



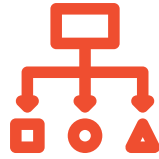
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IMPACT OF CHILDHOOD ATTENDANCE AT THE THEATRE

Report Addendum
November 10, 2018





Objectives & Methodology Overview

ERm Research, in partnership with the New Victory set out to understand the impact of attending theater at a young age

METHODOLOGY

A two-phase study was conducted in late Summer 2018, starting with focus groups and ending with an online quantitative study.

MORE ABOUT THE ONLINE QUANT

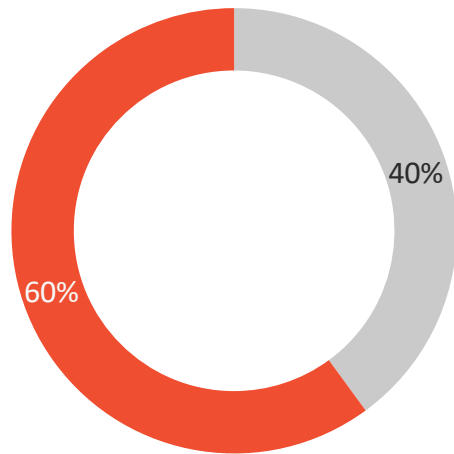
Sourcing respondents from New Victory ticket buyers (both members and single ticket buyers) as well as panel, the sample of 545 respondents was weighted by various demographic characteristics to be representative of the New York City DMA.

A NOTE ON STATISTICAL SIGNIFICANCE

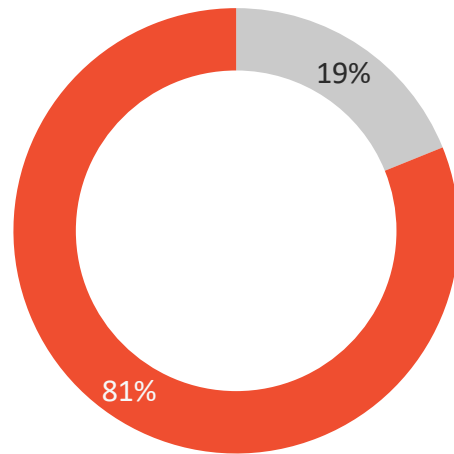
The maximum margin of error, assuming an even distribution of data at a 95% confidence interval is +/- 4.2 percentage points.

Activities Done in Past Year

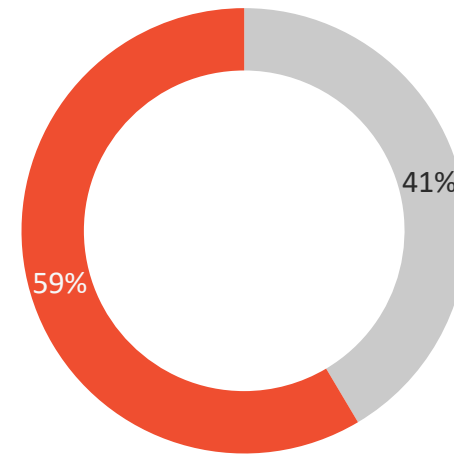
Across multiple forms of entertainment, childhood exposure often leads to continued attendance as an adult. This effect is most pronounced for museumgoers, where four in five people who attended a museum in the twelve months prior to surveying used to go to museums as a child. Live theater mirrors this trend, where two in three theatergoers report that they attended during their childhood as well. At slightly lower levels, most concertgoers and sporting event attendees had also been taken to these types of events as children.



