



2015

A R T I S T

S U R V E Y

R E S U L T S

USA AND CANADA



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INTRODUCTION

Overview

The *Artists & Art Materials 2015 Study* provides the results of recent online surveys of artists and art materials retailers in the USA and Canada as well as an overview of the art materials market size and trends. Please visit the official *Artists & Art Materials 2015 Study* page at NAMTA.org/study2015 to access the *Artist Survey Results*, *Retailer Survey Results*, *Artists and Art Materials Market Summary*, and the *Key Findings Presentation* given at the April 2015 NAMTA show. The full study is available for free to NAMTA members; in addition, the *Artist Survey Results* are available for free to art nonprofits and educators.

The *Artist Survey Results* provides detailed data from the November 2014 online 32-question survey of more than 6,000 artists, plus comparative data from 2012 and 2009. The study is the third in a series produced by Hart Business Research for NAMTA. This study focuses on **active** artists, not just anyone who has used art materials in the past year.

Acknowledgements

NAMTA invested its members' dues to produce this important study that will help members become more productive and profitable, and help the entire art community grow. Twenty-four NAMTA members stepped forward and made this study possible by contributing extra funds as sponsors. Please thank them:

A. Franklin & Associates	Faber-Castell	Jack Richeson & Co.
Ampersand Art Supply	Fredrix Artist Canvas/ Tara Materials	Logan Graphic Products
Blick Art Materials	Gamblin Artists Colors	Princeton Artist Brush
Canson	Global Art Materials	R & F Handmade Paints
Crescent Cardboard	Golden Artist Colors	Reeves & Associates
Daler-Rowney	Grafix	SAMPRO-Hammer & Assoc.
Escoda Sabatés	Grimstad Comerford Group	Speedball Art Products
F+W Media	HK Holbein	Strathmore Artist Papers

NAMTA thanks the many members who promoted the NAMTA Artist Survey to their customers. Major promoters included Above Ground Art Supplies, Artist & Craftsman, Art Supply Warehouse, Blick Art Materials, Craftsy, F+W Media, Opus Art Materials (Canada), The Paint Spot (Canada), Plaza Artist Materials, and *Professional Artist* magazine.

Many university and college art programs sent out survey links to their students. NAMTA thanks them for ensuring a sufficient response from this important group. These schools included CSU Long Beach School of Art, University of Colorado Boulder Department of Art, University of Kansas at Lawrence School of the Arts, Moore College of Art and Design, University of New Mexico Art Department, University of North Carolina Art Department, University of Oregon Department of Art, Purchase College SUNY, Rhode Island School of Design, and Temple University Tyler School of Art.

Brief Methodology

For full methodology details, please see the appendix in this report. Hart Business Research conducted an online 32-question survey of artists in the USA and Canada from November 3 to December 8, 2014.

Artists found the survey via links on art-related e-newsletters, blogs, Facebook pages, Web sites, and other digital media presented by art supply stores and manufacturers, publishers, nonprofits, universities, art schools, galleries, and others. See Appendix: Detailed Methodology for the list of sources. This year's study had no one source contribute more than 16% of respondents for the USA or more than 25% of respondents for Canada.

Number of respondents:

Segment	2009	2012	2015
USA professional artists		210	604
USA student artists		232	349
USA recreational artists		1,763	4,183
USA all respondents	2,714	2,415	5,136
Canada all respondents	NA	1,063	879

The Three Segments: Professional, Student, Recreational

Professional

This study considers artists to be professionals if they noted half or more of their previous year's income was from selling their own artworks. 12% of U.S. artists qualified as professional. This is a much more select group than the 65% of U.S. artists who had sold at least "a little" of their art. Professional also includes students who received half or more of their income from their art.

Student

This study considers artists to be students if they had taken or were currently taking a semester-long college course in art in the past 12 months. They also had to be under age 30. (Just 37% of those who had taken a course in art were under age 30.) Students do not include those who derived half or more of their income from selling their art.

Recreational

Recreational artists are all respondents *not* included in the above definitions of professional and student. Therefore recreational artists made less than half their income from selling their own art and if they are over age 30, may have taken a semester-long college course in art in the past 12 months.

Artist Definition

It is almost impossible to agree on a definition for “artist.” For the purposes of this report, an active artist is defined as someone who is actively engaged in art and noted at least one of these was his or her favorite kind of artwork to create:

Oil paintings	Drawings using pencils, graphite, charcoal	Functional art—painting or drawing on furniture, kitchen items, etc.
Acrylic paintings	Drawings using pen, ink, markers	Three-dimensional art—sculpture, ceramics, found objects, etc.
Watercolors	Murals, wall art, graffiti	Fiber art, quilts, fabric art
Pastel drawings	Mixed media, collages	Communication art, graphic design
Colored pencil drawings	Handmade books, cards, art journals	Digital paintings or drawings using a tablet or mouse

How to Read the Data

Percentages

Much of this report discusses percentages, so here is a refresher about how they work. Think of percentages in terms of a pie sliced into 100 pieces. So 100% is all the pie; 50% is half the pie; 25% is one-quarter of the pie; 48% is a little less than half. Another way of looking at percentages is in terms of X-number out of 100; for example, if 33 out of every 100 stores have green roofs, then 33% have green roofs.

Column totals greater than 100%

How can a column of percentages total more than 100%? This occurs when respondents can choose multiple answers to one question. For example, in question #5 the Canadian artist column total is 471%; this indicates the typical Canadian artist uses almost five different mediums. Note also the column totals are from Excel, so there are sometimes differences between the visible number totals and the stated total.

Medians and averages

This report uses medians. Medians are the typical or middle values, like a highway median: If you lined up 81 of your friends across a highway in terms of height, person number 41 would be the median height. Averages, in contrast, are more affected by extreme values (like someone noting they produced 51,243 oil paintings in a year). Here is an example: If you calculated the average height of your 81 friends, you would add up all their heights together and divide by 81. If one of your friends is 200 feet tall, however, the average will be higher than any real person other than your oversized giraffe friend. So, this report uses medians rather than averages.

Data years

- **2015** was November 15, 2013, to November 15, 2014.
- **2012** was March 15, 2011, to March 15, 2012.
- **2009** was the calendar year 2008.

ARTIST SURVEY RESULTS

Your Artworks

1. Do you create any of these kinds of art? This survey will explore them.

Percentage of each USA 2015 segment:

Category	USA professional	USA student	USA recreational
Paintings	85%	81%	84%
Drawings	68%	91%	67%
Mixed media or collages	54%	64%	53%
Handmade books, cards, art journals	29%	35%	37%
Three-dimensional art (sculpture, ceramics, painting or drawing on objects or fabric, etc.)	38%	50%	33%
Digital art	28%	51%	21%
Other	24%	14%	18%

Percentage of all USA respondents:

Category	USA 2012	USA 2015
Paintings	81%	84%
Drawings	67%	69%
Mixed media or collages	52%	54%
Handmade books, cards, art journals	35%	36%
Three-dimensional art (sculpture, ceramics, painting or drawing on objects or fabric, etc.)	39%	35%
Digital art	29%	24%
Other	15%	18%

Percentage of all Canadian respondents:

Category	Canada 2012	Canada 2015
Paintings	88%	88%
Drawings	65%	67%
Mixed media or collages	48%	57%
Handmade books, cards, art journals	36%	38%
Three-dimensional art (sculpture, ceramics, painting or drawing on objects or fabric, etc.)	33%	34%
Digital art	23%	18%
Other	14%	14%

Other: Artists noted mainly printmaking but also fiber/textile art, encaustics, photography, etc.

2009: This question was not asked.

2. How much time, on average, did you spend creating art in the past 12 months?

Percentage of each USA 2015 segment:

Time span	USA professional	USA student	USA recreational
More than 30 hours a week	40%	19%	8%
21–30 hours a week	32%	16%	12%
11–20 hours a week	19%	28%	23%
6–10 hours a week	7%	21%	26%
1–5 hours a week	2%	15%	27%
Less than an hour a week	0%	0%	4%
None	0%	1%	0%
Median # hours	26.9	14.6	8.7

Percentage of USA respondents:

Time span	USA 2009	USA 2012	USA 2015
More than 30 hours a week	8%	13%	12%
21–30 hours a week	11%	14%	14%
11–20 hours a week	21%	24%	23%
6–10 hours a week	27%	24%	24%
1–5 hours a week	33%	22%	23%
Less than an hour a week	–*	3%	3%
None	0.6%	0%	0%
Median # hours	8	10	10.5

**2009 survey did not include the option “less than an hour a week”.*

Percentage of Canadian respondents:

Time span	Canada 2012	Canada 2015
More than 30 hours a week	8%	10%
21–30 hours a week	9%	11%
11–20 hours a week	17%	23%
6–10 hours a week	23%	22%
1–5 hours a week	33%	28%
Less than an hour a week	9%	6%
None	1%	0%
Median # hours	7	8.6

3. How many of the following artworks or creative projects did you complete in the past 12 months?

Percentage of each 2015 artist segment **participating** in each type of art (created 1 or more artworks of that type):

Type of art	USA professional	USA student	USA recreational
Oil paintings	40%	35%	33%
Acrylic paintings	49%	58%	49%
Watercolors	44%	58%	45%
Any paintings	81%	81%	81%
Pastel drawings	24%	32%	22%
Colored pencil drawings	26%	46%	30%
Drawings using pencils, graphite, charcoal	57%	81%	53%
Drawings using pen, ink, markers	41%	79%	42%
Any paintings or drawings	90%	97%	92%
Murals, wall art, graffiti	17%	16%	7%
Mixed media or collages	45%	58%	42%
Handmade books, cards, art journal pages	29%	44%	35%
Functional art (painting or drawing on furniture, kitchen items, etc.)	18%	24%	17%
Three-dimensional art (sculpture, ceramics, found objects, etc.)	32%	53%	24%
Fiber art, quilts, fabric art	18%	24%	20%
Any murals, mixed, handmade, functional, 3-D, fiber (6 categories)	73%	86%	72%
Communication art or graphic design	25%	41%	15%
Digital paintings or drawings using a tablet or mouse	23%	41%	16%
Any type of artworks	100%	100%	100%

In addition, 21% of professional artists, 15% of students, and 17% of recreational artists participated in other types of artworks. Other types of artworks included mainly prints and printmaking, encaustics, and photographs.

Median number of artworks **produced** by participants (see previous table) in each type of art:

Type of art	USA professional	USA student	USA recreational
Oil paintings	10	6	5
Acrylic paintings	12	5	6
Watercolors	10	5	6
Any paintings	25	10	11
Pastel drawings	7.5	3	4
Colored pencil drawings	6	4	5
Drawings using pencils, graphite, charcoal	15	15	10
Drawings using pen, ink, markers	15	10	10
Any paintings or drawings	48	37	24
Murals, wall art, graffiti	2	1.5	2
Mixed media or collages	10	5	5
Handmade books, cards, art journal pages	12	4	10
Functional art (painting or drawing on furniture, kitchen items, etc.)	5	3	3
Three-dimensional art (sculpture, ceramics, found objects, etc.)	8	5	5
Fiber art, quilts, fabric art	6	4	4
Any murals, mixed, handmade, functional, 3-D, fiber (6 categories)	21	12	12
Communication art or graphic design	10	6	7
Digital paintings or drawings using a tablet or mouse	12	6	6
Any type of artworks	75	59	38

In addition, for other types of artworks, professionals produced a median of 43; students, 15; recreationals, 18.

Percentage of USA artists **participating** in each type of art (created 1 or more artworks of that type):

Type of art	USA 2009	USA 2012	USA 2015
Oil paintings	29%	30%	34%
Acrylic paintings	42%	51%	50%
Watercolors	44%	45%	46%
Any paintings	69%	77%	81%
Pastel drawings	27%	23%	23%
Colored pencil drawings	-	34%	31%
Drawings using pencils, graphite, charcoal	-	51%	55%
Drawings using pen, ink, markers	-	40%	44%
Any paintings or drawings	82%	91%	92%
Murals, wall art, graffiti	17%	10%	9%
Mixed media or collages	55%*	40%	44%
Handmade books, cards, art journal pages	52%*	34%	35%
Functional art (painting or drawing on furniture, kitchen items, etc.)	31%*	19%	18%
Three-dimensional art (sculpture, ceramics, found objects, etc.)	43%*	27%	27%
Fiber art, quilts, fabric art	-	23%	20%
Any murals, mixed, handmade, functional, 3-D, fiber (6 categories)	77%*	71%	73%
Communication art or graphic design	21%	19%	18%
Digital paintings or drawings using a tablet or mouse	24%	17%	19%
Any type of artworks	100%	100%	100%

In addition, 17% of USA artists noted they participated in other types of artworks in 2015. Other types of artworks consisted of roughly 30% prints and printmaking; 15% encaustics; 10% photographs; and 3% to 5% each of etchings, wood, jewelry, monotypes, and monoprints.

