

Raconteurs Community Survey Final Report

In October 2016, Raconteurs Storytelling conducted a community survey to determine who our audience is and how we can better or best to serve them.

We received 58 replies; the data we received is compiled for readability into this report. For the most part, we relied on write-in answers so that our audience could be as specific as they felt comfortable. No question was required, others accepted multiple answers.

All personal identifying data (name, email address) have been deleted and are no longer on file.

Uncompiled data on the original Google Form can be found at <https://goo.gl/forms/kKhGcgwr7DKm1CfN2>

If you missed the survey period but still want to give feedback, we want to hear from you! Send an email to mail@raconteurs.ca !

So what are we doing with this information?

Making the show better, of course!

You can learn about some of the changes we're making to the show and to our organization based on the findings of the survey on our blog at www.raconteurs.ca/community-survey-results.

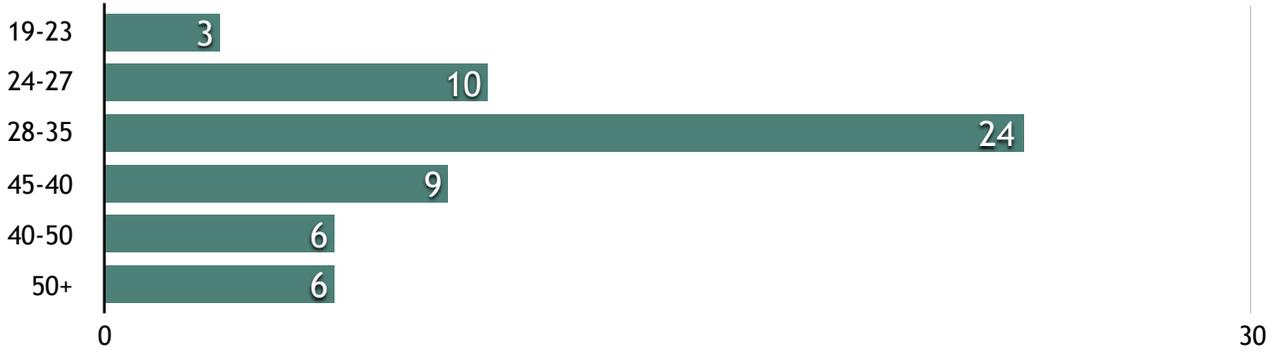
A SINCERE THANK YOU to all our community members who took the time to fill out this survey!
Your feedback is invaluable to us!

Yours,

Laura-Louise Tobin
Executive Director
Raconteurs Storytelling

SECTION 1: DEMOGRAPHIC QUESTIONS

What is your age?



What is your gender? *



Do you identify as LGBTQIA? *



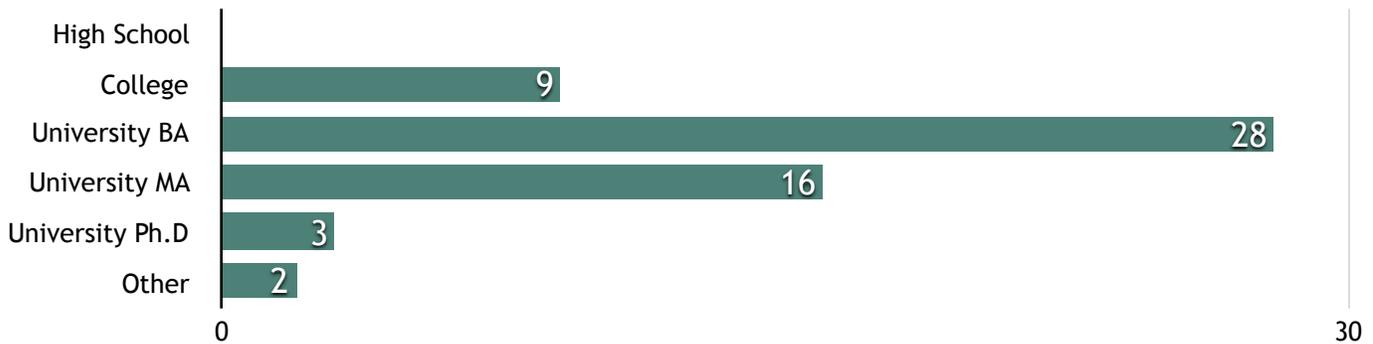
Do you identify as having a physical disability or mobility issue?



Do you identify as part of a racial or ethnic community?*

Yes (6)	No (25)	Arab (2)	Jewish (5)
Chinese (1)	East Indian (2)	French (1)	Italian (2)
White (7)	N/A (1)	Latino (2)	

What is your education level? *



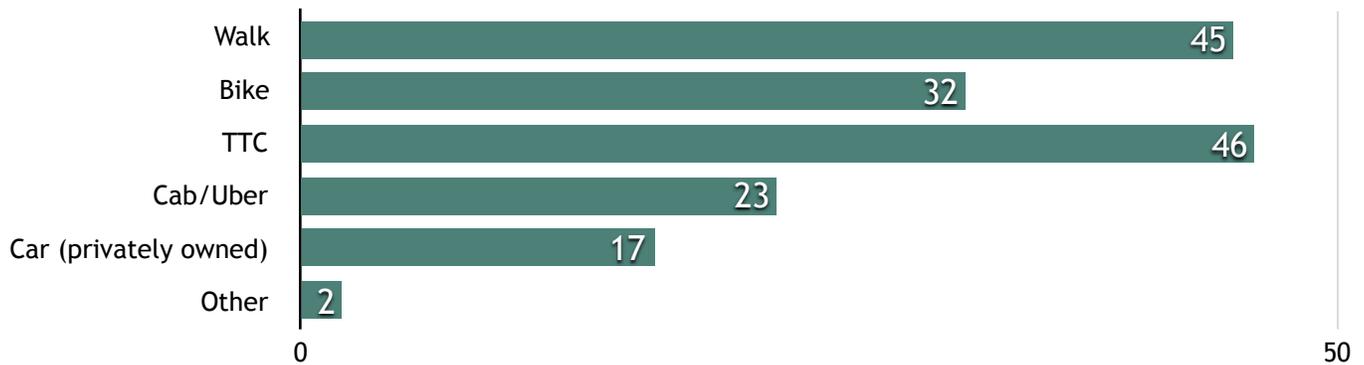
Area of study? *

English / Literature (8)	Sociology (2)	Anthropology	Music
Journalism (3)	Graphic Design	Women’s Studies	Engineering (2)
Peace / Religion	Theatre	Urban Studies	Law
History	Business (2)	Health Care	ASL interpreting
Culinary arts	Computer science	Clinical Psychology	Ecology
Political Science (2)	Education	Graphic Design (2)	Documentary media
Design (2)	Web Design	Public Health	Human Rights
Fine Arts	IT	Library Science	Biology
Credit management	Philosophy	Arts & Science	Environmental studies

What area of the city do you live in? *

Annex (incl. U of T / Harbord Village) (7)	East End (Leslieville, Beaches, Riverdale, Danforth) (7)	Cabbagetown (3)	North York (3)
Outside Toronto (Oakville, Peel, Bolton, Richmond Hill) (5)	West End (Parkdale, Queen West, King West) (6)	Trinity-Spadina (Little Italy, Little Portugal, Trinity Bellwoods) (3)	Forest Hill (2)
Etobicoke (1)	Downtown (3)	Church / Jarvis (2)	Downtown (4)
Bloordale/Bloorcourt (incl Christie Pits, Koreatown) (8)	Junction / High Park (3)	Davenport (Christie/Ossington) (1)	

