

A: Main Auditoria of Larger Producing Theatres

Belgrade Theatre	Main House Belgrade
Birmingham Repertory Theatre	Main House Birmingham Rep
Bristol Old Vic	Bristol Old Vic
Chichester Festival Theatre	Festival Theatre Chichester
Clwyd Theatr Cymru	Anthony Hopkins Theatre
Leicester Theatre Trust	Auditorium Leicester
Liverpool & Merseyside Theatres Trust Ltd	Everyman
Liverpool & Merseyside Theatres Trust Ltd	Playhouse
Lyric Hammersmith	Main House Lyric Hammersmith
Nottingham Playhouse	Nottingham Playhouse
Octagon Theatre	Octagon Theatre - Chip Shop
Oldham Coliseum	Main Auditorium Coliseum
Rose Theatre, Kingston	Main Auditorium Kingston
Royal Exchange Theatre	Main Theatre Royal Exchange
Royal Lyceum Theatre Company	Royal Lyceum Theatre Company
Royal Shakespeare Company	Royal Shakespeare Theatre stage
Sheffield Theatres Trust Ltd	Crucible
West Yorkshire Playhouse	Quarry Theatre

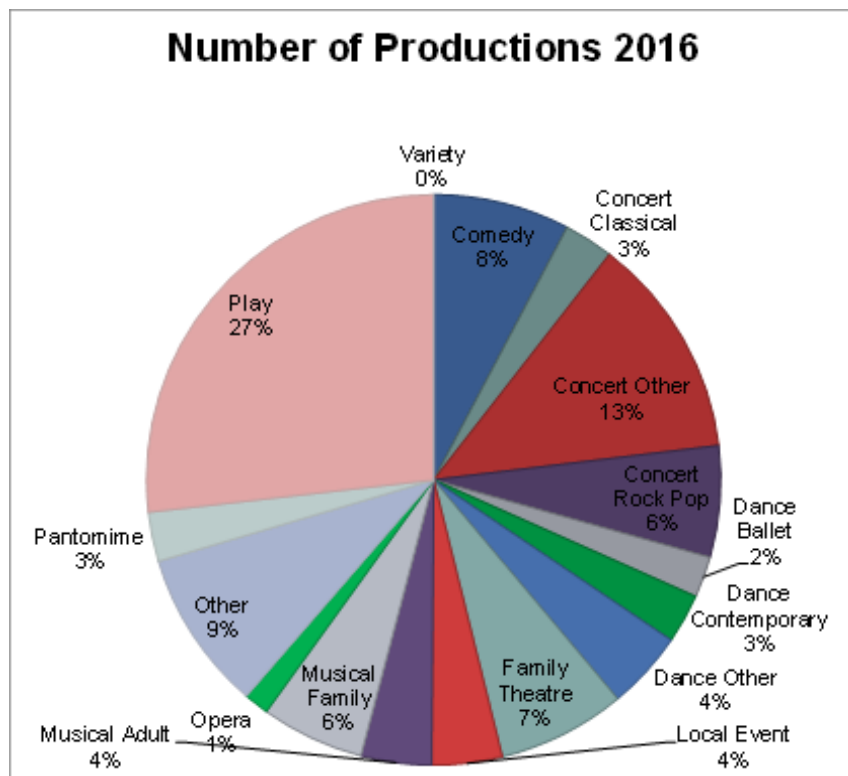
Note: not all venues listed above have provided data for the entire study period.

Headlines

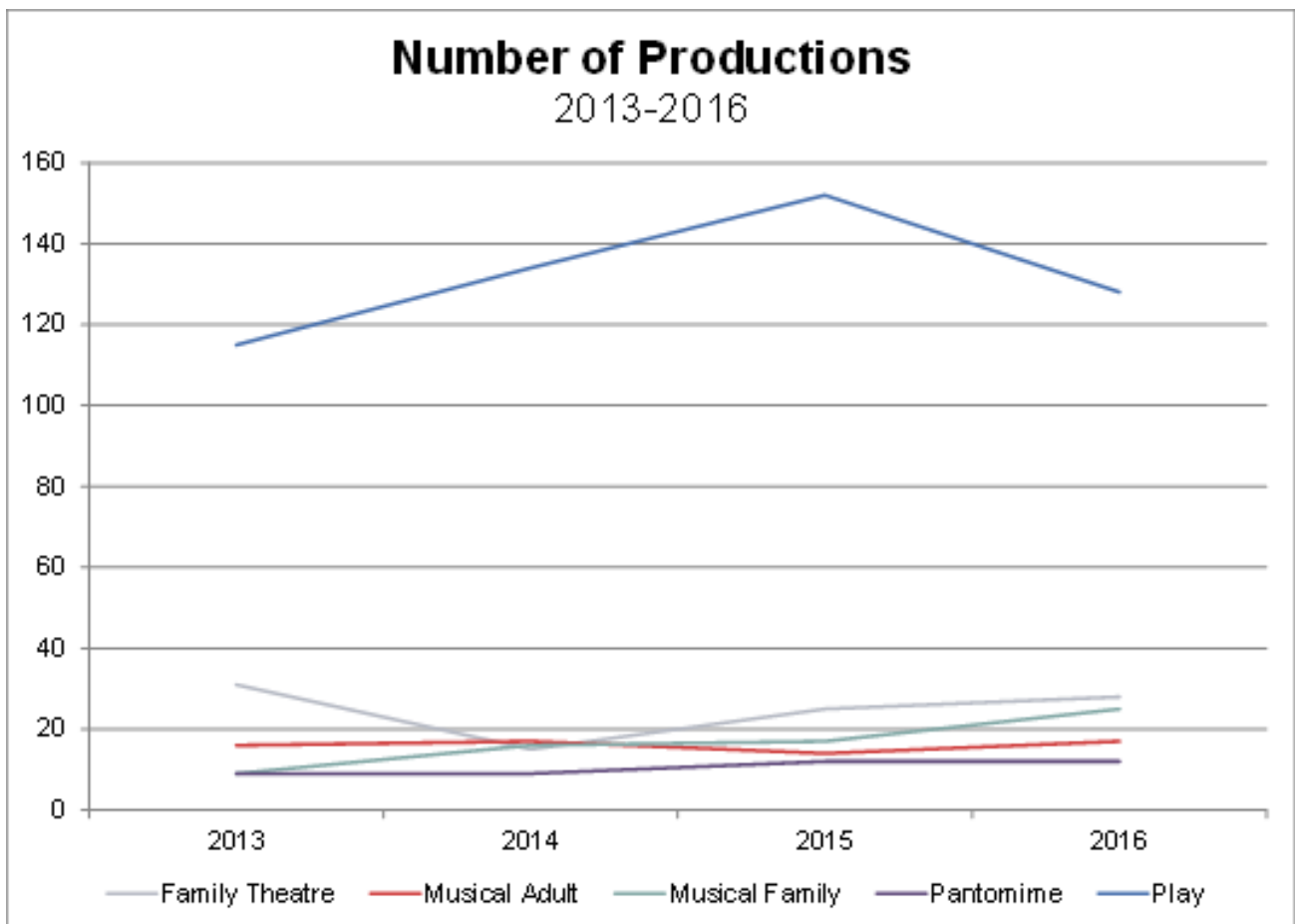
- Substantial growth was recorded for these auditoria in performances, ticket sales and income.
- Average price paid for a ticket rose by 13%.
- Plays were the principal genre driving the improved results for these auditoria.

