

Post show analysis for Defiance

Instance Dates: 22/03/2017 19:30 to 25/03/2017 19:30

Number of Instances: 4

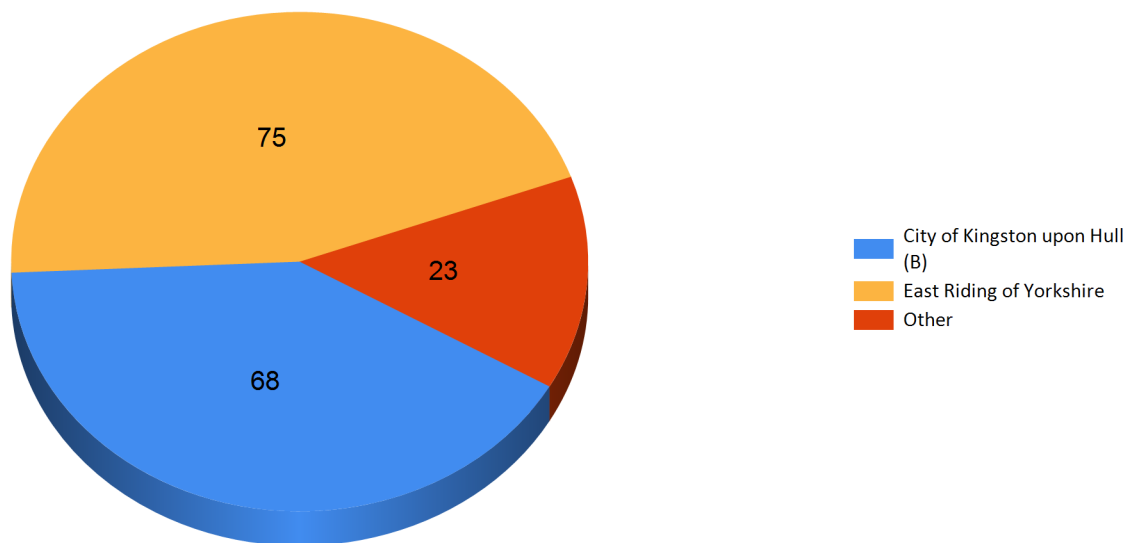
Number of Customers: 171

Customer breakdown by Admin Area

(excluding those where %ge of total is less than 1)

Admin Area	Number of customers	%ge of total
East Riding of Yorkshire	75	44%
City of Kingston upon Hull (B)	68	40%
North Lincolnshire (B)	3	2%
North Yorkshire County	3	2%

Number of Customers by Admin Area



First Time Visitor Analysis:

Note: orders with no customers attached and free tickets are excluded

	All visitors			First Time visitors					
	No. of visitors	No. of tickets	Value of tickets	No. of visitors	%ge of day's visitors	No. of tickets	%ge of day's tickets	Value of tickets	%ge of day's value
Mondays:	0	0	£0.00	0	NaN	0	NaN	£0.00	#Error
Tuesdays:	0	0	£0.00	0	NaN	0	NaN	£0.00	#Error
Wednesdays:	51	121	£605.00	10	20%	29	24%	£145.00	24%
Thursdays:	38	78	£480.00	7	18%	16	21%	£95.00	20%
Fridays:	55	128	£805.00	9	16%	20	16%	£124.00	15%
Saturdays:	42	121	£767.00	5	12%	13	11%	£80.00	10%
Sundays:	0	0	£0.00	0	NaN	0	NaN	£0.00	#Error
Total:	171	448	£2,657.00	31	18%	78	17%	£444.00	17%

	All visitors	First Time visitors
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	No. of visitors	No. of tickets	Value of tickets	No. of visitors	%ge of channel's visitors	No. of tickets	%ge of channel's tickets	Value of tickets	%ge of channel's value
Web:	55	156	£1,005.00	15	27%	43	28%	£266.00	26%
Phone:	49	122	£733.00	6	12%	11	9%	£55.00	8%
Counter:	72	170	£919.00	10	14%	24	14%	£123.00	13%
Total:	171	448	£2,657.00	31	18%	78	17%	£444.00	17%

	All visitors			First Time visitors					
	No. of visitors	No. of tickets	Value of tickets	No. of visitors	%ge of channel's visitors	No. of tickets	%ge of channel's tickets	Value of tickets	%ge of channel's value
Main	171	448	£2,657.00	31	18%	78	17%	£444.00	17%
Total:	171	448	£2,657.00	31	18%	78	17%	£444.00	17%

Performance against target:

	Actual	Target	Max Capacity
Sales	£2,662.00	£1,836.00	£4,263.00
Seats	584	252	13,406
Yield	£4.56	£7.29	£0.32

	By Value			By Quantity			By Yield		
	Revenue	%ge of sales target achieved	%ge of max capacity	Quantity	%ge of target seats achieved	%ge of max capacity	Yield	%ge of target yield achieved	%ge of max capacity
Advance Sales (sold before first instance)	£2,584.00	141%	61%	551	219%	4%	£4.69	64%	1475%
Remainder	£78.00	4%	2%	33	13%	0%	£2.36	32%	743%
Total Sales	£2,662.00	145%	62%	584	232%	4%	£4.56	63%	1433%

