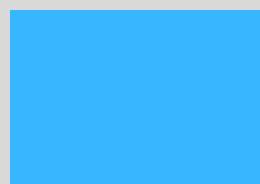


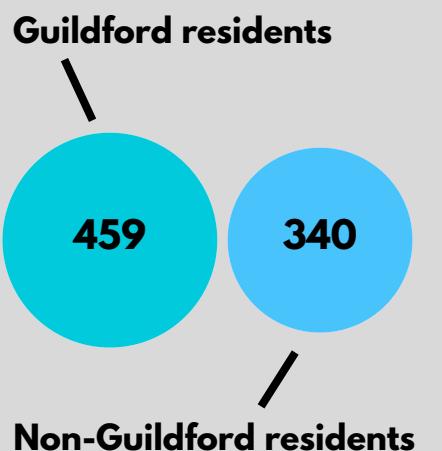
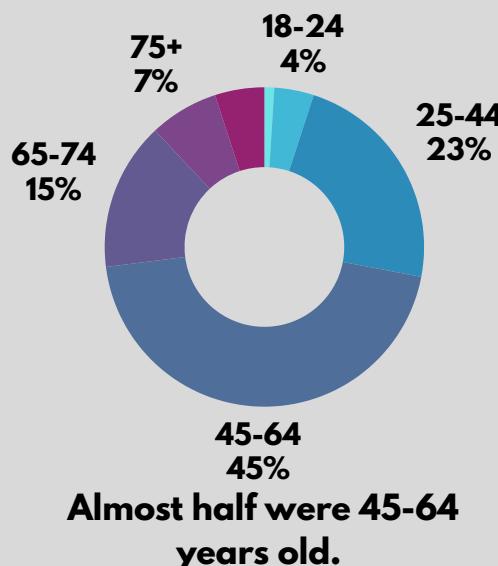
# Electric Theatre

