AMPLIFY ARTS

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)

- Male: 47%
- Female: 51%
- Prefer not to say: 1%
- Non-conforming: 1%
Age of Survey Respondents (N=101)

- 18-24: 5%
- 25-34: 19%
- 35-44: 25%
- 45-54: 21%
- 55-64: 19%
- 65 and over: 11%
88% from the Omaha metro area & 12% from Lincoln and outlying areas
Education Level of Survey Respondents (N=101)

- Bachelor’s degree: 40%
- Master’s degree: 30%
- High school graduate or the equivalent: 2%
- Professional degree: 3%
- Some college credit, no degree: 13%
- Associate degree: 8%
- Trade/technical/vocational training: 2%
- Doctorate degree: 2%
Do you have formal education in your artistic discipline? (N=101)

Yes 80%
No 20%
What is your primary artistic discipline? (N=101)

- Visual Arts: 68%
- Performing Arts: 17%
- Media Arts: 1%
- Literary Arts: 4%
- Interdisciplinary: 7%
- Composition/Production: 2%
- Arts supporter/collector: 1%
Annual Individual Income of Survey Respondents (N=101)

- $0 to $20,000: 28%
- $20,001 to $40,000: 29%
- $40,001 to $60,000: 24%
- $60,001 to $80,000: 13%
- $80,001 to $100,000: 2%
- $100,001 to $125,000: 2%
- $125,001+: 2%
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)

- Mid-Career: 39
- Established: 12
- Emerging: 47

*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)

<table>
<thead>
<tr>
<th>Measure</th>
<th>Total</th>
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<tbody>
<tr>
<td>Average</td>
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<td>Median</td>
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## Monthly Art Expenses (N=83)

<table>
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<tr>
<td>Average</td>
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<td>Median</td>
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<tr>
<td>Mode</td>
<td>$100</td>
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</table>
Hours Spent on Artistic Practice per Week (N=97)

- <10: 8
- 10-20: 34
- 21-30: 23
- 31-40: 12
- 41-50: 5
- 51-60: 5
- 61-70: 4
- 71-80: 4
- 81-90: 1

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

- Personal Studio: 2
- Television: 1
- Online Retailer (e.g. Etsy): 1
- Art Fair or Festival: 1
- Publications: 14
- Dedicated performance spaces: 21
- Artist-run spaces: 21
- Alternative or Non-traditional art spaces: 31
- Nonprofit or University Galleries: 35
- Commercial Galleries: 34
- Social Media: 73
- Website, Blog, Vimeo: 57
<table>
<thead>
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<th>Opportunity</th>
<th>Count</th>
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<td>Publication Opportunities</td>
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<tr>
<td>Critique/Open discussion about work</td>
<td>18</td>
</tr>
<tr>
<td>Artist Collaborations</td>
<td>36</td>
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<tr>
<td>Adequate patron base</td>
<td>8</td>
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<tr>
<td>Professional Development</td>
<td>38</td>
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<tr>
<td>Individual Artist Grants</td>
<td>15</td>
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<tr>
<td>Arts Education</td>
<td>31</td>
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<tr>
<td>Access to studio space</td>
<td>25</td>
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<tr>
<td>Exhibiting your work</td>
<td>50</td>
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</tbody>
</table>
Is there enough local support in Omaha to sustain your artistic practice? (N=98)

- Yes: 29%
- No: 71%
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
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
If you don't have health insurance, what is the reason? (N=10)

- I can't afford it: 90%
- I don't know how or where to apply for coverage: 10%
Do you have a separate studio space outside of your home? (N=100)

Yes 28%
No 72%
If yes, how much are your studio rental costs per month? (N=28)

- $1,000+: 5
- $801-$1,000: 3
- $601-$800: 3
- $401-$600: 2
- $201-$400: 2
- $0-$200: 13
If no, do you feel that you need one to maintain your practice? (N=72)

- Yes: 19%
- Maybe: 25%
- No: 56%
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

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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)

- None of the above: 6
- Volunteer Lawyers for the Arts: 31
- Artist Grants: 66
- Generator Grants: 51
- Working Artist Wednesdays: 37
- Artist INC: 30
What professional development workshop topics are you interested in? (N=91)

- Publishing: 1
- Writing/Artist Statements: 41
- Technology/Marketing/Social Media: 36
- Taxes/Finances: 33
- Talking about your work: 40
- Strategic Planning: 34
- Residencies: 31
- Gallery Representation: 47
- Pricing your work and time: 48
- Networking/Making Connections: 54
- Legal Issues/Contracts/Copyright: 29
- Grants/Fundraising: 51
- Local Sector Issues: 28
- Work Critique: 43
- Community Involvement: 32
What format would you attend or interests you most? (N=96)

- No preference: 1
- Studio visits: 1
- Work critique: 39
- Casual conversation: 51
- 1 on 1 with expert: 45
- Access to digital resources: 25
- Workshop: 62
- Panel Discussion: 40
- Facilitated Roundtable: 34
- Guest Lecture: 64
What topics would be most helpful for the Volunteer Lawyers for the Arts-NE to publish or present on? (N=90)

<table>
<thead>
<tr>
<th>Topic</th>
<th>Count</th>
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<td>Insurance</td>
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<tr>
<td>Legal issues specific to my discipline</td>
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</tr>
<tr>
<td>The artist/gallery relationship</td>
<td>47</td>
</tr>
<tr>
<td>Business or Nonprofit Incorporation</td>
<td>41</td>
</tr>
<tr>
<td>Contracts</td>
<td>56</td>
</tr>
<tr>
<td>Estate Planning</td>
<td>18</td>
</tr>
<tr>
<td>Copyright/Fair Use</td>
<td>60</td>
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</tbody>
</table>
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.