

High Attenders in the North

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the audience agency

Understand who your audiences are.
Discover who they could be.

What we looked at

- In Yorkshire, attending in Yorkshire
- Matched to a family
- <11 tickets/transaction; at least 1 paid.
- Not venue's own p/c
- 6+ time attenders

Venues:

- WYP
- TRW
- Sheffield Theatres
- SJT
- Cast
- YTR
- NCEM
- Hull Truck
- Ilkley Literature Festival



How Many High Attenders Are There?

Overall				
10%				

- Overall

How Many High Attenders Are There?

Overall	Y:Y			
10%	8%			

- Overall
- From Yorkshire, In Yorkshire

How Many High Attenders Are There?

Overall	Y:Y	Y:any		
10%	8%	9%		

- Overall
- From Yorkshire, In Yorkshire
- From Yorkshire, anywhere

How Many High Attenders Are There?

Overall	Y:Y	Y:any	NW:any	
10%	8%	9%	10%	

- Overall
- From Yorkshire, In Yorkshire
- From Yorkshire, anywhere
- From NW, anywhere

How Many High Attenders Are There?

Overall	Y:Y	Y:any	NW:any	NE:any
10%	8%	9%	10%	13%

- Overall
- From Yorkshire, In Yorkshire
- From Yorkshire, anywhere
- From NW, anywhere
- From NE, anywhere



