Metroculturals
Statistical appendix

Prosperous, liberal urbanites, Metroculturals choose a city lifestyle for the broad cultural opportunity it affords. They are interested in a very wide spectrum of activity.

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/metroculturals

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	1
Arts visits	1
Museum & gallery visits	1
Heritage visits	1

Proximity to provision by sector (rank)

Arts proximity	1
Museum & gallery proximity	1
Heritage proximity	1

Summary of cultural visits (index)

|	
Arts	233
Museum & gallery	158
Heritage	156

Pop avg
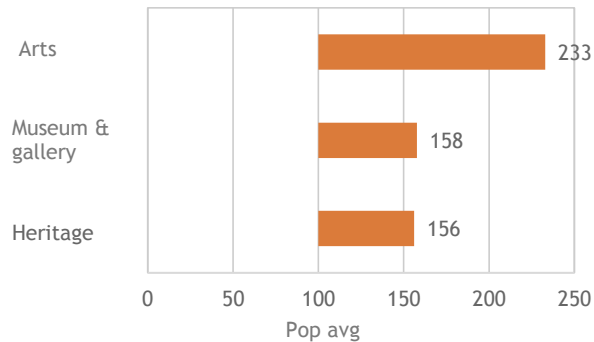
Notes on statistics

* 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	1
Contemporary	1
Mainstream	1
Popular	1
Culture specific	1

Types of arts events visited each year (index and %)

	Index	%
Classical	307	39%
Contemporary	283	37%
Mainstream	177	73%
Popular	123	63%
Culture specific	182	17%

Pop avg
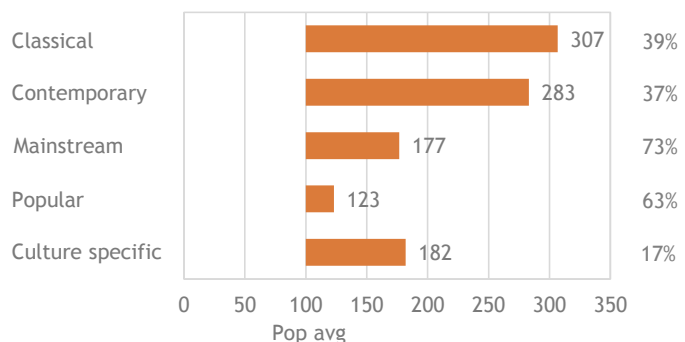
Notes on statistics

* 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	215	21%	
Other live dance event	148	6%	
African/ South Asian/ Chinese dance	197	4%	
Culturally specific festival	233	9%	
Circus (not animals)	133	5%	
Carnival	115	13%	
Other live music event	122	34%	
Pantomime	79	11%	
Musical	161	37%	
Craft exhibition	100	13%	
Public art display or installation	275	39%	
Exhibition	276	54%	
Play/drama	222	51%	
Event connected with books or writing	285	12%	
Event with video or electronic art	360	17%	
Contemporary dance	333	9%	
Jazz	339	17%	
Ballet	266	12%	
Classical music	342	29%	
Opera	457	20%	

Museum/ gallery / heritage visits each year

Museum/ gallery/ heritage visits (rank)

Museum/gallery	1
Historic building	1
Historic park or garden	1
Monument (e.g. castle, fort, ruin)	1

Key stat - National Trust Membership

Rank, index and %:	4 - 120 - 17%

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

	Index	Percentage
Museum/ gallery	158	81%
Historic building	163	66%
Historic park or garden	159	69%
Monument	146	56%

