

# Theatre Night 2015

Preliminary results

**NOC  
DIVADEL**  
2015

# Main findings

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The Theatre Night 2015 was very **successful**, about 90 % viewers said they liked the event. The event was successful with all viewers regardless the frequency of going to the theatre. The Theatre Night positively influenced **viewer's rating with occasional viewers**, who are usually less satisfied with common productions.



The visitors to the Theatre Night are mostly **women with a university degree, who are rather young**. Their profile **does not differ much from common theatre audiences**. They visit the Theatre Night mostly with their partner or friends, or with children (16 %) as well.



The viewers visit the theatre with **partners or friends** most often. The Theatre Night entices **viewers with children** – 16 % viewers accompanied by children participated in the Theatre Night, which makes it twice more than with common productions.



The Theatre Night and common productions motivate the audiences to visit theatres in a very similar way, about **80 % viewers are planning to go to the theatre again**. The Theatre Night **motivates new viewers as well to go to the theatre repeatedly**, whereas common theatre productions rather satisfy the regulars.

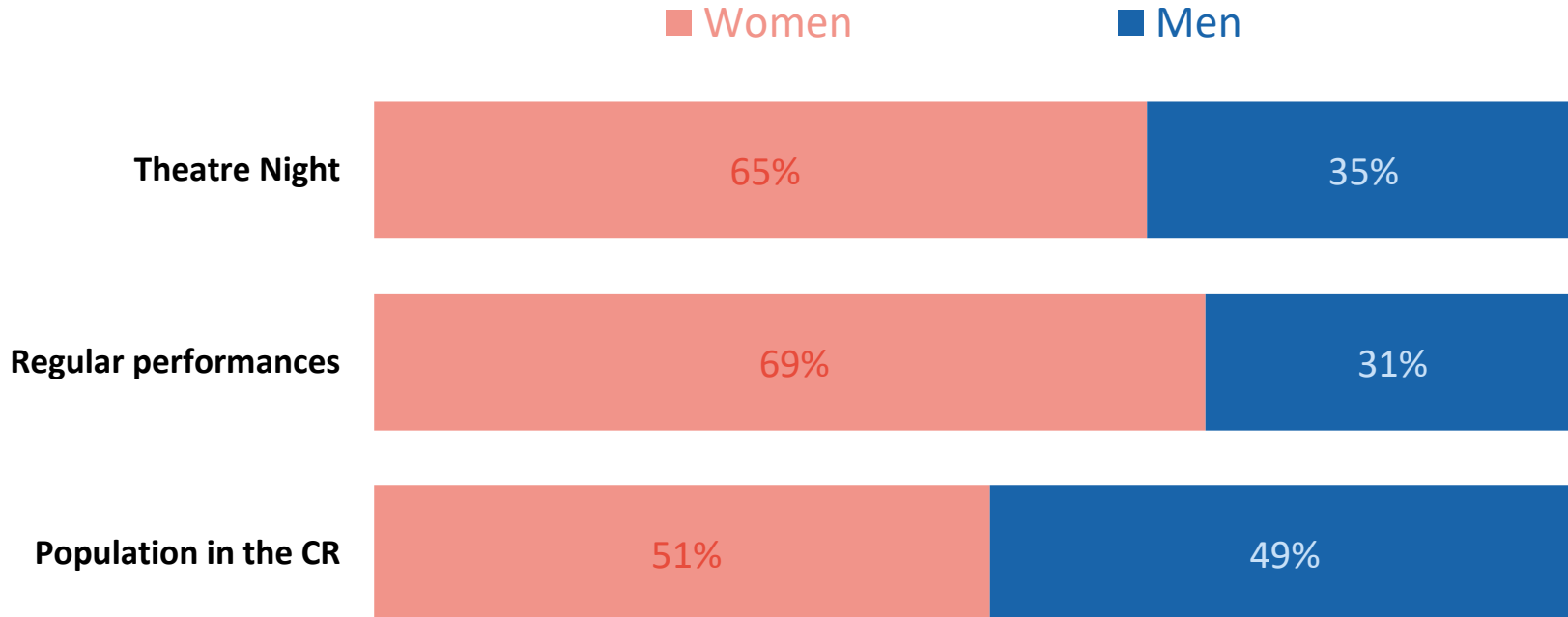
# Theatre audiences profile

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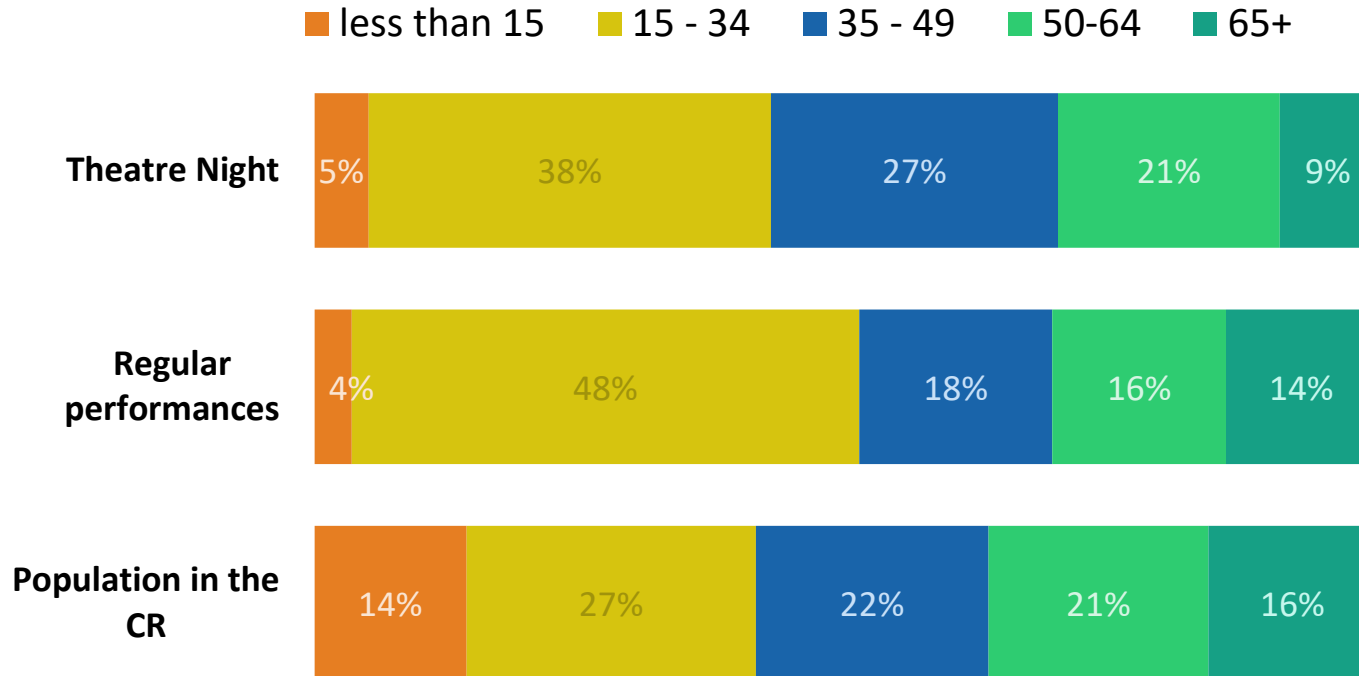
# The profile regarding sex

There is a **strong predominance of women** speaking of theatregoers, men are generally less interested in theatre productions. However, there are **more men coming to theatres** during the Theatre Night than normally.



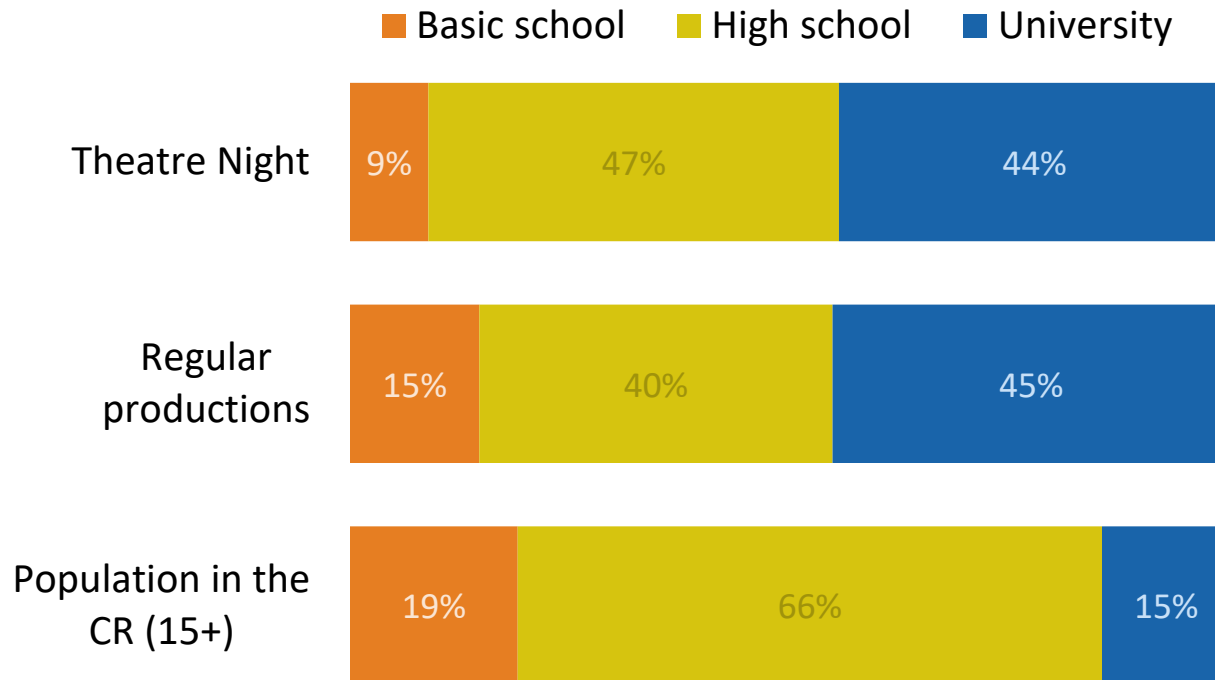
# Age structure of the audience

Young people under 26 are a majority in theatre audience but the share in the category of 26-49 in particular is growing during the Theatre Night.



