
Survey of Artists' Space Needs and Preferences

TAOS, NM
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Prepared by Swan Research and Consulting for —

artspace



NEW MEXICO
arts & cultural
DISTRICT



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Introduction

Artspace Projects, Inc., the nation’s leading non-profit real estate developer for the arts, the Town of Taos, the Arts and Cultural District Steering Committee of Taos, and the Taos Housing Corporation are conducting a study of the space needs of artists of all disciplines in Taos, New Mexico and surrounding communities. The results of the study will be used to identify the kinds of spaces needed by artists in the region and determine the level of interest in affordable housing and support space in Taos designed for the unique living and working needs of the creative community .

Data for the study was collected through a survey of artists located in the town of Taos and the surrounding area. Postcards (in English and in Spanish) requesting participation in an arts survey were sent to residents of the town of Taos. The town of Taos was responsible for compiling the mailing list and coordinating other outreach efforts (additional information on the survey methodology is contained in Appendix A).

Artspace Projects, Inc. and Swan Research and Consulting designed the survey with the following objectives:

- *Quantify* the demand for artist live/work space, studio/work space rental, and the occasional rental of space for arts and creative work in Taos.
- *Articulate* specific design elements and building features that artists prefer or require.
- *Describe* the artists themselves; their arts activities, current living and work arrangements, and their ability to pay for new live/work space and rental of creative space.

This report is a summary of the data obtained from those who completed the survey, particularly those artists who indicated a potential interest in the proposed arts community. Current residence data for these interested survey respondents is located in Appendix B. Data for questions answered by all survey respondents is provided in Appendix D.

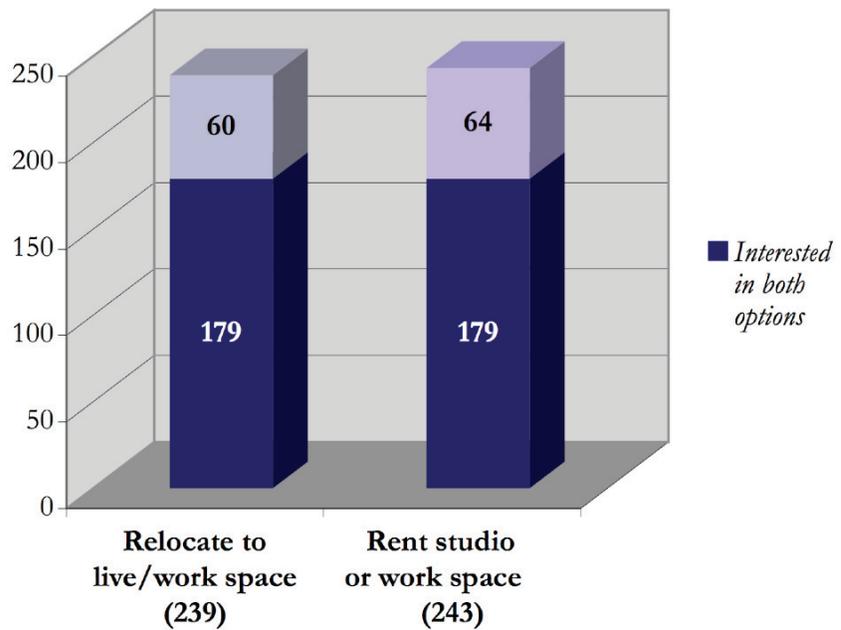
Executive Summary

Three hundred eighty-eight respondents completed the Taos Survey of Artists’ Space Needs and Preferences. The artists indicated need for several kinds of space:

Two hundred thirty-nine of the artists (62%) expressed an interest in relocating to the proposed live/work community in Taos, New Mexico (these artists will be referred to as the “interested artists” throughout this report). The large majority of these artists already reside in the town of Taos and may be drawn to this distinctive opportunity to live and work near other artists.

Demand for a multi-use arts facility is also evident in the response of 243 artists who expressed an interest in **renting** studio or work space (Figure 1). Sixty-four artists (17% of the respondents) are interested only in renting studio space, while 179 (46% of the survey respondents) expressed interest in both live/work space and studio rental (It is likely that the 179 artists interested in both relocation and rental would choose **either** studio rental **or** live/work space, but not both).

Figure 1: Interest in New Arts Facility



There is also demand for the occasional rental of creative space. Sixty-four percent (249) of the respondents expressed interest in **renting space on an occasional basis** in Taos. Many of these survey respondents are interested in more than one type of space. Fifty-one are **only** interested in renting space on an occasional basis, while 198 also expressed interest in live/work space and/or studio or work space rental in a new arts facility. (For the 198 artists interested in both occasional **and** other space, it is reasonable to assume that they may choose occasional creative space rental **as well as** ongoing studio or work space rental or relocation to live/work space in Taos.)

Artists Interested in Relocating to Live/Work Space (239):

- ◆ The majority (77%) of those interested in relocating to a new arts facility currently reside in the town of Taos.
- ◆ The interested artists represent a wide range of arts activities. The most common are painting/drawing and writing/literary arts.
- ◆ Relatively few (7%) of the interested artists are 30 years of age or younger. Fifty-four percent are between the ages of 41 and 60 and one-quarter are 61 years of age or older.
- ◆ Sixty-four percent of the interested artists are female.
- ◆ Two-thirds of the interested artists (158) have a Bachelor's degree, and 26% have obtained a post-graduate degree.
- ◆ The majority of the interested artists (81%) are White/European American and 8% are Hispanic American/Latino/Chicano. Three percent are Native American/American Indian and 5% describe themselves as multiracial/multiethnic.
- ◆ Forty-three percent of the interested artists reside as single adults. The majority (83%) currently do not have children in the home.
- ◆ Thirty-six percent of the interested artists have household incomes of \$20,000 or less per year. Thirty-nine percent report annual household incomes that fall at or below 60% of the area median income for household size (Median income = \$44,500: HUD FY 2010: Taos County, NM MSA). Thirteen percent have annual household incomes greater than \$60,000. Forty-three percent earn less than 10% of their income from their art, while 23% earn more than half of their income from their art.
- ◆ With respect to live/work spaces, 85% of the interested artists would accept a traditional rental arrangement, and 85% also indicated an interest in renting space with the option to buy it later. Over half (58%) selected owning shares in a housing cooperative as an acceptable option.
- ◆ The interested artists require living spaces of varied sizes. The large majority (86%) require one or two bedroom units, while 9% would require three bedrooms or more in their residence.
- ◆ Adequate parking is also important, as 40% of the interested artists would want one parking space, and 59% would require two or more spaces with their unit.
- ◆ The interested artists identify natural light as the most important design feature in their live/work space. High ceilings, additional storage, and high-speed data lines are also important.

- ◆ With respect to types of space that might be shared, general purpose studio space was identified as desirable by 45% of the interested artists. Other types of preferred shared space include gallery space, a paint room, retail space, an outdoor work area, and a business center.
- ◆ Live/work units priced in the range of \$400 - \$800 per month will be practicable for 67% of the interested artists. Twenty-eight percent could afford between \$900 and \$1,200 per month.

Artists Interested in Studio/Work Space Rental (243):

- ◆ The large majority of the artists interested in renting studio space (80%) currently reside in Taos.
- ◆ The most common arts activities of those interested in renting studio space are painting/drawing, writing/literary arts, photography, and arts education/instruction.
- ◆ Many (49%) do not currently have space they use specifically for their art. Approximately half (49%) use space within their home for their art, while 20% currently rent or own studio or work space outside their home. Twenty-eight percent do not have the space they need for their art.
- ◆ Sixty-four percent need modest studio/work spaces of 500 square feet or less, while 17% want larger spaces greater than 800 square feet.
- ◆ Over half (56%) of the artists interested in renting studio space could afford \$250 or less per month for that space (paid in addition to costs for housing). Thirty-six percent could pay between \$251 and \$500 each month and 8% could pay over \$500.

Artists Interested in Occasional Creative Space Rental (249):

- ◆ Seventy-eight percent of the artists interested in renting creative space on an occasional basis currently reside in the town of Taos.
- ◆ These artists represent a wide range of arts activities. The most common are painting/drawing, writing/literary arts, and photography.
- ◆ Gallery space was of interest to one-third of these artists. Other preferred types of space include general purpose studio space, classrooms, a paint room, and retail space.

