



Black Theatre Live:
Evaluation Report:
Appendix Two

Macbeth audience survey

Venus Lee, Research Assistant

June 2015



Contents

About this report	2
Background	2
Methodology	2
Sample size and margins of error	2
Demographics	3
Gender	3
Age	3
Ethnicity	4
Disability	4
Theatre experience	5
Previous visits	5
Motivations for visiting	6
Likelihood to recommend	7
Visit group	8
Information sources	9
Experience ratings	10
Arts attendance	12
BAME productions	13

About this report

Background

This report follows surveying carried out for Black Theatre Live between 19th March and 28th April 2015, covering Tara Arts' Black Theatre Live tour of *Macbeth*.

Methodology

Each theatre to which *Macbeth* was touring were asked to invite bookers of the play to complete a short e-survey about their visit, information sources, demographics, etc.

Of the seven venues to which *Macbeth* toured, three received responses to the survey. Additionally, Queens Hall Arts conducted an independent survey, where a small number of questions were the same. Where applicable, these responses have been added to the total. Poole Lighthouse and Theatre Royal Margate used a survey conducted by Kings College London students. These have not been incorporated.

Sample size and margins of error

The total sample size for the visitor survey was 91, giving an overall margin of error of $\pm 10\%$ at the 95% confidence level. These margins of error are larger for questions which fewer respondents answered, and smaller where results deviate from 50%.

Because of the low sample size, it is advised that percentages are used as an indicative guide only.

Comment (ALP): What can at the moment be surmised is that the *Macbeth* attenders who responded are strong theatre- and cinema-goers, mainly in the upper age brackets (45 and upwards), relatively regular attenders at the venues in question and inclined to look for entertainment as a prime factor in their theatregoing. The main prompt to attendance was some form of communication from the venue.

Almost a quarter of respondents self-identified as non-white -British. They were overall very happy (97%) with the quality of the performance and the value for money of the ticket price; 95% would recommend this production to friends and 89% had a good overall impression of the general atmosphere and provision of the venue.

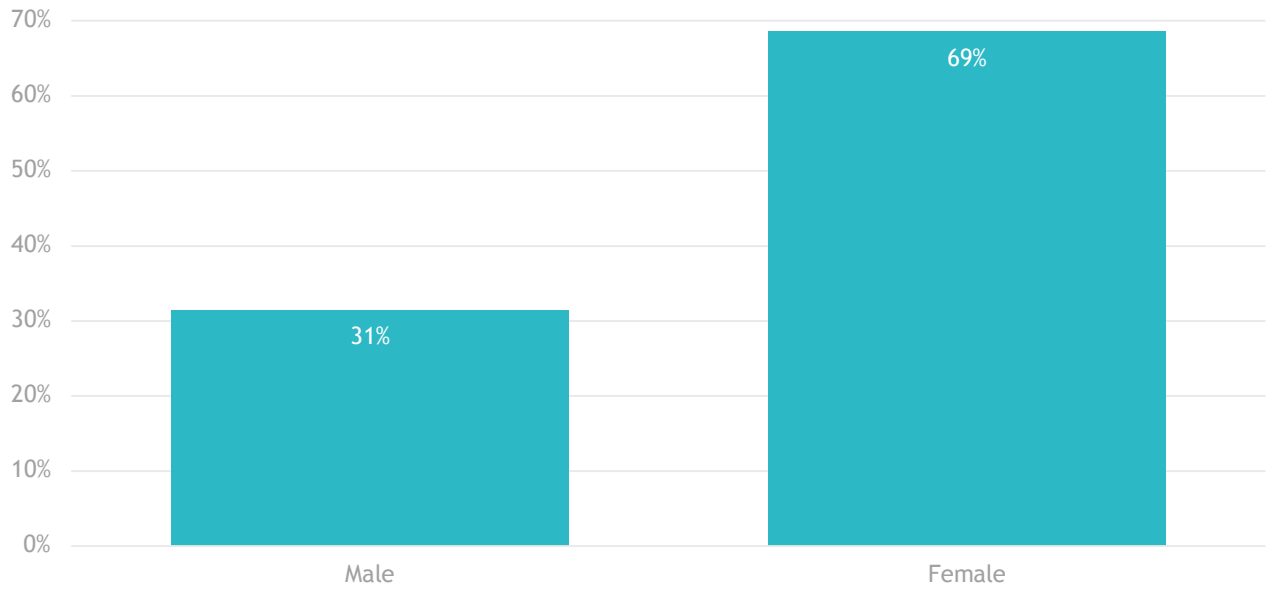
96% of respondents felt that BAME productions add value to the venue and their area, 90% would like to see more such productions and 88% say they would attend more such work if available.

These endorsements need to be qualified by the fact that those who answered the surveys were generally adult, regular theatregoers with an existing relationship with the venue, hence the recommendation that more face-to-face surveys are carried out next season (see *Next Steps* document).

