



# 2021-2022 SURVEY

Summary of 41 Responses to a 12 Question Online Survey

Submitted to the OAG Board  
by Barbara Fife  
August 12, 2021

## BACKGROUND

The Board decided at the June 2021 meeting to survey the membership for their input to help plan meetings, programs, exhibits and other activities for the 2021-2022 season. The survey was to be conducted online using the service SurveyMonkey.com.

Questions for the survey were submitted by Board Members. President Lee Asta proposed guidelines for the direction and content of the survey.

Barbara Fife organized the input into 12 questions on SurveyMonkey. Sixty-five email addresses from a Membership Roster provided by Membership Chairperson Heather Doherty comprised the mailing list. Email invitations from SurveyMonkey were sent, and reminder notices were sent at weekly intervals to those who had not completed the Survey.

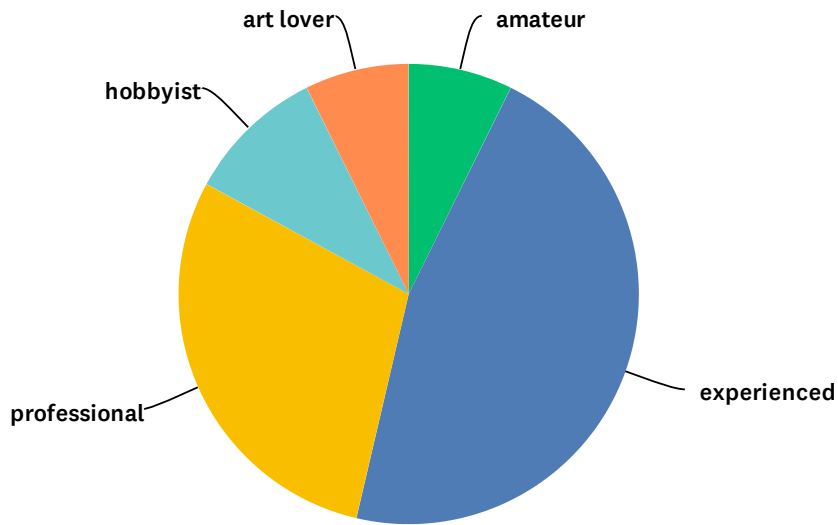
Of the 65 persons who received Survey invitations, 41 completed the survey, a 63% return.

The following report is summary of the 41 responses to each of the 12 survey questions.

Individual responses are not included in this report to protect the privacy of our members.

## Q1 How would you describe yourself as an artist?

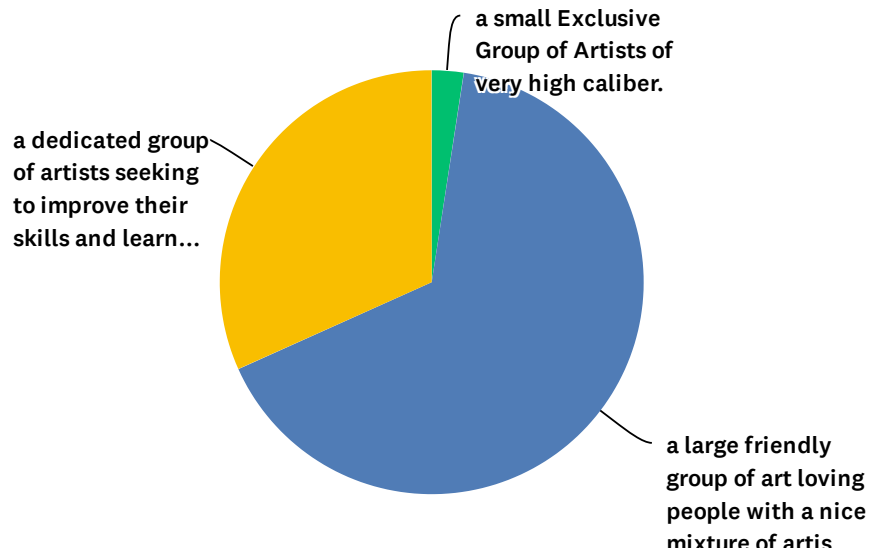
Answered: 41 Skipped: 0



ANSWER CHOICES	RESPONSES	
amateur	7.32%	3
experienced	46.34%	19
professional	29.27%	12
hobbyist	9.76%	4
art lover	7.32%	3
<b>TOTAL</b>		<b>41</b>

