



Transforming Arts Organizations Worldwide

# Season Ticket Holder Survey Results

Report | February 2023



# About ABA Season Ticket Holder Survey

- The ORGANIZATION deployed the Advisory Board for the Arts Season Ticket Holder Survey **January 25 – February 6, 2023**.
- The survey was deployed to **4 different patron groups**: (1) patrons who hold/have held Applause Packages; (2) patrons who hold/have held Bravo packages; (3) individuals who hold/have held other season ticket discount packages outside of Applause and Bravo; and (4) any other patrons who don't fit in the previous three categories.
- At the conclusion of the survey, there were **N=289 responses**: 83 for group (1), 98 for group (2), 35 for group (3), and 73 for group (4).

## Sections of the Survey

### 1. Connection to The ORGANIZATION and the Greater REGION Community

*Survey takers were asked about their connection to The ORGANIZATION and other places in their community that they feel strong emotional connections to. They were also asked about likelihood to attend theatre performances in the future.*

### 2. Season Ticket Packages

*This section asked satisfaction questions regarding season ticket packages, benefits to season ticket holders, and other preferences for the following groups of patrons:*

- 2022/23 season ticket package holders
- 2021/22 season ticket package holders
- 2019/20 and prior years season ticket package holders

*This section also asked about future changes to season ticket packages and their impact on purchasing season ticket packages.*

### 3. Demographics

*Survey takers were asked standard questions around ethnicity, gender, birth year, and zip code. Here, participants were also asked to share any final words of advice or opinions.*

### 4. Statistically Significant Crosstabs

*Statistically significant differences ( $p \leq 0.05$ ) are highlighted in this section.*

# Key Takeaways

---

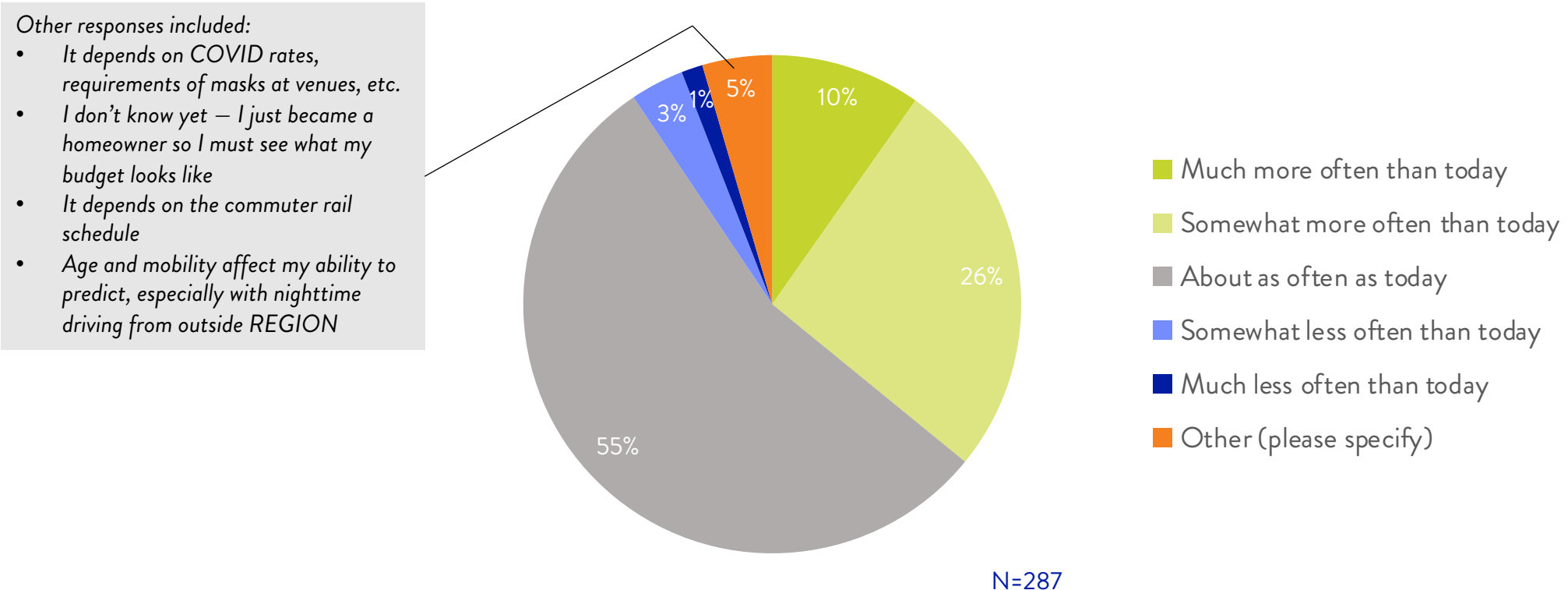
- Feedback is generally positive:
  - The ORGANIZATION scores at an industry-standard net promoter score of 41 for likelihood to recommend a season ticket package to friends/colleagues. Applause patrons scored the highest NPS as a subgroup at 58, followed by individuals who received ticket discounts at 51.
  - Most season ticket holders see The ORGANIZATION as one of the top 2-3 cultural activities in their lives compared to other arts and cultural activities they might enjoy.
- The season ticket changes have also been seen as generally positive:
  - It appears that a third of Bravo season ticket holders did not have previous years' season tickets, so the program is encouraging new package holders.
  - For those who hold current 2022/23 season tickets, there is high satisfaction overall.
  - One-third of current or past Applause/Bravo package holders do not feel that these packages are materially different than pre-2021 packages, but one-fifth do feel that they are an improvement over prior years.
  - Applause and Bravo season ticket holders seem to be self-sorting into the right groups: 81% of Applause season ticket holders say they will pay more to keep their seats; 71% of Bravo season ticket holders prefer to save money while changing seats.
- Bravo ticket holders are slightly younger, more frequent attendees but less loyal overall than Applause attendees.
- There are good signs for the future:
  - Overall, over one-third of respondents expect to attend more theater performances in the future, with Bravo indicating a slightly higher likelihood than Applause.
  - Most will purchase next year's 2023/24 season ticket package, with 2022/23 and 2021/22 season ticket holders significantly more likely to buy next year's package.
- Millennials' connection to the organization and to the arts is different than others, with some areas of concern:
  - Millennials are much less likely to say that the ORGANIZATION is in the top 2-3 cultural activities most important to me vs baby boomers. (40% vs 61%).
  - Millennials feel more disconnected from The ORGANIZATION than older generations. (10% disagree with "I feel connected" vs 0%)
  - Millennials are more likely than baby boomers to say they will purchase future packages that add access to exclusive events. (60% say "slightly more likely" vs 30% for others)
- Some additional color about experience:
  - There is a relatively equal split in preferred ticket delivery options with applause patrons being more preferential to receiving tickets in September rather than 7 days in advance.
  - Overall, discounts at local restaurants, hotels, and other arts venues in the city as well as pre-paid parking vouchers have the largest influence on purchasing future packages

1

Connection to The  
**ORGANIZATION** and the  
Greater **REGION**  
Community

# Over One-Third Expect To Attend More Theater in the Future

Expectation of Attending Theatre Performances In the Future Compared to Today

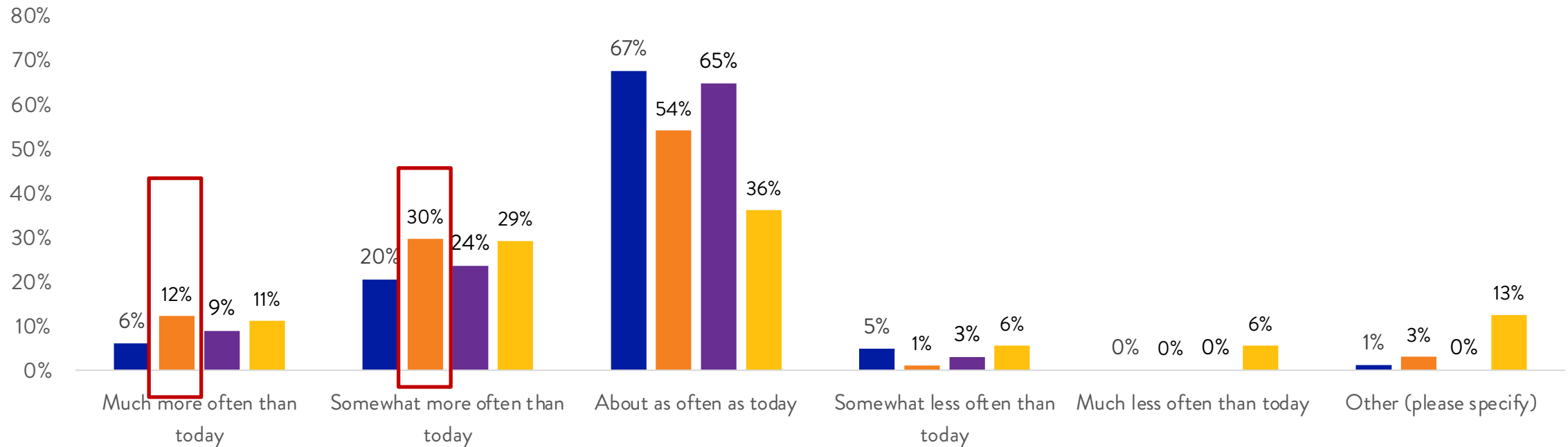


Q: Thinking about the future, how are you feeling about going out for arts and cultural events, specifically theatre performances? Do you expect that in future years you will attend theatre performances...

# Bravo and Other Expect to Attend Theatre Slightly More in the Future

Expectation of Attending Theatre Performances In the Future Compared to Today  
Split by Survey Collector

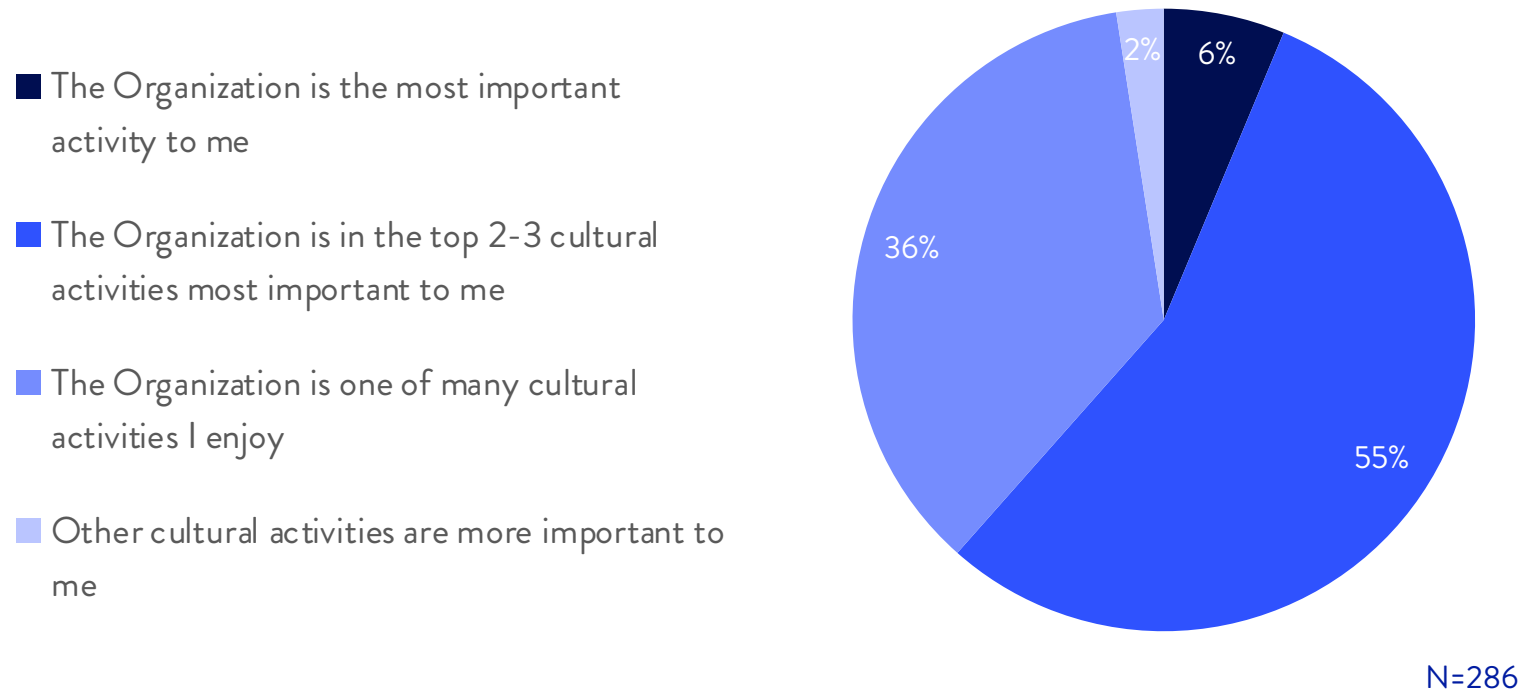
■ Applause (N=83)   ■ Bravo (N=98)   ■ Discount (N=34)   ■ Other (N=72)



Q: Thinking about the future, how are you feeling about going out for arts and cultural events, specifically theatre performances? Do you expect that in future years you will attend theatre performances...

