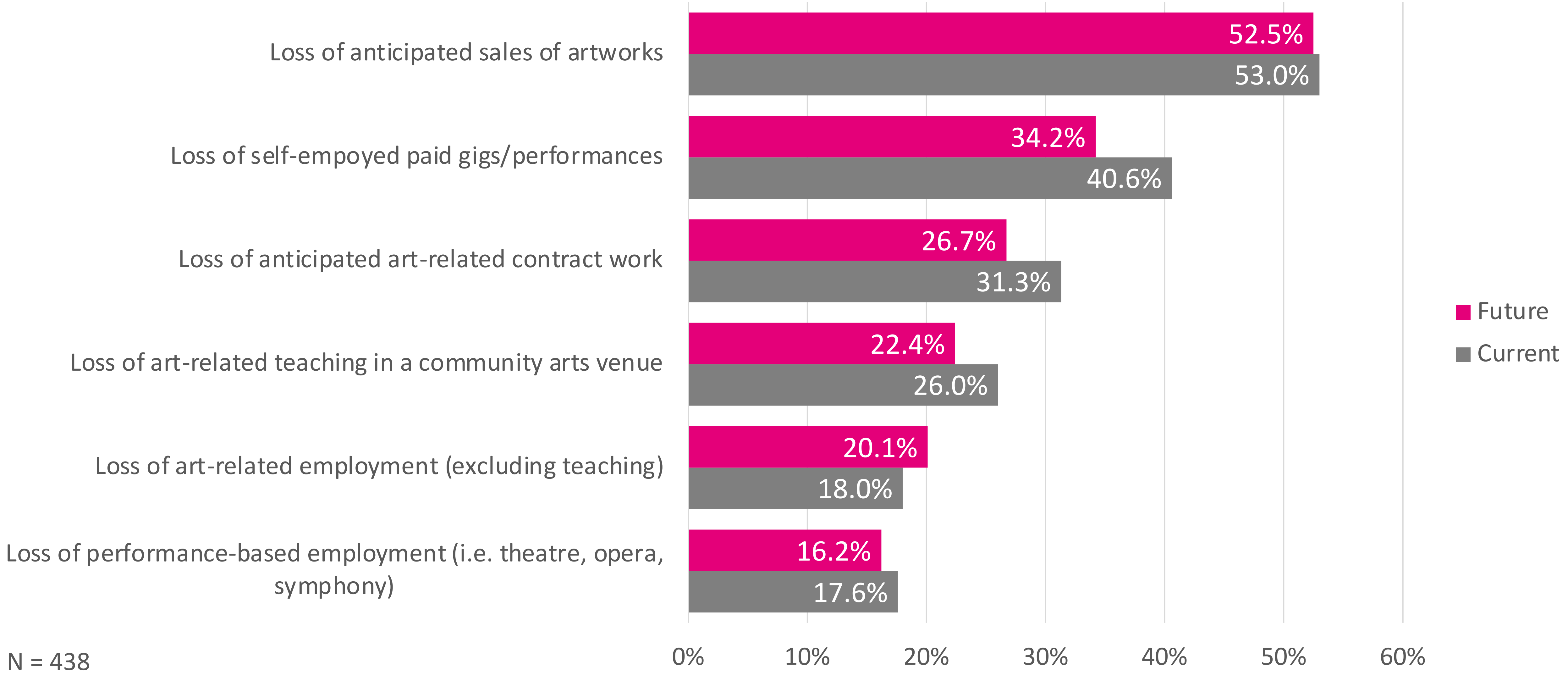


N = 438

Lost current income vs. future projections

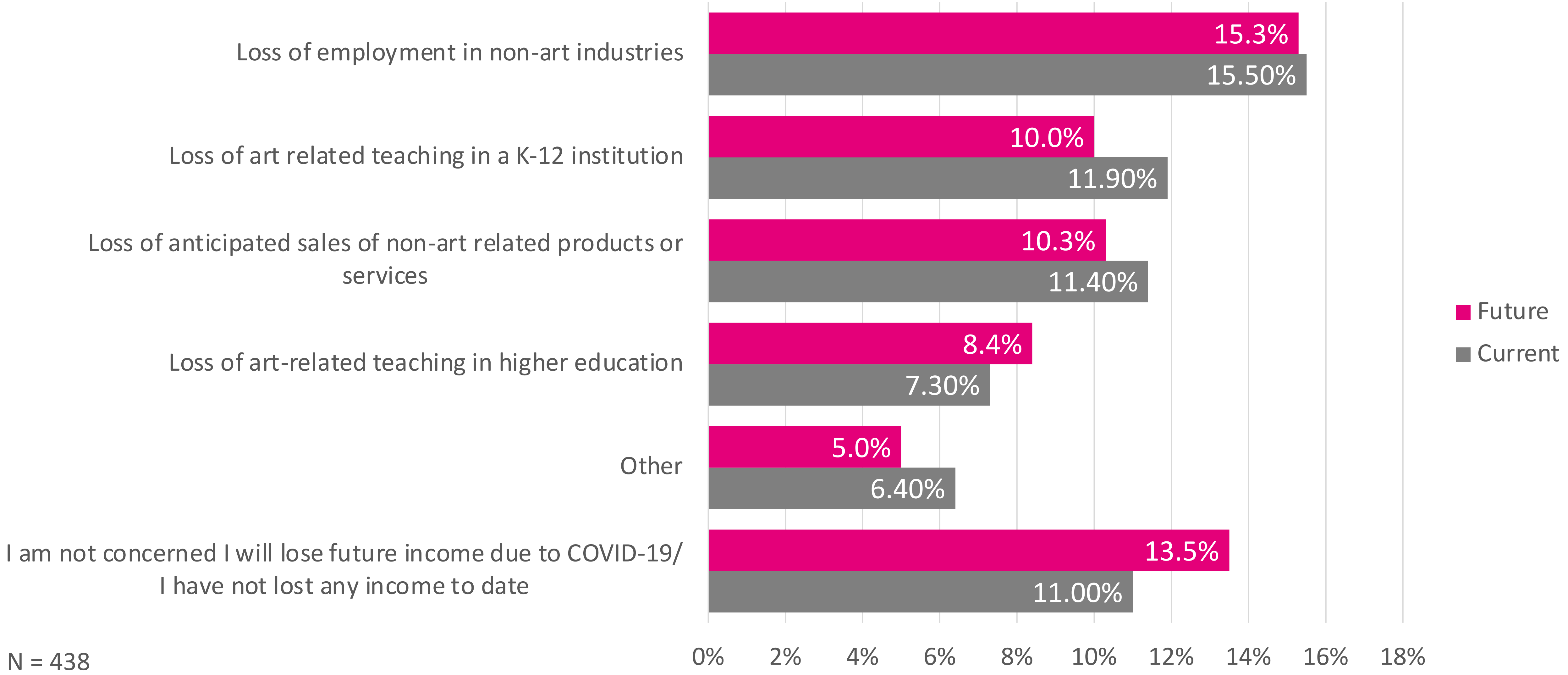
- The majority of artists (86.5%) anticipate future income loss due to COVID-19.
- In most areas artists anticipate less future loss of income than what they have experienced to date with two exceptions:
  - 18.0% of respondents indicate current "loss of art-related employment (excluding teaching)" versus 20.1% who anticipate future loss of this income stream; and
  - 7.3% of respondents indicate current "loss of art-related teaching in higher education" versus 8.4% who anticipate future loss of this income stream.
- Most anticipate losing multiple future income streams. 57.8% of artists anticipate future loss of income from two or more streams.

“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.)



N = 438

“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.)

