audience answers

by **the audience agency**

Audience Answers | Surveys Guide

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Introduction

What is the Audience Answers survey offer?

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. With options to suit every organisation, whatever your size, artform focus or funding status, you'll be able to find a survey plan that will give you everything you need to get started with capturing your audience[1] data and fulfil funding report requirements.

The questionnaires are generated from a standardised and internationality comparable question catalogue of over 240 questions, giving all arts organisations a framework for collecting audience profile, attitudinal and behavioural data.

Within the Audience Answers survey offer, you can choose from one of three plans to suit your needs:

Snapshot

A single annual standardised survey which can be collected via both an e-survey link and/or a tablet link. You will have access to real-time updates of your data via the Audience Answers Survey Report and downloadable CSV file.

£200 annually + VAT

Essentials

The Snapshot survey plus up to 3 additional question groups and up to 2 survey delivery methods per year. If you are a Welsh or Scottish organisation, the Essentials plan is free, and you are entitled to ask up to 5 additional question groups. You will have access to real-time updates

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[1] In the context of the Audience Answers survey and its target population, "audience members" are defined as:

- People over the age of 16, that have attended a venue or event physically
- People that have engaged with an organisation's cultural, heritage or artistic offer

This survey is not designed to collect data on:

- Digital audiences e.g. online event audiences or website users
- Audio audiences e.g. listeners to a radio show or podcast
- Participatory-only audiences
- Teachers and students on pre-booked educational visits
- Event or venue staff/volunteers or people working on programmed content e.g. cast or crew

of your data via the downloadable csv file and the Audience Answers Survey Report, enhanced by powerful filtering by question answer.

£1,400 annually + VAT

In-Depth

Everything from the Essentials and Snapshot plan, with up to 5 additional question groups, a 1-2-1 survey design consultation and multiple survey delivery methods and monthly surveys, to support data collection flexibility.

£2,400 annually + VAT

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.

See our full [Audience Answers survey offer guide](#) to see everything included in the different plans.

Audience Answers Survey

These questions will be included on your questionnaire by default, regardless of the survey plan you choose. 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.

The core survey differs slightly between UK nations, you can find the details of each in the guides below:

[England](#)

[Wales](#)

[Scotland](#)

Bespoke questions

It is possible to add bespoke questions to your 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.

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

The Audience Answers survey order process

To order your survey, you will be directed to an order form within the Survey Command Centre which will ask 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
- The artform(s) survey respondents may have experienced during their visit
- Survey plan (Snapshot, Essentials or In-Depth)
- The ID numbers of any additional questions you require.

If you choose the In-Depth plan, all we will need is your contact details and we will arrange a 1-2-1 survey design consultation with you.

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 of your Audience Answers survey data is available via Audience Answers Survey Report and will be updated in real time.

Choosing your additional questions

The core survey questions will be included on your questionnaire by default, regardless of the survey plan you choose. If you wish to include additional questions, please choose either the Essentials plan (up to 3 question groups or 5 question groups for Welsh or Scottish organisations) or the In-Depth plan (up to 5 question groups).

You can view the full question catalogue on the Audience Answers platform within the Survey Command Centre. Using the catalogue, you can browse the questions by theme and question groups. Please make note of the questions you would like to include in your survey by copying the question group ID into the Audience Answers Survey request form.

