

IMPORTING EXTERNAL DATA INTO CULTURE COUNTS

In the majority of instances, users of the Impact & Insight Toolkit will collect their data via the Culture Counts platform: a link will be emailed out to audience members/bookers, or a 1:1 interview strategy will be implemented, using a tablet computer to collect responses.

However, sometimes, there may be the need to collect paper responses or, in exceptional circumstances, responses might be collected via a different online platform. This article will get you up to speed on how to import your data from an external source into the Culture Counts platform, so that you can benefit from the reporting facilities available.

The Culture Counts platform stores exported survey data as comma-separated values files or “CSVs”. CSVs are a common way to store complex data and are the default format for exporting survey data across many platforms, including Culture Counts. CSVs can be opened and edited in most spreadsheet software, including Microsoft Excel and Numbers.

Below is a screenshot of a typical CSV file that you might download from Culture Counts. It looks very busy, but we will go through how to create a file such as this to enable you to import data to Culture Counts.

A typical Culture Counts CSV file

user-id	survey-id	user	timestamp	survey	Meta	slug	deliverable_type	respondent-category	Demographic	postcode	age	gender	Dimension	Captivation	Rigour	Distinctiveness	Relevance	Challenge	Concept	Custom	if you would it	Please write three words to describe your experience
						What slug/hash did the respo	Which category does the res	What is your r	How would you describe you, it was absorb	It was well th	It was different	It had some	It was thought	It was an interesting idea	It was	Please write three words to describe your experience						
						shorttext	shorttext	shorttext	number	dropdown	slider	slider	slider	slider	slider	slider	slider	shorttext	shorttext			
34063	10641	anonymous_2	2019-11-26 11:26	11	Lizzy Wears Red... Because 7FFFH7Y	online	public		so16		44	Female		0.56	0.59	0.63	0.66	0.82	0.8			good
1330328	10641	anonymous_1	2019-07-15 11:11	Lizzy Wears Red... Because 5Fg6M	interview	public		bn1 1ar			54	Female		0.71	0.72	0.46	0.89	0.73	0.57			
1330327	10641	anonymous_1	2019-07-15 11:11	Lizzy Wears Red... Because 5Fg6M	interview	public		in19 1ar			32	Female		0.66	0.65	0.55	0.79	0.82	0.68			
1330326	10641	anonymous_1	2019-07-15 11:11	Lizzy Wears Red... Because 5Fg6M	interview	public		in10 1ar			40	Male		0.81	0.69	0.56	0.96	0.7	0.58			
1330325	10641	anonymous_1	2019-07-15 11:11	Lizzy Wears Red... Because 5Fg6M	interview	public		bn1 1ae			46	In another way		0.78	0.78	0.34	0.87	0.67	0.57			non-binary
1330324	10641	anonymous_1	2019-07-15 11:11	Lizzy Wears Red... Because 5Fg6M	interview	public		so40 7ia			53	Male		0.85	0.66	0.44	0.89	0.87	0.69			
1330323	10641	anonymous_1	2019-07-15 11:11	Lizzy Wears Red... Because 5Fg6M	interview	public		bn1 1ap			33	Female		0.77	0.76	0.55	0.87	0.73	0.79			
1330321	10641	anonymous_1	2019-07-15 11:11	Lizzy Wears Red... Because 5Fg6M	interview	public		in19 4ba			40	Female		0.84	0.75	0.44	0.91	0.73	0.67			xyz
1321215	10641	anonymous_1	2019-04-08 11:11	Lizzy Wears Red... Because 5Fg6M	interview	public		BN6 BEZ			34	Female		0.61	0.65	0.68	0.73	0.8	0.67			xxxx
1321213	10641	anonymous_1	2019-04-08 11:11	Lizzy Wears Red... Because 5Fg6M	interview	public		67	Female		67	Female		0.91	0.78	0.79	0.8	0.79	0.79			kb mkmk
1321212	10641	anonymous_1	2019-04-08 11:11	Lizzy Wears Red... Because 5Fg6M	interview	public			Male					0.6	0.65	0.74	0.55	0.73	0.64			nyknyknb 198
1321210	10641	anonymous_1	2019-04-08 11:11	Lizzy Wears Red... Because 5Fg6M	interview	public		bn1 1ae				Female		0.65	0.4	0.79	0.72	0.69	0.67			kuah bluu htsuu
1321206	10641	anonymous_1	2019-04-08 11:11	Lizzy Wears Red... Because 5Fg6M	interview	public		sa1 5ee			64	Female		0.77	0.71	0.51	0.72	0.49	0.62			Thrilling, thought-provoking, genius

