



**5 senses**

**AUDIENCE  
FEEDBACK REPORT  
WE ARE 5 SENSES**

**A Culture of 5, Hull's Alive!  
production**

**ABSTRACT**

Following the finale of We are 5 Senses, 100 evaluation forms were distributed to members of the audience, 37 forms were returned, and this document shows the results of the evaluation forms.

**Kate Howell**

## Audience Feedback Report

After the performance of “We are 5 Senses”, which took place on 17<sup>th</sup> November at the Freedom Centre Preston Road, and was the last of three shows to take place by the theatre group Culture of 5, Hull’s Alive! 100 evaluation forms were distributed to members of the audience. The evaluation forms asked 10 questions 7 of which were multiple choice questions laid out in an easy read format which required the reader to circle their preference.

In total 37 evaluation forms were returned, however some people were less willing to divulge their postcodes and ages on the forms so overall statistics in these areas are slightly lower.

### Audience Area Postcode Results

Out of the 37 evaluation forms returned 35 people completed the postcode question on the evaluation form, results are as follows:

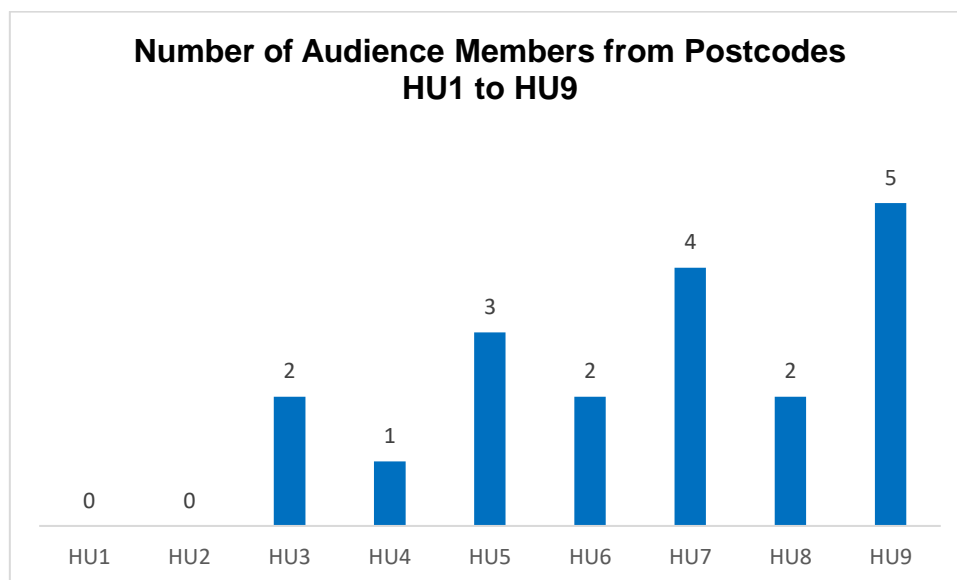


Chart 1

The results show that 19 of the 37 audience members live between the areas of HU1 and HU9. HU9 was the most popular postcode with 5 people living in this area, HU7 was next with 4 people coming from this area. Chart 1 shows that 51% of audience members who completed this question live within the HU1 to HU9 catchment areas.