**If the USA data changed significantly from 2009 to 2015, they are likely due to actual market changes. An exception is the relatively high artist spending and participation rates in quilting, mixed media, and fiber arts in 2009. The 2009 artist survey had significantly more respondents from quilting, mixed media, and fiber arts sites. (This was intentional, as for later studies NAMTA members requested an artist sample with fewer participants in these segments.) How did this impact the data? Participation in these art forms decreased by 10 to 20 percentage points from 2009 to 2012.*

Data for 2012 was revised to exclude non-respondents. The 2012 report's data for participation was about two percentage points lower than the revised data above. 2009 data already excluded non-respondents, as does 2015.

Median number of artworks **produced** by participants (see previous table) in each type of art:

Type of art	USA 2009	USA 2012	USA 2015
Oil paintings	6	6	6
Acrylic paintings	5	5	6
Watercolors	6	5	6
Any paintings	11	10	12
Pastel drawings	4	4	4
Colored pencil drawings	-	4	5
Drawings using pencils, graphite, charcoal	-	10	10
Drawings using pen, ink, markers	-	10	10
Any paintings or drawings	22	24	27
Murals, wall art, graffiti	3	2	2
Mixed media or collages	6	5	5
Handmade books, cards, art journal pages	10	6	10
Functional art (painting or drawing on furniture, kitchen items, etc.)	3	3	3
Three-dimensional art (sculpture, ceramics, found objects, etc.)	5	5	5
Fiber art, quilts, fabric art	-	5	4
Any murals, mixed, handmade, functional, 3-D, fiber (6 categories)	15	12	13
Communication art or graphic design	8	10	8
Digital paintings or drawings using a tablet or mouse	10	9	7
Any type of artworks	43	39	43

In addition, for other types of artworks, in 2015 USA artists produced a median of 20.

The 2012 “any type of artworks” median was revised to exclude non-respondents to this question. The median in the 2012 report was 36. The 2009 data already excluded non-respondents, as does 2015.

Percentage of Canadian artists **participating** in each type of art (created 1 or more artworks of that type):

Type of art	Canada 2012	Canada 2015
Oil paintings	26%	25%
Acrylic paintings	59%	64%
Watercolours	48%	49%
Any paintings	85%	86%
Pastel drawings	21%	21%
Colored pencil drawings	26%	29%
Drawings using pencils, graphite, charcoal	47%	54%
Drawings using pen, ink, markers	40%	44%
Any paintings or drawings	94%	94%
Murals, wall art, graffiti	7%	9%
Mixed media or collages	35%	46%
Handmade books, cards, art journal pages	33%	35%
Functional art (painting or drawing on furniture, kitchen items, etc.)	12%	18%
Three-dimensional art (sculpture, ceramics, found objects, etc.)	21%	25%
Fiber art, quilts, fabric art	19%	21%
Any murals, mixed, handmade, functional, 3-D, fiber (6 categories)	68%	74%
Communication art or graphic design	14%	15%
Digital paintings or drawings using a tablet or mouse	16%	16%
Any type of artworks	100%	100%

In addition, 14% of Canadian artists participated in other types of artworks in 2015. Other types of artworks included mainly prints and printmaking, encaustics, and photographs.

Data for 2012 was revised to exclude non-respondents. The 2012 report's data for participation was about two percentage points lower than the revised data above, and about five points lower for the group totals.

Median number of artworks **produced** by participants (see previous table) in each type of art:

Type of art	Canada 2012	Canada 2015
Oil paintings	5	5
Acrylic paintings	6	8
Watercolours	6	6
Any paintings	10	12
Pastel drawings	3	3
Colored pencil drawings	4	5
Drawings using pencils, graphite, charcoal	10	10
Drawings using pen, ink, markers	10	10
Any paintings or drawings	22	26
Murals, wall art, graffiti	2	2
Mixed media or collages	5	5
Handmade books, cards, art journal pages	7	10
Functional art (painting or drawing on furniture, kitchen items, etc.)	3	3
Three-dimensional art (sculpture, ceramics, found objects, etc.)	5	4
Fiber art, quilts, fabric art	4	4
Any murals, mixed, handmade, functional, 3-D, fiber (6 categories)	10	11
Communication art or graphic design	7	7
Digital paintings or drawings using a tablet or mouse	10	5.5
Any type of artworks	35	41

In addition, for other types of artworks, in 2015 Canadian artists produced a median of 9.

The 2012 “any type of artworks” median was revised to exclude non-respondents to this question. The median in the 2012 report was 31.

4. What is your favorite kind of artwork to create? If you have one clear favorite, pick that, or pick two or three if there is a tie.

Percentage of each 2015 USA artist segment noting these were their favorites:

Type of art	USA professional	USA student	USA recreational
Oil paintings	29%	26%	27%
Acrylic paintings	30%	24%	30%
Watercolors	23%	20%	28%
Pastel drawings	10%	6%	10%
Colored pencil drawings	7%	13%	10%
Drawings using pencils, graphite, charcoal	19%	34%	21%
Drawings using pen, ink, markers	13%	37%	16%
Murals, wall art, graffiti	6%	5%	2%
Mixed media or collages	22%	18%	21%
Handmade books, cards, visual journals	5%	9%	10%
Functional art—painting or drawing on furniture, kitchen items, etc.	4%	7%	4%
Three-dimensional art—sculpture, ceramics, found objects, etc.	15%	24%	10%
Fiber art, quilts, fabric art	7%	9%	9%
Communication art, graphic design	5%	13%	3%
Digital paintings or drawings using a tablet or mouse	7%	16%	5%
Other	20%	11%	16%
Total	222%	273%	223%

Totals indicate artists typically had about two favorites. See explanation in the introduction regarding totals greater than 100%.

Other: Artists noted this consisted mainly of printmaking and encaustics.

Percentage of USA artists noting these were their favorites:

Type of art	USA 2012	USA 2015
Oil paintings	25%	27%
Acrylic paintings	31%	30%
Watercolors	26%	27%
Pastel drawings	10%	10%
Colored pencil drawings	13%	10%
Drawings using pencils, graphite, charcoal	22%	22%
Drawings using pen, ink, markers	17%	17%
Murals, wall art, graffiti	3%	3%
Mixed media or collages	20%	21%
Handmade books, cards, visual journals	11%	10%
Functional art—painting or drawing on furniture, kitchen items, etc.	5%	4%
Three-dimensional art—sculpture, ceramics, found objects, etc.	12%	12%
Fiber art, quilts, fabric art	12%	9%
Communication art, graphic design	5%	4%
Digital paintings or drawings using a tablet or mouse	6%	6%
Other	12%	16%
Total	230%	226%

2009: Question was not asked.

Totals indicate artists typically had two favorites. See explanation in the introduction regarding totals greater than 100%.

Percentage of Canadian artists noting these were their favorites:

Type of art	Canada 2012	Canada 2015
Oil paintings	25%	19%
Acrylic paintings	31%	44%
Watercolors	26%	28%
Pastel drawings	10%	7%
Colored pencil drawings	13%	8%
Drawings using pencils, graphite, charcoal	22%	22%
Drawings using pen, ink, markers	17%	19%
Murals, wall art, graffiti	3%	3%
Mixed media or collages	20%	21%
Handmade books, cards, visual journals	11%	11%
Functional art—painting or drawing on furniture, kitchen items, etc.	5%	4%
Three-dimensional art—sculpture, ceramics, found objects, etc.	12%	10%
Fiber art, quilts, fabric art	12%	9%
Communication art, graphic design	5%	3%
Digital paintings or drawings using a tablet or mouse	6%	4%
Other	12%	13%
Total	230%	225%

Totals indicate artists typically had two favorites. See explanation in the introduction regarding totals greater than 100%.

If a NAMTA member wishes, Hart can sort the artist survey data by which artists preferred which types of art, such as pastel drawings.

Materials Used for Art

5. What particular mediums did you use to create these artworks in the past 12 months?

Percentage of each USA 2015 segment:

Medium	USA professional	USA student	USA recreational
Oil paint	39%	36%	33%
Acrylic paint	58%	62%	57%
Watercolors	46%	49%	48%
Gouache	23%	22%	19%
Tempera	4%	9%	4%
Encaustic	12%	2%	8%
Spray paint	15%	26%	11%
Pastels (soft)	23%	27%	23%
Pastels (oil or wax)	12%	17%	13%
Colored pencils	33%	51%	39%
Drawing pencils	48%	72%	50%
Sketching charcoal	25%	54%	25%
Graphite	32%	54%	30%
Pen and ink (drawing and calligraphy)	39%	71%	39%
Markers	27%	46%	28%
Other	31%	18%	25%
Total	468%	616%	453%

The totals indicate artists typically used five or six of these mediums.

Other: Artists noted this consisted mainly of inks (printmaking inks, ink, Akua inks) but also included clay and fabric and many other materials.

Percentage of USA artists using these mediums:

Medium	USA 2012	USA 2015
Oil paint	31%	34%
Acrylic paint	59%	58%
Watercolors	47%	47%
Gouache	17%	20%
Tempera	4%	4%
Encaustic	5%	8%
Spray paint	11%	12%
Pastels (soft)	24%	23%
Pastels (oil or wax)	13%	13%
Colored pencils	42%	39%
Drawing pencils	47%	52%
Sketching charcoal	25%	27%
Graphite	27%	32%
Pen and ink (drawing and calligraphy)	38%	41%
Markers	29%	29%
Other	24%	25%
Total	443	466%

Percentage of Canadian artists using these mediums:

Medium	Canada 2012	Canada 2015
Oil paint	26%	27%
Acrylic paint	66%	72%
Watercolours	50%	52%
Gouache	12%	16%
Tempera	4%	4%
Encaustic	6%	9%
Spray paint	7%	12%
Pastels (soft)	22%	22%
Pastels (oil or wax)	11%	14%
Colored pencils	32%	38%
Drawing pencils	46%	52%
Sketching charcoal	21%	28%
Graphite	24%	29%
Pen and ink (drawing and calligraphy)	39%	46%
Markers	23%	31%
Other	22%	22%
Total	411%	471%

2009: Question is not comparable.

6. What else did you use to create these artworks in the past 12 months?

Percentage of each 2015 USA artist segment using these:

Other materials and tools	USA professional	USA student	USA recreational
Paper (loose, sketch book, tablet)	77%	93%	81%
Blank books or cards	24%	28%	32%
Decorative paper or collage materials	32%	34%	34%
Canvas (stretched)	59%	58%	57%
Panels (wood or conservation)	49%	34%	36%
Panels (canvas-wrapped or cardboard)	27%	24%	27%
Plastic film	7%	9%	7%
Found objects	32%	41%	32%
Ceramics	10%	16%	7%
Wood, metal, plastic, or other formed materials	32%	42%	25%
Fiber or fabric	23%	31%	26%
Adhesives/glue	44%	51%	42%
Graphics or animation software	19%	34%	11%
Computer	45%	58%	34%
Smartphone	16%	20%	13%
Scanner	29%	40%	23%
Printer	43%	44%	37%
Camera	44%	53%	42%
Digital drawing tablet or iPad	20%	27%	14%
Other	16%	4%	12%
TOTAL	649%	742%	594%

The totals indicate artists typically used six or seven of these other materials and tools.

Other: Artists noted this as mainly etching press or printing press but also glass and clay and other materials.

Percentage of USA artists using these:

Other materials and tools	USA 2012	USA 2015
Paper (loose, sketch book, tablet)	80%	82%
Blank books or cards	31%	31%
Decorative paper or collage materials	32%	34%
Canvas (stretched)	55%	57%
Panels (wood or conservation)	32%	37%
Panels (canvas-wrapped or cardboard)	24%	27%
Plastic film	9%	7%
Found objects	32%	33%
Ceramics	9%	8%
Wood, metal, plastic, or other formed materials	27%	27%
Fiber or fabric	28%	26%
Adhesives/glue	33%	43%
Graphics or animation software	23%	14%
Computer	-	37%
Smartphone	-	14%
Scanner	30%	25%
Printer	41%	38%
Camera	48%	43%
Digital drawing tablet or iPad	14%	16%
Other	10%	12%
TOTAL	558%	611%

2012 survey did not include the options “computer” and “smartphone.”

