

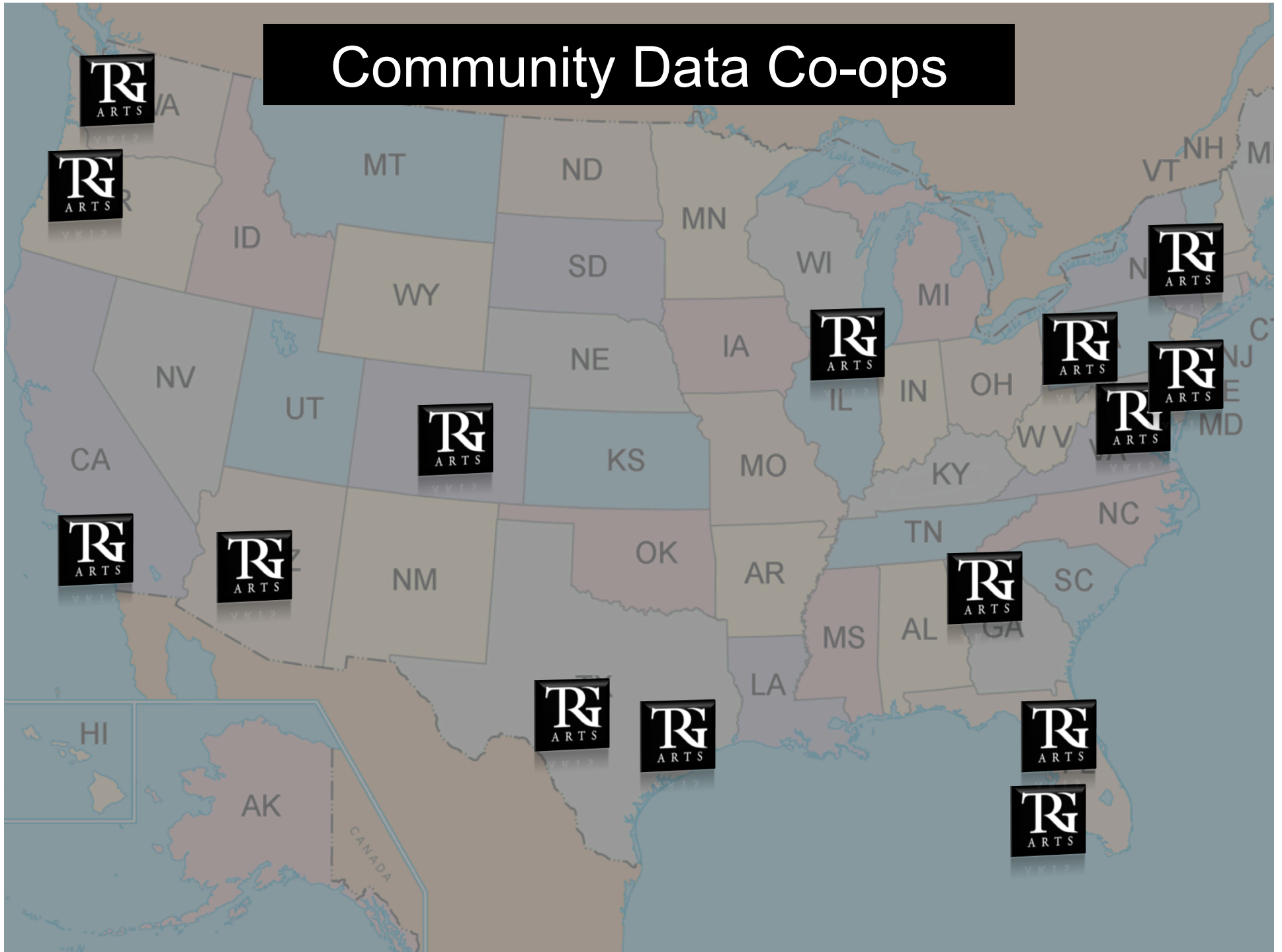


Arizona Arts & Cultural Census/Community Database

“What We Now Know”

September 2011

Community Data Co-ops



25,000,000
Patron Households

60,000,000
Patron Behaviors

Assumption Free Management

Program Overview

- Central database of arts and cultural patrons
 - Constructed and updated annually
 - Address updates quarterly (NCOA)
 - “State-wide”
- Secure “permission-based” list exchange
- Reporting & Analysis
- Save Time and Money

Arizona Quick Facts

Is Arizona “Normal?”

