
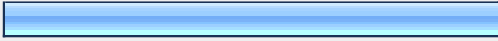
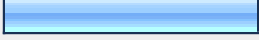




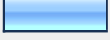





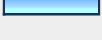

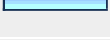



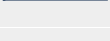






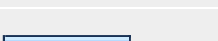
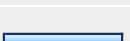
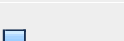



Research for Proposed Franklin Park Arts Market

1. Please select the option below that best describes you:			
		Response Percent	Response Count
I am an artist, craftsperson, or artisan, and I create art or crafts for personal reasons and without commercial sale in mind.		13.5%	36
I am an artist, craftsperson, or artisan, and I create art or crafts for sale.		54.5%	145
I am a collector, art enthusiast, and/or customer, and I purchase artwork or craftwork made by others.		27.8%	74
I am a gallery/space manager, and I display artwork or craftwork for purchase by others.		3.4%	9
I am a gallery/space manager, and I display artwork or craftwork for viewing by others only.		0.8%	2
		<i>answered question</i>	266
		<i>skipped question</i>	7

2. What type(s) of art or crafts work do you sell? (You may select more than one from the list below)

		Response Percent	Response Count
Art quilts		9.7%	15
Baskets		1.9%	3
Beadwork		11.0%	17
Functional ceramics		7.1%	11
Decorative ceramics		6.5%	10
Dolls		3.2%	5
Enamels		2.6%	4
Furniture		3.2%	5
Clothing		10.3%	16
Fiber		9.7%	15
Graphic Arts		11.0%	17
Blown Glass		0.6%	1
Glass		6.5%	10
Stained Glass		1.3%	2
Paper		11.0%	17
Fine Metal Jewelry		9.0%	14
Jewelry		24.5%	38
Leather		3.2%	5
Metal		5.2%	8
Musical Instruments		1.3%	2
Polymer Clay		4.5%	7
Painting		23.2%	36
Photography		13.5%	21
Sculpture		12.9%	20
Surface Design		1.9%	3

Soft Sculpture		3.9%	6	
Toys		3.9%	6	
Textiles		6.5%	10	
Wood		8.4%	13	
Weaving		2.6%	4	
Other (please specify)		21.3%	33	
			answered question	155
			skipped question	118

3. Which of the following methods do you typically use to exhibit and merchandize your work for sale? (Please respond to all choices.)						
	Never	Occasionally/Sporadically	Regularly	Always	Response Count	
I rent booths at art shows and other festivals, and I sell from the booth.	25.2% (36)	42.0% (60)	22.4% (32)	10.5% (15)	143	
I have a list of past and potential customers, and I promote my products directly to those customers.	22.9% (30)	45.8% (60)	22.9% (30)	8.4% (11)	131	
I own or lease a sales space on a long-term basis.	82.1% (101)	6.5% (8)	3.3% (4)	8.1% (10)	123	
I have an Internet presence, and I sell off my website.	31.8% (42)	32.6% (43)	16.7% (22)	18.9% (25)	132	
I am exhibited in galleries, and I sell on commission through those galleries.	22.1% (30)	42.6% (58)	20.6% (28)	14.7% (20)	136	
					answered question	155
					skipped question	118

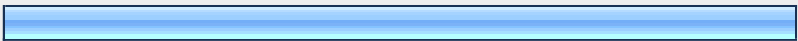
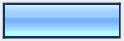
4. The average price of a typical piece of my work is approximately (number of) dollars? Type in dollars only, and do not use "\$" sign (i.e. type "25" (with no quotes), instead of "\$25.00"). Please skip this question if you do not sell your work.

		Response Average	Response Total	Response Count
Average price in dollars		312.90	44432	142
		<i>answered question</i>		142
		<i>skipped question</i>		131

5. I sell my work at various prices, typically in a range between (low and high prices)? Type in number only, do not use "\$" sign. Please skip this question if you do not sell your art work.

		Response Average	Response Total	Response Count
Lowest priced work		67.63	9604	142
Highest priced work		1274.94	179766	141
		<i>answered question</i>		142
		<i>skipped question</i>		131

6. I am interested in expanding my art business and expanding retail sales of my work.

		Response Percent	Response Count	
Yes		87.5%	140	
No		12.5%	20	
		<i>answered question</i>		160
		<i>skipped question</i>		113

7. What percentage of the people who buy your artwork are male and what percentage are female? (Must add to 100)				
		Response Average	Response Total	Response Count
Percent male		31.43	3803	121
Percent female		69.33	8597	124
	<i>answered question</i>			124
	<i>skipped question</i>			149

8. Listed below are some age ranges. Please indicate, for each age range, the likelihood that persons of that age range typically buy your work.						
	Never	Rarely	Sometimes	Usually	Always	Response Count
Under 18	24.6% (30)	40.2% (49)	28.7% (35)	5.7% (7)	0.8% (1)	122
18 to 25	3.3% (4)	23.6% (29)	47.2% (58)	21.1% (26)	4.9% (6)	123
25 to 35	0.8% (1)	4.1% (5)	39.0% (48)	45.5% (56)	10.6% (13)	123
35 to 45	0.8% (1)	1.6% (2)	21.0% (26)	63.7% (79)	12.9% (16)	124
45 to 55	0.8% (1)	1.6% (2)	21.4% (27)	65.1% (82)	11.1% (14)	126
55 to 65	1.6% (2)	10.4% (13)	36.8% (46)	43.2% (54)	8.0% (10)	125
65 and older	3.3% (4)	26.8% (33)	49.6% (61)	17.9% (22)	2.4% (3)	123
	<i>answered question</i>					131
	<i>skipped question</i>					142

