

Audience Expenditure Survey Interviewing Instructions

You will join groups across North Carolina in collecting surveys from a variety of attendees at a broad representative sample of arts and cultural events and exhibitions.

Audiences include anyone who attends, visits or participates in arts, historical, literary, science and other cultural activities.

Events include ticketed performances or exhibitions as well as activities that are free or small or sponsored by large community programs such as recreation or schools – any place where people gather to enjoy culture.

Every completed survey will be analyzed.

- No more than 50 surveys should be collected from any single event or exhibition.
- Collect surveys at least once each quarter through December 31, 2016.
- Be sure to collect surveys from a diverse representation of attendees at each event. One common strategy is to distribute the survey to every 10th person. This helps avoid any unintentional sampling bias.
- Write the date and location of the event at the top of each survey before distributing.

Two methods may be employed to complete the audience surveys:
(1) audience-intercept surveying and (2) pre-event random distribution.
Each method is described in detail on the following pages.

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 completed surveys and then return the surveys to the N. C. Arts Council:

North Carolina Arts Council
Mail Service Center 4632
Raleigh, NC 27699-4632
Attn: Burdette Southerland

NOTE: The audience survey form will be provided by and returned directly to the local survey partner in the following 32 counties:

Alamance	Cumberland	Lenoir	Robeson
Alexander	Dare	Mecklenburg	Rowan
Anson	Durham	Mitchell	Stanly
Avery	Forsyth	Moore	Union
Buncombe	Gaston	New Hanover	Wake
Cabarrus	Guilford	Orange	Wayne
Catawba	Iredell	Pasquotank	Yadkin
Cleveland	Lincoln	Pitt	Yancey

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 such as festivals and fairs.

Where and When to Survey

- 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 exhibition or festival (e.g., museum, art gallery, craft fair, community festival), surveys can be distributed to attendees at any time.

How to Survey

- 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 two to four interviewers to distribute surveys. Each interviewer should have several copies of the survey, two or three clipboards, and several black ink pens. He or she should be professionally 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. You can recruit volunteer interviewers from the arts programs at local colleges and universities.
- Attendees should always be approached in a friendly and professional manner. 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.
- **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.**

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.

How to Survey

This method of survey collection does not require “interviewers” to approach event attendees and solicit survey responses.

Place surveys on seats

- To use this method, the producer/presenter/facility agrees to distribute 75 to 100 blank surveys randomly throughout the venue prior to the performance or event. For example, a theater may place blank surveys on every 10th seat throughout the venue before the doors open for the performance.

Announce the survey process

- The event sponsor would then make an 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 North Carolina and how the surveys will be collected.
- A member of the performance (e.g., actor, musician) can make the announcement prior to the event or after curtain call.
- During intermission an appointed person(s) should be located in the lobby both to collect completed surveys and also to provide black ink pens for people who do not have anything to write with. Any audience member who requests a survey may also be given one to complete if there was not one on his or her seat.

Collect the surveys

- Either an appointed person or a clearly marked box should be 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.)
- Usually by distributing 100 surveys you will receive around 50 completed forms, but even if all of the 75 to 100 surveys randomly distributed are completed and collected, please return all of them to the N.C. Arts Council for analysis.