

Audience Focus

Outdoor Arts Handbook

June 2013



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Outdoor Arts Research Handbook

Introduction to the handbook

We appreciate that capturing insight about audiences at any event, let alone one in an outdoor setting, is not without its challenges.

Outdoor Arts, in and around the places we live, work and visit, makes an increasingly important contribution to our sense of community and wellbeing. If we are to be able to demonstrate that impact, and gather research to be able to tell a story about what is happening in the sector, we need evidence. We also need to know whether or not we are meeting and exceeding public expectations.

It's not as difficult as you might think. At The Audience Agency we have drawn on many years of experience working with Outdoor Arts to put together this handbook that, not only guides you through the process, but also provides a number of different methodological options within Audience Focus, to cater for varying levels of capacity to engage in the research framework.

Using the handbook

We have divided the handbook into three sections:

1. Audience Focus and the research framework - In this first section we give an overview of Audience Focus and what this means for your cluster. Following on from this we outline The Audience Focus research framework and what is required from you in terms of your role in this process and the minimum standards of data collection required. Finally, this section summarises the step-by-step process and timetable of the first year of Audience Focus.
2. Options for researching your audience - This part of the handbook contains more detail on the individual types of data collection, outlining what is provided under Audience Focus and what is expected from you. It also supplies a pros and cons guide to help you to decide the best research approaches for you and your event.
3. Planning your data collection - After choosing a method to suit you, this section of the handbook helps you plan your data collection, outlining what you need to do to achieve a representative sample. There is advice on recruiting and training fieldworkers. We also provide guidance on entering your data and the data analysis functions available to you via the Audience Focus online hub.

The best way to approach the handbook is to read the overview on page 8 and to think about which methods are most viable for your event, given the time and resources available to you.

You can then delve into the 'Core' and 'Alternative' research method sections on pages 10 and 12, respectively, to find out more about what is involved in this type of research.

Choosing the right approach is key and there will always be a trade-off between resources, accuracy and scope. Hopefully, this handbook will help you feel more confident in making those choices, and coupled with the support we can provide, make it more achievable.

Audience Focus and your cluster

Introduction to Audience Focus

Audience Focus creates a single framework for collecting, understanding and using audience information across the arts sector in England. Funded by Arts Council England, the programme is being devised and delivered by The Audience Agency.

The programme will help you to deepen and broaden **engagement**, increase **efficiency** and demonstrate impact through clear **evidence**.

The aims of the programme are to:

- Gain practical insight into current and potential audiences
- Embed national approaches to collecting, sharing and applying intelligence.
- Develop deeper relationships with audiences to better understand expectations and needs
- Support the arts to adopt practical approaches to understanding quality of experience.

Audience Focus will build a single, large national data-set of arts audiences on an unprecedented scale; the programme is designed not just to create this asset on behalf of the sector, but to realise its value by working closely with organisations to generate meaningful insight and support practical change.

The Outdoor Arts Cluster brings together a group of organisations to share, compare and collaborate in understanding and identifying audiences as never before. Working in partnership with ISAN, we hope to support the sector to reach new, and bigger audiences and gain access to new resources.

Key research priorities for the Outdoor Arts Cluster

Consultation with the Outdoor Arts Cluster has produced key **research**, **reporting** and **shared learning priorities** for the sector centred on:

- Identifying and understanding the demographic profile of Outdoor Arts audiences
- Understanding audience behaviour and differentiated motivations to engage
- Identifying and understanding the impacts and legacies of Outdoor Arts events
- Overall audience perceptions of Outdoor Arts events.

Your role in the programme

With the help of our resources and guidance, your role is to provide robust and benchmarkable audience data. The quality and quantity of data that you can contribute will depend on the time and resources available to you - it's up to each organisation to decide - the more data you contribute, **the more relevant and useful your participation will be**. The aim of this handbook is to guide you in making the appropriate methodological choices for collecting audience data in a manageable and cost effective way.

What we need from you

In order to participate in Audience Focus and fully benefit from its offer, you need to do the following:

- Choose your methodological approach using this handbook
- Choose your research questions from our standard questionnaire framework
- Collect your data using your own fieldworkers
- Input your data into an online survey data hub.

What we provide under The Audience Focus Programme:

The Audience Agency will support and guide the Outdoor Arts Cluster at each key stage of Audience Focus and will provide the following:

- Guidance and facilitation through online resources, group meetings, workshops and one-to-one support
- A methodological framework for data collection, included within this handbook
- A unique online survey data capture and analysis account for each participating organisation
- Data analysis and headline audience segmentation, profiling and benchmarking reporting on an organisational, cluster and national level.

Outcomes of the research and its impacts

Organisations who contribute their data will get individual reporting on a range of audience metrics, benchmarks and industry averages. In addition support is available for applying this information, either on a one-to-one basis, through tailored resources or through a facilitated programme designed specifically for the Outdoor Arts Cluster. The outcomes can include:

- Developing an evidence based **audience strategy**

- Developing more effective, **new strategies**
- Identifying opportunities to reach **new audiences** and generate **more income**
- Opportunities to **collaborate** with other organisations, share learning and reach new audiences together
- **Save money and time** through more focused audience development activity
- Set **realistic targets** for audiences and income
- **Efficient reporting** and monitoring of performance

By taking full advantage of the benefits Audience Focus offers, your organisation will be able to develop and monitor strategic reporting and advocacy goals and effectively demonstrate the value and impact of your work.

Audience Focus Outdoor Arts Research Framework

Overall research framework explained - core and alternative research methods

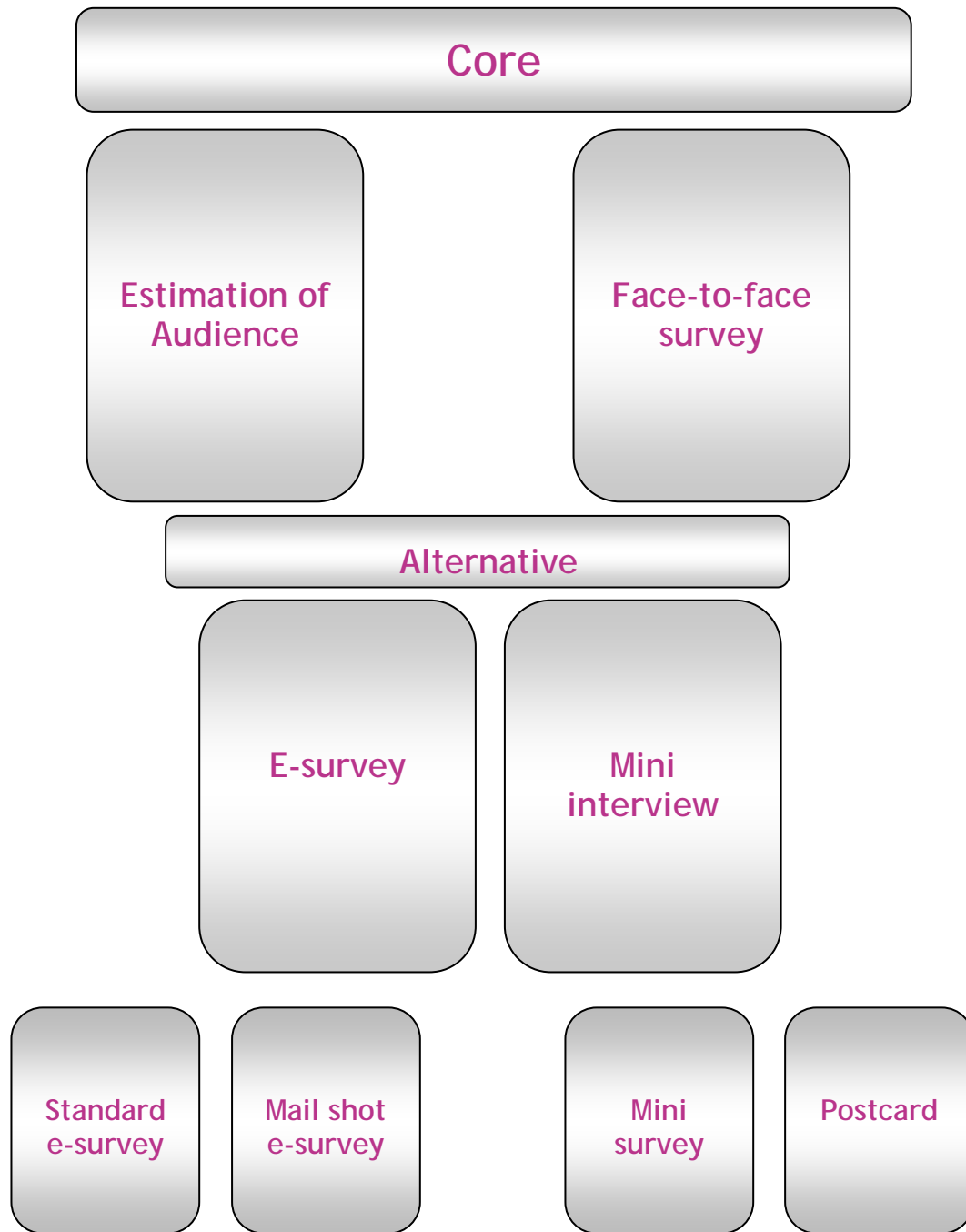
Effective collation and interpretation of data underpin Audience Focus. The two core data collection approaches that provide the basis for this Outdoor Arts research framework are:

- Estimation of overall audience size (required); and
- Face-to-face survey (recommended).

