

AMPLIFYARTS

**Annual Artist Survey
2018**

What we wanted to learn:

- Current climate for Omaha artists
- What artists need to succeed
- How Amplify Arts can best support artists in Omaha

Amplify Arts Goals:

- To make informed decisions about programming and activities
- Be responsive to artists' needs
- Use data to better advocate for Omaha artists

101 responses in a month!

Thank you to those who took the 2018 Annual Artist Survey!

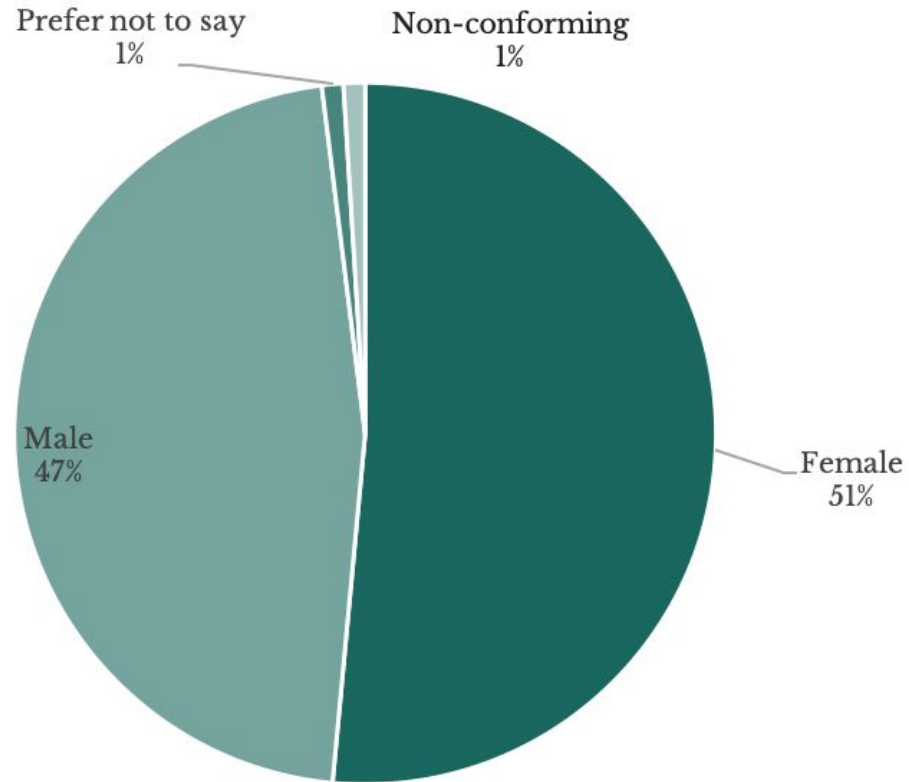
These results are not meant to represent all artists in the Omaha metro, but they do provide a jumping off point for discussion. We received over 100 responses in 4 weeks but we know we have work to do reaching artists of different disciplines, ages, races, identities, etc. That's where we can use your help! When the next survey goes live in 2019, please share with your own networks. More data can only bring more insight.

You may also notice that for some of the questions the numbers add up to more than 100%. That is because respondents were able to choose more than one answer for these questions. *(We are not data professionals... if you have any questions about the survey results, don't hesitate to reach out!)*

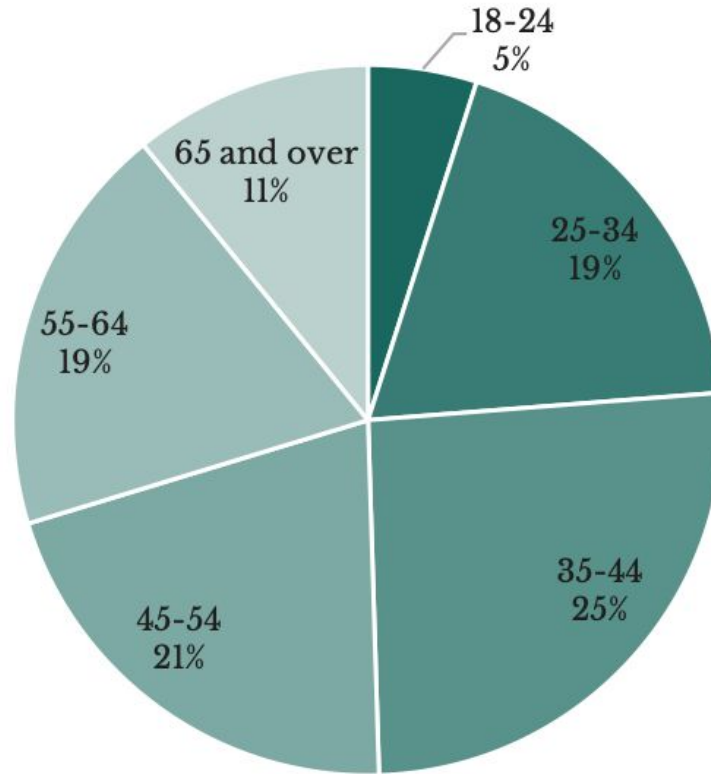
Who took the survey?

- Majority Female
- Pretty even split of ages -- Biggest group was 35-44 years of age
- Majority white (non-Hispanic or Latinx)
- Majority visual artists
- 85% with some form of higher education
 - 80% with formal education in their artistic discipline

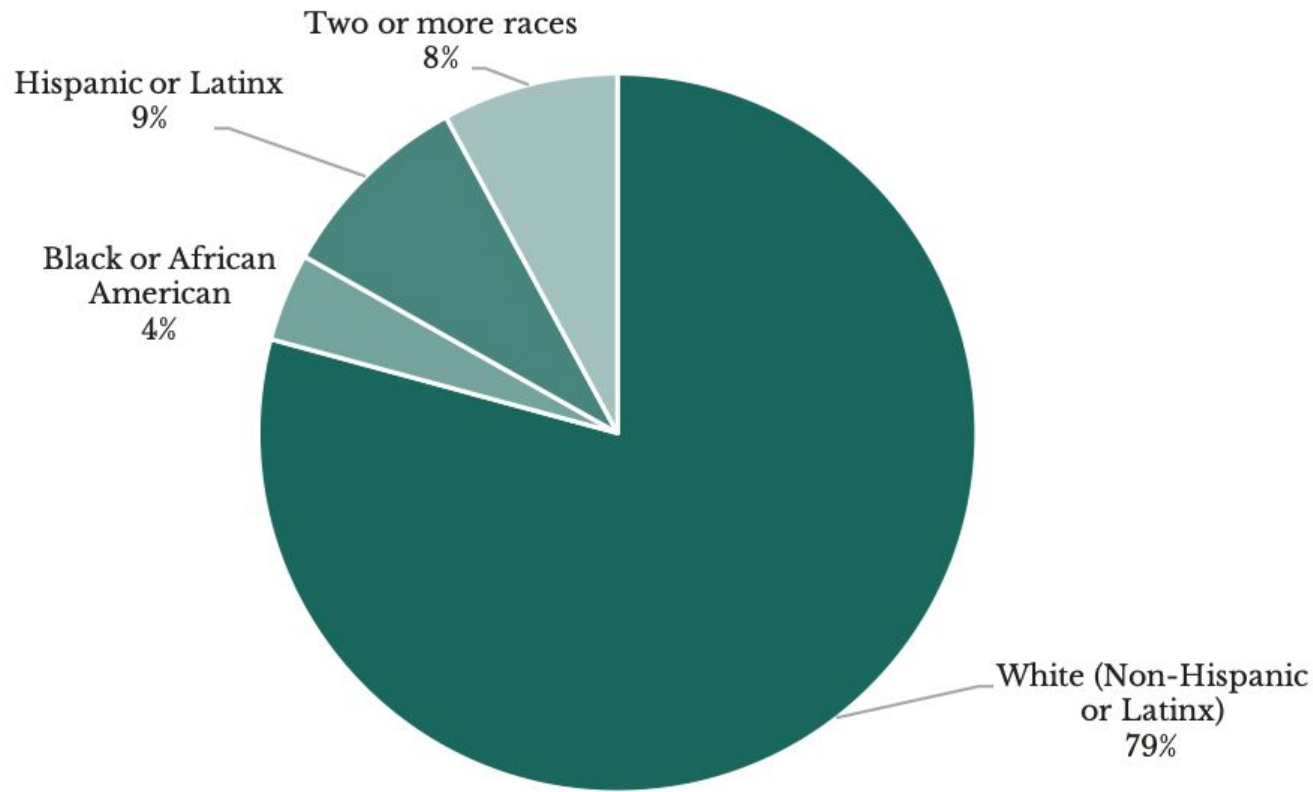
Gender of Survey Respondents (N=101)

