

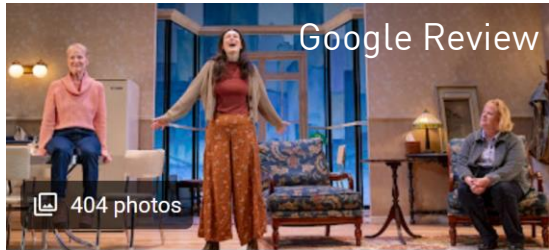


GBBN

# YOUR OPINIONS MATTER

Exploring Audiences' Theatre Experiences Using Social Media Review Analysis





Google Review

404 photos

## Ensemble Theatre Cincinnati

4.9 ★★★★★ 125 reviews

Performing arts theater



Directions



Save



Nearby



Send to phone



Share

1127 Vine St, Cincinnati, OH 45202

ensemblecincinnati.org

(513) 421-3555

4F5P+63 Cincinnati, Ohio

Send to your phone

Add a label

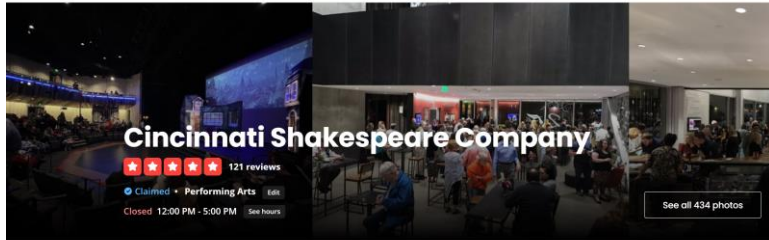


Cincinnati Shakespeare company Cincinnati, OH



For Businesses Write a Review

Restaurants Home Services Auto Services More



## Cincinnati Shakespeare Company

★★★★★ 121 reviews

Claimed Performing Arts Edit

Closed 12:00 PM - 5:00 PM See hours

See all 434 photos

Write a review

Add photo

Share

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http://www.cincyshakes.com

(513) 381-2273

Get Directions 1195 Elm St Cincinnati, OH 45202

### Review Highlights

"However it was a touch too warm during the production of *Dracula* but not enough so that it bothered me." in 11 reviews

"We found easy \$5 parking next to the theater, arriving about 45 early since traffic wasn't congested yet." in 18 reviews

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United States > Ohio (OH) > Cincinnati > Things to Do in Cincinnati > Cincinnati Shakespeare Company

## Cincinnati Shakespeare Company

★★★★★ 52 #38 of 180 things to do in Cincinnati Theaters

Visit website Call Write a review

### What people are saying

By Laura A. Hobson "Cincy Shakes Provides Top Notch Bard Entertainment"

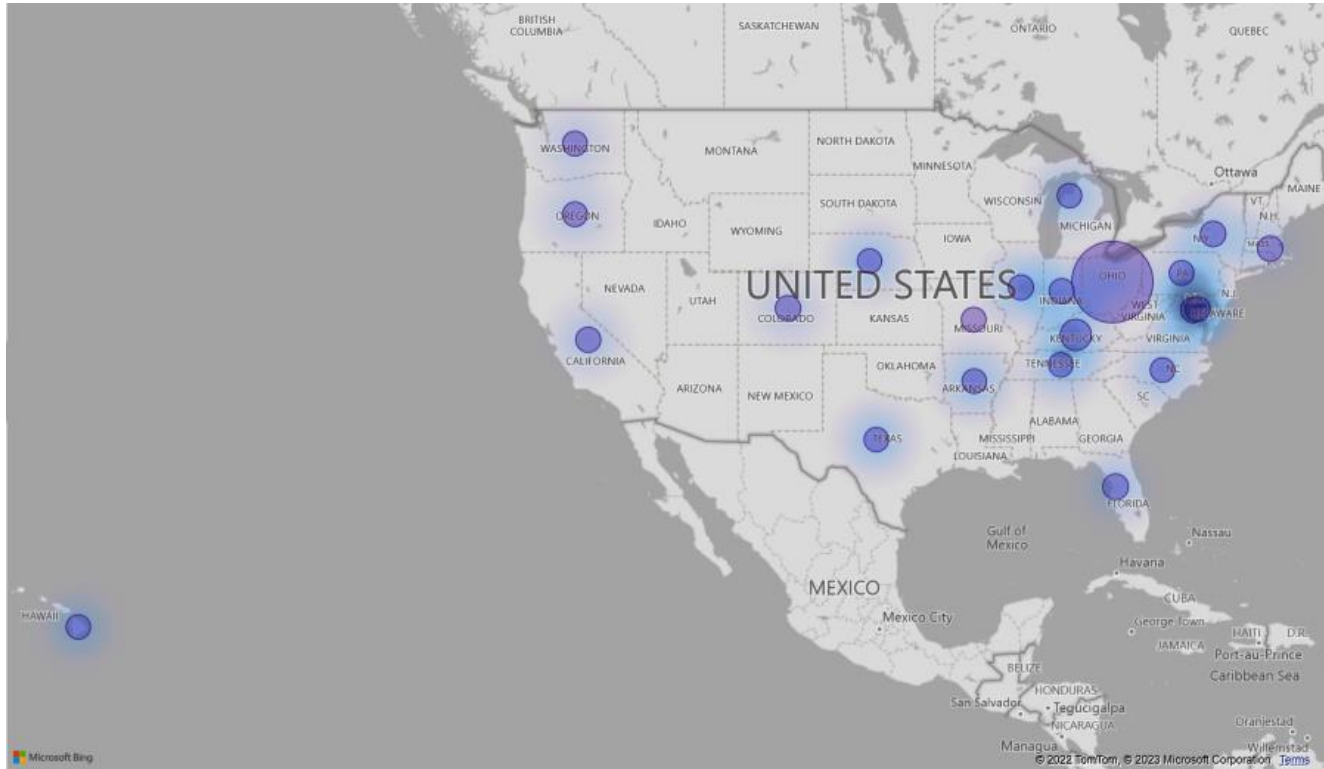
★★★★★ Oct 2019 Cincy Shakes Provides Top Notch Bard Entertainment

"Love it" Jun 2019 It's a combination of Laugh-In, Monty Python, and Saturday Night Live, and simply hilarious.

Suggest edits to improve what we show. Improve this listing



# Attracting Audiences from Local to National Geolocations



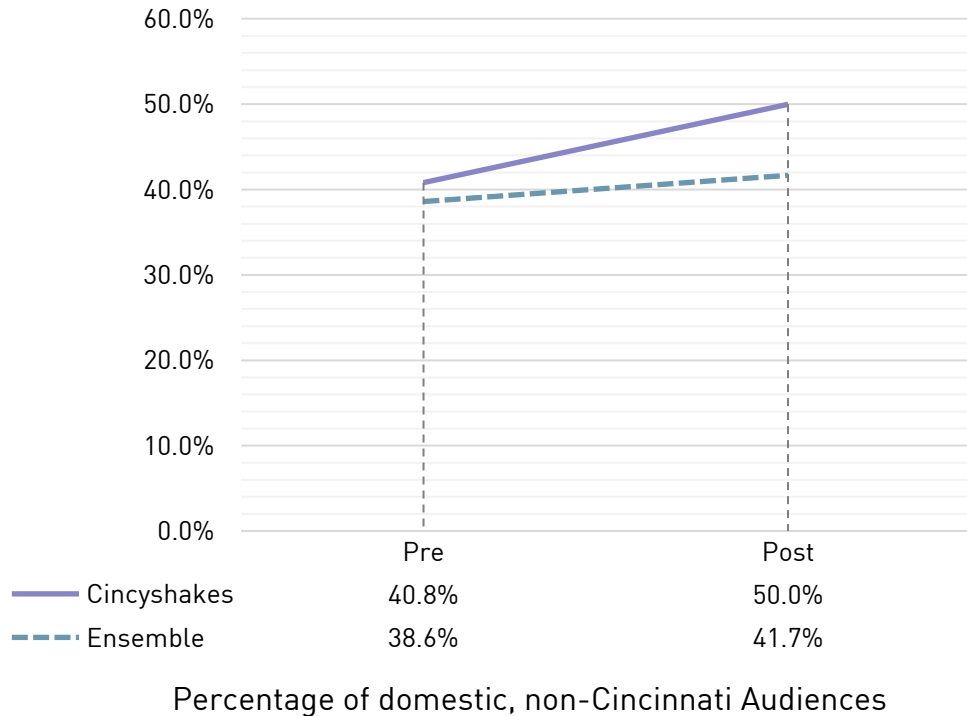
Reviewers' rating by state. Bubble size indicates the count of ratings; Color intensity indicates the average rating scores ranging from low (light blue) to high (dark blue).

Cincyshakes Post		
State	Mean Rating	Count
AR	5.00	1
DC	5.00	2
FL	5.00	3
HI	5.00	1
IL	5.00	1
MA	5.00	2
MO	5.00	1
NE	5.00	1
TN	5.00	1
TX	5.00	1
WA	5.00	1
OH	4.87	87
KY	4.75	12
CA	4.67	3
IN	4.50	2
PA	4.50	2
CO	4.00	1
<b>Total</b>	<b>4.85</b>	<b>122</b>

Ensemble Post		
State	Mean Rating	Count
IL	5.00	1
MD	5.00	2
OH	4.71	7
KY	3.50	2
<b>Total</b>	<b>4.58</b>	<b>12</b>

Data source: Yelp and Tripadvisor, 2012-2022, domestic audiences, data without valid geolocation information has been removed  
 Ensemble Theatre re-opening on October 9<sup>th</sup>, 2017; Cincinnati Shakespeare Company grand opening date: September 8, 2017  
 Cincinnati Shakespeare (Cincyshakes)  $N=171$  (Pre = 49, Post = 122); Ensemble  $N= 69$  (Pre = 57, Post = 12); Total  $N= 240$

