Musical Adult

- Sales and income dropped in 2014 but returned to similar levels to 2013 in both 2015 and 2016. Income was very similar at the start and end of the study period.

- Ticket sales fell by 9% and the average price paid for a ticket rose by 10%.

- The fluctuation across years was almost entirely due to the variation in performance of principally presenting theatres with a capacity of over 1,000 (b) which accounted for £70M of the £85M income achieved in both 2013 and 2016.

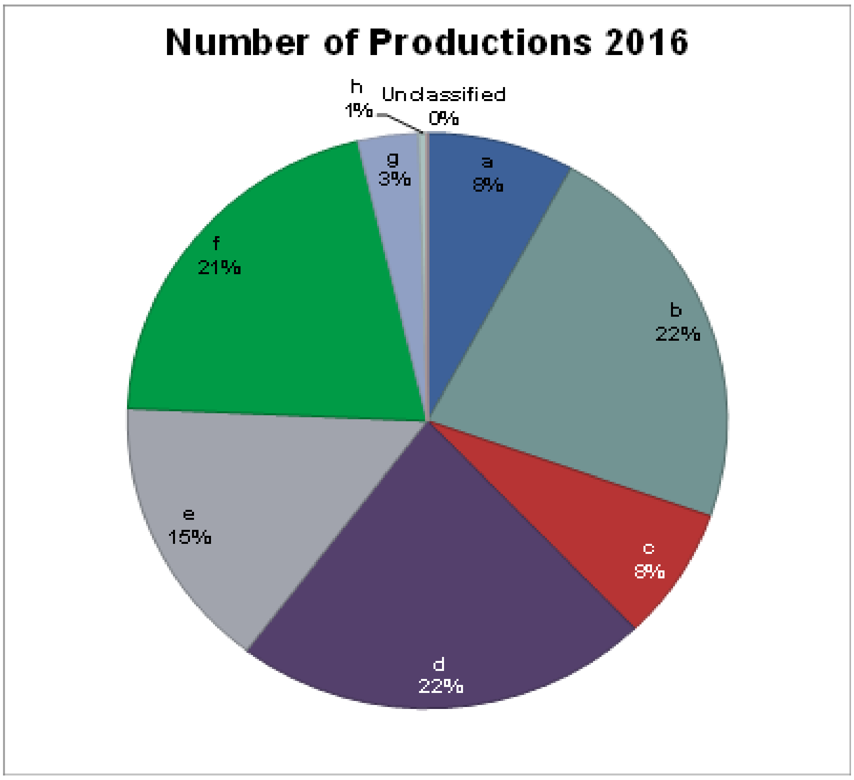
	Number of produdions	Number of performances	Total tickets sold	Total Box Office Income	%age capacity achieved	%age cash value achieved	Average ticket price asked	Average ticket price achieved
2013	206	3,914	2,986,256	£84,547,014	62%	64%	£27.26	£28.31
2014	228	3,487	2,510,930	£70,046,879	60%	61%	£27.43	£27.90
2015	238	3,937	2,786,533	£84,235,244	57%	57%	£30.07	£30.23
2016	214	3,531	2,720,183	£84,587,203	61%	63%	£30.26	£31.10
Change 2013-16	+8	-383	-266,073	+£40,189	-0.60%	-1.29%	+£3.00	+£2.78
Change 2015-16	-24	-406	-66,350	+£351,959	+4.18%	+5.56%	+£0.19	+£0.87

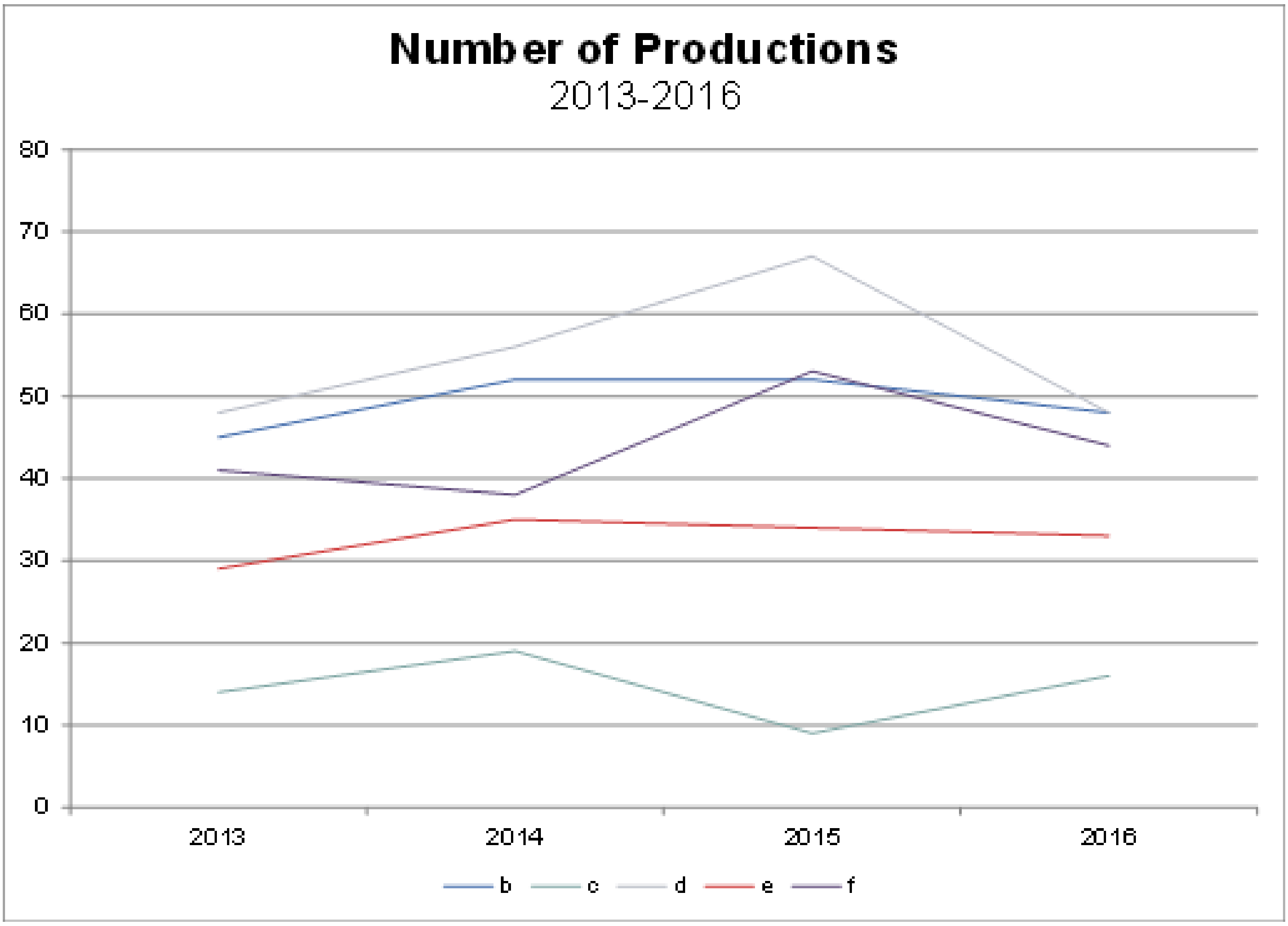
Across the study period the number of productions and performances have fallen. Total Box Office Income has grown, despite a decrease in Total Tickets Sold. This has been helped by a higher Average Ticket Price.

