

 the audience agency

Creative People and Places
Profiling and Mapping
2014-2016 National Report

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&

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March 2017

Contents

Executive summary	2
About this report	4
Notes on the data	4
Geo-demographic profiling	6
How to read the tables	6
Mapping and location analysis	7
Overall Findings	8
Audience Spectrum profile	8
Mosaic profile	9
Social grade	10
Geographic spread of visitors	10
Profiling	11
Audience Spectrum	11
Mosaic Group profile	13
Mosaic types	15
Social grade analysis	17
Social grade	17
Geographic distribution	19
Proportion of participants resident within project places	19
Distance analysis	21
Top postal sectors	23
Mapping	25
All CPP project places	25
Participants by postal sector	26
Household penetration by postal sector	30
Previous analysis by event type	34
Background	34
Summary of key findings	35
Appendices	37
i. Audience Spectrum segment descriptions	37
ii. Mosaic group and type descriptions	40

Executive summary

In its first three years, the Creative People and Places (CPP) programme attracted 1.3 million participants. Based on over 98,000 postcodes from 20 of the 21 Places, this report describes the characteristics of participants - their geo-demographic profile, social grade, and where they lived.

Audience Spectrum profile

Across the CPP programme, **91% of participants belonged to one of the medium or lower engaged Audience Spectrum segments**, compared with 77% of the English population. This over-representation was largely down to strong over-representation of the lower engaged segments, which accounted for 48% of participants and 36% of the population.

The three most prominent Audience Spectrums segments were **Trips and Treats, Facebook Families and Dormitory Dependables**, with 55% of all participants belonging to one of these three groups.

The most underrepresented segment amongst CPP participants was Metroculturals, a high engagement segment. Although Metroculturals account for 4% of England's population, only 1% of all CPP national participants belonged to this segment.

Mosaic profile

The three most prominent Mosaic groups amongst CPP participants were **Aspiring Homemakers, Family Basics and Transient Renters**; 34% of all participants belonged to one of these three groups.

The most under-represented groups were City Prosperity, Prestige Positions, groups which tend to be wealthier and more urban.

Looking in slightly more detail by segmenting participants into Mosaic types, the five most prominent were **Affordable Fringe, Renting a Room, Low Income Workers, Families with Needs and Make Do and Move On**. Over a fifth of all participants fell into one of these five types, and all were found in much larger proportions amongst CPP participants than in the wider population.

Social grade

Modelling based on Mosaic types suggests that across all CPP projects approximately **53% of participants belonged to the C2, D or E social grade**. This is higher than is seen across England, where 47% fall of households into the C2, D or E social grade.

Those in social grade D were most strongly over-represented amongst CPP participants, and those in group A the most under-represented.

Location

Although participants were found right across the UK, they came predominantly from those areas where CPP projects were taking place: **around three quarters lived in the project area of the event they attended.**

Although the 'average' Place saw 72% of its participants come from the project area, there was a relatively large range found amongst the places. Nine out of ten participants in the most 'local' project lived within that project's area, whereas

the least 'local' project attracted just over half from elsewhere.

The local nature of participants is also seen when analysing drive times: half of participants lived within 10 minutes (or a 3 mile drive time) of the event they attended. On average, a participant lived a 22 minute drive from the event(s) they attended, or 10 miles as the crow flies.

*Daniel Cowley, Research Manager
March 2017*

About this report

This report describes who the Creative People and Places programme reached in its first three years - 2014, 2015 and 2016.

The analysis in this report is based on postcodes provided by 20 (of the total 21) Creative People and Places projects, for all events that took place between January 2014 and December 2016. Postcodes were collected from project participants, i.e. people who took part in project activities or attended project events.

Reports are also available for each year individually, and a report investigating the participant profile for different types of events is also available, based on data collected at events in 2015. A summary of the key findings of this research is included from page 34 of this report.

The analysis has been carried out by the Research Team at The Audience Agency. For more information on this report please contact research@theaudienceagency.org.

A spreadsheet containing the full analysis tables is available alongside this report - please contact info@creativepeopleplaces.org.uk.

Notes on the data

A total sample of 98,527 UK postcodes were provided across 20 projects. Of these, 94,830 postcodes were matched to an Audience Spectrum segment and 95,273 were matched to a Mosaic group and type.

In this report, **‘National participant profile’** refers to all CPP project participants from 2014 to 2016, where the audience size of each CPP project is taken into account and the results weighted accordingly (i.e. projects which had more participants are more prominent in the profiles, regardless of the number of postcodes provided). All data is weighted according to the audience size reported by each project manager (up to end of December 2016), which totalled 1,342,473 participants across the 20 projects for which data was provided.

For comparison, an **‘Average Place participants profile’** is also given, which refers to the average profile seen across all CPP projects, for those places that provided participant postcodes. This provides a ‘flattened’ version of the profile, where all Places are given equal weighting, regardless of their total audience size, and therefore **describes what the ‘average’ CPP project looked like** from 2014 to 2016.

A full breakdown of audience size and number of valid UK postcodes by CPP project follows:

Project name	Project area	Total audience size 2014-16	Total postcodes, 2014-16
Appetite	Stoke-on-Trent	337,407	17,830
bait	South East Northumberland	120,123	5,486
Creative Barking & Dagenham	Barking and Dagenham	38,140	4,056
Creative Black Country	Black Country	25,727	641
Creative Scene	North Kirklees	75,874	1,506
East Durham Creates	East Durham	28,634	4,110
First Art	Derbyshire	74,846	4,363
Heart of Glass	St Helen's	121,074	22,773
HOME	Slough	3,688	170
Hounslow Creative People & Places	Hounslow	111,650	793
Ideas Test	Swale and Medway	27,383	2,924
LeftCoast	Blackpool and Wyre	84,743	3,370
Corby	Made in Corby	25,231	5,926
Market Place	Fenland and Forest Heath	35,210	1,321
Peterborough Presents...	Peterborough	17,860	1,375
Revoluton Arts	Luton	5,727	538
Right Up Our Street	Doncaster	90,203	10,556
Super Slow Way	Pennine Lancashire	8,592	2,297
The Culture Spring	South Tyneside and North Sunderland	31,756	4,178
Transported	Boston and South Holland	78,605	4,314
<i>All Places combined</i>		<i>1,342,473</i>	<i>98,527</i>
<i>Place Average</i>		<i>67,124</i>	<i>4,926</i>

Geo-demographic profiling

Geo-demographic profiling classifies people into different ‘types’ depending on where they live, and can be used to understand the lifestyles, preferences and motivations of a group of attenders.

Audience Spectrum is a population profiling tool which describes attendance, participation and engagement with the arts, museums and heritage, as well as behaviours, attitudes and preferences towards such organisations. It is specifically designed to meet the needs of small and large scale, ticketed and non-ticketed organisations from across the cultural sector.

Audience Spectrum assigns one of ten segments to each UK household, based on likely engagement with and preferences towards arts, museums and heritage. These segments are also grouped into three engagement levels - High, Medium and Lower engagement - which summarise broadly their propensity to engage in the arts and culture. To find out more and to view the pen portraits for each segment visit:

www.theaudienceagency.org/audience-spectrum

Mosaic combines a wide range of information from over 400 sources to create a summary of the likely characteristics of each UK household. Households are assigned to a ‘group’, of which there are 15 in Mosaic, which describes their likely socio-economic and cultural behaviour. Each group is then broken down into a total of 66 ‘types’ so that each household has a further, more detailed categorisation.

Mosaic is used across a number of business sectors and is also an effective tool when applied to the arts. It is particularly useful for:

- Understanding your audiences beyond their engagement with culture
- Identifying hot-spots and understanding cold-spots
- Targeting to postcode and household level
- Selecting promotional/advertising media and marketing messages

How to read the tables

The profiling tables in this report show the size of each segment, group or type within the participant profile and compares this to the size of that segment, group or type within the base population (in this case, all households in England). Percentages are provided to show the proportion that each segment, group or type makes up of the total.

The index figures show whether each is over- or under-represented in the participant profile compared to the base population. An index of 100 occurs where the proportion of a group in the sample exactly matches the size of that group within the base population.

An index over 100 indicates this group is over-represented in the participant profile compared to the population of the base area. Indexes of 120 or over are highlighted, with the index being coloured **red**. An index of less than 100 indicates this group is under-represented in the participant profile compared to the population. Indexes of 80 or under are highlighted with the index being coloured **blue**.

Mapping and location analysis

The maps in this report show the distribution of the national CPP audience. It should be noted that the maps are created from the postcode given at the time of attending (most likely a home postcode) and not necessarily where the person has travelled from that day (for example, they may have commuted from a location closer to the event).

Count maps show which postcode sectors contain the highest and lowest numbers of participants. All postcode sectors which contain at least one participant from any of the CPP projects are ranked (from highest to lowest) according to the total number of participants found within each postal sector, and are grouped into bands. Each band breaks down the number of participants into set bands.

Penetration maps show which postcode sectors contain the highest and lowest proportions of participants as a percentage of the overall number of households in that postal sector. Those with the highest proportions (i.e. the highest penetration) are shaded darkest, and those with the lowest are shaded lightest. Any areas shown in white contain no participants.

A summary of the top ten postcodes in terms of counts and penetration can be found from page 21. The full data that sits behind these maps can be found in the accompanying spreadsheet.

Finally, postcodes have been analysed to describe the percentage of participants from within and without each project area, and the average drive time/distance between participants' home and the events they attended.

Overall Findings

Audience Spectrum profile

Across all CPP project activity between January 2014 and December 2016, 48% of participants belonged to one of the lower engaged Audience Spectrum segments, 42% one of the medium engaged segments and 9% one of the higher engaged segments. This compares to 36% lower, 41% medium and 23% higher in the England population. Amongst CPP participants, **14% more were from lower and medium engaged segments** than are present in the English population as a whole.

The three most prominent Audience Spectrums segments across the CPP participants were Trips and Treats, Facebook Families and Dormitory Dependables. 55% of all participants belong to one of these three groups.

- **Trips & Treats:** Suburban households, often with children, whose cultural activities usually are part of a day out or treat (*Medium engagement*)
- **Facebook Families:** Harder pressed suburban and semi-urban households for whom arts and culture plays a small role (*Lower engagement*)
- **Dormitory Dependables:** Regular but not frequent cultural attenders living in city suburbs and small towns (*Medium engagement*)

Both Trips & Treats and Facebook Families were over-represented when compared to England, each accounting for 21% of CPP participants compared with 15% and 10% of England's population respectively. This means the Facebook Families group, a lower engagement segment, was both prominent and strongly over-represented amongst CPP participants. Dormitory Dependables, on the other hand, was slightly underrepresented: whilst being a fairly prominent segment amongst participants (13%) a larger proportion is found in the population as a whole (15%).

Whilst less prominent amongst participants, Up Our Street and Kaleidoscope Creativity, two other lower engaged groups, were also over-represented when compared to England. Heydays, the last of the lower-engaged segments, was slightly smaller in the participant profile (5%) than in England as a whole (7%).

The most underrepresented segment amongst CPP participants was Metroculturals, a high engagement segment. This segment accounted for 1% of all CPP national participants, but makes up 4% of England's population.

Mosaic profile

Mosaic groups

The three most prominent Mosaic groups amongst CPP participants were **Aspiring Homemakers**, **Family Basics** and **Transient Renters**. 34% of all participants belonged to one of these three groups.

- **Aspiring Homemakers:** Younger households settling down in housing priced within their means.
- **Family Basics:** Families with limited resources who have to budget to make ends meet.
- **Transient Renters:** Single people privately renting low cost homes for the short term.

As well as being the most prominent in terms of size, these three Mosaic groups were also all over-represented amongst participants when compared to England as a whole. Whilst not as prominent, the those of the Mosaic group Modest Traditions was notably over-represented, accounting for 7% of CPP participants and 5% of households in England.

