

# THE LAST QUIZ NIGHT ON EARTH

**AUDIENCE SURVEY REPORT**

# SPRING 2022

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# 1 INTRODUCTION

This is a report analysing audience data from Box of Tricks' Spring 2022 tour of *The Last Quiz Night on Earth* by Alison Carr.



"Box of Tricks have completely nailed the notion of pub theatre with this play/quiz mash-up"

**The Reviews Hub**

It's the final countdown. Landlady Kathy invites you to the last quiz night on earth with Quizmaster Rav. He's the host with the most. But with time ticking, some unexpected guests turn up out of the blue. Bobby wants to settle old scores and Fran wants one last shot at love. Expect the unexpected to the bitter end.

Following two sold out tours of Chip Shop Chips, Box of Tricks is back with a bang in your local with Alison Carr's explosive pre-apocalyptic comedy *The Last Quiz Night on Earth*. So grab a drink and join us for a night you won't forget with plenty of drama.

Let's get quizzical, quizzical!



Over the course of the 6-week tour we visited 18 venues across 33 performances.

Our tour was delivered in partnership with:

- The Lowry
- Theatr Clwyd
- Black Country Touring
- Highlights North
- The Met, Bury
- Oldham Coliseum & Oldham Library

Our rural/urban hybrid tour was focused on delivering theatre to audiences with historically low cultural engagement.

This was embedded into the structure of the piece with an immersive pub quiz driving the narrative in site-specific/site-sympathetic spaces:

- Pubs
- Village Halls
- Libraries
- Community Venues

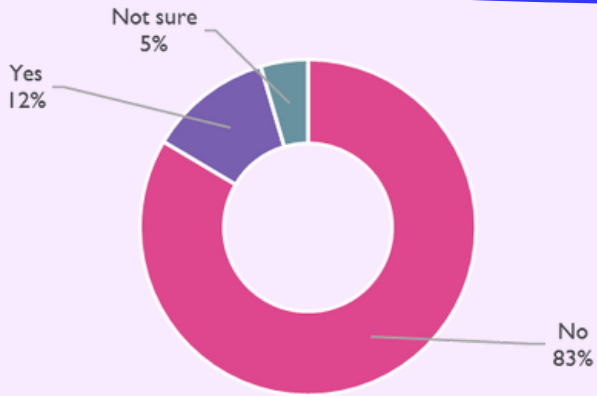
Throughout the tour, 7 venues were situated in Arts Council England 'Priority Places' with 11 venues situated within Department of Digital, Culture, Media and Sport 'Levelling Up for Culture' areas.

# 2 VENUE Statistics

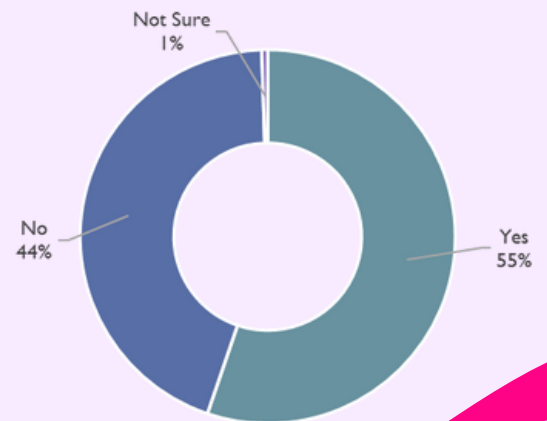
# 83%

## OF AUDIENCES WERE NEW TO BOX OF TRICKS

HAVE YOU SEEN A **Box of Tricks** SHOW BEFORE?



HAVE YOU VISITED THE VENUE BEFORE?



