**Illuminate – Mandatory Audience Survey Questions 2024-2025**

These Audience Surveys are designed to be used with general public audiences or participant groups. You should refer to your funding agreement, relevant relationship framework and/or FAQs for information on what data you should be reporting through Illuminate.

Audience Surveys allow for consistent benchmarking to support your insights, as well as provision of a rich data source for aggregate analysis. We remain committed to a publicly funded dataset that is open and can be used for the greatest public good. As well as organisations being able to see how their data compares with the wider anonymised and aggregated dataset, it also allows organisations to share their data with the partners and consultants they work with.

For the Arts Council, the data collected from these audience surveys will help us continue to make the case for investment in creativity and culture and deliver our ambitions for our strategy, Let’s Create, by deepening our understanding of audiences - who they are, and what they want. As far as possible, the questions are based on how we collect data across our other programmes and initiatives, some have been adapted to support audience surveying, and wherever possible we include a Prefer not to Say, None of the above or a Prefer to Self-describe response option.

We are committed to building an accurate picture of the diverse make-up of the annual portfolio’s audiences. This includes asking demographic questions on sex and gender, age, disability, ethnicity, and sexual orientation, as well as socio-economic status. This information should be collected through surveying, not based on assumptions or informal knowledge. There are also questions designed to provide context to your total audience picture, by looking at group make-up and previous arts and cultural behaviours.

A template of the mandatory questions listed below is available in the platform when building your Audience Surveys.

In addition to these mandatory questions, you are also able to collect additional information to support your individual audience development needs through Illuminate. This is supported through an Optional Question bank in the platform.

**If you want to upload any responses collected outside of the Illuminate platform (i.e. not using the built in survey functionality) please ensure that your questions and responses are identical to those in Illuminate. They must be compatible to ensure they can be uploaded into the platform once collected. If they are not, we will be unable to accept this information.**

Guidance is available in the platform for both Creating and Sharing surveys and uploading Survey responses collected outside Illuminate. Visit the Training section in the platform and download the *How to Create and Issue Surveys* and/or *How to Upload Offline Survey Responses.*

There is a requirement to set up a Survey in Illuminate before you can upload any responses collected outside the platform. Depending on how you structure your questions and responses (e.g. if you use any logic within the responses), and how your exports are structured, you may need to complete a level of manual data cleaning in advance of submission.

For ease of use, we highly encourage users to build and share surveys from within Illuminate.

**Based on user feedback during 2023-2024 Arts Council made updates to the questions and formatting of Audience Surveys in Illuminate. The new Audience Survey 2024/25 template will be available in the platform from the 8 April 2024. The previous template will remain available to allow transition to using the new template. Any data you collect using the 2023/24 template will remain visible to your users and the Arts Council in Illuminate.**

**MANDATORY QUESTIONS 2024-2025**

**Event information**

The following information links your survey responses to a specific event/activity created in Illuminate.

If you are collecting the survey data outside of the Illuminate platform, you may need to include all four event information questions, EXPERIENCE, LOCATION, DATE and TIME.

When issuing and collecting surveys through Illuminate, they will be automatically linked to the correct EXPERIENCE and LOCATION and this information will not be required from the respondent. The respondent will still need to respond to DATE and TIME.

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| **Theme** | **Question** | **Responses** |
| EXPERIENCE  For example, ‘Macbeth’.  *Not asked if collecting through Illuminate* | What was the name of the activity/event that you attended? If it wasn’t a specific event, but general admission (e.g. to a museum) please put ‘General admission’ | [Dropdown, or free text if not possible] |
| LOCATION  For example, ‘Venue A’.  *Not asked if collecting through Illuminate* | If you attended a physical location, please enter the location name. If you did not attend a physical location, please enter “Online” | [Dropdown (including online option), or free text if not possible] |
| DATE  If respondents attended a multi-day event, they should select the first date they attended. | On which date did you attend? | [Date selector] |
| TIME  If respondents attended a specific performance or session, they should select the timeslot in which it started. If their experience was a general admission, they should select the timeslot in which they spent the majority of their visit. | At which time did you attend? | Morning (6am-11am)  Lunchtime (11am-2pm)  Afternoon (2pm-6pm)  Evening (6pm-11pm)  Night (11pm-6am) |

**Optional Questions**

Please note any questions you choose to include from the optional questions bank will now be included here, before the rest of the mandatory questions.

