

# Welcome

## Before we get started

1. Today's webinar is scheduled to last 1 hour including Q&A
2. Click the CC button for Closed Captions
3. BSL interpretation is available
4. This webinar is being recorded and will be available on the website alongside additional resources within 7 days
5. 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! 🤔 🎉 😊

# Increase your audience surveys and improve your survey data

Jack Roscoe, 18<sup>th</sup> September 2024






**Digital Culture  
Network**





- Why get more surveys?
- Different approaches, methods, situations
- Collect representative and accurate data
- Q&A

# Access free one-to-one support

[Get in touch](#) [Events](#) [Knowledge Hub](#) [Awards ▾](#) [External Support ▾](#) [News](#) [About ▾](#) 

Ask a Tech Champion

## Ask a Tech Champion

### Got something specific you'd like help with?

Our Tech Champions provide one-to-one support and expertise in a range of specialisms including:

- Digital Strategy and Marketing
- Digital Content Creation
- ECommerce and Merchandising
- Data Analytics and Insights
- Social Media
- Email Marketing
- Box Office Ticketing and CRM
- Websites
- Search Engine Marketing and Optimisation

First Name

Last Name

Email

Organisation

What is it about?

Which discipline is your area of focus?

What region are you based in?

How did you hear about us?

Please tell us about the support you need:

- Why get more surveys?
- Different approaches, methods, situations
- Collect representative and accurate data
- Q&A

# Why get more surveys?

- Data becomes more accurate and reliable
- Helps look at smaller groups within your data
- More likely to tell you something useful

# Accuracy of survey data

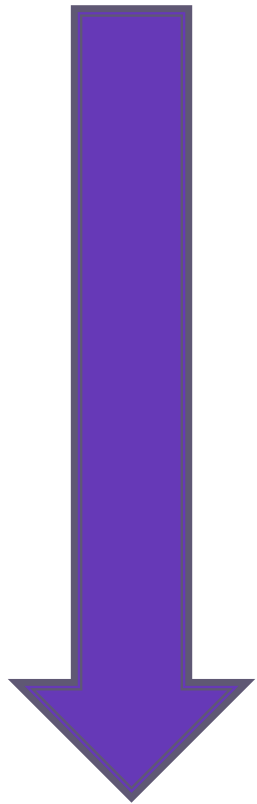
**“Margin of error”**



How incorrect your data is likely to be



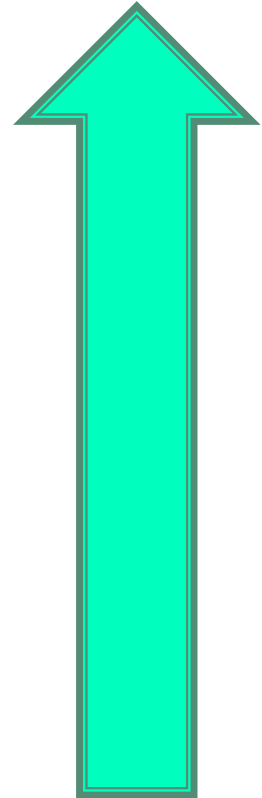
# How the margin of error works



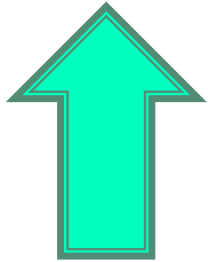
**Lower  
margin  
of error**



**More  
accurate  
data 😊**

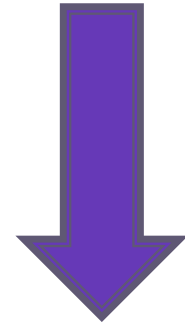


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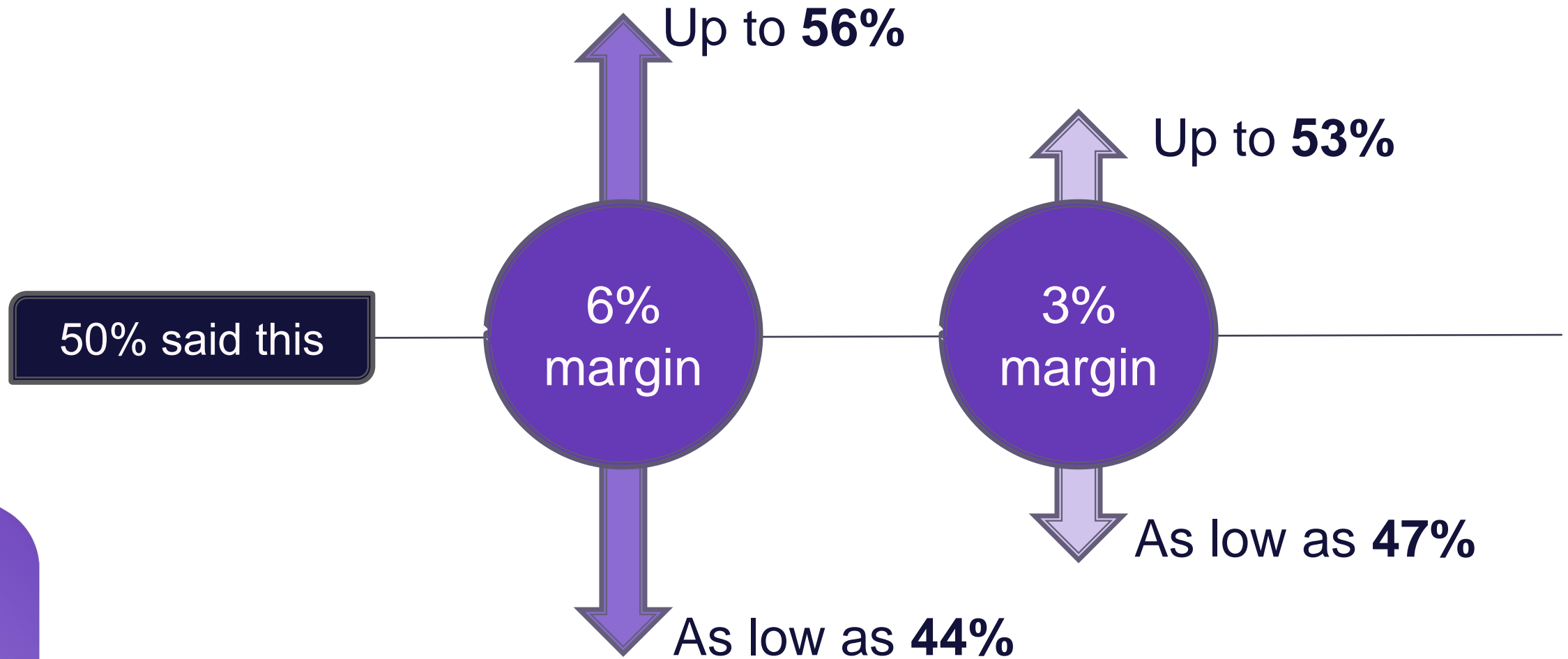


