

# Detailed Instructions: The Audience Surveys

*Arts & Economic Prosperity 6 (AEP6)* is a study of the economic and social impact of the arts. It is being conducted by Americans for the Arts in partnership with **the City of Dallas Office of Arts and Culture**. Specific questions about the City of Dallas’s participation should be directed to Jennifer Scripps ([jennifer.scripps@dallascityhall.com](mailto:jennifer.scripps@dallascityhall.com)).

The audience-intercept survey is the tool we use to learn about the people who attend arts and cultural performances, events, exhibits, venues, and facilities in the City of Dallas. It collects critical information about event-related audience spending on categories such as food and beverages, gifts and souvenirs, local transportation, and lodging. **These data will allow you and the Office of Arts and Culture to tell your cultural tourism story and provide you with a powerful narrative on how the arts impacts your community.**

- Questions 1-7 are the core economic impact questions.
- Question 8 adds a social impact component to the survey instrument.
- Questions 9-13 capture the respondents’ demographic characteristics.
  - Partially completed surveys will be reviewed and analyzed. However, thorough responses to all three sections will provide the most useful narrative about how the arts and culture impact your community.

## A COUPLE OF IMPORTANT RESEARCH NOTES:

1. **The audience-intercept surveys must be collected from attendees while they are physically on-site attending an in-person activity.** *They cannot be emailed to attendees of past events.* This is a strict requirement of the project’s methodology.
2. **The surveys are to be collected from attendees that reflect a diverse, inclusive, and representative SAMPLE of your community’s arts and culture organizations.** *Audience surveys do not need to be collected from every organization that is located in the City of Dallas; rather, they should be collected from an array of organizations that is representative of the entire community.*

## OVERALL SURVEY QUOTA:

As our research partner, the City of Dallas Office of Arts and Culture has made a commitment to collect a **minimum of 800 completed audience-intercept surveys** during the 12-month period from May 2022 through April 2023. As a general rule, we ask our partners to try to collect *no more than 50 completed surveys from any single activity*.

- **For the Office of Arts and Culture, that means one effective way to approach this process is to set a target to collect 50 surveys each from a total of 16 cultural activities throughout the 12-month data collection period**—that strategy would yield a total of

800 completed surveys. Similarly, a target of 25 surveys each from a total of 32 cultural activities would also yield 800 completed surveys, and also potentially strengthen the diversity of activities included in the overall sample.

- **Feel free to collect more than the required quota of 800 surveys.** Americans for the Arts promises that we will analyze every single survey that we receive!
- Assuming that the Office of Arts and Culture adheres to the detailed instructions provided in this document, the Americans for the Arts research team will be able to provide bi-monthly survey status updates for the City of Dallas.

### **SPECIAL INSTRUCTIONS:**

Some of the participating communities require an oversample of audience surveys due to the fact that their contracts include customized sub-reports (*e.g.*, a cultural district). If the audience survey process for the City of Dallas requires special instructions, those instructions are listed below.

- **All 800 audience surveys should be collected from attendees to events that take place OUTSIDE the Dallas Arts District. Separately, the Arts District will collect surveys from attendees to its events. All of the surveys will then be combined to complete the aggregate citywide analysis.**

### **THE OVERALL GOAL WE ARE TRYING TO ACHIEVE:**

The goal is to collect surveys from attendees to a diverse, inclusive, and representative sample of the arts and cultural activities that take place in the City of Dallas during the 12-month period from May 2022 through April 2023.