Question groups can include a single question or a parent question with related follow-on questions. For example, in the screenshot below the question group which contains the question 'Who did you visit with?' is called 'GRP_GRCOM'.
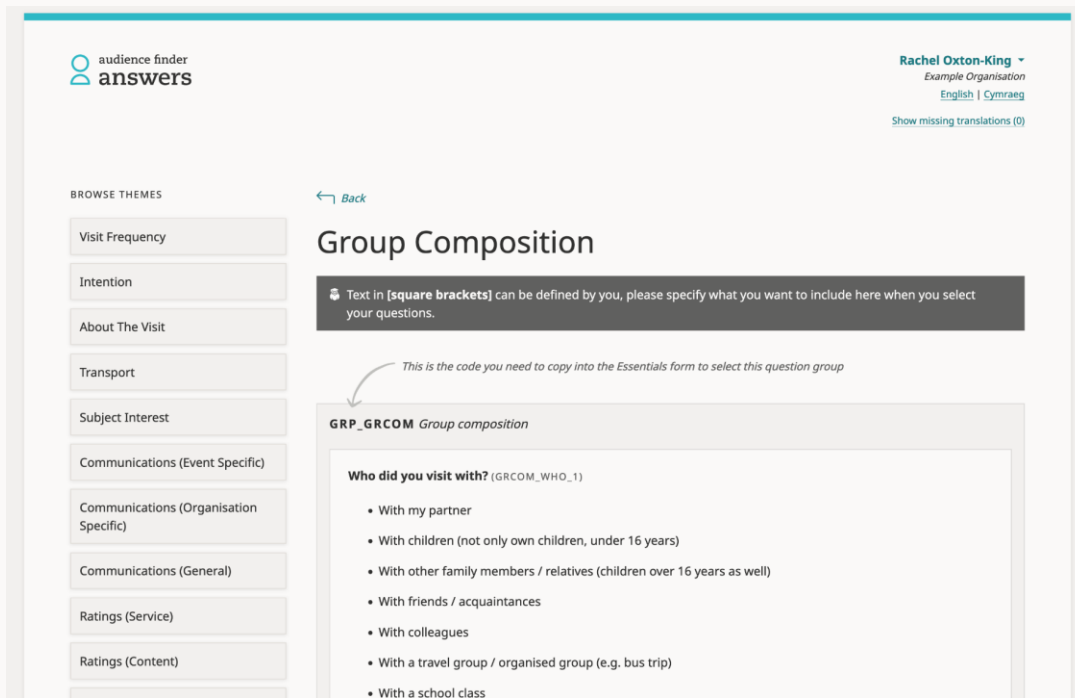
Some questions allow you to customise the text within the question title or the question answer codes. This will be indicated in the question catalogue.
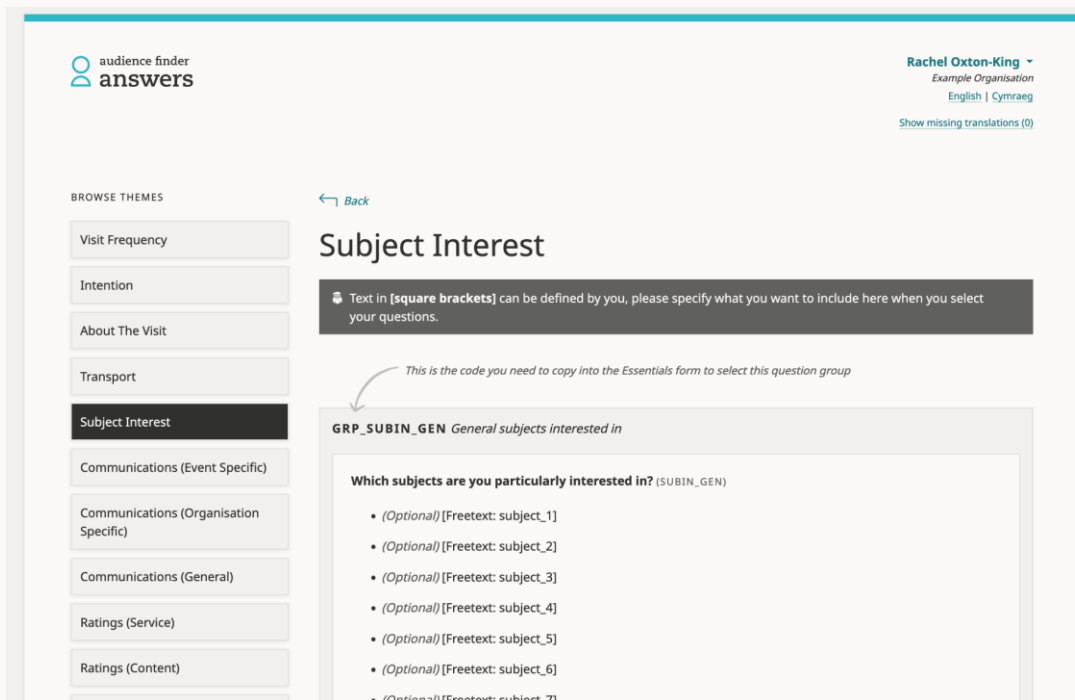
For example, in the screenshot above, the question 'Which subjects are you particularly interested in?' includes up to 8 customisable answer codes (e.g. [Freetext: Subject_1]), which can be configured to display the subject areas of your choosing.