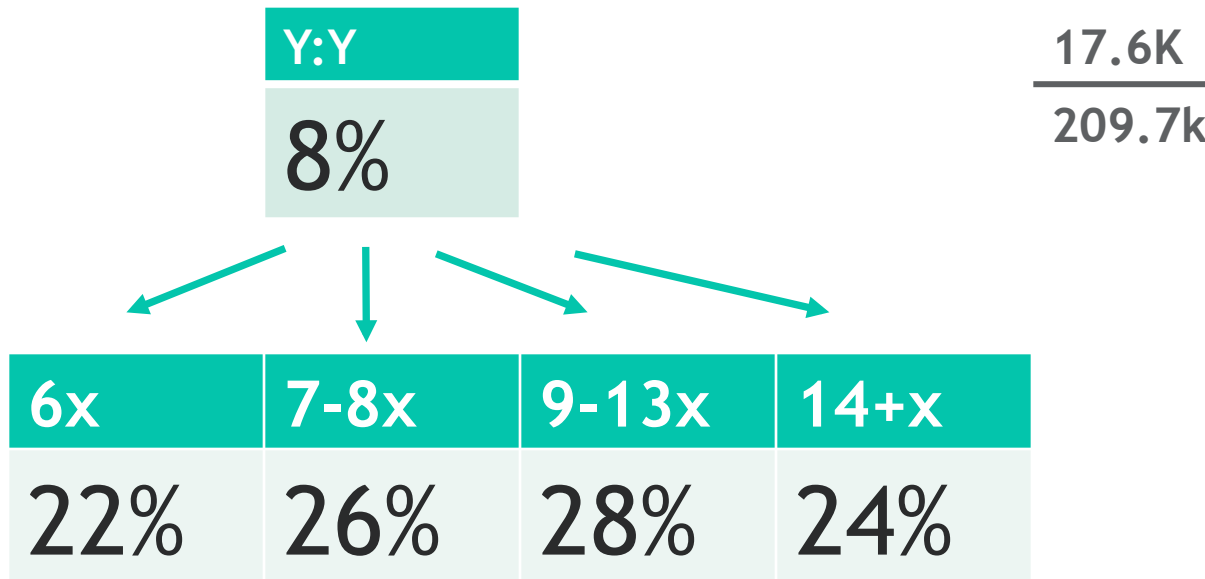
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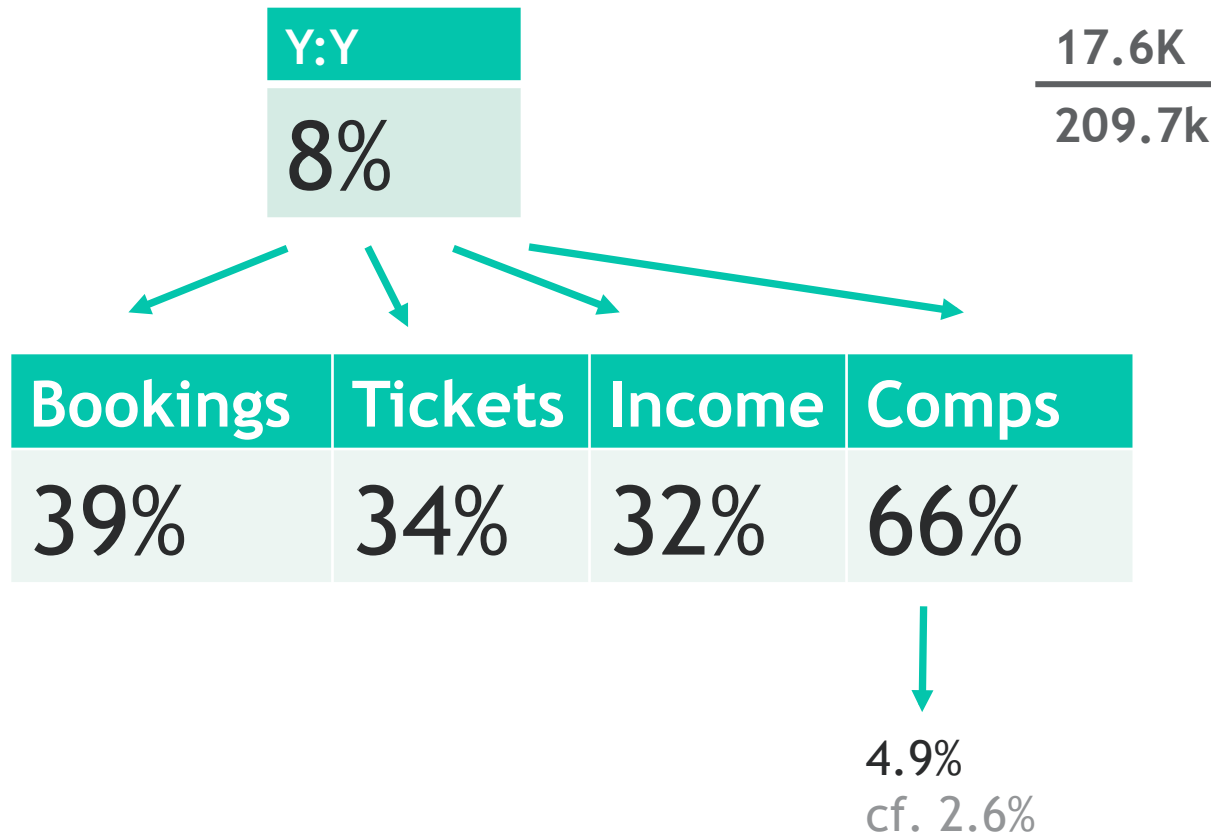
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