

NORP SURVEY SERIES #4

WINTER 2016



NORPanel.org

Nonprofit Organization Research Panel (NORP) Project
Truman School of Public Affairs
University of Missouri
119 Middlebush Hall
Columbia, MO 65201



About the Survey

This report presents the summary results of NORP survey on the state of nonprofit arts and cultural organizations and audience engagement practices.

Of the organizations that joined the NORP as of October 2016, a total of 310 nonprofit arts and cultural organizations received an invitation to participate in this survey. The initial invitation was sent out on October 4, followed by the first reminder on October 18 and the final reminder on October 31. When the survey closed on November 4, a total of 106 responses were received, a 34.2% response rate.

The average budget size of responding organizations was \$787,864 (median was \$171,011).

About the Panel

The Nonprofit Organization Research Panel, NORPanel, is an online community of nonprofit leaders who were *invited* to sign up to participate in occasional web-based surveys and studies about the organizations they lead and the important work their organizations do. Such sampling weights will help account for the potential bias from the non-probability sample and achieve generalizability.

For more information, visit www.norpanel.org or email norpanel@missouri.edu

Please indicate the extent to which you agree or disagree with the following statement about your organization.

Question	Average Response
My organization emphasizes permanence and stability. Efficient, smooth operations are important.	3.94
My organization emphasizes growth and acquiring new resources. Readiness to meet new challenges is important.	3.91
My organization is a very dynamic and entrepreneurial place. People are willing to stick their necks out and take risks.	3.60
My organization is a very formalized and structured place. Formal rules and procedures generally govern how things are done.	2.87

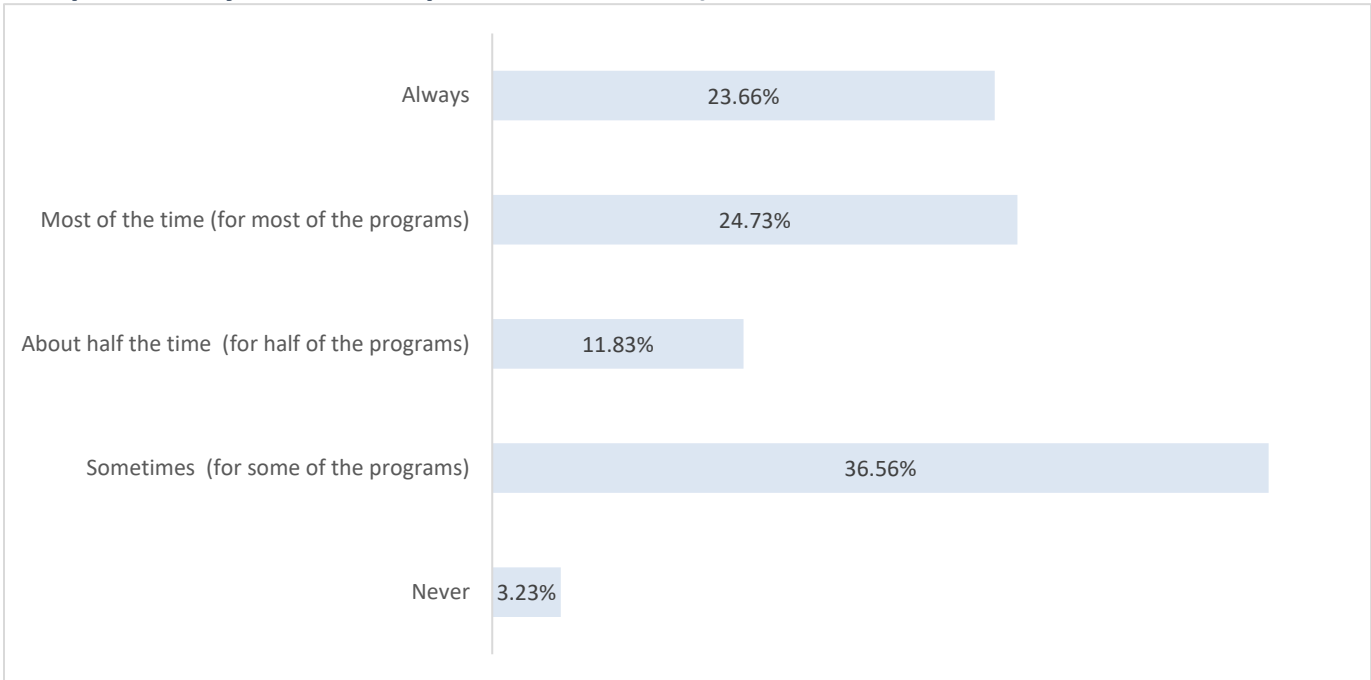
Strongly disagree=1, somewhat disagree=2, Neither agree nor disagree=3, Somewhat agree=4, Strongly agree=5

