

The Maryland State Arts Council commissioned this representative statewide survey to understand the public's perceptions of, engagement with, and priorities for the Arts in Maryland.

OpinionWorks, LLC, an independent research firm based in Annapolis, designed and conducted this survey. A random sampling of 800 adult residents of the State were interviewed by telephone May 8-12, 2013, with a questionnaire that averaged 9 minutes in length.

The results of this survey are accurate within a confidence interval of  $\pm 3.5\%$  at the 95% confidence level, meaning that the true results would differ from the survey by no more than that amount in at least 19 out of 20 cases, if every adult resident of the state had been interviewed.

Our report follows.

## **Overview**

**This study produces a number of clear and striking findings:**

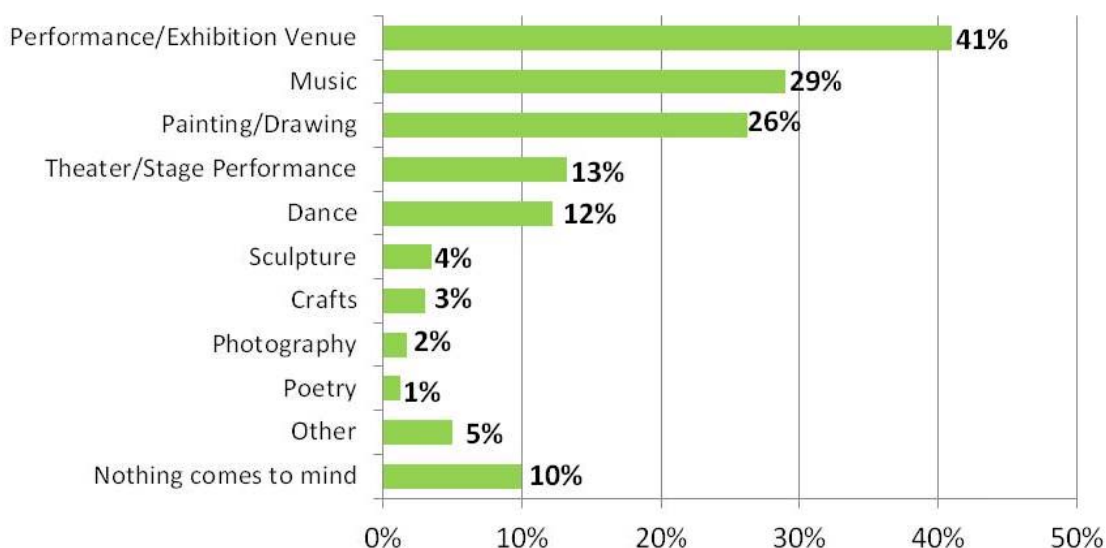
- One-quarter of Maryland adults consider themselves to be active or aspiring artists.
- Of those, one-tenth are pursuing their art as a full-time endeavor, and another one-sixth are doing so on a part-time basis. That translates to 7% of the State's population who are pursuing art on at least a part-time basis.
- Among self-described non-artists, an overwhelming 83% are engaged in various forms of artistic expression in their spare time.
- Marylanders are finding many ways to experience artistic expression in Maryland.
- By their own assessment, six in ten residents statewide say the Arts in Maryland touch their lives.
- They describe profound and moving emotions when they encounter artistic expression. Their feelings are overwhelmingly positive, evocative, and personal.
- The public in Maryland places an extremely high priority on bringing children in contact with the Arts. Marylanders want art to be a core subject in school like science, technology, engineering, and math.
- Citizens overwhelmingly see a role for the State in encouraging art and creativity. They want the State to foster the engagement of children with the Arts, to advertise and promote the Arts opportunities that exist, and to provide direct support to help artists and arts organizations and events flourish.
- Marylanders want their state to be a place where artists can succeed, and where Arts institutions can thrive.
- The public rates the quality and diversity of artistic expression highly. They remain positive but have some concerns about the accessibility of the Arts, particularly in the more rural parts of the State.

More detailed findings are found on the following pages.

### **Basic Impressions of the Arts**

The term “the Arts” brings to mind for Marylanders a variety of very distinct impressions. When asked in an open-ended way to offer their impressions of the Arts, four in ten Marylanders surveyed (41%) named specific performance or exhibition venues, or a general category such as “museums” or “theaters” where they might go to experience art.

