

The Big Reveal

Minnesota Arts Database Exchange

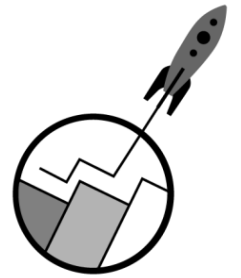
July 17, 2013

Presented by

Will Lester, Vice President of Network Programs



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MINNESOTA AUDIENCE DEVELOPMENT EXCHANGE
July 2013 Big Reveal

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National Census of Arts and Culture

25,000,000

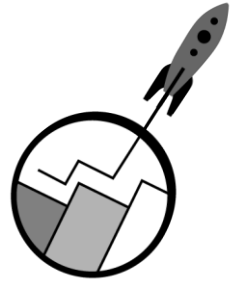
Patron Households

100,000,000

Patron Behaviors

Assumption Free Management

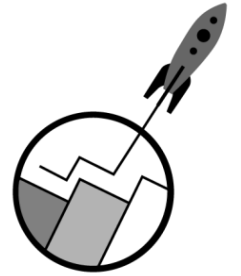
MADE Program Overview



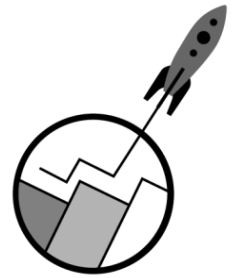
- Central database of arts and cultural patrons
 - Launched Spring 2013
 - Update frequency based on Member Level
 - Address updates quarterly (NCOA)
 - Demographics refreshed every 60-days
- Secure “permission-based” list exchange
- Online Access
 - Reporting & Analysis
 - Custom List Creation

Minnesota Quick Facts

Is Minnesota “Normal?”



Quick Facts	Average
Est. Spring 2013 as TRG’s 20 th Co-op	
25 Member Organization	51 Orgs
812,045 Unique Households	1.1 M
86% of Names Available for trade	69%
21% Multi-buyer Households	22%

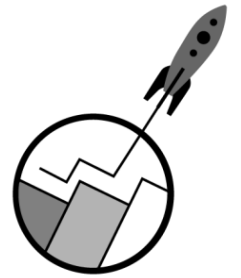


PROGRAM PARTICIPATION

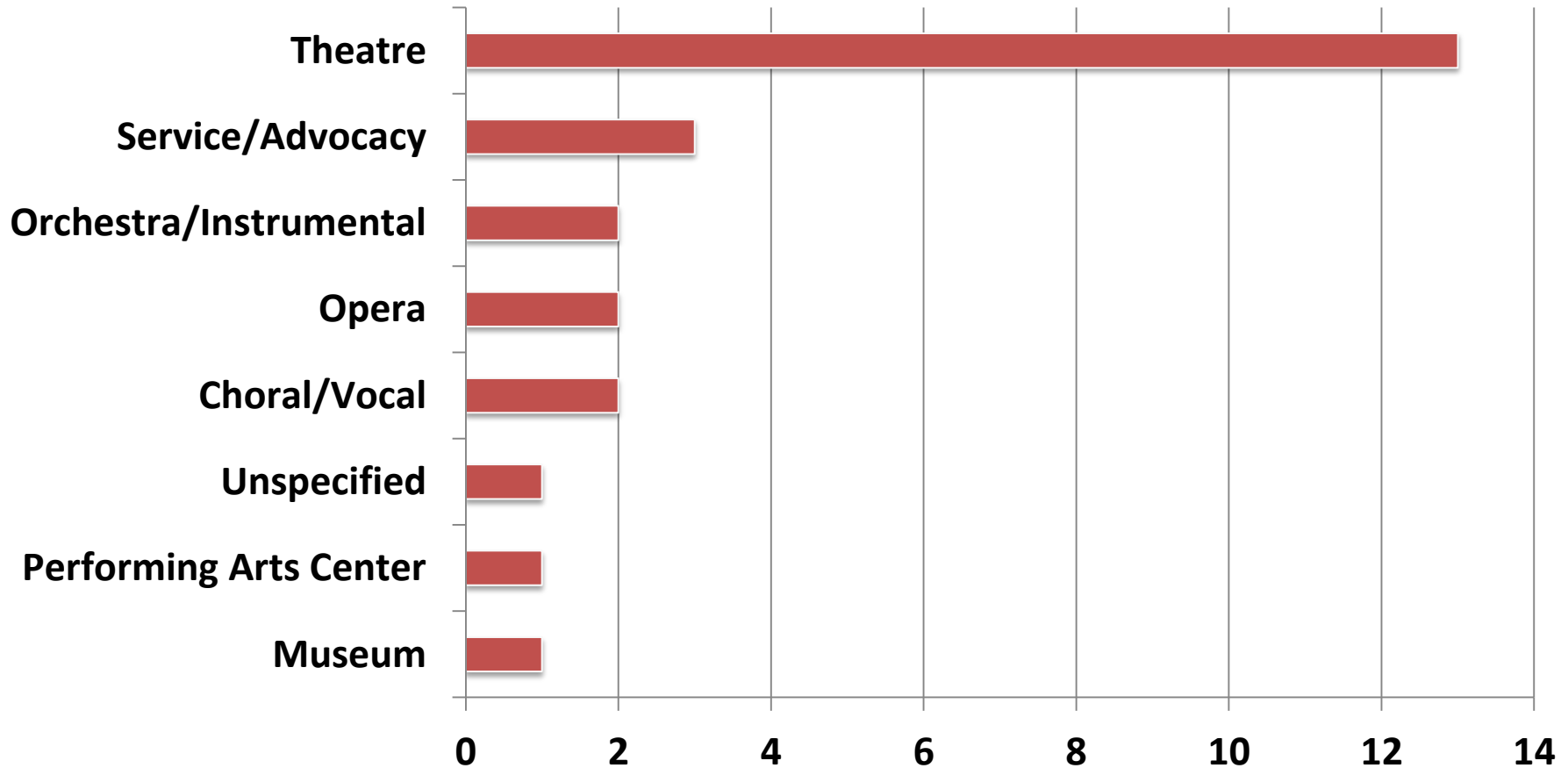
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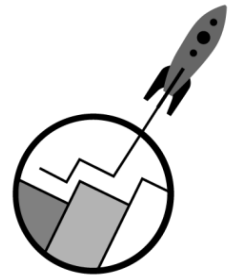
Who is Represented?



