

Audience Profile

The Bottom Line: The majority of Theatre Tuscaloosa patrons are well-educated, affluent, and influential members of the Tuscaloosa community. They make decisions in their organizations and are leaders in their social circles. We present a unique opportunity to have your messages presented to this captive audience of Tuscaloosa VIPs.

Past Attendance Averages*

- 233 per performance
- 2,129 per production
- 10,643 per season

2019-2020 Potential Capacity

- 430 per performance
- 3,870 per mainstage production
- 20,640 per season (48 performances total during 2019-2020)

Demographics

- **Gender:**
 - 79% Female
 - 20% Male
 - 1% Non-Binary
- **Race:**
 - 58% White
 - 39% African American
 - 1% Hispanic/Latino
 - 2% Other
- **Age**
 - 13-17 2.3%
 - 18-25 11.3%
 - 26-34 12.0%
 - 35-54 27.7%
 - 55-64 25.8%
 - 65+ 20.8%
- **Annual Household Income** – *The majority of our audience reports \$50K or HIGHER*

<\$25,000	13.5%
\$25K-\$49K	19.1%
\$50K-\$74K	22.4%
\$75K-\$99K	15.0%
\$100K-\$149K	16.5%
\$150K-\$199K	6.1%
\$200K+	7.4%
- **Education Levels** – *Over 50% of our audience has a 4-year degree or HIGHER*

Some High School	3%
High School/GED	10%
Some College	20%
Associate's	10%
Bachelor's	22%
Master's or Higher	35%



*Based on a three-year average.