

Audience Report: How to guide

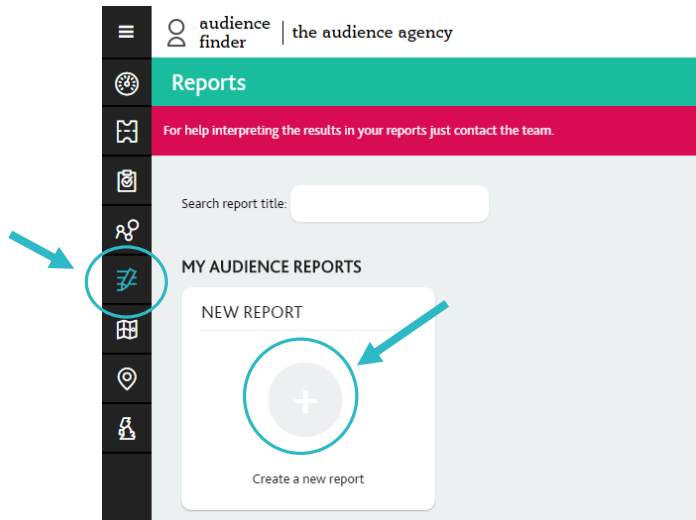
Step 1:



Go to the reports section of the dashboard

Step 2:

Click on the plus symbol to create a new Audience Report

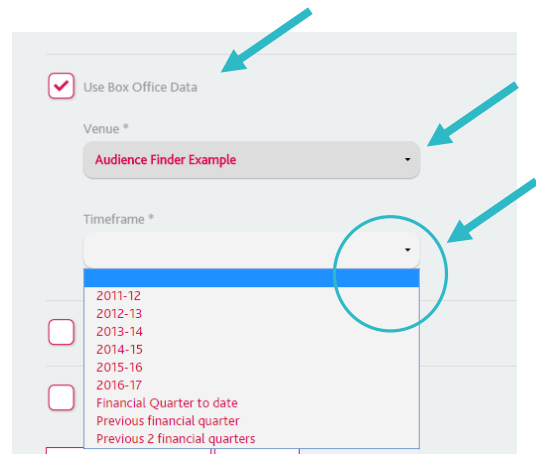


Step 3:

Complete the online form, selecting the relevant box office and/or survey data the report should be based on.

For box office organisations:

Use the tick box to select Box Office Data.
Then choose your venue from the drop down menu
and select your time frame.

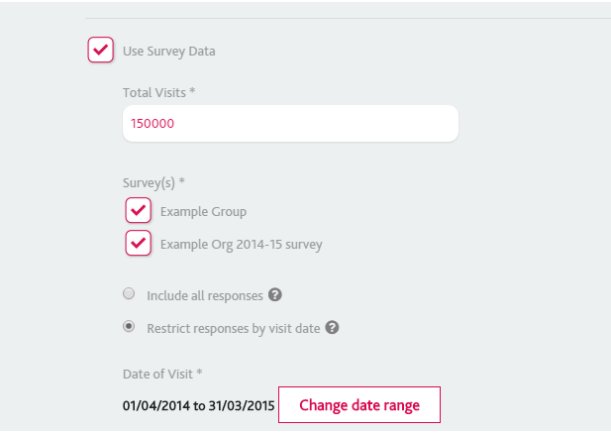


Things to note:

- 1) You should make sure that your performance coding is up to date to make sure you are using the cleanest version of your data. Contact datateam@theaudienceagency.org if you have any questions or need your coding to be resent.
- 2) The dashboard only contains audience data from 'matured' performances, this means there is a delay between when an event happens and when the audience data is updated into your analytics. The length of this delay is set individually to your organisations system when you sign up, please contact us if you want to check what this is for your extractions.

For organisations using surveys:

You can choose from your active surveys to decide what data to include in the report and choose 'all responses' or set a timeframe.



The screenshot shows a user interface for selecting survey data. It includes a checked checkbox for 'Use Survey Data', a 'Total Visits' field with the value '150000', a 'Survey(s)' section with two checked checkboxes for 'Example Group' and 'Example Org 2014-15 survey', radio buttons for 'Include all responses' and 'Restrict responses by visit date', and a 'Date of Visit' field showing '01/04/2014 to 31/03/2015' with a 'Change date range' button.

Things to note:

- 1) The report can only include responses that have been inputted into the system (either via your data entry link or the e-survey link) and updated to the dashboard. Updates happen once a week so check you dashboard summary to make sure you're using the most up to date information.
- 2) Setting a timeframe means that only responses which include a valid 'Date of visit' can be included.

Step 4

You may need to add web analytics for some funding requirements. You will need to input these figures manually and they will be added to the PDF report. You need to have the following figures to hand:

- Number of unique visits
- Number of visits
- Average dwell time in minutes (e.g. 01:23)
- Date Range

Step 5:

Click create new report and wait for the pdf to generate. This can take a little while, but you will be emailed when the report is ready.

Things to note:

- 1) You can download and delete this report, or create a new one at any time.
- 2) At the end of each report is an appendix with information about how the figures are calculated.
- 3) If you need a full postal sector breakdown of your audiences go to the 'Location' metric in the box office or survey sections of your dashboard and click on 'Download as csv'.