

**AMATA PUBLIC PROGRAMME  
AUDIENCE SURVEY DATA ANALYSIS  
AUTUMN 2016 AND SPRING 2017**

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DATA ANALYSIS OF THE AMATA PUBLIC  
PROGRAMME AUDIENCE DEVELOPMENT SURVEYS

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## AMATA PUBLIC PROGRAMME AUDIENCE SURVEY DATA ANALYSIS

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### Executive Summary

This document provides a summary of audience survey analysis from the AMATA Public Programme from September 2016 to present. Some of the key findings are:

- 1,106 audience members across 12 public performances.
- 215 survey responses collected, representing 20% of the total audience (approx.)
- 35% of the survey respondents had not attended a performance at AMATA before. This equates to 76 individual respondents.
- 84% of survey respondents had an excellent experience. This equates to 181 individual respondents. 13% of survey respondents had a good experience. This equates to 28 individual respondents.
- Key quotes in the survey feedback include: *"Great to live in a town with uni."* and *"The performance was incredible - top top class. Excellent. AMATA - You really need to do something about signage - arrival and signage to parking at a venue are key to an audience getting a good start with a show. It is important to rectify this if you want to be used more as a venue!!"*

### Context

Surveys have been carried out across all public facing performances across the autumn 2016 and early spring 2017 seasons to gather base line data for the current audience of the AMATA Public Programme.

### Methodology

Surveys have been conducted as the audience leaves the auditorium to gauge their engagement with performing arts events in general and their engagement with performances/events at AMATA. Survey respondents are also asked to give their age within pre-determined age bracket categories and also tick relevant marketing channels appropriate to how they found out about the performance.

AMATA Staff & Students have been excluded from completing the audience surveys as marketing and audience development activities operate in a different style to internal audiences. Other Falmouth University Staff & Students have been included within the surveys as they are considered to be an external audience from the immediate AMATA environment.

### Performances

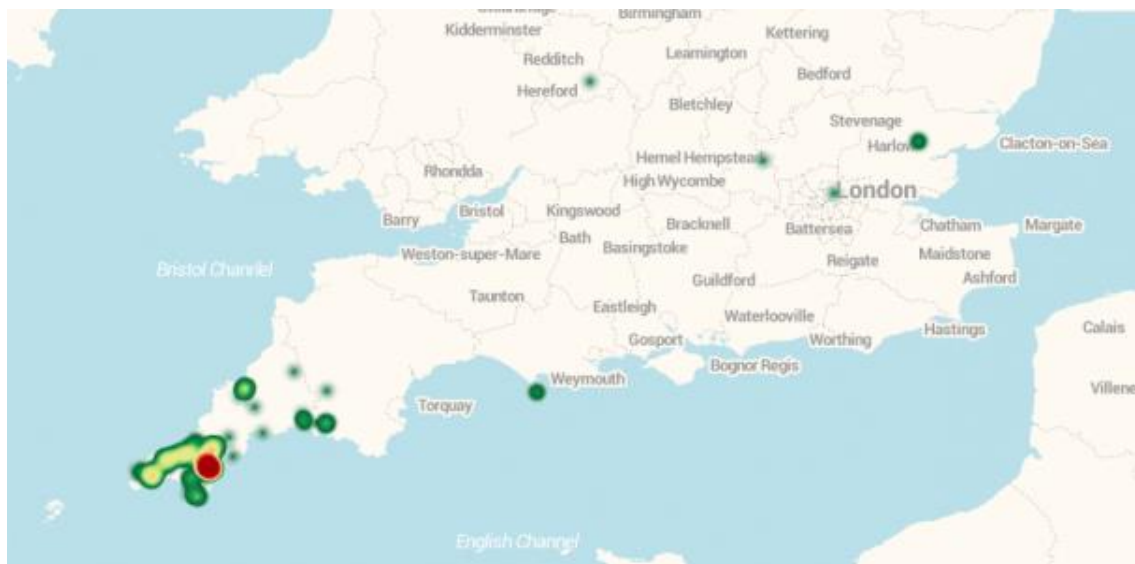
Audience surveys have been carried out across the following performances in autumn 2016 and spring 2017:

Performance	Date	Number of Responses	Total Audience
Belarus Free Theatre: Burning Doors	Saturday 01 October 2016	38	146
Worklight Theatre: Labels	Friday 07 October 2016	9	42
Company Chameleon: Witness	Friday 21 October 2016	10	80
The Mostly Everything People: The Very	Saturday 29 October 2016	2	45

Important Child			
Didy Veldman: The Happiness Project	Saturday 12 November 2016	14	62
Graham Fitkin: Fitkin Band	Saturday 19 November 2016	24	123
Luke Wright: What I Learned from Johnny Bevan	Friday 25 November 2016	14	48
Moscow Drug Club	Saturday 26 November 2016	16	83
Grace Clayton: Me, But Bigger	Saturday 03 December 2016	20	144
Cinegi Arts & Film Cornwall Launch	Friday 27 January 2017	9	23
Cheap Date Dance Company: Little Women, Big Balls	Saturday 28 January 2017	24	134
Cara Dillon plus Support	Saturday 04 February 2017	35	176
		<b>215</b>	<b>1,106</b>

### Audience Placement

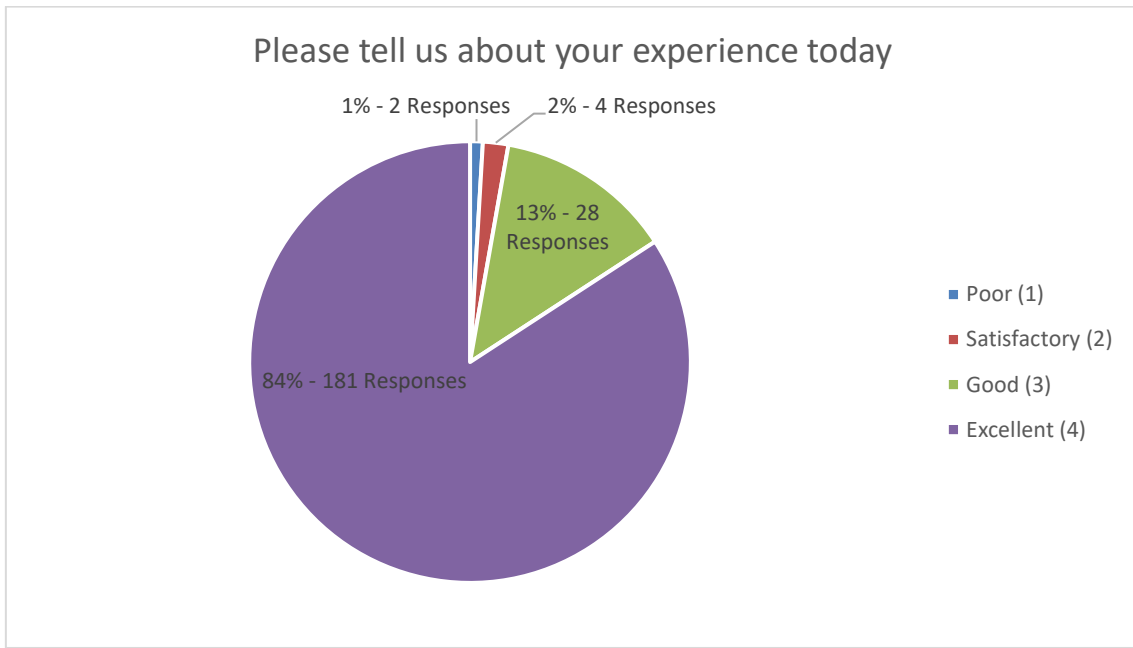
All survey respondents were asked to give their postcode. Of the 215 responses collected 5 did not supply any data and there were 36 instances of non-identifiable postcodes.



The majority of our survey respondents came from our immediate environment of Penryn and Falmouth or the surrounding villages. This is closely followed by a large spread across the West and North West of Cornwall. This suggests there is still work to be done in engaging audiences from the majority of East Cornwall.