These core methods are fully supported through Audience Focus and all data collected (of sufficient quantity and quality - as set out further on page 19), will be benchmarked. A further two alternative data collection approaches, each providing two method options to choose from, are suggested as additional means of capturing audience data, where there is a real inability to resource and support the core methods. These are also supported by Audience Focus, subject to minimum quality and response rate criteria being met.

A summary of each of the core and alternative research approaches is provided next.

A note on box office data: Presently few organisations working in the outdoor arts sector collect audience information through tickets sales, which is why this handbook focuses on audience survey methodologies. However, if you have collected audience information via a box office system please contact us as we may be able to use this information to build a picture of your audience.



Core research methods

Estimating audience size

Summary:

We recommend a number of approaches to accurately estimate your audience size, (see page 27 for more information). This will enable us to confidently report headline figures for attendances and allows us to 'scale up' the profile and experiential results from the face-to-face survey.

What we need from you:

We would like you to do three things:

- Estimate your audience size in advance
- Produce an estimation on the day
- Submit your results onto a dedicated website

What we provide:

- Information on the methodological considerations for each approach
- Fieldworker recruitment information and advice
- Website to submit your estimate

Face-to-face survey

Summary:

For all events we strongly recommend that a face-to-face survey is conducted to gain insight into audience profiles and experiences. By ensuring the implementation of a standardised questionnaire framework - informed by the research priorities of the Outdoor Arts Cluster - we can provide impact reporting and benchmarking at an organisational, cluster and national level (see page 52 for more information). This part of the research framework is optional but strongly recommended. For those organisations unable to undertake a face-to-face survey we propose a number of alternative data collection options in the following section.

What we need from you:

For those conducting a face-to-face survey we would like you to:

- Choose your survey questions based on our standard questionnaire framework
- Submit up to three of your own bespoke questions (optional)

- Collect survey responses using your own fieldworkers
- Ensure a robust and representative sample
- Input survey data into the online Snap Survey hub

What we provide:

- Standard questionnaire framework based on the research priorities of the Outdoor Arts Cluster
- Fieldworker recruitment information and advice
- Access to a dedicated online data capture and analysis Snap Survey software account

Alternative research methods

We realise that due to time and resource constraints it is not always possible to conduct face-to-face surveys to an adequate standard required for robust benchmarking and valuable analysis. In this instance, we recommend that alternative supporting research methods be considered.

The use of each method, either as an alternative to face-to-face surveys or as a complementary suite of tools, will depend on what you need to get out of the research, the nature of your event and the resources available to you. Furthermore, we recommend that each of the following methods are considered as viable options, with the proviso that minimum standards of data collection can be achieved in order to provide your organisation with a valuable and meaningful assessment of your audience. (For further information on standards of effective and robust data collection please see page 19).

E-survey

Summary:

The e-survey provides an alternative means of capturing detailed audience profiles and experience insight and serves as an effective substitute for the face-to-face survey, particularly if a greater depth of audience insight is required. This type of data collection can be conducted using one of two approaches. The first, the **standard e-survey**, requires fieldworkers to collect email addresses from attenders at the event. The population of this contact list will then be sent an email containing a URL link and an invitation to participate in the e-survey. The second approach, the **mail-shot e-survey**, involves contacting the target population via box office mailing lists, rather than via email addresses collected during an event. This negates the need for fieldworkers, but is only a viable option for ticketed events that have access to attender mailing lists. Responses from both types of e-survey are automatically entered into the Snap Survey software.

What we need from you:

For those conducting an e-survey we would like you to:

- Choose your survey questions based on our standard questionnaire framework
- Submit up to three of your own bespoke questions (optional)

- Collect email addresses using your own fieldworkers OR provide a box office mailing list¹
- Email the survey contacts a link to the questionnaire and an invitation to participate

What we provide:

- Standard questionnaire framework based on the research priorities of the Outdoor Arts Cluster
- Fieldworker recruitment information and advice
- Access to a unique online data capture and analysis Snap Survey software account

Mini interviews

Summary:

Mini interviews provide an opportunity to gather key demographic information on audiences. Principally, they are a shorter version of the face-to-face survey, cut down to core questions only. This type of data collection can be conducted in two ways - either through interviewer led **mini-surveys** or via assisted self completed² **postcards**. Both approaches require fewer fieldwork resources, but adequately capture the core demographic information needed to enable us to provide audience profiling and benchmark reporting.

What we need from you:

- Collect mini interview OR postcard responses using your own fieldworkers
- Input data into the online Snap Survey hub

What we provide:

- Core compulsory questionnaire
- Fieldworker recruitment information and advice
- Access to a unique online data capture and analysis Snap Survey account

¹ The 1998 Data Protection Act stipulates that individuals need to consent to the collection and use of their email addresses for the purpose of communication.

² Assisted self completion is an interviewing technique which is not interviewer led. In this instance, respondents are expected to complete their own survey, with an interviewer on hand to distribute and recollect the surveys and respond to any concerns or queries the respondent might raise.
















Choosing your approach to data collection

Your method of data collection, whether you choose face-to-face interviews, e-surveys, or mini interviews, will depend on what you need to get out of your survey, the nature of your event and the resources available to you.

There are some key factors to consider when planning your approach, which are summarised in our symbol guide below, use these to help you decide the most appropriate method of data collection.

The following data collection symbol table and our pros and cons guide, (set out on pages 16-18), should help you decide which methods will work best for you and provides an indication of requirements in terms of staff, timing, cost, access and accuracy.

For estimates of reasonable hourly targets per single fieldworker and guidelines to minimum response requirements of Audience Focus please go to page 40.

Staff resources - do you have enough staff members or volunteers to carry this out?	Access issues – is it compatible with an open and representative access policy?
 can be done by an individual	 fully accessible
 small team	 some access challenges
 labour-intensive	 not well-suited
Timing – how much time will you need to commit?	Accuracy – will it give you robust and useful data?
 quick	 very robust
 reasonable amount of time	 quite robust
 time-intensive	 not very robust
Cost – how much would you need to budget?	
 affordable	
 reasonable cost	
 expensive	



	Face-to-face survey	Standard e-survey	Mail shot e-survey	Mini-survey	Postcard survey
Staff resources					
Timing					
Cost					
Accuracy					
Access Issues					



Face-to-face audience surveys

Interviewer-led questionnaires, using agency or trained staff/volunteers.

Pros:

- + 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, and methodology can be tweaked accordingly

Cons:

- Need to provide training in fieldwork and interview techniques
- Not appropriate for events with small collection window due to length of interview
- Difficulty of completing surveys at night events
- Data entry can take some time if lots of questionnaires are completed

E-survey - standard e-survey

Collecting email addresses on the day and sending a link to an e-survey shortly after.

Pros:

- + Cheap and quick to gather addresses - one fieldworker could gather up to 20 contacts in one hour
- + Extensive reach - can place a link to survey in emails, on social networking sites
- + Can feasibly include a higher number of questions than the face-to-face survey
- + No survey response data entry required

Cons:

- Difficult to get a decent sample - unlikely to achieve more than a 25% response rate from those you invite
- Sample likely to be biased, unless completion of the e-survey is incentivised
- Requires some time to input email addresses and to send out invitation emails

E-survey - mail shot e-survey

Pros:

- + Gives good quality data
- + Does not require the recruitment of fieldworkers
- + Cheap, makes use of existing mail database
- + Can feasibly include a higher number of questions than the face-to-face survey
- + No survey response data entry required

Cons:

- Difficult to get a decent sample - unlikely to achieve more than a 25% response rate from those you invite
- Sample likely to be biased, unless completion of the e-survey is incentivised

Mini-interview - Mini-survey

Interviewer-led mini interviews, using agency or trained staff/volunteers

Pros:

- + Gives good quality data
- + Most likely to provide a representative sample
- + Can provide staff/volunteers with useful transferable skills
- + Quicker to administer than face-to-face surveys, fieldworkers could collect up to 10 responses an hour
- + More appropriate for events with small collection window

Cons:

- Need to provide training in fieldwork and interview techniques
- Difficulty of completing surveys at night events
- Data entry can take some time if lots of questionnaires are completed

- Only collects demographic information, will not provide data on audience experiences, motivations and behaviours

Mini-interview - Postcards

Assisted self completed, short audience surveys, distributed and collected using either agency or trained staff/volunteers.

Pros:

- + Cheap and quick to gather responses - one fieldworker could distribute and re-collect up to 12 completed postcards in one hour
- + More appropriate for events with small collection window
- + The anonymity of a self-completed survey reduces fieldworker bias and encourages honest responses

Cons:

- Questions open to misinterpretation and non-response, leading to poor quality data
- Requires a level of literacy from respondent
- If completed postcards are not collected onsite, response rate likely to be low, unless completion and post back of the postcards is incentivised
- Difficulty of completing surveys at night events
- Data entry can take some time if lots of questionnaires are completed
- Only collects demographic information which will not provide data on audience experiences, motivations and behaviours

Choosing your approach to data collection

Choosing the right approach to data collection is essential and there will always be a trade-off between resources, accuracy and scope. In this section, we describe the three standards of effective data collection across each of the survey methods to help you decide which level is appropriate for you. In order to produce a meaningful and robust assessment of your audiences, as part of Audience Focus, we recommend that you aim to meet the bronze standard of data collection as a minimum.

