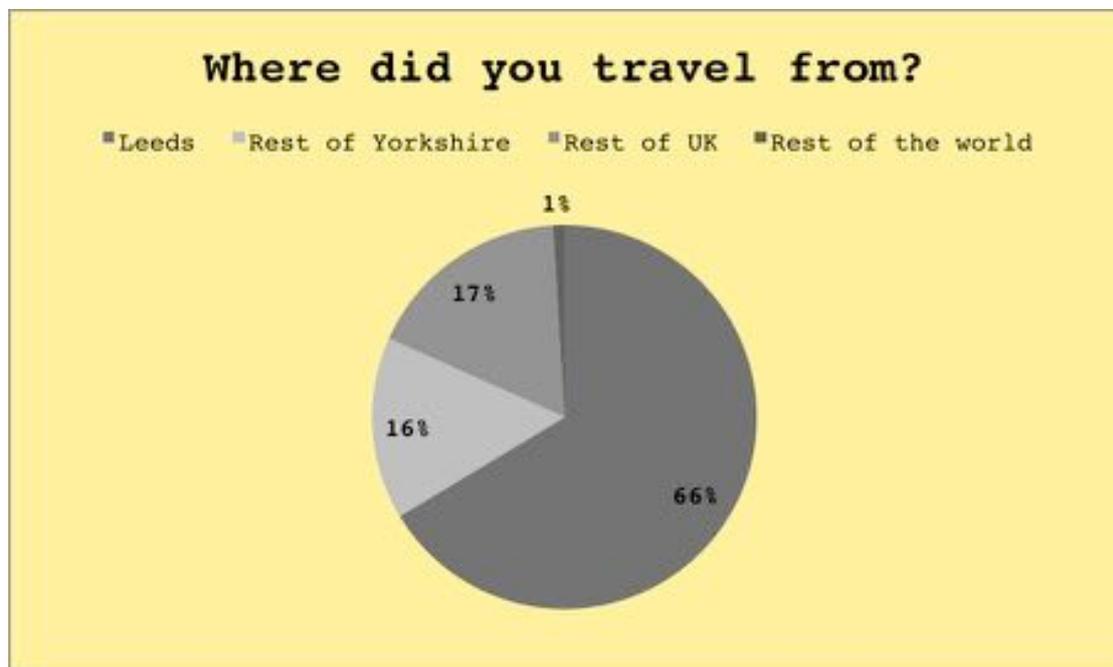


Compass Festival 2014 – Audience analysis

1. Where did you travel from?

Audiences were asked to enter their postcode into paper and online feedback forms. The below maps demonstrate the wide spread of destinations travelled from across the UK, with a strong bias towards the North of England and Leeds.

- 1 in 3 respondents travelled from outside of Leeds to attend the festival
- Locations included York, Bradford, Sheffield, Lincoln, Nottingham, Manchester, Lancaster, and from far afield as Edinburgh and Truro.



