Theatre of Dare Audience Profile

2026 End of Season Survey

Audience Age

This is probably the single strongest selling point.

Age	Audience
65+	**63%**
55-64	7%
45-54	4%
35-44	11%
25-34	11%
Under 18	4%

What this means for advertisers

Your audience is overwhelmingly retirement age.

That demographic typically has:

- disposable income
- higher household wealth
- more free time
- higher charitable giving
- higher spending on healthcare
- restaurants
- home improvement
- financial services
- automobiles
- travel
- insurance
- arts and entertainment

Those are exactly the businesses that spend money on sponsorships.

Local Audience

The survey shows your audience is primarily local residents throughout Dare County and northern Currituck.

The strongest concentrations include:

- Southern Shores
- Nags Head
- Kill Devil Hills
- Kitty Hawk
- Manteo
- Rodanthe
- Salvo
- Point Harbor
- Grandy
- Harbinger

There were also visitors from:

- Louisiana
- California

Sponsorship Value

Sponsors aren't just reaching tourists.

They're reaching year-round residents who make purchasing decisions all year long.

Extremely Loyal Audience

Season Ticket Holders - **52%**

Non-Season Ticket Holders - **48%**

That is remarkable.

It means roughly half of respondents are repeat customers who return multiple times every season.

Sponsors love repeat impressions.

Instead of one advertisement, their logo is seen over and over by the same loyal audience.

Sponsorship Recall

This may be the strongest statistic in the entire survey.

Do you recall seeing sponsors?

YES — 74%

Only

- 11% said No
- 15% were unsure

That means your sponsorships are actually being noticed.

Many community organizations cannot demonstrate sponsor recall.

Theatre of Dare can.

Business Support

Even better...

Does seeing businesses sponsor Theatre of Dare make you more likely to support those businesses?

Yes - **67%**

Maybe - **19%**

No - **15%**

That means - **86%** of respondents are either:

- more likely
- or potentially more likely

to support a business because it supports Theatre of Dare.

That is an incredible statistic for sponsorship sales.

Restaurant Impact

Did you eat at a restaurant before the show?

YES

56%

Every performance creates economic activity for nearby restaurants.

Potential restaurant sponsors include:

- waterfront dining
- breweries
- coffee shops
- bakeries
- dessert shops

Tourism Impact

Only one respondent reported staying overnight.

That tells sponsors:

The summer audience is largely composed of locals and homeowners rather than short-term visitors.

This makes Theatre of Dare valuable for businesses seeking repeat, year-round customers.

Average Group Size

Average attendance group:

2.4 people

Most attendees are bringing:

- spouse
- partner
- family member
- friend

Sponsors are often reaching multiple potential customers through a single ticket purchase.

Social Media Reach

Audience Platform Usage

Facebook - **89%**

Instagram - 48%

YouTube - 44%

TikTok - 22%

LinkedIn - 19%

This also helps demonstrate where Theatre of Dare can provide sponsor exposure beyond the stage.

How People Discover Theatre of Dare

Top sources

Word of Mouth - 44%

Social Media - 30%

Newspaper - 22%

This reinforces that Theatre of Dare has both:

- strong community reputation
- strong digital reach

Best Performance Nights

Most preferred attendance days

1. Friday
2. Thursday
3. Saturday
4. Sunday Matinee

This helps justify premium sponsorship opportunities attached to high-demand performances.

Sponsor Recall Examples

Respondents specifically remembered businesses such as:

- Black Pelican
- Duck's Cottage
- Waveriders
- Trio
- Elizabethan Gardens
- Lost Colony

This proves audiences aren't simply seeing sponsor logos—they're remembering individual businesses.

The Biggest Takeaway

Theatre of Dare reaches an affluent, highly educated, community-minded audience that actively supports businesses investing in the arts. In our 2026 audience survey, 74% of patrons recalled seeing sponsors during our season, and 86% said those sponsorships make them more likely—or at least potentially more likely—to support those businesses.