## Q2 How do you prefer the Ocala Art Group be perceived?

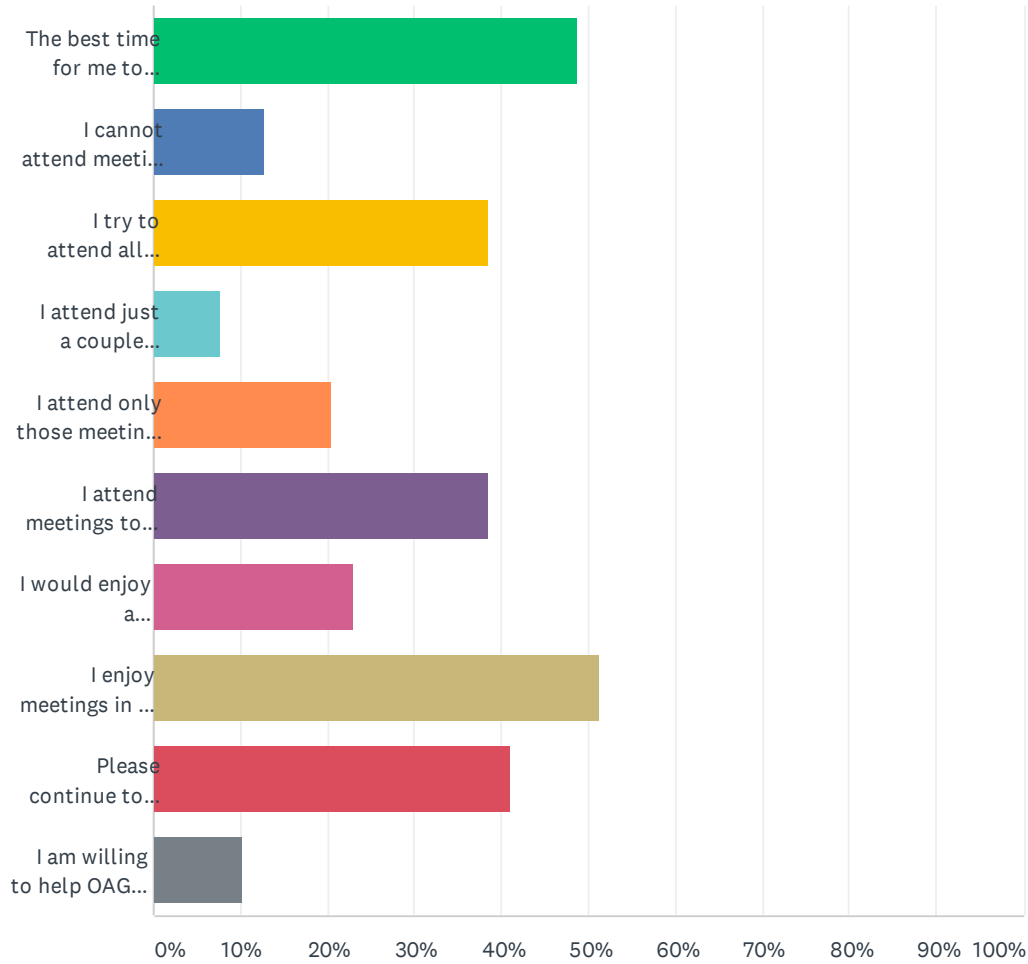
Answered: 41 Skipped: 0



ANSWER CHOICES	RESPONSES	
a small Exclusive Group of Artists of very high caliber.	2.44%	1
a large friendly group of art loving people with a nice mixture of artistic skills.	65.85%	27
a dedicated group of artists seeking to improve their skills and learn ways to market their art	31.71%	13
TOTAL		41

