

Developing the Generations

TRG Webinar

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TRG Webinar Contacts

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 CHICAGO SYMPHONY ORCHESTRA

NEWYORKCITYBALLET



ALLEY THEATRE

GOODMAN THEATRE

LA OPERA



ALVIN AILEY AMERICAN DANCE THEATER

HOUSTON BALLET
STANTON WELCH - ARTISTIC DIRECTOR

★
JOFFREY BALLET
CHICAGO

BOSTON BALLET
MIKKO NISSINEN ARTISTIC DIRECTOR



just imagine
NJ PAC

BROADWAY ACROSS AMERICA

THE PUBLIC THEATER 425 LAFAYETTE
PUBLIC
JOE'S PUB SHAKESPEARE IN THE PARK NEW YORK

ROUNDAABOUT THEATRE COMPANY


ROBERT AND MARGRIT
MONDAVI CENTER

WASHINGTON NATIONAL OPERA
Plácido Domingo
General Director

UCLA live

THE CLEVELAND ORCHESTRA
FRANZ WELSER-MÖST MUSIC DIRECTOR

Center Theatre Group
L.A.'s Theatre Company

yale repertory theatre

TUTS Theatre Under The Stars

 The Denver Center for the Performing Arts

SHAKESPEARE THEATRE COMPANY

BROADWAY LA.
A NEDERLANDER PRESENTATION

The Australian Ballet

The Philadelphia Orchestra
Charles Dutoit, Chief Conductor

SEATTLE OPERA



Houston Grand Opera

BALLET
SAN FRANCISCO BALLET
HELGI TOMASSON, ARTISTIC DIRECTOR

TRG Studies Transactions

25,000,000

Households

50,000,000

Patron Behaviors

\$ for tickets + \$ in donations +
Demographic attributes

=

Trends

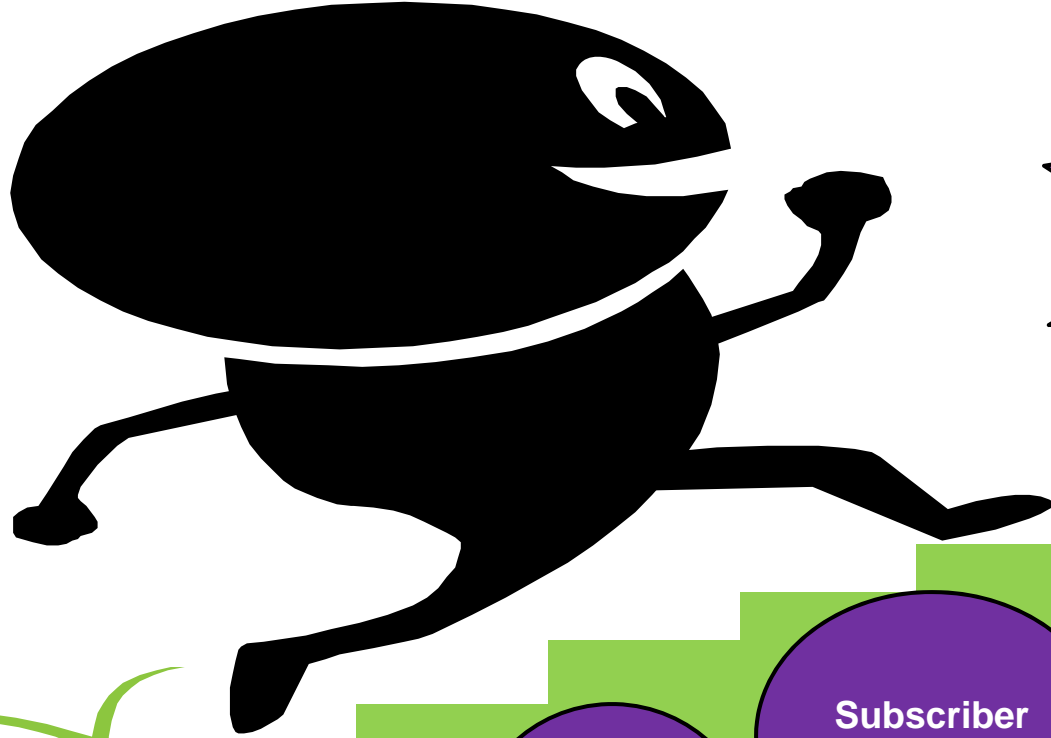
Profiles

Obstacles

Opportunities

TRG's Pilot Project

- **The spark:**
 - Our work in loyalty development
 - Research on behavioral differences between generations
- **The target:** TRG's pilot donor study group
 - 2010 individual donor households
 - 16 organizations
 - 51,300 individual donor households
 - \$75.6 million in donor household revenue for 2010
 - Mix of geographic locations nationwide



