

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

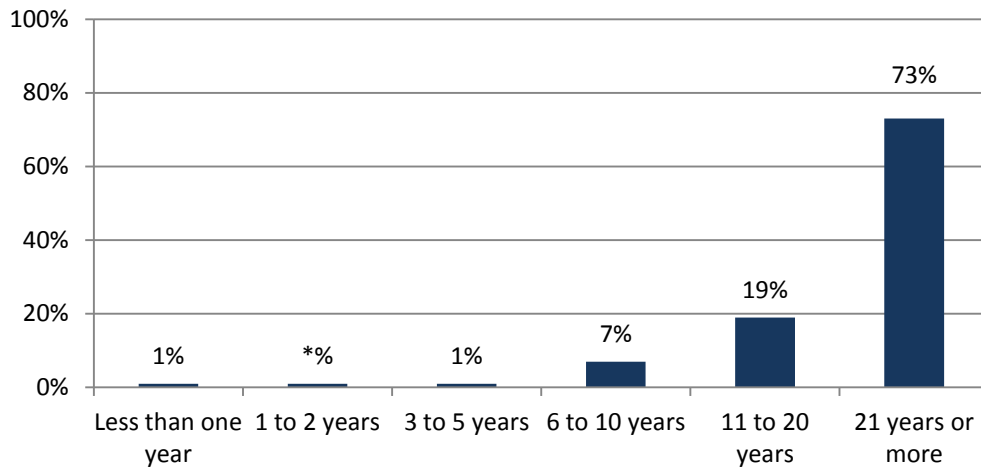
Services Offered	
Public performance	12%
Arts creation	11
Arts instruction	9
Public education/Public awareness	9
Professional development/training	8
School/Residency	7
Exhibition	6
Fair/Festival	5
Professional support – artistic	5
Publication/Broadcast	4
Seminar/Conference	4
Historical preservation/Conservation/Repair/Restoration	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.

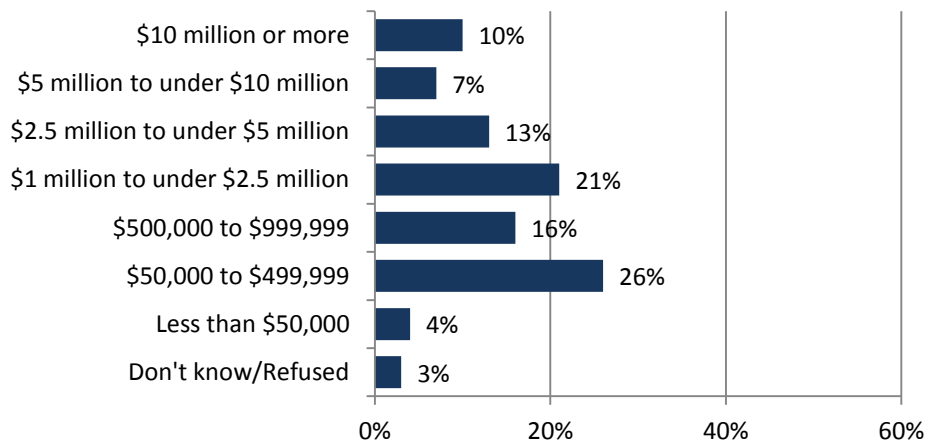
For how many years has your organization existed?



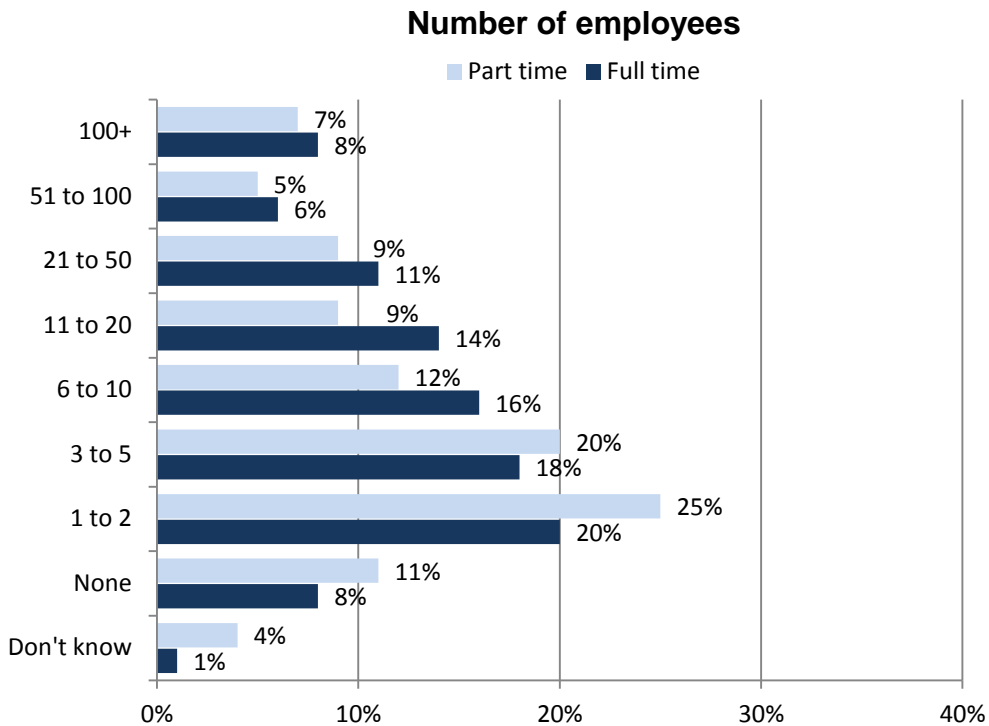
Source: The Pew Research Center's Internet & American Life Project Online Survey of Arts Organizations, May 30 to July 20, 2012, n=1,258 arts organizations. An asterisk (*) indicates a value less than .5%.

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.

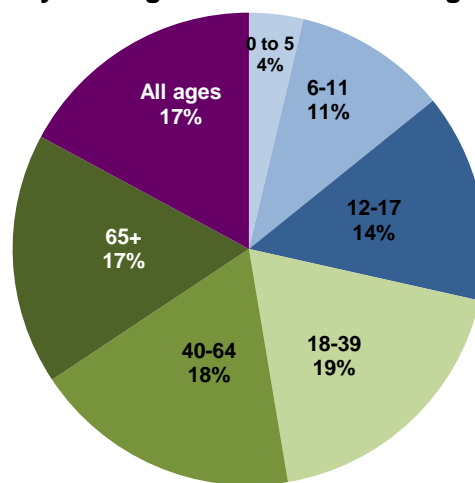
Is the target audience for your organization's services ...

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
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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
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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
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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% (238)	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
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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
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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
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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
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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
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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
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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)	#
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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
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