

Any Town Theatre

Drive Time and Distance report

November 2019

Contents

About this report	2
Notes on your data	2
Methodology	2
Mapping	3
Overseas visitors	3
Further information	3
Summary	4
Data map	5
Drive distance	7
Analysis by fixed bands	7
Analysis by customer quartile.....	8
Drive time.....	9
Analysis by fixed bands	9
Analysis by customer quartile.....	10
Straight-line distance	11
Analysis by fixed bands	11
Analysis by customer quartile.....	11

About this report

This report describes where your customers live in relation to Any Town Theatre (LE1 6UP).

Notes on your data

The analysis in this report is based on postcodes of 79,139 customers who attended Any Town Theatre during the 2018/2019 financial year.

Methodology

Each record in your dataset has been appended with a distance, drive distance and drive time from the location of the customer postcode to the location of the venue postcode.

- Distance is calculated as the crow flies - i.e. a straight line from your venue to the customer's place of residence.
- Drive distance is calculated as the shortest route via road from your venue to the customer's place of residence.
- Drive time is calculated based on the fastest route from your venue to the customer's place of residence, based on standard daytime road speeds.

These records are then analysed by standard distance, drive distance and drive time bands to calculate how many customers fall into each band. Customers are also grouped into quartiles based on their distance, drive distance and drive time. Each quartile accounts for quarter of your customers, with quartile 1 being the 25% who live nearest to your venue, quartile 2 being those who live next nearest, quartile three those who live next nearest, and quartile four being those who live furthest away.

The uppermost distance/drive distance/drive time of Quartile 2 describes your median distance/drive distance/drive time - the distance/time which accounts for 50% of your audience.

It should be noted that your postcodes reflect where each customer lives, not necessarily where they travelled from when visiting your venue (for example they may have come straight from work or been visiting whilst on holiday).

Mapping

The maps in this report give a visual representation of the location of your audience, and of what a given drive time/distance actually equates to (i.e. the neighbourhoods, towns and cities which are within a given drive time/distance of your venue).

- **Pinpoint maps** - each customer is plotted as a point on the map, based on their postcode. A pinpoint map is useful for getting an idea of the general distribution of an audience.
- **Drive time/distance quartile maps** - these are determined by your data and show the drive times/distances around your venue within which 25%, 50% and 75% of your audience live.
- **Drive time/distance band maps** - these show fixed drive time/distance contours around your venue, helping conceptualise how far a (for example) 30 minute drive time actually reaches from your venue. These maps do not represent the number of customers in each band.

Overseas visitors

Visitors from beyond the UK are not included in this report. Visitors who live in the UK but would not be able to reach your venue without taking a ferry or flight (for example visitors to a Belfast theatre who live in Norfolk, or visitors from Orkney to a gallery in Glasgow) are included in the straight line distance analysis but are not included in the drive distance/drive time analysis.

Further information

For more information about this report, please contact research@theaudienceagency.org, or visit www.theaudienceagency.org.

Summary

Quartile analysis

- The closest 25% of your audience live within a 21 minute/9 mile drive of your venue - 5 miles as the crow flies
- The next closest 25% live a 47 minute/33 mile drive away, or 24 miles as the crow flies
- The next 25% live 110 minutes/72 miles away, or 55 miles as the crow flies
- The remaining 25% of audience members live more than a 110 minute/72 mile drive/55 mile straight line distance from your venue

Median

The median describes the distance/time within which half of your audience live.

- The median drive distance amongst your audience is **33 miles**
- The median drive time **47 minutes**
- The median straight-line distance **24 miles**

75% catchment area

The time/distance from your venue within which 75% of your audience live is a common way of defining your catchment area.

- Using this definition, your 75% catchment area covers anywhere within a **110 minute/72 mile** drive of your venue, or **55 miles** as the crow flies

