

## Theatre Jubilee

### Jubilee Theatre ticketing analysis

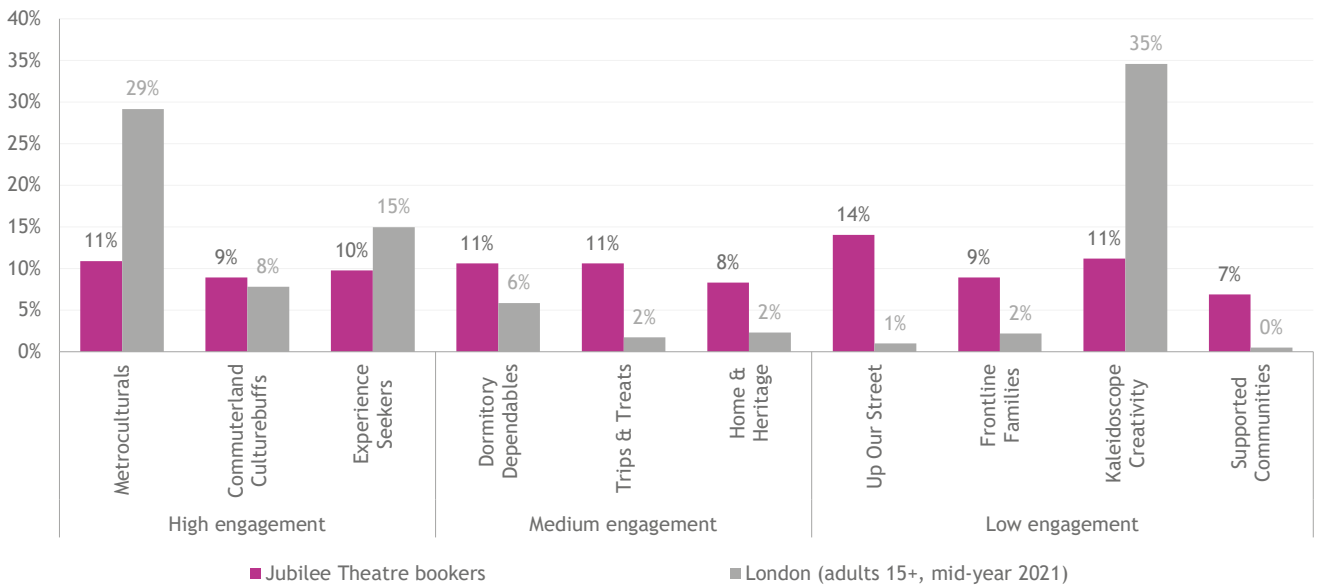
This report covers 349 performances, from May 10 2023 to April 22 2024.

#### Headline sales figures

Total bookers	349
Total tickets	2,089
Total income	£22,124.36

#### Segment profile

Audience Spectrum segment		Jubilee Theatre bookers		London (adults 15+, mid-year 2021)	Index
		Count	%	%	
High engagement	Metroculturals	38	11%	29%	37
	Commuterland Culturebuffs	31	9%	8%	114
	Experience Seekers	34	10%	15%	65
Medium engagement	Dormitory Dependables	37	11%	6%	181
	Trips & Treats	37	11%	2%	618
	Home & Heritage	29	8%	2%	364
Low engagement	Up Our Street	49	14%	1%	1,415
	Frontline Families	31	9%	2%	406
	Kaleidoscope Creativity	39	11%	35%	32
	Supported Communities	24	7%	0%	1,495
Base		349		7,277,045	



