

Icarus

Date: 22nd September 2016 | Venue: Déda

Objective: Audience analysis of new-to-dance engagement

Tickets Sold: 115

New to Dance: 78 (68%)

Returning Audience: 37 (32%)

New-to-Dance Enjoyment: 75 said they enjoyed the show.

New-to-Dance Interest in Future Attendance: 73 said they would watch dance again.

Returning Attendees Who Had Seen Adaïre to Dance Before: 37 (100% of returning audience)

