

MODULE C

AUDIENCE RESEARCH MADE EASY



MODULE C

CONDUCTING YOUR OWN AUDIENCE RESEARCH: USING THE DIY AUDIENCE RESEARCH QUESTIONNAIRE

Part 1 – Introduction – using the questionnaire

Part 2 – Printed sample of the questionnaire

Part 3 – Guidelines for gathering and entering data and generating results

Part 1 – Introduction – using the questionnaire

This module contains a questionnaire that will enable you to conduct your own audience research surveys. The questions have been designed to provide useful, practical information in an easy-to-use format so that you can start doing effective research immediately.

As well as the questionnaire, there are recommendations about distribution, collecting completed questionnaires, checking and entering data and generating results.

Part 2 – Printed sample of the questionnaire

The DIY Audience Research Questionnaire is designed as a self-completion survey that can be printed (on your letterhead or other paper that carries the organisation's name, address, ABN number, etc.) and distributed to audience members. It includes an introduction and 30 questions.

The questions are designed to gather information about respondents' attendance patterns – frequency, whether or not they are subscribers, and attendance at, and interest in, other venues and events. It gathers demographic information (age, gender, marital status, income, place of residence, education level, ethnicity), asks questions about the venue and booking processes, and how they heard about the performance. Questions 8 and 22 can be tailored to your specific area and organisation. Companies and venues in States and Territories other than Victoria will also need to tailor question 7 to their needs.

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INSERT LOGO /
INFORMATION HERE

OFFICE USE ONLY

QUESTIONNAIRE IN NO:

Audience Survey

Thank you for attending today's performance. To help us understand more about our audiences we are conducting an audience survey and we'd like to include your views. Please take a few moments to complete this questionnaire by ticking the boxes or writing your answers in the space provided. Be assured that your responses are entirely confidential.

Please fold and place your completed questionnaire in the box provided.

Name of Production: _____

Venue: _____

Performance Date: _____

Q1. Including this one, how many performances by this company have you previously attended? **(Tick one)**

One ₁ Three to five ₃ More than ten ₅
Two ₂ Six to ten ₄

Q2. Have you ever subscribed to this company? Yes ₁ No ₂

Q3. Do you subscribe to this company now? Yes ₁ No ₂

Q4. How did you first hear about this performance? **(Tick one)**

Season brochure/subscription	<input type="radio"/> ₁	Word of mouth	<input type="radio"/> ₆
Flyer/poster	<input type="radio"/> ₂	Email/Internet	<input type="radio"/> ₇
Advertisement in newspaper	<input type="radio"/> ₃	Read a review	<input type="radio"/> ₈
Other advertisement	<input type="radio"/> ₄	Other (please specify)	<input type="radio"/> ₉
Article	<input type="radio"/> ₅		

Q5. What was the main reason for you to attend this performance? **(Tick one)**

Part of a subscription	<input type="radio"/> ₁	An advertisement/promotion	<input type="radio"/> ₇
The reputation of the company	<input type="radio"/> ₂	Like attending this venue	<input type="radio"/> ₈
Know someone in the show	<input type="radio"/> ₃	Insert Name of Guest Artist Here	<input type="radio"/> ₉
Subject matter	<input type="radio"/> ₄		
A review I read	<input type="radio"/> ₅	Other (please specify)	<input type="radio"/> ₁₀
Recommended by someone	<input type="radio"/> ₆		

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Q6. Including this performance, how many times have you been to a live performance of any kind in the last 12 months? **(Tick one box only)**

Once only ₁ 2-4 times ₂ More than 5 times ₃

Q7. Which of the following major venues or events have you attended for a live performance in the last 12 months? **(Please tick as many as applicable)**

The Arts Centre	<input type="radio"/> ₁	Melbourne Festival	<input type="radio"/> ₆
CUB Malthouse/Malthouse Theatre	<input type="radio"/> ₂	Fringe Festival	<input type="radio"/> ₇
Melbourne Theatre Company	<input type="radio"/> ₃	Opera Australia	<input type="radio"/> ₈
Melbourne Symphony Orchestra	<input type="radio"/> ₄	The Australian Ballet	<input type="radio"/> ₉
Melbourne Comedy Festival	<input type="radio"/> ₅	None of the above	<input type="radio"/> ₁₀

Q8. Which (if any) of the following have you attended a performance by in the past 12 months? **(Please tick as many as applicable)**

