

LA STAGE ALLIANCE

EMPOWERING ARTISTS AND ENGAGING AUDIENCES SINCE 1975



DORIS DUKE
CHARITABLE FOUNDATION



NATIONAL
ENDOWMENT
FOR THE ARTS

the James Irvine foundation



The Sheri and Les
BILLER FAMILY FOUNDATION



CALIFORNIA
COMMUNITY
FOUNDATION

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SONY
PICTURES
TELEVISION



ERTHER
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TECHNOLOGY

Los Angeles Times

Green
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KUSC
CLASSICAL | fm 91.5

RG
ARTS



LA STAGE ARTS CENSUS 2011 REPORT

101

ORGANIZATIONS (SO FAR...)

4,900,206

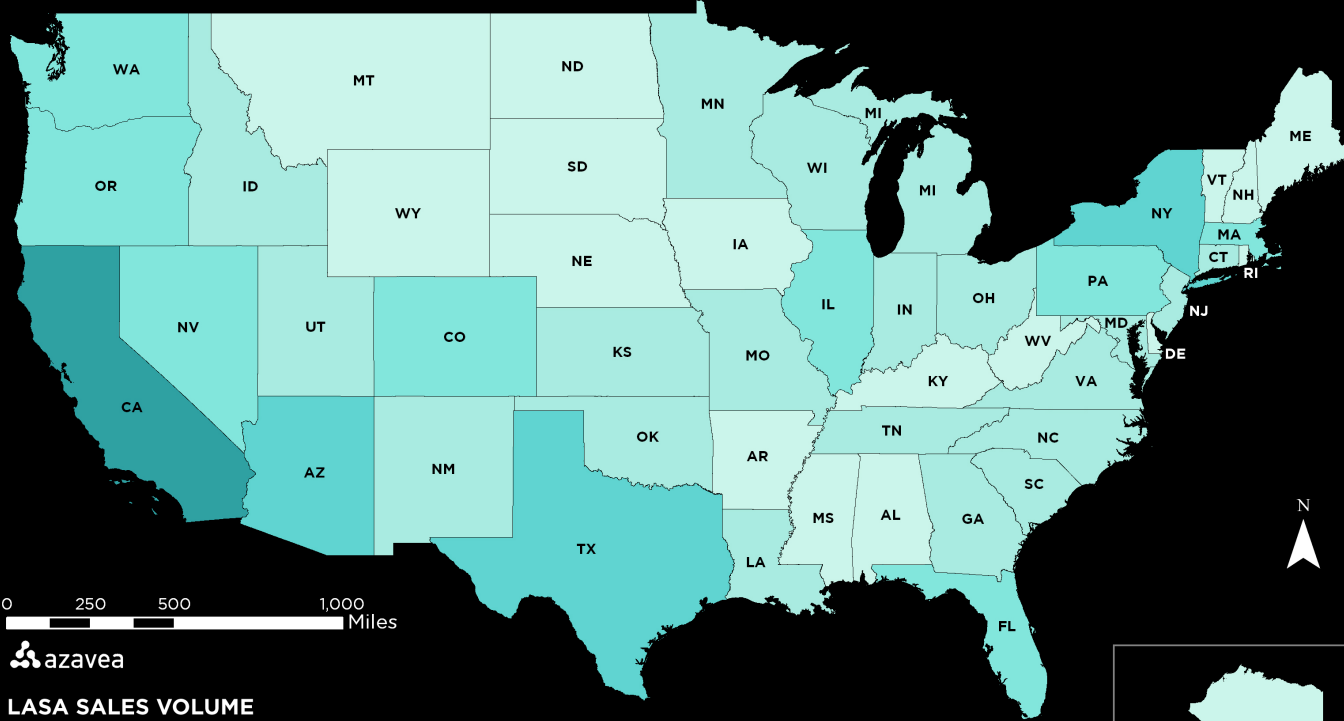
TRANSACTIONS (GROSS RECORDS)

