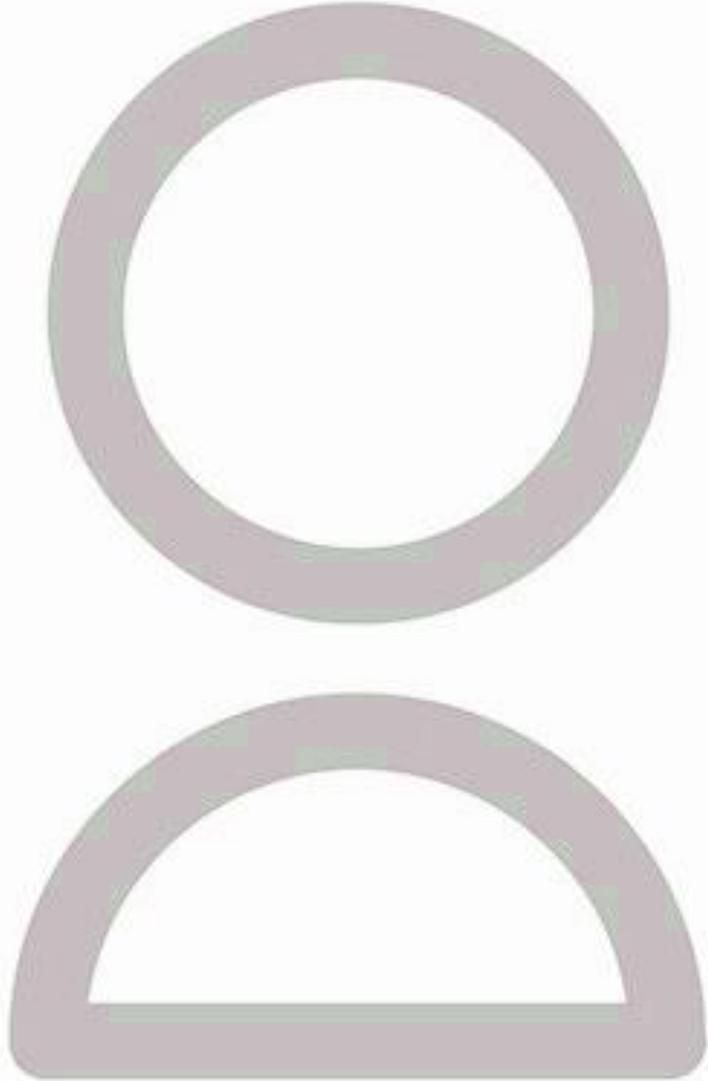


# Audience Champions Museums

## Survey Data Collection Support Resource

Updated 13.5.21



## Contents

- Audience Finder survey methodologies
- Post-visit e-surveys
- Onsite e-surveys (self-completion on own device)
- Hybrid surveys (post-visit & onsite e-surveys)
- Face-to-face surveys
- Digital Audience Survey
- Further reading and useful links
- Contact



# Audience Finder survey methodologies

As a result of COVID-19 museums across the country are needing to think differently about how to collect survey data via the Audience Finder programme. The current Audience Finder survey methodologies are one of the following:

- **Post-visit e-survey** - works well if you have an online booking system or can consistently collect emails from visitors at point of entry or exit.
- **Onsite e-survey (self completion on own device)** - works well if email addresses are difficult to collect and you would like to minimise in-person interaction and object handling.
- **Hybrid (post-visit e-survey and onsite e-survey)** - works well if you would like to implement a post-visit e-survey but are concerned about response rates and would like the flexibility to switch to an onsite e-survey if required.
- **Face-to-face staff/volunteer-led data collection** - best if you feel that the above methodologies really can't work for your museum, as long as face-to-face data collection while observing social distancing is possible and interaction time can be kept brief.

If you haven't already, you will need to decide which of the survey methodologies work best for your organisation - please get in touch with your Audience Champions trainer at The Audience Agency if you need help with this.

## **IMPORTANT POINTS TO NOTE:**

*We can't change the survey methodology part way through the year unless there is an exceptional reason for doing so. If you are not yet sure about the best methodology for your museum, please hold on confirming until things are clearer. Please get in touch if you would like to discuss methodologies with us.*

*Please also note that, as Audience Finder is a national benchmarking programme, it is not usually possible to make changes to the questions. This is to ensure consistency and comparability across the programme.*

# Post-visit e-survey guidance

# Post-visit e-survey

## About the post-visit e-survey

- This is a follow-up e-survey sent to visitors via email after a visit. It is the safest choice for COVID safety compliance as it requires little or no face-to-face interaction or shared object handling.
  - If you have an online booking system, collect emails as part of the booking process.
  - Or if not possible, emails can be collected by venue staff at point of sale/point of exit throughout the year - ensure all staff are fully briefed, keep the process simple and embed it as part of the booking/arrival or exit process.
- The post-visit e-survey requires subjects to sign an opt-in statement consenting for their data to be collected (see next slide for details...)