## Maryland Statewide Survey on the Arts What “the Arts” Bring to Mind



Q.1 “When someone uses the term ‘the Arts,’ what comes to mind for you?” (open-ended)

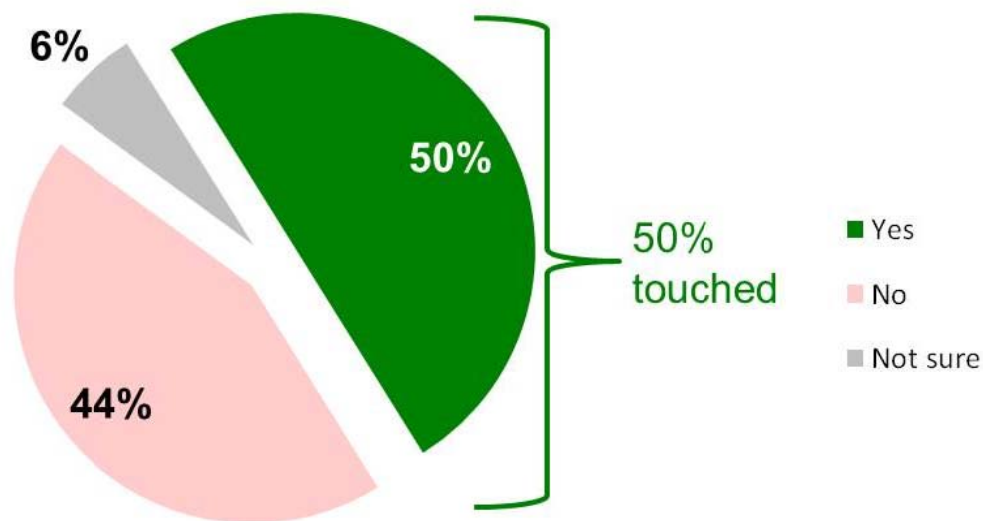
Most of the rest named specific disciplines. Music was the category most often mentioned at 29%, followed closely by painting and drawing (26%). The performance arts of theater (13%) and dance (12%) were next. Several other pursuits followed at 4% or less, including sculpture (4%), crafts (3%), photography (2%), and poetry (1%).

Only one in ten (10%) said they had no specific impressions, or were not sure what was meant by “the Arts.”

Based on this understand of what they see as “the Arts,” survey respondents were asked if they would say “the Arts here in Maryland touch your life.”

At first blush, just based on their own impressions of what constitutes the Arts, 50% of Marylanders surveyed said the Arts touch their lives. Fewer than half (44%) did not feel touched by the Arts, based on what they understand the Arts to be. The remainder (6%) said they were not sure.

## Maryland Statewide Survey on the Arts **Arts Touch Your Life: Initial View**



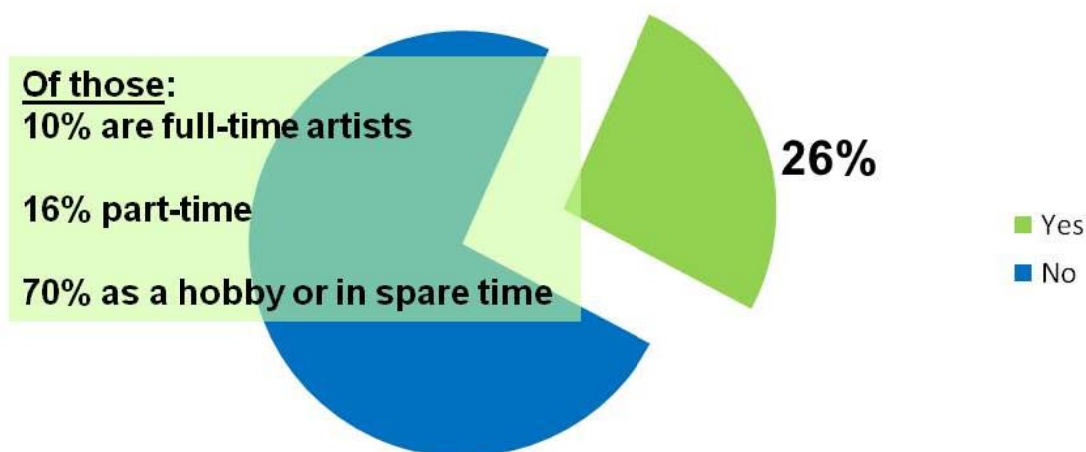
Q.2 "Would you say the Arts here in Maryland touch your life, or not?"

## Personal Connection to the Arts

### Creators of Art

Many Marylanders consider themselves to be creators of art. Fully one-fourth (26%) of all adult residents of Maryland consider themselves 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.”

## Maryland Statewide Survey on the Arts 26% are Active or Aspiring Artists



Q.5 “Would you say you are pursuing your art as your full-time pursuit, on a part-time basis, or mainly as a hobby in your spare time?”