Please make note of the question customisations you would like to make in the Audience Answers Survey request form.

If you choose the In-Depth plan, all we will need is your contact details and we will arrange a 1-2-1 survey design consultation with you, where you will be able to discuss your requirements with a specialist researcher or consultant who will be able to build your survey live, with you, via screenshare. Alternatively, if you'd rather a quick discussion about your needs and for us to build it for you off-line, just let us know.

Methodologies

You can conduct your Audience Answers survey via the following three methodologies:

a) Interviewer-led exit survey via tablet
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 our more detailed guide in the Appendix.

Within the Snapshot Survey plan, you can choose to conduct the survey via e-survey or tablet collection, which is included as part of the £200 nominal set up fee. If you wish to choose additional methodologies, you can either upgrade to the Essentials or In-Depth plan, or add an additional methodology to your Snapshot plan for £350 plus VAT.

Please note, when choosing a mixed methodology approach within a single data collection period (i.e. collecting responses via an online tablet survey and an e-survey), the questions chosen must be the same across both methodologies.

Additional surveys

Each organisation can request one Audience Answers Snapshot survey per organisation[2] per data collection period.

If you wish to run multiple surveys per data collection period i.e. if you have different spaces or events, we recommend upgrading to the Essentials or In-Depth survey plan. Pricing for these is detailed in our Audience Answers survey offer guide.

Please note, if you require multiple surveys within a single data collection period, the questions must be the same across the surveys (except for organisation and question level customisations, such as name, location etc.)

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[2] One Snapshot survey is provided per organisation, as a general survey, regardless of the number of sites, spaces, events or artforms

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

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.

How do I choose the right survey plan?

If you are not sure which Survey plan is the right one for your organisation, below are some examples of different (hypothetical) organisation types, with different research requirements.

We've only provided a small number of scenarios below and recognise that there are many different types of organisations and requirements that are not covered here. If you're unsure about which Audience Answers Survey plan is right for you, talk to one of our Support team.

Scenario 1:

Organisation: Museum, free entry, front of house staff/volunteers available for data collection.

Research requirements: To submit audience environmental impact data to Julie's Bicycle and benchmark audience demographic and behavioural data against other museums.

Recommendation: Essentials Survey tablet survey provides the flexibility to add the transport question groups which provides the data required to report on audience environmental impact via Julie's Bicycle Creative Green Tools. Additionally, the survey data collected will be benchmarked against a chosen sector (coming in 2024).

Scenario 2:

Organisation: Gallery, free and ticketed entry, limited staff/volunteers available for data collection.

Research requirements: To understand audiences across specific exhibitions.

Recommendation: Essentials survey will enable the greatest level of flexibility, allowing for both e-surveys and tablet surveys to cover both free and ticketed exhibitions. Moreover, multiple surveys can be created to evaluate different exhibitions across the annual programme.

Scenario 3:

Organisation: Small outdoor festival not currently in receipt of Arts Council England funding, ticketed entry and no available staff/volunteers for data collection.

Research requirements: To start audience survey data collection for first time and gain initial insight into their audience.

Recommendation: Snapshot survey will provide everything required to get started with capturing audience data.

Scenario 4:

Organisation: Theatre with 3 performance spaces in receipt of Arts Council Wales funding

Research requirements: To evaluate their marketing & social media engagement and compare audience profile of different performance spaces. Additionally, require presentation of findings to the Senior Leadership Team and the Board.

