



Audience Expenditure Survey Detailed Interviewing Instructions

The Audience Expenditure Survey Detailed Interviewing Instructions provide a guide to collecting the minimum of 800 completed audience expenditure surveys that are required to complete the data analysis for the customized study in the Greater Columbus Area. Follow these instructions for success (or think of your own creative ways to gather your audience surveys!).

You will be collecting surveys from attendees at arts and cultural events and exhibits in your study region. For your customized study in the Greater Columbus Area, the survey requirement is a minimum of at least 800 completed audience expenditure surveys. (Feel free to collect more. We will analyze every survey that you send to us.)

Survey a Broad Representative Sample of Arts and Cultural Events/Exhibits

The goal is to collect surveys from attendees to a broad representation of arts and cultural events/exhibits in the Greater Columbus Area. Below are a few key points:

- No more than 50 surveys should be collected from any single event or exhibit.
- Be sure to collect surveys from attendees to at least one event with free admission.
- Collect surveys from attendees at different types of events, and from different venues. For example, do not collect 600 surveys from attendees at different performances or different shows that take place at the exact same theater.
 - You MAY be able to make an exception if yours is a small community and if there are only a few arts presenting or exhibition venues in your study region. For example, if the vast majority of the arts attendance in your community takes place at one theater, you should collect most—but not ALL—of your audience surveys at performances at that theater. Call Ben Davidson if you have questions!
- Be sure to collect surveys from a diverse representation of attendees at each event. One common strategy is to distribute the survey to every tenth person. This helps avoid any unintentional sampling bias.
- **SHIP COMPLETED SURVEYS TO AMERICANS FOR THE ARTS ON A REGULAR BASIS (at least quarterly, if not more often).** This will significantly decrease our data entry burden by allowing us to complete data entry throughout calendar year 2011. It will also allow us to track your progress!

USE A TWO-PRONGED METHODOLOGY

Two methods should be employed to complete the audience surveys: (1) audience intercept surveying, and (2) pre-event random distribution. Descriptions and details of each are below.

1. TRADITIONAL AUDIENCE-INTERCEPT SURVEYING

- **This method typically supports a very high response rate. It is the preferred survey collection method for smaller events and events with multiple entrance points like festivals and fairs.**
- For best results, interviewers should discuss their task with the venue or sponsor to select the best time 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), the best time to solicit survey responses is typically by greeting people in the lobby before or after the show or during intermission. 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.
- To complete audience-intercept surveying, a team of interviewers randomly “intercepts” attendees and asks them to complete the survey. The interviewers remain nearby, and collect the completed surveys when each respondent finished filling them out.
- We recommend using teams of 2-4 interviewers to distribute surveys at these events or exhibits. Each interviewer should have several copies of the survey, two or three clipboards, and several black ink pens. He or she should be smartly dressed and wearing identification such as a nametag. The interviewers may administer multiple surveys simultaneously. However, they should remain in close proximity to the persons completing the surveys and be prepared to answer any questions.
- The interviewers can be anyone that you trust to represent your organization and the arts in your community. They might include staff, board members, volunteers, or the staff of the performance spaces. In the past, several of our project partners have had great success recruiting volunteer interviewers from the arts programs at local colleges and universities.
- Attendees should always be approached in a friendly and professional manner. The surveys need to be completed in the presence of the

interviewer. **It is not an option for attendees to take the survey with them to complete and return it via mail at a later date.**

- Only one survey may be completed by any immediate travel party. For example:
 - If a family of four attends an event, one person may complete the survey based on all four people.
 - If three married couples attend the event together, one person may fill out one survey based on all six people.
 - Surveys should be completed for immediate travel parties only. A survey should not be completed for an entire 40-person group tour. Rather, a few surveys should be completed by a sampling of the families or groups of friends that are on the tour.
- No matter the event, the **survey should be completed only by adults 18 years of age or older.**
- 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 the arts community in your area and that the survey should not take more than two minutes to complete.
- **At the conclusion of each event where surveys are collected, the interviewers should complete an Audience Expenditure Survey Batch Cover Sheet, attach it to the applicable surveys, and then return the surveys to the Greater Columbus Arts Council.**

2. PRE-EVENT RANDOM DISTRIBUTION

- **This method typically has a lower response rate. It is the preferred survey collection method for larger events and performances that take place inside a single facility.**
- This method of survey collection does not require “interviewers” to approach event attendees and solicit survey responses. Rather, it provides an opportunity for you to leverage the cooperation of the arts producers, presenters, and facilities in the Greater Columbus Area.
- To use this method, the producer/presenter/facility agrees to distribute 75-100 questionnaires randomly throughout the venue prior to the performance or event. For example, a theater may place blank questionnaires on every 10th seat throughout the venue before the doors open for the performance.
- The event sponsor would then make some sort of announcement prior to the performance or event—to inform the audience that surveys have been placed randomly around the venue. The announcement should explain that the survey is important for the arts in the Greater Columbus Area, and

that either a person or a box is located in the lobby to collect the completed surveys during intermission or after the performance. (Preferably, a person should wait in the lobby to collect the 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 the event.

- **At the conclusion of each event where surveys are collected, the presenting organization or facility should complete an Audience Expenditure Survey Batch Cover Sheet and attach it to the applicable surveys, and then return the surveys to the Greater Columbus Arts Council.**