



Coronavirus Theater Survey: Washington, DC Metropolitan Area Quantitative Research Findings

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Background and Methodology



To assist Washington, DC area theaters in planning for their re-openings once it is considered safe to congregate again, Shugoll Research conducted a survey on the likelihood of theatergoers to return immediately to attend theater and the factors and concerns that would make audiences more or less likely to attend again.

This sample was limited to those living in the Washington, DC area. However, it is probable that the impact on DC theatergoers of the pandemic would generally match those of theatergoers in other markets. We suggest this study can be useful information for other markets where a local survey does not exist.



Online Survey



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graph TD; A[Online Survey] --> B[Shugoll Research developed a 5-minute online survey that was sent to its proprietary database.]; B --> C[The survey was sent via email with a link to the survey. Between April 8th and 9th, 2,762 theatergoers completed the survey.]; C --> D[*Total (n=2,762) (data are accurate within +/- 2% at a 95% confidence level)];
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*Total (n=2,762) (data are accurate within +/- 2% at a 95% confidence level)

All respondents were screened to ensure that they:

Are at least 21 years old

Attend at least two professional theater productions in a typical year

Attend at least 1 professional theater production at local non-profit theaters excluding those that present primarily touring productions (Kennedy Center, National Theatre, Warner Theatre)

Conclusions and Recommendations



All Theatergoers Will Not Be Ready to Return When Theaters Reopen

1)

With most earned income streams this spring eliminated by the pandemic, DC area theaters are relying heavily on being able to launch their new seasons to generate needed revenue. But even if theatres are able to open, will customers return? This study suggests that most theatergoers will not return immediately. It will be more of a trickle back. This is based on the following findings:

- Only about 1 in 3 theatergoers (31%) say they are very likely to return immediately when theaters reopen while about 1 in 5 (21%) are very unlikely.
- Around half (49%) suggest they will probably wait at least a few months or more before returning while only a quarter (25%) think they will attend right away if there is something they want to see.

2)

There is not a significant difference in the percentages very likely to return to theaters by venue size. The percent very likely to return to the largest theaters (like the Kennedy Center, National Theater and Warner Theatre) is 29%, to “medium size” theaters like Arena Stage and Shakespeare Theatre is 30% and to “smaller theaters” like Studio Theatre, Signature Theatre, Woolly Mammoth Theatre Company, Theater J, Round House Theatre and Olney Theatre Center is 34%.

3)

While Washingtonians who attend Broadway shows say they are very likely to return to Broadway immediately (30%) in similar numbers as to returning to locally produced shows, Broadway has the highest number very unlikely to return immediately (28%). As Broadway relies heavily on out-of-towners, this will be a significant problem for them.

Conclusions and Recommendations

4)

Some good news for theaters is that the most frequent theatergoers are more prone to be very likely to attend immediately (41%), although this still represents a minority of frequent theater attendees.

5)

Interestingly, those in the most vulnerable age demographic for the virus (65 years and older) are not any less likely to return immediately than those under 65.

6)

Sports teams will have similar challenges. The study also finds that only 32% of the sample is very likely to return immediately to sports venues. They are less inclined to attend indoor arenas like Capital One Arena (26% very likely to return immediately) than outdoor stadiums like Nationals Park and FedEx Field (37% very likely to return, still a concerning number).

There Likely Will Be a Decline in Audience Size Next Season

7)

Overall, theaters will likely see a net audience decline from previous seasons before the pandemic as more theatergoers say they will attend the theater less often now (27%) than more often (13%).

Health Concerns Are More Important than Economic Concerns in Whether to Return to the Theater

8)

While economic factors have some impact on the likelihood of returning to theaters (25% fear a recession, 25% indicate their disposable income is down, 21% took a salary cut or lost their job, 20% say their investment portfolio was reduced), it is health concerns that give theatergoers the most pause about returning. Almost half (46%) are concerned about the possible impact on their health if they attend the theater and 42% realize a Covid-19 vaccine won't yet be available when theaters reopen. While both those under 65 and 65 and over say health concerns are their biggest worry, the younger segment is more likely to name each of the economic factors than the older respondents.

9)

What would most increase interest in returning is if a vaccine did exist (67%) something, of course, well beyond the control of theatres. The most important thing theaters have control over and could do to get their customers back more quickly is cleaning and disinfecting before each performance (auditorium, café, restrooms) (56%). They also might implement some or all of the following which are the next most mentioned health-related factors in motivating a quicker return to the theater (all mentioned by over 1 in 3 respondents): having hand sanitizers available throughout the theater (43%), if every other seat was left empty for social distancing (43%), and having face masks available (35%).

10)

Two other factors are interesting for theaters to reflect on when considering how to encourage audiences to return. First, theatergoers would not be more likely to return if the fare was lighter and fun. Ironically, even though their health is the major concern about returning, they would be more likely to do so if prices were lower. This suggests the possibility of a “welcome back” sale, although most theater budgets developed for 2021 did not incorporate something like this.

Contributed Income May Also Decline This Season Given the Economic Downturn

11)

With the economic downturn, the study also suggests there may be some revenue jeopardy for contributed income. Potential donors must balance the increased need of theaters because of the pandemic with the economic impact the virus has had on their own lives and the many competing causes brought into focus during the pandemic when assessing whether to contribute. Less than half (47%) who have given to a theater in the last year say they are very likely to do so again. Still, 10% who have not given previously apparently recognize the increased need and are likely to give a contribution this year.

Attitudes toward Returning to the Theater May Change Closer to Reopening

12)

Note that the data in this study are very much impacted by the point in time it was conducted. As the pandemic progresses, views likely will change. As the opening of the new season gets closer, theatergoers will have a better idea of what the risks are of being in crowds. Therefore, Shugoll Research plans to track these attitudes over time.

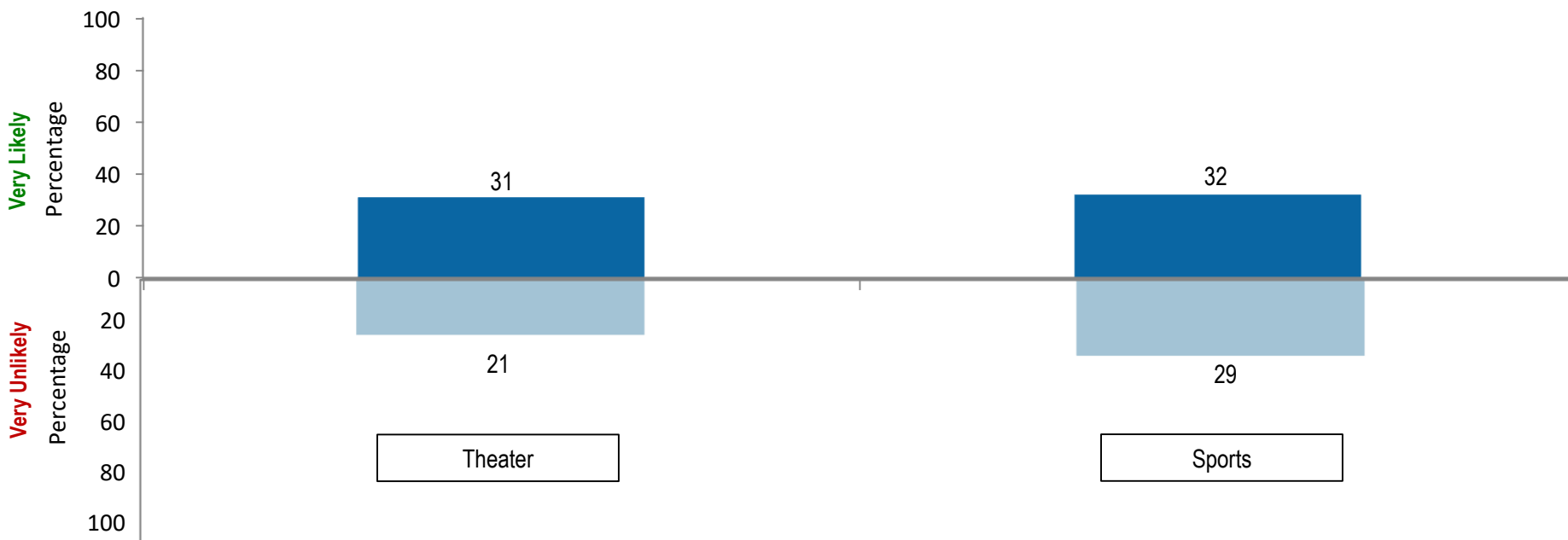
Overall Findings



Less than 1 in 3 theatergoers (31%) say they are very likely to immediately begin attending theaters when the CDC says it is safe to gather again. About 1 in 5 (21%) say they are very unlikely. Many (45%) express some reservations and score in the mid-points of the scale. This suggests that theaters will have some challenges rebuilding audiences quickly. As a comparison, while similar number (32%) are very likely to immediately attend sports events, more are very unlikely (29%) than for theater.

Likelihood of Immediately Returning to Theater and Sports Events (Top 2 Box and Bottom 2 Box)

■ Total (n=2743-2753)



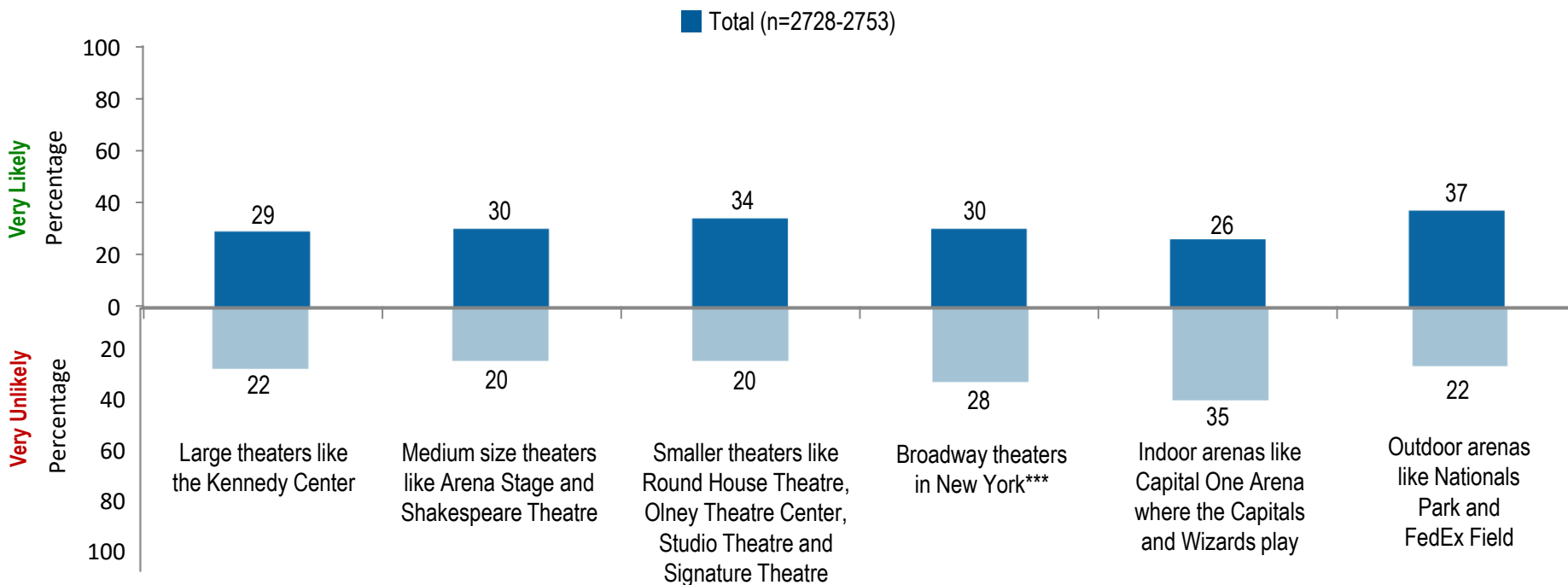
Middle Three Box (Percent Saying 3, 4, 5)
Theater: 45%
Sports: 37%

Q.1: Once the Centers for Disease Control and Prevention (CDC) say it is safe to gather again, how likely are you to immediately begin attending the following types of events?
 Base: All respondents answering.
 Note: Percentages represent a score of "6" or "7" or a "1" or "2" on a 7-point scale where 7 equals "Extremely Likely" and 1 equals "Not At All Likely." Percentages may not add to 100 because some respondents answered "Don't Know."

There is no major difference in likelihood of returning to theater by size of venue. Similar numbers are very likely/very unlikely to attend the largest theaters like the Kennedy Center, National Theatre and Warner Theatre (29% extremely likely/22% extremely unlikely), medium size theaters like Arena Stage and Shakespeare Theatre (30%/20%) and smaller theaters like Studio Theatre, Signature Theatre, Olney Theater Center and Round House Theatre (34%/20%).

