



Snapshot

Get started with the tools to capture your audience data

Essentials

(incl. everything in Snapshot, plus)

Learn more with insights and in-person data support

In-depth

(incl. everything in Essentials, plus)

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

Survey Design and Delivery

Survey options for all your reporting requirements

- Range of templates including Illuminate template survey for NPOs, Audience Answers England, Scotland & Wales
- Optional add on's of additional questions and delivery methods

+ Up to 3 additional questions from our comprehensive user designed question catalogue

+ 1-2-1 Survey design consultation

+ Up to a further 2 additional questions from our comprehensive user designed question catalogue (max 5 questions in total) per survey

+ Monthly survey link to use across your programme of events

Flexible methods of survey delivery to suit your needs

- 2 survey delivery methods of e-survey and tablet or paper (for online or in-person use)

+ 2 survey delivery methods (choose any 2 from e-survey, tablet or paper, for in-person or online use)

+ Multiple survey delivery methods (e-survey, tablet, paper, for in-person or online use all available)

Reporting, Insights and Benchmarks

Timely, accessible and secure reporting

- Using our secure fast online service access:
 - A summary report of all questions, including total respondents and CSV download.

+ Enhanced filtering and crosstabs

+ Year-on-year comparison within insights (coming 2024)

+ Annual Illuminate data exported and sent to you.

Benchmarking - national, artform and personalised

- Downloadable national benchmark report (by artform)
- Sales tracker dashboard (by artform)
- Cultural Participation Monitor reports

+ Your organisation benchmarked against your chosen sector (coming Winter 2023)

+ Year-on-year bespoke date range historical data comparison for your organisation (coming Winter 2023)

+ Compare to other organisations in your area (available at an additional cost via our Networks offer - speak to us for details)

Audience Spectrum Segmentation

Insights from Audience Spectrum - the UK's leading audience segmentation tool

- Audience Spectrum profile (tier 1) at a regional and national level
- Audience Spectrum profile (tier 1) for your organisation (available at an additional cost and subject to minimum level of completed surveys - speak to us for details)

+ Audience Spectrum profile (tier 1) for your organisation

+ Audience Spectrum profile (tier 2) for your organisation

Advice and Support

Data and insight help from our in-house specialists

- Access to webinars with sector colleagues and online resources

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

+ Your choice of online end of year survey presentation or Audience Spectrum personas workshop for your team/Board.

Access technical support and join our community

- Access to the Resources section for online help

+ Phone and Email support

+ Gain early access to new features in Audience Answers and help to inform its future development

Cost

Competitive pricing with annual or quarterly billing

£200 annually
(£16.67 per month)

£1,600 annually
(£120 per month)

£2,400 annually
(£200 per month)