# Attracting Audiences Outside Cincinnati

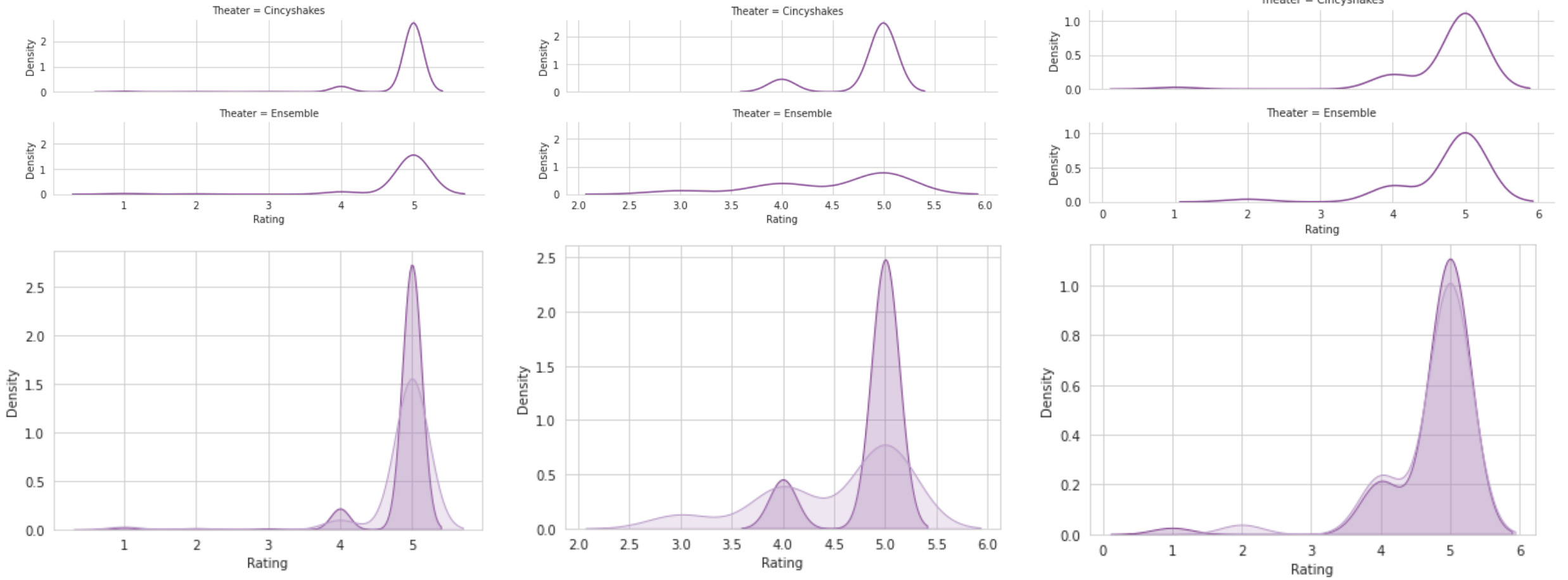


Since moving to the new facility, CSC has attracted more audiences outside the city of Cincinnati as a local attraction, with a significant improvement of 22.5%.

Ensemble has an 8.0% increased non-local audiences since the opening of the renovated facility.

# Social Media Rating Score

## Distribution Density



Google Review

Yelp

Tripadvisor

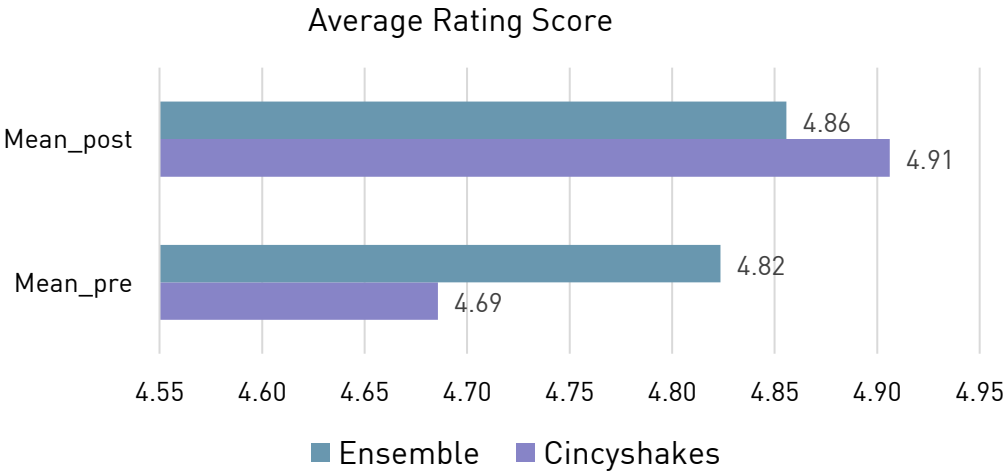
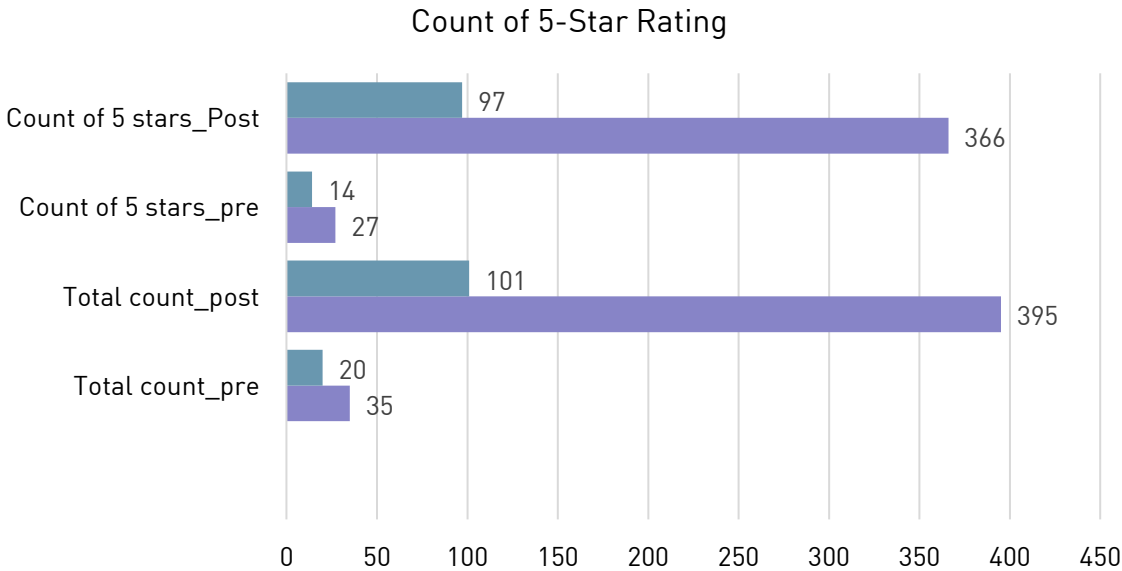
# Social Media Rating Score

## Average Score and 5-Star Rating

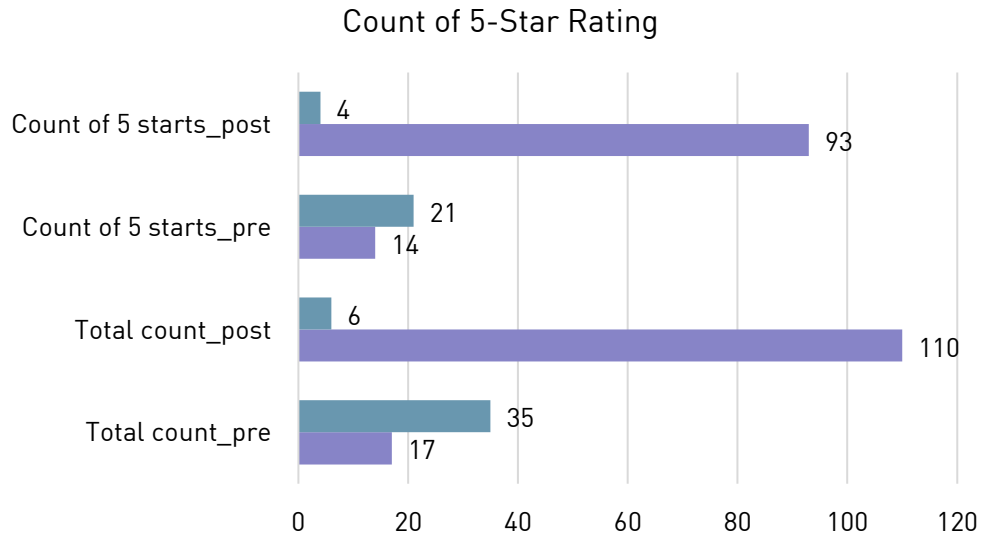
### Google Review

Mean rating scores post the opening of new facility increased by 4.7% for Cincinnati Shakespeare Company and 0.7% for Ensemble Theatre.

The improvement of 5-star rating is 15.5% for Cincinnati Shakespeare Company and 26% for Ensemble Theatre.



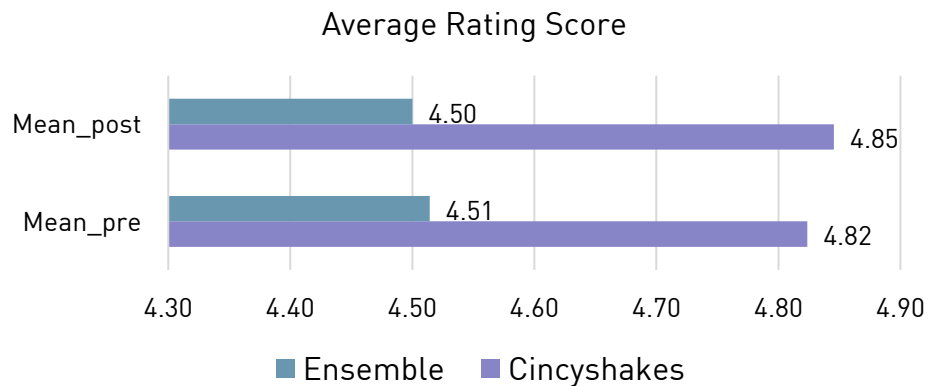
Data source: Google Review, a 5-star rating scale. 2012-2022  
Ensemble Theatre re-opening on October 9<sup>th</sup>, 2017; Cincinnati Shakespeare Company grand opening date: September 8, 2017  
Cincinnati Shakespeare (Cincyshakes) *N*= 429; Ensemble *N*= 121; Total *N*= 550



## Yelp

Mean rating scores post the opening of new facility increased by 0.5% for Cincinnati Shakespeare Company but decreased 0.3% for Ensemble Theatre.

The number of 5-star ratings increased by 2.2% for Cincinnati Shakespeare and increased by 6.7% for Ensemble Theatre.

