

AUDIENCE RESEARCH

MADE EASY



FOREWORD

Audience Research Made Easy was written to provide organisations with guidance and advice on how to conduct effective audience research and better understand audiences.

Access to reliable information can help make the most of limited budgets. From informal observation to focus groups and questionnaires, this book explores creative ways to manage this essential marketing activity.

This area has consistently been nominated by Arts organisations as a priority for support. In response, Arts Victoria initiated a pilot investigation to look at the research needs of seven small-to-medium sized organisations and produce an easy to follow guide. The resulting report and sample questionnaire formed the basis for the current publication.

By focusing on the needs of relatively small companies, this practical guide demonstrates how arts organisations of all sizes can carry out cost-effective audience research.

Audience Research Made Easy will supply you with the tools and building blocks you need to create your own research projects and to build links and bridges to your audiences.

Acknowledgement

Audience Research Made Easy was initiated by Arts Victoria, the Government body charged with advising on and implementing arts policy, developing the arts and cultural industries across Victoria and ensuring access to all Victorians. The publication consists of three modules, written by Sharron Dickman, and based on the valuable input of Woolcott Research and marketing consultant Judith James.

Audience Research Made Easy is a joint initiative of Arts Victoria, through its Audience Development and Marketing Unit and the Australia Council, the Australian Government's arts funding and advisory body, through its Audience and Market Development Division.

Disclaimer

Every effort has been made to ensure that this publication is free from error and/or omission. The authors, the publishers, and any person involved in the preparation of *Audience Research Made Easy*, take no responsibility for loss occasioned to any person or organisation acting or refraining from action as a result of information contained in this publication.

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ABOUT THE MODULES

This toolkit is divided into three modules.

Module A

Absolute Beginners' Guide to Audience Research is for individuals and organisations with little or no prior experience in conducting audience research.

This module outlines eight practical steps to assist you to understand the importance of audience research, the way it can be used in your organisation and the types of research you can do. It explains how to analyse research data, write reports and take action on the results, and includes a number of examples of actual research projects undertaken by small and medium performing arts organisations.

The steps are:

- Step 1 – Understanding the importance of audience research
- Step 2 – Defining your research problem
- Step 3 – Choosing the right kind of research for your project
- Step 4 – Basic quantitative research
- Step 5 – Basic qualitative research
- Step 6 – Analysing your information
- Step 7 – Writing your report
- Step 8 – Making the most of your research

When you have completed this module you will have a basic understanding of audience research and how to use it to benefit your organisation.

