

Home & Heritage

Statistical appendix

Conservative in their tastes, this more mature group appreciates all things traditional. A large proportion are National Trust members, while classical music and amateur dramatics are comparatively popular.



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/home-and-heritage

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

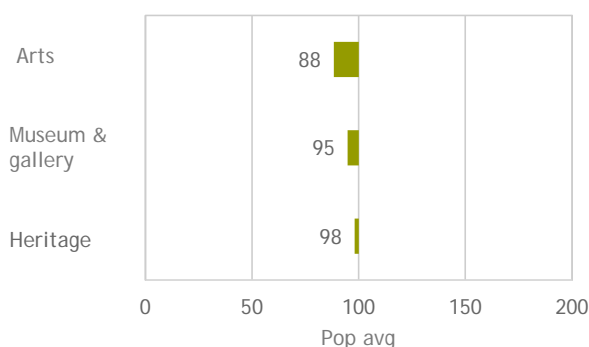
Summary of cultural visits (rank)

Overall engagement rank	6
Arts visits	6
Museum & gallery visits	6
Heritage visits	6

Proximity to provision by sector (rank)

Arts proximity	8
Museum & gallery proximity	8
Heritage proximity	7

Summary of cultural visits (index)



Notes on statistics

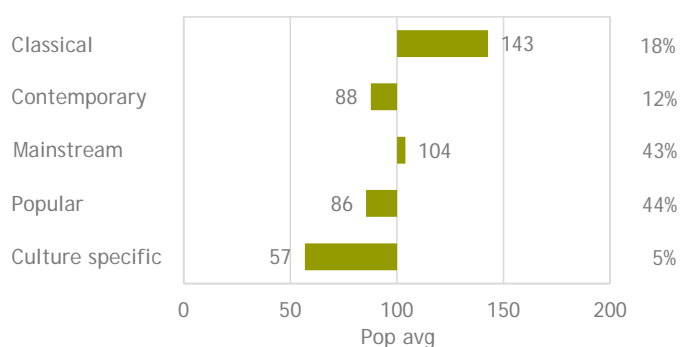
- * Engagement rank is based on arts visits combined with museums/galleries visits and does not include heritage.
- * Proximity to culture is based on analysis of provision across England carried out by The Audience Agency.
- * The overall index for each culture category is calculated from a range of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

Arts visits each year

Types of arts events visited each year (rank)

Classical	3
Contemporary	6
Mainstream	5
Popular	8
Culture specific	9

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	63	6%
Other live dance event	66	3%
African/ South Asian/ Chinese dance	58	1%
Culturally specific festival	40	2%
Circus (not animals)	33	1%
Carnival	81	9%
Other live music event	64	18%
Pantomime	106	14%
Musical	108	25%
Craft exhibition	136	17%
Public art display or installation	82	12%
Exhibition	98	19%
Play/drama	106	24%
Event connected with books or writing	86	4%
Event with video or electronic art	39	2%
Contemporary dance	64	2%
Jazz	121	6%
Ballet	122	5%
Classical music	151	13%
Opera	142	6%

Museum/ gallery / heritage visits each year

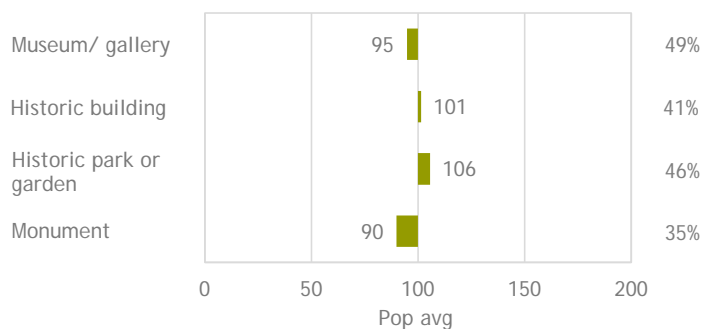
Museum/ gallery/ heritage visits (rank)

Museum/gallery	6
Historic building	6
Historic park or garden	5
Monument (e.g. castle, fort, ruin)	6

Key stat - National Trust Membership

Rank, index and %: 2 - 165 - 23%

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



'Non cultural' leisure interests 'nowadays'

'Non cultural' leisure activities (rank)

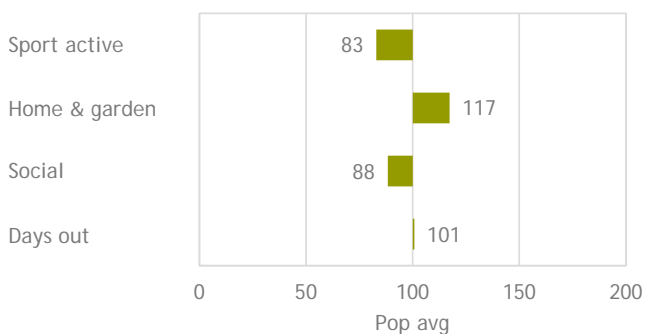
Sport active	8
Home & garden	3
Social - Rest, pubs / bars/ clubs	8
Days out	5