Summary of Survey Results – Artist Space Needs and Preferences

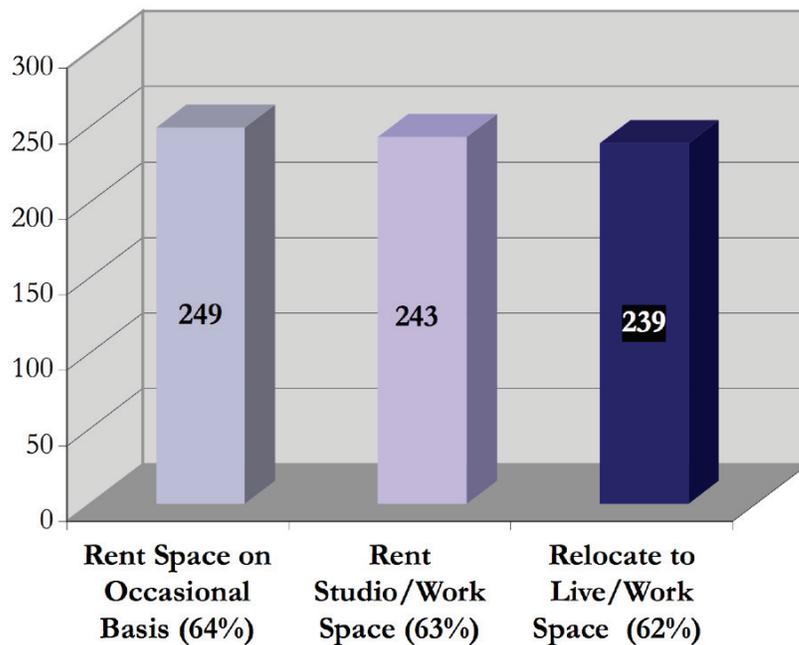
The 388 respondents who completed the Survey of Artists’ Space Needs and Preferences were asked three key questions:

- ♦ *Would you relocate to an artists’ live/work community in Taos, NM, specifically designed for artists and their families?*
- ♦ *Would you rent studio or work space in a new arts facility in Taos?*
- ♦ *Would you rent creative space on an occasional basis in Taos?*

The data in this report show the space needs and preferences, current living and work space arrangements, and descriptive information for the groups of artists who responded affirmatively to these questions. (Note: There is overlap among these groups – that is, an artist could indicate interest in one, two or all three types of space.). Data is also provided for the entire survey sample.

The largest number of respondents (64%) indicated interest in renting creative space on an occasional basis (Figure 2). Sixty-three percent were interested in renting studio or work space in a new arts facility, and 62% were interested in relocating to a live/work space in an artist’s community in Taos.

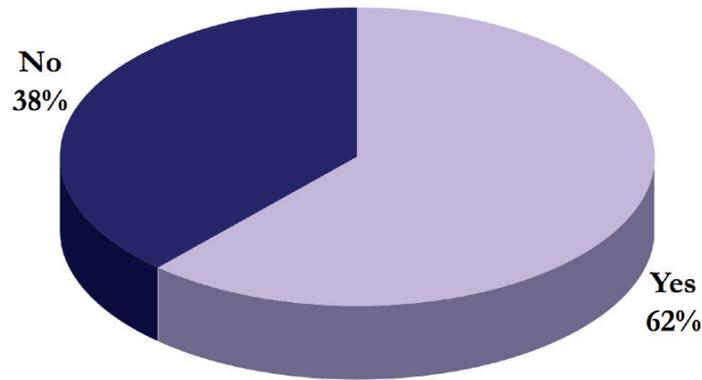
Figure 2: Interest in All Types of Space



RELOCATION TO A LIVE/WORK FACILITY: INTERESTED ARTISTS

Two hundred thirty-nine of the survey respondents (62%) expressed an interest in relocating to the proposed live/work community in Taos (Figure 3).

Figure 3: Would you relocate to an artists' live/work community in Taos, NM?



The majority of the interested artists (77%) currently reside in the town of Taos (Table 1). (Detailed current residence data is provided in Appendix B). Of those who once lived in Taos but no longer reside there, 37% left Taos because housing costs were too high, and 22% left for personal reasons. (Additional reasons identified by the interested artists are provided in Appendix C).

Table 1: Residence

Taos Residence	"yes" responses			
	#	%		
Currently live in Taos	185	77.4		
Have lived in Taos, but do not live there currently	27	11.3		
	Reason for Leaving Taos* (27)	#	%	
	Enrolled in college/university out of town	0	0.0	
	Out of town employment opportunity	5	18.5	
	Housing cost is too high in Taos	10	37.0	
	Unable to pursue my artistic interests in Taos	2	7.4	
	Personal reasons	6	22.2	
	Other, please specify	10	37.0	
Have never lived in Taos	27	11.3		
Total	239	100.0		

**Respondents may have selected multiple reasons*

The interested artists participate in a wide range of arts activities and disciplines (Table 2). The most common are painting/drawing and writing/literary arts. (Additional arts activities identified by the interested artists are provided in Appendix C)

Table 2: Arts Activities

Art Activity*	“yes” responses		total responses	
	#	%	#	%
Painting/Drawing	100	41.8	159	41.0
Writing/Literary arts	46	19.2	71	18.3
Mixed media	34	14.2	52	13.4
Arts education/Instruction	31	13.0	44	11.3
Crafts/Fine crafts	30	12.6	48	12.4
Photography	30	12.6	54	13.9
Art gallery	28	11.7	45	11.6
Healing arts	26	10.9	33	8.5
Jewelry making	24	10.0	36	9.3
Sculpture	24	10.0	38	9.8
Music (Vocal/Instrumental/Composition)	23	9.6	37	9.5
Fiber arts	22	9.2	43	11.1
Woodworking/Metalworking	17	7.1	26	6.7
Computer/Multimedia/New media	14	5.9	20	5.2
Design	14	5.9	22	5.7
Graphic arts	14	5.9	20	5.2
Printmaking	14	5.9	26	6.7
Theater arts/ Acting	12	5.0	19	4.9

**Respondents may have selected multiple activities; table includes options selected by 12 or more interested artists.*

Sixty-four percent of the interested artists are female (Table 3).

Table 3: Gender

Gender	“yes” responses		total responses	
	#	%	#	%
Male	87	36.4	135	34.8
Female	152	63.6	253	65.2
Total	239	100.0	388	100.0

Seven percent of the interested artists are 30 years of age or younger (Table 4). Fifty-four percent are between the ages of 41 and 60 and one-quarter are 61 years of age or older.

Table 4: Age

Age	“yes” responses		total responses	
	#	%	#	%
20 years and younger	3	1.3	3	0.8
21 – 30 years	14	5.9	16	4.1
31 – 40 years	33	13.8	46	11.9
41 – 50 years	50	20.9	67	17.3
51 – 60 years	80	33.5	136	35.1
61 – 70 years	48	20.1	102	26.3
Over 70 years	11	4.6	18	4.6
Total	239	*100.1	388	*100.1

**Does not equal 100.0% due to rounding*

The majority of the interested artists (81%) are White/European American and 8% are Hispanic American/Latino/Chicano. Three percent are Native American/American Indian and 5% describe themselves as multiracial/multiethnic (Table 5). (Other responses specified by the interested artists are provided in Appendix C)

Table 5: Ethnicity

Ethnicity	“yes” responses		total responses	
	#	%	#	%
Native American/American Indian	6	2.5	8	2.1
Black/African American	1	0.4	1	0.3
Hispanic American/Latino/Chicano	20	8.4	22	5.7
Asian American/Pacific Islander	0	0.0	0	0.0
White/European American	193	80.8	331	85.3
Multiracial/Multiethnic	11	4.6	14	3.6
Other, please specify	8	3.3	12	3.1
Total	239	100.0	388	*100.1

**Does not equal 100.0% due to rounding*

Two-thirds of the interested artists (158) have a Bachelor’s degree, and 26% have obtained a post-graduate degree (Table 6). Thirty percent of the interested artists have completed some college course work or obtained a 2-year degree.

Table 6: Education

Degree Attained	“yes” responses		total responses	
	#	%	#	%
Some high school course work	2	0.8	2	0.5
High School/GED	7	2.9	14	3.6
Some college course work or 2-year degree	72	30.1	111	28.6
Bachelor's degree	62	25.9	102	26.3
Some post-graduate work	35	14.6	54	13.9
Post-graduate degree	61	25.5	105	27.1
Total	239	*99.8	388	100.0

**Does not equal 100.0% due to rounding*

Table 7 contains information regarding the annual household incomes of the interested artists by household size. The shaded area denotes the number of interested artists who fall at or below sixty percent of the median income for the region encompassing the city of Taos. Thirty-nine percent of the interested artists report annual household incomes that fall at or below 60% of the area median income for household size (HUD FY 2010: Taos County, NM MSA). Thirty-six percent of the interested artists have household incomes of \$20,000 or less per year. Thirteen percent have annual household incomes greater than \$60,000.

