

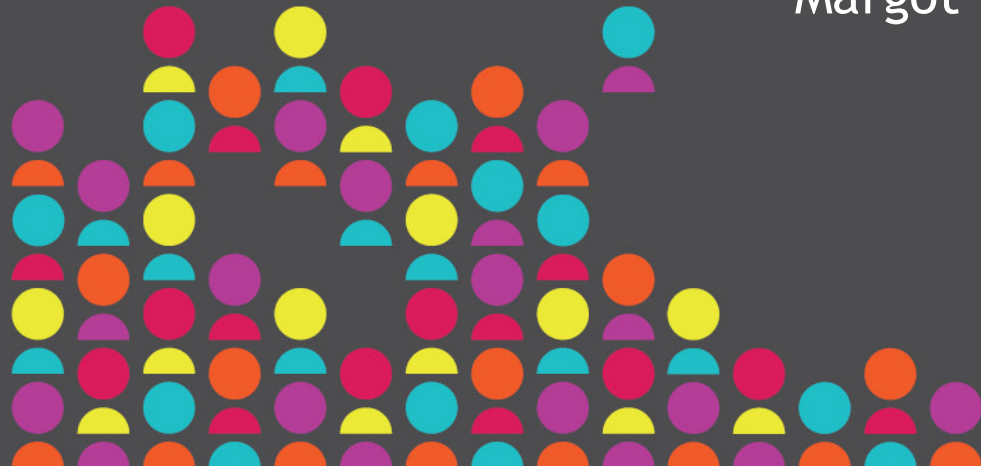
Visitor Finder

Visitor Studies Group Conference 17th March

Visitor Studies: It's what you do with it

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The Audience Agency & Visitor Finder

- The Audience Agency

- National audience development agency
- Help arts, culture and heritage organisations find out more about who uses their organisation (and who doesn't) so they can support existing audiences and build new relationships

- Visitor Finder

- Visitor research initiative for the museum sector, funded by the National Lottery through Arts Council England
- Introduces a standardised framework for collecting, understanding and using visitor data
- Supports organisations to apply these insights to grow and develop their visitor base



Visitor Finder by numbers



- 19 clusters established
- 144 museums signed up
- Over 23,000 surveys collected so far



