Audience Insights

Collecting the evidence

Theatre Forum

Building a stronger performing arts community in Ireland.

Hello!

Your organisation is participating in the Theatre Forum Audience Insights project. Katy Raines from Indigo and I are collaborating with the Theatre Forum team to support arts centres, theatres and festivals get the evidence you need to grow and broaden audiences by answering your Who?, How?, Why? and So What? questions. We are also trying to ensure that you can use the Audience Insights in your applications and reports to funders.

This bit of the project focuses on audience data and will answer just nine key questions requested by participants in Theatre Forum's gathering of venues, festivals and artists in Cork in October last year:

- 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 kept?
- How engaged are they?: % of ticket buyers purchasing for one event only
- Do we have a late booking problem?: % of orders within seven days of the event
- How many customers purchasing in this year can we communicate with?

We're starting from scratch so we need to have a comparison for the 2022 insights against. 2019 was the last "normal" year pre-pandemic so I'll also be asking you to extract the data to answer the nine questions for both 2019 and 2022.

I will be the only person to see your results apart from you. I will send you a report showing your Insights compared to the average for organisations like yours. I will only share the averages and ranges for all festivals, all small scale venues and all large scale venues with anyone else.

Here are the step-by-step instructions, so log into Ticketsolve and let's get started.

Step 1: Tell me about your programme

Open the Excel spreadsheet you downloaded along with these step by step instructions. 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 programmes in 2022 and 2019. We want to show the overall impact of your organisation so if you programmed any free events in 2019 or 2022, please enter the number of people who attended those free events in each year – estimate if you need to.

Did you sell tickets in 2019 or 2022 through anyone else's ticketing system? If so, please enter the number of tickets in the spreadsheet (this is because they won't be recorded on your Ticketsolve system).

Step 2: Get rid of duplicates

It is important that there are no duplicate customer records on your system. If there are, you will appear to have kept too few customer and have too many first time attenders and customers who have only bought tickets for one event. Here's how: https://ticketsolve.zendesk.com/hc/en-us/articles/209689963

If, after the pandemic years, you have large numbers of duplicates, you might want to consider asking the Ticketsolve team to do a mass deduplication for you: https://ticketsolve.zendesk.com/hc/en-us/articles/12787216675732-Mass-customer-deduplication

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 for 2022 and then for 2019:
- light entertainment
- amateur events
- venue rentals or hires for arts and entertainment performances and workshops
- events that your organisation has programmed and promoted outside your venue eg community centres (but exclude tours of the same event outside your catchment area)
- films, workshops and participatory events.

What to leave out
There are some types of activity in 2019 and 2022 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 definitely 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.

Exclude them by doing ONE of the following:
- Add all shows that should be excluded to a program (call it something like "Exclusion" program) and then exclude that program from reports using the **Events in program for** filter
- Add all shows to a category (call it something like "Exclusion" category) and then exclude that category from reports using the filter **Events in category**
- When creating your 2022 and 2019 reports, use the filter **Saw shows** to exclude the shows you don't want.
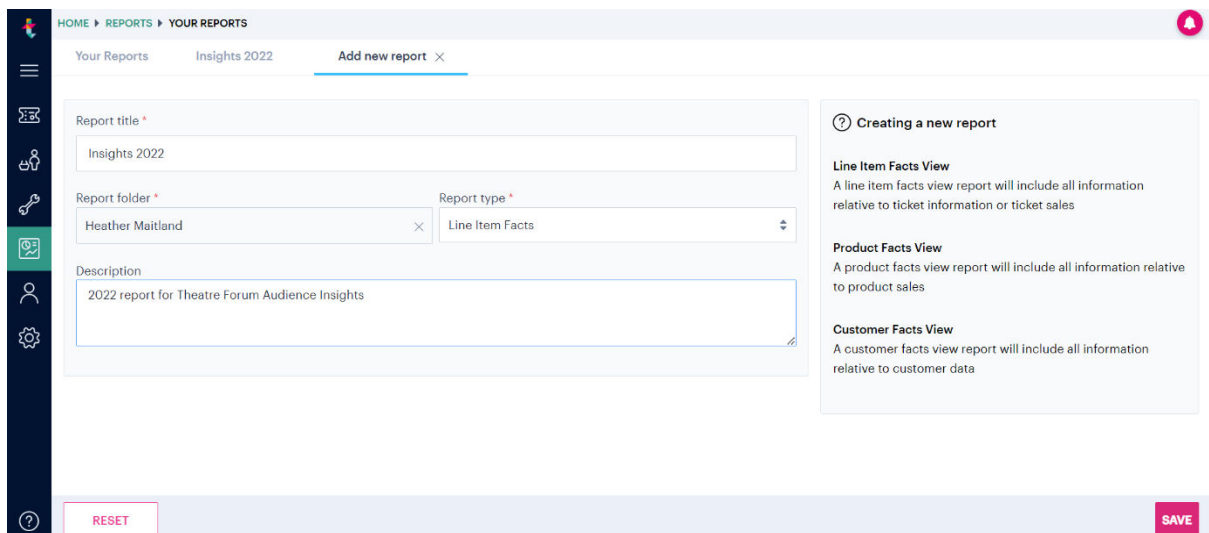
Step 4: Create your 2022 report

