



# *COPPeR:* *Custom Data Analysis*

Data-Informed Audience Research

Presented by



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Data Services Manager



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# Today's Agenda

Who is TRG?

COPPeR engaged TRG Arts to address:

1. Geographic distribution of patrons.

Colorado Springs Organizations

El Paso & Teller county patrons

2. Demographic profile of patrons.

Colorado Springs Organizations

El Paso & Teller county patrons

3. Where do El Paso & Teller patrons attend arts events?

The background is a solid teal color. In the center-right area, there are several faint, light-teal gear icons of varying sizes, some overlapping each other.

*Data-Driven*  
CONSULTING

NEWYORKCITYBALLET

HOUSTON BALLET



The Australian Ballet



OMAHA PERFORMING ARTS



SEATTLE OPERA

GOODMAN THEATRE



NJPAC

SEATTLE REPERTORY THEATRE



LA OPERA



ORDWAY

WASHINGTON NATIONAL OPERA



# Who We Are

## The Results Group for the Arts

1. 22 years, four countries  
US, Canada, Australia, UK
2. More than 1,000 arts/cultural clients  
Scalable products for sustainable patron growth
3. Headquarters in Colorado; office in UK  
42 team members



# Where is the data coming from?

## Colorado Springs Organizations

- Chamber Orchestra
- Colorado Springs Childrens Chorale
- Colorado Springs Choral Society
- Colorado Springs Conservatory
- Colorado Springs Fine Arts Center
- Colorado Springs Philharmonic
- COPPeR
- Ent Center for the Arts
- KCME 88.7 FM
- Opera Theatre of the Rockies
- Ormao Dance Company

## El Paso & Teller County Patrons

- ALL organizations from SCFD database
- Total of 62 organizations data
  - Identified the patrons who reside in El Paso & Teller counties
  - 11 orgs from COS
  - 51 orgs from Greater Denver

# El Paso & Teller County Patrons

## Organizations

Arapahoe Philharmonic

Arvada Center

Aurora Symphony Orchestra

Bird Conservancy of the Rockies

Butterfly Pavillion

Central City Opera

CherryArts

Children's Museum of Denver

City of Aurora, Cultural Arts

CO Music Festival and Center for Musical Arts

Colorado Ballet Association

Colorado Chautauqua Association

Colorado Children's Chorale

Colorado Mountain Club

Colorado Railroad Museum

Colorado Symphony Orchestra

Colorado Voter Project

Curious Theatre Company

Dairy Arts Center

Denver Art Museum

Denver Art Museum

Denver Botanic Gardens

Denver Center for the Performing Arts

Denver Film Society

Frequent Flyers Aerial Dance

Friends of Dinosaur Ridge

Hudson Gardens

Lakewood Cultural Center

Lone Tree Arts Center

Lone Tree Arts Center

MCA Denver

Mizel Museum

OpenStage Theatre & Company

Opera Colorado

Parke Arts, Culture and Events Center

PlatteForum

Pro Musica Colorado Chamber Orchestra

Sangre de Cristo Arts & Conference Center

Swallow Hill Music Association

Tesoro Cultural Center

Town Hall Arts Center

Wildlife Experience

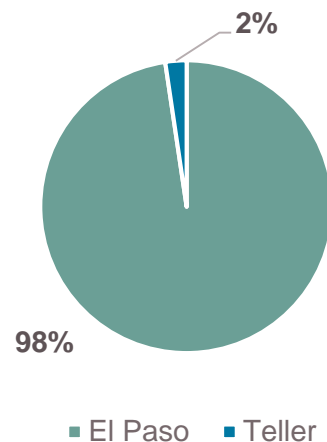
Wings Over the Rockies

# Overview of the datasets

## Colorado Springs Organizations

- 69% patron overlap between organizations
- 21% of patrons have attended 2 Organizations

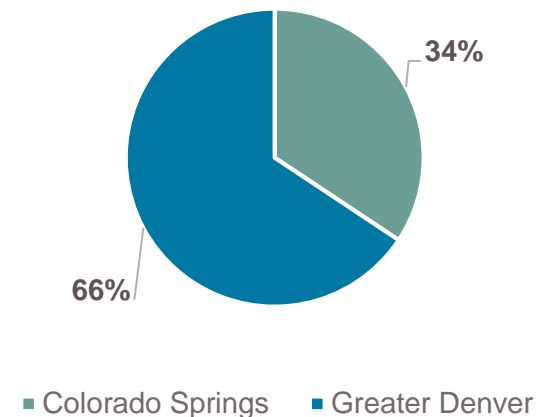
Colorado Springs Organizations Patrons



## El Paso & Teller County Patrons

- 58% patron overlap between organizations
- 25% of patrons have attended 2 Organizations