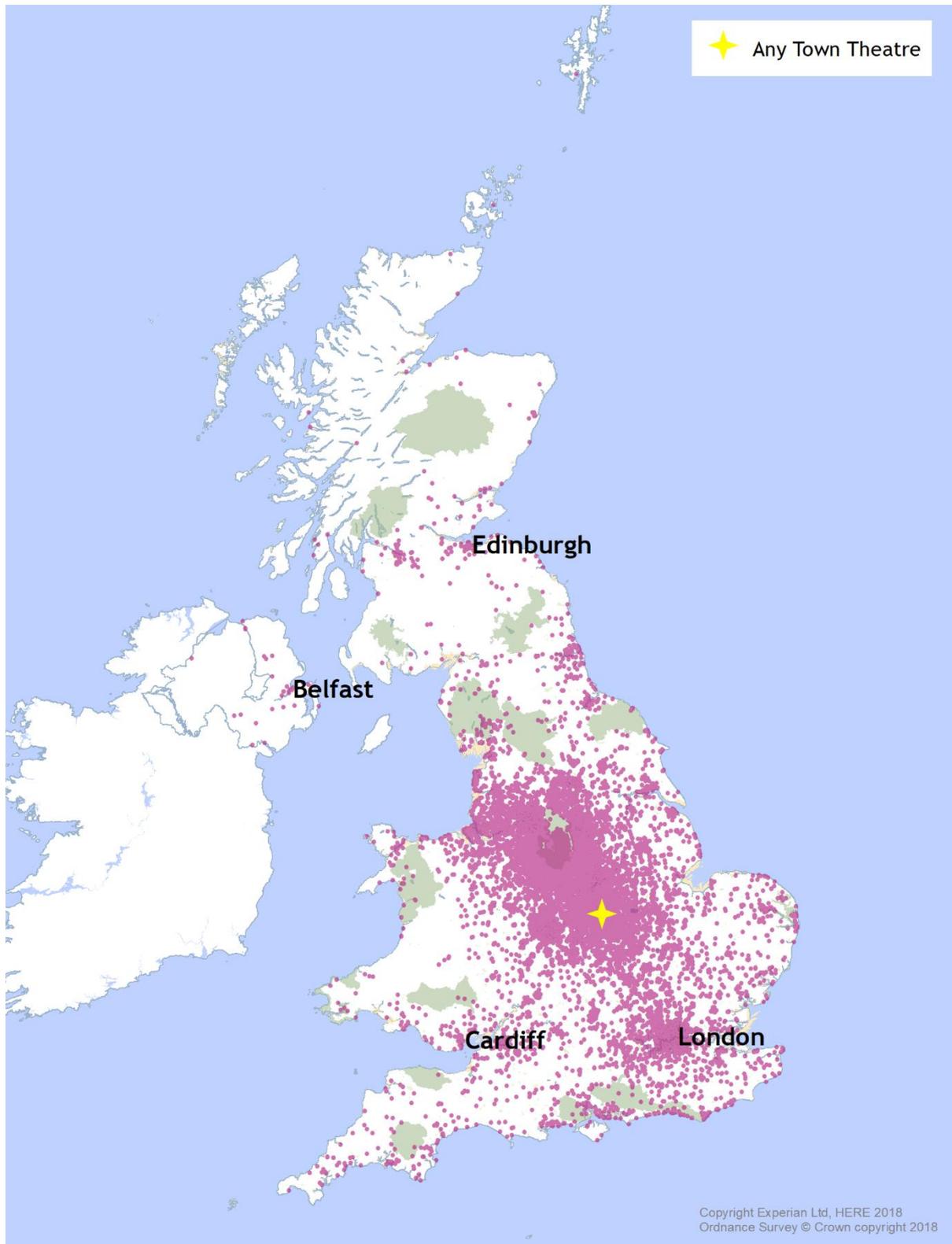
Audience within fixed distances

It's sometimes easier to approach things from the opposite angle and measure how much of your audience live within pre-defined distances.