	Number of productions	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	388	3,586	1,586,413	£31,313,794	63%	57%	£21.90	£19.74
2014	429	3,923	1,813,886	£36,957,014	66%	60%	£22.11	£20.37
2015	384	3,860	1,916,536	£42,524,435	67%	61%	£24.17	£22.19
2016	429	4,374	2,024,760	£44,982,781	65%	59%	£24.67	£22.22
Change 2013-16	+41	+788	+438,347	£13,668,987	+1.93%	+1.68%	+£2.77	+£2.48
Change 2015-16	+45	+514	+108,224	+£2,458,346	-1.87%	-2.88%	+£0.51	+£0.03

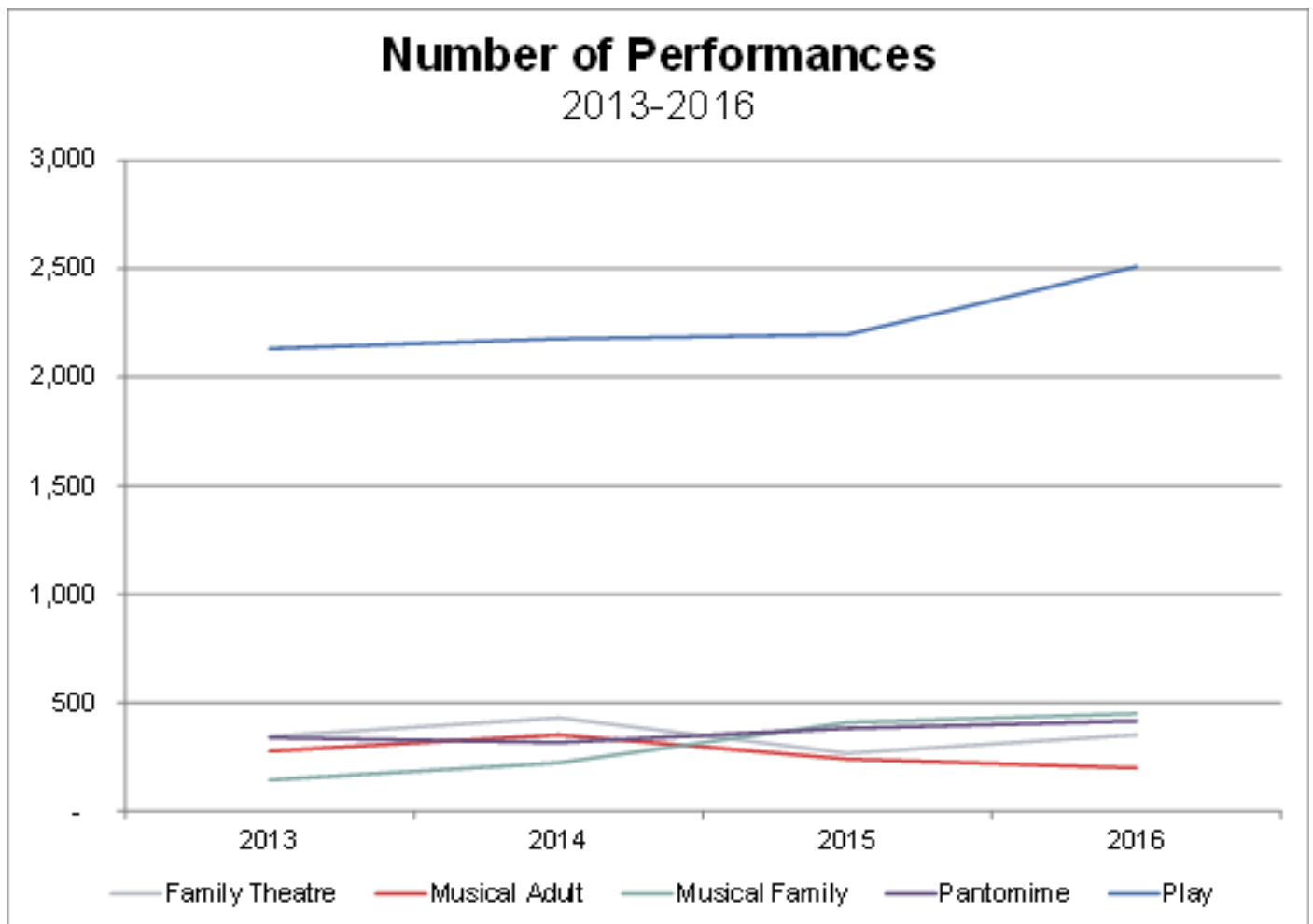
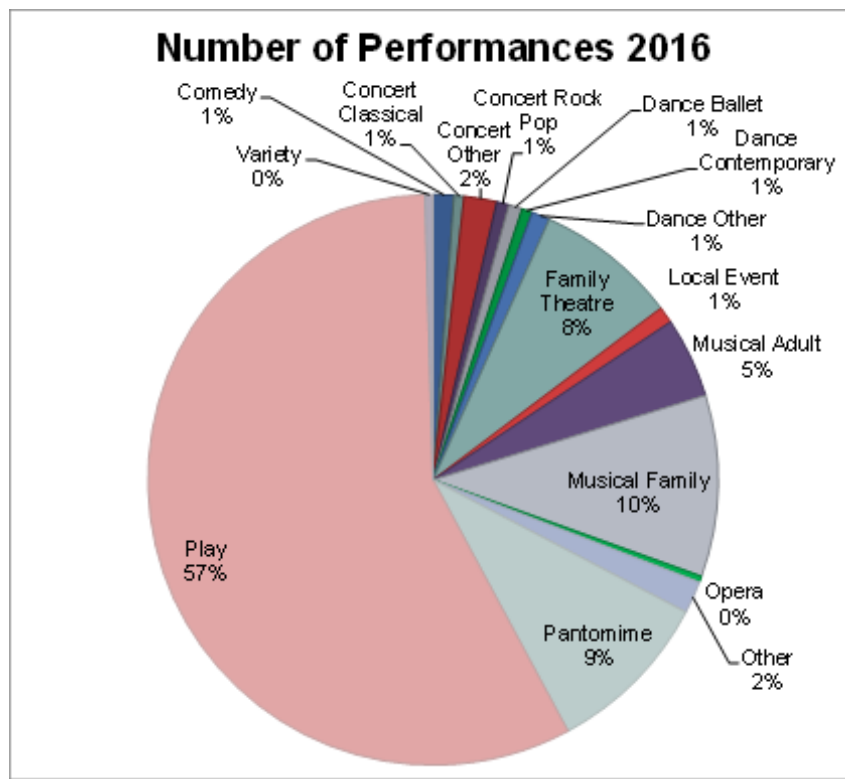
From 2013 to 2016, a 44% increase was recorded for Total Box Office Income, and the number of performances increased by 13% in 2016. The five most financially important genres for this type of venue in 2016 were Family Theatre, Musical Family, Musical Adult, Pantomime, and Plays. Together, they accounted for 85% of all box office revenue.