- 49 Member Organizations
- 693,504 Unique Households
 - 977,389 Total patron transactions
 - 71% are available to trade
- Multi-Organization Buyers/Donors: 21%

Year-To-Date Program Use

Since January members have created:

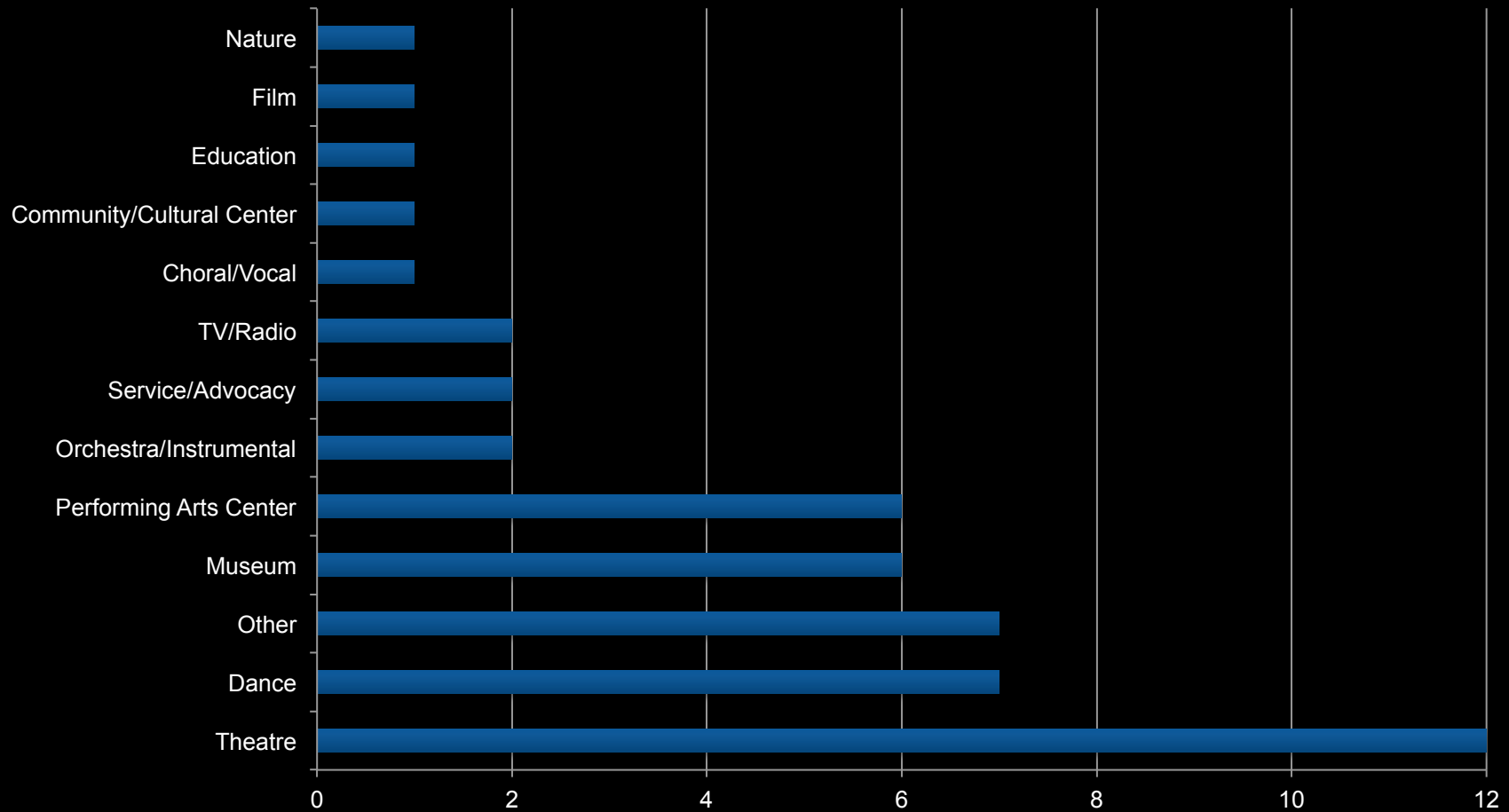
- 164 Mail or Email lists
- 52 Demographic Reports
- 28 Segment Penetration Reports
- 18 Zip Code Penetration Reports