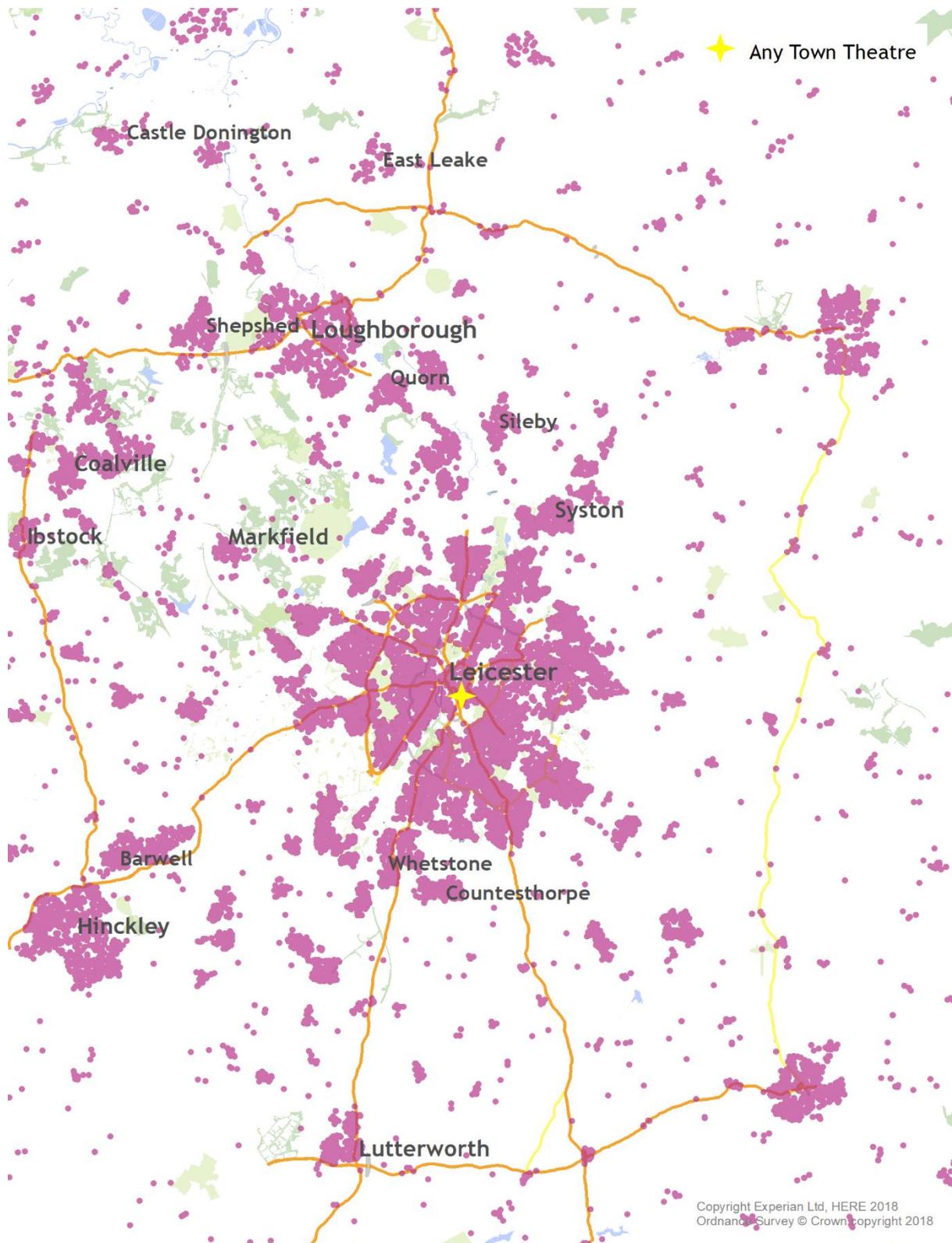
- **15%** of your audience live within a 15 minute drive of your venue, and 34% live more than an hour's drive away
- **16%** live within a five mile drive of your venue, and 8% live more than a 50 mile drive away
- **21%** live within five miles of your venue as the crow flies, and 2% live more than 50 miles away

Data map

This map shows all postcodes which have been used in the distance analysis.



