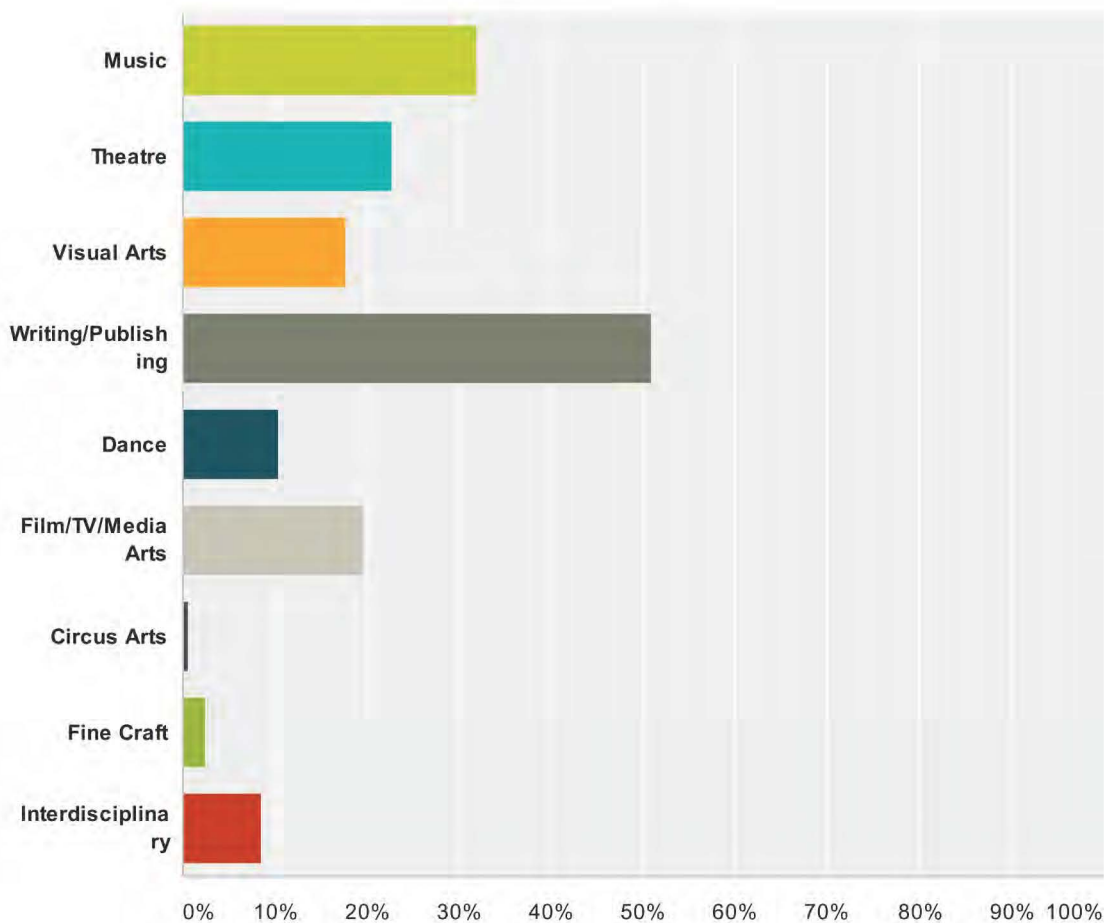


Q1 Your artistic discipline (please select all that apply):

Answered: 163 Skipped: 5



Answer Choices	Responses
Music	31.90% 52
Theatre	22.70% 37
Visual Arts	17.79% 29
Writing/Publishing	50.92% 83
Dance	10.43% 17
Film/TV/Media Arts	19.63% 32
Circus Arts	0.61% 1
Fine Craft	2.45% 4
Interdisciplinary	8.59% 14
Total Respondents: 163	

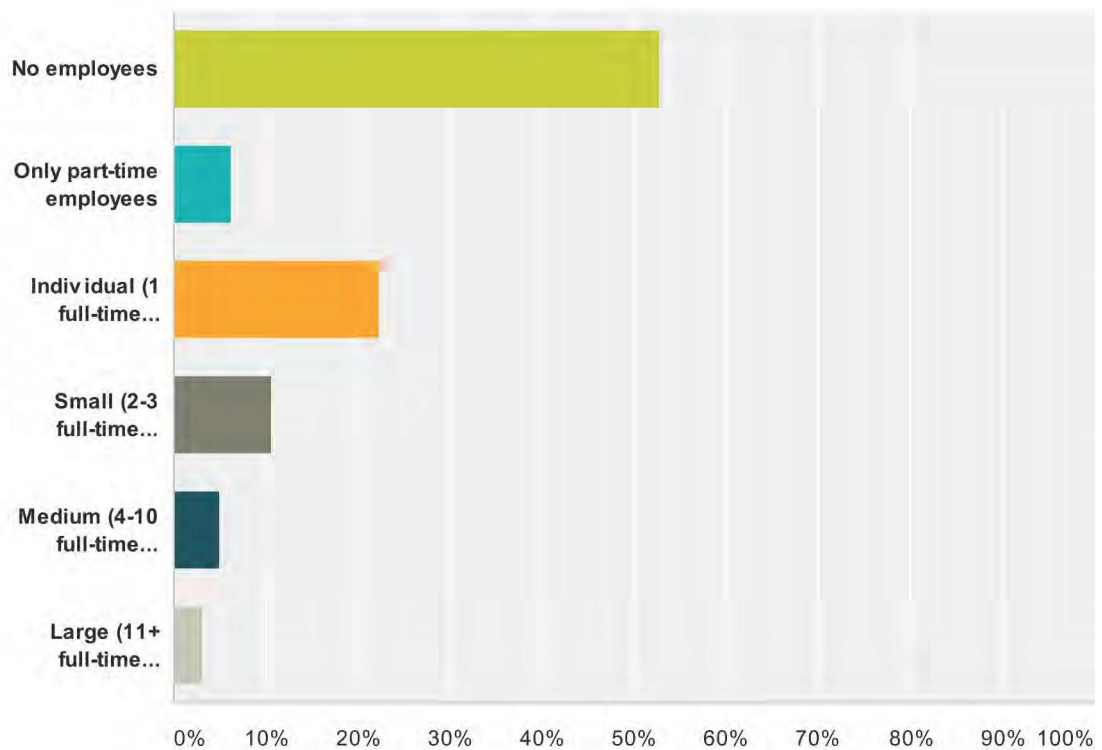
#	Other (please specify)	Date
1	Watercolourist (not a visual artist)	

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2	Production manager for a show promoter	
3		
4	podcasting, online radio	
5	Poetry	
6	Stand Up Comedy	
7	Radio commentary	
8	Social practice/intervention	
9	To some degree - music/digital art. One of the written forms I write within is music/art journalism.	
10	Photography, art direction	
11	Burlesque	
12	photojournalism	
13	cabaret	
14	stand up comedy	
15	Comedy	

Q2 Size of organization:

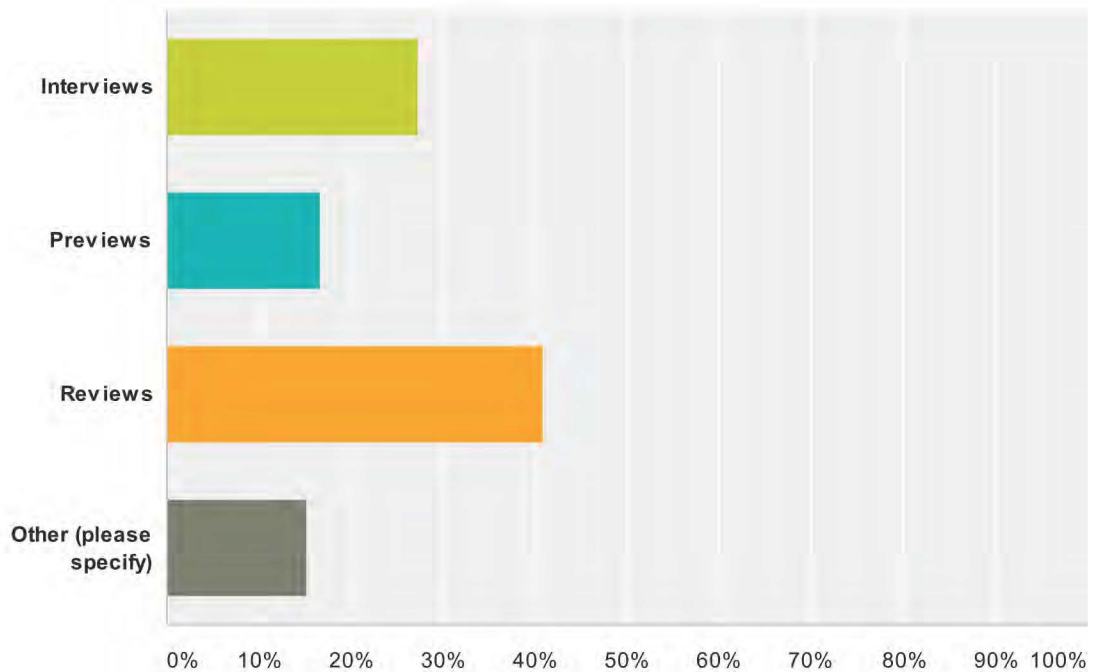
Answered: 161 Skipped: 7



Answer Choices	Responses	
No employees	52.80%	85
Only part-time employees	6.21%	10
Individual (1 full-time employee)	22.36%	36
Small (2-3 full-time employees)	10.56%	17
Medium (4-10 full-time employees)	4.97%	8
Large (11+ full-time employees)	3.11%	5
Total		161

Q3 Which type of media coverage do you need the most to promote your work?

Answered: 132 Skipped: 36



Answer Choices	Responses	
Interviews	27.27%	36
Previews	16.67%	22
Reviews	40.91%	54
Other (please specify)	15.15%	20
Total		132

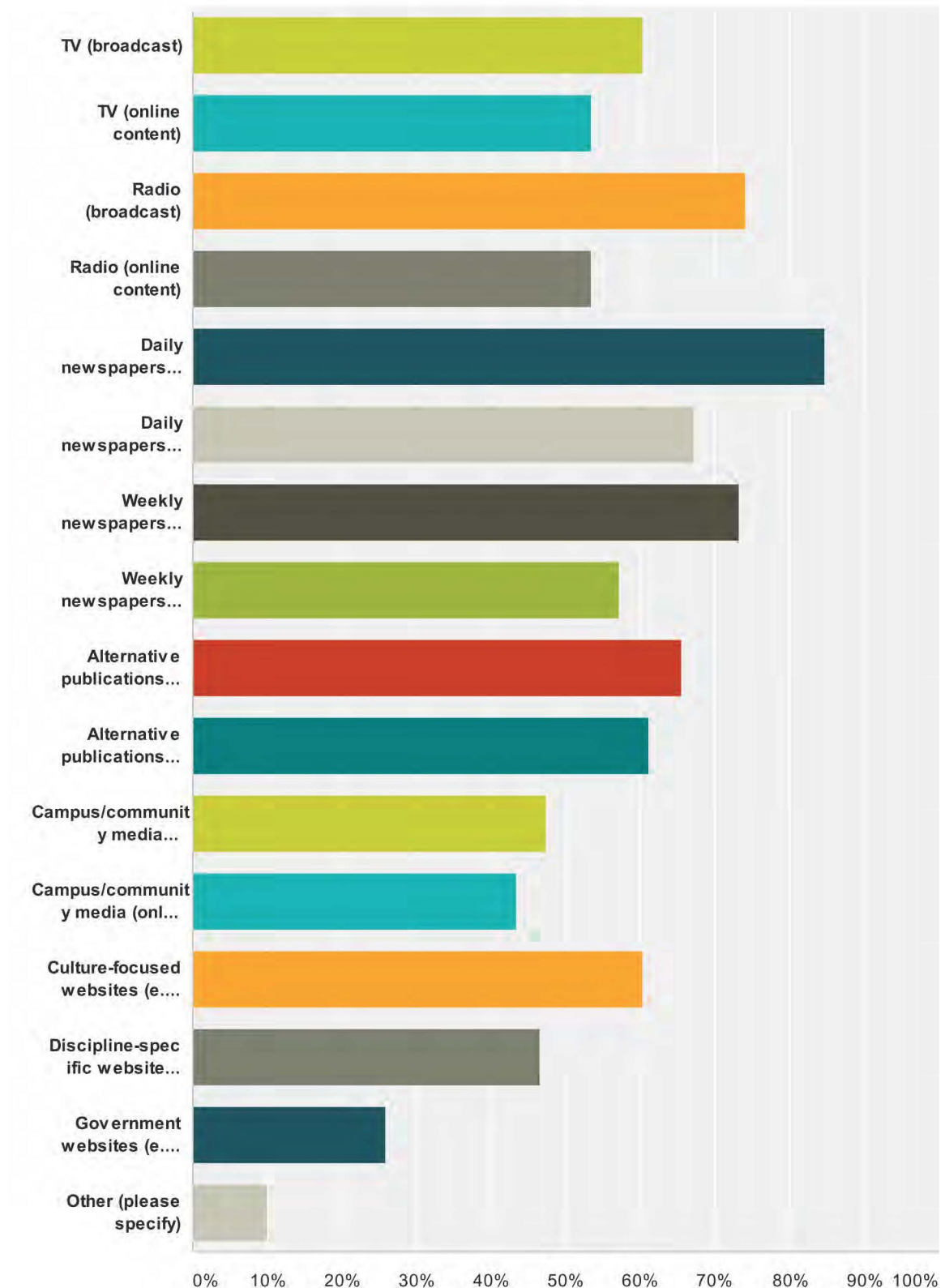
#	Other (please specify)	Date
1	Internet	
2	Probably interviews which disseminate information to lots of people re what I do.	
3	interviews and reviews, yes, but social media are way more important	
4	Previews, advertising, word of mouth, social media, and blogs	
5	listings in The Gazette, local media listings	
6	book readings	
7	All	
8	all of the above	
9	a combination of all the above could create serious interest in my work	
10	Twitter	
11	Email and our own web site	
12	personal or project presentations	

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13	Places to exhibit my visual art	
14	airplay	
15	advertising / promotional print media	
16	All of the above, plus listings for events	
17	Film competition and artistic performances	
18	Radio play	
19	don't know!	
20	print and online reviews	

Q4 Ideally, which types of media would publish this coverage? (please select all that apply)

Answered: 131 Skipped: 37



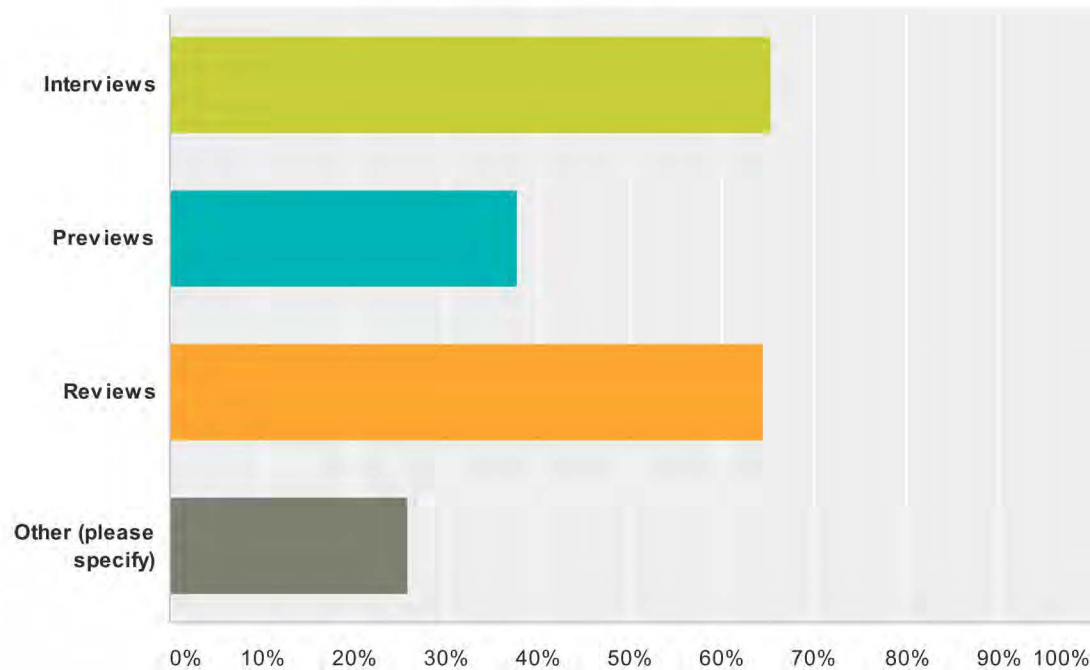
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Answer Choices	Responses	
TV (broadcast)	60.31%	79
TV (online content)	53.44%	70
Radio (broadcast)	74.05%	97
Radio (online content)	53.44%	70
Daily newspapers (print; e.g. The Montreal Gazette)	84.73%	111
Daily newspapers (online content)	67.18%	88
Weekly newspapers (print; e.g. The Suburban, The Westmount Examiner)	73.28%	96
Weekly newspapers (online content)	57.25%	75
Alternative publications (print; e.g. Cult MTL, Voir)	65.65%	86
Alternative publications (online content)	61.07%	80
Campus/community media (broadcast or print)	47.33%	62
Campus/community media (online content)	43.51%	57
Culture-focused websites (e.g. L'Artère, the Rover)	60.31%	79
Discipline-specific websites (e.g. Belgo Report for visual arts, CharPo for theatre)	46.56%	61
Government websites (e.g. Tourisme Montréal)	25.95%	34
Other (please specify)	9.92%	13
Total Respondents: 131		