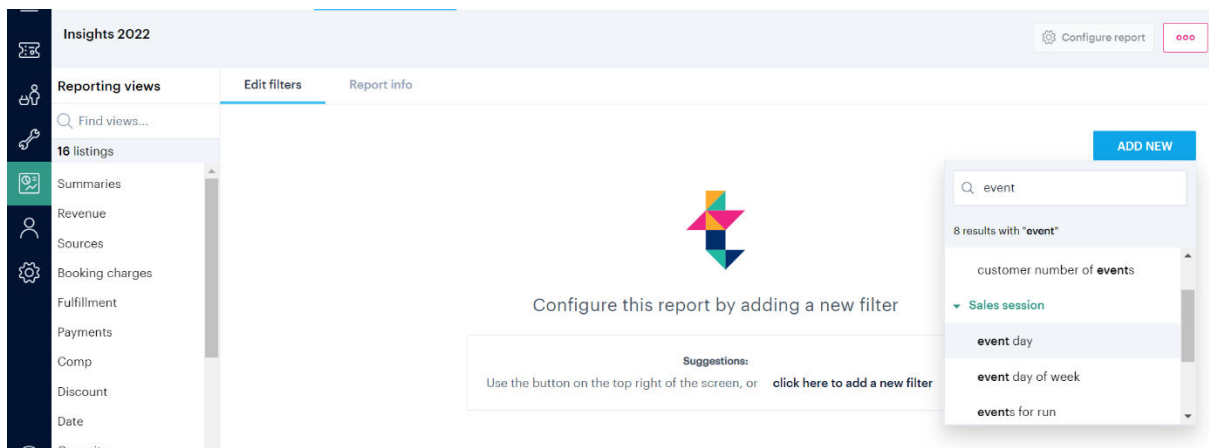Go into **Reports** then into **Your Reports**
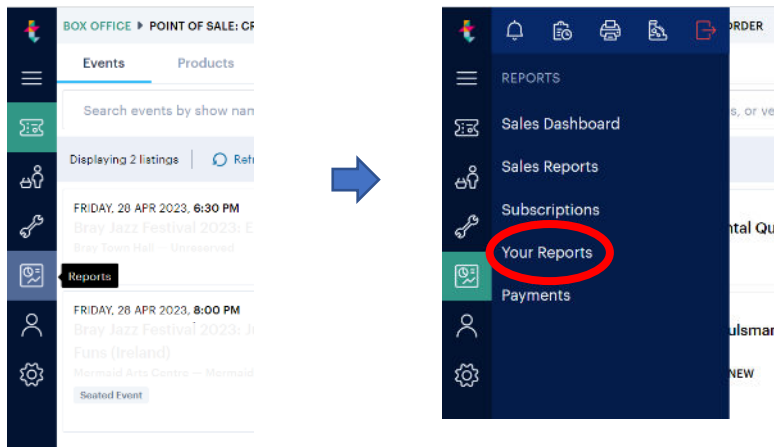
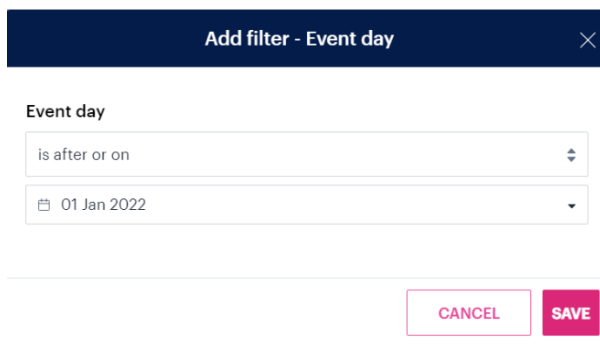Click on **Add New** and select **Report** from the drop down menu
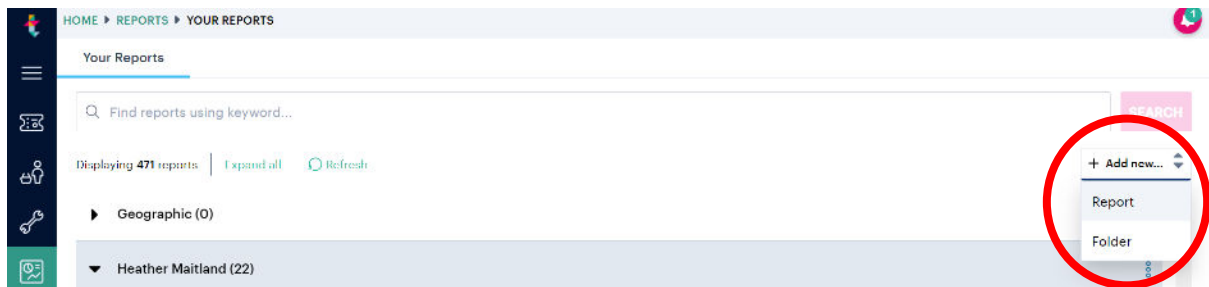
Give the report the name **Insights 2022** and a description, choose the folder where you want to save it and select the Report Type **Line Item Facts.** Now click on **Save** in the bottom right hand corner of the screen.

Add a filter by clicking on **ADD NEW** and selecting **event day**

In the pop up box, select **is after or on** from the drop down menu then click on the calendar icon and select **01 January 2022**. Click on **Save**

Add another filter by clicking on **ADD NEW** and selecting **event day** again.