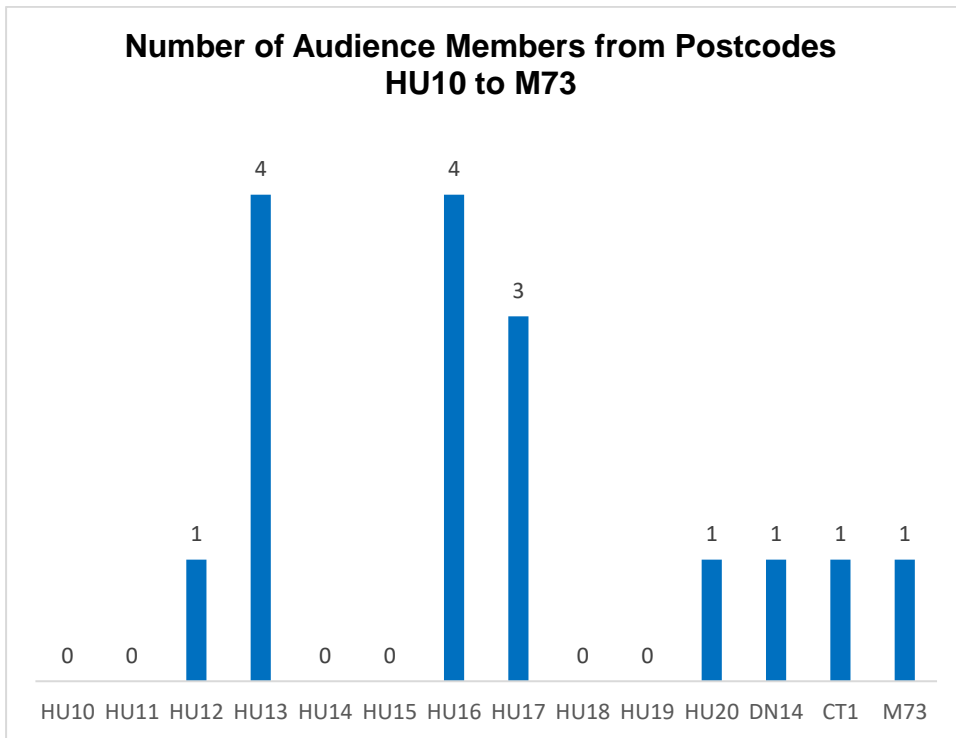


Chart 2

Chart 2 shows that 16 out of the 37 audience members came from further afield, with HU13, and HU16 being the most popular area. One person also travelled from Doncaster and another from as far as Canterbury and one from Salford to see the performance.

### Audience Age Groups

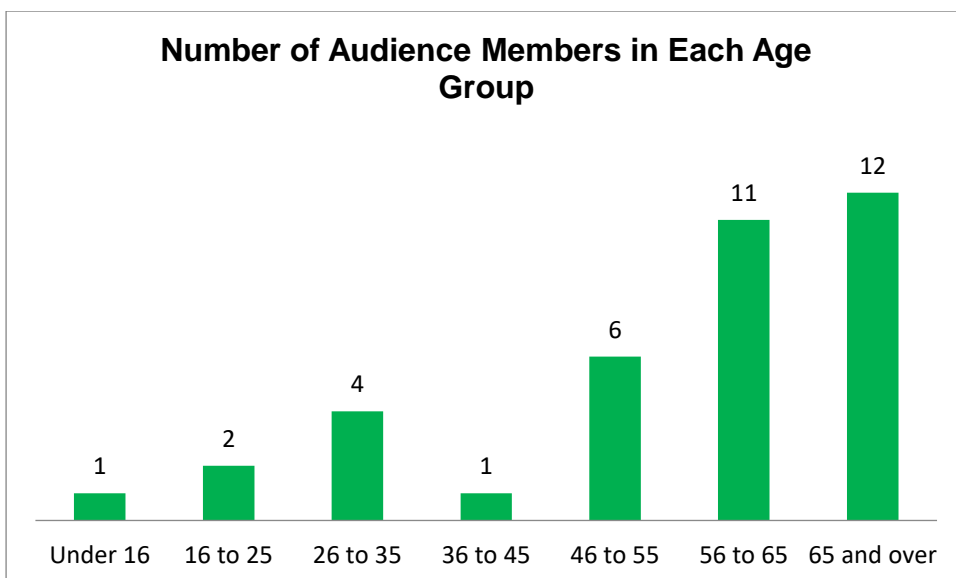


Chart 3

All 37 evaluation forms completed the age group question. Most of the audience members were over 46 with the most predominant age group being the 65 and over.