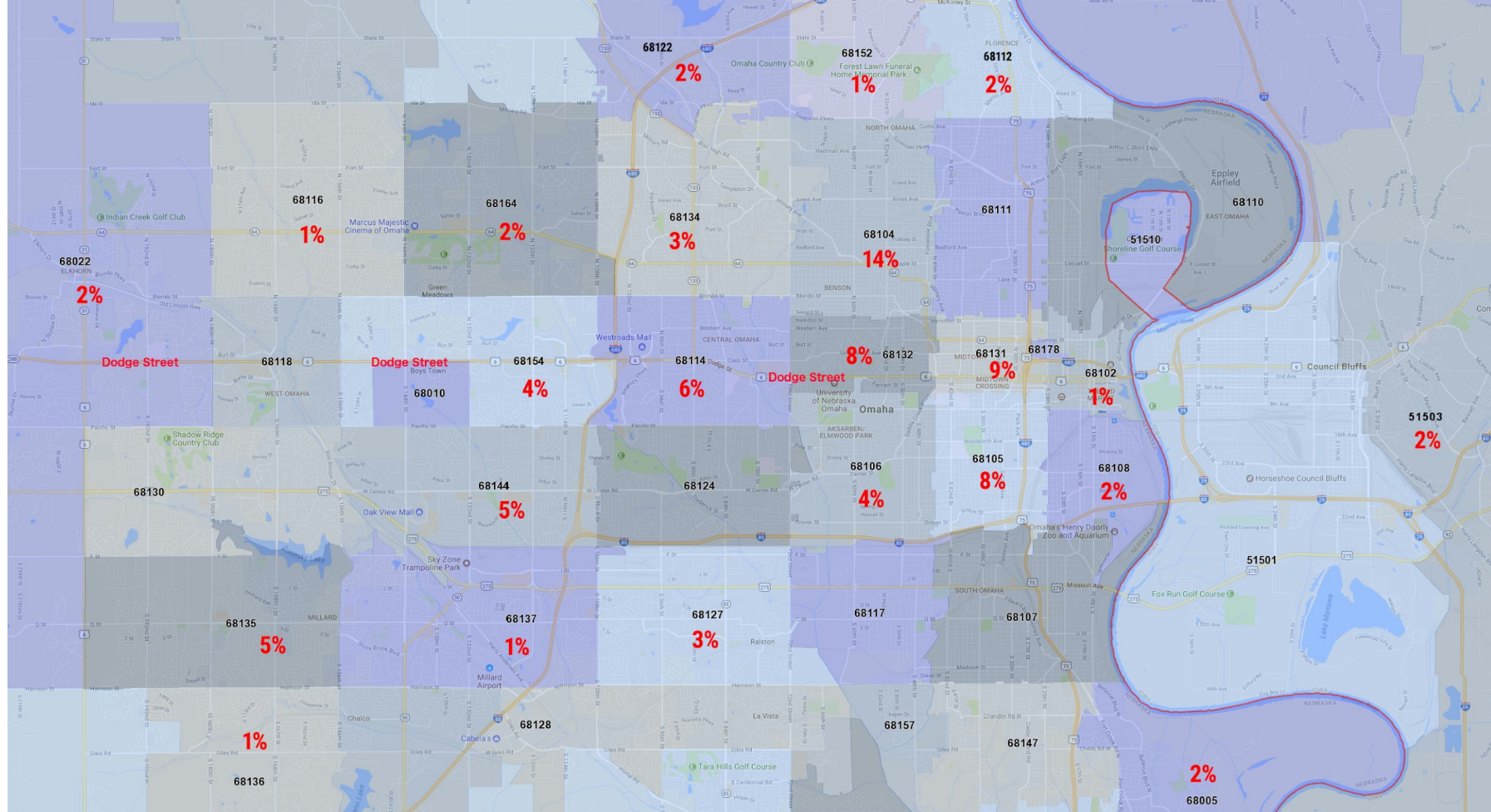


Age of Survey Respondents (N=101)



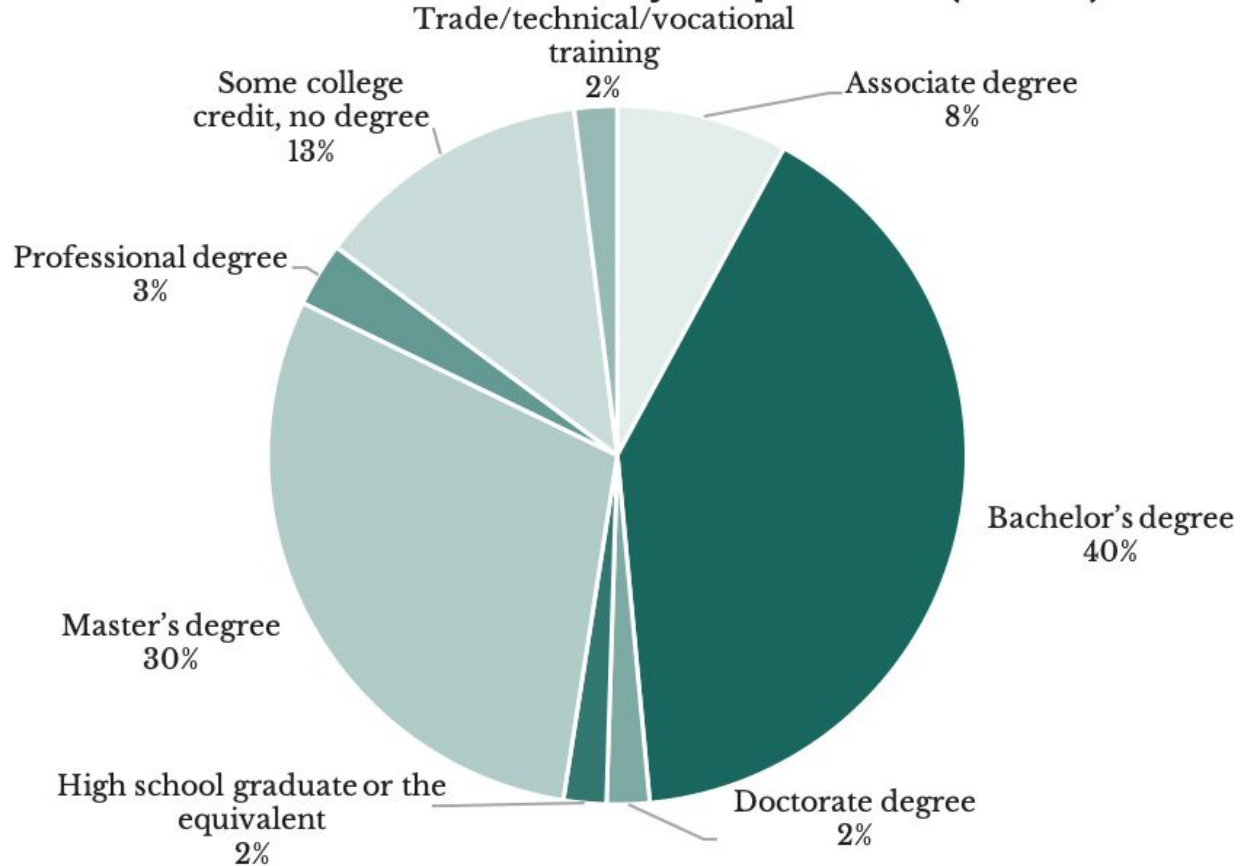
Race/Ethnicity of Survey Respondents (N=101)



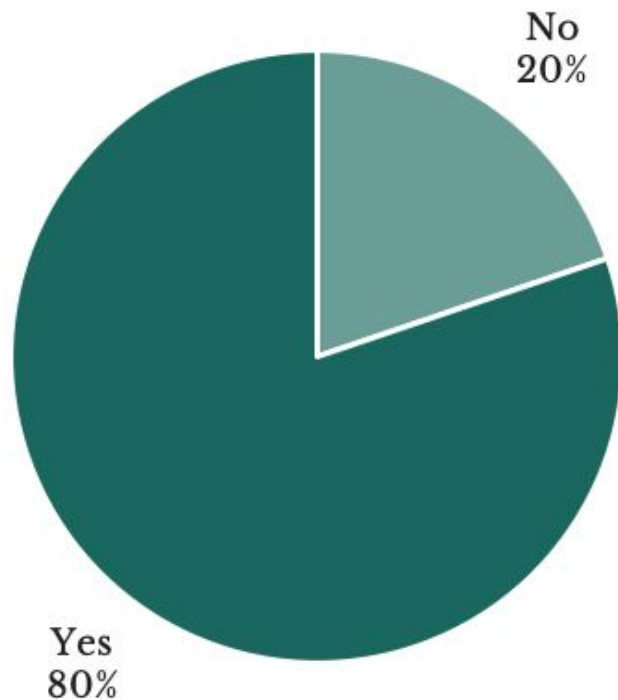


88% from the Omaha metro area & 12% from Lincoln and outlying areas

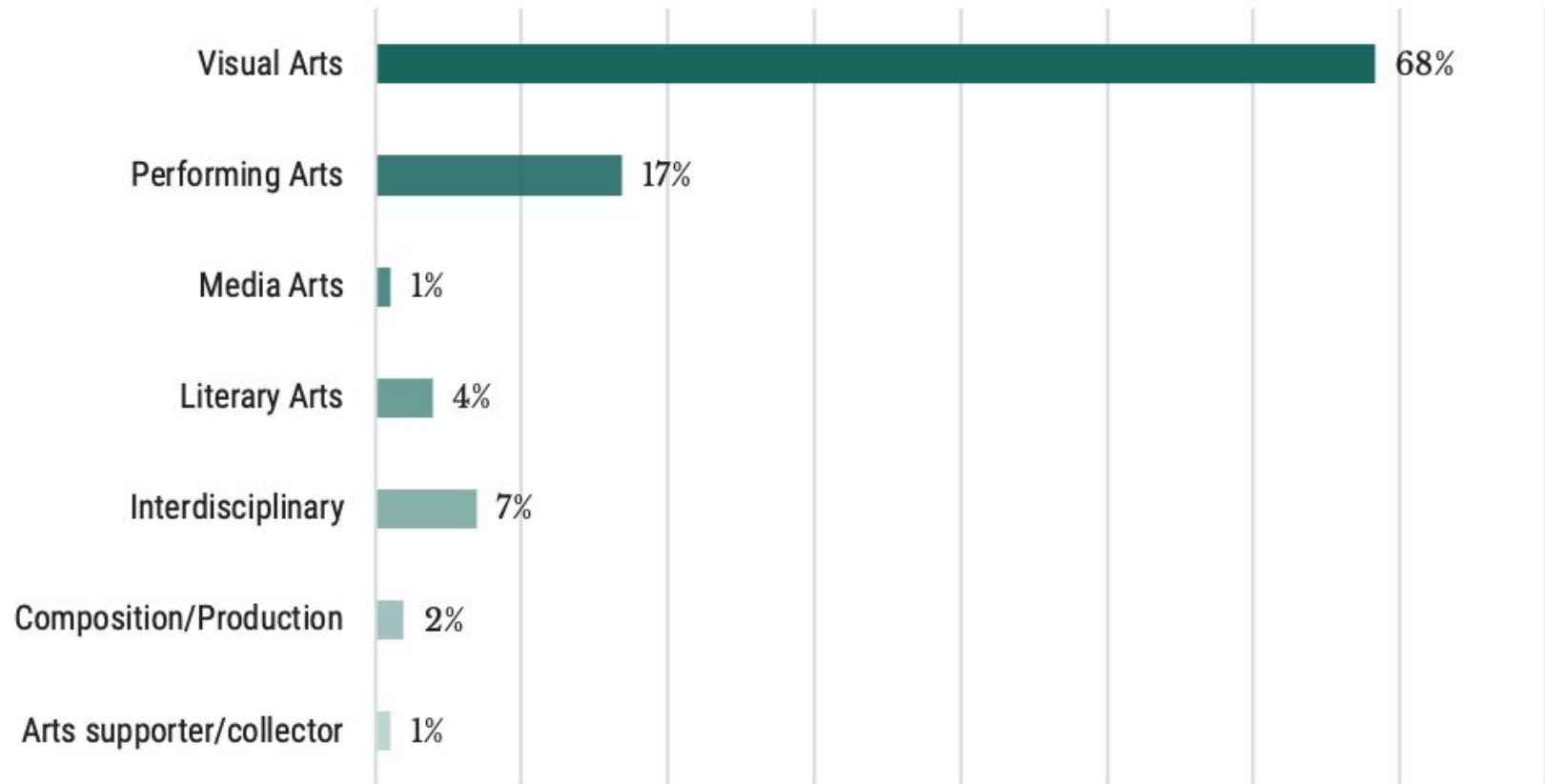
Education Level of Survey Respondents (N=101)



