



Building a stronger
performing arts
community in Ireland.

Sharing Audience Insights

Heather Maitland

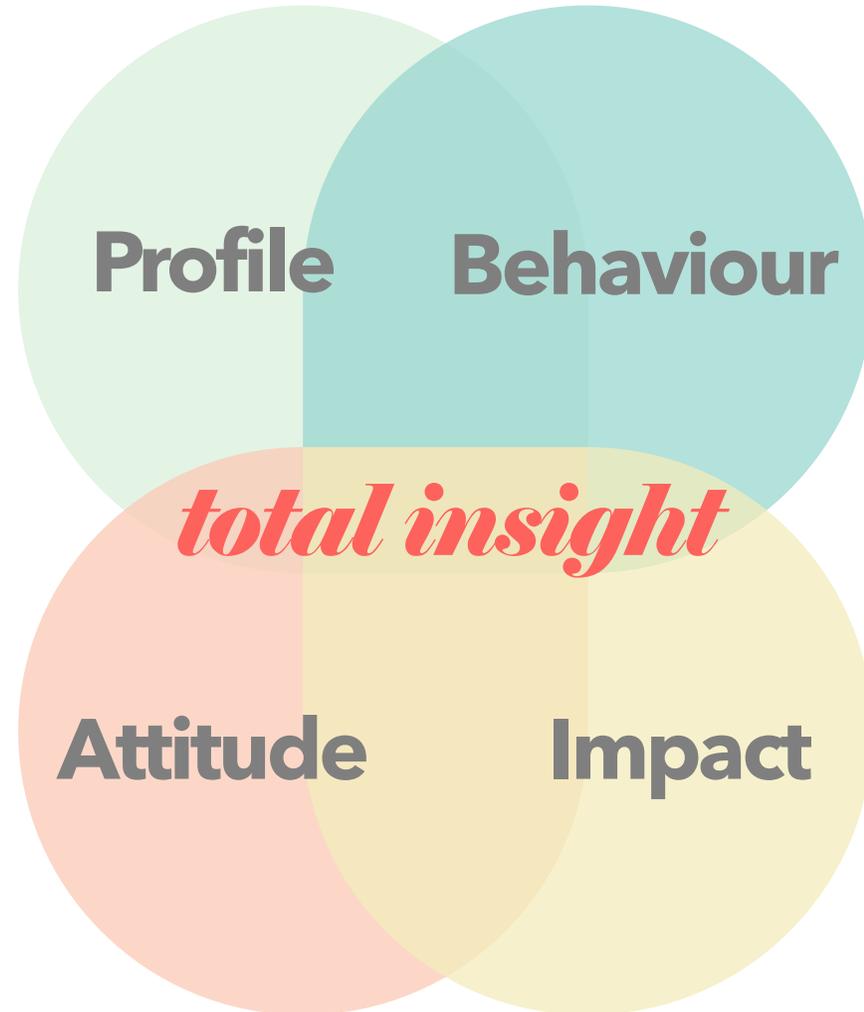
Katy Raines, CEO, Indigo

Who?

Who are the people
you're serving or want to
serve?
How representative are
they?

Why?

Why are people
behaving in these ways?
What are their attitudes
towards you, the arts
and culture?



How?

How are these people
behaving in relation to
your organization, others
or culture in general?

So what?

What impact are you
having? What has
changed, or is changing
because of what you're
doing?

indigo

Audience Insights

- Box office data
- 9 Insights collected annually
- Based on the session at the Cork Gathering in October
- 2022 and 2019
- You extract the data in June
- I send you your report at the end of July
- I will be the only person to see your data



How?

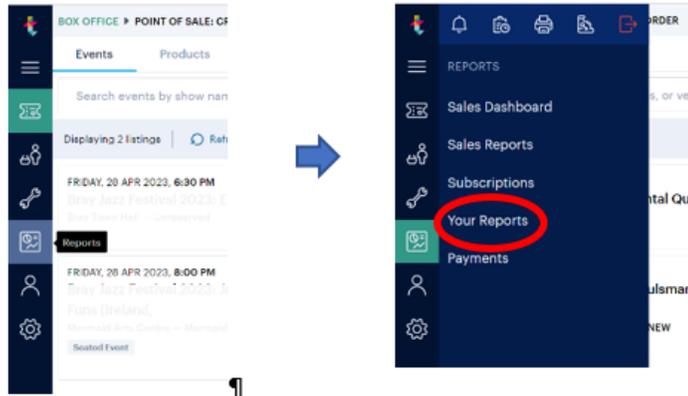
How are these people behaving in relation to your organization, others or culture in general?