9. Please estimate the annual household income of your typical customer:

		Response Percent	Response Count
\$0 - \$15,000		2.4%	3
\$15,000 - \$25,000		3.1%	4
\$25,000 - \$35,000		7.9%	10
\$35,000 - \$50,000		20.5%	26
\$50,000 - \$75,000		37.8%	48
\$75,000 - \$100,000		33.9%	43
\$100,000 - \$150,000		14.2%	18
Over \$150,000		11.0%	14
Other (please specify)		11.0%	14
		answered question	127
		skipped question	146

10. In what type of venue do your customers typically purchase your work?

		Response Percent	Response Count
At an Arts or Crafts Festival or Fair (indoor or outdoor)		59.0%	72
At an Indoor Mall Fair		3.3%	4
At a Street Festival		13.9%	17
From my Internet/Web Page		27.9%	34
From my Store		8.2%	10
From an Art Gallery		46.7%	57
From a Consignment Shop		15.6%	19
		Other (please specify)	34
		answered question	122
		skipped question	151

11. Please indicate the strength of your agreement with the where you think your customers live.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Response Count
Central City Columbus	11.9% (14)	10.2% (12)	28.0% (33)	37.3% (44)	12.7% (15)	118
Columbus First Ring Suburb (Bexley, Grandview, etc.)	2.5% (3)	3.4% (4)	11.8% (14)	62.2% (74)	20.2% (24)	119
Columbus Outer Ring Suburb (Powell, Gahanna, Dublin, Reynoldsburg)	2.5% (3)	5.0% (6)	20.2% (24)	49.6% (59)	22.7% (27)	119
Columbus Outer Ring Township or Rural Area	11.8% (13)	16.4% (18)	40.9% (45)	27.3% (30)	3.6% (4)	110
Other City within 30 miles of Columbus (Delaware, Circleville, Granville, etc.)	7.3% (8)	12.7% (14)	39.1% (43)	34.5% (38)	6.4% (7)	110
Beyond 30 miles from Columbus	8.2% (9)	10.0% (11)	28.2% (31)	35.5% (39)	18.2% (20)	110
Other (please specify)						21
answered question						127
skipped question						146

12. Considering the people who admire and/or buy your artwork, what other things might they be interested in seeing/doing at or near an arts and crafts market:

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Response Count
Clothing stores (mass merchandise)	16.4% (18)	34.5% (38)	35.5% (39)	10.0% (11)	3.6% (4)	110
Video stores (movies, DVDs, etc.)	20.8% (22)	21.7% (23)	39.6% (42)	13.2% (14)	4.7% (5)	106
Clothing stores (boutique or high-end)	2.7% (3)	10.7% (12)	30.4% (34)	38.4% (43)	17.9% (20)	112
Furniture stores (mass merchandise)	21.7% (23)	32.1% (34)	37.7% (40)	5.7% (6)	2.8% (3)	106
Furniture stores (antique or specialty)	5.3% (6)	8.8% (10)	35.4% (40)	38.1% (43)	12.4% (14)	113
Home improvement workshops (tiling, furniture refinishing, etc.)	15.9% (18)	24.8% (28)	35.4% (40)	17.7% (20)	6.2% (7)	113
Museums, history exhibits and lectures, etc.	0.9% (1)	2.6% (3)	25.9% (30)	46.6% (54)	24.1% (28)	116
Hands-on arts or crafts teaching programs	2.6% (3)	6.8% (8)	19.7% (23)	45.3% (53)	25.6% (30)	117
Estate auctions	7.4% (8)	17.6% (19)	42.6% (46)	29.6% (32)	2.8% (3)	108
Music store (records, tapes, or CDs)	9.0% (10)	23.4% (26)	28.8% (32)	31.5% (35)	7.2% (8)	111
Musical instrument store (sales of musical instruments and sheet music)	11.7% (13)	18.0% (20)	45.0% (50)	22.5% (25)	2.7% (3)	111
Hardware or home improvement stores	21.9% (25)	23.7% (27)	32.5% (37)	17.5% (20)	4.4% (5)	114
Plant stores, nurseries, landscaping, botany, horticulture, gardening, and/or green houses	7.1% (8)	13.3% (15)	32.7% (37)	37.2% (42)	9.7% (11)	113
Pet stores/pet supply stores	20.7% (23)	19.8% (22)	40.5% (45)	12.6% (14)	6.3% (7)	111
Full Service restaurants with bar (white table cloth)	2.6% (3)	5.3% (6)	32.5% (37)	47.4% (54)	12.3% (14)	114
Full Service restaurants with bar (casual)	1.8% (2)	2.6% (3)	19.3% (22)	54.4% (62)	21.9% (25)	114
Limited Service restaurants (snacks and sodas)	7.5% (8)	16.8% (18)	42.1% (45)	30.8% (33)	2.8% (3)	107

Coffee house or cafe	0.8% (1)	0.8% (1)	5.9% (7)	50.0% (59)	42.4% (50)	118
News stands or book stores	10.3% (12)	8.6% (10)	23.3% (27)	43.1% (50)	14.7% (17)	116
Farmer's Markets or fresh fruit and vegetable stalls	5.9% (7)	11.9% (14)	15.3% (18)	44.9% (53)	22.0% (26)	118
Dance studios (rehearsal space)	8.9% (10)	21.4% (24)	45.5% (51)	18.8% (21)	5.4% (6)	112
Dance performances	4.4% (5)	8.0% (9)	46.9% (53)	29.2% (33)	11.5% (13)	113
Music studios (rehearsal space)	11.8% (13)	19.1% (21)	41.8% (46)	20.9% (23)	6.4% (7)	110
Live Music performances	0.9% (1)	4.3% (5)	13.7% (16)	50.4% (59)	30.8% (36)	117
Theatrical performances	4.5% (5)	8.1% (9)	25.2% (28)	45.9% (51)	16.2% (18)	111
Other (please specify)						9
answered question						127
skipped question						146