# ORGANIZATION is in the Top 3 Most Important Cultural Activities for Over 50%

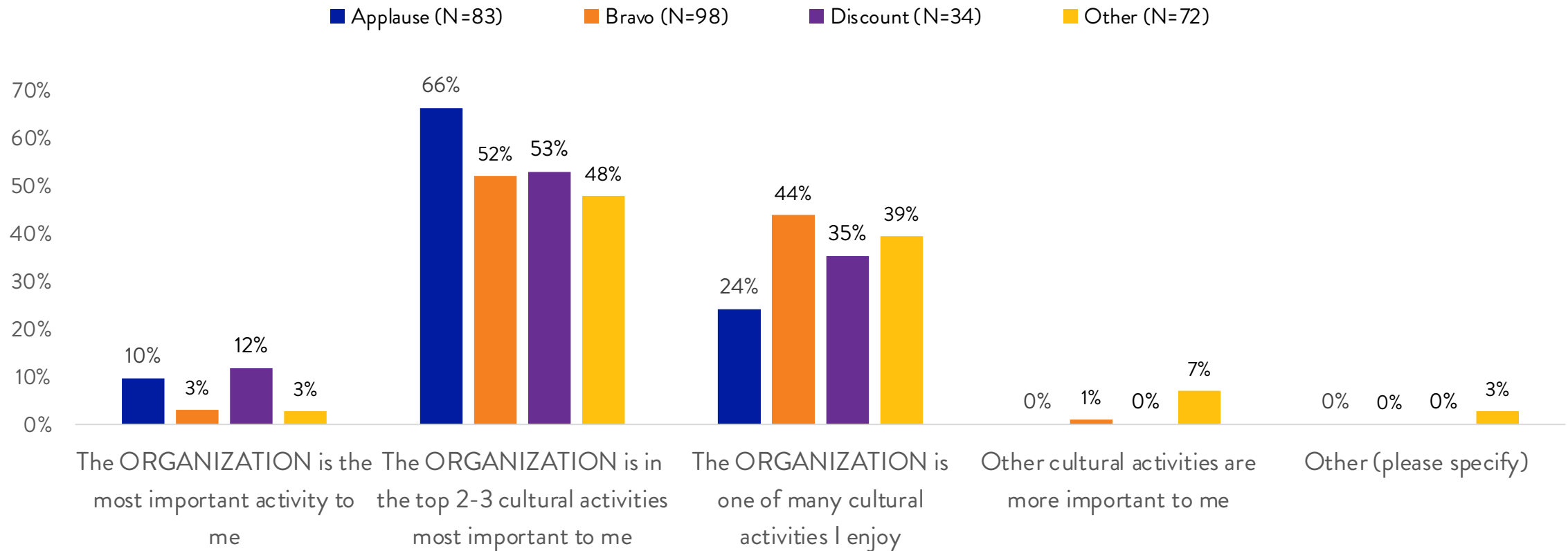
Importance of The ORGANIZATION Compared to Other Enjoyable Arts and Cultural Activities



Q: How important is The ORGANIZATION and its plays to you compared to other arts and cultural activities you might enjoy?

# Majority of Patrons See ORGANIZATION as an Important Cultural Activity

Importance of The ORGANIZATION Compared to Other Enjoyable Arts and Cultural Activities  
Split by Survey Collector



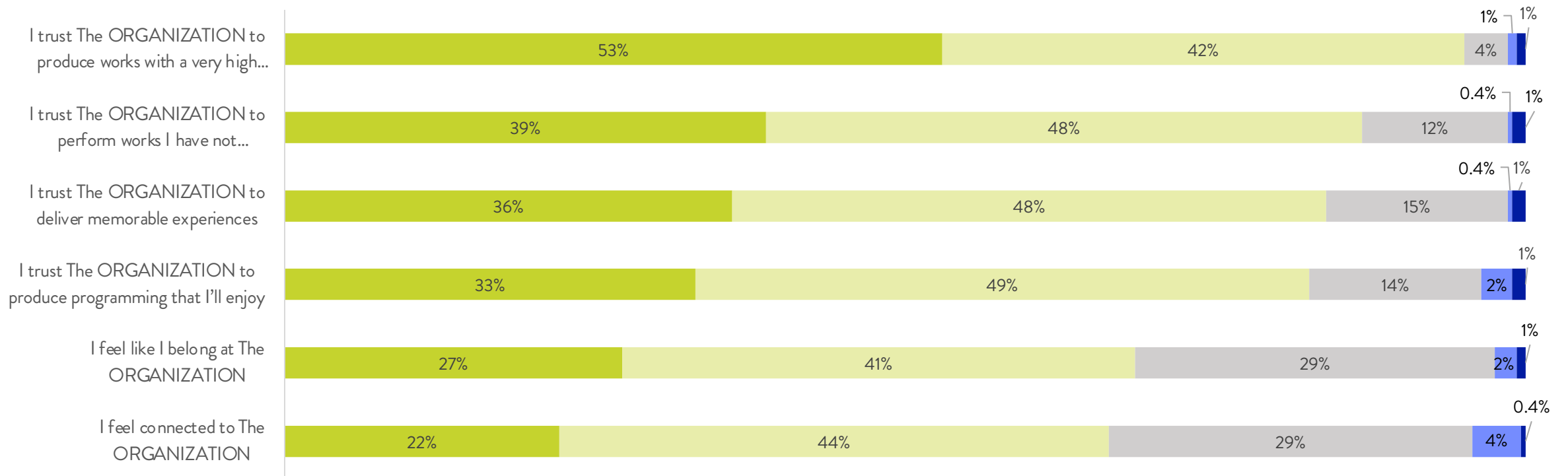
Q: How important is The ORGANIZATION and its plays to you compared to other arts and cultural activities you might enjoy?



# Higher Levels of Agreement on Trust in Programming v. Belonging/Connection

## Degree of Agreement to Statements About The ORGANIZATION

■ Strongly Agree   
 ■ Agree   
 ■ Neither agree nor disagree   
 ■ Disagree   
 ■ Strongly Disagree



N=285

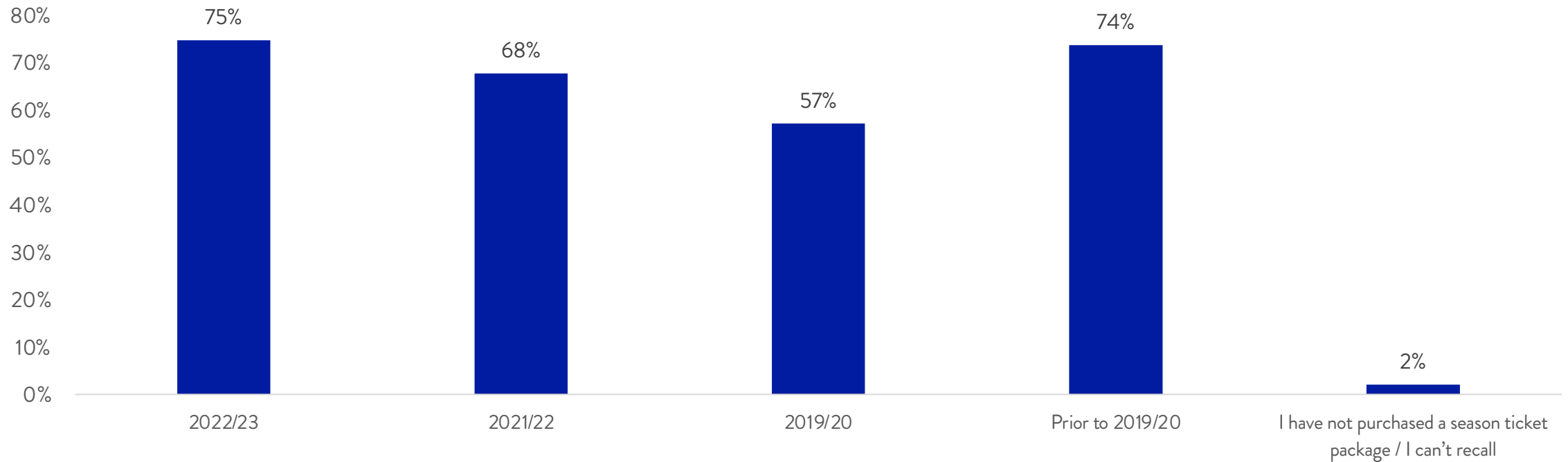
Q: Please rate your level of agreement with the following statements

2

## Season Ticket Packages

# Three-Quarters Hold Current Season Ticket Packages

History of Purchasing/Using a Season Ticket Package to The ORGANIZATION

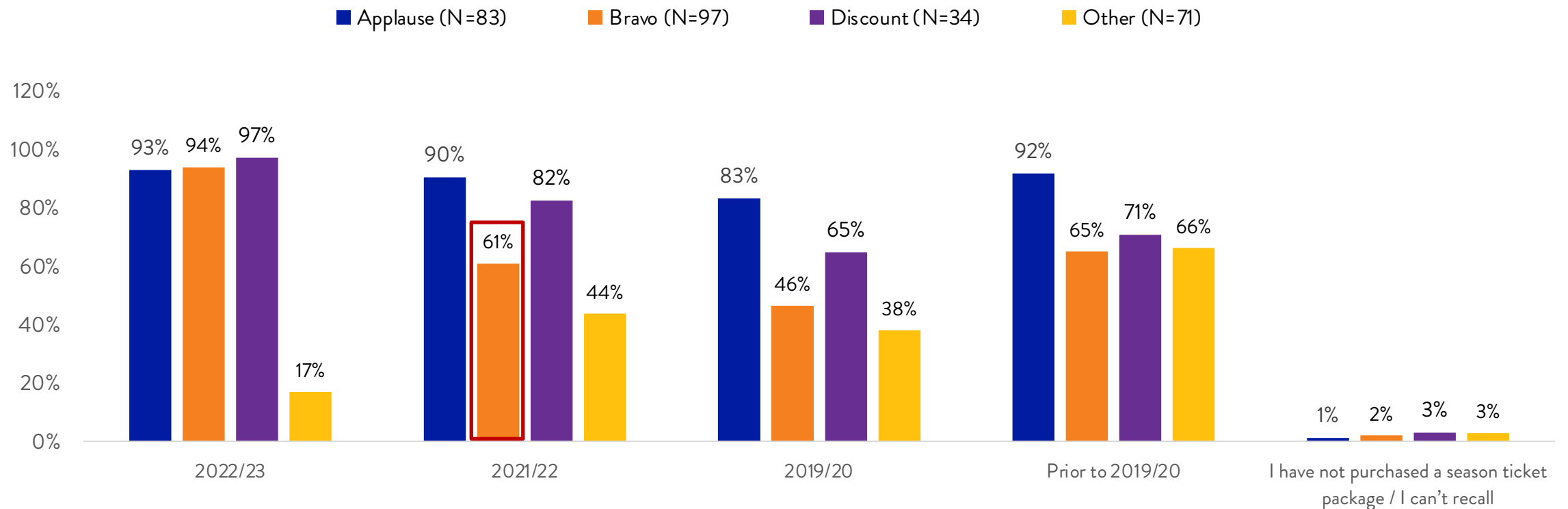


N=285

Q: To the best of your recollection, for which seasons have you purchased/used a season ticket package to The ORGANIZATION? Please select all that apply. (Note that 2020/21 is not included because the season was canceled due to COVID.)

# Majority of Applause Patrons Have Retained Season Packages Year-to-Year

History of Purchasing/Using a Season Ticket Package to The ORGANIZATION  
Split by Survey Collector



Q: To the best of your recollection, for which seasons have you purchased/used a season ticket package to The ORGANIZATION? Please select all that apply. (Note that 2020/21 is not included because the season was canceled due to COVID.)

