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Methodological brief for counting audience

Objective

This brief accounts for considerations regarding methods used for the counting of audience numbers in Aarhus 2017. The Aarhus 2017 Foundation has only performed audience counting on events in 2017.

1: Background

One of the Aarhus 2017 Foundation's KPIs aims at counting the number of audiences attending the four MEGA events and the 12 Full Moon events. Additionally, the Aarhus 2017 Foundation has collected audience data from all other funded projects with events in 2017.

Several events that have not been funded by Aarhus 2017, has promoted their events and activities through the Aarhus 2017 event calendar. Several of these "affiliated" projects have also submitted audience numbers. These have not been included in the audience numbers defined as Aarhus 2017 audience.

The total audience number is 3.3 million. These are not unique visitors, but number of visits.

Counting event audiences is difficult. Ticket sales and other types of registration is a simple and precise method, but when not possible, the task can prove challenging. The methods described in the Aarhus 2017 Foundation Best Practice Guide are based on recognised international practices and are the best available methods. See appendix 1.

2: Method

All project owners have received a questionnaire for the submitting of audience numbers. Projects have not been obligated to submit audience numbers, but for a few exceptions, all projects have submitted the data.

Each of the four MEGA events and the 12 Full Moon events have been in dialogue with the Foundation specifically regarding audience numbers.

Specific projects such as Nathan Coley: The Same for Everyone have been exempted from audience counting, as counting audience numbers for these projects would be impossible.

Prior to 2017, projects were informed that audience counting would be performed, and they were briefed about and referred to the Best Practice Guide. The questionnaire also included a reference to the Best Practice Guide. Additionally the guide has been available on www.aarhus2017.dk.

3: Sources of errors and uncertainties

All audience numbers have been counted and submitted by project owners. The Aarhus 2017 Foundation operates on the basic assumption that projects know their audience best, and has the best overview of activities. Thus, The Aarhus 2017 Foundation trusts the data submitted by projects.

To ensure quality of the data, the Aarhus 2017 Foundation has tested the top 30 projects, which in total accounts for 82 % of the total audience number.
Subsequently, all data that stands out in one way or another has been tested to ensure a complete fair picture. All MEGA events and Full Moon events have been put through rigorous quality control in collaboration with the projects.

The objective was to count audiences on activities aimed at an audience, which had received funding. But in many cases, it has not been possible to separate these activities from other activities showcased by the cultural institutions. Total audience numbers therefore reflect the number of visitors at events, which are a part of the Aarhus 2017 programme, but are not exclusively Aarhus 2017 generated audiences.

For projects with long lasting activities in public open air spaces - e.g. installations - the audience number is stated in column I ("*alternativ antal publikum*") since these numbers a very uncertain and are not included in the official Aarhus 2017 audience number at 3.3 million visits. This include the projects Urban Lab, UP!, Skulpturlandsby Selde 2017 and Fresh Eyes.

The Aarhus 2017 Foundation's ambition was to collect audience numbers on all Aarhus 2017 events, but there are likely events, which are not included in the counting of audiences.

Note: The official Aarhus 2017 audience number is 3.3 million visits. The total audience number in the data set is 3.4 million. This difference is due to information arrived after the publication of the Welcome Future publication.

4: Data access

Data from the audience counting is available on www.aarhus2017.dk. Projects not included in the official Aarhus 2017 audience number is marked with an "affiliated" in column L.

Appendix: Best Practice Guide

BEST PRACTICE GUIDE
Audience Counting

Best Practice Guide – Audience Counting

Why?

Aarhus 2017 is committed to count the audience numbers on MEGA and Full moon events.

Additionally, Aarhus 2017 wish to count the audience numbers on all other audience oriented activities.

We are using the information in evaluation and communication

How?

To make sure that the audience counting isn't too comprehensive, we have developed this guide. We hope that this can help you find a solution that fit to your specific project activities.

When you have finished an activity you will receive an e-mail with a form where you simple have to type in your information, unless you have another arrangement with Aarhus 2017. In the mail, the name and date of the activity will be stated.

If you have any questions, feel free to contact us.

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What are audience oriented activities

You only have to count audience numbers at audience oriented activities

Audience oriented activities can be concerts, exhibitions, conferences and the liking, which are available for a public audience. Hence, you <u>do not</u> have to count audience numbers at development activities, which only include the project group.

We are aware of the fact that some project wishes to include audience numbers, participants etc. on more than the audience oriented activities, since these activities have great value for the full project

When you are reporting audience numbers for audience oriented activities in 2017, you can choose to report additional participants, if you assess that this is necessary to understand the full activity. In the back of this guide you can find the form that will be send to you when you finish an audience oriented activity.

