

# Measure your audience

## Key points

Once you start collecting feedback, you can begin to measure to see if what you are doing is working

---

To do this you first 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

---

This process takes some time and so requires a commitment

---

There are 2 main types of information, quantitative and qualitative

---

Quantitative is all about the numbers

Number of sales made, downloads, head counts at events (these will usually be approx) registrations at the door, money collected, Google analytics, number of people on your email database etc

---

Qualitative is behind the numbers – the audience's opinions, what they think and feel, their stories.

Qualitative data can be the more valuable information

Questionnaires with open ended questions, surveys and evaluation forms (online or in person), interviews, focus groups, informal anecdotal feedback etc

---

Ideally you'll ask more open ended questions (not yes or no questions) in your qualitative data gathering

---

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

---

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 (their personal accounts or observations)

---

## Useful questions

Have you got a genuine desire to understand the audience perspective – the good, the bad and the ugly? If not, can you cultivate one?

---

Can you make measurement a normal part of your processes, so that this collection becomes a habitual part of what you do?

---

Do you have a good system for storing your data? Don't lose your data once you've captured it! Make sure you've got a good system for collecting and storing the information you collect

---

Some examples of good psychographic (experience-based) qualitative questions:

- Why do you come?
  - What did you love the most about the experience?
  - What are your barriers to attending arts experiences?
  - What's the one thing we could have done better?
  - What's the best arts experience you've had?  
What were the ingredients that made the experience so good?
- 

Ka koha te toi, ka whai  
te māramatanga

If knowledge is gathered,  
enlightenment will follow