



# 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.