

DOORS OPEN

Culture & Communities Study STEM 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?



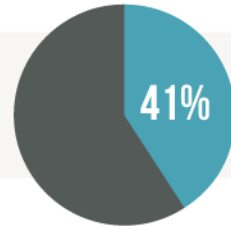
This is intended to enable cultural organizations to focus on emotional touchpoints and behaviors that are more meaningful to their audiences *in addition to those of the overall findings*, as well as to understand where greater concentrations of potential new audiences might be found.

STEM PARTICIPANTS

KEY TRAITS



41% of King County Residents Participating*



How they Participate

By participating in STEM events and activities or by visiting science centers and planetariums

Leisure Time Patterns

- More likely to attend sporting events, participate in outdoor nature experiences
- More motivated by child-oriented learning and enjoyment, family time, and curiosity

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:

Zoos and aquariums, festivals, history/heritage activities (family history, historic preservation activities, watching documentaries, historic sites)

Desired Outcomes from Cultural Organizations

- Relying on evidence, the scientific method, historical methods, and the judgment of experts when creating content
- Educating K-12 children and their families
- Cultivate curiosity

Demographic Characteristics

- More likely to be parents or guardians of children 10 and younger
- Somewhat more likely to identify as men
- More likely to work in technology/IT
- More likely to need support for a variety of accessibility needs
- No significant differences by race or ethnicity

DOORS OPEN



Wilkens Consulting
community knowledge action

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