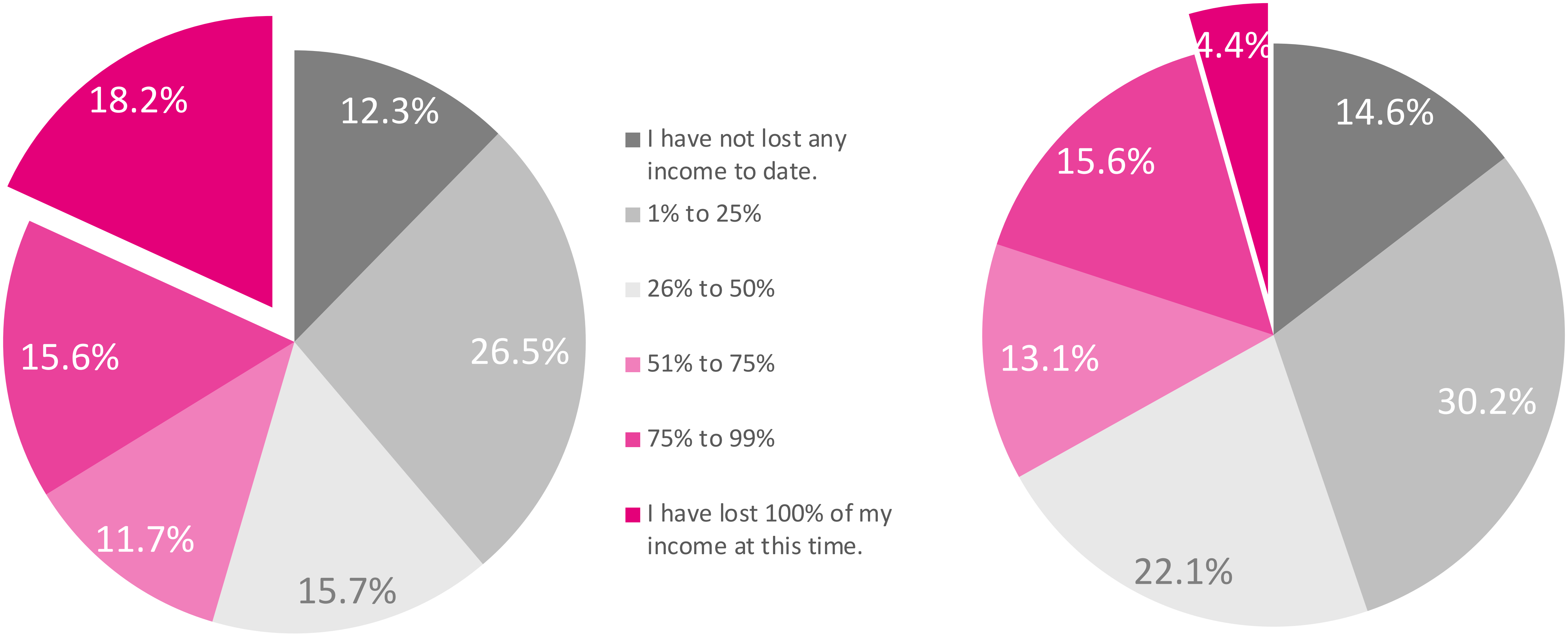


N = 438

Lost income

- Proportional income losses are less one year into the pandemic than they were in May 2020.
  - In May 2020 almost one in five artists (18.2%) had lost 100% of their income. By March 2021 less than one in 20 artists (4.4%) had lost 100% of their income.
  - In May 2020 almost half of artists (45.5%) had lost 51% or more of their income. By March 20201 one in three artists (33.3%) had lost 51% of more of their income.

What portion of your total individual income have you lost since March 11, 2020?



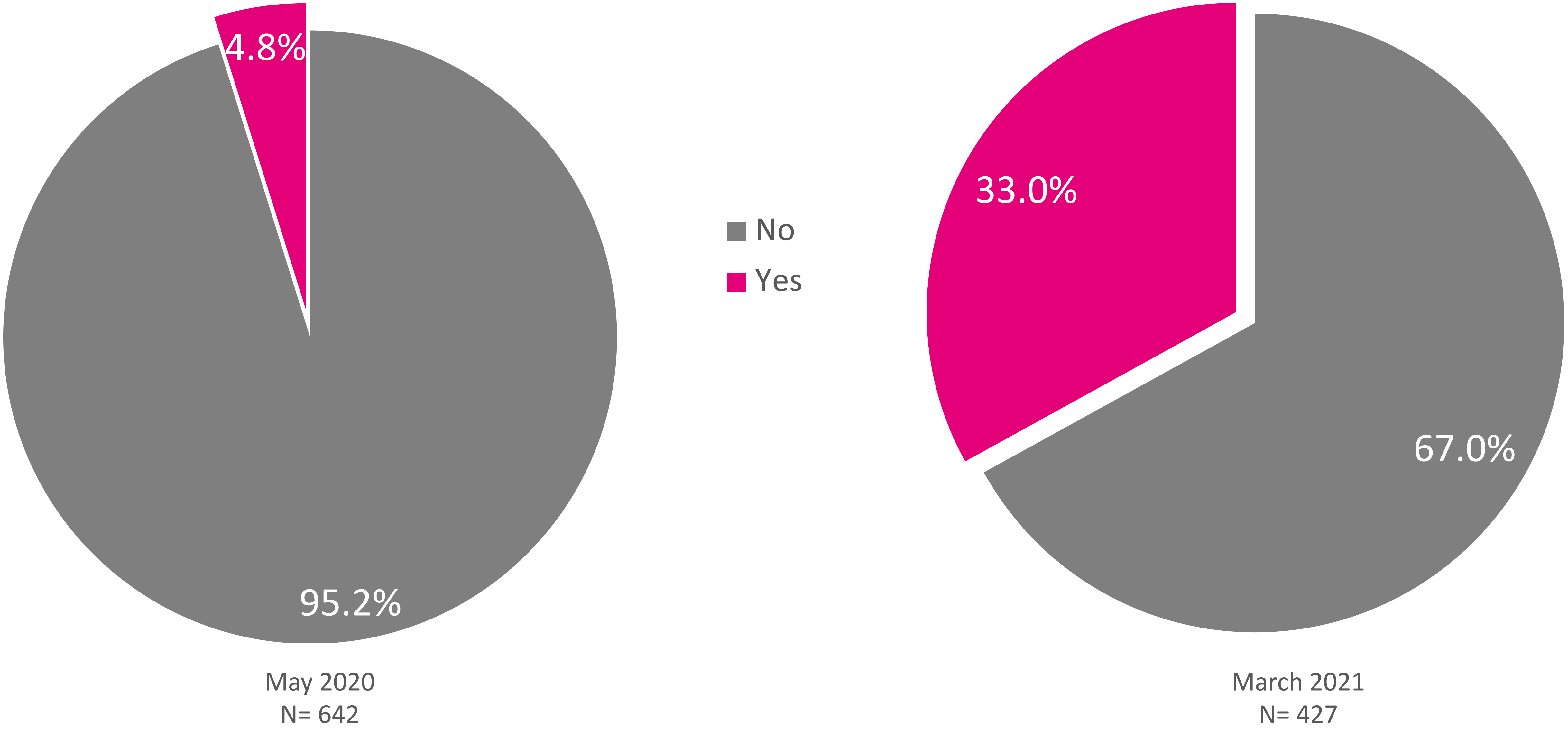
May 2020
N= 616

March 2021
N= 411

New Employment

- The percentage of artists who have taken on new employment since the onset of the pandemic has increased from less than one in 20 in May 2020 (4.8%) to one in three in March 2021 (33.0%).

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



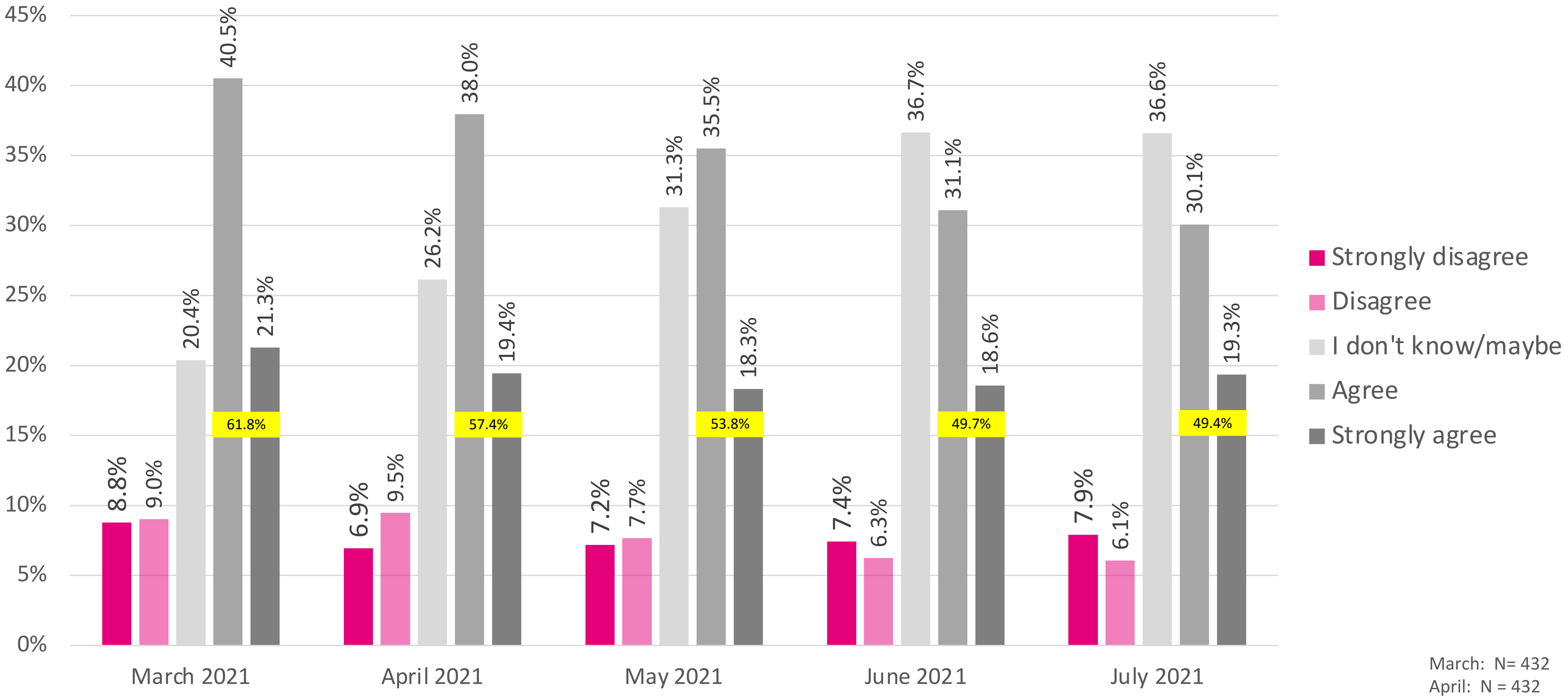
Confidence in meeting financial obligations