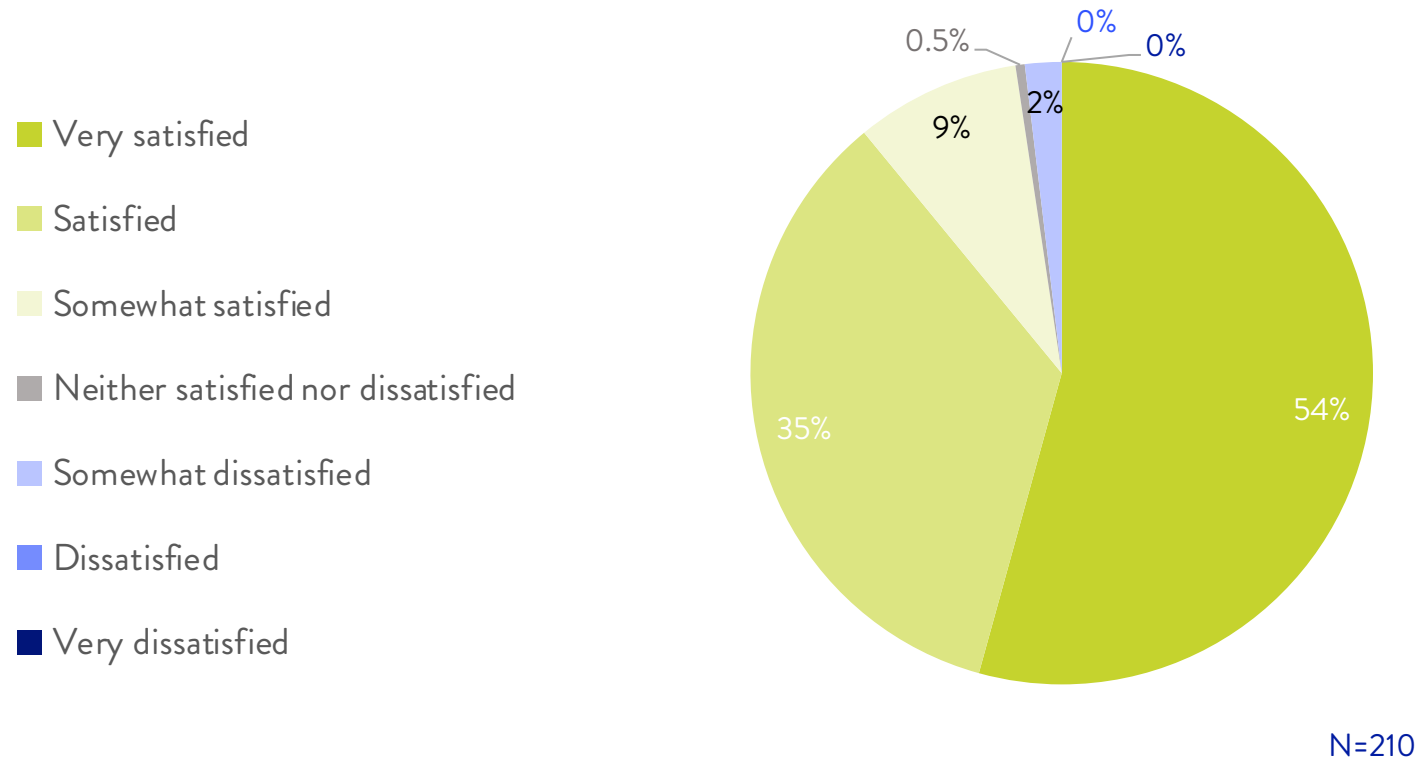
## *2022/23 Season Ticket Holders*

*[Questions here only for people who answered  
“2022/23” on slide 9]*



# Astounding Satisfaction with 2022/23 Season Ticket Packages

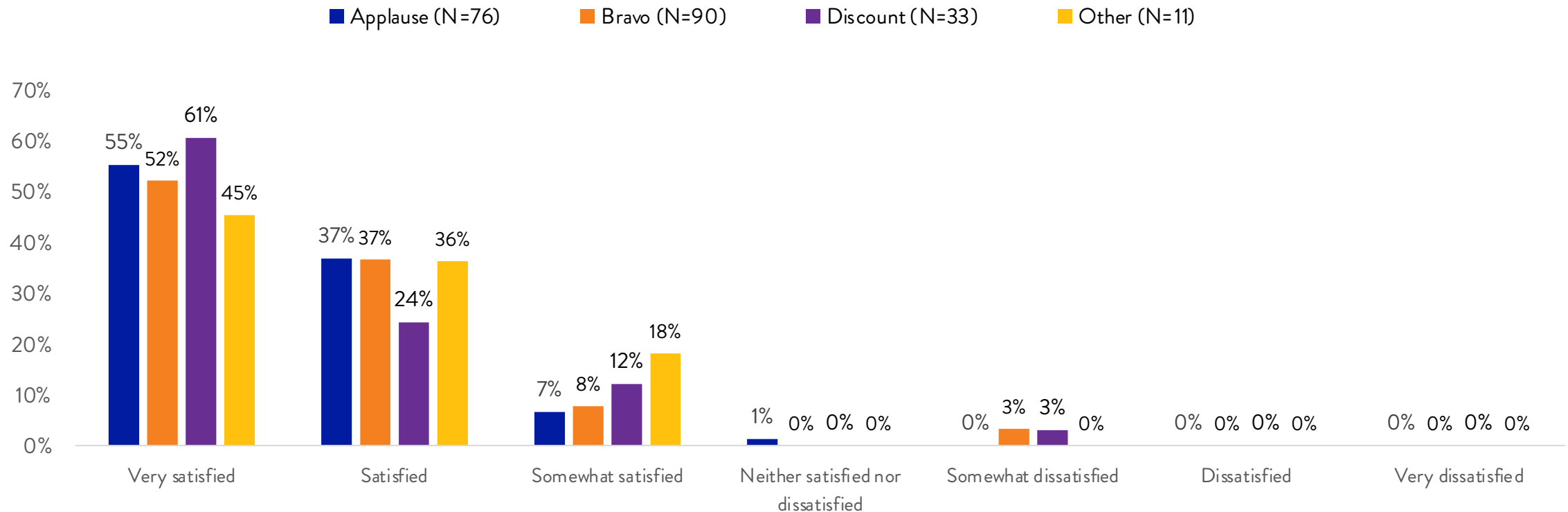
Satisfaction with Current 2022/23 Season Ticket Package at The ORGANIZATION



Q: In the prior question you indicated that you attended classical music performances the most. Which of the following organizations' performances have you attended in the past three years? (Select all that apply)

# Over Half of Applause, Bravo and Discount Patrons are Very Satisfied

Satisfaction with Current 2022/23 Season Ticket Package at The ORGANIZATION  
Split by Survey Collector



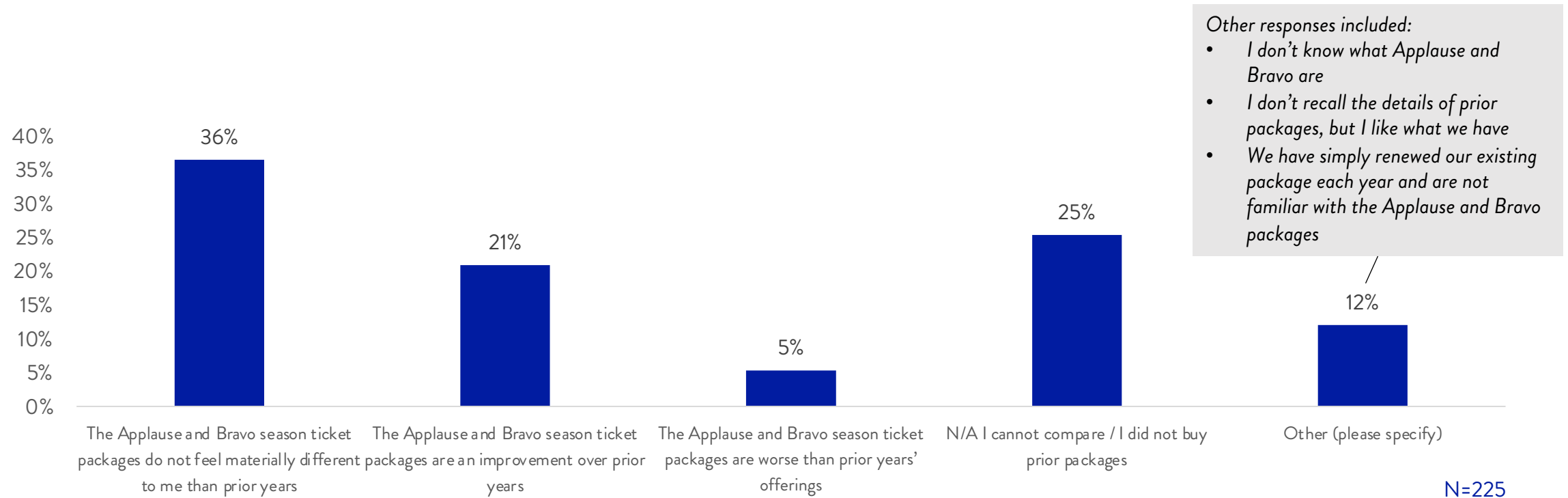
Q: In the prior question you indicated that you attended classical music performances the most. Which of the following organizations' performances have you attended in the past three years? (Select all that apply)

## *2021/22 Season Ticket Holders*

*[Questions here only for people who answered  
“2021/22” on slide 9]*

# One-Fifth Believe Applause/Bravo are an Improvement from Pre-2021 Packages

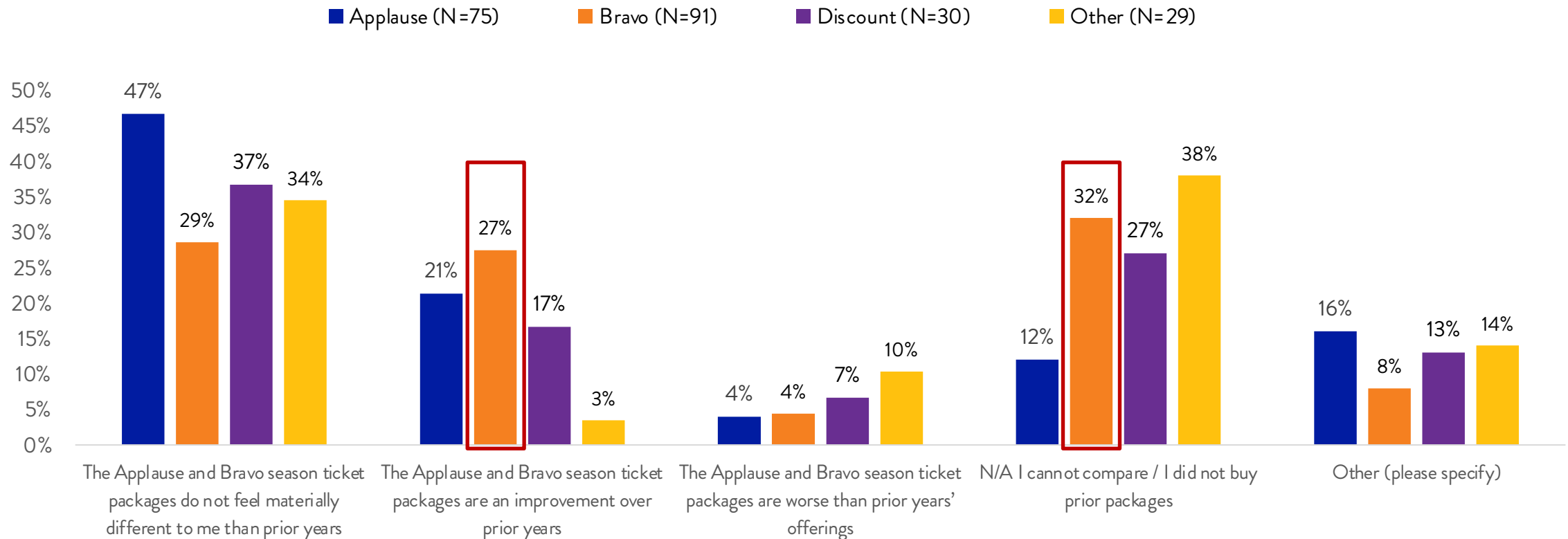
Impression of Relative Quality and Value of Applause/Bravo Season Ticket Packages v. Packages Prior to 2021



Q: If you had a season ticket package in years prior to 2021, what is your impression of the relative quality and value of the Applause and/or Bravo compared to prior packages?)

# Half of Applause Patrons Do Not Feel a Difference in Current Package

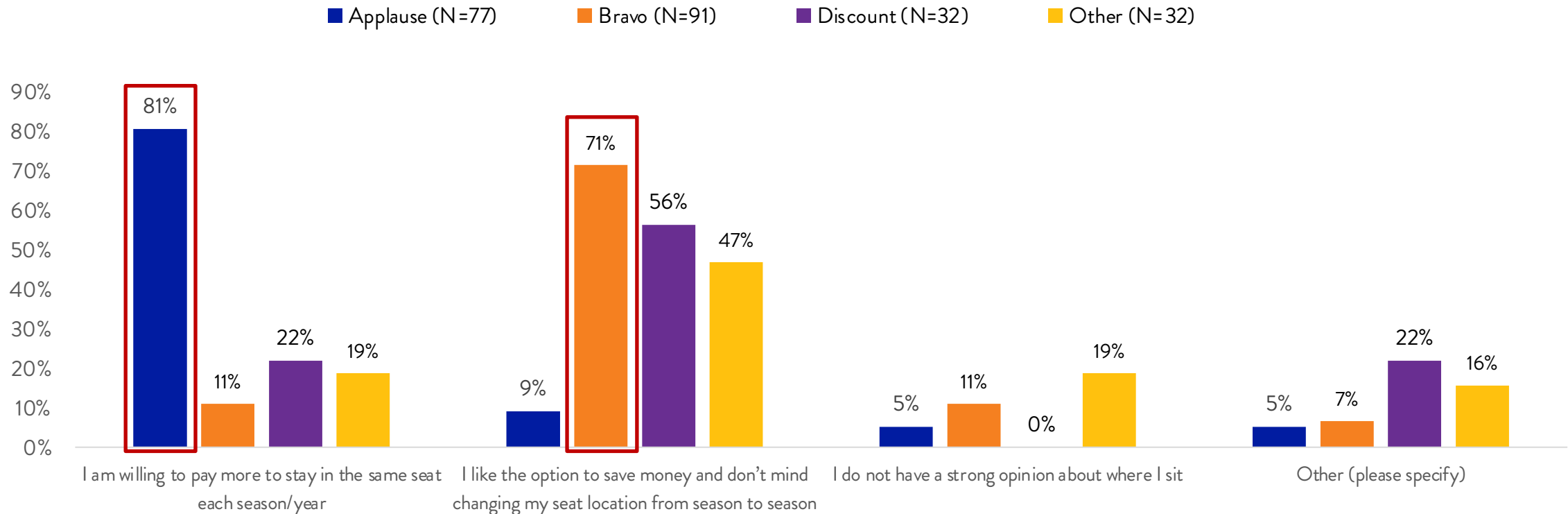
Impression of Relative Quality and Value of Applause/Bravo Season Ticket Packages v. Packages Prior to 2021  
Split by Survey Collector





# Bravo, Discount, and Other Do not Mind Changing Seat Locations

Impression of Seat Choice for Performances in Applause and Bravo Packages  
Split by Survey Collector

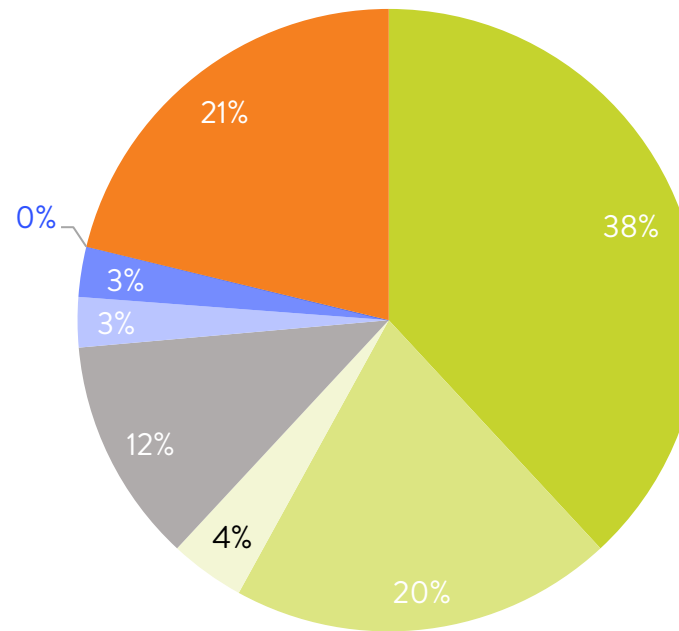


Q: As you may know, the Applause package secures your usual seat across seasons, while the Bravo package may have you in different seats for different seasons. Which of the following statements best describes how you feel about the seat for your performances?