**MULTIPLE PERSPECTIVES ARE CRITICAL: Think about the broad universe of cultural events that take place in your community throughout the course of 12 months—and try to collect a sample of audience surveys that is representative of the City of Dallas’s total annual attendance.**

- **Collect surveys from attendees at a broad sample of artistic disciplines.** Consider the broad array of artistic disciplines that are consumed in your community. Collect surveys from performing arts events, visual arts exhibits, fairs/festivals, and more. *For example, do not collect all of your surveys from theater performances.*
- **Collect surveys from attendees at a broad sample of venues.** Consider the complete universe of cultural venues and facilities that are located in your community. Collect surveys from theaters, museums, performing arts centers, open-air venues (*e.g.*,

festivals and First Friday events), and more. *For example, do not collect all of your surveys from a large performing arts center.*

- You may be able to make an exception if yours is a small community and if there are only a few presenting or exhibition venues in your community. For example, if the vast majority of the arts attendance in your community takes place at one venue, you may be able to collect most—but not all—of your audience surveys from attendees to activities that take place at that venue. Contact Ben Davidson, senior director of research services ([bdavidson@artsusa.org](mailto:bdavidson@artsusa.org)) and/or Dr. Genna Styles-Lyas, director of AEP6 community engagement and equity ([glyas@artsusa.org](mailto:glyas@artsusa.org)) with specific questions.
- **Collect surveys from attendees at an assortment of activities including those with paid admission AND those with free admission.**
- **Collect surveys from a representative sample of the attendees at each event.** *One common strategy is to ask every tenth person to complete the survey.* This helps to avoid any unintentional sampling bias.
- **Collect surveys from organizations that primarily serve communities of color.** 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 AEP6 study includes the requirement that our partners must collect a portion of the audience-intercept surveys from attendees at events hosted by arts and culture organizations that primarily serve communities of color.**

**REQUIRED CRITERIA: During the 12-month data collection period, at least 25% of the total audience survey quota for the City of Dallas (200 out of 800) must be collected from attendees to activities hosted by organizations for which both of the following statements are true (*i.e.*, organizations that meet both of the criteria listed below):**

1. The 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.**
2. **More than 50%** of the organization’s audiences/attendees identify as BIPOC (Black, Indigenous, People of Color) or ALAANA (African, Latinx, Asian, Arab, Native American).

**The AEP6 project team is relying on the City of Dallas Office of Arts and Culture to identify the organizations that meet these criteria. If you are concerned about the Office of Arts and Culture’s ability to meet this requirement, contact Dr. Genna Styles-Lyas, director of AEP6 community engagement and equity (202-371-2830 or**

[glyas@artsusa.org](mailto:glyas@artsusa.org)) to discuss your concerns. ***Genna can help you identify the specific organizations and events where these surveys can be collected!***

*This is a minimum requirement.* You are strongly encouraged to collect more audience surveys from activities hosted by organizations that primarily serve communities of color. This requirement will provide a more complete and more representative portrait of the industry.

### **FORMATS AVAILABLE FOR THE AUDIENCE SURVEY:**

The audience-intercept survey will be provided in three separate formats:

- **PDF:** To be printed and used as a traditional paper survey
- **QR Code:** To allow attendees to participate electronically using their own smart devices *while they are on-site attending an in-person activity*
- **URL:** A “kiosk” version of the survey to be used on a tablet computer such as an iPad that is passed around to attendees *while they are on site attending an in-person activity*

### **ONLY ONE SURVEY PER TRAVEL PARTY:**

Only one survey may be completed by any immediate travel party. For example:

- If a family of four attends an event, one person should complete the survey of behalf of all four people.
- If three couples attend the event together, one person may fill out one survey on behalf of all six people—or, one person from each couple may fill out a survey on behalf of just that couple.
- Surveys should be completed for immediate travel parties only. A survey should not be completed for an entire 40-person school group or tour group.
- No matter the event, the survey should be completed only by adults 18 years of age or older.

### **SURVEY OPTION 1: PAPER SURVEYS**

The Arts & Economic Prosperity studies have traditionally been completed using paper audience surveys. In fact, the partners who participated in the previous study (AEP5, published in 2017) successfully collected 212,000 paper surveys. It may be old-fashioned, but the paper survey method is effective.

