



## 2021 Performing Arts Ticket Buyer Media Usage Study

# KEY FINDINGS SUMMARY

Welcome to the third edition of our study. Here's an overview of the key findings and what they mean for you. You'll also find a quick reference for where to find more information about topics of interest. We'll wrap it up with three areas to focus on in 2022.



# Who's Tuned Into Your Organization?

After two years with few, if any, performing arts events to attend in person and against the backdrop of the unfolding digital privacy changes, you may be wondering, who are these recent ticket buyers who took this survey?

This year, they tended to be older, more closely bonded to your organization, and more likely to report being subscribers, donors, and high-frequency attenders than in past years. This study gives unprecedented access to their media consumption habits and preferences.

## HOW TO READ THIS

The full report explores 11 key findings from the study, highlighted in this summary by the key icon.

The page numbers noted throughout this summary reference pages from the **full report**, where you can get more information on each topic. Want a quick link to download? Tap/click the red button on the bottom right.

## Who are Your Most Loyal Ticket Buyers?



**Frequency of attendance, rather than subscription status, is the greatest indicator of bond with an organization.**

Mine your CRM to segment your most loyal patrons. Look at frequency of attendance, not just subscriber status, since that may shed new light on ticket buyers not captured in your subscriber base. A checklist for maintaining a top-notch CRM is on **pg. 27** of the full study.

## Do Ticket Buyers Plan to Come Back in Person? Virtually?



**96% of ticket buyers plan to come back to your venues after the pandemic. The small subset of respondents who plan to come back in person and through virtual programming are the most loyal and appear to be seeking your artistic content through multiple avenues.**

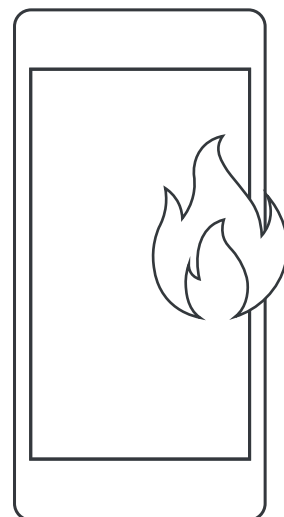
Your most loyal patrons are looking for multiple pathways to enjoy your programming. Harness this interest, whether that means offering full virtual performances or some other digital content. Ideas to get you started are on pg. 31.

## Is Digital Device Burnout Real?



**Reliance on multiple digital devices (desktop, tablet, and smartphone) increased during the last two years. High frequency smartphone use (2+hrs/day) exhibited strong growth across all ages, and most notably among older cohorts.**

Devices are central to modern life and use shows no signs of slowing, so make your website user experience a priority, from desktop to smartphone. Given the rise in smartphone use, a frictionless mobile experience is non-negotiable. Get a jump start on improving your website UX on pg. 36.

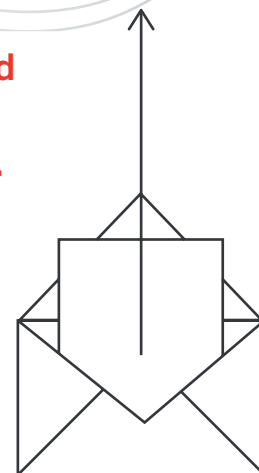


## Where Are People Finding Out About Events?



**Ticket buyers again reported they're most likely to find out about upcoming performing arts events through highly segmented and tailored channels, led by email.**

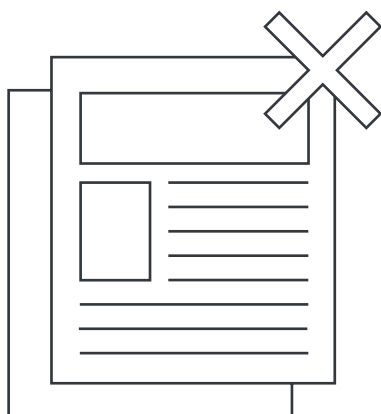
First party data, such as email addresses and the information you collect in your CRM, allow for anticipated, relevant, and personalized communication. Prioritize the collection and maintenance of this data and let it lead your marketing efforts. Learn more about why this matters on pg. 43.



