

Survey questions for target audience

Where to send this survey: Facebook groups and Reddit groups that fit the target audience of people who enjoy theatre.

Questions:

How old are you?

What is your occupation?

Do you know what a “Playback Theatre” performance is?

How do you describe how you feel about improv? (and playback theatre performances if you have had experience with that)

How do you typically hear about theatre performances?

Which social media platform do you prefer using when looking into events for theatre?

What kind of content are you most likely to engage with from a theatre group on social media? (e.g. videos, behind the scenes, live performances, etc.)

Besides ticket prices and location, what factors are most important for you when deciding whether to attend a theatre event?

Describe In your words the color you would associate with performances that deal with deep emotions?

What kind of imagery do you associate with performances that deal with deep emotions?

When it comes to typography, what kind of font comes to mind when you think of deep or emotional theatre performances?

What particular style of design do you associate with emotionally impactful performances? (Minimalistic, artistic, bold, traditional, etc.)