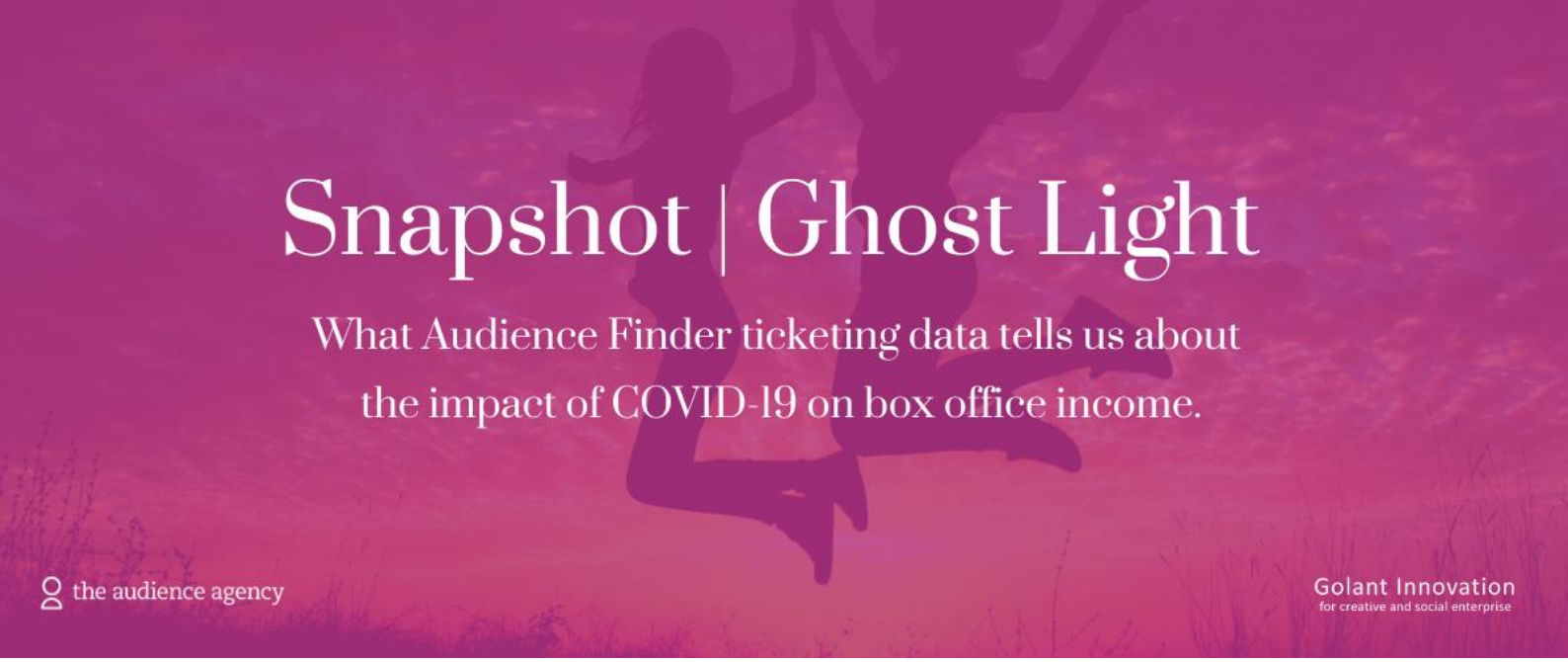


Analysis of Audience Finder Ticketing Data in response to COVID-19

Tracking Report 01/6/20

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Introduction

It contains the following analysis:

- A summary table of Income Shortfall
- All (Audience Finder) AF orgs' combined income by week
- All AF cumulative income by week
- NPO (Arts Council England National Portfolio Organisation) income by week
- NPO cumulative income by week
- NPO income by Area by week

For more information about the Background and Methodology, see Appendix 1

For more on Audience Finder and Audience Spectrum, see Appendices 2 & 3 respectively.