Research process

1. Establish cluster & set research aims

2. Use standardised framework for data collection via face-to-face surveys

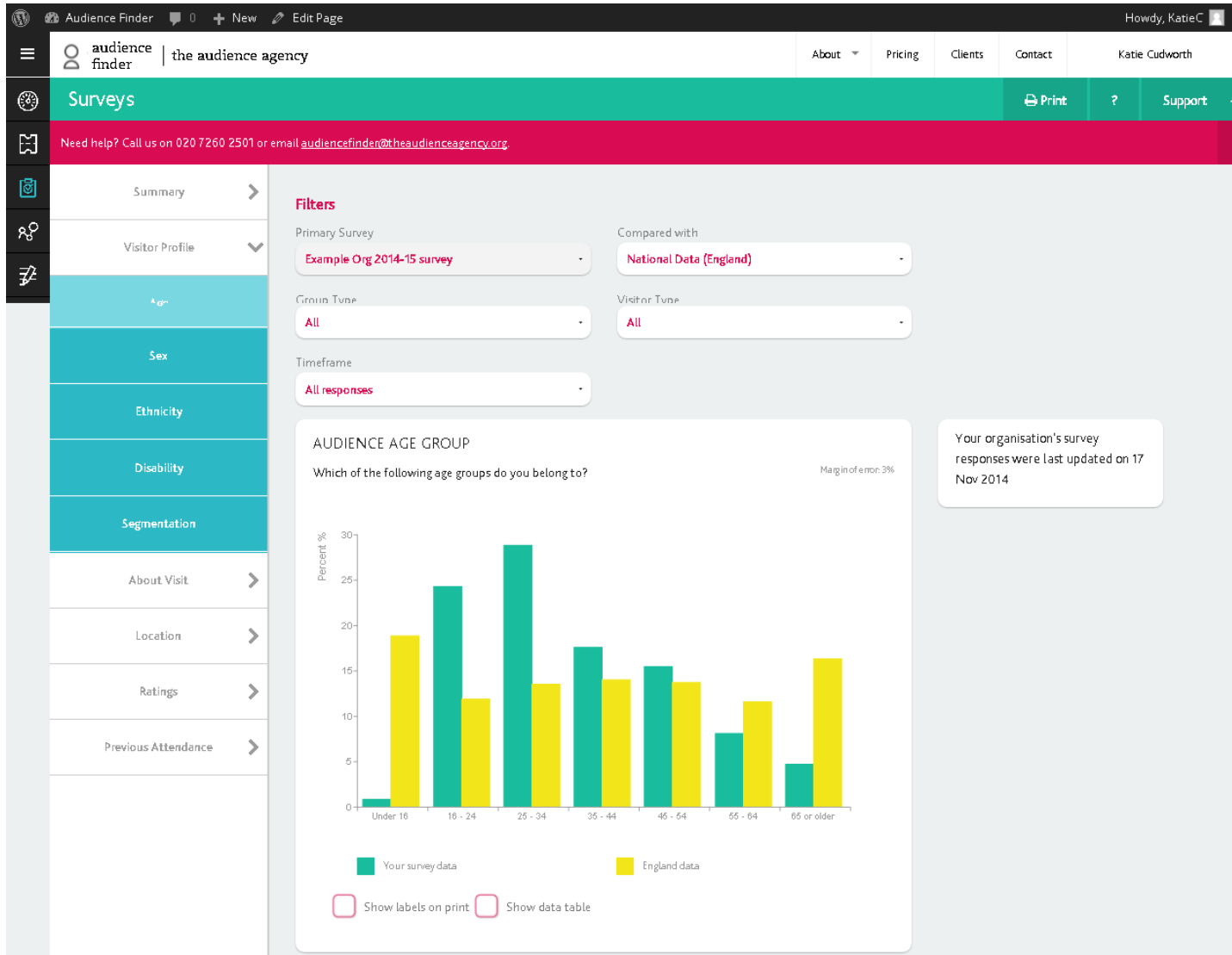
3. Collect data using staff and volunteers trained by The Audience Agency

4. Benchmark creation

5. Reporting via the dashboard



The Dashboard



Home page

The screenshot shows the Audience Finder dashboard. The top navigation bar includes the 'Audience Finder' logo, a user profile 'Howdy, KatieC', and links for 'About', 'Pricing', 'Clients', 'Contact', and 'Katie Cudworth'. A left sidebar lists various features: Dashboard, Box Office, Surveys, Web Analytics, Reports, Development Plans, Mapping, National Data, Location, Artform, and Segment. The main content area is titled 'Dashboard' and features a welcome message. It displays three key metrics: 'TOTAL BOOKERS' at 66,975, 'SURVEYS COLLECTED' at 353, and 'REPORTS' at 2. Below these are sections for 'MAPPING' (FREE), 'WEB ANALYTICS' (orange background), 'TALK TO OUR TEAM' (FREE), and 'NATIONAL INSIGHT' (FREE). Each section includes a brief description and a 'Get started' or 'Contact us' button. A 'Box Office' section is also visible, mentioning a survey test data entry and a questionnaire PDF.

audience finder | the audience agency

About Pricing Clients Contact Katie Cudworth

Howdy, KatieC

Dashboard

Welcome to the dashboard, click on the question mark for tips and information or contact us for support.

TOTAL BOOKERS

66,975

Find out more about your bookers

Find out more

SURVEYS COLLECTED

353

Number of surveys inputted during this benchmark year will be updated daily

Survey Test 1516 data entry

Data entry

Questionnaire PDF

REPORTS

2

All your Audience Finder reports are stored here, downloadable at any time

Reports

AUDIENCE DEVELOPMENT PLANNER

FREE

Create a plan focusing on the audiences you want to meet

Get started

MAPPING

FREE

Map audience behaviours using Audience Spectrum segmentation

Get your map on

WEB ANALYTICS

TALK TO OUR TEAM

FREE

Need help or advice on how to use Audience Finder?