Pop avg
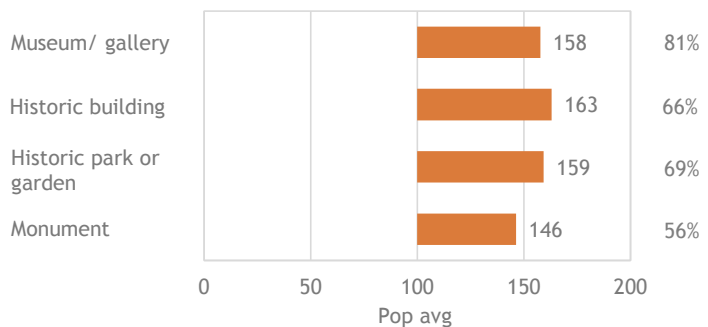
Non cultural leisure interests taken part in 'nowadays'

Non cultural leisure activities (rank)

Sport active	2
Home & garden	7
Social - Rest, pubs / bars/ clubs	4
Days out	4

Non cultural leisure activities*

Overall rank and index:	2 - 120

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

Non cultural leisure activities (index)

	Index
Sport active	124
Home & garden	76
Social	112
Days out	102

Pop avg
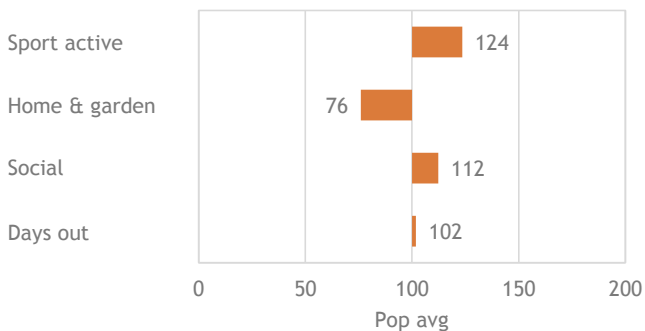
Creative pursuits each year

Creative pursuit each year

	Index	Percentage
Written any stories or plays	132	8%
Read for pleasure (not newspapers, magazines or comics)	110	74%
Bought any original/handmade crafts such as pottery or jewellery for yourself	134	21%
Bought any original works of art for yourself	290	21%
Textile crafts such as embroidery, crocheting or knitting	74	12%
Used a computer to create original artworks or animation	158	14%
Made films or videos as an artistic activity (not family or holidays)	283	7%
Photography as an artistic activity (not family or holiday 'snaps')	186	17%
Painting, drawing, printmaking or sculpture	124	15%
Played a musical instrument for your own pleasure	179	18%
Played a musical instrument to an audience or rehearsed for a performance	227	7%
Sang to an audience or rehearsed for a performance (not karaoke)	188	9%

Creative pursuits each year

Overall rank and index:	1 - 174

Volunteer each year

Volunteer each year by sector (rank)

Arts	3
Museums/ gallery	7
Heritage	3
Libraries	10
Archives	1
Sport	3
Any other sector	9

Volunteer each year

Overall rank, index and %:   2 - 131 - 30%

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

Sector	Index	%
Arts	114	9%
Museum/ gallery	78	1%
Heritage	107	6%
Libraries	0	0%
Archives	224	2%
Sport	110	19%
Any other sector	95	72%