### Q3 MEETINGS: please check all that apply:

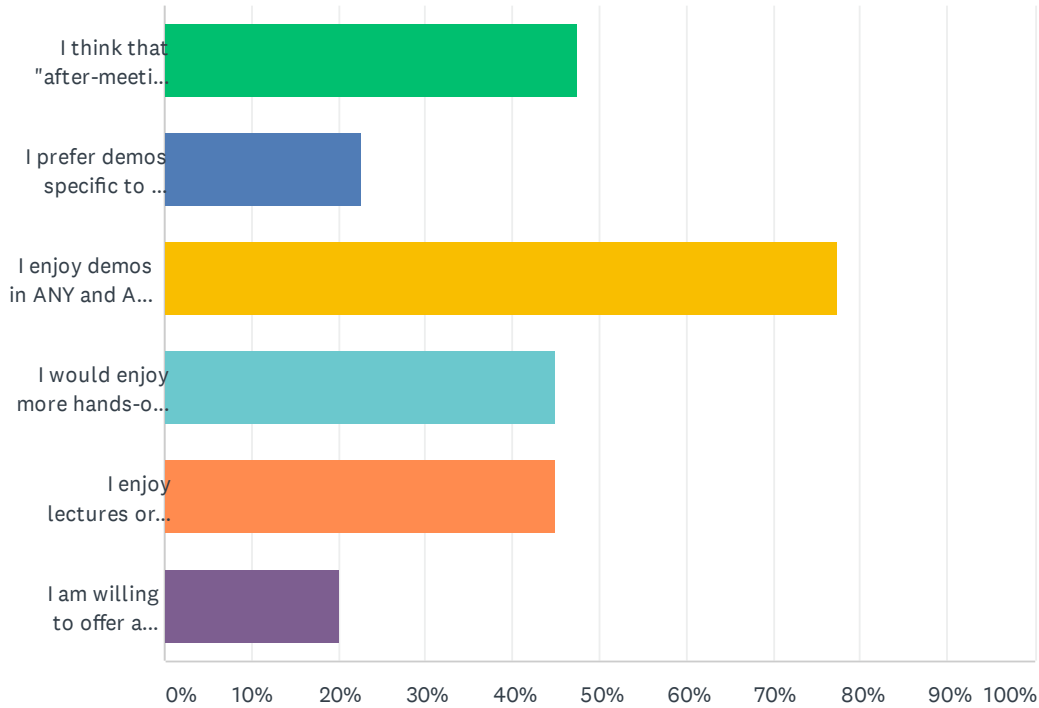
Answered: 39 Skipped: 2



ANSWER CHOICES	RESPONSES	
The best time for me to attend a meeting is 11 AM- 2 PM	48.72%	19
I cannot attend meetings because of my work schedule.	12.82%	5
I try to attend all monthly meetings.	38.46%	15
I attend just a couple meeting each year.	7.69%	3
I attend only those meetings and demonstrations/programs that interest me.	20.51%	8
I attend meetings to socialize with other artists.	38.46%	15
I would enjoy a meeting/program at a restaurant while we buy lunch.	23.08%	9
I enjoy meetings in the art environment of Brick City Art Center Gallery.	51.28%	20
Please continue to work with the Appleton Museum to hold OAG meetings and exhibits there again.	41.03%	16
I am willing to help OAG raise the necessary income to covers the costs of rental space for meetings and workshops.	10.26%	4
Total Respondents: 39		

