

Audience Finder for Museums

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 the audience agency

Understand who your audiences are.
Discover who they could be.

Introduction

- What is Audience Finder?
- Data collection in Audience Finder
- Accessing results
- How to get started
- Resources and support



What is Audience Finder?

What you can access for free:

- Regional and artform specific benchmarking
- Tools to help with planning audience strategy
- Easy to use and robust data collection framework
- Ongoing and dynamic reporting

Key benefits

- Technical support with set up and use
- Shared language with other museums and across sectors
- Run by The Audience Agency



Find out who your audiences are and discover who they could be

Register with Audience Finder for free today

Don't have an account? [Register now for free](#)

Audience Finder is a free national audience data and development tool, enabling cultural organisations to understand, compare and apply audience insight.

Register now to discover national and regional audience insight, and explore mapping and planning tools.



Enter your details below to register

Registering for the Audience Finder website gives you access to free national insights and audience development tools.

Struggling to register? Contact the team at audiencefinder@theaudienceagency.org

Full name *

Email address *

Phone number *

Organisation name *

Username *

Password *

Password (again) *

Check this box if you would like to receive our newsletter.



Register

- Dashboard
- Box Office
- Surveys
- Web Analytics
- Reports
- Development Plans
- Mapping
- National Data
- Location
- Artform
- Segment

Dashboard

TOTAL BOOKERS

51,945

Find out more about your bookers

[Find out more](#)

SURVEYS COLLECTED

754

This is an example survey

- [TAF Quant Beta Testing - Example Org](#)
- [Data entry](#)
- [Questionnaire PDF](#)

WEB ANALYTICS

Hitwise web analytics provide information about who is visiting your website.

[Find out more](#)

AUDIENCE DEVELOPMENT PLANNER

FREE

Create a plan focusing on the audiences you want to meet

[Get started](#)

MAPPING

FREE

Map audience behaviours using Audience Spectrum segmentation

[Get your map on](#)

REPORTS

Audience Finder reports are stored here.

[More about reports](#)

NATIONAL INSIGHT

FREE

National analysis and benchmarking

- [By location](#)
- [By artform](#)
- [By segment](#)

TALK TO OUR TEAM

FREE

Need help or advice on how to use Audience Finder?

[Contact us](#)

Core Audience Finder survey

- Frequency
- Group size/type
- Motivations
- Experience
- Net Promotor Score
- Postcode
- Demographics
 - Sex
 - Ethnicity
 - Age
 - Disability



Collecting surveys with Audience Finder

- Use face to face interviewer led methodology
- Collect over 12 months
- Aim for 380 survey responses



Surveys

Print

?

Support

<

Summary

Summary

Visitor Profile

Location

Ratings

Group Composition

Cultural Activity

Filters

Primary Survey

test

Compared with

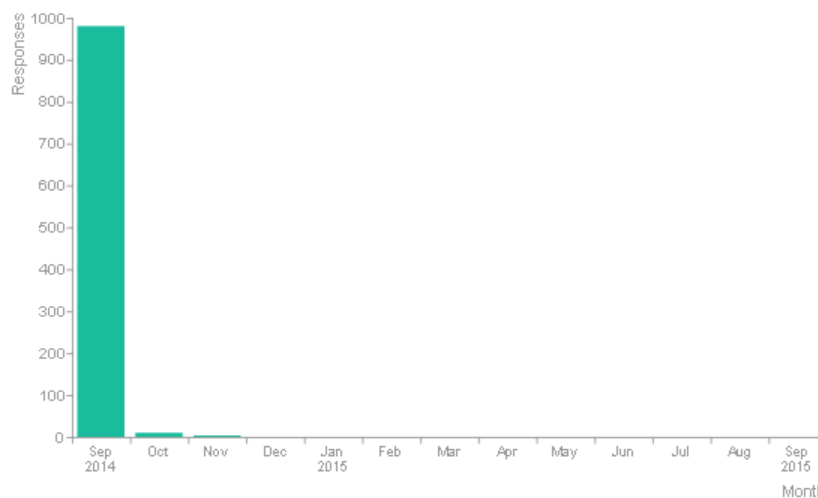
National Data (England)

Timeframe

All responses

SURVEY SUMMARY

test



Show labels on print

Show data table

Your organisation's survey responses were last updated on 10 Dec 2014

994
survey responses

>100%
of yearly target

Surveys

Print

?

