

Audience Research Made Easy - A guide for small to medium performing arts organisations,

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[Arts Victoria](#) [2] | [The Australia Council for the Arts](#) [3]

'Audience Research Made Easy - A guide for small to medium performing arts organisations', is a practical guide demonstrating how performing Arts organisations can carry out cost-effective audience research.

The guide was written to provide arts organisations with guidance and advice on how to conduct effective audience research and better understand their audiences. From informal observation to focus groups and questionnaires, it explores ways to manage this essential marketing activity. The guide covers how to plan an audience research campaign from inception through to analysis and implementation.

The area of audience research has consistently been nominated by Arts organisations as a priority for support. In response, Arts Victoria initiated a pilot investigation to look at the research needs of seven small-to-medium sized organisations and produce an easy to follow guide. The resulting report and questionnaire formed the basis for 'Audience Research Made Easy'.

PDF [Audience Research Made Easy](#) [4] (2005)

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