

RESEARCH METHODOLOGY

The qualitative research was conducted using
a proprietary process - ***Storystorming***



WHAT IS **STORYSTORMING**

Storystorming is used to harness consumer stories for use in the development of strategic and creative ideas.



In the storystorming process, the creatives and planners are involved in the entire process and allow potential creative routes to be identified and pursued on the spot. Groups are held over a casual dinner setting, letting participants feel relaxed and engaged, which leads to more compelling stories.



Fig 1: Storystorming process

Sample and Recruitment Criteria

A total of nine storystorming sessions were conducted with a total of 102 respondents over the course of two months.

The respondents were recruited based on the following stakeholder groups:

1. The public consisting of PMEBS (Professionals, Managers, Executives, Businessmen), Elderly, Parents, Youth
2. The Arts community
3. Corporates

For the public groups, the respondents were pre-screened according to their demographics. In addition, there was a mixture of respondents who classified themselves to be positive about the Arts and have attended at least one Arts show in the last year as well as respondents who classified themselves as neutral / negative and have not attended any Arts show in the past year.

All respondents were grouped according to their demographics to find out insights specific to the segments. In addition, there were groups where segments were mixed in order to minimize bias. This would also provide contrasting points of views in order to dig into deeper insights.

SUMMARY:



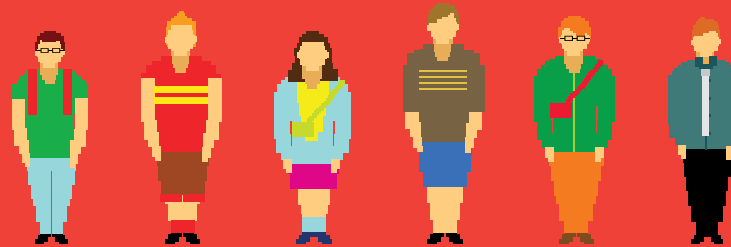
Group 1: Parents

8 parents who have 1 or more children in the household. There was a mix of young parents in their early 30s to experienced parents in their mid 50s. There were also 2 children aged 18 and 16 in this group to offer a differing point of view.



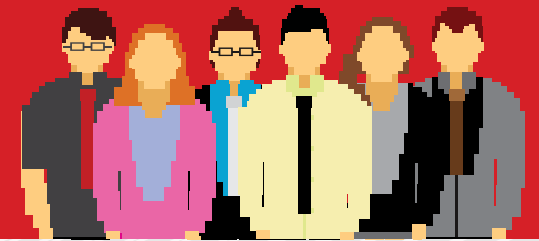
Group 2: Youths

13 youth from 15-34 with a mixture of students from Polytechnics, Universities, ITE and fresh graduates who have less than two years of working experience.



Group 3: PMEBS

A mix of 15 Professionals, Managers, Executives, Businessmen.



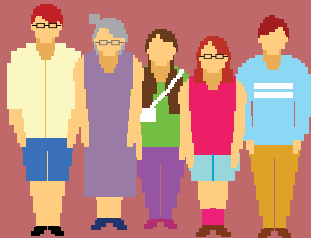
Group 4: Seniors

10 Seniors above 65 years old.



Group 5&6: Mixed Public

27 people from a mix of demographics



Group 7: Mixed public + members from the Arts Community

A representative mix of 11 people consisting of all demographics and artists belonging to various fields: music, dance, theatre.



OVERALL PROFILES OF PUBLIC RESPONDENTS

Total number: 80 respondents

Gender



59%
(47)



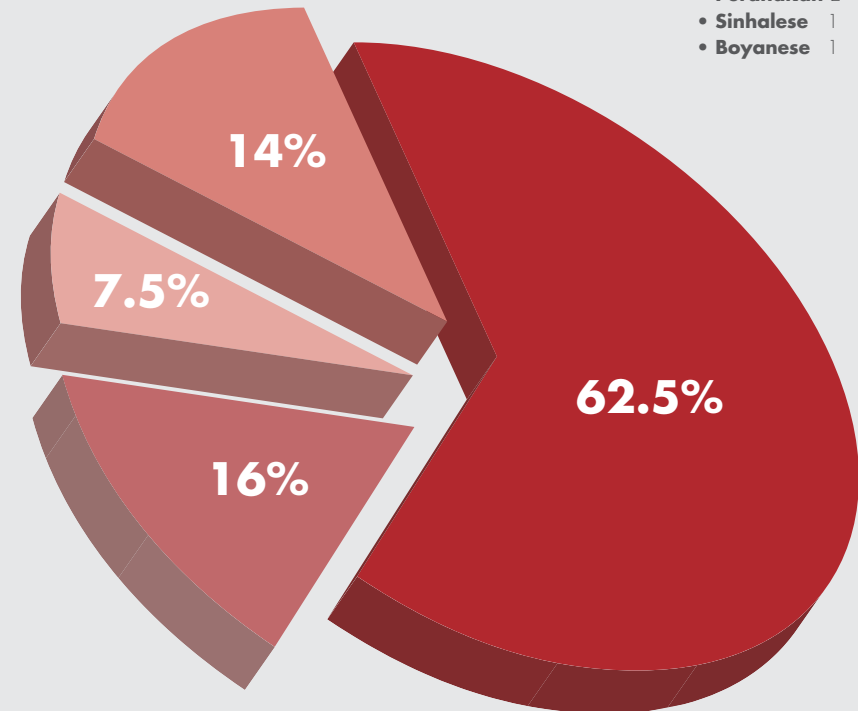
41%
(33)

Age

10 – 19 (8)
20 – 29 (19)
30 – 39 (23)
40 – 49 (8)
50 – 59 (5)
60+ (17)

Race

- Chinese 50
- Malay 11
- Indian 6
- Others 13
 - Eurasian 9
 - Peranakan 2
 - Sinhalese 1
 - Boyanese 1



Marital Status



44%

Single (35)



10%

Married no kids (8)



44%

Married wth kids (35)

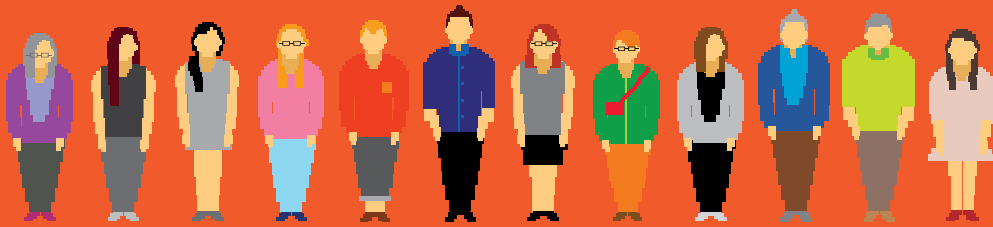


2%

Divorced wth kids (2)

Group 8: Arts Community

9 opinion leaders from Arts fields, including Visual Arts, Literary Arts, Music, and Performing Arts.



Group 9: Corporates

7 decision makers from multinational corporations (MNCs) as well as big local companies.



Please refer to Annex A in the appendix for a more detailed breakdown of the respondents.

Desktop Research: Government agencies whose work is integral to NAC's arts advocacy efforts