

Digital Audience Survey Guidance

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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 the COVID-19 crisis

How to get started

To get started simply fill in our [Digital Audience Survey request form](#) and the team will be in touch within 2 working days with your survey link.

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 [get in touch](#).

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 December 31st 2020, however we may seek to extend the projects data collection period if required. TAA will keep all participants informed of any updates to the timetable.

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](#)

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.

Below is a suggested introductory text to the survey. Please feel free to amend any part of the sections highlighted in **green**, as you wish. The sections highlighted in **yellow** should be left verbatim to comply with GDPR regulation.

Suggested introductory text

[Organisation name] are carrying out this survey to better understand who our digital audiences are and how digital audiences are engaging with arts and culture online, more generally.

The survey should take no longer than five minutes to complete and your help will enable us to evaluate the impact of our digital work and help us understand how people's consumption of online arts and culture have been changed by COVID-19.

Anything you tell us will be kept confidential, is anonymous and will only be used for research purposes. The information you provide will be held by [Organisation name] and The Audience

Agency, who are running the survey on our behalf. In compliance with GDPR, your data will be stored securely and will only be used for the purposes it was given. Thank you for your time. Keep safe and well [Organisation name] team.

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.

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, Snap Surveys.

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 won't include any references to an organisation or event and cannot include bespoke questions or answers. If you are interested in making some customisations to your survey, such as adding

logos, branding and references to your organisation or adding a bespoke question, please [get in touch](#).

How will I access my data?

You will be able to access your response data in csv. format via [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.

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 this survey run for?

The survey will be open initially until December 31st 2020, however we may seek to extend this period if required. TAA will keep all participants informed of any updates to the timetable.

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.