The 9 Audience Insights

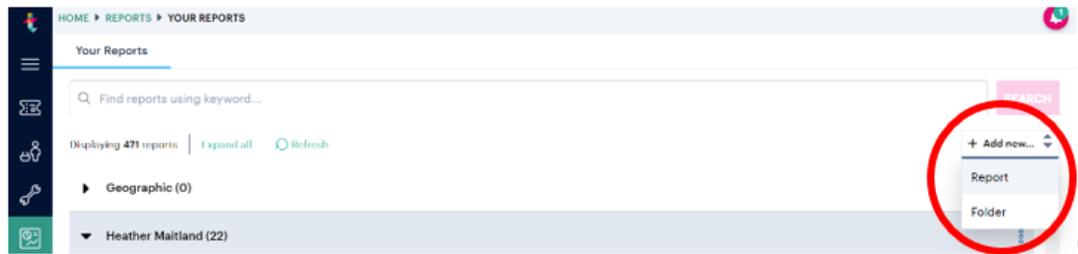
- How are we doing?: tickets sold
- How are we doing?: % capacity excluding comps
- Are we maximising income?: average value per ticket sold
- Are we maximising income?: average annual income per ticket buyer
- What percentage of customers have purchased for the first time?
- What percentage of customers have we kept from the previous year?
- 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
- What percentage of customers can we communicate with?

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.



Download step by step instructions for Ticketsolve users from Theatre Forum's website.

There will also be a Ticketsolve webinar on extracting your Insight data on Wednesday 21st June.

Are we maximising income?: average value per ticket sold

- Total gross revenue from tickets sold for events taking place between 01/01/2022 and 31/12/2022
- Total gross revenue from tickets sold for events taking place between 01/01/2019 and 31/12/2019

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 01/01/2022 and 31/12/2022
- Number of unique ticket buyers purchasing at least one ticket for an event taking place between 01/01/2019 and 31/12/2019

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 01/01/2022 and 31/12/2022
- Number of unique ticket buyers purchasing for the first time who bought for an event taking place between 01/01/2019 and 31/12/2019

How many customers have I kept from the previous year?

- Number of unique ticket buyers who bought for an event taking place between 01/01/2021 and 31/12/2021
- Number of unique ticket buyers who bought for an event taking place between 01/01/2021 and 31/12/2021 AND for an event between 01/01/2022 and 31/12/2022
- Number of unique ticket buyers who bought for an event taking place between 01/01/2018 and 31/12/2018
- Number of unique ticket buyers who bought for an event taking place between 01/01/2018 and 31/12/2018 AND for an event between 01/01/2019 and 31/12/2019

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 01/01/2022 and 31/12/2022

If you use another ticketing system, you can download a specification telling you exactly what information you need to extract.

Audience Insights 2023

Organisation name

Organisation type (please select)

Please tell me anything I should know about your programmes in 2019 and 2022?

How many people attended free events programmed by your organisation in 2019? (estimate if necessary)

How many people attended free events programmed by your organisation in 2022? (estimate if necessary)

Total tickets sold for your events by other organisations in 2019 and not on your ticketing system

Total tickets sold for your events by other organisations in 2022 and not on your ticketing system

2022

2022 Total revenue (€)

2022 Total quantity of tickets sold

2022 Total unique customers

2022 Total tickets put on sale

You will also need to download the relevant form to input your data. There's a version for Ticketsolve users and one for users of other systems.

