

Understanding Audiences: Results of the TAMA Survey

Understanding audiences

Twenty theatre companies participated ...

Actors' Shakespeare Project

Boston Playwrights' Theatre

Boston Theatre Works

Company One

Devanaughn Theatre

Gloucester Stage Company

Jewish Theatre of New England

Lyric Stage Company of Boston

Mill 6 Theatre Collaborative

New Repertory Theatre

Nora Theatre Company

Publick Theatre

SpeakEasy Stage Company

Stoneham Theatre

Súgán Theatre Company

The Theater Offensive

Theatre Cooperative

TheatreZone

Wheelock Family Theatre

Zeitgeist Stage Company

Combined budget = \$6.8 million

Annual audience = 250,000

Today's session will cover survey results...

- What do audiences like about these theatre companies?
- Audience profile: who are they?
- How and why do they make arts and entertainment decisions?
- Where do they get their information about theatre?

...and next steps for TAMA.

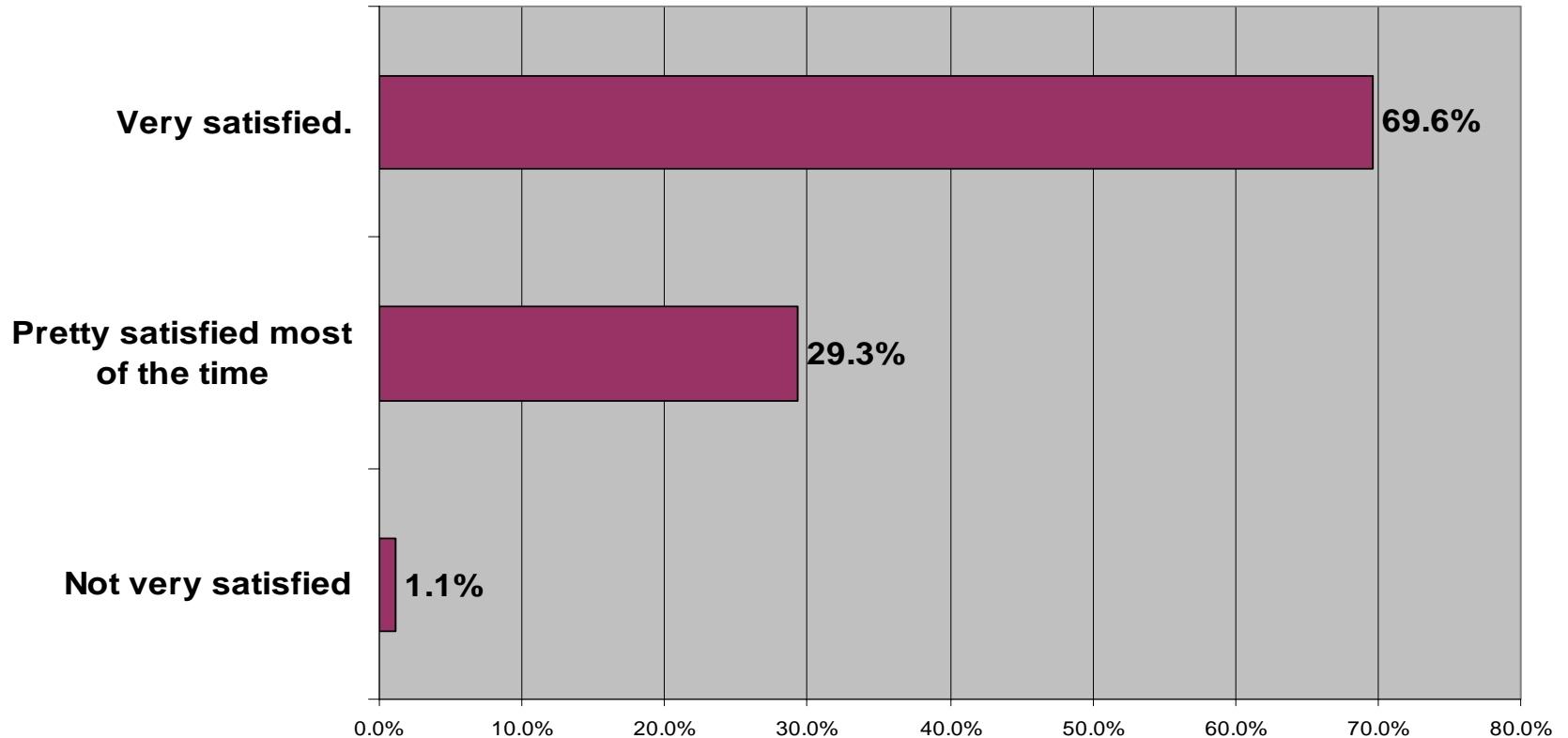
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Audience satisfaction

TAMA audiences are very satisfied with their theatre-going experiences.

How satisfied are you with performances at this company?



Note: Excludes "don't know" responses

Audience satisfaction

Two themes crop up repeatedly in the open ended responses:
quality of the work ...

“Quality of production is always great...even if we don't love the play itself.”

“I admire good work done on somewhat limited resources.”

“Superb quality, high standards of professionalism.”

“Consistent quality of production.”

“I know it is quality. I can rely on that.”

“The ensemble work - especially the music.”

“Awesome cast, choreography, quality of performance.”

Audience satisfaction

And intimacy of the performance venue.

“Performances are quite an intimate affair between the players and audience.”

“The physical closeness and direct connection between stage and audience.”

“The dedication and passion of the company and its intimate space.”

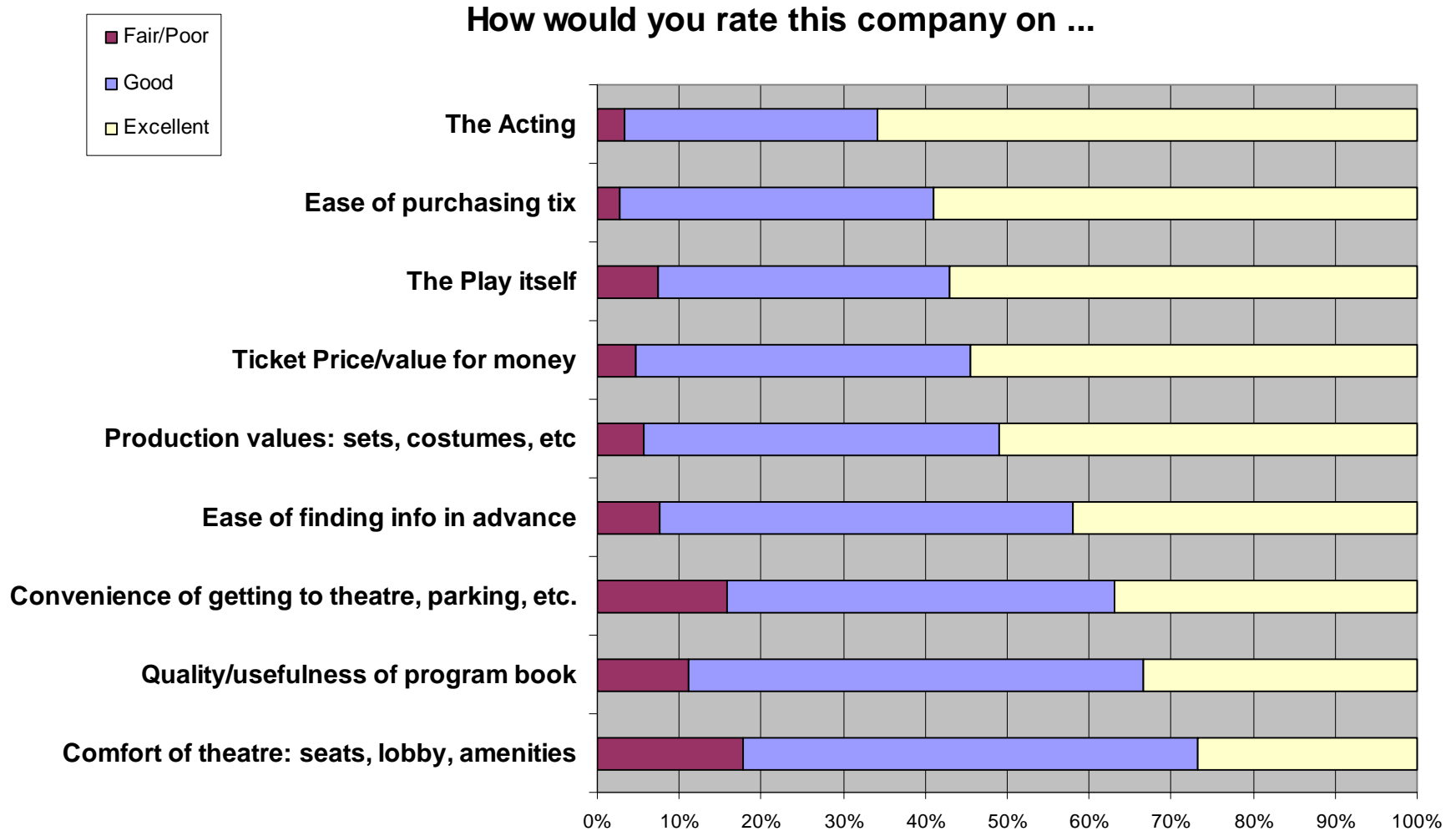
“Closeness to the stage - feels more real/personal.”