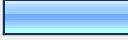

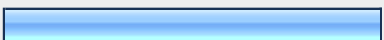
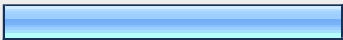
13. Please indicate the extent to which you agree with the following statements about your ability to access retail spaces to sell your work.						
	Strongly Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Strongly Agree	Response Count
Retail space for artists is at a premium. Central Ohio needs significantly more retail outlets for artists and craftspersons.	1.8% (2)	4.5% (5)	21.4% (24)	32.1% (36)	40.2% (45)	112
Retail space is at a premium, and that is good because it helps hold prices higher.	9.7% (10)	34.0% (35)	42.7% (44)	8.7% (9)	4.9% (5)	103
I have a hard time getting my work into retail sales spaces as often as I would like.	16.5% (18)	16.5% (18)	39.4% (43)	23.9% (26)	3.7% (4)	109
I can usually get my work into a retail sales space when I want to sell.	4.5% (5)	9.1% (10)	40.0% (44)	25.5% (28)	20.9% (23)	110
There is not a market demand for more retail art spaces -- consumers have all the art spaces they want.	30.3% (33)	31.2% (34)	29.4% (32)	7.3% (8)	1.8% (2)	109
I have no problem at all in getting my work in a retail space when I want to.	6.4% (7)	15.6% (17)	35.8% (39)	26.6% (29)	15.6% (17)	109
Other Description (optional)						7

	<i>answered question</i>	115
	<i>skipped question</i>	158

14. Please indicate the extent to which you agree that the following factors are important to the success of a retail arts market.						
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Response Count
Access to public transportation	3.6% (4)	17.9% (20)	37.5% (42)	34.8% (39)	6.3% (7)	112
A good amount of parking	0.0% (0)	1.7% (2)	1.7% (2)	46.6% (54)	50.0% (58)	116
High visibility of the market from the street	0.0% (0)	0.0% (0)	12.1% (14)	43.1% (50)	44.8% (52)	116
The reputation of the market	0.0% (0)	0.0% (0)	1.7% (2)	31.3% (36)	67.0% (77)	115
The reputation of the artists in the market	0.9% (1)	1.7% (2)	8.7% (10)	32.2% (37)	56.5% (65)	115
Market located on a main street	0.0% (0)	3.5% (4)	23.5% (27)	43.5% (50)	29.6% (34)	115
A central location that is easy to find and get to	0.0% (0)	2.6% (3)	9.6% (11)	41.2% (47)	46.5% (53)	114
The quality of the artwork	0.0% (0)	0.0% (0)	2.6% (3)	25.9% (30)	71.6% (83)	116
The affordability of the artwork to average income families	0.0% (0)	6.9% (8)	14.7% (17)	53.4% (62)	25.0% (29)	116
Presence of exclusively priced, or high-end artwork	3.4% (4)	18.1% (21)	30.2% (35)	31.9% (37)	16.4% (19)	116
The artist's ability to attract their customers to the market	0.0% (0)	0.9% (1)	18.1% (21)	57.8% (67)	23.3% (27)	116
The market's ability to promote the artists in their market	0.0% (0)	0.0% (0)	1.8% (2)	35.1% (40)	63.2% (72)	114
Good places to sit for people-watching	0.9% (1)	4.3% (5)	20.9% (24)	50.4% (58)	23.5% (27)	115
Places to eat and drink on-site	0.0% (0)	3.5% (4)	15.9% (18)	59.3% (67)	21.2% (24)	113
A place for shoppers to sit and relax	0.0% (0)	5.2% (6)	13.8% (16)	56.9% (66)	24.1% (28)	116
Other entertainment for shoppers to enjoy	0.0% (0)	14.3% (16)	26.8% (30)	39.3% (44)	19.6% (22)	112
An Amphitheater or other public performance space	1.8% (2)	16.7% (19)	43.9% (50)	21.9% (25)	15.8% (18)	114

A location that is near a well-known landmark	0.9% (1)	5.3% (6)	37.7% (43)	40.4% (46)	15.8% (18)	114
Proximity to other retail	2.7% (3)	9.7% (11)	44.2% (50)	36.3% (41)	7.1% (8)	113
Low monthly rent for artists	0.0% (0)	0.9% (1)	8.8% (10)	33.3% (38)	57.0% (65)	114
Lots of different things for shoppers to do	0.0% (0)	8.1% (9)	35.1% (39)	39.6% (44)	17.1% (19)	111
A critical mass of art work at your price/quality level	0.0% (0)	3.6% (4)	24.5% (27)	47.3% (52)	24.5% (27)	110
A critical mass of art work at any price/quality level	5.4% (6)	14.4% (16)	23.4% (26)	39.6% (44)	17.1% (19)	111
A good mix of other types of consumer goods and services	4.5% (5)	24.3% (27)	35.1% (39)	26.1% (29)	9.9% (11)	111
Other (please specify)						4
answered question						117
skipped question						156

15. How interested are you personally, in the idea of participating and selling your artwork in a staffed artists' market place that provides a permanent retail sales space for artists and craftspersons at a low monthly cost?

		Response Percent	Response Count
Not interested at all		1.7%	2
Curious, but not very interested		13.6%	16
Neutral		5.9%	7
Moderately interested		41.5%	49
Very interested		37.3%	44
answered question			118
skipped question			155

16. If you are interested in an artist and artisans' market place, what type and amount of merchandising/sales space might you be interested in?