	<i>Estimating audience Size</i>	<i>Face-to-face survey</i>	<i>E-survey Standard e-survey</i>	<i>E-survey Mail-shot e-survey</i>	<i>Mini-interview Mini-survey</i>	<i>Mini-interview Postcards</i>
Gold	<i>Defined entrance points: Exit Count or stickers. Undefined entrance points: People per square meter and/or photographs.</i>	<i>Representative sample with 5% margin of error³. Majority of surveys fully completed.</i>	<i>Valid email addresses collected from a representative sample. Final completed survey total within the 5% margin of error. (Optional - survey responses maximised by the use of incentives.)</i>	<i>Clean data, identifiable and DPA compliant email addresses. (Optional - survey responses maximised by the use of incentives.)</i>	<i>Representative sample with 5% margin of error. Fully completed surveys.</i>	<i>Representative sample with 5% margin of error. Fully completed surveys.</i>

³ See page 40 for more information on margin of error calculations

	<i>Estimating audience Size</i>	<i>Face-to-face survey</i>	<i>E-survey Standard e-survey</i>	<i>E-survey Mail-shot e-survey</i>	<i>Mini-interview Mini-survey</i>	<i>Mini-interview Postcards</i>
Silver	<i>Defined entrance points: Clickers. Undefined entrance point: Photographs or sales or headcounts.</i>	<i>Representative sample with 8% margin of error. Some partially completed surveys⁴.</i>	<i>Valid email addresses collected from a representative sample. Final completed survey total within the 8% margin of error.</i>	<i>60% clean data, identifiable and DPA compliant email addresses.</i>	<i>Representative sample with 8% margin of error. Some partially completed surveys.</i>	<i>Representative sample with 8% margin of error. Some partially completed surveys.</i>
Bronze	<i>Secondary sources e.g. police estimate or similar sized festival estimate.</i>	<i>Partially representative sample with 10% margin of error. Some partially completed surveys.</i>	<i>Valid email addresses collected from a partially representative sample. Final completed survey total within the 10% margin of error.</i>	<i>Less than 60% clean data, identifiable and DPA compliant email addresses.</i>	<i>Partially representative sample with 10% margin of error. Some partially completed surveys.</i>	<i>Partially representative sample with 10% margin of error. Some partially completed surveys.</i>

⁴ Your final margin of error calculation will be based on the total number of surveys collected, however surveys that are less than 60% complete will not be included and responses may be discounted from benchmarking analysis

Audience Focus Research Framework

The Outdoor Arts standard questionnaire framework has been developed to help organisations standardise and benchmark their audience information. Once you have decided on your data collection approach, we will supply you with a standard questionnaire template containing information on question themes and advice on selecting your questions.

They are split into two sections:

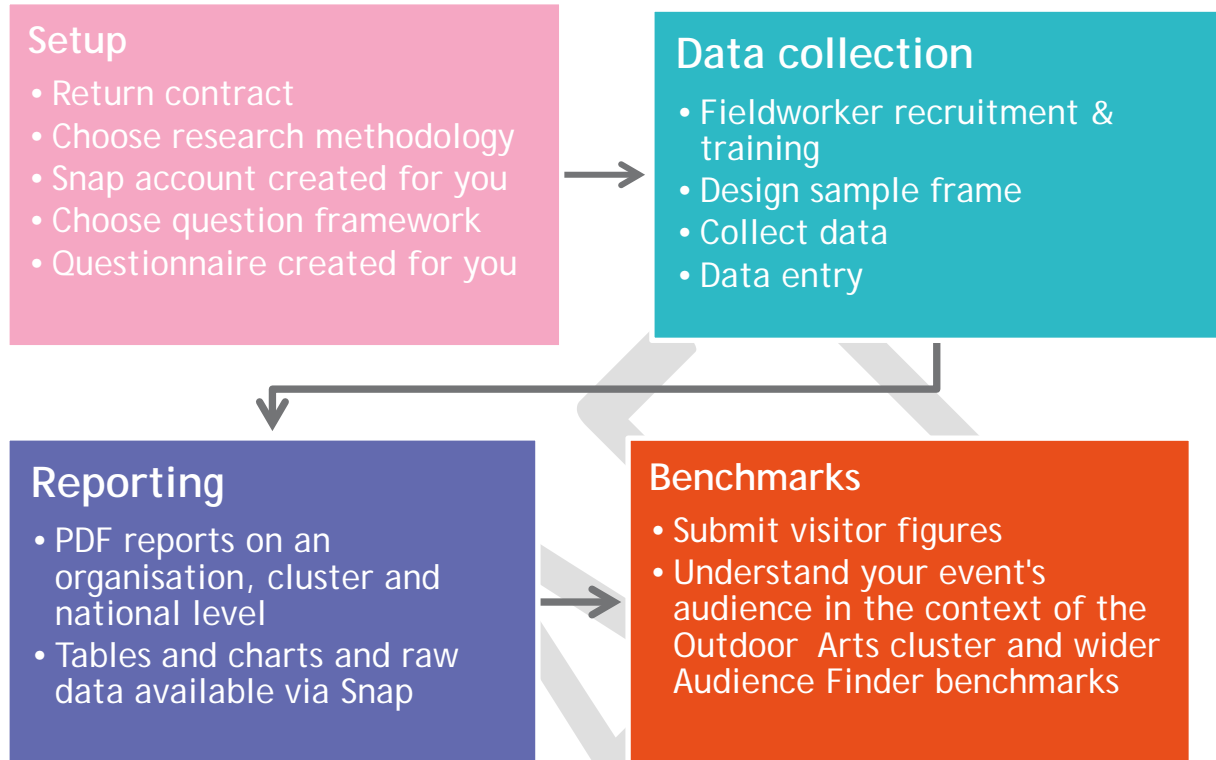
- 'Core' compulsory questions on audience demographics and postcodes which provide key profiling information; and
- 'Optional' questions about audience motivation, marketing awareness, behaviour and satisfaction. In addition, newly developed questions on audiences' local area spend and community & place making impacts of outdoor arts events.

The 'core' questions and corresponding answer codes incorporate all of the participating organisations' reporting needs and provide backward compatibility of their data. They are based on questions used in other significant data sets such as the Census and DCMS's Taking Part survey. They also take into account current best practice advice from agencies such as the Equalities and Human Rights Commission.

You may find that the 'optional' questions are also useful and correspond to your research objectives and existing practice within your organisation. Please bear in mind your research should be informed by the particular issues you want to explore; we are not suggesting that this questionnaire framework will include questions that will be useful for everyone. If you are considering using the optional questions, your own reporting needs and issues of data compatibility should be taken into consideration.

Research process and timetable

Process chart



Timetable

In the first year of Audience Focus, the benchmark year runs from June-March, and annually from April-March thereafter. The key dates for the 2013/14 benchmark year are:

- **May-June 2013:** Set questions and processes for forthcoming benchmark year
- **June 2013:** Benchmarking year starts
- **March 31st 2014:** Benchmarking year ends
- **April 2014:** All data entry complete and visitor figures submitted
- **June 2014:** Benchmarks published
- Quarterly or as agreed: Fieldworker training, project meetings, facilitated workshops

Options for researching your audience

Estimating audience size - non-ticketed events

Why this is essential

The size of the audience is a key piece of data - for planning your event, evaluating its success and reporting to funders and partners. As a principal element of Audience Focus and a research priority for the Outdoor Arts Cluster, this data enables us to provide you with effective and robust benchmarking and analysis on an organisational, cluster and national level. This will not only provide benchmarkable headline figures for attendance but also allows us to 'scale up' the profile and experiential results from the face-to-face survey.

Planning

Estimating the number of people you expect to attend your event or festival is a key part of the planning process. Not only will you usually be expected to give an indication of numbers of attenders when applying for licenses, funding, sponsorship and so on, but it is vital in logistics planning e.g. facilities, staff requirements, transport needs.

Getting this estimate as accurate as possible is really important: If you underestimate the audience size, facilities may be over-subscribed, your event may be too crowded or you may have to turn people away. If your estimate is too high you may have spent money on facilities you didn't need and it could be difficult to show the success of your event, from an audience-size point of view.

Evaluating and reporting

Any reasonably derived estimate of audience size is a good start, but it's important to be able to show how you arrived at it and explain why you chose that method. If you can show that you have used a robust method for estimating the size of the audience, your evaluation and reporting as a whole will be much stronger, and be much more useful for planning future events and demonstrating the success of your event.

Beyond estimating a number as an end in itself, one area of evaluation which depends on having an accurate audience size estimate is surveying your audience. You need to make sure you are speaking to enough people to get a representative sample of the audience.

Overview of the process

In this section we describe the process for the estimating audience size component of Audience Focus. There are three key stages to this process, and each is outlined below.

1. Estimate audience size in advance



The Audience Agency will send you a link to a simple online submission page where you can enter your prediction.

This page will also contain a small number of additional questions, for example: Your event, the location, your details and how sure you are.