2009: Question is not comparable.

Percentage of Canadian artists using these:

Other materials and tools	Canada 2012	Canada 2015
Paper (loose, sketch book, tablet)	79%	81%
Blank books or cards	31%	36%
Decorative paper or collage materials	28%	35%
Canvas (stretched)	61%	67%
Panels (wood or conservation)	28%	39%
Panels (canvas-wrapped or cardboard)	20%	24%
Plastic film	8%	11%
Found objects	28%	32%
Ceramics	7%	7%
Wood, metal, plastic, or other formed materials	21%	29%
Fiber or fabric	24%	26%
Adhesives/glue	26%	42%
Graphics or animation software	18%	12%
Computer	-	32%
Smartphone	-	11%
Scanner	26%	23%
Printer	35%	33%
Camera	44%	44%
Digital drawing tablet or iPad	13%	15%
Other	9%	11%
TOTAL	506%	610%

2012 survey did not include the options “computer” and “smartphone.”

7. What art materials have you become interested in recently or would like to try?

Top 15 answers for each 2015 USA segment:

USA professional		USA student		USA recreational	
Encaustic	14%	Oil paint	17%	Watercolors	13%
Watercolors	12%	Watercolors	13%	Encaustic	11%
Oil paint	9%	Markers	12%	Pastels	10%
Acrylic paint	8%	Gouache	10%	Oil paint	9%
Clay, ceramic (not polymer)	7%	Fiber, fabric	9%	Acrylic paint	7%
Inks	7%	Wood	9%	Markers	5%
Pastels	7%	Screen printing, silkscreen, printmaking	8%	Inks	5%
Wood	5%	Encaustic	8%	Fiber, fabric	4%
Markers	5%	Pastels	8%	Wood	4%
Metal, metallic paints, flakes	5%	Clay, ceramic (not polymer)	7%	Clay, ceramic (not polymer)	4%
Digital drawing, digital other	4%	Acrylic paint	7%	Gouache	3%
Glass	3%	Digital drawing, digital other	6%	Pens	3%
Panels	3%	Spray paint	6%	Screen printing, silkscreen, printmaking	3%
Gouache	3%	Metal, metallic paints, flakes	6%	Digital drawing, digital other	3%
Screen printing, silkscreen, printmaking	3%	Pens	5%	Colored pencil	3%

The above counts include synonyms and word variants. This was an open field. If this had been a checklist, percentages would be much higher. Nearly 5,000 artists commented.

Please see namta.org/study2015 for an Excel file of all responses to this open-field question.

Top 15 answers for USA artists, in order of frequency of mention:

USA 2009	USA 2012	USA 2015	
Oil paint	Pastels	Watercolors, watercolours	13%
Acrylic paint, acrylics, acrylic medium	Watercolors	Encaustic	11%
Fabrics—surface design, image transfer, collage	Oil paint	Oil paint	10%
Watercolor	Encaustic	Pastels	9%
Pastels	Ink	Acrylic paint	7%
Inks—pen and ink, alcohol, colored, stamp, acrylic	Acrylic paint	Markers	6%
Encaustic	Markers	Inks	5%
Collage, mixed media	Digital	Clay, ceramic (not polymer)	5%
Ceramics, pottery, clay (not polymer)	Panels	Wood	5%
Digital	Fiber, fabric	Fiber, fabric	4%
Fibers, fiber art	Gouache	Gouache	4%
Found objects	Wood	Screen printing, silkscreen, printmaking	4%
Printmaking, screen printing	Metal, metallic paints, flakes	Digital drawing, digital other	3%
Metal, metalwork	Clay (polymer or ceramic)	Pens	3%
Dyes, fabric dyes	Colored pencil	Metal, metallic paints, flakes	3%

The above counts include synonyms and word variants. This was an open field. If this had been a checklist, percentages would be much higher. Nearly 5,000 artists commented.

Please see namta.org/study2015 for an Excel file of all responses to this open-field question.

Top 15 for all Canadian respondents, in order of frequency of mention:

Canada 2012	Canada 2015	
Encaustic	Watercolours	13%
Pastels	Encaustic	13%
Oil paint	Oil paint	11%
Ink	Acrylic paint	9%
Wood	Pastels	7%
Watercolours	Markers	6%
Acrylic paint	Clay or ceramic (not polymer)	5%
Canvas	Inks	5%
Markers	Fiber, fabric	5%
Panels	Wood	5%
Fiber, fabric	Gouache	4%
Metal, metallic paints, flakes	Pens	4%
Sculpture	Metal, metallic paints, flakes	3%
Clay (polymer or ceramic)	Panels	3%
Digital	Canvas	3%

The above counts include synonyms and word variants. This was an open field. If this had been a checklist, percentages would be much higher.

Please see namta.org/study2015 for an Excel file of all responses to this open-field question.

8. Is there a category of art supplies you wish were better? Please describe any improvements or changes you'd like to see.

Top 10 category answers for each 2015 segment, in order of frequency of mention:

USA professional	
Paper	10%
Oil paint	9%
Brushes	8%
Acrylic paint	7%
Inks	6%
Canvas	6%
Printmaking	6%
Pastels	4%
Encaustic	4%
Markers	3%

USA student	
Paper	11%
Markers	9%
Oil paint	8%
Acrylic paint	7%
Brushes	5%
Canvas	4%
Watercolors, watercolours	3%
Sketch books	3%
Pastels	2%
Mediums	2%

USA recreational	
Paper	11%
Oil paint	7%
Brushes	7%
Acrylic paint	6%
Canvas	4%
Printmaking	4%
Pastels	4%
Inks	4%
Markers	3%
Colored pencils	3%

USA 2015	
Paper	11%
Oil paint	8%
Brushes	7%
Acrylic paint	6%
Canvas	4%
Printmaking	4%
Inks	4%
Pastels	4%
Markers	4%
Colored pencils	3%

Canada 2015	
Paper	9%
Acrylic paint	8%
Oil paint	7%
Brushes	5%
Inks	5%
Encaustic	4%
Pastels	4%
Canvas	3%
Printmaking	3%
Mediums	3%

This was an open-field question. If this had been a checklist, percentages would be much higher. These counts include synonyms and word variants. Nearly 5,000 artists commented.

Please go to www.namta.org/study2015 for an Excel file of the responses to this question.

9. As an adult, have you ever stopped doing art for more than a year?

Percentage of each USA 2015 segment:

	USA professional	USA student	USA recreational
Yes	20%	11%	44%
No	80%	89%	56%

Percentages of all USA and Canadian respondents:

	USA 2015
Yes	39%
No	61%

Canada 2015
44%
56%

This question was only asked in 2015.

Returning to Art

10. How old were you when you started creating art again most recently?

Percentage of each USA 2015 segment:

Past age decade	USA professional	USA student	USA recreational
19 or younger	8%	46%	5%
20s	15%	51%	7%
30s	24%	2%	17%
40s	32%	-	23%
50s	17%	-	28%
60s	4%	-	18%
70 or older	1%	-	3%
Total	100%	100%	100%

Percentages of all USA and Canadian respondents:

Past age decade	USA 2015
19 or younger	6%
20s	8%
30s	17%
40s	23%
50s	26%
60s	17%
70 or older	3%
Total	100%

Canada 2015
6%
8%
20%
25%
27%
14%
1%
100%

This question was only asked in 2015.

This question is affected by the age ranges of each respondent group.

All students were under the age of 30, by definition.

11. What inspired you to start creating art again? Please describe.

Top 10 answers for each 2015 USA segment:

USA professional	
Time	24%
Art class, course, workshop, school, college, teacher	14%
Need	11%
Children grown up, empty nest, lessened family demands	11%
Had the space, moved, new studio	8%
Retired	5%
Need to be happy	4%
Illness, ill health	4%
Had enough money, could afford	4%
Bought or received a gift of art supplies	4%

USA recreational	
Time	25%
Art class, course, workshop, school, college, teacher	20%
Retired	10%
Children grown up, empty nest, lessened family demands	9%
Need	9%
Had the space, moved, new studio	4%
Friend	4%
Desire	3%
Illness, ill health	3%
Book	3%

Top 10 answers for USA and Canadian artists:

USA 2015	
Time	25%
Art class, course, workshop, school, college, teacher	20%
Retired	10%
Children grown up, empty nest, lessened family demands	9%
Need	9%
Had the space, moved, new studio	4%
Friend	4%
Desire	3%
Illness, ill health	3%
Book	3%

Canada 2015	
Time	26%
Art class, course, workshop, school, college, teacher	16%
Retired	12%
Children grown up, empty nest, lessened family demands	7%
Need	7%
Friend	6%
Illness, ill health	4%
Book	4%
Missed art	3%
Had the space, moved, new studio	2%

The above counts include synonyms and word variants. This was an open field. The percentages would have been much higher with a multiple-choice question. More than 2,000 artists commented.

Please see namta.org/study2015 for an Excel file of all responses to this open-field question.

Student data not included here as most students are too young to have stopped doing art.

12. Did any people or resources help you get started again?

Percentage of each USA 2015 segment:

Resource	USA professional	USA student	USA recreational
Friends	46%	55%	36%
Relatives	24%	18%	25%
Art museum or gallery	19%	23%	19%
Art supply store staff	16%	13%	17%
Local art class (at school, museum, studio, etc.)	39%	60%	45%
Online class	5%	0%	10%
Online how-to tutorials and videos	17%	30%	24%
Social media (Facebook, Pinterest, etc.)	15%	43%	15%
Magazines	22%	8%	26%
Books	31%	10%	32%
Nothing, just on my own	24%	13%	18%
Other	22%	20%	15%
Total	280%	290%	282%

Percentages of all USA and Canadian respondents:

Resource	USA 2015	Canada 2015
Friends	37%	40%
Relatives	24%	21%
Art museum or gallery	19%	16%
Art supply store staff	17%	26%
Local art class (at school, museum, studio, etc.)	45%	45%
Online class	9%	13%
Online how-to tutorials and videos	24%	30%
Social media (Facebook, Pinterest, etc.)	15%	17%
Magazines	26%	27%
Books	32%	37%
Nothing, just on my own	18%	19%
Other	15%	14%
Total	282%	306%

Totals indicate artists usually are helped by about three different resources.

Other: Artists noted spouse, therapist, workshop, or more detail regarding the above categories.

Professional and Student Artists

13. In the past 12 months, did you take (or are you currently taking) a semester-long college course in art?

Percentage of each USA 2015 segment:

	USA professional	USA student	USA recreational
Yes	9%	100%	11%
No	91%	0%	89%

Percentage of all USA respondents:

	USA 2012	USA 2015
Yes	18%	17%
No	82%	83%

Percentage of all Canadian respondents:

	Canada 2012	Canada 2015
Yes	15%	13%
No	85%	87%

The student segment was defined by an answer of “yes” to this question, and student age had to be under 30.

14. About how much of your income in the past 12 months was from selling your own artworks?

Percentage of each USA 2015 segment:

Portion of income	USA professional	USA student	USA recreational
All or nearly all	49%	-	0%
About 3/4	15%	-	0%
About 1/2	36%	-	0%
About 1/4	-	6%	11%
A little	-	40%	50%
None	-	55%	39%
Total	100%	100%	100%

Percentage of all USA respondents:

Portion of income	USA 2012	USA 2015
All or nearly all	5%	6%
About 3/4	2%	2%
About 1/2	3%	4%
About 1/4	9%	10%
A little	41%	43%
None	40%	35%
Total	100%	100%

Percentage of all Canadian respondents:

Portion of income	Canada 2012	Canada 2015
All or nearly all	5%	5%
About 3/4	1%	2%
About 1/2	3%	4%
About 1/4	6%	10%
A little	43%	40%
None	41%	38%
Total	100%	100%

This question was used to identify professional artists. If artists said half or more of their income was from selling their own artworks, then they were designated as professionals. The data in the first three columns reflects the definitions of professionals, students, and recreationalists.

Students who earned at least half of their income from selling their artworks were classified as professionals.