“Great feeling of being a part of the performance.”

“It feels like home and Elvis sings directly to me!”

Audience satisfaction

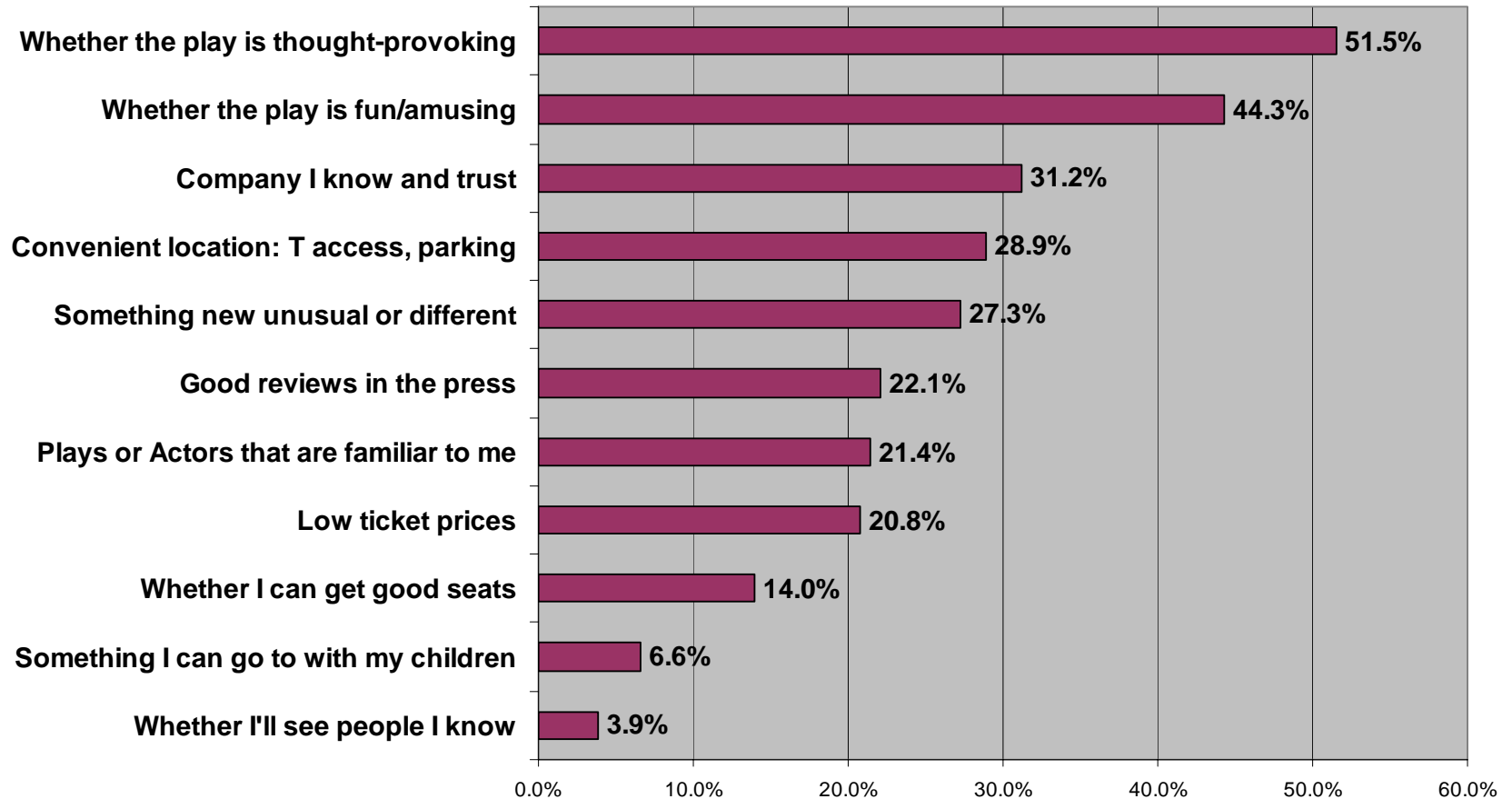
Quality of acting ranks at the top; other factors score well also.



Audience satisfaction

The most important decision-making factors involve the content of the play itself.

What factors are VERY IMPORTANT in your decision?



Audience satisfaction

Audiences do not shy away from challenging work.

“I like being challenged with new ideas.”

“They are usually more fringe than mainstream, and I like that.”

“A nice dose of the outrageous.”

“I like the performance integrity and the courage to experiment.”

“Wacky, irreverent performances and plays, not seen in larger theatres.”

“Provocative and entertaining plays of high quality.”

“Unusual productions. Not the run-of-the-mill.”

“I have come to anticipate the unexpected - I have never been disappointed! “

“Not the umpteenth version of a traveling show - Fresh, unusual.”

