# The Economic Impact of the Craft Industry in Western North Carolina


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Blue Ridge National Heritage Area
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UNC Center for Craft, Creativity, and Design

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- HandMade in America
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- Grove Arcade ARTS & Heritage Gallery
- Grovewood Gallery
- New Morning Gallery
- Penland Gallery
- Southeastern Animal Fiber Fair
- Southern Highland Craft Guild
- Toe River Arts Council

Furthermore, we would like to thank all those who assisted in the survey design and data collection. Finally, we would like to thank those who assisted in editing this final report.

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## The Economic Impact of the Craft Industry in Western North Carolina

## Executive Summary

- **Research Problem**

  The purpose of this research was to replicate and extend the 1995 HandMade in America study: *The Determination of the Economic Contribution of the Craft/Handmade Industry in Western North Carolina.* The 1995 study estimated the economic impact of the craft industry to be $122,000,000 in a twenty county region of Western North Carolina (WNC). The 2008 study includes the 25 counties of the Blue Ridge National Heritage Area (BRNHA) designated by Congress in 2003, with "Craft" one of five core themes of the BRNHA.

- **Research Procedure**

  Three separate surveys were developed to collect the data. The data were collected using (a) intercept surveys for craft consumers, (b) mail surveys for craft artisans, and (c) mail surveys for craft galleries and shops.

  (a) The venues for craft consumer data collection included the October Craft Fair of the Southern Highlands, the annual Southeastern Animal Fiber Fair (SAFF), and the Toe River Arts Council Holiday Studio Tour, as well as area Arts Councils and galleries. In all, 1,718 usable surveys were collected.

  (b) Of the 2,200 mail surveys sent to craft artisans, a total of 276 usable surveys were returned for a response rate of 12.5%.

  (c) Of the 100 surveys sent to galleries and shops on the roster of HandMade in America, 46 usable surveys were returned for a response rate of 46%.

  In addition, secondary data was provided on craft organizations, craft schools, and craft suppliers.

- **Craft Consumer Demographics**

  The craft consumer sample reported a higher level of income and was more highly educated than the U.S. general population and the Blue Ridge National Heritage Area visitors (2006). The craft consumers were largely female and older than the U.S. general population and slightly older than the sample of visitors to the Blue Ridge National Heritage Area (2006). Finally, the craft consumers originated from 38 states, Washington, D.C., Canada, and Mexico. Key craft consumer markets include North Carolina, South Carolina, Georgia, and Tennessee, especially urban areas such as Atlanta, GA, Columbia, SC, Raleigh and Charlotte, NC, and Knoxville, TN.

- **Craft Consumer Travel Parties**

  The average travel party size was 2.72 people and was similar to the size of the travel party found in the 2006 BRNHA study. Fifty-six percent of the respondents reported that they were overnight visitors. The overnight visitors spent an average of 3.71 nights in Western North Carolina.

- **Craft Consumer Spending in WNC**

  Craft consumers reported $164.09 total craft spending at the event where they were surveyed and annual craft spending of $908.61. This is a 46% increase over the 1995 study. Craft consumers visiting the area reported spending $146.86 per day compared to $95.94 per day for the 2006 BRNHA visitor. They spent a total of $642.03 on their trip to Western North Carolina, of which $245.94 was spent on craft purchases and $396.09 on lodging, transportation, meals, and other purchases.

- **Craft Consumer Psychographics and Information Source Use**

  Craft consumers responded they were most interested in viewing or purchasing metal, followed by jewelry, ceramics, and wood in 2007. In 1995, consumers reported preferences in ceramics, followed by wood, jewelry, and basketry. Craft consumers in 2007 reported having in their homes metal, jewelry, ceramics, and wood in almost equal distribution (14-16%) with basketry and glass close behind (12%) compared to 1995, when consumers had more fiber and less metal. In 2007, 7% of craft consumers reported purchasing crafts online, which was not an important distribution channel in 1995. More craft consumers reported purchasing crafts from craft artists' studios in 2007 than in 1995. In 2007, craft consumers purchased fewer crafts at museum and gift shops.

  There was a marked shift in the information sources craft consumers used to learn about the craft event(s) they attended. For example, in 2007 fewer craft consumers reported using brochures, billboards, and newspapers while more craft consumers reported relying on friends and family, previous experience, and the internet than in 1995.

- **Estimated Direct Economic Impact of Craft Consumers in WNC**

  The most recent and best data on craft tourism was provided by the Blue Ridge National Heritage Area Studies in 2005 and 2006. Of the estimated 21,577,529 yearly visitors to the Blue Ridge National Heritage Area, 347,450 came from outside the area primarily for craft activities. Applying the total per-person-per-day expenditure of craft respondents derived from the present study ($146.86) yields an estimated craft consumer economic impact of $51,026,524. Of this $51,026,524 estimated craft consumer economic impact, 38.31% is attributable to arts and craft spending. Thus, the **net estimated tourism craft consumer direct economic impact is $31,478,262.**

- **Craft Artisan Demographics**

  WNC craft artisans are more highly educated than the general North Carolina population; 95% have completed some college and 27% have graduate degrees. The craft artisan sample was more female weighted than the general North Carolina population. Seventy percent of WNC professional craft artists reported themselves as between the ages of 36 and 65. The percentage of craft artisans over 65 years of age (21%) is comparable with the region's overall population. Nine percent of the sample consisted of young, emerging craft artisans under 35 years.

- **Craft Artisan Work**

  Thirty-three percent of the craft artisan respondents have lived in WNC for more than 20 years. This correlates with the age of the WNC craft artisans, and the strong base of talent and regional craft heritage. Sixteen percent are new arrivals (within the last five years) and are represented by both younger artisans and professional artists moving to the area.

  When responding to the type of craft produced, Ceramics craft was selected by more craft artists in the 2007 survey and in 1995. In 2007 the category "Other" (identified in Table 5) ranked much higher than in 1995. In 2007, Fiber was the next largest category selected after "Other," and it ranked second highest in 1995. More artists identified with jewelry than wood, a reversal of the 1995 study responses. In 1995, 70% of the artists responded that they created one-of-a-kind work compared to 68.3% in 2007. In 2007, 16.6% of the craft artists reported their work was production work, and of the remaining 15.09% who checked "Other" (Table 7), most described "Other" as both one-of-a-kind and production.

  The craft artisan sample included both full-time (56%) and part-time (44%) professional craft artisans. The full-time craft artisans reported an average work week of almost 50 hours, with an average of 10.66 hours working on the business of craft and an average of 38.39 hours designing and creating their work.

- **Craft Artisan Employment**

  One third of WNC craft artisans reported having employees. Six percent of the sample reported having both full- and part-time employees, while 6% had only full-time employees and 22% had only part-time employees. For the 12% of the sample reporting full-time employees, the average number of full-time employees was 1.38. For the 28% of the sample reporting part-time employees, the average number of part-time employees was 1.68. Finally, almost one-third of craft artisans reported subcontracting some portion of their craft business, incurring a wide range of expenses from $50 per year to $25,000 per year.

- **Craft Artisan Sales & Income**

  The 2007 survey found that the previous year's sales revenue of full-time professional craft artists was $62,181.67 and their average net income was $24,339.46. The net income can be compared to the WNC per capita income of $24,339 and the North Carolina annual wage estimates for craft artists of $24,790. The sales revenue of the part-time craft artist was reported to be $9,928.71 with an average net income of $4,821.68. The median household income for the craft artisans surveyed in 2007 was $48,065.The median household income for the population of WNC in 2003 was $32,861 while the median household income for the state of North Carolina was $37,315. A higher percentage of WNC craft artisans represented middle to upper middle incomes compared to state household incomes, with a lower portion of households in the lower and highest incomes.

- **Craft Artisan Distribution Channels**

  Craft artisans reported that they market 65% of their work within WNC; another 8% market their work in North Carolina outside of WNC, while 25% is marketed outside the state compared to 40% marketed outside the state in 1995. In 2007, craft artisans reported that the largest increase was an almost doubling of studio sales.

- **Craft Artisan Expenses**

  Half of the expenses for full- and part-time craft artists are in the form of materials that are required to create the work. The other half are expenses related to operating a business. The majority of equipment and material purchases are sourced within the counties of Western North Carolina, and this has not changed since the 1995 survey. However, more craft artisans reported using a remote studio in 2007 versus 1995. Craft artisans using remote studio in 2007 reported their average expenses related to rent or mortgages were $4,156 per year.

- **Estimated Direct Economic Impact of Craft Artisans in Western North Carolina**

  The estimated direct economic impact of craft artisans is computed as a weighted average that assumes the proportion of full- and part-time artists in the sample is equal to the proportion in the sampling frame of 2,200. The proportion of full-time artisans (56%) in the sample craft artisans in Western North Carolina (2,200 sampling frame) multiplied by full-time artisan average sales revenue $62,181.67 (Figure 30) equals $76,605,760 impact for full-time craft artists, added to the proportion of part-time artisans in the sample (44%) multiplied by part-time artisan average sales revenue $9,928.71 (Figure 32) for a $9,611,272 impact, equals a **total direct economic impact of WNC craft artisans of $86,218,808**.

- **Description of Craft Galleries and Shops in WNC**

In 2007 the HandMade in America roster listed 136 craft galleries in WNC. One hundred of these galleries were mailed surveys for a targeted market of the professional craft artist. In 1995 the survey sample was from a much larger retail group, and included any retail that might sell craft work, including antique stores and florists, making comparisons between the two samples difficult.

Craft galleries surveyed in 2007 report that over 70% of the crafts that they sell are produced in Western North Carolina. Tourists purchased 62% of total gallery sales. Sales of ceramics make up 26% of types of crafts sold in galleries with another 30% divided between jewelry and wood. With respect to sales revenue, the 2007 survey found that average sales revenue from the previous year was $1,424,510, compared to 1995 sales of $175,848. However, the 2006 average is skewed by large organizations reporting very high sales revenue. This is evidenced by craft gallery and shop median income of $160,000. Finally, average sales revenue derived by craft galleries & shops strictly from crafts or handmade was reported to be $515,960 which appears to be up from $86,443 reported in 1995.

- **Estimated Direct Economic Impact of WNC Craft Galleries and Shops**

Of the 100 craft galleries and shops in WNC that were surveyed, the sample of 46 reported total sales revenue of $23,263,207. Assuming that the 46 craft galleries and shops in the sample were representative of the other 90 in the sampling frame, this would imply an economic impact estimate of $70,306,592 (which is $23,263,207/.33). However, many of the arts and crafts sold by these galleries and shops were produced by artisans in WNC. On average, craft galleries & shops reported that 36% of the crafts they sold were consignments. Therefore, an adjustment must be made to avoid double-counting WNC craft artisan sales and WNC craft gallery and shop sales resulting from products made by artisans in WNC. **The net direct economic impact of craft galleries and shops (avoiding double-counting) would then be conservatively estimated to be $57,651,405.**

- **Estimated Direct Economic Impact of Craft Schools in WNC**

The 2007 report includes WNC educational institutions with a craft focus. In addition to the two craft schools founded in the 1920's, Penland School of Crafts and John C. Campbell Folk School, there are six Asheville schools offering professional craft workshops throughout the year, five community colleges with professional crafts programs, and BFA craft degrees awarded by the three University of North Carolina campuses in WNC. For the purposes of this report, only the revenue of the educational institutions listed below are included in the economic impact analysis.

| Craft School | 2006 Revenue |
|---|---:|
| John C. Campbell Folk School | $5,200,000 |
| Penland School of Crafts | $4,858,995 |
| Haywood Community College, Professional Crafts Program | $457,666 |
| UNC Asheville Craft Campus (staff and design planning) | $404,000 |
| UNC Center for Craft Creativity & Design | $858,463 |
| **Total** | **$11,779,124** |

The **conservative estimated direct economic impact from WNC craft schools and colleges is $11,779,124.**

- **Estimated Direct Economic Impact of Craft Organizations in WNC**

WNC is home to three national nonprofits serving craft artists, The Furniture Society, The Alliance of the American Quilt, and The Arts Business Institute and two regional nonprofits, Southern Highland Craft Guild and HandMade in America. There are more than five local arts agencies with galleries and that sponsor open studio tours. Five or more craft organizations and guilds provide workshops and marketing for their members. For the purposes of this economic impact study, only the 2006 revenue of the nonprofit organizations listed below is included.

| Craft Organizations | 2006 Revenue |
|---|---|
| Southern Highland Craft Guild (regional) | $3,000,000 |
| HandMade in America (regional) | $1,056,000 |
| Toe River Arts Council (local) | $350,000 |
| **Total** | **$4,406,000** |

Using only the above revenue, the conservative **direct economic impact from craft organizations in WNC is estimated at $4,406,000.**

- **Estimated Direct Economic Impact of Craft Suppliers in WNC**

Although it was not possible to report the revenue for all craft suppliers in WNC, those listed in this report supply professional craft artists. Chain hobbyist craft stores like Michaels, and the dozens of yarn and quilting shops were not included. The bundled sales revenue number for Highwater Clays and Lark Publishing, two of the four craft suppliers who market their work nationally, was $17 million. 80% of Highwater Clays' sales are out of state and 98% of Lark Book sales are out of state; 85% are on crafts, featuring the work of a network of over 200 WNC craft artists. Therefore, this study estimated the conservative **direct economic impact of craft suppliers in WNC to be $15 million**.

- **Estimated Total Direct Economic Impact of the Craft Industry in WNC**

**The total direct economic impact of the WNC craft industry is the sum of:**

**$31,478,262 the craft consumer tourism direct economic impact**
**$86,218,808 the craft artisan direct economic impact**
**$57,651,405 the craft gallery and shop direct economic impact**
**$11,779,124 the craft educator direct economic impact**
**$ 4,406,000 the craft organization direct economic impact**
**$15,000,000 the craft supplier and publisher direct economic impact**

Therefore, **$206,533,599 is estimated to be the total estimated direct economic impact for the craft industry in Western North Carolina**.

- **Summary, Limitations & Conclusions**

  The current estimated economic impact of the craft industry in Western North Carolina of $206,533,599 represents an approximate $84,517,600 increase over the $122,000,000 economic impact of originally computed in 1995. This turns out to be about a 69% increase. Assuming an average 3% per year inflation rate over the last 12 years (36%) then the adjusted economic impact growth is about 33% or about 2.75% per year industry growth rate (adjusted for inflation).

  This increased economic impact is somewhat attributable to the increased size of the professional arts producers who have grown from 739 in 1995 to 2,200 presently, representing about a 198% increase over that time period.

  It should be noted that although several precautions were undertaken to reduce the possibility of double-counting, some double counting may still have occurred.

  However, it seems that the $206,533,599 estimated direct economic impact arrived at in this study is conservative since:

  - The entire population of craft artisans in WNC may not be accounted for.
  - The entire population of craft galleries and shops in WNC may not be accounted for.
  - The entire population of craft schools and craft educational programs did not provide revenue figures.
  - The entire population of craft organizations did not provide revenue figures.
  - The entire population of suppliers did not provide revenue figures, and hobbyists suppliers were not measured.
  - The study measured direct economic impact only, there was no accounting for indirect economic impact and induced economic impact (i.e., the multiplier effect).

## Introduction

This report presents the results of a research study designed to assess the direct economic impact of the craft industry in Western North Carolina. For this study, Western North Carolina was defined as the twenty-five counties comprising the Blue Ridge National Heritage Area. These counties are: Alleghany, Ashe, Avery, Buncombe, Burke, Caldwell, Cherokee, Clay, Graham, Haywood, Henderson, Jackson, Macon, Madison, McDowell, Mitchell, Polk, Rutherford, Surry, Swain, Transylvania, Watauga, Wilkes, Yadkin, and Yancey.

### The Research Problem and Purpose of the Study

The purpose of this research was to replicate and extend research that was conducted in 1995 that examined the economic impact of the craft industry in Western North Carolina (WNC). The 1995 study was titled "The Determination of the Economic Contribution of the Craft/Handmade Industry in Western North Carolina" and was sponsored by HandMade in America. That study found that the economic impact of the craft industry in Western North Carolina was approximately $122,000,000.

The present study is similar to the 1995 study in that the craft industry direct economic impact was computed as a sum of the craft artisan, craft consumer, and craft gallery and shop economic impacts. However, this study improves upon the previous work by more closely identifying the number of craft artisans in WNC, using an updated method to compute the number of craft consumers visiting WNC yearly, and more accurately identifying and accounting for the economic impact attributable to craft suppliers, craft educators and other craft organizations, which the earlier study did not incorporate in its estimate.

## Research Procedure

Three separate surveys were developed to collect the data. The data were collected using intercept surveys for craft consumers, mail surveys for craft artisans and mail surveys for craft galleries and shops. Data for craft suppliers, craft schools, and craft organizations were gathered by direct communication.

***Craft Consumers.*** The venues for craft consumer data collection included the October Craft Fair of the Southern Highlands, the annual Southeastern Animal Fiber Fair (SAFF), and the Toe River Arts Council Holiday Studio Tour, as well as area Arts Councils and galleries. In all, 1,718 usable surveys were collected.

***Craft Artisans.*** Of the 2,200 mail surveys sent to craft artisans, a total of 276 usable surveys were returned for a response rate of 12.5%.

***Craft Galleries & Shops.*** Of the 100 surveys sent to galleries & shops, 46 usable surveys were returned for a response rate of 46%.

## Report Overview

This report is organized into 8 sections. The first section provides descriptive statistics and the direct economic impact estimate for craft consumers. Section two includes descriptive statistics and the direct economic impact estimate for craft artisans. Section three presents descriptive statistics and the direct economic impact estimate for craft galleries and shops. The fourth section identifies craft schools and presents their direct economic impact estimate. Section five delineates craft organizations and their direct economic impact estimate. The sixth section identifies craft suppliers and estimates their direct economic impact. The seventh section computes an estimate of the total direct economic impact of the craft industry in Western North

Carolina (WNC). The final section presents a summary of the study's results, its limitations and conclusions.

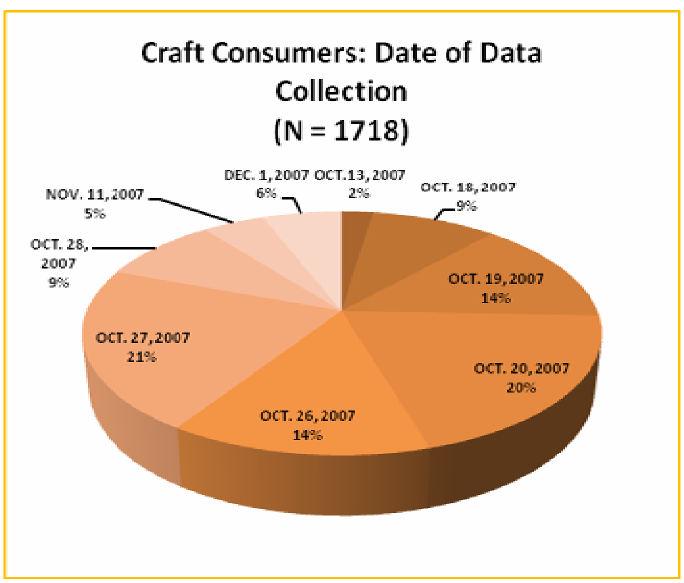
## Section 1: Craft Consumers

The discussion of craft consumers in WNC includes the procedure used to collect the data, craft consumer demographics, travel party information, spending in WNC, psychographics, and their estimated direct economic impact in WNC.

### Data Collection Procedure

Appendix A contains the craft consumer tables that were created as a result of the data analysis. The craft consumer data were collected in the last quarter of 2007 (Table 1). Most of the surveys were completed at craft fairs and open studios, in particular the October Craft Fair of the Southern Highlands and the Southeastern Animal Fiber Fair, the Toe River Arts Council Holiday Tour as well as area arts councils and galleries (e.g., Grovewood Gallery and Blue Spiral 1). A random consumer intercept procedure was followed resulting in the collection of 1,718 usable craft consumer surveys. Figure 1 shows the dates of data collection.

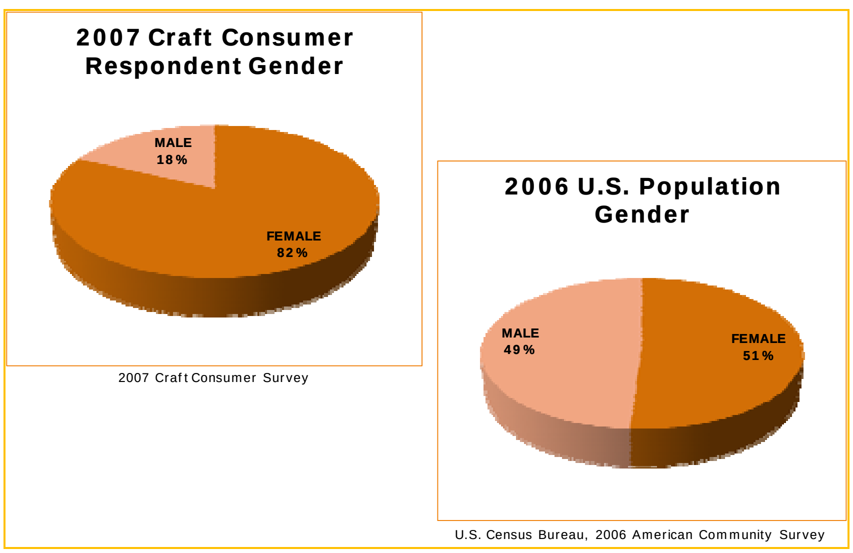
**Figure 1**



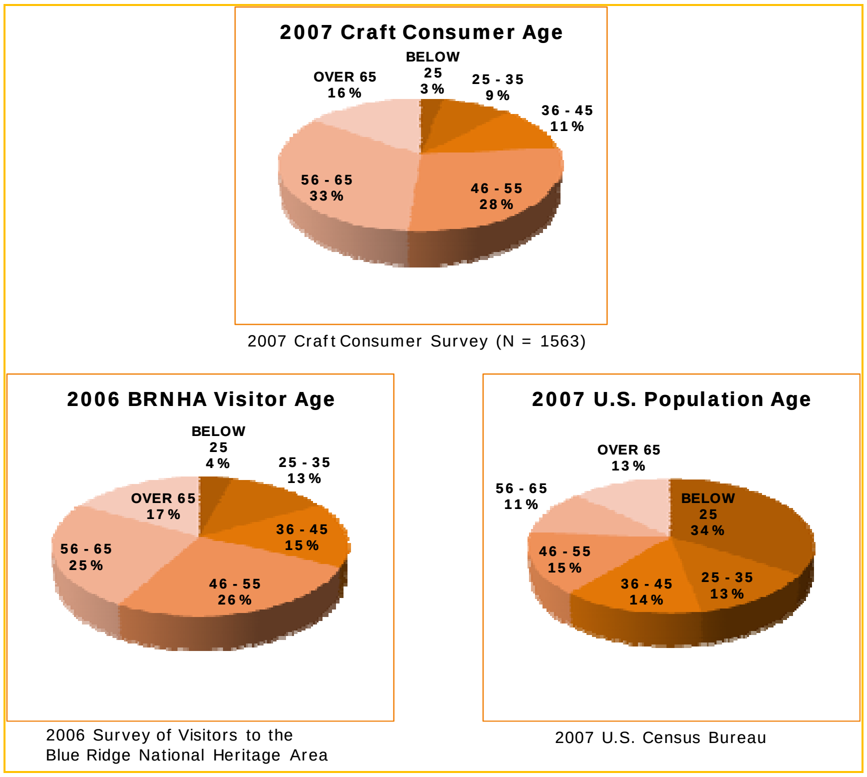
## Craft Consumer Demographics

Figures 2 - 6 profile the craft consumers in this study. Compared to the national population, the craft consumer sample was largely female. The craft consumers were older than the U.S. general population and slightly older than the sample of visitors to the Blue Ridge National Heritage Area (2006). With respect to educational attainment, the craft consumer sample was more highly educated than the U.S. general population as well as the Blue Ridge National Heritage Area Visitors (2006). They also reported a higher level of income than the U.S. general population and the Blue Ridge National Heritage Area visitors (2006). Finally, the craft consumers originated from 38 states, Washington, D.C., Canada and Mexico. However, the key craft consumer markets include North Carolina, South Carolina, Georgia and Tennessee, especially urban areas such as Atlanta, GA, Columbia, SC, Raleigh and Charlotte, NC, and Knoxville, TN.

