



by the audience agency

In partnership with



# Essentials Survey Scotland



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## Introduction



## What is the Audience Answers Essentials survey for Scotland?

The Essentials survey for Scotland is free questionnaire that will give you everything you need to get started with capturing your audience<sup>1</sup> data and fulfil funding report requirements.

Re-designed for and with cultural organisations, Audience Answers' new survey offer builds on the 10-year development and success of Audience Finder Data Tools in the field.

Presented in this guide is the Essentials survey template for Scotland. The questionnaire is based on standardised Creative Scotland template, giving all Scottish arts organisations a framework for collecting audience demographics and information about motivations and experiences.

As part of the Essentials survey plan, funded and non-funded Scottish organisations are entitled to add 5 additional questions and choose up to 2 different survey methodologies for free.

The Essentials plan is free in Scotland, as subsidised by Creative Scotland, or £1548 annually for organisations based in England.

If your organisation requires additional questions or flexibility we have add-ons within the In-Depth, which may be suitable for you, depending on the level of insight and support you need. See our [Audience Answers survey offer guide](#) to see everything included in the different plans.

## The Audience Answers survey order process

To order your survey, you will be directed to an [Audience Answers survey order form](#) and asked some questions to ensure your survey meets your needs – such as:

- Your organisation's name
- Your chosen survey methodology/ies
- The name of the event, venue or location where interviews will be carried out
- Your anticipated yearly visits (i.e. footfall) figure for the period the survey will cover

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<sup>1</sup> In the context of the Audience Answers survey and its target population, "audience members" are defined as:

- People over the age of 16, that have attended a venue or event physically
- People that have engaged with an organisation's cultural, heritage or artistic offer
- This survey is not designed to collect data on:
  - Digital audiences e.g. online event audiences or website users
  - Audio audiences e.g. listeners to a radio show or podcast
  - Participatory-only audiences
  - Teachers and students on pre-booked educational visits
  - Event or venue staff/volunteers or people working on programmed content e.g. cast or crew

- Funding status
- The artform(s) survey respondents may have experienced during their visit
- Survey plan (Essentials or In-Depth)
- The additional questions you require

Once all the necessary details have been confirmed and your Data Use and Confidentiality Agreement (DUCA) is signed and returned, we will create your survey within 10 working days.

Upon completion you will receive a survey link (or links) to begin data collection. Reporting for your Audience Answers survey data is available via Audience Answers Survey Report and will be updated in real time.

## Methodologies

Three methodologies are possible via Audience Answers:

- a) Interviewer-led exit survey via tablet
- b) Post-visit e-survey via email
- c) Interviewer-led exit survey via paper questionnaire

For more details, and to enable you to choose the most appropriate methodology/ies for your organisation, please see [Audience Answers Surveys Guide](#).

Within the Essentials Survey plan for Scotland, you may choose up to two methodologies for free per collection period. If you wish to use a third methodology, this can be added to your plan at a cost of £350 plus VAT.

## Additional surveys

Each organisation can request one Audience Answers Essentials survey per organisation<sup>2</sup> per data collection period for free. Pricing for additional surveys is detailed in our [Audience Answers survey offer](#).

## Bespoke questions

It is possible to add bespoke questions to your Essentials survey as an optional add-on. These are charged at £475 for up to three bespoke questions. We would also recommend that you take a look at the Audience Answers question library of over 240 questions, many of which can be

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<sup>2</sup> One Essentials survey is provided per organisation, per data collection period (either one year or duration of an annual event), as a general survey, regardless of the number of sites, spaces, events or artforms.



customised to suit your offer and organisation. Or you can book a 1-2-1 survey design consultation as part of the In-Depth plan.

Reporting, benchmarking and insights

Reporting for your Audience Answers survey data is available via Audience Answers.

Regardless of the plan you choose, you will be able to access responses to all questions asked in your survey via the Audience Answers Survey Report and a downloadable CSV file. You'll have access to your audience data as soon as responses are submitted, with near real-time updates to the Audience Answers Survey Report

In addition to this reporting, we can accommodate add-ons and paid-for options depending on the level of insight and support you need, with additional functionality and benefits continuing to be introduced during the year. See our [Audience Answers survey offer](#) to see everything included in the different plans.



