

Experience Seekers

Statistical appendix

A significant and diverse proportion of urban audiences, these highly active students and recent graduates are in the early to mid-stages of their careers and regularly attend a wide variety of cultural events.



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/experience-seekers

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

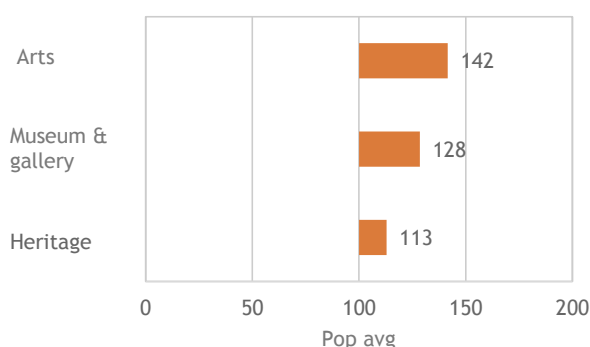
Summary of cultural visits (rank)

Overall engagement rank	3
Arts visits	3
Museum & gallery visits	3
Heritage visits	4

Proximity to provision by sector (rank)

Arts proximity	2
Museum & gallery proximity	2
Heritage proximity	2

Summary of cultural visits (index)



Notes on statistics

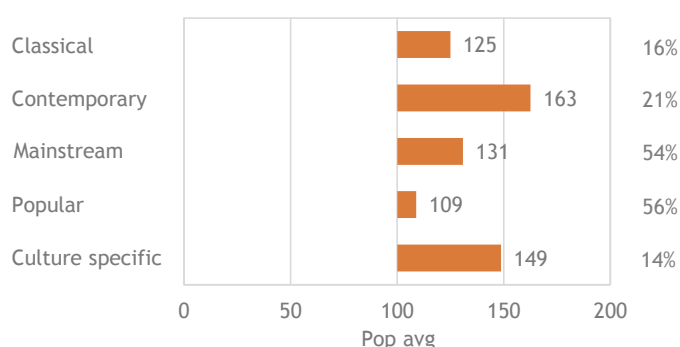
- * Engagement rank is based on arts visits combined with museums/galleries visits and does not include heritage.
- * Proximity to culture is based on analysis of provision across England carried out by The Audience Agency.
- * The overall index for each culture category is calculated from a range of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

Arts visits each year

Types of arts events visited each year (rank)

Classical	4
Contemporary	3
Mainstream	3
Popular	5
Culture specific	2

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	141	14%
Other live dance event	126	5%
African/ South Asian/ Chinese dance	225	5%
Culturally specific festival	184	7%
Circus (not animals)	125	5%
Carnival	102	11%
Other live music event	122	34%
Pantomime	71	10%
Musical	116	27%
Craft exhibition	92	12%
Public art display or installation	162	23%
Exhibition	158	31%
Play/drama	128	29%
Event connected with books or writing	154	6%
Event with video or electronic art	180	9%
Contemporary dance	177	5%
Jazz	181	9%
Ballet	110	5%
Classical music	127	11%
Opera	153	7%

Museum/ gallery / heritage visits each year

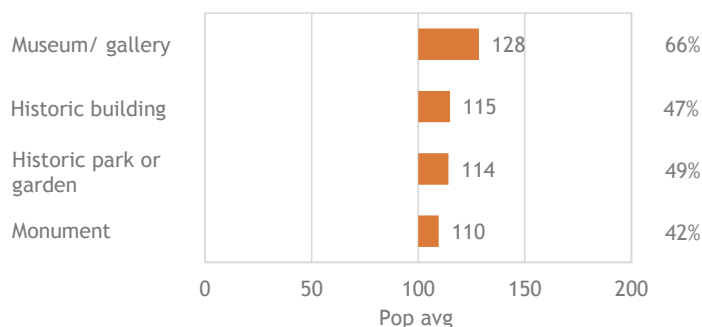
Museum/ gallery/ heritage visits (rank)

Museum/gallery	3
Historic building	4
Historic park or garden	4
Monument (e.g. castle, fort, ruin)	5

Key stat - National Trust Membership

Rank, index and %: 5 - 80 - 11%

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



Non cultural leisure interests taken part in 'nowadays'

Non cultural leisure activities (rank)

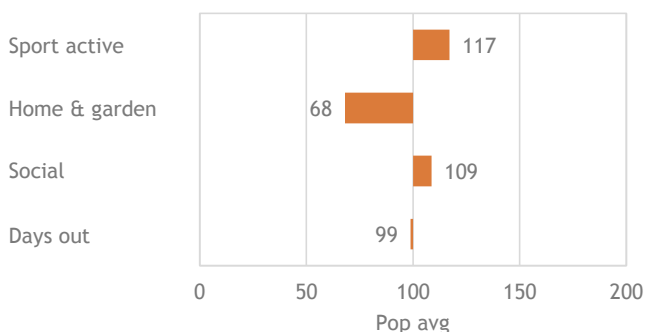
Sport active	4
Home & garden	10
Social - Rest, pubs / bars/ clubs	5
Days out	6

