

Methodology

All data reported here are based on a survey of a sample of arts organizations conducted by the Pew Research Center's Internet & American Life Project from May 30–July 20, 2012. Pew Internet staff developed the 30-minute online survey to study how arts organizations are currently using the internet, social media, and other digital technologies to share content, communicate with patrons, and manage their organizational objectives. At several points during survey development, Pew Internet solicited input from a diverse group of 11 experts in the arts field, who provided feedback on survey content, focus and language. This advisory group included local, state and national organization leaders, those working in the nonprofit arts sector, as well as researchers and practitioners in the field. Their input was invaluable in shaping a survey that captured the experiences of a wide range of arts organizations serving many missions in many different disciplines.

Survey sample

The survey results reported here are based on a national, non-probability sample of 1,258 arts organizations. The sample is not a probability sample of all arts organizations currently operating in the U.S. because it was not practical to assemble a sampling frame of this population. Instead, Pew Internet submitted a Freedom of Information Act (FOIA) request to the National Endowment for the Arts (NEA) to obtain the list of all arts organizations that received grants from the NEA during the 2006-2011 time period. The NEA provided a list of 5,773 grantees, which included the applying grantee's name, their organization, mailing address and email address.

Contact Procedures

In an effort to obtain the highest possible response rate to the survey, advance letters were mailed to all 5,773 grantees in the sample explaining the purpose of the survey and that they could expect to receive an email invitation to participate in the coming week. The letter included the email address on file for each grantee and asked them to contact Pew Internet if their email address was incorrect.

While the overall goal of the survey was to measure the different ways arts *organizations* use digital technologies to further their missions, it is important to note that NEA funding is made at the level of individual grantees and project directors, rather than at the organizational level. Several individuals from the same organization may have applied for and been awarded NEA funding during the time period specified, thus the full sample file included information for 5,773 *grantees* representing 3,644 unique arts *organizations*. In many cases, the parent organization could be easily identified. However, in the case of larger institutions such as universities and state governments, it could not be determined whether the organizational unit was best defined as the entire institution or as a subunit such as a department or agency. Because of this ambiguity, and in an effort to maximize response rates in a field with considerable staff turnover, advance letters and email invitations were sent to all 5,773 grantees in the sample file. The email invitation alerted grantees to the possibility that more than one individual in their organization may be asked to participate and asked that they coordinate their response with

colleagues so that only one survey is submitted on their organization’s behalf.

Email invitations included a live link to the online survey and a unique username and password. When individuals clicked on the survey link, they were sent to a secure login page and asked to enter this information. Thus, arts organizations with no grantee in the file received from NEA could not opt-in to the sample and are not represented in the survey. Of the 5,773 email invitations sent, 1,408 were either rejected by email filters or returned as undeliverable.

Almost all grantees who clicked through to the survey completed at least part of it. Of the 1,291 unique visitors to the survey, 1,258 completed at least part of the survey (1,155 completed the entire survey). All percentages reported are based on those answering each question separately. The response rate for known delivered emails was 29% (1,258/4,365). Given the nature of the sampling frame used for the study, no margin of error has been computed.

| Arts Organization Online Survey Sample Breakout | |
|--|-------|
| Invited to participate | 5,773 |
| Known undelivered emails | 1,408 |
| Delivered email invitations (at most) | 4,365 |
| | |
| Unique visitors to the survey | 1,291 |
| Responders (i.e, answered any question) | 1,258 |
| Completed surveys (i.e., answered all questions) | 1,155 |

The survey was typically completed by the organization’s Executive Director (36%), or a director-level staff member (40%). However, 22% of respondents listed their role as “other,” which included such open-ended answers as General Manager, Grants Officer, Curator, Event Coordinator or Academic Chair, or answers like “I am both Executive Director and Artistic Director.” This reflects the nature of many nonprofit arts organizations where staff members are playing multiple roles, or have more descriptive professional titles. The majority of respondents (81%) said that they were answering questions on behalf of an entire organization. For the remaining 19%, their answers represented a segment or division of a larger institution such as a college/university or federal/state/local government.

Arts Organizations Represented in the Survey

The survey results presented here are *not* based on a probability sample of arts organizations currently operating in the U.S., yet every effort was made to administer the survey to as broad a sample as is practically possible. The 1,258 NEA grantees who participated in the survey represent mainly the nonprofit arts sector, yet comprise a very diverse sample of organizations. The final sample includes respondents from a wide range of disciplines, including visual arts, music, theater, dance, literature, photography, and media arts.

Organization Type

| Organization Type | |
|---------------------------|-----|
| Nonprofit | 84% |
| College or university | 10 |
| State or local government | 4 |
| For profit | * |

An asterisk (*) indicates a value of less than .05%.

Source: The Pew Research Center's Internet & American Life Project Online Survey of Arts Organizations, May 30 to July 20, 2012, n=1,258 arts organizations.

Organization's Main Discipline

| Organization Main Discipline | |
|------------------------------|-----|
| Visual arts | 13% |
| Music | 13 |
| Theater | 12 |
| Interdisciplinary | 10 |
| Dance | 9 |
| Media arts | 7 |
| Folk/Traditional arts | 6 |
| Literature | 6 |
| Photography | 6 |
| Design | 4 |
| Humanities | 4 |
| Crafts | 3 |
| Opera | 3 |
| Other | 4 |

Source: The Pew Research Center's Internet & American Life Project Online Survey of Arts Organizations, May 30 to July 20, 2012, n=1,258 arts organizations.

Asked to describe the main function of their organization and the services that it offers, NEA research experts say the answers suggest that the survey represents a broad cross-section of the U.S. arts field. Organizational functions include performance, curation, exhibition, education, and philanthropy.

Organization's Main Function

| Organization Main Function | |
|--|-----|
| Performing group | 22% |
| Arts service organization | 14 |
| Art museum | 9 |
| Arts center | 8 |
| Arts council/agency | 6 |
| College/University | 3 |
| Performance facility | 3 |
| Cultural series organization | 3 |
| Community service or social service organization | 3 |
| School of the arts | 2 |
| Fair/Festival | 2 |
| Media-radio or television | 2 |
| Gallery/Exhibit space | 1 |
| Cinema | 1 |
| Literary magazine | 1 |
| Independent press | 1 |
| Library | 1 |
| Arts camp/institute | * |
| Foundation | * |
| Other | 17 |

An asterisk (*) indicates a value of less than .05%.

Source: The Pew Research Center's Internet & American Life Project Online Survey of Arts Organizations, May 30 to July 20, 2012, n=1,258 arts organizations.

The services provided by these organizations range from curating performances to conducting arts education, media production, supporting the creation of art, and offering technical support and professional development to the arts community. Organizations could check more than one answer regarding the services they offer, and most respondents said their organization provides many of those asked about. Far from focusing on a single task, 49% of respondents report that their organization provides between 4 and 7 services. And, 16% of organizations indicate they provide 10 or more different arts-based services.