- While the results also suggest concerns for sports franchises, there is more reluctance to return to indoor sports venues like Capital One Arena (26%/35%) than outdoor stadiums like Nationals Park and FedEx Field (37%/22%).

Likelihood of Immediately Returning to Types of Theater and Sports Events (Top 2 Box and Bottom 2 Box)



Middle Three Box (Percent Saying 3, 4, 5)

Large Theaters: 44%	Medium Size Theaters: 47%	Smaller Theaters: 43%
Broadway Theaters***: 38%	Indoor Arenas: 35%	Outdoor Arenas: 38%

Q.1: Once the Centers for Disease Control and Prevention (CDC) say it is safe to gather again, how likely are you to immediately begin attending the following types of events?

Base: All respondents answering.

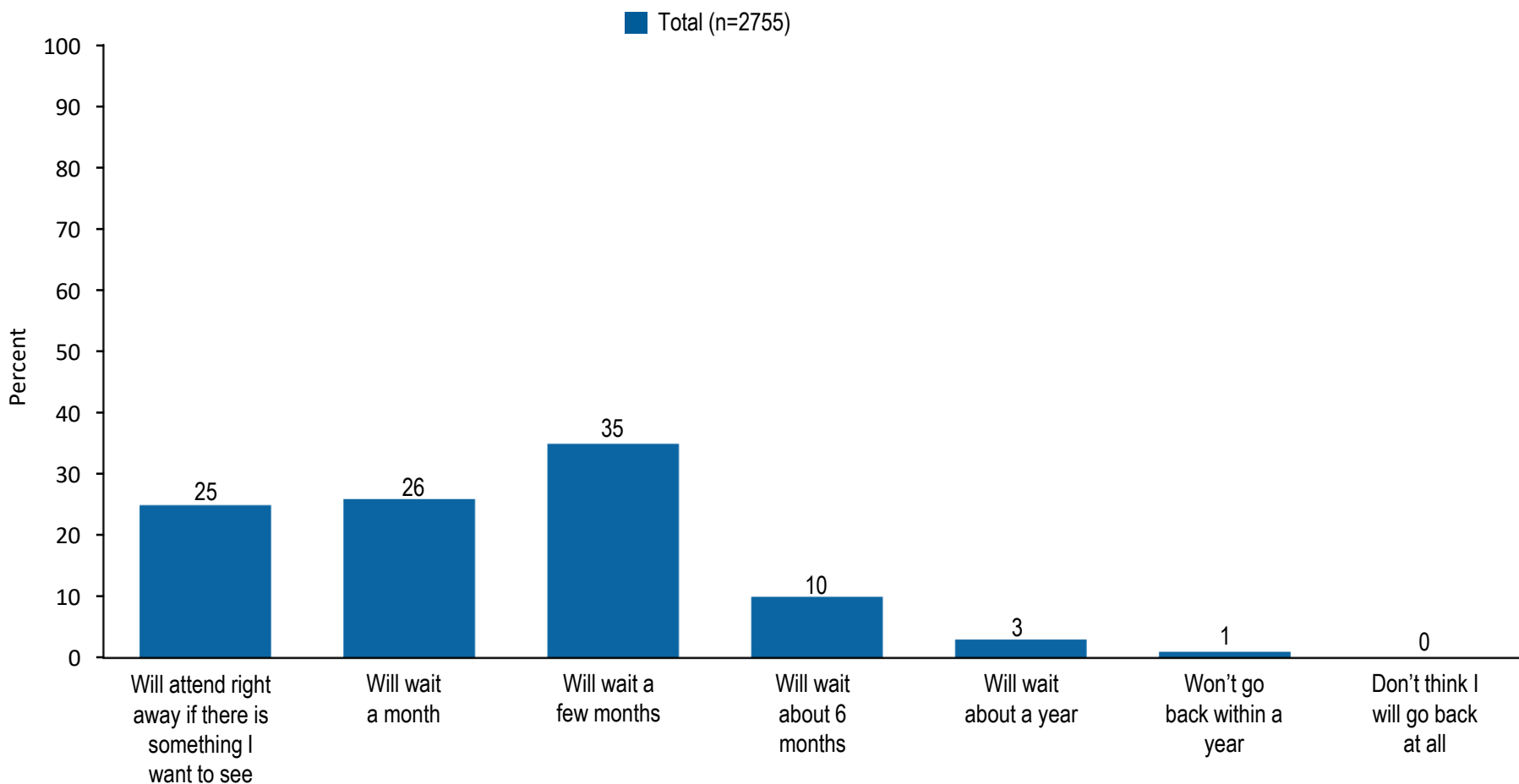
Note: Percentages represent a score of "6" or "7" or a "1" or "2" on a 7-point scale where 7 equals "Extremely Likely" and 1 equals "Not At All Likely."

Percentages may not add to 100 because some respondents answered "Don't Know."

*** Based only on those who have attended a Broadway theater in the past year (n=1337).

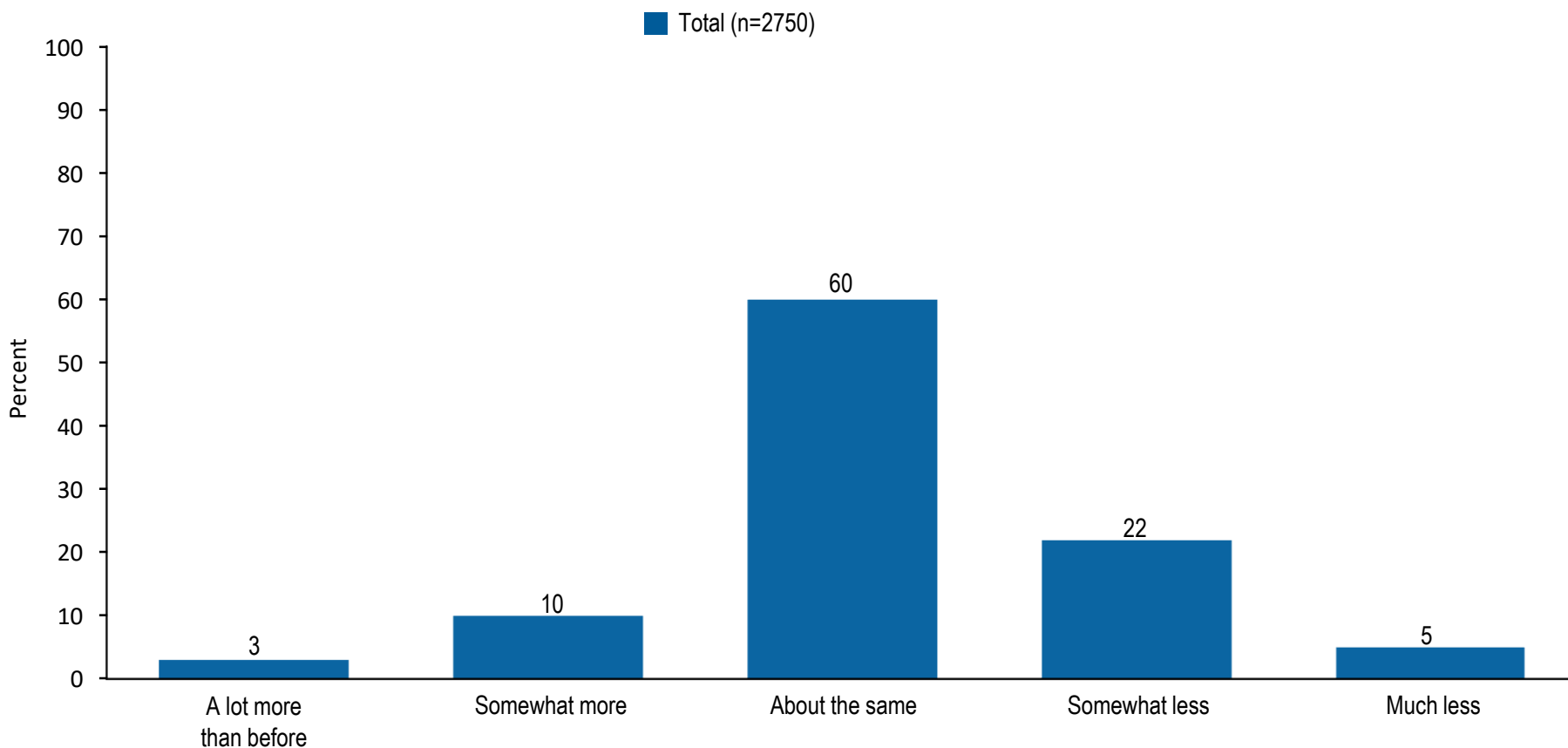
Quantifying how long it will be before current theatergoers likely return to the theater, only 25% say they will attend right away if there is something they want to see. About another quarter say they will wait a month (26%) while the largest number say a few months (35%). On the extreme end, 10% will wait about 6 months, 3% about a year and 1% over a year. None say they won't go back at all. The net waiting a few months or more is almost half of theatergoers (49%). Again, this suggests a slow build when theaters reopen which could be a challenge.

Length of Time Before Attending the Theater Again



Not only will rebuilding audiences be slow, but the net size of the audience is likely to contract due to experiences with Covid-19. A total of 13% of theatergoers think they will attend theaters more often when they reopen compared to a year ago. They likely both miss attending and recognize the needs of theaters at this difficult time and want to support them. But about twice as many (27%) think they will attend less, due to concerns to be explored shortly, resulting in a potential net decrease in audience size. Sixty percent say their theatergoing should remain the same.

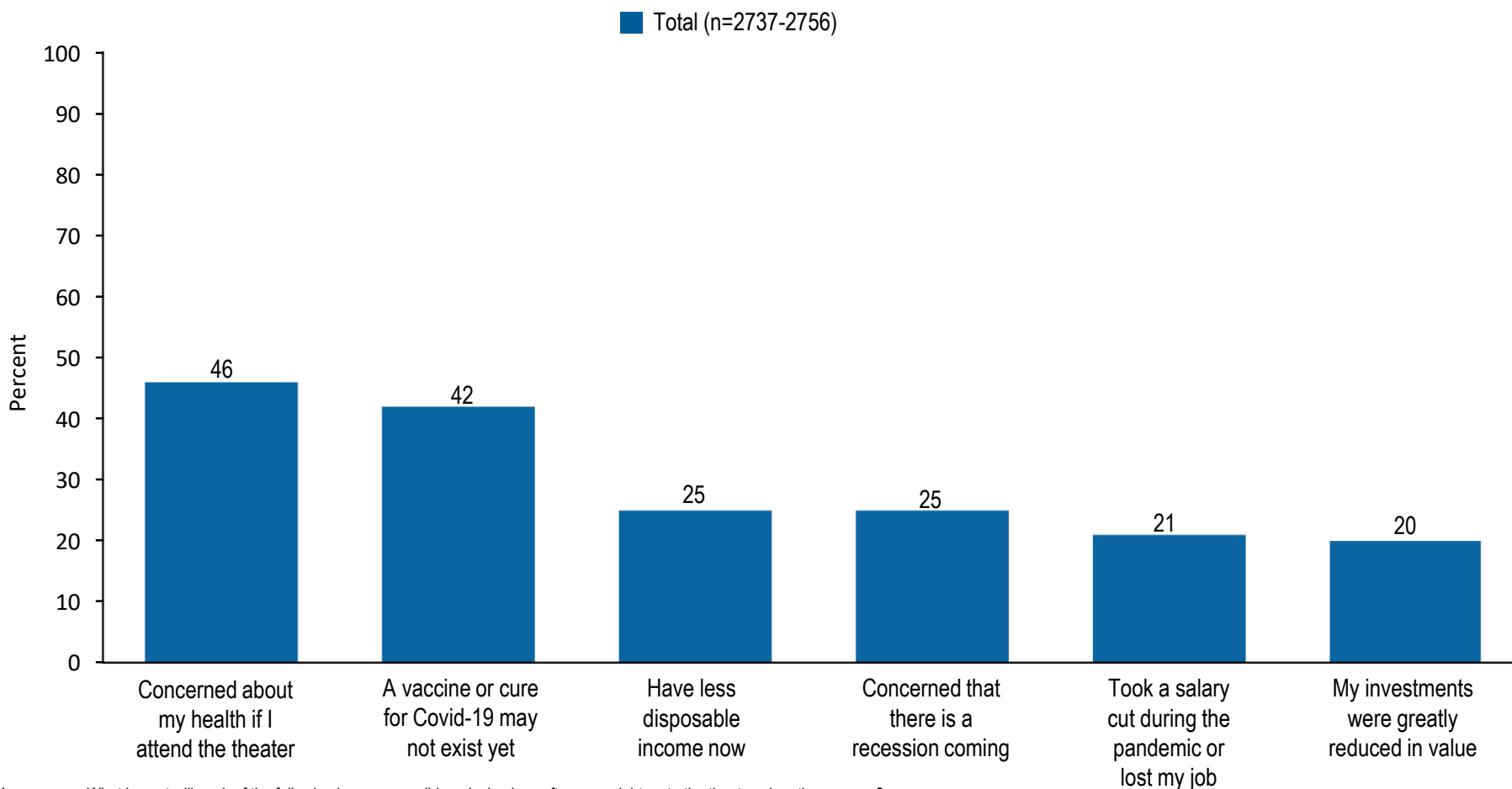
Predicted Frequency of Attending the Theater Compared to Previous Years



The largest factors in potentially keeping people from the theater are health-related rather than economically-related. Over 4 in 10 say what gives them pause about going to the theater is a concern for their health (46%) and that a vaccine for Covid-19 likely won't exist yet when theaters reopen (42%). The economic side of the pandemic is also impactful on interest in going to the theater, although less so than health concerns: a quarter each say they have less disposable income to spend now than before (25%) and they are concerned about a possible recession (25%).