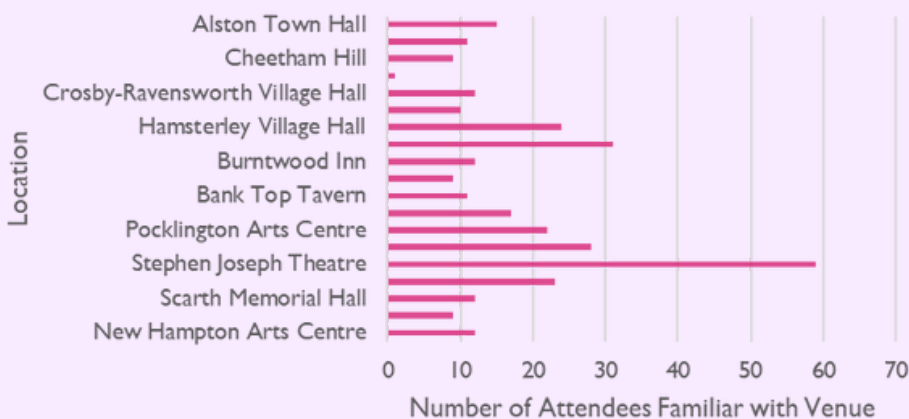
**55%**  
OF AUDIENCES WERE  
**familiar**  
WITH VENUES

The venues with the **highest** percentage of repeat attenders were:  
Stephen Joseph Theatre: 95.2%  
Edge Hill Arts Centre: 89.5%  
Hamsterley Village Hall: 82.8%

The venues with the **lowest** percentage of repeat attenders:  
Derby Brewery Arms: 12.5%  
Bank Top Tavern: 18.6%  
Burntwood Pub: 27.3%

AUDIENCES WERE MOST FAMILIAR WITH

## Stephen Joseph Theatre

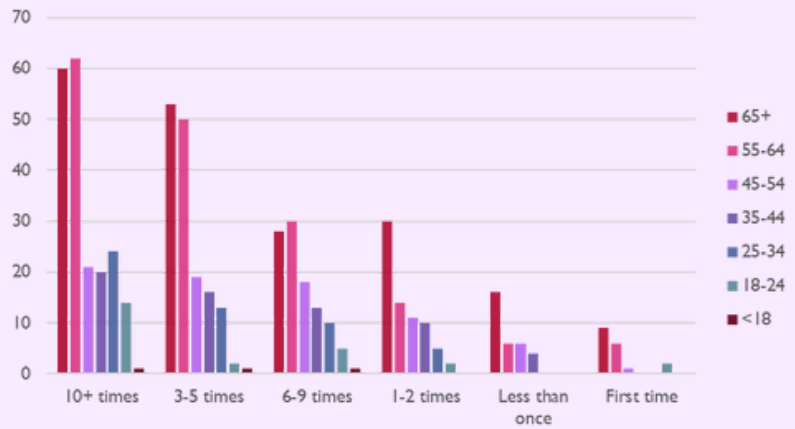
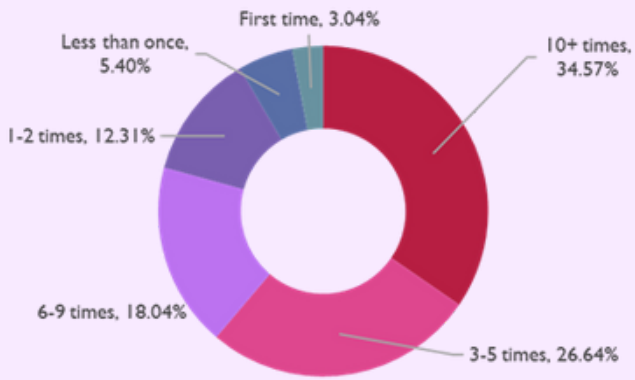


Audiences were most familiar with venues that were established or formal cultural hubs within their communities i.e. arts centres and village halls.

They were least familiar with venues that were not established as cultural hubs i.e. pubs and train stations.

This was particularly evident at venues like the Derby Brewery Arms in Cheetham Hill and Bank Top Tavern in Oldham which are geographically close to larger, established arts venues in Greater Manchester.

