

We asked 458 young people their feedback

on our production
“Possum Magic.
The Stage Show”

@monkeybaatheatreco



Here's the results...





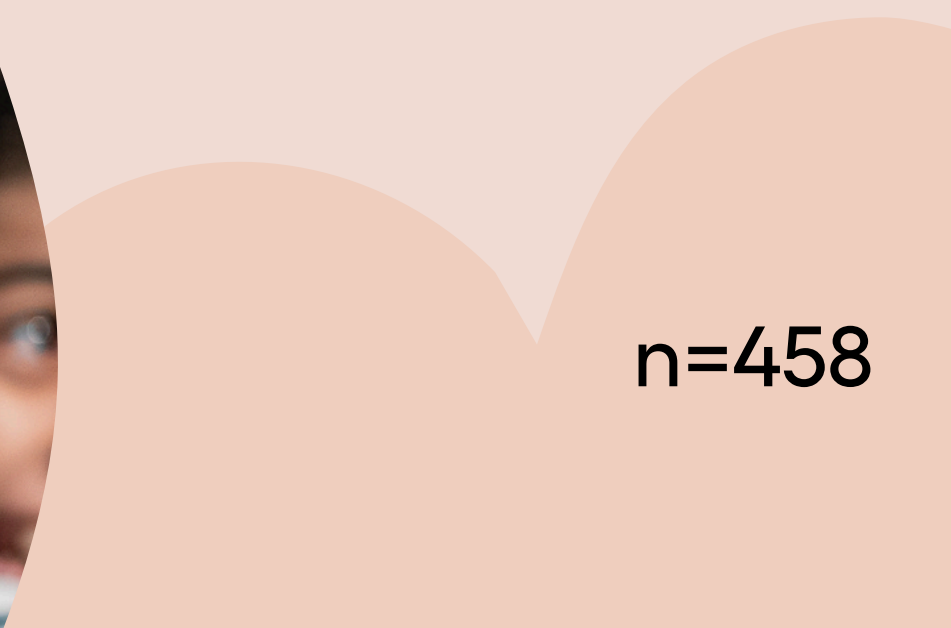
91%

loved the show

(another 8% liked it a little)



n=458



n=436

91%

had heard of the story before attending.

(Not surprising, given the book's popularity)



"Happy" was the predominant feeling experienced during the show.

Happy: 96%

Surprised: 46%

Curious: 42%

Scared: 17%

(Feelings were diverse, and there's a
scary scene involving a ssssssssssnake)

n=457



Why emotions?

- Research shows that live theatre can improve children's emotional development, especially during early years.
- We did not shy away from complex emotions and took a balanced approach.
- The complete list of feelings tested were: Happy, Surprised, Curious, Scared, Sad, Confused, Bored, Excited, Angry.



**The show prompted
further thought,
discussion and
creative play.**

62%

asked questions about the
story or characters.

56%

shared the story or themes
with friends or siblings.

37%

engaged in imaginative
play related to the show.

n=429



n=449,467, 476

About the young people who attended

0-5 year old

over 70% and 6-12 yrs
old (28%)

62%

Most attended with their
parents/carers and
grandparents (33%)

88%

attended a Monkey Baa
show for the first time.

How did we gather feedback from young people?

With the help of mums, dads, carers and grandparents.

1. A fun colouring-in activity sheet to capture the feelings question.
2. Adults observed the kids after the show.
3. A carefully crafted survey for adults with sections for children to answer.



What will we do next?

- We are keen to conduct a more comprehensive study to evaluate the impact of our work on the wellbeing of young people.
- We are currently seeking funding support for this impact study.
- Watch this space.

Thanks to our
research partner

monkey theatre
baa co.

CultureCounts