



Essentials

Understand your audiences with interactive insights and in-person data support



In-depth

Dig deeper with additional insights and year long digital and in-person services

Includes everything in the Essentials plan plus...

Survey design and delivery

- ✓ Fixed Scotland-specific survey template for national benchmarking
- ✓ Up to 5 additional questions from our comprehensive question catalogue designed in collaboration with users
- ✓ Two survey delivery methods (tablet and e-survey - in person or online use)

- + One-to-one survey design consultation
- + Up to a further 3 additional questions from our comprehensive question catalogue (maximum 8 questions in total) per survey
- + Monthly survey link to use across your programme of events
- + Three survey delivery methods (tablet, e-survey and paper - in person or online use)

Reporting, Insights & Benchmarks

- ✓ Summary report of all questions, including total respondents
- ✓ Enhanced report functionality, allowing filtering by question answer (crosstab)
- ✓ CSV download

- + Year-on-year bespoke date range historical data comparison for your organisation

Audience Spectrum Segmentation

- ✓ Audience Spectrum profile of your respondents (segments)

- + Audience Spectrum profile of your respondents (subsegments)

Advice and Support

- ✓ Access to webinars with sector colleagues and online resources
- ✓ 1-2-1 Audience Answers Coach online session (90 mins) tailored to you
- ✓ Phone and email support

- + Your choice of online end of year survey presentation or Audience Spectrum personas workshop for your team/Board.
- + Gain early access to new features in Audience Answers and help to inform its future development

Cost

Free in Scotland

Subsidised by Creative Scotland

(£1,600 annually for organisations based in England)



ALBA | CHRUTHACHAIL

£800 + VAT annually

Subsidised by Creative Scotland

(£2,400 annually for organisations based in England)