Creatives Count

A Study of Creatives in St. Louis, Missouri

October 23, 2023

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CULTURE IS PLURAL

Introduction

Definitions

- ***Creatives:*** *all artists, craftspeople, culture bearers, designers, makers, musicians, performers and other people who are creatively active.*

- ***Creative Practice:*** *the activities they do, whether paid or unpaid.*

Methodology

- Survey
- Qualitative research with 4 creative communities

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- Qualitative research with 4 creative communities
  - 4 Connectors
  - Online focus groups
  - In-person meetings
  - Video documentation

Survey Outreach & Dissemination

- E-mail (RAC and partner organizations)
- Posters and handbills
- Sponsored social media posts by local creatives
- In-person outreach at more than 20 local events

- Accessibility: option to complete the survey by phone and request language assistance

DEMOGRAPHIC SUMMARY	Number of Respondents	% of Sample
Gender, N=1503		
Female	934	62%
Male	497	33%
Non-binary	77	5%
Other	15	1%
Age Cohorts, N=1472		
18-24	49	3%
25-34	277	19%
35-44	335	23%
45-54	255	17%
55-64	248	17%
65-74	238	16%
75+	70	5%
Race/Ethnicity (multiple select; does not add to 100%) N=1499		
American Indian or Alaska Native or Indigenous or First Nations	50	3%
Arab or Middle Eastern or North African	4	0%
Asian or Asian American	39	3%
Black or African American	351	23%
Hispanic or Latino(a) or Latinx or Spanish origin	50	3%
Native Hawaiian or Pacific Islander	3	0%
White/Caucasian	1048	70%
Prefer to self-identify	63	4%
Total BIPOC or Multi-Racial (selecting at least one option other than White)	*454*	*30%*
White/Caucasian only	*989*	*66%*
Other demographics		
Respondents with disabilities	262	17%
Children in household	313	23%
LGBTQ+	292	21%

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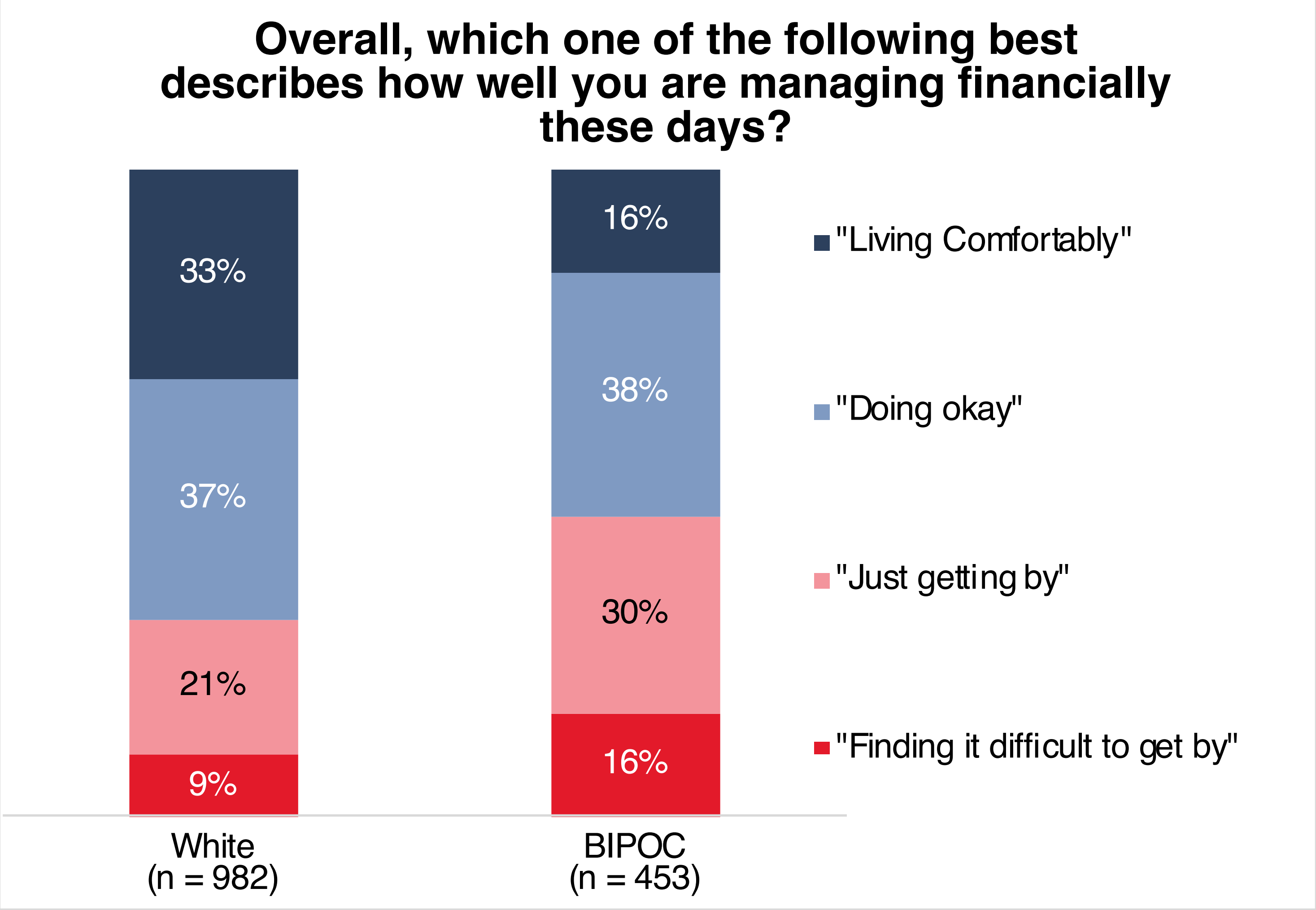
Systemic Inequities