How is your organization engaging audiences/visitors?

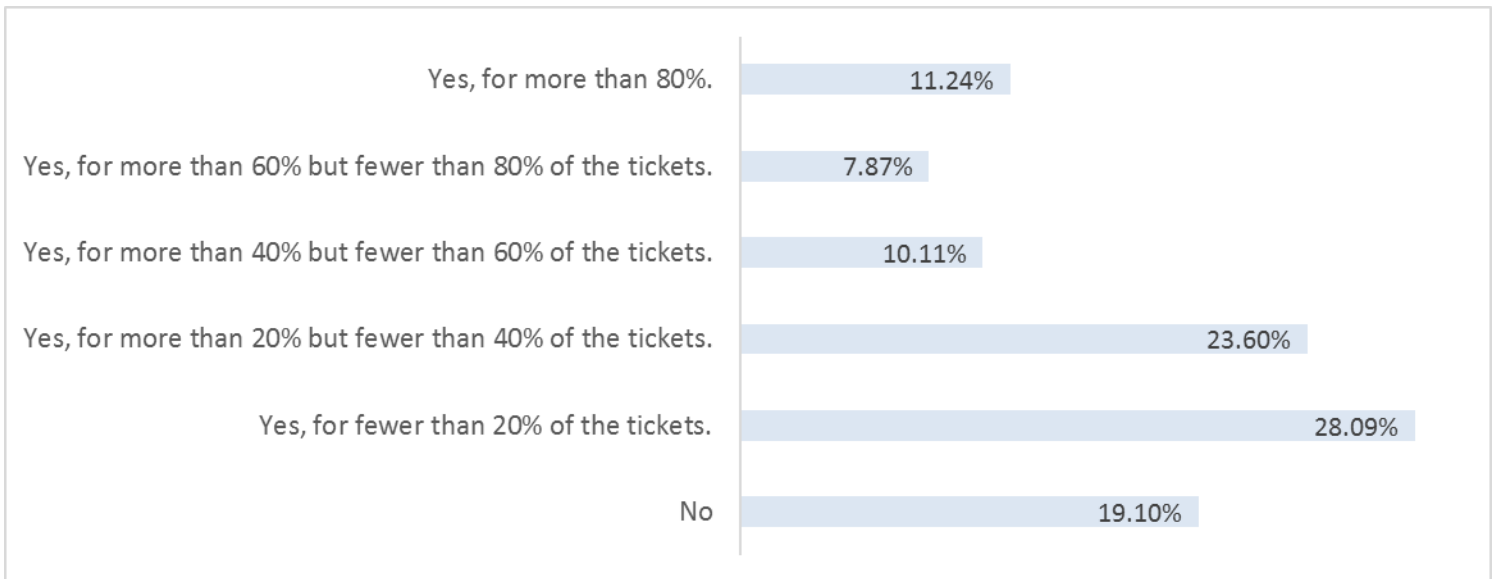
Question	Average Response
Developing programs that are relevant for local community members	3.84
Offering participatory programs	3.40
Developing socially relevant and/or civically conscious programs	3.25
Offering cultural experiences in unconventional spaces	2.89
Engaging audiences/visitors through technology	2.74
Collecting data on audience/visitor preferences	2.55
Involving audiences/visitors in program planning	2.53