Donor

Subscriber / Member

Multi Ticket Buyer

Repeat Ticket Buyer

New Single Ticket Buyer

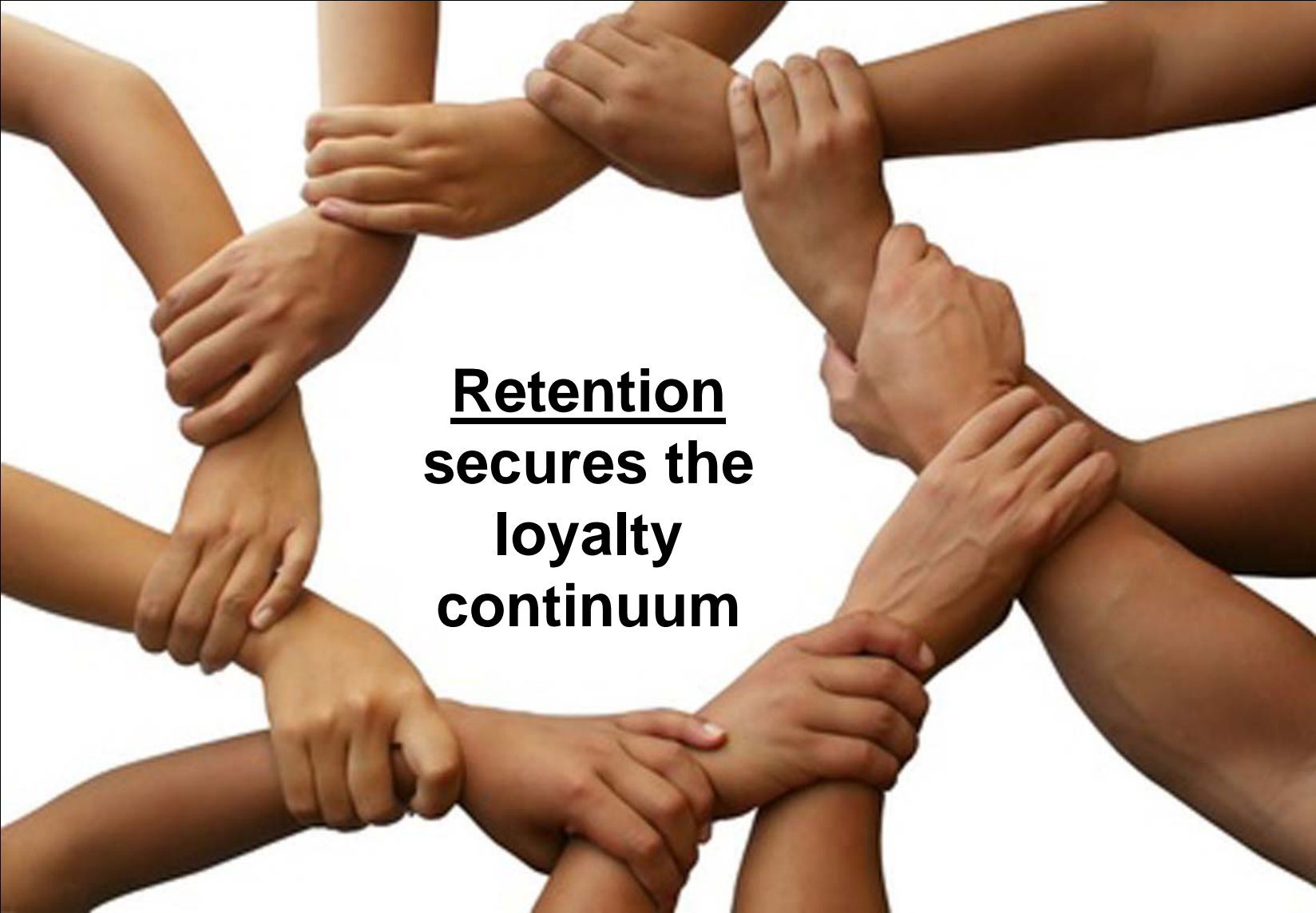
Patron Evolution



New
Single
Ticket
Buyer

8 out of 10
New Buyers
Exit

The Unfortunate Reality Today...



