

BROADWAY CREW

Overview:

TKTS Demographics and Audience Trends 2019 vs 2021

Total Sample Size:

2019: 3056 respondents (Sept 1 - Dec 29)

2021: 2943 respondents (Sept 2 - Dec 31)

Methodology:

A 30 patron survey sample taken daily, Monday to Sunday at TKTS Times Square. These demographics compare September to December 2019 versus September to December 2021.

Who are your customers?

Times Square foot traffic had returned to 71.7% of 2019 levels by the end of December 2021.¹ Part of our mission is to find out who these people are in order to better serve them and our clients. To this end, Broadway Crew has been collecting TKTS patron specific demographic data since 2018.

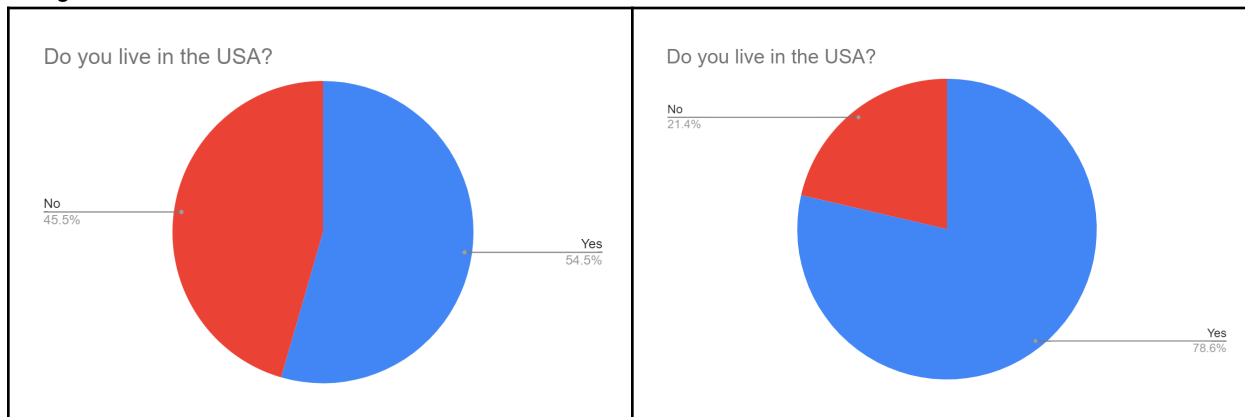
The TKTS booth in Times Square is the perfect sample market for same-day & discounted ticket buying behavior, being one of the only in-person storefronts for theater tickets. The wealth of survey data we have collected over the past 3 years has allowed us to compile the following demographic data and examine these trends.

The purpose of this study is to share our data with interested parties in order to inform marketing and ticket sales strategies.

¹ Times Square Alliance (2021). *December 2021 Combined Monthly Report* .

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Do you live in the USA?



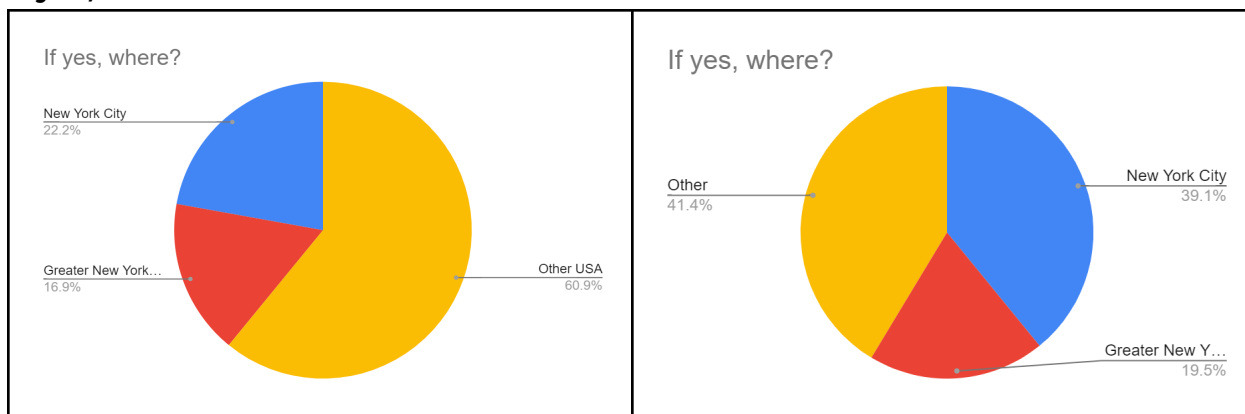
Sept - Dec 2019

Sept - Dec 2021

Yes	45.9%
No	54.5%

Yes	78.6%
No	21.4%

If yes, where?