Demographics

Gender

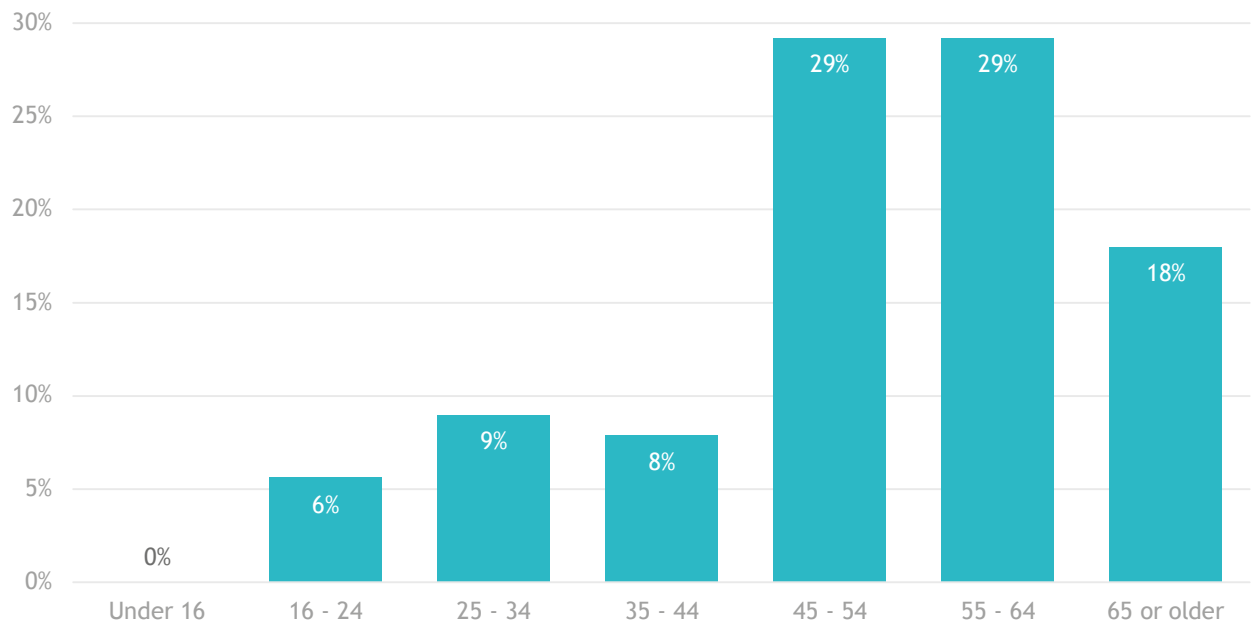
Are you...



Base: All respondents: 89

Age

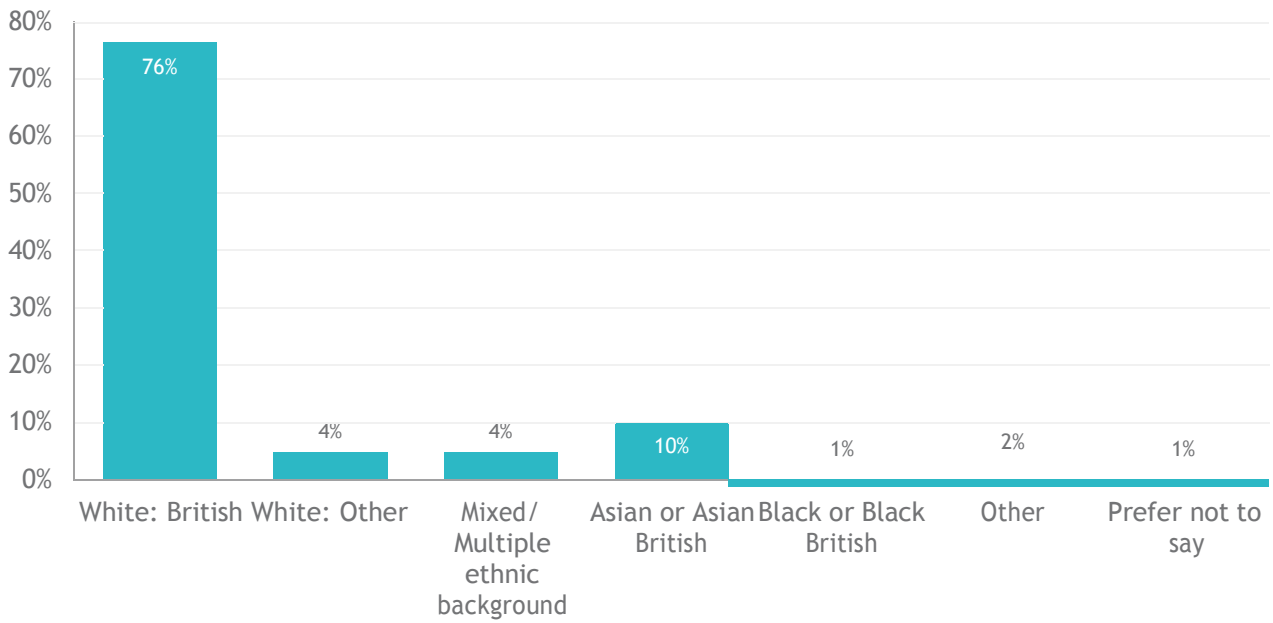
Which of the following age groups do you belong to?