#	Other (please specify)	Date
1	Music blogs and review websites, plus music magazines.	
2	activist media	
3	Senior centers for book launches.	
4	lit sites	
5	blogs	
6	Universities	
7	various internet arts related blogs & video based media sites like youtube, instagram, facebook etc	
8	Alternative media	
9	Email and our own web site	
10	personal websites and social media	
11	tourism websites / facebook	
12	Literary magazines	
13	scena musicale	

Q5 What kinds of media coverage are you currently receiving? (please select all that apply)

Answered: 127 Skipped: 41



Answer Choices	Responses
Interviews	65.35% 83
Previews	37.80% 48
Reviews	64.57% 82
Other (please specify)	25.98% 33
Total Respondents: 127	

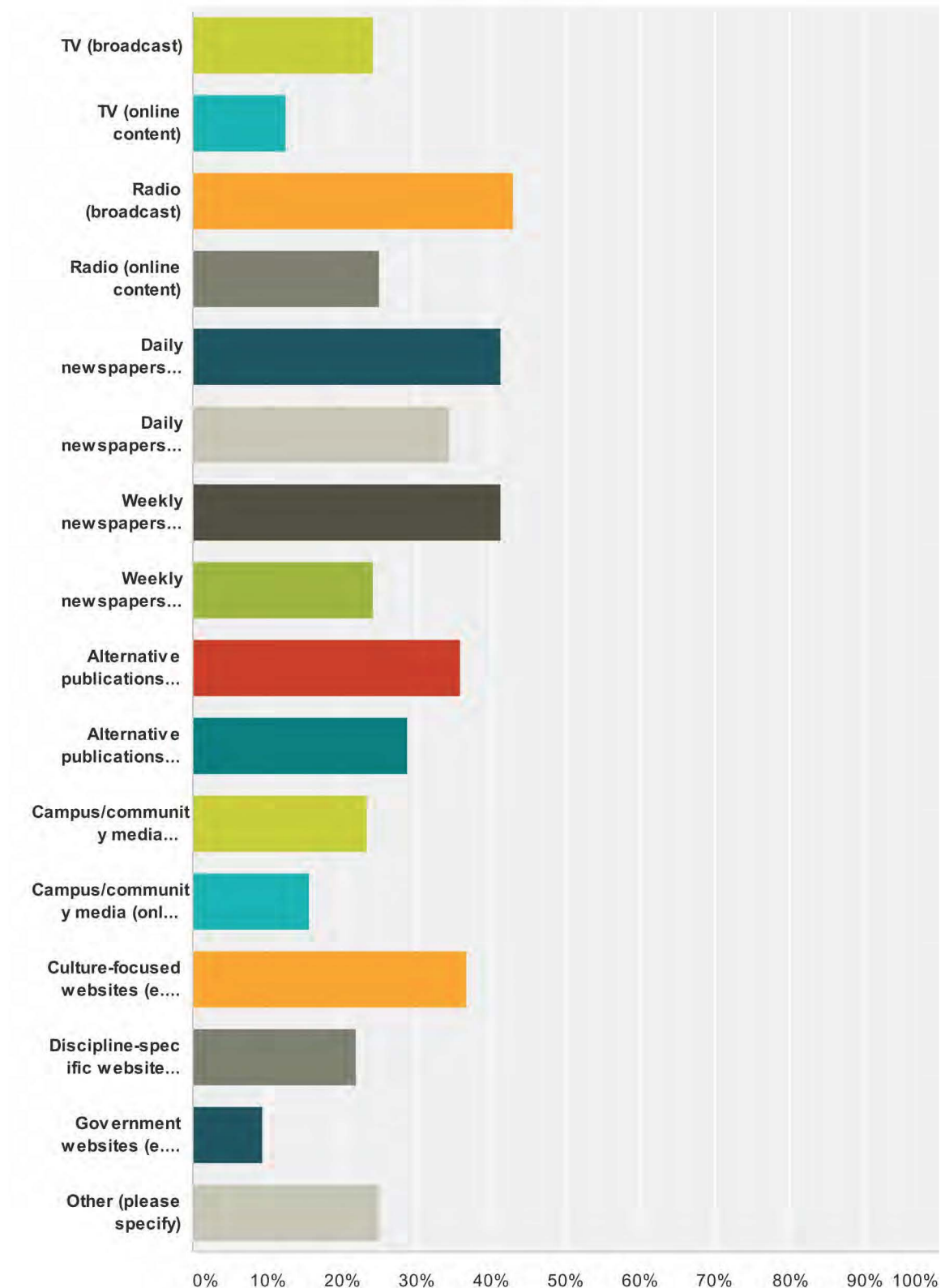
#	Other (please specify)	Date
1	on-line magazine, weekly local newspaper,	
2	Publishing regularly in local newspaper; other than that, "coverage" in media entails media clients purchasing my illustrations and articles to publish as content, not as something to talk about.	
3	Featured on music websites, music shared via social media	
4	Blog posrs	
5	Social media, and word of mouth	
6	none	
7	My blog	
8	I have been part of a panel of 6 at an adult ed. school	
9	online literary web sites	
10	none	

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11	social media internet
12	None
13	random blog reviews
14	none
15	None
16	all of the above
17	Excerpts of written work, guest editor, feature article linked to published work
18	None yet
19	Not applicable at the moment.
20	partner advertisements
21	alternative media
22	Email and our own web site
23	personal websites and social media
24	Word of mouth
25	some airplay on college / alt radio
26	none
27	event listings
28	Social
29	Social media sharing
30	Some reviews
31	none
32	Very little media coverage, other than my own web sites and mailing list
33	none

Q6 Which types of media are giving you this current coverage? (please select all that apply)

Answered: 128 Skipped: 40



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Answer Choices	Responses	
TV (broadcast)	24.22%	31
TV (online content)	12.50%	16
Radio (broadcast)	42.97%	55
Radio (online content)	25.00%	32
Daily newspapers (print; e.g. The Montreal Gazette)	41.41%	53
Daily newspapers (online content)	34.38%	44
Weekly newspapers (print; e.g. The Suburban, The Westmount Examiner)	41.41%	53
Weekly newspapers (online content)	24.22%	31
Alternative publications (print; e.g. Cult MTL, Voir)	35.94%	46
Alternative publications (online content)	28.91%	37
Campus/community media (broadcast or print)	23.44%	30
Campus/community media (online content)	15.63%	20
Culture-focused websites (e.g. L'Artère, the Rover)	36.72%	47
Discipline-specific websites (e.g. Belgo Report for visual arts, CharPo for theatre)	21.88%	28
Government websites (e.g. Tourisme Montréal)	9.38%	12
Other (please specify)	25.00%	32
Total Respondents: 128		

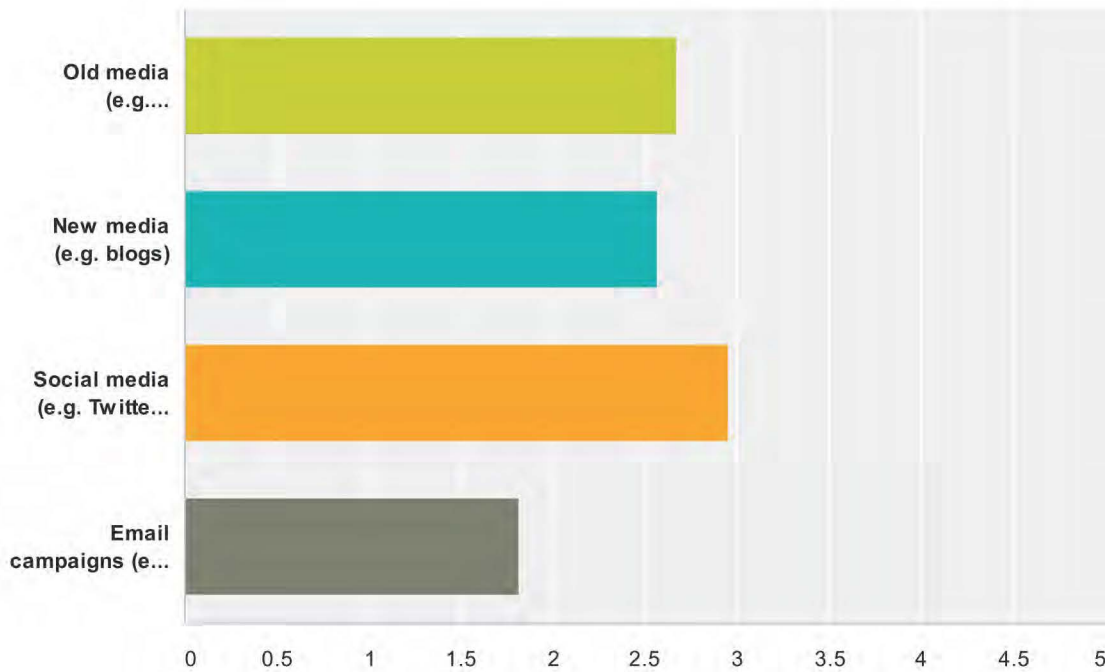
#	Other (please specify)	Date
1	magazine on line	
2	local culture magazine , my blog, gallery blog	
3	Magazines specific to illustration and photography	
4	social media—e.g. SoundCloud	
5	International newspapers	
6	People, not organizations	
7	not yet	
8	book launch.	
9	None of the above	
10	word of mouth	
11	magazines print and online	
12	my own blog	
13	social media internet	
14	None	
15	blogs	
16	my own newspaper (in print) and online	
17	my own blog	

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18	On line Amazon	
19	None	
20	my website, social media, facebook, youtube	
21	Monthly magazines	
22	None yet	
23	Not applicable at the moment.	
24	VLOGS, BLOGS	
25	Email and our own web site	
26	N/A	
27	blogs	
28	Friends and fans on social media	
29	just a note about above- the newspapers have gone from both previews and reviews to just reviews and for others it is mostly previews and not reviews.	
30	Pop tart at the Gazette	
31	Culture-focused blogs	
32	writers' websites	

Q7 Which of the following methods is most effective in reaching your target audience?
Please rank in order of effectiveness, 1
being the most effective.

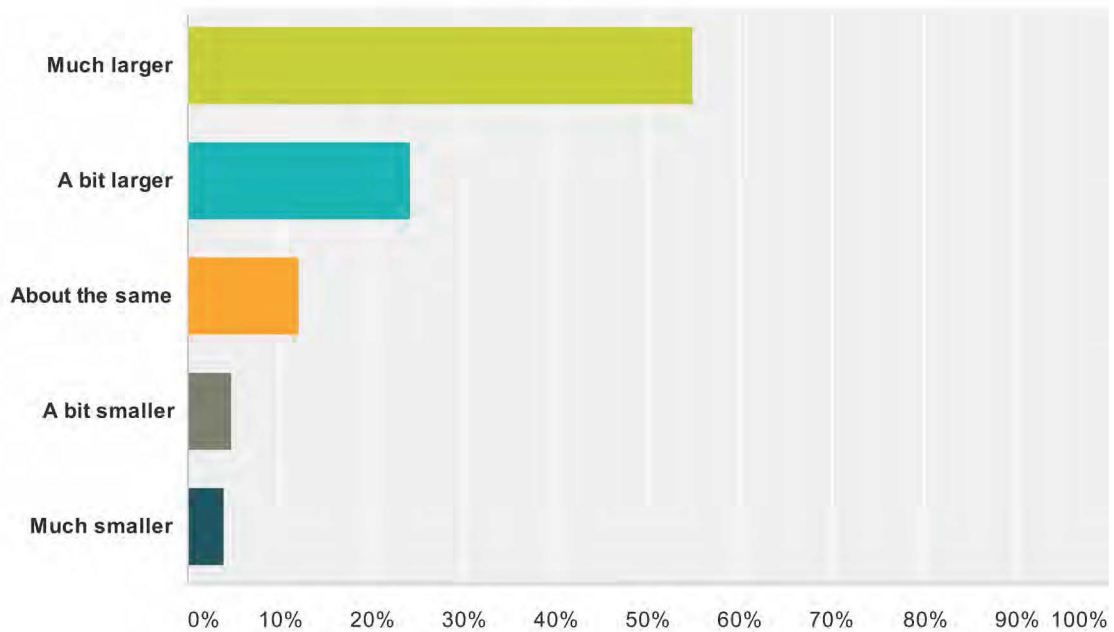
Answered: 130 Skipped: 38



	1	2	3	4	Total	Average Ranking
Old media (e.g. newspapers)	35.66% 46	17.83% 23	24.81% 32	21.71% 28	129	2.67
New media (e.g. blogs)	16.15% 21	39.23% 51	30.00% 39	14.62% 19	130	2.57
Social media (e.g. Twitter, Facebook)	40.00% 52	25.38% 33	24.62% 32	10.00% 13	130	2.95
Email campaigns (e.g. monthly newsletters)	8.46% 11	17.69% 23	20.77% 27	53.08% 69	130	1.82

Q8 How does your current PR workload compare to your PR workload five years ago?

Answered: 124 Skipped: 44



Answer Choices	Responses	
Much larger	54.84%	68
A bit larger	24.19%	30
About the same	12.10%	15
A bit smaller	4.84%	6
Much smaller	4.03%	5
Total		124

#	Comments	Date
1	Can't answer no.7, haven't done as much on Facebook page as I should have so can't answer effectively, shut my old site down, gallery doesn't market my work, left to me! dropped off the planet on google and haven't yet had the time to recover. paint or social media??	
2	Because of social media...it is ongoing all the time!	
3	It's more that it has changed and that pr needs to be diffused in a transmedia fashion ensuring that as many as the possible media platforms are used for cross-promotion.	
4	5 years ago I wasn't working for myself, and wasn't trying to make it as a visual artist and writer. Promoting and marketing my own work is a huge responsibility - personally, professionally, financially, etc.	
5	publishers and theatres usually have their own pr and social media people, but they're overburdened, so you have to do a lot of it yourself on social media	
6	I have gone from being more of a live musician to being more of an online musician.	