- Of those, 10% – or about 3% of the general population of Maryland – are pursuing their art as a “full-time pursuit.”
- Another 16% of artists – or 4% of the general population – are pursuing their art “on a part-time basis.”
- Seventy percent (70%) of active or aspiring artists are pursuing their art “mainly as a hobby in (their) spare time.”

Within an overall population of artists that is 26% of the general public, people in these groups are *more likely* than average to consider themselves active or aspiring artists:

- 49% of people under the age of 30 consider themselves artists, along with
- 36% of people with household incomes under \$50,000 annually,
- 33% of African-Americans and 31% of Hispanics, and

- 31% of people without children in their households.

Less likely to view themselves as artists are Whites (22%), and people with a graduate-level education (only 14%).

The Number One pursuit of self-described artists in Maryland is instrumental music, with 31% saying that is their specific area of interest in the Arts. At 16%, Instrument music is also the top area of interest among the three-quarters of the public who do *not* consider themselves artists.

## Maryland Statewide Survey on the Arts

### Areas of Interest in the Arts

	Artists	Non-Artists
Instrumental Music	31% (1)	16% (1)
Writing	15% (2)	2% (7)
Dance	13% (3)	7% (3)
Theater/Acting	9% (4)	13% (2)
Fine art/Painting/Drawing	7% (5)	5% (5)
Poetry/Storytelling	6% (6)	2% (7)
Vocal Music	5% (7)	4% (6)
Photography	4% (8)	6% (4)
Cartooning	4% (8)	2% (7)
Fashion Design	3% (10)	*% (19)

Q.4 (self-described artists): "What is your specific area of interest in the arts?"

Q.10 (non-artists): "Is there a type of artistic or creative expression that personally interests you the most?"

Among artists, writing is the next most popular discipline at 15%, followed closely by dance (13%). Theater and acting (9%), and fine art, painting, or drawing (7%) round out the top five disciplines among artists.

Among non-artists, theater (13%) is the second leading area of interest behind instrumental music. Dance (7%), photography (6%), and fine art, painting, and drawing (5%) complete the top five areas of interest among non-artists.

One-third of non-artists (34%) said they did not have a specific area of interest in the Arts.

As just described, most non-artists in Maryland – about two-thirds of them – do have some specific areas of interest in the Arts. Many non-artists are also creating art in their spare time.

## Maryland Statewide Survey on the Arts

### Time Spent Creating by Non-Artists

	A lot	Some	Total (A lot + Some)
Drawing, painting, or taking photographs as a hobby	7%	38%	45%
Working on crafts	6%	34%	40%
Singing or playing an instrument	3%	21%	25%
Dancing	4%	20%	24%
Knitting, sewing, or working with textiles	5%	16%	22%
Writing creatively	3%	19%	22%
Woodworking, pottery, ceramics, or jewelry-making	3%	17%	21%
Making videos or digital works	1%	17%	19%
Participating in community theater or re-enactments	*%	7%	7%

Q.6 (non-artists): "How much of your spare time you do spend doing any of these things? A lot, some, or not at all?"

Nearly half (45%) of non-artists are spending "a lot" or "some" of their spare time engaged in drawing, painting, or taking photographs as a hobby. Also high on the list is "working on crafts," which 40% of Maryland non-artists spend their spare time doing.

Clustered in a strong second tier are these pursuits:

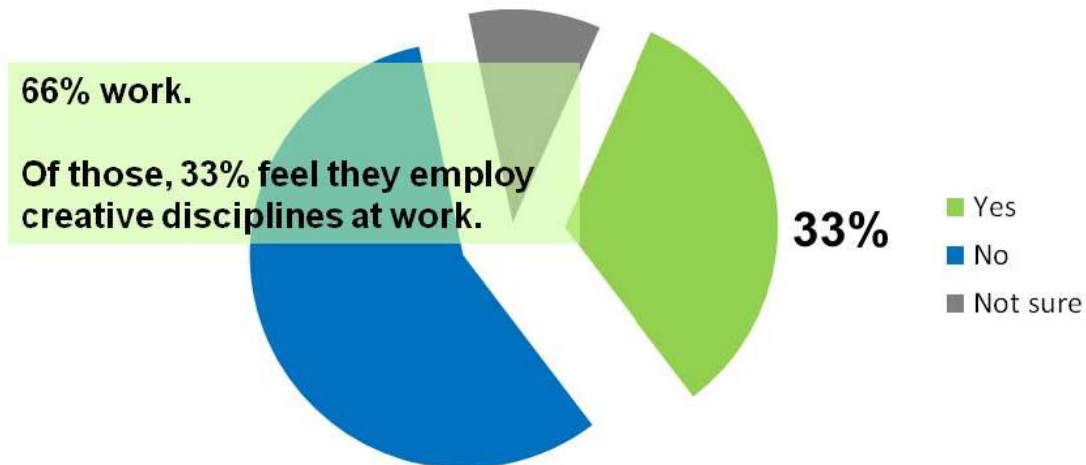
- Singing or playing an instrument (25%);
- Dancing (24%);
- Knitting, sewing, or working with textiles (22%);
- Writing creatively (22%);
- Woodworking, pottery, ceramics, or jewelry-making (21%); and
- Making videos or digital works (19%).