- Slightly smaller numbers say they might reduce their theatergoing specifically because they took a salary cut or lost their job during the pandemic (21%) or say their investments were greatly reduced in value (20%).

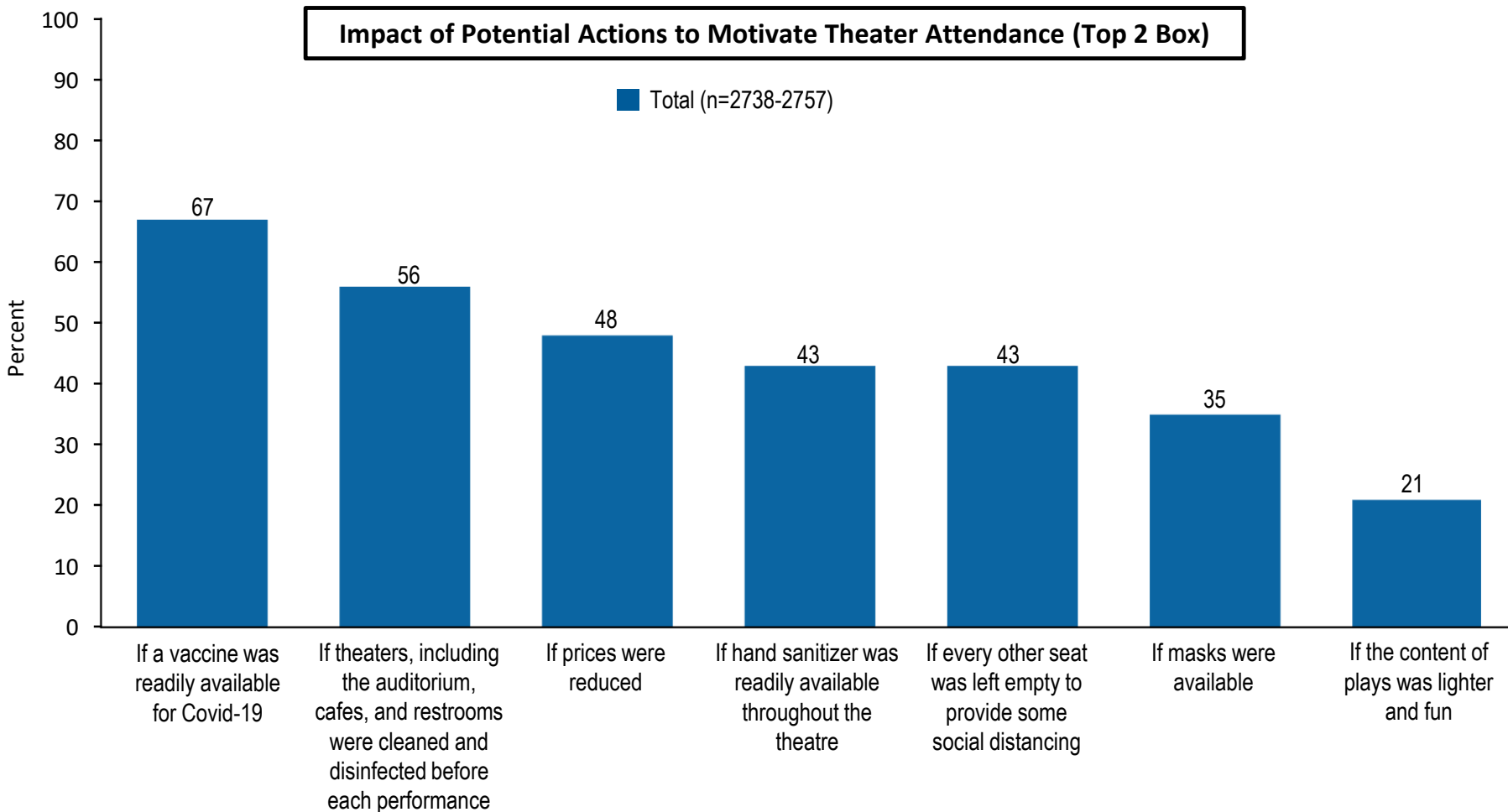
Impact of Potential Concerns on Theater Attendance (Top 2 Box)



Q4: What impact will each of the following have on possibly reducing how often you might go to the theater when they reopen?
 Base: All respondents answering.
 Note: Percentages represent responses of "6" or "7" on a 7-point scale where 7 equals "Large Impact" and 1 equals "Small Impact."

The biggest factor for a quicker return to theaters is if a vaccine was readily available for Covid-19 (67%). Among things that theaters could do themselves, the biggest impact would be disinfecting before each performance, including the auditorium, cafes and restrooms (56%). The next most impactful health strategies (all these might be undertaken) are if hand sanitizer was available throughout (43%), if social distancing was maintained by leaving every other seat empty (43%) and if masks were available (35%).

- While selling every other seat might not seem financially feasible, note that many fewer people plan to immediately attend theaters.
- Interestingly, despite health concerns about returning to the theater, price can be a motivator. If price is reduced, almost half (48%) say they would be more likely to attend. Also of interest, lighter play content is not a major audience expectation at this difficult time. Only 21% say they'd be more likely to attend if the play content was lighter and fun.

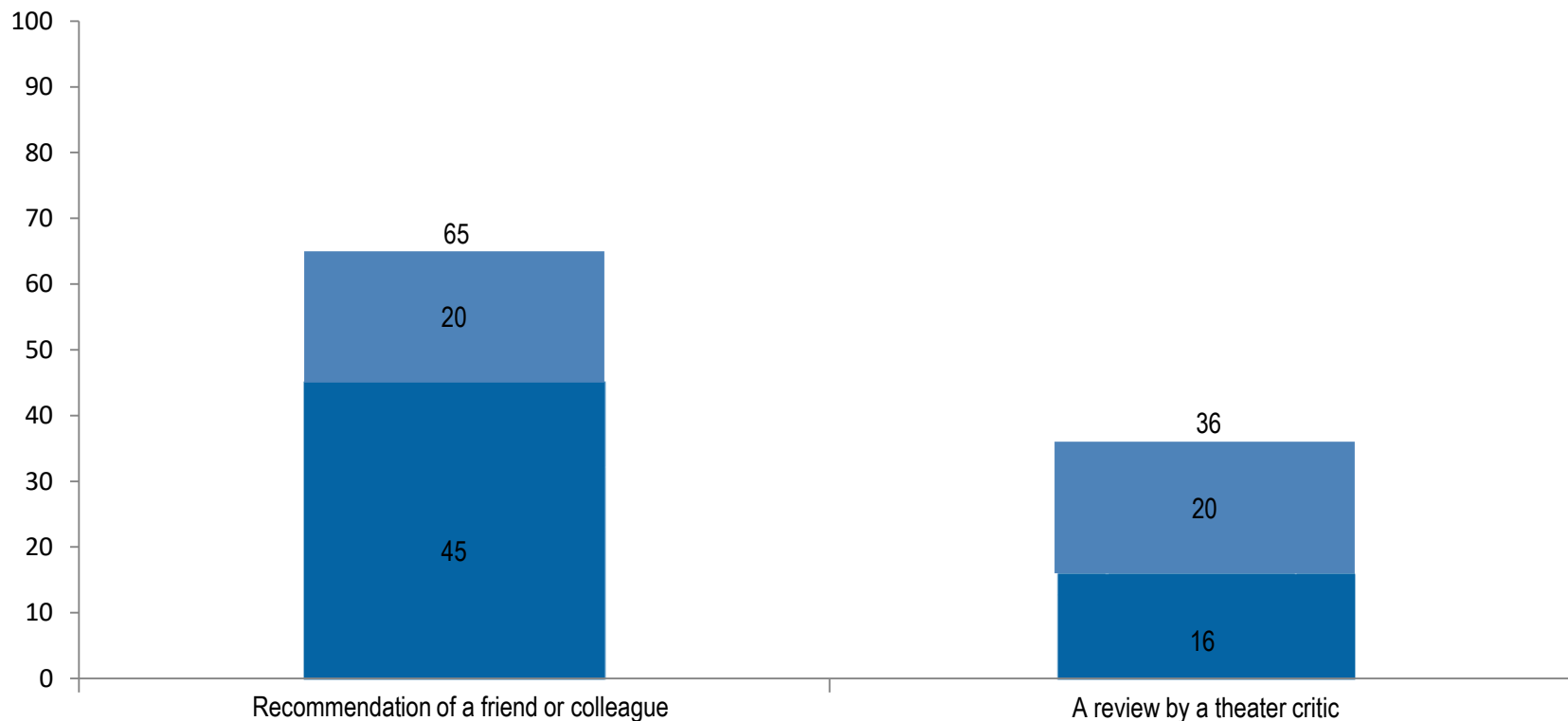


Q5: What impact will the following have on motivating your likelihood to attend theater after theaters are reopened?
 Base: All respondents answering.
 Note: Percentages represent responses of "6" or "7" on a 7-point scale where 7 equals "Large Impact" and 1 equals "Small Impact."

Compared to before, perhaps because they will be more selective about what they see, 65% of audiences say they would be more likely to rely on recommendations of family, friends or colleagues in their choices when they return to the theater with 45% being much more likely. The reviews of critics will also be considered more than before, but their impact will be much less than family and friends. Over a third (36%) are likely to use reviews more than before, with 16% saying they will be much more likely.

Likelihood of Using Selected Sources to Decide What Plays to See Compared to Before (Top 3 Box)

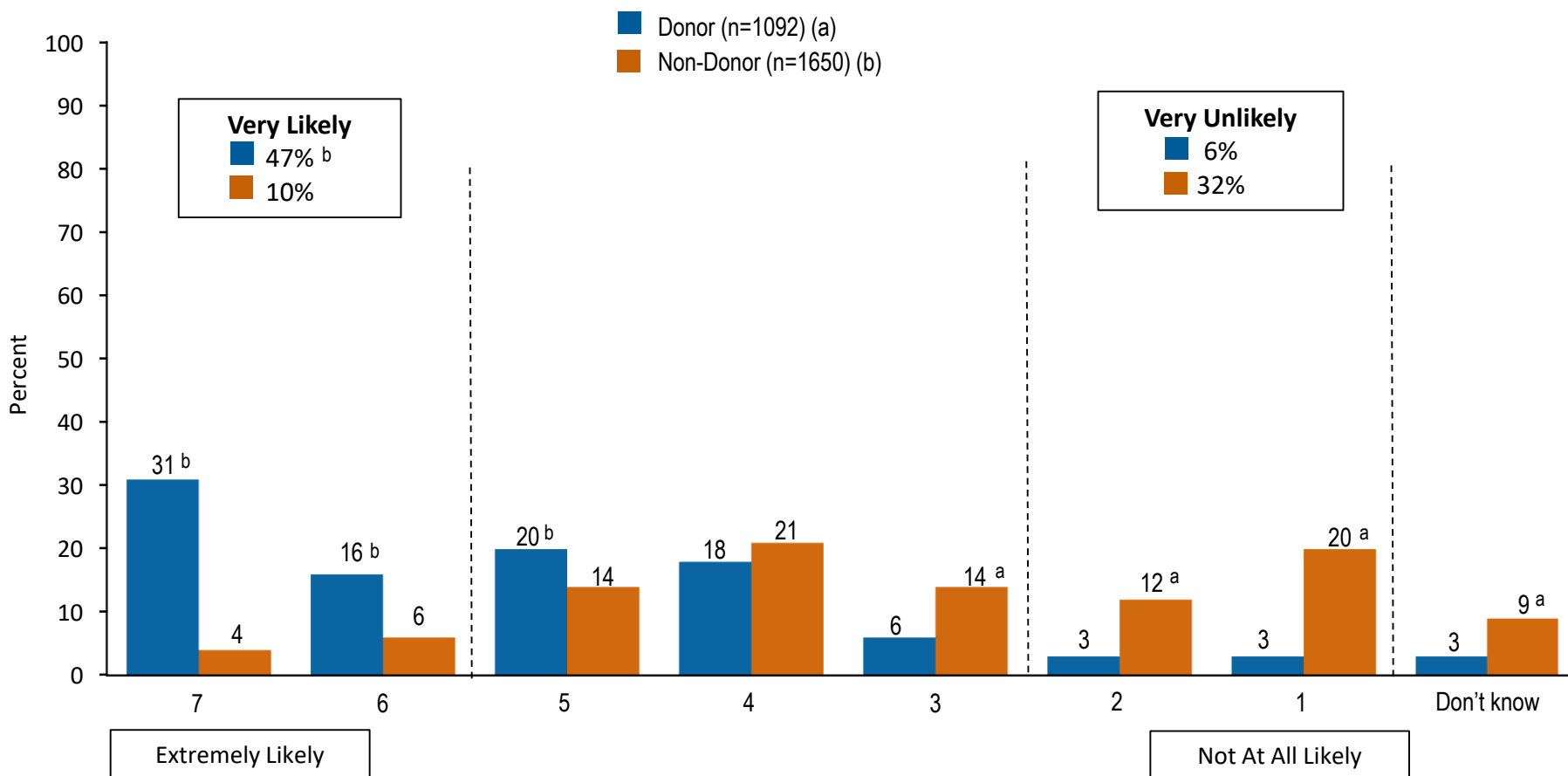
■ Total Very Likely (n=2728-2741)
 ■ Total Somewhat Likely (n=2728-2741)



Q.6 Compared to before, how likely would you be to use each of the following in deciding what plays to see?
 Base: All respondents answering.
 Note: Percentages represent a score of "5," "6" or "7" on a 7-point scale where 7 equals "Much More Likely" and 1 equals "Much Less Likely."