# Education of the audience

Theatregoers are rather more educated people, **people with university education make up almost half the audience**, which is about three times more than in common population. Visitors to the Theatre Night do not differ much from regular viewers regarding education.



# Commuting

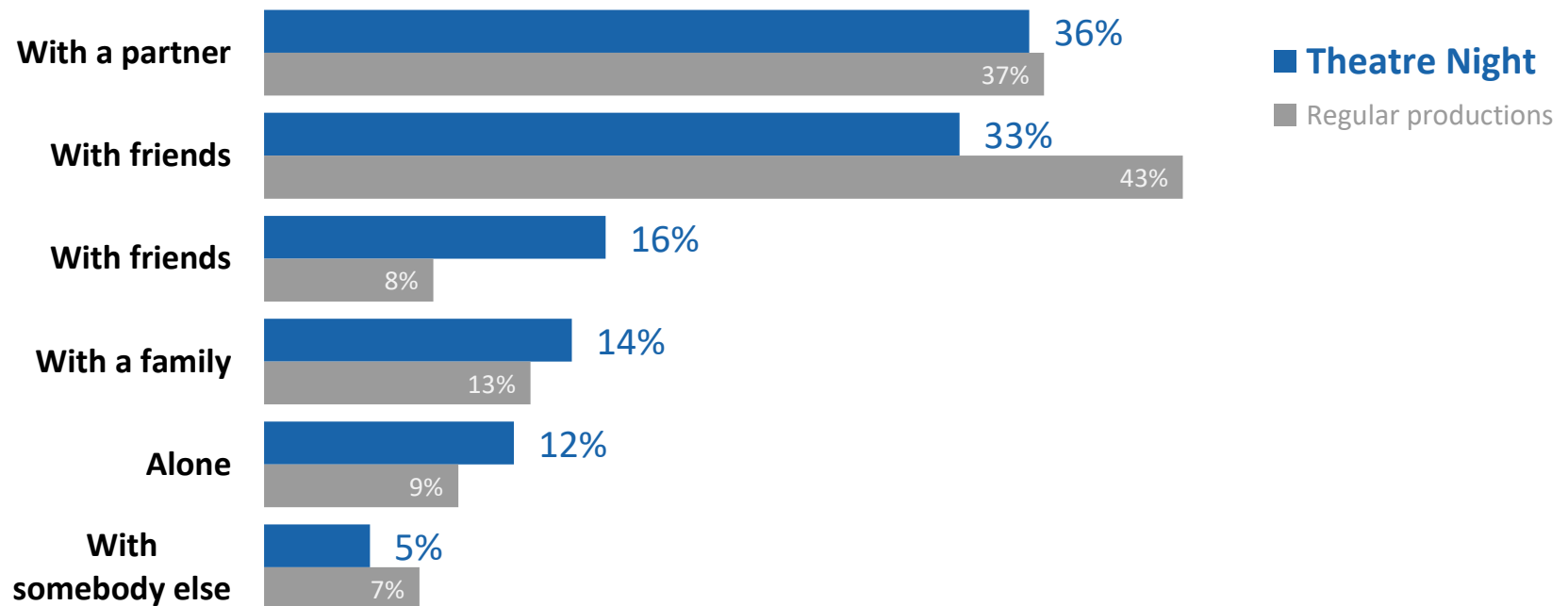
About **one third of the viewers commute to the theatre from a different town** than the location of the theatre. The Theatre Night does not differ much from regular productions in this respect.