In the pop up box, select **is before or on** from the drop down menu then click on the calendar icon and select **31 December 2022**. Click on **Save**
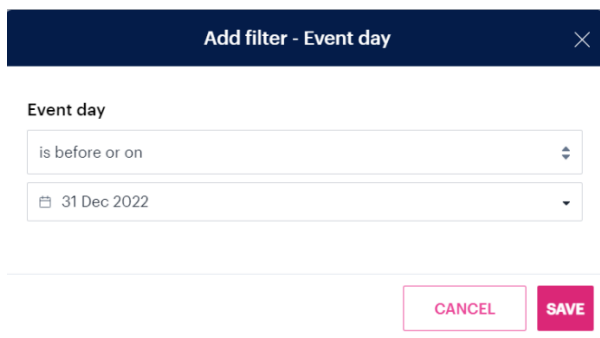
We want to exclude complimentary tickets so add another filter. Click on **Add New**. This time select **ticket price**
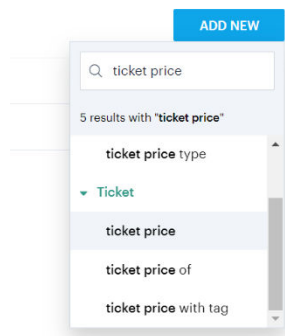
In the pop up box, select **that is greater than or equal to** and then underneath enter **1**. Click on **Save** This means we will only include customers who have spent at least £1 on at least one ticket.
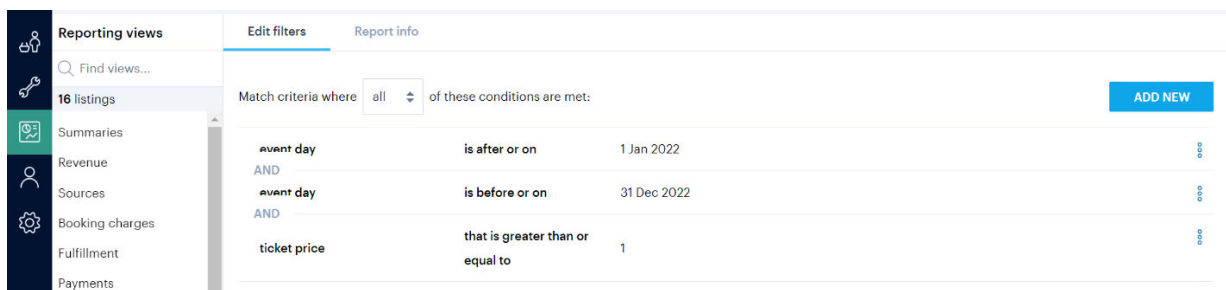

If you decided in Step 2 that you needed to exclude some events, click on **ADD NEW** and select whichever of the following filters you chose to use in Step 3:
- Events in program for
- Events of category
- Saw show

Now tick in the red boxes to **exclude** the shows, program or category you don't want. Click on **Save.**
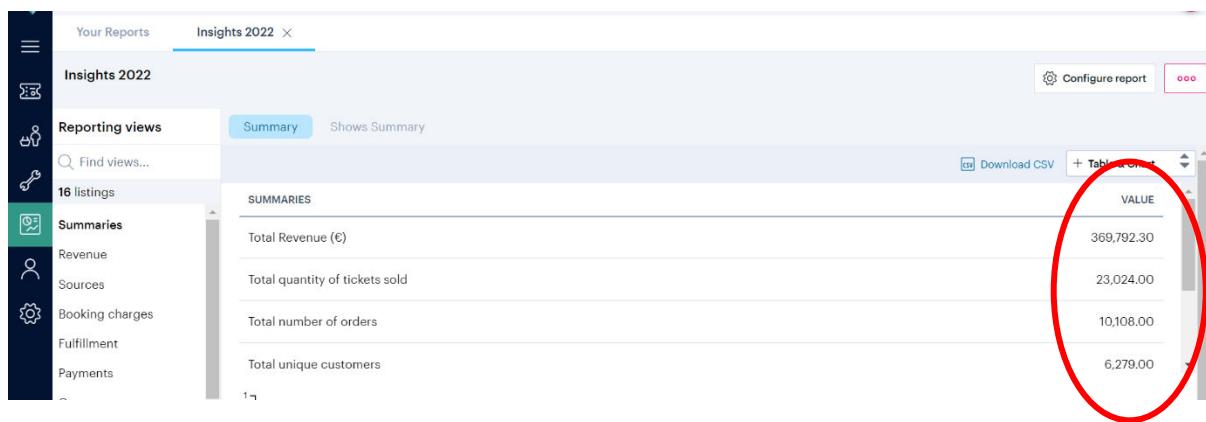
Step 5: Getting the answers: how are we doing?
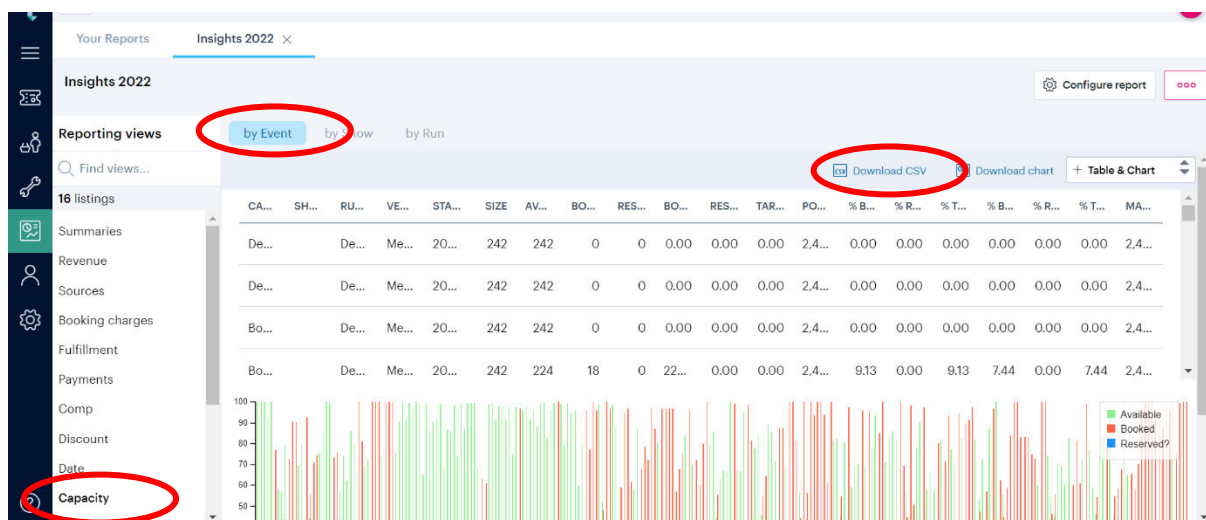
Click on the Reporting view **Summaries**
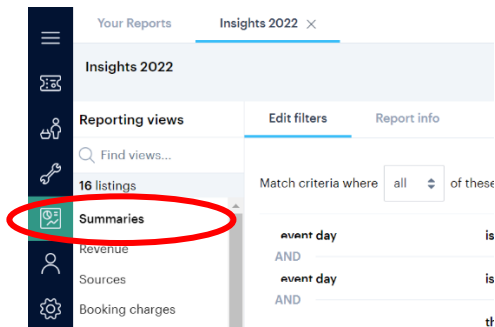
Enter the following figures from the data table into the spreadsheet:
- Total revenue (€)
- Total quantity of tickets sold
- Total unique customers

