

Types of Organizations/Activities that are Eligible for the Audience-Intercept Survey Process

This definition is intended to support the AEP6 study's local and state research partners as they choose the diverse, inclusive, and representative SAMPLE of performances, events, exhibits, and facilities where they will seek to collect audience-intercept surveys.

A more detailed definition of eligibility will be provided later this spring. The fuller document will be used by the study partners to create their comprehensive list of all eligible arts and culture organizations that are located in their community.

In short, if it displays the characteristics of a nonprofit arts and culture organization and has an identifiable budget/attendance and leadership, study partners are encouraged to consider it as a potential organization from which to collect audience-intercept surveys.

- ***Traditional nonprofit*** arts and culture organizations, programs, events, venues, and facilities (e.g., performing arts, visual arts, museums, etc.)
- ***Municipally owned/operated*** institutions, programs, venues, and facilities (e.g., a city-operated museum or gallery)
- ***Unincorporated*** community arts and culture organizations and programs (i.e., without a formal legal status)
- ***Fiscally sponsored*** arts and culture organizations, programs, events, venues, and facilities
- Arts and cultural programs ***embedded in non-arts organizations*** (e.g., faith-based organizations, community/senior centers, health facilities, libraries, etc.)
- ***Living collections*** such as botanical gardens, zoos, and aquariums
- ***Historical and heritage societies*** (and other historical/heritage organizations or sites)
- ***Private arts councils***
- ***Municipal arts agencies*** (e.g., an arts commission or a department of cultural affairs)

For-profit/commercial businesses and individual artists are excluded from the AEP6 methodology.