

# CREATIVE INDUSTRIES SURVEY

2018/2019

A SURVEY OF SOUTHERN ARIZONA ARTISTS, CREATIVES AND MAKERS ON THEIR WORK, WELL-BEING, DEVELOPMENT NEEDS, SOCIOECONOMIC STATUS, ACCESS TO HEALTHCARE AND DEMOGRAPHICS.

The cultural and economic contributions of artists, creatives and makers to their wider communities are well-known to those who actively participate and engage in arts advocacy. Less well understood are the dynamic needs of artists in key quality of life areas such as income, places of work, health insurance coverage, ongoing professional development needs, and what helps artists grow their network and thrive professionally.

To better understand these needs and how to serve them, SAACA launched an annual regional survey of Southern Arizona artists of all disciplines to assess these measures and benchmark the needs of those who give so much back to our region.



The Southern Arizona Arts & Cultural Alliance (SAACA) is a nonprofit organization dedicated to the creation, preservation and advancement of the Arts. SAACA provides diverse engagement opportunities for artists, organizations, businesses, and individuals in the community.

SAACA is committed to the economic, artistic and cultural development of Southern Arizona. Each year SAACA provides more than 200,000 unique arts and cultural engagement opportunities for the community.

## KEY FINDINGS

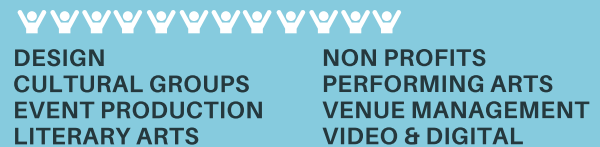
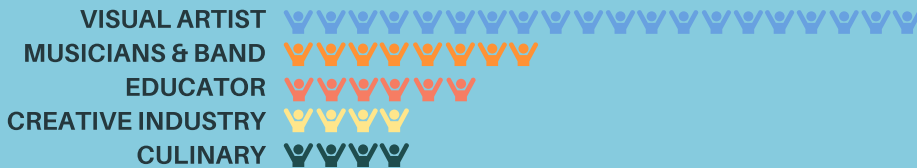
580 PARTICIPANTS

13 DISCIPLINES REPRESENTED

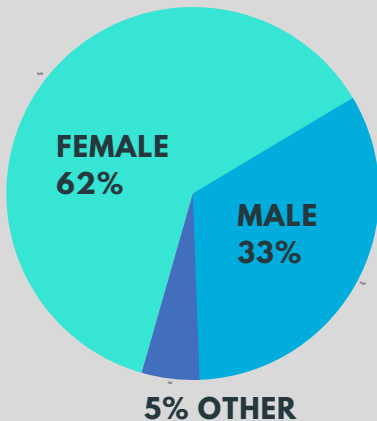


### DATA COLLECTION

Data for the survey was collected in two phases. First, as an opt-in digital survey during the 2019 Undercover Arts Magazine community data collection process, followed by a stand alone digital outreach effort between December 2018 and February 2019.

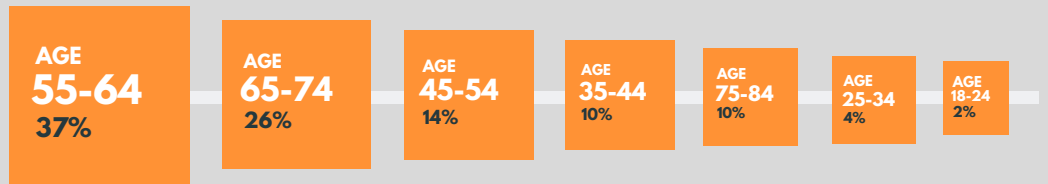


### GENDER

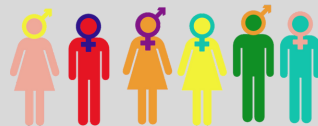


### PERSONAL IDENTIFICATION

#### AGE



#### ETHNICITY

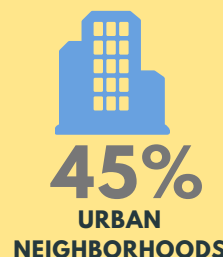


- 58% White/ European
- 12% Prefer not to specify
- 6% Hispanic / Latin
- 4% Other
- 3% Asian / Asian-American
- 2% Native American
- 2% Biracial / Multiracial
- 1% Middle Eastern
- 1% Native Hawaiian / Pacific Islander
- 1% South Asian

### WHERE THEY LIVE

90% PIMA COUNTY

90% of participating respondents said they reside and work in Pima County. Less than 10% reported their primary home and work space in Pinal, Cochise, Santa Cruz and Yavapai Counties



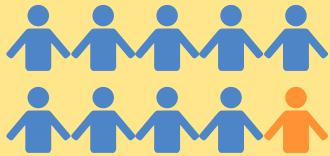
# 2018-2019 ARTIST & CREATIVE INDUSTRIES SURVEY

## ARTISTIC PRACTICE & INCOME

Survey participants making their living as full-time artists include a wide range of disciplines. The full-time artists included Visual Artists (41%), Arts Educators (16%), Musicians (15%), and Creative Industries (14%).



### PUBLIC PRESENTATION OF WORK



**9 OUT OF 10**

Survey respondents that had at least one public presentation of their work over the past year.

Exhibitions / Readings / Publications / Viewing / Listening Parties / Performances / Presentations

### YEARS AS A PRACTICING ARTIST

LESS THAN 10 YEARS

**13%**

BETWEEN 10 AND 25 YEARS

**36%**

MORE THAN 25 YEARS

**51%**

**13%**

Percentage of survey participants who reported receiving either local, regional or National funding support in the past 12 months

## ARTS RELATED INCOME

In the last 12 months, which of the following best describes your arts-related income, grants, teaching and activities as a proportion of your personal income?

**48%** LESS THAN HALF OF MY INCOME

**9%** ABOUT HALF OF MY INCOME

**8%** MORE THAN HALF OF MY INCOME

**31%** ALL OF MY INCOME

## TOP 5 ARTIST CHALLENGES

Survey participants were asked to site their top perceived challenges in practicing and advancing their artistic work

**#1**

### MARKETING

Marketing individual works and personal profile as an artist

**#2**

### AUDIENCE DEVELOPMENT

Building audience Statewide, Nationally and Internationally

**#3**

### LOCAL AWARENESS

Building an audience locally in the community

**#4**

### SUPPORT

Finding support from the non-arts community

**#5**

### FINANCIAL

Struggling to manage day to day financial challenges

### ADDITIONAL TOP RANKING CONCERNS INCLUDED

- Business management of personal artist career
- Maintaining consistent focus on artist practice
- Connecting with support from peer artist networks
- Cost of materials and supplies to produce art
- Access to affordable housing
- Adequate and affordable studio space

## ARTIST DEVELOPMENT & TRAINING

### TOP REQUESTED BUSINESS TRAINING OPPORTUNITIES

- Online Resource Development
- In-Person Workshops
- Video Content Development
- Articles, Blogs & Written Content
- Identification of Funding Opportunities
- Technology Training
- Business Plan Development
- Individual Coaching (Online & In Person)

## NEXT STEPS

The Southern Arizona Arts & Cultural Alliance is proud to serve artists of all disciplines throughout the region. We plan to take action on the above data to help strengthen the infrastructure of our artistic communities through the below actionable items moving forward.

- Sharing this information with our business leaders and public elected officials to create a stronger case for the economic impact of the arts in our region
- Expanding the reach of our data capture methods in the 2020 survey through collaborative partnerships, focus groups, and in person survey engagement year round
- Creating and executing new opportunities for artists in professional development, network and capacity building