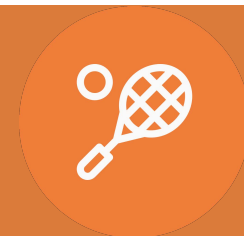


Commuterland Culturebuffs

Statistical appendix

Affluent and settled, living in provincial or greenbelt comfort and keen consumers of culture as part of their social lives. Open to invitation, they lean towards heritage and the classical.



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 theaudienceagency.org/audience-spectrum/commuterland-culturebuffs

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 segment's position compared to other segments. '1' is highest rank, '10' is lowest rank

Summary of cultural visits

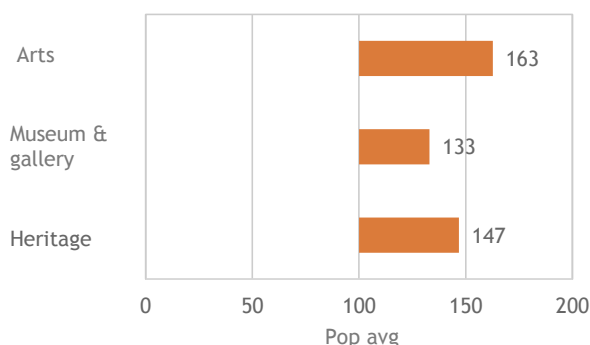
Summary of cultural visits (rank)

Overall engagement rank	2
Arts visits	2
Museum & gallery visits	2
Heritage visits	2

Proximity to provision by sector (rank)

Arts proximity	4
Museum & gallery proximity	4
Heritage proximity	4

Summary of cultural visits (index)



Notes on statistics

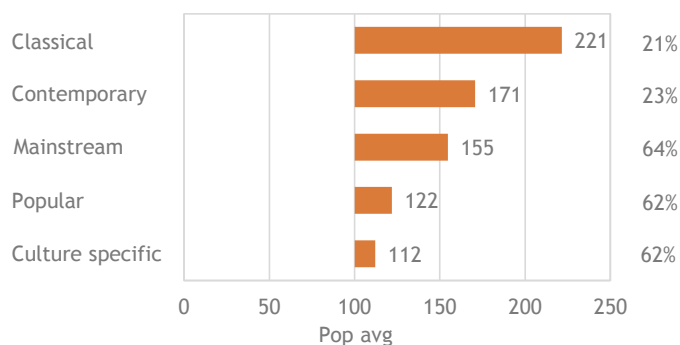
- * Engagement rank is based on arts visits combined with museums/galleries visits and does not include heritage.
- * Proximity to culture is based on analysis of provision across England carried out by The Audience Agency.
- * The overall index for each culture category is calculated from a range of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

Arts visits each year

Types of arts events visited each year (rank)

Classical	2
Contemporary	2
Mainstream	2
Popular	2
Culture specific	4

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.

Specific artform visits each year (index and %)

Artform	Index	Percentage
Street arts	146	14%
Other live dance event	117	5%
African/ South Asian/ Chinese dance	124	3%
Culturally specific festival	103	4%
Circus (not animals)	114	5%
Carnival	103	11%
Other live music event	123	34%
Pantomime	126	17%
Musical	155	36%
Craft exhibition	170	21%
Public art display or installation	184	26%
Exhibition	183	36%
Play/drama	186	42%
Event connected with books or writing	189	8%
Event with video or electronic art	165	8%
Contemporary dance	196	6%
Jazz	181	9%
Ballet	236	10%
Classical music	229	19%
Opera	223	10%

Museum/ gallery / heritage visits each year

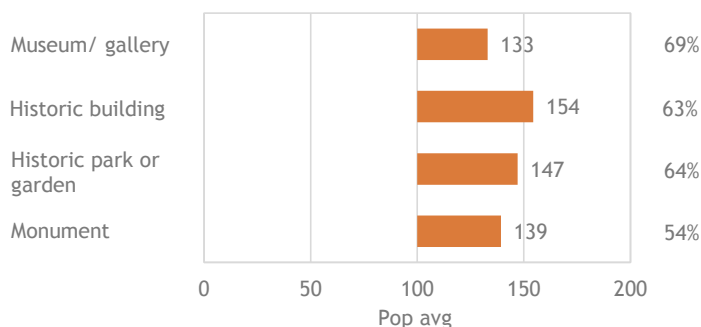
Museum/ gallery/ heritage visits (rank)

Museum/gallery	2
Historic building	2
Historic park or garden	2
Monument (e.g. castle, fort, ruin)	2

Key stat - National Trust Membership

Rank, index and %: 1 - 240 - 34%

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



Non cultural leisure interests taken part in 'nowadays'

Non cultural leisure activities (rank)

