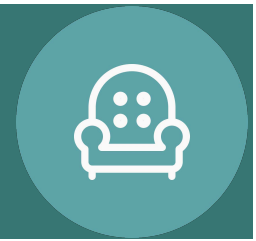


Supported Communities

Statistical appendix

Elderly people who are often unable to access arts events or afford them. However, they used to enjoy the arts, museums and heritage and under the right circumstances could do so again.



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 at theaudienceagency.org/audience-spectrum/supported-communities

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

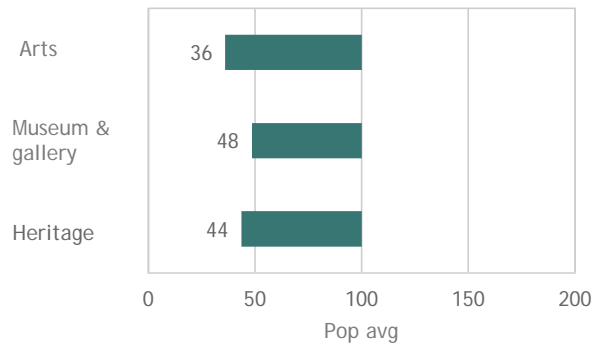
Summary of cultural visits (rank)

Overall engagement rank	10
Arts visits	10
Museum & gallery visits	10
Heritage visits	10

Proximity to provision by sector (rank)

Arts proximity	10
Museum & gallery proximity	10
Heritage proximity	10

Summary of cultural visits (index)



Notes on statistics

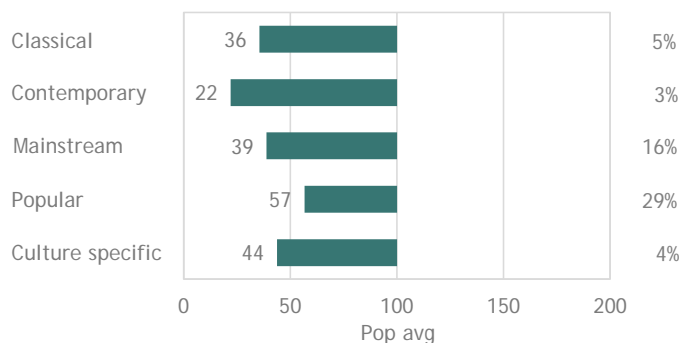
- * Engagement rank is based on arts visits combined with museums/galleries visits and does not include heritage.
- * Proximity to culture is based on analysis of provision across England carried out by The Audience Agency.
- * The overall index for each culture category is calculated from a range of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

Arts visits each year

Types of arts events visited each year (rank)

Classical	9
Contemporary	10
Mainstream	10
Popular	10
Culture specific	10

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	34	3%
Other live dance event	52	2%
African/ South Asian/ Chinese dance	46	1%
Culturally specific festival	40	2%
Circus (not animals)	54	2%
Carnival	65	7%
Other live music event	40	11%
Pantomime	61	8%
Musical	49	11%
Craft exhibition	40	5%
Public art display or installation	18	2%
Exhibition	23	4%
Play/drama	30	7%
Event connected with books or writing	24	1%
Event with video or electronic art	16	1%
Contemporary dance	26	1%
Jazz	16	1%
Ballet	36	2%
Classical music	32	3%
Opera	21	1%

Museum/ gallery / heritage visits each year

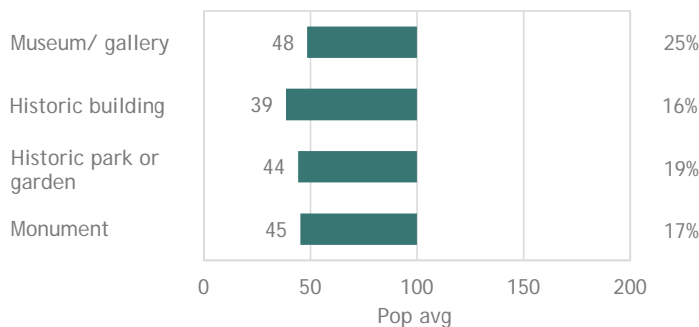
Museum/ gallery/ heritage visits (rank)

Museum/gallery	10
Historic building	10
Historic park or garden	10
Monument (e.g. castle, fort, ruin)	10

Key stat - National Trust Membership

Rank, index and %: 10 - 16 - 2%

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



'Non cultural' leisure interests 'nowadays'

'Non cultural' leisure activities (rank)

