

Fantastic Family Audiences and Where (and how) to Find Them

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 the audience agency

Understand who your audiences are.
Discover who they could be.



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What we do

Research and Consultancy

Where we work

Across England and Wales

Who we work with

Across the culture sector



audience finder

700+ organisations sharing data to build audiences

Ticketing / Survey / Web data

One million + performances

16 million UK booking households

250,000 audience surveys

+ qualitative research - including Arts Council of Wales



What kind of audiences attend family work?



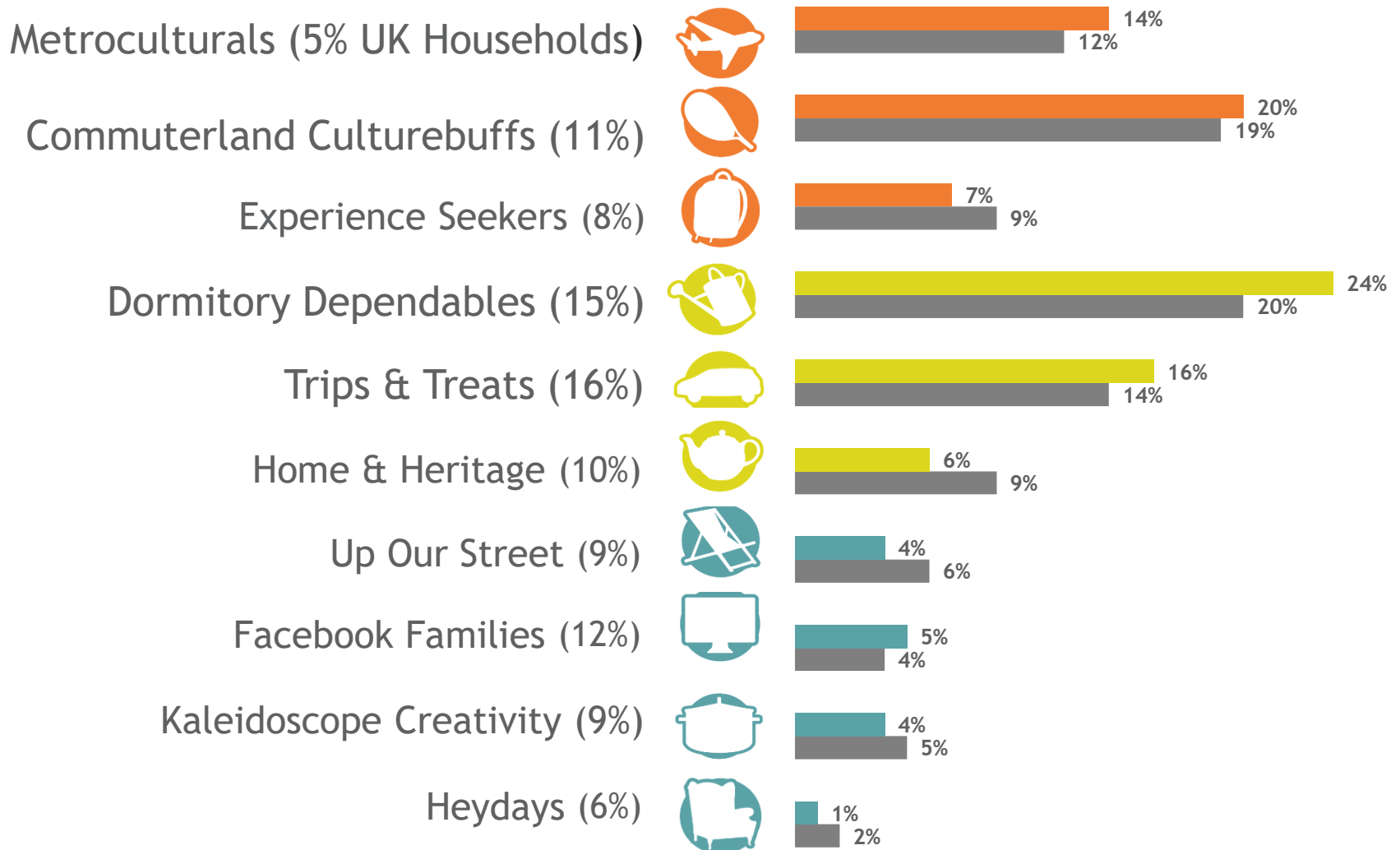
audience spectrum

A segmentation of the UK population based on people's cultural habits and preferences.

