

# Audience Intercept Survey Webinar

A detailed  
overview of the  
process, Q&As,  
and idea-  
generating in  
support of this  
AEP 6

# WELCOME

## Introduction



Randy



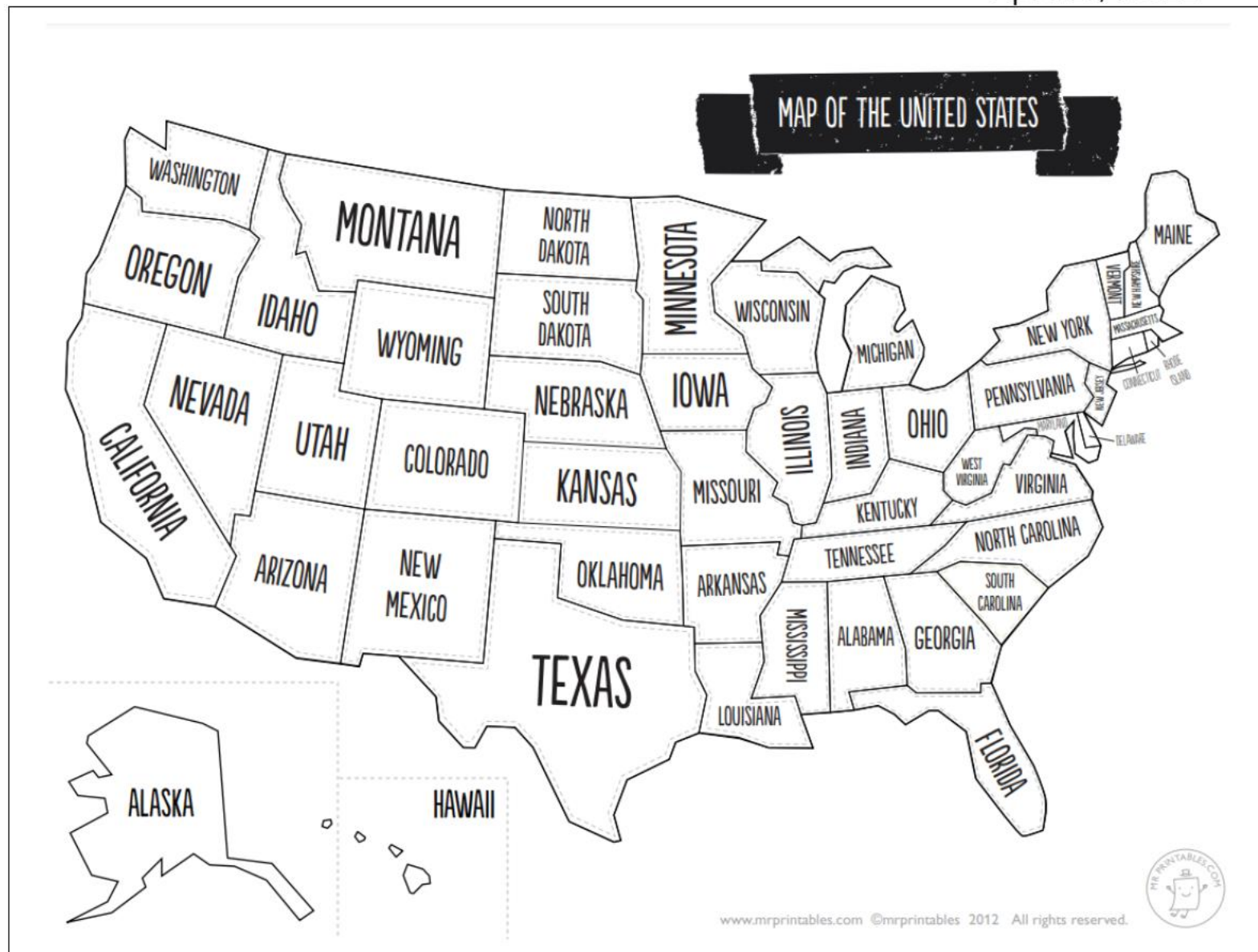
Ben



Genna

The goal of our session is to clarify objectives, review materials, and support questions or concerns.

