

# Resource: Audience data checklist

Here are a series of questions to help you identify what you already know about your audiences, where the gaps are and prioritise what you would like to find out. Adapt the checklist to suit your museum – delete questions if not relevant and add in your own.

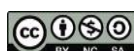
Question	We <i>have</i> data on this...		We know this <i>anecdotally</i> but don't have data on this	We <i>don't have</i> data on this	This <i>is</i> a priority for us	This <i>is not</i> currently a priority for us	Comments
	...and use it	...but don't use it					
<b>Our current audiences</b>							
<b>Who are our audiences?</b>							
What is the demographic breakdown of our in-person audiences?							
How does this differ across the week/year, events or exhibitions?							
Who are our digital/online audiences?							
How do our online audiences differ to our in-person audiences?							
<b>Where and how do they engage with us?</b>							
How do they travel to us?							
What proportion are first-time or repeat visitors/participants?							
When do they visit?							
How often do they visit/engage?							
Who do they visit with?							
How long do they spend visiting/engaging?							
What proportion use our shop, café, other facilities?							
<b>What are the engagement or attendance drivers?</b>							
Why do our audiences visit/engage?							
How do they find out about our museum and its events?							

South West Museum Development  
Bristol Museum & Art Gallery  
Queens Road, Bristol BS8 1RL

0117 922 4653

[www.southwestmuseums.org.uk](http://www.southwestmuseums.org.uk)

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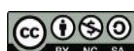
Why do they become members?							
Why do they donate to us?							
<b>How satisfied are our audiences?</b>							
What do our audiences think about our offer?							
What are their likes/dislikes?							
What are their highlights?							
What would they change?							
If they have paid, do they feel they got value for money?							
Do they intend to return or engage again?							
<b>Potential audiences</b>							
How do our audiences compare to contextual data e.g. our local community & benchmarking data?							
Which groups of people are under-represented among our audiences?							
What are their main barriers to visiting/engaging?							
Where are the best opportunities for audience growth?							

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