Now click on the Reporting view **Capacity** and then click on the tab **By event**.

Click on **Download CSV** and save it, naming the file **Capacity2022_[your organisation name]** Make sure you save it on a drive you can access as you'll need to send it to me.

You need to tidy up the data in the report to remove cancelled shows. Here's how.

Open the report you saved in Excel. (Don't log out of Ticketsolve because you'll need your 2022 report again in a few minutes). Click in a cell in the table and sort it smallest to largest by the **Booked** column (column H). You'll find the Sort button under the Data tab.

The events at the top of the report will now be those with very low or no ticket sales. For each cancelled show, delete the figure in the **Size** column (column F). You may also want to exclude livestreamed events with very low ticket sales completely so delete the figures in the **Booked** and the **Size** columns. (You'll see the show name and venue layout but I've blanked them out in the screenshots below)

Please also check the **Size** figure for any events, like workshops or livestreams, where you only intended to sell a certain number of tickets but the **Size** remains at maximum capacity. Change the **Size** figure to the capacity intended.

All you need to do now is add up the remaining figures in the **Size** column. Go down to the bottom row of the report and delete the total in column F. Enter **=SUM(F2:F[whatever the bottom row is]** and hit Enter. Add the resulting total to your spreadsheet.

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
267	Junior Musicals: The	Default	Stage NEW	########	242	0	242	0	4750	0	0	4750	100	0	100
268	Junior Musicals: The	Default	Stage NEW	########	242	0	242	0	4580	0	0	4580	100	0	100
269	Junior Musicals: The	Default	Stage NEW	########	242	0	242	0	4755	0	0	4755	100	0	100
270	Ballet Ireland Presen	Default	Stage NEW	########	242	0	242	0	6300	0	0	6300	100	0	100
271	Ballet Ireland Presen	Default	Stage NEW	########	242	0	242	0	6245	0	0	6245	100	0	100
272	Total	undefined	undefined	undefined	undefined	48438	30984	24658	0	369792.3	0	0	642069.3	undefined	undefined	undefined
273																

Step 6: Getting the answers - how many are late bookers?

Go back to your 2022 report in Ticketsolve and click on the Reporting view **Date** and then the tab **by Days before**.

Scroll down the data table until you reach -7 in the **Date Analysis** column. Add up the figures for rows **-7 to 0** in the **Single Orders** column. Enter the resulting total in the spreadsheet.

Now scroll down to the bottom of the data table and enter the figure in the **Total** row for the whole **Single Orders** column into the spreadsheet.

These two figures will give us the percentage of orders within seven days of the event.

Step 7: Getting the answers - how engaged are they?

Now click on the Reporting view **Visit count** and then check the **by Events number** tab is highlighted. Look at the **Occurrences** column and enter the figure for **1 visit** in the spreadsheet.

Step 8: Getting the answers - how many are new customers?

Click on the **three magenta dots** towards the top right of your screen and select **Duplicate to.**
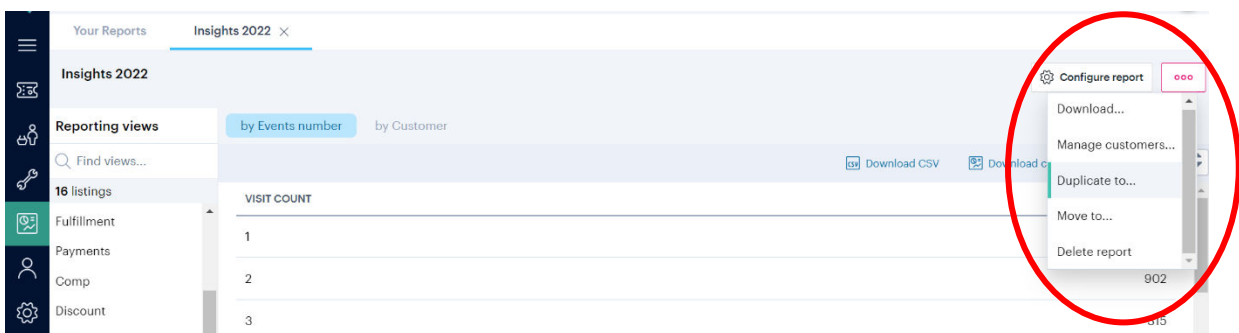
In the pop up box, select the folder where you are saving these reports and give the report the title **Insights 2022 New**. Click on **Duplicate**.

