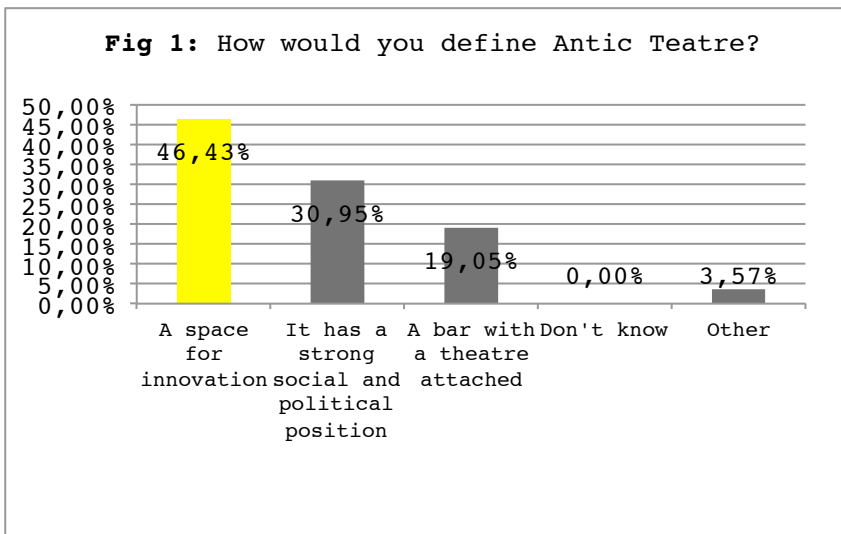


RESULTS OF AUDIENCE SURVEY 2017

This document summarises the main information obtained from the audience survey carried out on people who attended Antic Teatre during 2017. The survey, comprising 22 questions, was sent out via email in January 2018 and was completed by 105 people.

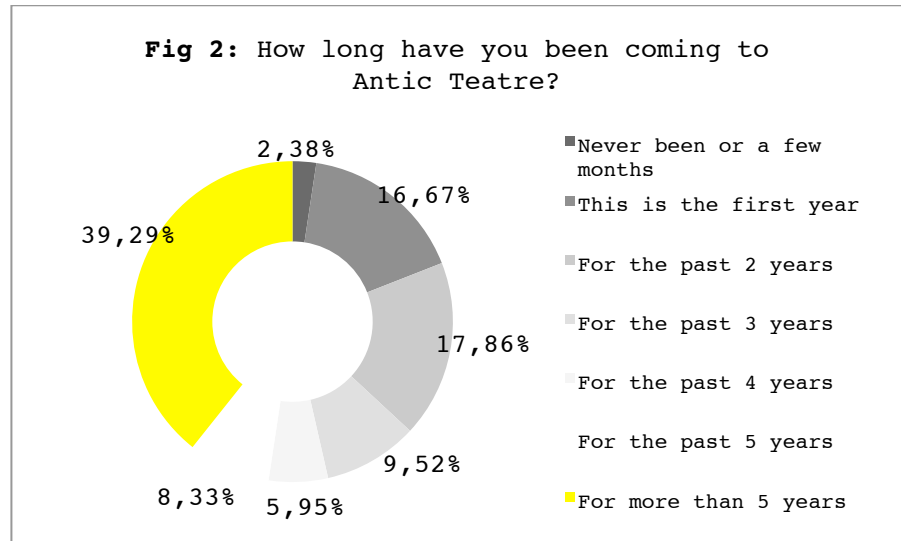
A SPACE FOR INNOVATION

Almost **half of audience members see Antic Teatre as a space for innovation** where they can find new kinds of theatrical proposals. Also important was the theatre's strong social and political position, something unique within the city.