The five most financially important venues for Musical Adult were

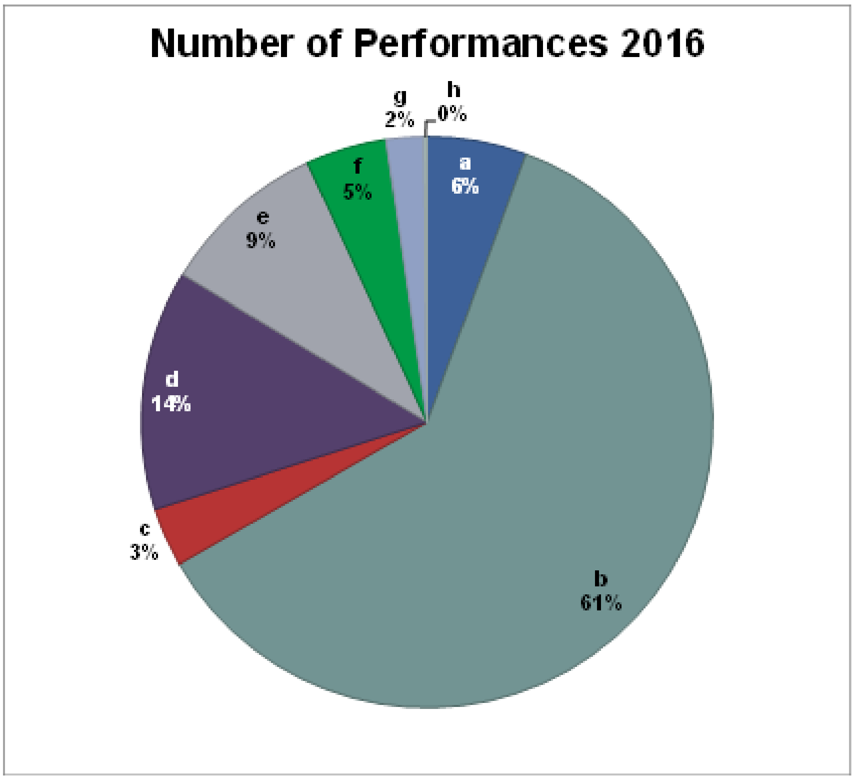
1. Principally presenting theatres with a capacity of over 1,000 (b)
2. Auditoria of principally presenting theatres with a capacity between 500-1,000 (d)
3. Concert Halls (c)
4. Main Auditoria of larger producing theatres (a)
5. Main Auditoria of principally producing theatres with capacity over 160 (e)

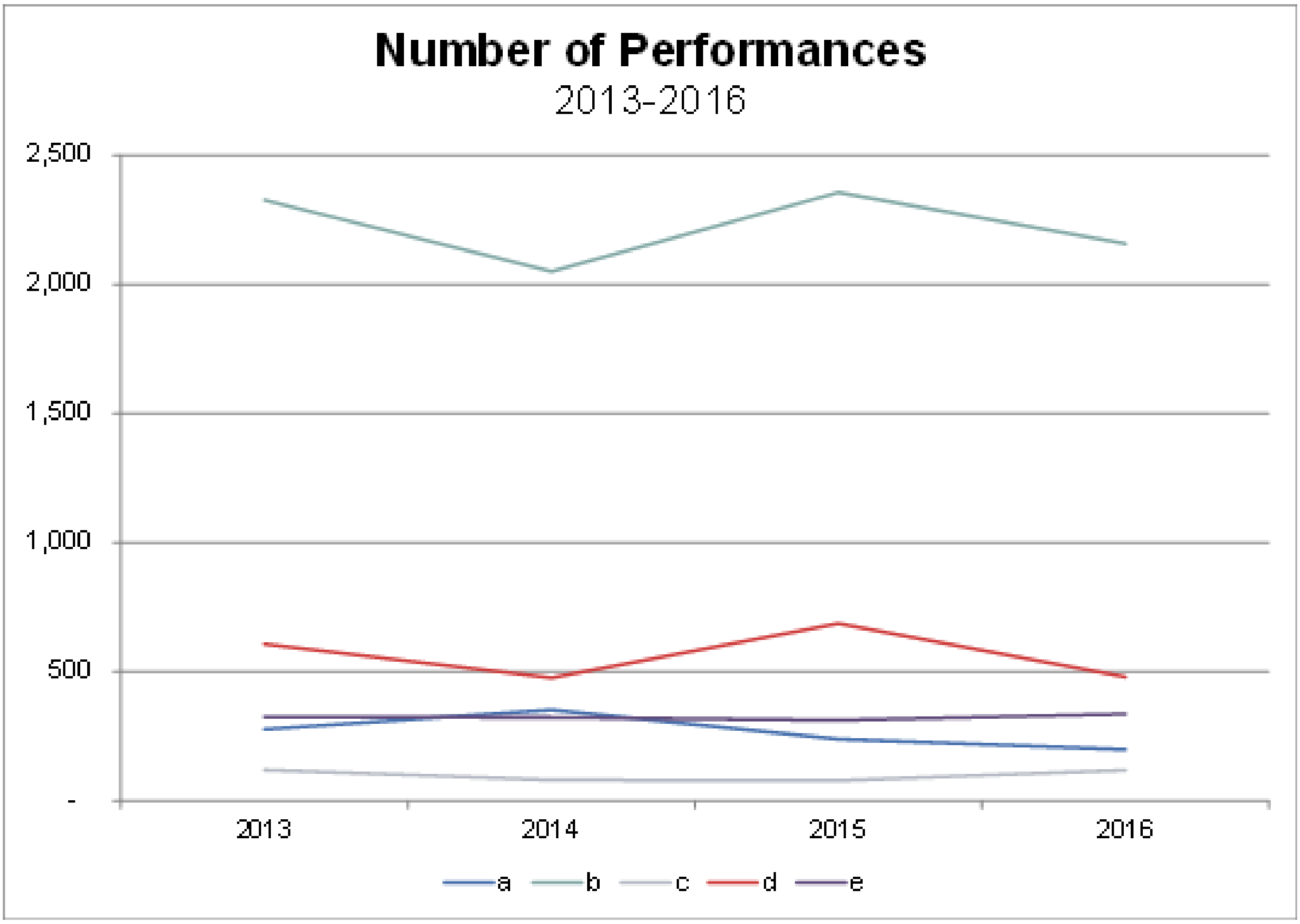
Together they accounted for 99% of total box office income.