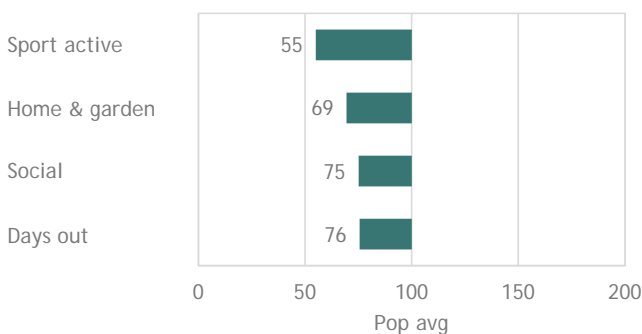
Sport active	10
Home & garden	9
Social - Rest, pubs / bars/ clubs	9
Days out	9

'Non cultural' leisure activities *

Overall rank and index: 10 - 62

* 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	72	2%
Read for pleasure (not newspapers, magazines or comics)	84	57%
Bought any original/handmade crafts such as pottery or jewellery for yourself	43	7%
Bought any original works of art for yourself	20	1%
Textile crafts such as embroidery, crocheting or knitting	112	17%
Used a computer to create original artworks or animation	31	3%
Made films or videos as an artistic activity (not family or holidays)	30	1%
Photography as an artistic activity (not family or holiday 'snaps')	27	3%
Painting, drawing, printmaking or sculpture	65	8%
Played a musical instrument for your own pleasure	49	5%
Played a musical instrument to an audience or rehearse for a performance	41	1%
Sang to an audience or rehearse for a performance (not karaoke)	53	2%

Creative pursuits each year

Overall rank and index: 10 - 52

Volunteer each year

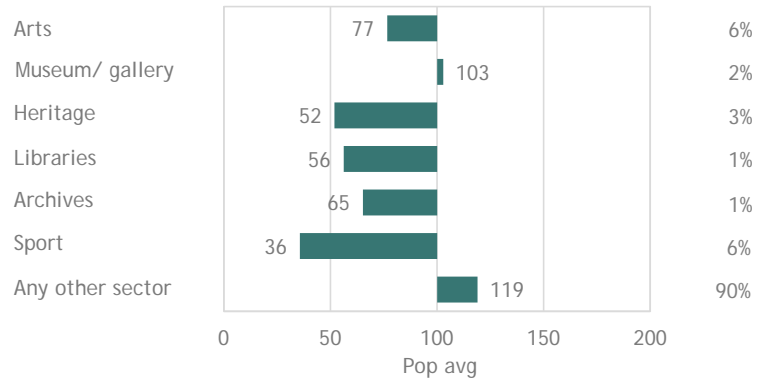
Volunteer each year by sector (rank)

Arts	8
Museums/ gallery	4
Heritage	9
Libraries	8
Archives	6
Sport	10
Any other sector	1

Volunteer each year

Overall rank, index and %: 10 - 58 - 13%

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	97	33%
The arts make a difference to the area where I live	90	44%
Having access to museums and galleries in my local area is important to me	84	51%
Conservation of local heritage really benefits me	79	46%

Cultural donations each year

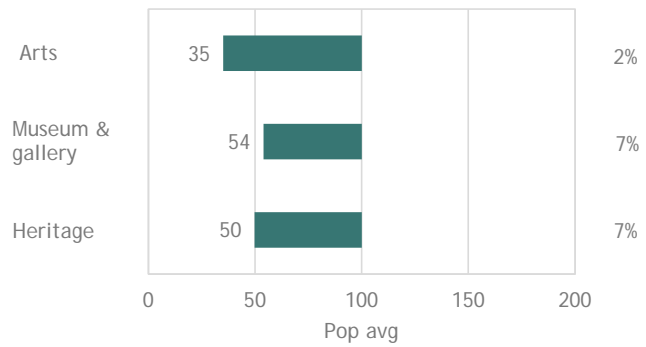
Donate each year by sector (rank)

Arts	10
Museums & gallery	10
Heritage	10

Donate each year to culture

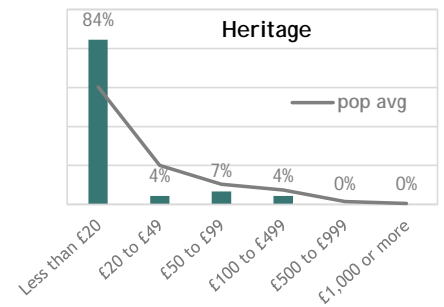
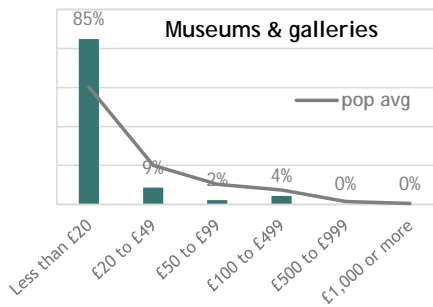
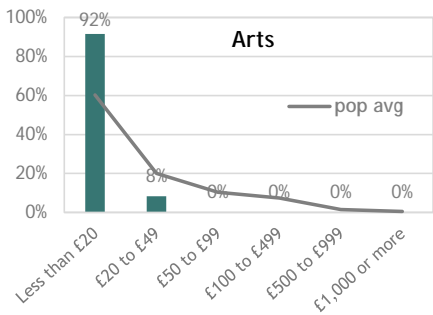
Overall rank and index: 10 - 46

