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**Thank you for collaborating with us to collect audience surveys for the Arts & Economic Prosperity 6 study!!**

[Arts & Economic Prosperity 6](http://www.americansforthearts.org/AEP6) is a study of the economic and social impact of the arts and culture in our community. The audience survey is the tool used by the project researchers to learn about the people who attend our community’s arts and cultural performances, events, exhibits, venues, and facilities This information will allow us all to tell our cultural tourism story and provide us with a powerful narrative on the impact of the arts. **We look forward to sharing the results and reports with you!**

**MATERIALS NEEDED TO COLLECT SURVEYS**:

* **Many copies of the blank paper survey** (it is available in English and 22 additional translations). The survey is provided as a two-sided PDF document. If you don’t have a printer, let us know and we can help you print the surveys.
* **Clipboards and pens**
* **A couple of polite and enthusiastic interviewers** (optional—see the two methodologies below)
* After surveys are collected from an event or activity, fill out a [**Batch Cover Sheet**](https://americansforthearts.box.com/s/q9108b0omt33su7f5ryp4inflsbwudai) and clip or rubber band it on top of the “batch” of surveys. *The completed surveys can be returned to us, or mailed/shipped to Americans for the Arts using the instructions on the Batch Cover Sheet*.

**RESEARCH NOTES**:

* **Each survey must be completed by an attendee/visitor while they are physically on-site attending an in-person activity.** *The surveys cannot be taken home by or emailed to attendees*.
* Only one survey may be completed per immediate travel party. For example, if a family of four attends an event, only one member of the family should complete the survey.
* Each survey should be completed by an adult (18 years of age or older).
* Try to collect no more than 50 completed surveys from any single activity or event.
* There is no minimum number of surveys to collect. *If you collect only one survey, we still want it*!

**TWO SURVEY METHODOLOGIES**

Two methodologies can be employed to complete the audience surveys: ***(1) traditional audience intercept surveying***, or ***(2) pre-event random distribution***.

* **METHOD 1: TRADITIONAL AUDIENCE-INTERCEPT INTERVIEWING**
  + Interviewers should be polite, welcoming, and knowledgeable.
  + The interviewers can be anyone that you trust to represent your organization.
  + Interviewers should be mindful of their attire and identify themselves as representatives of your organization (nametags are great, if possible).
  + The interviewers may administer multiple surveys simultaneously. However, they should remain close to the persons completing the surveys and be prepared to answer any questions and/or collect the clipboard back from the attendee.
  + The possibility may exist to set up a booth/table in a location with high traffic.
    - At a performance, the best time to collect surveys is during intermission or after the show. *Surveys should never be collected during a performance*.
    - At an exhibit or festival, surveys can be distributed to attendees at any time.
* **METHOD 2: PRE-EVENT RANDOM DISTRIBUTION**
  + To use this method, your organization will distribute blank surveys randomly throughout your venue prior to an event. For example:
    - Place a paper survey on every tenth seat before you open the doors.
  + Make an announcement before the event to explain that the survey is important for the arts and culture in our community. Identify how surveys should be returned after they are completed.
    - Having a member of the performance make the announcement before a performance has proven to be very successful.

**A FEW ADDITIONAL POINTS ABOUT SURVEYING**

Please always keep the following in mind.

* *It should be anonymous and confidential.*
* *Survey respondents should be chosen at random.*
* *It should be comfortable and convenient for people to complete the survey*.
* *Enthusiasm is contagious*.
* *If an attendee declines the offer to participate in the survey, say “Okay. Thank you!” with a smile*.

**FREQUENTLY ASKED QUESTIONS (FAQs)**

* ***Question: What if the person asked to fill out the survey declines, but someone else in the travel party offers to fill it out?***

**Answer:** That is perfectly fine. Let that person fill out the survey.

* ***Question: What if an attendee asks to take the survey home and mail (or e-mail) it back or request a survey link in an email after a show?***

**Answer:** This is not allowed by the research methodology. The survey data must be completed and collected on-site.

* ***Question: What if the person is a member of our museum, is a subscriber to our series, or has purchased a pass of some kind?***

**Answer**: Everyone who attends the cultural activity is eligible to participate.

* ***Question: What if the person already took the survey? Can they/should they take it again?***

**Answer:** Only one survey can be collected per travel party, per activity. However, the same person (or the same travel party) might complete the survey multiple times throughout the 12-month data collection period. They may complete the survey at a theater performance in June, and again at a festival in September. Each time they attend a cultural activity, it is a unique “transaction.” Even though a subscriber may be in the audience for every show, they are an audience member each time, for each separate transaction.

* ***Question: What if a person doesn’t fully complete the survey or does not agree with answering some of the questions on the survey?***

**Answer:** That is perfectly fine. Even partially completed surveys provide useful data.

* ***Question: What if someone is offended or put off by the survey?***

**Answer**: Warmly, acknowledge their feedback, thank them for sharing, then politely move on to the next person. Participation is voluntary.