Table 7: Income by Household Size (# of Interested Artists)

Annual Household Income	Household Size					Total
	1	2	3	4	5 or more	
Under \$10,000	14	2	4	1	2	23
\$10,000 - \$15,000	19	14	4	0	1	38
\$15,001 - \$20,000	15	8	1	1	1	26
\$20,001 - \$25,000	15	7	2	2	1	27
\$25,001 - \$30,000	14	6	2	0	0	22
\$30,001 - \$35,000	2	10	2	1	1	16
\$35,001 - \$40,000	2	10	1	2	1	16
\$40,001 - \$45,000	2	4	0	2	0	8
\$45,001 - \$50,000	3	8	2	0	2	15
\$50,001 - \$55,000	2	2	0	0	0	4
\$55,001 - \$60,000	0	8	1	0	0	9
\$60,001 - \$65,000	2	2	1	1	0	6
\$65,001 - \$75,000	1	5	0	0	1	7
\$75,001 - \$85,000	2	6	0	0	0	8
\$85,001 - \$100,000	0	4	0	0	0	4
Over \$100,000	1	5	0	1	0	7
Prefer Not to Answer	2	1	0	0	0	3
Total	96	102	20	11	10	239

**Shaded area denotes incomes at or below 60% of the regional median income. The FY2010 median income for a household of 4 is \$44,500*

Forty-three percent of the interested artists currently earn less than ten percent of their income from their arts activities (Table 8). Twenty-three percent earn more than half of their income from their art.

Table 8: Percentage of Income from Arts Activities

% of Income from Art	“yes” responses		total responses	
	#	%	#	%
Less than 10%	103	43.1	173	44.6
10% - 25%	52	21.8	90	23.2
26% - 50%	28	11.7	49	12.6
51% - 75%	16	6.7	20	5.2
76% - 100%	40	16.7	56	14.4
Total	239	100.0	388	100.0

Relocation to a Live/Work Facility: Needs and Preferences for Live and Work Space

The data provided in this section summarizes the interested artists’ responses to questions regarding their preferences and needs for *new* live/work space.

Forty-five percent of the interested artists require a work space of 350 square feet or less (Table 9). Nineteen percent of the interested artists require large studio spaces greater than 800 square feet.

Table 9: Space Requirements for Studio/Work Space

Minimum square footage	“yes” responses	
	#	%
None (my work requires no studio space)	7	2.9
Under 200 sq. feet	28	11.7
200 - 350 sq. feet	80	33.5
351 - 500 sq. feet	42	17.6
501 - 650 sq. feet	22	9.2
651 - 800 sq. feet	15	6.3
801 - 1,000 sq. feet	24	10.0
1,001 - 1,500 sq. feet	12	5.0
1,501 - 2,000 sq. feet	6	2.5
More than 2,000 sq. feet	3	1.3
Total	239	100.0

The artists were asked to select, from a list provided, the three design features that are most important for their studio space. The features selected most often by the interested artists include natural light, high ceilings, additional storage, and high-speed data lines (Table 10). (Additional important work space features identified by the interested artists are provided in Appendix C)

Table 10: Preferred Workspace Features

Important Features*	“yes” responses	
	#	%
Natural light	178	74.5
High ceilings	92	38.5
Additional storage	85	35.6
High-speed data lines	77	32.2
Special ventilation	53	22.2
Soundproofing	47	19.7
Plumbing/Special plumbing	33	13.8
Oversized doors/Freight elevator	23	9.6
Special electrical wiring	19	7.9
Wheelchair accessibility	11	4.6
High-load bearing floors	7	2.9
Sprung floors	5	2.1
Floor drains	3	1.3

**Respondents may have selected multiple features*

The artists were also asked to identify their top three choices with respect to the types of space they would consider sharing with other artists in the live/work community (Table 11). General purpose studio space was identified as desirable by 45% of the interested artists. Other preferred spaces include gallery space, a paint room, retail space, an outdoor work area, and a business center.

Table 11: Types of Space in a Live/Work Facility

Type of Space*	“yes” responses	
	#	%
General purpose studio space	107	44.8
Gallery space	83	34.7
Paint room	69	28.9
Retail space	40	16.7
Outdoor work area	38	15.9
Business center (including copier, fax machine, etc.)	37	15.5
Metalsmithing shop	24	10.0
Classrooms	23	9.6
Kitchen (prep and/or demonstration)	23	9.6
Collection or archival storage space	21	8.8
Woodworking shop	20	8.4
Printmaking facilities	17	7.1
Traditional or digital dark room	17	7.1
Recording studio/Sound proof practice rooms	16	6.7
Ceramics studio/Kiln	15	6.3
Dance studio	15	6.3
Incubator office space (common reception, shared meeting rooms, small office)	14	5.9
Rehearsal space (theatre, performance art, etc.)	12	5.0
Theater/Performance space	10	4.2
Video/Film screening room	8	3.3
Foundry area	7	2.9
Conference room	6	2.5
Glass hot shop	6	2.5
Scene/Prop/Costume shop	5	2.1
Other	17	7.1

**Respondents may have selected multiple types of space*

When asked about their preferences regarding ownership or rental arrangements, 85% of the interested artists indicated they would accept a traditional rental arrangement, and 85% also indicated they would be interested in renting space with the option to buy it later (Table 12). Over half of the interested artists would be interested in owning shares in a housing cooperative (58%), renting a co-housing unit (55%), and owning a condominium (52%).

Table 12: Live/Work Ownership and Rental Options

Acceptable Rental/Ownership Arrangements*	“yes” responses	
	#	%
Renting your space	204	85.4
Renting your space with option to buy	204	85.4
Owning shares in a housing cooperative	139	58.2
Renting a co-housing unit	132	55.2
Owning a condominium	125	52.3
Owning a co-housing unit	116	48.5

**Respondents may have selected multiple arrangements*

Eighty-six percent of the interested artists would require one or two-bedroom units (Table 13). Five percent would be interested in a studio/efficiency space.

Table 13: Bedrooms Needed x Household Size

# of Bedrooms Required	-----Size of Household-----				Total	
	One	Two	Three	4 or more	#	%
None (Studio/Efficiency)	8	2	3	0	13	5.4
One	57	35	4	1	97	40.6
Two	27	62	10	9	108	45.2
Three	4	3	3	11	21	8.8
Four or more	0	0	0	0	0	0.0
Total	96	102	20	21	239	100.0

The majority of the interested artists (99%) require at least one parking space adjacent to their residence (Table 14). Over half of the interested artists (59%) need two or more spaces for parking.

Table 14: Parking Spaces

Number of Parking Spaces Needed	“yes” responses	
	#	%
None	3	1.3
One	96	40.2
Two	121	50.6
Three or more	19	7.9
Total	239	100.0

The artists were asked about their interest in a variety of transportation options, assuming service and support could be provided (Table 15). Fifty-nine percent of the interested artists would use public transportation systems, 38% would carpool, 35% would use a shared bike program, and 31% would use a car-sharing program.

Table 15: Alternative Transportation

Transportation Option*	“yes” responses	
	#	%
Public transportation systems (bus, the Chili Line, etc.)	140	58.6
Carpooling	91	38.1
Shared bike program	83	34.7
Car sharing	73	30.5
None of the above	60	25.1

**Respondents may have selected multiple transportation options*

The artists were asked to indicate the maximum amount they could pay monthly in combined housing and studio costs (Table 16). The majority (67%) could afford \$800 or less per month for combined live/work space, and 28% could pay \$900 to \$1,200 per month.

Table 16: Affordable Housing and Work Space Costs

Combined Live/Work Space Maximum Monthly Amount (excluding utilities)	“yes” responses	
	#	%
\$400	30	12.6
\$500 - \$600	62	25.9
\$700 - \$800	67	28.0
\$900 - \$1,000	42	17.6
\$1,100 - \$1,200	24	10.0
\$1,300 - \$1,500	10	4.2
Over \$1,500	4	1.7
Total	239	100.0

Relocation to a Live/Work Facility: Current Studio/Work Space

When asked about their current studio or work space, over half of the interested artists (52%) indicated that they currently do not have space they use specifically for their arts activities (Table 17).

Table 17: Current Studio/Work Space

Have space used only for art?	“yes” responses	
	#	%
Yes	114	47.7
No	125	52.3
Total	239	100.0

The artists were asked about their current studio or work space arrangement (Table 18). Nearly half of the interested artists (49%) use space within their home for their art or creative work. Thirty-two percent indicated they do not have the space they need for their art/creative work.