2012: *This question was two questions: Have you sold any of your artworks in the past year? If yes, how much of your income was from selling your own artworks?*

2009: *This question was not asked.*

Art-Related Content

15. Which of the following resources do you look at regularly regarding art?

Percentage of each USA 2015 segment, sorted by “USA 2015” from next page:

Resource	USA professional	USA student	USA recreational
Books	78%	64%	75%
Individual artists' Web sites or blogs	77%	74%	73%
Magazines	70%	47%	69%
Search engines (Google, Bing, Yahoo!, etc.)	61%	63%	57%
Google Images	55%	70%	48%
Gallery or museum Web sites	59%	50%	49%
YouTube	43%	40%	46%
Facebook	52%	44%	43%
E-newsletters	50%	16%	43%
Pinterest	37%	41%	36%
Brand or product manufacturer Web sites	40%	15%	36%
Retailer Web sites	38%	16%	36%
Online art communities (DeviantArt, Wet Canvas, etc.)	36%	40%	34%
E-learning Web sites	16%	7%	20%
Instagram	20%	45%	12%
Smartphone apps	14%	25%	13%
Flickr	9%	8%	6%
Snapchat	1%	6%	1%
Other	13%	23%	10%
Total	770%	692%	708%

Totals indicate artists usually look at about seven different kinds of resources regarding art.

***Other:** Artists noted mainly Tumblr but also art galleries, museums, Twitter, Etsy, and others.*

Percentages of all USA and Canadian respondents, sorted by “USA 2015”:

Resource	USA 2015	Canada 2015
Books	75%	76%
Individual artists' Web sites or blogs	74%	75%
Magazines	67%	63%
Search engines (Google, Bing, Yahoo!, etc.)	58%	58%
Google Images	50%	52%
Gallery or museum Web sites	50%	44%
YouTube	45%	48%
Facebook	44%	43%
E-newsletters	42%	45%
Pinterest	37%	39%
Brand or product manufacturer Web sites	35%	33%
Retailer Web sites	35%	39%
Online art communities (DeviantArt, Wet Canvas, etc.)	35%	36%
E-learning Web sites	19%	21%
Instagram	15%	16%
Smartphone apps	14%	12%
Flickr	7%	7%
Snapchat	1%	1%
Other	12%	10%
Total	714%	717%

16. What specific art-related websites, online communities, Facebook pages, Pinterest pinner or boards, YouTube channels, apps, etc., do you look at regularly?

Top 20 answers for each 2015 USA segment, in order of frequency of mention:

USA professional	USA student	USA recreational
Facebook	Tumblr	Facebook
Pinterest	DeviantArt	YouTube
YouTube	Facebook	Pinterest
Wet Canvas	Instagram	Wet Canvas
Blick Art Materials	YouTube	Blick Art Materials
DeviantArt	Pinterest	Artist's Network
Artist's Network	Juxtapoz	DeviantArt
Instagram	Behance	Artist Daily
<i>Professional Artist</i>	Hyperallergic	Craftsy
Tumblr	ThisisColossal.com	Golden
Golden	Blick Art Materials	Instagram
Google Images	Etsy	<i>Plein Air</i> magazine
Etsy	Art Daily	Tumblr
Hyperallergic	Hi-Fructose	Google Images
Craftsy	Artsy	<i>Professional Artist</i>
Jerry's Artarama	Saatchi Art	Etsy
Artist Daily	Golden	Jerry's Artarama
<i>Plein Air</i> magazine	Google Images	The Artist's Magazine
<i>The Artist's Magazine</i>	Artist Daily	North Light Books
Artsy	Craftsy	Cheap Joe's

The above counts include synonyms and word variants. This was an open field. More than 4,000 artists commented.

The above rankings may have been somewhat affected by which sites carried links to the 2015 artist survey. The following top-20 content sources were significant promoters of the artist survey: Blick Art Materials, Craftsy, Golden, Professional Artist, and F+W Media (Wet Canvas, Artist Network, Artist Daily, and The Artist's Magazine). No one survey promoter, including F+W Media as a whole, contributed more than 15% of respondents.

Top 20 category answers for USA artists, in order of frequency of mention:

USA 2012	USA 2015
Google	Facebook
Facebook	YouTube
Pinterest	Pinterest
Wet Canvas	Wet Canvas
YouTube	DeviantArt
DeviantArt	Blick Art Materials
Google Images	Artist's Network
Artist's Network/ <i>The Artist's Magazine</i>	Tumblr
Tumblr	Instagram
Flickr	Artist Daily
Etsy	Craftsy
Twitter	Golden
North Light Books	Google Images
StumbleUpon	Etsy
Artist Daily/ <i>American Artist</i>	<i>Professional Artist</i>
Golden	<i>Plein Air</i> magazine
Cloth, Paper, Scissors	Jerry's Artarama
About.com	<i>The Artist's Magazine</i>
Blick Art Materials	North Light Books
Yahoo groups	Hyperallergic

The above counts include synonyms and word variants. This was an open field. More than 4,000 artists commented.

The above rankings may have been somewhat affected by which sites carried links to the 2012 artist survey. The following top 20 content sources were significant promoters of the artist survey: Blick Art Materials, Craftsy, Golden, Professional Artist, and F+W Media (Wet Canvas, Artist Network, Artist Daily, and The Artist's Magazine). No one survey promoter, including F+W Media as a whole, contributed more than 15% of respondents.

2012: The question was slightly different: "Where do you go online for art inspiration and information? Please list types of or specific Web sites, social media sites or pages, blogs, browser searches, etc."

Top 20 category answers for all Canadian respondents, in order of frequency of mention:

Canada 2012	Canada 2015
Google	Facebook
Facebook	YouTube
YouTube	Pinterest
Wet Canvas	Opus Art Supplies
DeviantArt	Wet Canvas
Google Images	Instagram
Tumblr	DeviantArt
Robert Genn	Artist's Network
Pinterest	Craftsy
Etsy	Golden
Flickr	Tumblr
Artist's Network/ <i>The Artist's Magazine</i>	Artist Daily
<i>National Geographic</i>	Google Images
Artist Daily/ <i>American Artist</i>	Blick Art Materials
Golden	Juxtapoz
StumbleUpon	ThisisColossal.com
Cloth, Paper, Scissors	Art Tutor
About.com	Etsy
North Light Books	Artsy
Yahoo Groups	Saatchi Art

The above counts include synonyms and word variants. This was an open field.

The above rankings may have been somewhat affected by which sites carried links to the 2012 artist survey. The following top-20 content sources were significant promoters of the artist survey: Blick Art Materials, Craftsy, Golden, Professional Artist, and F+W Media (Wet Canvas, Artist Network, Artist Daily, and The Artist's Magazine). No one survey promoter, including F+W Media as a whole, contributed more than 15% of respondents.

2012: The question was slightly different "Where do you go online for art inspiration and information? Please list types of or specific Web sites, social media sites or pages, blogs, browser searches, etc."

17. Do you use a smartphone to view art-related resources?

Percentage of each USA 2015 segment:

	USA professional	USA student	USA recreational
Mostly	14%	26%	10%
Sometimes	50%	60%	48%
Never	36%	14%	41%
Total	100%	100%	100%

Percentages of all USA and Canadian respondents:

	USA 2015
Mostly	12%
Sometimes	49%
Never	39%
Total	100%

Canada 2015
10%
38%
51%
100%

18. How would you like to hear from your favorite art supply stores and brands?

Percentage of each USA 2015 segment, sorted by "USA 2015":

Communication method	USA professional	USA student	USA recreational
Email	81%	74%	81%
Printed catalogs	38%	32%	42%
Facebook postings	32%	38%	28%
Retailer or product brand Web site or blog	23%	19%	23%
Mailed newsletters	22%	27%	22%
Pinterest boards and pins	8%	9%	11%
Other	3%	3%	3%
None of the above	4%	4%	3%
Total	211%	207%	214%

Percentages of all USA and Canadian respondents:

Communication method	USA 2015	Canada 2015
Email	81%	85%
Printed catalogs	41%	21%
Facebook postings	29%	35%
Retailer or product brand Web site or blog	23%	24%
Mailed newsletters	23%	21%
Pinterest boards and pins	10%	11%
Other	3%	3%
None of the above	3%	2%
Total	213%	201%

Totals indicate artists typically would like to hear from stores via two communication methods.

19. What kinds of content would you like your favorite art materials stores to post on social media such as Facebook?

Percentage of each USA 2015 segment, sorted by "USA 2015":

Content type	USA professional	USA student	USA recreational
Special offers and sales	63%	78%	61%
Artworks by other artists	53%	77%	58%
How-to videos	50%	60%	58%
New product announcements	58%	53%	57%
Quick tips and ideas	48%	65%	55%
Product demos	52%	54%	54%
Product reviews	55%	58%	53%
Art event information	51%	63%	53%
How-to articles	40%	41%	46%
Contests	34%	59%	36%
Artist profiles	40%	54%	35%
Book reviews	28%	23%	27%
Inspiring quotes or photos	22%	26%	24%
Funny stuff	9%	26%	11%
Quizzes and questions	8%	20%	8%
Nothing or not applicable	13%	2%	12%
Other	5%	1%	5%
Total	627%	758%	652%

Percentages of all USA and Canadian respondents, sorted by "USA 2015":

Content type	USA 2015	Canada 2015
Special offers and sales	62%	68%
Artworks by other artists	59%	63%
How-to videos	57%	63%
New product announcements	57%	62%
Quick tips and ideas	55%	63%
Product demos	54%	60%
Product reviews	54%	61%
Art event information	53%	54%
How-to articles	45%	49%
Contests	37%	41%
Artist profiles	37%	41%
Book reviews	27%	30%
Inspiring quotes or photos	24%	28%
Funny stuff	12%	14%
Quizzes and questions	9%	12%
Nothing or not applicable	12%	9%
Other	4%	5%
Total	657%	725%

Totals indicate artists typically would like stores to post six or seven different types of content out of the 15 listed.

20. Where did you get information that helped you decide which art materials to purchase in the past year? Please list them.

Top 15 answers for each 2015 USA segment, sorted by percentages for each:

USA professional		USA student		USA recreational	
Web, Internet, online	28%	Professor	23%	Web, Internet, online	29%
Art supply store	18%	Web, Internet, online	22%	Art supply store	19%
Other artists, colleagues	18%	Instructor, teacher	19%	Other artists, colleagues	15%
Trial and error, experience	11%	Word-of-mouth, recommendation	17%	School, class, workshop	14%
Word-of-mouth, recommendation	10%	Friends	16%	Books	10%
Catalogs	9%	School, class, or workshop	15%	Friends	10%
Books	8%	Art supply store	11%	Magazines	9%
Magazines	8%	Trial and error, experience	9%	Instructor, teacher	9%
Friends	8%	Other artists, colleagues	8%	Catalogs	9%
School, class, workshop	7%	Email	6%	Word-of-mouth, recommendation	8%
Blick Art Materials*	7%	Books	5%	Trial and error, experience	7%
Google or search engine	6%	Online product reviews	5%	Blick Art Materials*	7%
Email	6%	Google or search engine	4%	Email	5%
Manufacturer or supplier websites	4%	Art supply store staff, clerk	4%	Google or search engine	5%
Facebook	4%	YouTube	3%	Facebook	5%

The above counts include synonyms and word variants. This was an open field. The percentages would have been much higher with a multiple-choice question. More than 5,000 artists commented.

In 2012, a similar multiple-choice question was asked: “What information helped you decide which art materials to purchase in the past 12 months?” See the 2012 study for data.

**Significant contributor of respondents. See Appendix: Methodology in Detail for list of contributors.*

Top 15 answers for USA and Canadian artists, sorted by percentages for each:

USA 2015	
Web, Internet, online	28%
Art supply store	18%
Other artists, colleagues	15%
School, class, workshop	13%
Friends	10%
Books	9%
Instructor, teacher	9%
Word-of-mouth, recommendation	9%
Magazines	9%
Catalogs	9%
Trial and error, experience	8%
Blick Art Materials*	7%
Email	5%
Google or search engine	5%
Facebook	4%

Canada 2015	
Web, Internet, online	29%
Art supply store	29%
Other artists, colleagues	14%
School, class, workshop	14%
Books	13%
Friends	10%
Opus Art Supplies*	9%
Instructor, teacher	9%
Trial and error, experience	8%
Word-of-mouth, recommendation	7%
Art supply store staff, clerk	7%
Email	6%
Magazines	6%
Facebook	5%
YouTube	5%

The above counts include synonyms and word variants. This was an open field. The percentages would have been much higher with a multiple-choice question. More than 5,000 artists commented.

*Significant contributor of respondents. See Appendix: Methodology in Detail for list of contributors.

