

Assembly Hall Theatre

Royal Tunbridge Wells

Theatre Show School Children Feedback Research
Findings Report

Produced by:

Research Business Support and Solutions
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1.0 INTRODUCTION

The Assembly Hall Theatre Marketing Manager commissioned Simon Davies to provide data capturing services, and analyses of the recent survey to evaluate the Children's Feedback Survey, following schools' visits to a play. This will allow The Assembly Hall Theatre to take on board comments from children who attended the Birmingham Stage Company's production of Kensuke's Kingdom and evaluate the success of such organised themes events and visits.

The objectives of this research are to investigate the following:

- identify what children thought about the show/workshop 'Kensuke's Kingdom'
- identify what children liked most about the show/workshop
- identify the type of shows children would like to see in the future
- identify likes and dislikes about the show/workshop

2.0 METHODOLOGY

The Assembly Hall Theatre distributed feedback forms to all children attending the theatre show (3,916) and the workshop event (1,789) for their self completion. Children were asked to complete and return their form before leaving the theatre or to post them back.

The form was designed to capture children's opinions allowing them to each write in their own comments, unprompted. For ease of analysis, all comments were coded in to related topics/themes and will be presented in table format, ranked in order of frequency. As a result of the volume of comments received the top ten/twenty have been shown in bar charts. Data will also be shown according to student's gender, which will provide different interests, likes and dislike patterns.

3.0 ALL RESPONSES

Results for the survey are based on 939 completed questionnaires for the show feedback and a further 372 completed questionnaires for the workshop feedback. Respectively this provides a response rate of 23.9% and 20.7%. At the 95% confidence level we can be certain the results presented in this report for show feedback will be +/- 3.2% and for the workshop +/-5.1%.

The survey results presented in this report are an overall picture of children's opinion of their participation in watching a show, and taking part in workshop activities. The first section, section 6.0 focuses on the show feedback with workshop feedback presented in the section 11.0

4.0 MRS CODE OF CONDUCT

Simon Davies abides by the Market Research Society's Code of Conduct, which states the following:

'When reporting on the results of a marketing research project the Researcher must make a clear distinction between the findings as such, the Researcher's interpretation of these and any recommendations based on them'.

'Where any of the findings of a research project are published by the Client, the latter has a responsibility to ensure that these are not misleading. The Researcher must be consulted and agree in advance the form and content of publication, and must take action to correct any misleading statements about the research and its findings. Researchers must not allow their names to be used in connection with any research project as an assurance that the latter has been carried out in conformity with this Code unless they are confident that the project has in all respects met the Code's requirements'.

We therefore recommend that all research that is published should carry the following statement:

'This survey was completed by 939 (show feedback) and 327 (workshop feedback) by school children attending the Assembly Hall Theatre, Royal Tunbridge Wells between November 2006 and December 2006, following their visit to attend a school workshop/play – Source: Assembly Hall Theatre 2006/07'.

5.0 EXECUTIVE SUMMARY

Kensuke's Kingdom Show

- It is evident throughout this report that children had a high recall rate of the event, the story, themes, and characters through the ability to identify character names and performances. This also suggests there was a high degree of enjoyment.
- Children appeared to like the characters the most, in particular the Orangutangs, funky monkey, gorillas, and Stella the dog.
- The main activity of the show most liked was building the boat, island and house.
- Of over 140 shows suggested for the future, Peter Pan, Harry Potter and Cinderella were the most requested shows that children would like to see at the theatre.

