Charlotte Is Creative

Start of Block: Introduction

Q1 **Consent to Participate in a Research Study** **Title of the Project:**  Business Realities of the Charlotte-Mecklenburg Creative Community **Principal Investigator:** Bridget Anderson, MPH, UNC Charlotte **Co-investigator:** Sydney Idzikowski, MSW, UNC Charlotte **Study Sponsor:** Charlotte Is Creative    
 You are invited to participate in a research study.  Participation in this research study is voluntary.  The information provided is to give you key information to help you decide whether or not to participate.    The purpose of this research study is to better understand the business realities of the Charlotte-Mecklenburg creative community. You are asked to complete a survey asking a series of questions about your experiences working in the creative economy, both before and during the COVID-19 pandemic.   It will take you about 10 to 15 minutes to complete the survey. This survey includes questions about topics (such as financial stability) that may be considered sensitive to some survey takers; you may choose to skip any questions you are uncomfortable answering. You will not benefit directly by participating in this study.  Your input will provide invaluable context to aid local decision-making about the creative economy in Charlotte-Mecklenburg.     After the completion of the survey you will have the option to enter into a random drawing for **one of FIVE $100 gift cards** provided by Charlotte Is Creative. If you are randomly selected, it will be provided to you by email by Charlotte Is Creative. If you do not complete the survey, you will not be eligible for the drawing.   
   Your privacy will be protected and confidentiality will be maintained to the extent possible. You are offered the option of providing your email address to enter into the random drawing; however, your responses and your email addresses will be collected and stored separately. If you are a drawing winner, Charlotte Is Creative will receive your email addresses in order to distribute prizes. However, Charlotte Is Creative will not have access to your responses, and your responses will not be connected with your email address. After the completion of the study your contact information will be deleted.  We might use the non-identifiable survey data for future research studies and we might share the survey data with other researchers for future research studies without additional consent from you.   
    
 Participation is voluntary.  You may choose not to take part in the study.  You may start participating and change your mind and stop participation at any time.   
 If you have questions concerning the study, contact the principal investigator, Bridget Anderson at bridget.anderson@uncc.edu.  If you have further questions or concerns about your rights as a participant in this study, contact the Office of Research Protections and Integrity at (704) 687-1871 or uncc-irb@uncc.edu.    
   You may print a copy of this form.    
   Are you 18 years of age or older, have read and understand the information provided and freely consent to participate in the study?

* Yes (1)
* No (2)

End of Block: Introduction

Start of Block: Block 1

Q2 Are you an artist or creative that lives or works in Mecklenburg County?

* Yes (1)
* No (2)

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Q3 How would you describe your primary artistic or creative discipline? (select up to two)

* Advertising/Branding/Graphic Design (1)
* Architecture (2)
* Coding/UX (3)
* Crafting and Textile Art (4)
* Event Producers/Managers (5)
* Fashion Design (Jewelry and Customizing) (6)
* Music/Spoken Word (7)
* Photography/Videography (8)
* Printmaking/Calligraphy (15)
* Stage Performance (Acting/Dance) (9)
* Stagecraft (Sound/Lighting/Construction) (10)
* Visual Artists (Painting/Muralist/Sculptors) (11)
* Woodworking (12)
* Writers/Editors/Poets (13)
* Other (please explain) (14) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Q4 How would you describe your artistic or creative employment? (check all that apply)

* Independent contractor/Freelancer (1)
* Artist or creative working inside a creative organization. (3)
* Artist or creative working inside a non-creative organization. (4)
* Creative business entrepreneur/owner/operator (commercial or non-profit) (5)
* Other (please specify) (6) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* None of the above (7)

Q5 TEMPORARY QUESTION: REVIEWER FEEDBACK  
Please note any feedback, questions, or comments relating to questions on this page.

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Display This Question:

If How would you describe your artistic or creative employment? (check all that apply) = Artist or creative working inside a creative organization.

Or How would you describe your artistic or creative employment? (check all that apply) = Artist or creative working inside a non-creative organization.

Q6 Approximately how many people does the organization you work for employ?