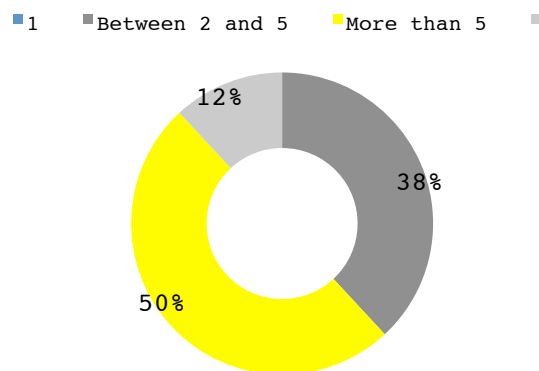
A LOYAL AUDIENCE

Antic Teatre theatregoers are adults, **39.29% of whom have been coming regularly for more than five years**. Also noteworthy are the 16.67% of respondents who visited Antic Teatre for the first time in 2017.



Half of respondents have been to the theatre between 2 and 5 times. 12% come here regularly.

Fig 3: How many shows did you see in 2017?



SHOW TIMES MORE IMPORTANT THAN DAY OF SHOW

46.34% of the audience prefer coming to see a show at 8pm on a weeknight. On Saturdays the preference is split between 8pm (30.12%) and 9pm (28.92%). On Sundays, spectators prefer 6pm (27.38%) and 7pm (36.90%).

Fig 4: What is your preferred time for seeing a show during the week?

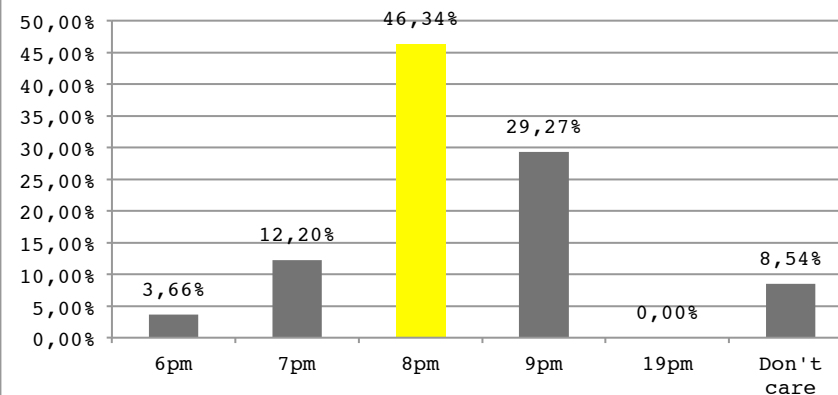


Fig 5: What is your preferred time for seeing a show on a Saturday?