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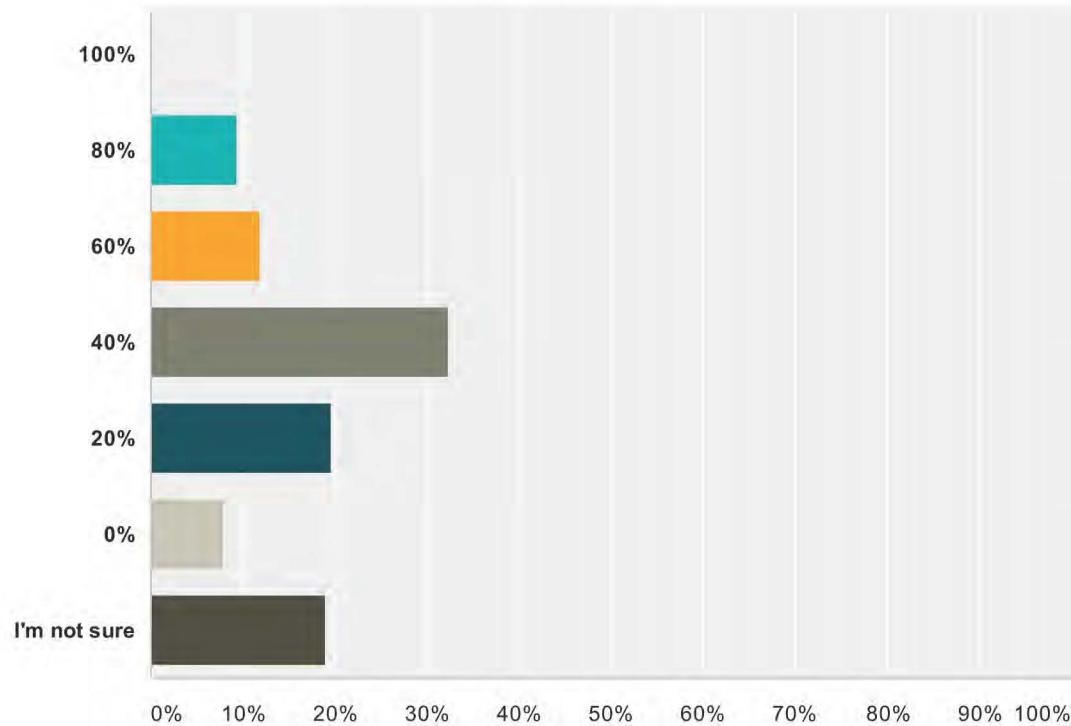
7	Production managers didn't use to need to hang out with the artists as much. Because the music industry is suffering financially, every little bit helps to keep artists from using another promoter.
8	Less faxing, more emailing
9	has been around for 1.5 years, so our PR workload has increased as we've grown.
10	I am thinking about my day job
11	# 7 doesn't work, alawys defaults to 1,2,3,4 from top
12	Publishers expect writers to ACTIVELY build their audiences and seek our promotional opportunities.
13	I am marketing my book every single day. Five years ago I didn't have a book, but I had a blog. Now I market my book I just talk up my book and hand out cards and flyers.
14	I do not do PR
15	email submissions
16	I am doing many more guest blogs than before, in addition to Facebook postings
17	Larger because I now have to create the opportunities for myself.
18	I cannot answer this question because I have never had a PR workload, only an occasional panic, then nothing, as before.
19	It is a bit larger, but how of PR have changed.
20	Not applicable at the moment.
21	I need more training now on being new media savvy
22	I now have hired 2 people to help me out with this, a publicist and a personal assistant!
23	Lots of new websites to post our events for free. Lots of social media options...
24	I spend about 50/50 working on PR and studio time
25	more action needed to get one contract
26	In fact, with the demise of The Mirror, Voir, etc. and shrinkage of arts coverage, I do very little PR except social media.
27	But much less effective than it used to be.
28	I have more people to contact, but because I can copy/paste and merely plug in personalized messages to individual recipients, it's quicker than printing and mailing... and much less costly.
29	Cannot comment.
30	Can't comment, unable to judge

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28	I keep reading that people don't enjoy being nagged or pushed on social media. I read you should seek out other authors and suck up to them, just so you can brag about your book. I hate that kind of thing.
29	blogging, website management and publishing policies
30	Social media does not really cater much to scientific publications
31	Live contact/readings work better
32	people who do not have computers
33	They aren't on Facebook or twitter
34	Paid advertising pushing out social media networking.
35	Most of them are not trained well on new media and or social media
36	too much info,
37	My publicist does not use social media. Sadly I do not use social media
38	Not comfortable mixing 'business' with personal stuff....also having to look for opportunities all the time is exhausting and takes away from creative thinking.
39	I sell most books at readings person to person.
40	Their lack of access to electronic media.
41	I do not know enough myself about social media to answer this question. But most of my friends are old, and even if they have e-mail, they do not always answer me, because they haven't figured out how. They would like to read my books, but don't know how to get at them. Where can I buy it? asked a lady (who died in February) when I told her I had a coming out. She lived in a village, had no computer, and was too deaf to use the telephone. She'd never heard of Amazon, and died before the book could appear.
42	No information given
43	they are not on social media
44	SELL BOOKS
45	They don't access it.
46	older generation don't use social media
47	For our current audience, they simply don't use social media that much (beyond Facebook); for our target new audience, they are very active on social media, so it depends on how we define "target" audience.
48	Age of followers
49	Time to prepare an effective campaign.
50	There is so much information circulating on social media, that people suffer from overload and begin to ignore invitations and articles sent out. Also, facebook selects which updates go to whom, so I would say only about a 1/5-1/3 of my fan base receive notice of my events.
51	Age
52	Too much noise out there, hard to be heard. However, all it takes is one or two big talkers to get things rolling. The difficulty is cutting through the noise and being heard by those critical people.
53	the timing of our publications/material
54	resistance to it as a mind-cluttering ephemeral tool.
55	they don't have computers
56	Not everyone is on Social Media.
57	Visibility
58	competition
59	cost

Q9 About what percentage of your target audience CANNOT be reached via social media?

Answered: 127 Skipped: 41



Answer Choices	Responses
100%	0.00%0
80%	9.45%12
60%	11.81%15
40%	32.28%41
20%	19.69%25
0%	7.87%10
I'm not sure	18.90%24
Total	127

Q10 What is the primary obstacle to reaching your target audience via social media?

Answered: 110 Skipped: 58

#	Responses	Date
1	Don't use computers, want mailings.	
2	Let them know when, where to see our films and TV productions, help them find our website, our social media sites.	
3	overload	
4	Too busy, too crowded, No consistent organizing principles around reaching target audiences.	
5	My audience and I are not using social media, just blog and website.	
6	I don't have a very wide reach on social media. In particular, I'm not well-connected to the art buyers/directors for the publications which I'd like to work for.	
7	Too time consuming!	
8	I do not like social media, thus the primary obstacle is my attitude	
9	devising constantly transforming campaigns to keep interest high	
10	We have a senior audience and they are not versed in social media. Although we are using social media to attempt to reach a younger audience	
11	the fact that a large portion of our audience does not follow/subscribe	
12	So far it has been my best method.	
13	Too many competing events. There are so many shows, parties, events and festivals that people don't check their events as much and have more choices of things to do.	
14	Too much info online, too much spam	
15	Not everyone uses social media. People who do, are fed so much information, that they cannot keep up. So we're thinking of using a more old school approach: posters, stickers, button, t-shirts, newspaper ads, etc. Something people see everyday. There's something more appealing with the physical than the virtual, so we've been discovering.	
16	Audience accustomed to "old media"	
17	lack of knowledge, interest & practice of social media	
18	Not everyone whom I know uses social media and some friends don't have a computer. They still write by hand.	
19	Me. I'm neither on Facebook nor twitter.	
20	Not enough time to maintain all media sites.	
21	a good email listing or Invisible City, is best, other arts network listings, i.e. for gallery showings, as best overall	
22	Cost of hiring PR person to effectively hit all media outlets.	
23	readers too old	
24	They're not connected.	
25	Age-related - 60+ audience not really found outside of FB	
26	I don't know if people buy books because they read about them on the internet.	
27	Don't use social media. Unsure who knows about what I do.	

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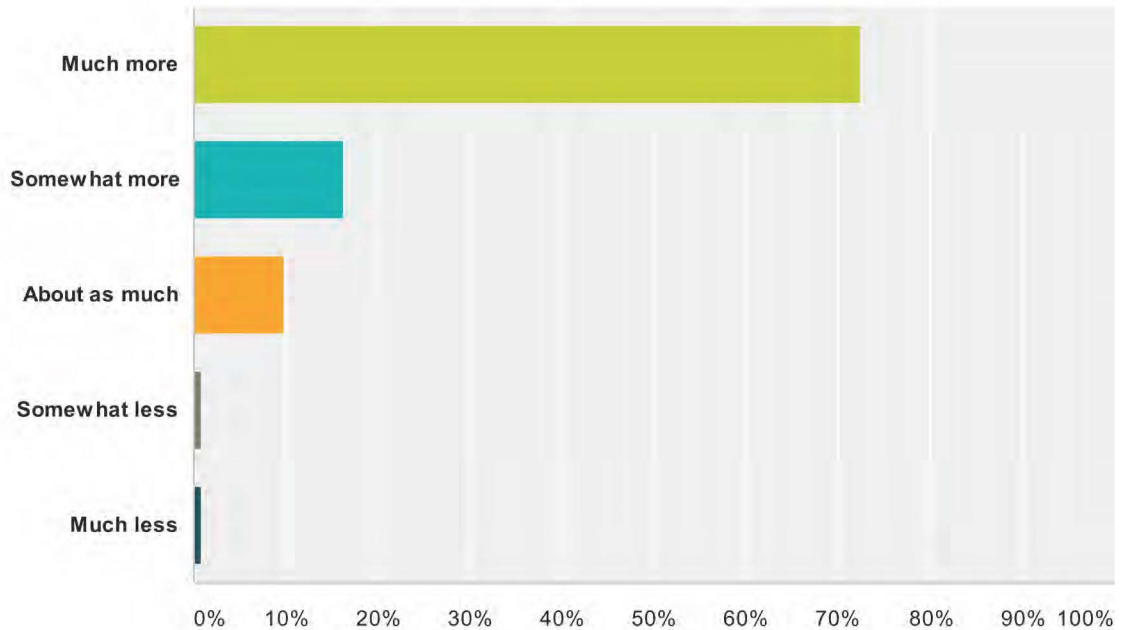
60	Information overload
61	Time - money!
62	Our current audience tends to be on average slightly older (mid-40's and up). Many people rely on local word-of-mouth and local daily e-mail news bulletins.
63	Our desire to actually use social media. Oddly, we actually pride ourselves on not using it all that much. But this may change.
64	standing out for an audience that is saturated with email campaigns
65	Promotion of my work - word of mouth marketing
66	The clients do not use computers
67	I have 2 potential target groups : one that is older and social media is not effective. The younger one is more difficult to get to buy the music
68	links to the right contacts
69	It varies: some don't use any or use them infrequently; the "timeline" approach means those who do may still miss seeing an announcement, and Facebook in particular decides whether or not friends and family, let alone others, will see what I post.
70	Money for ads and the amount of flow in the newsfeed that drowns our promo posts
71	Constant and strategic promotion
72	They're not using social media, thus difficult to reach.
73	Facebook deliberately restricting the reach of posts.
74	It's getting harder and harder to stand out
75	demographics
76	too much flying by on the screens gets lost in the sea of info
77	older demographic who still gets info via newspaper and radio
78	Many people are opting out of Facebook, for example, or do not use social media at all.
79	I feel like the part of the audience we want to reach are of an older generation, and won't be as "connected". So we still need traditional means, like posterings, etc.
80	How far the reach is and goes. The amount of likes on your FB is the amount you can reach and same for Instagram/twitter.
81	Word of Mouth
82	People not checking out the events I invite them to.
83	Time
84	My own discomfort with self-promotion
85	We have had great success in reaching our target audience via social media, so the primary obstacle comes back to more traditional obstacles of limited human resources and financial means to redouble our investments in this domain.
86	Age probably and time spent to collect personal datas
87	The saturation of social media—everyone uses it, so it becomes a challenge to stand out and have people pay attention.
88	Overload of similar content. Competition
89	making sure they are following us. also if they happen to catch when we post or someone posts about us.
90	Too much informational traffic
91	users of social media are bombarded with spam about events, causes, etc. it's hard to distinguish yourself from the pack without resorting to linkbait and other such tactics.

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92	Size of contact list, using proper outlets, efficient advertising
93	not know..
94	The lack of reach and small number of 'fans' (Facebook)
95	A lot of the older audience members do not use social media because a lot of them barely go on the internet.
96	People who likes Opera are usually old. They don't connect to social media.
97	Audience that comes to our shows are not necessarily audience that follow us on our social media network.
98	Breaking through the mass content flooding timelines & twitter feeds
99	Thinking of innovative ways to not only post interesting content, but getting a reaction.
100	Presently, it seems that it is easier for us to reach the 18-30 demographic via social media. But audience members (or potential audience members) outside this demographic do not appear to use social media as frequently (this is not true for everyone of course). A related challenge is that the form of social media used seems to change with age as well. For example, those that follow our activities on facebook seem to be a bit older than our followers on twitter or instagram.
101	Old age
102	I need to reach an audience that has significant disposable income. As a emerging artist, I do not have many contacts on my social media networks that fall into this category.
103	No obstacle in reaching them. The problem (if there is one) is in getting my message to stand out from the flood of data.
104	Budget
105	The sheer volume of competition.
106	I aim for various differing target audiences that can't be lumped together. For example, young school age readership versus general readership
107	I want to reach people that I don't know personally.
108	People are over-loaded with information all the time and now don't bother to look at postings and invites when they are sent out.
109	They read books rather than spend all day online...besides which the world is swamped with "buy my books" postings.
110	finding volunteers0 ambassadors to tweet, post on facebook etc

Q11 Compared to five years ago, how much do you currently use social media to promote your work to your target audience?

Answered: 123 Skipped: 45



Answer Choices	Responses	
Much more	72.36%	89
Somewhat more	16.26%	20
About as much	9.76%	12
Somewhat less	0.81%	1
Much less	0.81%	1
Total		123

#	Comments	Date
1	I am working in transmedia video so all content is intended to be broadcast across multiple platforms	
2	that is, virtually zero	
3	I was an early adopter of social media, so I've been using it since about 2004 to promote my music.	
4	We've been growing our social media since day one. We use it daily, and do our utmost to keep interesting. We're exploring the best use of our newsletter, hoping to come up with something not too invasive, and also interesting.	
5	I wasn't using social media at all five years ago.	
6	never used social media	
7	My publisher uses it.	

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8	I don't have time to tweet every five minutes, and I don't want to share personal details online. I have enough work keeping my blog up to date and writing my book.	
9	to advertise events, readings	
10	I do not promote myself	
11	Never used social media.	
12	It would be hard for me to define my target audience, even if I knew how to reach them - but I don't. I have had a brief discussion with a couple of who wanted to provide me with a Facebook page, a twitter account, a blog, and a website. They would have set it all up for me for \$1,600. I declined. They would have made my life hell, and expected me to finance the hell as well. I am, however, thinking about learning how to use Twittter - on my own, making all the usual horrible mistakes.	
13	But five years ago I wasn't in the position I now am.	
14	I have been a social media expert since I have started in the business!	
15	Facebook. Blogging for some events (e.g. festivals). That's about it.	
16	Its my primary source of promotion	
17	as street postering is not allowed have to go digital	
18	It's hard to gauge the real impact, but it's much easier to post links everywhere than to do the legwork of old-school communication... That said, I highly value the contact with old media... it's a dying art...	
19	In fact, our budget do not allow us to pay for publicity, advertising. That's why we concentrate on social média	
20	unable to comment.	
21	I have realized that my social media contacts are not my true target audience	
22	I have never used it to its full potential.	
23	Mainly as an audience-buiding measure rather than targetted publiiity or ads (which I can't afford anyway).	

Q12 What are top three social media platforms you use to promote your work to your target audience?