**Retention
secures the
loyalty
continuum**



Four Consumer Generations

- Traditionalists
- Baby Boomers
- Generation X
- Generation Y



Traditionalists

Age	% of population	% of study donors	Consumer behavior	Approach to giving
66+	13%	38%	Conservative, risk-adverse, disciplined, trusting	Deliberate, pre-meditated



Baby Boomers

Age	% of population	% of study donors	Consumer behavior	Approach to giving
46-65	25%	45%	Time-stressed, cause-oriented, value good quality and service	Budget earmarks, cause-oriented, legacy seeking



Gen X

Age	% of population	% of study donors	Consumer behavior	Approach to giving
30-45	17%	15%	Individualistic, a tough sell but deeply loyal once attached	Less planned, event-oriented, volunteers, influenced by friends



Gen Y

Age	% of population	% of study donors	Consumer behavior	Approach to giving
< 29	25%	2%	Intake vast amount of information, short attention span = less loyal	Volunteering, spreading the word, based on emotion



Urban Land Institute Finding

“Today’s young adults are not getting the attention they deserve.”



- 35% of Gen Y are home owners
 - 2/3 will own in next 5 years
- 37% still live at home or in college

And...Gen Y's *give*

Recent Millennial Donor Report*

- 93% of Gen Y's surveyed said they gave \$\$ to non-profits
 - Small gifts to several organizations
- Of those that donated, 58% said largest gift was \$150

(Hold this last thought)

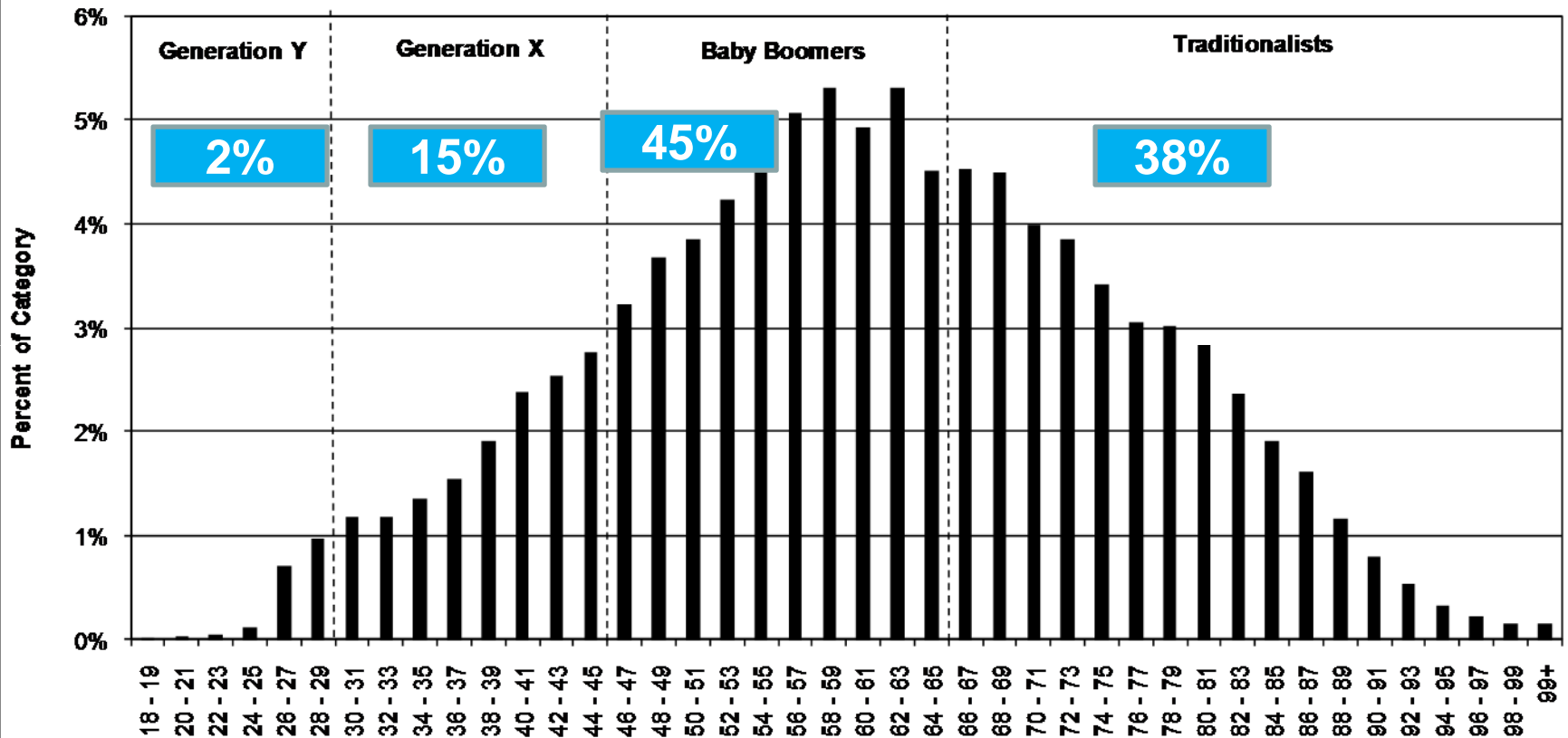
* Download full report <http://millennialdonors.com/research/report>

A Generational Divide?