**Getting more surveys**

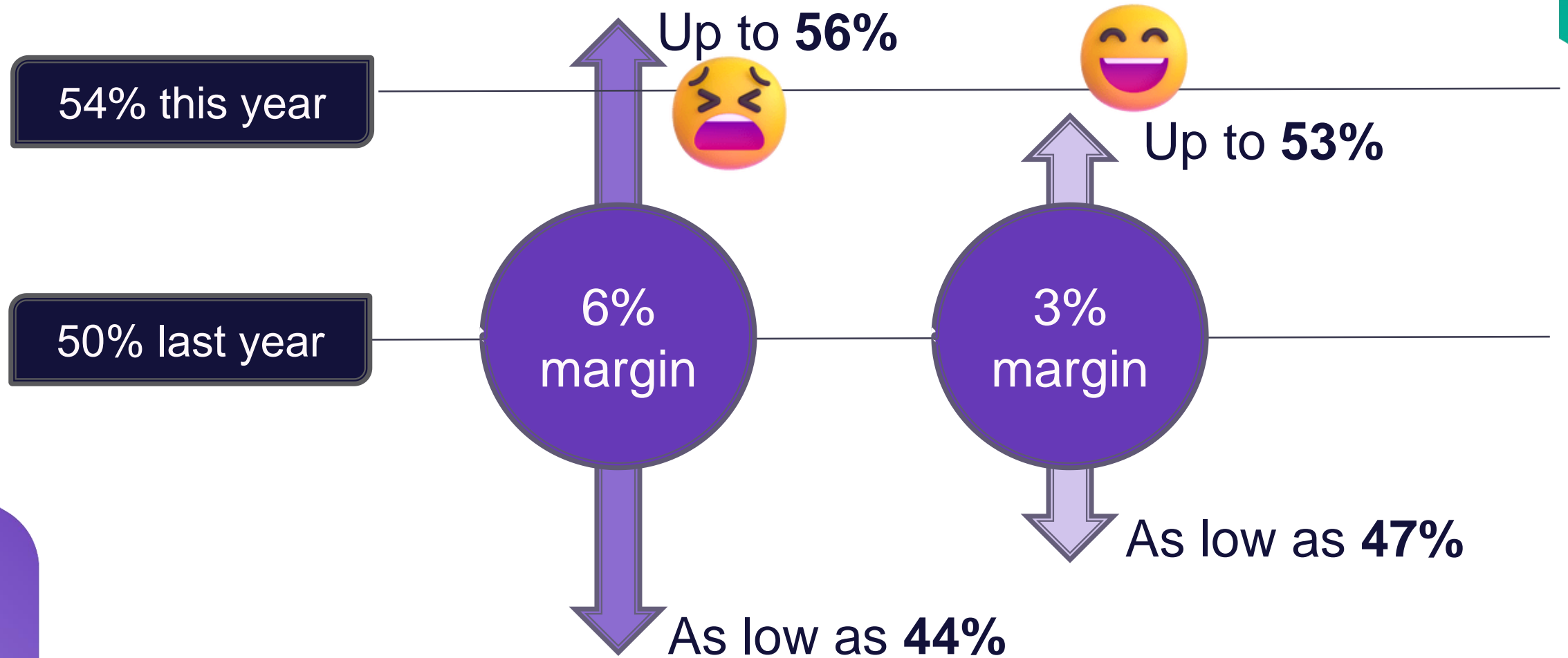
**reduces the margin of error**



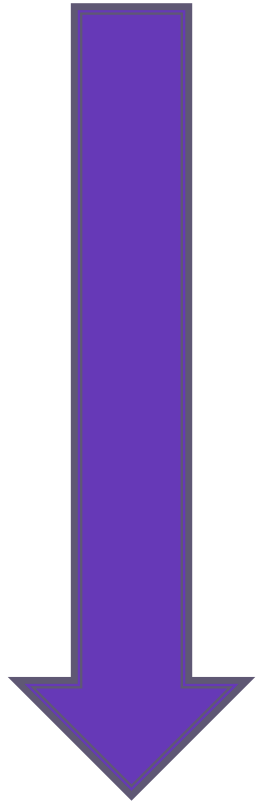
# What does the margin of error mean?



# Better data lets you compare smaller differences



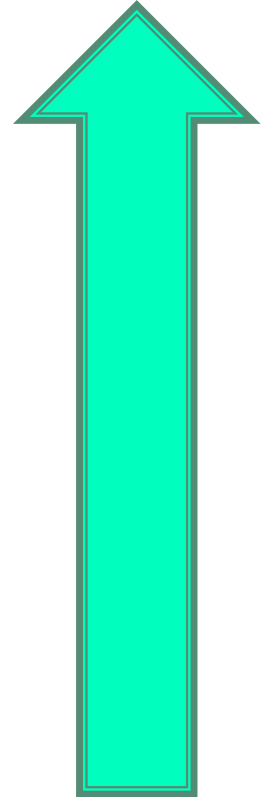
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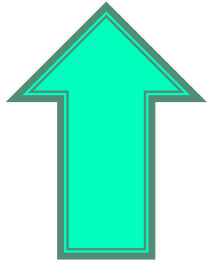
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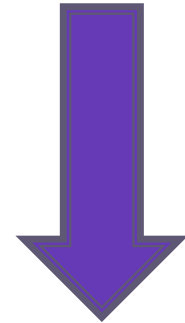