The most under-represented groups amongst participants were City Prosperity, Prestige Positions, Country Living and Rental Hubs, collectively representing 25% of England households, but only accounting for 11% of CPP participants.

Mosaic types

The ten most prominent Mosaic types amongst CPP were Affordable Fringe, Renting a Room, Low Income Workers, Families with Needs, Make Do and Move On, Childcare Squeeze, Seasoned Survivors, Modern Parents, Bungalow Haven and Classic Grandparents.

Altogether, 36% of participants fell into one of these ten types, with the top five types alone accounting for over a fifth of all participants.

- **Affordable Fringe:** Settled families with children owning modest, 3-bed semis in areas where there's more house for less money (*in the Aspiring Homemakers group*)
- **Renting a Room:** Transient renters of low cost accommodation often within subdivided older properties (*in the Transient Renters group*)
- **Low Income Workers:** Older social renters settled in low value homes in communities where employment is harder to find (*in the Municipal Challenge group*)
- **Families with Needs:** Families with many children living in areas of high deprivation and who need support (*in the Family Basics group*)

- **Make Do and Move On:** Yet to settle younger singles and couples making interim homes in low cost properties (*in the Transient Renters group*)

Nine of the top 10 Mosaic types were over-represented amongst CPP participants when compared with English households, except Bungalow Haven which was very slightly under-represented.

Social grade

Modelling based on Mosaic types suggests that across all CPP projects approximately **53% of participants belonged to the C2, D or E social grade**. This is 7% higher than is seen across all households in England, where 47% fall into the C2, D or E social grade.

Those in social grade D were most strongly over-represented, accounting for 18% of participants compared with 16% of households in England, and those in social grade A the most under-represented, accounting for 3% of participants and 4% of households.

Geographic spread of visitors

Although participants were found right across the UK, they came predominantly from those areas where CPP projects were taking place, with 72% of participants living in the project area of the event(s) they attended. Although the 'average' place saw 73% of its participants come from the project area area, there was a relatively large range found amongst the places, with the most 'local' seeing 93% resident in the project area, and the least 'local' attracting 53% of their participants from outside the project area.

The areas with the highest number of participants were Stoke-on-Trent, St Helens, South East Northumberland and Hounslow due to the scale of the projects in these places - each of which had over 100,000 participants across the three years.

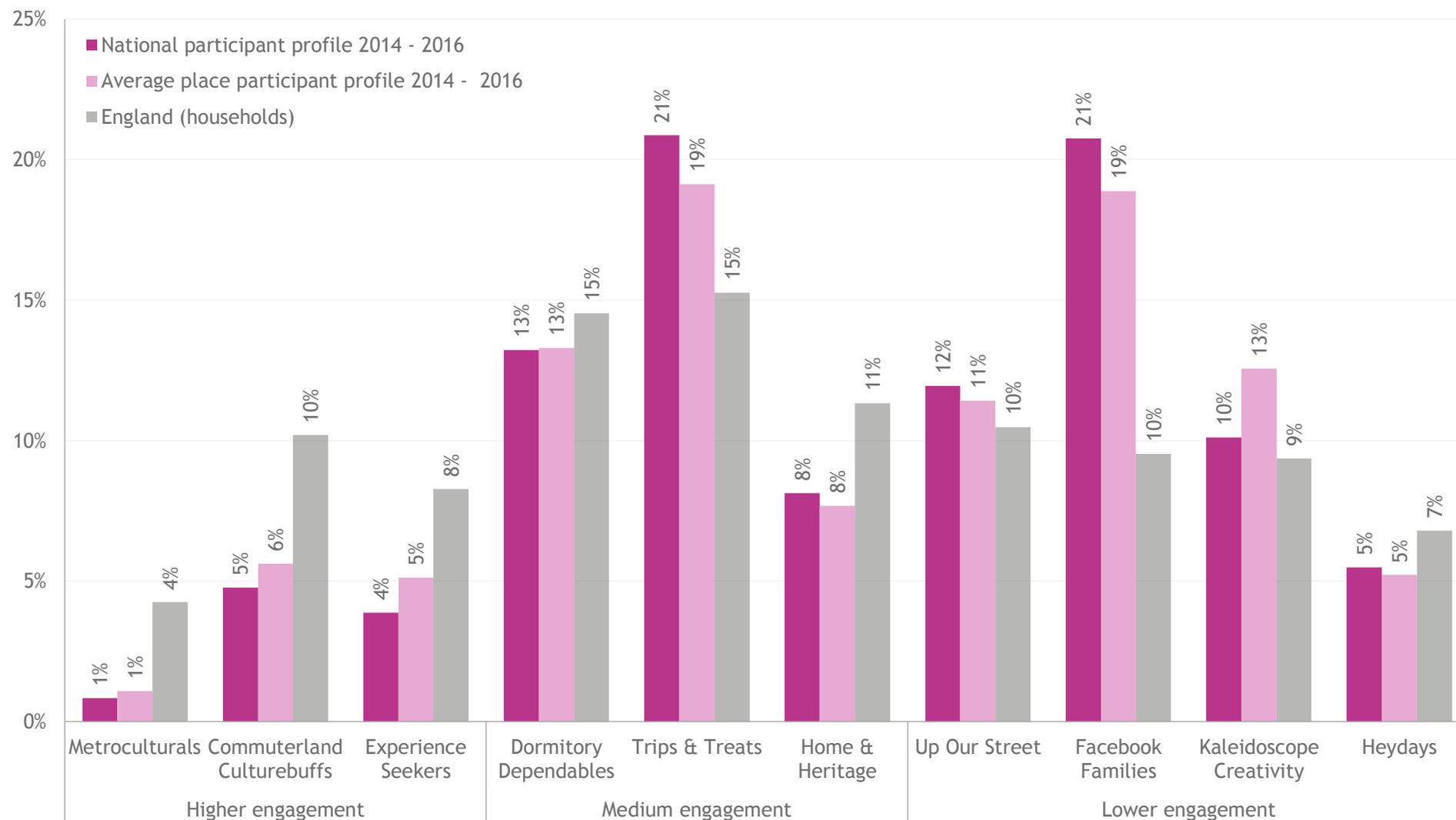
The local nature of participants is also seen when analysing drive times: half of participants lived within 10 minutes (or a 3 mile drive time) of the event they attended. On average, a participant lived a 22 minute drive from the event(s) they attended, or 10 miles as the crow files.

Profiling

Audience Spectrum

Segment name	National participant profile 2014-16	Average Place participant profile 2014-16	England (households)	Index (National Participant Profile vs. England)
Metroculturals	1%	1%	4%	20
Commuterland Culturebuffs	5%	6%	10%	47
Experience Seekers	4%	5%	8%	47
Dormitory Dependables	13%	13%	15%	91
Trips & Treats	21%	19%	15%	137
Home & Heritage	8%	8%	11%	72
Up Our Street	12%	11%	10%	114
Facebook Families	21%	19%	10%	218
Kaleidoscope Creativity	10%	13%	9%	108
Heydays	5%	5%	7%	81
<i>Base</i>	94,830	94,830	23,193,748	-

Audience Spectrum: Participants compared to England households

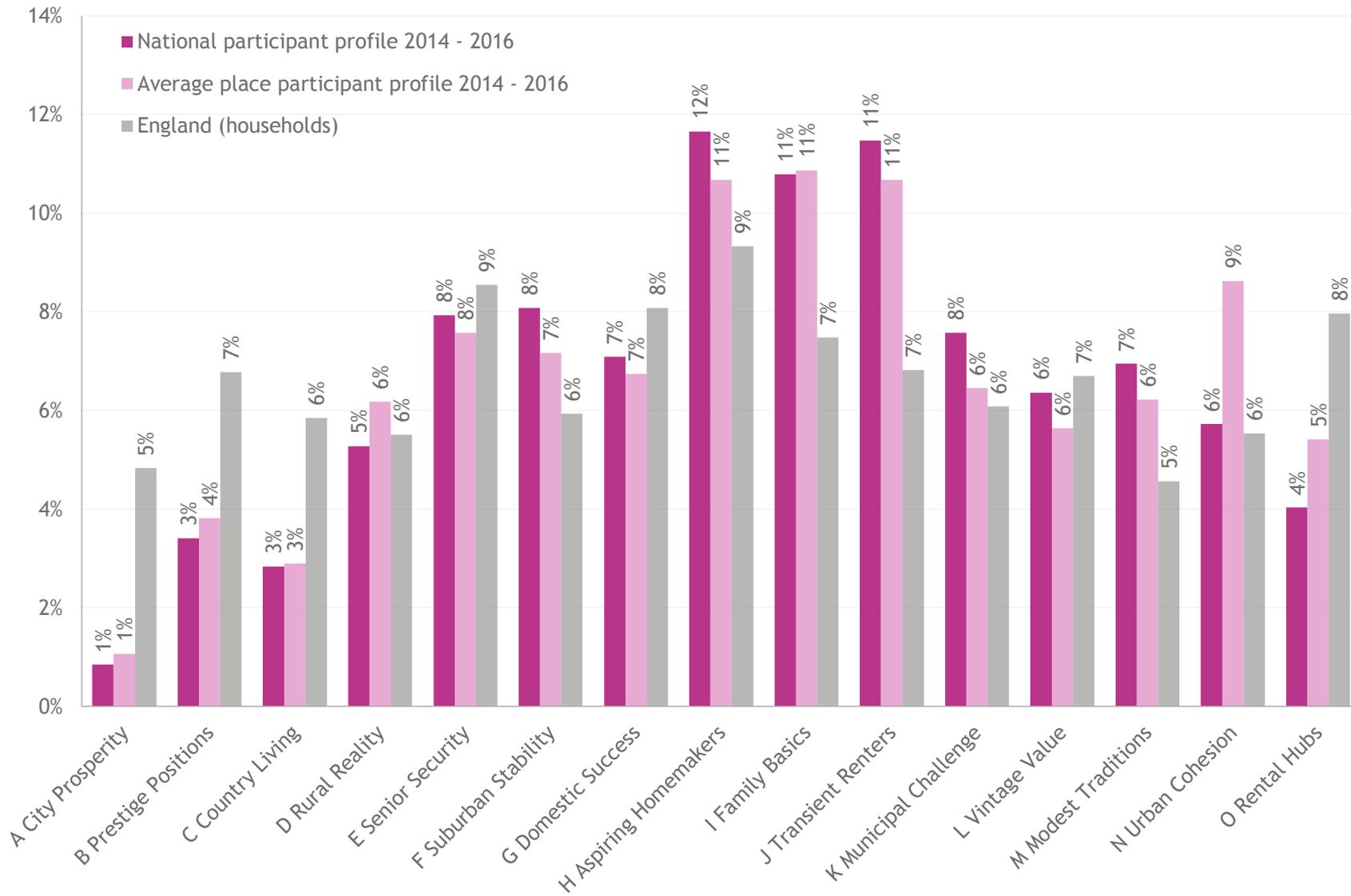


Please note: On all profiling charts the data label is rounded to the nearest percentage whereas the bars show the actual (un-rounded) value.

