



*Pictured: Pax Ressler, Eli Lynn, Donovan Lockett, Lexi Thammavong and Dallas Jimmar in Mae West's "The Drag", Christ Church January 2025, Photo Cred: John Bradley*

# A LOOK AT THEATER-GOING HABITS IN GREATER PHILADELPHIA

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**TECHNICAL REPORT**

**PUBLISHED AUGUST 2025**

greater  
philadelphia **cultural**  
**ALLIANCE**

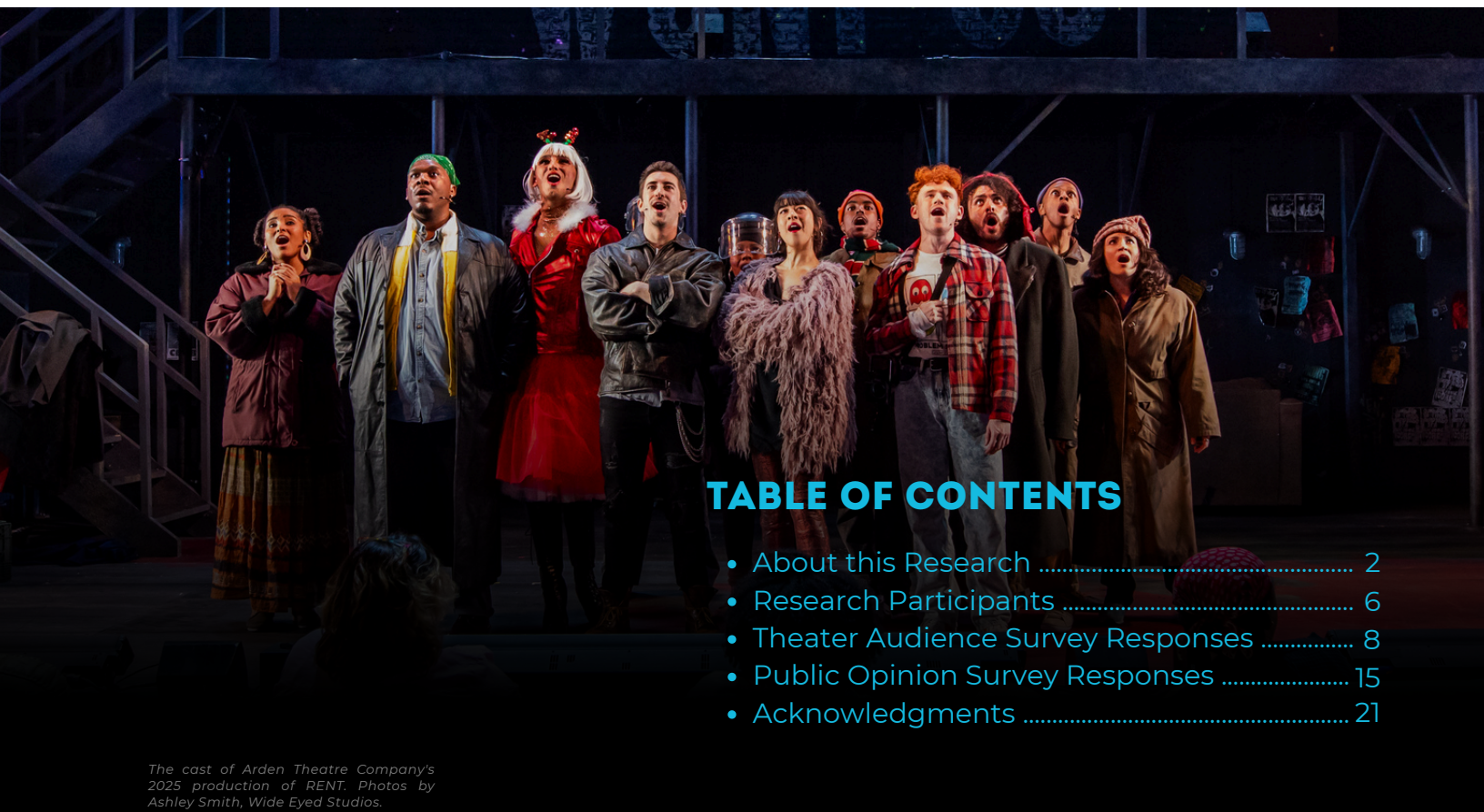
# INTRODUCTION

The Greater Philadelphia Cultural Alliance is pleased to share the results of “A Look at Theater-Going Habits in Greater Philadelphia,” a report generated at the behest of the Greater Philadelphia region’s theater community and as part of our commitment to research that illuminates the state of the region’s cultural sector. Our 2023 PA CultureCheck report, conducted in partnership with PA Humanities, revealed that while 32 percent of participating organizations reported their attendance had returned to 2019 pre-pandemic levels, these effects were unevenly distributed among organizational types. Performing arts organizations were more significantly affected, with only 15% reporting that they had fully regained attendance, compared to 41% for museums, historical organizations, and libraries. In addition, we’ve consistently heard from our members, particularly performing arts organizations and theaters, that attracting and retaining audiences remains a persistent challenge in the recovery process. Together, these factors prompted the Cultural Alliance to delve deeper into what motivates local audience members to engage in arts and culture experiences.

This technical report provides a detailed breakdown of survey questions reported on in our audience survey and public opinion survey. It still excludes incomplete responses (audience survey) and those out of region (public opinion survey), but includes data on those who selected “Prefer not to State ” on specific questions. It does not include every question asked in the surveys, but includes some additional questions not reported on in the summary report.

PA CultureCheck is not included in this breakdown. For detailed charts for the SEPA region, visit <https://pahumanities.org/culturecheck/>.

You can find recommendations and findings in our summary report at [philaculture.org/research](http://philaculture.org/research).



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*The cast of Arden Theatre Company's 2025 production of RENT. Photos by Ashley Smith, Wide Eyed Studios.*

# ABOUT THIS RESEARCH

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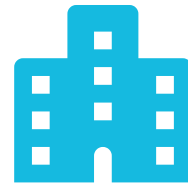
The primary goals of the “A Look at Theater-Going Habits in Greater Philadelphia” research were to identify:



Who is attending shows, how many, why, and their motivations for attending via the theater audience survey.



The general public's current performing arts-going habits via a public opinion survey.



How performing arts and theaters continue to recover compared to other organizations in the sector.

