

Kaleidoscope Creativity

Statistical appendix

More culturally diverse than many groups, urban but economically challenged, they are most likely to engage with culture in their community and outside the mainstream.



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/kaleidoscope-creativity

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

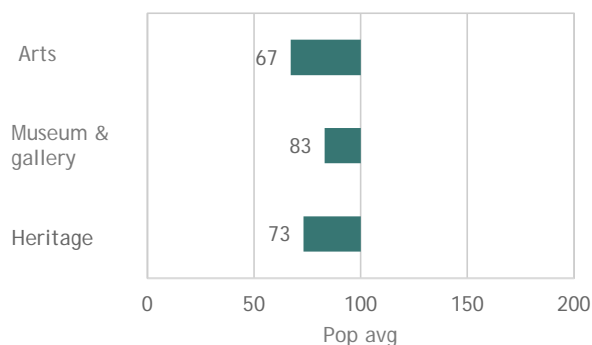
Summary of cultural visits (rank)

Overall engagement rank	9
Arts visits	8
Museum & gallery visits	9
Heritage visits	9

Proximity to provision by sector (rank)

Arts proximity	3
Museum & gallery proximity	3
Heritage proximity	3

Summary of cultural visits (index)



Notes on statistics

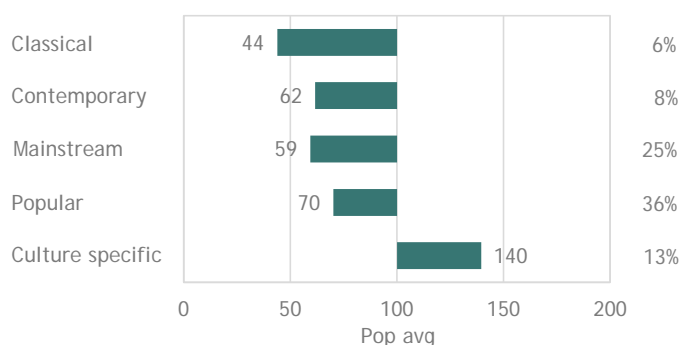
- * Engagement rank is based on arts visits combined with museums/galleries visits and does not include heritage.
- * Proximity to culture is based on analysis of provision across England carried out by The Audience Agency.
- * The overall index for each culture category is calculated from a range of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

Arts visits each year

Types of arts events visited each year (rank)

Classical	8
Contemporary	8
Mainstream	9
Popular	9
Culture specific	3

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	85	8%
Other live dance event	72	3%
African/ South Asian/ Chinese dance	139	3%
Culturally specific festival	217	9%
Circus (not animals)	77	3%
Carnival	90	10%
Other live music event	61	17%
Pantomime	53	7%
Musical	59	14%
Craft exhibition	49	6%
Public art display or installation	60	8%
Exhibition	51	10%
Play/drama	50	11%
Event connected with books or writing	58	2%
Event with video or electronic art	65	3%
Contemporary dance	59	2%
Jazz	59	3%
Ballet	33	1%
Classical music	46	4%
Opera	45	2%

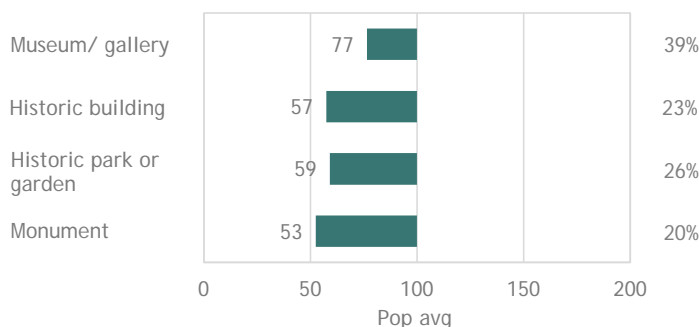


Museum/ gallery / heritage visits each year

Museum/ gallery/ heritage visits (rank)

Museum/gallery	9
Historic building	9
Historic park or garden	9
Monument (e.g. castle, fort, ruin)	9

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



Key stat - National Trust Membership

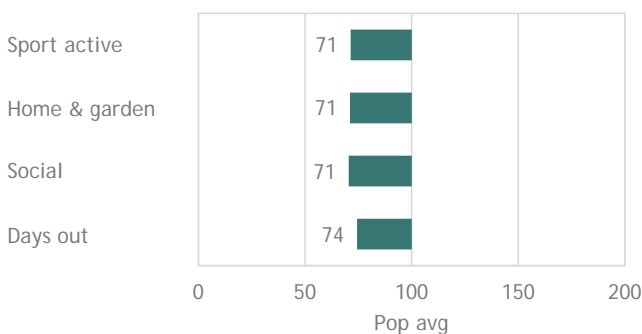
Rank, index and %: 9 - 19 - 3%

'Non cultural' leisure interests 'nowadays'

