

League of Washington Theatres

Audience Survey: 2000 and Beyond

Detailed Findings



Prepared for:

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Table 1: Metropolitan Washington Area Theatergoing Audience Demographic Profile

| | TOTAL |
|--------------------------------|----------------|
| AGE (N=6792) | |
| Under 18 | 9% |
| 18 - 34 | 20% |
| 35 - 44 | 17% |
| 45 - 54 | 22% |
| 55 - 64 | 18% |
| 65 or older | 14% |
| Mean | 44.8 years old |
| STUDENT STATUS (N=5953) | |
| Child not yet in school | 1% |
| K - 12 | 8% |
| Undergraduate | 5% |
| Graduate | 5% |
| Not a student | 81% |
| GENDER (N=6220) | |
| Female | 61% |
| Male | 39% |

Base: Grand total of all of the respondents participating in the League of Washington Theaters study who answered each question.

*Respondents age 15 or older

**Respondents age 18 or older



Table 1: Metropolitan Washington Area Theatergoing Audience Demographic Profile (Cont'd)

| | TOTAL |
|--|-------|
| MARITAL STATUS* (N=6382) | |
| Married/partnered | 60% |
| Single/never married | 27% |
| Divorced/separated/widowed | 13% |
| CHILDREN UNDER 18 LIVING AT HOME (N=5652) | |
| Yes | 27% |
| No | 73% |
| HIGHEST LEVEL OF EDUCATION** (N=5870) | |
| Less than high school degree | 0% |
| High school degree | 5% |
| Some college | 15% |
| College degree | 24% |
| Some graduate/professional school | 12% |
| Graduate/professional school degree | 44% |

Base: Grand total of all of the respondents participating in the League of Washington Theaters study who answered each question.

*Respondents age 15 or older

**Respondents age 18 or older



Table 1: Metropolitan Washington Area Theatergoing Audience Demographic Profile (Cont'd)

| | TOTAL |
|---|----------|
| RACE/ETHNICITY (N=6351) | |
| White/Caucasian (not Hispanic) | 83% |
| Black/African American | 11% |
| Hispanic/Latino | 2% |
| Asian | 2% |
| Other | 2% |
| TOTAL ANNUAL HOUSEHOLD INCOME (N=5826) | |
| Less than \$25,000 | 7% |
| \$25,000 to \$34,999 | 5% |
| \$35,000 to \$54,999 | 14% |
| \$55,000 to \$74,999 | 15% |
| \$75,000 to \$99,999 | 16% |
| \$100,000 to \$149,999 | 22% |
| \$150,000 or more | 21% |
| Mean | \$97,800 |
| ACCESS TO THE INTERNET (WORK OR HOME) (N=6060) | |
| Yes | 89% |
| No | 11% |

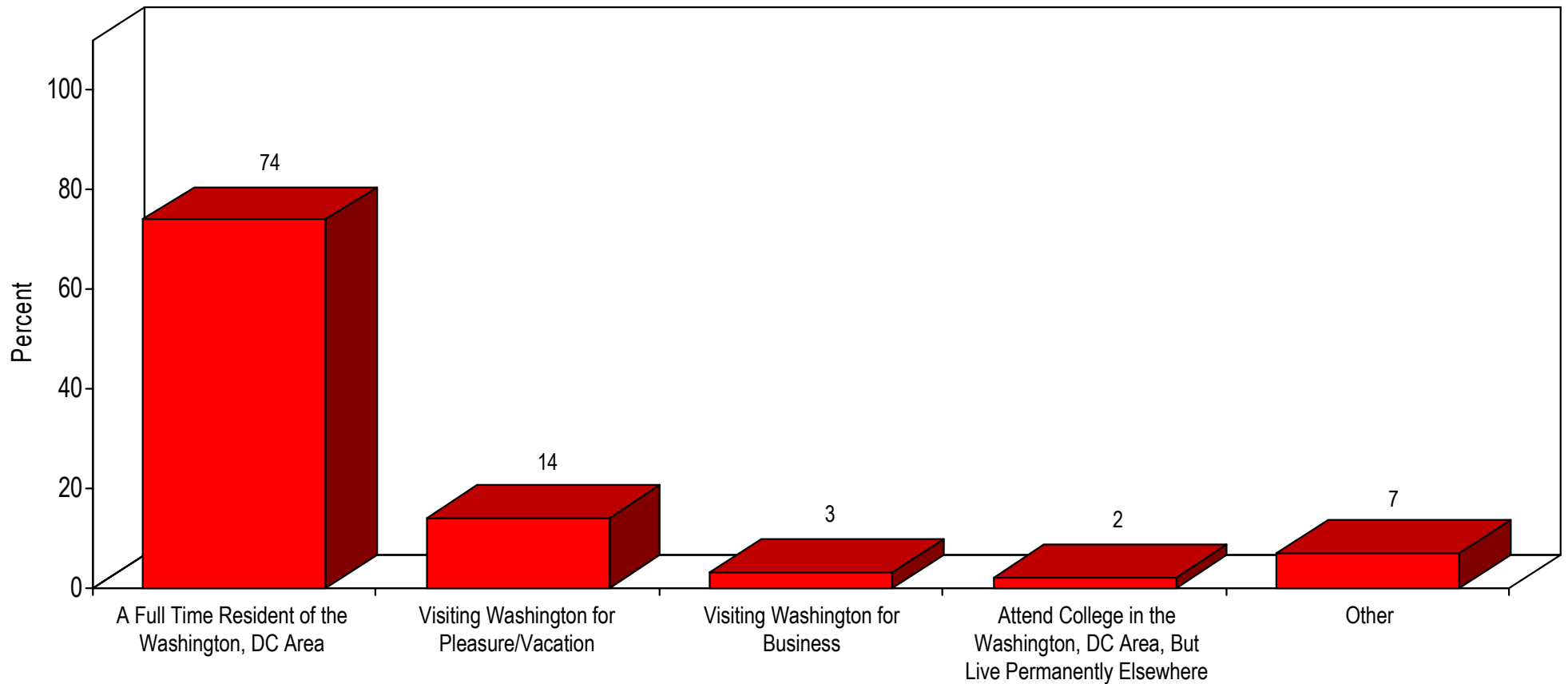
Base: Grand total of all of the respondents participating in the League of Washington Theaters study who answered each question.