'Non cultural' leisure activities *

Overall rank and index: 6 - 93

* 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	103	3%
Read for pleasure (not newspapers, magazines or comics)	108	73%
Bought any original/handmade crafts such as pottery or jewellery for yourself	88	14%
Bought any original works of art for yourself	73	5%
Textile crafts such as embroidery, crocheting or knitting	144	22%
Used a computer to create original artworks or animation	53	5%
Made films or videos as an artistic activity (not family or holidays)	36	1%
Photography as an artistic activity (not family or holiday 'snaps')	75	7%
Painting, drawing, printmaking or sculpture	72	9%
Played a musical instrument for your own pleasure	72	7%
Played a musical instrument to an audience or rehearse for a performance	65	2%
Sang to an audience or rehearse for a performance (not karaoke)	114	5%

Creative pursuits each year

Overall rank and index: 6 - 84

Volunteer each year

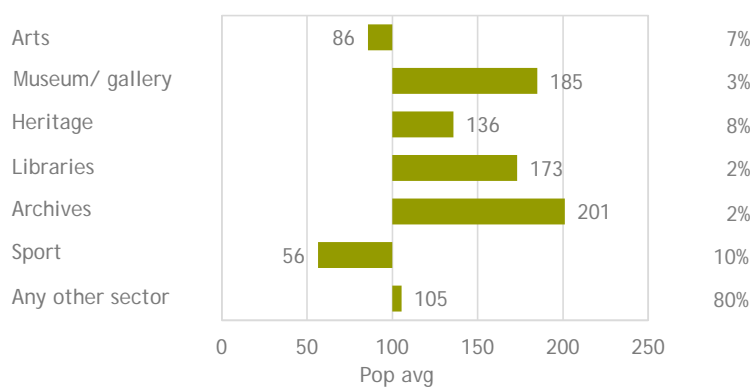
Volunteer each year by sector (rank)

Arts	7
Museums/ gallery	1
Heritage	2
Libraries	1
Archives	2
Sport	9
Any other sector	2

Volunteer each year

Overall rank, index and %: 5 - 109 - 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	97	33%
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	101	61%
Conservation of local heritage really benefits me	107	62%

Cultural donations each year

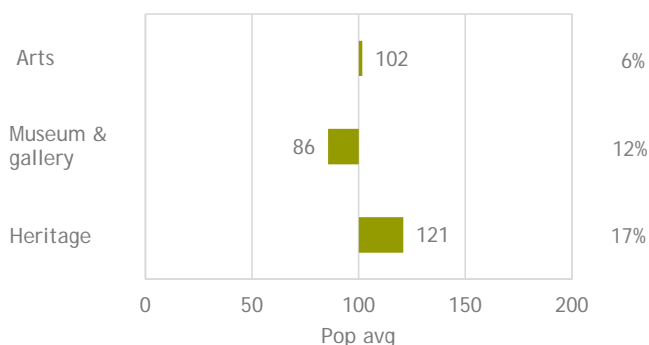
Donate each year by sector (rank)

Arts	4
Museums & gallery	7
Heritage	2

Donate each year to culture

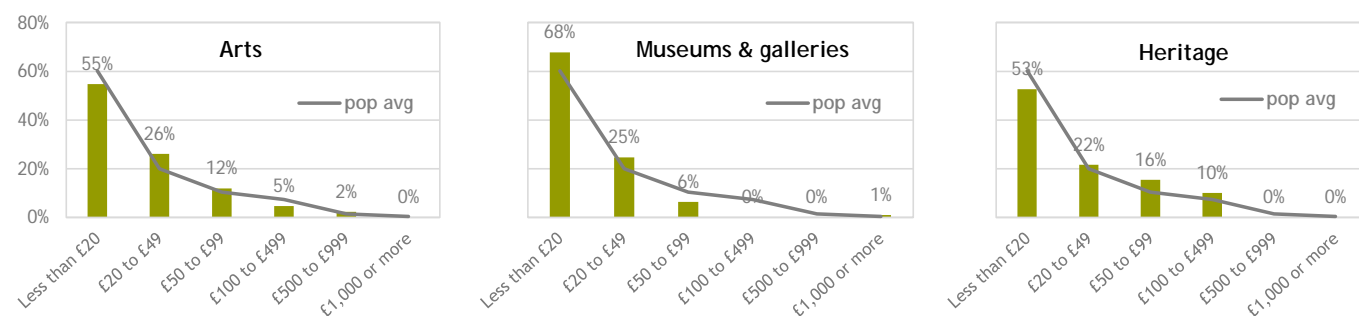
Overall rank and index: 4 - 103

Donate each year (index and %)



