

Dormitory Dependables

Statistical appendix

Dormitory Dependables are a 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.



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/dormitory-dependables

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

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

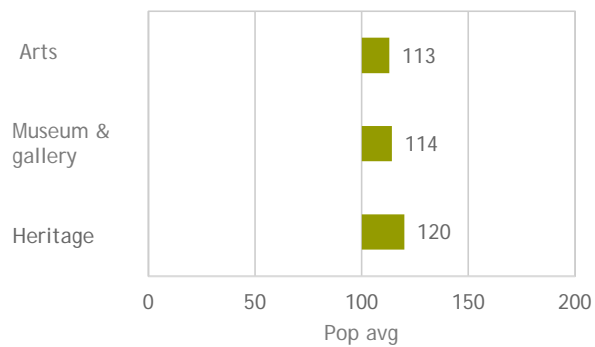
Summary of cultural visits (rank)

Overall engagement rank	4
Arts visits	4
Museum & gallery visits	4
Heritage visits	4

Proximity to provision by sector (rank)

Arts proximity	5
Museum & gallery proximity	5
Heritage proximity	5

Summary of cultural visits (index)



Notes on statistics

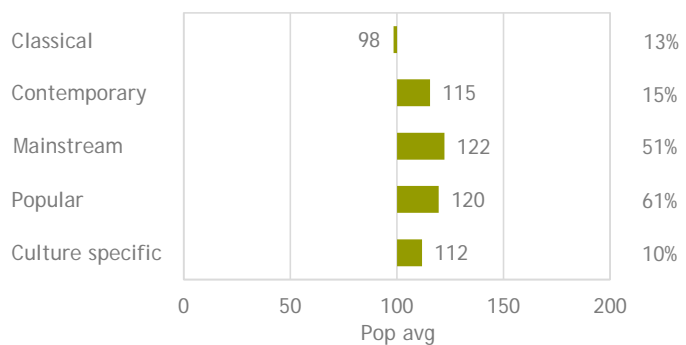
- * Engagement rank is based on arts visits combined with museums/galleries visits and does not include heritage.
- * Proximity to culture is based on analysis of provision across England carried out by The Audience Agency.
- * The overall index for each culture category is calculated from a range of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

Arts visits each year

Types of arts events visited each year (rank)

Classical	5
Contemporary	4
Mainstream	4
Popular	3
Culture specific	5

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	126	12%
Other live dance event	127	6%
African/ South Asian/ Chinese dance	98	2%
Culturally specific festival	87	3%
Circus (not animals)	97	4%
Carnival	101	11%
Other live music event	131	36%
Pantomime	131	18%
Musical	128	29%
Craft exhibition	124	16%
Public art display or installation	126	18%
Exhibition	124	25%
Play/drama	117	27%
Event connected with books or writing	104	4%
Event with video or electronic art	120	6%
Contemporary dance	120	3%
Jazz	114	6%
Ballet	104	4%
Classical music	98	8%
Opera	84	4%

Museum/ gallery / heritage visits each year

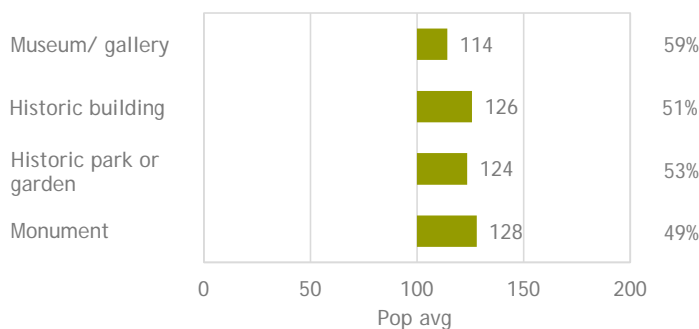
Museum/ gallery/ heritage visits (rank)

Museum/gallery	4
Historic building	3
Historic park or garden	3
Monument (e.g. castle, fort, ruin)	3

Key stat - National Trust Membership

Rank, index and %: 3 - 126 - 18%

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



'Non cultural' leisure interests 'nowadays'

'Non cultural' leisure activities (rank)

