What is the AEP6?

Monmouth Arts is partnering with the Americans for the Arts to conduct the Arts & Economic Prosperity 6 (AEP6) survey in Monmouth County.

The AEP6 is the sixth national study of the economic impact of the nonprofit arts and culture industry. Building on its 25-year legacy, the highly regarded series will once again document the economic power that the arts and culture wield in 387 participating communities representing all 50 states and the District of Columbia.
Key Concepts

- **Nonprofit arts and culture organizations are businesses.** They employ people, purchase goods and services from the community, and attract tourists to their regions.
- **The arts drive commerce to local businesses.** The arts leverage significant amounts of event-related spending by their audiences. In 2017, arts attendees spent $31.47 per person, per event, beyond the cost of admission on items such as meals, parking, and lodging.
- **Arts travelers are ideal tourists.** They stay longer and spend more to seek out authentic culture experiences.
- **Small investments. Big returns.** In 2017, the combined $5 billion in direct arts funding by local, state, and federal governments yielded $27.5 billion in government revenue.
- **Arts unify communities.** 72% of Americans believe “the arts unify our communities regardless of age, race, and ethnicity.”
- **Arts improve individual well-being:** 81% of the population says the arts are a “positive experience in a troubled world.”
Change the Conversation

The nonprofit arts industry generates billions of dollars in economic activity and supports millions of jobs every year. In short, the arts mean business. *Help us change the conversation by conducting the survey at one of your arts and culture events!*
How Arts & Culture Organizations Can Help

Help us collect 800 audience surveys between now and April 2023. The goal is to collect surveys from attendees to a diverse, inclusive, and representative sample of the arts and cultural activities that take place in Monmouth County – events, exhibits, venues, and other facilities. The survey collects critical information about event-related audience spending on categories such as food and beverages, gifts and souvenirs, local transportation, and lodging.

The resulting information will be a powerful tool for advocating for critical arts policy and funding.
How does it work?

- The survey is anonymous and takes only 2-3 minutes to complete.
- It can be done on a device (with the QR code or URL) or on paper.
- It has to be completed and collected while attendees are on-site at your event (not emailed or turned in at a later time).
- The survey collects information about audience spending on categories such as food/beverages, gifts, transportation, and lodging. Not all categories will apply to your event, and that’s fine.
- The general goal is to get 25-50 completed surveys from each event, but any number that is collected will go toward our target of 800.
- All the materials (links to surveys, QR codes, information sheets) will be provided to you. Materials are available in English and Spanish (other languages as needed) and large-font format.
Dear Attendee/Visitor/Audience Member:

Please take a couple of minutes to answer the following questions about your attendance at this performance, event, exhibit, venue, or facility. This survey is an important part of our study to measure the economic and social impact of arts and culture on Monmouth County. Your answers are anonymous. Please complete both sides of the page, then return the survey. Thank you!

1. Including yourself and your immediate travel party, how many people are here with you? Include only your immediate travel party. For example, do not include all students of a school or group, or tour group.

2. If you have visited other sites in Monmouth County that are not part of this event, please indicate the dates of your visits.

3. The total amount of money that you and the members of your immediate travel party spend in Monmouth County specifically as a result of your attendance at this event, exhibit, venue, or facility. Here we refer to include money spent before, during, and after the event.

4. How satisfied are you with the following aspects of this experience?

5. What is the ZIP Code or Postal Code of your primary residence address?

6. Which of the following best describes your primary reason for being in Monmouth County today?

7. How many miles away from your primary residence will you spend in Monmouth County specifically as a result of your attendance at this event or venue? If you are a full-time or part-time resident, and you will spend any nights away from your home, respond with "0".

8. Please indicate your level of agreement with the following statements regarding your attendance at this or a cultural performance, event, exhibit, venue, or facility.

9. Which of the following ranges includes your annual household income? (Check only one.

10. Which of the following ranges includes your age? (Check only one.

11. What is the highest level of education that you have completed? (Check only one.

12. Do you identify as a person with a disability? (Check only one.

13. Which of the following best describes your primary race/ethnicity? (Check all that apply.

The Arts & Economic Prosperity Study is conducted in partnership with the Arts 
Publications Committee of the Arts Council of New Jersey (NJAC). The purpose of the study is to provide insights into the economic impact of arts and culture on the state of New Jersey.