<Company/Event >	<input type="radio"/> ₁	<Company/Event >	<input type="radio"/> ₇
<Company/Event >	<input type="radio"/> ₂	<Company/Event >	<input type="radio"/> ₈
<Company/Event >	<input type="radio"/> ₃	<Company/Event >	<input type="radio"/> ₉
<Company/Event >	<input type="radio"/> ₄	<Company/Event >	<input type="radio"/> ₁₀
<Company/Event >	<input type="radio"/> ₅	None of the above	<input type="radio"/> ₁₁
<Company/Event >	<input type="radio"/> ₆		

Q9. For each of the following art/cultural events, please indicate your level of interest. **(One tick per line)**

	Not Interested	Quite Interested	Very Interested
World Music	<input type="radio"/> ₁	<input type="radio"/> ₂	<input type="radio"/> ₃
Musicals	<input type="radio"/> ₁	<input type="radio"/> ₂	<input type="radio"/> ₃
Classical Music	<input type="radio"/> ₁	<input type="radio"/> ₂	<input type="radio"/> ₃
Experimental/New Music	<input type="radio"/> ₁	<input type="radio"/> ₂	<input type="radio"/> ₃
Popular Music	<input type="radio"/> ₁	<input type="radio"/> ₂	<input type="radio"/> ₃
Jazz	<input type="radio"/> ₁	<input type="radio"/> ₂	<input type="radio"/> ₃
Opera	<input type="radio"/> ₁	<input type="radio"/> ₂	<input type="radio"/> ₃
Contemporary Dance	<input type="radio"/> ₁	<input type="radio"/> ₂	<input type="radio"/> ₃
Ballet	<input type="radio"/> ₁	<input type="radio"/> ₂	<input type="radio"/> ₃
Theatre	<input type="radio"/> ₁	<input type="radio"/> ₂	<input type="radio"/> ₃
Circus/Physical Theatre	<input type="radio"/> ₁	<input type="radio"/> ₂	<input type="radio"/> ₃
Comedy	<input type="radio"/> ₁	<input type="radio"/> ₂	<input type="radio"/> ₃
Visual Art Exhibitions	<input type="radio"/> ₁	<input type="radio"/> ₂	<input type="radio"/> ₃
Museums	<input type="radio"/> ₁	<input type="radio"/> ₂	<input type="radio"/> ₃

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Q10. Thinking about the venue for this performance, how would you rate the following? **(One tick per line)**

	Very poor	Poor	Average	Good	Excellent
Comfort of the venue	<input type="radio"/> ₁	<input type="radio"/> ₂	<input type="radio"/> ₃	<input type="radio"/> ₄	<input type="radio"/> ₅
Atmosphere of the venue	<input type="radio"/> ₁	<input type="radio"/> ₂	<input type="radio"/> ₃	<input type="radio"/> ₄	<input type="radio"/> ₅
Suitability to the performance	<input type="radio"/> ₁	<input type="radio"/> ₂	<input type="radio"/> ₃	<input type="radio"/> ₄	<input type="radio"/> ₅
Being an easy place to get to	<input type="radio"/> ₁	<input type="radio"/> ₂	<input type="radio"/> ₃	<input type="radio"/> ₄	<input type="radio"/> ₅

Q11. How easy did you find it to purchase a ticket for the performance? **(Tick one)**

Simple ₁ Somewhat difficult ₂ Very difficult ₃

Q12. If you found it somewhat difficult or very difficult to purchase a ticket please tell us why.

Q13. What did you like most about the experience of attending today's/tonight's performance?

Q14. What specifically about your experience of attending today's/tonight's performance could be improved?

Now just a few more questions for analysis purposes

Q15. Are you: Male ₁ Female ₂

Q16. Which of the following broad age groups best describes your age? **(Tick one)**

Less than 15 years	<input type="radio"/> ₁	35-44 years	<input type="radio"/> ₅
15-17 years	<input type="radio"/> ₂	35-54 years	<input type="radio"/> ₆
18-24 years	<input type="radio"/> ₃	55-64 years	<input type="radio"/> ₇
25-34 years	<input type="radio"/> ₄	65 plus	<input type="radio"/> ₈

Q17. How many people – including yourself – attended this performance?

Attended alone	<input type="radio"/> ₁	Attended with 4 to 9 others	<input type="radio"/> ₄
Attended with 1 other	<input type="radio"/> ₂	Attended with 10 or more	<input type="radio"/> ₅
Attended with 2 others	<input type="radio"/> ₃		

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Q18. What is your residential Post Code? _____ If International please tick

Q19. Which categories below best describes your household type? **(Tick one)**

- | | | | |
|-----------------------------------|-----------------------|---|-----------------------|
| Single person | <input type="radio"/> | Single parent with dependent child(ren) | <input type="radio"/> |
| Couple without dependent children | <input type="radio"/> | Group household | <input type="radio"/> |
| Couple with dependent child(ren) | <input type="radio"/> | Other (please specify) | <input type="radio"/> |
-

Q20. Do you have access to the Internet?

