

Commuters on Broadway

In the late 1980s, the RCAC collaborated with Exploring the Metropolis, a nonprofit organization concerned with the urban environment, to study the theatre-going habits of commuters on New Jersey Transit trains to Broadway. The study includes an examination of major Broadway audience development activities including discounted tickets, subscriptions, special packages, independent marketing approaches, educational programs, transportation packages and guides and previous surveys of Broadway audiences.

After a series of field interviews, a direct mail survey was distributed to a representative random sample of approximately 3,640 monthly Maltix purchasers. With a twenty-six percent response rate (960), conclusions suggest that transportation is a problem for non-Manhattanites, contributing to decreasing attendance on Broadway, that this, combined with fear about safety and a perception of the Broadway area as depressing and dangerous, have made more passive entertainment, such as watching movies at home, more appealing. Broadway ticket prices are perceived as too high. Recommendations include new pricing schemes, promotion and advertising suggestions, and improvements in transportation and the environment.