Services Offered

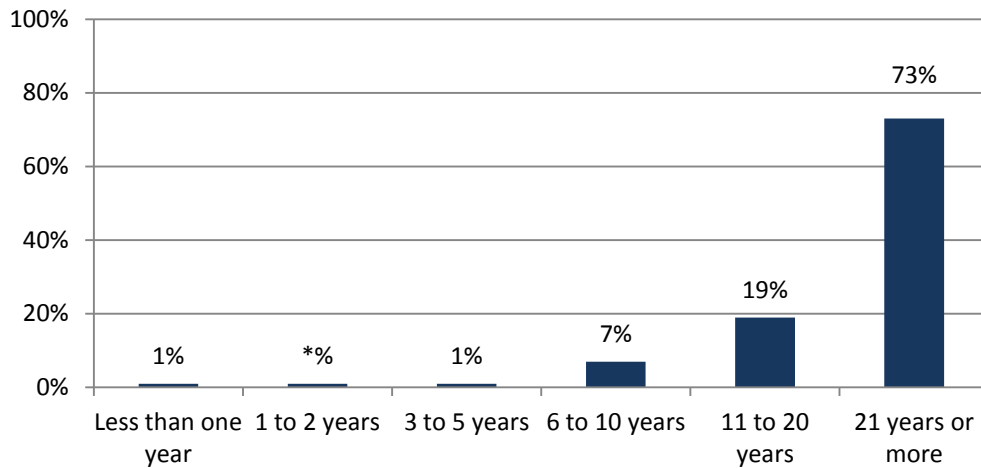
| Services Offered | |
|---|-----|
| Public performance | 12% |
| Arts creation | 11 |
| Arts instruction | 9 |
| Public education/Public awareness | 9 |
| Professional development/training | 8 |
| School/Residency | 7 |
| Exhibition | 6 |
| Fair/Festival | 5 |
| Professional support – artistic | 5 |
| Publication/Broadcast | 4 |
| Seminar/Conference | 4 |
| Historical preservation/Conservation/Repair/Restoration | 3 |
| Recording/Filming/Taping | 3 |
| Technical assistance | 3 |
| Professional support – administrative | 2 |
| Identification/Documentation | 2 |
| Distribution | 2 |
| Regranting | 2 |
| Evaluation | 2 |
| Operating support | 1 |
| Other | 1 |

An asterisk (*) indicates a value of less than .05%.

Source: The Pew Research Center's Internet & American Life Project Online Survey of Arts Organizations, May 30 to July 20, 2012, n=1,258 arts organizations.

Nearly three-quarters (73%) of individuals participating in the survey represent organizations that have existed for more than 20 years, and another 19% represent organizations that have existed for 11 to 20 years. Only 21 organizations represented in the total sample (2%) have less than five years of history.

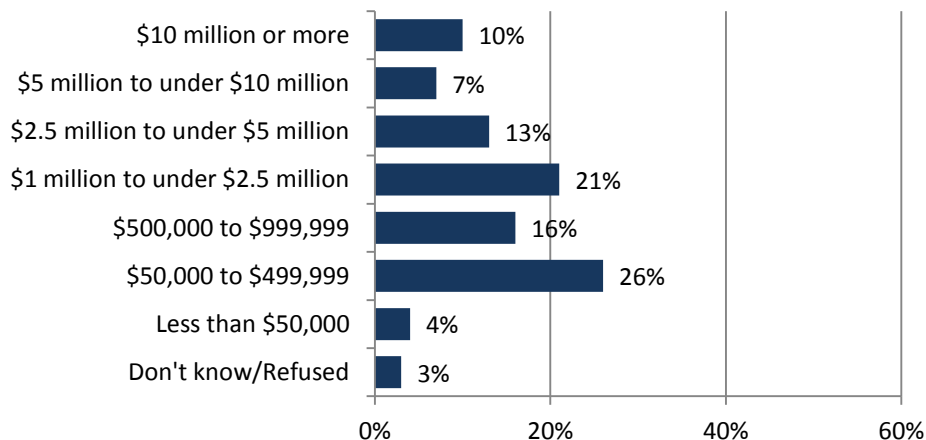
For how many years has your organization existed?



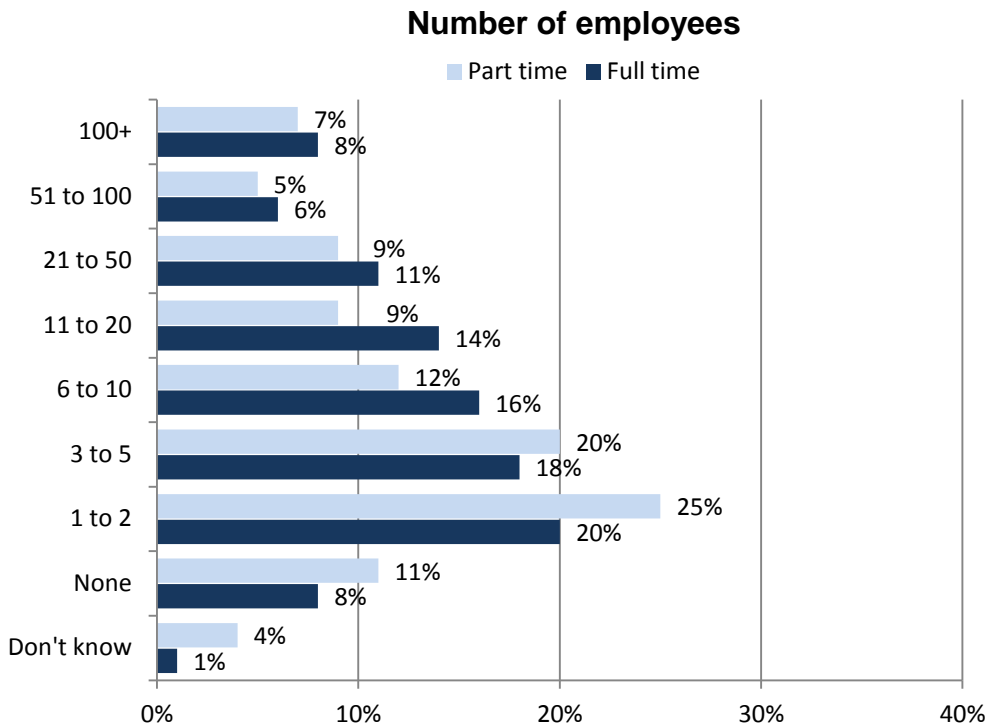
Source: The Pew Research Center's Internet & American Life Project Online Survey of Arts Organizations, May 30 to July 20, 2012, n=1,258 arts organizations. An asterisk (*) indicates a value less than .5%.

The final sample also includes organizations of all sizes, from very large to very small, with widely varying operating budgets and staff size. Organizational budgets among this group range from less than \$50,000 to \$10 million or more annually, with the highest proportion in the \$50,000 to \$499,999 range. Despite these notable differences in organizational budgets, the majority of arts organizations that participated in the survey have a small staff: 68% of organizations have 10 or fewer full time employees, including 45% that have between one and five full-time employees.

Organization's current annual operating budget



Source: The Pew Research Center's Internet & American Life Project Online Survey of Arts Organizations, May 30 to July 20, 2012, n=1,258 arts organizations.



Source: The Pew Research Center's Internet & American Life Project Online Survey of Arts Organizations, May 30 to July 20, 2012, n=1,258 arts organizations.

The final sample included arts organizations from every state, the District of Columbia and Puerto Rico. States with the largest percentage of respondents included New York (17%), California (14%), Illinois (5%), Pennsylvania (5%), and Texas (5%).

Asked to describe the community in which their organization is currently based, 70% say they are situated in an urban center. However, answers to subsequent survey questions suggest that arts organizations are using technology to stretch beyond these time- and place-based constraints, with some serving not only their immediate locale, but also communities all over the country and world. For example, when asked about the geographic location of their patrons, more than half of the organizations in this sample serve either a local (29%) or regional (29%) audience. Yet another 17% have a national audience, and 13% serve an international community. Some 11% of organizations said they serve a virtual or online community.