In 2012, a similar multiple-choice question was asked: "What information helped you decide which art materials to purchase in the past 12 months?"

Spending on Art Supplies

21. How much did you spend in the past 12 months on art-related supplies?

USA Professional, Student, Recreational Segments

Percentage of each USA 2015 segment **purchasing** in each category:

Product category	USA professional	USA student	USA recreational
Paints: acrylic	57%	58%	54%
Paints: oil	42%	34%	31%
Paints: watercolor	35%	40%	39%
Paints: other	24%	24%	20%
Paints total	87%	78%	86%
Drawing materials (pencils, pens, markers, ink, pastels, etc.)	68%	88%	70%
Brushes and other tools	71%	69%	69%
Canvas, panels, board	65%	62%	61%
Paper, pads, blank books	64%	83%	68%
Other creative materials*	45%	51%	41%
Furniture, easels, lighting, storage, portfolios, etc.	38%	37%	35%
Books, magazines, videos, digital content, software, apps	60%	37%	58%
Framing supplies and services	54%	20%	46%
All categories	100%	100%	100%

Example: 65% of USA professionals purchased “canvas, panels, board.” They spent a median of \$300 on them. (See next table for median spending.)

*“Other creative materials” include fiber, fabric, decorative paper, ceramics, glass, beads, ceramics, wood, inks, printmaking supplies and equipment, digital printing, rubber stamps, airbrush equipment, and dyes.

Median spending by USA 2015 artists in each segment purchasing in each category:

Product category	USA professional	USA student	USA recreational
Paints: acrylic	\$200	\$50	\$100
Paints: oil	\$200	\$100	\$150
Paints: watercolor	\$100	\$25	\$75
Paints: other	\$150	\$50	\$75
Paints total	\$350	\$100	\$185
Drawing materials (pencils, pens, markers, ink, pastels, etc.)	\$80	\$50	\$50
Brushes and other tools	\$100	\$40	\$60
Canvas, panels, board	\$300	\$60	\$120
Paper, pads, blank books	\$100	\$50	\$70
Other creative materials*	\$200	\$50	\$100
Furniture, easels, lighting, storage, portfolios, etc.	\$200	\$40	\$100
Books, magazines, videos, digital content, software, apps	\$200	\$50	\$100
Framing supplies and services	\$500	\$50	\$300
All categories	\$1,470	\$363	\$745

Percentage of total segment spending per category, 2015:

Product category	USA professional	USA student	USA recreational
Paints: acrylic	7%	8%	8%
Paints: oil	8%	12%	6%
Paints: watercolor	2%	3%	4%
Paints: other	3%	4%	3%
Paints total	20%	26%	22%
Drawing materials (pencils, pens, markers, ink, pastels, etc.)	4%	18%	8%
Brushes and other tools	5%	7%	7%
Canvas, panels, board	15%	13%	13%
Paper, pads, blank books	5%	10%	7%
Other creative materials*	13%	10%	10%
Furniture, easels, lighting, storage, portfolios, etc.	5%	4%	7%
Books, magazines, videos, digital content, software, apps	6%	9%	8%
Framing supplies and services	27%	3%	18%
All categories	100%	100%	100%

***Other creative materials" include fiber, fabric, decorative paper, ceramics, glass, beads, ceramics, wood, inks, printmaking supplies and equipment, digital printing, rubber stamps, airbrush equipment, and dyes.*

USA 2009, 2012, 2015

Percentage of all USA respondents **purchasing** in each category

Product category	USA 2009	USA 2012	USA 2015
Paints: acrylic	-	58%	55%
Paints: oil	-	30%	33%
Paints: watercolor	-	39%	38%
Paints: other	-	17%	21%
Paints total	83%	82%	85%
Drawing materials (pencils, pens, markers, ink, pastels, etc.)	81%	74%	71%
Brushes and other tools	79%	67%	69%
Canvas, panels, board	86%	80%	61%
Paper, pads, blank books	combined	combined	68%
Other creative materials	-	46%	42%
Furniture, easels, lighting, storage, portfolios, etc.	48%	34%	36%
Books, magazines, videos, digital content, software, apps	87%	62%	56%
Framing supplies and services	46%	40%	45%
All categories	100%	100%	100%

Median spending by USA artists purchasing in each category:

Product category	USA 2009	USA 2012	USA 2015
Paints: acrylic	-	\$100	\$100
Paints: oil	-	\$150	\$150
Paints: watercolor	-	\$50	\$60
Paints: other	-	\$50	\$76
Paints total	\$100	\$175	\$200
Drawing materials (pencils, pens, markers, ink, pastels, etc.)	\$50	\$60	\$50
Brushes and other tools	\$50	\$50	\$60
Canvas, panels, board	\$100	\$100	\$150
Paper, pads, blank books	combined	combined	\$70
Other creative materials	\$500*	\$100	\$100
Furniture, easels, lighting, storage, portfolios, etc.	\$100	\$100	\$100
Books, magazines, videos, digital content, software, apps	\$115	\$100	\$100
Framing supplies and services	\$200	\$250	\$300
All categories	\$848*	\$700	\$750

Example: For 2015, 33% of USA artists purchased oil paints. They spent a median of \$150 on them.

*2009 median total spending was relatively high due to spending on “other creative materials”, particularly fiber arts supplies. A relatively high portion of 2009 respondents came from mixed media and fiber arts sites.

Data years:

- **2015** was November 15, 2013 to November 15, 2014.
- **2012** was March 15, 2011 to March 15, 2012.
- **2009** was the calendar year 2008.

Percentage of USA artists' total spending, per category:

Product category	USA 2009	USA 2012	USA 2015
Paints: acrylic	-	10%	8%
Paints: oil	-	7%	7%
Paints: watercolor	-	4%	4%
Paints: other	-	2%	3%
Paints total	15%	23%	22%
Drawing materials (pencils, pens, markers, ink, pastels, etc.)	7%	9%	7%
Brushes and other tools	7%	6%	6%
Canvas, panels, board	15% combined	16% combined	14%
Paper, pads, blank books			7%
Other creative materials*	13%	15%	11%
Furniture, easels, lighting, storage, portfolios, etc.	10%	6%	6%
Books, magazines, videos, digital content, software, apps	15%	9%	8%
Framing supplies and services	18%	16%	20%
All categories	100%	100%	100%

Specific types of paints were not tracked in 2009.

"Canvas, panels, board" and "paper, pads, blank books" was one category in 2009 and 2012.

***Other creative materials" include fiber, fabric, decorative paper, ceramics, glass, beads, ceramics, wood, inks, printmaking supplies and equipment, digital printing, rubber stamps, airbrush equipment, and dyes.*

The 2009 study used a shorter list of categories: paints; drawing materials (pencils, pastels, pens, markers, ink, etc.); brushes and other tools; supports (canvas, panels, paper, etc.); furniture, lighting, storage; framing supplies and services; books, magazines, videos; and non-traditional art supplies (fiber, art fabric, beads, wire, ceramics, art glass).

When a category is split, as was the paints category in 2012 and the surfaces category in 2015, reported spending is higher for the sum of the narrower categories than for the more general category. Narrower categories help artists recall what they spent, but if there are too many categories, artists will not complete the question.

2009 median total spending was relatively high due to spending on "other creative materials", particularly fiber arts supplies. A relatively high portion of 2009 respondents came from mixed media and fiber arts sites.

Spending levels by USA 2015 artists purchasing in each category:

Spending level	Paints: acrylic	Paints: oil	Paints: watercolor	Paints: other	Paints all
More than \$2,000	0%	1%	0%	1%	2%
\$1,001–\$2,000	1%	2%	0%	2%	3%
\$751–\$1,000	2%	4%	1%	2%	3%
\$501–\$750	1%	3%	1%	1%	7%
\$401–\$500	4%	7%	3%	3%	7%
\$301–\$400	3%	6%	2%	3%	7%
\$201–\$300	9%	12%	6%	7%	13%
\$101–\$200	18%	22%	18%	15%	22%
\$76–\$100	18%	16%	16%	15%	11%
\$51–\$75	6%	5%	6%	6%	6%
\$26–\$50	22%	16%	27%	25%	11%
\$25 or less	15%	7%	21%	19%	6%
Total	100%	100%	100%	100%	100%
Median	\$100	\$150	\$60	\$76	\$200

Spending levels by USA 2015 artists purchasing in each category, continued:

Spending level	Drawing materials	Brushes and other tools	Canvas, panels, board	Paper, pads, blank books	Other creative materials
More than \$2,000	0%	0%	1%	0%	2%
\$1,001–\$2,000	0%	0%	2%	0%	2%
\$751–\$1,000	1%	1%	3%	1%	3%
\$501–\$750	1%	0%	2%	1%	3%
\$401–\$500	2%	2%	6%	2%	6%
\$301–\$400	2%	2%	5%	2%	3%
\$201–\$300	6%	6%	12%	6%	9%
\$101–\$200	14%	16%	19%	16%	18%
\$76–\$100	16%	18%	15%	18%	16%
\$51–\$75	6%	7%	6%	8%	5%
\$26–\$50	31%	31%	18%	30%	19%
\$25 or less	21%	18%	9%	16%	13%
Total	100%	100%	100%	100%	100%
Median	\$50	\$60	\$150	\$70	\$100

Example: 18% of USA artists who purchased brushes and other tools spent \$76—\$100 on them in the past year.

“Drawing materials” consist of pencils, pens, markers, ink, pastels, etc.

“Other creative materials” include fiber, fabric, decorative paper, ceramics, glass, beads, ceramics, wood, inks, printmaking supplies and equipment, digital printing, rubber stamps, airbrush equipment, and dyes.

Spending levels by USA 2015 artists purchasing in each category, continued:

Spending level	Furniture, etc.	Media, etc.	Framing supplies and services	All categories
More than \$2,000	1%	0%	3%	16%
\$1,001–\$2,000	2%	1%	5%	23%
\$751–\$1,000	2%	2%	8%	11%
\$501–\$750	2%	1%	6%	15%
\$401–\$500	5%	4%	11%	7%
\$301–\$400	4%	3%	8%	8%
\$201–\$300	10%	10%	14%	7%
\$101–\$200	22%	22%	18%	7%
\$76–\$100	17%	21%	10%	2%
\$51–\$75	6%	8%	3%	1%
\$26–\$50	19%	21%	8%	1%
\$25 or less	11%	8%	4%	1%
Total	100%	100%	100%	100%
Median	\$100	\$100	\$300	\$750

“Furniture, etc.” consists of furniture, easels, lighting, storage, portfolios, etc.

“Media, etc.” consists of books, magazines, videos, digital content, software, apps, etc.

“All categories” includes data from all three spending levels tables.

CANADA 2012, 2015

Percentage of all Canadian respondents **purchasing** each category:

Product category	Canada 2012	Canada 2015
Paints: acrylic	64%	68%
Paints: oil	25%	24%
Paints: watercolour	39%	40%
Paints: other	14%	20%
Paints total	86%	90%
Drawing materials (pencils, pens, markers, ink, pastels, etc.)	67%	72%
Brushes and other tools	67%	74%
Canvas, panels, board	80% combined	70%
Paper, pads, blank books		67%
Other creative materials*	39%	39%
Furniture, easels, lighting, storage, portfolios, etc.	29%	33%
Books, magazines, videos, digital content, software, apps	54%	54%
Framing supplies and services	36%	39%
All categories	100%	100%

Median spending by Canadian artists purchasing in each category:

Product category	Canada 2012	Canada 2015
Paints: acrylic	\$100	\$150
Paints: oil	\$100	\$200
Paints: watercolour	\$75	\$75
Paints: other	\$75	\$100
Paints total	\$200	\$200
Drawing materials (pencils, pens, markers, ink, pastels, etc.)	\$54	\$60
Brushes and other tools	\$60	\$75
Canvas, panels, board	\$125 combined	\$200
Paper, pads, blank books		\$75
Other creative materials*	\$125	\$100
Furniture, easels, lighting, storage, portfolios, etc.	\$100	\$100
Books, magazines, videos, digital content, software, apps	\$100	\$100
Framing supplies and services	\$300	\$300
All categories	\$700	\$800

Example: 70% of Canadians purchased canvas, panels, board. These purchasers spent a median of \$200.

*"Other creative materials" include fiber, fabric, decorative paper, ceramics, glass, beads, ceramics, wood, inks, printmaking supplies and equipment, digital printing, rubber stamps, airbrush equipment, and dyes.

"Canvas, panels, board" and "paper, pads, blank books" was one category in 2012.