MORE INFO - See page 25 of the handbook for a checklist and tips to help you predict your audience size in advance.

2. Capture estimation on the day



We have tried to make this process as easy as possible by providing information in this handbook about the approaches that you can use.

MORE INFO - See page 27 for a comparison of the different methods and their relative resource, time, access and cost requirements.

Your approach may involve using staff or volunteers on the day. For more information on recruiting, training and managing fieldworkers see page 45 of the handbook.

3. Submit your results online



We will provide an online submission hub which will request similar fields of information as the advance submission.

KEY DATES - We request that you make your submissions within one week of your event ceasing.

Estimating in advance - a checklist

When estimating audience size in advance there are a number of considerations that can help you predict an accurate and robust figure. These have been presented in a checklist below. It is worth going through the checklist and thinking about the effect of each.

1. The **CONTENT & CONTEXT** of your event

Would you consider the content to be popular, specialist or niche? How long is your event? Is there a range of performances and are they repeated? Is this part of a larger event or festival and does it clash with other events? Are there elements that are weather proof?

2. Type of **LOCATION**

What type of space is your event being held in and what is the likely footfall in the area? There may be quite considerable differences between different locations, for example a town centre compared with a local park.

3. **CAPACITY & CHURN**

Can you estimate the capacity for your event? Over the course of your event, will visitors be likely to stay for the whole event or just 20 minutes? If a high churn of audience members means more people can attend over the course of the day than the capacity of your venue holds at any one time, you could have a much larger audience than the capacity of your venue might suggest.

4. Think about your **PREVIOUS EVENTS**

If you have put on the event in previous years, how might this one compare? Think about the content, timing, marketing spend and retention of audience from previous events.

5. Think about other **SIMILAR EVENTS**

How many people did they attract? What elements do they share with your event? The organisers of other events may be able to help with your estimates. This is especially important if you have not put on this event before.

6. Talk to other **STAKEHOLDERS**

Are there other people involved in the event that can help with the above? It may be that you also have other contacts in the sector who have run similar events before and who you could seek advice from.

DRAFT

Options for capturing an estimation on the day

It can be difficult to get a good estimate of your audience size whilst your event is underway, so it is vital that you choose the most appropriate method, based on the nature of your event, the resources you have available, and how accurate your estimate needs to be.

Not only will this ensure you come away with the most accurate estimate possible for the evaluation, but you will also be able to explain how you came up with your estimate to funders or other bodies - which will make your results much more credible.

If you are planning to include the audience spend question within your research we recommend that you choose an approach that will produce the most accurate estimate within your means, as an error stated in the overall 'event population' is a significant cause of inaccuracy in the reporting of spend impacts.

Choosing the most appropriate method

There are a number of approaches that you can consider using on the day. These have been listed below with a guide to their relative resource, timing, staff, site access and accuracy ratings.

Methods:

Stickers



Hand a sticker to each person entering your event. At the end of the day see how many stickers remain.

Pros

- Easy to administer
- Fun for your audience
- Can brand stickers to enhance event identity
- Small margin of error

Cons

- Only suitable if your site has defined entrance points
- Can cause congestion if lots of people arriving at same time

Clickers



Have counters on each entrance point counting people entering the site. These could either be manual clickers or automated counters.

Pros

- Fairly easy to administer
- May already have to do this for health and safety reasons
- Unambiguous, doesn't rely on other information sources such as surveys, crowd density or churn

Cons

- Only suitable if your site has defined entrance points
- If you are using automated counters, be aware of over-counting
- Can be difficult to count if lots of people arriving at same time
- People leaving the site and re-entering may be counted as two audience members



Exit count



Rather than counting the numbers of people entering your site, count the number of people leaving, using stickers or clickers.

Pros

- Useful if you expect lots of people to arrive at the same time, but to exit over a longer period of time
- Reduce double-counting by asking people if they plan on coming back in later

Cons

- Only suitable if your site has defined entrance points
- If you are using automated counters, be aware of over-counting
- Can be difficult to count if lots of people leaving at same time



Headcounts



At key points in the day, do a headcount of the site. Combine this with your average dwell time (either from a survey or from estimates based on observation).

Pros

- Useful where site doesn't have defined entrances and exits
- Relatively simple to brief staff or volunteers to do

Cons

- Quite time-intensive
- Relatively large margin of error
- Need to know dwell time for best estimates

People per square meter



Estimate the density of people at your event, and then multiply it by the size of your site. You will need to take into account density at different points and churn.

Pros

- Useful where site doesn't have defined entrances and exits
- Very simple if you have a good idea of crowd density and site size
- Crowd density estimates already exist for scenarios such as concerts and parades

Cons

- Need to have an accurate estimate of density - any errors are magnified once multiplied across the site
- Density may vary throughout your site and throughout your event's duration
- Doesn't work well when density is low

Photographs



Similar to doing a headcount, take photographs throughout the event from a good vantage point.

Pros

- Useful where site doesn't have defined entrances and exits
- May be better than a headcount if there are lots of people in a small space

Cons

- Need to know dwell time for best estimates
- Photographs have to be of good quality

Sales



Record the number of drinks (for example) sold and divide this by the average number of drinks each survey respondent had – which you could find out from an audience survey.

Pros

- Useful where site doesn't have defined entrances and exits
- Requires little additional time or resources if a survey is already being done

Cons

- Depends on a good number of responses to the survey (typically at least 250) and a representative sample

Programmes



Keep a record of how many programmes are distributed and ask on your survey if people received a programme.

Pros

- Good if you have multiple entrance points
- Little extra resource needed
- Programmes can be distributed at entrances or throughout the site
- Can still be used without a survey by assuming a certain % of visitors received a programme

Cons

- Need to note when groups share a programme
- Helps to have an idea of the average number of 'users' a programme has throughout the day i.e. how many people shared or passed on programmes

Face-to-face survey

Why this is essential

The face-to-face survey is an essential methodological component of Audience Focus, which adds valuable insight to your audience size figures, allowing you to describe your audiences' profile and experience of your event.

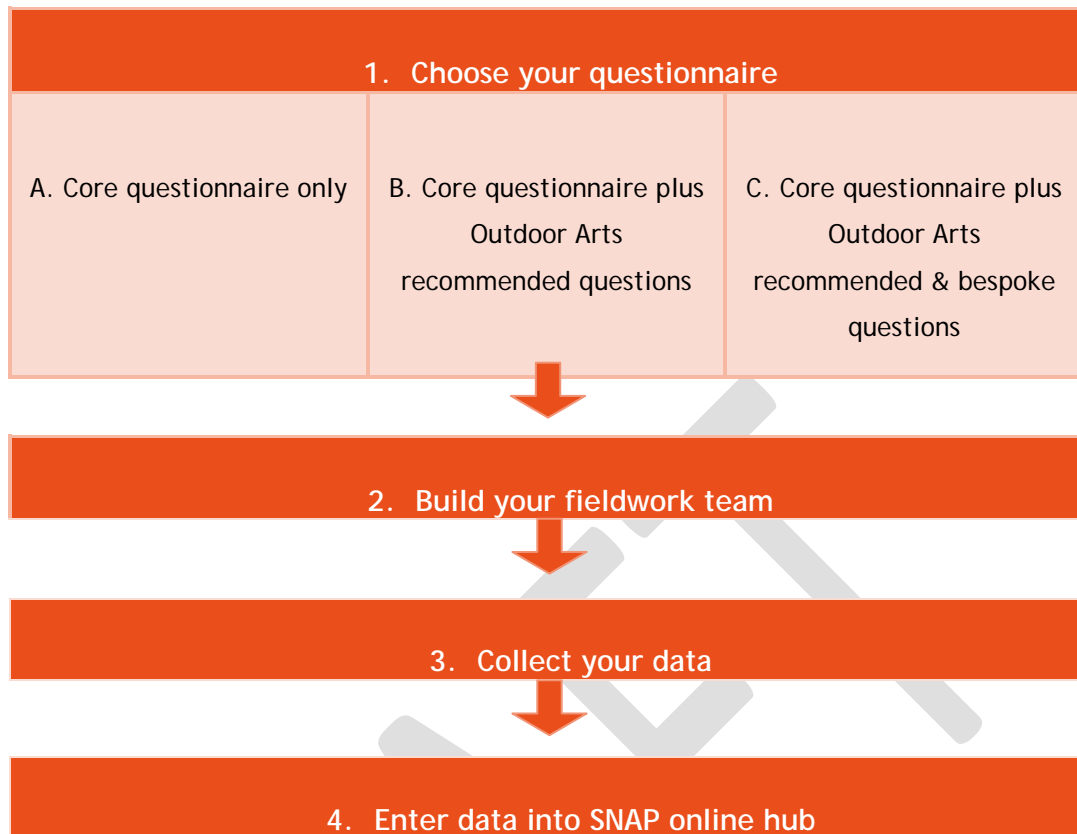
By introducing a guideline for best practice and a standardised questionnaire framework, developed specifically around the shared themes and research priorities of the Outdoor Arts Cluster, Audience Focus facilitates the collation of a robust collective evidence base from which meaningful benchmarks and analysis can be drawn.