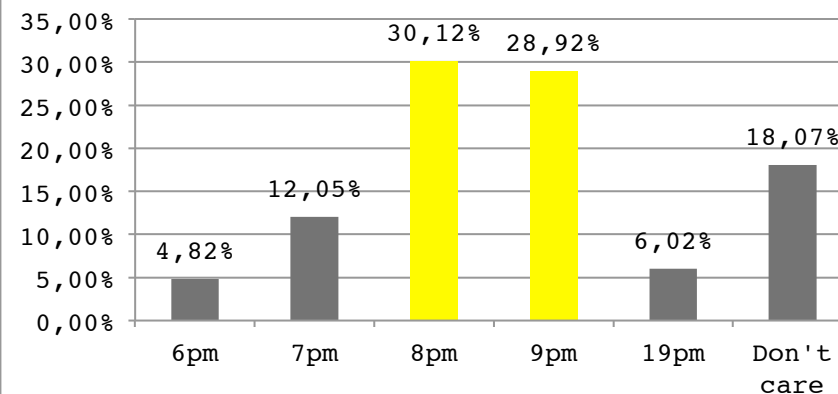
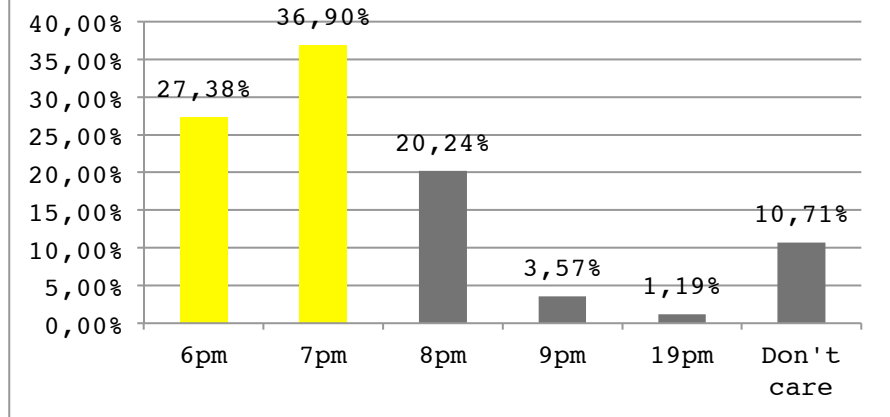
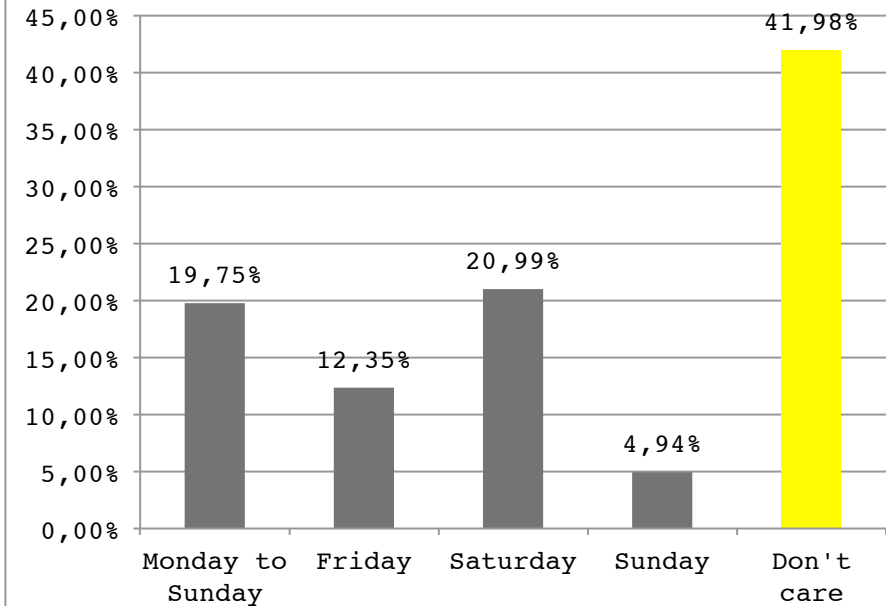


Fig 6: What is your preferred time for seeing a show on a Sunday?



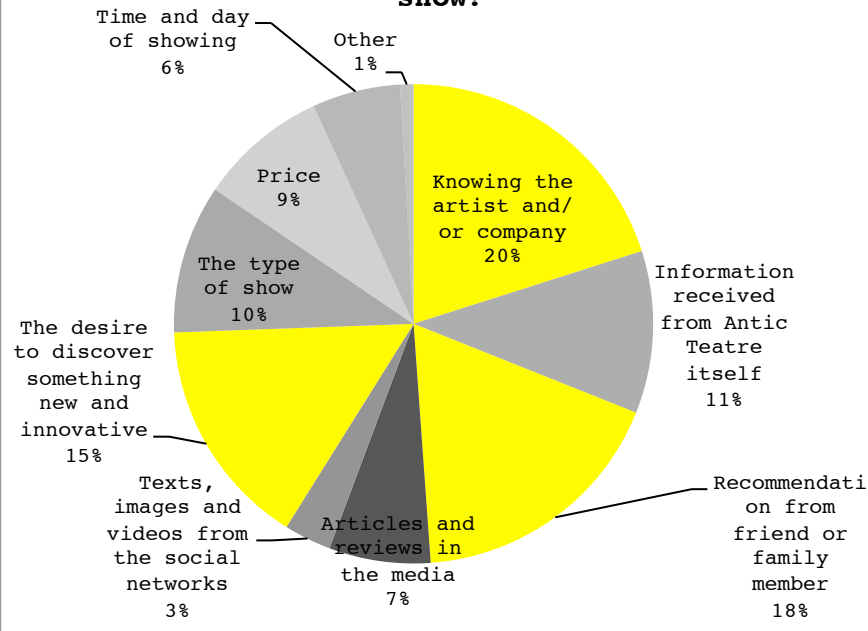
With regard to performance days, 41.98% answered that they didn't care which day of the week they came (Fig 7). There is a fairly similar percentage of preference shown for all days of the week.

