

## Analysis of box office data across the whole of the UK 2013

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Nearly a quarter of UK ticket revenues are generated by just 2.5% of customers, and over 2m so-called theatre attenders have lapsed, according to ground-breaking research.

An in-depth analysis of box office data across the whole of the UK has for the first time revealed the full extent of audience cross-over between different venues, and implies that arts organisations are dismissing millions of customers as being 'inactive', when in fact they have switched their allegiance to other arts providers. The study, which used data from the 30 months of transactions leading up to June 2013, shows that estimates of the number of attenders at UK theatres could be overstated by as much as 40%.

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**Tags:** Gran Bretanya

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