Appendix 16: Token Counts and Emoji Paddles

* 1. Methodology

Additional research methods were used to gather audience feedback during the live delivery of ‘Back to Ours’. The techniques were used in place of more traditional research methods in order to help engage with audiences who may be hard to reach and encourage them to share their feedback.

**Token Counts**

In order to gauge interest in the concept of ‘Back to Ours’, audience members were asked:

*“To what extent are you interested in attending a similar event in the future?”*

Usherette trays displaying the key question were stationed at each venue. As audience members were leaving the performance space they were given a token and asked to place it in the container that they feel most reflected their response. The answer options were as follows:

* No way! (Not at all interested!)
* Probably not (Not very interested)
* Can’t decide (Not sure)
* Maybe, yeah (Interested)
* Count me in! (Very interested)

See Table X below for the token count locations.

Table X: Usherette Tray Counts Research Locations

|  |  |
| --- | --- |
| VENUE | PERFORMANCE |
| Archbishop Sentamu | The Story of Mr B  Meet Fred  Joan & Hekima  The Red Shed  The Funny Thing About  The Giant’s Loo Roll  Hotel Paradiso |
| Sirius Academy West | The Story of Mr B  Meet Fred  Picture House (Fantastic Mr Fox, Matilda & Willy Wonka)  The Funny Thing About  Life and Black Delta Movement  Tipping Point  The Giant’s Loo Roll  The Amazing Bubble Man |
| Winifred Holtby Academy | The Story of Mr B  The Funny Thing About  Picture House (The Lion King)  Skin  Picture House (Monsters Inc., Beauty and the Beast & The Rocky Horror Picture Show  Picture House: Wallace & Gromit – Curse of The Were Rabbit |
| Kingswood Academy | Meet Fred  Picture House (Fantastic Mr Fox, Matilda & Willy Wonka)  The Red Shed  The Boy Who Bit Picasso  Once Upon a Pillow Fight  The Giant’s Loo Roll |
| Hymers College | Joan and Hekima  Picture House (The Lion King and Sing-a-Long Grease)  Jeddybear’s & Gary’s Picnic |
| North Point Shopping Centre | Joan and Hekima  Jeddybear’s & Gary’s Picnic |
| Freedom Centre | The Pigeon Detective  Word On The Street  The King Blues  Picture House (Lion King and Sing-a-Long Grease)  The Boy Who Bit Picasso  Picture House (Monsters Inc. and The Rocky Horror Picture Show)  Picture House (Chicken Run) |
| William Gemmel Club | Secret Gig: Ceri Dupree/Gogglebox’s Jenny and Lee  Word On The Street  Secret Gig: Barbara Nice |

**Emoji Paddles**

Audience members were invited to share their emotional response to ‘Back to Ours’ using handheld ‘paddles’ with a variety of emoji faces on them. Each emoji represented one of the following emotions:

* Love
* Confused
* Angry
* Happy
* Scared
* Bored
* Amused
* Sad

As they left the performance area, audience members were asked to choose one emoji that reflected how the performance made them feel, and hold it over their face whilst a photo was taken to record their response.

Emoji paddle research was carried out at the following performances and venues.

Table X: Emoji Paddle Research Locations

|  |  |
| --- | --- |
| VENUE | PERFORMANCE |
| Archbishop Sentamu | The Story of Mr B  Meet Fred  Joan & Hekima  The Red Shed  Once Upon a Pillow Fight  Drip  The Giant’s Loo Roll |
| Sirius Academy West | The Story of Mr B  Meet Fred  Picture House (Matilda, Fantastic Mr Fox, Willy Wonka)  Tipping Point  Life & Black Delta Movement  The Funny Thing About  Picture House (Monsters Inc. and The Rocky Horror Picture Show)  Drip  Picture House (Chicken Run and Wallace & Gromit – Curse of The Were Rabbit)  The Giant’s Loo Roll |
| Winifred Holtby Academy | The Story of Mr B  Tipping Point  Picture House (Lion King)  Skin  Picture House (Monsters Inc., Beauty and The Beast & The Rocky Horror Picture Show)  Picture House (Chicken Run)  The Amazing Bubble Man |
| Hymers College | Joan & Hekima  Bedtime Stories  Jeddybear’s & Gary’s Picnic |
| Kingswood Academy | The Red Shed  Once Upon a Pillow Fight  Drip  The Giant’s Loo Roll |
| Freedom Centre | Word on The Street  Picture House (Monsters Inc., Beauty and The Beast & The Rocky Horror Picture Show)  Picture House (Wallace & Gromit – Curse of The Were Rabbit)  The Amazing Bubble Man |
| North Point Shopping Centre | Jeddybear’s & Gary’s Picnic |

* 1. Token Count Findings
     1. Overall Findings

A total of 4,837 audience members took part in the token count exercise across all festivals.

