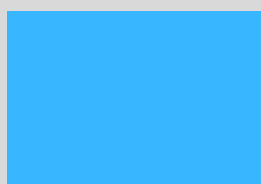


Electric Theatre

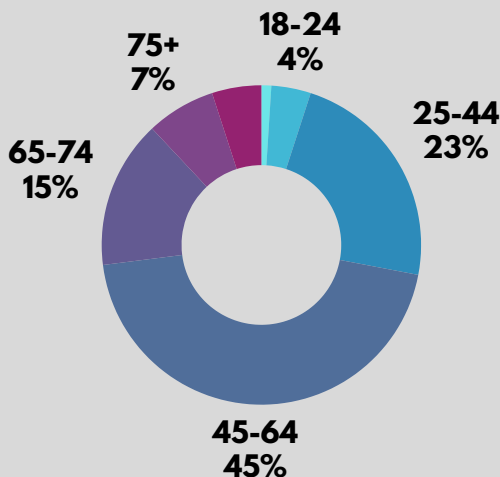
Key Survey Findings

799

Survey responses



6 in 10 were women



Almost half were 45-64 years old.

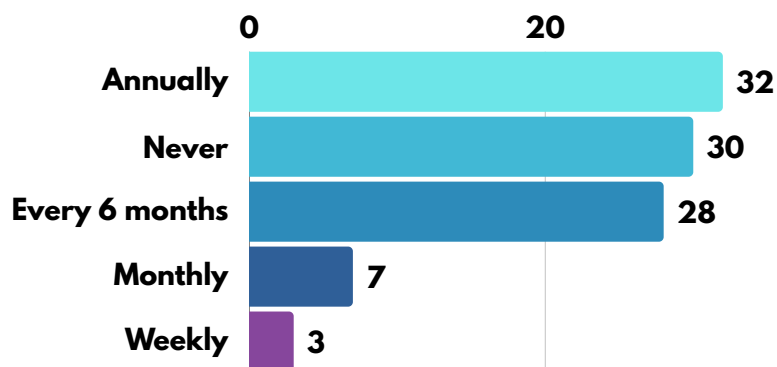
Guildford residents

459