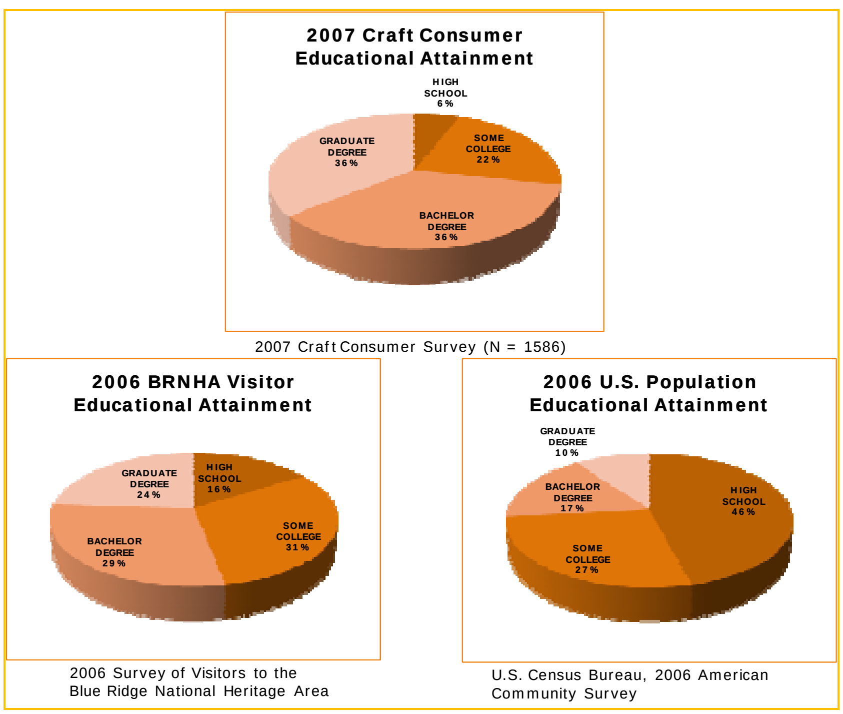
**Figure 2**



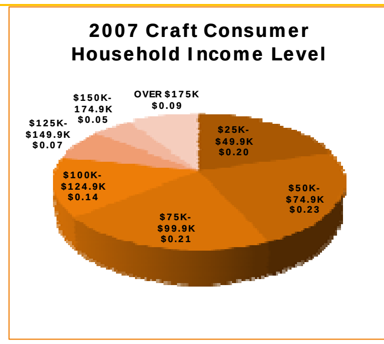
## Figure 3



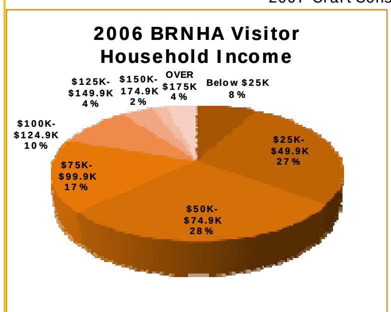

## Figure 4



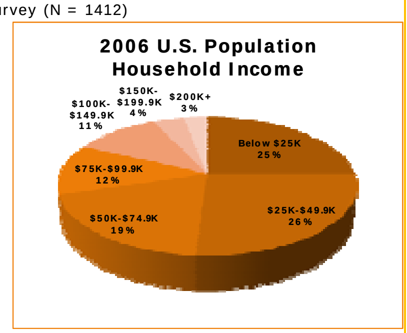
## Figure 5




2007 Craft Consumer Survey (N = 1412)

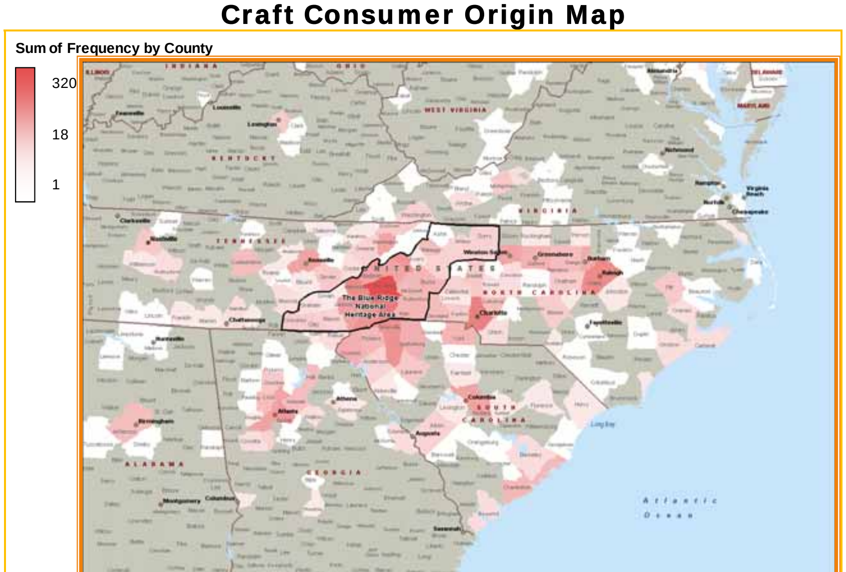



2006 Survey of Visitors to the
Blue Ridge National Heritage Area




U.S. Census Bureau, 2006 American
Community Survey

## Figure 6
## Craft Consumer Origin Map




2007 Craft Consumer Survey (N = 1412)

## The Craft Consumer Travel Party

Figures 7 & 8 profile the craft consumer travel party. The average travel party size was 2.72 people and was similar to the size of the travel party found in the "2006 Survey of Visitors to the Blue Ridge National Heritage Area." Fifty-six percent of the respondents reported that they were overnight visitors. The overnight visitors spent an average of 3.71 nights in WNC.

**Figure 7**

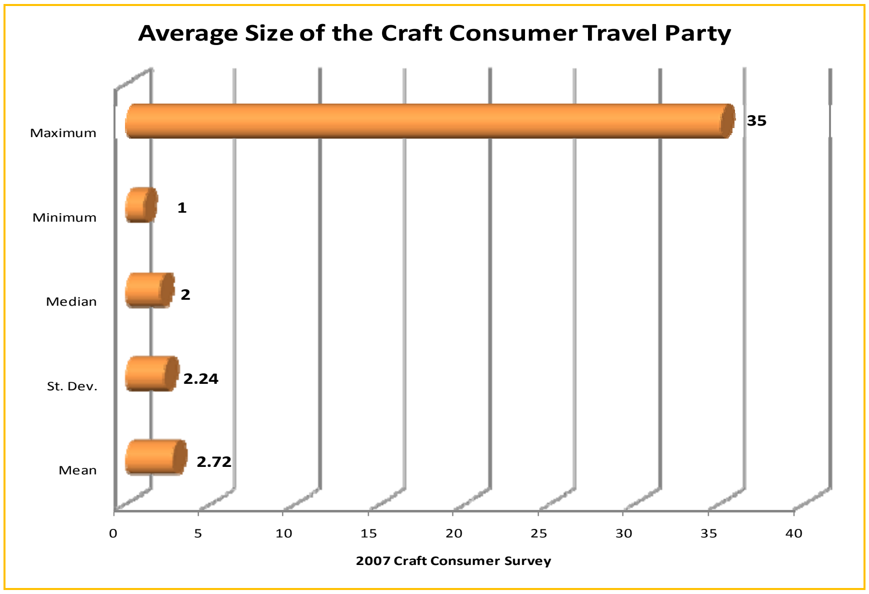
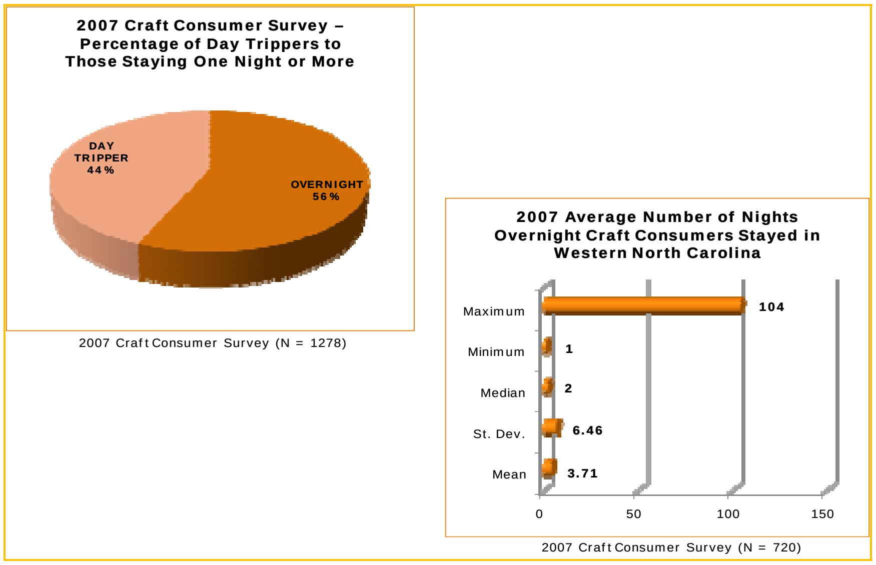



**Figure 8**



**Craft Consumer Spending in WNC**

Figures 9 - 12 detail the craft consumer spending activities in Western North Carolina. Compared to the earlier (1995) HandMade in America study, craft consumers reported a 134% increase in total craft event spending (Figure 9). Substantial increases included spending on fiber crafts, metal crafts, jewelry, wood, and glass crafts. Decreased spending was reported for paper and leather crafts. In addition, compared to 1995, craft consumer spending on crafts increased from $621.14 to $908.61, an increase of over 46% (Figure 10). Craft consumers reported spending an average of $642.03 on their trip to Western North Carolina (Figure 11), the largest proportion of which was spent on crafts (38.31%, Figure 12).

**Figure 9**

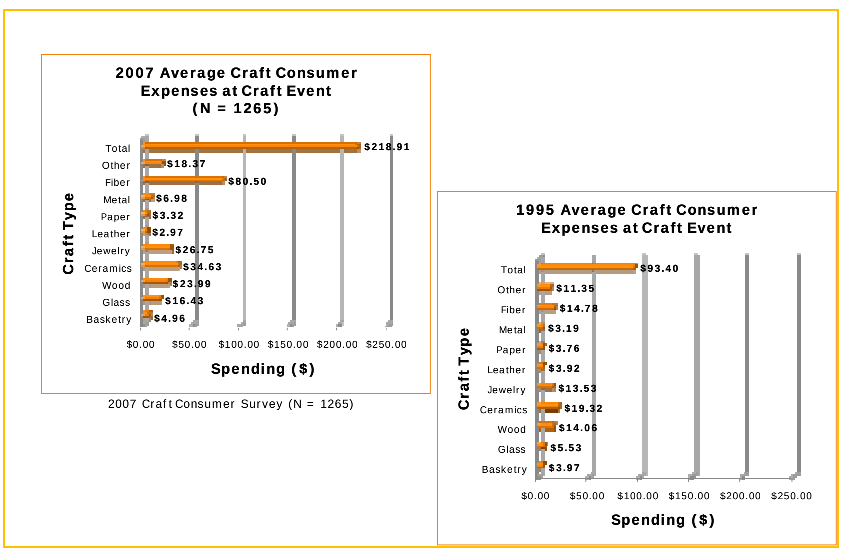


**Figure 10**

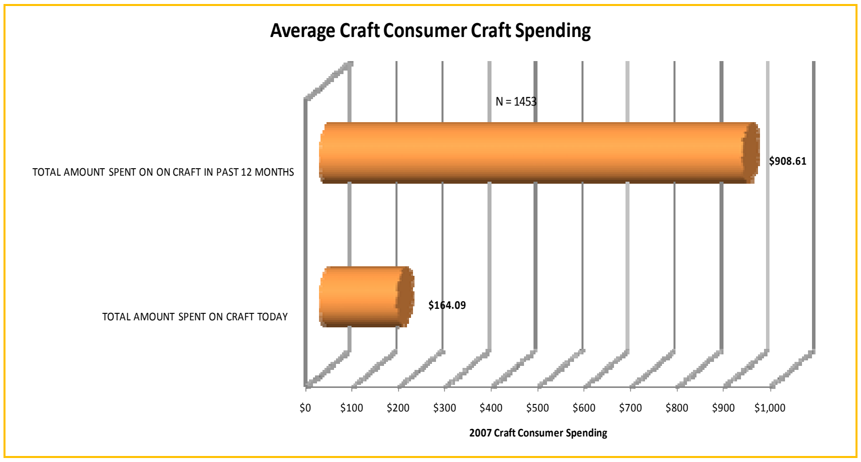



**Figure 11**

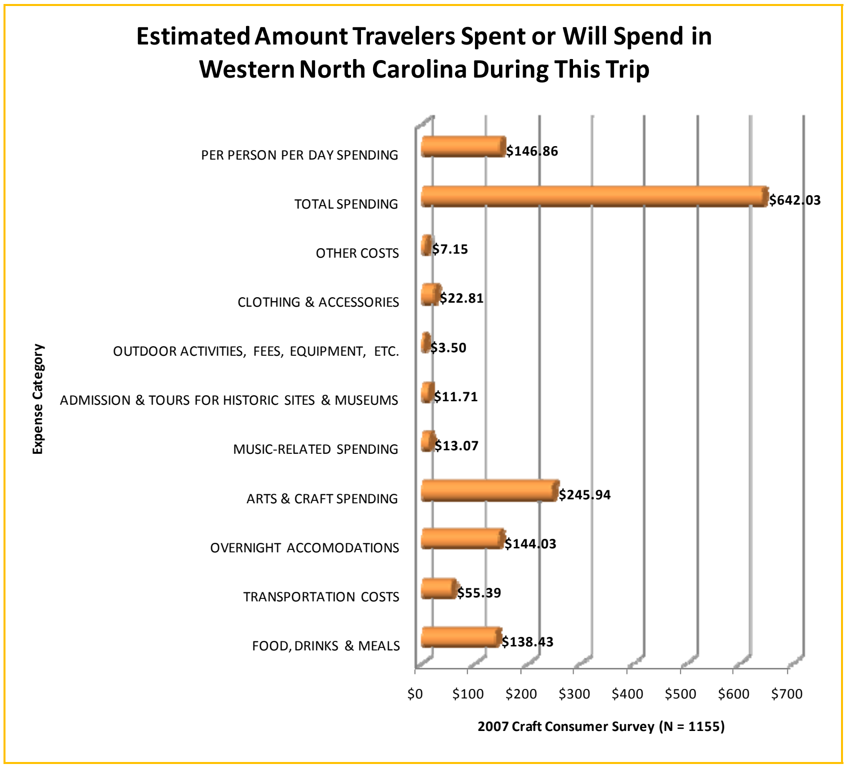
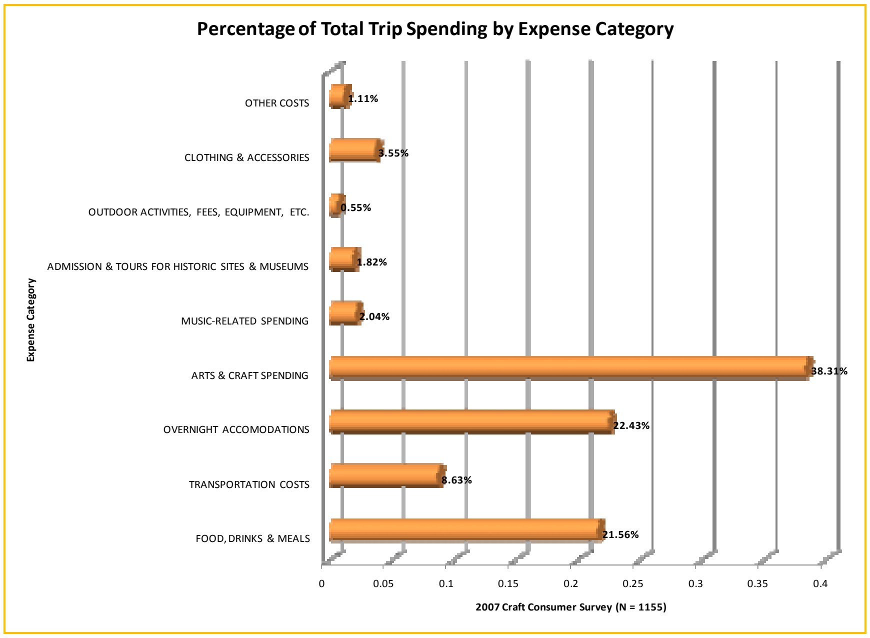


Figure 12

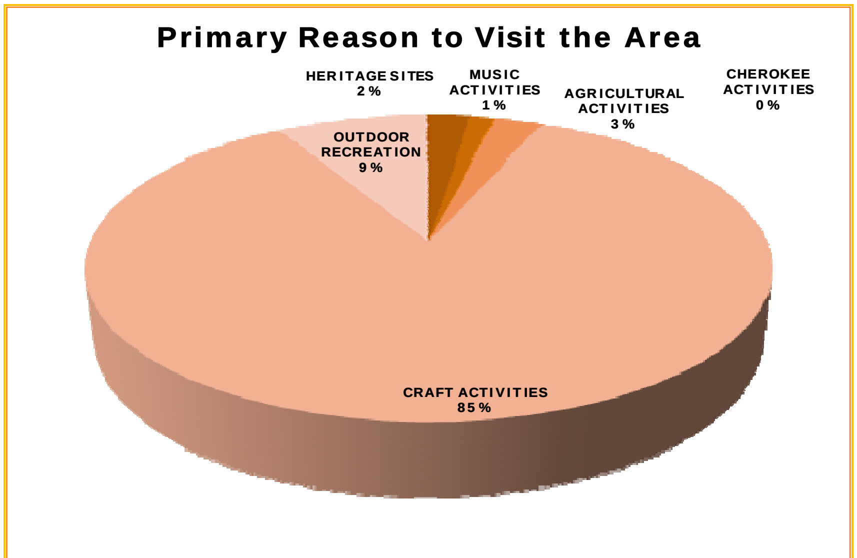



## Craft Consumer Psychographics and Information Source Use

Psychographics are the craft consumers' activities, interests and opinions. Figure 13 identifies the primary motivation for craft consumer visitation to Western North Carolina. An overwhelming majority of craft consumers reported visiting WNC for craft activities. Craft consumer viewing preferences appear to have shifted from 1995, away from basketry toward more metal crafts (Figure 14). More craft consumers reported having metal crafts and fewer craft consumers reported having fiber crafts than in 1995 (Figure 15). In 2007, 7% of craft consumers reported purchasing crafts online, which was not an important distribution channel in 1995. Currently, fewer craft consumers report purchasing crafts at museum shops and gift shops while more craft consumers report purchasing crafts from craft studios than in 1995 (Figure 16).

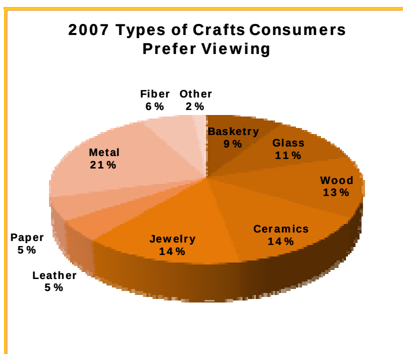
With respect to the information sources craft consumers used to find out about the craft event they attended, there has been a marked shift in the use of some media. For example, fewer craft consumers reported using brochures, billboards, and newspapers while more craft consumers reported relying on friends & family, previous experience (similar to "family tradition" in the 1995 study), and the internet than in 1995 (Figure 17).

**Figure 13**

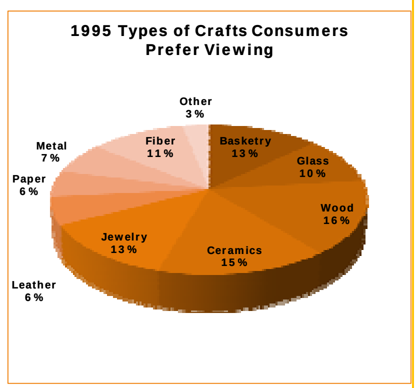



2007 Craft Consumer Survey (N = 977)

**Figure 14**

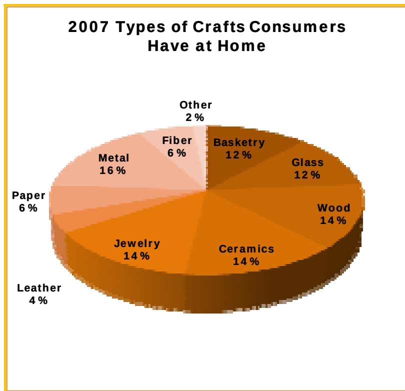



2007 Craft Consumer Survey (N = 1693)

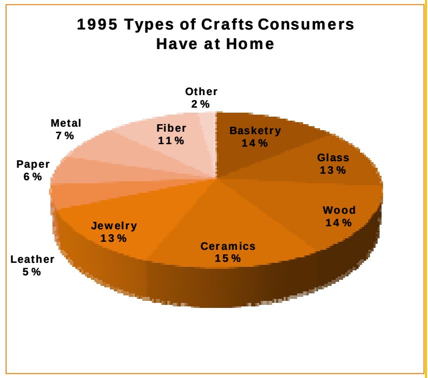



The Determination of the Economic Contribution of the Craft/Handmade Industry in Western North Carolina: HandMade in America, 1995: Craft Fairs

**Figure 15**

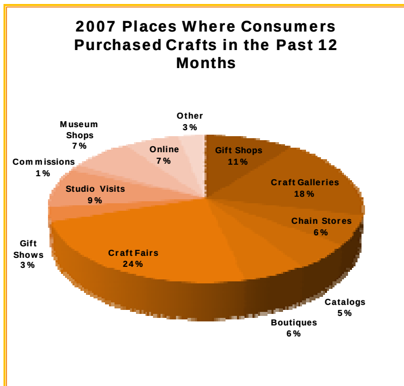



2007 Craft Consumer Survey (N = 1693)

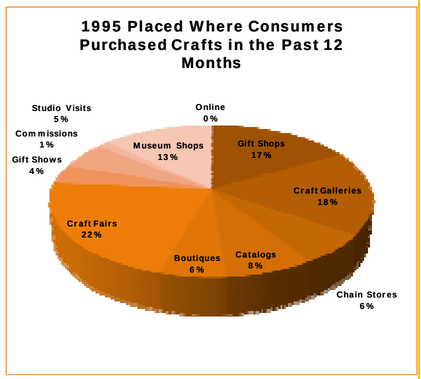



The Determination of the Economic Contribution of the Craft/Handmade Industry in Western North Carolina: HandMade in America, 1995: Craft Fairs

**Figure 16**

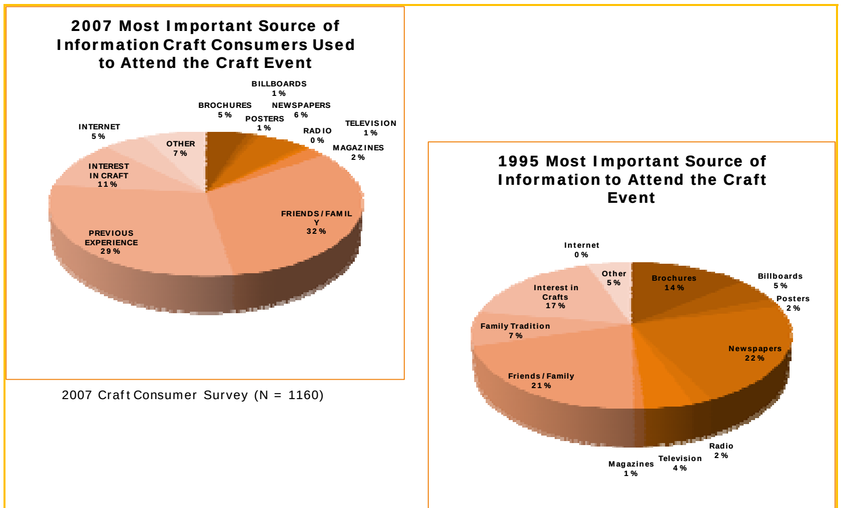



2007 Craft Consumer Survey (N = 1693)




The Determination of the Economic Contribution of the Craft/Handmade Industry in Western North Carolina: HandMade in America, 1995: Craft Fairs

**Figure 17**




2007 Craft Consumer Survey (N = 1160)

The Determination of the Economic Contribution of the Craft/Handmade Industry in Western North Carolina: HandMade in America, 1995: Craft Fairs

### Estimated Direct Economic Impact of Craft Consumers in WNC

A multi-step procedure was followed to compute the estimated direct economic impact of craft consumers in Western North Carolina. First, an estimate was made about the yearly number of visitors that come to the Blue Ridge National Heritage Area primarily for craft activities. Next, the proportion of craft visitors that reported residing within the region were eliminated from consideration, since the assumption was that these consumers would have spent the same money in the area anyway (to be conservative). Third, an adjustment was made to remove any arts and craft spending (to reduce the possibility of double-counting). The result was an estimate of the craft consumer direct economic impact from those who reside outside the Blue Ridge National Heritage Area that spent money in the area on tourism activities.