Base: All respondents: 89

Ethnicity

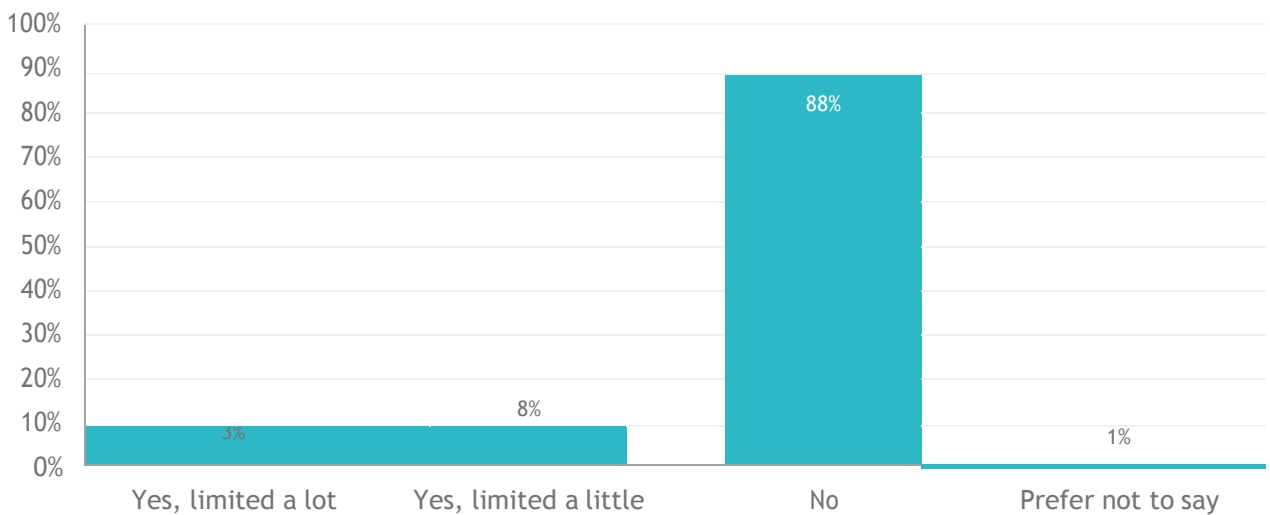
What is your ethnic group?



Base: All respondents: 89

Disability

Are your day-to-day activities limited because of a health problem or disability which has lasted, or is expected to last, at least 12 months?

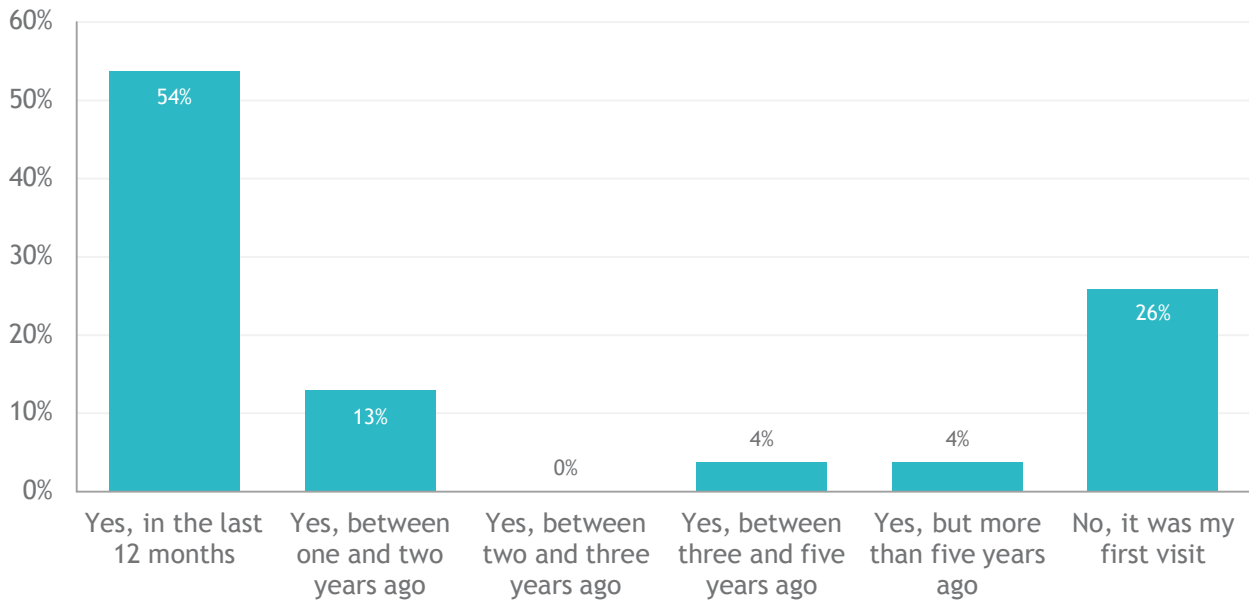


Base: All respondents: 89

Theatre experience

Previous visits

Before your recent visit, had you attended [VENUE]?