Of the nine specific disciplines tested, community theater or re-enactments rated the lowest with 7% participation among non-artists.

Taken together, 83% of non-artists in Maryland are engaged in one or more of these creative pursuits in their spare time.

Furthermore, one-third (33%) of workers in Maryland feel that they employ one of these creative disciplines as part of their work.

## Maryland Statewide Survey on the Arts Employing Creative Disciplines at Work



Q.7 (If working): 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?"

Considering the 26% of Marylanders who consider themselves active or aspiring artists, and the 83% of non-artists who are actively creating in their spare time, these numbers indicate just how broadly Marylanders are engaged with art and creativity.

## Observers of Art

Marylanders having many contact points with artistic expression, both within the state and when they travel.

### Maryland Statewide Survey on the Arts Attendance by the General Public

	In Maryland	Outside Maryland	Total
Movie	75%	4%	79%
Live musical performance	50%	11%	61%
Live theater or dance performance	40%	10%	50%
Outdoor sculpture/Public art displays	39%	11%	50%
Art museum	30%	19%	49%
Street musicians or performers	32%	14%	45%
Art festivals or art fairs	34%	7%	41%
Art gallery or artists coop	27%	14%	42%
Stand-up comedy	18%	8%	26%
Poetry reading or open mic night	12%	5%	17%
Online art experiences or crowd sourcing	13%	3%	16%

Q.8 "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?"

Marylanders are most likely to come in contact with the arts through the movies, with 75% attending a movie in Maryland during the past year, and another 4% attending a movie outside of Maryland.

Tracking with their strong expressed interest in performance arts, nearly two-thirds of Marylanders (61%) attended a live musical performance in the past year, and half (50%) attended a live theater or dance performance.

Similarly, 50% said they came in contact with outdoor sculpture or other public art displays in the past year. Four out of five of them (39%) encountered that outdoor and public art in Maryland, while the remainder (11%) did so outside Maryland.

In the past year, large numbers of Marylanders also attended art museums (49%), saw street musicians or performers (45%), attended art festivals or fairs (41%), or visited art galleries or artists coops (42%).

Somewhat smaller but significant numbers experienced stand-up comedy (26%), poetry reading or open mic nights (17%), or took part in online art experiences or crowd sourcing (16%).

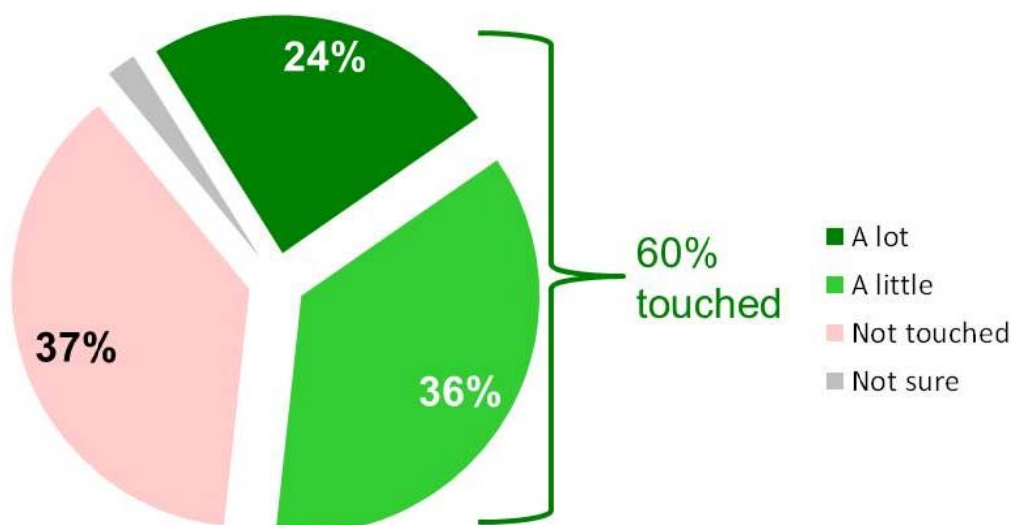
## Valuing the Arts

### Impact

At the beginning of the survey, 50% of Marylanders said the Arts touch their lives. After having thought more about various forms of artistic expression as they moved through the survey, respondents were then asked, “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?”