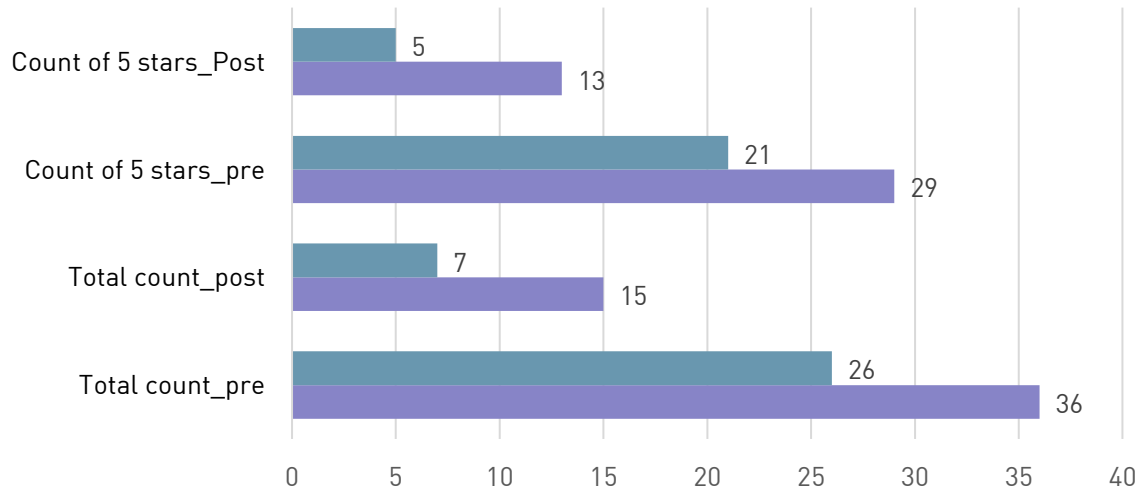


Data source: Yelp, a 5-score rating scale. 2012-2022

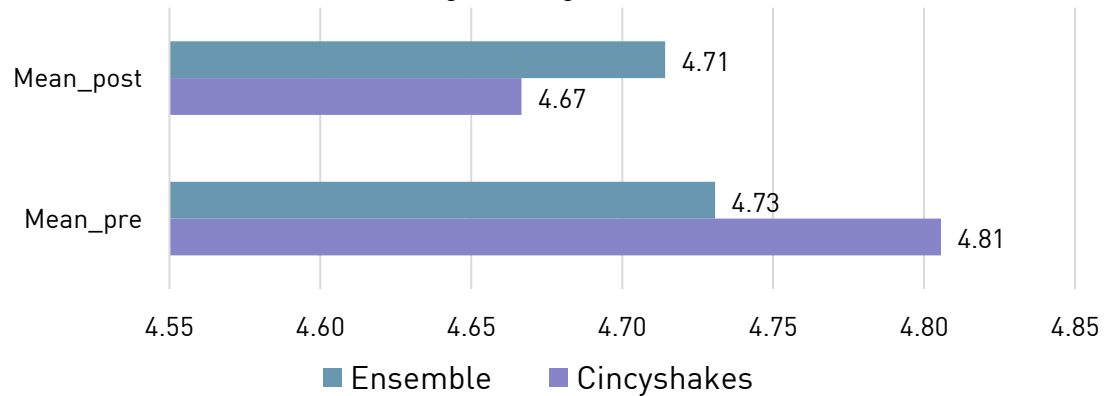
Ensemble Theatre re-opening on October 9<sup>th</sup>, 2017; Cincinnati Shakespeare Company grand opening date: September 8, 2017

Cincinnati Shakespeare (Cincyshakes)  $N=51$ ; Ensemble  $N=31$ ; Total  $N=82$

Count of 5-Star Rating



Average Rating Score



## Tripadvisor

Mean rating scores post the opening of new facility decreased by 2.9% for Cincinnati Shakespeare Company and 0.8% for Ensemble Theatre.

The number of 5-star ratings increased by 6.1% for Cincinnati Shakespeare Company while decreased by 11.9% for Ensemble Theatre.

Data source: Tripadvisor, a 5-star rating scale. 2012-2022

Ensemble Theatre re-opening on October 9<sup>th</sup>, 2017; Cincinnati Shakespeare Company grand opening date: September 8, 2017

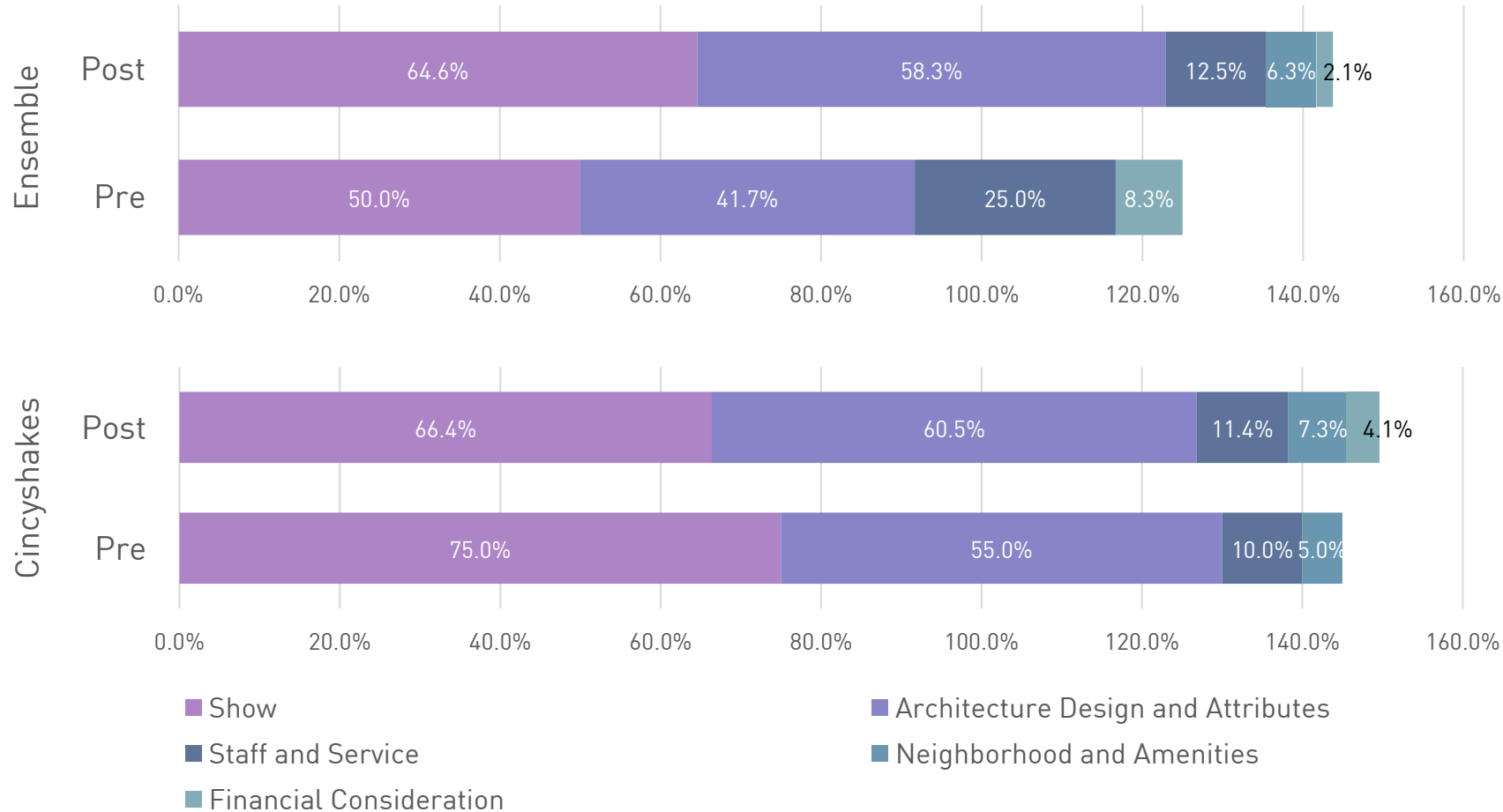
Cincinnati Shakespeare (Cincyshakes)  $N=127$ ; Ensemble  $N=41$ ; Total  $N=168$



# GOOGLE REVIEW

# Google Review Text Comments

## Thematic Analysis



Positive impression about the new facility and increased comments about architecture design/attributes for Ensemble (16.6%) and Cincyshakes (5.5%) theaters.

Architecture design contributes to a holistic theater experience.

# Google Review Text Comments

## Subthemes and Descriptive Statistics

### Ensemble

Theme	Subtheme	Selective Quotes	Frequency
Show		"Always great plays and great acting, always incredible and I feel the topics, especially the ones that I would not have found interesting if looked into it first, have opened my view of life and the world." "It's the place to go if you're looking for newer <b>edgy shows</b> ."	63.3%
	Aesthetics, Design and Spatial Configuration	"The layout of the place is very <b>modern</b> and interesting." "The quality of the facility keeps improving, with an <b>expanded lobby and bar</b> area, more commodious restrooms, and an elevator."	33.3%
Architecture Design and Attributes	Bar/Lobby	"In addition to the main bar in the lobby there is a small bar on the balcony level for your <b>convenience</b> during most shows."	5.0%
	New/Renewal	"The remodeling they've done makes it a much nicer experience." "...completely blown away with just how <b>extensive and upscale</b> the renovation turned out."	18.3%
	Seats	"There is <b>not a bad seat</b> anywhere." " <b>Comfortable</b> seats in the theatre"	13.3%
	Sets and Stage	"The sets that are there are well made and almost <b>feel real</b> ." " <b>Intimate</b> setting is perfect"	3.3%
	Acoustics	"Excellent acoustic."	1.7%
	Atmosphere/ Experience	"Really enjoyed the <b>cozy</b> dimensions of the theater."	6.7%


# Google Review Text Comments

## Subthemes and Descriptive Statistics

### Ensemble

Theme	Selective Quotes	Frequency
Staff and Service	"The ticket, valet, and bar staff were wonderful" "The valet attended was beyond worst.... The battery was dead because they left the lights on...."	15.0%
Neighborhood Amenities and Parking	"I loved the <b>parking</b> right next to the theater." "There is a complete lack of security for your vehicle in the area...recommend using a ride service to access instead of bringing your personal vehicle."	5.0%
Events/ Socialization	"We had a fun, family time!"	1.7%
Financial Consideration	"The theater is expensive"	3.3%
Youth or Educational Programs	"Saw "The Legend of Georgia McBride" with my wife as an assignment for her theater class...."	1.7%
General Comments/ Recommendation	"A must visit for entertainment in Cincinnati!" "First time patron and anticipating to be a long time patron. Highly recommended!"	25.0%

\*No significant correlation between comment themes and rating scores

 Highlighting the above average frequency

# Google Review Text Comments

## Subthemes and Descriptive Statistics

### Cincycshakes

Theme	Subtheme	Selective Quotes	Frequency
Show		"Every production I see here is fantastic, the actors, directors, producers, stage crew, etc... are extremely talented"	68.8%
	Aesthetics, Spatial Configuration and Maintenance	" <b>Beautiful</b> . Elegant. Modern. These words barely describe how wonderful this place is." "Beautiful theatre with many Insta spots for taking <b>memorable pictures</b> " "The venue was beautiful and all the details throughout were so special." "The exterior is a bit bland, but it's an intimate, beautiful space on the inside."	38.3%
Architecture Design and Attributes	Bar	There is a very open lobby space with a bar and a great <b>view of the park</b> . They have a nice space to mingle before and after the show and during intermission.	1.7%
	New/Renewal	"Awesome new theater!" "This new venue is absolutely gorgeous! An updated building with surprising details and little touches all over makes the time in between shows spent in the lobby a real pleasure."	12.9%
	Seats	The new theatre is intimate with a thrust stage and comfortable seats. Every seat in the theater is so close to the stage. The seats were <b>comfortable</b> and there is even enough leg room that my 6'2" husband was happy.	24.6%
	Sets and Stage	The set design and lighting was excellent to compliment the piece.	3.8%
	Acoustics	The acoustics are excellent.	1.7%
Atmosphere	"This was a competitive experience with any wow I've seen in New York or London" "The theater is incredibly <b>intimate</b> . It was an all-around great experience."	16.7%	