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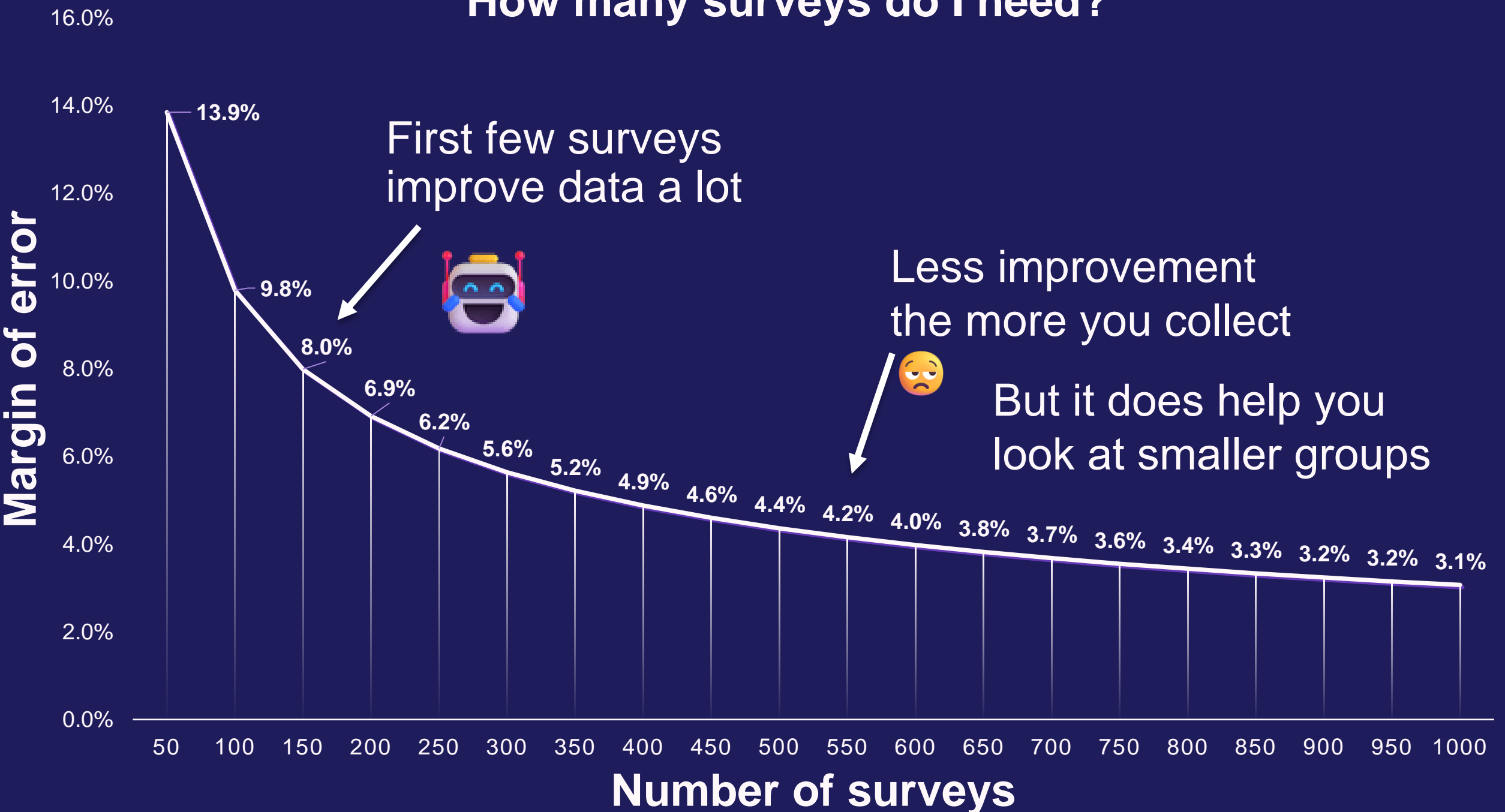


**Getting more surveys**

**reduces the margin of error**



# How many surveys do I need?



First few surveys improve data a lot



Less improvement the more you collect



But it does help you look at smaller groups

# More info on this topic

The screenshot shows a website page with a dark blue header. On the left, there are logos for 'Digital Culture Network' and 'ARTS COUNCIL ENGLAND'. The header contains a 'Get in touch' button and navigation links for 'Events', 'Knowledge Hub', 'Awards', 'External Support', 'News', and 'About'. A search icon is on the right. Below the header, a breadcrumb trail reads 'Knowledge Hub · Making the Most Out of Your Data · How to decide your survey targets and improve your sampling'. The main content area features a 'Share Article on...' section with icons for LinkedIn, Twitter, Facebook, and Email. To the right of this is a profile picture of Jack Roscoe, the author, with the text 'Jack Roscoe Beginner Read · Typical Reading Time 16 mins' and a print icon. The article title is 'How to decide your survey targets and improve your sampling'. Below the title is a photograph of a man in a suit looking at a large screen displaying binary code. On the left side of the article, there is a section titled 'In this article' with a list of sub-topics: 'How can we communicate the value of our surveys?', 'Survey targets: how should we decide on our sample size?', 'What is a 'good' sample size?', 'How accurate is my survey data?', and 'How can I calculate how accurate my data is?'.

**Digital Culture Network** | **ARTS COUNCIL ENGLAND**

Get in touch | Events | Knowledge Hub | Awards ▾ | External Support ▾ | News | About ▾ | 🔍

Knowledge Hub · Making the Most Out of Your Data · How to decide your survey targets and improve your sampling

Share Article on... | Jack Roscoe Beginner Read · Typical Reading Time 16 mins | 🖨️

**How to decide your survey targets and improve your sampling**

**In this article**

- How can we communicate the value of our surveys?
- Survey targets: how should we decide on our sample size?
- What is a 'good' sample size?
- How accurate is my survey data?
- How can I calculate how accurate my data is?