\$108,000 in Member Savings

PROGRAM PARTICIPATION

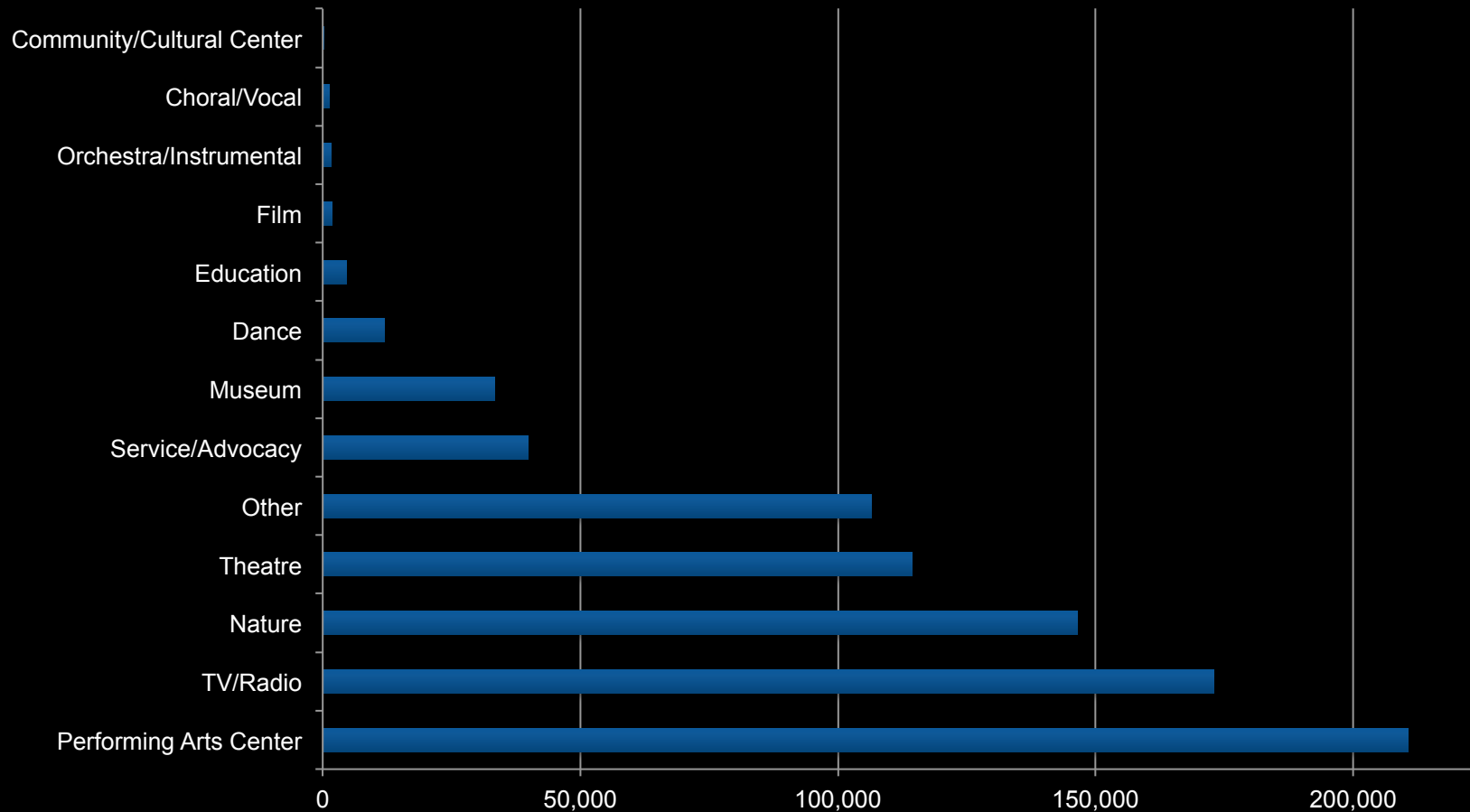
Who is Represented

Organization Counts by Genre



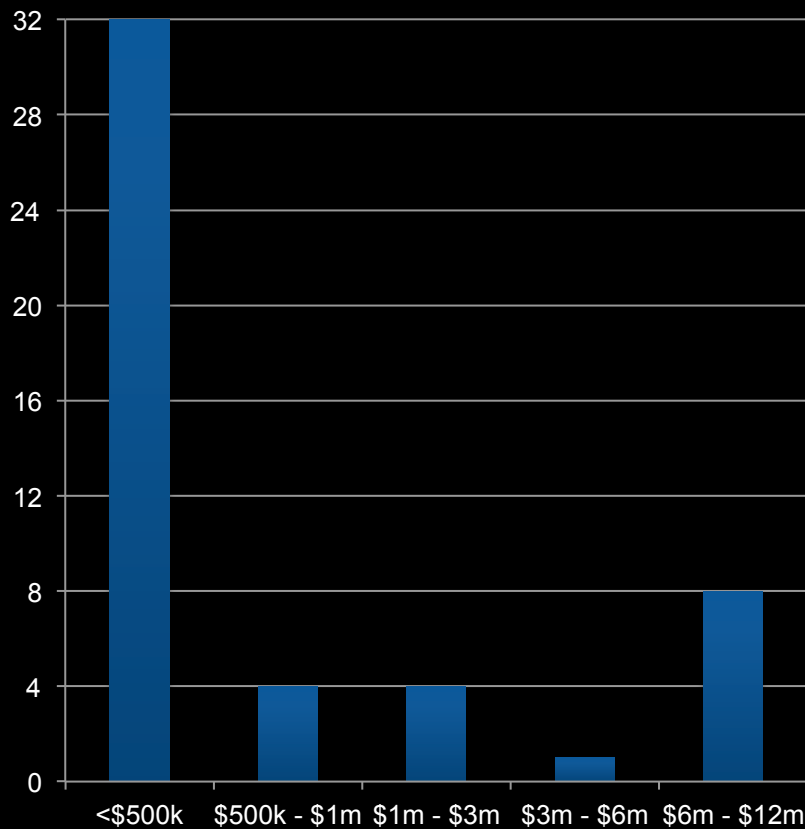
What Data was Provided?