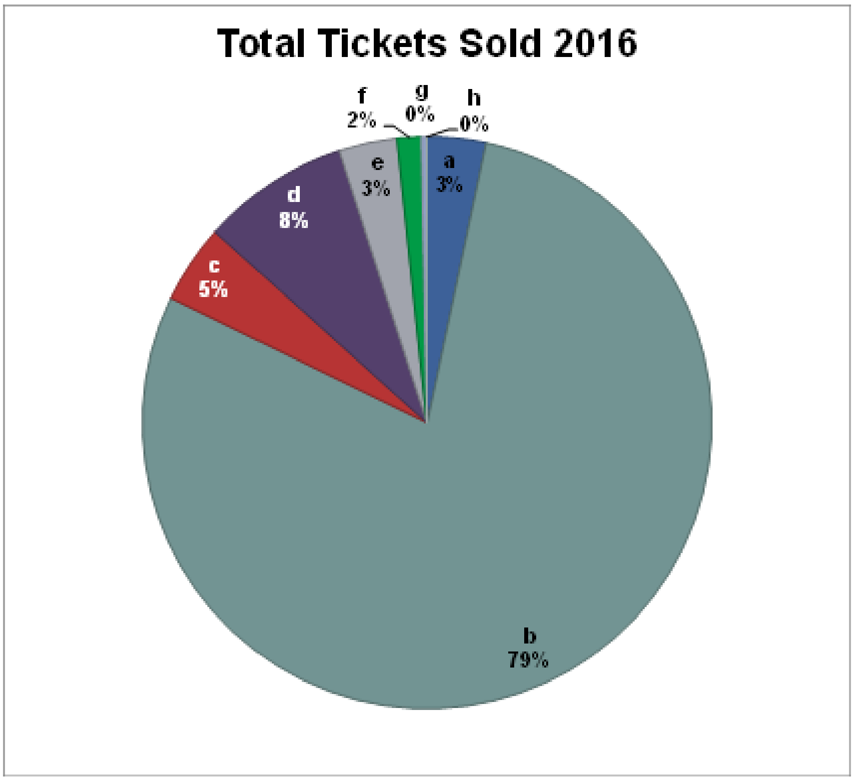


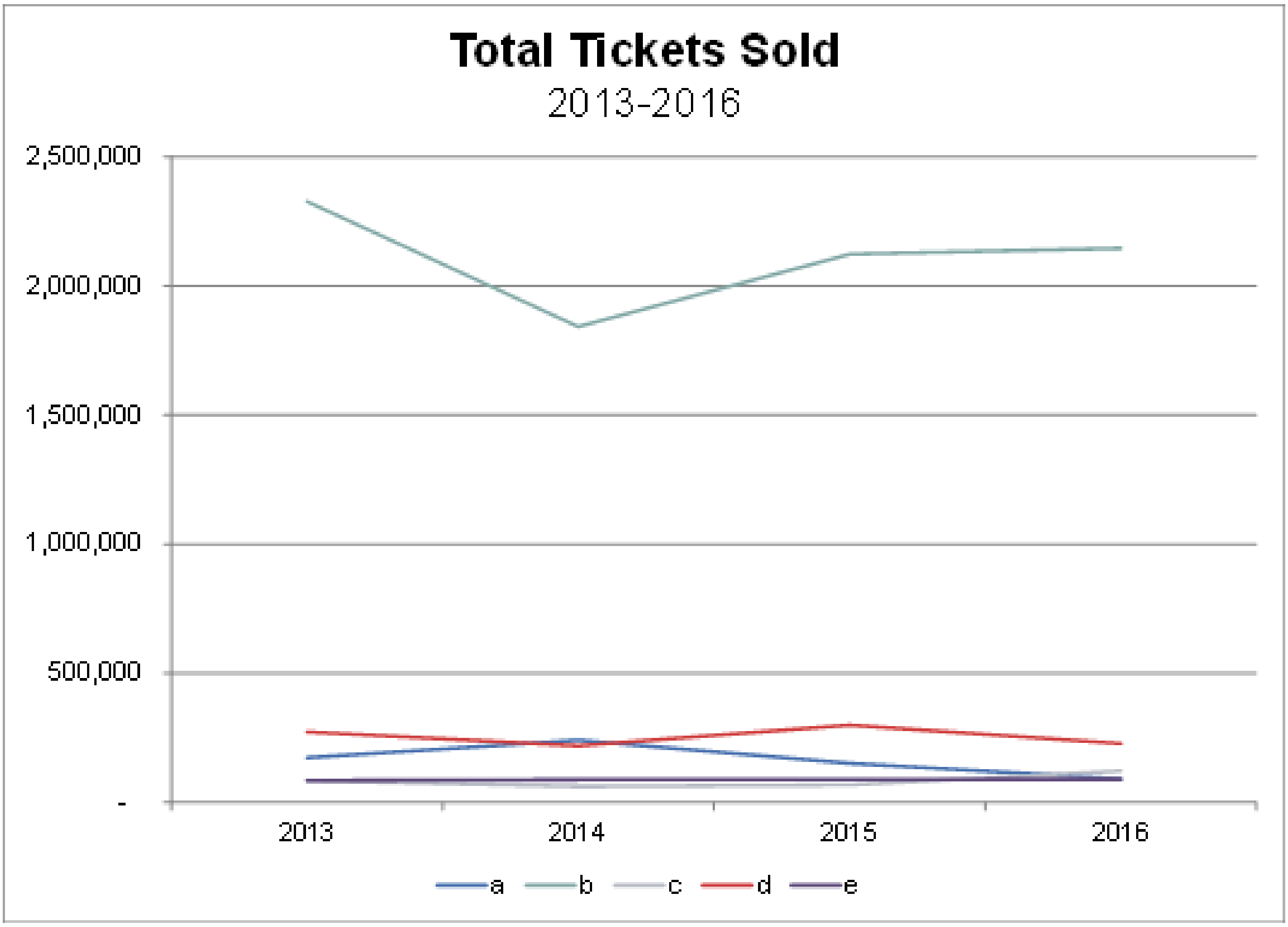
Auditoria of principally presenting theatres with a capacity between 500-1,000 (d) saw the most dramatic change in the number of productions of Musical Adult in the last year, decreasing by almost a third. The opposite was reported by Main Auditoria of larger producing theatres (a) and Concert Halls (c) where there was in increase in productions.



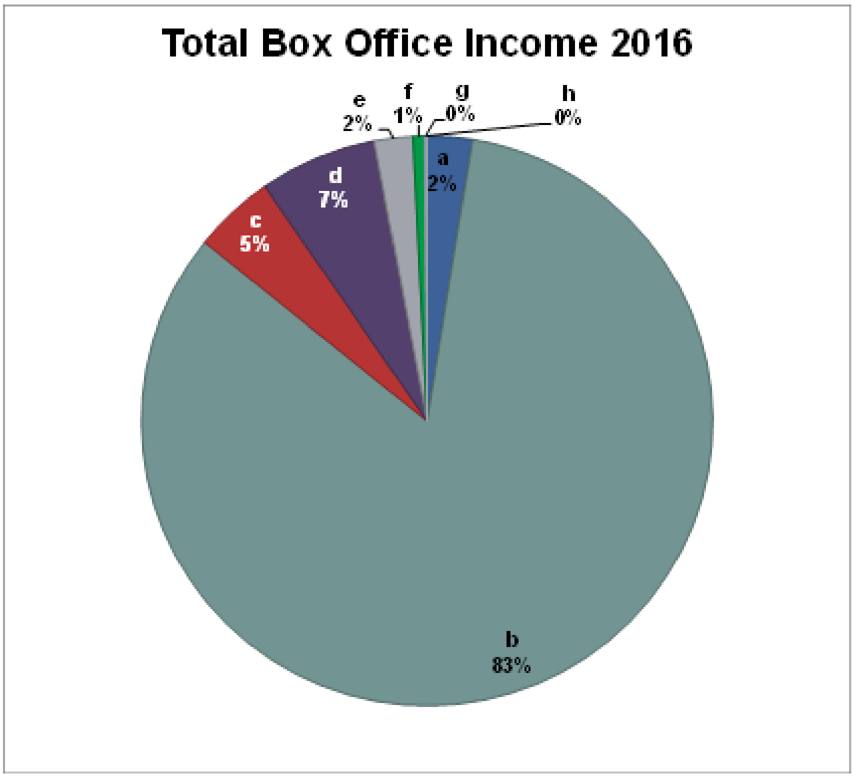


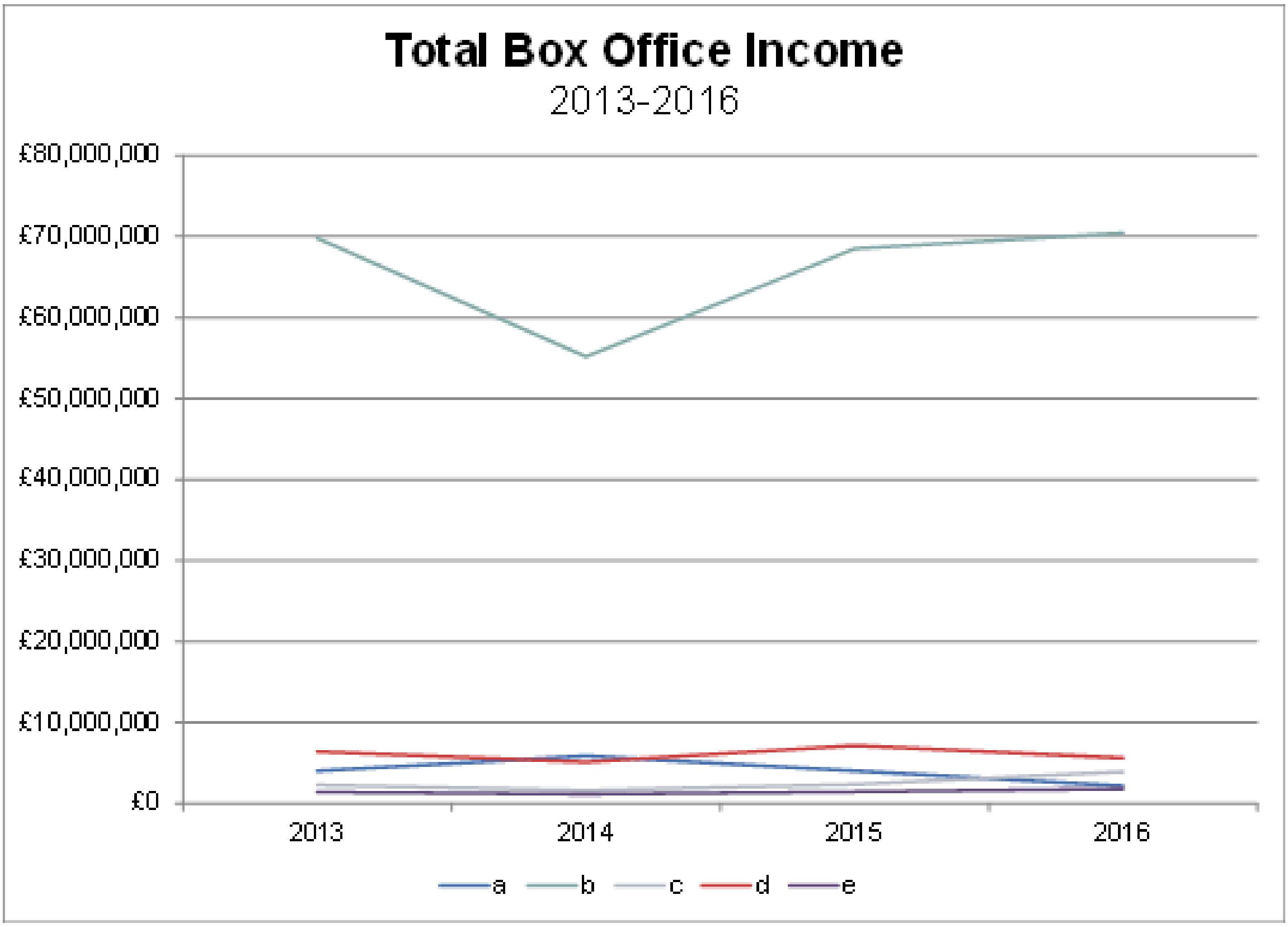
There has been a fall in the number of Musical Adult performances of around 10%, with rise and fall reported year on year. Principally presenting theatres with a capacity of over 1,000 (b) continues to account for most performances of this genre, with 61% in 2016.