Table 18: Current Studio or Work Space Arrangement

Work Space Arrangements	“yes” responses	
	#	%
I have space within my home I use for my art/creative work.	118	49.4
I don't have the space I need for my art/creative work.	76	31.8
I rent or own studio space outside my home.	38	15.9
My work does not require designated space.	4	1.7
My work space is provided free of charge.	3	1.3
Total	239	*100.1

**Does not equal 100.0% due to rounding*

Relocation to a Live/Work Facility: Current Living Arrangements

The artists were asked to respond to questions regarding their current living arrangements.

Forty-three percent of the interested artists do not live with other adults (Table 19). The majority (83%) do not have children residing with them in their home.

Table 19: Current Household Composition

Number of Adults	“yes” responses	
	#	%
One - I am the only adult	103	43.1
Two	115	48.1
Three or more	21	8.8
Number of Children (under 18)	#	%
None	198	82.8
One	26	10.9
Two	11	4.6
Three or more	4	1.7
Total	239	100.0

Over half (60%) of the interested artists currently rent their living space (Table 20). Eight percent do not rent or own the space in which they live (may live with others, reside at a college or university, etc.).

Table 20: Current Home Rental vs. Ownership

Rent vs. Own	“yes” responses	
	#	%
Rent	144	60.3
Own	77	32.2
Do not rent or own	18	7.5
Total	239	100.0

Approximately half of the interested artists (53%) currently pay \$800 or less per month for their housing. Twenty-seven percent pay \$801 - \$1,200 per month, and nine percent do not pay anything for their housing (Table 21).

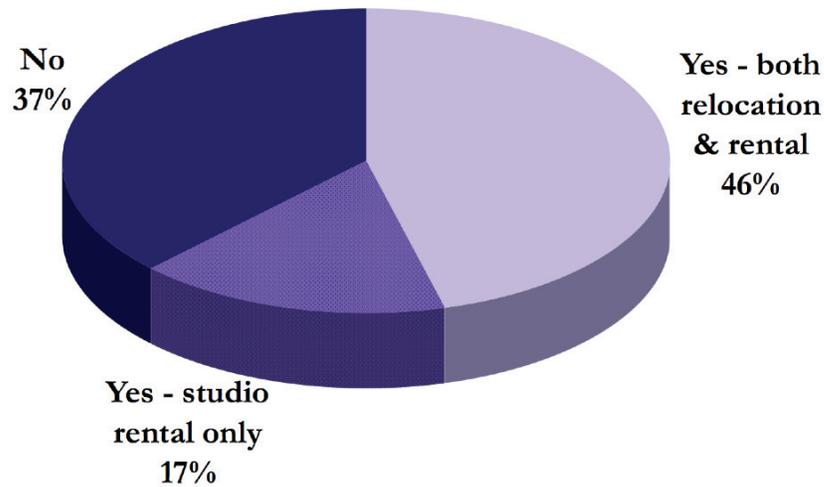
Table 21: Current Housing Costs

Monthly Housing Costs (excluding utilities)	“yes” responses	
	#	%
\$0	21	8.8
\$1 - \$400	24	10.0
\$401 - \$600	44	18.4
\$601 - \$800	58	24.3
\$801 - \$1,000	44	18.4
\$1,001 - \$1,200	21	8.8
\$1,201 - \$1,500	12	5.0
\$1,501 - \$2,000	9	3.8
Over \$2,000	6	2.5
Total	239	100.0

STUDIO/WORK SPACE RENTAL

Two hundred forty-three artists (63%) indicated an interest in renting studio or work space in a new arts facility in Taos (Figure 4). Of the artists interested in studio rental, 64 were only interested in renting studio space, while 179 were interested in *both* studio rental and potential live/work space. (As noted previously, for the 179 artists interested in both relocation and rental, it is reasonable to assume they would choose *either* studio rental *or* live/work space, but not both.)

Figure 4: Would you rent studio or work space in a new arts facility in Taos?



The following tables provide information for all artists who indicated an interest in renting studio space in the new facility (243) as well as for the subset of artists interested *only* in studio rental (64). The data for those artists interested only in studio rental are highlighted in these tables.

The large majority (80%) of the artists interested in renting studio space currently reside in Taos (Table 22).

Table 22: Residence

Taos Residence	Studio Only “yes” responses		All Interested in Studio Space “yes” responses	
	#	%	#	%
Currently live in Taos	58	90.6	195	80.2
Yes, but not currently	3	4.7	23	9.5
No	3	4.7	25	10.3
Total	64	100.0	243	100.0

The most common arts activities of those interested in renting studio space are painting/drawing, writing/literary arts, photography, and arts education/instruction (Table 23). (Additional arts activities are provided in Appendix C)

Table 23: Arts Activities

Art Activity*	Studio Only “yes” responses		All Interested in Studio Space “yes” responses	
	#	%	#	%
Painting/Drawing	28	43.8	106	43.6
Writing/Literary arts	15	23.4	46	18.9
Photography	15	23.4	39	16.0
Arts education/Instruction	9	14.1	37	15.2
Mixed media	8	12.5	34	14.0
Art gallery	6	9.4	31	12.8
Fiber arts	9	14.1	24	9.9
Jewelry making	5	7.8	24	9.9
Crafts/Fine crafts	8	12.5	23	9.5
Sculpture	4	6.3	23	9.5
Healing arts	2	3.1	20	8.2
Printmaking	6	9.4	19	7.8
Music (Vocal/Instrumental/Composition)	3	4.7	16	6.6
Woodworking/Metalworking	2	3.1	16	6.6
Theater arts/Acting	5	7.8	14	5.8
Design	3	4.7	13	5.3

*Respondents may have selected multiple activities; table includes options selected by 13 or more interested artists.

Studio/Work Space Rental: Current Space Arrangements

Approximately half of the interested artists (49%) currently do not have space they use specifically for their art (Table 24).

Table 24: Current Studio/Workspace

Have space used only for art?	Studio Only “yes” responses		All Interested in Studio Space “yes” responses	
	#	%	#	%
Yes	38	59.4	123	50.6
No	26	40.6	120	49.4
Total	64	100.0	243	100.0

Approximately half of the artists interested in studio space use space within their home for their art activities or creative work, while 20% rent or own studio space outside their home. Twenty-eight percent do not have the space they need for their art or creative activities (Table 25).

Table 25: Current Studio/Workspace Arrangement

Work Space Arrangements	Studio Only “yes” responses		All Interested in Studio Space “yes” responses	
	#	%	#	%
I have space within my home I use for my art/creative work.	40	62.5	120	49.4
I don't have the space I need for my art/creative work.	11	17.2	69	28.4
I rent or own studio space outside my home.	13	20.3	49	20.2
My work does not require designated space.	0	0.0	3	1.2
My work space is provided free of charge.	0	0.0	2	0.8
Total	64	100.0	243	100.0

Studio/Work Space Rental: Needs and Preferences

Sixty-four percent of the artists interested in renting studio space need studio/work spaces of 500 square feet or less, while 17% want larger spaces greater than 800 square feet (Table 26).

Table 26: Space Requirements for Studio/Work Space

Minimum Square Footage	Studio Only “yes” responses		All Interested in Studio Space “yes” responses	
	#	%	#	%
None (my work requires no studio space)	0	0.0	5	2.1
Under 200 sq. feet	10	15.6	27	11.1
200 - 350 sq. feet	22	34.4	79	32.5
351 - 500 sq. feet	14	21.9	49	20.2
501 - 650 sq. feet	6	9.4	25	10.3
651 - 800 sq. feet	5	7.8	17	7.0
801 - 1,000 sq. feet	3	4.7	21	8.6
1,001 - 1,500 sq. feet	3	4.7	12	4.9
1,501 - 2,000 sq. feet	1	1.6	6	2.5
More than 2,000 sq. feet	0	0.0	2	0.8
Total	64	*100.1	243	100.0

**Does not equal 100.0% due to rounding*

The artists were asked to identify the three features most desirable to them in a new studio or work space. Among the most popular were natural light, high ceilings, additional storage, and high-speed data lines (Table 27). (Additional important work space features are provided in Appendix C)

Table 27: Preferred Workspace Features

Important Features*	Studio Only		All Interested in Studio Space	
	“yes” responses		“yes” responses	
	#	%	#	%
Natural light	36	56.3	171	70.4
High ceilings	21	32.8	93	38.3
Additional storage	23	35.9	89	36.6
High-speed data lines	22	34.4	80	32.9
Special ventilation	14	21.9	53	21.8
Soundproofing	8	12.5	42	17.3
Plumbing/Special plumbing	15	23.4	37	15.2
Special electrical wiring	9	14.1	25	10.3
Oversized doors/Freight elevator	5	7.8	23	9.5
Wheelchair accessibility	3	4.7	13	5.3
High-load bearing floors	2	3.1	8	3.3
Sprung floors	3	4.7	8	3.3
Floor drains	4	6.3	6	2.5

**Respondents may have selected multiple features*

The artists were also asked to identify the three types of space they would be most interested in sharing at a multi-use arts facility (Table 28). Preferred types of space include general purpose studio space, gallery space, and a paint room.