	Not Interested at All	Not Very Interested	Neutral	Somewhat Interested	Very Interested	N/A	Rating Average	Response Count
A single display case (4 shelves, 10" deep, in a 4' wide glass display case)	23.3% (24)	13.6% (14)	12.6% (13)	22.3% (23)	18.4% (19)	9.7% (10)	2.99	1
Multiple display cases	24.0% (24)	18.0% (18)	21.0% (21)	16.0% (16)	11.0% (11)	10.0% (10)	2.69	1
A single set of open shelving (4 shelves, 10" deep, 4' wide)	26.5% (26)	16.3% (16)	9.2% (9)	25.5% (25)	11.2% (11)	11.2% (11)	2.76	
Multiple sets of open shelving	25.3% (24)	20.0% (19)	16.8% (16)	17.9% (17)	8.4% (8)	11.6% (11)	2.60	
A booth measuring approximately 10' x 10' (100 square feet)	10.6% (11)	12.5% (13)	7.7% (8)	37.5% (39)	25.0% (26)	6.7% (7)	3.58	1
A booth measuring approximately 10' x 15' (150 square feet)	24.0% (23)	15.6% (15)	20.8% (20)	16.7% (16)	15.6% (15)	7.3% (7)	2.83	
A booth of approximately 250 square feet or larger	30.5% (29)	29.5% (28)	21.1% (20)	7.4% (7)	6.3% (6)	5.3% (5)	2.26	
	answered question							1
	skipped question							1

17. Of the rental space types and sizes you might be interested in, what do you consider to be a fair price for each retail spaces?

	\$50 - \$75 per month	\$75 - \$100 per month	\$100 - \$125 per month	\$125 - \$150 per month	\$150 - \$200 per month	Over 200 per month	N/A	Rating Average	Response Count
Single 4 Shelf Locked Glass Display Case	50.6% (44)	8.0% (7)	5.7% (5)	0.0% (0)	1.1% (1)	0.0% (0)	34.5% (30)	1.37	87
4 Open Shelves	44.7% (38)	10.6% (9)	1.2% (1)	2.4% (2)	0.0% (0)	0.0% (0)	41.2% (35)	1.34	85
A 10' x 10' Open Booth	15.6% (15)	20.8% (20)	24.0% (23)	10.4% (10)	5.2% (5)	3.1% (3)	20.8% (20)	2.72	96
A 10' x 15' Open Booth	10.5% (9)	11.6% (10)	12.8% (11)	15.1% (13)	14.0% (12)	3.5% (3)	32.6% (28)	3.31	86
A 250 square foot Open Booth	4.8% (4)	3.6% (3)	8.4% (7)	7.2% (6)	16.9% (14)	18.1% (15)	41.0% (34)	4.39	83
Other (please specify)									12
answered question									104
skipped question									169

18. Given your answers to questions above, how likely would you be to sign a lease of the specified length?

	Not At All Likely	Somewhat Likely	Fairly Likely	Very Likely	N/A	Rating Average	Response Count
Monthly Lease	6.8% (7)	26.2% (27)	19.4% (20)	43.7% (45)	3.9% (4)	3.04	103
Quarterly Lease	12.6% (13)	27.2% (28)	29.1% (30)	27.2% (28)	3.9% (4)	2.74	103
Semi-Annual Lease	27.5% (28)	33.3% (34)	24.5% (25)	11.8% (12)	2.9% (3)	2.21	102
One Year Lease	47.5% (48)	28.7% (29)	10.9% (11)	8.9% (9)	4.0% (4)	1.80	101
Multiple Year Lease	78.0% (78)	14.0% (14)	3.0% (3)	2.0% (2)	3.0% (3)	1.27	100
answered question							109
skipped question							164

19. Taking into consideration cost-effectiveness, how should an artists' mall market itself and its artists to potential art buyers?

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Rating Average	Response Count
Local or Cable TV -- Paid Advertisements	5.2% (5)	11.3% (11)	26.8% (26)	32.0% (31)	24.7% (24)	3.60	97
Local Radio -- Paid Advertisements	3.8% (4)	8.7% (9)	17.3% (18)	39.4% (41)	30.8% (32)	3.85	104
Local Newspaper -- Paid Advertisement	1.9% (2)	3.8% (4)	9.5% (10)	43.8% (46)	41.0% (43)	4.18	105
Local or Cable TV -- Press Release/News Stories	1.0% (1)	3.9% (4)	9.8% (10)	33.3% (34)	52.0% (53)	4.31	102
Local Radio -- Press Release/News Stories	1.9% (2)	1.9% (2)	13.3% (14)	25.7% (27)	57.1% (60)	4.34	105
Local Newspaper -- Press Release/News Stories	0.9% (1)	0.0% (0)	7.5% (8)	29.2% (31)	62.3% (66)	4.52	106
Local or Regional Arts Industry Periodical or Publication	1.9% (2)	1.0% (1)	12.4% (13)	33.3% (35)	51.4% (54)	4.31	105
Internet Banner Advertisements	8.8% (9)	9.8% (10)	36.3% (37)	22.5% (23)	22.5% (23)	3.40	102
Mass E-Mail to Customers	5.7% (6)	5.7% (6)	13.2% (14)	35.8% (38)	39.6% (42)	3.98	106
Mass E-Mail to General Public	12.0% (12)	12.0% (12)	29.0% (29)	24.0% (24)	23.0% (23)	3.34	100
Mass Postal Mailing to Customers	3.8% (4)	6.7% (7)	21.0% (22)	40.0% (42)	28.6% (30)	3.83	105
Mass Postal Mailing to General Public	5.8% (6)	14.6% (15)	40.8% (42)	22.3% (23)	16.5% (17)	3.29	103
Highway Billboard	12.7% (13)	14.7% (15)	23.5% (24)	23.5% (24)	25.5% (26)	3.34	102
Please indicate names of any specific marketing activities or periodicals							16
answered question							109
skipped question							164