- Americans for the Arts will provide multiple formats of the survey as a PDF.
  - Customized for the City of Dallas (one page, both sides)
  - Large-font format (two pages, both sides)
  - Spanish-language translation (one page, both sides)

- Additional translations of the survey are available upon request
- All PDFs will be delivered electronically via a secure folder on Box.net. Access to the folder for the City of Dallas will be provided only to the Office of Arts and Culture.
- Printing of the paper surveys is the responsibility of the AEP6 study partners (and/or their local collaborators).
- Pens/pencils, clipboards, and other hardware is also the responsibility of the study partners.
- **Try to collect no more than 50 completed surveys from any single activity.**
  - However, if you collect more than 50 surveys from a single activity, mail/ship them all to Americans for the Arts. We promise to review every single survey we receive.
  - Sometimes you may collect only a few surveys at a particular activity. That’s fine too! Send mail/ship every completed paper survey to us—even if you only collect one or two surveys from an event.
- **IMPORTANT:** After each activity where paper surveys are collected, the Office of Arts and Culture should complete a **Batch Cover Sheet**, and then paper clip it on top of the “batch” of surveys that were collected during that activity.
- Ship your completed bundles/packages of paper surveys to Americans for the Arts (the Americans for the Arts research team will send quarterly reminder emails to the study partners, reminding them to mail/ship any completed paper surveys). This will significantly decrease our data entry burden by allowing us to complete data entry throughout the 12-month data collection period. It will also allow us to track and share your overall progress toward achieving your data collection requirement. **All batches of completed paper surveys should be shipped to:**

Ben Davidson  
 Senior Director of Research Services  
 Americans for the Arts  
 1275 K Street NW, Suite 1200  
 Washington, DC 20005-4069

## **SURVEY OPTION 2: QR CODE SURVEYS**

New for the AEP6 study, Americans for the Arts will provide a unique QR Code that will link to the customized survey for the City of Dallas. A QR code is a type of barcode, or scannable pattern, which provides a link direct to a website. The QR Code version will allow attendees to complete the survey electronically on their own smart devices—an attendee simply opens the camera on their smart device, focuses the camera on the QR Code, and an option appears to open the link to the survey. It will also significantly reduce the need for attendees to share clipboards and pens, which may increase attendees’ comfort given what has transpired with the COVID-19 pandemic.

Below is an example of a QR Code (*this is **NOT** a valid AEP6 code*):



- Americans for the Arts will provide **two unique versions of the QR Code**.
  - One QR Code is specifically intended to be shared with and used by arts and culture organizations in the City of Dallas **that primarily serve communities of color** (see the above section of this document titled “The Overall Goal We Are Trying To Achieve”).
  - The other QR Code is specifically intended to be shared with and used by the rest of the eligible arts and culture organizations in your community.
    - This strategy will allow the project researchers to analyze the data separately for attendees at organizations that primarily serve communities of color, an important component of the AEP6 equity research framework.
    - **It is important that the Office of Arts and Culture use care and caution when sharing the QR Codes. Always double-check to make sure you are sharing the appropriate code with organizations/events that are cooperating with the data collection effort. *Americans for the Arts does not have a way to identify the specific venue or event where the QR Code surveys are completed.*** (However, if paper surveys are used, this info is captured on the Batch Cover Sheet.)
  - **REMEMBER—if you are concerned about the Office of Arts and Culture’s ability to identify and collect the required surveys from arts and culture organizations that primarily serve communities of color, contact Dr. Genna Styles-Lyas, director of AEP6 community engagement and equity (202-371-2830 or [glyas@artsusa.org](mailto:glyas@artsusa.org)) to discuss your concerns. ***Genna can help you identify the specific organizations and events where these surveys can be collected!*****
- Once the survey link is opened, the virtual survey will include options to choose between English and Spanish versions, as well as between standard and large font versions.
- **Try to collect no more than 50 completed surveys from any single activity.**
  - However, we acknowledge that tracking the number of completed surveys that are submitted using the QR code will present a challenge, as it may be hard to limit the number of attendees who have access to the QR Code. Additionally, we acknowledge that Americans for the Arts cannot provide access to a dynamic,

real-time count of the numbers of surveys submitted. Still, we ask that the goal of no more than 50 surveys per activity remain a consideration.