Household Counts by Organization Genre

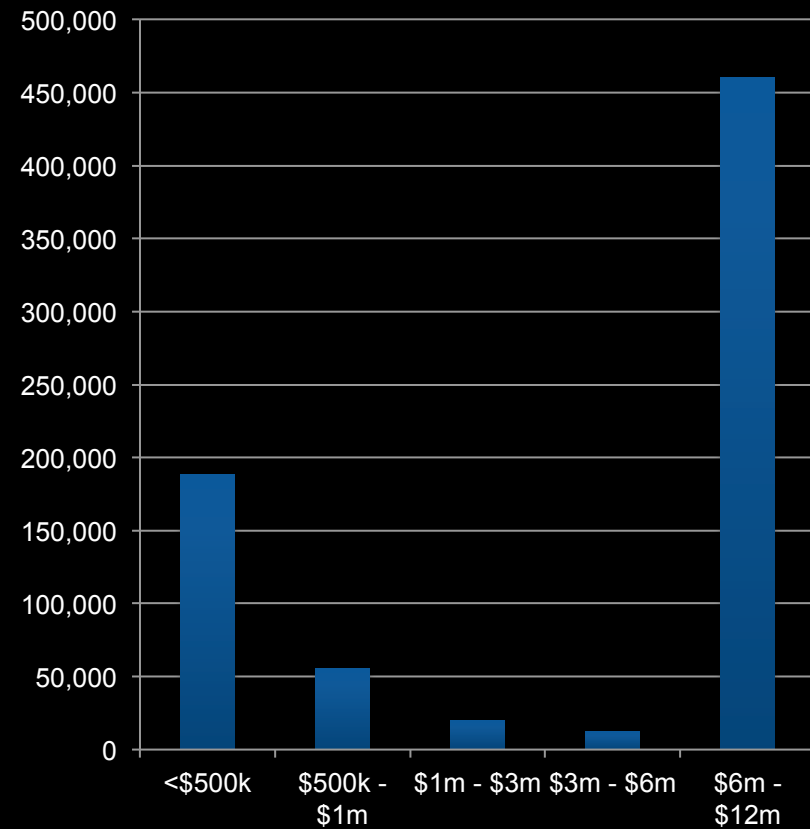


Organizations by Budget Size

Number of Orgs by Budget



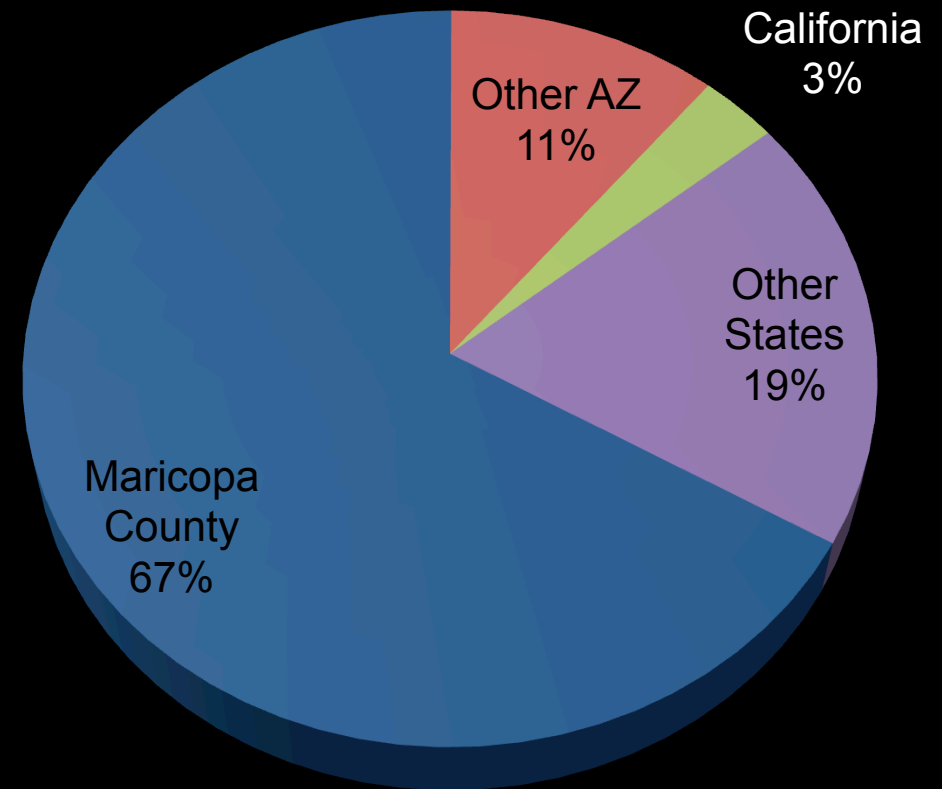