All customers, East Midlands zoom

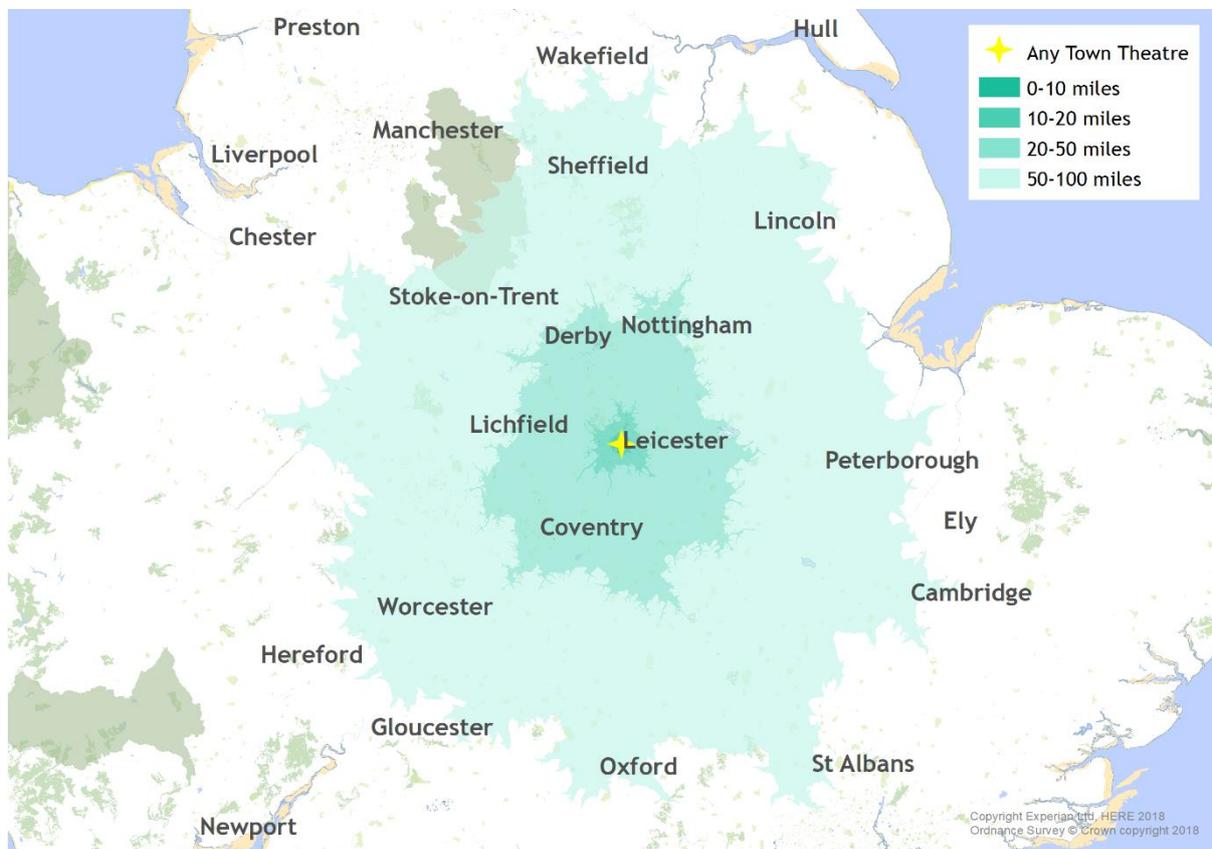


Drive distance

Analysis by fixed bands

This analysis describes how many customers live within pre-determined distance bands from your venue. The cumulative columns show how many customers live within the highest distance of this category - for example, all those who live within a 29 mile drive.

Drive distance	Customers		Cumulative count	%
	Count	%		
0-4 miles	12,658	16%	12,658	16%
5-9 miles	10,179	13%	22,837	29%
10-14 miles	7,012	9%	29,849	38%
15-19 miles	4,431	6%	34,280	43%
20-29 miles	4,604	6%	38,884	49%
30-49 miles	7,104	9%	45,988	58%
50-99 miles	26,492	33%	72,480	92%
100 miles or more	6,659	8%	79,139	100%
Total	79,139	100%	79,139	100%

