

High Attenders in the Midlands

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Area Director, Midlands



 the audience agency

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

Mercia

*For men of the est with men of the west,
as it were undir the same partie of
hevene, acordeth more in sownynge of
speche than men of the north with men of
the south, therfore it is that Mercii, that
beeth men of myddel Engeland, as it were
parteners of the endes, understondeth
better the side langages, northerne and
southerne, than northerne and southerne
understondeth either other...*

John Trevisa 1387

What we looked at

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

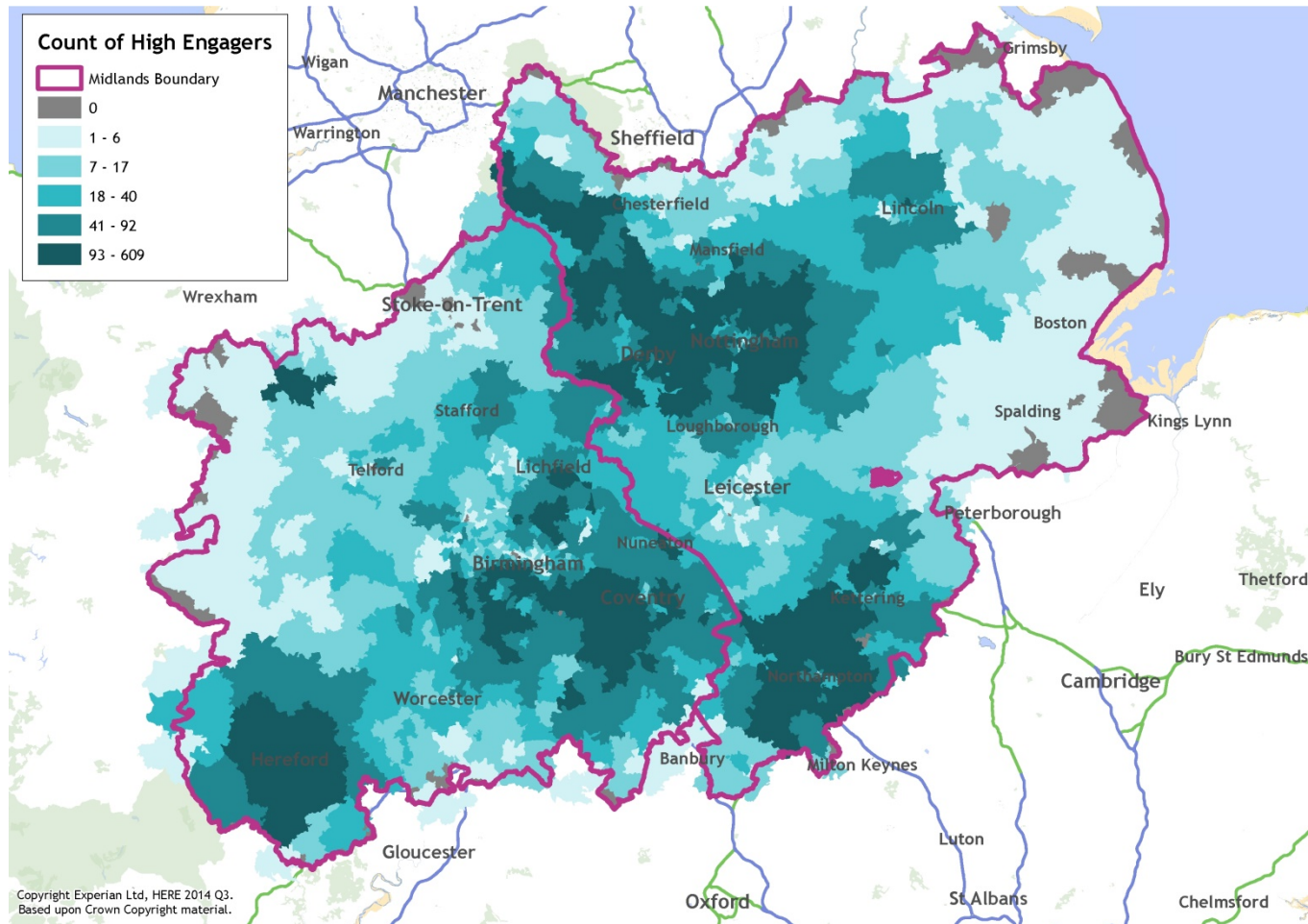


Contributing venues

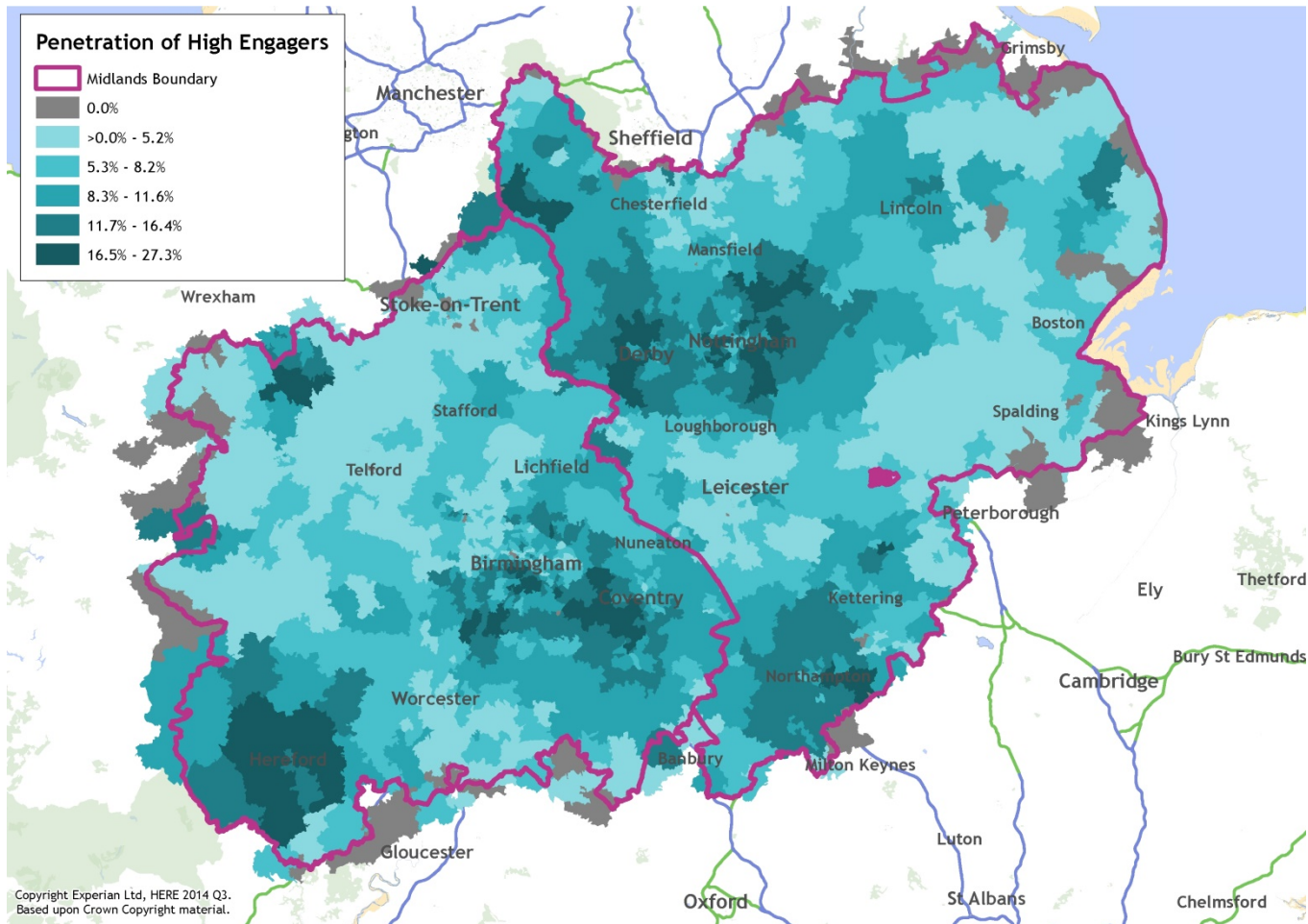
- Artrix
- Attenborough Arts Centre
- Belgrade Theatre
- Birmingham Hippodrome
- Birmingham Rep
- Buxton Opera House
- Courtyard Herefordshire
- Deda
- Derby Live
- Derby Theatre
- Lincoln Arts Trust
- Lincoln Performing Arts Centre
- mac Birmingham
- Northampton Arts Management
- Nottingham Broadway
- Nottingham Lakeside Arts
- Nottingham Playhouse
- Nottingham Theatre Royal and Concert Hall
- Oakengates Theatre: The Place
- Quad
- Tamworth Assembly Rooms
- The Drum
- Town Hall, Symphony Hall
- Warwick Arts Centre
- Wem Town Hall



How Many High Attenders Are There?



