

The Weston Playhouse Current Patron and Neighbor Study

2004

The Weston Playhouse Theatre Company contracted with the Vermont Tourism Data Center at the University of Vermont to conduct a survey of both current Weston Playhouse patrons, and a random sample of neighbors within a fifty-mile radius of Weston, VT.

- 45.1% of current patrons live in Vermont, 13.3% live in New York, 11% in Massachusetts, 8.1% in New Jersey. Some travel from as far as Florida (6.9%), California (2.3%), and Texas (0.6%).
- Average age of patrons is 59; average age of neighbors is 58
- Patrons go to non-musical stage productions 2.75 times per year; neighbors go 1.34 times per year.
- 88.3% of patrons have attended college or graduate school; 69.6% of neighbors have attended college or graduate school.

Current Patron Profile

- Median household income of patrons is \$87, 500 (compared to state of Vermont median household income of \$40, 856).
- 79.5% of patrons are married.
- 3.8% to 15.9% of patrons have children living in their household; about half of those with children between the ages of 6 and 17 bring them to Weston Playhouse productions.
- 30.9% of patrons first learned about the Weston Playhouse from friends or family, and 24.2% of current patrons first heard of it from print media.
- 66% of patrons get programming information from Weston Playhouse mailings; 49.5% from word of mouth; 39.4% from newspaper articles; about one third from either advertisements or website/email announcements.

Neighbor Profile

- Median household income of neighbors is \$45,000
- 72.5% of the neighbors surveyed have not been to a performance at the Weston Playhouse
- 70.1% of neighbors had heard of the Weston Playhouse prior to the survey; 29.9% had not.
- 52.4% of neighbors who have attended performances at the Weston Playhouse in the past attended a summer main stage performance.
- 33.3% of neighbors were interested in Vermont Resident ticket discounts.
- 15.6% of neighbors indicated they are interested in family programming.
- Most neighbors who have attended a production feel they are Good to Excellent.