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Audience Finder is funded by Arts Council England



Supported using public funding by
**ARTS COUNCIL
ENGLAND**

We work in partnership with

BAKERRICHARDS

providing the ticketing data warehouse



theaudienceagency.org

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An introductory guide



Introduction

Audience Finder is based on two simple principles. Firstly, that understanding who our audiences are – and who they could be – is essential to any significant, lasting audience development. This is now a commonly accepted principle, although sourcing and processing the data to build that understanding can still be challenging.

The second is that the value of the data any single organisation has about its audiences can be greatly enhanced by being combined, compared and integrated with data from elsewhere. Looking at data about your own audience in isolation cannot show who is not engaging, who could be persuaded to, or what you might do differently to attract them. Nor can it show you what might happen if you chose to do things differently. By comparing audience data from many organisations, however, we can spot opportunities for change - nationally, regionally, by artform, or for any organisation taking part.

In 2012, as a new charity, The Audience Agency set out to create a national data programme with funding from Arts Council England. We were motivated by a strong sense of the democratising power of data, to anticipate the needs of our current audiences and to find and connect with new and different audiences.

The idea was a simple one: to collect comparative audience data from across the cultural sector and link it up with other useful data to create a tool enabling organisations to spot opportunities in the big picture. Simple though the idea was, it presented considerable operational and technical challenges. But with the support and engagement of hundreds of organisations in the wider Audience Finder community, we created a world first: a comprehensive national data-set of audiences, now drawn from over 800 organisations, representing over half the households in the UK, accessed by thousands of cultural practitioners to inform audience development and engagement.

With Arts Council England funding confirmed until 2022, we can now plan the next cycle of the programme with confidence, and most importantly with you, our users. This guide offers a straightforward outline of what Audience Finder is and does as well as recent improvements we have made based on feedback from the user community. There are many more resources online and in our newsletters. You can also get help from our support team or at a user event and we hope you'll use these opportunities to tell us how we can best serve your needs.



Anne Torreggiani CEO

Audience Finder Guiding Principles

- **User-led:** R&D will always be directed and tested by users and geared towards their needs and challenges
- **Open:** we are committed to Open Data principles and will make data responsibly available to others who bring value to the sector. Audience Finder will remain open to all comers
- **Free:** the essential service (including any Arts Council England reporting requirements) will always be free to data-contributors
- **Secure & trustworthy:** we will model good practice in data protection, strive for robust results, act with confidentiality, and follow our Community Charter
- **Add value:** to users' own work and existing tools without duplicating effort, to the work of potential collaborators, ensuring interoperability with initiatives benefitting the sector.

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How Audience Finder Works



Audience Finder

Audience Finder is a free national audience data and development programme that enables cultural organisations to access, compare and apply audience insight. It combines data from all UK households with information about audience behaviour and profile to highlight opportunities for growth and change. It is an essential part of any audience development toolkit and provides useful benchmarks and reports.

Audience Finder is powered by data provided by hundreds of cultural organisations direct from their ticketing system and/ or from the standard Audience Finder survey which is then linked to other population information.

Insights can be used for programming, marketing, resource-planning, advocacy, partnership-working and more. As well as creating a national and local picture of audiences, Audience Finder gives organisations personalised dashboards presenting their own audience data in easy to navigate sections comparing to national benchmarks. Audience Finder also allows users to easily report to Arts Council England and other funders. Audience Finder is developed and managed by The Audience Agency for and with the cultural sector, and receives funding from Arts Council England.

How we define audiences

In Audience Finder we use the word 'audience' in the widest sense, to mean people that may be interested in arts or cultural activities or experiences, whether they have engaged previously or not.

More than stats

The first step in successfully finding audiences is to understand them. Audience Finder helps you understand your audience in more depth by adding extra information to explain what they are like, and to show potential engagement opportunities. It can help:

- set more accurate targets
- optimise or inform new programming or communication strategies
- identify potential to increase engagement and revenue or reach new audiences
- support advocacy and the case for support
- form and plan collaborations
- explore the feasibility of new facilities

The right offer to the right people, at the right time

Embedded in Audience Finder is our Audience Spectrum profiling system (see page 21). This divides the population in to 10 groups that each behave in a certain way when it comes to arts and culture. Within Audience Finder you can see how your audience fits with these Audience Spectrum profiles and how to target them in the right way.