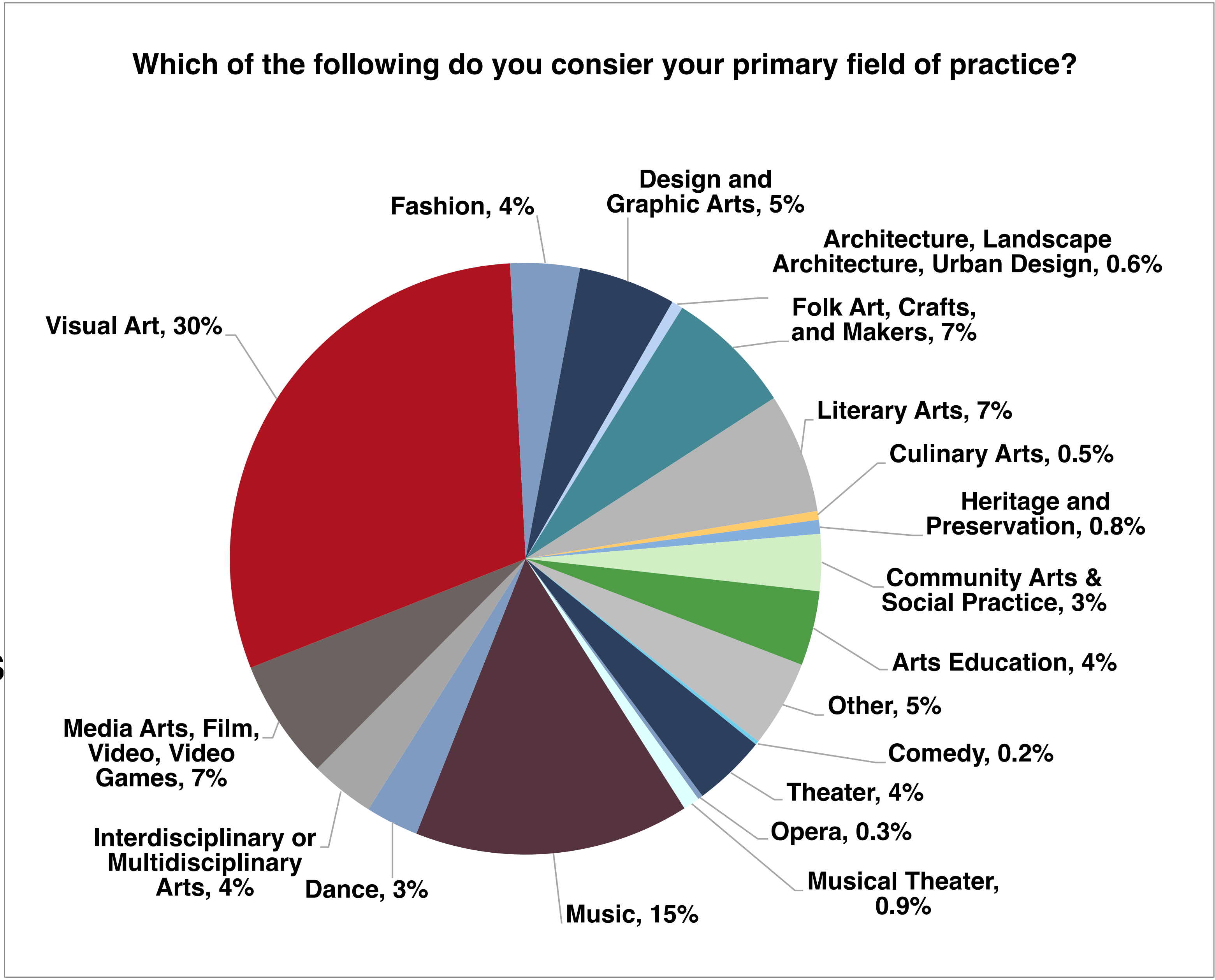
Racial disparities were consistently observed across

- Perceived financial wellbeing
- Personal and household income
- Retirement savings
- Homeownership
- Access to healthcare

Key Findings

1. The creative sector is broad and diverse.

- 72% are active in multiple fields, with 45% selecting three or more fields of practice.
- 78% identify as artists, but many also occupy other roles in the sector.