'Non cultural' leisure activities (rank)

Sport active	9
Home & garden	8
Social - Rest, pubs / bars/ clubs	10
Days out	10

'Non cultural' leisure activities (index)



'Non cultural' leisure activities *

Overall rank and index: 9 - 74

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

Creative pursuits each year

Creative pursuit each year

	Index	Percentage
Written any stories or plays	68	3%
Read for pleasure (not newspapers, magazines or comics)	76	51%
Bought any original/handmade crafts such as pottery or jewellery for yourself	66	11%
Bought any original works of art for yourself	36	3%
Textile crafts such as embroidery, crocheting or knitting	65	10%
Used a computer to create original artworks or animation	83	7%
Made films or videos as an artistic activity (not family or holidays)	77	2%
Photography as an artistic activity (not family or holiday 'snaps')	62	6%
Painting, drawing, printmaking or sculpture	90	11%
Played a musical instrument for your own pleasure	73	7%
Played a musical instrument to an audience or rehearse for a performance	76	2%
Sang to an audience or rehearse for a performance (not karaoke)	52	2%

Creative pursuits each year

Overall rank and index: 9 - 69

Volunteer each year

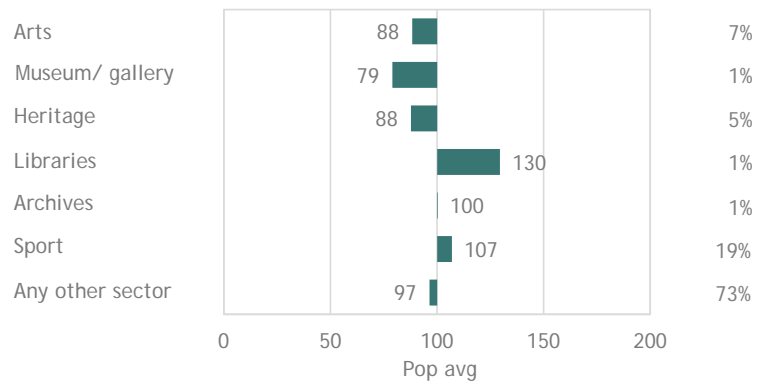
Volunteer each year by sector (rank)

Arts	6
Museums/ gallery	6
Heritage	6
Libraries	3
Archives	5
Sport	5
Any other sector	7

Volunteer each year

Overall rank, index and %: 9 - 77 - 17%

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	101	35%
The arts make a difference to the area where I live	102	50%
Having access to museums and galleries in my local area is important to me	103	63%
Conservation of local heritage really benefits me	91	53%

Cultural donations each year

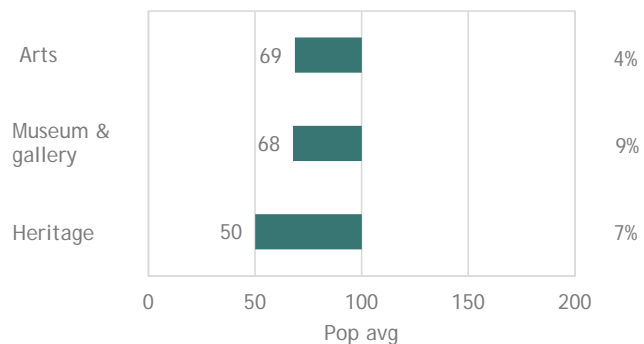
Donate each year by sector (rank)

Arts	8
Museums & gallery	9
Heritage	9

Donate each year to culture

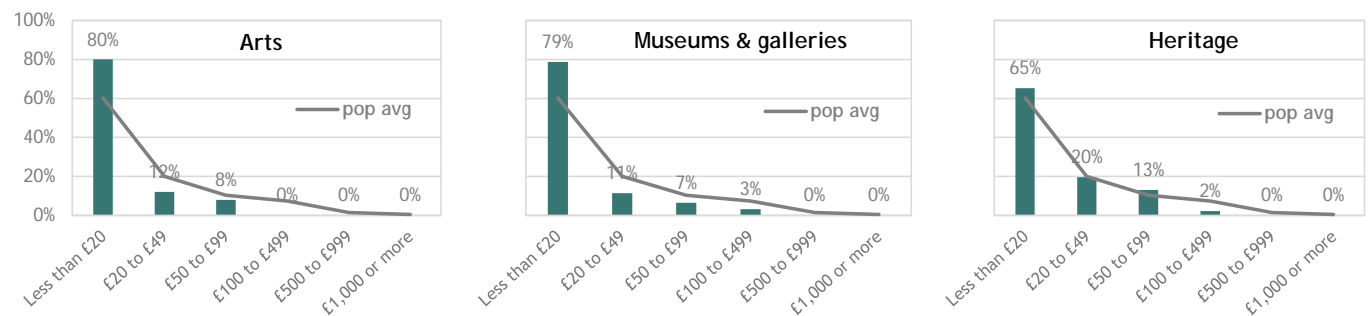
Overall rank and index: 9 - 62

Donate each year (index and %)