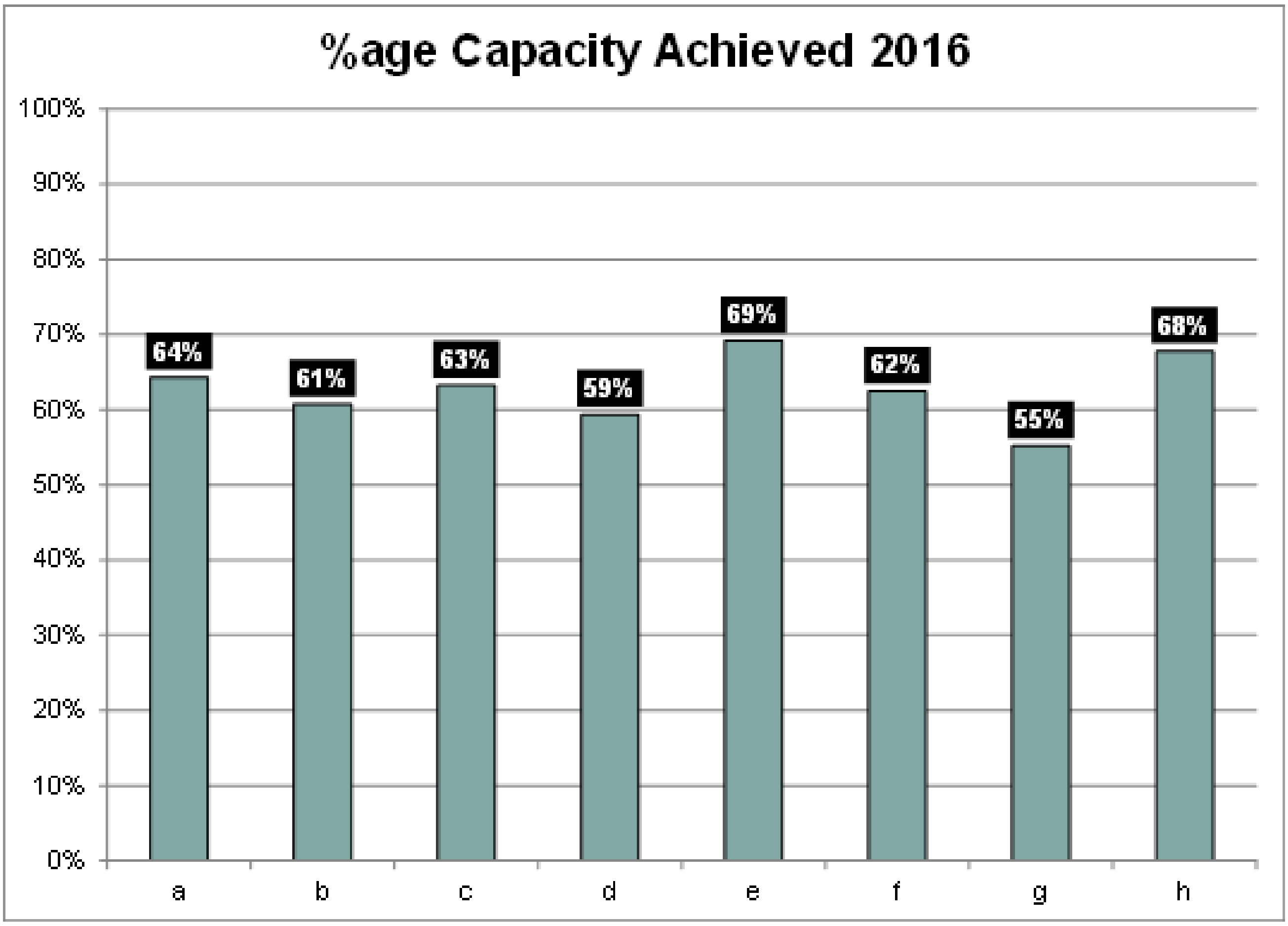


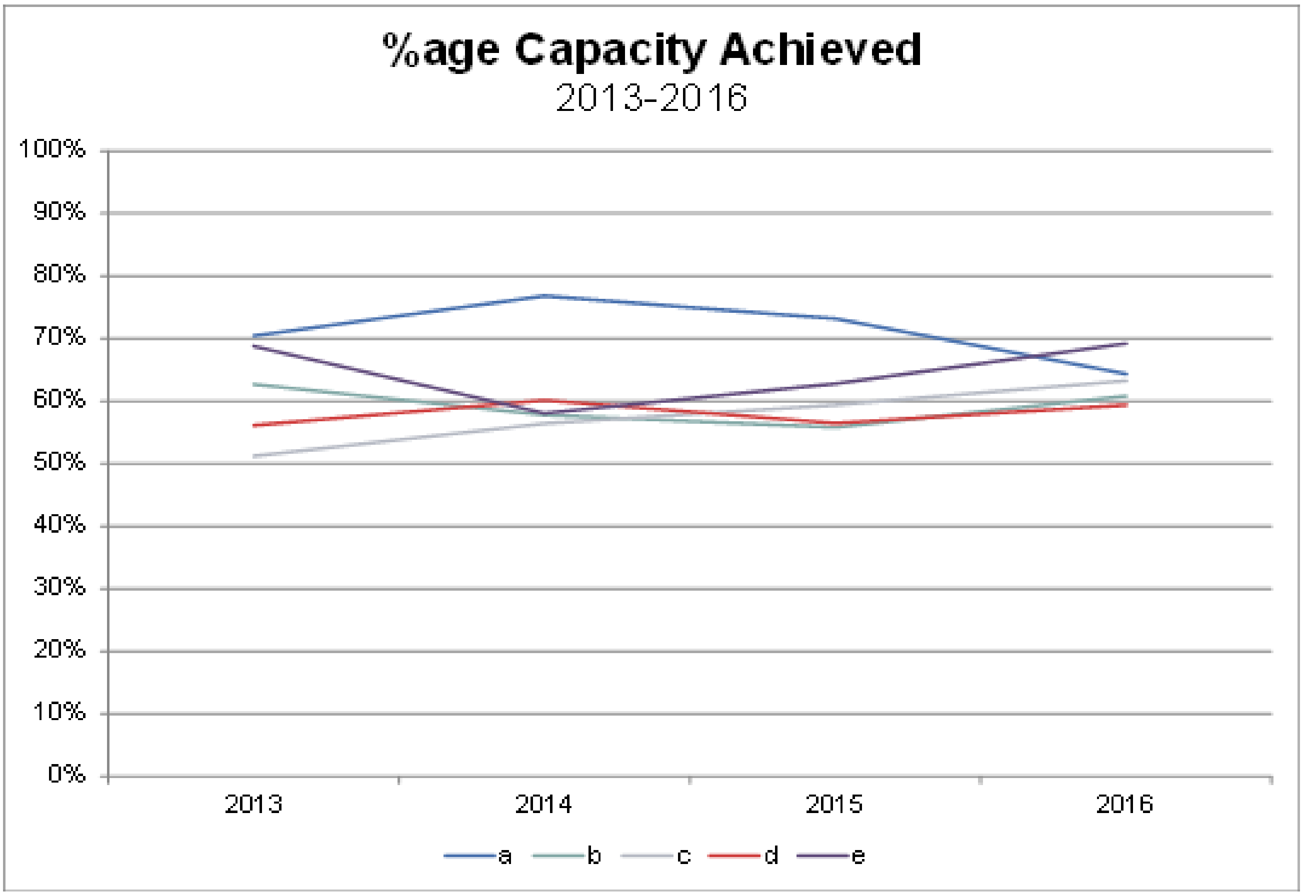
Principally presenting theatres with a capacity of over 1,000 (b) saw growth this year in Total Tickets Sold, following a sharp fall in 2014. They account for 79% of all Tickets Sold and 83% of Total Box Office Income.