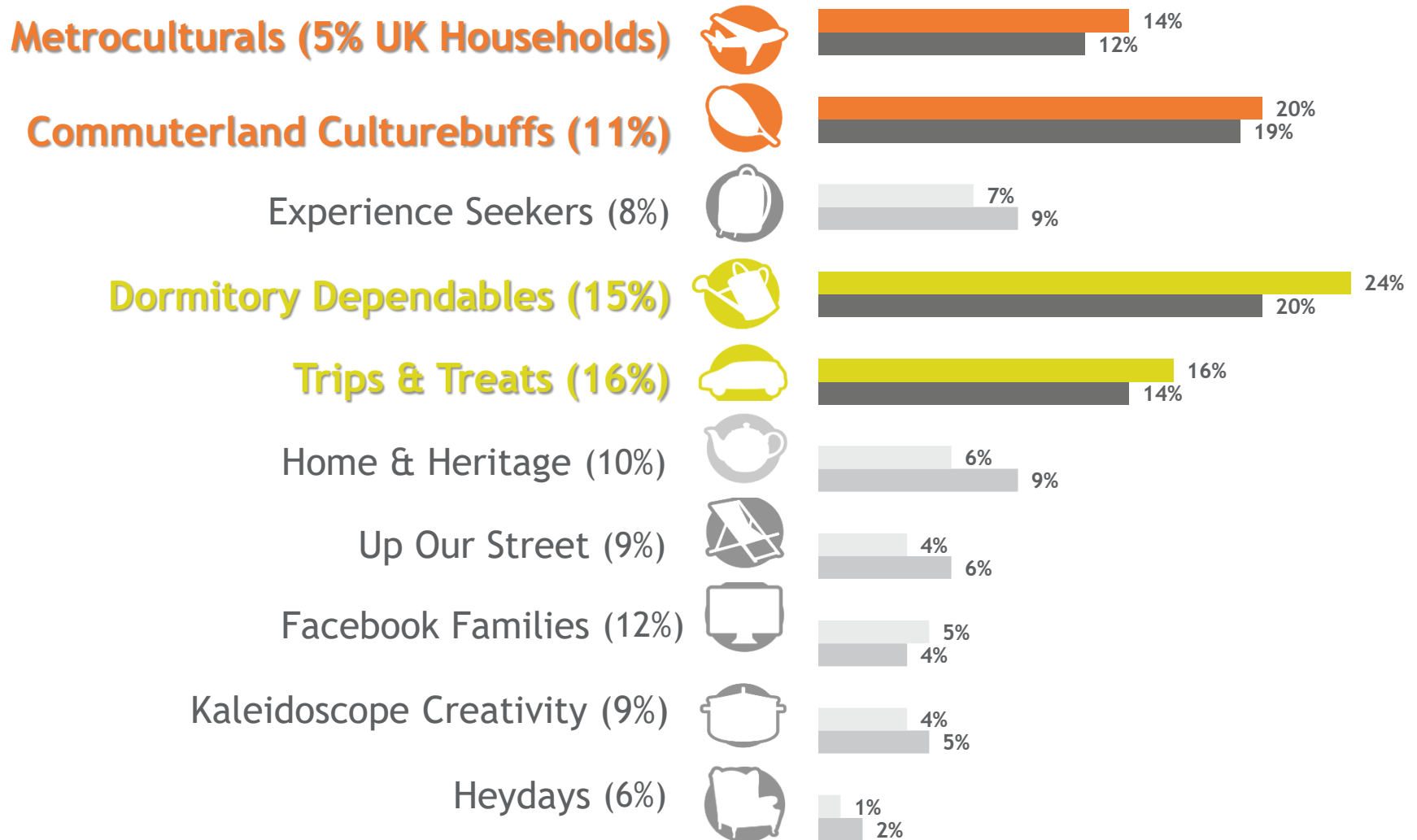
10 distinct profiles, linked to every household in England.

Helps us understand spectrum of audiences and non-attenders, plan to meet needs, and find new ones.

What sort of people go to family arts events?



