Appendix 4: 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, encouraging 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)

**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

The 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 6: Emoji Paddle Research Locations

|  |  |
| --- | --- |
| VENUE | PERFORMANCE |
| Archbishop Sentamu | The Story of Mr B |
| Meet Fred |
| Joan & Hekima |
| The Red Shed |
| Sirius Academy West | The Story of Mr B |
| Meet Fred |
| Picture House (Matilda, Fantastic Mr Fox, Willy Wonka)  |
| Winifred Holtby Academy | The Story of Mr B |
| Hymers College | Joan & Hekima |
| Kingswood Academy | The Red Shed |

* 1. Findings
		1. Token counts

A total of 1489 audience members took part in the token count exercise across all shows and venues.

92.2% of respondents said they would be ‘Very Interested’ and 5.7% said they would be ‘Interested’ in attending a similar event in the future, demonstrating real support for the project concept.

1.5% said they were not sure and eight respondents overall said that they would be ‘Not very interested’ or ‘Not at all interested’ in attending a similar event in the future. This equates to 0.5% of total responses.

Figure 3: To what extent are you interested in attending a similar event in the future? (Base: 1489)

Splitting the results by venue, audience members at Hymers College were much less likely to say they were ‘Very Interested’ with 46% compared to an average of 94% across other venues. It is worth noting however, that 44% selected ‘Interested’ and 10% selected ‘not sure’, so this does not reflect a negative response.

Splitting the results by performance, ‘Joan and Hekima’ was least likely to generate a ‘Very Interested’ response with 69% compared to an average of 94% 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 Paddles

A total of 279 audience members took part in the emoji paddle research.

The most common emotions across all shows were Happy (33%) and Love (36%).

Figure 4: Overall emoji paddle results across performances and venues (Base 279)

Positive emotions were represented more than negative emotions for each show and overall, accounting for 87% of total responses compared to 13% for negative emotions. Positive emotions include: Happy, Love, Amused, and negative emotions include: Confused, Scared, Bored, Sad, Angry.

‘Meet Fred’ audience members were the most likely to choose ‘Bored’, with 10% of participants selecting this emotion compared to an average of 3% across the other shows.

‘The Red Shed’ generated the most mixed emotions, with audience members selecting every choice apart from ‘Bored’. ‘The Red Shed’ was also the only show where audience members reporting feeling ‘Angry’, with 9% of respondents selecting this emotion. Audience research suggests that this was linked with themes and subject matter of the performance.

‘Joan and Hekima’ left the most audience members feeling ‘Happy’ with 55% of respondents choosing this emotion compared to an average of 33% across other shows.

‘Confused’ was the least represented emotion, with only one audience member selecting this at ‘The Red Shed’ performance at Hymers Academy – equating to 0.4% of total responses.