Answered: 121 Skipped: 47

Answer Choices	Responses	
1	100.00%	121
2	89.26%	108
3	65.29%	79

#	1	Date
1	Facebook. hate it	
2	Facebook	
3	facebook	
4	facebook	
5	Facebook	
6	Facebook	
7	Facebook	
8	twitter	
9	Facebook	
10	facebook	
11	Sound Cloud	
12	Facebook	
13	blogs	
14	Twitter	
15	Linkedin	
16	FaceBook	
17	LinkedIn	
18	Blog	
19	Facebook	
20	email listings: Invisible City	
21	Facebook	
22	facebook	
23	e-mail	
24	Dedicated FB page	
25	Facebook	
26	Facebook	
27	Blogger	
28	email	

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29	my blog (WordPress)
30	Twitter
31	Linkedin
32	Facebook
33	Facebook
34	facebook
35	facebook
36	Radio interviews
37	blog
38	Facebook
39	None
40	Facebook
41	FACEBOOK
42	Facebook
43	Facebook
44	Facebook
45	Facebook
46	facebook
47	Facebook
48	Facebook
49	Fb
50	Blogs
51	Facebook
52	Facebook
53	Facebook
54	Facebook
55	Facebook
56	Twitter
57	facebook
58	Facebook
59	facebook
60	Facebook
61	Facebook
62	Facebook
63	Facebook Page
64	LinkedIN
65	My web site
66	facebook
67	facebook
68	Twitter

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69	Facebook
70	Facebook
71	Facebook
72	FaceBook
73	facebook
74	Facebook
75	facebook
76	Facebook
77	twitter
78	Facebook
79	Facebook
80	Facebook
81	Facebook
82	Facebook
83	When i perform & entertain
84	Facebook
85	Facebook
86	Facebook
87	Facebook
88	Face book
89	Facebook
90	Facebook
91	Facebook
92	twitter
93	facebook
94	Facebook
95	facebook
96	facebook
97	facebook
98	Facebook
99	Facebook
100	facebook
101	Facebook
102	facebook
103	Facebook
104	Facebook
105	Facebook
106	facebook
107	Facebook
108	Facebook

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109	facebook	
110	Facebook	
111	Facebook	
112	Twitter	
113	Twitter	
114	twitter	
115	Facebook	
116	facebook	
117	facebook	
118	facebook	
119	Twitter	
120	facebook	
121	facebook	
#	2	Date
1	learning Twitter	
2	Twitter	
3	twitter	
4	youtube	
5	Twitter	
6	Twitter (other people tweet)	
7	tumblr	
8	youtube	
9	twitter	
10	Facebook	
11	Twitter	
12	facebook	
13	Facebook	
14	Facebook	
15	e.mail	
16	Facebook	
17	Twitter	
18	Twitter	
19	email	
20	website	
21	LinkedIn	
22	blog	
23	Twitter	
24	facebook	
25	Facebook	
26	Facebook	

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27	Twitter	
28	guest blogs on popular blog sites	
29	twitter	
30	tumblr	
31	Readings and book signings, writers festival	
32	facebook	
33	Blogs	
34	None	
35	Twitter	
36	LINKEDIN	
37	Twitter	
38	Twitter	
39	Twitter	
40	Twitter	
41	youtube	
42	Bandcamp	
43	Twitter	
44	Twitter	
45	Twitter	
46	Twitter	
47	Twitter	
48	Twitter	
49	Twitter	
50	Facebook	
51	twitter	
52	Twitter	
53	youtube	
54	Twitter	
55	Blogging in local daily e-mail news bulletins	
56	Twitter	
57	Mail Chimp	
58	Facebook	
59	Facebook	
60	twitter	
61	LinkedIn	
62	Twitter	
63	Soundcloud	
64	Pinterest	
65	Tweeter	
66	twitter	

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67	E-mail	
68	instagram	
69	instagram	
70	facebook	
71	blogs	
72	website	
73	Instagram	
74	Instagram	
75	Word of Mouth	
76	Twitter	
77	YouTube	
78	Twitter	
79	Twitter	
80	Twitter	
81	Twitter	
82	Instagram	
83	facebook	
84	twitter	
85	Email	
86	twitter	
87	twitter	
88	Newsletter	
89	Twitter	
90	Vimeo	
91	twitter	
92	Twitter	
93	instagram	
94	Linkedin	
95	twitter	
96	Twitter	
97	Twitter	
98	tumblr	
99	Twitter	
100	Facebook	
101	Tumblr	
102	facebook	
103	n/a	
104	twitter	
105	twitter	
106	Wordpress blog	

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107	twitter	
108	twitter	
#	3	Date
1	Learning about blogs	
2	Pinterest	
3	LinkedIn/Google+	
4	facebook	
5	twitter	
6	Twitter	
7	Email	
8	twitter	
9	Mailchimp	
10	Twitter	
11	website blog	
12	My Website	
13	Yelp Events	
14	blog	
15	twitter	
16	Instagram	
17	twitter	
18	book related sites e.g. Goodreads	
19	Facebook	
20	blog	
21	amazon and my website	
22	twitter	
23	Reviews are hard to come by for me	
24	linkedin	
25	Twitter	
26	None	
27	LinkedIn	
28	TWITTER	
29	Email	
30	Instagram	
31	Youtube	
32	Pinterest	
33	Pinterest	
34	blog on website	
35	Tumblr	
36	Radio or newspaper interviews	
37	Instagram	

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1	Post new songs on Soundcloud and repost older songs, reply to comments, etc.
2	Linkedin - trying to begin a conversation
3	I actually don't use Facebook other than personal news, and Linked in I never touch
4	Don't participate
5	I hate facebook and twitter.
6	Update my Linkedin page
7	None of the above
8	LinkedIn page updated weekly
9	When I published my first e-book , I e-mailed friends in Canada, the US, Britain, and Japan, and told them about it.
10	vine
11	promotional videos on youtube
12	Youtube VLOGs
13	Odd Facebook post when we throw an event. Our events still manage to get strong attendance even though promoted almost exclusively via email.
14	Linked in updates occasionally, Tumblr, Instagram regularly
15	update LinkedIn and Xing daily
16	Send pictures of my work to designers or prospective clients or galleries
17	Respond in relevant LinkedIn discussions
18	Instagram photo (regularly)
19	Instagram
20	Administrating my two websites and Myspace page.
21	Pinterest boards; instagram posts
22	participate in e-mail discussion lists, almost daily

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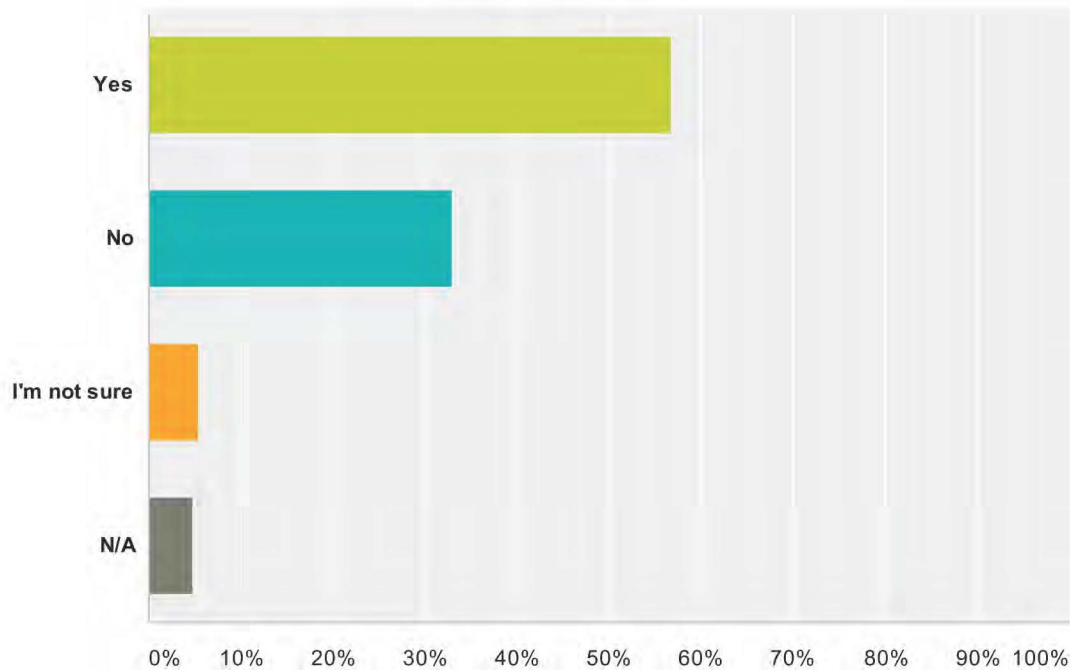
38	vimeo	
39	Youtube	
40	...	
41	Blog / Eventbrite	
42	Xing	
43	Linkein	
44	Facebook	
45	Instagram	
46	Website	
47	Twitter	
48	email	
49	twitter	
50	wordpress	
51	twitter	
52	google +	
53	MySpace	
54	Vimeo	
55	Youtube	
56	Soundcloud	
57	Instagram	
58	Blogs	
59	Tumblr	
60	Twitter	
61	instagram	
62	instagram	
63	reverbnation	
64	Twitter	
65	Blogs	
66	Flickr	
67	instagram	
68	Instagram	
69	blog	
70	instagram	
71	Email	
72	twitter	
73	Instagram	
74	Reddit	
75	FB	
76	linked in	
77	n/a	

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78	N/A	
79	email	

Q14 Do you keep track of social media metrics (e.g. Twitter follows, Facebook likes and shares, etc.)?

Answered: 127 Skipped: 41

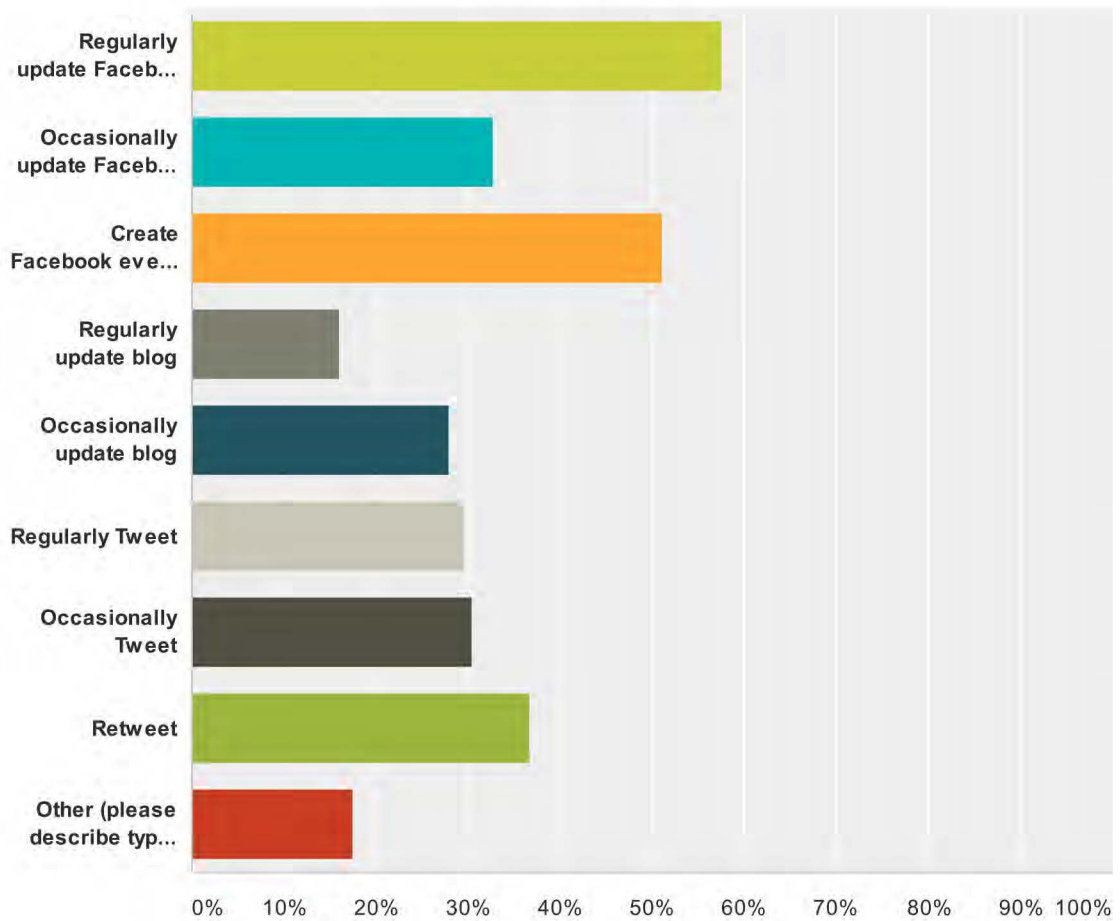


Answer Choices	Responses	
Yes	56.69%	72
No	33.07%	42
I'm not sure	5.51%	7
N/A	4.72%	6
Total		127

#	If "yes," on which platform(s)? (e.g. Facebook, Twitter, etc.)	Date
1	?	
2	Facebook, twitter	
3	Facebook	
4	Blogger	
5	Facebook, Twitter, etc.	
6	twitter/FB	
7	Soundcloud statistics & comments, fan email via my website, new twitter followers, and new fans via Facebook	
8	Facebook mostly.	
9	Facebook, Twitter and Mailchimp	
10	Linkedin, Google	
11	Facebook	

Q13 Which of the following activities do you undertake on social media? (Please select all that apply.)

Answered: 125 Skipped: 43



Answer Choices	Responses	
Regularly update Facebook page	57.60%	72
Occasionally update Facebook page	32.80%	41
Create Facebook event pages	51.20%	64
Regularly update blog	16.00%	20
Occasionally update blog	28.00%	35
Regularly Tweet	29.60%	37
Occasionally Tweet	30.40%	38
Retweet	36.80%	46
Other (please describe type & frequency of activity)	17.60%	22
Total Respondents: 125		

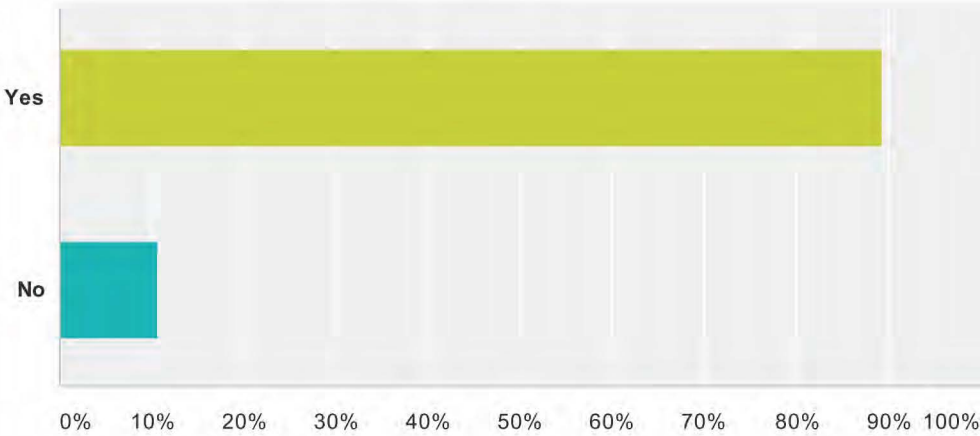
#	Other (please describe type & frequency of activity)	Date
---	--	------

Digital Shift Survey - Artists and Arts Organizations

11	Facebook
12	On Facebook and Twitter, but only occasionally.
13	FB mostly
14	Don't participate
15	Facebook, Twitter
16	Facebook
17	Blogs and Twitter
18	FACEBOOK
19	Facebook and Twitter mainly
20	facebook
21	facebook
22	I'm old and I am just learning all this computer stuff
23	Twitter, Klout
24	Facebook
25	Facebook
26	Facebook
27	Facebook, twitter, instagram, tumblr
28	facebook
29	facebook, twitter
30	fB, twit
31	Facebook
32	Facebook
33	Facebook; twitter; pinterest; instagram
34	Facebook, Twitter
35	facebook, twitter, tumblr
36	Twitter, Facebook
37	facebook
38	Twitter (via Klout, etc.)

Q15 When old or new media publish a story about your work, do you publish / promote the link on social media?