- Each time the survey is completed, the anonymous answers will be captured and saved in Americans for the Arts' secure database on the Alchemer survey platform.
- Americans for the Arts will not have access to the personal information of attendees who participate in the survey via the QR Codes. All versions of the survey are completely anonymous. No individually identifiable information such as IP address will be collected.

### **SURVEY OPTION 3: URL SURVEYS (for tablet computers)**

Finally, Americans for the Arts will provide a unique URL (*i.e.*, Internet address) that will provide access to a “kiosk” format of the customized survey for the City of Dallas. The URL version will allow attendees to complete the survey on a tablet computer such as an iPad provided by the venue.

- Americans for the Arts will provide **two unique versions of the URL link**.
  - One URL is specifically intended to be shared with and used by arts and culture organizations in the City of Dallas **that primarily serve communities of color** (see the above section of this document titled “The Overall Goal We Are Trying To Achieve”).
  - The other URL is specifically intended to be shared with and used by the rest of the eligible arts and culture organizations in your community.
    - This strategy will allow the project researchers to analyze the data separately for attendees at organizations that primarily serve communities of color, an important component of the AEP6 equity research framework.
    - **It is important that the Office of Arts and Culture use care and caution when sharing the URLs/links. Always double-check to make sure you are sharing the appropriate link with organizations/events that are cooperating with the data collection effort. *Americans for the Arts does not have a way to identify the specific venue or event where the URL surveys are completed.*** (However, if paper surveys are used, this info is captured on the Batch Cover Sheet.)
  - **REMEMBER—if you are concerned about the Office of Arts and Culture’s ability to identify and collect the required surveys from arts and culture organizations that primarily serve communities of color, contact Dr. Genna Styles-Lyas, director of AEP6 community engagement and equity (202-371-2830 or [glyas@artsusa.org](mailto:glyas@artsusa.org)) to discuss your concerns. ***Genna can help you identify the specific organizations and events where these surveys can be collected!*****
- Once the survey link is opened, the virtual survey will include options to choose between English and Spanish versions, as well as between standard and large font versions.

- Americans for the Arts will not provide the hardware required to utilize the URL version of the survey (e.g., tablet computers such as iPads), nor will it provide Internet access necessary to access the survey (e.g., Wi-Fi or an Internet data plan).
- **Try to collect no more than 50 completed surveys from any single activity.**
  - However, we acknowledge that tracking the number of completed surveys that are submitted using the URL version of the survey will present a challenge, due to the fact that Americans for the Arts cannot provide access to a dynamic, real-time count of the numbers of surveys submitted. Still, we ask that the goal of no more than 50 surveys per activity remain a consideration.
- Each time the survey is completed, the anonymous answers will be captured and saved in Americans for the Arts' secure database on the Alchemer survey platform.
- Five (5) seconds after the survey is completed, the "kiosk" mode will refresh back to the first page of the survey, so that the tablet computer is ready to be shared with another respondent.
- It is highly recommended that sanitizer and/or sanitizing wipes be provided to periodically clean the tablet computers and to share with attendees after they complete the survey (to alleviate any concerns about the spread of COVID-19).
- Americans for the Arts will not have access to the personal information of attendees who participate in the survey via the URL. All versions of the survey are completely anonymous. No individually identifiable information such as IP address will be collected.

## TWO SURVEY METHODOLOGIES

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

### ▪ **METHOD 1: TRADITIONAL AUDIENCE-INTERCEPT INTERVIEWING**

Traditional interviewing supports a **higher rate of response**. It is the preferred survey collection method for smaller performances as well as open air events and venues with multiple access points like festivals and fairs.