On an organisational level, understanding more about your audience will allow you to describe and contextualise the success of your event beyond numbers of people who experienced it. This may prove useful in evaluating your event or programme of events, and provides an evidence base on which to plan future activity. With the option to construct your survey from the Outdoor Arts standard questionnaire template and include up to three of your own questions, you have the opportunity to design a bespoke survey tool which can directly inform both your organisation's and the wider Outdoor Arts Cluster's, audience research objectives.

The key to meeting your audience research objectives is to set up a survey which tests what you want it to, is not intrusive, fits with your event and is an effective use of resources. In this section we guide you through this process, describing the options available to you through your involvement in Audience Focus, giving guidance on choosing your methodology, appropriate sample sizes, setting additional questions, using fieldworkers (see page 45) and highlighting the key data protection issues (see page 53).

Overview of the process

The process has four main stages - choosing your questionnaire, building your fieldwork team, and collecting and entering your data.



Choosing your questionnaire type

In this section we have given an outline of what the questionnaire choices mean to help you to decide which option is suitable for your needs. In broad terms we can say that:

- If you wish to only find out basic audience profile and demographic information - go for Option A.
- If you want information on audience demographics, experience, motivations and behaviours - go for Option B.
- If you want information on audience demographics experience, motivations and behaviours, and have your own research questions that are not covered by our template - go for Option C.

If selecting either Options B or C you would also be able to remove any non-core questions from the Outdoor Arts standard questionnaire framework that are not relevant to you or are not a research priority.

Choosing survey questions

The standard questionnaire framework brings together the core primary research priorities from Audience Focus and key themes for investigation, proposed by the Outdoor Arts Cluster. Whilst the majority of the questions may all be relevant for your event's evaluation, the fewer you can ask whilst still meeting your key objectives, the better. We will provide a supporting document with the standard questionnaire which will provide a summary of what each theme investigates, and the differences between the questions under each theme. When we deliver your questionnaire, we will also give you advice on what you will and won't be able to find out based on your question choices.

Advice on setting your own questions

There may be additional areas you would like to investigate on your survey (for example specific event crossover), or any operational questions you may like to add (for example whether the interview was conducted on a sunny or cloudy day). In this instance, it is important to refer back to your research objectives and be clear about what you want to learn from the research, and what change or improvement might come from this new insight. As a rule, you should only ask questions which are relevant to your event's objectives, or your reporting requirements. In addition, the response codes that you use should align with any internal standards, reporting needs and data gathered for/by partners.

If you wish to add any additional questions, this can be accommodated; however there may be an additional charge. Please get in touch with The Audience Agency at research@theaudienceagency.org for more information.

Alternative research methods

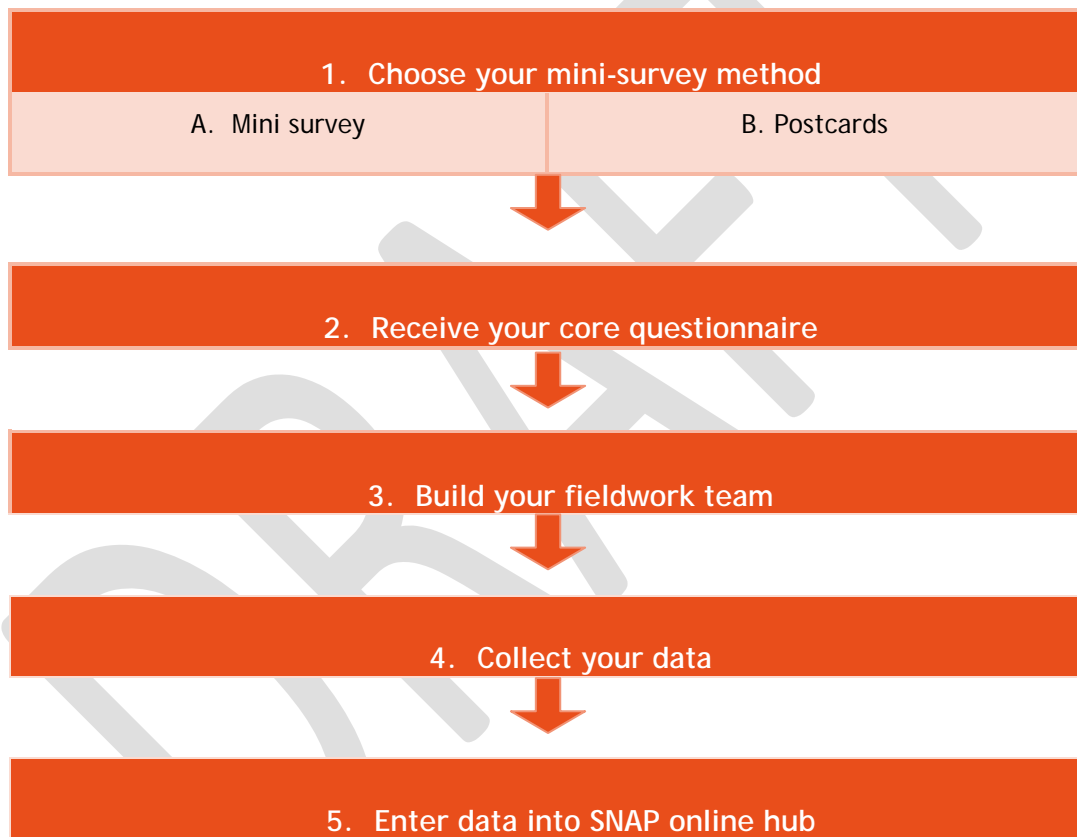
We advise that these alternative methods are only selected as a viable method of data collection if the minimum targets for the face-to-face survey, under Audience Focus cannot be met. Hourly targets for all research approaches are outlined on page 42 of the handbook.

Mini interview

Mini interviews, using either the mini-survey or postcard method, are essentially a shorter version of the face-to-face survey which includes only the 'core' questions. This enables you to gather key demographic information about your audience using fewer fieldworker resources.

Overview of the process

The process has five main stages - choosing your mini-interview method, receiving your core questionnaire, building your fieldwork team, collecting your data and entering your data into the online data hub via Snap survey software.



One of the benefits of the mini interview method is that, due to the shorter length, it is potentially less labour intensive than the face-to-face survey - a single fieldworker hour should yield double the response rate of a full face-to-face survey.

Postcard survey tips

- In order to maximise response rates we recommend that completed surveys are collected back directly from respondents on-site, rather than giving them the option to post back.
- In order to make the **re-collection** of completed surveys a simpler task ask fieldworkers to distribute postcards in defined areas such as workshops, or amongst audience members that are sitting down (particularly if located away from the main hub of the event's activities). This should also make completing the surveys an easier task for the respondents.
- Don't forget to **equip the fieldworkers** with plenty of pens for respondents to fill out the postcards. It's very likely that some audience members may accidentally walk off with them!
- See the **self completion tips** on page 39 for further guidance on encouraging higher response rates.

