



by the audience agency

Snapshot Survey England



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Introduction

What is the Audience Answers Snapshot survey?

Presented in this guide is the Snapshot survey for England. The Snapshot survey is a questionnaire that will give you everything you need to get started with capturing your audience.

Re-designed for and with cultural organisations, Audience Answers' new survey offer builds on the 10-year development and success of Audience Finder Data Tools in the field.

The questions presented below are based on a standardised Audience Answers template. The Audience Answers Snapshot template **does not** include all questions required for ACE Illuminate reporting. **If you require a questionnaire that aligns fully with the ACE Illuminate survey, please talk to our [Support Team](#).**

If your organisation requires additional questions or flexibility, we have add-ons and paid-for options depending on the level of insight and support you need, with additional functionality and benefits continuing to be introduced during the year. See our [Audience Answers survey offer guide](#) to see everything included in the different plans.

How much is the Audience Answers Snapshot survey?

The Audience Answers Snapshot survey can be set up for a nominal fee of £200 plus VAT per survey, per year. Included in this fee is the provision of two survey links to support mixed methodology data collection. You will receive a fieldworker link for online and offline tablet collection and an e-survey link for post-visit email collection.

The Audience Answers survey order process

To order your survey, you will be directed to an [Audience Answers survey order form](#) and asked some questions to ensure your survey meets your needs – such as:

- Your organisation's name
- Your chosen survey methodology/ies
- The name of the event, venue or location where interviews will be carried out
- Your anticipated yearly visits (i.e. footfall) figure for the period the survey will cover
- Funding status
- The artform(s) survey respondents may have experienced during their visit
- Survey plan (Snapshot, Essentials or In-depth)
- The additional questions you require.

Once all the necessary details have been confirmed and your Data Use and Confidentiality Agreement (DUCA) is signed and returned, we will create your survey within 10 working days. Upon completion you will receive a survey link (or links) to begin data collection. Reporting for your Audience Answers survey is available via the Audience Answers Survey Report and csv survey data download and will be updated in real time.

Methodologies

Three methodologies are possible via Audience Answers:

- a) Interviewer-led exit survey via a tablet, functional in offline and online mode
- b) Post-visit e-survey via email
- c) Interviewer-led exit survey via paper questionnaire

For more details, and to enable you to choose the most appropriate methodology/ies for your organisation, please see [Audience Answers Surveys Guide](#).

Within the Snapshot Survey plan, you may choose two methodologies per collection period. If you wish to choose additional methodologies, you can either upgrade to the Essentials plan, or add an additional methodology to your Snapshot plan for an extra £350 plus VAT.

Additional surveys

Each organisation can request one Audience Answers Snapshot survey per organisation¹, per data collection period. This is set up for a nominal fee of £200 plus VAT per survey, per year. If you wish to run multiple surveys at once, you can upgrade to either the Essentials or In-Depth plan. Pricing for additional surveys is detailed in our [Audience Answers survey offer guide](#).

Bespoke questions

It is possible to add bespoke questions to your Snapshot survey as an optional add-on. These are charged at £475 for up to three bespoke questions. We would also recommend that you take a look at the Audience Answers question library of over 240 questions, many of which can be customised to suit your offer and organisation. Or you can book a 1-2-1 survey design consultation as part of the In-Depth plan.

¹ One Snapshot survey is provided per organisation, per data collection period (either one year or duration of an annual event), as a general survey, regardless of the number of sites, spaces, events or artforms.



If you require a completely bespoke questionnaire, please contact [The Audience Agency Consultancy Team](#) to discuss your requirements.

Reporting, benchmarking and insights

Reporting for your Audience Answers survey data is available via Audience Answers.

Regardless of the plan you choose, you will be able to access responses to all questions asked in your survey via the Audience Answers Survey Report and a downloadable csv file. You'll have access to your audience data as soon as responses are submitted, with near real-time updates to the Audience Answers Survey Report and csv.

In addition to this reporting, we can accommodate add-ons and paid-for options depending on the level of insight and support you need, with additional functionality and benefits continuing to be introduced during the year. See our [Audience Answers survey offer guide](#) to see everything included in the different plans.