- Why get more surveys?
- Different approaches, methods, situations
- Collect representative and accurate data
- Q&A

# Survey collection methods



Social media



Static posters / banners  
(QR code or link)



Email to bookers

# Effective Emails

- Send **within 2 days** of the event
- Punchy subject and preview text
- Hold attention: visuals, language

Warm, funny, engaging, true to you

- Identify a problem
- Give a call to action
- Give thanks



Neon Dance at Rewire 2024 (c) Parcifal Werkman

# Survey collection methods

 Social media

 Static posters / banners  
(QR code or link)



 Email to bookers

 Face-to-face approach  

# Face-to-face approach

Completing the full survey, or giving a QR code/link

- You can make a **direct appeal**
- Puts a **human face** to your efforts
- **Encourage** completion
- **Explain** the survey
- Work into **existing touchpoints**



Cultural Connectors What's Next Southampton (c)  
@devplacephotos

Grumpy Unicorns by Hijinx Theatre (c) Red Herring Productions



**Face-to-face good practice**

# Face-to-face good practice

- Be able to **advocate** for and **explain** the survey
- **Get people started** on the survey if possible
- Have an **option** for them to **complete it later**



Get Jack to give your staff and volunteers a **free** training session



# Completing the survey

People can **self-complete** the survey on their own device, or on paper

- Find the best way for them to take the survey
- May need help with QR code or entering a short link (e.g. bit.ly)
- If carrying out the survey with people, take care not to influence their answers

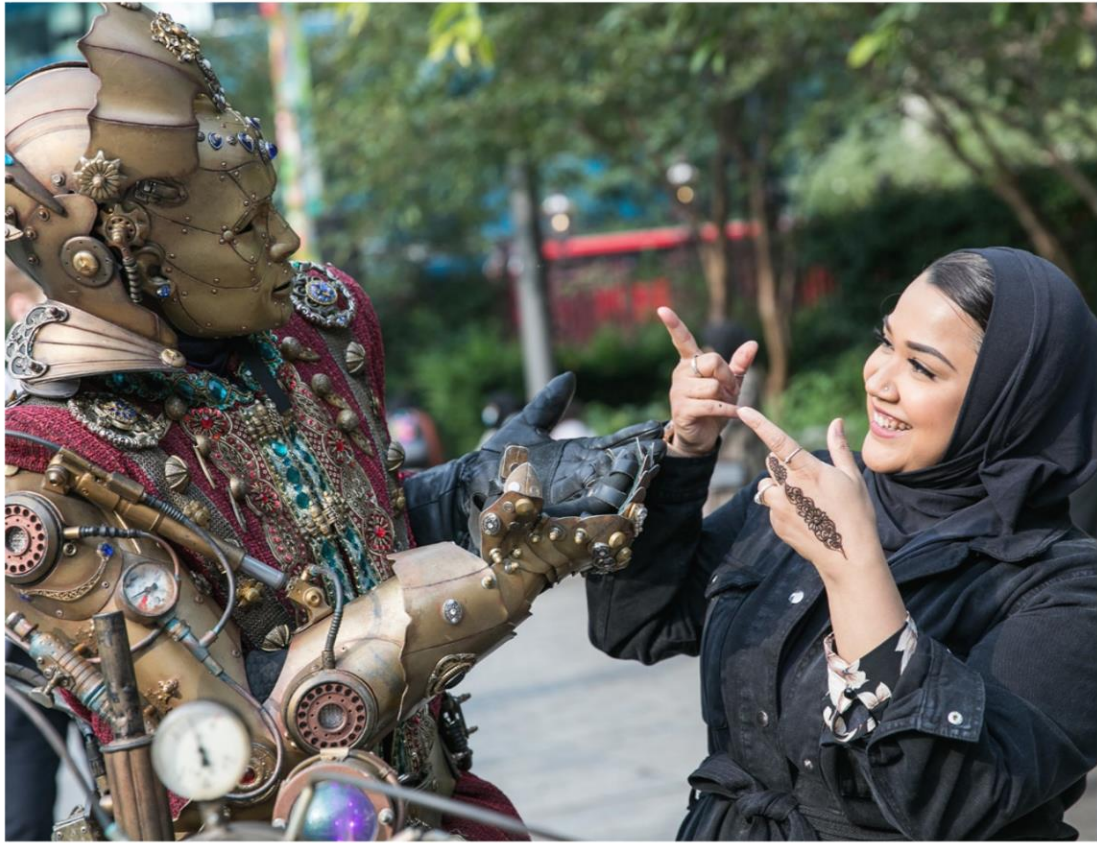


# Approaching people

- Be familiar with the survey
- Be yourself, be natural
- Overcome automatic response and make an effective appeal
- Pair a negative with a positive
- Being graceful in defeat



# Personal questions



Nutkhut's Swyron (c) Nutkhut

Set expectations, questions are optional

Be able to articulate purpose:

- Understand who is visiting
- Make sure nobody is missing out
- Reach more people in future
- Improving and doing better work
- Report data to funders

# Love your team 🧡

- Share success and achievement
- Share your insights and data - show the value



Section 28 and Me Tea Party – Tom Marshman (c) Mark Gray


**Speaking of which...**

**Help the Digital Culture  
Network with our event survey**

**Tell us what works for you**

# Should I use incentives?

Usually used to motivate:

- Long research activities (20+ minutes) 
- Fiddly, complicated or repeated activities
- No prior connection or uninteresting topics

Not usually used in audience research



# Types of incentive

- **Cash** – but need to prove completion
- **Bank transfer or prize draw** handling personal data
- **Charity donation**
- **Snacks, food or drinks**
- **Something small as a gift** – ideally not connected to you



SEE MONSTER by NEWSUBSTANCE (c) Sodium Films

# Recap: approaches and methods

- Email can be useful to passively collect a few surveys
- Face-to-face advocacy is the best tactic
- Your team need to understand and feel the value
- Being able to communicate and explain

