

DOORS OPEN

Culture & Communities Study Festival Participants

WINTER 2026



DOORS
OPEN

4 CULTURE


Wilkening Consulting
audience research | knowledge curation

© 2026 Wilkening Consulting, LLC

RESULTS BY SELECTED DISCIPLINES



While most people participate in more than one type of cultural consumption, audience traits by different disciplines do vary *to some degree*.

For example, people who participate in history-related content often have similar traits, as do people who are interested in literary events. Some activities, such as STEM (science, technology, engineering, and math) activities, are more closely tied to life stage, in this case the needs of parents and guardians of minor children.

To help individual cultural organizations better understand their specific audiences, this study examined the key traits of eleven cultural disciplines.



KEY TRAITS BY DISCIPLINE

Because most cultural consumers participate in a variety of cultural activities, audiences by discipline have far more in common than they differ.



For these results, overall points of agreement were set aside in order to identify more unique traits of individual audiences by discipline. What sets visitors to botanic gardens apart from concert audiences?



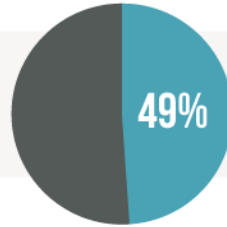
This is intended to enable cultural organizations to focus on emotional touchpoints and behaviors that are more meaningful to their audiences *in addition to those of the overall findings*, as well as to understand where greater concentrations of potential new audiences might be found.

FESTIVAL PARTICIPANTS

KEY TRAITS



49% of King County Residents Participating*



How they Participate

By attending cultural and performing arts festivals

Leisure Time Patterns

- More likely to participate in traditional culturally-specific activities, attend performing arts
- Motivated by to connect with their cultural traditions or heritage, learning and culturally enriching experiences

How they hear about community events

Word-of-mouth, Facebook, Instagram

Barriers to participation

Time, cost, distance

Cultural Activities Most Likely to Visit/Participate in

More avid visitors/participants of:

History/heritage activities (family history, historic preservation activities, watching documentaries, historic sites), enjoy or prepare food from their own cultural heritage or tradition

Desired Outcomes from Cultural Organizations

- Greater connection to, trust, and understanding of people in my community
- Strengthened connections with family/friends
- Opportunities to volunteer/become involved in community

Demographic Characteristics

- More likely to be parents or guardians of elementary-age children
- Generally more diverse by race and ethnicity
- No significant differences by accessibility needs