

# Welcome

## Before we get started

Today's webinar is scheduled to last 30 mins including Q&A

Closed Captions are available on the desktop and mobile Zoom app (click the CC button)

This webinar is being recorded and will be available on the website alongside additional resources within 7 days

Say hello in the chat (select "Everyone" from the dropdown) and ask questions using the Q+A button. You can also use the reaction buttons!

**101 Webinar Series**

# **What is audience data collection and why do you need it?**

**Jack Roscoe**

**Wednesday 6<sup>th</sup> December 2023**



**Digital Culture  
Network**



# Introduction

Jack Roscoe

Tech Champion for Audience Data  
Collection and Evaluation



**Digital Culture  
Network**



- Introduction
- What is audience research?
- How do you do it?
- Why does it matter?
- Q&A

# What is audience research?

Applies to any cultural and creative organisation or individual.

On the most basic level, it's identifying:

- **Current** audiences
  - **Potential** audiences
- ..and learning about them

The goal is to find out some **useful, actionable insights**.

# Current audiences

How do they behave?

Why do they engage with you?

Who are they?

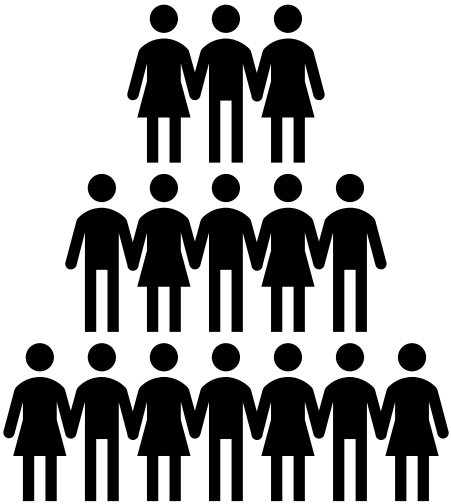
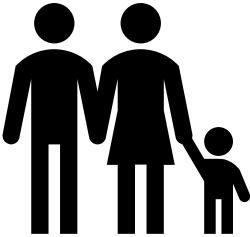


When and how often?

What do they think of you and your offer?

What would make them come back more often?

