

# Promo document for the Patron Survey Project

## Official website page

### Patron Survey Tools for the Arts

Since the beginning of the COVID-19 outbreak and the resultant restrictions on live events, arts organizations have been on the lookout for any information that could help them make sound plans for their reopening and their recovery.

The Patron Survey's aim is to gain answers to the following:

- How much are patrons missing the live performing arts now? How quickly will they return, once restrictions are lifted? And will they be attending as frequently?
- How do patrons feel about safety measures and mitigation strategies? Which measures will make them feel comfortable attending again? Could any of these measures have a negative impact on their patron experiences?
- How are patrons engaging with performing arts events online? Are they likely to continue after live events resume? How much would they be willing to pay for such events?
- How are patrons affected by the COVID-19 crisis? What impact does it have on their disposable income and their capacity to financially support the arts?
- Could patrons turn to substitution activities?
- Altogether, what will the supply and demand for the performing arts look like after the crisis?

CAPACOA and Synapse C, with assistance from Mass Culture, Hill Strategies Research and many other contributors, collaboratively developed a patron survey template and a set of survey tools to help arts organizations find answers to their most pressing questions.

We are making these tools available free of charge to any arts organization who would like to survey their patrons. We only ask in return that you let us know when you are fielding your survey.

Patron Survey Template [<https://bit.ly/2MKR0gZ>]

Patron Survey Handbook

[[https://docs.google.com/presentation/d/1ehy8lCkBMAtSrrP0hKxpKJ03sRQ0vekiGN\\_neVgS3Do/edit?usp=sharing](https://docs.google.com/presentation/d/1ehy8lCkBMAtSrrP0hKxpKJ03sRQ0vekiGN_neVgS3Do/edit?usp=sharing)]

Promo copy for ASO's

[[https://docs.google.com/document/d/1DD8TQrjYuUGM7TdN3voSFCDJn1\\_k7TObMIfT4GDDhFs/edit?usp=sharing](https://docs.google.com/document/d/1DD8TQrjYuUGM7TdN3voSFCDJn1_k7TObMIfT4GDDhFs/edit?usp=sharing)]

## Other useful resources

[Arts Response Tracking Survey](#) by Nanos, Business/Arts and the National Arts Centre

[COVID-19 Response Document](#)

[COVID-19 toolkit by Synapse C](#) [in French]

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## Outils pour les sondages auprès des publics

Depuis le début de l'épidémie de COVID-19 et les restrictions sur les événements en personne, les organismes culturels recherchent toute information qui pourrait les aider à planifier leur relance. Voici quelques questions qui nécessitent des éléments de réponse pour cette planification :

- À quel point consommer la culture en personne manque aux publics ?
- Dans combien de temps reviendront-ils, une fois les restrictions levées ? Et assisteront-ils aussi souvent à des spectacles ?
- Que pensent les publics des mesures de sécurité et des stratégies de prévention ? Quelles mesures leur permettront de se sentir à nouveau à l'aise pour assister à un spectacle ? Certaines de ces mesures pourraient-elles avoir un impact négatif sur leur expérience de spectateur ?
- À quelle fréquence les publics participent-ils à des activités en ligne ? Sont-ils susceptibles de continuer après la reprise des événements en personne ? Combien seraient-ils prêts à payer pour de tels événements ?
- Comment les publics sont-ils touchés par la crise COVID-19 ? Quel impact a-t-elle sur leur revenu disponible et leur capacité à contribuer financièrement aux arts et à la culture ? Les publics pourraient-ils se tourner vers des activités de substitution ?
- Plus généralement, à quoi ressembleront l'offre et la demande pour les arts et la culture après la crise ?

CAPACOA et Synapse C, avec l'aide de Mobilisation culturelle, Hill Stratégies Recherche et de nombreux autres contributeurs, ont développé en collaboration un modèle de sondage auprès des publics et un ensemble d'outils de sondage pour aider les organismes culturels à trouver des réponses à leurs questions les plus pressantes.

