

DOORS OPEN

Culture & Communities Study Film and Cinema Participants

WINTER 2026



DOORS
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4 CULTURE


Wilkening Consulting
audience research | knowledge curation

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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?



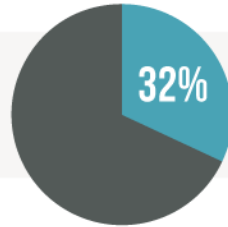
This is intended to enable cultural organizations to focus on emotional touchpoints and behaviors that are more meaningful to their audiences *in addition to those of the overall findings*, as well as to understand where greater concentrations of potential new audiences might be found.

FILM AND CINEMA PARTICIPANTS

KEY TRAITS



32% of King County Residents Participating*



How they Participate

By going to theaters to view films/cinema

Leisure Time Patterns

- More likely to attend sporting events, read for pleasure
- Motivated by learning, curiosity, and connecting with their cultural traditions or heritage, spending time with family/friends

How they hear about community events

Word-of-mouth, Facebook, Instagram, email

Barriers to participation

Time, cost

Cultural Activities Most Likely to Visit/Participate in

More avid visitors/participants of:

Art museums and culturally or ethnically specific museums, literary arts events

Desired Outcomes from Cultural Organizations

- Trusting the public can handle difficult content
- Provide a place of respite/escape/beauty outside of everyday life
- Stimulation/support of cognitive health
- Cultivate curiosity

Demographic Characteristics

- More likely to work in technology/IT
- No significant differences by age, accessibility needs, race or ethnicity