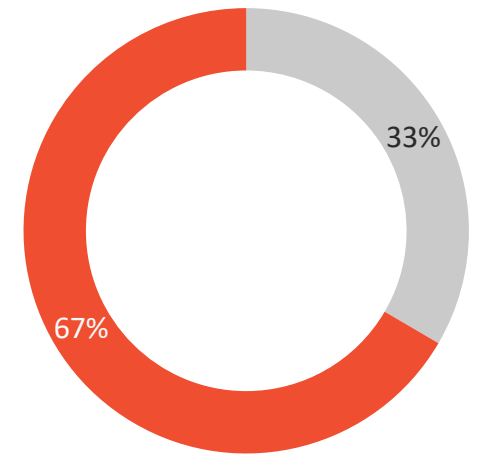
Attended Concerts



Visited Museums



Went to Sporting Events



Attended Live Theater



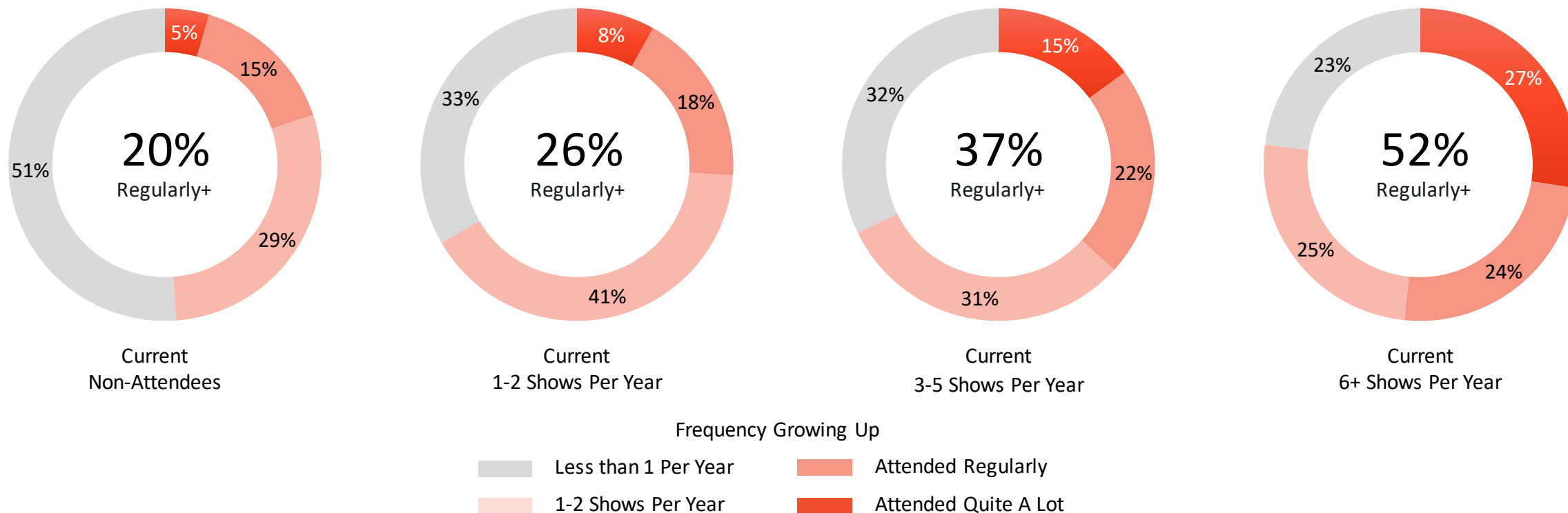
Did as a child



Did not do as a child

Growing Up with Theater

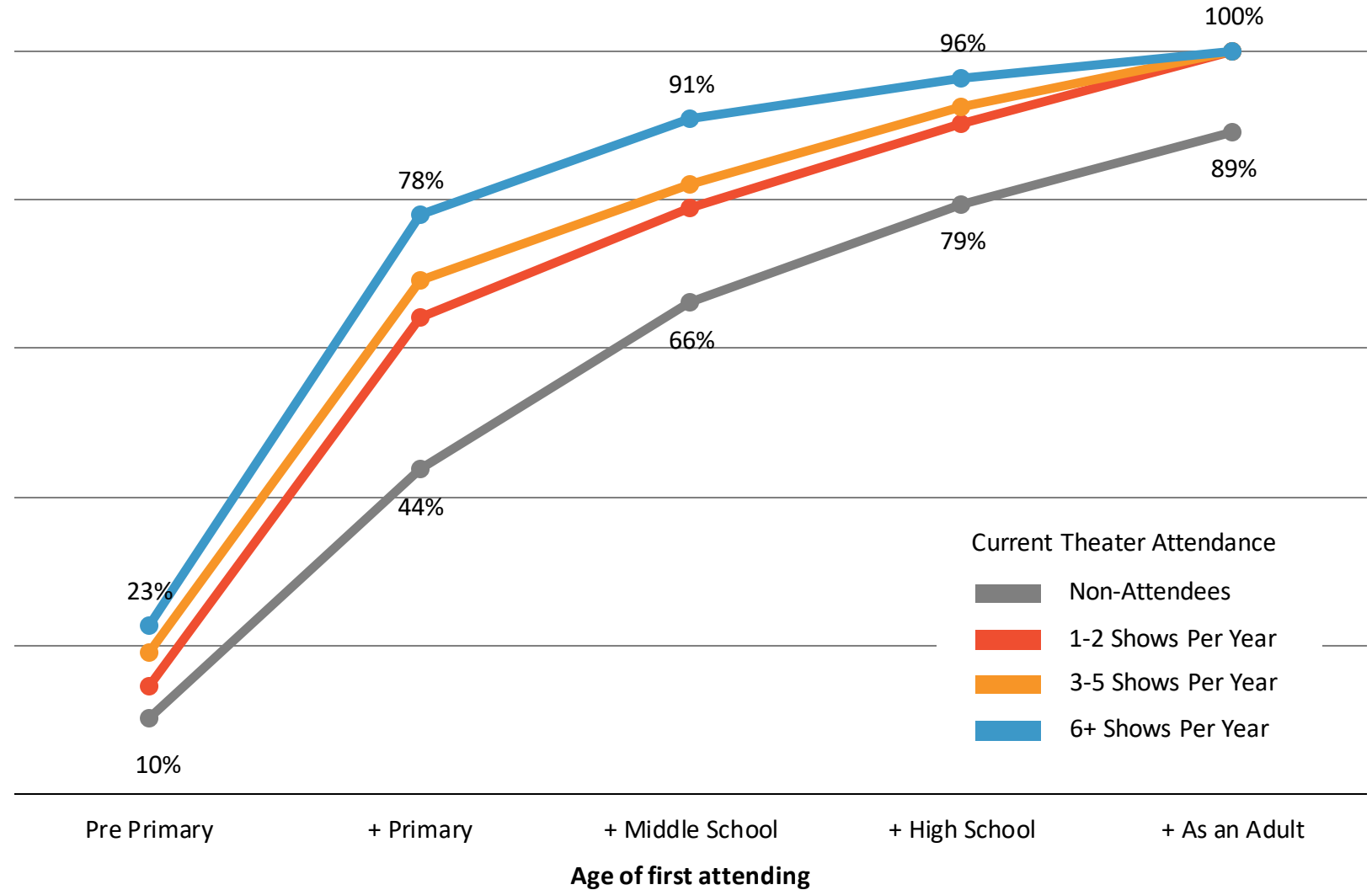
Looking specifically at theatergoers, the most frequent show attendees now were also frequent show attendees as children. More than half of those who see six or more shows in a typical year attended regularly or “quite a lot” as children, while just 23% went less than once a year growing up. The rate of current attendance follows a relatively linear pattern with childhood attendance. Thirty-seven percent of those who currently see 3–5 shows a year, and a quarter of those who see 1–2 shows a year attended regularly as children. Among non-showgoers, just 20% attended regularly as children.



The earlier a child is exposed to live theater, the more likely they are to frequently attend shows as an adult. Over three in four avid showgoers (6+ times annually) have already been to a show by the time they reach middle school. A similarly high proportion of less avid, but still regular show-goers (1–2 or 3–5 shows per year) have attended a show before they start high school.