Canadian data is in Canadian dollars. The average exchange rate for 2015 data (2014 calendar year) was about US\$0.90 equals C\$1.00. For 2012 data, the exchange rate was about US\$1.01 equals C\$1.00.

Percentage of Canadian artists' total spending, per category:

Product category	Canada 2012	Canada 2015
Paints: acrylic	14%	14%
Paints: oil	5%	5%
Paints: watercolour	4%	3%
Paints: other	2%	3%
Paints total	25%	25%
Drawing materials (pencils, pens, markers, ink, pastels, etc.)	7%	7%
Brushes and other tools	6%	6%
Canvas, panels, board	19% combined	17%
Paper, pads, blank books		8%
Other creative materials	13%	10%
Furniture, easels, lighting, storage, portfolios, etc.	6%	7%
Books, magazines, videos, digital content, software, apps	8%	8%
Framing supplies and services	16%	13%
All categories	100%	100%

When a category is split, as was the surfaces category in 2015, reported spending is higher for the sum of the narrower categories than for the more general category. Narrower categories help artists recall what they spent, but if there are too many categories, artists will not complete the question.

Data years:

- **2015** was November 15, 2013 to November 15, 2014.
- **2012** was March 15, 2011 to March 15, 2012.

Spending levels by Canadian artists purchasing in each category, 2015:

Spending level	Paints: acrylic	Paints: oil	Paints: watercolour	Paints: other	Paints all
More than \$2,000	1%	2%	0%	1%	2%
\$1,001–\$2,000	2%	2%	0%	2%	5%
\$751–\$1,000	3%	5%	2%	2%	4%
\$501–\$750	2%	2%	1%	2%	6%
\$401–\$500	8%	10%	2%	2%	9%
\$301–\$400	6%	5%	2%	2%	8%
\$201–\$300	10%	13%	8%	9%	14%
\$101–\$200	21%	20%	13%	19%	19%
\$76–\$100	21%	17%	21%	17%	13%
\$51–\$75	3%	3%	8%	3%	4%
\$26–\$50	15%	16%	26%	21%	9%
\$25 or less	8%	7%	17%	19%	4%
Total	100%	100%	100%	100%	100%
Median	\$150	\$200	\$75	\$100	\$200

Spending levels by Canadian artists purchasing in each category, 2015, continued:

Spending level	Drawing materials	Brushes and other tools	Canvas, panels, board	Paper, pads, blank books	Other creative materials
More than \$2,000	0%	0%	2%	0%	3%
\$1,001–\$2,000	0%	0%	2%	0%	1%
\$751–\$1,000	1%	0%	4%	1%	4%
\$501–\$750	0%	1%	4%	0%	3%
\$401–\$500	2%	2%	6%	2%	4%
\$301–\$400	2%	2%	7%	1%	6%
\$201–\$300	7%	6%	13%	5%	10%
\$101–\$200	16%	14%	21%	18%	18%
\$76–\$100	18%	21%	17%	19%	15%
\$51–\$75	6%	9%	4%	7%	5%
\$26–\$50	33%	28%	14%	30%	18%
\$25 or less	15%	15%	6%	15%	14%
Total	100%	100%	100%	100%	100%
Median	\$60	\$75	\$200	\$75	\$100

Example: 21% of Canadian artists who purchased brushes and other tools spent \$76—\$100 on them in past year.

“Drawing materials” consist of pencils, pens, markers, ink, pastels, etc.

Spending levels by Canadian artists purchasing in each category, 2015, continued:

Spending level	Furniture, etc.	Media, etc.	Framing supplies and services	All categories
More than \$2,000	1%	1%	3%	15%
\$1,001–\$2,000	2%	1%	7%	25%
\$751–\$1,000	2%	2%	4%	12%
\$501–\$750	3%	1%	5%	15%
\$401–\$500	3%	3%	12%	7%
\$301–\$400	6%	4%	8%	7%
\$201–\$300	13%	9%	16%	8%
\$101–\$200	19%	21%	20%	7%
\$76–\$100	19%	20%	12%	1%
\$51–\$75	4%	7%	3%	1%
\$26–\$50	19%	22%	7%	1%
\$25 or less	8%	9%	2%	0%
Total	100%	100%	100%	100%
Median	\$100	\$100	\$300	\$800

“Furniture, etc.” consists of furniture, easels, lighting, storage, portfolios, etc.

“Media, etc.” consists of books, magazines, videos, digital content, software, apps, etc.

“All categories” includes data from all three spending levels tables.

22. How much did you spend on art supplies in the past year versus the year before that?

Percentage of each USA 2015 segment:

	USA professional	USA student	USA recreational
More this year	44%	64%	47%
Same	38%	18%	33%
More previous year	18%	18%	20%
Total	100%	100%	100%

Percentage of USA artists noting each:

	USA 2009	USA 2012	USA 2015
More this year	54%	37%	48%
Same	32%	38%	32%
More previous year	14%	25%	20%
Total	100%	100%	100%

Percentage of Canadian artists noting each:

	Canada 2012	Canada 2015
More this year	34%	45%
Same	38%	32%
More previous year	27%	22%
Total	100%	100%

Data years:

- **2015** was November 15, 2013 to November 15, 2014.
- **2012** was March 15, 2011 to March 15, 2012.
- **2009** was the calendar year 2008.

Spending by Retail Channel

23. What kinds of stores that sell art supplies are within a 45-minute drive from your home or workplace?

Percentage of each USA 2015 segment:

Retail type	USA professional	USA student	USA recreational
Art supply store	82%	92%	83%
Crafts chain store	79%	76%	86%
Hardware store, framer, or bookstore	71%	69%	68%
Mass merchandiser	33%	38%	37%
Other	9%	4%	8%
Total	274%	280%	281%

Percentages of all USA and Canadian respondents:

Retail type	USA 2015	Canada 2015
Art supply store	83%	86%
Crafts chain store	85%	72%
Hardware store, framer, or bookstore	68%	72%
Mass merchandiser	36%	41%
Other	8%	11%
Total	280%	282%

Other: USA artists most often noted a book store (college, university, or other), online, fabric store, or crafts store. Canadian artists most often noted a dollar store, book store, fabric store, or stationery store.

The above totals indicate artists were aware of about three different kinds of stores selling art supplies nearby.

24. Approximately what % of your art supplies spending in the past 12 months was at each kind of store? Please note a rough % for each kind of store.

Percentage of total artist spending per segment at each type of store, 2015:

Retail type	USA professional	USA student	USA recreational
Art supply stores	27%	60%	34%
Crafts chain stores (Hobby Lobby, Michaels, etc.)	10%	18%	18%
Framers, hardware stores, or bookstores	19%	7%	10%
Mass merchandisers (Walmart, etc.)	1%	3%	1%
Online art supply or crafts stores	33%	5%	27%
Online general retailers (Amazon.com, etc.)	5%	5%	7%
Other	5%	2%	3%
Total	100%	100%	100%

Percentage of each segment that spent at each type of store, 2015:

Retail type	USA professional	USA student	USA recreational
Art supply stores	82%	91%	81%
Crafts chain stores (Hobby Lobby, Michaels, etc.)	65%	73%	76%
Framers, hardware stores, or bookstores	52%	44%	41%
Mass merchandisers (Walmart, etc.)	17%	37%	18%
Online art supply or crafts stores	70%	24%	58%
Online general retailers (Amazon.com, etc.)	33%	32%	33%
Other	12%	7%	9%
Total	331%	310%	316%

Example: 60% of USA art students reported spending was at art supply stores. In that same year, 91% of USA art students shopped at least once at an art supply store.

Do NOT use this as market share data. These artist-reported percentages are not accurate for the overall retail market because all respondents were recruited online and a significant number of them were from online art supply stores. This makes the online spending percentage higher than for the actual market; the actual art supplies market is about 10% to 15% online.

The above totals indicate artists typically shopped at three different types of retailers.

“Framers, hardware stores, or bookstores” also included college stores.

“Mass merchandisers” also included dollar stores.

“Online general retailers” also included eBay and Etsy.

Other: Artists noted fabric stores, thrift stores, suppliers, photography stores, and many others.

Some consumers are unclear about the distinctions between art supply stores versus crafts chain stores, and art supply stores versus online art supply stores.

Percentage of total USA artist spending at each type of store:

Retail type	USA 2009	USA 2012	USA 2015
Art supply stores	33%	31%	33%
Crafts chain stores (Hobby Lobby, Michaels, etc.)	17%	17%	16%
Framers, hardware stores, or bookstores	-	10%	12%
Mass merchandisers (Walmart, etc.)	-	-	1%
Online art supply or crafts stores	29%	32%	28%
Online general retailers (Amazon.com, etc.)	-	5%	6%
Other	-	5%	4%
Total	79% +21% other	100%	100%

Percentage of USA artists that spent at each type of store:

Retail type	USA 2009	USA 2012	USA 2015
Art supply stores	83%	75%	82%
Crafts chain stores (Hobby Lobby, Michaels, etc.)	71%	73%	74%
Framers, hardware stores, or bookstores	-	38%	42%
Mass merchandisers (Walmart, etc.)	-	-	19%
Online art supply or crafts stores	69%	64%	57%
Online general retailers (Amazon.com, etc.)	-	29%	33%
Other	-	12%	9%
Total	-	291%	317%

Example: 33% of USA artists' reported spending was at art supply stores in 2015. In that same year, 82% of USA artists shopped at least once at an art supply store.

The above totals indicate artists typically shopped at three different types of retailers.

Do NOT use this as market share data. These artist-reported percentages are not accurate for the overall retail market because all respondents were recruited online and a significant number of them were from online art supply stores. This makes the online spending percentage higher than for the actual market; the actual art supplies market is about 10% to 15% online.

Retailer categories that have a dash (-) in the cell indicate those were not tracked that year or the store type description was not comparable with future years.

Data years:

- **2015** was November 15, 2013 to November 15, 2014.
- **2012** was March 15, 2011 to March 15, 2012.
- **2009** was the calendar year 2008.

Percentage of total Canadian artist spending at each type of store:

Retail type	Canada 2012	Canada 2015
Art supply stores	58%	57%
Crafts chain stores (Hobby Lobby, Michaels, etc.)	11%	11%
Framers, hardware stores, or bookstores	11%	10%
Mass merchandisers (Walmart, etc.)	-	2%
Online art supply or crafts stores	11%	14%
Online general retailers (Amazon.com, etc.)	2%	3%
Other	7%	3%
Total	100%	100%

Percentage of Canadian artists that spent at each type of store:

Retail type	Canada 2012	Canada 2015
Art supply stores	96%	93%
Crafts chain stores (Hobby Lobby, Michaels, etc.)	61%	64%
Framers, hardware stores, or bookstores	40%	43%
Mass merchandisers (Walmart, etc.)	-	26%
Online art supply or crafts stores	31%	36%
Online general retailers (Amazon.com, etc.)	15%	18%
Other	11%	11%
Total	254%	291%

Example: 57% of Canadian artists' reported spending was at art supply stores in 2015. In that same year, 93% of Canadian artists shopped at least once at an art supply store.

Do NOT use this as market share data. These artist-reported percentages are not accurate for the overall retail market because all respondents were recruited online. This makes the online spending percentage higher than for the actual market; the actual Canadian art supplies market is about 5% online.

The above totals indicate artists typically shopped at three different types of retailers.

"Framers, hardware stores, or bookstores" also included college stores.

"Mass merchandisers" also included dollar stores.

"Online general retailers" also included eBay and Etsy.

Retailer categories that have a dash (-) in the cell indicate those were not tracked that year or the store type description was not comparable with future years.

Data years:

- **2015** was November 15, 2013 to November 15, 2014.
- **2012** was March 15, 2011 to March 15, 2012.

Feedback for Retailers

25. How important are these store features to you when buying art supplies?

Percentage of each USA 2015 segment indicating **very important**, sorted by “USA recreational”:

Store feature	USA professional	USA student	USA recreational
High-quality products	91%	83%	89%
Most items carried are in stock	87%	84%	86%
Wide selection of art supplies	82%	87%	84%
Reasonable prices	84%	92%	83%
Staff is knowledgeable about art and art materials	73%	80%	76%
Store is well-organized; easy to find things	65%	68%	69%
Product selection fits all of my creative activities	70%	75%	69%
Staff is friendly	65%	68%	68%
Enough special offers and coupons	56%	72%	56%
Convenient location and parking	51%	60%	56%
Store is clean	45%	46%	51%
Store feels like part of the community	42%	42%	41%
Store is open evenings	36%	64%	40%
Checkout process is quick; no waiting	37%	32%	39%
Store offers classes and demos	18%	20%	22%
Total	903%	973%	929%

Totals indicate artists typically thought nine features were very important out of the 15 listed.