Portsmouth Guildhall – The BASE (c) Daniel Haswell

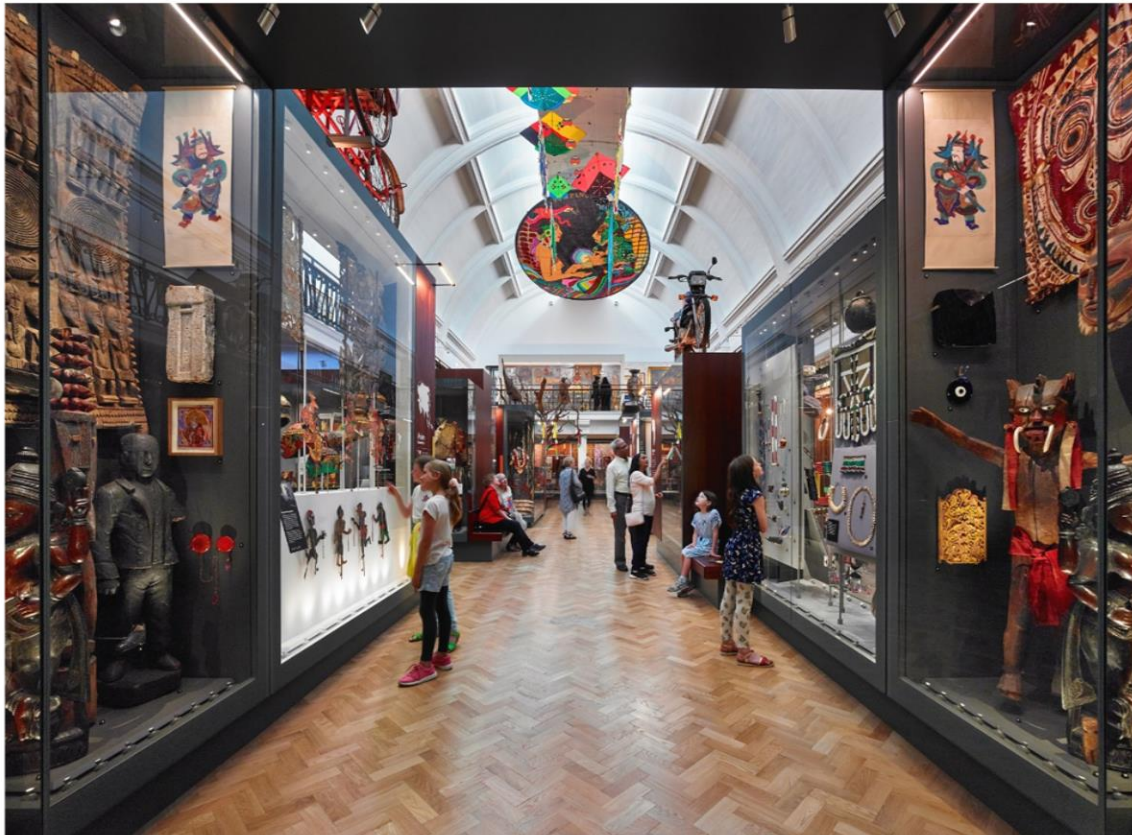


**Different situations**



# Museums / visual arts

Museums, galleries, heritage, exhibitions



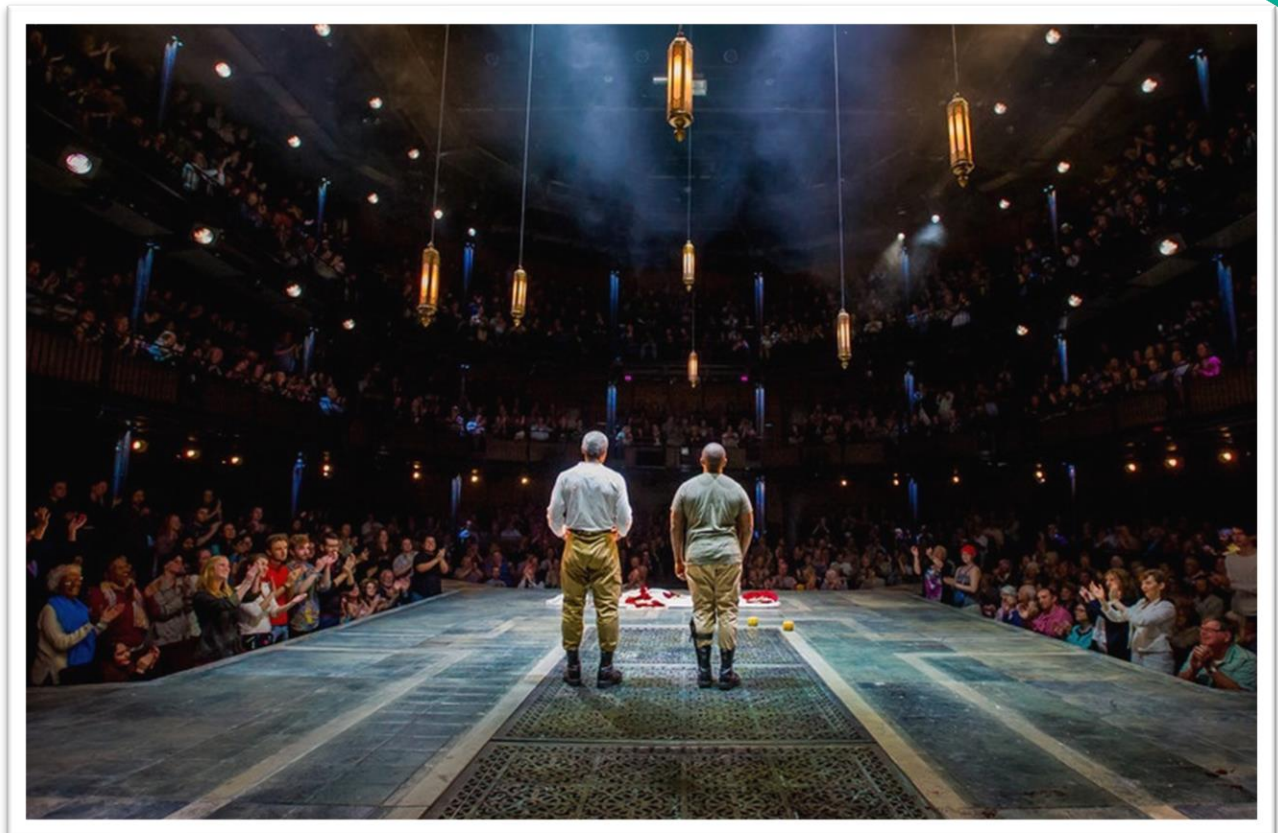
Horniman Museum and Gardens (c) Andrew Lee

- Lots of walk-ins, less pre-booking
- Free ticketing? 📄
- Invest in **face-to-face approaches**
- Work it into existing touchpoints
- Share **progress updates** and **insights** with your team

# Performing arts venue

Theatre, dance, music, opera, comedy

- Often heavily reliant on **email**
- Everyone leaves at once
- QR codes / flyers / activities
- Artists or performers to encourage participation
- Work it into **existing touchpoints**



Curtain Call, RSC (c) David Tett

# Non-venue based organisations



Epic Stages (c) National Youth Theatre

Can't email the audience yourself  
Competing with host venue's survey?