**Time:** 2 minutes



# Consideration for a Thoughtful Room



Sharing Intentional Space



PERFECTION IS NOT REAL



EMBRACE THE CHAT



TIME IS A GIFT



THOUGHTFUL PROCESS=  
SUCCESSFUL OUTCOMES



WE ARE A TEAM

**Time:** 2 minutes

# Today's Agenda

1

Welcome

2

Goals of AEP

3

Engagement & Equity

4

Audience Intercept Survey  
Resource Share

5

Questions & Next Steps

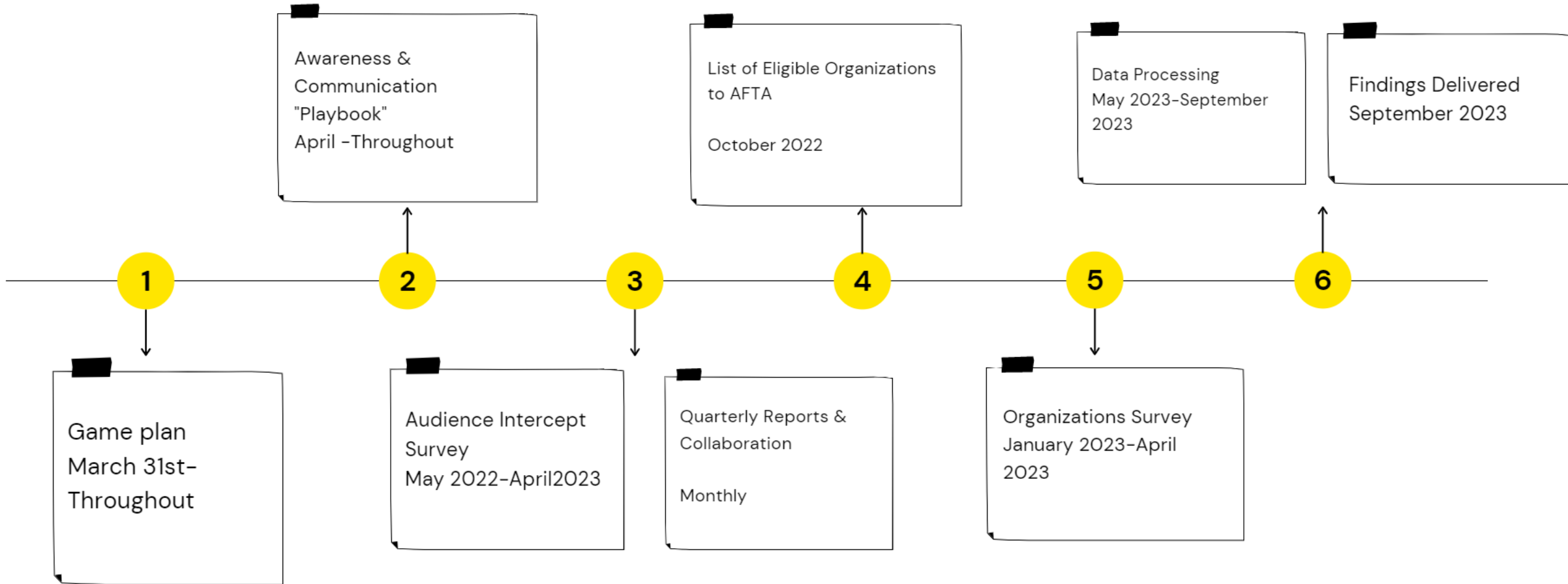
# The Arts & Economic Prosperity Study

- Arts Mean Business
- 25-Year History
- 2 Key Components
- Customized Report

The  
Legacy &  
The  
Goals

Time: 5 minutes

# The Timeline



Time: 5 minutes

# Centering Equity

What  
Does It  
All Mean,  
Why, &  
How

- Transparency
- Community Engagement
- Partnership
- BIPOC (Black, Indigenous, People of Color)/ ALAANA (African, Latinx, Asian, Arab, Native American)

# Resource Sharing & FAQs

We have completed some of the most consistent questions and we hope to unpack them here

- 1 Tips for Successful Survey Collecting
- 2 Survey Apathy & Staff Capacity
- 3 Eligible Organizations
- 4 The BIPOC/ALAANA Requirement
- 5 How is the Data Processed
- 6 Resources



PAPER SURVEYS

TRADITIONAL AUDIENCE  
INTERCEPT SURVEYING

QR CODE SURVEYS

PRE-EVENT RANDOM  
DISTRIBUTION

URL SURVEYS

INCENTIVES

OVERALL SURVEY QUOTA

# #1: Tips for Successful Survey Collecting.

INTERVIEWERS

# #1: Tips for Successful Survey Collecting.

## FORMATS AVAILABLE FOR AUDIENCE SURVEY

*Try to collect no more than 50 completed surveys from any single activity  
Only one survey per travel party*