Younger HHs:
42% U.S.
Population
Only 17% of
Donor HHs

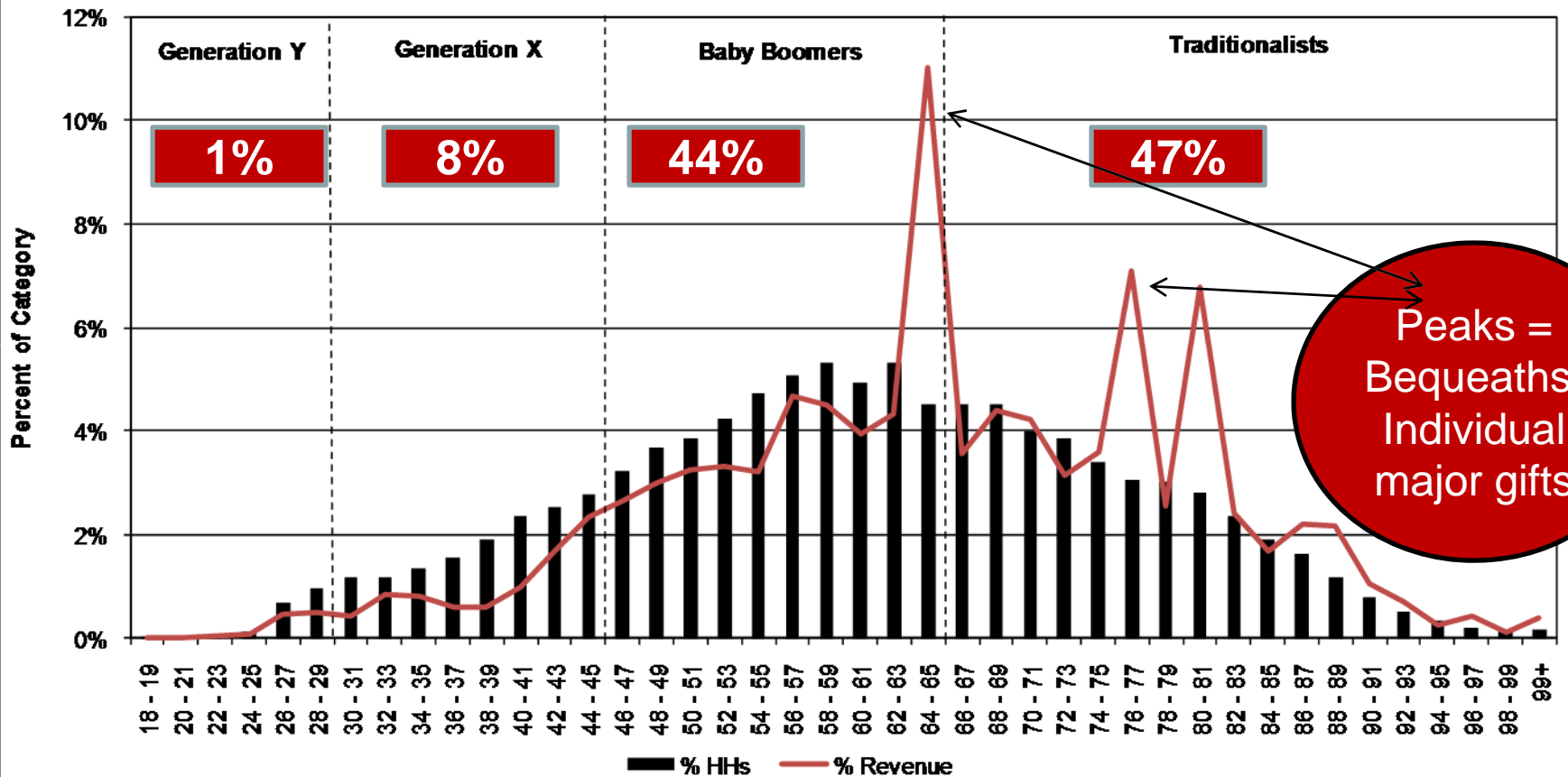
Generation	Age	% US Population	% Study Donors
Gen Y	<29	25%	2%
Gen X	30-45	17%	15%
Baby Boomers	46-65	25%	45%
Traditionalists	66+	13%	38%