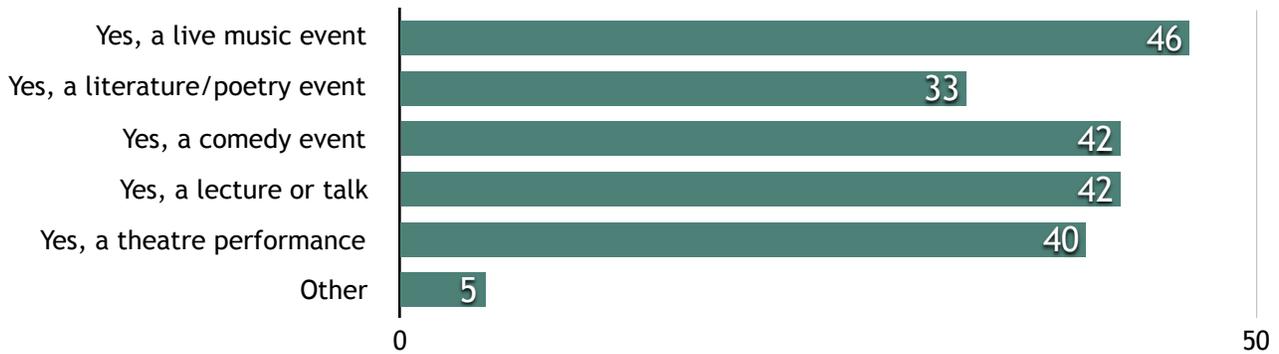
How do you travel within Toronto?



Is there anything else you'd like us to know about you?

I listen to a lot of storytelling podcasts	nope, but thx
I'm a first-generation immigrant	I have a kid
I am a teacher, a caregiver, a grandma (the 'best' thing that I am, by the way), a 'word' person, a dog-lover.....and on and on and on	No (50)

During the past six months, have you attended one or more other event?

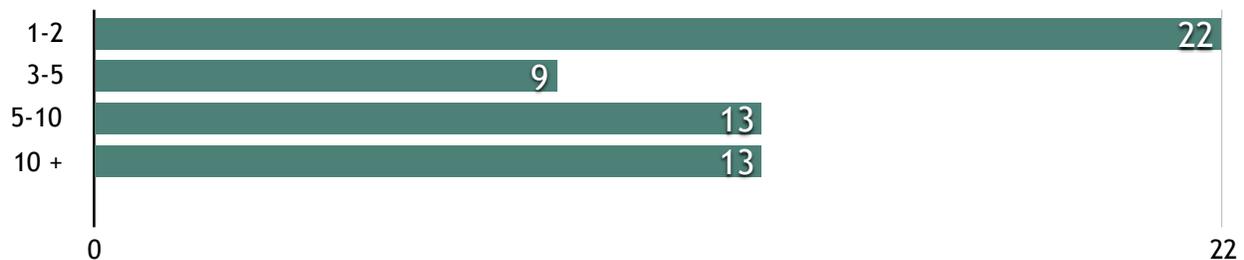


Have you attended other live storytelling events? If so, which ones?

No, only Raconteurs (15)	True Stories Told Live (11)	Pressgang (2)	Fireside Tales (5)
Yes (unspecified) (7)	Dare (4)	The Moth (3)	High Stakes (3)
Confabulation (2)	Tinder Tales (3)	Stories Of Ours (2)	Story Collider (1)
416 Dating (1)	Storystar (1)	RISK! (1)	The Spoke (1)

Section 2: AUDIENCE QUESTIONS

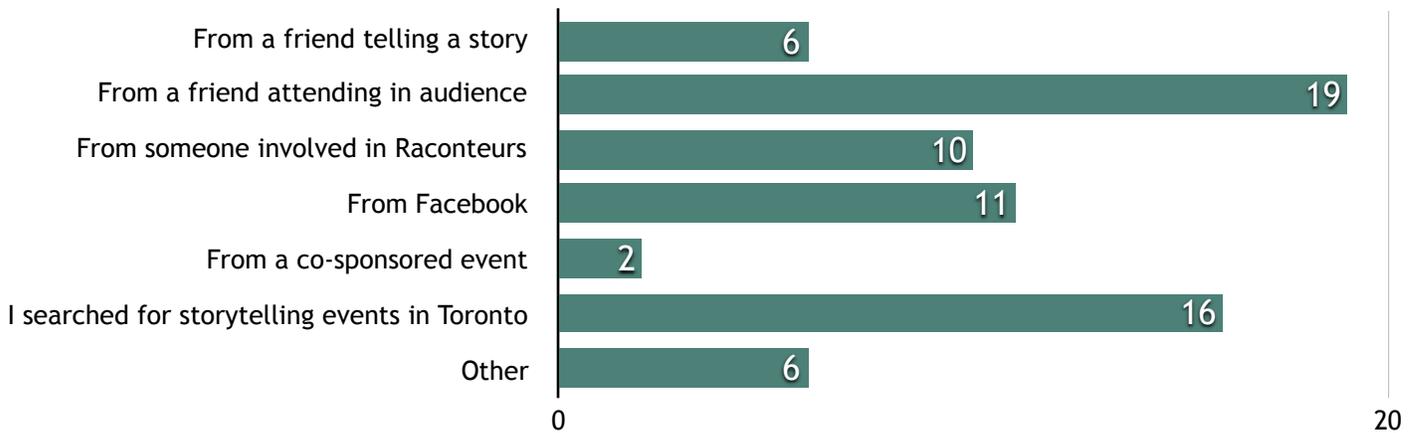
How many Raconteurs events have you been to?



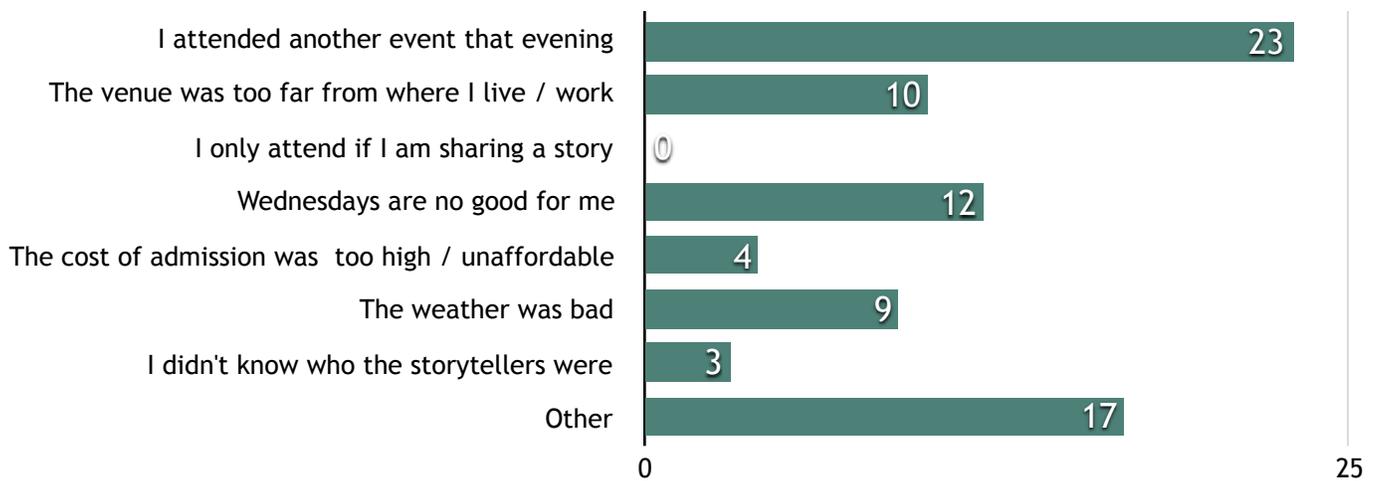
How long have you known about Raconteurs?