Potential theater donors must balance the increased need of theaters because of the pandemic with the economic impact the virus has had on their own lives in assessing whether to contribute. Almost half (47%) who have given to a theater in the last year say they are very likely to do so again. This number seems to suggest some revenue jeopardy for theaters in contributed income. Still, 10% who have not given previously apparently recognize the increased need and are likely to give a contribution this year.

Likelihood of Donating to a Non-Profit Theater this Year



Q.8: How likely are you to make a donation to a non-profit theater this year?

Base: All respondents answering.

Note: Letters indicate statistically significant differences.

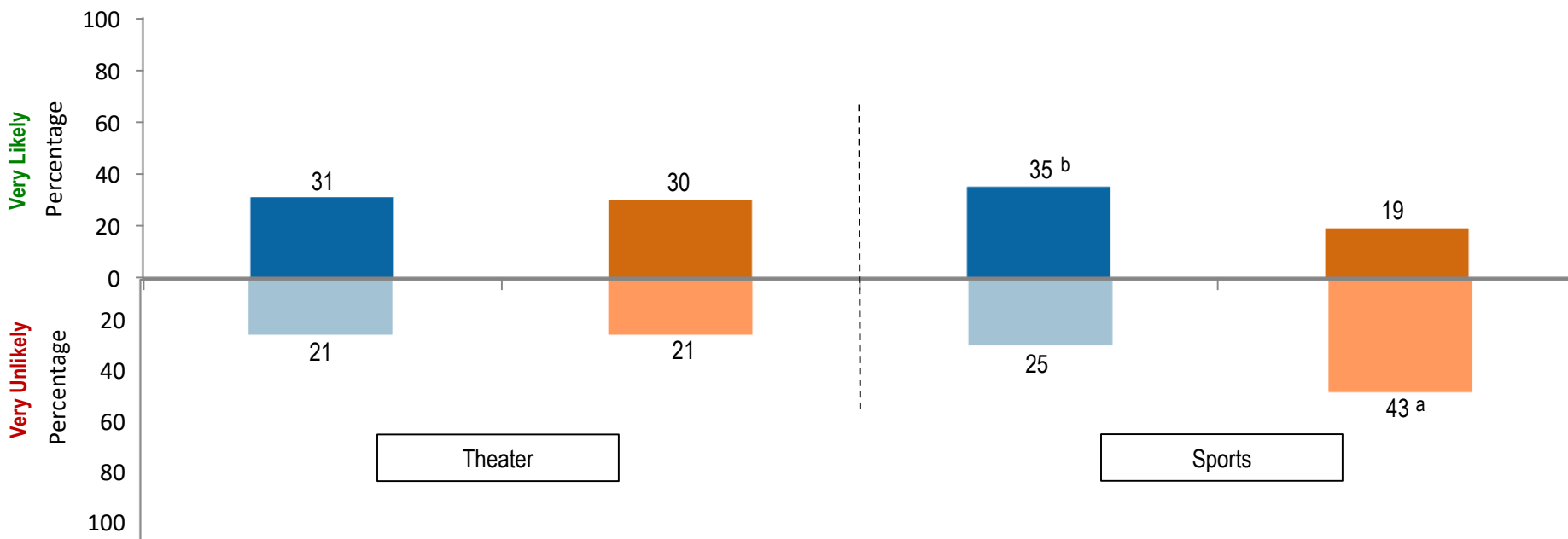
Findings by Age

In a surprise, those in the most vulnerable age group for Covid-19 (65 and older) are not any less likely to return to the theater immediately (30% very likely, 21% very unlikely) than those younger (31% very likely, 21% very unlikely). As older people are a significant part of the theater audience, the small percentage likely to return immediately underscores the challenge theaters will have when they reopen. Interestingly, older people are much less likely to return to sports events (19% very likely, 43% very unlikely) than those younger (31% very likely, 25% very unlikely).

- Even with the higher percentage of younger people who would return to sports events immediately the numbers suggest an immediate downturn in sports attendance.

Likelihood of Immediately Returning to Theater and Sports Events by Age (Top 2 Box and Bottom 2 Box)

■ Under 65 (n=2138-2144) (a)
 ■ 65 and older (n=582-592) (b)



Q.1: Once the Centers for Disease Control and Prevention (CDC) say it is safe to gather again, how likely are you to immediately begin attending the following types of events?

Base: All respondents answering.

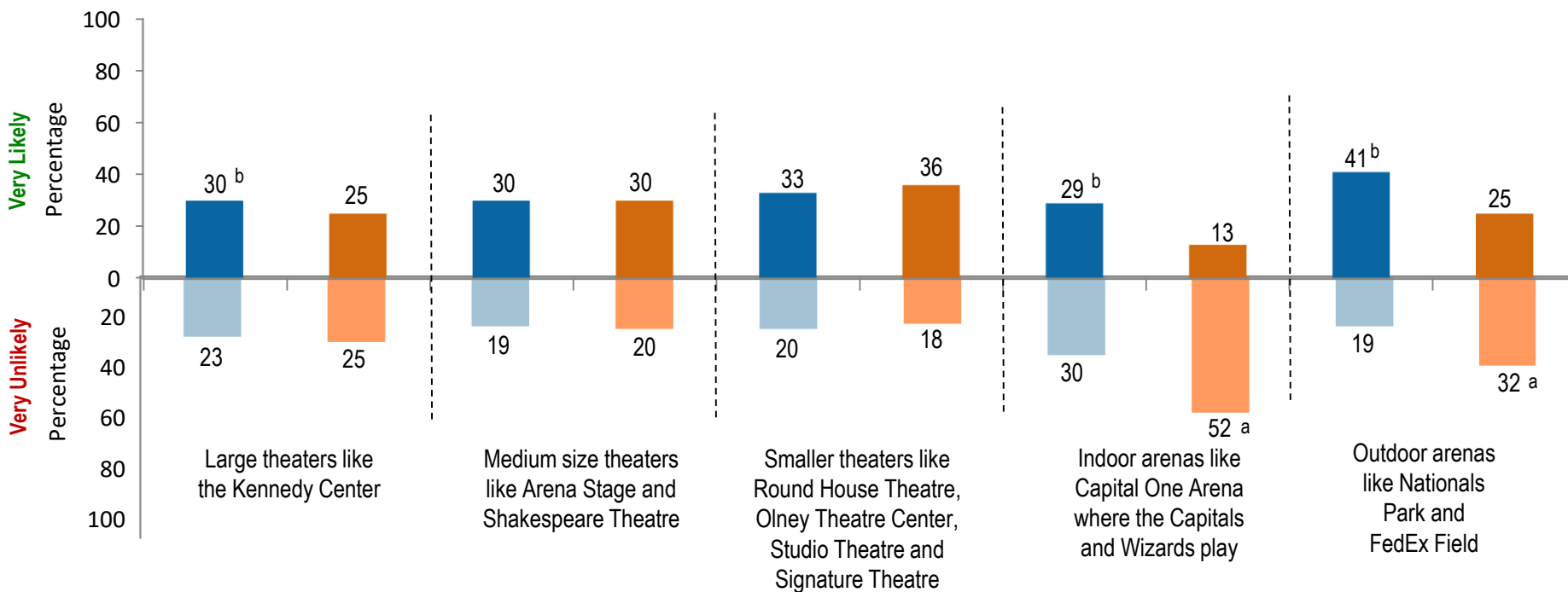
Note: Percentages represent a score of "6" or "7" or a "1" or "2" on a 7-point scale where 7 equals "Extremely Likely" and 1 equals "Not At All Likely."

Letters indicate statistically significant differences.

Older and younger people are equally likely to return immediately to small and medium sized theaters. But older respondents say slightly less often that they will return to theaters with more seats like to the Kennedy Center, National and Warner (25% very likely, 25% very unlikely) than younger people (30% very likely, 23% very unlikely). Unlike theater, older people are much less inclined to return to sports events than younger ones at both indoor arenas (only 13% of older people are very likely to attend) and outdoor arenas (25% of older people are very likely to attend).

Likelihood of Immediately Returning to Types of Theater and Sports Events by Age (Top 2 Box and Bottom 2 Box)

Under 65 (n=2138-2144) (a)
 65 and older (n=582-592) (b)



Q.1: Once the Centers for Disease Control and Prevention (CDC) say it is safe to gather again, how likely are you to immediately begin attending the following types of events?

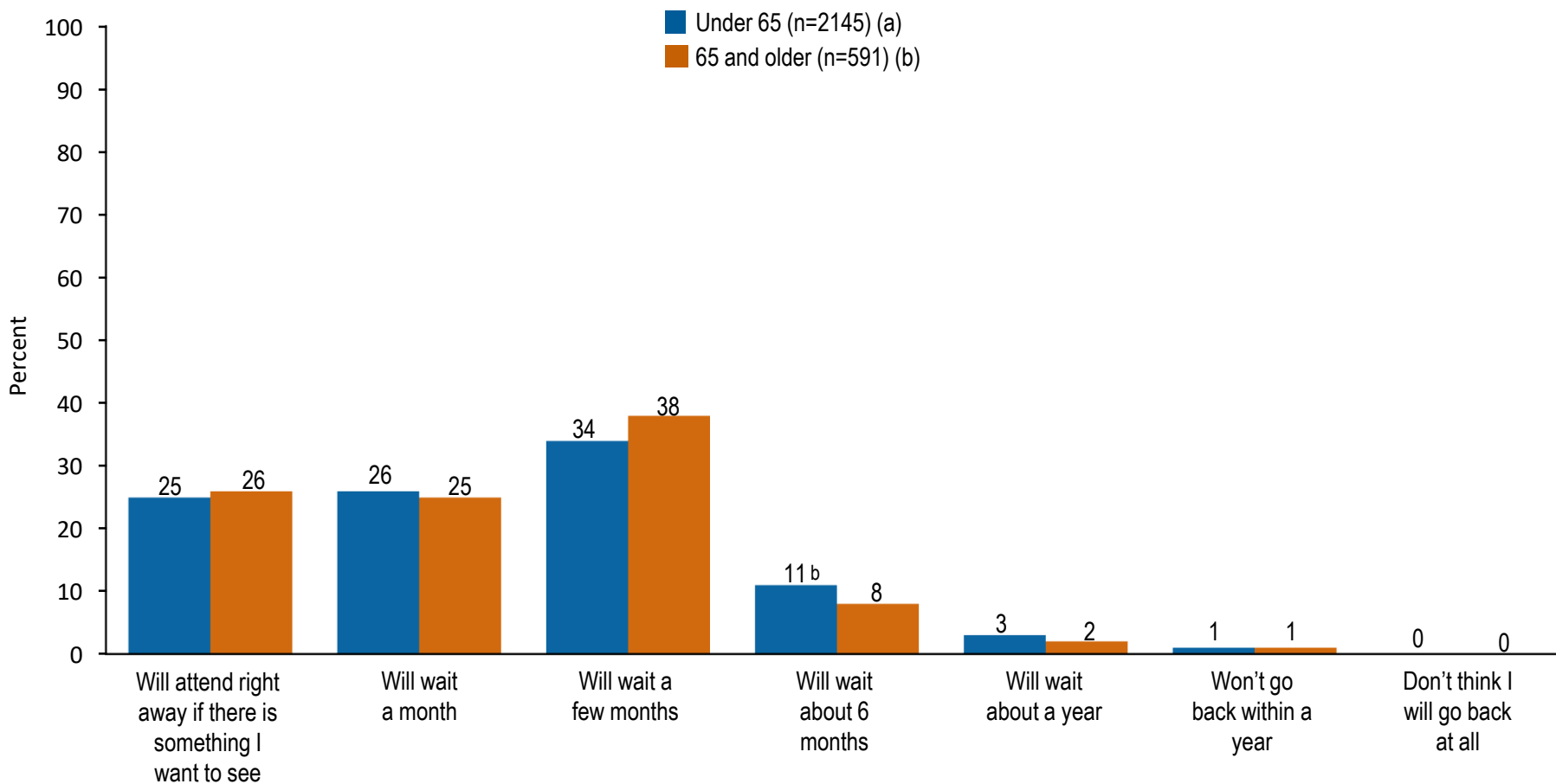
Base: All respondents answering.