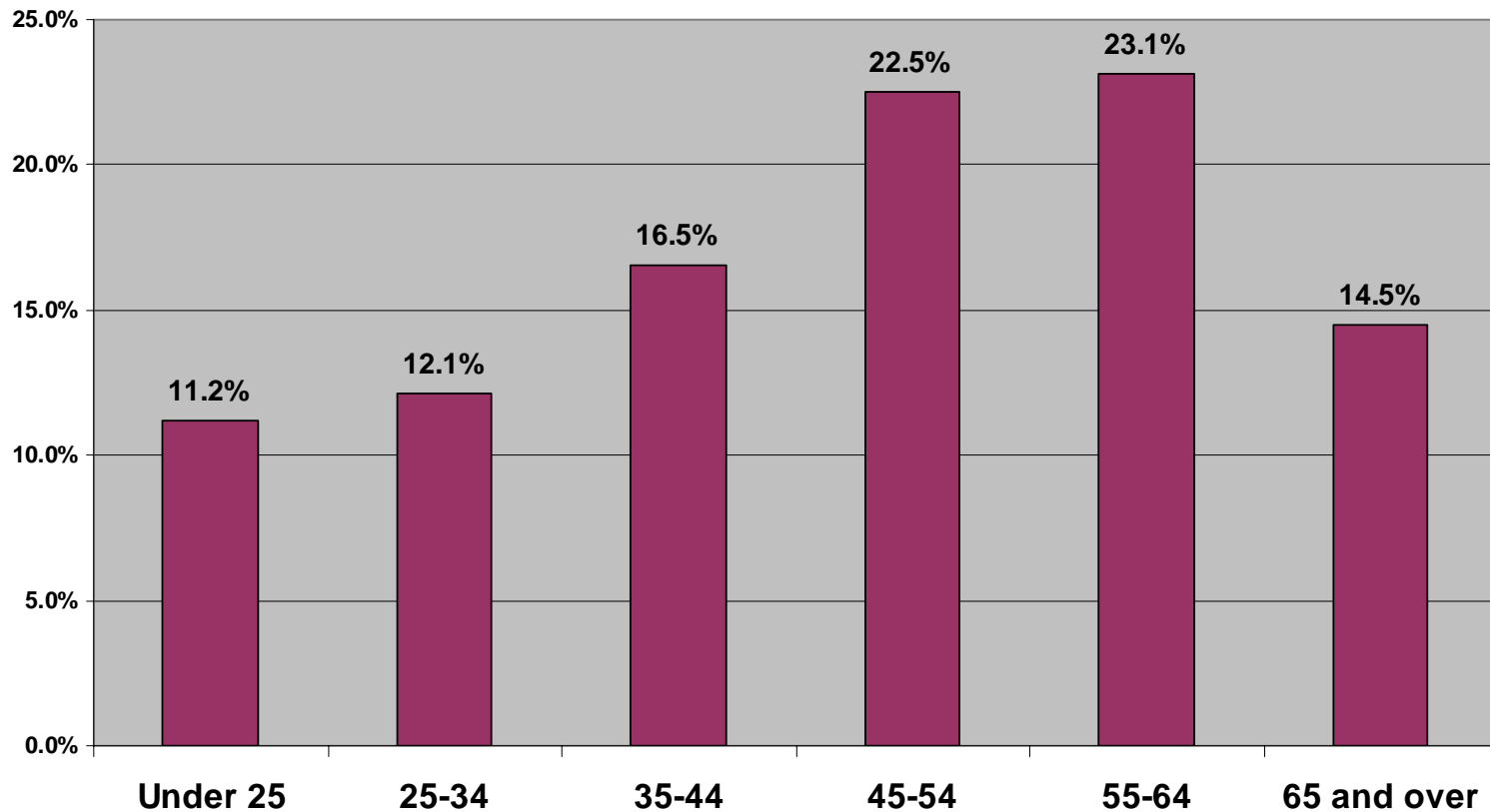
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Audience profile

Audience members fall in all age categories, but are especially concentrated in the 45-64 age group.

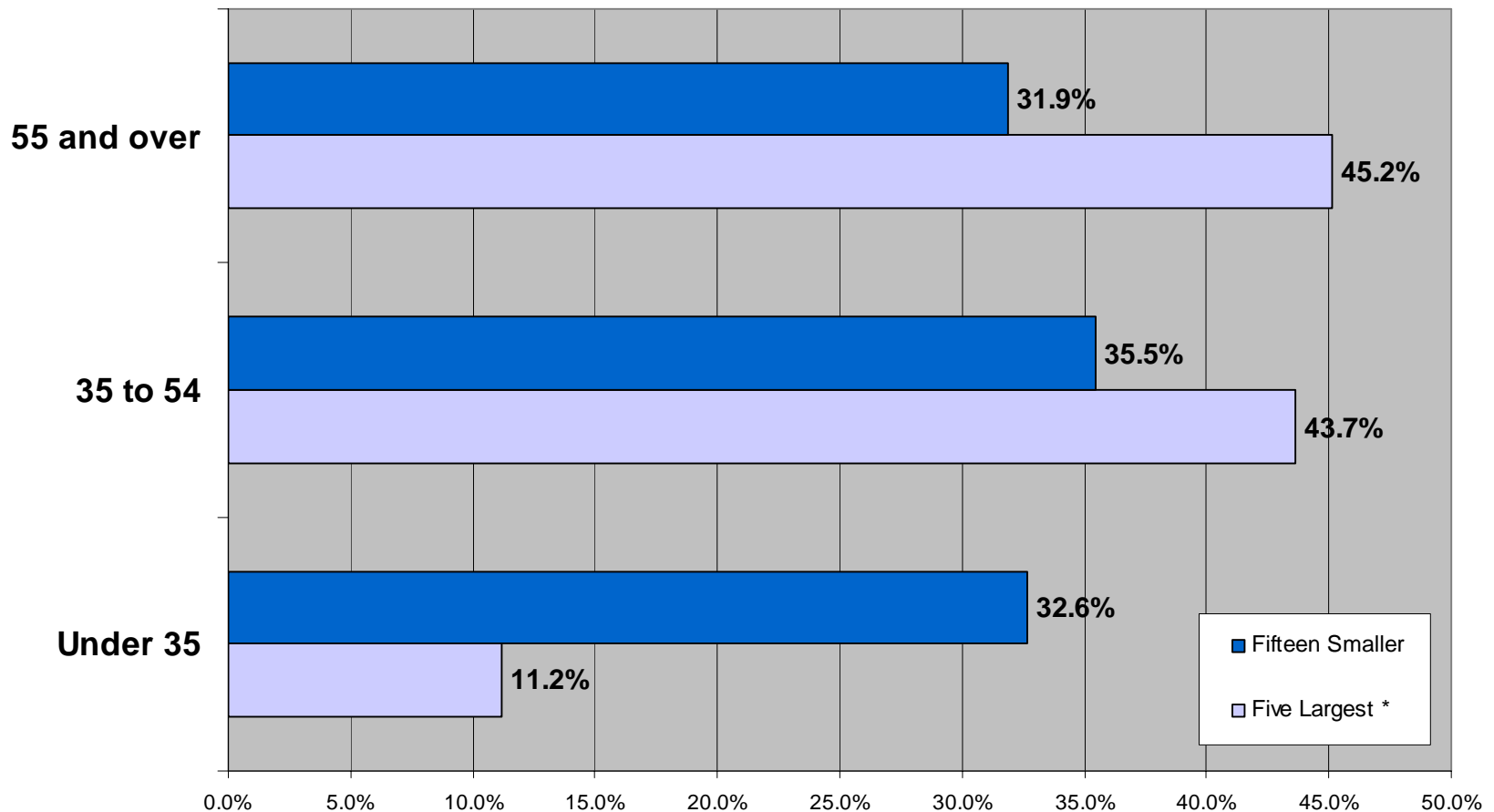
TAMA Audience Age Profile



Audience profile

Smaller companies tend to have younger audiences.