El Paso & Teller County Patrons Organizations visited



# Geographic Distribution

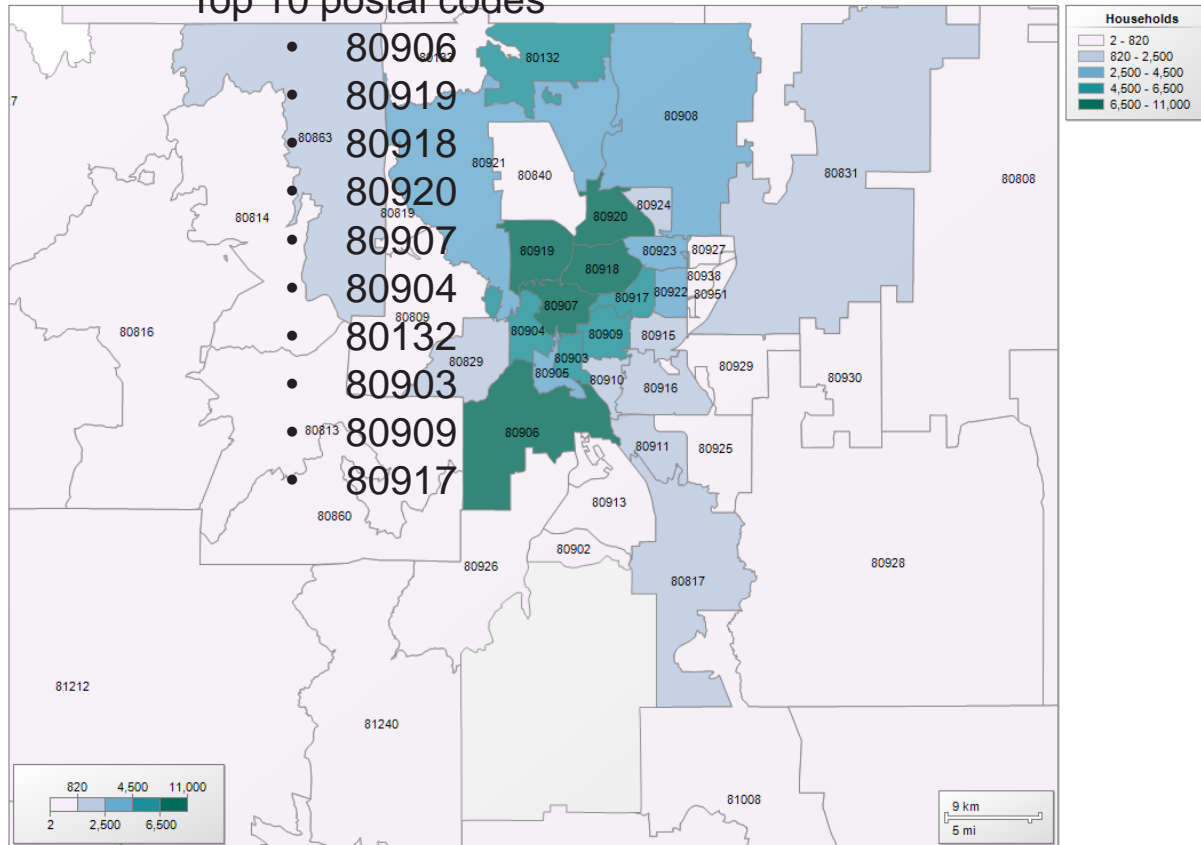
## Distribution Maps

### Colorado Springs Organizations

#### Organizations

Top 10 postal codes

Postal Code Households within 25 Miles of 80906

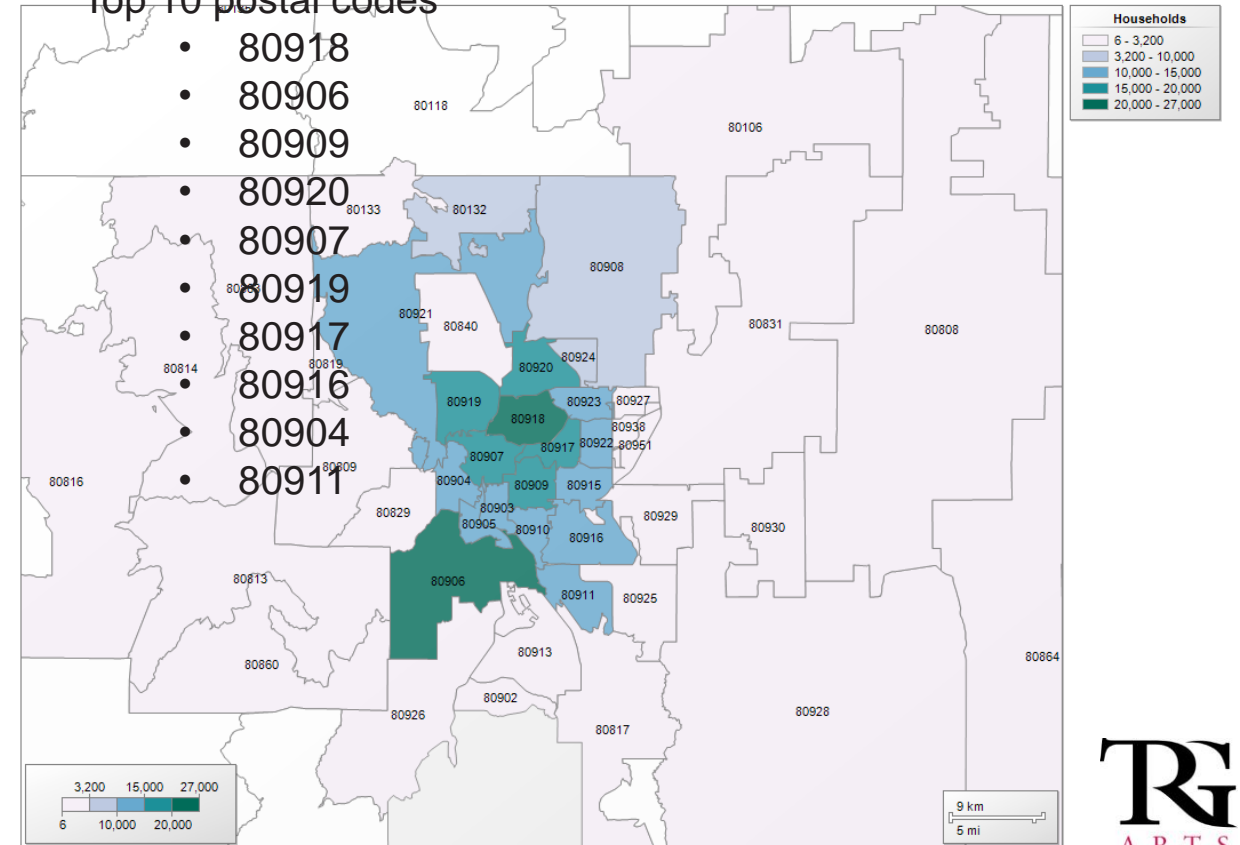


### El Paso & Teller County Patrons

#### Counties

Top 10 postal codes

Postal Code Households within 25 Miles of 80918



# Geographic Distribution

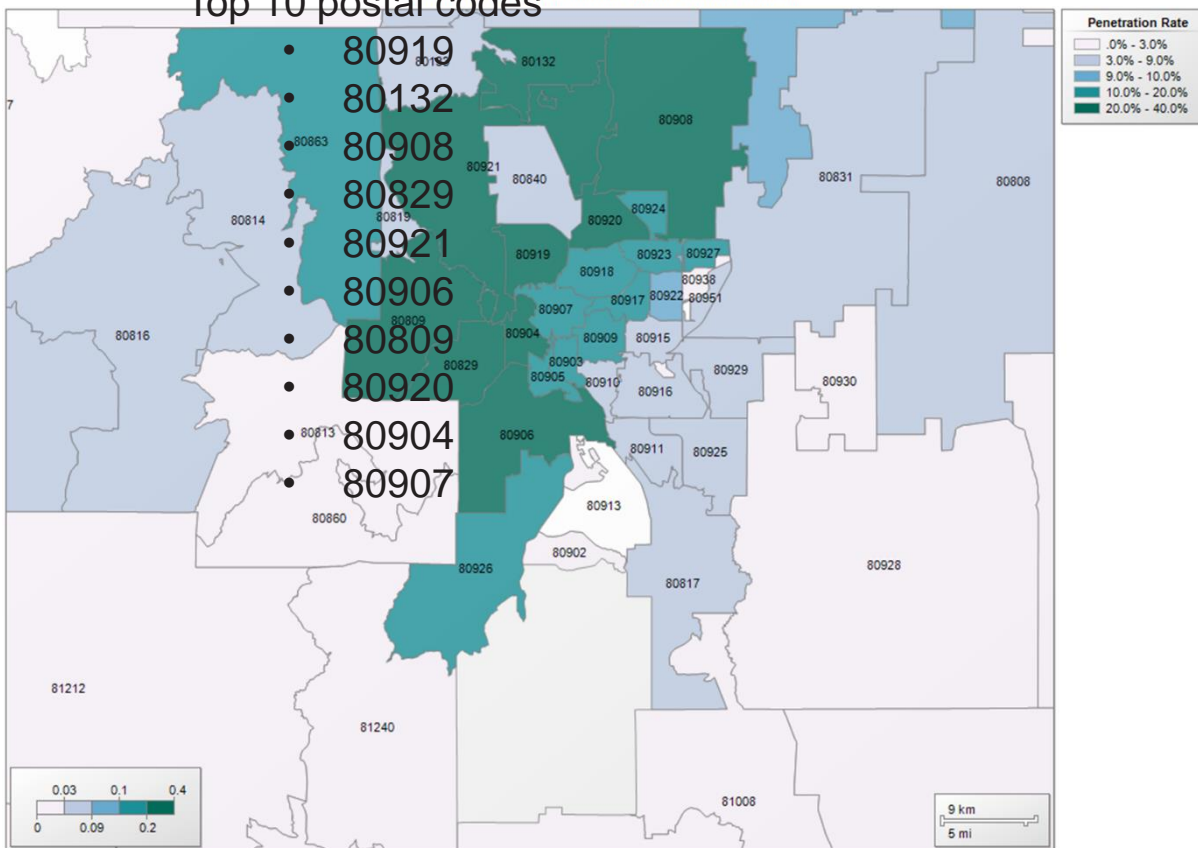
## Penetration Maps

### Colorado Springs Organizations

#### Organizations

#### Top 10 postal codes

Postal Code Penetration Rate within 25 Miles of 80906

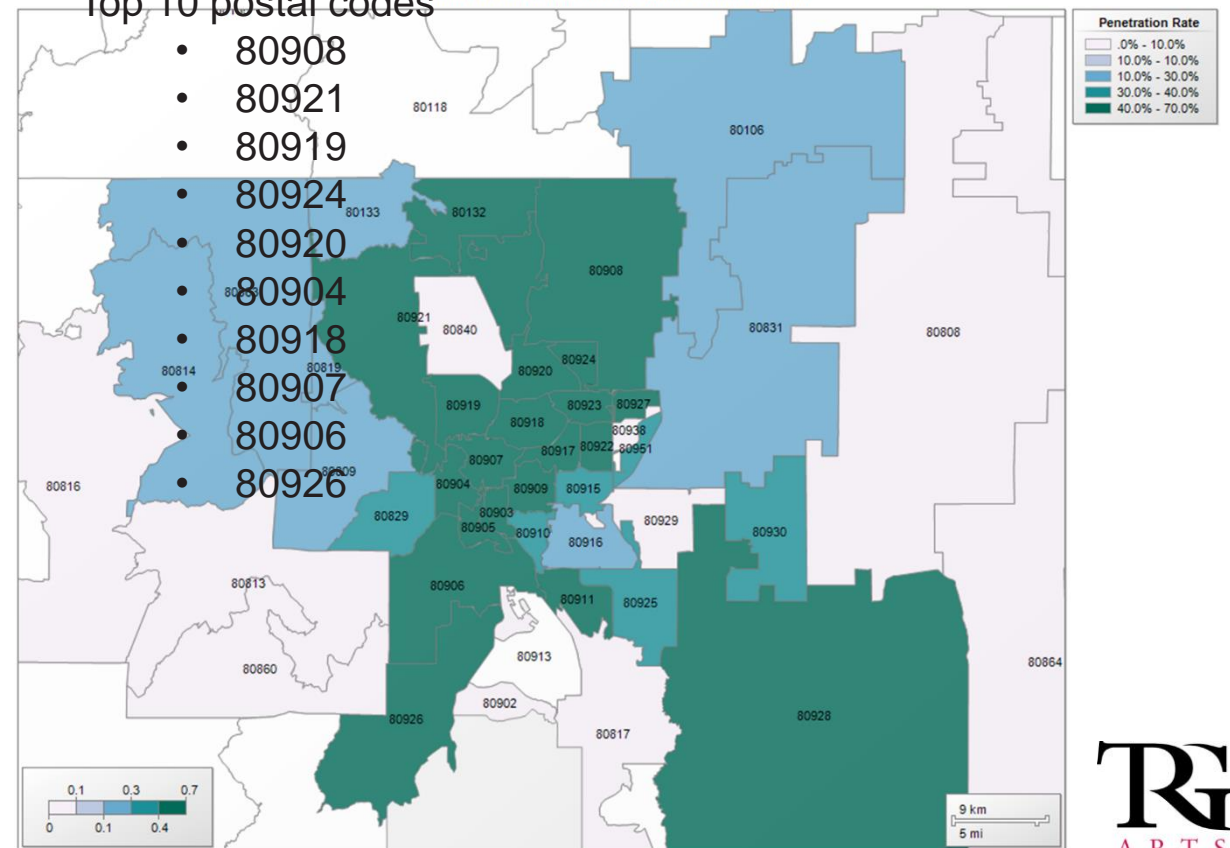