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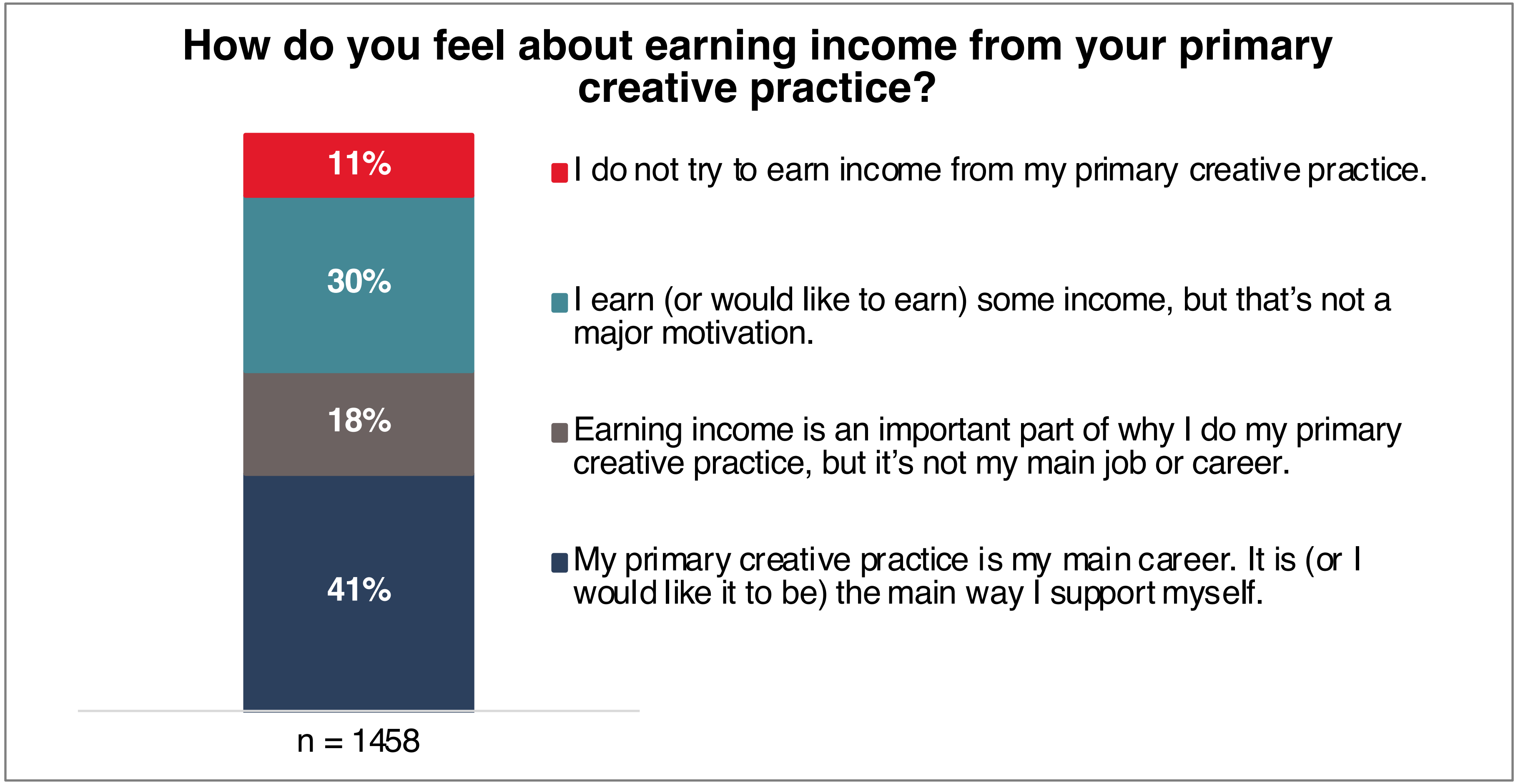