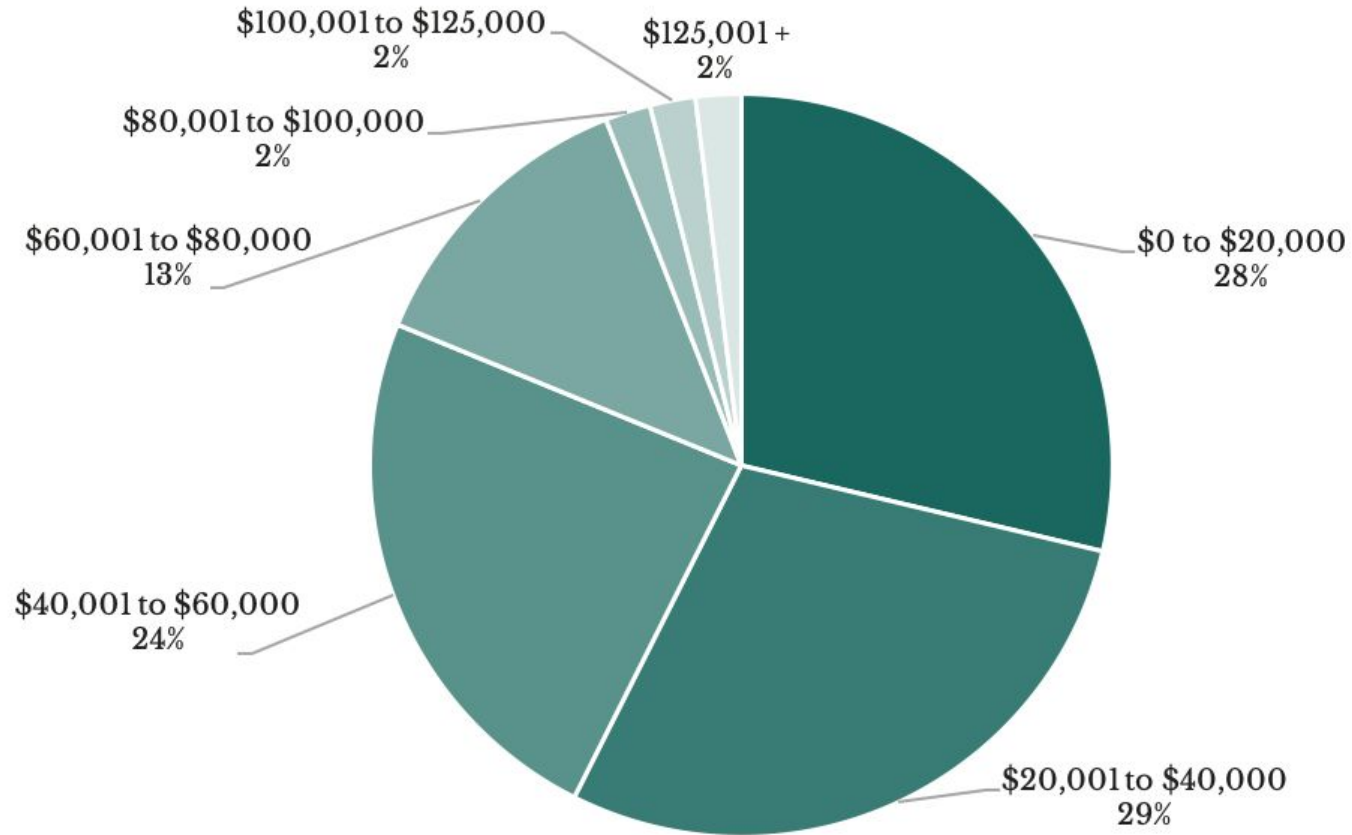
Do you have formal education in your artistic discipline? (N=101)



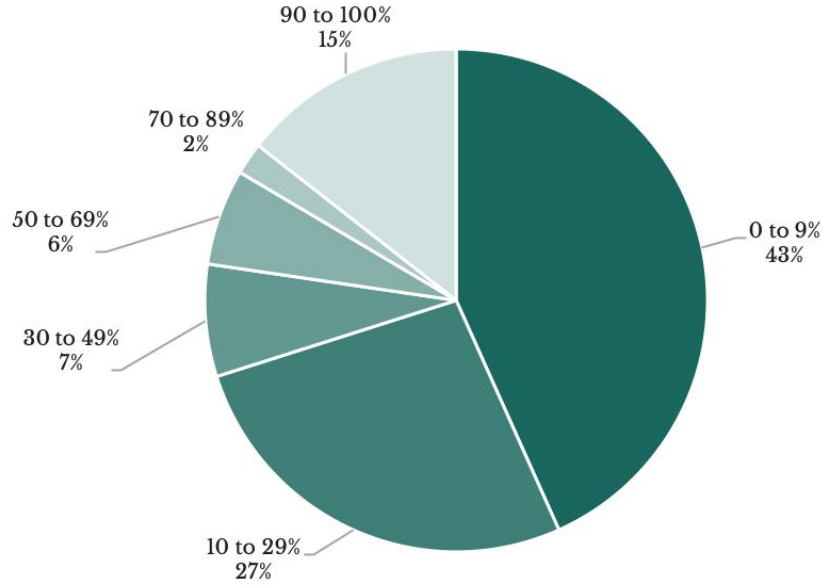
What is your primary artistic discipline? (N=101)



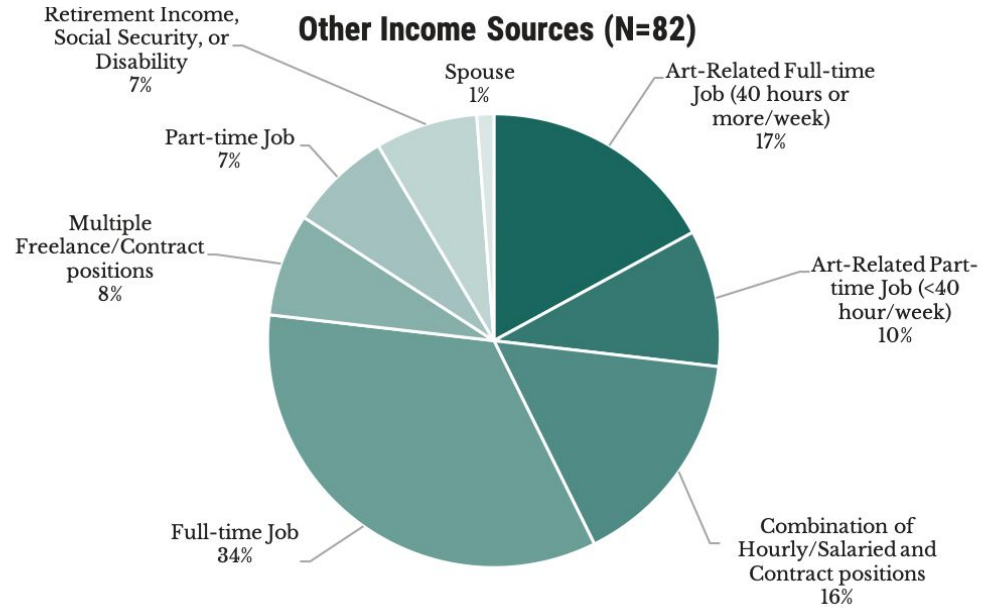
Annual Individual Income of Survey Respondents (N=101)



Portion of Income Derived from Artistic Practice (N=97)



Other Income Sources (N=82)



➡ **Current Climate of the Omaha Arts Community**

- The vast majority of respondents identify as an “Emerging” or “Mid-Career” artist
- Respondents use a variety of platforms to exhibit their work
 - Social Media and other Digital platforms are the most popular
- There are a good number of opportunities available for local artists, BUT
- 71% of respondents don't think there is enough local support (patrons) to sustain their practice :(

How do you define where you are in your art career? (N=98)



*Definitions of each category are on the next page

How do we define Emerging, Mid-Career, and Established?