### PAPER SURVEYS



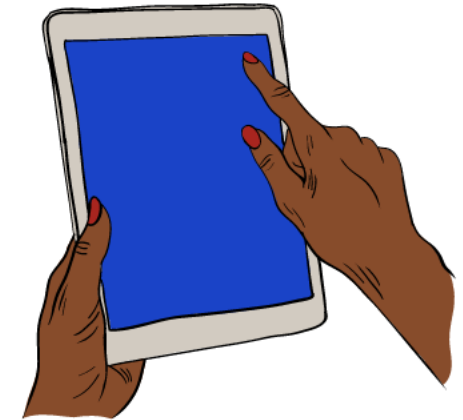
- Old-fashioned but effective
- Batch Cover Sheet required
- Interviewers are critical

### QR CODE SURVEYS



- Use personal device
- 2 different versions, each customized
- Does not require interviewers

### URL SURVEYS



- Use a Tablet device provided by the organization
- 2 different versions, each customized
- Interviewers are critical

# #1: Tips for Successful Survey Collecting.

## FORMATS AVAILABLE FOR AUDIENCE SURVEY

*"This survey is part of a study to measure the economic and social impact of the arts and culture."*

• Esta encuesta forma parte de un estudio para medir el impacto económico y social de las artes y la cultura en esta comunidad.

• Этот опрос является частью исследования по измерению экономического и социального воздействия искусства и культуры на это сообщество.

• Khảo sát này là một phần trong nghiên cứu nhằm đo lường tác động về mặt kinh tế và xã hội của nghệ thuật và văn hóa đối với cộng đồng này.

• ਇਹ ਸਰਵੇਖਣ ਇਸ ਭਾਈਚਾਰੇ 'ਤੇ ਕਲਾ ਅਤੇ ਸੱਭਿਆਚਾਰ ਦੇ ਆਰਥਿਕ ਅਤੇ ਸਮਾਜਿਕ ਪਭਾਵ ਨੂੰ ਮਾਪਣ ਲਈ ਇੱਕ ਅਧਿਐਨ ਦਾ ਹੱਸਾਰੈ।

• Diese Umfrage ist Teil einer Studie, die die wirtschaftlichen und sozialen Auswirkungen von Kunst und Kultur auf diese Gemeinde messen soll.

## PAPER SURVEYS



### Batch Cover Sheet

For use with **PAPER** Audience-Intercept Surveys Only

A completed Batch Cover Sheet **must accompany each "batch" of paper surveys that are collected** for the Arts & Economic Prosperity 6 study. For example, if 50 paper surveys are collected from attendees at a theater performance, a copy of this Batch Cover Sheet should be filled out and attached to the top of those 50 surveys (with a clip or rubber band, etc.) to identify where and when they were collected.

HOST ORGANIZATION OR VENUE (e.g., the location where the surveys were collected):

This organization has a **mission statement** (or guiding principles) that is centered in advancing, creating, and/or preserving artistic and cultural traditions **rooted in communities of color.**

Yes No

It is estimated that **more than 50%** of this organization's audiences or attendees identify as BIPOC (Black, Indigenous, People of Color) or ALAANA (African, Latinx, Asian, Arab, Native American).

Yes No

PERFORMANCE, EVENT, EXHIBIT, OR ACTIVITY

DATE(S) SURVEYED: \_\_\_\_\_

NUMBER OF SURVEYS IN BATCH: \_\_\_\_\_

CITY and STATE: \_\_\_\_\_

COUNTY (not county): \_\_\_\_\_

Comments or Special Circumstances (e.g., inclement weather, poor cooperation)

Paper surveys should be mailed/shipped to: Ben Davidson  
Senior Director of Research Services  
Americans for the Arts  
1275 K Street NW, Suite 1200  
Washington, DC 20005-4069

This study is being conducted by Americans for the Arts in partnership with local and state research partners representing the 375+ participating communities. To learn more, visit [www.AmericansForTheArts.org/AEP6](http://www.AmericansForTheArts.org/AEP6).

