

The Audience Panel: Results from the March survey

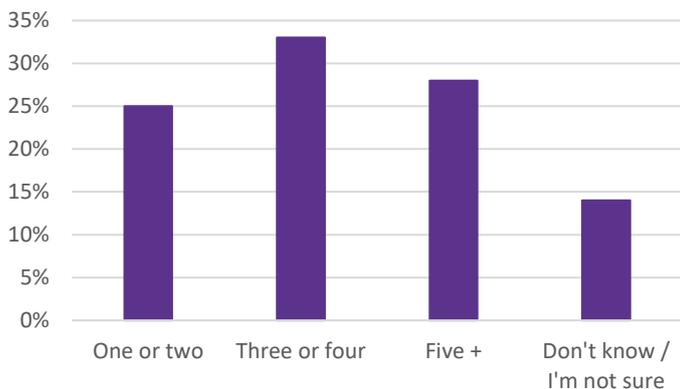
What did audiences say this month?

Audiences were evenly split between getting 1-2, 3-4 and 5+ email newsletters from cultural organisations.



While most audiences are happy with the number of emails they get from cultural organisations, nearly 20% say they want to hear **more** from them.

How many different cultural organisations do you get emails from?



What do you think about the number of emails you get?



These audiences want to know about stuff going on. They also want to hear how the organisation is doing, what their future plans are and ways to get involved. They **care** about the organisations and **want to know more**. And, the more email newsletters people were subscribed to, the more likely they wanted to know about what the organisation is doing now.

It's positive that over half of audiences agree that cultural organisations make them feel valued and part of something. However, audiences were **less** likely to agree that organisations care about them/their needs and want to involve them in a conversation.



Our tips

- Treat your audiences like your closest friends.
- Don't ghost them – talk to your audiences (even when you're closed) and try to understand what their needs are.
- Start a conversation, whether it be on social media, over email, or even a friendly community chat on Zoom.
- Audiences are much more likely to come back to a venue if they feel seen, heard, and appreciated.