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**TITLE: THE ANALYSIS OF THE FACTORS THAT AFFECT THE THEATER DEMAND**

### **ABSTRACT**

This study analyzes the factors that affect theater demand and the profile of the audiences in Van State Theater. A survey consists of 22 questions, is conducted to understand and investigate the socio-economic, demographic structure of the audiences in Van. The ordered logistic regression was run to capture frequency of the theater demand. We found that the attendance to the cinema affects the attendance to the theater in the positive way. Also we observed that the distance to the theater and the whole sale tickets affect the theater demand negatively. Additionally, it was determined that art education increased the attendance to the theater. The income is correlated with art education in positive way.

### **KEYWORDS**

Cultural Economics, Theater Demand, Ordered Logit Model