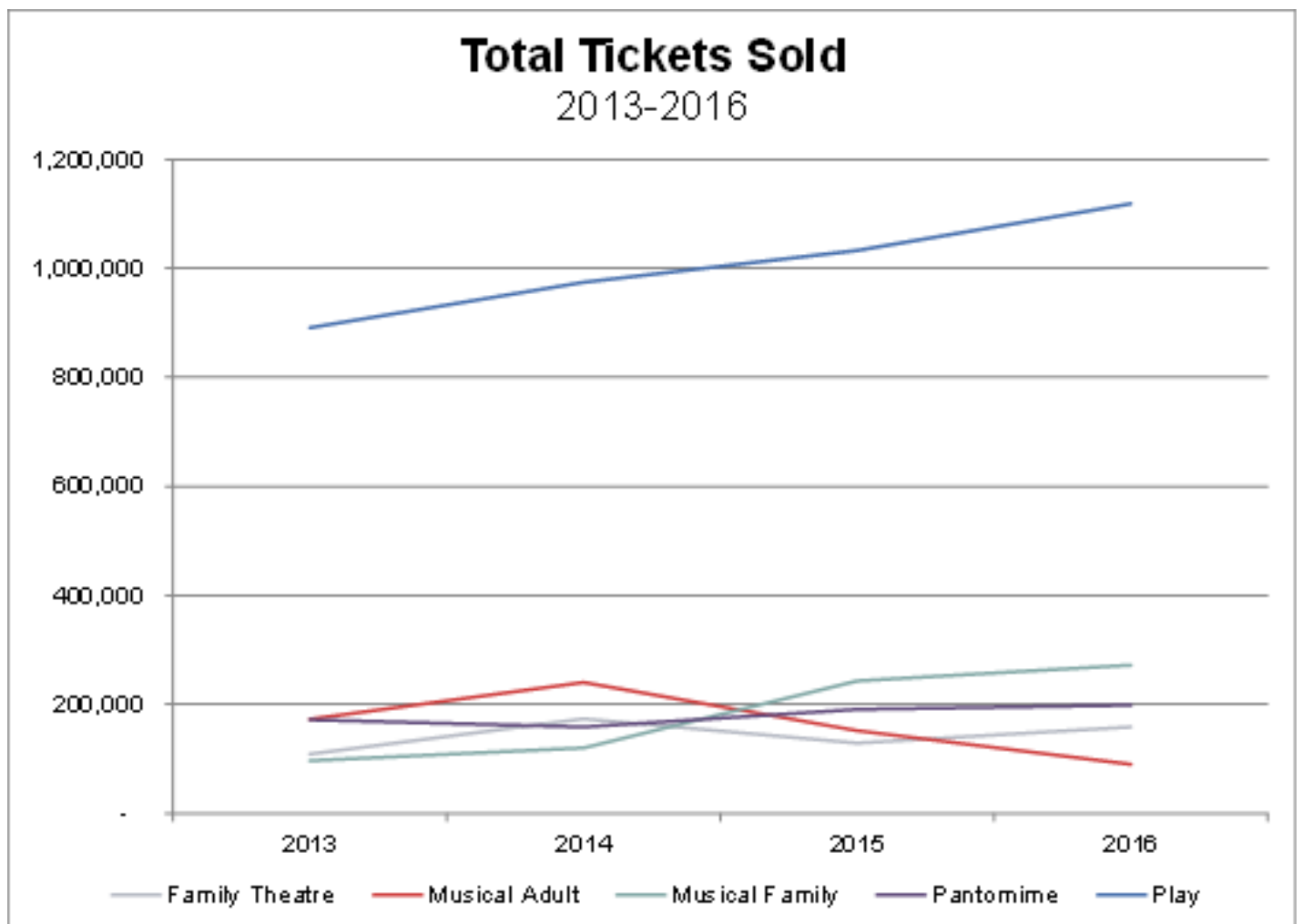
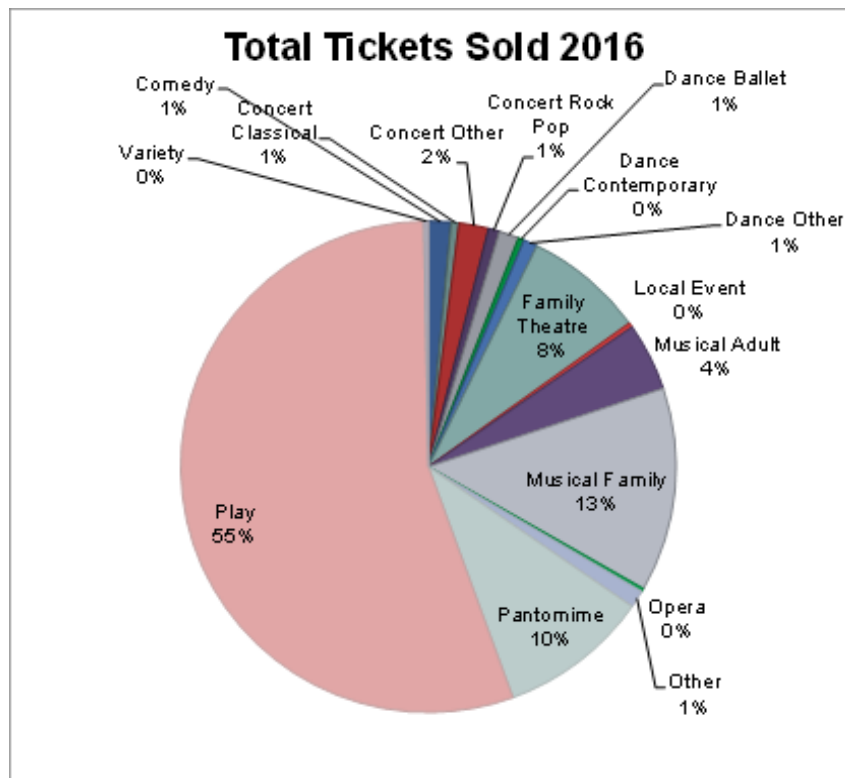
Plays accounted for almost a third of all productions, and only Concert Other accounted for more than 10% of productions.