*Respondents age 15 or older

**Respondents age 18 or older



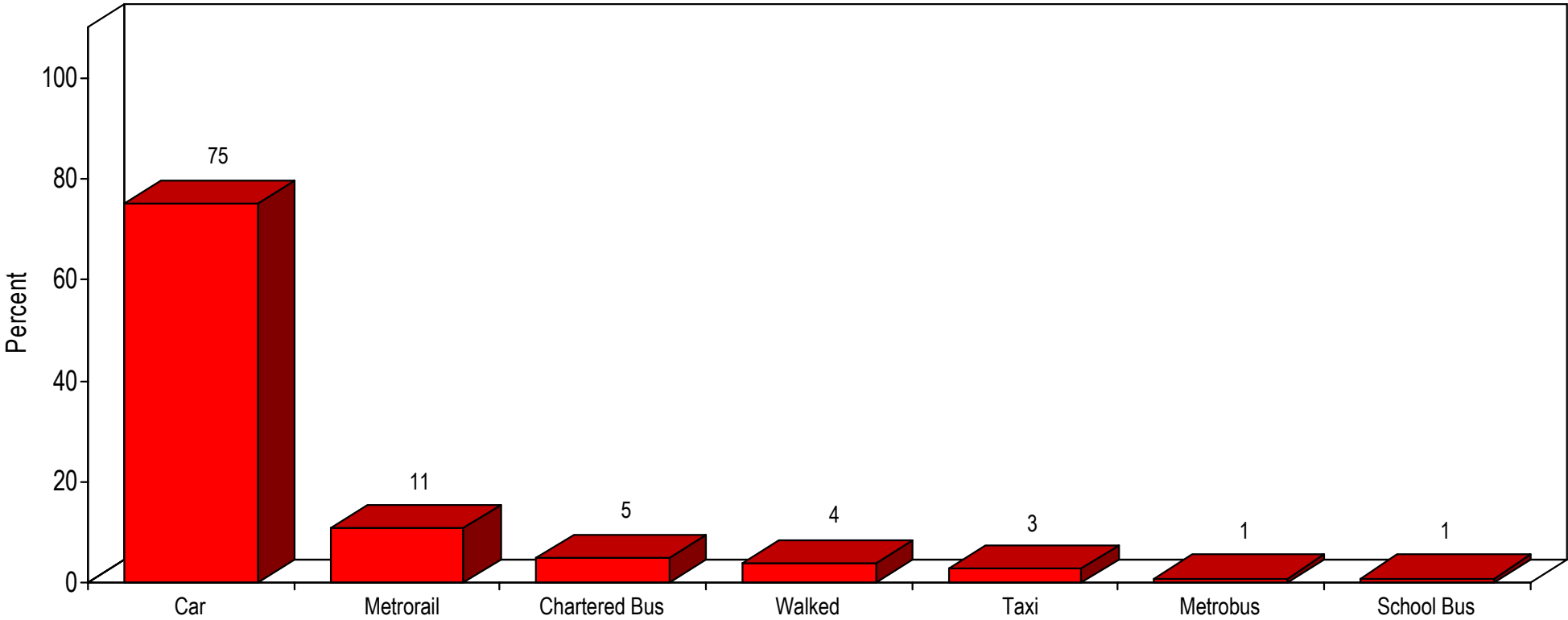
Figure 1: Audience Composition: Residents vs. Visitors



Base: Grand total of all of the respondents participating in the League of Washington Theaters study who answered this question (N=6818)



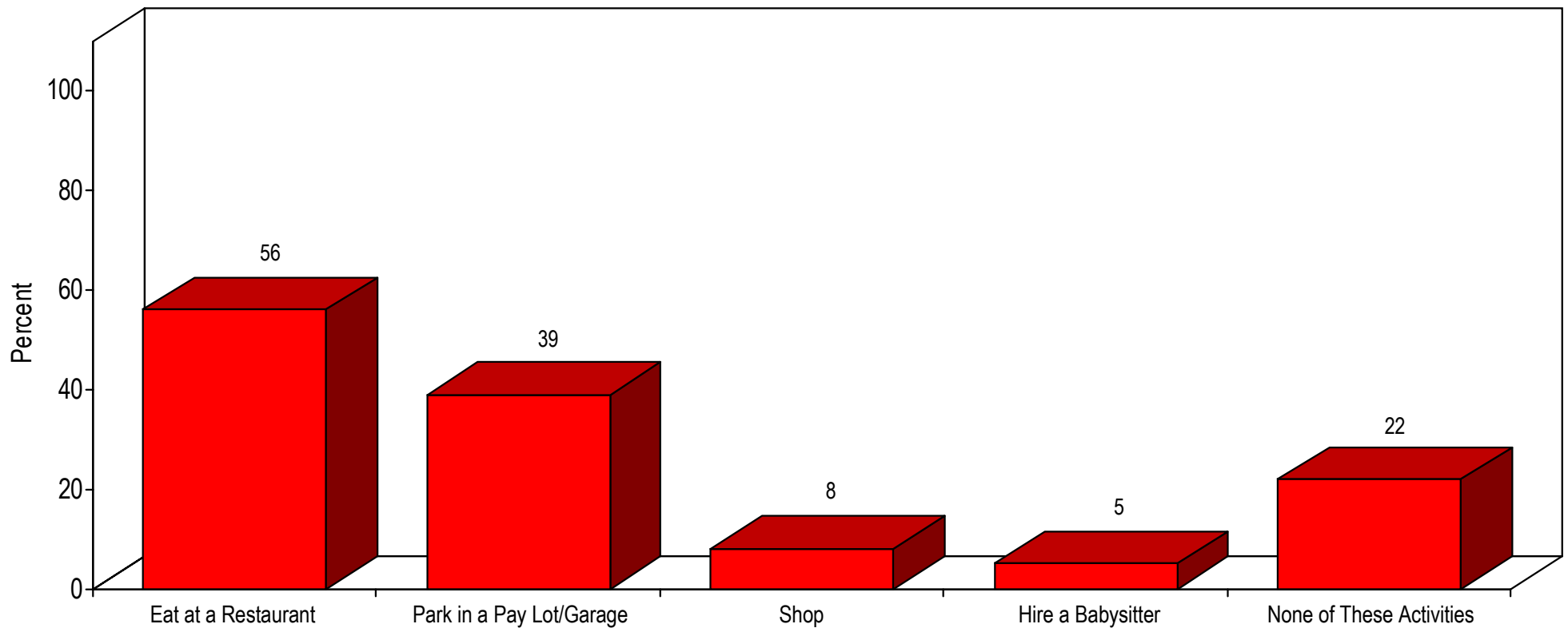
Figure 2: Method of Transportation Used to Travel to Theater



