

## 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\*

- 217 per performance
- 1,820 per production
- 10,055 per season

### 2021-2022 Potential Capacity

- 430 per performance
- 3,870 per mainstage production
- 19,350 per season (45 performances total during 2021-2022)

### 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, pre-COVID average.

\*\*This data is based on an audience survey conducted throughout the 2018-19 Season.