Table 28: Types of Space for Studio Rental

Type of Space*	Studio Only		All Interested in Studio Space	
	“yes” responses		“yes” responses	
	#	%	#	%
General purpose studio space	20	31.3	91	37.4
Gallery space	21	32.8	84	34.6
Paint room	20	31.3	68	28.0
Retail space	11	17.2	42	17.3
Business center (including copier, fax machine, etc.)	7	10.9	35	14.4
Printmaking facilities	10	15.6	26	10.7
Classrooms	7	10.9	25	10.3
Outdoor work area	3	4.7	24	9.9
Collection or archival storage space	10	15.6	22	9.1
Incubator office space (common reception, shared meeting rooms, small office)	4	6.3	22	9.1
Metalsmithing shop	4	6.3	22	9.1
Traditional or digital dark room	14	21.9	21	8.6
Woodworking shop	3	4.7	21	8.6
Rehearsal space (theatre, performance art, etc.)	3	4.7	15	6.2
Theater/Performance space	3	4.7	14	5.8
Ceramics studio/Kiln	4	6.3	12	4.9
Foundry area	0	0.0	12	4.9
Kitchen (prep and/or demonstration)	3	4.7	12	4.9
Recording studio/Sound proof practice rooms	3	4.7	10	4.1
Dance studio	1	1.6	8	3.3
Conference room	4	6.3	7	2.9
Glass hot shop	0	0.0	7	2.9
Scene/Prop/Costume shop	1	1.6	6	2.5
Video/Film screening room	2	3.1	6	2.5
Other	3	4.7	14	5.8

*Respondents may have selected multiple types of space

Fifty-six percent of the artists interested in renting studio space could afford \$250 or less per month for that space (paid in addition to costs for housing). Thirty-six percent could pay between \$251 and \$500 each month and 8% could pay over \$500 (Table 29).

Table 29: Affordable Studio Costs

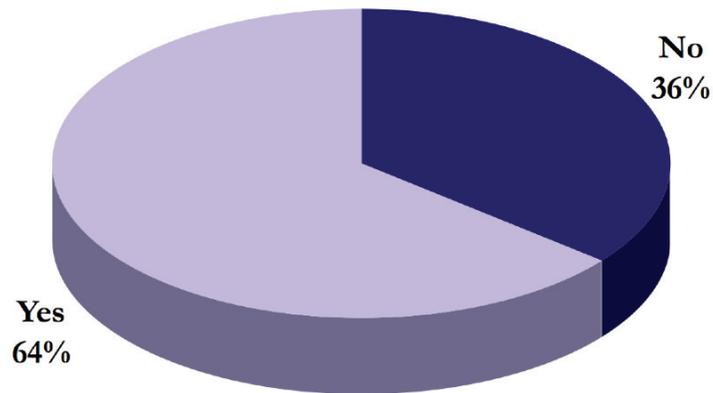
Maximum Monthly Amount for Studio/Work Space (excluding utilities)	Studio Only “yes” responses		All Interested in Studio Space “yes” responses	
	#	%	#	%
None	3	4.7	7	2.9
Under \$150	22	34.4	79	32.5
\$250	16	25.0	49	20.2
\$350	11	17.2	41	16.9
\$450	5	7.8	20	8.2
\$500	6	9.4	27	11.1
\$600	1	1.6	6	2.5
\$700 - \$1,000	0	0.0	12	4.9
More than \$1,000	0	0.0	2	0.8
Total	64	*100.1	243	100.0

**Does not equal 100.0% due to rounding*

OCCASIONAL CREATIVE SPACE RENTAL

Two hundred forty-nine of the survey respondents (64%) indicated an interest in renting creative space on an occasional basis in Taos (Figure 5). Fifty-one of these artists were *only* interested in renting space on an occasional basis, while 198 also expressed interest in live/work space and/or studio or work space rental in a new arts facility. (For the 198 artists interested in both occasional *and* other space, it is reasonable to assume that they may choose occasional creative space rental *as well as* ongoing studio or work space rental or relocation to live/work space in Taos.)

Figure 5: Would rent creative space on an occasional basis in Taos?



Most (78%) of the artists interested in renting creative space on an occasional basis currently reside in the city of Taos (Table 30).

Table 30: Residence

Taos Residence	Occasional Rental Only “yes” responses		All Interested in Occasional Rental “yes” responses	
	#	%	#	%
Currently live in Taos	40	78.4	195	78.3
Yes, but not currently	3	5.9	24	9.6
No	8	15.7	30	12.0
Total	51	100.0	249	*99.9

**Does not equal 100.0% due to rounding*

The most common arts activities of those interested in occasional rental are painting/drawing, writing/literary arts, and photography (Table 31). (Additional arts activities are provided in Appendix C)

Table 31: Arts Activities

Art Activity*	Occasional Rental Only “yes” responses		All Interested in Occasional Rental “yes” responses	
	#	%	#	%
Painting/Drawing	18	35.3	93	37.3
Writing/Literary arts	4	7.8	49	19.7
Photography	5	9.8	40	16.1
Mixed media	7	13.7	32	12.9
Art gallery	8	15.7	30	12.0
Arts education/Instruction	1	2.0	29	11.6
Crafts/Fine crafts	9	17.6	26	10.4
Music (Vocal/Instrumental/Composition)	6	11.8	25	10.0
Fiber arts	5	9.8	24	9.6
Healing arts	2	3.9	23	9.2
Jewelry making	6	11.8	23	9.2
Sculpture	5	9.8	22	8.8
Theater arts/ Acting	1	2.0	17	6.8
Printmaking	3	5.9	16	6.4
Woodworking/Metalworking	5	9.8	16	6.4
Computer/Multimedia/New media	2	3.9	15	6.0
Design	4	7.8	15	6.0
Performance art	2	3.9	13	5.2

**Respondents may have selected multiple activities; table includes options selected by 13 or more interested artists.*

The artists interested in renting creative space on an occasional basis were asked to identify the types of space that would be most important for occasional rental (Table 32). Gallery space was of interest to one-third of these artists. Other preferred types of space include general purpose studio space, classrooms, a paint room, and retail space.

Table 32: Types of Space for Occasional Rental

Type of Space *	Occasional Rental Only “yes” responses		All Interested in Occasional Rental “yes” responses	
	#	%	#	%
Gallery space	22	43.1	83	33.3
General purpose studio space	11	21.6	65	26.1
Classrooms	9	17.6	45	18.1
Paint room	9	17.6	44	17.7
Retail space	12	23.5	39	15.7
Business center (including copier, fax machine, etc.)	0	0.0	27	10.8
Printmaking facilities	3	5.9	26	10.4
Rehearsal space (theatre, performance art, etc.)	6	11.8	26	10.4
Theater/Performance space	4	7.8	25	10.0
Ceramics studio/Kiln	6	11.8	24	9.6
Metalsmithing shop	4	7.8	24	9.6
Woodworking shop	6	11.8	22	8.8
Traditional or digital dark room	3	5.9	21	8.4
Conference room	2	3.9	20	8.0
Incubator office space (common reception, shared meeting rooms, small office)	3	5.9	20	8.0
Recording studio/Sound proof practice rooms	5	9.8	20	8.0
Outdoor work area	3	5.9	18	7.2
Kitchen (prep and/or demonstration)	4	7.8	16	6.4
Collection or archival storage space	2	3.9	15	6.0
Dance studio	0	0.0	15	6.0
Video/Film screening room	3	5.9	12	4.8
Glass hot shop	1	2.0	9	3.6
Foundry area	3	5.9	7	2.8
Scene/Prop/Costume shop	1	2.0	7	2.8
Other	2	3.9	9	3.6

**Respondents may have selected multiple types of space*

Fifty-seven percent of the artists interested in occasional rental are between the ages of 41 and 60. Six percent are 30 years of age or younger and approximately one-quarter are 61 years of age or older (Table 33).