Age Profile of larger vs. smaller companies

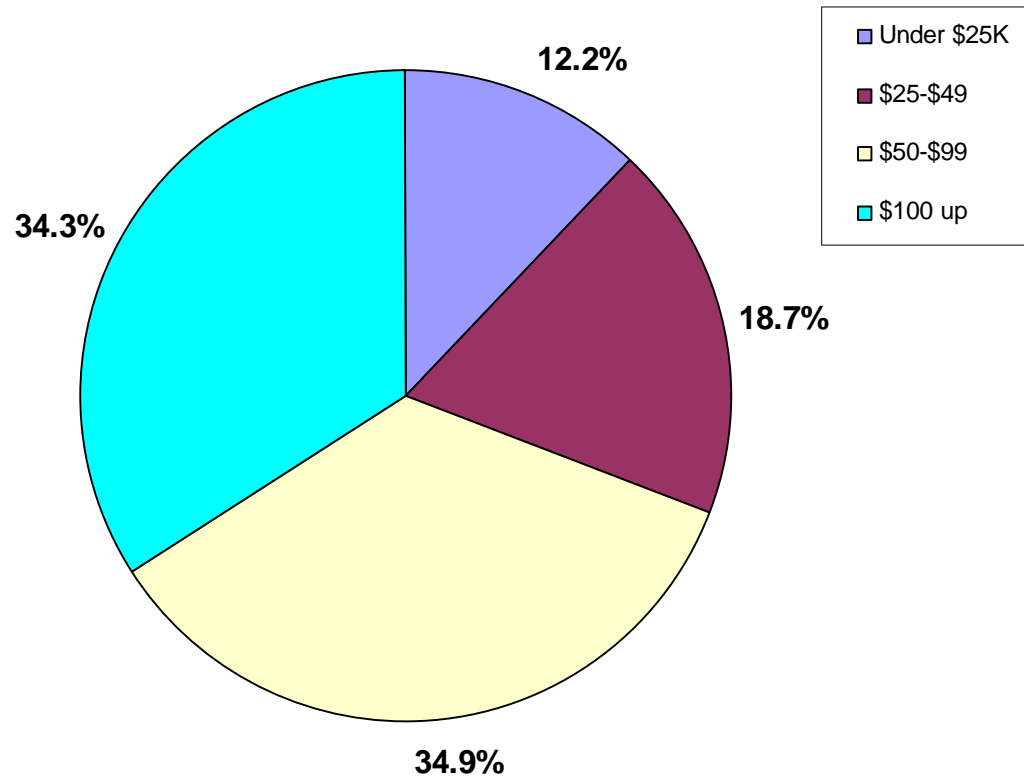


* Five largest = Lyric, New Rep, SpeakEasy, Stoneham, Wheelock

Audience profile

The audience is quite affluent.

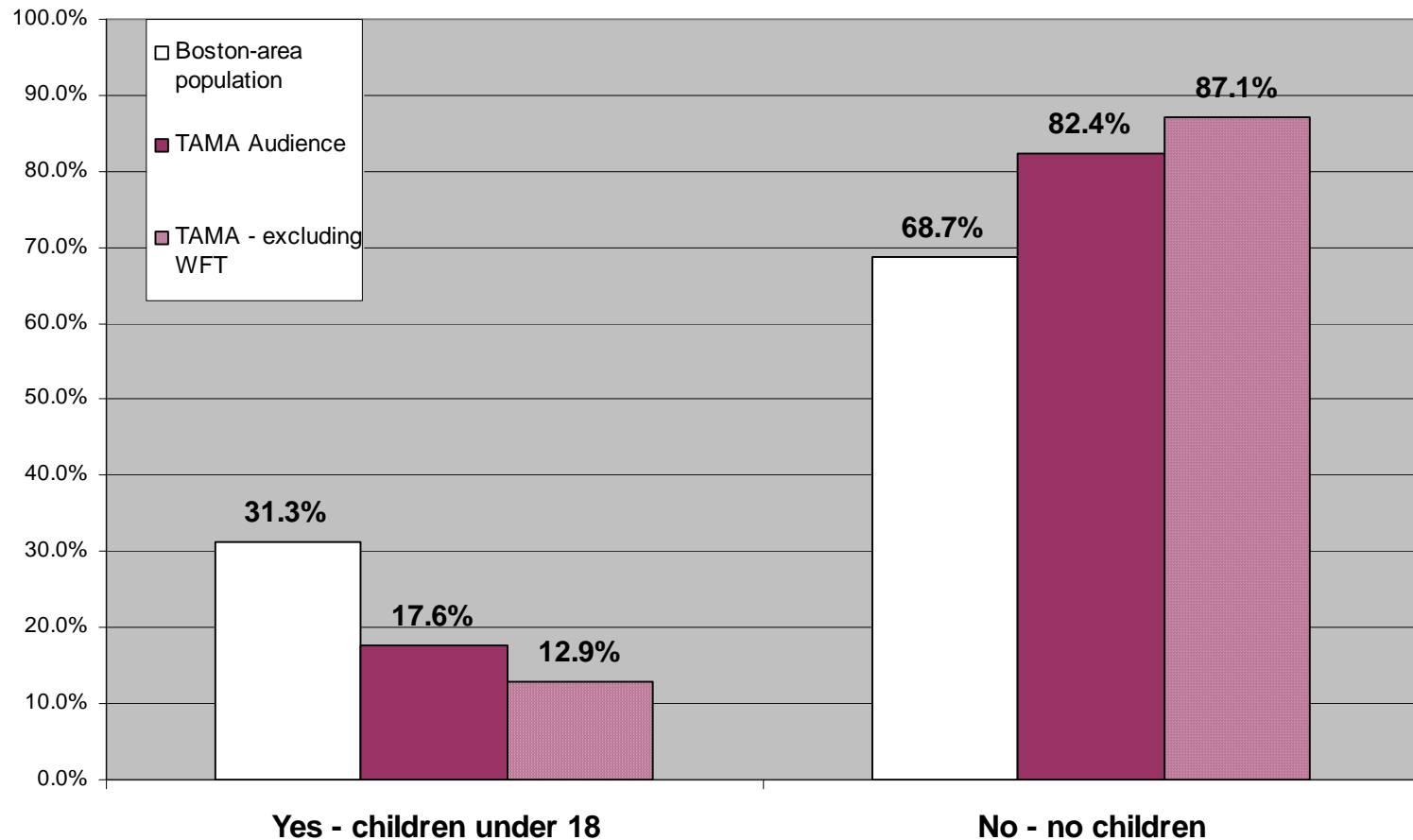
TAMA Audience Household Income



Audience profile

TAMA audiences are less likely to have children under 18 – especially when Wheelock Family Theatre is taken out of the total.