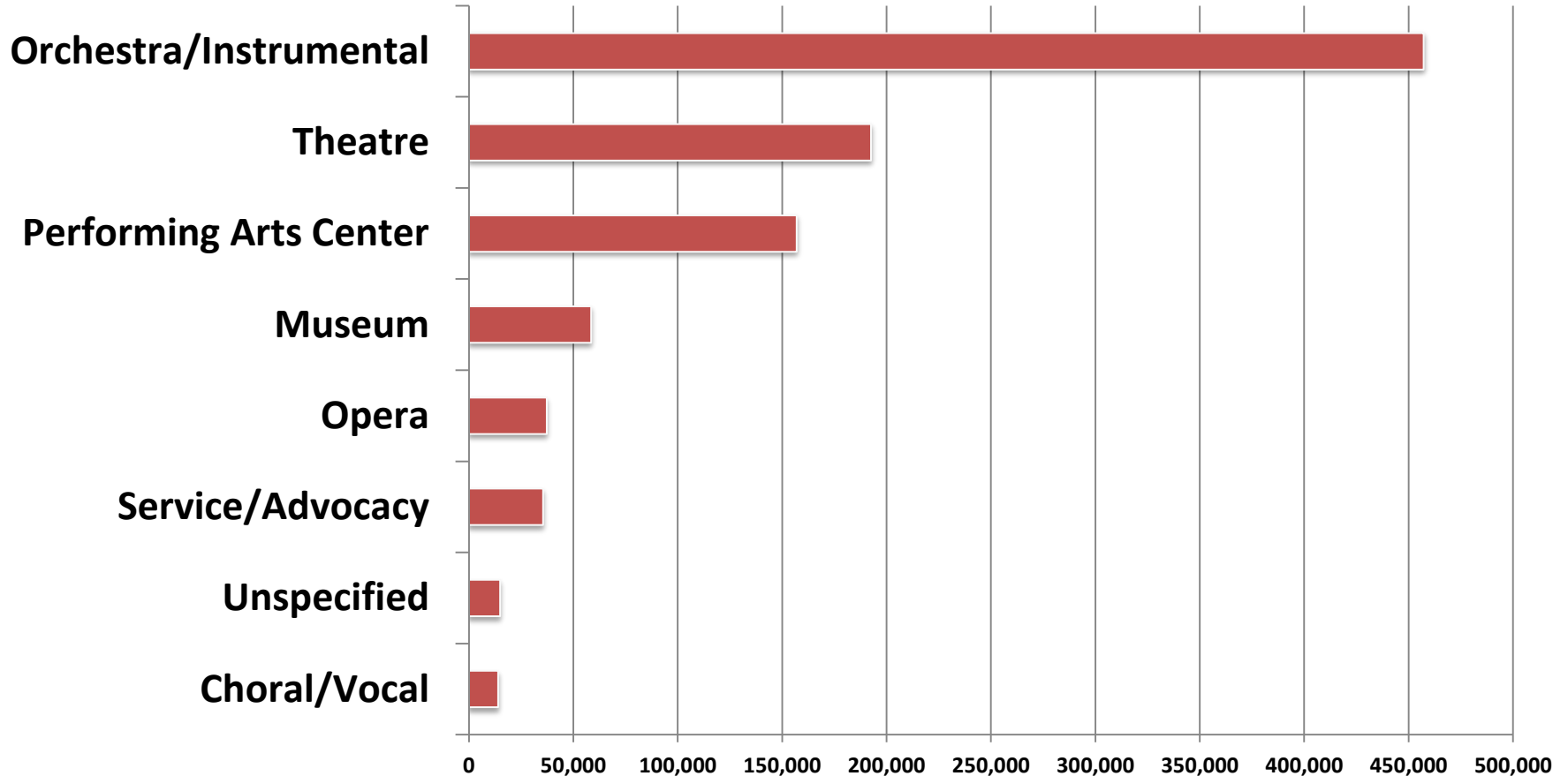
Organization Counts By Genre



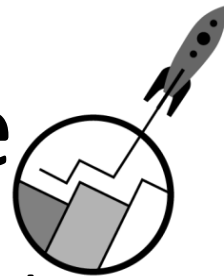
What Data was Provided?