Sept - Dec 2019

Sept - Dec 2021

NYC	22.2%
Greater NY Area	16.9%
Other USA	60.9%

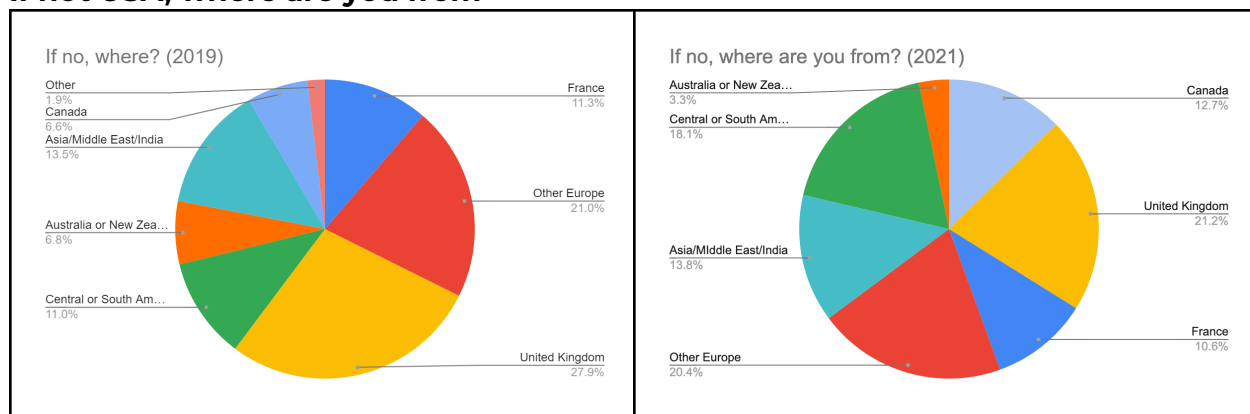
NYC	39.1%
Greater NY Area	19.5%
Other USA	41.4%

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Due to travel restrictions, 2021 saw a sharp decrease in the percentage of international patrons visiting New York. Out of the patrons that were from the USA, 39.1% were local to New York City, an increase of almost 20% from 2019 emphasizing the importance of this market as we move into 2022.

International patrons:

If not USA, where are you from



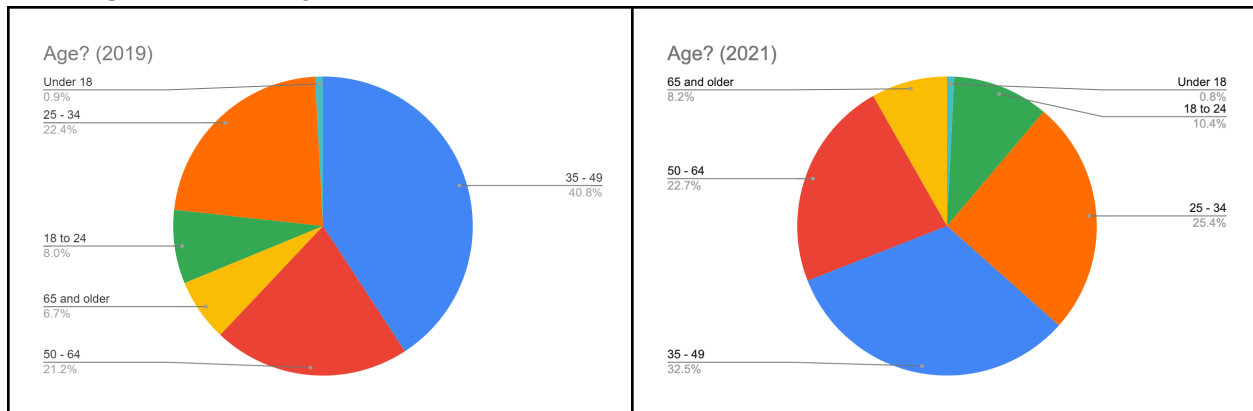
Sept - Dec 2019

Sept - Dec 2021

Canada	6.6%	Canada	12.7%
United Kingdom	27.9%	United Kingdom	21.17%
France	11.3%	France	10.59%
Other Europe	21%	Other Europe	20.36%
Asia/Middle East/India	13.5%	Asia/Middle East/India	13.84%
Central / South America	11%	Central / South America	18.08%
Australia or New Zealand	6.8%	Australia or New Zealand	3.26%
Other	1.9%	Other	0%

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What age bracket do you fall under?