Pop avg
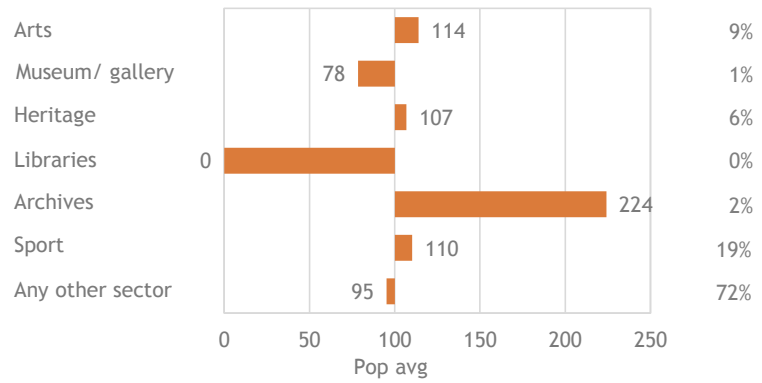
Attitudes to culture

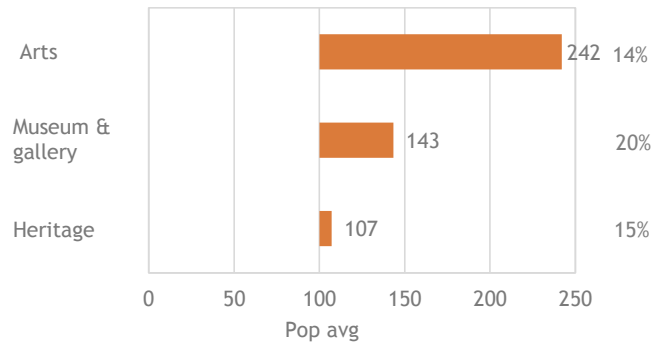| Do they 'strongly agree' or 'agree' with following statements?	Index	Percentage
I am an arty person	150	51%
The arts make a difference to the area where I live	151	74%
Having access to museums and galleries in my local area is important to me	124	75%
Conservation of local heritage really benefits me	132	77%

Cultural donations each year

Donate each year by sector (rank)

Arts	1
Museums & gallery	2
Heritage	5

Donate each year to culture

Overall rank and index: 2 - 164

Donate each year (index and %)

Sector	Index	%
Arts	242	14%
Museum & gallery	143	20%
Heritage	107	15%

Pop avg

Amount donated per year (%)
- based on those that donate not whole sample

Arts

Less than £20	£20 to £49	£50 to £99	£100 to £499	£500 to £999	£1,000 or more
41%	29%	12%	15%	0%	3%

pop avg

Museums & galleries

Less than £20	£20 to £49	£50 to £99	£100 to £499	£500 to £999	£1,000 or more
60%	18%	12%	10%	0%	0%

pop avg

Heritage

Less than £20	£20 to £49	£50 to £99	£100 to £499	£500 to £999	£1,000 or more
50%	17%	19%	14%	0%	0%

pop avg
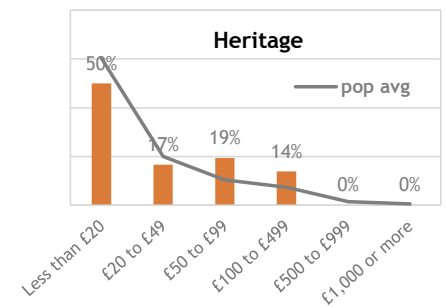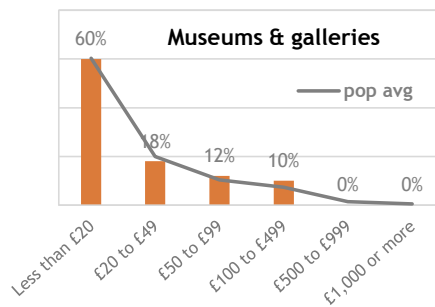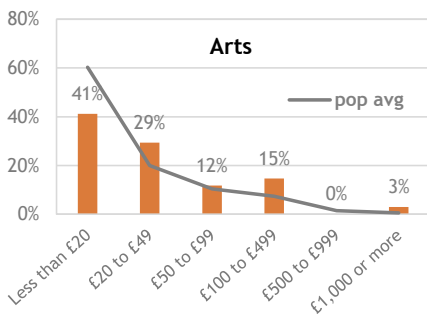
Use of digital

Used cultural websites in last 12 months (rank)

Arts	1
Museum & gallery	1
Heritage	1

Notes on statistics

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

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

Sector	Index	%
Arts	200	57%
Museum & gallery	223	61%
Heritage	161	46%

Pop avg

Use of social networking sites (rank)

Facebook	4
My space	3
Twitter	1
Youtube	2
Linkedin	1
Spotify	1

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)

