

Americans for the Arts

Arts & Economic Prosperity audience survey overview and guidelines

A brief synopsis of the purpose of this project to use when distributing the survey:

The purpose of this survey is to measure the impact nonprofit arts and cultural organizations have on the local economy. We are participating in this national survey along with 200 other communities. The study is being conducted by Americans for the Arts, the nation's leading nonprofit organization for advancing the arts in America. This project is very important for the arts community in Tacoma. It should take no more than two minutes to complete this survey.

Guidelines for Audience-Intercept Surveys –

- * You will randomly ask attendees to complete the survey
- * Stay nearby to collect the survey when they are finished (surveys cannot be mailed in at a later date)
- * Attach surveys to clipboards and distribute with a pen
- * Wear your TAC nametag and tell audience members what the survey is for
- * Collect only one survey from each group of people attending together (for example, if three married couples attend the event together, only one person should complete the survey for the group)
- * Survey takers must be 18 years of age or older
- * No more than 50 surveys should be collected from any single event
- * Collect surveys from a diverse representation of attendees
- * Attach an "Audience Expenditure Survey Batch Cover Sheet" to the stack of completed surveys
- * Mail/drop off completed surveys to:

Naomi Strom-Avila
City of Tacoma, CEDD
747 Market Street, 9th floor
Tacoma, WA 98402

Guidelines for Pre-Event Random Distribution Surveys –

- * Distribute 75 - 100 surveys randomly to attendees prior to the performance – these may be inserted into programs before the show
- * The facility will make an announcement before the show informing attendees about the survey and asking that they participate by filling it out and turn it in at a predetermined location during intermission or after the event
- * Collect all surveys during intermission and/or after the event
- * Attach an "Audience Expenditure Survey Batch Cover Sheet" to the stack of completed surveys
- * Mail/drop off completed surveys to:

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I will email each volunteer with specific information (such as how the surveys are to be distributed and when the performance begins or doors open) before the event they have signed up for.

Thanks for your participation. Let me know if you have any questions about this process or if I can assist you in any way.

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