The deadline for returning your form is 5pm on **Friday 14th July**



The collective approach to audience insight



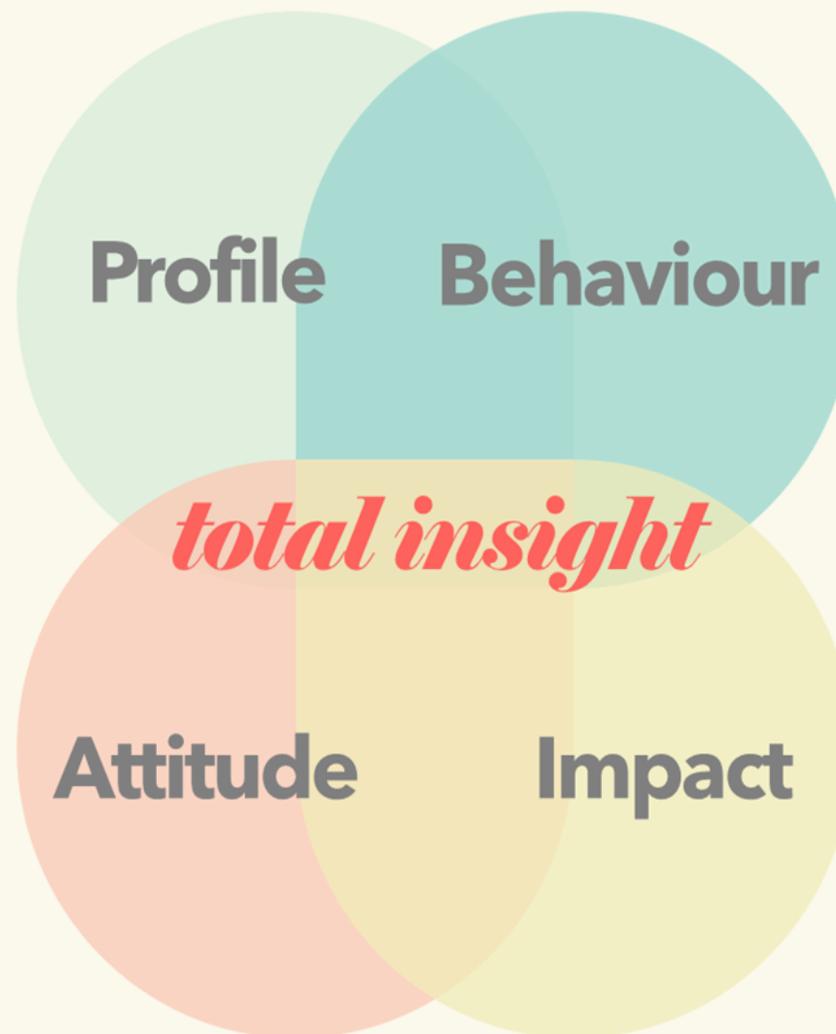
indigo-ltd.com/share

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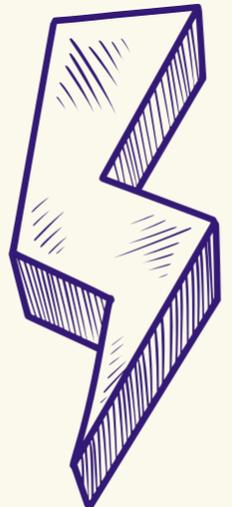
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The collective approach to insight

- Get the **essential information** about your audiences in real time
- Understand how your audiences **compare with others** in the sector across Ireland
- Work collectively to **build a shared understanding** of cultural audiences
- Contribute to **insight for the whole sector** to use

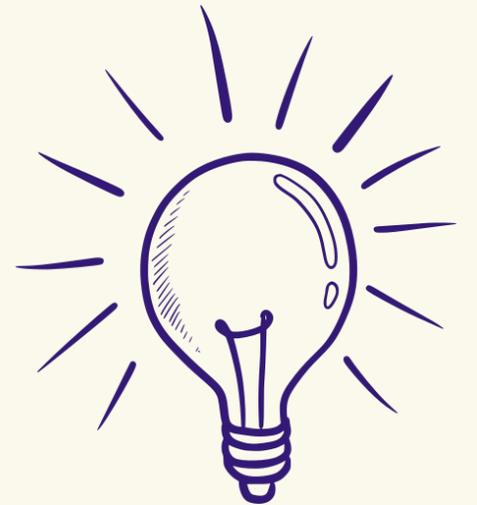


Annual Research with Share Ireland

- **Audience Experience** – a comprehensive post-event survey designed to be sent to audiences shortly after they have attended
- **Audience Overview** – an longer audience check-in with audiences designed to be sent once a year