20. What are the best days of the week for your products to be sold in a market setting?

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Response Count
Sunday	4.7% (5)	0.0% (0)	8.5% (9)	37.7% (40)	49.1% (52)	106
Monday	5.3% (5)	18.9% (18)	50.5% (48)	17.9% (17)	7.4% (7)	95
Tuesday	3.1% (3)	16.5% (16)	52.6% (51)	17.5% (17)	10.3% (10)	97
Wednesday	2.1% (2)	10.5% (10)	51.6% (49)	25.3% (24)	10.5% (10)	95
Thursday	2.1% (2)	8.3% (8)	31.3% (30)	43.8% (42)	14.6% (14)	96
Friday	0.0% (0)	2.0% (2)	11.9% (12)	43.6% (44)	42.6% (43)	101
Saturday	0.9% (1)	0.0% (0)	5.6% (6)	17.8% (19)	75.7% (81)	107
	<i>answered question</i>					108
	<i>skipped question</i>					165



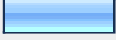

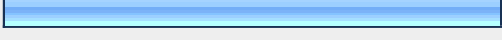

21. For each day of the week, indicate the ideal hours of operation for a market. You may choose more than one answer for each day of the week.

	N/A: Do Not Open	9:00 - 11:00 AM	11:00 - 11:59 AM	12:00 - 3:00 PM	3:00 - 5:00 PM	5:00 - 7:00 PM	7:00 - 9:00 PM	Response Count
Sunday	6.1% (6)	21.4% (21)	49.0% (48)	78.6% (77)	80.6% (79)	24.5% (24)	6.1% (6)	98
Monday	51.6% (47)	18.7% (17)	31.9% (29)	36.3% (33)	42.9% (39)	35.2% (32)	13.2% (12)	91
Tuesday	15.6% (14)	23.3% (21)	50.0% (45)	55.6% (50)	65.6% (59)	52.2% (47)	16.7% (15)	90
Wednesday	7.8% (7)	25.6% (23)	54.4% (49)	58.9% (53)	70.0% (63)	57.8% (52)	21.1% (19)	90
Thursday	3.3% (3)	27.2% (25)	57.6% (53)	63.0% (58)	68.5% (63)	70.7% (65)	27.2% (25)	92
Friday	2.1% (2)	32.3% (31)	59.4% (57)	66.7% (64)	71.9% (69)	83.3% (80)	54.2% (52)	96
Saturday	1.0% (1)	63.0% (63)	70.0% (70)	74.0% (74)	74.0% (74)	75.0% (75)	60.0% (60)	100
Please add any comment that may help us better understand your thoughts:								10



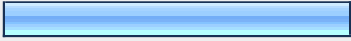


	<i>answered question</i>	100
	<i>skipped question</i>	173

22. Please indicate the extent to which you agree that the following potential project amenities should be a part of a high-quality arts market environment?						
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Response Count
Outdoor cafe seating with umbrellas?	2.9% (3)	2.9% (3)	13.5% (14)	49.0% (51)	32.7% (34)	104
An outdoor playground for children	7.6% (8)	21.0% (22)	34.3% (36)	29.5% (31)	9.5% (10)	105
An indoor playground for children	18.0% (18)	28.0% (28)	27.0% (27)	24.0% (24)	3.0% (3)	100
A small area for dogs to run or be leashed	14.2% (15)	25.5% (27)	31.1% (33)	23.6% (25)	5.7% (6)	106
A small amphitheater for live performances	3.7% (4)	5.6% (6)	29.9% (32)	40.2% (43)	20.6% (22)	107
A display rack for newspapers and flyers	4.8% (5)	8.6% (9)	28.6% (30)	44.8% (47)	13.3% (14)	105
A small cafe for sandwiches and sodas only	2.9% (3)	0.0% (0)	30.4% (31)	55.9% (57)	12.7% (13)	102
A small cafe for sandwiches, sodas, and serving beer and wine	2.8% (3)	7.5% (8)	17.0% (18)	43.4% (46)	29.2% (31)	106
A decorative outdoor water fountain	3.8% (4)	4.8% (5)	37.1% (39)	41.0% (43)	13.3% (14)	105
Art sculpture on the grounds	1.0% (1)	1.0% (1)	17.1% (18)	44.8% (47)	37.1% (39)	105
Shade trees and flower beds	0.9% (1)	0.0% (0)	10.3% (11)	45.8% (49)	43.9% (47)	107
Outdoor benches for people watching	0.0% (0)	0.9% (1)	13.2% (14)	50.0% (53)	35.8% (38)	106
Indoor seating areas	0.0% (0)	3.8% (4)	16.2% (17)	47.6% (50)	33.3% (35)	105
An area with a television	45.5% (45)	26.3% (26)	19.2% (19)	6.1% (6)	3.0% (3)	99
					Other (please specify)	7
	<i>answered question</i>					107
	<i>skipped question</i>					166

23. Please indicate the extent to which you agree with the statement "There is a general need in Central Ohio for low cost space for artists to create or produce their work?"

		Response Percent	Response Count
Strongly Disagree		9.5%	12
Disagree		0.8%	1
Neutral		11.9%	15
Agree		19.8%	25
Strongly Agree		54.8%	69
N/A		3.2%	4
		Other (please specify)	6
		<i>answered question</i>	126
		<i>skipped question</i>	147

24. Please indicate the extent to which you agree with the following statement: "Artists would rather be in a production facility that they share with other artists, than out on their own."