Emerging: An artist in the early stage of their career who has developed a modest, independent body of work, but hasn't yet established a solid reputation amongst art critics, patrons, and exhibitors.

Mid-Career: An artist who has created an independent body of work over a number of years and who has received regional or national recognition through publication or public presentation their work.

Established: An artist who is at a mature stage in their career and who has created an extensive body of independent work. An established artist has reached an advanced level of achievement by sustaining a nationally or internationally recognized contribution to their discipline.

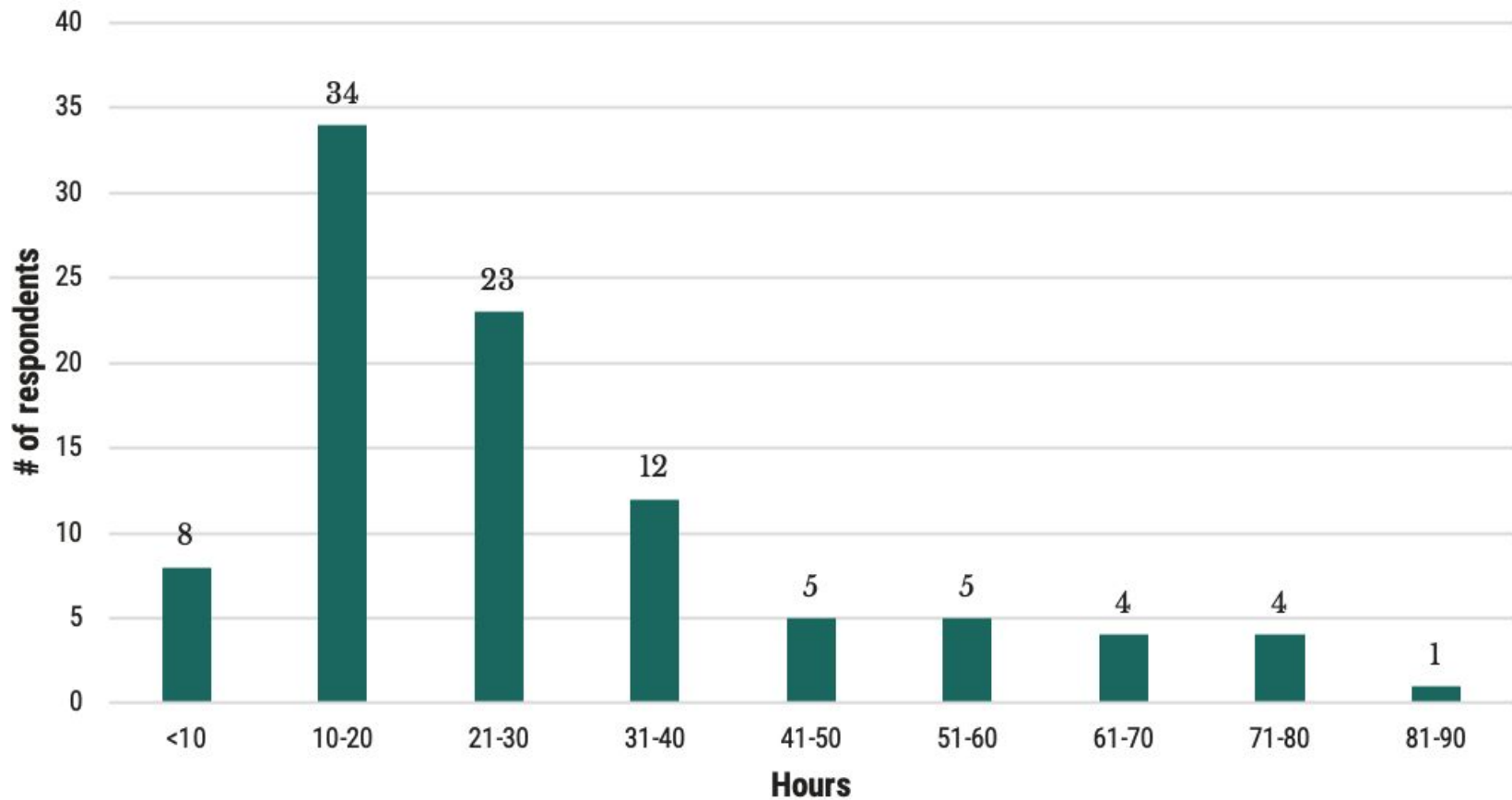
Monthly Expenses (N=81)

Measure	Total
Average	\$2,813
Median	\$2,000
Mode	\$1,000

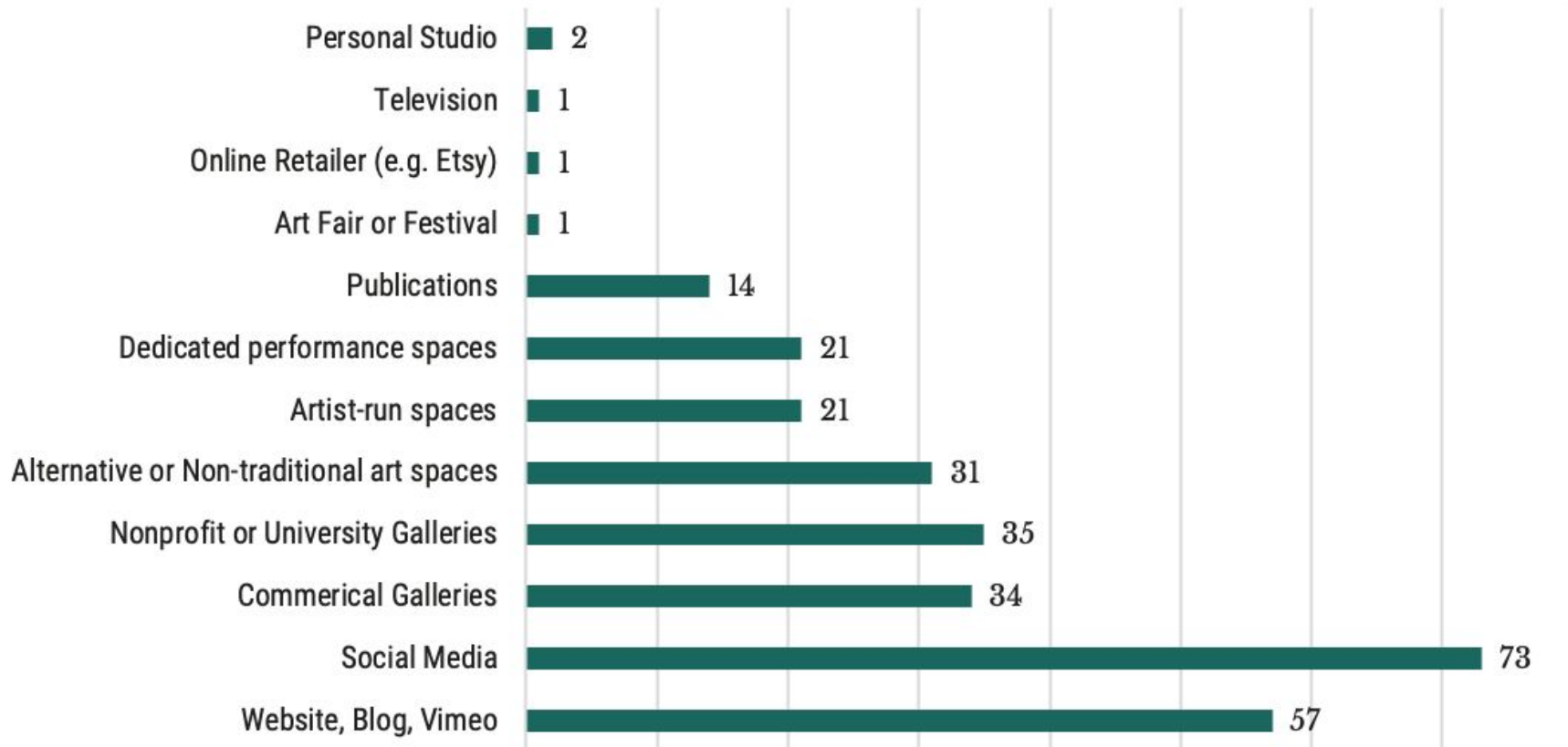
Monthly Art Expenses (N=83)