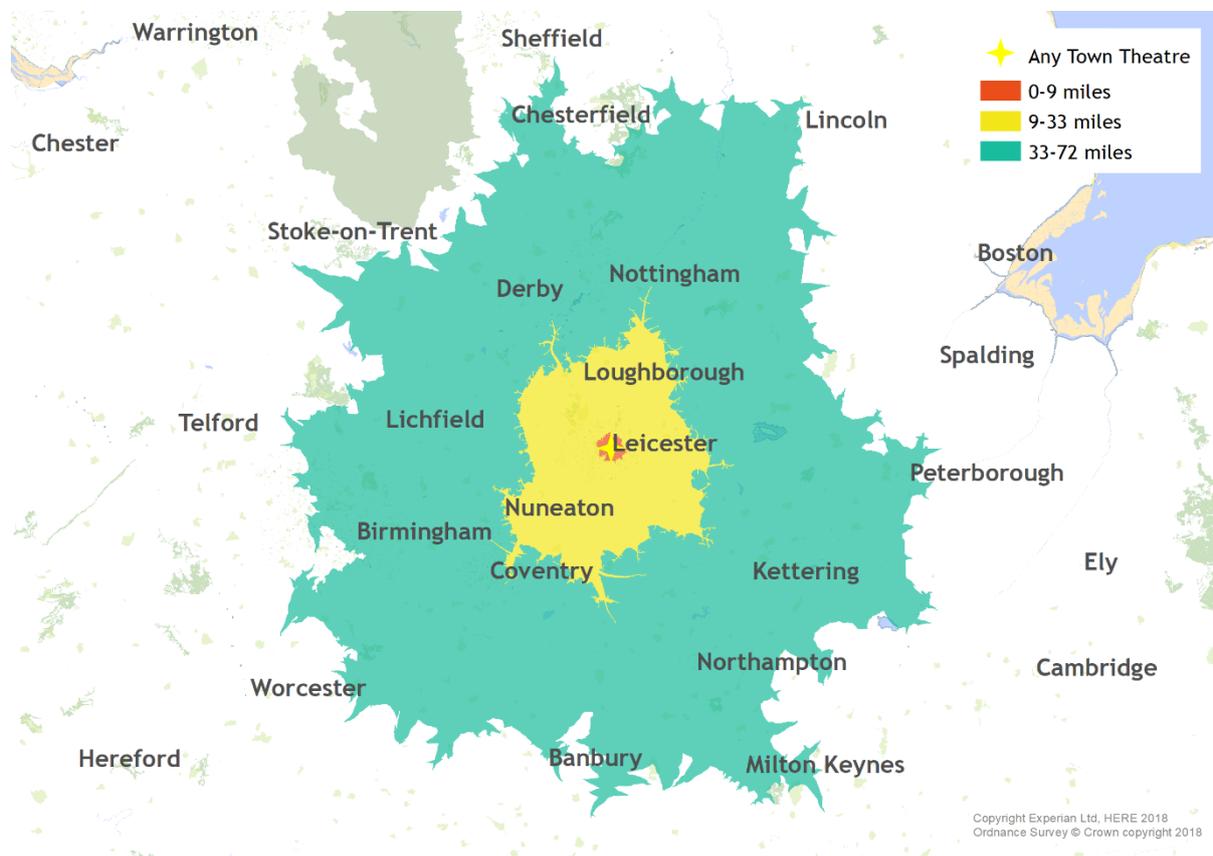


Analysis by customer quartile

This analysis groups your customers based on their drive distance from your venue and calculates how many customers live within each of these groups. Each group accounts for 25% of your customers.

Customers Quartile (%)	Count	Cumulative count	Live within... Drive distance
1 (0-24%)	19,785	19,785	0 - 9 miles
2 (25-49%)	19,785	39,570	9 - 33 miles
3 (50-74%)	19,784	59,354	33 - 72 miles
4 (75-100%)	19,785	79,139	72 - 304 miles

