

# Metroculturals

## Statistical appendix

Prosperous, liberal urbanites, Metroculturals choose a city lifestyle for the broad cultural opportunity it affords. They are interested in a very wide spectrum of activity.



### How to use this appendix

This appendix contains further details of the segment presented as graphs, charts and tables. It provides a supplement to the full segment descriptions and narrative which can be found [audiencefinder.org/metroculturals](http://audiencefinder.org/metroculturals)

Unless stated otherwise, data is derived from Taking Part, an annual survey of engagement across England. All data is based on the English population. New segment information and insights will be added over time, if you have any particular requests please do get in touch at [research@theaudienceagency.org](mailto:research@theaudienceagency.org)

Information has been presented for the English population in the following ways

|            |  |
|------------|--|
| Percentage | Proportion of segment that falls into a particular category, or who answered 'Yes' to a question |
| Index      | How a response compares to the national average. 100 = pop average, 200 = double, 50 = half      |
| Rank       | The segments position compared to other segments. '1' is highest rank, '10' is lowest rank       |

### Summary of cultural visits

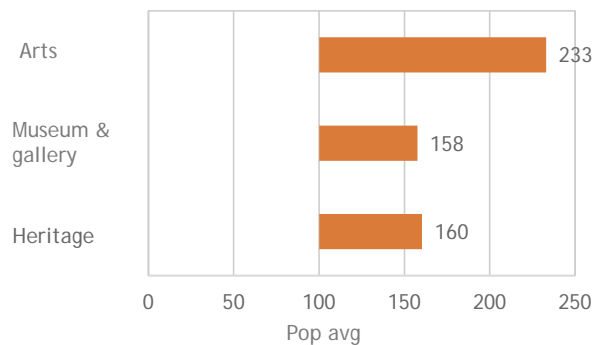
#### Summary of cultural visits (rank)

|                         |   |
|-------------------------|---|
| Overall engagement rank | 1 |
| Arts visits             | 1 |
| Museum & gallery visits | 1 |
| Heritage visits         | 1 |

#### Proximity to provision by sector (rank)

|                            |   |
|----------------------------|---|
| Arts proximity             | 1 |
| Museum & gallery proximity | 1 |
| Heritage proximity         | 1 |

#### Summary of cultural visits (index)



#### Notes on statistics

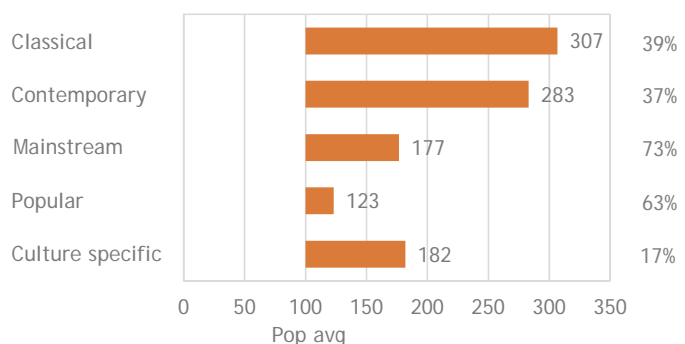
- \* Engagement rank is based on arts visits combined with museums/galleries visits and does not include heritage.
- \* Proximity to culture is based on analysis of provision across England carried out by The Audience Agency.
- \* The overall index for each culture category is calculated from a range of individual activities taken from each category.

### Arts visits each year

#### Types of arts events visited each year (rank)

|                  |   |
|------------------|---|
| Classical        | 1 |
| Contemporary     | 1 |
| Mainstream       | 1 |
| Popular          | 1 |
| Culture specific | 1 |

#### Types of arts events visited each year (index and %)



#### Notes on statistics

\* The 'types of arts events' above have been calculated by combining individual artforms into categories depending on whether they are 'classical' (such as opera, ballet, classical music), 'contemporary' (such as jazz and contemporary dance), 'mainstream' (such as play or exhibition), 'popular' (such as musical or panto) or 'culture specific' (such as African/ South Asian/ Chinese dance).

