the audience agency

Digital Audience Survey Guidance

Contents

the audience agency

As so many creative activities move online in response to COVID-19, we have launched a free Digital Audience Survey to help users understand more about their online audiences.

Why use the Digital Audience Survey?

- Understand who your online audiences are and get their feedback
- Compare the profile of your physical and digital audiences
- Compare your digital audience with other organisations in the cultural sector
- Compare your audiences to other digital cultural audiences across the UK
- Identify opportunities for future audience and programme development
- Plug some of the audience 'data gap' resulting from COVID-19

How to get started

As part of our work on Audience Finder 2.0 Beta (our next generation Audience Finder service) we have launched a new feature enabling organisations to set up their Digital Audience Survey and receive the survey link within the dashboard with the click of a button.

Audience responses can then be downloaded immediately in real time - which means no more waiting around for data uploads.

To get started, please log in to Audience Finder 2.0 Beta using your existing Audience Finder dashboard credentials and on the homepage scroll down to the 'Surveys' section and click 'Set up a Digital Audience Survey'. Click through the guidance and activate the survey. You will then be able to access the survey link and start collecting data straight away.

Please be aware, this option will only allow you to create the standard version of the Digital Audience Survey, if you wish to add any bespoke questions or customise your survey, please fill in the Digital Audience Survey request form and the team will be in touch to discuss your requirements.

Additionally, if you don't yet have an Audience Finder log in, and would like to get set up with a Digital Audience Survey, please fill in the Digital Audience Survey request form and a member of the team will be in touch to assist you.

Things to be aware of...

For speed of service to the widest range of organisations, we are unable to make any amendments to the free version of this survey such as personalised references to the organisation or adding/removing questions or answer codes.

If you are interested in making some customisations to your survey, such as adding branding and references to your organisation or adding a bespoke question, please fill in the Digital Audience Survey request form.

This service does not extend to the submission of data from externally managed web surveys. This means that we will not take data on an organisation's digital audience, collected on platforms such as Survey Monkey.

The responses to this survey cannot be counted towards any reporting requirement targets set by your funder.

In regards to GDPR compliance, as the survey will be deployed by the organisation, they will still be the data controller and The Audience Agency the data processor. However, the survey introduction will need to reference both the organisation and The Audience Agency as data controllers and processors. In order to do this, each organisation will have to add in their own introductory text that sits on their website, as it cannot appear within the survey introduction itself.

Your survey link will be active until **31st August 2021.** Organisations can choose to run the survey until this time if they wish or up until they re-open to the public.

Additional Insights

The Audience Agency can also provide some great value additional features including:

- Tailored questions | £100 + VAT per question.
- Personalised survey (addition of a logo and your organisation's name within the introduction and question texts) | £100 + VAT.
- Additional Audience Spectrum or Mosaic profiles | £200/£350 + VAT respectively.
- Bespoke reporting or support with interpreting your results | Price on request

the audience agency

Deploying your survey online

This survey is designed to help you better understand who engages with your digital creative content and why. It is not designed to assess your website's usability or design effectiveness. In addition to including the survey on your website, you can also share the survey on any of your social media channels. We do not recommend including the survey link in any newsletters or email campaigns, as newsletter/email recipients may not have engaged with your digital activity recently.

Options for deployment

Option 1 – Create a pop-up window which contains an invitation to the survey and the survey link. If you are opting for this method, it's important to think about the design of the window. Make sure it's branded so users do not mistake it for advertising and automatically close it. Additionally, consider the timing of the pop up and its placement on your website.

Pros

Pop-up windows can be effective at attracting attention from users and creates one focused call to action – in this case – to complete the survey, which means you will likely attract a good sample size. You can simplify the design by creating a new web page within your website as re-direct landing page from the pop up link to your survey, which will enable you to include more introductory information.

Cons

The appropriate levels of software, skills or time may not be available.

Pop-ups can be mistaken for advertising or cookies notifications, so need to be designed carefully to be distinguishable.

