

INSIGHT EVENT NORTH

25 April 2016



Understand who your audiences are.
Discover who they could be.

How well do you know your audiences?

Elsewhere Data and Super Engagers



Understand who your audiences are.
Discover who they could be.

Rose Theatre - who do you think I am?



- Shakespeare only
- Infrequent
- Singleton
- Loyal
- No discounts
- Recent
- Mid price
- Phone booking
- Medium booking lead



Nuffield Theatre - who do you think I am?



- Omnivorous
- Regular reliable
- Social
- Loyal
- Special offers
- Recent
- Lower price
- Online booking
- Late booking lead



RSC Stratford - who do you think I am?



- Niche Renaissance
- Frequent
- Single parent
- Full price
- Loyal
- Long booking lead
- Lower price
- Online booking
- Lapsing?



RSC West End - Who do you think I am?



- Christmas show
- One off
- Nuclear family
- No discounts
- High price
- Long booking lead
- Lapsed
- Disloyal
- Phone booking



St John's Smith Square - who do you think I am?



- Choral classical
- One off
- Couple
- No discounts
- High price
- Short booking lead
- Online booking
- Disloyal
- Recent



How can you get a more rounded
view of your audiences?



Understand who your audiences are.
Discover who they could be.

What is a High Engager?

- Attended **3+** times per year
- In the last two years that's 326,000 Super Engagers out of 3.1million - a little over **10%**
- But they're important because they buy **42%** of all tickets purchased
- Worth **37%** of all £££ generated through ticket sales = **£159 million**



What are the High Engagers like?

- Spread around the country - largely following the pattern of population/provision, but with some regional variation (overs/unders)
- **50%**
 - Metroculturals
 - Commuterland Culturebuffs
 - Experience Seekers

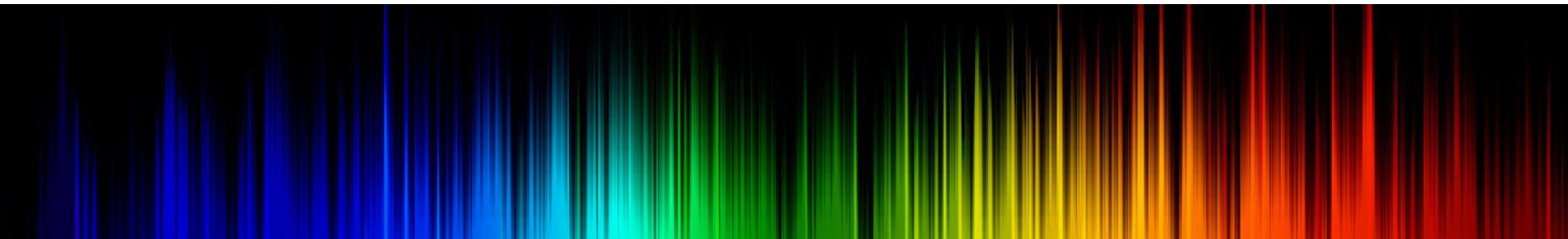


How do they behave?

- Frequent attenders
- Culturally connected
- Culturally savvy
- Book further in advance
- Eclectic tastes
- Promiscuous propensity
- Willing to travel
- Attend in smaller groups



Are all High Engagers the same?



Frequency of Attendance	6 Visits - Regular Reliables	7 - 8 Visits - Quarterly Fix	9 - 13 Visits - Cultural Compulsive	14+ Visits - Super Engagers
% of Super Engagers	21%	25%	27%	27%



Super Engagers

Extreme characteristics:

- They go most often
- They spend less on average per ticket
- Yet - they're still worth the most by far
- They book furthest in advance
- They attend in the smallest party sizes
- Even more likely to be high engaged AS groups



Super Engagers - spectrum of characteristics

Feature	6 Visits - Regular Reliables	7 - 8 Visits - Quarterly Fix	9 - 13 Visits - Cultural Compulsive	14+ Visits - Super Engagers
% of Super Engagers	21%	25%	27%	27%
Average Ticket Yield	£20.76	£20.34	£19.29	£17.09
Ave Customer Value	£292.04	£345.73	£449.14	£809.30
Party Size	2.38	2.34	2.25	2.02
Lead Time	61.43	61.44	63.17	72.59
% of High Engaged AS	46%	48%	50%	51%



Not all Super Engagers are the same - motivations



Metroculturals	Commuterland Culturebuffs	Experience Seekers	Home & Heritage
Niche/experimental/obscure	Classic/traditional	Contemporary / cutting edge	Conservative/mainstream tastes
Challenge & intellectual stimulation	Social lives/ self improvement / kids learning	Experience	Interest based pastimes and history
Digital comms	On offline multi-channel approach	Digital multi channel/social media	Postal DM/brochures
Time - more than money	Guarantees of quality	New/strange combinations/immersive interactive	Interest focused - participation and creativity



How can you find & engage these Super Engagers?

at

show

the audience agency

audience finder | the audience agency

AboutFind ProductionsReportingCustom GroupsMy Account ▼Logout

About ▼PricingClientsContactLeo Sharrock ▼

National audiences?Support <

BROWSE ALL AUDIENCES

Location >

Artform >

Segment ▼

Metroculturals


Commuterland Culturebuffs

Experience Seekers

Dormitory Dependables

Trips & Treats

METROCULTURALS



- Prosperous, liberal urbanite group
- Often choose a city lifestyle for the broad cultural opportunity it affords
- Interested in a very wide spectrum of activity, but many tend towards their own preferred artform or style
- Apt to be active museum attenders, but tend to be more engaged with the arts and many on a weekly basis. Represent good prospects for new, innovative work.
- Likely to be working in demanding but rewarding professions, including arts professionals, they are highly educated and have a wide variety of other interests

▼ Overview

Lifestage & location

A mixed age-range group, some with children at home, but a relatively high proportion of singles, living in premium city centre locations in areas of prosperity and growth.


Opportunity

Metroculturals are the best prospects for arts and museum attendance and participation, though competition for their attention is fierce. They are confident in their own knowledge and tastes and expect their needs to be addressed accordingly. Although many enjoy classical works, as a group,

Booking lead time


5% +

First time bookers to the venue



Group size

50% +



INSIGHT INTO ACTION:

Many tools and approaches providing
wealth of knowledge/opportunity

BREAKOUTS:

How can you use these tools, and
what are the practical steps you can
take to apply the insight?



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