## Consider alternative research methods

- Comment cards / very short surveys
- Post-show **qualitative** discussions or interviews 🗣️
- Creative approaches

# Festivals / events

Large audience but not for very long



Yorkshire Festival

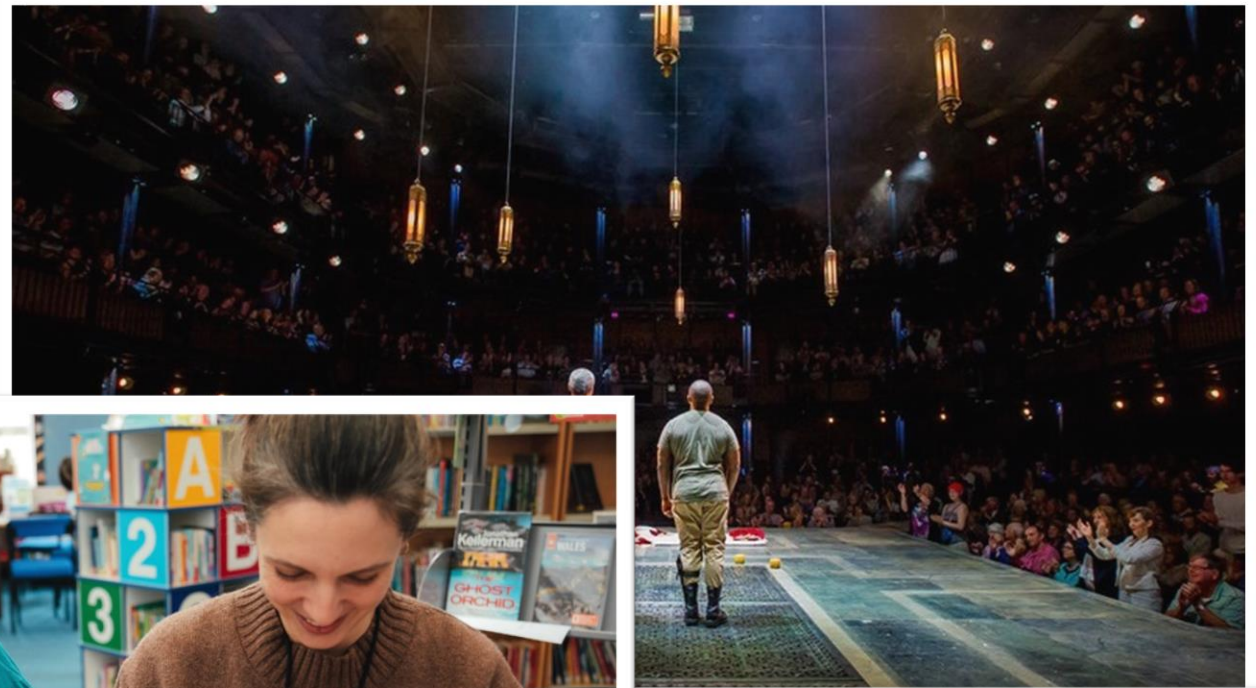
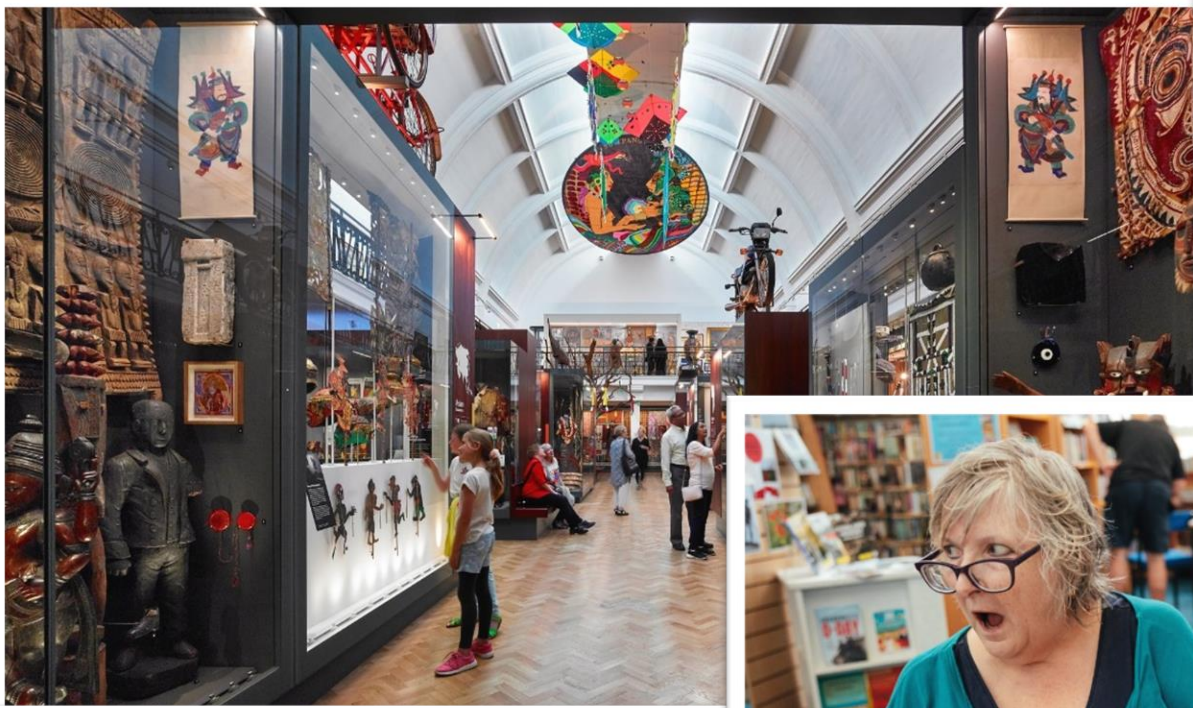
- **Email to bookers** can help if available
- A large team to carry out **face-to-face approaches** 🧑🏻🧑🏻
- **Co-ordinate** the team, and **share information** and learnings
- Staff, artists or performers to encourage participation
- QR codes / flyers / activities

# Libraries and Participatory

- Making an **effective appeal**
- Use **existing touchpoints** and staff, artists and facilitators
- Find the right **length, format and language**
- Build in **time for reflection**
- **Share** progress and feedback