- The majority of artists are confident they can meet their financial obligations in the near term.
  - 61.8% either “agree” or “strongly agree” they “can meet their financial obligations during March 2021.
- This confidence decreases with duration.
  - April 2021: 57.4% “agree” or “strongly agree”
  - May 2021: 53.8% “agree” or “strongly agree”
  - June 2021: 49.7% “agree” or “strongly agree”
  - July 2021: 49.4% “agree” or “strongly agree”

Confidence in meeting financial obligations

- Approximately one in six artists “disagrees” or “strongly disagrees” they ”can meet their near-term financial obligations. This rate decreases to one in seven over the next five months.
  - March 2021: 17.8% “disagree” or “strongly disagree”
  - April 2021: 16.4% “disagree” or “strongly disagree”
  - May 2021: 14.9% “disagree” or “strongly disagree”
  - June 2021: 13.7% “disagree” or “strongly disagree”
  - July 2021: 14.0% “disagree” or “strongly disagree”

Please rate your agreement with the following statement: I feel confident I can meet my basic financial obligations during

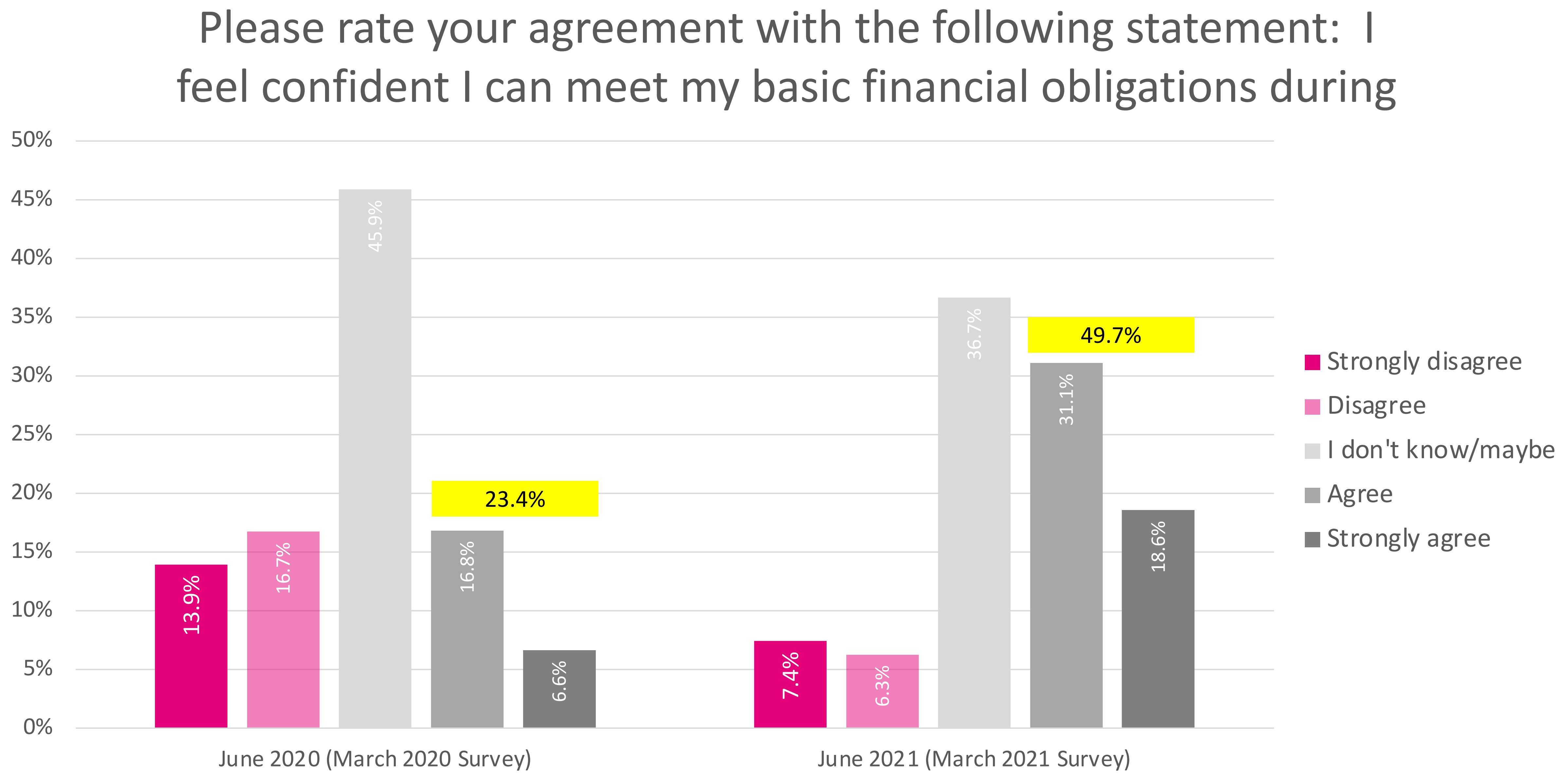


March: N= 432
April: N = 432
May: N = 431
June: N = 431
July: N = 429

Confidence in meeting financial obligations

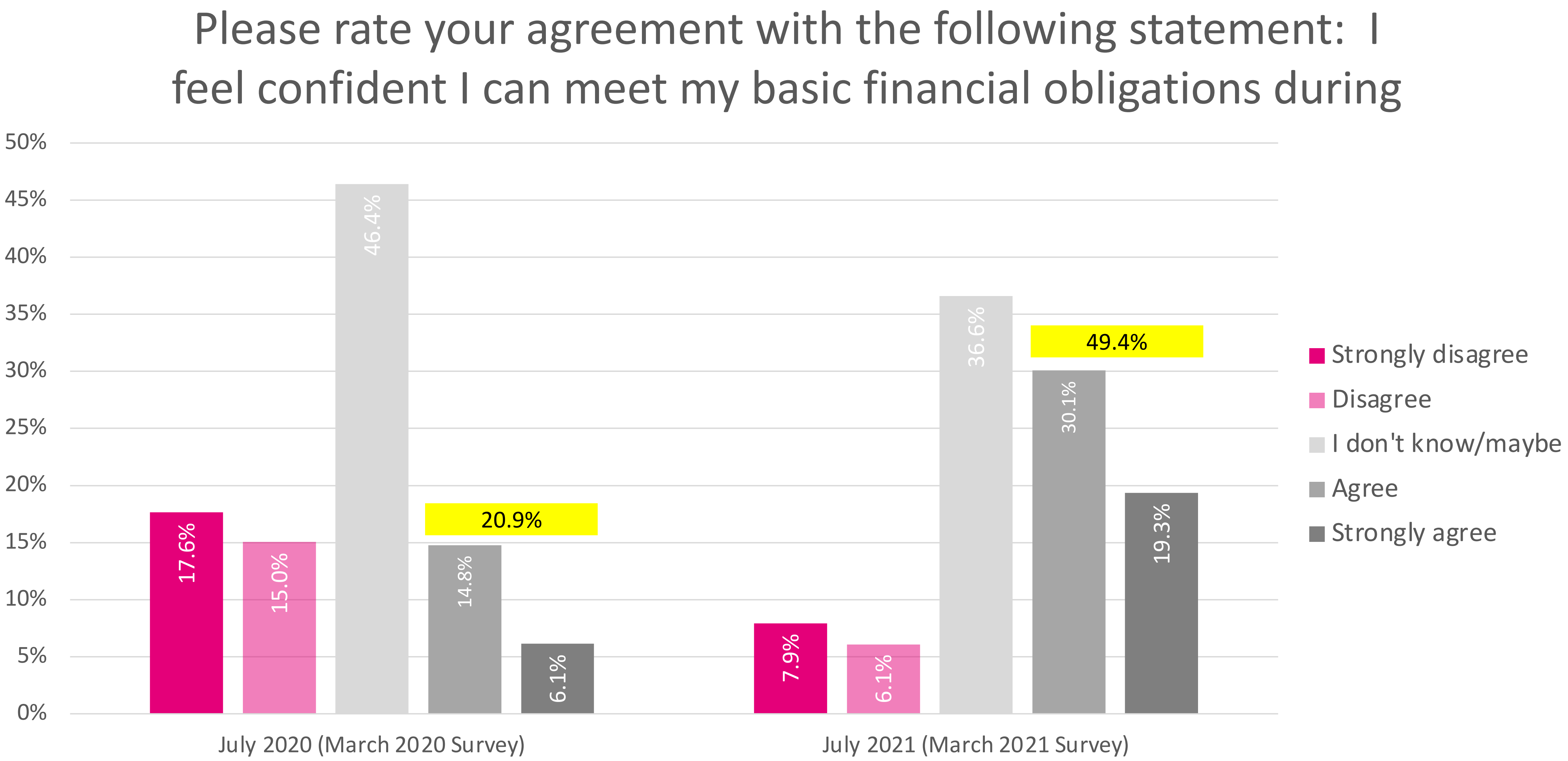
- Artists' longer-term confidence in their ability to meet financial obligations for the upcoming summer has improved since March 2020.
  - In March 2020 only 23.4% of artists were confident they could meet their financial obligations for June 2020. By March 2021, 49.7% were confident they could meet their June 2021 obligations.
  - Confidence for meeting upcoming July obligations increased from 20.9% in the March 2020 survey to 49.4% in the March 2021 survey.

