

Summary of Surveys

About the Surveys

Between June 2015 and the end of January 2016 the Indiana Arts Commission surveyed five different constituent groups: individual artists, general constituents, community leaders, grantee organizations and grant review panelists with unique online survey instruments which were distributed through the IAC’s contact lists and statewide partners.

Some responses specific to each constituent group are outlined below and full reports summarizing the findings from each group are available [here](#). Major themes from the results are discussed beginning on page 3.

Individual Artists

1335 artists responded.

Early career vs. mid-career artists:

14% have been working as an artist for **five years or less**.

54% have been working as an artist for **20 years or more**.

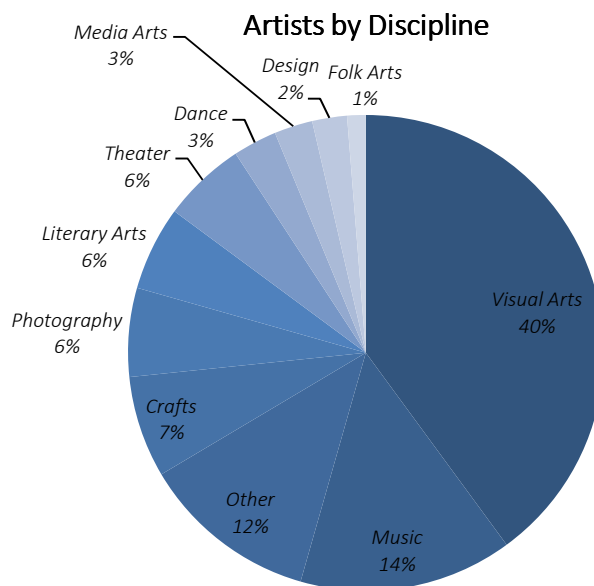
When artists were asked about income and skill development:

30% said that their primary income **was** through their art production.

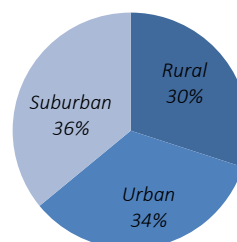
70% said they **would like** their primary income to be through their art production.

Artists were most interested in obtaining marketing skills in:

1. Social media and communications strategies: **23%**
2. Selling their work to the public: **21%**
3. Identifying a market: **16.5%**



Artists by Location



General Constituents

1460 general constituents responded.

81% of general constituents knew an artist in their community.

Community Leaders

250 community leaders responded.

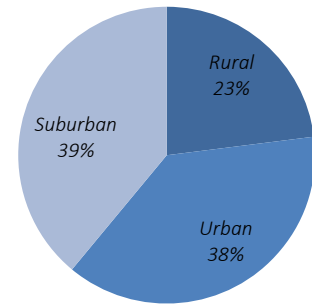
When community leaders were asked to rank how they thought the majority of citizens in their communities prefer to spend their leisure time, the top responses were (in order):

1. Dining out
2. Sports
3. Shopping
4. Movies
5. Outdoor recreation

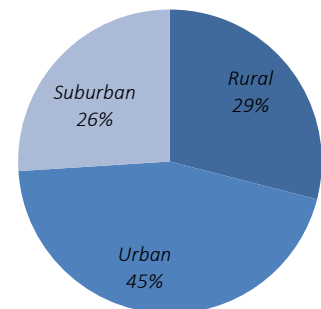
When asked about perceived barriers to arts participation in their community, the top responses were (in order):

1. The school day does not allow for arts instruction
2. Cost of participation
3. Transportation/location of the venue
4. Community seems apathetic
5. Community members are highly involved with other interests

General Constituents by Location



Community Leaders by Location



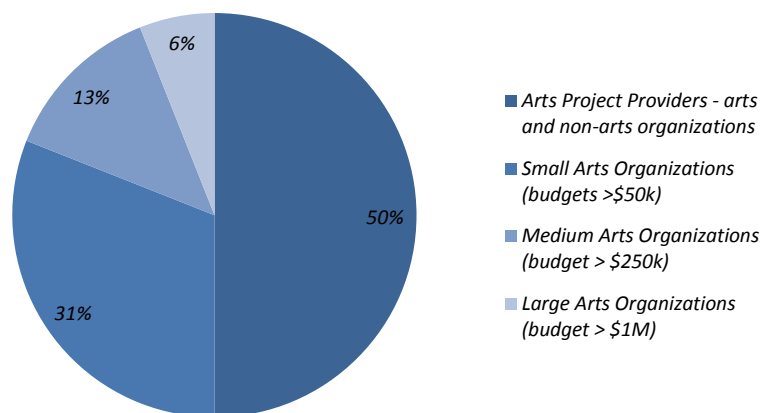
Grantee Organizations

123 Regional Initiative Grant and Arts Operating Support III grantees responded.

According to grantees, resource development is the most challenging for their organizations followed by these activities:

1. Evaluating communications efforts
2. Enhancing the visibility/reputation of the organization's arts and culture activities
3. Creating and executing a marketing/communications plan
4. Evaluating or assessing program outcomes/impact
5. Communicating with underserved audiences

Respondents by Organization Type



Grant Review Panelists

87 Regional Initiative Grant and Arts Operating Support panelists responded.

According to grant panelists, these capacity-related activities are the most challenging for small organizations:

1. Financial Management and resource development
2. Staff management: training, turnover, retention
3. Grant proposal writing and other written communication

Major Themes

I. Arts as a Part of Community

A. The Arts and Community Engagement

Hoosiers are attending arts events:

43% of general constituents and 44% of community leaders said they attended more than ten arts events in the past year.

The arts are recognized and successful community conveners:

When asked about other roles arts organizations play in communities, 87% of general constituents and 86% of community leaders responded that they helped promote a sense of community. 80% and 78% respectively thought that their local arts organizations brought together people of different socio-economic backgrounds.

61% of community leaders responded that their community would benefit if arts organizations took on more of an economic development role.

Over half of the artists surveyed (53%) said they had taken a leadership role in their community primarily through (in no particular order):

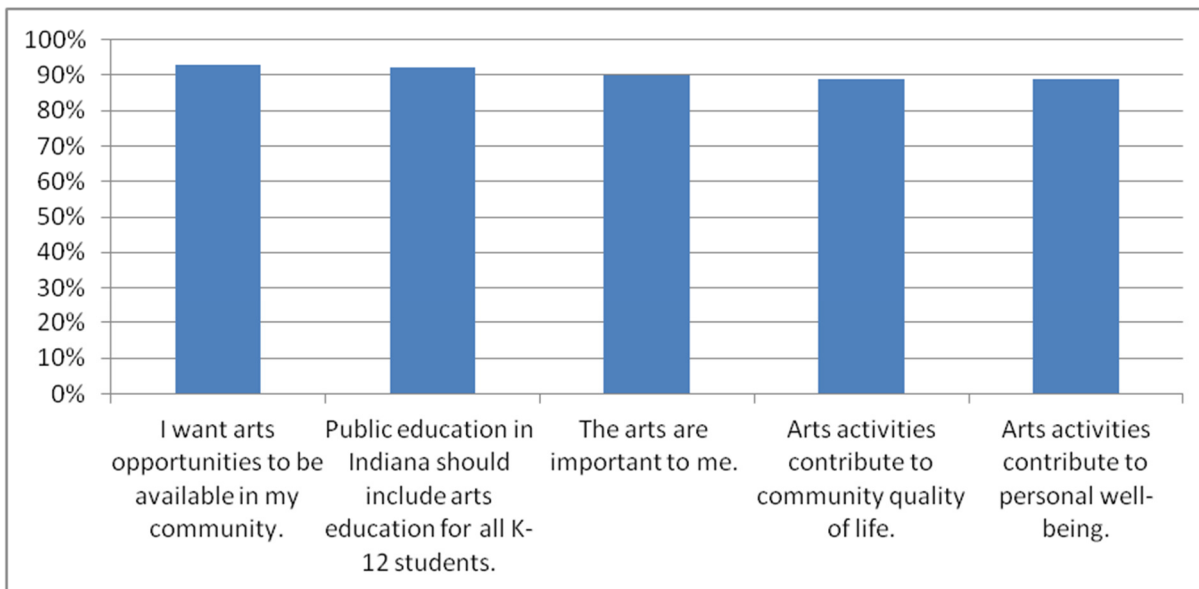
- Teaching classes or giving workshops
- Volunteering and/or serving on the boards of community organizations
- Encouraging and promoting other artists or arts organizations
- Working on public art projects

B. Perceived Value of the Arts

Hoosiers demonstrate a shared value and responsibility for the arts and arts production:

The majority of artists (68%) think that their communities value the arts.

When general constituents were asked whether or not they agreed with a series of qualitative statements about the arts, the following ranked in the top five:



37.4% of community leader respondents volunteer for an organization that provides arts programming.

Volunteers are recognized as an important resource by arts organizations: respondents ranked board recruitment and training in the **top third** of their most challenging activities.

When asked where additional investment in the arts in their community should come, community leaders responded with their top three:

- Government
- Businesses
- Patrons

98% of general constituents agree that their taxes should help pay for arts programs that benefit the public.