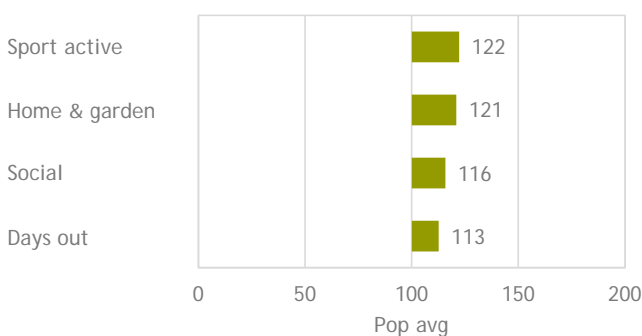
Sport active	3
Home & garden	2
Social - Rest, pubs / bars/ clubs	1
Days out	2

'Non cultural' leisure activities *

Overall rank and index: 3 - 117

* 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	114	4%
Read for pleasure (not newspapers, magazines or comics)	108	72%
Bought any original/handmade crafts such as pottery or jewellery for yourself	124	20%
Bought any original works of art for yourself	134	10%
Textile crafts such as embroidery, crocheting or knitting	97	15%
Used a computer to create original artworks or animation	119	10%
Made films or videos as an artistic activity (not family or holidays)	113	3%
Photography as an artistic activity (not family or holiday 'snaps')	136	13%
Painting, drawing, printmaking or sculpture	101	13%
Played a musical instrument for your own pleasure	126	13%
Played a musical instrument to an audience or rehearse for a performance	132	4%
Sang to an audience or rehearse for a performance (not karaoke)	108	5%

Creative pursuits each year

Overall rank and index: 4 - 118

Volunteer each year

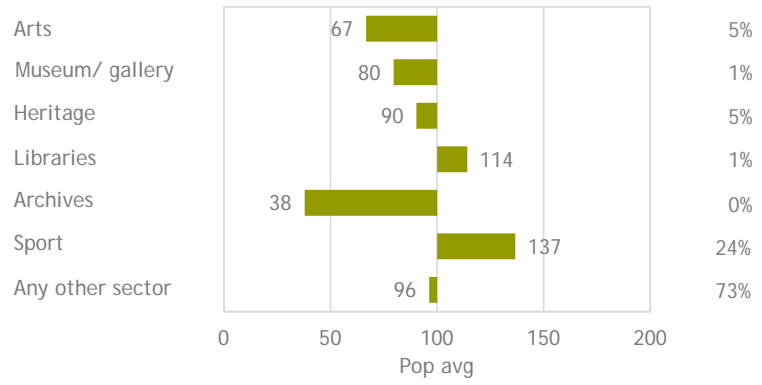
Volunteer each year by sector (rank)

Arts	9
Museums/ gallery	5
Heritage	4
Libraries	4
Archives	9
Sport	1
Any other sector	8

Volunteer each year

Overall rank, index and %: 3 - 112 - 25%

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	91	31%
The arts make a difference to the area where I live	97	48%
Having access to museums and galleries in my local area is important to me	103	62%
Conservation of local heritage really benefits me	104	60%

Cultural donations each year

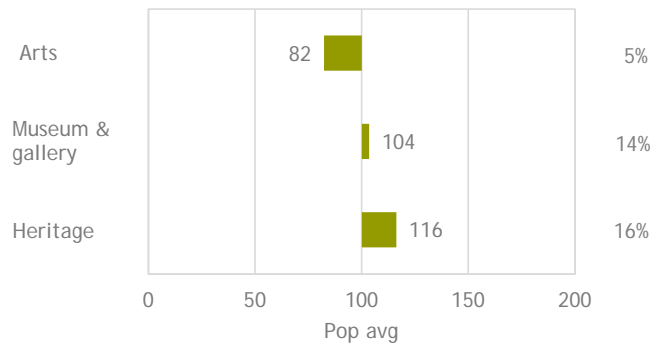
Donate each year by sector (rank)

Arts	6
Museums & gallery	5
Heritage	3

Donate each year to culture

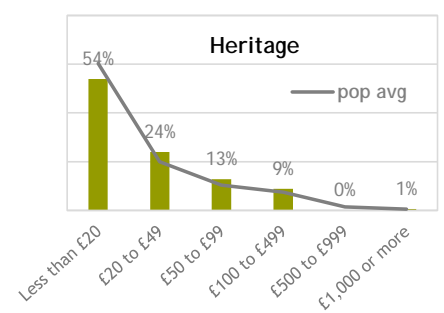
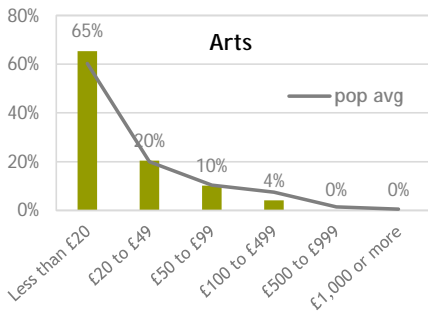
Overall rank and index: 5 - 101