Yes No

Q21. If yes, which of the following do you use the Internet for?
(Tick as many as apply)

- | | | | |
|-------------------------|-----------------------|-----------------------------------|-----------------------|
| For email | <input type="radio"/> | To find out what's on in the arts | <input type="radio"/> |
| For work | <input type="radio"/> | To book tickets for arts events | <input type="radio"/> |
| For shopping | <input type="radio"/> | None of these | <input type="radio"/> |
| For entertainment/games | <input type="radio"/> | | |

Q22. **Add your own question on this line**

Yes No

Q23. In which country were you born?

- | | |
|---|-----------------------|
| Australia | <input type="radio"/> |
| Other English-speaking country (please specify) | <input type="radio"/> |
| Non-English-speaking country (please specify) | <input type="radio"/> |
-

Q24. Are you of Aboriginal/Torres Strait Islander descent?

Yes No

Q25. Do you speak a language other than English at home?

Yes No If yes, please specify _____

Q26. Please indicate whether you...

Work full time Work part time Not in paid employment

Q27. Are you a student?

Yes No

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Q28. Do you work in the Arts sector? Yes ₁ No ₂

Q29. What is the highest education level you have attained to date? **(Tick one)**

Primary School	<input type="radio"/> ₁	Bachelor Degree	<input type="radio"/> ₅
High School	<input type="radio"/> ₂	Graduate Diploma/Certificate	<input type="radio"/> ₆
Certificate	<input type="radio"/> ₃	Postgraduate Degree	<input type="radio"/> ₇
Diploma/Advanced Diploma	<input type="radio"/> ₄	Other (please specify)	<input type="radio"/> ₈

Q30. What is your approximate annual household income before tax?

(For persons living in a group household where income is not pooled, please give your individual income)

Under \$20,000	<input type="radio"/> ₁	\$60,000-\$79,999	<input type="radio"/> ₄
\$20,000-\$39,999	<input type="radio"/> ₂	\$80,000-\$99,999	<input type="radio"/> ₅
\$40,000-\$59,999	<input type="radio"/> ₃	Over \$100,000	<input type="radio"/> ₆

Thank you for taking the time to complete this questionnaire

Distributing and collecting questionnaires

With self-completion surveys, the greater the response rate, the more accurate the study. Do whatever you can to encourage people to participate and make it easy for them to do so.

There are normally two ways of distributing questionnaires:

1. Hand them to audience members as they enter the theatre
2. Place them on every seat before the audience is admitted

If possible, make an announcement about the questionnaire before or after the performance to reassure people that it will assist the company and that the information will remain confidential.

Place a collection box or boxes in visible locations in the foyer or wherever practical. You may also need to supply pencils or pens. Ask staff or volunteers in the foyer or near the collection boxes to hand out pencils or pens.

Keep track of the number of questionnaires distributed and returned at each performance. Check the questionnaires as soon as possible to ensure they have been properly completed (all or most questions answered). Bundle and label the questionnaires from each session so that you can identify which ones came from particular performances.

Entering the data and generating results

Review the information in Section 5 of Module B (*Analysing and interpreting results*) about entering the results of surveys, coding answers to questions and interpreting data.

Remember, there are two options for entering results – do it in-house, or get a data processing or research company to do on your behalf.

If doing it in-house using staff or volunteers, there are a number of specially designed research software packages for sale (check the Internet), or use Microsoft Access, an Excel spreadsheet, MacSurvey or PowerTab. The Industry standard is SPSS <www.spss.com/au>.

Depending on the system used, interpreting the data can be as simple as pressing a button or as complex as writing your own program.

Enter survey results into the computer on an ongoing basis. Don't wait until you have a hundred or more surveys – that would be a daunting task! Ask the same people to work on all the completed surveys if possible, as this is useful when coding the open-ended questions. The people who enter the data may get a 'feel' for patterns of response or particular comments that are repeated.

Allocate sufficient time to check the questionnaires, enter the data, analyse the results and write the report. Don't feel pressured into producing quick, but possibly inaccurate, results.

If your organisation does not have the time or the in-house capability to handle the survey analysis, budget extra time and money for external help. Contact a data processing or audience research organisation for assistance, preferably before you actually distribute the questionnaires. They may have valuable suggestions or recommendations.

Making the most of your research results

The ultimate aim of audience research is to enhance decision-making that will improve your company, increase audience numbers, or deliver a better experience to existing audiences. What could be more exciting, valuable and rewarding?

Collecting data and then writing a report that is filed away and forgotten is a waste of time, resources and money. Research is a powerful tool – so make the most of it to move your organisation forward.