Recommendation: In-depth survey will provide the flexibility for a different survey per month to be run in their different performance spaces and the 5 question group allocation will allow for in-depth evaluation of marketing engagement. Additionally, this plan includes an online end of year survey presentation of survey data insights.

Scenario 5:

Organisation: Art Centre with multiple spaces and a mix of free and ticketing events, in receipt of Creative Scotland funding

Research requirements: Wish to survey audiences from ticketed and free events. Would like to understand who they are serving in their catchment and the impacts of their venue on the local community.

Recommendation: Essentials survey plan provides 2 survey delivery methods to cover ticketed events (via an e-survey) and free events (via a tablet survey). The additional question allocation means the organisation can add the community impact questions and compare the data across free and ticketed events. Moreover, the Audience Spectrum insight included in this plan, provides an audience profile of their catchment area, compared to the population.

Appendix

Audience Answers Survey Methodologies

Face-to-face: Offline/Online Tablet surveys

This methodology is interviewer led and requires organisations to recruit and manage their own fieldworkers to administer the questionnaire. Face to face interviewing provides the best quality data and is likely to result in a more representative sample of your audience.

In order to ensure a large and representative sample, the survey responses should be collected consistently throughout your full year of programming or duration of your event. This approach works well for organisations that have a steady flow of visitors. It may be less appropriate for organisations whose audience members arrive and leave within short time windows e.g. theatres, which minimises the opportunity to carry out the surveys.

To save time on data entry we recommend organisations choose a tablet survey to collect responses face-to-face.

Audience Answers has an integrated survey app that allows you to collect survey responses both online and offline. As it's a browser-based application, you don't need to download or install any specialist software. All you need to do to get started is click on the survey link provided, within Wi-Fi range. As long as you have accessed the link once online, you can then switch to offline data collection. All responses are stored securely within your browsers cache. Once the tablet is back within Wi-Fi range, it can be synced and responses uploaded to Audience Answers. You can find more information about getting started with your Audience Answers tablet survey here in our Knowledge Base article.

Post visit e-survey

This methodology requires audience contact information obtained via a box office or from staff or volunteers collecting email addresses from bookers at the point of sale and/or at the point of exit, throughout the year. It's recommended that surveys are sent out reasonably close to the time of attendance so that bookers will have recently engaged with your organisation's offer and will be able to remember their visit more accurately.

When using box office information to send out the survey you may want to consider structuring your sampling to avoid survey fatigue from your more regular attendees.

Organisations are advised to conduct their audience surveys using a standard e-survey in the cases where footfall or experience type make it difficult to conduct face-to-face surveys e.g. theatre events.

Face-to-face: paper surveys

We recommend that face-to-face surveys are collected via a tablet. If this is not an option for your organisation, you can choose to conduct your survey via a paper survey.

Surveys collected will have to be inputted into the survey link provided at the point of set up. Surveys are optimised for tablet and e-surveys, rather than paper surveys (for example, most questions appear on their own page). Therefore, data entry may take a considerable amount of time to complete.

The pros and cons of each methodology

	Pros	Cons
Face-to-face via tablet	Gives good quality data Most likely to provide a representative sample Can provide staff/volunteers with useful transferable skills Response rates are known during the event Real-time update of responses on Audience Answers No post interview data entry required	Fieldworkers require research and interviewer training Not appropriate for all events
Post visit E-survey	Cheaper to resource as no staff are required to administer the survey Can include a higher number of questions than the face-to-face survey No data entry required Real-time update of responses on Audience Answers	Low response rate (maximum 20/25%) Sample likely to be biased, unless completion of the e-survey is incentivised Time required to set up email send out
Face-to-face via paper	Gives good quality data Most likely to provide a representative sample Can provide staff/volunteers with useful transferable skills	Data entry is time consuming to complete Data not available on Audience Answers until entered

Pros	Cons
Response rates are known during the event	Fieldworkers require research and interviewer training

Mixed methodology

If you would like to mix methodologies to boost your sample and/or to ensure you cover both free and ticketed spaces/events, the Essentials or In-Depth survey plan offers the flexibility needed to set up more than one method per data collection period.

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