# Google Review Text Comments

## Subthemes and Descriptive Statistics

### Cincyshakes

Theme	Selective Quotes	Frequency
Service	<b>Great service</b> and drinks! You can even pre-order your intermission drinks and they will have it ready for you! The free lemon water. The amenities offered in the bathrooms.	11.3%
Neighborhood Amenities	A great evening out in Cincinnati and a wonderful <b>addition to the neighborhood!</b> Prepay for valet parking.	7.1%
Events/ Socialization	We have had some very fun evenings going to dinner in OTR and a play with friends. Great for a <b>girl's night out</b> or date night!	3.3%
Financial Consideration	Their student tickets are really inexpensive, and if you subscribe (or early renew) your subscription (which is the most flexible subscription model in town), it's especially affordable.	3.8%
Youth or Educational Programs	I've also been a part of the Groundlings program for youth actors and taken their <b>summer camps</b> and participated in the Project 38 showcase for many years. Their acting teachers are amazing.	1.7%
General Expression/ Recommendation	CSC is one of the brightest spots in the Cincinnati arts scene! First time at this theater but won't be the last!	43.8%

\*No significant correlation between comment themes and rating scores

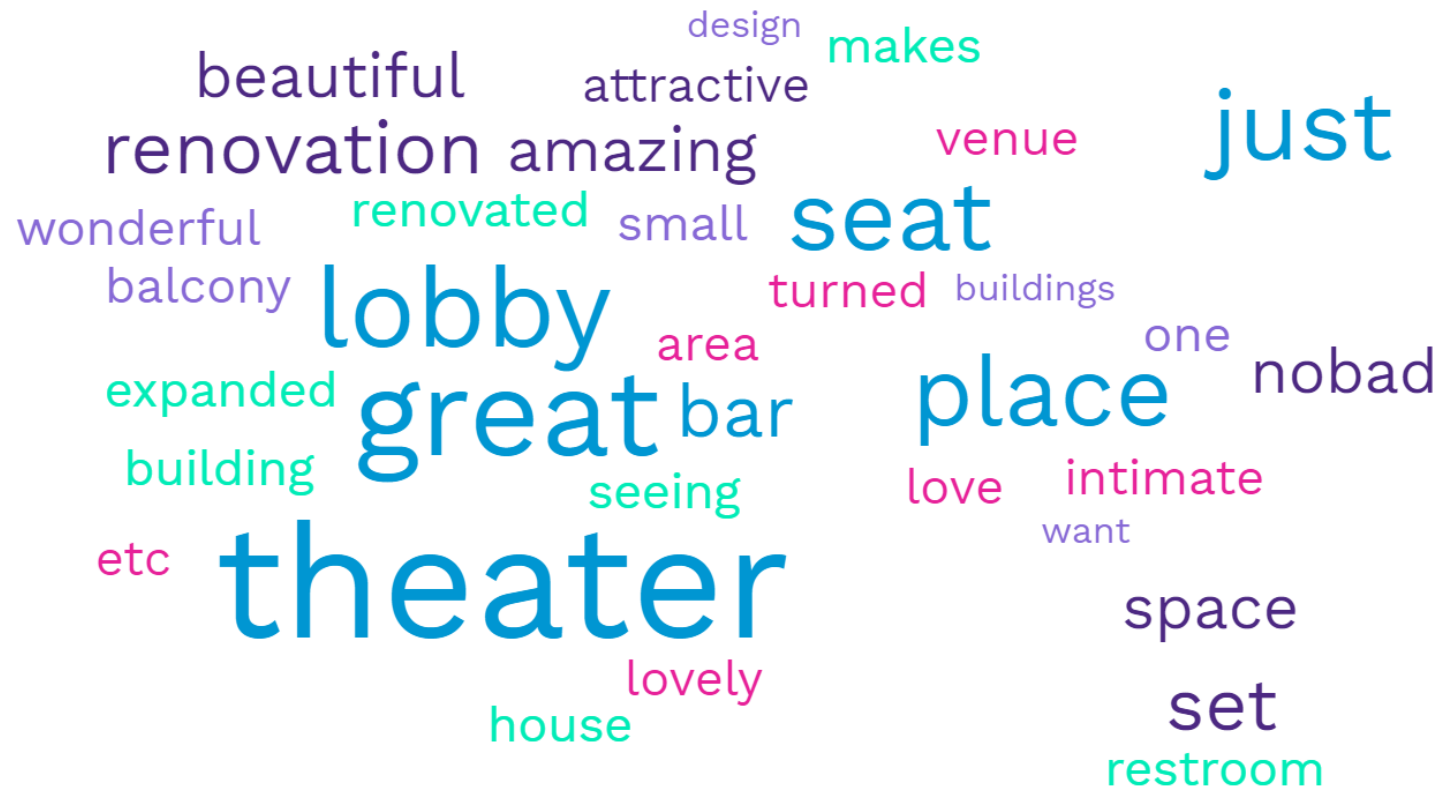
 Highlighting the above average frequency

Data source: Google Review, a 5-star rating scale. 2012-2022

Cincinnati Shakespeare (Cincyshakes) Text Comments  $N = 240$  ( $Pre = 20$ ,  $Post = 220$ ); Ensemble Text Comments  $N = 60$  ( $Pre = 12$ ,  $Post = 48$ )

# Google Review Text Comments

Architecture Design and Attributes Word Clouds



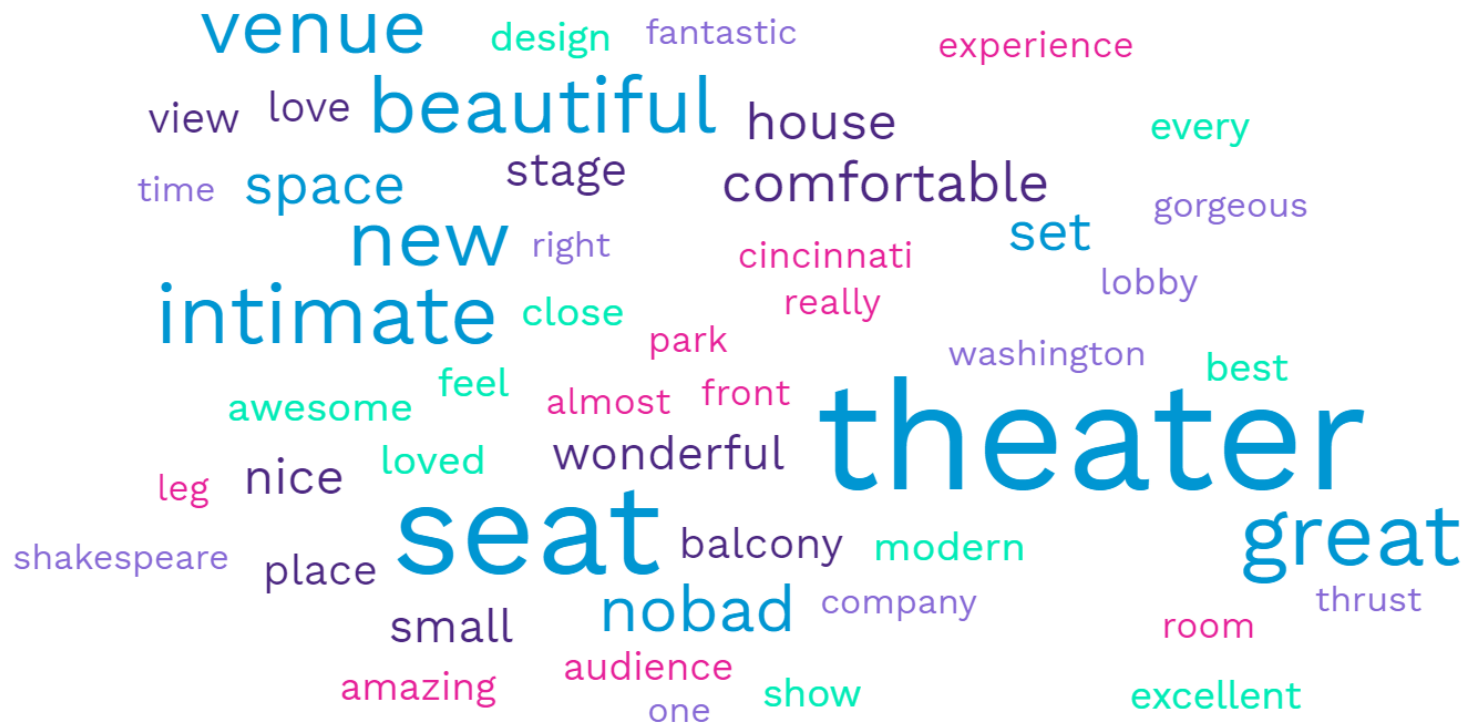
Ensemble (Post)

Topmost word frequency

Frequency	Word (Pre)	Frequency	Word (Post)
4	great	11	theater
4	theater	8	great
		7	lobby
		6	place
		6	just
		6	seat
		4	bar
		4	set
		4	renovation
		3	beautiful
		3	space

