

Annex 1

Additional facts and information about those attending ticketed events at the Apex

Apex Audience profile

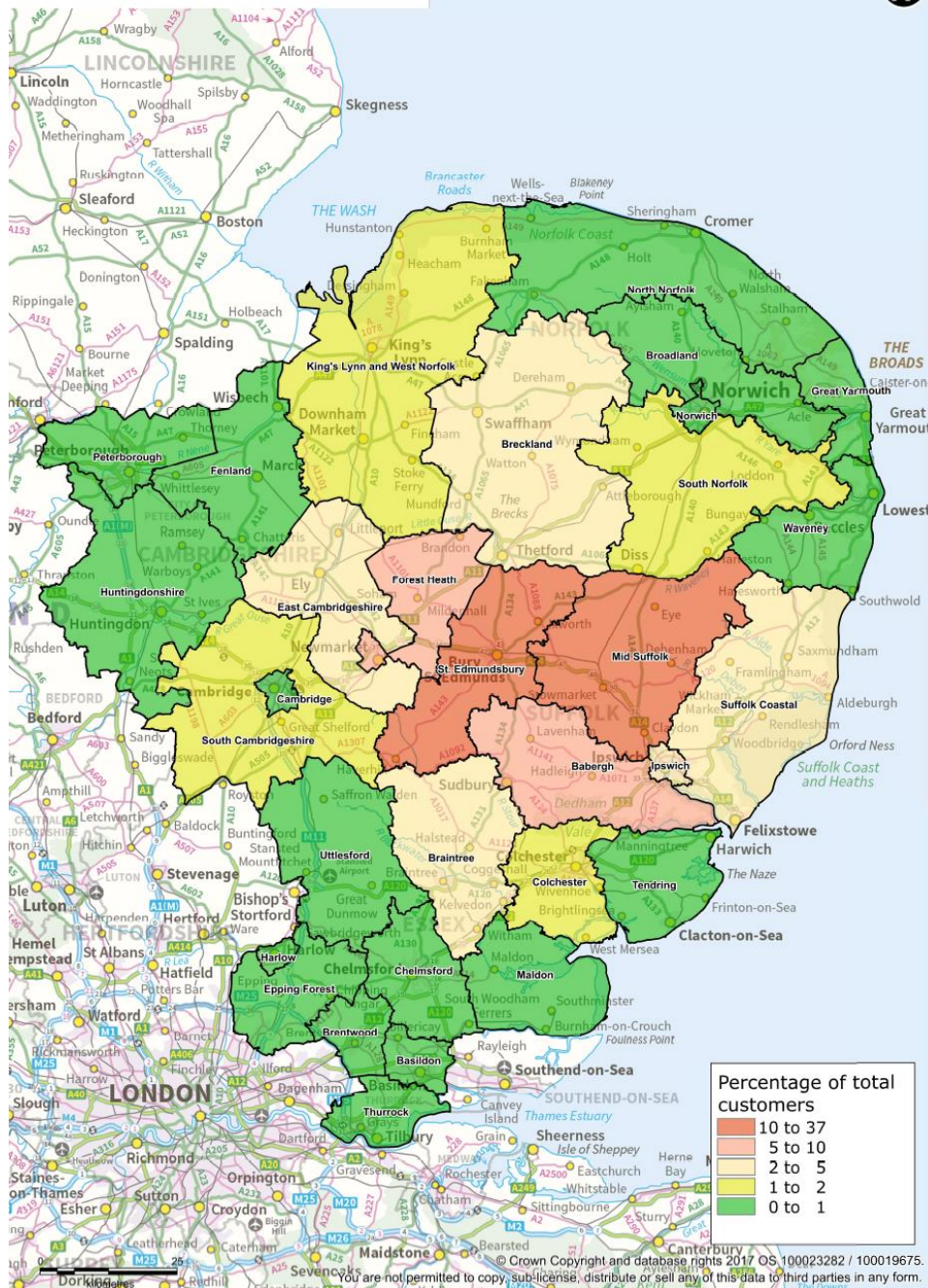
Audience survey – age band of customer

The Apex data set does not contain information on the ages of the customers, therefore we can use the Audience Survey data with a 95% confidence level

	ALL	
ages	no	%
<29	19	2%
29-49	188	18%
50-64	560	52%
65-74	258	24%
75-79	18	2%
80+	9	1%
Prefer not to say	16	1%
	1068	100%

Over 80% of customers are aged 50+ with nearly a quarter of customers buying tickets aged between 65 and 74 years

Apex Customer Distribution 2015



**Comparison between the Apex data results
with St Edmundsbury Retail Study report**

Apex data	West Suffolk Household survey for Carter Jonas - 2016
<ul style="list-style-type: none"> • Suffolk 12833 unique customers bought tickets to the Apex from 320,121 households in Suffolk = 4% • St Edmundsbury 6336 unique customers bought tickets to the Apex from 47,249 households in St Edmundsbury = 13.4% 	<ul style="list-style-type: none"> • Across all zones, 39.7% of people surveyed stated that they, or members of their household, go to the theatre/concert/live music. Of these, 11.8% go to the Apex = 4.68% of households visiting the Apex • Of the people surveyed in zone 1 – Bury St Edmunds, 62.7% stated that they, or members of their household, go to the theatre/concert/live music. Of these, 21.7% go to the Apex = 13.6% of households visiting the Apex