You will have the opportunity to report the extent of these activities when you are reporting both the monitoring information and the short evaluation, you have to report simultaneously with the closing financial statement.
See www.aarhus2017.dk/en/information-for-projects/

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Who to count – and who not to count

The characteristics of the many activities in 2017 are extremely diverse, so the way to define an audience in the audience counting can be done in a lot of different ways. Therefore, we have tried to describe different audience types. If it's still unclear who you should count as audience, we are happy to help you further in the process.

Types of audience to count:

- People who attend the event/activity solely to experience/participate in this in exact event (e.g. audience to an exhibition, a theater show or a conference etc.)
- People who are activity participating in an activity/event on the actual day of a specific activity/event (e.g. a participant in a public involvement activity, a sport event etc. The contributor to the project and the actual project group should not be included)

Types of audience not to count:

- A person who has contributed to the project, before the actual event, does not count as audience. That person will typically be a part of the project group or in other way be contributing to the event.

- A person who passes by an event, exhibition or the like, is not to be counted as audience, unless this person makes a stop and actively observe the activity or in any way contribute to the event (a text book example is a person who passes by an installation in public space and does NOT notice work)

Special conditions

For some types of projects, special conditions will apply.
Aarhus 2017 will contact the MEGA Events and Full moon events project managers directly, to agree on the process.

For festivals, exhibitions and the like:
Several types of activities have different characteristics than other projects, and therefore the audience counting is handled a little differently for these activities.

1. Events that last for several days, like festivals, exhibitions, shows etc. are only going to report one figure, when all activities have finished, unless anything else is arranged with Aarhus 2017.

2. One exhibition site that has other exhibitions, simultaneously with the Aarhus 2017 founded exhibition, are only going to count, if possible, the audience visiting the Aarhus 2017 exhibition. If it's not possible to isolate the audience visiting the Aarhus 2017 from the remaining audience, you report the total audience and note that you have reported the total audience.

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Different ways of counting audience

The best counting method, depends on the specific activity. On the following pages, three different counting methods are described.

1. Counting through ticket sales
2. Counting through other registration
3. Counting when it's impossible to count every member of the audience

If you have any experience with a counting method not mentioned here, you are very welcome to use this method. You only have to state the used method, in the form you receive in the e-mail.

Counting through ticket sales

Well you sell tickets for your activity:

When you have finished your activity, you have to inform the number of sold tickets in the form you receive in the e-mail. Remember to include the tickets that are given away for free, if these activities have in fact been used.

When you finish your activity, you receive the aforementioned e-mail, which include a link to the form where you have to type in the audience numbers.

Counting through other registration

When you are registering audience with another method than ticket sales:

If you are registering the full audience at the activity, this is the number you have to report to Aarhus 2017

Remember that it is the <u>actual registered audience numbers</u> at activities we are interested in, not list that indicate a general interest in the activity, like pre-event registration or the liking.

When you finish your activity, you receive an e-mail, which include a link to the form where you have to type in the audience numbers.

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Counting when it's impossible to count every member of the audience #1

It's impossible for many activities, to count every member of the audience.
This can be due to several factors:
- The audience can come and go, through multiple entrances and exits.
- The activity takes place in a setting that is not physically bound
- The activity takes place at several days, where it's impossible to count audience numbers for each day, e.g. due to the lack of resources.

We recommend that you go through the different methods mentioned in the following pages and choose the method you find appropriate for your different activities.

If you already have an audience counting method, which is not mentioned in the following pages, you are very welcome to do the counting as you usually do. You only have to inform us, on how you have done the audience counting.

Counting when it's impossible to count every member of the audience #2

Estimation based on a here-and-now-picture

It will be possible for most types of activities to make an estimate of the audience number in a snapshot in time. This can be done in two ways:

1. A picture from above
2. A regular counting of the audience at a certain time, through controlled entrances and exits

If you are going to use this here-and-now-picture to count the audience number through a extended time period, you have to make sure that the sample (which a here-and-now-picture is) is representative for the total activity period, e.g. the exhibition period. This is described at page 13.