# Majority Satisfied with Mobile Ticket Options; One-Fifth Not Aware

Satisfaction with Mobile Ticket Options as a Part of Season Ticket Package Experience

- Very satisfied
- Satisfied
- Somewhat satisfied
- Neither satisfied nor dissatisfied
- Somewhat dissatisfied
- Dissatisfied
- Very dissatisfied
- N/A I do not engage with mobile ticket options



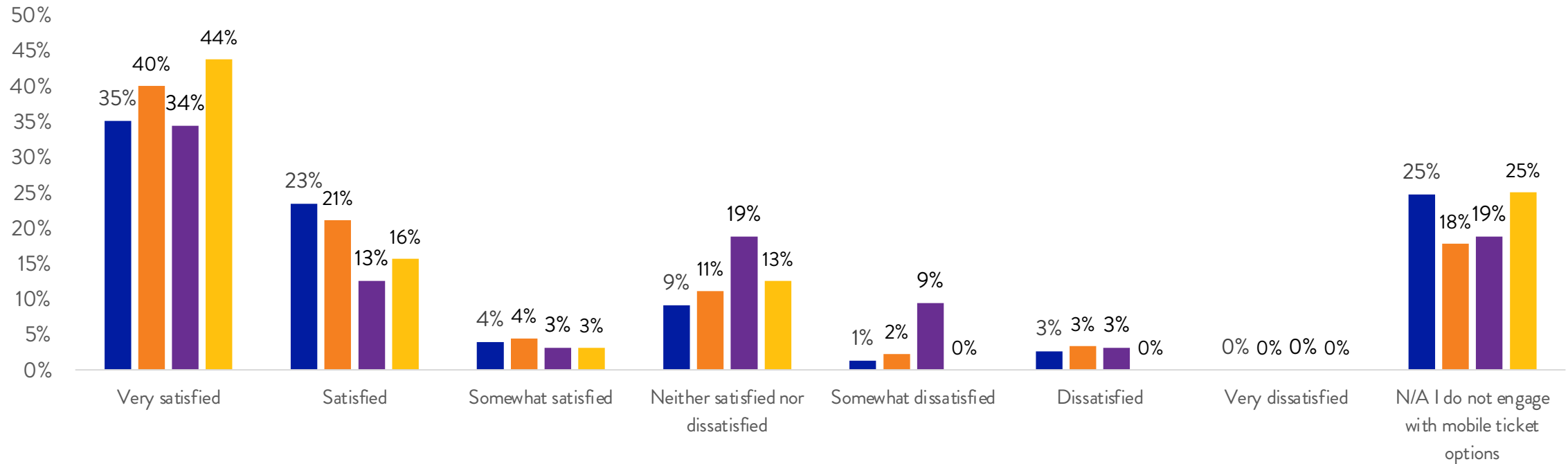
N=231

Q: Please rate how satisfied you are with mobile ticket options as a part of your season ticket package experience

# Similar Responses Between Groups on Mobile Ticket Satisfaction

Satisfaction with Mobile Ticket Options as a Part of Season Ticket Package Experience  
Split by Survey Collector

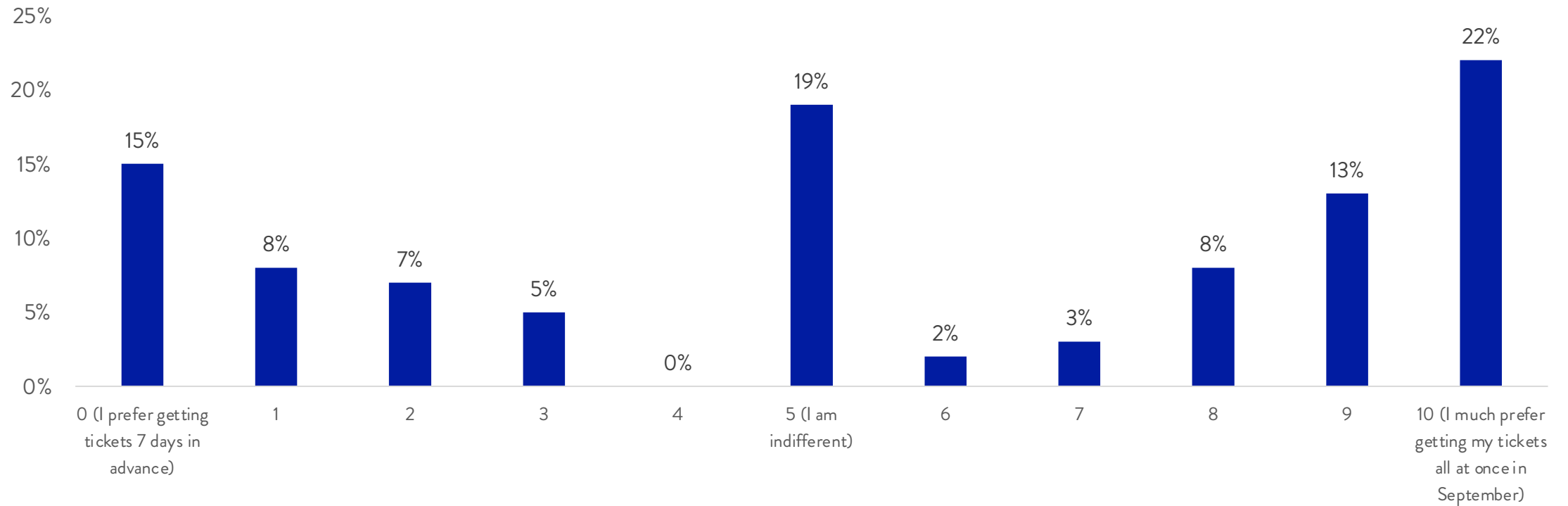
■ Applause (N=77)   ■ Bravo (N=90)   ■ Discount (N=32)   ■ Other (N=32)



Q: Please rate how satisfied you are with mobile ticket options as a part of your season ticket package experience

# Relatively Equal Split in Preferred Ticket Delivery Options

Rating of Preferred Ticket Delivery Option



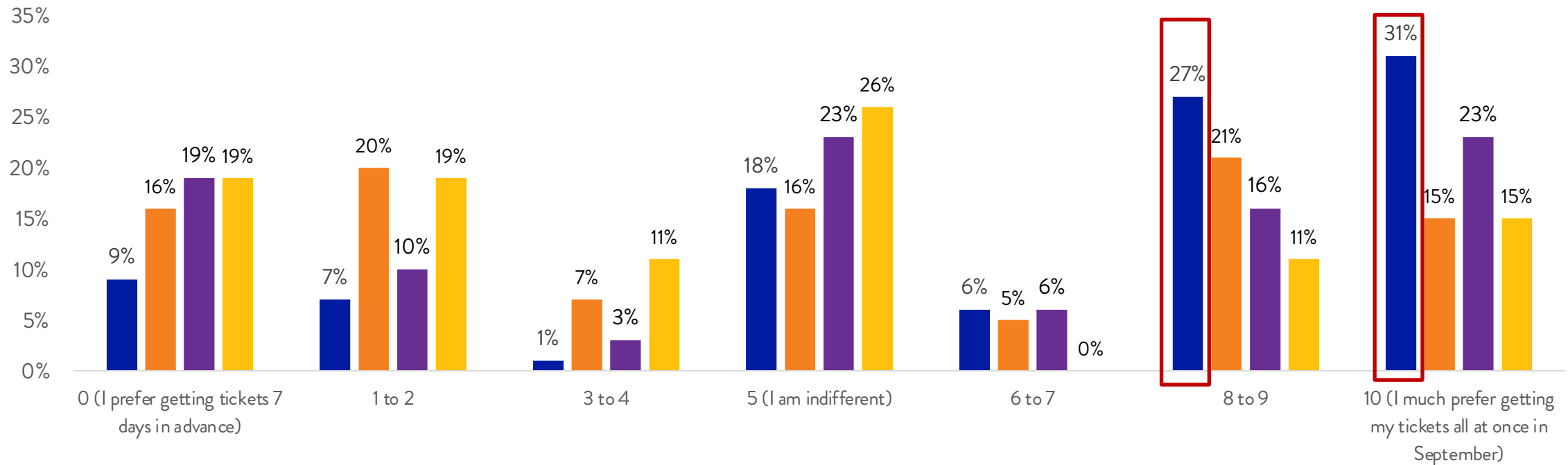
N=200

Q: In 2022 we adjusted the delivery of tickets to provide tickets 7 days in advance of each show. Please let us know which ticket delivery option you prefer by using the slider bars below:

# Most Applause Patrons Prefer Receiving Tickets in September

Satisfaction with Mobile Ticket Options as a Part of Season Ticket Package Experience  
Split by Survey Collector

■ Applause (N=67)   ■ Bravo (N=75)   ■ Discount (N=31)   ■ Other (N=27)



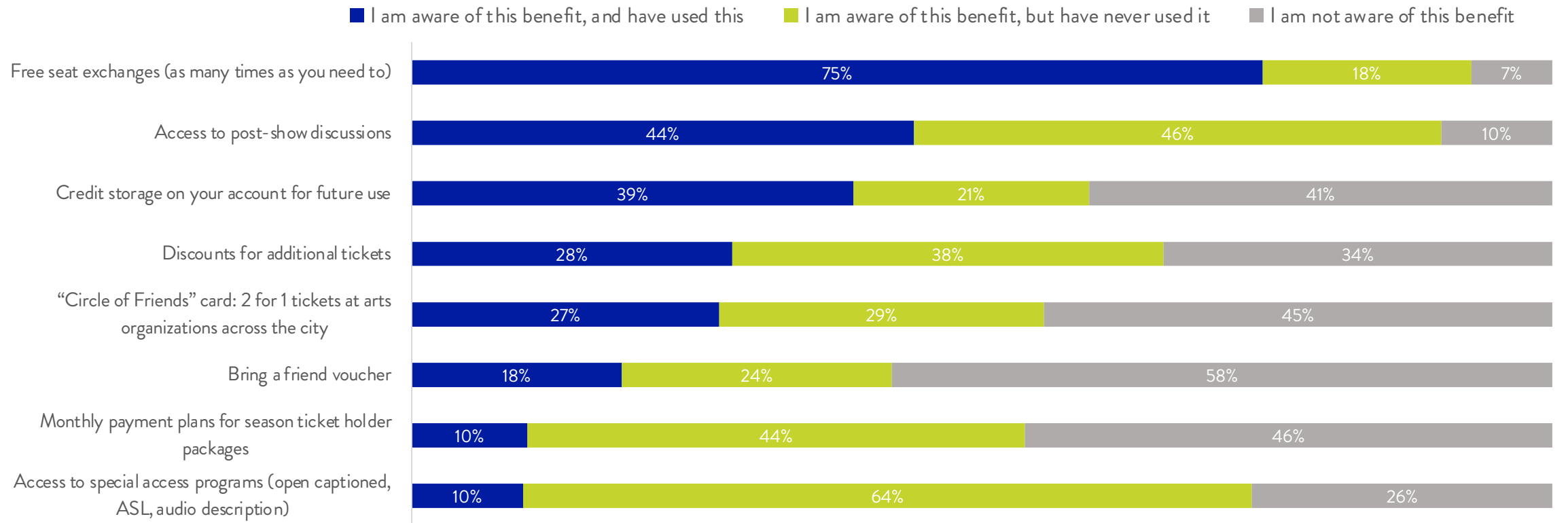
Q: Please rate how satisfied you are with mobile ticket options as a part of your season ticket package experience



*2019/20 and Prior Years Season Ticket Holders*

# Majority Have Used Free Seat Exchanges but Have not Accessed Special Programs

## Awareness and Usage of Benefits to Season Ticket Holders

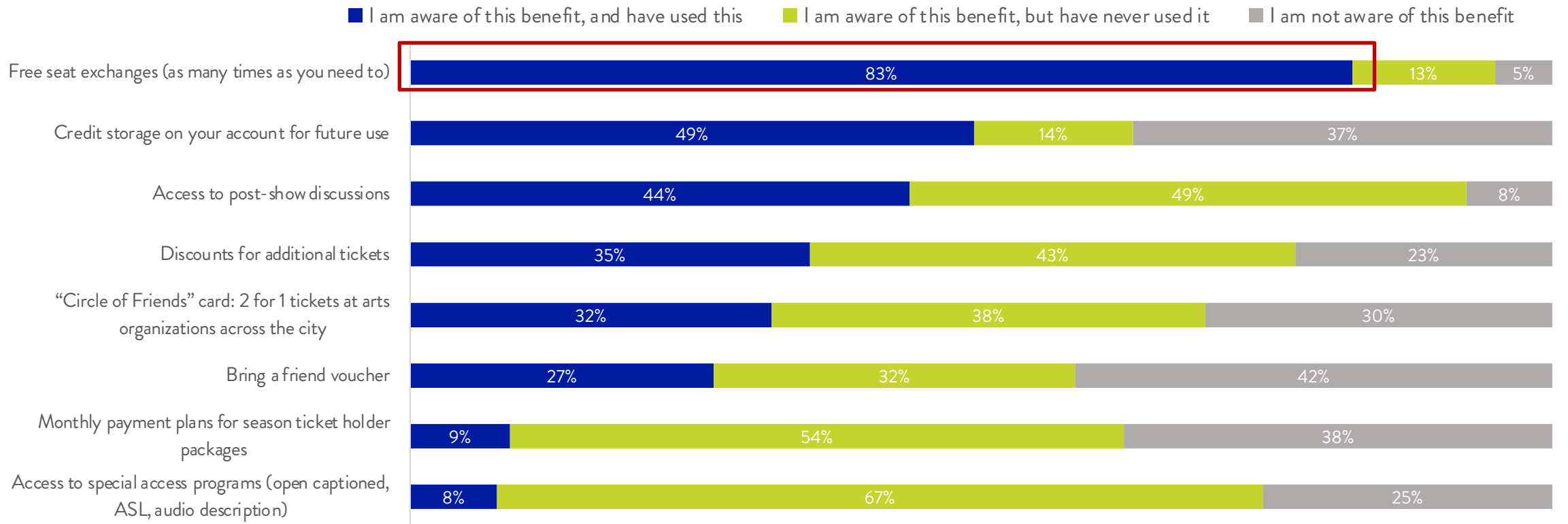


N=270

Q: Below is a list of benefits to season ticket holders. Please select the statement that best describes your awareness and usage of the following benefits.