### El Paso & Teller County Patrons

#### Counties

#### Top 10 postal codes

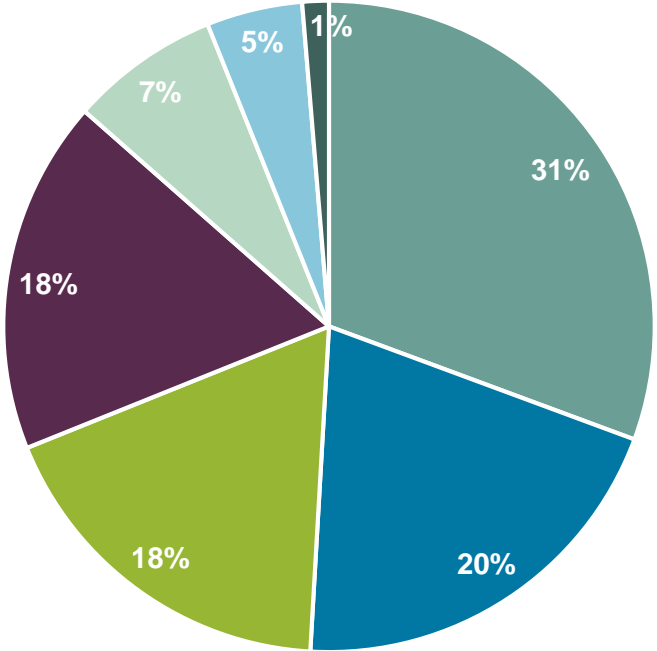
Postal Code Penetration Rate within 25 Miles of 80918



# Geographic Distribution

## Colorado Springs Organizations

COS Patrons who live in Greater Denver Counties  
Total of 14,620 patrons

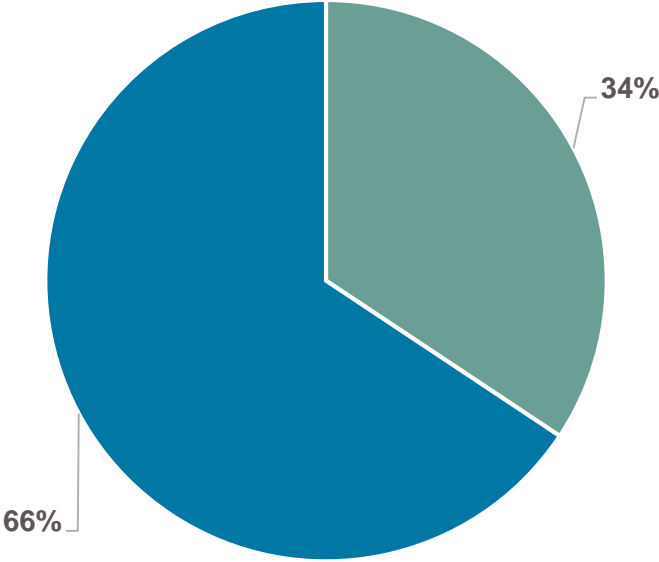


■ Denver ■ Douglas ■ Jefferson ■ Arapahoe ■ Boulder ■ Adams ■ Broomfield

# Geographic Distribution

## El Paso & Teller County Patrons

El Paso & Teller County Patrons  
Organizations visited



■ Colorado Springs ■ Greater Denver

# Geographic Distribution

## Key Takeaways

- 10% of SCFD patrons attend Colorado Springs Organizations
- 15% of all SCFD patrons live in El Paso & Teller Counties
- Market potential in El Paso county for Colorado Springs Organizations