Audience Answers Snapshot survey questions

These questions will be included on your questionnaire by default. They are the foundation of Audience Answers, and enable meaningful benchmark creation, which in turn leads to research and insights for the good of the arts, culture and heritage sector as a whole.

Demographic questions are asked in such a way as to align with ACE's Illuminate mandatory survey questions and also, where possible, with the UK Census. Aligning with the Census means your audience can be accurately compared with the population as a whole, so you can see how representative your audience is of your local population or catchment area; understanding representativeness is the first step to better providing for under-served communities.

The questions presented below are based on a standardised Audience Answers template. The Audience Answers Snapshot template **does not** include all questions required for ACE Illuminate reporting. **If you require a questionnaire that aligns fully with the ACE Illuminate survey, please talk to our [Support Team](#).**

Interview information (interviewer_id)

The interviewer name question only appears on tablet and paper surveys. This will enable monitoring of response collection by individual interviewers.

Interviewer name: interviewer_id

Date of visit (GRP_ABVIS_DOV)

All surveys must include a question regarding date of visit. This enables custom date filtering of data within the Audience Answers Survey Report. Wherever you see the text `%{venue_name}` within the questions and answer codes below, this will be configured to display the name you wish to be referred to within the survey. This will be determined during the survey order process.

On which date did you visit `%{venue_name}`? What is meant here is your most recent visit to `%{venue_name}` in-person ABVIS_DOV



Event information (GRP_EVEN_NME, GRP_PROG_NME & GRP_EVEN_LOC)

The name of event attended question can be asked in either open text format (EVEN_NME) or as a predefined list of events customisable to your organisations programme (PROG_NME).

The location question can also be customised to your organisation's location/space names.

Both the name of event attended, and the location questions are optional.

What was the name of the activity/event that you attended? EVEN_NME

What was the name of the activity/event that you attended? PROG_NME

(List of up to 20 events defined by organisation)

I don't know

Location EVEN_LOC

(List of up to 15 locations defined by organisation)

I don't know

Visit frequency (GRP_VFREQ_PRV)

This question is used to understand the extent to which your organisation is engaging repeat and new audiences. The part about the number of visits in the last 12 months is used to help understand repeat visits within a year, and to calculate how many unique visitors your organisation has per year (as opposed to number of visits).

There are two versions of this question, depending on whether you hold event/activities all year round or only once a year. In practice, most fixed venue organisations like museums and galleries ask the first version, and festivals/yearly events ask the second version. You will be asked to specify which version you require in the Audience Answers Survey order process.

For all organisations

Are you visiting / Did you visit %*{venue_name}* for the first time? VFREQ_PRV_1

(Select one only)

Yes, this is my first visit / time

No, I have been before

I don't know



For organisations with a year-round offer (e.g. Museums)

(If "No, I have been before")

Prior to this, when was your last visit? VFREQ_PRV_2_V2

(Select one only)

- Within the last six months
- Between six and 12 months ago
- Between one and two years ago
- Between two and three years ago
- Between three and five years ago
- More than five years ago
- I don't know

(If "Within the last six months", "Between six and 12 months ago")

Including today / your most recent visit, how many times have you visited %{venue_name}** in the last 12 months?** VFREQ_PRV_3

(Dropdown list 1 to 365)

- I don't know

For organisations with a time limited offer (e.g. festivals)

Are you visiting / Did you visit %{venue_name}** for the first time?** VFREQ_PRV_1

(Select one only)

- Yes, this is my first visit / time
- No, I have been before
- I don't know

(If "No, I have been before")

When was the last time you attended %{venue_name}**?** VFREQ_PRV_4

(Select one only)

- Last year
- Two years ago
- Three years ago
- Four years ago
- Five years ago
- Six years ago
- More than six years ago
- I don't know



Event artform (GRP_ABVIS_ART)

If your survey will be used across a variety of artforms, we need to know the artform the respondent experienced during their visit. The relevant artforms will be determined in the Audience Answers Survey order process, and the answers amended appropriately. If you are a single-artform organisation, this question will not be included on your questionnaire and responses will automatically be tagged with your artform.

Which of the following options best describes the performance / exhibition / event seen?