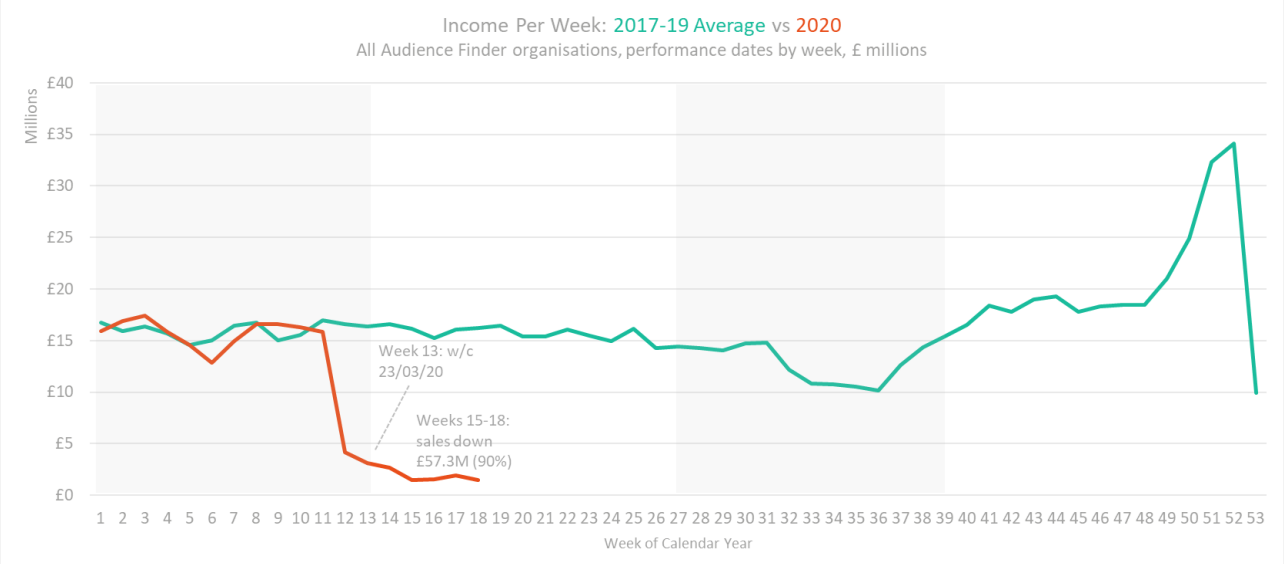
This report tracks sales data from Audience Finder for 2020, compared to a baseline (of averages from 2017-19) to help understand the impact of COVID-19 on the cultural sector and particularly ticketed arts organisations. It will be updated fortnightly.

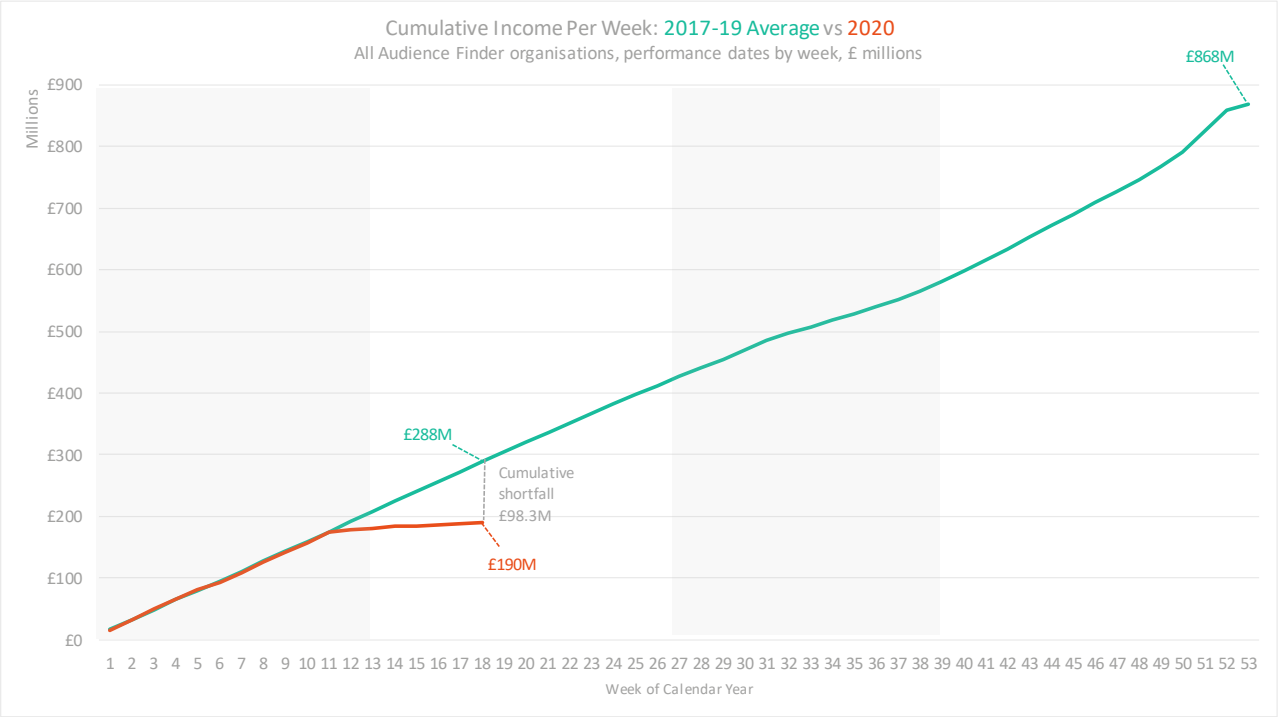
Summary of Income Shortfall Compared to 2017-19 Average (£)