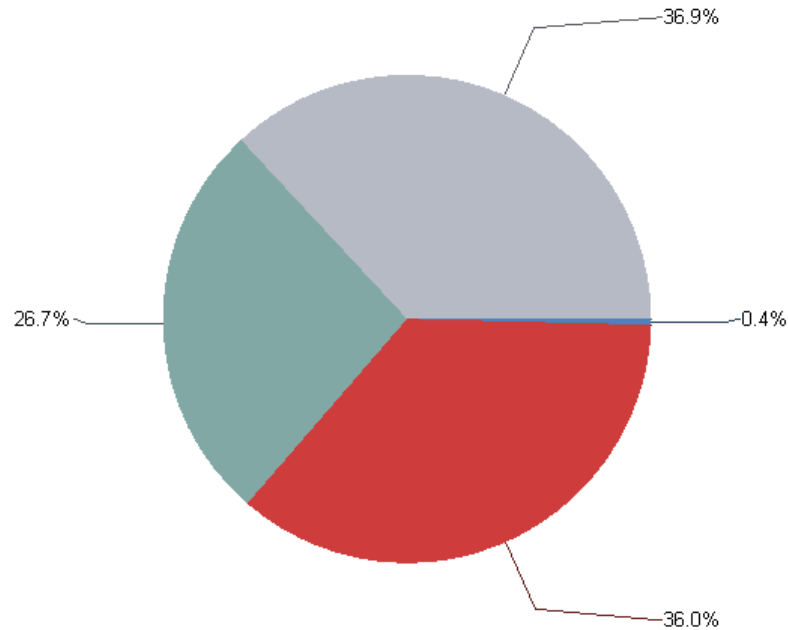
# Demographic Profile

## Education

### Colorado Springs Organizations Patrons

#### Education

List: All COS Organization's Data (Open)

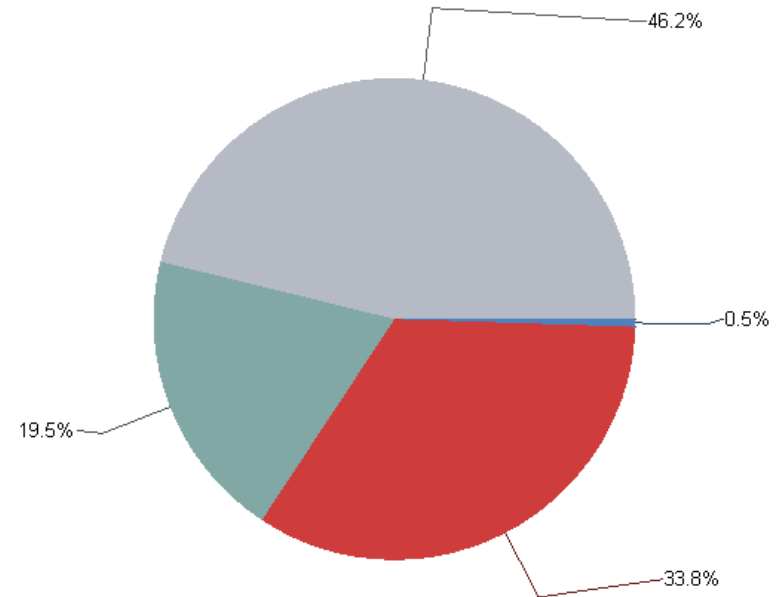


Attended Vocational/Technical  
Completed College  
Completed Graduate School  
Completed High School

### El Paso & Teller County Patrons

#### Education

List: El Paso & Teller County Patrons (Open)



Attended Vocational/Technical  
Completed College  
Completed Graduate School  
Completed High School

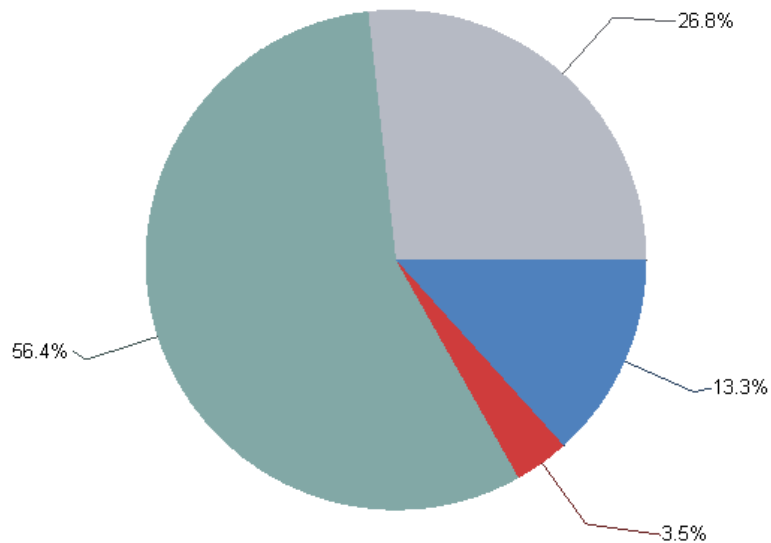
# Demographic Profile

## Marital Status

### Colorado Springs Organizations Patrons

#### Marital Status

List: All COS Organization's Data (Open)

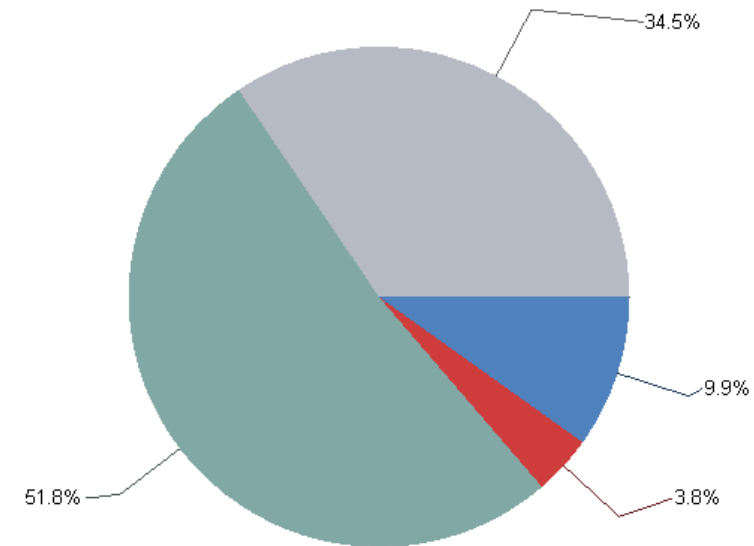


Inferred Married Inferred Single Married Single

### El Paso & Teller County Patrons

#### Marital Status

List: El Paso & Teller County Patrons (Open)