# Audience Answers Essentials Scotland survey questions

These questions are mandated by Creative Scotland and will be included on your questionnaire by default. They are the foundation of Audience Answers, and enable meaningful benchmark creation, which in turn leads to research and insights for the good of the arts, culture and heritage sector as a whole.

Demographic questions are asked in such a way as to align with the UK or Scottish Census, or align with the way English or Welsh arts organisations collect data. Aligning with the Census means your audience can be accurately compared with the population as a whole, so you can see how representative your audience is of your local population or catchment area; understanding representativeness is the first step to better providing for under-served communities.

Wherever you see the text `%{venue_name}` within the questions and answer codes below, this will be configured to display the name you wish to be referred to within the survey. This will be determined during the survey order process.

## Event information (GRP\_EVEN\_NME, GRP\_EVEN\_TIM & GRP\_EVEN\_LOC)

These questions will always be shown at the top of paper questionnaires or at the beginning of the tablet survey for the interviewer to fill out.

For e-surveys, the respondent will be asked when they visited your organisation/event and, if relevant, the location.

For tablet surveys, the fieldworker is required to enter their ID and the respondent is asked which location of the organisation/event, if relevant.

### *E-survey*

**On which date did you visit `%{venue_name}`? What is meant here is your most recent visit to `%{venue_name}` in-person** ABVIS\_DOV

**Where did you attend the performance / exhibition / event?** EVEN\_LOC

(Dropdown list defined by organisation)

I don't know



*Paper or tablet survey*

**(Inputted per fieldworker shift) Interviewer name** interviewer\_id

**(Paper only) Date of visit (dd/mm/yyyy)** ABVIS\_DOV

**Where did you attend the performance / exhibition / event?** EVEN\_LOC

(Dropdown list defined by organisation)

I don't know

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Visit frequency (GRP\_VFREQ\_PRV)

This question is used to understand the extent to which your organisation is engaging repeat and new audiences. The part about the number of visits in the last 12 months is used to help understand repeat visits within a year, and to calculate how many unique visitors your organisation has per year (as opposed to number of visits).

There are two versions of this question, depending on whether you hold event/activities all year round or only once a year. In practice, most fixed venue organisations like museums and galleries ask the first version, and festivals/yearly events ask the second version. You will be asked to specify which version you require in the Audience Answers Survey order process.

*For all organisations*

**Are you visiting / Did you visit %**{venue\_name}** for the first time?** VFREQ\_PRV\_1

(Select one only)

Yes, this is my first visit / time

No, I have been before

I don't know



***For organisations with a year-round offer (e.g. Museums)***

*(If "No, I have been before")*

**Prior to this, when was your last visit?** VFREQ\_PRV\_2\_V2

(Select one only)

- Within the last six months
- Between six and 12 months ago
- Between one and two years ago
- Between two and three years ago
- Between three and five years ago
- More than five years ago
- I don't know

*(If "Within the last six months", "Between six and 12 months ago")*

**Including today / your most recent visit, how many times have you visited %**{venue\_name}** in the last 12 months?** VFREQ\_PRV\_3

(Dropdown list 1 to 365)

- I don't know

***For organisations with a time limited offer (e.g. festivals)***

**Are you visiting / Did you visit %**{venue\_name}** for the first time?** VFREQ\_PRV\_1

(Select one only)

- Yes, this is my first visit / time
- No, I have been before
- I don't know

*(If "No, I have been before")*

**When was the last time you attended %**{venue\_name}**?** VFREQ\_PRV\_4

(Select one only)

- Last year
- Two years ago
- Three years ago
- Four years ago
- Five years ago
- Six years ago
- More than six years ago
- I don't know





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## Event artform (GRP\_ABVIS\_ART)

If your survey will be used across a variety of artforms, we need to know the artform the respondent experienced during their visit. The relevant artforms will be determined in the Audience Answers Survey order process, and the answers amended appropriately. If you are a single-artform organisation, this question will not be included on your questionnaire and responses will automatically be tagged with your artform.

