Artists Count: The Economic Impact of Minnesota’s Individual Artists provides compelling new evidence that individual artists compose a significant industry in Minnesota—one that generates $205.2 million annually in statewide economic activity. This spending supports 5,937 full-time equivalent jobs, generates $171.8 million in household income to Minnesota’s residents, and delivers $24 million annually in local and state government revenue. This economic impact study shows that when we support individual artists, we not only enhance our quality of life, but also invest in strengthening Minnesota’s economy.

Every region in Minnesota is home to working artists and every region sees economic benefits from those artists’ work. While there are interesting regional differences, there are benefits from artist economic activity everywhere you look. However, one item of concern from our data is that artists are twice as likely as the rest of the population to go without health insurance.

This report presents the findings of a study measuring the economic impact of the spending by Minnesota’s individual artists during 2005. Minnesota is home to 19,676 individual artists. Artistic spending by these artists totaled $250.1 million during 2005. $205.2 million of those expenditures (82 percent) were made to merchants and businesses located within the State of Minnesota, and therefore have an impact on Minnesota’s economy. Average artistic expenditures of the state’s individual artists during 2005 was $13,572 per artist. Median artistic income of full-time artists was $21,841.

Artistic expenses by Minnesota’s individual artists totaled $250.1 million during 2005

Artistic expenses made to Minnesota merchants totaled $205.2 million (82%)

Artistic expenses made to non-Minnesota merchants totaled $44.9 million (18%)
Artistic employment status in Minnesota

- Part-Time (i.e., work outside of their art to support themselves): 60%
- Full-Time (i.e., support themselves entirely through their artwork): 24%
- Other (e.g., retired, art is my hobby): 16%

Income and revenue to Minnesota's individual artists totaled $842.8 million during 2005

- 29% Income from artistic work only: $242.6 million
- 71% Income not related to artistic work: $600.2 million

Source of health insurance for Minnesota's individual artists

- Individual Plan: 28%
- Through an Employer: 36%
- Through Spouse, Partner, or Family: 23%
- No Health Insurance: 14%

Source of retirement plan for Minnesota's individual artists

- Individual Plan: 33%
- Through an Employer: 33%
- Through Spouse, Partner, or Family: 10%
- No Retirement Plan: 35%

Monthly volunteerism of Minnesota's individual artists

- 0 Hours: 19%
- 1-5 Hours: 41%
- 6-10 Hours: 19%
- 11-20 Hours: 11%
- More than 20 Hours: 9%

Minnesota's individual artists averaged $42,352 in income during 2005

- Artistic Income: $12,049
- Other Income: $30,303

Minnesota's individual artists likelihood to vote

- Always: 82%
- Sometimes: 16%
- Never: 2%