Base: Grand total of all of the respondents participating in the League of Washington Theaters study who answered this question (N=6757)



Figure 3: Impact on Selected Merchants as Part of Attending the Theater

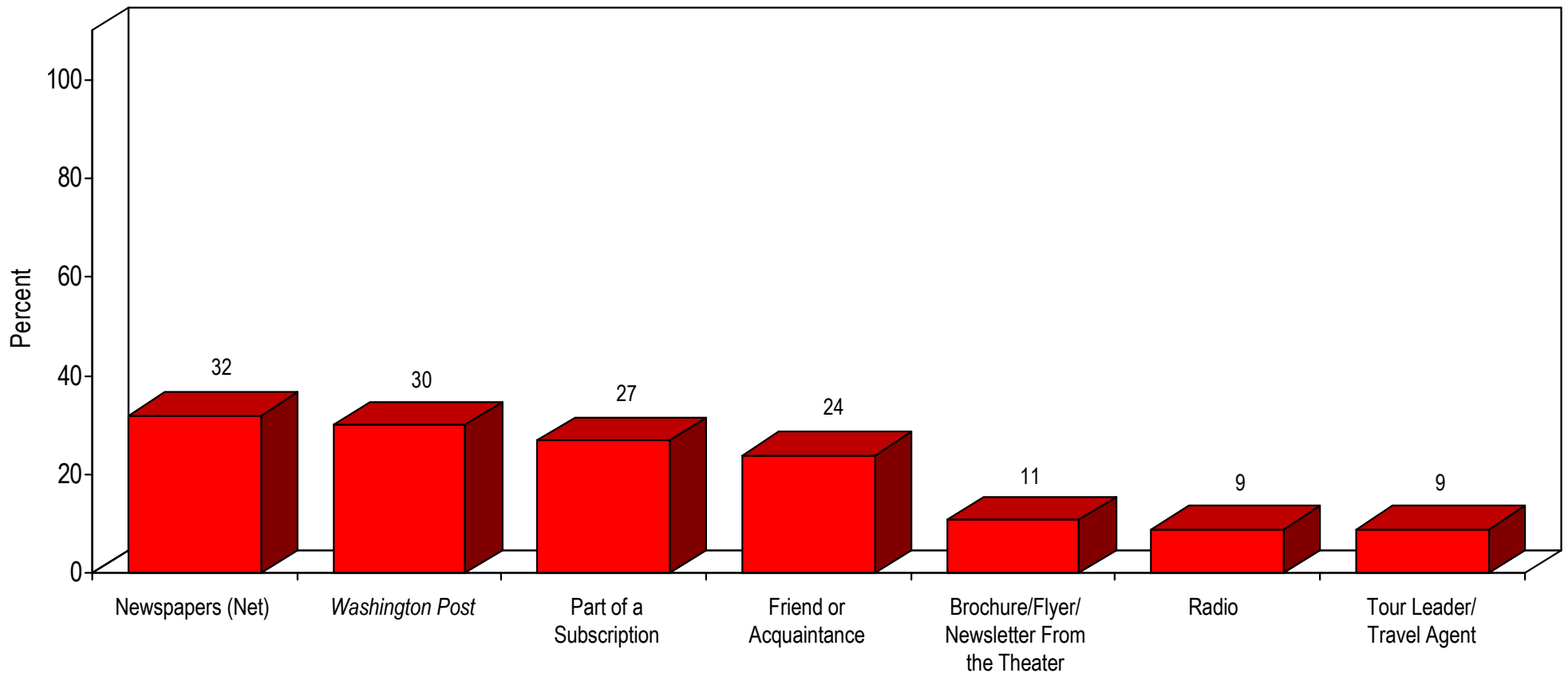


Base: Grand total of all of the respondents participating in the League of Washington Theatres study who answered this question (N=6965)

Note: Percentages may add to more than 100 percent because multiple responses were accepted.



Figure 4: Information Sources to Learn About Performance Attended



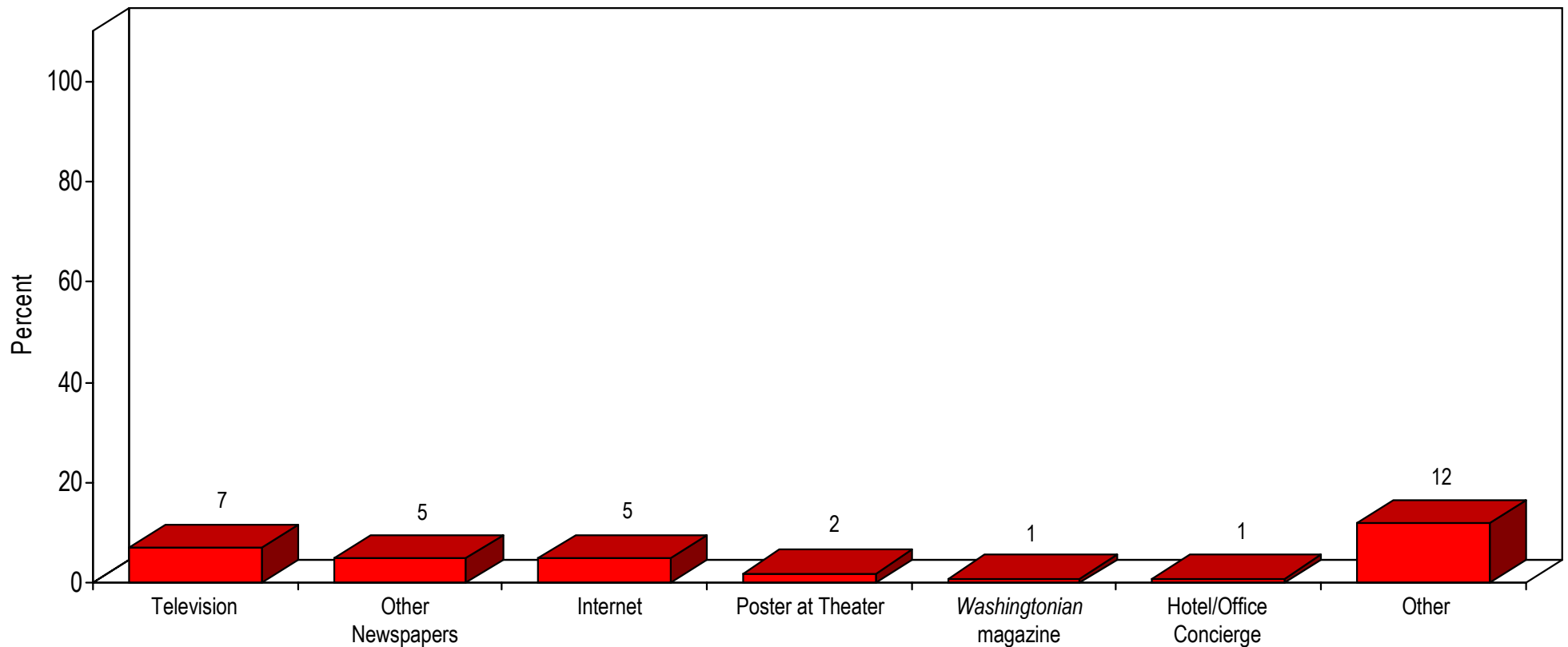
Base: Grand total of all of the respondents participating in the League of Washington Theatres study who answered this question (N=6770)

Note: Percentages may add to more than 100 percent because multiple responses were accepted.