Table 33: Age

Age	Occasional Rental Only “yes” responses		All Interested in Occasional Rental “yes” responses	
	#	%	#	%
20 years and younger	0	0.0	2	0.8
21 – 30 years	1	2.0	13	5.2
31 – 40 years	5	9.8	30	12.0
41 – 50 years	5	9.8	51	20.5
51 – 60 years	22	43.1	92	36.9
61 – 70 years	15	29.4	54	21.7
Over 70 years	3	5.9	7	2.8
Total	51	100.0	249	*99.9

**Does not equal 100.0% due to rounding*

INTEREST IN ADDITIONAL CONTACT OR PARTICIPATION

At the end of the survey, respondents were asked if they were interested in being contacted or wanted to be involved in the study and proposed project. The survey respondents could sign up for additional contact regardless of their interest in relocation to or rental of space in a new arts facility.

Of the survey respondents (388):

- 311 (80%) indicated they would be interested in receiving further information about this project.
- 194 (50%) indicated they would be interested in being added to a waiting list for the project in Taos.
- 152 (39%) indicated they would be interested in volunteering for the project.
- 131 (34%) indicated they would be interested in securing a space in this project with a letter of interest and/or deposit.

Appendix A: Survey Methodology

Artspace Projects Inc. and Swan Research and Consulting designed the survey used in this study. The survey addressed four areas of interest including 1) current living and working information, 2) preferences for living and work space, 3) demographic information, and 4) the respondent's personal interest in several proposed project scenarios.

In March 2010, artists and residents in the town of Taos and surrounding communities were invited to participate in a survey and provided with a link to access the survey online. Potential respondents were identified by the Town of Taos with the assistance of the Arts and Cultural District Steering Committee of Taos and the Taos Housing Corporation. Approximately 2,800 postcards (in English and in Spanish) were mailed to residents of the town of Taos inviting them to participate in the survey, and an additional 2,000 postcards were distributed by hand. Information about the survey was also provided on ArtspaceTaos.org and partner websites, in local and regional papers, through local television, in a public meeting, and in email blasts. Reminder postcards and emails were sent in April 2010.

The survey was available in English and in Spanish for 8 weeks via the Internet, through a transformation to web-format by Market Tools utilizing the zTelligence Internet survey application. The survey was also available over the telephone for those without Internet access. Artists who accessed the online survey were asked to select either the English or the Spanish version of the survey, and were then directed, step-by-step, through survey completion, and assured of the confidentiality of their responses.

Three hundred eighty-eight respondents completed the Survey of Artists' Space Needs and Preferences. A number of factors contributed to the response rate obtained in this survey, including the narrow content of the survey and its long length. All respondents completed the survey in English.

The survey sample, as obtained from mailing lists of various arts organizations, is a sample of convenience. While believed to be grossly representative of the target population (all artists in and around the area), generalization of the findings to this broader population cannot be conducted. Because of the non-random nature of the sample, the data reported include only descriptive statistics. Substantial differences in numbers and percentages are deemed meaningful, as are patterns in the data. As with any measurement tool, some error is inherent; small group differences or percentages should be interpreted carefully.

Appendix B: Current Residence – Interested Artists

Interested Artists Currently Residing in Taos County

City	Zip Code(s)	Live/Work		Studio Rental		Occasional Space	
		#	%	#	%	#	%
Taos	87571	132	55.2	136	56.0	133	53.4
El Prado	87529	27	11.3	24	9.9	24	9.6
Ranchos De Taos	87557	16	6.7	19	7.8	27	10.8
Arroyo Seco	87514	13	5.4	13	5.3	13	5.2
Arroyo Hondo	87513	5	2.1	7	2.9	6	2.4
Costilla	87524	4	1.7	3	1.2	2	0.8
Questa	87556	3	1.3	4	1.6	3	1.2
San Cristobal	87564	3	1.3	2	0.8	0	0.0
Carson	87517	2	0.8	0	0.0	2	0.8
Chamisal	87521	1	0.4	1	0.4	0	0.0
Penasco	87553	1	0.4	1	0.4	1	0.4
Taos Ski Valley	87525	1	0.4	2	0.8	1	0.4
Vadito	87579	1	0.4	1	0.4	1	0.4
Llano	87543	0	0.0	1	0.4	2	0.8
Tres Piedras	87577	0	0.0	1	0.4	2	0.8
Total		209	87.4	215	88.3	217	87.0

Interested Artists Currently Residing in Other New Mexico Counties

County	Zip Code(s)	Live/Work		Studio Rental		Occasional Space	
		#	%	#	%	#	%
Rio Arriba	87527/87531/87582	3	1.3	4	1.6	4	1.6
Catron	87829	1	0.4	0	0.0	0	0.0
Colfax	87710	1	0.4	1	0.4	1	0.4
San Miguel	87745	1	0.4	1	0.4	1	0.4
Santa Fe	87505	1	0.4	1	0.4	0	0.0
Total		7	2.9	7	2.8	6	2.4

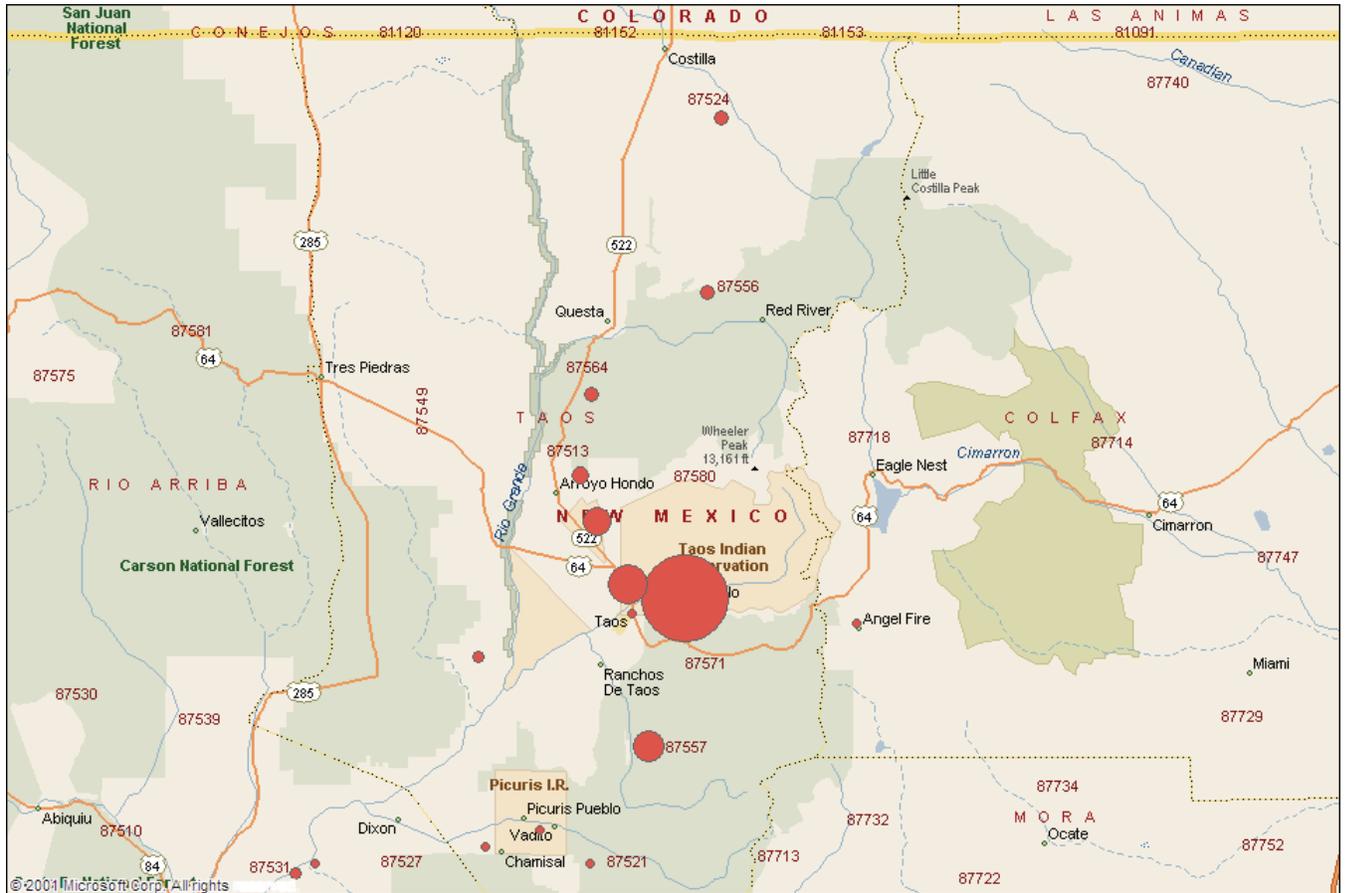
Interested Artists Currently Residing in Other States

City	State	Live/Work		Studio Rental		Occasional Space	
		#	%	#	%	#	%
Various*	Colorado	6	2.5	4	1.6	5	2.0
Various*	Texas	5	2.1	4	1.6	7	2.8
Various*	Illinois	2	0.8	3	1.2	5	2.0
Newburyport/Waltham	Massachusetts	2	0.8	2	0.8	2	0.8
Ajo	Arizona	1	0.4	1	0.4	0	0.0
Oakland/Oceanside	California	1	0.4	2	0.8	1	0.4
Andover	Connecticut	1	0.4	1	0.4	1	0.4
Haiku	Hawaii	1	0.4	1	0.4	1	0.4
Salina	Kansas	1	0.4	0	0.0	1	0.4
Missoula	Montana	1	0.4	1	0.4	1	0.4
Columbus	Ohio	1	0.4	1	0.4	1	0.4
Perkins	Oklahoma	1	0.4	1	0.4	1	0.4
Total		23	9.4	21	8.4	26	10.4

*Consists of 5 or more cities, each with two or fewer interested artists

Artists Interested in Relocation: Distribution of Current Residence by Zip Code

Size of circle indicates relative frequency of responses by zip code



Appendix C: Survey Data – Additional Responses of Interested Artists

This appendix contains responses of artists interested in relocating to new live/work space, renting studio or work space and/or renting occasional space. These responses were not included in the main report because either the response rate was low, or the response was entered as free text. These additional responses are provided in the following tables.