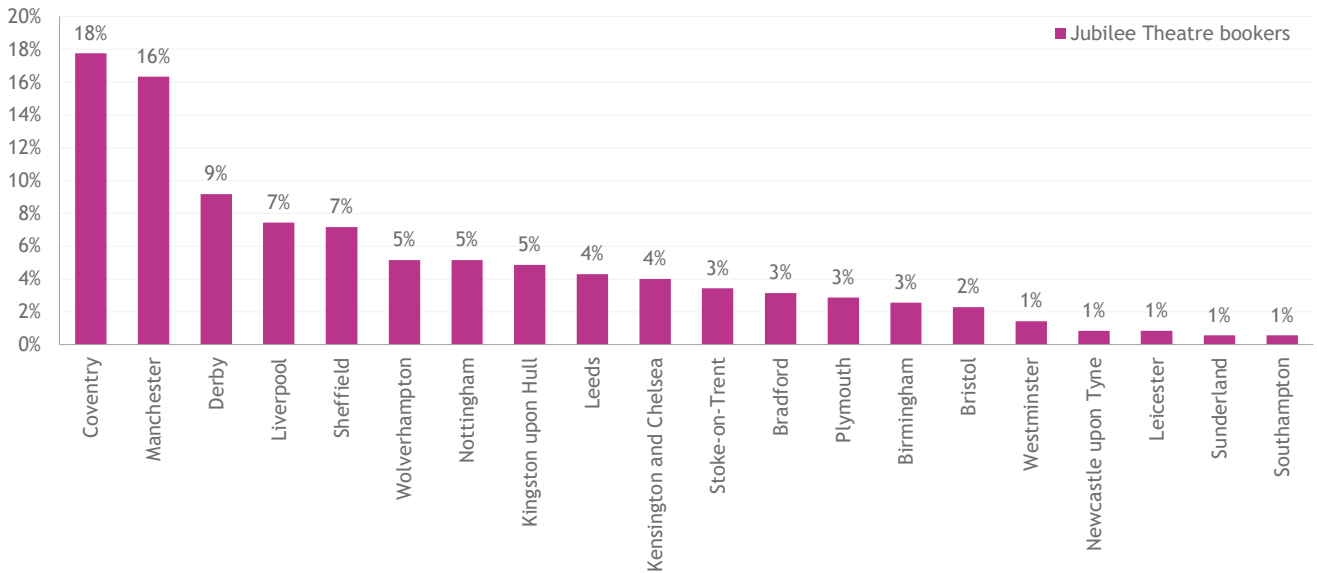
Subsegment profile

Audience Spectrum subsegment		Jubilee Theatre bookers		London (adults 15+, mid-year 2021)	Index
		Count	%	%	
High engagement	Metroculturals M1	24	7%	11%	62
	Metroculturals M2	14	4%	18%	22
	Commuterland Culturebuffs C1	18	5%	6%	83
	Commuterland Culturebuffs C2	13	4%	2%	238
	Experience Seekers E1	21	6%	6%	93
	Experience Seekers E2	13	4%	8%	44
Medium engagement	Dormitory Dependables D1	20	6%	3%	179
	Dormitory Dependables D2	17	5%	3%	183
	Trips & Treats T1	26	7%	1%	579
	Trips & Treats T2	11	3%	0%	734
	Home & Heritage H1	16	5%	1%	356
	Home & Heritage H2	13	4%	1%	374
Low engagement	Up Our Street U1	40	11%	0%	9,762
	Up Our Street U2	9	3%	1%	295
	Frontline Families F1	18	5%	2%	263
	Frontline Families F2	13	4%	0%	1,643
	Kaleidoscope Creativity K1	24	7%	21%	33
	Kaleidoscope Creativity K2	15	4%	14%	31
	Supported Communities S1	10	3%	0%	1,724
	Supported Communities S2	14	4%	0%	1,366
<b>Base</b>		<b>349</b>		<b>7,277,045</b>	