## Key Survey Findings

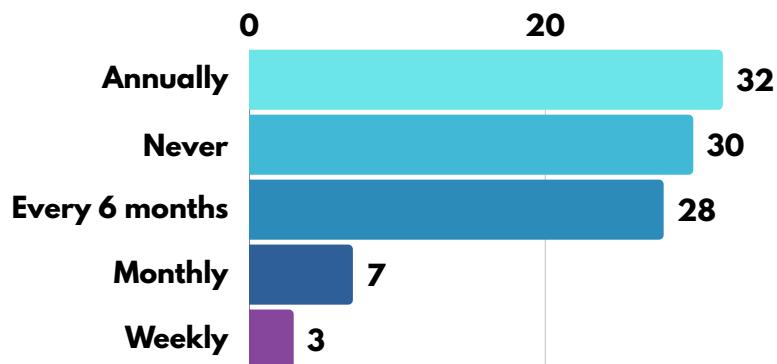
**799**  
Survey responses



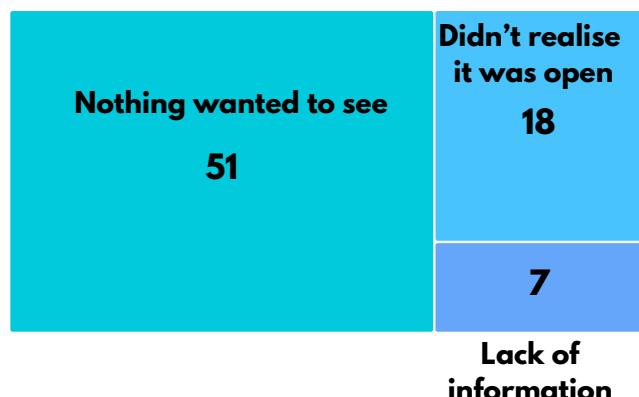
**6 in 10 were women**



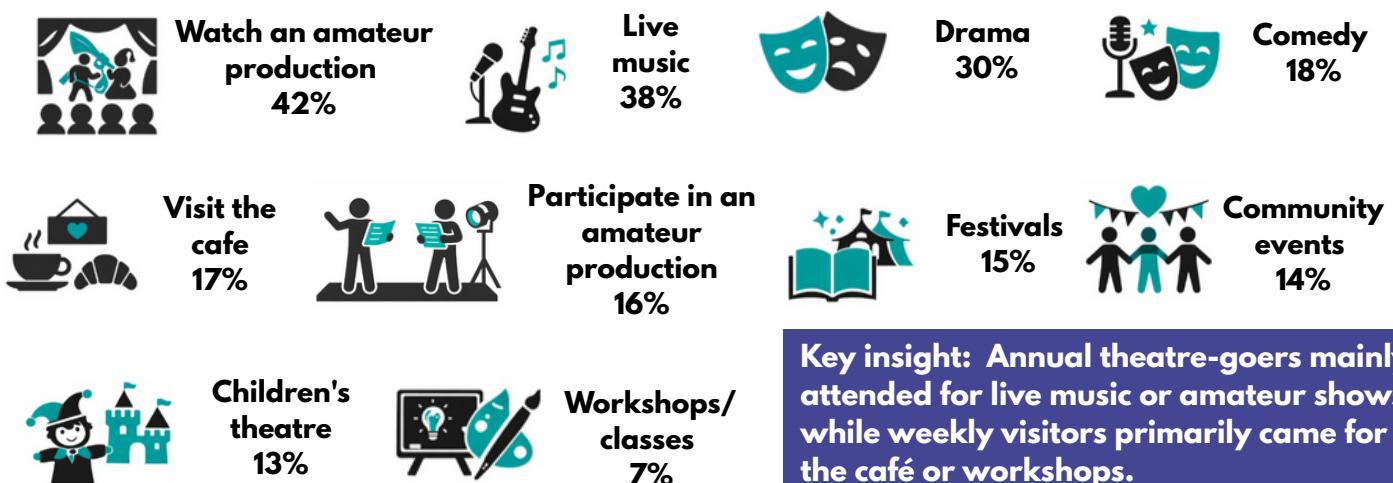
### How often visited in past 3 years (%)



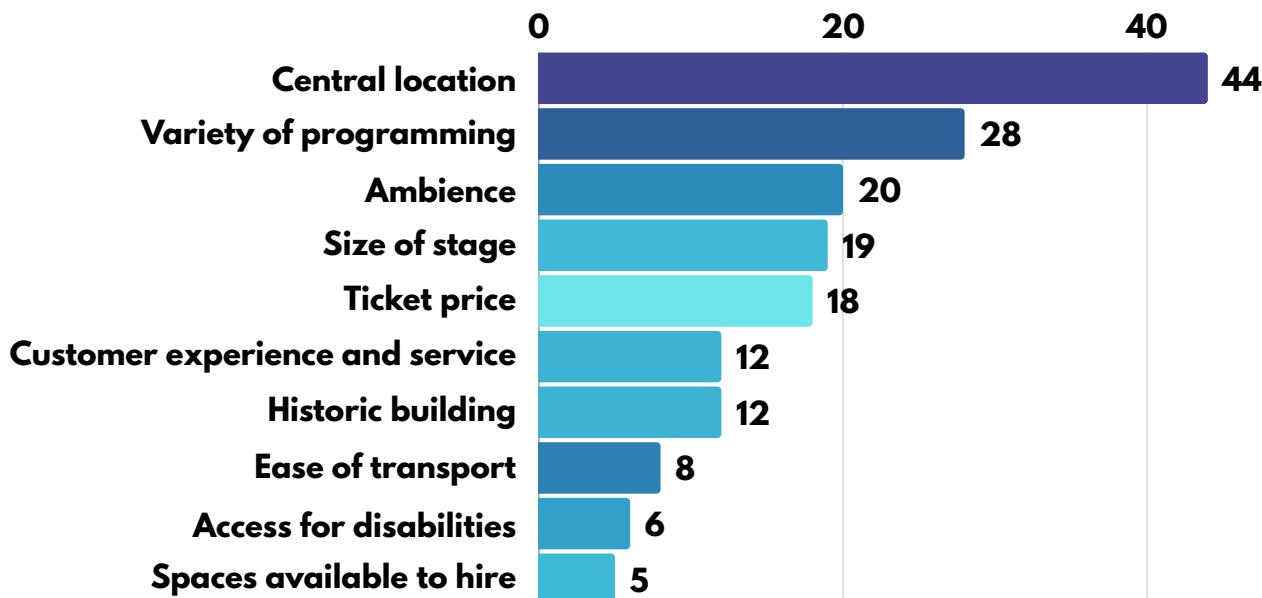
### Top 3 reasons for never visiting the theatre (%)