We need to add two more filters so click on **ADD NEW** and select **customer first attended event date**

In the pop up box, select **is after or on** from the drop down menu then click on the calendar icon and select **01 January 2022**. Click on **Save**

Click on **ADD NEW** and again select **customer first attended event date**

In the pop up box, select **is before or on** from the drop down menu then click on the calendar icon and select **31 December 2022**. Click on **Save**

Click on the Reporting view **Summaries**

Enter the figure for **Total unique customers** in the spreadsheet

Step 9: Getting the answers – how many can we communicate with?

Close the **Insights 2022 New** report. Reopen your **Insights 2022** report.
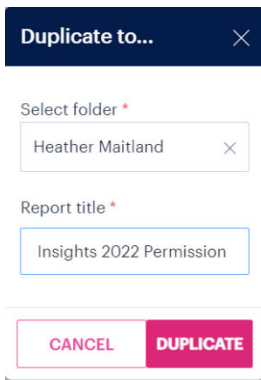
Click on the **three magenta dots** towards the top right of your screen and select **Duplicate to.**
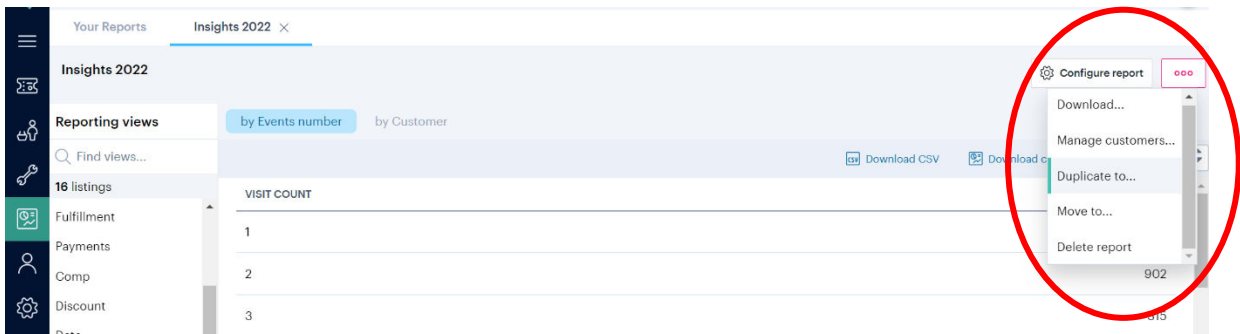
In the pop up box, select the folder where you are saving these reports and give the report the title **Insights 2022 Permission**. Click on **Duplicate**.


Add another filter by clicking on **ADD NEW** and selecting **Opted in for email**. Slide the **that is set to** button to the right so it turns turquoise and click on **Save**.
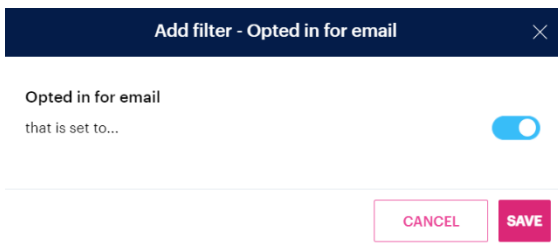
Hover the cursor over the three blue circle icon to the right of the **Opted in for email** filter you have just added. Click on the plus icon.


Select **Opted in for mail**. Slide the **that is set to** button to the right so it turns turquoise and click on **Save**. Note that there is an OR in between your two "Opted in for" filters. That means that the filters will select people who have opted in for email OR opted in for mail OR opted in for both.
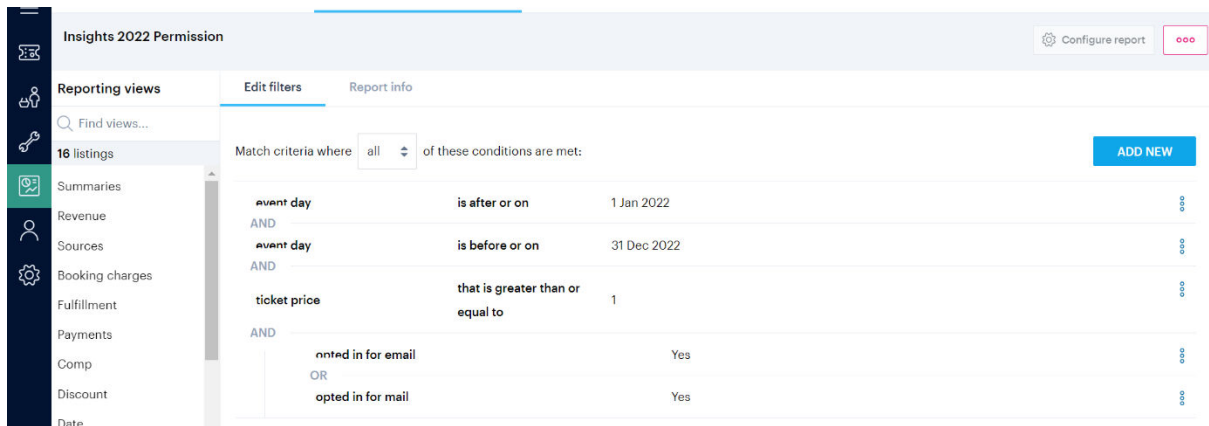
Click on the Reporting view **Summaries.**