TRG DONOR DATASET Age - Head of Household



TRG DONOR DATASET

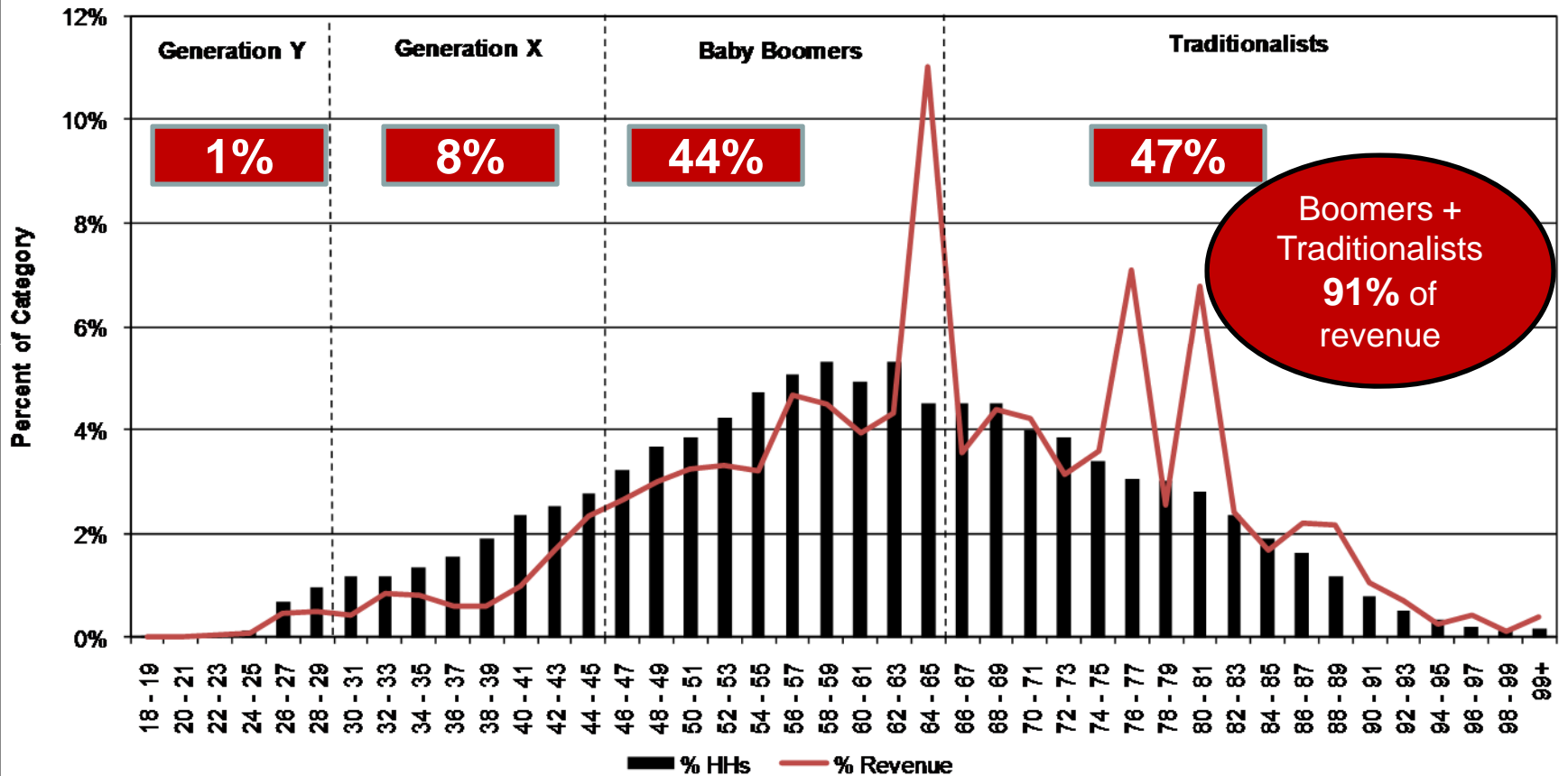
Age (Head of Household) vs. Contributed Revenue