PREPARING TO IMPORT FROM AN EXTERNAL SOURCE

Before you start, there are several important things to note.

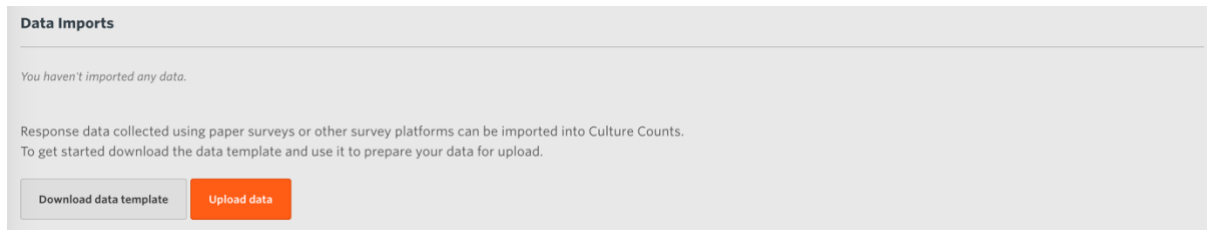
Firstly, in order to import data into Culture Counts you will need to have a survey within your Toolkit account that has been set up with all the questions you want to import.

Secondly, all data collected externally to Culture Counts should be collected using the same type of question format as used in the survey in your account. For

example, if your paper survey had a multiple-choice question, this should be reflected in the survey in your Toolkit account. This is critical to ensure the data can be imported correctly as well as ensuring your data is valid for use in Toolkit reports.

Once you have prepared the survey in Culture Counts that you want to import data to, you will need to:

- 1) Access the Summary page of the survey you're importing into
- 2) Scroll down to 'Data Imports'
- 3) Click 'Download data template'



The CSV import template is a CSV file containing all the questions included in your Culture Counts survey; this is where you will enter the data you wish to import. It looks slightly different from a normal survey results CSV in that it also contains a question ID row, which tells Culture Counts which questions it should associate the results with. It also does not include all the metadata that is saved when collected via Culture Counts.