Non cultural leisure activities *

Overall rank and index: 5 - 108

* 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	5%
Read for pleasure (not newspapers, magazines or comics)	105	71%
Bought any original/handmade crafts such as pottery or jewellery for yourself	116	19%
Bought any original works of art for yourself	143	10%
Textile crafts such as embroidery, crocheting or knitting	89	14%
Used a computer to create original artworks or animation	149	13%
Made films or videos as an artistic activity (not family or holidays)	174	4%
Photography as an artistic activity (not family or holiday 'snaps')	155	15%
Painting, drawing, printmaking or sculpture	133	17%
Played a musical instrument for your own pleasure	126	13%
Played a musical instrument to an audience or rehearsed for a performance	142	5%
Sang to an audience or rehearsed for a performance (not karaoke)	124	6%

Creative pursuits each year

Overall rank and index: 3 - 131

Volunteer each year

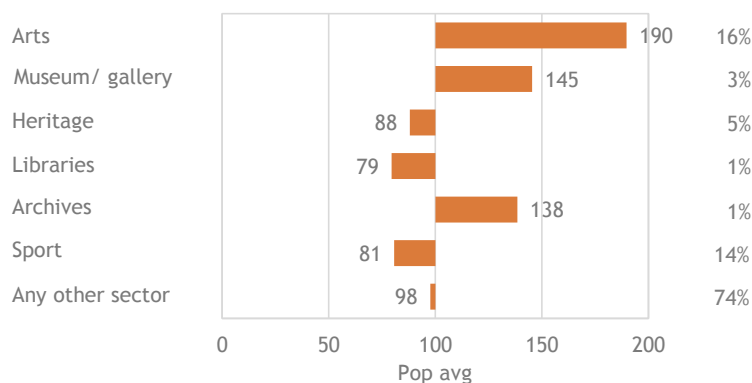
Volunteer each year by sector (rank)

Arts	1
Museums/ gallery	2
Heritage	5
Libraries	7
Archives	4
Sport	8
Any other sector	6

Volunteer each year

Overall rank, index and %: 4 - 111 - 25%

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	134	46%
The arts make a difference to the area where I live	119	58%
Having access to museums and galleries in my local area is important to me	114	69%
Conservation of local heritage really benefits me	108	63%

Cultural donations each year

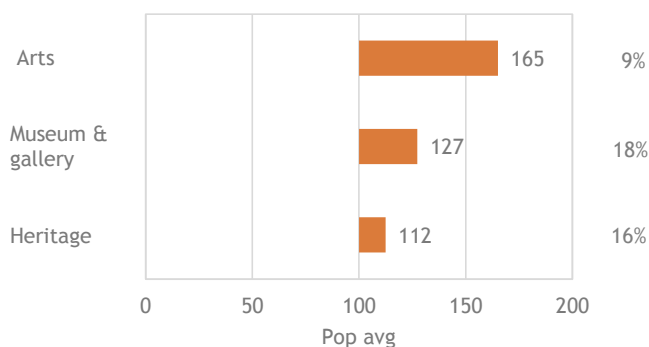
Donate each year by sector (rank)

Arts	3
Museums & gallery	3
Heritage	4

Donate each year to culture

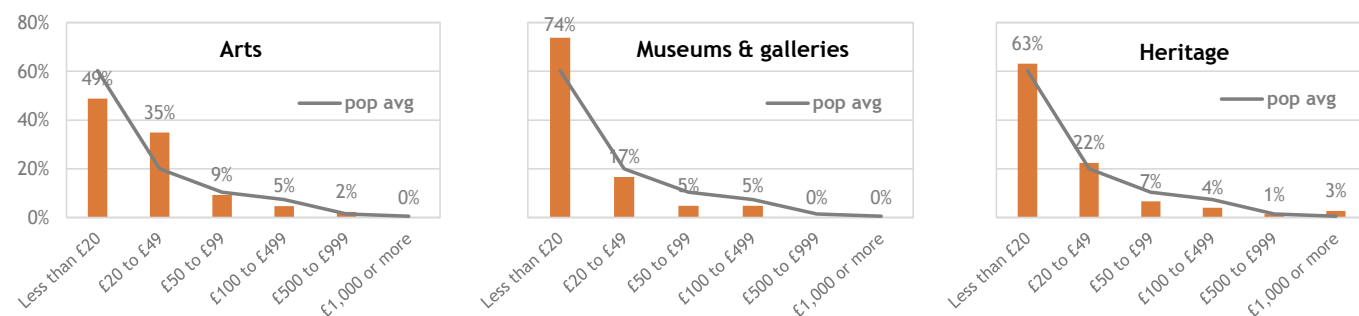
Overall rank and index: 3 - 135

Donate each year (index and %)