Note: Percentages represent a score of "6" or "7" or a "1" or "2" on a 7-point scale where 7 equals "Extremely Likely" and 1 equals "Not At All Likely."

Letters indicate statistically significant differences.

There is no significant difference in how quickly those under 65 and 65 and older will wait before returning to the theater. Almost half of each group (49% in each case) will wait at least a few months before going back.

Length of Time Before Attending the Theater Again by Age



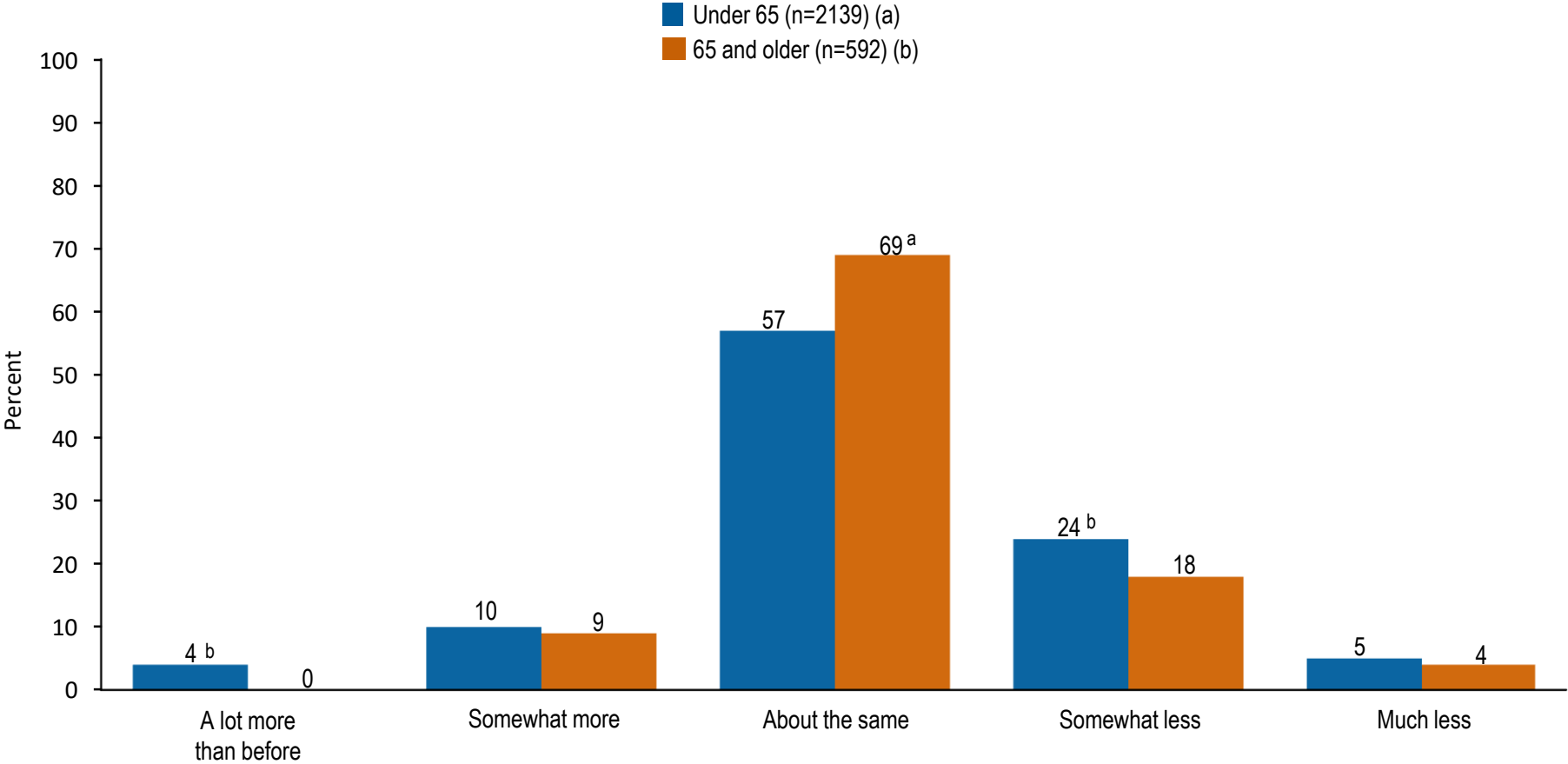
Q2: Thinking now only about theater, how long after we are allowed to congregate again will you likely wait before attending the theater?

Base: All respondents answering.

Note: Letters indicate statistically significant differences.

Regardless of age, most theatergoers think they will attend the theater about the same after the pandemic as before. But among those who will change their theatergoing there will be a net loss in attendance for both age groups (under 65: 29% will go less vs. 14% more; 65+: 22% will go less, 9% more).

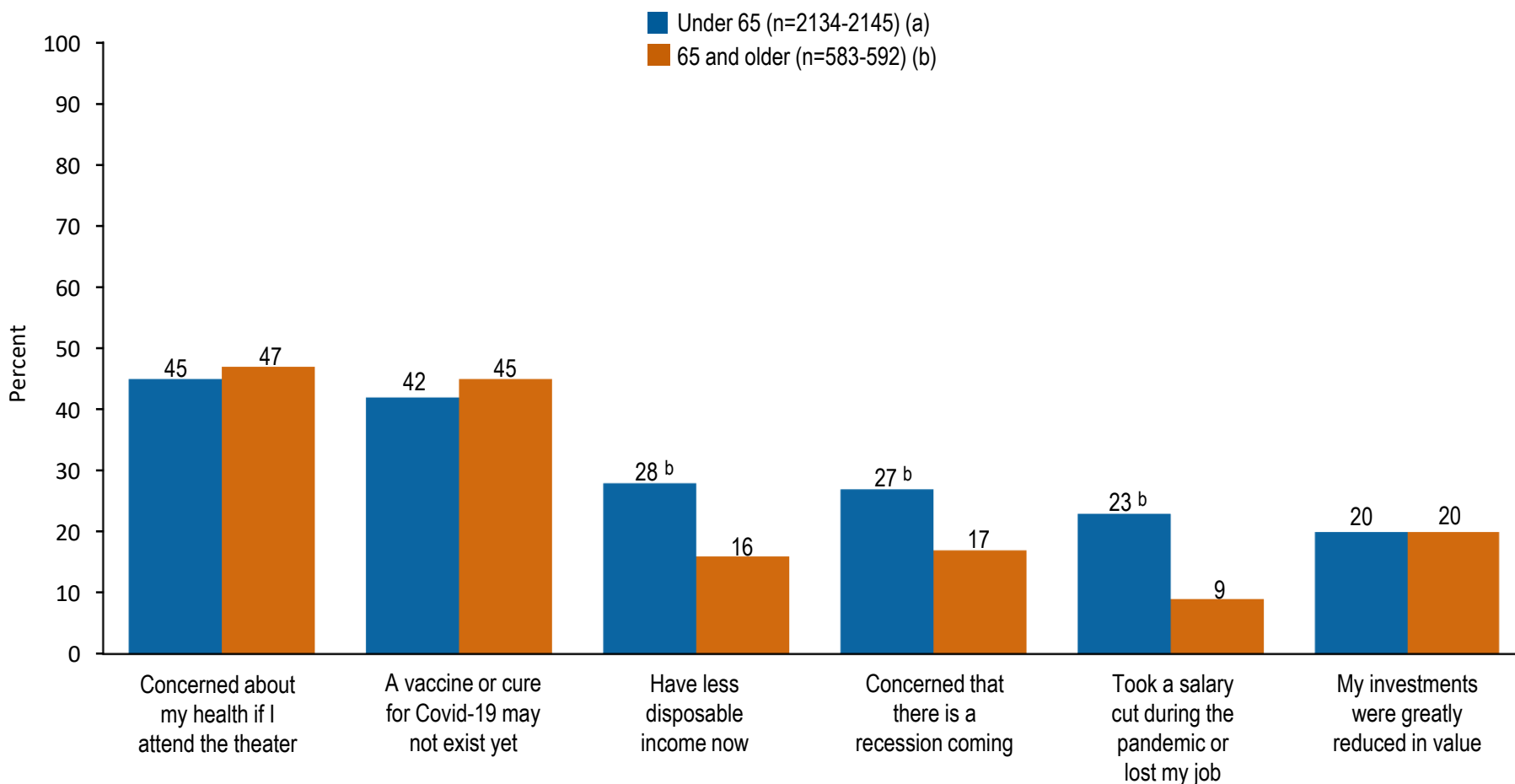
Predicted Frequency of Attending the Theater Compared to Previous Years by Age



Q3: Compared to previous years, how often do you think you will attend the theater once theaters are open again?
 Base: All respondents answering.
 Note: Letters indicate statistically significant differences.

Regardless of age, health issues are the bigger determinant on returning to the theater than economic issues. Both groups say likely to impact their theatergoing is concern about their health if they attend (45% under 65, 47% 65 and older) and that a vaccine or cure might not exist yet (42% under 65, 45% 65 and older). The economic impact of the pandemic on theatergoing is disproportionately higher on those under 65 (about twice as many vs. those 65+ say having less disposable income, concerns about a recession and having a salary cut or lost job impacts their decision).

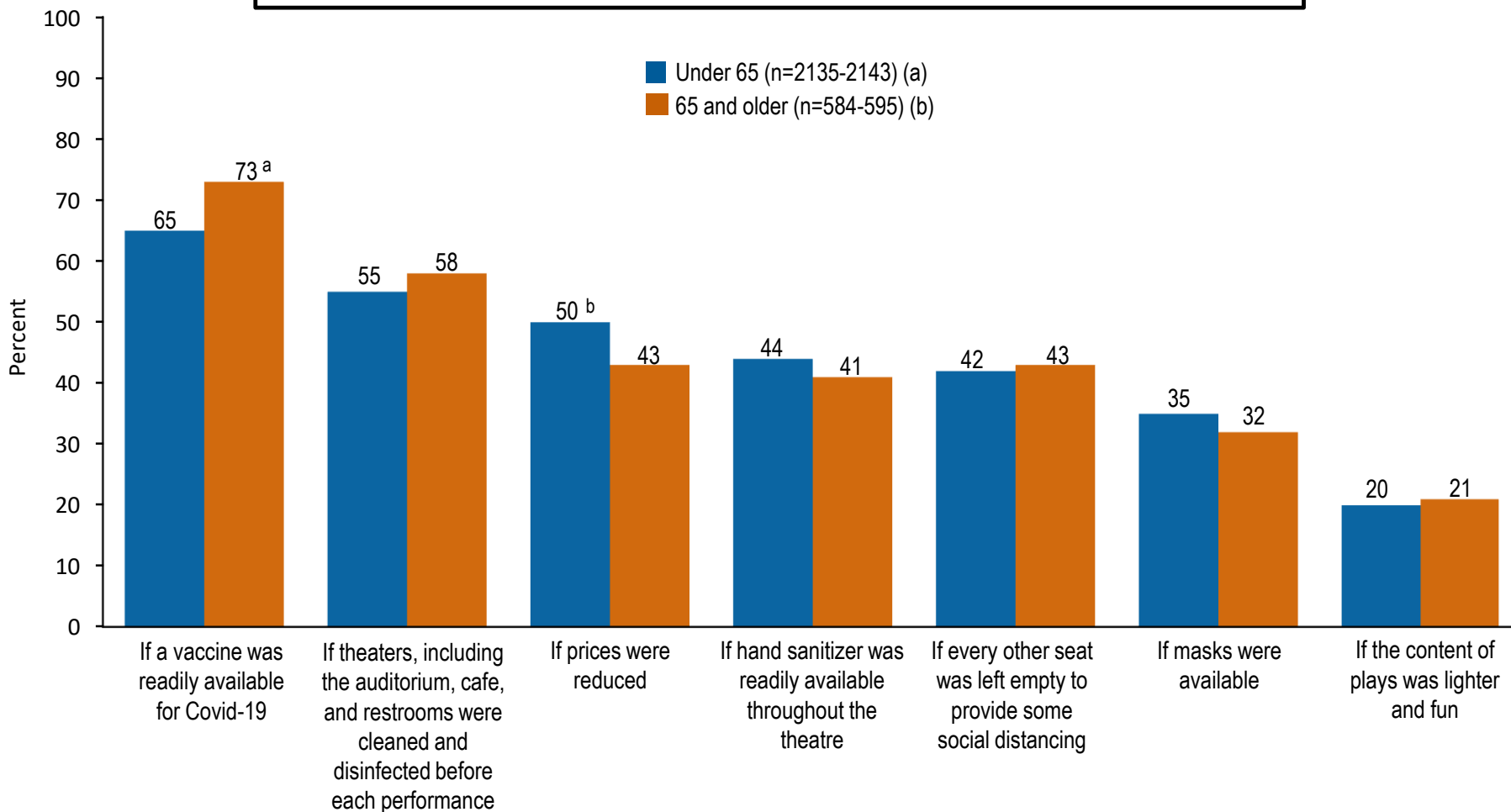
Impact of Potential Concerns on Theater Attendance by Age (Top 2 Box)



Q4: What impact will each of the following have on possibly reducing how often you might go to the theater when they reopen?
 Base: All respondents answering.
 Note: Percentages represent responses of "6" or "7" on a 7-point scale where 7 equals "Large Impact" and 1 equals "Small Impact."
 Letters indicate statistically significant differences.