Extremely well=5, Very well=4, Moderately well=3, Slightly well=2, Not well at all=1

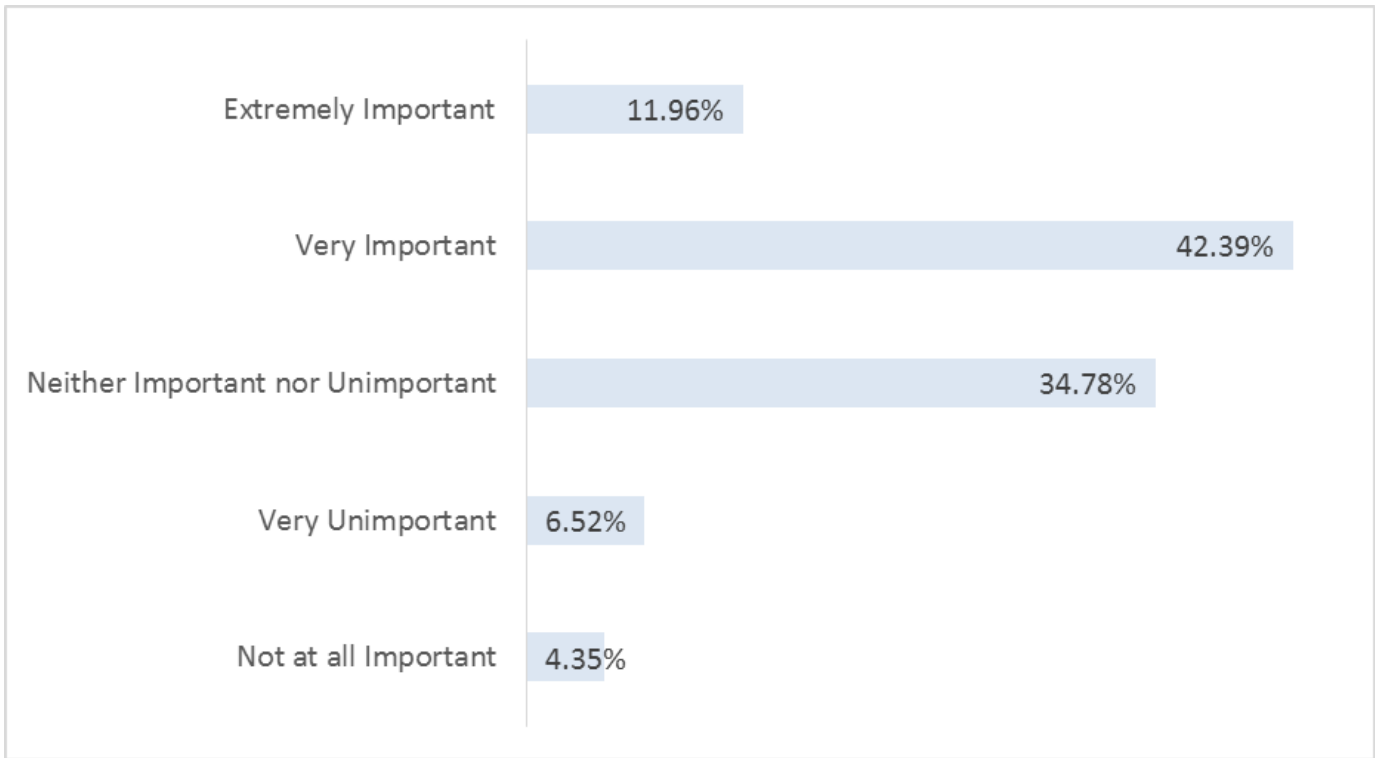
Do you provide free access to some or all of your programs? (e.g., free admissions, complimentary tickets, or special free events)



Does your organization's pricing model includes discounts, not including free access? If so, what portion of the tickets are offered at discounted rates?



For your organization, how important are civic or social issues?



Please indicate if your organization formally or informally worked with any of the types of organizations listed below in the past 12 months (check all that apply):