## ABOUT THE GREATER PHILADELPHIA CULTURAL ALLIANCE

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The Greater Philadelphia Cultural Alliance is dedicated to leading, strengthening, and amplifying the voices of Greater Philadelphia's cultural community. Founded in 1972, we are the leading and trusted voice of the arts and culture sector in Greater Philadelphia, and harness the power of our creative coalition to deliver research, advocacy, and access to resources that drive meaningful impact for the sector and the region as a whole. The Cultural Alliance is dedicated to being a thought leader, trusted resource, and powerful advocate for the Greater Philadelphia creative sector. We are committed to driving positive change and supporting the collective vision of our community. The Cultural Alliance serves the entire cultural sector, encompassing performing arts, visual arts, history, science, horticulture, arts education, community art centers, and other cultural organizations. We operate in five counties surrounding Philadelphia with a membership of over 400 nonprofit and for-profit members.

## ABOUT THE GREATER PHILADELPHIA CULTURAL ALLIANCE'S RESEARCH

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The Cultural Alliance is dedicated to continuing to release research and reports that serve not only our 400+ members throughout the region but also civic and elected officials, funders, and beyond. Our nationally respected signature reports include Portfolio; Arts, Culture & Economic Prosperity; and PA CultureCheck. Our research remains one of the primary services we offer to our members, the sector, and the region. The Cultural Alliance also partners with PA Humanities and other allied organizations to produce regular reports on the industry, including its health and impact on our communities.



## SCOPE AND METHODS

*Teens at Arden Theatre Company's Summer Camp in 2024. Photos by Ashley Smith, Wide Eyed Studios.*

## PARTICIPATING THEATERS AND ADVISORY COMMITTEE

In developing the methodology for “A Look at Theater-Going Habits in Greater Philadelphia,” the Cultural Alliance sought to ensure input from a sample of theaters that reflect the region’s larger theater community. Ten theaters across the Southeastern Pennsylvania region participated as audience surveying sites (see below). Each participating theater had one or more advisory members who contributed to the project, advising on the primary goals of the research project, serving as a site for audience surveys, and providing input on survey questions in both the audience member survey and the public opinion survey. Additionally, they shared reflections on the research findings and offered guidance on the recommendations.

### Theater Participants:

**Arden Theatre Company**  
**Bristol Riverside Theatre**  
**EgoPo Classic Theater**  
**InterAct Theatre Company**  
**Lantern Theater Company**

**People's Light**  
**Philadelphia Theatre Company**  
**The Players Club of Swarthmore**  
**Quintessence Theatre**  
**Wilma Theater**



## 117 ORGANIZATIONS FROM SOUTHEASTERN PA COMPLETED A SURVEY IN 2024

August 2024 - October 2024

### PA CULTURECHECK ANALYSIS

The Cultural Alliance collaborates with PA Humanities and the Greater Pittsburgh Arts Council on its PA CultureCheck survey each year.