Peaks =
Bequeaths,
Individual
major gifts

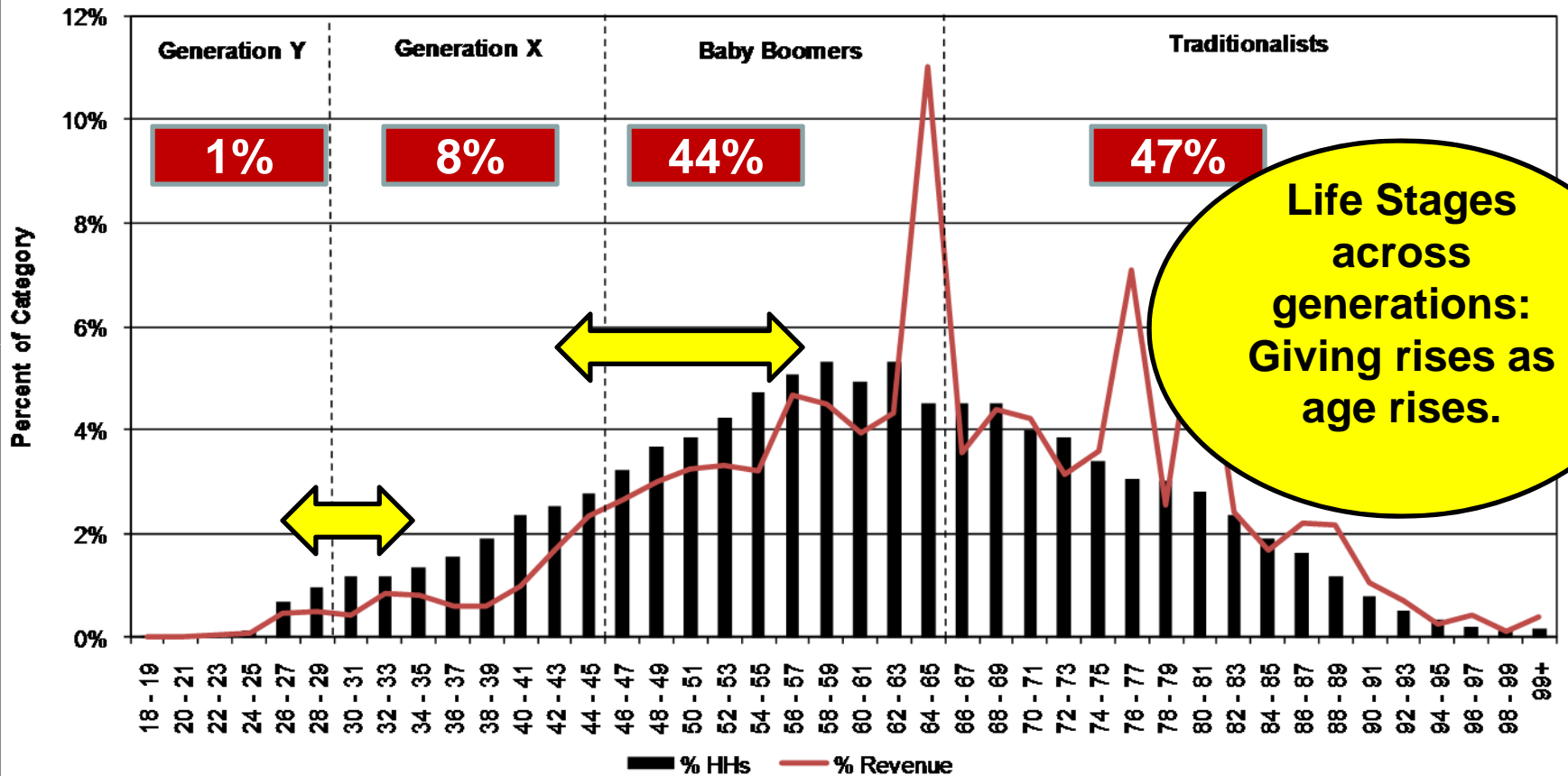
TRG DONOR DATASET

Age (Head of Household) vs. Contributed Revenue



TRG DONOR DATASET

