



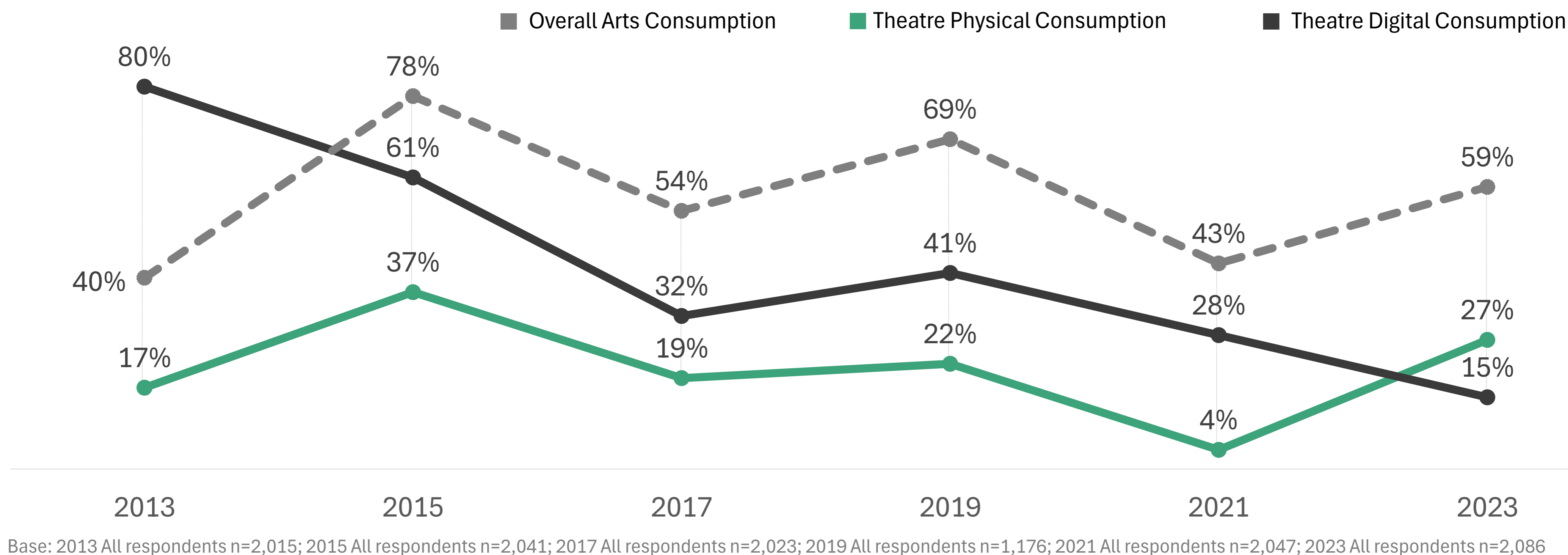
# Population Survey on the Arts 2023

## - Theatre

Theatre includes a wide range of artistic practices, including musicals, plays (non-musical), variety shows, street and circus performances, traditional theatre and western opera.

### Overall Engagement with Theatre

Theatre Physical Consumption increased sharply in 2023 to 27%.



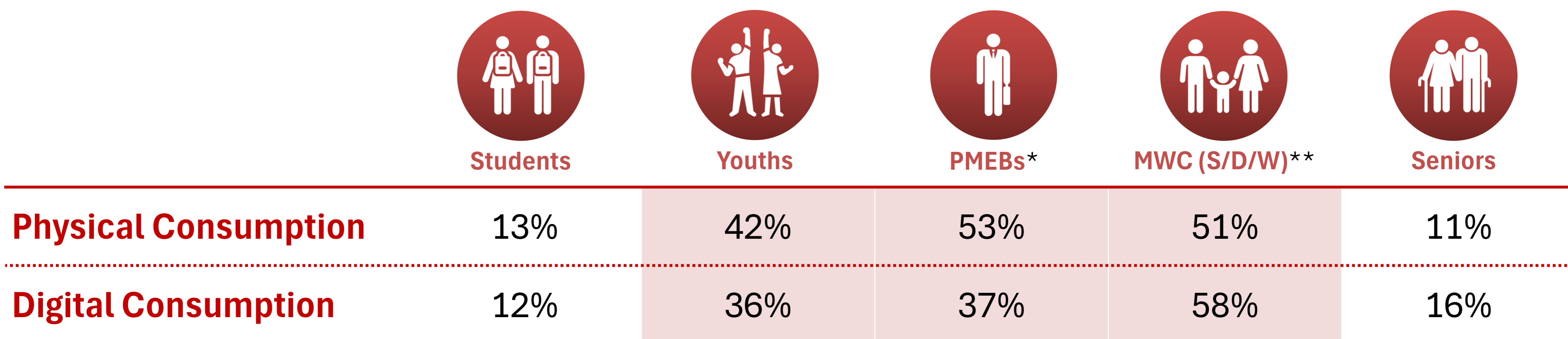
### The top 3 most commonly cited Theatre sub-genres were...