# 3 AUDIENCE Arts Engagement



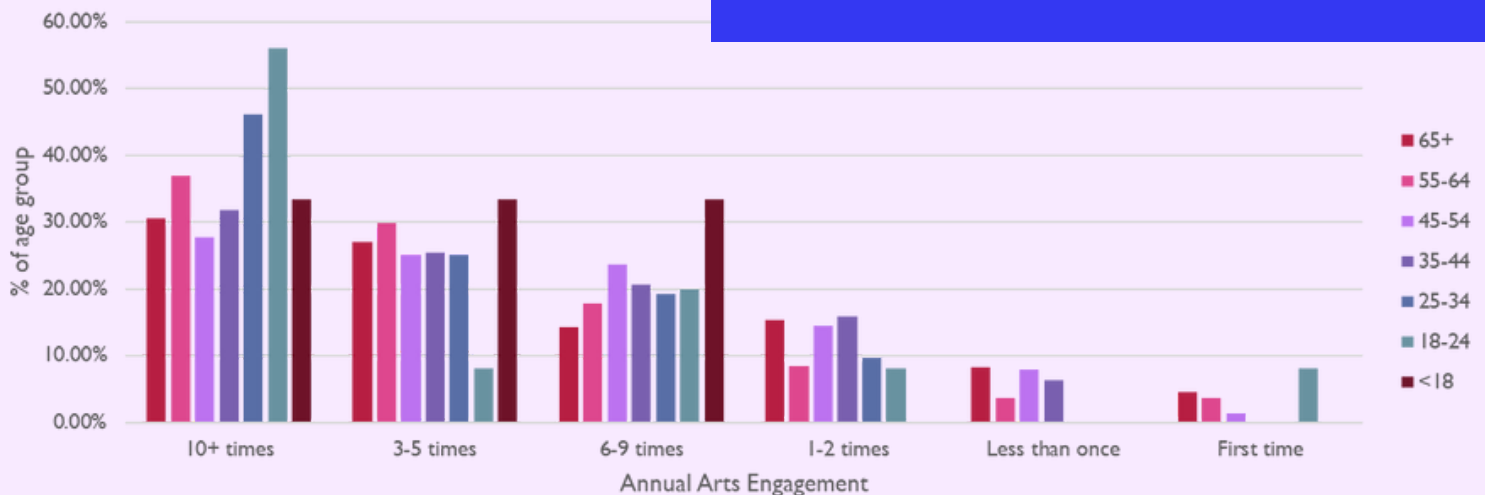
**20%**  
OF AUDIENCES WERE NEW TO THE ARTS OR ENGAGED WITH ARTS EVENTS LESS THAN TWICE A YEAR

From the above graphs, it is clear to see that engagement with the arts was a priority for many of our audiences: **34.6%** of audiences regularly attend the arts (10+ times/year).

When these engagement statistics are examined by age, it initially appears as though the age groups most involved in the arts are those aged 44+. This is misleading, however, as this spike in audience engagement relates more to the fact that those aged 44 and older equated to almost 76% of the audience demographics.