Kensuke's Kingdom Workshop

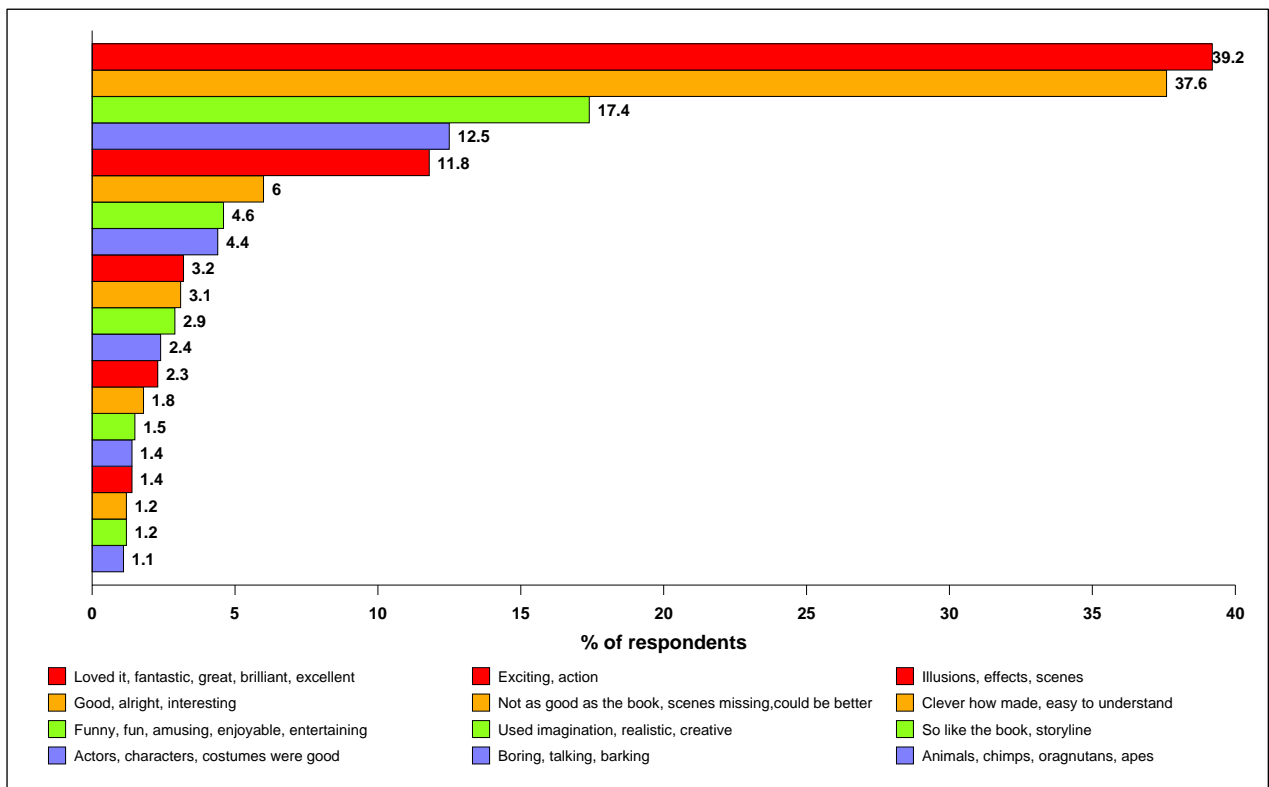
- Almost half found the workshop 'Good, interesting, cool', and a third found it 'funny, fun'.
- Acting and taking part in role plays was to be the most liked activity of the workshop event.
- Very few children gave negative comments, and were unable to specify anything that they didn't like about the workshop.
- However, of those that did mention a dislike, this mainly related to the fact that 'not all children had a chance to act/take part, too much talking, and not enough time/too short.

6.0 WHAT DID YOU THINK ABOUT THE SHOW?

The nature of the first five comments about the show are all positive, 39.2% 'Loved it, fantastic, great, brilliant, excellent', 37.6% 'Good, alright, interesting', 17.4% Funny, fun, amusing, enjoyable, entertaining, 12.5% Actors, characters, costumes were good', and 11.8% 'Exciting, action'.

Although not indicating a total negative stance, 6% of students gave mention that the play was 'Not as good as the book, scenes missing, could be better'. However, about 4.4% of students found the show 'boring, - too much talking, too much barking' which is the only true negative comment received.

Figure 1: What did you think about the show? (Top 20)



Girls were more likely to be speaking more highly about the show with 40.9% saying that they 'Loved it, fantastic, and great, brilliant, excellent'. This compares to boys, where 38.4% were most likely to say the show was 'Good, alright, interesting'.

Girls were more likely than boys also to say the show 'Funny, fun, amusing, enjoyable, and entertaining'.