## Q4 DEMONSTRATIONS/ PROGRAMS: Please check all that apply.

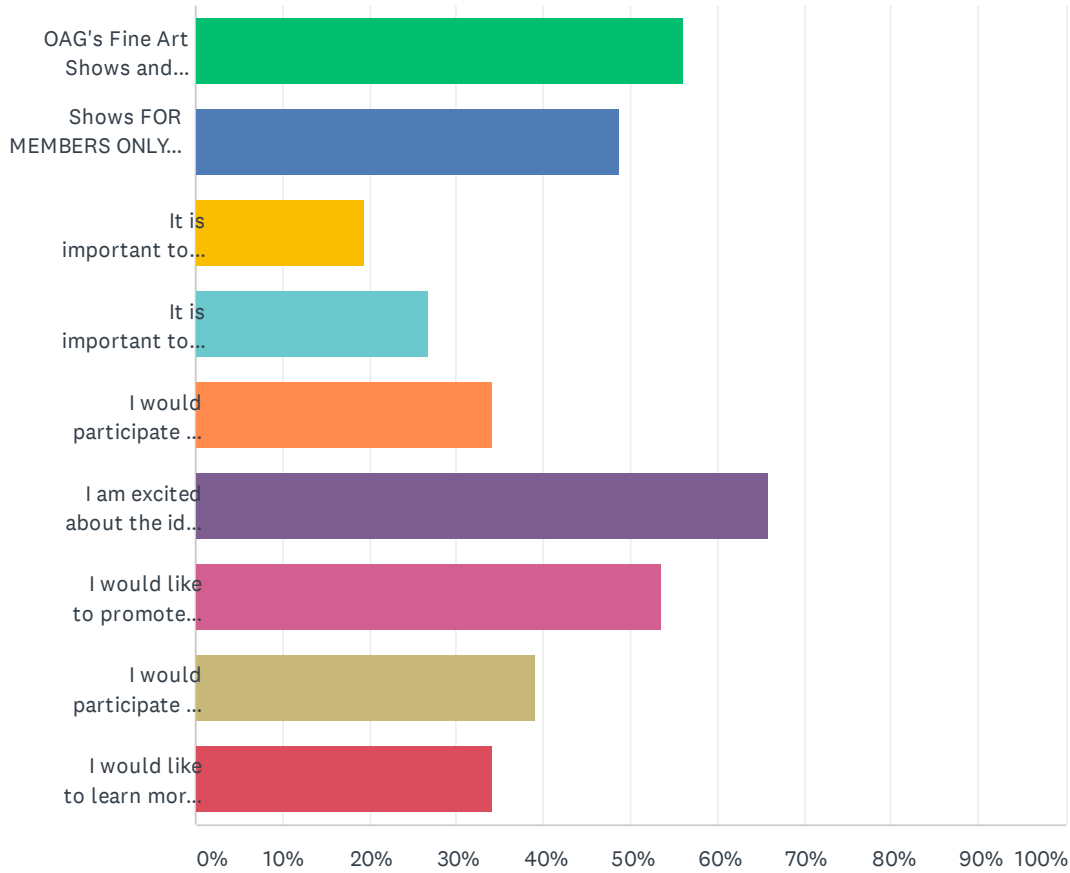
Answered: 40 Skipped: 1



ANSWER CHOICES	RESPONSES	
I think that "after-meeting" demonstrations are very important.	47.50%	19
I prefer demos specific to my preferred mediums and interests.	22.50%	9
I enjoy demos in ANY and ALL mediums to broaden my knowledge.	77.50%	31
I would enjoy more hands-on "mini workshop" style programs.	45.00%	18
I enjoy lectures or presentations on art topics	45.00%	18
I am willing to offer a demonstration about my art process or a special art topic.	20.00%	8
Total Respondents: 40		

## Q5 EXHIBITS: Please check all that apply.

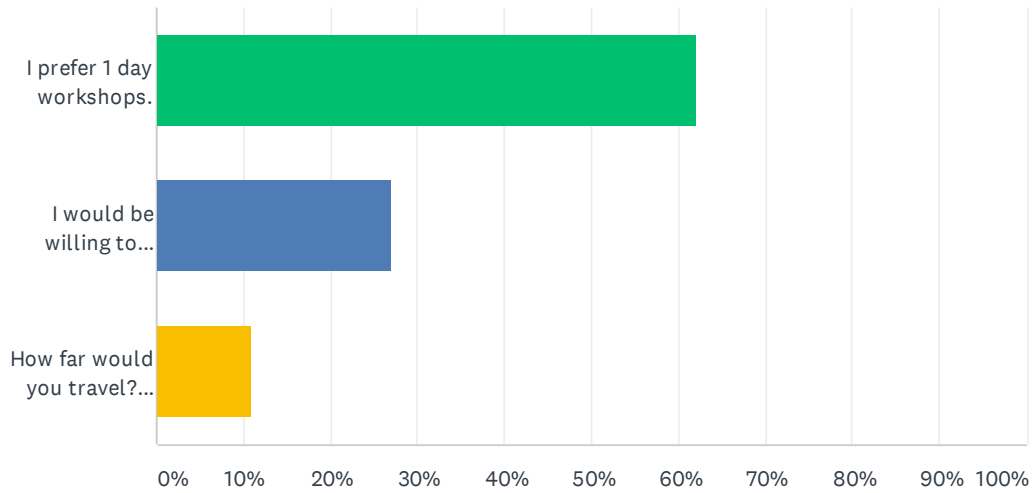
Answered: 41 Skipped: 0



ANSWER CHOICES	RESPONSES
OAG's Fine Art Shows and Exhibits should be FOR MEMBERS ONLY.	56.10% 23
Shows FOR MEMBERS ONLY attract new artists and increase membership	48.78% 20
It is important to me that Ribbon Awards and monetary prizes be awarded at major Exhibits.	19.51% 8
It is important to me to receive recognition from fellow artists at shows and exhibits.	26.83% 11
I would participate in an outdoor Fine Art Show on the Square in downtown Ocala, once or twice a year.	34.15% 14
I am excited about the idea of POP-UP shows, possibly at the new Hilton Hotel in downtown Ocala or at the new World Equestrian Center. Count me in!!!!	65.85% 27
I would like to promote samples of my work in a Members' Gallery webpage on the OAG website.	53.66% 22
I would participate in more online/virtual exhibits on the OAG website to promote my work.	39.02% 16
I would like to learn more about other online opportunities like FASO to show and sell my art work.	34.15% 14
Total Respondents: 41	