Amount donated per year (%)

- based on those that donate not whole sample

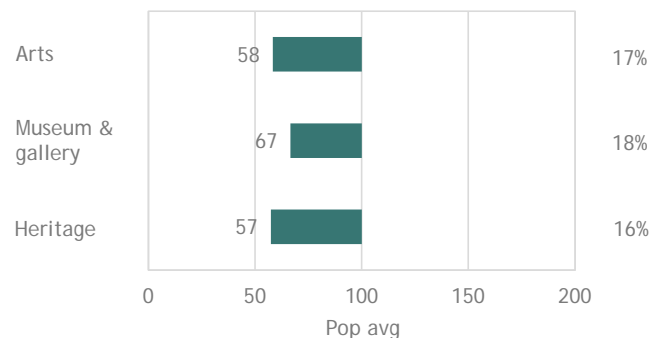


Use of digital

Used cultural websites in last 12 months (rank)

Arts	8
Museum & gallery	8
Heritage	9

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



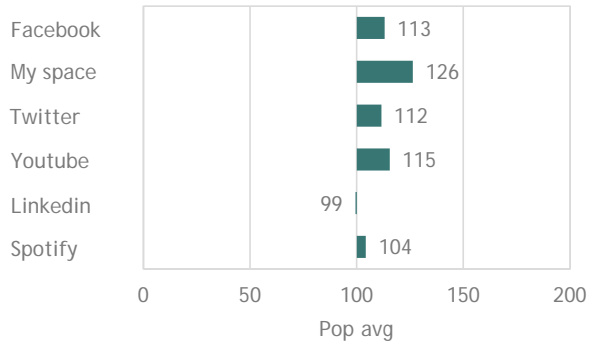
Notes on statistics

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

Use of social networking sites (rank)

Facebook	5
My space	4
Twitter	5
Youtube	5
Linkedin	6
Spotify	7

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	104	36%
To plan and inform visits to heritage sites	80	6%
To plan and inform visits to museums or galleries	88	6%
To get information about arts events (theatre, concerts etc.)	95	13%
To chat about sport, artistic, theatrical or musical interests or activities	84	14%
To share content and views on content	82	23%

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

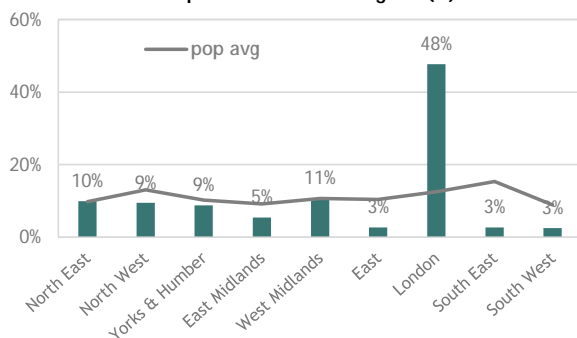
Newspaper readership

Which they read most often

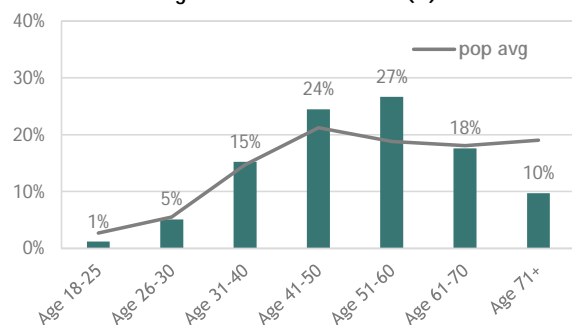
Which they read most often	Index	Percentage
Daily Express	52	2%
Daily Mail	55	9%
Daily Mirror	113	9%
Daily Star	150	3%
Daily Telegraph	45	3%
Financial Times	104	1%
The Guardian	77	4%
The Independent	85	2%
The Sun	120	19%
The Times	51	2%
Metro	275	15%
Local daily newspaper	99	10%
Other daily newspaper	124	2%