\* It should be noted that the groupings are being tested through further research and this will be used to inform segmentation development.

\* The following graph shows segment responses for individual artforms.

### Specific artform visits each year (index and %)

| Artform                               | Index | Percentage |
|---------------------------------------|-------|------------|
| Street arts                           | 215   | 21%        |
| Other live dance event                | 148   | 6%         |
| African/ South Asian/ Chinese dance   | 197   | 4%         |
| Culturally specific festival          | 233   | 9%         |
| Circus (not animals)                  | 133   | 5%         |
| Carnival                              | 115   | 13%        |
| Other live music event                | 122   | 34%        |
| Pantomime                             | 79    | 11%        |
| Musical                               | 161   | 37%        |
| Craft exhibition                      | 100   | 13%        |
| Public art display or installation    | 275   | 39%        |
| Exhibition                            | 276   | 54%        |
| Play/drama                            | 222   | 51%        |
| Event connected with books or writing | 285   | 12%        |
| Event with video or electronic art    | 360   | 17%        |
| Contemporary dance                    | 333   | 9%         |
| Jazz                                  | 339   | 17%        |
| Ballet                                | 266   | 12%        |
| Classical music                       | 342   | 29%        |
| Opera                                 | 457   | 20%        |

### Museum/ gallery / heritage visits each year

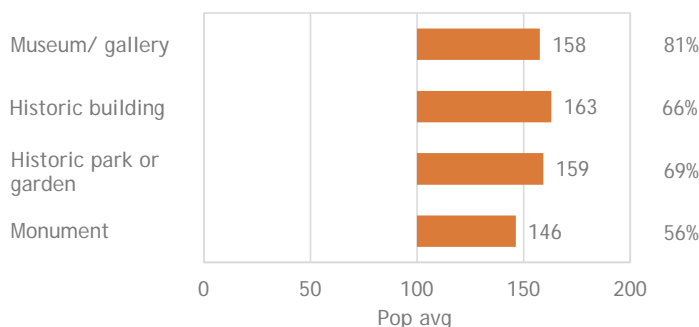
#### Museum/ gallery/ heritage visits (rank)

|                                    |   |
|------------------------------------|---|
| Museum/gallery                     | 1 |
| Historic building                  | 1 |
| Historic park or garden            | 1 |
| Monument (e.g. castle, fort, ruin) | 1 |

#### Key stat - National Trust Membership

Rank, index and %: 4 - 120 - 17%

#### Museum / gallery / heritage visits each year (index and %)



### 'Non cultural' leisure interests 'nowadays'

#### 'Non cultural' leisure activities (rank)

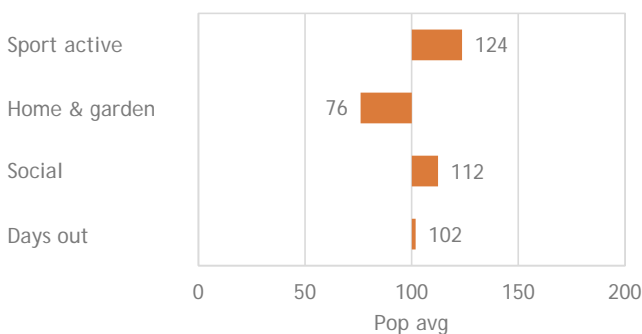
|                                   |   |
|-----------------------------------|---|
| Sport active                      | 2 |
| Home & garden                     | 7 |
| Social - Rest, pubs / bars/ clubs | 4 |
| Days out                          | 4 |