PA CultureCheck is a research and advocacy initiative that documents and amplifies the experiences, strengths, and concerns of Pennsylvania's cultural sector. With nearly **1,000 survey responses over the past three years**, the 2025 release continues to track the statewide post-pandemic recovery and community impact, while also addressing federal disruptions that threaten the health of our sector. The data in this year's report was gathered and compiled before the new federal administration began cutting vital funding for the arts and humanities across Pennsylvania. In response, our research was expanded to accommodate supplemental questions focused on these emerging disruptions, thereby creating a more comprehensive and urgent picture of the challenges ahead.

The Cultural Alliance has **incorporated the data from the 2025 PA CultureCheck into this report to analyze how the performing arts continue to be negatively affected by post-pandemic arts-going habits in the Greater Philadelphia area.** It was requested that each advisory committee member ensure their organization's data was included in PA CultureCheck.

## 385 VALID SURVEY RESPONSES FROM THEATER GUESTS

December 2024 - May 2025

### THEATER AUDIENCE SURVEY

From **December 2024 to May 2025**, the Cultural Alliance deployed trained surveyors to collect responses to a **23-question survey before performances at 10 participating theaters** across the five-county region in Southeastern Pennsylvania. The surveyors collected responses via iPads and QR Codes handed out to audience members and placed on audience member seats. We collected a **total of 409 responses** from audience members, with **385 responses deemed valid for analysis** (having completed up to at least question #6). Those who did not answer questions beyond question #6 were excluded from the analysis. Additionally, throughout this report, both the audience survey and public opinion poll excluded "prefer not to state" responses (primarily on demographic questions) and those who didn't answer a specific question from the analysis.

## 491 VALID SURVEY RESPONSES FROM ONLINE POLL

April 2025 - May 2025

### PUBLIC OPINION POLL

In addition, the Cultural Alliance collected responses to a **17-question survey about the general public's current arts consumption habits in April and May 2025.** The goal of the survey was to survey the general public in the region. Only the **491 responses from the Philadelphia Metro Area (Pennsylvania, New Jersey, and Delaware) were included in the analysis.** They had a high concentration of responses (318 responses) from the five-county Southeastern Pennsylvania region.

MORENO, National Anthem, Gabriel Elmore, Charvez Grant, Frank Jimenez, Abdul Sesay, Season 37. Photo Cred: Christopher Colucci



## COMPENSATION

The Cultural Alliance believes in compensating participants, whenever possible, for their labor and involvement. This practice is based on our organizational values as well as current research “best practice” standards. The following participants in this research study received compensation:

- Advisory committee members were paid \$500 (limit one per organization – several participating theaters voluntarily had more than one participant)
- Fifty participants from the audience survey were randomly selected to receive gift cards.
- Public Opinion survey participants were recruited through the SurveyMonkey Audience tool and donated their time. SurveyMonkey donates 50 cents per survey to a charity of their choice.
- Surveyors at theaters were paid \$60 per performance for working approximately an hour to survey before theater performances and had transportation paid for with pre-paid SEPTA Key Cards.

*Pictured: Alec Lacher, Christopher Marlow Roche, Adam Howard and George McGriff in Charles Ludlam's "Turds in Hell", at Theatre Exile April 2025. Photo Cred: Devon Roberts*

## LIMITATIONS AND ARTIFICIAL INTELLIGENCE (AI) USAGE

Both surveys and all meetings around this research were conducted in English only.

### LIMITATIONS OF THE AUDIENCE INTERCEPT SURVEY

The Cultural Alliance research team has employed an audience intercept method to collect surveys from audiences on multiple occasions in the past, and all surveyors on this project were trained in best practices for surveying. However, the Cultural Alliance acknowledges that we are all human, and that there may be some bias in who surveyors choose to approach for a survey. The sample size for the audience survey was calculated using theater audience numbers from *Arts, Culture, and Economic Prosperity: Greater Philadelphia (Prosperity)*, which was conducted in 2022; however, we acknowledge that Prosperity does not encompass all attendees and was based on self-reported attendance numbers from organizations.