How Many High Attenders Are There?



Who are they and what are they worth?

High Engagers

Bookers	73,153	11%
Bookings	964,446	48%
Tickets	2,014,198	42%
Comps	84,979	73%
Income	£38,626,188	36%



How Many High Attenders Are There?



What about spending patterns

To understand the High Engagers better, we have broken them down into quantiles:

Visits	Booker Count	%
6	15,338	21%
7 - 8	18,526	25%
9 - 13	19,668	27%
14+	19,621	27%



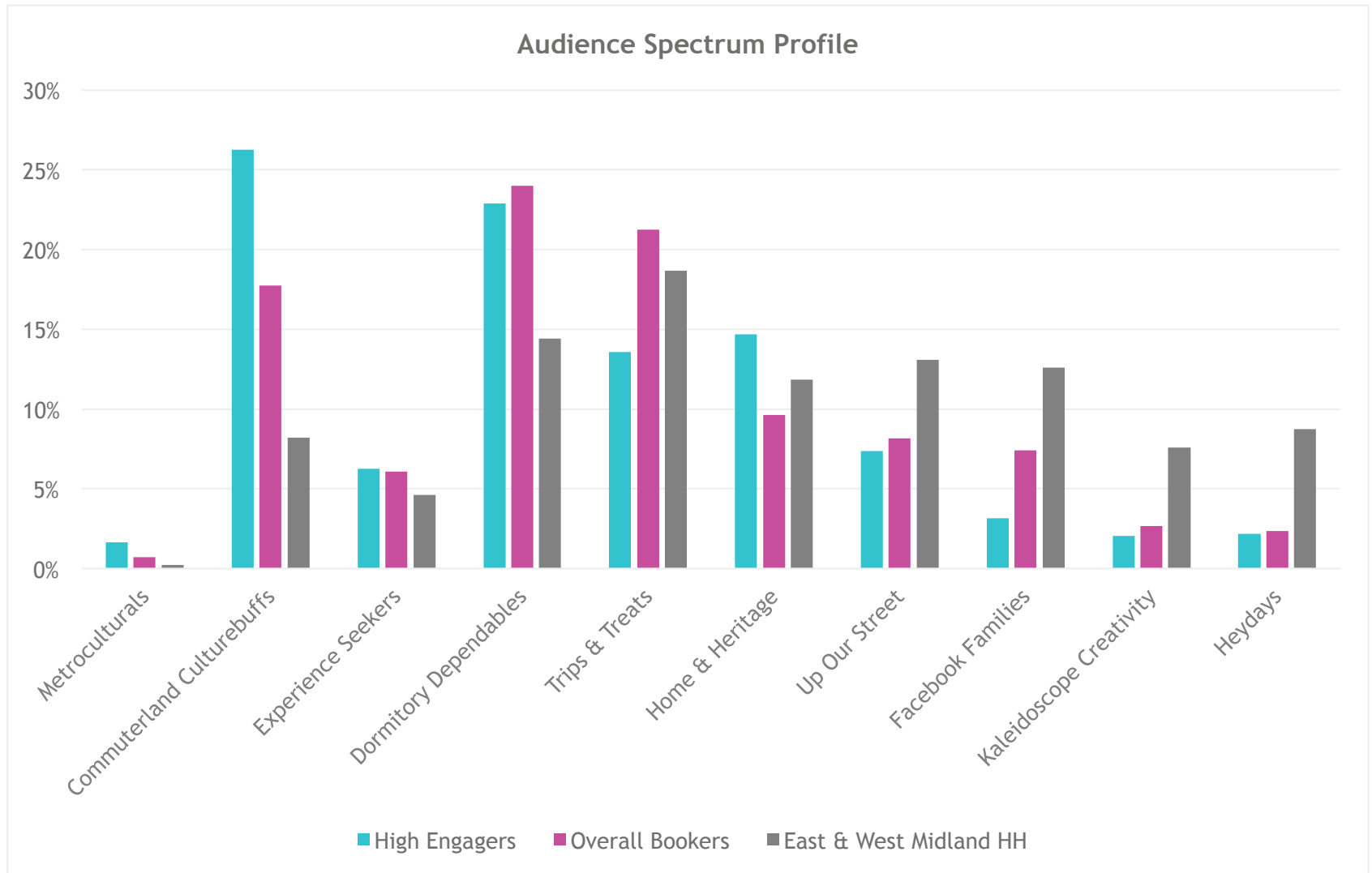
What about spending patterns

Although they generally spend more per ticket, on average their individual customer value is less, excluding the super high engagers.

Averages	Overall	6 Visits	7 to 8 Visits	9 to 13 Visits	14+ Visits
