**Star Quality: Celebrity Casting in London West End Theatres**

**Tables and Figures.**

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| --- | --- | --- | --- |
| **Year** | **Attendances** | **Difference on previous year (%)** | **Gross Box Office Revenue** |
| 2012 | 13,992,773 | +0.56% | £529,787,692 |
| 2011 | 13,915,185 | -1.73% | £528,375,874 |
| 2010 | 14,152,230 | -0.80% | £512,331,808 |
| 2009 | 14,257,922 | 2.60% | £504,765,690 |
| 2008 | 13,892,460 | 1.90% | £483,349,423 |
| 2007 | 13,636,212 | 10.40% | £469,938,749 |
| 2006 | 12,371,495 | 0.30% | £400,852,925 |

Table 1 Data compiled from all theatres who are members of SOLT (Society of London Theatre) (2013).

Figure 1. Theatre professionals ranking the three dimensions of celebrity credibility: Attractiveness, Expertise, Trustworthiness.

Figure 2: Audiences rank the three dimensions of celebrity credibility: Attractiveness, Expertise, and Trustworthiness.

Figure 3.Whether audiences believe that being a celebrity and being famous are the same thing or different.

Figure 4. Phrases used to define the term celebrity.

Figure 5. Where do celebrities come from?

Figure 6. Which categories of celebrity would attract audiences to the theatre?

Figure 7. The likelihood of respondents to attend a theatre prouction with a celebrity in it.

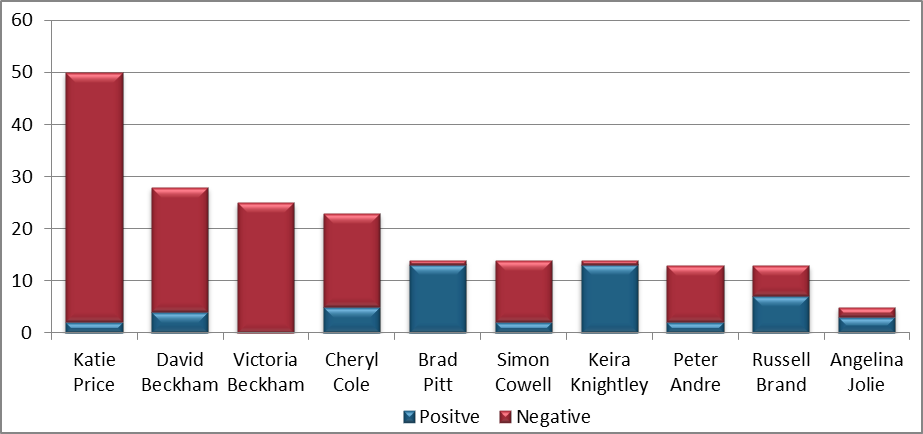


Figure 8. The top ten most mentioned top-of-mind celebrities.

Figure 9. Age range vs. likelihood of attending a theatre production using a celebrity performer.