# Applause Patrons Use Benefits More Than Overall Data

## Awareness and Usage of Benefits to Season Ticket Holders Applause Survey Collector ONLY

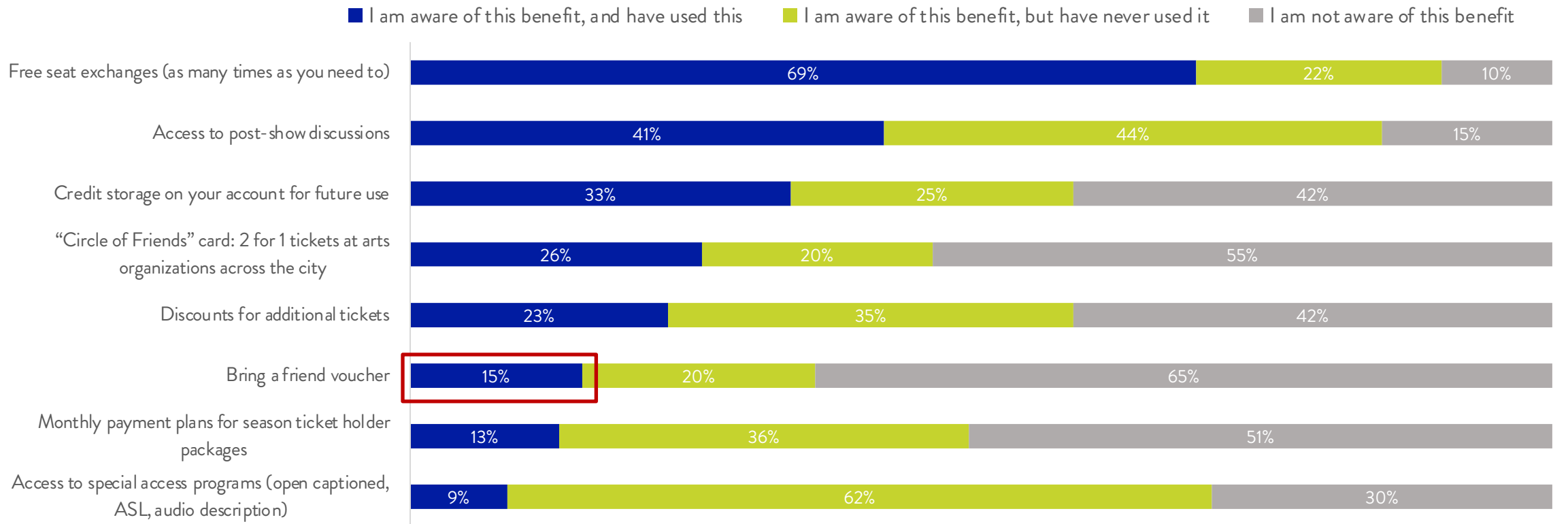


N=80

Q: Below is a list of benefits to season ticket holders. Please select the statement that best describes your awareness and usage of the following benefits.

# Bravo Use Friend Voucher and Circle of Friends Less Than Overall

Awareness and Usage of Benefits to Season Ticket Holders  
Bravo Survey Collector ONLY

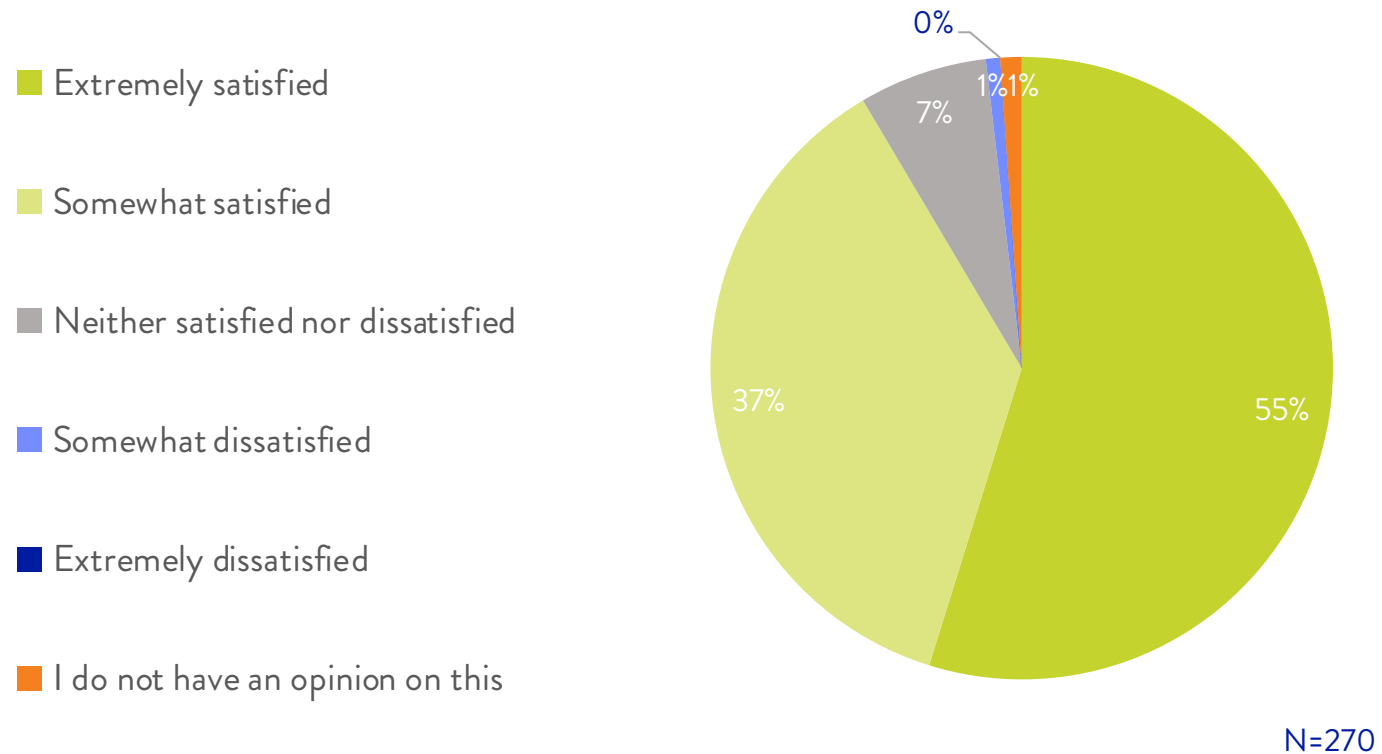


N=94

Q: Below is a list of benefits to season ticket holders. Please select the statement that best describes your awareness and usage of the following benefits.

# Majority Satisfied from Value Received Compared to Price Paid

Satisfaction of Value Received from Season Ticket Package Compared to Price Paid



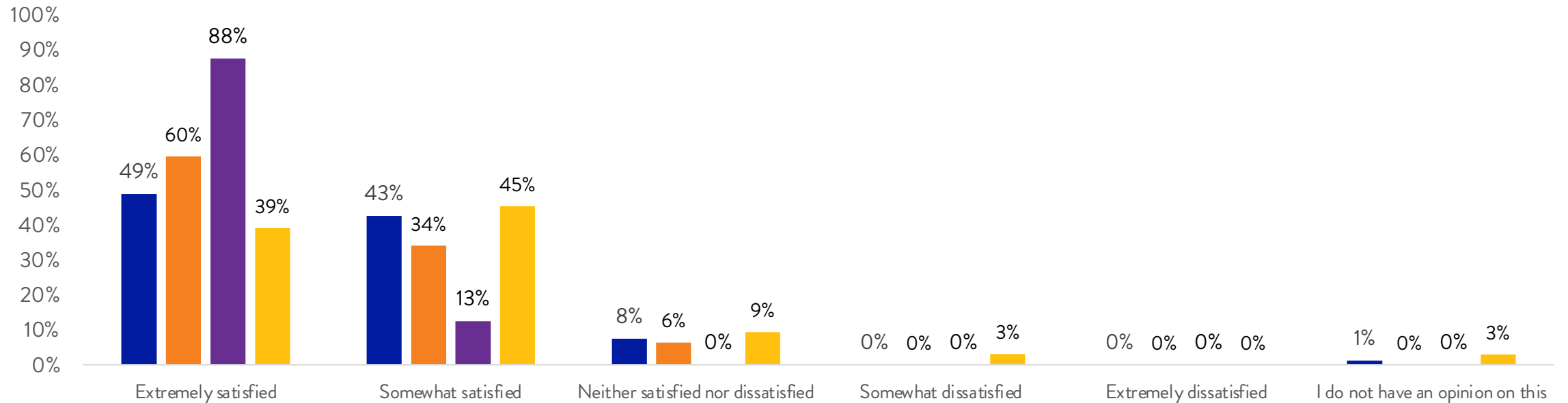
Q: Overall, what is your level of satisfaction of the value compared to the price received from The ORGANIZATION season ticket package?



# Discount Patrons Especially Satisfied by Value Compared to Price

Satisfaction of Value Received from Season Ticket Package Compared to Price Paid  
Split by Survey Collector

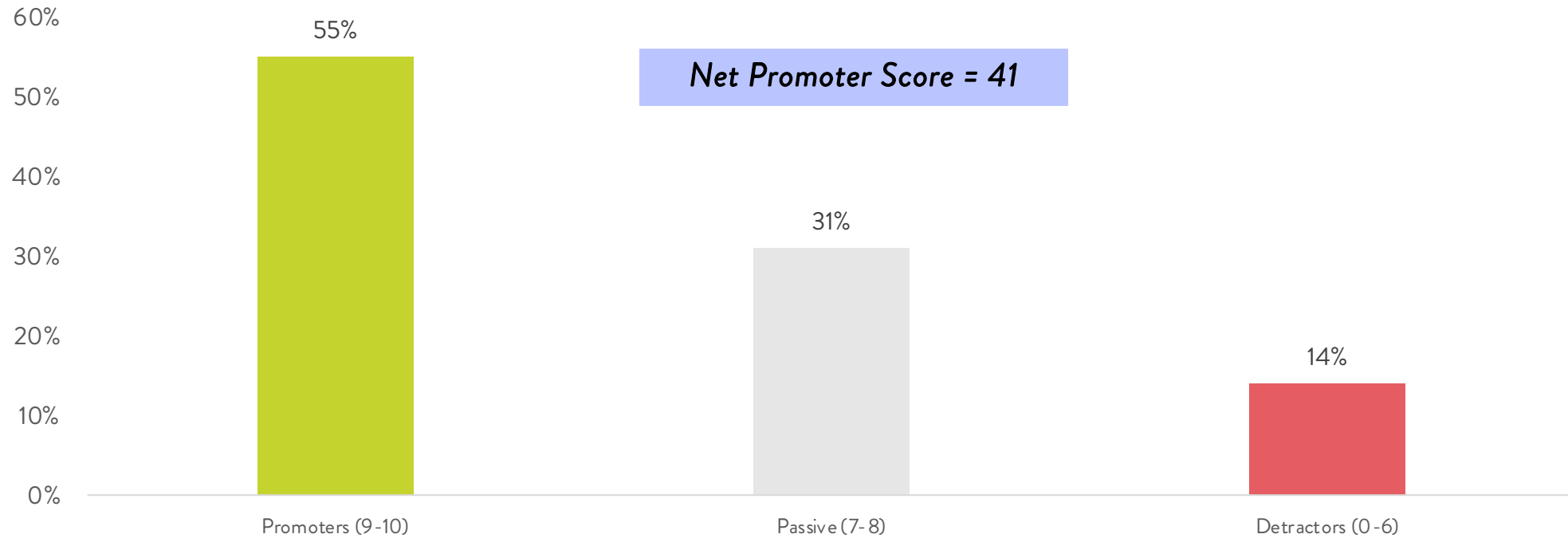
■ Applause (N=80)   ■ Bravo (N=94)   ■ Discount (N=32)   ■ Other (N=64)



Q: Overall, what is your level of satisfaction of the value compared to the price received from The ORGANIZATION season ticket package?