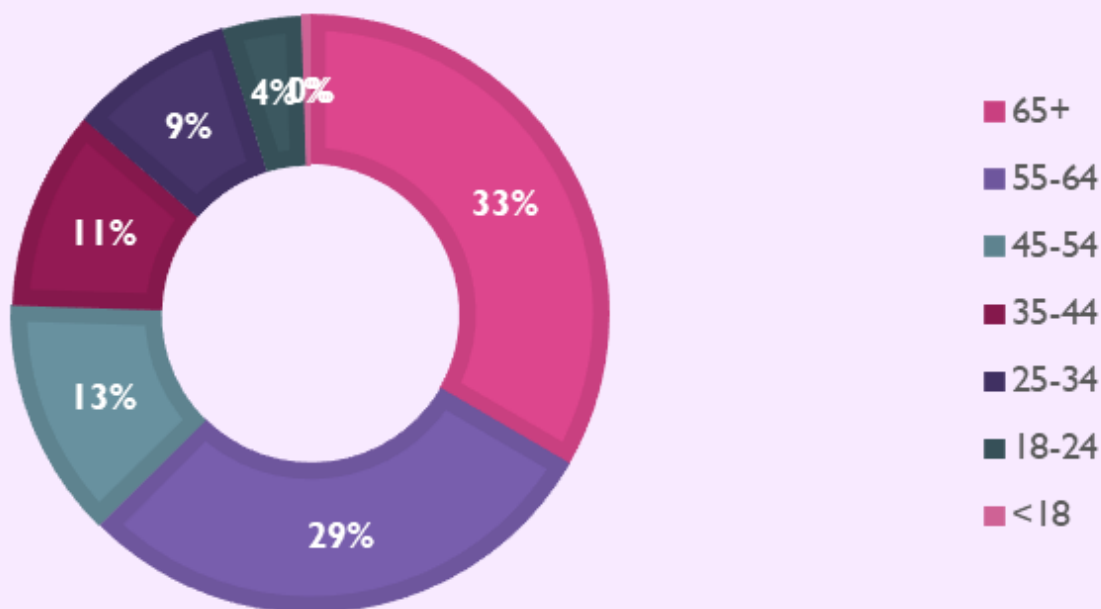
When the responses were broken down by arts engagement as a percentage of each age group, those who participated in arts events 10+ times a year equated to 30% of most age groups. The distribution of audiences who regularly attend the arts and those who were moderately engaged (3-5 arts events annually) were similar. This evidences how our show engaged with a broad cross-section of audiences across multiple audience segments.