Donate each year (index and %)



Amount donated per year (%)

- based on those that donate not whole sample

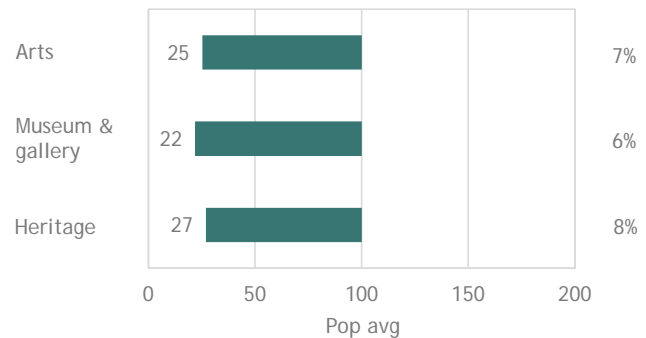


Use of digital

Used cultural websites in last 12 months (rank)

Arts	10
Museum & gallery	10
Heritage	10

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



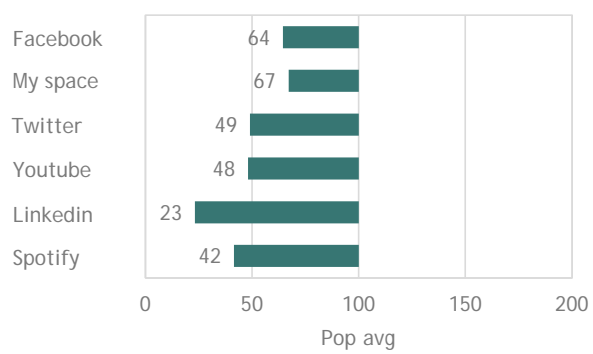
Notes on statistics

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

Use of social networking sites (rank)

Facebook	9
My space	8
Twitter	9
Youtube	9
Linkedin	10
Spotify	9

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	93	32%
To plan and inform visits to heritage sites	50	4%
To plan and inform visits to museums or galleries	90	7%
To get information about arts events (theatre, concerts etc.)	63	8%
To chat about sport, artistic, theatrical or musical interests or activities	91	15%
To share content and views on content	83	23%

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

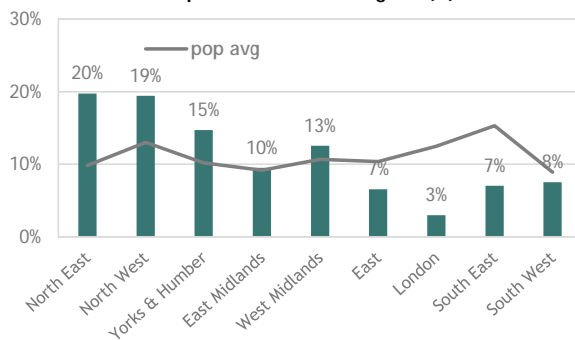
Newspaper readership

Which they read most often

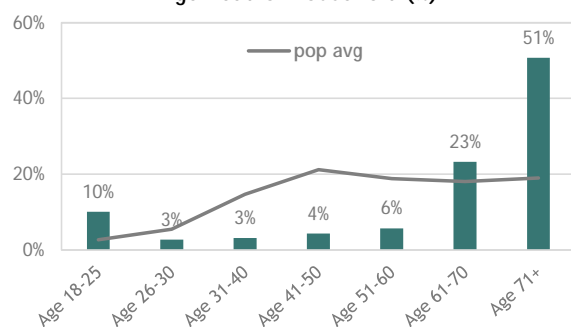
	Index	Percentage
Daily Express	101	4%
Daily Mail	72	12%
Daily Mirror	189	15%
Daily Star	200	4%
Daily Telegraph	26	1%
Financial Times	0	0%
The Guardian	12	1%
The Independent	31	1%
The Sun	137	22%
The Times	14	1%
Metro	59	3%
Local daily newspaper	164	17%
Other daily newspaper	98	1%