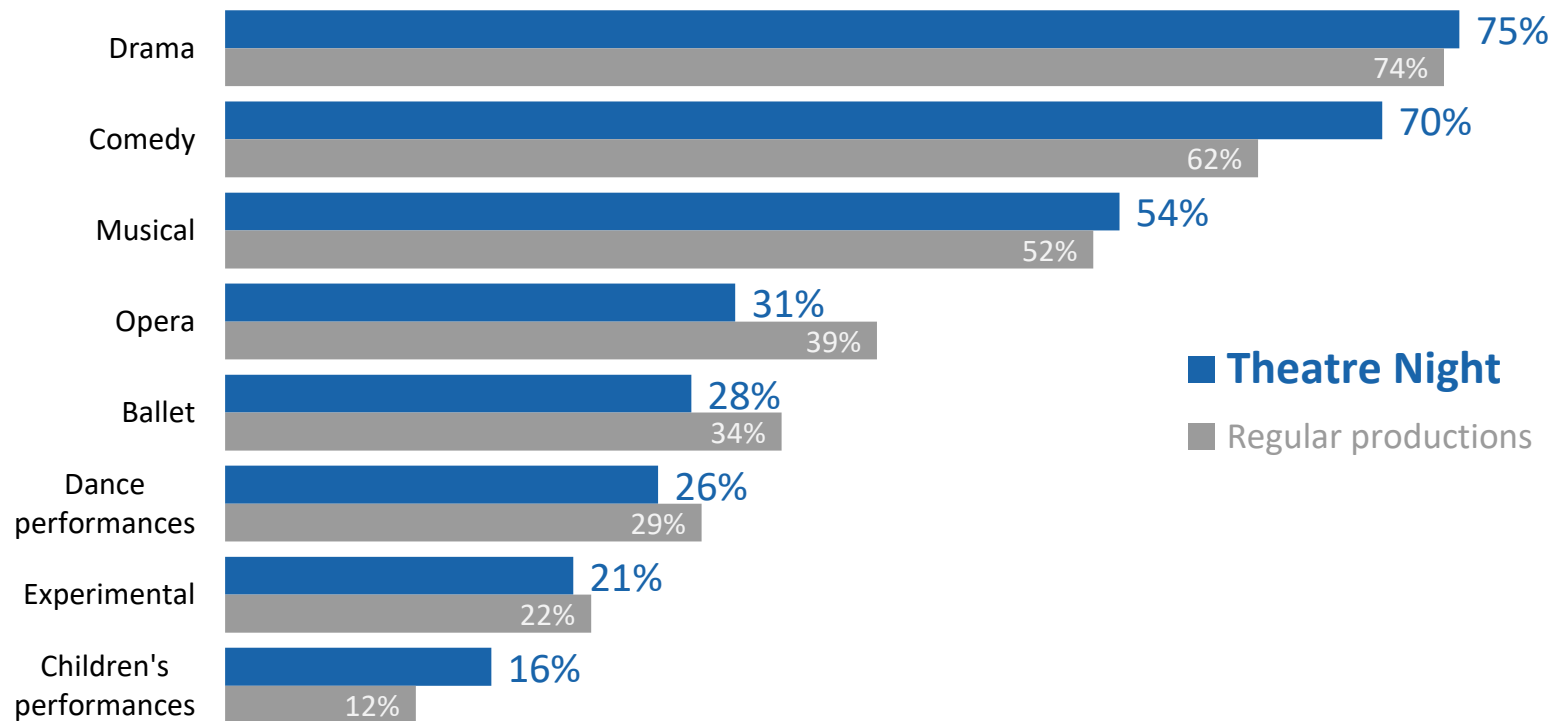
# Accompaniment

The visitors to the Theatre Night **do not differ much** from regular viewers regarding the fact **who accompanies them**. It is usually a partner, friends or acquaintances. Viewers often **take children** to the Theatre Night.



# Favourite genre

Viewers, whose favourite genre is **drama, comedy and musical**, visited the Theatre Night. Compared to regular productions, there were more members of the **mainstream audience**. However, regular productions see more opera or ballet lovers.



Q09. What theatre genre do you like?

Theatre Night, N=1052; Theatre audiences, N=765 (missing answers excluded).

# Visitors' loyalty

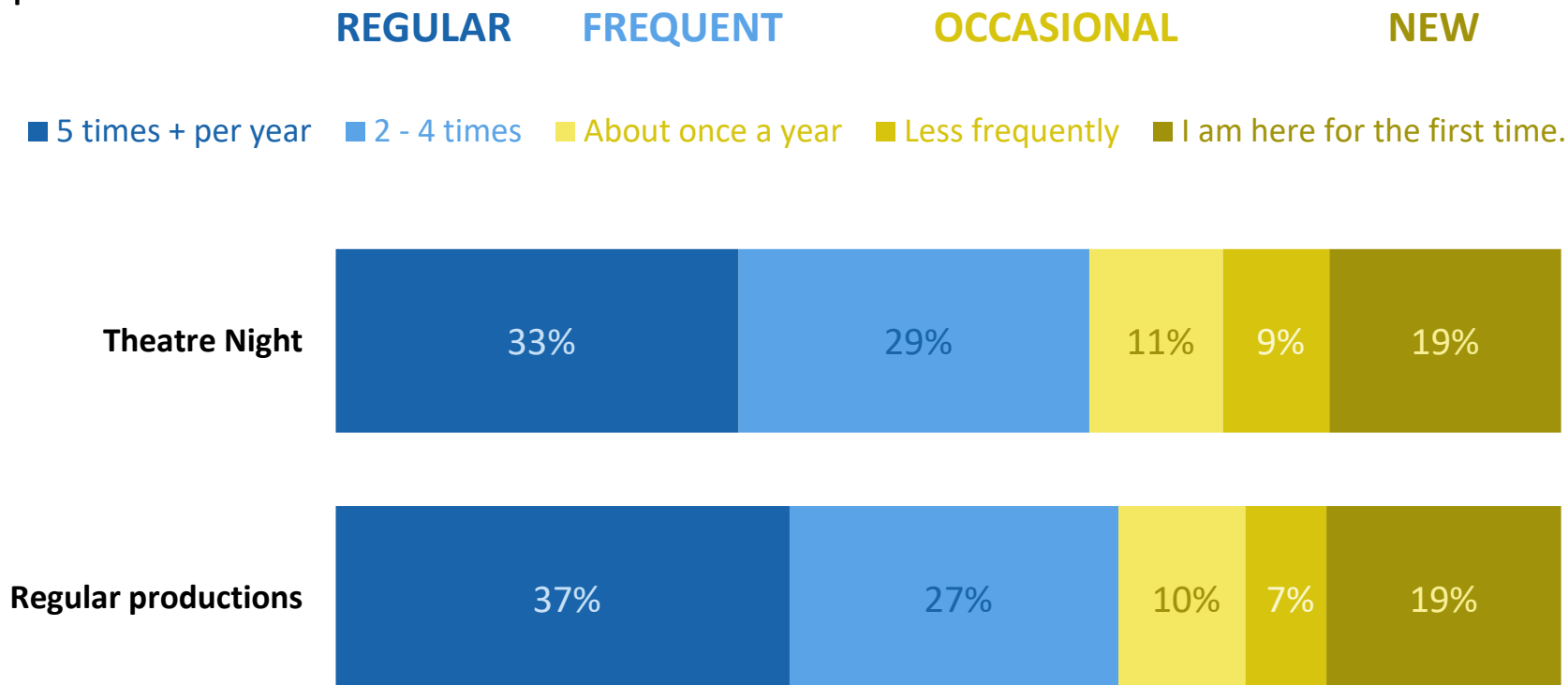
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# Regular\* new audiences

