

Evaluation brings many benefits and should be adopted as a routine part of planning and delivering engagement activities.

## QUANTITATIVE

- Information involving measuring, counting, collecting numbers, summarising and aggregating data, and statistical analysis.
- Good for answering 'how many' or 'how much' questions.

TOOL	DESCRIPTION	GOOD POINTS	CHALLENGES
Feedback forms, questionnaires and surveys	Online or paper; questions can take many forms - open, closed, multiple choice; narrative.	Tried and tested mechanisms; widely used and easily understood by visitors; online versions increasingly available.	Can be resource intensive to collate paper forms; if online, can be difficult to provide access to the form at the event, and/or to get visitors to complete online surveys afterwards.
Pulse survey	Short questionnaire sent out to a (relatively) small, defined group (or groups); usually conducted online, but could be paper.	Focussed and time-limited; often attracts high response rates due to targeted nature; can include choice questions (quantitative) and free text (qualitative) elements.	If online, requires access to and knowledge of online survey software.
Star rating	Simple version of feedback form / survey where visitors add a star to a chart with pre-set categories (eg excellent, good, okay, poor).	Easy to implement and use, especially for children; creates engagement with visitors when getting them to complete it.	No opportunity to probe reasons for good or bad ratings; visitors can be swayed / influenced by previous visitors ratings, which are on show.
Measures/counts of effort	Number of... press releases sent out; journalists contacted; partners and stakeholders contacted; leaflets produced or distributed; invitations issued; web space, social media and other digital space created.	Gives an indication of scale of event and reach; can build a picture of scale / reach if repeated year-on-year.	Requires advance planning and careful implementation to ensure counts are carried out and accurate; gives no indication of quality of event/activity; more meaningful if comparator data are available.
Measures/counts of people	Number of... visitors, stakeholders, staff attending; level of staff involved (set categories); 'type' of audience, eg socio-economic or geographic data; new contacts made; media contacts reached; colleagues trained; staff helping with activities.	Gives an indication of scale of event and reach; can build a picture of scale / reach if repeated year-on-year.	Requires advance planning and careful implementation to ensure counts are carried out and accurate; ultimately gives a number; more meaningful if comparator data are available.
Measures/counts of press and web	Media coverage; web statistics on visitors, duration of stay, pages visited, bounce rate; YouTube views.	Can be planned and prepared in advance; can easily be outsourced (at a cost); can become part of on-going media monitoring; can be converted to a financial equivalent (advertising cost).	Requires advance planning and careful implementation to ensure counts are carried out and accurate; ultimately gives numbers; more meaningful if comparator data are available.
Measures/counts of social media engagement	Re-tweets (amplification); mentions (conversation); favourites (applause); influential followers; 'likes' on Facebook.	Can be planned and prepared in advance; most useful when part of on-going social media monitoring; can show relationship between events and social media engagement.	Requires advance planning and careful implementation to ensure counts are carried out and accurate; more meaningful when organisation is already established on social media.