### Purpose of past visit(s)

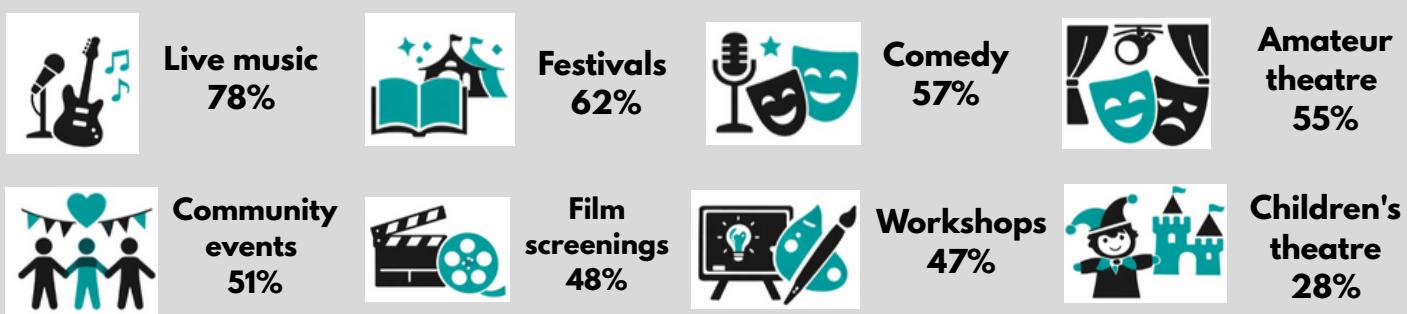


## What respondents valued most about the Electric Theatre (%)

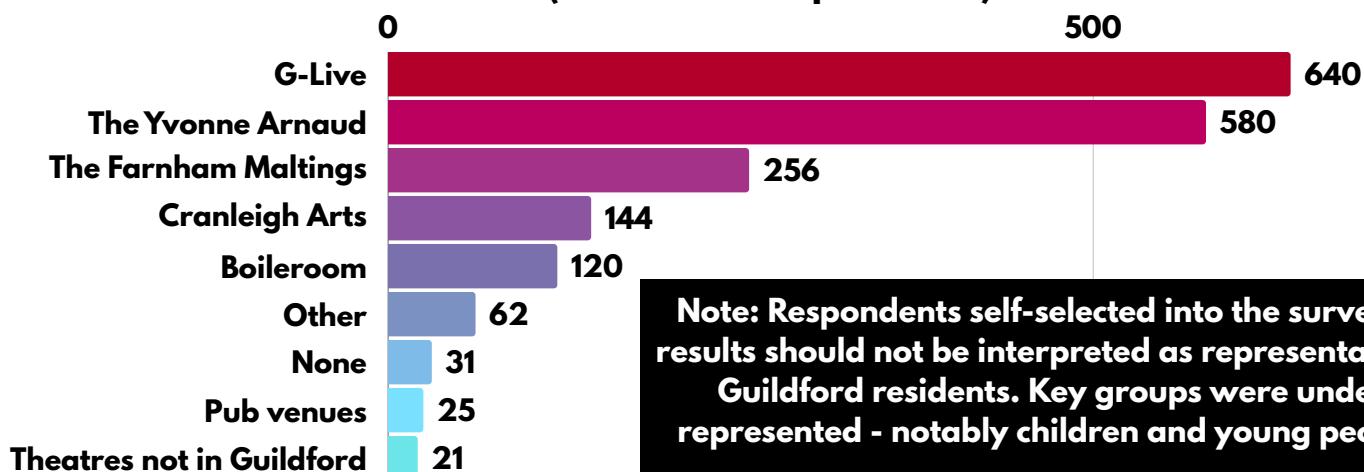


## Types of arts and cultural activity most interested in attending in the future (%)

**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.