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.

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.

PERSONAL IDENTIFICATION

ETHNICITY
58% White/ European
12% Prefer not to specify
6% Hispanic / Latin
4% Other
3% Asian / Asian-American

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.

GENDER
FEMALE 62%
MALE 33%
5% OTHER

AGE
AGE 55-64 37%
AGE 65-74 26%
AGE 45-54 14%
AGE 35-44 10%
AGE 25-34 4%
AGE 25-84 2%

URBAN NEIGHBORHOODS 45%
SUBURBAN NEIGHBORHOODS 40%
RURAL COMMUNITIES 15%
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%
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?

- LEAST THAN HALF OF MY INCOME 48%
- ABOUT HALF OF MY INCOME 9%
- MORE THAN HALF OF MY INCOME 8%
- ALL OF MY INCOME 31%

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