Children under 18: TAMA Audience vs. Boston-area population



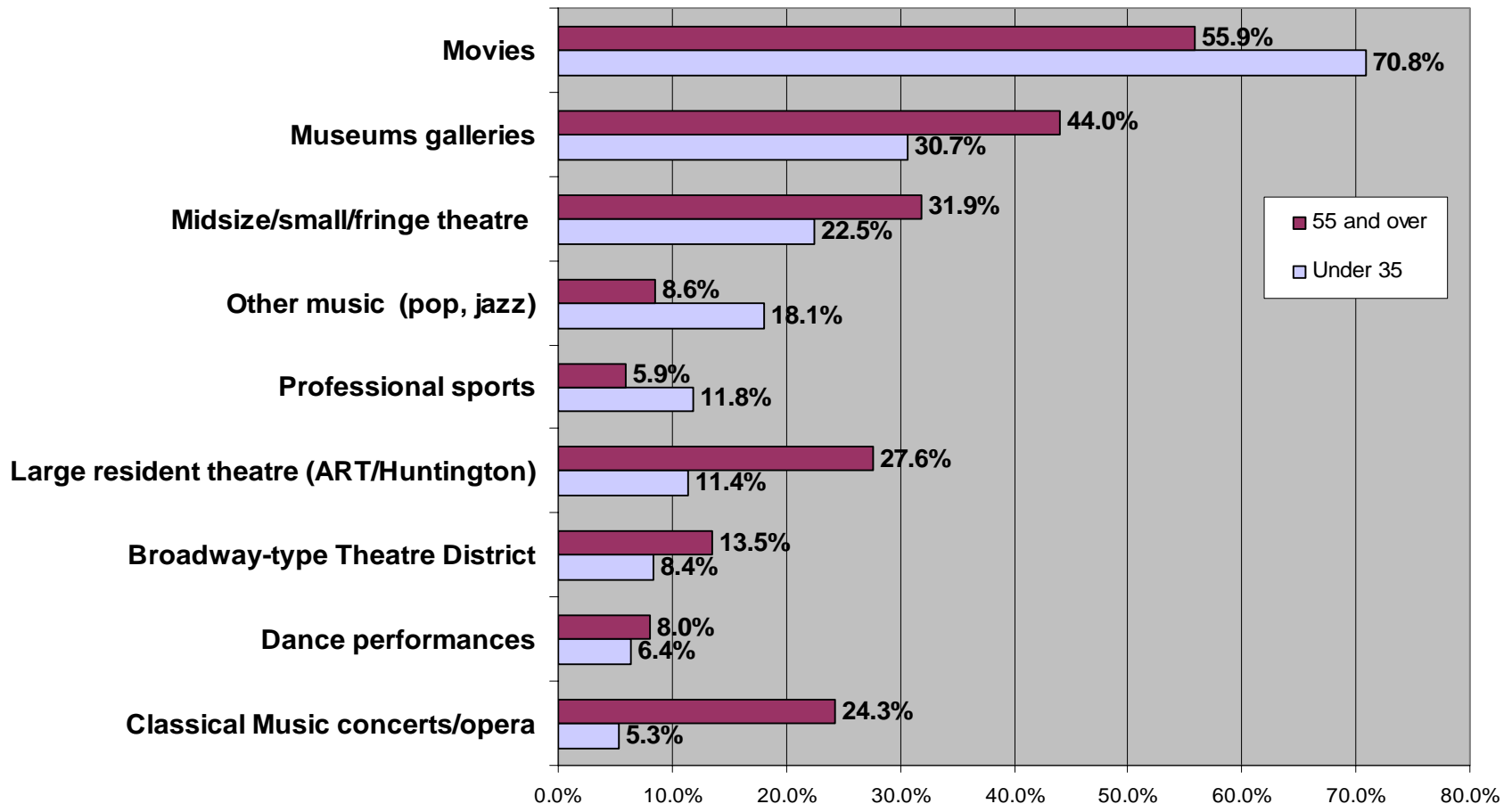
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Arts and entertainment decisions

Movies and museums are popular entertainment options for all ages.

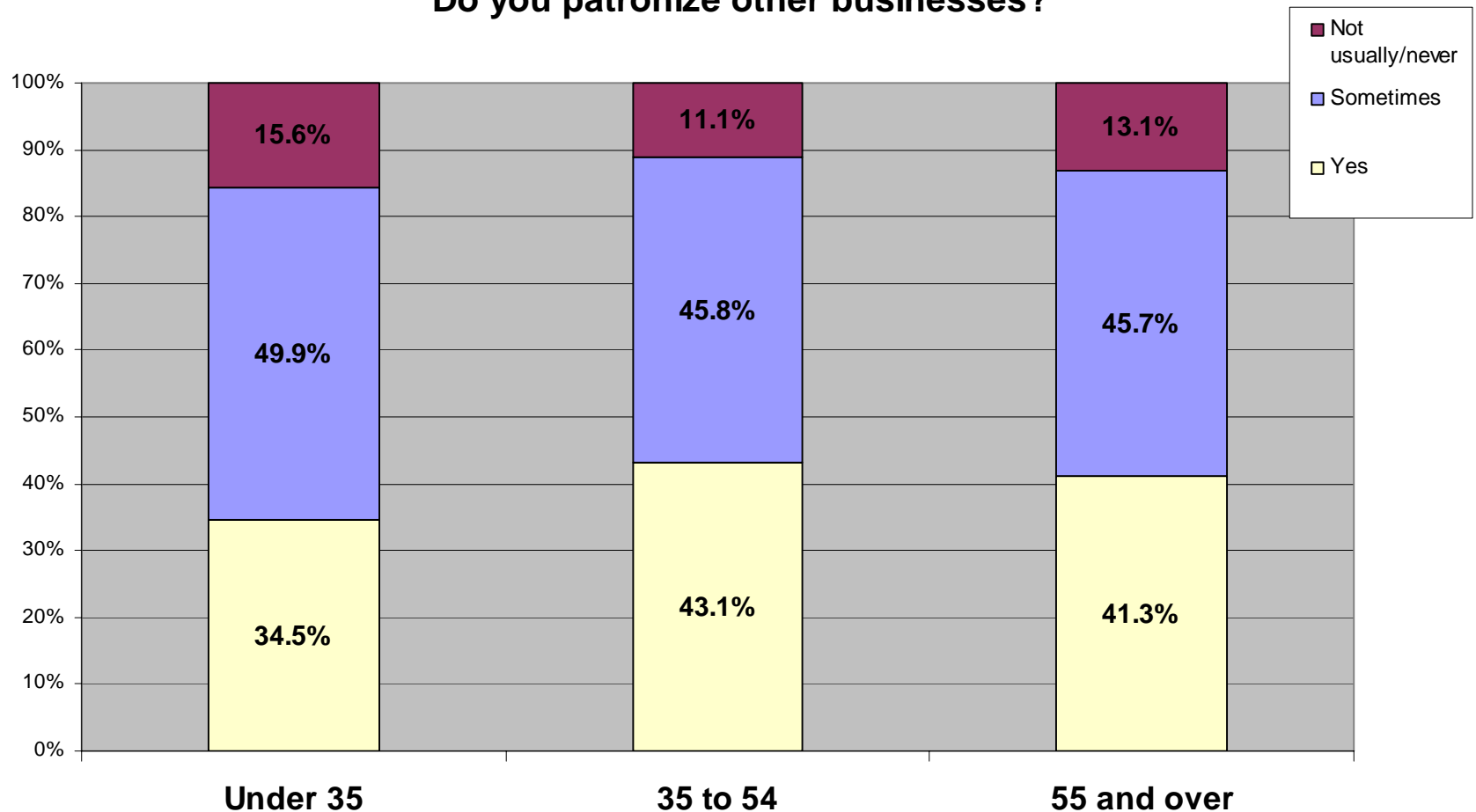
What other arts/entertainment do you attend FREQUENTLY?



Arts and entertainment decisions

Almost 90% of audience members of all ages patronize restaurants and other businesses when they go to theatre.