Households by Org Budget



GEOGRAPHY

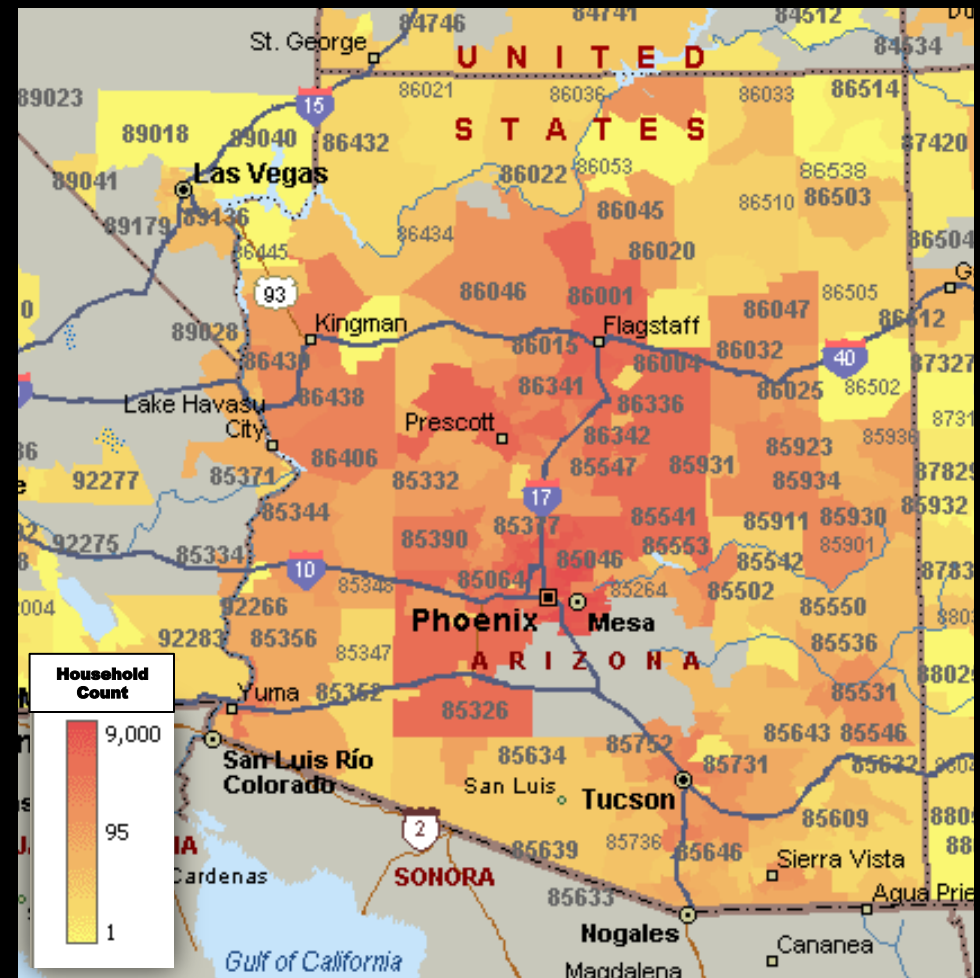
Geography Summary

- 1 in 4 Households in the State are represented
- 34% of Maricopa County
- All 50 states are represented