7.0 WHAT DID YOU LIKE MOST ABOUT THE SHOW?

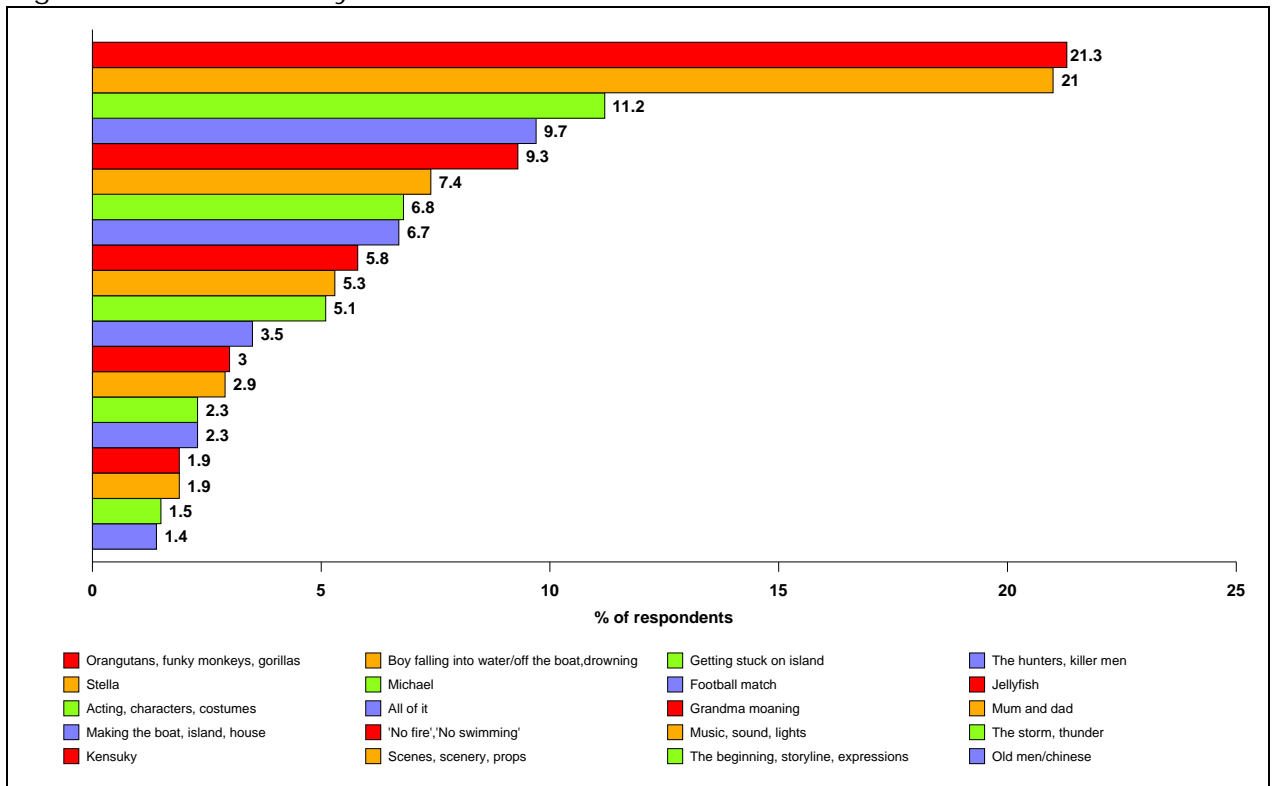
Children appeared to most like the 'Orangutangs, funky monkey, and the gorillas', 21.3%, closely followed by 'Stella the dog'.

A little further behind in terms of stating what they most liked about the show; 11.2% of children gave mention to the 'Acting, characters and costumes'.

One in ten children liked the 'Making of the boat, island and house'. Kensuke was liked by 9.3% of children, Michael 6.8%, Grandma moaning, 3%, the hunters, 2.3% and mum and dad 1.9%.

When considering elements of acting and the performance, 'Making the boat, island and house' was liked the most, 9.7%. Other features were the 'Boy falling off the boat/drowning, 7.4%, Calling 'No Fire, No Fire, No Swimming scenes, 5.8% and the football match, 3.5%.

Figure 2: What did you like most about the show?