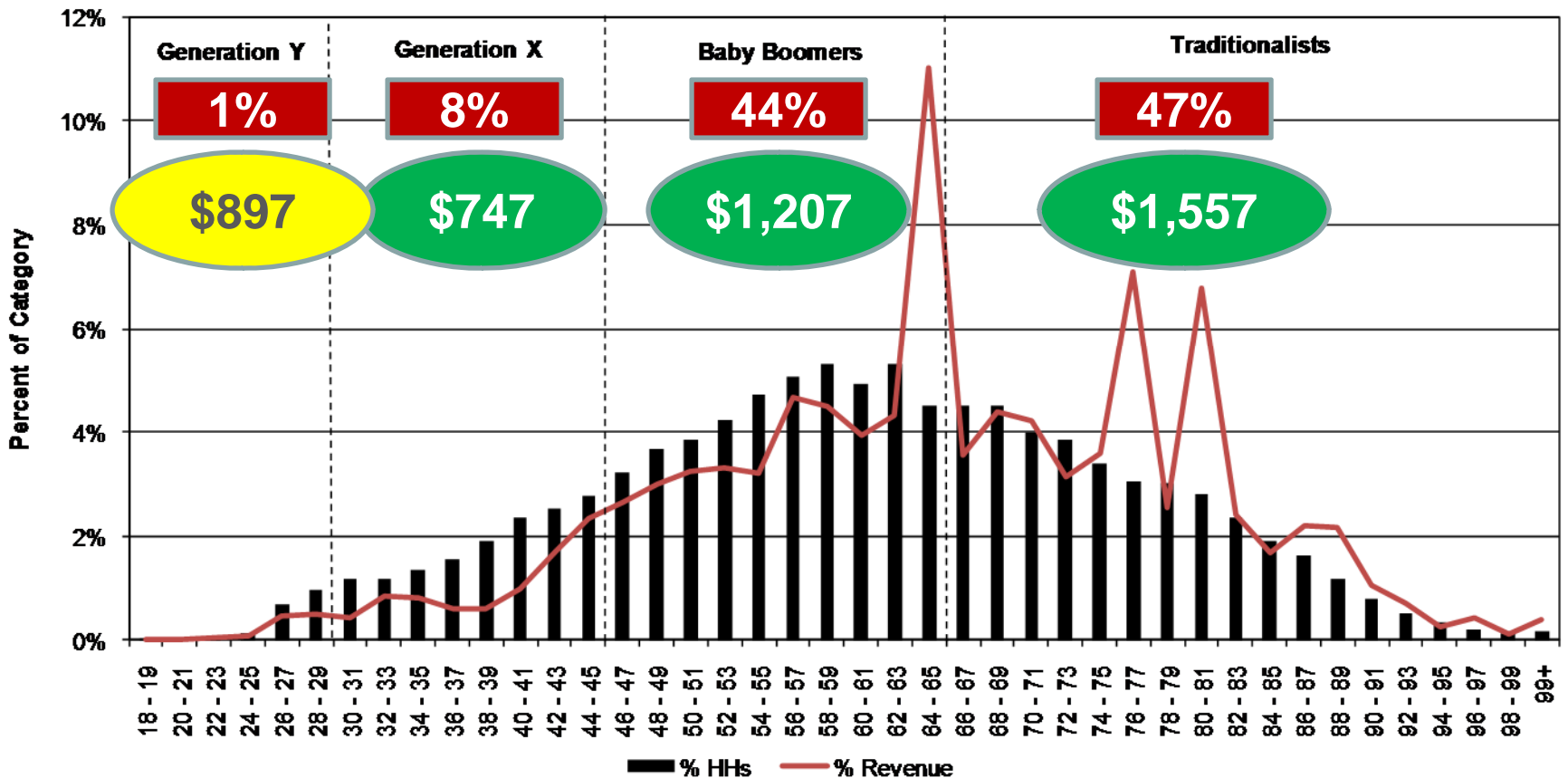
Age (Head of Household) vs. Contributed Revenue



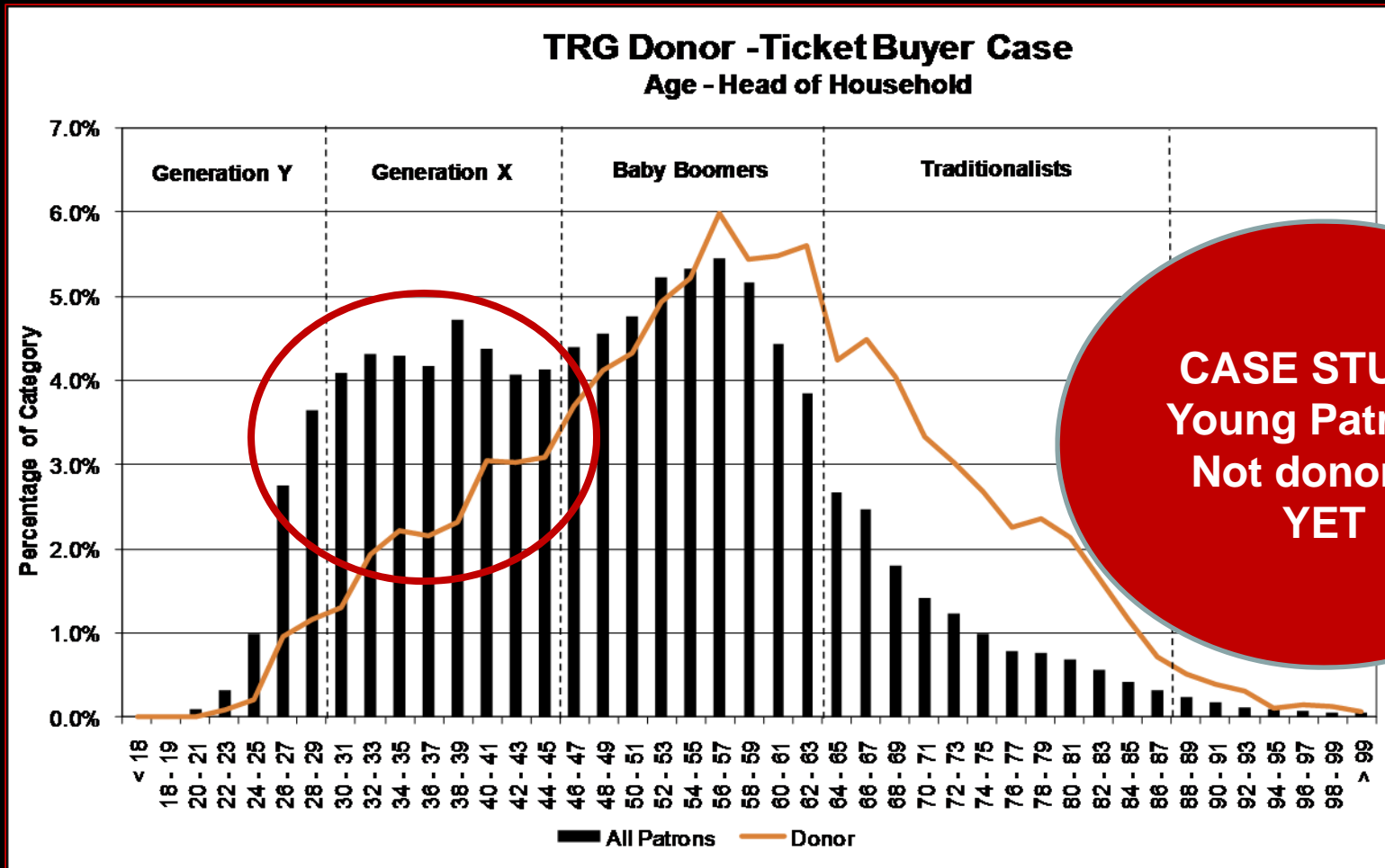
**Life Stages
across
generations:
Giving rises as
age rises.**