Support

Summary

Visitor Profile

Age

Sex

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Primary Survey

test

Compared with

National Data (England)

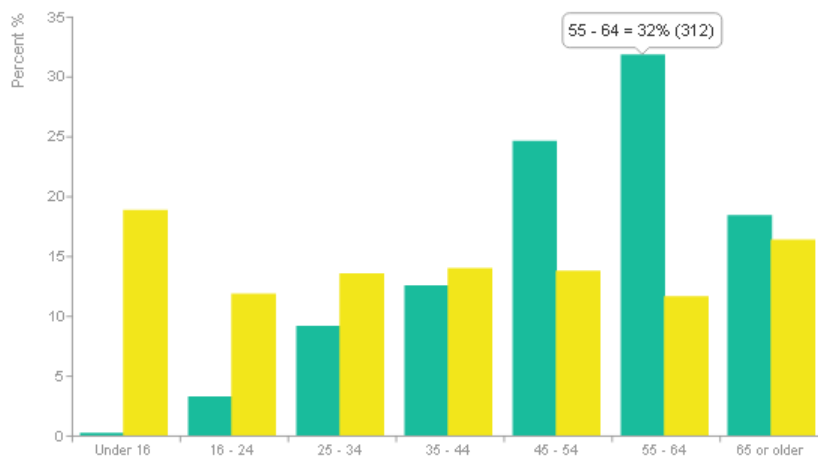
Timeframe

All responses

AUDIENCE AGE GROUP

Which of the following age groups do you belong to?

Margin of error: 3%



Your survey data

England data



Show labels on print



Show data table

Your organisation's survey responses were last updated on 10 Dec 2014

Primary Survey **test**

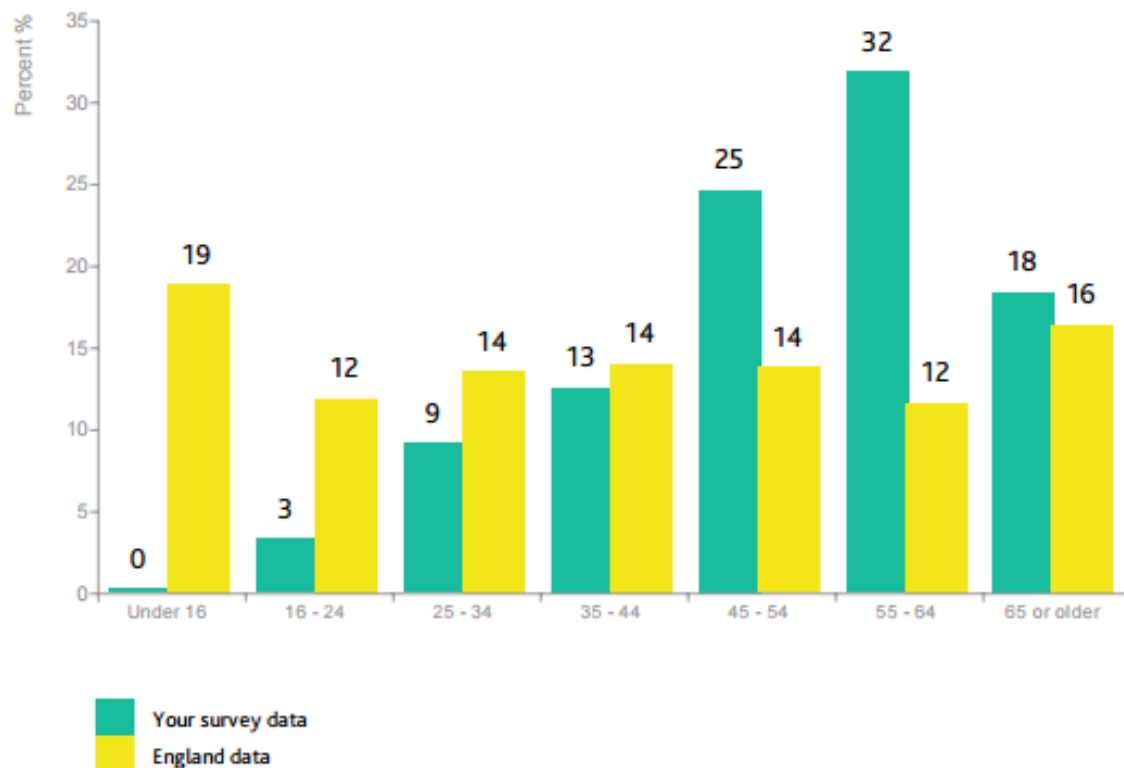
Compared with **National Data (England)**

Timeframe **All responses**

AUDIENCE AGE GROUP

Which of the following age groups do you belong to?