- From Yorkshire, anywhere
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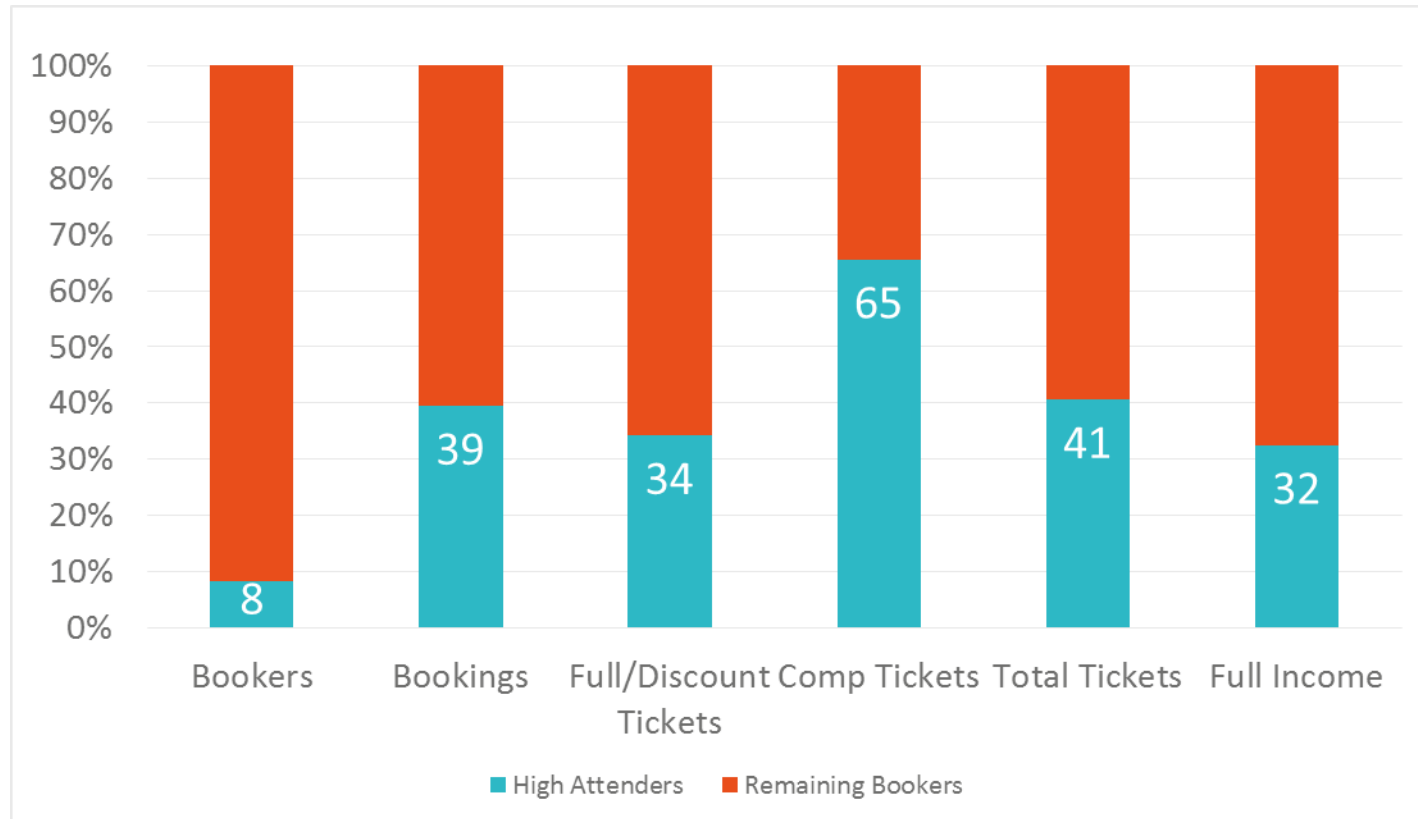