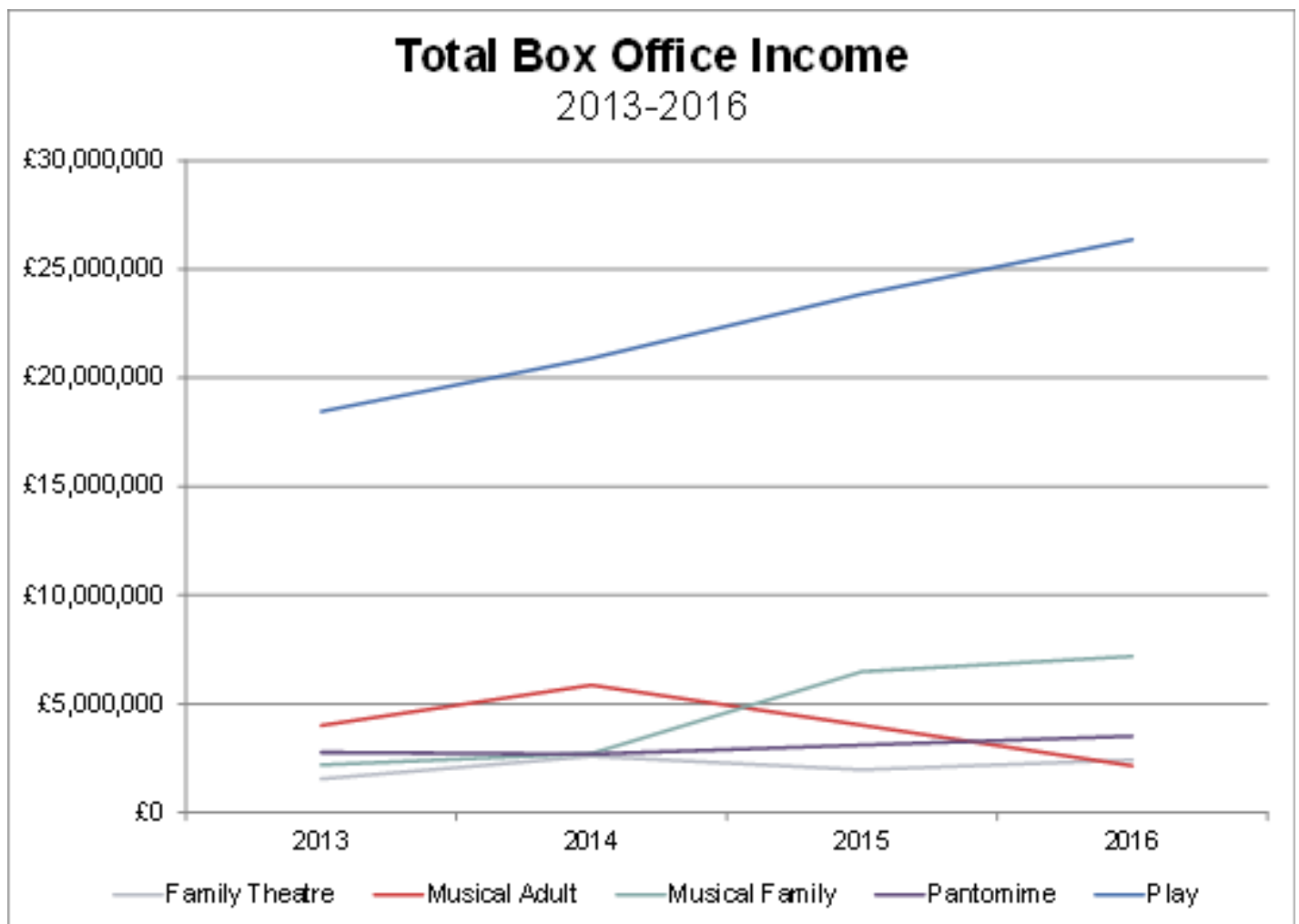
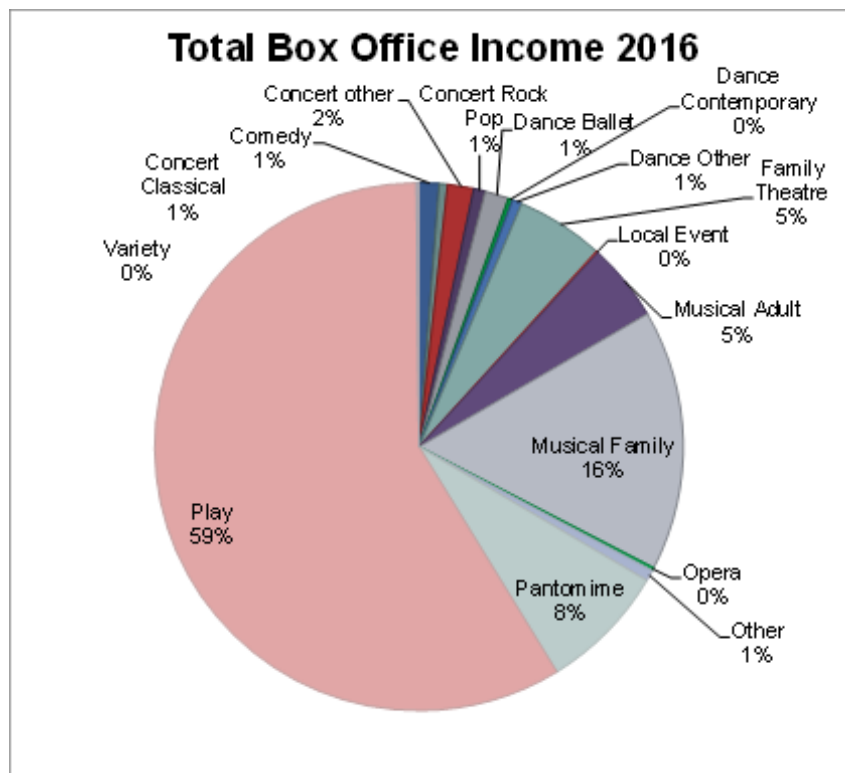
After rising for two years, the number of productions of plays dipped in 2016, while Family Theatre, Musical Family and Musical Adult productions showed little change.



Plays accounted for more than half of performances in 2016. Despite the dip in number of productions, the number of performances of Plays grew by over 10% in 2016.

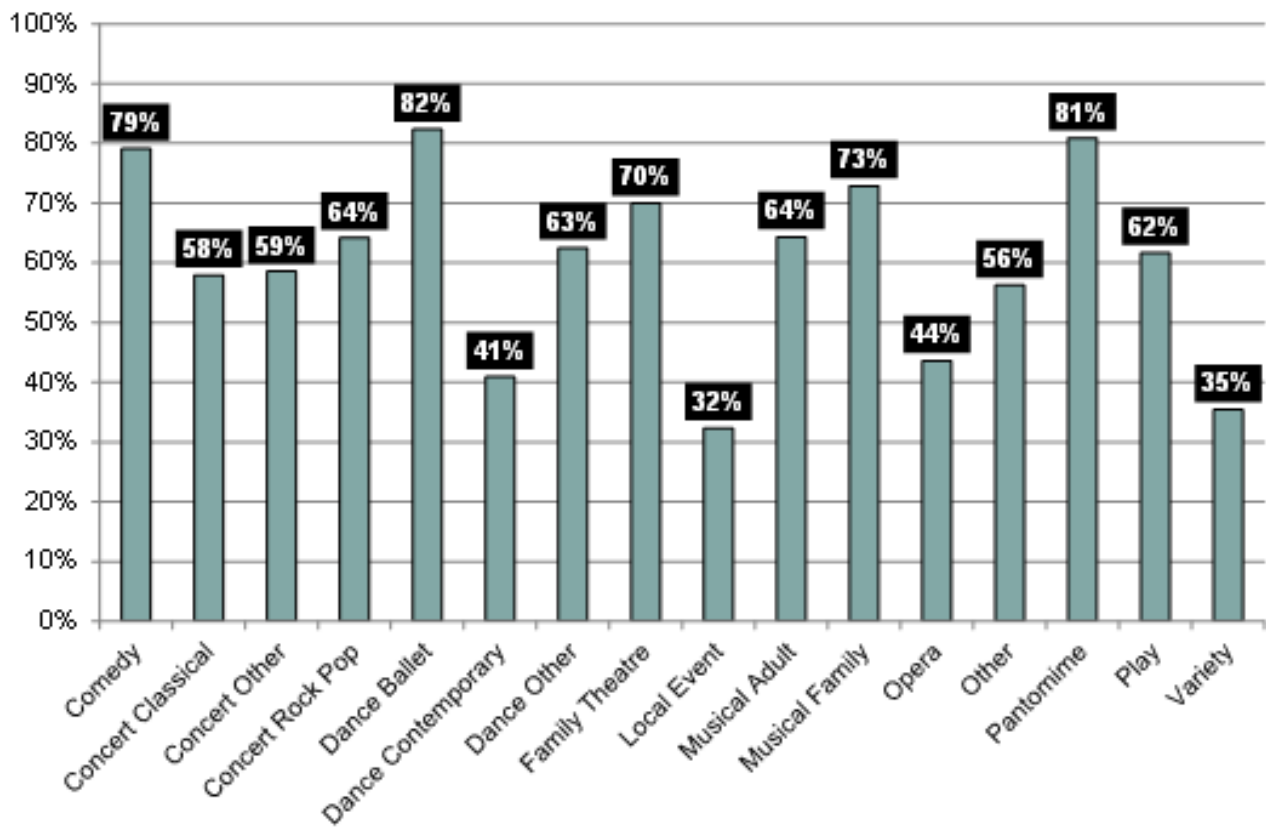


Plays accounted for over half of Total Tickets Sold in 2016. All genres other than Musical Adult have seen growth in the numbers of tickets sold from 2013 to 2016.