Measure	Total
Average	\$343
Median	\$200
Mode	\$100

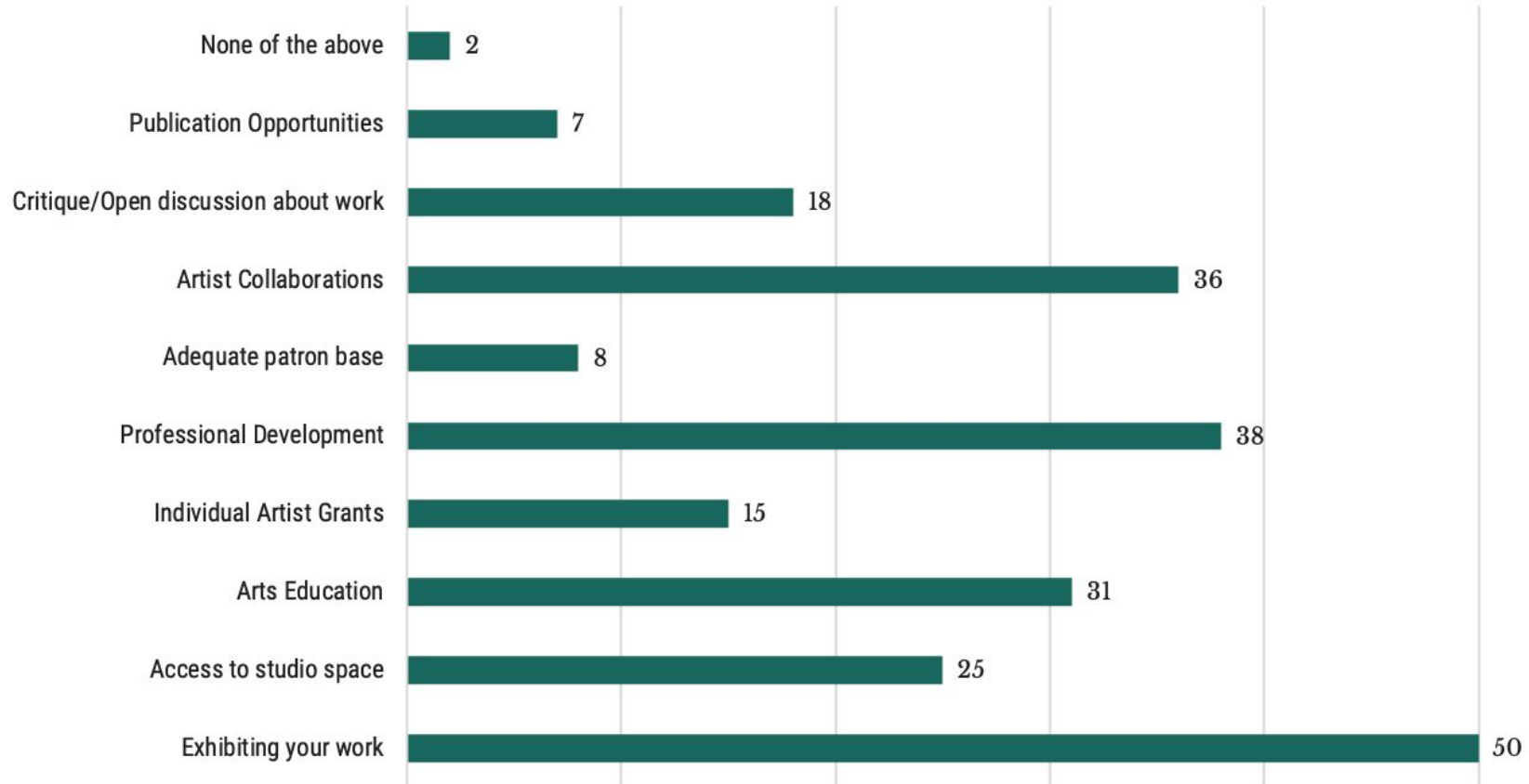
Hours Spent on Artistic Practice per Week (N=97)



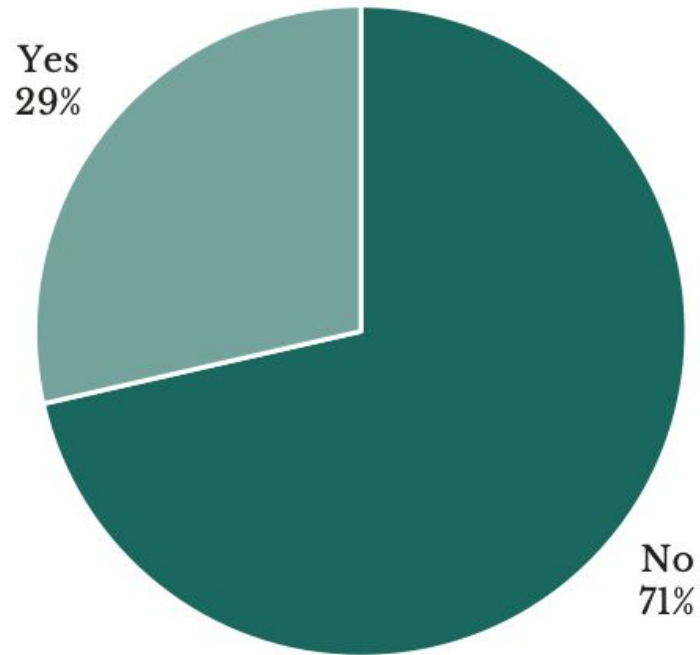
What platforms do you use to exhibit your work? (N=97)



What opportunities do you feel are available to you in the Omaha area? (N=89)



**Is there enough local support in Omaha to sustain your
artistic practice? (N=98)**



Top 3 things artists said they need to build a sustainable practice:

1 Money

2 Patrons/Connections

3 Time and Space (tie)

Other honorable mentions:

- Exhibitions/Exposure
- Professional Development
- Gallery Representation
- Collaborators
- Community Support
- Critical Dialogue

What is Omaha doing well to support local artists?

1. Nonprofit Organizations/Artist-run Spaces
2. Exhibition Opportunities/ # of venues
3. Accessible and Friendly
4. Friday Arts Scenes
5. Community interest in the arts

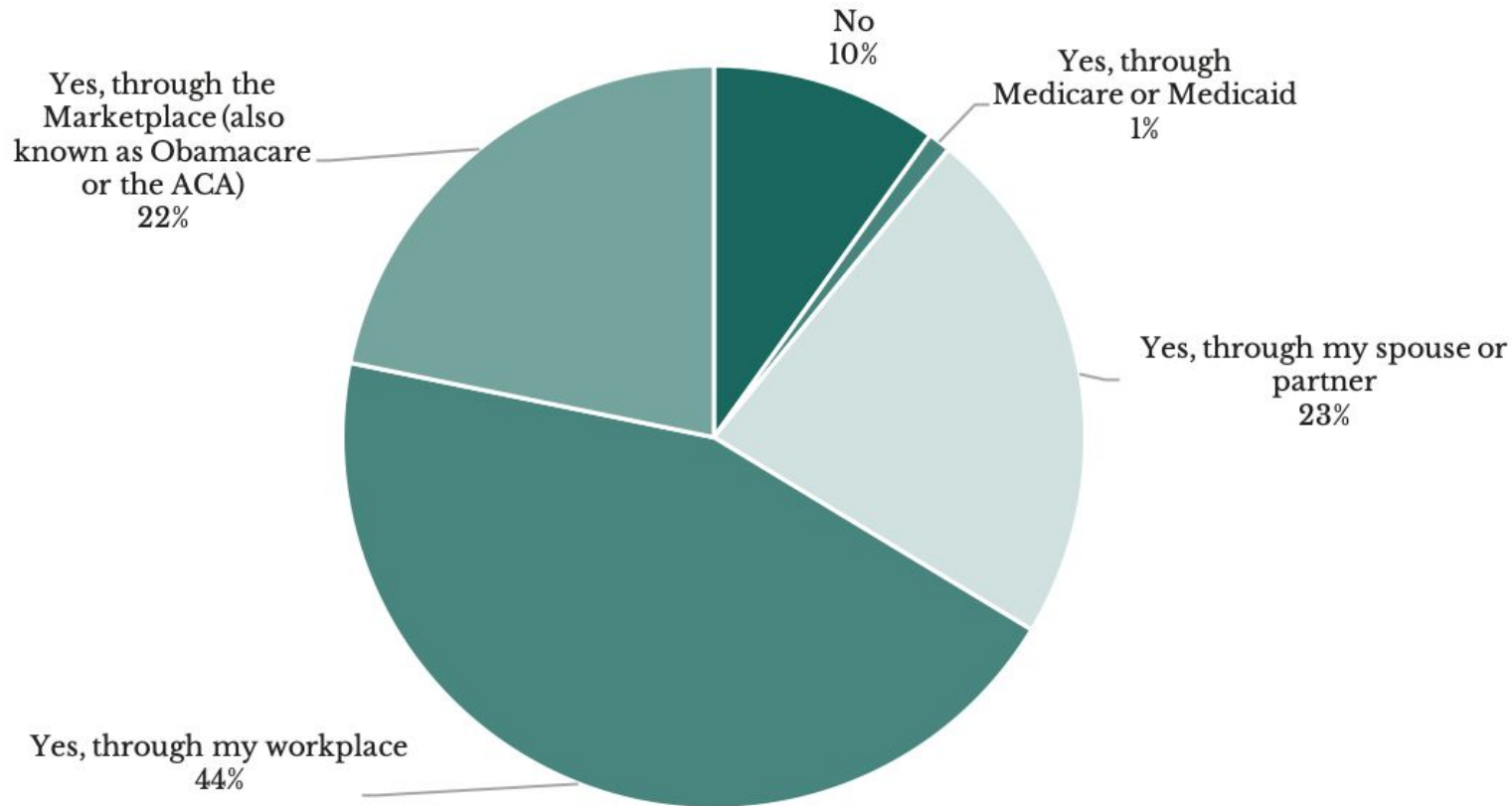
What can Omaha do better to support local artists?