Percentage of all USA respondents, sorted by “very important”:

Store feature	Very important	Somewhat important	Not important
High-quality products	89%	11%	1%
Most items carried are in stock	86%	13%	1%
Wide selection of art supplies	84%	15%	1%
Reasonable prices	83%	16%	1%
Staff is knowledgeable about art and art materials	76%	20%	4%
Product selection fits all of my creative activities	70%	26%	4%
Store is well-organized; easy to find things	69%	29%	2%
Staff is friendly	68%	29%	3%
Enough special offers and coupons	57%	34%	9%
Convenient location and parking	55%	38%	7%
Store is clean	50%	42%	8%
Store feels like part of the community	41%	42%	17%
Store is open evenings	41%	36%	23%
Checkout process is quick; no waiting	38%	52%	10%
Store offers classes and demos	22%	35%	44%
Total	929%	437%	134%

Percentage of all Canadian respondents, sorted by “very important”:

Store feature	Very important	Somewhat important	Not important
Most items carried are in stock	85%	14%	0%
High-quality products	85%	15%	0%
Staff is knowledgeable about art and art materials	84%	14%	2%
Reasonable prices	84%	15%	1%
Wide selection of art supplies	83%	16%	1%
Staff is friendly	73%	26%	1%
Store is well-organized; easy to find things	69%	30%	1%
Product selection fits all of my creative activities	68%	30%	3%
Convenient location and parking	55%	37%	7%
Enough special offers and coupons	53%	36%	12%
Store is clean	48%	45%	7%
Store feels like part of the community	46%	43%	11%
Store is open evenings	36%	37%	27%
Checkout process is quick; no waiting	33%	58%	9%
Store offers classes and demos	25%	44%	31%
Total	927%	461%	112%

Totals indicate artists typically thought nine features were very important, four somewhat important, and one not important.

26. If you shop at an art supply store in your area, what is the store good at?

Percentage of each USA 2015 segment, sorted by “USA recreational”:

Store feature	USA professional	USA student	USA recreational
High-quality products	71%	72%	75%
Wide selection of art supplies	67%	77%	73%
Staff is friendly	64%	77%	72%
Staff is knowledgeable about art and art materials	62%	72%	71%
Store is well-organized; easy to find things	63%	69%	63%
Most items carried are in stock	62%	67%	63%
Store is clean	54%	72%	59%
Reasonable prices	54%	56%	57%
Convenient location and parking	52%	51%	51%
Checkout process is quick; no waiting	47%	50%	51%
Store feels like part of the community	46%	48%	48%
Product selection fits all of my creative activities	45%	54%	47%
Enough special offers and coupons	33%	51%	36%
Store is open evenings	30%	43%	32%
Store offers classes and demos	25%	24%	28%
Total	775%	882%	825%

Percentages of all USA and Canadian respondents, sorted by “USA 2015”:

Store feature	USA 2015	Canada 2015
High-quality products	74%	77%
Wide selection of art supplies	72%	77%
Staff is friendly	71%	78%
Staff is knowledgeable about art and art materials	70%	76%
Store is well-organized; easy to find things	64%	65%
Most items carried are in stock	63%	68%
Store is clean	59%	62%
Reasonable prices	57%	64%
Convenient location and parking	51%	56%
Checkout process is quick; no waiting	50%	51%
Store feels like part of the community	48%	53%
Product selection fits all of my creative activities	47%	52%
Enough special offers and coupons	36%	36%
Store is open evenings	33%	32%
Store offers classes and demos	27%	43%
Total	823%	890%

Totals indicate artists typically thought stores were good at about eight out of the 15 features listed.

27. If you shop at a crafts chain store in your area, what is the store good at?

Percentage of each USA 2015 segment, sorted by "USA recreational":

Store feature	USA professional	USA student	USA recreational
Reasonable prices	60%	59%	66%
Convenient location and parking	57%	59%	64%
Enough special offers and coupons	52%	63%	58%
Store is well-organized; easy to find things	44%	59%	51%
Store is open evenings	44%	58%	49%
Most items carried are in stock	37%	64%	46%
Store is clean	39%	59%	46%
Wide selection of art supplies	37%	55%	40%
Staff is friendly	29%	42%	33%
Product selection fits all of my creative activities	21%	39%	24%
Checkout process is quick; no waiting	18%	32%	24%
High-quality products	16%	23%	19%
Store offers classes and demos	12%	27%	14%
Staff is knowledgeable about art and art materials	10%	16%	12%
Store feels like part of the community	8%	10%	10%
Total	485%	664%	555%

Percentages of all USA and Canadian respondents, sorted by "USA 2015":

Store feature	USA 2015	Canada 2015
Reasonable prices	65%	44%
Convenient location and parking	63%	64%
Enough special offers and coupons	57%	52%
Store is well-organized; easy to find things	51%	53%
Store is open evenings	49%	54%
Most items carried are in stock	46%	42%
Store is clean	46%	49%
Wide selection of art supplies	40%	45%
Staff is friendly	33%	30%
Product selection fits all of my creative activities	24%	28%
Checkout process is quick; no waiting	24%	26%
High-quality products	19%	19%
Store offers classes and demos	15%	19%
Staff is knowledgeable about art and art materials	12%	14%
Store feels like part of the community	9%	7%
Total	554%	547%

Totals indicate artists typically thought crafts chain stores were good at about five or six out of the 15 features listed.

Demographics

28. Are you male or female?

	USA professional	USA student	USA recreational
Female	77%	84%	82%
Male	23%	16%	18%

	USA 2009	USA 2012	USA 2015
Female	86%	82%	82%
Male	14%	18%	18%

	Canada 2012	Canada 2015
Female	84%	87%
Male	16%	13%

29. What is your age?

Percentage of each USA 2015 segment:

	USA professional	USA student	USA recreational
70 or older	7%	-	14%
60–69	30%	-	32%
50–59	30%	-	25%
40–49	13%	-	12%
30–39	11%	-	10%
20–29	8%	64%	5%
Under 20	2%	36%	1%
Total	100%	100%	100%

Note: The “student” category definition excluded students age 30 and up.

Percentage of USA artists:

	USA 2009	USA 2012	USA 2015
70 or older	7%	8%	12%
60–69	24%	20%	30%
50–59	34%	27%	24%
40–49	18%	15%	11%
30–39	9%	13%	10%
20–29	7%	13%	10%
19 or younger	1%	4%	4%
Total	100%	100%	100%

Percentage of Canadian artists:

	Canada 2012	Canada 2015
70 or older	5%	7%
60–69	22%	29%
50–59	31%	26%
40–49	15%	14%
30–39	11%	11%
20–29	13%	11%
19 or younger	3%	3%
Total	100%	100%

Creative Activities throughout Life

30. Which of these forms of creativity have you done during different decades of your life?

Fine art (painting, drawing, sculpture, mixed media, etc.)

Percentage of each USA 2015 artist age segment who participated in fine art in each decade of their life:

Participation decade	Current age of respondents					
	USA under 20*	USA 20s	USA 30s	USA 40s	USA 50s	USA 60s or older
60s or older						82%
50s					83%	68%
40s				86%	69%	54%
30s			84%	72%	56%	49%
20s		90%	76%	72%	61%	53%
Teens or younger	97%	86%	78%	68%	62%	52%

*Data less reliable for USA under age 20. There were 180 respondents under age 20; 60% of these were university art students. All other USA age segments had at least 490 respondents.

Percentage of each Canada 2015 artist age segment who participated in fine art in each decade of their life:

Participation decade	Current age of respondents					
	Canada under 20*	Canada 20s*	Canada 30s*	Canada 40s*	Canada 50s	Canada 60s or older
60s or older						78%
50s					84%	70%
40s				92%	68%	50%
30s			89%	76%	49%	40%
20s		87%	81%	65%	52%	46%
Teens or younger	96%	84%	77%	65%	56%	48%

*Data less reliable for Canada 40s and younger. There were fewer than 225 respondents for Canadians in each age decade 40s and younger: 25 under age 20, 93 in 20s, 97 in 30s, 119 in 40s, 231 in 50s, and 307 in 60s or older.

Example: For Canadian artists in their 50s, 84% currently create fine art and 52% did in their 20s.

Fiber arts (sewing, knitting, crocheting, quilting, cross-stitch, etc.)

Percentage of each USA 2015 artist age segment who participated in fiber arts in each decade of their life:

Participation decade	Current age of respondents					
	USA under 20*	USA 20s	USA 30s	USA 40s	USA 50s	USA 60s or older
60s or older						26%
50s					34%	29%
40s				30%	36%	35%
30s			39%	33%	40%	45%
20s		47%	44%	33%	46%	46%
Teens or younger	61%	48%	40%	38%	46%	34%

*Data less reliable for USA under age 20.

Percentage of each Canada 2015 artist age segment who participated in fiber arts in each decade of their life:

Participation decade	Current age of respondents					
	Canada under 20*	Canada 20s*	Canada 30s*	Canada 40s*	Canada 50s	Canada 60s or older
60s or older						29%
50s					30%	32%
40s				44%	37%	40%
30s			25%	44%	48%	52%
20s		53%	36%	54%	50%	54%
Teens or younger	68%	58%	40%	52%	40%	33%

*Data less reliable for Canada 40s and younger.

Example: For USA artists in their 50s, 34% currently create fiber arts and 46% did in their 20s.

Paper crafts (journaling, cards, origami, etc.)

Percentage of each USA 2015 artist age segment who participated in paper crafts in each decade of their life:

Participation decade	Current age of respondents					
	USA under 20*	USA 20s	USA 30s	USA 40s	USA 50s	USA 60s or older
60s or older						31%
50s					37%	27%
40s				41%	37%	22%
30s			43%	43%	31%	18%
20s		50%	47%	37%	26%	15%
Teens or younger	76%	67%	44%	31%	26%	14%

*Data less reliable for USA under age 20.

Percentage of each Canada 2015 artist age segment who participated in paper crafts in each decade of their life:

Participation decade	Current age of respondents					
	Canada under 20*	Canada 20s*	Canada 30s*	Canada 40s*	Canada 50s	Canada 60s or older
60s or older						34%
50s					36%	33%
40s				50%	38%	23%
30s			36%	46%	31%	19%
20s		45%	35%	38%	24%	10%
Teens or younger	80%	68%	54%	39%	20%	10%

*Data less reliable for Canada 40s and younger.

Home décor (decorative crafts, painting, etc.)

Percentage of each USA 2015 artist age segment who participated in home décor in each decade of their life:

Participation decade	Current age of respondents					
	USA under 20*	USA 20s	USA 30s	USA 40s	USA 50s	USA 60s or older
60s or older						24%
50s					34%	27%
40s				36%	39%	33%
30s			51%	44%	44%	35%
20s		50%	45%	38%	34%	27%
Teens or younger	58%	40%	23%	14%	16%	10%

*Data less reliable for USA under age 20.

Percentage of each Canada 2015 artist age segment who participated in home décor in each decade of their life:

Participation decade	Current age of respondents					
	Canada under 20*	Canada 20s*	Canada 30s*	Canada 40s*	Canada 50s	Canada 60s or older
60s or older					2%	24%
50s					36%	30%
40s				47%	45%	39%
30s			43%	59%	49%	43%
20s		52%	40%	45%	37%	29%
Teens or younger	52%	43%	23%	19%	13%	10%

*Data less reliable for Canada 40s and younger.

Jewelry making or beading

Percentage of each USA 2015 artist age segment who participated in jewelry making or beading in each decade of their life:

Participation decade	Current age of respondents					
	USA under 20*	USA 20s	USA 30s	USA 40s	USA 50s	USA 60s or older
60s or older						17%
50s					25%	20%
40s				26%	27%	15%
30s			27%	31%	21%	10%
20s		30%	32%	23%	17%	9%
Teens or younger	53%	52%	33%	15%	16%	7%

*Data less reliable for USA under age 20.

Percentage of each Canada 2015 artist age segment who participated in jewelry making or beading in each decade of their life:

Participation decade	Current age of respondents					
	Canada under 20*	Canada 20s*	Canada 30s*	Canada 40s*	Canada 50s	Canada 60s or older
60s or older						11%
50s					18%	12%
40s				22%	23%	11%
30s			23%	33%	17%	10%
20s		37%	34%	29%	13%	7%
Teens or younger	76%	54%	36%	19%	12%	6%

*Data less reliable for Canada 40s and younger.