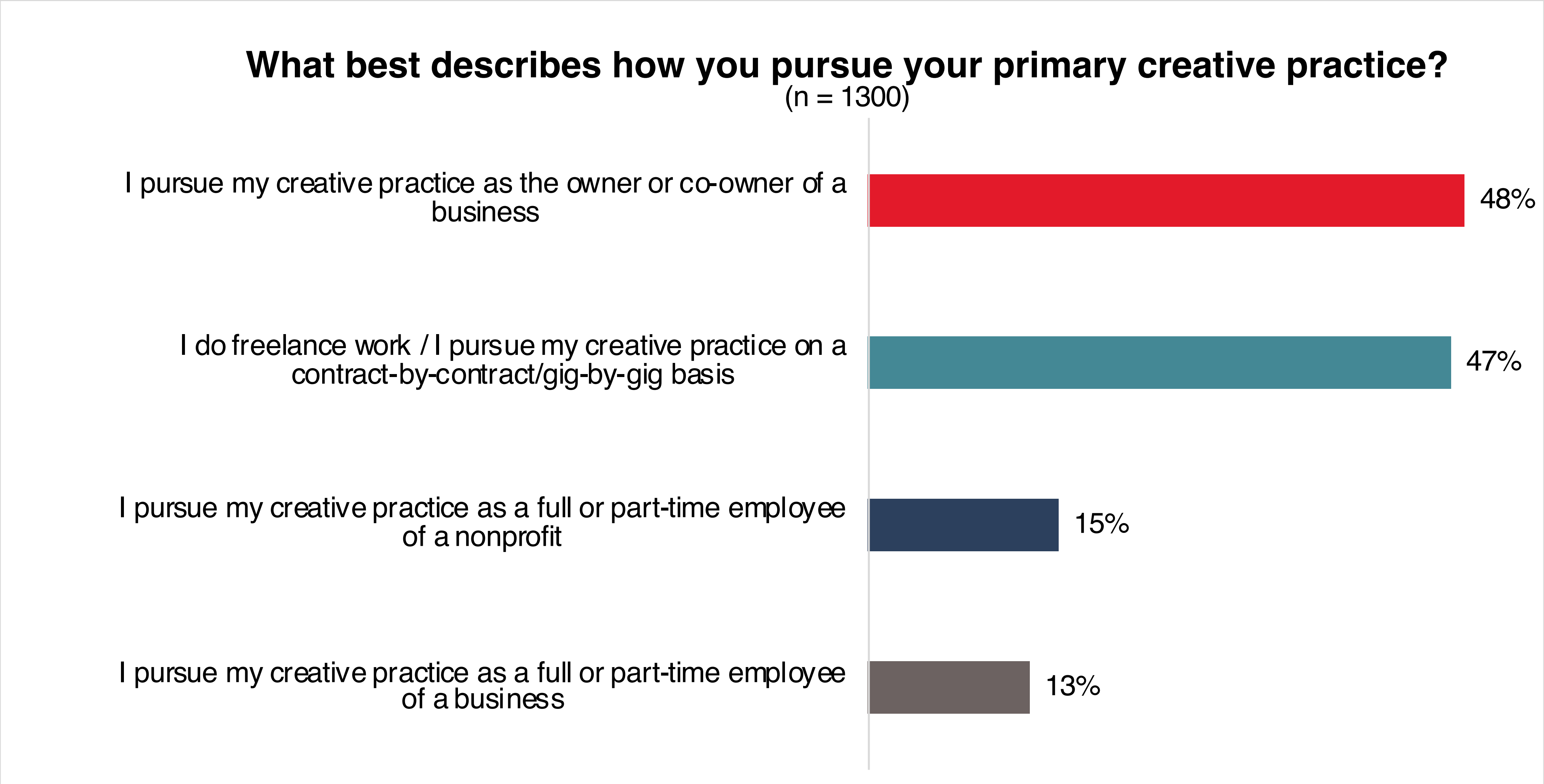
- 41% view their creative practice as their primary career.