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Figure 4: Information Sources to Learn About Performance Attended (Cont'd)

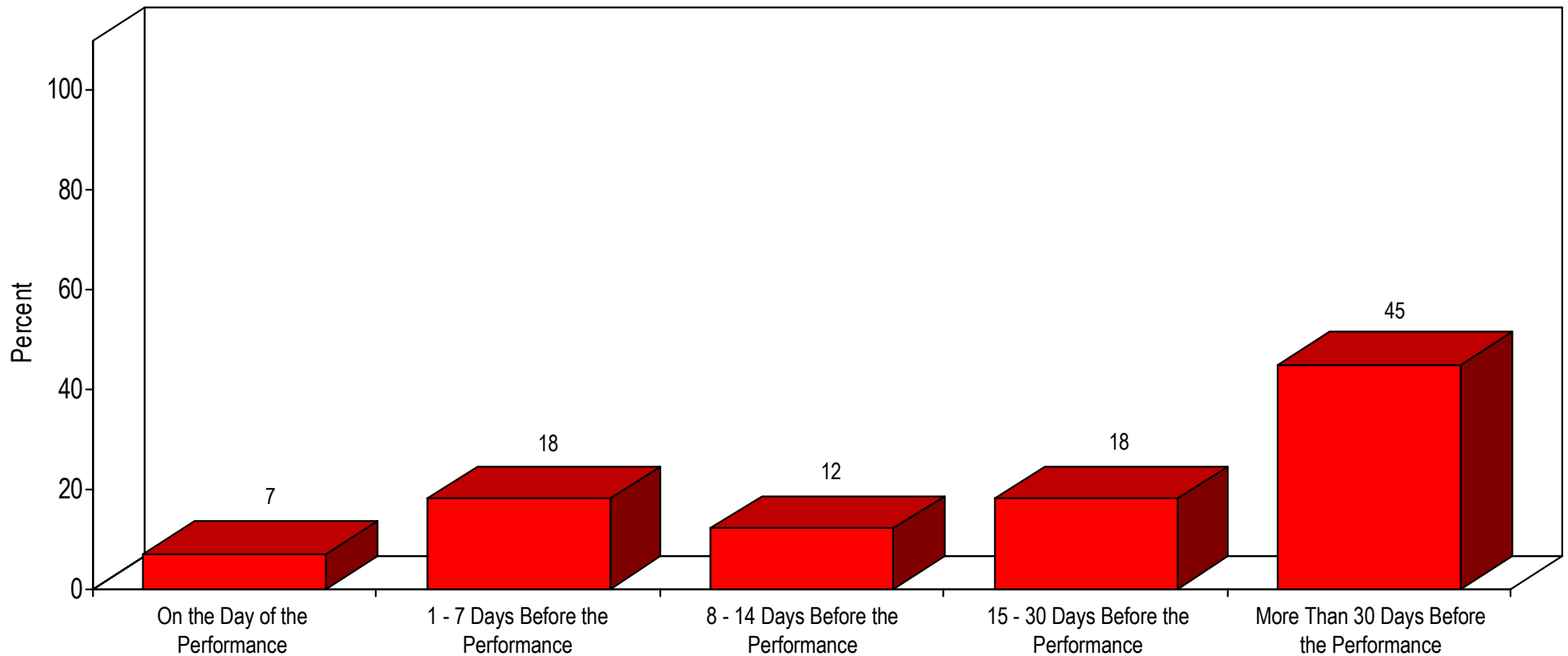


Base: Grand total of all of the respondents participating in the League of Washington Theatres study who answered this question (N=6770)

Note: Percentages may add to more than 100 percent because multiple responses were accepted.



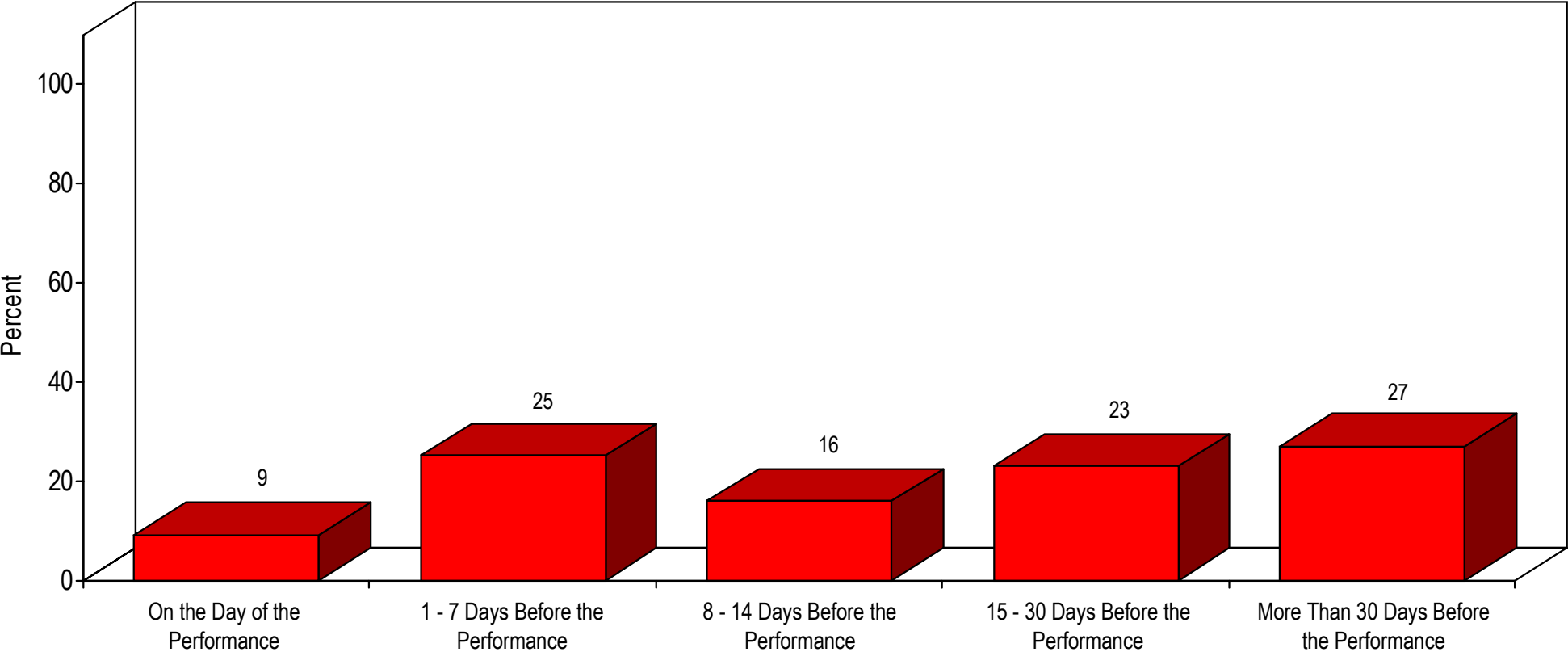
Figure 5: When Decision Was Made to Attend Current Performance Among All Theatergoers