86.2% of respondents said they would be ‘Very Interested’ and 8.6% said they would be ‘Interested’ in attending a similar event in the future, demonstrating real support for the project concept.

3% said they were ‘Not Sure’, and 2% said that they would be ‘Not very interested’ or ‘Not at all interested’ in attending a similar event in the future.

There were no significant differences in responses across each festival.

Figure X: To what extent are you interested in attending a similar event in the future? (Base: 4837)

* + 1. Results by Venue

Splitting the results by venue, audience members at Hymers College were less likely to say they were ‘Very Interested’ with 67.8% compared to an average of 88% across other venues. It is worth noting however, that 23.6% selected ‘Interested’ and 6.2% selected ‘not sure’, so this does not reflect a negative response.

See Table X below for a full breakdown of token counts by venue.

Table x: Token Counts by Venue (%)

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Venue** | **Very Interested** | **Interested** | **Not Sure** | **Not Very Interested** | **Not at all Interested** |
| **Archbishop Sentamu Academy** | 85.8% | 9.3% | 2.4% | 1.7% | 0.8% |
| **Winifred Holtby Academy** | 83.9% | 10.7% | 3.4% | 0.9% | 1.1% |
| **Sirius Academy West** | 91.3% | 5.2% | 2.1% | 0.7% | 0.7% |
| **Kingswood Academy** | 88.7% | 7.1% | 3.4% | 0.5% | 0.3% |
| **Hymers Academy** | 67.8% | 23.6% | 6.2% | 1.1% | 1.3% |
| **North Point Shopping Centre** | 88.7% | 9.7% | 1.6% | 0.0% | 0.0% |
| **Freedom Centre** | 90.6% | 6.3% | 2.2% | 0.6% | 0.3% |
| **William Gemmel Club** | 87.2% | 6.4% | 3.7% | 2.3% | 0.5% |

* + 1. Results by Performance

Splitting the results by performance, the top five shows with the highest percentage ‘Very interested’ responses were:

* Picture House: Fantastic Mr Fox – 98.8%
* Pigeon Detectives – 96.9%
* Tipping Point – 96.6%
* Picture House: Willy Wonka – 96.3%
* The Red Shed – 95.8%

The five shows with the lowest percentage ‘Very interested’ responses were:

* Joan & Hekima – 69.0%
* The Giant’s Loo Roll – 74.5%
* Secret Gig: Barbara Nice – 75.7%
* Picture House: Wallace & Gromit - 80.2%
* Once Upon a Pillow Fight – 80.4%

‘Joan and Hekima’ was least likely to generate a ‘Very Interested’ response with 69% compared to an average of 87.5% across other shows. Given that the majority of the respondents saw Joan at Hymers College, and as previously mentioned, Hymers received the least ‘Very Interested’ responses, this gives evidence that the issue could be more with the venue rather than the show itself.

Of those that attended ‘Joan and Hekima’ at the other venues (Archbishop Sentamu Academy and North Point Shopping Centre), 98% said they would be ‘Very Interested’ in attending a similar event in the future.

There were no other significant differences in results across venues or performances, indicating that audience interest was generally balanced across the festival.

* 1. Emoji Paddle Findings

A total of 1,277 audience members took part in the emoji paddle research.

The most common emotions across all shows were ‘Happy’ (36.7%) and ‘Love’ (30.4%). The least common emotion was ‘Angry’, gaining only 0.7% of responses, which equates to 10 individuals.

Figure X: Overall Emoji Paddle Results Across Performances and Venues (Base 1,277)

Positive emotions were represented more than negative emotions for each show and overall, accounting for 90% of total responses compared to 10% for negative emotions. Positive emotions include: Happy, Love, Amused, and negative emotions include: Confused, Scared, Bored, Sad, Angry.

* + 1. Results by Performance

Audience members at ‘Picture House: Matilda’ were most likely to choose ‘Love’, with 58.8% selecting this emotion compared to an average of 30.5% across other shows.

‘Picture House: Fantastic Mr. Fox’ audience members were the most likely to choose ‘Bored’, with 15% of participants selecting this emotion compared to an average of 2.8% across the other shows. It is important to note however that due to the small sample of audience members who took part in the emoji paddle research at this event, this only equates to 3 individuals.

Similarly, ‘Picture House: The Lion King’ received the highest percentage ‘scared’ responses, with 13.3% of audience members choosing this emotion compared to 2.2% across other performances. Again, due to the small number of audience members who took part in the emoji paddle research at this event, 13.3% of responses equates to 2 individuals.

‘Word on the Street’ received the highest percentage ‘amused’ responses with 50% compared to an average 20% across other shows.

‘Joan and Hekima’ received the highest percentage ‘happy’ responses, with 54.8% of audience members selecting this emotion, compared to 35.8% across other performances. This was closely followed by ‘Picture House: Monsters Inc.’ which received 54.2% ‘happy’ responses.