This update is introduced based on feedback from users during 2023/24.

**Types of Audience**

The following questions will provide necessary context to the demographic picture of your audiences, as well as drive some of the insights you will receive through Illuminate.

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| **Theme** | **Question** | **Responses** |
| GROUP RELATIONSHIP  The following two questions will provide contextual information about the respondent. For example, if the survey is completed by someone attending a family event with their children.  *Selecting By myself will skip past the GROUP SIZE AND AGE Question.*  *Selecting Other – please specify will open a new section with a free text box.* | Who did you attend with? | By myself  Friends and/or family  School/College/University visit  Organised group visit (not with school/college/university)  Other - please specify |
| GROUP SIZE AND AGE  This question will provide insights into the age range of children and young people attending your activities.  Answer for each relevant age group. | With how many people of each age group did you attend (excluding yourself)?  Age 0-4  Age 5-11  Age 12-15  Age 16+ | [insert number(s)] |
| PREVIOUS VISITS  The following questions are about audience behaviours and previous engagement with both your work, and arts and cultural activity more generally. | When did you last attend [Organisation Name]/an [Organisation name] event? | 0 - 6 months  6 - 12 months  Last 1 - 2 years  Last 2 - 3 years  More than 3 years ago  I have never attended before |
| How often do you attend or participate in arts and culture experiences? By this we mean online or in-person activities produced by arts organisations, museums and/or libraries, such as exhibitions, performances, literature events, gigs, festivals, creative participation etc. | This is my first time  Less than once a year  Once a year  2-3 times a year  4-5 times a year  6+ a year |

*The following questions will be asked at the end of the survey (following the ‘Types of Audience’ questions.) This is to allow those conducting face-to-face interviews to hand the survey directly to the respondent to complete these questions at the end of the interaction if preferred. Please ensure anyone conducting interviews is aware that all information collected via Illuminate is non identifiable.*