# Industry-Standard Net Promoter Score for Recommending Season Ticket Package

Likelihood to Recommend a Season Ticket Package to The ORGANIZATION to a Friend/Colleague  
10=Highest Recommendation, 0=Lowest Recommendation

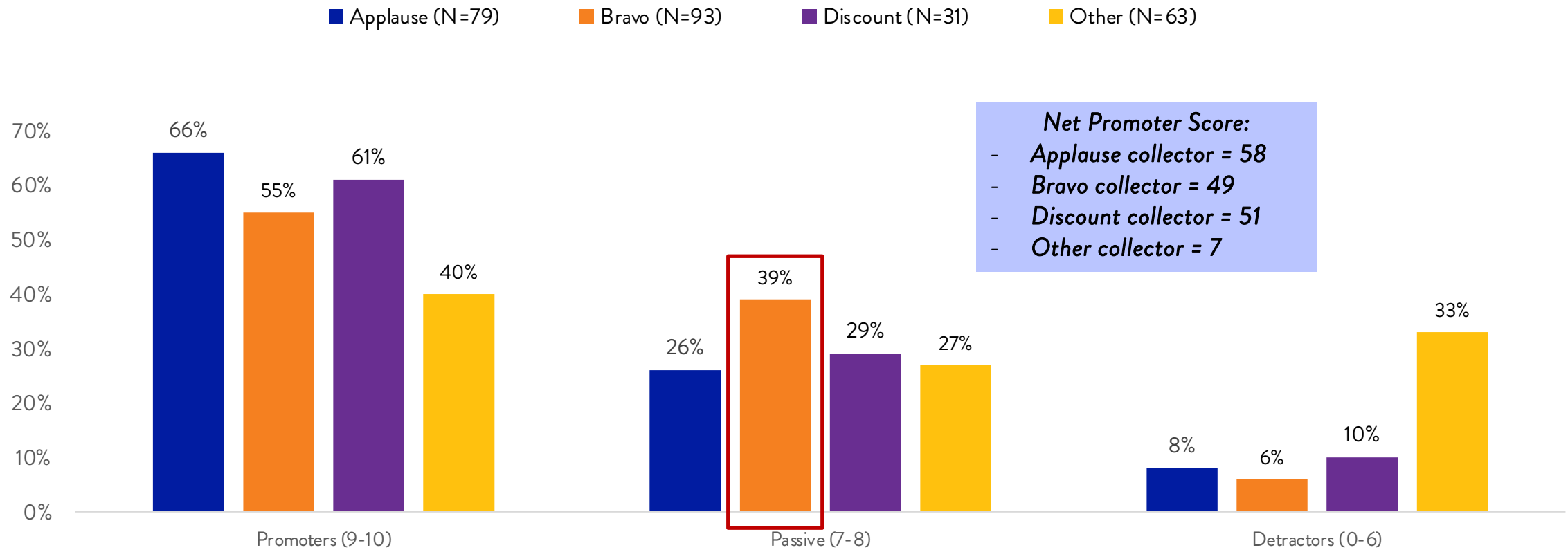


N=266

Q: How likely is it that you would recommend your season ticket package to The ORGANIZATION to a friend or colleague?

# Applause Patrons Have Highest NPS, Followed by Discount Patrons

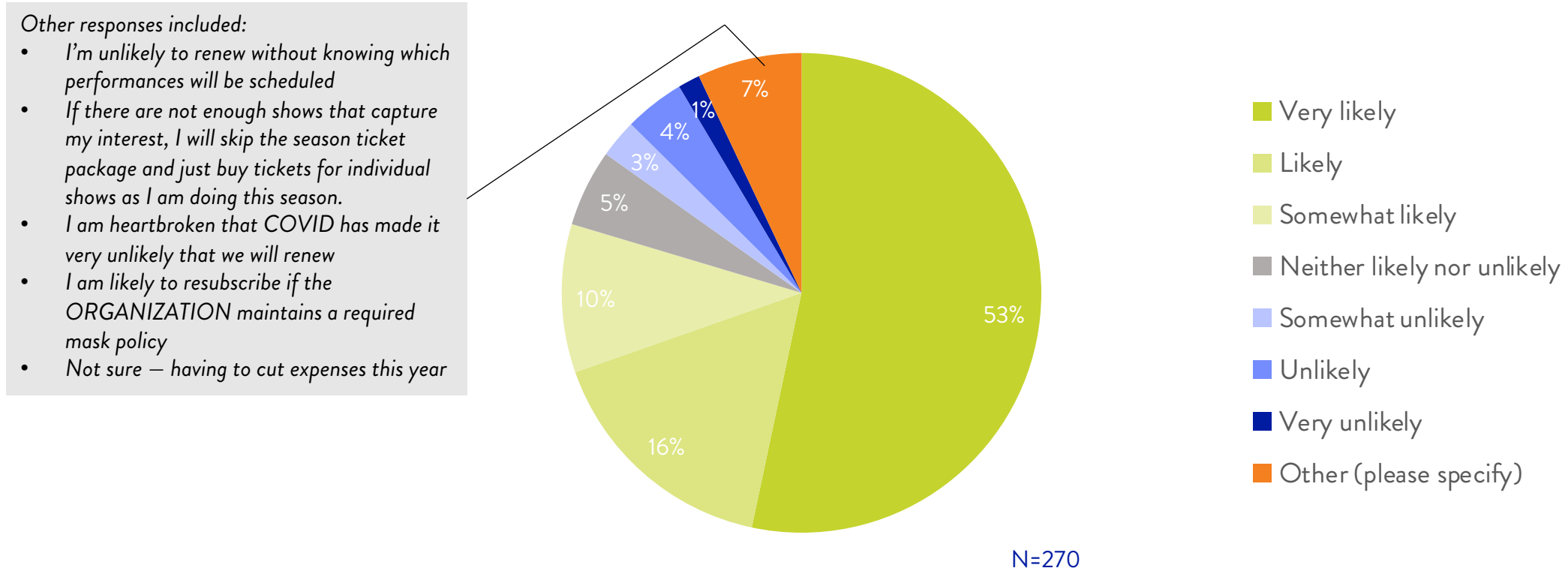
Likelihood to Recommend a Season Ticket Package to The ORGANIZATION to a Friend/Colleague  
Split by Survey Collector



Q: How likely is it that you would recommend your season ticket package to The ORGANIZATION to a friend or colleague?

# Most Will Purchase 2023/24 Season Ticket Package; Varying Reasons for Uncertainty

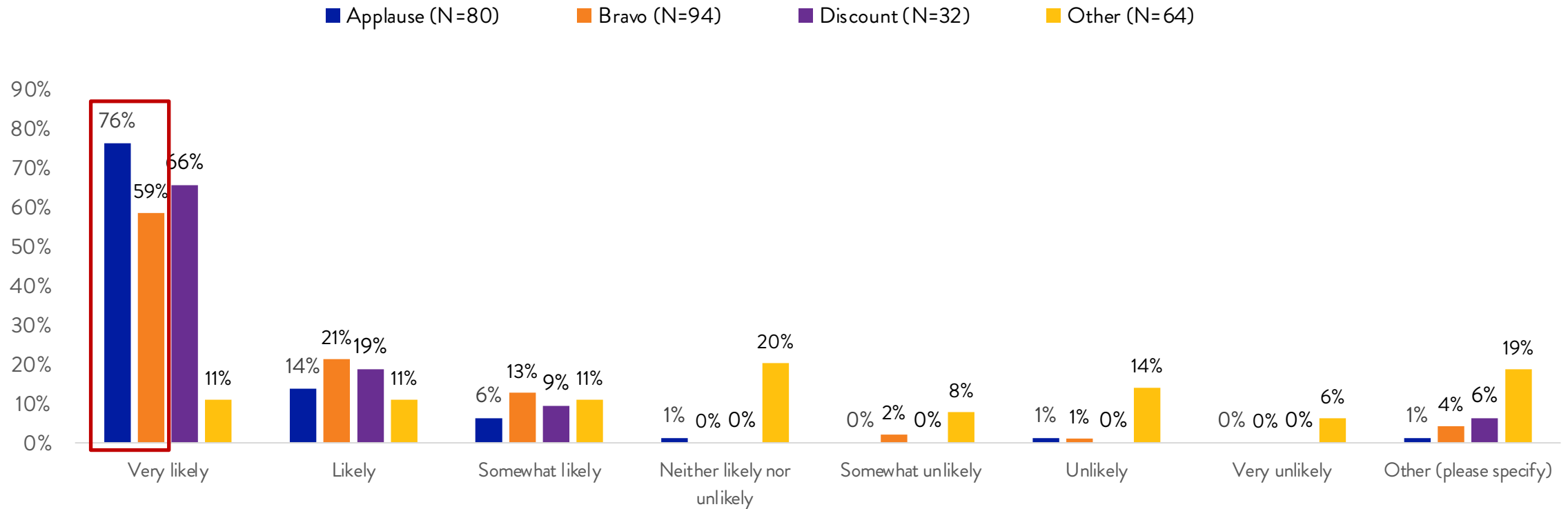
Likelihood of Buying a Season Ticket Package for Next Season (2023/24)



Q: Without knowing specifically which performances will be programmed, how are you feeling about renewing your season ticket package in the future? How likely are you to buy a season ticket package for next season (2023/24)?

# Majority of Applause, Bravo, and Discount Likely to Buy 2023/24 Package

Likelihood of Buying a Season Ticket Package for Next Season (2023/24)  
Split by Survey Collector

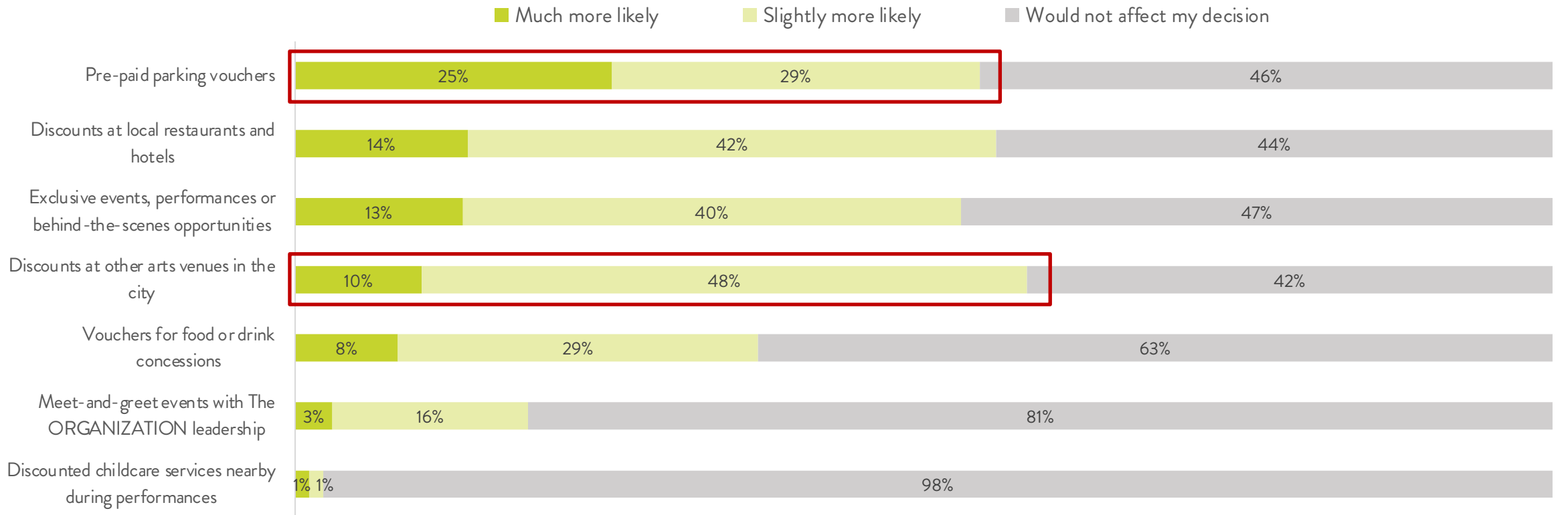


Q: Without knowing specifically which performances will be programmed, how are you feeling about renewing your season ticket package in the future? How likely are you to buy a season ticket package for next season (2023/24)?