Mosaic Group profile

Group name	National participant profile 2014-16	Average Place participant profile 2014-16	England (households)	Index (National Participant Profile vs. England)
A City Prosperity	1%	1%	5%	17
B Prestige Positions	3%	4%	7%	50
C Country Living	3%	3%	6%	48
D Rural Reality	5%	6%	6%	96
E Senior Security	8%	8%	9%	93
F Suburban Stability	8%	7%	6%	136
G Domestic Success	7%	7%	8%	88
H Aspiring Homemakers	12%	11%	9%	125
I Family Basics	11%	11%	7%	144
J Transient Renters	11%	11%	7%	168
K Municipal Challenge	8%	6%	6%	124
L Vintage Value	6%	6%	7%	95
M Modest Traditions	7%	6%	5%	152
N Urban Cohesion	6%	9%	6%	103
O Rental Hubs	4%	5%	8%	51
<i>Base</i>	95,273	95,273	22,722,241	-

Mosaic groups: participants compared to England households

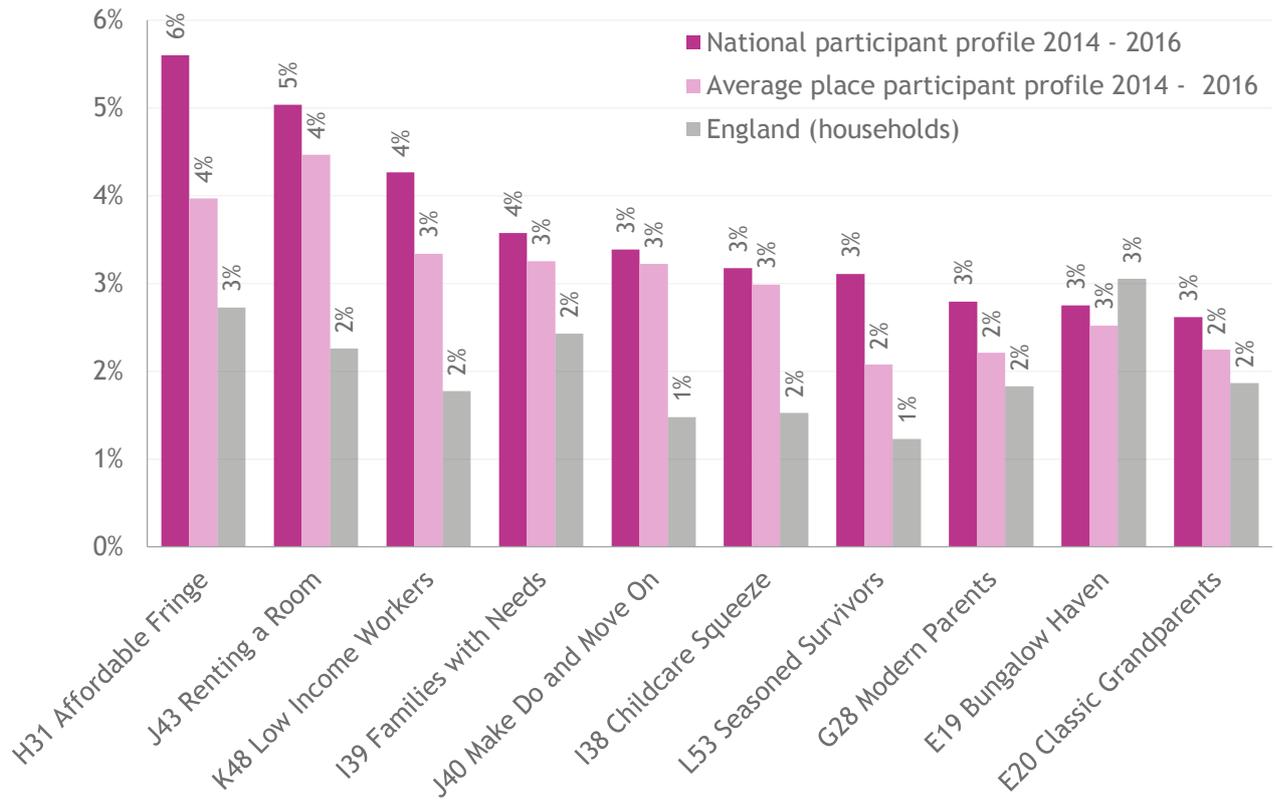


Mosaic types

The following table shows the top 10 Mosaic types in National Participant Profile. A table showing the full Mosaic type profile is available in the accompanying spreadsheet.

Type name	National participant profile 2014-16	Average Place profile 2014-16	England (households)	Index (National Participant Profile vs. England)
H31 Affordable Fringe	6%	4%	3%	205
J43 Renting a Room	5%	4%	2%	223
K48 Low Income Workers	4%	3%	2%	240
I39 Families with Needs	4%	3%	2%	147
J40 Make Do and Move On	3%	3%	1%	230
I38 Childcare Squeeze	3%	3%	2%	208
L53 Seasoned Survivors	3%	2%	1%	254
G28 Modern Parents	3%	2%	2%	153
E19 Bungalow Haven	3%	3%	3%	90
E20 Classic Grandparents	3%	2%	2%	140
<i>Base</i>	95,273	95,273	22,722,241	-

Top 10 Mosaic types: participants compared to England households



Social grade analysis

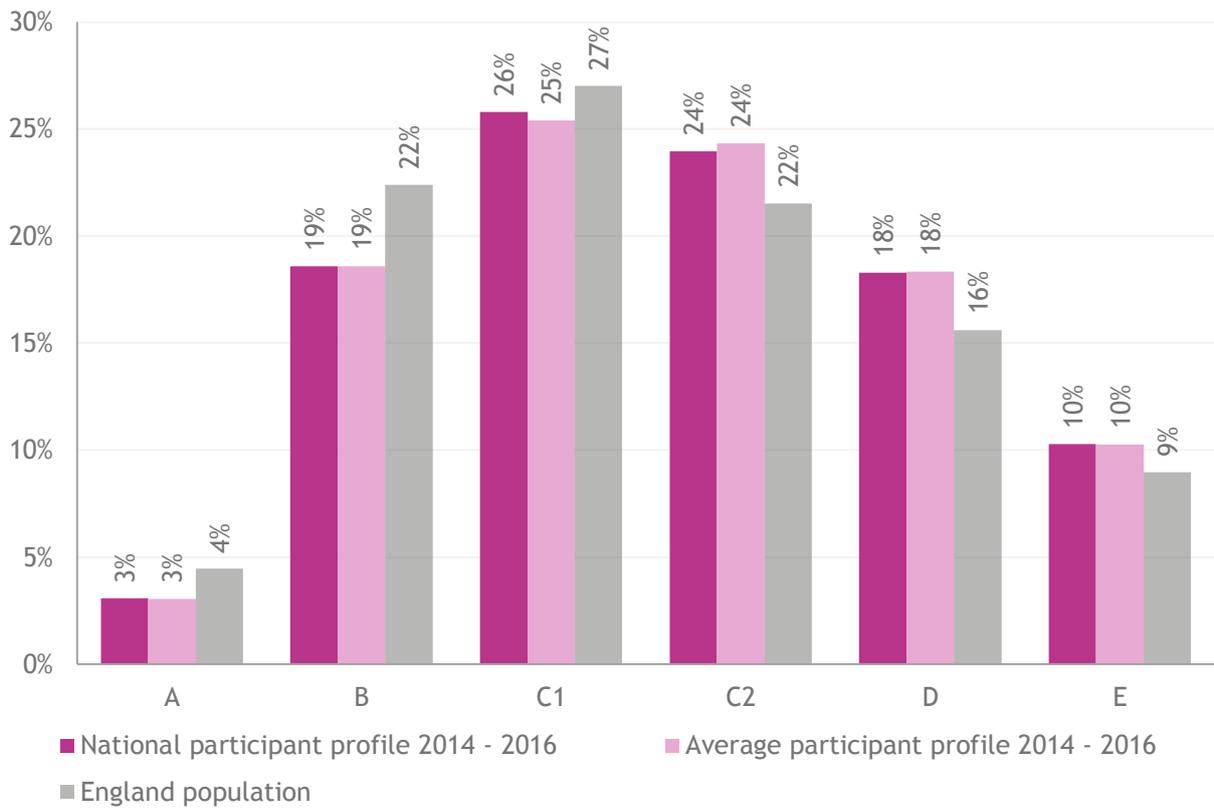
Social grade is an occupation-based system of demographic classification, which groups the population on the basis of the head of the household's occupation. Although superseded by the National Statistics Socio-economic Classification (NS-SEC), it can be useful in expressing the socio-economic status of a population via widely recognised categories. Broadly, the six social grades are:

- **A** - Professional occupations
- **B** - Managerial and technical occupations
- **C1** - Skilled non-manual occupations
- **C2** - Skilled manual occupations
- **D** - Semi-skilled and unskilled manual occupations
- **E** - Casual workers, pensioners and those who depend on the welfare state for their income

Each Mosaic type has an index which describes how likely an individual of this type is to belong to each of the socio-economic groups A, B, C1, C2, D and E. Therefore, we can use Mosaic as proxy for social grade. However it should be noted that this analysis should only be taken as being indicative of the likely profile of CPP participants.

Social grade

Social grade	National participant profile 2014-16	Average place profile 2014-16	England (households)	Index (National participant profile vs. England)
A	3%	3%	4%	69
B	19%	19%	22%	83
C1	26%	25%	27%	96
C2	24%	24%	22%	111
D	18%	18%	16%	117
E	10%	10%	9%	115
<i>Base</i>	95,273	95,273	22,722,241	-

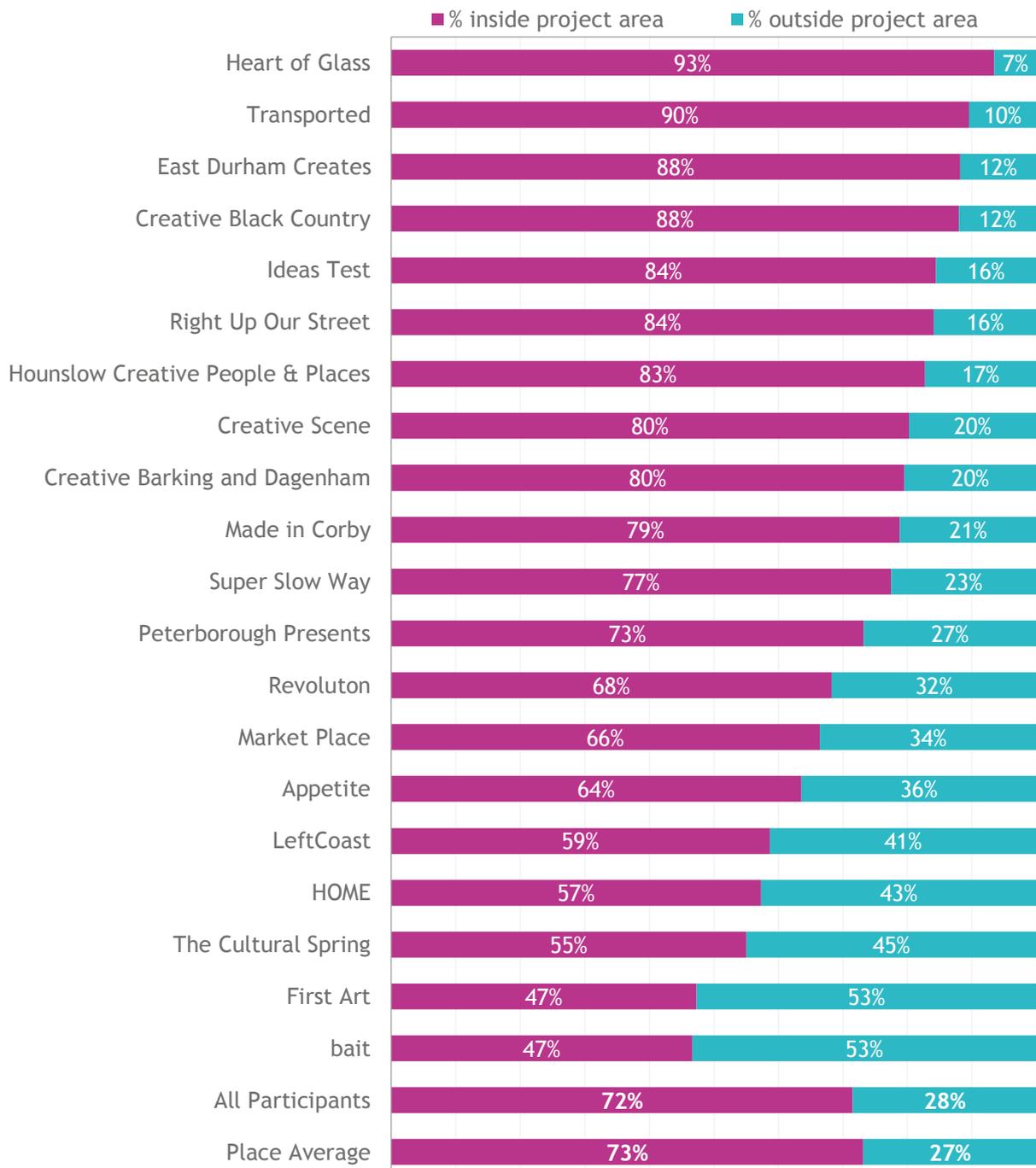


Geographic distribution

Proportion of participants resident within project places

Each participant postcode was analysed to determine whether the participant lived within the project area for the event(s) they were attending, or elsewhere.