		Response Percent	Response Count
Strongly Disagree		7.3%	9
Disagree		9.8%	12
Neutral		38.2%	47
Agree		33.3%	41
Strongly Agree		11.4%	14
		Other (please specify)	7
		<i>answered question</i>	123
		<i>skipped question</i>	150

25. Please indicate the extent to which you agree the following elements of an artist production space would be desirable for artists.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Response Count
Space must have high ceilings	0.8% (1)	3.4% (4)	45.4% (54)	29.4% (35)	21.0% (25)	119
Space must have exhaust fans to expel noxious fumes	0.0% (0)	0.0% (0)	15.1% (18)	38.7% (46)	46.2% (55)	119
Space must have excess electrical supply for tools and equipment	0.0% (0)	0.8% (1)	14.3% (17)	38.7% (46)	46.2% (55)	119
Space must be accessible at any hour of the day	0.8% (1)	7.6% (9)	25.2% (30)	37.8% (45)	28.6% (34)	119
Space must be finished with drywall, paint, and trim	2.5% (3)	12.7% (15)	33.1% (39)	40.7% (48)	11.0% (13)	118
Space must be relatively raw and unfinished space	1.7% (2)	17.2% (20)	54.3% (63)	21.6% (25)	5.2% (6)	116
Space must be near public transit	2.6% (3)	9.4% (11)	43.6% (51)	31.6% (37)	12.8% (15)	117
Space must be in, or near, downtown Columbus	1.7% (2)	7.6% (9)	42.9% (51)	39.5% (47)	8.4% (10)	119
Space must be in a neighborhood surrounding downtown Columbus	1.7% (2)	4.2% (5)	41.5% (49)	43.2% (51)	9.3% (11)	118
					Other (please specify)	13
					answered question	120
					skipped question	153

26. Please indicate the extent to which you agree with the following statement: "Artists who do the type of work I do, would likely be interested in production space of the following sizes:" (check as many as appropriate)

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Response Count
10' x 10' (100 square feet)	11.4% (12)	20.0% (21)	20.0% (21)	33.3% (35)	15.2% (16)	105
10' x 15' (150 square feet)	10.8% (11)	18.6% (19)	21.6% (22)	30.4% (31)	18.6% (19)	102
15' x 15' (225 square feet)	4.0% (4)	14.0% (14)	33.0% (33)	31.0% (31)	18.0% (18)	100
20' x 20' (400 square feet)	6.0% (6)	16.0% (16)	32.0% (32)	31.0% (31)	15.0% (15)	100
30' x 30' (900 square feet)	9.3% (9)	18.6% (18)	42.3% (41)	18.6% (18)	11.3% (11)	97
	Other (please specify)					9
	answered question					112
	skipped question					161



27. Artists who do the type of work I do, would pay the following monthly rent for production spaces of the following sizes:

	\$50 per month	\$100 per month	\$150 per month	\$200 per month	\$250 per month	\$400 per month	\$800 per month	N/A - would not rent	Response Count
10' x 10' (100 square feet)	43.7% (45)	21.4% (22)	5.8% (6)	1.9% (2)	0.0% (0)	1.0% (1)	0.0% (0)	26.2% (27)	103
10' x 15' (150 square feet)	23.4% (22)	26.6% (25)	14.9% (14)	3.2% (3)	1.1% (1)	0.0% (0)	0.0% (0)	30.9% (29)	94
15' x 15' (225 square feet)	12.6% (12)	22.1% (21)	24.2% (23)	8.4% (8)	3.2% (3)	0.0% (0)	0.0% (0)	29.5% (28)	95
20' x 20' (400 square feet)	5.3% (5)	12.6% (12)	11.6% (11)	23.2% (22)	5.3% (5)	5.3% (5)	0.0% (0)	36.8% (35)	95
30' x 30' (900 square feet)	5.2% (5)	5.2% (5)	9.4% (9)	8.3% (8)	19.8% (19)	9.4% (9)	1.0% (1)	41.7% (40)	96
	Other (please specify)								15
	answered question								108
	skipped question								165

28. Please indicate the strength of your agreement with the following statement: "I would personally be interested in renting production space in a community with other artists."







	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Response Count
Yes	16.3% (20)	10.6% (13)	25.2% (31)	29.3% (36)	20.3% (25)	123
Other (please specify)						9
answered question						123
skipped question						150

29. Please click "yes" if you would like to provide any contact information for further discussion/information about the proposed market, and "no" if you are not interested. (You must respond to this question.)

		Response Percent	Response Count
Yes		64.4%	85
No		35.6%	47
answered question			132
skipped question			141

30. What type(s) of art or crafts work do you tend to purchase, collect, exhibit, or display? (You may select more than one from the list below)

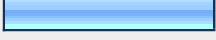
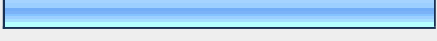
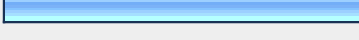
		Response Percent	Response Count
Art quilts		9.8%	6
Baskets		14.8%	9
Beadwork		18.0%	11
Functional ceramics		41.0%	25
Decorative ceramics		50.8%	31
Dolls		8.2%	5
Enamels		11.5%	7
Furniture		45.9%	28
Clothing		26.2%	16
Fiber		13.1%	8
Graphic Arts		44.3%	27
Blown Glass		55.7%	34
Glass		32.8%	20
Stained Glass		42.6%	26
Paper		24.6%	15
Fine Metal Jewelry		31.1%	19
Jewelry		39.3%	24
Leather		19.7%	12
Metal		23.0%	14
Musical Instruments		8.2%	5
Polymer Clay		8.2%	5
Painting		75.4%	46
Photography		54.1%	33
Sculpture		52.5%	32
Surface Design		1.6%	1

Soft Sculpture		1.6%	1
Toys		9.8%	6
Textiles		21.3%	13
Wood		34.4%	21
Weaving		4.9%	3
Other (please specify)		6.6%	4
answered question			61
skipped question			212

31. Listed below are some age ranges. Please indicate, for each age range, your level of agreement that persons of that age range are the typical buyers or viewers of work that you display/sell/exhibit/appreciate.