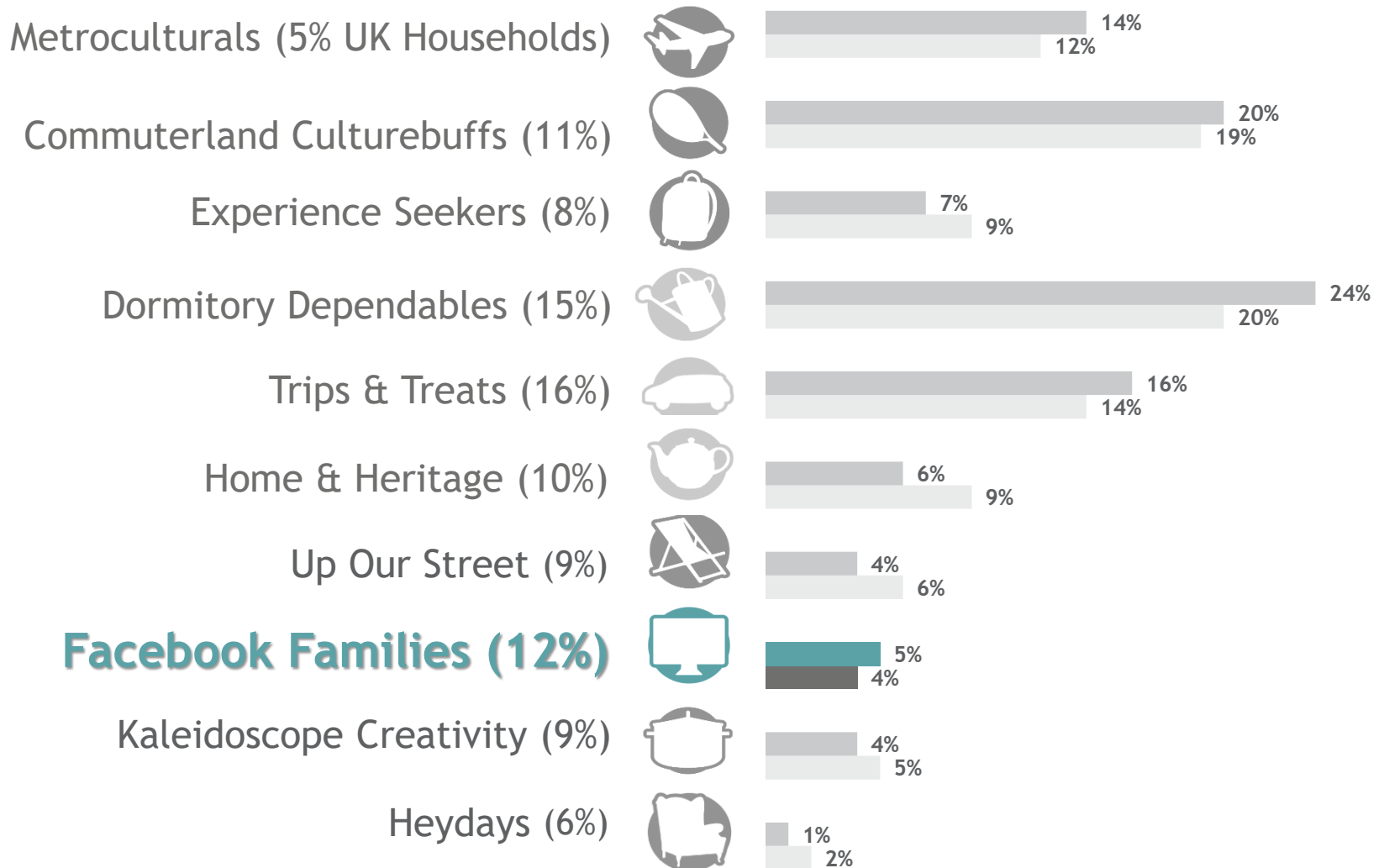
What sort of people go to family arts events?



Opportunities?



What sort of people go to family arts events?