Base: Grand total of all of the respondents participating in the League of Washington Theaters study who answered this question (N=6734)



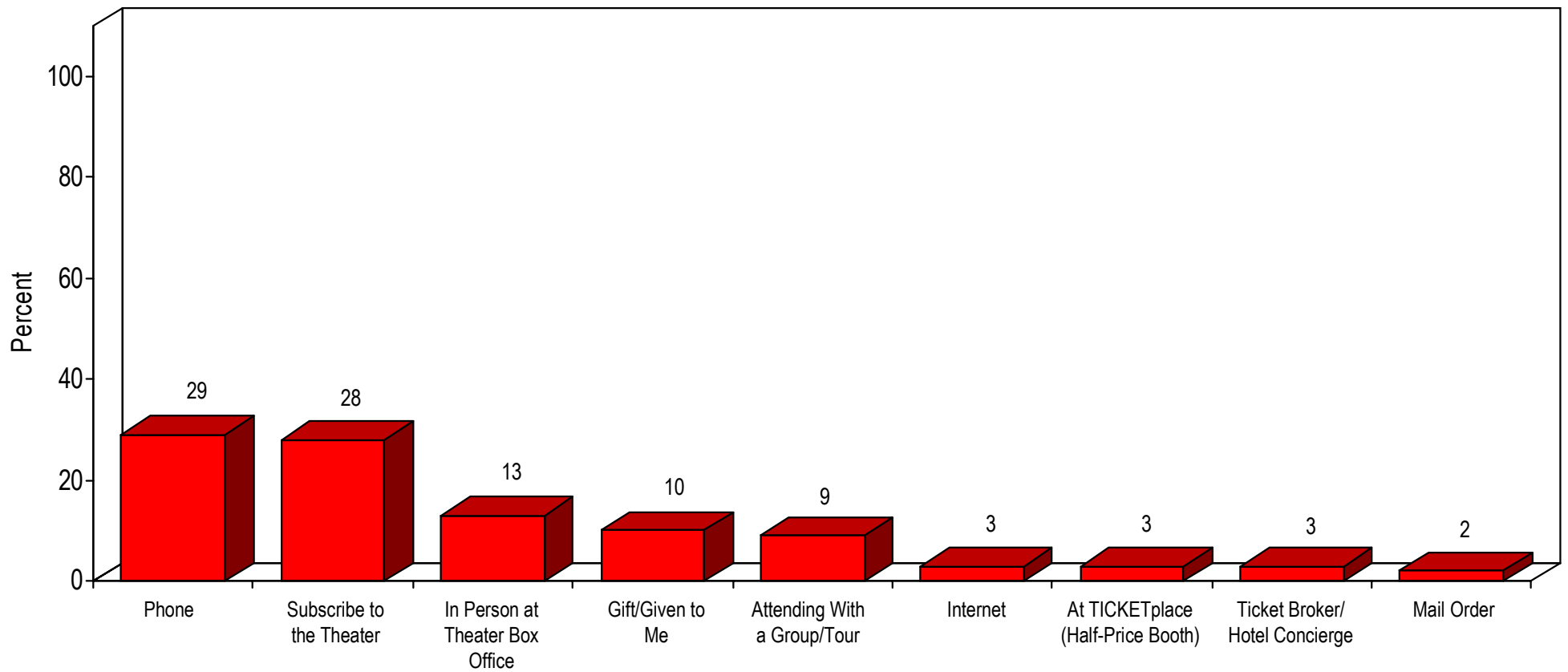
Figure 6: When Decision Was Made to Attend Current Performance Among Individual Ticket Purchasers



Base: Individual ticket purchasers participating in the League of Washington Theaters study who answered this question (N=4918)