With that additional perspective, 60% said the Arts in Maryland touch their lives. Of those, 24% said the Arts in Maryland touch their lives “a lot,” and another 36% said their lives are touched “a little” by the Arts.

## Maryland Statewide Survey on the Arts Arts Touch Your Life: After Hearing More



Q.9 “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?”

As described above, Marylanders are *actively* in contact with the arts, both as creators and observers of artistic expression. With that in mind, survey respondents were asked to “think back for a minute to an artistic expression that you experienced recently – one that made an impact on you,” and describe in a word or short phrase how it made them feel.

The slide below captures those responses in a word cloud. On the slide, words are sized proportionally to how frequently they were mentioned by survey respondents. “Happy” is the leading response by far, followed by “Inspired” and “Good.”

## Maryland Statewide Survey on the Arts How Artistic Expression Made You Feel



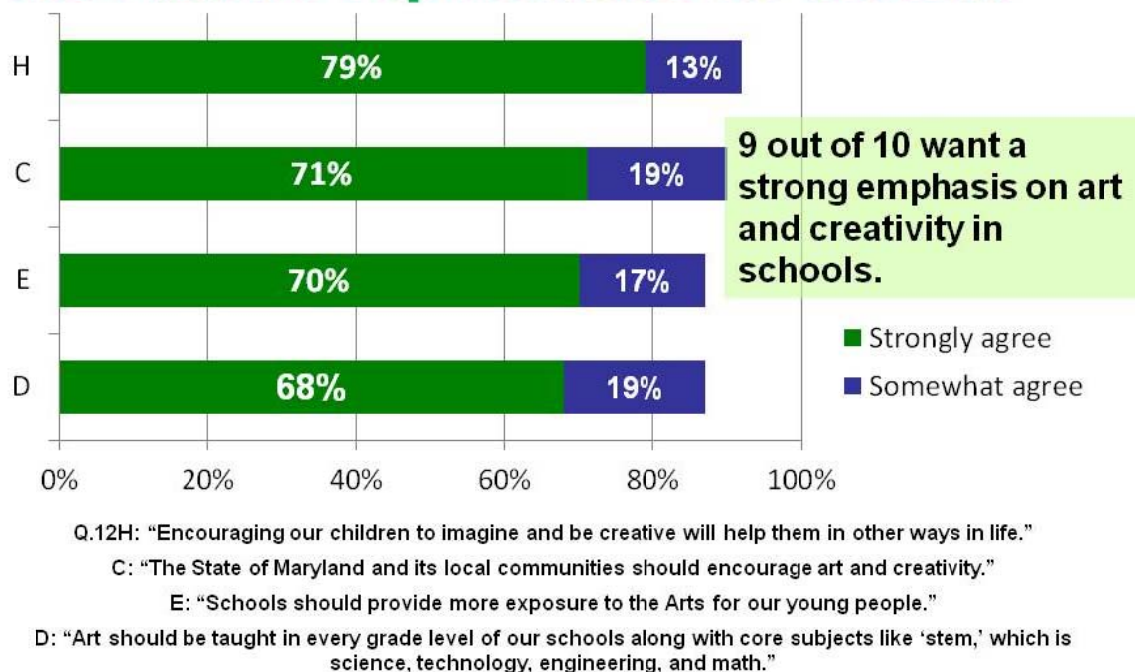
Q.11 “I’d like you to think back for a minute to an artistic expression that you experienced recently – one that made an impact on you. Using just a word or a short phrase, how did it make you feel?”

Overwhelmingly, the responses were positive and evocative, with Marylanders describing themselves as “Excited,” “Energized,” “Alive,” “Enlightened,” and “Refreshed” by their contact with artistic expression. Through this simple exercise, one can see how profoundly moved Marylanders are by the presence of art in their lives. Based on these comments, engagement with the Arts in Maryland is an emotional and enriching experience, and a very personal one.

## Public Priorities

Testing their priorities for the Arts, Marylanders demonstrate a profound interest in seeing art as a fundamental part of children's education. Philosophically, Marylanders believe exposure to art will help children in other ways in life. Practically, the public wants art to be a core part of school curriculum, as illustrated in this graphic.