Which *best* describes the type of community in which your organization is located?

| Community Type | |
|-------------------------------------|-----|
| An urban center | 70% |
| A small city or town | 16% |
| A suburb near an urban center | 8% |
| A rural area | 5% |
| Virtual or online organization only | 1% |

Source: The Pew Research Center's Internet & American Life Project Online Survey of Arts Organizations, May 30 to July 20, 2012, n=1,258 arts organizations.

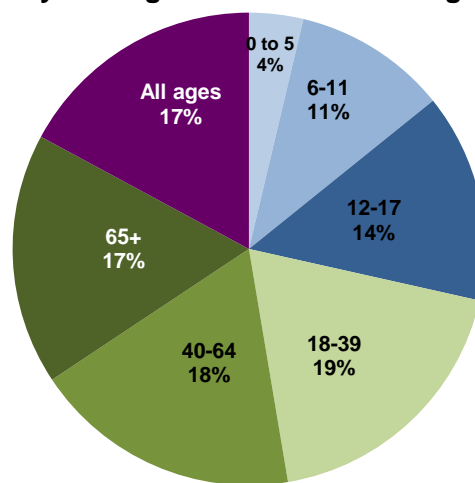
Is the target audience for your organization's services ...

| Audience Type | |
|------------------------------|-----|
| A local audience | 29% |
| A regional audience | 29% |
| A national audience | 17% |
| An international audience | 13% |
| A virtual or online audience | 11% |

Source: The Pew Research Center's Internet & American Life Project Online Survey of Arts Organizations, May 30 to July 20, 2012, n=1,258 arts organizations.

Moreover, the arts organizations that participated in the survey are serving nearly every age group, from very young children to elderly adults. Seventeen percent say they serve patrons of all ages.

Does your target audience include ages...?



Source: The Pew Research Center's Internet & American Life Project Online Survey of Arts Organizations, May 30 to July 20, 2012, n=1,258 arts organizations.

Interpreting the results

The arts organizations participating in this survey represent a healthy cross-section of the American arts and culture landscape. They vary considerably in their overall function, the services they provide, the disciplines they promote and support, and the audiences they serve. They also range from the very small to the very large, their location, and the community types in which they are located.

Yet, because they consist entirely of organizations that have received NEA funding in the past five years, they are likely distinct in some ways from the full population of arts organizations currently operating in the U.S. Most notably, this sample is made up of mainly nonprofit organizations (84%), and arts organizations with a fairly long history (73% have existed for 21 years or more). One can conclude due to the length of time they have existed and their ability to procure NEA funding that these are relatively successful organizations when it comes to the grant process. One in 10 participating organizations report an annual operating budget of \$10 million or more, which would place them at the highest end of the budgetary scale. And while the majority of organizations participating in this survey have only a handful of full-time employees, 14% have more than 50.

Thus, in interpreting survey results, one should keep in mind that organizations that are less successful in obtaining funding in general, and NEA funding in particular, are likely not part of this sample. The sample also likely skews toward older, more established arts organizations which may be very different from newer organizations or organizations that open and close quickly as part of the natural “churn” in the arts field.

How their relative fundraising success and organizational stability impact survey results is unclear. On one hand, these organizations may be more forward thinking and innovative in their use of technology, because they are successful fundraisers and are more likely to have capital to invest in new projects and initiatives. However, their organizational longevity may work against this type of innovation if they have established organizational practices or audiences that are resistant to change.

Regardless, this sample of arts organizations promotes engagement across the arts, serves all types of artists and audiences, and represents all regions of the country and audiences of all ages. And though most report being located in urban centers, three in ten (29%) operate in smaller communities. Thus, their insights provide a comprehensive look at how today’s arts organizations are using the internet, social media, and other digital technologies to further their missions.

Survey Questions

INTRO PAGE

Welcome to the Pew Internet Survey of NEA Grantee Organizations!

Below is some important information about taking the survey...

- This survey is completely confidential. Results are reported in the aggregate, and responses are never attributed to any individual or organization.
- Most questions ask you to select the single response that best reflects your answer. Other questions are labeled SELECT ALL THAT APPLY, and for these you can select more than one response.
- Grid questions list multiple items down the left side of the screen and response choices across the top. Please provide an answer for each item in the grid.
- Some questions are followed by text boxes in which you can type your answer.
- Please move through the survey using the "back" and "next" buttons just below the question box. Do not use your browser's back button.
- Your responses are saved as you move through the survey, but they are not final until you click the "submit" button at the end of the survey. Once you submit your survey, you will not be able to log back in.
- If you need to, you can suspend your session by clicking the "logout" link below the question box. Your answers will be saved, and you can log back in later to finish the survey.

1) Which of the following BEST describes your organization?

SELECT ONE

| Response | Percent |
|--|----------------|
| 1) Nonprofit | 84 |
| 2) For profit | * |
| 3) Government -- Federal | * |
| 4) Government -- State | 2 |
| 5) Government -- Local | 2 |
| 6) College or University (includes a department or program within a college or university) | 10 |
| 7) Other: Please Specify | 1 |

2) Throughout the survey, questions ask about "your organization." If you are completing the survey on behalf of a department or program within a university, or a division, agency or program within federal/state/local government, please base your answers on your section of the organization only.

Please do not base your responses on the organization as a whole (i.e. the entire college or university, or the entire federal/state/local government of which you are a part).

Please indicate below if you are providing responses for a section or division of a larger organization.

| Response | Percent |
|--|----------------|
| 1) Yes, my responses represent a segment or division of a larger organization such as a college/university or federal/state/local government | 19 |
| 2) No, my responses represent an entire organization | 81 |

3) Which of the following BEST describes your role within the organization?

SELECT ONE

| Response | Percent |
|---|----------------|
| 1) Director, Executive Director, President, or CEO | 36 |
| 2) Associate Director, Vice President, or Assistant to the Director | 8 |
| 3) Director/Associate Director of Marketing | 13 |
| 4) Director/Associate Director of Development | 12 |
| 5) Director/Associate Director of Education | 3 |
| 6) Director/Associate Director of Programming | 4 |
| 7) Board Member | 1 |
| 8) Other: Please Specify | 22 |

4) Which of the following categories BEST describes your organization's MAIN function?

SELECT ONE

| Response | Percent |
|------------------------------------|----------------|
| 01) Community Service Organization | 2 |
| 02) Arts Council/Agency | 6 |
| 03) Arts Service Organization | 14 |
| 04) Cultural Series Organization | 3 |
| 05) Performing Group | 22 |
| 06) Arts Camp/Institute | * |
| 07) College/University | 3 |
| 08) Social Service Organization | 1 |
| 09) Fair/Festival | 2 |
| 10) School of the Arts | 2 |
| 11) Arts Center | 8 |
| 12) Performance Facility | 3 |
| 13) Cinema | 1 |
| 14) Art Museum | 9 |
| 15) Media--Radio | 1 |
| 16) Media--Television | 1 |
| 17) Gallery/Exhibit Space | 1 |
| 18) Literary Magazine | 1 |
| 19) Independent Press | 1 |
| 20) Library | 1 |
| 21) Foundation | * |
| 22) Other: Please Specify | 17 |

5) In which of the following DISCIPLINES does your organization specialize?

SELECT ALL THAT APPLY

| Response | Percent |
|---------------------------|----------------|
| 01) Visual Arts | 13 |
| 02) Music | 13 |
| 03) Theater | 12 |
| 04) Design | 4 |
| 05) Folk/Traditional Arts | 6 |
| 06) Dance | 9 |
| 07) Literature | 6 |

| Response | Percent |
|---------------------------|---------|
| 08) Media Arts | 7 |
| 09) Photography | 6 |
| 10) Crafts | 3 |
| 11) Humanities | 4 |
| 12) Opera | 3 |
| 13) Interdisciplinary | 10 |
| 14) Other: Please Specify | 4 |

6) Which of the following SERVICES does your organization support and/or provide?

