

WOOD BUFFALO ARTISTS: KEY SURVEY FINDINGS

Analysis by Hill Strategies Research of a survey of 130 artists of Fort McMurray and area for Arts Council Wood Buffalo between November and December of 2015.

Of the 130 respondents, 123 are Wood Buffalo residents (at least part time). All respondents have done artistic work in Wood Buffalo over the past three years.

WHO ARE WOOD BUFFALO ARTISTS?

47%

HAVE A UNIVERSITY DEGREE

42%

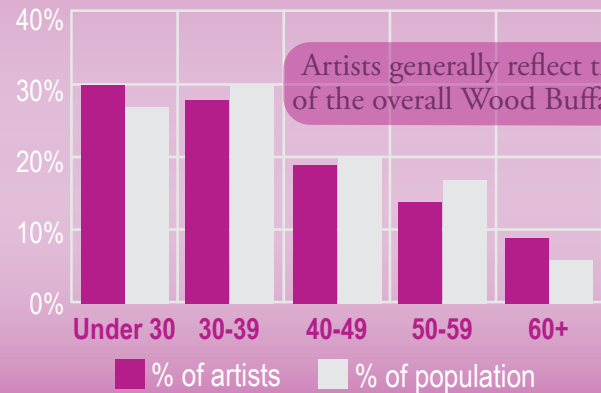
OF PROFESSIONAL ARTISTS HAVE WORKED AS AN ARTIST FOR 20 YEARS OR MORE

TWO-THIRDS OF WOOD BUFFALO ARTISTS ARE WOMEN



Wood Buffalo artists are highly educated and have significant training and experience in the arts.

ARTISTS ARE DRAWN FROM ALL AGE GROUPS



Artists generally reflect the age groups of the overall Wood Buffalo population.

ARTISTS ARE VERY ACTIVE IN WOOD BUFFALO, ESPECIALLY TEACHING

MOST COMMON ARTS ACTIVITIES IN THE PAST 3 YEARS

44%
MENTORING OTHERS IN ARTS

42%
TEACHING ARTS TO OTHERS

44%

CONSIDER THEMSELVES TO BE "PROFESSIONAL"
That is, at various stages of building a career in the arts.



ARTISTS ARE VERY ACTIVE IN CREATING, PERFORMING, PRESENTING DIFFERENT WORKS OF ART...

54%

Visual Arts

33%

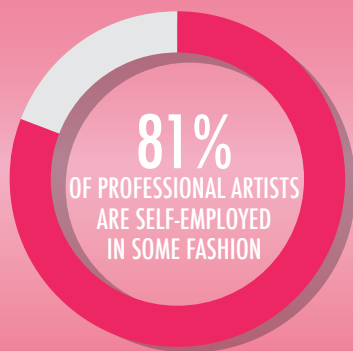
Music

28%

Theatre

One-third teach art as their primary source of income.

SELF-EMPLOYMENT IS THE NORM AMONG PROFESSIONAL ARTISTS

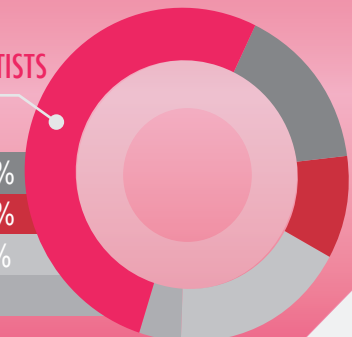


- 48% are fully self-employed
- 33% are both self-employed and employed by someone else

72%
OF ARTISTS ALSO VOLUNTEER IN THE ARTS

53% OF PROFESSIONAL ARTISTS WORK AT LEAST 40 HOURS PER WEEK ON THEIR ART

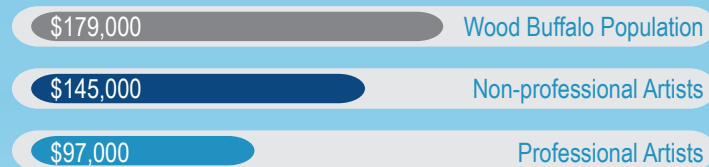
- 30-39 hours per week: 16%
- 20-29 hours per week: 10%
- 10-19 hours per week: 18%
- 1-9 hours per week: 4%



Over one-half of the professional artists surveyed work 40 hours per week on their art while 47% of non-professional artists work less than 10 hours per week on their artistic endeavours.

INCOME AND QUALITY OF LIFE

RELATIVELY LOW HOUSEHOLD INCOME



Professional artists are generally satisfied with their arts activity and their life, but not their finances.

52%

OF PROFESSIONAL ARTISTS EARN LESS THAN \$20,000 ANNUALLY FROM THEIR ART

42%

OF PROFESSIONAL ARTISTS HAVE DIFFICULTIES MEETING BASIC HOUSEHOLD NEEDS

Cost of living is the greatest challenge for artists followed by arts grants and income from their arts practice.



ACWB IS WORKING TO MEET ARTISTS' PROFESSIONAL DEVELOPMENT NEEDS

PROFESSIONAL ARTISTS

- CONNECTING WITH BUSINESS AND INDUSTRY (65%)
- HELP WITH APPLYING FOR GRANTS OR OTHER FUNDING (64%)
- FINDING OR STRENGTHENING ARTIST COMMUNITY (60%)
- MARKETING ADVICE OR EXPERTISE (60%)

70% of artists have never applied for a government arts grant. Only 20% have ever received a government arts grant.

NON-PROFESSIONAL ARTISTS

- ARTS INSTRUCTION OR TRAINING (63%)
- NETWORKING (53%)
- FINDING OR STRENGTHENING A COMMUNITY OF ARTISTS (51%)