



# FY 19 TDC Audience Survey

## Process Overview

### August 29, 2018

# Schedule

- Surveying: Oct. 1, 2018 - Sept. 30, 2019
- Data entry deadline: Oct 30, 2019
- Analysis: Nov. – Dec. 2019
- Draft reports review: Jan - Feb 2020
- Final reports: Feb - March 2020
- Public presentations TBD

# Changes

- Revised Quotas
  - Finetuned based on attendance, surveying opportunities, under-represented cells in some breakouts
  - Set firmer deadlines for quarters due to some slippage
- Revised Process
  - Require sign offs: quota, guide, draft report
  - Require attendance and/or training meeting
  - Executive Director copied on milestone communications

# Changes

- Revised Survey
  - Removed inoperative question
  - Expanded marketing questions
  - Expanded satisfaction question
  - Expanded lodging question

# Data Collection

- Paper surveys – preferred method
  - You do data entry into online form
  - You get link to monitor progress and snapshot of some results
- Tablet with SurveyMonkey – no cost
  - One dedicated tablet purchase is reimbursable on grant (if you have not already done this)
  - Requires good wifi to administer the survey
  - You get link to monitor progress and snapshot of some results
  - May need to oversample because of ineligible surveys
- Tablet with QuickTap Survey – fee charged
  - Same as above, but you can collect surveys without wifi
  - When you can connect to wifi you upload the surveys to the file

*You may use paper or tablet, but not both*

# Data Collection

- **Intercept surveys**
  - Prefer you to read questions aloud and enter the data
  - Self-administered (respondent reads and answers) is allowed, but not preferred.
- You may translate the surveys into other languages on paper version

# Quotas and Sampling Plans

- **Range between 100 and 800**
  - Percentage of annual attendance by quarter establishes quarterly quota
  - Opportunity plays a role: year-round, limited, seasonal/regular, event (attendance, days)
- Meeting quarterly quotas is very important



# THE SURVEY



# Front Page - EVERYONE

1. Identifies first-time visitors
2. Counts adults and children in the party
3. Gathers EVENT-RELATED SPENDING
4. Gets marketing info: web, social media, other
5. Tracks retention of local dollars (or loss of dollars)
6. Tallies satisfaction of your organization and overall cultural activity in The Palm Beaches
7. ZIP code
8. Establishes residency factors
- 9-12. Demographics

# Back Page – NON-RESIDENTS

Who is a county resident? If their primary residence is here. Primary residence is where they live the majority of the year or what they designate as their primary residence on their tax returns.

Even if they are visiting you from their home in Broward or Martin County they are not residents and need to fill out the back of the form.

# NON-RESIDENT QUESTIONS

13. Identifies state or country of visitor
14. Frequency of PBC visits
15. How they traveled here
16. When they decided to make trip
17. How much was arts and culture a factor in decision
18. Primary reason for trip
19. Days in county
20. Overnight vs. daytrip, nights, units, type of lodging

# NON-RESIDENT QUESTIONS

- 21. Backs out double counting with admissions
- 22. Trip related spending
- 23. Likely to return to your organization again
- 24. Likely to visit PBC again



QUESTIONS?