

The CODA Survey:

The Impact of Crafts on the National Economy



The Impact of Crafts on the U.S. National Economy

A survey by CODA, the Craft Organization Directors Association

Please help us prove to business, government and the public that handmade work is significant by participating in this survey. These survey results will focus public attention on craft as an entrepreneurial profession which will enhance local and national economies; will provide data that will lend credibility and legitimacy to your life's work; and will assist in establishing labor standards making craftspeople eligible for comprehensive insurance coverage, business credit and job training, and put craftspeople on an equal footing with other kinds of businesses. Thank you for your cooperation.

Please complete one survey only. In an effort to reach as many craftspeople as possible, you may receive more than one copy. Please help us by passing on any duplicates to other craftspeople.

INDIVIDUAL RESPONSES WILL BE KEPT CONFIDENTIAL. NO IDENTITY IS REQUIRED

The following questions pertain to the year 1999

- YOU & YOUR STUDIO:**
1. Please check only one: I work alone in a studio
 I work in a studio with partner or family
 I am an owner/partner of a studio with paid employees
 I work as an employee for a craftsman or studio
 I am a contract worker

2. Is your studio located in or on your residential property? Yes No

3. Are you a member of any craft organization(s)? Yes No

\$\$\$\$ ISSUES:

4. a) Total annual family income \$ _____
 b) Annual family income derived from craft-related activities \$ _____

5. Please indicate your (or your studio's) Gross Annual Sales/Revenue from your craft or other activities associated only with craft. PLEASE SEPARATE EACH SOURCE OF SALES/REVENUE.

Sources of Sales/Revenue	Gross Sales/Revenue		
a) Wholesale – within the US	\$ _____		
b) Wholesale – Export/Int'l	\$ _____		
c) Consignment to galleries	\$ _____		
d) Retail	\$ _____	→→→→→	<u>Sources of Retail Sales</u>
e) Other (e.g. consulting, teaching, workshops, grants/awards, etc.)	\$ _____		<u>Percent</u>
			From your studio _____%
			From crafts fairs _____%
			From commissions _____%
			Other _____%
f) TOTAL (a through e must equal f) \$ _____			TOTAL (must equal 100%)

6. Please estimate the percentage of your Gross Annual Sales/Revenue that takes place:
 within your state _____% outside your state _____%

7. Number of full-time paid employees other than yourself (each works 35 hours or more per week) _____
 Number of part-time paid employees other than yourself (each works 35 hours or less per week) _____
 Total gross annual payroll for these employees = \$ _____
 Total gross annual sub-contract expenses = \$ _____

YOUR MEDIUM:

8. Please check the primary material you use to create your work: (CHECK ONLY ONE)
- Clay Enamel Fiber/Textiles Glass Leather Metal
 Mixed Media Paper Organic Materials Plastics Wood Other

YOUR BACKGROUND:

9. Your year of birth: _____ Gender: Female Male
10. Race: African-American Asian/Pacific Islander Caucasian Hispanic
 Native American Other: _____
11. Disabled/Handicapped: Yes No American Veteran: Yes No
12. Your residence Zip Code: _____ Your State: _____ Source Code: _____

This survey is conducted by the Craft Organization Directors Association (CODA), a national organization established in 1986 to support the work of craft administrators, craft artists, retailers, craft schools and suppliers. The project is managed by HandMade in America, PO Box 2089, Asheville, NC 28802, (828) 252-0121 and the research is being conducted by the Center for Business Research (CBR), John A. Walker College of Business, Appalachian State University, Boone, NC 28608, (828) 262-RSCH. © Center for Business Research, Appalachian State University.