- To use this method, interviewers politely approach attendees and invite them to participate in the survey.
- **The interviewers can be anyone that you trust to represent your organization and the arts in your community.** While the interviews are often times staff, board members, or volunteers from our study partners, it is important to note that ***a representative from the City of Dallas Office of Arts and Culture does not need to be present while the surveys are being collected.*** In fact, the interviewers can include staff or volunteers from the organizations or venues that host the activities where the surveys are being collected. In the past, some of our study partners have had success recruiting volunteers from the arts programs at local colleges and universities. In addition, some communities have



modestly compensated college or university students for the evening or allowed them to stay and watch the performance.

- We recommend using teams of 2-4 interviewers.
- Interviewers should be mindful of their attire and wear identification such as a nametag.
- An interviewer would approach, for example, **every tenth attendee** (or some other reasonable but random strategy) and ask them to complete the survey. This approach helps to avoid any unintentional sampling bias.
- Attendees should always be approached in a welcoming, knowledgeable, and confident manner.
- **It is critical to remember that attendees cannot take the survey home with them to complete and return at a later date by mail or e-mail.**
- Ideally, each attendee asked will agree to complete the survey. The reality, however, is that some people will refuse to participate. The best advice is to smile and be friendly. Explain that the project is very important to your area's cultural community, and that the survey should not take more than three minutes to complete.
- If utilizing the **paper survey**, each interviewer should have many copies of the paper survey, two or three clipboards, and several pens (black or blue ink is preferred).
- If utilizing the **QR Code** version, each interviewer should have many flyers containing the image of the code, or the image of the QR Code taped to the back of a clipboard.
- If utilizing the **URL** version, each interviewer could have a tablet computer (*e.g.*, iPad) with the electronic "kiosk" version of the survey open and ready to go.
  - Americans for the Arts encourages the study partners to consider a combination of these methods. For example, have a supply of both paper surveys and QR Code flyers, as well as the image of the QR Code taped to the back of clipboards or a tablet computer.
- If using the paper survey or the URL version(s), 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 or tablet computer back from the attendee.
- For best results, interviewers should discuss their task with the venue or event sponsor to select the best time and location for survey collection. In addition, the possibility may exist to set up a booth or table in a central location to increase traffic.
  - At a performance (*e.g.*, dance, theater, opera, symphony, concert), the best time to solicit survey responses is typically by greeting people in the lobby during intermission or after the show. **Surveys should never be distributed during a performance.**
  - At an exhibit or festival (*e.g.*, museum, art gallery, craft fair, community festival), surveys can be distributed to attendees at any time.

## ▪ **METHOD 2: PRE-EVENT RANDOM DISTRIBUTION**

Pre-event random distribution supports a **lower rate of response**. It has proven to be an effective—and less strenuous—survey collection method for cultural activities that take place inside a seated venue or facility such as a theater, music hall, or arts center.

- **This method allows the use of the paper survey and QR Codes.** It does not allow the use of the URL version of the survey.
- This method does not require interviewers. Rather, this method provides an opportunity for the Office of Arts and Culture to leverage its relationships with the arts producers, presenters, and venues that are located in the City of Dallas—and to solicit their cooperation and assistance.
- To use this method, a cultural organization located in your community would agree to distribute 75-100 blank surveys or QR Code flyers randomly throughout the venue before an event. For example:
  - An organization would agree to **place a paper survey on every tenth seat** throughout its venue before the doors open for a performance.
  - Alternatively (or additionally), a venue would agree to **place a flyer containing the QR Code on every tenth seat**—and/or to **place a poster containing the QR Code in highly visible locations/high trafficked areas**—and/or to **project the QR Code onto a screen for the entire audience to capture**.
- The host organization (the presenter, producer, or venue) would make an announcement prior to the event, informing the audience that a survey has been placed randomly throughout the venue. The announcement should explain that the survey is important for the arts in the City of Dallas. Preferably, a person should wait in the lobby to collect paper completed surveys during intermission and after the performance. Another method is to place a clearly marked box in an easy-to-see location.
  - Previous study participants have generated enthusiastic responses by having a member of the performance (*e.g.*, actor, musician) make the announcement prior to a performance.