Margin of error: 3%



Surveys

Print ? Support

- Summary >
- Visitor Profile v
- Age
- Sex
- Disability
- Segmentation
- Location >
- Ratings >
- Group Composition >
- Cultural Activity >

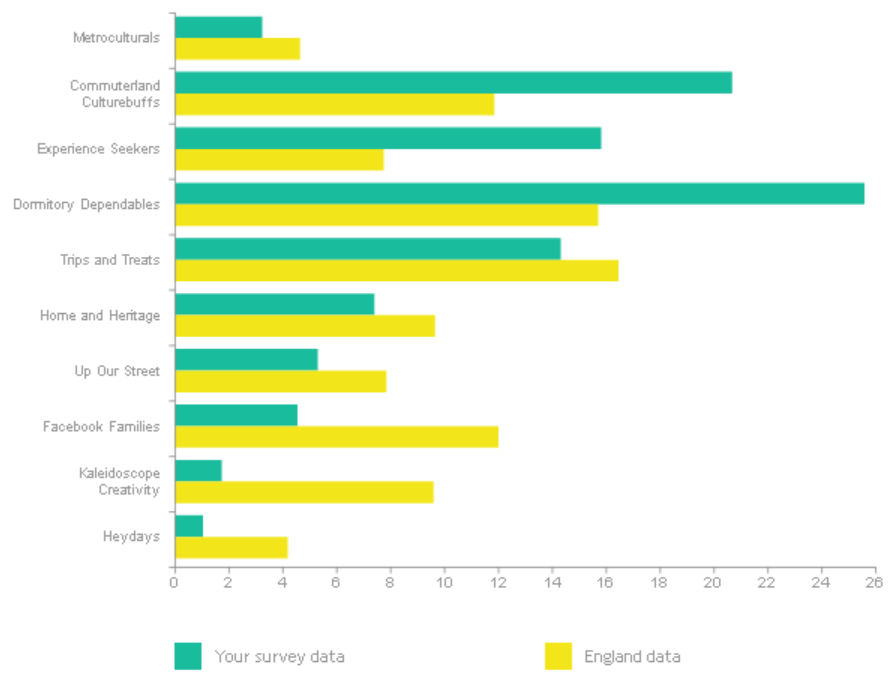
Filters

Primary Survey: **test** Compared with: **National Data (England)**

Timeframe: **All responses**

SEGMENTS

For more information about the Audience Spectrum segments please go to the National Audiences section Margin of error: 3%