Photography (as art or for art)

Percentage of each USA 2015 artist age segment who participated in photography in each decade of their life:

Participation decade	Current age of respondents					
	USA under 20*	USA 20s	USA 30s	USA 40s	USA 50s	USA 60s or older
60s or older						43%
50s					46%	41%
40s				47%	40%	34%
30s			44%	43%	34%	29%
20s		55%	51%	36%	33%	25%
Teens or younger	69%	51%	31%	23%	21%	11%

*Data less reliable for USA under age 20.

Percentage of each Canada 2015 artist age segment who participated in photography in each decade of their life:

Participation decade	Current age of respondents					
	Canada under 20*	Canada 20s*	Canada 30s*	Canada 40s*	Canada 50s	Canada 60s or older
60s or older						47%
50s					48%	45%
40s				52%	49%	35%
30s			49%	45%	35%	29%
20s		66%	51%	39%	34%	24%
Teens or younger	84%	55%	23%	15%	20%	11%

*Data less reliable for Canada 40s and younger.

Woodworking

Percentage of each USA 2015 artist age segment who participated in woodworking in each decade of their life:

	Current age of respondents					
Participation decade	USA under 20*	USA 20s	USA 30s	USA 40s	USA 50s	USA 60s or older
60s or older						9%
50s					14%	11%
40s				14%	14%	11%
30s			19%	16%	14%	11%
20s		31%	22%	17%	15%	10%
Teens or younger	42%	23%	22%	18%	15%	6%

*Data less reliable for USA under age 20.

Percentage of each Canada 2015 artist age segment who participated in woodworking in each decade of their life:

	Current age of respondents					
Participation decade	Canada under 20*	Canada 20s*	Canada 30s*	Canada 40s*	Canada 50s	Canada 60s or older
60s or older						9%
50s					11%	10%
40s				17%	15%	10%
30s			16%	18%	14%	10%
20s		32%	20%	23%	12%	9%
Teens or younger	48%	37%	34%	21%	11%	5%

*Data less reliable for Canada 40s and younger.

Regional Data

31. Do you live in the USA, Canada, or elsewhere?

Percentage of each USA 2015 segment:

	USA professional	USA student	USA recreational
USA West (AK, AZ, CA, HI, ID, MT, NV, OR, UT, WA, WY)	27%	15%	22%
USA Southwest (AR, CO, KS, LA, NM, OK, TX)	16%	7%	14%
USA Southeast (AL, FL, GA, KY, MS, NC, SC, TN, VA, WV)	16%	17%	19%
USA Northeast (CT, DC, DE, MA, MD, ME, NH, NJ, NY, PA, RI, VT)	26%	42%	27%
USA Midwest (IA, IL, IN, MI, MN, MO, ND, NE, OH, SD, WI)	15%	19%	17%
Total	100%	100%	100%

Percentage of all USA respondents:

	USA 2009	USA 2012	USA 2015
USA West (AK, AZ, CA, HI, ID, MT, NV, OR, UT, WA, WY)	22%	26%	22%
USA Southwest (AR, CO, KS, LA, NM, OK, TX)	13%	12%	14%
USA Southeast (AL, FL, GA, KY, MS, NC, SC, TN, VA, WV)	25%	21%	18%
USA Northeast (CT, DC, DE, MA, MD, ME, NH, NJ, NY, PA, RI, VT)	21%	21%	28%
USA Midwest (IA, IL, IN, MI, MN, MO, ND, NE, OH, SD, WI)	19%	20%	17%
Total	100%	100%	100%

Percentage of all Canadian respondents:

	Canada 2012	Canada 2015
Canada	100%	100%

148 respondents from elsewhere (not USA or Canada) responded to the survey. Their data is not included in this report but is available.

APPENDIX

Artist Survey Questions: 2009, 2012, 2015

Please go to NAMTA.org/study2015 and click on the artist report or go to the most recent study year for the question you are interested in.

Artworks created

- Do you create any of these kinds of art? 2012, 2015 #1
- How many of the following artworks or creative projects did you complete in the past 12 months? 2009, 2012, 2015 #3
- What is your favorite kind of artwork to create? If you have one clear favorite, pick that, or pick 2 or 3 if there is a tie. 2012, 2015 #4
- What were the styles of your 2008 artworks or creative projects? 2009

Materials used for art

- What particular mediums did you use to create these artworks in the past 12 months? 2012, 2015 #5
- What else did you use to create these artworks in the past 12 months? 2012, 2015 #6
- What art materials have you become interested in recently or would like to try? 2009, 2012, 2015 #7

Feedback on art materials

- Is there a category of art supplies you wish were better? 2009, 2015 #8

Time spent

- How much time, on average, did you spend creating art in the past 12 months? 2009, 2012, 2015 #2

Inspirations and motivations

- Why do you create art? 2012
- What inspires you to start a particular artwork? 2012

Art-related activities

- About how much of your income in the past 12 months was from selling your own artworks? 2012, 2015 #14
- What do you do that is related to art? 2009
- What did you do with the art you finished in 2008? 2009

Skill level

- What is your skill level with various media? 2009

Learning

- In the past 12 months, did you take (or are you currently taking) a semester-long college course in art? 2012, 2015 #13
- Where have you learned art techniques in the past 12 months? 2012
- How much did you spend on the above art classes and workshops in the past 12 months? Do not include college tuition. 2012
- Are you working toward a degree? 2012
- What is the name of the college or university you attend? 2012

Content/media use

- Which of the following resources do you look at regularly regarding art? 2015 #15
- What specific art-related websites, online communities, Facebook pages, Pinterest pinners or boards, YouTube channels, apps, etc., do you look at regularly? 2012, 2015 #16
- Do you use a smartphone to view art-related resources? 2015 #17
- How would you like to hear from your favorite art supply stores and brands? 2015 #18
- What kinds of content would you like your favorite art materials stores to post on social media such as Facebook? 2015 #19
- What are the different ways you use the Internet for art? 2009
- What art-related magazines do you read or look at? 2009
- How do you use your computer or printer to create art? 2009
- How did you first hear about your favorite art supply store? 2009

Purchase decision-making

- Where did you get information that helped you decide which art materials to purchase in the past year? 2012 similar, 2015 #20
- Do you typically decide what to buy based upon brand quality or whatever brand is lowest cost? 2012
- Do you always buy the same brand in any of these categories? 2009

Spending

- How much did you spend in the past 12 months on art-related supplies? 2009, 2012, 2015 #21
- How much did you spend on art supplies this year versus the previous year? 2009, 2012, 2015 #22

Spending by retail type

- What kinds of stores that sell art supplies are within a 45-minute drive from your home or workplace? 2015 #23
- Approximately what % of your art supplies spending in the past 12 months was at each kind of store? 2009, 2012, 2015 #24
- Has the percentage of your spending at each kind of store gone up or down in the past several years? 2009
- Has your art supplies online spending percentage gone up or down since 2008? 2012

Feedback for retailers

- How important are these store features to you when buying art supplies? 2015 #25
- If you shop at an art supply store in your area, what is the store good at? 2012 similar, 2015 #26
- Do you shop at a local art supply store (one that specializes in selling art supplies)? 2012
- Think of your favorite local art supply store. What is that store good at versus in need of improvement? 2012
- If you shop at a crafts chain store in your area, what is the store good at? 2015 #27
- Do you buy art supplies from online stores that specialize in art supplies? 2012
- Think of your favorite online art supply store. What is that store good at versus in need of improvement? 2012

Demographics

- Are you male or female? 2009, 2012, 2015 #28
- What is your age? 2009, 2012, 2015 #29
- Do you live in the USA, Canada, or elsewhere? 2009, 2012, 2015 #31
- What USA state do you live in? 2009
- What was your household income in 2011? 2012
- What is the highest level of education you have completed? 2009

Artist life cycles

- As an adult, have you ever stopped doing art for more than a year? 2015 #9
- How old were you when you started creating art again most recently? 2015 #10
- What inspired you to start creating art again? 2015 #11
- Did any people or resources help you get started again? 2015 #12
- Which of these forms of creativity have you done during different decades of your life? 2015 #30
- About how old were you when art first became a regular part of your life? 2009
- Who helped you with your first significant art or creative projects? 2009
- What impact have art classes (in school or in the community) had on your interest in creating art? 2009
- Was there a period in your life when you did little or no art? 2009

Other creative activities

- What other kinds of creative activities do you enjoy? 2009

Methodology in Detail

Overview

Hart Business Research conducted an online 32-question survey of artists in the USA and Canada from November 3 to December 8, 2014. Survey links were sent out via a wide range of sources listed on the next page.

Number of artist survey respondents:

Segment	2009	2012	2015
USA professional artists		210	604
USA student artists		232	349
USA recreational artists		1,763	4,183
USA all respondents	2,714	2,415	5,136
Canada all respondents	NA	1,063	879

The Three Segments: Professional, Student, Recreational

Professional

This study considers artists to be professionals if they noted half or more of their previous year's income was from selling their own artworks. 12% of U.S. artists qualified as professional. This is a much more select group than the 65% of U.S. artists who had sold at least "a little" of their art. Professional also includes students who received half or more of their income from their art.

Student

This study considers artists to be students if they had taken or were currently taking a semester-long college course in art in the past 12 months. They also had to be under age 30. (Just 37% of those who had taken a course in art were under age 30.) Students do not include those who derived half or more of their income from selling their art.

Recreational

Recreational artists are all respondents *not* included in the above definitions of professional and student. Therefore recreational artists made less than half their income from selling their own art and if they are over age 30, may have taken a semester-long college course in art in the past 12 months.

Artist Definition

It is almost impossible to agree on a definition for “artist.” For the purposes of this report, an active artist is defined as someone who is actively engaged in art and noted at least one of these was his or her favorite kind of artwork to create:

Oil paintings	Drawings using pencils, graphite, charcoal	Functional art—painting or drawing on furniture, kitchen items, etc.
Acrylic paintings	Drawings using pen, ink, markers	Three-dimensional art—sculpture, ceramics, found objects, etc.
Watercolors	Murals, wall art, graffiti	Fiber art, quilts, fabric art
Pastel drawings	Mixed media, collages	Communication art, graphic design
Colored pencil drawings	Handmade books, cards, art journals	Digital paintings or drawings using a tablet or mouse

Respondent Sources

Artists found the survey via links on art-related e-newsletters, blogs, Facebook pages, Web sites, and other digital media presented by art supply stores and manufacturers, publishers, nonprofits, universities, art schools, galleries, and others. In 2015 no source contributed more than 16% of respondents for the USA. No source contributed more than 25% of respondents for Canada.

Known contributors of responses included the following (many others contributed as well):

- Above Ground Art Supplies (Ontario, Canada)
- ArtFortune.com
- Artisan
- Artist & Craftsman Supply
- Art Outfitters
- Art Supply Warehouse
- Blick Art Materials
- Central Art Supply
- College Art Association
- Craftsy
- DaVinci Artist Supply
- Faber-Castell
- F+W Media
- Golden Artist Colors
- Jerry’s Artarama
- Meininger Art Supplies
- Opus Art Supplies (British Columbia, Canada)
- The Paint Spot (Alberta, Canada)
- Plaza Artist Materials
- *Professional Artist* magazine
- Strathmore
- Van Gogh’s Gear

Many university art programs sent out survey links to their students. NAMTA thanks them for ensuring a sufficient response from this important group. These schools included CSU Long Beach School of Art, University of Colorado Boulder Department of Art, University of Kansas at Lawrence School of the Arts, Moore College of Art and Design, University of New Mexico Art Department, University of North Carolina Art Department, University of Oregon Department of Art, Purchase College SUNY, Rhode Island School of Design, and Temple University Tyler School of Art.

Further Information

Go to NAMTA.org/study2015 and make sure you have the entire 2015 study, including the market summary, retailer report, and the April 2015 NAMTA show presentation. The Resources area of NAMTA.org contains not only this study but also a wide range of other useful tools and documents for art materials businesses.

This study was produced by Hart Business Research, a firm specializing in creative markets and industry studies. If you have any questions about this study please contact Hart Business Research president India Hart Wood, India@HartBusinessResearch.com. Hart occasionally posts updates and commentary about this study and others at HartBusinessResearch.com/blog/. This is the January 13, 2015, edition of this report.