SELECT ALL THAT APPLY

| Response | Percent |
|---|---------|
| 01) Arts creation | 11 |
| 02) Public performance | 12 |
| 03) Professional development/training | 8 |
| 04) School/Residency | 7 |
| 05) Seminar/Conference | 4 |
| 06) Fair/Festival | 5 |
| 07) Public education/Public awareness | 9 |
| 08) Arts instruction | 9 |
| 09) Operating support | 1 |
| 10) Technical assistance | 3 |
| 11) Regranting | 2 |
| 12) Professional support -- artistic | 5 |
| 13) Professional support -- administrative | 2 |
| 14) Exhibition | 6 |
| 15) Publication/Broadcast | 4 |
| 16) Distribution | 2 |
| 17) Recording/Filming/Taping | 3 |
| 18) Identification/Documentation | 2 |
| 19) Historic preservation/Conservation/Repair/Restoration | 3 |
| 20) Evaluation | 2 |
| 21) Other: Please Specify | 1 |

7) Does your organization host or sponsor any of the following kinds of events or exhibits?

PLEASE PROVIDE AN ANSWER FOR EACH ITEM BELOW

| Question | Yes | No | Don't know/Can't answer | # |
|---|----------------------|---------------------|-------------------------|------|
| 7.1 IN-PERSON events or exhibits | 94% (1038) | 5% (58) | *% (5) | 1101 |
| 7.2 Events or exhibits that are hosted ONLINE, such as webinars, virtual performances or virtual exhibits | 29% (338) | 70% (832) | 1% (14) | 1184 |

8) Does the target audience for your organization's services, events and/or products generally include...

SELECT ALL THAT APPLY

| Response | Percent |
|--------------------------------------|---------|
| 1) Children age 5 and younger | 4 |
| 2) Children age 6-11 | 10 |
| 3) Children age 12-17 | 14 |
| 4) Adults age 18-39 | 19 |
| 5) Adults age 40-64 | 18 |
| 6) Adults age 65+ | 17 |
| 7) All of the above | 17 |
| 8) Don't know/Can't answer | * |
| 9) Does not apply to my organization | * |

9) Is the target audience for your organization's services, events and/or products a...

SELECT ALL THAT APPLY

| Response | Percent |
|--------------------------------------|---------|
| 1) Local audience | 29 |
| 2) Regional audience | 29 |
| 3) National audience | 17 |
| 4) International audience | 13 |
| 5) Virtual or online audience | 11 |
| 6) Don't know/Can't answer | * |
| 7) Does not apply to my organization | * |

10) Over the past several years, would you say the number of IN-PERSON events and/or exhibits hosted by your organization has...

| Response | Percent |
|----------------------------|---------|
| 1) Increased | 51 |
| 2) Decreased | 11 |
| 3) Remained about the same | 36 |

| Response | Percent |
|----------------------------|---------|
| 4) Don't know/Can't answer | 1 |

11) Over the past several years, would you say the number of ONLINE events and/or exhibits hosted by your organization has...

| Response | Percent |
|----------------------------|---------|
| 1) Increased | 86 |
| 2) Decreased | 1 |
| 3) Remained about the same | 12 |
| 4) Don't know/Can't answer | * |

12) Overall, COMPARED TO OTHER ORGANIZATIONS IN YOUR FIELD, would you say your organization is AHEAD of the curve, about AVERAGE, or BEHIND the curve when it comes to using the internet and digital technologies (such as social media, mobile devices and apps, etc.) effectively?

| Response | Percent |
|----------------------------|---------|
| 1) Ahead of the curve | 20 |
| 2) About average | 60 |
| 3) Behind the curve | 19 |
| 4) Don't know/Can't answer | 1 |

13) What has been the greatest CHALLENGE for your organization in adopting these kinds of digital technologies?

| # | Response | Count | Percent |
|---|----------|-------|---------|
|---|----------|-------|---------|

14) Has your organization ever sought funding specifically to support projects that expand its use of the internet or other digital technologies (such as social media, mobile devices and apps, etc.)?

| Response | Percent |
|--------------------------------------|---------|
| 1) Yes | 49 |
| 2) No | 43 |
| 3) Don't know/Can't answer | 8 |
| 4) Does not apply to my organization | * |

15) If yes, can you tell us about how EASY or DIFFICULT it was to find financial support to expand your use of digital technologies and what you requested/used the funding for?

| # | Response | Count | Percent |
|---|----------|-------|---------|
|---|----------|-------|---------|

16) Overall, thinking about the work your organization does, how important, if at all, are THE INTERNET AND DIGITAL TECHNOLOGIES to each of the following?

PLEASE PROVIDE A RESPONSE FOR EACH ITEM BELOW

| Question | Very important | Somewhat important | Not too important | Not important at all | Don't know/Can't answer | Does not apply to my organization | # |
|-----------------|----------------|--------------------|-------------------|----------------------|-------------------------|-----------------------------------|------|
| 16.1 Increasing | 78% | 18% | 2% | *% | *% | 1% | 1212 |

| Question | Very important | Somewhat important | Not too important | Not important at all | Don't know/Can't answer | Does not apply to my organization | # |
|--|----------------|--------------------|-------------------|----------------------|-------------------------|-----------------------------------|------|
| audience engagement | (948) | (223) | (24) | (5) | (1) | (11) | |
| 16.2 Providing arts education to the public | 33% (395) | 37% (439) | 17% (199) | 3% (37) | 2% (22) | 9% (110) | 1202 |
| 16.3 Improving arts curation | 19% (227) | 24% (288) | 15% (178) | 5% (64) | 6% (73) | 30% (357) | 1187 |
| 16.4 Improving arts cataloguing and collections management | 27% (323) | 16% (187) | 8% (97) | 6% (74) | 5% (57) | 38% (450) | 1188 |
| 16.5 Identifying sources of funding | 64% (774) | 27% (322) | 5% (65) | 1% (13) | 2% (25) | *% (5) | 1204 |
| 16.6 Gathering research and data for grant applications | 65% (788) | 25% (306) | 5% (62) | 1% (11) | 2% (28) | 1% (9) | 1204 |
| 16.7 Promoting the arts | 81% (974) | 15% (182) | 1% (16) | *% (4) | *% (6) | 2% (24) | 1206 |
| 16.8 Engaging in arts advocacy | 55% (655) | 29% (349) | 7% (81) | 2% (18) | 2% (26) | 6% (66) | 1195 |
| 16.9 Using your organization's resources more efficiently | 63% (757) | 29% (355) | 4% (53) | 1% (12) | 2% (21) | *% (6) | 1204 |
| 16.10 Artistic creation and/or collaboration | 28% (339) | 39% (468) | 18% (211) | 4% (42) | 4% (43) | 8% (95) | 1198 |

17) Does your organization currently accept gifts or donations through SMS or text message?

| Response | Percent |
|--------------------------------------|---------|
| 1) Yes | 5 |
| 2) No | 88 |
| 3) Don't know/Can't answer | 6 |
| 4) Does not apply to my organization | 1 |

18) Based on your experiences and those of your organization, do you agree or

disagree with each of the following statements?