	2020 Cumulative Shortfall	Shortfall Weeks 15-18	Shortfall in Week 18	Shortfall in Week 17	Shortfall in Week 16	Shortfall in Week 15
NPOs	212,868,829	146,836,394	45,899,298	39,628,128	33,575,972	27,732,996
All AF Orgs	393,639,511	307,132,989	98,300,668	83,605,115	69,490,938	55,736,268

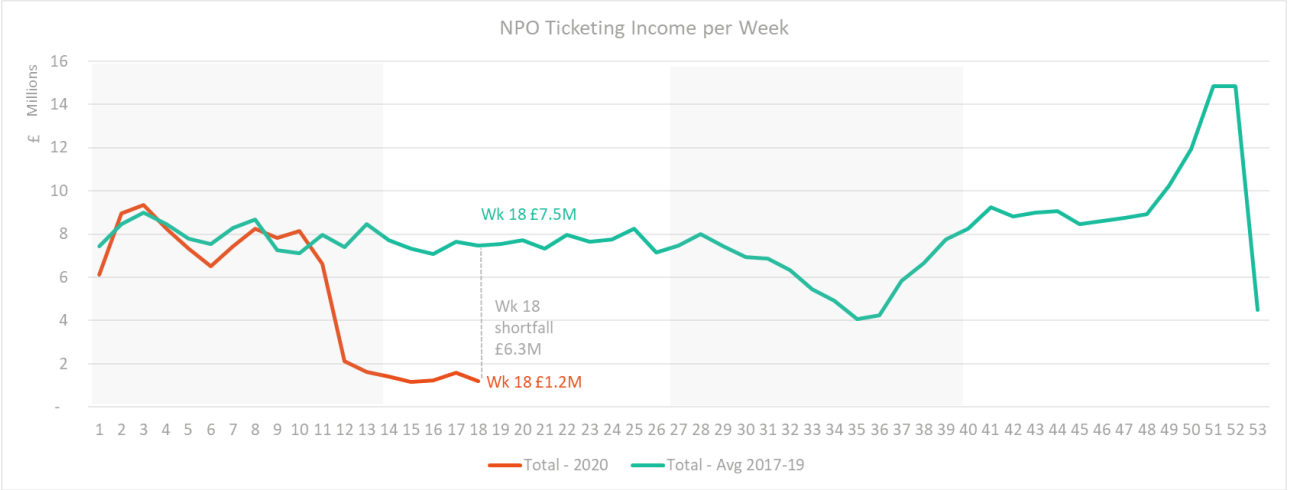
Note, COVID-19 "lockdown" began on 23 March, the start of week 13 of 2020.