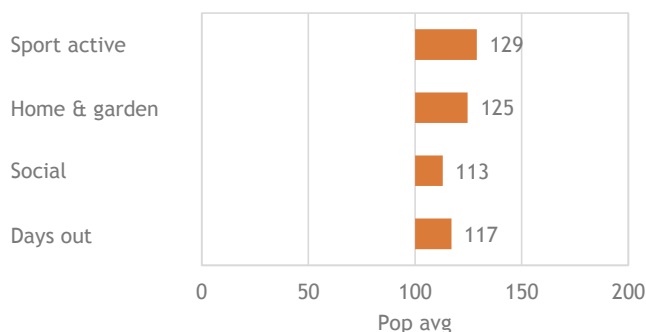
Sport active	1
Home & garden	1
Social - Rest, pubs / bars/ clubs	3
Days out	1

Non cultural leisure activities*

Overall rank and index: 1 - 125

* 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	129	4%
Read for pleasure (not newspapers, magazines or comics)	119	80%
Bought any original/handmade crafts such as pottery or jewellery for yourself	158	25%
Bought any original works of art for yourself	216	15%
Textile crafts such as embroidery, crocheting or knitting	126	20%
Used a computer to create original artworks or animation	123	11%
Made films or videos as an artistic activity (not family or holidays)	148	4%
Photography as an artistic activity (not family or holiday 'snaps')	144	14%
Painting, drawing, printmaking or sculpture	114	14%
Played a musical instrument for your own pleasure	138	14%
Played a musical instrument to an audience or rehearsed for a performance	154	5%
Sang to an audience or rehearsed for a performance (not karaoke)	162	8%

Creative pursuits each year

Overall rank and index: 2 - 144

Volunteer each year

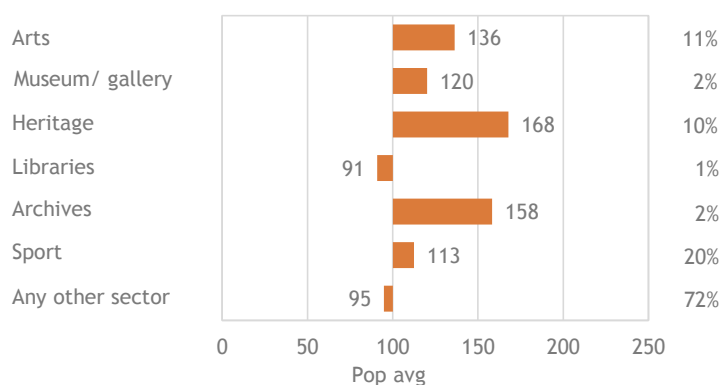
Volunteer each year by sector (rank)

Arts	2
Museums/ gallery	3
Heritage	1
Libraries	6
Archives	3
Sport	2
Any other sector	10

Volunteer each year

Overall rank, index and %: 1 - 155 - 35%

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



Attitudes to culture

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

	Index	Percentage
I am an arty person	98	34%
The arts make a difference to the area where I live	117	57%
Having access to museums and galleries in my local area is important to me	111	67%
Conservation of local heritage really benefits me	121	70%

Cultural donations each year

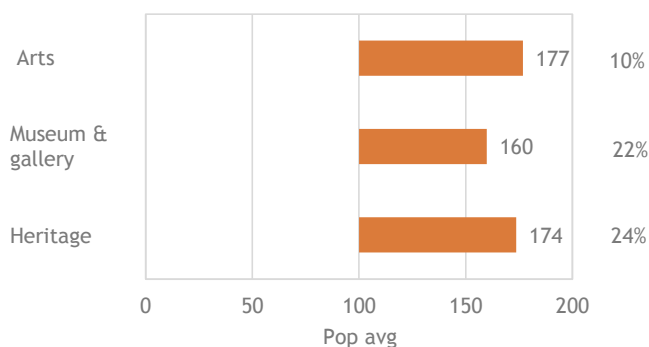
Donate each year by sector (rank)