Amount donated per year (%)

- based on those that donate not whole sample

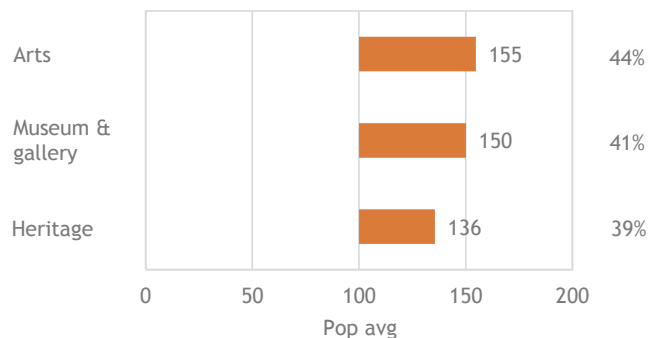


Use of digital

Used cultural websites in last 12 months (rank)

Arts	3
Museum & gallery	3
Heritage	4

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)

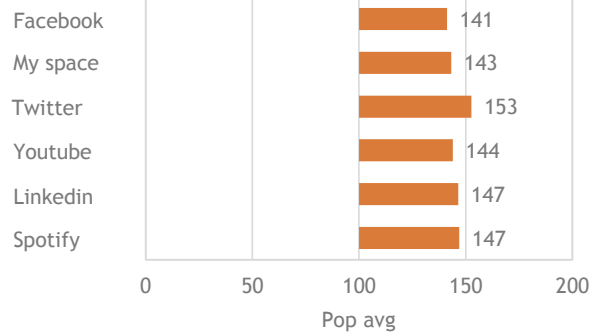
Facebook	2
My space	2
Twitter	2
Youtube	1
Linkedin	2
Spotify	2

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	112	39%
To plan and inform visits to heritage sites	120	9%
To plan and inform visits to museums or galleries	123	9%
To get information about arts events (theatre, concerts etc.)	121	16%
To chat about sport, artistic, theatrical or musical interests or activities	127	20%
To share content and views on content	120	34%

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

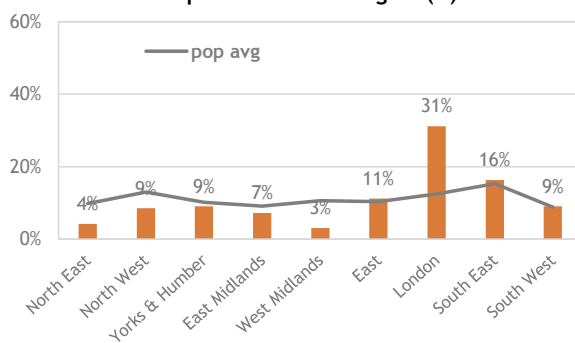
Newspaper readership

Which they read most often

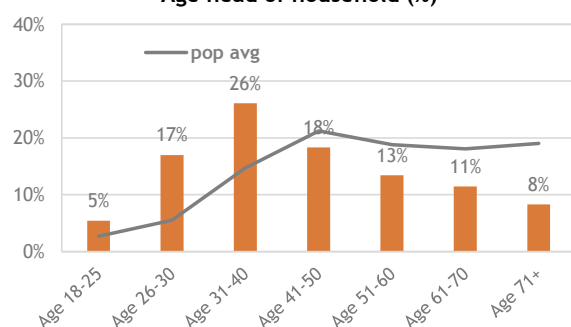
	Index	Percentage
Daily Express	66	3%
Daily Mail	79	13%
Daily Mirror	64	5%
Daily Star	60	1%
Daily Telegraph	62	4%
Financial Times	192	2%
The Guardian	270	14%
The Independent	193	5%
The Sun	80	13%
The Times	134	6%
Metro	257	14%
Local daily newspaper	69	7%
Other daily newspaper	115	2%