Inferred Married Inferred Single Married Single

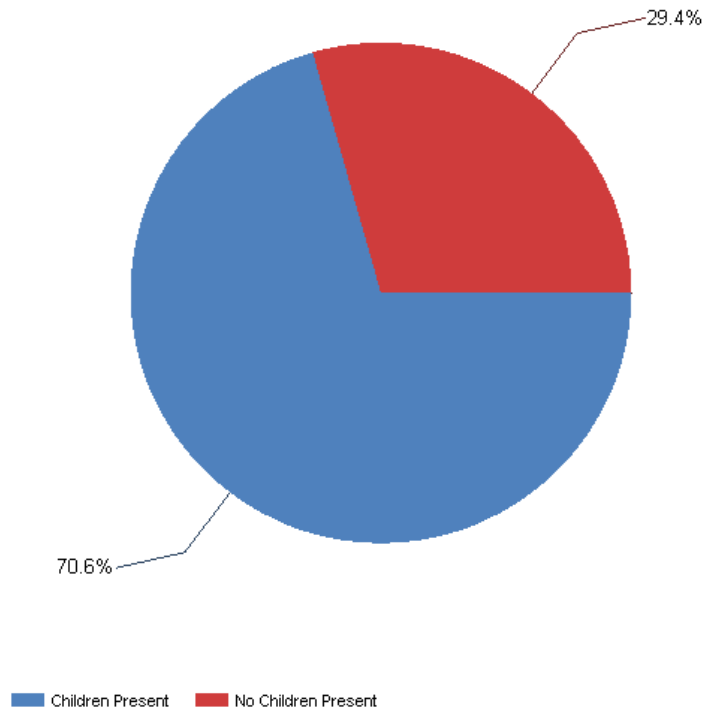
# Demographic Profile

## Presence of Children

### Colorado Springs Organizations Patrons

#### Presence of Children

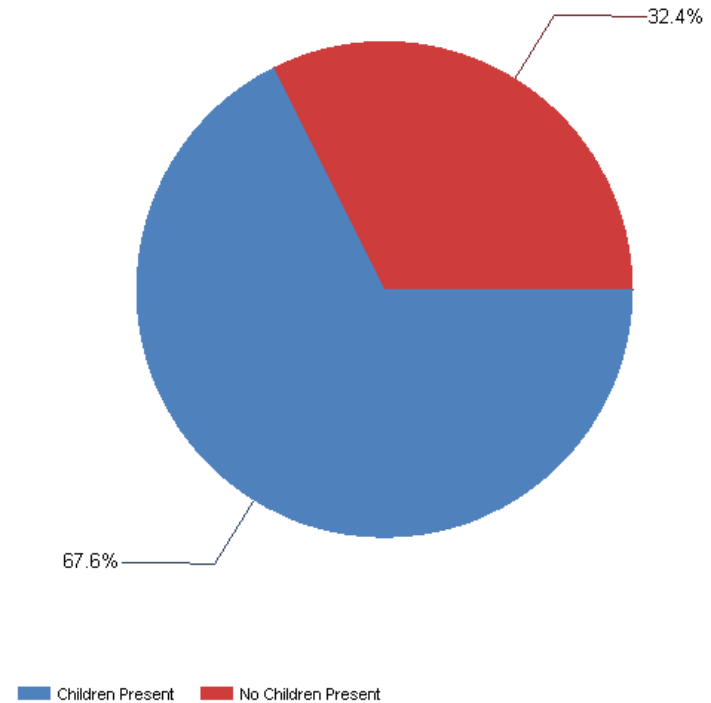
List: All COS Organization's Data (Open)



### El Paso & Teller County Patrons

#### Presence of Children

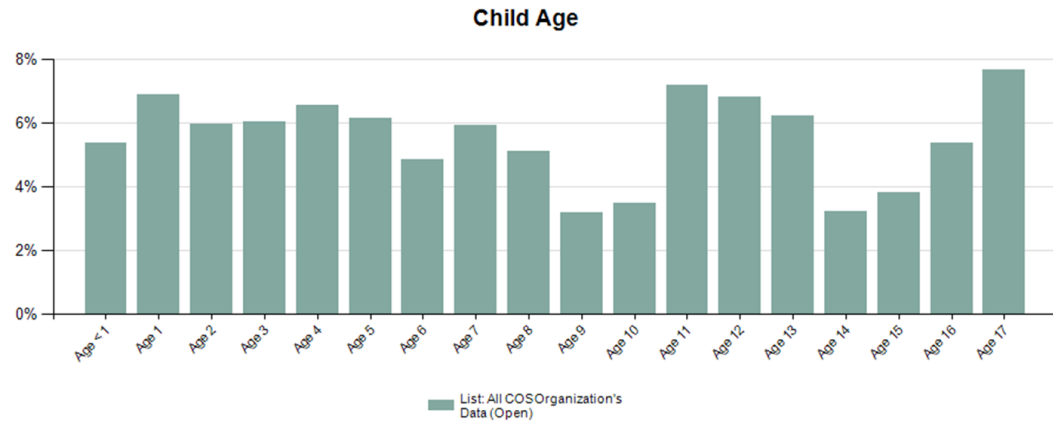
List: El Paso & Teller County Patrons (Open)



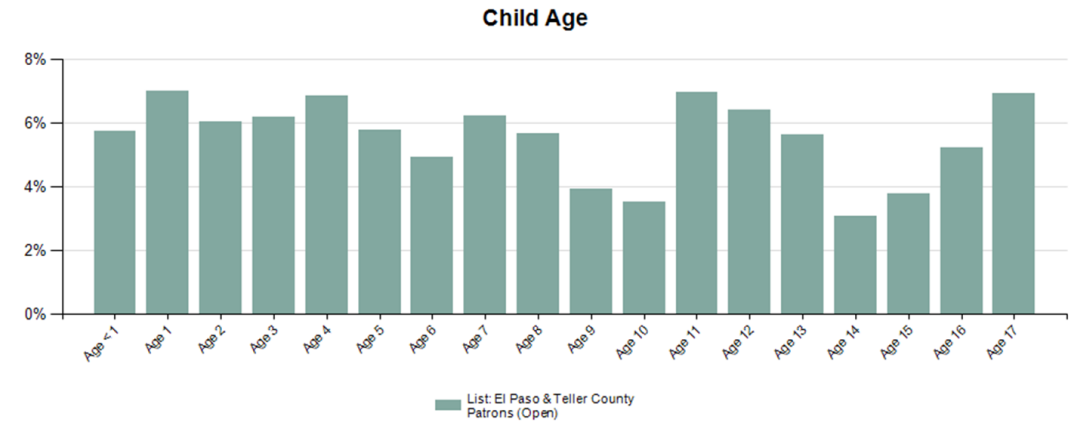
# Demographic Profile

## Child Age Distribution

### Colorado Springs Organizations Patrons



### El Paso & Teller County Patrons



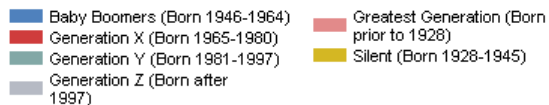
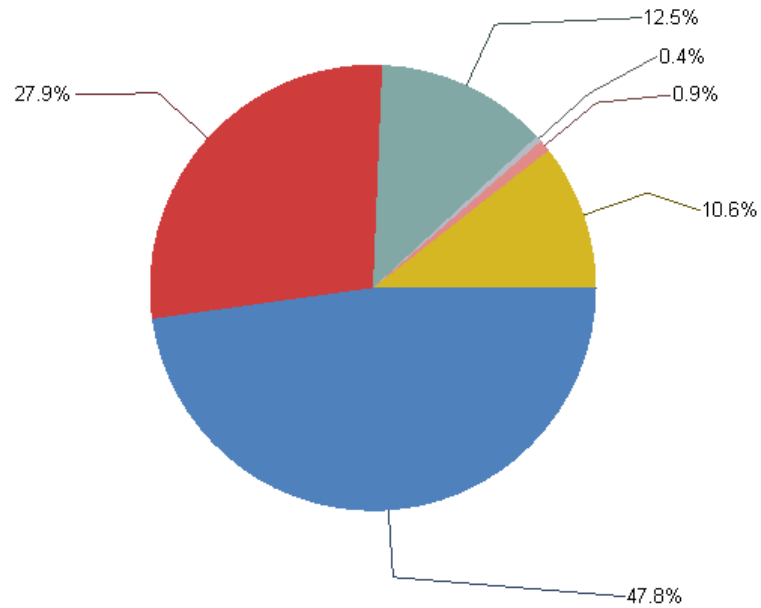
# Demographic Profile