ABVIS_ART_1

(Select one only)

- Plays / Drama
 - Christmas Show
 - Musical Theatre
 - Children / Family
 - General Entertainment
 - Dance
 - Music
 - Workshops
 - Literature
 - Traditional Visual Arts
 - Contemporary Visual Arts
 - Film
 - Museum / Heritage
 - Outdoor Arts
-

Motivations (GRP_INTEN_MOTV)

These two questions provide insight into the key motivations of your organisation's audience. The questions and answers are fixed, to enable benchmarking across Audience Answers, however the [Freetext: artform] text will be determined based on the information you provide within the Audience Answers survey order process.



Which of the following describes your main motivation for visiting %}{venue_name}? Please select one only.

INTEN_MTVUK_1

(Select one only)

- To spend time with friends or family
- For a special occasion
- For peace and quiet
- To be intellectually stimulated
- To be entertained
- To be inspired
- To do something new or out of the ordinary
- To learn something
- To enjoy the atmosphere
- For reflection
- [Freetext: artform] is an important part of who I am
- To escape from everyday life
- For academic reasons
- For professional reasons
- To entertain my children
- To educate or stimulate my children
- Another motivation
- I don't know

(If "Another motivation")

Another motivation, please specify. INTEN_MTVUK_2

Why else did you visit % {venue_name}? Please specify any other motivations.

INTEN_MTVUK_3

(Select all that apply)

- To spend time with friends or family
- For a special occasion
- For peace and quiet
- To be intellectually stimulated
- To be entertained
- To be inspired
- To do something new or out of the ordinary
- To learn something
- To enjoy the atmosphere
- For reflection
- [Freetext: artform] is an important part of who I am
- To escape from everyday life
- For academic reasons
- For professional reasons
- To entertain my children
- To educate or stimulate my children
- Another motivation
- I don't know

Ratings general experience (GRP_RATGN_ALL)

These ratings measure the key aspects of audience experience. The question about quality (“**Quality of the performance / event / exhibition**”) relates to the artistic/cultural/heritage content. If you do not issue paid-for tickets, the row “**Value for money of ticket price / entry fee**” will not be included on your questionnaire. This will also be determined during the order process.

How would you rate the following aspect of your visit to % {venue_name}? Possible answers are ‘Very good’, ‘Good’, ‘Neither good nor poor’, ‘Poor’ or ‘Very poor’. If you visited more than one event, please answer only for the one where you spent the most time. RATGN_ALL

	Very good	Good	Neither good nor poor	Poor	Very poor	I don't know / Not applicable
The whole experience	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Value for money of ticket price / entry fee	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



Quality of the
performance / event /
exhibition

Ratings general other (GRP_RATOP_ANY)

Is there anything else you would like to say about your visit / experience? RATOP_ANY

Net Promoter Score (GRP_RATGN_NPS)

The Net Promoter Score® is a standard measure to help understand satisfaction with your organisation or event. It produces an overall score and categorises your audiences into Promoters, Neutral, or Detractors.

On a scale of 0-10, how likely is it that you would recommend %`{venue_name}` to friends, family members or colleagues? With 10 being extremely likely and 0 being not at all likely? RATGN_NPS_1

(Select one only)

- 10
- 9
- 8
- 7
- 6
- 5
- 4
- 3
- 2
- 1
- 0



Group composition (GRP_GRCOM)

These questions are used to measure the proportions of family (mixed adult and children), single adult, and adult group visits. They also allow you to understand your average group size.

Are you visiting / did you visit with other people? GRCOM_OTH

(Select one only)

- Yes
- No, I'm visiting alone

(If "Yes")

How many of those in your party are under 4 years old? GRMCOM_U4

(Dropdown list 0 to 100)

How many of those in your party are aged between 5 and 11? GRCOM_5_11

(Dropdown list 0 to 100)

How many of those in your party are aged between 12 and 15? GRCOM_12_15

(Dropdown list 0 to 100)

How many of those in your party are 16 or older? (This does NOT include yourself). GRCOM_O16

(Dropdown list 0 to 100)

Location (UK version) (GRP_STATD_LOCUK)

These questions are important for understanding the distribution of UK and international audiences. Postcode data is also used to profile respondents using segmentation models such as [Audience Spectrum](#). We require full postcodes (e.g. SE1 6LA) for these purposes. Respondents cannot and will not be identified from their postcodes alone, nor can or will they be added to any mailing lists. The answer which includes %{survey_location} will be tailored to a location specified by you. This will be determined based on the information you provide during the Audience Answers Survey order process.