*The Yearly Number of Craft Visitors to WNC.* The “2006 Survey of Visitors to the Blue Ridge National Heritage Area,” sponsored by the Blue Ridge National Heritage Area, found that 2.72% of the 3,997 visitors reporting indicated that they were visiting primarily for craft activities. An earlier study, “Measurement of the Economic Vitality of the Blue Ridge National

Heritage Area, Section III: An Analysis of Secondary Data and Economic Impact," also sponsored by the Blue Ridge National Heritage Area (BRNHA), estimated the number of visitors to the area to be 21,577,529. Applying the proportion of total visitors that arrived primarily for craft activities to the total number of visitors to the BRNHA yields the yearly estimated number of craft visitors to the BRNHA of 586,909 craft visitors.

*Yearly Number of Craft Visitors from Outside WNC.* The economic impact of craft visitors on WNC is only a function of those visitors that do not reside within WNC. Therefore, an adjustment must be made to account for craft visitors surveyed at craft events that currently reside within WNC. The current survey found that 59.2% of craft consumers reported residing outside of WNC. Therefore, the yearly number of craft consumers visiting WNC from outside the area was estimated to be 347,450.

*Discounting for Craft Consumer Arts & Crafts Spending.* Applying the total per-person-per-day expenditure of craft respondents derived from the present study ($146.86) yields an estimated craft consumer economic impact of $51,026,524. Of this $51,026,524 estimated craft consumer economic impact, 38.31% is attributable to arts and craft spending (Figure 12). Thus, the net estimated tourism craft consumer direct economic impact is $31,478,262.

This economic impact includes all craft consumer tourism spending (e.g., food, transportation, accommodations, music, admission, outdoor activities, clothing, etc.) that occurs by tourists residing outside of WNC but does not include spending on arts & crafts which is accounted for in the following sections.

## Section II: Craft Artisans

The discussion of craft artisans in WNC includes the procedure used to collect the data, craft artisan demographics, a description of craft artisan work, craft artisan employment, sales & income, distribution channels, expenses, and the economic impact of craft artisans in WNC.

### Data Collection Procedure

Appendix B contains the craft artisan tables that were created as a result of the data analysis. The data were collected using a mail survey sent to 2,200 craft artisans. Two hundred seventy-six usable surveys were returned for a response rate of 12.5%. The mailing list was a compiled data base, using the mailing lists from the Penland School of Crafts, HandMade in America, Southern Highlands Craft Guild, Haywood Community College Professional Craft Alumni, and the Center for Craft, Creativity and Design with duplicates removed.

The sampling frame obtained from this procedure included craft artisans who create their work either full- or part-time and does not include the total population of craft artisans in Western North Carolina. For example, the Carolina Mountain Woodturners, the largest of the 290 local chapters of the American Association of Woodturners were not surveyed. In addition, there were over 200 members of the Western North Carolina Quilters Guild and over 300 members of the Fiber Arts Alliance (Asheville) who were not surveyed, among others.

### Craft Artisan Demographics

Figures 18 - 20 profile the craft artisans in this study. As the figures show, the craft artisan sample was more heavily female than the general North Carolina population. Seventy percent of WNC professional craft artisans are between the ages of 35 and 65. Twenty-one percent of craft artisans over 65 years of age is comparable with the overall population in the region. Young, emerging craft artisans under 35 years made up 9%. Western North Carolina craft artisans were more highly educated than the general North Carolina population.

**Figure 18**

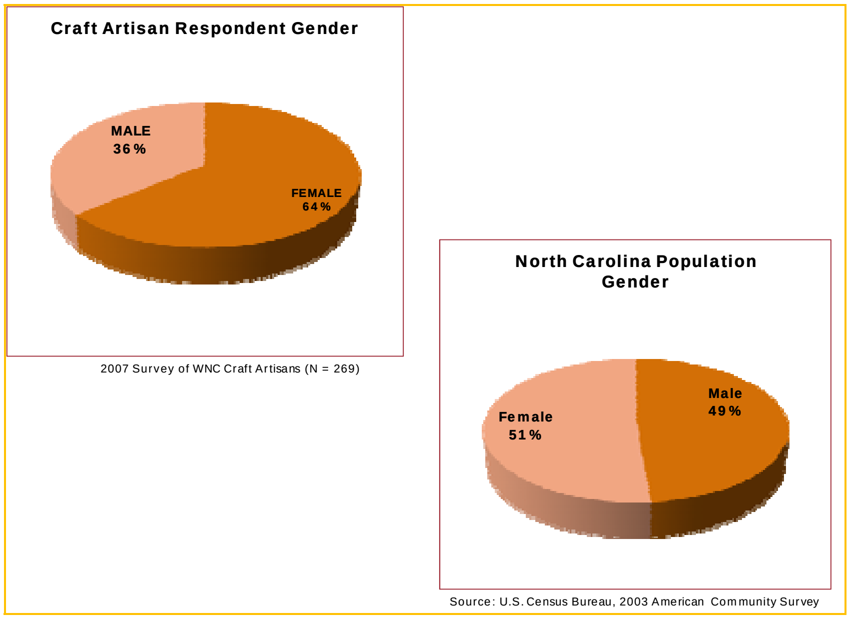



**Figure 19**

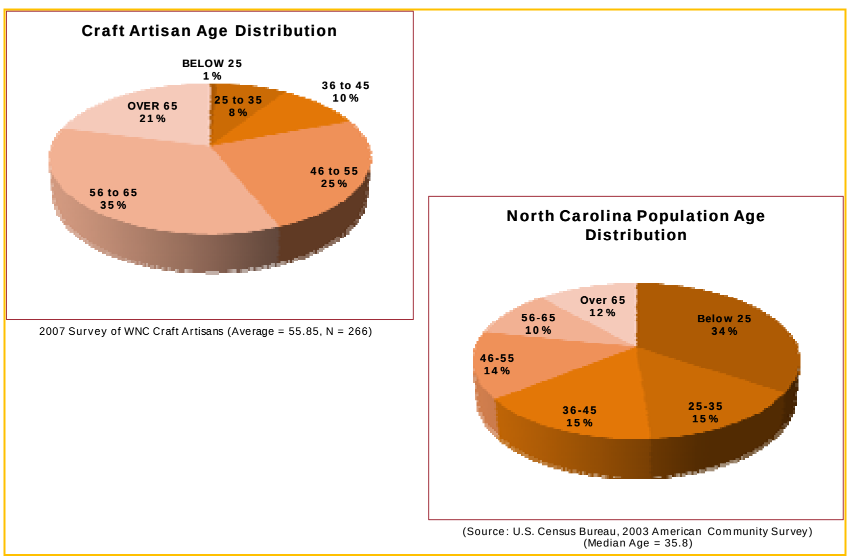
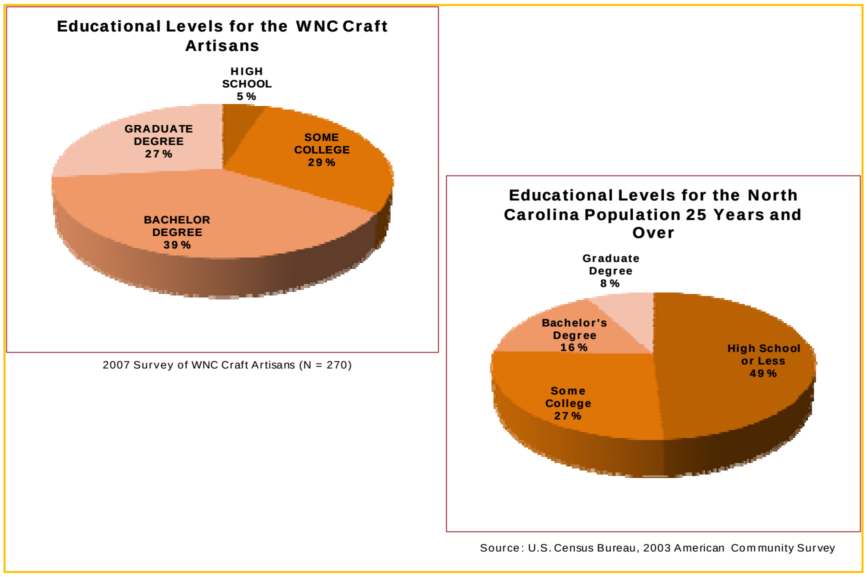


**Figure 20**




## Description of Craft Artisan Work

The description of craft artisan work includes the years that craft artisans have lived and worked in Western North Carolina, the reasons that they live in WNC, the crafts produced by craft artisans, the categories of craft artisan work, the percent of time part-time craft artisans engage in craft activities, the hours craft artisans worked per week on craft activities.

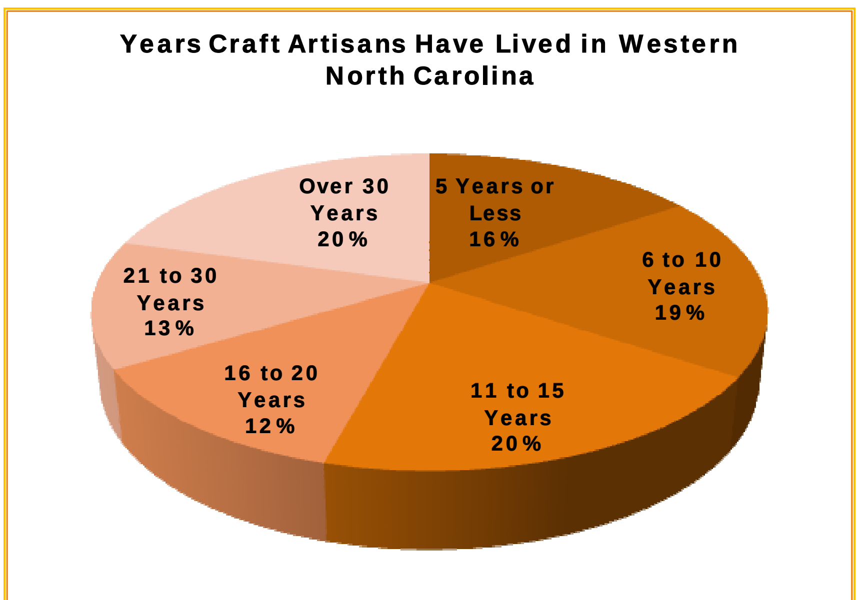
Figures 21 - 26 profile the average craft artisan work. Thirty-three percent of the craft artisan respondents have lived in WNC for more than 20 years. This corresponds with the analysis of age of the WNC craft artisans, and strong base of talent and expertise in the region. Of 16 North Carolina Living Treasurers, 5 are craft artisans living in WNC. Sixteen percent are new arrivals (within the last five years) and are represented by both younger artisans and professional artisans moving to the area (Figure 21).

Craft artisans were asked to prioritize why they live in WNC on a scale of 1-5. The chart reflects responses by artisans who indicated the reason as 1 or 2 in priority. The category "community of artisans" ranked highest. In the 22% "other" category, a large percentage said "family" or that they were "natives" (Figure 22).

Compared to the 1995 HandMade study, more craft artisans reported producing jewelry and other crafts, while fewer craft artisans reported producing fiber crafts and ceramics (Figure 23). While fewer craft artisans reported producing production work or one-of-a-kind work than in the 1995 study, two thirds of the respondents checking "other" described this category as both one-of-a-kind and production work (Figure 24).

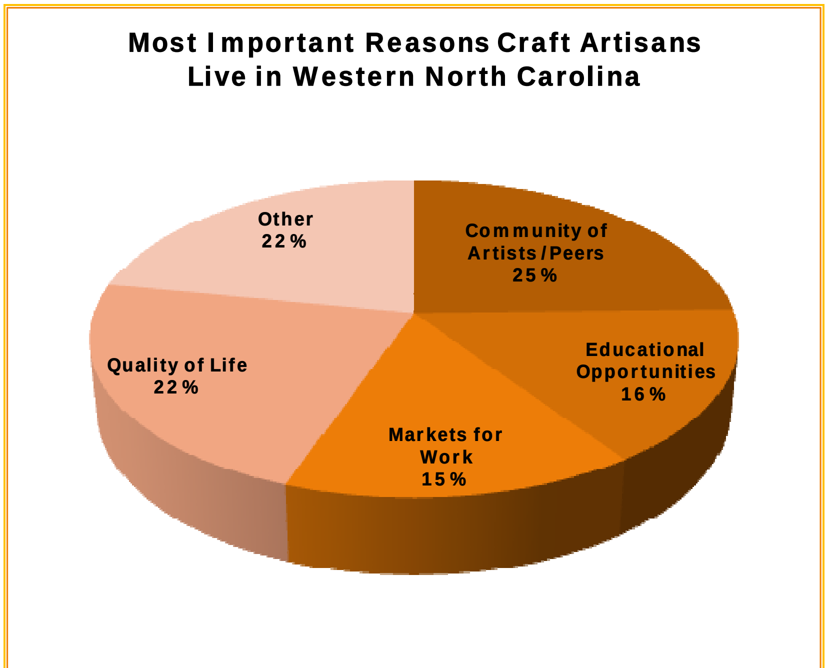
The craft artisan sample included both full-time (56%) and part-time (44%) craft artisans. The full-time craft artisans reported an average work week of almost 50 hours, with an average of 10.6 hours working on the business of craft and an average of 38.3 hours designing and creating their work (Figure 25).

**Figure 21**



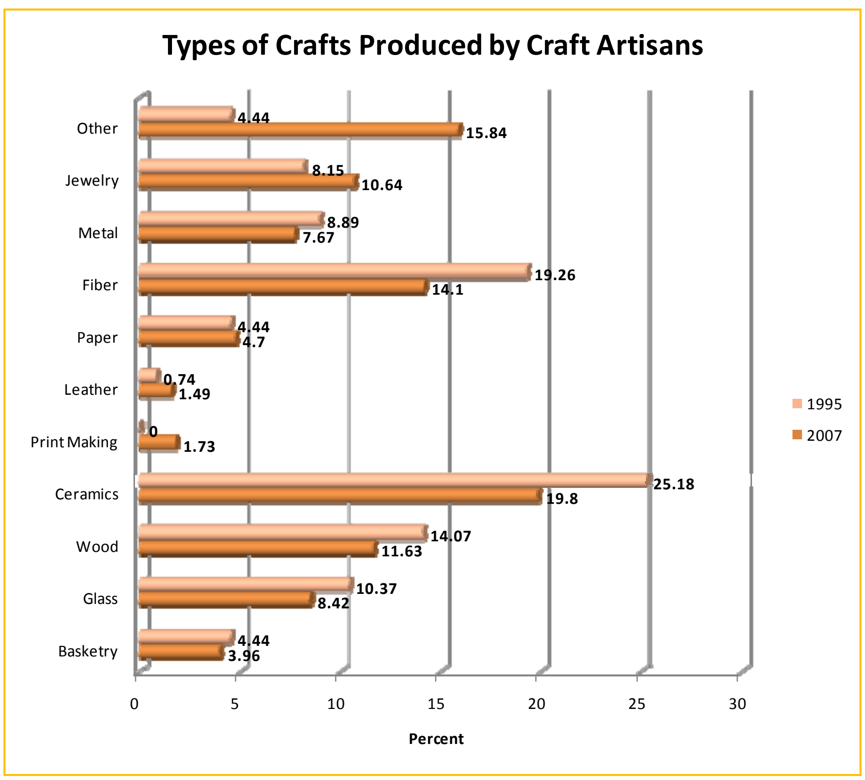

2007 Survey of WNC Craft Artisans (N = 262)

## Figure 22

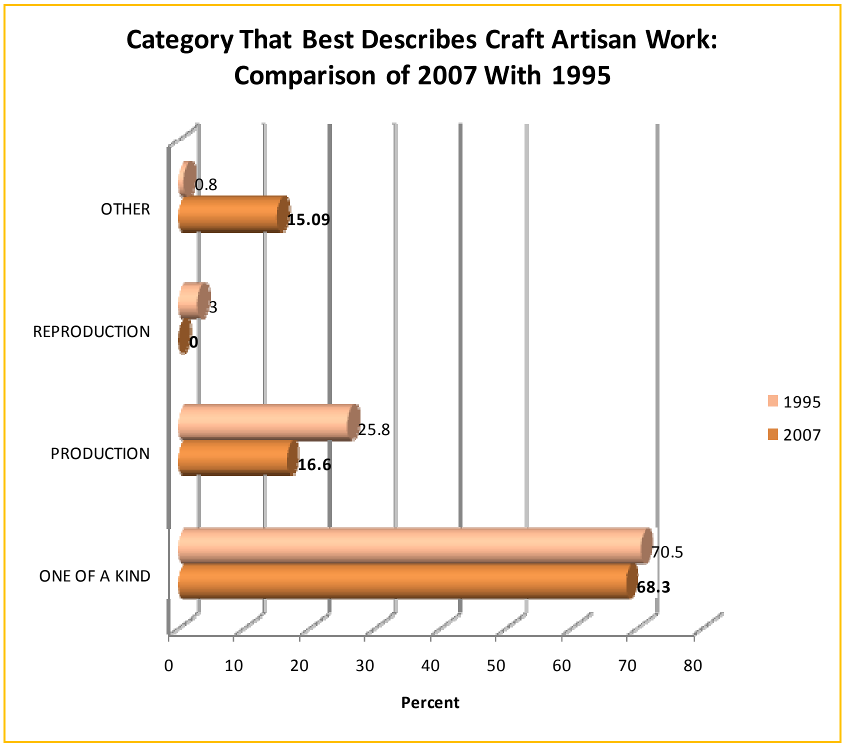



2007 Survey of WNC Craft Artisans (N = 274)

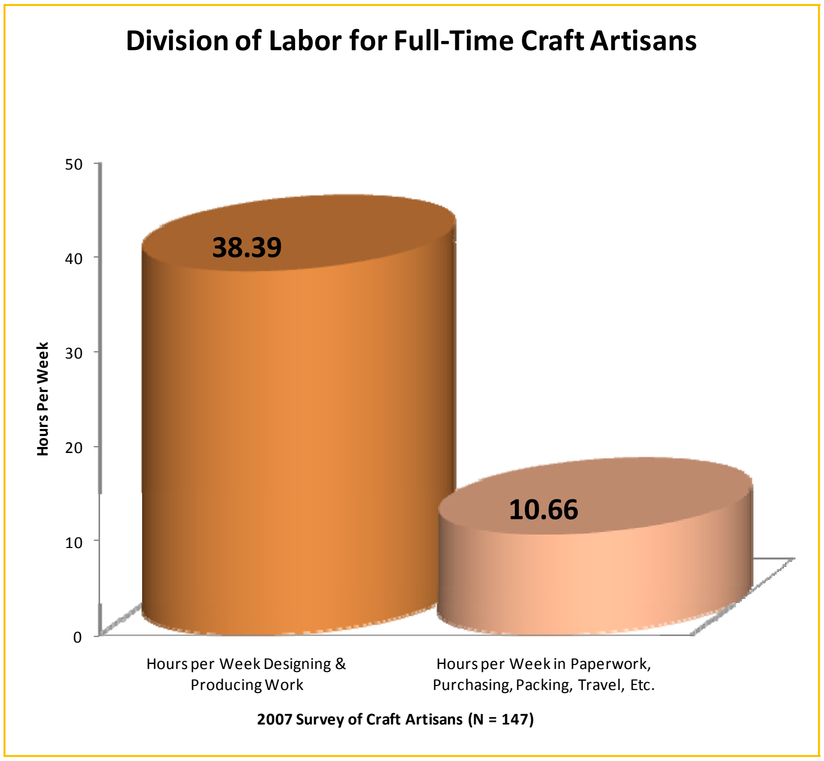
## Figure 23



## Figure 24



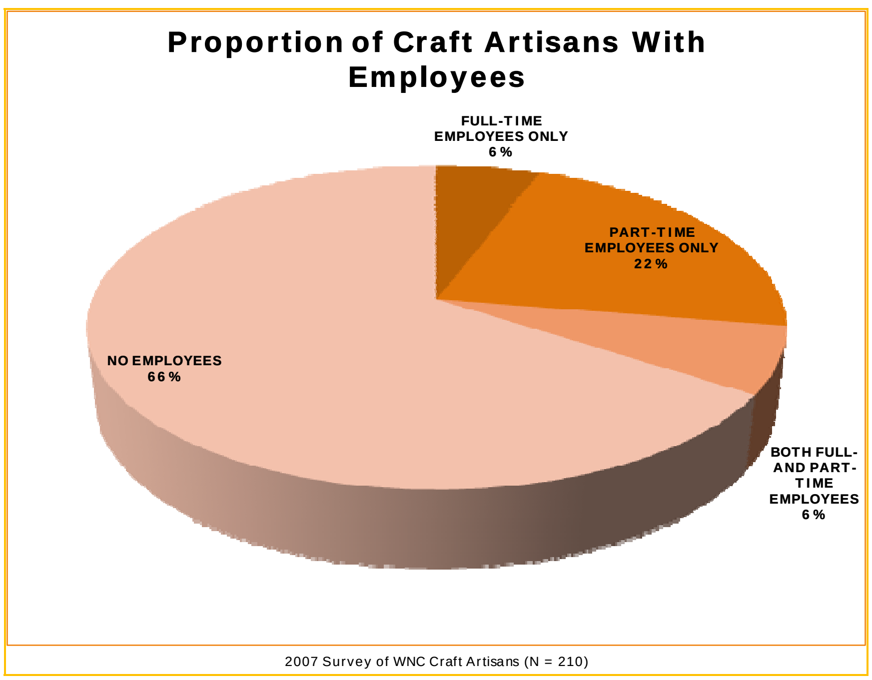

## Figure 25



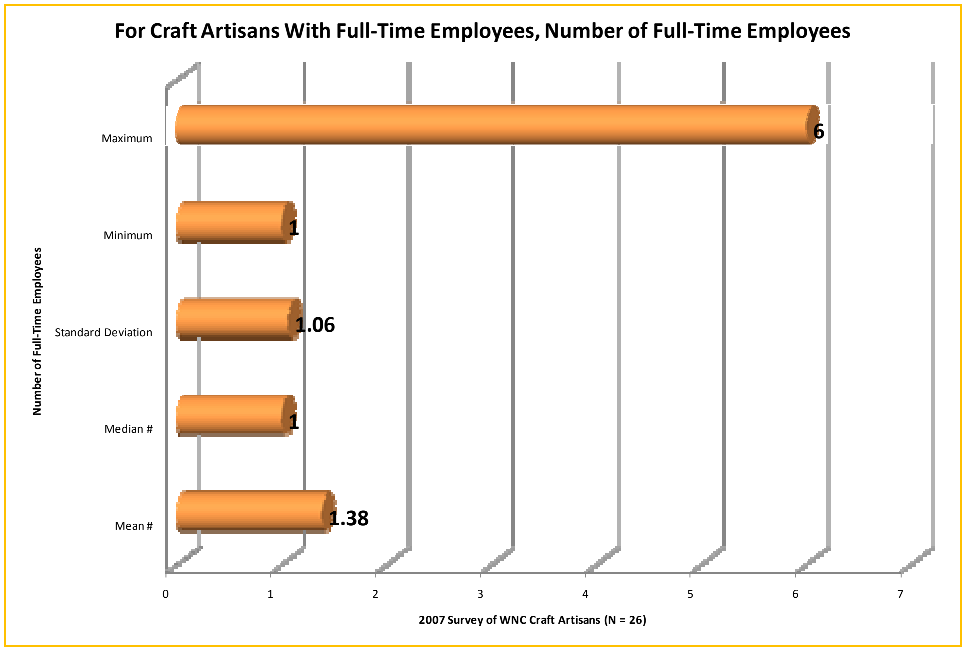

## Craft Artisan Employment

Craft artisan employment statistics include the proportion of craft artisans with full- and part-time employees and the average number of full- and part-time employees employed by these craft artisans. As Figure 26 shows, one third of WNC craft artisans reported having employees. Six percent of the sample reported having both full- and part-time employees, while 6% had only full-time employees and 22% had only part-time employees (Figure 26). For the 12% of the sample reporting full-time employees, the average number of full-time employees was 1.38. For the 28% of the sample reporting part-time employees, the average number of part-time employees was 1.68 (Figures 27 & 28 respectively). Finally, almost one-third of craft artisans reported subcontracting some portion of their craft business, incurring a wide range of expenses from $50 per year to $25,000 per year (Figure 29).