Drive distance by customer quartile



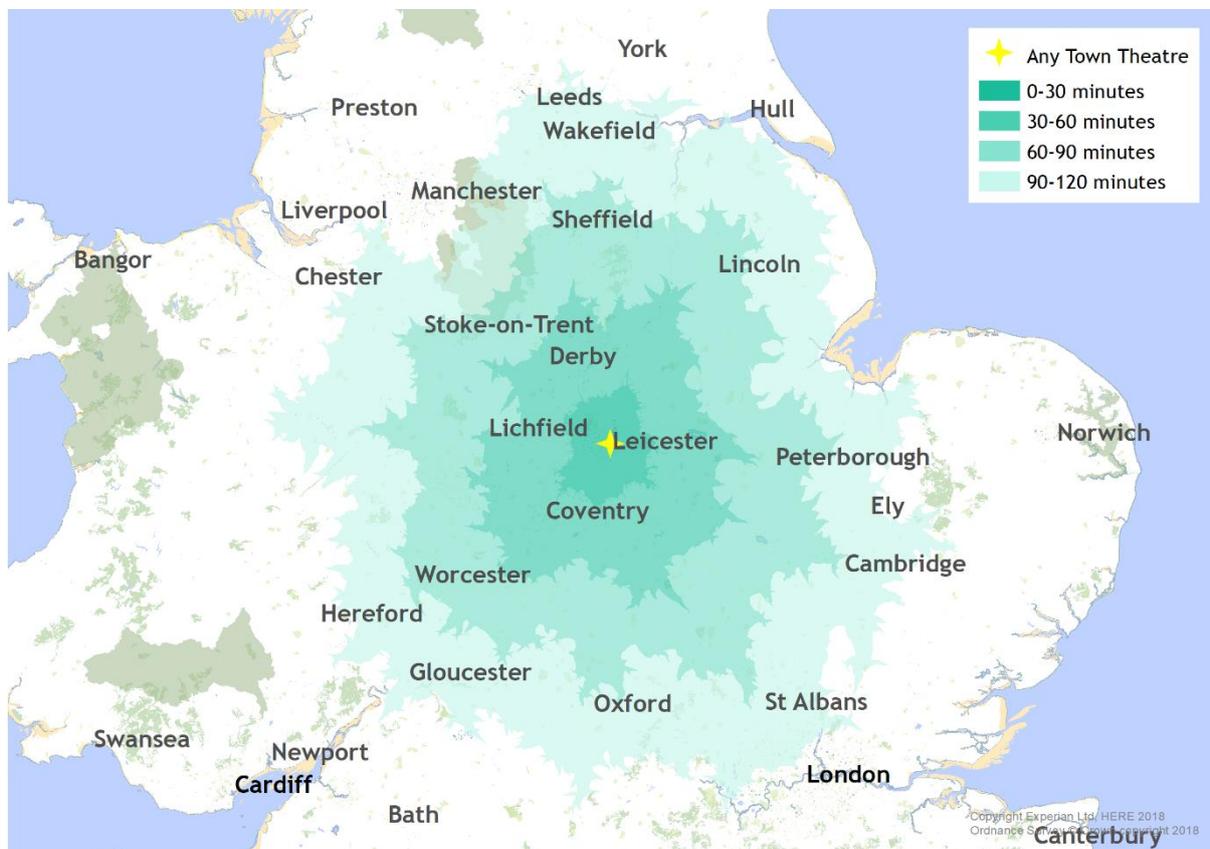
Base: 79,213 valid UK postcodes

Drive time

Analysis by fixed bands

This analysis describes how many customers live within certain drive times of your venue. The cumulative columns show how many customers live up to the highest drivetime of this category from your venue - for example, all those who live within an hour's drive.

Drive time	Customers		Cumulative count	%
	Count	%		
Less than 15 minutes	11,525	15%	11,525	15%
0:15-0:29	19,105	24%	30,630	39%
0:30-0:44	7,641	10%	38,271	48%
0:45-0:59	5,161	7%	43,432	55%
1:00-1:29	8,927	11%	52,359	66%
1:30-1:59	13,864	18%	66,223	84%
2 hours or more	12,916	16%	79,139	100%
Total	79,139	100%	79,139	100%

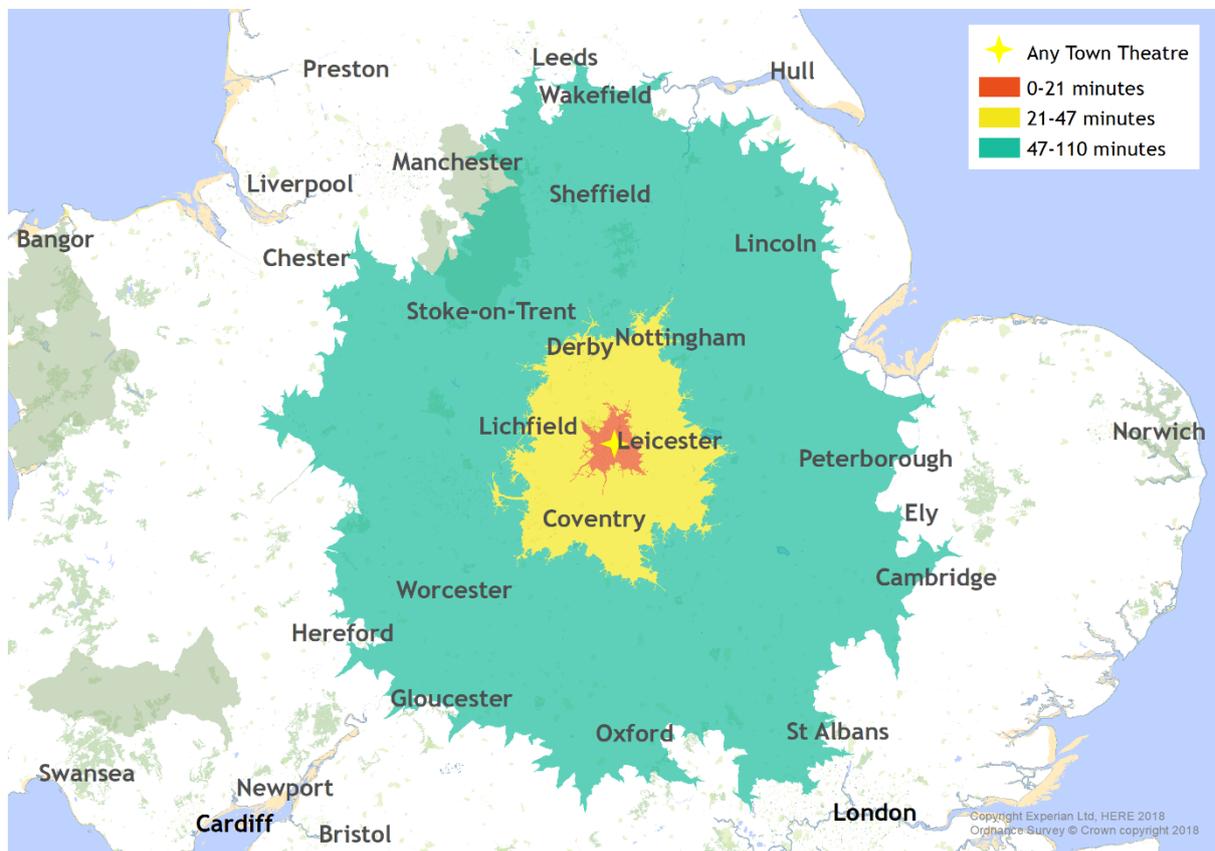


Analysis by customer quartile

This analysis groups your customers based on their drive distance from your venue and calculates how many customers live within each of these groups. Each group accounts for 25% of your customers.