### Audience Experience

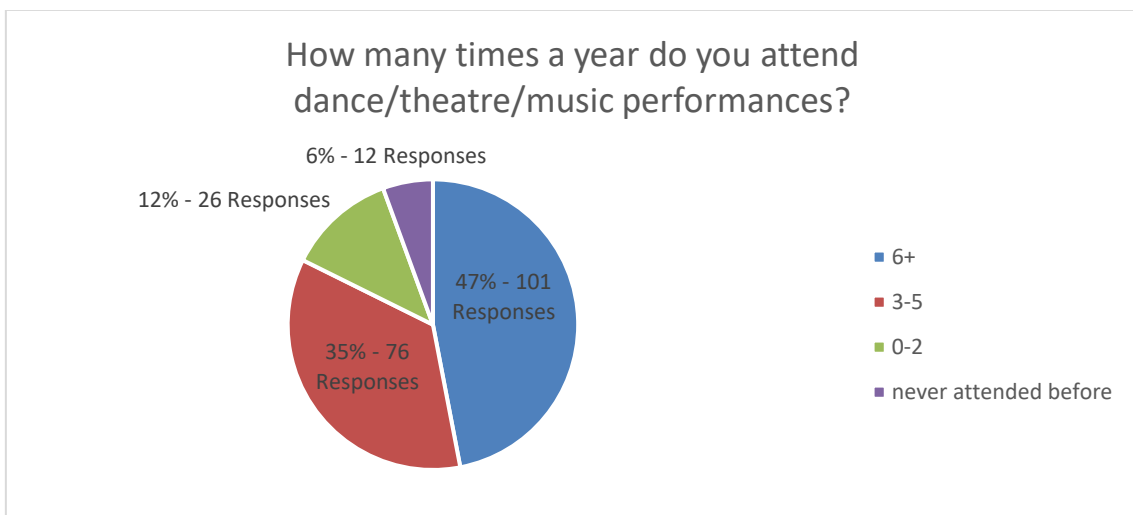
All survey respondents were asked to rate their experience at that event with 1 being a poor experience and 4 being an excellent experience:



The survey data shows that the majority of those surveyed had an excellent experience at the performance they attended. Through further analysis those who gave a poor or satisfactory response generally had one element of their visit to AMATA affected by a car parking or access issue and not with the facilities, quality of performance or general offer contained within AMATA.

### Audience Engagement Across the Sector

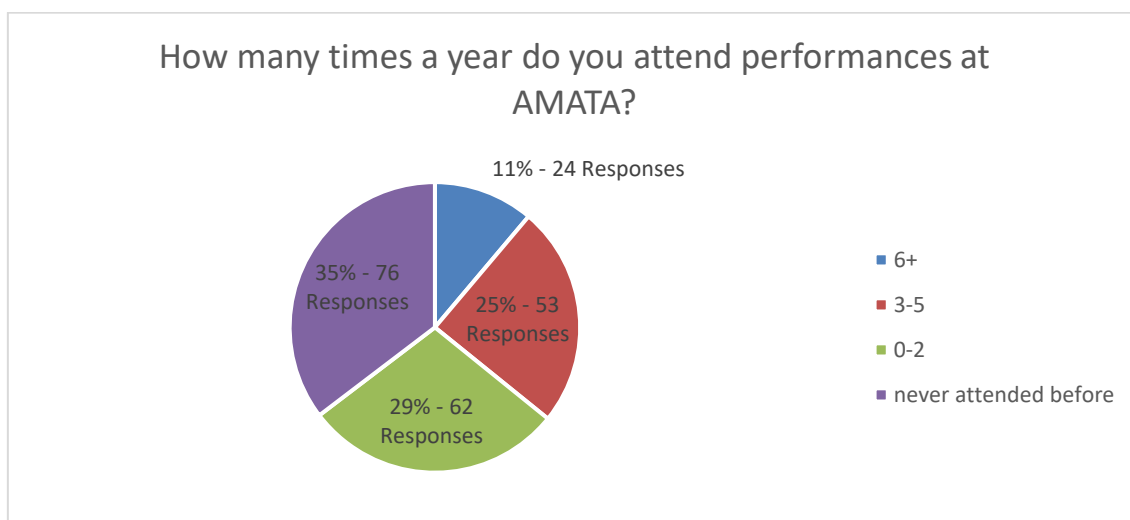
All survey respondents were asked to give an indication of how many dance, theatre or music performances they attend across a year. Only three art forms were selected for this questions as they can be clearly defined as the three areas of public programming at AMATA.