### Maryland Statewide Survey on the Arts The Public's Top Priorities for the Arts



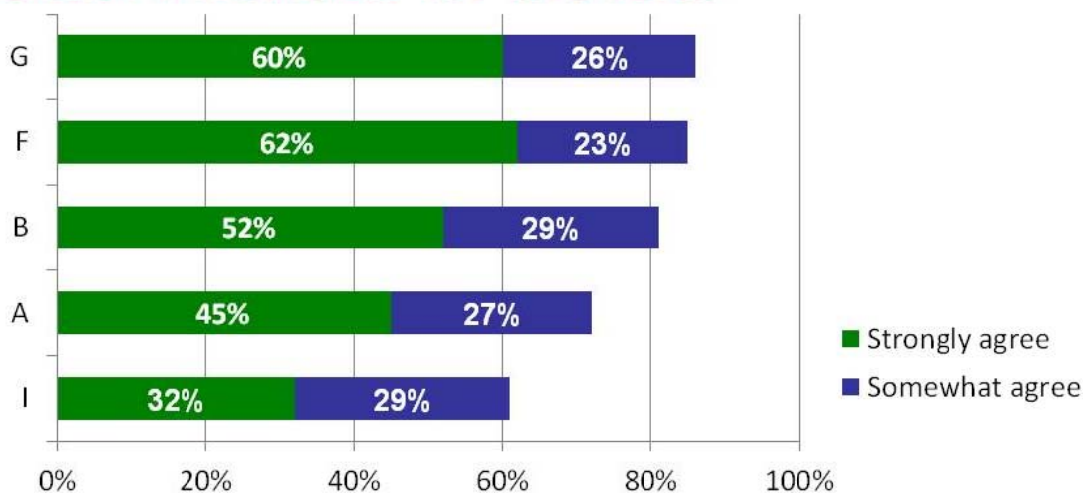
About nine out of ten Marylanders want a strong emphasis on art and creativity in the schools:

- Ninety-two percent (92%) of Marylanders agree with the statement, "Encouraging our children to imagine and be creative will help them in other ways in life;" 79% agree strongly with that statement.
- Nearly as many (86%) agree with the straightforward proposition that "Schools should provide more exposure to the Arts for our young people." Seventy-one percent (71%) *strongly* agree with that idea.
- A similar 87% believe that "Art should be taught in every grade level of our schools along with core subjects like 'stem,' which is science, technology, engineering, and math;" 68% of all Marylanders surveyed *strongly* agree that art should be a core subject like STEM.

A second leading theme emerges from this test of Marylanders' priorities for the Arts. Ninety percent (90%) – and 71% *strongly* – believe that "The State of Maryland and its local communities should encourage art and creativity." The public strongly believes that there is a place for the public sector in fostering a creative culture.

Moving to the next tier of priorities – still scoring above 80% – Marylanders express a deep appreciation and pride for the presence of art and artists in their communities. These overwhelming numbers indicate that:

### Maryland Statewide Survey on the Arts Other Priorities for the Arts



Q.12G: "I would like Maryland to be known as a place where artists can be successful."

F: "I am glad just to know there are some leading Arts institutions in our state, even if I can't always attend them."

B: "A vibrant Arts community makes Maryland a better place to live."

A: "My life is made more interesting by the Arts."

I: "Artistic expression keeps me in touch with my cultural identity."

- Eighty-six percent (86%) "would like Maryland to be known as a place where artists can be successful."
- Eighty-five percent (85%) are "glad just to know there are some leading Arts institutions in our state, even if I can't always attend them."
- Eighty-one percent (81%) believe that "a vibrant Arts community makes Maryland a better place to live."
- On a more personal level, 72% said, "My life is made more interesting by the Arts." Nearly half the public (45%) *strongly* affirmed that statement.
- Though lowest on this scale, a solid 60% agreed that "Artistic expression keeps me in touch with my cultural identity." Agreement with this statement is much stronger with the non-white population of Maryland; while 51% of white residents see art as an expression of their cultural identity, agreement rises to 73% of African-Americans, 68% among Hispanics, and 89% of Asian residents surveyed.

### Rating the Arts in Maryland

The survey rated the Arts in Maryland on five attributes. Each attribute was scored on a scale of 1 to 5, with 5 being “excellent,” and 1 being “poor.” For this analysis, a score of 4 or 5 would be considered “positive” or above the average; a score of 1 or 2 would be considered “negative” or below the average.

## Maryland Statewide Survey on the Arts **Rating the Arts in Maryland**



Q.13 "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?"

E: "Quality, or artistic expression"  
 C: "Diversity, or range of offerings"  
 B: "Access, or location"  
 D: "Quantity, or frequency"  
 A: "Affordability"

- Highest-rated is the attribute of “Quality, or artistic excellence.” Fifty percent (50%) gave quality an above-average rating of “4” or an excellent rating of “5.” By contrast, only 10% gave a below-average or poor rating of “2” or “1.”
- “Diversity, or range of offerings” was rated positively by 47% and negatively by only 17%. Here, white and African-American ratings were nearly identical, while Hispanic and Asian residents rated arts diversity slightly less positively. Women rated arts diversity 10 percentage points more positively than men.
- “Access, or location” received a positive rating from 41% and a negative rating from 21% of residents statewide. Not surprisingly, rural residents feel much less positive about arts access than residents in the more metropolitan parts of the state. Among rural areas, though, Western Maryland is notable for feeling that arts are much more accessible to them.