Customers Quartile (%)	Count	Cumulative	Live within... Drive time
1 (0-24%)	19,785	19,785	0 - 21 minutes
2 (25-49%)	19,785	39,570	21 - 47 minutes
3 (50-74%)	19,784	59,354	47 - 110 minutes
4 (75-100%)	19,785	79,139	110 - 349 minutes

Drive time by customer quartile



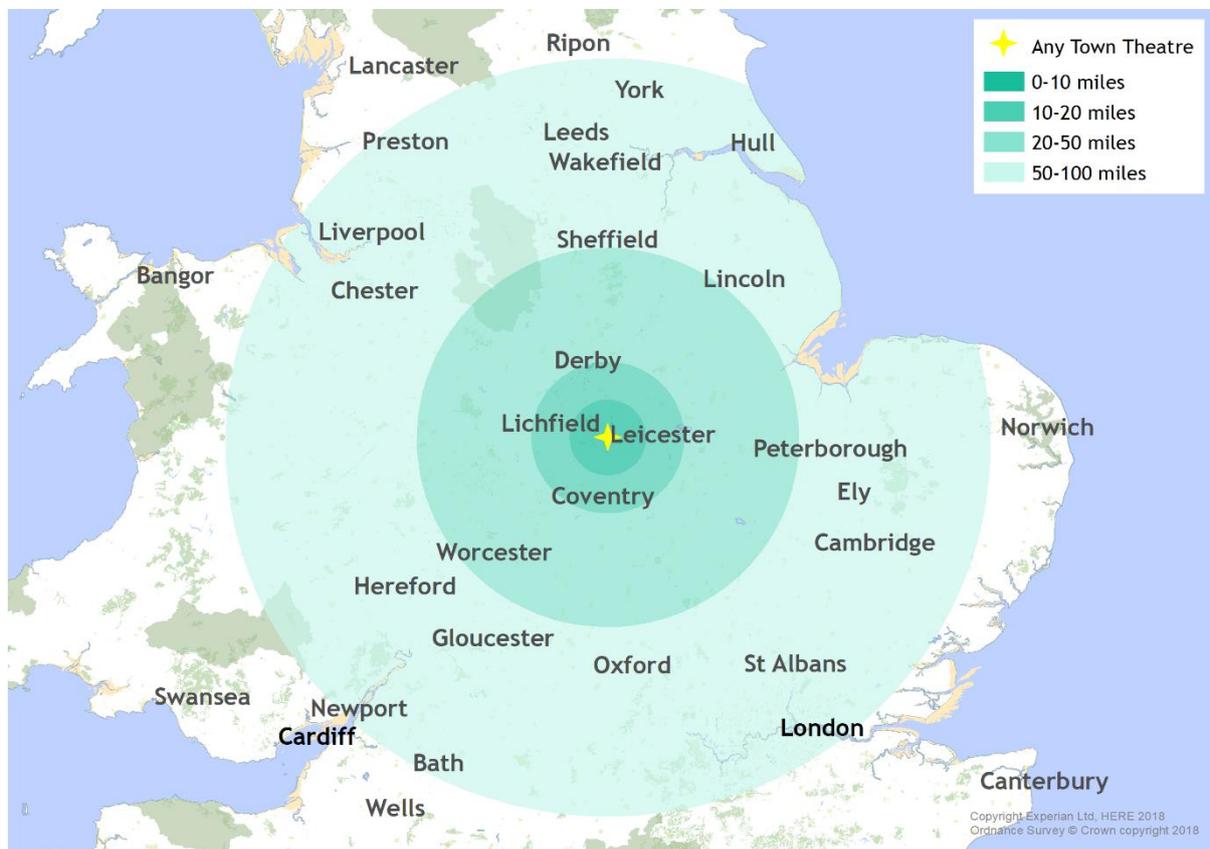
Base: 79,213 valid UK postcodes

Straight-line distance

Analysis by fixed bands

This analysis describes how many customers live within certain distance bands from your venue. The cumulative columns show how many customers live up to the highest distance of this category from your venue - for example all those who live within 20 miles.