## Venue Rating

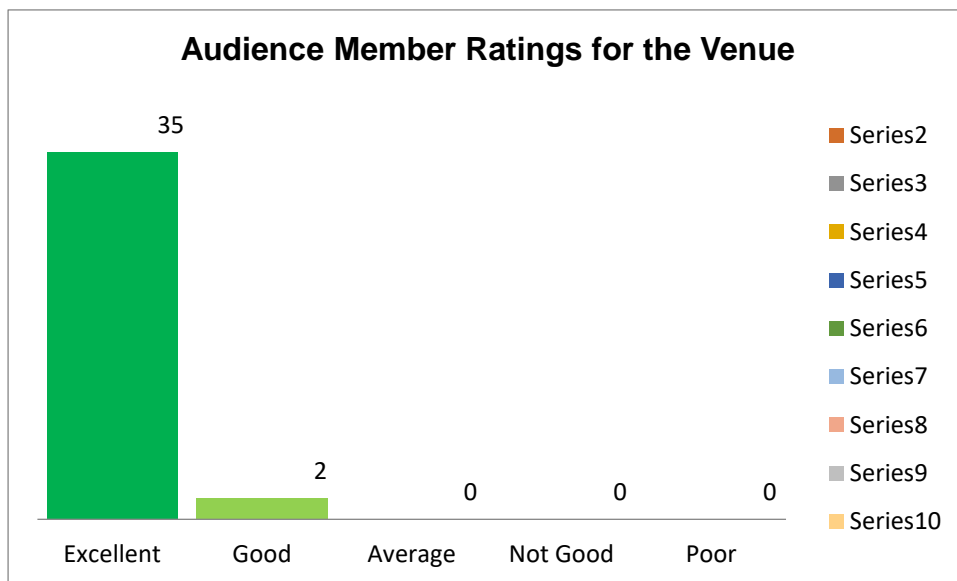


Chart 4

All 37 audience members completed the question regarding the quality of the venue, the results show that 94.5% of people thought the venue was excellent.

## Accessibility

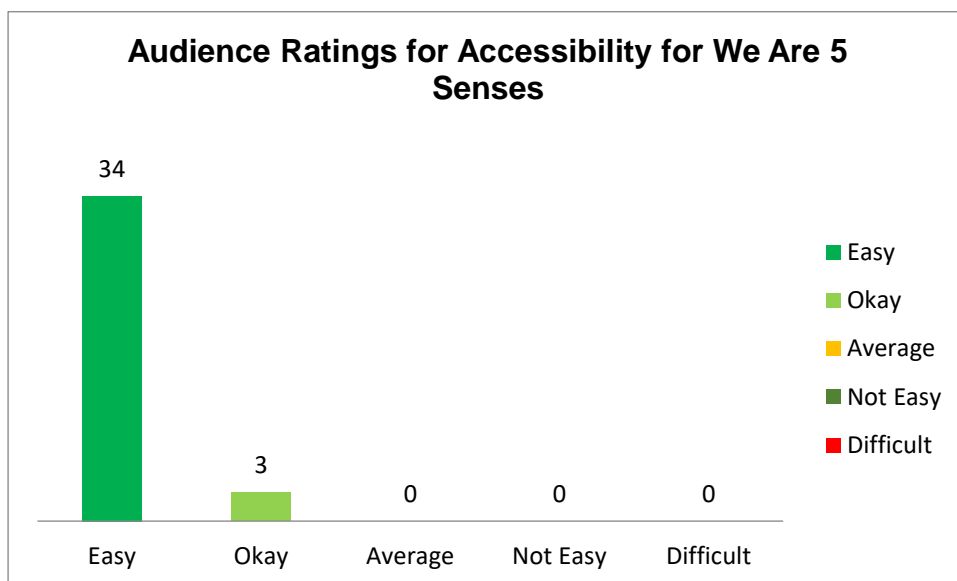


Chart 5

The figures show that 34 (91.8%) people were very happy with the accessibility of the venue, and one person found the accessibility to be average.