#### 'Non cultural' leisure activities\*

Overall rank and index: 2 - 120

\* This rank is based on longer list of activities from Taking Part

#### 'Non cultural' leisure activities (index)



### Creative pursuits each year

#### Creative pursuit each year

|   | Index | Percentage |
|---|-------|------------|
| Written any stories or plays  | 132   | 8%         |
| Read for pleasure (not newspapers, magazines or comics)                       | 110   | 74%        |
| Bought any original/handmade crafts such as pottery or jewellery for yourself | 134   | 21%        |
| Bought any original works of art for yourself                                 | 290   | 21%        |
| Textile crafts such as embroidery, crocheting or knitting                     | 74    | 12%        |
| Used a computer to create original artworks or animation                      | 158   | 14%        |
| Made films or videos as an artistic activity (not family or holidays)         | 283   | 7%         |
| Photography as an artistic activity (not family or holiday 'snaps')           | 186   | 17%        |
| Painting, drawing, printmaking or sculpture                                   | 124   | 15%        |
| Played a musical instrument for your own pleasure                             | 179   | 18%        |
| Played a musical instrument to an audience or rehearse for a performance      | 227   | 7%         |
| Sang to an audience or rehearse for a performance (not karaoke)               | 188   | 9%         |

#### Creative pursuits each year

Overall rank and index: 1 - 174

## Volunteer each year

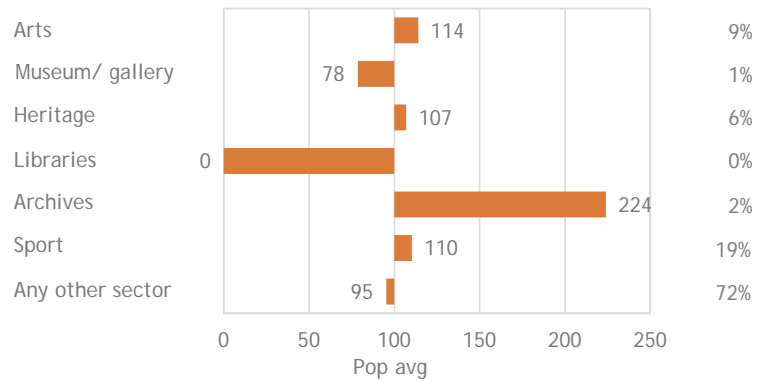
### Volunteer each year by sector (rank)

|                  |    |
|------------------|----|
| Arts             | 3  |
| Museums/ gallery | 7  |
| Heritage         | 3  |
| Libraries        | 10 |
| Archives         | 1  |
| Sport            | 3  |
| Any other sector | 9  |

### Volunteer each year

Overall rank, index and %: 2 - 131 - 30%

### If yes, which sector did they volunteer in? (index and %)



## Attitudes to culture

### Do they 'strongly agree' or 'agree' with following statements?

| Statement  | Index | Percentage |
|--|-------|------------|
| I am an arty person  | 150   | 51%        |
| The arts make a difference to the area where I live                        | 151   | 74%        |
| Having access to museums and galleries in my local area is important to me | 124   | 75%        |
| Conservation of local heritage really benefits me                          | 132   | 77%        |

## Cultural donations each year

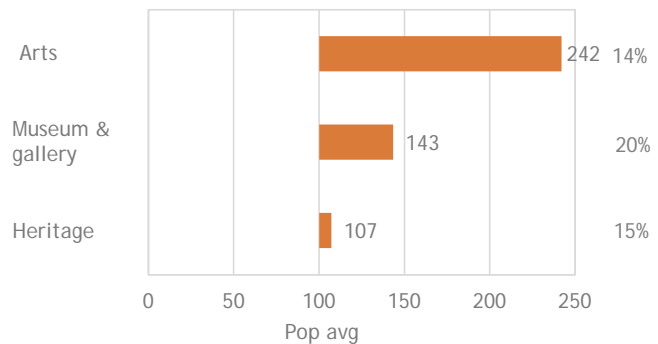
### Donate each year by sector (rank)

|                   |   |
|-------------------|---|
| Arts              | 1 |
| Museums & gallery | 2 |
| Heritage          | 5 |