2,962,049

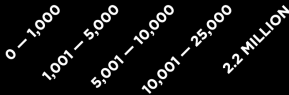
UNIQUE HOUSEHOLDS

SALES VOLUME

By State



LASA SALES VOLUME HOUSEHOLDS

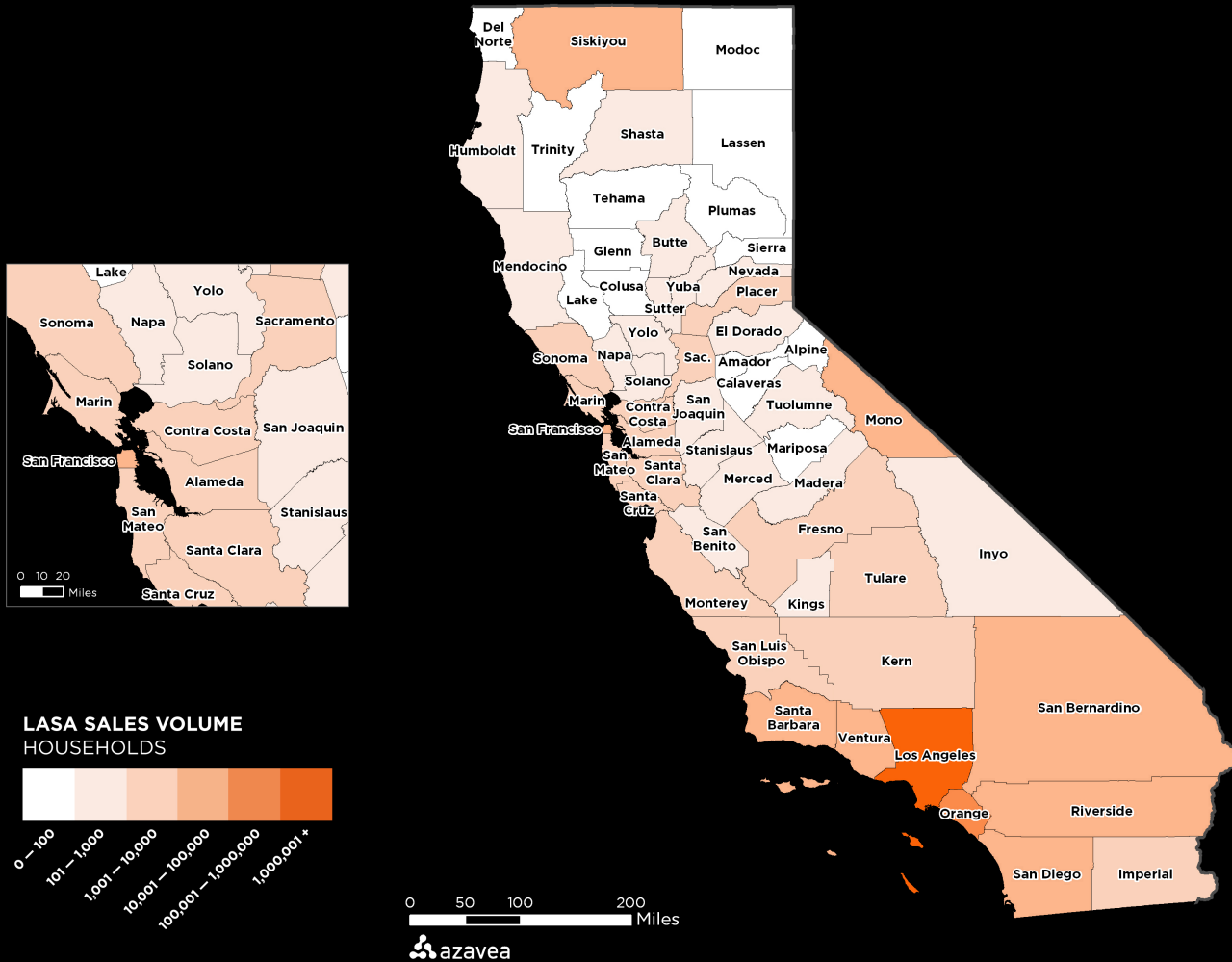


TOP
10
(AFTER CALIFORNIA)