Arts	2
Museums & gallery	1
Heritage	1

Donate each year to culture

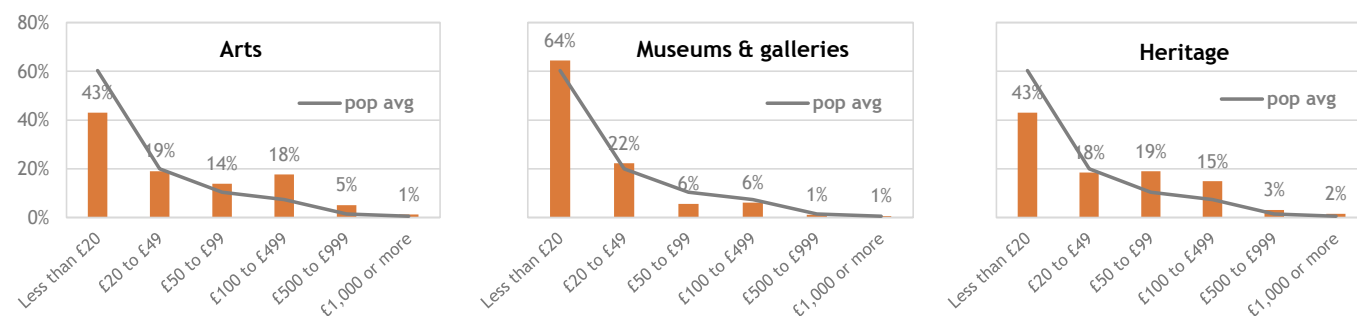
Overall rank and index: 1 - 170

Donate each year (index and %)



Amount donated per year (%)

- based on those that donate not whole sample

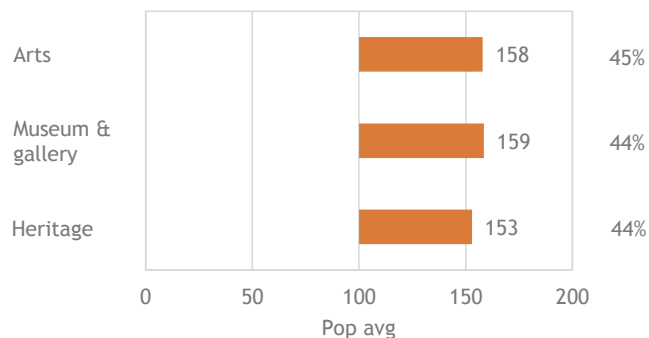


Use of digital

Used cultural websites in last 12 months (rank)

Arts	2
Museum & gallery	2
Heritage	2

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)

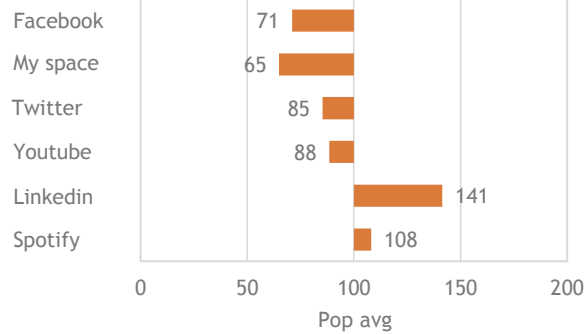
Facebook	8
My space	9
Twitter	7
Youtube	7
Linkedin	3
Spotify	6

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 (index)



Use of social networking sites or applications*

	Index	Percentage
To find out what's happening in your local area	73	26%
To plan and inform visits to heritage sites	142	10%
To plan and inform visits to museums or galleries	146	11%
To get information about arts events (theatre, concerts etc.)	115	15%
To chat about sport, artistic, theatrical or musical interests or activities	75	12%
To share content and views on content	88	25%

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

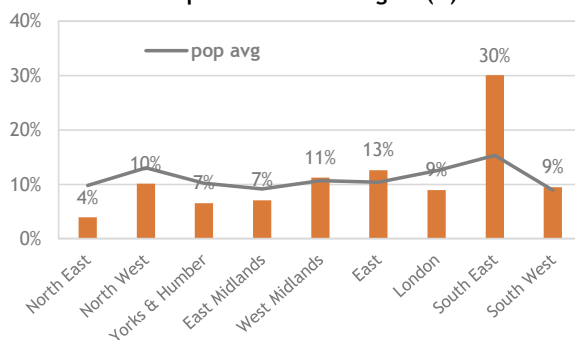
Newspaper readership

Which they read most often

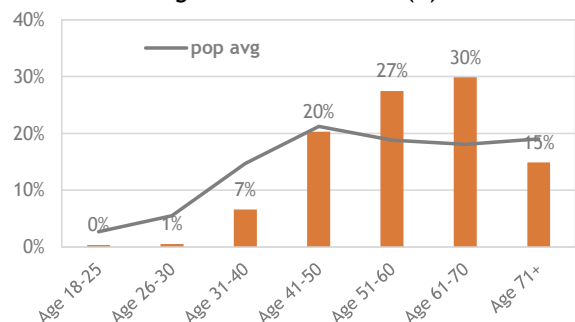
	Index	Percentage
Daily Express	96	4%
Daily Mail	142	23%
Daily Mirror	31	2%
Daily Star	8	0%
Daily Telegraph	282	16%
Financial Times	177	1%
The Guardian	143	8%
The Independent	149	4%
The Sun	31	5%
The Times	259	12%
Metro	74	4%
Local daily newspaper	47	5%
Other daily newspaper	93	1%

