

Performance analysis report 2010 - 2017

Overview: Over the course of the last 7 years, performance numbers have improved substantially with an early peak in 2012 owing to degree show appearances. This was unfortunately followed by a deep slump in 2013. Although growth in the following years in number of appearances has been rather slow, the audience numbers have increased substantially, reaching a high in 2016 with more than 260 contacts counted. This is owed to 1. a public appearance in London's most populated tourist spots, Speaker's Corner in Hyde Park and 2. to an increased number of online appearances as a consequence of an unexpected separation of two parties followed by a series of resignations.

In 2017 these numbers could not be reached again but the forecasts for 2018 are promising.

Year	Number of appearances	Increase compared to previous year	Audience reached in number	Increase compared to previous year
2010	2	/	35	/
2011	1	-50%	20	-33%
2012	12	1200%	70	350%
2013	2	-83%	30	-57%
2014	3	50%	100	233%
2015	5	66%	50	-50%
2016	14	180%	250	500%
2017	8	-43%	100	-60%