Nous mettons ces outils gratuitement à la disposition de tout organisme culturel qui souhaite sonder ses publics. Nous vous demandons seulement en retour de nous faire savoir que vous réalisez un sondage et quand.

## Autres ressources utiles

[Boîte à outils Pendant la COVID-19](#), de Synapse C

[Arts Response Tracking Survey](#), de Business/Arts

## Newsletter item

### English – Short version

CAPACOA and Synapse C, with assistance from Mass Culture and Hill Strategies Research, developed a patron survey template and a set of survey tools to help arts organizations find answers to their most pressing questions.

[Learn more about the survey tools](#)

### English – Long version

The arts sector is waiting with baited breath for the moment when museums, theatres, concert halls and clubs – to name a few – will be allowed to reopen. Many, though, are concerned about what will happen then: if we open, will they come? Without active support from our patrons, how can the arts sector thrive?

To ensure arts organizations enter a period of recovery with as thorough an understanding of their audience as possible, CAPACOA and Synapse C, with assistance from Mass Culture, Hill Strategies Research and many other contributors, collaboratively developed a patron survey template and a set of survey tools. We are making these tools available free of charge to any arts organization who would like to survey their patrons.

[Learn more about the survey tools](#)

### Français – version longue

Les organismes artistiques attendent avec impatience le moment où les salles de spectacles et autres lieux culturels pourront à nouveau ouvrir leurs portes. Plusieurs se demandent toutefois si les publics seront au rendez-vous. Et si leur nombre sera suffisant pour assurer la rentabilité de l'opération.

Afin d'aider les organismes artistiques à aborder la période de reprise avec la meilleure compréhension possible de leur auditoires, CAPACOA et Synapse C, avec l'aide de

Mobilisation culturelle, Hill Stratégies Recherche et de nombreux autres contributeurs, ont développé en collaboration un modèle de sondage auprès des publics et un ensemble d'outils de sondage. Ces outils sont gratuits et libres de droits.

[Voir les outils de sondage](#)

## Social media

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Instagram

What do audiences want? The age-old question for all artists and arts organizations, but especially relevant in light of #socialdistancing.

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Since the beginning of the COVID-19 outbreak and the resultant restrictions on live events, arts organizations have been searching for data: how, at this uncertain time, do we plan for reopening and recovery? A major factor determining the future healing of the arts sector is its audience and their attitudes, emotions and reactions to our current reality.

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To empower arts organizations to get the answers they need, the Patron Survey template was collaboratively developed by CAPACOA and Synapse C, with assistance from @massculture\_, @hillstrategies & many other contributors. Find out more at [bit.ly/csmh2](https://bit.ly/csmh2)

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#capacoa #patronsurvey #synapsec #massculture #hillstrategies #data #information #patrons #survey #arts #artists #canada #theatre #art #performance #singer #music #rural #urban #aggregate #audience #research #artsresearch #collaboration #liveevents #inperson #dance

Facebook

What do audiences want? The age-old question for all artists and arts organizations, but especially relevant in light of #socialdistancing.

Since the beginning of the COVID-19 outbreak and the resultant restrictions on live events, arts organizations have been searching for data: how, at this uncertain time, do we plan for reopening and recovery? A major factor determining the future healing of the arts sector is its audience and their attitudes, emotions and reactions to our current reality.

To empower arts organizations to get the answers they need, the Patron Survey template was collaboratively developed by CAPACOA and Synapse C, with assistance from @massculture\_, @hillstrategies & many other contributors. Find out more at [bit.ly/csmh2](https://bit.ly/csmh2)

Twitter

Since the beginning of #socialdistancing & restrictions on #liveevents arts orgs have been Qing how to plan for reopening & recovery. The Patron Survey template was developed by @CAPACOA & @PoleDonnees w @massculture\_ @hillstrategies & more to assist them. [bit.ly/csmh2](https://bit.ly/csmh2)

LinkedIn

What do audiences want? The age-old question for all artists and arts organizations, but especially relevant in light of #socialdistancing.

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