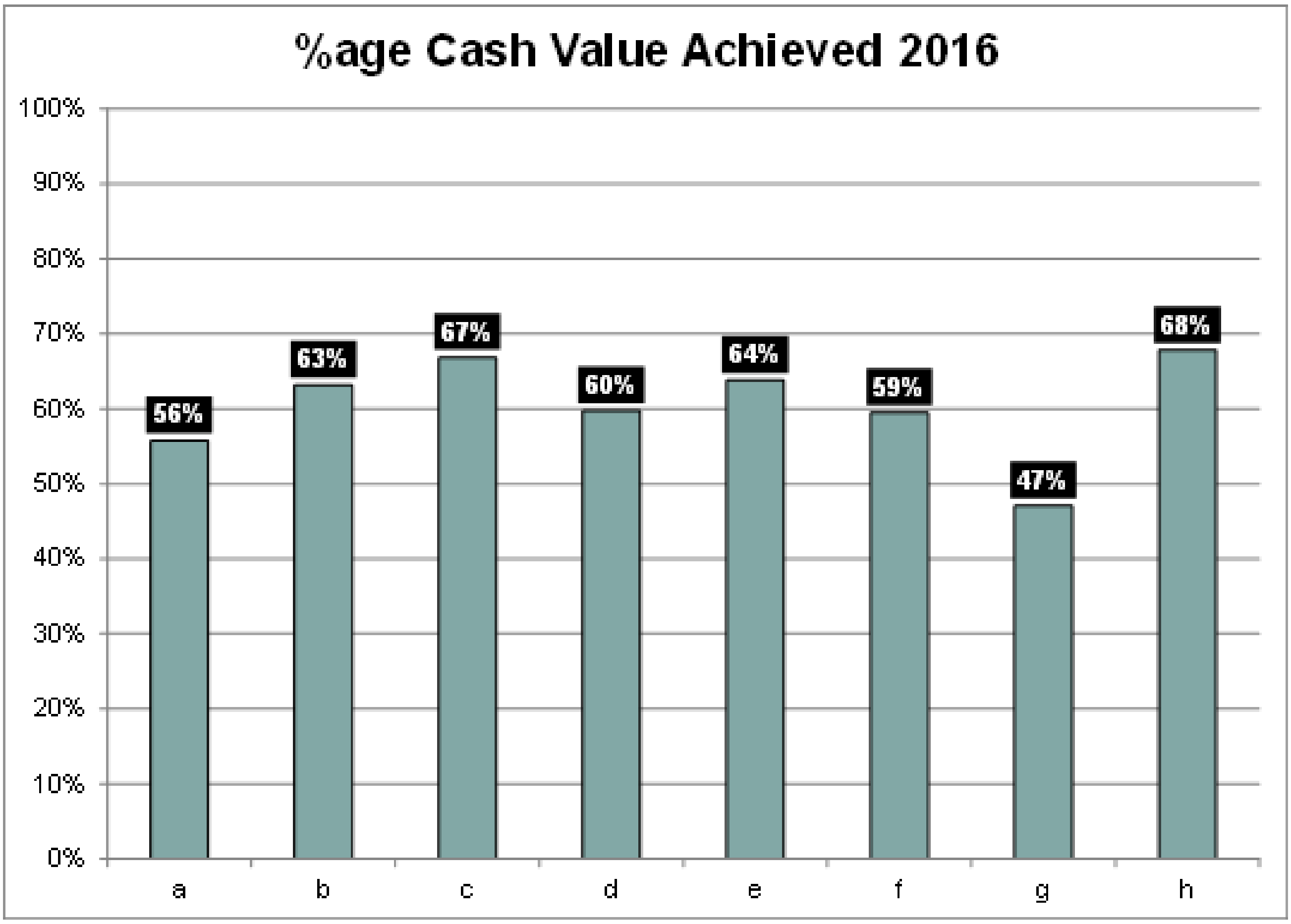


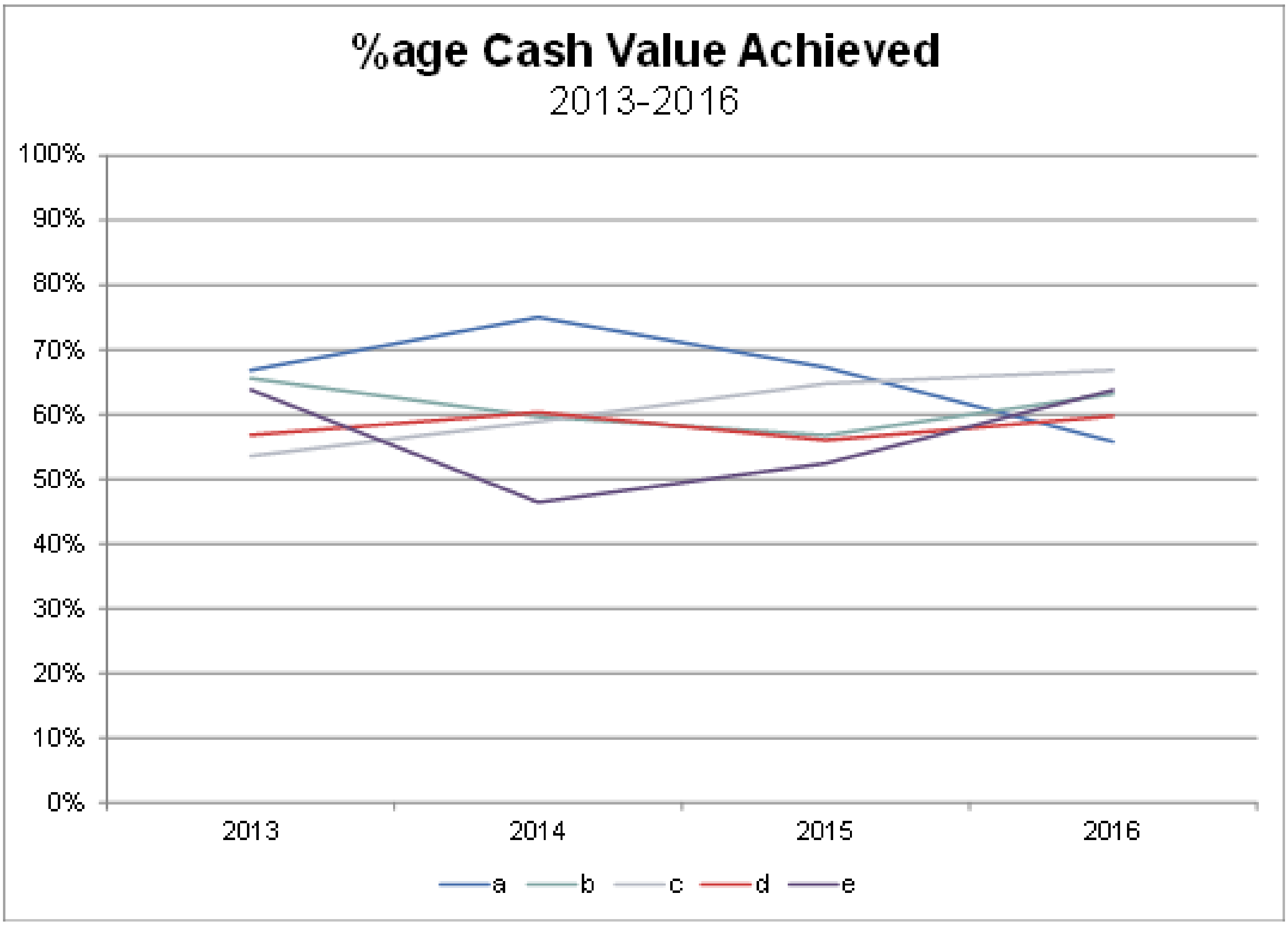
Principally presenting theatres with a capacity of over 1,000 (b) continued their trend of growth, which has increased income to a level higher than was recorded in 2013. They account for 83% of total income for this genre and bring in over £70M. Other venue types have reported little change across the study.