Ticket Price	£20.16	£22.49	£21.58	£20.13	£17.01
Customer Value	£528.02	£335.30	£389.26	£494.09	£843.70



Who Are the High Attenders?



Who Are the High Attenders?

Segment	Count	%
Commuterland Culturebuffs	19,219	26%
Dormitory Dependables	16,730	23%
Home & Heritage	10,726	15%
Trips & Treats	9,943	14%



Who Are the High Attenders?

Segment	Count	%	Index compared with bookers
Commuterland Culturebuffs	19,219	26%	148
Dormitory Dependables	16,730	23%	95
Home & Heritage	10,726	15%	152
Trips & Treats	9,943	14%	64

79% of High Engagers in the Midlands come from these 4 segments



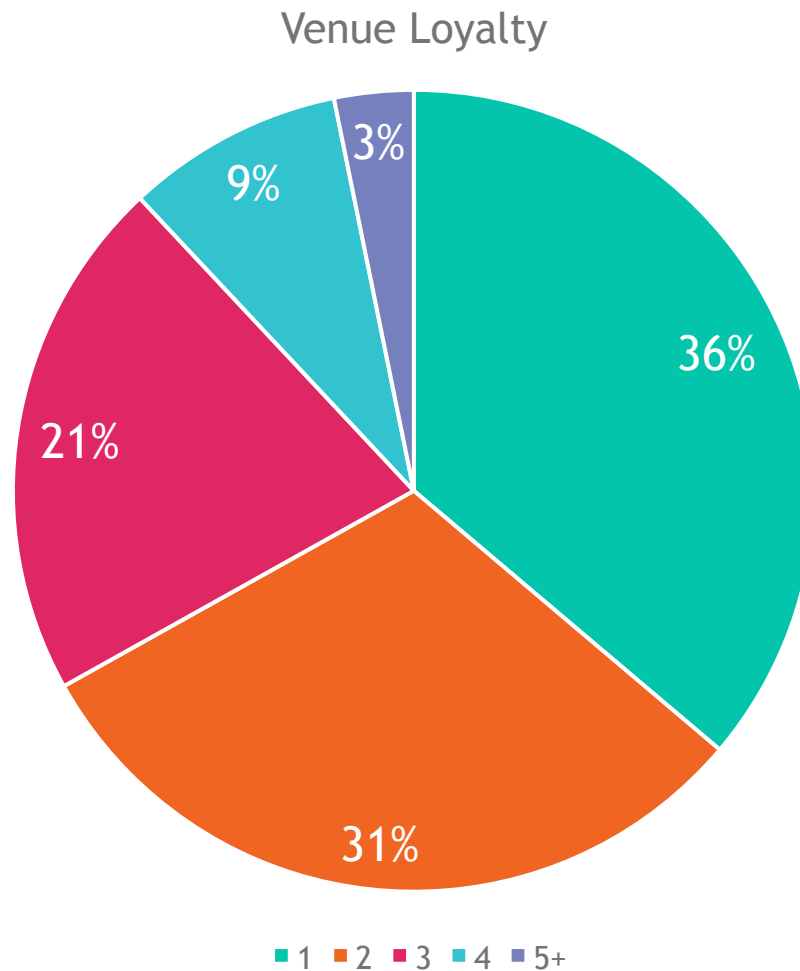
Other segments of note . . .

