



Streamlined Cultural Data Profile (CDP) – Data Transformation Manual

SMU DataArts pared down our flagship survey, the Cultural Data Profile (CDP), in December 2020 to make data entry easier for all participants.

Any data entered in surveys before December 19, 2020 was transformed into the new streamlined format to allow seamless trend reporting.

- Surveys that were transformed in this way remain available for revisions, editing, and reporting.
- They also remain in our research dataset, used to provide insights about the entire cultural sector.
- If you need access to your data in the previous format, please contact our support center at help@culturaldata.org and we can provide it in CSV (Comma Separated Value) format.

This document provides an explanation of how each line item in the new CDP was populated with your data from the previous version.

You can login to complete the CDP at da.culturaldata.org. Our Support Center is also available to assist you with the CDP at **877-707-DATA (877-707-3282)** or help@culturaldata.org.

Revenue

Audit Totals

Total Operating Revenue	No Change: This line item is the same in both versions.
Total Non-Operating Revenue	No Change: This line item is the same in both versions.

Earned Operating Revenue

Things to note:

- Guided and group touring revenue has been migrated to the Other-Program Revenue line because there is no specific line item in the new survey for this item.
- Membership Revenue appears as a single line item in surveys created before December 2020. In surveys created after that date it is subdivided between Membership Fees - Individuals and Membership Fees - Organizations.

Subscription Revenue	The following retired line items were combined into this line: Revenue from Full Subscriptions, Revenue from Partial Subscriptions, Media Subscription Revenue, Broadcast Subscription Revenue.
Membership Fees - Individuals	No change: This line item remains the same in surveys created before December 2020.
Ticket sales/Admissions	The following retired line items were combined into this line: Group Ticket Sales, Single Ticket Sales, Admissions.
Education Revenue	No Change: This line item is the same in both versions, though the name of the line item has changed. It used to be Tuition and Registration Fees.
Publication sales	No Change: This line item is the same in both versions.
Gallery Sales	No Change: This line item is the same in both versions.
Contracted services and touring fees	The following retired line items were combined into this line: Touring Fees, Contracted Services.
Royalty/reproduction revenue	No Change: This line item is the same in both versions.
Rental Revenue	The following retired line items were combined into this line: Space Rentals, Other Rentals.
Sponsorship Revenue	No Change: This line item is the same in both versions.

Attendee-generated revenue not included above	The following retired line items were combined into this line: Gift Shop and Merchandise Sales, Food and Concessions Revenue, Advertising Revenue.
Earned program revenue not included above	The following retired line items were combined into this line: Other Program Revenue, Guided or Group Tour Revenue, Fiscal Sponsorship Administration Fees, Earned Program Revenue - Short form.
Earned non-program revenue not included above	The following retired line items were combined into this line: Loan Interest, Application Fees, Parking Fees, Other Non-Program Revenue, Other Earned Revenue - Short form.

Digital Program Revenue

Of your organization's total earned operating revenue, how much was from programming delivered digitally?

No Change: This line item is the same in both versions.

Investment Revenue

Investment Revenue - Operating	Short form and long form fields with the same name are being combined into one field common to all surveys
Investment Revenue - Non-Operating	No Change: This line item is the same in both versions.

Non-Operating Revenue

In-Kind Non-Operating Revenue	No Change: This line item is the same in both versions.
Other Non-Operating Revenue	The following retired line items were combined into this line: Other Non-Operating Revenue, Cash Contributions - Non-Operating, Prior Period Adjustments.
Describe Other Non-Operating Revenue*	No Change: This line item is the same in both versions.

Contributed Revenue

Things to note:

- Special Fundraising events revenue is a new line item. In previous surveys this data was reported in various line items by source or in Other Contributions.