### **Which of the following options best describes the performance / exhibition / event seen?**

ABVIS\_ART\_1

(Select one only)

- Plays / Drama
  - Christmas Show
  - Musical Theatre
  - Children / Family
  - General Entertainment
  - Dance
  - Music
  - Workshops
  - Literature
  - Traditional Visual Arts
  - Contemporary Visual Arts
  - Film
  - Museum / Heritage
  - Outdoor Arts
- 

## Motivation (GRP\_INTEN\_MTVUK)

These two questions provide insight into the key motivations of your organisation's audience. The questions and answers are fixed, to enable benchmarking across Audience Answers, however %`{venue_name}` and [Freetext: artform] will be determined based on the information you provide during the Audience Finder Survey order process.



**Which of the following describes your main motivation for visiting %}{venue\_name}? Please select one only.** INTEN\_MTVUK\_1

(Single choice)

- To spend time with friends or family
- For a special occasion
- For peace and quiet
- To be intellectually stimulated
- To be entertained
- To be inspired
- To do something new or out of the ordinary
- To learn something
- To enjoy the atmosphere
- For reflection
- [Freetext: artform] is an important part of who I am
- To escape from everyday life
- For academic reasons
- For professional reasons
- To entertain my children
- To educate or stimulate my children
- Another motivation
- I don't know

*(If "Another motivation")*

**Another motivation, please specify.** INTEN\_MTVUK\_2

**Which of the following describes your main motivation for visiting %}{venue\_name}? Please select one only.** INTEN\_MTVUK\_3

(Multiple choice)

- To spend time with friends or family
- For a special occasion
- For peace and quiet
- To be intellectually stimulated
- To be entertained
- To be inspired
- To do something new or out of the ordinary
- To learn something
- To enjoy the atmosphere
- For reflection
- [Freetext: artform] is an important part of who I am



- To escape from everyday life
- For academic reasons
- For professional reasons
- To entertain my children
- To educate or stimulate my children
- Another motivation
- No other reason

### Ratings general experience (GRP\_RATGN\_ALL)

These ratings measure the key aspects of audience experience. The question about quality (“**Quality of the performance / event / exhibition**”) relates to the artistic/cultural/heritage content. If you do not issue paid-for tickets, the row “**Value for money of ticket price / entry fee**” will not be included on your questionnaire. This will also be determined during the order process.

**How would you rate the following aspect of your visit to % {venue\_name} ? Possible answers are ‘Very good’, ‘Good’, ‘Neither good nor poor’, ‘Poor’ or ‘Very poor’. If you visited more than one event, please answer only for the one where you spent the most time.** RATGN\_ALL

	Very good	Good	Neither good nor poor	Poor	Very poor	I don't know / Not applicable
The whole experience	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Value for money of ticket price / entry fee	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Quality of the performance / event / exhibition	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



## Ratings general other (GRP\_RATOP\_ANY)

**Is there anything else you would like to say about your visit / experience?** RATOP\_ANY

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## Net Promoter Score (GRP\_RATGN\_NPS)

The Net Promoter Score® is a standard measure to help understand satisfaction with your organisation or event. It produces an overall score and categorises your audiences into Promoters, Neutral, or Detractors.

**On a scale of 0-10, how likely is it that you would recommend %{venue\_name} to friends, family members or colleagues? With 10 being extremely likely and 0 being not at all likely.** RATGN\_NPS\_1

(Select one only)

- 10
- 9
- 8
- 7
- 6
- 5
- 4
- 3
- 2
- 1
- 0

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## Group composition (GRP\_GRCOM)

These questions are used to measure the proportions of family (mixed adult and children), single adult, and adult group visits. They also allow you to understand your average group size.