March 2020 Survey in comparison to March 2021 Survey



March 2020 Survey: N =1902
March 2021 Survey: N = 431

March 2020 Survey in comparison to March 2021 Survey

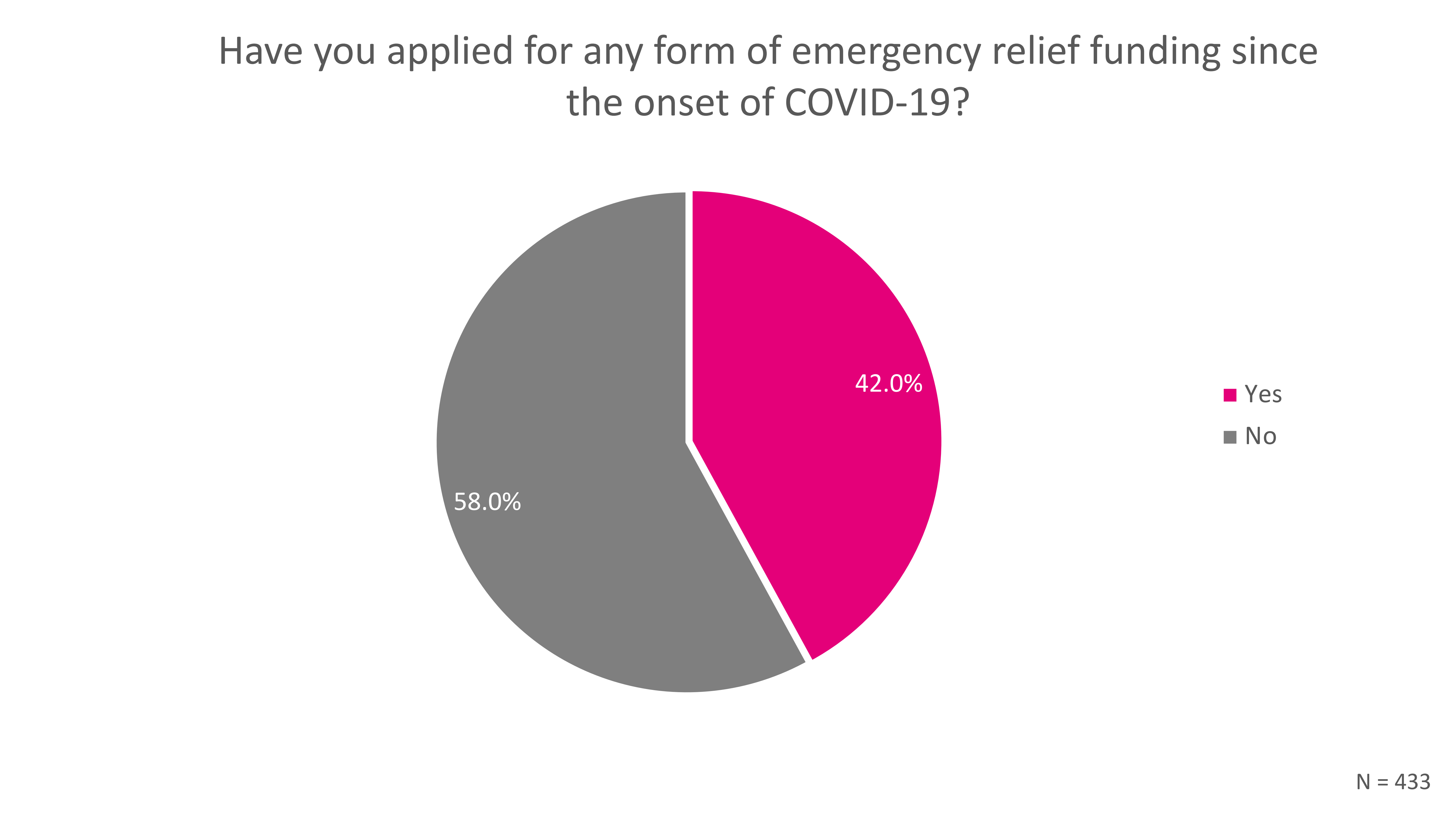


March 2020 Survey: N =1888
March 2021 Survey: N = 429

Emergency Relief Access

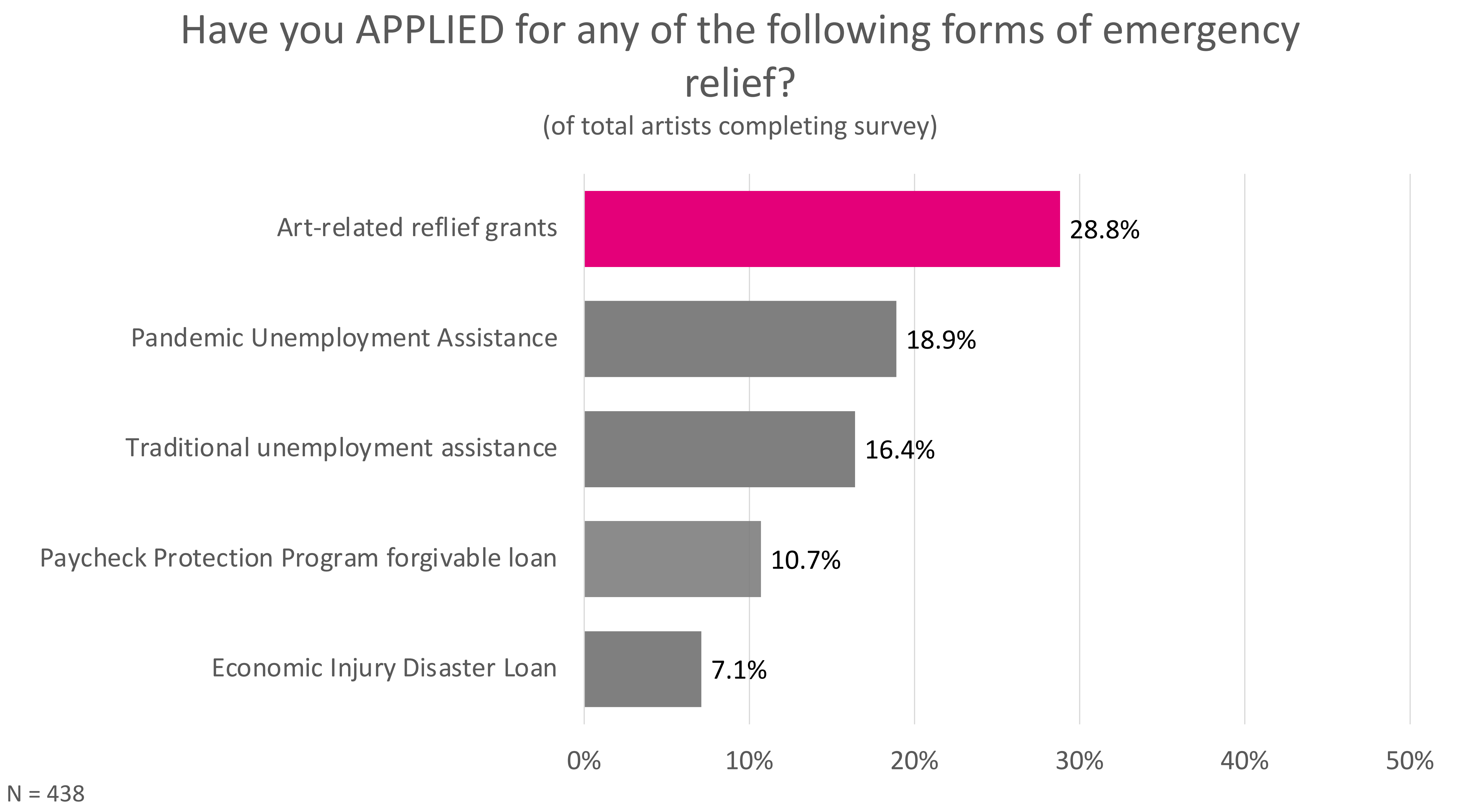
Emergency relief

- Less than half of artists (42.0%) have applied for at least one form of emergency relief since the onset of COVID-19.
- The percentage of artists who have applied for emergency relief is less than the percentage of artists who indicated they planned to apply in May 2020 (56.6%).