Amount donated per year (%)

- based on those that donate not whole sample

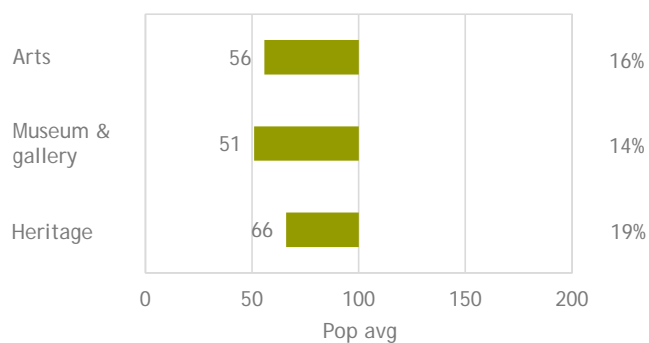


Use of digital

Used cultural websites in last 12 months (rank)

Arts	9
Museum & gallery	9
Heritage	8

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)

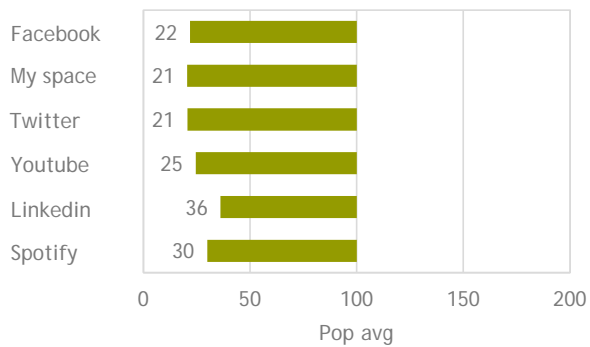
Facebook	10
My space	10
Twitter	10
Youtube	10
Linkedin	9
Spotify	10

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	79	28%
To plan and inform visits to heritage sites	187	13%
To plan and inform visits to museums or galleries	137	10%
To get information about arts events (theatre, concerts etc.)	137	18%
To chat about sport, artistic, theatrical or musical interests or activities	49	8%
To share content and views on content	68	19%

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

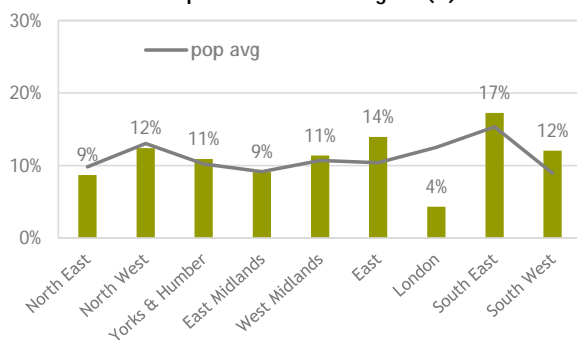
Newspaper readership

Which they read most often

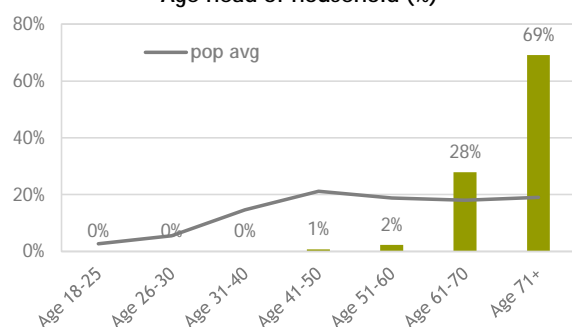
	Index	Percentage
Daily Express	201	8%
Daily Mail	172	28%
Daily Mirror	111	9%
Daily Star	48	1%
Daily Telegraph	189	11%
Financial Times	22	0%
The Guardian	54	3%
The Independent	61	1%
The Sun	50	8%
The Times	82	4%
Metro	23	1%
Local daily newspaper	104	11%
Other daily newspaper	129	2%