NEW YORK
TEXAS
ARIZONA
WASHINGTON
NEVADA
FLORIDA
ILLINOIS
OREGON
COLORADO
MASSACHUSETTS

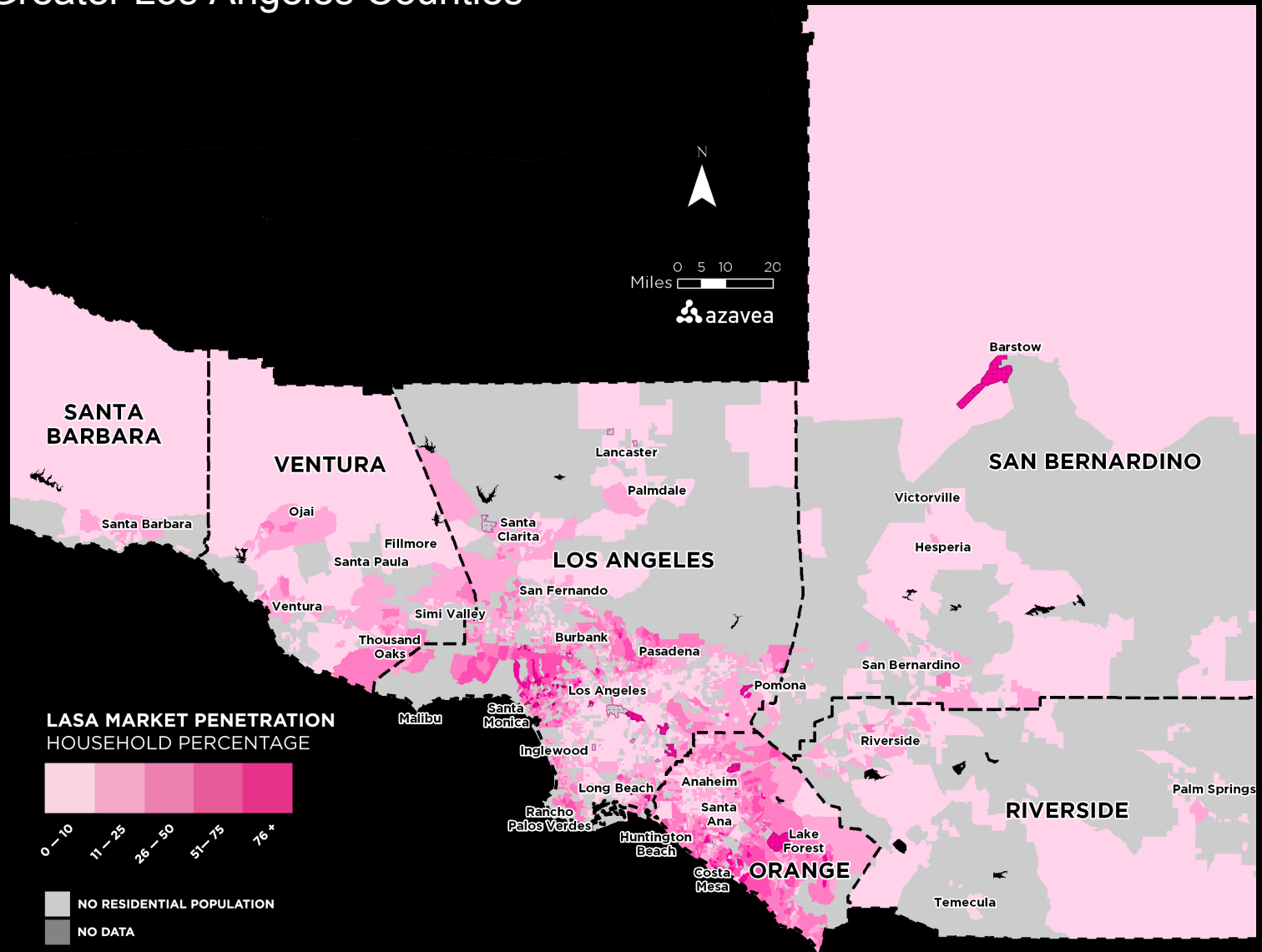
SALES VOLUME

By County



MARKET PENETRATION

Greater Los Angeles Counties



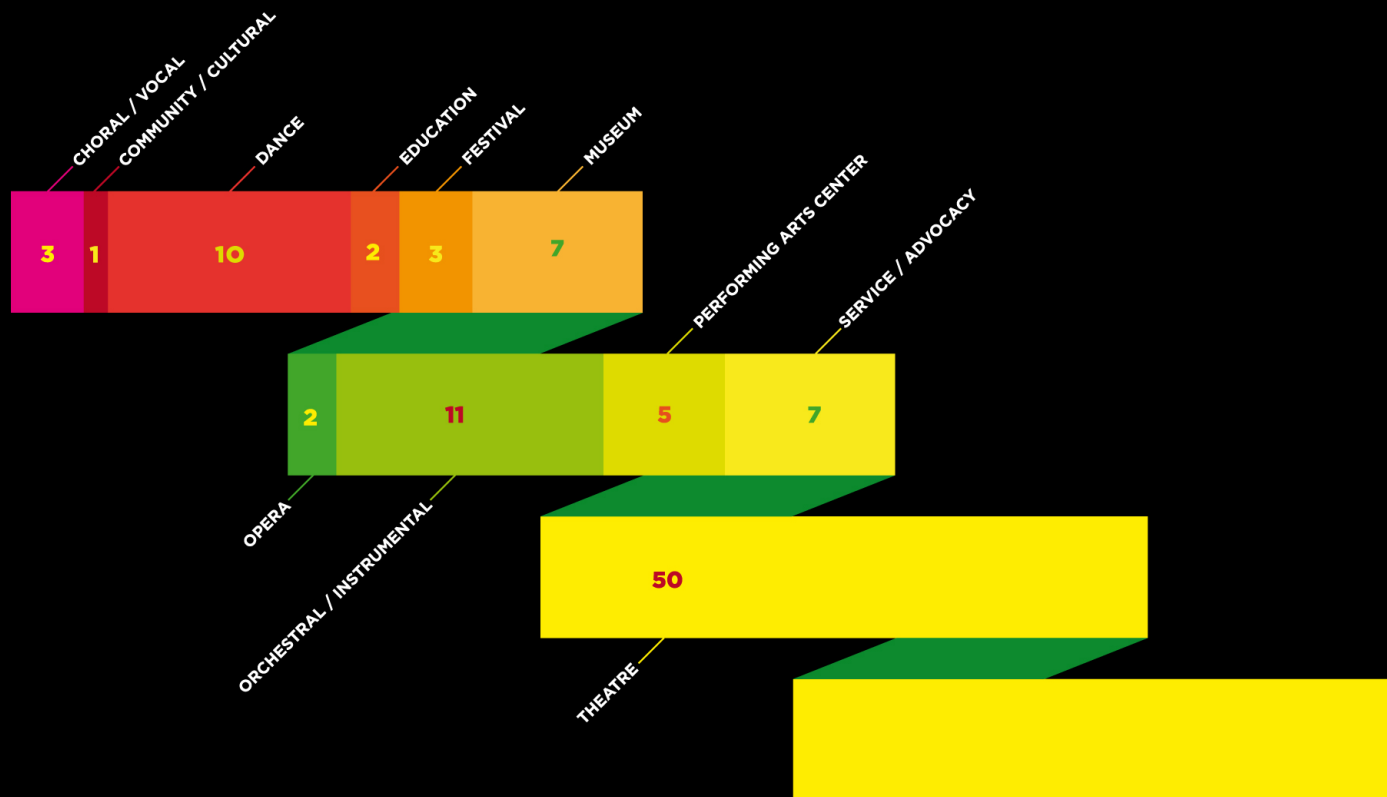
41%

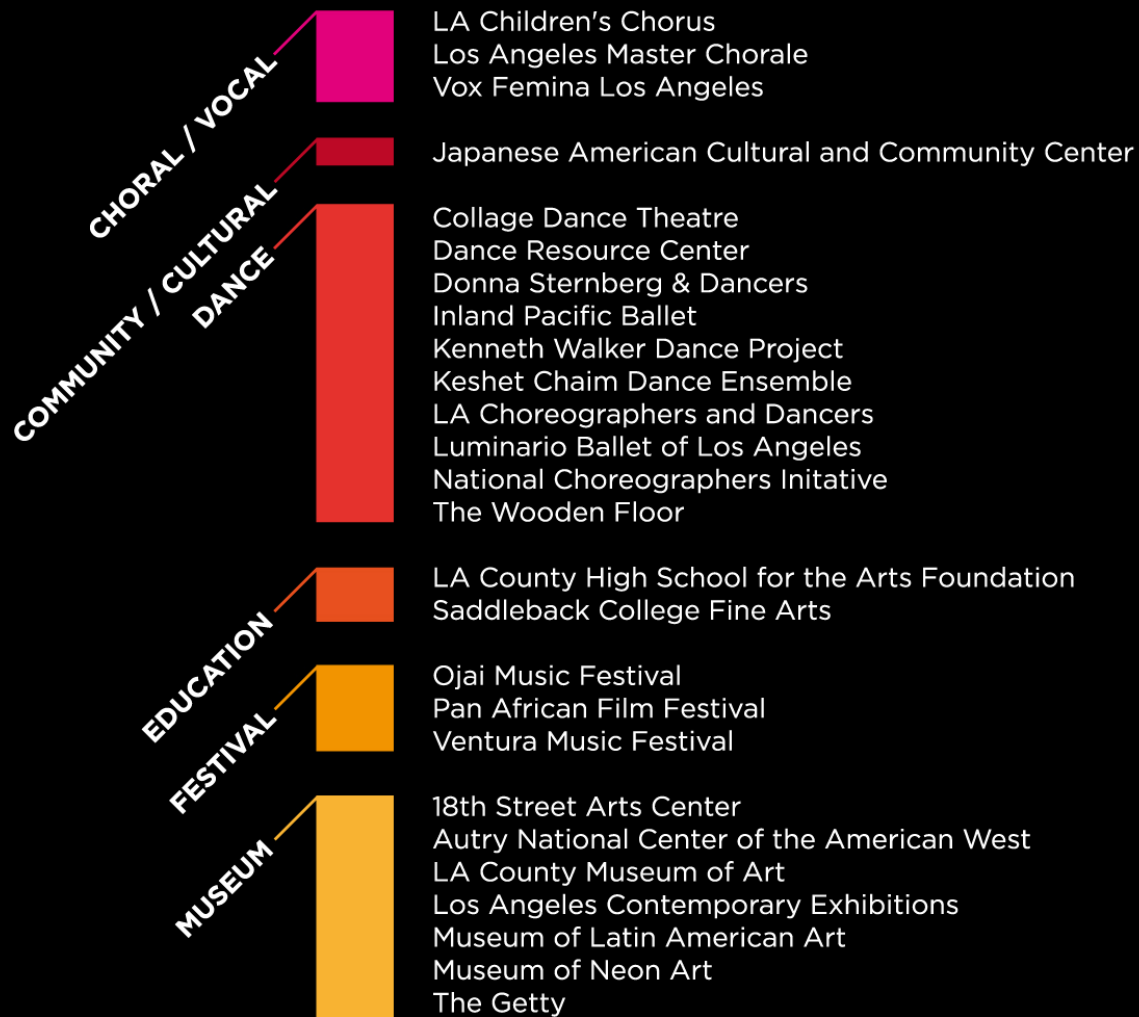
OF LA COUNTY HOUSEHOLDS

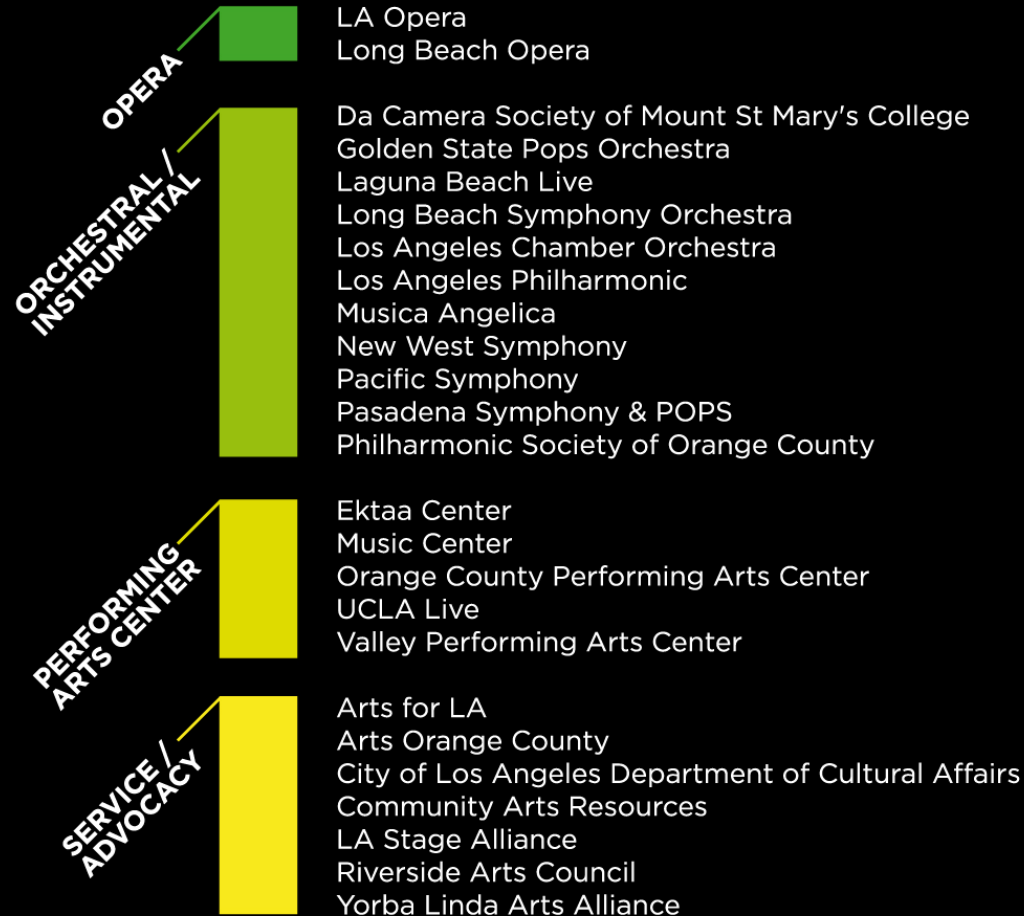


11 GENRES

