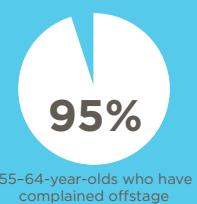


# THE Hatrix

## OFFSTAGE HATERS

2.84 offstage complaints per year



Phone

Email

## ONSTAGE HATERS

3.51 onstage complaints per year



Social Media

Review Sites

Boards/Forums

From Answered Complaint	91%	89%	Expect Reply	42%	53%	47%
From Unanswered Complaint	10%	8%	Boost In Advocacy	20%	16%	25%
	-51%	-56%	Decline In Advocacy	-43%	-37%	-38%

Onstage Complaints by Venue

Edison Research and Jay Baer, 2015

29% 55% 16%