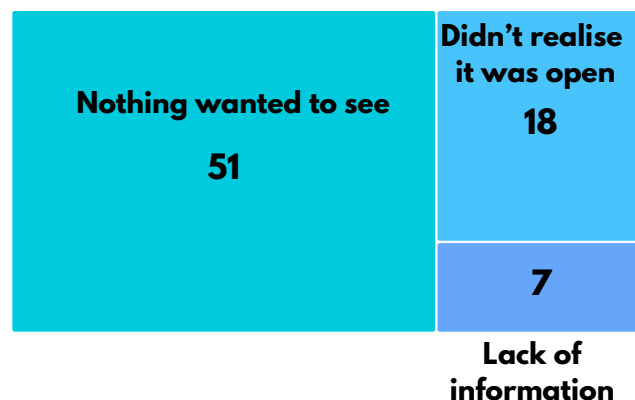
340

Non-Guildford residents

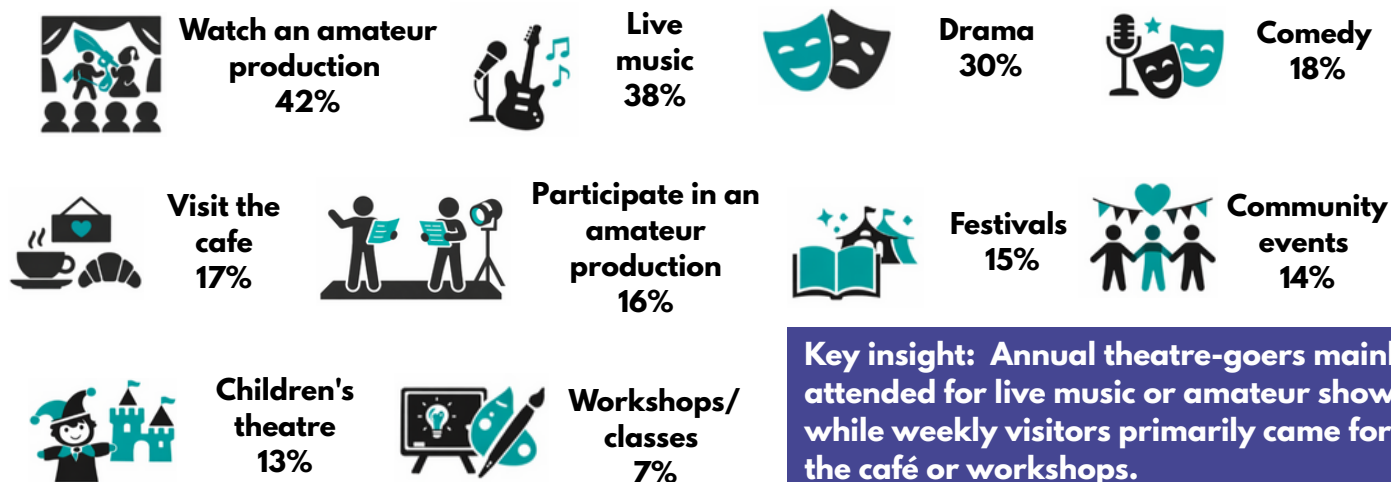
How often visited in past 3 years (%)



Top 3 reasons for never visiting the theatre (%)

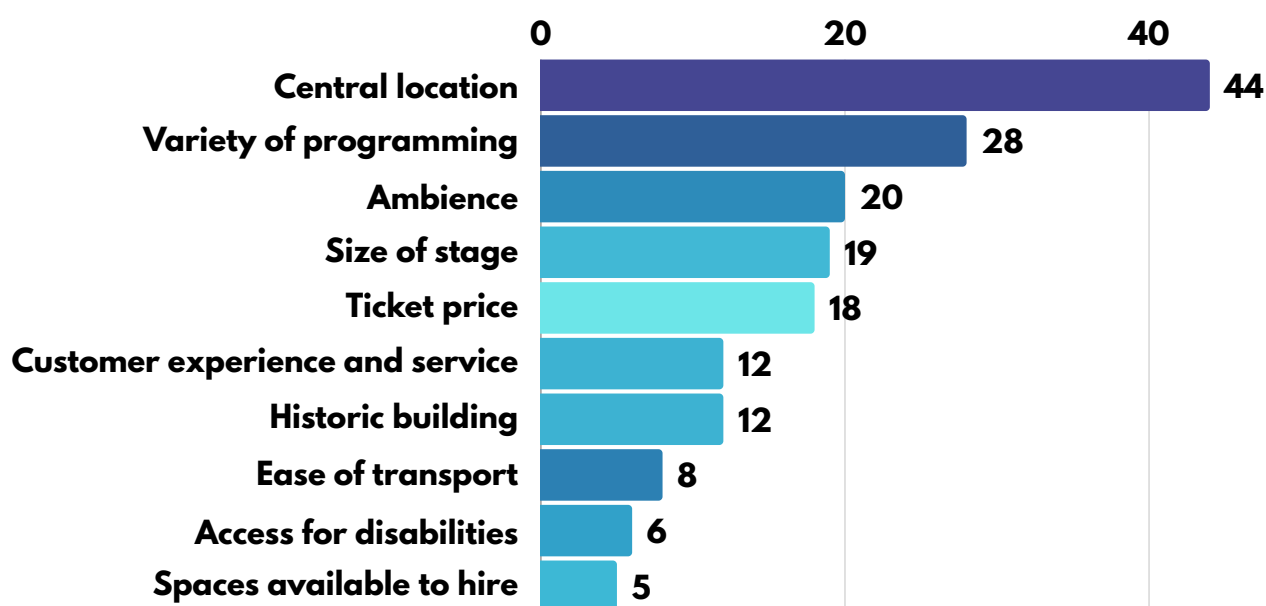


Purpose of past visit(s)