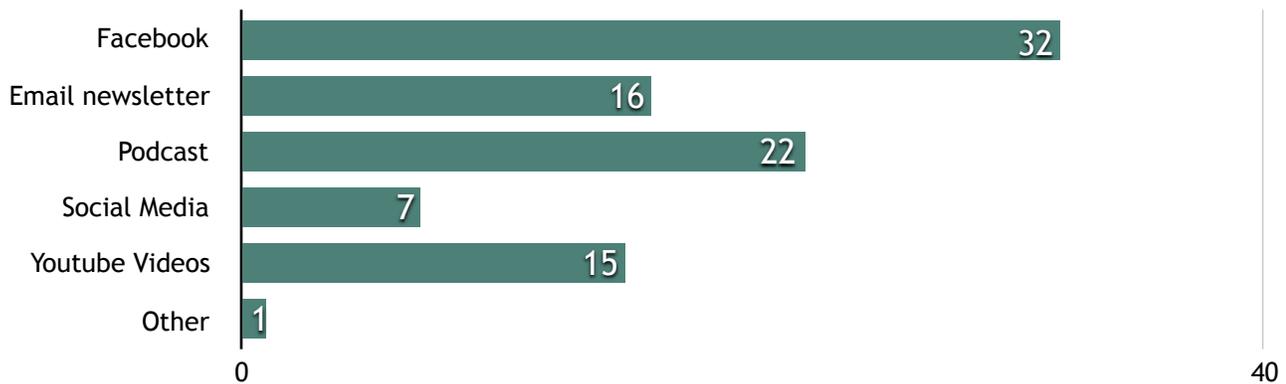
How did you find out about Raconteurs?



Have you ever wanted to attend but skipped a Raconteurs event? Why?



What other ways do you like to connect with Raconteurs?



Would you recommend Raconteurs to a friend?



Why or why not?

It's my fav!

It's a great show.

Depends who is on.

It's fun

Because its fun and cheap
fairly reliable

Listening to stories is one of the greatest joys of human life.

i love storytelling and connecting to peoples stories and love the different themes

A great evening out with great story tellers
haven't been enough times.

Unique was to spend an evening; great to connect with people in Toronto who have similar
interests and experiences

Consistent stories. Good example of what a storytelling night is like. Reliable.
Inexpensive and fun night out

live storytelling rocks! From what I've seen, Raconteurs has interesting well-rehearsed
storytellers.

Great stories, fun time.

See above. I also might just be tired of the storytelling scene
I have not attended.

Well delivered storytelling is the best thing!

It is a good date activity

It's always a great time and the audience members are always the kindest folks.

Unique and positive event!

I need more space to answer this

It's different.

I always try to bring new friends to Raconteurs. It's a fun and unique event to attend in the
city of Toronto.

It's fantastic!

Because it's fun!

interesting community event connecting with people

It's well curated, a nice location, and not too long.

Focus on comedy instead of depth, emotion.

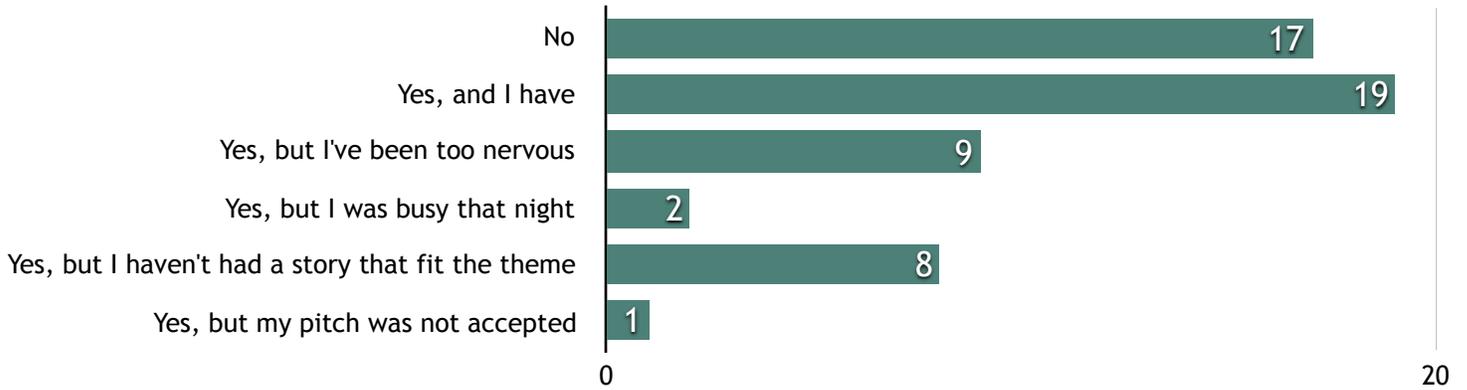
Live storytelling is becoming a lost art so we need to keep it alive and well.

Very engaging and entertaining. Super supportive audience.

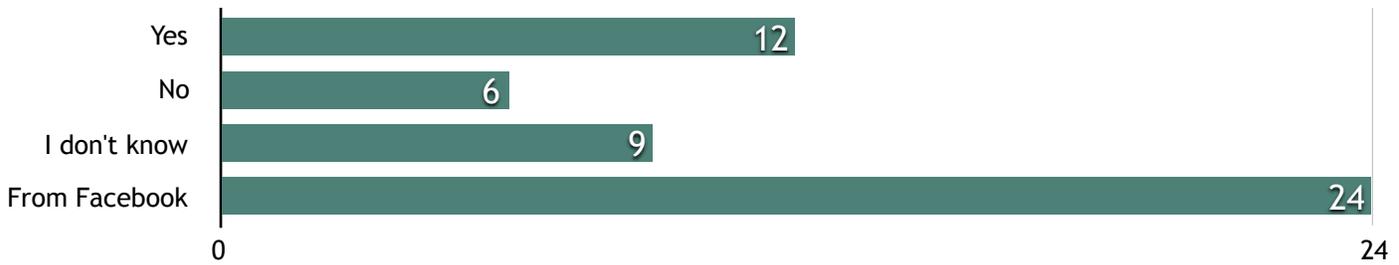
It's a great event – stories are always a mixed bag but worth it!