### LIMITATIONS OF THE PUBLIC OPINION SURVEY

The Public Opinion poll, conducted using the online SurveyMonkey Audience tool, had to be undertaken across the Philadelphia/Camden/Wilmington, PA/NJ/DE/MD Metro Area, not just the five-county Southeastern Pennsylvania region that the Cultural Alliance usually focuses on in its research. SurveyMonkey was responsible for collecting responses; a complete description of their process can be found here: <https://www.surveymonkey.com/mp/survey-methodology/>.

### AI USAGE

Gemini, a generative artificial intelligence chatbot by Google, was occasionally used to draft pandas code, an open-source data analysis and manipulation tool built on top of the Python programming language, to generate preliminary analysis and charts. Final analysis and charts were a) re-analyzed in Excel and b) confirmed to be correct usage by the analysis team. All personal/identifying data (i.e., email addresses) were stripped from any data uploaded to Gemini.

# RESEARCH PARTICIPANTS

## AUDIENCE AND PUBLIC OPINION PARTICIPANT DEMOGRAPHICS

Below are the demographics of the participants in this research study, both the audience survey and the public opinion poll. Compared to the general public, theatergoers who participated in our audience survey tended to be whiter, older, have higher household income, and possess higher education levels.

### WHICH OF THE FOLLOWING BEST DESCRIBES YOU? (RACE/ETHNICITY)

Race/Ethnicity	Public Opinion Count	Public Opinion %	Audience Survey Count*	Audience Survey %*
American Indian or Alaska Native or Indigenous or First Nations	8	2%	2	1%
Arab or Middle Eastern or Northern African	2	0%	4	1%
Asian or Asian American	17	3%	21	6%
Black or African American	108	22%	42	11%
Hispanic or Latino/Latina/Latinx or Spanish origin	24	5%	16	4%
Multiracial or Self-Identify**	6	1%	4	1%
Native Hawaiian or Pacific Islander	1	0%	0	0%
White or Caucasian or European American	314	64%	285	77%
Prefer Not to State	11	2%	13	4%
<b>Total</b>	<b>491</b>	<b>-%</b>	<b>371</b>	<b>-%</b>

\*The race and ethnicity question was asked in slightly different manners in each survey due to limitations in the SurveyMonkey Audience tool. In the Public Opinion poll, only one answer was allowed, and the Theater Audience Survey allowed for multiple selections. Therefore, percentages add up to more than 100% for the audience survey because respondents could select more than one race or ethnicity.

\*\*Includes those who answered "human" or "human race" in the Public Opinion Poll (2 respondents).

## WHAT IS YOUR AGE? (PUBLIC OPINION)/WHICH OF THE FOLLOWING RANGES INCLUDES YOUR AGE?(AUDIENCE SURVEY)

Age	Public Opinion Count	Public Opinion %	Audience Survey Count	Audience Survey %
Younger than 18	3	1%	4	1%
18-25	55	11%	27	7%
26-41	144	29%	83	22%
42-57	112	23%	86	23%
58-76	132	27%	135	36%
77 or Older	41	8%	33	9%
Prefer Not to State	4	1%	5	1%
<b>Total</b>	<b>491</b>	<b>100%</b>	<b>373</b>	<b>100%</b>

## WHAT IS THE HIGHEST LEVEL OF EDUCATION THAT YOU HAVE COMPLETED?

Education Level	Public Opinion Count	Public Opinion %	Audience Survey Count	Audience Survey %
Less than high school	11	2%	6	2%
High school graduate	145	30%	26	7%
Technical or associate degree	88	18%	17	5%
Bachelor's degree	137	28%	115	31%
Master's degree	80	16%	135	36%
Doctoral degree	21	4%	65	18%
Prefer Not To State	9	2%	7	2%
<b>Total</b>	<b>491</b>	<b>100%</b>	<b>371</b>	<b>100%</b>

## WHICH OF THE FOLLOWING RANGES INCLUDES YOUR ANNUAL HOUSEHOLD INCOME?

Income Level	Public Opinion Count	Public Opinion %	Audience Survey Count	Audience Survey %
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Less than \$30,000	78	16%	14	4%
\$30,000 to \$59,999	85	17%	45	12%
\$60,000 to \$99,999	110	22%	62	17%
\$100,000 to \$149,999	70	14%	74	20%
\$150,000 to \$199,999	50	10%	35	10%
\$200,000 or More	37	8%	62	17%
Prefer Not to State	61	12%	75	20%
Total	491	100%	367	100%

# THEATER AUDIENCE SURVEY RESPONSES

## WHICH THEATER COMPANY ARE YOU SEEING TODAY?

Which theater company are you seeing today?	Count	%
Arden Theater Company	28	7%
Bristol Riverside Theatre	44	11%
EgoPo Classic Theater	39	10%
InterAct Theatre Company	33	9%
Lantern Theater Company	37	10%
People's Light Theater Company	27	7%
Philadelphia Theatre Company	37	10%
Players Club of Swarthmore	38	10%
Quintessence Theatre Group	35	9%
The Wilma Theater	67	17%

<b>Total</b>	385	100%
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## IS TODAY YOUR FIRST TIME ATTENDING A SHOW BY {THEATER NAME }?