Paid Tickets Breakdown:

Ticket Type	Quantity	%ge of total	Revenue	%ge of total revenue	%ge of target
Balcony Ticket	94	1%	£470.00	18%	26%
Carer	1	0%	£5.00	0%	0%
Child (Under 18)	24	0%	£120.00	5%	7%
Registered Disabled	5	0%	£25.00	1%	1%
Senior Citizen (65+)	79	1%	£395.00	15%	22%
Standard	232	2%	£1,577.00	59%	86%
Student	10	0%	£50.00	2%	3%
Unwaged (JSA/ESA/IS)	1	0%	£5.00	0%	0%
Wheelchair User	3	0%	£15.00	1%	1%
Total	449	3%	£2,662.00	100%	145%

Comps Breakdown:

Ticket Type	Quantity	%ge of total
Comp - Cast/Company	5	0%
Comp - Guest	73	1%
Comp - Press	6	0%
Comp - Staff	51	0%
Total	135	1%

Breakdown by Price Band:

Price Band	Quantity Sold	Total Seats	%ge sold	Revenue	%ge of total revenue	%ge of target	Average Yield	Yield (ex comps)
Main	584	588	99%	£2,662.00	100%	145%	£4.56	£5.93
Total	584	588	99%	£2,662.00	100%	145%	£4.56	£5.93

Post show analysis for The Hypocrite

Instance Dates: 24/02/2017 19:30 to 25/03/2017 19:30

Number of Instances: 29

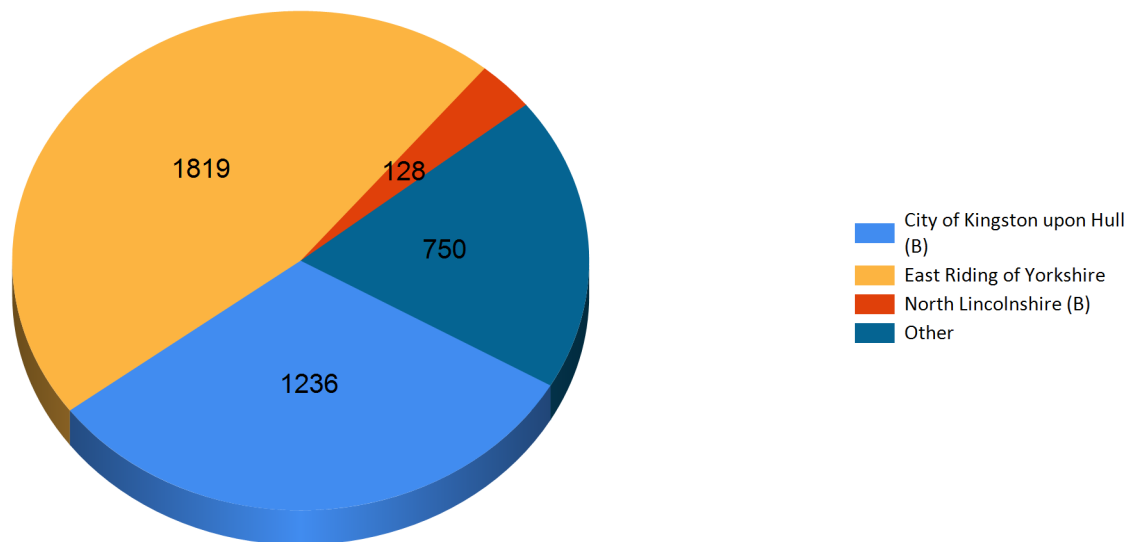
Number of Customers: 4051

Customer breakdown by Admin Area

(excluding those where %ge of total is less than 1)

Admin Area	Number of customers	%ge of total
East Riding of Yorkshire	1819	45%
City of Kingston upon Hull (B)	1236	31%
North Lincolnshire (B)	128	3%
North Yorkshire County	100	2%
York (B)	69	2%
Lincolnshire County	67	2%
Leeds District (B)	47	1%

Number of Customers by Admin Area



First Time Visitor Analysis:

Note: orders with no customers attached and free tickets are excluded

	All visitors			First Time visitors					
	No. of visitors	No. of tickets	Value of tickets	No. of visitors	%ge of day's visitors	No. of tickets	%ge of day's tickets	Value of tickets	%ge of day's value
Mondays:	0	0	£0.00	0	NaN	0	NaN	£0.00	#Error
Tuesdays:	531	1,496	£17,250.80	173	33%	500	33%	£4,791.00	28%
Wednesdays:	973	2,556	£35,559.20	354	36%	836	33%	£11,768.20	33%
Thursdays:	459	1,707	£25,471.20	144	31%	354	21%	£5,359.50	21%
Fridays:	793	2,077	£32,110.85	301	38%	712	34%	£11,539.50	36%
Saturdays:	1387	3,838	£57,949.25	563	41%	1,443	38%	£21,721.05	37%
Sundays:	0	0	£0.00	0	NaN	0	NaN	£0.00	#Error