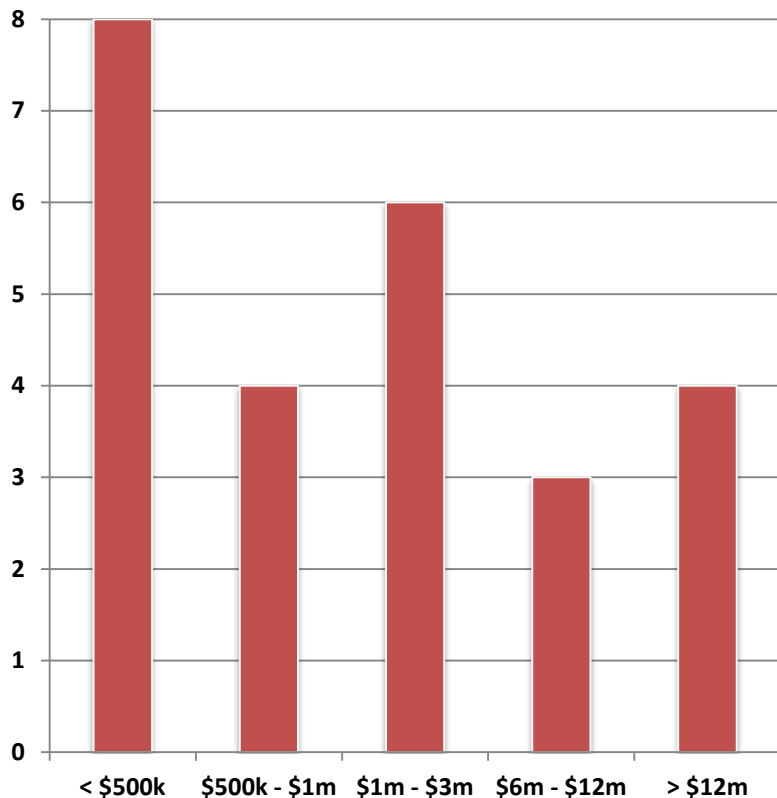
Household Counts By Genre



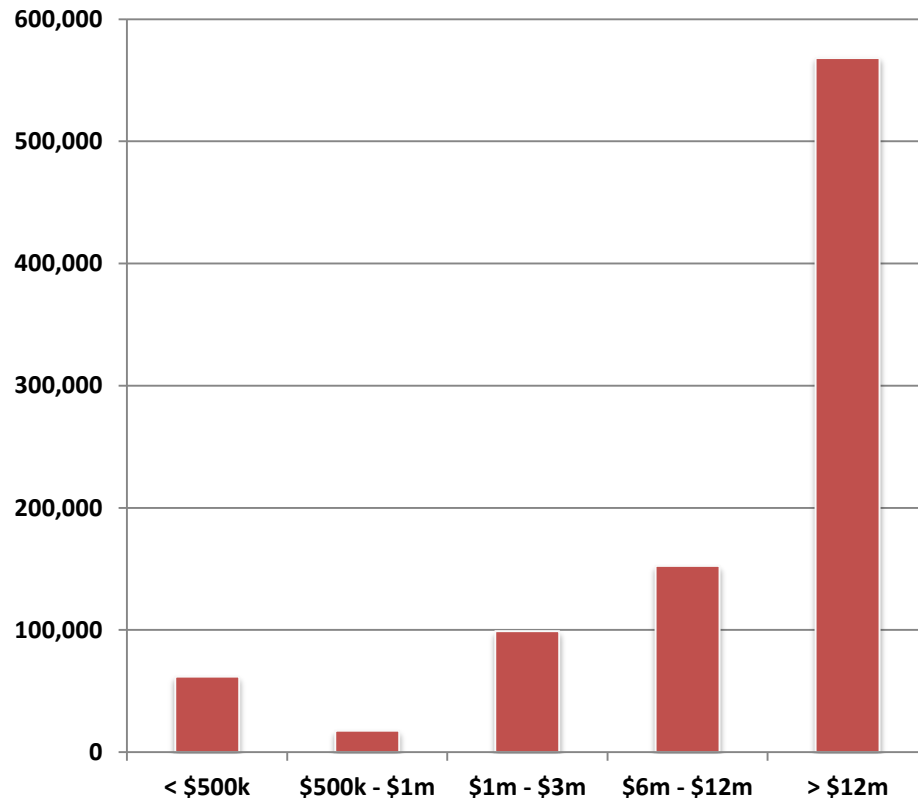
Organizations by Budget Size

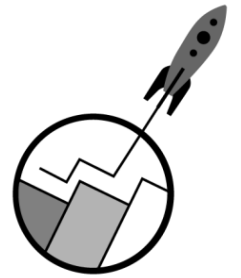


Number of Orgs by Budget Size



Households by Org Budget



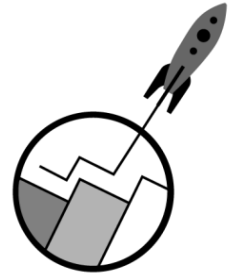


PATRON DEMOGRAPHICS

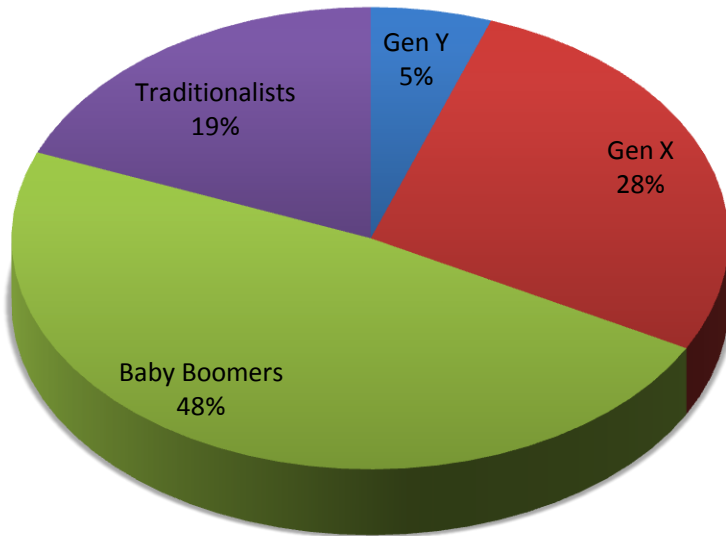
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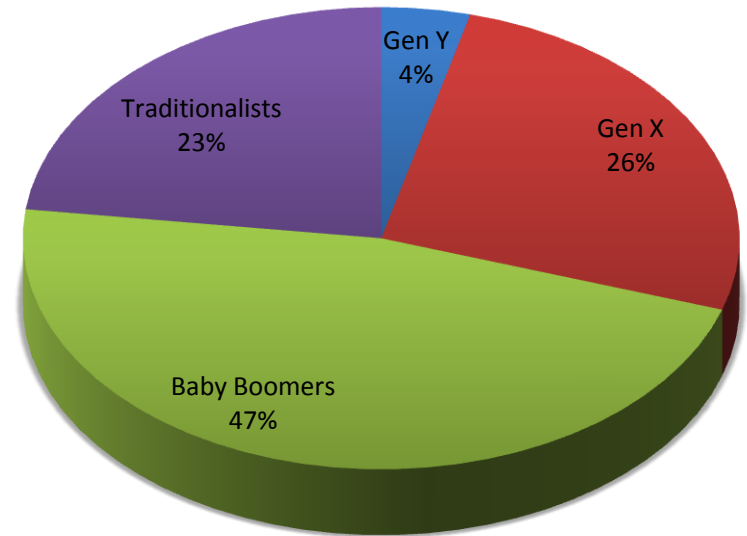
Age Cohorts