Is today your first time attending a show by {theater name }?	Count	%
<b>No</b>	273	71%
<b>Unsure</b>	4	1%
<b>Yes</b>	108	28%
<b>Total</b>	385	100%

## ARE YOU A SUBSCRIBER TO ANY THEATER COMPANIES IN THE GREATER PHILADELPHIA REGION?

Are you a subscriber to any theater companies in the Greater Philadelphia region?	Count	%
<b>Yes</b>	136	35%
<b>No</b>	242	63%
<b>Unsure</b>	7	2%
<b>Total</b>	385	100%

## HOW OFTEN HAVE YOU ATTENDED THEATER PERFORMANCES (AT ANY THEATER) IN THE PAST TWELVE MONTHS?

How often have you attended theater performances (at any theater) in the past twelve months?	Count	%
<b>Less than once a year</b>	33	9%
<b>2-3 times a year</b>	93	24%
<b>4-6 times a year</b>	139	36%
<b>Once a month or more</b>	70	18%
<b>Several times a month</b>	42	11%
<b>Never</b>	6	2%
<b>Unsure</b>	1	0%
<b>Total</b>	384	100%

## WHICH THEATER COMPANIES DO YOU SUBSCRIBE TO?

This question was only asked of participants who said “Yes” to “Are you a subscriber to any theater companies in the Greater Philadelphia region?”

*Theaters that had zero subscribers were excluded from this list.*

Which theater companies do you subscribe to?	Count	%
1812 Productions	8	6%
Act II Playhouse	4	3%
Arden Theatre Company	48	35%
EgoPo Classic Theater	7	5%
Inis Nua Theatre Company	3	2%
InterAct Theatre Company	15	11%
Lantern Theater Company	31	23%
People’s Light	10	7%
Philadelphia Theatre Company	5	4%
Pig Iron Theatre Company	2	1%
Players Club of Swarthmore	9	7%
Quintessence Theatre Group	25	18%
Theatre Exile	4	3%
Theatre Horizon	4	3%
Wilma Theater	29	21%
Bristol Riverside Theatre	11	8%
Ensemble Arts/ Kimmel Center	10	7%
Walnut Street Theatre	21	15%
Mauckingbird Theatre Company, PlayPenn, Theatre in the X, Haddonfield Plays & Players, Horizon Theater, Montgomery Theater Souderton, Opera Philadelphia, Penn Live Arts, People’s Theatre, Play masters, South Camden Theater Company, The Savoy Co, Villanova	1	1% (cumulative 13%)
<b>Total</b>	136	-%

## WHAT MOTIVATES YOU TO SUBSCRIBE TO THEATERS?

This question was only asked of participants who said “Yes” to “Are you a subscriber to any theater companies in the Greater Philadelphia region?”

Subscriber Motivation	Count	%
Subscription cost	45	34%

Show reviews	29	22%
Cast	18	13%
Location	53	40%
Recommendations from friends/ family	25	19%
Advertising	6	4%
Supporting theaters struggling to recover	30	22%
Supporting the arts and artists	97	72%
Other	22	9%
Total	134	-%

## WHAT FACTORS INFLUENCE YOUR DECISION TO ATTEND A THEATER PERFORMANCE TODAY?

Factors Influencing Attendance Today	Count	%
Ticket price	107	28%
Show reviews	78	20%
Cast	79	21%
Location	116	30%
Recommendations from friends and family	128	33%
Advertising	37	10%
Supporting theaters struggling to recover	65	17%
Supporting the arts and artists	213	56%
Other	104	27%
Total	383	-%

## HOW DID YOU HEAR ABOUT TODAY'S PERFORMANCE?

Method	Count	%
Social media	68	18%
Email newsletter from this theater	90	23%
Another email newsletter	14	4%
Flyer/poster	24	6%
TKTS promotion	7	2%
A friend or family member	143	37%
Direct mail	45	12%
Other	109	28%
Total	384	-%

## HOW HAVE YOUR THEATER-GOING HABITS CHANGED SINCE THE PANDEMIC?

In the summary report, these responses were combined with the response from the same question from the public opinion survey.

