

# Measure your Audience



Ka koha te toi,  
ka whai te  
māramatanga  
If knowledge  
is gathered,  
enlightenment  
will follow

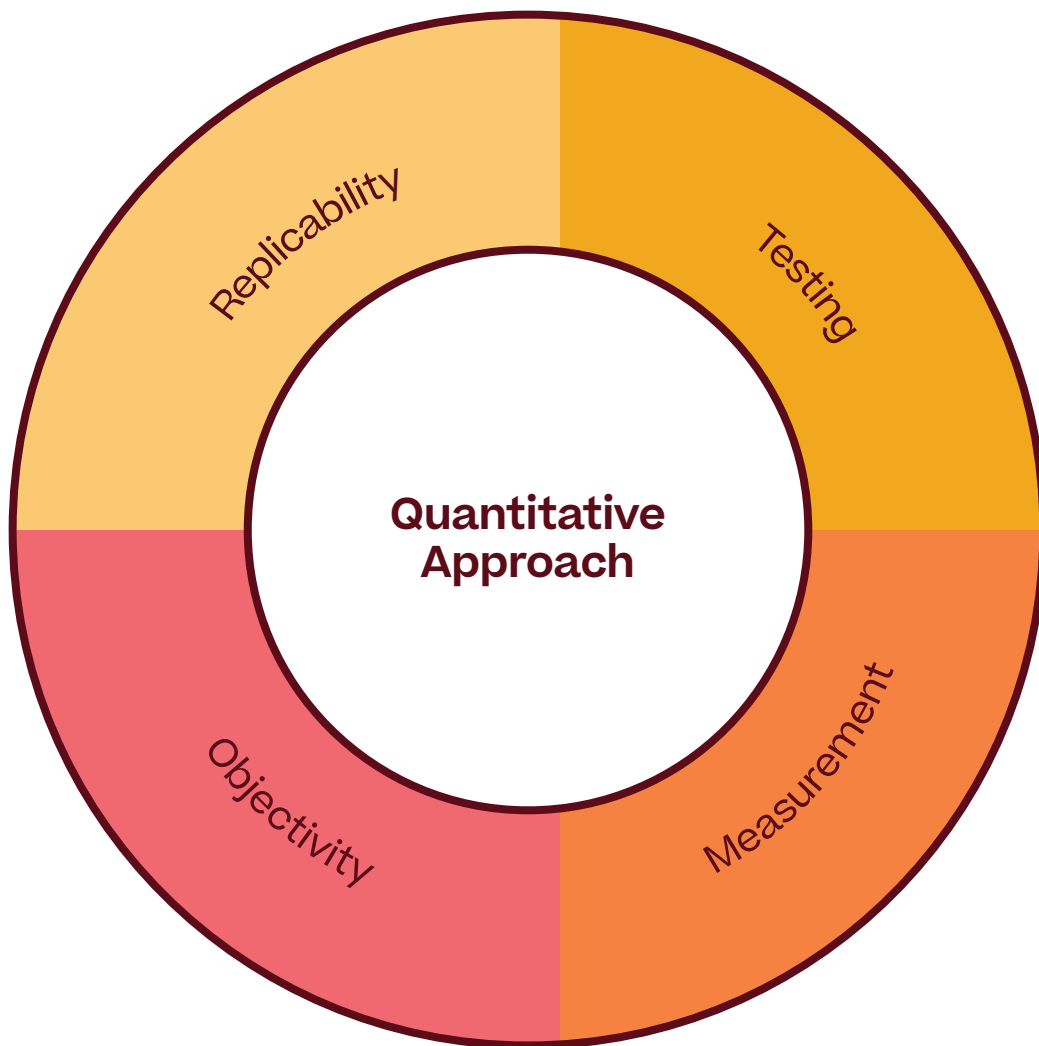
If you're reading this resource, then chances are you need no convincing of the value of your audiences. Not only that, you want to ensure that there are opportunities for them to give direct feedback, and if you're committed, you also want to measure your responses to their feedback, to see whether they are having the desired effect.

Measuring over time to test if what you're doing is working does take some commitment to the process—first you have to survey people about where you are at (your baseline), and then after making changes (to enhance your offering or address barriers etc), you ask them again.

A note on time—measuring your audience takes time, and therefore requires some commitment. Can you make it part of your processes? So that it becomes a habitual part of what you do?

## What is the best way to measure your audience? Quantitative or qualitative?

Quantitative is all about the numbers. If you invest in a big campaign for your next event or online shop ‘drop’, does that equate to more sales? What types of posts or videos are getting the most engagement? Do people prefer X or Y from your online poll?



## Quantitative analysis

Number of sales made

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Number of downloads

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Head counts at events  
(these will usually be approx)

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Registrations at the door

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Money collected

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Surveys or polls, offered online (such as Mailchimp or Facebook) and/or in person

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Google analytics – Likes, comments, engagement etc

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Number of people on your email database

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Ticket sales


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For an event that is free, can you provide free tickets as a way to collect this data, either online or at the door?

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Data collected from previous events/sales

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**There is a wealth  
of (free) resources  
online that can help  
you collect this  
type of information**

## Qualitative analysis

Qualitative is the information behind the numbers. It's all about the audience's opinions — what they think and feel, their stories — and can be the more valuable information.



**Ideally you'll  
ask more  
open ended  
questions  
(not yes or  
no questions)**



## Qualitative analysis

Questionnaires – open ended questions

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Surveys

- Directly – making use of your email database
  - Online surveys – such as Mailchimp or Facebook
  - Written or verbal – collected at your event by volunteers or committee members
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Feedback/evaluation forms – online and/or analogue

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Focus groups – a market research method that brings together a small group of people to provide feedback regarding a product, service, concept of marketing campaign

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Interviews

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Participant observation – this involves a person/ researcher observing or participating as an audience member to find out more about what their typical experience is

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A website audit or other user experience – could you ask someone to go through the experience of being a customer / audience member, from all the main touchpoints to the point of sale? (i.e from an Instagram post to buying something from your online shop, or buying a ticket online to your venue for a performance)

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Informal feedback – this is perhaps the easiest and cheapest way!

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Some good psychographic  
(experience based)  
questions might be



Why do you come?

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What do you love the most about the experience?

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What are your barriers?

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What's the one thing we could have done better?

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What's the best arts experience you've had?

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What are the ingredients that made the experience so good?

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If you are really keen to know what would be great questions to ask, you could create a focus group with 5 or so people and collaborate to find the best and most relevant questions.

If a survey is collected immediately after the experience (as in a theatre or gallery foyer, festival gates), people may not yet have had time to think through the impact the event has had on them. Sometimes it's better to follow up a short time later. Be sure to get their contact details!

You will need to ensure from the start that your data is collected in such a way that it doesn't get lost, that it is collated in a place that makes sense, and that it is easy for the people collecting it to get it into the system. Once it's in your system, you can find ways to collate themes together, and that way you should start to see a picture building

Empower yourself (or if you are an organisation, every single person in your organisation, especially those who interact with your customers/audience), to engage in conversation with your audience at any opportunity and to seek anecdotal feedback (personal accounts or observations). Cultivate a genuine desire to understand the audience perspective—the good, the bad and the ugly.

Listening to our  
audience and  
reflecting on  
what we learn,  
is a low-cost  
exercise

Andrew McIntyre