## Q6 WORKSHOPS sponsored by OAG

Answered: 37 Skipped: 4

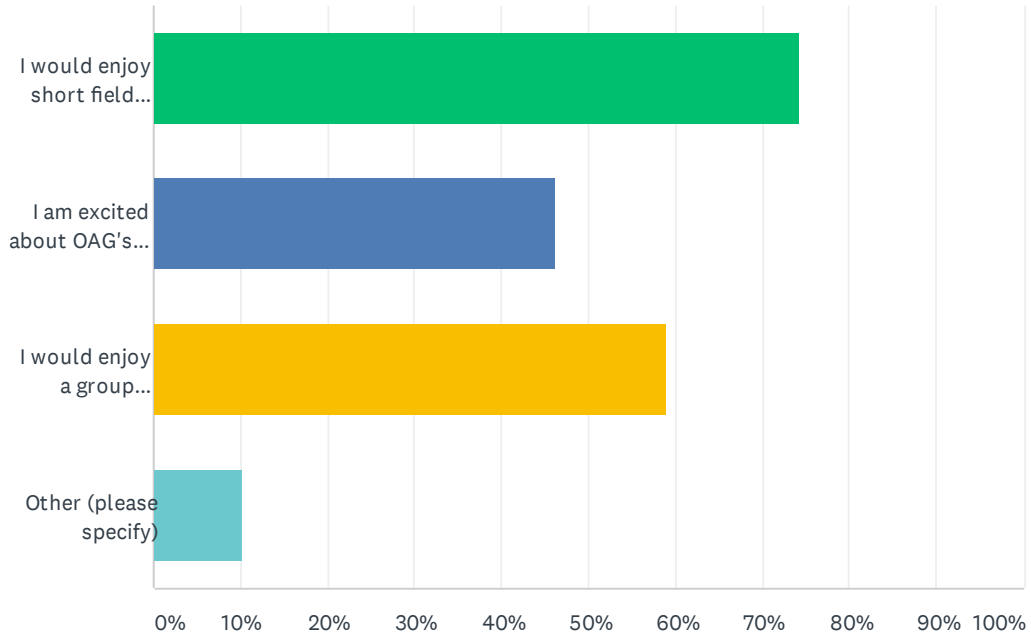


ANSWER CHOICES	RESPONSES	
I prefer 1 day workshops.	62.16%	23
I would be willing to attend 2-3 day workshop by a nationally renowned artist.	27.03%	10
How far would you travel? Cost you would pay?	10.81%	4
<b>TOTAL</b>		<b>37</b>



