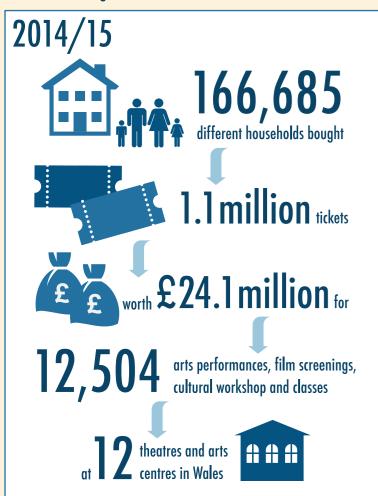
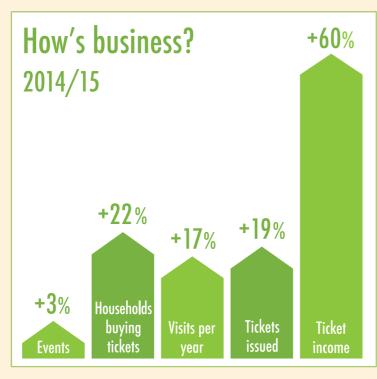
Audience Insight Wales - Benchmarking Audiences for the Arts

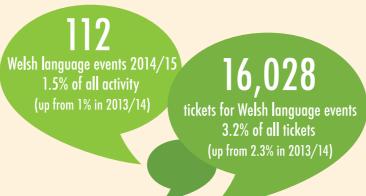
Audience Insight Wales is an Arts Council of Wales project delivered by Clearview to help arts organisations understand and develop their audiences by collecting, analysing and interpreting data.

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

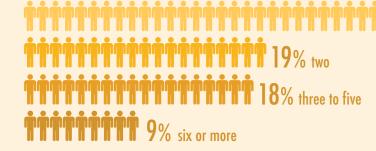






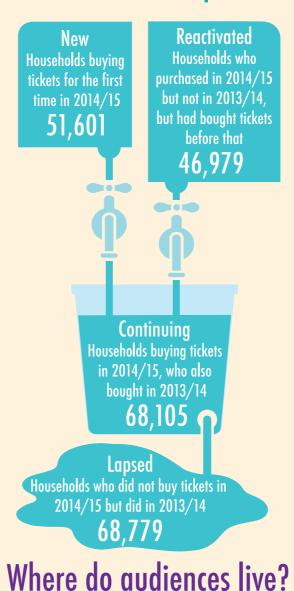
2014/15	% events	% tickets	% income
Cinema	78%	27%	7%
Dance	2%	5%	4%
Music	3%	8%	7%
Theatre	16%	59 %	83%
Visual Arts (ticketed events only)	1%	0.1%	0.1%

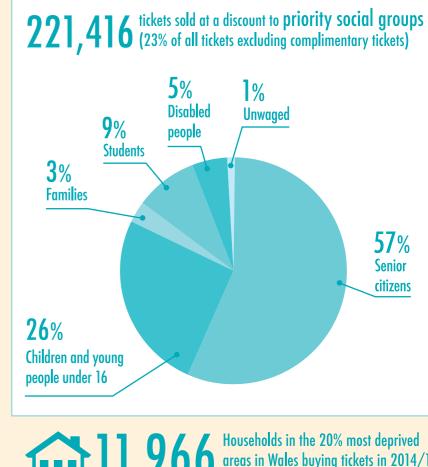
Frequency of attendance



Number of tickets bought per individual

Audience development





Cyngor Celfyddydau Cymru

Arts Council of Wales

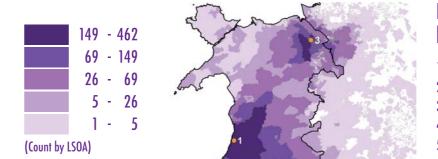




households across the 12 venues' catchment areas bought tickets



of households buying tickets bought at more than one of the venues



Households and business addresses buying tickets 2014/15

- 1. Aberystwyth Arts Centre
- 2. Chapter, Cardiff
- 3. Clwyd Theatr, Mold
- 4. Congress Theatre, Cwmbran
- 5. Royal Welsh College of Music and Drama, Cardiff
- 6. Sherman Cymru, Cardiff
- 7. Taliesin Arts Centre, Swansea
- 8. Theatr Felinfach, Aeron Valley, Lampeter
- 9. Theatr Mwldan, Cardigan
- 10. Torch Theatre, Milford Haven
- 11. Wales Millennium Centre, Cardiff
- 12. Wyeside Arts Centre, Builth Wells

nfographic produced by Arts Council of Wales with data from Clearviev