## Price

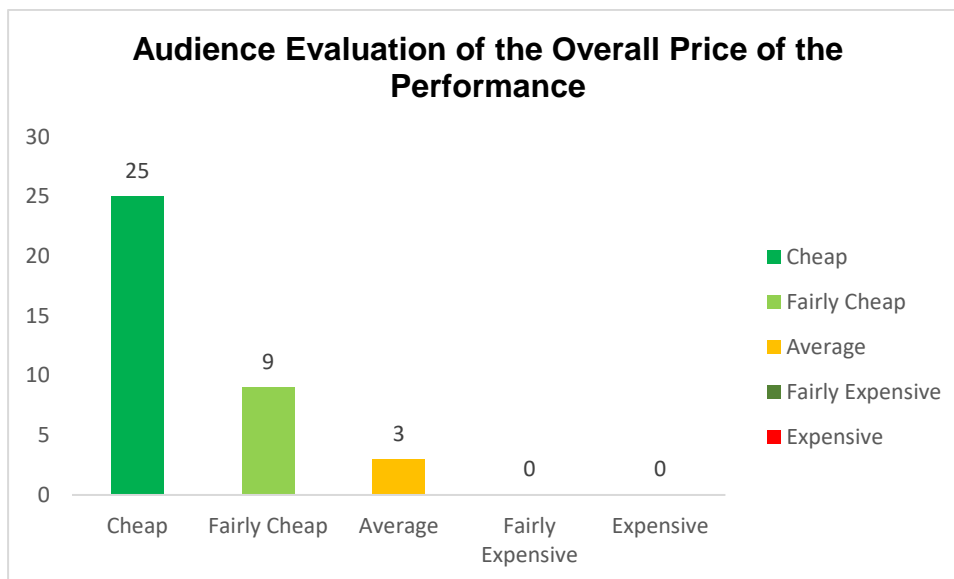


Chart 6

Chart 6 shows that 67.5% (25 people) of audience members who submitted evaluation forms thought that the price of tickets for, We are 5 Senses performance were cheap, a further 9 people (24.3%) thought that the tickets were fairly cheap, and 3 people (8.1%) thought it was average

## Sound

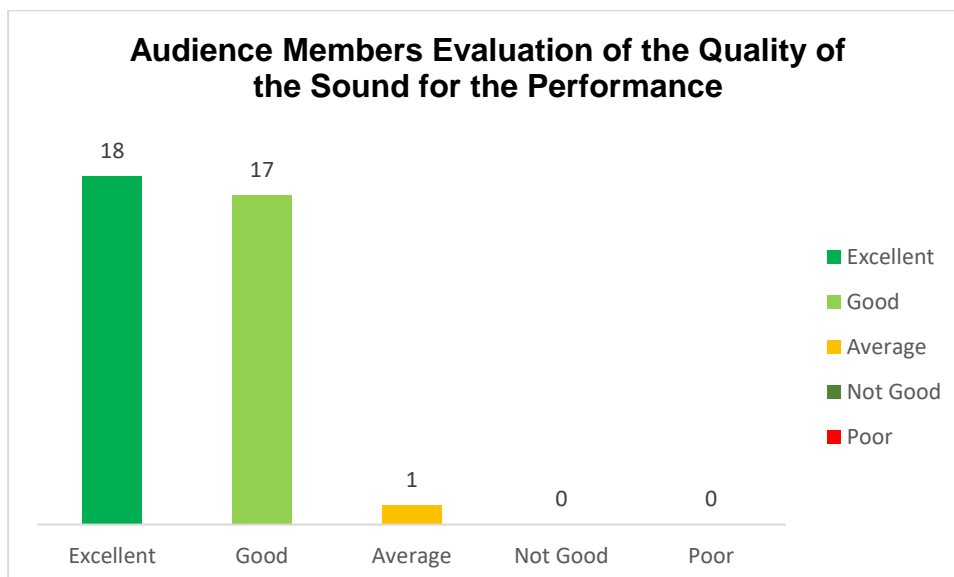


Chart 7

Chart 7 shows 18 (48.6%) people thought the sound was excellent. 17 (45.9%) people thought it was good, one person thought the sound was average and one person didn't comment.