Artists Interested in Relocation (239):

Survey Question: You indicated that you no longer live in Taos. What was your reason for leaving?

Other Reasons for Leaving Taos

	Responses	
	#	%
Family moved	1	0.4
Health took me back to home town.	1	0.4
I live in CT but have a casita in El Prado	1	0.4
I'm still kind of in Taos, El Prado is just outside Taos.	1	0.4
Live in local area outside town limits	1	0.4
Lost my little house in family dispute	1	0.4
Offered rental	1	0.4
Returned to my ranch in San Miguel County	1	0.4
Stay with friends during summer	1	0.4
Temporary arts community	1	0.4

Survey Question: In what areas of the arts are you most involved?

Other Arts Activities in which Interested Artists are Involved

	Responses	
	#	%
Ceramics*	10	4.2
Folk and traditional art*	10	4.2
Glass*	10	4.2
Performance art*	8	3.3
Architecture*	6	2.5
Video/Film*	6	2.5
Arts advocacy*	5	2.1
Culinary arts*	5	2.1
Dance/Choreography*	5	2.1
Arts administration*	4	1.7
Foundry arts/Casting*	3	1.3
Storytelling*	3	1.3
Archiving/Curation*	2	0.8
Giclee' printing	2	0.8
Black and white pinhole photography	1	0.4
Broadcasting radio	1	0.4
Deerskin leather purses	1	0.4
Digital Design	1	0.4
Ecoart	1	0.4
Florist	1	0.4
Folk Art/Traditional & Contemporary Santos/Sculpture/Writing & Poetry	1	0.4
Gardening	1	0.4
Gong odyssey stage performance	1	0.4
Gourd art	1	0.4
I sing a shamanic language that accompanies my paintings	1	0.4
Letterpress & silkscreen printing	1	0.4
Movement	1	0.4
Oil painting, Pueblo pottery	1	0.4
Sales	1	0.4
Site Specific Installation Art	1	0.4
Teaching Jewelry to Children/adults	1	0.4

**Art activity was provided as an option in the survey*

Survey Question: Of the following, please choose the three that are most important for your studio space

Additional Features Identified by the Interested Artists as Important for Studio Space

	Responses	
	#	%
Adjustable ventilation over work areas	2	0.8
Heat	2	0.8
Quiet	2	0.8
Ability to limit natural light	1	0.4
Ability to operate gas forge, welding, spray booth	1	0.4
Can get paint on the floor!	1	0.4
Concrete or mud floor - not finished wood.	1	0.4
Direct access to outdoors	1	0.4
Good Location	1	0.4
Grey water systems, or wood fire place	1	0.4
Lots of electrical outlets	1	0.4
More light	1	0.4
Multi-functional performance space	1	0.4
Natural gas	1	0.4
North facing windows	1	0.4
North light	1	0.4
Outdoor area for working on stone	1	0.4
Outdoor space occasional access	1	0.4
Outside courtyard	1	0.4
Quiet space	1	0.4
Running water	1	0.4
Sculpture building space	1	0.4
Special and Natural Lighting with Special Ventilation	1	0.4
Tall north-facing windows	1	0.4
Wall space	1	0.4
Water source	1	0.4
Windows that open	1	0.4
Working alone in quiet	1	0.4

Survey Question: Which of the following best describes you?

Other Descriptions

	Responses	
	#	%
European	1	0.4
Italian American	1	0.4
Native French	1	0.4
Spanish, Native American, Irish, English	1	0.4
White/Native American	1	0.4
White/Native American/Hispanic	1	0.4
Not Answered	2	0.8

Artists Interested in Studio/Work Space Rental (243):

Survey Question: In what areas of the arts are you most involved?

Other Arts Activities in which Interested Artists are Involved

	Responses	
	#	%
Ceramics*	12	4.9
Computer/Multimedia/New media*	12	4.9
Performance art*	12	4.9
Graphic arts*	11	4.5
Folk and traditional art*	9	3.7
Arts advocacy*	8	3.3
Video/Film*	8	3.3
Glass*	7	2.9
Architecture*	6	2.5
Arts administration*	6	2.5
Dance/Choreography*	6	2.5
Culinary arts*	5	2.1
Storytelling*	4	1.6
Archiving/Curation*	3	1.2
Foundry arts/Casting*	3	1.2
Giclee' printing	2	0.8
Art developer	1	0.4
Black and white pinhole photography	1	0.4
Deerskin leather purses	1	0.4
Digital Art	1	0.4
Ecoart	1	0.4
Folk Art/Traditional & Contemporary Santos/Sculpture/Writing & Poetry	1	0.4
Gong odyssey stage performance	1	0.4
Gourd art	1	0.4
Letterpress & silkscreen printing	1	0.4
Movement	1	0.4
Playwriting	1	0.4
Sales	1	0.4
Site Specific Installation Art	1	0.4
Teaching Jewelry to Children/adults	1	0.4
We make multi functional clothing	1	0.4
Weaving	1	0.4

**Art activity was provided as an option in the survey*

Survey Question: Of the following, please choose the three that are most important for your studio/work space

Additional Features Identified by the Interested Artists as Important for Studio Space

	Responses	
	#	%
Adjustable ventilation over work areas	2	0.8
Heat	2	0.8
Quiet	2	0.8
Ability to block all light	1	0.4
Ability to operate gas forge, welding, spray booth	1	0.4
Can get paint on the floor!	1	0.4
Controlling studio lighting	1	0.4
Direct access to outdoors	1	0.4
Good lighting	1	0.4
Good Location	1	0.4
Grey water systems, or wood fire place	1	0.4
Lots of electrical outlets	1	0.4
More light	1	0.4
Multi-functional performance space	1	0.4
North light	1	0.4
Outdoor area for working on stone	1	0.4
Outdoor space occasional access	1	0.4
Private toilet	1	0.4
Sculpture building space	1	0.4
Space to hold workshop for writing	1	0.4
Special and Natural Lighting with Special Ventilation	1	0.4
Tall north-facing windows	1	0.4
Theatre lighting	1	0.4
Utility sink with running hot/cold water	1	0.4
Wall space	1	0.4
Windows that open	1	0.4

**Feature was provided as an option in the survey*

Artists Interested in Occasional Space (249):

Survey Question: In what areas of the arts are you most involved?

Other Arts Activities in which Interested Artists are Involved

	Responses	
	#	%
Graphic arts*	12	4.8
Arts advocacy*	11	4.4
Ceramics*	11	4.4
Folk and traditional art*	11	4.4
Glass*	10	4.0
Video/Film*	10	4.0
Architecture*	8	3.2
Culinary arts*	6	2.4
Dance/Choreography*	6	2.4
Storytelling*	5	2.0
Arts administration*	4	1.6
Archiving/Curation*	3	1.2
Foundry arts/Casting*	2	0.8
Artists organization for exhibitions	1	0.4
Black and white pinhole photography	1	0.4
Broadcasting radio	1	0.4
Deerskin leather purses	1	0.4
Digital Art	1	0.4
Ecoart	1	0.4
Framing	1	0.4
Giclee' printing	1	0.4
Gong odyssey stage performance	1	0.4
Gourd art	1	0.4
Letterpress & silkscreen printing	1	0.4
Lutherie	1	0.4
Movement	1	0.4
Music promoter	1	0.4
Place-based, Environmental Arts	1	0.4
Playwriting	1	0.4
Site Specific Installation Art	1	0.4
Teaching Jewelry to Children/adults	1	0.4
We make multi functional clothing	1	0.4
Weaving	1	0.4

**Art activity was provided as an option in the survey*

Appendix D: Survey Data – All Respondents

This appendix provides a summary of responses for all survey respondents (the entire survey sample). The information is presented in the order of the survey and includes the survey questions followed by the total number of responses for each answer. All respondents completed portions of the survey, which are included in this appendix. However, some survey questions were only presented to “interested” artists; the data for those questions have been summarized in the main report and are not included here.