Show labels on print Show data table

Your organisation's survey responses were last updated on 10 Dec 2014

Segmentation

Location



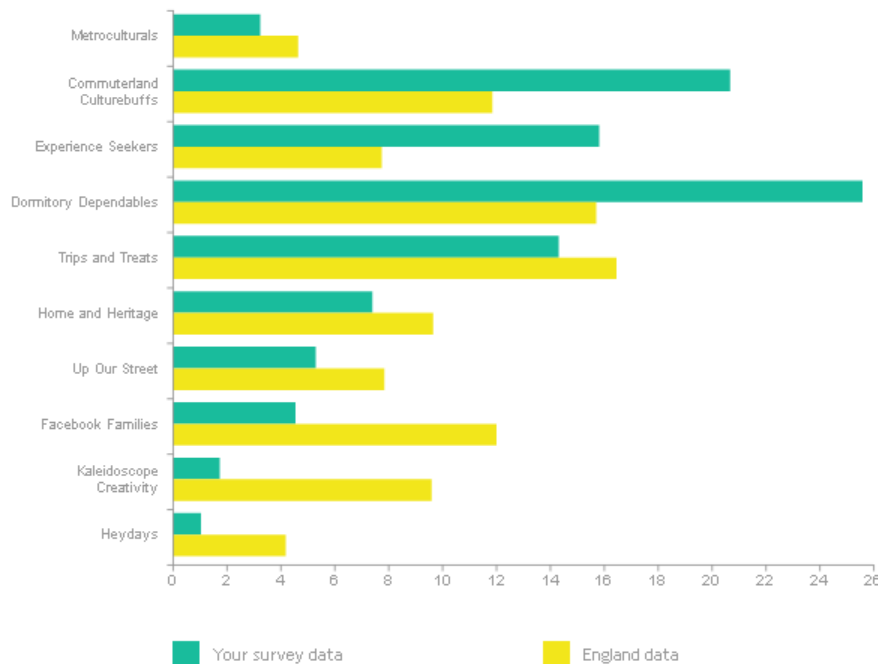
Ratings



Group Composition



Cultural Activity

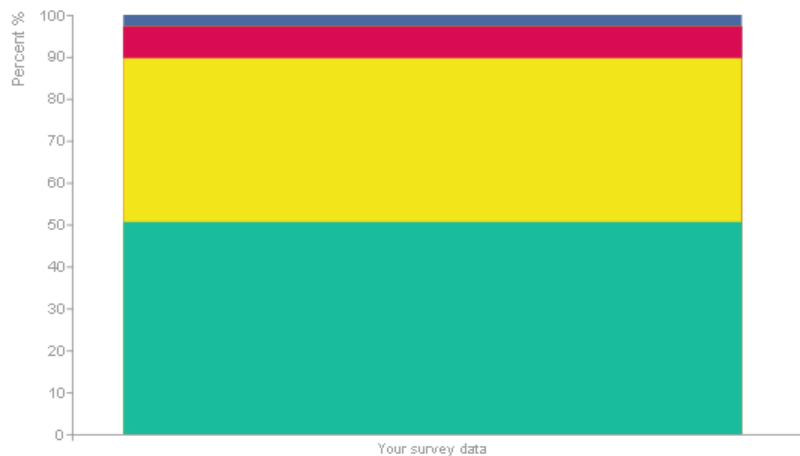


Show labels on print Show data table

	Your survey data	England data
Metroculturals	3% (22)	5% (2,040,551)
Commuterland Culturebuffs	21% (140)	12% (5,219,090)
Experience Seekers	16% (107)	8% (3,402,649)
Dormitory Dependables	26% (173)	16% (6,898,423)
Trips and Treats	14% (97)	17% (7,230,031)
Home and Heritage	7% (50)	10% (4,233,838)
Up Our Street	5% (36)	8% (3,445,591)
Facebook Families	5% (31)	12% (5,285,075)
Kaleidoscope Creativity	2% (12)	10% (4,211,946)
Heydays	1% (7)	4% (1,845,686)

HOW WELCOMING THE STAFF WERE

Margin of error: 3%



- Very good
- Poor
- Good
- Very poor
- Neither good nor poor
- Don't know/Not applicable

Show data table

Your survey data	
Very good	51% (500)
Good	39% (385)
Neither good nor poor	7% (73)
Poor	1% (5)
Very poor	0% (0)
Don't know/Not applicable	3% (25)

Based on your current selection there is no data to compare your data against

Surveys Print ? Support

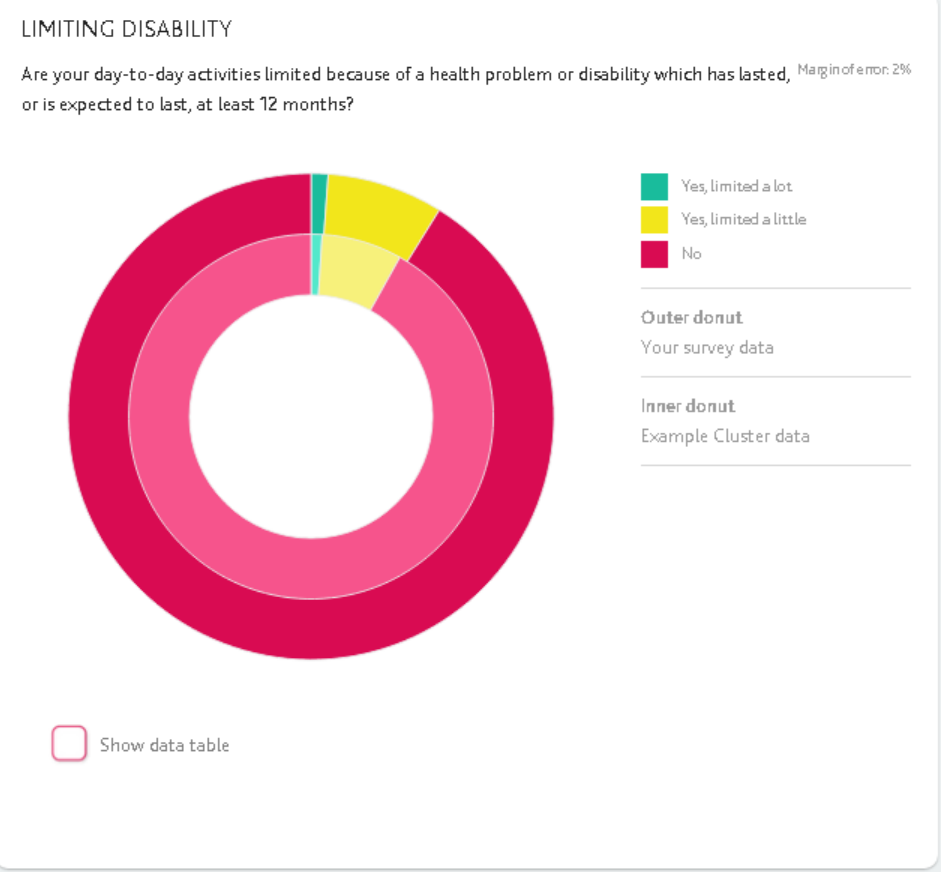
- Summary >
- Visitor Profile v
- Age
- Sex
- Disability
- Segmentation
- Location >
- Ratings >
- Group Composition >
- Cultural Activity >

Filters

Primary Survey: **test**

Compared with: **Example Cluster Venues**

Timeframe: **All responses**



Your organisation's survey responses were last updated on 10 Dec 2014

Survey set up request

Looking for collect audience surveys through Audience Finder? Fill in this short request form and the team will get in touch to discuss getting you set-up.