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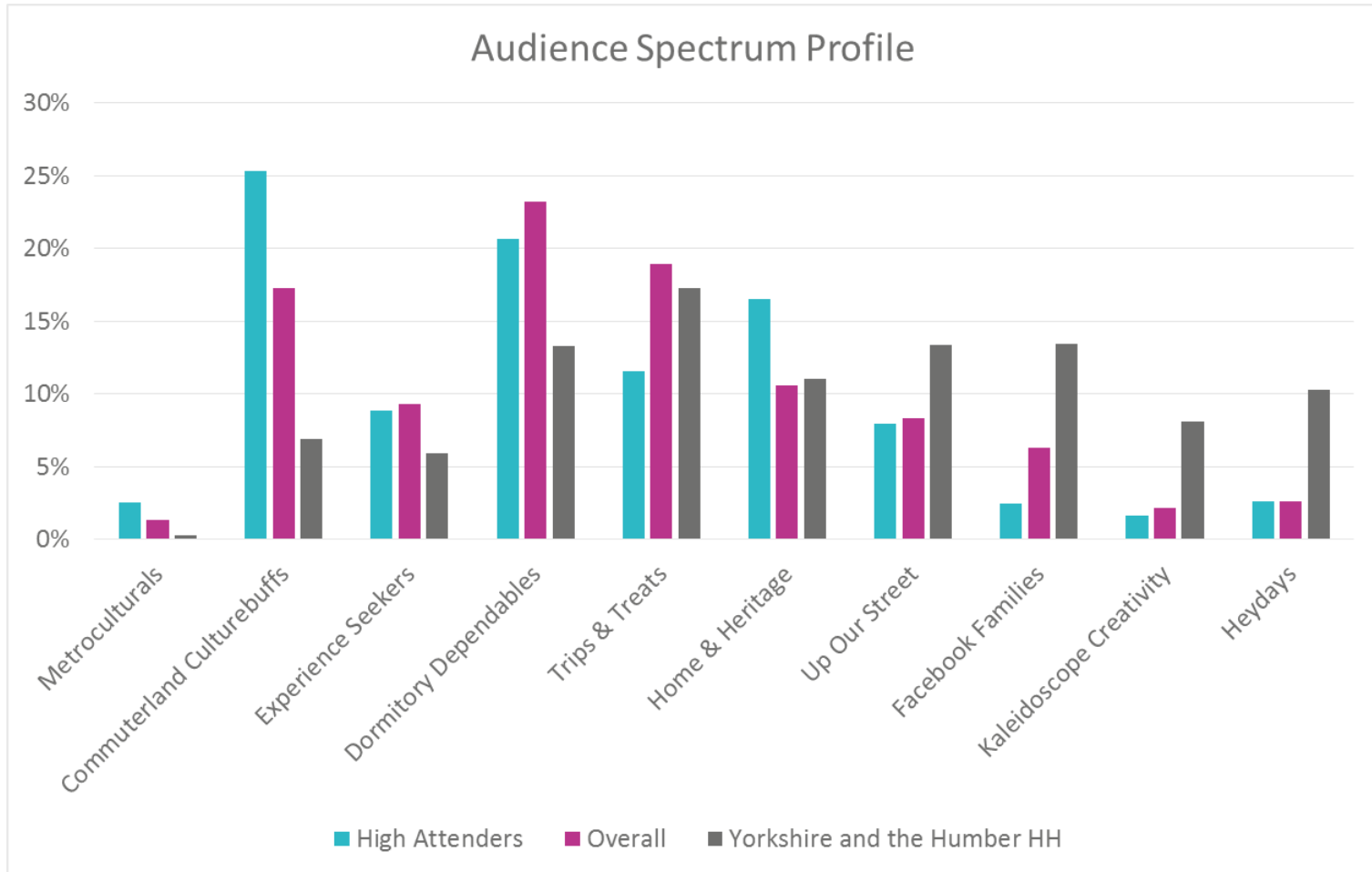
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How Many High Attenders Are There?