Facebook	127
My space	129
Twitter	154
Youtube	143
Linkedin	178
Spotify	163

Pop avg
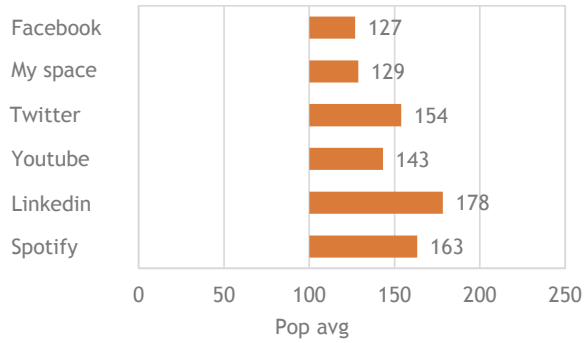
Use of social networking sites or applications*	Index	Percentage	
To find out what's happening in your local area	66	23%	
To plan and inform visits to heritage sites	105	8%	
To plan and inform visits to museums or galleries	186	14%	
To get information about arts events (theatre, concerts etc.)	126	17%	
To chat about sport, artistic, theatrical or musical interests or activities	101	16%	
To share content and views on content	132	38%	

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

Newspaper readership
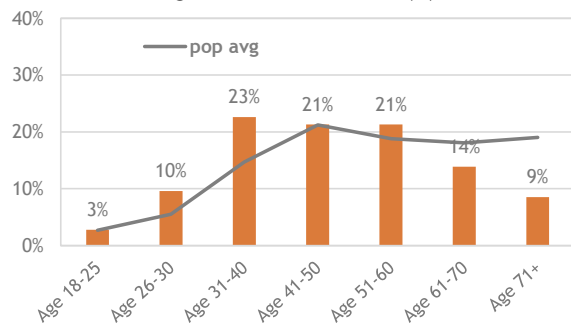
| Which they read most often	Index	Percentage	
Daily Express	22	1%	
Daily Mail	40	7%	
Daily Mirror	22	2%	
Daily Star	0	0%	
Daily Telegraph	104	6%	
Financial Times	1186	10%	
The Guardian	390	21%	
The Independent	153	4%	
The Sun	19	3%	
The Times	343	16%	
Metro	265	14%	
Local daily newspaper	40	4%	
Other daily newspaper	142	2%	

Location, lifestage, residence

Proportion in each region (%)
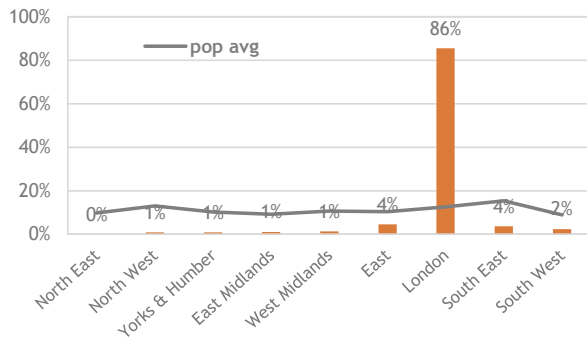
Segment distribution

High

Low
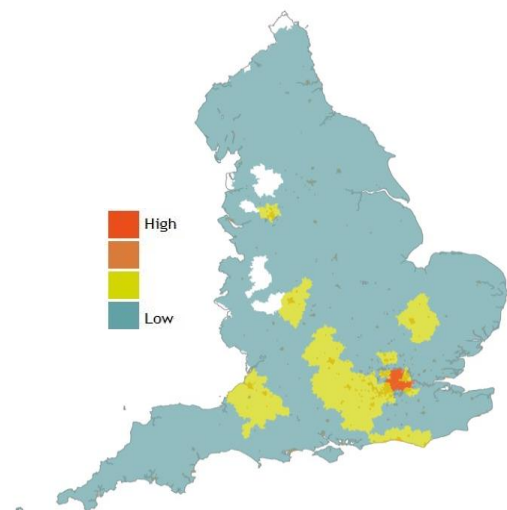
The map is based on a count of postcodes where the segment is dominant

Age head of household (%)