To get back to the site go to www.audiencefinder.org

Name

Role

Organisation *

Email *

Phone number (optional)

Create your survey

Core survey only

Tick the box to use the free core survey questions only (to see example follow this link <http://bit.ly/1fvu4bV>)

OR Customise your survey

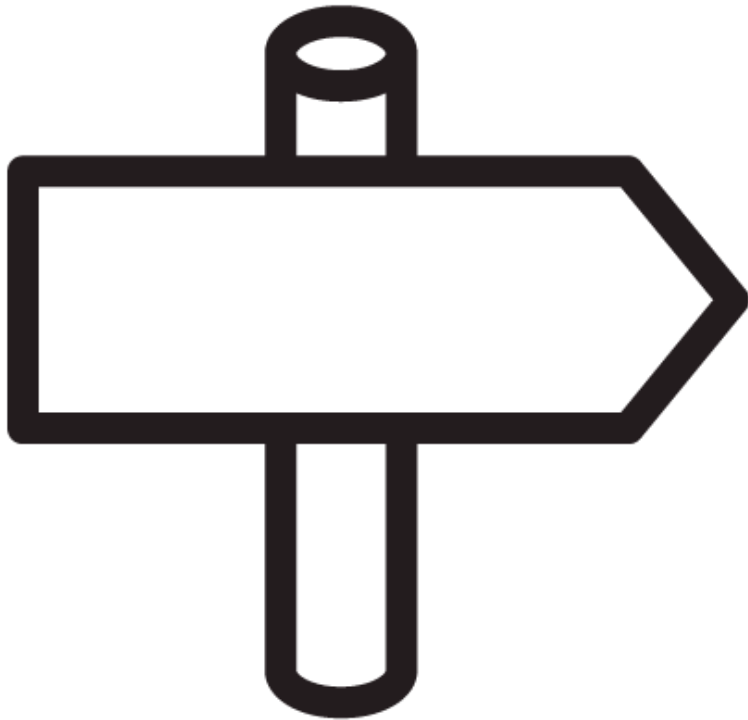
Add to the free core questions and choose up to three additional themes for your survey (£100 per theme):

Theme 1

Theme 2

Theme 3

Resources and support



Free

- Dashboard tools and insight
- Fieldworker training documents
- Technical support
- Toolkits and guides on The Audience Agency website
- Events




Plans



ACTIVE PLANS

NEW PLAN



Create a new plan

TALK TO OUR TEAM

FREE

Need help or advice on how to use Audience Finder?

[> Contact us](#)



ARCHIVED PLANS

Following updates to the planner tool all plans created before 21st July 2015 have been archived and can only be edited offline. Download old plans below or start a new plan using the updated tool.

THE AUDIENCE AGENCY

Created on: 18 February 2014

[> Download](#)

PLAN

Created on: 27 August 2014

[> Download](#)

Plan



Support

1 Goal Setting

1.1 Where your organisation is now

1.2 Identifying your organisation's audiences

2 Situational Analysis

3 Strategy

4 Take Action

Goal Setting

Where your organisation is now

Try and answer these questions when filling in this section:

- What is your organisation's vision and/or mission?
- Who are your current audiences?
- What are the opportunities you have for developing existing audiences? And new ones?
- How does your audience development work fit in to the organisation's broader goals?

See the Hints and Tips section for further reading to help you fill these sections in.

What is your organisation's Vision/Mission?

Define what you do, what you represent, who you are for and why you exist.

Your organisation may already have a vision/mission defined so check before creating one.

Edit ▾ Format ▾ Table ▾

↶ ↷ Formats ▾ **B** *I* [List icons]

Completed

Plan: Plan Title

0/4 sections complete

- Show all plans
- Edit details
- Overview
- Delete
- Preview
- ✓ Download
- Save

HINTS & TIPS

If your organisation does not have a Vision/Mission, you may wish to develop ones using these tips:

Vision – a statement describing the organisation's aspirations and/or desired change resulting from its work

Mission – a statement describing the reason your organisation exists, its purpose and goal which is used to help guide decisions

Further reading on the relationship between mission statements and the public can be found [here](#).