Reaching potential audiences

Audience Spectrum can also help pinpoint potential audiences in a specific geographical area. The mapping section of Audience Finder makes it easy to see hotspots in a neighbourhood where people with similar attitudes and interests to your existing audience can be found.

Developing new audiences

Reaching out to a completely new audience can be hard. Audience Spectrum provides pen portraits describing what different groups of people might respond to, including those who don't often take part. Using this in conjunction with the mapping tool can set organisations on the right path to developing and targeting a more relevant offer.

Putting insight into action

There are many different ways of putting Audience Finder insights into action. You'll find a range of practical examples online, including case studies and webinars. The Audience Development Planner wizard in Audience Finder also offers a simple framework for using insight. It provides a series of questions (and if already contributing data, some of the answers) to help you set goals, identify and plan activities to build audiences.

Getting help and advice

There is an extensive bank of online resources offering practical support in how to get Audience Finder set up, how to use it and how to apply the insight. We also offer a number of free surgeries, a helpline and other forms of support. There are now hundreds of users in the Audience Finder community to whom you can turn for suggestions and we help you to connect to this community through newsletters and user events.

Who is Audience Finder For?

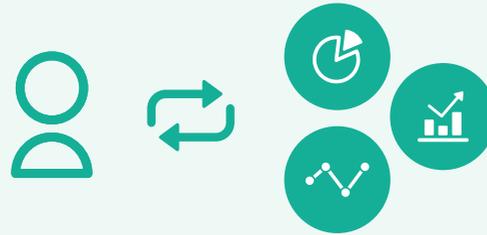
Audience Finder is designed to help a wide variety of cultural practitioners learn more about audience patterns and trends. It is particularly relevant to organisations who want to grow or change their audience and who can contribute audience data for comparison and profiling.

Audience Finder headlines are freely available online, and any public-facing cultural organisation can benefit by contributing data and receiving analysis of their audience as a free service. The programme is designed to make it as easy as possible for organisations of all shapes and sizes to be involved.

Audience Finder is and will always remain free to use.



Anyone can register a 'User account' with Audience Finder to access the free national data benchmarks and insights.



Users who contribute audience data can see their own organisation's data presented in a personalised dashboard comparing it to the wider sector.

All organisations can get involved by using the standard Audience Finder survey to collect and upload data, and/ or by registering their website for analysis. Ticketed organisations can also contribute booking data by automated feed.

Many organisations work together with others in the same artform or region to share and compare insight.

Hundreds of organisations
are already part of the
Audience Finder community.
#audiencefindercommunity

They include performing arts venues, touring companies, museums, galleries, festivals, outdoor arts and many other kinds of cultural organisations.

How to get started

Follow these simple steps to start using Audience Finder:

1

Register a user account at audiencefinder.org/register

Once your email address has been verified, you can gain instant access to the National Data insights in Audience Finder. Anyone can request a user account.

2

To set up an organisational dashboard (and see your data in a personalised dashboard), you need to contribute either ticketing and/or survey data to Audience Finder.

To start contributing data to Audience Finder contact our support team on audiencefinder@theaudienceagency.org

3

If you are unsure what data (ticketing or survey) you can contribute in Audience Finder, please contact our support team who will answer your questions and guide you through the set up process.

Audience Finder Support Team

Available 10am – 6pm Monday – Friday

Email: audiencefinder@theaudienceagency.org

Tel: 020 7260 2505

Ticketing Data in Audience Finder

Organisations contributing booker data through an automatic feed from their ticketing system can compare these metrics:



Total bookers



Total tickets



Average party size



Total income



Average ticket yield



No of events



Audience profile using Audience Spectrum



Booking frequency



Booking day



Advance booking



Artform crossover



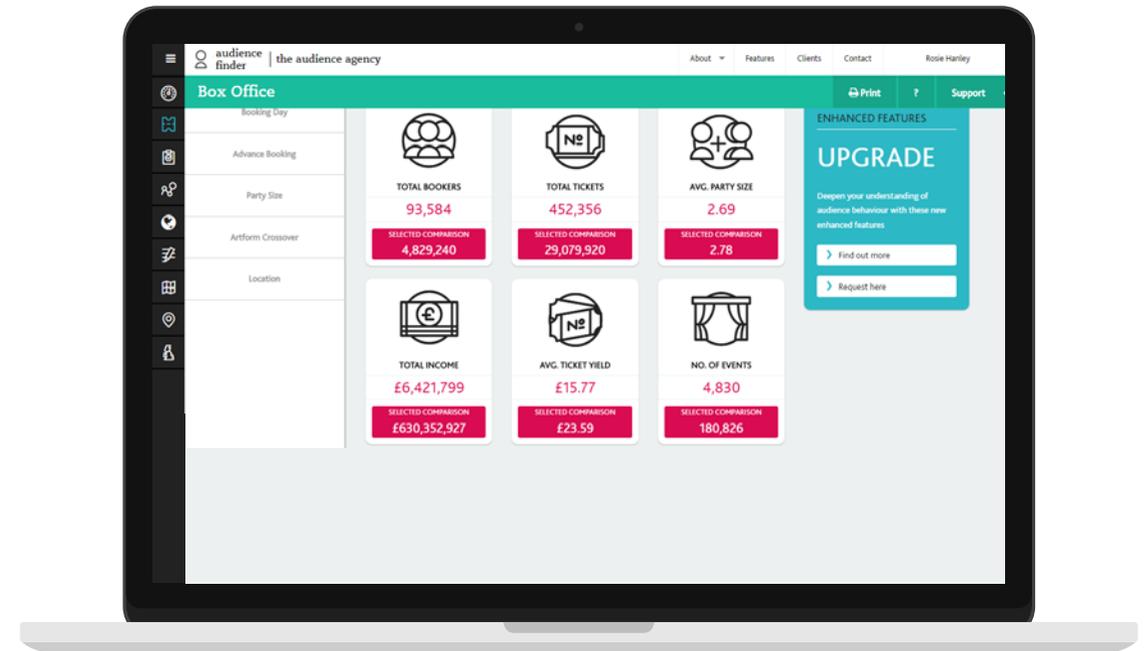
Location

How does the data feed work?

We will set up a connection to your ticketing system that automatically extracts the necessary data. The extraction process is covered by a data agreement that you will need to sign before any data is pulled from your system.

Artform Coding

In order to compare data and to create helpful national benchmarks, all events included in Audience Finder need to be given an artform code from our detailed list of categories. Users can find resources on how to do this easily at theaudienceagency.org/artform-coding and our support team are always on hand to help you through this process.

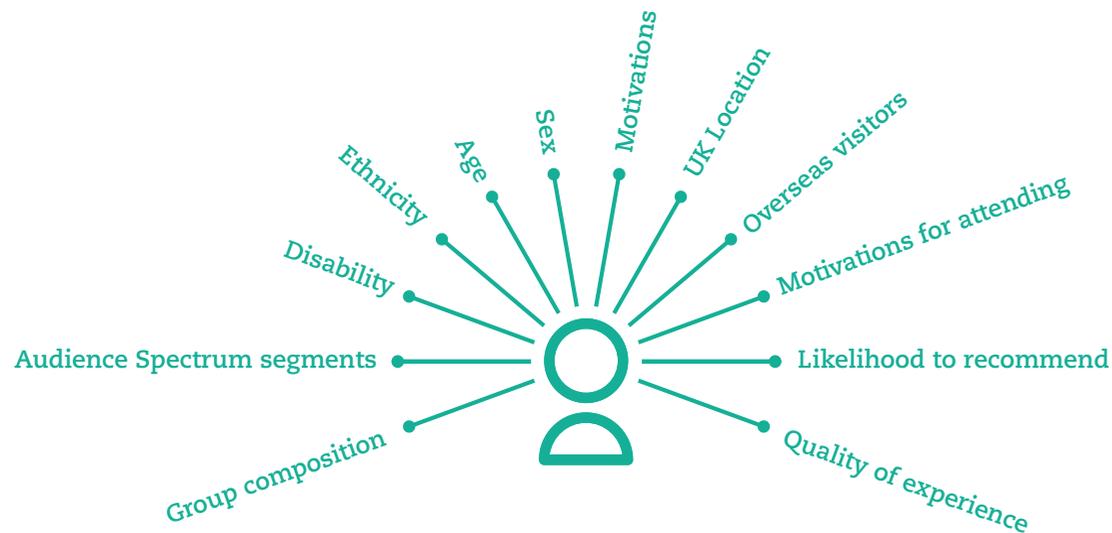


Survey data in Audience Finder

We offer a standardised basic survey as a free service in Audience Finder. Organisations who take part collect responses face-to-face onsite or as an e-survey and then upload them for analysis and to view the results on their dashboard.