Libraries Unlimited (c) Emma Stoner



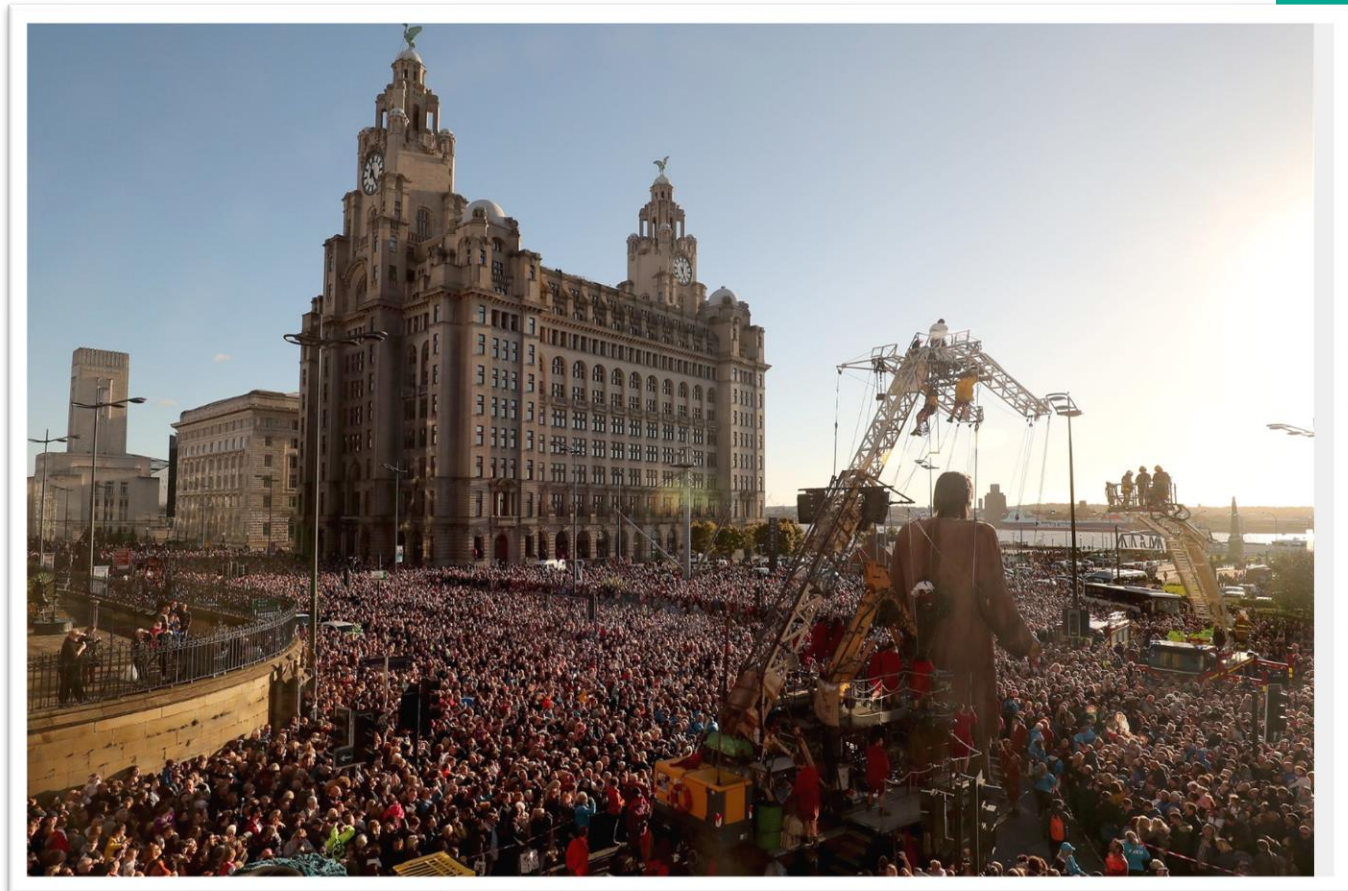
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# Sampling

Making sure that your data is **representative** of your audience

We can't survey everyone

But data should represent the **whole audience** accurately



Giant Spectacular: Liverpool Dream (c) Jason Roberts



# Getting representative data



Tree Rings (c) Art Poskanzer

Audience of many different types of people

Spread out surveying:

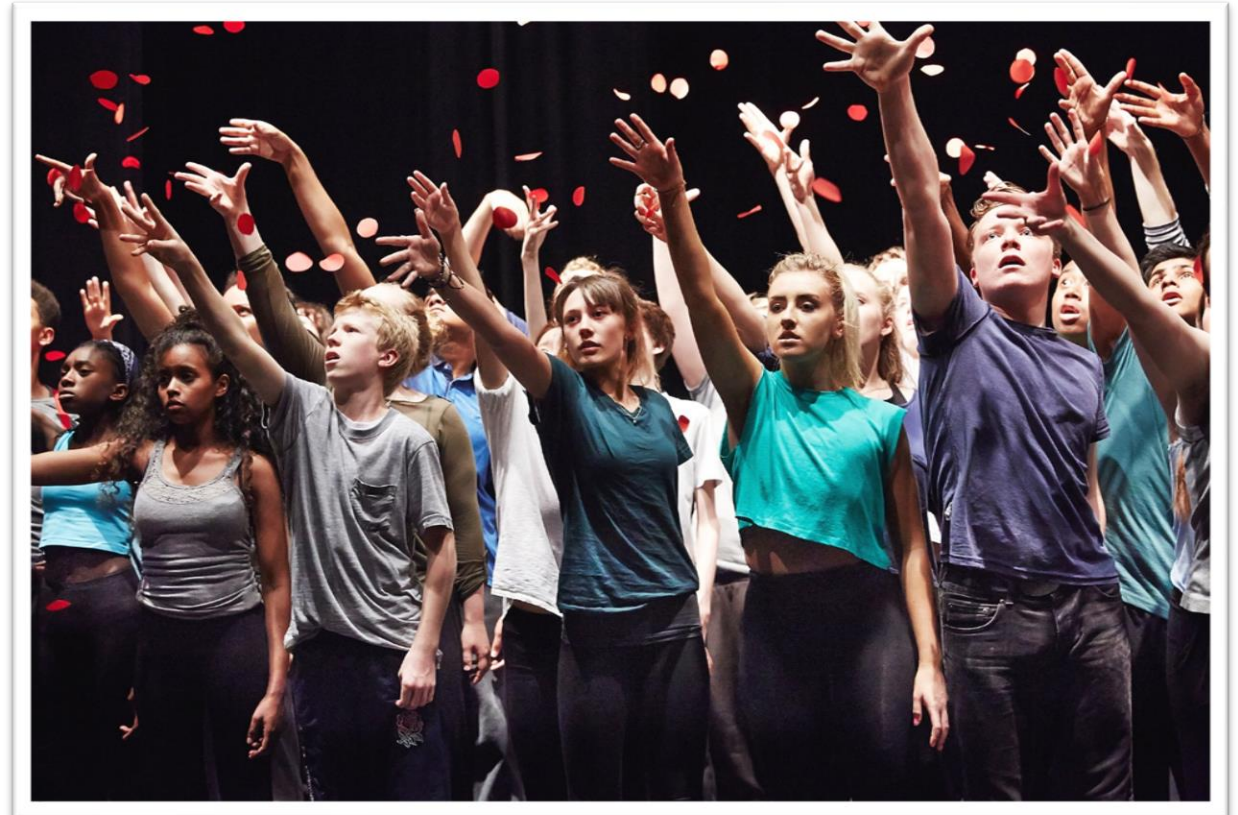
- across different **days** and **times**
- across different **events** and offers