Base: All respondents, excluding QHA: 54

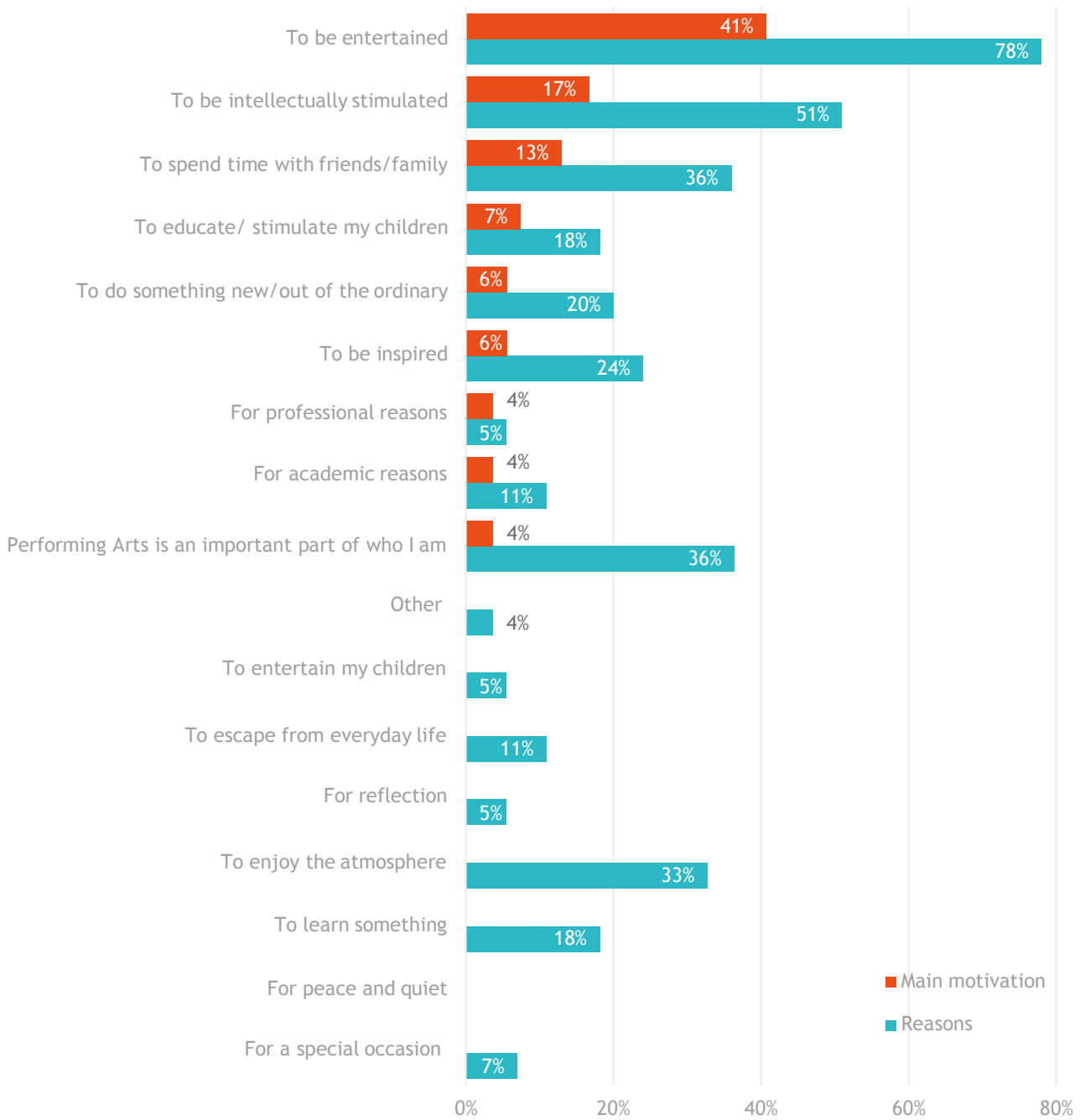
Including your recent visit, how many times have you visited [VENUE] in the last 12 months?

Times visited in the past 12 months	
Mean	4.76
Minimum	1
Maximum	30

Base: All respondents, excluding QHA: 55

Motivations for visiting

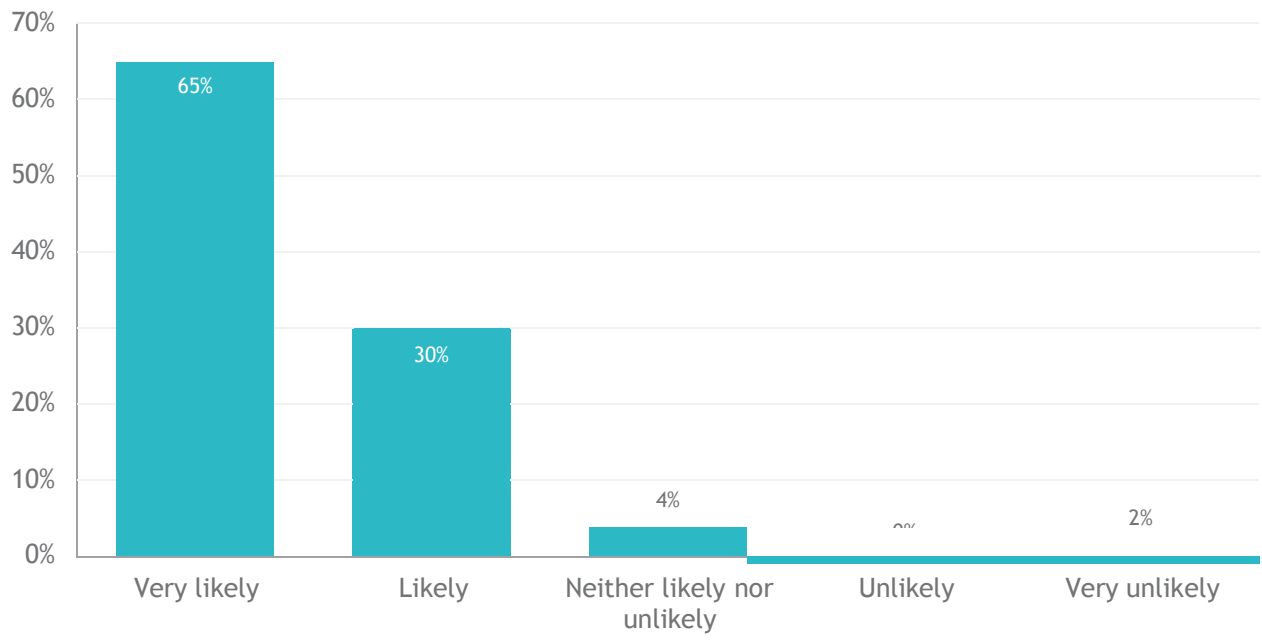
Still thinking about your most recent visit to [VENUE]; which of the following describe your reasons for visiting? / And which of these was your main motivation?