Location, lifestyle, residence

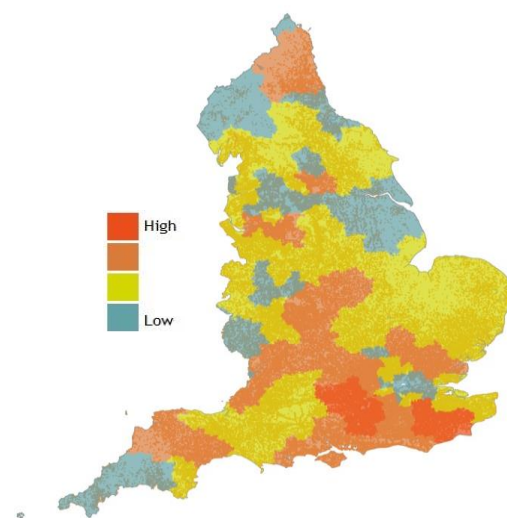
Proportion in each region (%)



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	8	1%
Young family no children <18	22	1%
Young family with children <18	28	1%
Young household with children <18	7	0%
Mature singles/homesharers	50	2%
Mature family no children <18	117	2%
Mature family with children <18	82	7%
Mature household with children <18	39	1%
Older single	92	11%
Older family no children <18	216	32%
Older family/household with children<18	130	16%
Elderly single	41	5%
Elderly family no children <18	146	20%

Notes on statistics

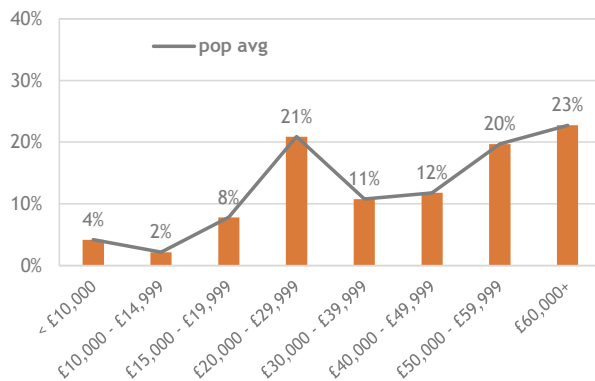
* All of the statistics except 'education' in this section are derived from Experian data sources. These provide a nationally robust profile of each of the segments.

* 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

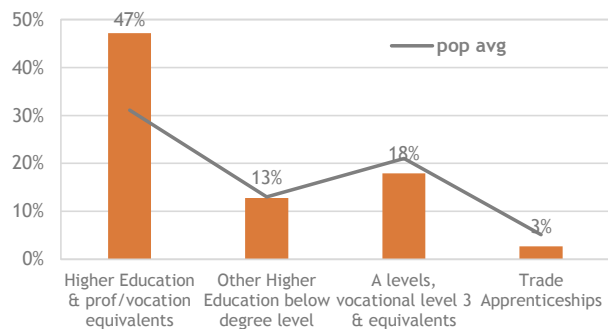
Households with children summary

Overall index and percentage: 87 - 26%

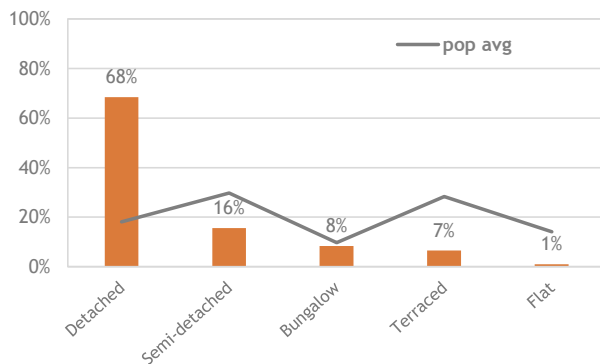
Household income (%)



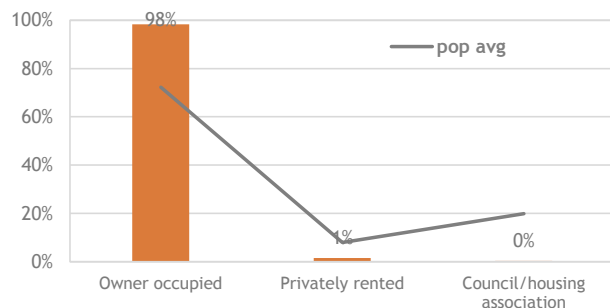
Education level obtained (%)



Residence type (%)



Residence tenure (%)



Ethnicity & disability

Ethnicity

Pop

Seg percentage

Asian or Asian British	4%	3%
Black or Black British	2%	0%
Mixed	2%	1%
White	92%	95%
Other	0%	0%

Disability - Do you have..

Pop

Seg percentage

Any long-standing illness, disability or infirmity?	31%	24%
Physical or mental health conditions or illnesses (12 months or more)? *	37%	33%

* Lasting or expected to last for 12 months or more