# Missing from the current audience?

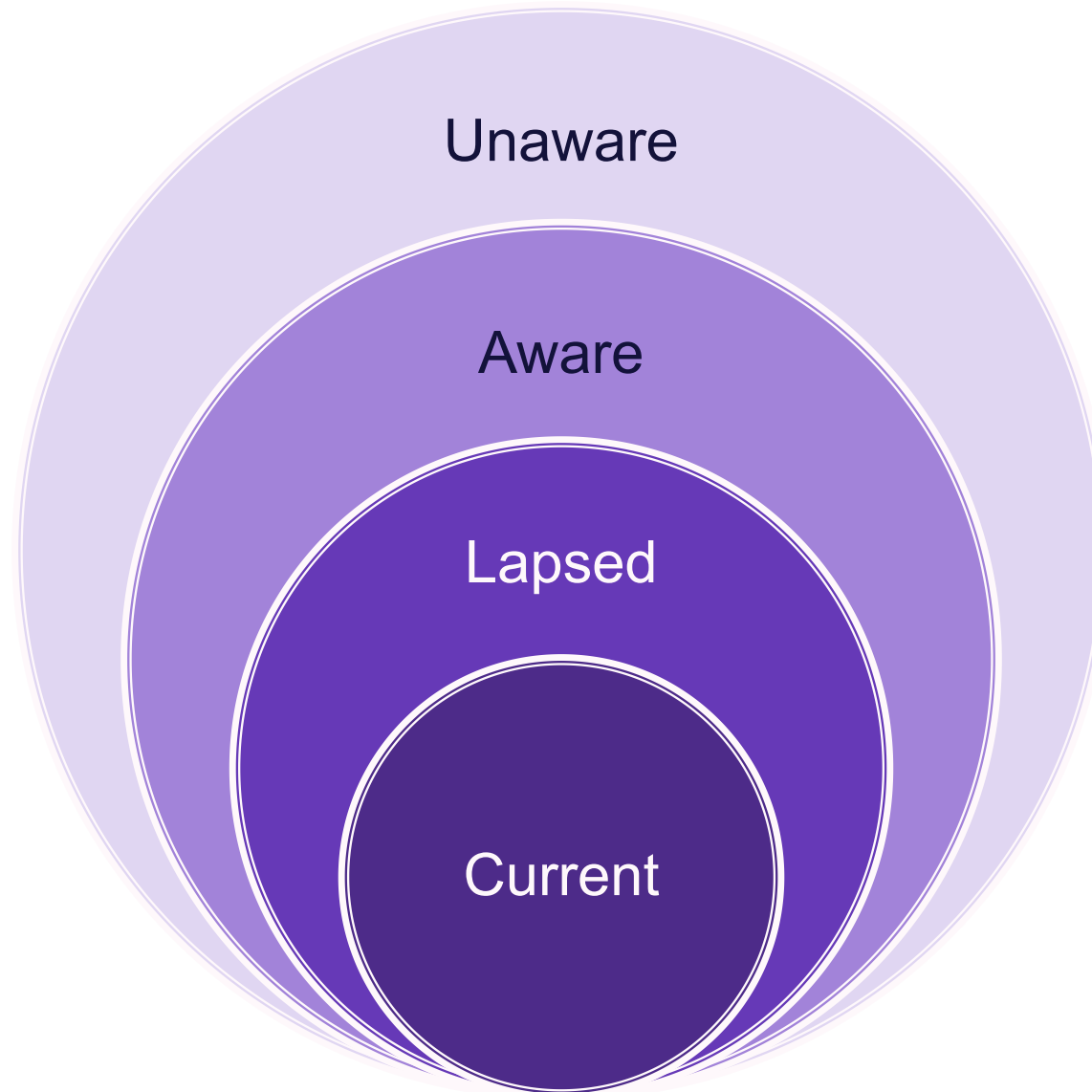


# Potential audiences

- **Current audience** research only tells half of the story
- It can't give us a detailed profile of the **people who don't engage with you**



# Potential market



# Potential audiences 2

Who would most likely engage with you?



Are they aware of you?

What do they want?



What do they think of you?

What would make them visit?

Where can you reach them?

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# How do you do it?