Physical Consumption	Digital Consumption
Musicals	Variety Shows
Plays (Non-Musical)	Street and Circus Performances
Variety Shows	Plays (Non-Musical)

Base: 2023 Total, n=2,086

### Profile of Theatre (Physical & Digital) Consumers

Theatre (Physical & Digital) Consumers tended to be from these Life Stages...



\*PMEBS refers to Professionals, Managers, Executives, Business Owners and Senior Officials;  
\*\*MWC (S/D/W) refers to Married with Children (Single, Divorced, Widowed);  
Base: 2023 Students n=199; 2023 PMEBS n=666; 2023 MWC (S/D/W) n=1,275; 2023 Seniors n=426; 2023 Youths n=606

### Motivators and Barriers Faced by Theatre Consumers

In the past 12 months, Theatre Consumers reported the following top 3 drivers for engagement.

Theatre Physical Consumers	Theatre Digital Consumers
<ul style="list-style-type: none"> <li>Someone invited me (40%)</li> <li>Quality of live experience / art form is best when experienced live / in person (32%)</li> <li>I wanted to see the artist performing in person (30%)</li> </ul>	<ul style="list-style-type: none"> <li>I can enjoy it from the comfort of my home (59%)</li> <li>I don't have to pay for them (40%)</li> <li>Avoid crowds / crowded places (37%)</li> </ul>

\*Note: These are multi-select questions, so percentages will not add up to 100%  
Base: 2023 Theatre Physical Consumers n=322; 2023 Theatre Digital Consumers n=659

In general, Theatre Consumers commonly cited these 3 barriers to their engagement.

Theatre Physical Consumers	Theatre Digital Consumers
<ul style="list-style-type: none"> <li>Family commitments (41%)</li> <li>Unfamiliar with the artist (28%)</li> <li>Unaware of arts and culture events happening (27%)</li> </ul>	<ul style="list-style-type: none"> <li>Family commitments (37%)</li> <li>Unfamiliar with the artist (34%)</li> <li>Unaware of arts and culture events happening (27%)</li> </ul>

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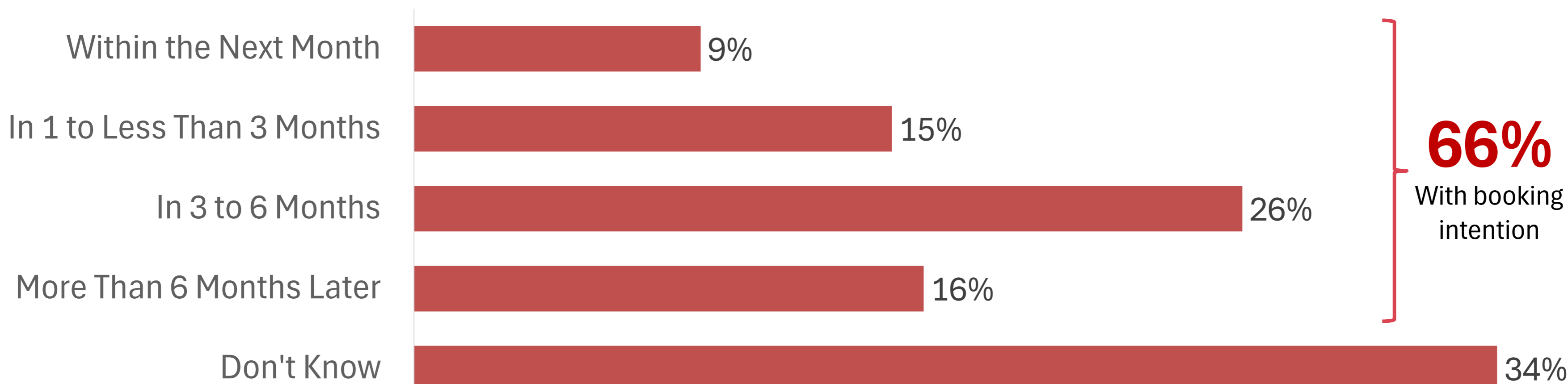
### Future Outlook of Theatre Consumers

Most Theatre Physical and Digital Consumers would maintain their current levels of attendance.



Note: Percentages may not add up to 100% due to rounding.  
Base: 2023 Theatre Physical Consumers n=322; 2023 Theatre Digital Consumers n=659

About 3 in 5 Theatre Physical Consumers would make a booking to attend an arts and cultural event in the next year.



Note: Percentages may not add up to 100% due to rounding.  
Base: 2023 Theatre Physical Consumers n=322