MADE Patrons

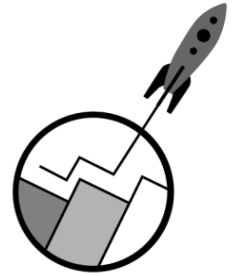


National Arts Census

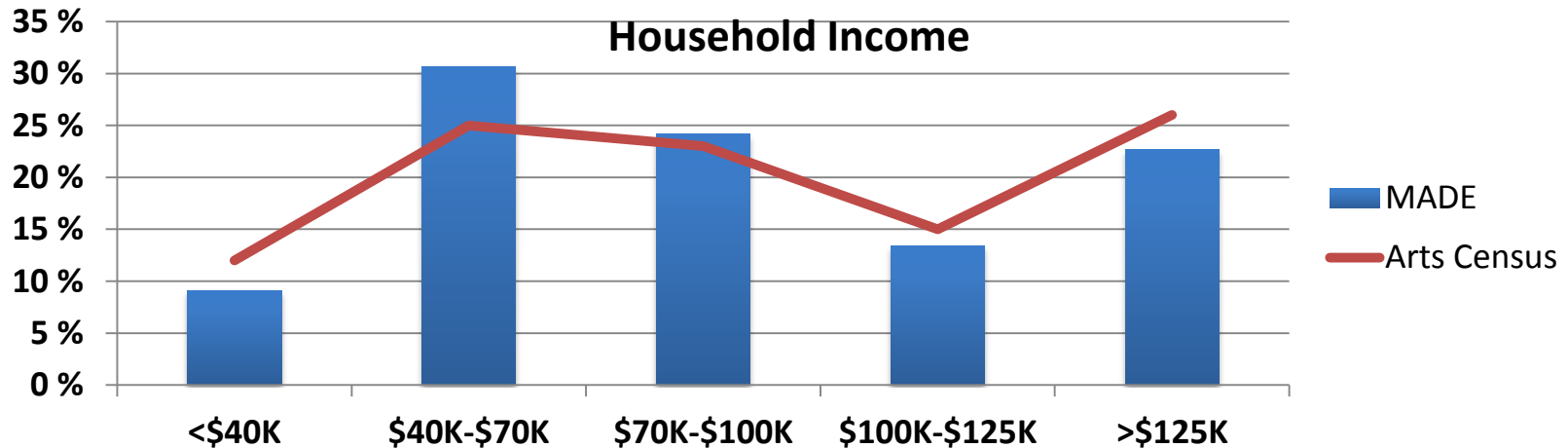
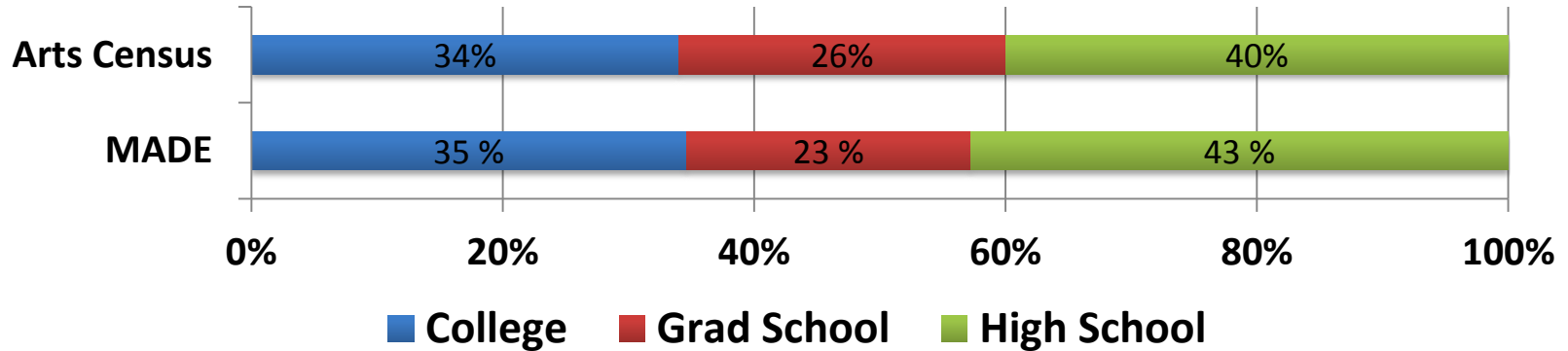


Median Age: 54

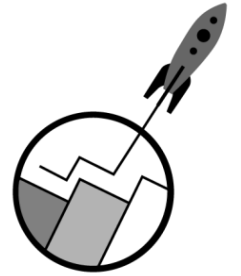
Education and Income



Educational Attainment



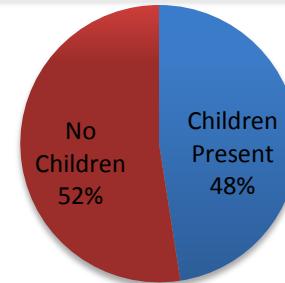
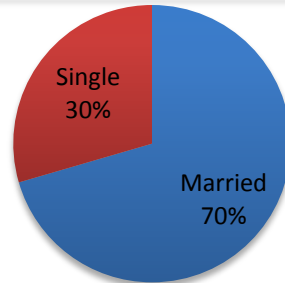
Family Status