The basic survey consists of a number of core questions that are standardised to allow for the greatest comparability and benchmarking.

Standard survey metrics:



You can add more and different questions to the survey, find out how by contacting our survey team on audiencefinder@theaudienceagency.org



The Audience Finder survey can be customised with additional question sets or your own bespoke questions (customisations can incur a cost - contact us to discuss your specific needs).

To collect data, you can use a face-to-face interviewer led OR an e-survey methodology, and we recommend you collect for a minimum of one year to ensure the sample is from a representative cross-section of your audience. Sticking to a set timeframe also allows you to compare results year on year. During this time you should aim for at least 380 responses, to be statistically confident in the results.

Responses are updated to the online dashboard for monitoring once a week from the moment you start collecting. Respondent postcodes are profiled using Audience Spectrum once you have reached the 380 target. Results can be compared to a number of free comparators including population census data and other arts attender predefined groups. At the end of the year you can request an excel file of the raw response data.

The Audience Finder Dashboard

When you log onto the dashboard you will find a number of features listed on the left hand side-bar. These include:



Survey

The Survey section shows results gathered through the Audience Finder survey. For each of the Audience Finder standard questions/metrics, results are shown visually with data tables under each chart. Organisations can compare their survey data with others at a national, regional or sector level. This section of the dashboard is updated weekly.



Box Office

The Box Office section shows an organisation's ticketing data with metrics under headline themes. Data is presented visually and is easily navigated. Organisations can compare their data with others at a national, regional or sector level. This section of the dashboard is updated weekly.



Web Users

This section of Audience Finder presents information about who is visiting an organisation's website. It shows their profile and location and their journey before and after they visited the website (both upstream and downstream websites). Contact our support team to set this up.



Web Analytics

This section gives useful information such as the average time people spend on an organisation's website and how many unique visits it has had. To set it up, simply enter your organisation's website and make the request in Audience Finder.



Reports

Users who are contributing ticketing or survey data can generate an Audience Report which can be used for reporting to funders and stakeholders. It will take around 20-30 minutes to generate.



Development Plans

Users can create Audience Development Plans using the wizard to follow planning steps. It has a number of handy tips and hints and can be saved or downloaded to continue working on at a later point. Anyone can use this feature, though the greater benefit is to organisations who are contributing data.



Mapping

The Mapping section helps identify where different Audience Spectrum segments are concentrated in any chosen area. It can inform decision-making for marketing campaigns, touring strategy and more.



National Data

This section gives national insights based on the whole aggregate of box office and survey data from all of the Audience Finder users. The National Data section is broken into three subcategories:

- Location
- Artform
- Audience Spectrum segment



showstats.org

Comparing audiences for different productions

Show Stats is our audience insight tool that allows touring companies and venues to see their audience profiles and behaviours across a tour, on a production-by-production or performance-by-performance basis.

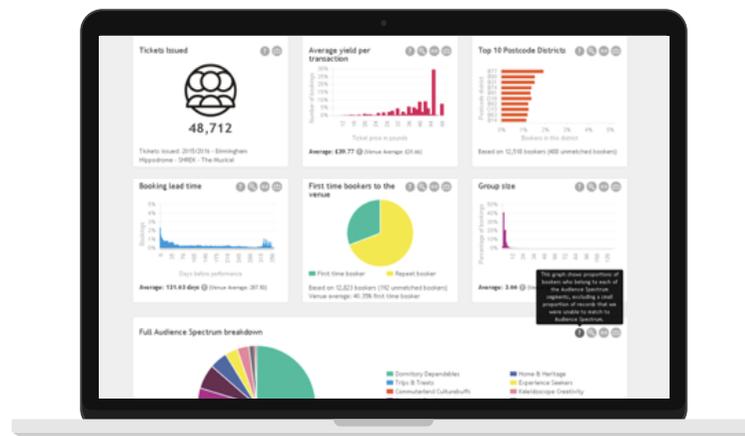
Show Stats offers a free annual report summary for touring organisations that can be used for reporting to funders, including Arts Council England.

