

DOORS OPEN

Culture & Communities Study

Theater, Dance, and Improv 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?



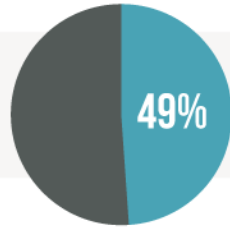
This is intended to enable cultural organizations to focus on emotional touchpoints and behaviors that are more meaningful to their audiences *in addition to those of the overall findings*, as well as to understand where greater concentrations of potential new audiences might be found.

THEATER, DANCE, AND IMPROV PARTICIPANTS

KEY TRAITS



49% of King County Residents Participating*



How they Participate

By attending plays, dance, or other live performances in a theater setting; this can also include children's recitals

Leisure Time Patterns

- More likely to view movies at movie theaters, participate in traditional culturally-specific activities
- Motivated by learning or culturally enriching experiences for themselves and/or their children, connecting with their cultural traditions or heritage

How they hear about community events

Word-of-mouth, Facebook, Instagram

Barriers to participation

Time, cost

Cultural Activities Most Likely to Visit/Participate in

More avid visitors/participants of:

Literary arts events, cultural festivals, customs or practices of a specific cultural community

Desired Outcomes from Cultural Organizations

- Stimulation/support of cognitive health
- Feeling seen by having perspectives or history of people like them represented
- Cultivate connections to their history and cultural background

Demographic Characteristics

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



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