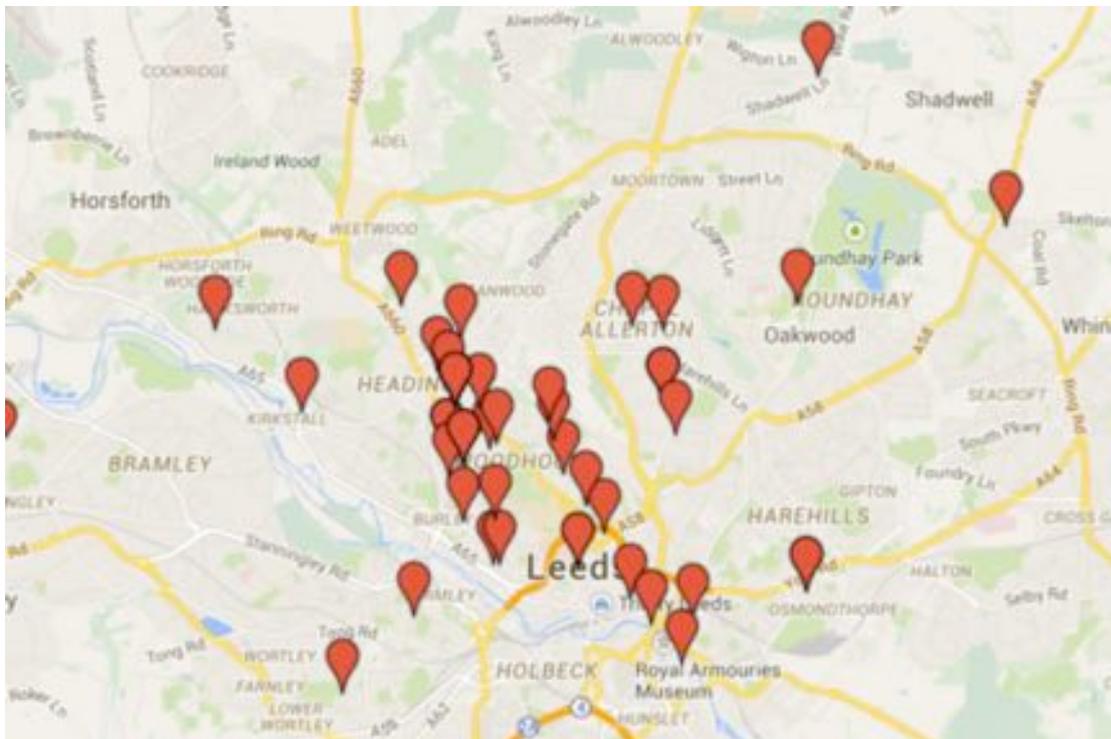
Nationwide locations



North of England locations



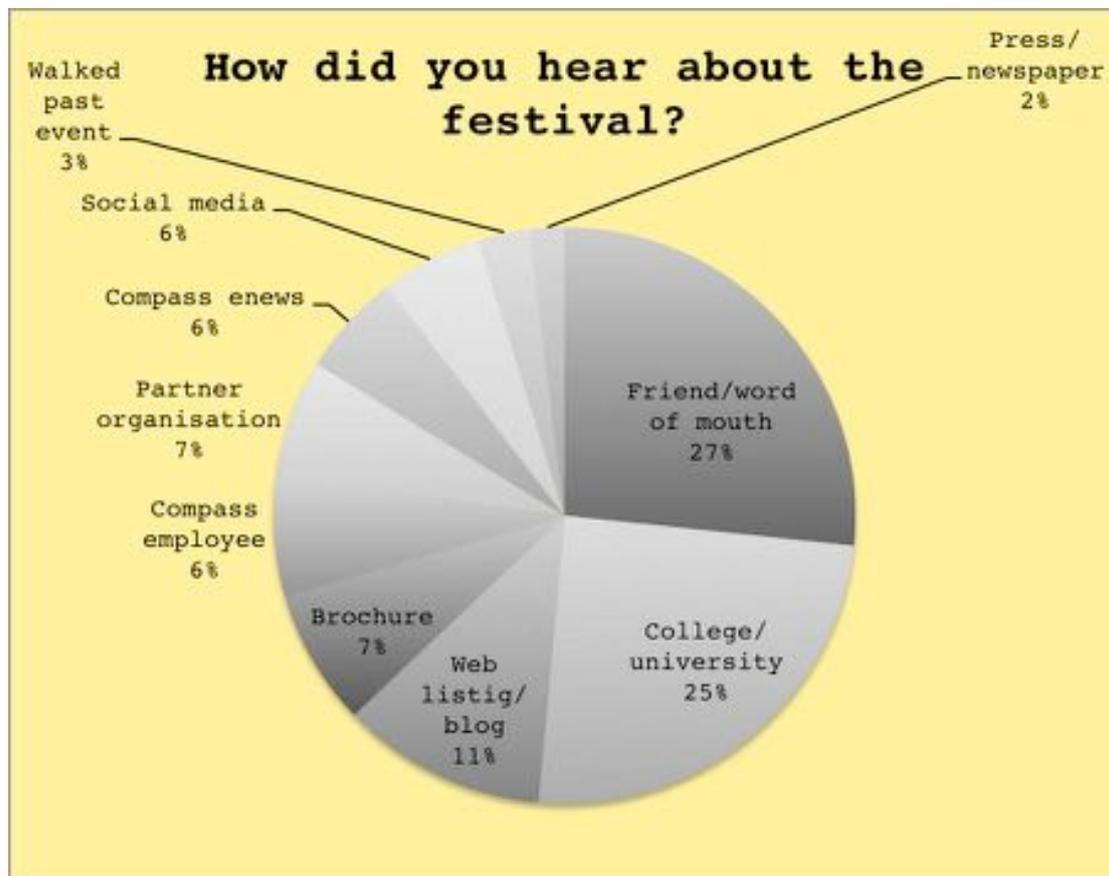
Leeds area locations



2. How did you hear about the festival?

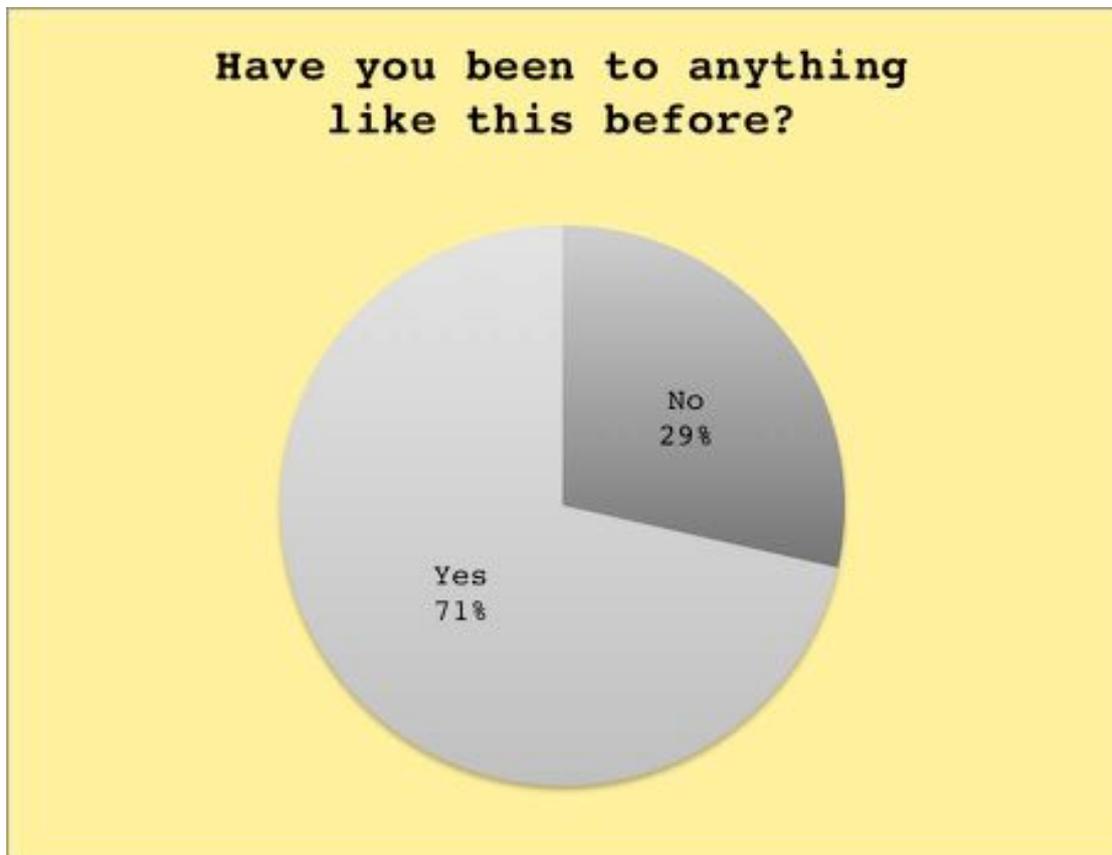
Respondents were asked to write how they heard of the festival. The responses were grouped into the areas indicated on the chart below.

- **Word of mouth and recommendation is vitally important to the festival accounting for 1 in 4 people hearing about the best.**
- **A further 1 in 4 heard about the festival through university, demonstrating Compass's strong engagement with a student audience and strong links with local institutions.**



3. Have you ever been to anything like this before?

Almost 1 in 3 respondents were new to live art or similar events



Further questions

- Only 1% thought shopping was better than the event they attended.
- 98% thought the audience was important to the work they saw
- Only 6% of audiences were 'confused' by the performance they saw

Feedback for improving

Somewhere comfy to sit in installations

More guidance for events taking place in the dark (We see Fireworks)

More info on navigating the city during the festival

Warmer time of year

Wifi provision

More technical support for app (If You Go Away)clear instructions on turning the mobile device

Bigger capacity at performances

Better sight lines at performances

Documentation of the shows to watch again later after the festival had finished
More visibility of staff and volunteers to guide events
Clarity in printed brochure of start and end times
More post show discussions
Better box office provision and service at stage@leeds
Clearer booking on website