

#	Q&A Transcript
1	<p>What about margin or error when you segment the data, if I take 1,000 surveys and then segment by 30% my margin of error goes from 3% to 7% (because even the segmented population is still large).</p> <p>Yes, this is correct. While cross analysis is very useful to look at smaller groups or segments within your survey data to look for different responses, you must remember that data for a smaller subset or group will be less accurate than the 'whole' sample - because there is less data. If you have a low number of surveys from a particular group, do remember to check the margin of error and use your judgement on how much to rely on the statistics. Margin of error and the accuracy of survey data is explored in this article: https://digitalculturenetwork.org.uk/knowledge/how-to-decide-your-survey-targets-and-improve-your-sampling/</p>
2	<p>I am also interested in capsule events' q about survey response rates eg older people more likely to fill out a survey that's been emailed to them rather than young people</p> <p>When we rely on emailed surveys to audiences, or any other self-selecting method, there can be a concern about the representativeness of the data. In general, females and older age groups are more likely to self-select to complete a survey than males or younger age groups.</p> <p>One simple approach is to embrace face-to-face randomised sampling to support or supplement emailed data collection.</p> <p>Or, analytical techniques to make the data more representative are complex and technical processes called 'weighting' that very few organisations will attempt by themselves; it requires the skills of a professional data analyst and expensive software; as well as data that tells you what the 'real' demographic makeup of the audience is. Access to these methods and tools is one advantage of employing a research agency.</p> <p>That 'real' representative data might be gathered via a survey sample approached face-to-face using randomised sampling, and perhaps even supplemented by observational data - though this could introduce ethical challenges, depending on the personal attributes being observed and logged.</p> <p>For more information about survey representativeness, read this article: https://digitalculturenetwork.org.uk/knowledge/how-to-decide-your-survey-targets-and-improve-your-sampling/</p>
3	<p>Is there a recommended number of questions?</p> <p>A typical question might take a respondent under 20 seconds to complete. If the perfect survey length is no more than 5 minutes, that means 15 questions is the point beyond which things begin to deteriorate. 10 minutes would start to feel like a long survey, or around 25-30 questions.</p>
4	<p>with the marketing question is it better to have this as an open ended one or tick boxes?</p> <p>Tick boxes, otherwise you would need to go through and code the different spellings and answers people have given in order to compare and quantify different marketing channels. 'My nan's mate Derek told me about it'.</p> <p>However, you can always include an 'Other - please specify' option with a box to write in a different answer, in case you've missed something important.</p>
5	<p>NPS - we use strongly disagree, disagree, in the middle, agree and strongly agree.</p> <p>It's not the exact way that the question is traditionally phrased, but you'd still get useful data from it. I guess the disadvantage here is that it's well studied what people's intentions are when choosing a specific number. Whereas, for a weaker 'agree', I wouldn't be able to say if that made someone a promoter or a passive - probably promoter?</p>
6	<p>What would be the max number of questions, or time, for a detailed annual audience feature</p> <p>An annual audience survey would be emailed out to your bookers or contacts, I'd imagine. Many of those may not have recently attended something, so you don't have the benefit of being fresh and relevant to them. For this reason, annual audience surveys may not be the most representative method and you may see more responses from people who are more loyal or regular visitors. To encourage more people to do an annual survey, keeping it short (15-20 questions max) and including an incentive may help improve representativeness.</p>
8	<p>What about incentives?</p> <p>They do have their uses, especially if you need extra motivation to help people do the survey. It depends what kind of survey and context you're in - I'd usually say try it without an incentive first before you commit. As well, think carefully about your choice of incentive. Something closely related to your organisation or offer (e.g. win tickets to an upcoming show) may not motivate people who aren't interested.</p>
9	<p>Do you know why grid questions are not available at all on ACE's Impact & Insights tool?</p> <p>I'm honestly not sure - you'd have to replicate the grid with a series of sliders or individual questions, which could tire out respondents even more.</p>
12	<p>Why is net promoter score better than just enjoyment score?</p> <p>It's not necessarily better; it's quite a different question when you think about it. Enjoyment or satisfaction are great outcomes for an individual audience. I guess what Net Promoter Score does is give you a sense of how much word of mouth and positive recommendation your work and events are likely to generate, which is more useful from a marketing perspective? There's no reason you can't ask both questions though. I've given a few examples of this 'kind' of overall quality question in the supplied question bank template.</p>
13	<p>What's a good time period to send a questionnaire out following an event or festivals?</p> <p>You should aim to send it out within 2 days, but ideally, the sooner the better. However, you may wish to experiment with the exact timing - depending on your event finish time, it may be better to do it immediately, or wait till the next day. In general, late morning and early afternoon are quite good times to send an email as they are more likely to be read.</p>
14	<p>Our main survey is an annual one sent to members to gauge their feedback and ultimately inform our strategy for the next year, rather than feedback on a visit. Is this something that DCN can help with through the 1:1 support?</p> <p>Yes we can! I can support with any kind of audience research: please do feel free to book in for a one-to-one support case. https://outlook.office365.com/book/AudienceDataCollectionTechChampionBookings@artscouncil.org.uk/</p>
15	<p>Does it need to be immediately after or can there be a time lag eg. a few days</p> <p>A few days would be too long, and I expect you would see some drop-off as the memory becomes less fresh. I would aim for within 24 hours and no longer than 48 hours.</p>