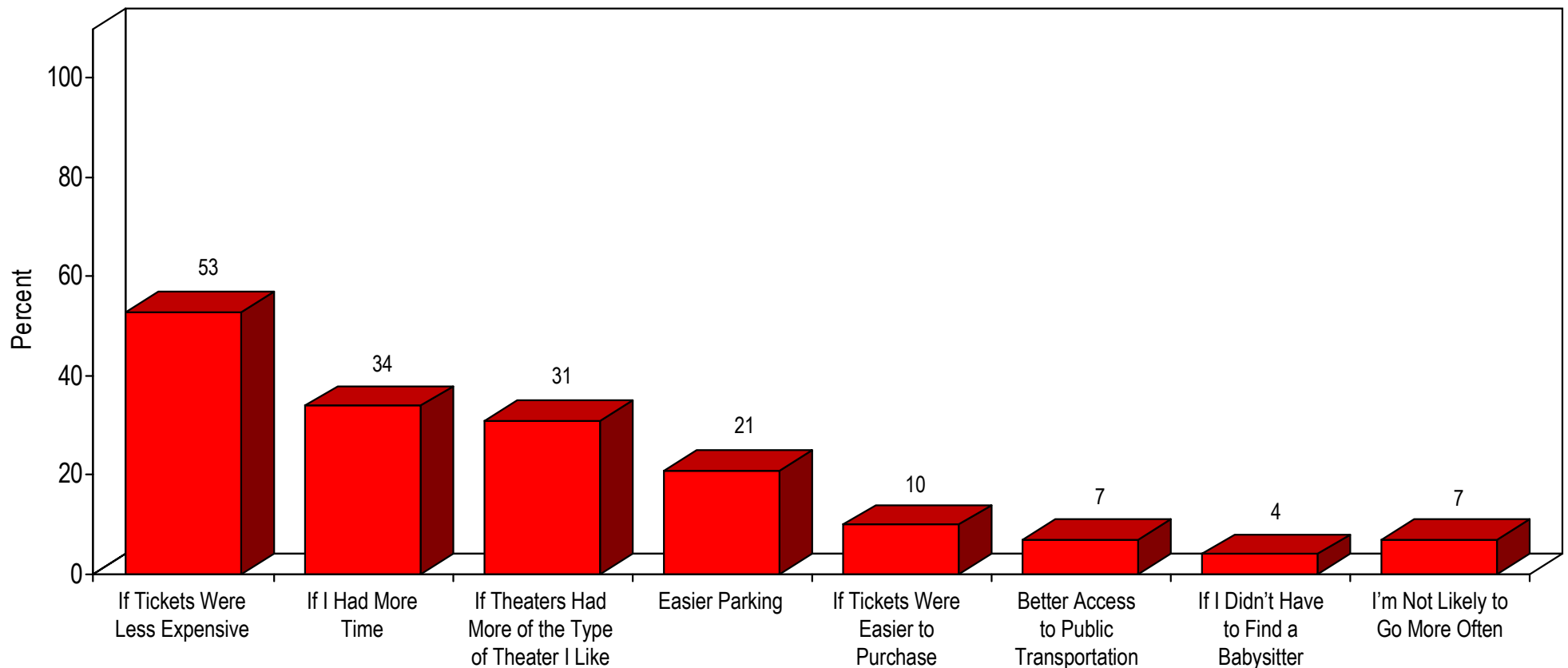
Figure 7: Method of Obtaining Tickets



Base: Grand total of all of the respondents participating in the League of Washington Theaters study who answered this question (N=6627)



Figure 8: Scenarios That Would Encourage Respondents to Go to the Theater More Often

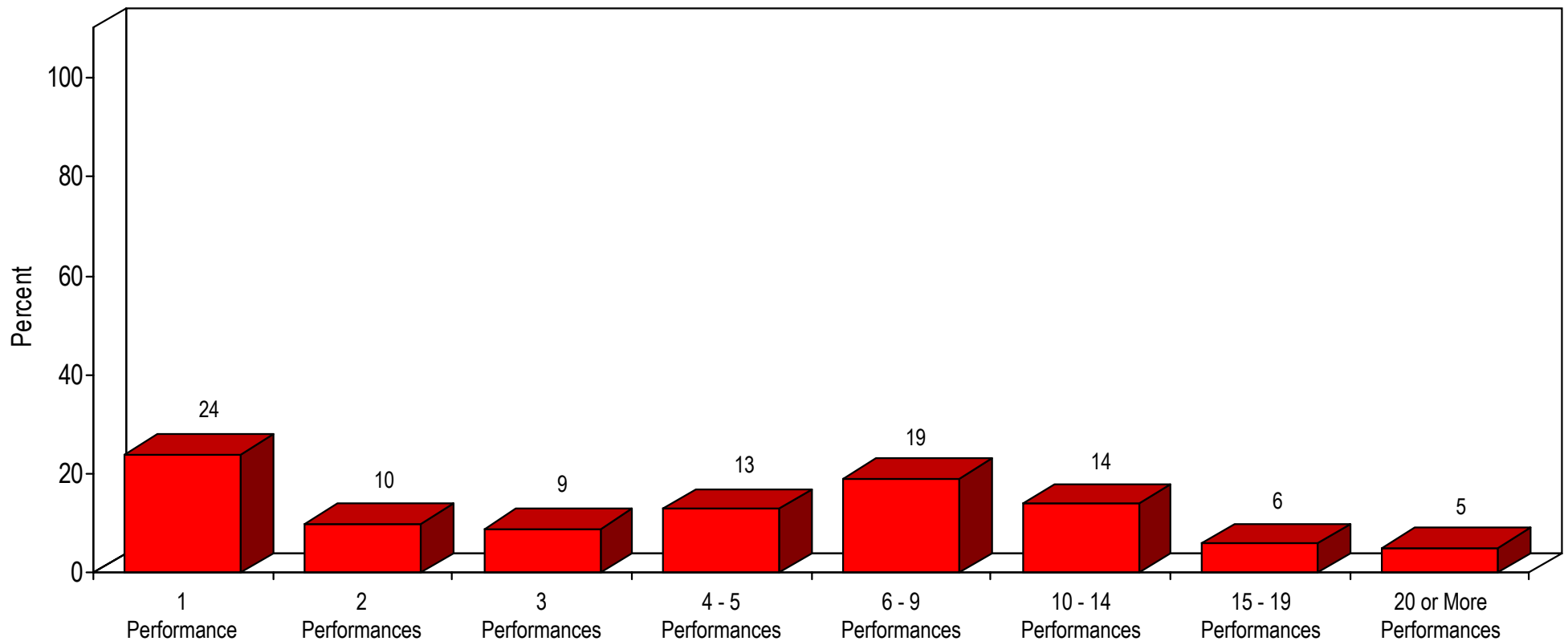


Base: Grand total of all of the respondents participating in the League of Washington Theaters study who answered this question (N=6403)

Note: Percentages may add up to more than 100 percent because multiple responses were accepted.