What is clear from the data is those surveyed are either reasonably engaged or highly engaged in cultural activity.

### Audience Engagement with Performance at AMATA

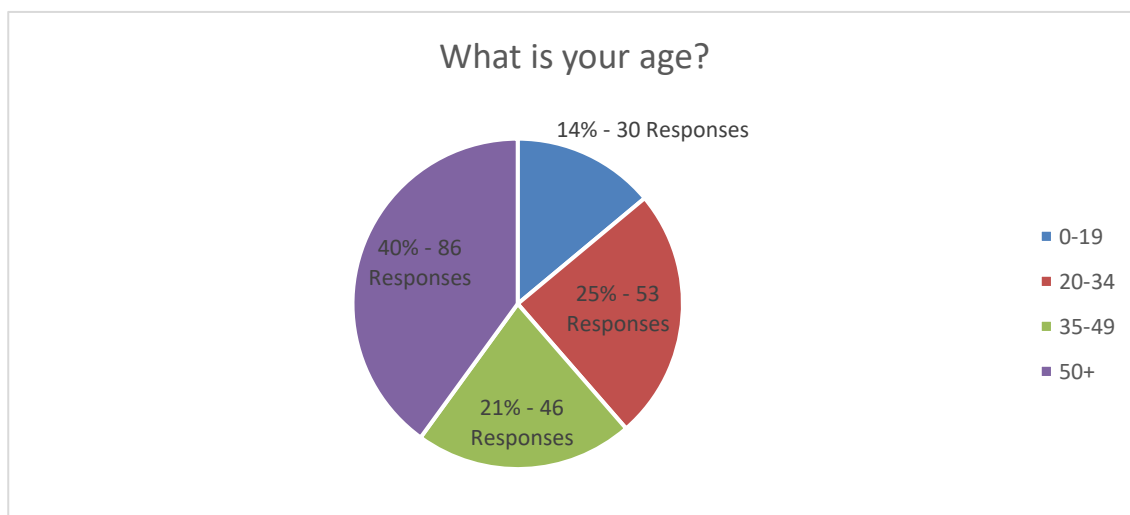
All survey respondents were asked to give an indication of how many dance, theatre or music performances they attend at AMATA across a year. Although we do not explicitly state the three art forms in the question, it is implied we mean dance, theatre or music as these areas can clearly be defined as the three areas of public programming at AMATA.



The survey data shows a much wider spread of audience attendance at AMATA across the period of data collection. A large number of respondents are considered 'new audiences' as they have never attended a performance at AMATA with 76 responses. This group is closely followed by the low attenders to AMATA. When you compare this to the general engagement in cultural performances not at AMATA it is clear we have highly engaged audiences attending our performances. Work needs to be done to improve those who have either just discovered AMATA or only attended a few times a year to be more regular attenders.