Trustee/Board	Short form and long form fields with the same name are being combined into one field common to all surveys
Other Individual	Short form and long form fields with the same name are being combined into one field common to all surveys
Corporate	Short form and long form fields with the same name are being combined into one field common to all surveys
Foundation	Short form and long form fields with the same name are being combined into one field common to all surveys
City Government	Short form and long form fields with the same name are being combined into one field common to all surveys
County Government	Short form and long form fields with the same name are being combined into one field common to all surveys
State Government	Short form and long form fields with the same name are being combined into one field common to all surveys
Federal Government	Short form and long form fields with the same name are being combined into one field common to all surveys
Tribal	No Change: This line item is the same in both versions.
In-Kind Contributions	Short form and long form fields with the same name are being combined into one field common to all surveys
Parent Organization Support	No Change: This line item is the same in both versions.
Special Fundraising Events	This is a new line item. No historic data has been transferred here.
Is the amount reported above for special fundraising events gross or net of expenses?*	This is a new line item. No historic data has been transferred here.
Fundraising Event Expenses*	This is a new line item. No historic data has been transferred here.
Contributions Not Included Above	Short form and long form fields with the same name are being combined into one field common to all surveys
Net Assets Released From Restriction	No Change: This line item is the same in both versions.

Digital Contributed Revenue

Of your organization's total contributed revenue, how much was associated with programming delivered digitally? This is a breakout field. Amounts included here should also be entered in the earned revenue section above. This field is optional, and you can provide an estimate.

Of your organization's total contributed revenue, how much was associated with programming delivered digitally?	No Change: This line item is the same in both versions.
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Capital Campaign

Is your organization currently in a capital campaign?	No Change: This line item is the same in both versions.
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Expenses

Audit Totals

Program Expenses	No Change: This line item is the same in both versions.
Management and General Expenses	No Change: This line item is the same in both versions.
Fundraising Expenses	No Change: This line item is the same in both versions.
Non-Operating Expenses	No Change: This line item is the same in both versions.

Expenses

Personnel Expenses

W2 Employee Salaries, Benefits, Payroll Taxes	The following retired line items were combined into this line: Employee Salaries, Payroll Taxes and Fringe Benefits.
Independent Contractors	No Change: This line item is the same in both versions.
Professional Fees	No Change: This line item is the same in both versions.

Visual/Performing Artists

This is a breakout or further classification of the expenses entered above. This entry is not included in your total expenses at the bottom of the section. This is required, but you can enter a zero.

Of your organization's total personnel expenses above, what portion was paid to artists and performers?	No Change: This line item is the same in both versions.
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Non-Personnel Expenses

Things to note:

- Because of the drastic reductions of line items in the Expenses section, a large number of line items were combined into Non-Personnel Expenses not Included Above.

Occupancy	No Change: This line item is the same in both versions.
Interest Expense	No Change: This line item is the same in both versions.
Depreciation	No Change: This line item is the same in both versions.

Non-Personnel Expenses Not Included Above	The following retired line items were combined into this line: Advertising and Promotion, Conferences and Meetings, Dues and Subscriptions, Grants Awarded, Insurance, Office and Administration, Printing, Postage, and Shipping, Travel, Recording and Broadcasting Expenses, Royalties, Rights, and Reproductions, Exhibition Costs, Collections Management, Production and Event Costs, Other Operating Expenses.
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Functional Expense Estimation

(Only for organizations with total expenses under \$50,000)

Estimate what percentage of your total expenses were associated with Programs, Management and General, and Fundraising.

No Change: This line item is the same in both versions.

Things to note:

- Marketing expenses appear as a single line item in surveys created before December 2020. In surveys created after that date it is subdivided between Personnel and Non-Personnel Expenses.

Marketing Expenses

Of your organization's total operating expenses, how much was spent on marketing personnel and non-personnel expenses? (Required) This is a breakout or further classification of the expenses entered above. This entry is not included in your total expenses at the bottom of the section.

Marketing Expenses	No change: This line item remains the same in surveys created before December 2020.
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Digital Program Expenses

This is a breakout or further classification of the expenses entered above. This entry is not included in your total expenses at the bottom of the section. This question is optional and can be estimated.

Of your organization's total operating expenses, how much was spent on programming delivered digitally?	No Change: This line item is the same in both versions.
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Non-operating Expenses

Non-Operating Expenses - Personnel	This line item is the same in both versions. Entries from the Program, Fundraising, and Management and General columns were combined into one value in the new survey.
Non-Operating Expenses - Non-Personnel	This line item is the same in both versions. Entries from the Program, Fundraising, and Management and General columns were combined into one value in the new survey.