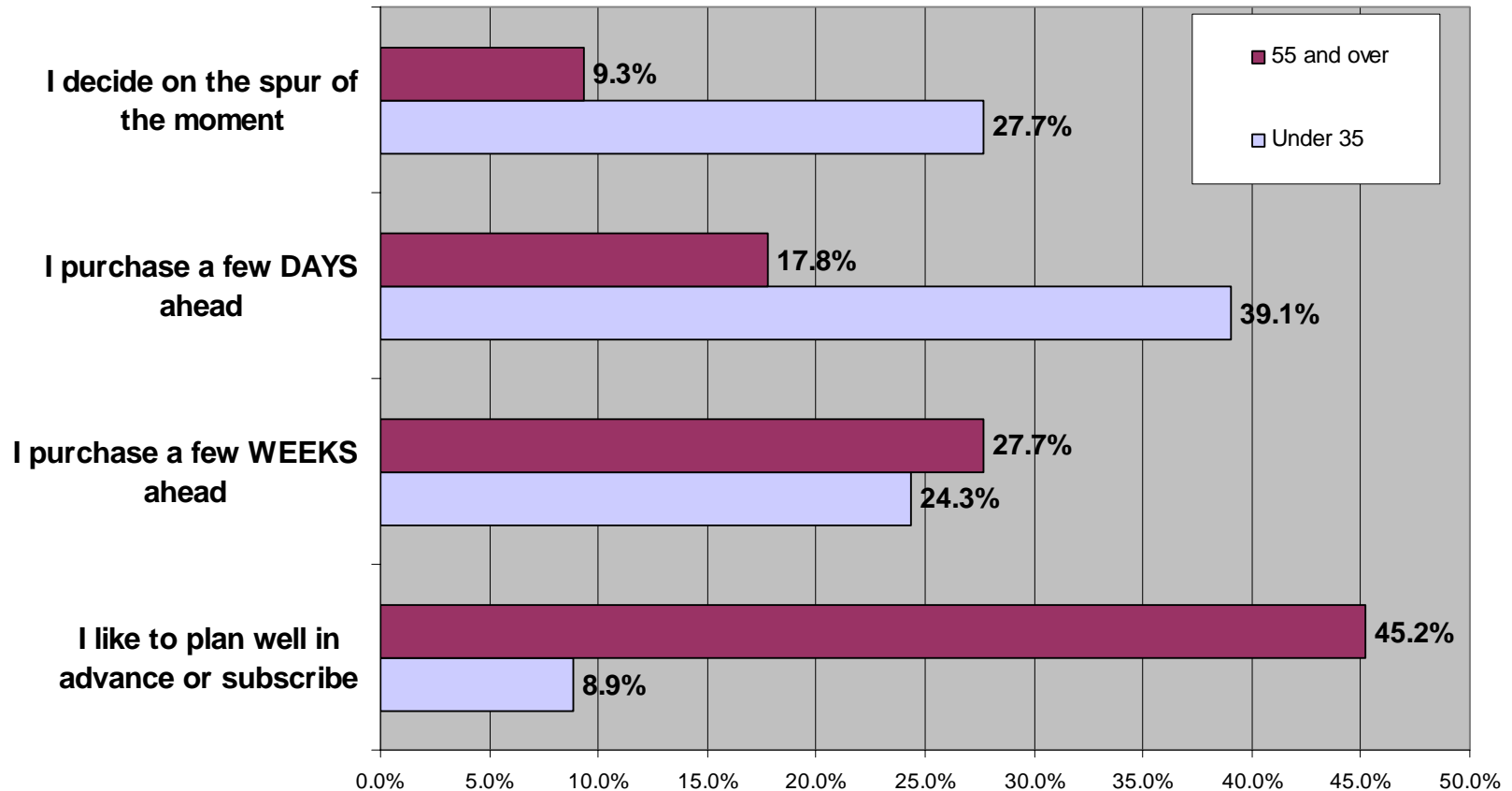
Do you patronize other businesses?



Arts and entertainment decisions

Younger people are 3 times more likely to make purchase decisions at the last minute; older people are 5 times more likely to subscribe.

How far in advance do you purchase tickets?



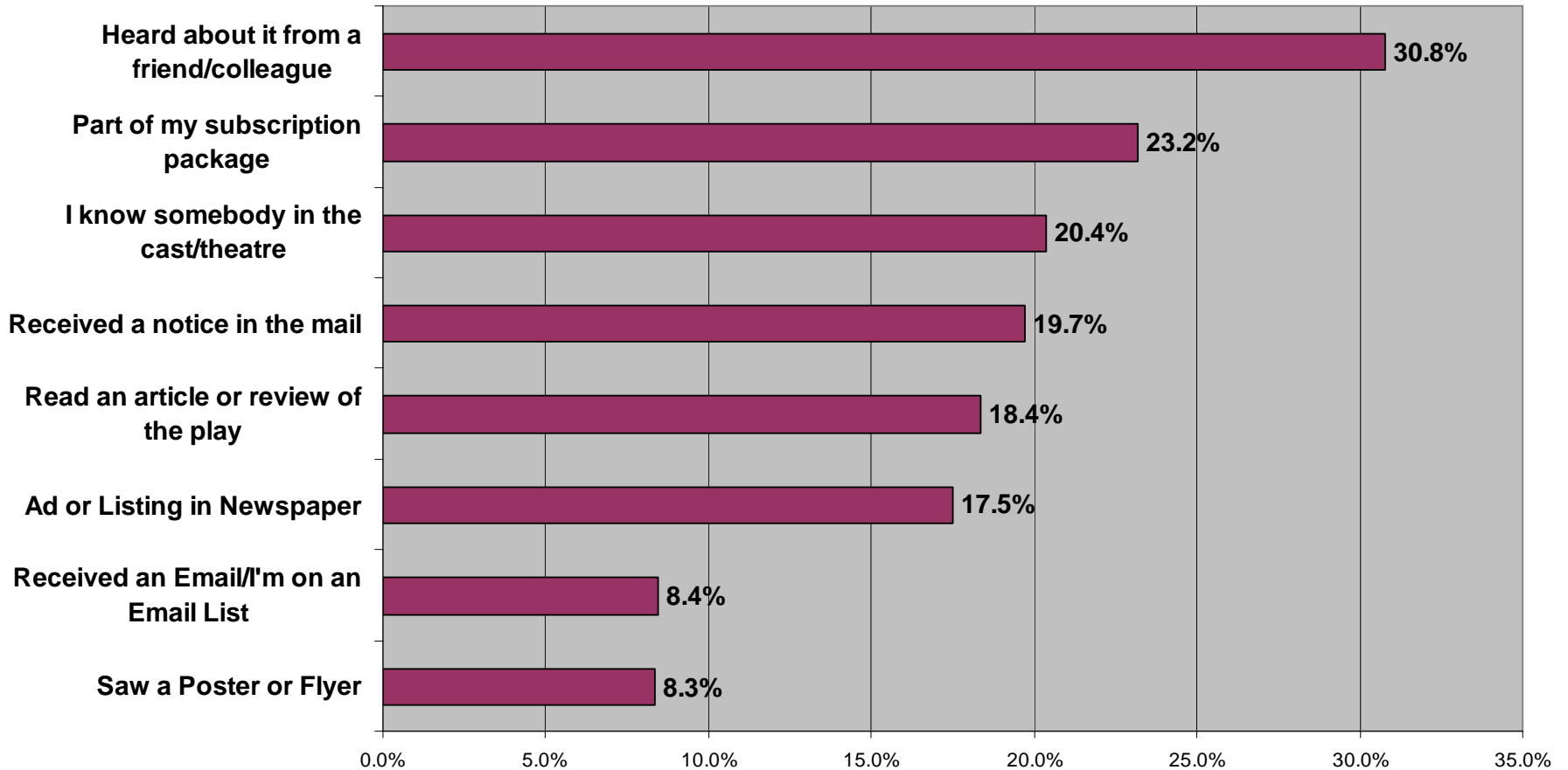
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Information sources

Word of mouth remains an important source of information.