## ARTS ENGAGEMENT BY % of Age



# AUDIENCE Arts Engagement

## AGE GROUPS



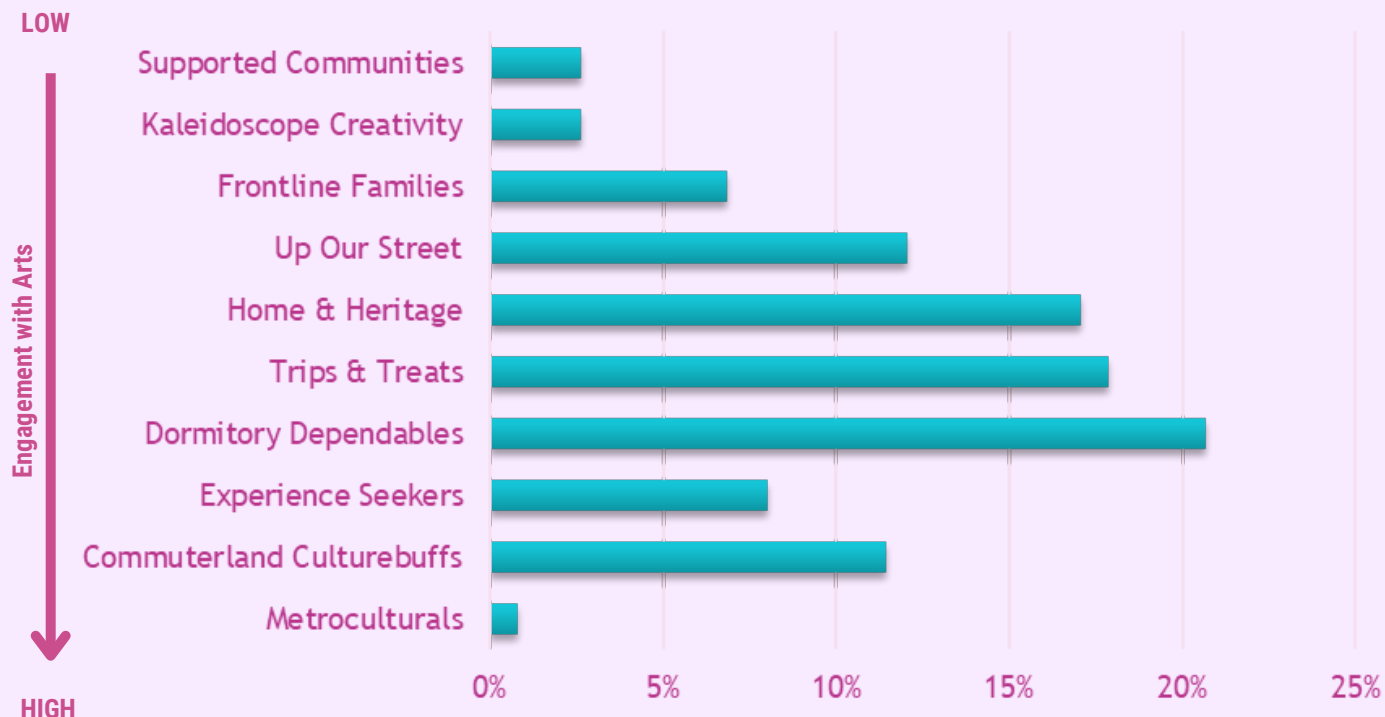
**33%**  
OF AUDIENCES AGED  
**65+**



**62%**  
OF AUDIENCES AGED  
**55+**

# 4 AUDIENCE Segmentation

## POSTCODE ANALYSIS



**25%**

OF AUDIENCES WERE PART OF  
LOWEST ENGAGED AUDIENCE

SEGMENTS  
**4% higher**  
THAN UK AVERAGE

**55%**

OF AUDIENCES BELONGED TO MEDIUM  
ENGAGED AUDIENCE SEGMENTS

**13% higher**  
THAN UK AVERAGE

# AUDIENCE **Segmentation**

The most engaged segments compared to the UK averages were:

**Home and Heritage:** 9% higher than UK average

**Trips and Treats:** 4% higher than UK average

**Up our Street:** 4% higher than UK average

WHICH ARE **ALL**  
MEDIUM OR LOW ENGAGEMENT  
AUDIENCE SEGMENTS

## **COVID-19** AND OUR AUDIENCES

The Audience Agency have identified that:

- Over-65s are more likely to say they won't attend cultural events as often in the future.
- 1/3 people expect to attend closer to home than pre-pandemic
- 30% of people say that they have discovered new cultural things to do in their local area that they didn't know about before Covid-19

The Last Quiz Night on Earth was very popular for those aged 65+ due to its rural touring nature. Audiences did not have to travel far outside of their bubbles. Performing theatre in familiar and smaller locations made audiences more comfortable with attending.

The tour focused on providing local participation and in doing so has not only made theatre more accessible to those in rural areas but provided Covid conscious theatre experiences, easing communities into arts attendance again.

### GET TO KNOW THE AUDIENCE SEGMENTS WITH THE **HIGHEST** ATTENDANCE:

**Up our Street: 12% of audience**

- Soon-to-be/ already retirees
- Working-class background
- From industrial Northern/Midland towns

**Home & Heritage: 17% of audience**

- Semi-retired home owners
- Heritage focused
- Limited ability to travel far

**Dormatory Dependables: 21% of audience**

- North West based
- Heritage focused
- Cultural trips reserved for special occasions

**Trips & Treats: 18% of audience**

- Interested in affordable cultural activities
- Family and community oriented
- Interested in participatory arts







21

SELL OUT SHOWS

80%

AUDIENCE CAPACITY



# 7 ACKNOWLEDGEMENTS



## Creative team

**Playwright:** Alison Carr (she/her)

**Director:** Hannah Tyrrell-Pinder (she/her)

**Designer:** Katie Scott (she/her)

**Sound:** Chris James (he/him)

**Production Manager:** Alice Longson (she/her)

**Technical Stage Manager:** Joe Colgan (he/him)

**Press:** Becky Martin PR

**Executive Producer:** Max Emmerson (he/him)

**Assistant Producer:** Arisha Marsh (they/them)

**Marketing:** Al Lockhart-Morley (he/him)

**Photographer:** Grant Archer



## Cast

**Kathy:** Meriel Scholfield (she/her)

**Bobby:** Chris Hoyle (he/him)

**Rav:** Matthew Khan (he/him)

**Fran:** Tilly Sutcliffe (she/her)

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Edited by **Adam Quayle**

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# LET'S GET QUIZZICAL!

# QUIZZICAL!