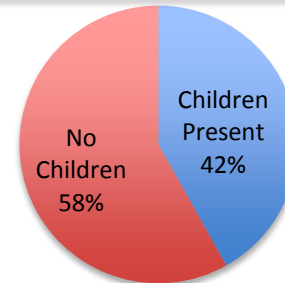
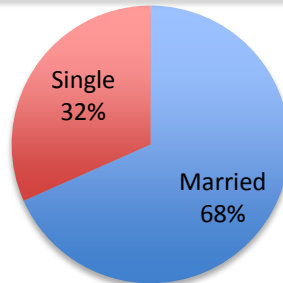
Marital Status

Children @ Home

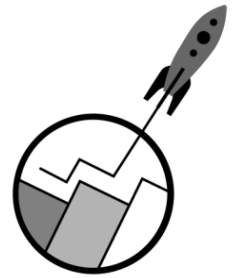
MADE



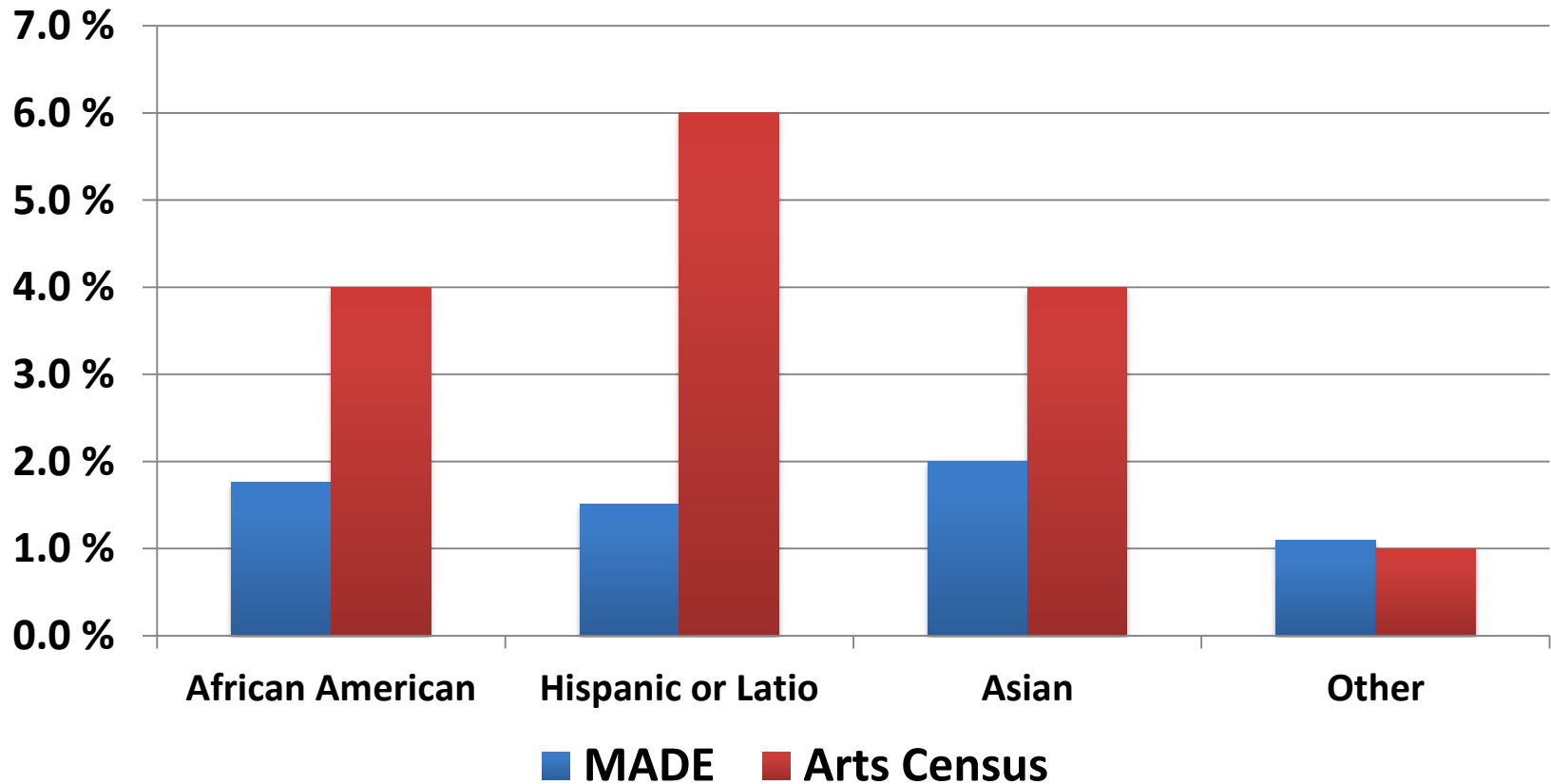
Arts Census



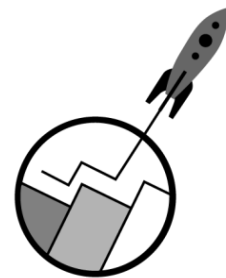
Ethnicity



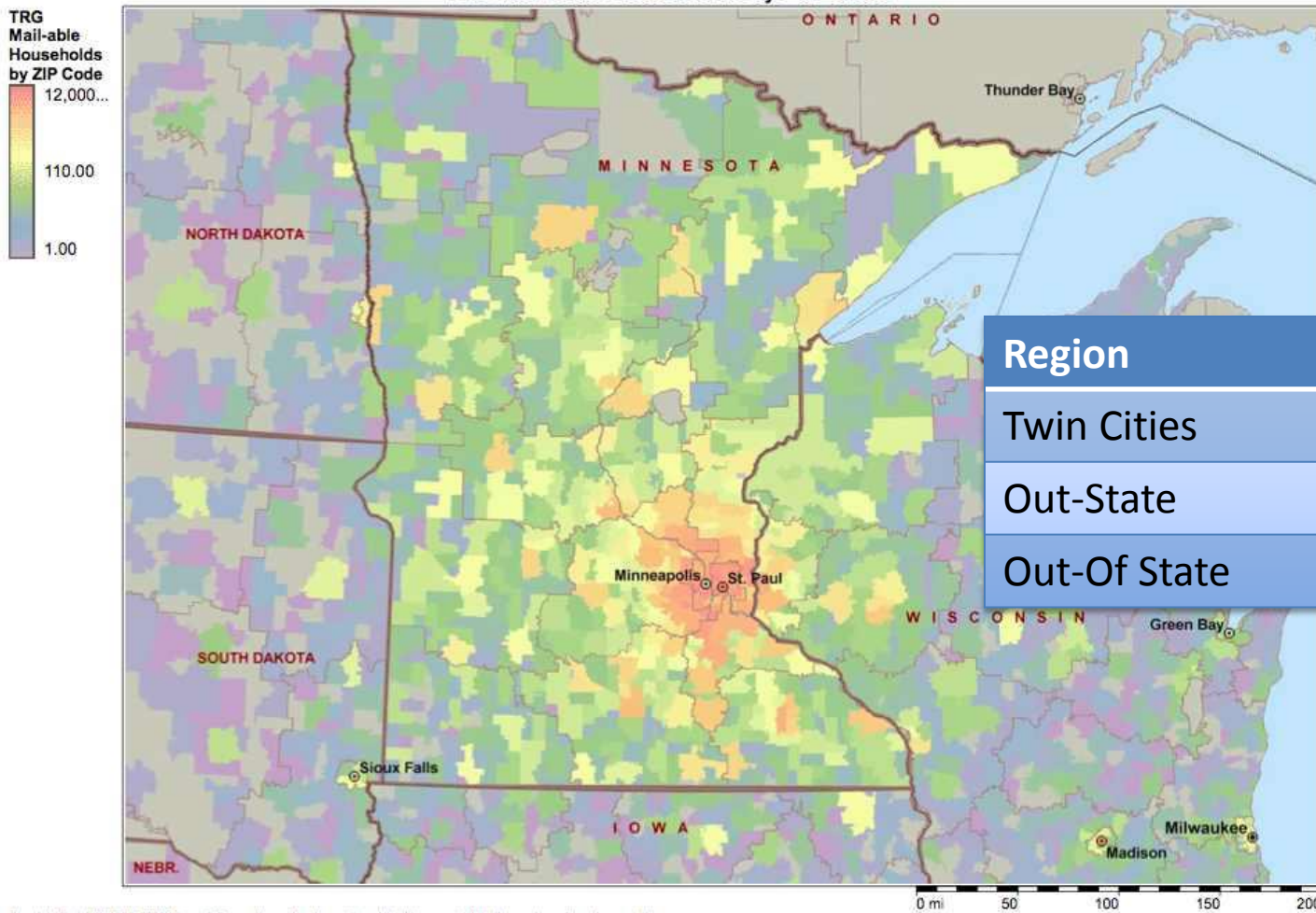
Ethnicity (Non-White Audiences)



