

## **Audience-Intercept Survey Data Collection Instructions**

The audience-intercept survey is the tool we will use to learn about the people who attend arts and cultural performances, events, and exhibits that take place in the State of Wisconsin, including the ancillary spending related to their attendance (such as when they eat a meal before the show, or pay for parking, or spend the night in a hotel).

**Your goal is to collect a minimum of 50 completed surveys every three months during 2016 – from audiences attending events that are representative of the broad scope of performances, events, and/or exhibits that you present or produce.**

Below are a few key points:

- Try to collect 50 surveys from a single activity or event.
  - Sometimes you may collect more than 50 surveys from a cultural activity, and sometimes you may fail to collect 50. That's fine too! Send them all to us, regardless.
- Be sure to collect surveys from a diverse representation of the attendees at each event. One common strategy is to distribute the survey to every tenth person. This helps avoid any unintentional sampling bias.
- The survey should be completed only by adults 18 years of age or older.
- Only one survey may be completed by any immediate travel party.
- The surveys need to be completed in the presence of the interviewer.

**At the conclusion of each event where surveys are collected, the survey collection coordinator should complete an Audience Expenditure Survey Batch Cover Sheet, paper clip it on top of the “batch” of surveys that were collected during that activity, and then return the surveys to the Wisconsin arts Board:**

Wisconsin Arts Board  
PO Box 8690  
Madison, WI 53708-8690  
Attn: AEP V Coordinator

**Two methods should be employed to complete the audience surveys: (1) Audience-intercept surveying and (2) Pre-event random distribution.**

## **TRADITIONAL AUDIENCE-INTERCEPT SURVEYING**

This method typically supports a very high response rate. It is the preferred survey collection method for smaller performances as well as events with multiple entrance points like festivals and fairs.

- To complete audience-intercept surveying, a team of interviewers randomly “intercepts” attendees and asks them to complete the short survey. The interviewer remains nearby, and collects the completed survey when each respondent finishes filling it out.
- We recommend using teams of 2-4 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 interviewer may administer multiple surveys simultaneously. However, he/she should remain in close proximity to the persons completing the surveys and be prepared to answer any questions.
- The interviewers can be anyone whom 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 where the surveys are being collected. **In the past, many of our study partners have had great success recruiting volunteers 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 at a later date by mail or e-mail.**
- 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.
- 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. Or, one person from one of the couples may fill out one survey based on just his/her couple.
  - 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 performances that take place inside a single facility with seats such as a theater or music hall.**

- This method of survey collection does not require “interviewers” to approach event attendees and solicit survey responses.
- To use this method, the producer/presenter/facility agrees to distribute 75-100 questionnaires randomly throughout the venue prior to a performance or event.
  - For example, a theater may place blank questionnaires on every 10<sup>th</sup> 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 State of Wisconsin, 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, please complete an Audience-Intercept Survey Batch Cover Sheet and attach it to the applicable surveys, and then return the surveys to the Wisconsin Arts Board.**