Fig 7: What is your preferred day for seeing a show?



We also find, as shown in the following graph (Fig 8), that **day of the week and time are not relevant factors for selecting a show**. Factors that affect choice include knowing the artist, having the show recommended by a friend or family member, or the desire to see something new.

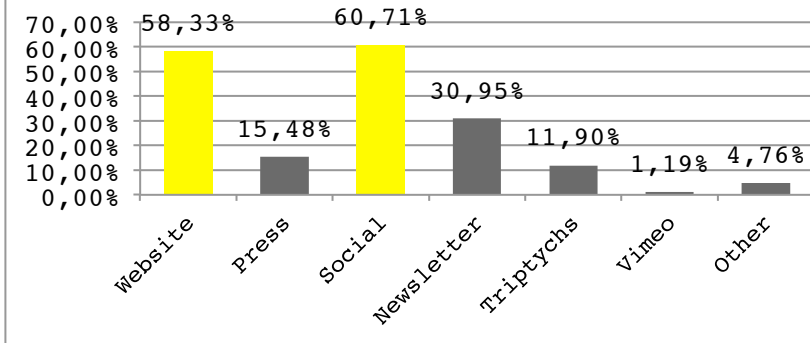
Fig 8: What factors help you select a show?



A DIGITALISED AUDIENCE

The most frequently used means for obtaining information about programming are the website and social networks, over and above conventional media such as printed press or theatre listings. This confirms that audiences have become more digitalised and the change in ways of accessing cultural events.

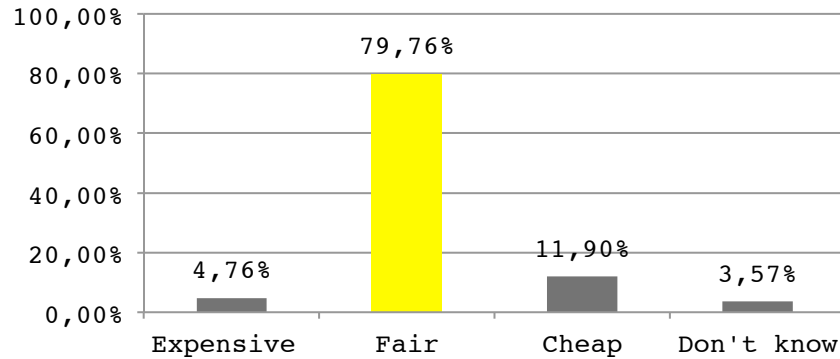
Fig 9: Which means do you use to obtain information about Antic Teatre programming?



ACCESSIBLE PRICES

Almost 80% of those surveyed believe that the ticket price is fair in comparison with other theatres in the city. 12% consider the price to be cheap. Only 4.6% think it is expensive, confirming the fact that ticket price does not constitute a financial deterrent for prospective theatregoers.

Fig 10: Compared to other theatres in the city, do you think ticket prices at Antic Teatre are:



A SATISFIED AND ENTHUSIASTIC AUDIENCE

92% of those surveyed would see a show again or recommend it to someone else. As we have seen, this tallies with the previous question of how

shows are selected (*recommendation from friend or family member - Fig 8*)

Fig 11: Would you see a show again or recommend it to someone else?