Arts Council of New Jersey
73 Broad Street, Suite 601
Denville, NJ 07834
(973) 628-6883
info@artscouncilnj.org
www.artscouncilnj.org

Monmouth Arts
Monmouth Arts
101 Broad Street
Red Bank, NJ 07701
(732) 512-3323
info@monmoutharts.org
www.monmoutharts.org

This research study is being conducted by Monmouth Arts in partnership with the Arts Council of New Jersey. The purpose of the study is to provide insights into the economic impact of arts and culture on the state of New Jersey.
How Arts & Culture Organizations Can Help

METHOD ONE: Surveys via Audience-Intercept Interviewing

1. Download and print 50-60 copies of the one-page (double-sided) paper surveys for Monmouth County (large print and Spanish are also available). Have some QR codes available for those who will complete the survey on their smartphone.
2. Gather up pens/pencils and maybe some clipboards to make it easier for attendees to complete surveys.
3. Assemble your team of volunteers or staff (try to 2-4 helpers) who will approach folks at your event.
4. Surveys can be shared with attendees while they are waiting for an event to start or during an intermission; at a museum, gallery exhibit, or other event they can be done at any time.
5. To avoid sampling bias, approach a random selection of attendees (every 4th person, every 10th person – whatever makes sense for your event). The goal is to collect up to 50 surveys per event.
6. Keep in mind that the survey should be completed by only one person per travel party.
7. Collect completed paper surveys and turn in to Monmouth Arts once you’ve completed the event.
8. Surveys that are completed online will automatically be collected by Americans for the Arts.
How Arts & Culture Organizations Can Help

METHOD TWO: Surveys via Pre-Event Random Distribution for a seated venue such as a theater (less strenuous but supports a lower rate of response)

1. Download and print one-page (double-sided) paper surveys for Monmouth County (large print and Spanish are also available). Print some QR code flyers and/or display the QR code in a prominent locations (you can also project the QR code on a screen).

2. Gather up pens/pencils to make it easier for attendees to complete surveys.

3. Assemble your team of volunteers or staff (try to 2-4 helpers) who will be available for questions and to collect the surveys when they are completed or as the attendees exit the performance.

4. To avoid sampling bias, place the survey on every tenth seat (or whatever makes sense for your event). The goal is to collect up to 50 surveys per event. You can do the same with the QR flyers.

5. Keep in mind that the survey should be completed by only one person per travel party.

6. Make an announcement to the audience prior to the performance.

7. Have volunteers collect completed paper surveys and then turn the batch in to Monmouth Arts once you’ve completed the event.

8. Surveys that are completed online will automatically be collected by Americans for the Arts.
FAQs

1. What if the person asked to fill out the survey declines, but someone else in the travel party says they’ll do it? That’s great – let them do it!
2. What if an attendee wants to take it home to finish? Nope, not allowed.
3. What if the person already took the survey at another event? That’s fine – just keep in mind the rule that only one survey can be collected per travel party, per activity. The same person may complete the survey in September at a theater and then again at an exhibit in February.
4. What if the survey isn’t 100% complete? That’s fine – Americans for the Arts will review and use the data provided.
5. What if someone is offended or put off by the survey? Warmly acknowledge their feedback, thank them for sharing, and reflect that participation is not mandatory. Then move on to the next person.
How Arts & Culture Organizations Can Help

What to do when you’re done?

1. Let us know how it went by sending Connie Isbell an email at connie@monmoutharts.org.
2. Arrange for a time to drop off any completed paper surveys to the Monmouth Arts office at 105 Monmouth Street. Or we can arrange for a pickup.
3. Feel great about being a part of this important national effort!
Ready, Set, Go!

We appreciate your willingness to be a part of this major effort to tell the powerful narrative of the impact of the arts in Monmouth County!

Head to https://www.monmoutharts.org/aep6 to download survey forms and QR codes. We can also lend out a kit of supplies for groups with pencils, clipboards, and signage.

Please let us know at which event(s) you’d be able to conduct the survey:

Event Name:
Date:
Location:
Expected number of attendees:
QUESTIONS?

Connie Isbell
Membership & Community Engagement Director
connie@monmoutharts.org
Thank you for participating!