Base: All respondents, excluding QHA: 55 and 54

Likelihood to recommend

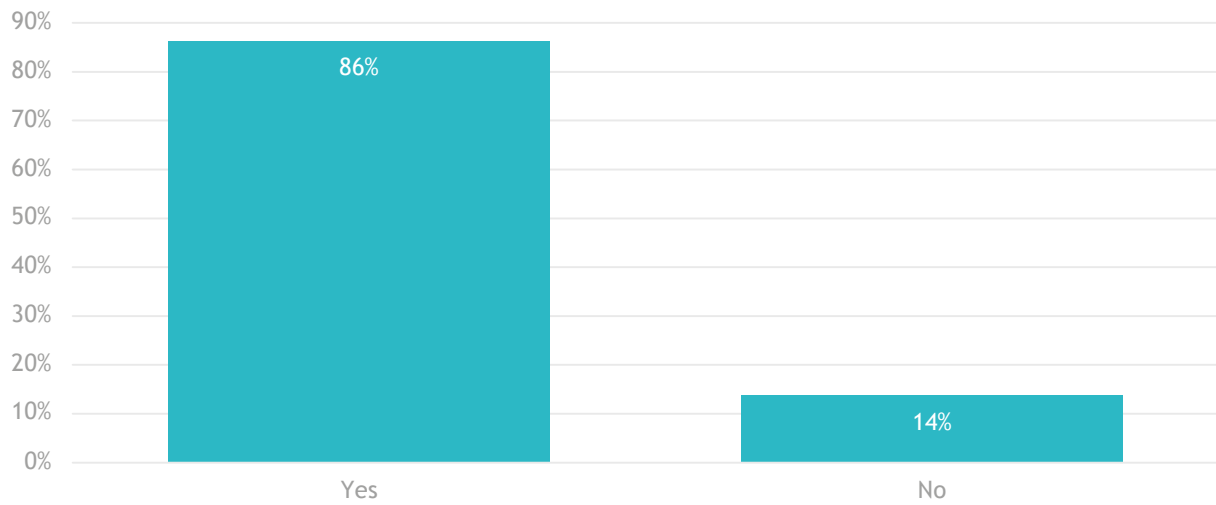
How likely are you to recommend a visit to [VENUE] to your friends/family?



Base: All respondents, excluding QHA: 54

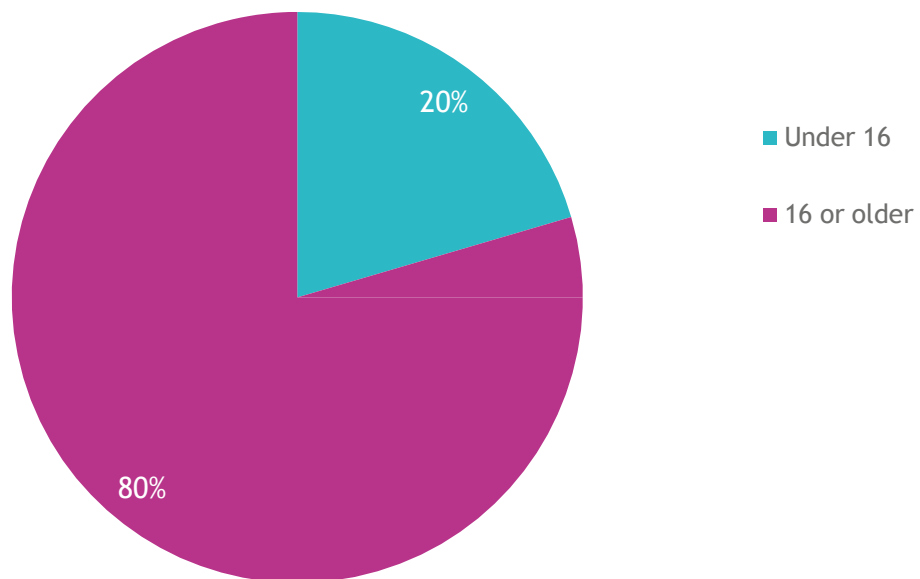
Visit group

Did you visit with other people?



