the audience agency

Survey Methodology

A quick guide to the survey methodologies offered through Audience Finder to help you choose what works best for you:

1. Face-to-face: paper surveys

This methodology is interviewer led and requires organisations to recruit and manage their own fieldworkers to administer the questionnaire.

In order to ensure a large and representative sample, the survey responses should be collected consistently throughout your full year of programming. This approach works well for organisations that have a steady flow of visitors, giving fieldworkers a larger sample frame within which to conduct the surveys. It may be less appropriate for organisations whose audience members often arrive and leave at the same time, minimising the opportunity to carry out the surveys.

Surveys collected will have to be inputted into your online portal found on the Audience Finder dashboard; this can take longer than you expect and will need to be allocated a reasonable amount of time.

2. Face-to-face: tablet surveys

To save time on data entry some organisations choose to use tablets for collecting survey responses face-to-face.

To enable data to be collected on a tablet, you'll first need to download and install the Snap Mobile application on your device(s). This application can be found on the App Store (Apple) or Google Store (Android). The Audience Agency will provide you with a login and your survey will be preloaded into the application. The Snap Mobile app does not require wi-fi as responses are saved locally to your device. Once a tablet is back within wi-fi range, it can be synced with the online Snap server and responses uploaded to Audience Finder.

3. E-survey

This methodology may require box office information or members of staff or volunteers to collect 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 collection so that bookers will have recently engaged with the 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 sampling your audience 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.

	Pros	Cons
Face-to-face **(paper, 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	- Fieldworkers require research and interviewer training - Not appropriate for all events - Data entry can be time-consuming
E-survey	- Cheaper and quick - Can include a higher number of questions than the face-to-face survey - No survey response data entry required	- Low response rate (max 20/25%) - Sample likely to be biased, unless completion of the e-survey is incentivised - Time required to set up email send out

Premium: Mixed methodology

If you think more than one methodology would work for you and you want to boost your sample using two types of survey, you can choose two of the above methodologies for £250 + VAT.