### Donate each year to culture

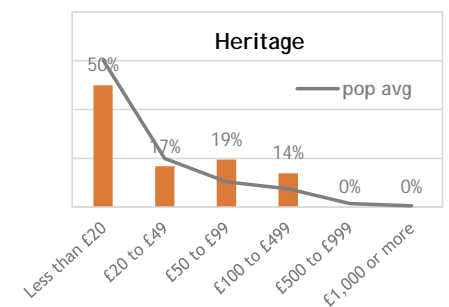
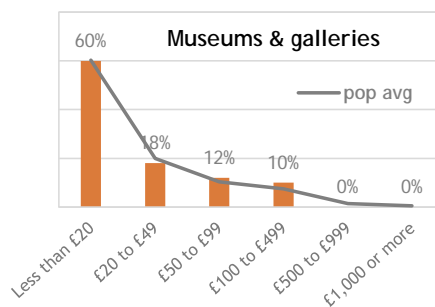
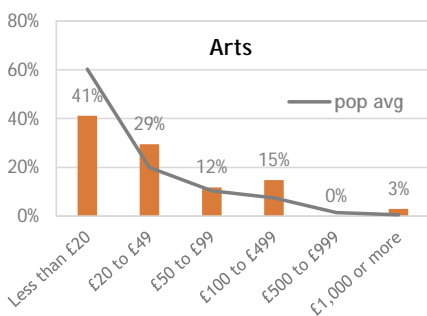
Overall rank and index: 2 - 164

### Donate each year (index and %)



### Amount donated per year (%)

- based on those that donate not whole sample

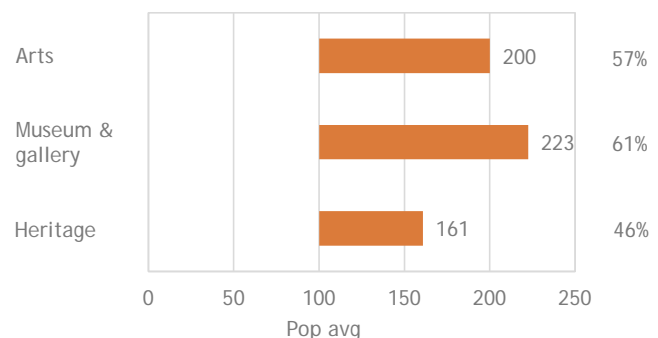


## Use of digital

### Used cultural websites in last 12 months (rank)

|                  |   |
|------------------|---|
| Arts             | 1 |
| Museum & gallery | 1 |
| Heritage         | 1 |

### Used cultural websites in last 12 months (index and %)



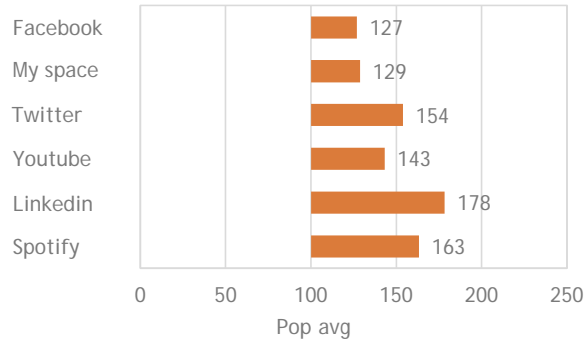
### Notes on statistics

\* Arts websites includes music, theatre, dance, visual arts and literature websites.

### Use of social networking sites (rank)

|          |   |
|----------|---|
| Facebook | 4 |
| My space | 3 |
| Twitter  | 1 |
| Youtube  | 2 |
| Linkedin | 1 |
| Spotify  | 1 |

### Use of social networking sites (index)



#### Notes on statistics

\* This info on social networking sites above is taken from Experian consumer view and is based on general use of social networking sites not just cultural.

\* The info below is derived from Taking Part.

