



## ROAD COMPANY THEATER GROUP, INC.

### Patron demographics

#### 2017 Season Total Attendance: 11,200

Female	63%
Male	37%

#### Average attendance per performance: 64%

#### Where do patrons live?

New Jersey	07029-07960	0.3%
New Jersey	08002-08099	80.6%
New Jersey	08103-08110	1.5%
New Jersey	08201-08270	2.1%
New Jersey	08302-08361	7.6%
New Jersey	08401-08406	0.3%
New Jersey	08505-08562	1.0%
New Jersey	08610-08996	0.8%
Philadelphia		2.2%
Pennsylvania (non-Phila)		3.3%
Delaware		0.1%
Maryland		0.2%

#### Education levels

Some high school classes	10%
Graduated from high school	14%
Some college classes	16%
Graduated from 2-year college program	14%
Graduated from 4-year college program	21%
Some graduate school classes	6%
Graduated from graduate school	19%

#### Race

Asian / Pacific Islander	1%
Black or African American	8%
Hispanic American	2%
Mixed Race	1%
White / Caucasian	88%

#### Household income

\$0-\$24,999	9%
\$25,000-\$49,999	20%
\$50,000-\$74,999	19%
\$75,000-\$99,999	22%
\$100,000-\$124,999	17%
\$125,000-\$149,999	4%
\$150,000-\$174,999	4%
\$175,000-\$199,999	2%
\$200,000 and up	3%

#### Age

18 and younger	11%
19 – 30	19%
31 – 45	21%
46 – 55	17%
56 – 69	22%
70 and above	10%