**Demographic information**

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| **Theme** | **Question** | **Responses** |
| AGE  If your respondent is under the age of 16, further demographic questions should not be asked. The other demographic questions will be skipped automatically if the respondent answers 0-15 when using the Illuminate platform to conduct surveys.  The age brackets are based on national standards set out by the Office of National Statistics. This gives us a comparable dataset that we can map against other sources and population data and run national and area level analysis. | What is your age? | Prefer not to say  0-15  16-19  20-24  25-29  30-34  35-39  40-44  45-49  50-54  55-59  60-64  65-69  70-74  75+ |
| ETHNICITY  The definitions for ethnicity are based on national standards as set out by the Office for National Statistics (ONS). This gives us a comparable dataset that we can map against other sources and population data and run national and area level analysis.  *Selecting Prefer to self describe will open a new question with a free text box.* | With which ethnicity do you identify? | Prefer not to Say  Asian/Asian British  Black/Black British  White/White British  Mixed/multiple ethnic group  Any other ethnic group OR None of the above  Prefer to self describe [free text] |
| DISABILITY  We work to the social model of disability. This model was developed by disabled people in the 1970’s and states that people are disabled by inaccessible societal structures and environmental barriers. We're asking these questions to better understand the needs of audiences, including understanding where there may be barriers to access. | Do you identify as D/deaf, and/or do you have any physical or mental health conditions or illnesses expected to last for 12 months or more? | Prefer not to say  Yes  No |
| Do you identify as neurodivergent? Being Neurodivergent could include Dyslexia, ADHD etc. | Prefer not to say  Yes  No |
| SOCIO-ECONOMIC STATUS  We’re asking this question to better understand the representation of audiences. We know that different people may have more opportunities to engage in arts and culture, and we’re aiming to better understand how this varies.    Following expert advice and consultation, we are asking for an individual’s status, rather than background. For audiences this was advised to be a more relevant measure in understanding who is accessing arts and cultural activity.  *Selecting Other – please specify will open a new section with a free text box.* | What best describes your current or most recent occupation? | **Prefer not to say**  **Clerical and intermediate occupations** such as: secretary, personal assistant, call centre agent, clerical worker, nursery nurse.  **Full-time education** such as: studying for a degree or apprenticeship  **Long term unemployed** (claimed Jobseeker’s Allowance or earlier unemployment benefit for more than a year).  **Modern professional & traditional professional occupations** such as: teacher, nurse, physiotherapist, social worker, musician, police officer (sergeant or above), software designer, accountant, solicitor, medical practitioner, scientist, civil / mechanical engineer.  **Retired**  **Routine, semi-routine manual and service occupations** such as: postal worker, machine operative, security guard, caretaker, farm worker, catering assistant, sales assistant, HGV driver, cleaner, porter, packer, labourer, waiter/waitress, bar staff.  **Senior, middle or junior managers or administrators** such as: finance manager, chief executive, large business owner, office manager, retail manager, bank manager, restaurant manager, warehouse manager.  **Small business owners** who employed less than 25 people such as: corner shop owners, small plumbing companies, retail shop owner, single restaurant or cafe owner, taxi owner, garage owner.  **Technical and craft occupations** such as: motor mechanic, plumber, printer, electrician, gardener, train driver.  **Not applicable** (eg not currently working and not claiming benefits related to unemployment)  None of the above / Not Known / Not applicable  **Other – please specify** |
| If you would like to expand on the above, please tell us what your current or most recent occupation is in your own words | [Free text] |
| LOCATION  We ask this question to understand the reach of funded activity. | Do you currently reside in the UK? | Yes  No |
| If Yes: What is the postcode of your current residence?  If No: What is your country of residence (if not UK)? | [Full postcode]  [Drop down selection] |
| SEX AND GENDER  The following questions are about sex and gender. In order to fully understand our audiences we're asking about an individual's sex and their gender identity. Responses to these questions are optional. The survey respondent can skip them if they wish to do so. | What is your sex? | Prefer not to say  Female  Male  None of the above |
| Is your gender the same as the sex you were assigned at birth? | Prefer not to say  Yes  No |
|  |  |
| SEXUAL ORIENTATION  We ask about the sexual orientation of audiences, using recommended options. We recognise that this list of options is not exhaustive but hope there are enough choices for everyone to feel represented.  *Selecting Prefer to self-describe – will open a new section with a free text box.* | How would you describe your sexual orientation? | Prefer not to say  Bisexual  Gay  Straight  None of the above  Prefer to self-describe |

**END OF SURVEY**

**Record of edits**

Based on user feedback during 2023-2024 Arts Council made updates to the mandatory questions and ordering of Audience Surveys in Illuminate. The previous template is still available in Illuminate should you require longer to transition to using the 2024/25 Template.

A record of the edits is available below.

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| **QUESTION/THEME** | **Change** | **Date** |
| **Order of Questions** | Reorder of question groups to the following:   1. Event Information 2. Optional Questions 3. Types of Audience 4. Demographic Information | **8 April 2024** |
| **‘Prefer not to say’ Response** | Move Prefer not to Say in dropdown menu(s) to the top of the list | **8 April 2024** |
| **Ethnicity** | *Response options*  *Replaced with:*   * Prefer not to Say * Asian/Asian British * Black/Black British * White/White British * Mixed/multiple ethnic group * Any other ethnic group OR None of the above * Prefer to self describe [free text] | **8 April 2024** |
| **Disability** | QuestionRemoved: Do you identify as a D/deaf and/or Disabled person, or have a long term health condition? Added: Do you identify as D/deaf, and/or do you have any physical or mental health conditions or illnesses expected to last for 12 months or more? | **8 April 2024** |
| **Current Employment Status** | Responses Move Prefer not to Say in dropdown menu to the top of the list Removed:  * Not applicable * Not known  Added:  * None of the Above / Not known / Not applicable | **8 April 2024** |
| **Sex** | Responses Removed:  * Intersex  Added:  * None of the above | **8 April 2024** |
| **Gender assigned at birth** | Question Removed: Is your gender identity the same as the sex you were assigned at birth? Added: Is your gender the same as the sex you were assigned at birth?  Responses Change order “Yes” should come above “No” in the dropdown menu options. | **8 April 2024** |
| **Sexual Orientation** | Responses Change *Replaced with:*   * Prefer not to say * Bisexual * Gay * Straight * None of the above * Prefer to self-describe [free text] | **8 April 2024** |