## Q7 ART-VENTURES: Please check all that apply.

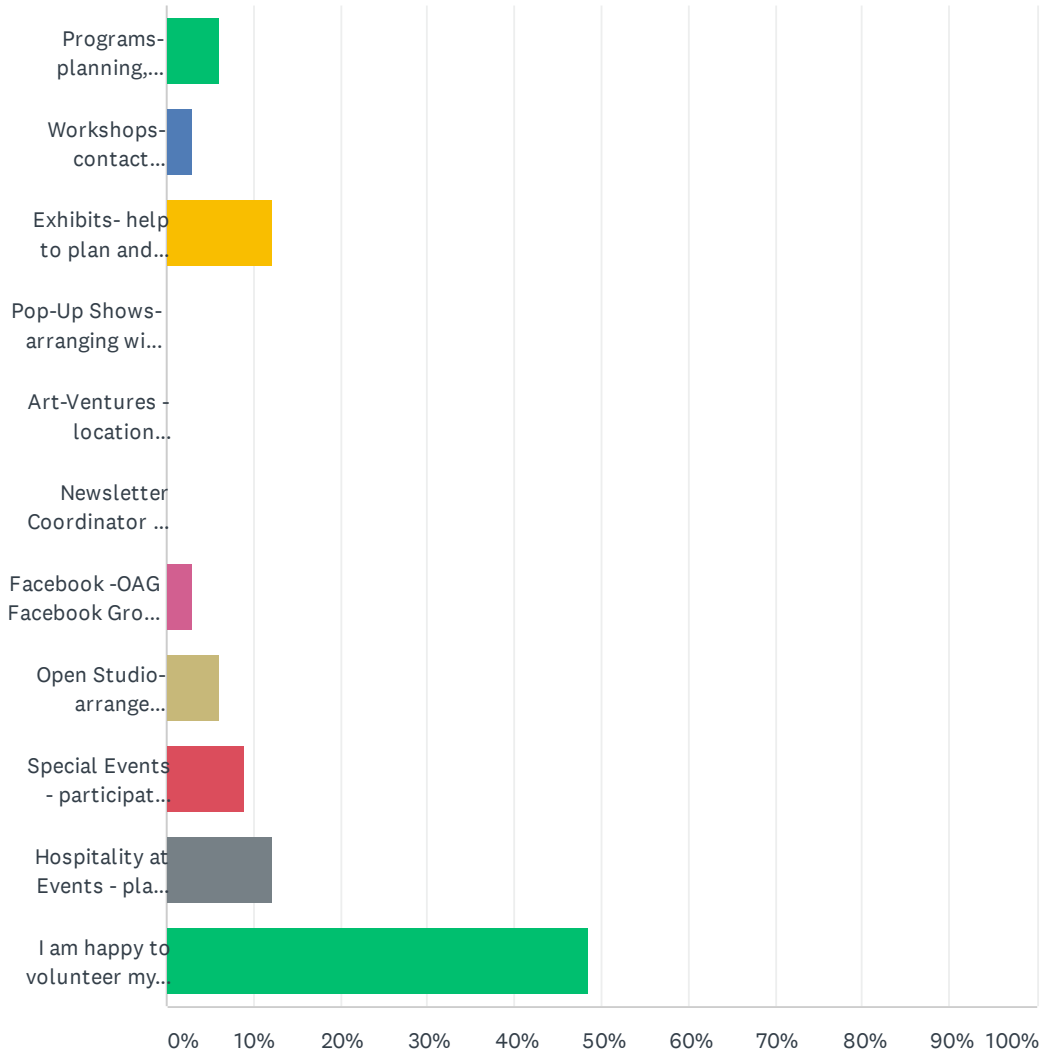
Answered: 39 Skipped: 2



ANSWER CHOICES	RESPONSES	
I would enjoy short field trips to nearby art-related locations.	74.36%	29
I am excited about OAG's planned visit to the new World Equestrian Center in Ocala.	46.15%	18
I would enjoy a group PAINT-IN or PHOTO SHOOT at a local horse farm, historic building, town, etc.	58.97%	23
Other (please specify)	10.26%	4
Total Respondents: 39		

Q8 Active involved membership is very rewarding. There are opportunities to meet many artists and make professional contacts. Please check the volunteer position that interests you.