Base: All respondents, excluding QHA: 51

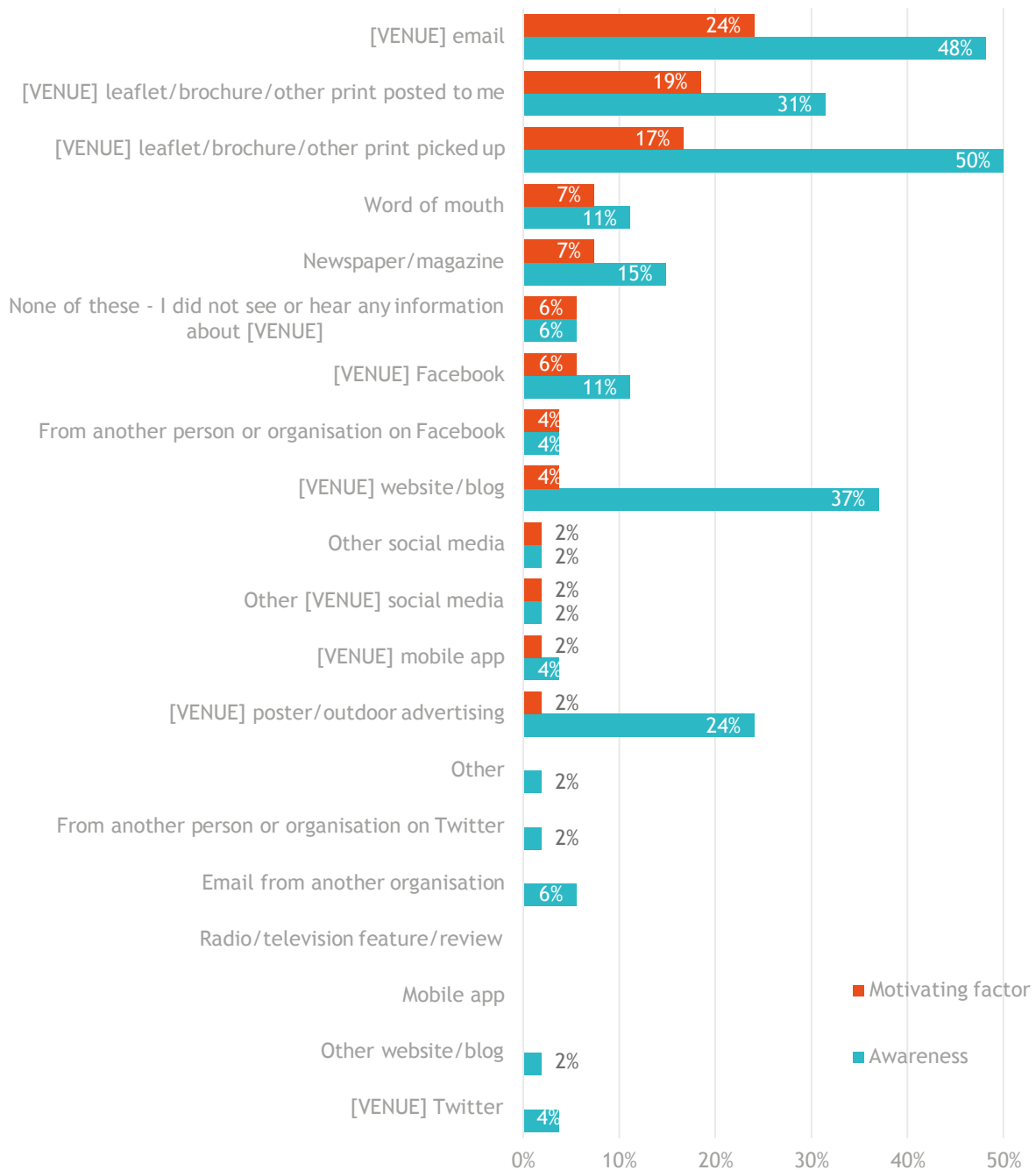
(Of those who were visiting with other people) How many of those you visited with were aged...



Base: All who were visiting with other people: 44

Information sources

Which of the following had you seen or heard before your most recent visit to [VENUE]? / And which of these gave you the strongest encouragement to visit?