Please tell us about your art and your current working situation.

In what areas of the arts are you most involved? (Select up to three that most apply)

	Frequency	Percent
Architecture	12	3.1
Archiving/Curation	4	1.0
Art gallery	45	11.6
Arts administration	8	2.1
Arts advocacy	14	3.6
Arts education/Instruction	44	11.3
Ceramics	20	5.2
Computer/Multimedia/New media	20	5.2
Crafts/Fine crafts	48	12.4
Culinary arts	9	2.3
Dance/Choreography	8	2.1
Design	22	5.7
Fiber arts	43	11.1
Folk and traditional art	14	3.6
Foundry arts/Casting	3	0.8
Glass	13	3.4
Graphic arts	20	5.2
Healing arts	33	8.5
Jewelry making	36	9.3
Mixed media	52	13.4
Music (Vocal/Instrumental/Composition)	37	9.5
Painting/Drawing	159	41.0
Performance art	14	3.6
Photography	54	13.9

	Frequency	Percent
Printmaking	26	6.7
Sculpture	38	9.8
Storytelling	6	1.5
Theater arts/ Acting	19	4.9
Video/Film	15	3.9
Woodworking/Metalworking	26	6.7
Writing/Literary arts	71	18.3
Other, please specify*	30	7.7

**Detailed free-text responses for those who selected “Other” are shown in the following table.*

Other, free-text responses to the question “In what areas of the arts are you most involved? (Select up to three that most apply)”

	Frequency	Percent
Art developer	1	0.3
Artists organization for exhibitions	1	0.3
Black and white pinhole photography	1	0.3
Broadcasting radio	1	0.3
Deerskin leather purses	1	0.3
Digital Art	1	0.3
Digital Design	1	0.3
Ecoart	1	0.3
Florist	1	0.3
Folk Art/Traditional & Contemporary	1	0.3
Santos/Sculpture/Writing & Poetry	1	0.3
Framing	1	0.3
Gardening	1	0.3
Giclee' printing	2	0.5
Gong odyssey stage performance	1	0.3
Gourd art	1	0.3
I sing a shamanic language that accompanies my paintings	1	0.3
Letterpress & silkscreen printing	1	0.3
Lutherie	1	0.3
Movement	1	0.3
Music promoter	1	0.3
Oil painting	1	0.3

	Frequency	Percent
Oil painting, Pueblo pottery	1	0.3
Place-based, Environmental Arts	1	0.3
Playwriting	1	0.3
Sales	1	0.3
Site Specific Installation Art	1	0.3
Teaching Jewelry to Children/adults	1	0.3
We make multi functional clothing	1	0.3
Weaving	1	0.3

Do you currently have work space you use only for your art/creative work (i.e., space for creation, rehearsal, etc.)?

	Frequency	Percent
Yes	213	54.9
No	175	45.1
Total	388	100.0

Which best describes your current work situation?

	Frequency	Percent
I rent or own studio space outside my home.	71	18.3
I have space within my home I use for my art/creative work.	212	54.6
I don't have the space I need for my art/creative work.	93	24.0
My work space is provided free of charge (e.g., member of dance troupe, university student, etc.).	4	1.0
My work does not require designated space.	8	2.1
Total	388	100.0

Please tell us about your current living situation

Do you currently own or rent your living space?

	Frequency	Percent
Rent	157	40.5
Own	211	54.4
Do not rent or own	20	5.2
Total	388	*100.1

**Does not equal 100.0% due to rounding*

What do you currently pay monthly, on average, for your housing, NOT including utilities (e.g. your monthly rent or mortgage payment)?

	Frequency	Percent
\$0	61	15.7
\$1 - \$400	31	8.0
\$401 - \$600	63	16.2
\$601 - \$800	69	17.8
\$801 - \$1,000	63	16.2
\$1,001 - \$1,200	35	9.0
\$1,201 - \$1,500	27	7.0
\$1,501 - \$2,000	26	6.7
Over \$2,000	13	3.4
Total	388	100.0

Have you ever lived in Taos, NM?

	Frequency	Percent
Currently live in Taos	311	80.2
Yes, but not currently	36	9.3
No	41	10.6
Total	388	*100.1

**Does not equal 100.0% due to rounding*

Please tell us about your interest in our proposed project.

Would you relocate to an artists' live/work community in Taos, NM, specifically designed for artists and their families?

	Frequency	Percent
Yes	239	61.6
No	149	38.4
Total	388	100.0

Would you rent studio or work space in a new arts facility in Taos?

	Frequency	Percent
Yes	243	62.6
No	145	37.4
Total	388	100.0

Would you rent creative space on an occasional basis in Taos?

	Frequency	Percent
Yes	249	64.2
No	139	35.8
Total	388	100.0

Please tell us about yourself.

How old were you on your last birthday?

	Frequency	Percent
20 years and younger	3	0.8
21 – 30 years	16	4.1
31 – 40 years	46	11.9
41 – 50 years	67	17.3
51 – 60 years	136	35.1
61 – 70 years	102	26.3
Over 70 years	18	4.6
Total	388	*100.1

**Does not equal 100.0% due to rounding*

What is your gender?

	Frequency	Percent
Male	135	34.8
Female	253	65.2
Total	388	100.0

Including yourself, how many people share your current living space?

Total adults (18+ yrs.):

	Frequency	Percent
One - I am the only adult	137	35.3
Two	213	54.9
Three or more	38	9.8
Total	388	100.0

Total children (under 18)

	Frequency	Percent
None	320	82.5
One	44	11.3
Two	16	4.1
Three	8	2.1
Four or more	0	0.0
Total	388	100.0

What is the highest level of education you have completed?

	Frequency	Percent
Some high school course work	2	0.5
High School/GED	14	3.6
Some college course work or 2-year degree	111	28.6
Bachelor's degree	102	26.3
Some post-graduate work	54	13.9
Post-graduate degree	105	27.1
Total	388	100.0

Which range is closest to your gross annual household income (including income from other family/household members)? (PRIVACY NOTICE: Your answer is anonymous and confidential)

	Frequency	Percent
Under \$10,000	28	7.2
\$10,000 - \$15,000	49	12.6
\$15,001 - \$20,000	37	9.5
\$20,001 - \$25,000	34	8.8
\$25,001 - \$30,000	31	8.0
\$30,001 - \$35,000	27	7.0
\$35,001 - \$40,000	24	6.2
\$40,001 - \$45,000	17	4.4
\$45,001 - \$50,000	18	4.6
\$50,001 - \$55,000	12	3.1
\$55,001 - \$60,000	19	4.9
\$60,001 - \$65,000	9	2.3
\$65,001 - \$75,000	18	4.6
\$75,001 - \$85,000	18	4.6
\$85,001 - \$100,000	16	4.1
\$100,001 - \$125,000	8	2.1
\$125,001 - \$150,000	1	0.3
\$150,001 - \$200,000	4	1.0
More than \$200,000	5	1.3
Prefer Not to Answer	13	3.4
Total	388	100.0

What percentage of your income comes from your art? (not the household's income)

	Frequency	Percent
Less than 10%	173	44.6
10% - 25%	90	23.2
26% - 50%	49	12.6
51% - 75%	20	5.2
76% - 100%	56	14.4
Total	388	100.0

Which of the following best describes you? (We ask this question to assess how well we are reaching all sectors of the arts community)

	Frequency	Percent
Native American/American Indian	8	2.1
Black/African American	1	0.3
Hispanic American/Latino/Chicano	22	5.7
Asian American/Pacific Islander	0	0.0
White/European American	331	85.3
Multiracial/Multiethnic	14	3.6
Other, please specify**	12	3.1
Total	388	*100.1

**Does not equal 100.0% due to rounding*

***Detailed free-text responses for those who selected this option are shown below.*

Which of the following best describes you?

Other, please specify:

	Frequency	Percent
American Indian/White	1	0.3
European	1	0.3
Italian American	1	0.3
Mixed white and Hispanic	1	0.3
Native/French	1	0.3
Spanish, Native American, Irish, English	1	0.3
White/Native American	1	0.3
White/Native American/Hispanic	1	0.3
Not Answered	4	1.0