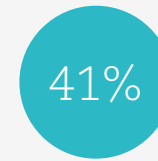


Where do they come from?

Audiences to literature events are notably local. That said, variations by audience type remind us that these patterns result partly from where different groups live and partly from where they go. Most of the UK's Metroculturals, for example, live in London or other major cities, so benefit from a high proportion of nearby cultural opportunities. At the same time, though, these hyper-cultured Metroculturals are also more likely than other groups to travel further afield, given the right offer, with 1 in 5 journeying more than 50 minutes from home to an event. The similarly local and urbanite, though typically younger and more diverse, Experience Seekers, on the other hand, don't tend to travel such long distances.

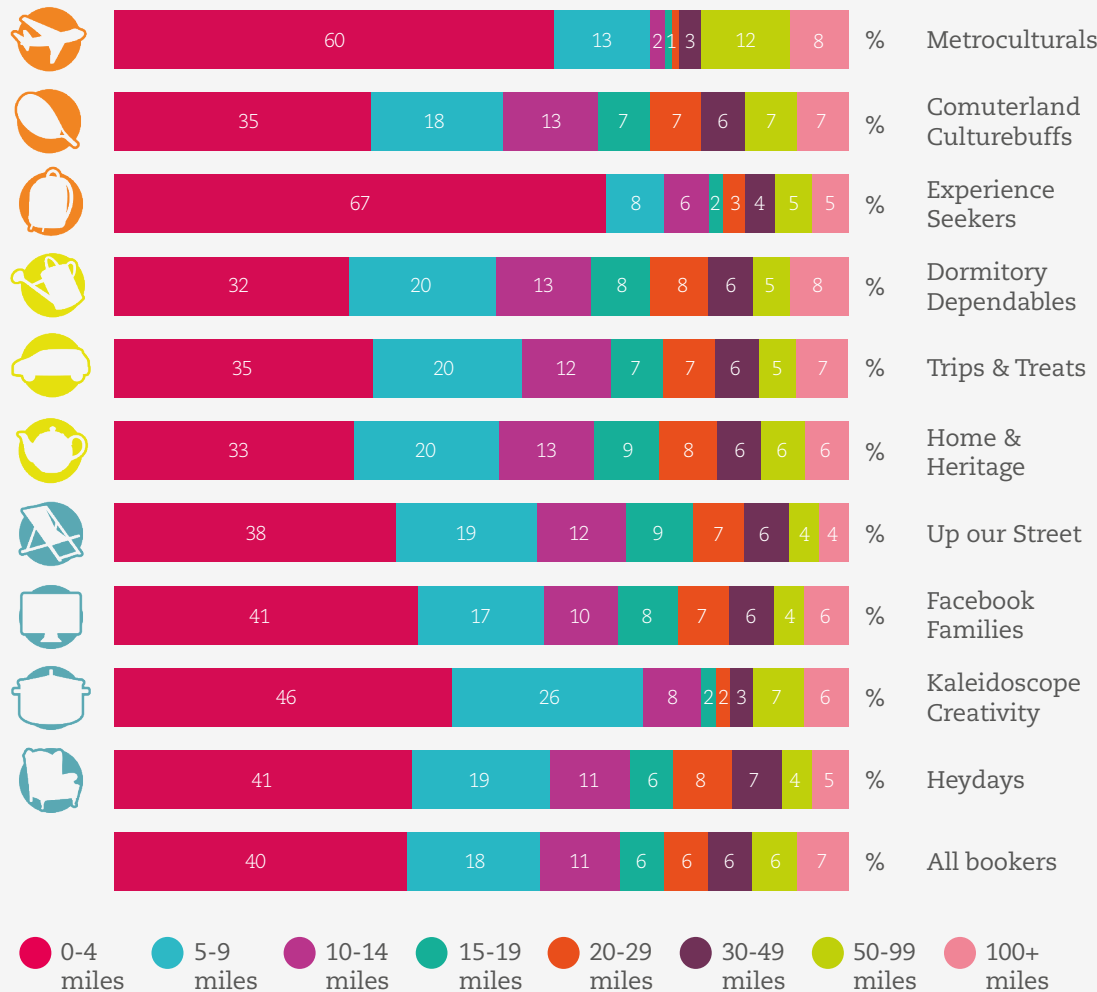


Over a third of all bookers live within 15 minutes of the event they attend.

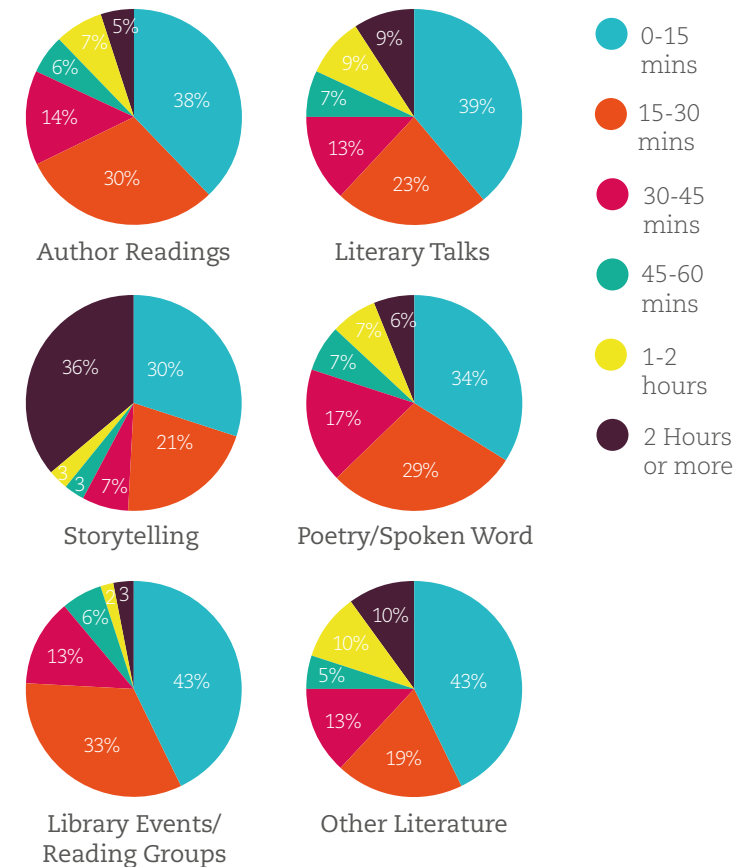


41% of literature audiences travel fewer than 5 miles to the event.