By far, both age groups say that if a vaccine was available (65% under 65, 73% 65 and older) and if theaters were cleaned and disinfected before each performance, including the auditorium, cafe and restrooms (55% under 65, 58% 65 and older) they would be more likely to attend when theaters reopened. Price reductions, having hand sanitizers readily available and if every other seat was left empty are the next most motivating factors. Both groups mention having lighter play content least most often.

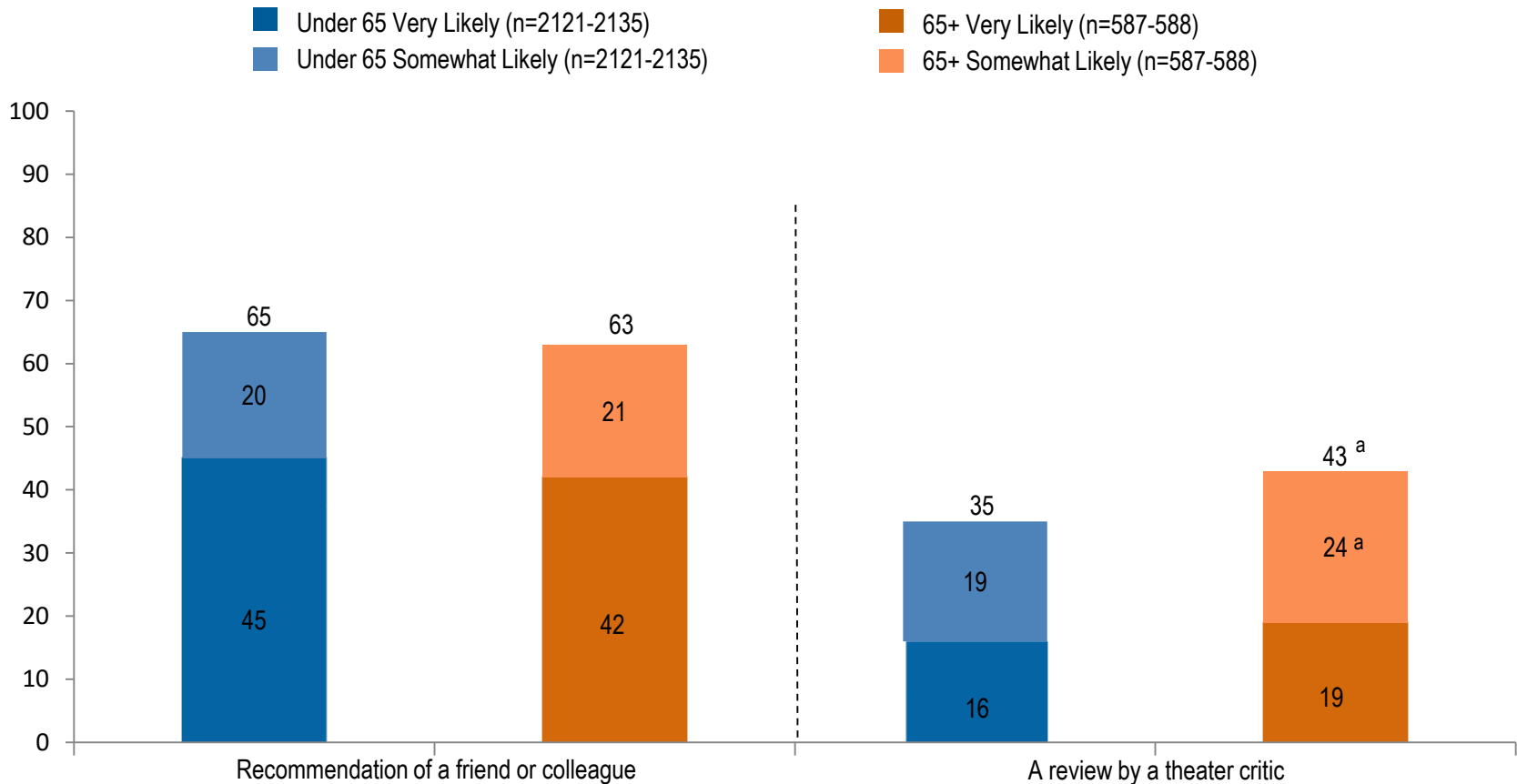
Impact of Potential Actions to Motivate Theater Attendance by Age (Top 2 Box)



Q5: What impact will the following have on motivating your likelihood to attend theater after theaters are reopened?
 Base: All respondents answering.
 Note: Percentages represent responses of "6" or "7" on a 7-point scale where 7 equals "Large Impact" and 1 equals "Small Impact."
 Letters indicate statistically significant differences.

Those under 65 (65%) and 65 and older (63%) similarly say they are at least somewhat more likely than before to rely on friends and family recommendations before choosing a show. Older people (43% at least somewhat likely) more than younger ones (35%) will turn to a critic more than before.

Likelihood of Using Selected Sources to Decide What Plays to See Compared to Before by Age (Top 3 Box)



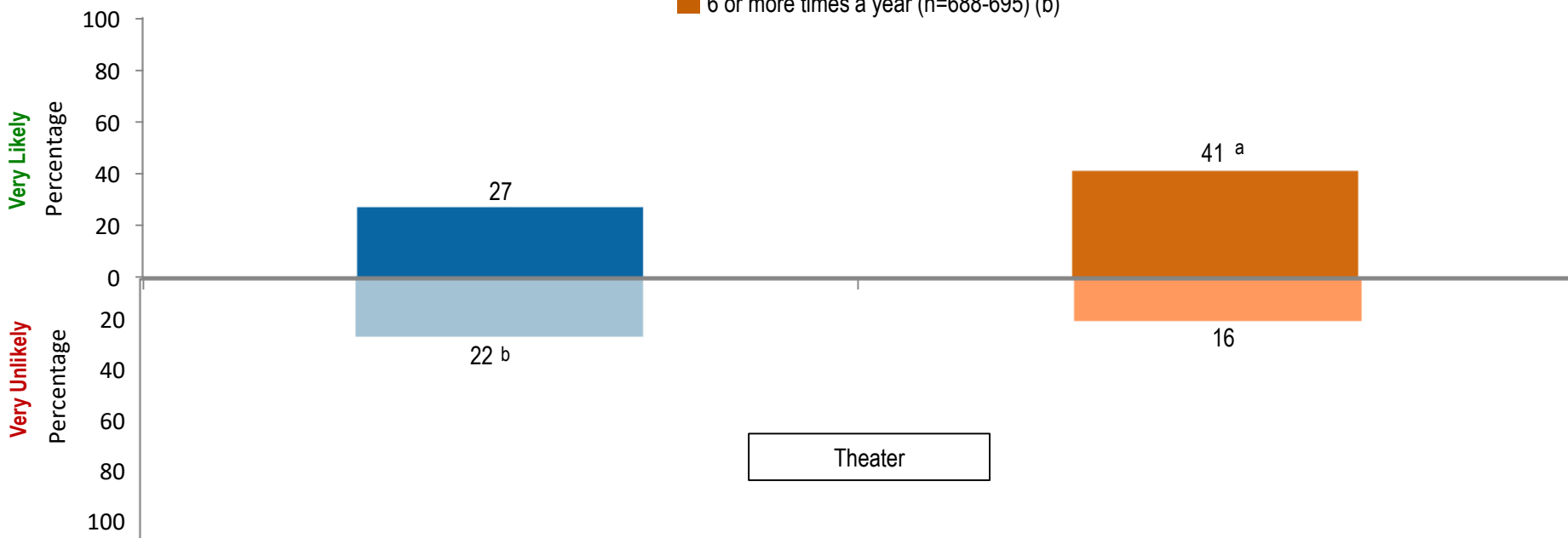
Q.6 Compared to before, how likely would you be to use each of the following in deciding what plays to see?
 Base: All respondents answering.
 Note: Percentages represent a score of "5," "6" or "7" on a 7-point scale where 7 equals "Much More Likely" and 1 equals "Much Less Likely."
 Letters indicate statistically significant differences.

Findings by Frequency of Theater Attendance

If there is a bit of good news for theaters, it is that those who attend theater most often (6 or more times a year) are much more likely to return immediately (41% very likely, 16% very unlikely). Still, only around 4 of 10 of these more frequent theatergoers are very likely to attend immediately meaning almost 6 in 10 may not. What seemed like brighter news really only underscores that theaters will take a hit when reopening. As one might expect, more casual theatergoers are less likely to return to the theater (27% very likely, 22% very unlikely).

Likelihood of Immediately Returning to Theater by Typical Frequency of Attending the Theater (Top 2 Box and Bottom 2 Box)

■ Less than 6 times a year (n=2049-2059) (a)
 ■ 6 or more times a year (n=688-695) (b)



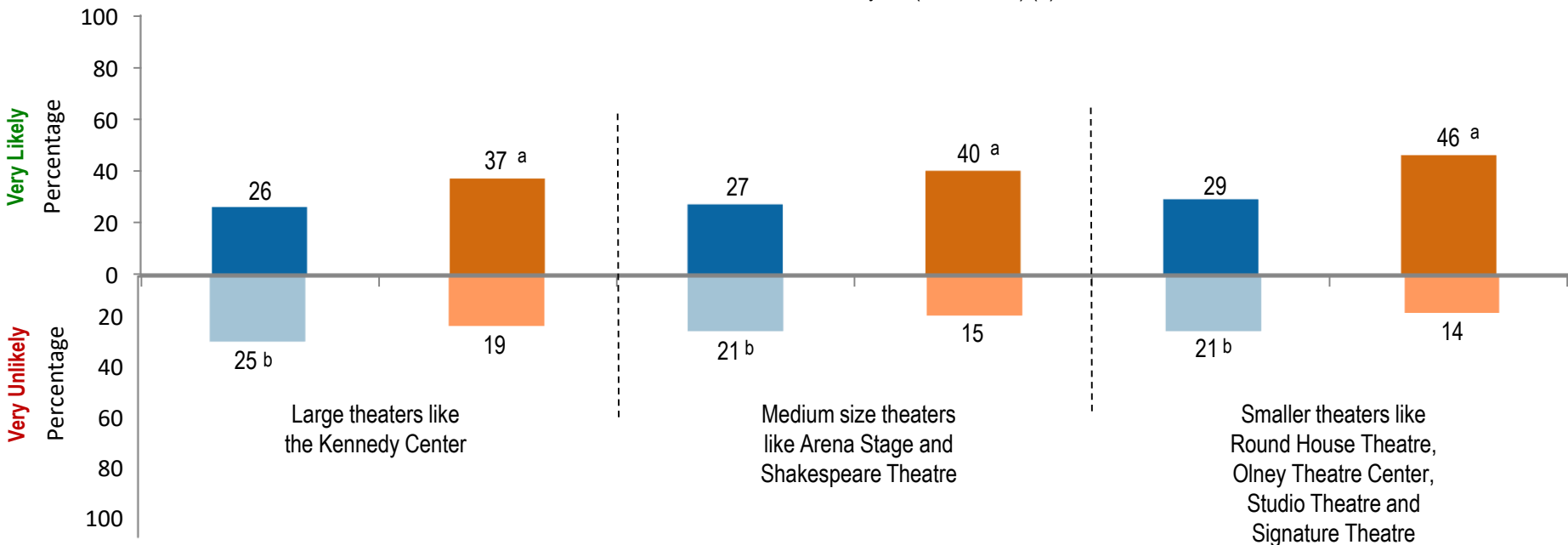
Q.1: Once the Centers for Disease Control and Prevention (CDC) say it is safe to gather again, how likely are you to immediately begin attending the following types of events?
 Base: All respondents answering.
 Note: Percentages represent a score of "6" or "7" or a "1" or "2" on a 7-point scale where 7 equals "Extremely Likely" and 1 equals "Not At All Likely."
 Letters indicate statistically significant differences.

