

Audience Analysis

4,877 people saw the production in Seoul or Birmingham

86% attendance achieved in The Door at the REP across 11 performances

All 10 performances in Seoul at the National Theater Company of Korea were **sold out**

24% of the UK audience were BAME

31% of the UK audience were first time attendees of the REP

1 special relaxed performance was given for 148 SEN students from James Brindley Schools

1 BSL interpreted performance attracted a number of deaf audience members

844 young people and artists had a practical theatre experience linked to the themes of the show in Seoul and Birmingham.

Although we strongly targeted groups of teenagers 13 – 18 and young adults 18 – 26 through our marketing, given the subject matter of the play, and some performances were full of young people, other communications targeting those interested in international work, physical theatre, new writing and the strong audience for contemporary work in the Door meant that we actually achieved a much more even spread of age groups for our general public performances and feedback in person showed that an older generation (60 – 74) were very moved by the piece, something we hadn't thought about before.

The following is a selection of information drawn from the REP's post production online audience survey. The sample of respondents is quite small so we have chosen not to give the figures as we feel they are not representative. The producer was in attendance at most performances and so able to have a clear pictures of the audience demographic. For example the survey would not have reached the many young diverse people who came as part of organised groups. This gives more information about the kind of people who fill in surveys! We had tried to suggest to the REP that we conduct our own tailored audience survey but they were reluctant, feeling that one survey is enough. We were able to add a question about words to describe the show to give feedback on the response to the play.



How audiences found out about the show (in order of most responses given)

Via The REP's website

Received an email about it

Received The REP's brochure through the post

Word of mouth

Picked up The REP's brochure

Saw a magazine/newspaper/online advert (please specify)

Theatre Cuppa event

New and Nurtured event

2 for 1 offer

Instagram

Picked up a flyer at Wipers Times

For attenders of the REP – crossover in terms of previous shows attended

One Love: The Bob Marley Musical
Brief Encounter
The Lovely Bones
Elephant
The Hundred And One Dalmatians
Jane Eyre
Nativity! The Musical
What's In A Name
Tartuffe
The Messiah
People
The Rise and Fall of Little Voice
Duet For One
The Lion, The Witch And The Wardrobe
The Capital
Love
The Comedy About A Bank Robbery
The BFG
King Charles III
Woyzeck

Main Reasons for booking the show (in order of responses most given)

- Intrigued by the subject matter of the show
- I am interested in multi-lingual / international theatre
- The cost
- As a treat for a special occasion
- Enjoyed previous work by the playwrights / director
- The cast
- The show's artwork and/or description
- It was recommended by someone who had seen it
- Like to see a variety of theatre

50% of survey respondents booked less than a week in advance of the run. Less than 10% booked more than a month in advance of the run.

Responses

The REP survey asked people to give 3 words to describe Orange Polar Bear. These were the most commonly given words in order:

- Moving/touching
- Innovative/ground-breaking/inventive
- Original/different
- Engaging
- Funny

- Relevant
- Imaginative

Then one mention of these words: brilliant, quirky, eye-opening, visual, thoughtful, enjoyable, compelling, true-to-life, entertaining, charming, dynamic, stunning, interesting, beautiful, fascinating, contemporary, excellent, complex, poetic, raw, intense, thought-provoking, bright, clever, well-performed, well-designed

Feedback from Participants/Attendees from SEN Schools

An evaluation process was conducted (through surveys) with the workshop participants of the James Brindley SEN schools. Here we included just their comments that related to their experience of the production of Orange Polar Bear, though it allowed the staff to gather other feedback in terms of the organisation of the visit to the theatre and their feelings about their safety and well being during the visit.

What did you like about the production/positive comments

Great acting, brilliant audio-visual work, impressive collaboration of Korean and English language

Gave a good message – no matter who or where you are – you matter

The acting and the play itself

Interesting and touched topics that were sensitive

The way they told the story

Good use of props and limited actors

Very good acting

I liked the story – it was different

Well acted, subtle yet potent exposition

Epic!

I enjoyed the story of the main boy and liked the girl's story too

Liked how it was presented

William was fit!

Liked how unique and interesting the production was

Good acting and good use of areas and props

Astonishing!

The metaphorical speeches – like only the people who deserved to know can understand

A beautiful production shown in a different way



The focus whilst they were performing – I loved how they were from different ends of the earth – speaking different languages, yet that flowed together

It was great fun and memorable

Beautiful!

Kinda funny

Liked the dance cause it was funny

Great dynamic performance

Beautiful set that fits with the storytelling

Even though I couldn't read the subtitles I still understood it because of the delivery

Exciting!

I liked the acting as it seemed realistic, like they were actually sad

Brilliant!

Atmospheric

I enjoyed how it was set out, using the stage to show two different actions simultaneously

Unique!

I liked the fact it was realistic and relatable – I myself have had problems with love and family, and also I liked that it was about people from 2 different sides of the world

Enjoyed the way the deeper meaning was explored with two separate families (British/Korean) – it was certainly thought-provoking and interesting to watch

Liked the setting, eg doors and ladder

Very cultural

Cool!

The production was very emotional and dramatic. It involved the emotion of anger that was held in by the two characters and it was also very energetic.

What did you dislike about the production/negative comments

Very loud. Didn't like having an anxiety attack!

Didn't follow the girl's story as easily

Didn't quite understand it

Boring

Could be more entertaining

The subtitles were too small

Confused as to what it was about

Could have been in English

Too many people (walking to the theatre)

What will you remember most?

Use of projectors – props/lighting and sound

2 languages used equally – it was good to hear Korean being spoken

Being moved to tears by the plot

The backdrops and special effects were clever

I will remember even though people could be feeling alone, someone will be feeling the same

The title

The message: cultures are irrelevant when situations are similar

Well put together and interesting

How it went from English to Korean

Unique theatrics

The range of languages

Problems in life

I'll remember everything cause it was such a good performance

The contrast between William and Ji-young's characters

The emotional story, the Korean girl, being the odd one out, as well as the boy feeling lost

I will remember the good lighting effects

The interesting features of the play

All of it

The emotion the actors projected

That everyone pretended to vomit when they kissed!

The way they used the sparse setting with the wall of doors and the transparent cubes was rather clever

The lead female character – it reminded me of anime

The part when they were slapped

Dramatic, emotional, energetic