Donate each year (index and %)



Amount donated per year (%)

- based on those that donate not whole sample

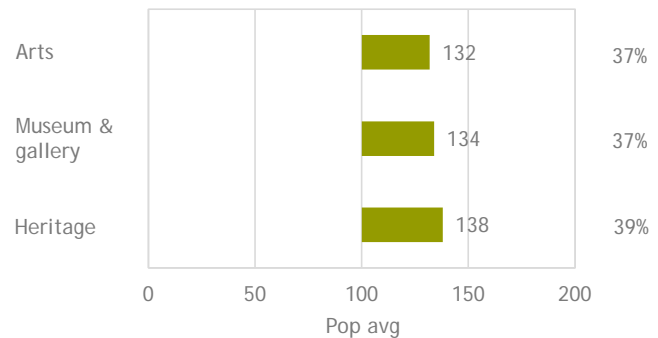


Use of digital

Used cultural websites in last 12 months (rank)

Arts	4
Museum & gallery	4
Heritage	3

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



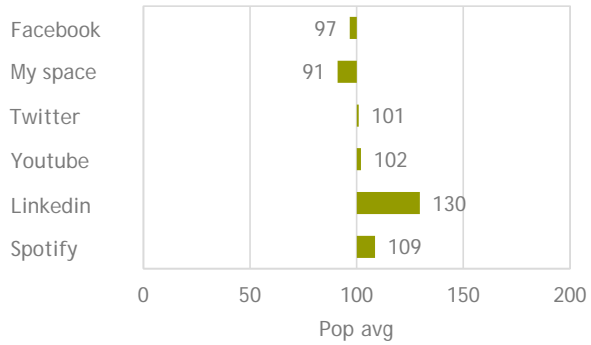
Notes on statistics

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

Use of social networking sites (rank)

Facebook	6
My space	6
Twitter	6
Youtube	6
Linkedin	4
Spotify	5

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	96	33%
To plan and inform visits to heritage sites	118	8%
To plan and inform visits to museums or galleries	121	9%
To get information about arts events (theatre, concerts etc.)	108	15%
To chat about sport, artistic, theatrical or musical interests or activities	103	16%
To share content and views on content	105	30%

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

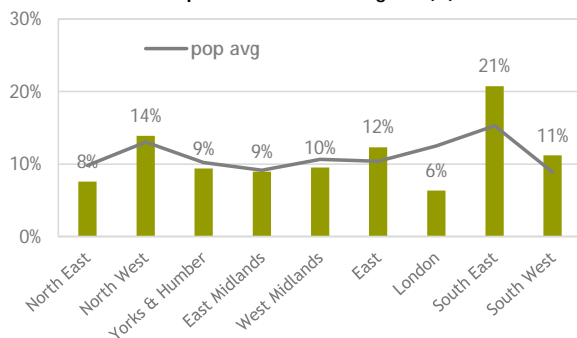
Newspaper readership

Which they read most often

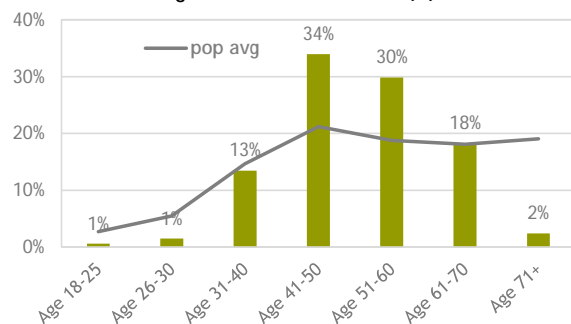
	Index	Percentage
Daily Express	125	5%
Daily Mail	129	21%
Daily Mirror	73	6%
Daily Star	56	1%
Daily Telegraph	109	6%
Financial Times	40	0%
The Guardian	115	6%
The Independent	131	3%
The Sun	76	12%
The Times	125	6%
Metro	78	4%
Local daily newspaper	80	8%
Other daily newspaper	86	1%