# *Potential Additions to Future Season Ticket Packages*

# Discounts at Local Businesses Have Highest Effect on Increasing Buying Power

Influence of Potential Additions to Season Ticket Packages on Buying a Package in the Future



N=271

Q: Looking at the following potential additions to future season ticket packages, please rate the extent to which it would influence you to buy a package in the future

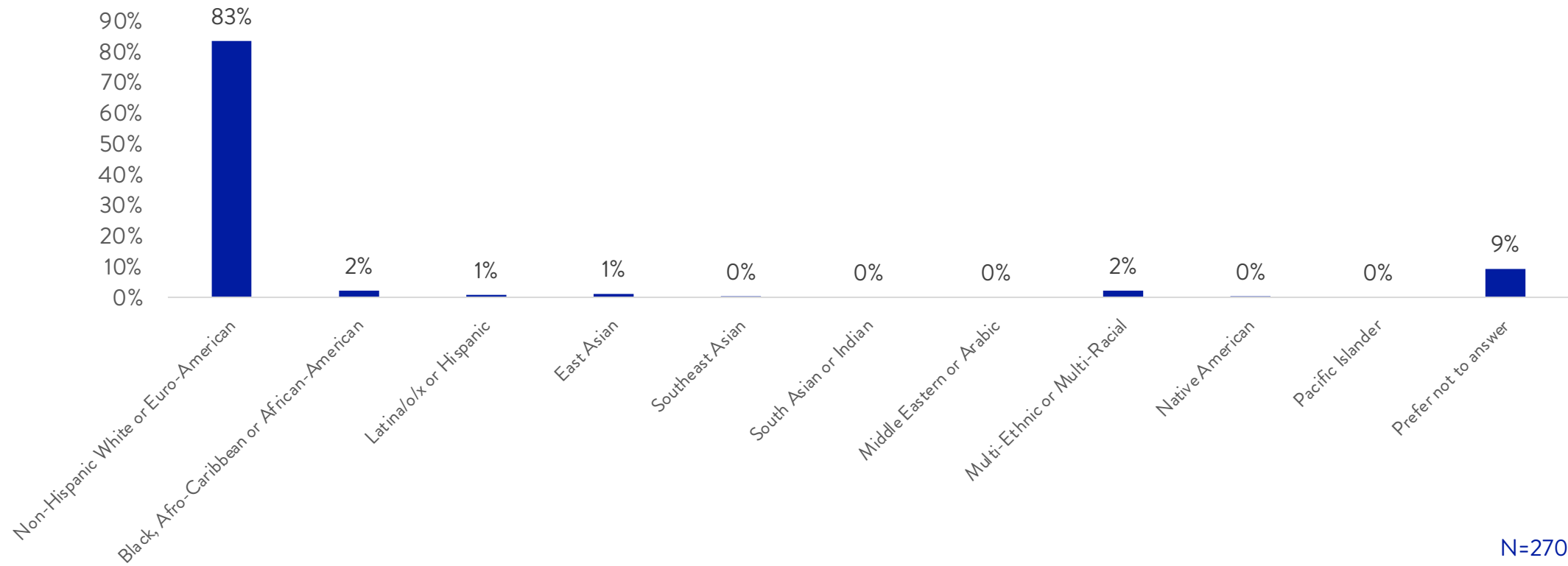


# Demographics



# Ethnicity

Ethnicity

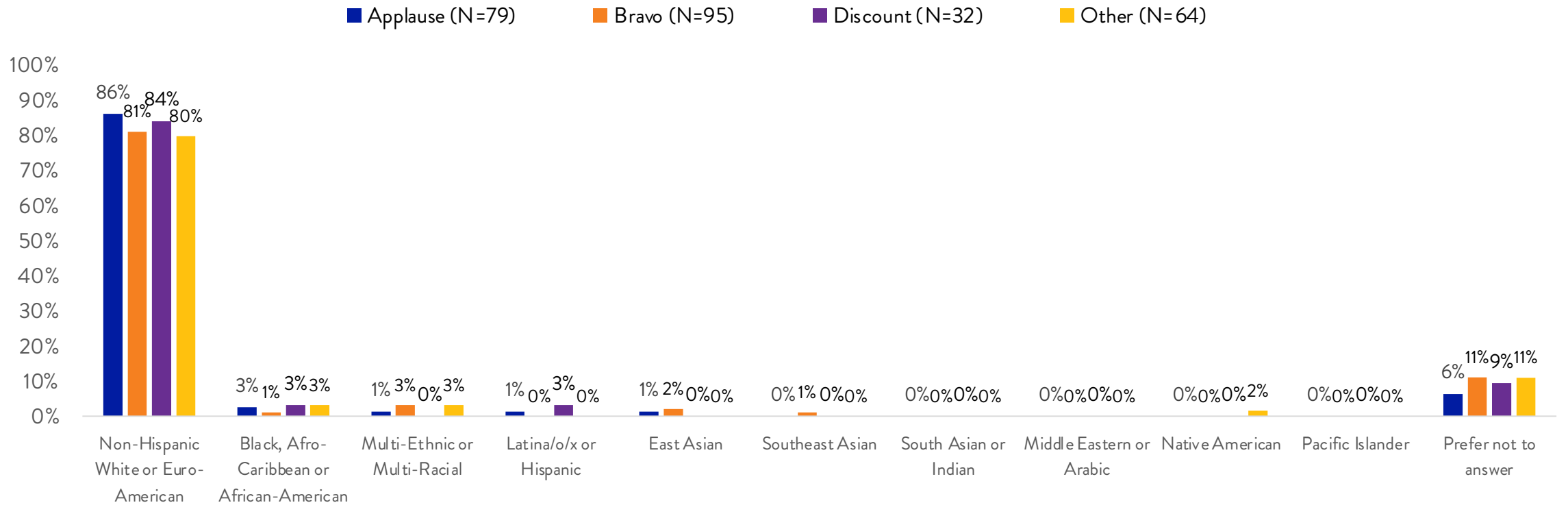


N=270

Q: Which of the following best describes you?

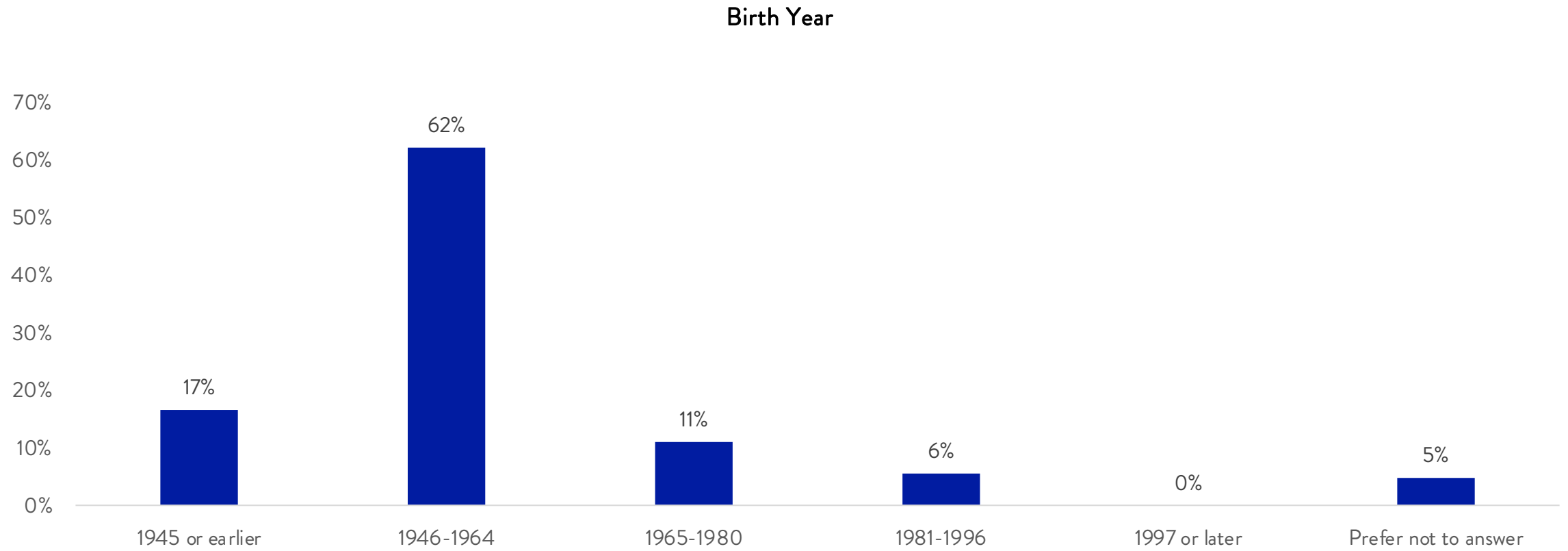
# Ethnicity is Similar Across Groups

Ethnicity  
Split by Survey Collector



Q: Which of the following best describes you?

# Birth Year

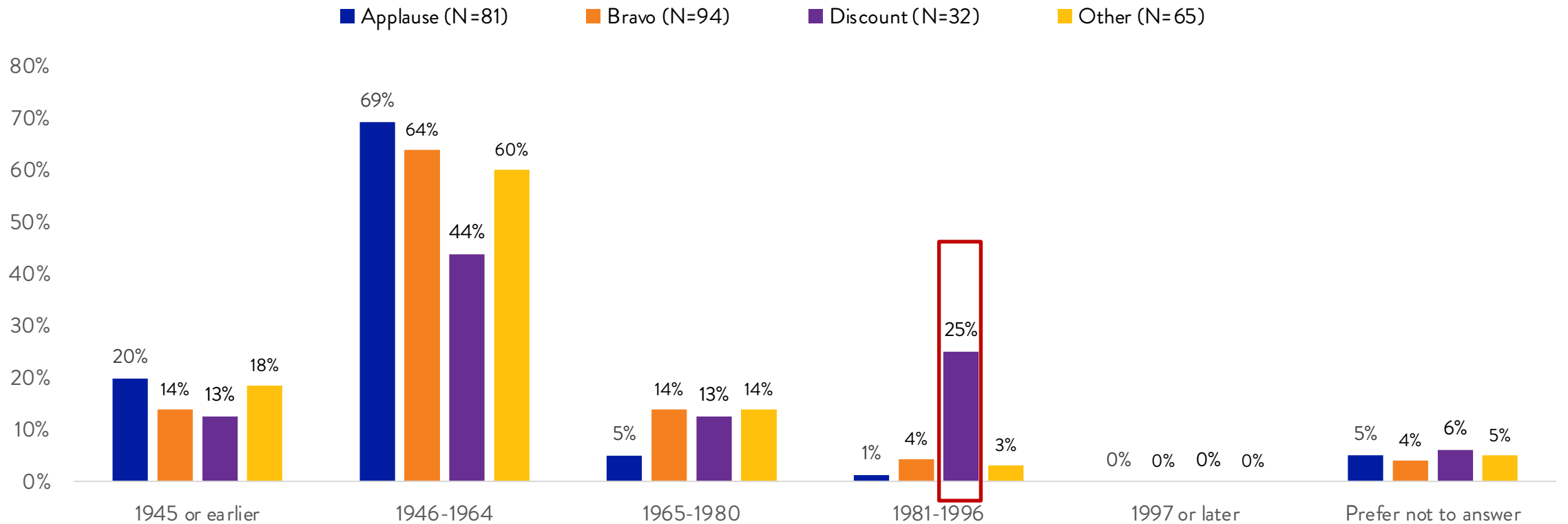


N=272

Q: What is your birth year? Use the slider bar to choose the year or type it in the box. (You can skip if you prefer not to say)

# More Millennials in the Discount Group

Birth Year  
Split by Survey Collector



Q: What is your birth year? Use the slider bar to choose the year or type it in the box. (You can skip if you prefer not to say)

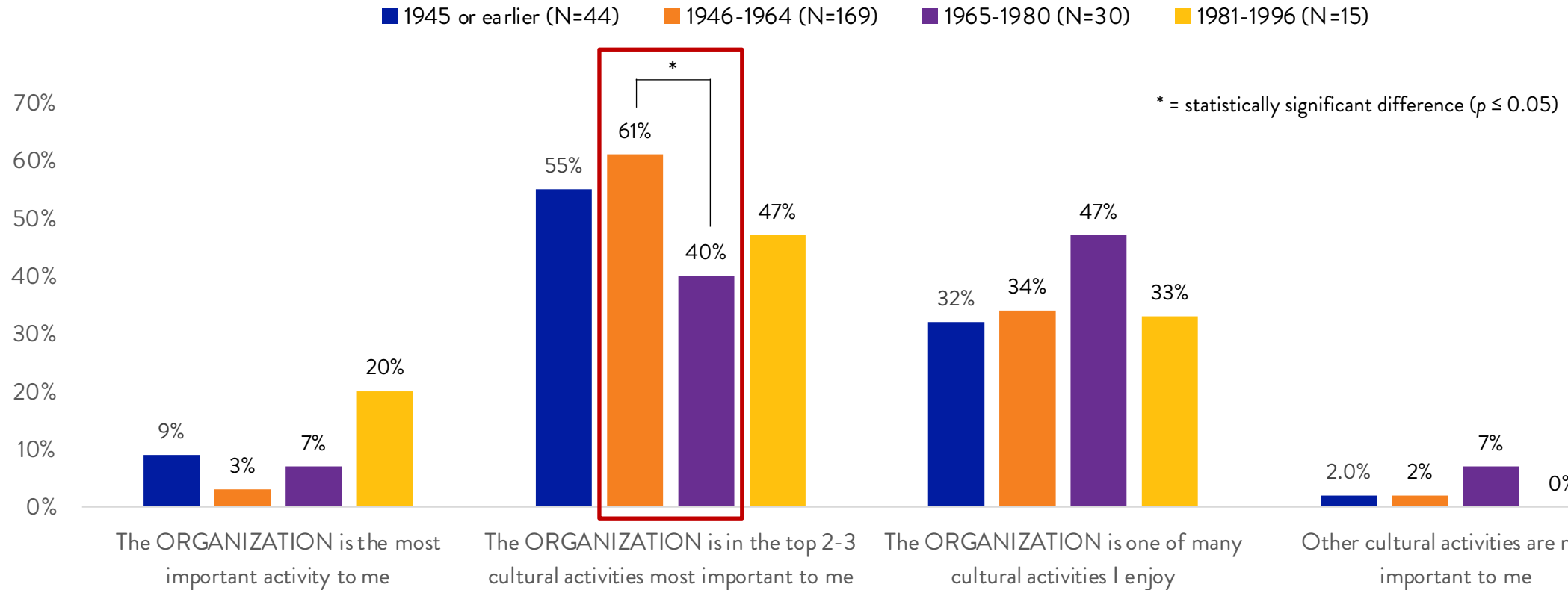
4

# Statistically Significant Crosstab Analyses

Comparison by: Age Bracket

# Baby Boomers Say ORGANIZATION is in Top 2-3 Cultural Activities Significantly More Than Millennials

Importance of The ORGANIZATION Compared to Other Enjoyable Arts and Cultural Activities  
Comparison of Age Brackets