Location, lifestyle, residence

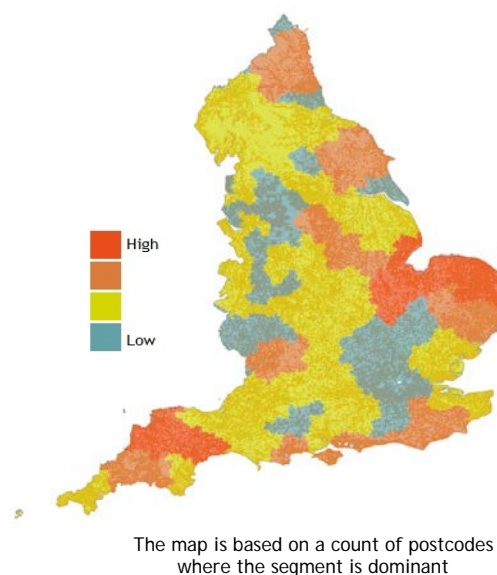
Proportion in each region (%)



Age head of household (%)



Segment distribution



Family lifecycle

	Index	Percentage
Young singles/homesharers	0	0%
Young family no children <18	0	0%
Young family with children <18	0	0%
Young household with children <18	0	0%
Mature singles/homesharers	1	0%
Mature family no children <18	0	0%
Mature family with children <18	0	0%
Mature household with children <18	0	0%
Older single	24	3%
Older family no children <18	17	3%
Older family/household with children <18	12	2%
Elderly single	371	49%
Elderly family no children <18	317	44%

Notes on statistics

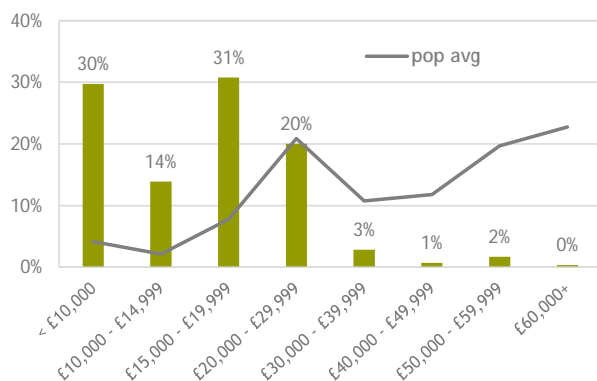
* All of the statistics except 'education' in this section are derived from Experian data sources. These provide a nationally robust profile of each of the segments.

* For 'family lifecycle' 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.

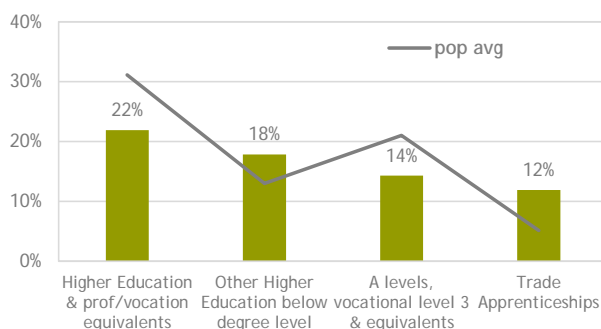
Households with children summary

Overall index and percentage: 5 - 2%

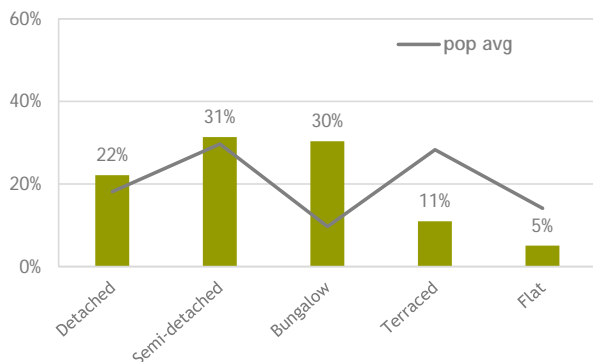
Household income (%)



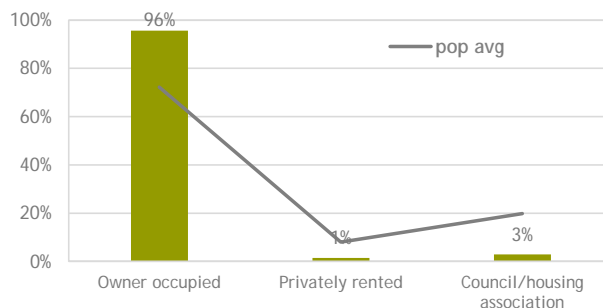
Education level obtained (%)



Residence type (%)



Residence tenure (%)



Ethnicity & disability

Ethnicity

	Pop	Seg percentage
Asian or Asian British	4%	0%
Black or Black British	2%	0%
Mixed	2%	0%
White	92%	99%
Other	0%	0%

Disability - Do you have..

	Pop	Seg percentage
Any long-standing illness, disability or infirmity?	31%	54%
Physical or mental health conditions or illnesses (12 months or more)? *	37%	54%

* Lasting or expected to last for 12 months or more