101 ORGANIZATIONS







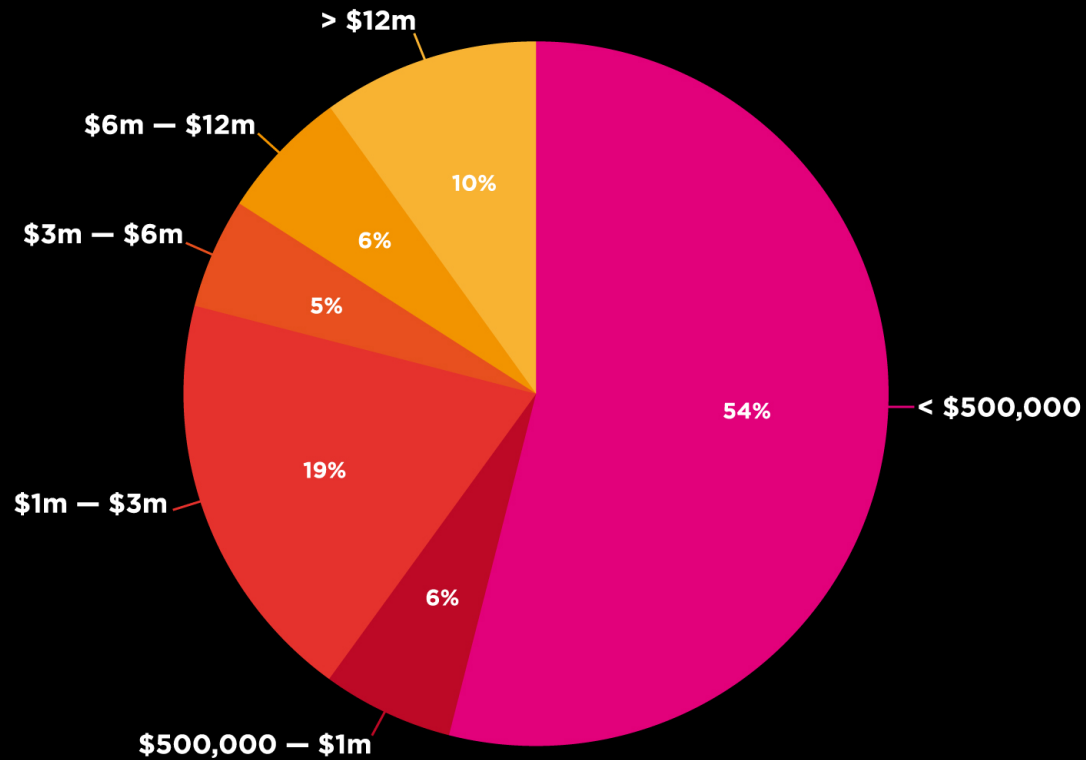
THEATRE

A Noise Within
About Productions
Antaeus Company, The
Breath of Fire Latina Theater
Broad Stage
Broadway / LA
buzzworks theater company
Cabrillo Music Theatre
Camerata Pacifica
Center Theatre Group
Chance Theatre
Circle X Theatre Company
Colony Theatre
Cornerstone Theatre Company
Deaf West Theatre
Eclectic Theatre Company
Ensemble Studio Theatre
Falcon Theatre
Geffen Playhouse
Grand Guignolers
Grand Performances
Group Rep
Irvine Barclay Theatre
Kentwood Players
L.A. Theatre Works

LA Conservancy
LA County Arts Commission/Ford Theatres
La Mirada Theatre for the Performing Arts
Laguna Playhouse
Los Angeles Theatre Center
Musical Theatre West
needtheatre
Pacific Resident Theatre
Pasadena Playhouse
Phantom Projects Theatre Group
Promenade Playhouse & Conservatory
REDCAT
Reprise Theatre Company
South Coast Repertory
Synthaxis Theatre Company
The Ghost Road company
The Road Theatre Company / Lankershim Arts Center
The Visceral Company
Theatre West
Tri-School Theatre
VS Theatre Company
Watts Village Theatre Company
Will Geer's Theatricum Botanicum
Zoo District