A typical Culture Counts CSV file

Meta		Demographic		Dimension							Custom								
user-id	survey-id	user	timestamp	survey	slug	deliverable_by	respondent-category	postcode	age	gender	Captivation	Rigour	Distinctiveness	Relevance	Challenge	Concept	If you would it	Please write three words to describe your experience	
					What slug/alias did the respo	Which category does the res	What is your p	What is your a	How would you describe you	it was absorbt	it was well tho	it was different	it had someht	it was thought	it was an interesting idea	if you would it	Please write three words to describe your experience		
					shortcode	shortcode	shortcode	number	dropdown	slider	slider	slider	slider	slider	slider	shortcode	shortcode		
34063	10641	anonymous_2	2019-11-26	11: Lizzy Wears Red... Because IFFHENY	online	public	so10		44	Female	0.56	0.55	0.63	0.66	0.82	0.8		good	
1330328	10641	anonymous_1	2019-07-15	11: Lizzy Wears Red... Because SFigetM	interview	public	bn1 1af		54	Female	0.71	0.72	0.46	0.89	0.73	0.57			
1330327	10641	anonymous_1	2019-07-15	11: Lizzy Wears Red... Because SFigetM	interview	public	m18 1af		32	Female	0.66	0.65	0.55	0.79	0.82	0.68			
1330326	10641	anonymous_1	2019-07-15	11: Lizzy Wears Red... Because SFigetM	interview	public	m10 bnf		45	Male	0.81	0.89	0.56	0.86	0.7	0.58			
1330325	10641	anonymous_1	2019-07-15	11: Lizzy Wears Red... Because SFigetM	interview	public	bn1 1ae		40	In another way	0.78	0.78	0.24	0.87	0.67	0.57		non-binary	
1330324	10641	anonymous_1	2019-07-15	11: Lizzy Wears Red... Because SFigetM	interview	public	so40 7M		53	Male	0.85	0.66	0.44	0.89	0.87	0.69			
1330323	10641	anonymous_1	2019-07-15	11: Lizzy Wears Red... Because SFigetM	interview	public	bn1 1dp		33	Female	0.77	0.76	0.55	0.87	0.73	0.79			
1330321	10641	anonymous_1	2019-07-15	11: Lizzy Wears Red... Because SFigetM	interview	public	m18 40w		45	Female	0.84	0.75	0.44	0.91	0.73	0.87		xyz	
1321216	10641	anonymous_1	2019-04-08	11: Lizzy Wears Red... Because SFigetM	interview	public	bn6 8E2		24	Female	0.81	0.85	0.68	0.73	0.8	0.67		xxx	
1321213	10641	anonymous_1	2019-04-08	11: Lizzy Wears Red... Because SFigetM	interview	public	67		Female	0.81	0.78	0.79	0.8	0.79	0.79			kb-mknik	
1321212	10641	anonymous_1	2019-04-08	11: Lizzy Wears Red... Because SFigetM	interview	public	Male		0.6	0.85	0.74	0.55	0.73	0.84				njbnknjnb njk	
1321210	10641	anonymous_1	2019-04-08	11: Lizzy Wears Red... Because SFigetM	interview	public	bn1 1ae		Female	0.65	0.4	0.79	0.72	0.89	0.67			hucm duu henu	
1321206	10641	anonymous_1	2019-04-08	11: Lizzy Wears Red... Because SFigetM	interview	public	bn1 1ee		64	Female	0.77	0.71	0.81	0.72	0.49	0.62			Thelng, thought-provoking, genius

↑
These fields are not included in the import template

An import template

Demographic		Dimension							Custom	
postcode	age	gender	Captivation	Rigour	Distinctiveness	Relevance	Challenge	Concept	Please write t	If you would like to tell us how you self-describe your gender, please do so in the box below. If not, please click 'skip'
shortcode	number	dropdown	slider	slider	slider	slider	slider	slider	shortcode	shortcode

→
The addition of a Question ID

POPULATING THE IMPORT TEMPLATE

To populate the template, enter each response. Each respondent has their own row and each question has their own column, as shown in the screenshot below.

Each column is for a response to a question

Demographic	Dimension										Custom		
	183676	183672	183671		183677	183678	183679	183680	183681	183682		184081	194502
postcode	age	gender		Captivation	Rigour	Distinctivenee	Relevance	Challenge	Concept			Please write t	If you would li
What is your shorttext	What is your number	How would you describe yo dropdown		It was absorb slider	It was well th slider	It was differ slider	It had someth slider	It was though slider	It was an interesting idea/pr slider			Please write t	If you would li shorttext

Each row is for a respondent

For example:

Demographic	Dimension										Custom		
	183676	183672	183671		183677	183678	183679	183680	183681	183682		184081	194502
postcode	age	gender		Captivation	Rigour	Distinctivenee	Relevance	Challenge	Concept			Please write t	If you would li
What is your shorttext	What is your number	How would you describe yo dropdown		It was absorb slider	It was well th slider	It was differ slider	It had someth slider	It was though slider	It was an interesting idea/pr slider			Please write t	If you would li shorttext
so16	44	Female		0.56	0.59	0.63	0.66	0.82	0.8				
bn1 1ar	54	Female		0.71	0.72	0.46	0.89	0.73	0.57	good			
rh16 1af	32	Female		0.66	0.65	0.55	0.79	0.82	0.68				
rh10 0af	45	Male		0.81	0.69	0.56	0.86	0.7	0.58				

The respondent who lives at BN1 1AR gave the dimension Concept a score of 0.57

It is vital to ensure that each response is in the correct format for the question type.