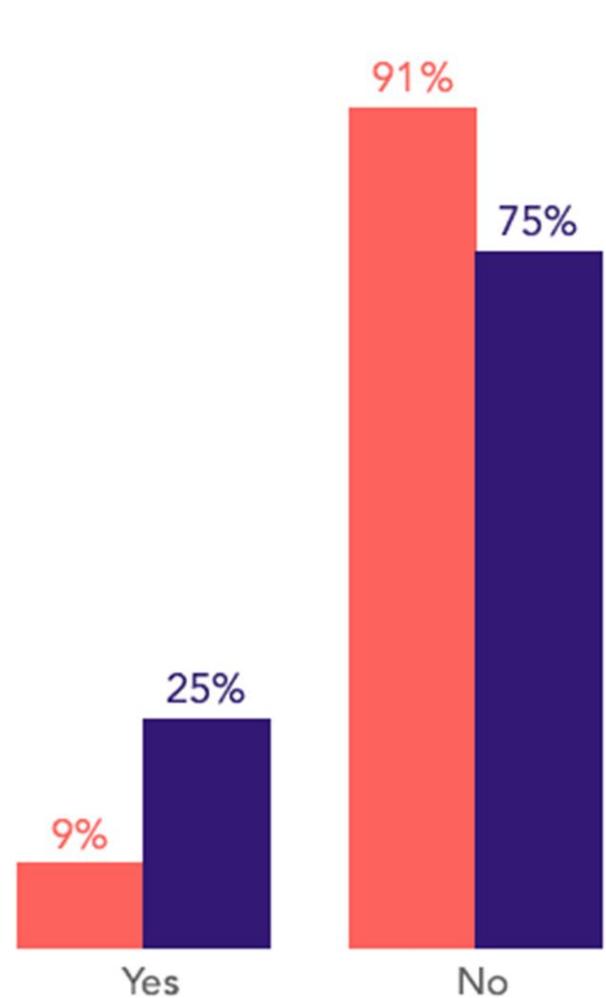
Plus one 'Hot Topic' each year

- **Missing Audiences (22)**
- **Act Green (23/24)**

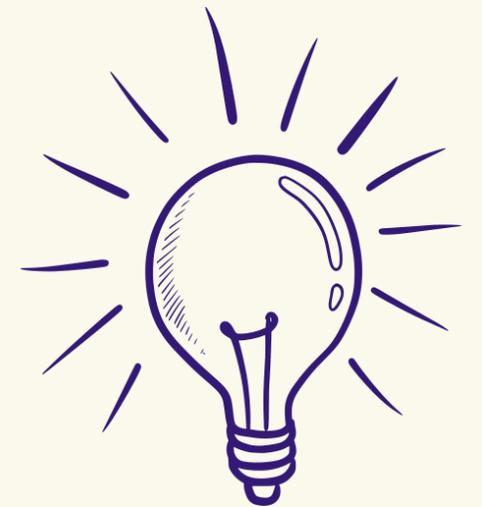


Benchmarking

Was this your first visit to the venue?
n = 19,573

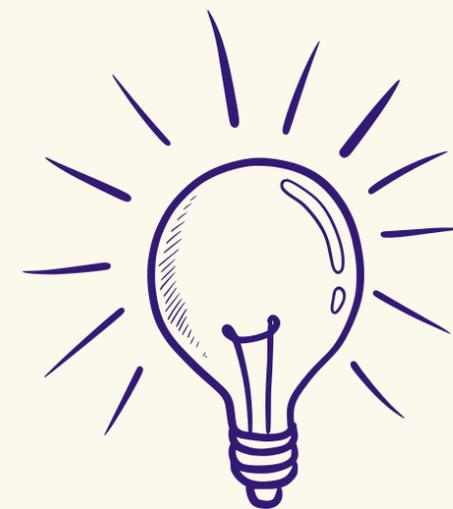
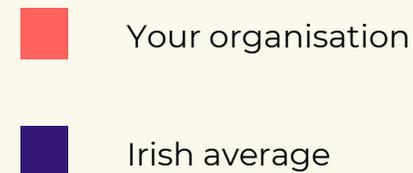
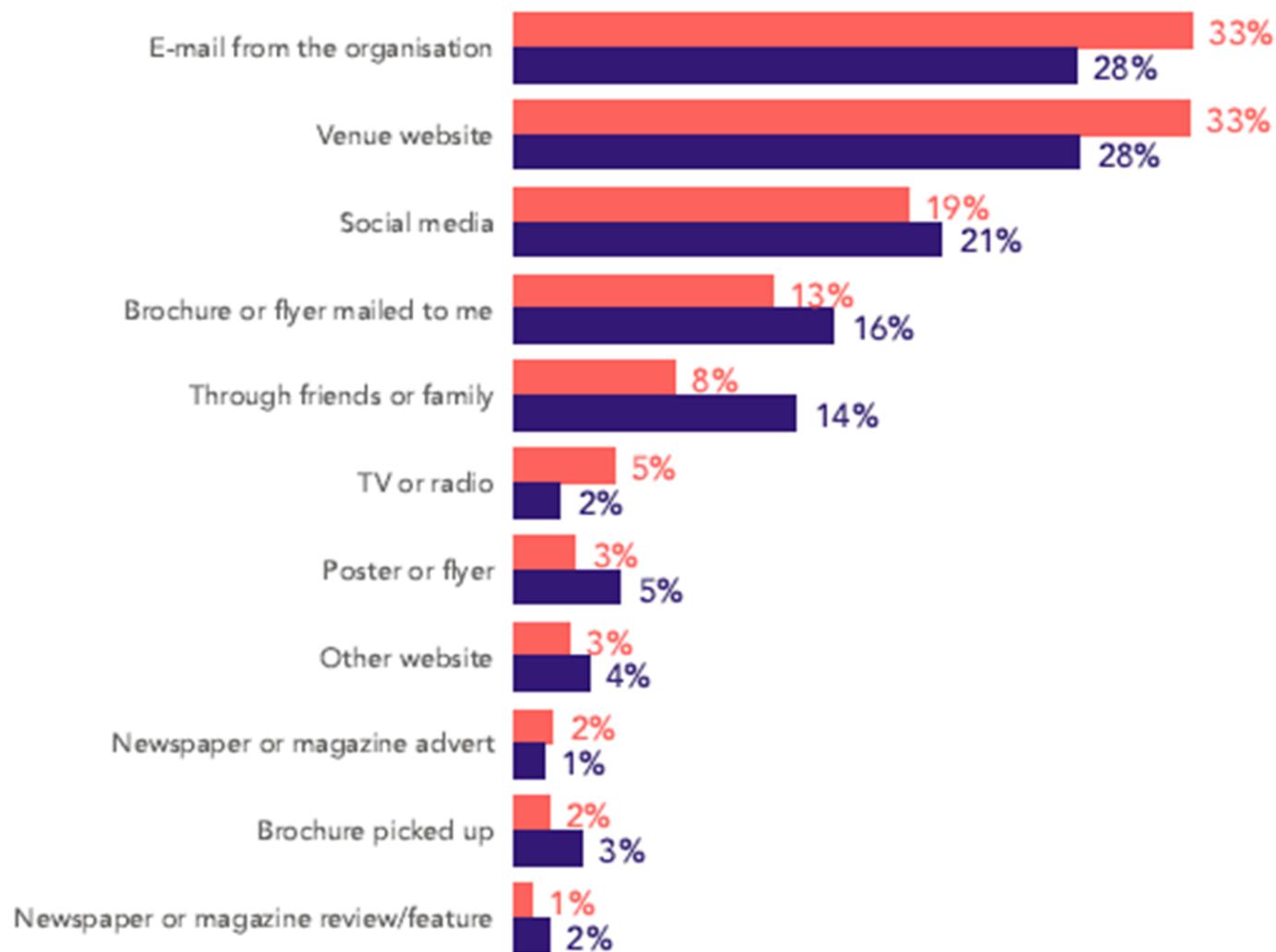


■ Your organisation
■ Irish average



How did you find out about this PARTICULAR event?

n = 17,705



Benefits of Indigo Share

Supports you to interpret and understand your data

CONTEXTUALISE

How do I know if these results are good, bad or meh?

Compare your results to census data

Compare your results to national benchmarks

SO WHAT?