Love the idea behind storytelling

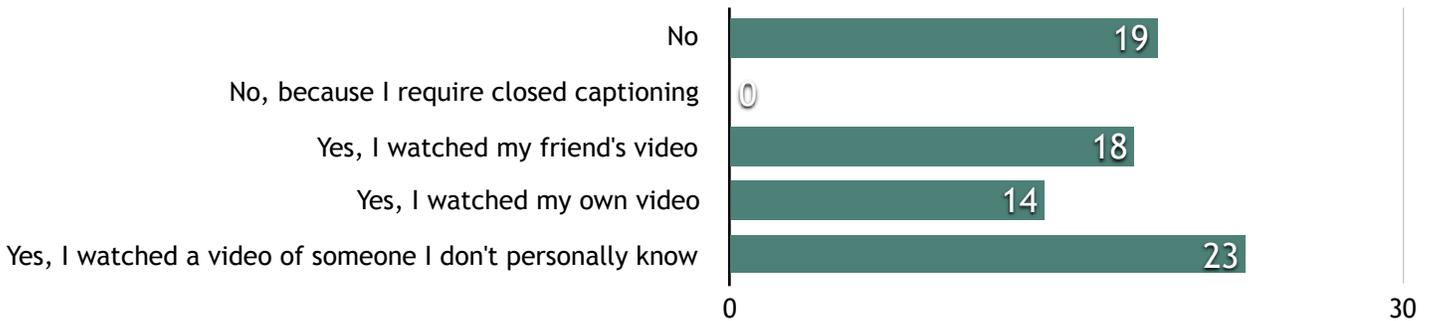
Have you ever been interested in sharing a story at Raconteurs?



If you have been interested in telling a story but too nervous, would having some coaching make you more likely?



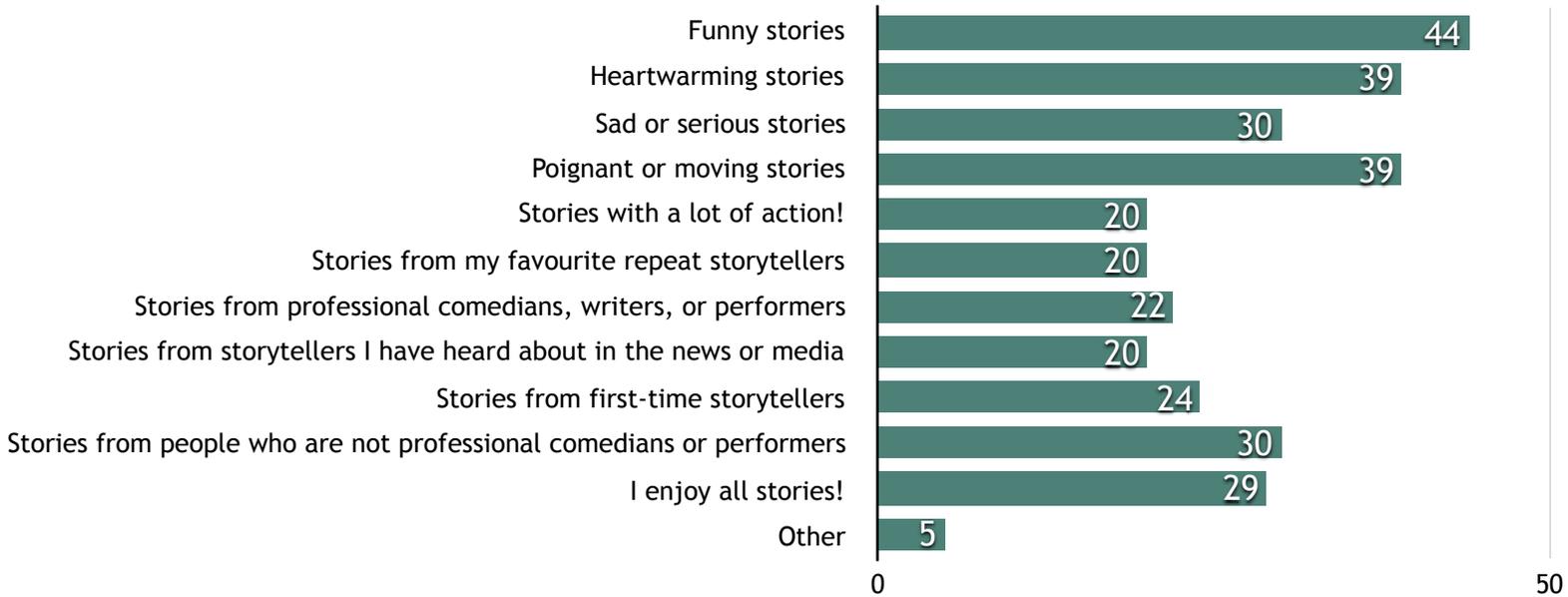
Have you watched videos on our YouTube Page?



What do you value about Raconteurs?



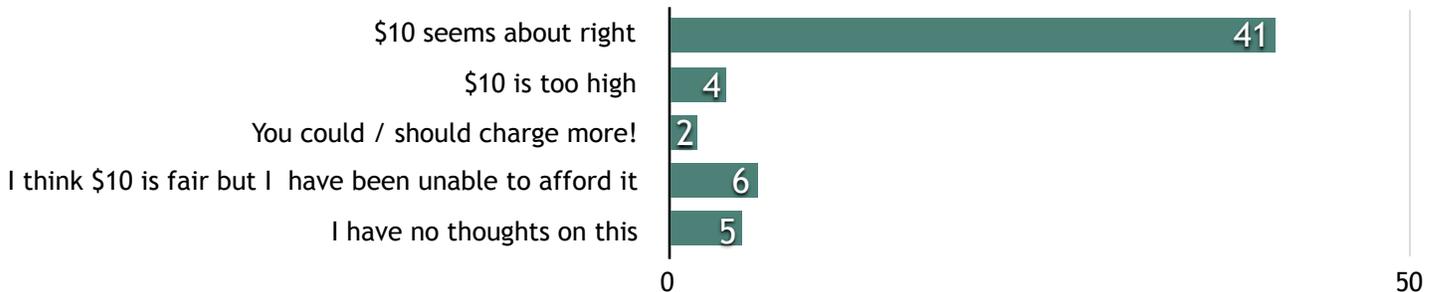
What types of stories do you like hearing at Raconteurs?



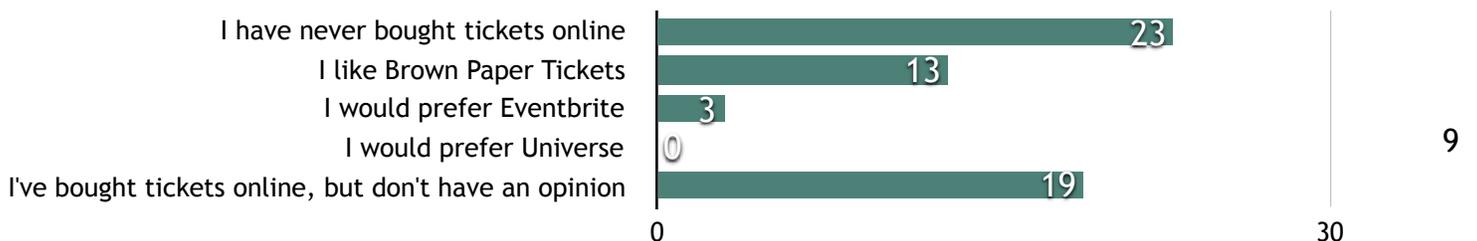
How do you like the current event format?



What do you think about the cost of the monthly show?



