**Introduction and Screening**

Hello, this is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, calling for OpinionWorks, an independent research firm. We are conducting a brief survey on quality of life here in Maryland. May I please speak with the youngest adult who is at home right now? *(Only if necessary in response to a question about the survey’s purpose):* The State Arts Council is looking at the role that imagination and creativity play in the lives of individual Marylanders like you.

*(If necessary):*

S1. Can I confirm, are you at least 18 years of age?

Yes *(Continue.)*

No/Not sure/Refused *(Seek qualifying household member.)*

S2. In what Maryland county do you live?

1 Allegany

2 Anne Arundel

3 Baltimore City *(clarify City, not County)*

4 Baltimore County *(clarify County, not City)*

5 Calvert

6 Caroline

7 Carroll

8 Cecil

9 Charles

10 Dorchester

11 Frederick

12 Garrett

13 Harford

14 Howard

15 Kent

16 Montgomery

17 Prince George’s

18 Queen Anne’s

19 St. Mary’s

20 Somerset

21 Talbot

22 Washington

23 Wicomico

24 Worcester

98 Does not live in Maryland/Names another county *(Thank and terminate.)*

99 Not sure/Refused *(Thank and terminate.)*

**Basic Impressions**

*(Ask of random ½ of the sample):*

1. When someone uses the term “the Arts,” what comes to mind for you? *(Open-ended; clarify.)*

98 Mentions something *(Specify.)*

99 Nothing comes to mind/Not sure

*(All):*

1. Would you say the Arts here in Maryland touch your life, or not?

1 Yes

3 No

9 Not sure

**Personal Connection to the Arts**

**Creators of Art**

1. Would you consider yourself to be either an active or an aspiring artist, in other words engaged in some way as a creator or performer of art, music, dance, theater, film, writing, or something similar?

1 Yes *(Continue.)*

2 No *(Skip to Q6.)*

9 Not sure/Refused *(Skip to Q6.)*

*(If yes):*

1. What is your specific area of interest in the arts? *(Only read list if necessary to clarify question; allow multiple responses but do not prompt for multiple.)*

1 Architecture/Interior design

2 Costume/Sets/Lighting, etc.

3 Dance

4 Digital media

5 Drawing/Cartooning

6 Fashion design

7 Filmmaking

8 Fine art/painting/drawing

9 Food/Culinary arts

10 Gaming/Videogames

11 Jewelry

12 Metal work/Forging

13 Music/instrumental

14 Photography/Digital photography

15 Poetry/Storytelling/Spoken Performance

16 Pottery/Glassmaking/Mosaic

17 Sculpture

18 Sewing/Knitting/Quilting/Weaving/Textiles

19 Singing/Music/Vocal

20 Theatre/Acting

21 Video

22 Web design

23 Woodworking/Carving

24 Writing

98 Or something else *(Specify.)*

99 *(Do not read):* Not sure/Refused

1. Would you say you are pursuing your art as…? *(Read list.)*

Your full-time pursuit

On a part-time basis, or

Mainly as a hobby in your spare time

*(Do not read):*

Other *(Specify.)*

Not sure

*(Skip to Q8.)*

*(If no or not sure/refused in Q.3):*

1. How much of your spare time you do spend doing any of these things? A lot, some, or not at all? *(Read and randomize list.)*
   1. Drawing, painting, or taking photographs as a hobby
   2. Singing or playing an instrument
   3. Dancing
   4. Working on crafts
   5. Writing creatively
   6. Knitting, sewing, or working with textiles
   7. Woodworking, pottery, ceramics, or jewelry-making
   8. Participating in community theatre or re-enactments
   9. Making videos or digital works

1 A lot

2 Some

3 Not at all

9 Not sure/Refused

1. Do you work? *(If yes):* In your work, do you feel that you employ one or more of the creative disciplines we have discussed, or don’t you feel art is part of your work?

1 Do not work

2 Work and employ creative discipline

3 Work but do not employ creative discipline

4 Work, not sure about creative content

5 Refused/not sure about work status

**Observers of Art**

*(All):*

1. Thinking back over the past year, have you attended, visited, or seen any of these things in Maryland, outside of Maryland, or not at all? *(Read and randomize list; code only one. If both inside and outside Maryland, code in Maryland.)*
2. An art museum
3. A live musical performance
4. A live theatre or dance performance
5. An art gallery or artisans coop
6. A movie
7. A poetry reading or open mike night
8. Stand-up comedy
9. Outdoor sculpture or other public art displays
10. Street musicians or performers
11. Art festivals or art fairs
12. On-line art experiences or crowd sourcing

1 Yes, in Maryland

2 Yes, outside Maryland

3 Not at all

9 Not sure

**Valuing the Arts**

1. If you were to consider “the Arts” to include all of the forms of expression and creativity we have discussed, would you say the Arts here in Maryland touch your life, or not? *(If touched):* Do the Arts touch your life a little or a lot?

