

**THE BROADWAY LEAGUE REVEALS
“THE DEMOGRAPHICS OF THE BROADWAY AUDIENCE”
FOR 2008-2009 SEASON**

International visitors accounted for 21% of audiences

Highest increase in the 25 -34 age group since 1999-2000 season

(New York, NY) December 10, 2009 – The Broadway League’s 12th annual demographics report, **The Demographics of the Broadway Audience 2008-2009**, compares current theatergoing habits to previous seasons in predicting trends for the future.

The analysis is based on extensive survey data gleaned from audience questionnaires distributed throughout the 2008-2009 Broadway season in New York City. It includes highlights on the demographics of the audience and their ticket purchasing habits. The report is part of an ongoing series that profiles Broadway theatergoers each season.

Of note, the newest study reveals that **international visitors accounted for 21%** of the 12.15 million Broadway admissions, the highest portion in recorded history. Resources such as [ILoveNYTheater.com](http://LoveNYTheater.com) and the Broadway Concierge & Ticket Center™ located in the Times Square Information Center provide information in six different languages. Overall, **tourists accounted for approximately 63%** of all tickets sold to Broadway shows in New York City.

“Broadway is a national pastime! As there is more of a choice for the theatregoer than ever before, it is exciting to report that we are seeing a wider audience for Broadway. Our shows, and our audience, are more diverse than ever,” commented **Charlotte St. Martin, Executive Director of The Broadway League**. “With our goal to make Broadway a stronger international brand, we do believe that the increased attendance from foreign visitors to New York City reflects that these efforts are working. A stronger international brand will not only be an asset for Broadway’s business, but for the New York City economy as well.”

The report also shows that the **use of the Internet for the purchase of tickets** has grown by 471% since the 1999-2000 season (from 7% to 40%). Online purchase was the most popular method of ticket buying for a fifth year in row.

For show selection, **critics’ reviews** were the most influential factors for playgoers. However, forty-seven percent of theatergoers at musicals said that **personal recommendation** was the single strongest reported factor in deciding which show to see.

Playgoers also tended to be more frequent theatregoers than musical attendees. The typical playgoer saw eight shows in the past year, compared with four for the musical attendee. Those who saw fifteen or more shows comprised 5% of the audience, but represented 31% of all tickets sold.

The average age of the Broadway theatregoer was 42.2 years old, slightly older than last season, while those aged from 25-34 accounted for 16% of all tickets sold, higher than it has been since the 1999-2000 season.

Broadway theatregoers were a very **well educated and affluent group.** In addition to an annual reported income of \$195,700, 73% of theatregoers over the age of 25 had completed college and 36% had earned a graduate degree.

The Demographics of the Broadway Audience is published annually by The Broadway League, the clearinghouse for information on the business, demographics and economic impact of Broadway theatre throughout North America. The League compiles various statistics and publishes extensive reports on a number of topics. Printed versions of the reports are available for purchase online at <http://www.broadwayleague.com/orderform.php>.

About the Methodology

From June 2008 through June 2009, the League's Research Department administered surveys at 24 different productions at 72 individual performance times. Shows were selected on a quarterly basis to represent what Broadway was offering that season (i.e., a proportionate number of musicals versus straight plays; revivals versus original works; and new productions versus long-running shows). Questionnaires were distributed at multiple performances per show to account for variances in the weekday, weekend, evening and matinee audiences. Completed questionnaires were tabulated and weighted based upon the actual paid attendance for each show. In total, 12,143 questionnaires were distributed and 6,365 were returned, representing a 52% rate of return.

About The Broadway League

The Broadway League is the official trade association for the Broadway theatre industry, operating under the "Now THAT'S Broadway!" banner, which signifies genuine Broadway productions and events. Founded in 1930 as the League of New York Theatres, the League is a membership organization whose 600-plus members include theatre owners and operators, producers, presenters, general managers, and suppliers of theatrical goods and services.

League programs include the Broadway Concierge & Ticket Center™, Broadway's centralized full-price ticket outlet and customer-service headquarters, located in the Times Square Visitor Center; co-presentation of the Tony Awards® with the American Theatre Wing; ILoveNYTheater.com, a multilingual Internet source for show tickets and information; the Touring Broadway Awards®, the first awards program recognizing excellence in touring Broadway productions; Broadway on Broadway® (with the Times Square Alliance), an annual outdoor concert in Times Square; Internet Broadway Database® at IBDB.com; and Kids' Night on Broadway®, a national audience development program.

Each year The Broadway League and its members bring Broadway theatre to nearly 30 million

people in more than 240 cities across the U.S. and Canada.

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