Segment	Count	%	Index compared with bookers
Metroculturals	1202	2%	229
Experience Seekers	4572	6%	103
Up Our Street	5379	7%	90

Another 15% of High Engagers in the Midlands come from these 3 segments.

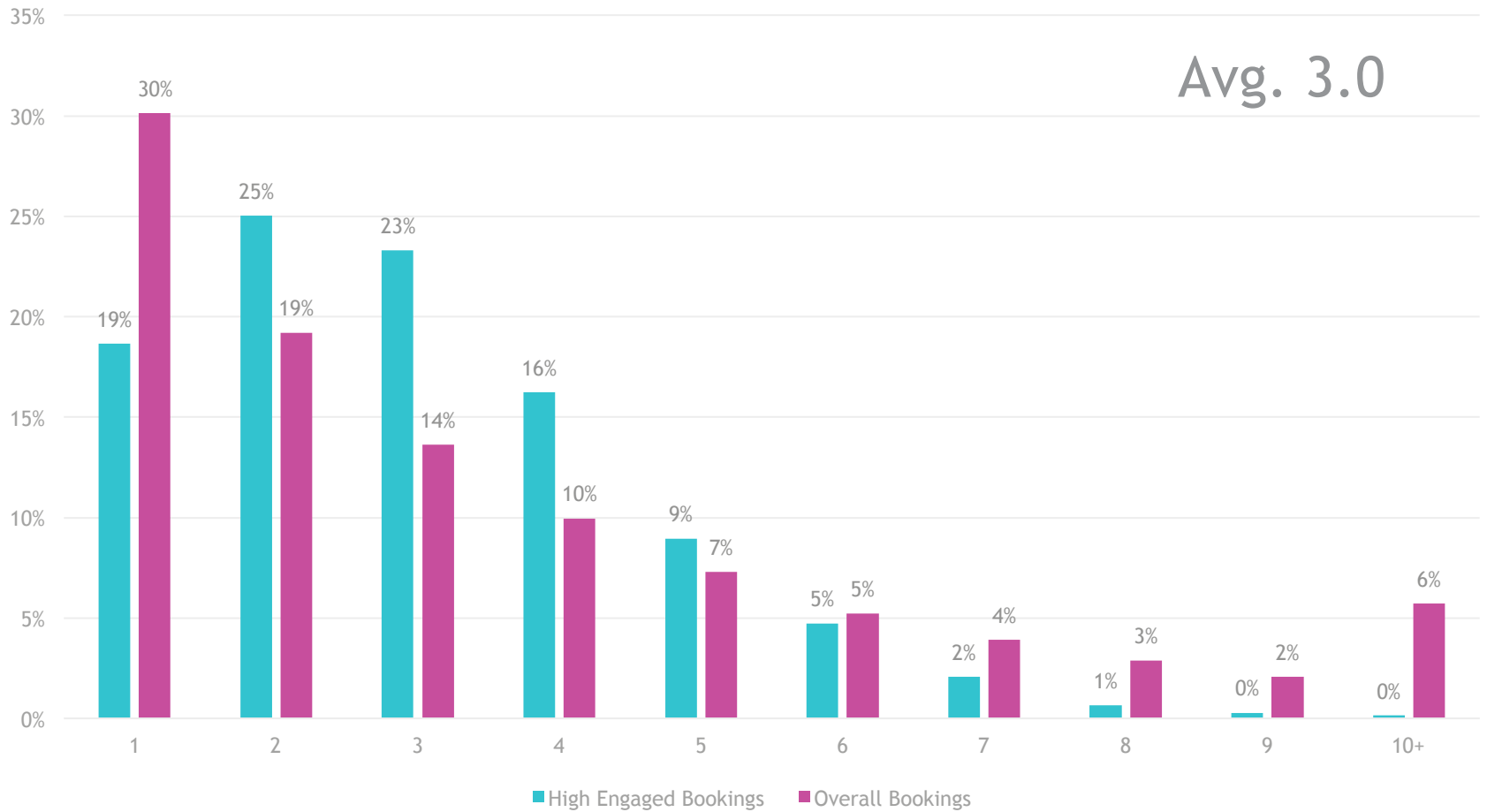


Are they venue loyal?



