



PATRON TENURE AND MIGRATION ANALYSIS SYSTEM

EXAMPLE ARTS ORGANIZATION PROJECT #75205

Subscriber keycodes are: 01, 11, 21, 31, 41, 51, 61, 71, 81, and 91.

Single ticket buyer keycodes are: 03, 13, 23, 33, 43, 53, 63, 73, 83, and 93.

Subscriber Questions	Household Counts
How many households appear on all ten (10) of the subscriber keycodes? (Have been subscribers for 10 consecutive seasons.)	3,055
How many households appear on 6 to 9 of the subscriber keycodes? (Have had subscriptions in 6 to 9 of the ten seasons.)	7,620
How many households appear on 3 to 5 of the subscriber keycodes? (Have had subscriptions in 3 to 5 of the ten seasons.)	12,670
How many households appear on 2 of the subscriber keycodes? (Have had subscriptions in 2 of the ten seasons.)	10,871
How many households appear on keycodes 01, 11, 21, 31, and 41? (Subscriber households for five consecutive seasons.)	7,924
How many households appear on keycodes 01, 11, 21, and 31? (Subscriber households for four consecutive seasons.)	9,082
Single Ticket Buyer Questions	Household Counts
How many households appear on all ten (10) of the single ticket keycodes? (Single ticket buyers for 10 consecutive seasons.)	2
How many households appear on 6 to 9 of the single ticket keycodes? (Single ticket buyers for 6 to 9 of the ten seasons.)	174
How many households appear on 3 to 5 of the single ticket keycodes? (Single ticket buyers for 3 to 5 of the ten seasons.)	3,387
How many households appear on 2 of the single ticket keycodes? (Single ticket buyers for 2 of the ten seasons.)	10,407

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Single Ticket Buyer Questions	Household Counts
How many households appear on keycodes 03, 13, 23, 33 and 43? (Single ticket households for five consecutive seasons.)	20
How many households appear on keycodes 03, 13, 23, and 33? (Single ticket households for four consecutive seasons.)	66
Subscriber / Single Ticket Buyer Combo Questions	Household Counts
How many households appear on ALL twenty of the lists? (Buyers of subs and single tickets in ten consecutive seasons.)	0
How many households appear on 15 to 19 of the lists? (Buyers of subs and single tickets in 15 to 19 times out of 20 cases.)	0
How many households appear on 11 to 14 of the lists? (Buyers of subs and single tickets in 11 to 14 times out of 20 cases.)	331
How many households are on both Lists 01 and 03? (Current subs and current single ticket buyers.)	67
How many households are on both Lists 01 and 13? (Current subs and one year ago single ticket buyers.)	757
How many households are on both Lists 01 and 23? (Current subs and two year ago single ticket buyers.)	1,248