Enter the figure for **Total unique customers** in the spreadsheet
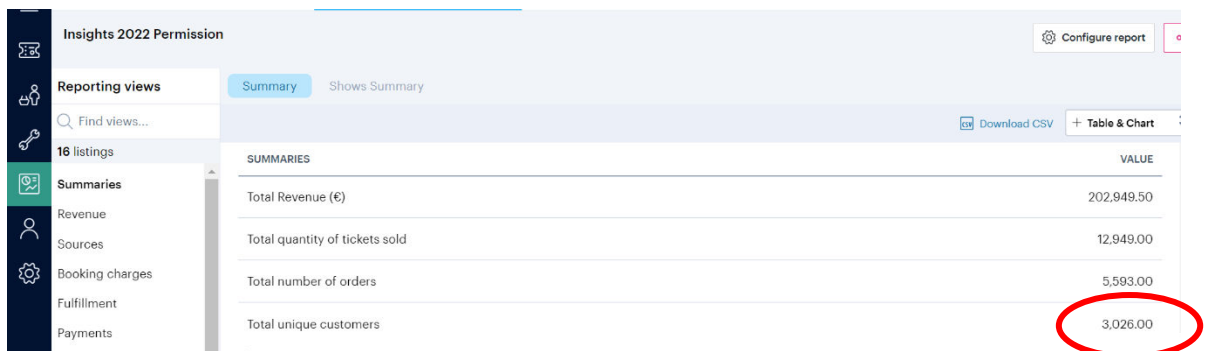
Step 10: Getting the answers – how many have we kept?

We need to see how many of the customers buying tickets in 2021 also bought tickets in 2022. We'll start by extracting 2021 ticket buyers.

Close your **Insights 2022 Permission** report and your **Insights 2022** report.

Click on **Add New** and select **Report** from the drop down menu.
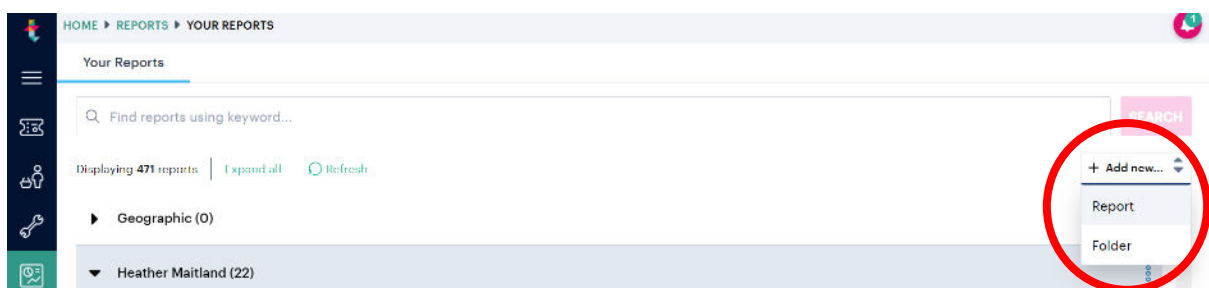
Give the report the name **Insights 2021** and a description, choose the folder where you want to save it and select the Report Type **Line Item Facts.** Now click on **Save** in the bottom right hand corner of the screen.

Just as you did before, add a filter by clicking on **ADD NEW** and selecting **event day.**

In the pop up box, select **is after or on** from the drop down menu then click on the calendar icon and select **01 January 2021**. Click on **Save**
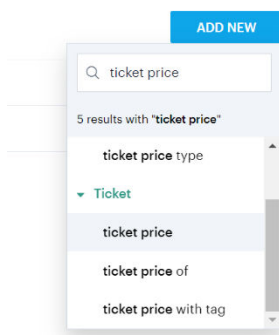
Add another filter by clicking on **ADD NEW** and selecting **event day** again.

In the pop up box, select **is before or on** from the drop down menu then click on the calendar icon and select **31 December 2021**. Click on **Save**

We want to exclude complimentary tickets so add another filter. Click on **Add New**. Select **ticket price**

In the pop up box, select **that is greater than or equal to** and then underneath enter **1**. Click on **Save**. This means we will only include customers who have spent at least £1 on at least one ticket.
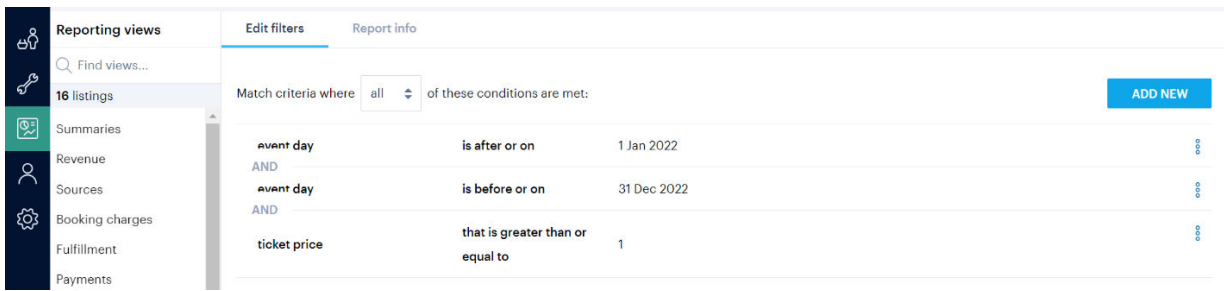
If you decided in Step 2 that you needed to exclude some events, click on **ADD NEW** and select whichever of the following filters you chose to use in Step 3:

- Events in program for
- Events of category
- Saw show

Now tick in the red boxes to **exclude** the shows, program or category you don't want. Click on **Save.**

Click on Reporting view **Summaries**

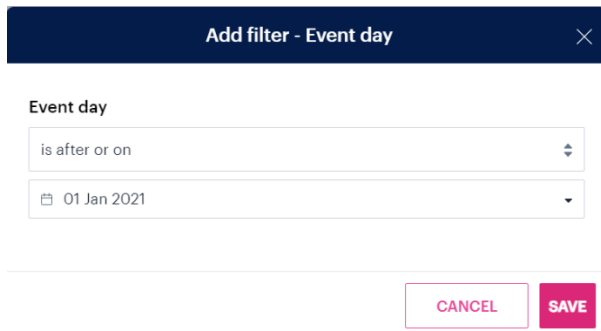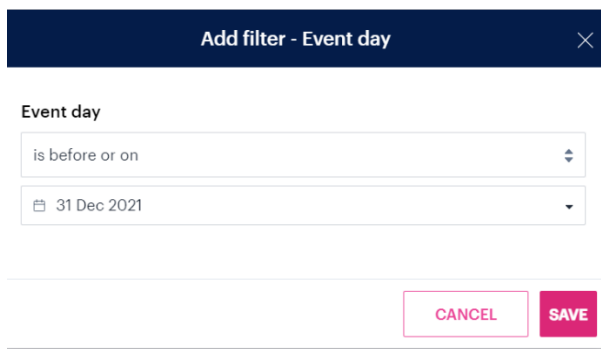Enter the figure for **Total unique customers** in your spreadsheet.

Now we need to find out how many of them also bought tickets in 2022. Click on Configure report.
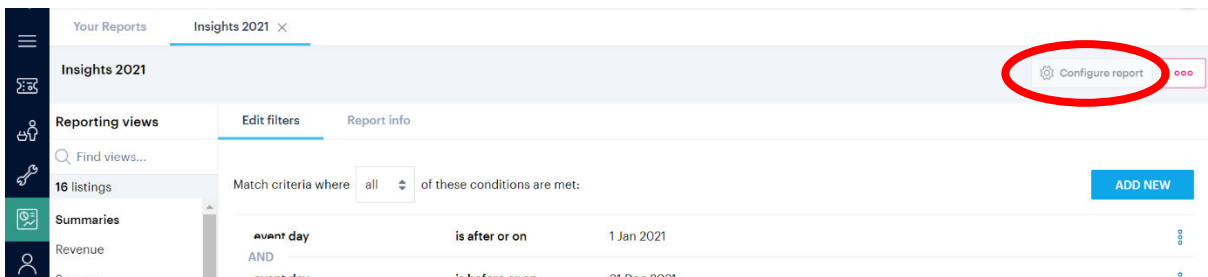
Click on **ADD NEW** and select **based on customers in.**

Scroll to find your **Insights 2022** report. Click on the **+ symbol** in the second column.

Click on **Save**

Click on **Summaries** and enter the figure for **Total unique customers** into the spreadsheet.

Close your **Insights 2021** report.

And that's it for 2022! Let's look at 2019. It will make the 2022 figures more meaningful. And this will be the last time that you will have to analyse two years' worth of data at once.
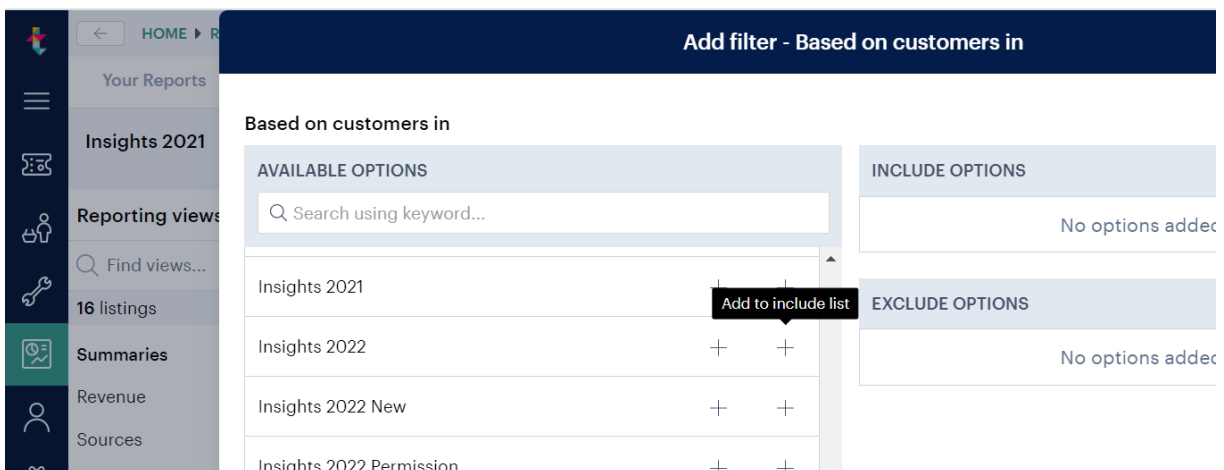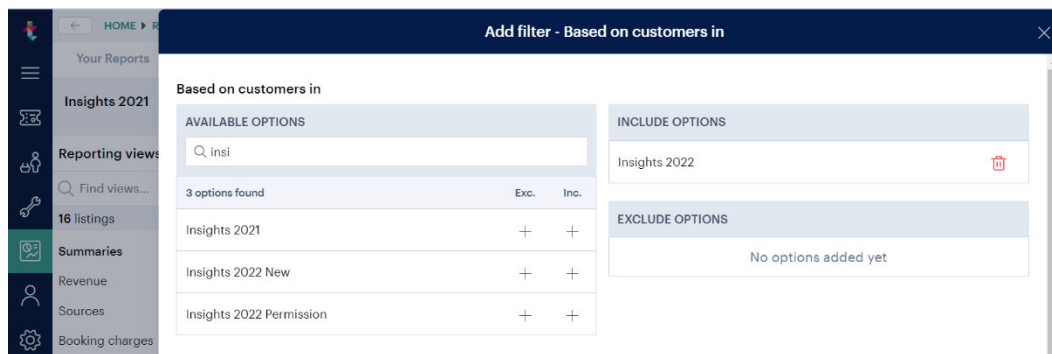
Step 11: Create your 2019 report