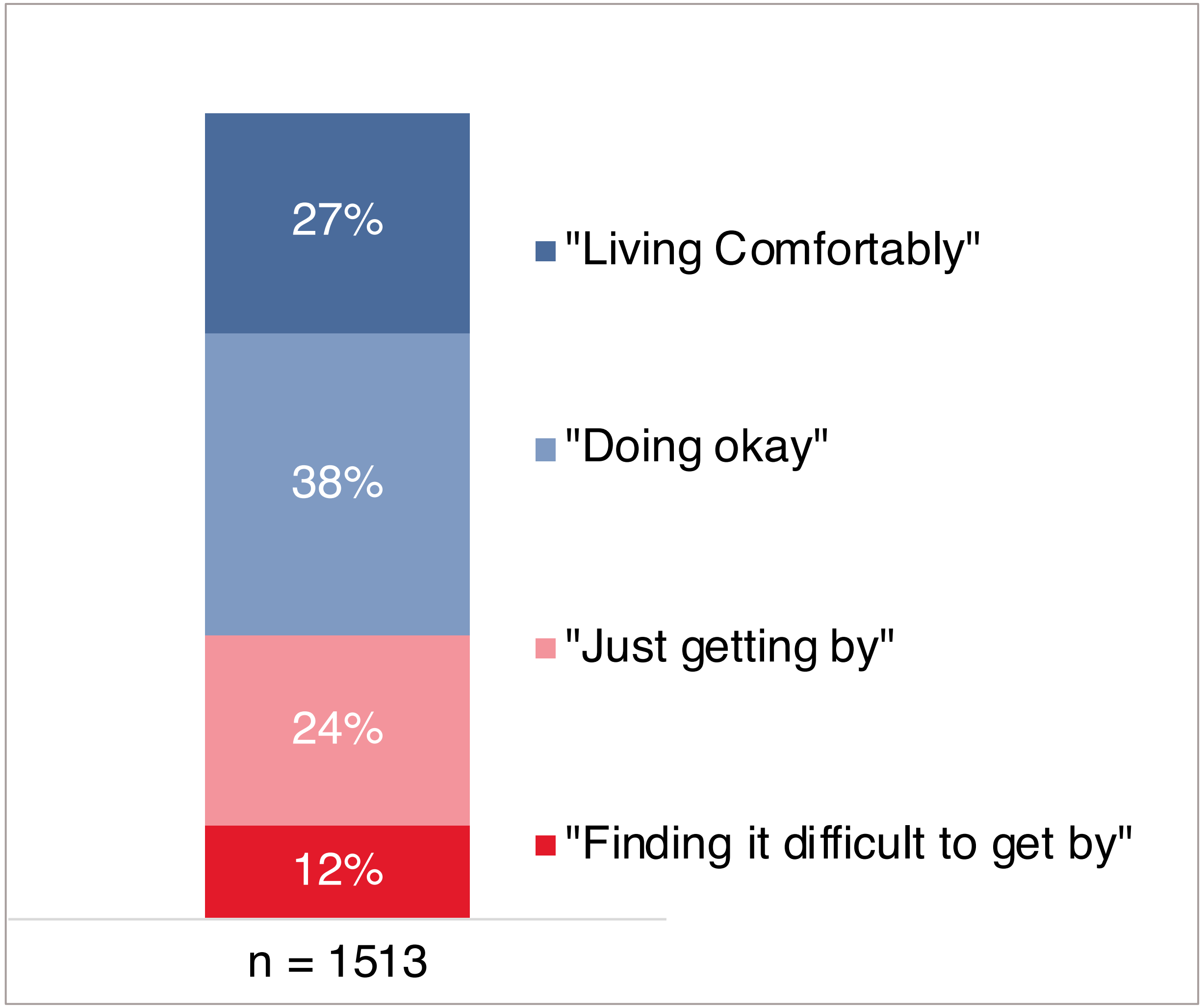


2. Most creatives responding to the survey are self-employed.



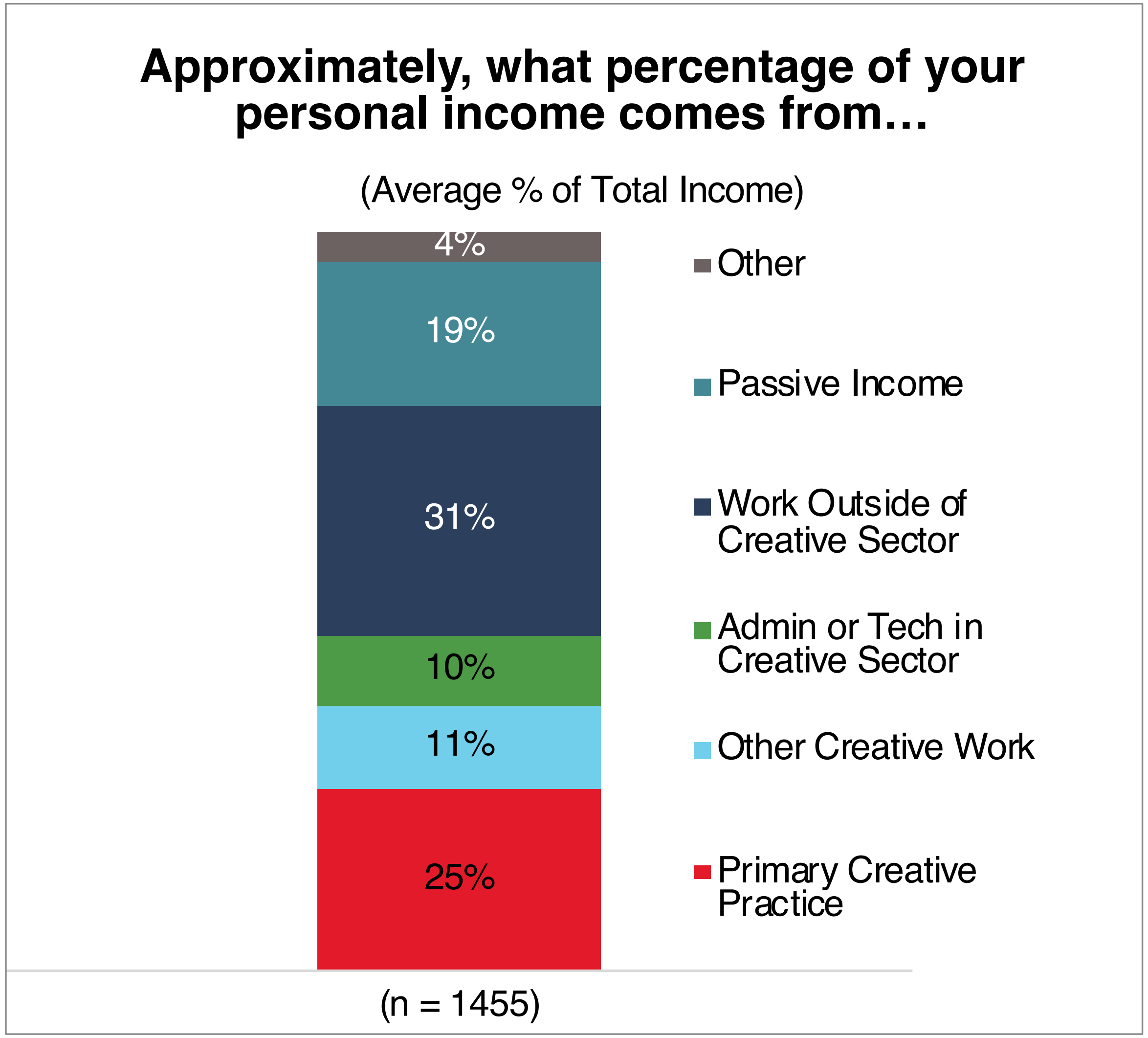
3. More than one-third are struggling financially.

- 36% are are “just getting by” or “finding it difficult to get by.”
- For Career Creatives that’s 42%.