Frequent theatergoers are somewhat more likely to return to smaller theaters than to larger ones. Among smaller theaters like Studio, Signature, Round House and Olney, 46% of frequent theatergoers are very likely to return immediately, 14% very unlikely. For medium theaters like Arena Stage and Shakespeare Theatre these numbers are 40% very likely, 15% very unlikely. Immediate return by frequent theatergoers will be less likely at the largest theaters like the Kennedy Center, National Theatre and Warner Theatre (37% very likely, 19% very unlikely).

- While small theaters might be somewhat better positioned to recapture frequent attenders, over half do not say they are very likely to return immediately.

Likelihood of Immediately Returning to Types of Theater by Typical Frequency of Attending the Theater (Top 2 Box and Bottom 2 Box)

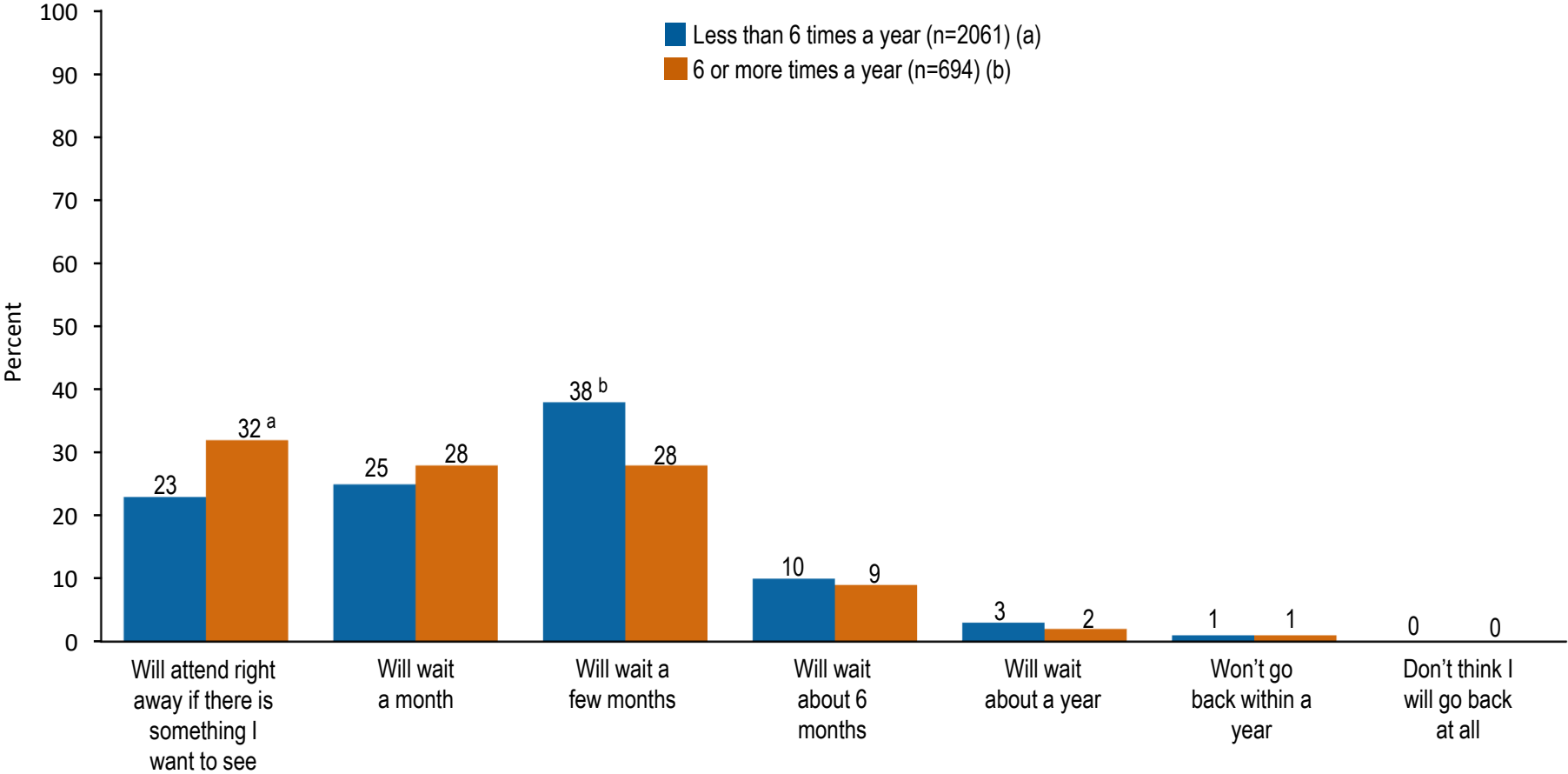
■ Less than 6 times a year (n=2049-2059) (a)
 ■ 6 or more times a year (n=688-695) (b)



Q.1: Once the Centers for Disease Control and Prevention (CDC) say it is safe to gather again, how likely are you to immediately begin attending the following types of events?
 Base: All respondents answering.
 Note: Percentages represent a score of "6" or "7" or a "1" or "2" on a 7-point scale where 7 equals "Extremely Likely" and 1 equals "Not At All Likely." Letters indicate statistically significant differences.

More frequent theatergoers, as one might expect, are more likely to return to theaters right away (32% vs. 23% for less frequent theatergoers). Even so, 4 in 10 (40%) frequent theatergoers say they will wait a few months or more before returning as will 52% of infrequent theatergoers.

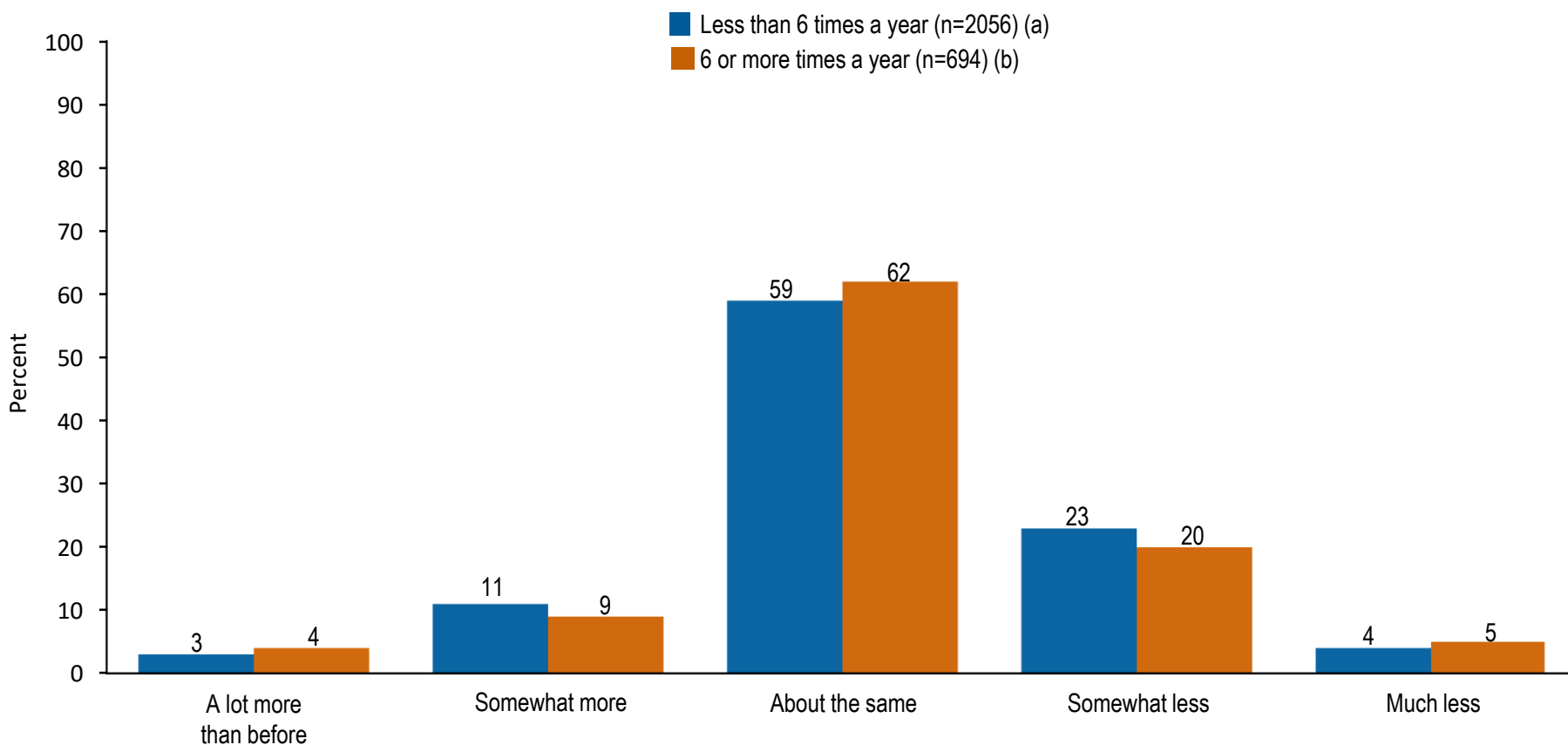
Length of Time Before Attending the Theater Again by Typical Frequency of Attending the Theater



Q2: Thinking now only about theater, how long after we are allowed to congregate again will you likely wait before attending the theater?
 Base: All respondents answering.
 Note: Letters indicate statistically significant differences.

Of significant concern, almost twice as many heavy theatergoers will attend theater less (25%) than more (13%). The same is true of less frequent theatergoers (27% less, 14% more). Around 6 in 10 of both categories don't anticipate their frequency of theatergoing changing. The frequency of theatergoing this year is set for a decline.

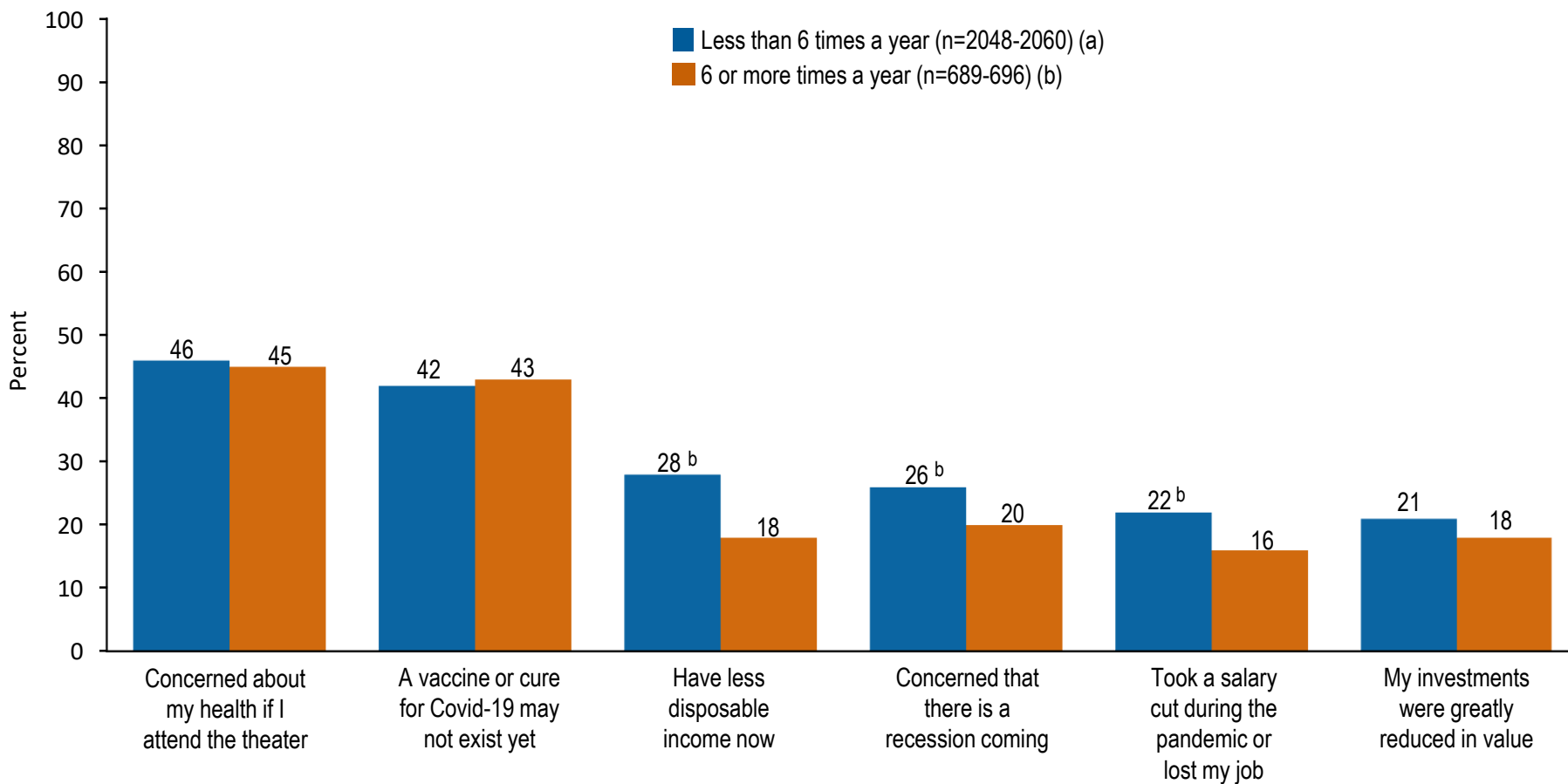
Predicted Frequency of Attending the Theater Compared to Previous Years by Typical Frequency of Attending the Theater



Q3: Compared to previous years, how often do you think you will attend the theater once theaters are open again?
 Base: All respondents answering.
 Note: Letters indicate statistically significant differences.