* Less than 5 people (1)
* 6-20 people (2)
* 21 to 50 people (3)
* More than 50 people (4)

Display This Question:

If How would you describe your artistic or creative employment? (check all that apply) = Creative business entrepreneur/owner/operator (commercial or non-profit)

Q7 How many people do you employ?

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End of Block: Block 1

Start of Block: Business Skills and Capacity

Q9 The next several questions relate to your experience running various aspects of your creative enterprise.

Q10 Do you have another job outside of your work in the creative economy?

* Yes, full-time work (1)
* Yes, part-time work (2)
* No (3)

Q11 On average, how many hours per week do you spend on direct artistic or creative work?

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Q12 On average, how many hours per week do you spend on business and marketing for your creative practice?

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Q13 Where did you learn to run the business aspects of your creative practice? (select all that apply)

* Talking with/observing peers (1)
* Trial and error (2)
* School (3)
* Doing research (4)
* Mentoring (5)
* Internship (6)
* Training program (7)
* I hire others to handle the business aspects of my creative practice (8)
* Other (9) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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Q15 Which of the following **funding sources** would most improve your ability to make a living as an artist or creative worker? (select up to 2)

* Fairer contracts and/or support in negotiating contracts (1)
* More publicly or privately funded projects that employ artists and creatives (2)
* Residency and fellowship programs (3)
* Low or no interest loans to support my business (4)
* Funding and professional development opportunities that specifically support diverse creatives (5)
* Other (please describe) (6) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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Q16 Which of the following **conditions** would improve your ability to make a living as an artist or creative worker? (select up to 5).

* Mentorship (1)
* Industry representation to protect my rights (2)
* Affordable health insurance (3)
* Benefits other than health insurance (e.g. retirement, unemployment, sick-time) (4)
* Fairer contracts and/or support in negotiating contracts (5)
* Business training (6)
* Technology training (7)
* Greater flexibility in regards to where I can live and work (8)
* Affordable space (9)
* Affordable tax assistance (10)
* Other (please describe) (11) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

End of Block: Business Skills and Capacity

Start of Block: Health Insurance

Q18 The next series of questions relates to your experiences seeking and/or obtaining health insurance.

Q19 Do you currently have health insurance?

* Yes (1)
* No (2)
* Prefer not to respond (3)

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Display This Question:

If Do you currently have health insurance? = Yes

Q23 Who provides your health insurance?

* My employer (1)
* My spouse or partner’s plan (2)
* COBRA/state continuation (3)
* Medicare/Medicaid (4)
* My parents (5)
* My school (6)
* I pay for it myself through the Health Insurance Marketplace/Obamacare (7)
* Other (please explain) (8) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Display This Question:

If Do you currently have health insurance? = Yes

Q20 How much is your contribution or payment per month?

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Display This Question:

If Do you currently have health insurance? = Yes

Q21 How many individuals are covered by this premium amount?

* 1 (1)
* 2 (2)
* 3 (3)
* 4 (4)
* 5 (5)
* 6 or more (6)

Display This Question:

If Do you currently have health insurance? = Yes

Q22 Do you feel that your health insurance is affordable?

* Yes (1)
* No (2)
* Prefer not to respond (3)

Display This Question:

If Who provides your health insurance? = My employer

Q24 How strong a factor is employer-sponsored health insurance in keeping you from pursuing your creative career full-time?

* It is the man reason I stay (1)
* It is an important factor (2)
* It’s somewhat important (3)
* It’s not keeping me at my job (4)
* I currently have a creative career with the employer that provides my health insurance (5)

Display This Question:

If Do you currently have health insurance? = No

Q25 Which of the following are reasons why you don’t have health insurance? (select all that apply)

* I cannot afford it (1)
* My employer doesn’t offer it (2)
* Confusing process/ I don’t know where to apply (3)
* I don’t need it (4)
* Other (5)

Q26 Have you explored your health insurance options through the Health Insurance Marketplace/Obamacare?