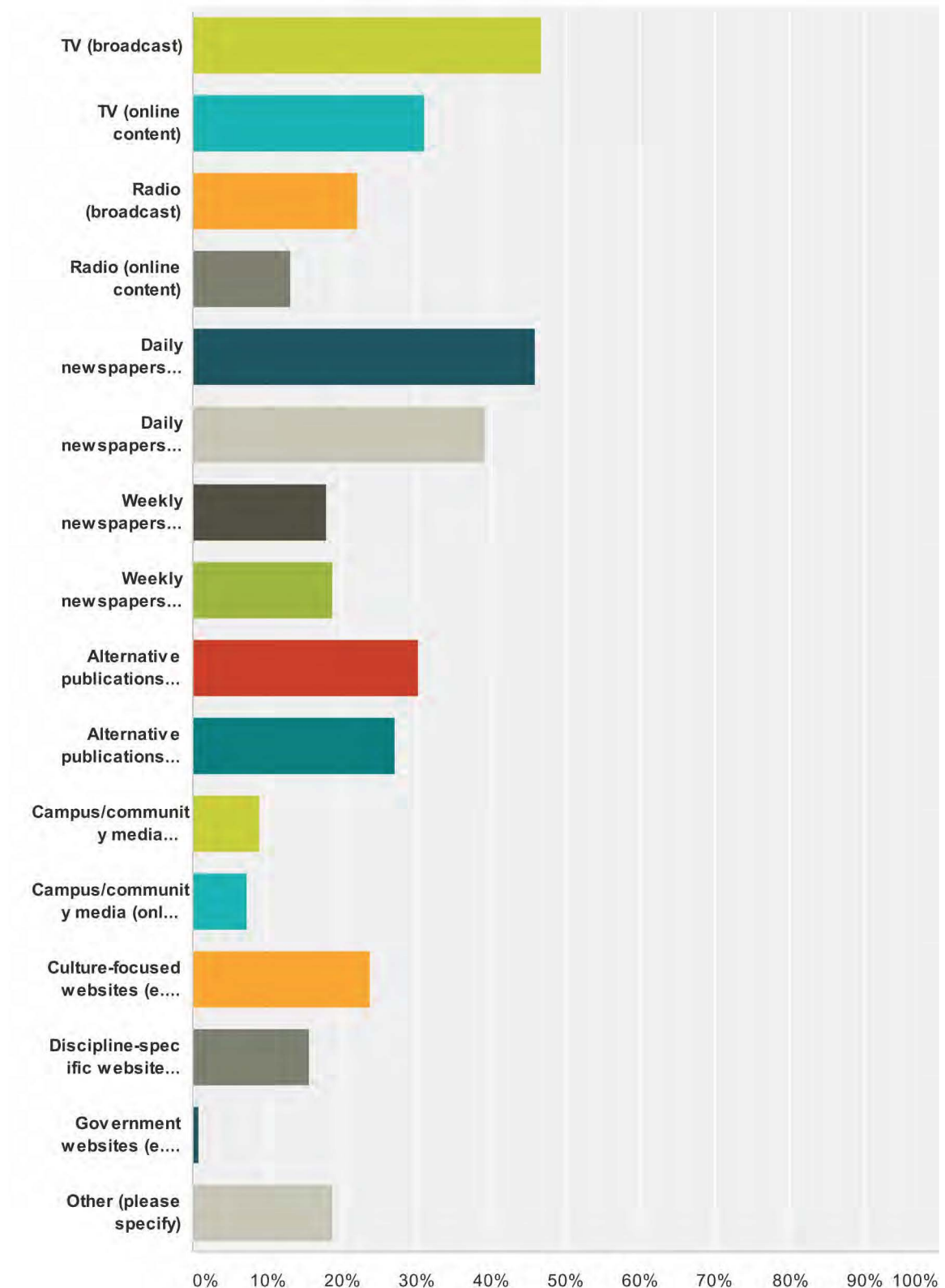
Answered: 123 Skipped: 45



Answer Choices	Responses	
Yes	89.43%	110
No	10.57%	13
Total		123

Q16 In your experience, which types of coverage get the most response on social media? (please select all that apply)

Answered: 122 Skipped: 46



Digital Shift Survey - Artists and Arts Organizations

Answer Choices	Responses	
TV (broadcast)	46.72%	57
TV (online content)	31.15%	38
Radio (broadcast)	22.13%	27
Radio (online content)	13.11%	16
Daily newspapers (print; e.g. The Montreal Gazette)	45.90%	56
Daily newspapers (online content)	39.34%	48
Weekly newspapers (print; e.g. The Suburban, The Westmount Examiner)	18.03%	22
Weekly newspapers (online content)	18.85%	23
Alternative publications (print; e.g. Cult MTL, Voir)	30.33%	37
Alternative publications (online content)	27.05%	33
Campus/community media (broadcast or print)	9.02%	11
Campus/community media (online content)	7.38%	9
Culture-focused websites (e.g. L'Artère, the Rover)	23.77%	29
Discipline-specific websites (e.g. Belgo Report for visual arts, CharPo for theatre)	15.57%	19
Government websites (e.g. Tourisme Montréal)	0.82%	1
Other (please specify)	18.85%	23
Total Respondents: 122		

#	Other (please specify)	Date
1	Depends on the nature of the content.	
2	Not really relevant, as the only time my work is in the media is when it's been used as editorial content.	
3	Posting new musical material on SoundCloud.	
4	Good content	
5	no idea	
6	Don't know	
7	lit mags, online, print	
8	posting blog links	
9	Don't know.	
10	Do not know.	
11	videos I post on youtube & facebook	
12	Not applicable at the moment.	
13	none of the above... viral videos	
14	I do not know	
15	When I promote the show / event	
16	N/A - no coverage for a long time	
17	if there is a link to any of the above, they might get a response	

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18	can't answer about as they don't cover us ever	
19	it really depends on the quality of the coverage and the attractiveness of the headline or image. secondly how well-known the source is (e.g.: an article on CNN would get much more response on social media than an article on a local college newspaper)	
20	n/a	
21	I don't know	
22	Anything associated with a cool photo	
23	interesting writing-related blogs and websites	

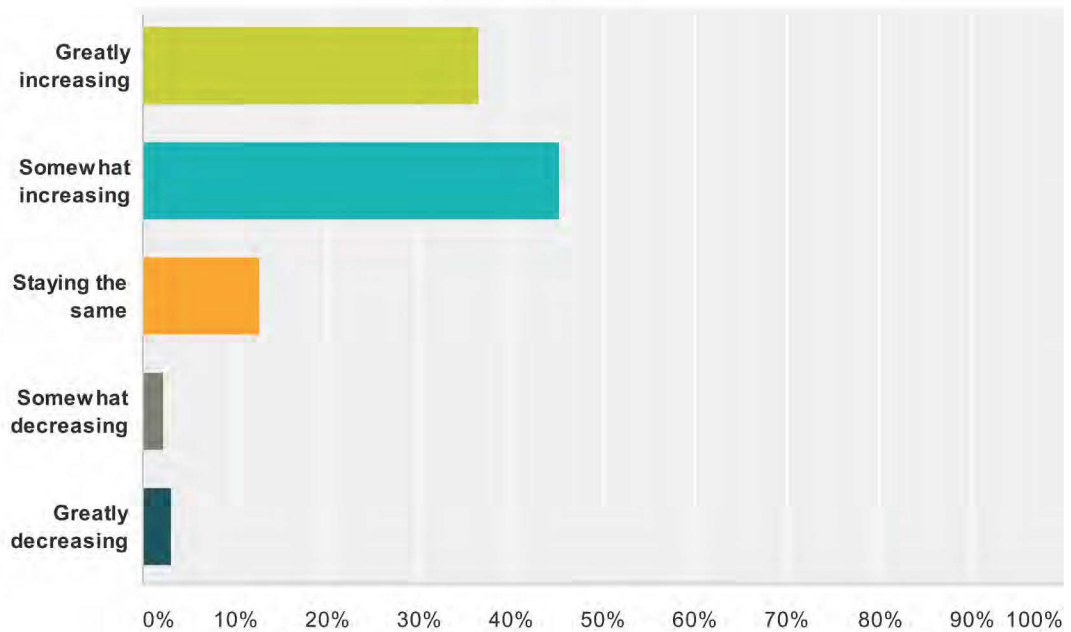
Q17 In your experience, what other factors lead to successful promotion on social media?

Answered: 90 Skipped: 78

#	Responses	Date
1	Being engaged with users and other social media sites	
2	Engaging and managing a limited number of strategically chosen friends and/or colleagues (whose networks are varied and/or numbered) to Share, Promote blah blah blah your socila media (content)	
3	There MUST be images. If the subject is relevant to other things going on locally, regionally, or beyond, that helps a lot.	
4	time and know how	
5	Buzz already there	
6	keeping it fresh, keeping it new	
7	Word of mouth from our members	
8	interest in the actual event(s)	
9	Being part of a community in a meaningful way, not just using a site to "promote" things. I post my work & if people show interest then I thank them and foster it. Also, on sites like Twitter, posting about common interests helps new people to discover me.	
10	In our case a good lineup and a timely annouce date.	
11	culture-jamming, word of mouth	
12	Continuous activity, and interaction with followers and "friends".	
13	Catchy titles (tweets) and interesting content	
14	still learning	
15	Becoming friends with other writers and musicians.	
16	word of mouth	
17	Constant, witty Tweeting.	
18	posters of events	
19	Strong network of media savvy friends/colleagues	
20	don't use it	
21	call to action - participation in a quick question that engages the target audience.	
22	I wish I knew!	
23	Don't know	
24	I find social media to be phony.	
25	blogs	
26	consistency	
27	constant update	
28	Relations	
29	Back it up with personal emails, calls, flyer distribution	
30	online interviews	

Q18 How do you see your interactive presence on social media changing in the next five years?

Answered: 126 Skipped: 42



Answer Choices	Responses	
Greatly increasing	36.51%	46
Somewhat increasing	45.24%	57
Staying the same	12.70%	16
Somewhat decreasing	2.38%	3
Greatly decreasing	3.17%	4
Total		126

Digital Shift Survey - Artists and Arts Organizations

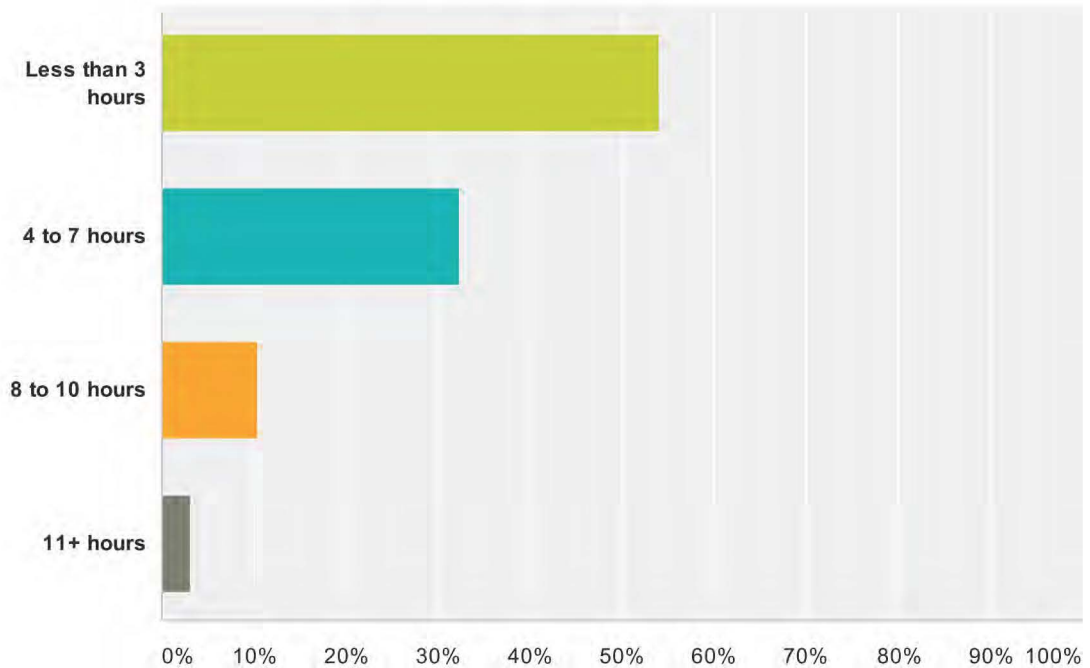
31	persistence
32	writing about relevant topics
33	Blog posting
34	I do not know.
35	Daily actions
36	finding original ways to promote; involving respondents
37	Have not really seen a successful promotion on social media.
38	good image/photo, good tagline
39	innovative events/ideas/programs, big name authors being attached to something or photographed, etc.
40	Images or video
41	blogs & magazine content, articles etc about my work
42	perceived popularity and a great business website that offers great images and soundbite info
43	Frequency
44	When others active and with large followers make not, comment, retweet, etc this has a significant impact
45	volume of views possible
46	Original video content
47	Interactivity
48	Lots of visuals
49	catchy title or image
50	quality of content, interactivity
51	a large network. simply power in numbers and word of mouth snowball effect
52	Commitment to reach out to your audience in a daily basis!
53	Knowledge of target audience
54	interaction, social sharing, building relationships, creativity
55	size of network and content relevance
56	I am not too computer savvy
57	send lots of emails/ reminders
58	need someone willing & able to invest the time to maintain coverage
59	Wit, willingness of others to pass on the word (offline, too)
60	Organization
61	Number of followers, quality of followers
62	tagging lots of people and generating conversation
63	friends sharing links
64	bright catchy images
65	captivating content and presentation
66	Engaging the audience so they feel part of the process and thereby spread the word.
67	Targeting properly. Variety of content (links, images, poster artwork, videos, etc.)
68	Continuous coverage

Digital Shift Survey - Artists and Arts Organizations

69	Consistent posting of quality content. One event is not enough. I create an deep vent and then post something about the event everyday.
70	Visibility,a constant presence.
71	Having good quality videos to capture attention
72	Constant work; Two-way exchange with followers; Photo/Video content; Speak in the first-person
73	social media , to be effective, need a full time employee
74	People "sharing" is the most important factor in successful promotion on social media
75	HYPE
76	good images, lots of different things to post about a show ie. lots of previews and reviews
77	relatable project
78	regular, relevant updates, using images to attracts people to the story, tagging
79	The right witty or sharp tagline and use of pictures (as opposed to use of links)
80	Anything with pictures
81	event open to everybody
82	Creating Conversations
83	Some sort of interactive component.
84	Not over-promoting so that people resent it.
85	Time! Lots of it
86	Regularity, consistency, visibility
87	Having people share your links
88	good imagery and momentum. There are people who, when they "like" something on facebook, others will follow their lead.
89	time of day posted
90	Wit, curation of very intersting content, honesty...

Q19 In a typical week, how much time do you spend updating social media for promotional purposes?

Answered: 124 Skipped: 44

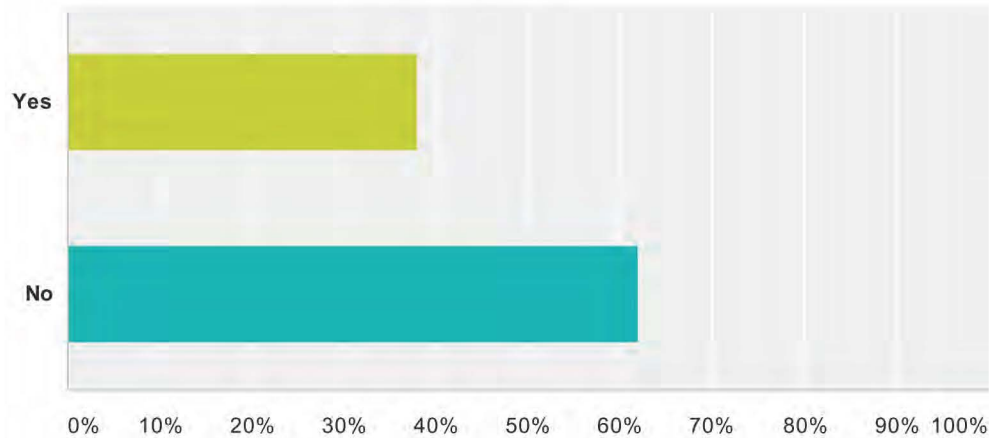


Answer Choices	Responses
Less than 3 hours	54.03% 67
4 to 7 hours	32.26% 40
8 to 10 hours	10.48% 13
11+ hours	3.23% 4
Total	124

#	If 11+ hours, how much time?	Date
1	about 25 hours or more	
2	None	
3	Countless, every day! I use it for everything: communications, promotion, information, etc.	
4	25 hours	
5	easily an hour a day average	
6	20	

Q20 Do you feel you have the time / resources to maintain your presence on social media?

Answered: 121 Skipped: 47



Answer Choices	Responses
Yes	38.02% 46
No	61.98% 75
Total	121

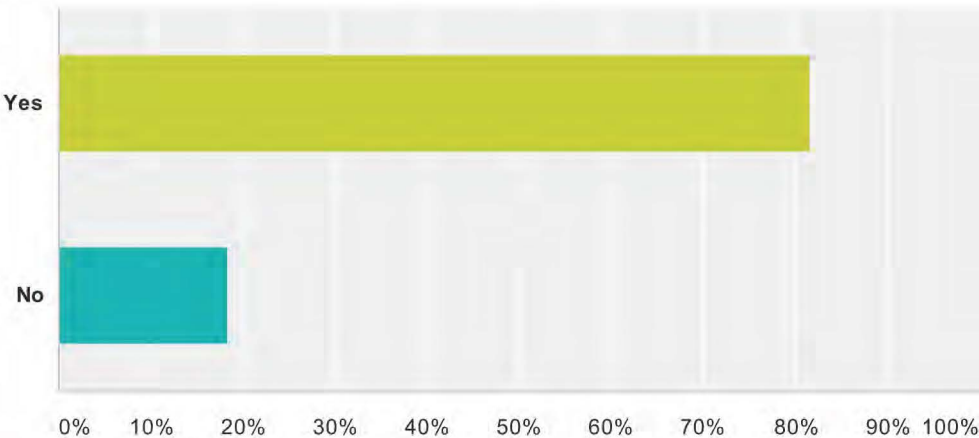
#	Comments	Date
1	Not the skill set	
2	Yes, but we do use student interns to help	
3	Not really but i think it's more about how you use that time and the tools you can increasingly use to cross-promote strategically in an instance. The problem is not the tools but rather that this all requires authentic interaction to sustain a connection with someone/an audience and this takes time.	
4	blogging and website, yes. other, no.	
5	Social media is a job on it's own. You need to guide the staff working on it, but have a full presence on it.	
6	I feel that I don't have the ressources	
7	I truly believe that word of mouth is the best way to market your book. It is working for me, as I have traveled extensively and have contacts in different parts of the world. They are on social media, so they spread the word about my book to their contacts. Works for me.	
8	It takes time away from my 'proper' writing - especially working on my blog which I work hard on. Sometimes I think I'm going to let it go and just write!	
9	not quite. I am always delaying something for something else and never quite catching up.	
10	It is an uphill climb every time.	
11	I don't think it makes much difference to sales of books or invitations to read based on experiences of fellow authors who have tried it.	
12	Not sure.	