Balance Sheet

Audit Totals

Total Assets	No Change: This line item is the same in both versions.
Total Liabilities and Net Assets	No Change: This line item is the same in both versions.
Unrestricted Net Assets	No Change: This line item is the same in both versions.
Restricted Net Assets	No Change: This line item is the same in both versions.

Balance Sheet

Assets

Cash and Cash Equivalents	No Change: This line item is the same in both versions.
Receivables	The following retired line items were combined into this line: Accounts Receivable, Grants and Pledges Receivable - Current.
Investments - Current	No Change: This line item is the same in both versions.
Current Assets Not Included Above	The following retired line items were combined into this line: Prepaid Expenses, Other Current Assets
Investments - Non-Current	No Change: This line item is the same in both versions.
Fixed Assets (Net of Accumulated Depreciation)	No Change: This line item is the same in both versions.
Non-Current Assets Not Included Above	No Change: This line item is the same in both versions.

Fixed Asset Details

Gross Fixed Assets	The following values from the retired Fixed Assets Details section have been combined into this line item: Land; Buildings; Furniture, Fixtures, and Equipment; Construction in Progress; Leasehold and Building Improvements; Intangible Fixed Assets; Other Fixed Assets. This section was optional in older surveys.
Less Accumulated Depreciation	The following values from the retired Fixed Assets Details section have been combined into this line item: Fixed Assets (net of accumulated depreciation). This section was optional in older surveys.

Liabilities

Accounts Payable and Accrued Expenses	The following retired line items were combined into this line: Accrued Expenses, Accounts Payable.
Deferred Revenue	No Change: This line item is the same in both versions.
Loans – Current	No Change: This line item is the same in both versions.
Current Liabilities Not Included Above	The following retired line items were combined into this line: Other Current Liabilities.
Long-Term/Non-Current Loans	No Change: This line item is the same in both versions.
Long-Term/Non-Current Liabilities Not Included Above	The following retired line items were combined into this line: Other Non-Current Liabilities, Due To/(Due From) - Liabilities.
Lines of credit - limit	No Change: This line item is the same in both versions.

Workforce & Workspace

Workforce

Full-Time Permanent	No Change: This line item is the same in both versions.
Full-Time Temporary	No Change: This line item is the same in both versions, though the name has changed slightly. In the previous survey this was called Full-Time Seasonal .
Part-Time Permanent	No Change: This line item is the same in both versions.
Part-Time Temporary	No Change: This line item is the same in both versions, though the name has changed slightly. In the previous survey this was called Part-Time Seasonal .
Volunteers	The following retired line items were combined into this line: Part-Time Volunteers, Full-Time Volunteers
Independent Contractors	No Change: This line item is the same in both versions.
Interns and Apprentices	No Change: This line item is the same in both versions.
Board Members	No Change: This line item is the same in both versions.

Visual/Performing Artists

This is a breakout or further classification of the personnel entered above. This is required if you have entered an amount paid to artists in the Expense section.

Of the employees and contractors entered above, how many were artists or performers?*	The following retired line items were combined into this line: Full-Time Artists (Breakout), Part-Time Artists (Breakout), Independent Contractor Artists (Breakout) .
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COVID-19 Impact

The COVID-19 crisis has necessitated that organizations lay off or furlough employees to remain in operation. The following questions aim to gauge this impact on your organization's workforce. Please only answer these questions if the fiscal year you are reporting on includes a span of time impacted by the COVID-19 pandemic. Answers collected from fiscal years outside of the impact of the COVID-19 pandemic will not be used for research or reporting purposes. This is optional.

Due to COVID-19 crisis restrictions on in-person gatherings and/or stay-at-home orders mandated by government health guidelines, how was staffing affected at your organization?

Number of employees laid off:	No Change: This line item is the same in both versions.
Number of employees furloughed:	No Change: This line item is the same in both versions.