How have your habits changed?	Count	%
Unsure	2	1%
I attend theater less often	69	18%
I attend theater about as often	185	48%
I attend theater more often	103	27%
I attend different shows than in the past	22	6%
I no longer subscribe to theaters like I did pre-pandemic	8	2%
I purchase tickets more last-minute than in the past	37	10%
Other	21	5%
Total	385	-%

## WHAT FACTORS LEAD YOU TO ATTEND THE SAME AMOUNT OR MORE SHOWS THAN IN THE PAST?

This question was only asked to those who answered the above question with “I attend theater about as often” or “I attend theater more often” as one of their answers.

Factors	Count	%
Affordable	96	34%
Rediscovering the joy of live experiences	139	50%
A desire for thought-provoking experiences	155	55%
A desire for escapism and entertainment	130	46%
Increased accessibility	22	8%
New and exciting productions	128	46%
Supporting theaters struggling to recover	76	27%
Supporting the arts and artists	189	68%
Accessible experiences (relaxed shows, listening devices available, etc.)	21	8%
Other	14	5%
Total	280	-%

## WHAT ARE THE BARRIERS TO YOU ATTENDING MORE THEATER PERFORMANCES?

This question was only asked to those who answered the above question with “I attend theater less often” as one of their answers.

Barrier	Count	%
Health concerns	5	7%
Changes in habits and priorities	16	24%
Quality of shows	6	9%
Cost	25	37%
Lack of reviews	5	7%
I can't attend as much as I get older	6	9%
Limited time	19	28%
Lack of interest in current	10	15%

offerings		
Accessibility issues (lack of relaxed show, not wheelchair accessible, no listening devices available)	1	1%
Parking	9	13%
Safety in the region	2	3%
I watch more digital content instead	9	13%
Theaters aren't welcoming	0	0%
Caregiving (childcare, eldercare, etc.)	8	12%
Friends/family no longer attend with me	12	18%
Too much focus on social/political issues	2	3%
Too little focus on social/political issues	1	1%
Lack of originality/too many revivals	4	6%
Themes/stories don't resonate with me	7	10%
Not enough variety in genres/styles	3	4%
Other	7	10%
Total	67	-%

## WHEN PURCHASING TICKETS FOR THIS PRODUCTION, WAS THE COST:

Cost compared to expectation	Count	%
About what I expected	209	60%
I don't know	43	12%
Much higher than expected	4	1%
Much lower than expected	30	9%
Somewhat higher than expected	16	5%
Somewhat lower than expected	45	13%
Total	347	100%

## WAS THE PURCHASE OF THIS TICKET A GOOD VALUE FOR YOUR ENTERTAINMENT DOLLAR?

Value	Count	%
Excellent value	166	48%
Fair value	23	7%
Good value	106	31%
I don't know	51	15%
Poor value	1	0%
Total	347	100%

## HOW DID YOU TRAVEL TO TODAY'S EVENT?

Transportation	Count	%
Public transit	82	22%
Walking	74	20%
Biking	1	0%
Taxi	3	1%
Lyft/Uber	19	5%
Personal vehicle	218	58%
Other (please specify)	9	2%
<b>Total</b>	<b>375</b>	<b>-%</b>

## PHILADELPHIA ZIP CODES ONLY

Transportation	Count	%
Public transit	48	30%
Walking	51	32%
Biking	1	1%
Taxi	2	1%
Lyft/Uber	13	8%
Personal vehicle	62	39%
Other	3	2%
<b>Total</b>	<b>160</b>	<b>-%</b>

## BUCKS, CHESTER, DELAWARE, MONTGOMERY COUNTIES ONLY

Transportation	Count	%
Public transit	18	14%
Walking	5	4%
Biking	0	0%
Taxi	1	1%
Lyft/Uber	2	2%
Personal vehicle	102	80%
Other	2	2%
<b>Total</b>	<b>128</b>	<b>-%</b>

## IF TODAY'S SHOW WAS UNAVAILABLE IN THE GREATER PHILADELPHIA REGION, WOULD YOU HAVE TRAVELED TO A DIFFERENT COMMUNITY TO ATTEND A SIMILAR ACTIVITY?