1. Promotion of local art throughout the city
2. Buy more local art (patrons)
3. Pay artists
4. Valuing the arts - City-wide
5. More media coverage and critical writing about local art

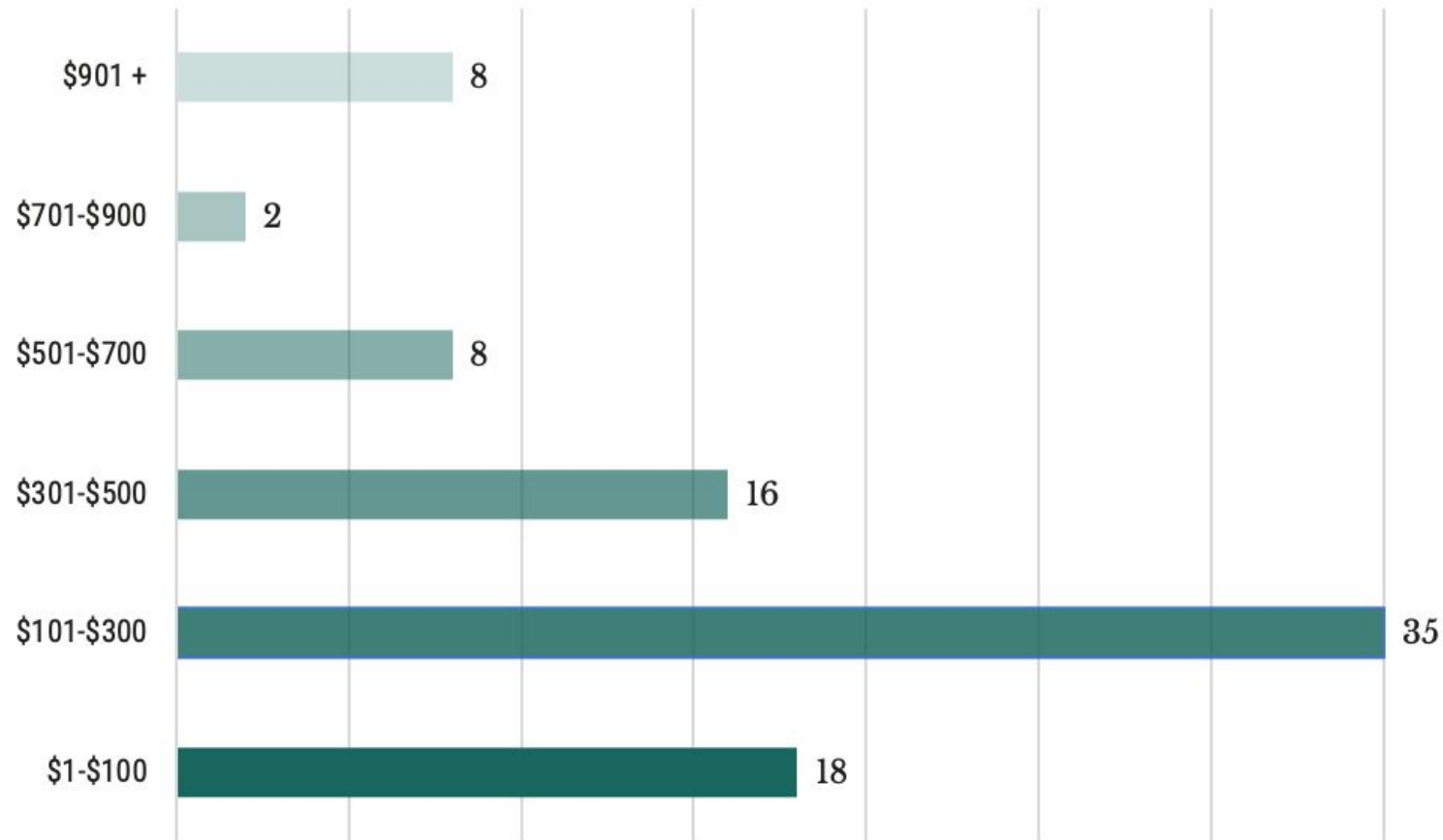
➡ **Special Topics - Health Insurance & Studio Space**

- 90% of respondents have health insurance, but of those that did not the most common reason was “I can’t afford it.”
- 72% of respondents do not have a studio space outside their home
 - But, those that are searching for a studio space say that the search is very difficult

Do you have health insurance? (N=101)

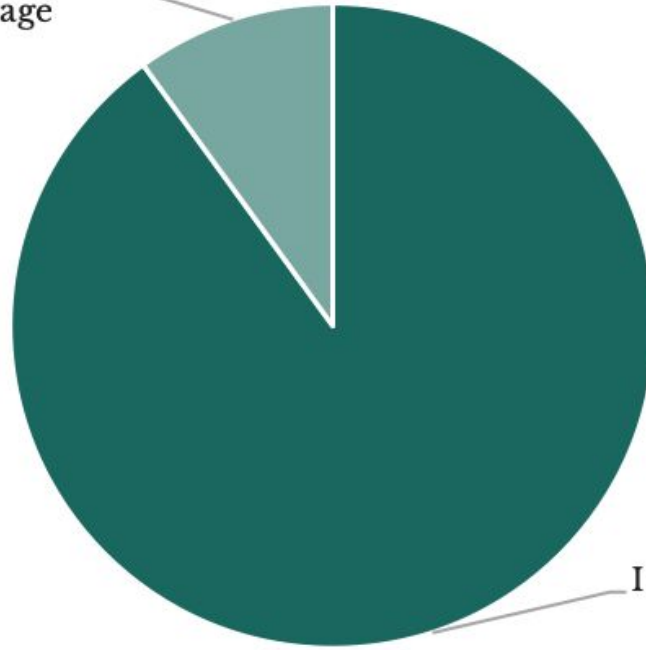


Health Insurance Costs per Month (N=87)



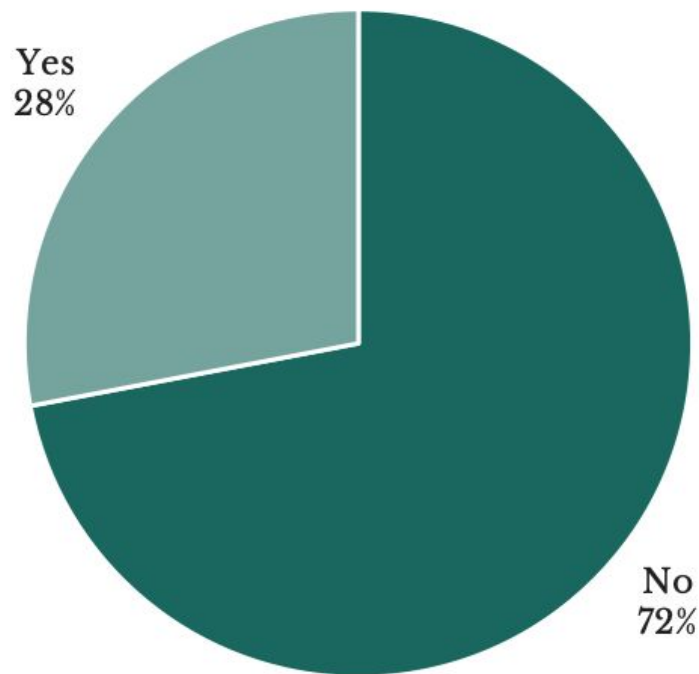
If you don't have health insurance, what is the reason? (N=10)

I don't know how
or where to apply
for coverage
10%

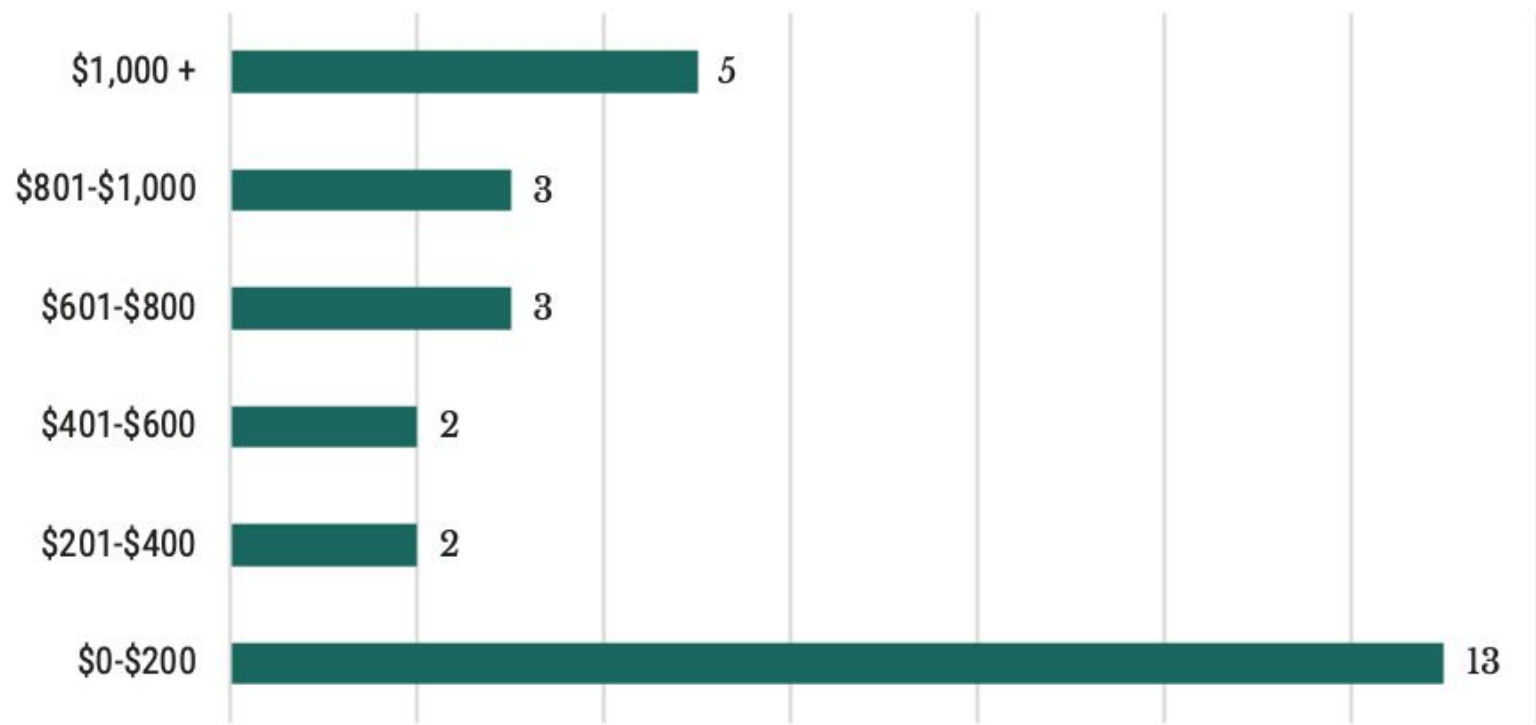


I can't afford it
90%

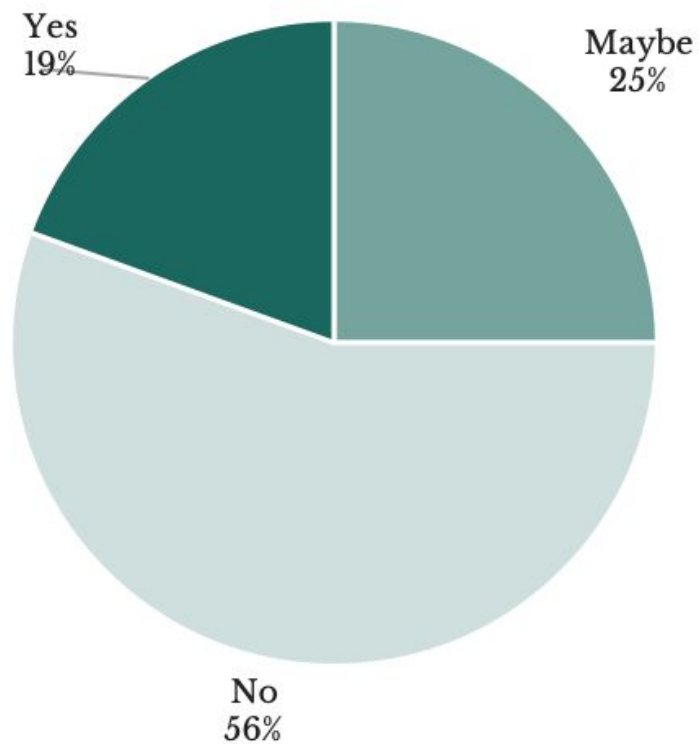
Do you have a separate studio space outside of your home?
(N=100)