**Figure 26**



## Figure 27




## Figure 28

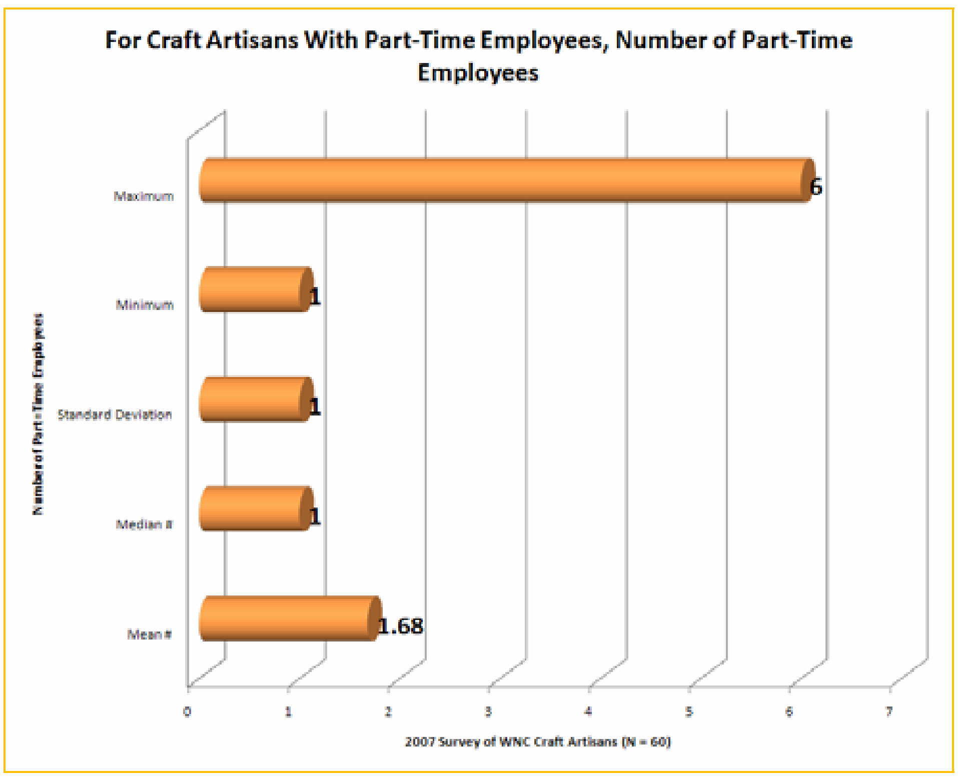
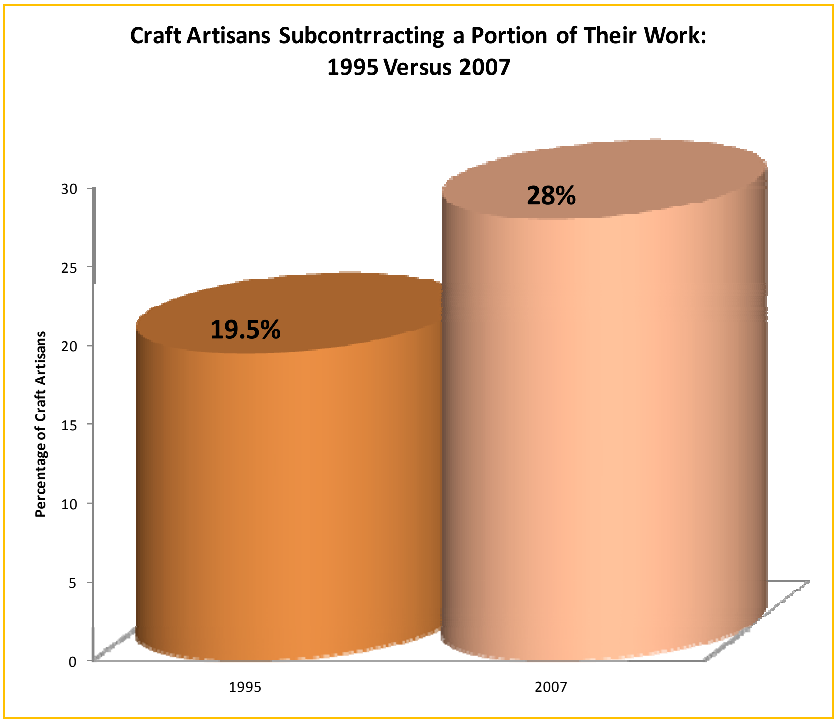


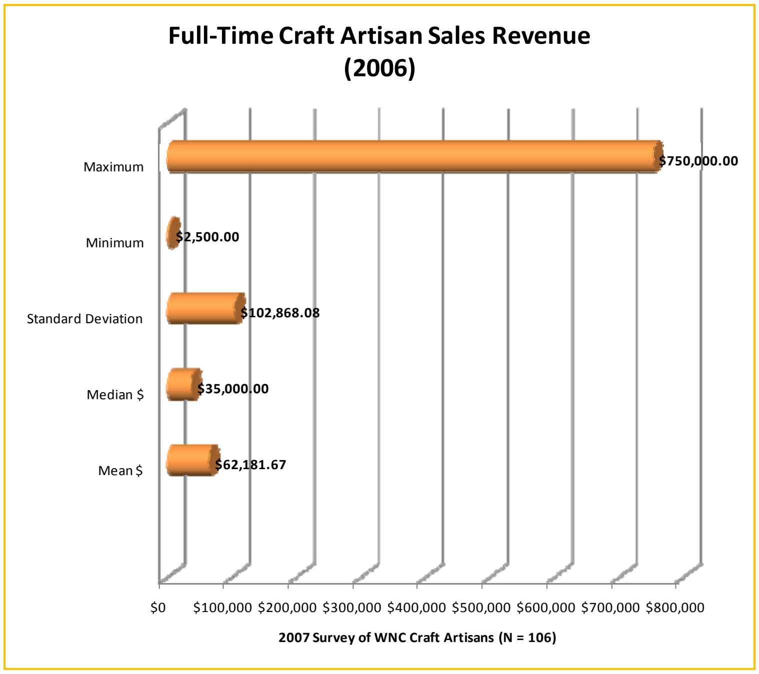
**Figure 29**



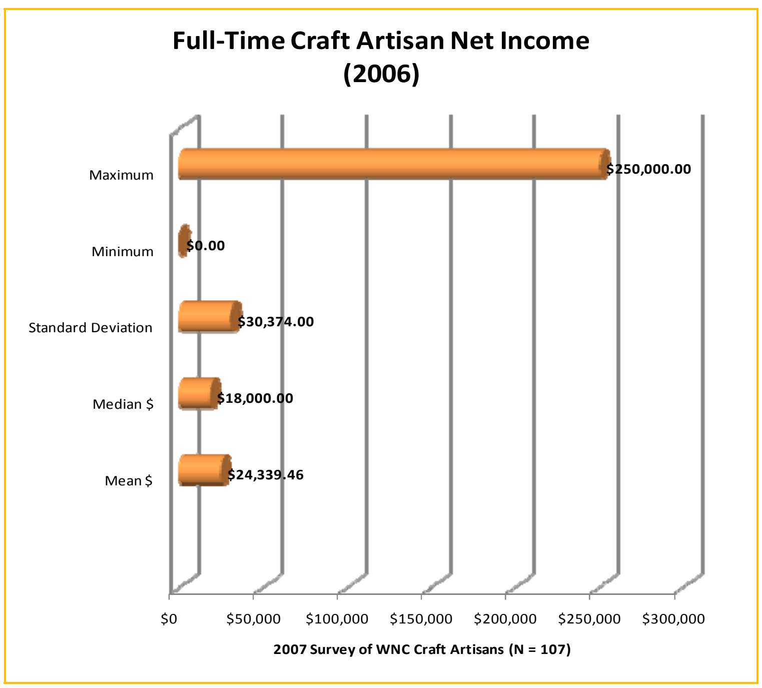

**Craft Artisan Sales & Income**

This section describes full-time and part-time craft artisan sales revenue and net income. Figure 30 shows that the average full-time craft artisan sales revenue (resulting from the sale of their crafts in their last fiscal year, 2006) was $62,181.67 and their average net income was $24,339.46 (Figure 31). Part-time craft artisan average sales revenue (resulting from the sale of their crafts in their last fiscal year, 2006) was reported to be $9,928.71 (Figure 32) with an average net income of $4,821.68 (Figure 33). Craft artisan household income is shown in Figure 34. A higher percentage of WNC craft artisan households represented middle to upper middle incomes compared to state household incomes, and a lower portion of households had lower and highest incomes. The median household income for the population of WNC in 2003 was $32,861. The median household income for the State of North Carolina was $37,315. The median household income for the craft artisans surveyed in 2007 was $48,065.

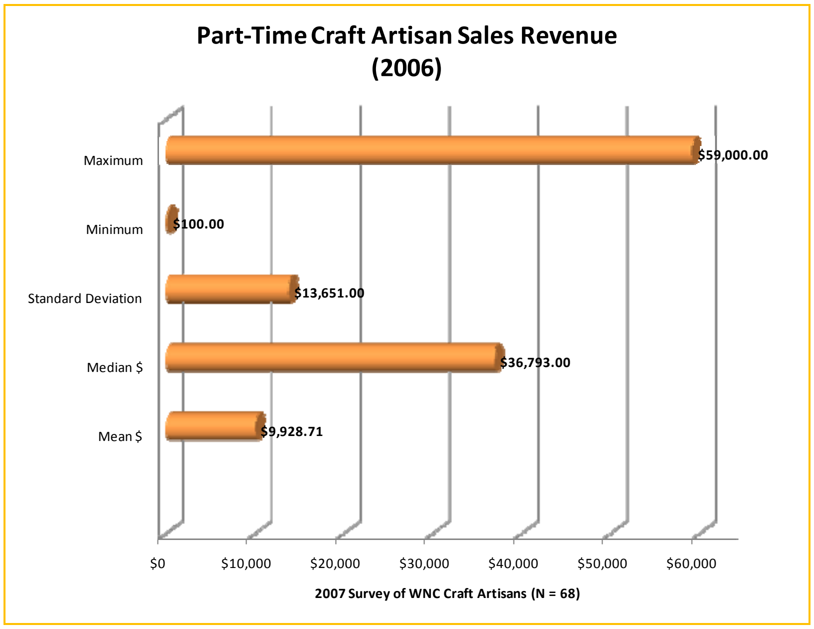
## Figure 30




## Figure 31



## Figure 32




## Figure 33

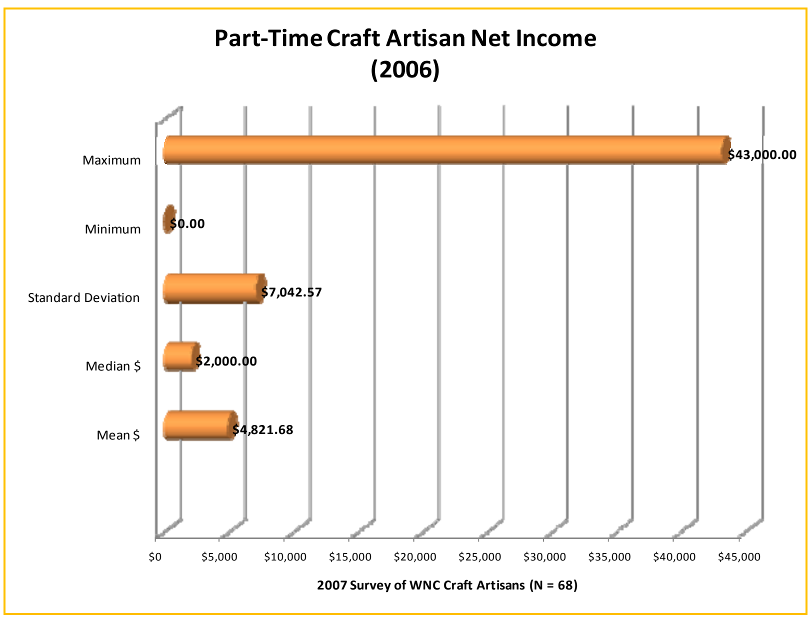
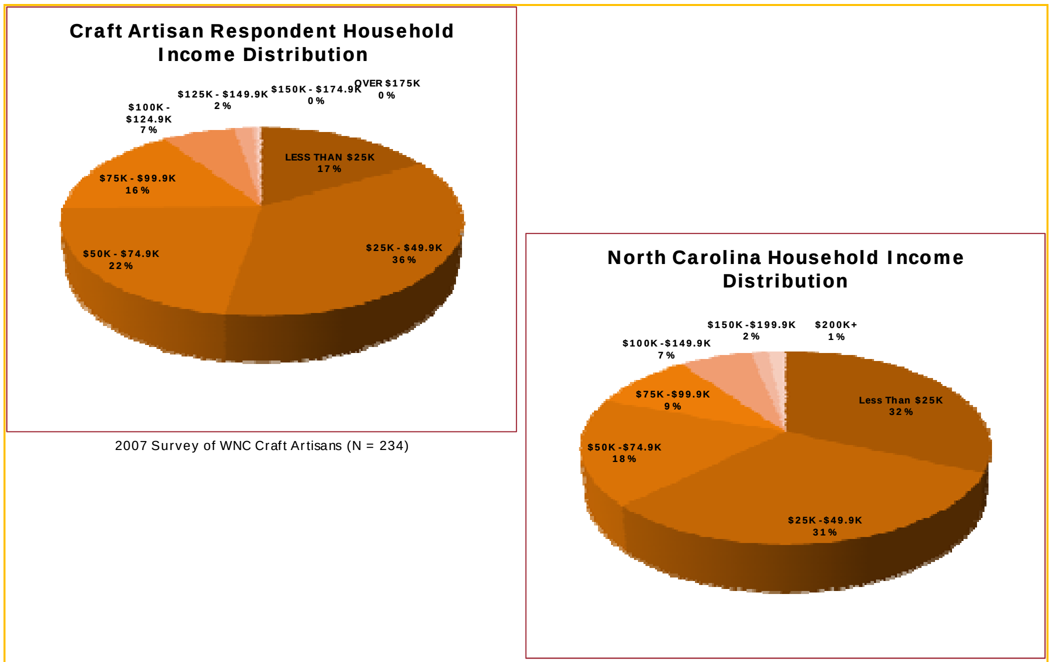


Figure 34



2007 Survey of WNC Craft Artisans (N = 234)

Source: U.S. Census Bureau, 2003 American Community Survey

## Craft Artisan Distribution Channels

Figures 35 & 36 describe the venues where craft artisans sell their work. Craft artisans reported that they can market 65% their work within the 25 counties of Western North Carolina, and 74% of their work in North Carolina (Figure 35). In 1995, craft artisans reported that they could market 60% of their work in North Carolina. In the 2007 survey, craft artisans reported that the largest increase was an almost doubling of studio sales compared to ten years ago (Figure 36).

Figure 35

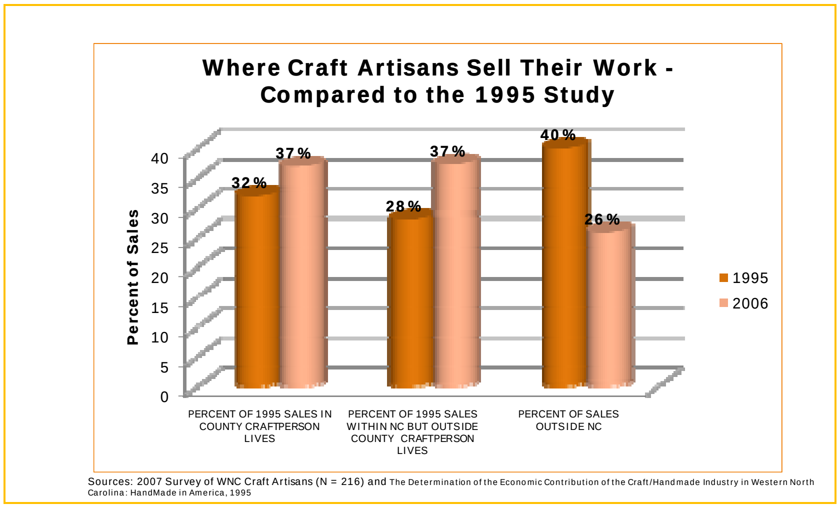
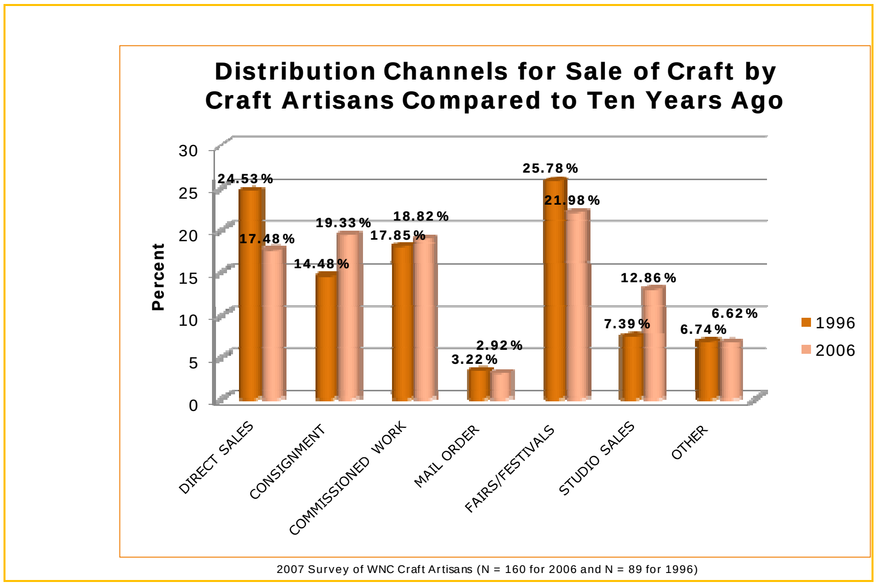



**Figure 36**




## Craft Artisan Expenses

Figures 37 - 41 present average full- and part-time craft artisan expenses, geographic sourcing of equipment and materials, studio locations and studio expenses. Half of the expenses for full- and part-time craft artisans are in the form of materials that are required to create the work. The other half are expenses related to operating their business (Figures 37 & 38). The majority of craft artisan equipment and material purchases are sourced from within the counties of Western North Carolina (56%), and this has not substantially changed over the past 11 years (Figure 39). However, more craft artisans reported using a remote studio in 2006 versus 1995 (Figure 40). For those craft artisans that reported using a remote studio, their average expense related to rent or mortgage was $4,156 per year (Figure 41).

**Figure 37**

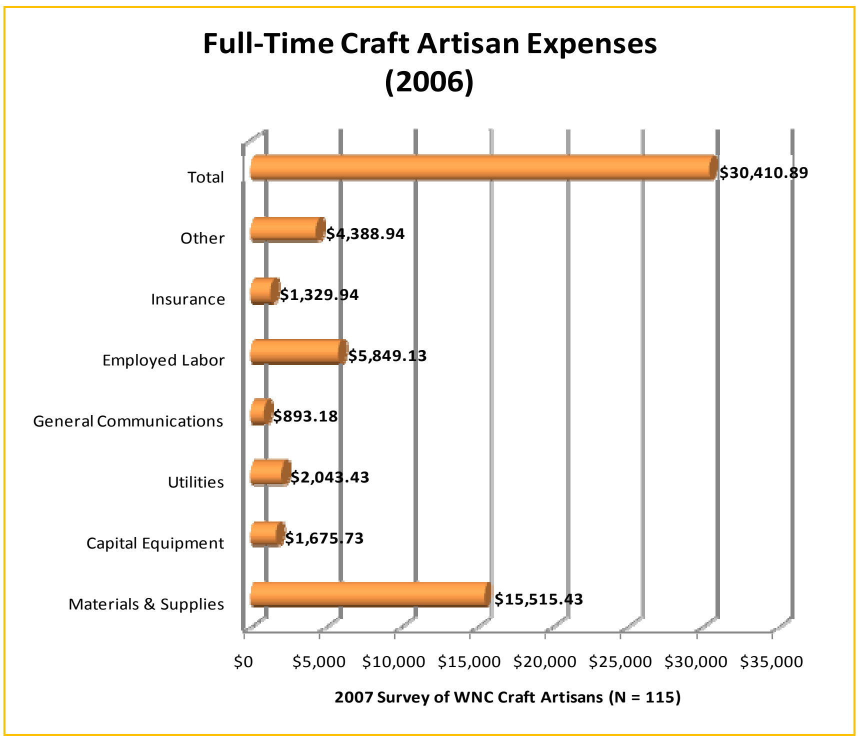


**Figure 38**

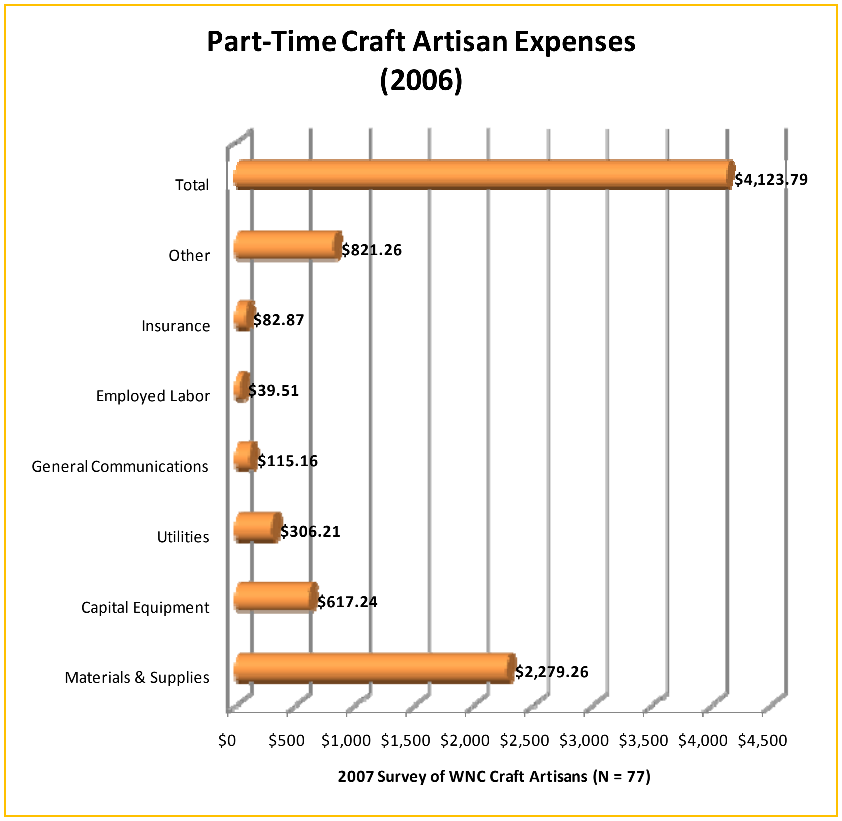
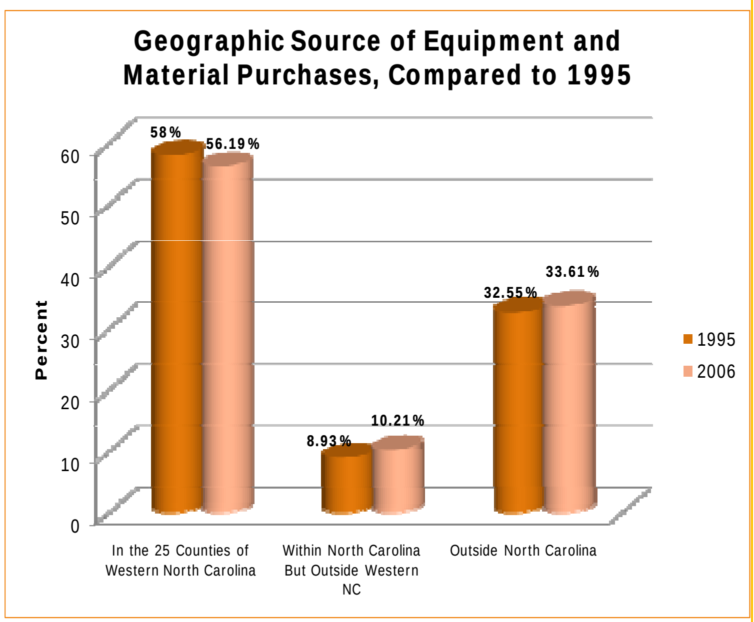



**Figure 39**




Sources: 2007 Survey of WNC Craft Artisans (N = 224) and The Determination of the Economic Contribution of the Craft/Handmade Industry in Western North Carolina: HandMade in America, 1995