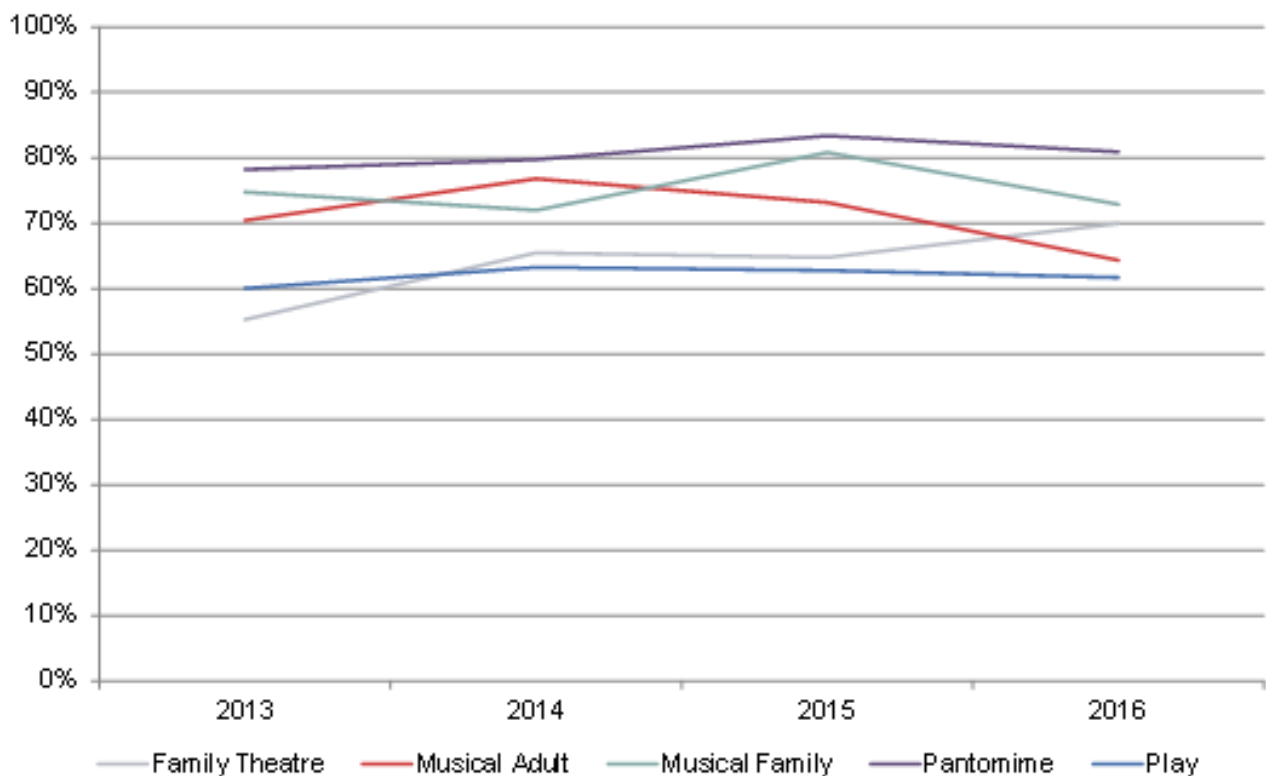


Plays accounted for almost 60% of Box Office Income for 2016, and have experienced continuous growth from 2013 to 2016. The decline in income for Musical Adult has been mirrored by an increase in revenue from Musical Family.

