



Market Research Questions:

Hand Me Down Theatre, Devised Performance Title

FIRST POSSIBLE NAME

1. When you hear the name 'Interpret this' what comes to mind?
2. What kind of a theatre piece do you think 'Interpret this' would be?
3. Would you go and watch a piece entitled 'Interpret this'?
4. (After describing a bit about the show) Do you believe this name sufficiently explains/describes the content within the piece?

SECOND POSSIBLE NAME

1. When you hear the name 'Take me by the tongue: Interpret this' what comes to mind?
2. What kind of a theatre piece do you think 'Take me by the tongue: Interpret this' would be?
3. Would you go and watch a piece entitled 'Take me by the tongue: Interpret this'?
4. (After describing a bit about the show) Do you believe this name sufficiently explains/describes the content within the piece?

THIRD POSSIBLE NAME

1. When you hear the name 'Take me by the tongue...From Shakespeare to Pitbull' what comes to mind?
2. What kind of a theatre piece do you think 'Take me by the tongue...From Shakespeare to Pitbull' would be?
3. Would you go and watch a piece entitled 'Take me by the tongue...From Shakespeare to Pitbull'?
4. (After describing a bit about the show) Do you believe this name sufficiently explains/describes the content within the piece?

ABOUT ALL TITLES

1. Out of the three titles given, which one appeals to you the most?
2. Which show out of all three would you personally most like to watch based purely on the title?
3. Which title do you think best matches the show we described to you earlier?

*All questions will be asked in a face to face interview, and responses will be written down based on the age group asked

AGE GROUPS

(16-21) (35-50)

(22-34) (Over 50)