**Figure 40**

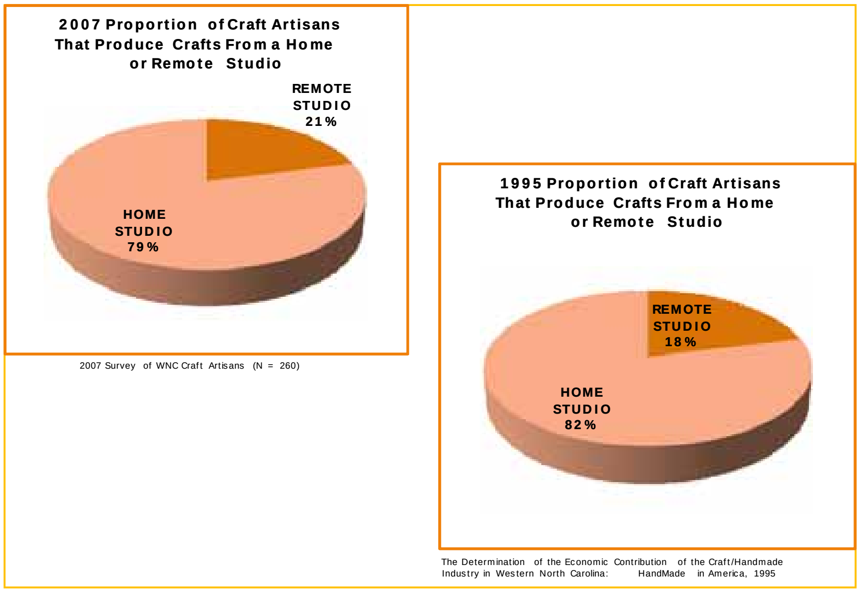
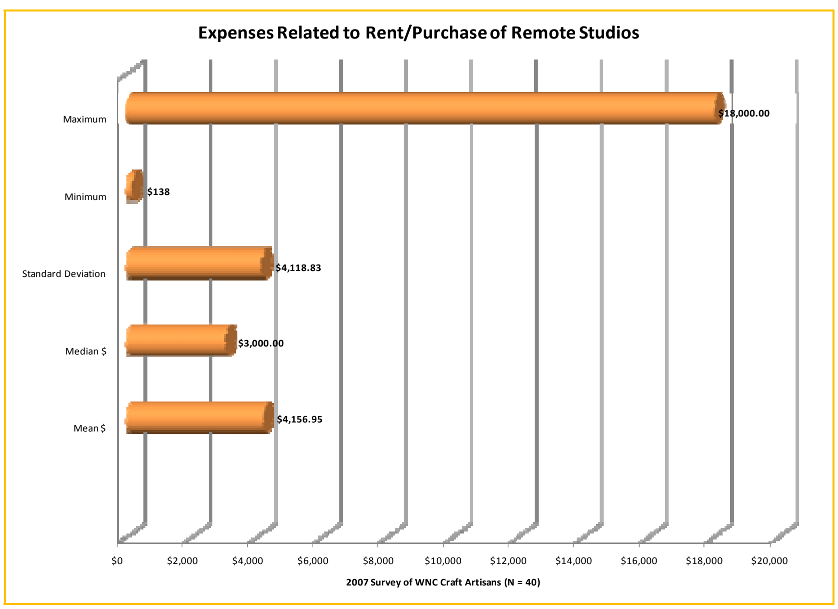



**Figure 41**




## Estimated Direct Economic Impact of Craft Artisans in Western North Carolina

The estimated direct economic impact of craft artisans is computed as a weighted average: The proportion of full-time artisans in the sample (56%) multiplied by full-time artisan average sales revenue ($62,181.67, Figure 30) added to the proportion of part-time artisans in the sample (44%) multiplied by part-time artisan average sales revenue ($9,928.71, Figure 32). Multiplying the estimated number of craft artisans in Western North Carolina (2,200 sampling frame) by the weighted average results in an estimated craft artisan net direct economic impact in WNC of $86,218,808. This estimate assumes that the proportion of full- and part-time craft artisans in the sample is equal to the proportion in the sampling frame of 2,200.

## Section III: Craft Galleries & Shops

The discussion of craft galleries and shops in WNC includes the procedure used to collect the data, as well as some descriptive statistics on craft gallery and shop employment, suppliers, the types of crafts sold by craft shops, percentage of sales from various crafts and tourists versus locals, craft shop sales, and craft shop sales from handmade goods. The section concludes with an economic impact estimate for craft galleries and shops in WNC.

### Data Collection Procedure

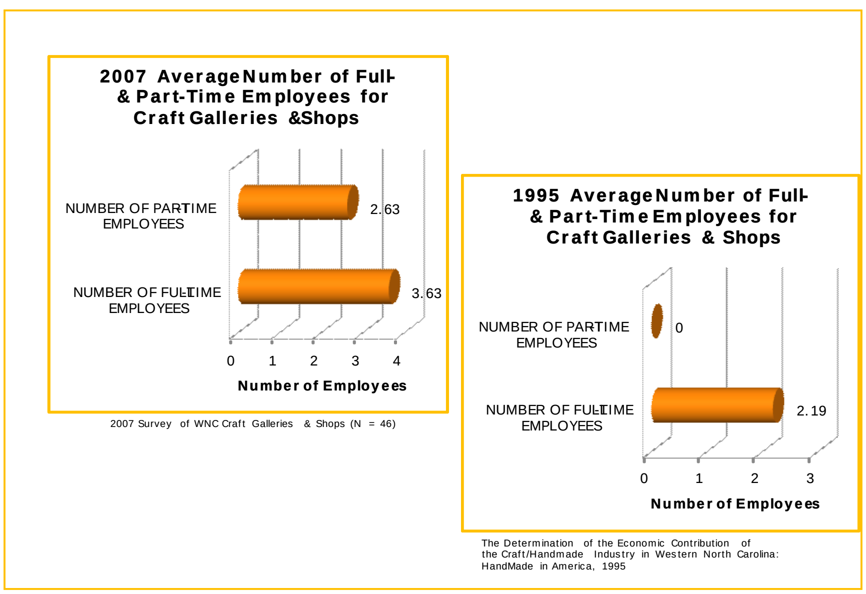
Appendix C provides the craft galleries and shops tables that were created as a result of the data analysis. A mail survey was sent to 100 identified craft galleries and shops. Forty-six were returned for a response rate of 46%.

### Description of Craft Galleries & Shops in WNC

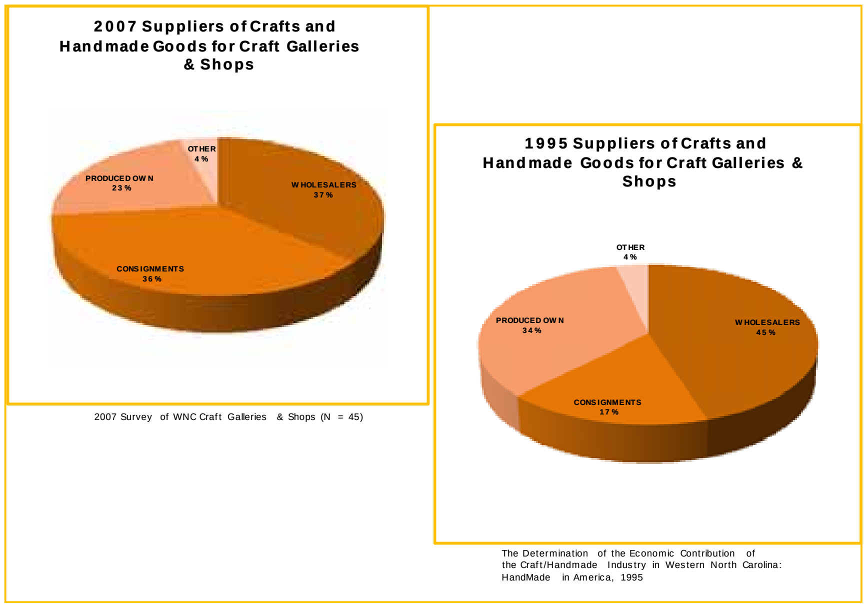
Figures 42 - 49 profile the craft galleries & shops in the sample. Compared to the 1995 HandMade in America study, craft galleries & shops in 2006 reported more full- and part-time employees (Figure 42). In 2007 the 100 craft galleries on the HandMade in America roster were surveyed for a targeted market for the professional craft artisans. In 1995, a much larger group and multiplier included any retailer that might sell craftwork including antique stores and florists, for a total of 820 retailers. Currently, craft galleries & shops reported decreased sourcing from wholesalers and making their own arts & crafts but increased consignments compared to 1995 (Figure 43). Craft galleries & shops reported that over 70% of the crafts that they sold in fiscal year 2006 were produced in Western North Carolina, compared to over 75% in 1995 (Figure 44). The types of crafts sold by galleries & shops remained relatively unchanged from 1995 to 2006

(Figure 45). However, there was a shift in the proportion of sales that resulted from different types of craft sales. For example, the largest increase in craft sales was for ceramics, while decreases were seen in the sales of basketry and metal crafts (Figure 46). The proportion of craft gallery & shop sales to locals versus tourists has modestly increased from 1995 to 2006 (Figure 47). With respect to sales revenue, the 2006 average sales revenue was $1,424,510, compared to 1995 sales of $175,848. However, the 2006 average is skewed by large organizations reporting very high sales revenue. This is evidenced by craft gallery & shop median income of $160,000. Finally, average sales revenue derived by craft galleries & shops strictly from crafts or handmade goods was reported to be $516,960 which appears to be up from $86,443 reported in 1995.

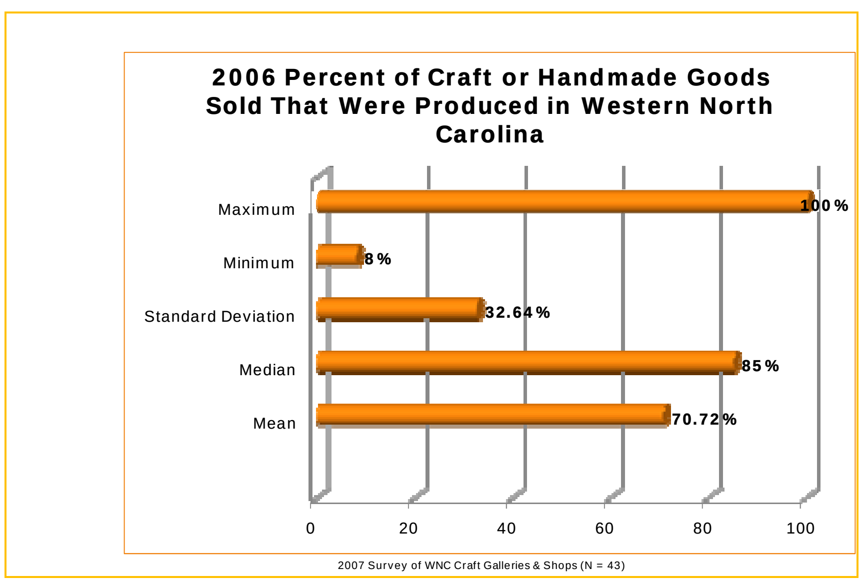
**Figure 42**



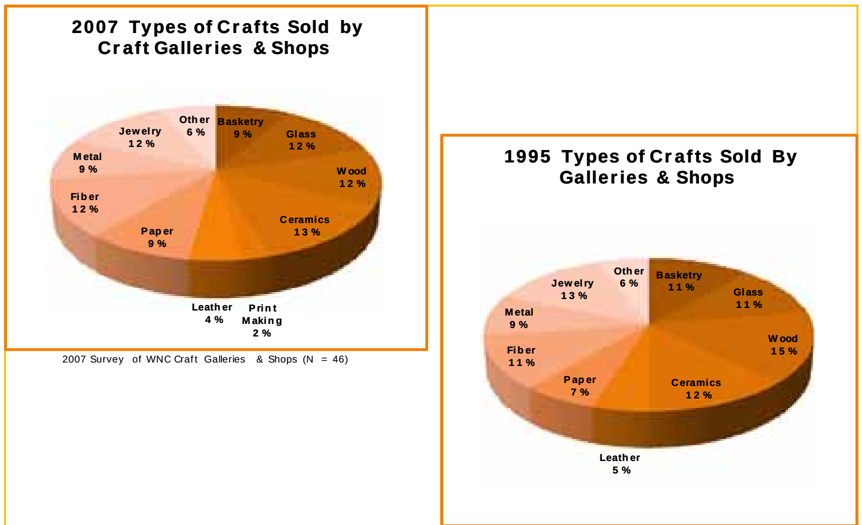
## Figure 43




## Figure 44



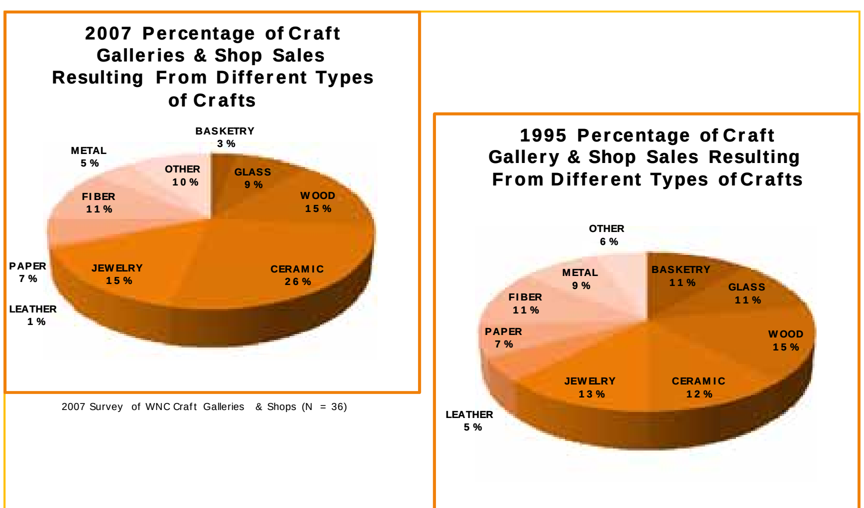
## Figure 45




2007 Survey of WNC Craft Galleries & Shops (N = 46)

The Determination of the Economic Contribution of the Craft/Handmade Industry in Western North Carolina: HandMade in America, 1995

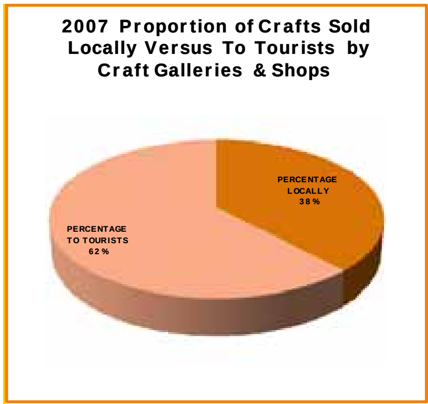
## Figure 46



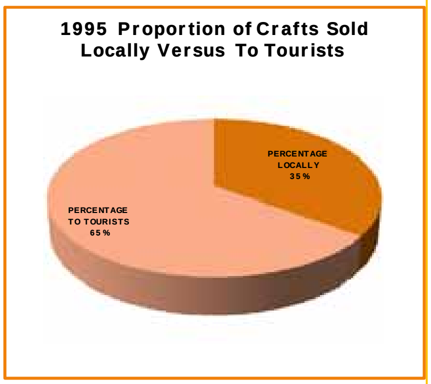

2007 Survey of WNC Craft Galleries & Shops (N = 36)

The Determination of the Economic Contribution of the Craft/Handmade Industry in Western North Carolina: HandMade in America, 1995

## Figure 47




2007 Survey of WNC Craft Galleries & Shops (N = 44)




The Determination of the Economic Contribution of the Craft/Handmade Industry in Western North Carolina: HandMade in America, 1995

## Figure 48

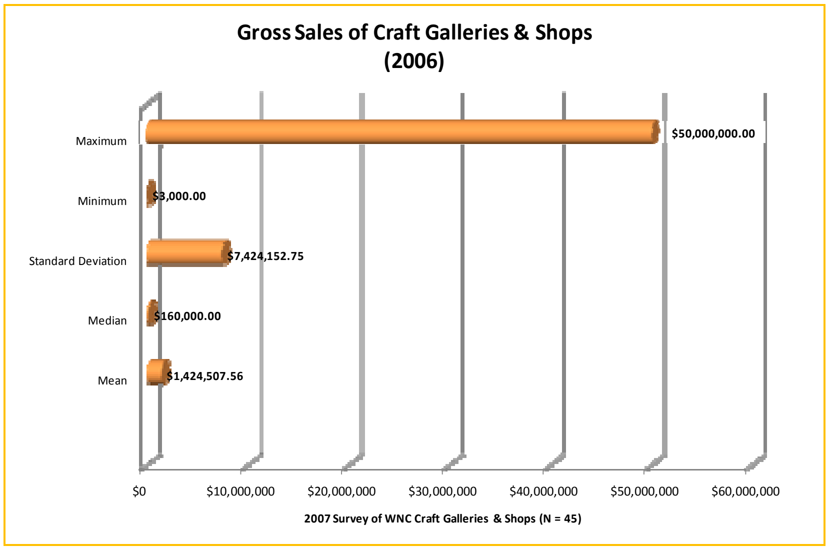
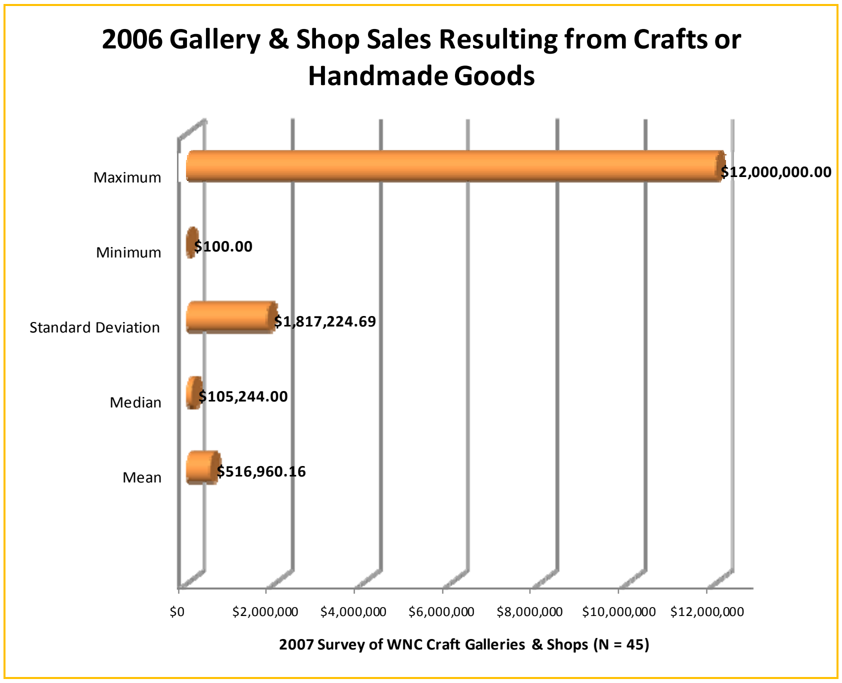


**Figure 49**




**The Estimated Direct Economic Impact of Craft Galleries & Shops in WNC**

Of the 136 craft galleries & shops in WNC that were identified, the sample of 46 reported that their total sales revenue was $23,263,207. Assuming that the 46 craft galleries & shops in the sample were representative of the other 91 in the sampling frame, this would imply a direct economic impact estimate of $70,306,592 (which is $23,263,207/.33). However, many of the arts and crafts sold by these galleries and shops were produced by artisans in WNC. Figure 43 shows that, on average, craft galleries & shops reported that 36% of the crafts they sold were consignments. The assumption was that half of the consignment sales were attributed to the craft artisans ($12,655,186) and half to galleries and shops ($12,655,186). Therefore, after adjusting for double-counting, the net direct estimated economic impact of craft galleries and shops was conservatively estimated to be $57,651,405.

## Section IV: Craft Schools

**Description of Craft Schools in WNC** (prepared by Dian Magie)

The following is a list of the craft schools operating in Western North Carolina, only a portion of which are included in this economic impact study.

- **Historic Nonprofit Schools with Housing -** *Education in the skills and business of the craft industry began in the early 1900's and is a foundation of the craft industry today.*

  - **John C. Campbell Folk School**, founded in 1925, today offers more than 800 week-long classes in contemporary and traditional craft.
  - **Penland School of Craft**, established in 1926, now spans 400 acres and more than 40 structures hosting more than 1,200 students in 10 craft media each year.

- **Medium Specific Nonprofit Craft Schools -** *Schools with workshops throughout the year meet the demand for advanced skills in specific mediums*:

  - **Earth Guild** (fiber) founded in 1970 offered 16 multi-week fiber workshops in 2007.
  - **Odyssey Center for the Ceramic Arts** (clay) founded in 1994 served more than 400 students in 7 week, 9 week, and intensive 1 week classes in 2007.
  - **Book Works** (paper, printmaking) founded in 2004.
  - **Mountain Metalsmiths School of Jewelry & Lapidary** (jewelry) founded in 2007.
  - **Cloth Fiber Workshop** (fiber) founded in 2007.
  - **Asheville Woodworking School** (wood) founded in 2007 with 25 classes and 175 students.

- **Community Colleges with craft specific programs -** *Community colleges focus not only on mastering the craft production skills but also on how to open and operate a successful business. WNC Community Colleges with a craft focus include:*
  - **Haywood Community College**, Professional Crafts program since 1970, (Clyde) -wood, metal, fiber, clay.
  - **Mayland Community College** (Spruce Pine) business classes for craft industry, including EnergyXchange glass and clay artisans (methane use).
  - **Blue Ridge Community College** (Flat Rock) metal courses for sculptors.
  - **Southwestern Community College (**Sylva) Jackson County Energy Park, business incubator, blacksmithing (methane use).
  - **Western Piedmont College** (Morganton) Professional Crafts program, clay and wood

- **University of North Carolina -** *UNC educational programs also serve the craft community and infuse it with new graduates.*
  - **Center for Craft, Creativity and Design** opened in 2001 as an inter-institutional center of the University of North Carolina located in Hendersonville serving WNC with a mission of craft research and scholarship.
  - **UNC Asheville Craft Campus**, to be built on Buncombe County landfill using methane as an energy source, has a director and is in the planning/design phase.

  *The three UNC campuses in Western North Carolina offering BFA degrees in craft disciplines:*
- **Appalachian State University**, BFA in ceramics, fiber, printmaking, metalsmithing.

- **UNC Asheville** BFA in ceramics, metal sculpture, printmaking.
- **Western Carolina University** BFA in clay, metal sculpture, printmaking.

**The Estimated Direct Economic Impact of Craft Schools in WNC**

For purposes of this report only the educational institutions listed below are included in the economic impact analysis. Those educational institutions and their revenue include:

| Craft School | 2006 Revenue |
|---|---|
| John C. Campbell Folk School | $5,200,000 |
| Penland School of Crafts | $4,858,995 |
| Haywood Community College, Professional Crafts Program | $457,666 |
| UNC Asheville Craft Campus (staff and design planning) | $404,000 |
| UNC Center for Craft Creativity & Design | $858,463 |
| **Total** | **$11,779,124** |

Therefore, the conservatively estimated direct economic impact from craft schools in WNC is $11,779,124.

## Section V: Craft Organizations

**Description of Craft Organizations in WNC** (prepared by Dian Magie)

The following is a list of the craft organizations operating in Western North Carolina, only a portion of which are included in this economic impact study.

- **National Nonprofit Craft Organizations -** *National organizations have found the WNC location attractive because of the number of artisans in the area.*
    - **The Furniture Society**, founded in 1996, to advance the art of furniture making, represents over 1000 members throughout the U.S. and Canada and is headquartered in Asheville.
    - **The Alliance of the American Quilt,** founded in 1993, is a national organization of scholars, quiltmakers and scholars to document, preserve and share the American quilt heritage headquartered in Asheville.
    - **The Arts Business Institute,** founded in 1992 and headquartered in Asheville, is a national organization providing business seminars throughout the U.S. for artisans.

- **Regional Craft Organizations -** *Two regional craft organizations were created to support the craft industry and artisans of the region.*
    - **The Southern Highlands Craft Guild,** traces its beginnings to Allenstand Cottage Industries founded in Madison County in 1897 to market the work of artisans in Western North Carolina. Today the 900 + traditional and contemporary juried artisans sell their work from the Guild's two craft fairs, and five craft shops, including the Allenstand Craft Shop now in Asheville, and on the Blue Ridge Parkway, the Parkway Craft Center in Blowing Rock and the Folk Art Center at milepost 382 in Asheville.
    - **HandMade in America,** founded in 1993 to celebrate the traditional handmade and contemporary craft industries of the 25 counties in Western North Carolina. Their *Craft and Heritage Trails of Western North Carolina* directs visitors to over 125 craft artisans studios and 130+ galleries, through 3 editions and over 50,000 copies. In 2006 the *Handcrafted Architectural Elements* publication and program linked craft artisans with architects and designers. HandMade conducted the 1995 Economic Impact Study, and has coordinated small town revitalization in asset based resources, most notably the craft industry.