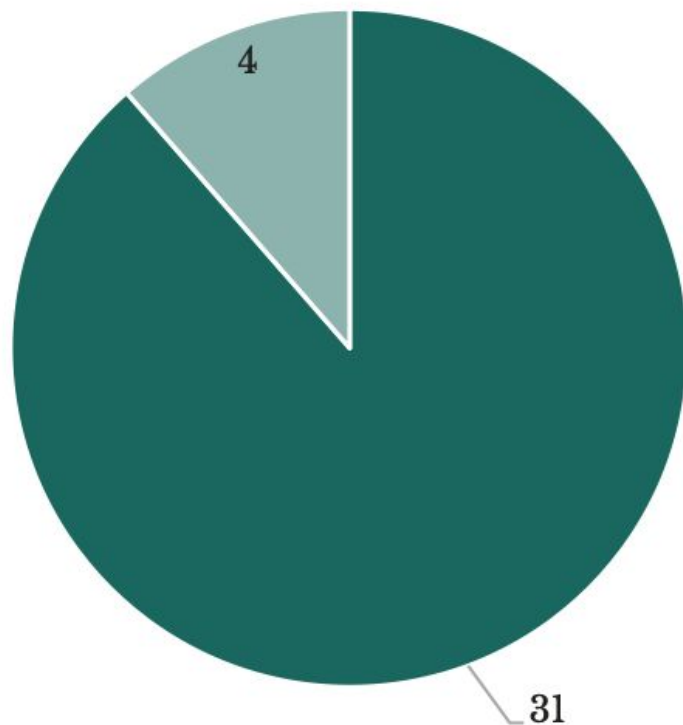
If yes, how much are your studio rental costs per month?
(N=28)



If no, do you feel that you need one to maintain your practice? (N=72)



If you are currently looking for studio space, is the search easy?
(N=35)

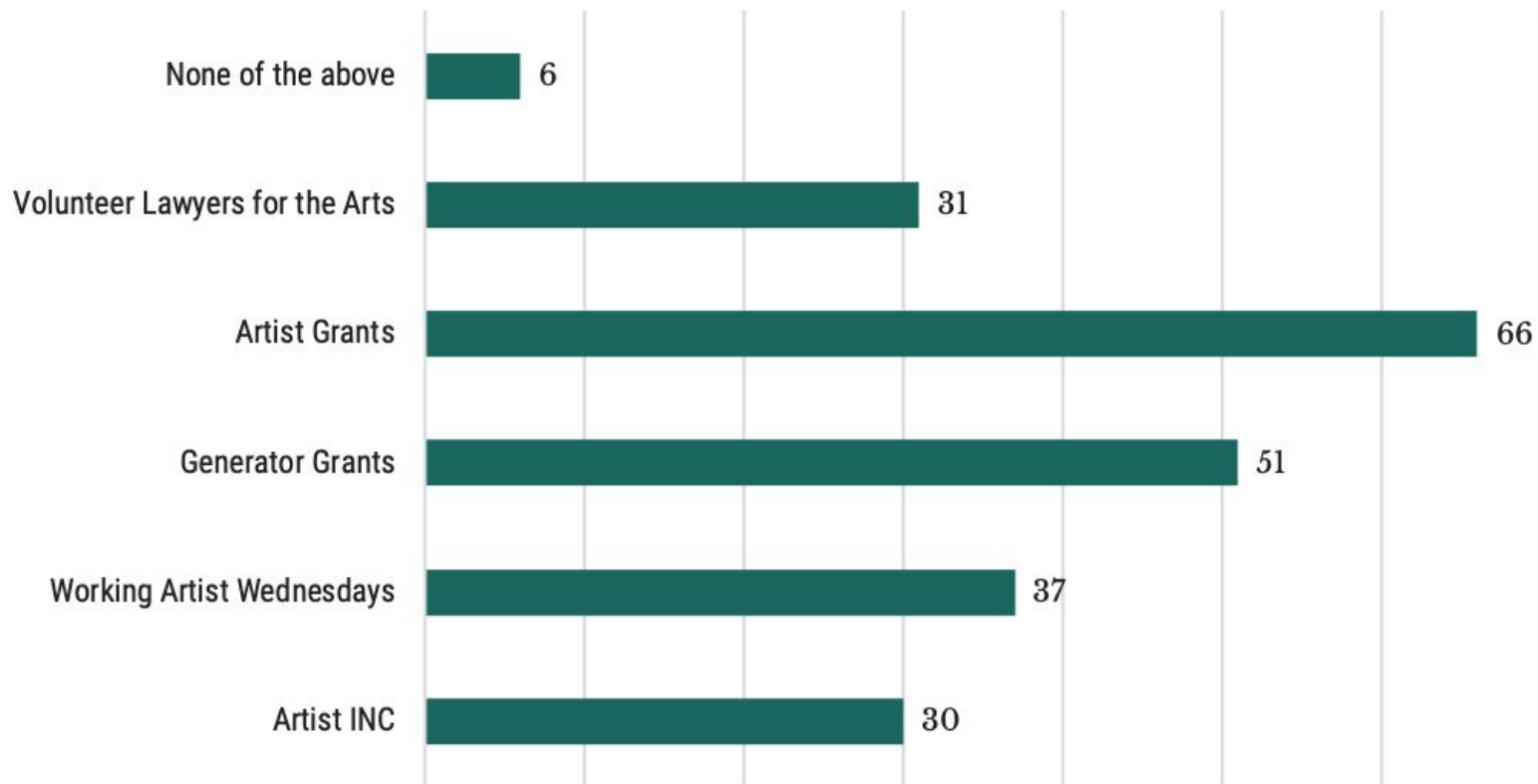


- No, the search has been pretty difficult
- Yes, I have found many viable options

