



IMAGINE the JOURNEY

2021-22 SEASON

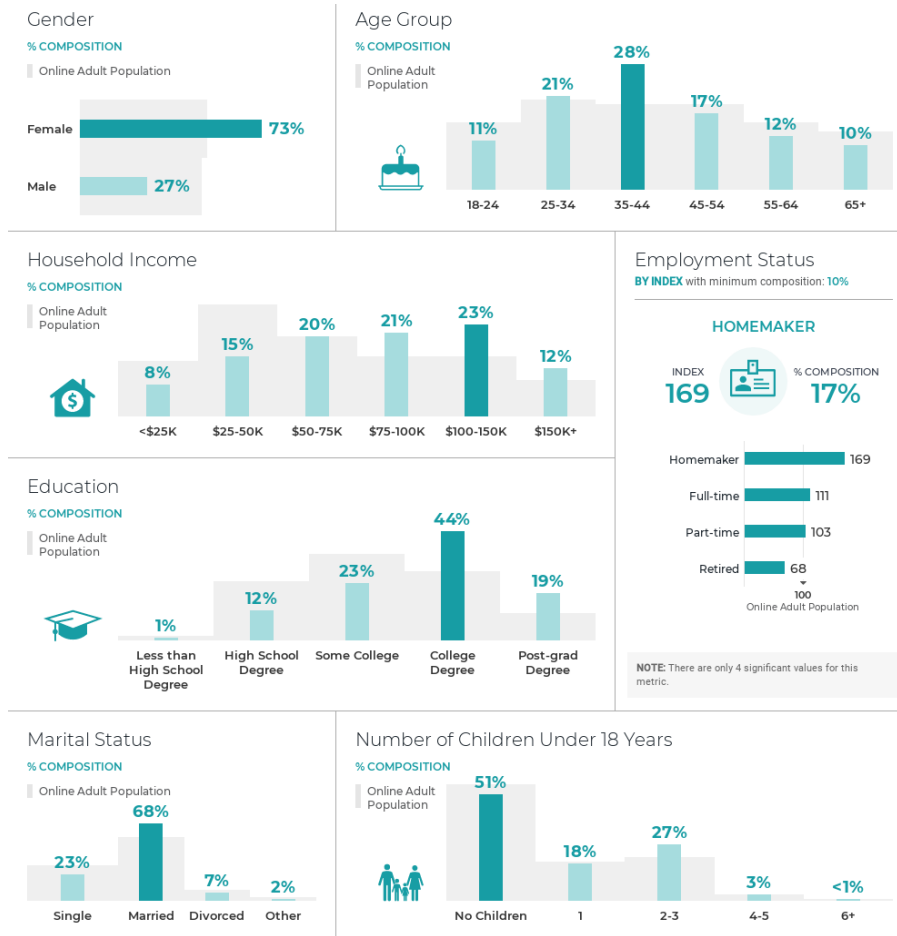


AUDIENCE DEMOGRAPHICS

WHO WILL SEE YOUR AD:

As a theatre for young people, our top consumer is Mom and/or Grandma!

- **DEMOGRAPHICS:** Females ages 35-54, with children or grandchildren.
- **EDUCATION:** College Educated
- **INTERESTS:** Local theatre lovers, and arts patrons.
- **EDUCATION SEEKERS:** Prospective grade school, middle school, high-school & college families!
- **MOTIVATIONS & LIFESTYLE:** Optimistic, respectful and creative.



Index indicates how likely your audience is to possess a trait, or attribute, as compared to the baseline, with 100 representing average. Percent Composition is the distribution, or proportion, of those in an audience who have that specific trait.

resonate