- **Local Arts Agencies -** *There is an arts council for each county in North Carolina, and those in WNC focus much of their programming on craft artisans. .*
    - **Toe River Arts Council** was founded in 1976 to support the arts in Mitchell and Yancey County. They operate craft galleries in both Burnsville and Spruce Pine and the Toe River Studio Tours of over 145 artisans studios in June and December.
    - **McDowell Arts Council** sponsors a Pottery Market with 66 exhibitors the first of December.
    - **Transylvania County Arts Council** offers small business workshops for craft artisans.
    - **Haywood County Arts Council** operates a gallery in Waynesville.

- **WNC Craft Artisan guilds and nonprofit organizations -** *Craft artisans are members of WNC guilds, associations, and nonprofits organized to provide peer networking, marketing opportunities, and promotion.*

    - **River District Artisans** is a nonprofit representing over 100 artisans with studios in 13 large industrial buildings along the river and railroad in Asheville with marketing and open studio strolls in June and November each year.
    - **The Carolina Mountain Woodturners** has over 400 members and is the largest of the 290 local chapters of the American Association of Woodturners.
    - **Western North Carolina Quilters Guild** has over 200 members and sponsors workshops and quilt exhibitions.
    - **Fiber Arts Alliance (Asheville)** has over 300 members with workshops, meetings and exhibitions.
    - **Potters of the Roan** is a guild of emerging and nationally recognized potters, located in Bakersville.

**The Estimated Direct Economic Impact of Craft Organizations in WNC**

For purposes of this report only the craft organizations listed below are included in the economic impact analysis. Those craft organizations and their revenue include:

| Craft Organizations | 2006 Revenue |
|---|---:|
| Southern Highlands Craft Guild | $3,000,000 |
| HandMade in America | $1,056,000 |
| Toe River Arts Council | $350,000 |
| **Total** | **$4,406,000** |

Therefore, the conservatively estimated direct economic impact from craft organizations in WNC is $4,406,000.

# Section VI: Craft Suppliers

**Description of Craft Suppliers in WNC** (prepared by Dian Magie)

Several craft suppliers operate out of Western North Carolina supplying artisans nationally and internationally with craft supplies. The following is a list of those suppliers:

- **EarthGuild,** "serving the needs of the crafts community since 1970" through their showroom on Haywood Street in Asheville, and a complete mail-order service of tools and materials "for serious craft work," with an emphasis on fiber supplies from baskets to weaving.

- **Highwater Clays** has been a manufacturer of clays and distributor of ceramic supplies and equipment since 1985. They sell nationally through an online catalog, out of their headquarters location in a 42,000 sq. ft. Asheville warehouse, and through their second location since 2002, Highwater Clays of Florida.

- **Artpaper** has been an online supplier of fine papers since 1995, selling papers and bookbinding materials to schools, universities and artisans located in Asheville.

- **Spruce Pine Batch Company**, located in Spruce Pine since 1999, sells nationally online and from their company location, equipment and supplies used by glass artisans.

- **Lark Publishing,** located in Asheville with over 50 employees, has a publication list of more than 300 books, with 60-70 new titles every year on various aspects of the craft industry. Begun in 1979 and locally owned and operated until 2004 when it became a division of Sterling Publishing Company.

**The Estimated Direct Economic Impact of Craft Suppliers in WNC**

Although it was not possible to report the revenue for all these organizations, a bundled sales revenue figure for Highwater Clays and Lark Publishing was $17 million. Eighty percent of Highwater Clay's sales are out of state and 98% of Lark Book's sales are out of state; 85% are on craft, featuring the work of a network of over 200 WNC craft artisans. Therefore, this study conservatively estimated the direct economic impact of craft suppliers in WNC to be $15 million.

## Section VII: Total Direct Economic Impact of the Craft Industry in WNC

The estimated total direct economic impact of the craft industry in WNC is conceived to be the sum of the craft consumer tourism direct economic impact ($31,478,262), the craft artisan direct economic impact ($86,218,808), the craft gallery & shop direct economic impact ($57,651,405), the craft educator direct economic impact ($11,779,124), the craft organization direct economic impact ($4,406,000), and the craft supplier direct economic impact ($15,000,000). Therefore, the total direct economic impact for the craft industry in Western North Carolina is estimated to be $206,533,599.

## Section VIII: Summary, Limitations & Conclusions

The current estimated economic impact of the craft industry in Western North Carolina of $206,533,599 represents an approximate $84,517,600 increase over the $122,000,000 economic impact originally computed in 1995. This turns out to be about a 69% increase (69.3%). Assuming an average 3% per year inflation rate compounded over the last 12 years (42.6%) then the adjusted economic impact growth is about 26.7% or about 2.2% per year real industry growth rate (adjusted for inflation).

This increased economic impact is somewhat attributable to the increased size of the professional craft artisans who have grown from 739 in 1995 to 2,200 presently, representing about a 198% increase over that time period.

It should be noted that, although several precautions were undertaken to reduce the possibility of double-counting, some double counting may still have occurred.

However, it seems that the $206,533,599 estimated direct economic impact arrived at in this study is conservative since:

- The entire population of craft artisans in WNC may not be accounted for.
- The entire population of craft galleries and shops in WNC may not be accounted for.
- The entire population of craft organizations did not provide revenue figures.
- The entire population of suppliers did not provide revenue figures.
- The study estimated direct economic impact only, there was no accounting for indirect economic impact and induced economic impact (i.e., the multiplier effect).

# Appendix A

# The Economic Impact of the Craft Industry in Western North Carolina (2008): Section I, Craft Consumers

# Craft Consumer Tables

## Table 1

| Date of Survey Completion | | | |
|---|---|---|---|
| **Survey Date** | **Venue** | **Frequency** | **Percent** |
| Oct. 13, 2007 | Penland Event | 40 | 2.33 |
| Oct. 18, 2007 | So. Highlands Craft Fair | 160 | 9.31 |
| Oct. 19, 2007 | So. Highlands Craft Fair | 240 | 13.97 |
| Oct. 20, 2007 | So. Highlands Craft Fair | 340 | 19.79 |
| Oct. 26, 2007 | Fiber Fair | 236 | 13.74 |
| Oct. 27, 2007 | Fiber Fair | 371 | 21.59 |
| Oct. 28, 2007 | Fiber Fair | 151 | 8.79 |
| Nov. 11, 2007 | Brevard Other (no date) | 79 | 4.60 |
| Dec. 1, 2007 | Toe River Open Studio Tour | 101 | 5.88 |

## Table 2

| Venue of Survey Completion (Based on response to question 1) | | |
|---|---|---|
| **Venue** | **Frequency** | **Percent** |
| Gallery/Retail | 157 | 9.36 |
| Craft Fair | 1,333 | 79.49 |
| Open Studio | 9 | 0.54 |
| Festival | 95 | 5.66 |
| Other | 83 | 4.95 |
| Missing = 41 | | |

## Table 3

| Estimated Crafts Purchases for This Event ($) | | | | | | |
|---|---|---|---|---|---|---|
| **Type of Craft** | **N** | **Mean** | **St. Dev.** | **Median** | **Min.** | **Max.** |
| Basketry | 1,265 | 4.96 | 43.15 | 0.00 | 0.00 | 1,000.00 |
| Glass | 1,265 | 16.43 | 92.56 | 0.00 | 0.00 | 1,600.00 |
| Wood | 1,265 | 23.99 | 123.22 | 0.00 | 0.00 | 2,600.00 |
| Ceramics | 1,265 | 34.63 | 120.90 | 0.00 | 0.00 | 2,200.00 |
| Jewelry | 1,265 | 26.75 | 110.36 | 0.00 | 0.00 | 3,000.00 |
| Leather | 1,265 | 2.97 | 16.76 | 0.00 | 0.00 | 200.00 |
| Paper | 1,265 | 3.32 | 24.31 | 0.00 | 0.00 | 400.00 |
| Metal | 1,265 | 6.98 | 54.30 | 0.00 | 0.00 | 1,000.00 |
| Fiber | 1,265 | 80.50 | 139.16 | 35.00 | 0.00 | 2,000.00 |
| Other | 1,265 | 18.37 | 124.95 | 0.00 | 0.00 | 2,300.00 |
| Total Craft Purchase | 1,265 | 218.91 | 322.49 | 112.00 | 10.00 | 3,500.00 |

**Table 4**

| Types of Crafts Interested in Viewing | | |
|---|---|---|
| **Sample Size** | | **1,718** |
| Basketry | Responses | 479 |
| | Percent | 9.13 |
| Glass | Responses | 575 |
| | Percent | 10.96 |
| Wood | Responses | 704 |
| | Percent | 13.42 |
| Ceramics | Responses | 709 |
| | Percent | 13.52 |
| Jewelry | Responses | 749 |
| | Percent | 14.28 |
| Leather | Responses | 239 |
| | Percent | 4.56 |
| Paper | Responses | 262 |
| | Percent | 5.00 |
| Metal | Responses | 1,110 |
| | Percent | 21.16 |
| Fiber | Responses | 332 |
| | Percent | 6.33 |
| Other | Responses | 86 |
| | Percent | 1.64 |
| Multiple response question with 5,245 responses. | | |

## Table 5

| Other Crafts Interested in Viewing | | |
|---|---|---|
| **Craft Type** | **Frequency** | **Percent** |
| Animals | 1 | 1.18 |
| Art | 17 | 20.06 |
| Books | 3 | 3.54 |
| Brooms | 1 | 1.18 |
| Clothing | 1 | 1.18 |
| Dolls/Toys | 14 | 16.52 |
| Etchings | 1 | 1.18 |
| Equipment | 5 | 5.90 |
| Fine Art | 1 | 1.18 |
| Fleece | 1 | 1.18 |
| Furniture | 1 | 1.18 |
| Graphic Arts | 1 | 1.18 |
| Gourds | 1 | 1.18 |
| Hammered Dulcimer | 1 | 1.18 |
| Herbs | 1 | 1.18 |
| Knitting Tools | 1 | 1.18 |
| Mixed Media | 5 | 5.90 |
| Music/Food | 1 | 1.18 |
| Ornaments | 1 | 1.18 |
| Patterns | 1 | 1.18 |
| Photography | 6 | 7.08 |
| Polymer | 1 | 1.18 |
| Pottery | 4 | 4.71 |
| Process Fiber | 1 | 1.18 |
| Sewing/Quilting | 3 | 3.54 |
| Sheepskin | 1 | 1.18 |
| Soaps/Lotions/Skin Care | 5 | 5.90 |
| Tile Work | 1 | 1.18 |
| Traditional Crafts | 1 | 1.18 |
| Unique Crafts | 1 | 1.18 |
| Wood Carving | 1 | 1.18 |
| Yarn/Knitted Goods | 6 | 7.08 |
| Missing = 1,633 | | |

## Table 6

| Total Amount Spent on Crafts | | | | | | |
|---|---|---|---|---|---|---|
| | N | Mean | Median | Standard Deviation | Min. | Max. |
| Amount Spent on Crafts Today | 1,294 | 164.09 | 325.44 | 80.00 | 0.00 | 6,000.00 |
| Amount Spent on Crafts in Past 12 Mos. | 1,453 | 908.61 | 1,652.60 | 500.00 | 25.00 | 25,000.00 |

## Table 7

| Types of Crafts Currently Have at Home | | |
|---|---|---|
| **Sample Size** | | **1,718** |
| Basketry | Responses | 901 |
| | Percent | 11.88 |
| Glass | Responses | 891 |
| | Percent | 11.75 |
| Wood | Responses | 1,058 |
| | Percent | 13.96 |
| Ceramics | Responses | 1,088 |
| | Percent | 14.35 |
| Jewelry | Responses | 1,062 |
| | Percent | 14.01 |
| Leather | Responses | 295 |
| | Percent | 3.89 |
| Paper | Responses | 479 |
| | Percent | 6.32 |
| Metal | Responses | 1,190 |
| | Percent | 15.70 |
| Fiber | Responses | 491 |
| | Percent | 6.48 |
| Other | Responses | 126 |
| | Percent | 1.66 |
| Multiple response question with 7,581 responses. | | |

**Table 8**

| Other Types of Crafts At Home | | |
|---|---|---|
| **Type** | **Frequency** | **Percent** |
| Artwork | 10 | 8.40 |
| Antiques | 1 | 0.84 |
| Beading | 5 | 4.20 |
| Brooms/Tamari | 1 | 0.84 |
| Candles | 4 | 3.36 |
| Clay | 5 | 4.20 |
| Costuming/Clothing | 3 | 2.52 |
| Dolls/toys | 4 | 3.36 |
| Eggs | 1 | 0.84 |
| Eskimo Carvings | 1 | 0.84 |
| Fiber | 2 | 1.68 |
| Furniture | 1 | 0.84 |
| Garden | 1 | 0.84 |
| Gourds | 3 | 2.52 |
| Knitting | 1 | 0.84 |
| Knives | 1 | 0.84 |
| Looms | 1 | 0.84 |
| Mixed Media | 7 | 5.88 |
| Model Trains | 1 | 0.84 |
| Musical Instruments | 3 | 2.52 |
| Native American | 1 | 0.84 |
| Painting/Photography | 33 | 27.72 |
| Patterns | 1 | 0.84 |
| Pine Needle | 1 | 0.84 |
| Pottery | 1 | 0.84 |
| Printmaking | 2 | 1.68 |
| Quilting | 5 | 4.20 |
| Sewing | 1 | 0.84 |
| Scrapbooking | 1 | 0.84 |
| Sculpture | 1 | 0.84 |
| Soap | 7 | 5.88 |
| Spinning/Weaving | 4 | 3.36 |
| Stone | 2 | 1.68 |
| Tile Work | 1 | 0.84 |
| Yarn | 2 | 1.68 |
| Missing = 1,599 | | |

## Table 9

| Places of Craft Purchases in Past 12 Months | | |
|---|---|---|
| **Sample Size** | | **1,718** |
| Gift Shops | Responses | 572 |
| | Percent | 10.66 |
| Craft Galleries | Responses | 960 |
| | Percent | 17.90 |
| Chain Stores | Responses | 351 |
| | Percent | 6.54 |
| Catalogs | Responses | 297 |
| | Percent | 5.54 |
| Boutiques | Responses | 310 |
| | Percent | 5.78 |
| Craft Fairs | Responses | 1,269 |
| | Percent | 23.66 |
| Gift Shows | Responses | 162 |
| | Percent | 3.02 |
| Studio Visits | Responses | 464 |
| | Percent | 8.65 |
| Commissions | Responses | 68 |
| | Percent | 1.27 |
| Museum Shops | Responses | 386 |
| | Percent | 7.20 |
| Online | Responses | 352 |
| | Percent | 6.56 |
| Other | Responses | 173 |
| | Percent | 3.23 |
| Multiple response question with 5,364 responses. | | |

**Table 10**

| Other Places to Purchase Crafts | | |
|---|---|---|
| **Place** | **Frequency** | **Percent** |
| AC Moore | 1 | 0.58 |
| Airline Shops | 1 | 0.58 |
| Antique Stores | 3 | 1.74 |
| Artisans/Craftsmen | 16 | 9.28 |
| Art Show | 1 | 0.58 |
| Auctions/Flea Markets/Garage Sales | 7 | 4.06 |
| Folk Art Center | 4 | 2.32 |
| Craft Guild | 2 | 1.16 |
| Craft Schools | 9 | 5.22 |
| Craft Supply Houses | 1 | 0.58 |
| Discount Stores | 2 | 1.16 |
| Family | 2 | 1.16 |
| Farmers Market | 1 | 0.58 |
| Festivals | 5 | 2.90 |
| Friends | 6 | 3.48 |
| Fundraisers | 1 | 0.58 |
| Local Farms | 3 | 1.74 |
| Local Shops | 3 | 1.74 |
| Magazines | 1 | 0.58 |
| Manufacturer | 1 | 0.58 |
| National Park | 1 | 0.58 |
| Phone Orders | 2 | 1.16 |
| Pottery Market | 1 | 0.58 |
| Private Vendors | 2 | 1.16 |
| Retreats | 1 | 0.58 |
| Retail Shops | 1 | 0.58 |
| Specialty Stores | 43 | 24.94 |
| State Fair | 1 | 0.58 |
| Street Vendors | 1 | 0.58 |
| Thrift Stores | 4 | 2.32 |
| Trade Shows | 2 | 1.16 |
| Traveling | 6 | 3.48 |
| Vendors @ Convention | 1 | 0.58 |
| Woolworths | 2 | 1.16 |
| Yarn/Fiber Shops | 19 | 11.02 |
| Missing = 1,545 | | |

**Table 11**

| Most Important Source of Information to Attend This Event | | |
|---|---|---|
| **Information Source** | **Frequency** | **Percent** |
| Brochures | 56 | 4.83 |
| Billboards | 10 | 0.86 |
| Posters | 8 | 0.69 |
| Newspapers | 65 | 5.60 |
| Radio | 6 | 0.52 |
| Television | 6 | 0.52 |
| Magazines | 26 | 2.24 |
| Friends/Family | 375 | 32.33 |
| Previous Experience | 338 | 29.14 |
| Interest in Crafts | 125 | 10.78 |
| Internet | 58 | 5.00 |
| Other | 87 | 7.50 |
| Missing = 558 | | |

**Table 12**

| Other Sources of Information | | |
|---|---|---|
| **Information Source** | **Frequency** | **Percent** |
| Arts Council | 1 | 1.00 |
| Artisans | 2 | 2.00 |
| Classes | 2 | 2.00 |
| Email | 1 | 1.00 |
| Found by Accident | 6 | 6.00 |
| Friends/Family | 7 | 7.00 |
| Guild | 2 | 2.00 |
| Interest in animals & crafts | 4 | 4.00 |
| Invitation | 11 | 11.00 |
| Knitting Group | 1 | 1.00 |
| Newsletter/Flyer | 11 | 11.00 |
| Participant | 2 | 2.00 |
| Previous Experience | 15 | 15.00 |
| Quilt Shop | 1 | 1.00 |
| Resident | 1 | 1.00 |
| Vendor | 3 | 3.00 |
| Visiting Area | 3 | 3.00 |
| Word of Mouth | 3 | 3.00 |
| Yarn Shop | 6 | 6.00 |

| |
|---|
| Missing = 1,618 |

**Table 13**

| Number of People in the Travel Party | | | | | |
|---|---|---|---|---|---|
| N | Mean | Standard Deviation | Median | Minimum | Maximum |
| 1,575 | 2.72 | 2.24 | 2.00 | 1.00 | 35.00 |

**Table 14**

| Day Tripper or Overnight Visitor | | |
|---|---|---|
| | Frequency | Percent |
| Overnight | 720 | 56.34 |
| Day Tripper | 558 | 43.66 |
| Missing = 440 | | |

**Table 15**

| Number of Nights Staying in WNC During This Trip | | | | | | |
|---|---|---|---|---|---|---|
| | N | Mean | Standard Deviation | Median | Minimum | Maximum |
| Number of Nights in WNC | 1,285 | 2.08 | 5.17 | 1.00 | 0.00 | 104.00 |
| Only those Stayed Overnight | 720 | 3.71 | 6.46 | 2.00 | 1.00 | 104.00 |

**Table 16**

| Primary Reason to Visit Area | | |
|---|---|---|
| | Frequency | Percent |
| Heritage Sites | 23 | 2.35 |
| Music Activities | 13 | 1.33 |
| Cherokee Activities | 1 | 0.10 |
| Agricultural Activities | 26 | 2.66 |
| Craft Activities | 831 | 85.06 |
| Outdoor Recreation | 83 | 8.50 |
| Missing = 741 | | |

**Table 17**

| Estimated Amount Spent or Will Spend in WNC During This Trip | | | | | | |
|---|---|---|---|---|---|---|
| **Expense Category** | **N** | **Mean $** | **Standard Dev.** | **Median $** | **Minimum** | **Maximum** |
| Food, Drinks, Meals | 1,155 | 138.43 | 257.77 | 60.00 | 0.00 | 5,000.00 |
| Transportation Costs | 1,155 | 55.39 | 160.29 | 20.00 | 0.00 | 3,000.00 |
| Overnight Accommodations | 1,155 | 144.03 | 304.74 | 0.00 | 0.00 | 4,000.00 |
| Arts and Crafts Spending | 1,155 | 245.94 | 400.31 | 105.00 | 0.00 | 4,000.00 |
| Music Activities, Events & Recording | 1,155 | 13.07 | 92.33 | 0.00 | 0.00 | 2,000.00 |
| Admission & Tours | 1,155 | 11.71 | 36.06 | 0.00 | 0.00 | 500.00 |
| Outdoor Activities (fees/permits, equipment) | 1,155 | 3.50 | 19.84 | 0.00 | 0.00 | 300.00 |
| Clothing Accessories | 1,155 | 22.81 | 85.98 | 0.00 | 0.00 | 1,200.00 |
| Other Costs | 1,155 | 7.15 | 48.23 | 0.00 | 0.00 | 1,000.00 |
| Total Spending | 1,155 | 642.03 | 930.03 | 375.00 | 2.00 | 13,500.00 |
| Per Day Expenditure | 1,069 | 321.12 | 425.76 | 220.00 | 1.33 | 7,560.00 |
| Per Day Per Person Expenditure | 1,065 | 146.86 | 298.82 | 90.00 | 0.67 | 7,560.00 |

**Table 18**

| Other Areas of Spending | | |
|---|---|---|
| **Type of Spending** | **Frequency** | **Percent** |
| Art, Antiques, Jewelry, Pottery | 1 | 3.13 |
| Beads, Fabric | 1 | 3.13 |
| Chocolate | 1 | 3.13 |
| Farmer's Market | 1 | 3.13 |
| Golf | 1 | 3.13 |
| Parking | 7 | 21.91 |
| Retail | 1 | 3.13 |
| Books | 3 | 9.38 |
| Classes | 2 | 6.25 |
| Dog Bones | 1 | 3.13 |
| Gemming, Fossils | 1 | 3.13 |
| Groceries | 2 | 6.25 |
| Humidifier/Toys | 1 | 3.13 |
| Music Purchases | 1 | 3.13 |
| Shopping | 1 | 3.13 |
| Spa | 3 | 9.38 |
| Toiletries | 1 | 3.13 |
| Missing = 1,686 | | |

**Table 19**

| Respondent Gender | | |
|---|---|---|
| | **Frequency** | **Percent** |
| Female | 1,308 | 82.16 |
| Male | 284 | 17.84 |
| Missing = 126 | | |

**Table 20**

| Respondent Age Distribution | | |
|---|---|---|
| **Age Level** | **Frequency** | **Percent** |
| Below 25 | 48 | 3.07 |
| 25 to 35 | 144 | 9.21 |
| 36 to 45 | 176 | 11.26 |
| 46 to 55 | 432 | 27.64 |
| 56 to 65 | 522 | 33.40 |
| OVER 65 | 241 | 15.42 |
| Missing = 155 | | |

**Table 21**

| Respondent Average Age | | | | | |
|---|---|---|---|---|---|
| N | Mean | Median | Standard Deviation | Min. | Max. |
| 1,563 | 53.30 | 55.00 | 55.00 | 10.00 | 90.00 |

**Table 22**

| Respondent Education Distribution | | |
|---|---|---|
| Education Level | Frequency | Percent |
| High School | 94 | 5.93 |
| Some College | 358 | 22.57 |
| Bachelor Degree | 566 | 35.69 |
| Graduate Degree | 568 | 35.81 |
| Missing = 132 | | |

**Table 23**

| Respondent Income Distribution | | |
|---|---|---|
| Income Level | Frequency | Percent |
| Less Than $25,000 | 0 | 0.00 |
| $25,000 to $49,999 | 286 | 20.25 |
| $50,000 to $74,999 | 323 | 22.88 |
| $75,000 to $99,999 | 297 | 21.03 |
| $100,000 to $124,999 | 202 | 14.31 |
| $125,000 to $149,999 | 102 | 7.22 |
| $150,000 to $1714,999 | 72 | 5.10 |
| OVER $175,000 | 130 | 9.21 |
| Missing = 306 | | |