PLEASE PROVIDE AN ANSWER FOR EACH ITEM BELOW

| Question | Strongly agree | Somewhat agree | Somewhat disagree | Strongly disagree | Don't know/Can't answer | # |
|---|----------------|----------------|-------------------|-------------------|-------------------------|------|
| 18.1 The internet and digital technologies are diluting the arts by giving everyone interested in the arts and arts criticism a public platform | 2% (23) | 8% (101) | 29% (354) | 53% (640) | 7% (88) | 1206 |
| 18.2 Because of the internet and digital technologies, the arts audience is more diverse than it was in the past | 31% (372) | 52% (622) | 9% (103) | 1% (16) | 8% (92) | 1205 |
| 18.3 The internet and related technologies have created an expectation among some audiences that all digital content should be free | 26% (312) | 48% (578) | 11% (137) | 1% (18) | 13% (159) | 1204 |
| 18.4 The internet has increased engagement in the arts by providing a public platform through which more people can share their work | 50% (599) | 42% (507) | 3% (41) | *% (3) | 4% (50) | 1200 |
| 18.5 The internet and digital technologies are negatively impacting audience members' attention spans for live performance | 9% (103) | 31% (371) | 27% (326) | 18% (218) | 16% (189) | 1207 |

19) And based on your experiences and those of your organization, do you agree or disagree with each of the following statements?

PLEASE PROVIDE AN ANSWER FOR EACH ITEM BELOW

| Question | Strongly agree | Somewhat agree | Somewhat disagree | Strongly disagree | Don't know/Can't answer | # |
|--|----------------|----------------|-------------------|-------------------|-------------------------|------|
| 19.1 The internet has played a major role in broadening the boundaries of what is considered art | 27% (325) | 50% (605) | 10% (119) | 2% (23) | 11% (134) | 1206 |
| 19.2 The internet and digital technologies are hurting arts organizations by decreasing attendance at in-person events | 3% (38) | 19% (231) | 36% (428) | 27% (330) | 15% (177) | 1204 |
| 19.3 The internet is shifting the | 6% (71) | 29% (353) | 30% (356) | 18% (211) | 18% (212) | 1203 |

| Question | Strongly agree | Somewhat agree | Somewhat disagree | Strongly disagree | Don't know/Can't answer | # |
|---|----------------|----------------|-------------------|-------------------|-------------------------|------|
| focus of many arts organizations from artistic creation and curation to promotion and marketing | | | | | | |
| 19.4 Digital distractions such as ringing cell phones and audience member texting are a significant disruption to live performances | 37% (446) | 34% (407) | 17% (202) | 5% (59) | 8% (93) | 1207 |

20) Looking ahead, what do you think will be the greatest impact, good or bad, of the internet and digital technologies on your field over the next 10 years?

| # | Response | Count | Percent |
|---|----------|-------|---------|
|---|----------|-------|---------|

21) Does your organization currently have its OWN website?

| Response | Percent |
|---|---------|
| 1) Yes | 99 |
| 2) No | 1 |
| 3) Currently in the process of developing a website | * |
| 4) Don't know/Can't answer | * |

22) Does your organization (not individual employees) currently have a profile or page on a social media site such as Facebook, Twitter, YouTube, Flickr, or some other social media site?

| Response | Percent |
|--|---------|
| 1) Yes | 97 |
| 2) No | 2 |
| 3) Currently in the process of developing social media profile(s) or page(s) | 1 |
| 4) Don't know/Can't answer | * |

23) Aside from any organizational profiles, do any of your INDIVIDUAL EMPLOYEES currently have a PROFESSIONAL profile on a social media site--such as Facebook, Twitter, LinkedIn, or some other social media site--that they use in their capacity as a representative of your organization?

| Response | Percent |
|--|---------|
| 1) Yes | 69 |
| 2) No | 25 |
| 3) Employees currently in the process of developing social media profile(s) or page(s) | 1 |
| 4) Don't know/Can't answer | 6 |

24) Thinking now about the reasons your organization does not currently have an

organizational presence on social media...

Is each of the following a MAJOR reason your organization does not currently have a profile on a social media site, a MINOR reason, or NOT A REASON at all?

PLEASE PROVIDE AN ANSWER FOR EACH ITEM BELOW

| Question | Major reason | Minor reason | Not a reason at all | Don't know/Can't answer | # |
|---|---------------------|---------------------|----------------------------|--------------------------------|----------|
| 24.1 My organization does not have the financial resources it needs to begin using social media | 16% (7) | 33% (14) | 47% (20) | 5% (2) | 43 |
| 24.2 My organization does not have the staff skills or knowledge it needs to begin using social media | 30% (13) | 25% (11) | 41% (18) | 5% (2) | 44 |
| 24.3 My organization is able to reach our community/stakeholders through other means, so we do not need to use social media | 18% (8) | 39% (17) | 39% (17) | 5% (2) | 44 |
| 24.4 My organization does not use social media because it is too difficult to control what is said in social networking spaces | 12% (5) | 40% (17) | 40% (17) | 9% (4) | 43 |
| 24.5 My organization tried using social media in the past and found that it was ineffective | 5% (2) | 5% (2) | 84% (37) | 7% (3) | 44 |
| 24.6 My organization is concerned about the continued resources that would be necessary to maintain a successful social media profile or campaign | 35% (15) | 40% (17) | 21% (9) | 5% (2) | 43 |
| 24.7 My organization does not have access to the updated hardware or software necessary to use social media effectively | 7% (3) | 23% (10) | 63% (27) | 7% (3) | 43 |

25) Thinking about your organization's online activities....Does your organization currently do any of the following online, either on its own website or on another site?

PLEASE PROVIDE AN ANSWER FOR EACH ITEM BELOW

| Question | Yes | No | Don't know/Can't answer | Does not apply to my organization | # |
|---|---------------------|---------------------|--------------------------------|--|----------|
| 25.1 Maintain a blog | 50% (600) | 49% (582) | 1% (14) | *% (1) | 1197 |
| 25.2 Post podcasts | 27% (325) | 70% (834) | 2% (18) | 1% (7) | 1184 |
| 25.3 Post or stream video | 81% (965) | 18% (218) | 1% (8) | *% (1) | 1192 |
| 25.4 Post or stream audio | 57% (673) | 41% (489) | 2% (21) | 1% (6) | 1189 |
| 25.5 Make information available through RSS feeds | 34% (399) | 53% (626) | 13% (152) | *% (5) | 1182 |
| 25.6 Sell event tickets online | 72% (864) | 20% (237) | 1% (12) | 7% (84) | 1192 |

| Question | Yes | No | Don't know/Can't answer | Does not apply to my organization | # |
|--|----------------------|---------------------|-------------------------|-----------------------------------|------|
| 25.7 Sell products or merchandise online | 47% (864) | 46% (239) | 1% (7) | 5% (82) | 1194 |
| 25.8 Accept online donations | 86% (1016) | 12% (138) | 1% (14) | 1% (17) | 1185 |
| 25.9 Allow users to share your content via email, Facebook, Twitter or another social media platform | 90% (1070) | 7% (82) | 3% (39) | *% (3) | 1194 |
| 25.10 Allow users to post comments that are visible to other users | 81% (974) | 15% (180) | 3% (39) | *% (4) | 1197 |
| 25.11 Post photos | 94% (1125) | 5% (57) | 1% (8) | *% (2) | 1192 |
| 25.12 Host discussion groups or threaded conversations among site users | 28% (337) | 68% (806) | 3% (39) | 1% (6) | 1188 |
| 25.13 Host webinars, or educational or instructional content | 22% (263) | 73% (866) | 1% (12) | 4% (47) | 1188 |
| 25.14 Administer online grant applications | 38% (460) | 42% (507) | 3% (38) | 16% (190) | 1195 |
| 25.15 Present online exhibits | 20% (233) | 66% (779) | 1% (11) | 14% (166) | 1189 |
| 25.16 Host or maintain an events calendar | 74% (877) | 23% (271) | 1% (6) | 3% (35) | 1189 |
| 25.17 Use location-based services such as Yelp, Google Latitude or Foursquare | 35% (423) | 57% (684) | 5% (61) | 2% (24) | 1192 |
| 25.18 Offer discounts through online services such as Groupon or Living Social | 31% (365) | 61% (727) | 2% (26) | 6% (76) | 1194 |

26) Is there anything else innovative your organization does ONLINE that was not included in the previous question? If so, please tell us about it below...

| # | Response | Count | Percent |
|---|----------|-------|---------|
|---|----------|-------|---------|

27) Does your organization currently use any mobile software applications or APPS for devices like smartphones and tablet computers to....