# #1: Tips for Successful Survey Collecting.

## FORMATS AVAILABLE FOR AUDIENCE SURVEY

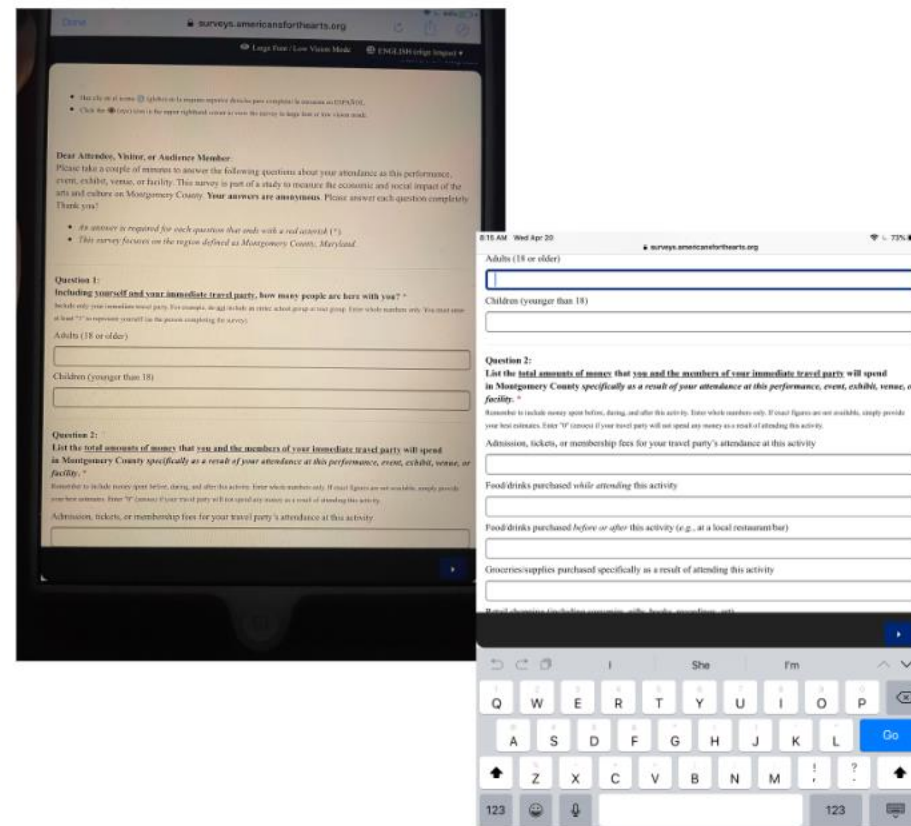
Try to collect no more than 50 completed surveys from any single activity  
Only one survey per travel party

### QR CODE SURVEYS



This is a sample and it links to our survey

### URL SURVEYS

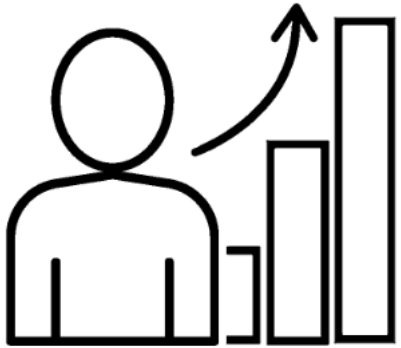


# #1: Tips for Successful Survey Collecting.

## HELPFUL SUPPORTS

This will look different in every region

### OVERALL SURVEY QUOTA



### INCENTIVES



### INTERVIEWERS



- Target the annual events
- Plan in quarterly chunks

- Great, but not required
- Increase audience engagement but can be costly

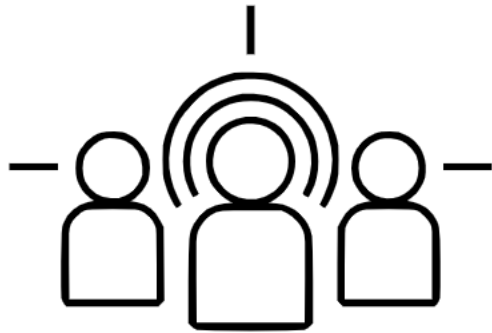
- Your Staff/ Volunteers
- Local Arts Organization Staff/Volunteers
- Students
- *\*Consider representation*

**#1: Tips for  
Successful  
Survey  
Collecting.**

**METHODOLOGY**

This will look different for different events

**TRADITIONAL AUDIENCE INTERCEPT  
SURVEYING**



- Interviewers required
- Best for out door/major large scale events

**PRE-EVENT RANDOM DISTRIBUTION**



- Requires a curtain speech or announcement
- Best in a contained venue

## # 2: Survey Apathy & Staff Capacity

Do you have the same devoted audience pool that comes to support all events in your region?

