

Performing Arts - UK - October 2010

Report Price: £1500 / \$2310 / €1793



What is this report about?

Revenues for the performing arts industry have continued to grow, despite concerns that the recession and subsequent weak economic conditions would dampen demand. In fact, if anything demand has strengthened, reflecting a desire on the part of consumers to 'get away from it all' every now and then. The industry was waiting with bated breath for the results of the new government's Comprehensive Spending Review (CSR), which were finally revealed in mid-October 2010. The news was not good, on several fronts.

This report assesses the current status of the performing arts industry and considers how the fallout from the CSR and other factors will influence its development in the coming years. It updates one of the same title from November 2008.

What have we found out?

- The past two years have seen the performing arts industry record a strong performance, boosted by the trend towards escapism and stronger domestic and inbound tourism. In 2010, the market is expected to be worth just over £2 billion, an increase of 21% compared to 2005.
- Funding is set to become a major issue for the arts, with the budget of the Arts Council for England having been cut by 29.6% in real terms over the next five years as a result of the government's Comprehensive Spending Review.
- Just over two in five adults (42%) claim to have visited some form of performing arts in the past year. The most popular genre is musicals (visited by nearly a quarter), followed by plays (nearly a fifth) and pantomimes (just over one in ten).
- The typical performing arts visitor is female, high-earning and from the 45-54 year-old age range. The characteristics of visitors to each genre differs slightly, with the profile for pantomime visitors being slightly younger (due to having young children of pantomime age) and the audience for ballet and opera tending to be older than average.
- Around three-quarters of performing arts visitors buy drinks at the venue, compared to just over half who buy programmes and/or merchandise and just under half who buy food. The majority of people spend a relatively modest amount, under £10 on average.
- The population can be divided into three target groups – the Culture Vultures, Show People and No-Gos. Culture Vultures and Show People share similar characteristics in that they are most likely to be female and from high-earning households. No-Gos tend to be men and those from the youngest and oldest age groups and people from lower-earning households.

Your business guide towards growth and profitability

Mintel Oxygen is your one-stop shop for market and consumer analysis. It is designed to help you stay on top of market sizes, shares and forecasts, consumer trends, brand profiles and product innovation.

Use Mintel Oxygen to:

- Access fresh market intelligence every day
- Drive your business forward based on consumer trends
- Support your decision-making
- Benchmark competitive activity
- Stand out in new business pitches

If you have any questions or require further information, send an email to oxygen@mintel.com or call one of our regional offices:

EMEA: +44 (0)20 7778 7151
Americas: +1 (312) 932 0600
APAC: +61 (0)2 8284 8100