PLEASE PROVIDE AN ANSWER FOR EACH ITEM BELOW

| Question | Yes | No | Don't know/Can't answer | Does not apply to my organization | # |
|---|---------------------|----------------------|-------------------------|-----------------------------------|------|
| 27.1 Provide content to the public or clients | 24% (293) | 72% (861) | 2% (19) | 2% (23) | 1196 |
| 27.2 Facilitate work within your own organization | 17% (200) | 79% (944) | 2% (22) | 2% (29) | 1195 |
| 27.3 Train or educate employees | 5% (55) | 90% (1076) | 2% (23) | 3% (40) | 1194 |

| Question | Yes | No | Don't know/Can't answer | Does not apply to my organization | # |
|---|--------------|--------------|-------------------------|-----------------------------------|------|
| 27.4 Sell tickets, products or services | 15% (184) | 77% (922) | 3% (30) | 5% (58) | 1194 |

28) Does your organization actively moderate or otherwise monitor USER COMMENTS that are posted to your website, or not?

| Response | Percent |
|--------------------------------------|---------|
| 1) Yes | 68 |
| 2) No | 16 |
| 3) Don't know/Can't answer | 4 |
| 4) Does not apply to my organization | 13 |

29) Is your organization's website currently maintained by...

SELECT ALL THAT APPLY

| Response | Percent |
|---------------------------------|---------|
| 1) Full-time paid staff members | 50 |
| 2) Part-time paid staff members | 18 |
| 3) External paid contractors | 23 |
| 4) Volunteers | 9 |
| 5) Don't know/Can't answer | * |

30) Are there currently any paid employees in your organization, full-time or part-time, whose MAIN responsibility is developing and/or maintaining content for your website?

| Response | Percent |
|--------------------------------------|---------|
| 1) Yes | 36 |
| 2) No | 63 |
| 3) Don't know/Can't answer | 1 |
| 4) Does not apply to my organization | * |

31) Which of the following services, if any, does your organization currently use to track your website's metrics or analytics?

SELECT ALL THAT APPLY

| Response | Percent |
|-------------------------|---------|
| 01) Google Analytics | 55 |
| 02) Yahoo Web Analytics | 1 |
| 03) Omniture/Adobe | * |
| 04) Coremetrics | 1 |
| 05) Urchin | 1 |
| 06) Oracle | 1 |

| Response | Percent |
|---|---------|
| 07) Webtrends | 2 |
| 08) ClickTracks | 1 |
| 09) IBM's Unica | * |
| 10) Wordpress plug-in | 8 |
| 11) Other: Please Specify | 8 |
| 12) Don't know/Can't answer | 14 |
| 13) Do not currently use metrics to track website traffic | 8 |

32) Do you happen to know how many MONTHLY unique visitors your website receives, on average?

| Response | Percent |
|---|---------|
| 1) Fewer than 25,000 | 60 |
| 2) 25,000 to 99,999 | 18 |
| 3) 100,000 to 499,999 | 5 |
| 4) 500,000 to 999,999 | 1 |
| 5) 1 million to just under 50 million | 1 |
| 6) 50 million to just under 100 million | 0 |
| 7) 100 million or more | 0 |
| 8) Don't know/Can't say | 15 |

33) Do you happen to know how many PAGE VIEWS your site receives in a typical MONTH?

| Response | Percent |
|---|---------|
| 1) Fewer than 25,000 | 38 |
| 2) 25,000 to 99,999 | 16 |
| 3) 100,000 to 499,999 | 10 |
| 4) 500,000 to 999,999 | 2 |
| 5) 1 million to just under 50 million | 1 |
| 6) 50 million to just under 100 million | * |
| 7) 100 million or more | 0 |
| 8) Don't know/Can't answer | 33 |

34) In your experience, what has been the most useful or meaningful metric/indicator to gauge your organization's web presence and/or to shape your overall mission or the way you communicate with your audience moving forward? Are there particular measures of your organization's online impact or success that are important to potential funders?

| # | Response | Count | Percent |
|---|----------|-------|---------|
|---|----------|-------|---------|

35) Next are some questions about your organization's social media profile(s) or page(s)...

On which of the following social networking sites do you currently have a profile?

PLEASE SELECT ALL THAT APPLY

| Response | Percent |
|-----------------------------|----------------|
| 01) Bebo | * |
| 02) Delicious | * |
| 03) Digg | * |
| 04) Eventbrite | 2 |
| 05) Facebook | 19 |
| 06) Flickr | 7 |
| 07) Foursquare | 4 |
| 08) Google+ | 3 |
| 09) Instagram | 1 |
| 10) iTunes | 2 |
| 11) Jumo | * |
| 12) JustGive | 1 |
| 13) Kickstarter | 1 |
| 14) LinkedIn | 6 |
| 15) MySpace | 2 |
| 16) MyYearbook | 0 |
| 17) Network for Good | 3 |
| 18) Ning | * |
| 19) Orkut | * |
| 20) Slideshare | * |
| 21) Tumblr | 3 |
| 22) Twitter | 15 |
| 23) UStream | 1 |
| 24) Vimeo | 5 |
| 25) Wikipedia | 5 |
| 26) Yelp | 4 |
| 27) YouTube | 13 |
| 28) Other: Please Specify | 2 |
| 29) Don't know/Can't answer | * |

36) About how often does your organization post information or content to its social media profile(s) or page(s)?

| Response | Percent |
|------------------------|----------------|
| 1) Several times a day | 25 |
| 2) About once a day | 20 |

| Response | Percent |
|----------------------------|---------|
| 3) Several times a week | 27 |
| 4) About once a week | 16 |
| 5) Once every few weeks | 8 |
| 6) Less often | 3 |
| 7) Never | * |
| 8) Don't know/Can't answer | 1 |

37) Does your organization use social media to do any of the following?

PLEASE PROVIDE AN ANSWER FOR EACH ITEM

| Question | Yes | No | Don't know/Can't answer | Does not apply to my organization | # |
|--|---------------------|---------------------|-------------------------|-----------------------------------|------|
| 37.1 Monitor what people are saying about your organization | 77% (867) | 19% (213) | 4% (44) | *% (2) | 1126 |
| 37.2 Get feedback from the public or "crowdsource" an idea | 52% (589) | 42% (470) | 5% (59) | 1% (7) | 1125 |
| 37.3 Learn more about your audience, patrons, or stakeholders | 65% (729) | 30% (340) | 4% (47) | 1% (6) | 1122 |
| 37.4 Engage with audience members either prior to, during, or following an event | 82% (919) | 14% (158) | 2% (27) | 2% (22) | 1126 |

38) Overall, would you say your organization's social media use has a MAJOR impact, a MINOR impact, or NO impact at all on each of the following?