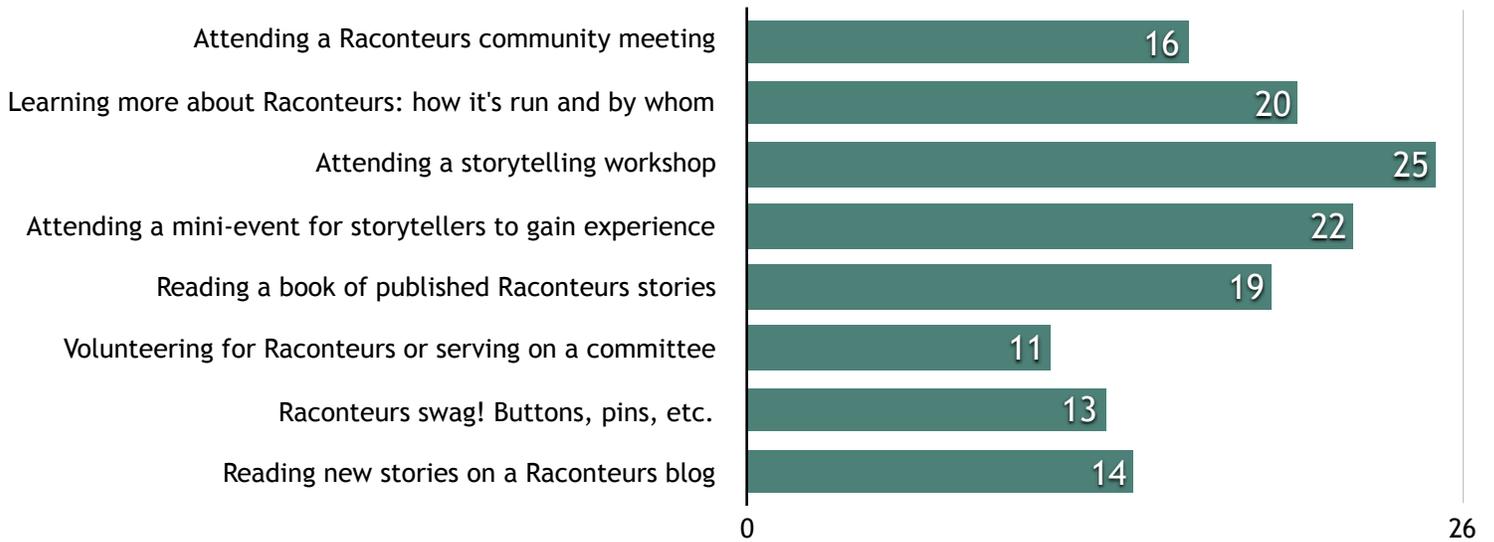
What do you think of our online ticketing?



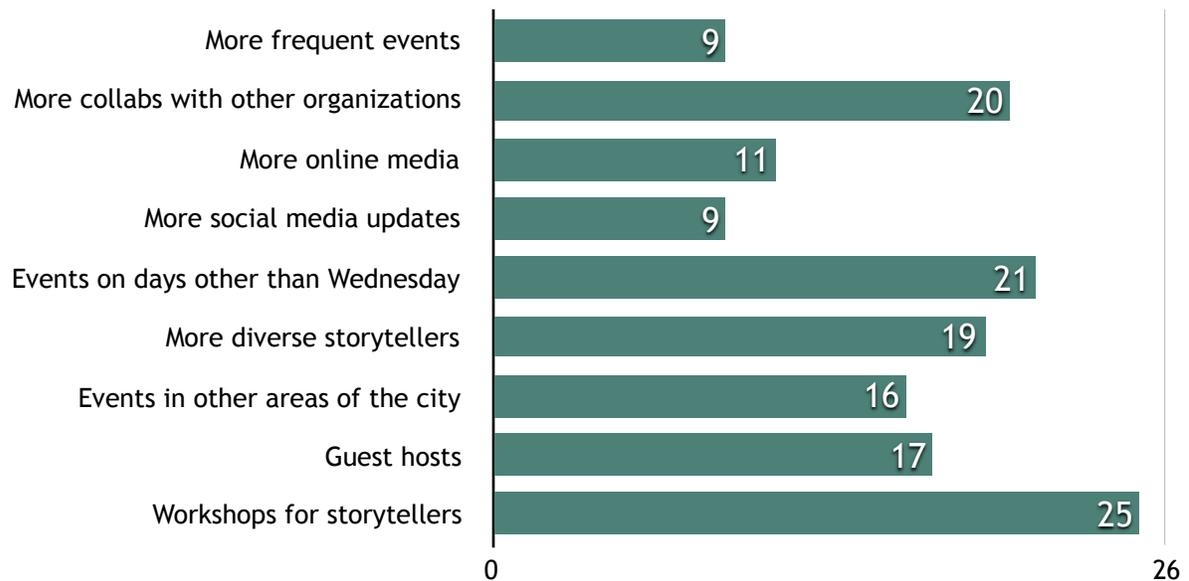
Did you know that Raconteurs is an incorporated non-profit organization?



Would you be interested in any of the following:



How could Raconteurs improve?



Is there anything else we could do to improve our events or organization?

No

I find that occasionally, even though some stories are hilarious the performance reads more like a stand up comedy routine than a story.

Pay storytellers

My biggest issue is events never starting on time – with three acts, it can go pretty late into the night and since I have to work in the morning, the later we start the more likely I have to duck out during the second break, which I feel bad about. An earlier start or just sticking to the stated start time would be super helpful.

Even more emphasis on diverse storytellers

Shorter breaks

develop a clear system for use of funds

Can you read the titles of the stories for before performers take the stage?

Earlier end time (maybe achieved by earlier start time)

A new host/emcee with strong stage presence would make the regular events better.

I think that having more events or having events on different nights might bring out some new faces but you guys seriously rock already! Keep up the amazing work! :)

Pay storytellers

Start on time, reduce gaps between story tellers, reduce the volume of the ear-splitting music so people can talk to each other during intermissions. If you say the next person will take the stage in 15 minutes, don't make people wait 30 or 40 minutes. Most of the stories were good when I attended but I never returned because it was so poorly organized. Respect your audience!

I would love it if you used something other than Facebook to ask for pitches (like the newsletter or Twitter). Updates from Raconteurs is pretty much the only reason I check Facebook, and I often forget, so I feel out of the loop!

I found often that the stories were good but there wasn't strong stage presence from the hosts and the energy would die in between storytellers, need comedian or really charismatic person to keep the energy going all event

I wish there was an email list informing past performers of upcoming themes!

Focus on depth and emotion, instead of comedy.