On the other hand, today's non-attendees got a much later start going to theater, with only two-thirds having attended a live performance before they were in high school.

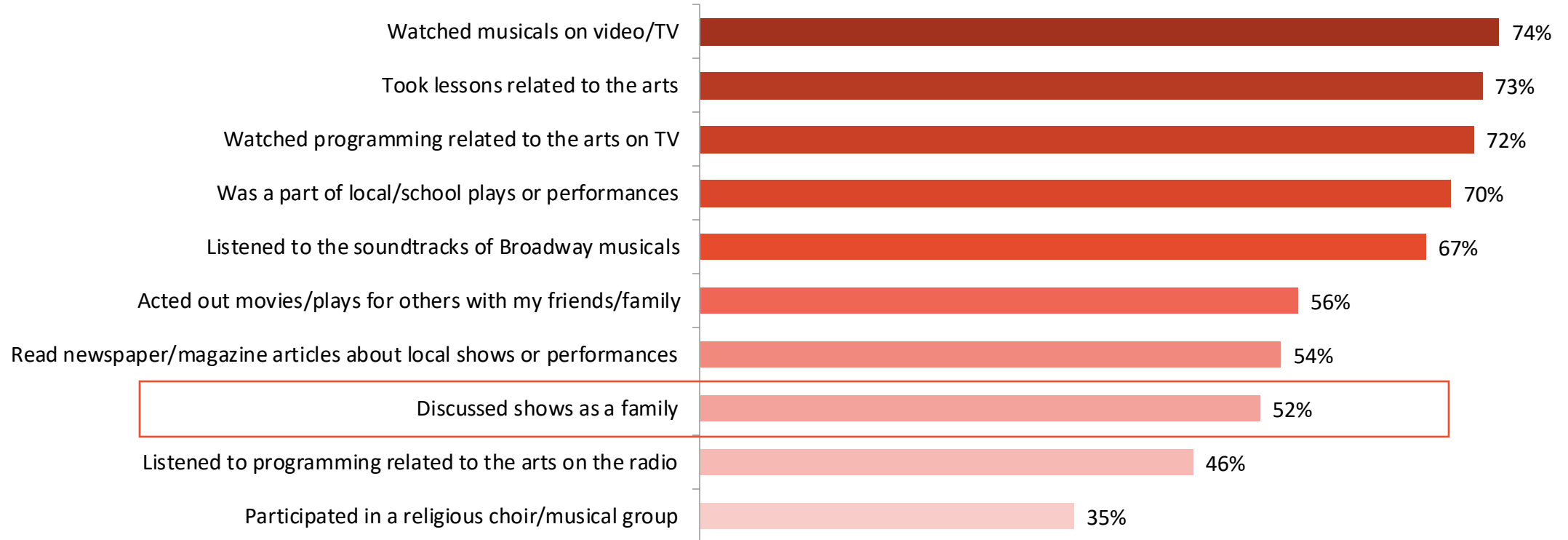
Go Early = Go Often



To the best of your memory, how old were you when you saw your first live professional show/performance?