Mapping

Print ? Support

Centre map on

Audience Spectrum

Touring Venues

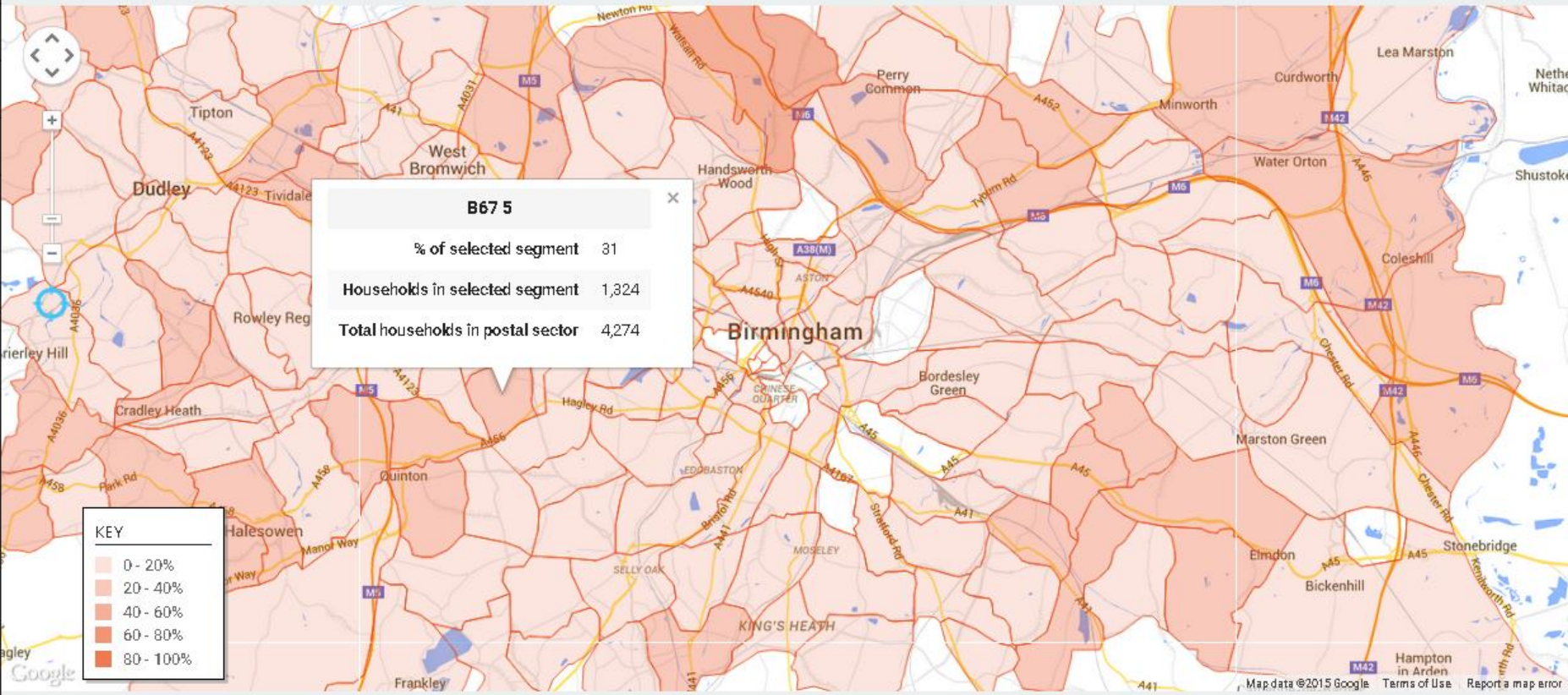
Postcode, location etc

Trips and Treats

Show

[Reset map](#)

The map displays the penetration of **Trips and Treats**, click on a postal sector for more details.