## Set Design

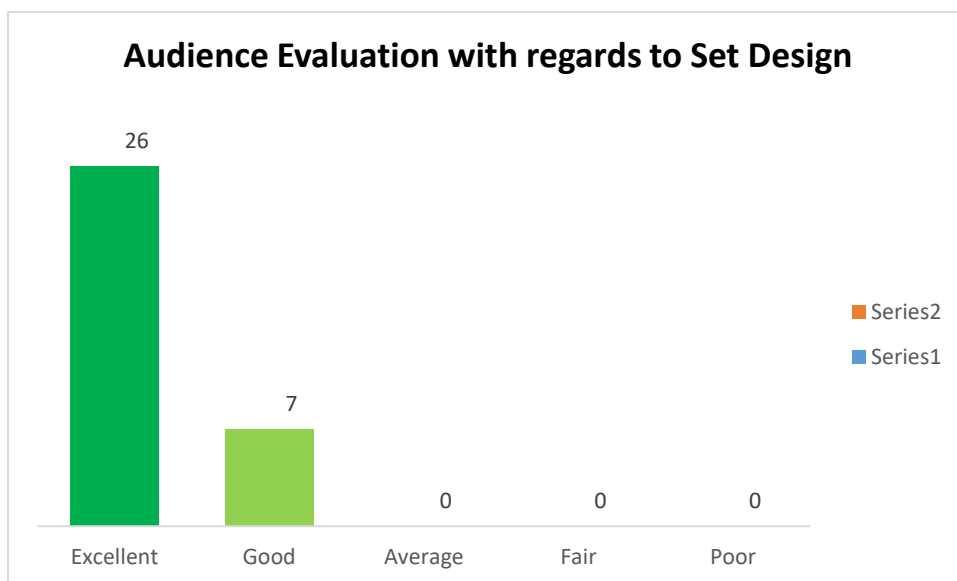


Chart 8

The overall feedback with regards to the production of set design and costumes was that the standard was excellent, with 72.2% of audience members agreeing that the quality was “Excellent”.

## Overall Performance

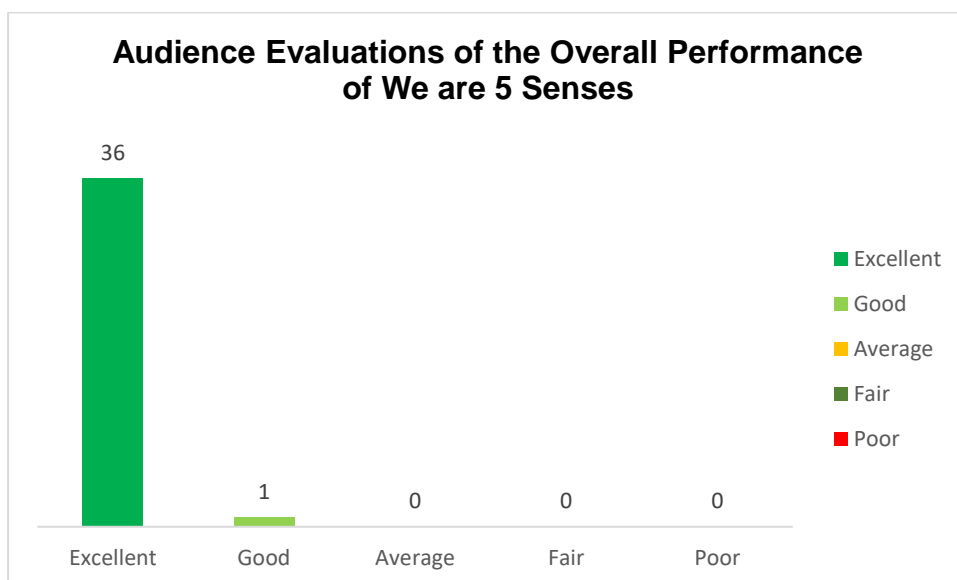


Chart 9

Chart 9 shows that 36 out of 37 people or 97.2% of people thought that the overall performance of We are 5 Senses was “Excellent”, whilst 1 person (2.7%) thought the production was “Good”. This is extremely positive feedback for the finale 5 Senses production of the Hull City of Culture 2017 Season.