Median HH Gift: \$1,238

TRG DONOR DATASET
Age (Head of Household) vs. Contributed Revenue



Finding Opportunity



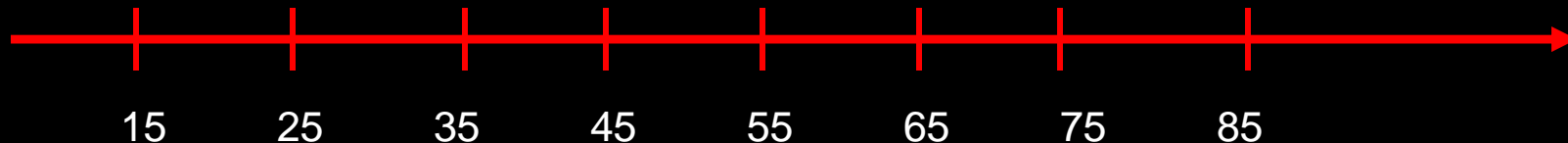
CASE STUDY:
Young Patrons.
Not donors...
YET

Generation Analysis Helps

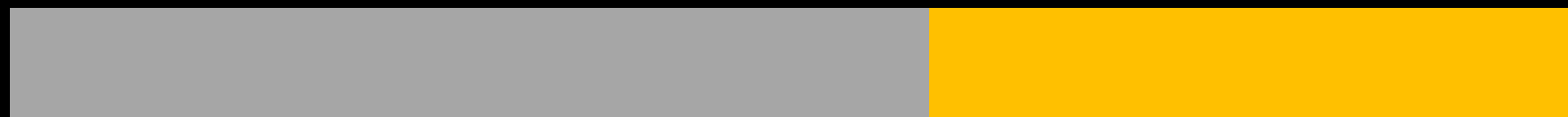
Identify, know more about patrons to:

- Target and tailor
 - Delivery channel
 - Messaging and offer
 - Timing
- Right-size cultivation by ROI
 - Invest where YOUR opportunities are.
 - Mindful of life stage now vs. lifetime remaining

Years Remaining to Participate



Traditionalists:



Baby Boomers:



Gen X:



Gen Y:



What's Next?

Questions for your consideration

- Traditionalists
 - Loyal till the end?
 - And beyond?
- Boomers
 - Retained as they live longer?
 - Legacy with you?

What's Next?

Questions for your consideration

- Will Gen X get into you?
 - Who, how many there now?
 - What are they doing with you?
- Has Gen Y tried you?
 - Who, and what do they say about you?
 - Can you go viral on their network?

Concluding Thoughts

- Retention
 - Starts with single ticket buyers
- Incorporation
 - Generational analysis
- Cultivation
 - What's the appropriate approach given generational differences?

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