Regardless of typical frequency of going to the theater, health concerns are dominant in influencing a return to the theater. These are concern about their health if they attend (46% infrequent attenders, 45% more frequent attenders) and that a vaccine or cure might not exist when theaters reopen (42% less frequent attenders, 43% more frequent). Since less frequent attenders are more likely to be younger, as before, this group cites economic impacts more than frequent attenders. But they remain secondary to health concerns.

Impact of Potential Concerns on Theater Attendance by Typical Frequency of Attending the Theater (Top 2 Box)

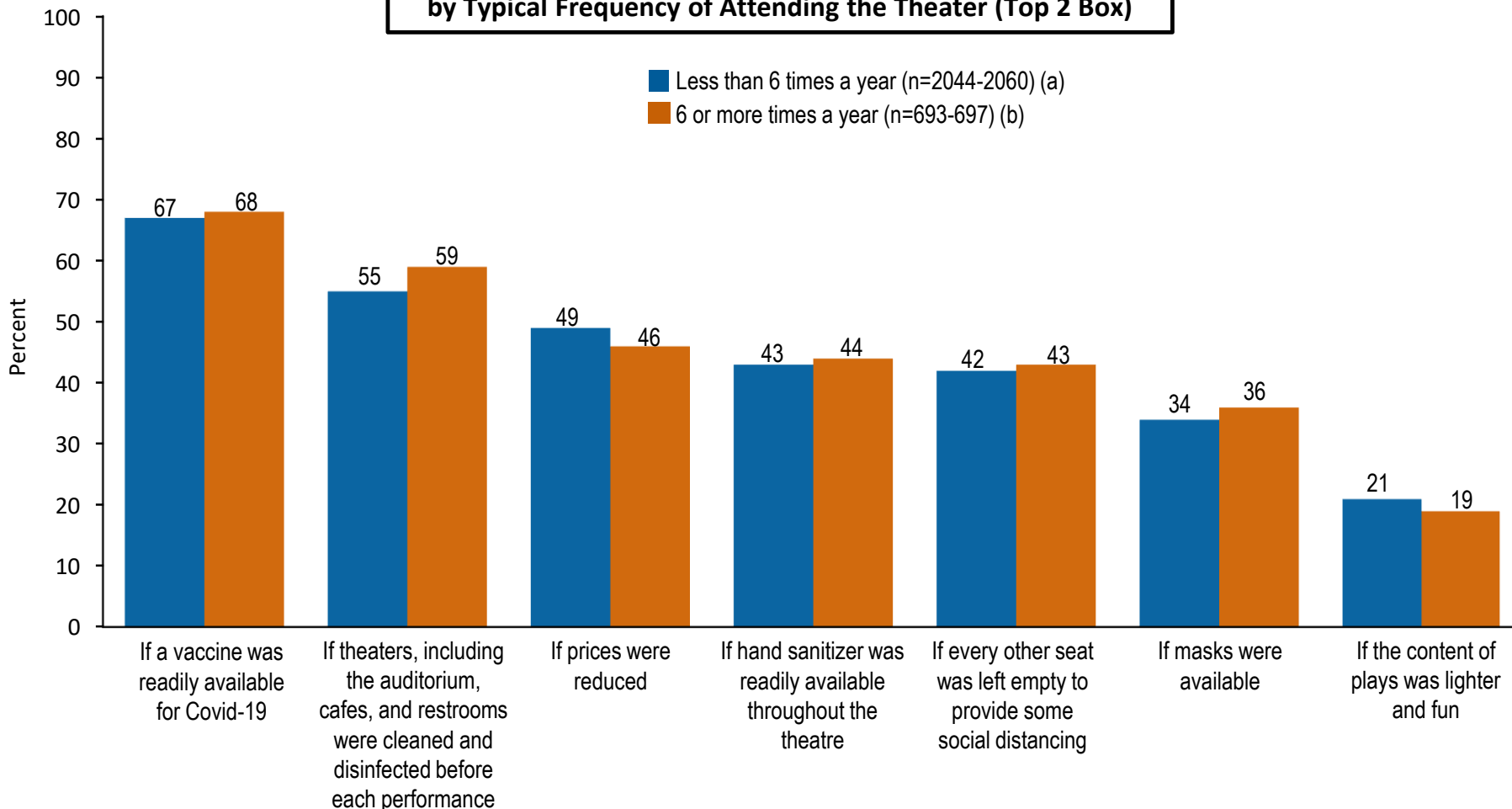


Q4: What impact will each of the following have on possibly reducing how often you might go to the theater when they reopen?
 Base: All respondents answering.
 Note: Percentages represent responses of “6” or “7” on a 7-point scale where 7 equals “Large Impact” and 1 equals “Small Impact.”
 Letters indicate statistically significant differences.

Frequent and infrequent theatergoers agree on the top issues that would motivate their return to the theater. The top two by far, again, are if a vaccine was available (67% less frequent attenders, 68% more frequent attenders) and if theaters were cleaned and disinfected before each performance (55% less frequent attenders, 59% more frequent attenders). Both groups similarly say reducing prices, having hand sanitizer available, social distancing in seating and availability of masks would have a moderate impact.

- Infrequent theatergoers are not more interested in lighter play content to motivate return than more frequent attenders.

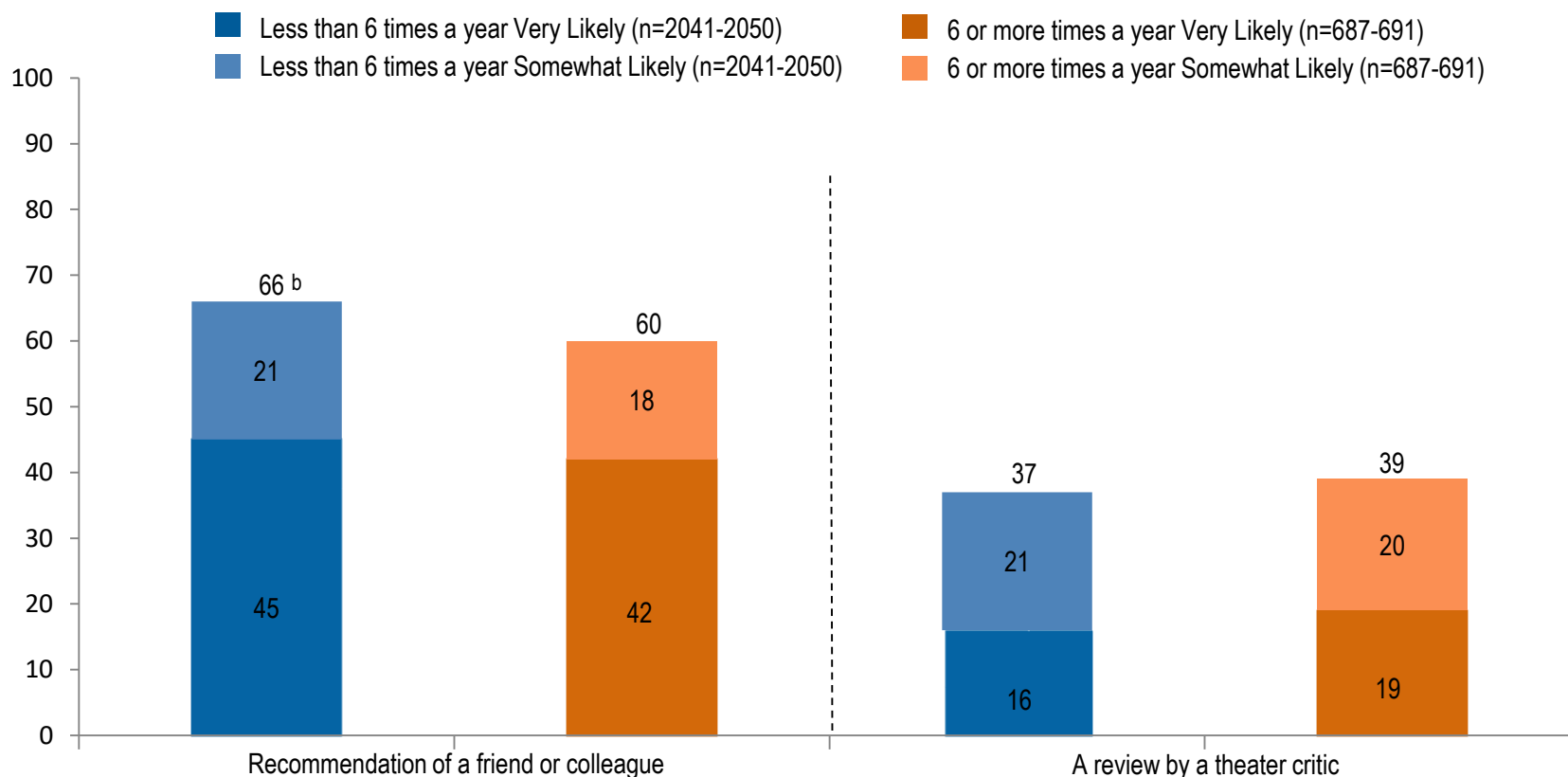
Impact of Potential Actions to Motivate Theater Attendance by Typical Frequency of Attending the Theater (Top 2 Box)



Q5: What impact will the following have on motivating your likelihood to attend theater after theaters are reopened?
 Base: All respondents answering.
 Note: Percentages represent responses of "6" or "7" on a 7-point scale where 7 equals "Large Impact" and 1 equals "Small Impact."
 Letters indicate statistically significant differences.

Similar numbers of frequent and less frequent theatergoers are more likely to turn to friends and critics when they return to the theater. For family and friends, 66% of less frequent attenders and 60% of more frequent attenders are at least somewhat more likely than before to ask them for recommendations. On consulting reviews, 37% of less frequent theatergoers and 39% of more frequent theatergoers are more likely to do so than before.

Likelihood of Using Selected Sources to Decide What Plays to See Compared to Before by Typical Frequency of Attending the Theater (Top 3 Box)



Q.6 Compared to before, how likely would you be to use each of the following in deciding what plays to see?
 Base: All respondents answering.
 Note: Percentages represent a score of "5," "6" or "7" on a 7-point scale where 7 equals "Much More Likely" and 1 equals "Much Less Likely."
 Letters indicate statistically significant differences.

Appendix A: Respondent Profile



	Total
Typical Frequency of Attending Professional Theater in a Year	(n=2762) %
Mean	4.6
2	26
3	24
4 to 5	25
6 to 7	10
8 to 9	5
10 or more	10
Typical Frequency of Attending Theaters in a Year Excluding those that Mostly Present Touring Companies	(n=2762) %
Mean	3.0
1	32
2 to 3	42
4 to 5	14
6 to 7	5
8 to 9	3
10 or more	4
Donor at Any Theater	(n=2752) %
Yes	40
No	60

Theaters Attended in the Past Year*	Total (n=2318-2613) %
Kennedy Center (for theater events only)	77
Arena Stage	54
Any Broadway Theatre	47
National Theatre	43
Warner Theatre (for theater events only)	40
Ford's Theatre	31
Shakespeare Theatre	31
Olney Theatre Center	26
Signature Theatre	23
Round House Theatre	21
Studio Theatre	20
Folger Theatre	16
Woolly Mammoth Theatre Company	14
Mosaic Theater Company	12
Theater J	10

*Percentages represent a response of "Yes."

Respondent Profile

	Total
Age	(n=2743)
	%
Mean	50.6
Under 25	2
25 to 34	16
35 to 44	20
45 to 54	19
55 to 64	22
65 to 74	17
75 or older	4
Gender	(n=2736)
	%
Male	31
Female	69
Education	(n=2747)
	%
Some college	1
Associate degree	2
College graduate	37
Some graduate work	9
Graduate or professional degree	51
Income	(n=2501)
	%
Mean (thousands)	136.4
\$25,000 - \$49,999	4
\$50,000 - \$74,999	14
\$75,000 - \$99,999	20
\$100,000 - \$149,999	26
\$150,000 - \$199,999	18
\$200,000 or more	18