Table of Contents

1 ASSET Genesis and Aims	11
Team and Outreach	11
Goals and Trajectory	14
2 Research and Segmentation Methodology and Results Audience Research and Segmentation Approach	21
Devising the Survey methodology Audience Segmentation Model	26
3 Audiences in the Czech Republic	45
Performing Arts in the Czech Republic	45
Performing Arts in Prague	48
Data Collection Process	50
Partner Theatres and Research Outcomes	53
Prague Audience Motivations	65
Conclusions for Prague	67
4 Audiences in Finland	73
Performing Arts in Finland	73
Performing Arts in Helsinki	76
Data Collection Process	78
Partner Theatres and Research Outcomes	80
Conclusions for Helsinki	90
5 Audiences in Austria	97
Performing Arts in Austria	97
Performing Arts in Vienna	99

Data Collection Process	100
Partner Theatres and Research Outcomes	103
Conclusions for Vienna	115
6 Audiences in Croatia	121
Performing Arts in Croatia	121
Performing Arts in Zagreb	123
Data Collection Process	124
Partner Theatres and Research Outcomes	128
Conclusions for Zagreb	133
7 Audiences in Bulgaria	137
Performing Arts in Bulgaria	137
Performing Arts in Sofia	138
Data Collection Process	139
Partner Theatres and Research Outcomes	142
Conclusions for Sofia	148
8 Theatre Nights Around Europe	155
The Origins of European Theatre Night	155
Theatre Night in Austria	157
Theatre Night in Bulgaria	159
Theatre Night in the Czech Republic	160
The Night of the Arts in Helsinki	162
European Theatre Night Audience Research	163
9 Conclusions and Recommendations	173
Ambition	173
Beyond the Average	174
Future ASSET	179