Note: This analysis does not include those who participated by watching online streams of Project content.

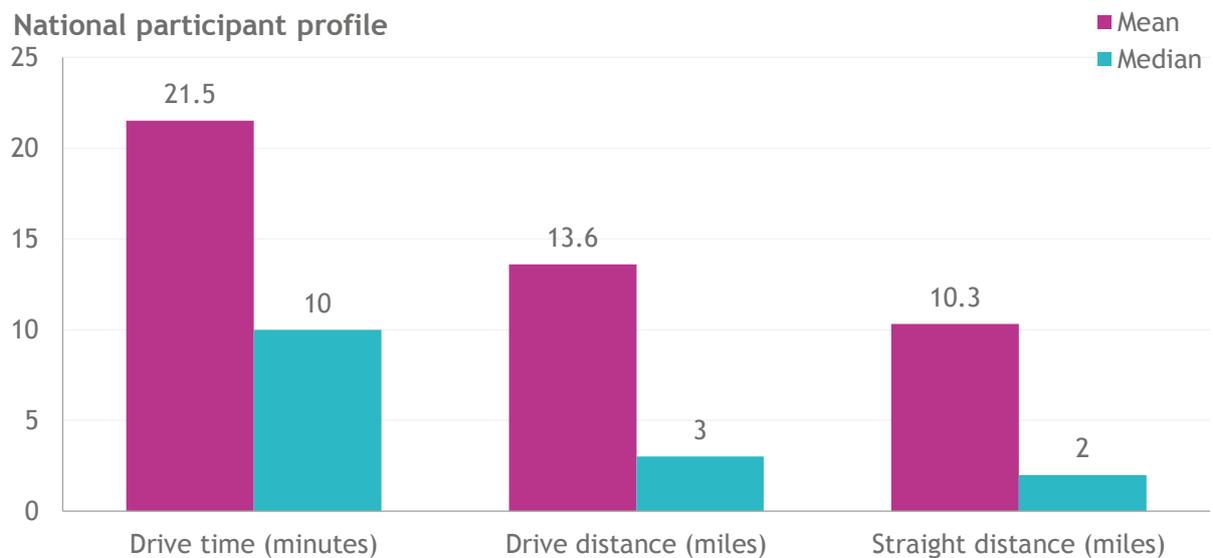


Project	Area	Participants	Valid postcodes	Inside project area	Outside project area
Heart of Glass	St Helens	121,074	22,618	93%	7%
Transported	Boston and South Holland	78,605	4,280	90%	10%
East Durham Creates	East Durham	28,634	3,711	88%	12%
Creative Black Country	Black Country	25,727	633	88%	12%
Ideas Test	Swale and Medway	27,383	2,889	84%	16%
Right Up Our Street	Doncaster	90,203	10,556	84%	16%
Hounslow Creative People & Places	Hounslow	111,650	730	83%	17%
Creative Scene	North Kirklees	75,874	1,492	80%	20%
Creative Barking and Dagenham	Barking and Dagenham	38,140	3,829	80%	20%
Made in Corby	Corby	25,231	5,672	79%	21%
Super Slow Way	Pennine Lancashire	8,592	2,179	77%	23%
Peterborough Presents	Peterborough	17,860	1,347	73%	27%
Revoluton	Luton	5,727	526	68%	32%
Market Place	Fenland and Forest Heath	35,210	1,321	66%	34%
Appetite	Stoke	337,407	17,754	64%	36%
LeftCoast	Blackpool and Wyre	84,743	3,318	59%	41%
HOME	Slough	3,688	157	57%	43%
The Cultural Spring	North Sunderland and South Shields	31,756	4,115	55%	45%
First Art	Derbyshire	57,846	2,514	47%	53%
Bait	South East Northumberland	120,123	5,357	47%	53%
All Participants		1,325,473	-	72%	28%
Place Average		66,274	4,750	73%	27%
<i>Base</i>		<i>1,325,473</i>	<i>94,998</i>	<i>-</i>	<i>-</i>

Distance analysis

This analysis looks at how far participants lived from the event(s) they attended in 2015 and 2016¹. The mean describes the average distance/time, and the median describes the distance/drive time within which 50% of participants lived.

Measure	National participant profile 2014-16		Average Place participant profile 2014-16	
	Mean	Median	Mean	Median
Drive time (minutes)	21.5	10	17.4	9
Drive distance (miles)	13.6	3	10.4	3
Straight distance	10.3	2	7.9	2



¹ No event location data was available for activity in 2014

Average Place participants profile



Top postal sectors

Over the next two pages, tables are provided to show the postal sectors which rank highest in terms of the proportion of total number of CPP participants that they contain, and how this compares to the number of households in that postal sector. **Postal sectors which are covered by projects with larger numbers of participants will therefore be more prominent in these tables.**

A breakdown of participants and household penetration for all postal sectors in which at least one CPP participant lived is given on the accompanying spreadsheet.

Top 10 postcode sectors (according to number of participants)

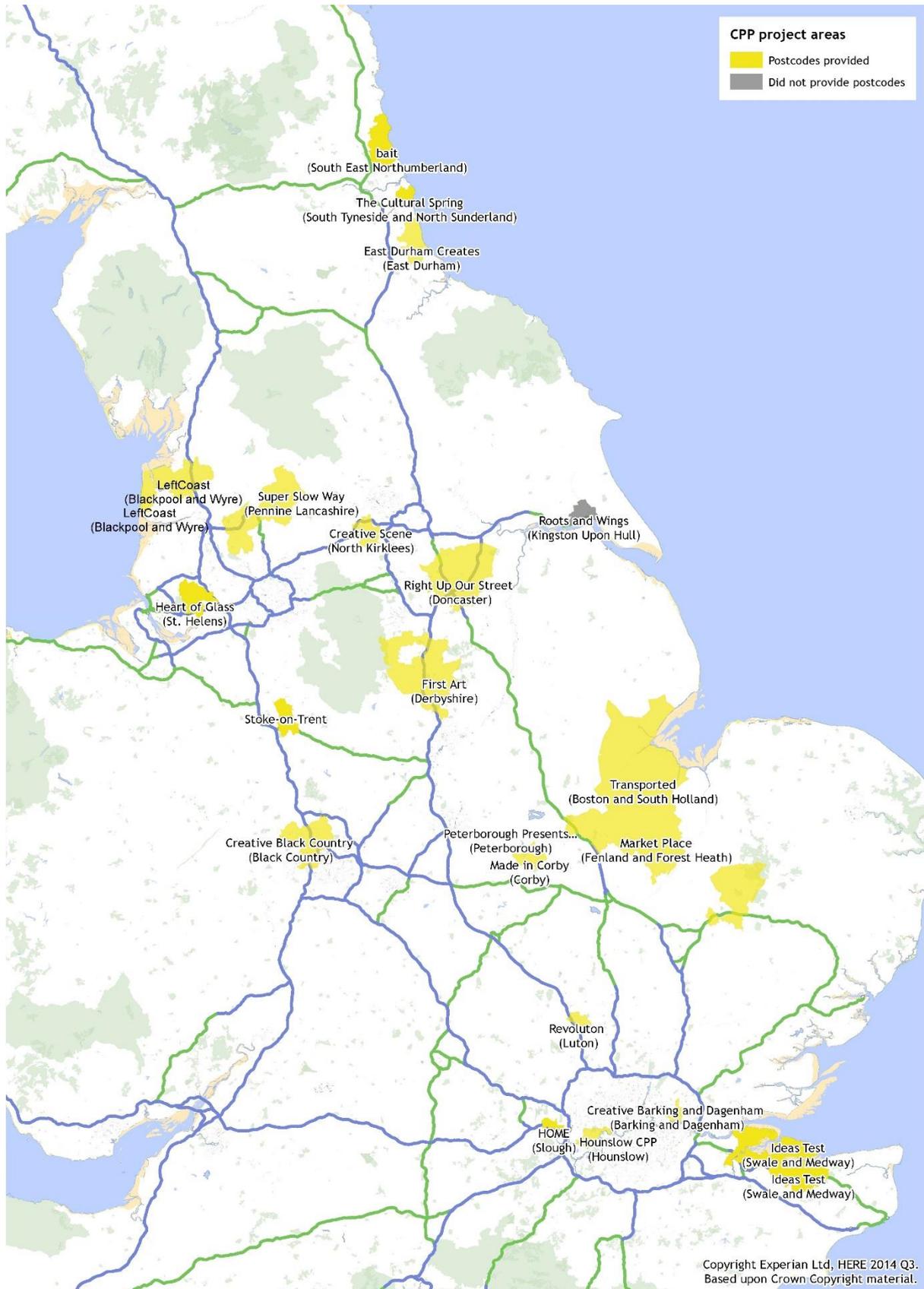
Postal Sector		CPP participants 2014-16		Households in postal sector	
		Number of postcodes	% of total CPP participants	Count	% of households reached by CPP
ST 1 6	Stoke-on-trent (inc. Sneyd Green, Northwood)	1,647	1.7%	5,957	27.7%
WA11 0	Haydock	1,147	1.2%	6,755	17.0%
TW 3 3	Hanworth Road, Hounslow	1,106	1.1%	4,353	25.4%
WA11 9	St. Helens (inc. Haydock)	1,064	1.1%	5,000	21.3%
WA10 4	St. Helens (inc. Eccleston, West Park)	899	0.9%	4,081	22.0%
RM 6 5	Romford (inc. Little Heath, Chadwell Heath)	880	0.9%	4,288	20.5%
DN11 0	New Rossington, Rossington	850	0.9%	5,623	15.1%
ST 6 6	Biddulph Road, Stoke-on-trent	758	0.8%	5,559	13.6%
ST 1 3	Stoke-on-trent (inc. Joiners Square Ind Est)	728	0.7%	2,704	26.9%
ST 6 8	Stoke-on-trent (inc. Brown Edge, Ball Green)	726	0.7%	5,481	13.3%

Top 10 postcode sectors (according to percentage of households reached)

Postal Sector		CPP participants 2014-16		Households in postal sector	
		Number of postcodes	% of total CPP participants	Count	% of households reached by CPP
ST 1 2	Bucknall New Road, Stoke-on-trent	607	0.6%	1,877	32.4%
ST 1 1	Market Square, Stoke-on-trent	25	0.0%	88	28.4%
ST 1 6	Stoke-on-trent (inc. Sneyd Green, Northwood)	1,647	1.7%	5,957	27.7%
ST 1 5	Stoke-on-trent (inc. Hanley, Eturia)	432	0.4%	1,583	27.3%
ST 1 3	Stoke-on-trent (inc. Joiners Square Ind Est)	728	0.7%	2,704	26.9%
WA10 5	Eccleston	635	0.7%	2,458	25.8%
TW 3 3	Hanworth Road, Hounslow	1,106	1.1%	4,353	25.4%
WA10 6	St. Helens (inc. Dentons Green, Windle)	720	0.7%	3,265	22.0%
WA10 4	St. Helens (inc. Eccleston, West Park)	899	0.9%	4,081	22.0%
ST 4 2	Stoke-on-trent (inc. Fenton)	565	0.6%	2,575	22.0%