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13	Yes, this is the problem I wish to avoid. Having had to teach in universities for many years, I have NO desire to hear what ordinary readers think of my books. That would be a waste of time. I want to get on with the next one, and leave the created book to the critics, who are beginning to re-emerge, I believe, after the demise of intelligent criticism in the print media.
14	I feel that it's vital to carve out time to do it though it means other things are less emphasized as a result. That said, this strategy has been paying off as we receive far more social media buzz than we did before it became a major focus of my work.
15	The 4-7 hours I checked in question 19 is related to a pre-show media push. I actually despise engaging in social media (for many reasons) and so, when I don't have a large production on the horizon, I stay away from social media as much as possible. But I observe other artists engaging personally, daily, and seemingly benefitting from promoting their personal views and personality online. I say seemingly, because, to be perfectly honest, it is now difficult to distinguish where "the art" is actually happening. Online or in the theatre? Are people going to shows because the art work looks interesting or are they going because the artist has a good website and an engaging way of promoting themselves online?
16	No, but I have to find the time. Unfortunately maintaining social media presence means less time I do my art.
17	I do not have the staffing nor the know how to keep up properly
18	I have hired assistant! My loyal hard core fans also help me out voluntarily!
19	We have not explored many social media options, and so do not yet know which ones are worth the time.
20	Not always
21	There is not enough time to broaden my visibility and compensate with more sales
22	As a freelancer, I have little time when I'm working and too much between gigs...but I have a zero budget and need to hustle for income.
23	but i'm going to need help soon
24	sometimes
25	Not enough staff
26	It's less about time, and more about energy or desire. Some people just have the gift of gab, others, such as myself, prefer to be direct, but that means less content...
27	There is not enough time in a day to do all that is required to have a successful online presence that translates into real opportunities.
28	That's the problem. I believe it's a full time job within a month or 2 prior to event
29	but barely...
30	It can always use more time and focus
31	Yes, but we make it a priority and have this task delegated to someone on our team so that we stay active throughout the year and through busy times.
32	If I were really to do a decent marketing job on all relevant platforms, I'd have no time to write or do anything else.

Q21 Do you have a website?

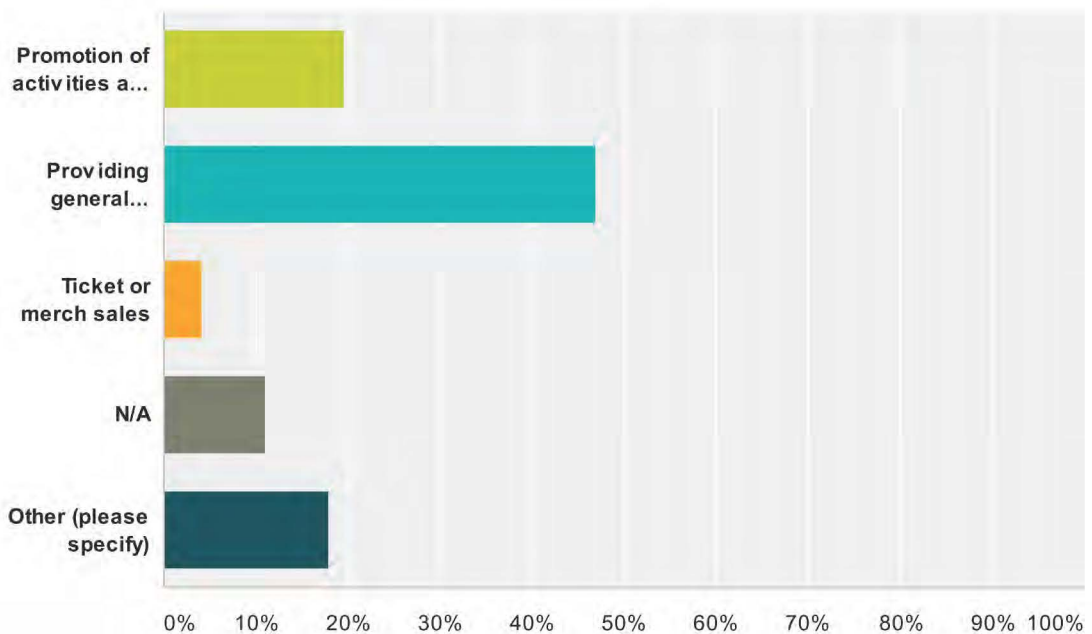
Answered: 125 Skipped: 43



Answer Choices	Responses	
Yes	81.60%	102
No	18.40%	23
Total		125

Q22 What is the main role of your website?

Answered: 117 Skipped: 51



Answer Choices	Responses	
Promotion of activities and events	19.66%	23
Providing general information	47.01%	55
Ticket or merch sales	4.27%	5
N/A	11.11%	13
Other (please specify)	17.95%	21
Total		117

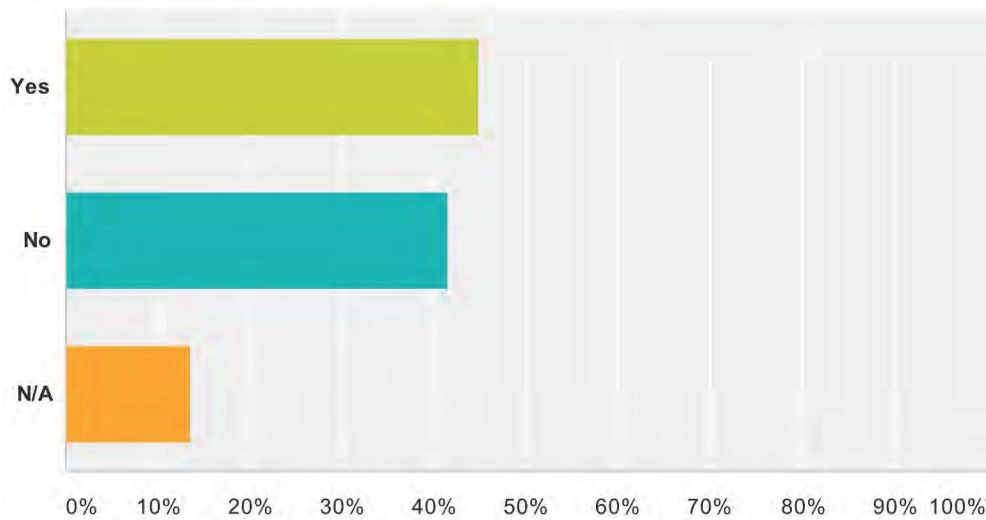
#	Other (please specify)	Date
1	research material for reviews	
2	Engaging new audiences/clients / Promotion of work, projects, new ideas	
3	In is an aggregator for my online presence elsewhere	
4	It's the main hub for everything we do. All of our are there.	
5	promotion of my book	
6	Promoting my work...and providing literary content	
7	A blog where I write things that I don't want to find a publisher for. I also use it for some promotion.	
8	promotion of work	
9	I provide updates of my publications and discuss writing and creativity issues	
10	samples and promotion of my books	
11	Promote my books	

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12	I have a Journal and I promote my own work on that	
13	To show my books' covers and where they can be purchased.	
14	Member interconnection; Event promotion; Industry resources	
15	Portfolio	
16	In construction but will do all of the above (exc. N/A)	
17	Promotion of events AND ticket sales	
18	portfolio	
19	portfolio	
20	I have 3 websites. One is for my own self-publishing. One is for community arts events	
21	Still under construction: will be for information, publishing news, book sales	

Q23 Do you regularly post news on your website?

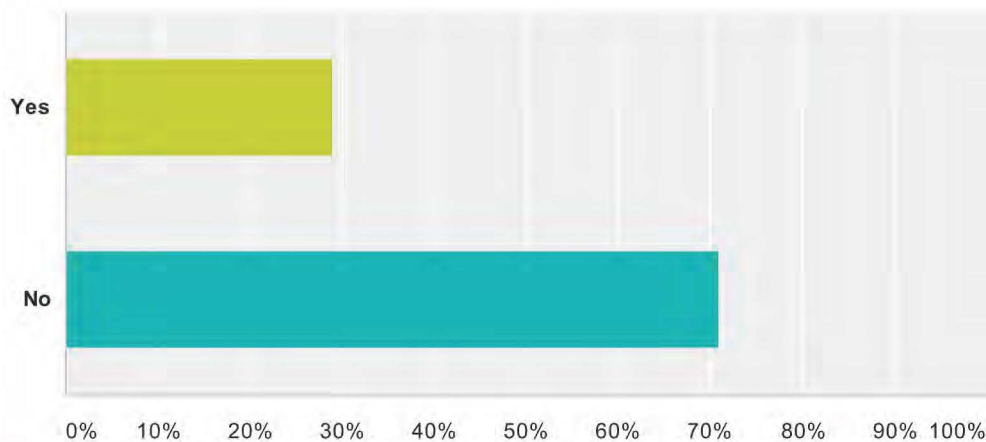
Answered: 118 Skipped: 50



Answer Choices	Responses	
Yes	44.92%	53
No	41.53%	49
N/A	13.56%	16
Total		118

Q24 Do you have a regularly updated blog?

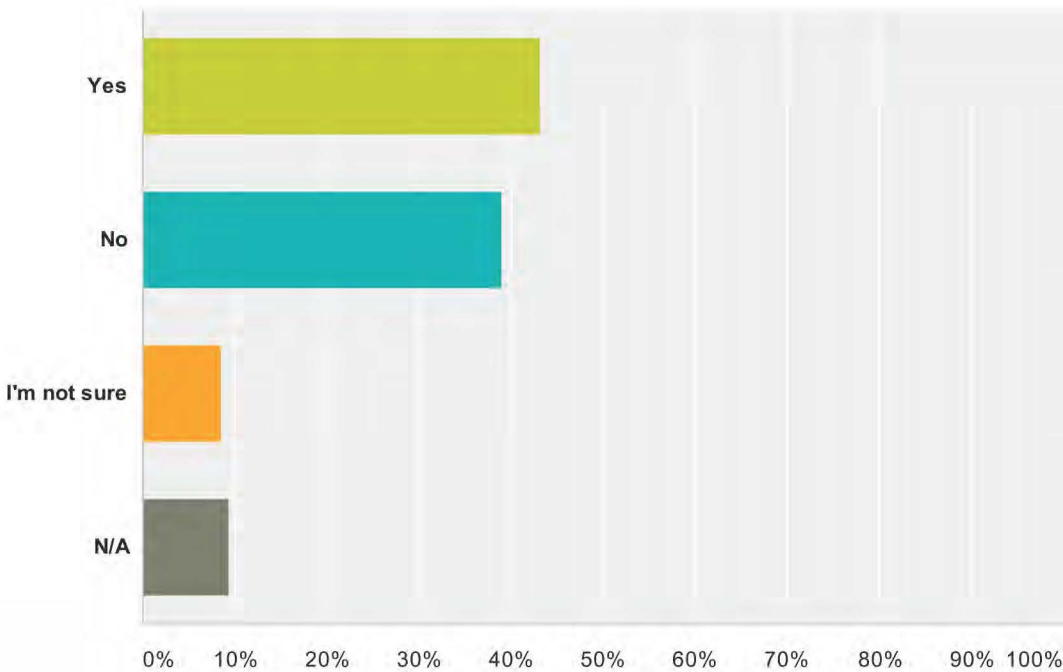
Answered: 124 Skipped: 44



Answer Choices	Responses	
Yes	29.03%	36
No	70.97%	88
Total		124

Q25 Do you keep track of website traffic?

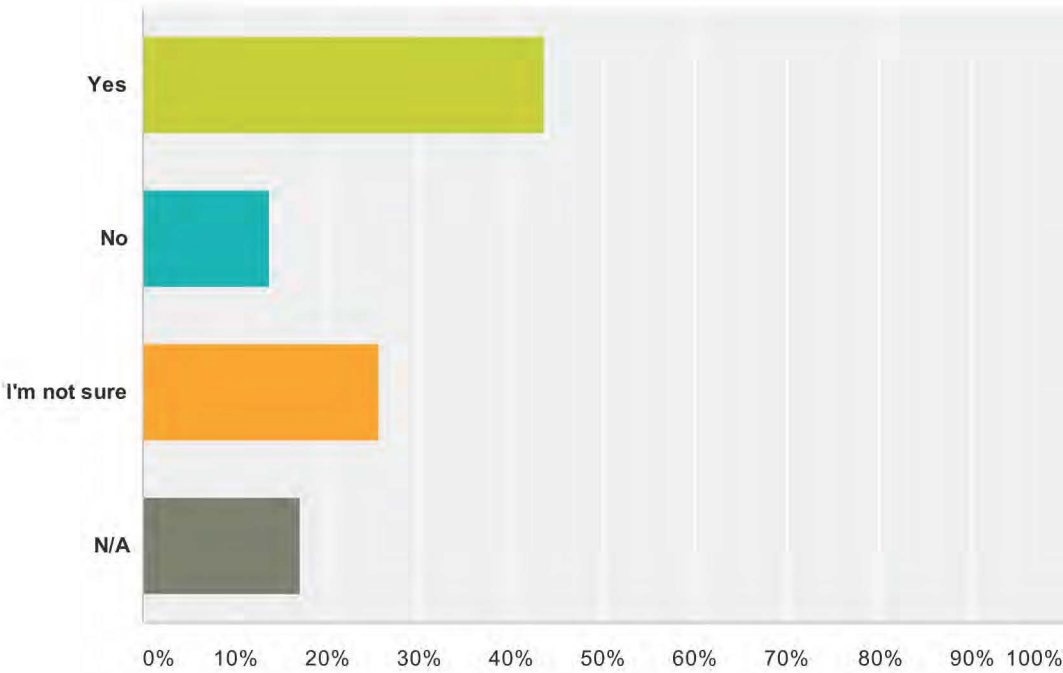
Answered: 118 Skipped: 50



Answer Choices	Responses	
Yes	43.22%	51
No	38.98%	46
I'm not sure	8.47%	10
N/A	9.32%	11
Total		118

Q26 Do increases in website traffic usually correlate with upcoming events?

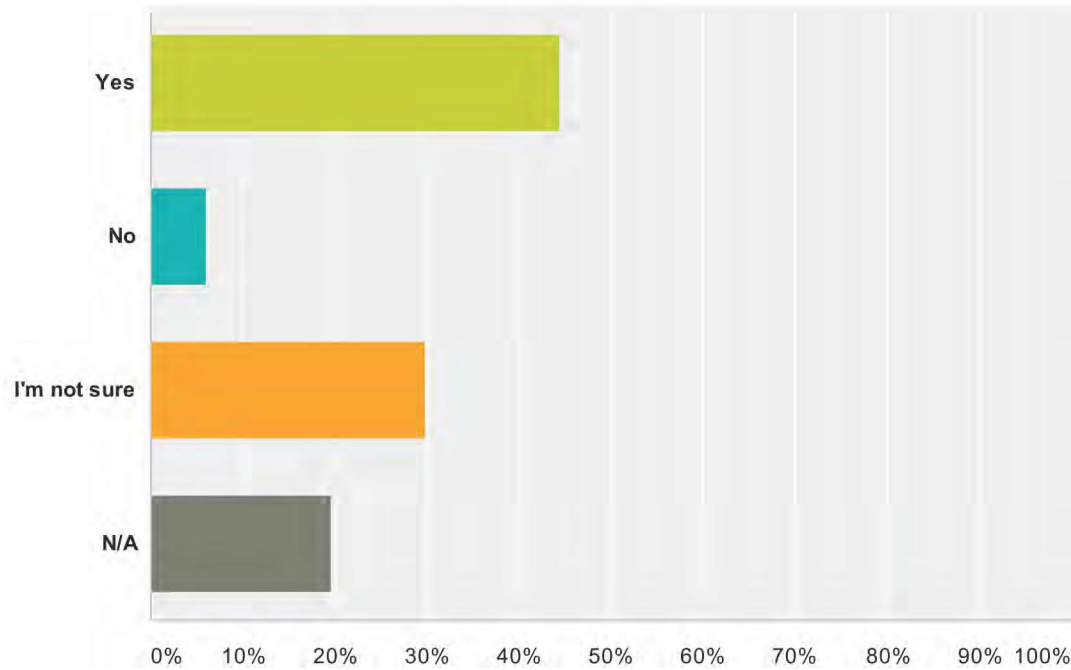
Answered: 117 Skipped: 51



Answer Choices	Responses	
Yes	43.59%	51
No	13.68%	16
I'm not sure	25.64%	30
N/A	17.09%	20
Total		117

Q27 Do increases in website traffic usually correlate with your promotional activity on social media?