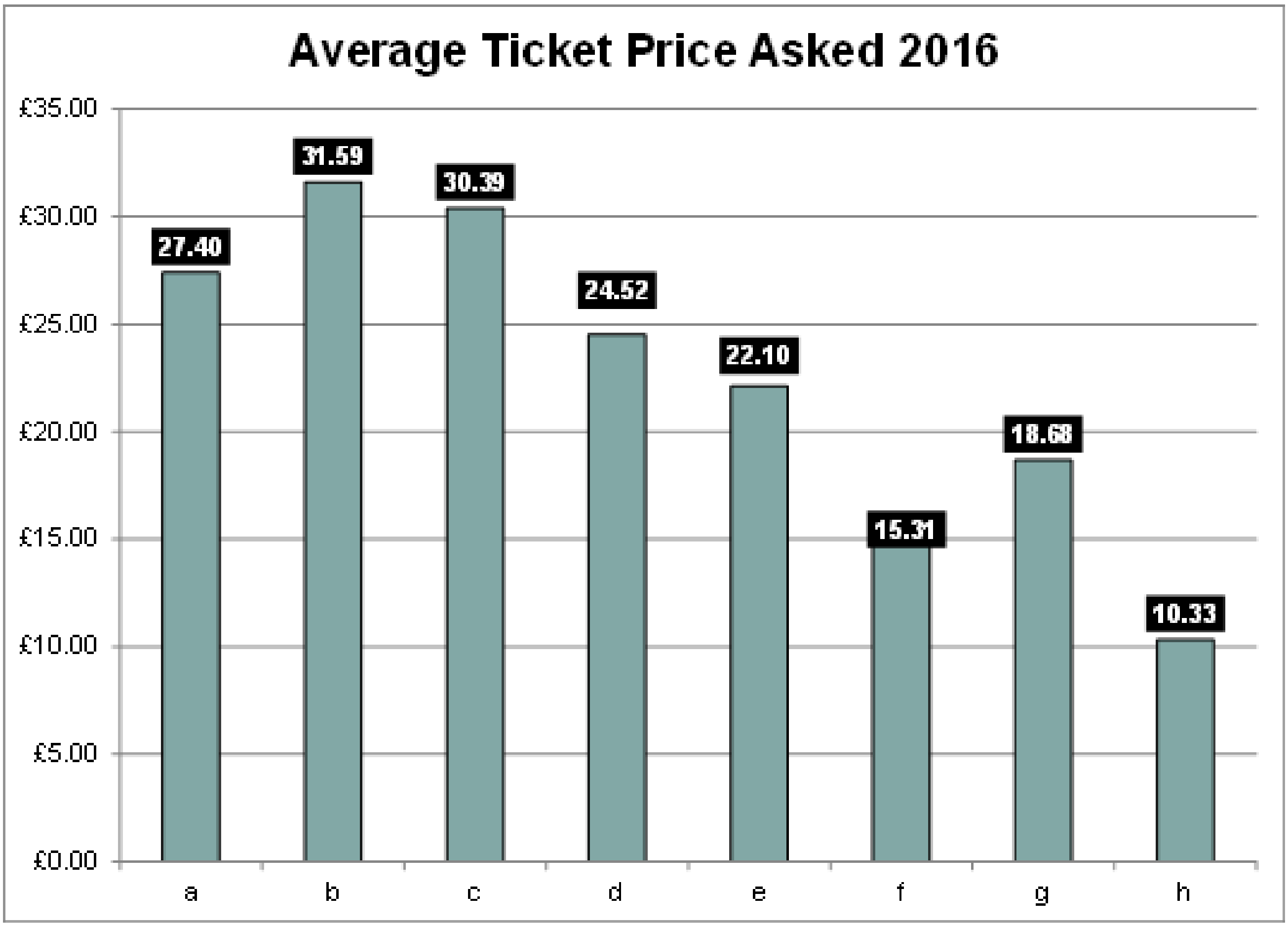


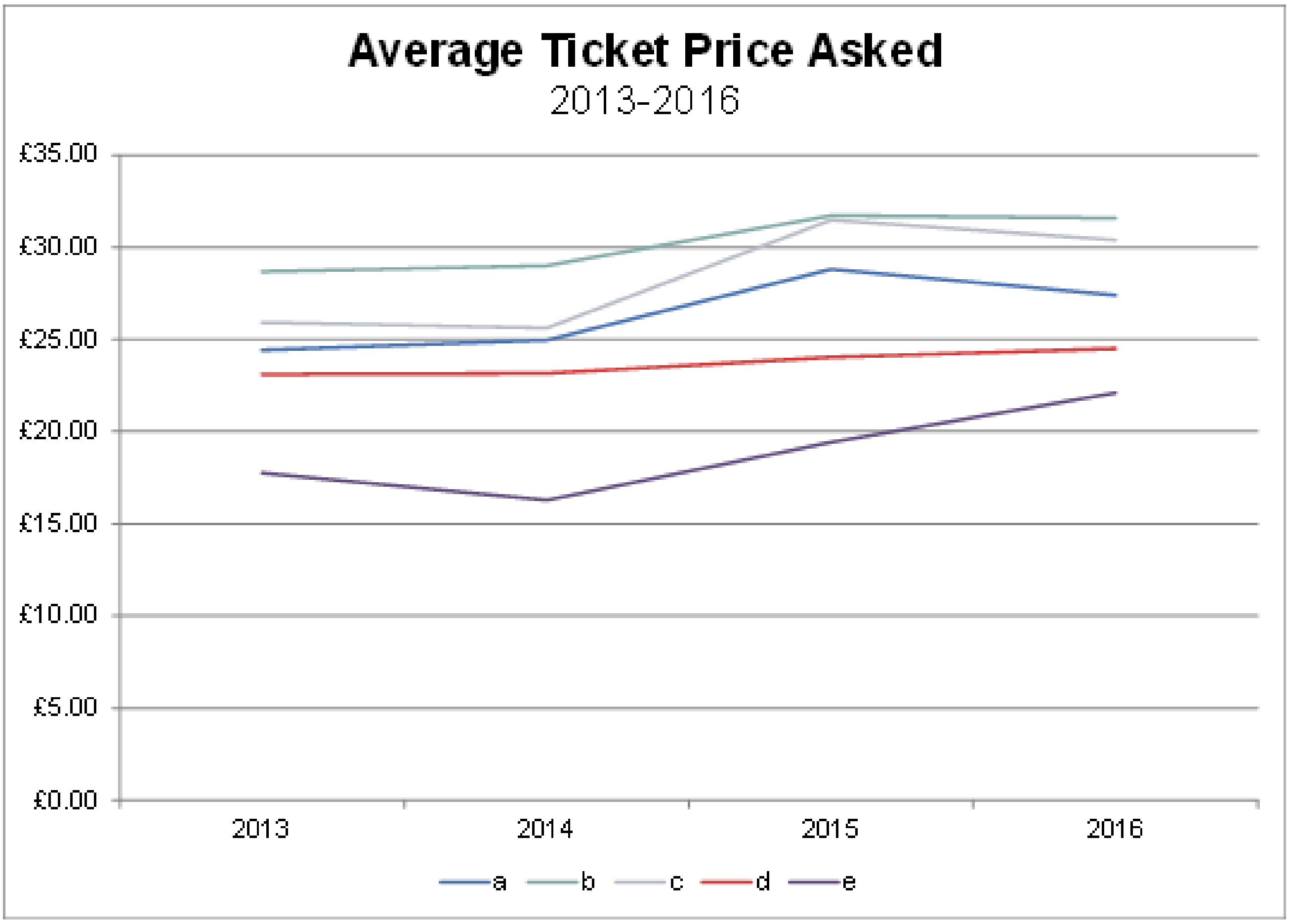
All venues types saw an increased %age Capacity Achieved, apart from Main Auditoria of larger producing theatres (a) who saw a decrease of around 8%.