If today's show was unavailable in the Greater Philadelphia Region, would you have traveled to a different community to attend a similar activity?	Count	%
No, I would have replaced it with a different activity in the Greater Philadelphia Region	123	32%
No, I would have skipped seeing a theater performance altogether	142	37%
Not Answered	12	3%

Yes, I would have traveled to a different community to attend a theater performance	108	28%
Total	385	100%

# PUBLIC OPINION SURVEY RESPONSES

## IN GENERAL, HOW IMPORTANT ARE ARTS AND CULTURE TO YOU, PERSONALLY?

Importance	Count	%
Don't know	7	1%
Not at all important	20	4%
Not very important	57	12%
Somewhat important	178	36%
Very important	229	47%
Total	491	100%

## IN THE PAST YEAR, HAVE YOU VISITED, ATTENDED, OR WATCHED ANY OF THE FOLLOWING ARTS & CULTURE ACTIVITIES IN PERSON OR VIRTUALLY?

Arts Activity Presented	Count	%
None of the above	72	15%
Concert or musical performance (pop, gospel, classical, hip hop, etc.)	260	53%
Museum (such as art, history, children's, or science)	216	44%
Theater (play, musical, reading)	165	34%
Visual arts, crafts, or art gallery	141	29%
Fairs or festivals (art, music, film, etc.)	166	34%
Zoo, aquarium, or botanical garden	183	37%
Media arts (artwork using technology, film and video, animation, robotics, etc.)	66	13%
Historic site	176	36%
Poetry or literary event	44	9%
Dance performance	76	15%
Opera	17	3%
Other	6	1%
Total	491	-%

## HAVE YOU OR YOUR CHILDREN ATTENDED EDUCATIONAL PROGRAMMING AT THE FOLLOWING ARTS AND CULTURE ORGANIZATIONS IN THE PAST YEAR?

Arts and Culture Organization	Count	%
None of the above	174	35%
Music organization	100	20%
Museum (such as art, history, children's, or science)	163	33%
Theater (play, musical, reading)	108	22%
Visual arts organization	53	11%
Zoo, aquarium, or botanical garden	154	31%
Media arts organization	30	6%
Historic site	115	23%
Literary organization	33	7%
Dance organization	40	8%
Opera	11	2%
Other (please specify)	7	1%
<b>Total</b>	<b>491</b>	<b>-%</b>

## IN THE PAST YEAR, HAVE YOU ENJOYED ARTS AND CULTURE IN ANY OF THE LOCATIONS BELOW?

Venue	Count	%
None of the above	74	15%
Parks	256	52%
Public spaces or plazas	200	41%
Streets or sidewalks	182	37%
Vacant or abandoned properties	44	9%
Public transportation (bus, train, etc.)	61	12%
Workplace	59	12%
Restaurants	144	29%
Schools	114	23%
Residential concerts/exhibits	55	11%
Hospitals	39	8%
Places of worship	74	15%
Shopping malls	73	15%
Community centers	64	13%
Airports	45	9%
Online	91	19%
Other (please specify)	18	4%
<b>Total</b>	<b>491</b>	<b>-%</b>

## HOW HAVE YOUR THEATER-GOING HABITS CHANGED SINCE THE PANDEMIC? CHECK ALL THAT APPLY.

This question was only displayed for those who responded to “Theater (play, musical, reading)” to “In the past year, have you visited, attended, or watched any of the following arts & culture activities in person or virtually?” or “Have you or your children attended educational programming at the following arts and culture organizations in the past year?”

How have your theater-going habits changed since the pandemic? Check all that apply.	Count	%
None of the above	5	3%
I attend theater less often	79	40%
I attend theater about as often	78	40%
I attend theater more often	39	20%
I attend different shows than in the past	32	16%
I no longer subscribe to theaters like I did pre-pandemic	12	6%
I purchase tickets more at the last minute than in the past	21	11%
Other (please specify)	2	1%
<b>Total</b>	196	-%

## HOW OFTEN HAVE YOU ATTENDED THEATER PERFORMANCES (AT ANY THEATER) IN THE PAST TWELVE MONTHS?

This question was only displayed for those who responded to “Theater (play, musical, reading)” to “In the past year, have you visited, attended, or watched any of the following arts & culture activities in person or virtually?” or “Have you or your children attended educational programming at the following arts and culture organizations in the past year?”

How often have you attended theater performances (at any theater) in the past twelve months?	Count	%
2-3 times a year	83	42%
4-6 times a year	42	21%
Once a month or more	15	8%
Once a year	46	23%
Several times a month	2	1%
Unsure	8	4%
<b>Total</b>	196	100%

## HOW DO YOU LEARN ABOUT THE ARTS AND CULTURE EVENTS AND HAPPENINGS YOU ATTEND?

This question was only displayed for those who did not respond “None of the Above” to “In the past year, have you visited, attended, or watched any of the following arts & culture activities in person or virtually?”

or “Have you or your children attended educational programming at the following arts and culture organizations in the past year?”