(of the specific theatre)

Theatre Night visitors **do not differ** from audience of regular productions speaking of **loyalty**. About **one fifth of new viewers** (who came to the theatre for the first time) come to see the Theatre Night or regular productions.



Q05b. How often do you go to this theatre?

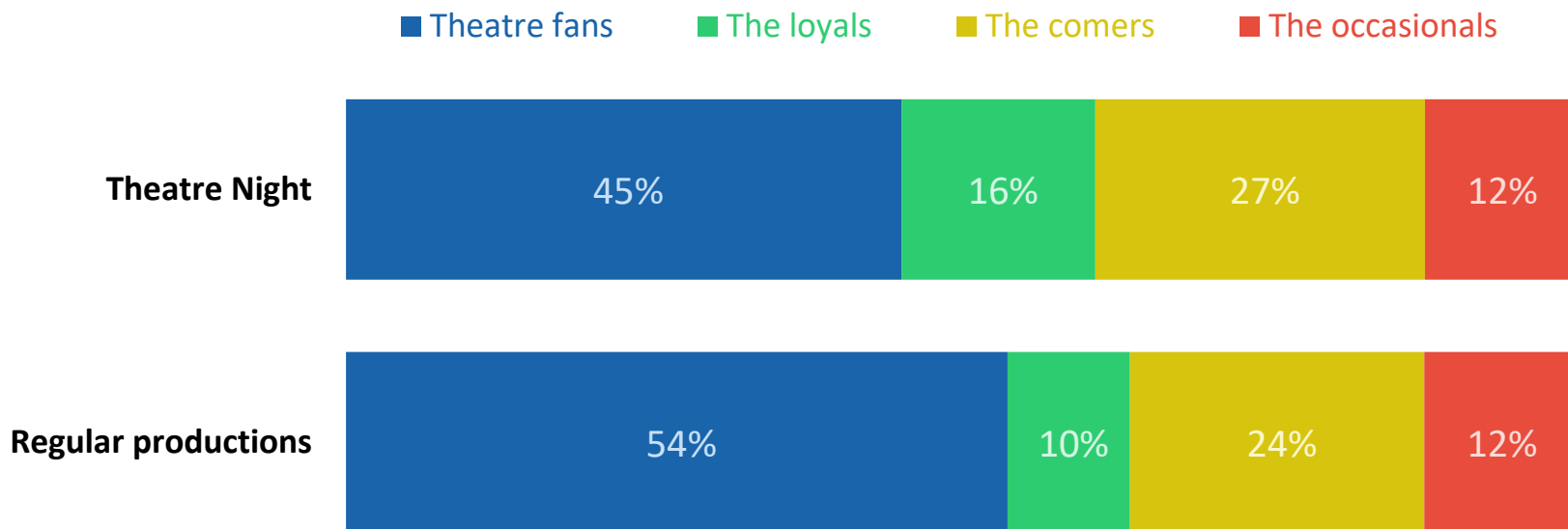
Theatre Night, N=1083; Theatre audiences, N=772 (missing answers excluded).

# 4 types of visitors

Theatre fans	The loyals	The comers	The occassionals
They go to the theatre rather often. They like the specific theatre but they also go to other theatres.	They like the theatre very much and go there regularly. They do not go to other theatres much.	They often go to the theatre but they rarely go to this specific theatre or they are here for the first time.	They rarely go to the theatre, once a year maximum.

# Types of visitors

About one half of the visitors to the theatre are **theatre fans**, who generally go to theatres and to the specific theatre very often. During the Theatre Night, there are more **loyal** visitors (they prefer their theatre) and there are more **comers** (they primarily go to other theatres).



