

What other free resources can support your work on audience research?

Guidance on audience development and marketing

- Audience Agency's guide to creating an [Audience Development Plan](#)
- Association of Independent Museums' (AIM) Success Guide on [Understanding Your Audiences](#)
- AIM's Success Guide on [Marketing](#)
- AIM's Success Guide on [Visitor Experience](#)
- National Lottery Heritage Fund's [guidance on inclusion](#).

Guidance on undertaking research and evaluation

- The National Lottery Heritage Fund's [guide to evaluation](#)
- SHARE Museums East's [Evaluation Toolkit for Museums](#)
- Digital Culture Network's guides to [making the most out of your data](#)
- Audience Agency's visitor questions for survey inspiration: [core questionnaire and question dictionary](#)
- Arts Council England's [research question bank for learning](#) (linked to Generic Learning Outcomes)
- Family Arts Campaign's [Evaluation and Audience Research Toolkit](#) – for evaluation of family arts festival events

Analysing, reporting and using your findings

- SHARE Museums East's [Data Driven Museums](#)
- NCVO's guides to [analysing quantitative and qualitative data](#)
- [Canva](#): free online graphic design software
- Data visualisation platform [Infogram](#)
- AIM's [Economic Impact Toolkit](#)
- Free software to let you [plot postcodes on a map](#) online.

Best practice

- [The Visitor Studies Group](#) brings together people working or interested in visitor studies
- UK Evaluation Society's [Guidelines for Good Practice in Evaluation](#)
- Market Research Society's [Code of Conduct](#)
- Centre for Cultural Value's [Evaluation principles](#)
- Information Commissioner's Office [Guide to Data Protection](#).

Free sources of benchmarking and contextual data:

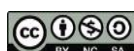
- ONS Census 2021: [build a custom area profile](#) of demographic data for your local area
- South West Museum Development's [Annual Museum Survey 2022](#)
- Audience Agency's [Digital Reports](#)
- Audience Agency [Museums Report](#) (2018)

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

0117 922 4653

www.southwestmuseums.org.uk

[@swmuseums](#)



This resource is provided under an Attribution-ShareAlike 4.0 International (CC BY-SA 4.0) license.



Supported using public funding by
ARTS COUNCIL ENGLAND