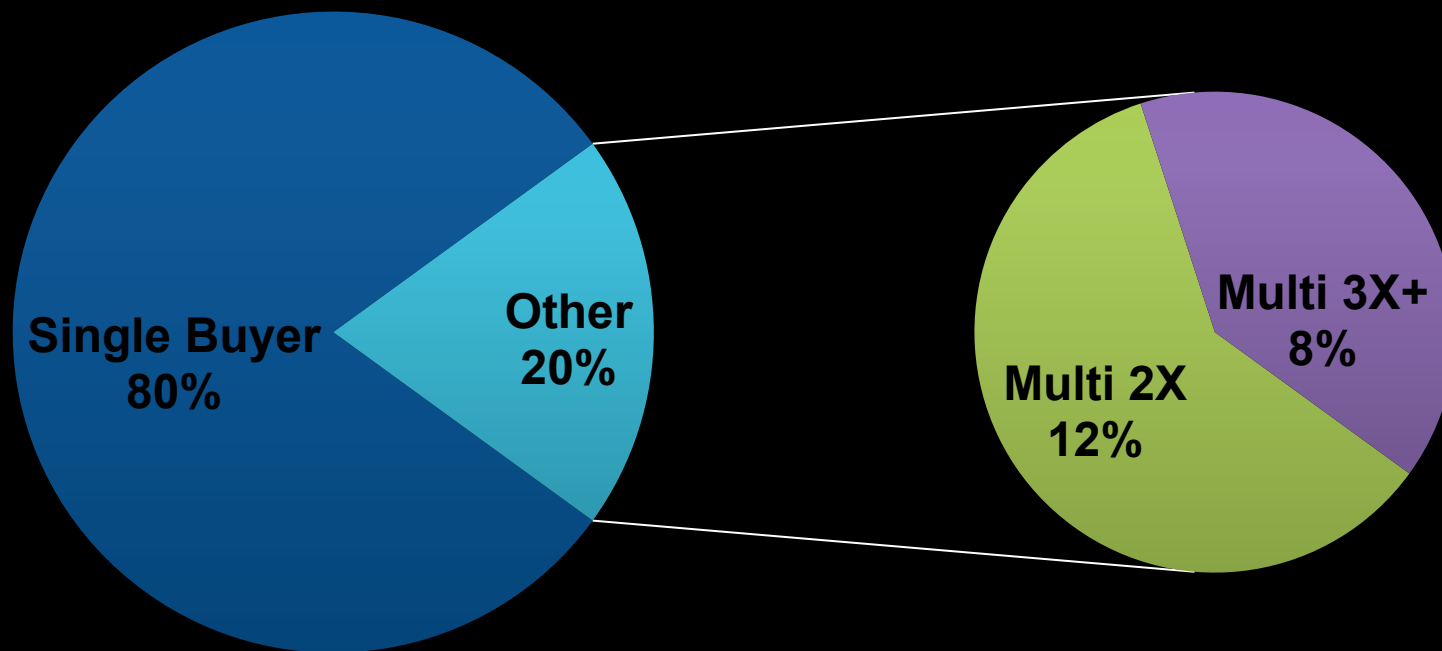
Geography

Community	# of Orgs
Phoenix	16
Scottsdale	7
Tempe	6
Mesa	5
Prescott	4
West Valley	4
Chandler	2
Multi-Location Statewide	2
North Valley	1
Flagstaff	1
Tucson	1



