Using Data and Market Research: 5 Thoughts for Arts Organizations

1. Engaging with data and market research can be most productive when embedded in a larger deliberative process.

2. Approaching data openly with a willingness to change can yield useful insights beyond organizations’ immediate and planned purposes.

3. Undertaking a data and market research process can be complex and costly.

4. Recognizing what the rewards and challenges might be in advance can help organizations more effectively plan for data engagement.

5. Implementing data-based changes requires that organizations frankly acknowledge what the data say in a productive not punitive way.

Adapted from Data and Deliberation: How Some Arts Organizations are Using Data to Understand Their Audiences by Francie Ostrower, Ph.D.