Show Stats provides essential audience information to support:

- tour planning
- venue relationships
- understanding audiences for different productions
- advocacy
- audience development for touring companies

Audience metrics in Show Stats include:

- Tickets issued
- Average yield per transaction
- Top 10 postcode districts
- Percentage of first time bookers to the venue
- Audience Spectrum profile
- Booking lead time
- Group size



Getting started with Show Stats

Request a new account at showstats.org/Account/SignUp You can register as a Venue, Touring Organisation or Both. Once you've registered, a member of our Support team will be in touch to set up your account and provide you with a login and password.

As soon as your account is set up you can start selecting your productions and performances in the 'Find Productions' section of Show Stats.

After selecting productions, touring organisations need to wait for the host venue to approve their request, which will happen automatically.

Touring organisations can create a free Annual Summary report from all approved productions in their Show Stats account for the previous financial year.

In addition, all approved productions can be 'activated' to give you access to more dynamic reporting in Show Stats. Activating productions has a minimum annual charge of £100 +VAT giving you access to audience reporting on up to 10,000 tickets. For more information about billing in Show Stats visit showstats.org/about.

If you have any questions about Show Stats,
please contact our Support Team on
audiencefinder@theaudienceagency.org



Audience Spectrum is The Audience Agency's audience profiling tool, which helps to give context to the data within Audience Finder. It segments the UK population by their attitudes towards culture, and by what they like to see and do.

There are 10 different Audience Spectrum profiles that you can use to understand who lives in your local area, what your current audiences are like, and what you could do to build new ones.

Audience Spectrum segments the whole UK population according to their cultural preferences and habits at a household level. That means that every family, couple, house-share or singleton has been grouped according to the extent to which they are similar in their arts habits to other people in the UK. This gives us 10 distinct profiles who should all respond in a reasonably similar way to the offer that we present.

How does Audience Spectrum work in Audience Finder?

In Audience Finder we use Audience Spectrum as the fundamental way of describing and differentiating audiences.

Every dashboard in Audience Finder includes an Audience Spectrum profile of your audience, with some useful pre-set comparators such as the local population or similar organisations.

The audience survey asks for a full postcode from respondents and we use this to create an Audience Spectrum profile of the sample. Segments tend to cluster geographically, so across a good size and quality sample this can give an accurate profile of your audience. The ticketing data has a more detailed level of address, which we match to a segment for the specific household and then anonymise in our database. This means we have a near perfect match for every booker with an address.

Click through to the pen portraits and infographics describing the segments in great detail to help you plan activities that will appeal to your audience mix. theaudienceagency.org/audience-spectrum/profiles



The best place to start is to find out more about these different audience types. Head to the Audience Finder 'Segment' dashboard to start exploring.

ENGAGEMENT

HIGH

Metroculturals – Prosperous, liberal urbanites interested in a very wide cultural spectrum



Commuterland Culturebuffs – Affluent and professional consumers of culture often with a bias towards classics



Experience Seekers – Highly active, diverse, social and ambitious, engaging with a wide range of cultural offers on a regular basis



MEDIUM

Dormitory Dependables – Living in suburban and small towns, interested in mainstream arts and heritage



Trips and Treats – Decisions influenced by children's needs, family and friends, interested mainstream arts and popular culture



Home and Heritage – Living in rural areas and small towns, day-time activities, heritage and historical events main interest



LOW

Up our street – Modest in habits and means, popular arts, entertainment and museums



Facebook Families – Younger suburban and semi-urban, enjoy live music, eating out and pantomime



Kaleidoscope Creativity – Large, exclusively urban mixed age group, underrepresented in cultural institutions, enjoy free local events, outdoor arts and festivals



Heydays – Older people often in sheltered housing with very low level of engagement, interested in crafts, painting, church group or community library



Support & Resources



Support Desk

We have a dedicated support team available 10am – 6pm Monday to Friday who can help with any Audience Finder related enquiry

audiencefinder@theaudienceagency.org

020 7260 2505



Audience Finder one to one support

We offer one to one support sessions designed to help you make Audience Finder and other tools work for your organisation, or to tackle a specific challenge.

Request a session by contacting our support team.



Guides and Resources

Visit theaudienceagency.org to find Audience Finder guides, top tips and case studies



Audience Finder Community Newsletter

Read the newsletter to find out about the latest features, insights and applications of Audience Finder.