Top 20 Local Authorities

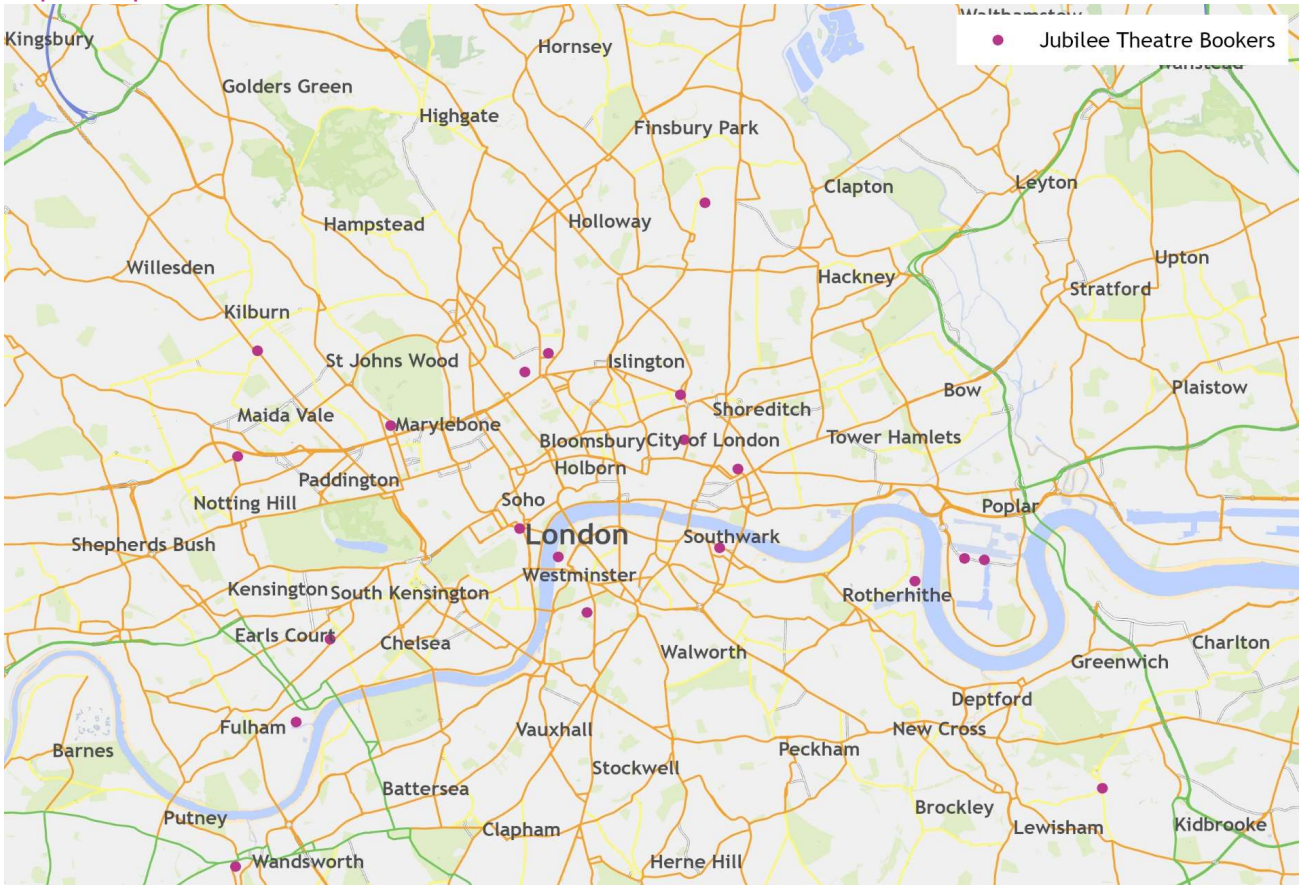
Local Authority	Jubilee Theatre bookers	
	Count	%
Coventry	62	18%
Manchester	57	16%
Derby	32	9%
Liverpool	26	7%
Sheffield	25	7%
Wolverhampton	18	5%
Nottingham	18	5%
Kingston upon Hull	17	5%
Leeds	15	4%
Kensington and Chelsea	14	4%
Stoke-on-Trent	12	3%
Bradford	11	3%
Plymouth	10	3%
Birmingham	9	3%
Bristol	8	2%
Westminster	5	1%
Newcastle upon Tyne	3	1%
Leicester	3	1%
Sunderland	2	1%
Southampton	2	1%
<b>Base</b>	<b>349</b>	



## Top 20 Postal Sectors

Postal Sector	Jubilee Theatre bookers	
	Count	%
XY 0 0	15	4%
HQ 7 3	6	2%
IF 1 5	5	1%
SN 0 7	5	1%
RZ 4 2	5	1%
YF 9 0	3	1%
HW 9 4	2	1%
FJ 2 7	1	0%
ZX 7 5	1	0%
EH 8 3	1	0%
IN 7 7	1	0%
PK 5 6	1	0%
KP 9 1	1	0%
QN 2 0	1	0%
AL 2 6	1	0%
GF 0 3	1	0%
VI 5 7	1	0%
GV 4 4	1	0%
BR 4 1	1	0%
ML 3 3	1	0%
<b>Base</b>	<b>349</b>	

**Pinpoint map**



**Venues included in this analysis**

- Cascading Pavilion
- Neon Arena
- Enigma Park
- Starry Dome

**Performances included in this analysis**

- Waterfall Concert
- Glowfest
- Whirlwind Carnival
- Luminate