National audience: location



Support



BROWSE ALL AUDIENCES

Location



East

East Midlands

London

North East

Northern Ireland

North West

Scotland

South East

South West

Wales

West Midlands

Yorkshire and The Humber

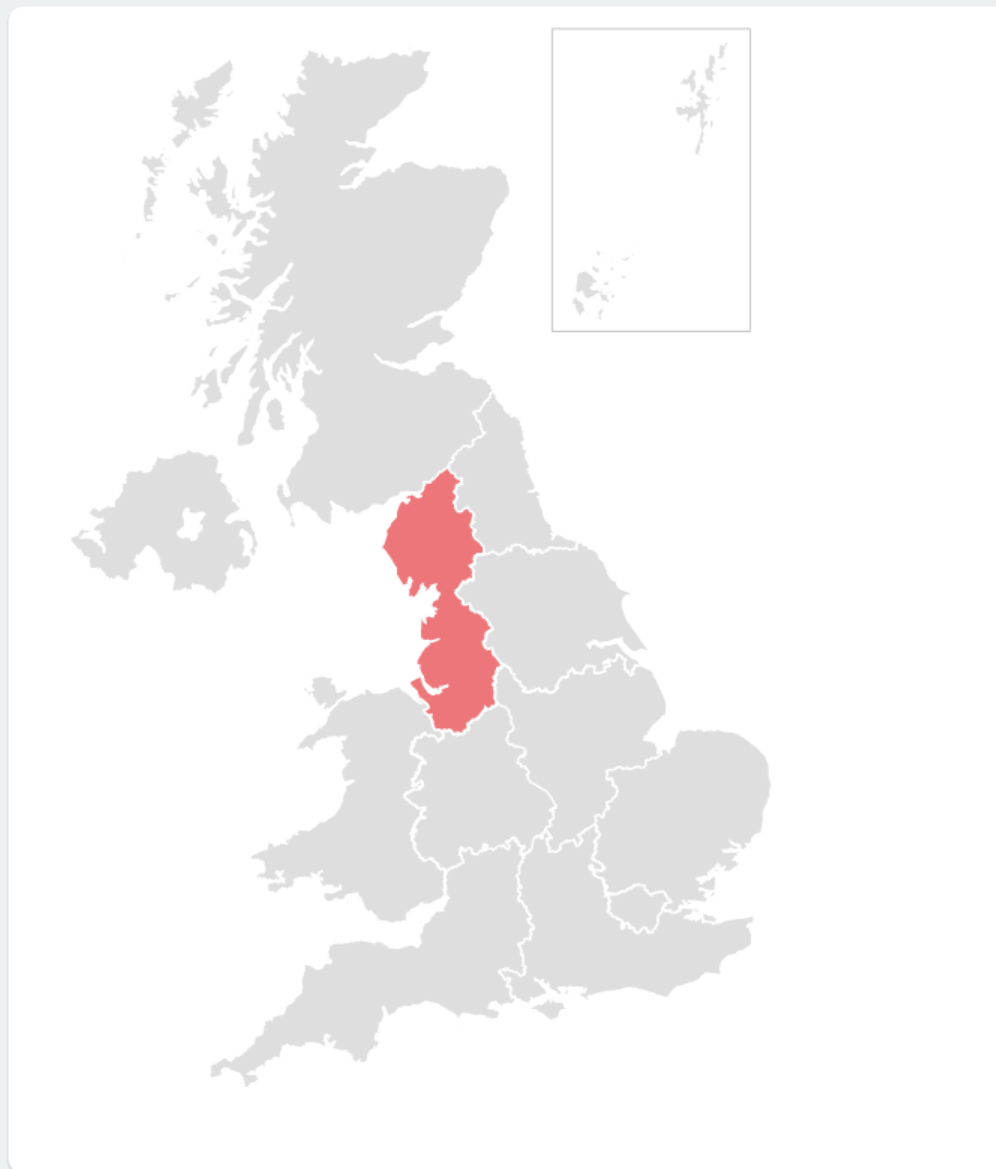
Artform



Segment



Select a location:



Key Facts:

North West

AVERAGE TICKET YIELD



£16.78

Audience Finder Box Office Data
2012-13

TOTAL HOUSEHOLDS



3,042,819

2011 ONS Census

TOTAL INCOME



£12,565,693

Audience Finder Box Office Data
2012-13

TOTAL POPULATION



7,116,059

2011 ONS Census

National audience: location

? Support <

BROWSE ALL AUDIENCES

Location

East

East Midlands

London

North East

Northern Ireland

North West

Scotland

South East

South West

Wales

West Midlands

Yorkshire and The Humber

Artform >

Segment >

NORTH WEST

You can download the full area profile report, or browse some of the key facts about the size, nature and behaviour of arts audiences in this area below.

Download

AVERAGE TICKET YIELD



£16.78

Source: Audience Finder Box Office Data 2012-13

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Source: 2011 ONS Census

NORTH WEST BY SEGMENT

- > Total Bookers
- > Total Income
- > Total Population
- > Total Tickets

A breakdown of the total number of unique bookers for performances, derived from box office data



WHAT'S THIS?

This chart displays the North West break-down by segment.

Hover over or click a segment to find out what proportion of your bookers it accounts for.

National audience: artform

- BROWSE ALL AUDIENCES
- Location >
- Artform v
- Children and Family
- Christmas Show
- Contemporary Visual Arts
- Dance
- Film
- General Entertainment
- Literature
- Museums/Exhibitions
- Music
- Musical Theatre
- Outdoor Arts
- Plays/Drama


Select an artform:

CHILDREN AND FAMILY




> Read more

CHRISTMAS SHOW




> Read more

CONTEMPORARY VISUAL ARTS




> Read more

DANCE




> Read more

GENERAL ENTERTAINMENT




> Read more

FILM




> Read more

MUSEUMS/EXHIBITIONS



> Read more

LITERATURE



> Read more

Artform


Trends and benchmarks that provide insight into audiences across a variety of art forms and cultural sectors.