Sign up at: theaudienceagency.org/signup and encourage your colleagues to do the same



Audience Finder Community Events

We hold regular regional sessions open to all organisations that contribute data to Audience Finder. Come along to find out about latest developments, to share top tips and bright ideas with fellow users, and to give us your feedback and suggestions.



Insight Briefings

We're committed to sharing what we learn about changing audience behaviours and trends. We publish benchmark reports and other findings online theaudienceagency.org/insight, in Arts Professional and other publications. We also hold free briefing events exploring findings, often in partnership – check Audience Finder News for upcoming events.



Feedback

To help ensure Audience Finder remains useful to the whole sector, we rely on your feedback and comments. There are a number of ways you can talk to us:

- Contact us at audiencefinder@theaudienceagency.org
- Speak to our Support Team 020 7260 2505
- Come to one of our free Audience Finder Community Events
- Follow us on Twitter [@audienceagents](https://twitter.com/audienceagents)
- Take part in our independent programme evaluation when you receive an email

Audience Finder enhancements

Audience Finder is a free service to any cultural organisation offering a detailed profile of their annual audience compared with a range of relevant benchmarks and comparators.

For more in-depth analysis or other applications of the Audience Finder data, we offer a range of affordable paid-for enhancements, as well as customised research and analysis which can go far beyond the basic Audience Finder package. The Support Team can talk through your needs and the best options.

Enhancements include:

Audience Finder Enhanced Ticketing Data Dashboard

Gives you three extra filters:

- Compare productions or seasons using the custom date ranges
- More artform choices enable you to breakdown your productions by sub-genres (eg Classical Music rather than just Music)
- Compare each specific Audience Spectrum type in your data

Each filter can be purchased separately for £350 or £1,000 for all three (annual licence).

Audience Finder Enhanced Survey Dashboard

Makes understanding and reporting on your audiences and visitors even easier:

- Understand the different motivations for new and returning visitors
- Gain insight into the behaviour of different visitor types such as individuals, group visits and families
- Compare visitor profiles for different productions and exhibitions using the custom data range

Each filter can be purchased separately for £350.



Audience Spectrum CRM Data Tagging

- If you have a ticketing or other CRM system, you can assign every one of your customer records an Audience Spectrum type. This allows you to start running tactical campaigns based on specific segment types.

Audience Spectrum Data Tagging starts from £2,000 (annual licence)

Audience Spectrum Targeted Lists

- Refresh an existing marketing campaign or unlock opportunities in your database with segmented direct mail shots and distribution runs by purchasing a targeted list from your database for you using Audience Spectrum.
- Targeted Lists are a quick and practical way to use tactical audience segmentation in your daily marketing plans (supplied by Experian)

Cost: £275 + VAT for first 1,000 records you receive, plus £75 + VAT for every additional 1,000 records thereafter.

Audience Spectrum Profile

- An Audience Spectrum Profile report shows your audience across the Audience Spectrum segments, and compares this to a benchmark of your choice.

Cost: £200 + VAT

Audience Spectrum Profile Plus (with maps)

- An Audience Spectrum Profile Plus provides a breakdown of your audience by the Audience Spectrum with a map of where they are in your catchment area and includes analysis from our Research team.

Cost: £325 + VAT



Area Profile Reports

Area Profile Reports are the best way for you to get the full picture of the population in your area.

It can help you with marketing, strategic planning, advocacy or as a starting point for organisational change. Area Profile Reports are popular because they are user-friendly, bespoke to your area, and easily actionable.

Area Profile Report Standard

- The Area Profile Report Standard provides an overview of the population within a target area you set (such as a town, local authority or drive time) and compares it to the population of a wider area.
- It includes The Audience Agency's Audience Spectrum segmentation profile as well as Mosaic profiles, levels of arts attendance and demographic information.

Cost: £125 + VAT

Area Profile Report Plus

- The APR Plus includes all the above alongside a breakdown of these variables for every postal sector within your target area.
- This incredibly powerful report gives you an in-depth picture allowing you to understand how neighbourhoods within your target area differ from one another.

Cost: £350 + VAT

Engagement Area Profile Reports

The Engagement Area Profile Report includes all the content in a Area Profile Report Standard plus the following themes:

- Disability and Health
- Older People
- Young People
- Disadvantaged or Underserved Communities
- Local Communities
- Families
- This report is designed to be especially useful for those professionals in learning, participation or engagement roles, but not exclusively so.

