**Guide to creating your annual Audience Finder report**

All National Portfolio Organisations (NPOs) are required to submit an annual summary Audience Finder report in July each year. Band 2 and 3 NPOs are required to include details about the protected characteristics of their audiences in their annual summary Audience Finder report[[1]](#footnote-1). These reports can be generated for free through [Audience Finder 2.0 Beta](https://beta.theaudienceagency.org/login) and help us better understand the diversity of audiences engaging with the collective output of the National Portfolio. Instructions on how to create an audience report are available [here](https://support.theaudienceagency.org/en/support/solutions/articles/43000623972-generating-your-audience-report-in-audience-finder-2-0-beta).

Band 1 NPOs that operate a compatible box office system can collect the information they need to populate their annual summary Audience Finder report without surveying their audiences. However, they may choose to survey their audiences to understand more about their demographics, motivations and experiences. Information about compatible box office systems is available [here](https://www.theaudienceagency.org/insight/box-office) and NPOs can contact The Audience Agency for further information. Touring organisations can use [Show Stats](https://www.theaudienceagency.org/show-stats) to obtain data about audiences attending their work in other venues.

All band 2 and 3 NPOs and any band 1 NPOs that do not operate a box office are required to survey a representative sample of their audience in order to populate their Audience Finder report. More information on obtaining a representative sample is available on The Audience Agency’s [website](https://www.theaudienceagency.org/insight/good-practice-guide-to-sampling).

NPOs can use the standard Audience Finder survey questionnaire to capture the information they need from their audiences. The latest version of the survey is available electronically through Audience Finder and data collected in this way will automatically populate in Audience Finder. An example questionnaire for band 2 and 3 NPOs for 2018/19 is provided for reference [here](https://www.theaudienceagency.org/asset/1553) to show NPOs which questions they will be required to ask their audiences. We encourage all NPOs to collect and share data on audience behaviour and demographics such as frequency, age and ethnicity. However, it may be more appropriate for some band 1 organisations just to submit box-office data or use Showstats. The Audience Finder Support Desk will be able to advise all NPOs on options to meet their needs and circumstances.

If an NPO chooses to use an alternate method of data collection to Audience Finder they must ensure they ask all core questions in the Audience Finder survey questionnaire and in exactly the same way. This will enable the NPO to input or transfer their data into Audience Finder to generate their annual report. NPOs are encouraged to contact The Audience Agency before collecting data outside of the Audience Finder framework to ensure their solution and methodology is compatible.

1. Organisations that were National Portfolio Organisations or Major Partner Museums during 2015-18 will have to submit an Audience Finder report for 2017/18 in July 2018, but only those that were MPMs or one of the 25 NPOs that received the highest level of investment will need to submit an enhanced report (ie including details of the protected characteristics of their audiences) in 2018. From 2019 all band 2 and 3 NPOs will need to submit the enhanced report [↑](#footnote-ref-1)