## Would You Come Back Again?

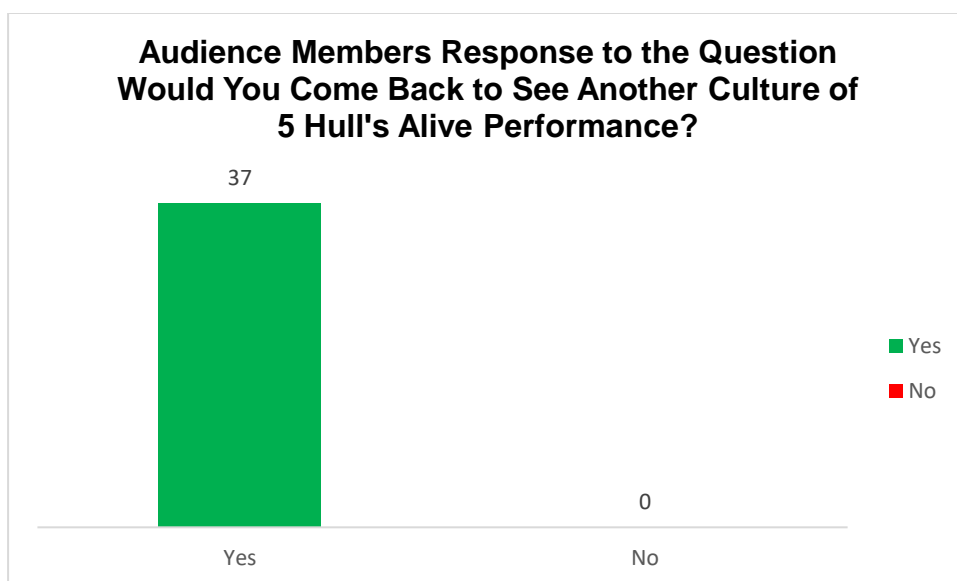


Chart 10

Finally, audience members were asked if they would come back to see another Culture of 5, Hull's Alive! Production, 100% responded with Yes they would.

## Conclusion

The feedback from the audience survey is extremely positive, with the majority of the questions completed by the 37 audience members who answered the evaluation questions and the majority of the questions receiving scores at the most positive end of the scale, the Culture of 5, Hull's Alive! Team were really pleased with overall results.

This feedback has been very valuable towards future productions. The positive feedback has also been a great boost for both the project management team and the performers and has given both a great sense of achievement to receive such positive praise for their hard work. It has taken a lot of hard work from both the staff and students to put on 3 shows in one year, The Senses of the Sea, Slave to the Senses and We are 5 Senses and to get such positive feedback over the 3 shows makes all the hard work worthwhile.

## Audience Evaluation Form Feedback

1. Wow that was a spectacular show.
2. One of the most inspirational things I have ever seen –Wow.
3. **Absolutely wonderful, very emotional. The introduction was superb informing everyone about the plight of the disabled & mentally ill people in past years. Well done to all the staff and students, it was obvious that they thoroughly enjoyed themselves.**
4. The first time watching the 5 Senses perform Amazing!!! You must be so proud of all your students and staff excellent!!
5. **I was a Skippers wife in your audience – thanks for the memories**
6. Brilliant work , please do another one
7. Very powerful, emotional- learnt about Hull's history, Great event look forward to next one
8. **Fantastic achievement by all involved – The energy, passion and talent was inspirational! Brilliant!!**
9. This was a great performance, the whole show has fantastic energy – Loved it.
10. Fantastic, can't wait to see Senses of the sea next year
11. **It was good fun – we especially loved the song at the end.**
12. Very enjoyable evening