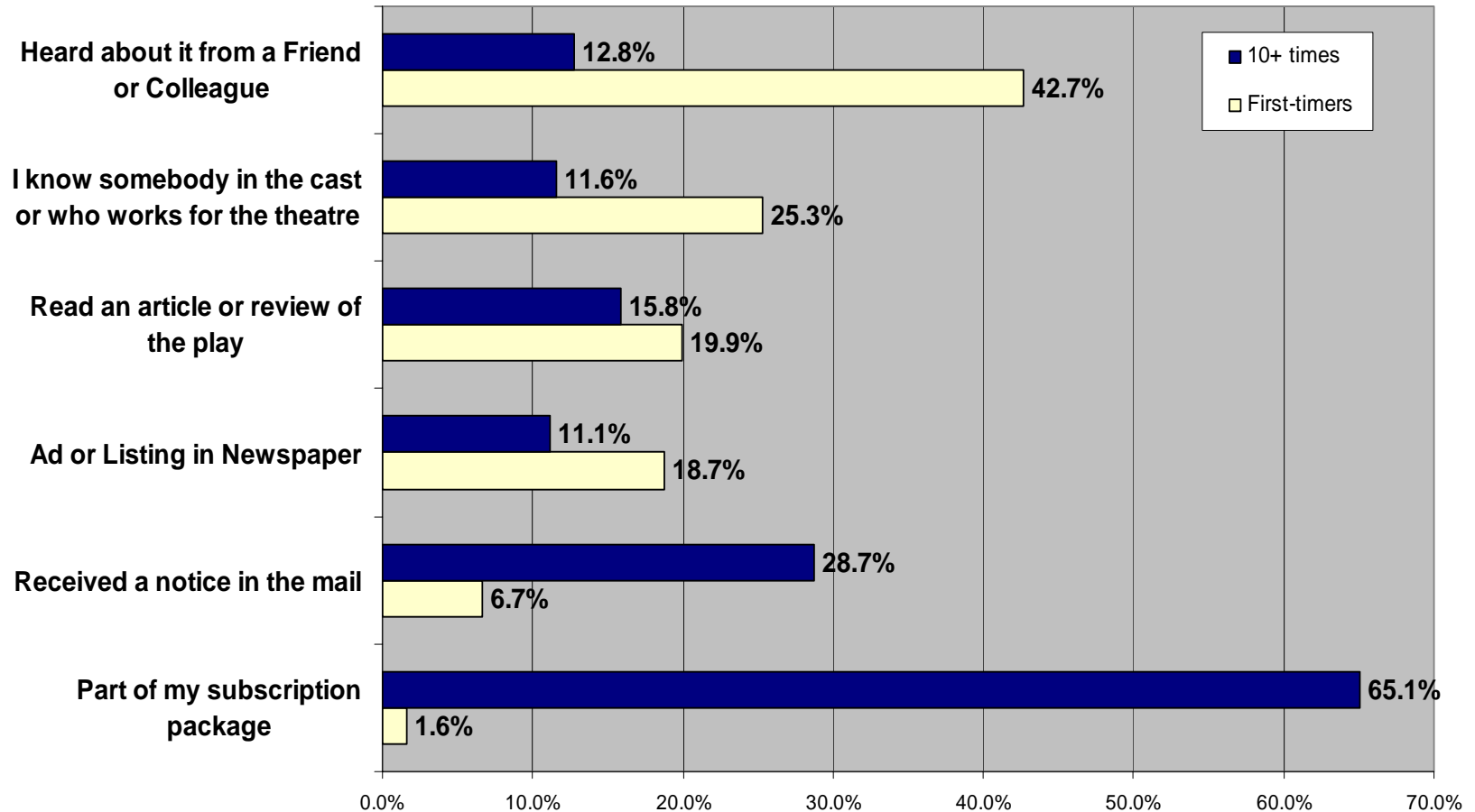
How did you hear about this performance?



Information sources

First-time attendees are much more likely to have heard about the show from friends; mailings are important for repeat attendees.

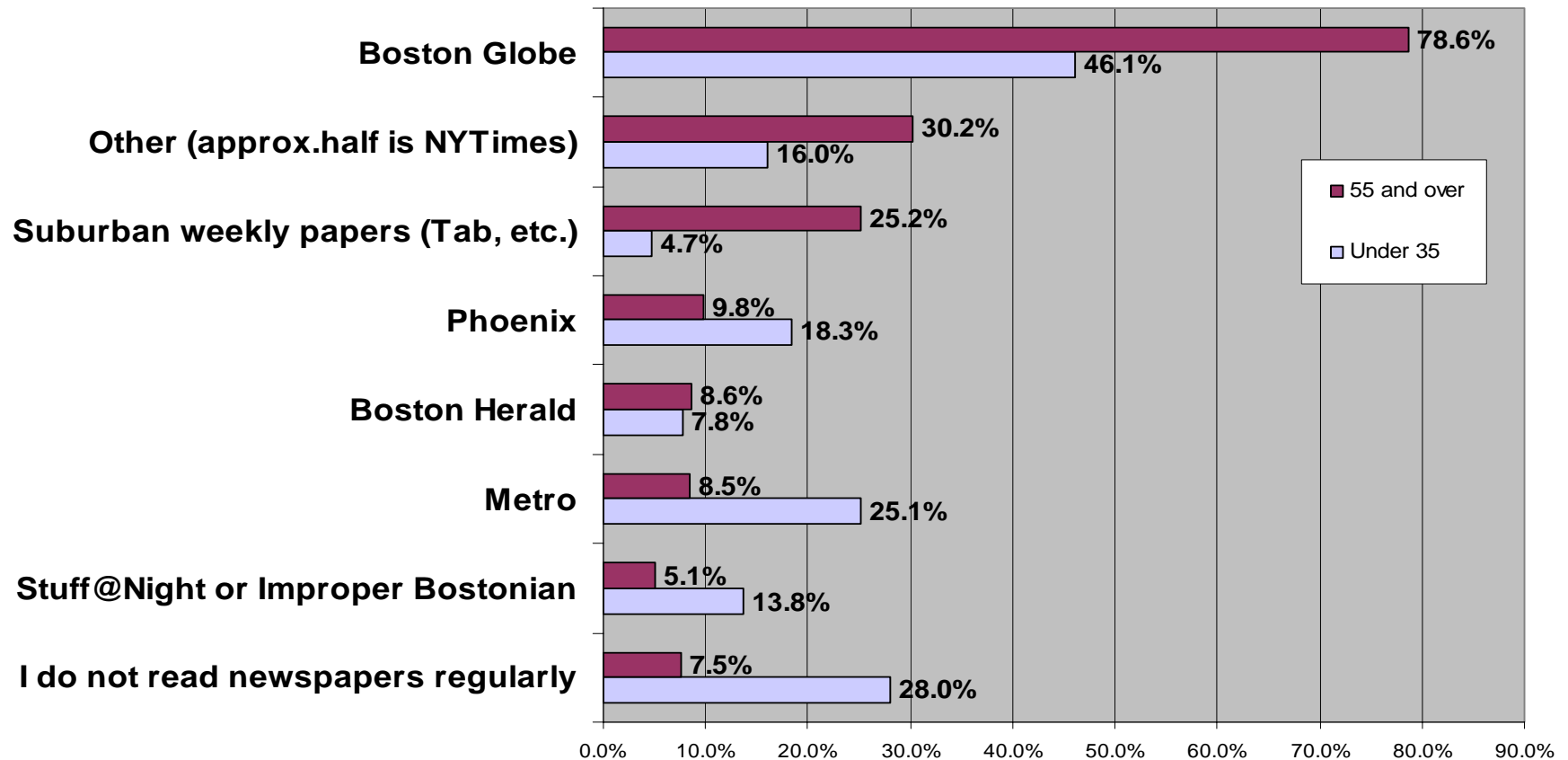
How did you hear about this performance?



Information sources

Younger people are much less likely to read newspapers regularly, although they do read the free papers in greater numbers.