Total:	4,051	11,674	£168,341.30	1532	38%	3,845	33%	£55,179.25	33%
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	All visitors			First Time visitors					
	No. of visitors	No. of tickets	Value of tickets	No. of visitors	%ge of channel's visitors	No. of tickets	%ge of channel's tickets	Value of tickets	%ge of channel's value
Web:	2577	7,055	£108,086.00	1,119	43%	2,768	39%	£42,747.50	40%
Phone:	712	1,860	£24,290.75	199	28%	477	26%	£5,685.00	23%
Counter:	822	2,759	£35,964.55	225	27%	600	22%	£6,746.75	19%
Total:	4051	11,674	£168,341.30	1,532	38%	3,845	33%	£55,179.25	33%

	All visitors			First Time visitors					
	No. of visitors	No. of tickets	Value of tickets	No. of visitors	%ge of channel's visitors	No. of tickets	%ge of channel's tickets	Value of tickets	%ge of channel's value
A	1,108	2,780	£45,349.40	405	37%	901	32%	£14,612.50	32%
B	2,581	7,744	£109,900.50	976	38%	2532	33%	£35,990.75	33%
C	216	535	£6,534.90	76	35%	175	33%	£1,967.00	30%
Front Row Benches	156	339	£3,049.00	51	33%	117	35%	£1,057.00	35%
Restricted View	144	276	£3,507.50	68	47%	120	43%	£1,552.00	44%
Total:	4,051	11674	£168,341.30	1,532	38%	3845	33%	£55,179.25	33%

Performance against target:

	Actual	Target	Max Capacity
Sales	£168,365.30	£104,253.00	£201,635.50
Seats	12,625	7,178	13,406
Yield	£13.34	£14.52	£15.04

	By Value			By Quantity			By Yield		
	Revenue	%ge of sales target achieved	%ge of max capacity	Quantity	%ge of target seats achieved	%ge of max capacity	Yield	%ge of target yield achieved	%ge of max capacity
Advance Sales (sold before first instance)	£152,834.75	147%	76%	10,514	146%	78%	£14.54	100%	97%
Remainder	£15,530.55	15%	8%	2,111	29%	16%	£7.36	51%	49%
Total Sales	£168,365.30	161%	83%	12,625	176%	94%	£13.34	92%	89%

Paid Tickets Breakdown:

Ticket Type	Quantity	%ge of total	Revenue	%ge of total revenue	%ge of target
£1 Ticket	168	1%	£168.00	0%	0%
£10 Ticket	557	4%	£5,241.00	3%	5%
£12 Ticket	3	0%	£36.00	0%	0%
£14 Ticket	1	0%	£14.00	0%	0%
£15 Ticket	5	0%	£75.00	0%	0%
£19 Ticket	1	0%	£19.00	0%	0%

£2 Ticket	77	1%	£154.00	0%	0%
£20 Ticket	8	0%	£160.00	0%	0%
£3 Ticket	24	0%	£72.00	0%	0%
£4 Ticket	3	0%	£12.00	0%	0%
£5 Ticket	121	1%	£605.00	0%	1%
£6 Ticket	4	0%	£24.00	0%	0%
£9 Ticket	1	0%	£9.00	0%	0%
Carer	50	0%	£557.50	0%	1%
Cast/Company	74	1%	£881.50	1%	1%
Discover Day Ticket	16	0%	£264.00	0%	0%
Education Group	175	1%	£1,750.00	1%	2%
Friends - 10% Conc	3	0%	£37.60	0%	0%
Friends - 20% Full	9	0%	£135.00	0%	0%
Registered Disabled	79	1%	£859.00	1%	1%
Senior Citizen (65+)	2,102	16%	£29,501.35	18%	28%
Staff	40	0%	£475.00	0%	0%
Standard	7,630	58%	£120,237.00	71%	115%
Student	365	3%	£4,925.25	3%	5%
Under 21's	112	1%	£1,651.60	1%	2%
Unwaged (JSA/ESA/IS)	22	0%	£198.00	0%	0%
Wheelchair User	26	0%	£303.50	0%	0%
Total	11,676	88%	£168,365.30	100%	161%

Comps Breakdown:

Ticket Type	Quantity	%ge of total
Comp - Cast/Company	187	1%
Comp - Guest	569	4%
Comp - Press	54	0%
Comp - Staff	130	1%
Comp - Teacher	1	0%
Standard	8	0%
Total	949	7%

Breakdown by Price Band:

Price Band	Quantity Sold	Total Seats	%ge sold	Revenue	%ge of total revenue	%ge of target	Average Yield	Yield (ex comps)
A	2,918	2,987	98%	£45,349.40	27%	43%	£15.54	£16.31
B	8,442	8,526	99%	£109,913.50	65%	105%	£13.02	£14.19
C	605	638	95%	£6,545.90	4%	6%	£10.82	£12.21
Front Row Benches	371	377	98%	£3,049.00	2%	3%	£8.22	£8.99
Restricted View	289	290	100%	£3,507.50	2%	3%	£12.14	£12.71

Total	12,625	12,818	98%	£168,365. 30	100%	161%	£13.34	£14.42
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