

# GETTING BETTER DATA

*How to get creative with audience surveys.*

We know that audience surveys can be a big challenge.

If we're tight on staff time, or worry about the impact on audiences, it can push data collection down to the bottom of the to-do list. Data is crucial to audience development, to target customers and improve business.

We offered 5 Hub members with active projects, a bit of extra support to test out some different approaches to data collection. These were the results...

*Film Hub Wales &  
Bigger Picture Research, June 2019*



## AIMS

**Explore**  
Techniques

**Identify**  
Value

**Share**  
Results

# CURRENT APPROACH

All Hub funded projects use paper based FAN surveys, which are aggregated and sent to the BFI.

## ADVANTAGES:

Standardisation,  
Low cost,  
Easy to get involved,  
Familiar,  
Easy to input data.

## PAPER SURVEYS

## DISADVANTAGES:

Survey Fatigue,  
Relies on good will,  
Literacy skills needed,  
Legibility,  
Impersonal,  
Limited reporting options.

# WHAT MEMBERS DID

DRAGON  
THEATRE  
BARMOUTH

GENTLE /  
RADICAL

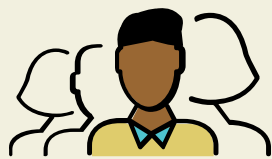
WATCH  
AFRICA

WICKED  
WALES

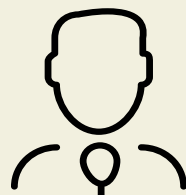
NATIONAL  
SCREEN &  
SOUND  
ARCHIVE OF  
WALES



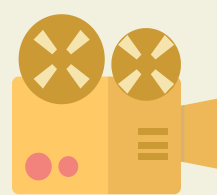
Online Quiz



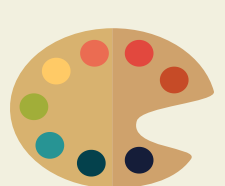
Group Discussion



Interviews



Vox Pops



Crafts

£300

Hub Bursary

# DRAGON THEATRE

## PROJECT: CULTURAL FILM EVENTS

Seven special screenings and events from August 2018 – March 2019, bringing the best of British and international new independent releases, cult films and live screenings, to Barmouth.



## METHOD: ONLINE 'QUIZ' SURVEY

A user friendly, bilingual, online 'quiz' via [opinionstage.com](http://opinionstage.com) which mirrored the paper survey.



Increased response rate from  
**13% to 23%**



Solicited responses from a broader range of people than paper survey alone.



Easy to use emails for further marketing.



Not everyone has an email address, so online surveys cannot be used as a substitute for paper survey.



Online survey shares limitations of paper survey for gathering qualitative feedback.

### STATISTICS

7 Screenings

396 Admissions

91 Surveys  
(39 online, 52 paper)

23% Response rate

13 Responses  
per screening



Dragon Theatre used the bursary for staff time. They were pleased with the response and are happy to continue the method in the future but would like to collect postcodes and add in both vox pops and group chat to deepen engagement/avoid survey fatigue.

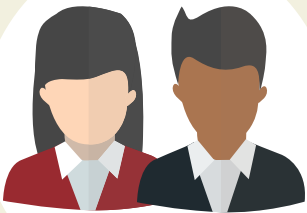
# WATCH AFRICA

## PROJECT: WATCH AFRICA FILM CLUB

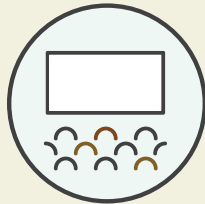
A pilot project with six events in South and North Wales, the Wales Africa Film Club is an informal community of people interested in watching, exploring and getting involved in African film.

### METHOD: ONE - TO - ONE INTERVIEWS

Select audience members were invited to fill in paper surveys with an interviewer.



More inclusive  
(no literacy required).



One-to-one contact helps to foster more personal engagement between staff/volunteers and audience members. They can go beyond the scope of the set questions.

#### STATISTICS

7 Screenings

221 Admissions

30 Surveys

14% Response rate

4.3 Responses per screening



Sampling is limited by the number of interviewers available.



High risk of a convenience sample unless formal steps are taken to systematise interviewee selection



Watch Africa used the bursary to cover staff time. They would like to continue one-to-one interviews and vox pops, and would be open to trialing other methods provided additional funding was available. Watch their vox pops [here](#).

# WICKED WALES

## PROJECT: *YOUNG AUDIENCE OUTREACH*

Working with young people across Rhyl, Wicked Wales is run by and for young people in the community. They ran a range of activities from film clubs, to a summer film camp and an annual festival, all building the skills of young film enthusiasts.



### METHOD: *VOX POPS*

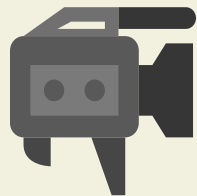
*Select audience members were invited to give feedback on camera, using the paper survey as a basis.*



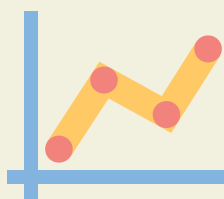
More inclusive and fun  
(no literacy required).



Responses are highly naturalistic  
& a richer source of qualitative  
evidence. Footage can be used  
online.



Requires appropriate camera and  
sound equipment.