For instance, all dimensions responses must be entered on a 0 – 1 scale, to 2 decimal places. Therefore 'Hello' and '98', highlighted in the example below, are not appropriate responses and would not be uploaded successfully.

Dimension	338445	338446	338447	338448	338449	338450
Captivation	Local Impact	Rigour	Enthusiasm	Distinctivenee	Challenge	
It held my in	It's importan	It was well t	I would come	It was differ	It challenged	
slider	slider	slider	slider	slider	slider	slider
	0.7	hello	0.45	98	0.52	0.74

If you are importing from a paper survey you would type in each response. It is strongly recommended that you read the guidance on [using paper surveys](#) to ensure that you are interpreting the results accurately.

A video to guide you through this has been made available on our YouTube channel, [here](#).

If you are importing from another survey platform, you will need to export the data from there; then copy the response data across to the correct question column of your import template.

Support on using Microsoft Excel to format data appropriately is readily available online, but a good place to start would be on the [Microsoft Support Page](#).

Whilst dimension responses are the most commonly required format, we know that you will be looking to upload other types of responses too. Below, please see accepted data formats for different question types:

Content Type	Required Format	Example
Slider or Dimension	Number between 0 and 1, to 2 decimal places.	0.35
Date	A date in DD/MM/YY format.	04/06/20
Yes/No	Text that matches the 'yes' or 'no' labels in your survey design.	Yes
Number	A number adhering to the conditions shown in the survey design (minimum/maximum and allow/don't allow decimals).	94
Dropdown	Text that matches the options available in your survey design. Optional "other" questions need to be entered both as a value in the dropdown column as well as any text they had entered for the associated text column.	Car
Multiple-Choice	Text that matches the options available in your survey design. Each selected option needs to be surrounded by single quotation marks, with the full response surrounded by square brackets. Optional "other" questions need to be entered both as a value in the multiple-choice column as well as any text they had entered for the associated text column.	['ice cream', 'cake', 'jelly']

Short Text and Free Text	Text which will usually include words but can also include numbers, punctuation and other characters.	It was incredible – WOW!
Email	A valid email address.	do-not-use@cwc.com

Once you've finished, remember to save the file as a CSV so that Culture Counts will recognise it when it comes to upload.

HOW TO IMPORT DATA

Once you've populated your CSV with all the data you want to import, you can select "Upload data" on the summary page for the survey you want the data imported to.

This will open up a new window allowing you to:

- 1) Select the CSV you want to import
- 2) Give the data a reference name
- 3) Specify the collection method
- 4) Specify the respondent type

Upload Data
✕

Source

☁ Choose CSV File

CultureCounts_surveys_14997_questions (1).csv

Name

My paper survey

Collection method

Paper ▾

Respondent type

Public ▾

Go back

Upload Data

If you've followed all the steps correctly then you should see a successful import message and you'll be able to see your data when you reload the page.

Data Imports

My paper survey	Imported	EDIT ▾
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Response data collected using paper surveys or other survey platforms can be imported into Culture Counts.
To get started download the data template and use it to prepare your data for upload.

If there is any issue with the import, Culture Counts will show an error message next to the data.

Data Imports

My paper survey	Imported	EDIT ▾
Oh no	Error View details	EDIT ▾

Response data collected using paper surveys or other survey platforms can be imported into Culture Counts.
To get started download the data template and use it to prepare your data for upload.

DEALING WITH ERRORS

Errors can occur for a variety of reasons, such as there being a mismatch in the question format or questions in the CSV not existing in the survey you are trying to import to. For more details on how to solve the issue, you can click the “View details” link to see where the system is encountering errors.

Error Log ✕

- [338448-Enthusiasm, 4] Only numbers are allowed for this question!

[Close](#)

You can return to the CSV file in Excel or Numbers to correct the error.

If the error persists or you are unsure of how to fix the error, please get in touch for more help at support@countingwhatcounts.co.uk