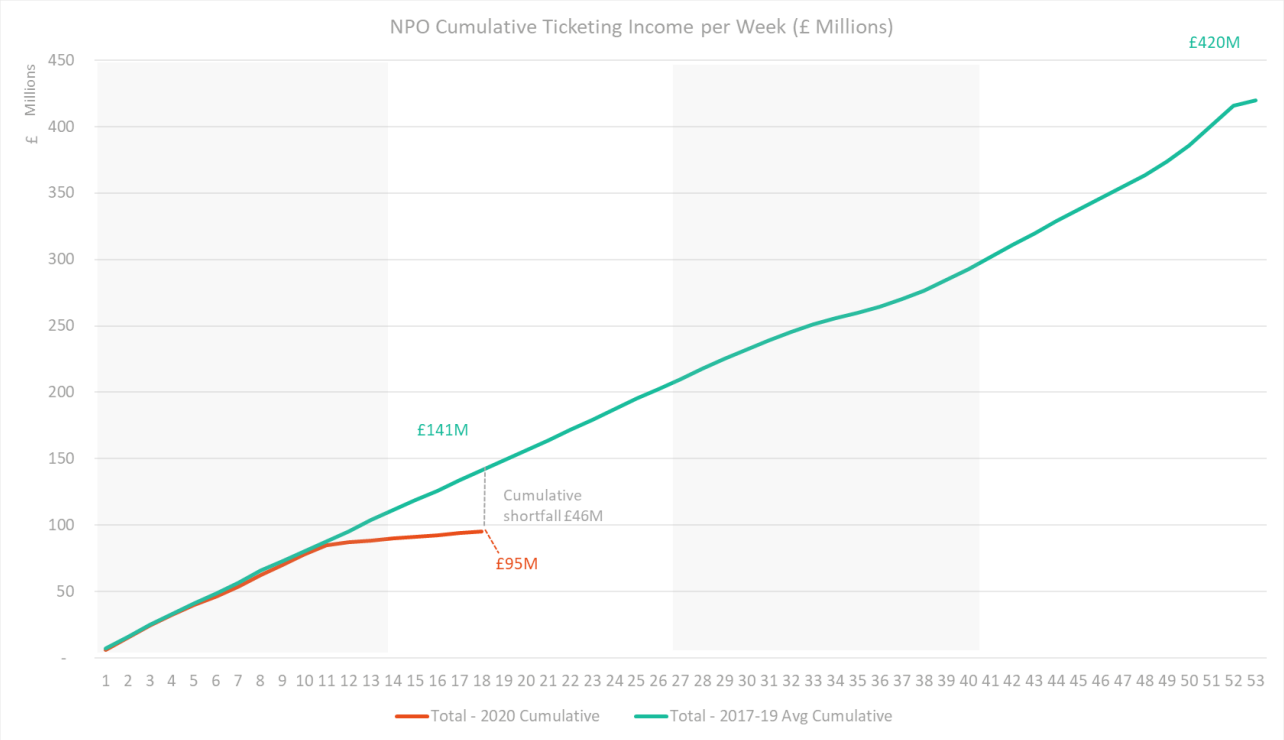
Overall Income per Week (overall, inc. cumulative)



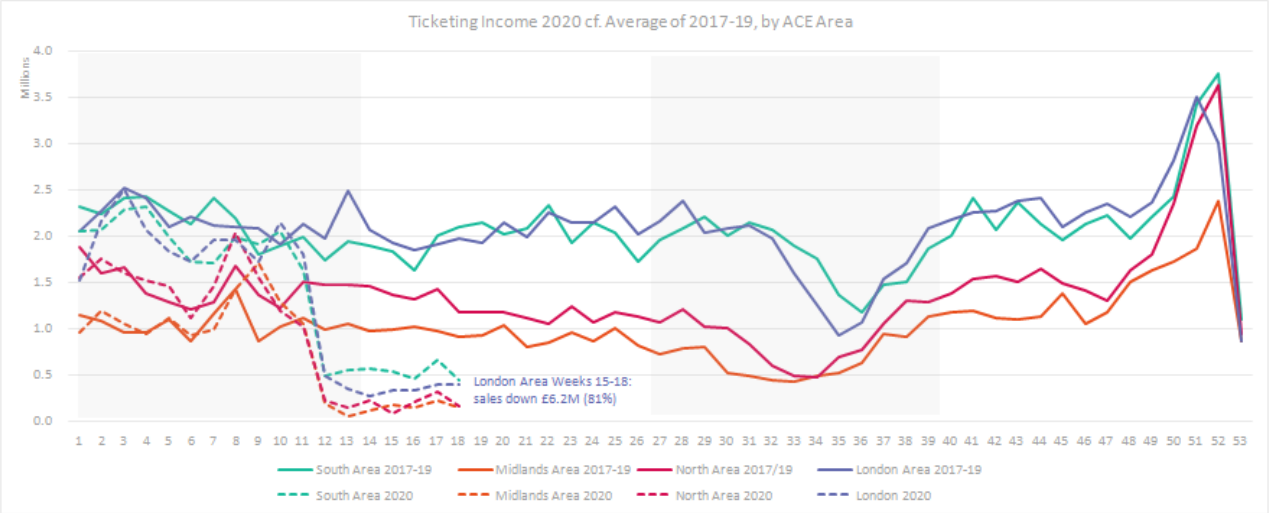


NPO (Arts Council England National Portfolio Organisation) Ticketing Income per Week




