Audience Questionnaire Analysis Report: Icarus

Introduction:

This report presents findings from audience questionnaires conducted at the conclusion of theatrical performances in five touring venues. The aim was to assess audience enjoyment, comprehension, and factors influencing their connection with characters.

Key Findings:

1. Enjoyment of the Show:

   - Across all venues, a significant portion of the audience reported high levels of enjoyment.

   - Notably, the Deda – Public Show had the highest satisfaction rate, with 40% rating the show a '7.'

2. Comprehension of the Show:

   - The majority of the audience in all venues indicated a clear understanding of the performances.

   - Lincoln Drill Hall achieved the highest comprehension rate, with 96% expressing understanding.

3. Factors Connecting with Characters:

   - Recognisable characteristics and body language emerged as pivotal factors in audience connection with characters.

   - Brewhouse Arts Centre had the highest emphasis on recognisable characteristics (71%).

Overall Observations:

   - While a clear storyline was mentioned as a factor, it generally held less weight in comparison to recognisable characteristics and body language.

   - The venues varied in terms of audience response, emphasising the importance of tailoring performances to specific audience demographics.

Implications for Future Productions:

   - We may benefit from prioritising character development with a focus on recognisable traits and body language.

   - Understanding the venue-specific preferences and demographics can inform adjustments to enhance overall audience experience.

Conclusion:

The data reflects a positive audience response across the surveyed venues, highlighting the success of Icarus. Recognisable characteristics and body language emerged as key elements fostering a strong connection with the characters. These findings provide valuable insights for future productions, encouraging a nuanced approach to storytelling and character development based on audience preferences at specific venues.

Raw data:

Deda – Local College Show (Survey Participation: 53.73%):

1. On a scale of 7 - 1 (7 the highest) did you enjoy the show?

  - 27% said '7'

  - 44% said '6'

  - 26% said '5'

  - 3% said '1'

2. Did you understand it?

  - 69% said yes

  - 31% said no

3. What helped you connect with the characters the most?

  - 71% said Recognisable body language

  - 18% said Recognisable characteristics

  - 11% said a clear storyline

Deda – Public Show (Survey Participation: 73.91%):

1. On a scale of 7 - 1 (7 the highest) did you enjoy the show?

  - 40% said '7'

  - 44% said '6'

  - 10% said '5'

  - 4% said '4'

- 2% said '2'

2. Did you understand it?

  - 81% said yes

  - 19% said no

3. What helped you connect with the characters the most?

  - 49% said Recognisable characteristics

  - 39% said Recognisable body language

  - 12% said a clear storyline

Brewhouse Arts Centre (Survey Participation: 60.22%):

1. On a scale of 7 - 1 (7 the highest) did you enjoy the show?

  - 29% said '7'

  - 44% said '6'

  - 21% said '5'

  - 6% said '3'

2. Did you understand it?

  - 92% said yes

  - 8% said no

3. What helped you connect with the characters the most?

  - 71% said Recognisable characteristics

  - 27% said a clear storyline

  - 3% said Recognisable body language

Lincoln Drill Hall (Survey Participation: 68.04%):

1. On a scale of 7 - 1 (7 the highest) did you enjoy the show?

  - 50% said '7'

  - 39% said '6'

- 11% said '5'

2. Did you understand it?

  - 96% said yes

  - 4% said no

3. What helped you connect with the characters the most?

  - 49% said Recognisable characteristics

  - 47% said Recognisable body language

  - 3% said a clear storyline

Guildhall Arts Centre (Survey Participation: 61.54%):

1. On a scale of 7 - 1 (7 the highest) did you enjoy the show?

  - 55% said '6'

  - 28% said '5'

  - 10% said '7'

  - 5% said '3'

  - 2% said '1'

2. Did you understand it?

  - 94% said yes

  - 6% said no

3. What helped you connect with the characters the most?

  - 48% said Recognisable characteristics

  - 45% said Recognisable body language

  - 8% said a clear storyline