1 Do not touch life

2 A little

3 A lot

9 Not sure/Refused

*(If no or not sure in Q3):*

1. Is there a type of artistic or creative expression that personally interests you the most? *(Only read list if necessary to clarify question; allow multiple responses but do not prompt for multiple.)*

1 Architecture/Interior design

2 Costume/Sets/Lighting, etc.

3 Dance

4 Digital media

5 Drawing/Cartooning

6 Fashion design

7 Filmmaking

8 Fine art/painting/drawing

9 Food/Culinary arts

10 Gaming/Videogames

11 Jewelry

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18 Sewing/Knitting/Quilting/Weaving/Textiles

19 Singing/Music/Vocal

20 Theatre/Acting

21 Video

22 Web design

23 Woodworking/Carving

24 Writing

98 Or something else *(Specify.)*

99 *(Do not read):* Not sure/Refused

*(All):*

1. I’d like you to think back for a minute to an artistic expression that you experienced recently – one that made an impact on you. Using just a word or a short phrase, how did it make you feel?

98 Mentions something *(Specify.)*

99 Nothing comes to mind/Not sure

1. I’d like to read you a few statements and ask you to tell me if you agree or disagree. Please use this scale: Strongly agree, somewhat agree, neither, somewhat disagree, strongly disagree. The first is… *(Read and randomize list.)*
2. My life is made more interesting by the Arts.
3. A vibrant Arts community makes Maryland a better place to live.
4. The State of Maryland and its local communities should encourage art and creativity.
5. Art should be taught in every grade level of our schools along with core subjects like “stem,” which is science, technology, engineering, and math.
6. Schools should provide more exposure to the Arts for our young people.
7. I am glad just to know there are some leading Arts institutions in our state, even if I can’t always attend them.
8. I would like Maryland to be known as a place where artists can be successful.
9. Encouraging our children to imagine and be creative will help them in other ways in life.
10. Artistic expression keeps me in touch with my cultural identity.

1 Strongly disagree

2 Somewhat disagree

3 Neither agree nor disagree

4 Somewhat agree

5 Strongly agree

9 Not sure/Refused

**Rating Maryland**

1. In general, how would you rate the Arts in Maryland on each of the following on a 1 to 5 scale with 5 being excellent and 1 being poor? You can use any number. *(Read and randomize list.)*
2. Affordability
3. Access, or location
4. Diversity, or range of offerings
5. Quantity, or frequency
6. Quality, or artistic excellence

1 1 (Poor)

2 2

3 3

4 4

5 5

9 Not sure/Refused

*(Ask of random ½ of the sample):*

1. Besides cost, what are the biggest reasons you do not attend more arts-related activities in your local area? *(Open-ended; clarify.)*

1 Lack of time

98 Mentions something else *(Specify.)*

99 Nothing/Not sure

1. Should the State of Maryland be doing anything to encourage and promote artistic expression and access to the arts?

1 Yes

2 No *(Skip to Q17.)*

9 Not sure *(Skip to Q17.)*

*(If yes):*

1. What would you like to see them do?

98 Mentions something *(Specify.)*

99 Nothing comes to mind/Not sure

*(All):*

1. Have you ever heard of the Maryland State Arts Council?

1 Yes, heard of

2 No

9 Not sure

**Characteristics**

1. These last few questions are to classify the survey only. What is your age? Is it…? *(Read categories.)*

1 Less than 30

2 30 – 44

3 45 – 54

4 55 – 64

4 65 or over

*(Do not read):*

9 Not sure/Refused

1. What is the last grade in school that you completed?

1 Less than high school degree

2 12th grade/High school diploma

3 Some college

4 4-year degree

5 Graduate work

9 Not sure/Refused

1. Do you have children under the age of 18 living at home?

1 Yes

2 No

9 Not sure/Refused

1. What is your race or ethnic background? Is it *(randomize):* [White, African-American, Hispanic or Latino, Asian, mixed race] or some other?

1 White

2 African-American

3 Hispanic/Latino

4 Asian

5 Mixed race

8 Other

9 Not sure/Refused

1. Finally, just to help us tabulate our results, what was the total income before taxes of all members of your household last year? Was it less than $25,000, 25 to less than $50,000, 50 to less than $75,000, 75 to less than $100,000, 100 to less than $150,000, or $150,000 or more?

1 Less than $25,000

2 $25 - $49,999

3 $50 - $74,999

4 $75 - $99,999

5 $100 - $149,999

6 $150,000 or more

9 Not sure/Refused

*(Not asked; by observation):*

1. Gender

1 Male

2 Female

That’s all the questions I have for you. Thank you for your time. Goodbye.