

DOORS OPEN

Culture & Communities Study

Young Adults (Under 40) with
No Minor Children

WINTER 2026



DOORS
OPEN

4 CULTURE


Wilkening Consulting
audience research | knowledge curation

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RESULTS BY LIFE STAGE

People move through different stages over the course of a lifetime, from early adulthood, middle age, to eventual old age. Some people become parents, and some do not.

These life stages can deeply influence engagement in culture. For instance, young adults have different time and financial resources available for cultural consumption. They also have different social needs than retirees. The needs of children, as they progress through their mini-life stages of childhood, also exert extraordinary influence on household cultural consumption.



To optimize engagement and reduce barriers, it is extremely useful to examine cultural participation by life stage. Some patterns are unique to each life stage, while other behaviors are consistent among all adults.

RESULTS BY LIFE STAGE

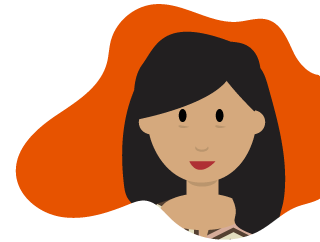
The following four pages examine the life stages delineated in this report:



Young adults
(under 40) with
no minor
children



Parents and
guardians of
minor children



Adults 40 – 59
with no minor
children



Adults 60 or
older with no
minor children

A word of caution: it is easy to take the characteristics and behaviors described here and extend them to all individuals who fit within that age and parental status. But what is shared here are *overall patterns* and individuals within each life stage can vary widely in their values, attitudes, and behaviors. Understanding overall patterns is extremely useful, but always make room for individual difference.

YOUNG ADULTS (UNDER 40) WITH NO MINOR CHILDREN



“ King County would be drastically different and serve the people less. The cultural organizations I engage with are central to my life and have allowed me to develop a community in Seattle. ”

Cultural Engagement Patterns

- More likely to participate ... but sporadically (not at high frequency)

Motivations for Leisure Time

- Fun, pursuing interests, relaxing

How They Hear About Community Events

- Instagram, word-of-mouth

Barriers to Cultural Participation

- Cost, time, hours of operation

Cultural Activities Most Likely to Visit/Participate in

- Live music, movies, zoos/aquariums, art museums, botanical gardens/arboretums
- Most likely to be engaged with “maker” and craft activities

Expectations of Cultural Organizations

- A sense of welcome and belonging
- Inclusive