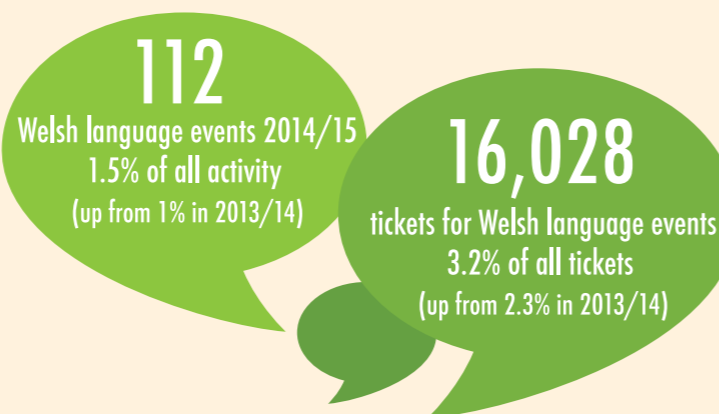
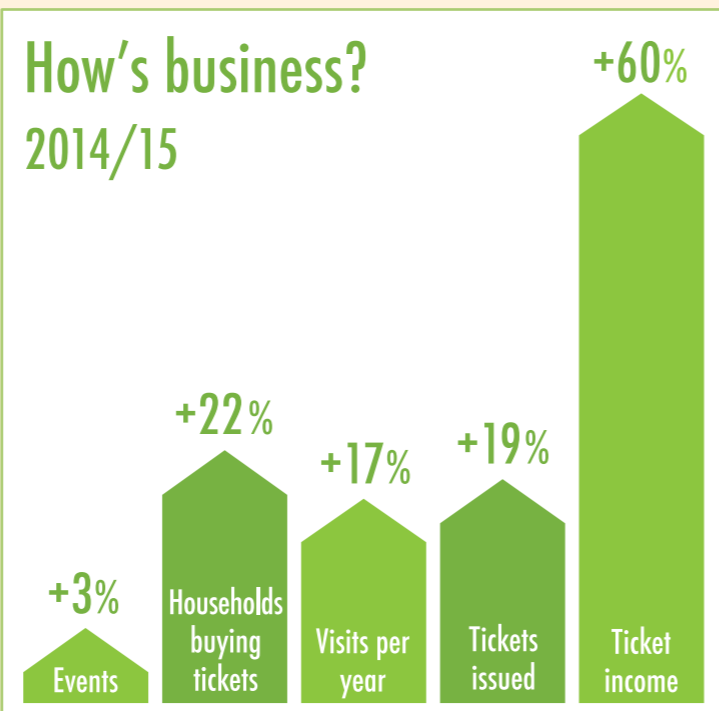
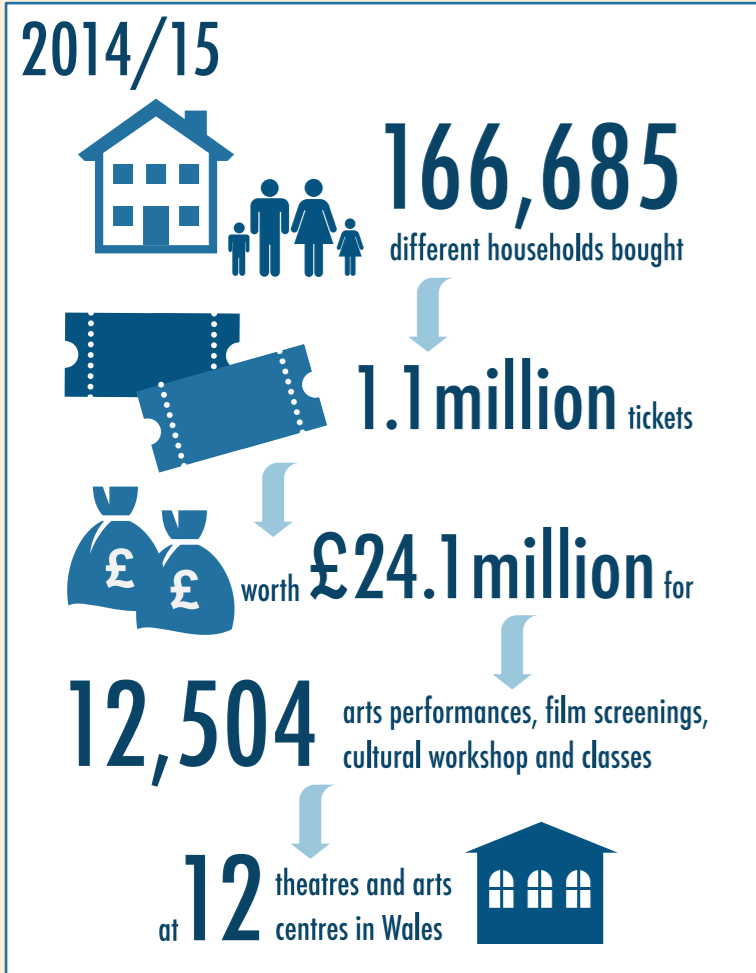


Audience Insight Wales - Benchmarking Audiences for the Arts

Audience Insight Wales is an Arts Council of Wales project delivered by Clearview to help arts organisations understand and develop their audiences by collecting, analysing and interpreting data.