Do it **proportionally** if you can

# Getting representative data

Consider how we recruit our survey respondents

- **Self-selection** skews the results 🤖
- Face-to-face approach helps correct this in theory
- But it could also introduce **approach bias** 😊
- So we need to select people **randomly**



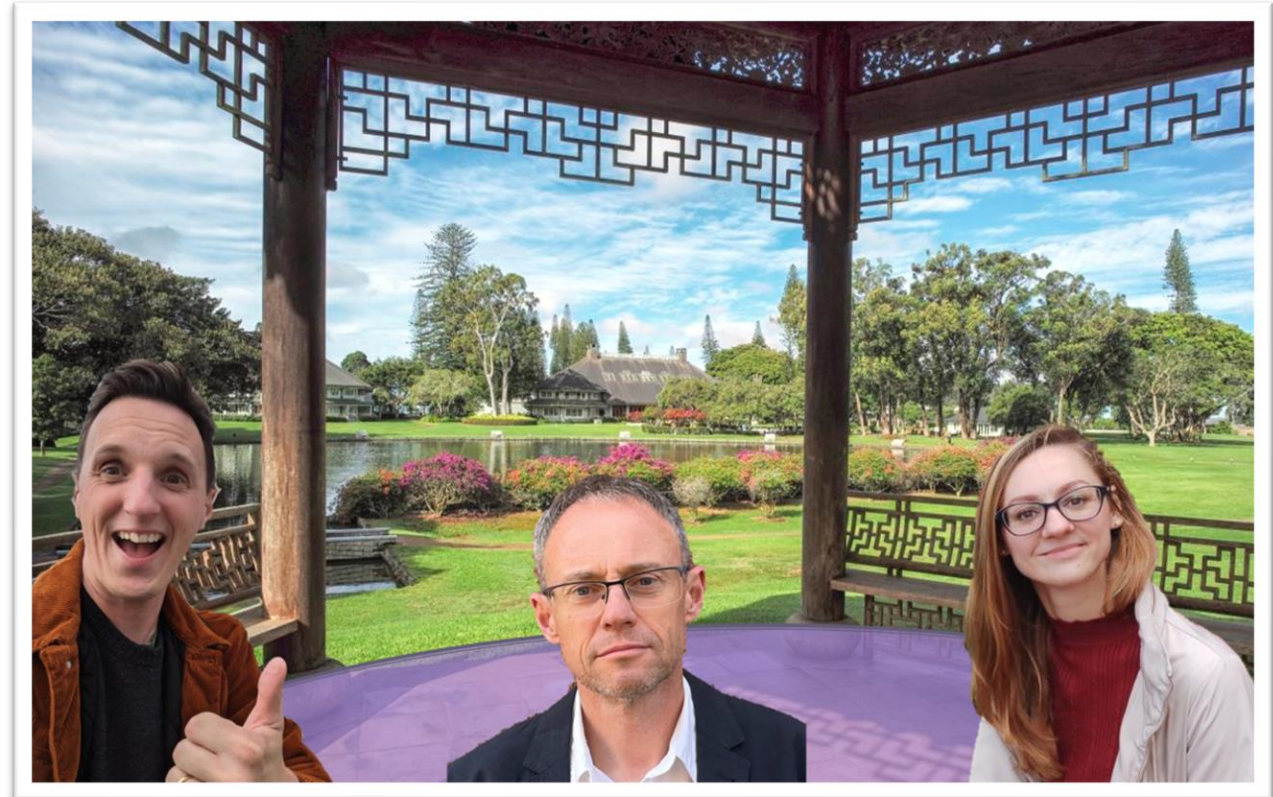
National Youth Theatre (c) Ambra Vernuccio

(c) Christopher Michel



# Counting method

- Count to a number and approach that **specific person**
- You can explain you've chosen them at random
- Removes social factors or approach bias from the selection



(c) Christopher Michel

# Recap: good representation

- Spreading surveying across different days, times and events
- Even better if you can do it in proportion to audience sizes
- Selecting and approaching people randomly to **reduce bias**

Portal – ARTS BY THE SEA, Lucid Creates (c) James Bridle



# Get in Touch



**[digitalnetwork@arts council.org.uk](mailto:digitalnetwork@arts council.org.uk)**



**[digitalculturenetwork.org.uk](http://digitalculturenetwork.org.uk)**



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



**[Showcase/Digital-Culture-Network](https://www.linkedin.com/showcase/digital-culture-network)**



**[DigitalCultureNetwork](https://www.youtube.com/channel/UC...)**

# Upcoming webinars

- **24<sup>th</sup> September** – The Digital Culture Awards 2025: Your questions answered
- **22<sup>nd</sup> October** – What goes into a social media strategy?
- **18<sup>th</sup> November** – Beginners guide to Ad Grants



# Q&A



# Digital Culture Network