Who Are the High Attenders?



Who Are the High Attenders?

Segment	%	Index
Metroculturals	3%	962
Commuterland Culturebuffs	25%	366
Dormitory Dependables	21%	155
Home & Heritage	17%	150
Experience Seekers	9%	148
Trips & Treats	12%	67

- 85% from these segments



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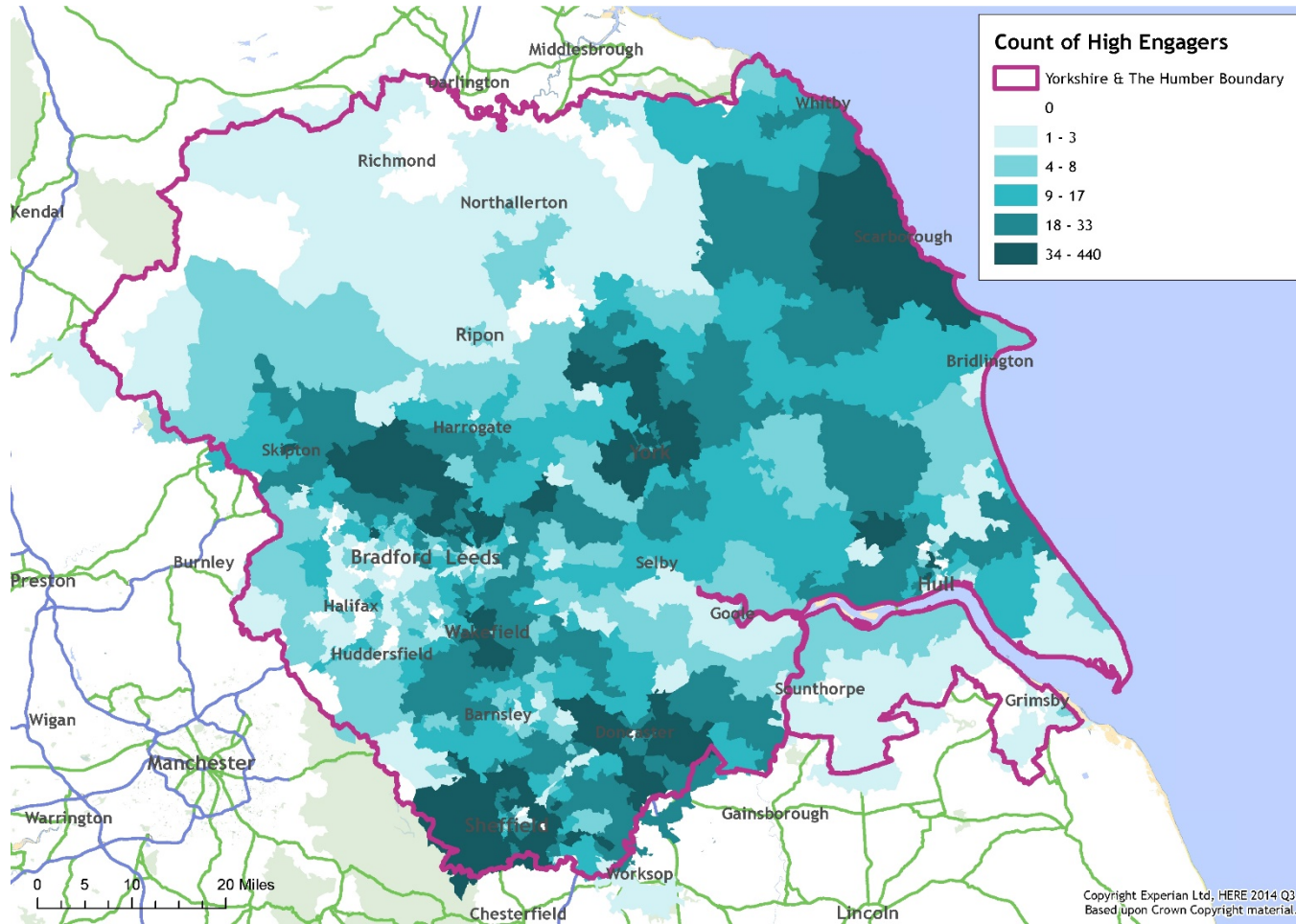