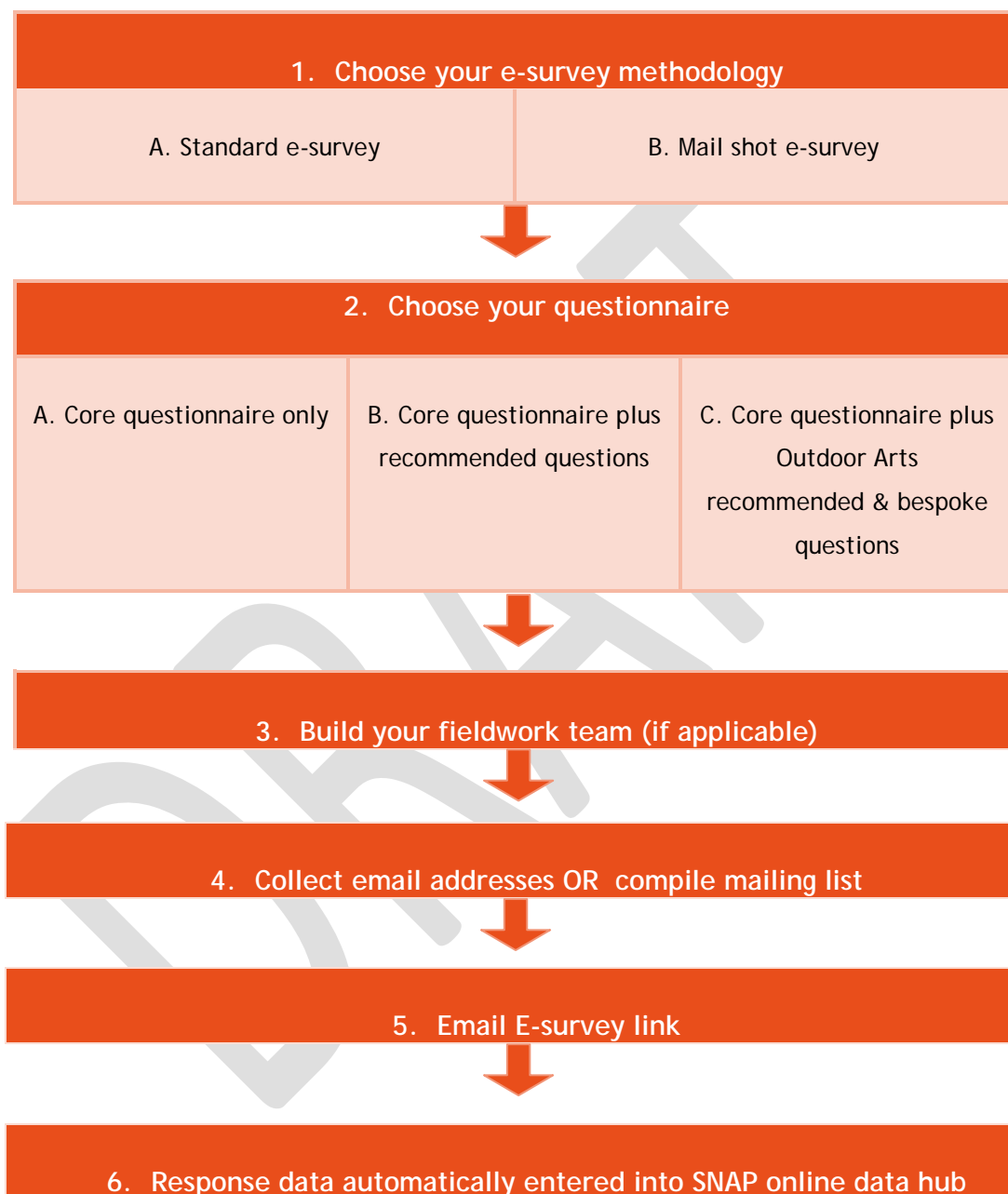
E-survey

The e-survey provides an alternative means of capturing detailed audience profile information and experience insight and serves as a viable substitute to the face-to-face survey, particularly if a greater level of depth is required. However, we would still recommend the face-to-face survey as the most effective means of collecting audience data, due to the potential for low e-survey response rates.

Overview of the process

The process has six main stages - selecting your e-survey method, choosing your questionnaire, building your fieldwork team, collecting email addresses at your event or compiling a mailing list, and emailing out the e-survey link. Finally, all respondent data will automatically be entered into the online data hub via Snap survey software. Please note that the mail shot e-

survey option is only viable for ticketed events which have access to mailing list data. For more information on choosing questions from the standard questionnaire template and setting your own, please see page 32 of this handbook.



One of the benefits of both the standard and mail-shot e-survey approaches is that they capture the perspective of audiences that have completed their visit to your event; however we do recommend that the e-survey link is sent out to the mailing list population within one week of the event's conclusion to ensure that your event and their experiences are still fresh in their minds.

E-survey invitation

When emailing out the link to the e-survey, how you present it will have an impact on response rates. As with face-to-face research, there are also some things respondents should be made aware of before deciding whether to take part or not (see 'Informed consent' Section on page 55).

We recommend using the following text in your invitation emails; feel free to amend to your requirements. You may, for example, want to add details of an incentive to increase response rates.

Subject: Tell us what you thought of [event name]!

Thank you for coming to [event] on [event date] - we hope you had a great time!

We're running an e-survey so we can understand more about who came to [event] and what they thought of it. It would be really helpful if you can spare a couple of minutes to click on the link below and answer some questions. Your feedback will also help us understand our audiences and the overall impact our event, so this really is a great opportunity to get your voice heard. Anything you tell us will be kept confidential, is anonymous and will only be used for research.

Click here to take part: [insert link here]

Thanks, and enjoy the rest of the summer.

[Name]

[Organisation]

Standard e-survey

You can create a simple word document to collect your email addresses. All you need is some info about the event (to be filled in by the person collecting the email addresses), a short paragraph for this person to read out, and some lines on which they can write in the email addresses. If you plan on sending the invitations out as a mail-merge, you might also want to

collect first and last name; this can help increase response rates although will take a little longer to collect on the day.

Your form should end up looking something like this:

Date: ___/___/___ Location: _____

Event: _____

We are collecting email addresses so we can send an e-survey to people after today's event. Your feedback will also help us understand our audiences and the overall impact our event, so this really is a great opportunity to get your voice heard. Would you be able to help? Your email address will only be used to send you a link to the e-survey, and won't be handed to any third parties.

First name	Last name	Email address

One of the advantages of using a standard e-survey is that less fieldworker training is needed; in these instances, the areas to cover would include:

1. Background on the event
2. Practicalities - what will happen on the day
3. Roles and responsibilities
4. Sampling - how to ensure achieving representative views and profile of your audience
5. How to encourage people to take part in the research
6. Data protection and Market Research Society best practice

Standard e-survey tips:

When you are collecting email addresses at your event, you (and those collecting email addresses) should be aware of the following:

1. Explain to people what they're signing up for - not marketing or advertising, just a link to a survey.
2. Explain why it's helpful if they complete it - letting audiences know that their input will help to inform and shape future events will help you to increase response rates.
3. Use capitals when recording addresses - typically 10-15% of email addresses collected are invalid due to being recorded unclearly.

DRAFT

Self completion tips

If you are using a self-completion methodology (standard e-survey, mail shot e-survey or postcard mini-interview), think about each stage of the process the respondent will encounter, and how to encourage responses.

Engage respondents in the process right from the beginning - explain why it will be really helpful if they take part

Give **clear instructions** at each stage - for instance when collecting email addresses or handing out postcards

Keep it short - If using an e-survey or mail shot e-survey don't be tempted to include all the questions from our standard questionnaire framework, just because you have the space to do so. The fewer questions you can ask whilst still meeting your key objectives, the better. We would recommend that you keep the survey length to less than ten minutes to avoid a high number of partially completed surveys.

Incentives, such as being entered into a prize draw, encourage people to take part. Make sure you offer neutral incentives, e.g. retail vouchers, which will be equally motivating to all those in your audience rather than anything related to your festival (which might not be a good incentive for those who didn't have a great time).

If sending out an invitation to take part in the survey via email after the event, make sure the text of the email, including the subject line, is **clearly about your event** - an example of this invitation is provided on page 36.

Planning your data collection

Achieving a robust and representative sample

In this section we explain how to decide how many questionnaires or email addresses you need to collect. This is based on the size of your event and the level of accuracy you need in your results.

Sampling

A sample is a representative portion of a population that you are interested in. Unlike a census, which aims to include everyone in your target population, a sample gives an indication of the attributes of the wider population by looking at those of a smaller population.

Choosing an appropriate sample size

Generally, the larger the sample size, the more accurate the data is and the more accurate and robust your conclusions are about the whole population. Your sample size should be large enough that the results you see from the sample are applicable to your wider audience, to an appropriate degree of accuracy. Your target sample size (i.e. how many people you want to speak to) will depend on how many respondents are needed to give a strong indication that their profile will be similar to that of the population as a whole. The following table shows appropriate target sample sizes for different expected audience numbers (assuming you want to describe the entire audience at the event).

Total number of people attending	Sample required for 5% margin of error	Sample required for 8% margin of error	Sample required for 10% margin of error
20,000 or more	377	149	96
10,000	370	148	95
5,000	357	146	94
1,000	278	131	88
500	218	116	81

The 'margin of error' relates to the extent to which you can generalise findings about your sample to the wider audience. This table shows that if you created a good random sample of 278 from an audience of 1,000 people, the results you produce would have a margin of error of plus or minus 5%. So, if you find that 55% of your sample are women, this means that you could be confident that between 50% and 60% (i.e. 55% plus or minus 5%) of your audience were women.

If you had a sample size of 131, of which 55% were women, the margin of error would increase to 8%, and you should report that between 47% and 63% of your audience were women. If you had a sample of 88, of which 55% were women, the margin of error would increase to 10%, and you should report that between 45% and 65% of your audience were women.

Given that sample sizes are important for the robustness of your data, but are also largely dependent on the resources at your disposal, the key things to remember are:

- While we recommend a 5% margin of error, the table shows that if you are happy to accept a slightly larger margin of 8% then the sample size does reduce significantly.
- The 10% margin of error is the upper limit of an acceptable sample size and whilst we appreciate that, due to time and resource constraints, it may be the only target possible, we would strongly recommend you aim for an 8% or lower margin of error.
- Consider how many interviews, or email addresses, each interviewer is likely to collect in an hour.

If you want to calculate your sample size more accurately, use one of the many online sample size calculators e.g. <http://www.surveysystem.com/sscalc.htm>

Enter your expected audience size in the 'Population' box, and 5 in the confidence interval for a margin of error of $\pm 5\%$, 8 for a margin of error of $\pm 8\%$ and 10 for a margin of error of $\pm 10\%$.

Hourly targets

The hourly targets for interviews or email addresses collected or postcards distributed and completed depends on the length of the interview process and the flow of visitors. The table

below gives estimates of reasonable targets **per single fieldworker hour** based on a continuous flow of visitors, and allows for the time taken to approach a visitor, to invite them to help, and also people declining to take part.

The fourth column accounts for the fact that many people who give an email address will not go on to complete the survey, or that those that have accepted a postcard may not have the opportunity to hand back the survey, particularly in a busy or crowded environment. Lastly, the final column lists minimum hourly targets required for robust benchmarking under Audience Focus and should be used a principle guide for choosing the most appropriate methodology for you and your event.