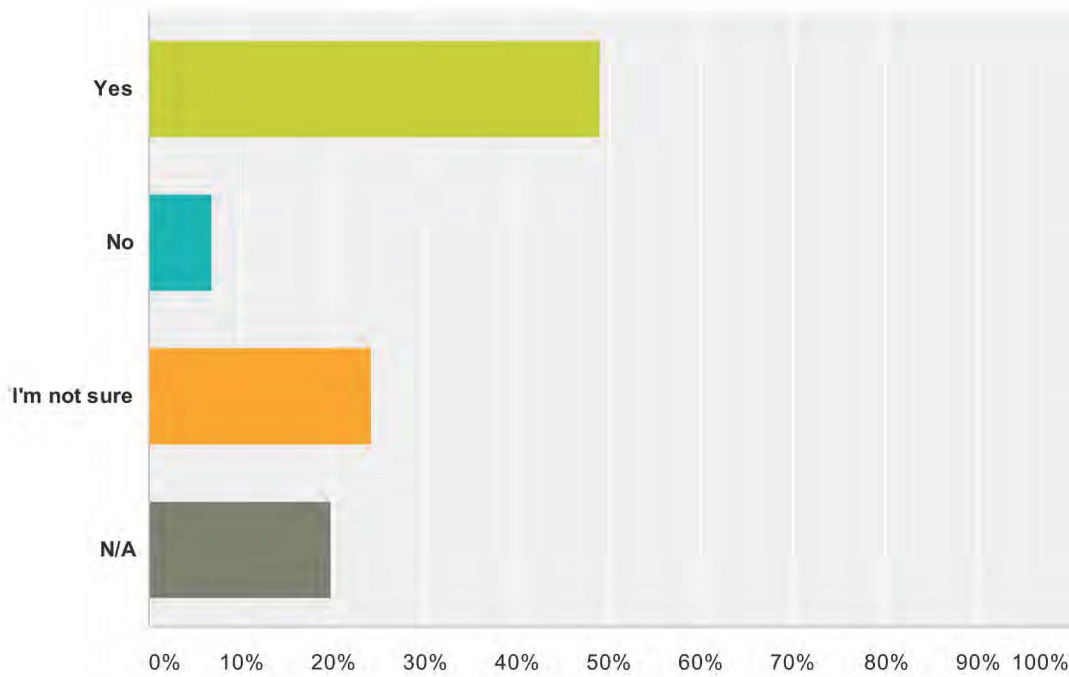
Answered: 117 Skipped: 51



Answer Choices	Responses	
Yes	44.44%	52
No	5.98%	7
I'm not sure	29.91%	35
N/A	19.66%	23
Total		117

Q28 Do increases in website traffic usually correlate with media mentions?

Answered: 116 Skipped: 52



Answer Choices	Responses	
Yes	49.14%	57
No	6.90%	8
I'm not sure	24.14%	28
N/A	19.83%	23
Total		116

Q29 In your experience, what other factors increase website traffic?

Answered: 62 Skipped: 106

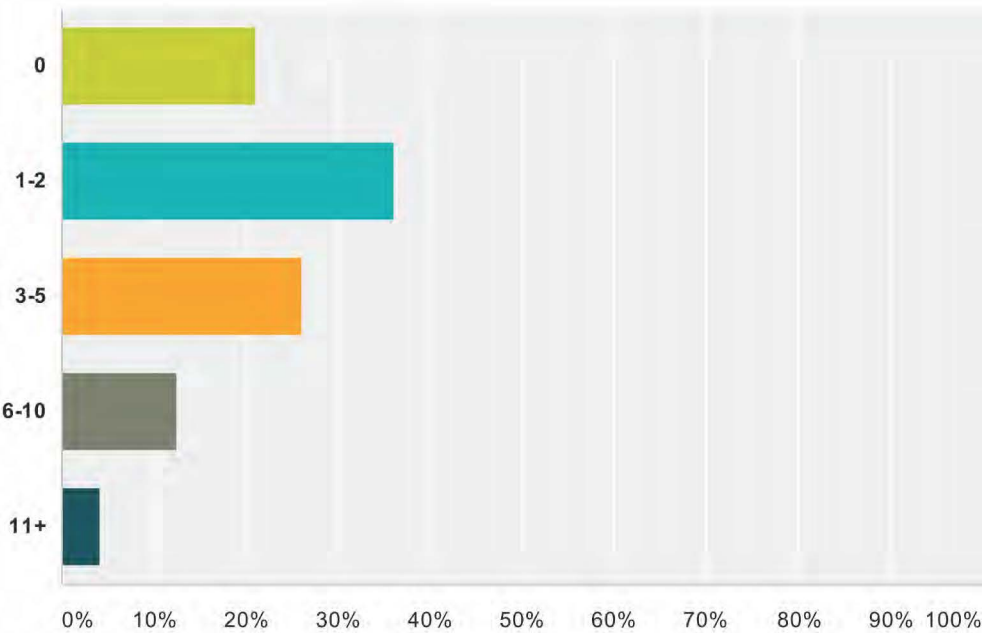
#	Responses	Date
1	Regular blog posting and social media use	
2	posting links to FB, twitter, instagram	
3	Great, unique content, snappy messaging, clever use of social media	
4	live shows	
5	Meeting new people who then check out the web site	
6	anything that encourages interactivity	
7	interest in specific event(s)	
8	When I share new musical material. Or when a friend shares my music on a site like SoundCloud. Or... when I am featured on a blog, etc.	
9	Our website has links to buy tickets for our shows, so if an artist shares our website or gets a big media coverage push it will increase traffic.	
10	scandal and controversy	
11	Newly released podcasts.	
12	Messaging that links to website	
13	don't know	
14	going on other people's blogs.	
15	spam	
16	Study of my books at college & universities	
17	There are spurts usually caused by a comment that encourages other comments.	
18	Tweets from other people with more followers that mention my blog;	
19	Reading ads, publishing exposure through the internet	
20	I just don't know. Sometimes the whole thing seems totally random.	
21	good fan base	
22	Personal interest	
23	in-store book signings	
24	misleading links, regular email list, regular social media and new media updates	
25	photos	
26	I do not know.	
27	promotions	
28	Frequent updates	
29	trends, hashtags, keywords	
30	We aren't that interested in website traffic as a general rule (only in the sense of we want people to see events and then buy tickets on an external site).	
31	word of mouth, public presentation of my artwork	
32	Provocative imagery	

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33	a lot of promotion of our website
34	Radio coverage
35	Links to other websites
36	new releases
37	links with other sites that cross reference and promote events
38	When I share the link on social media!
39	Trad. promo: posters, banners, promotional tent cards in restaurants, cafes
40	repetition and cross marketing inter linking of all platforms and media including "old media"
41	I cannot change my website as It cannot be accessed by me
42	New albums and events
43	Word of mouth, e-mail forwarding, links on other sites
44	Info and links from other artists in my field
45	Followers who re-post and re-tweet my art
46	Sharing of random content. Resemblance of a piece of content to a current event (example, song name similar to current event headline)
47	We all need to Log in everyday to increase traffic
48	Performances
49	Successful live performances
50	That's pretty much it.
51	In our case, sometimes depending of a guest artist presence
52	Shares, retweets
53	unique resources of interest to people
54	selfies
55	Great question, I'd want to know too!
56	taking about it
57	Addition of video trailers
58	events
59	Regular posting.
60	Perhaps trending subjects that (by chance) happen to correlate with similar events or announcements on my web site. In other words, serendipity.
61	New video content
62	Advertising (which I can't afford", giveaways offered on social media and by e-mail

Q30 How many event listings platforms do you use to promote your events?

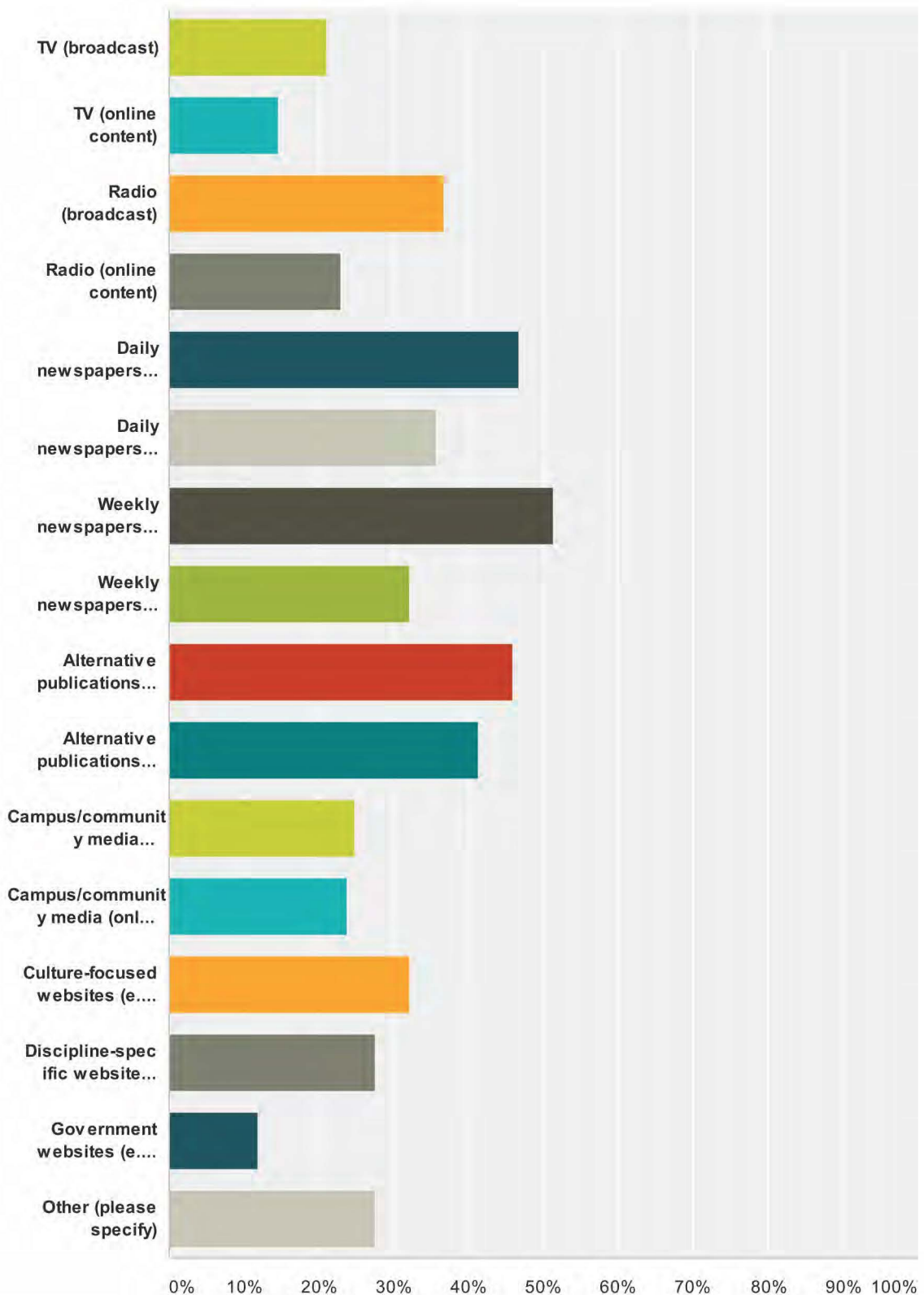
Answered: 119 Skipped: 49



Answer Choices	Responses	
0	21.01%	25
1-2	36.13%	43
3-5	26.05%	31
6-10	12.61%	15
11+	4.20%	5
Total		119

Q31 Where do you submit your event listings? (please select all that apply)

Answered: 109 Skipped: 59



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TV (broadcast)	21.10%	23
TV (online content)	14.68%	16
Radio (broadcast)	36.70%	40
Radio (online content)	22.94%	25
Daily newspapers (print; e.g. The Montreal Gazette)	46.79%	51
Daily newspapers (online content)	35.78%	39
Weekly newspapers (print; e.g. The Suburban, The Westmount Examiner)	51.38%	56
Weekly newspapers (online content)	32.11%	35
Alternative publications (print; e.g. Cult MTL, Voir)	45.87%	50
Alternative publications (online content)	41.28%	45
Campus/community media (broadcast or print)	24.77%	27
Campus/community media (online content)	23.85%	26
Culture-focused websites (e.g. L'Artère, the Rover)	32.11%	35
Discipline-specific websites (e.g. Belgo Report for visual arts, CharPo for theatre)	27.52%	30
Government websites (e.g. Tourisme Montréal)	11.93%	13
Other (please specify)	27.52%	30
Total Respondents: 109		

#	Other (please specify)	Date
1	agent/record label/email list	
2	The presenter does that	
3	I do not currently have many events on the go.	
4	Facebook, Yelp, Craigslist, Kijiji, Where Are The Shows, Eventbrite	
5	Financial trade	
6	facebook	
7	My publisher/bookstores/others take care of this	
8	adult education newsletter.	
9	email lists	
10	website, social media	
11	Linkedin	
12	Facebook and blog	
13		
14	Professional membership listings: QWF and LCP newsletters.	
15	Social media	
16	I would not know how to do this.	
17	Little uptake of listings.	
18	Lavitrine, Conscervice,	

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19	Not applicable at the moment.	
20	social media, press releases	
21	Our own site mostly and via email to all our members.	
22	not relevant	
23	tourism websites	
24	N/A at the moment; nothing scheduled in a year	
25	Social media	
26	alternative group sites	
27	I don't	
28	Newsletter + social media network	
29	My own compiled community email list	
30	N/A - I haven't scheduled any events yet.	

Q32 Which is the most user-friendly platform for listings? Why?

Answered: 62 Skipped: 106

#	Responses	Date
1	NA	
2	I think that newspapers are the most user-friendly for my audience because they don't have to be "connected", they don't have to work so hard to "seek me out".	
3	alternative media	
4	Facebook. Simple to use.	
5	No idea	
6	Ugh! I can't believe I'm saying this, but the simplicity of Facebook's interface makes it great. Facebook itself is awful. Where Are the Shows comes in the next!	
7	Rover-very clear and colourful.	
8	CBC Invisible City Local newspapers - Westmount Independent	
9	my own facebook	
10	Culture-focused webssies	
11	I don't use a lot of platforms for listings.	
12	online and print newspapers, radio, facebook Because I live in an outlying area	
13	Facebook- gets info out there quickly and easy to link anything (info, publications) that's online	
14	no comment	
15	Facebook and blog - is under my control - easy to use	
16	Daily newspaper (print and online), TV (broadcast and online)	
17	No idea.	
18	anything online or accessible by email message. Saves time.	
19	Unknown.	
20	any platform where I can just send an email and the information is added by the people running the site/blog/newspaper	
21	Hard to say since we don't actually control the way the information is distributed on the above platforms: all those media outlets/platforms feature something about in the spring but it's just a matter of communicating with their writers/staff, etc.	
22	not sure	
23	Culture focus because they need content	
24	La Vitrine	
25	Lavitrine, Conscervice, A-tu-vu	
26	web-based newspapers and blogs - user friendly	
27	Facebook, easy to create and promote	
28	All not friendly	
29	FB	
30	no specific preference	
31	facebook - good response options	

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32	Facebook
33	facebook. more people respond there
34	Facebook. Easy to post an event.
35	Newspaper
36	FaceBook.. Easy to Post
37	Facebook
38	facebook. ease of connection
39	None really, the listings don't seem to influence anyone to come to an event that I have seen.
40	i haven't done a listing for over a year. things change so quickly, i'm out of touch... SORRY...
41	Facebook
42	Facebook. Easy to create anytime I like.
43	I am not sure
44	N/A
45	Daily newspaper and radio
46	I haven't had enough experience to say.
47	Camuz
48	web
49	not sure
50	Facebook. Preset format.
51	don't know..fB?
52	murmitoyen.com: you enter all information in yourself and all listings can be modified easily. design of the website is great and user-friendly for producers, sleek and easy to use for the public.
53	I don't know cause the PR person does this work
54	I don't know
55	Facebook. Easy to confirm and keep information up to date
56	Facebook, Twitter & Website. Easy to use and can be interchangeable
57	N/A
58	None of them, really.
59	I don't know
60	I don't know, I haven't listed recently.
61	The Web (including social media) since there are so many sites where one can announce things for free.
62	culture Montreal

Q33 Which is the most cumbersome platform for listings? Why?