Of those furloughed or laid off employees, how many (if any) have been brought back?	No Change: This line item is the same in both versions.
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Organization Leadership

Leader First Name	This is a new line item. No historic data has been transferred here.
Leader Last Name	This is a new line item. No historic data has been transferred here.
Leader Title	This is a new line item. No historic data has been transferred here.
Leader Year Started	This is a new line item. No historic data has been transferred here.
Leader Email Address	This is a new line item. No historic data has been transferred here.
Co-Leader First Name	This is a new line item. No historic data has been transferred here.
Co-Leader Last Name	This is a new line item. No historic data has been transferred here.
Co-Leader Title	This is a new line item. No historic data has been transferred here.
Co-Leader Year Started	This is a new line item. No historic data has been transferred here.
Co-Leader Email Address	This is a new line item. No historic data has been transferred here.

Workspaces (up to 5)

In this section you can describe the places where your organization habitually works or performs. This is an opportunity to describe locations beyond your organization's home office. One workspace is required, and you may enter up to five.

Address (required)	No Change: This line item is the same in both versions.
Workspace Status	No Change: This line item is the same in both versions.
Square footage	No Change: This line item is the same in both versions.
Use	No Change: This line item is the same in both versions.

Program Activity & Audiences

Tickets/Admissions/Package Prices

Tickets/Admissions Prices	The lowest value among the following retired line items was migrated here: Single Adult Ticket Price Range - Low (Performances), Price Range - Low (Screenings), Standard Admission Price Range - Low (Exhibits).
Subscription Package Price	No Change: This line item is the same in both versions.
Individual Membership Price	This is a new line item. No historic data has been transferred here.
Organization Membership Price	This is a new line item. No historic data has been transferred here.
Subscription Ticket Price	This is a new line item. No historic data has been transferred here.
Ticket/Admission Prices for Individual Members	This is a new line item. No historic data has been transferred here.
Ticket/Admission Prices for Organizational Members	This is a new line item. No historic data has been transferred here.

Members and Subscribers

Subscribers*	<p>The following retired line items were combined for count of subscribers: Subscriber Status - Returned and Subscriber Status - New.</p> <p>Renewal rate was calculated using the following formula: (Subscriber Status - Returned/(Subscriber Status - Returned + Subscriber Status - Lapsed)) *100</p>
Members - Individual(s)*	<p>The following retired line items were combined into this line: Individual Member Status - Returned, Individual Member Status - New, Other Member Status - New, Other Member Status - Returned.</p> <p>Renewal Rate was calculated using the following formula: ((Individual Member Status - Returned+Other Member Status - Returned)/(Individual Member Status - Returned+Other Member Status - Returned + Individual Member Status - Lapsed +Other Member Status - Lapsed)) *100</p>
Members - Organizations*	<p>The following retired line items were combined into this line: Organizational Member Status - New, Organizational Member Status - Returned</p> <p>Renewal Rate was calculated using the following formula: (Organizational Member Status - Returned/(Organizational Member Status - Returned + Organizational Member Status - Lapsed)) *100</p>

Programs

Things to note:

- For many types of programs, the previous version of the CDP did not differentiate between In-person and Digital. Because we do not know if the programs entered into the historic CDP survey are digital or In-person, we could not transform that data into the new format. This data is saved in our database and will appear in Funder and Analytic reports. It can also be referenced within the Internal notes for each line item. If you edit profiles completed before Dec 2020, and add program data, newly entered data will replace your historic programs data in reports.
- In Funder reports, we have assumed that programs entered in the previous format took place in person. If that is not the case, you can enter new data below. You can view the Program Activity Analytic Trend report to see how your current data appears in reports.
- The current CDP has separate line items for self-produced and presented productions. The previous CDP did not differentiate between these two types. For reporting purposes we will treat all historic productions data as self-produced. You can enter new information about productions in your historic profiles and it will replace the historic information in reports.
- The Periodicals line item in the old CDP was not moved to a new line item, and will not appear in reports. You can reference your historic periodicals data within the notes field on the Published Works line in the new survey. You can incorporate that data into the published works line, and it will be added to reports. (Note that, because the previous book publishing questions did differentiate between digital and physical, data on Books published from the historic survey was transformed into