If you are using the here-and-now-picture to estimate the audience at a single activity, you have to make sure that the picture gives an estimate on the total audience numbers.
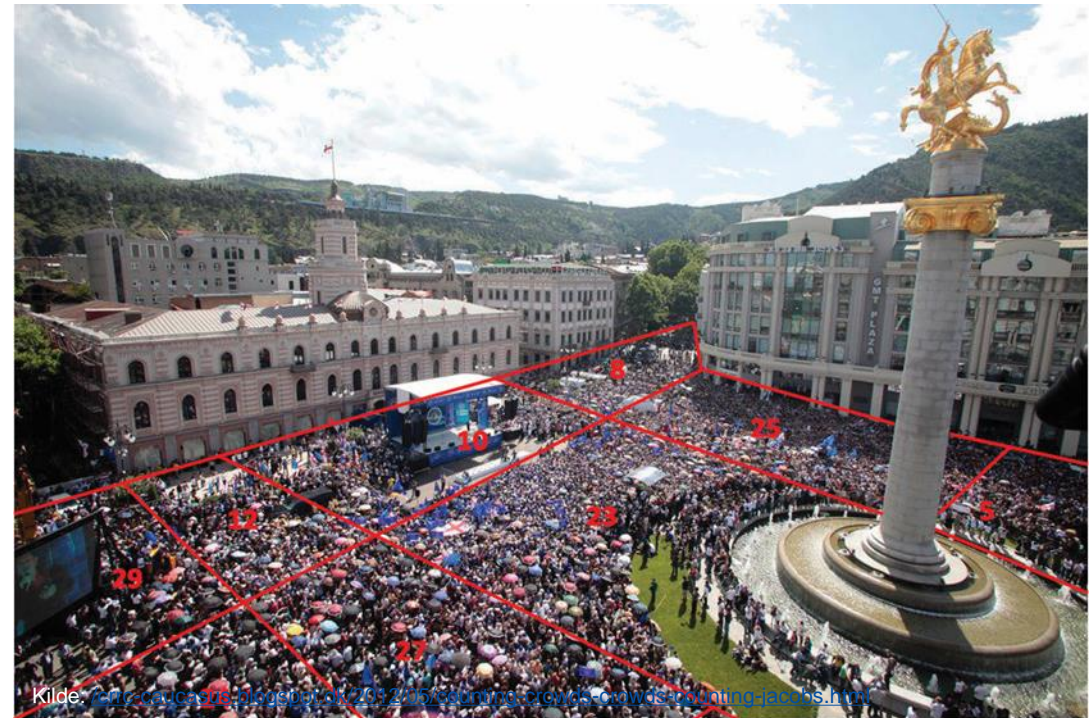
Counting when it's impossible to count every member of the audience #3

Picture from above

The picture from above can be procured in several ways – more or less cost-intensive. Maybe a photographer is already in the air? Maybe you can gain access to a high building nearby? Maybe the area is already video monitored?

When you have got your picture, you divide the area into smaller sections, like illustrated in the picture below. Then you count the audience in one section and multiply this number with the total number of sections within the bounded area. Remember to take the density of audience in each sector into account when you estimate the total audience numbers.

This method is called Jacobs method, named after Herbert Jacobs. You can google him for more information, if you are interested.

Kilde: http://the-caucasus.blogspot.dk/2013/05/estimating-crowds-counting-jacobs.html

Counting when it's impossible to count every member of the audience #4

Counting audience on a certain time

You can choose to count the audience number at a certain time. For this method to work, you have to be able to staff every entrances and exits

Again, you can do this in several ways you can do this, depending on your resources. You can get "clickers", you can staff all entrances and exits and have the staff manually count or register all entries and exits. Otherwise you can invest in lacers, who registers everyone who passes.

No matter the method you choose, you have to note the net number (the number of entries subtracted the number of exits) at a certain time of the day and then make a sum of the numbers from all the entrances/exits.

Counting when it's impossible to count every member of the audience #5

Sampling and representativeness

No matter how you get your here-and-now audience number, you have to calculate this number into an estimate for the full day and possible multiple days

You have to be aware of the fact that the here-and-now-estimate (the sample) has to be done on a time that is **representative** for the full activity's duration. In other words, you do not take the audience number on the busiest day of the exhibition and multiply this number with the number of exhibition days. This will generate an unrealistically high audience number.

If it makes sense for your activity, you can consider doing more estimates during the day, the exhibition or the festival. This will give you a more accurate audience numbers.

Another thing you have to take in mind, is how long a member of the audience is participating in the activity. Is it an activity in public space, where the audience on average is "active" for five minutes or is it an exhibition or show that last an hour. The representativeness of the sample, will depend on for how long your audience is active.

And remember…

This is not an uncomplicated task, and this guide will certainly not answer all questions.

Feel free to contact us if you have any questions, ideas or comments

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