NPO Cumulative Ticketing Income per Week (£ Millions)
£420M
£ Millions
450
400
350
300
250
200
150
100
50
-
£141M
Cumulative shortfall £46M
£95M
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 47 48 49 50 51 52 53
Total - 2020 Cumulative
Total - 2017-19 Avg Cumulative

Differences by Area (Arts Council England National Portfolio Organisations)



the audience agency

Background and Methodology for this analysis

This report draws on data from Audience Finder (see next section) presented as an average of the 2017-2019 calendar years as a comparator (unless stated) and data to date for 2020. Most of the report is based on all ticketing data in Audience Finder for those years, but there are specific spotlights on Arts Council England National Portfolio Organisations (NPOs), both overall and split by Area (North, South, Midlands and London). Venues provide artform codes (from a standard list) for their events: these have been used to compare sales by artform. There is also analysis by audience profile, using Audience Spectrum (see About Audience Spectrum).

Where 'quarters' are referred to, these are based on weeks 1-13, 14-26, 27-40 and 41-53 (week 53 being a partial week). Dates refer to the dates of performances (rather than sales) and geography to the location of bookers (rather than venues/performances). Please note that the Audience Finder dataset is dynamic, so some figures may later change (e.g. as new venues join, including the import of past years' sales data).

We have overall sales figures to a more recent date than art form coding, so we cannot yet show 2020 art form splits. Art form coding process also included 'exclusions' of 'performances' that venues don't want included (e.g. if they are on behalf of other organisations, or are non-event sales put through the box office): there is a moderate 'settling' of figures once this happens, but top line figures should be indicative.

Further analysis will be done in time: requests and suggestions are welcome to oliver.mantell@theaudienceagency.org.

The Audience Agency

Is a sector support organisation and national charity supporting the cultural sector and creative industries to increase their reach, resilience and relevance. The Audience Agency offers specialist audience and policy research, strategic advice and support in organisational, digital and audience development. We are funded by Arts Council England, Arts Council Wales and Creative Scotland to provide the UK Audience Finder programme aggregating audience data from over 800 cultural organisations and supporting them to use evidence and insight to become more audience centred.

About Audience Finder

Audience Finder is a national audience development and data aggregation programme, enabling cultural organisations to share, compare and apply insight. It is developed and managed by The Audience Agency for and with the cultural sector and is funded by the National Lottery through Arts Council England. Audience Finder provides tools for collecting and analysing data in a standardised way which builds a clear picture of audiences locally and nationally. The results help organisations to find new audience opportunities using a range of tools, features and support. These include user-friendly reporting dashboards, online mapping and insight tools and the opportunity to work in collaborative, data-sharing groups. Audience Finder brings together data on all UK households with data from over 800 cultural organisations: over 170 million tickets, 59 million transactions, approximately 750,000 surveys and web analytics from all the UK's major arts and cultural organisations. In order to deliver the Audience Finder service, The Audience Agency works in partnership with Baker Richards Consulting Limited and Jacobson Consulting Applications (JCA).

About Audience Spectrum

Audience Spectrum segments the whole UK population by their attitudes towards culture, and by what they like to see and do. There are 10 different Audience Spectrum profiles that you can use to understand who lives in your local area, what your current audiences are like, and what you could do to build new ones. Audience Spectrum is the most accurate tool the sector has ever had to help target audiences and include a wider public. Analysis and customer tagging with Audience Spectrum work at both household and postcode levels, to help cultural organisations understand audience profile and reach, enabling really accurate targeting of activity and communications.

To Find Out More

About this Report

For more information about this report, contact: oliver.mantell@theaudieceagency.org, or visit our Covid19 Resource hub: https://www.theaudienceagency.org/resources/covid-hub

General Enquiries

For general enquiries about Audience Finder and The Audience Agency's work, including our work as a Sector Support Organisation, contact: Hello@theaudienceagency
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The Audience Agency is funded by the Arts Council, as a Sector Support Organisation, to lead on supporting cultural organisations to gain a deeper understanding of current and potential audiences.

Disclaimer

The information contained within this report is not intended to be used as the sole basis for any business decision and is based upon data that is provided by third parties, the accuracy and/or completeness of which it would not be possible and/or economically viable for The Audience Agency to guarantee.

The Audience Agency's services also involve models and techniques based on statistical analysis, probability and predictive behaviour. Accordingly, The Audience Agency is not able to accept any liability for any inaccuracy, incompleteness or other error in this report.