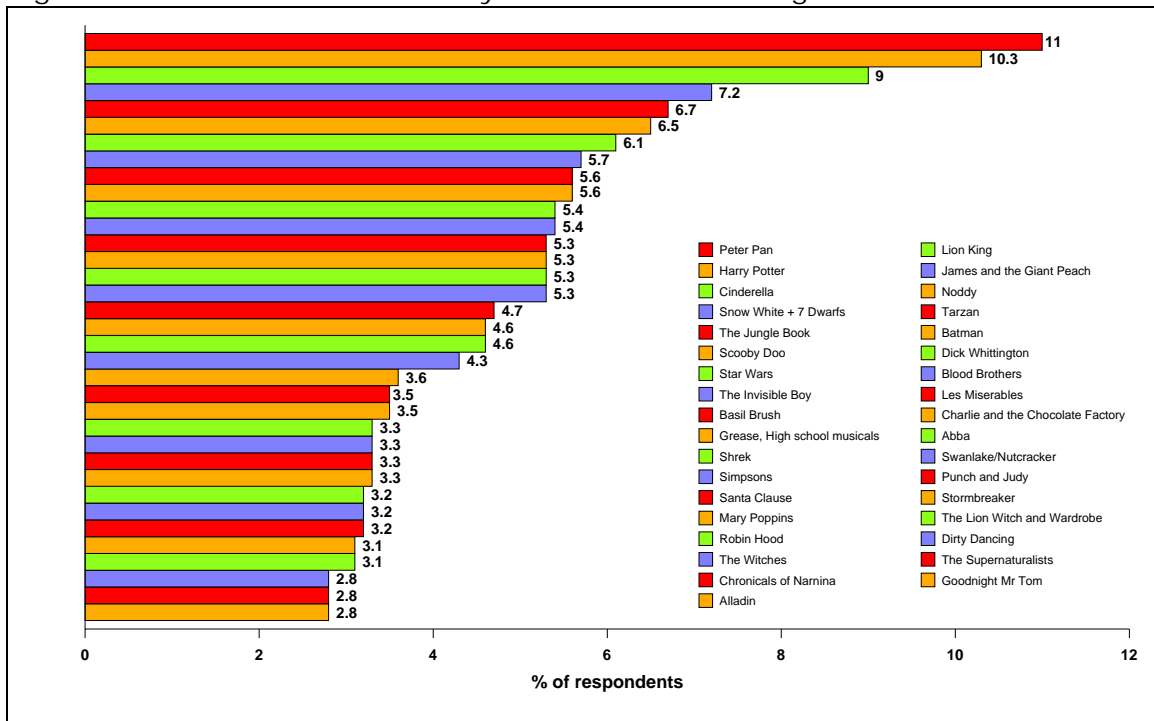


Girls were more likely to like 'Stella', 27.9% compared to boys, 12.7%. Boys however were more likely to like 'Kensuke', 11.1% compared to 7.2% for girls and boys also liked the football match, 4.7% compared to 2.8% for girls.

8.0 FUTURE SHOWS

Children gave mention to wanting to see over 140 shows at the Assembly Hall Theatre in the future. Figure 3 shows the top 20, where 11% or 79 children mentioned Peter Pan, 10.3% or 74 children mentioned Harry Potter and 9.0% or 65 children mentioned Cinderella.

Figure 3: What shows would you like to see coming to the theatre?



Differences between what shows girls and boys wish to see exist.

Boys are most likely to want to see:

Peter Pan	12.1%
Harry Potter	11.8%
Jungle Book	7.8%
Star Wars	9.8%

Girls are most likely to want to see:

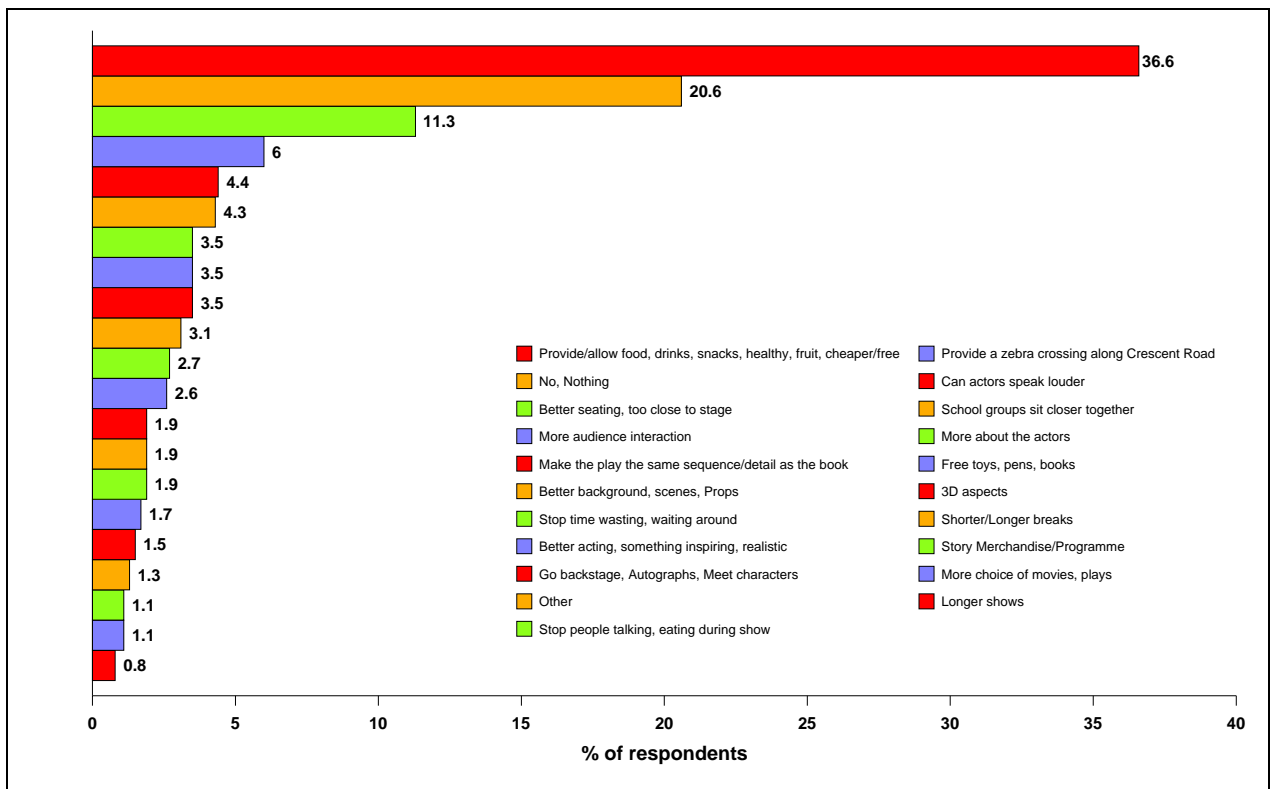
Cinderella	13.7%
Snow White and the Seven Dwarfs	7.6%
Scooby Doo	7.4%
Grease, High School Musicals	6.6%

9.0 IDEAS FOR IMPROVING FUTURE VISITS

Children attending and taking part in the Kensuke's Kingdom play gave strong opinions about the lack of food, drink, and refreshments since 36.6% or 272 children had stated that they should have been allowed to buy snacks and drinks and/or fruits. This was the most strongly voiced opinion made by children.

Second to this, 20.6% or 153 children had no suggestions for improvements. Other main suggestions made in Figure 4 relate to the theatre seating, 11.3%, children wanted more audience interaction, 6%, and the play should be in the same sequence as the book, 4.4%.

Figure 4: Any ideas for making your future visit even better next time?



Looking at results according to boys and girls shows very little difference. However, girls were more likely to suggest 'More audience interactions', 8.4% compared to boys, 3.4%. Also, girls were more likely to want to 'Go back stage, get autographs, and meet the characters', 5.2% compared to boys, 1.3%.

10.0 RESPONDENT PROFILE

The response sample for the show is made of up 54.3% (510) girls and 42.7% (401) boys. Please note that gender has been derived from children's names, and hence the small proportion shown as 'No Reply', or 'unknown' 3.0%.

Table 1: Statistics for children's gender (show)

Base	939 100.0%
Missing	
<i>No reply</i>	28 3.0%
Gender	
<i>Boys</i>	401 42.7%
<i>Girls</i>	510 54.3%

Almost two fifths of children were aged 10 years old, 39.5% and 9 years old 29.3%. The average age of all children was 9.71 years.