| Question | Major impact | Minor impact | No impact at all | Don't know/Can't answer | Does not apply to my organization | # |
|--|---------------------|---------------------|---------------------|-------------------------|-----------------------------------|------|
| 38.1 Event promotion and/or attendance | 45% (499) | 49% (545) | 3% (29) | 3% (28) | 1% (16) | 1117 |
| 38.2 Audience building/Stakeholder engagement | 41% (457) | 51% (564) | 4% (48) | 3% (37) | 1% (8) | 1114 |
| 38.3 Boosting your organization's public profile | 56% (620) | 41% (459) | 2% (19) | 2% (17) | *% (1) | 1116 |
| 38.4 Public education | 16% (175) | 50% (553) | 21% (234) | 6% (67) | 8% (87) | 1116 |
| 38.5 Advocacy | 15% (163) | 46% (510) | 23% (260) | 6% (72) | 9% (104) | 1109 |
| 38.6 Fundraising and development | 13% (146) | 58% (642) | 22% (242) | 5% (60) | 2% (26) | 1116 |
| 38.7 Product sales | 11% (127) | 39% (431) | 21% (235) | 4% (46) | 24% (270) | 1109 |
| 38.8 Creating opportunities for professional collaboration | 13% (142) | 41% (460) | 32% (355) | 8% (85) | 6% (71) | 1113 |
| 38.9 Increasing traffic to your website | 48% (528) | 45% (495) | 3% (33) | 4% (44) | *% (1) | 1114 |

| Question | Major impact | Minor impact | No impact at all | Don't know/Can't answer | Does not apply to my organization | # |
|--|--------------|--------------|------------------|-------------------------|-----------------------------------|------|
| | (530) | (504) | (28) | (50) | (2) | |
| 38.10 Engagement with the public | 53% (589) | 43% (478) | 2% (22) | 2% (20) | *% (5) | 1114 |
| 38.11 Service delivery | 9% (103) | 37% (416) | 28% (311) | 10% (113) | 15% (168) | 1111 |
| 38.12 Audience understanding of/engagement with artistic content | 27% (305) | 52% (577) | 10% (106) | 6% (69) | 5% (55) | 1112 |

39) Are there any other MAJOR impacts social media has on your organization that are not included in the previous question? If so, please tell us about it in the box below.

| # | Response | Count | Percent |
|---|----------|-------|---------|
|---|----------|-------|---------|

40) Is each of the following statements very true for your organization, somewhat true, or not true at all?

PLEASE PROVIDE AN ANSWER FOR EACH ITEM

| Question | Very true | Somewhat true | Not true at all | Don't know/Can't answer | Does not apply to my organization | # |
|---|--------------|---------------|-----------------|-------------------------|-----------------------------------|------|
| 40.1 Social media helps my organization reach a broader audience than it would otherwise be able to | 52% (576) | 41% (459) | 4% (46) | 3% (28) | *% (2) | 1111 |
| 40.2 The younger employees in our organization have a more positive view of social media than the older employees | 38% (422) | 32% (361) | 23% (260) | 3% (35) | 3% (36) | 1114 |
| 40.3 Overall, my organization does not have the personnel or resources it needs to use social media effectively | 30% (334) | 44% (493) | 24% (267) | 2% (18) | 0% (0) | 1112 |
| 40.4 Social media helps our existing audience members feel more a part of the organization | 37% (409) | 48% (532) | 6% (63) | 9% (101) | *% (5) | 1110 |
| 40.5 Social media creates more risks than benefits for our organization | *% (3) | 5% (57) | 85% (943) | 9% (105) | *% (4) | 1112 |
| 40.6 Social media is worth the time our organization spends on it | 58% (645) | 33% (371) | 2% (18) | 7% (76) | *% (2) | 1112 |

41) Is your organization's social media profile(s) or page(s) managed by...

SELECT ALL THAT APPLY

| Response | Percent |
|----------|---------|
|----------|---------|

| Response | Percent |
|---------------------------------|---------|
| 1) Full-time paid staff members | 59 |
| 2) Part-time paid staff members | 22 |
| 3) External paid contractors | 6 |
| 4) Volunteers | 12 |
| 5) Don't know/Can't answer | * |

42) Are there currently any paid employees in your organization whose MAIN responsibility is managing your organization's social media profile(s) or page(s)?

| Response | Percent |
|----------------------------|---------|
| 1) Yes | 27 |
| 2) No | 73 |
| 3) Don't know/Can't answer | 0 |

43) Could you tell us about a specific time when your organization experienced a POSITIVE outcome due to your use of social media? Examples could include increased attendance at an event or getting helpful input/feedback from the public that helped you develop a new product or program.

| # | Response | Count | Percent |
|---|----------|-------|---------|
|---|----------|-------|---------|

44) Could you tell us about a specific time when your organization experienced a NEGATIVE outcome due to your use of social media? Examples could include getting negative feedback from the public or having your account spammed.

| # | Response | Count | Percent |
|---|----------|-------|---------|
|---|----------|-------|---------|

45) How well, if at all, does each of the following statements describe your organization?

PLEASE PROVIDE AN ANSWER FOR EACH ITEM

| Question | Very well | Somewhat | Not much | Not at all | Don't know/Can't answer | # |
|---|--------------|--------------|--------------|--------------|-------------------------|------|
| 45.1 My organization generally embraces new information and communication technologies to help us do our work | 39% (450) | 51% (591) | 9% (99) | *% (5) | 0% (5) | 1150 |
| 45.2 When my organization gets new tech devices such as computers or smartphones, we usually need someone from outside of our organization to set them up for us or show us how to use them | 16% (183) | 33% (383) | 29% (332) | 20% (226) | 2% (25) | 1149 |
| 45.3 Today's communications technologies have made it harder for our employees to maintain a good work/life balance | 11% (131) | 33% (382) | 27% (309) | 21% (237) | 8% (91) | 1150 |

46) Does your organization currently do any of the following?

PLEASE PROVIDE AN ANSWER FOR EACH ITEM

| Question | Yes | No | Don't know/Can't answer | Does not apply to my organization | # |
|--|---------------------|---------------------|-------------------------|-----------------------------------|------|
| 46.1 Restrict which websites employees can visit using their work computers | 13% (145) | 81% (923) | 2% (28) | 4% (48) | 1144 |
| 46.2 Have written rules regarding how employees present themselves online | 24% (278) | 68% (779) | 4% (47) | 4% (41) | 1145 |
| 46.3 Provide formal employee training on what your organization considers acceptable uses of the internet, social media and other technologies | 15% (169) | 80% (914) | 2% (24) | 3% (39) | 1146 |

47) Has your organization ever done any of the following?

| Question | Yes | No | Don't know/Can't answer | Does not apply to my organization | # |
|--|---------------------|---------------------|-------------------------|-----------------------------------|------|
| 47.1 Reprimanded an employee because of something that person posted or shared online | 20% (233) | 61% (693) | 15% (176) | 4% (42) | 1144 |
| 47.2 Terminated an employee because of something that person posted or shared online | 3% (36) | 79% (902) | 14% (161) | 4% (43) | 1142 |
| 47.3 Decided not to hire or work with someone because of something that person posted or shared online | 10% (111) | 63% (718) | 23% (268) | 4% (45) | 1142 |
| 47.4 Rewarded an employee because of something that person posted or shared online | 10% (112) | 68% (785) | 18% (204) | 4% (45) | 1146 |
| 47.5 Recruited or hired someone based in part on their online activities | 16% (189) | 61% (698) | 19% (215) | 4% (46) | 1148 |

48) Does your organization currently use the internet and/or social media for any of the following?