Audience members at ‘SKIN’ were most likely to select ‘sad’, with this emotion equating to 18.2% of responses compared to an average of 1.2% across other performances.

‘Picture House: Rocky Horror Picture Show’ was the performance to receive the highest percentage ‘confused’ responses, with 7.6% of audience members selecting this emotion compared to an average of 1.7% across other performances. It is important to note however that 7.6% of respondents in this case equates to only 5 individuals.

‘The Red Shed’ audience members were the most likely to select ‘angry’**,** with this emotion receiving 9.1% of responses compared to an average of 0.3% across other performances. Again, it should be noted that this only equates to 4 individual responses due to the small number of audience members who took part in the emoji paddle research at this performance.

‘SKIN’ was the performance that generated the most mixed response, with every emotion represented in the results. Audience research suggests that this was due to the diverse themes and subject matter covered in the performance.

Indeed, qualitative research with audiences offers explanations for the emotional response represented through the emoji paddle activity, indicating that responses that could be perceived as negative are actually reflecting the content of the performances. An example of this is the relatively high percentage of respondents who reported feeling ‘Sad’ after attending SKIN. This performance explores a young girl’s struggle with identity and gender, which some audience members found very moving. To provide further context to the emoji paddle research, please see Appendices 13 & 15.

Table x: Emoji Counts by performance (%)

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Performance | Emotions (%) | | | | | | | |
| Love | Bored | Amused | Scared | Happy | Sad | Confused | Angry |
| Life & Black Delta Movement | 50.0% | 0.0% | 16.7% | 0.0% | 23.3% | 3.3% | 6.7% | 0.0% |
| Picture House: Matilda | 58.8% | 0.0% | 0.0% | 11.8% | 29.4% | 0.0% | 0.0% | 0.0% |
| Picture House: The Lion King | 46.7% | 6.7% | 0.0% | 13.3% | 33.3% | 0.0% | 0.0% | 0.0% |
| Meet Fred | 40.4% | 9.6% | 21.2% | 0.0% | 25.0% | 3.8% | 0.0% | 0.0% |
| Picture House: Willy Wonka | 36.8% | 0.0% | 21.1% | 5.3% | 36.8% | 0.0% | 0.0% | 0.0% |
| Tipping Point | 36.8% | 2.9% | 19.1% | 1.5% | 38.2% | 0.0% | 1.5% | 0.0% |
| The Story of Mr. B | 34.4% | 4.2% | 20.8% | 1.0% | 38.5% | 1.0% | 0.0% | 0.0% |
| Picture House: Fantastic Mr. Fox | 30.0% | 15.0% | 0.0% | 10.0% | 45.0% | 0.0% | 0.0% | 0.0% |
| Word On The Street | 25.0% | 0.0% | 50.0% | 0.0% | 25.0% | 0.0% | 0.0% | 0.0% |
| Joan and Hekima | 22.6% | 3.2% | 12.9% | 0.0% | 54.8% | 6.5% | 0.0% | 0.0% |
| The Red Shed | 20.5% | 0.0% | 22.7% | 6.8% | 29.5% | 9.1% | 2.3% | 9.1% |
| The Funny Thing About | 14.7% | 8.8% | 44.1% | 0.0% | 29.4% | 0.0% | 2.9% | 0.0% |
| Picture House: Beauty & The Beast | 40.5% | 2.7% | 13.5% | 5.4% | 37.8% | 0.0% | 0.0% | 0.0% |
| Skin | 36.4% | 0.0% | 3.0% | 3.0% | 33.3% | 18.2% | 3.0% | 3.0% |
| Picture House: Wallace & Gromit | 25.9% | 5.6% | 25.9% | 1.9% | 37.0% | 0.0% | 3.7% | 0.0% |
| The Giant's Loo Roll | 28.6% | 0.8% | 26.1% | 1.7% | 36.1% | 0.8% | 4.2% | 1.7% |
| Bedtime Stories | 0.0% | 5.0% | 34.7% | 1.7% | 48.8% | 1.7% | 6.6% | 1.7% |
| Picture House: Chicken Run | 30.8% | 4.6% | 26.2% | 1.5% | 33.8% | 0.0% | 3.1% | 0.0% |
| Picture House: Monsters Inc. | 30.6% | 0.0% | 11.1% | 0.0% | 54.2% | 1.4% | 1.4% | 1.4% |
| Picture House: Rocky Horror | 33.3% | 0.0% | 21.2% | 0.0% | 37.9% | 0.0% | 7.6% | 0.0% |
| Once Upon a Pillow Fight | 29.0% | 3.2% | 22.6% | 0.0% | 45.2% | 0.0% | 0.0% | 0.0% |
| Drip | 21.5% | 1.5% | 38.5% | 0.0% | 38.5% | 0.0% | 0.0% | 0.0% |
| The Amazing Bubble Man | 37.6% | 3.0% | 21.8% | 0.0% | 36.1% | 0.8% | 0.8% | 0.0% |