%age Capacity Achieved 2016

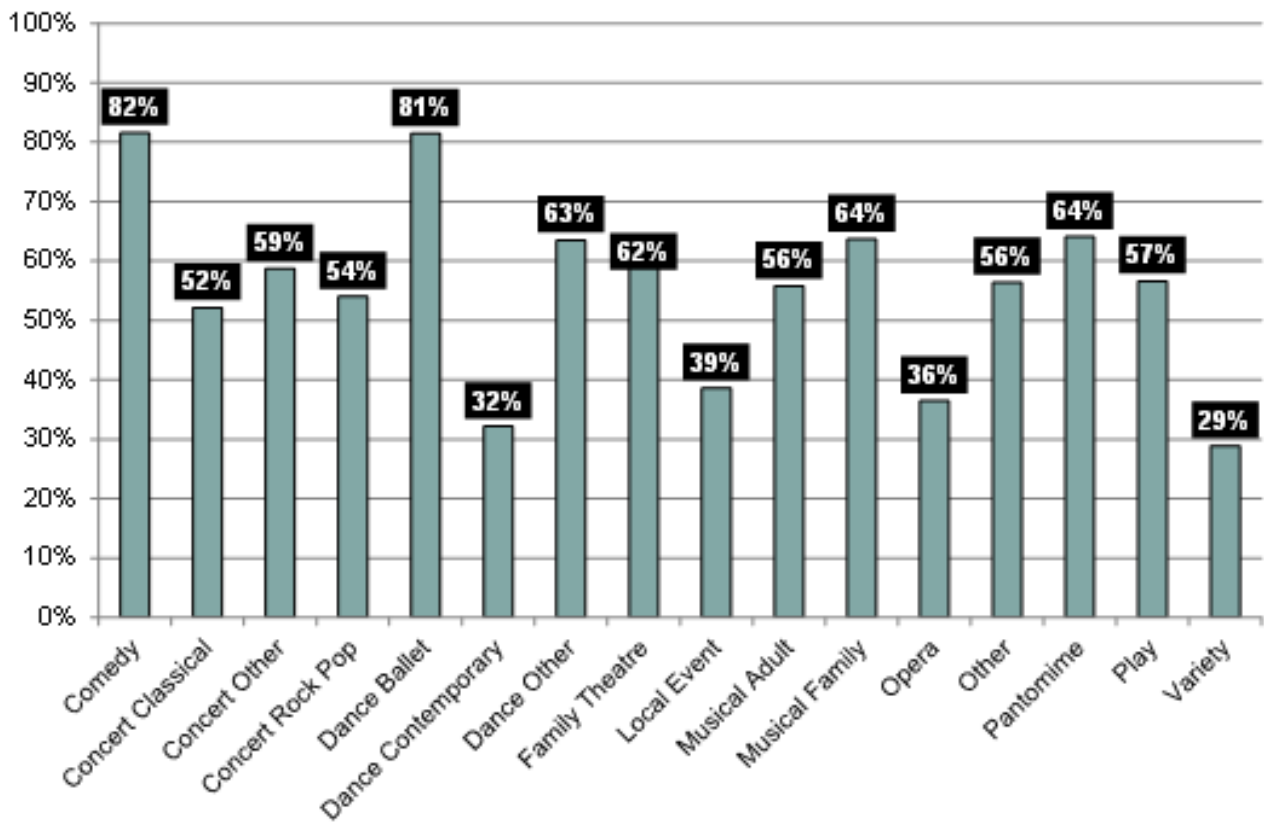


%age Capacity Achieved 2013-2016

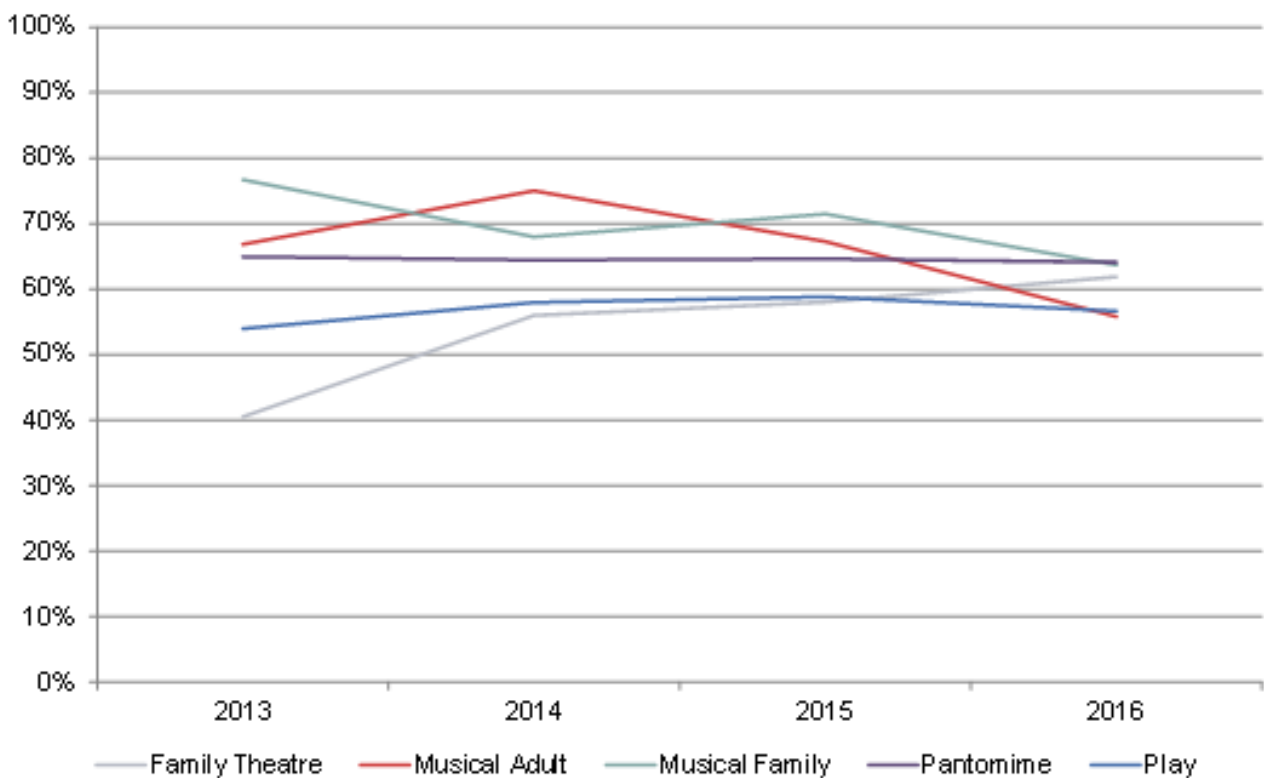


Dance Ballet, Comedy, and Pantomime achieved the highest percentage capacity in 2016 while Local Event and Variety played to houses that were on average two-thirds empty. Despite the high capacity achieved rate, Pantomime still experienced a slight decrease in 2016 from the previous year. Family Theatre has seen average audience size increase from 55% to 70% of capacity from 2013 to 2016.