## Table 24

| City of Customer Origin | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| **City** | **Freq.** | **%** | **City** | **Freq.** | **%** | **City** | **Freq.** | **%** |
| Asheville, NC | 595 | 38.14 | Fort Myers, FL | 3 | 0.19 | Buzzards Bay, MA | 1 | 0.06 |
| Charlotte, NC | 114 | 7.31 | Houston, TX | 3 | 0.19 | Champaign, IL | 1 | 0.06 |
| Greenville, SC | 86 | 5.51 | Huntsville, AL | 3 | 0.19 | Provo, UT | 1 | 0.06 |
| Atlanta, GA | 84 | 5.38 | Indianapolis, IN | 3 | 0.19 | Rock Springs, WY | 1 | 0.06 |
| Raleigh, NC | 71 | 4.55 | Memphis, TN | 3 | 0.19 | Chicago, IL | 1 | 0.06 |
| Greensboro, NC | 55 | 3.53 | Norfolk, VA | 3 | 0.19 | Clovis, NM | 1 | 0.06 |
| Knoxville, TN | 45 | 2.88 | Pensacola, FL | 3 | 0.19 | Columbia, TN | 1 | 0.06 |
| Hickory, NC | 39 | 2.50 | Richmond, VA | 3 | 0.19 | Columbus, MS | 1 | 0.06 |
| Johnson City, TN | 29 | 1.86 | San Francisco, CA | 3 | 0.19 | Columbus, OH | 1 | 0.06 |
| Columbia, SC | 28 | 1.79 | Savannah, GA | 3 | 0.19 | Dayton, OH | 1 | 0.06 |
| Gainesville, GA | 17 | 1.09 | Southeastern, PA | 3 | 0.19 | Denver, CO | 1 | 0.06 |
| Roanoke, VA | 17 | 1.09 | Washington, D.C. | 3 | 0.19 | Detroit, MI | 1 | 0.06 |
| Tampa, FL | 14 | 0.90 | Worchester, MA | 3 | 0.19 | Duluth, MN | 1 | 0.06 |
| Charleston, SC | 13 | 0.83 | Albany, GA | 2 | 0.13 | Easton, MD | 1 | 0.06 |
| Nashville, TN | 13 | 0.83 | Austin, TX | 2 | 0.13 | Fayetteville, AR | 1 | 0.06 |
| Augusta, GA | 12 | 0.77 | Butler, PA | 2 | 0.13 | Fort Wayne, IN | 1 | 0.06 |
| Orlando, FL | 12 | 0.77 | Cincinnati, OH | 2 | 0.13 | Fort Worth, TX | 1 | 0.06 |
| Rocky Mount, NC | 12 | 0.77 | Colorado Springs, CO | 2 | 0.13 | Gainesville, FL | 1 | 0.06 |
| Chattanooga, TN | 11 | 0.71 | Columbus, GA | 2 | 0.13 | Gaylord, MI | 1 | 0.06 |
| Fayetteville, NC | 11 | 0.71 | Daytona Beach, FL | 2 | 0.13 | Grand Rapids, MI | 1 | 0.06 |
| Jacksonville, FL | 11 | 0.71 | Dothan, AL | 2 | 0.13 | Hackensack, NJ | 1 | 0.06 |
| Kinston, NC | 10 | 0.64 | Elmira, NY | 2 | 0.13 | Huntington, WV | 1 | 0.06 |
| Baltimore, MD | 9 | 0.58 | Juneau, AK | 2 | 0.13 | Jackson, MS | 1 | 0.06 |
| Cookeville, TN | 9 | 0.58 | Kansas City, MO | 2 | 0.13 | Lafayette, LA | 1 | 0.06 |
| Birmingham, AL | 8 | 0.51 | Lewisburg, WV | 2 | 0.13 | Lakeland, FL | 1 | 0.06 |
| Miami, FL | 8 | 0.51 | Longview, TX | 2 | 0.13 | Lancaster, PA | 1 | 0.06 |
| W. Palm Beach, FL | 8 | 0.51 | Lynchburg, VA | 2 | 0.13 | Lansing, MI | 1 | 0.06 |
| Bristol, VA | 7 | 0.45 | Manchester, NH | 2 | 0.13 | Lehigh Valley, PA | 1 | 0.06 |
| Lexington, KY | 7 | 0.45 | Northern VA | 2 | 0.13 | Longmont, CO | 1 | 0.06 |
| Athens, GA | 6 | 0.45 | Panama City, FL | 2 | 0.13 | Los Angeles, CA | 1 | 0.06 |
| S. Florida, FL | 6 | 0.38 | Philadelphia, PA | 2 | 0.13 | Louisville, KY | 1 | 0.06 |
| Florence, SC | 5 | 0.38 | Pittsburgh, PA | 2 | 0.13 | Milwaukee, WI | 1 | 0.06 |
| N. Suburban, IL | 5 | 0.32 | Prescott, AZ | 2 | 0.13 | Minneapolis, MN | 1 | 0.06 |
| Rochester, NY | 5 | 0.32 | Queens, NY | 2 | 0.13 | New Brunswick, NJ | 1 | 0.06 |
| Sarasota, FL | 5 | 0.32 | Rockford, IL | 2 | 0.13 | Newark, NJ | 1 | 0.06 |
| Southern MD | 5 | 0.32 | St. Louis, MO | 2 | 0.13 | North Bay, CA | 1 | 0.06 |
| Dallas, TX | 4 | 0.26 | Steubenville, OH | 2 | 0.13 | Oshkosh, WI | 1 | 0.06 |
| Macon, GA | 4 | 0.26 | Anniston, AL | 1 | 0.06 | Oxnard, CA | 1 | 0.06 |
| Buckhannon, WV | 3 | 0.19 | Bluefield, VA | 1 | 0.06 | Ponca City, OK | 1 | 0.06 |
| Flint, MI | 3 | 0.19 | Boston, MA | 1 | 0.06 | Portland, OR | 1 | 0.06 |

## Table 24 (continued)

| City of Customer Origin (cont.) | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| City | Freq. | % | City | Freq. | % | City | Freq. | % |
| Portsmouth, NH | 1 | 0.06 | South Bend, IN | 1 | 0.06 | Tuscaloosa, AL | 1 | 0.06 |
| Poughkeepsie, NY | 1 | 0.06 | South Jersey, NJ | 1 | 0.06 | Utica, NY | 1 | 0.06 |
| Royal Oak, MI | 1 | 0.06 | Springfield, MO | 1 | 0.06 | Van Nuys, CA | 1 | 0.06 |
| S. Suburban, IL | 1 | 0.06 | Staten Island, NY | 1 | 0.06 | Wheatland, WY | 1 | 0.06 |
| Sacramento, CA | 1 | 0.06 | South Bend, IN | 1 | 0.06 | Wilkes-Barre, PA | 1 | 0.06 |
| Salisbury, MD | 1 | 0.06 | Syracuse, NY | 1 | 0.06 | Wilmington, DE | 1 | 0.06 |
| Salt Lake City, UT | 1 | 0.06 | Topeka, KS | 1 | 0.06 | Zanesville, OH | 1 | 0.06 |
| San Antonio, TX | 1 | 0.06 | Traverse City, MI | 1 | 0.06 | | | |
| Seattle, WA | 1 | 0.06 | Tulsa, OK | 1 | 0.06 | | | |
| Missing = 158 | | | | | | | | |

## Table 25

| State of Customer Origin | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| State | Freq. | % | State | Freq. | % | State | Freq. | % |
| North Carolina | 894 | 57.31 | California | 8 | 0.51 | Arizona | 2 | 0.13 |
| South Carolina | 153 | 9.81 | Kentucky | 7 | 0.45 | Minnesota | 2 | 0.13 |
| Georgia | 122 | 7.82 | Ohio | 7 | 0.45 | Mississippi | 2 | 0.13 |
| Tennessee | 109 | 6.99 | Indiana | 6 | 0.38 | Oklahoma | 2 | 0.13 |
| Florida | 76 | 4.87 | West Virginia | 6 | 0.38 | Utah | 2 | 0.13 |
| Virginia | 35 | 2.24 | Massachusetts | 5 | 0.32 | Wisconsin | 2 | 0.13 |
| Maryland | 16 | 1.03 | Missouri | 5 | 0.32 | Wyoming | 2 | 0.13 |
| Alabama | 15 | 0.96 | Colorado | 4 | 0.26 | Delaware | 1 | 0.06 |
| New York | 13 | 0.83 | New Jersey | 4 | 0.26 | Kansas | 1 | 0.06 |
| Texas | 13 | 0.83 | Arkansas | 3 | 0.19 | Louisiana | 1 | 0.06 |
| Pennsylvania | 12 | 0.77 | District of Columbia | 3 | 0.19 | New Mexico | 1 | 0.06 |
| Illinois | 10 | 0.64 | New Hampshire | 3 | 0.19 | Oregon | 1 | 0.06 |
| Michigan | 9 | 0.58 | Alaska | 2 | 0.13 | Washington State | 1 | 0.06 |
| Missing = 158 | | | | | | | | |

# Appendix B

# The Economic Impact of the Craft Industry in Western North Carolina (2008): Section II, Craft Artisan Tables

## Table 1

| Time Engaged in Craft Activities | | |
|---|---|---|
| | **Frequency** | **Percent** |
| Part-Time | 117 | 43.98 |
| Full-Time | 149 | 56.02 |

## Table 2

| Percentage of Time Part-Timers Engage in Craft Activities | | | | | |
|---|---|---|---|---|---|
| **N** | **Mean** | **Median** | **Standard Deviation** | **Minimum** | **Maximum** |
| 109 | 43.23 | 50.00 | 22.50 | 5.00 | 100.00 |

## Table 3

| Types of Crafts Produced by Craft Artisans | | |
|---|---|---|
| **Sample Size** | | **274** |
| Basketry | Responses | 16 |
| | Percent | 3.96 |
| Glass | Responses | 34 |
| | Percent | 8.42 |
| Wood | Responses | 47 |
| | Percent | 11.63 |
| Ceramics | Responses | 80 |
| | Percent | 19.8 |
| Print Making | Responses | 7 |
| | Percent | 1.73 |
| Leather | Responses | 6 |
| | Percent | 1.49 |
| Paper | Responses | 19 |
| | Percent | 4.7 |
| Fiber | Responses | 57 |
| | Percent | 14.1 |
| Metal | Responses | 31 |
| | Percent | 7.67 |
| Jewelry | Responses | 43 |
| | Percent | 10.64 |
| Other | Responses | 64 |
| | Percent | 15.84 |
| This was a multiple response question with 404 responses. | | |

**Table 4**

| Types of Jewelry | | |
|---|---|---|
| **Type** | **Frequency** | **Percent** |
| Beading | 9 | 23.07 |
| Beading/Stonecutting | 1 | 2.56 |
| Found Objects | 1 | 2.56 |
| Hand Painted & Wire Sculpting | 1 | 2.56 |
| Indian | 1 | 2.56 |
| Polymer Clay | 2 | 5.12 |
| Silver | 1 | 2.56 |
| Silver/Brass/Bronze | 1 | 2.56 |
| Silver/Glass | 1 | 2.56 |
| Silver/Mixed Media | 2 | 5.12 |
| Silver/Gold | 5 | 12.80 |
| Clay/Glass/Polymer Clay | 1 | 2.56 |
| Costume | 1 | 2.56 |
| Gems | 1 | 2.56 |
| Glass | 4 | 10.29 |
| Macramé & Beading | 1 | 2.56 |
| Precious Metals & Stones | 1 | 2.56 |
| Simple Everyday Items | 1 | 2.56 |
| Wire/Beads | 1 | 2.56 |
| Wire Wrap | 2 | 5.13 |
| Woven Metal | 1 | 2.56 |

**Table 5**

| Other Crafts | | |
|---|---|---|
| **Type** | **Frequency** | **Percent** |
| Book Arts | 2 | 3.12 |
| Bottled Models | 1 | 1.56 |
| Broom Making | 2 | 3.12 |
| Crochet/Knit | 1 | 1.56 |
| Decorative Painter | 1 | 1.56 |
| Design | 1 | 1.56 |
| Design Old World Santas | 1 | 1.56 |
| Fine Art-Oils/Watercolor & Acrylic | 1 | 1.56 |
| Floorcloths | 1 | 1.56 |
| Furniture | 1 | 1.56 |
| Hydrocal FGR | 1 | 1.56 |
| Letterpress & Books | 1 | 1.56 |
| Mixed Media | 4 | 6.25 |
| Natural Materials/Beeswax Candles/Dried Flowers | 1 | 1.56 |
| Notecards/Painting & Reproductions | 1 | 1.56 |
| Oil & Other Paintings/Cutting/Designing/Sculpting | 1 | 1.56 |
| Oil Painting | 2 | 3.12 |
| Painting | 2 | 3.12 |
| Painting on Canvas | 1 | 1.56 |
| Pen & Ink/Watercolors | 1 | 1.56 |
| Pinecones & Florals | 1 | 1.56 |
| Polymer Clay | 1 | 1.56 |
| Portrait Artisans | 1 | 1.56 |
| Professional Illustrator | 1 | 1.56 |
| Rug Hooking | 1 | 1.56 |
| Silk Paintings | 1 | 1.56 |
| Soft Sculpture | 1 | 1.56 |
| Stone & Plaster | 1 | 1.56 |

**Table 6**

| The Category That Best Describes the Craft Artisan's Work | | |
|---|---|---|
| **Category** | **Frequency** | **Percent** |
| One of a Kind | 181 | 68.30 |
| Production | 44 | 16.60 |
| Other | 40 | 15.09 |

## Table 7

| Other Work | | |
|---|---|---|
| **Type of Work** | **Frequency** | **Percent** |
| Both | 20 | 47.62 |
| Functional & One of a Kind | 1 | 2.38 |
| Production & One of a Kind | 2 | 4.76 |
| Limited Edition | 2 | 4.76 |
| Limited Production | 2 | 4.76 |
| Mix | 1 | 2.38 |
| Mostly One of a Kind | 1 | 2.38 |
| Sales | 1 | 2.38 |
| Storytelling/Teaching the Craft | 1 | 2.38 |
| Unique Animal Themes | 1 | 2.38 |
| United Edition | 1 | 2.38 |
| Work in Series | 1 | 2.38 |
| Custom Woodworking | 1 | 2.38 |
| Handmade Alike But All Slightly Different | 1 | 2.38 |
| High End Multiple But Not Production | 1 | 2.38 |
| Mix | 2 | 4.76 |
| Original Paintings | 1 | 2.38 |
| Teacher | 1 | 2.38 |

## Table 8

| Hours Per Week Spent on Craft Work | | | | | | |
|---|---|---|---|---|---|---|
| **Hours per Week** | **N** | **Mean** | **Median** | **Standard Deviation** | **Minimum** | **Maximum** |
| Designing & Producing Work | 265 | 30.20 | 30.00 | 16.45 | 1.00 | 80.00 |
| Paperwork, Purchasing, Packing, Travel, Etc. | 265 | 7.54 | 5.00 | 8.16 | 0.00 | 55.00 |

**Table 9**

| University as Educational Source for Craft Work | | |
|---|---|---|
| **Response** | **Frequency** | **Percent** |
| Most Influential | 36 | 22.64 |
| Somewhat Influential | 24 | 15.09 |
| Maybe/Neutral | 32 | 20.13 |
| Less Influential | 15 | 9.43 |
| Least Influential | 52 | 32.70 |

**Table 10**

| Community College as Educational Source for Craft Work | | |
|---|---|---|
| **Response** | **Frequency** | **Percent** |
| Most Influential | 23 | 18.25 |
| Somewhat Influential | 18 | 14.29 |
| Maybe/Neutral | 23 | 18.25 |
| Less Influential | 25 | 19.84 |
| Least Influential | 37 | 29.37 |

**Table 11**

| Craft School as Educational Source for Craft Work | | |
|---|---|---|
| **Response** | **Frequency** | **Percent** |
| Most Influential | 44 | 26.35 |
| Somewhat Influential | 47 | 28.14 |
| Maybe/Neutral | 36 | 21.56 |
| Less Influential | 13 | 7.78 |
| Least Influential | 27 | 16.17 |

**Table 12**

| Self Taught as Educational Source for Craft Work | | |
|---|---|---|
| **Response** | **Frequency** | **Percent** |
| Most Influential | 144 | 60.00 |
| Somewhat Influential | 44 | 18.33 |
| Maybe/Neutral | 24 | 10.00 |
| Less Influential | 11 | 4.58 |
| Least Influential | 17 | 7.08 |

**Table 13**

| Other as Educational Source for Craft Work | | |
|---|---|---|
| **Response** | **Frequency** | **Percent** |
| Most Influential | 37 | 36.63 |
| Somewhat Influential | 27 | 26.73 |
| Maybe/Neutral | 14 | 13.86 |
| Less Influential | 10 | 9.90 |
| Least Influential | 13 | 12.87 |

**Table 14**

| Average Ranking of Educational Source (1 = Most Influential, 5 = Least Influential) | | | | | |
|---|---|---|---|---|---|
| **Educational Source** | **N** | **Mean** | **Standard Deviation** | **Minimum** | **Maximum** |
| University as Educational Source of Work | 159 | 3.14 | 1.57 | 1.00 | 5.00 |
| Community College as Educational Source of Work | 126 | 3.28 | 1.48 | 1.00 | 5.00 |
| Craft School as Educational Source of Work | 167 | 2.59 | 1.38 | 1.00 | 5.00 |
| Self Taught as Educational Source of Work | 240 | 1.80 | 1.22 | 1.00 | 5.00 |
| Other as Educational Source of Work | 101 | 2.36 | 1.40 | 1.00 | 5.00 |

## Table 15

| Other Educational Sources for Work | | | | | |
|---|---|---|---|---|---|
| **Source** | **Frequency** | **Percent** | **Source** | **Frequency** | **Percent** |
| ABI Classes | 1 | 1.09 | Mentor | 2 | 2.18 |
| Apprenticeship | 9 | 9.81 | Odyssey Ctr. for the Ceramic Arts | 1 | 1.09 |
| Art Leagues & Workshops/Other Artisans | 1 | 1.09 | Penn. Academy of the Fine Arts | 1 | 1.09 |
| Art School | 3 | 3.27 | Personal Teacher | 2 | 2.18 |
| Artisans | 12 | 13.08 | Professional Associations | 1 | 1.09 |
| Assoc. Journals | 1 | 1.09 | Professional Parents | 1 | 1.09 |
| Books/Magazines | 4 | 4.36 | Quilt Guild & Shops Classes | 2 | 2.18 |
| Books/TV/Videos | 3 | 3.27 | Residency @ Ctr. for Ceramic Arts | 1 | 1.09 |
| Books/Workshops | 1 | 1.09 | Seminars | 1 | 1.09 |
| Classes | 2 | 2.17 | Senior Center | 1 | 1.09 |
| Community Art Centers | 1 | 1.09 | Studio Technician | 1 | 1.09 |
| Experience in the Field | 4 | 4.36 | TV Shows | 1 | 1.09 |
| Family | 9 | 9.81 | The Work Itself | 2 | 2.18 |
| Guild Classes & Seminars | 3 | 3.27 | Upbringing | 1 | 1.09 |
| Guilds/Books/Workshops | 1 | 1.09 | Weaving Room Crossnore | 1 | 1.09 |
| Guilds-EGA/SHCG | 1 | 1.09 | Woodturning Clubs | 1 | 1.09 |
| High School | 1 | 1.09 | Working With Others | 4 | 4.36 |
| International Work | 1 | 1.09 | Workshops/Courses/Seminars | 10 | 10.90 |
| Manufacturing Companies | 1 | 1.09 | | | |

## Table 16

| Peers Most Important Reason to Live in Western NC | | |
|---|---|---|
| **Response** | **Frequency** | **Percent** |
| Most Important | 59 | 29.50 |
| Somewhat Important | 64 | 32.00 |
| Maybe/Neutral | 47 | 23.50 |
| Less Important | 17 | 8.50 |
| Least Important | 13 | 6.50 |

**Table 17**

| Educational Opportunities Most Important Reason to Live in Western NC | | |
|---|---|---|
| **Response** | **Frequency** | **Percent** |
| Most Important | 6 | 4.23 |
| Somewhat Important | 20 | 14.08 |
| Maybe/Neutral | 24 | 16.90 |
| Less Important | 60 | 42.25 |
| Least Important | 32 | 22.54 |

**Table 18**

| Markets for Work Most Important Reason to Live in Western NC | | |
|---|---|---|
| **Response** | **Frequency** | **Percent** |
| Most Important | 29 | 16.02 |
| Somewhat Important | 41 | 22.65 |
| Maybe/Neutral | 68 | 37.57 |
| Less Important | 22 | 12.15 |
| Least Important | 21 | 11.60 |

**Table 19**

| Quality of Life Most Important Reason to Live in Western NC | | |
|---|---|---|
| **Response** | **Frequency** | **Percent** |
| Most Important | 165 | 67.07 |
| Somewhat Important | 50 | 20.33 |
| Maybe/Neutral | 14 | 5.69 |
| Less Important | 4 | 1.63 |
| Least Important | 13 | 5.28 |

**Table 20**

| Other Most Important Reason to Live in Western NC | | |
|---|---|---|
| **Response** | **Frequency** | **Percent** |
| Most Important | 50 | 59.52 |
| Somewhat Important | 8 | 9.52 |
| Maybe/Neutral | 4 | 4.76 |
| Less Important | 6 | 7.14 |
| Least Important | 16 | 19.05 |

**Table 21**

| Average Ranking of Most Important Reasons to Live in Western N.C.. (1 = Most Important Reason, 5 = Least Important Reason) | | | | | |
|---|---|---|---|---|---|
| **Educational Source** | **N** | **Mean** | **Standard Deviation** | **Minimum** | **Maximum** |
| Community of Artisans/Peers | 200 | 2.31 | 1.17 | 1.00 | 5.00 |
| Educational Opportunities | 142 | 3.65 | 1.11 | 1.00 | 5.00 |
| Markets for Work | 181 | 2.81 | 1.19 | 1.00 | 5.00 |
| Quality of Life | 246 | 1.58 | 1.05 | 1.00 | 5.00 |
| Other | 84 | 2.17 | 1.63 | 1.00 | 5.00 |

**Table 22**

| Most Important Reasons to Live in Western North Carolina | | |
|---|---|---|
| **Sample Size** | | **274** |
| Community of Artisans/Peers | Responses | 197 |
| | Percent | 24.63 |
| Educational Opportunities | Responses | 126 |
| | Percent | 15.75 |
| Markets for Work | Responses | 121 |
| | Percent | 15.13 |
| Quality of Life | Responses | 180 |
| | Percent | 22.50 |
| Other | Responses | 176 |
| | Percent | 22.00 |
| Multiple response question with 800 responses. | | |

## Table 23

| Other Reasons to Live in Western N.C | | | | | |
|---|---|---|---|---|---|
| **Reason** | **Frequency** | **Percent** | **Reason** | **Frequency** | **Percent** |
| Ancestors | 1 | 1.37 | Low Cost of Living | 1 | 1.37 |
| Beautiful Place | 3 | 4.11 | Native | 17 | 23.29 |
| Climate | 1 | 1.37 | Natural Environment | 3 | 4.11 |
| Community Life/Mountain Setting | 1 | 1.37 | Partner’s Work | 1 | 1.37 |
| Diversity | 2 | 2.74 | Penland Residence | 1 | 1.37 |
| Employment | 3 | 4.11 | People | 1 | 1.37 |
| Family | 13 | 17.81 | Progressive Community | 1 | 1.37 |
| Family & Environment | 1 | 1.37 | Real Estate Investment | 1 | 1.37 |
| Friends | 1 | 1.37 | Retired Here | 2 | 2.74 |
| Graduated From UNCA & Stayed | 1 | 1.37 | Ruby Mines | 1 | 1.37 |
| Home for 50 Years | 1 | 1.37 | Spirit Connection | 3 | 4.11 |
| Husband | 1 | 1.37 | Spouse's Employment | 5 | 6.85 |
| Katrina | 1 | 1.37 | Wife's Desire | 1 | 1.37 |
| Live Here | 2 | 2.74 | | | |

## Table 24

| Do You Sell Your Own Work? | | |
|---|---|---|
| | **Frequency** | **Percent** |
| Sell My Work | 245 | 89.42 |
| Do Not Sell Work | 29 | 10.58 |

## Table 25

| Length of Time Selling Your Own Work | | | | | |
|---|---|---|---|---|---|
| **N** | **Mean Years** | **Median Years** | **Standard Deviation** | **Minimum** | **Maximum** |
| 232 | 17.22 | 14.50 | 11.84 | 1.00 | 50.00 |

## Table 26A

| 2006 Sales Revenue From the Sale of Crafts: Full-Time Artisans | | | | | |
|---|---|---|---|---|---|
| **N** | **Mean $** | **Median $** | **Standard Deviation** | **Minimum** | **Maximum** |
| 106 | 62,181.67 | 35,000.00 | 102,868.08 | 2,500 | 750,000.00 |