Do you have a small but mighty staff?

Speak from the Heart & Share the Importance

Different Events Can Bring Different Spending

YOU CAN  
DO IT!

Lean Into the Digital Options For Survey Collection

Empower Your Partners. Making Opening Statements Are Powerful

# #3: Eligible Organizations

- **Traditional Non-Profit:**

- 501- C3 arts and culture organizations, programs, events, venues, and facilities (e.g., performing arts, visual arts, museums, etc.)

- **Municipally owned/operated:**

- Institutions, programs, venues, and facilities (e.g., a city-operated museum or gallery).

- **Un-incorporated:**

- Community arts and culture organizations and programs (i.e., without a formal legal status)

- **Fiscally sponsored:**

- EX: Arts and culture organizations, programs, events, venues, and facilities

- **Embedded in non-arts organizations:**

- EX: Arts and cultural programs in faith-based organizations, community/senior centers, health facilities, libraries, etc.

- **Living collections:**

- Such as botanical gardens, zoos, and aquariums

- **Historical and Heritage Societies:**

- And other historical/heritage organizations or sites.

- **Municipal arts agencies:**

- EX: An arts commission or a department of cultural affairs.

- **Private arts councils**

## ABBREVIATED Definitions of Eligible Nonprofit Arts and Culture Organizations

<b>A</b>	<b>ARTS, CULTURE, AND HUMANITIES</b>
A01	Alliances and Advocacy
A02	Management and Technical Assistance
A03	Professional Societies and Associations
A05	Research Institutes and Public Policy Analysis
A11	Single Organization Support
A12	Fundraising and Fund Distribution
A19	Miscellaneous Support (not elsewhere classified)
<b>A20</b>	<b>ARTS AND CULTURE</b>
A23	Cultural and Ethnic Awareness
A24	Folk Arts and Traditional Arts
A25	Arts Education
A26	Arts and Humanities Councils and Government Arts Agencies
A27	Community Celebrations
<b>A30</b>	<b>MEDIA AND COMMUNICATIONS</b>
A31	Film and Video
A32	Television
A33	Printing and Publishing
A34	Radio
<b>A40</b>	<b>VISUAL ARTS</b>
<b>A50</b>	<b>MUSEUMS</b>
A51	Arts Museums
A52	Children's Museums
A53	Folk Arts and Ethnic Museums
A54	History Museums
A56	Natural History and Natural Science Museums
A57	Science and Technology Museums
<b>A60</b>	<b>PERFORMING ARTS</b>
A61	Performing Arts Centers
A62	Dance
A63	Ballet
A65	Theater
A68	Music
A69	Symphony Orchestras
A6A	Opera
A6B	Singing or Choral Groups
A6C	Bands and Ensembles
A6E	Performing Arts Schools
<b>A70</b>	<b>HUMANITIES</b>
<b>A80</b>	<b>HISTORICAL ORGANIZATIONS</b>
A82	Historical Societies and Historic Preservation
A84	Commemorative Events
<b>A90</b>	<b>ARTS SERVICES</b>
<b>A99</b>	<b>MISCELLANEOUS ARTS, CULTURE, AND HUMANITIES</b>
<b>C41</b>	<b>BOTANICAL GARDENS AND ARBORETA</b>
<b>D50</b>	<b>ZOOS AND AQUARIUMS</b>
<b>N52</b>	<b>FAIRS</b>





*-Art With a Heart. Esperanza Center, 2021*

*We want to include everyone—not just our larger organizations but smaller collaboratives and spaces—and, inevitably, there will be those we miss, or those who choose not to participate, but who will next time around. Equally inevitable is that by valuing participation we will reach those who have been historically underrepresented. Thus, AEP becomes a strategic tool toward equity, and better engages and supports creativity among communities we might otherwise have overlooked for expediency's sake. It's a win-win.*

*-Eliza T. (Nevada County Arts Council)*



# #4: BIPOC/ALAANA REQUIREMENT

*"During the 12-month data collection period, at least 25% of the total audience survey quota must be collected from attendees to activities hosted by organizations for which both of the following statements are true"*

1. The organization has a **mission statement (or guiding principles)** that is centered on *advancing, creating, and/or preserving* artistic and cultural traditions **rooted in communities of color.**
2. More than **50%** of the organization's **audiences/attendees identify as BIPOC or ALAANA.**

- Level of flexibility based on demographics
- Shifting our thinking from years prior
- Build community in a non-performative way
- Process & transparency are key
- Resources will be provided

# #4: BIPOC/ALAANA REQUIREMENT

*"During the 12-month data collection period, at least 25% of the total audience survey quota must be collected from attendees to activities hosted by organizations for which both of the following statements are true"*

## FAQs

- What if there is distrust in the community we are trying to engage with?
- What if the organization is BIPOC lead but the mission statement doesn't have indications listed?