%age Cash Value Achieved 2016

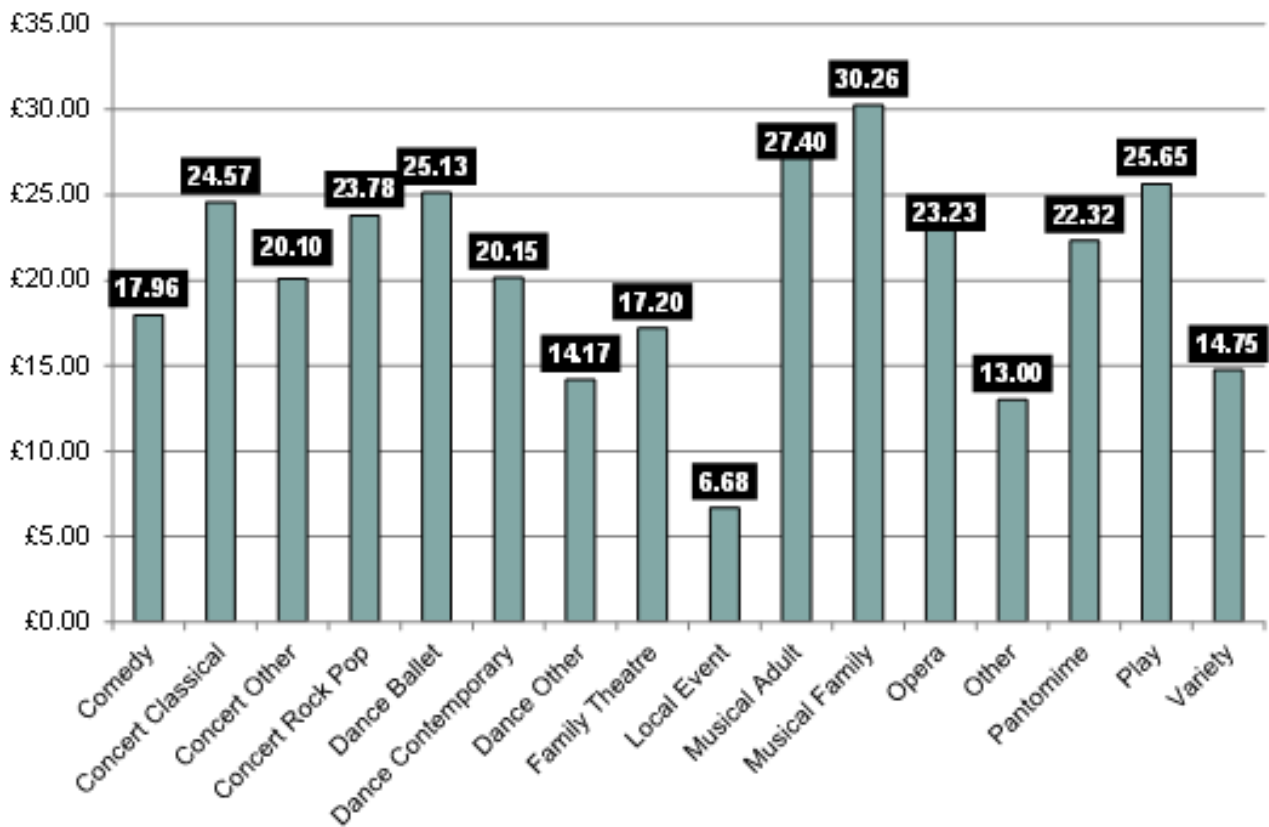


%age Cash Value Achieved 2013-2016

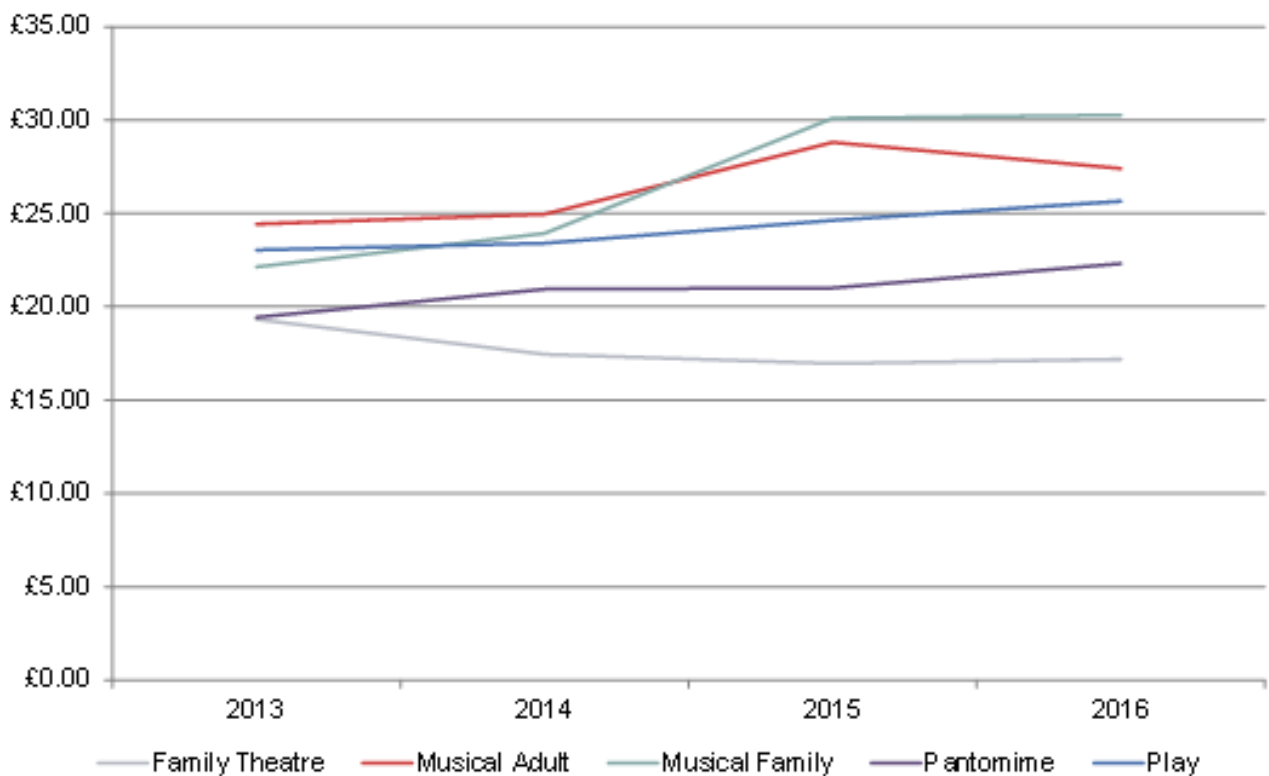


Comedy had the highest percentage of cash value achieved in 2016 and Variety had the lowest. Despite the increase in percentage capacity achieved, Musical Family experienced a decreasing rate in cash value from 2013 to 2016, while Family Theatre had a continuous increase.

Average Ticket Price Asked 2016

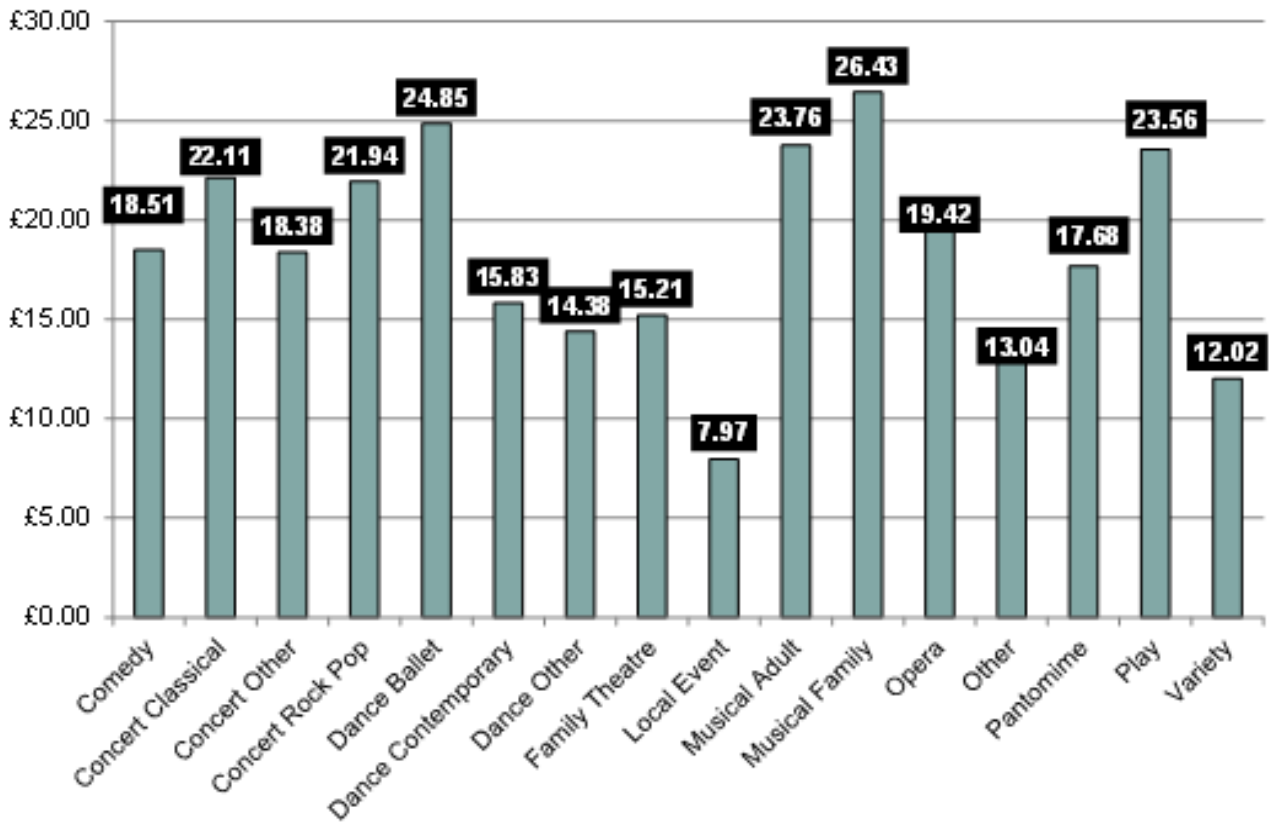


Average Ticket Price Asked 2013-2016

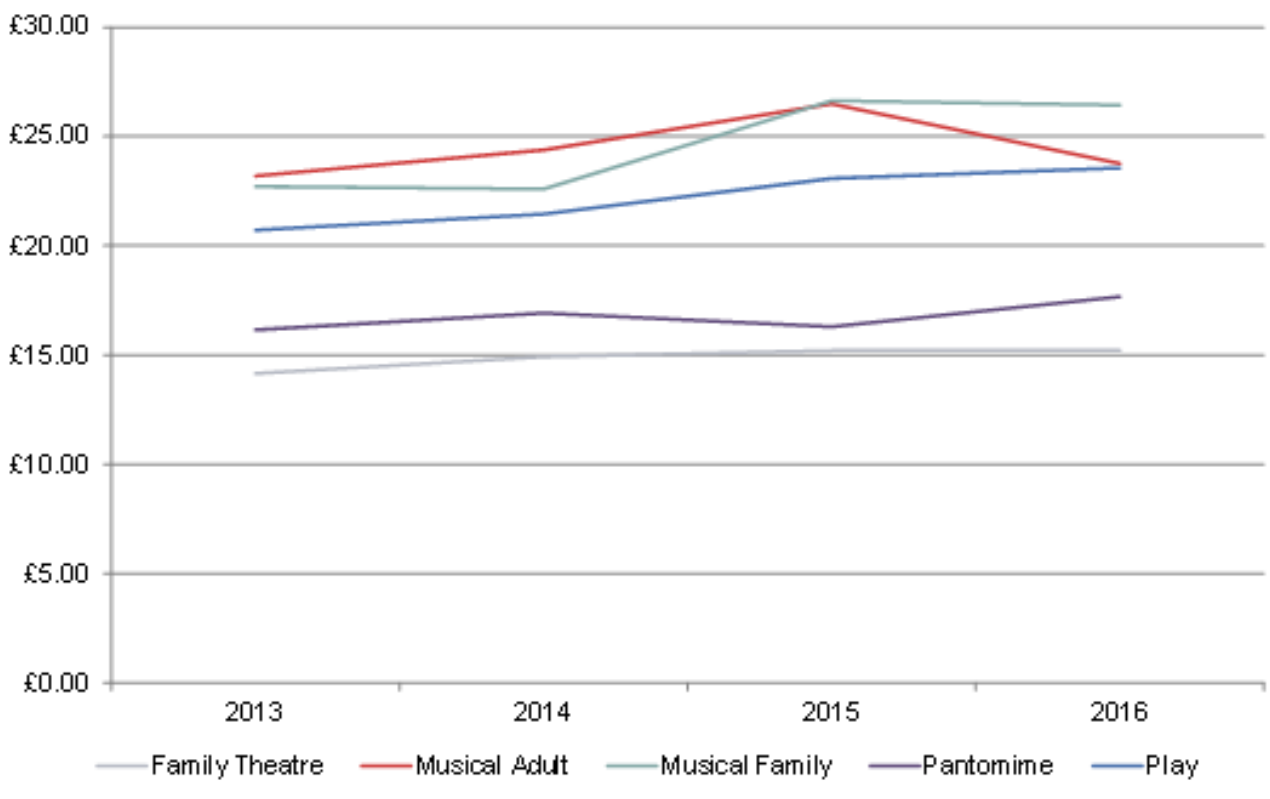


Musical Family had the highest average ticket price asked, while Local Event's average ticket price asked was roughly 20% of Musical Family's. From 2013 to 2016, all genres, except Family Theatre had an increase in their average ticket price asked.