ORGANIZATION SIZE

By Budget

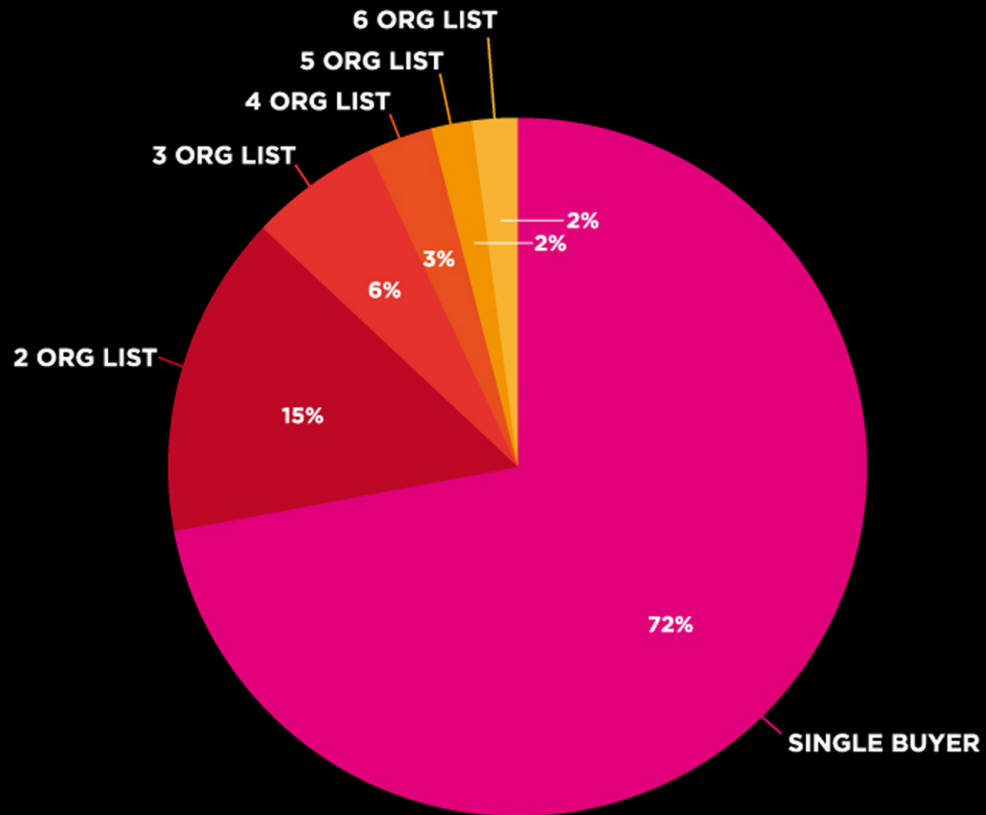


PATRONS

The background features a bold, abstract geometric design. It is composed of several large, overlapping triangular and quadrilateral shapes in a vibrant color palette of deep red, bright orange, and golden yellow. The shapes are arranged in a way that creates a sense of dynamic movement and depth, with the red occupying the upper left, the orange in the middle right, and the yellow in the lower left and bottom center.