### Use of social networking sites or applications\*

|  | Index | Percentage |
|--|-------|------------|
| To find out what's happening in your local area                              | 66    | 23%        |
| To plan and inform visits to heritage sites                                  | 105   | 8%         |
| To plan and inform visits to museums or galleries                            | 186   | 14%        |
| To get information about arts events (theatre, concerts etc.)                | 126   | 17%        |
| To chat about sport, artistic, theatrical or musical interests or activities | 101   | 16%        |
| To share content and views on content  | 132   | 38%        |

\* This question is only asked of respondents who indicated that they used social networking sites or applications

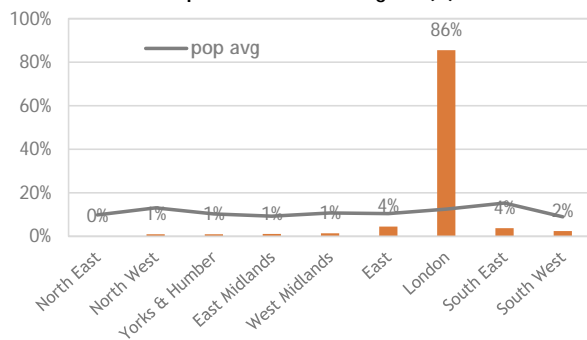
## Newspaper readership

### Which they read most often

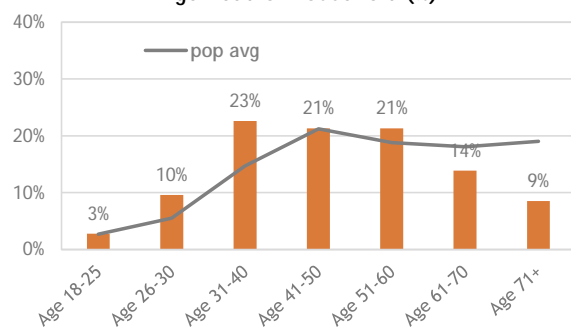
|                       | Index | Percentage |
|-----------------------|-------|------------|
| Daily Express         | 22    | 1%         |
| Daily Mail            | 40    | 7%         |
| Daily Mirror          | 22    | 2%         |
| Daily Star            | 0     | 0%         |
| Daily Telegraph       | 104   | 6%         |
| Financial Times       | 1186  | 10%        |
| The Guardian          | 390   | 21%        |
| The Independent       | 153   | 4%         |
| The Sun               | 19    | 3%         |
| The Times             | 343   | 16%        |
| Metro                 | 265   | 14%        |
| Local daily newspaper | 40    | 4%         |
| Other daily newspaper | 142   | 2%         |

## Location, lifestyle, residence

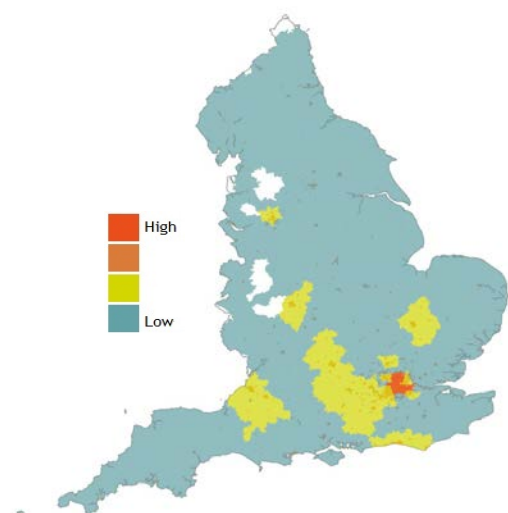
### Proportion in each region (%)



### Age head of household (%)



### Segment distribution



The map is based on a count of postcodes where the segment is dominant

## Family lifestyle

|   | Index | Percentage |  |
|---|-------|------------|--|
| Young singles/homesharers               | 249   | 17%        |  |
| Young family no children <18            | 169   | 4%         |  |
| Young family with children <18          | 62    | 2%         |  |
| Young household with children <18       | 12    | 0%         |  |
| Mature singles/homesharers              | 191   | 9%         |  |
| Mature family no children <18           | 178   | 3%         |  |
| Mature family with children <18         | 67    | 6%         |  |
| Mature household with children <18      | 162   | 4%         |  |
| Older single                            | 135   | 17%        |  |
| Older family no children <18            | 92    | 13%        |  |
| Older family/household with children<18 | 73    | 9%         |  |
| Elderly single                          | 52    | 7%         |  |
| Elderly family no children <18          | 49    | 7%         |  |