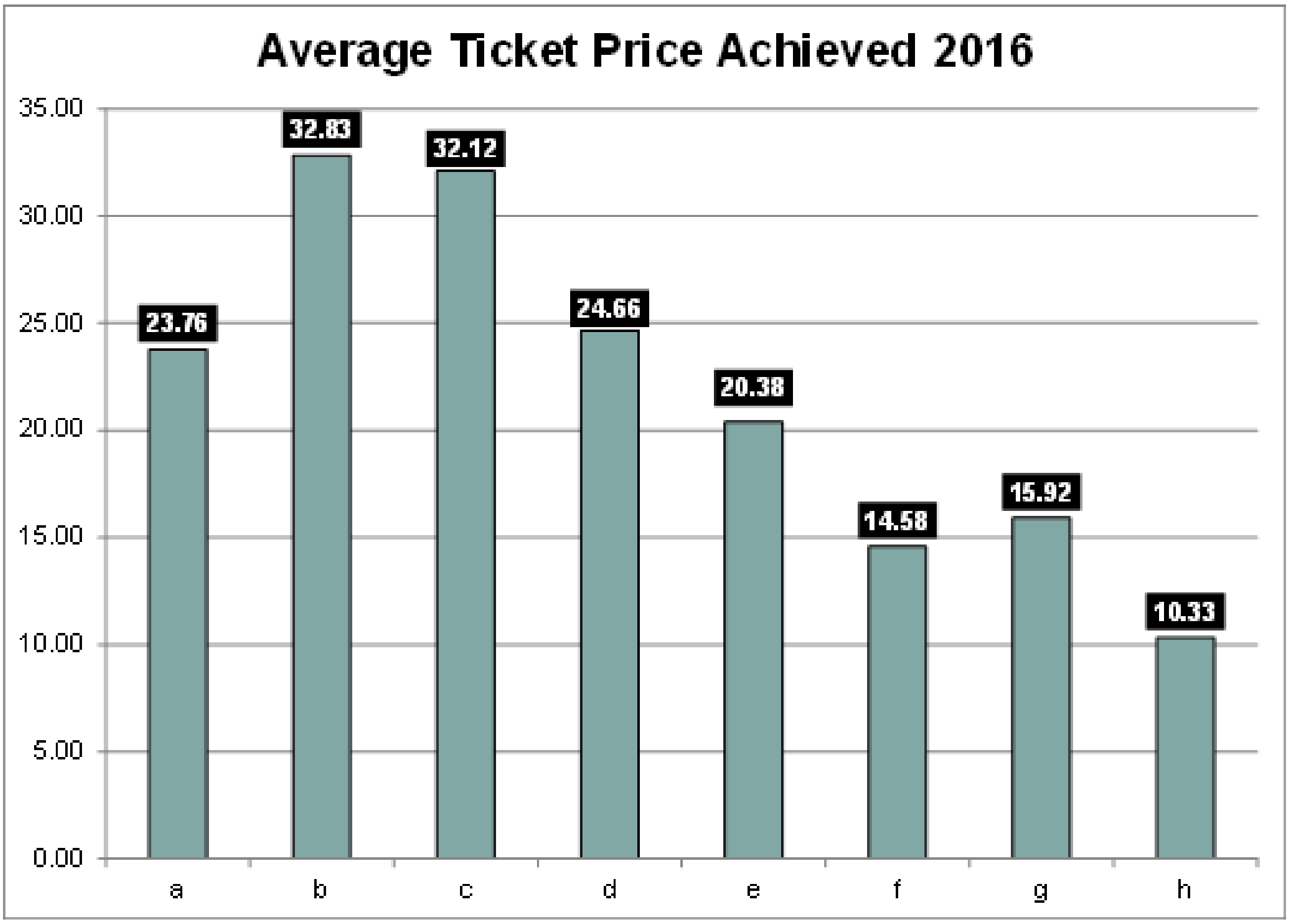


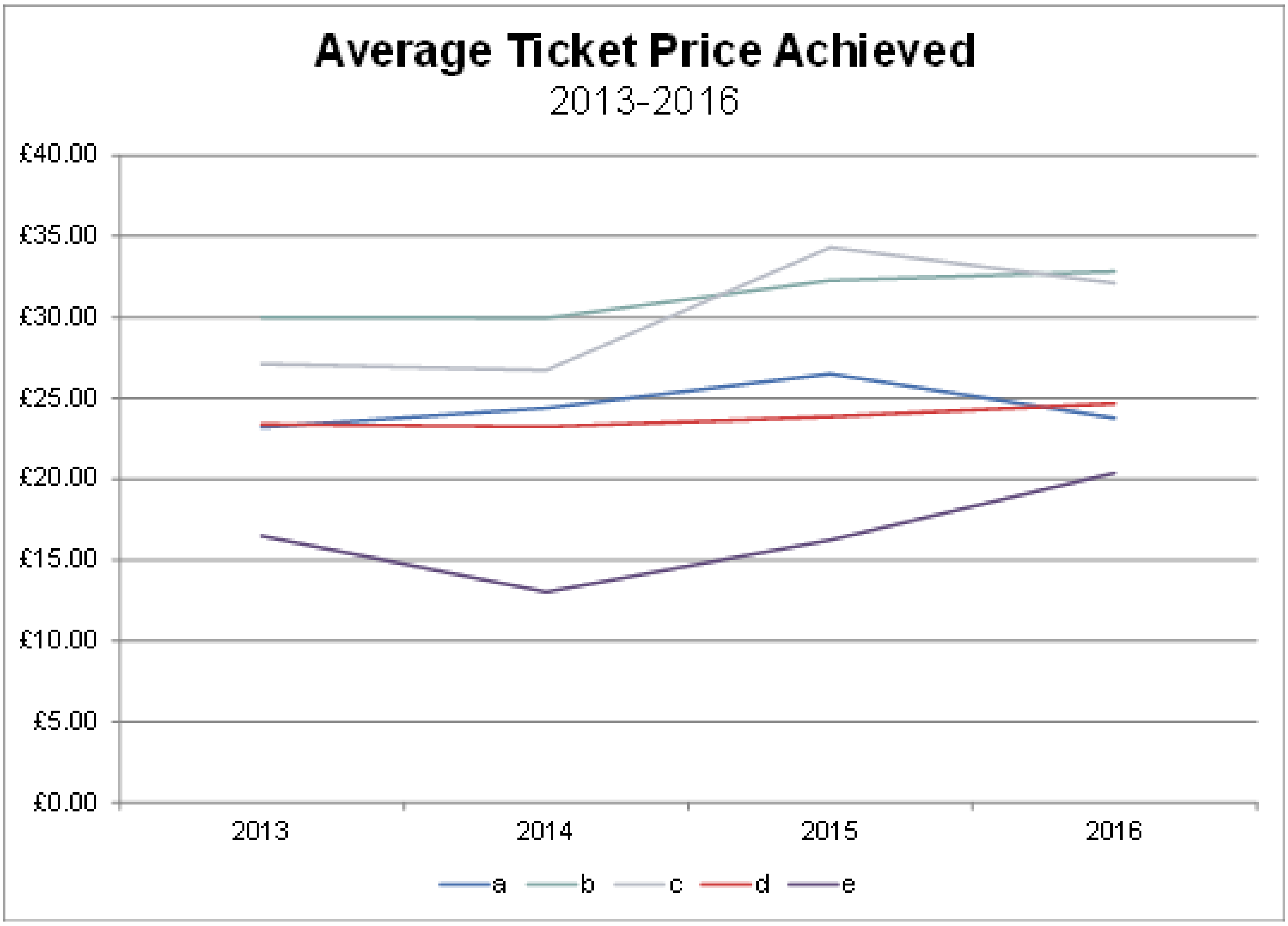
In all other years of the study, Main Auditoria of larger producing theatres (a) accounted for the greatest %age Cash Value Achieved, but in 2016 they recorded a lower than average 56%. Other venue types have typically seen growth in this area.