Contact us

NATIONAL INSIGHT

FREE

National analysis and benchmarking

By location

By artform



Summary page

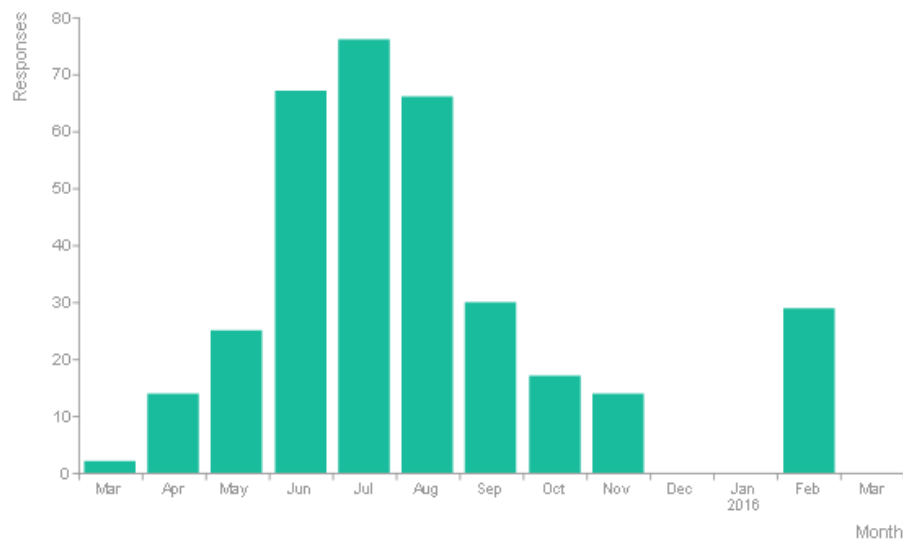
Timeframe

All responses

SURVEY SUMMARY

This shows the number of responses submitted over a given timeframe. If no timeframe is used, only the last 12 months are shown

Please note, the metrics shown in this dashboard are subject to change once cleaned for reporting purposes.