Location, lifestyle, residence

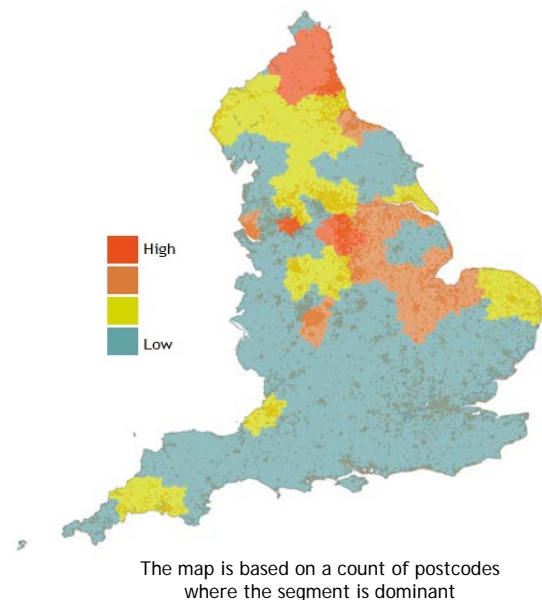
Proportion in each region (%)



Age head of household (%)



Segment distribution



Family lifestyle

	Index	Percentage
Young singles/homesharers	86	6%
Young family no children <18	9	0%
Young family with children <18	106	4%
Young household with children <18	274	5%
Mature singles/homesharers	17	1%
Mature family no children <18	5	0%
Mature family with children <18	0	0%
Mature household with children <18	3	0%
Older single	58	7%
Older family no children <18	13	2%
Older family/household with children<18	40	5%
Elderly single	356	47%
Elderly family no children <18	157	22%

Notes on statistics

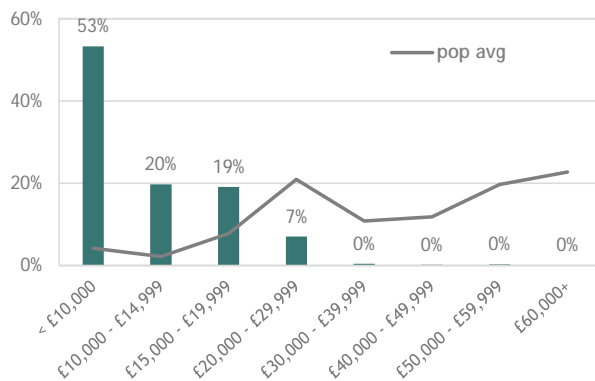
* All of the statistics except 'education' in this section are derived from Experian data sources. These provide a nationally robust profile of each of the segments.

* 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.

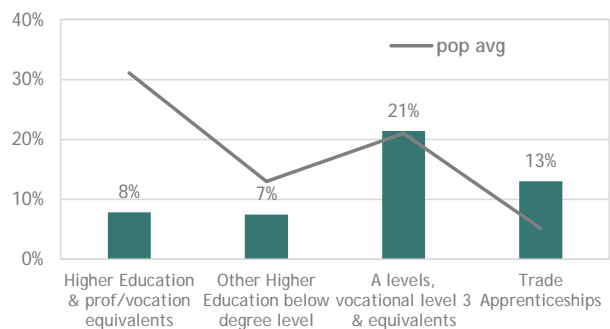
Households with children summary

Overall index and percentage: 48 - 14%

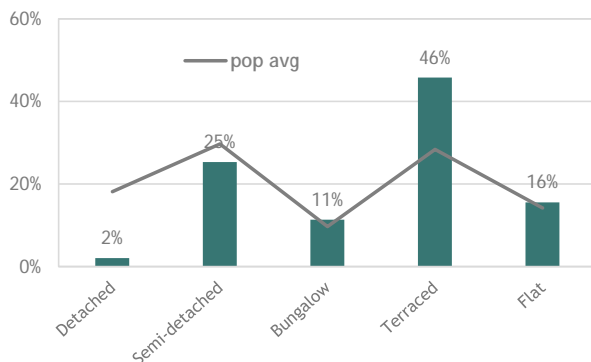
Household income (%)



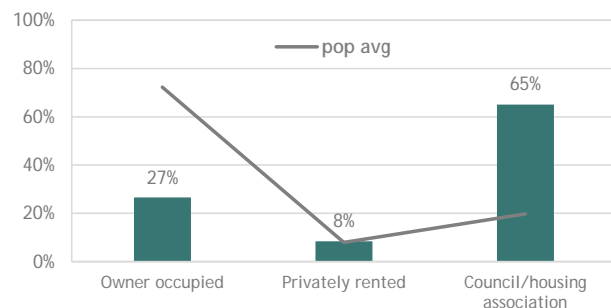
Education level obtained (%)



Residence type (%)



Residence tenure (%)



Ethnicity & disability

Ethnicity

Ethnicity	Pop	Seg percentage
Asian or Asian British	4%	1%
Black or Black British	2%	2%
Mixed	2%	1%
White	92%	96%
Other	0%	0%

Disability - Do you have..

Disability	Pop	Seg percentage
Any long-standing illness, disability or infirmity?	31%	59%
Physical or mental health conditions or illnesses (12 months or more)? *	37%	60%

* Lasting or expected to last for 12 months or more