	Strongly Disagree	Disagree	Neutral/Sometimes	Agree	Strongly Agree	Response Count
Not Applicable	11.8% (2)	29.4% (5)	29.4% (5)	11.8% (2)	17.6% (3)	17
Under 18	31.9% (15)	27.7% (13)	27.7% (13)	12.8% (6)	0.0% (0)	47
18 to 25	16.0% (8)	16.0% (8)	34.0% (17)	26.0% (13)	8.0% (4)	50
25 to 35	0.0% (0)	2.0% (1)	32.0% (16)	38.0% (19)	28.0% (14)	50
35 to 45	0.0% (0)	0.0% (0)	5.8% (3)	44.2% (23)	50.0% (26)	52
45 to 55	0.0% (0)	1.9% (1)	3.7% (2)	33.3% (18)	61.1% (33)	54
55 to 65	3.7% (2)	3.7% (2)	7.4% (4)	38.9% (21)	46.3% (25)	54
65 and older	6.0% (3)	12.0% (6)	16.0% (8)	42.0% (21)	24.0% (12)	50
answered question						60
skipped question						213

32. Please estimate the typical annual household income of people who are likely to buy the art or craft work that you admire/exhibit/collect/display/sell:

		Response Percent	Response Count
\$0 - \$15,000		4.9%	3
\$15,000 - \$25,000		3.3%	2
\$25,000 - \$35,000		6.6%	4
\$35,000 - \$50,000		23.0%	14
\$50,000 - \$75,000		47.5%	29
\$75,000 - \$100,000		44.3%	27
\$100,000 - \$150,000		39.3%	24
Over \$150,000		29.5%	18
Other (please specify)		3.3%	2
		<i>answered question</i>	61
		<i>skipped question</i>	212

33. What types of other uses are complementary to an arts and crafts market? In other words, people who are interested in the type of art that you are interested in, would also be interested in:

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Response Count
Clothing stores (mass merchandise)	22.8% (13)	31.6% (18)	19.3% (11)	21.1% (12)	5.3% (3)	57
Clothing stores (boutique or high-end)	10.2% (6)	5.1% (3)	10.2% (6)	49.2% (29)	25.4% (15)	59
Furniture stores (mass merchandise)	17.5% (10)	36.8% (21)	24.6% (14)	17.5% (10)	3.5% (2)	57
Furniture stores (antique or specialty)	1.7% (1)	8.5% (5)	11.9% (7)	44.1% (26)	33.9% (20)	59
Music store (records, tapes, or CDs)	7.0% (4)	14.0% (8)	35.1% (20)	36.8% (21)	7.0% (4)	57
Musical instrument store (sales of musical instruments and sheet music)	5.4% (3)	17.9% (10)	48.2% (27)	23.2% (13)	5.4% (3)	56
Home improvement and/or hardware stores	10.5% (6)	15.8% (9)	35.1% (20)	24.6% (14)	14.0% (8)	57
Plant stores, nurseries, botany, horticulture, landscaping, or green houses	6.9% (4)	1.7% (1)	31.0% (18)	37.9% (22)	22.4% (13)	58
Pet stores or pet supply stores	17.5% (10)	17.5% (10)	35.1% (20)	26.3% (15)	3.5% (2)	57
Full Service restaurants with bar (white table cloth)	5.2% (3)	5.2% (3)	31.0% (18)	34.5% (20)	24.1% (14)	58
Full Service restaurants with bar (casual)	1.7% (1)	5.1% (3)	15.3% (9)	50.8% (30)	27.1% (16)	59
Limited Service restaurants (snacks and sodas)	3.5% (2)	31.6% (18)	24.6% (14)	31.6% (18)	8.8% (5)	57
Coffee house or cafe	1.7% (1)	0.0% (0)	13.6% (8)	44.1% (26)	40.7% (24)	59
News stands or book stores	5.2% (3)	5.2% (3)	15.5% (9)	50.0% (29)	24.1% (14)	58
Farmer's Markets or fresh fruit and vegetable stalls	6.7% (4)	1.7% (1)	13.3% (8)	35.0% (21)	43.3% (26)	60
Dance studios (rehearsal space)	0.0% (0)	8.8% (5)	33.3% (19)	42.1% (24)	15.8% (9)	57
Dance performances	0.0% (0)	1.8% (1)	26.3% (15)	50.9% (29)	21.1% (12)	57
Music studios (rehearsal space)	3.5% (2)	12.3% (7)	40.4% (23)	33.3% (19)	10.5% (6)	57

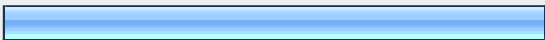

Live Music performances	1.8% (1)	3.5% (2)	15.8% (9)	52.6% (30)	26.3% (15)	57
Theatrical performances	3.5% (2)	1.8% (1)	17.5% (10)	45.6% (26)	31.6% (18)	57
Estate auctions	0.0% (0)	12.1% (7)	25.9% (15)	37.9% (22)	24.1% (14)	58
Home improvement workshops (i.e., tiling, furniture refinishing, etc.)	7.0% (4)	8.8% (5)	26.3% (15)	42.1% (24)	15.8% (9)	57
Other (please specify)						2
answered question						60
skipped question						213

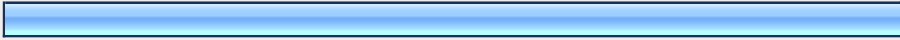
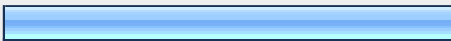