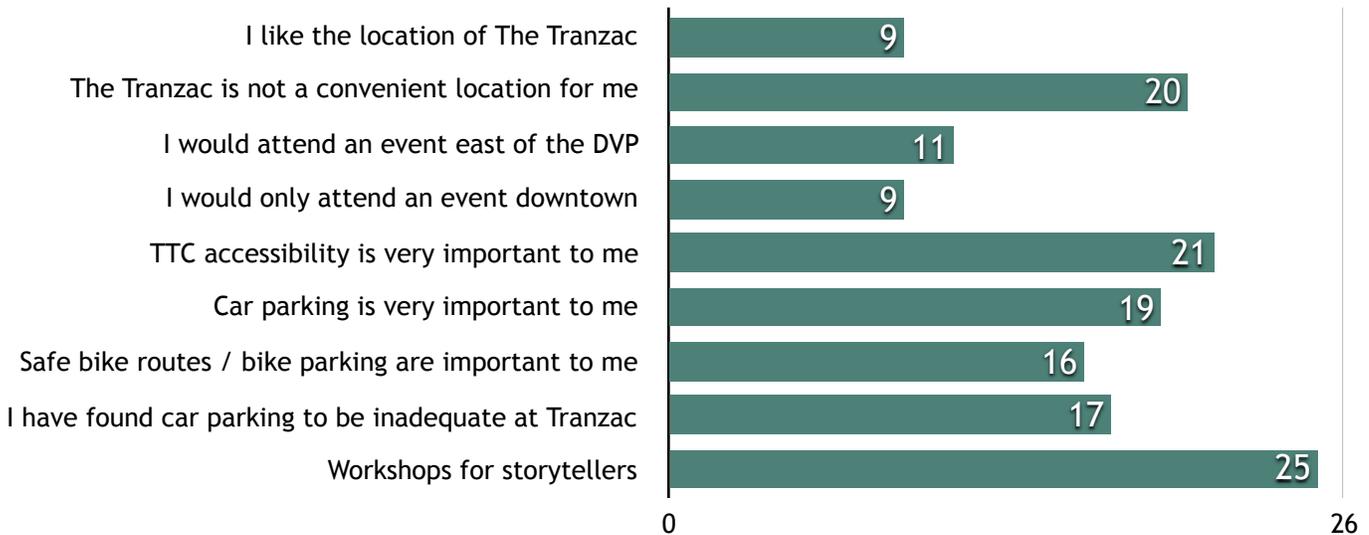
I am most impressed with they way they are currently presented

Please have more in the West end

SECTION 3: VENUE QUESTIONS

LOCATION

Check all statements you agree with.



Other thoughts about the location of The Tranzac?

It's perfect

The music in the other rooms sometimes takes away from the stories

better space layout would be good

Love the idea of the event rotating

Needs more bike parking, actually!

The Transact is one of my favourite venues.

Room is too large

None

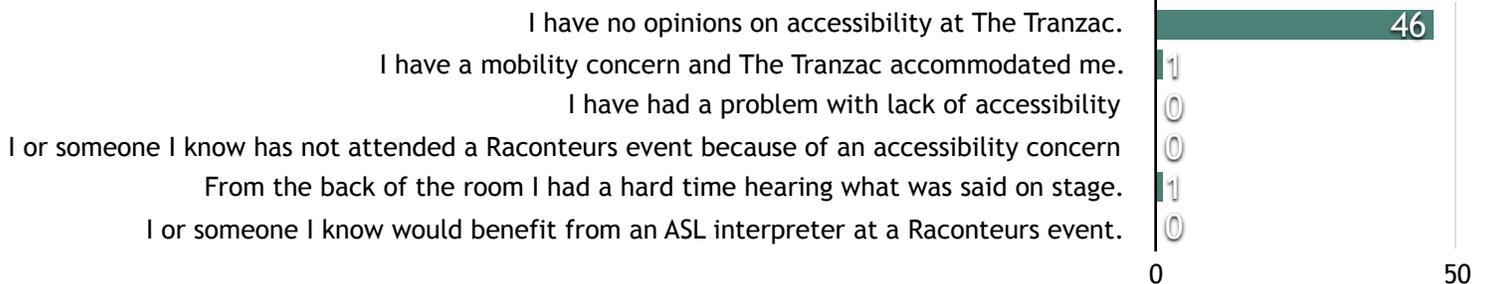
not much ambience but it is a fine venue

Because of the parking, people that do drive in may see \$ 10-15 in parking being downtown.

I think also doing a night in the east end would be great and I know you'd get good attendance.

ACCESSIBILITY

Check all statements you agree with.



Other thoughts about accessibility at The Tranzac?

I don't personally need accommodation, but I know a few people who value how it's one of very few places in town with ground-floor toilets.

Having an accessible location is very important, especially for creating the feeling of an inclusive event.

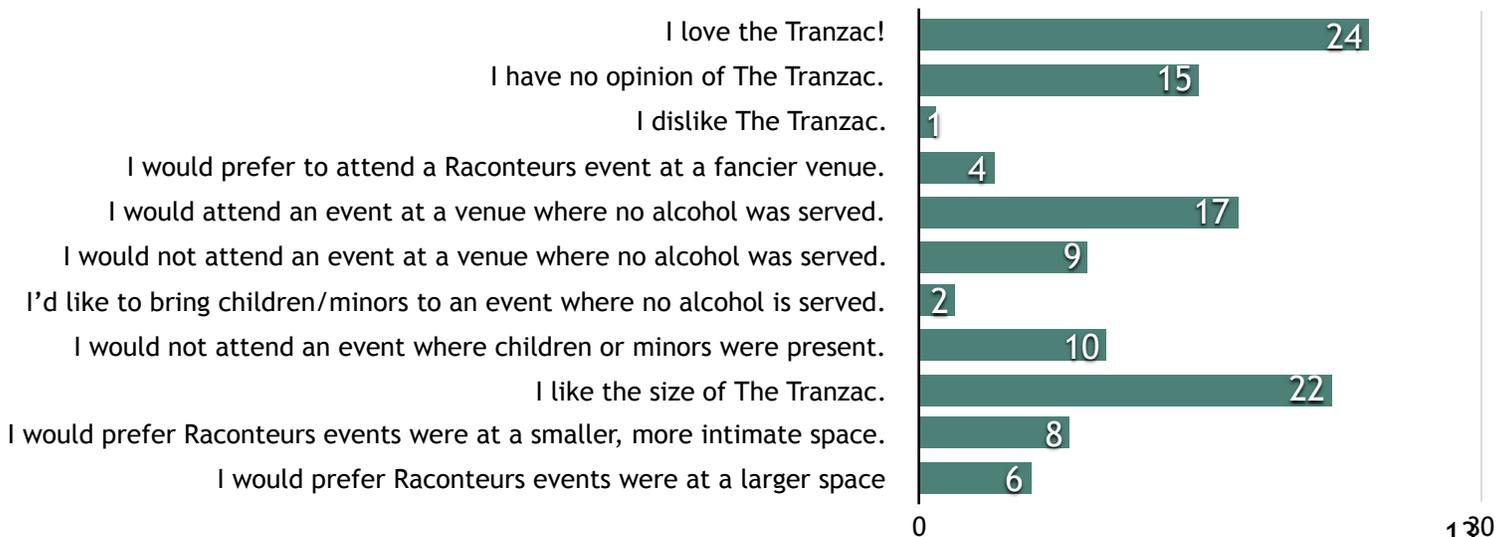
Why not have a storytelling night in ASL with an interpreter for hearing people?

Fine by me

I don't personally need accommodation, but I know a few people who value how it's one of very few places in town with ground-floor toilets.

ENVIRONMENT

Check all statements you agree with.



Other thoughts about the environment of The Tranzac?

It's ugly but it works.

It's low-key and informal and that's what makes it great!

n/s

Not as cozy as the ideal storytelling venue might be.

The only thing I'd worry about with having children or minors around would be the need to tone down the content.

a bit ramshackle, but easily spruced up (no need to relocate)

It's a bigger show so feels like it should continue to be in a bigger space. Sometimes a venue dictates the types/intimacy of a story.

I'm fine with attending events open to children/minors, usually because of the time of night, there aren't a lot of children present.