Location, lifestyle, residence

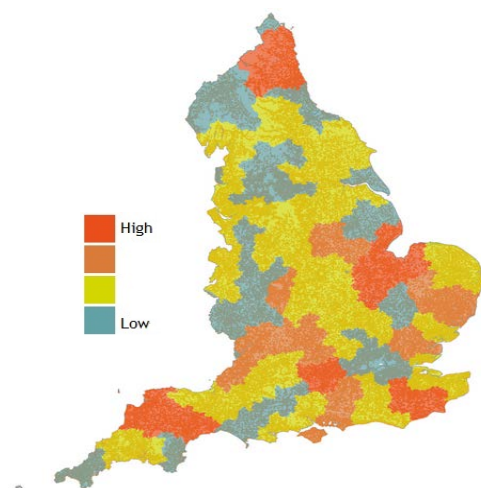
Proportion in each region (%)



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	18	1%
Young family no children <18	56	1%
Young family with children <18	88	3%
Young household with children <18	26	0%
Mature singles/homesharers	93	4%
Mature family no children <18	132	2%
Mature family with children <18	185	17%
Mature household with children <18	99	3%
Older single	154	19%
Older family no children <18	168	25%
Older family/household with children<18	156	20%
Elderly single	4	0%
Elderly family no children <18	29	4%

Notes on statistics

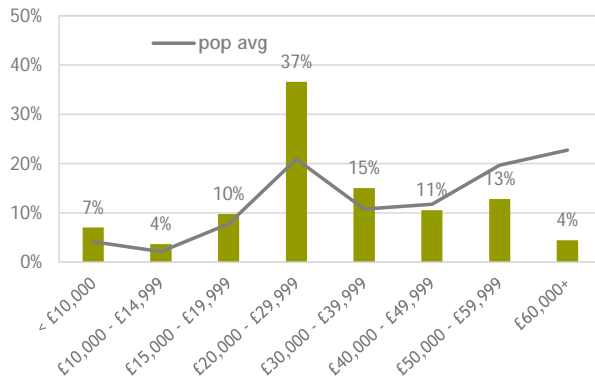
* All of the statistics except 'education' in this section are derived from Experian data sources. These provide a nationally robust profile of each of the segments.

* 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.

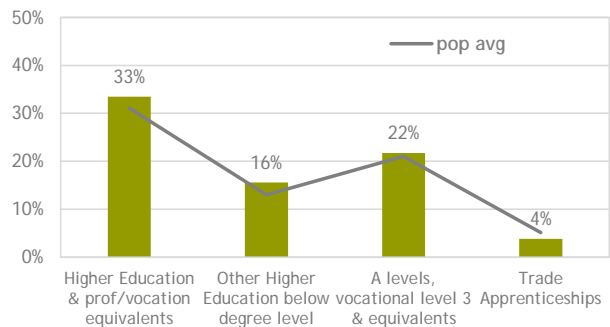
Households with children summary

Overall index and percentage: 143 - 42%

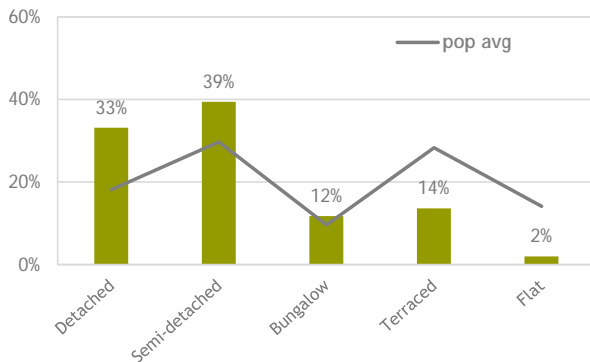
Household income (%)



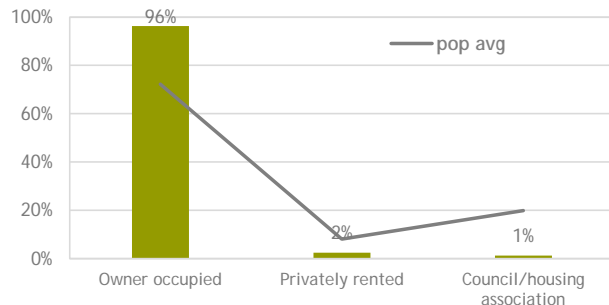
Education level obtained (%)



Residence type (%)



Residence tenure (%)



Ethnicity & disability

Ethnicity

Ethnicity	Pop	Seg percentage
Asian or Asian British	4%	1%
Black or Black British	2%	1%
Mixed	2%	1%
White	92%	97%
Other	0%	0%

Disability - Do you have..

Disability	Pop	Seg percentage
Any long-standing illness, disability or infirmity?	31%	20%
Physical or mental health conditions or illnesses (12 months or more)? *	37%	27%

* Lasting or expected to last for 12 months or more