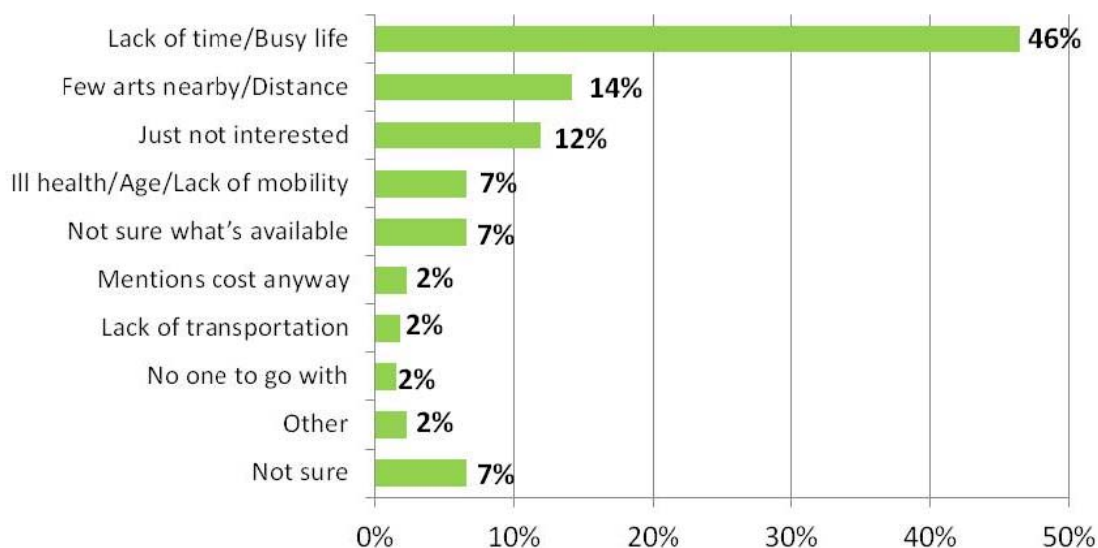
- “Quantity, or frequency” is considered excellent or above average by 40%, and below average or poor by 19%. Here again the rural areas are feeling less positive than other parts of the State.
- Though on balance it is viewed positively, “affordability” is the lowest-rated attribute for the Arts in Maryland. Slightly more than one-third (36%) of Marylanders gave affordability a positive rating, while 18% gave a below-average or poor rating.

It is noteworthy that among the major jurisdictions, Prince George’s County scores well below all the others on all five of these assessments of the Arts community.

Setting aside issues of cost, nearly half of Marylanders (46%) cited their busy lives as the biggest reason they do not attend more arts-related activities. Survey respondents talked about the challenges of raising children, running a business, or simply navigating a busy daily life as key reasons why they do not participate more in the Arts locally.

## Maryland Statewide Survey on the Arts

### Reasons Not Attending More Arts Events



Q.14 “Besides cost, what are the biggest reasons you do not attend more arts-related activities in your local area?” (open-ended)

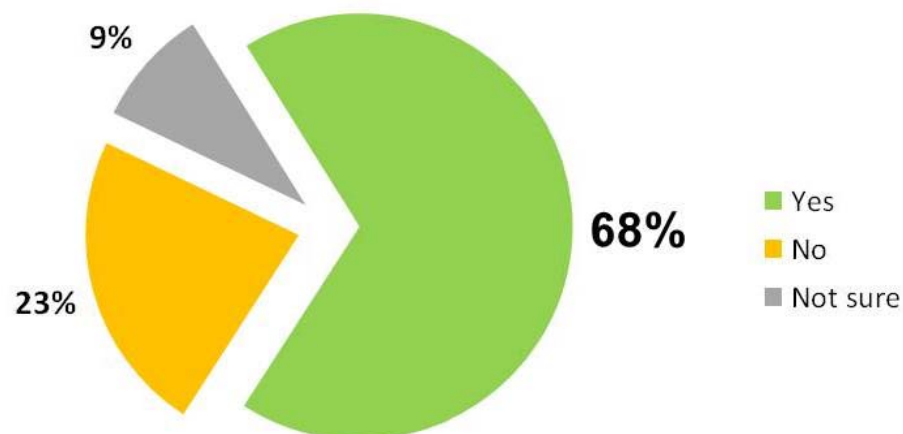
- Some respondents (14%) felt that there are just too few arts offerings in their local area, or that the distance is just too great to experience what is available.
- A similar number (12%) admitted that they just did not feel interested in the Arts.
- Seven percent (7%) cited age, ill health, or their own lack of mobility as limitations to experiencing what the arts have to offer locally.