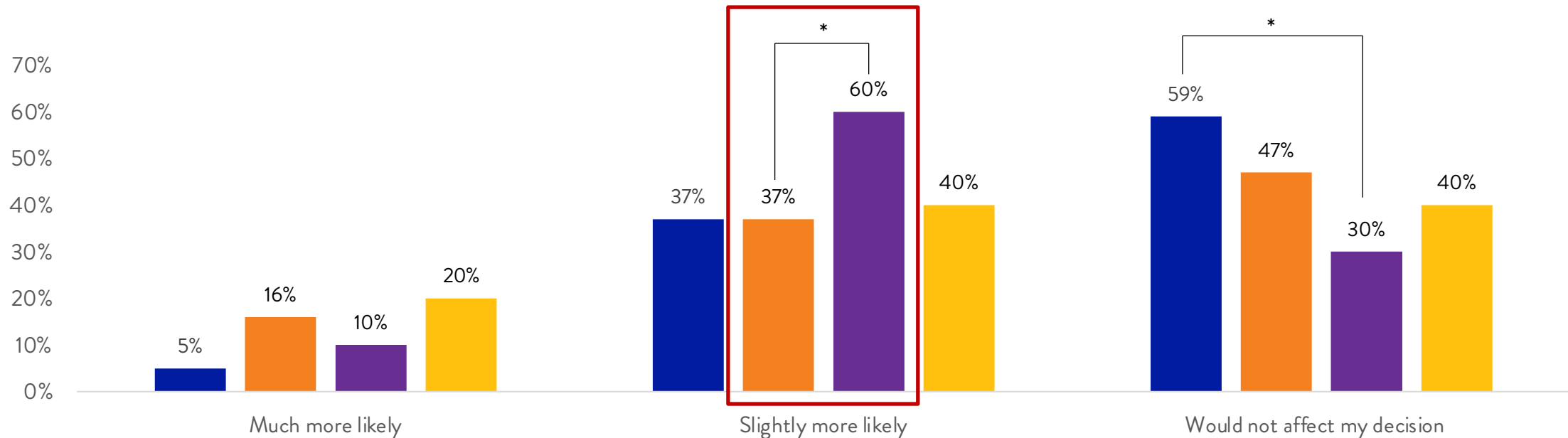
Q: How important is The ORGANIZATION and its plays to you compared to other arts and cultural activities you might enjoy?  
What is your birth year? Use the slider bar to choose the year or type it in the box. (You can skip if you prefer not to say)

# Millennials More Likely to Purchase Future Packages that Add Exclusive Events

Influence of Adding “Exclusive Events/Performances/BTS Opportunities” to Season Ticket Packages on Buying a Package in the Future  
Comparison of Age Brackets

■ 1945 or earlier (N=41) ■ 1946-1964 (N=167) ■ 1965-1980 (N=30) ■ 1981-1996 (N=15)

\* = statistically significant difference ( $p \leq 0.05$ )



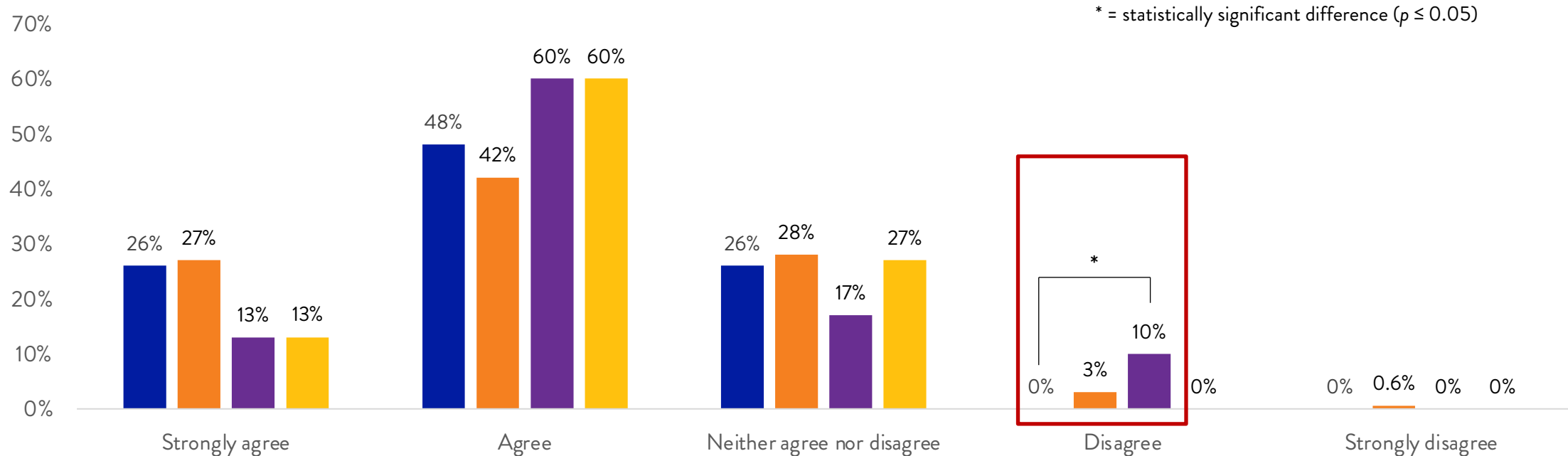
Q: Looking at the following potential additions to future season ticket packages, please rate the extent to which it would influence you to buy a package in the future  
What is your birth year? Use the slider bar to choose the year or type it in the box. (You can skip if you prefer not to say)



# Millennials Feel Significantly More Disconnected to ORGANIZATION than Silent

Degree of Agreement to "I Feel Connected to The ORGANIZATION"  
Comparison of Age Brackets

■ 1945 or earlier (N=42) ■ 1946-1964 (N=166) ■ 1965-1980 (N=30) ■ 1981-1996 (N=15)



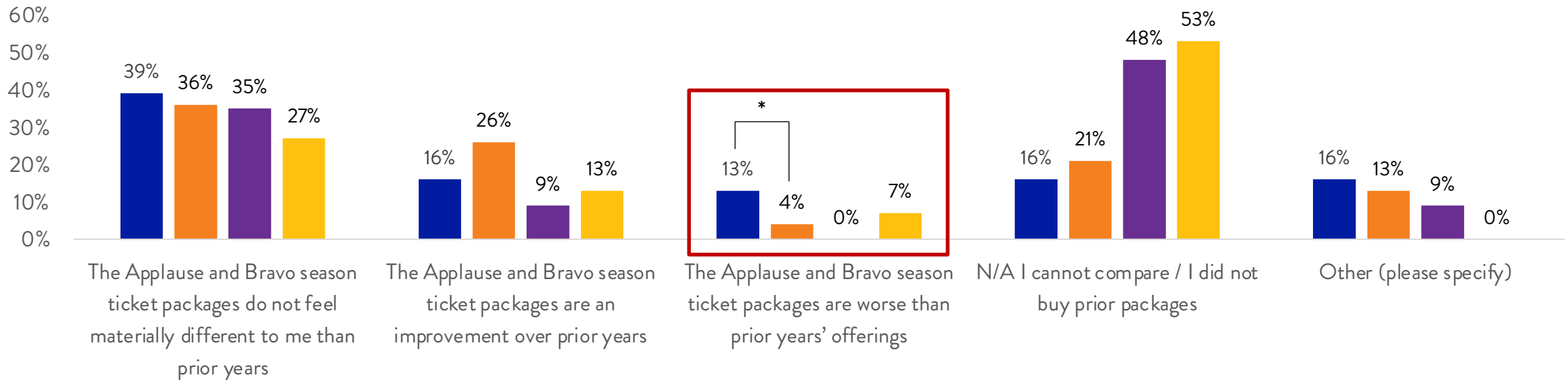
Q: Please rate your level of agreement with the following statements  
What is your birth year? Use the slider bar to choose the year or type it in the box. (You can skip if you prefer not to say)

# Silent Gen More Likely to Think Applause/Bravo Are Worse Than Pre-2021 Package

Impression of Relative Quality and Value of Applause/Bravo Season Ticket Packages v. Packages Prior to 2021  
Comparison of Age Brackets

■ 1945 or earlier (N=38) ■ 1946-1964 (N=136) ■ 1965-1980 (N=23) ■ 1981-1996 (N=15)

\* = statistically significant difference ( $p \leq 0.05$ )



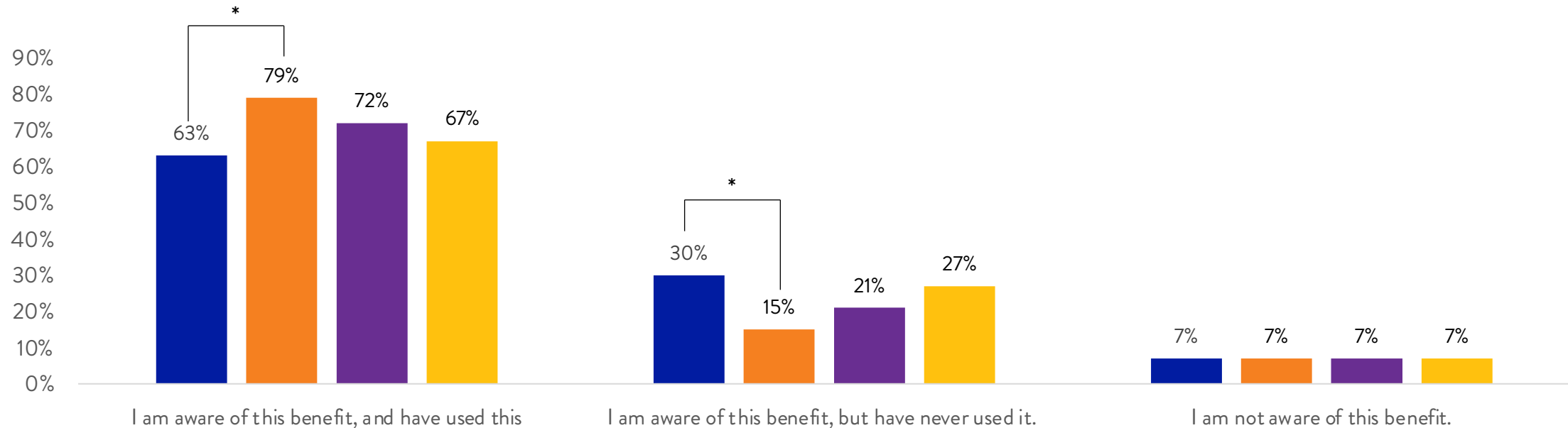
Q: If you had a season ticket package in years prior to 2021, what is your impression of the relative quality and value of the Applause and/or Bravo compared to prior packages? What is your birth year? Use the slider bar to choose the year or type it in the box. (You can skip if you prefer not to say)

# Baby Boomers Have Used Free Seat Exchanges More than Silent

Awareness and Usage of “Free Seat Exchanges” for Season Ticket Holders  
Comparison of Age Brackets

■ 1945 or earlier (N=43) ■ 1946-1964 (N=163) ■ 1965-1980 (N=29) ■ 1981-1996 (N=15)

\* = statistically significant difference ( $p \leq 0.05$ )



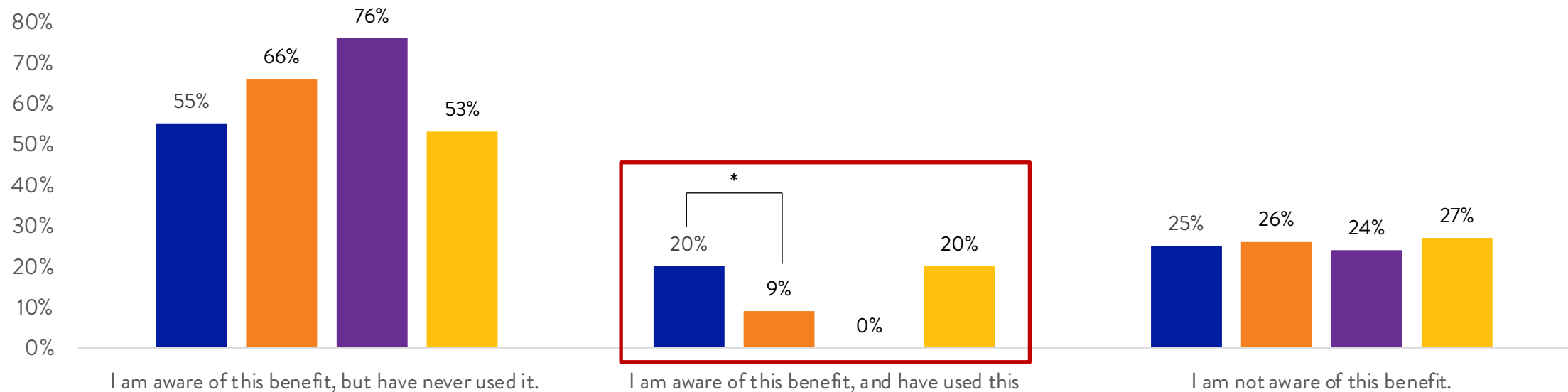
Q: Below is a list of benefits to season ticket holders. Please select the statement that best describes your awareness and usage of the following benefits.  
What is your birth year? Use the slider bar to choose the year or type it in the box. (You can skip if you prefer not to say)

# Silent Gen Have Accessed Special Programs More Than Baby Boomers

Awareness and Usage of “Access to Special Programs” for Season Ticket Holders  
Comparison of Age Brackets

■ 1945 or earlier (N=40)   ■ 1946-1964 (N=164)   ■ 1965-1980 (N=29)   ■ 1981-1996 (N=15)

\* = statistically significant difference ( $p \leq 0.05$ )



Q: Below is a list of benefits to season ticket holders. Please select the statement that best describes your awareness and usage of the following benefits. What is your birth year? Use the slider bar to choose the year or type it in the box. (You can skip if you prefer not to say)



**Diana Wang**

*Research Analyst*

diana.wang@advisoryarts.com

**Karen Freeman**

*Executive Director, Research*

karen.freeman@advisoryarts.com

---