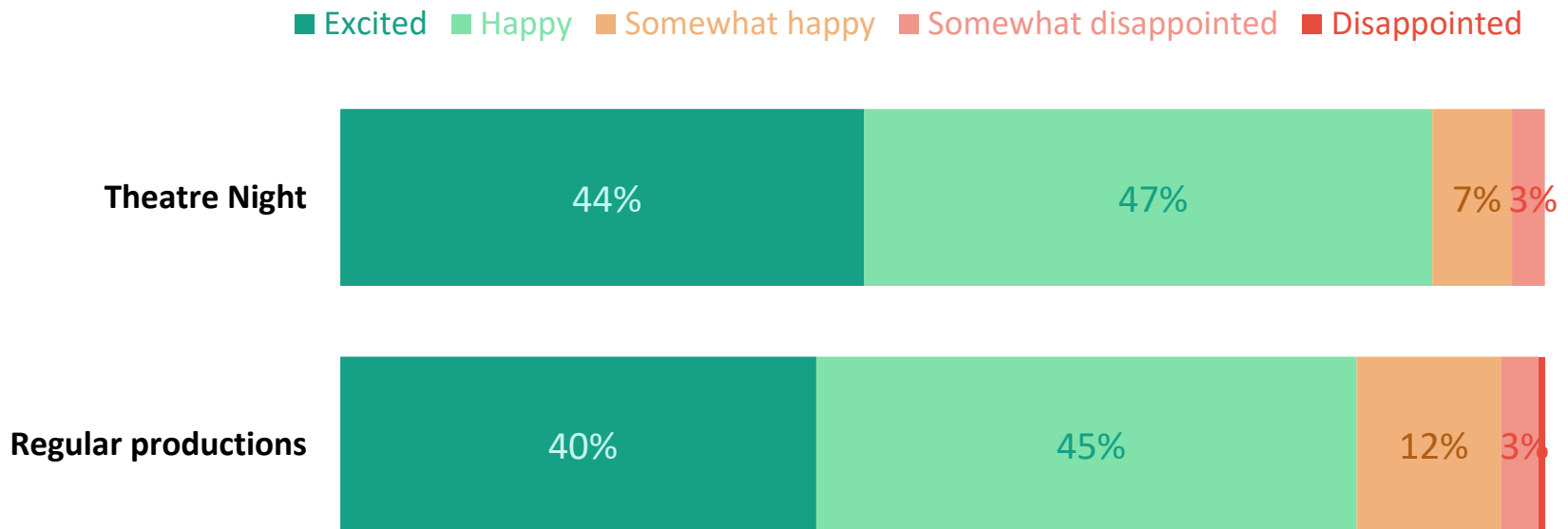
# Viewers' satisfaction

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# Viewing experience

The visitors to the Theatre Night **generally like** the event and they are **more satisfied than during regular theatre productions** (the difference in satisfaction is not great, though).

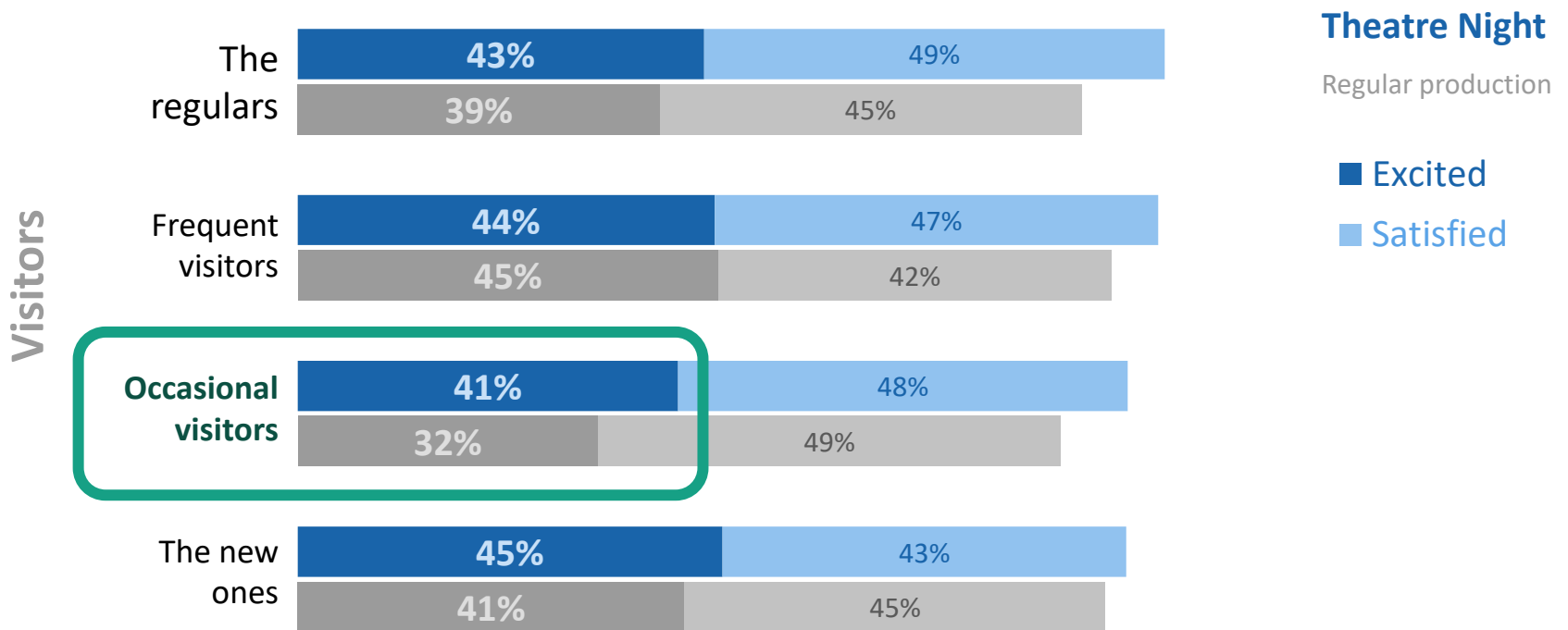




# Viewing experience

(regular\* new visitors)

The most distinctive difference in viewers' rating is visible speaking of **occasional visitors**. They are often **less satisfied with regular productions**, but they like the Theatre Night like other visitors.