# Post-visit e-survey: Data Protection

## Ensuring you run the survey in line with GDPR rules

- Individuals must be informed and given the opportunity to consent for the collection their data for the stated purpose (marketing, research etc.), in order to comply with Data Protection good practice.
- Under GDPR, best practice states that you should give subjects the chance to opt in to each purpose for which you use their information individually (e.g. marketing, research).
- Specific permissions should be obtained for the data to be collected (e.g. name/email address/phone number) and the intended method of communication (e.g. email/SMS/post).
- For more information and an example Data Protection opt-in statement, visit our Knowledge Base: [Recommended Data Collection Methodologies](#)

## Example permission questions

*We would like to retain your details so that we can contact you for:*

- *NHS Test and Trace purposes to assist the NHS with requests for data in the event of a local COVID-19 outbreak - Y/N (please note your details will be deleted after 21 days)*
- *Marketing purposes, i.e. to keep you up to date about upcoming events - Y/N*
- *To send you a survey about your experience today - Y/N*
- *etc. other purposes, e.g. fundraising - Y/N*

*Please let us know how you would like to be contacted:*

- *Email - Y/N*
- *SMS - Y/N*
- *Phone - Y/N*
- *etc. - Y/N*

# Post-visit e-survey: good sampling

## Achieving a representative sample and avoiding over-sampling

- You will need to think about how to create a representative sample - for instance, making sure you don't survey the same visitors multiple times and ensuring all visitors have an equal chance of receiving the survey.
- Asking for an email address and permission to send the survey from all bookers via an online booking system is ideal. Or if not, asking all visitors at the point of arrival or exit.
  - *If this is not possible, for example you are only able to collect emails from a sample of visitors in person, please refer to the [Good Practice Guide to Sampling](#) to ensure you are collecting emails from a representative sample of visitors.*
- Schedule your e-survey to go out soon after people visit to ensure good quality responses, for example send the survey once a week to people who have visited in the previous week.
- Ideally, individual visitors will only complete your survey once within a benchmark period/year. The best way to avoid over-surveying frequent visitors is to deduplicate your email list each time you send the survey out - so if someone has already received the survey they're not sent it again in that benchmark period/year.

# Post-visit e-survey: your email

## Creating your survey emails

- You'll be provided with a direct link to your survey to use in your email. Your covering email should:

*Say why the respondent's feedback is important to you*

*State how long the survey will take to complete - 5 mins is about right for the Audience Champions Audience Finder survey.*

*Be brief and visually appealing e.g. with images.*

*Only relate to the survey, i.e. not include additional marketing information*

- The copy below is the standard Audience Finder survey introduction that covers these areas. This can be adapted/expanded by your museum in your email to best appeal to your own visitors.

*We're carrying out this survey to help us learn more about our audiences/visitors and how we can give them the best possible experience. The survey should take around five minutes to complete. Anything you tell us will be kept confidential, is anonymous and will only be used for research purposes.*

Onsite e-survey (self-completion on  
own device) guidance

# Onsite e-survey

## About the onsite e-survey (self-completion on own device)

- Visitors can complete this e-survey while they are at your venue, on their own personal device (phone/tablet).
- It allows for surveys to be taken onsite and without collection of email addresses while still keeping in-person interaction and shared object handling to a minimum, so is a good choice for COVID-19 safety compliance.
- A link to your survey can be provided by a shortened web address or a QR code (see next slide) which can be displayed on posters, leaflets and signage around the venue.
- Staff/volunteers can help facilitate response rates by explaining the research and how to access the survey while maintaining social distancing.

# Onsite e-survey: engaging respondents

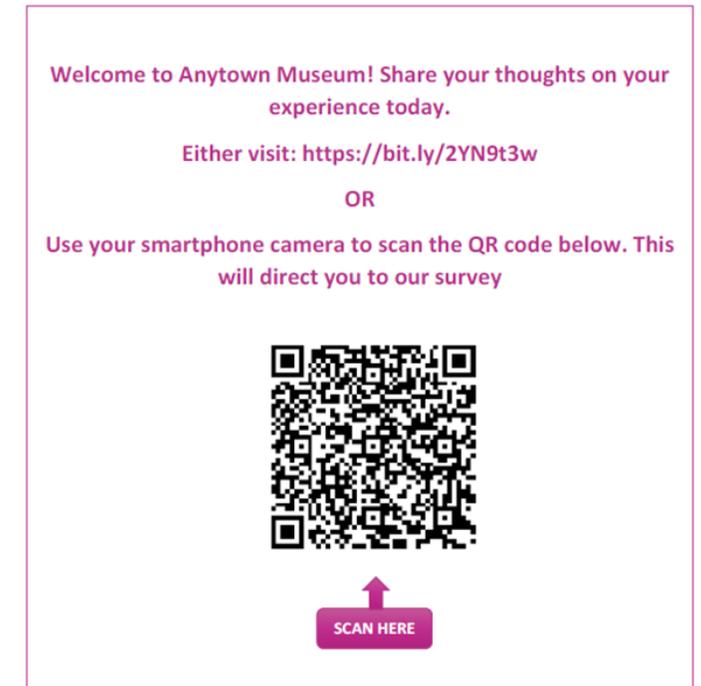
## Engaging respondents through short links and QR codes

- Your organisation's unique survey link is available from your Audience Finder dashboard (just copy and paste it from the browser address bar). The link is long so you will need to create a shortened link/QR code to engage respondents.