## Table 26B

| 2006 Sales Revenue From the Sale of Crafts: Part-Time Artisans | | | | | |
|---|---|---|---|---|---|
| N | Mean $ | Median $ | Standard Deviation | Minimum | Maximum |
| 68 | 9,928.71 | 36,793.00 | 13,36.51 | 100 | 59,000.00 |

## Table 27A

| 2006 Net Income From the Sale of Crafts: Full-Time Artisans | | | | | |
|---|---|---|---|---|---|
| N | Mean $ | Median $ | Standard Deviation | Minimum | Maximum |
| 107 | 24,339.46 | 18,000.00 | 30,374.00 | 0 | 250,000.00 |

## Table 27B

| 2006 Net Income From the Sale of Crafts: Part-Time Artisans | | | | | |
|---|---|---|---|---|---|
| N | Mean $ | Median $ | Standard Deviation | Minimum | Maximum |
| 68 | 4,821.68 | 2,000.00 | 7,042.57 | 0 | 43,000.00 |

## Table 28A

| Percent of 2006 Household Net Income From the Sale of Crafts: Full-Time Artisans | | | | | |
|---|---|---|---|---|---|
| N | Mean % | Median % | Standard Deviation | Minimum | Maximum |
| 102 | 56.78 | 50 | 33.1 | 0 | 100 |

## Table 28B

| Percent of 2006 Household Net Income From the Sale of Crafts: Part-Time Artisans | | | | | |
|---|---|---|---|---|---|
| N | Mean % | Median % | Standard Deviation | Minimum | Maximum |
| 60 | 16.02 | 10 | 21.51 | 0 | 100 |

## Table 29

| Percentage of 2006 Craft Sales in Geographic Areas | | | | | | |
|---|---|---|---|---|---|---|
| | N | Mean | Median | Standard Deviation | Minimum | Maximum |
| Percentage of 2006 Sales In County Craftsperson Lives | 216 | 36.88 | 25.00 | 35.06 | 0.00 | 100.00 |
| Percentage of 2006 Sales In County in 25 Counties of WNC | 216 | 28.59 | 20.00 | 31.34 | 0.00 | 100.00 |
| Percentage of 2006 Sales In County Within NC But Outside WNC | 216 | 8.68 | 0.00 | 13.88 | 0.00 | 90.00 |
| Percentage of 2006 Sales Outside NC | 216 | 25.86 | 10.00 | 29.84 | 0.00 | 100.00 |
| TOTAL | 216 | 100.00 | 100.00 | - | 100.00 | 100.00 |

## Table 30

| Percentage of 2006 Craft Sales Through Various Distribution Channels | | | | | | |
|---|---|---|---|---|---|---|
| **Distribution Channel** | **N** | **Mean %** | **Median %** | **Standard Deviation** | **Minimum** | **Maximum** |
| Direct Sales 2006 | 160 | 17.48 | 5.00 | 26.56 | 0.00 | 99.00 |
| Consignment 2006 | 160 | 19.33 | 0.00 | 30.14 | 0.00 | 100.00 |
| Commissioned Work 2006 | 160 | 18.82 | 5.00 | 30.34 | 0.00 | 100.00 |
| Mail Order 2006 | 160 | 2.92 | 0.00 | 9.84 | 0.00 | 85.00 |
| Fairs/Festivals 2006 | 160 | 21.98 | 8.00 | 28.31 | 0.00 | 100.00 |
| Studio Sales 2006 | 160 | 12.86 | 0.50 | 22.64 | 0.00 | 100.00 |
| Other 2006 | 160 | 6.62 | 0.00 | 20.09 | 0.00 | 100.00 |
| TOTAL | 160 | 100.00 | 100.00 | - | 100.00 | 100.00 |

## Table 31

| Percentage of 1996 Craft Sales Through Various Distribution Channels | | | | | | |
|---|---|---|---|---|---|---|
| **Distribution Channel** | **N** | **Mean %** | **Median %** | **Standard Deviation** | **Minimum** | **Maximum** |
| Direct Sales 2006 | 89 | 24.53 | 10.00 | 30.44 | 0.00 | 100.00 |
| Consignment 2006 | 89 | 14.48 | 0.00 | 24.67 | 0.00 | 100.00 |
| Commissioned Work 2006 | 89 | 17.85 | 1.00 | 31.87 | 0.00 | 100.00 |
| Mail Order 2006 | 89 | 3.22 | 0.00 | 11.38 | 0.00 | 80.00 |
| Fairs/Festivals 2006 | 89 | 25.78 | 10.00 | 32.16 | 0.00 | 100.00 |
| Studio Sales 2006 | 89 | 7.39 | 0.00 | 17.71 | 0.00 | 100.00 |
| Other 2006 | 89 | 6.74 | 0.00 | 20.88 | 0.00 | 100.00 |
| TOTAL | 89 | 100.00 | 100.00 | - | 100.00 | 100.00 |

**Table 32**

| Other Distribution Channels | | |
|---|---|---|
| **Channel** | **Frequency** | **Percent** |
| Art Shows | 2 | 0.72 |
| Arts Council Galleries | 1 | 0.36 |
| Coop Galleries | 4 | 1.44 |
| Educational Workshops/Teaching | 3 | 1.09 |
| Galleries | 4 | 1.44 |
| Galleries and Stores | 1 | 0.36 |
| Honoraria | 1 | 0.36 |
| Internet | 1 | 0.36 |
| Invitational Shows | 1 | 0.36 |
| Magazine Articles on the Subject | 1 | 0.36 |
| Retail | 1 | 0.36 |
| Web | 2 | 0.73 |
| Wholesale | 7 | 2.54 |
| Word of Mouth/Friends | 2 | 0.72 |

**Table 33**

| Percent of Artisans Who Have Full-Time Employees | | |
|---|---|---|
| | **Frequency** | **Percent** |
| No Full-Time Employees | 150 | 85.23 |
| Yes Full-Time Employees | 26 | 14.77 |
| Total | 176 | 100.00 |

**Table 34**

| Number of Full-Time Employees | | | | | | |
|---|---|---|---|---|---|---|
| | **N** | **Mean #** | **Median #** | **Standard Deviation** | **Minimum** | **Maximum** |
| Number of Full-Time Employees | 26 | 1.38 | 1.00 | 1.06 | 1.00 | 6.00 |

**Table 35**

| Percent of Artisans Who Have Part-Time Employees | | |
|---|---|---|
| | **Frequency** | **Percent** |
| No Part-Time Employees | 145 | 70.73 |
| Yes Part-Time Employees | 60 | 29.27 |
| TOTAL | 205 | 100.00 |

### Table 36

| Number of Part-Time Employees | | | | | | |
|---|---|---|---|---|---|---|
| | N | Mean # | Median # | Standard Deviation | Minimum | Maximum |
| No. of Part-Time Employees | 60 | 1.68 | 1.00 | 1.00 | 1.00 | 6.00 |

### Table 37

| Percent of Crafts Artisans Subcontracting Part of Their Work | | |
|---|---|---|
| | Frequency | Percent |
| No Subcontracting | 145 | 71.78 |
| Yes Subcontracting | 57 | 28.22 |

### Table 38

| Amount Spent Subcontracting | | | | | | |
|---|---|---|---|---|---|---|
| | N | Mean $ | Median $ | Standard Deviation | Minimum | Maximum |
| Amt. Spent Subcontracting Work | 57 | 5,729.51 | 2,000.00 | 6,835.77 | 50.00 | 25,000.00 |

### Table 39A

| Other Full-Time Craft Artisan Expenses | | | | | | |
|---|---|---|---|---|---|---|
| Expense | N | Mean $ | Median $ | Standard Deviation | Minimum | Maximum |
| Materials & Supplies | 15,515.43 | 5,000 | 44,979.67 | 0 | 350,000.00 | 15,515.43 |
| Capital Equipment | 1,675.73 | 500 | 3138.72 | 0 | 20,000.00 | 1,675.73 |
| Utilities | 2,043.43 | 1000 | 3,686.73 | 0 | 27,000.00 | 2,043.43 |
| General Communications | 893.18 | 500 | 1265.42 | 0 | 6,684.00 | 893.18 |
| Employed Labor | 5,849.13 | 0 | 16,902.74 | 0 | 140,000.00 | 5,849.13 |
| Insurance | 1329.94 | 350 | 3,238.97 | 0 | 25,000.00 | 1329.94 |
| Other | 4388.94 | 0 | 18,809.63 | 0 | 180,000.00 | 4388.94 |
| TOTAL | 30,410.89 | 10195 | 74,347.36 | 0 | 609,000.00 | 30,410.89 |

## Table 39B

| Other Part-Time Craft Artisan Expenses | | | | | | |
|---|---|---|---|---|---|---|
| **Expense** | **N** | **Mean $** | **Median $** | **Standard Deviation** | **Minimum** | **Maximum** |
| Materials & Supplies | 2,279.26 | 1,000 | 3,868.22 | 0 | 25,000.00 | 2,279.26 |
| Capital Equipment | 617.24 | 0 | 2524.44 | 0 | 20,000.00 | 617.24 |
| Utilities | 306.21 | 10.5 | 694.94 | 0 | 5,000.00 | 306.21 |
| General Communications | 115.16 | 0 | 253.25 | 0 | 1,200.00 | 115.16 |
| Employed Labor | 39.51 | 0 | 204.50 | 0 | 1,500.00 | 39.51 |
| Insurance | 82.87 | 0 | 282.33 | 0 | 1,553.00 | 82.87 |
| Other | 821.26 | 0 | 3,090.46 | 0 | 18,600.00 | 821.26 |
| TOTAL | 4,123.79 | 1600 | 7,092.67 | 50 | 39,440.00 | 4,123.79 |

## Table 40

| Other Artisan Expenses | | |
|---|---|---|
| **Expense** | **Frequency** | **Percent** |
| Advertising/Marketing | 4 | 1.44 |
| Bank Services | 1 | 0.36 |
| Commissions | 1 | 0.36 |
| Education | 8 | 2.88 |
| Labor | 1 | 0.36 |
| Medical | 1 | 0.36 |
| Operating Expenses | 1 | 0.36 |
| Rent/Mortgage | 4 | 1.44 |
| Repairs | 1 | 0.36 |
| Shipping | 5 | 1.80 |
| Show Fees | 20 | 7.20 |
| Supplies | 1 | 0.36 |
| Taxes | 3 | 1.08 |
| Tools | 2 | 0.72 |
| Travel | 20 | 7.20 |
| Website | 1 | 0.36 |

## Table 41

| Percent of Materials, Equipment & Supplies Purchased Geographically | | | | | | |
|---|---|---|---|---|---|---|
| **Geography** | **N** | **Mean** | **Median** | **Standard Deviation** | **Minimum** | **Maximum** |
| In The County of Residence | 224 | 25.02 | 6.50 | 33.76 | 0.00 | 100.00 |
| In the 25 Counties of Western North Carolina | 224 | 31.17 | 20.00 | 35.89 | 0.00 | 100.00 |
| Within North Carolina But Outside Western NC | 224 | 10.21 | 0.00 | 23.14 | 0.00 | 100.00 |
| Outside North Carolina | 224 | 33.61 | 20.00 | 34.77 | 0.00 | 100.00 |
| TOTAL | 224 | 100.00 | 100.00 | - | 100.00 | 100.00 |

## Table 42

| Proportion of Artisans That Produce Crafts From A Home Studio | | |
|---|---|---|
| **Studio** | **Frequency** | **Percent** |
| No Home Studio | 54 | 20.77 |
| Home Studio | 206 | 79.23 |

## Table 43

| Percent of Materials, Equipment & Supplies Purchased Geographically | | | | | | |
|---|---|---|---|---|---|---|
| | **N** | **Mean %** | **Median %** | **Standard Deviation** | **Minimum** | **Maximum** |
| Remote Studio Expense | 40 | 4,156.95 | 3,000.00 | 4,118.83 | 138.00 | 18,000.00 |

## Table 44

| Craft Artisan Respondent Gender | | |
|---|---|---|
| **Gender** | **Frequency** | **Percent** |
| Female | 172 | 63.94 |
| Male | 97 | 36.06 |

**Table 45**

| County of Craft Artisan Residence | | |
|---|---|---|
| **County** | **Frequency** | **Percent** |
| Buncombe | 83 | 31.20 |
| Mitchell | 39 | 14.66 |
| Yancey | 22 | 8.27 |
| Haywood | 17 | 6.39 |
| Henderson | 15 | 5.64 |
| Transylvania | 15 | 5.64 |
| Watauga | 9 | 3.38 |
| McDowell | 7 | 2.63 |
| Rutherford | 6 | 2.26 |
| Madison | 5 | 1.88 |
| Clay | 5 | 1.88 |
| Cleveland | 4 | 1.50 |
| Jackson | 4 | 1.50 |
| Macon | 4 | 1.50 |
| Polk | 4 | 1.50 |
| Alleghany | 3 | 1.13 |
| Burke | 3 | 1.13 |
| Caldwell | 3 | 1.13 |
| Cherokee | 3 | 1.13 |
| Graham | 3 | 1.13 |
| Ashe | 2 | 0.75 |
| Avery | 2 | 0.75 |
| Surry | 2 | 0.75 |
| Catawba | 1 | 0.38 |
| Greenville | 1 | 0.38 |
| Johnston | 1 | 0.38 |
| Lincoln | 1 | 0.38 |
| Mecklenburg | 1 | 0.38 |
| Swain | 1 | 0.38 |

**Table 46**

| City of Craft Artisan Residence | | |
|---|---|---|
| **City** | **Frequency** | **Percent** |
| Asheville, NC | 228 | 84.76 |
| Hickory, NC | 24 | 8.92 |
| Charlotte, NC | 12 | 4.46 |
| Fayetteville, NC | 1 | 0.37 |
| Greensboro, NC | 1 | 0.37 |
| Greenville, NC | 1 | 0.37 |
| Rocky Mount, NC | 1 | 0.37 |
| Saginaw, MI | 1 | 0.37 |

**Table 47**

| Number of Years Craft Artisans Have Lived in the 25 Counties of Western North Carolina | | | | |
|---|---|---|---|---|
| **Sample Size** | | | | **262** |
| **Years** | **Frequency** | **Percent** | **Cumulative Frequency** | **Cumulative Percent** |
| 5 Years or Less | 41 | 15.65 | 41 | 15.65 |
| 6 - 10 Years | 49 | 18.70 | 90 | 34.35 |
| 11 - 15 Years | 52 | 19.85 | 142 | 54.20 |
| 16 - 20 Years | 32 | 12.21 | 174 | 66.41 |
| 21 - 30 Years | 34 | 12.98 | 208 | 79.39 |
| Over 30 Years | 54 | 20.61 | 262 | 100.00 |

**Table 48**

| Craft Artisan Respondent Age Distribution | | |
|---|---|---|
| **Age** | **Frequency** | **Percent** |
| Below 25 | 2 | 0.75 |
| 25 to 35 | 22 | 8.27 |
| 36 to 45 | 27 | 10.15 |
| 46 to 55 | 66 | 24.81 |
| 56 to 65 | 93 | 34.96 |
| Over 65 | 56 | 21.05 |

**Table 49**

| Craft Artisan Respondent Average Age | | | | | | |
|---|---|---|---|---|---|---|
| | N | Mean | Median | Standard Deviation | Minimum | Maximum |
| Age | 266 | 55.85 | 57.00 | 12.98 | 20.00 | 88.00 |

**Table 50**

| Craft Artisan Respondent Education Attainment | | |
|---|---|---|
| Education | Frequency | Percent |
| High School | 13 | 4.81 |
| Some College | 79 | 29.26 |
| Bachelor Degree | 106 | 39.26 |
| Graduate Degree | 72 | 26.67 |

**Table 51**

| Craft Artisan Respondent Income Distribution | | |
|---|---|---|
| Income | Frequency | Percent |
| Less Than $25,000 | 39 | 16.67 |
| $25,000 to $49,999 | 84 | 35.90 |
| $50,000 to $74,999 | 52 | 22.22 |
| $75,000 to $99,999 | 37 | 15.81 |
| $100,000 to $124,999 | 16 | 6.84 |
| $125,000 to $149,999 | 4 | 1.71 |
| $150,000 to $174,999 | 1 | 0.43 |
| Over $175,000 | 1 | 0.43 |

# Appendix C

# The Economic Impact of the Craft Industry in Western North Carolina (2008): Section III, Craft Galleries & Shops

**Table 1**

| Gross Sales of Craft Galleries & Shops | | | | | |
|---|---|---|---|---|---|
| Frequency | Mean | Median | Standard Deviation | Minimum | Maximum |
| 46 | 1,424,507.56 | 160,000.00 | 7,424,152.75 | 3,000.00 | 50,000,000.00 |

**Table 2**

| Gross Sales of Craft Galleries & Shops From Crafts or Handmade Goods | | | | | |
|---|---|---|---|---|---|
| Frequency | Mean | Median | Standard Deviation | Minimum | Maximum |
| 46 | 516,960.16 | 105,244.00 | 1,817,224.69 | 100.00 | 12,000,000.00 |

**Table 3**

| Percentage of Crafts or Handmade Goods Purchased That Were Produced in Western North Carolina | | | | | |
|---|---|---|---|---|---|
| Frequency | Mean | Median | Standard Deviation | Minimum | Maximum |
| 3 | 70.72 | 85.00 | 32.64 | 8.00 | 100.00 |

**Table 4**

| Types of Crafts Sold by Craft Galleries & Shops | | |
|---|---|---|
| **Sample Size** | | **46** |
| Basketry | Responses | 27 |
| | Percent | 8.65 |
| Glass | Responses | 37 |
| | Percent | 11.86 |
| Wood | Responses | 37 |
| | Percent | 11.86 |
| Ceramics | Responses | 41 |
| | Percent | 13.14 |
| Print Making | Responses | 7 |
| | Percent | 2.24 |
| Leather | Responses | 14 |
| | Percent | 4.49 |
| Paper | Responses | 28 |
| | Percent | 8.97 |
| Fiber | Responses | 37 |
| | Percent | 11.86 |
| Metal | Responses | 27 |
| | Percent | 8.65 |
| Jewelry | Responses | 37 |
| | Percent | 11.86 |
| Other | Responses | 20 |
| | Percent | 6.41 |
| Multiple response question with 312 responses. | | |

**Table 5**

| Jewelry Medium for Craft Galleries & Shops Selling Jewelry | | |
|---|---|---|
| **Other** | **Frequency** | **Percent** |
| Clay/Beads | 1 | 2.17 |
| Gemstones/Glass/Metal | 2 | 4.34 |
| Mixed Media | 6 | 13.02 |
| Polymer Clay/Beaded/Glass/Silver/Wire wrap | 1 | 3.70 |
| Silver | 2 | 4.34 |
| Silver/Gold/Beads | 1 | 2.17 |
| Silver/Beads | 1 | 2.17 |
| Silver/Beads/Glass | 1 | 2.17 |
| Bead/Glass/Metal | 2 | 4.34 |
| Beading | 2 | 4.34 |
| Glass/Silver | 1 | 2.17 |
| Metal/Wood/Ceramics/Paper | 1 | 2.17 |
| Metal/Ceramics/Glass/Wire | 1 | 2.17 |
| Natural Materials | 1 | 2.17 |
| Paper/Ceramics/Silver/Glass/Beads | 1 | 2.17 |
| Silver/Gold/Glass | 1 | 2.17 |
| Silver/Beaded/Ceramics/Glass | 1 | 2.17 |
| Silver/Gold/Bronze | 1 | 2.17 |
| Silver/Gold fill/Glass/Gemstones | 1 | 2.17 |
| Vintage Beads | 1 | 2.17 |

## Table 6

| Other Items Craft Galleries & Shops Sell | | |
|---|---|---|
| **Other** | **Frequency** | **Percent** |
| Clothing | 1 | 2.17 |
| Concrete | 1 | 2.17 |
| Etchings/Prints | 3 | 6.51 |
| Food/NC Wine | 1 | 2.17 |
| Furniture | 1 | 2.17 |
| Framing | 2 | 4.34 |
| Gourds | 1 | 2.17 |
| Mixed Media | 3 | 6.51 |
| Natural Materials | 1 | 2.17 |
| Paintings | 6 | 13.02 |
| Photography | 6 | 13.02 |
| Sculpture | 1 | 2.17 |
| Silk Flowers | 1 | 2.17 |
| Soaps/Candles | 1 | 2.17 |
| Woodcarving | 1 | 2.17 |

## Table 7

| Percentage of Craft Galleries' & Shops' Sales Resulting From Different Types of Crafts N = 36 | | | | | |
|---|---|---|---|---|---|
| **Craft Type** | **Mean** | **Median** | **Standard Deviation** | **Minimum** | **Maximum** |
| Basketry | 3.03 | 0.50 | 5.27 | 0.00 | 25.00 |
| Glass | 8.56 | 5.00 | 10.12 | 0.00 | 50.00 |
| Wood | 15.36 | 10.00 | 22.04 | 0.00 | 100.00 |
| Ceramics | 26.44 | 19.00 | 27.42 | 0.00 | 100.00 |
| Jewelry | 15.33 | 12.00 | 13.31 | 0.00 | 48.00 |
| Leather | 0.81 | 0.00 | 1.94 | 0.00 | 10.00 |
| Paper | 5.50 | 1.50 | 10.70 | 0.00 | 50.00 |
| Fiber | 10.50 | 5.00 | 18.45 | 0.00 | 98.00 |
| Metal | 4.72 | 1.00 | 7.95 | 0.00 | 30.00 |
| Other | 9.75 | 2.00 | 13.90 | 0.00 | 50.00 |
| TOTAL | 100.00 | 100.00 | - | 100.00 | 100.00 |

**Table 8**

| Sources of Crafts & Handmade Goods Purchased by Craft Galleries & Shops N = 46 | | | | | |
|---|---|---|---|---|---|
| Craft Type | Mean | Median | Standard Deviation | Minimum | Maximum |
| Wholesalers | 36.56 | 10.00 | 40.04 | 0.00 | 100.00 |
| Consignments | 36.51 | 20.00 | 37.78 | 0.00 | 100.00 |
| Produced Own | 22.71 | 0.00 | 37.11 | 0.00 | 100.00 |
| Other | 4.22 | 0.00 | 14.88 | 0.00 | 80.00 |
| TOTAL | 100.00 | 100.00 | - | 100.00 | 100.00 |

**Table 9**

| Other Sources of Crafts and Handmade Goods Purchased by Galleries & Shops | | |
|---|---|---|
| Source | Frequency | Percent |
| Artisans Direct | 5 | 10.85 |
| Commissioned | 1 | 2.56 |
| Components for Framing | 1 | 2.56 |
| Donations | 1 | 2.56 |
| x | 1 | 2.56 |

**Table 10**

| Proportion of Crafts Galleries' & Shops' Sales to Locals Vs. Tourists N = 44 | | | | | |
|---|---|---|---|---|---|
| | Mean | Median | Standard Deviation | Minimum | Maximum |
| % Locally | 38.00 | 30.00 | 21.55 | 1.00 | 95.00 |
| % to Tourists/Visitors | 62.00 | 70.00 | 21.55 | 5.00 | 99.00 |
| TOTAL | 100.00 | 100.00 | - | 100.00 | 100.00 |

**Table 11**

| Number of Full and Part-Time Employees for Craft Galleries & Shops | | | | | | |
|---|---|---|---|---|---|---|
| | N | Mean | Median | Standard Deviation | Minimum | Maximum |
| Number of Full-Time Employees | 46 | 3.63 | 2.00 | 8.71 | 0.00 | 60.00 |
| Number of Part-Time Employees | 46 | 2.63 | 2.00 | 2.95 | 0.00 | 15.00 |

**Table 12**

| County of the Craft Galleries' & Shops' Location | | |
|---|---|---|
| | Frequency | Percent |
| Ashe | 2 | 4.35 |
| Buncombe | 13 | 28.26 |
| Burke | 2 | 4.35 |
| Cherokee | 1 | 2.17 |
| Cleveland | 1 | 2.17 |
| Rutherford | 1 | 2.17 |
| Graham | 1 | 2.17 |
| Haywood | 3 | 6.52 |
| Henderson | 4 | 8.70 |
| Jackson | 2 | 4.35 |
| Macon | 1 | 2.17 |
| Mitchell | 2 | 4.35 |
| Polk | 3 | 6.52 |
| Swain | 2 | 4.35 |
| Transylvania | 2 | 4.35 |
| Watauga | 3 | 6.52 |
| Yancey | 3 | 6.52 |

**Table 13**

| City of the Craft Galleries & Shops | | |
|---|---|---|
| | Frequency | Percent |
| Asheville, NC | 37 | 80.43 |
| Hickory, NC | 7 | 15.22 |
| Charlotte, NC | 2 | 4.35 |