☐ Show labels on print ☐ Show data table

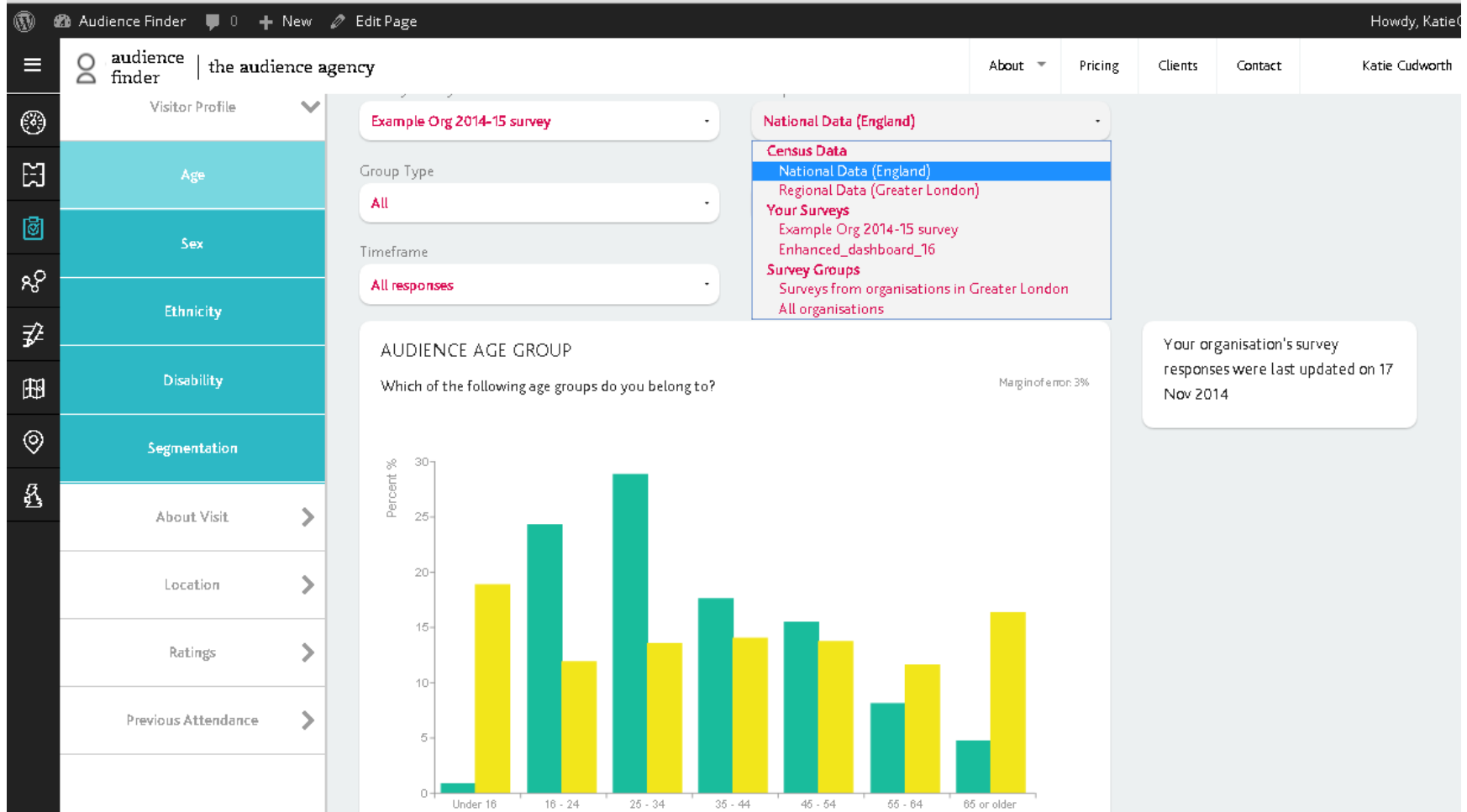
Your organisation's survey responses were last updated on 04 Mar 2016