## Generation

### Colorado Springs Organizations Patrons

Generation

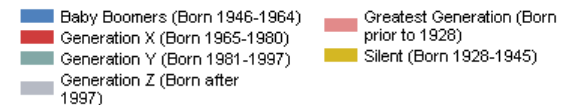
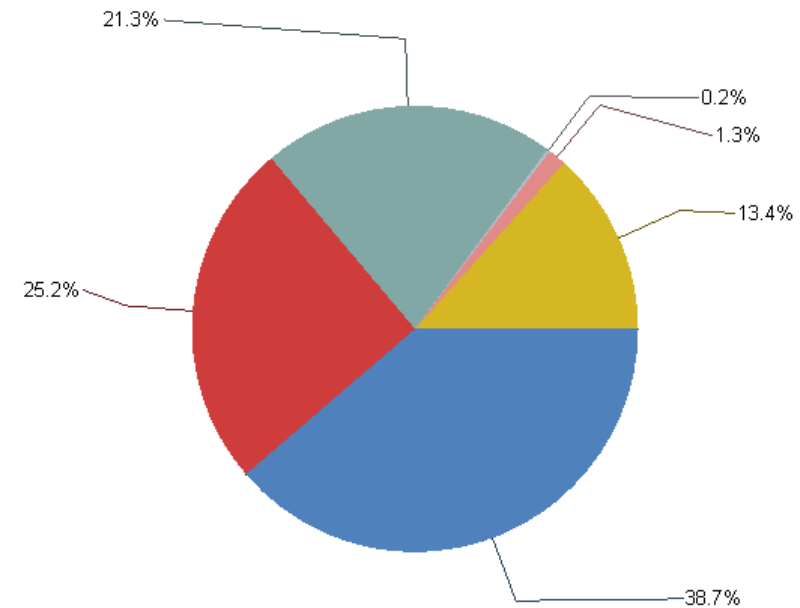
List: All COS Organization's Data (Open)



### El Paso & Teller County Patrons

Generation

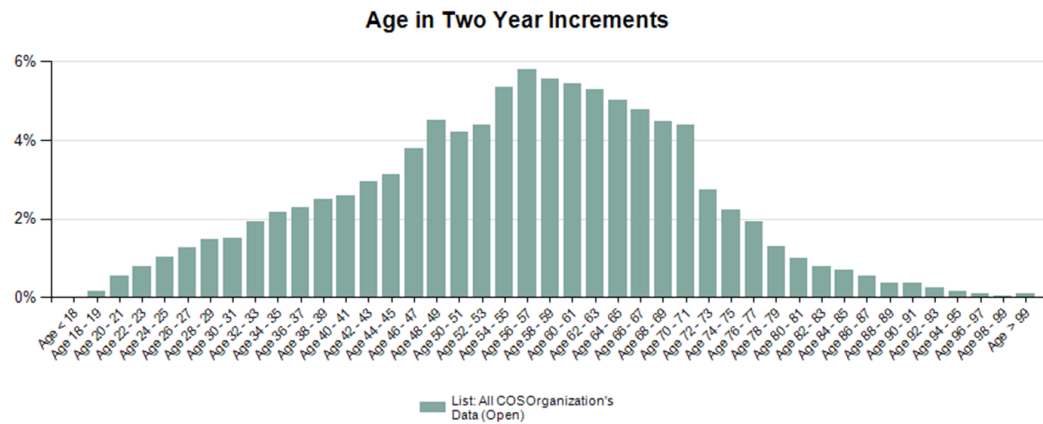
List: El Paso & Teller County Patrons (Open)



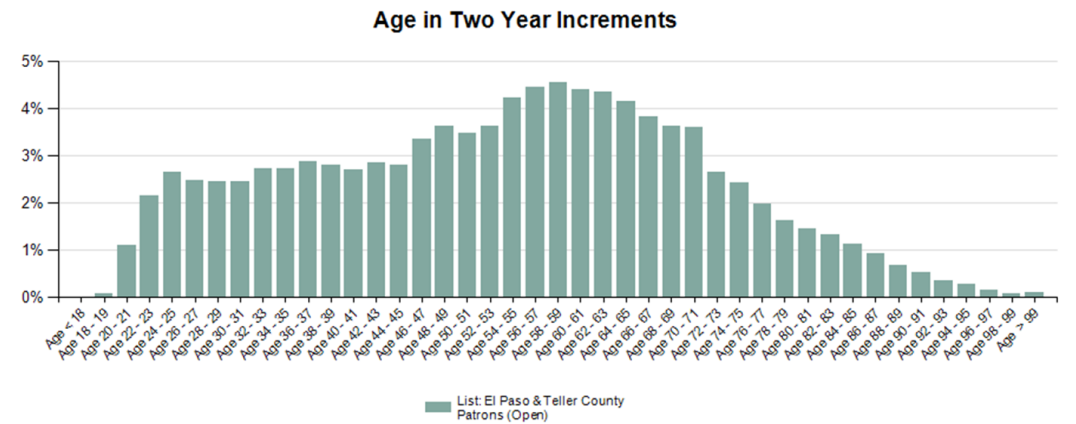
# Demographic Profile

## Age Distribution

### Colorado Springs Organizations Patrons



### El Paso & Teller County Patrons



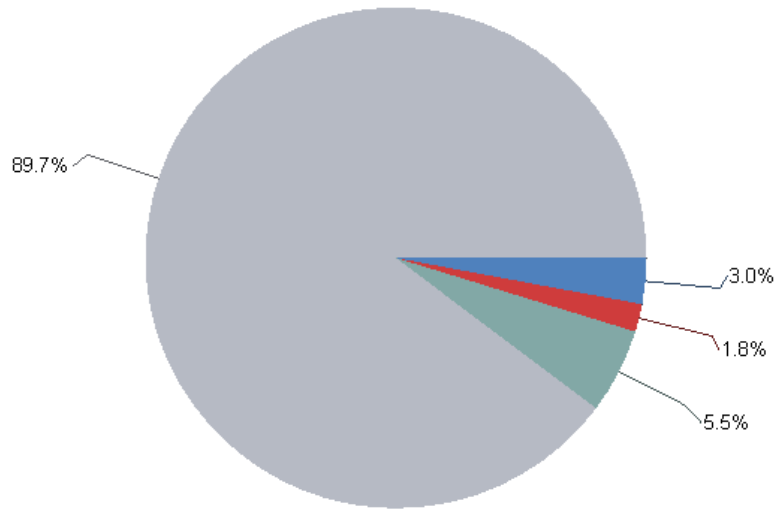
# Demographic Profile

## Ethnicity

### Colorado Springs Organizations Patrons

Ethnicity

List: All COS Organization's Data (Open)