Have you applied for any form of emergency relief funding since the onset of COVID-19?
42.0%
58.0%
Yes
No
N = 433

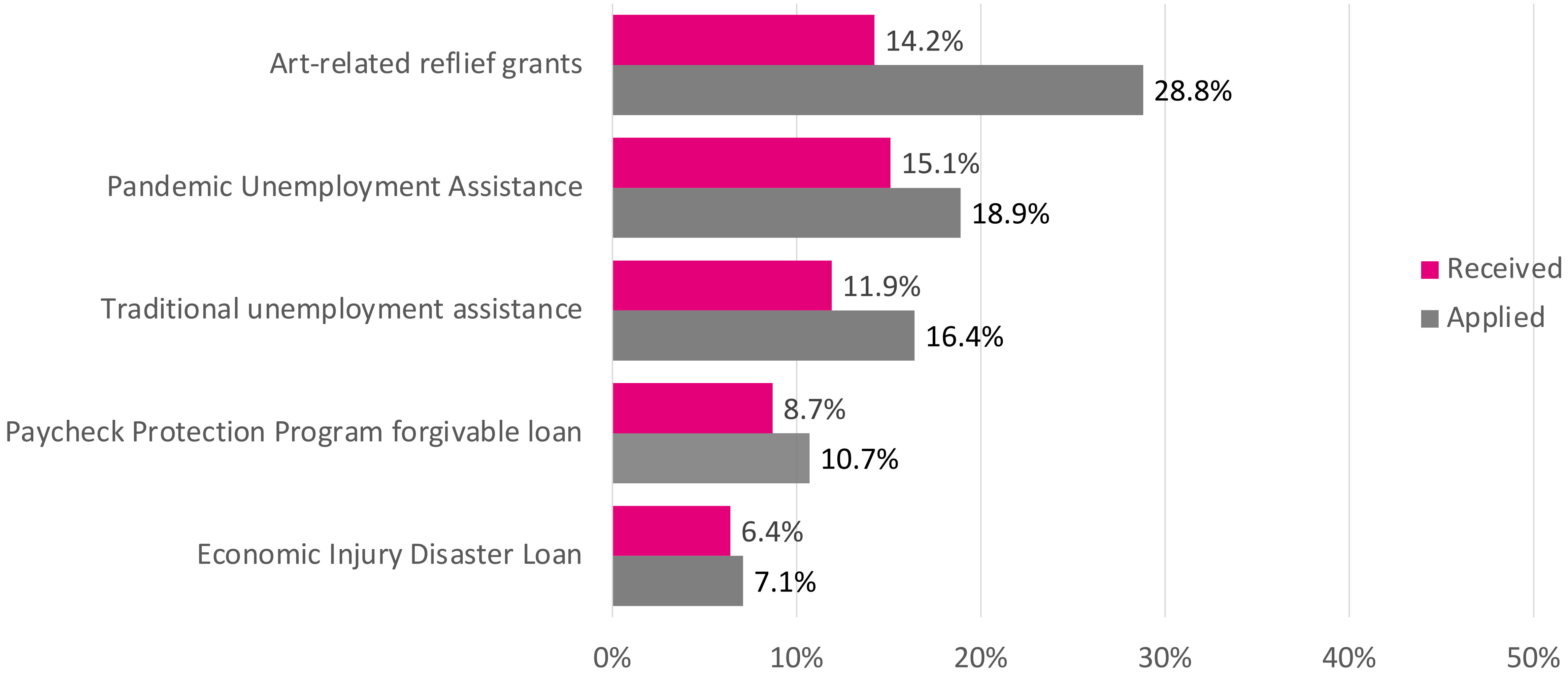
Emergency relief received

- More artists applied for arts related relief grants (28.8%) than any category of government sponsored emergency relief.
- Less than half of the artists applying for arts related relief grants (14.2%) received funding.
- Of the artists applying for government sponsored emergency relief, 55.8% applied for two or more forms of relief.
- Of the artists receiving government sponsored emergency relief, 46.4% received two of more forms of relief.


Have you APPLIED for any of the following forms of emergency relief?
(of total artists completing survey)
Art-related reflief grants
28.8%
Pandemic Unemployment Assistance
18.9%
Traditional unemployment assistance
16.4%
Paycheck Protection Program forgivable loan
10.7%
Economic Injury Disaster Loan
7.1%
0%
10%
20%
30%
40%
50%
N = 438

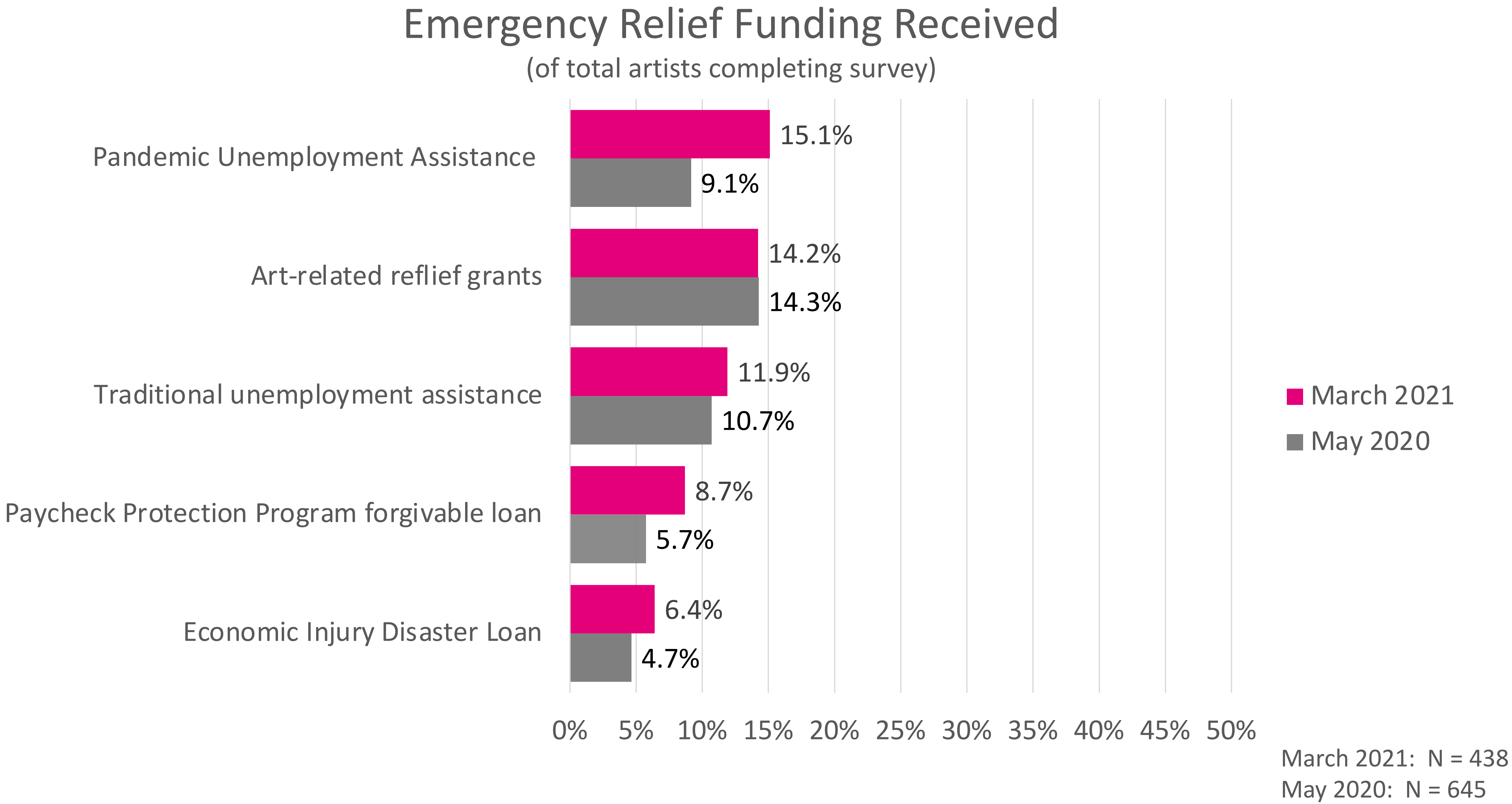
Emergency Relief Funding Applied vs. Received