## Time to Cut Those Print Ads?



**Print media continued its decline across all age cohorts. The vast majority of print readers across all age cohorts also consume news online.**



The continued decline of print news readership and the availability of eyes online make digital advertising an extremely cost-effective and reliable avenue with the benefits of laser-like targeting and reporting on outcomes. Get a rundown on the smartest channels where you can join (rather than interrupt) the conversation on pg. 51.

## Should You Advertise on TV?



Use of traditional broadcast television declined slightly while the use of streaming services increased, fueled in part by adoption among older cohorts. The majority of all ticket buyers across viewing platforms skip commercials.

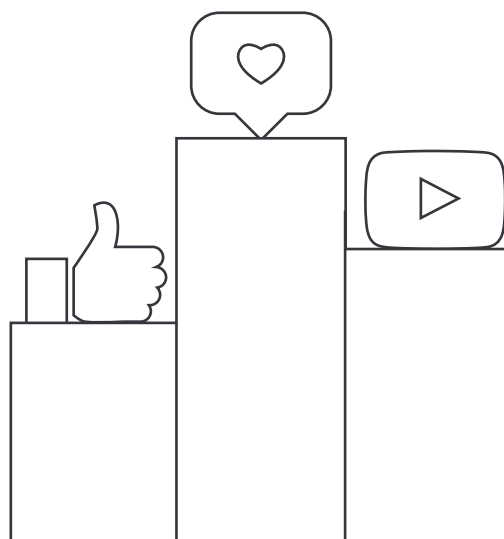
With streaming content on the rise and a significant % of viewers skipping commercials, costly TV advertisements are a poor investment. Our guide to where to place your paid media spend is on pg. 55.

## Are Facebook and Instagram Still Relevant? Should You Be on TikTok?



YouTube, Facebook, and Instagram continue to lead social media use among ticket buyers, but notable shifts in frequency of use are emerging. TikTok is a platform to watch, but it hasn't surpassed Facebook and Instagram, even among younger ticket buyers.

Despite shifts in usership, the top three platforms (YouTube, Facebook, and Instagram) still reign and are the most effective platforms to reach your audiences with segmented, targeted content. Get a refresh on what fuels social media success on pg. 63, and learn how TikTok might fit into your organization on pg. 66.



## How Much Should You Invest In Video?



Online video is a vital form of content, particularly among younger ticket buyers. As with social media, audiences engage with video in different patterns particular to the audience segment and platform.

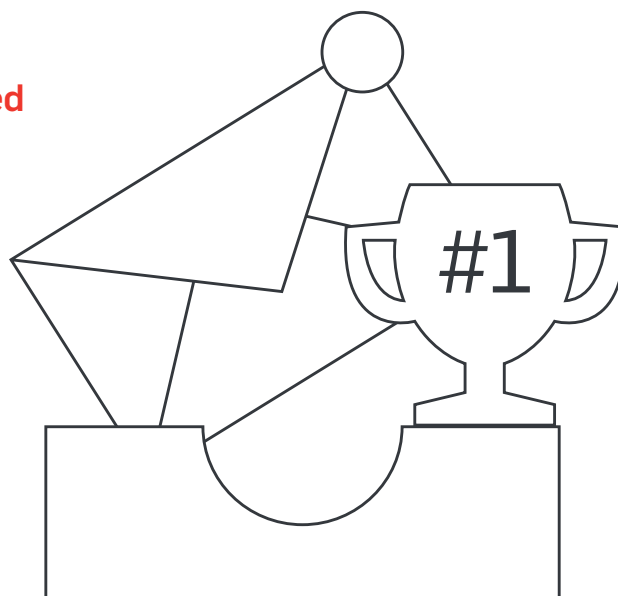
The data shows that YouTube and your website are great spots for content with a longer shelf-life, while videos on Facebook and Instagram are viewed in a way that makes timely content vital. Dive into more info. on how to think about video content on pg. 69 and how to maximize the return on your investment in them on pg. 71.