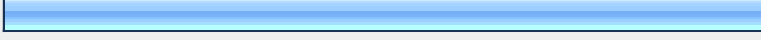

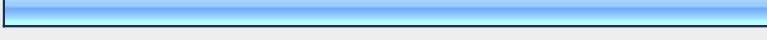


34. Please indicate the level of your agreement about the importance of the following factors to the success of a retail arts market.						
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Response Count
Access to public transportation	1.7% (1)	5.1% (3)	32.2% (19)	37.3% (22)	23.7% (14)	59
A good amount of parking	1.7% (1)	0.0% (0)	5.0% (3)	43.3% (26)	50.0% (30)	60
High visibility of the market from the street	3.3% (2)	3.3% (2)	21.7% (13)	36.7% (22)	35.0% (21)	60
The reputation of the market as a place to find high quality art	1.6% (1)	0.0% (0)	6.6% (4)	36.1% (22)	55.7% (34)	61
The reputation of the artists in the market	1.7% (1)	1.7% (1)	16.7% (10)	35.0% (21)	45.0% (27)	60
Located on a main street	5.0% (3)	10.0% (6)	33.3% (20)	33.3% (20)	18.3% (11)	60
A central location that is easy to find and get to	1.7% (1)	3.3% (2)	15.0% (9)	55.0% (33)	25.0% (15)	60
The quality of the artwork	1.7% (1)	0.0% (0)	0.0% (0)	40.7% (24)	57.6% (34)	59
The affordability of the artwork to average income families	1.7% (1)	6.7% (4)	11.7% (7)	50.0% (30)	30.0% (18)	60
The presence of exclusively priced, or high-end artwork	1.7% (1)	18.3% (11)	38.3% (23)	25.0% (15)	16.7% (10)	60
Each artist's ability to attract their customers to the market	0.0% (0)	6.7% (4)	20.0% (12)	53.3% (32)	20.0% (12)	60
The market's ability to promote the artists in their market	0.0% (0)	1.7% (1)	8.5% (5)	54.2% (32)	35.6% (21)	59

Good places to sit for people-watching	1.7% (1)	3.3% (2)	18.3% (11)	48.3% (29)	28.3% (17)	60
Places to eat and drink on-site	1.8% (1)	1.8% (1)	19.3% (11)	43.9% (25)	33.3% (19)	57
A place for shoppers to sit and relax	1.7% (1)	1.7% (1)	13.6% (8)	44.1% (26)	39.0% (23)	59
Other entertainment for shoppers to enjoy	0.0% (0)	3.3% (2)	33.3% (20)	38.3% (23)	25.0% (15)	60
An Amphitheater or other public performance space	1.7% (1)	13.8% (8)	37.9% (22)	29.3% (17)	17.2% (10)	58
A location that is near a well-known landmark	3.3% (2)	8.3% (5)	40.0% (24)	36.7% (22)	11.7% (7)	60
Proximity to other retail	0.0% (0)	20.3% (12)	47.5% (28)	28.8% (17)	3.4% (2)	59
Low monthly rent for the artists	0.0% (0)	3.4% (2)	8.5% (5)	35.6% (21)	52.5% (31)	59
Lots of different things for shoppers to do	0.0% (0)	8.5% (5)	22.0% (13)	42.4% (25)	27.1% (16)	59
A critical mass of art work at your price/quality level	0.0% (0)	3.4% (2)	27.1% (16)	35.6% (21)	33.9% (20)	59
A critical mass of art work at any price/quality level	0.0% (0)	8.6% (5)	36.2% (21)	27.6% (16)	27.6% (16)	58
A good mix of other types of consumer goods and services	3.4% (2)	13.6% (8)	37.3% (22)	28.8% (17)	16.9% (10)	59
Other (please specify)						2
answered question						61
skipped question						212

35. Please indicate the strength of your agreement with the following statement: "People typically decide to go somewhere to purchase artwork or fine craft work, because of ..."

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Rating Average	Response Count
Word of Mouth (friends and acquaintances)	0.0% (0)	1.7% (1)	3.3% (2)	45.0% (27)	50.0% (30)	4.43	60
Places I am already aware of and have patronized in the past	1.7% (1)	3.3% (2)	11.7% (7)	48.3% (29)	35.0% (21)	4.12	60
Special events or festivals	1.7% (1)	3.4% (2)	10.2% (6)	52.5% (31)	32.2% (19)	4.10	59
Local or Cable TV -- Paid Advertisements	1.7% (1)	25.9% (15)	43.1% (25)	25.9% (15)	3.4% (2)	3.03	58
Local Radio -- Paid Advertisements	1.7% (1)	20.7% (12)	31.0% (18)	44.8% (26)	1.7% (1)	3.24	58
Local Newspaper -- Paid Advertisement	1.7% (1)	18.6% (11)	32.2% (19)	40.7% (24)	6.8% (4)	3.32	59
Local or Cable TV -- News Stories	0.0% (0)	12.3% (7)	22.8% (13)	54.4% (31)	10.5% (6)	3.63	57
Local Radio -- News Stories	0.0% (0)	6.9% (4)	24.1% (14)	56.9% (33)	12.1% (7)	3.74	58
Local Newspaper -- News Stories	0.0% (0)	7.0% (4)	14.0% (8)	56.1% (32)	22.8% (13)	3.95	57
Internet Banner Advertisements	10.3% (6)	20.7% (12)	41.4% (24)	13.8% (8)	13.8% (8)	3.00	58
E-Mail from gallery or artist	0.0% (0)	3.4% (2)	22.0% (13)	47.5% (28)	27.1% (16)	3.98	59
Postal Mailing from gallery or artist	0.0% (0)	3.5% (2)	28.1% (16)	52.6% (30)	15.8% (9)	3.81	57
Other (please specify)							3
answered question							60
skipped question							213

36. Are you interested in leaving contact information for updates on this project?				
			Response Percent	Response Count
Yes			59.7%	37
No			40.3%	25
			answered question	62
			skipped question	211

37. If you are interested in further contact, please provide the appropriate contact information below. (Name, phone and/or email are sufficient for easy contact).				
			Response Percent	Response Count
Name:			99.1%	116
Company:			49.6%	58
Address:			80.3%	94
Address 2:			8.5%	10
City/Town:			83.8%	98
State:			85.5%	100
ZIP/Postal Code:			84.6%	99
Email Address:			98.3%	115
Phone Number:			70.9%	83
			answered question	117
			skipped question	156