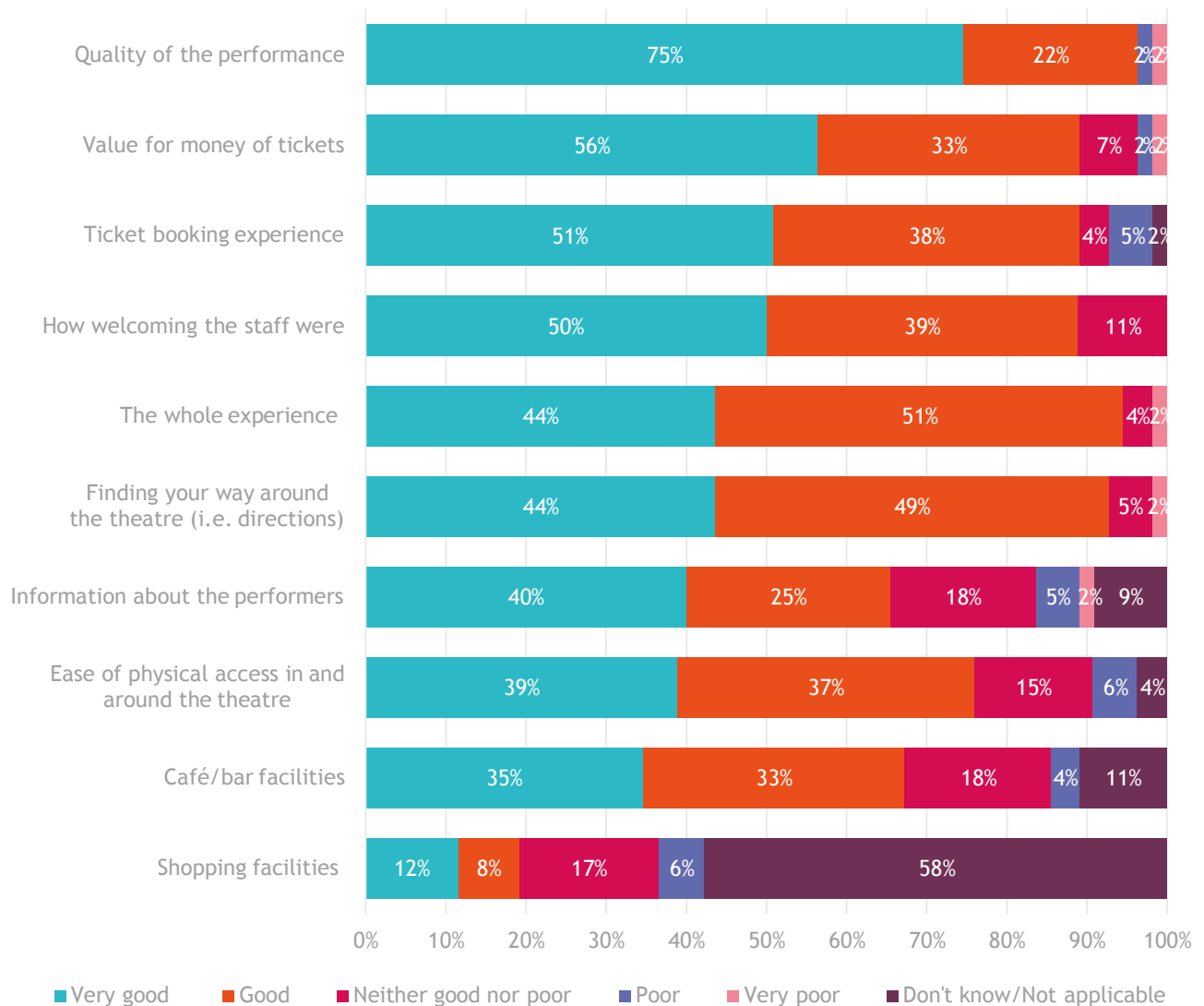


Base: All respondents, excluding QHA: 54

The single 'Other website/blog' specified was *The Globe* whilst 'Newspapers/magazines' mentioned were *Newham magazine*, *Newham Recorder*, *Evening Standard*, *Newham News*, *Derby Telegraph* and *The Guardian*.

Experience ratings

How would you rate the following?



Base: All respondents, excluding QHA: 55, 55, 55, 54, 55, 55, 55, 54, 55, 52

(If ticked 'Poor' or 'Very poor') What could we do to improve anything you rated poorly?

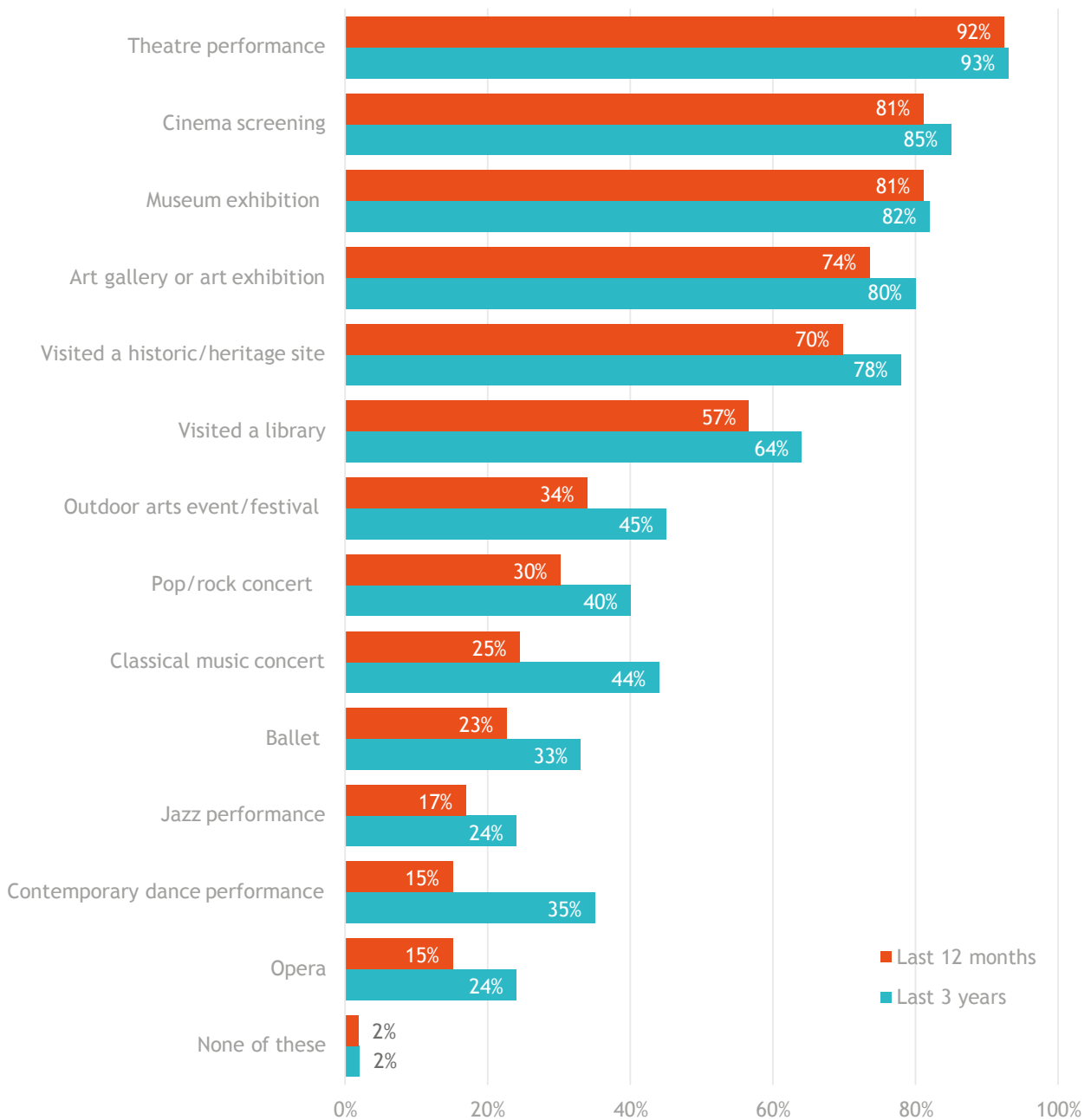
Didn't see a programme for sale anywhere until after the performance.

