

Sales Data FAQs



Why do we collect the data?

Collecting this data from UK Theatre member venues allows us to measure the health of theatre audiences and finances, and gives us an insightful picture of trends in venues and types of productions around the UK. As well as providing useful information back to our members, this data is vital tool for us to use on our members' behalf for further advocacy and lobbying on a regional and national level, reinforcing the importance of the industry in challenging times.

Along with the main [Executive Summary](#) there are sub reports by each [venue type and by genre](#) which individual member organisations can use to compare and benchmark against.

How many venues are in the study?

There are over 90 UK Theatre member organisations from across the UK who submit data to us, for over 200 different auditorium.

Are all UK Theatre member venues included are in the study?

The data in the report does not represent 100% of ticket sales in all UK Theatre member venues. There are a few organisations who do not take part in the scheme and some venues do not complete returns every week. We estimate that we have captured around 90% of activity at UK Theatre venues who are not members or affiliate members of the Society of London Theatre (SOLT). Most organisations who are members of both only provide returns to SOLT. A very small number supply both. Only around 1% of tickets sold in the UK Theatre sample in 2014 also appear in [SOLT's statistics for the year](#).

Are the annual sales figures reported 'like-for-like'?

This report compares figures for 2013, 2014, 2015 and 2016. It should be noted that the sample is not constant due to membership of UK Theatre changing over the course of the study period. In addition, UK Theatre has had success in encouraging more of its members to provide more sales information more frequently.

How has the data been collected and what data is collected?

Since 2012, UK Theatre has sent an email each week to a nominated person within each membership organisation. This email contains a link to a simple and secure online survey where the nominated person can submit sales figures for every production/event for the previous week across their different auditorium (main house, studio etc). We receive a fantastic number of submissions each week from members and this process is straightforward.

After this data has been submitted by all members, we code each production/event internally (for example, assign a genre to each production). We then send a [weekly report by email](#) to all our members which show the results across the UK Theatre membership.

We report weekly on the following:

- Total number of productions
- Total number of performances
- Total tickets available for sale
- Total tickets sold
- Total number of comps issued
- Gross value/potential of tickets on sale [the maximum income that could be achieved if you sold every single seat in your venue]
- Gross value of tickets sold [the actual income achieved]
- Average ticket price asked
- Average ticket price achieved

What does 'capacity achieved' and 'cash value achieved' mean?

Capacity achieved = the average number of seats in an auditorium which are filled with paying customers per performance. In 2016 across all venues the average capacity was 61%.

Cash value achieved = the average income achieved for all performances. In 2016 across all venues the cash value achieved was 61%. (100% would indicate the maximum income that could be achieved if you sold every single seat in your venue at the original advertised price).

What does the term 'yield' mean?

Yield = the average price paid.

Can I find out how my organisation's data compares with similar venues? For example, I'd like to know what my average capacity is compared to those venues in the same venue type/band?

If you'd like to talk about receiving specific analysis please email helenr@soltukt.co.uk.

My organisation isn't included in the report - how can we be involved?

If you'd like to be involved, please email helenr@soltukt.co.uk.

How can I listen back to the webinar?

This will be available (to members only) on our website [here](#) shortly after the webinar has taken place on **12 December**. Or if you are a member [book your free place now](#).

Are all theatres outside London UK Theatre members?

UK Theatre venues are not representative of all theatres and concert halls in the UK. The requirement that UK Theatre members abide by agreements and minimum pay rates negotiated with four unions means that many smaller or less well-resourced organisations would find membership unaffordable. This sample therefore includes a higher proportion of the better resourced theatres in the UK.