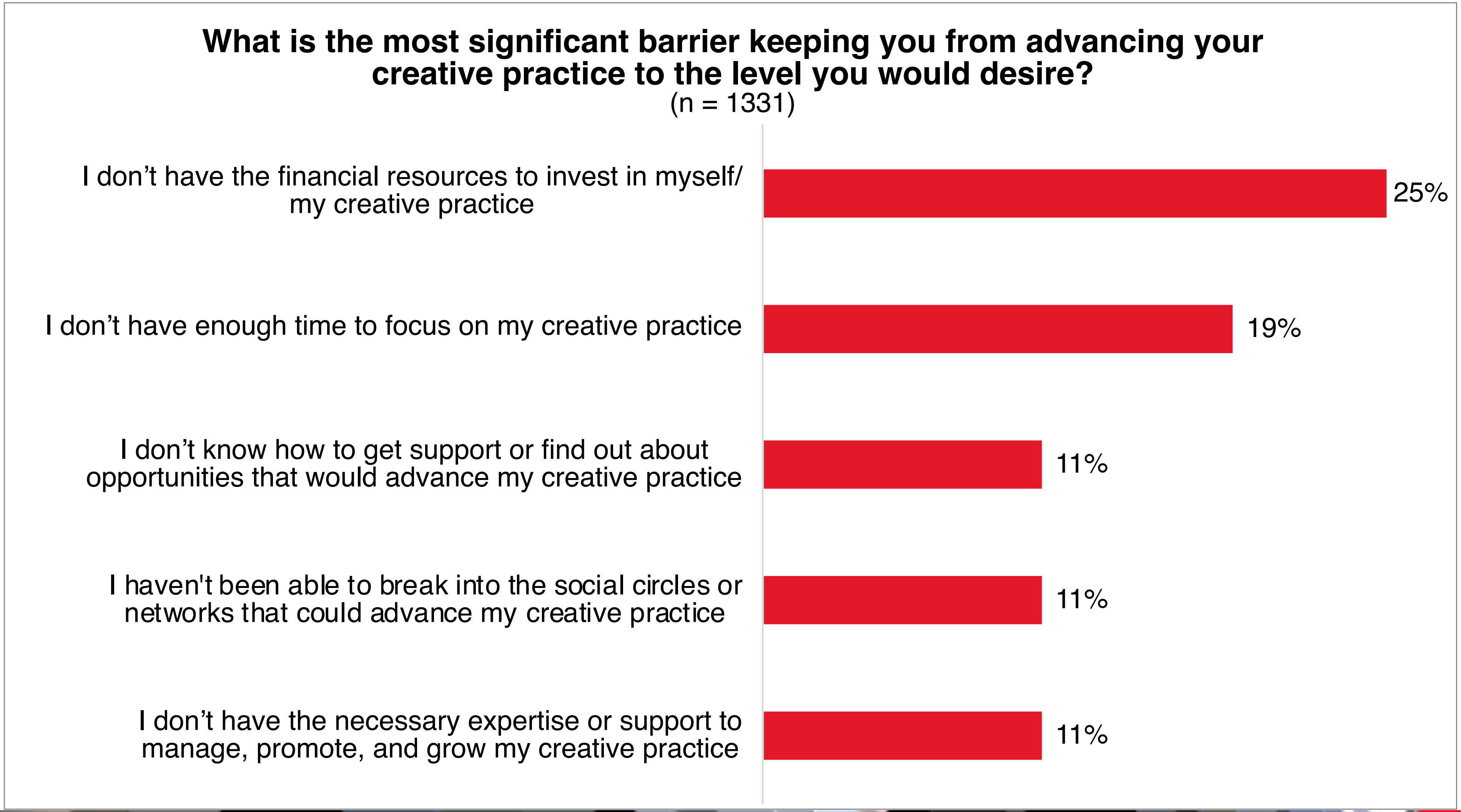


4. Respondents piece together their incomes from multiple sources within and outside of the creative sector.

- On average, respondents receive 31% of their income from work outside of the Creative Sector, and 25% from their creative practice.
- Career Creatives receive 49% of their income from their creative practice.