Average Ticket Price Achieved 2016

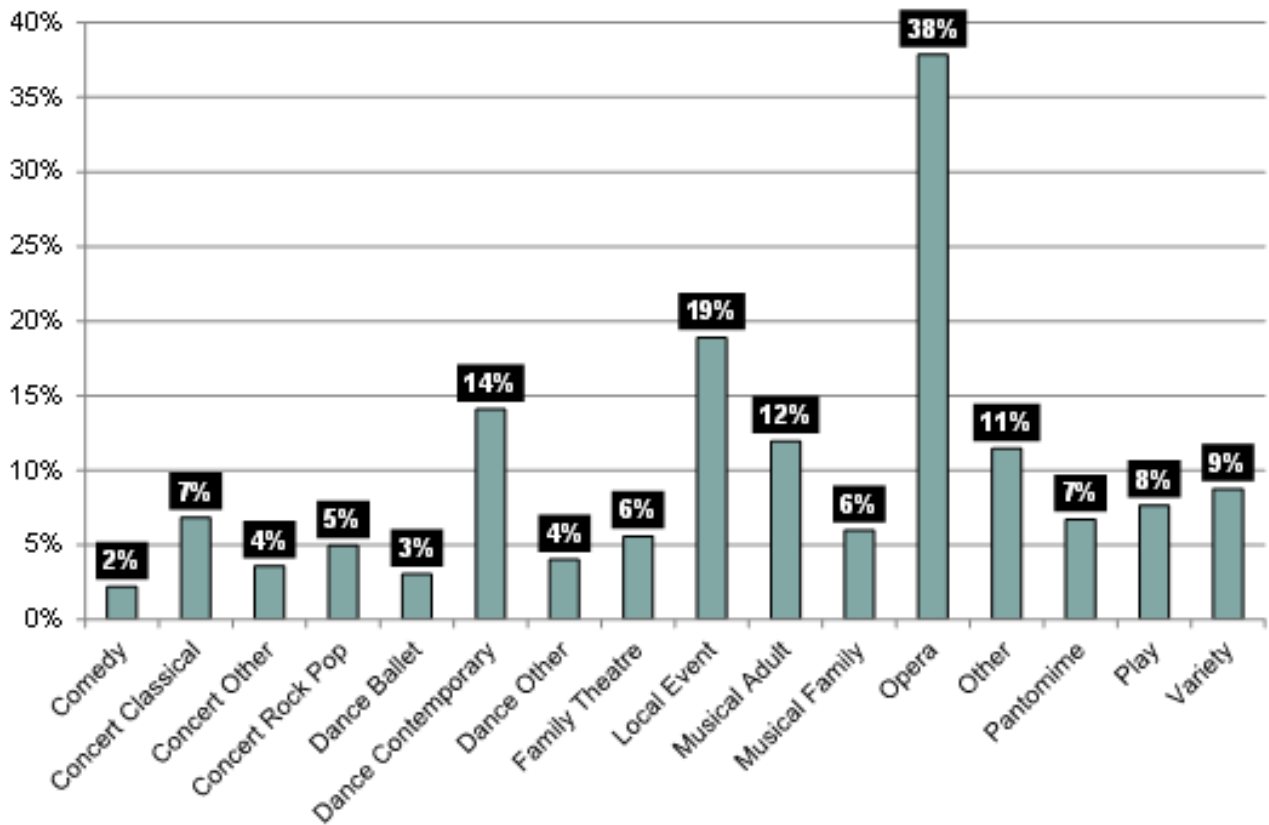


Average Ticket Price Achieved 2013-2016

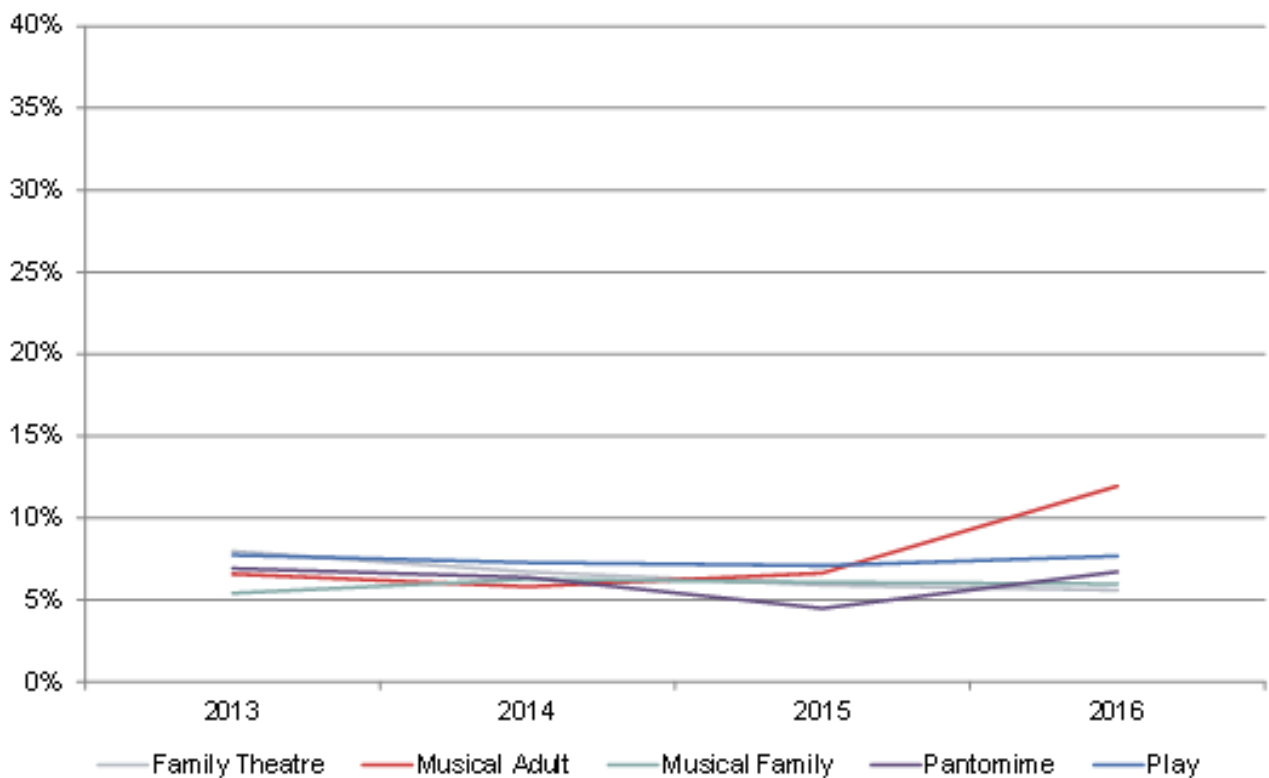


Musical Family and Dance Ballet had the highest average ticket price achieved. Comedy, Dance Other, Local Event, and Other were the only genres whose average ticket price achieved exceeded their average asked price. From 2013 to 2016, all but Musical Adult experienced an increase in their average ticket price achieved.

%age Comp Distribution for 2016



%age Comp Distribution 2013-2016



Comp distribution was highest for Opera in 2016. Musical Adult experienced a bigger increase in comp distribution than the other four main genres from 2013-2016, while Family Theatre had a steady decrease.