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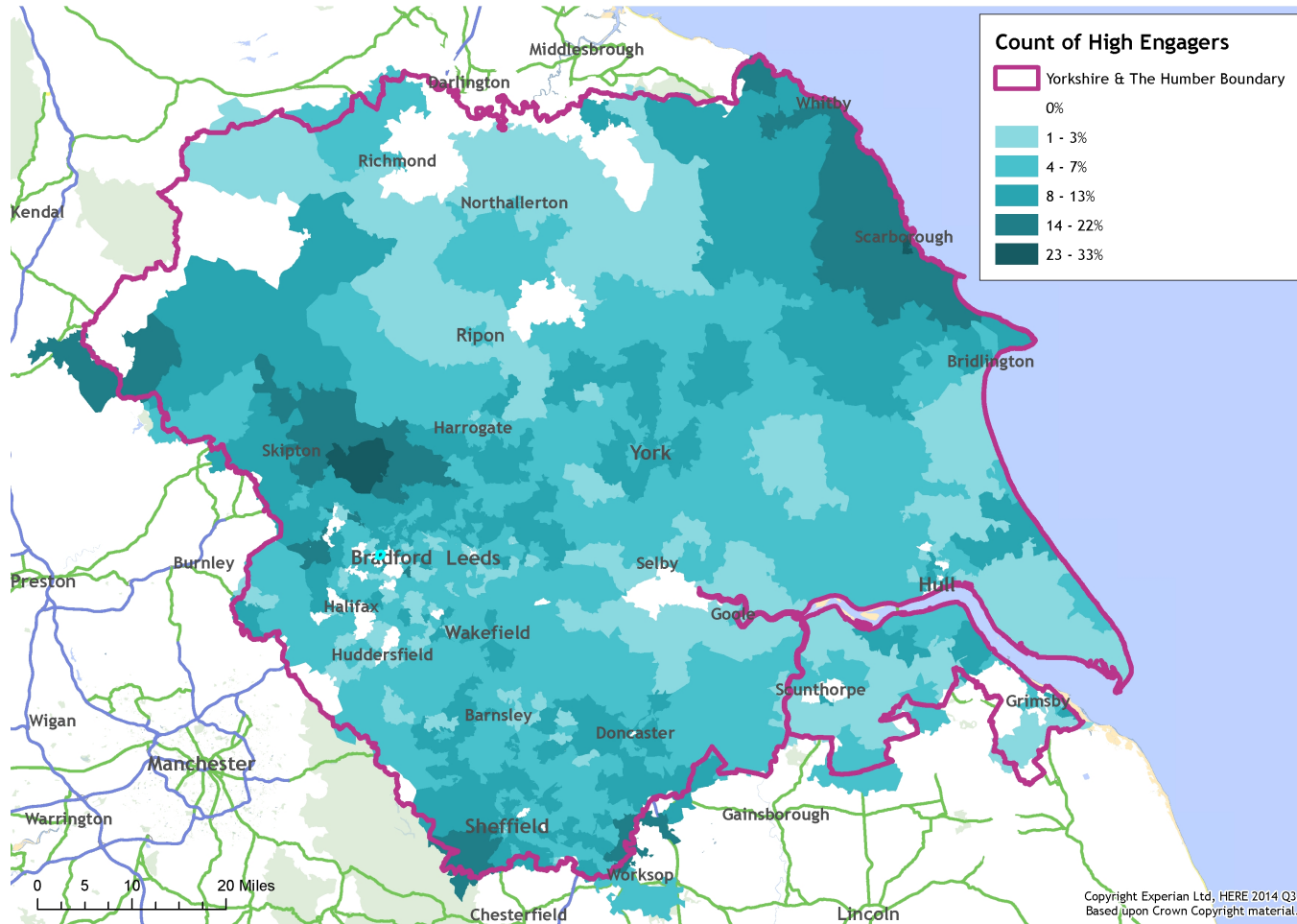
- Not easy to identify on your own: 67% avg.