1. Design the research
2. Collect the data (fieldwork)
3. Analyse the results
4. Make use of it

# How do you do it?



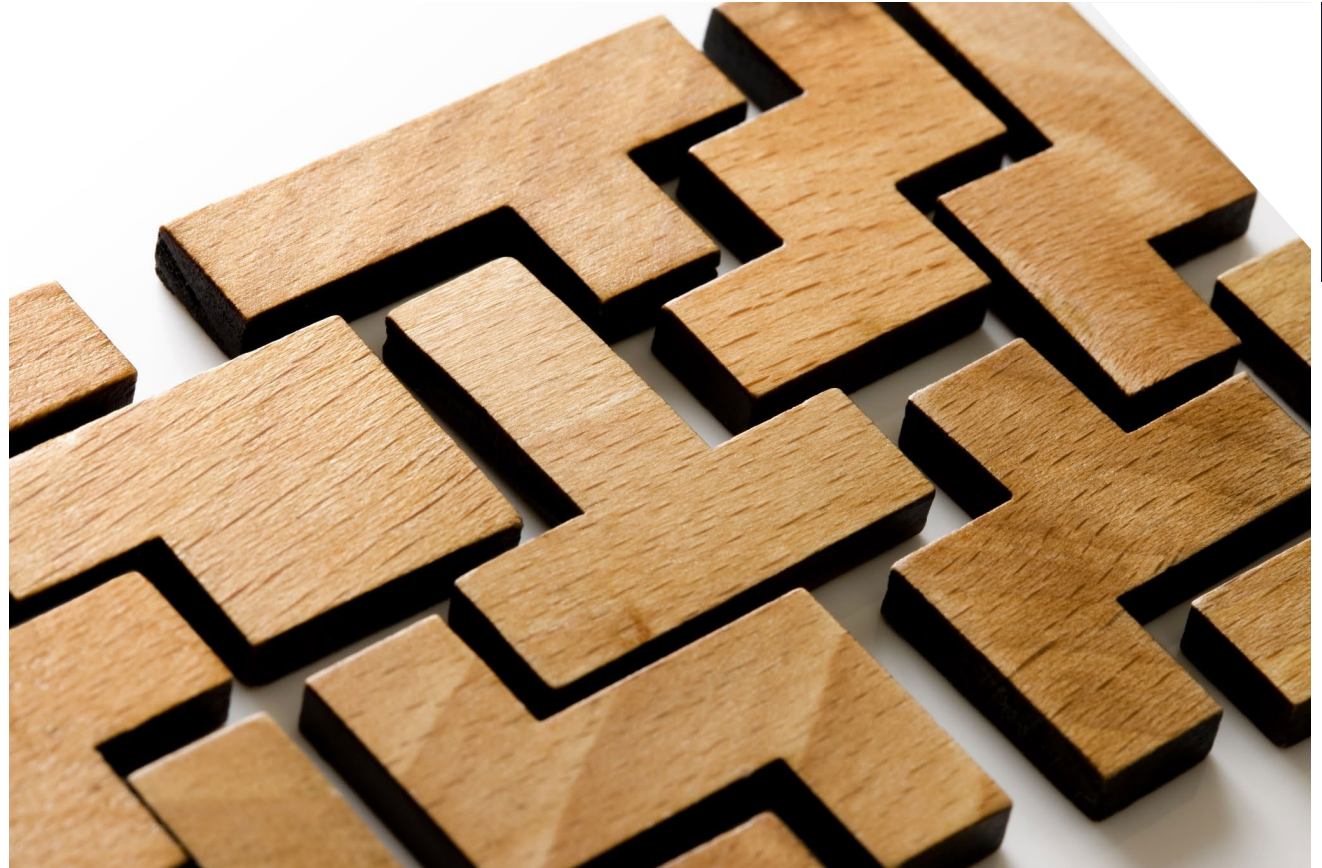
Do it yourself



Bring in a supplier

# Scoping a research project

- Scale and budget
- Tools and resources
- Knowledge and skills





# Data collection methods

## Quantitative

- Existing data
- Surveys (face-to-face)
- Surveys (self-led / online)
- **Panel surveys\***
- Observations

## Qualitative

- Focus groups
- Depth interviews
- Vox pops
- Online communities\*
- Mystery visits
- Video ethnography\*
- Creative methods

# Deciding on questions

- Focus on your priorities

Your organisation's mission, and key operations and strategies

- What are the biggest unknowns?

Blind spots in your existing data

Most likely to make an impact

- How will you group responses for analysis?

Segmentation, Visiting habits, Family, Members. Something deeper?



# Deciding on survey questions

Nuts and bolts to ask about:

- **Behaviour** – what did they do today?
- **Recency** – how often engaged?
- **Discovery** – how did they hear about you?
- **Marketing/social media** channel preferences
- **Membership, donations**
- **Distance travelled and modes of transport**
- **Pricing** – value for money
- **Ratings** – facilities, quality, brand, impacts

# Motivations and outcomes

Statement	Category
To spend time with friends or family	Social
For me or my children to be entertained	Social
For a special occasion	Social
To be intellectually stimulated	Intellectual
I was curious	Intellectual
For me or my children to learn something	Intellectual
For academic or professional reasons	Intellectual
To support my wellbeing	Emotional
To do something new or out of the ordinary	Emotional
To see beautiful or awe-inspiring things	Emotional
To be inspired	Spiritual
For reflection	Spiritual
To see an artform that is an important part of who I am	Spiritual

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# Why does it matter?

- Useful, actionable insight
- Data is your friend

Understand the state of play, supports your decisions, feeds into evaluations, monitor change

- Retain and grow your audience

Discover what makes your current audience tick

Identify lapsed and potential audiences and what they want

# Need help?

- Have a look at the Digital Culture Network's Knowledge Hub
- Book a 1:1 with us

# Get in Touch



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**[@ace\\_dcn](https://twitter.com/ace_dcn)**



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# Q&A





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