Method	Count	%
Social media	305	72%
Email newsletter from an arts and culture organization	174	41%
Another email newsletter	66	16%
Flyer/poster	129	30%
TKTS promotion	21	5%
A friend or family member	214	50%
Direct mail	62	15%
Other (please specify)	22	5%
<b>Total</b>	<b>424</b>	<b>-%</b>

### GEN Z AND MILLENNIAL RESPONSES ONLY

Method	Count	%
Social media	151	85%
Email newsletter from an arts and culture organization	60	34%
Another email newsletter	24	14%
Flyer/poster	48	27%
TKTS promotion	12	7%
A friend or family member	86	49%
Direct mail	15	8%
Other (please specify)	1	1%
<b>Total</b>	<b>177</b>	<b>-%</b>

### WHAT, IF ANYTHING, PREVENTS YOU FROM PARTICIPATING IN ARTS AND CULTURE AS OFTEN AS YOU’D LIKE? (SELECT ALL THAT APPLY)

Barrier	Count	%
Cost	269	55%
Lack of transportation	96	20%
Parking costs	104	21%
Getting There (Either Lack of Transportation or Parking Costs)	181	37%
Lack of time	203	41%
Not feeling welcome	31	6%
Lack of awareness about events	147	30%
Not interested in the content	110	22%
Concerns about safety	64	13%
Concerns about health	57	12%
Other (please specify):	27	5%
<b>Total</b>	<b>491</b>	<b>-%</b>

## PHILADELPHIA COUNTY ONLY

Barrier	Count	%
Cost	68	53%
Lack of transportation	39	30%
Parking costs	27	21%
Getting There	58	45%
Lack of time	53	41%
Not feeling welcome	10	8%
Lack of awareness about events	34	26%
Not interested in the content	22	17%
Concerns about safety	17	13%
Concerns about health	13	10%
Other	5	4%
Total	129	-%

## MILLENNIAL AND GENX ONLY

Barrier	Count	%
Cost	157	61%
Lack of transportation	50	20%
Lack of time	126	49%
Not feeling welcome	19	7%
Lack of awareness about events	74	29%
Not interested in the content	50	20%
Concerns about safety	37	14%
Concerns about health	26	10%
Parking costs	52	20%
Other	5	2%
Total	157	-%

## GENZ ONLY

Barrier	Count	%
Cost	27	49%
Lack of transportation	22	40%
Lack of time	23	42%
Not feeling welcome	9	16%
Lack of awareness about events	20	36%
Not interested in the content	12	22%
Concerns about safety	8	15%
Concerns about health	7	13%
Parking costs	13	24%
Other	1	2%
Total	55	-%

## HOW IMPORTANT ARE ARTS AND CULTURE TO YOUR COMMUNITY'S QUALITY OF LIFE?

Importance	Count	%
Extremely important	110	22%
Moderately important	143	29%
Not at all important	35	7%
Slightly important	47	10%
Very important	156	32%
<b>Total</b>	<b>491</b>	<b>100%</b>

## HOW IMPORTANT ARE ARTS AND CULTURE TO YOUR COMMUNITY'S BUSINESSES, ECONOMY, AND LOCAL JOBS?

Importance	Count	%
Extremely important	100	20%
Moderately important	158	32%
Not at all important	34	7%
Slightly important	56	11%
Very important	143	29%
<b>Total</b>	<b>491</b>	<b>100%</b>

# ACKNOWLEDGEMENTS

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## REPORT CONTRIBUTORS

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## THEATER ADVISORY COMMITTEE

Amy Murphy - Arden Theatre Company  
Rayna Adams - Bristol Riverside Theatre  
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Carolina Vargas - Philadelphia Theatre Company  
Donna Dougherty, Anthony SanFilippo - The Players Club of Swarthmore  
Erica Ezold - Quintessence Theatre  
Leigh Goldenberg, Jessica Betts - Wilma Theater

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*(From L-R) Sean Weaver, Matt Stickele, Eric Crist and Chas Thomas try to remove Kevin McPeak (as Howard Beal) from the set of the nightly news during the regional premiere of Network by Lee Hall and Paddy Chayefsky (February, 2025 - credit Rose Azrael)*



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philadelphia cultural  
 ALLIANCE