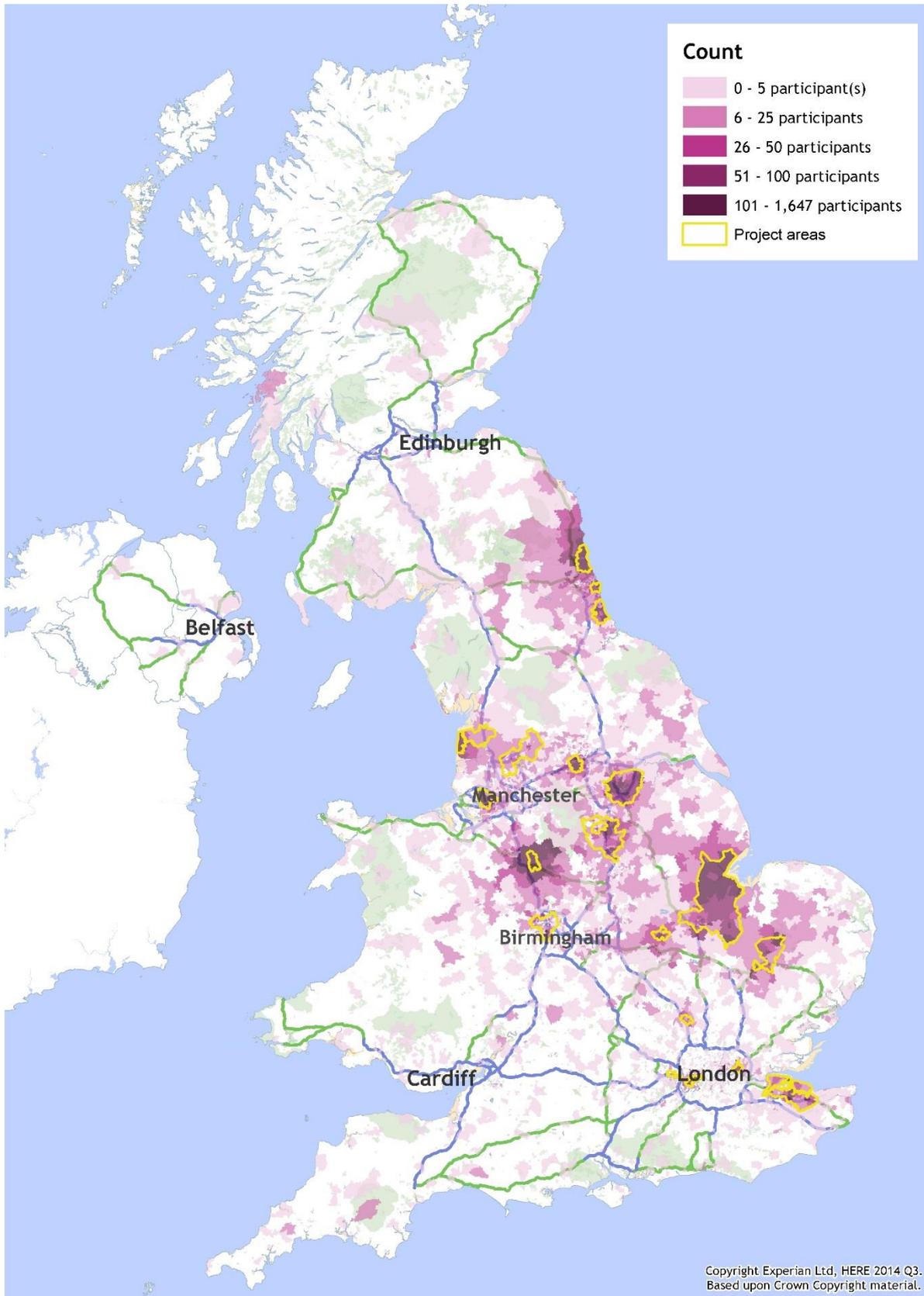
Mapping

All CPP project places

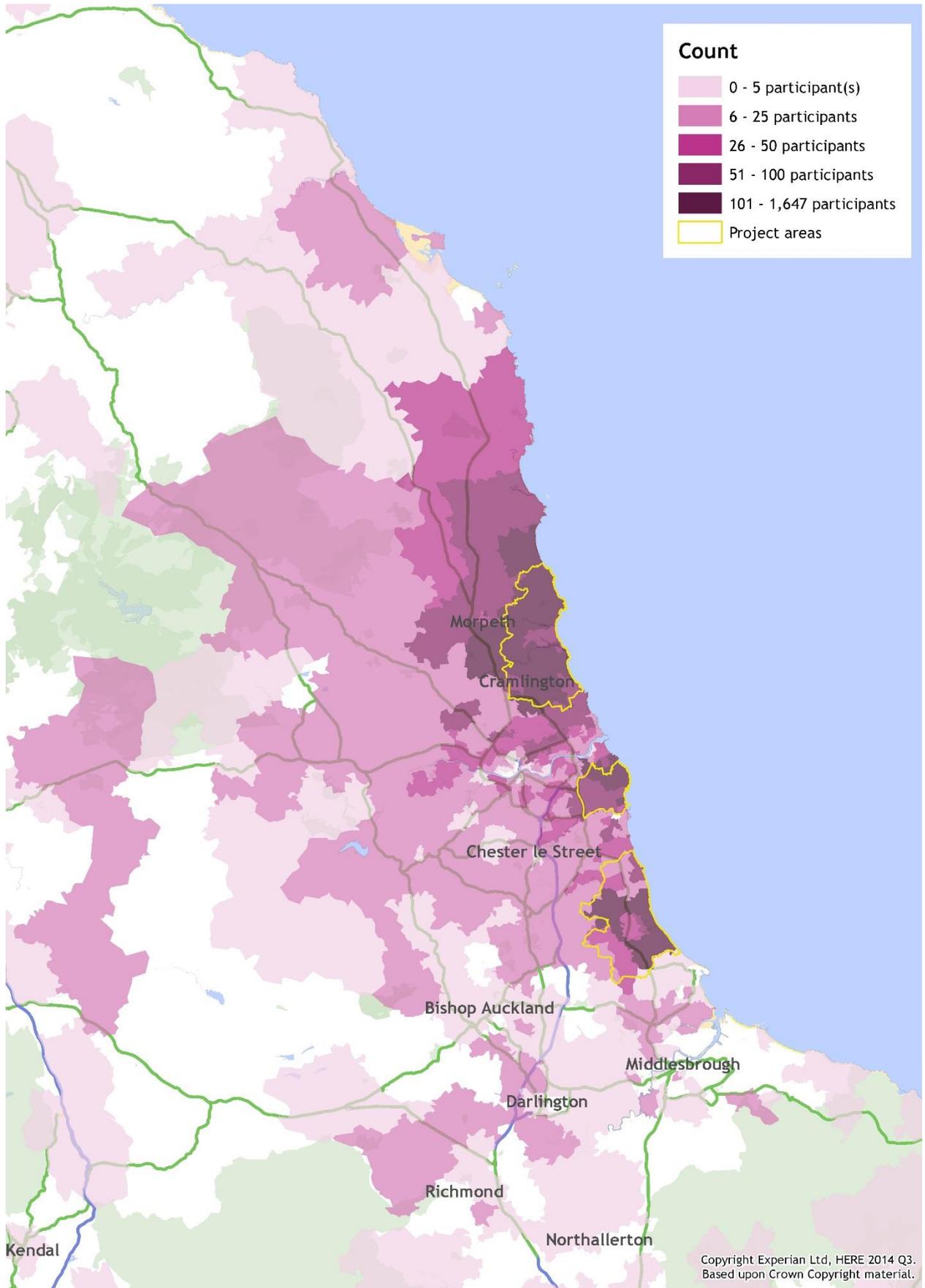


Participants by postal sector

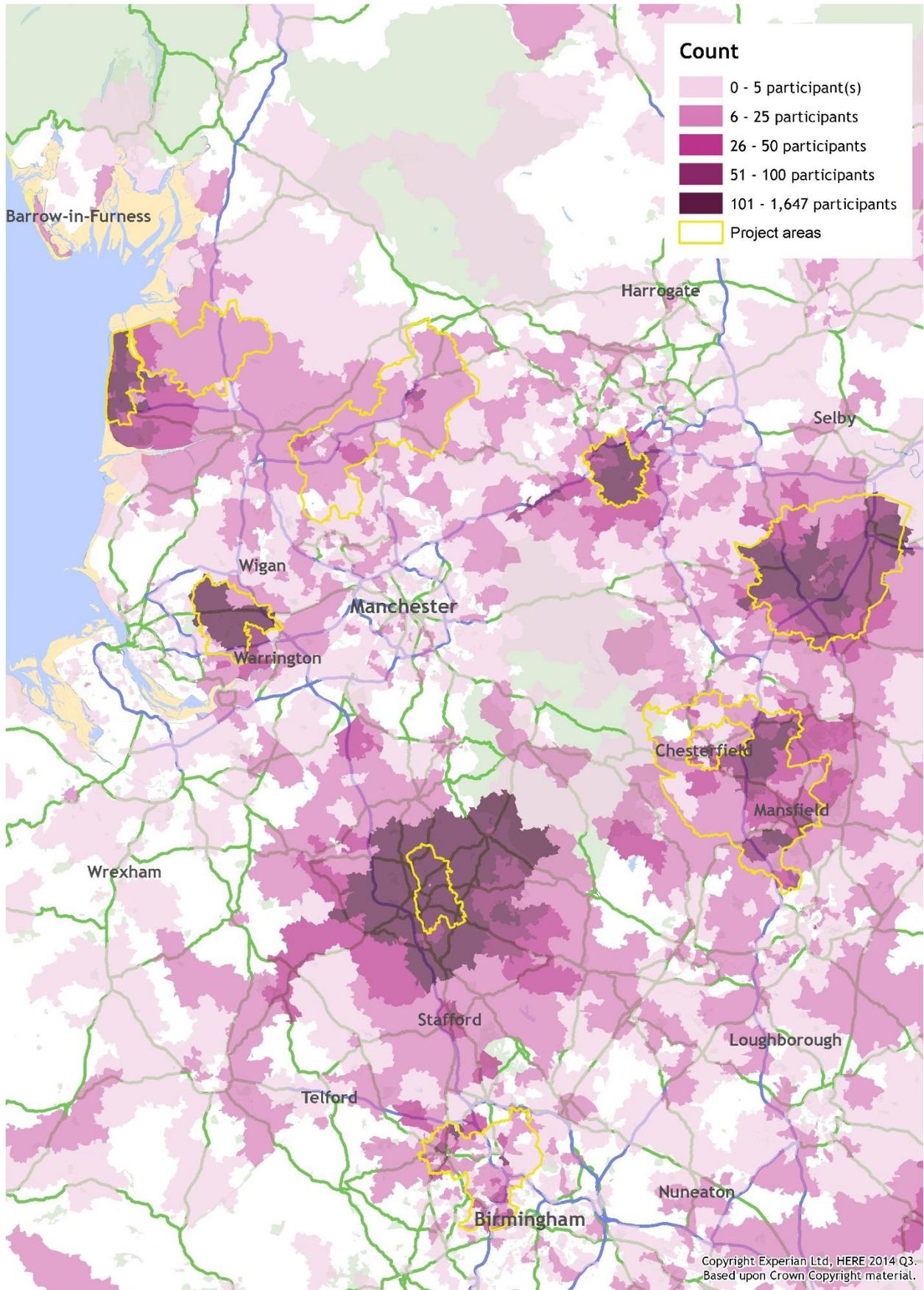
UK



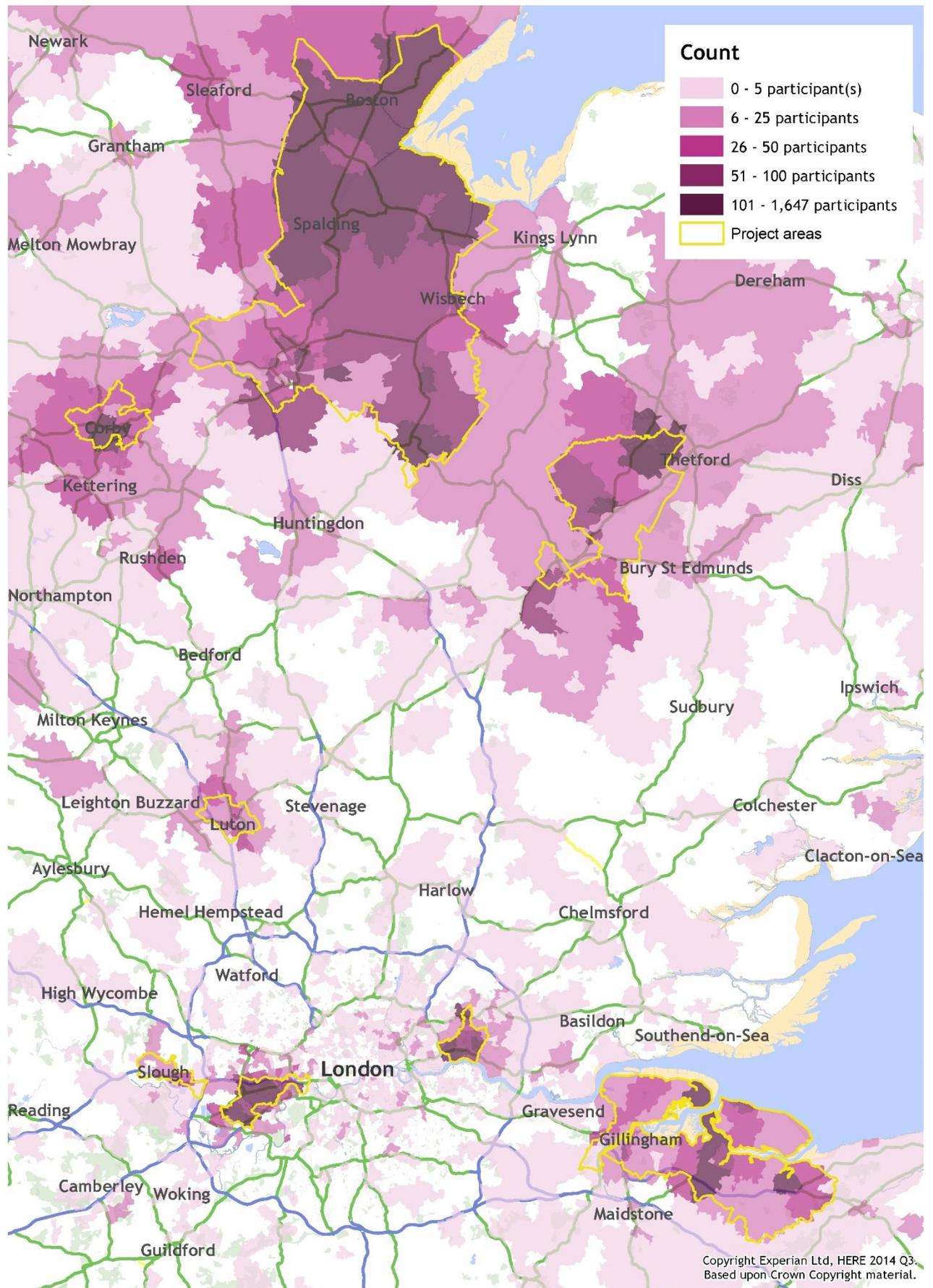
North East



North West and Midlands

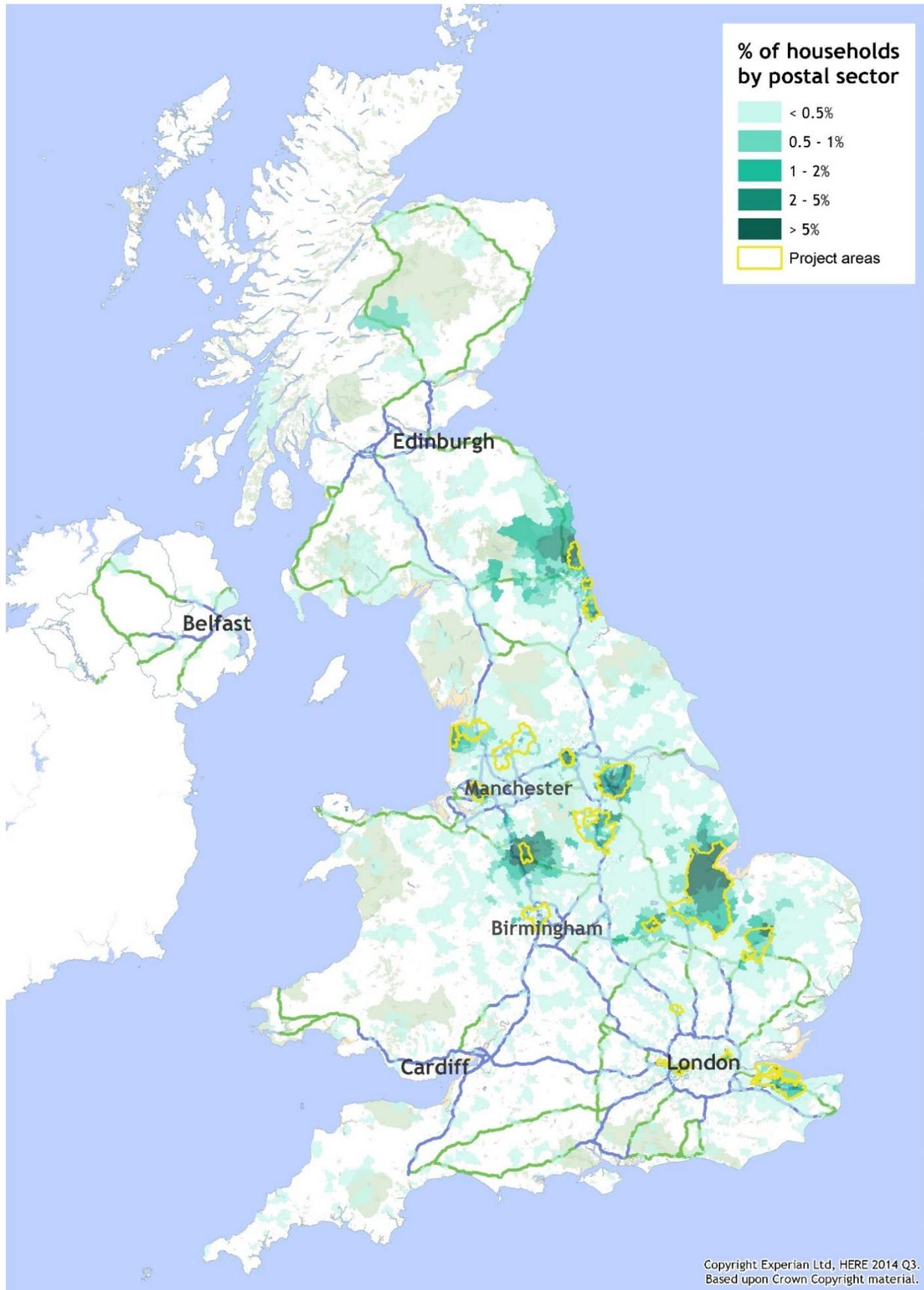


South and East

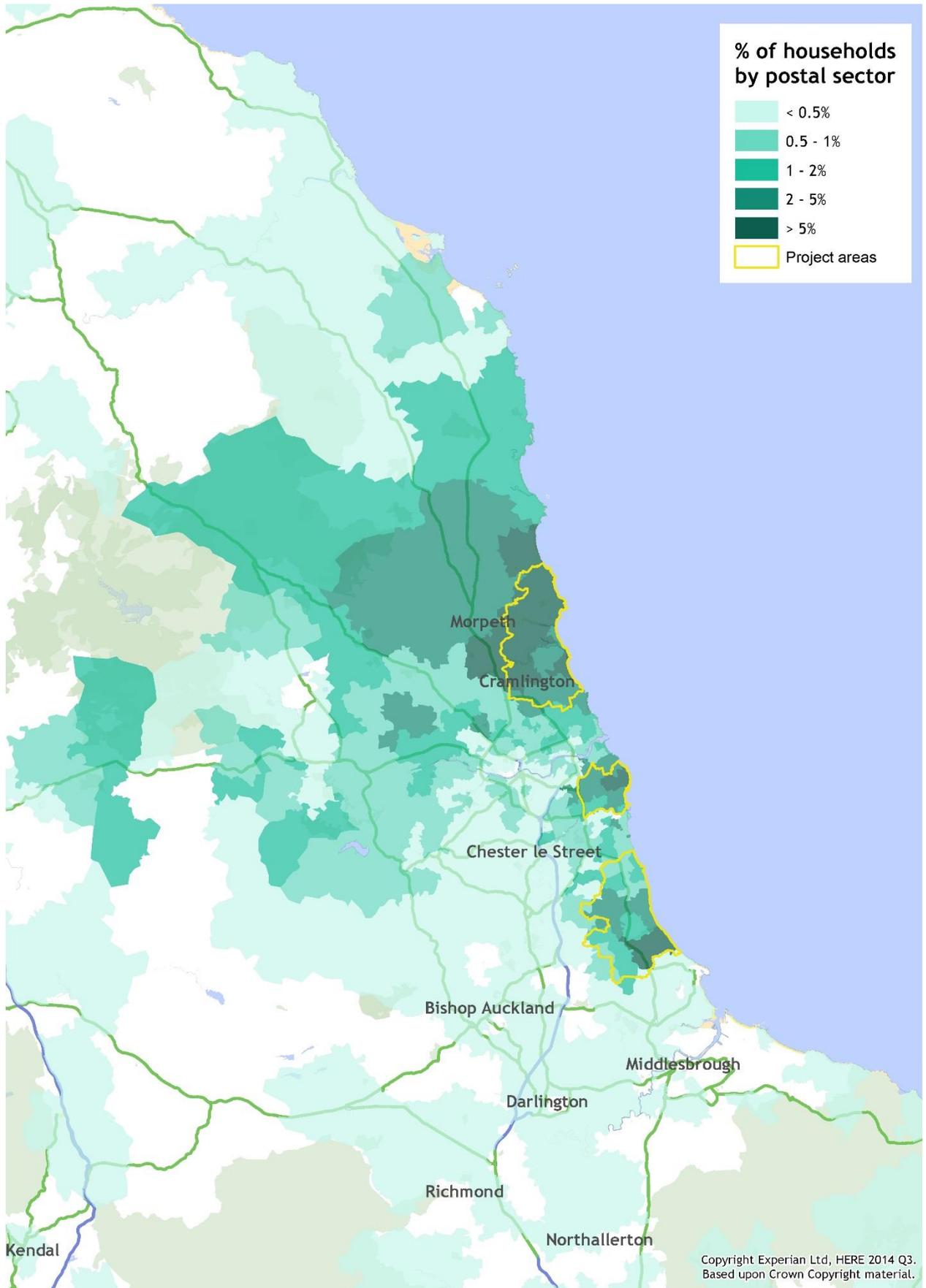


Household penetration by postal sector

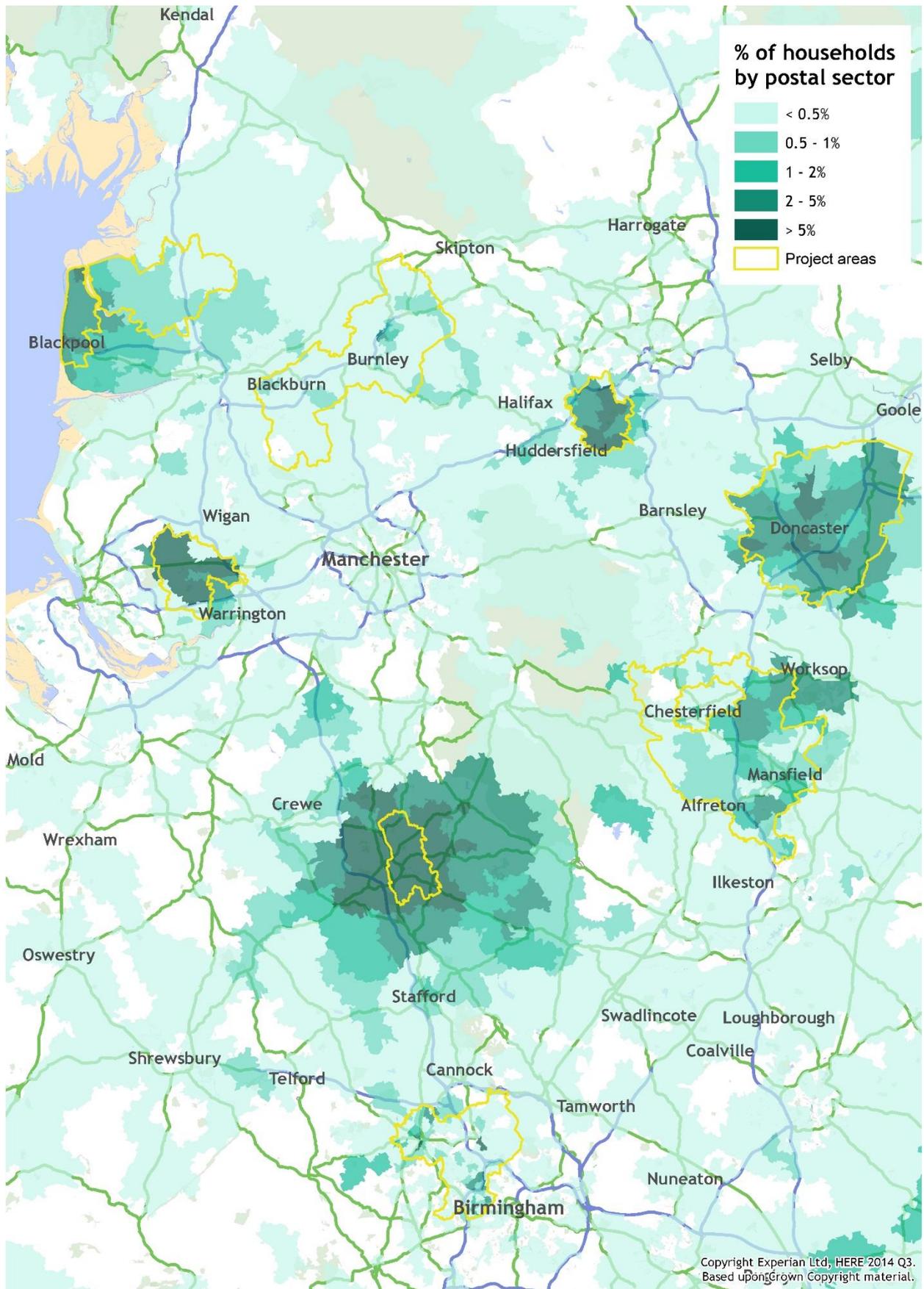
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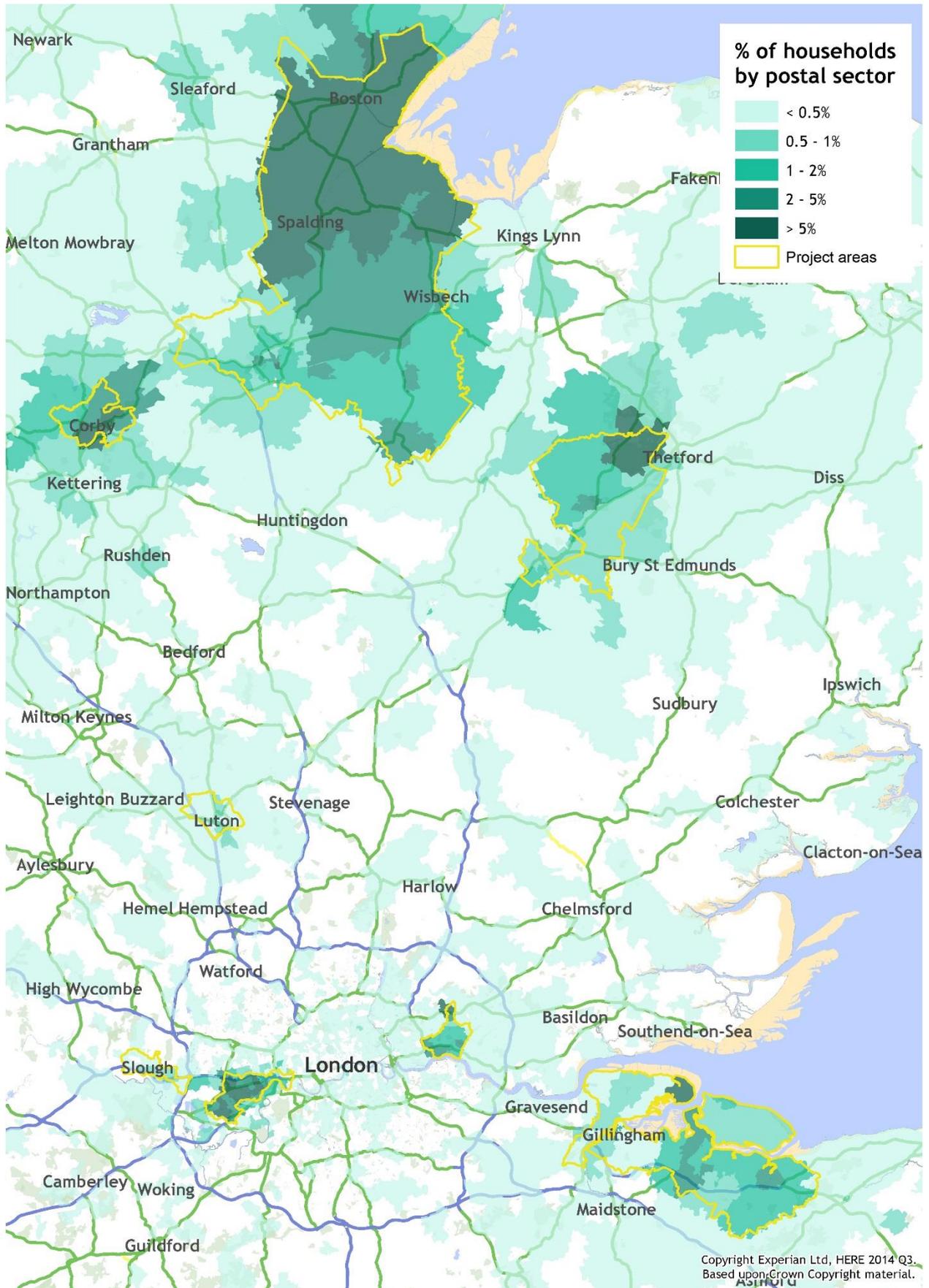
North East



North West and Midlands



South and East



Previous analysis by event type

Background

An additional piece of analysis was carried out on the 2015 data. This analysis categorised events according to their characteristics to allow us to see the participant profiles for events of different broad types, and understand the event preferences of different participant segments. The characteristics we investigated were:

- Event time - morning, afternoon, evening or all day events
- Location type - indoor arts venue, indoor non-arts venue or outdoor events
- Participation - contained participation or not
- Entry cost - free or paid-for events
- Area type - urban, sparse/fringe or rural event location
- Event date - weekday or weekend events
- Audience size - very small, small, medium, large or very large events
- Artform - combined arts, dance, digital, film, museum/galley, music, outdoor arts, theatre, visual arts or other artform events

The analysis was based on postcodes provided by 19 (of the total 21) Creative People and Places projects, for all events that took place between January and December 2015.

A summary of the key findings follows; the full report looks at the participant profile of each of the above event types, with a summary of notable findings followed by the participant profile of reach of the above event types. Please contact info@creativepeopleplaces.org.uk for more information.

Summary of key findings

Audience Spectrum profile

Across the CPP programme in 2015, participants from lower engaged segments tended to make up a larger proportion of participants than those from the medium or higher engaged segments.

When we compare the proportions of those in each engagement level across different types of events, we see that **lower engaged segments** had a preference for events that:

- Took place in the afternoon
- Were outdoors
- Contained participation
- Were free
- Took place in urban areas
- Had a small to medium number of participants (between 20 and 299)
- Were outdoor arts-based

More than any other type of event, **medium engaged segments** were more often found at events that:

- Took place in the morning
- Were in an indoor arts venue
- Did not involve participation
- Were in rural areas
- Were on a weekday
- Had a very large number of participants (over 1,000)
- Were theatre-based

More than any other type of event, **higher engaged segments** were more often found at events that:

- Took place over the course of the whole day
- Were in an indoor arts venue
- Did not involve participation
- Were paid-for
- Were in rural areas
- Were on a weekend
- Had a large number of participants (between 300 and 999)
- Were combined arts or digital-based

Geographic analysis

The majority of participants lived in urban areas - regardless of where an event took place, it tended to attract mostly urban participants. For example, 52% of participants at events in rural areas lived in urban areas, compared with 32% who lived in rural areas. Events in urban areas were overwhelmingly attended by those resident in urban areas, with just 10% of participants for these events living in sparse/fringe or rural areas.

Rural and sparse/fringe events had the widest reach in terms of drive time and distance travelled. This means participants from rural and sparse/fringe areas tended to travel further to attend the events they did than participants from urban areas.

Appendices

i. Audience Spectrum segment descriptions

Metroculturals (High engagement)

Prosperous, liberal urbanites, Metroculturals choose a city lifestyle for the broad cultural opportunity it affords. They are therefore interested in a very wide spectrum of activity, but many tend towards their own preferred artform or style. Although active museum attenders, more engage with the arts and many on a weekly basis. Working in demanding but rewarding professions, they are highly educated and have a wide variety of other interests from food and travel to current affairs and architecture.

Commuterland Culturebuffs (High engagement)

