

Audience-Intercept Survey

Batch Cover Sheet

On the back side of this form is the Audience-Intercept Survey **Batch Cover Sheet**. A completed Batch Cover Sheet should be filled out to provide background information about each “batch” of audience surveys that is collected. For example:

- FOR **PAPER** SURVEYS:
 - If 50 paper audience surveys are collected at a theater performance, this Batch Cover Sheet should be completed about the performance and bundled on top of those 50 surveys.

- FOR **WEB-BASED** SURVEYS:
 - If 50 web-based audience surveys are collected at a concert, there is obviously no stack of paper upon which to place the completed Batch Cover Sheet. However, you should still fill out the Batch Cover Sheet and return it to Americans for the Arts. We will match the timestamp on each uploaded web-based survey against the date(s) on the Batch Cover Sheets in order to code each survey accurately.

Questions? Contact Ben Davidson at bdavidson@artsusa.org or 202-371-2830.

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Thank you for participating in the *Arts & Economic Prosperity 5* national economic impact study.

FACILITY (e.g., the name of the performance space or venue):

EVENT (e.g., the performance or exhibit name):

DATE(S) SURVEYED: _____

NUMBER OF SURVEYS IN BATCH: _____

LOCATION (e.g., the city or town): _____

Comments or Special Circumstances (e.g., inclement weather, poor cooperation):