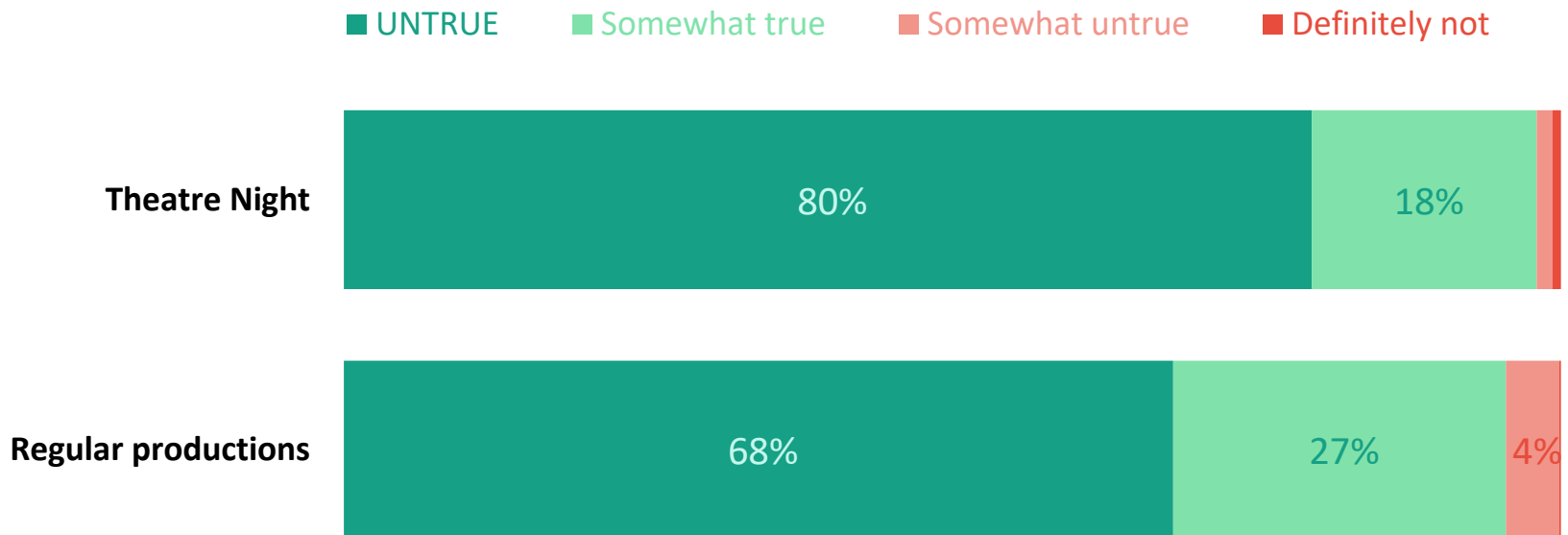


Q13. Are you planning to come to this theatre again?

Theatre Night, N=1016; theatre audience, N=761 (missing answers excluded).

# Theatre comfort

During regular productions, the audience in theatres **felt comfortable and nice** (68 % viewers felt absolute comfort). During the Theatre Night, viewers' comfort **is higher than during regular productions**.