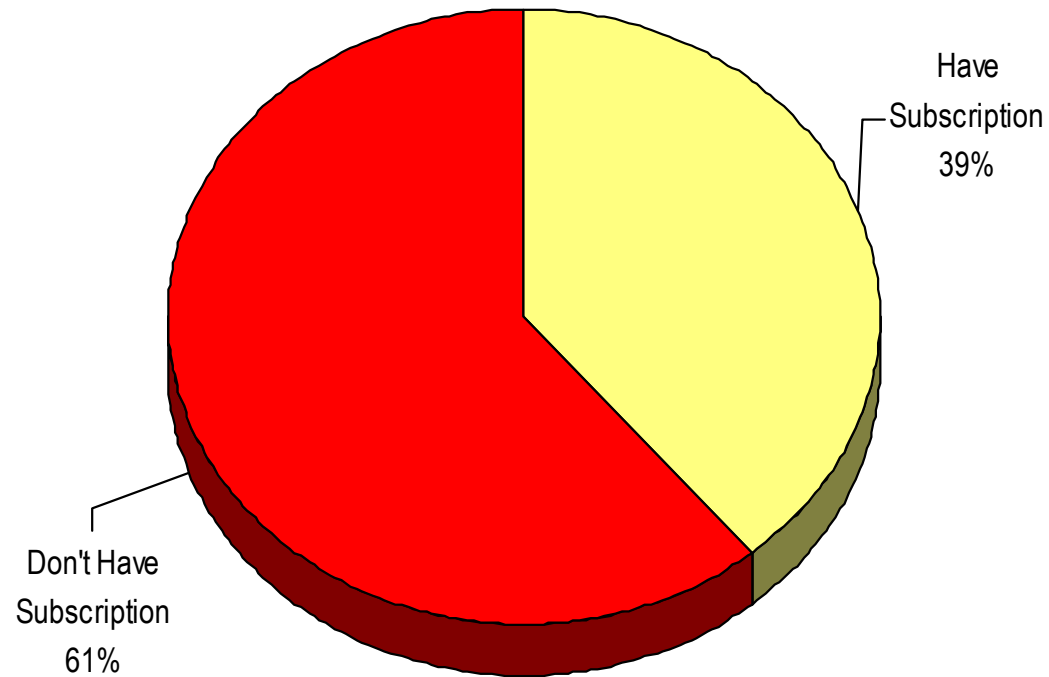
Figure 9: Total Number of Performances Attended this Year At All Theaters



Base: Grand total of all of the respondents participating in the League of Washington Theaters study who answered this question (N=6904)



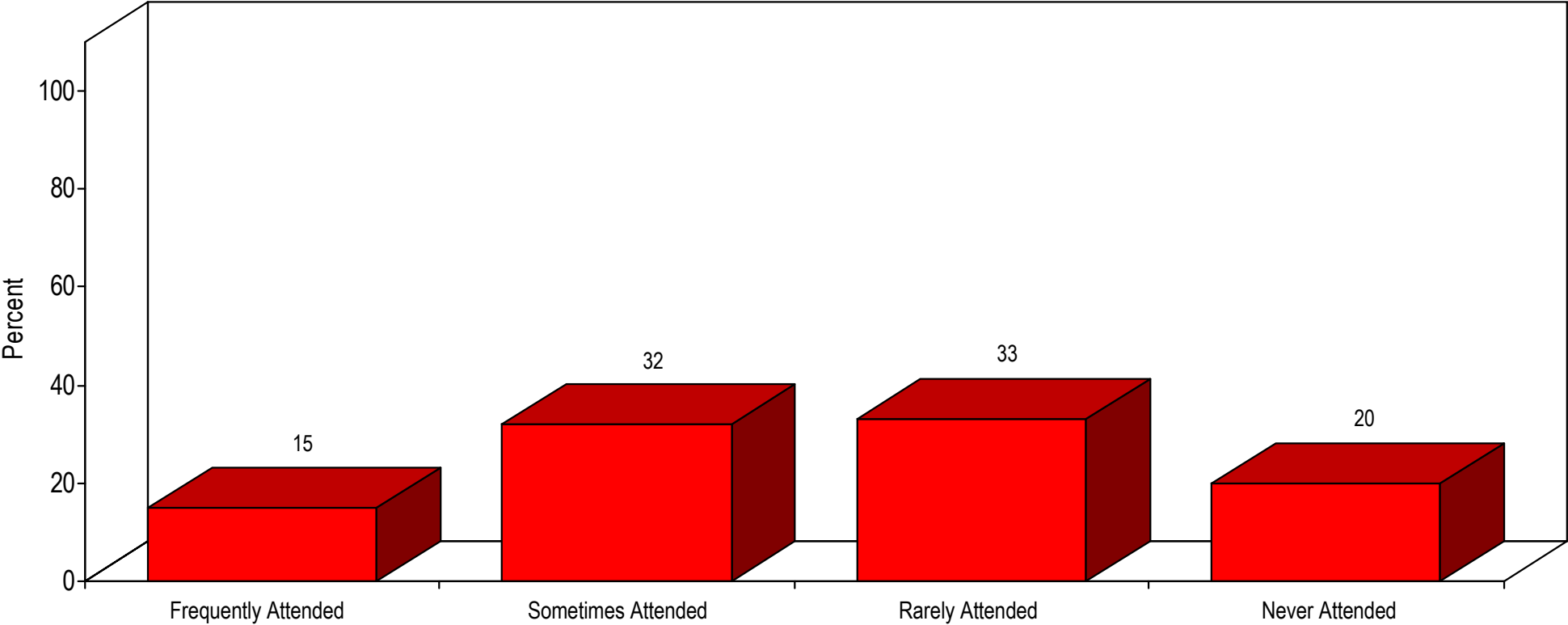
Figure 10: Percentage of Respondents Who Have a Subscription to Any Washington Area Theater



Base: Grand total of all of the respondents participating in the League of Washington Theaters study who answered this question (N=6254)



Figure 11: Frequency of Attending the Theater as a Child

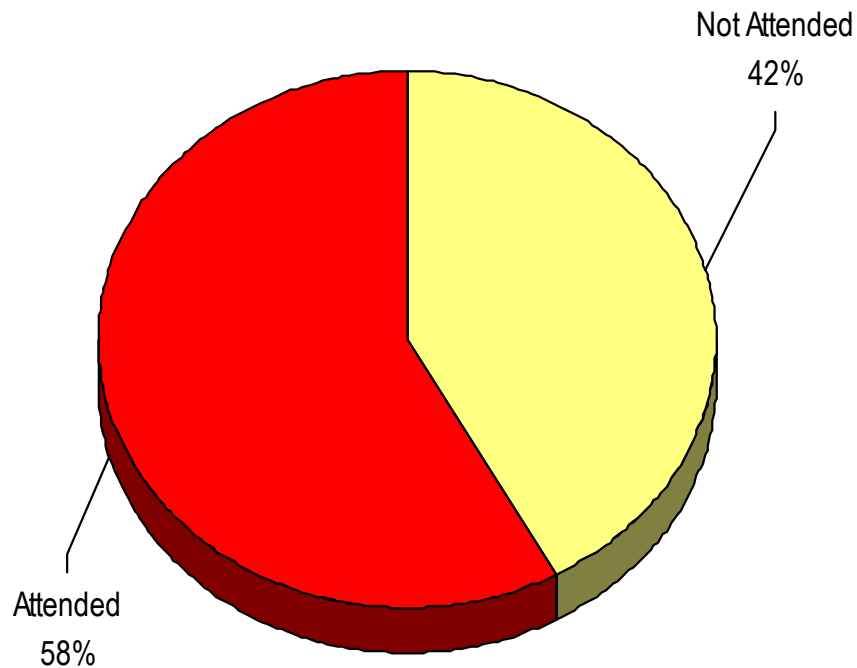


Base: Grand total of all of the respondents participating in the League of Washington Theaters study who are 18 or older and who answered this question (N=6481)