Answered: 51 Skipped: 117

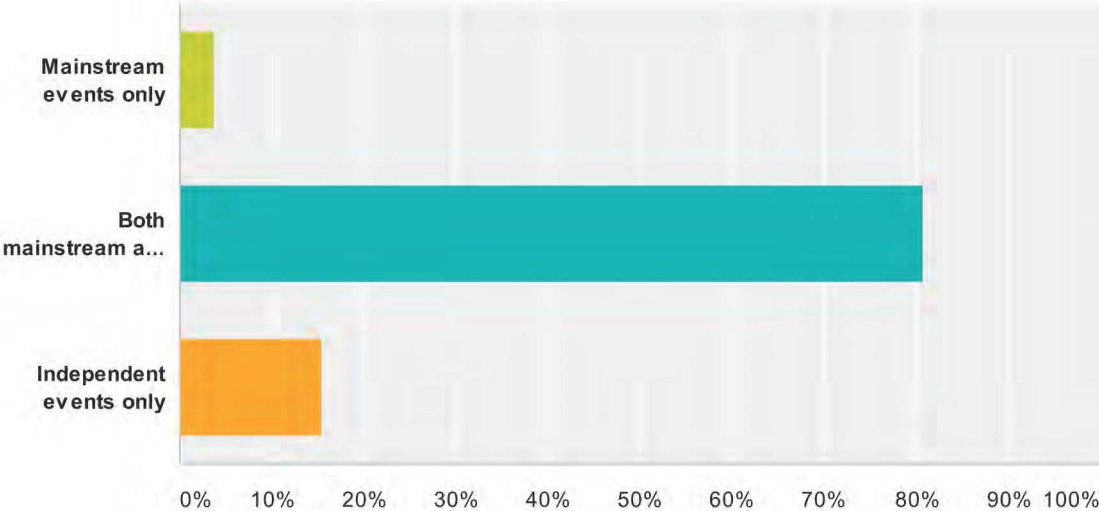
#	Responses	Date
1	NA	
2	Social media is more cumbersome for my viewers because they have to actively subscribe.	
3	My website...time consuming	
4	TV - they're perpetually overloaded	
5	none.	
6	They are all different	
7	Cragislist and Kijiji, too many steps.	
8	facebook — time consuming answering questions	
9	no idea	
10	n/a	
11	my blog. Not sure it's always seen. Sometimes good, sometimes not.	
12	no comment	
13	newspapers - filling out the events form is time consuming	
14	No idea.	
15	Unknown.	
16	anything where I have to fill out text fields (error-type again - error) and upload images (wrong file size, files size too big, image crops weird...)	
17	see #32	
18	not sure	
19	Alternative because they are focus on specific subjects depend the time	
20	Dunno	
21	A-tu-vu	
22	radio - never know what they want	
23	Twitter. Short attention span	
24	Government	
25	don't know	
26	(as above)	
27	eventbrite - they ask for data for their own purpose from people that are responding for other peoples business or events. personal data like e-mail handles seem not safe.	
28	the multiplication of platforms that take time : fb, twitter, reverbnation, sonicbids, my won site, etc..	
29	Website, specific wording and news letters	
30	most online newspaper listings are laborious	
31	Don't understand the question.	
32	i haven't done a listing for over a year. things change so quickly, i'm out of touch... SORRY...	

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33	Facebook...people are in it all the time	
34	N/A	
35	N/A	
36	TV - They don't care really about what's going on, culture wise in their community	
37	I haven't had enough experience to say.	
38	Newspapers. More time consuming to fill	
39	twit...unused to it..also find I have nothing interesting to tweet	
40	La Vitrine: they change program listing as they see fit, contacting them can be a little difficult, you can't modify listing as you'd like since all information goes through an intermediary (I assume it is a Vitrine employee).	
41	Don't know.	
42	I don't know	
43	Government sites - must be done so far in advance	
44	N-a	
45	TV broadcast	
46	N/A	
47	All of them are deeply flawed. Don't seem to have a grasp of their intentions.	
48	I don't know	
49	see above	
50	First impulse: Facebook, which I detest; especially for its arbitrary decision not to pass along information to all one's friends and family, sudden arbitrary rule changes, and lousy ads. Second thought: "old media" of all kinds, since it's almost impossible to arouse their interest in non-celebrity books.	
51	ELAN	

Q34 Which types of events would be included on your ideal listings platform?

Answered: 104 Skipped: 64

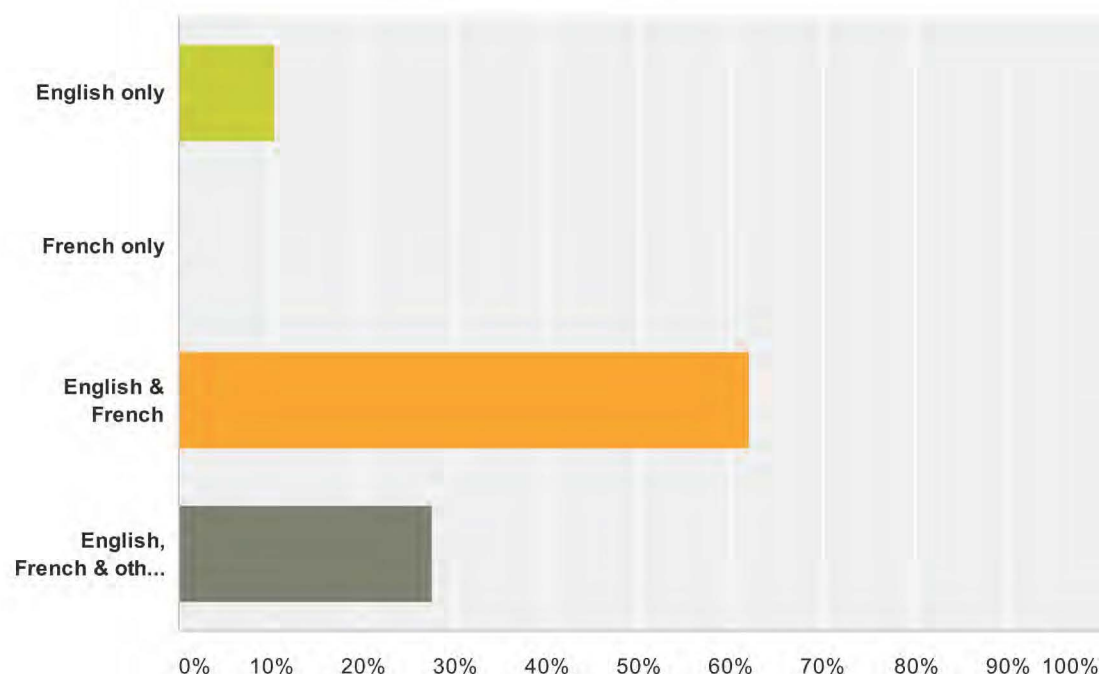


Answer Choices		Responses	
Mainstream events only		3.85%	4
Both mainstream and independent events		80.77%	84
Independent events only		15.38%	16
Total			104

#	Comments	Date
1	Having only one or the other might make me miss an event either considered independent or mainstream by some, but not by me.	
2	You need to have both, otherwise you're preaching to the same people over and over again. You want more people to come to your shows, and also to see you exist!	
3	What's mainstream?	
4	n/a	
5	Not events, books. I have difficulty accepting this eventing business.	
6	The most-frequented listings are the more comprehensive ones.	
7	the mix offers visibility to people who might not have looked for independent events...	
8	N/A	

Q35 Which languages of events would be included on your ideal listings platform?

Answered: 116 Skipped: 52

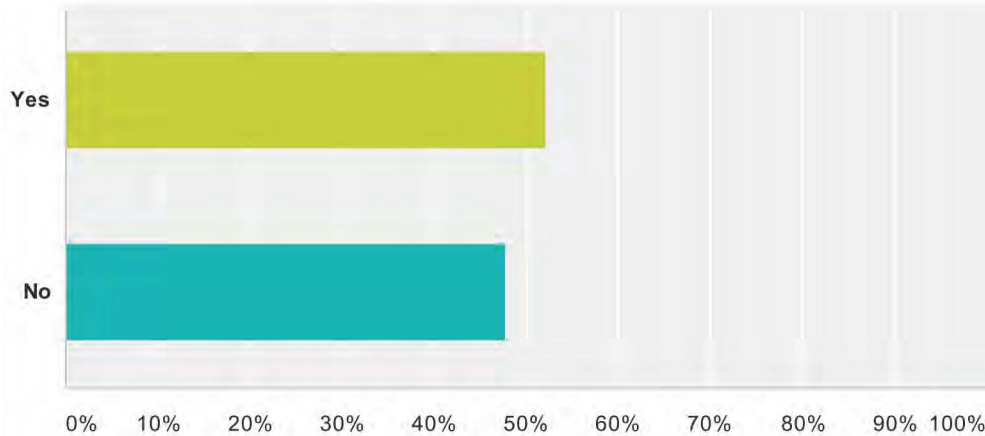


Answer Choices	Responses	
English only	10.34%	12
French only	0.00%	0
English & French	62.07%	72
English, French & other languages	27.59%	32
Total		116

#	Comments	Date
1	I am more interested in English events therefore this would apply to me. However only posting in one language can greatly affect the attendance of an event in my opinion.	
2	I write in English so have automatically only used that platform, but this question has made me realize I should use French platforms too (sometimes).	
3	I am the only English-language writer in [redacted] and LONG for a gifted translator. My friends here cannot read me, even when they might like to.	
4	We have many publics who speaks hispanic languages. Sometimes I think it could be great to translate in those languages.	
5	English/French is great but multilingual would be wonderful	
6	the more, the merrier (although i can see how that would be hard to manage...)	
7	N/A	
8	I'd have a page in English and one if French (not both at the same time, it would look far too confusing to the person trying to get some information about the event)	

Q36 If there were one very good listings platform, would you pay to list your events?

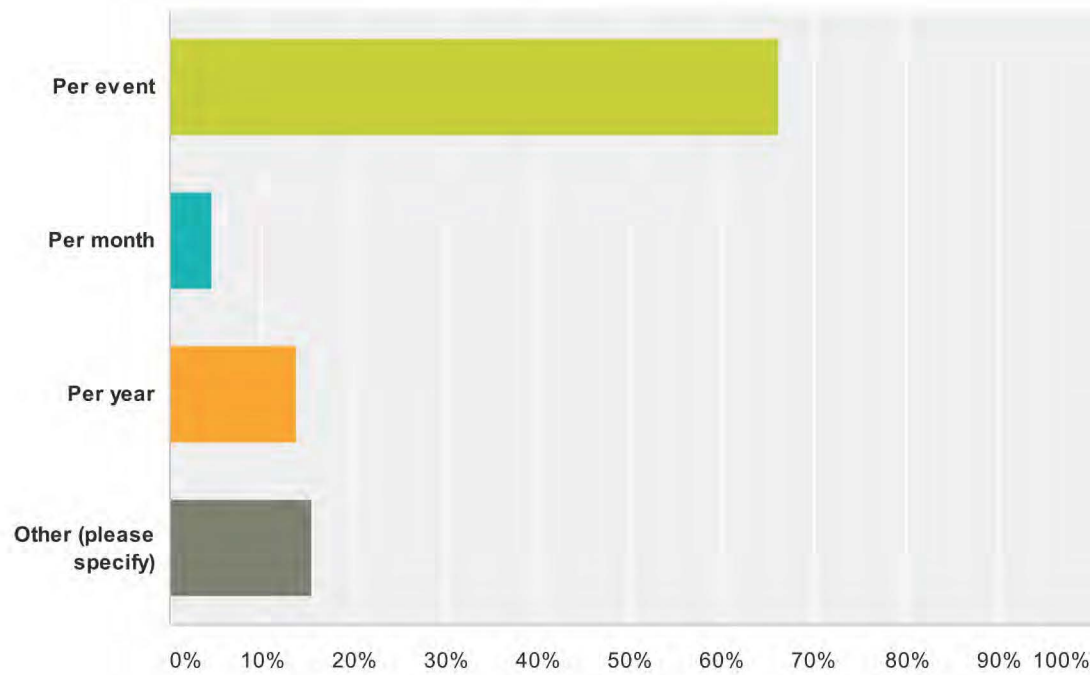
Answered: 115 Skipped: 53



Answer Choices	Responses	
Yes	52.17%	60
No	47.83%	55
Total		115

Q37 If you answered "yes" to the last question, how would you prefer to pay?

Answered: 65 Skipped: 103

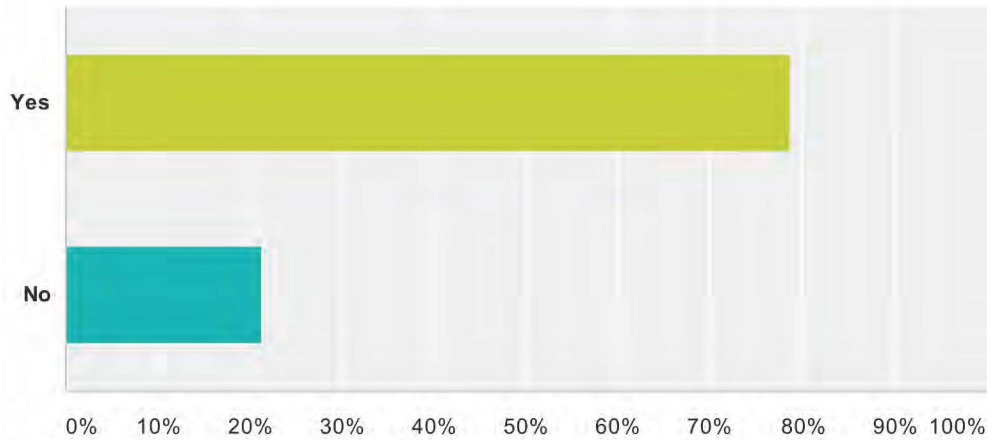


Answer Choices	Responses	
Per event	66.15%	43
Per month	4.62%	3
Per year	13.85%	9
Other (please specify)	15.38%	10
Total		65

#	Other (please specify)	Date
1	I'm not sure, should have been an option for the last question. The moment you put in a pay system, you ask yourself what makes it better than the free ones. It's a tough call.	
2	depends on the number of local events we do.	
3	only if the cost is reasonable.	
4	# 36 needs to be nuanced. My answer is perhaps	
5	I would like to pay at whatever rate or rhythm I could negotiate - on condition that I not be obliged to be there, or at least not all the time.	
6	only if I had budget	
7	Would depend on price & terms, and how many events I scheduled	
8	It would depend on rates	
9	All depends on our budget	
10	Per event but as little as possible and only for lack of free coverage	

Q38 Would you be prepared to actively help promote a very good listings service/platform to your audience and network?

Answered: 108 Skipped: 60



Answer Choices	Responses
Yes	78.70% 85
No	21.30% 23
Total	108

#	Comments	Date
1	Not sure, don't know enough about the subject to comment at the moment, sorry	
2	Depending on time commitment	
3	One that would be open to everything, and not just be limited to one city.	
4	I would have to feel confident that a listings platform would help reach an audience that I couldn't reach through my own social media network who would actually be interested in attending readings and/or buying books. As a writer I don't do a lot of "events" so promoting myself means plugging the occasional readings I do and trying to get people to read my book. At the moment I'm not confident that there's any correlation between a solid events listing and increased audience for writers.	
5	Content means getting paid for creating it	
6	perhaps	
7	I'm a writer, who is only promoting book signings, library events and launches - paying to do this would not be cost effective.	
8	Provided my contacts would not be spammed.	
9	not sure	
10	This is what troubles me - being dragged out into the public, when I want to be here, working. My first e-book, typically, is not selling. It's more or less archived on Kindle and Kobo, and I would willingly pay to have it promoted electronically - but only if I can stay out of the hoopla. Another fear is that, if the book is promoted too aggressively, it will sell to people who will then hate it, and say so. I'm a writer, not an entertainer, and I need to find a way to reach intellectuals. Et voilà.	

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11	Yes, but it's hard to envision a 'very good listings service/platform' that would cover all disciplines, interests, and locales.	
12	I could try	
13	There are already plenty of listing platforms. More platforms just means more work for promotion, without extending the reach.	
14	not sure, sometimes when in production, time is a factor	
15	absolutely...	
16	If independent artists such as myself could benefit, most certainly.	
17	Depending on budget	
18	I wish we could, but we get asked to promote many things, and I don't think that we could prioritize this.	
19	I can't comment on this hypothetical . Also, I am not sure what the term "active" entails.	