



worthing theatres and museum

Demographic data | ticket buyers 2022/2023

CONTEXTUAL INFORMATION

This demographic snapshot of Worthing Theatres and Museums' (WTM) audiences for live events and cinema has been extracted from a wider report commissioned from The Audience Agency in summer 2023.

The wider report includes information on booking patterns, behaviour and location as well as demographics. Also covered are motivations, ratings, communications channels, and perceptions of WTM's impact in the community.

The second section of the report uses Census data and information on wider audiences for arts and culture held by The Audience Agency to present a snapshot of the general population of WTM's catchment area.

The Audience Agency have also provided WTM with an Area Profile Report - a detailed breakdown of the demographics and levels of cultural engagement in the Adur and Worthing local authority area and beyond - West to Bognor Regis, East to Portslade on Sea and North to Pulborough.

They also provided a Penetration, Propensity, Performance and Potential (PPPP) report which considers how WTM is currently performing and where there is opportunity for growth. This is calculated using Worthing Theatres & Museum ticket data from the financial year 2022-23 and is combined with population data and [Audience Spectrum](#) (a popular arts segmentation and profiling tool). The insights are presented at postcode sector level to help identify the localised geographic areas which could provide impactful audience development opportunities.

Taken together, we use all this information for future audience development strategies and to support the creation of appropriate objectives and goals.

NOTE ON DATA SOURCES

Ticketing

An automated API from WTM's ticketing system to The Audience Agency's Audience Answers platform allows us to carry out analysis of ticket and booker data.

All ticketing data here refers to the period 1 April 2022 – 31 March 2023 unless otherwise stated.

Audience Answers survey

The Audience Answers survey framework has been used to gather data about audiences which cannot be collected via ticketing eg demographics, motivations and ratings. Demographic questions are asked in line with the UK Census, therefore allowing for comparison of our audiences to the wider population.

The survey was sent out by email in early June 2023, and we received 342 responses. This represents a robust dataset with a margin of error of around 5%.

Age

Age (grouped)	% respondents
15-19	0
20-29	0.5%
30-39	3.6%
40-49	7%
50-59	20%
60-69	37%
70-79	26%
80+	5%

Ethnicity

Ethnicity (grouped)	% respondents
Asian or Asian British	0%
Black or Black British	0%
Mixed: Multiple ethnic background	3%
White	96%
Other	1%

Gender

How would you describe your gender?	% respondents
Woman	68%
Non binary	1%
Man	28%
Prefer to self-describe	0.5%
Not applicable	0.5%
Prefer not to say	2%

Disability (social model)

Do you identify as a D/deaf or disabled person, or have a long term health condition?	% respondents
Yes	16%
No	80%
Prefer not to say	3%

PURPLE SEVEN

WTM also sends surveys post show through Purple Seven to all ticket bookers for live events, workshops, cinema seasons and one-offs (but not the regular cinema programme) on the completion of the event they've attended.

The results give us immediate access to insights online which allow us to make timely changes to the customer experience.

The survey includes demographic questions, a summary of which for 22/23 can be seen below.