Distance	Customers		Cumulative count	%
	Count	%		
0-4 miles	17,015	21%	17,015	21%
5-9 miles	9,358	12%	26,373	33%
10-14 miles	7,516	9%	33,889	43%
15-19 miles	3,031	4%	36,920	47%
20-29 miles	5,862	7%	42,782	54%
30-49 miles	9,674	12%	52,456	66%
50-99 miles	24,980	32%	77,436	98%
100 miles or more	1,777	2%	79,213	100%
Total	79,213	100%	79,213	100%

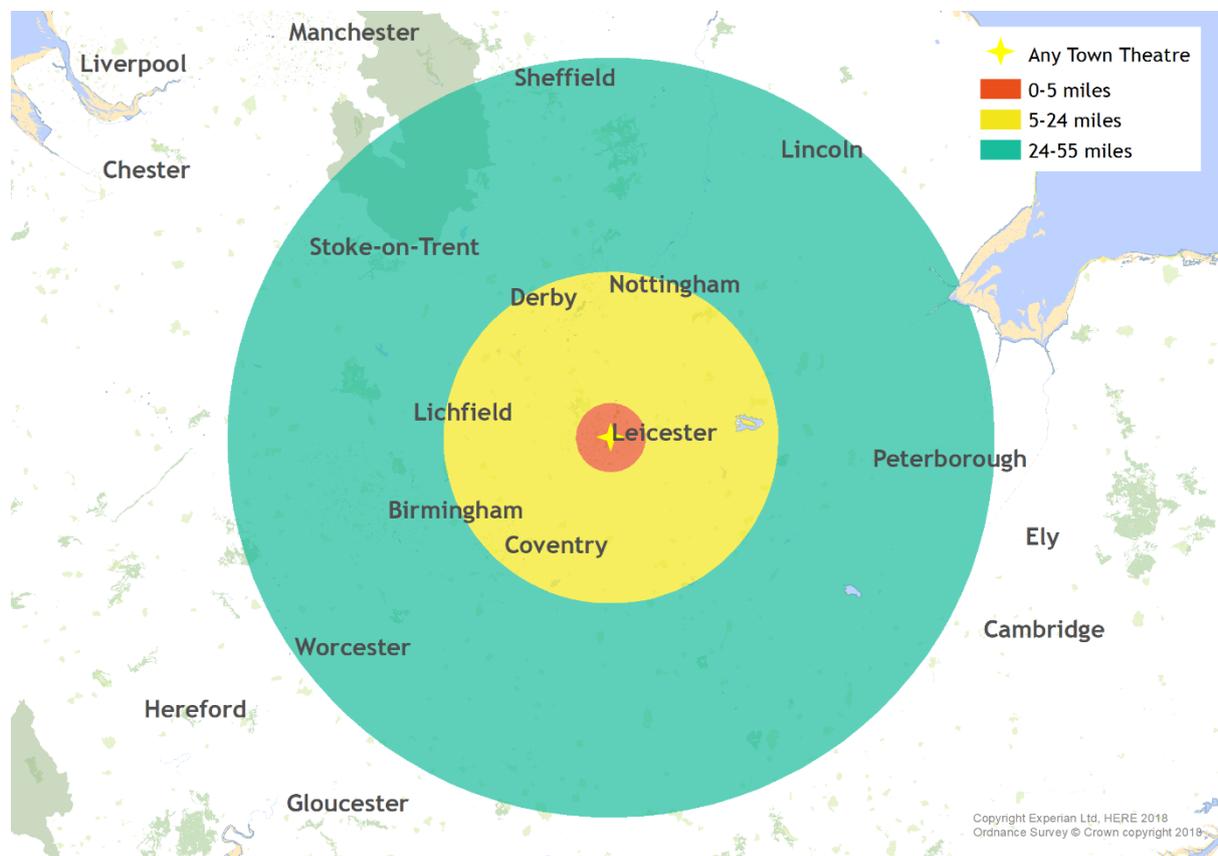


Analysis by customer quartile

This analysis groups your customers based on their drive distance from your venue and calculates how many customers live within each of these groups. Each group accounts for 25% of your customers.

Customers Quartile (%)	Count	Cumulative count	Live within... Distance
1 (0-24%)	19,803	19,803	0 - 5 miles
2 (25-49%)	19,804	39,607	5 - 24 miles
3 (50-74%)	19,803	59,410	24 - 55 miles
4 (75-100%)	19,803	79,213	55 - 524 miles

Straight line distance by customer quartile



Base: 79,213 valid UK postcodes

Contacts

London Office

2nd Floor, Rich Mix
35-47 Bethnal Green Road
London E1 6LA
T 020 7407 4625

Manchester Office

Green Fish Resource Centre
46-50 Oldham Street
Northern Quarter
Manchester M4 1LE
T 0161 234 2955

hello@theaudienceagency.org

www.theaudienceagency.org

Registered in England & Wales 8117915
Registered Charity No. 1149979