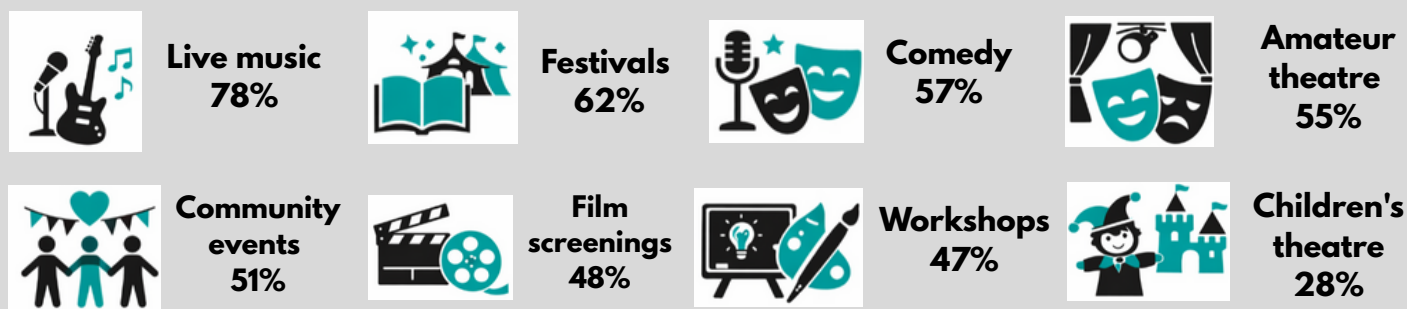
Key insight: Annual theatre-goers mainly attended for live music or amateur shows, while weekly visitors primarily came for the café or workshops.

What respondents valued most about the Electric Theatre (%)

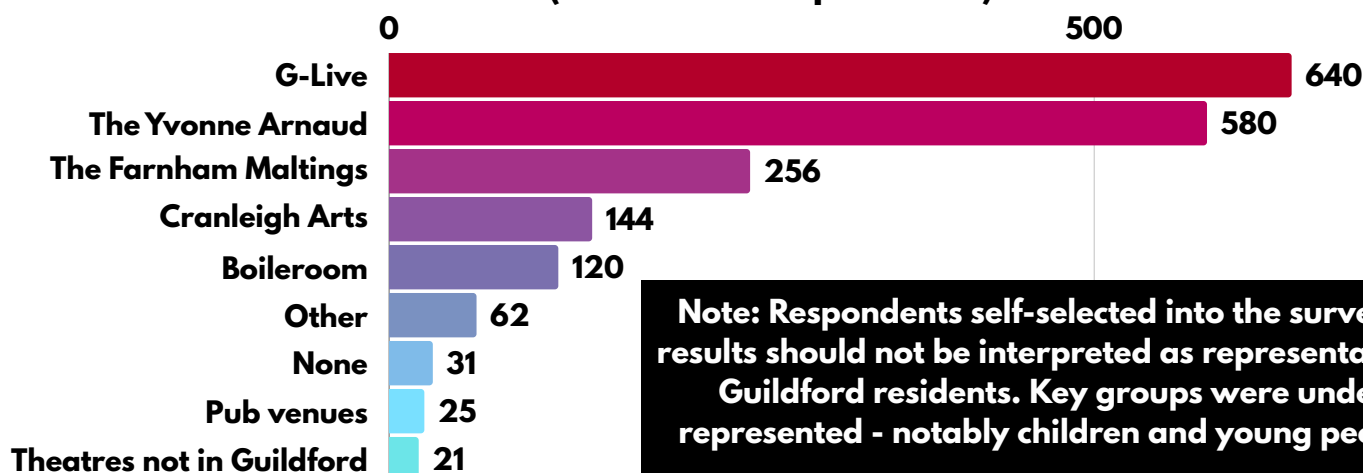


Types of arts and cultural activity most interested in attending in the future (%)

Key insight: Live music is the most desired future use for the theatre, followed by festivals and comedy. Preferences differ by attendance: previous attendees favour amateur productions, while non-attendees rank them near the bottom.



Attendance at other local arts venues in past 3 years (number of respondents)



Note: Respondents self-selected into the survey, so results should not be interpreted as representative of Guildford residents. Key groups were under-represented - notably children and young people.