What we wanted to learn:
– Current climate for Omaha artists
– What artists need to succeed
– How OCI can best support artists in Omaha

OCI Goals:
– To make informed decisions about programming and activities
– Be responsive to artists’ needs
– Use data to better advocate for Omaha artists

107 responses in 3 weeks!
Who took the survey?

• Majority Female
• Majority between 18 and 44 years of age
• Majority White
• 75% with Higher Education (74% with formal art education)
• Majority Visual and Interdisciplinary Artists
Gender of Survey Respondents (N=107)

Female 57%
Male 43%
Age of Survey Respondents (N=107)

- 25-34: 32%
- 35-44: 31%
- 45-54: 15%
- 55-64: 12%
- 18-24: 6%
- 65 and over: 4%
Race/Ethnic Identification of Survey Respondents (N=85)

- White (Non-Hispanic/Latin): 94%
- Multiracial: 1%
- Latin: 1%
- Hispanic: 1%
- Black/African-American: 1%
- Asian American: 1%
Where Do Survey Respondents Live? (N=104)
Highest Level of Education of Survey Respondents (N=107)

- Bachelor's degree: 40%
- Master's degree: 30%
- Some college credit, no degree: 20%
- High school graduate, diploma or the equivalent (for example: GED): 2%
- Associate degree: 4%
- Doctorate degree: 3%
- Trade/technical/vocational training: 1%
Survey Respondents w/ Formal Education in Artistic Discipline (N=107)

- Yes: 74%
- No: 26%
What is your primary artistic discipline? (N=107)

- Visual Arts: 47.7%
- Interdisciplinary: 19.6%
- Theatre: 11%
- Writing: 6.5%
- Media Arts: 5.6%
- Design: 4.7%
- Comedy: 1%
- Music Performance: 1%
- Relational: 1%
- Sculpture: 1%

What title do you use to describe yourself? (N=106)

- Writer: 5.7%
- None of these: 0.9%
- Musician: 0.9%
- Mixed Media Artist: 0.9%
- Maker: 0.9%
- I use more than 1: 29.2%
- Designer: 1.9%
- Dealer: 0.9%
- Creator: 2.8%
- Creative: 2.8%
- Composer/Songwriter: 0.9%
- Artist: 51.0%
- Actor: 0.9%
School Loan Debt of Survey Respondents (N=107)

- $0 to $10,000: 68%
- $10,001 to $20,000: 3%
- $20,001 to $30,000: 8%
- $30,001 to $40,000: 5%
- $40,001 to $50,000: 5%
- $50,001 to $75,000: 5%
- $75,001 to $100,000: 3%
- $100,001+: 3%
Current Climate of the Omaha Arts World

• Survey Respondents use a wide variety of platforms to exhibit work
• There are a few different opportunities available to Omaha artists, but
• 73% of Survey Respondents don’t think there is enough local support to sustain their practice 😞
Hours Spent on Artistic Practice per Week (N=104)

- <10: 13
- 10 to 20: 41
- 21 to 30: 21
- 31 to 40: 13
- 41 to 50: 8
- 51 to 60: 3
- 61 to 70: 1
- 71 to 80: 4

Total respondents: 104
What Platforms Do You Use to Exhibit Your Work? (N=104)

- Publications: 24%
- Performance spaces: 25%
- Artist-run spaces: 38%
- Alternative or Non-traditional spaces: 42%
- Nonprofit or University galleries: 32%
- Commercial galleries: 25%
- Social media: 87%
- Websites, blog, vimeo: 74%
Do you think there is enough local support to sustain your artistic practice? (N=100)

- Yes: 27%
- No: 73%
What opportunities do you feel are available to you in Omaha? (N=100)

- Publication opportunities: 16
- Critique/open discussion: 28
- Artist Collaborations: 52
- Adequate patron base: 13
- Professional Development: 38
- Individual artist grants: 27
- Arts education: 53
- Access to studio space: 45
- Exhibiting your work: 77
- None of the above: 1
Top three things artists said they need to create a sustainable practice:

1. Money/Resources
2. Time
3. Patrons/Connections
What is Omaha doing well to support local artists?

1. Supportive/Collaborative Attitude
2. Nonprofit Organizations/Artist-Run Spaces
3. Exposure Opportunities
4. Resources (non-monetary)
5. Affordable
6. Low Barriers to Entry
What can Omaha do better to support local artists?

1. Buy more art!
   - Increase demand for local art (individuals and corporate)
   - Education component

2. More money for individual artists
OCI Programs

• How did we develop Working Artist Wednesdays?
  – 98% of Survey Respondents said they would attend a monthly professional development series
  – Best time, format, and topics came directly from survey responses

• How did we budget for the Artist Grants?
  – We based the Unrestricted Artist Grant amounts on reported monthly expenses
Are You Interested in a Monthly Professional Development Opportunity? (N=104)

- Yes: 49%
- No: 2%
- Maybe: 49%
What is the best time to hold a professional development session?

- Weekend right after work (5pm-7pm): 7%
- Weekend Lunchtime (11am-1pm): 12%
- Weekend Evening (7pm-10pm): 7.4%
- Weekend AM (7am-10am): 8.9%
- Weekend Afternoon (2pm-4pm): 12%
- Weekday right after work (5pm-7pm): 12.8%
- Weekday Lunchtime (11am-1pm): 0.4%
- Weekday Lunchtime (11am-1pm): 7.4%
- Weekday Evening (7pm-10pm): 16.7%
- Weekday AM (7am-10am): 7.8%
- Weekday Afternoon (2pm-4pm): 7.8%

Omaha Creative Institute
What Topics Would You Be Interested In? (N=98)

- Photographing Your Work: 1%
- Writing/Artist Statements: 47%
- Technology/Marketing/Social Media: 51%
- Taxes/Finances: 35%
- Talking About Your Work: 52%
- Strategic Planning: 47%
- Residencies: 45%
- Gallery Representation: 49%
- Pricing Your Work & Time: 49%
- Networking/Making Connections: 62%
- Legal Issues/Contract/Copyright: 40%
- Grants/Fundraising: 65%
- Current Events/Sector Issues: 39%
- Work Critique: 56%
- Community Involvement: 62%
What Format Interests You Most? (N=97)

- Group Studio Visits: 2%
- Work Critique: 48%
- Casual Conversation: 52%
- 1 on 1 session: 54%
- Access to a Resource Library: 25%
- Workshop: 77%
- Panel Discussion: 44%
- Facilitated Round Table/Forum: 62%
- Guest Lecture: 68%
### Monthly Expenses (N=91)

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### Monthly Art Expenses (N=94)

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</table>
What Kind of Funding is Most Beneficial? (N=107)

- Micro Grants: 78
- Unrestricted Grants: 77
- Merit-based Grants: 59
- Public Art Projects: 42
- Childcare Support: 15
- Education Scholarships: 32
- Research Grant: 45
- Publication Project Support: 29
- Curatorial: 24
- Emergency Funds: 24
- Education Scholarships: 32
If you have any questions about the Artist Survey please don’t hesitate to contact us by phone at 402-996-1092 or by email at info@omahacreativeinstitute.org.

The more data the better! If you are an artist, please help us by taking the Annual Artist Survey (released in Summer 2018).