Residencies Awarded	No Change: This line item is the same in both versions.
Public Art Installations	This is a new line item. No historic data has been transferred here.
Works Commissioned	No Change: This line item is the same in both versions.
Films Produced	This is a new line item. No historic data has been transferred here.
World Premieres	Lines from two different program activity subsections were combined into this line: World Premieres (Exhibits) and World Premieres (Performances)
National Premieres	Lines from two different program activity subsections were combined into this line: National Premieres (Exhibits) and National Premieres (Performances)
Local/Regional Premieres	Lines from two different program activity subsections were combined into this line: Local/Regional Premieres (Exhibits) and Local/Regional Premieres (Performances)
Competitions	No Change: This line item is the same in both versions.
Open Rehearsals	No Change: This line item is the same in both versions.
Fiscally Sponsored Projects	No Change: This line item is the same in both versions.
Scholarships awarded	This is a new line item. No historic data has been transferred here.
Other Grants awarded	No Change: This line item is the same in both versions.

Permanent Exhibitions	Your historic data from this line is not displayed in the new survey format but will appear in reports unless you enter new data in this line.
Temporary Exhibitions	Your historic data from this line is not displayed in the new survey format but will appear in reports unless you enter new data in this line.
Traveling Exhibitions (Hosted)	Your historic data from this line is not displayed in the new survey format but will appear in reports unless you enter new data in this line.
Published Works	The following retired line items were combined into the In-Person/Physical column: Physical Books - Frontlist; Physical Books - Backlist . The following line items were combined into the Digital column: Digital Books - Frontlist; Digital Books - Backlist . A related retired line item (Periodicals) was not migrated and will not be displayed in reports.
Private Lessons	Your historic data from this line is not displayed in the new survey format but will appear in reports unless you enter new data in this line.
Festivals/Conferences	Your historic data from this line is not displayed in the new survey format but will appear in reports unless you enter new data in this line.
Productions (self-produced)	Your historic data from this line is not displayed in the new survey format but will appear in reports unless you enter new data in this line.
Productions (presented)	This is a new line item. No historic data has been transferred here.
Broadcast Productions	Your historic data from this line is not displayed in the new survey format but will appear in reports unless you enter new data in this line.
Classes/Workshops (outside of schools)	Your historic data from this line is not displayed in the new survey format but will appear in reports unless you enter new data in this line.
Classes/Assemblies/Other Programs in Schools	Your historic data from this line is not displayed in the new survey format but will appear in reports unless you enter new data in this line.
Field Trips/School Visits	Your historic data from this line is not displayed in the new survey format but will appear in reports unless you enter new data in this line.
Guided Tours	Your historic data from this line is not displayed in the new survey format but will appear in reports unless you enter new data in this line.
Lectures	Your historic data from this line is not displayed in the new survey format but will appear in reports unless you enter new data in this line.
Films Screened	Your historic data from this line is not displayed in the new survey format but will appear in reports unless you enter new data in this line.

Readings/Workshops (Developing Works)	Your historic data from this line is not displayed in the new survey format but will appear in reports unless you enter new data in this line.
Community Programs not included above	This is a new line item. No historic data has been transferred here.
Additional Programs not included above	Your historic data from this line is not displayed in the new survey format but will appear in reports unless you enter new data in this line.

Attendance/Participation

Total In-Person Participation	The Total In-Person Attendees- Paid and Free calculations were moved to this line item in the new survey. In the previous survey these calculations combined all In-Person attendance numbers entered in various program activity sections. This line also includes Physical/In-person Attendance and Participation from the short form.
Total Digital Participation (for mission-related, digitally delivered programming)	The Total Listeners and Viewers - Paid and Free calculations were moved to this line. In the previous survey these calculations combined all listeners and viewers entered in various program activity sections. This line also includes Virtual/Online Attendance and Participation from the short form.

Attendees Age 18 and Under

Of your organization's total in-person participation, how many participants were 18 and under?	Fields from the short Form and long form fields were being combined into this line item common to all surveys. The short form value was calculated based on the percentage of children under 18 and the total attendance number.
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Programs in Schools

Of your organization's total participation, how much was a result of programs that took place in schools?

Attendance	No Change: This line item is the same in both versions.	
Hours of Instruction	No Change: This line item is the same in both versions.	