Users may have pop-ups blocked in their browsers.

Option 2 – Create a banner within your website which contains an invitation to the survey and the survey link. Similar to the pop-up window, it's important to think about the design and placement.

Pros

Less intrusive than pop-up windows but can be effective at bringing attention to your survey, which means you will likely attract a good sample size.

Banners are not affected by browser pop-up blockers.

Cons

The appropriate levels of software, skills or time may not be available.

Option 3 – Simply embed the survey link within some explanatory text on your website or share it as a post to your social media accounts. To embed a link into your website, you will need to have access to your site's web page editing or admin portal.

Pros

It is the least technical and quickest option for deployment.

Cons

May yield a low response rate, particularly if it is embedded within a limited number of pages, or is embedded on pages with lots of text or content.

May interfere with the layout/design of the existing pages, particularly once the introductory text is included.

the audience agency

FAQs

How do respondents access the survey?

Respondents access the online survey link, provided to you by TAA, via your website or social media channels. Upon submission of a response, the data is captured securely and stored within our survey platform.

What are the survey questions?

A copy of the Digital Audience Survey can be found here. Questions are themed around

- Engagement with your online activities and offerings
- Previous engagement with your physical venue or events
- Online engagement with arts and culture, more generally, during the COVID-19 crisis
- Your online audience profile and location

Can I make changes to the survey?

In order to get this new national digital audience research service up and running as quickly as possible, the survey is designed as a templated questionnaire. Therefore, the free version cannot be customised or include bespoke questions or answers. If you are interested in making some customisations to your survey, such as adding questions, logos or branding, please fill in the Digital Audience Survey request form.

How will I access my data?

You will be able to access your response data in csv. format via Audience Finder 2.0 Beta, our next generation Audience Finder insights tool. Your data will be updated daily so you can keep track of your response numbers and easily access audience feedback. Simply log into Beta here, follow the sign in instructions and scroll down to the 'Download your survey data' section.

If you have any questions about Beta, contact Support via the support helpline (020 7260 2505) or raise a support ticket by emailing support@theaudienceagency.org.

The Audience Agency will also provide one free Audience Spectrum profile of your digital survey respondents at the postcode level. This can be requested at any point during the research, although we strongly recommend that at least 400 survey responses are obtained, to ensure a robust and representative sample.

Talk to us if you have any additional custom reporting needs or want to discuss how we could help with your digital audience strategy.

When will the benchmark results be published?

We aim to publish free benchmark reports and insights on a rolling basis as the research progresses. You can find the latest findings here.

As we want to ensure a good representation of organisations across the sector within the analysis, we cannot yet provide a reporting schedule but will keep all participants informed of updates.

Please note, no individual organisations' results or responses will be identifiable within the benchmark reporting.

How long will the current Digital Audience Survey run for?

The survey was initially open until March 31st 2021, however due to the fact that arts and cultural organisations remain closed until at least May 17th 2021, **the current Digital Audience survey will remain open until August 31st 2021**. Organisations can choose to run the survey until this time if they wish or up until they re-open to the public.

Will there be another Digital Audience Survey after the current year's survey has ended?

The Audience Agency will be making the Digital Audience Survey a permanent product within the Audience Finder offer and will be releasing an updated version more suited to monitoring digital engagement, alongside physical attendance in a post-lockdown context. We will be in touch directly with everyone running the current Digital Audience Survey to let them know when the new version is ready so that they can continue to collect data on their digital audiences.

How respondent personal information managed?

TAA acts as a data processor on behalf of organisations using the service, processing the personal information collected (postcode and protected characteristics data) for which those

organisations are responsible as data controllers, in order to provide them with accurate analysis of the size and nature of both their own audiences and those for arts and cultural events in the United Kingdom as a whole.

TAA will never use the personal information that it processes in this research for the purpose of contacting any individuals. Neither will we ever sell, share, trade or rent any personal information that we process with any third-party organisations without the express instruction of the respective data controller.