Better delivery - words mispronounced & gabbled, some actors just speaking lines.

Costumes, apart from witches, were dull & didn't help tell the story. Casting - a very passionless Lady Macbeth.

Arts attendance

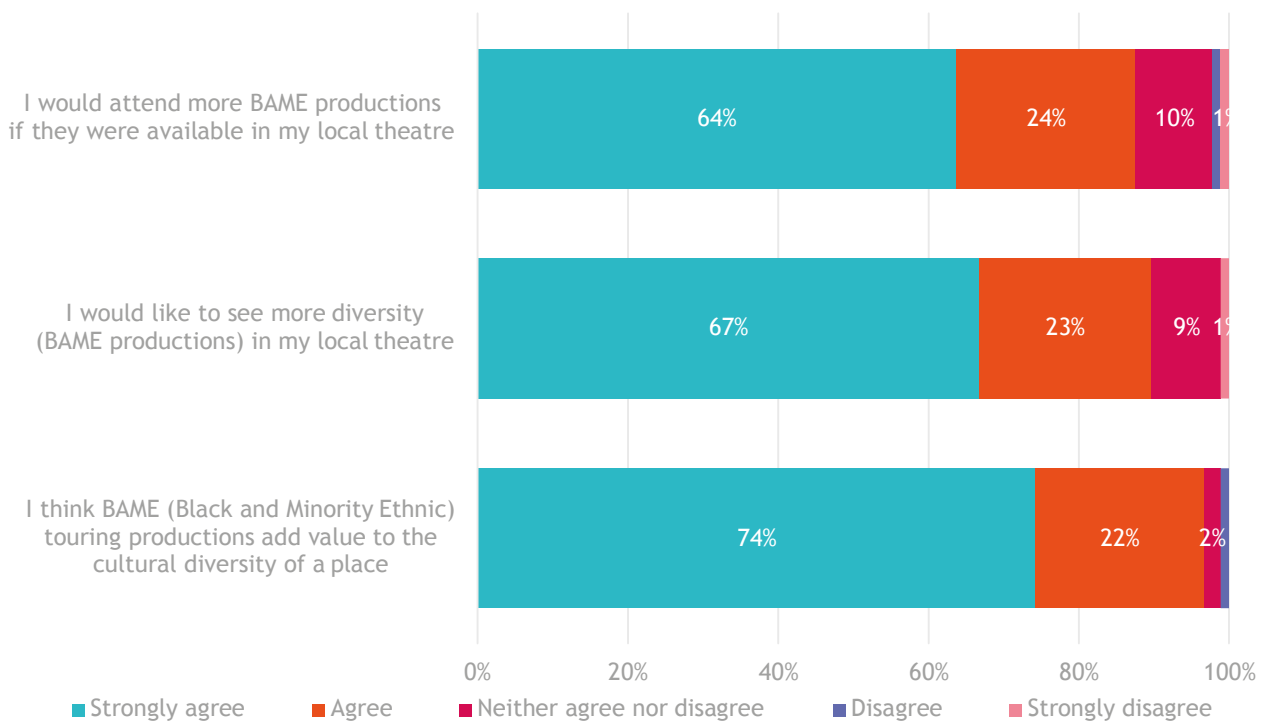
Which of the following types of arts/heritage events have you attended within the last three years? / And of these, which have you attended in the last 12 months?



Base: All respondents, excluding QHA: 55, 53

BAME productions

To what extent would you agree or disagree with the following statements?



Base: All respondents: 89, 87, 88

Contacts

London Office

2nd Floor, Rich Mix
35-47 Bethnal Green Road
London E1 6LA
T 020 7407 4625

Manchester Office

Green Fish Resource Centre
46-50 Oldham Street
Northern Quarter
Manchester M4 1LE
T 0161 234 2955

hello@theaudienceagency.org

www.theaudienceagency.org

Registered in England & Wales 8117915
Registered Charity No. 1149979