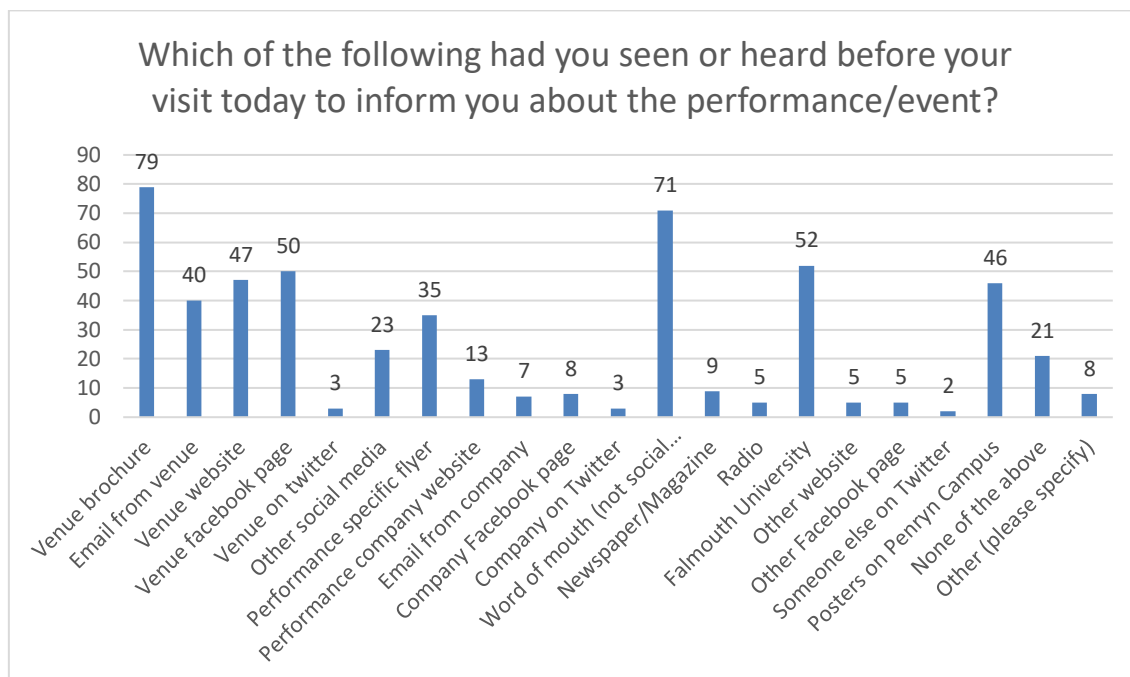
### Audience Age Range

All respondents were asked to select the option where their age fell within pre-determined number categories.



## Marketing and Communication Channels

All respondents were asked to select marketing related options to give us a clearer picture on how our current and future audiences are finding out about the AMATA Public Programme. This question was not restricted to one option and the respondent could select all that apply.



It is clear that a large number of our audience still see the value in the venue brochure with 79 respondents selecting this option as one of the ways to find out about performances.

The key areas for further discussion and development into our marketing & audience development planning are:

- Word of mouth (not social media) advertising
- Venue Facebook page
- Enhanced web provision and how the public programme is presented online
- Targeted audience e-mailing. This is linked into the development of the box office
- Posters on Penryn Campus and rolling them out onto Falmouth Campus and looking into more widely across Falmouth and Penryn
- Assessing which areas of marketing provision we could reduce due to ineffective time being spent for low return

Respondents were also asked if they would like to join the AMATA Public Programme mailing list. 60 respondents out of the 215 surveyed opted to join the mailing list.

### **Audience Comments**

All respondents were asked to leave any additional feedback if they felt they had something else to say which was not already covered by any of the previous questions. 91 of the 215 people surveyed left additional comments. Here are a sample of comments:

*"Great show - cutting edge - keep it up!"*

*"Lots of text to read. Thanks for doing a staff season ticket."*

*"Excellent experience, superb show. I hope to attend many more shows at AMATA."*

*"As first time to AMATA found it difficult to find, so would be helpful to have some signs at entrance to car park etc. Amazing performance. Thought provoking. And didn't realise what the time duration was, which for me was a good thing, as was captivated throughout."*

*"Lovely night thanks! Wow! What a venue - acoustics, lighting, sound - great! Can't believe haven't been before!"*

*"The performance was incredible - top top class. Excellent. AMATA - You really need to do something about signage - arrival and signage to parking at a venue are key to an audience getting a good start with a show. It is important to rectify this if you want to be used more as a venue!!"*

*"Thoroughly enjoyed the evening. Luke Wright is excellent."*

*"Please put signs from Kernick so public can find AMATA! Please put poster up on Penryn Town Council noticeboard so we know what's going on each month."*

*"Great to live in a town with uni."*

*"Cara Dillon was excellent as was Graham Fitkin. More of the same please."*

*"This venue is an amazing resource for Cornwall! Wow!"*

*"Lovely night thanks! Wow! What a venue - acoustics, lighting, sound - great! Can't believe haven't been before!"*

Reviewing the full list of responses from the survey data highlights the need to continue to review the parking provision and on and off campus signage. 12 of the 91 comments left related to parking or signage issues whilst only 4 related to publicity improvements. The majority of all other comments relate to the quality of the performance/event with almost all being generally positive about the performance company or venue.

[Full audience comments are available]