C. Awareness of the Indiana Arts Commission

Respondents are familiar with the IAC and its programs:

90% of general constituent respondents said they had heard of the Indiana Arts Commission and more than half (**54%**) said they had attended an event that was funded in part by the IAC.

When asked whether or not the IAC had funded programs in their community, **60%** of community leaders responded “**yes**”.

73% of artists are aware of the Individual Artist program and **44%** are aware of the Arts in the Parks program.

II. Needs of Our Constituents

A. Needs of Individual Artists

Artists have expressed a strong preference for building their arts career skills:

While **62%** of artists said they felt Indiana has the resources needed for their art production, they believed the following programs or services would help enhance their art production (in no particular order):

- Grants to individual artists or small businesses
- Career development workshops or business mentoring
- Marketing tools
- Networking opportunities, e.g. events or an online forum

80% of the artists surveyed took advantage of an opportunity to enhance their art production within the past 3-5 years.

67% sought information or assistance with their art production from either the IAC (33) or local arts council (34).

B. Needs of Arts Organizations

Arts organizations continue to struggle with fund development issues:

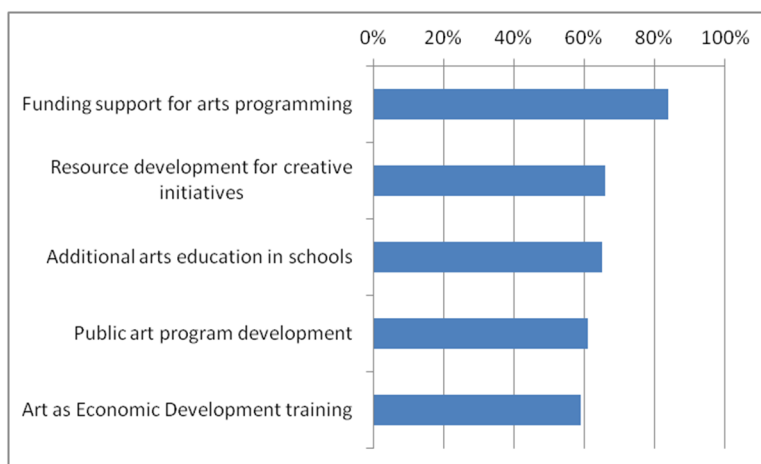
According to grantee organizations, these **five** capacity-related activities are the most challenging for their organizations:

1. Expanding the donor base
2. Increasing annual giving
3. Securing foundation or corporate grant support
4. Earning revenue
5. Evaluating communications efforts

C. Needs of Communities

Communities want the IAC to directly engage on the community level:

When asked to indicate how the Indiana Arts Commission should help their communities, community leaders ranked the following in the top five (89% and above):

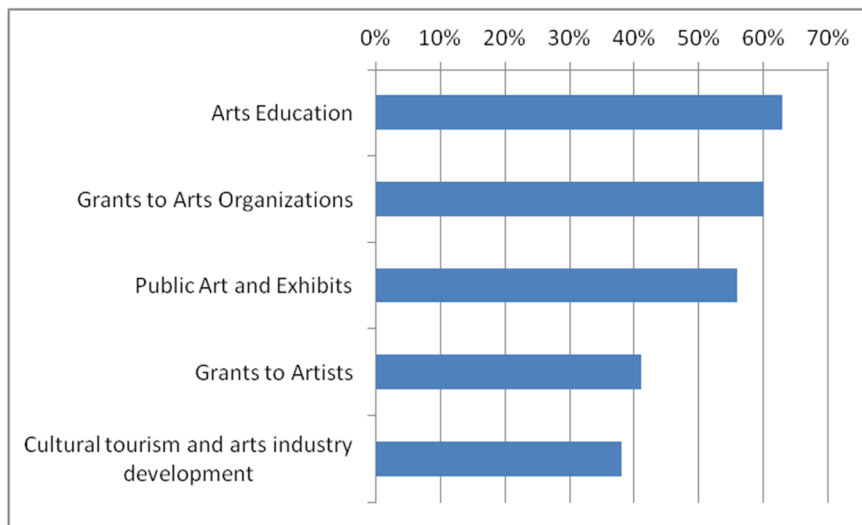


III. Arts and Their Impact on Education

A. The Role of Arts in Education

Hoosiers believe arts should be an integral part of the educational experience:

When general constituents were asked about the most appropriate arts-related uses of public funding, the top responses were:



Less than half of individual artists said they worked with a K-12 school by doing an artist-in-residence, demonstration, or some other arts activity. The most common reason for artists not engaging with schools in their communities was not knowing how or where to start.

80.5% of general constituents believe strongly that Pre-K learning in Indiana should include the arts.