

Wonderland Tour: audience numbers

Estimated totals*

Visitors/sightings	
Belfast	3022
Sheffield	1,964,311
London College of Fashion	430,612
Estimated total of all Wonderland exhibition visits and sightings	2,397,945
Press, Media and Online	
Approx total viewer/reader/listeners Sheffield	2,852,333
London	4,070,838
Estimated total press reach	6,923,171
Grand estimated total of Wonderland Audience (inc other output)	10,657,116

*please refer to notes on each page for source of figures