# #5 How is Data Processed

## Progress Reports:

The research team will provide reports to contracted partner

Reports include:

- Number of surveys collected
- The method in which they were gathered
- BIPOC event totals

1

2

3

## Paper Versions:

Mailed to our research team for coding/data entry

## QR/URL Versions:

Go directly into our secure database

## At the end of the year:

Data is combined in a single file and number crunching begins

Analysis includes:

- Resident spending v. tourist spending
- BIPOC event attendee spending v. Non-BIPOC
- Combined analysis of organizations budgets

Time: 2 minutes

AEP6  
Toolkit



Community  
Engagement  
Guide



How to Find  
BIPOC/  
ALAANA  
Organizations



The  
Website



Survey  
Translations



Collateral  
to  
support-  
"How to"-  
Tools

Awareness  
Campaign



# #6: Resources



The 385  
Partners



Box.com



# AEP6 Partner Toolkit

Launching April 26<sup>th</sup>!

- Online PDF resource for study partners (accessible thru box.net portal)
- Downloadable resources include:
  - Awareness Campaign assets:
    - External message points
    - Social media graphics and suggested copy
    - Email header and suggested copy
  - Link to press shell
  - Community Engagement Resources
- Additional resources will be added over course of study

Americans for the Arts 2022 AEP6 Partner Toolkit

## SOCIAL MEDIA

Here is a collection of sample copy and graphic assets for your team to use to promote AEP6. Please download and push out on your owned channels to help tell your community about AEP6.

Twitter Graphic  
Facebook / LinkedIn Graphic  
Instagram

- Stories Graphic\*
- Main Feed Graphic


\*Tip: from your business Instagram Sticker and link to [americansforthearts.org/aep6](https://americansforthearts.org/aep6)

Optional Hashtags: #AEP6, #ChangeTheConversation, #ArtsMatter, #NonProfit

**Facebook:** The arts bring us inspiration and joy, and make our communities beautiful places to live and work. But the arts do so much more. The nonprofit arts industry generates billions of dollars in economic activity and supports millions of jobs every year. In short, the arts means business. Help us change the conversation. Learn more about @Americans4Arts #AEP6 study and how you can get involved: [americansforthearts.org/aep6](https://americansforthearts.org/aep6)

**Instagram:** The arts bring us inspiration and joy, and make our communities beautiful places to live and work. But the arts do so much more. The nonprofit arts industry generates billions of dollars in economic activity and supports millions of jobs every year. In short, the arts means business. Help us change the conversation. Follow the link in our bio to learn more about @Americans4Arts #AEP6 study and how you can get involved (link: [americansforthearts.org/aep6](https://americansforthearts.org/aep6))

**Twitter:** The nonprofit arts industry generates billions in economic activity supporting millions of jobs every year. In short, the arts means business. Help us change the conversation. Learn more about



## COMMUNITY ENGAGEMENT

Americans for the Arts is committed to addressing equity and inclusion as a critical component of the AEP6 study by centering and representing arts and culture organizations that primarily serve communities of color—a segment of the sector that has been underrepresented in past studies.

The below resources will help support you and your organization through intentional and actionable steps to build powerful community advocates, have engaging conversations, and create sustainable relationships that will last beyond AEP6.

- [Engaging Your Community best practices](#)
- [How to connect with BIPOC Arts & Culture Organizations](#)

SAMPLE - FPO

Arts&Economic Prosperity's  
A PARTNERSHIP WITH

# Action Items

Here is what to do next...

1

If you don't have a plan

Start with  
scheduling  
annual  
events

Identify  
BIPOC/ALANNA  
organizations &  
events

Use your  
resources

2

If your question didn't get answered, know that we have captured it and we will share answers to all the questions in the chat.

**If you want to go fast, run  
alone. If you want to go far,  
run together.**

African Proverb

**Thank you!**