

Audience Report: The Drystones

Annual Summary
2019/20

Ticketing: 01 Apr 19 - 31 Mar 20

Ticketing data represents data collected from all tickets issued to performances within the given timeframe.

Key Performance Indicators

Measure	Result
Total tickets	144
Total bookers	79
Total revenue (ticket sales)	£2,847

Audience Profile: Audience Spectrum

Audience Spectrum Segment	Bookers	% of Bookers
Metroculturals	5	8.1%
Commuterland Culturebuffs	21	33.9%
Experience Seekers	9	14.5%
Dormitory Dependables	11	17.7%
Trips & Treats	1	1.6%
Home & Heritage	9	14.5%
Up Our Street	4	6.5%
Frontline Families	1	1.6%
Kaleidoscope Creativity	1	1.6%
Supported Communities	0	0.0%
Total*	62	

* Total excludes 17 bookers without enough valid postcode data to assign an Audience Spectrum segment

Audience Distribution: Postcode summary

Postal District	Sector	Bookers	% of Bookers	Cumulative %
BS6	7	3	4.8%	4.8%
NP7	6	3	4.8%	9.7%
NP7	7	3	4.8%	14.5%
BS8	1	2	3.2%	17.7%
BS7	9	2	3.2%	21.0%
NP7	9	2	3.2%	24.2%
WA15	8	2	3.2%	27.4%
BS5	6	1	1.6%	29.0%
BS49	4	1	1.6%	30.6%
BS4	2	1	1.6%	32.3%
BS34	6	1	1.6%	33.9%
BS3	4	1	1.6%	35.5%
BS16	4	1	1.6%	37.1%

Postal District	Sector	Bookers	% of Bookers	Cumulative %
BS1	5	1	1.6%	38.7%
NP13	1	1	1.6%	40.3%
M5	3	1	1.6%	41.9%
M4	4	1	1.6%	43.5%
M33	6	1	1.6%	45.2%
M33	4	1	1.6%	46.8%
M33	3	1	1.6%	48.4%
M27	9	1	1.6%	50.0%
M25	9	1	1.6%	51.6%
M20	4	1	1.6%	53.2%
M20	3	1	1.6%	54.8%
M15	5	1	1.6%	56.5%
M1	2	1	1.6%	58.1%
HR1	1	1	1.6%	59.7%
GL15	6	1	1.6%	61.3%
EH51	9	1	1.6%	62.9%
CF14	5	1	1.6%	64.5%
Other		22	35.5%	100.0%
Total*		62		

* Total excludes 17 bookers without enough customer data to assign a postal sector

Footnotes

Ticketing

- Total Tickets is the count of all the tickets issued to performances within the given timeframe including complimentary and discounted tickets.
- Total Bookers is the count of all distinct bookers to performances within the given timeframe.
- Total Revenue is the sum of all income generated from sale of tickets to performances within the given timeframe.
- Audience Spectrum Summary is a profile of your distinct bookers who have made a booking to a performance within the given timeframe.
- Postal Sector Breakdown are the 30 postal sectors individually containing the most distinct bookers who have made a booking to a performance within the given timeframe.

Disclaimer

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