Split between gender, the average age for girls is 9.89 and boys is 9.55

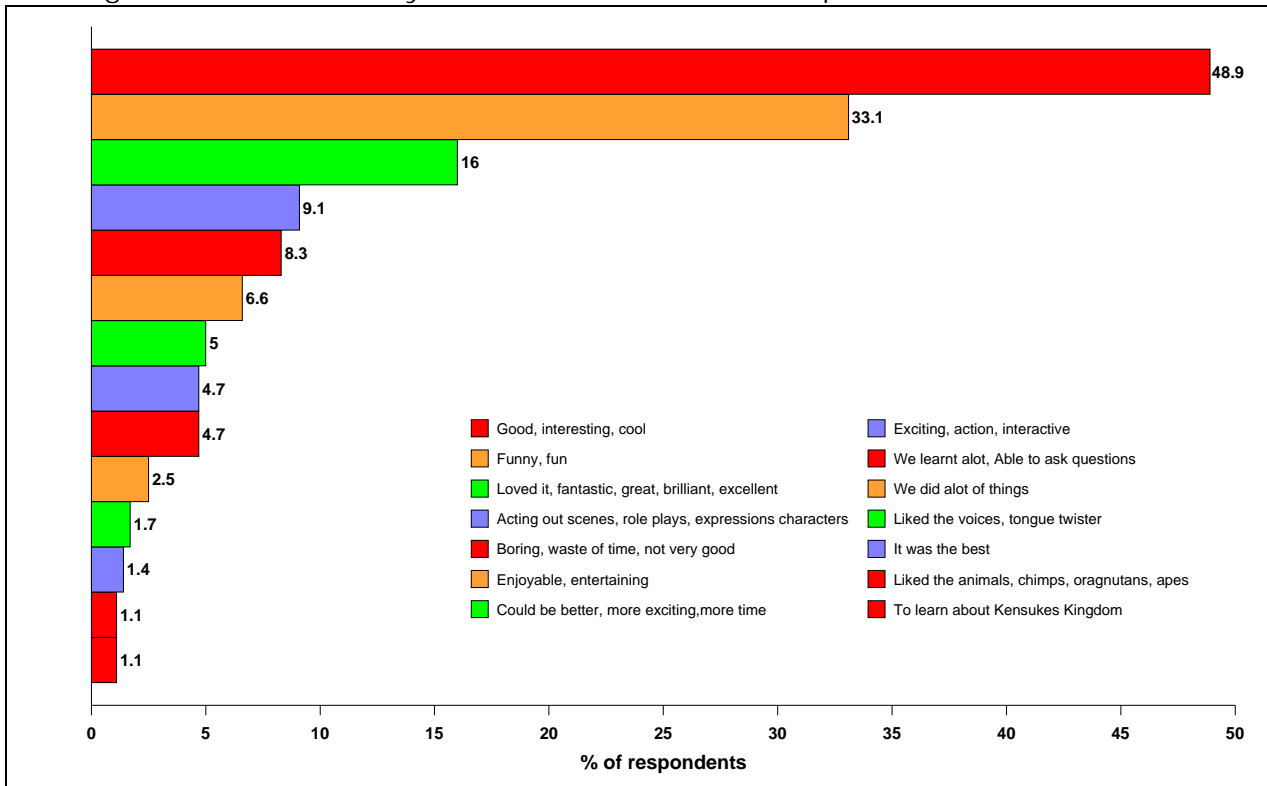
The next pages show results of children's feedback from the Kensuke's Kingdom workshop.

11.0 KENSUKE'S KINGDOM WORKSHOP FEEDBACK

Following the Kensuke's Kingdom Show, children also took part in a workshop activity. The next series of charts/tables analyses their feedback to the event with results based upon 372 completed surveys.

48.9% or 177 children rated the workshop 'Good, interesting, cool', followed by 33.1% or 120 children stating 'Funny, fun'. 4.7% of children stated that during the workshop they 'Learnt a lot, and able to ask questions'. Very few children gave negative feedback to the workshop activity.

Figure 5: What did you think about the workshop?