## Does Anyone Read Their Emails?



Across all media channels surveyed in this study, email remains the most effective route to reach your audience. 93% of ticket buyers receive emails with information about upcoming performing arts events.

A top notch email program is one of the most important marketing investments you can make. See pg. 74 for tips to make your program shine.



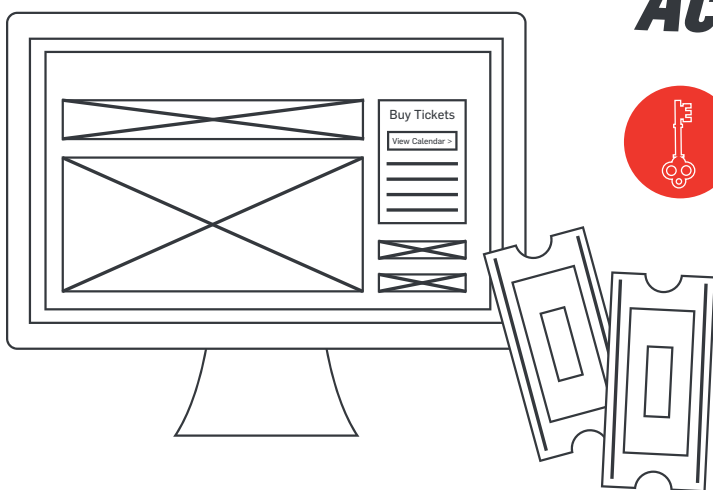
## Does Your Content Have an Impact? What's Influencing Ticket Buyers?



**Content from your organization is equally influential as word of mouth when ticket buyers are deciding to see a performance. For loyal ticket buyers, content from your organization is far and away the most influential source.**

More than ever before, ticket buyers trust and are influenced by your content. Invest in compelling content to keep them tuned in and bring them back into your venues. Read more on the connection between your content and the power of your audience as an extension of your marketing department on pg. 80.

## How Do You Get Ticket Buyers Across the Finish Line?



**Purchasing tickets online is still the runaway preference for ticket buyers surveyed, across all ages.**

Optimize your online purchase path across devices to bring all your marketing efforts over the finish line. Tips on how to get started can be found on pg. 85.

# Where Should You Focus Your Efforts?

Given the evolution occurring in the regulatory landscape around data privacy on digital platforms, prioritizing first party-data—the information that audiences give directly to you, such as email addresses and website activity—is fundamental to consistently engaging with your ticket buyers in a meaningful way. Bringing all the findings together in that context, here are the top three areas we recommend you focus on in 2022:

- 1. Use the changes in the data privacy landscape as an opportunity to prioritize first-party data and analytics.**

Develop robust lead collection, CRM management, and data literacy and analysis that will ground all of your marketing efforts.

- 2. Harness the power of your loyal ticket buyers.**

Our data shows they're tuned in and they hold the potential to amplify all you do—and you likely already have the greatest amount of first-party data from them. Invest in stellar content to fuel word of mouth and continually engage with them.

- 3. Invest in foundational strategies that hold steady even in the midst of dynamic human behavior and regulatory changes.**

Invest in a constellation of effective touchpoints to share your content, led by email, SEO/SEM, an ever-improving website user experience, and social media.





## 2021 Performing Arts Ticket Buyer Media Usage Study

# DOWNLOAD THE STUDY



Thanks for reading the 2021 Performing Arts Ticket Buyer Media Usage Study Key Findings Summary! Dive into all the data in the full study—it's just a download away.

[Get the Data >](#)

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