PLEASE PROVIDE AN ANSWER FOR EACH ITEM; SELECT ALL THAT APPLY FOR EACH ITEM

| Question | Yes, use the internet to do this | Yes, use social media to do this | No, do not use internet or social media to do this | Don't know/Can't answer | Does not apply to my organization | # |
|--|----------------------------------|----------------------------------|--|-------------------------|-----------------------------------|------|
| 48.1 Employee training or education | 35% (419) | 3% (41) | 53% (621) | 3% (34) | 6% (66) | 1181 |
| 48.2 Posting job openings | 59% (917) | 29% (446) | 8% (121) | 1% (12) | 3% (48) | 1544 |
| 48.3 Accepting electronic job applications | 62% (744) | 5% (56) | 25% (297) | 3% (34) | 5% (60) | 1191 |
| 48.4 Researching job applicants | 50% | 21% | 15% | 11% | 4% | 1426 |

| Question | Yes, use the internet to do this (710) | Yes, use social media to do this (301) | No, do not use internet or social media to do this (209) | Don't know/Can't answer (151) | Does not apply to my organization (55) | # |
|----------|---|---|---|----------------------------------|---|---|
|----------|---|---|---|----------------------------------|---|---|

49) For how many years has your organization existed?

PLEASE SELECT FROM THE DROP-DOWN MENU BELOW

| Response | Percent |
|----------------------------|---------|
| 1) Less than one year | 1 |
| 2) 1 to 2 years | * |
| 3) 3 to 5 years | 1 |
| 4) 6 to 10 years | 7 |
| 5) 11 to 20 years | 19 |
| 6) 21 years or longer | 73 |
| 7) Don't know/Can't answer | 0 |

50) In what state or U.S. territory is your organization currently located?

PLEASE SELECT FROM THE DROP-DOWN MENU BELOW

| Response | Percent |
|---|---------|
| 01) Virtual or online organization only | 1 |
| 02) Multi-state organization | 1 |
| 03) AL | 1 |
| 04) AK | * |
| 05) AR | 1 |
| 06) AZ | 1 |
| 07) CA | 14 |
| 08) CO | 1 |
| 09) CT | 1 |
| 10) DC | 3 |
| 11) DE | * |
| 12) FL | 3 |
| 13) GA | 2 |
| 14) HI | * |
| 15) IA | 1 |
| 16) ID | * |

| Response | Percent |
|----------|---------|
| 17) IL | 5 |
| 18) IN | 1 |
| 19) KS | 1 |
| 20) KY | 1 |
| 21) LA | 1 |
| 22) MA | 4 |
| 23) MD | 2 |
| 24) ME | 1 |
| 25) MI | 1 |
| 26) MN | 2 |
| 27) MO | 1 |
| 28) MS | * |
| 29) MT | 1 |
| 30) NC | 2 |
| 31) NE | 1 |
| 32) NH | * |
| 33) NJ | 2 |
| 34) NM | 1 |
| 35) NV | * |
| 36) NY | 17 |
| 37) ND | * |
| 38) OH | 2 |
| 39) OK | 1 |
| 40) OR | 1 |
| 41) PA | 5 |
| 42) RI | * |
| 43) SC | 1 |
| 44) SD | * |
| 45) TN | 1 |
| 46) TX | 5 |
| 47) UT | 1 |
| 48) VT | 1 |
| 49) VA | 1 |
| 50) WA | 4 |
| 51) WI | 1 |
| 52) WV | * |
| 53) WY | * |

| Response | Percent |
|------------------------------------|---------|
| 54) American Samoa | 0 |
| 55) Federated States of Micronesia | 0 |
| 56) Guam | 0 |
| 57) Marshall Islands | 0 |
| 58) Northern Mariana Islands | 0 |
| 59) Palau | 0 |
| 60) Puerto Rico | * |
| 61) Virgin Islands | 0 |

51) Which of the following BEST describes the community in which your organization is currently based?

PLEASE SELECT ONLY ONE RESPONSE

| Response | Percent |
|--|---------|
| 1) An urban center | 70 |
| 2) A suburb near an urban center | 8 |
| 3) A small city or town | 16 |
| 4) A rural area | 5 |
| 5) Virtual or online organization only | 1 |

52) In planning its use of the internet, social media and/or mobile platforms, has your organization conducted any research to learn more about how your audience uses these technologies, or have you not been able to do that?

| Response | Percent |
|--------------------------------------|---------|
| 1) Yes | 36 |
| 2) No | 55 |
| 3) Don't know/Can't answer | 8 |
| 4) Does not apply to my organization | 1 |

53) Does your organization currently do any of the following?

PLEASE PROVIDE AN ANSWER FOR EACH ITEM

| Question | Response | | Don't know/Can't answer | Does not apply to my organization | # |
|---|---------------------|---------------------|-------------------------|-----------------------------------|------|
| | Yes | No | | | |
| 53.1 Share audience data with other arts organizations/artists | 46% (533) | 45% (518) | 6% (67) | 3% (34) | 1152 |
| 53.2 Share best practices with other arts organizations/artists | 69% (795) | 25% (285) | 5% (58) | 1% (13) | 1151 |
| 53.3 Co-host events or exhibits with other arts organizations/artists | 84% (969) | 13% (148) | 1% (14) | 2% (21) | 1152 |
| 53.4 Apply jointly for funding with other arts | 58% | 35% | 6% | 1% | 1151 |

| Question | Yes | No | Don't know/Can't answer | Does not apply to my organization | # |
|---|--------------|--------------|-------------------------|-----------------------------------|------|
| organizations/artists | (665) | (399) | (71) | (16) | |
| 53.5 Solicit audience feedback on events or exhibits | 82% (942) | 15% (176) | 1% (10) | 2% (23) | 1151 |
| 53.6 Coordinate the timing or content of your programming with other organizations in your field or community | 71% (820) | 24% (271) | 4% (45) | 1% (16) | 1152 |

54) What is your organization's current total annual operating budget?

SELECT A CATEGORY FROM THE DROP-DOWN MENU BELOW

| Response | Percent |
|--|---------|
| 1) Less than \$50,000 annually | 4 |
| 2) \$50,000 to \$499,999 annually | 26 |
| 3) \$500,000 to \$999,999 annually | 16 |
| 4) \$1 million to under \$2.5 million annually | 21 |
| 5) \$2.5 million to under \$5 million annually | 13 |
| 6) \$5 million to under \$10 million annually | 7 |
| 7) \$10 million or more annually | 10 |
| 8) Don't know/Can't say | 3 |
| 9) Refused | * |

55) How many FULL-TIME employees does your organization currently have?

SELECT A CATEGORY FROM THE DROP-DOWN MENU BELOW

| Response | Percent |
|----------------------------|---------|
| 1) None | 8 |
| 2) 1 to 2 | 20 |
| 3) 3 to 5 | 18 |
| 4) 6 to 10 | 16 |
| 5) 11 to 20 | 14 |
| 6) 21 to 50 | 11 |
| 7) 51 to 100 | 6 |
| 8) More than 100 | 8 |
| 9) Don't know/Can't answer | * |

56) How many PART-TIME employees does your organization currently have?

SELECT A CATEGORY FROM THE DROP-DOWN MENU BELOW

| Response | Percent |
|----------|---------|
| 1) None | 11 |

| Response | Percent |
|----------------------------|---------|
| 2) 1 to 2 | 25 |
| 3) 3 to 5 | 20 |
| 4) 6 to 10 | 12 |
| 5) 11 to 20 | 9 |
| 6) 21 to 50 | 9 |
| 7) 51 to 100 | 5 |
| 8) More than 100 | 7 |
| 9) Don't know/Can't answer | 4 |

57) Finally, are there any important ways the internet and/or social media impact your organization that we have not asked about? If so, please tell us about it briefly in the box below.

| # | Response | Count | Percent |
|---|----------|-------|---------|
|---|----------|-------|---------|