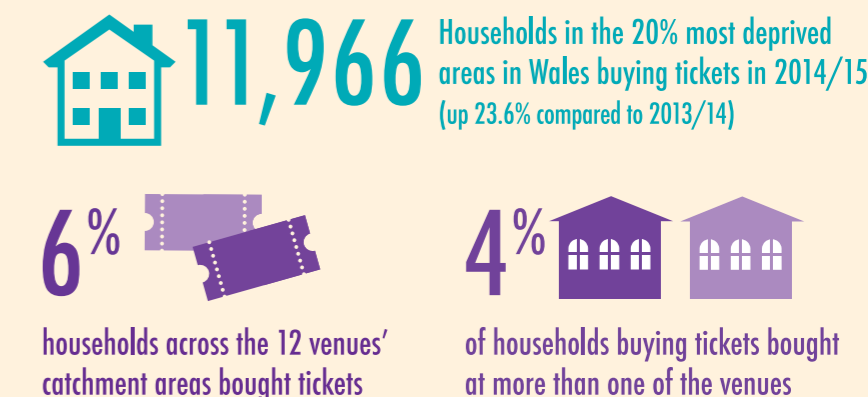
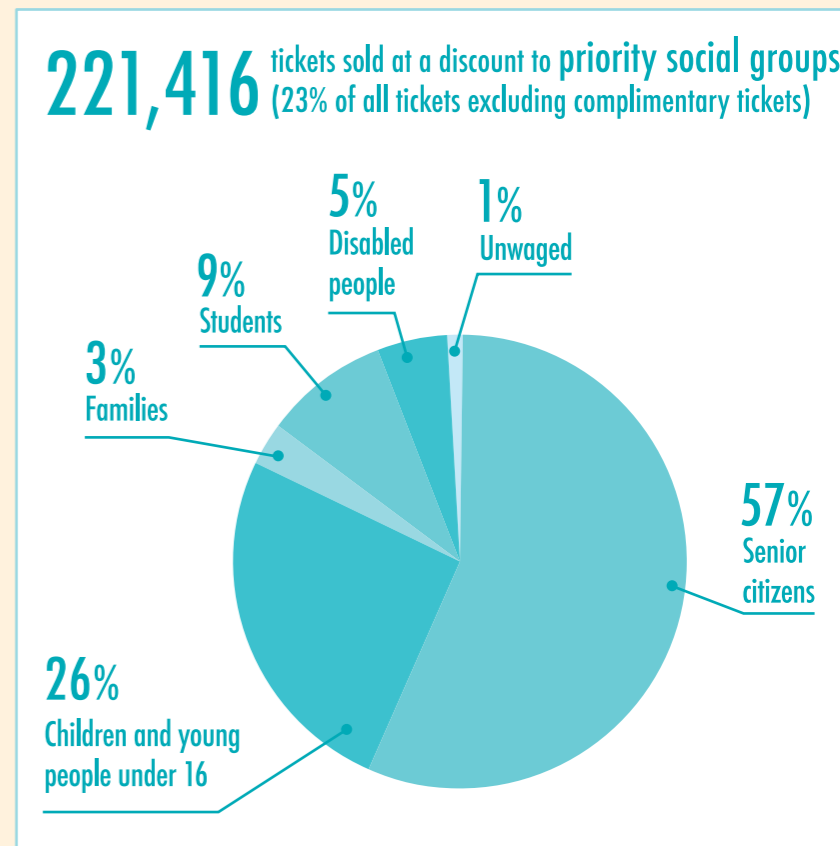
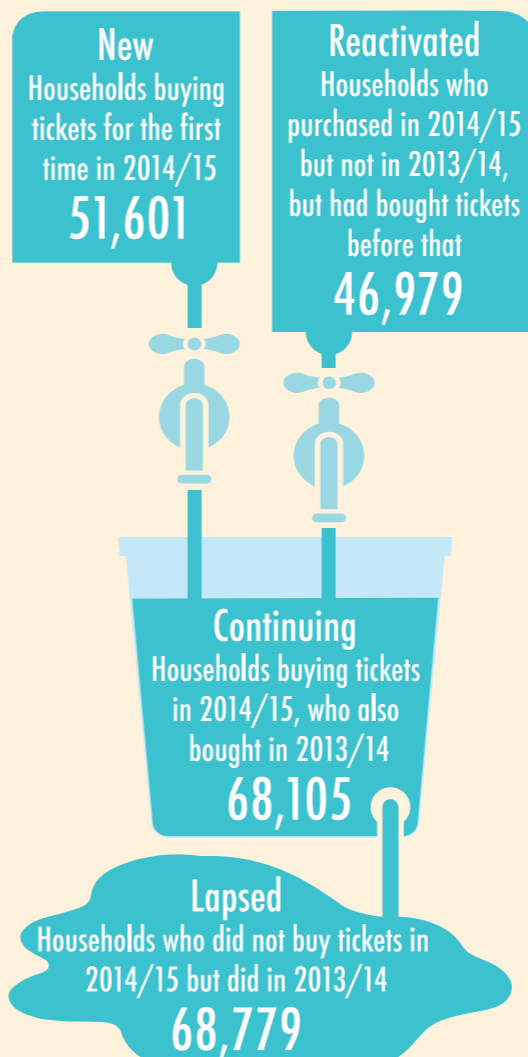
This analysis is taken from two types of data held on 12 participating venues' box office ticketing systems:

- data automatically collected by ticketing systems about every single transaction
- data about transactions associated with named customers that tells us about audiences and their engagement with each arts organisation

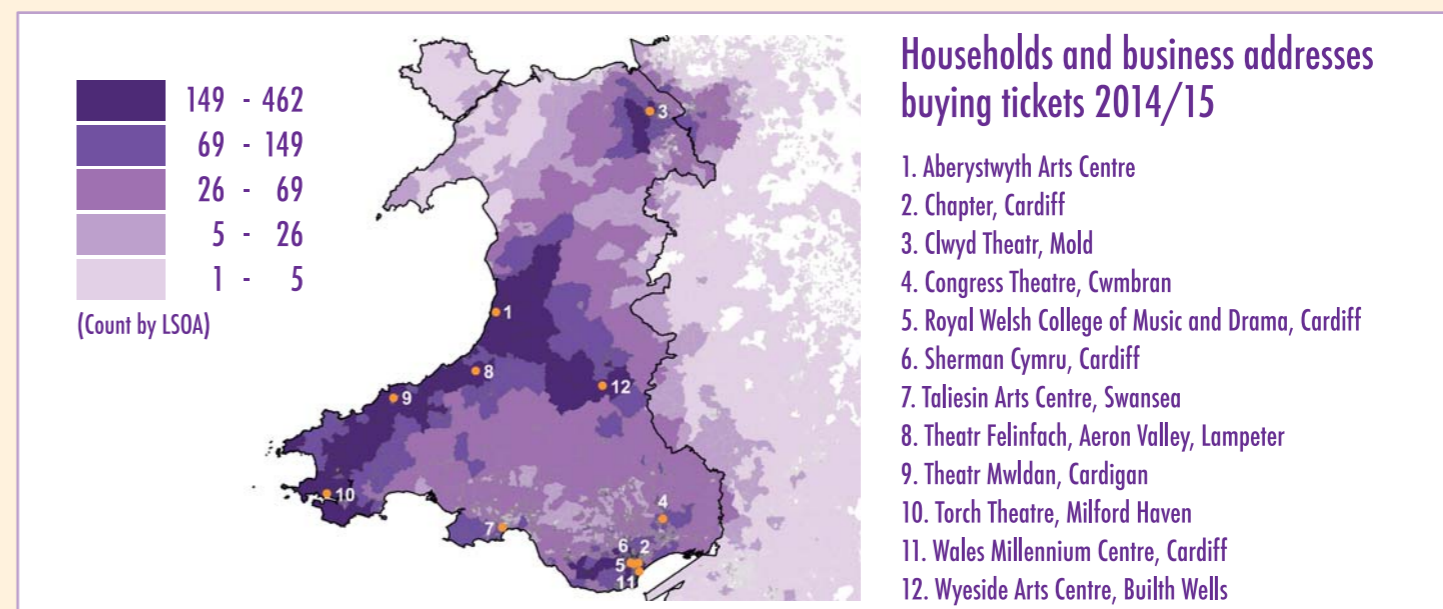


2014/15	% events	% tickets	% income
Cinema	78%	27%	7%
Dance	2%	5%	4%
Music	3%	8%	7%
Theatre	16%	59%	83%
Visual Arts (ticketed events only)	1%	0.1%	0.1%

Audience development



Where do audiences live?



Frequency of attendance