Facebook Families



*Younger suburban and semi-urban,
cash-strapped, live music, eating out*

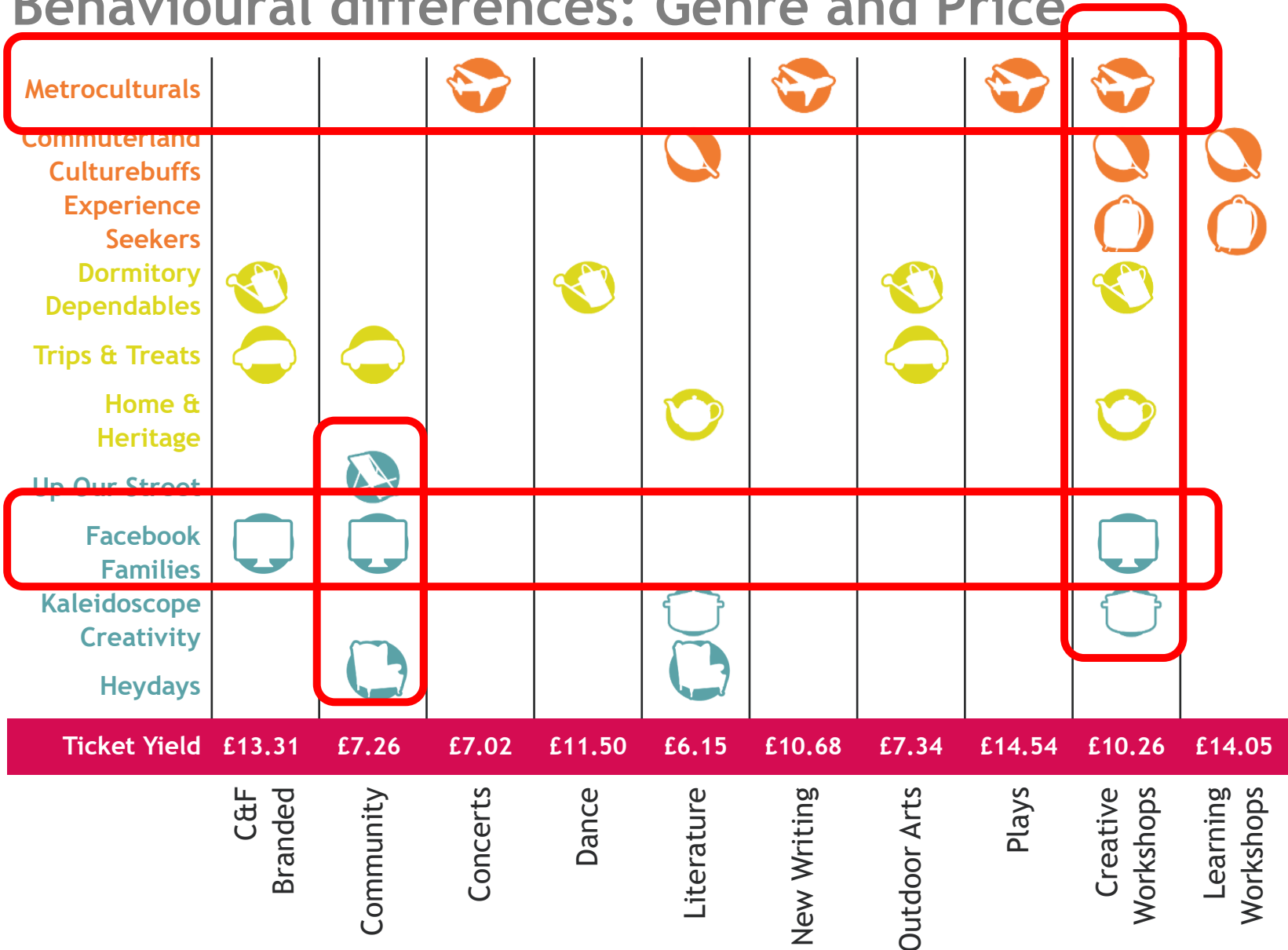
Don't think of themselves as arty,
Arts and culture play a very small role in the lives
Less than a third believe that the arts is important
Often go out as a family: cinema, live music, eating out
and pantomime being most popular



Opportunity

Free Family friendly offers - local with a more popular or community focus, e.g. music and festivals, open days with non-bookable in advance drop in activities may be particularly effective.

Behavioural differences: Genre and Price



Behaviours: group size and booking lead times

- People attend Children and Family events in bigger groups - but not that much bigger: how do we articulate, package and serve the ‘family’?
- People are a bit more likely to book later for children and family events: reflects requirement around “trips” for regular opportunities, but flexibility to take-up.

Where can you find these different groups?



- There are regional differences in the C&F audience make-up
- Target audiences: your goals + your audience profile + catchment area population profile
- Audience Finder gives you the information to find these groups - and how to target them.

What do we want to find out next?

- Non-ticketed events - use 250,000+ audience surveys: understand more about motivations and experiences, triggers and communications channel preferences particularly?
- Specific examination of Family Arts Campaign promoted events - to evaluate various impacts?
- Analysis more specifically of audience reach for particular types of events?
- More detailed analysis of behaviours by genre?

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Thank you..