Answered: 33 Skipped: 8

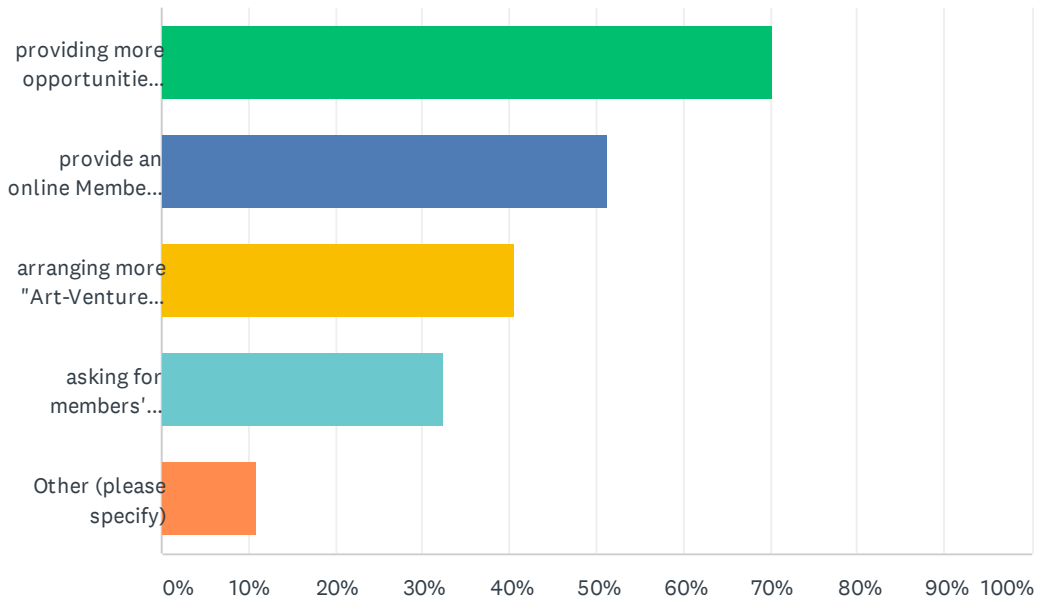


## Ocala Art Group Survey 2021-2022

ANSWER CHOICES	RESPONSES	
Programs- planning, contacting presenters, promoting,	6.06%	2
Workshops- contact artists, arrange workshop location, schedule, promotion, etc.	3.03%	1
Exhibits- help to plan and organize all phases of the exhibit.	12.12%	4
Pop-Up Shows- arranging with venues, planning, promoting, etc	0.00%	0
Art-Ventures - location choices, planning, etc.	0.00%	0
Newsletter Coordinator - collect information to give to the OAG newsletter editor	0.00%	0
Facebook -OAG Facebook Group manager	3.03%	1
Open Studio- arrange location and schedule monthly painting get-togethers	6.06%	2
Special Events - participate on a committee to plan a Special Event.	9.09%	3
Hospitality at Events - plan/ arrange for refreshments, etc for exhibits and events.	12.12%	4
I am happy to volunteer my skills to help with	48.48%	16
<b>TOTAL</b>		<b>33</b>

### Q9 OAG can benefit me as an artist by .. (check all that apply).

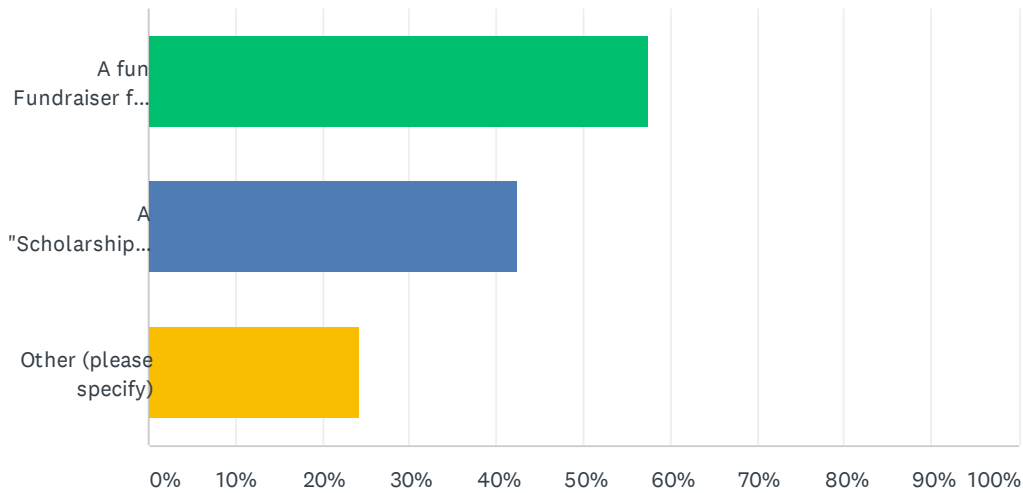
Answered: 37 Skipped: 4



ANSWER CHOICES	RESPONSES	
providing more opportunities to EXHIBIT my work in gallery spaces and POP-UP venues.	70.27%	26
provide an online Members' Gallery to showcase a few samples of members' art work.	51.35%	19
arranging more "Art-Ventures" and informal social events	40.54%	15
asking for members' suggestions and listening to members.	32.43%	12
Other (please specify)	10.81%	4
Total Respondents: 37		