353
survey responses

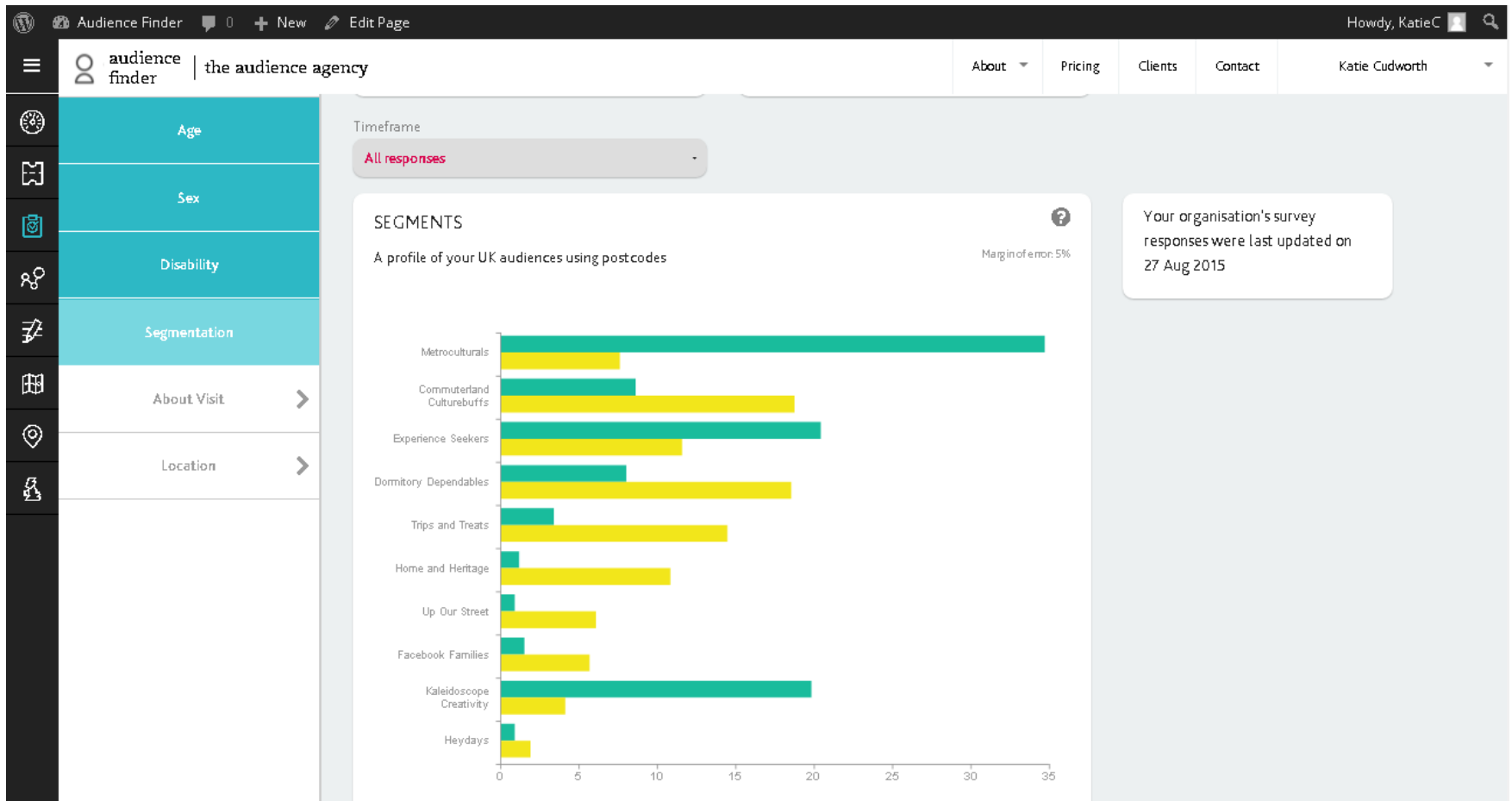
93%
of yearly target



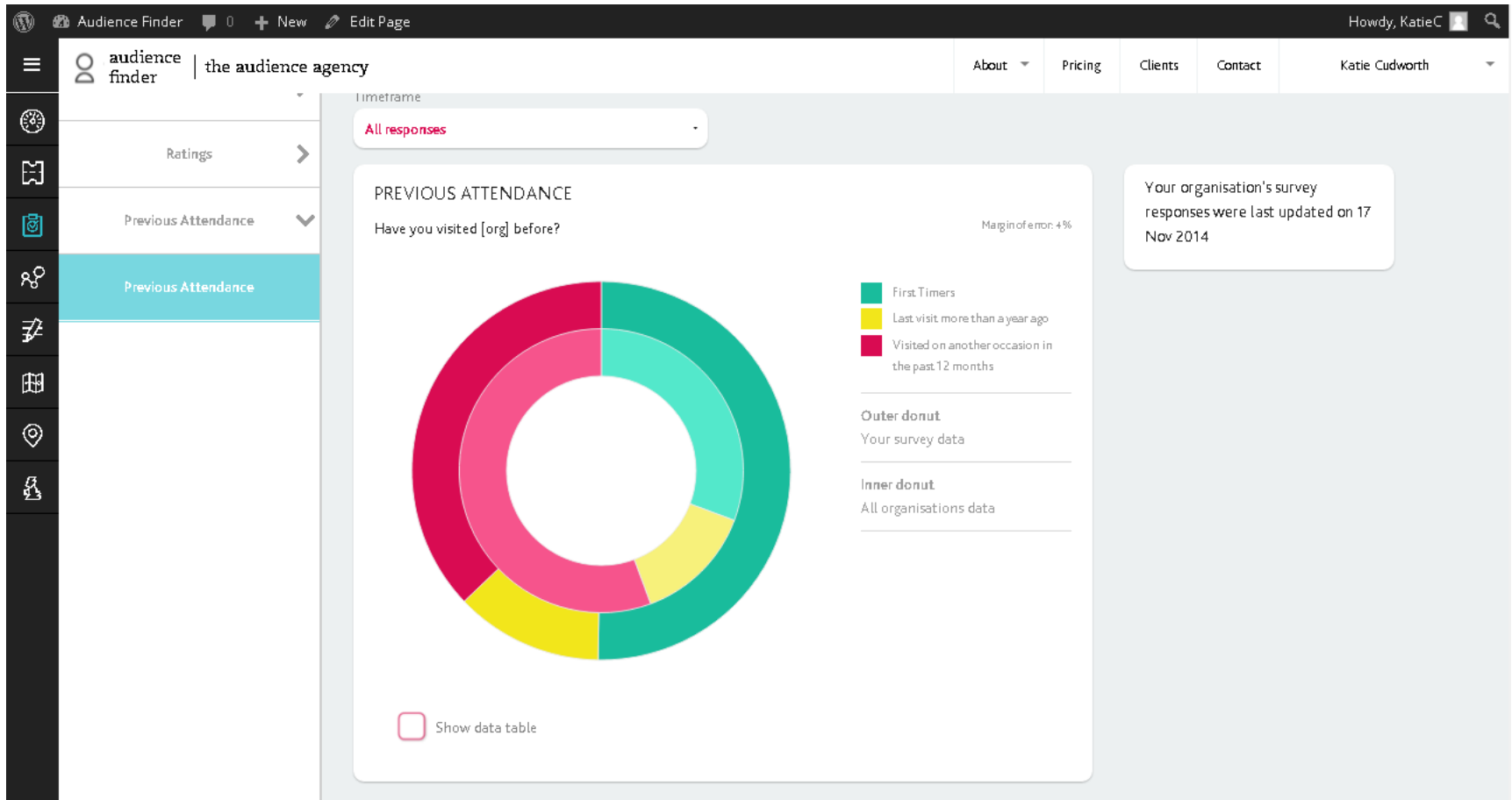
Visitor profile



Visitor profile - Audience Spectrum



Visitor behaviours



Putting insight into context

Adjust the ‘Compared With’ drop down menu to compare your data with

- National and regional population benchmarks
- Local museum cluster benchmarks
- National museum cluster benchmarks
- Previous year’s survey data

What comparators would be useful for your museum?



Enhanced features

3 additional filters for in depth data interrogation

- **Group type** - family, single adult etc.
- **Visitor type** - previous visitor, repeat attender
- **Custom date range** - specify date range

Filters

Primary Survey	Compared with
<div>Example Org 2014-15 survey</div>	<div>All organisations</div>
Group Type	Visitor Type
<div>All</div>	<div>All</div>
Timeframe	
<div>All responses</div>	



Sharing insight

Dashboard includes number of tools to help you share insight more easily

- **Annual Report tool**

Summarises keys statistics (profile, demographics and audience distribution) into 'My Audience Report' PDF

- **Audience Development Plan wizard**

Guides organisations through the process of creating an audience plan and pulls in graphs from survey dashboard



Visitor Finder reflections

What were the challenges and breakthroughs?

- ❖ Museum capacity and confidence to undertake research.
- ❖ Adopting a consistent approach to sampling
- ❖ Technology
- ❖ Reporting and understanding data
- ❖ Learning and applying insight to audience development



Putting data into action

What have museums done with the evidence?

- ❖ Advocacy with stakeholders
- ❖ Audience Development -understanding existing and potential audiences using segmentation
- ❖ Evidence for Fundraising
- ❖ Organisational Development
- ❖ Facilitating Collaboration



Thank you

We welcome your questions!

Contact us: www.audienceagency.org

Find out more: www.audiencefinder.org

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