PATRON BEHAVIORS

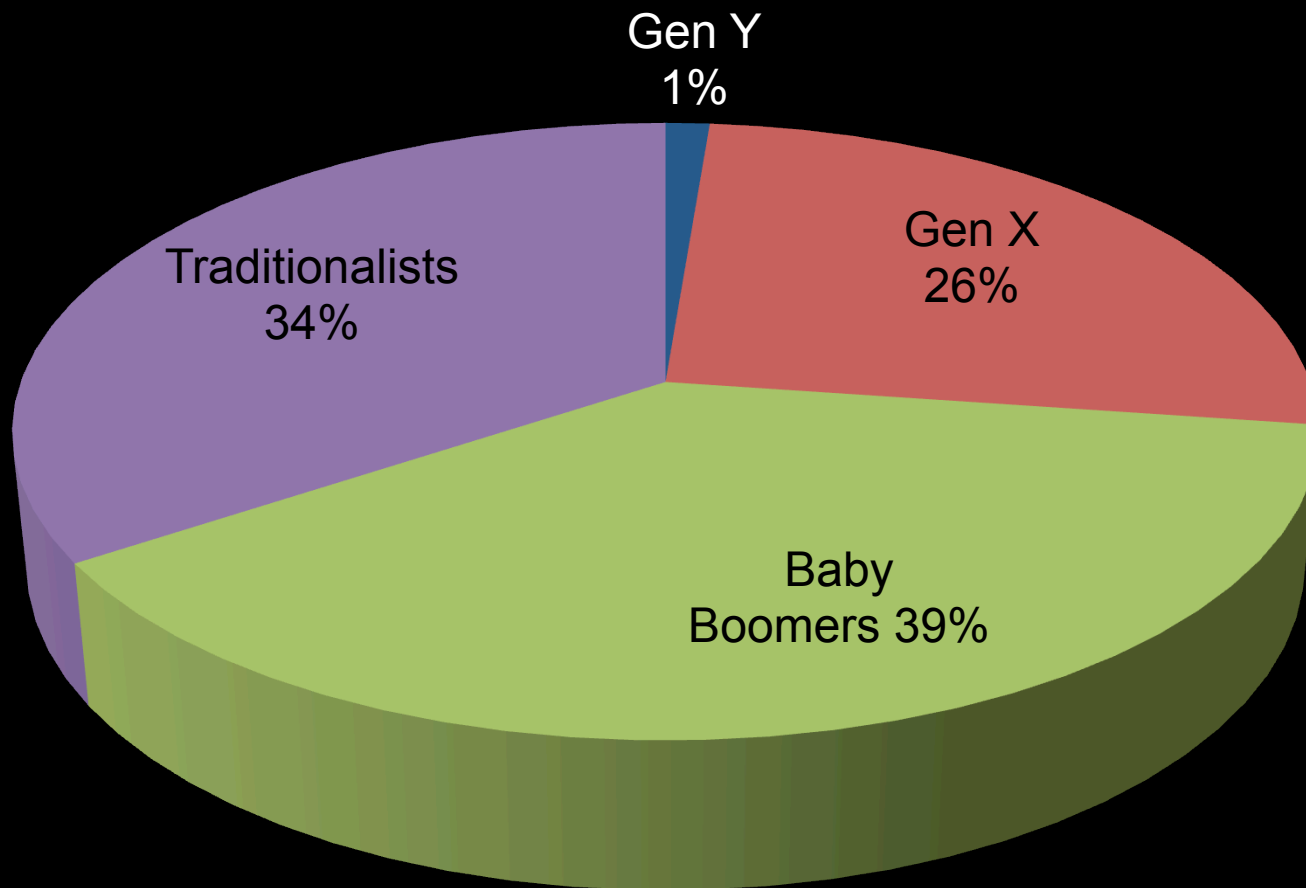
Cross Organization Patron Activity



Substantial patron crossover is observed between largest genres:
Performing Arts Center, Theater, Radio/TV, Nature

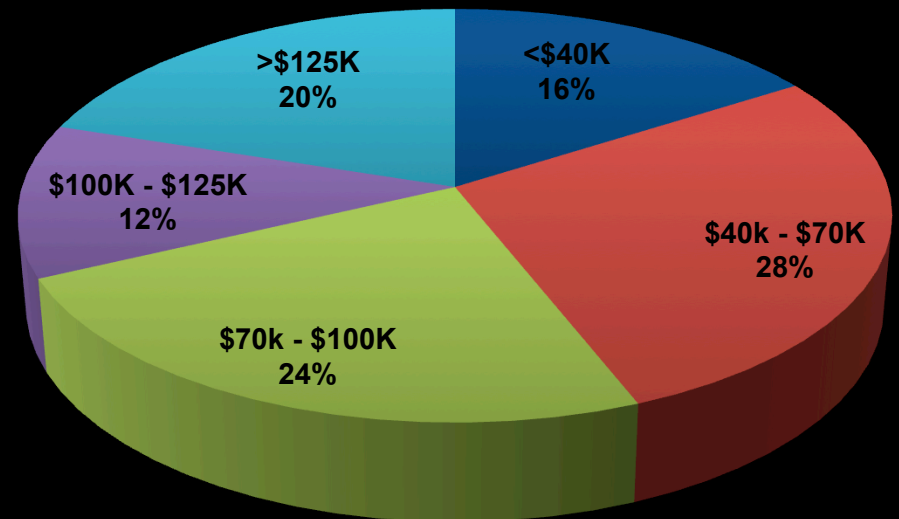
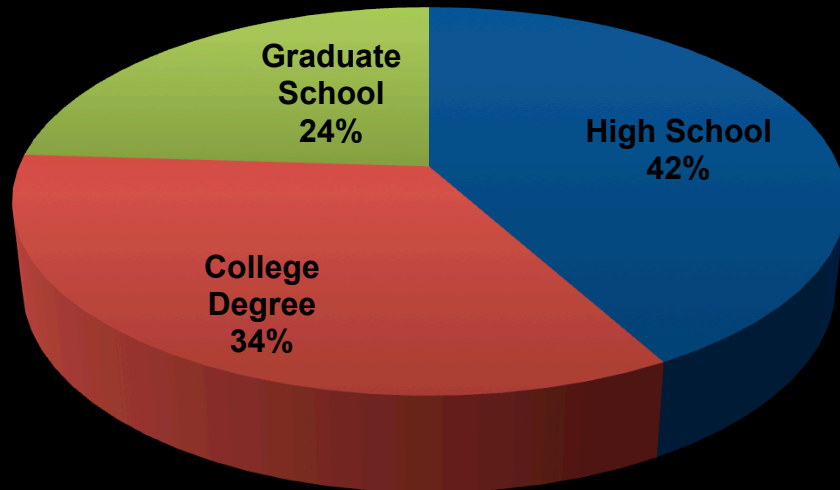
DEMOGRAPHICS