PATRONS

By Behavior



28%

OVER-ALL CROSSOVER ENGAGEMENT

89%

CHORAL / VOCAL
CROSSOVER ENGAGEMENT

&

36%

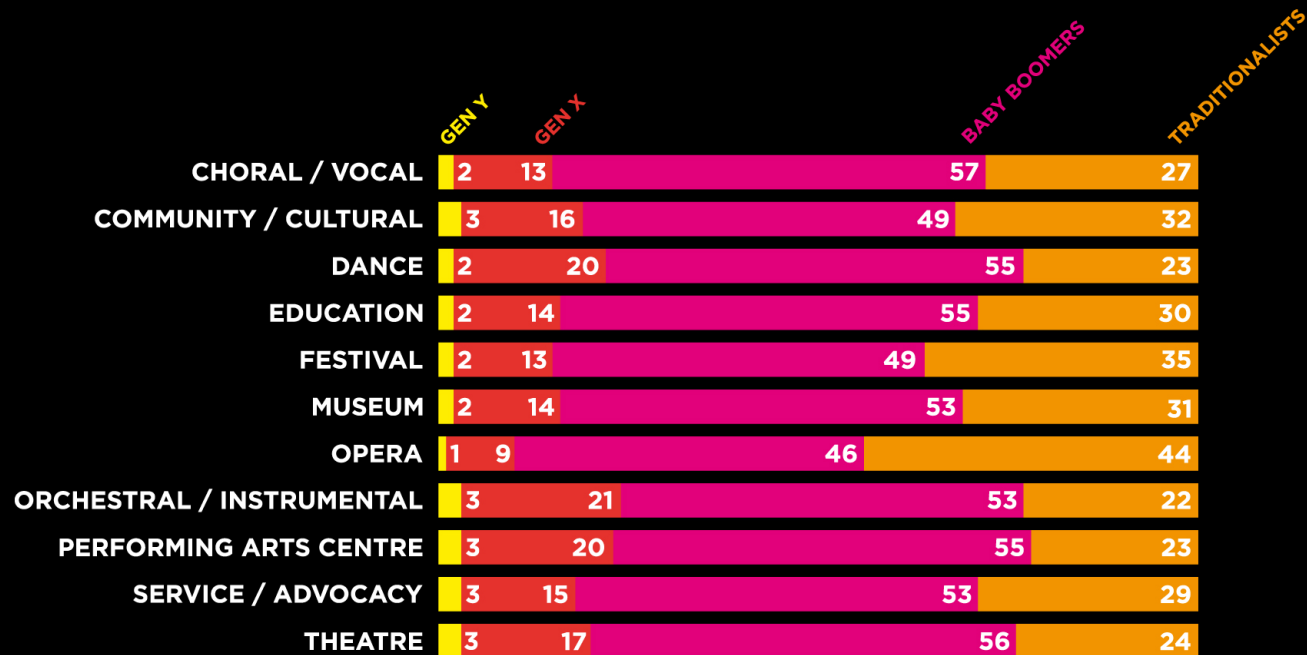
DANCE
CROSSOVER ENGAGEMENT

DEMOGRAPHICS

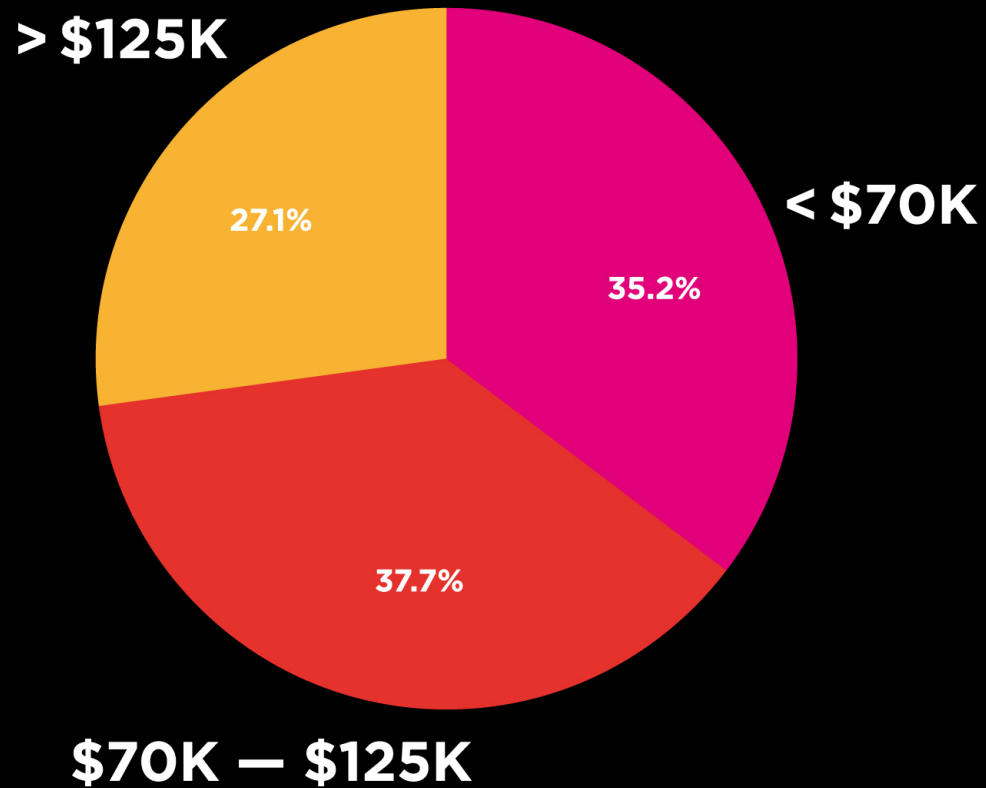
The background of the slide is composed of several overlapping diagonal stripes. From top-left to bottom-right, the colors are yellow, orange, red, and a darker shade of pink. The stripes are separated by thin white lines, creating a dynamic, geometric pattern.

AGE MAKE-UP OF GENRES

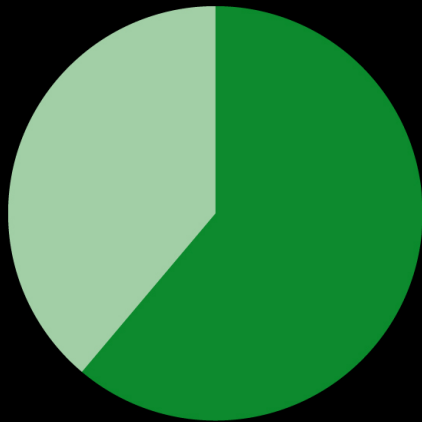
By Percentage



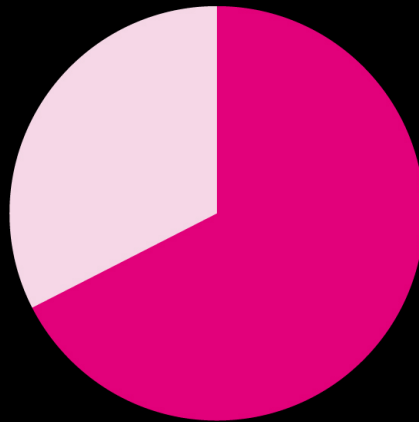
INCOME



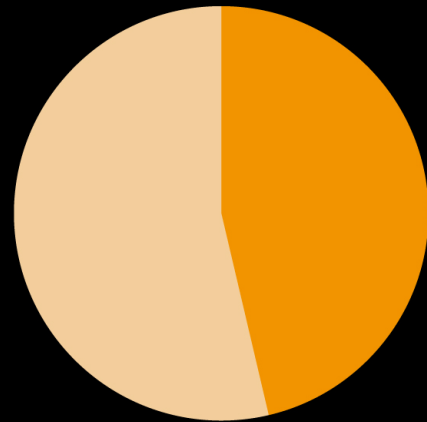
HOUSEHOLD



61.2% ARE COLLEGE EDUCATED



67.8% ARE MARRIED



46.4% HAVE CHILDREN



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THANK YOU!