Cost: £275 + VAT



To find out more, visit
theaudienceagency.org/tools

Audience Finder Community Charter

We help cultural organisations to use our national data to develop their relevance, reach and resilience.

Our Audience Finder Charter is the promise we make to our community of users.

The Charter is a living document – you can find the latest version on our website.

Your needs first

- Products and services are prioritised and designed with and for our users
- We welcome feedback through any channel and always acknowledge it [see the support and feedback page 23]
- We will respond to your enquiries within three days and be clear in our response
- We will always make clear what we plan to deliver to you and why, as well as setting out our expectations of you as a user/client
- We will ensure that that our work is accurate, well presented, properly contextualised and actionable
- We will keep users informed of new developments and signpost opportunities for users to work together
- We act with discretion and confidentiality. We will never share information about an organisation without their express permission

Mission before profit

- Any surplus generated through Audience Finder will be reinvested in the programme
- The essential Audience Finder service as funded by Arts Council England will always be free and open to any organisation contributing data
- Prices and fees for any paid-for services, options or add-ins will be clearly displayed and discussed
- We seek out collaboration and resources to add value and make connections that bring efficiencies for the benefit of the sector
- All our work respects the views and rights of audiences

Committed to quality

- We have established QA processes which are transparent, externally verified and regularly reviewed
- All our funded programmes are independently evaluated
- Audience Finder has a critical friend as adviser
- We have clear security safeguarding policies (and are registered with the ICO) which are integral to our methodologies and approaches
- We take our responsibilities seriously under the Equality Act 2010 and have a policy in place

We are responsible custodians of the national audience data set

- We only use data for the good of the public and sector and will never use data for profit without public benefit
- We are committed to Open Data principles, and make data safely available in a form suitable to those who can bring value to the sector
- We will always make aggregated data available to Arts Council England but will not make data about specific organisations available without their express permission

Audience Finder FAQs

Can I contribute both ticketing and survey data?

Yes, absolutely – and we encourage you to do so. Collecting survey data along with ticketing data extractions, will give you behavioural information alongside attitudinal and demographic data including protected characteristics. Get in touch with our support team to get set up.

Do we need to inform our audiences that we are sharing data in this way?

No, all data in Audience Finder is processed so that analytics and reporting use an anonymised code rather than an individual's personal data. Furthermore, we don't use any data we collect for contacting the audience members in any way, and you are not required to inform customers if you use their details for research purposes.

For more information about data protection and data sharing go to audienceadatasharing.org

Can I benchmark against specific organisations?

Yes, you can create your own bespoke benchmarking groups by working in collaboration with other organisations collecting data in Audience Finder. Costs are £100+VAT per org per year for a bespoke grouping (capped at £1,000 per group), to find out more contact our support team.

Is there any way to filter certain bookings out of our results without excluding the whole performance (for example group bookings or complimentary tickets)?

After completing your ticketing data set up we will ask you to code your events by artform. During this process you can exclude whole events from your reporting that might not be relevant, eg hire. Then, once your data is in the dashboard you can exclude zero value sales or group bookings (10+ tickets in a single transaction) using the additional filters.

What's the best way to conduct a survey with a small staffing capacity?

There are a number of ways to get round the problem of staffing, including using volunteers, adapting methodology to make it most efficient in the situation or using incentives to drive visitors towards completing the survey. We can help you to train and support staff: contact our Support Team to find out how.

Why is the survey target 380 and what happens if I don't reach it?

We have given this number as an aim for those collecting audience surveys with Audience Finder. This will give results a 5% margin of error at the 95% confidence level. This gives results which, if sampled well, can be relied upon to represent your audiences. This is true of any organisation no matter what size audience they have. However if you don't manage to reach that target you can still see your results in the dashboard, with the margin of error calculated based on sample size achieved. This means you can take the accuracy of results into account when making decisions.

How can I make sure my sampling is representative?

There are a number of things to consider when sampling, such as covering a good cross-section of your offer, where you approach visitors, which member of a group you interview, a good mix of times of day/week. We can help you train fieldworkers but you can also check out the Guide to good sampling: theaudienceagency.org/insight/good-practice-guide-to-sampling



You will find more information at theaudienceagency.org/insight/audience-finder-faqs

If you have any questions about Audience Finder please contact our Support Team:

e: audiencefinder@theaudienceagency.org

t: 020 7260 2505