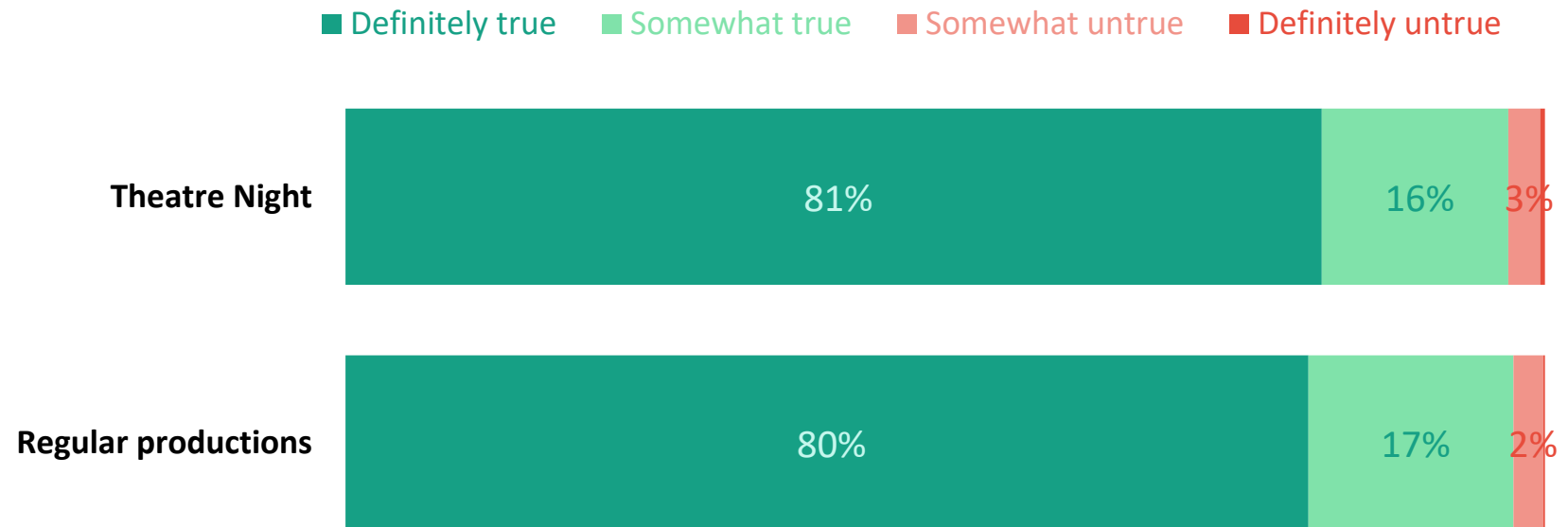


Q12. Did you feel comfortable in the theatre tonight?

*Theatre Night, N=1001; theatre audience, N=753 (missing answers excluded).*

# Motivation to visit the theatre again

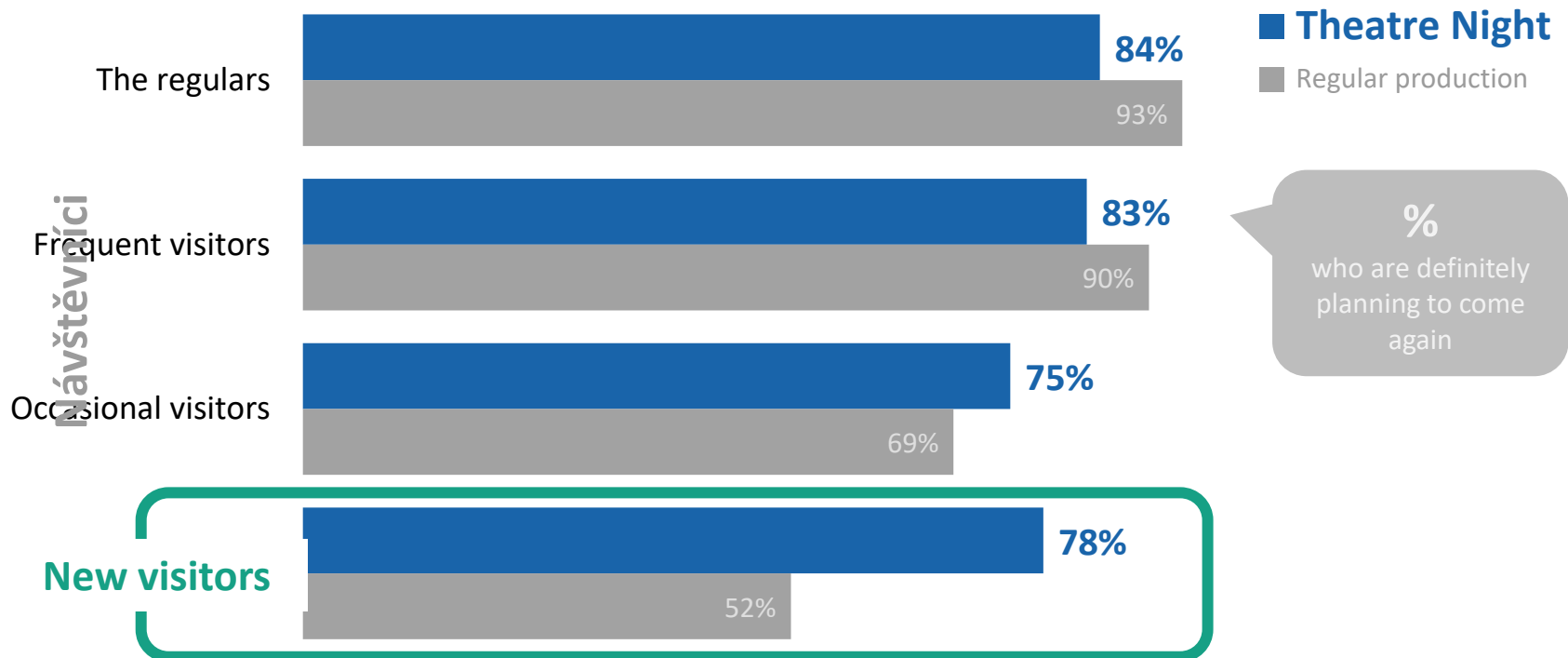
Motivation to visit the theatre again **is the same during the Theatre Night and regular productions**: 80 % visitors are planning to go to the specific theatre again.



# Motivation for the next time

(regular\* new visitors)

Whereas regular productions motivate regular visitors to come next time, **the Theatre Night works better with new visitors**, who show greater willingness to come to the theatre again.



Q13. Are you planning to come to the theatre again?

Theatre Night, N=1016; theatre audience, N=761 (missing answers excluded).