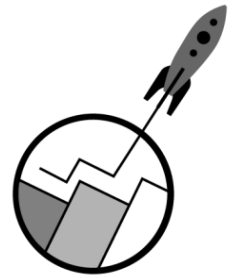
Geography



TRG Mail-able Households by ZIP Code



Region	% of Total
Twin Cities	79%
Out-State	14%
Out-Of State	7%



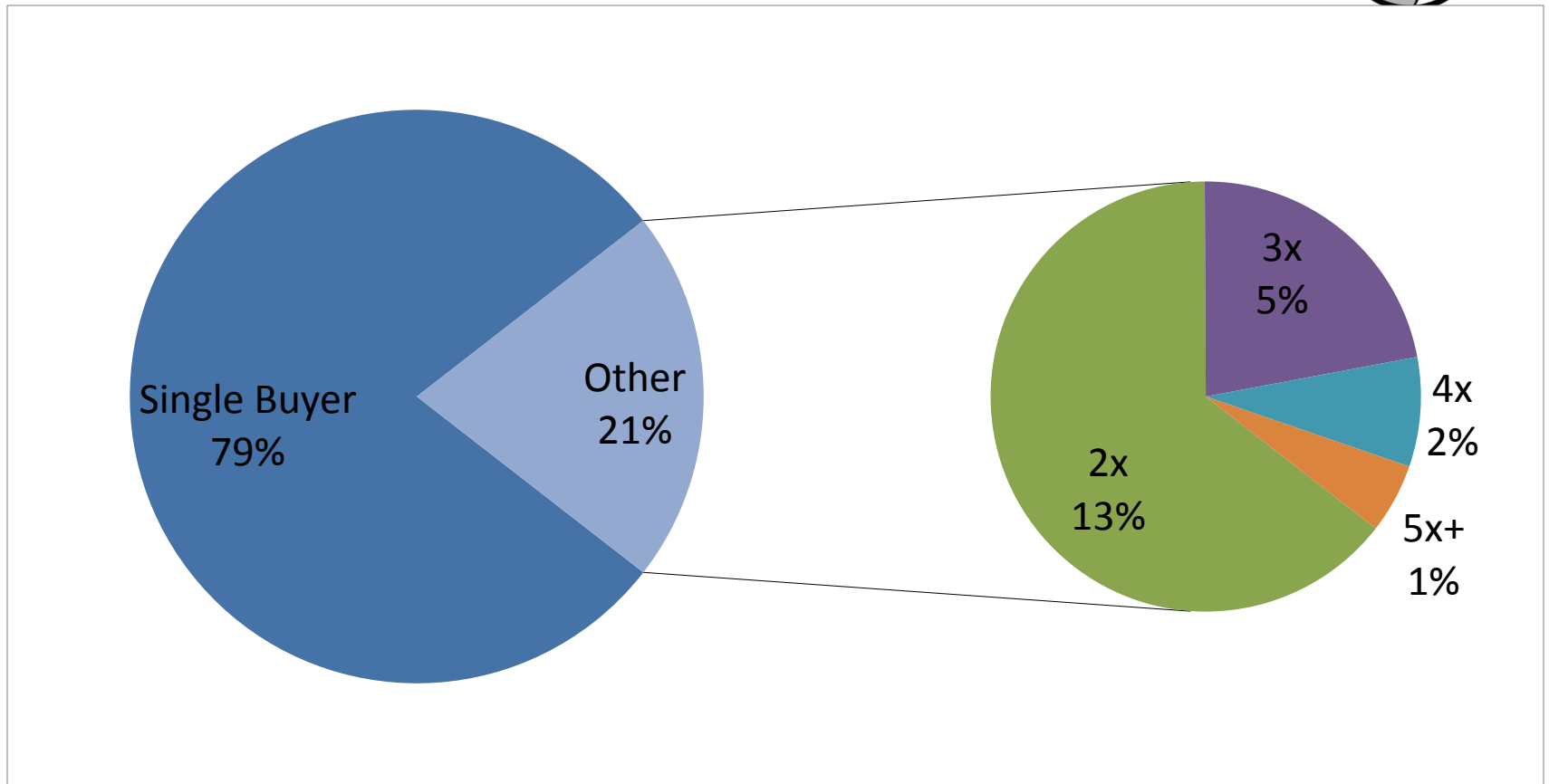
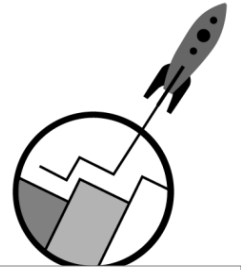
PATRON BEHAVIORS

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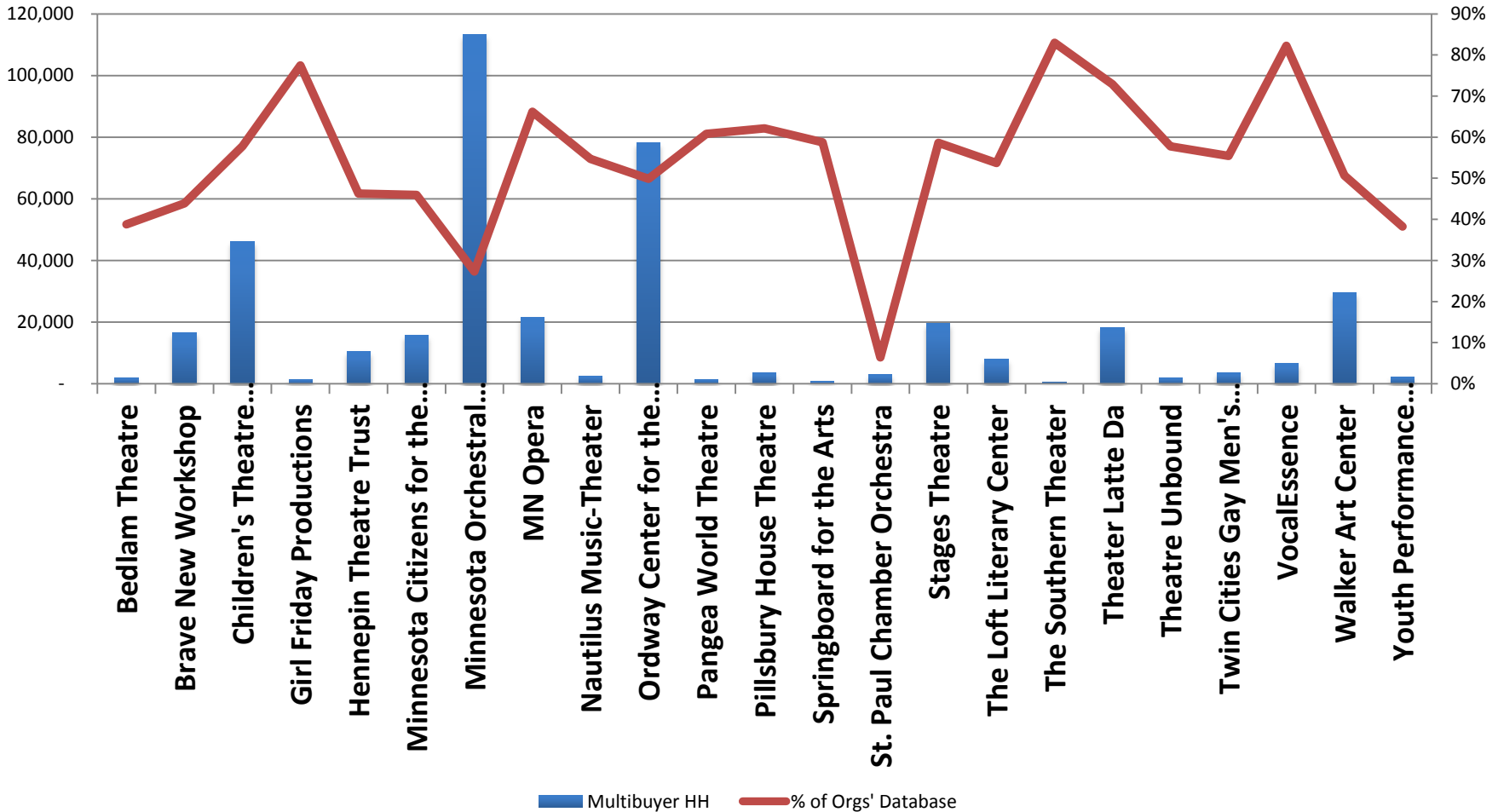
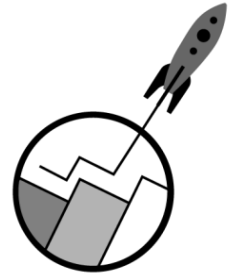
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Multibuyer Activity