Methodology	Typical length of interview	Max number of responses per hour	Max completed surveys per hour	Min number of responses per hour required for Audience Focus benchmarking
Face to face interview	5 mins	5	5	3
Mini interview - Mini surveys	2 mins	10	10	5
Mini interview - Postcards	1 min	20	12	8
E-survey - standard e-survey	1 min	20	5	3

Random sampling

Random sampling is based on the premise that each person attending your event in theory has the same chance of being included in the survey. A truly random sample will be as representative of your audience as possible, and not favour certain types of visitors over others.

There are always certain elements that affect a random sample, which can be hard to overcome (e.g. language barriers, physical or practical considerations), but there are some elements that can be minimised such as interviewer bias, time of day or location of interviews.

Sample frame

Time of day and location factors should be minimised by creating a 'sample frame' that proportionally reflects your whole offer. You should make sure that the survey is conducted in a range of spaces, on a range of days, and at a range of times according to the numbers of audience members you expect in each space over the duration of your event or festival. In practice, if you expect twice as many visitors on Saturday as you do on Friday, you should aim to conduct twice as many interviews on Saturday than Friday. Likewise, if you expect Saturday afternoon to attract more people than Saturday morning, more interviews should be conducted in the afternoon than in the morning.

Minimising interviewer bias

Interviewers tend to be more likely to approach audience members who look 'friendly' and therefore more likely to respond. There are some ways to ensuring that the sample is as random as possible and that every member of the target population has an equal chance of being included in the survey:

- ask fieldworkers to approach every second person or group passing by
- if approaching a group, interview the group member whose birthday is soonest rather than a group member who 'volunteers'.

Sampling in a crowded environment

Interviewing people at outdoor events can seem daunting at first, with lots of potential respondents. There are some ways of making it a bit easier to single respondents out from the crowd:

- Position the interviewer near an entry/exit where there is a steady flow of people passing, rather than in an open area or in the foyer or bar area, where people are moving in all directions.

- If it's not practical to interview at an entry/exit point, still try to be methodical by choosing a small, central area and approach anyone entering that space.
- Another way to do this is to walk to and fro in a straight line between two points and ask, for instance every third person that comes within one metre.
- Use one of the random sampling methods described in the previous section.

How to maximise response rates

If you are using an interview-led methodology (such as face-to-face interviews) you can maximise the number of completed interviews by ensuring that:

- The interviewer feels **confident** in approaching and engaging with people, using open body language and smiling.
- The respondent is **clearly informed** why it is important for them to take part in the research, how long it will take and what is in it for them.
- The respondent is assured of **confidentiality**, and is given answers to any questions they might have about the research.
- The questionnaire flows well, so the interviewer can **navigate** it easily.

Questions are only asked if **useful and relevant** - the shorter the questionnaire the more likely people will agree to help meaning more interviews can then be achieved.

Recruiting, training and managing fieldworkers

Fieldworkers are a critical component of the research process and choosing the right people for the job will help you achieve both a great event and useful information about your audience. Whichever methodology you use, you will need at least one person on the day to collect the data. This could either be a volunteer, member of staff or professional fieldworker. In the following sections, general principles for selection, training and supervision are provided.

Selecting fieldworkers

Your fieldworkers should both reflect the spirit of your event, and be able to collect audience information to a level which will be useful to you. Whether you use local volunteers, hire students, local people or use professionally trained fieldworkers, the people involved in the survey process at your event should be:

- ✓ **Good communicators** - Be happy approaching and talking to people they do not know and be aware of the rest of the event (where toilets are etc.). Your audience will associate them with your event so they need to know what is going on and be able to represent you
- ✓ **Organised** - Show up on time, take the methodology seriously, be aware of what equipment is required and be well prepared
- ✓ **Reliable and accurate** - Able to follow directions, have attention to detail, store data sensibly and appropriately and take pride in doing a job well
- ✓ **Sensitive** - Be aware of data protection and access issues and have an understanding of the audience's perspective
- ✓ **Personable** - People will be much more likely to talk to someone who is friendly and smiling and they should be able to relate to your target audience
- ✓ **Flexible** - Be able and willing to work irregular hours such as evenings and weekends

If your fieldworkers are not confident enough in the role you have assigned them, they are more likely to only talk to people they know or identify with, which will not give you the range and breadth of information you need.

Planning

The main thing volunteers need to be happy and effective in their role is clear and consistent direction. This will need to be provided by someone, so make sure enough time and resources are allocated to a member of your team to manage this.

Be clear within your organisation what their role will be and who will be their main point of contact before you recruit them. Try to think through whether you have the capacity to manage a large team of volunteers or if this might be a volunteer role in itself. If this is the case you should plan to recruit for this role and train them first, so that they can be confidently installed as first point of contact to the rest of the volunteer team.

Recruitment

There are lots of people looking for volunteering opportunities in the arts, as a means of gaining work experience, as an opportunity to connect with others in the arts and to experience new things. To be sure you get the right volunteers for this specific role, put some time and thought into the recruitment process.

Describe the role in a clear and appealing way and use a descriptive, eye-catching title for the opportunity. Try to avoid generic opportunity titles such as 'Volunteer' or 'Admin assistant'. Keep the opportunity description short, snappy and straight to the point. Avoid jargon and acronyms. Things to include:

- What does the role involve?
- Who will the volunteer be working with?
- What skills will they develop?
- What benefit will their volunteering bring to the organisation and to them personally?
- Are there any skills or experiences which are necessary?
- What will the time commitment be and what can they expect in terms of expenses?
- Who should they contact?

Here is an example of how to effectively write a recruitment advert:

Recruitment example text:

“Volunteers are needed to help people fill out questionnaires at our event in Hackney”

...might be better expressed as:

“Research Assistant – Meet artists, producers and local residents and learn audience research skills in an arts organisation. The fifth annual Hackney Festival needs friendly, approachable volunteers to help us discover what the public think of the festival.

Commitment: Half-day training on 12 July 2012 and 8 hour shift on any day 18-21 July 2012. Travel expenses and lunch provided.

Contact: Emma at emma@example.gov.uk to register your interest.”

Where to advertise

If you have a particular target demographic for your event, apply the same principles to recruiting volunteers as you would to marketing to this audience and think about which networks are most logical for you. Focus on these first, as advertising more widely may generate more interest than you can manage.

- Do you have any existing networks or previous volunteers? If so, they are likely to take less time to train and manage.
- If your event is attached to a venue, do they have a list of volunteers you could invite?
- If the event involves partners or is engaging with any community groups, can you invite people through their networks?

Other options for recruiting volunteers could include your local Volunteer Centre, the Student Services department of a college/university near where your festival will be based, or back-to-work or employment initiatives in your area.

Training and support

Regardless of the level of experience a volunteer fieldworker might already have, some training will always be necessary.

As part of Audience Focus we offer free volunteer fieldworker training sessions which will brief the volunteers on your chosen research methodologies, and help them to feel confident and knowledgeable enough about the process to be able to collect good quality data.

A training session for volunteer fieldworkers will last around 1½ to 2 hours and would typically cover:

1. Background on the event
2. Practicalities - what will happen on the day
3. Roles and responsibilities
4. Sampling - how to ensure achieving representative views and profile of your audience
5. How to encourage people to take part in the research
6. Interview techniques
7. Practicing the interview
8. Dealing with sensitive questions
9. Data protection and Market Research Society best practice

We appreciate that it will not always be possible for your volunteers to attend The Audience Agency led training sessions. In this instance we would recommend that you facilitate your own training sessions using our training brief and supporting materials and resources, which will include:

- A PowerPoint training presentation
- Training webinars
- Video tutorials
- Online F.A.Q. document

These materials and resources, which are designed with the research lay person in mind, will include everything you need to equip your volunteers for the role and answer any questions or concerns they may raise. They will also provide a source of valuable information to help you provide on-going support to your fieldworkers, right up to your event. Take the opportunity during training to make it clear how they can access these.

We would also recommend that fieldworkers are supervised, or have a contactable supervisor, particularly during the early stages of data collection to ensure that they are comfortable with their role and the research approach, and that they are doing an effective job.

Reward and recognition

Make sure you thank volunteers, and express how vital their role is. Although volunteers should not receive payment for their services, you could give them opportunities to become more engaged with your organisation, offer certificates relating to their training and service or have a social event for them after your event.

Be aware of people's motivations for volunteering and offer feedback about their performance in a way that will be most useful to them. For example, if they view this opportunity as work experience then written feedback or offering to be a referee for them might be the most valuable reward. Make sure that your volunteers also have an opportunity to feedback about their experience working with you too.

Legal considerations and expenses

As an employer, you have certain responsibilities towards your volunteers. Some key considerations are:

1. You must ensure that volunteers have everything they need to conduct the research safely, and not be put in a situation where they feel unsafe. This might mean getting volunteers to work in pairs, especially if the research is taking place after dark.
2. Expenses should be given to volunteers for any out-of-pocket expenses - typically travel and food. You should get receipts for these, and provide your volunteers with copies, as they may be required to keep a record of any payments for tax or benefits reasons.
3. It is the responsibility of volunteers on state benefits to inform their benefits advisor that they are carrying out voluntary work. This will not affect their benefit eligibility.
4. There is considerable political sensitivity around unpaid work, and particularly long-term internships and you must make sure that you are complying with national minimum wage legislation.
5. Be aware that any agreements you form with volunteers describing what they intend to commit to your organisation cannot be considered binding contracts; otherwise they should be treated as paid employees.