Affluent and settled with many working in higher managerial and professional occupations. Commuterland Culturebuffs are keen consumers of culture, with broad tastes but a leaning towards heritage and more classical offerings. Mature families or retirees, living largely in leafy provincial suburban or greenbelt comfort, they are willing to travel and pay for premium experiences, their habits perhaps influenced by commuting. Motivations are multiple, ranging from social and self-improvement, to the pursuit of learning opportunities for older children. They tend to be frequent attenders and potential donors.

Experience Seekers (High engagement)

An important and significant part of urban arts audiences, these highly active, diverse, social and ambitious singles and couples are younger people engaging with the arts on a regular basis. Students, recent graduates and in the early to mid-stages of their careers, they live close to city centres, have easy access to and attend a wide variety of arts, museums galleries and heritage. Interests cover mainstream, contemporary and culturally diverse offers and attending is at the heart of their social lives. They are mostly in search of new things to do and have disposable income to spend on a variety of leisure activities like sports/arts memberships and frequent visits to cafes, bars and restaurants. Digitally savvy, they will share experiences through social media on their smart phones.

Dormitory Dependables (Medium engagement)

A significant proportion of audiences are made up of this dependably regular if not frequently engaging group. Most live in suburban or small towns and show a preference for

heritage activities, alongside popular and more traditional, mainstream arts. Many are thriving well off mature couples or busy older families; lifestage coupled with more limited access to an extensive cultural offer mean that culture is more an occasional treat or family outing than an integral part of their lifestyle. © The Audience Agency 2013 4

Trips & Treats (Medium engagement)

While this group may not view arts and culture as a passion, they are reasonably active despite being particularly busy with a wide range of leisure interests. Comfortably off and living in the heart of suburbia their children range in ages, and include young people still living at home. With a strong preference for mainstream arts and popular culture like musicals and familiar drama, mixed in with days out to museums and heritage sites, this group are led by their children's interests and strongly influenced by friends and family.

