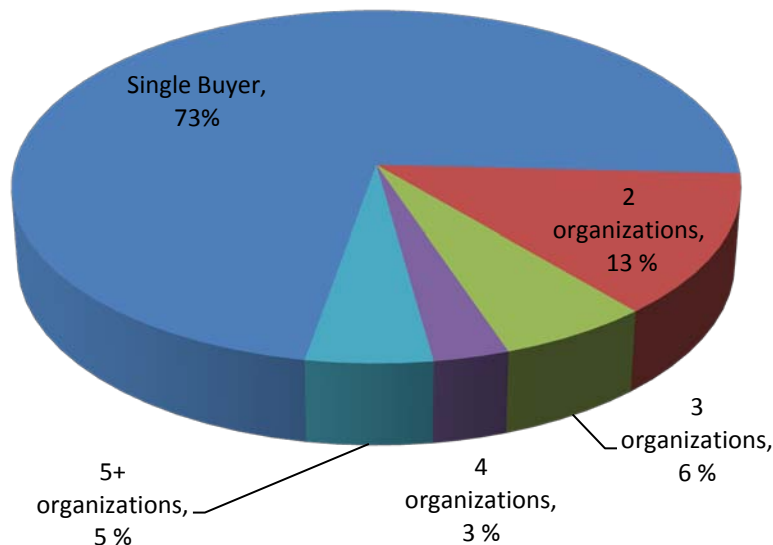


Quarter 2 Quick Fact – Multi-buying Within Your Community



Often times, we at TRG hear “I can’t trade with that organization because they’ll take my patrons” or “I’m not going to trade with that organization because all their patrons already come to my theatre”. Both are myths we are out to BUST. Above is a chart detailing what percentage of your community’s patrons attends more than one organization; nationally, 22% of all households in TRG’s communities attend more than one organization. TRG’s patron behavior research shows that the more an arts patron buys, the more that patron will continue to buy—both between organizations and within your organization.

Philadelphia’s Fun Facts for Crossover:

- One patron in the List Co-op exists in 62 organizations’ databases. That’s an active patron!
- Pennsylvania Ballet and Philadelphia Orchestra have the highest crossover among all organizations in the List Co-op – they share 28,087 patron households.
- The genre with the most multi-organization buyers is Orchestra/Instrumental – 44% of their households are multi-buyers.

How can I learn how many multi-buyers MY organization has?

- Go to the Main Menu screen in eMerge; select the Cross Penetration report.
- Find your organization and read across the spreadsheet to see the total number of households you have, how many crossover in total, and how many crossover with each organization in the community.

Want to dig even deeper? Research the patrons that crossover by individual segment.

1. Create an order in eMerge with whatever patrons you want to study.
2. Click on “Segment Penetration” and “Run Report” in the lower left corner of your Shopping Cart
3. Receive the segment penetration report in your inbox and dig in!