## **INCENTIVES:**

If possible (and if resources permit), we certainly encourage the study partners to offer an incentive to attendees who complete the survey as a means of increasing the participation rate. Some examples that have been used in by past partners include stickers, pens, and even raffle entries for complimentary tickets to cultural performances. Incentives are not required—in fact, the vast majority of our past partners have not used incentives.

## A FEW ADDITIONAL POINTS ABOUT SURVEYING

For the AEP6 audience survey data collection to be accurate and effective, please keep the following in mind at all times.

- ***It should be anonymous and confidential.*** The respondents who participate in the survey should feel certain that they can provide information anonymously and that their information will be treated confidentially. If you would like to use this opportunity to gather contact information from visitors you can hand out a separate "contact card," but it should not be attached to the survey form.
- ***It must be credible.*** Many people have grown suspicious and wary of being asked to participate in surveys. It is important that people quickly recognize that your survey is being conducted by a credible organization (*i.e.*, City of Dallas Office of Arts and Culture), has an important purpose, and that they will not be pressured or asked to buy anything from you.
- ***It should be as random as possible.*** Every person attending the activity should have an equal chance of being selected to participate in the survey. This ensures that the characteristics, attitudes, and behaviors of the group surveyed reflect those of all the people who attended as accurately as possible.
- ***It should be comfortable and convenient for people to complete the survey.*** Once people recognize that participating in your survey will benefit a good cause, most people will be willing to participate—but doing so must be convenient and comfortable. Have the survey materials ready to go at a moment's notice.
- ***Enthusiasm is contagious.*** If the surveyors are enthusiastic, they will be more likely to attract attendees who are willing to complete the short survey.
- ***If an attendee declines the offer to participate in the survey, say "Okay. Thank you!" with a smile.*** Then move on to the next potential respondent (again, with a smile).

## FREQUENTLY ASKED QUESTIONS (FAQs)

Below are some common questions and answers. If you think of others that could be added to this list, please contact Ben Davidson, senior director of research services ([bdavidson@artsusa.org](mailto:bdavidson@artsusa.org)) and/or Dr. Genna Styles-Lyas, director of AEP6 community engagement and equity ([glyas@artsusa.org](mailto:glyas@artsusa.org)).

**Question:** *What if the person asked to fill out the survey declines, but someone else in the travel party says they'll do it?*

**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?*

**Answer:** This is not allowed. The survey data must be completed and collected on-site. Secondary source research consistently demonstrates that respondent recall/memory

deteriorates quickly, particularly with regard to dollars spent. For that reason, the AEP6 study strictly adheres to the traditional audience-intercept methodology.

**Question:** *What if it is easier to send them the survey link in an email after a show? Can we collect the audience surveys that way?*

**Answer:** This is not allowed. The survey data must be completed and collected on-site. Secondary source research consistently demonstrates that respondent recall/memory deteriorates quickly, particularly with regard to dollars spent. For that reason, the AEP6 study strictly adheres to the traditional audience-intercept methodology.

**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 in the audience survey.

**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:** *How do I know how many surveys we have collected?*

**Answer:** Americans for the Arts will keep track of the number of audience surveys that have been collected from each of our participating communities (including the City of Dallas). We will provide data collection updates to our partners throughout the 12-month data collection period. This is why it is so critical that completed paper surveys are returned to Americans for the Arts regularly (at least quarterly, if not more often). This is also why it is so critical that the the Office of Arts and Culture use care and caution to distribute the QR Code and URL versions of the survey to the appropriate organizations.

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

**Answer:** That is perfectly fine. Even if the survey is only partially completed, send it to Americans for the Arts so that we can review and use the data provided.

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

**Answer:** Warmly, acknowledge their feedback, thank them for sharing, and reflect that participation is not mandatory. Then kindly move on to the next person.