### Notes on statistics

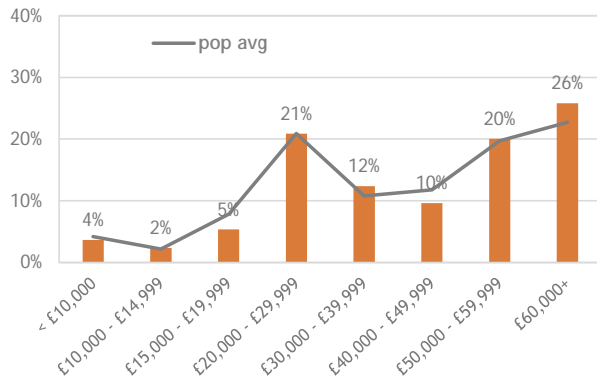
\* All of the statistics except 'education' in this section are derived from Experian data sources. These provide a nationally robust profile of each of the segments.

\* For 'family lifestyle' it should be noted that a couple living together with the same surname are defined as a family unit even if they do not have children.

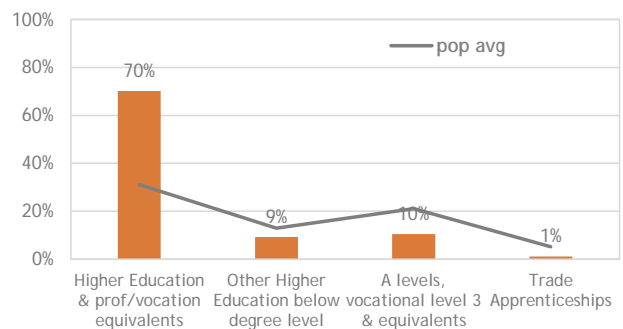
## Households with children summary

Overall index and percentage: 75 - 22%

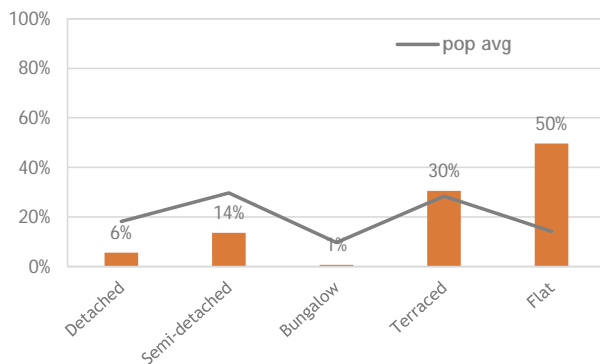
### Household income (%)



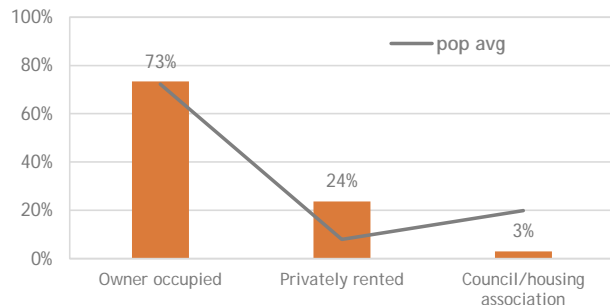
### Education level obtained (%)



### Residence type (%)



### Residence tenure (%)



## Ethnicity & disability

### Ethnicity

|                        | Pop | Seg percentage |  |
|------------------------|-----|----------------|--|
| Asian or Asian British | 4%  | 15%            |  |
| Black or Black British | 2%  | 3%             |  |
| Mixed                  | 2%  | 5%             |  |
| White                  | 92% | 77%            |  |
| Other                  | 0%  | 0%             |  |

### Disability - Do you have..

|  | Pop | Seg percentage |  |
|--|-----|----------------|--|
| Any long-standing illness, disability or infirmity?                      | 31% | 17%            |  |
| Physical or mental health conditions or illnesses (12 months or more)? * | 37% | 19%            |  |

\* Lasting or expected to last for 12 months or more