* Yes (1)
* No (2)
* Not sure (3)

End of Block: Health Insurance

Start of Block: COVID-19

Q28 How did or has COVID-19 impacted your ability to work in the creative economy? (select all that apply)

* My creative business has experienced reduced/cancelled projects, gigs or contracts (1)
* My creative business has had to furlough or lay off employees (2)
* I have had to close my business (3)
* I applied for a loan to keep my business afloat (4)
* I have been laid off, furloughed, or my pay has been cut. (5)
* Other (please specify) (6) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* None of the above (7)
* Prefer not to respond (8)

End of Block: COVID-19

Start of Block: General Satisfaction

Q31 Overall, what is your level of satisfaction/happiness working as a creative in Charlotte?

* Extremely satisfied (1)
* Somewhat satisfied (2)
* Indifferent (3)
* Somewhat dissatisfied (4)
* Extremely dissatisfied (5)

Q32 What are some of the reasons you feel this way?

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End of Block: General Satisfaction

Start of Block: Financial Stability

Q34 We are interested in understanding the financial realities of artists and creatives in the Charlotte area. The next several questions relate to finances.

Q35 How well does this statement describe you or your situation?

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|  | Completely (1) | Very Well (2) | Somewhat (3) | Very Little (4) | Not at All (5) | Prefer not to respond (6) |
| Because of my money situation, I feel like I will never have the things I want in life (1) |  |  |  |  |  |  |
| I am just getting by financially (2) |  |  |  |  |  |  |
| I am concerned that the money I have or will save won’t last (3) |  |  |  |  |  |  |

Q36 How often does this statement apply to you?

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|  | Always (1) | Often (2) | Sometimes (3) | Rarely (4) | Never (5) | Prefer not to respond (6) |
| I have money left over at the end of the month. (1) |  |  |  |  |  |  |
| My finances control my life. (2) |  |  |  |  |  |  |

Q37 What percent of your income comes from your artistic or creative work? Select the response that best describes your situation.

* 0-10% (1)
* 11-25% (2)
* 26-50% (3)
* 51-75% (4)
* 76-100% (5)
* Prefer not to respond (6)

Q38 What percent of your total income do you reinvest into your creative practice? (e.g. work space, supplies, marketing)

* 0-10% of income (1)
* 11-25% of income (2)
* 25-50% of income (3)
* 51-75% of income (4)
* 76-100% of income (5)
* Prefer not to respond (6)

End of Block: Financial Stability

Start of Block: Demographics

Q40 You are almost finished. These last few questions are to learn a little bit more about who is taking this survey.

Q41 What is your age?

* Less than 25 (1)
* 25 to 34 (2)
* 35 to 44 (3)
* 45 to 54 (4)
* 55 to 64 (5)
* 65 or over (6)
* Prefer not to respond (7)

Q42 What is your gender?

* Male (1)
* Female (2)
* Self-Identify (3) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Prefer not to respond (4)

Q43 Were you born in Charlotte?

* Yes (1)
* No (2)
* Prefer not to respond (3)

Q44 How many years of experience do you have in the creative industry?

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Q45 Do you identify as Hispanic or Latinx?

* Yes (1)
* No (2)
* Prefer not to respond (3)

Q46 What is your race? (select all that apply)

* Black or African American (1)
* White (2)
* American Indian or Alaskan Native (3)
* Native Hawaiian or Pacific Islander (4)
* Chinese (5)
* Indian (6)
* Vietnamese (7)
* Other Asian or Asian American (8)
* Other (please specify) (9) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Prefer not to respond (10)

Q47 What is your zip code?

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Q48 How much do you earn annually?

* Less than $20,000 (1)
* $20,000 to $39,999 (2)
* $40,000 to $69,999 (3)
* $70,000 to $99,999 (4)
* $100,000 to $149,999 (5)
* $150,000 or more (6)
* Prefer not to respond (7)

Q49 Are you the only earner in your household?

* Yes (1)
* No (2)
* Prefer not to respond (3)

Display This Question:

If Are you the only earner in your household? = No

Q51 What is your total household income?

* Less than $20,000 (1)
* $20,000 to $39,999 (2)
* $40,000 to $69,999 (3)
* $70,000 to $99,999 (4)
* $100,000 to $149,999 (5)
* $150,000 or more (6)
* Prefer not to respond (7)

End of Block: Demographics