# Google Review Text Comments

Architecture Design and Attributes Word Clouds



## Topmost word frequency

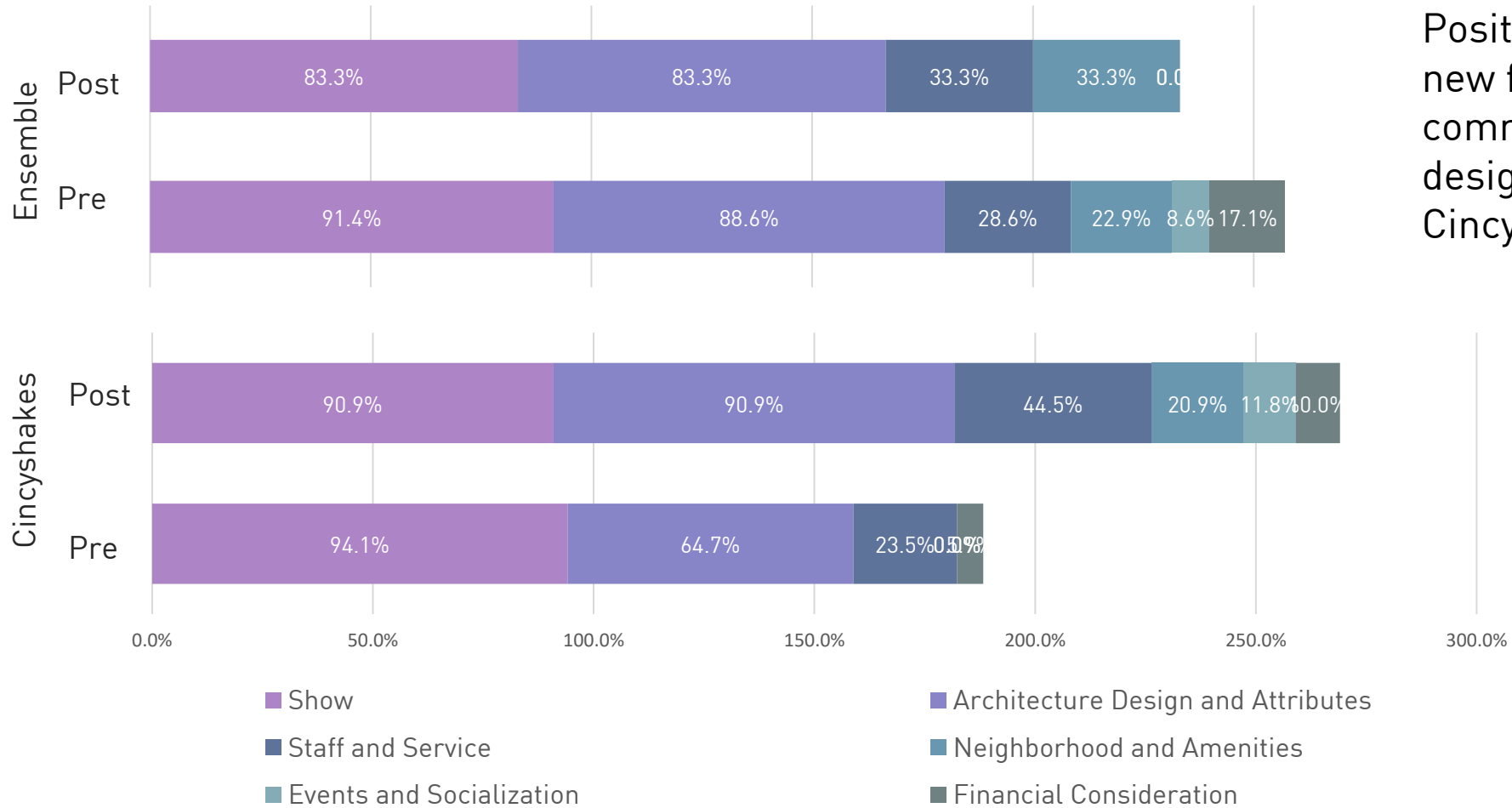
Frequency	Word (Pre)	Frequency	Word (Post)
4	theater	76	theater
4	intimate	61	seat
4	set	36	great
4	new	33	intimate
3	wonderful	31	new
		30	beautiful
		29	venue
		21	no bad
		16	space
		15	set
		15	comfortable

Cincyshakes (Post)

YELP

# Yelp Review Text Comments

## Yelp Thematic Analysis



Positive impression about the new facility and increased comments about architecture design/attributes (26.2%) for Cincyshakes.



# Yelp Review Text Comments

## Subthemes and Descriptive Statistics

### Cincyshakes


Theme	Subtheme	Selective Quotes	Frequency
Show		"The show was a crowd pleaser from the part one being more fun and lighthearted while the second half had more emotion behind it to pull at your heart strings."	91.3%
	Aesthetics, Design and Spatial Configuration	"The theater itself is beautiful, a good marriage of concrete and wood. The concrete has a pattern of wood structure engraved in it, I really liked it, it looks very <b>inviting</b> and <b>cozy</b> ." "I also thought the design of the building was really <b>pleasing</b> to look at. Also, the <b>Hamlet pig</b> is amazing." "An updated building with <b>surprising details</b> and little touches all over makes the time in between shows spent in the lobby a real pleasure." "There was art work throughout."	56.9%
Architecture Design and Attributes	Bar/Lobby	"The lobby is so <b>spacious</b> and the large glass windows offer a perfect <b>view of the park</b> ." "The bar was so <b>elegant</b> and properly staffed." "The lobby area is very <b>open and airy</b> , allowing you to <b>mingle</b> a bit before the show and of course take beautiful pictures."	31.9%
	New/Renewal	"We were <b>impressed</b> with how nice this new venue is."	20.7%
	Seats	"There isn't a bad seat in there because everyone is so close. The seats were <b>comfortable</b> for the 2 hour show. There are <b>cup holders</b> in the back of the seats in front of you."	57.8%
	Sets and Stage	"The sets were creative and surprising." "Very <b>well staged</b> and it was very involving as far as <b>audience participation</b> goes with plays."	30.2%
	Acoustics	"With no use of mics, you could still hear everything in the room." "Also, if you are under 80 and don't have significant hearing loss, I recommend you bring ear plugs/a hat/ earmuffs to protect yourself from the painfully loud sound effects, especially in the last 20 minutes of the show."	9.5%
Atmosphere/ Experience	"The theater itself is small and <b>intimate</b> which makes it feel more as if you are sitting in your living room with a group of friends." "The theater is a breath of fresh air."	63.8%	

# Yelp Review Text Comments

## Subthemes and Descriptive Statistics

### Cincyshakes

Theme	Selective Quotes	Frequency
Staff and Service	"From the moment I walked thru the door I was greeted with a <b>big smile</b> and politeness by everyone working in there."	29.3%
Neighborhood Amenities and Parking	"Overall, I think it's awesome to have another fine arts venue in Cincinnati. The <b>location</b> is great." "Parking isn't bad- multiple <b>parking</b> lots around and several metered parking options available."	24.4%
Events/ Socialization	"All in all it makes for a unique and engaging experience or a great <b>date night out.</b> "	7.3%
Financial Consideration	"They offer discount tickets for students for about \$30." "And to top it all off, the ticket prices are totally <b>reasonable.</b> "	9.4%
General Comments/ Recommendation	"I highly <b>recommend</b> attending a show here whenever possible!" "5 Stars all the way!!! There are many great plays scheduled in the future. Pick one. Get your tickets and go."	63.8%

 Highlighting the above average frequency

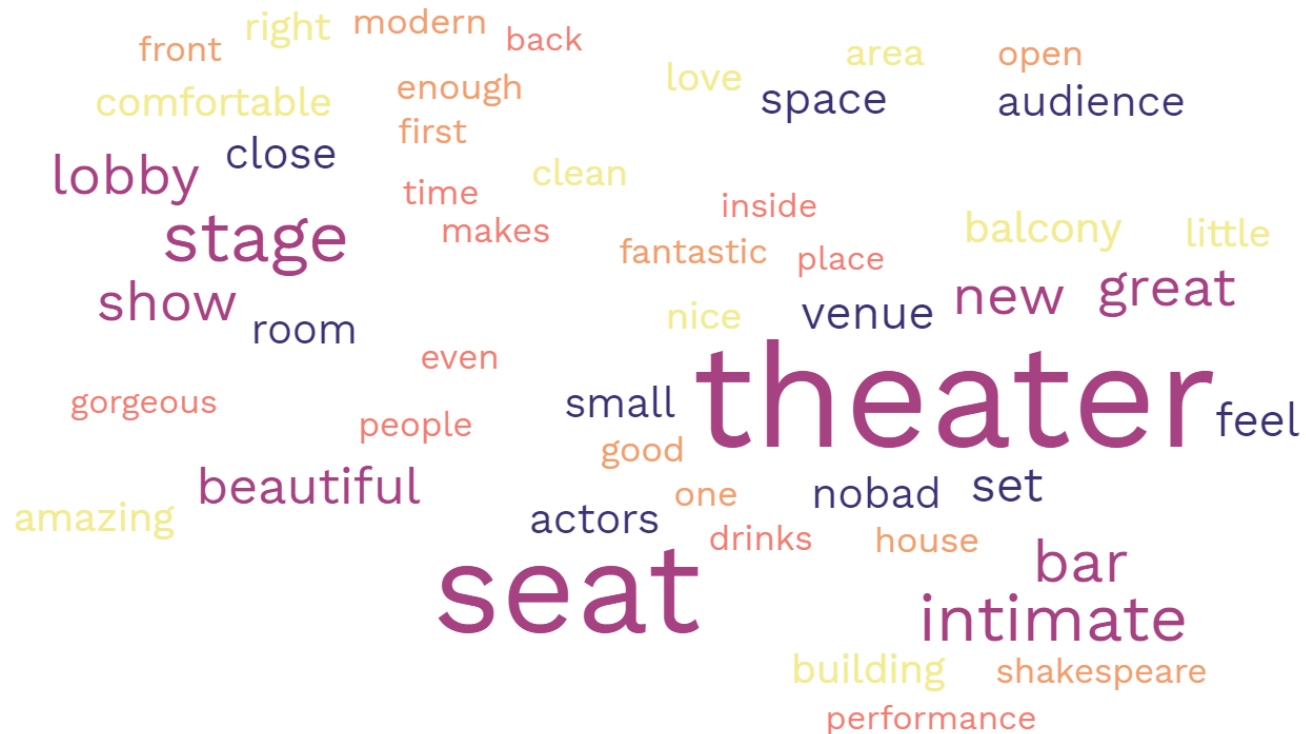
Data source: Yelp Review, a 5-star rating scale. 2012-2022

Cincinnati Shakespeare (Cincyshakes) Text Comments  $N = 127$  ( $Pre = 17$ ,  $Post = 110$ )

No thematic analysis for Ensemble Theatre because of limited post-design comments ( $N = 6$ )

# Yelp Review Text Comments

Architecture Design and Attributes Word Clouds



Cincyshakes (Post)

Topmost word frequency

Frequency	Word (Pre)	Frequency	Word (Post)
10	theater	119	theater
6	seats	102	seat
4	intimate	45	stage
4	small	40	intimate
		34	bar
		30	great
		30	new
		30	lobby
		29	show
		25	beautiful
		22	set
		20	Venue
		20	feel
		19	space
		18	close

*(Pre-Cincyshakes)*

“Incredibly cramped though so be warned...”

“...Their former space had so many quirks (the actors had to run outside to enter the theater from the back), that they deserved a well-designed space.”

“The current theatre space is kind of limiting which makes the quality of the productions that much more impressive.”

*(Post-Cincyshakes)*

“Absolutely love this place... I laughed, I shuttered, I cried... and left emotionally drained.”

“The new space is so well designed FOR people. They really thought about the experience. It felt very comfortable to walk in and get a drink.”

“It was a very intimate setting where you almost feel a part of the show.”