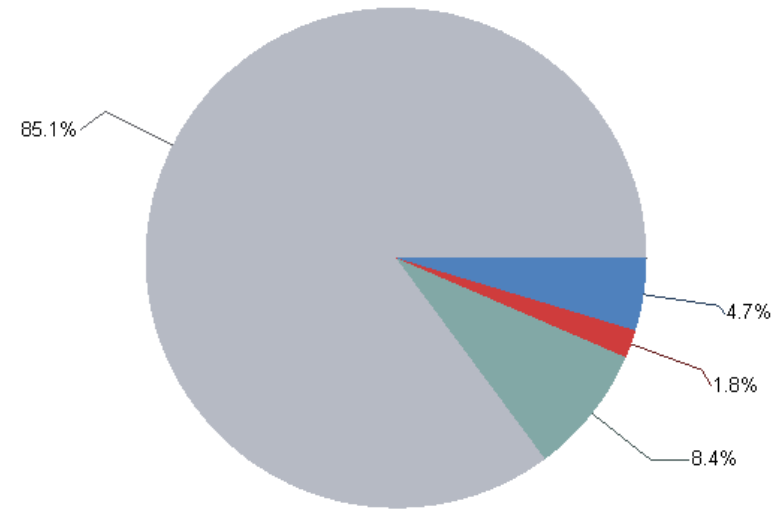


African American Asian Hispanic White/Other

### El Paso & Teller County Patrons

Ethnicity

List: El Paso & Teller County Patrons (Open)

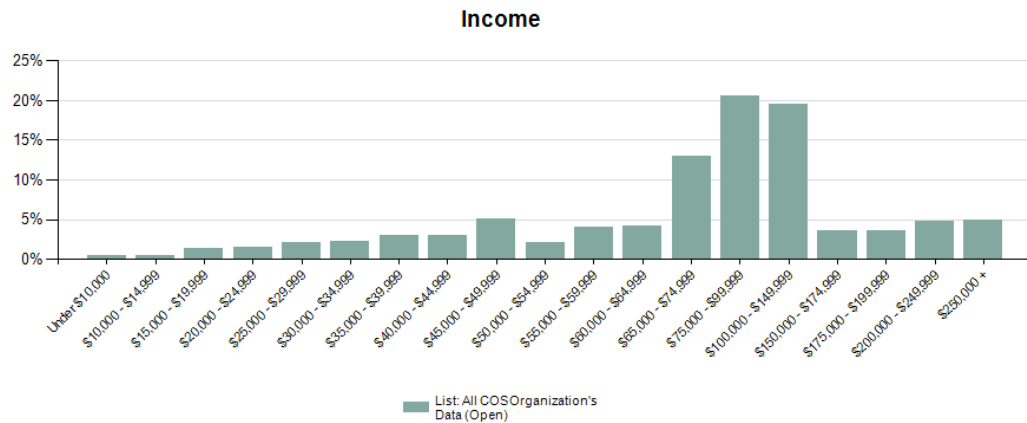


African American Asian Hispanic White/Other

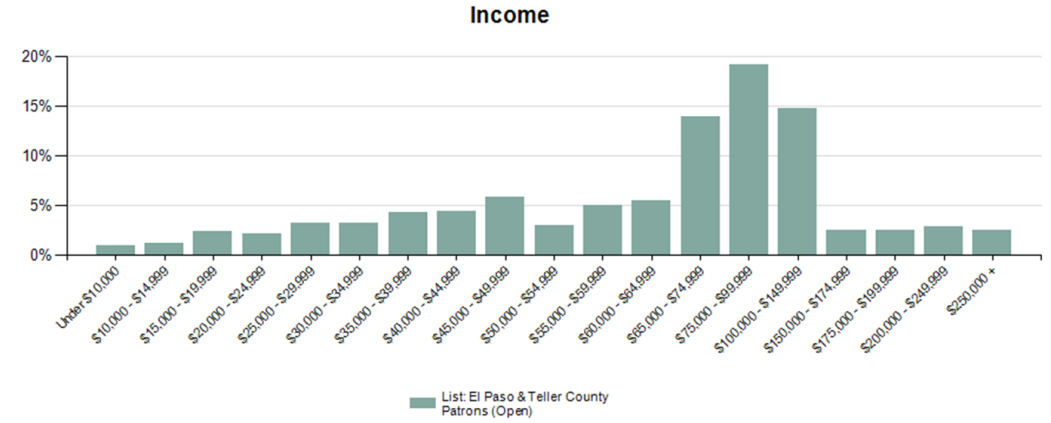
# Demographic Profile

## Income Distribution

### Colorado Springs Organizations Patrons



### El Paso & Teller County Patrons



# Demographic Profile

## Key Takeaways

- Patron profiles are similar overall
- El Paso & Teller county patrons that attend non Colorado Springs Organizations:
  - Less education
  - More single households
  - Larger GenY (+9%) and smaller Baby Boomer (-10%) audiences
  - Are more diverse, Hispanic (+3%) and African American (+1.7%)

	El Paso & Teller County Patrons
Colorado Voter Project	232,612
Colorado Springs Fine Arts Center	74,605
Ent Center for the Arts (Theatreworks UCCS)	40,722
Denver Center For Performing Arts	23,398
Denver Art Museum	21,027
Colorado Springs Choral Society	12,470
Chamber Orchestra of the Springs	12,390
Colorado Springs Philharmonic	10,262
Colorado Symphony Orchestra	7,011
Central City Opera	5,934
Colorado Ballet Association	5,414
Opera Theatre of the Rockies	5,326
Colorado Springs Children's Chorale	4,640
KCME 88.7 FM	3,735
Arvada Center	3,621
Mizel Museum	2,603
Children's Museum of Denver at Marsico Campus	2,425
Colorado Mountain Club	2,303
Denver Film Society	1,980

# Organization Crossover

El Paso & Teller  
County Arts Patrons



	El Paso & Teller County Patrons
Colorado Voter Project	232,612
Denver Center For Performing Arts	23,398
Denver Art Museum	21,027
Colorado Symphony Orchestra	7,011
Central City Opera	5,934
Colorado Ballet Association	5,414
Arvada Center	3,621
Mizel Museum	2,603
Children's Museum of Denver at Marsico Campus	2,425
Colorado Mountain Club	2,303
Denver Film Society	1,980
Wings Over the Rockies	1,649
Opera Colorado	1,463
Lakewood Cultural Center of Lakewood Heritage	1,372
Swallow Hill Music Association	1,209
Butterfly Pavilion	1,203
History Colorado	924
Wildlife Experience	737
Colorado Chautauqua Association	735
Lone Tree Arts Center	623

# Greater Denver Organization Crossover

El Paso & Teller  
County Arts Patrons



# A cloud-based software service for the Arts

1. **Organizational & Community Research**
  - Demographic and buying-habit patron research
2. **Build targeted marketing campaigns**
  - Segmentation tool to classify and control your data
  - Demographic and geographic filters
2. **Prospecting & Acquisition**
  - Securely trade patron lists with your peer organizations

