

DOORS OPEN

Culture & Communities Study Live Music Participants

WINTER 2026



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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?



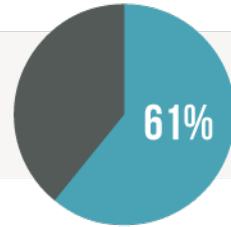
This is intended to enable cultural organizations to focus on emotional touchpoints and behaviors that are more meaningful to their audiences *in addition to those of the overall findings*, as well as to understand where greater concentrations of potential new audiences might be found.

LIVE MUSIC PARTICIPANTS

KEY TRAITS



61% of King County Residents Participating*



How they Participate

By attending a live music event

Leisure Time Patterns

- More likely to view movies at movie theaters, visit county or local/municipal parks
- More motivated by spending time with friends, fun

How they hear about community events

Word-of-mouth, Facebook

Barriers to participation

Time, cost

Cultural Activities Most Likely to Visit/Participate in

More avid visitors/participants of:

Cultural festivals, movies at home or theater

Desired Outcomes from Cultural Organizations

- Bring joy/beauty/wonder to their life
- Helping them feel more connected with others/feel less alone in world
- Greater connection to, trust, and understanding of people in my community

Demographic Characteristics

No significant differences by demographic characteristics



* Participation rates within this segment vary from frequent to sporadic, but all indicated previous participation