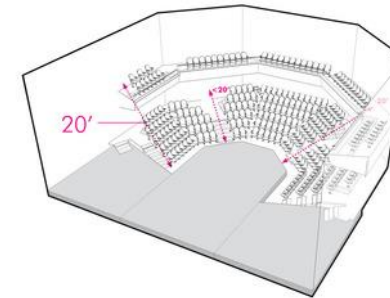




# Design Features Highlight

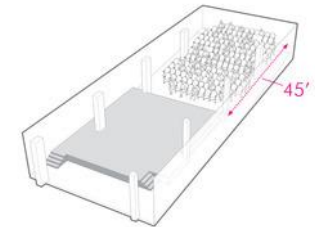


Extended Stage, Close Interaction between Actors and Audiences



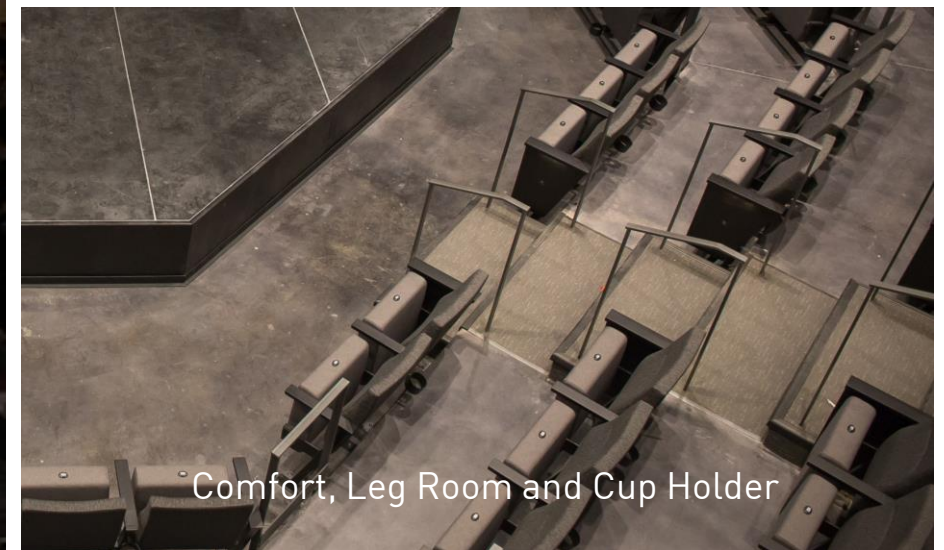
## NEW THEATER

- Distance to Stage:  $\leq 20$  Ft.
- Capacity: 250 People



## PREVIOUS THEATER

- Distance to Stage:  $\leq 45$  Ft.
- Capacity: 165 People



Comfort, Leg Room and Cup Holder



# Design Features Highlight



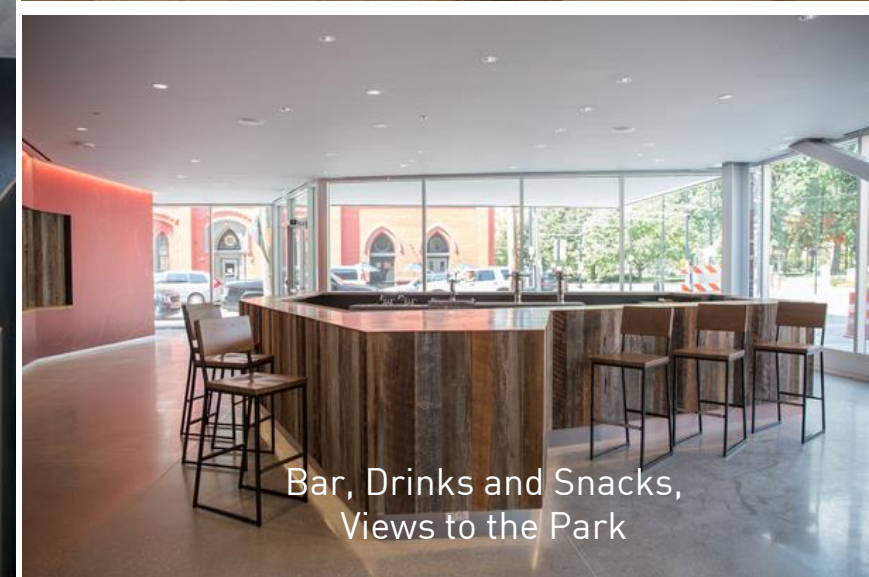
Modern Aesthetics, Material,  
Art Through-out



Lobby, Spaciousness, Intermission



Quotes and Details



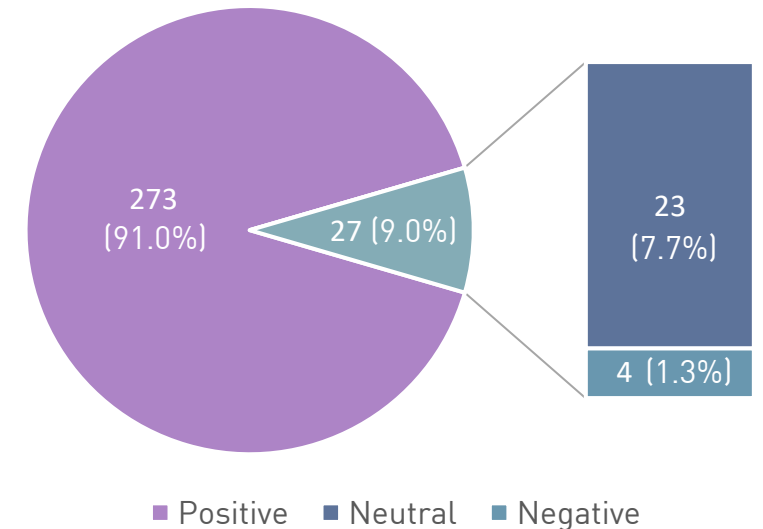
Bar, Drinks and Snacks,  
Views to the Park

DESIGN  
IMPROVEMENTS

# Google Review Negative-Neutral Sentiment

Cincyshakes and Ensemble

<b>Negative (1-3 Star Rating)</b>	<b>Theater</b>	<b>Example Quote</b>
Staff/Service	Cincyshakes	"The play itself was petty good but the service was awful. The employees were very rude to me and my fellow attendees. I was very disappointed."
Show/Play	Ensemble	"The actors are first rate. Currently playing A Doll's House Part 2 which is the worst play we've ever seen...Spend your \$110 on something else."
Neighborhood Safety	Cincyshakes	"Very nice facility and the performances are well done. However, there is a complete lack of security for your vehicle in the area. Multiple nextdoor were broken into and one was stolen. Recommend using a ride service to access instead of bringing your personal vehicle."
Financial Consideration	Ensemble	"The theater itself is expensive but very nice..."



# Google Review Negative-Neutral Sentiment

Cincyshakes and Ensemble

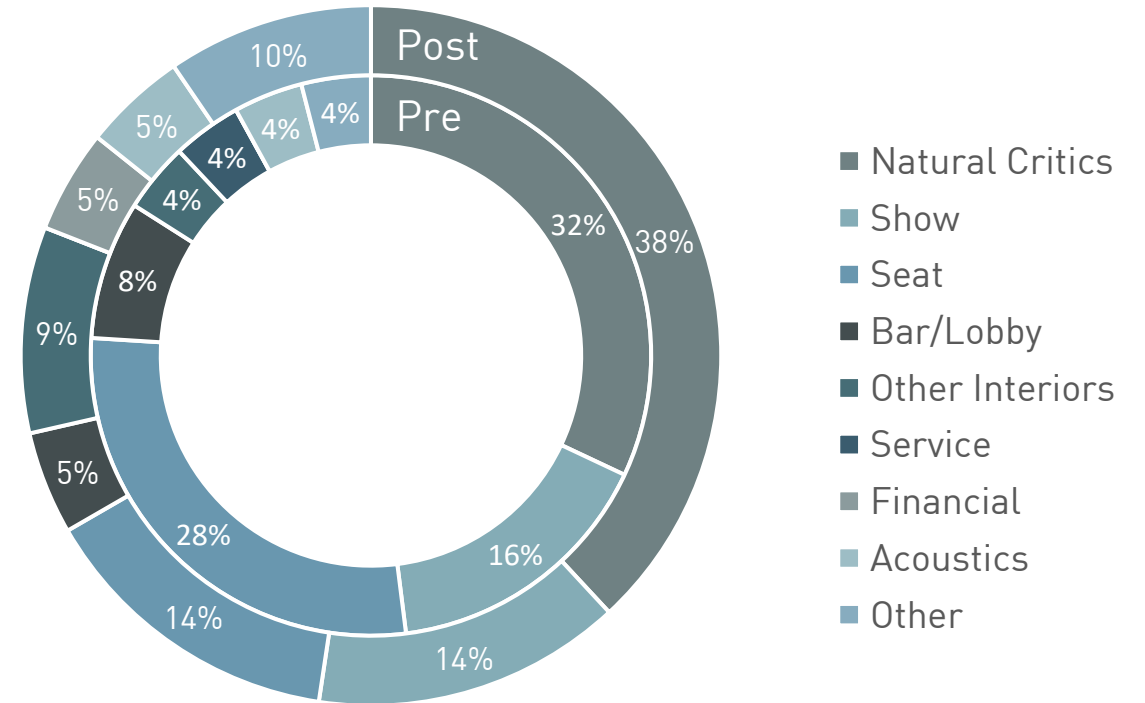
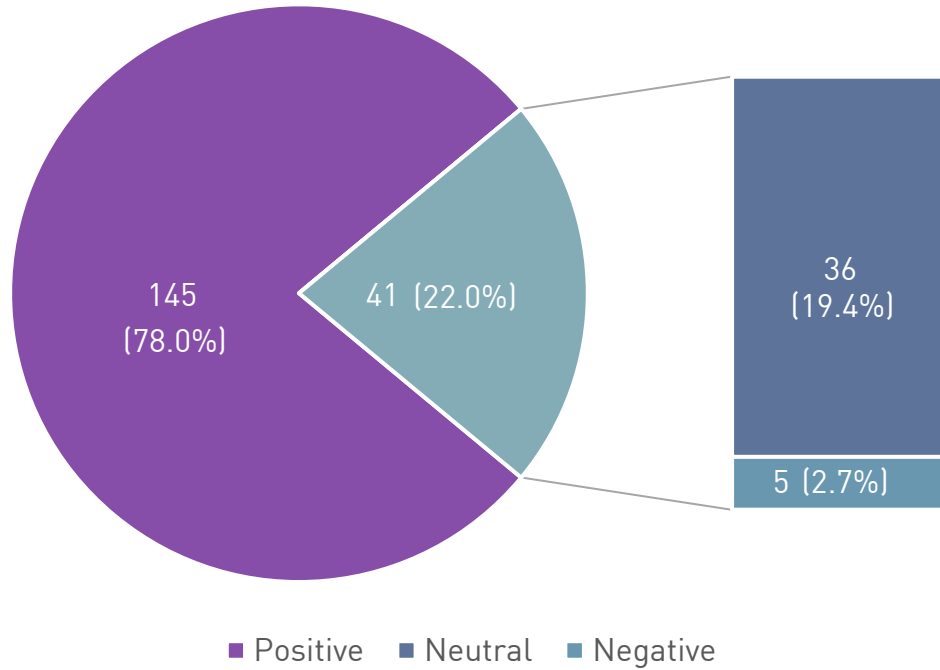
Neutral (4 Star Rating)	Theater	Example Quote	Count (%)
Natural Critics	Cincyshakes Ensemble	"I have seen several shows here. All of them have been very good. The cast does a great job. It is a nice little Theatre. I am looking forward to going to their new location next year."	17 (5.7%)
Architecture and Space	Cincyshakes Ensemble	"Nice place, incredibly cramped though so be warned." (Pre) "Nice theater but need to be taller to see well from <b>balcony seats</b> ." (Post) "...arrive early as it gets crowded quickly in the lobby." (Pre)	4 (1.3%)
Staff/Service	Cincyshakes	"Upgrade your snacks..." "They ran out of some drinks they kept advertising, and some people didn't get through the line in time."	2 (1%)

