

Cinegi Arts&Film – Collecting audience data

The Audience Agency (with our partners Nesta), have been commissioned to conduct research for the Cinegi Arts&Film project to evaluate the impact of the screenings on levels of engagement.

A key part of this project involves research with people that attend the screenings. For this research we need the help of event promoters to collect audience contact details.

This document provides information on how to collect this data and best practice guidelines to follow. We also outline how we will use the data you collect and how we both need to ensure privacy of any personal information.

Contacting us about the research

If you are planning research and have any questions, please contact Denzil Monk in the first instance on denzil.monk@cinegi.com Denzil be able to talk to you about how to best go about it.

Contact The Audience Agency on research@theaudienceagency.org if:

- You are experiencing any issues with the data entry hub (see later) or the process of sending contacts to us.
- Your audiences have any questions about the research.

Ways of collecting audience data

As part of this project we request that promoters collect three pieces of audience data:

- First name
- Email contact address
- Postcode

These details will be used by us for research purposes only, although you may want to choose an approach where you also ask whether you can use these details for marketing purposes (see later).

There are two ways that you may collect this data:

1. Automatically through a ticket booking system
2. Face to face from attenders as they attend an event

Each of these will be considered in more detail below.

1. Automatically through a ticket booking system

- If your data is collected in this way, then you should be able to extract the email and postcodes and send this data to us (in some cases we may be able to extract it directly).

- Contact us in the first instance at research@theaudienceagency.org to discuss the best way to do this; we have a secure data transfer system that you can use.
- If data is collected this way, then we do not need to have gained specific opt ins from the audiences for them to take part in research. If any have opted out of communications as part of your booking process, then it is best practice to remove them from these lists (even if they have only opted out of marketing communications).

2. Face to face from attenders as they attend an event

- In most cases audience contact data will not be collected in advance so it will be necessary to collect it at events direct from attenders. We have provided some further guidelines on this in the next section.
- You may also want to consider asking for an 'opt in' from respondents to receive further marketing information. This needs to be treated separately from the research request.
- At the outset of this project we will provide paper templates for collecting audience contact details and postcodes.
- As the project progresses we will look at ways of collecting data digitally at events, for example on tablets.

Guidelines for collecting at events

Choose a data form to use

Please use one of the following forms when collecting at events (the forms are provided separately):

1. **Research purposes only** – This contains the following fields; First name, email address, postcode.
2. **Research + marketing purposes** – This contains; First name, email address, postcode, research opt in tick box, marketing opt in tick box.

How to collect data

Most often, the best time to collect is when people arrive for the screening and purchase/ present their tickets.

Depending on the flow of people this can be achieved by either directing attenders to the form to self-fill or by taking details yourself. We suggest having a couple of versions of the form ready in case of busy moments.

Ask a member from each party to provide details; you don't have to gather information from every attender.

Tip – It is generally better for you to write down the details yourself, especially if you are the one who is going to enter the details later. This cuts down the number of illegible responses.

Tip – Try to make sure that you ask as many people as possible and select people as randomly as possible (to cut down bias in responses).

Tip – Please request full postcodes from respondents. We can only use full postcodes when we profile them.

Please be aware of the following when asking for details (these are Market Research Society standards):

- Always tell people why the data is being collected (see below)
- Allow people to opt out, this is not compulsory
- Do not pressurise people to take part.

In terms of telling people why the data is being collected, there are two examples below.

1. Research purposes only

“We are conducting research to find out more about where people are travelling from and what people think of the screening. If possible, could you provide your details so we can send you though a short e-survey over the next couple of days?”

2. Research + marketing purposes

“We are conducting research to find out more about where people are travelling from and what people think of the screening. If possible, could you provide your details so we can send you though a short e-survey over the next couple of days? If you would also like to join our mailing list please also tick the relevant box on the form.”

The forms also contain information about the purpose of the research.

Requests for further information – Sometimes attenders ask for further information on how their data will be used. We have provided a more detailed document on this called ‘TAA Cinegi Arts&Film - Audience personal data PRIVACY’ that you can show them either as a print off, or via the following link

https://cinegi.com/TAA_Cinegi_Arts&Film_-_Audience_personal_data_privacy.pdf

How to send data to us

After the event we ask that you enter the data onto our contact hub <https://r1.dotmailer-pages.com/p/2N30-ZS/cinegiartsfilmsurveyform> This is a data entry webpage that enables an automated email to be sent to respondents with a link to the survey.

Please do this **as soon as possible** after the event. We find that response rates are much higher if surveys are sent out with 48 hours.

Once you have entered the details onto the hub, please **destroy the paper versions** that you have collected. This will ensure that the personal data is not compromised and is one of your obligations outlined in the additional audience data privacy document.

If you have decided to **collect marketing opt ins** as well then you should make your own copy of these contacts in whatever format you choose. The responsibility for the use and privacy of this data then becomes yours.

How we will use the data

It is a good idea to familiarise yourself with the process that we will carry out with the data.

- **Postcode analysis** – We use postcodes to find out how far people have travelled to the events. We can also use them to profile the respondents to understand more about the likely characteristics.
- **Emails** – The emails will be used to send surveys to the respondents. These surveys will be sent out automatically when the contact hub has been uploaded with details. The survey contains questions on the following related to the screening; how they heard, who they came with, what they thought, what else they do culturally and their profile.

This research will enable us to understand whether the screenings are taking cultural opportunities to new areas and whether they are engaging new people.

Keeping you informed

We will be adding the survey responses and analysis together to build an overall picture of audiences for the screenings. At key points in the project we would like to share these insights with you to help you as you develop your programmes of screenings.

Related documents

- Cinegi Arts&Film - Audience data privacy
- Contact collection form – Research purposes only
- Contact collection form – Research + marketing purposes