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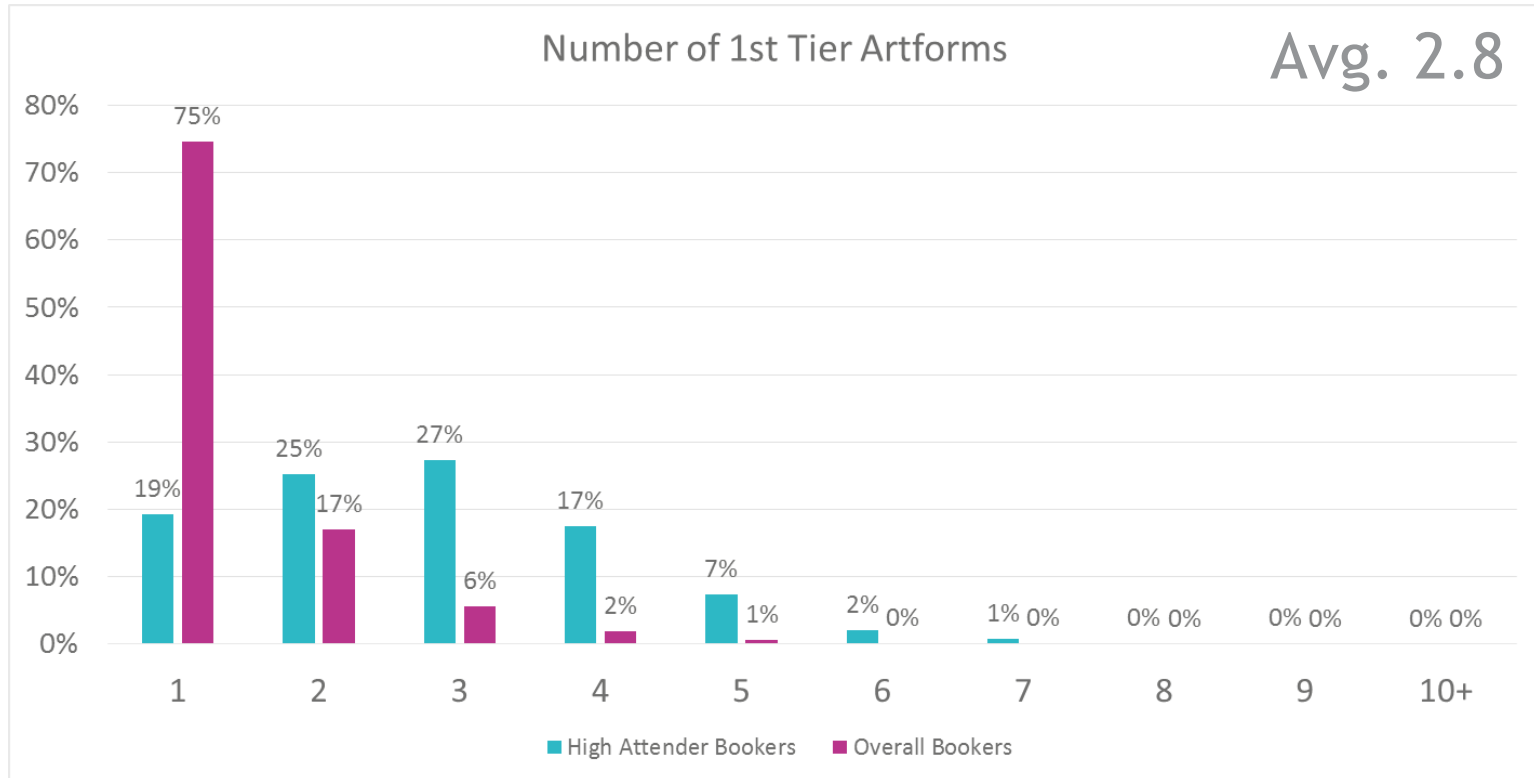


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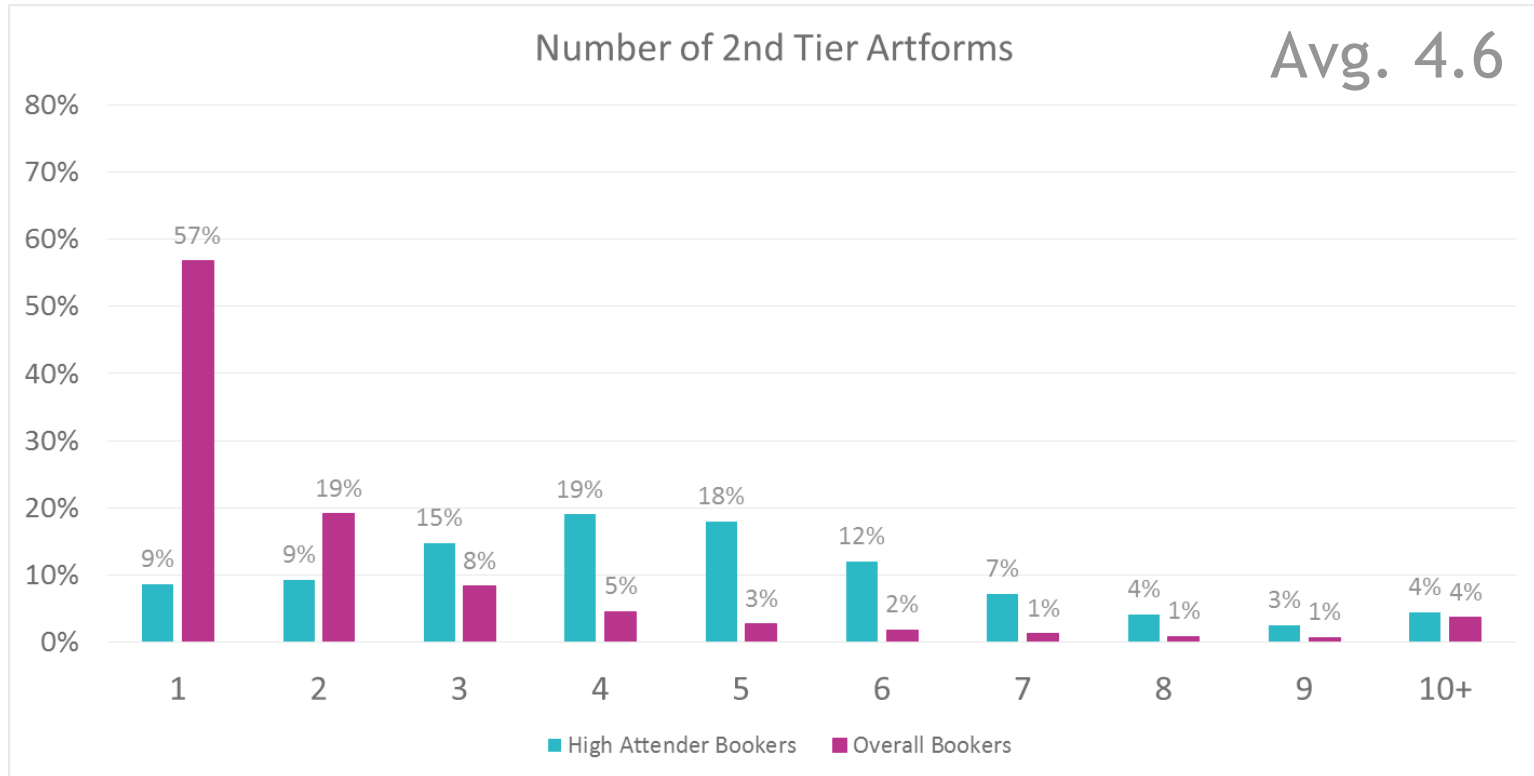
- Not easy to identify on your own
- Geographical concentrations (and gaps?)



