

FY2023 OPERA America Professional Opera Survey Instructions

We are pleased to announce that the OPERA America Professional Opera Survey (POS) is now available for FY2023 through SMU DataArts. The deadline to complete the Professional Opera Survey is August 31, 2024.

This survey provides a crucial snapshot of the field and allows OPERA America to track trends among opera producers throughout FY2023. By completing the Professional Opera Survey, you will gain access to detailed benchmarking services that are invaluable for understanding the health of your company and for developing short- and long-term growth strategies. Additionally, your company will become eligible to apply for OPERA America grants.

Note: For our purposes, FY2023 is the fiscal year ending in calendar year 2023.

How to Get Started

- OPERA America members should go to <https://da.culturaldata.org> and log in to their SMU DataArts account to begin a new *FY 23 Cultural Data Profile and OPERA America* survey.
- If you are new to SMU DataArts, use this link to create an account and begin the Professional Opera Survey: <https://da.culturaldata.org/studies/professional-opera-survey-2023>
- For help with setting up your SMU DataArts account, or to ensure you are properly enrolled in the OPERA America portion of the survey, follow [this help document](#) or contact SMU DataArts at 877.707.3282 or help@culturaldata.org.

Completing the Professional Opera Survey

There are two components to the Professional Opera Survey: The [Cultural Data Profile \(CDP\)](#) and the [OPERA America Survey](#). The latter focuses on finances and artistic programming specific to the field of opera. If your company has already completed a Cultural Data Profile for FY2023, all CDP sections will be pre-filled in the POS and you can focus on the OPERA America Survey questions. Inquiries about the OPERA America Survey should be directed to OA's Research Manager, Irene Fitzgerald-Cherry, at 646.699.5243 or IFCherry@operaamerica.org.

The Annual Field Report

Results of the Professional Opera Survey are published in OPERA America's *Annual Field Report* (AFR), which is issued each year alongside the winter issue of *Opera America Magazine*. Only those companies that have reported consistently for the most recent five-year period are included in the *Constant Sample Group* (CSG). The CSG is used to identify shifts and trends in the opera industry. If your company does not qualify for the CSG, numbers will still be used in the AFR calculation of the total industry footprint.

About SMU DataArts

SMU DataArts, formerly the Cultural Data Project, was founded to bring the language and leverage of data to the business of culture. The Cultural Data Profile is SMU DataArts' flagship service, which thousands of cultural nonprofits use annually to report their financial and programmatic information. SMU DataArts seeks to be a catalyst for data-informed decision-making.

SMU DataArts Resources

- [How to create an account](#)
- [How to join an organization](#)
- [Cultural Data Profile Survey Format](#)
- [OPERA America Survey Format](#)
- [Frequently Asked Questions](#)

Please direct questions regarding SMU DataArts and the Cultural Data Profile (CDP) to:

SMU DataArts Support Center
Email: help@culturaldata.org
Phone: 877.707.3282

Please direct questions regarding the OPERA America Survey to:

Irene Fitzgerald-Cherry, Research Manager
Email: IFCherry@operaamerica.org
Phone: 646.699.5243