Boys were more likely to have stated:

'Good, interesting, cool' 51.4%

'Exciting, action, interactive' 5.7%

Girls were more likely to have stated:

'Loved it, fantastic, great, brilliant, excellent'

19.6%

'Acting out scenes, role plays expressions and characters'

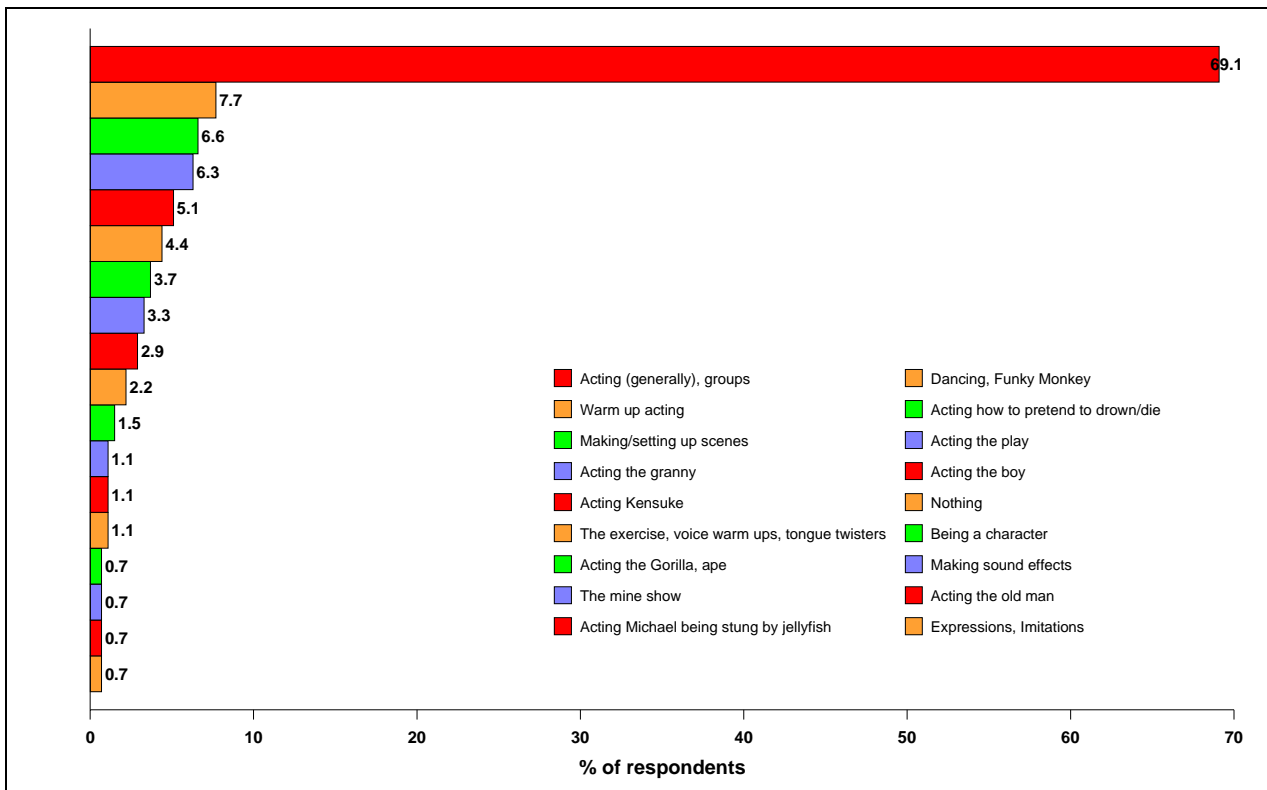
11.2%

12.0 LIKE MOST ABOUT THE WORKSHOP

188 children or 69.1% liked the 'acting (generally), groups' the most, followed by the 'Warm up acting', 7.7% which represents a significant difference, down to 21 children.

Children were less likely to be able to site specific acting scenes, and /or characters, hence the general category. Very few children gave negative feedback.

Figure 6: What did you like most about the workshop?



There appeared to be little difference between opinions from boys and girls.

13.0 ANYTHING YOU DIDN'T LIKE ABOUT THE WORKSHOP

62.1% or 198 children did not dislike anything about the workshop by stating 'No, nothing, it was excellent, like all of it'.

The first main negative comment cited was the lack of time and or opportunity for children to get up and act, and use their ideas, 10.3% or 33 children.