Location, lifestyle, residence

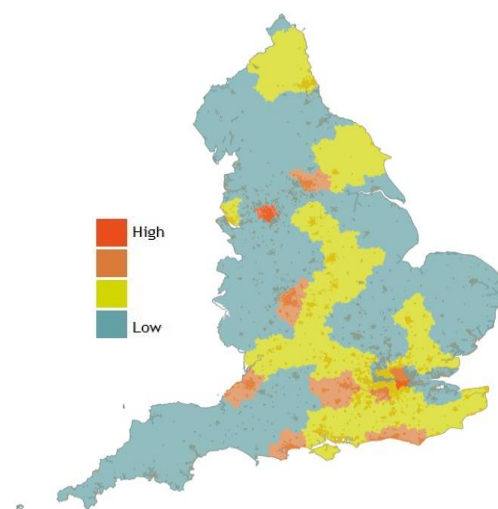
Proportion in each region (%)



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	344	24%	
Young family no children <18	318	8%	
Young family with children <18	61	2%	
Young household with children <18	108	2%	
Mature singles/homesharers	248	12%	
Mature family no children <18	264	4%	
Mature family with children <18	37	3%	
Mature household with children <18	101	3%	
Older single	143	18%	
Older family no children <18	55	8%	
Older family/household with children<18	17	2%	
Elderly single	59	8%	
Elderly family no children <18	34	5%	

Notes on statistics

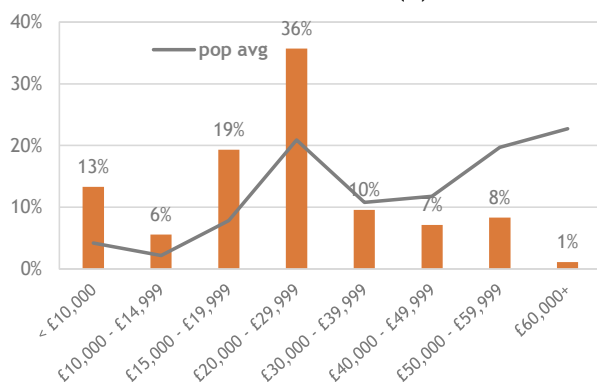
* All of the statistics except 'education' in this section are derived from Experian data sources. These provide a nationally robust profile of each of the segments.

* 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.

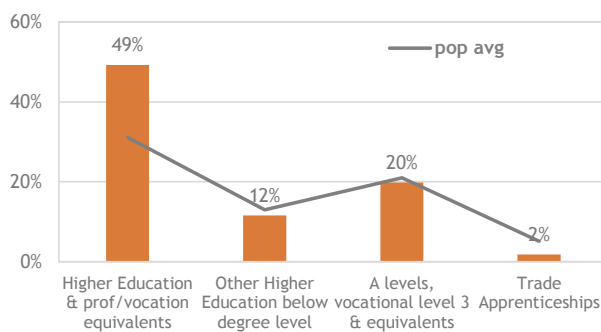
Households with children summary

Overall index and percentage: 41 - 12%

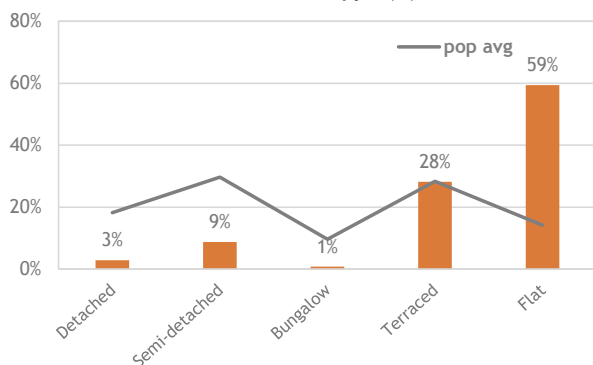
Household income (%)



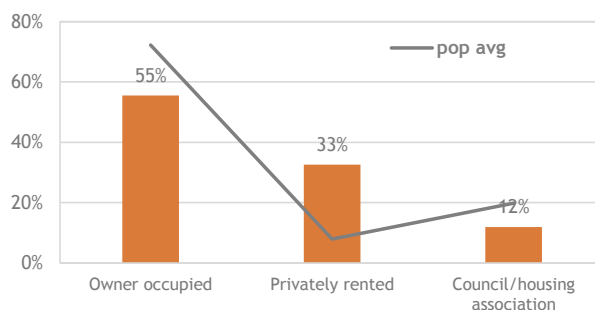
Education level obtained (%)



Residence type (%)



Residence tenure (%)



Ethnicity & disability

Ethnicity

Pop

Seg percentage

Asian or Asian British	4%	8%	
Black or Black British	2%	4%	
Mixed	2%	3%	
White	92%	84%	
Other	0%	1%	

Disability - Do you have..

Pop

Seg percentage

Any long-standing illness, disability or infirmity?	31%	19%	
Physical or mental health conditions or illnesses (12 months or more)? *	37%	30%	

* Lasting or expected to last for 12 months or more