I probably would stop attending if the ambiance of Raconteurs changed to be more "family friendly" and there were lots of minors attending. But, you might gain more people with families.

It would be nice I guess to have some kid-friendly nights.

Dislike the size of the space but also the sightlines (columns and sound booth in the way) and the awkwardness of moving around the tables. Dislike how incredibly high (and therefore distant) the stage feels as an audience member. Dislike the pointed pushing of alcohol at every break.

They have decent beer. I wish it wasn't cash only and that they had food, but those are very minor wishes. I really like the Tranzac! It'd be cool if Raconteurs promoted the venue a bit more and mentioned the music and the venue newsletter.

I love how cozy it always feels.

Fine there.

Okay

I like the vibe, and the size of the venue feels great to me.

I like it!

Alcohol contributes to the lack of diversity. Some devout groups cannot attend a show in a bar.

The layout does not really encourage mingling/sharing thoughts after the show

No.

It's not the cosiest feeling place, but it's a nice size. I would prefer somewhere that felt warmer, with less community-hall, folding chair vibe. That said, I love the stage.

Any other opinions on past, current, or future Raconteurs venues?

Seating is important! Tranzac is not very cozy, which would be nice, but being stuffed in like sardines is not pleasant either.

I did prefer the environment of NOWTTC to the Tranzac, but it was much too cramped.

The Colonel had a great feel but obviously couldn't fit enough people. The Tranzac feels a bit empty and cold.

For all the Colonel's charm, the sightlines were garbage and it was often hard to hear in there.

pop-ups at sites with different vibes would be good

i like the gladstone

no one writes to the colonel wasn't ideal because you couldn't always see the storyteller. I liked being able to see the storyteller

What about using Breather rooms? If you're looking to get into smaller more intimate events, there are some pretty Breather rooms in town.

Any chance for one larger show each year?

I think they have all been good fits.

N/A

Show goes late for me. I have left after the intermission in the past.

The Great Hall was a great choice for a bigger event. Atmosphere was better than Tranzac as well. Nicer venue.

Would be interested in all ages events, but would like to also have adults only events where alcohol is plentiful.

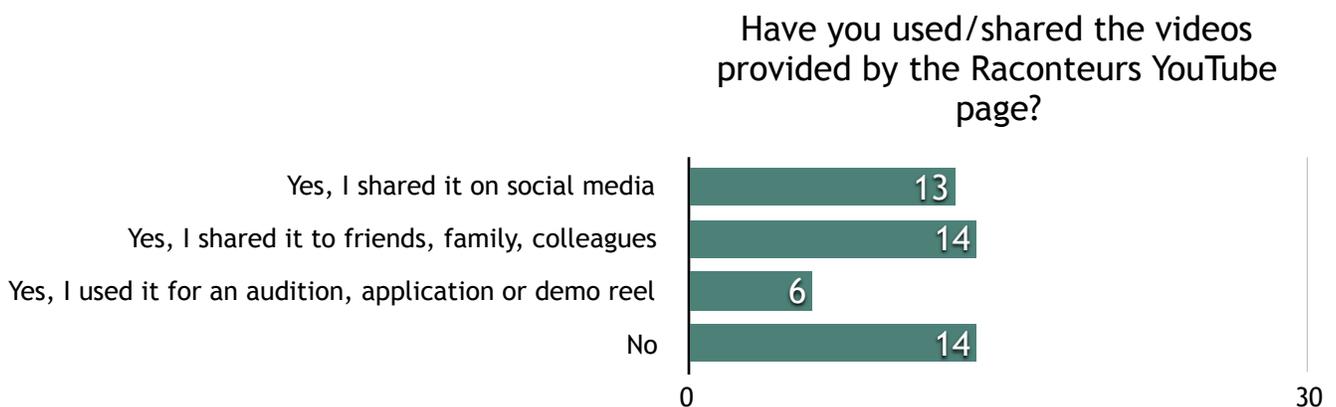
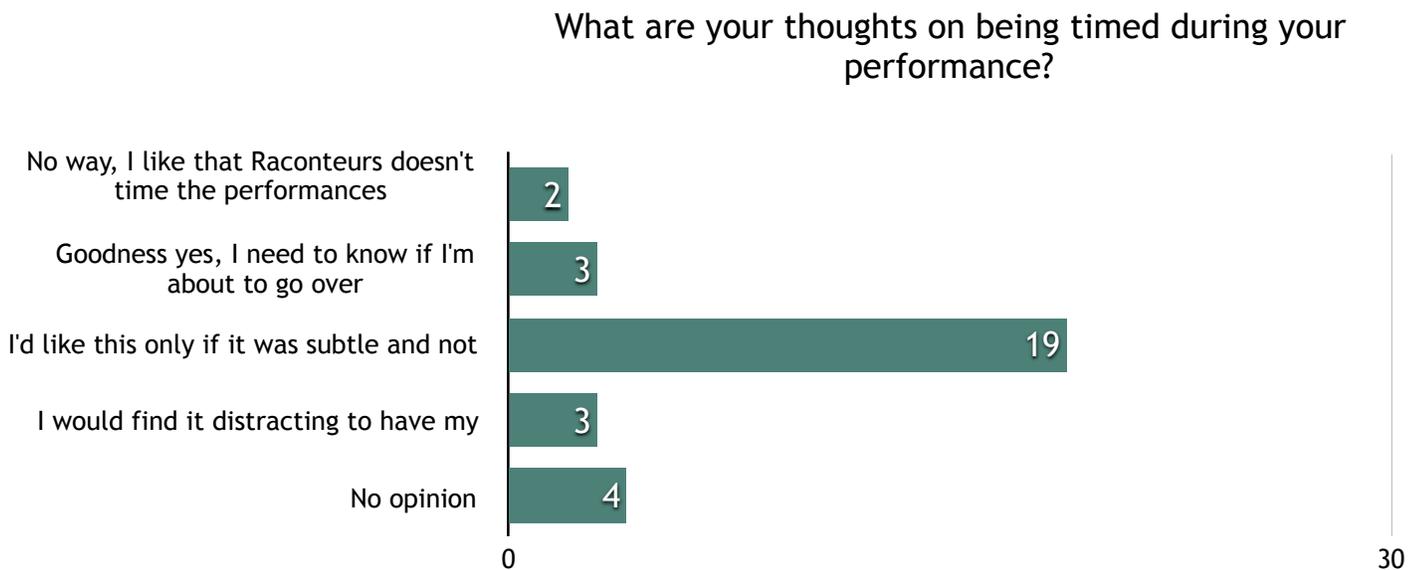
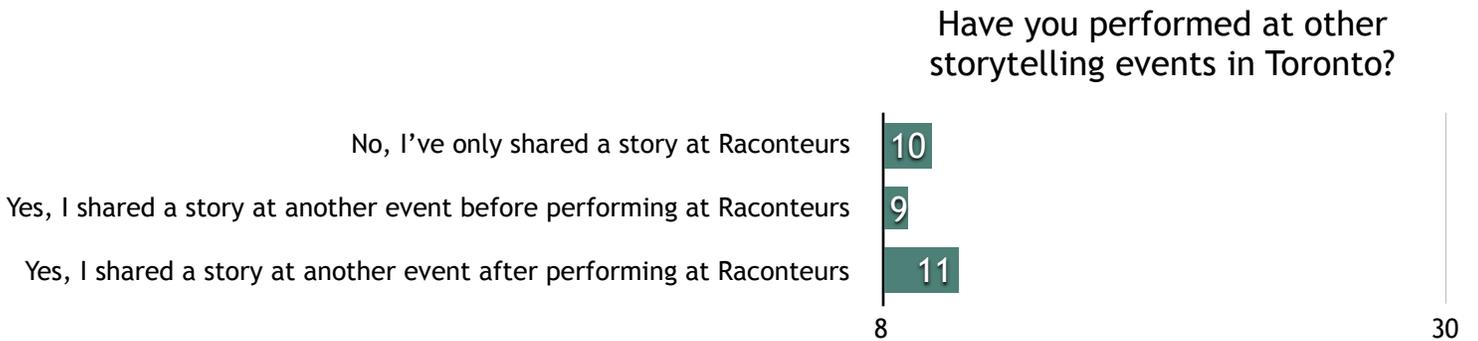
prefered no one writes to the kernel as it just was more intimate and more jovial environment, though there was a lack of seating which was a problem.