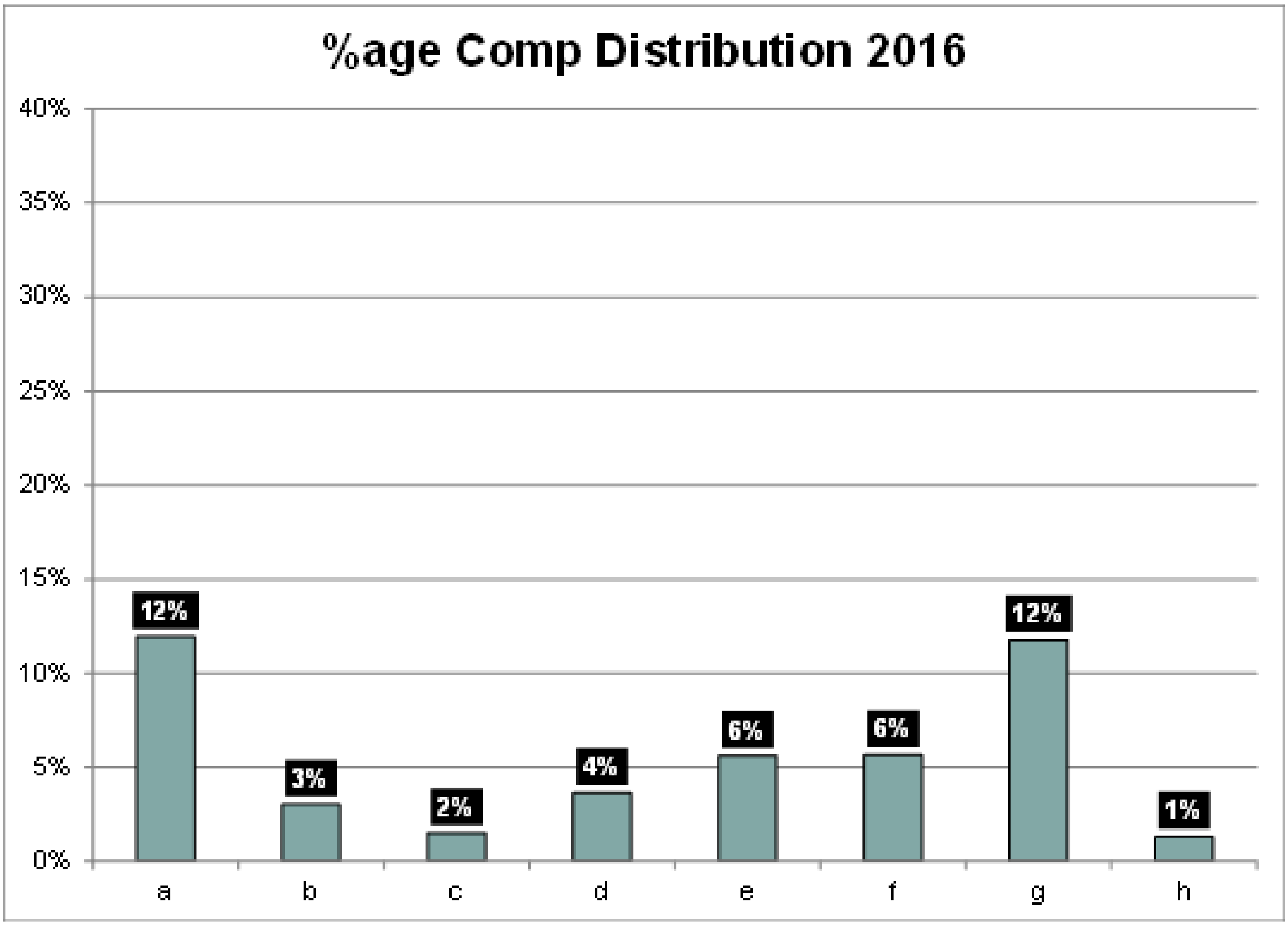


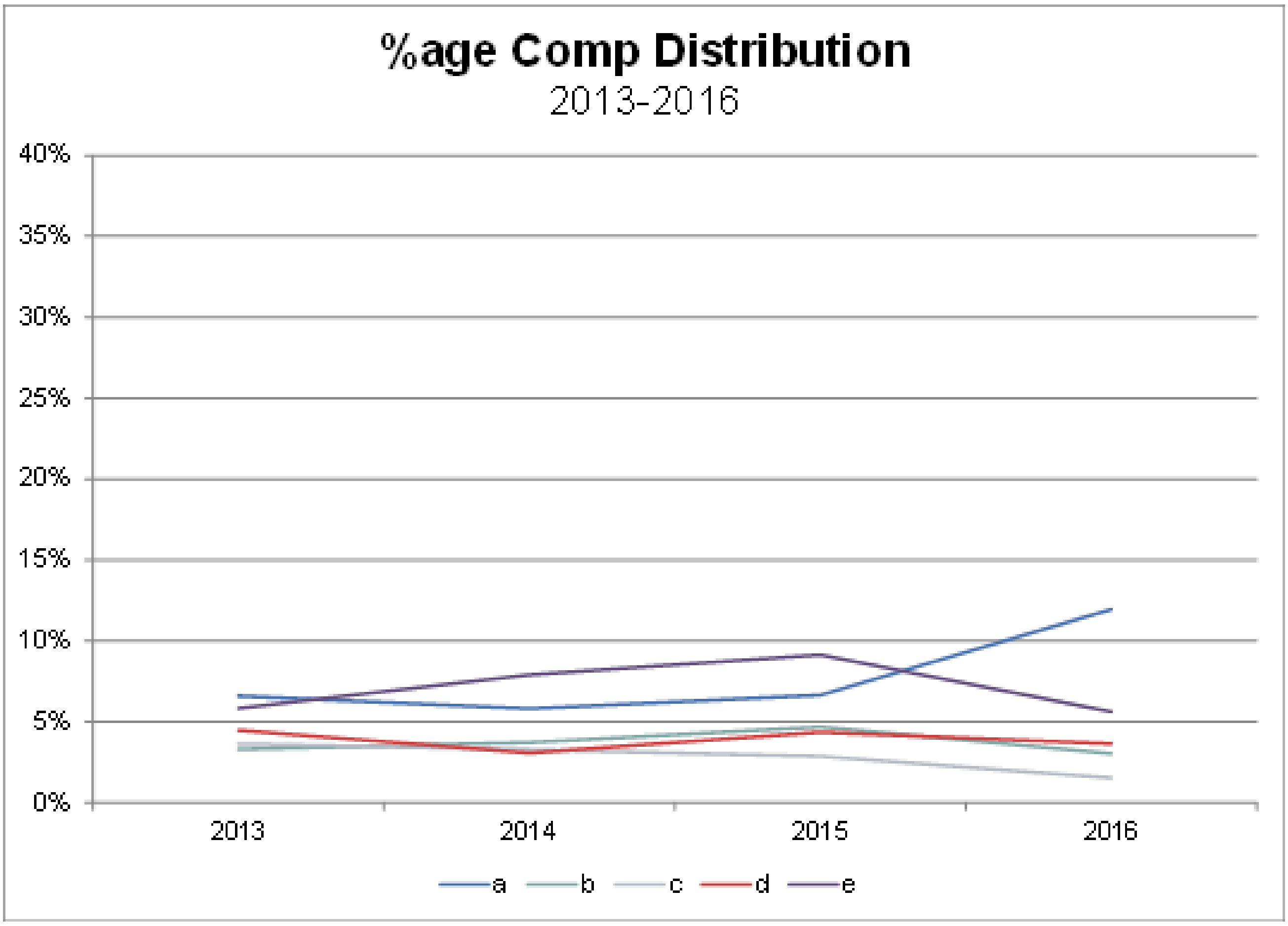
There has been an increase of around 10% for Asked Ticket Price overall, but a broad range of prices, from £10 for Smaller space, programmed infrequently (h) to £31 for Principally presenting theatres with a capacity of over 1,000 (b).





There was little change in Average Ticket Price achieved this year, except for Main Auditoria of principally producing theatres with capacity over 160 (e), who saw an increase of around 20%, lifting their average ticket price to over £20.





Comp Distribution increased sharply for Main Auditoria of larger producing theatres (a) who had 12% of seats filled by non-paying customers. Main Auditoria of principally producing theatres with capacity over 160 (e) decreased their comps from 9% in 2015 to 6% in 2016 and other principal venue types maintained below 5% Comp Distribution.