Age Cohorts

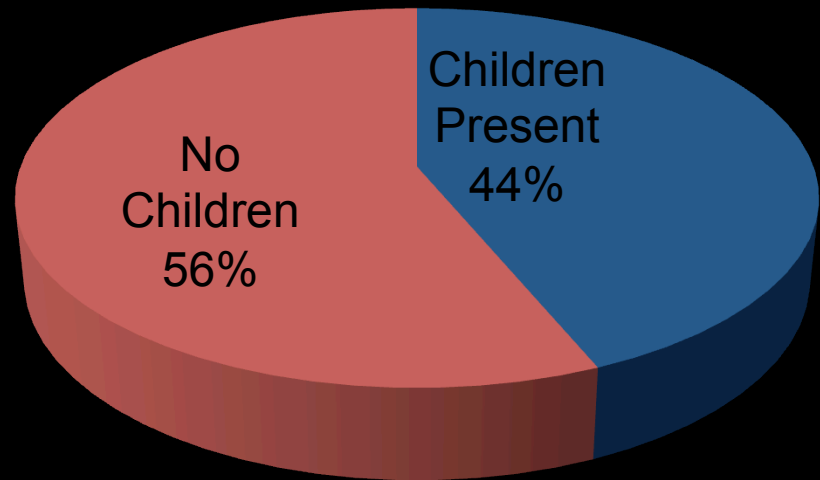
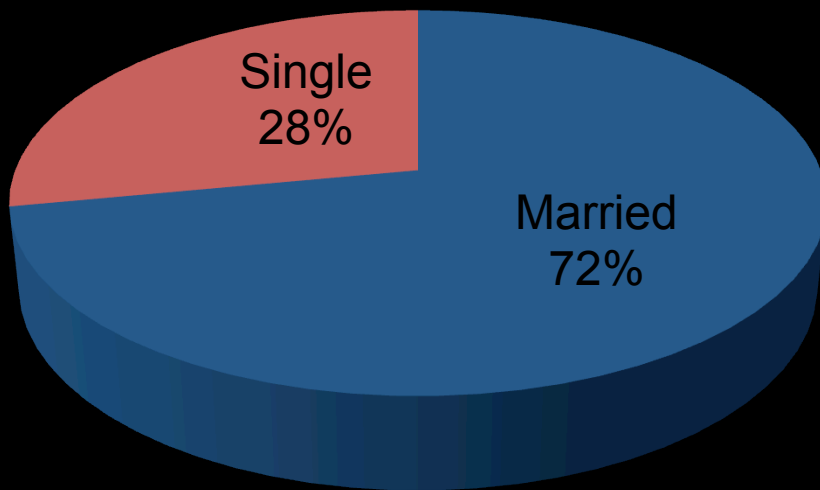


Average Age: 57

Education and Income



Family Status



Dirty Secret of
Arts and Culture
Management

Conventional
Wisdom

Stop Guessing

FREE TOOLS

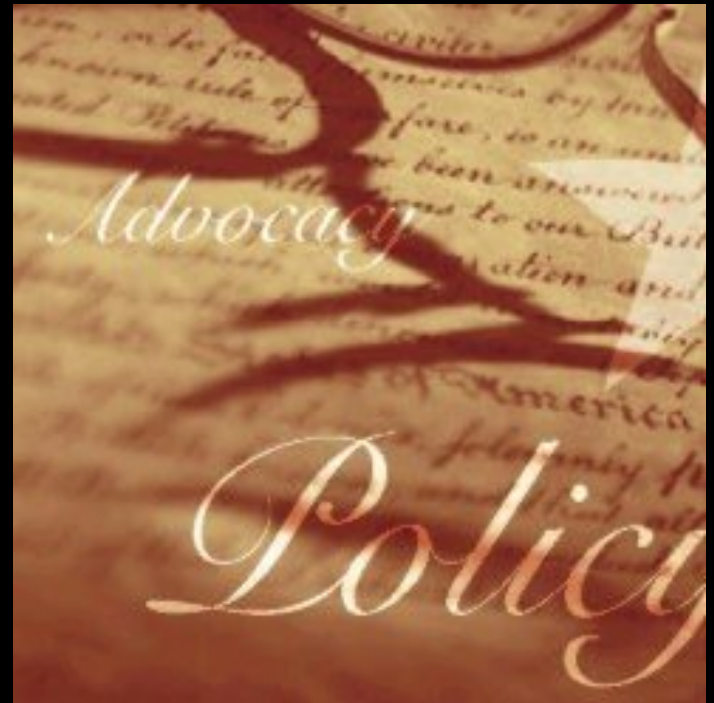
- Cross-over analysis
- Audience demographics

ADVANCED TOOLS

- Response analysis
- Predictive behavior models
- Patron Loyalty Scoring

Advocacy

- Validates relevancy and demand
- Use of the data that has value and impact
- Offensive and defensive strategies



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