(of total artists completing survey)



N = 438

May 2020 Survey in comparison to March 2021 Survey

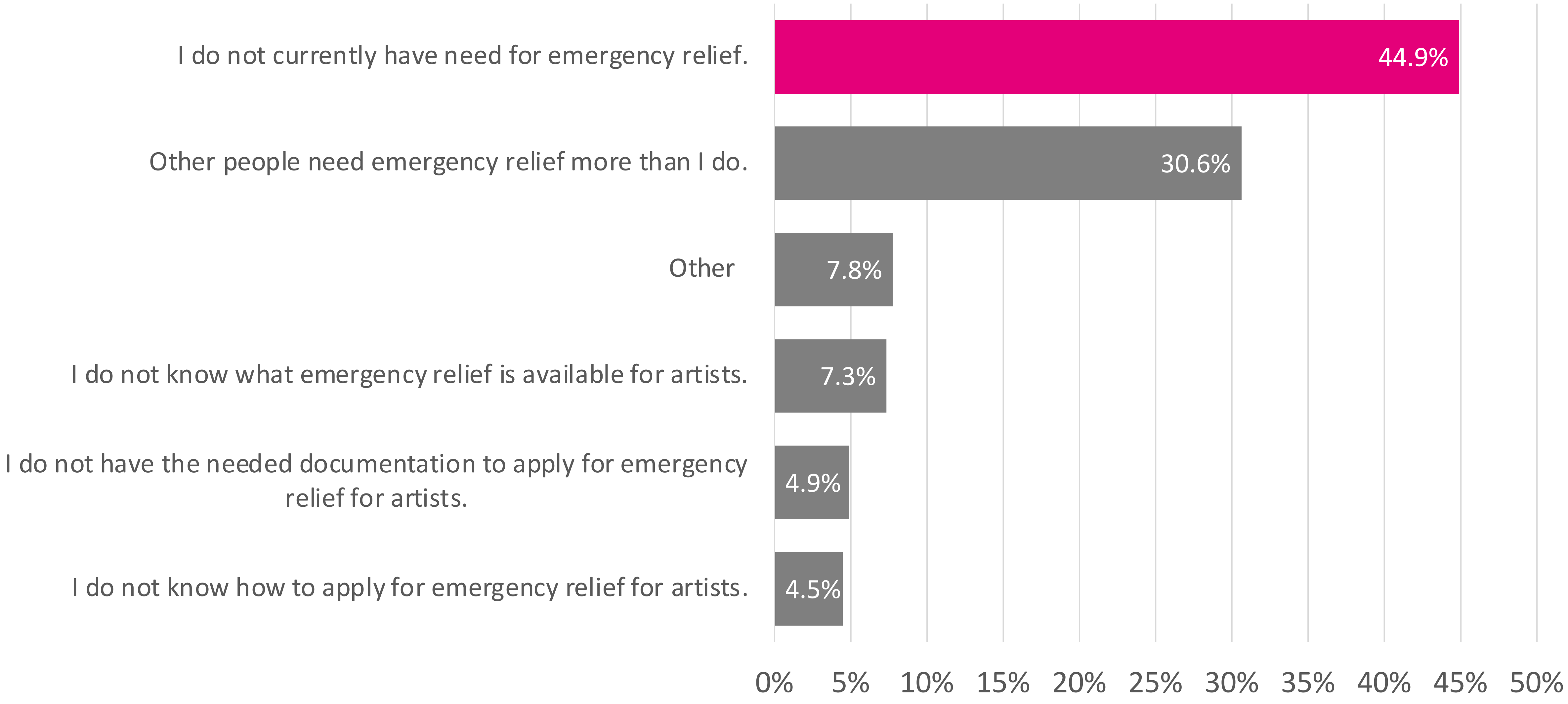


Why artists don't apply for emergency relief

- Of the artists *not applying for emergency relief funds* . . .
  - 30.6% feel other people need relief funds more than they do.
  - almost one in two (44.9%) do not need emergency relief.

Why have you not applied for any form of emergency relief?

(of those who have not applied for emergency relief funding)