Figure 12: Percentage of Children Who Have Attended the Theater

With School Group (N=1236)



With Others/On Own (N=1183)

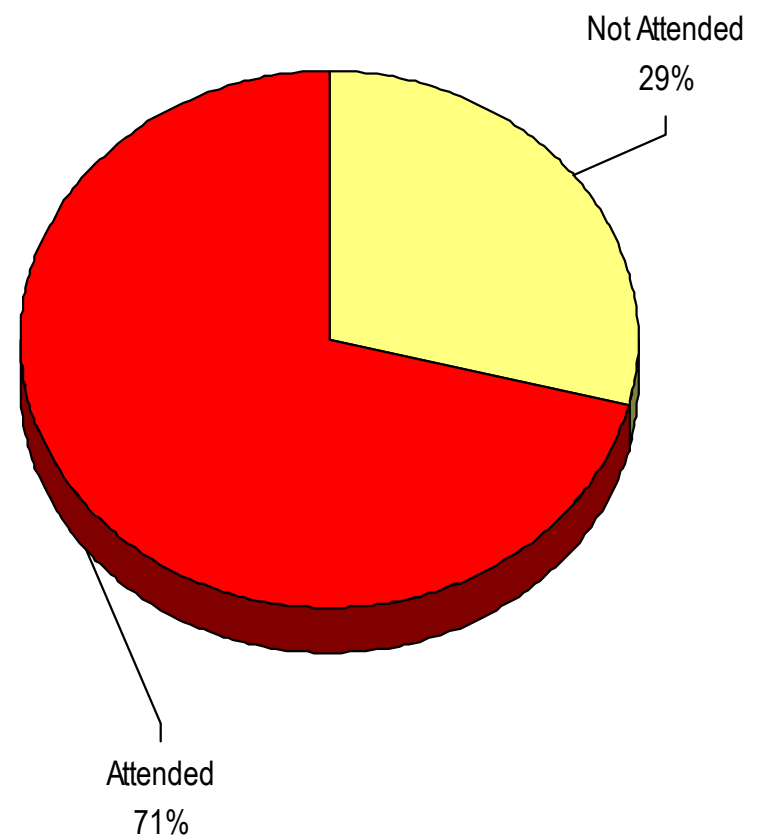
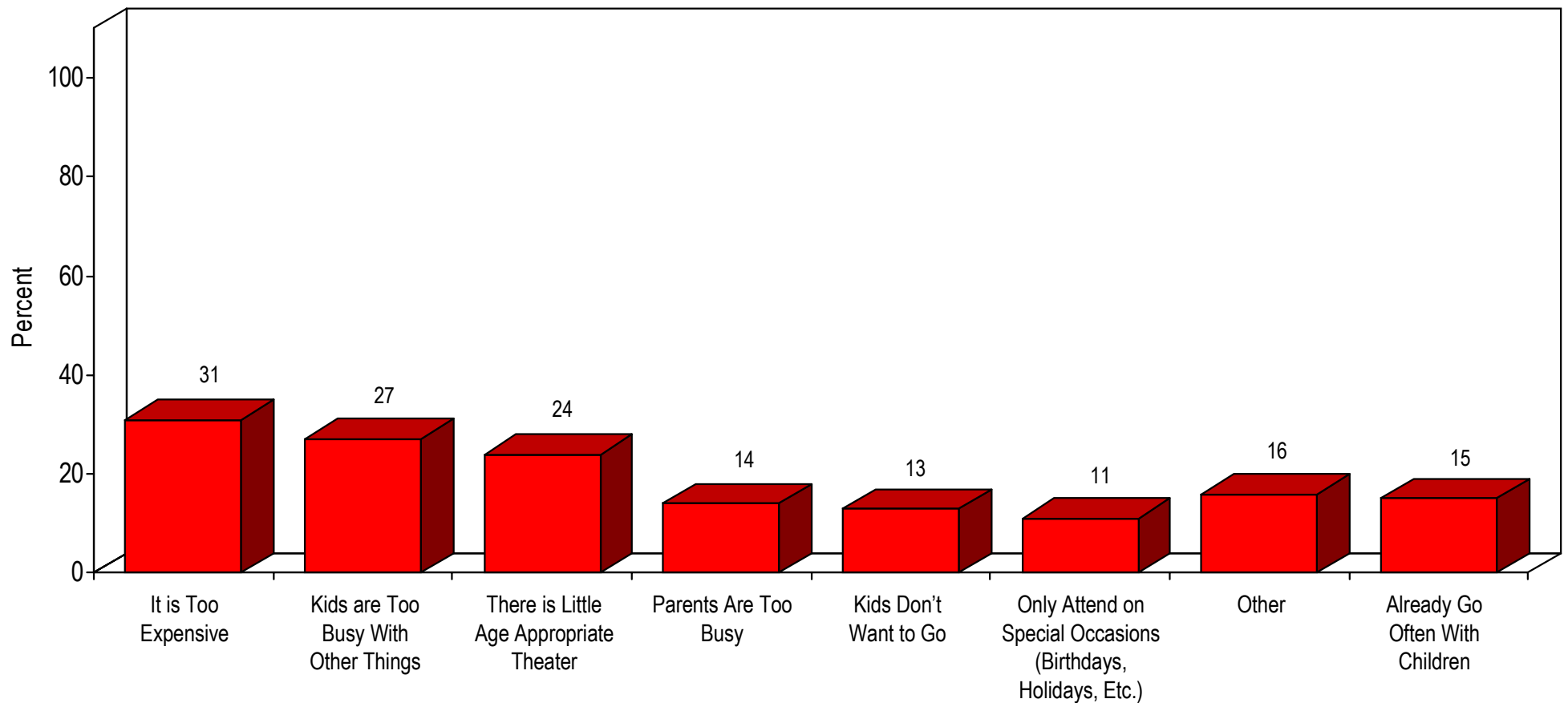




Figure 13: Reasons Why Parents Don't Take Their Children to the Theater More Often



Base: Grand total of all of the respondents participating in the League of Washington Theaters study who have kids and answered this question (N=1319)

Note: Percentages may add to more than 100 percent because multiple responses were accepted.