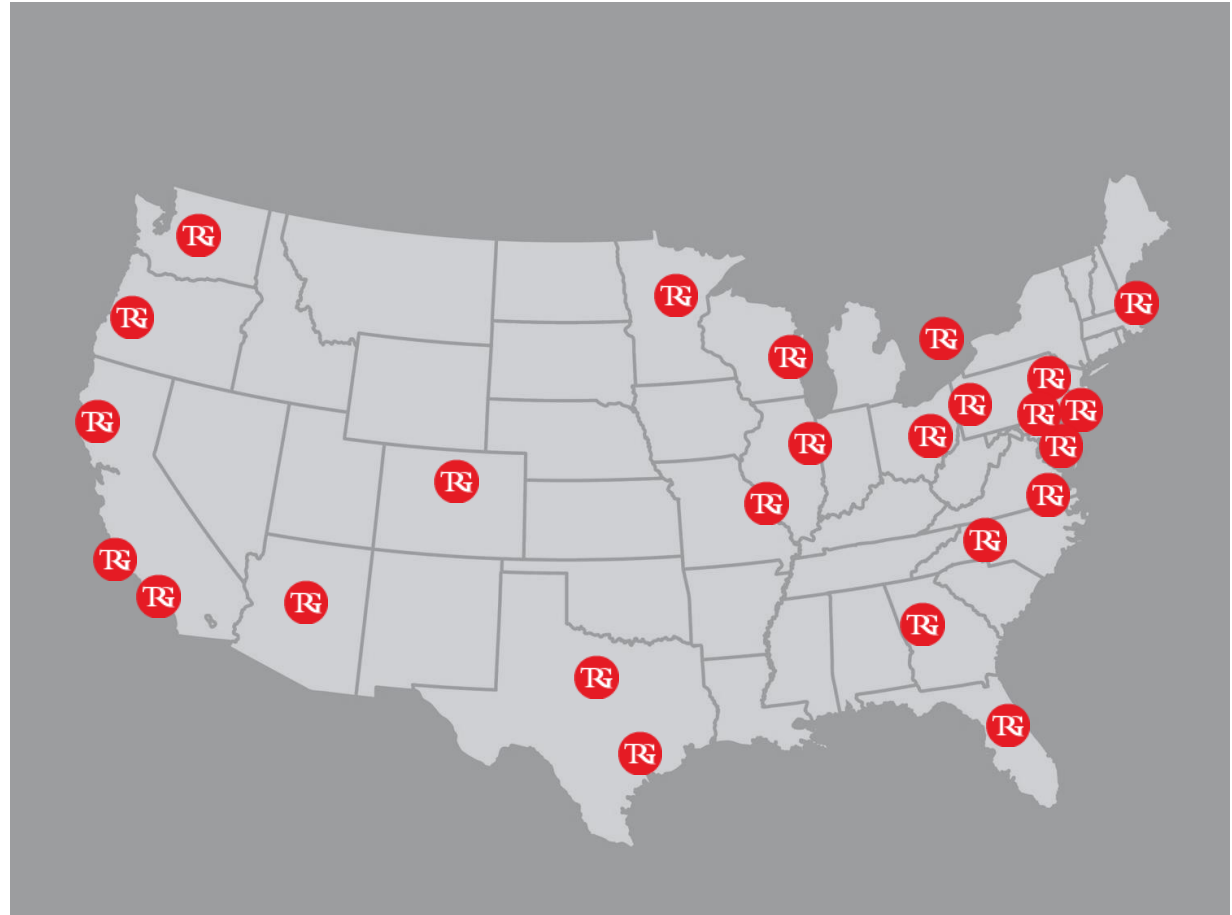
# TRG Arts DATA CENTER

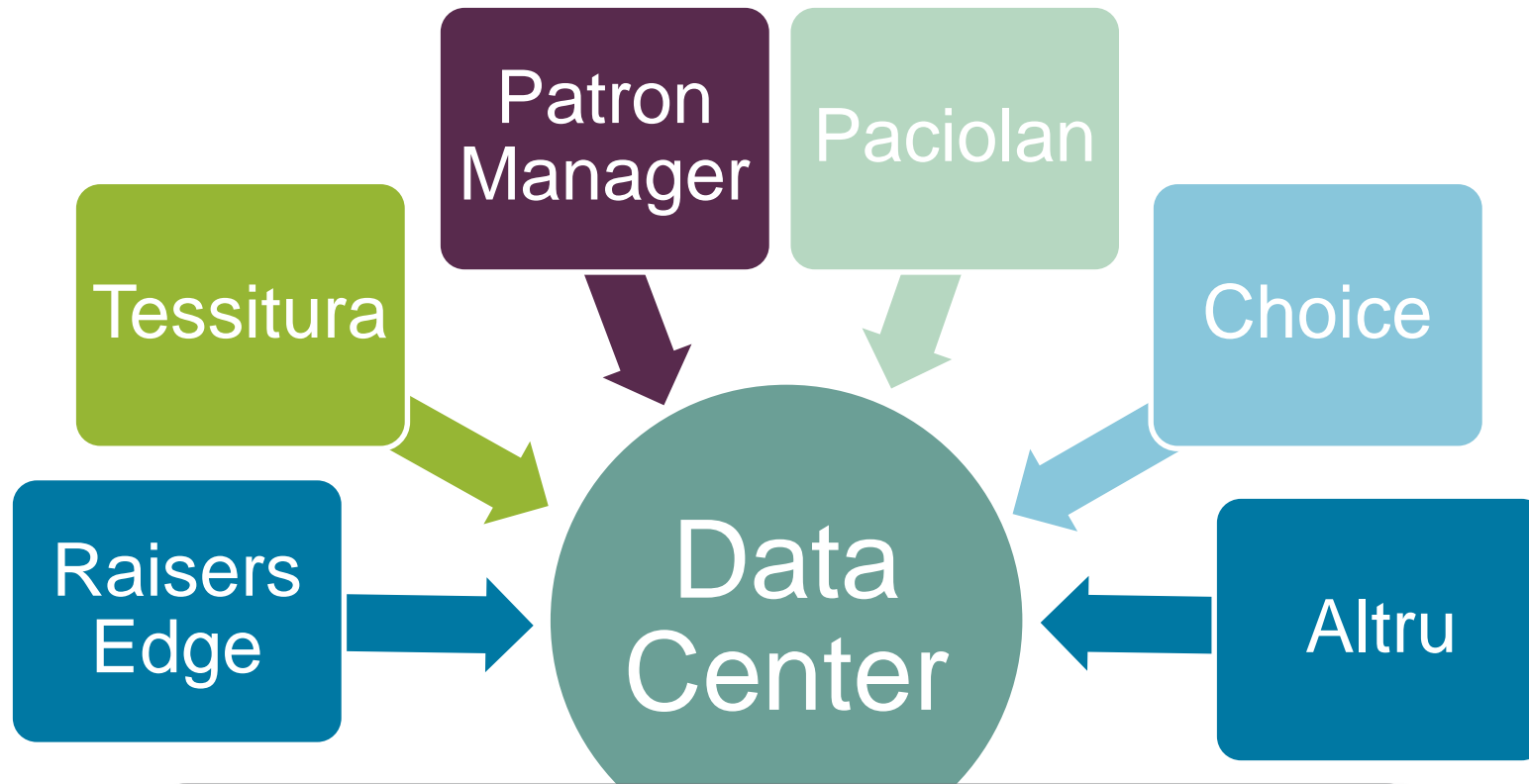


## 25 Community Networks

560+ organizations  
33 million arts households

New York = 5M  
Los Angeles = 4.2M  
Philadelphia = 2.9M  
San Francisco = 2.4M  
Denver = 1.8M





- Quarterly NCOA hygiene
- Standardized data with segmentation
  - Anonymized cookies for digital
  - Weekly demographic appends
- Community dataset available for research



## Business Intelligence Reports

1. Demographic Report
2. Postal Code Heat Map Report
3. Multi-Buyer Report
4. Community Organization Crossover Report
5. Segment Crossover Report
6. Database Growth
7. Plus many more...



# Targeted list examples

Add filters to last 3 years of single ticket buyers

## 1. Ethnicity and Income

- African American and household income of \$40,000+.

## 2. Millennials with Children

- Ages 22-37 with children present in the home (filter on child age).

## 3. Net Worth

- Net worth of \$550,000+ with interests in art.

## 4. Geography Filters

- Apply specific zip codes, exclude zip codes.

# *Questions*

# Connect With Us

Email Communications:  
[www.trgarts.com](http://www.trgarts.com)

Social Media:

 @TRGArts

 @TRGArts

Additional Questions:  
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