Where do you live? STATD_LOC_1_UK

(Select one only)

- {survey_location}*
- Elsewhere in the UK
- Abroad

(If either of: "{Survey Location}", "UK")

What is your full postcode? This information will only be used for research. You will not be identified, contacted, or added to any mailing lists. STATD_LOC_3_UK

(If "Abroad")

In which country do you live? STATD_LOC_4_UK

Gender (GRP_STATD_GEN)

The gender question is based on the wording used within the Arts Council England Illuminate questionnaire.

How would you describe your gender? STATD_GEN_2

(Select one only)

- Woman
- Non-binary
- Man
- Prefer to self-describe
- Not applicable
- Prefer not to say

(If "Prefer to self describe")

How would you describe your gender? STATD_GEN_3

Age (GRP_STATD_AGE)

The age question has been updated to ask for year of birth of the respondent, which is used to derive their approximate age. This allows greater granularity and flexibility in the data and reporting, compared to fixed age buckets.

In what year were you born? STATD_AGEN

Disability (GRP_STATD_DSA, GRP_STATD_DSM)

Your Audience Answers survey must include a question about disability. There are two approaches – one using a social model of disability, based on the ACE Illuminate wording, and one using a medical model, based on the Census. Please note, the ACE Illuminate disability question is incompatible with the way Census collects data on disability, so cannot be used for population data comparison.

You will be asked to specify which version you require in the Audience Answers Survey order process. If no preference is stated during the setup process, the medical model will be asked by default.

Arts Council England Illuminate version (GRP_STATD_DSA)

Do you identify as a D/deaf or disabled person, or have a long-term health condition? STATD_DSA_1

(Select one only)

- Yes
- No
- Prefer not to say

Census 2021 version (GRP_STATD_DSM)

Do you have any physical or mental health conditions or illnesses that has lasted or is expected to last 12 months or more? STATD_DSM_1

(Select one only)

- Yes
- No



Do any of your conditions or illnesses reduce your ability to carry out day-to-day activities?

STATD_DSM_2

(Select one only)

- Yes, a lot
 - Yes, a little
 - No
 - Prefer not to say
-

Ethnicity England (GRP_STATD_ETH)

This question is modelled on the 2021 Census allowing you to compare your data against the population, but also aligns with the ACE Illuminate ethnicity question. The version of the question used will depend on your organisation's location – the Welsh and Scottish versions are slightly different. Please see the [Welsh](#) or [Scottish](#) Survey guide if your organisation requires a survey based on these nation's templates.

Please note, in order to match the Illuminate questionnaire, the category 'Latin American' has been added. This answer will be grouped under 'Any other ethnic group' when comparing to 2021 Census data.

What is your ethnic group? STATD_ETH_1

(Select one only)

- Asian / Asian British: Bangladeshi
- Asian / Asian British: Chinese
- Asian / Asian British: Indian
- Asian / Asian British: Pakistani
- Any other Asian background
- Black / African / Caribbean / Black British: African
- Black / African / Caribbean / Black British: Caribbean
- Any other Black / African / Caribbean background
- Mixed or Multiple ethnic groups: Asian and White
- Mixed or Multiple ethnic groups: Black African and White
- Mixed or Multiple ethnic groups: Black Caribbean and White
- Any other Mixed or Multiple ethnic background
- White: English / Welsh / Scottish / Northern Irish / British
- White: Irish
- White: Gypsy or Irish Traveller
- White: Roma
- White: Any other White background
- Other ethnic group: Arab



- Other ethnic group: Latin American
- Any other ethnic group
- Prefer not to say

(If any of: "Any other Asian background", "Any other Black / African / Caribbean background", "Any other Mixed or Multiple ethnic background", "White: Any other White background", "Any other ethnic group")

How would you describe your ethnic group? STATD_ETH_2

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