*There are many websites that will allow you to create a short link which visitors can easily type in to their browsers, for example [Bitly](#)*

*You can also use a QR code which visitors can scan; again, there are plenty of free websites allowing you to create a QR code such as [this one from Snap Surveys](#)*

- Signs, posters and leaflets (example on the right) that inform audiences how to access a survey, can be displayed or handed out in areas with high footfall, or spaces with captive audiences.
- To ensure a higher level of response, staff and volunteers can facilitate this methodology by explaining the research and how to access the survey, whilst still observing social distancing and keeping interaction to a minimum.



# Hybrid survey guidance (post-visit e-survey and/or onsite e-survey)

# Hybrid e-survey

## About the hybrid e-survey

- This comprises an e-survey which can be used both as a post-visit e-survey and/or an onsite e-survey (self-completion by a visitor on their own device during a visit).
- The survey wording means that the questions make sense if the respondent is completing the survey either during or after a visit.
- This methodology is especially good if you would like to implement a post-visit e-survey but are concerned about response rates and would like the flexibility to switch to an onsite e-survey if required.
- This might be a particular concern if you have a relatively small audience base or are concerned about implementing consistent email data capture for the post-visit survey.

# Hybrid e-survey: running the survey

## Running the hybrid e-survey

There is a particular risk with the hybrid survey of inviting the same visitors to respond to the survey twice, which can create a biased sample. In order to mitigate this please consider the following:

- Ideally you would not run both methodologies at the same time - for example you may start with the post-visit e-survey, but on finding response rates low you may wish to switch to the onsite e-survey.
- In implementing the survey, please follow the guidance in the post-visit e-survey and onsite e-survey sections as appropriate.
- If you have switched between methodologies or feel your response rate means you need to run both at the same time, include a statement asking people not to complete the survey if they have already recently done so.

# Face-to-face survey guidance

# Face-to-face survey

## About the face-to-face survey

- The Audience Agency currently does not recommend face-to-face data collection on COVID-19 safety grounds. If it is the only option for your museum, please contact your Audience Champions trainer at The Audience Agency to discuss further.
- If you do choose to continue using this method it is recommended that the survey is kept very short and only includes the core questions.
- Face-to-face data collection can be carried out by trained staff or volunteers who will conduct a short interview with visitors by either:
  - Filling out a paper survey
  - Via a tablet using the Snap app

*Face-to-face methods are however more likely to provide a representative sample and higher response numbers - so this is a methodology worth bearing in mind for post-COVID survey years!*

# Face-to-Face survey: running the survey

## Staff training and running a face-to-face survey

Before any face-to-face data collection activities are undertaken, it is recommended that the following measures are put in place:

- Make Personal Protective Equipment (PPE) available to staff, such as face covers and gloves, as well as hand sanitiser for personal use and for cleaning data collection tools e.g. tablets.
- Staff/Volunteers must be trained on how to undertake fieldwork in post-lockdown conditions, including training on:

*Safe working requirements and use of PPE.*

*When and where to safely conduct data collection and circumstances to avoid.*

*Appropriate handling, cleaning and transfer of data collection tools e.g. tablets, showcards, stimulus materials.*

*Responding appropriately to any participant concerns about undertaking face to face data collection during post-lockdown.*

*Determining the location of data collection and ensuring safe distancing floor markings are clearly visible to interviewer and interviewee. It is important to think about background noise and the impact of face coverings on audibility.*

*Means of self-completion are available for respondents who would like to fill out a questionnaire but feel uncomfortable with the process being interviewer led e.g. onsite e-survey (see earlier section) or printed questionnaires.*

Please refer to the [Good Practice Guide to Sampling](#) to ensure you are collecting emails from a representative sample of visitors.

# Digital Audience Survey

# Digital Audience Survey

- The Digital Audience Survey is separate to Audience Finder and the Audience Champions programme.
- It might be of interest if you would like to survey audiences on your digital cultural offers.
- It is free to take part in (with optional paid questions) but needs to be set up separately from your Audience Finder survey.
- For more information, visit our website: [Bounce Forwards | Digital Audience Survey](#)

# Further reading and useful links

# Further Reading and Useful Links

- For more information on the different survey methodologies, including more info on COVID safety compliance, visit our [Recommended Data Collection Methodologies](#) Knowledge Base article
- For an in-depth look at safe data collection that adheres to COVID-secure guidelines, we have published a guide with answers to frequently asked questions: [Undertaking Safe Data Collection](#)
- If you are new to Audience Finder and would like a free, 1:1 session with a member of our Support team who will (remotely) walk you through the main features and help you get the best from your survey, consider booking an [Audience Finder In Practice Session](#)

# Thank you

Contact for survey set-ups/admin queries:  
[sophie.hanson@theaudienceagency.org](mailto:sophie.hanson@theaudienceagency.org)  
or contact your Audience Champions trainer at  
The Audience Agency