Family lifestage

| Family lifestage	Index	Percentage	
Young singles/homesharers	249	17%	
Young family no children <18	169	4%	
Young family with children <18	62	2%	
Young household with children <18	12	0%	
Mature singles/homesharers	191	9%	
Mature family no children <18	178	3%	
Mature family with children <18	67	6%	
Mature household with children <18	162	4%	
Older single	135	17%	
Older family no children <18	92	13%	
Older family/household with children<18	73	9%	
Elderly single	52	7%	
Elderly family no children <18	49	7%	

Households with children summary

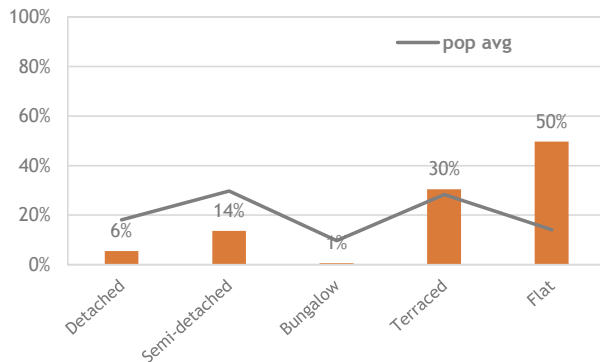| Overall index and percentage:	75 - 22%

Household income (%)
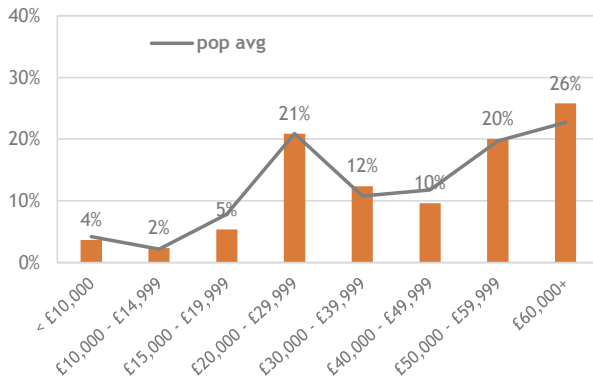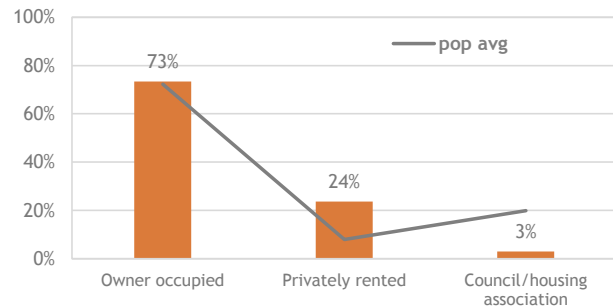

Education level obtained (%)
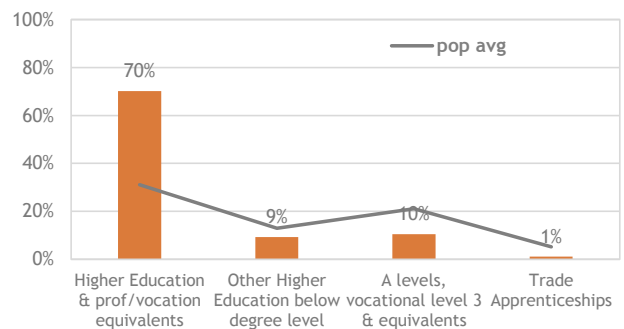
Residence type (%)

Residence tenure (%)

Ethnicity & disability

Ethnicity	Pop	Seg percentage	
Asian or Asian British	4%	15%	
Black or Black British	2%	3%	
Mixed	2%	5%	
White	92%	77%	
Other	0%	0%	

Disability - Do you have..	Pop	Seg percentage	
Any long-standing illness, disability or infirmity?	31%	17%	
Physical or mental health conditions or illnesses (12 months or more)? *	37%	19%	

* Lasting or expected to last for 12 months or more