Data source: Google Review, a 5-star rating scale. 2012-2022

Cincinnati Shakespeare (Cincyshakes) Text Comments  $N=240$ ; Ensemble Text Comments  $N=60$ ; Total = 300

# Yelp Review Negative-Neutral Sentiment

Cincyshakes and Ensemble



Data source: Yelp Review, a 5-star rating scale. 2012-2022

Cincinnati Shakespeare (Cincyshakes) Text Comments  $N=136$ ; Ensemble Text Comments  $N=50$ ; Total = 186



# Design Improvements

## Cincyshakes – Balcony Seats

“Some balcony seats have visual issues...”

“Need to be taller to see well from balcony seats”

“Make sure you get your tickets early enough to avoid siting in the balcony/second level. The idea was good, the design was executed poorly. Even if you do 'lean on the rails' as suggested, you'll spend a lot of time being uncomfortable; if you sit in a normal position, you'll spend the whole play craning your neck to see between the light fixtures and gear.”

“I would suggest the right or left side instead of the front and center seats as I had to lean up and see the front of the stage where I'm short....”

“The balcony seats are frankly a big disappointment. This is mostly due to the railing which obstructs one's view unless seated in what I can only describe as elbows on knees leaning forward like a concerned parent pose.”



# Design Improvements

## Cincyshakes – Restroom Configuration

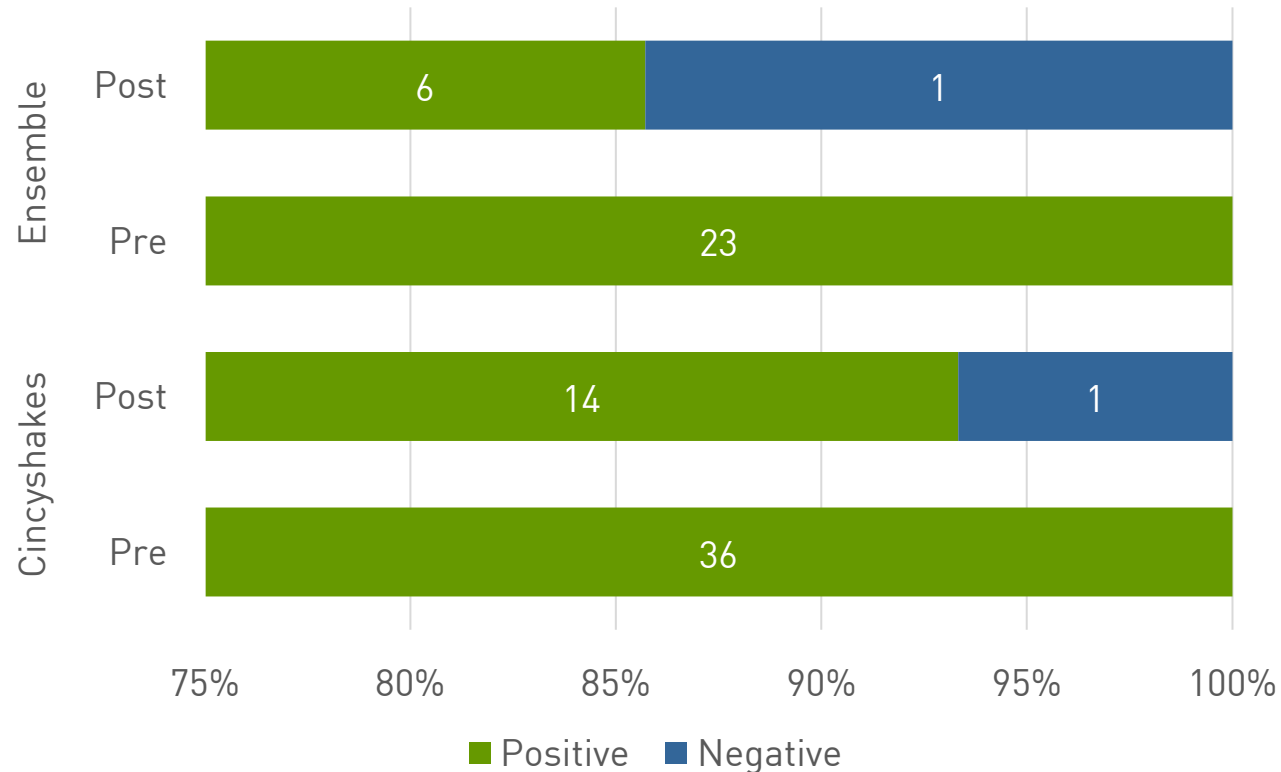
“My biggest complaint is the bathroom to be honest. The women's restroom is down a longish hall, tucked away. So first, a little hard to find. Second, the men's restroom is first and then you have to keep walking for the women's. I was in heels. Women wear more uncomfortable shoes than men sometimes. Do not make us walk down the long hall and turn a corner.”

“Naturally there was a line and people could be heard talking about the patriarchy and how it affects women's restrooms. That's not great that bathrooms are associated with gender inequality. You go to a show and your forced to wait at the restroom.”



TRIP ADVISOR

# Tripadvisor Sentiment Analysis



“...But the play - Alice in Wonderland was highly disappointing.”

“The transition between pre-covid and post-covid has been detrimental and hilarious. Directors, choreographers, lighting... everything has slipped into amateur hour.”

Data source: Tripadvisor Review, a 5-star rating scale. 2012-2022

Cincinnati Shakespeare (Cincyshakes) Text Comments  $N = 51$  ( $Pre = 36$ ,  $Post = 15$ ); Ensemble Text Comments  $N = 31$  ( $Pre = 24$ ,  $Post = 7$ );  $Total = 82$





*(Cincyshakes Post-)*

“I will go again and again to the shows at Cincy Shakes. Amazingly talented performers, very comfortable seating and not a bad view in the house. Wine and refreshments served at intermission. Big thumbs up!”

*(Ensemble Post-)*

“The Ensemble Theater remodeling is stunning. The lobby/bar is roomy and user-friendly. Seating is a little tight and the climb to upper seats is steep, but you feel you are right on the stage. The play, about 1930s singer Ethel Waters was superb. I remember Ethel Waters and this performer sounds just like her.”

IMAGERY  
COMMENTS

★★★★★ 11/15/2018 · Previous review

Just got home from seeing Twelfth Night, my first experience with CSC, and an excellent experience, I must say. The theater it cute and comfortable (although a little more leg room would have been... [Read more](#)

★★★★★ 4/6/2022

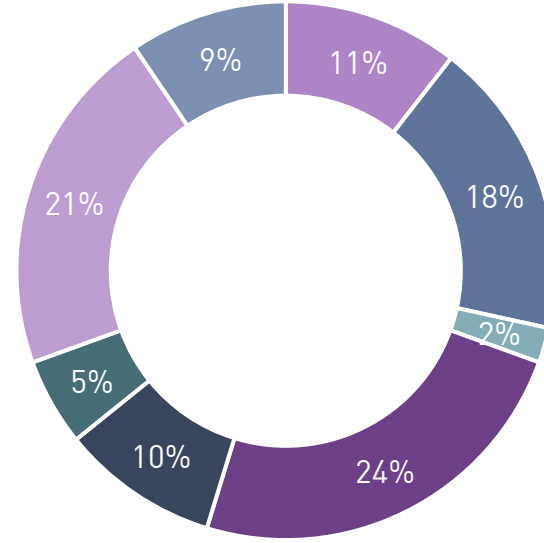
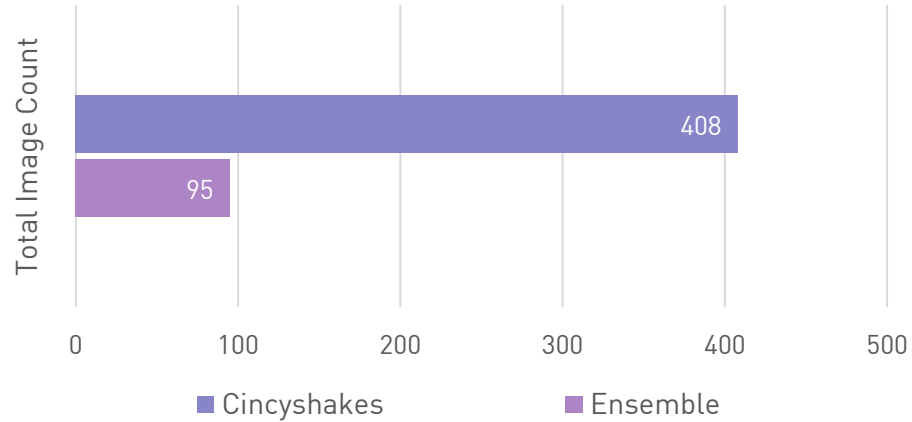
📷 9 photos

What a fun time at the call Cincinnati Shakespeare Company. Tonight I saw Comedy of Errors which was my first Shakespeare play. The theater is a welcoming and positive environment. The staff is very friendly and the theater is very clean. The production was excellent. The cast and crew put on an amazing show unlike anything I expected. I would highly recommend anyone to go see the comedy of errors put on by the Cincinnati Shakespeare Company while it is running. Now that I've dip my toe in Shakespeare theater I am sure to return. Go check out this amazing theater company and decide for yourself.