Early at Home Interaction with the Arts

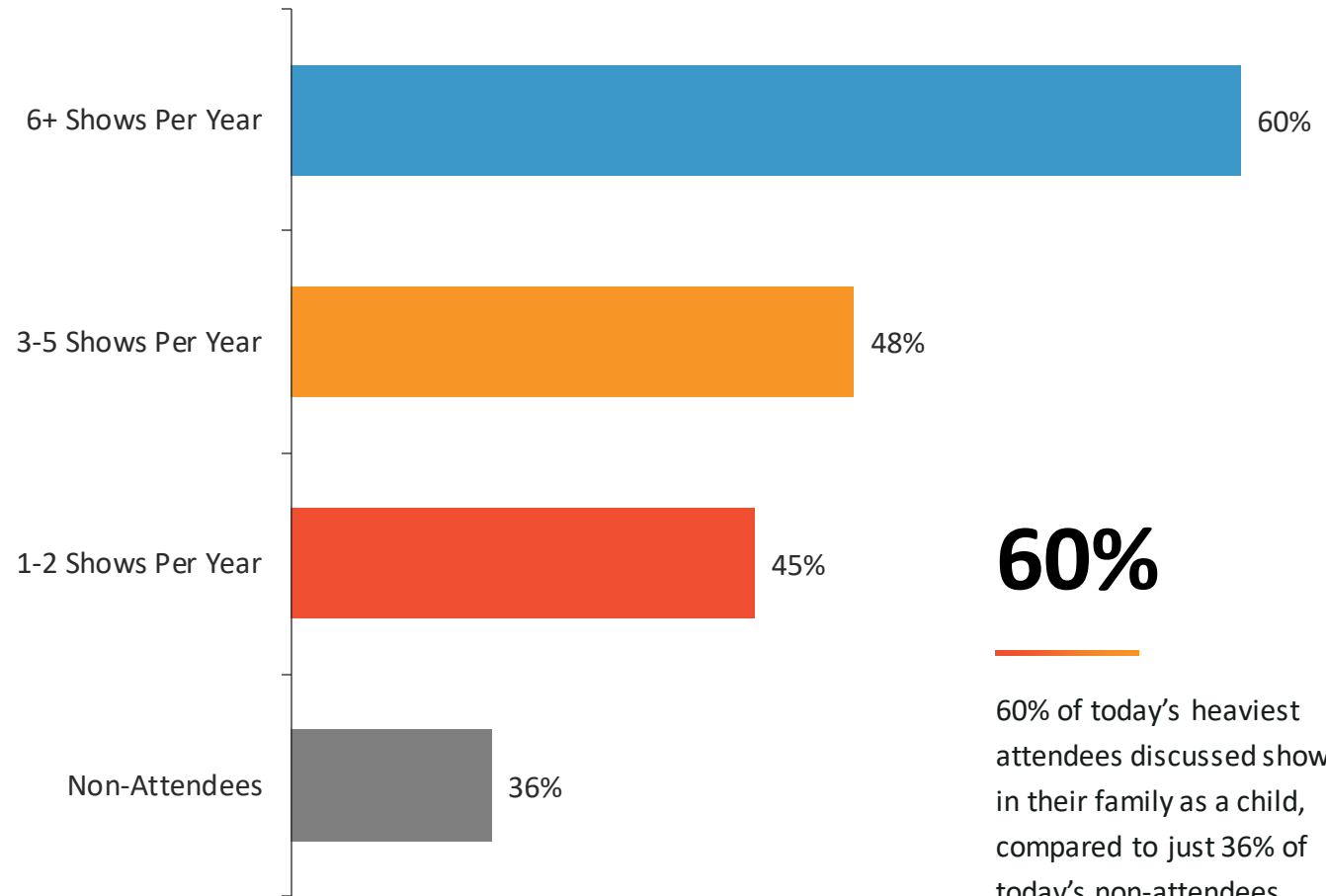
Many current theatergoers engaged with the arts as children, highlighting how impactful an emphasis on the arts is to their entertainment habits later in life. Nearly three in four took arts-related lessons as children and a similar percentage participated in school plays or performances. Their exposure to the arts was reinforced on TV—where seven in ten watched programming related to the arts—and in music, as two-thirds listened to the soundtrack of their favorite Broadway musical. Also of note, half discussed shows with their family, discussed in depth on the next page.



Avid showgoers of today were considerably more likely to be a part of a family that discussed the shows they saw together as a child. While a significantly larger portion of this set discussed shows with their family than less avid showgoers, the difference is even larger compared to current non-attendees. Avid showgoers were roughly 66% more likely to discuss shows as children than those who typically don't see a show in a given year.