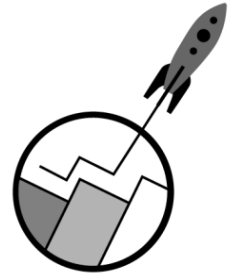
Multi-buyer Activity



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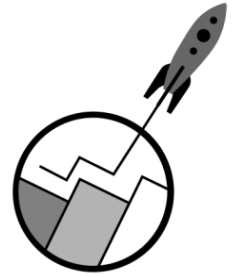


Patron Origination

Familiar Faces

Renewals – Last year's audience members

Reactivated – Returning audience members from past seasons

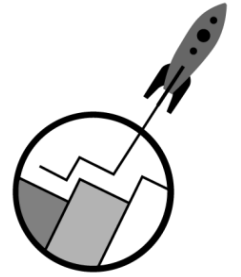


Patron Origination

New Faces

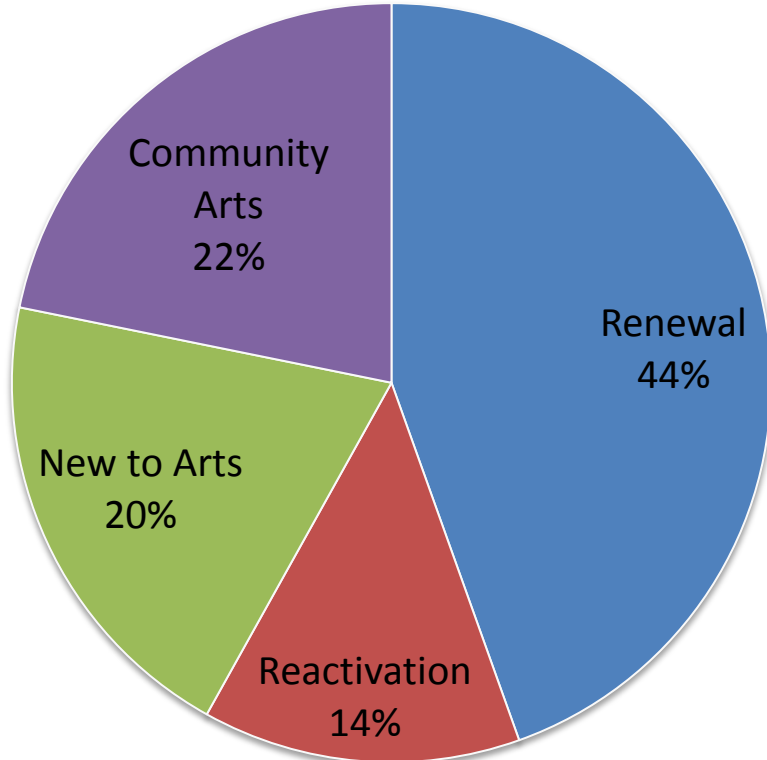
Community Arts – First-time audience members who also do other community arts.

New-to-file – First-time audience members with no community history

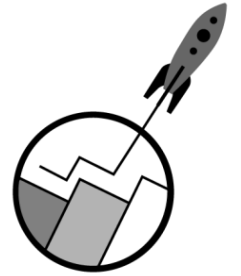


Patron Origination

MADE Aggregate Patron Origination 2012/13 Season



- 42% of audiences are NEW each year.
- 42% of audiences are replaced each year.



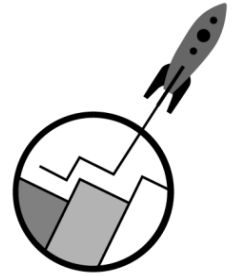
Patron Origination

Implications

New Acquisition: Find more people at a lower cost.

Retention: Hang on to more people and not leave money on the table.

Stop Guessing



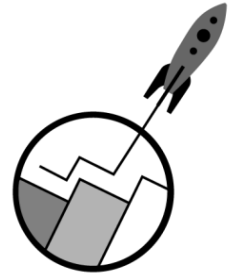
FREE TOOLS

- Cross-over analysis
- Custom De-Duplication
- Audience demographics

ADVANCED TOOLS

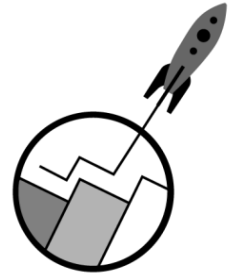
- Database Updating
- Response analysis
- Predictive behavior models

Getting More from MADE



- Get Trained – Weekly Webinars @ 12 Noon CST
- Ask for Help! - Help@trgarts.com
- “TRG Insights” – www.trgarts.com
- eMerge Essentials

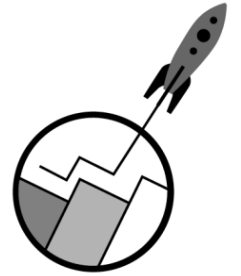
MADE Program Costs



Budget Tier	MTA Member	Non- Members
Under \$100K	\$25	\$100
\$100K - \$1M	\$50	\$200
\$1M - \$3M	\$100	\$400
\$3M+	\$200	\$800

*Add \$1,000 to your Basic Membership to get eMerge Essentials; allows unlimited data uploads

Thank You



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