

UACA Audience Interview Questions

Thank you for taking part in this interview. I'm a researcher at Sheffield Uni in the music department and I am part of a team who are exploring how people around the country engage with the contemporary arts. That might mean contemporary music, new theatre, modern art, contemporary dance or anything in between. Some of the people we speak to will go to lots of events, and others may have only been to one. I'm just interested to hear about the kinds of arts that you go to, as well as things that you don't attend. There are no right or wrong answers, and I'm not expecting you to be an expert - we just want to hear about your experiences and your views. The voucher we've given you is in no way intended to influence your answers.

We'll probably talk for around 45 minutes (**check for any time constraints**). If there's any question I ask that makes you uncomfortable (I hope not!), please just ask to move on. You can stop the recording at any time or end the interview at any time - you can keep the voucher even if you decide to withdraw from the study. I'll record the interview and afterwards, I'll transcribe it and then send it back to you to check it's all accurate. Do you have any questions?

(Sign consent form. Check they understand anonymity. Check if they want signed copy)

(start recording) I'm going to ask you about three things (although we might cover them in a different order if that makes more sense):

1. What kinds of arts and cultural events, performances, exhibitions you tend to go to and why
2. Your views are on what the arts are like in this city
3. And finally, how is it that you came to be interested in the arts and how your interests have changed over the years

End

Well, that's everything that I wanted to ask you about. Is there anything we haven't covered about what the arts mean to you?

Thinking first about the kinds of arts you engage with as an audience member...

1. A big, broad question to start, how would you describe the kinds of arts events you attend?

2. How would you characterise the [artform] you go to?

Prompt for contemporary / classic / mainstream

3. How often do you attend? Has that changed over the years?

Would you like to have more opportunities to attend or do you think you're at capacity?

Throughout prompt for:

Music, Dance
Theatre, Visual Art

Film, spoken word,
circus, craft, opera

Great, so that gives us an overview of the arts you engage with, now digging in a bit deeper...

4. Are there particular organisations that you go to?

How long have you been coming to [X]?

How did you first find out about it?

If they haven't said - what about this host

5. How do you choose what to attend?

How important is the programme, artists, venue, the rest of the audience?

What about things like talks, Q&As, open rehearsals, workshops...?

Who do you go with?

6. As we've been talking, have you had in mind particular events when you've been impacted deeply by an art work or when you've really not liked something you've seen?

7. [if they 'never' go to an artform] What are your thoughts on [that artform]?

Can you envisage a situation where you would attend [more / at all]?

8. This project is called 'understanding audiences for the contemporary arts'. Do you think 'contemporary' is an appropriate word to use to describe the kinds of arts you engage with?

Thinking about the arts in this city more generally...

1. You've mentioned lots of organisations in the city, but there are some that you haven't mentioned. I've got a sheet with logos of lots of arts organisations in the city. Can we talk through which ones you've heard of? What's on your radar?
 2. How do you find out about what's going on with the arts?
Do you actively look for things on a particular day or wait for something to take your fancy?
 3. What do you think of the arts in this city?
Is there anything missing or lacking? Do you have to travel elsewhere for anything?
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Finally, I want to ask you a bit about your background...

1. How is it that you came to be interested in the arts?
Parents or family, school
Has anyone in your life particularly influenced which arts you engage with?
2. How have your interests in the arts changed over the years?
3. Have you ever worked in the arts? What jobs have you done?
4. I've only asked you about the arts - could you tell me how the arts fit with your other interests?