Location, lifestage, residence

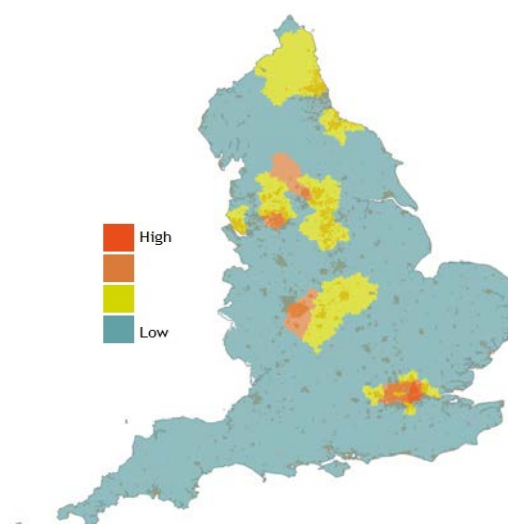
Proportion in each region (%)



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	76	5%
Young family no children <18	22	1%
Young family with children <18	90	3%
Young household with children <18	191	3%
Mature singles/homesharers	158	8%
Mature family no children <18	50	1%
Mature family with children <18	76	7%
Mature household with children <18	207	6%
Older single	196	24%
Older family no children <18	87	13%
Older family/household with children<18	108	13%
Elderly single	60	8%
Elderly family no children <18	49	7%

Notes on statistics

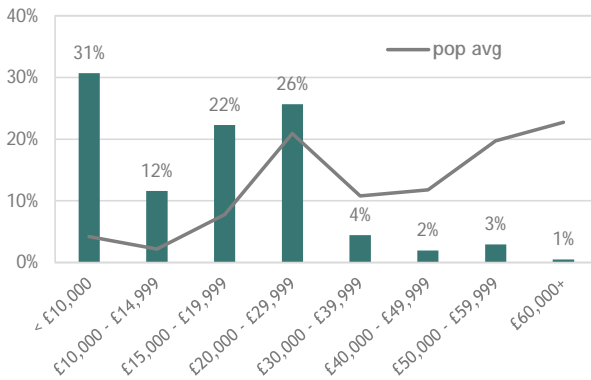
* All of the statistics except 'education' in this section are derived from Experian data sources. These provide a nationally robust profile of each of the segments.

* 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.

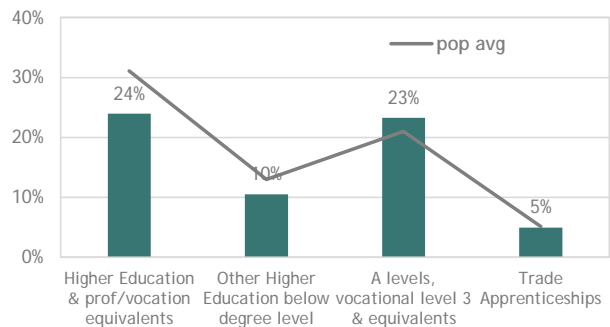
Households with children summary

Overall index and percentage: 112 - 33%

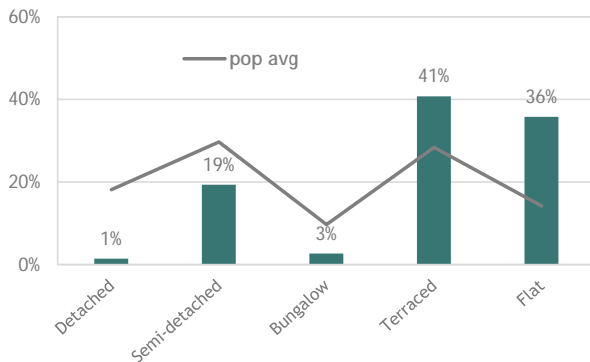
Household income (%)



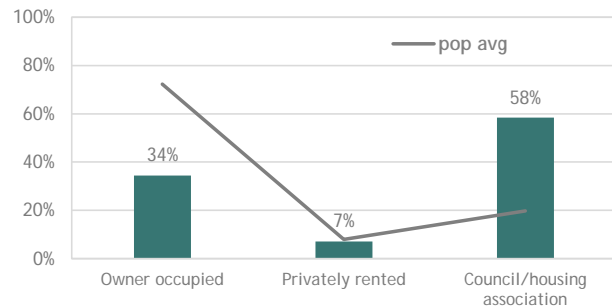
Education level obtained (%)



Residence type (%)



Residence tenure (%)



Ethnicity & disability

Ethnicity

	Pop	Seg percentage
Asian or Asian British	4%	18%
Black or Black British	2%	10%
Mixed	2%	4%
White	92%	66%
Other	0%	1%

Disability - Do you have..

	Pop	Seg percentage
Any long-standing illness, disability or infirmity?	31%	34%
Physical or mental health conditions or illnesses (12 months or more)? *	37%	39%

* Lasting or expected to last for 12 months or more