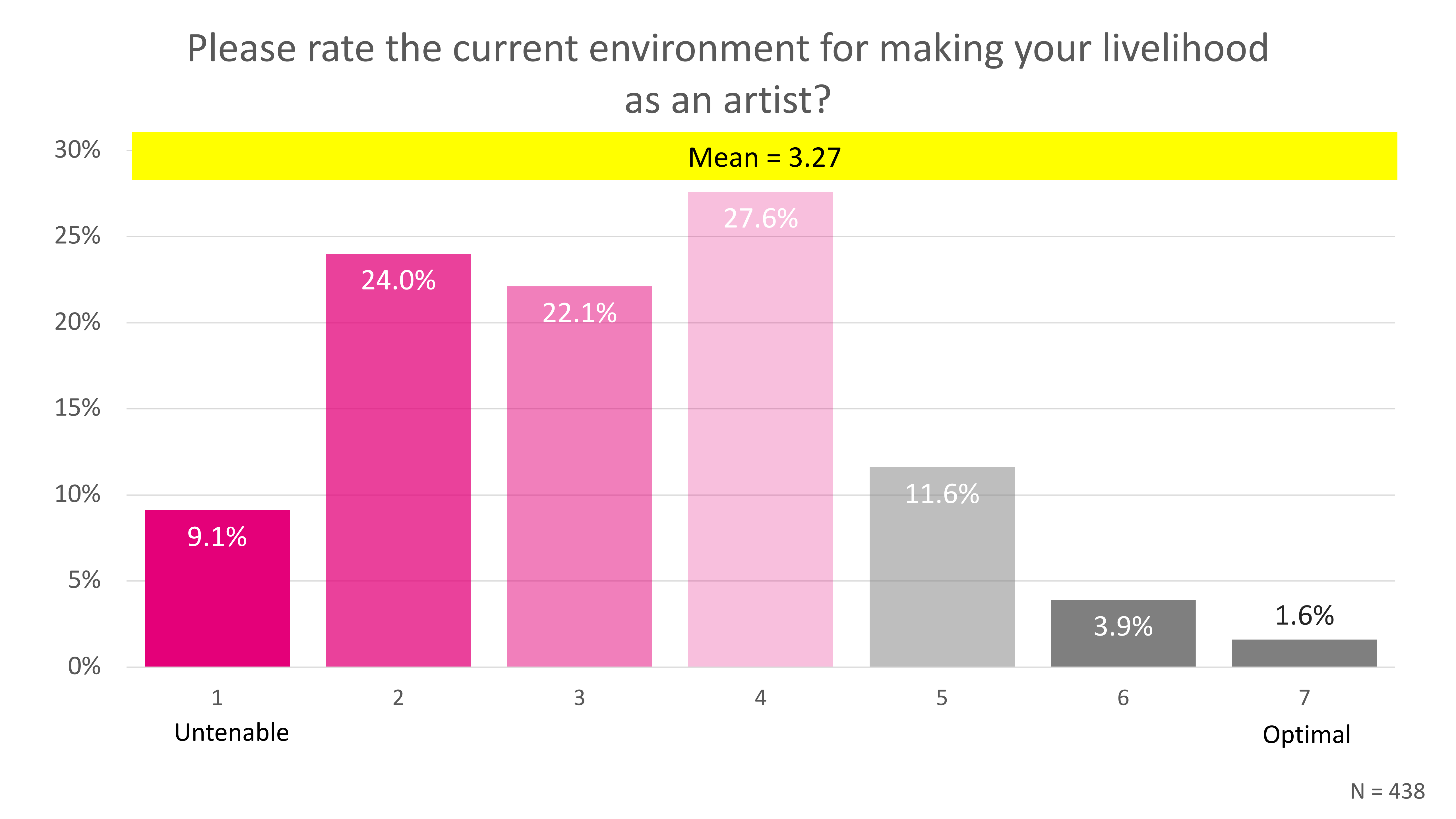


N = 245

Perceptions

Perception of the current environment

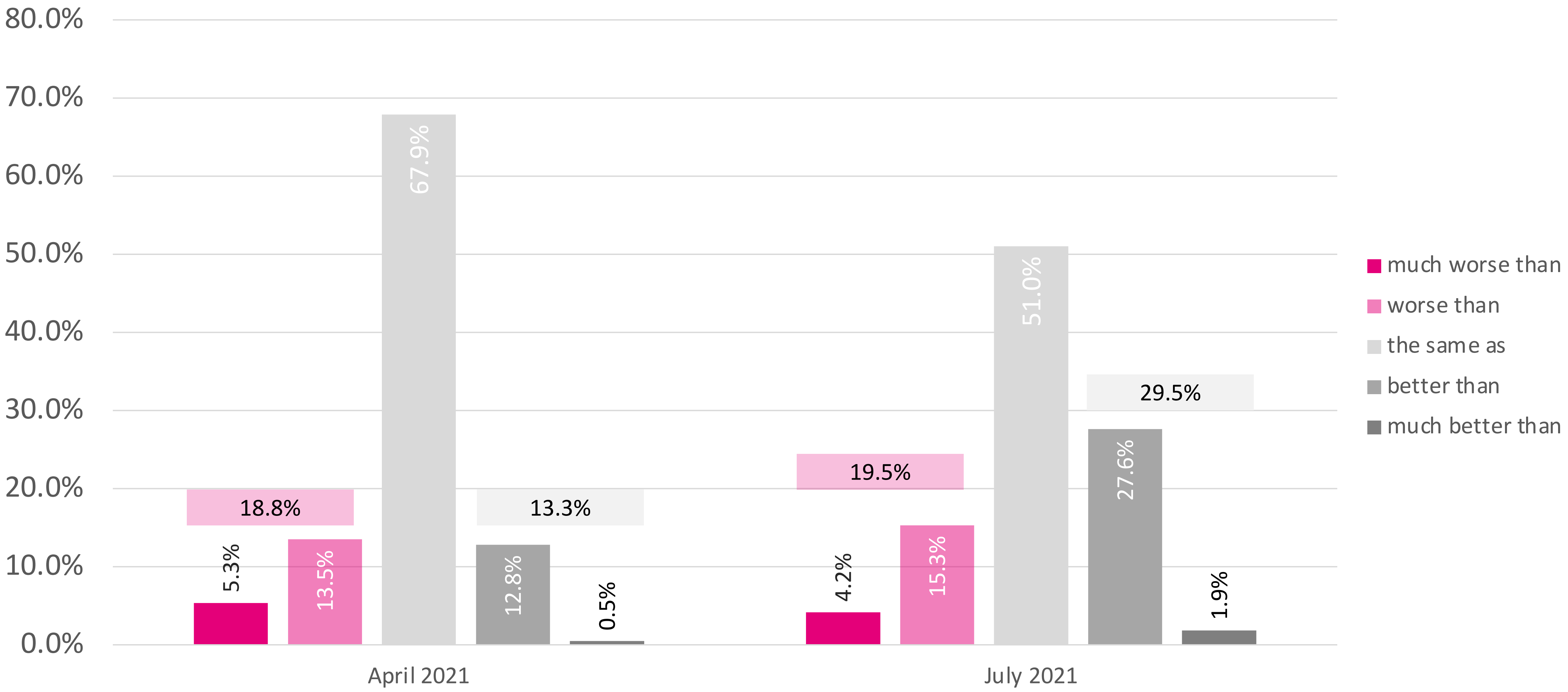
- Artists continue to have a predominately negative perception of the current environment for making their livelihood.
  - Only 5.5% of artists rate the current environment as "optimal" or near optimal. This is a slight decrease from 6.0% rating the environment as "optimal" or near optimal in May 2020.
  - 33.1 % of artists rate the current environment as "untenable" or near untenable. This is a decrease from the 44.2% of artists rating the environment as "untenable" or near untenable in May 2020.
  - On a scale of 1 to 7 (with 1 = untenable and 7 = optimal) the mean rating of the current environment was 3.27, an increase from the 2.94 rating in May 2020.


Please rate the current environment for making your livelihood as an artist?
Mean = 3.27
30%
25%
20%
15%
10%
5%
0%
9.1%
24.0%
22.1%
27.6%
11.6%
3.9%
1.6%
1
2
3
4
5
6
7
Untenable
Optimal
N = 438

Perception of the future environment

- Artists are pessimistic about the near future. Their confidence increases relative to the second half of 2021 and the first half of 2022. Net confidence numbers consistently improve with duration.
  - April 2021 Net Confidence: -5.5%
  - July 2021 Net Confidence: 10.0%
  - October 2021 Net Confidence: 34.0%
  - January 2022 Net Confidence: 48.8%
  - April 2022 Net Confidence: 56.4%
- Artists are currently less optimistic about prospects for July 2021 (net confidence = 10.0%) than they were about July 2021 in the May 2020 survey (net confidence = 29.1%)

Compared to now, I expect the environment for making my livelihood as an artist to be:



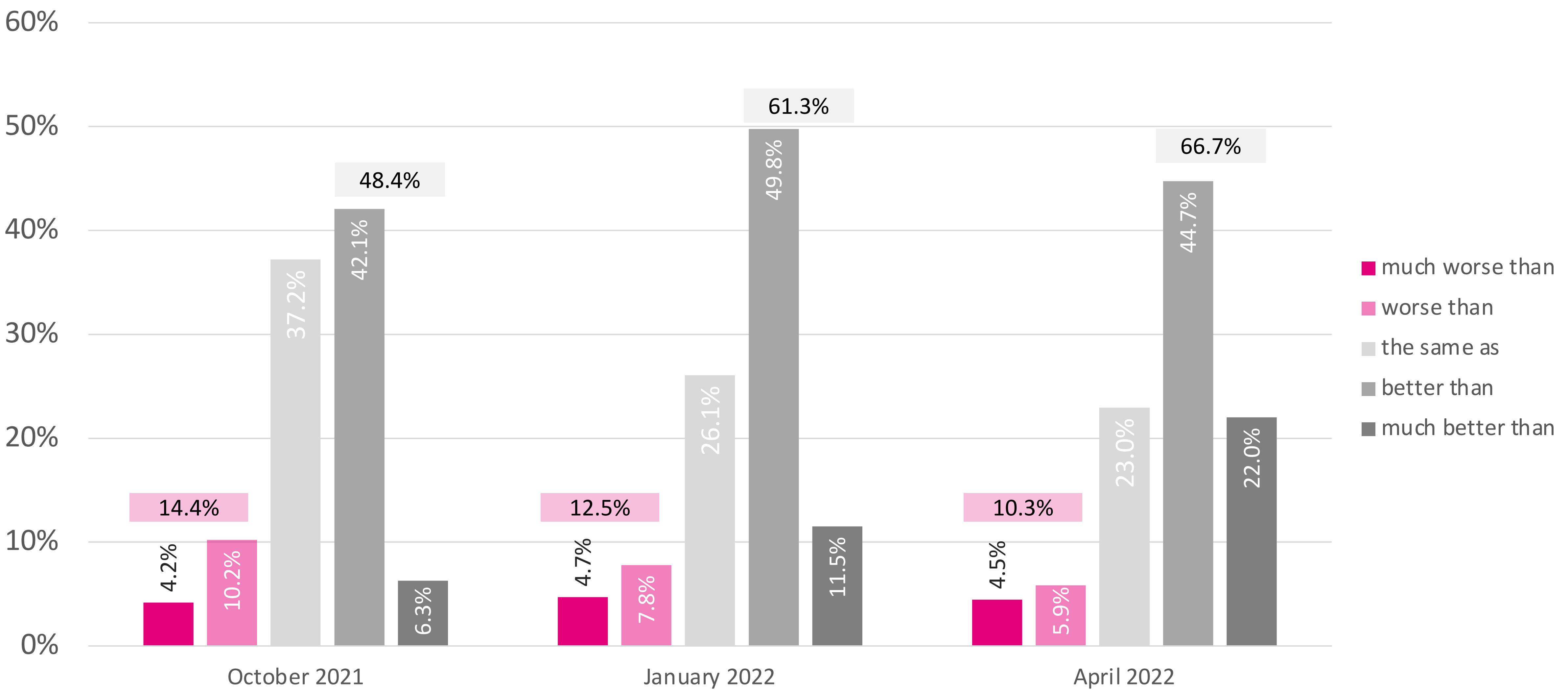
Net confidence: -5.5%

Net confidence: 10.0%

April 2021: N = 430
July 2021: N = 431

**Net confidence = (better than + much better than) – (worse than + much worse than)*

Compared to now, I expect the environment for making my livelihood as an artist to be:



Net confidence: 34.0% | Net confidence: 48.8% | Net confidence: 56.4%

**Net confidence = (better than + much better than) – (worse than + much worse than)*

N = 645

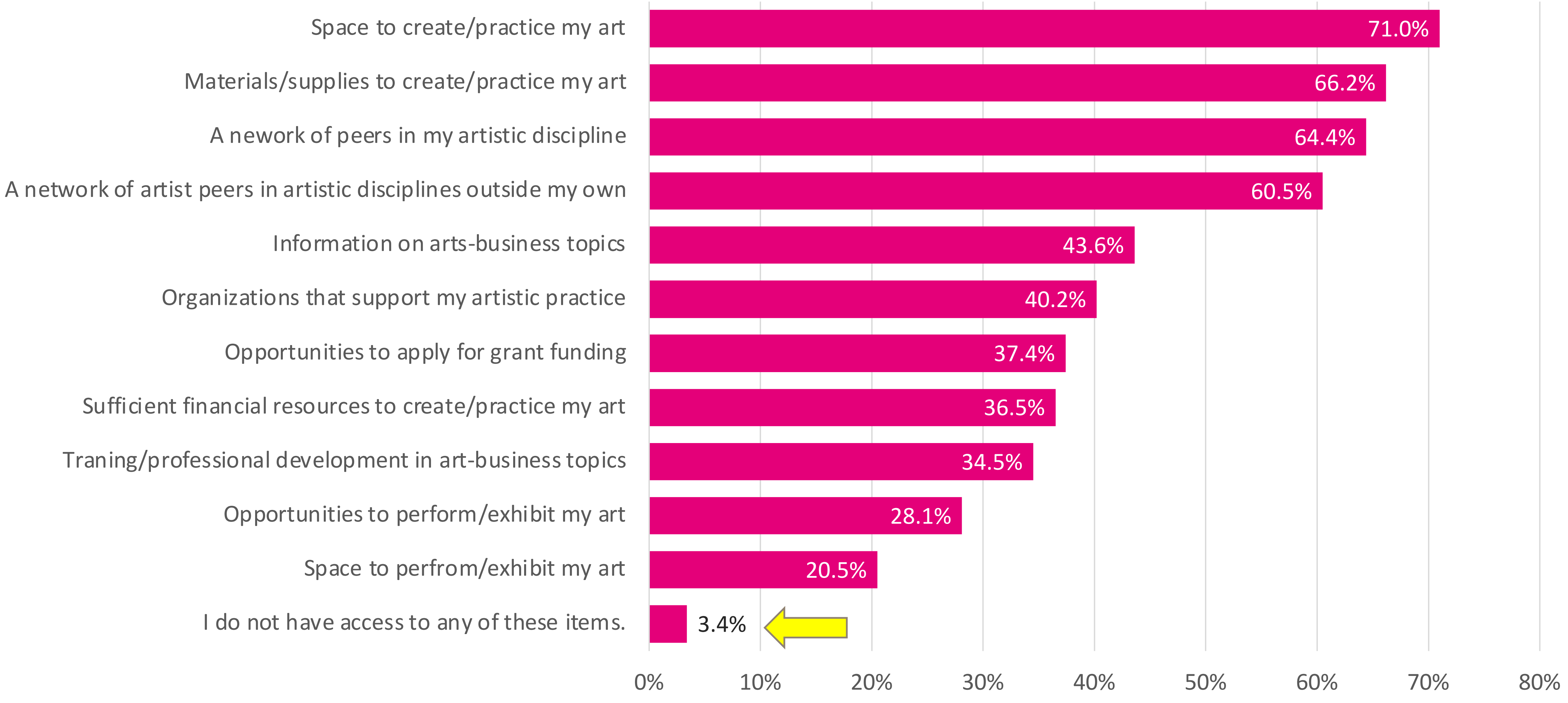
Artist Support Resources

Access to Artist Support Resources

- In support of their art practices/businesses, artists report broad access to needed creation/practice space/materials and artist peer networks.
  - Space to create/practice my art 71.0%
  - Materials/supplies to create/practice my art 66.2%
  - A network of peers in my artistic discipline 64.4%
  - A network of artist peers in artistic disciplines outside my own 60.5%

In support of my art practice/business I currently HAVE access to the following:

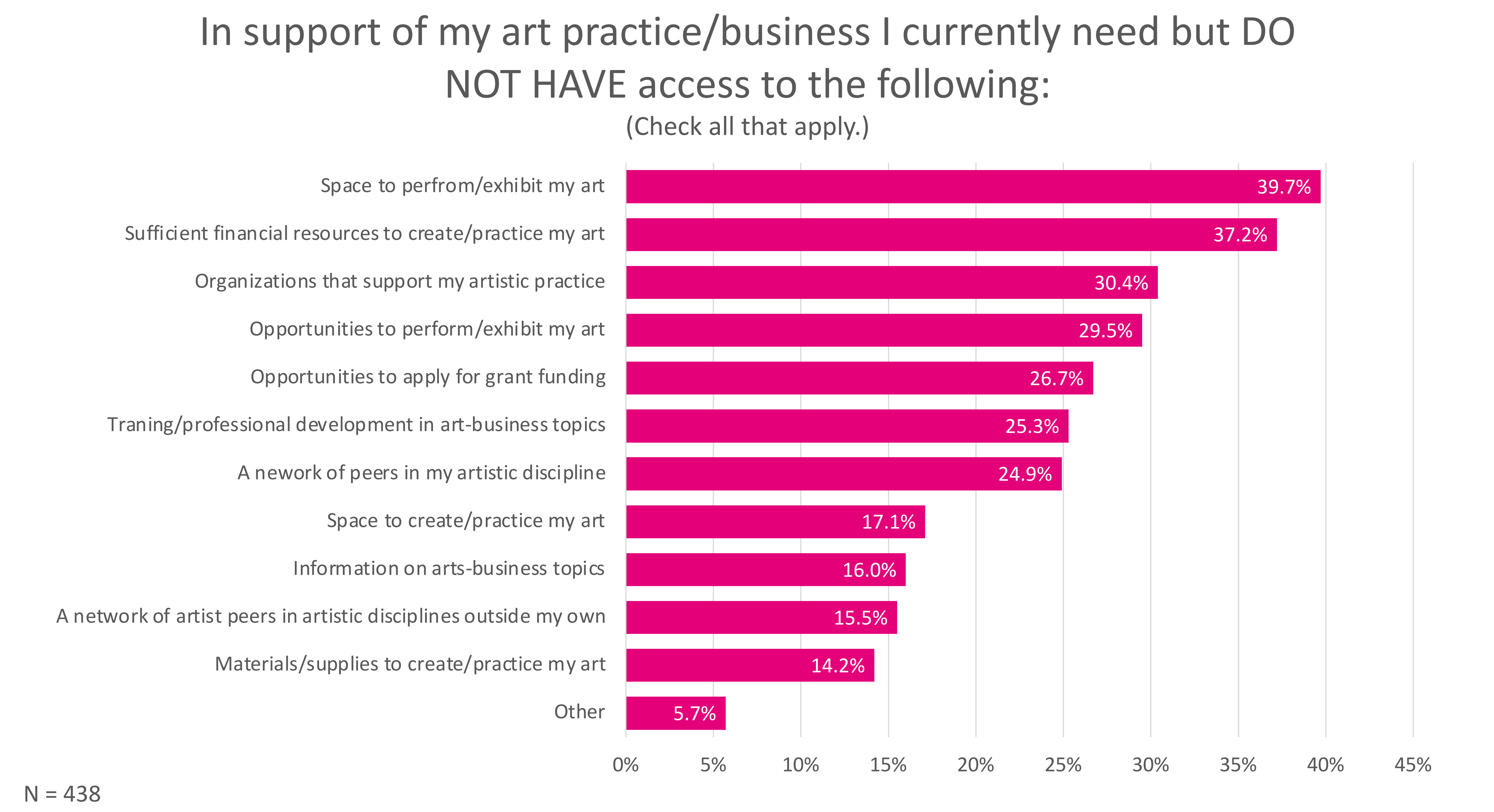
(Check all that apply.)



N = 438

Needed Artist Support Resources

- In support of their art practices/businesses, more than one in three artists report needing space to perform or exhibit their work and additional financial resources.
  - Space to perform/exhibit my art 39.7%
  - Sufficient financial resources to create/practice my art 37.2%
- 66.5% of artists report needing but not having access to two or more categories of support.


In support of my art practice/business I currently need but DO NOT HAVE access to the following:
(Check all that apply.)
Space to perfrom/exhibit my art
39.7%
Sufficient financial resources to create/practice my art
37.2%
Organizations that support my artistic practice
30.4%
Opportunities to perform/exhibit my art
29.5%
Opportunities to apply for grant funding
26.7%
Traning/professional development in art-business topics
25.3%
A nework of peers in my artistic discipline
24.9%
Space to create/practice my art
17.1%
Information on arts-business topics
16.0%
A network of artist peers in artistic disciplines outside my own
15.5%
Materials/supplies to create/practice my art
14.2%
Other
5.7%
0%
5%
10%
15%
20%
25%
30%
35%
40%
45%
N = 438

ARTIST INC

MID-AMERICA ARTS ALLIANCE

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