## Q10 GIVING BACK TO COMMUNITY - SPECIAL ART PROJECTS- I would like to see...

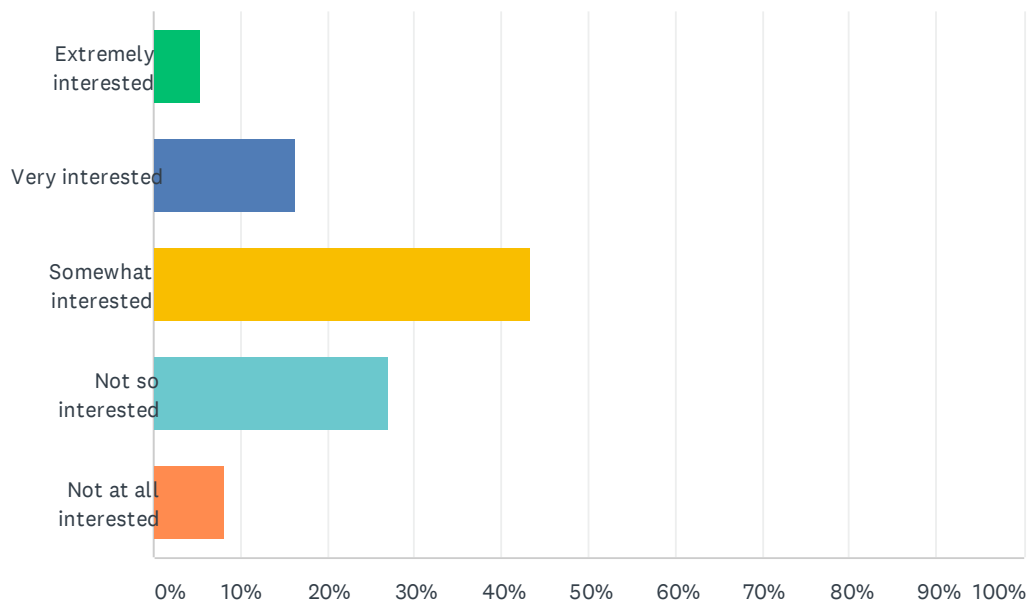
Answered: 33 Skipped: 8



ANSWER CHOICES	RESPONSES	
A fun Fundraiser for OAG, The Brick, The Appleton, some special cause like the homeless, veterans, etc.	57.58%	19
A "Scholarship" for new artists ( graduates 18 years or older ready to work as artists) to receive an OAG membership for 1 year and all entries to OAG shows for the year.	42.42%	14
Other (please specify)	24.24%	8
Total Respondents: 33		

**Q11 OAG is considering SOCIAL MIXERS FOR YOUNG AND MATURE ARTISTS so that all can learn from the others, to develop relationships between young and mature artists via occasional Saturday or Sunday mixers/meetings/demos, etc. starting out ONCE A YEAR and possibly developing to every 3-4 months.**

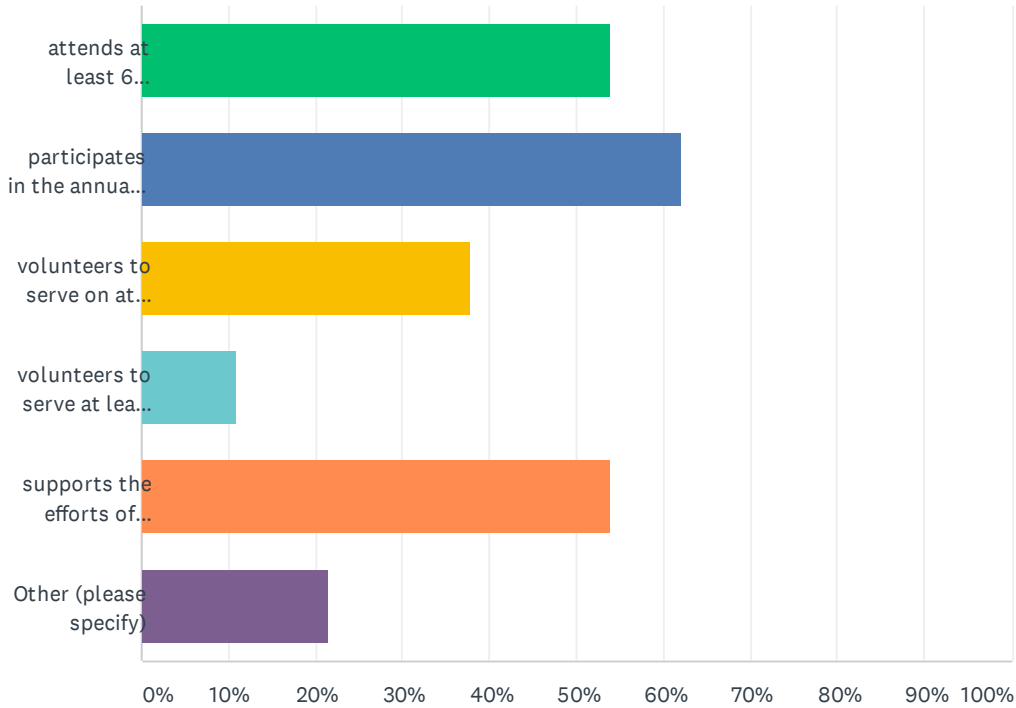
Answered: 37 Skipped: 4



ANSWER CHOICES	RESPONSES	
Extremely interested	5.41%	2
Very interested	16.22%	6
Somewhat interested	43.24%	16
Not so interested	27.03%	10
Not at all interested	8.11%	3
<b>TOTAL</b>		<b>37</b>

## Q12 A Good Member of OAG.. (check all that apply)

Answered: 37 Skipped: 4



ANSWER CHOICES	RESPONSES	
attends at least 6 meetings annually	54.05%	20
participates in the annual fine art exhibits	62.16%	23
volunteers to serve on at least one of the many committees during the year	37.84%	14
volunteers to serve at least one term on the Executive Board	10.81%	4
supports the efforts of special committees by regularly participating in other events and shows	54.05%	20
Other (please specify)	21.62%	8
Total Respondents: 37		