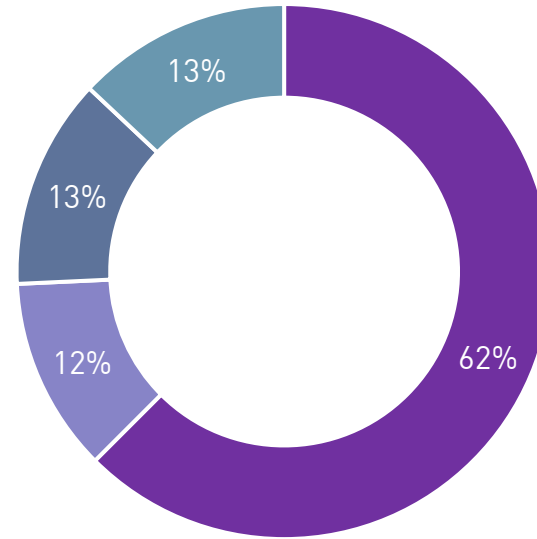
[See all photos from Steve L. for Cincinnati Shakespeare Company](#)

👍 Useful 1    😄 Funny    🌟 Cool 1



### Ensemble Image Themes

- 1. Architectural Pre-Renovation
- 2. Architectural Post-Renovation
- 3. Selfie or People Photo
- 4. Stage and Set
- 5. Actor and Show
- 6. Poster or Banner
- 7. Tickets or Broucher
- 8. Other



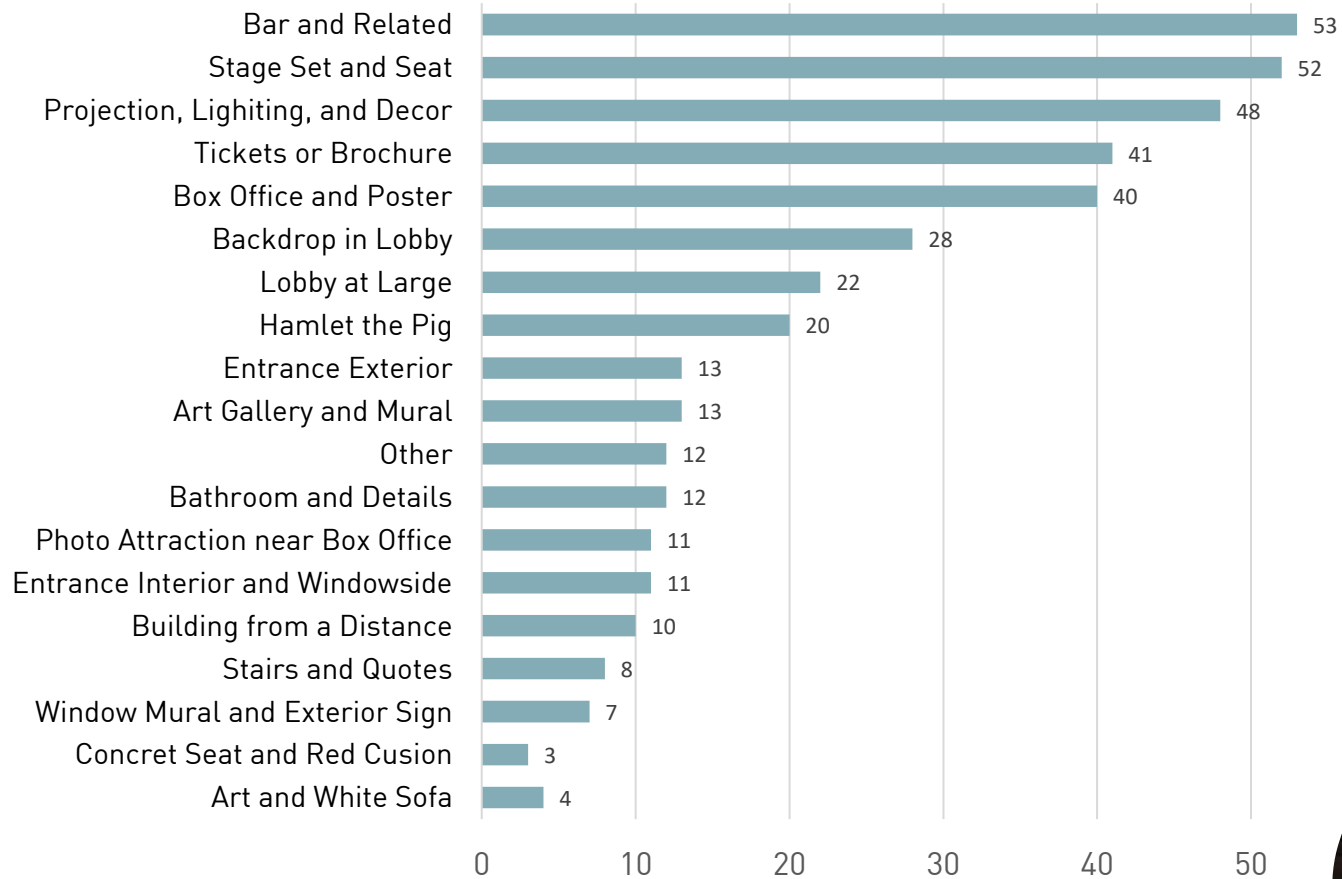
### Cincyshakes Image Themes

- 1. Design Related Post-Renovation
- 2. Stage, Set, and Seat
- 3. Tichets or Broucher
- 4. Other

Data source: Yelp Review Images, a 5-star rating scale. 2012-2022

Cincinnati Shakespeare (Cincyshakes) Imagery Comments  $N=408$ ; Ensemble Imagery Comments  $N=95$ ;  $Total=503$



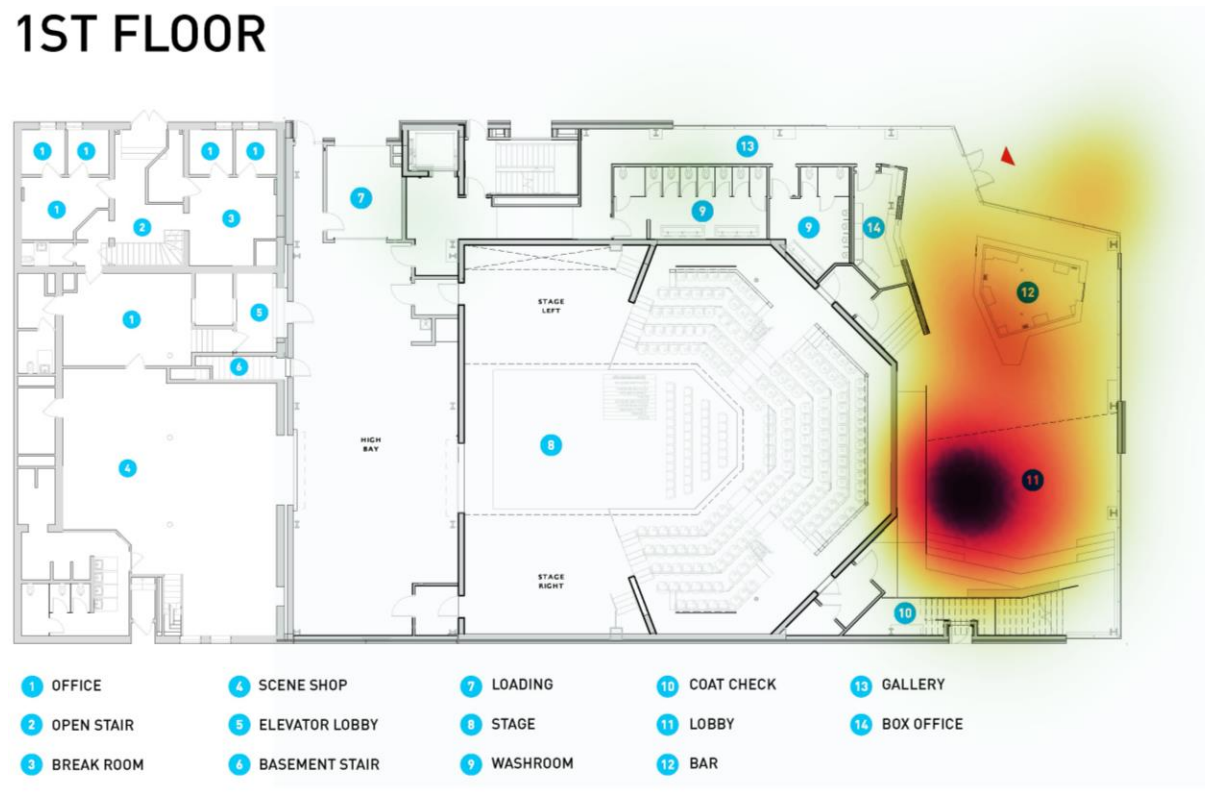


Topmost frequentations in public spaces





# 1ST FLOOR

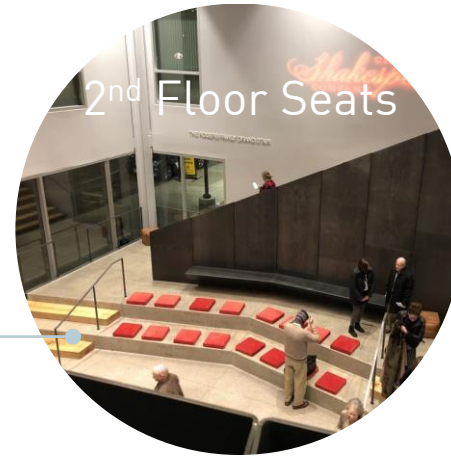


94.6% ( $N = 227$ ) Yelp review photos were taken from 1<sup>st</sup> Floor

Data source: Yelp Review Images, a 5-star rating scale. 2012-2022

Cincinnati Shakespeare (Cincyshakes) Imagery Location Data  $N = 240$ , excluding photos of the stage and seat, featuring details or with unidentifiable location

## 2ND FLOOR



Less frequented areas



5.4% ( $N=13$ ) Yelp review photos were taken from 2<sup>nd</sup> Floor





PERSONA

# Who Left Review Comments?

## Persona



- First-time patron looking for a unique attraction in town
- Appreciates the immersive experience
- Get “wowed” and turn to a seasonal pass holder
- Attracted by the edgy shows in Ensemble Theatre



- Familiar with the classic Shakespeare’s and have seen the same play multiple times from different venues
- Paying close attentions to storylines and fine details about the production



- Loyal subscriber
- Watching live plays and shows as a hobby
- High familiarity with the space

# Who Left Review Comments?

## Persona



DATE NIGHT  
COUPLE

- Dressed up for a date night
- Romantic atmosphere and intimacy
- Supportive details, drink and snack
- Moments for memories



FRIENDS  
NIGHT OUT

- Arrive early, order a drink and snack
- Opportunities for socialization
- Casual, friendly, and a holistic experience



FAMILY  
EVENT

- Age-appropriate show
- Keep young children entertained and well cared
- Holiday decorations



# Who Left Review Comments?

## Different Social Media Platforms

The culture varies at different social media platforms.

**Yelp** focuses on long-form reviews rather than short one-liners, promoting in-depth, thorough review.

- Yelp reviewer (25551 words/186 reviewers = 137.4 words)

**Google** is place-based and usually accessed via mobile devices with shorter review.

- Google reviewer (7257 words/550 reviewers = 13.2 words)

Reviewers frequently used the Aronoff Center for the Arts in comparison