What does this mean and what should I do next?

Benchmark reports

Benchmark webinars

What do the surveys contain?



Audience Experience

A post-visit survey to capture your audience's reaction to their recent experience with you

- Your recent visit
- The performance
- The organisation & facilities
- Overall rating (Net Promoter Score plus free text)

Audience Overview

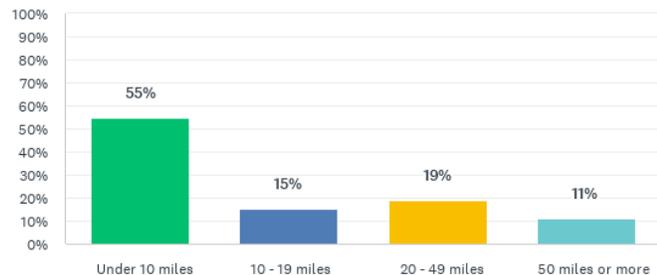
An annual deeper dive to understand audiences better

- Frequency of visit in last year
- Perception of the organisation
- Net Promoter Score
- Cultural behaviour including art form preferences and frequency of attendance
- About you – demographics and geography

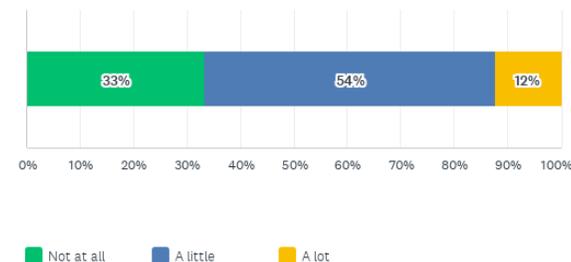
Reporting

Live data display

Q5 Approximately what was the total distance you travelled (in miles) to and from the MAC?

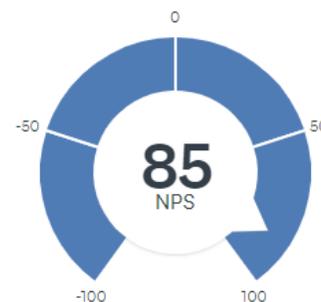


Q21 To what extent is your attendance being influenced by financial and economic pressures?



How likely is it that you would recommend the MAC to a friend or colleague?

Answered: 13 Skipped: 2



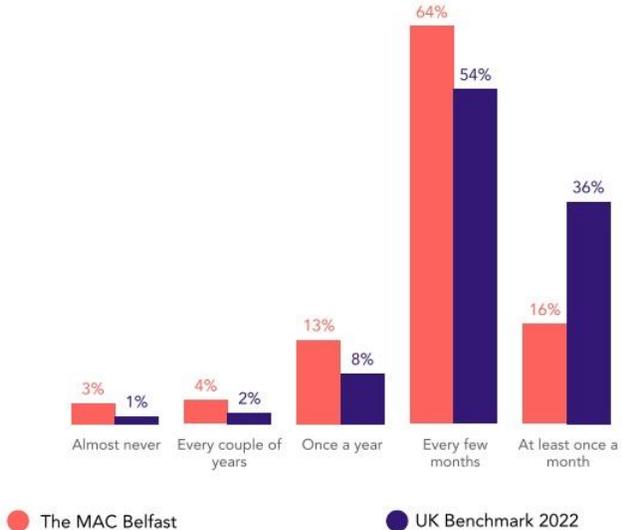
DETRACTORS (0-6)	PASSIVES (7-8)	PROMOTERS (9-10)	NET PROMOTER® SCORE
0	15%	85%	85
0	2	11	

Reporting

Annual benchmark report

Audience Profile: Wider Cultural Activity

How frequently would you say you attend arts and cultural events or venues (e.g. live performances at theatres or concert halls, museums, galleries, cinema)?
n = 395