Social Media and Web

Facebook Followers	No Change: This line item is the same in both versions.
Twitter Followers	No Change: This line item is the same in both versions.
YouTube Followers	No Change: This line item is the same in both versions.
Instagram Followers	No Change: This line item is the same in both versions.

Vimeo Followers	No Change: This line item is the same in both versions.
TikTok Followers	This is a new line item. No historic data has been transferred here.
Snapchat Followers	This is a new line item. No historic data has been transferred here.
Other Social Media Followers	The following retired line items were combined into this line: Other Social Media Unique Fans/Followers, Flickr Unique Fans/Followers, Google+ Unique Fans/Followers , Pinterest - Unique Fans/Followers, Tumblr - Unique Fans/Followers
Other Social Media Platform Description	No Change: This line item is the same in both versions.

Website Page Views	No Change: This line item is the same in both versions.
Website Sessions/Visits	No Change: This line item is the same in both versions.
Website Unique Visitors	No Change: This line item is the same in both versions.

Organization Mission

Is your organization's mission rooted in an explicitly identified ethnic, cultural, or other demographic voice?	This is a new line item. No historic data has been transferred here.
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Demographic Groups

If your organization's mission is rooted in a specific ethnic, racial, or cultural voice, please select it here. You can select all that apply.	This is a new line item. No historic data has been transferred here.
If your organization's mission is rooted in a specific gender identity, please select it here. (Select all that apply).	This is a new line item. No historic data has been transferred here.

<p>If your organization's mission is rooted in a specific sexual orientation, please select it here. (Select all that apply).</p>	<p>This is a new line item. No historic data has been transferred here.</p>
<p>If your organization's mission is rooted in a specific age group, please select it here.</p>	<p>This is a new line item. No historic data has been transferred here.</p>
<p>Please indicate if your organization mission is rooted in serving individuals with a disability.</p>	<p>This is a new line item. No historic data has been transferred here.</p>
<p>If your organization's mission is rooted in serving other populations, please state the additional characteristics of those as well.</p>	<p>This is a new line item. No historic data has been transferred here.</p>

Organization Audience

<p>Does your organization primarily serve (or seek to serve) a specific audience?</p>	<p>No Change: This line item is the same in both versions.</p>
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Demographic Groups

This section appears because you selected “yes” for the previous question. If your organization primarily serves a demographic group, please select it below. You can select all that apply.

<p>If your organization primarily serves a specific ethnic, racial, or cultural group, select it here. (Select all that apply).</p>	<p>This question is the same in the previous survey, but the list of response options has changed. Your responses have been updated to match the wording of the current list.</p>
<p>If your organization primarily serves a specific gender, select it here. (Select all that apply).</p>	<p>This question is the same in the previous survey, but the list of response options has changed. Your responses have been updated to match the wording of the current list.</p>

<p>If your organization primarily serves individuals with a specific sexual identity, select it here. (Select all that apply).</p>	<p>This is a new line item. No historic data has been transferred here. <i>Note that the previous survey included People who identify at LGBTQ in a list of other distinct groups served. If you selected that option in your survey, that data will continue to appear in the Other Populations Served line below.</i></p>
<p>If your organization primarily serves a specific age group, select it here. (Select all that apply).</p>	<p>This question is the same in the previous survey, but the list of response options has changed. Your responses have been updated to match the wording of the current list.</p>
<p>Does your organization primarily serve individuals with a disability?</p>	<p>In the previous survey, "People with disabilities" appeared in selection list of other groups served. If you selected "individuals with a disability" a yes will appear for this question in your survey.</p>
<p>If your organization primarily serves other populations, please state the additional characteristics of constituencies served.</p>	<p>The previous survey contained a list of other distinct groups served to select from, as well as a description field. All other selections and any descriptions entered in the previous survey have been combined into this field.</p>

Local Community

Choose one community type, based on where the majority of your participants live. If you do not have data available, this can be based on estimates or your perceptions of your audience.

<p>Which term best describes the local community you serve?</p>	<p>No Change: This line item is the same in both versions.</p>
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COVID-19 Impact

<p>During the period of the COVID-19 crisis when in-person gatherings were impossible due to stay-at-home orders and/or government health guidelines, did your organization?</p>	<p>No Change: This line item is the same in both versions.</p>
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