Early at Home Interaction with the Arts

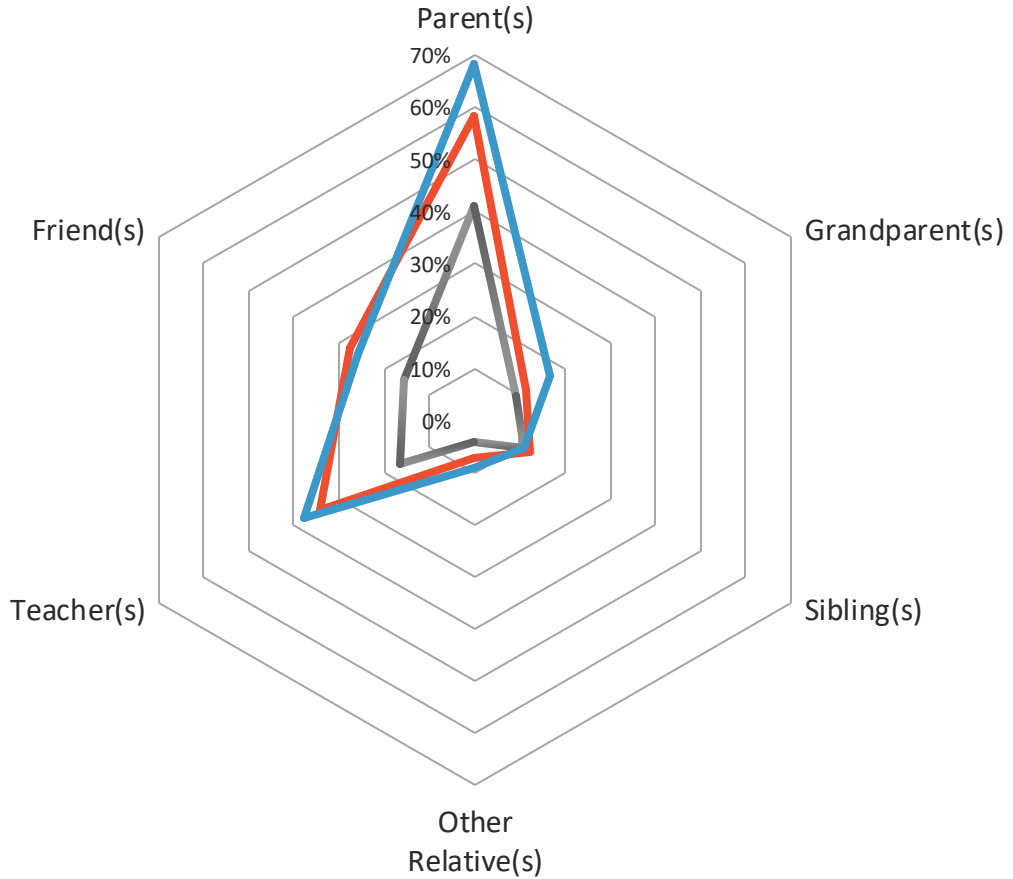
Discussing Shows as a Family as it Relates to Current Attendance



Among those who went to a show as a child.

Across current frequency of attendance, parents, and to a lesser extent, teachers play the most prominent roles in instilling an interest in the arts. Seven in ten avid showgoers cite their parents as influential in cultivating an interest in the arts. These showgoers were more likely to have a generational connection over the arts, as they were more likely to say their grandparents were an influence than less frequent attendees.

Major Influencers as a Child



Current Theater Attendance

- Non-Attendees
- 1-2 Shows Per Year
- 3+ Shows Per Year

Regardless of how many live shows you saw, who or what were influential in helping nurture an interest in the performing arts for you as a child?

Cumulative Effect of Influencers

Having an influence in addition to a parent has a positive effect on frequent show attendance as an adult, as those with two non-parent influences in their lives attend 1.5 more shows, on average, than those who were only influenced by only a parent.