Who Are the High Attenders?

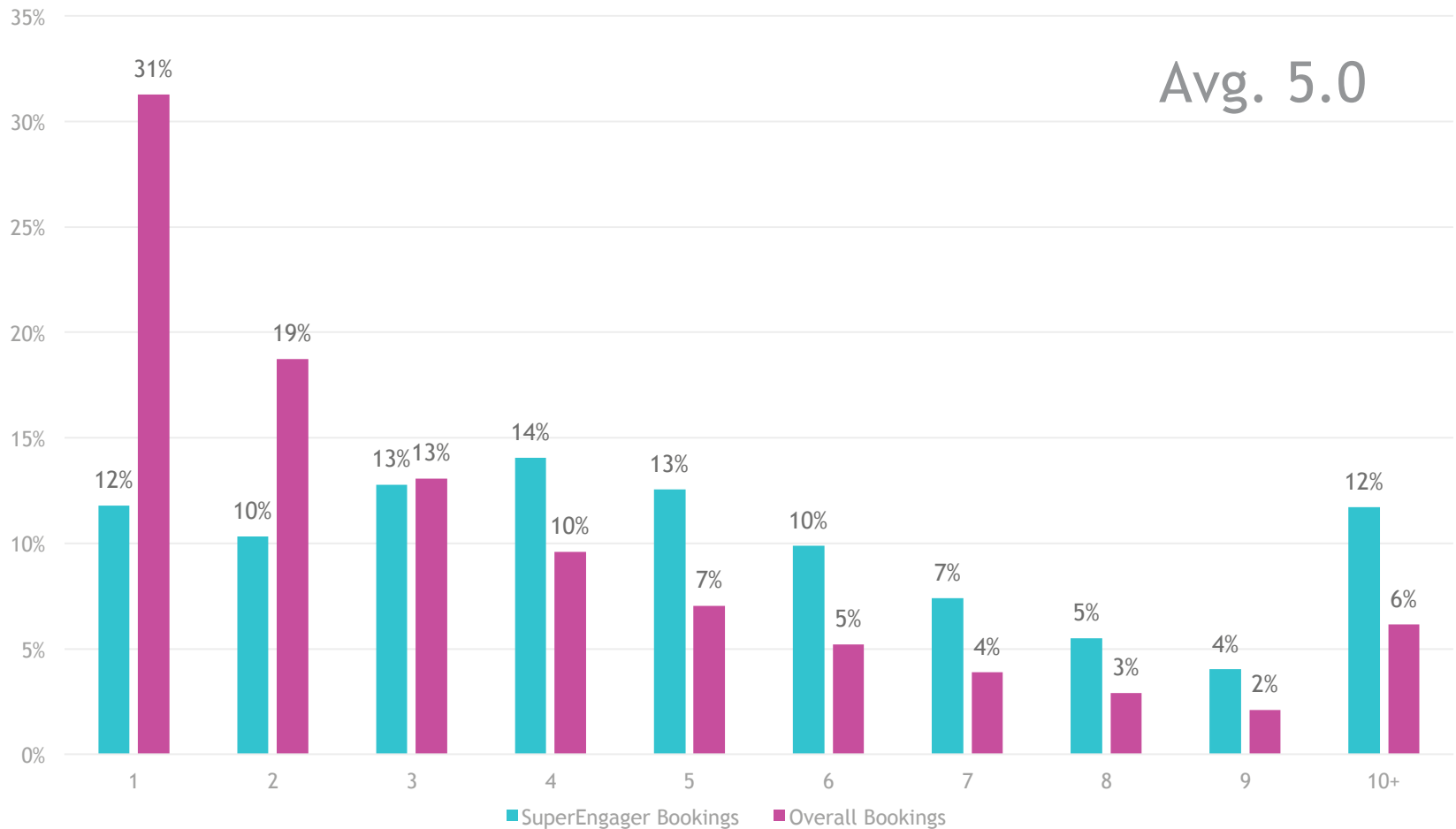
1st Tier Artform Attendance



Who Are the High Attenders?

2nd Tier Artform Attendance

Avg. 5.0



Who Are the High Attenders?

- Not easy to identify on your own
- 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



Thank You



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Discover who they could be.