Figure 7: Is there anything you didn't like about the workshop?

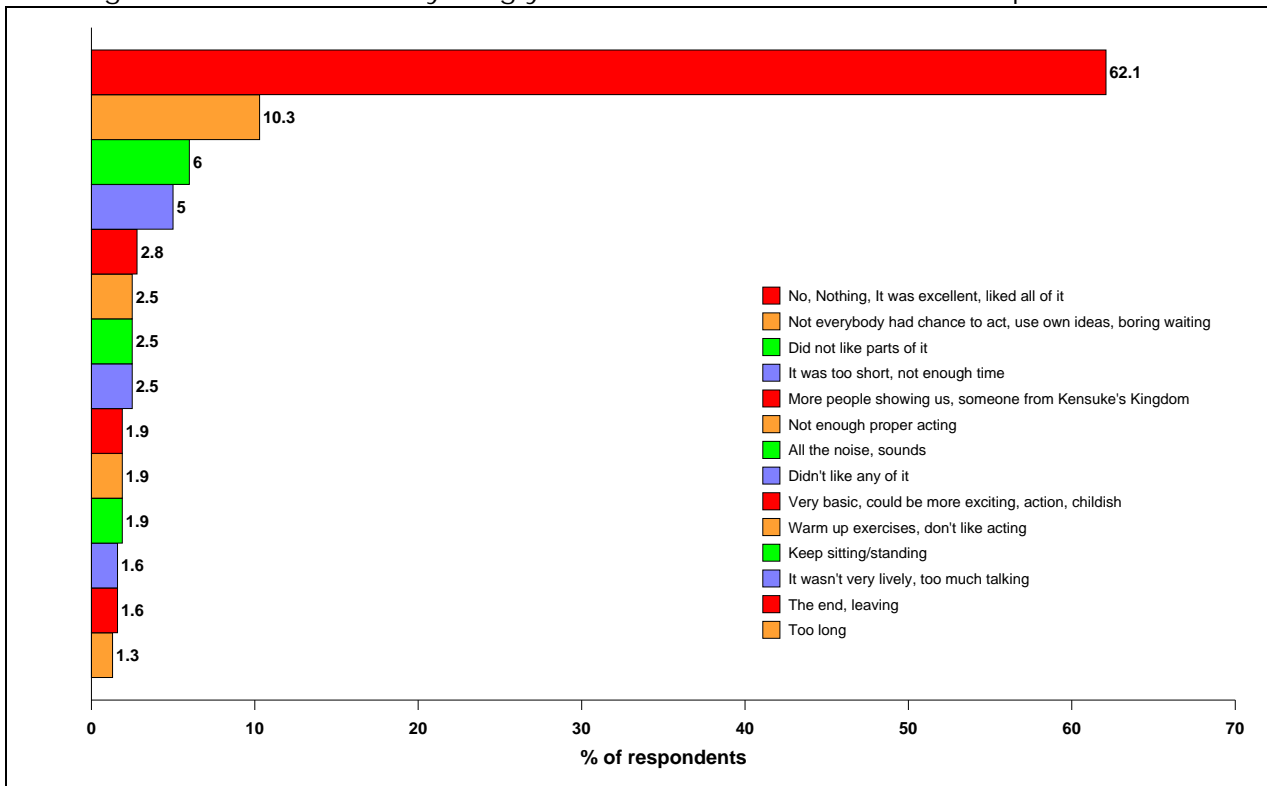


Figure 7 only shows negative comments received by more than 1% of children. Therefore, the above should be seen as an opportunity to resolve many of these issues for future occasions.

14.0 DEMOGRAPHIC PROFILE

The response sample for the workshop feedback is made of up 49.5% (184) girls and 48.4% (180) boys. Please note that gender has been derived from children's names, and hence the small proportion shown as 'No Reply', 2.2%.

Table 2: Statistics for children's gender (workshop)

Base	372 100.0%
Missing	
<i>No reply</i>	8 2.2%
Gender	
<i>Boys</i>	180 48.4%
<i>Girls</i>	184 49.5%

Almost two fifths of children were aged 10 years old, 37.7% and 9 years old 31.6%. The average age of all children was 9.73 years.

Split between gender, the average age for girls is 9.80 and boys is 9.75