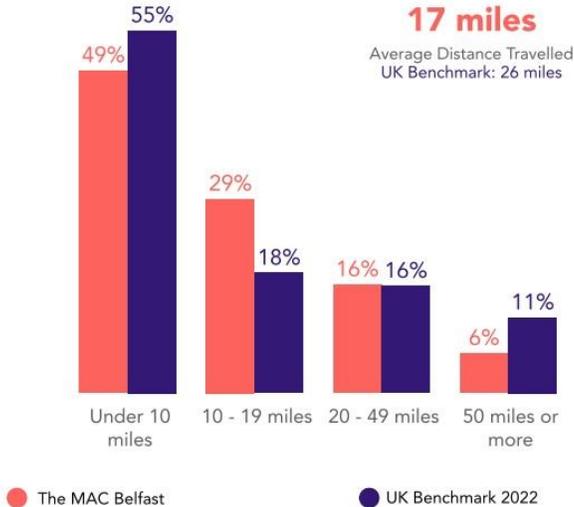


Which of the following describe your artistic and cultural preferences?
n = 435

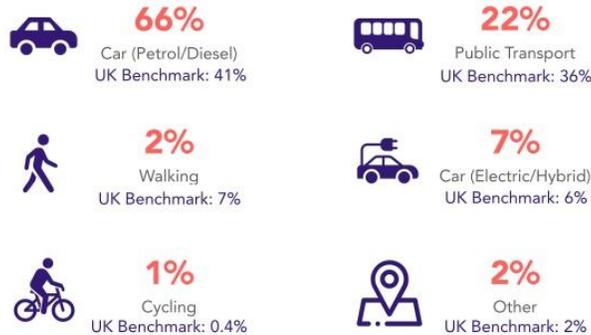


Travel

Approximately what was the total distance you travelled (in miles) to and from the venue?
n = 435



Which transport method did you use for the longest part of the journey?
n = 437



n = the number of responses from The MAC Belfast

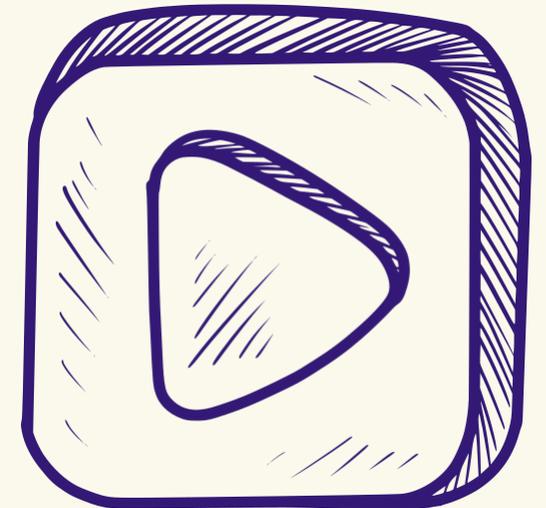
How do I get set up?



Getting set up

Quick and easy set up

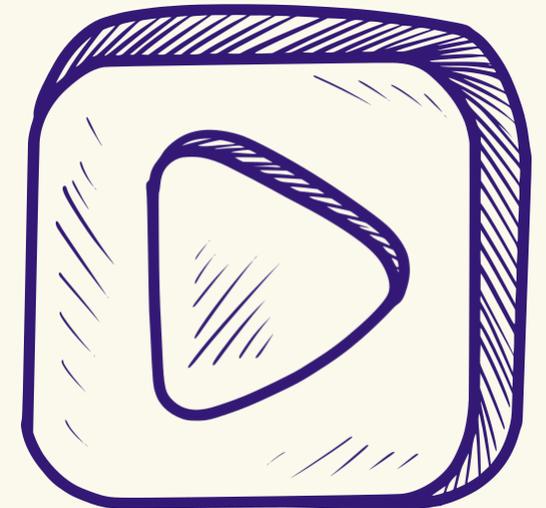
- Use link on Theatre Forum site to register your details
- Indigo team will be in touch to set you up



What we provide you with

For each survey: Annual Overview and Post-show Experience

- Link to send out to audiences
- Suggested email to send out to audiences
- Link to see your own results in real time
- Annual benchmark reporting
- Webinars / Theatre Forum sessions to understand results



Annual Timetable

	Jan 24	Feb	Mar	Apr	May	Jun 23	Jul	Aug	Sep	Oct	Nov	Dec
Audience Overview Survey (send once each year)								 				
Experience surveys (send post-event)		  										
Box Office data		 										
Hot Topic e.g. Act Green					 							



Emails to Audiences



Benchmark report published



Online/in person event to discuss findings



Thank you
Any questions?