Distance travelled x Audience Spectrum

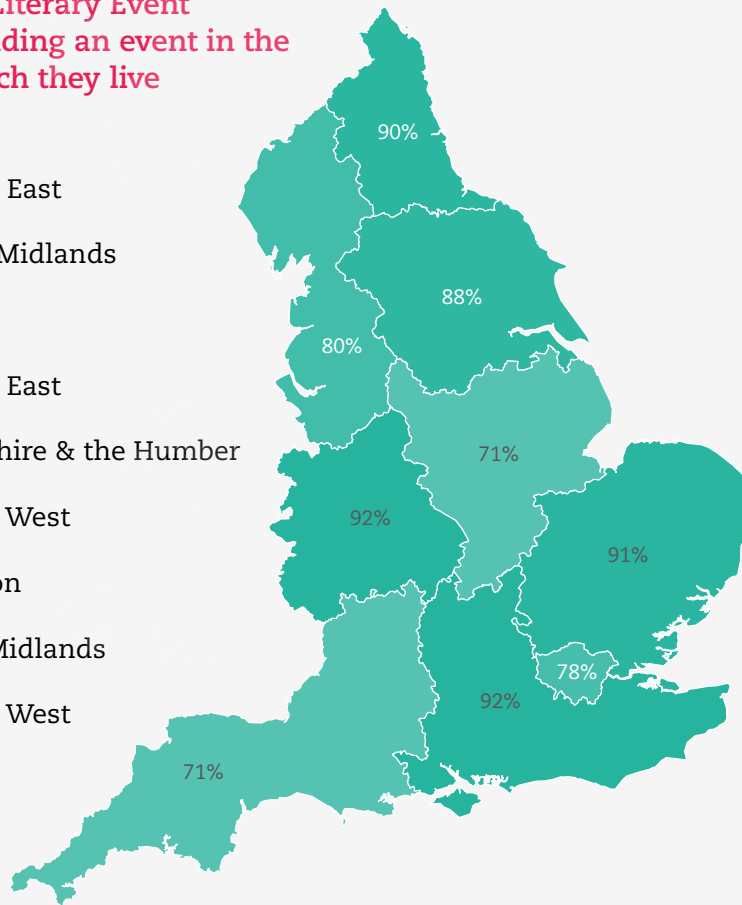


Literature event type x drivetime



% of visitors Literary Event bookers attending an event in the region in which they live

- 92% South East
- 92% West Midlands
- 91% East
- 90% North East
- 88% Yorkshire & the Humber
- 80% North West
- 78% London
- 71% East Midlands
- 71% South West



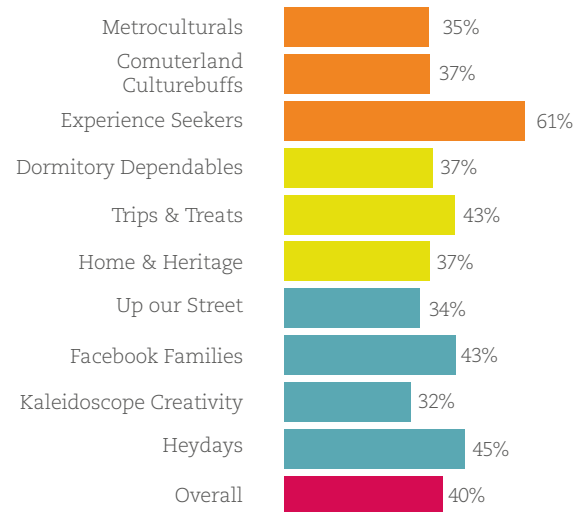
81%

On average, 81% of Literary Event bookers attend an event in the region in which they live. Whilst this number does vary across the country, the percentage of audiences attending events in their home region is higher than is typical for other artforms.

Local Audiences

Given that, at a regional level, literary event attenders tend to stay relatively close to home, it's interesting to dig a little deeper into this idea of literary localness. At Local Authority level, 40% of all bookings were for events in the booker's home Local Authority, although this varies considerably by audience profile and the type of literature event they are attending.

Bookers Attending in the Same LA x Audience Spectrum



Whilst prosperous,urbanite Metroculturals account for just 12% of bookings within the same local authority and 17% of those outside it, the proportions are reversed for the more diverse and digitally minded Experience Seekers.

Experience Seekers are in fact by far the most local literature audiences, with 61% of this group booking to attend events within their own Local Authority area.

Bookers Attending in the Same LA x event type



In terms of literary event type, Author Readings and Library Events (including Reading Groups) attract the most hyper-local audiences, which is perhaps unsurprising given libraries' known appeal to a broad cross-section of local communities.

FOOD FOR THOUGHT: This hyper-localness has implications for programming and how to reach an inclusive audience. What are the best ways to stage events close to the communities that you want to reach? Or what changes to your event formats might even reach an audience from further afield?