Home & Heritage (Medium engagement)

Conservative in their tastes, this more mature group appreciates all things traditional: a large proportion are National Trust members, while classical music and amateur dramatics are comparatively popular. While this is not a highly engaged group - partly because they are largely to be found in rural areas and small towns - they do engage with the cultural activity available to them in their locality. They look for activities to match their needs and interests, such as accessible day-time activities or content exploring historical events.

Up Our Street (Low engagement)

Living reasonably comfortable and stable lives, Up Our Street engage with popular arts and entertainment and museums, and are also visitors of heritage sites. Many are older and have some health issues, living on average or below average household incomes, so access in all its forms can be an issue. Modest in their habits and in their means, value for money and low-risk are important factors in leisure decision making.

Facebook Families (Low engagement)

Arts and culture play a very small role in the lives of this younger, cash-strapped group living in suburban and semi-urban areas of high unemployment. They are the least likely to think themselves as arty, while less than a third believe that the arts is important. Nevertheless, they do go out as families: cinema, live music, eating out and pantomime.

Kaleidoscope Creativity (Low engagement)

Characterised by low levels of cultural engagement despite living in and around city areas where plenty of opportunities are within easy reach. A great mix of people comprise this segment with a wide range of ages, living circumstances, resources and cultural backgrounds all living cheek-by-jowl. Low incomes and unemployment can present barriers to accessing some cultural provision. Nevertheless, two thirds do engage with more popular and accessible culture annually, some of this in the local community and outside the mainstream. Free, local events like outdoor arts, festivals and carnivals may appeal, and so might popular offerings like musicals and music events. © The Audience Agency 2013 5

Heydays (Low engagement)

Heydays are the group least likely to attend arts or cultural events, believing that the arts are no longer as important or relevant to them as perhaps they once were. Many live in sheltered or specially adapted accommodation for older people, and are excluded from many activities due to a raft of health, access and resource barriers. If they do engage this is likely to be participatory such as craft and knitting, painting, reading and writing activities organised by their sheltered housing, church group or community library.

ii. Mosaic group and type descriptions

A City Prosperity

City Prosperity work in high status positions. Commanding substantial salaries they are able to afford expensive urban homes. They live and work predominantly in London, with many found in and around the City or in locations a short commute away. Well-educated, confident and ambitious, this elite group is able to enjoy their wealth and the advantages of living in a world-class capital to the full.

A01 World-Class Wealth: Global high flyers and families of privilege living luxurious lifestyles in London's most exclusive boroughs

A02 Uptown Elite: High status households owning elegant homes in accessible inner suburbs where they enjoy city life in comfort

A03 Penthouse Chic: City suits renting premium-priced flats in prestige central locations where they work hard and play hard

A04 Metro High-Flyers: Ambitious 20 and 30-somethings renting expensive apartments in highly commutable areas of major cities

B Prestige Positions

Prestige Positions are affluent married couples whose successful careers have afforded them financial security and a spacious home in a prestigious and established residential area. While some are mature empty-nesters or elderly retired couples, others are still supporting their teenage or older children.

B05 Premium Fortunes: Influential families with substantial income established in distinctive, expansive homes in wealthy enclaves

B06 Diamond Days: Retired residents in sizeable homes whose finances are secured by significant assets and generous pensions

B07: Alpha Families: High-achieving families living fast-track lives, advancing careers, finances and their school-age kids' development

B08: Bank of Mum and Dad: Well-off families in upmarket suburban homes where grown-up children benefit from continued financial support

B09: Empty-Nest Adventure: Mature couples in comfortable detached houses who have the means to enjoy their empty-nest status

C Country Living

Country Living are well-off homeowners who live in the countryside often beyond easy commuting reach of major towns and cities. Some people are landowners or farmers, others run small businesses from home, some are retired and others commute distances to professional jobs.

C10 Wealthy Landowners: Prosperous owners of country houses including the rural upper class, successful farmers and second-home owners

C11 Rural Vogue: Country-loving families pursuing a rural idyll in comfortable village homes while commuting some distance to work

C12 Scattered Homesteads: Older households appreciating rural calm in stand-alone houses within agricultural landscapes

C13 Village Retirement: Retirees enjoying pleasant village locations with amenities to service their social and practical needs

D Rural Reality

Rural Reality are people who live in rural communities and generally own their relatively low cost homes. Their moderate incomes come mostly from employment with local firms or from running their own small business.

D14 Satellite Settlers: Mature households living in expanding developments around larger villages with good transport links

D15 Local Focus: Rural families in affordable village homes who are reliant on the local economy for jobs

D16 Outlying Seniors: Pensioners living in inexpensive housing in out of the way locations

D17 Far-Flung Outposts: Inter-dependent households living in the most remote communities with long travel times to larger towns

E Senior Security

Senior Security are elderly singles and couples who are still living independently in comfortable homes that they own. Property equity gives them a reassuring level of financial security. This group includes people who have remained in family homes after their children have left, and those who have chosen to downsize to live among others of similar ages and lifestyles.

E18 Legacy Elders: Time-honoured elders now mostly living alone in comfortable suburban homes on final salary pensions

E19 Bungalow Haven: Peace-seeking seniors appreciating the calm of bungalow estates designed for the elderly

E20 Classic Grandparents: Lifelong couples in standard suburban homes enjoying retirement through grandchildren and gardening

E21 Solo Retirees: Senior singles whose reduced incomes are satisfactory in their affordable but pleasant owned homes

F Suburban Stability

Suburban Stability are typically mature couples or families, some enjoying recent empty-nest status and others with older children still at home. They live in mid-range family homes in traditional suburbs where they have been settled for many years.

F22 Boomerang Boarders: Long-term couples with mid-range incomes whose adult children have returned to the shelter of the family home

F23 Family Ties: Active families with teens and adult children whose prolonged support is eating up household resources

F24 Fledgling Free: Pre-retirement couples with respectable incomes enjoying greater space and spare cash since children left home

F25 Dependable Me: Single mature owners settled in traditional suburban semis working in intermediate occupations

G Domestic Success

Domestic Success are high-earning families who live affluent lifestyles in upmarket homes situated in sought after residential neighbourhoods. Their busy lives revolve around their children and successful careers in higher managerial and professional roles.

G26 Cafés and Catchments: Affluent families with growing children living in upmarket housing in city environs

G27 Thriving Independence: Well-qualified older singles with incomes from successful professional careers in good quality housing

G28 Modern Parents: Busy couples in modern detached homes juggling the demands of school-age children and careers

G29 Mid-Career Convention: Professional families with children in traditional mid-range suburbs where neighbours are often older

H Aspiring Homemakers

Aspiring Homemakers are younger households who have, often, only recently set up home. They usually own their homes in private suburbs, which they have chosen to fit their budget.

H30 Primary Ambitions: Forward-thinking younger families who sought affordable homes in good suburbs which they may now be out-growing

H31 Affordable Fringe: Settled families with children owning modest, 3-bed semis in areas where there's more house for less money

H32 First-Rung Futures: Pre-family newcomers who have bought value homes with space to grow in affordable but pleasant areas

H33 Contemporary Starts: Fashion-conscious young singles and partners setting up home in developments attractive to their peers

H34 New Foundations: Occupants of brand new homes who are often younger singles or couples with children

H35 Flying Solo: Bright young singles on starter salaries choosing to rent homes in family suburbs

I Family Basics

Family Basics are families with children who have limited budgets and can struggle to make ends meet. Their homes are low cost and are often found in areas with fewer employment options.

I36 Solid Economy: Stable families with children renting better quality homes from social landlords

I37 Budget Generations: Families supporting both adult and younger children where expenditure can exceed income

I38 Childcare Squeeze: Younger families with children who own a budget home and are striving to cover all expenses

I39 Families with Needs: Families with many children living in areas of high deprivation and who need support

J Transient Renters

Transient Renters are single people who pay modest rents for low cost homes. Mainly younger people, they are highly transient, often living in a property for only a short length of time before moving on.

J40 Make Do & Move On: Yet to settle younger singles and couples making interim homes in low cost properties

J41 Disconnected Youth: Young people endeavouring to gain employment footholds while renting cheap flats and terraces

J42 Midlife Stopgap: Maturing singles in employment who are renting short-term affordable homes

J43 Renting a Room: Transient renters of low cost accommodation often within subdivided older properties

K Municipal Challenge

Municipal Challenge are long-term social renters living in low-value multi-storey flats in urban locations, or small terraces on outlying estates. These are challenged neighbourhoods with limited employment options and correspondingly low household incomes.

K44 Inner City Stalwarts: Long-term renters of inner city social flats who have witnessed many changes

K45 Crowded Kaleidoscope: Multi-cultural households with children renting social flats in over-crowded conditions

K46 High Rise Residents: Renters of social flats in high rise blocks where levels of need are significant

K47 Streetwise Singles: Hard-pressed singles in low cost social flats searching for opportunities

K48 Low Income Workers: Older social renters settled in low value homes in communities where employment is harder to find

L Vintage Value

Vintage Value are elderly people who mostly live alone, either in social or private housing, often built with the elderly in mind. Levels of independence vary, but with health needs growing and incomes declining, many require an increasing amount of support.

L49 Dependent Greys: Ageing social renters with high levels of need in centrally located developments of small units

L50 Pocket Pensions: Penny-wise elderly singles renting in developments of compact social homes

L51 Aided Elderly: Supported elders in specialised accommodation including retirement homes and complexes of small homes

L52 Estate Veterans: Longstanding elderly renters of social homes who have seen neighbours change to a mix of owners and renters

L53 Seasoned Survivors: Deep-rooted single elderly owners of low value properties whose modest home equity provides some security

M Modest Traditions

Modest Traditions are older people living in inexpensive homes that they own, often with the mortgage nearly paid off. Both incomes and qualifications are modest, but most enjoy a reasonable standard of living. They are long-settled residents having lived in their neighbourhoods for many years.

M54 Down-to-Earth Owners: Ageing couples who have owned their inexpensive home for many years while working in routine jobs

M55 Offspring Overspill: Lower income owners whose adult children are still striving to gain independence meaning space is limited

M56 Self Supporters: Hard-working mature singles who own budget terraces manageable within their modest wage

N Urban Cohesion

Urban Cohesion are settled extended families and older people who live in multi-cultural city suburbs. Most have bought their own homes and have been settled in these neighbourhoods for many years, enjoying the sense of community they feel there.

N57 Community Elders: Established older households owning city homes in diverse neighbourhoods

N58 Cultural Comfort: Thriving families with good incomes in multi-cultural urban communities

N59 Asian Heritage: Large extended families in neighbourhoods with a strong South Asian tradition

N60 Ageing Access: Older residents owning small inner suburban properties with good access to amenities

O Rental Hubs

Rental Hubs contains predominantly young, single people in their 20s and 30s who live in urban locations and rent their homes from private landlords while in the early stages of their careers, or pursuing studies.

O61 Career Builders: Motivated singles and couples in their 20s and 30s progressing in their field of work from commutable properties

O62 Central Pulse: Entertainment-seeking youngsters renting city centre flats in vibrant locations close to jobs and night life

O63 Flexible Workforce: Self-starting young renters ready to move to follow worthwhile incomes from service sector jobs

O64 Bus-Route Renters: Singles renting affordable private flats away from central amenities and often on main roads

O65 Learners & Earners: Inhabitants of the university fringe where students and older residents mix in cosmopolitan locations

O66 Student Scene: Students living in high density accommodation close to universities and educational centres

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