**Are you visiting / did you visit with other people?** GRCOM\_OTH

(Select one only)

- Yes
- No, I'm visiting alone

*(If "Yes")*

**How many of those in your party are under 4 years old?** GRMCOM\_U4

(Dropdown list 0 to 100)

**How many of those in your party are aged between 5 and 11?** GRCOM\_5\_11

(Dropdown list 0 to 100)

**How many of those in your party are aged between 12 and 15?** GRCOM\_12\_15

(Dropdown list 0 to 100)

**How many of those in your party are 16 or older? (This does NOT include yourself).** GRCOM\_O16

(Dropdown list 0 to 100)

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Location (UK version) (GRP\_STATD\_LOCUK)

These questions are important for understanding the distribution of UK and international audiences. Postcode data is also used to profile respondents using segmentation models such as [Audience Spectrum](#). We require full postcodes (e.g. SE1 6LA) for these purposes. Respondents cannot and will not be identified from their postcodes alone, nor can or will they be added to any mailing lists. The answer which includes %{survey\_location} will be tailored to a location specified by you. This will be determined based on the information you provide during the Audience Answers Survey order process.

**Where do you live?** STATD\_LOC\_1\_UK

(Select one only)

- %{survey\_location}
- Elsewhere in the UK
- Abroad



(If either of: "%{Survey Location}", "UK")

**What is your full postcode? This information will only be used for research. You will not be identified, contacted, or added to any mailing lists.** STATD\_LOC\_3\_UK

(If "Abroad")

**In which country do you live?** STATD\_LOC\_4\_UK

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Gender (GRP\_STATD\_ASX)

The sex and gender questions align with the wording used by all English and Scottish organisations.

**What is your sex?** STATD\_ASX

(Select one only)

- Female
- Intersex
- Male
- Prefer not to say

**How would you describe your gender?** STATD\_GEN\_1

(Select one only)

- Woman
- Non-binary
- Man
- Prefer to self-describe
- Not applicable
- Prefer not to say

(If "Prefer to self describe")

**How would you describe your gender?**



## Age (GRP\_STATD\_AGE)

The age question has been updated to ask for year of birth of the respondent, which is used to derive their approximate age. This allows greater granularity and flexibility in the data and reporting, compared to fixed age buckets.

**In what year were you born?** STATD\_AGEN

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## Disability (Art Council England model) (GRP\_STATD\_DSA)

The disability questions align with the wording used within the Arts Council England Illuminate questionnaire, so your data can be compared with English organisations. This question is incompatible with the way Census collects data on disability, so cannot be used for population data comparison.

**Do you identify as a D/deaf or disabled person, or have a long-term health condition?** STATD\_DSA\_1

(Select one only)

- Yes
- No
- Prefer not to say

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## Ethnicity Scotland (GRP\_STATD\_ETHS)

This question is modelled on the 2021 Scottish Census question allowing you to compare your data against the population. The version of the question will depend on your organisation's location – the English and Welsh versions are slightly different. Please see the English or Welsh Survey guide if your organisation requires a survey based on these nation's templates.

**What is your ethnic group?** STATD\_ETHS\_1

(Select one only)

- African: African / Scottish African or British African
- African: Other African background
- Asian: Bangladeshi / Bangladeshi Scottish or Bangladeshi British
- Asian: Chinese / Chinese Scottish or Chinese British
- Asian: Indian / Indian Scottish or Indian British
- Asian: Pakistani / Pakistani Scottish or Pakistani British
- Asian: Other Asian background
- Caribbean or Black: Caribbean or Black / Caribbean or Black Scottish / Caribbean or Black British
- Caribbean or Black: Other Caribbean or Black background
- Mixed or multiple ethnic groups: Any mixed or multiple ethnic group
- White: Scottish
- White: Other British
- White: Gypsy or Irish Traveller
- White: Irish
- White: Polish
- White: Roma
- White: Showman or Showwoman
- White: Other White background
- Other ethnic group: Arab / Arab Scottish / Arab British
- Other ethnic group: Any other ethnic group
- Prefer not to say

*(If any of: "Any other Asian background", "African: Other African background", "Caribbean or Black: Other Caribbean or Black background", "Any other Mixed or Multiple ethnic background", "White: Other White background", "Any other ethnic group")*

**How would you describe your ethnic group?** STATD\_ETHS\_2





# Contact

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