- Seven percent (7%) said they do not know what is available, or they wish the Arts would be better promoted locally.
- Small percentages mentioned other practical concerns, such as a lack of transportation, or the feeling that they have no one to share an arts experience.

### Public Sector Involvement

The public strongly believes that the State of Maryland should “encourage and promote artistic expression and access to the Arts.” Two-thirds of Marylanders (68%) think the State should play that role.

## Maryland Statewide Survey on the Arts Should Maryland Encourage the Arts?



Q.15 "Should the State of Maryland be doing anything to encourage and promote artistic expression and access to the Arts?"

By contrast, only one-third that many (23%) believe Maryland should *not* do that. Nine percent (9%) are not sure whether there should be a State role.

As demonstrated earlier in the survey, the public places a very high priority on involving children with the Arts. When asked in an open-ended way to describe what the State should be doing to encourage artistic expression and access, 33% offered the idea that children should be engaged, and that art should be an important component of the school day.

## Maryland Statewide Survey on the Arts

### How Should the State Support Art?

Top Responses	
Support art in the schools/involvement of children	33%
Advertise/Promote the Arts	24%
Improve affordability/access in all parts of the state	15%
Support artists/arts financially	13%
Sponsor more arts events, festivals	9%
More art in general/Support my favorite type	7%
Create more galleries, museums, venues	5%
Support public art	2%
Encourage artistic freedom/diversity	2%

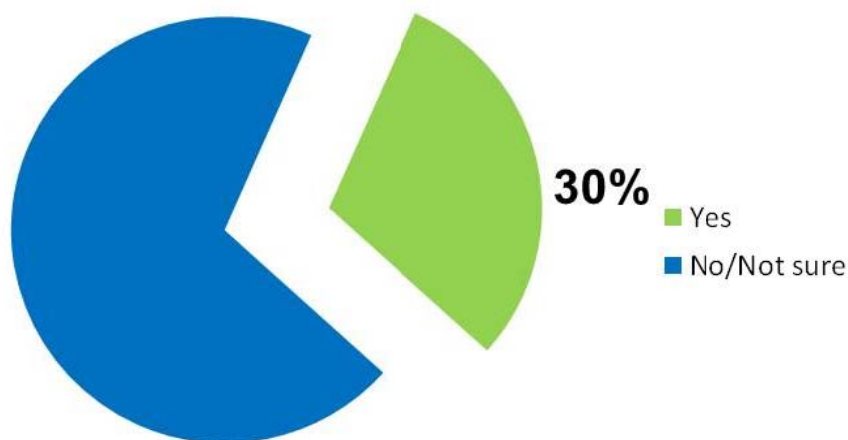
Q.16 (If yes): "What would you like to see (the State) do?" (Open-ended)

- One-quarter (24%) think the State should play a role in advertising and promoting the arts offerings that are available so more people know about them.
- Many Marylanders want to see direct support for the Arts – whether improving affordability and access to the Arts in under-served parts of the State (15%), supporting artists and arts organizations financially (13%), or sponsoring arts events and festivals (9%).
- A number of people of course would like to see the State support their own favorite type of artistic expression – whatever that might be. Some specifically suggested the underwriting of more arts venues, or support for public art.
- Also appearing on this list is the sentiment that the State should do its part to encourage artistic freedom and diversity in Maryland.

As the chief instrument of the State's engagement with the Arts, the Maryland State Arts Council is known to nearly one-third (30%) of Marylanders.

## Maryland Statewide Survey on the Arts

### Heard of the State Arts Council



Q.17 "Have you ever heard of the Maryland State Arts Council?"

- Not surprisingly, active and aspiring artists have better recognition of MSAC at 41%, compared to 26% of non-artists.
- Recognition is slightly better in Greater Baltimore (33%) than Washington (26%).
- Western Maryland professes a strong familiarity with MSAC, at 54%.
- The 14 rural counties as a whole have better recognition of MSAC at 35% than does the public in the 10 more metropolitan jurisdictions (29%).
- Awareness of the Arts Council rises with both personal educational attainment and age, reaching near 40% at the high end of both of those scales.

### **Conclusion**

This survey provides a clear picture of the public's impressions of the Arts in Maryland. It shows a public that is heavily engaged with artistic expression, and that places great value on fostering a creative culture. It has been a pleasure conducting this important study for the Maryland State Arts Council. We stand by ready for further interpretation as needed.

OpinionWorks, LLC  
Annapolis, MD