National audience: segment ? Support

- BROWSE ALL AUDIENCES
- Location >
- Artform >
- Segment v
- Metroculturals
- Commuterland Culturebuffs
- Experience Seekers
- Dormitory Dependables
- Trips & Treats
- Home & Heritage
- Up Our Street
- Facebook Families
- Kaleidoscope Creativity
- Heydays


Select a segment:

METROCULTURALS




> Read more

COMMUTERLAND CULTUREBUFFS



> Read more

EXPERIENCE SEEKERS




> Read more

DORMITORY DEPENDABLES




> Read more

TRIPS & TREATS




> Read more

HOME & HERITAGE




> Read more

UP OUR STREET



> Read more

FACEBOOK FAMILIES




> Read more

Key Facts:


Dormitory Dependables

AVERAGE TICKET YIELD



£18.17
Audience Finder Box Office Data 2012-13

TOTAL INCOME



£19,538,685
Audience Finder Box Office Data 2012-13

TOTAL POPULATION



6,898,423
2011 ONS Census

National audience: segment

- BROWSE ALL AUDIENCES
- Location
- Artform
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- Metroculturals
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- Experience Seekers
- Dormitory Dependables
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- Heydays

DORMITORY DEPENDABLES



[More Details](#)

- A significant proportion of arts audiences are made up of this dependably regular if not frequently engaging group
- Most live in suburban or small towns and show a preference for heritage activities alongside popular and more traditional mainstream arts
- Many are thriving, well off mature couples or busy older families
- Lifestage coupled with more limited access to an extensive cultural offer mean that culture is more an occasional treat or family or social outing than an integral part of their lifestyle

[Statistical appendix](#)

[Download](#)

AVERAGE TICKET YIELD



£18.17

Source: Audience Finder Box Office Data 2012-13

TOTAL INCOME



£19,538,685

Source: Audience Finder Box Office Data 2012-13

TOTAL POPULATION



6,898,423

Source: 2011 ONS Census

DORMITORY DEPENDABLES BY ARTFORM

- Total Bookers
- Total Income
- Total Tickets

A breakdown of the total number of unique bookers for performances, derived from box office data

Workshops

Music

Musical Theatre

General Entertainment

Christmas Show

Children and Family

Outdoor Arts

Plays/Drama

Contemporary Visual Arts

Dance



Film



Literature



Museums/Exhibitions

National audiences



Support

BROWSE ALL AUDIENCES

Location



Artform



Segment



Metroculturals

Commuterland Culturebuffs

Experience Seekers

Dormitory Dependables

Trips & Treats

Home & Heritage

Up Our Street

Facebook Families

Kaleidoscope Creativity

Heydays

DORMITORY DEPENDABLES



- A significant proportion of arts audiences are made up of this dependably regular if not frequently engaging group
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Overview

Lifestage & location

Predominantly older families and singles, with a large proportion of households with children. There are significant numbers of households from this group spread across every English region, with the biggest concentrations found in the South East and the North West.

Opportunity

Infrequently attending but regular, Dormitory Dependables make up one of the largest proportions of the population. They are warm to museums and the arts, and in particular to popular and mainstream events. A small increase in their individual engagement could potentially have a big effect on audiences overall. They are very keen on live music events and have a particular preference for the heritage offer.

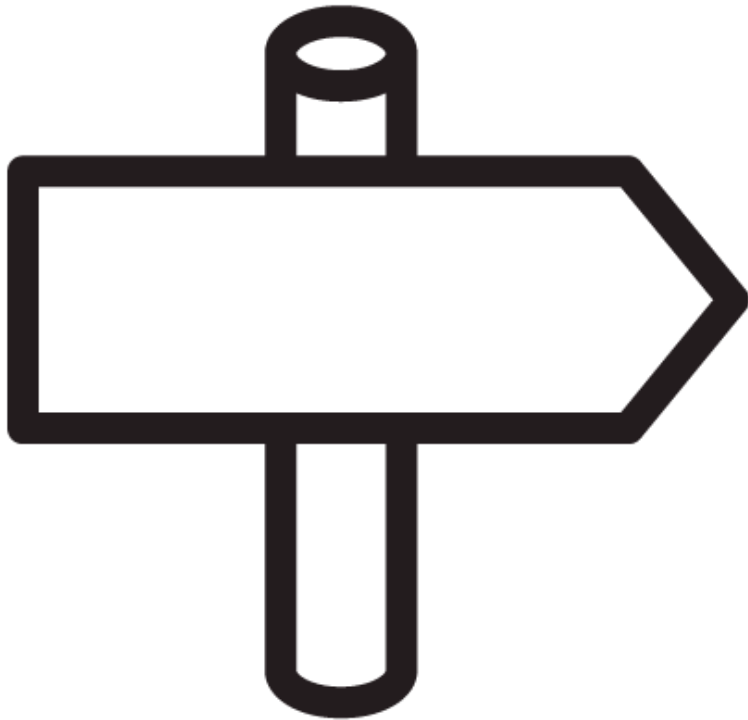
Interests

Location

Preferences

How to engage

Resources and support



Other services

- Fieldworker training
- Consultancy
- Sample frameworks
- Further reporting

Thanks for listening.

alice.hockey@theaudienceagency.org

 the audience agency

Understand who your audiences are.
Discover who they could be.