Data entry and analysis

Data Entry - Snap Surveys

Once you have successfully collected your audience data from your event, it will need to be entered into the online data hub via Snap survey software. All organisations participating in Audience Focus programme will have a unique Snap account created for them.

Snap Survey Software is a survey tool used to design, publish and analyse surveys.



We will set up a free unique Snap Survey account for you.

You will be using Snap to:

- Enter your data
- View and analyse your results

Entering your data

If you opt for the e-survey or mail-shot survey method, responses will be uploaded automatically onto Snap, however the data collected via face-to-face surveys and mini interviews will require inputting manually. We will set up a unique data entry form for you on Snap which you will be able to access via a URL link. The online survey form replicates your paper survey, and the data entry process is quite straightforward:

1. Open up your web browser.

Go to your online survey via your URL link. (*Tip: If you bookmark the address of the survey, it'll be easier to return to.*)

2. Enter the results of a questionnaire onto the website.
3. Navigate using the 'Next' and 'Back' buttons.

4. On the last page, click submit.
5. This will redirect to a page confirming the results have been logged.
6. Repeat the process for the next survey you wish to enter, by re-entering the online survey address (or, if you have bookmarked it, clicking on the bookmark.)
7. Once you've submitted your last questionnaire, close your browser.

Questionnaires cannot be edited or deleted once submitted, so please make sure plenty of care is taken at this stage.

Depending on how many questions you have chosen to include, each questionnaire should take 1-5 minutes to enter. It's generally a good idea to enter questionnaires on a regular basis and to clearly mark entered questionnaires as such to prevent double-entering or missing questionnaires.

The Audience Agency also offers a data entry service charged at a rate of 60p per survey, (please contact us for more information).

Mobile devices

Snap Mobile software allows you to enter the responses to your face-to-face surveys or mini interviews directly onto a tablet or smartphone device. The data is then automatically uploaded into your Snap account, so no manual data entry is required.

There are two levels of mobile device service offered:

1. You can use the survey URL link supplied by The Audience Agency to directly input your data into Snap via your own device. However, this does require a Wi-Fi or 3G/4G connection so may not be viable for your event.
2. You can upgrade to a Snap Mobile licence at an additional charge. This would enable you to input your survey data onto your own device without needing mobile internet broadband access at the event. Please get in touch with The Audience Agency for more information.

Data analysis

Once the data has been inputted into Snap, you will be able to look at the results in two ways:

- **Report:** a PDF giving an overview of your responses. As well as tables and charts for each question, the report features dynamic narrative content, summarising the key findings. This can be downloaded or viewed online.
- **Tables and Charts:** individual results for each question, presented as either a table or chart. These can be copied out of your browser and opened or edited in other programs, such as Excel or PowerPoint. Open-ended responses will be shown as a list, giving all the responses to that question.

Reports and tables/charts can be filtered to show only responses from certain respondents (for instance those aged under 30, or those who visited in June), and include comparisons with the most recent available Outdoor Arts Cluster or national art form benchmarks for that question.

As well as tables, charts and lists of open-ended responses, each analysis also has an 'Export' version, indicated by *Export* at the end of the name in the left hand window. These tables give a list of each respondent's answer to that question, and allow you to get raw data out of your account so it can be manipulated elsewhere.

We will provide a separate Audience Focus handbook with more detailed information on data entry, analysis and reporting.

Best practice and data collection explained

Whenever collecting data about individuals you need to be aware of legislation around data protection. This is a quick summary of legislation and industry guidelines which may be relevant to you; it is not legal advice and should not be relied upon as such.

The collection and storage of data as part of Audience Focus will be undertaken in accordance with Data Protection Legislation and Market Research Society Guidelines. The reporting will not identify individuals, unless prior consent has been given in compliance with Data Protection. Our work with data is all subject to legally appropriate contracts with participants in the programme as well as third party suppliers (for collecting and storing the data) to ensure that there is clarity around data ownership and about what can and cannot be done with that data.

Q: What is data protection?

A: *The Data Protection Act 1998 regulates the processing of personal data. It protects the rights of individuals to ensure that all personal data is stored securely and processed fairly and lawfully.*

For more in-depth information on these issues, please consult the websites of the Information Commissioner's Office (www.ico.gov.uk) and the Market Research Society (www.mrs.org.uk).

The Market Research Society Code of Conduct

The MRS Code of Conduct is a voluntary code of practice which all MRS members are obliged to follow. The Audience Agency is MRS-affiliated and obliged to ensure any research programmes we are involved with also follow the code. Even if you are not an MRS member, it is a really useful guide to ensure that professional standards are maintained at all stages within the research process, giving you better research and putting respondents at ease.

The full code can be found at www.mrs.org.uk/standards/codeconduct.htm

The general principles of the MRS code of conduct are:

- Research is founded on willing cooperation. It depends upon confidence that it is conducted honestly, objectively and without unwelcome intrusion or harm to respondents. Its purpose is to collect and analyse information, and not directly to create sales nor to influence the opinions of anyone participating in it.
- The general public and other interested parties shall be entitled to complete assurance that no information collected in a research survey which could be used to identify them will be disclosed to anyone else without their agreement; that the information they supply will not be used for purposes other than research and that they will in no way be adversely affected as a result of participation.
- Wherever possible, respondents must be informed as to the purpose of the research and the likely length of time necessary for the collection of the information.
- Research findings must always be reported accurately and never used to mislead anyone, in any way.

Q: Will ACE/other stakeholders have access to the data?

A: We want to make information as widely available and useful as possible, so headline information about the sector will be open source, and widely disseminated. ACE will also be able to commission bespoke reporting. We will of course store raw data responsibly (see above regarding Data Protection), only giving access for reporting purposes with express permission of the participating organisations according to Data Protection Legislation, to protect the interests of those contributing information.

Q: Will other organisations taking part be able to see my audience data?

A: No individual organisation will have direct access to the audience data of another without the expressed agreement of both parties. The spirit of the programme is about sharing and comparing audience intelligence across organisations for the benefit of the sector, however this will not involve identifying individual organisations' data where there is no agreement between organisations to do so.

Informed consent

When carrying out audience surveys:

- Respondents must not be misled when being asked for cooperation to participate in a research project.
- A respondent's right to withdraw from a research project at any stage must be respected.
- Respondents must be able to check without difficulty the identity and bona fides (credentials) of any individual and/or their employer conducting a research project.
- Interviewers must ensure that all of the following are clearly communicated to the Respondent:
 - the name of the interviewer;
 - the general subject of the interview;
 - the purpose of the interview;
 - if asked, the likely length of the interview.
- Respondents must not be unduly pressured to participate.
- Interviewers must delete any responses given by the respondents, if requested, and if reasonable and practicable.
- Interviewers must not reveal to any other Respondents the detailed answers provided by any Respondent or the identity of any other Respondent interviewed.
- Where incentives are offered, Interviewers must clearly inform Respondents who will administer the incentive.

- Respondent right to anonymity and confidentiality: the anonymity of Respondents must be preserved unless they have given their informed consent for their details to be revealed.
- Strict regulations apply for interviewing children - parent/guardian consent is required for interviewing under 16s.

The Data Protection Act

Data protection legislation must be adhered to, and not doing so can have serious consequences. It operates on the principle that individuals must give informed consent to the ways in which their personal data is used.

Informed consent consists of two main elements:

- **Transparency:** ensuring that individuals have a very clear and unambiguous understanding of the purpose/s of collecting the data and how it will be used.
- **Consent:** at the time that the data is collected, individuals agree to their data being collected, and have the opportunity to withhold their agreement to any subsequent use of data.

This is especially important to remember at the point of collecting the data - the respondent needs to be told why the research is taking place, what it will be used for, and explicitly agree to their data being collected.

The eight principles of data protection are that personal data should be:

- Fairly and lawfully processed.
- Processed for limited purposes.
- Adequate, relevant and not excessive.
- Accurate and up to date.
- Not kept longer than necessary.
- Processed in accordance with the individual's rights.

- Secure.
- Not transferred to countries outside the European Economic Area unless the country has adequate protection for the individual.

Q: What is personal data?

A: The Data Protection Act 1998 applies to personal data about a living, identifiable individual. Although there are some exceptions, it is best to assume that all information about a living, identifiable individual is personal data, and therefore should be treated in accordance with the Act.

Q: What is sensitive personal data?

A: Some personal data is classed as sensitive personal data. This type of data is subject to further regulations under the Data Protection Act and can only be processed under certain circumstances. Personal data becomes sensitive if it includes any of the following types of information about an identifiable, living individual:

- *Racial or ethnic origin*
- *Political opinions*
- *Religious beliefs*
- *Trade union membership*
- *Physical or mental health*
- *Sexual life*
- *Commission of offences or alleged offences.*

Some of these areas may be ones which you wish to include in your research in order to monitor diversity. You should only ask for personal sensitive data if you need to - this isn't to say you should shy away from doing so if it is necessary, just that you will be required to treat it with more care than other sorts of data. On the whole, by sticking with the MRS Code of Conduct you will also be adhering to data protection law. More information is available from the Information Commissioner's Office (www.ico.gov.uk).



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