



## Snapshot

Get started with the tools to capture your audience data



## Essentials

Learn more with insights and in-person data support



## In-depth

Dig deeper with additional insights and year long digital and in-person services

**Includes everything in the Snapshot plan plus...**

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### Survey design and delivery

- ✓ Range of templates including Illuminate template survey for NPOs, Audiences Answers England, Scotland & Wales
- ✓ Two survey delivery methods (tablet and e-survey - in person or online use)

- + Up to 3 additional questions from our comprehensive question catalogue designed in collaboration with users

- + One-to-one survey design consultation
- + Up to a further 2 additional questions from our comprehensive question catalogue (maximum 5 questions in total) per survey
- + Monthly survey link to use across your programme of events
- + Three survey delivery methods (tablet, e-survey and paper - in person or online use)

### Reporting, Insights & Benchmarks

- ✓ Summary report of all questions, including total respondents
- ✓ CSV download

- + Enhanced report functionality, allowing filtering by question answer (crosstab)

- + Year-on-year bespoke date range historical data comparison for your organisation

### Audience Spectrum Segmentation

- + Audience Spectrum profile report of your respondents

- + Audience Spectrum profile of your respondents with commentary and map

### Advice and Support

- ✓ Access to webinars with sector colleagues and online resources

- + 1-2-1 Audience Answers Coach online session (90 mins) tailored to you
- + Phone and email support

- + Your choice of online end of year survey presentation or Audience Spectrum personas workshop for your team/Board.
- + Gain early access to new features in Audience Answers and help to inform its future development

### Cost

**£200 + VAT annually**  
(£16.67 per month)

**£1,440 + VAT annually**  
(£120 per month)

**£2,400 + VAT annually**  
(£200 per month)