Unstructured questioning can lead  
to inconsistent evidence gathering  
and a lack of demographic data.

#### STATISTICS

12 screenings

775 admissions

16 surveys during  
one event (60%)

Overall % of  
audiences surveyed  
unknown



Vox pops suit Wicked's audience. They rely on young volunteers. Through a small sample, it captured invisible audiences. They plan to experiment further with the method, combining with tokens placed in containers so that people can respond anonymously.

# GENTLE / RADICAL

## PROJECT: *GENERATION HOPE*

Gentle/Radical showcased a series of 10 inclusive screenings catering to diverse communities, drawing on the power of film to bring the issues of our times into democratised, grassroots viewing spaces.



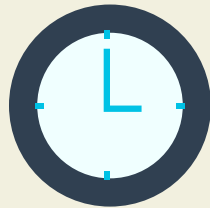
## METHOD: *GROUP DISCUSSIONS*



More inclusive (no literacy required). Open to anyone wishing to take part at the end of an event.



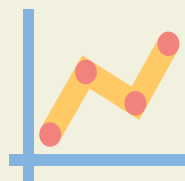
Enables audience research to make a positive contribution by engaging audiences in a dialogue about their experience. In keeping with the ethos of the event.



Requires additional time for the audience and staff to prepare tailored questions/issues.



Transcription is required for written testimony.



Method doesn't support demographic data collection.

### STATISTICS

9 screenings

635 admissions

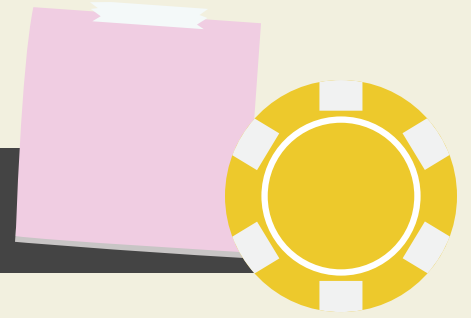
356 surveys

56% response rate

36.2 responses per event



Gentle/Radical often use group discussion but time and resources are tight, so the bursary raised priority. The group discussion keeps research fresh and provides immediate feedback, which isn't often shared. It complemented audience surveys with qualitative detail.



The experience of National Screen and Sound Archive of Wales is not covered here as the project is ongoing at the time of writing.

NSSAW are working with Welsh care homes, hospitals, community spaces and independent film venues to open up Wales' screen heritage to intergenerational audiences.

This includes older audiences and those living with dementia, utilising the potential of the graphic and audio-visual collections to unlock memories and facilitate reminiscence therapy.

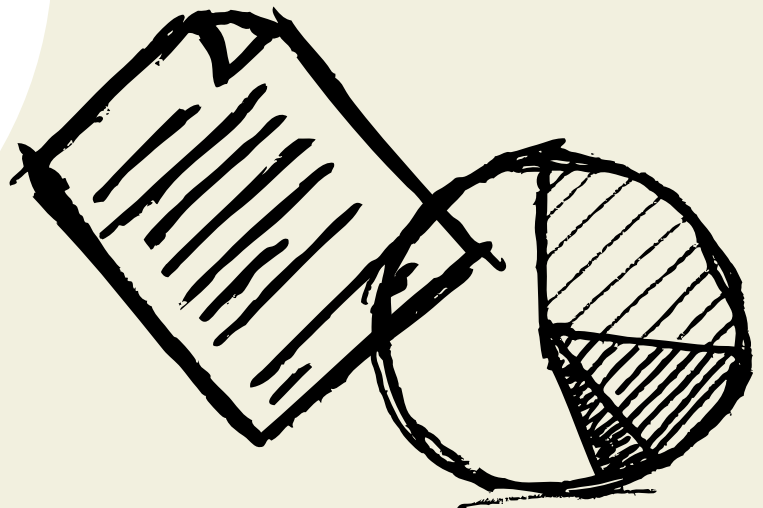
NSSAW plans to adapt BFI FAN surveys to practical activities (in keeping with reminiscence therapy approaches), to collate as much data as appropriate from audiences normally excluded from questionnaire-based methods (including the creative use of table cloth doodles, sticky notes, dropping tokens in a jar, drawing responses etc).

## FINDINGS

***No single, alternative method can address all the challenges with paper surveys.***

***We recognise that the most effective and least intrusive method would involve box office systems and/or a loyalty scheme but this would require a large scale, long-term project.***

**38%**  
of  
total audiences  
were surveyed.





# 1-1



The online survey option has the best chance of maximising responses while ensuring consistent evidence collection. This will be provided as an option for all Hub projects in future.

1-to-1 interviews, vox pops and group discussions can capture broader responses and encourage a range of people to take part. They are more informal, personal and make a good first impression but but require a different approach to analysis. They should be used in combination with standard demographic surveys.

Members are encouraged to build in staff evaluation time to any future project bids to the Hub or wider funders.

Not a Film Hub Wales member?

Sign-up here for FREE and access a range of benefits including the our latest data themed newsletter!

**Data Tips:**

- 1). Check survey report templates from funders before you start your project, to avoid any gaps in data.
- 2). It's worth inputting your survey data after each event to save time at end of project reporting.

To receive a full copy of the report, or if you have any questions, please contact us:

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