Who Are the High Attenders?



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Who Are the High Attenders?

2 nd Tier Artform	High	All	Index
Contemporary Play	32.5	11.1	293
Drama New Writing	30.6	9.7	315
Classical Play	26.7	7.6	351
Musical Theatre	20.8	6.5	321
Christmas Show	15.2	7.2	211
Plays/Drama	15.0	7.2	209
Pantomime	11.3	10.3	110
Literature	8.8	2.0	446
Children/Family	8.2	3.9	210
Mainstream Musicals	7.9	2.6	304



Who Are the High Attenders?

2 nd Tier Artform (highest index)	High	All	Index
Streamed Performing Arts	3.0	0.5	671
Literary Talks	2.1	0.3	657
Author Readings	5.3	0.8	630
Physical Theatre	2.1	0.3	617
Art-house/Specialist Cinema	2.5	0.4	614
Workshops - Adult	2.0	0.3	606
Poetry/Spoken Word	5.4	0.9	598
Experimental Theatre	5.8	1.2	496
Music	1.8	0.4	490
Personality/Reminiscence/ Talk	2.6	0.6	460



Who Are the High Attenders?

2 nd Tier Artform (lowest index)	High	All	Index
C&F Plays/Drama	3.4	1.4	237
Community/Amateur Musical Theatre	5.3	2.2	235
Christmas Show	15.2	7.2	211
Children/Family	8.2	3.9	210
Plays/Drama	15.0	7.2	209
Comedy & Comedians	6.5	3.1	209
General Entertainment	2.0	1.2	171
C&F Branded	1.8	1.5	120
Pantomime	11.3	10.3	110
Community/Amateur Dance	1.4	1.6	92



Who Are the High Attenders?

- Not easy to identify on your own
- Geographical concentrations (and gaps?)
- Only moderately varied art-forms (more experimental, talks, streaming; relatively less family/populist)



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- Geographical concentrations (and gaps?)
- Only moderately varied art-forms
- Older age profile (from AS, surveys & b/o data profile)



Questions it Raises...

- How dependent are you on your High Attenders? Do you know who they are? What do you know about them?
- What (else) can we do to engage High Attenders?
- Who aren't we catering for?



Next Steps...

- Analysis with more venues
- City views
- Qualitative research
- Find out about your own High Attenders:
 - Survey data
 - Own box office
 - Elsewhere data