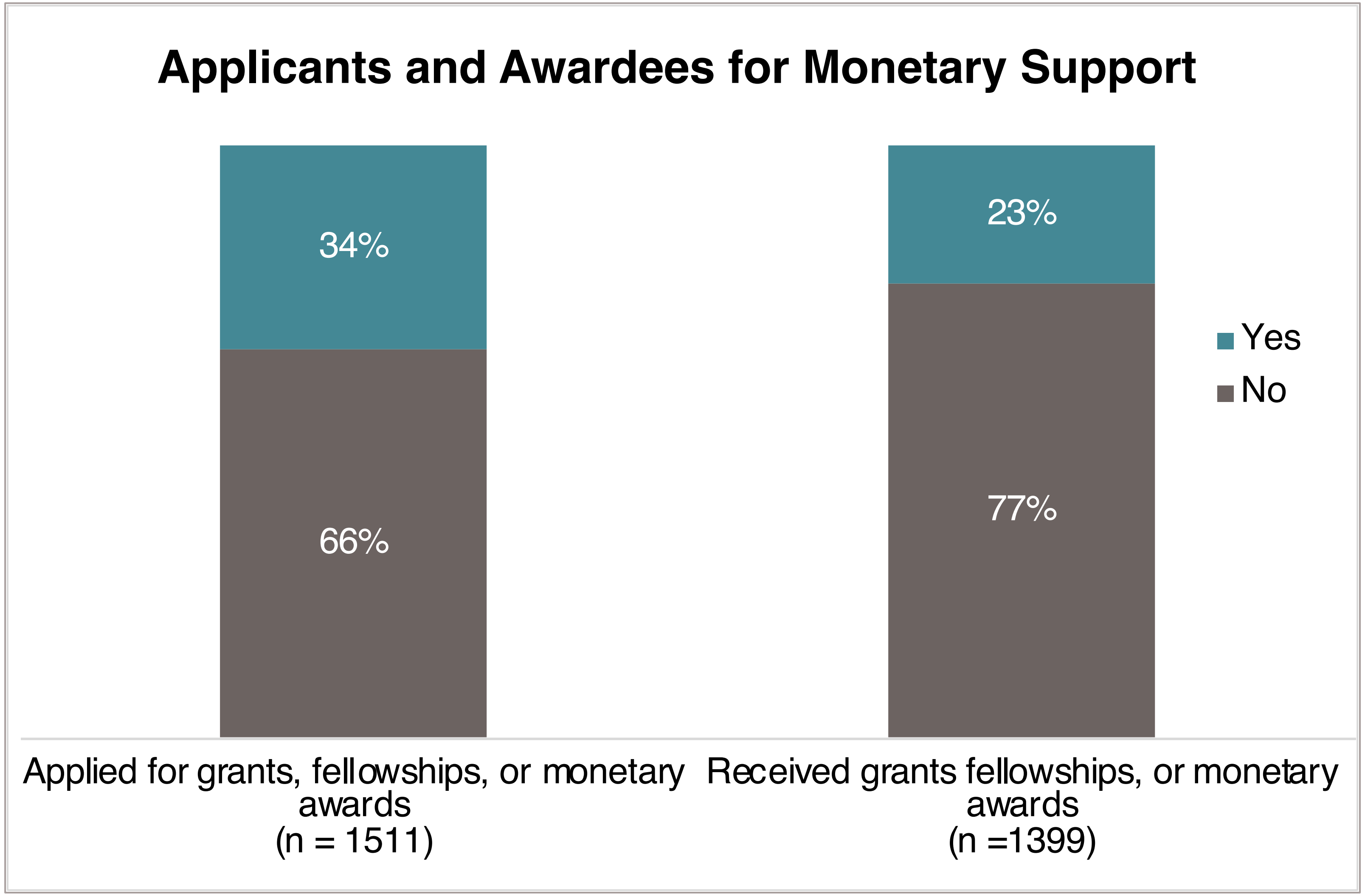


5. The greatest barrier respondents experience is the lack of resources to invest in their creative practice.

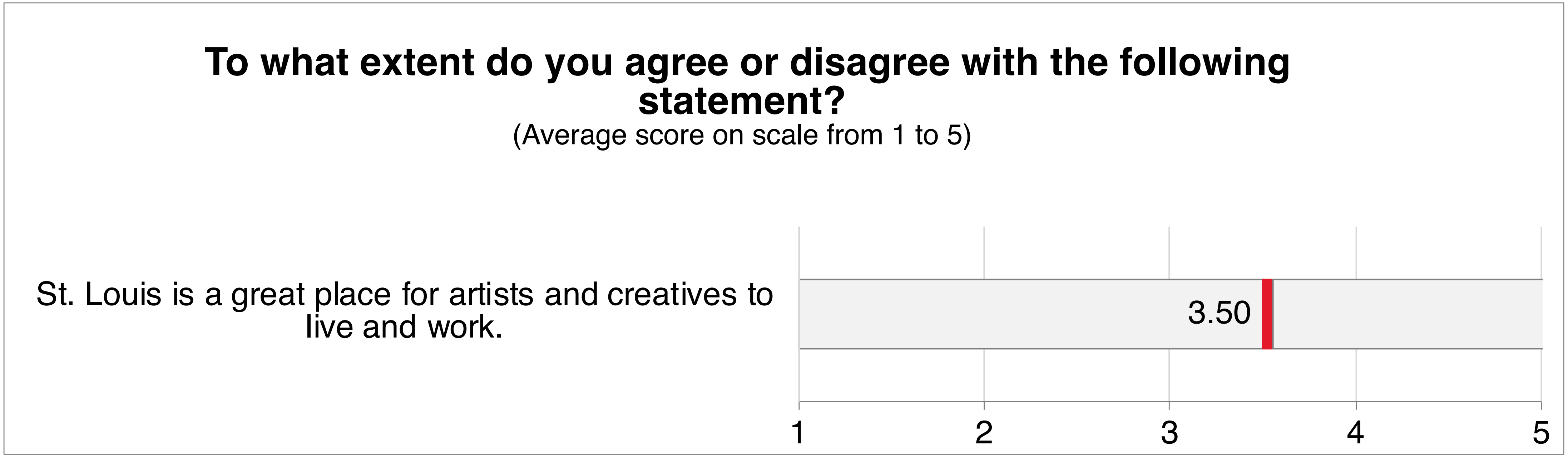


6. Grants, fellowships and monetary awards have limited reach.

- Only 34% applied for a grant, fellowship, or monetary award over the past 3 years. 23% were successful.
- Among Career Creatives, 44% applied and 30% were successful.



7. Respondents tend to agree that St. Louis is a great place for artists and creatives to live and work.



"We all feel like the ground is fertile. Something is going to pop off here pretty soon, so that's why I'm putting down roots."

— Sound Engineer

Implications

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1. Understanding Racial Inequities in the Creative Sector

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2. Investing in Creatives

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3. Investing in Networks

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1. Understanding Racial Inequities in the Creative Sector
2. Investing in Creatives
3. Investing in Networks
4. Cross-Sector Collaboration

Resources

1. Report (with Executive Summary)
2. 2 Videos
3. Topline data on
    - Creative Practice
    - Career & Income
    - Financial Stability
    - Training & Support Services
    - Assessment of St. Louis
    - Demographics

Thank You