Sept - Dec 2019

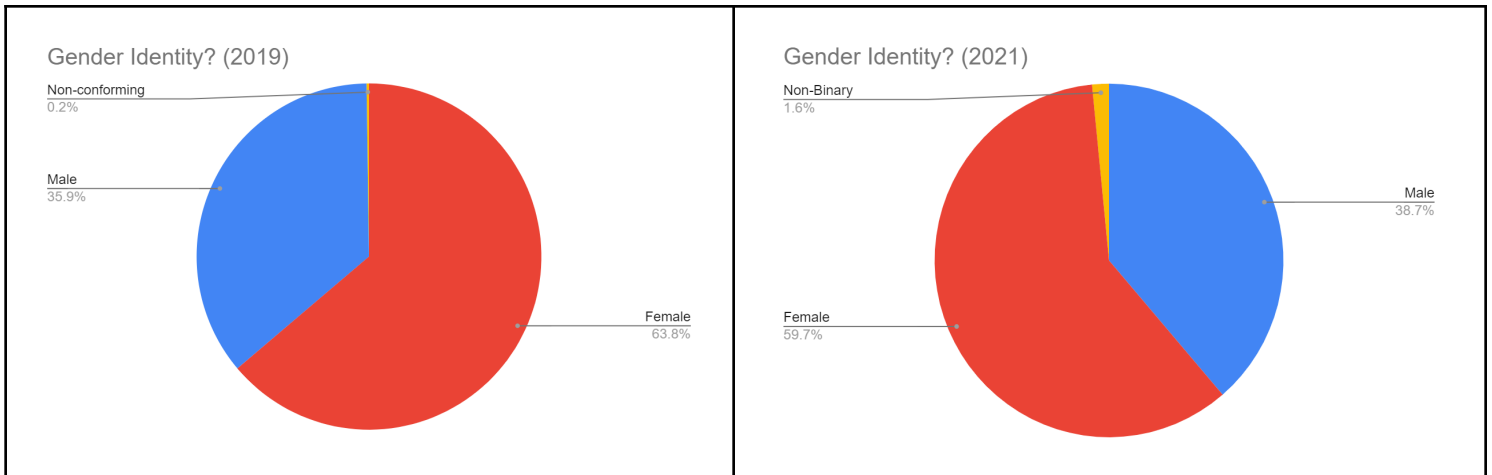
Sept - Dec 2021

Under 18	0.9%	Under 18	0.78%
18 to 24	8%	18 to 24	10.38%
25 - 34	22.4%	25-34	25.4%
35-49	40.8%	35-49	32.48%
50-64	21.2%	50-64	22.74%
65 and older	6.7%	65 and older	8.21%

The age of ticket purchasers skewed slightly younger in 2021, with the biggest increase being 18 to 34 year olds. The biggest decrease was seen in the 35 to 49 age bracket, although this is still the largest demographic.

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Gender Identity:



Sept - Dec 2019

Sept - Dec 2021

Male	35.9%
Female	63.8%
Non-conforming	0.2%

Male	38.7%
Female	59.7%
Non-conforming	1.6%

The gender identity of ticket buyers has not shifted meaningfully from 2019, showing that the majority ticket purchasers continue to be female identifying.

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Our demographic survey was updated in 2021 to reflect the changing interests of our clients. The below questions are specific to 2021.

General Ticket buying trends:

Over the last month, how many theater tickets have you bought?	
0 Tickets	60.58%
1 Ticket	12.82%
2 Tickets	15.47%
3 Tickets	5.90%
4 Tickets	3.87%
5 or more tickets	3.39%

TKTS Specific Ticket buying profile:

How many tickets do you plan on purchasing from TKTS while you are here?	
N/A	8.64%
0	0.62%
1	31.62%
2	42.32%
3	10.08%
4	9.67%
5 or more	5.49%

These two questions confirm the common assumption that the majority of TKTS patrons are first time ticket buyers, and that in general, most ticket purchases are made in pairs.