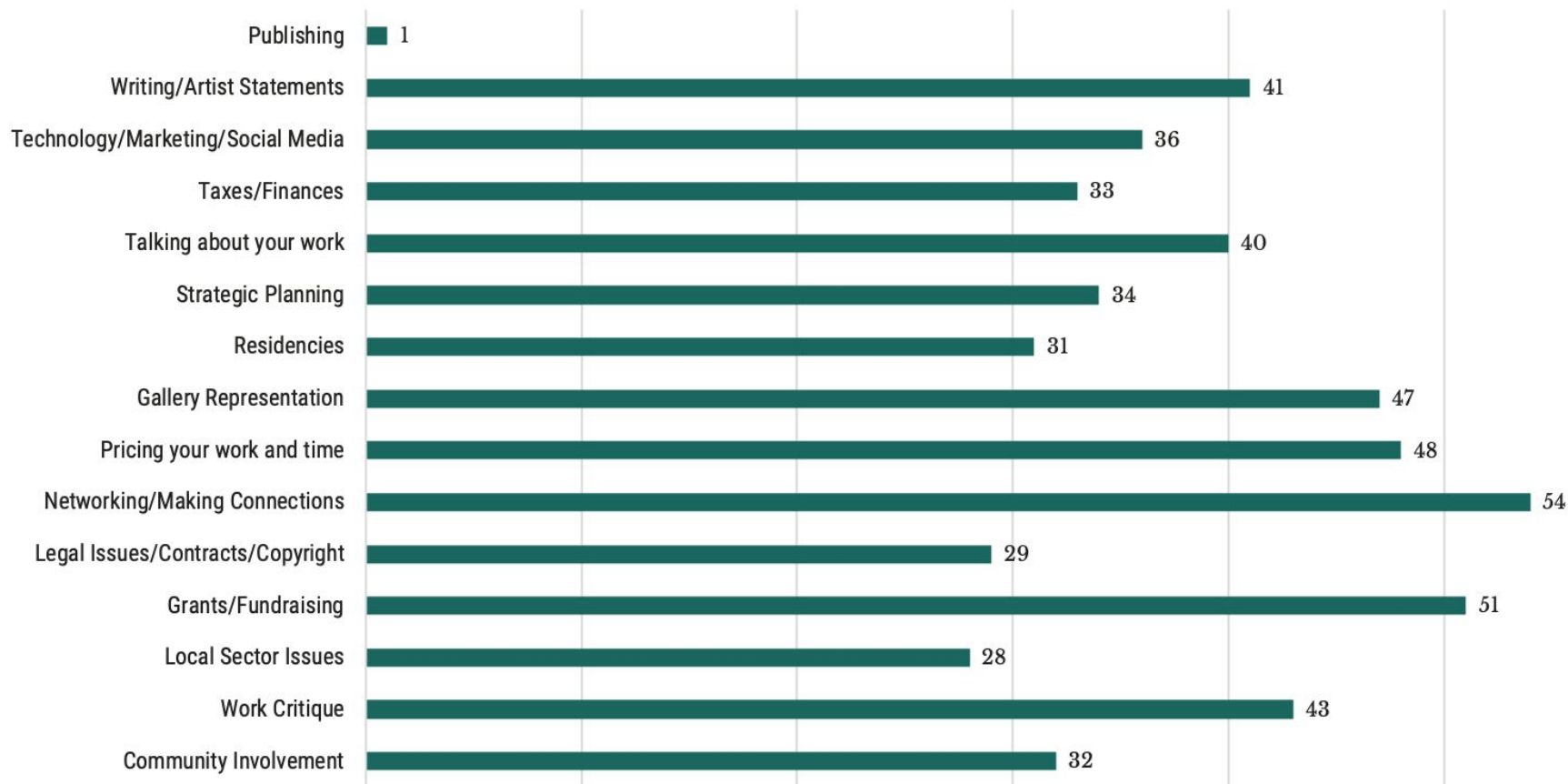
Amplify Arts Programs

- Respondents indicated that **Artist Grants** are the most valuable resource Amplify Arts offers at their current career stage
- Respondents are most interested in professional development centered in **Network Building** and **Raising Funds/Applying for Grants**
- Respondents feel that a Volunteer Lawyers for the Arts-NE publication or presentation on **Copyright/Fair Use** and **Contracts** would be the most helpful

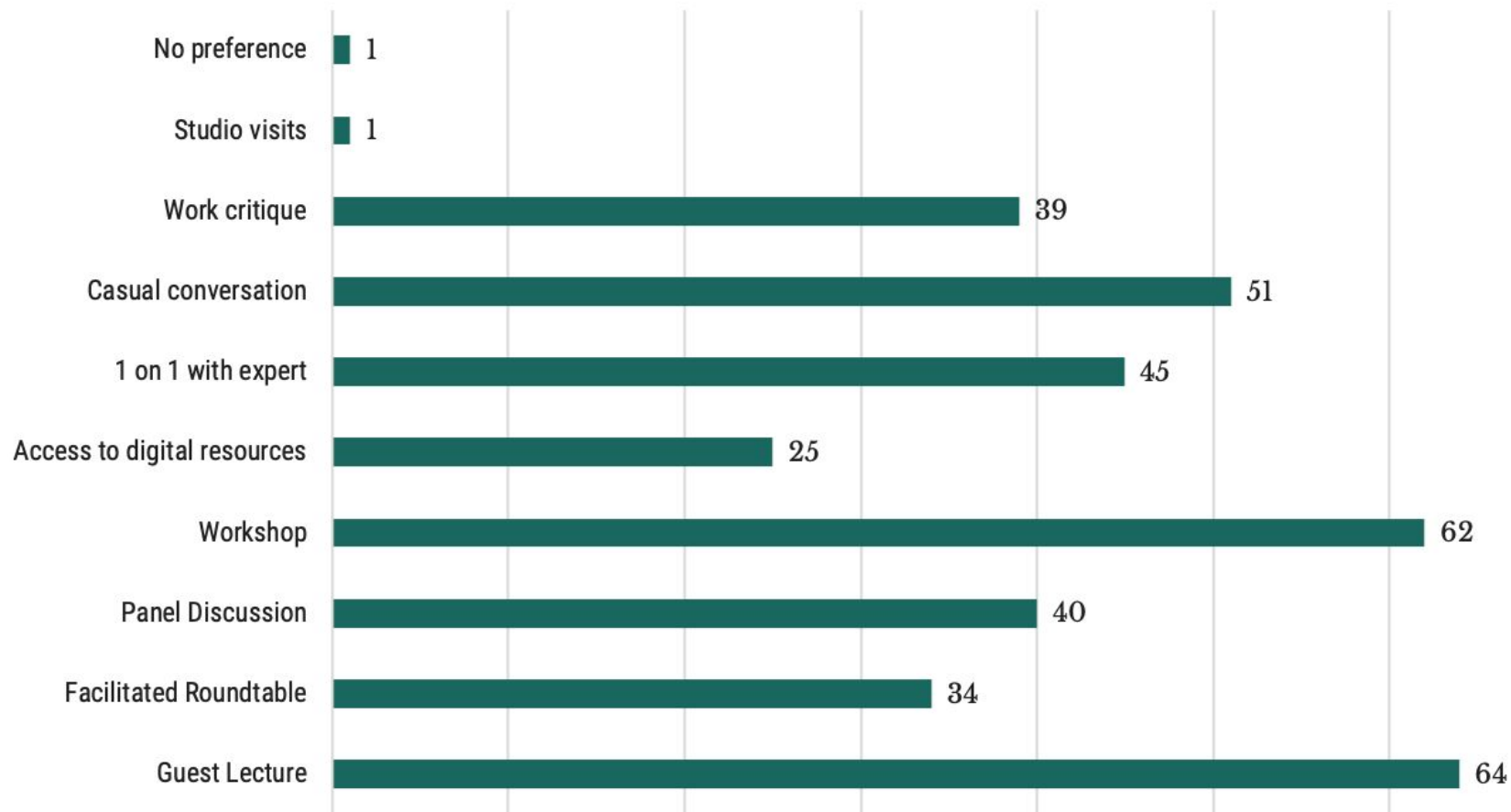
What Amplify Arts programs are the most valuable to you in your current career stage? (N=99)



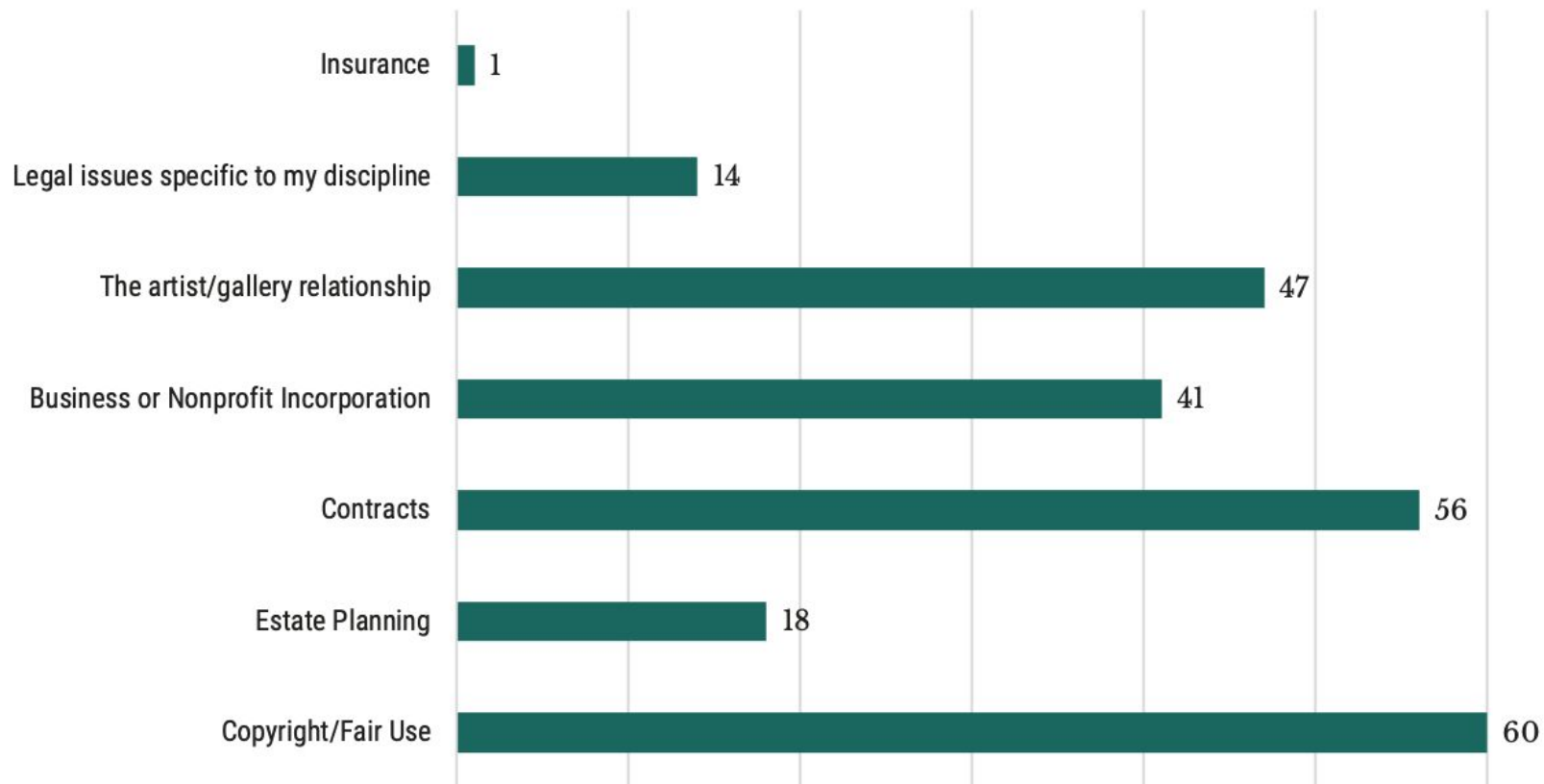
What professional development workshop topics are you interested in? (N=91)



What format would you attend or interests you most? (N=96)



What topics would be most helpful for the Volunteer Lawyers for the Arts-NE to publish or present on? (N=90)



The End

- If you have any questions about the 2018 Annual Artist Survey please don't hesitate to contact us by phone at 402-996-1092 or by email at info@amplifyarts.org
- The more data the better! If you are an artist, please help us by taking the 2019 Annual Artist Survey. Watch our social media pages for details.