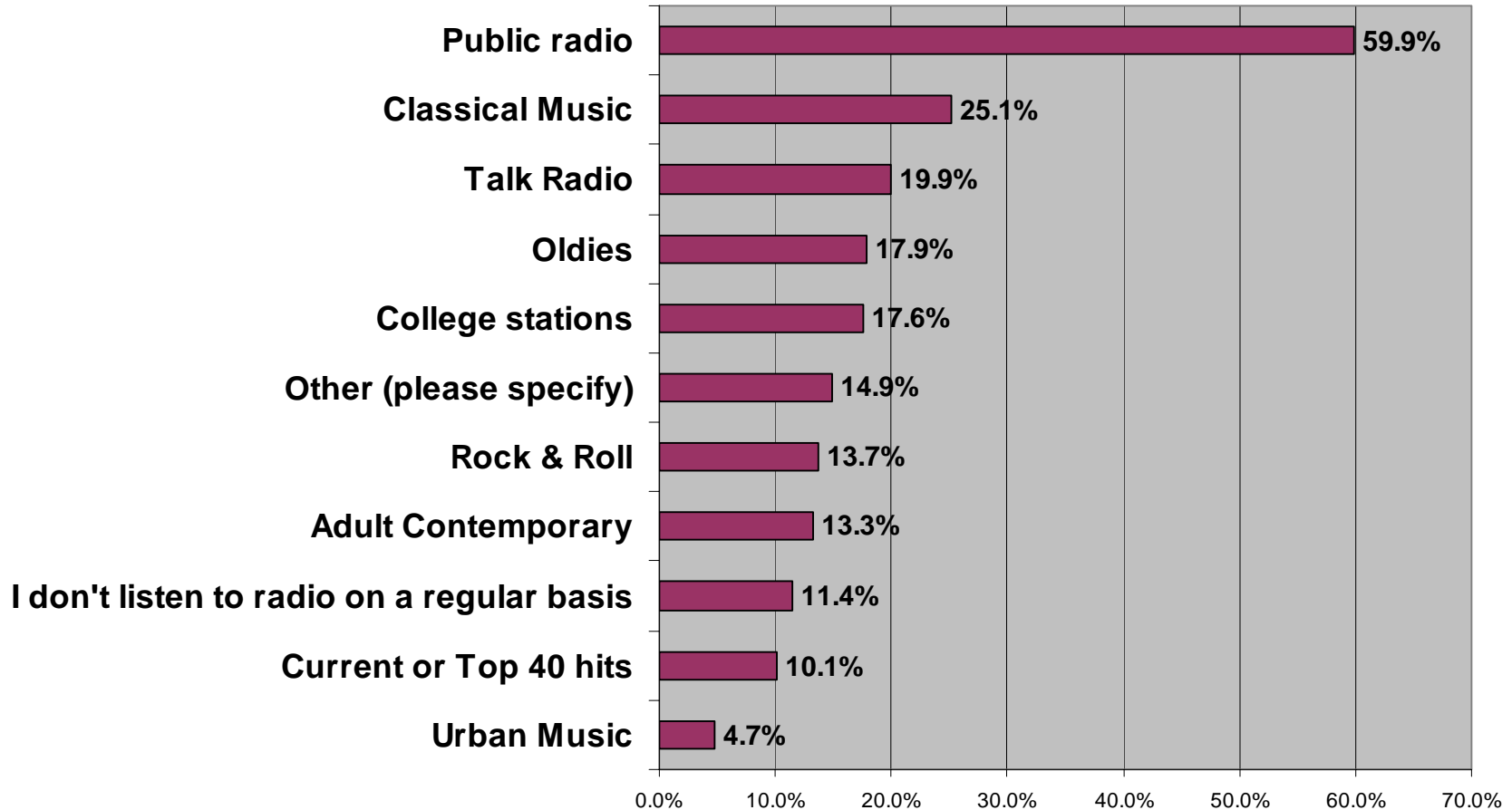
What newspapers do you read on a regular basis?



Information sources

Public radio is very popular, but other radio stations are mixed.

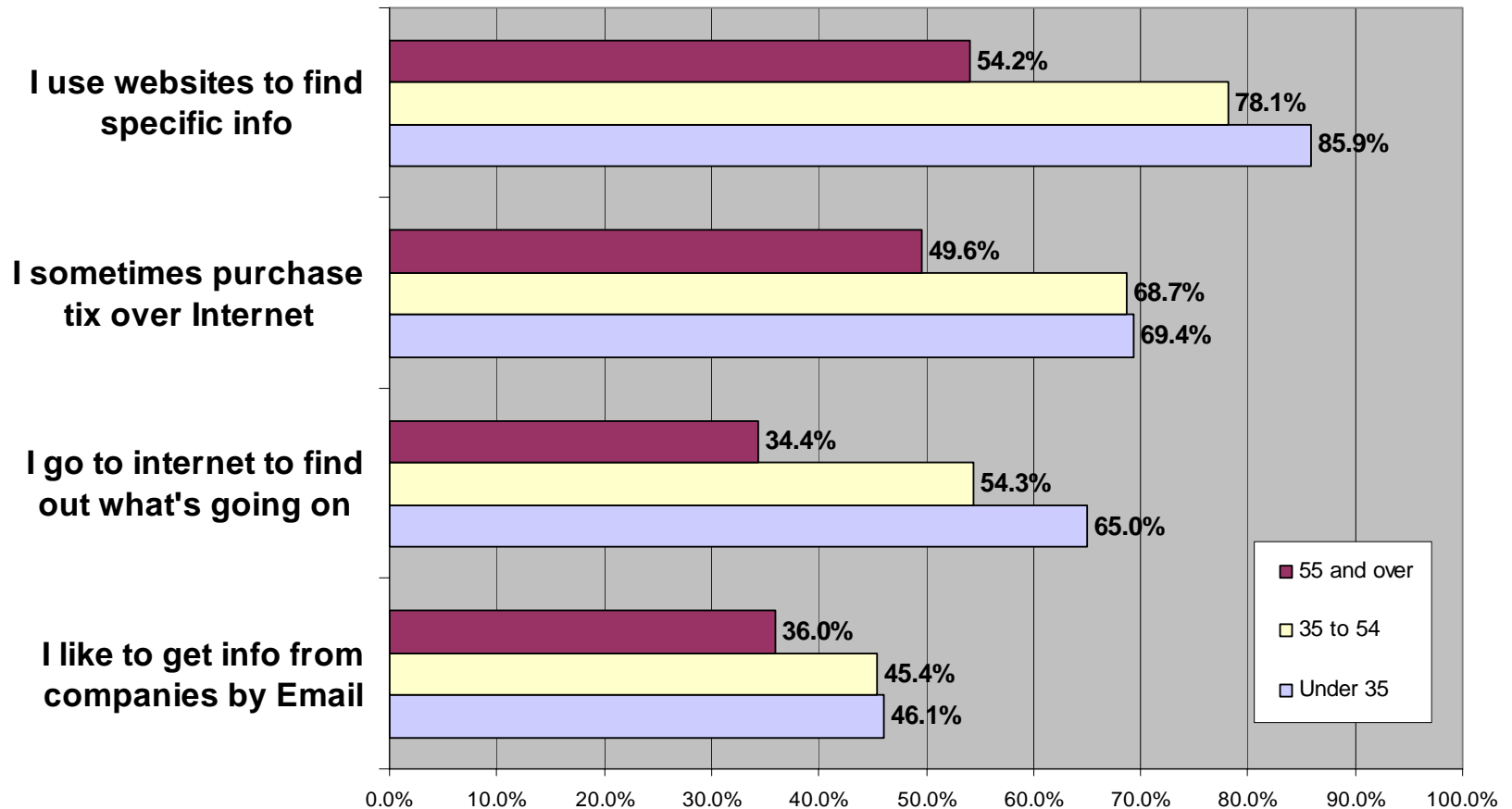
What radio stations do you listen to regularly?



Information sources

It is not only young people who are using the Internet as a source of information – people over 55 are using it as well.

How do you use the Internet?



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Next steps for collective action

- Capitalizing on word of mouth.
- Embracing the last-minute buyer.
- Working with public radio.
- Increasing diversity of audiences.