Great events coming up, the event at Hart House is a fresh idea with an interesting topic/storytellers.

Again, finding a venue in the east end and running evenings/afternoons at both venues would be great.

SECTION 4: STORYTELLER QUESTIONS

The following questions were only for those who have shared a story at a past Raconteurs event.



Do you have any thoughts on the story submission process?

Not sure the best way to find out about the next month's theme other than attending in person.

In the last year or so many stories have gone long and aren't streamlined more front end support or vetting would be good

a bit unclear

I submitted once but never heard back. Or was rejected. Don't remember which.

I enjoyed the back and forth emailing while submitting my story.

It was fine!

Website makes the submission process seem much more scary/daunting than it was in reality.

It could be longer. Maybe 1 min.

Like I said before, I wish the calls for pitches were more frequently broadcast to non-Facebook channels! Especially the newsletter ('cause I'd be guaranteed to catch it)

I think it's fine it just doesn't stay on my radar, and I don't learn about upcoming themes unless I think to go looking for the FB event, at which point I worry it is too late to submit a story idea?

No (3)

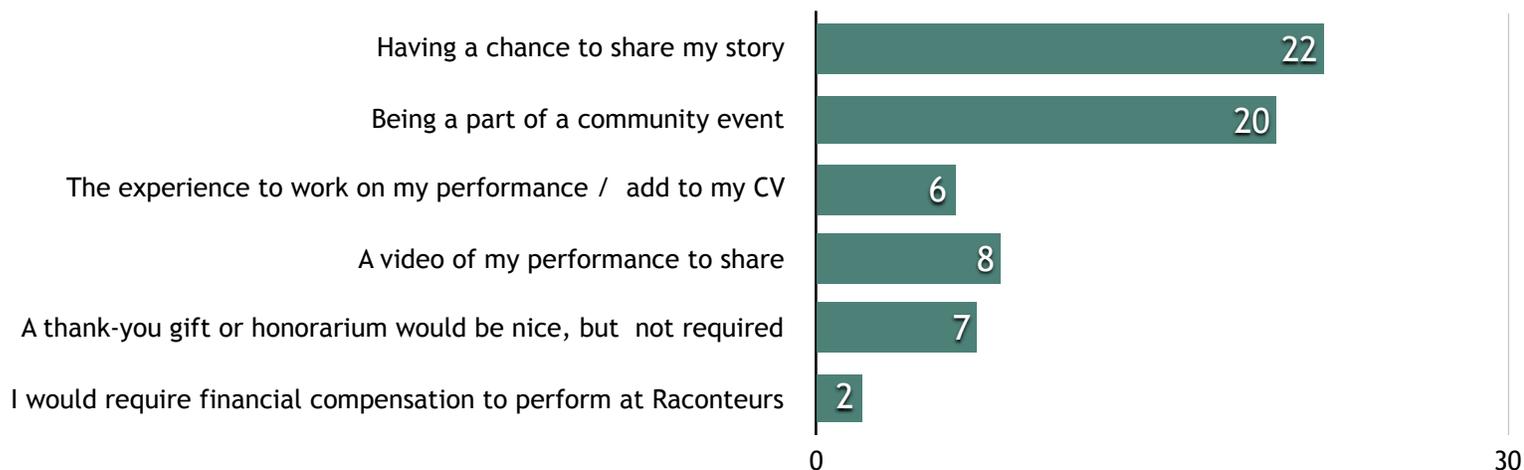
Have you ever had a coaching session with Laura-Louise? How was that experience?

No or N/A (8)

Good

Fantastic!

What do you think is the most rewarding part of being a Raconteurs storyteller?



SECTION 5: JUST A FEW MORE!

Raconteurs is always looking for new voices and stories for our stage! Is there someone you have heard about or who you know personally that you would like to hear a story from?

I'd like to see lots of beginner story-tellers
Not specifically but I think you should run weekend afternoon events for kids. They have stories to tell, too.

Myself, does that count?

[OTHER ANSWERS REDACTED FOR CONFIDENTIALITY]

Do you have an idea for a topic or theme?

Body Modification

That One Birthday, Migrating, Artists with stories of their struggles, An almost near death experience, New Moms, Being Black in Toronto,

Absence

Regret, Pain, Embarassement

Nature, Regrets, Water fights, Candles, Exploring, Hiding, Tasting, Finding

climate change

into the mystic (describe some event/occurrence you couldn't explain)

precarious work

Science, nature, environment, seeing age or disability in a new way, global events, immigrants, refugees, politics or politicians, two sides of same story

Maybe make themes more specific? Sometimes they're so broad they could be interpreted for anything, which makes for an inconsistent evening.

Childhood

It happened while babysitting. It happened on a stormy night. Under my bed/mattress. I never told my parents what really happened.

Home, New Beginnings, Firsts

Breaking old habits, crutches

Vulnerability, shame, compassion, fear, activism/how to make change, life twists

Do you have a most memorable Raconteurs theme/moment/story?

Canadian Idol

Identity- (I think) it was the show the July of world pride.

The Ethnic Aisle

Gambling

Why I got back up

Tara Jewal

A repeat male storyteller told a story about helping a cab driver get to the hospital after being beat up and bringing his car to the hospital so that he would have it there when he got better.

I always retell the Good Samaritan story about the guy who was held up by idiots, and the pap smear story.

N/A

Transit stories

Yes. I don't remember the performers name, but they are a transfer member of the community and talked about life as a trans woman. It was fascinating and heartbreaking. Also, Rhiannon Archer kills it every time.

Do you have anything else to add?

thank you for making this community!

I LOVE YOU

I think you should consider offering a sliding scale price to tickets with \$10 being your suggested price. Nice if more people could attend without money being an issue.

Keep doing this. It's really important and fun :)

No, thanks.

I loved sharing my story with the Raconteurs community. the audience was so appreciative and I had an amazing time being a storyteller at the show.

Thanks!

Donations?

A Nuit Blanche Raconteurs night would be so much fun!

Was very disappointed when I attended. I love the concept (listen to The Moth podcast) and would like to attend and participate but was put off by the way it was run.

Keep up the amazing work!!

No but I look forward to showing up one day soon. Well-designed survey, by the way. Easy to use.

Thank you for your feedback! Future feedback can be sent to mail@raconteurs.ca