

## Audience Insights

# Collecting the evidence for 2024



Hello!

Thank you for participating in Performing Arts Forum's Audience Insights project. Katy Raines from Indigo and I are collaborating with the Performing Arts Forum team to support arts centres, theatres and festivals get the evidence you need to grow and broaden audiences. We aim to answer your Who?, How?, Why? and So What? questions about your audiences. You can also use the Audience Insights in funding applications and reports to stakeholders.

This element of the project focuses on box office data for events in 2024 and compares it with 2023, 2022 and 2019. We will answer these questions:

- How are we doing?: number of events (i.e. all performances, workshops, talks etc)
- How are we doing?: tickets sold
- How are we doing?: % capacity excluding comps
- Are we maximising income?: average value per ticket sold
- Are we maximising income?: average annual income per ticket buyer
- How many customers have purchased for the first time?
- How many customers have I retained from the previous year?
- How engaged are they?: % of ticket buyers purchasing for one event only
- Do we have a resurgence of the late booking problem? % of orders within seven days of the event?
- How many customers purchasing in this year can we communicate with?

I will send you a report that shows you your organisation's results and, if you have participated in the project before, your trends, comparing them to the average for organisations like yours.

Katy and I will be the only person to see your results apart from you. I will only share the aggregated averages and ranges for all festivals, all small-scale venues and all large-scale venues with anyone else.

Here is the data specification:

### What is an event?

In this project, we're defining an event as any individual time-delimited performance, workshop, talk, class etc. If the run of a production or show consists of several performances count each performance as an event.

### Step 1: Tell me about your programme

Open the Excel spreadsheet you downloaded along with this specification. Save it with this filename: **TFInsights\_Results\_[your organisation name]**

Enter your organisation name in the spreadsheet and tell me anything out of the ordinary you think I should know about your programme in 2024. We want to show the overall impact of your organisation so if you programmed any unticketed events in 2024 that are not shown on your ticketing system, please enter the number of people who attended those unticketed events – estimate if you need to.

Did you sell tickets in 2024 through anyone else's ticketing system? For example, a promoter may have sold some tickets through their own channels. If so, please enter the number of tickets in the spreadsheet (this is because they won't be recorded on your ticketing system either).

## Step 2: Check for duplicate records

Please run your system's deduplication routine. It is important that there are as few duplicate customer records as possible on your system. If there are more than a handful, you will appear to have kept too few customers and have too many first time attenders and customers who have only bought tickets for one event.

## Step 3: Exclude any events that weren't yours

### What to include

We want to look at the overall impact of your organisation on the community so INCLUDE all these types of event:

- events by professional artists
- light entertainment and popular culture
- amateur events
- venue rentals or hires for arts and entertainment performances and workshops
- events that your organisation has programmed and promoted outside your venue(s) eg community centres (but exclude tours of the same event outside your catchment area)
- films, talks, workshops and participatory activities.

### What to leave out

There are some types of activity in 2023 that it would make sense to exclude from the analysis. If you sell tickets on behalf of other promoters for events that do not take place in your venue or are not part of your festival then you should EXCLUDE them.

Please also EXCLUDE things like car parking, restaurant bookings or sales of artworks from your gallery. If in doubt, email me at [heather@heathermaitland.co.uk](mailto:heather@heathermaitland.co.uk).

## The Insights

Please enter the results in the Excel spreadsheet.

### How are we doing?: number of ticketed events

- Total number of ticketed events taking place between 01/01/2024 and 31/12/2024  
We're defining an event as any individual time-delimited performance, workshop, talk, class etc.

In the following, please EXCLUDE customers who were only issued with complimentary tickets i.e. the total value of the tickets they purchased in 2024 must be greater than or equal to €1

#### How are we doing?: tickets sold

- Total number of tickets sold excluding complimentary tickets for events taking place between 01/01/2024 and 31/12/2024

#### How are we doing?: % capacity excluding comps

- Total number of tickets put on sale for events taking place between 01/01/2024 and 31/12/2024

#### Are we maximising income?: average value per ticket sold

- Total gross income from tickets sold for events taking place between 01/01/2024 and 31/12/2024

#### Are we maximising income?: average annual income per ticket buyer

- Number of unique ticket buyers purchasing at least one ticket for an event taking place between 01/01/2024 and 31/12/2024

#### Are they booking later?

There are two ways you can answer this question, depending on what your ticketing system can tell you – looking at transactions OR looking at unique ticket buyers:

EITHER

- Number of transactions between 0 and 7 days in advance of an event taking place between 01/01/2024 and 31/12/2024
- Total number of transactions for events taking place between 01/01/2024 and 31/12/2024

OR

- Number of unique ticket buyers purchasing tickets 0 to 7 days in advance of at least one event that took place between 01/01/2024 and 31/12/2024
- Total number of unique ticket buyers for events taking place between 01/01/2024 and 31/12/2024

#### How many customers have purchased for the first time?

- Number of unique ticket buyers purchasing for the first time who bought for an event taking place between 01/01/2024 and 31/12/2024

#### How many customers have I kept from the previous year?

- Number of unique ticket buyers who bought for an event taking place between 01/01/2023 and 31/12/2023
- Number of unique ticket buyers who bought for at least one event taking place between 01/01/2023 and 31/12/2023 AND for at least one event between 01/01/2024 and 31/12/2024

**How engaged are they?: % of ticket buyers purchasing for one event only**

- Number of unique ticket buyers purchasing for just one event taking place between 01/01/2024 and 31/12/2024

**How many customers purchasing in this year can we communicate with?**

- Number of unique ticket buyers who bought for an event taking place between 01/01/2024 and 31/12/2024 who have opted in to receive marketing communications by email and/or post

Please send me your spreadsheet **PAFInsights[your organisation].xlsx** at [heather@heathermaitland.co.uk](mailto:heather@heathermaitland.co.uk)

A huge thank you

Best wishes  
Heather