Repeat Step 4 but this time, your filters should be:

> **event day is after or on 1 January 2019**
> AND
> **event day is before or on 31 December 2019**
> AND
> **ticket price is greater than or equal to 1**

Step 12: Getting the answers for 2019

Click on each of the Reporting views and enter the following data into your spreadsheet.

Reporting view **Summaries**
- Total revenue (€)
- Total quantity of tickets sold
- Total unique customers

Reporting view **Capacity**
Click on the **By event** tab and then **Download CSV.** Save the file, naming it **Capacity2019_[your organisation name]** and tidy it up by sorting it and deleting the figure in the **Size** column for any cancelled events.

You may also want to exclude completely any livestreamed events with very low ticket sales so delete the figures in both the **Booked** and **Size** columns

Reporting view **Date**
Click on the **by Days before** if it isn't already highlighted
Scroll down the table and add up the figures for rows **-7 to 0** in the **Single Orders** column
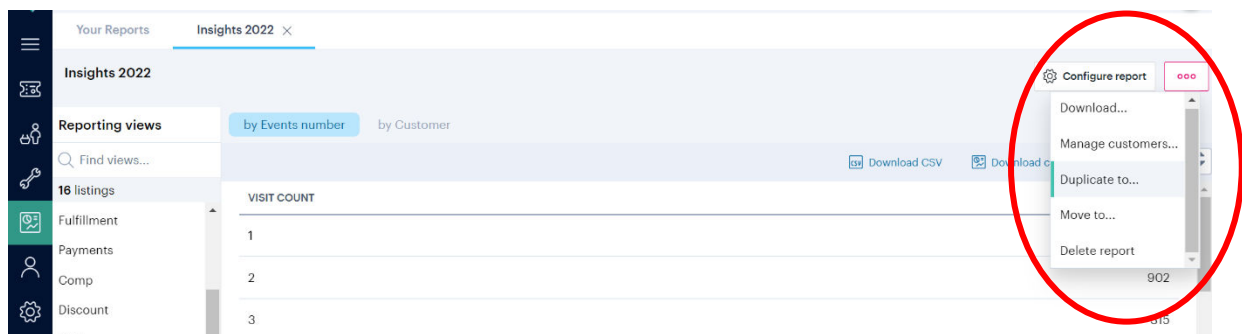
Reporting view **Visit count**
Click the **by events number** tab if it isn't already highlighted.
Enter the figure for **1 visit** in the **Occurrences** column

Step 13: How many were new customers in 2019?

Click on the **three magenta dots** towards the top right of your screen and select **Duplicate to.**

In the pop up box, select the folder where you are saving these reports and give the report the title **Insights 2019 New**. Click on **Duplicate.**

Add two more filters:

> **customer first attended event date is after or on 01 January 2019**
> AND
> **customer first attended event date is before or on 31 December 2019**

Click on the Reporting view **Summaries** and enter the figure for **Total unique customers** in the spreadsheet.

Close the **Insights 2019 New** report.

Step 14: How many could we communicate with in 2019

Reopen your **Insights 2019** report and click on the **three magenta dots** towards the top right of your screen. Select **Duplicate to**, select the folder where you are saving these reports and give it the title **Insights 2019 Permission.** Click on **Duplicate.**

Add another filter by clicking on **ADD NEW** and selecting **Opted in for email.** Slide the **that is set to** button to the right so it turns turquoise and click on **Save.**

Hover the cursor over the three blue circle icon to the right of the **Opted in for email** filter you have just added. Click on the plus icon.

Add another filter by clicking on **ADD NEW** and selecting **Opted in for mail**. Slide the **that is set to** button to the right so it turns turquoise and click on **Save.**

Click on the Reporting view **Summaries**.

Enter the figure for **Total unique customers** in the spreadsheet.

Step 15: How many did we keep in 2019?

Close your **Insights 2019 Permission** report and your **Insights 2019** report.

Repeat Step 4 yet again, but this time for 2018. Call the report **Insights 2018**. Your filters should be:

> **event day is after or on 1 January 2018**
> AND
> **event day is before or on 31 December 2018**
> AND
> **ticket price is greater than or equal to 1**

Reporting view**: Summaries**
Enter the figure for **Total unique customers** into the spreadsheet.

Now we need to find out how many of them also bought tickets in 2019. Click on Configure report and **ADD NEW** and select **based on customers in.**

Scroll to find your **Insights 2019** report. Click on the **+ symbol** in the second column to add these customers to the **Include** list.

Reporting view: **Summaries**
Enter the figure for **Total unique customers** into the spreadsheet.

And that's it!

Please send me the following at heather@heathermaitland.co.uk

- your spreadsheet **TFInsights[your organisation].xlsx**
- your Capacity reports for 2022 and 2019

A huge thank you

Best wishes
Heather