TEA Break

Talking evidence and audiences

October 2022:

The Cost of Living

the audience agency

Welcome

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Cost of Living

Insights from the Culture Participation Monitor

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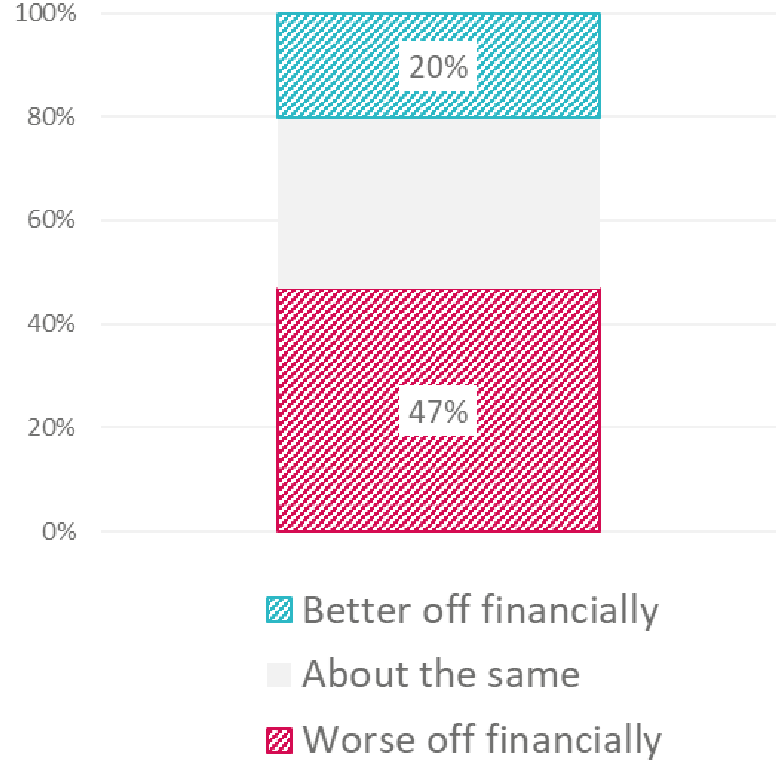
Cost of Living – Headlines from CPM 7

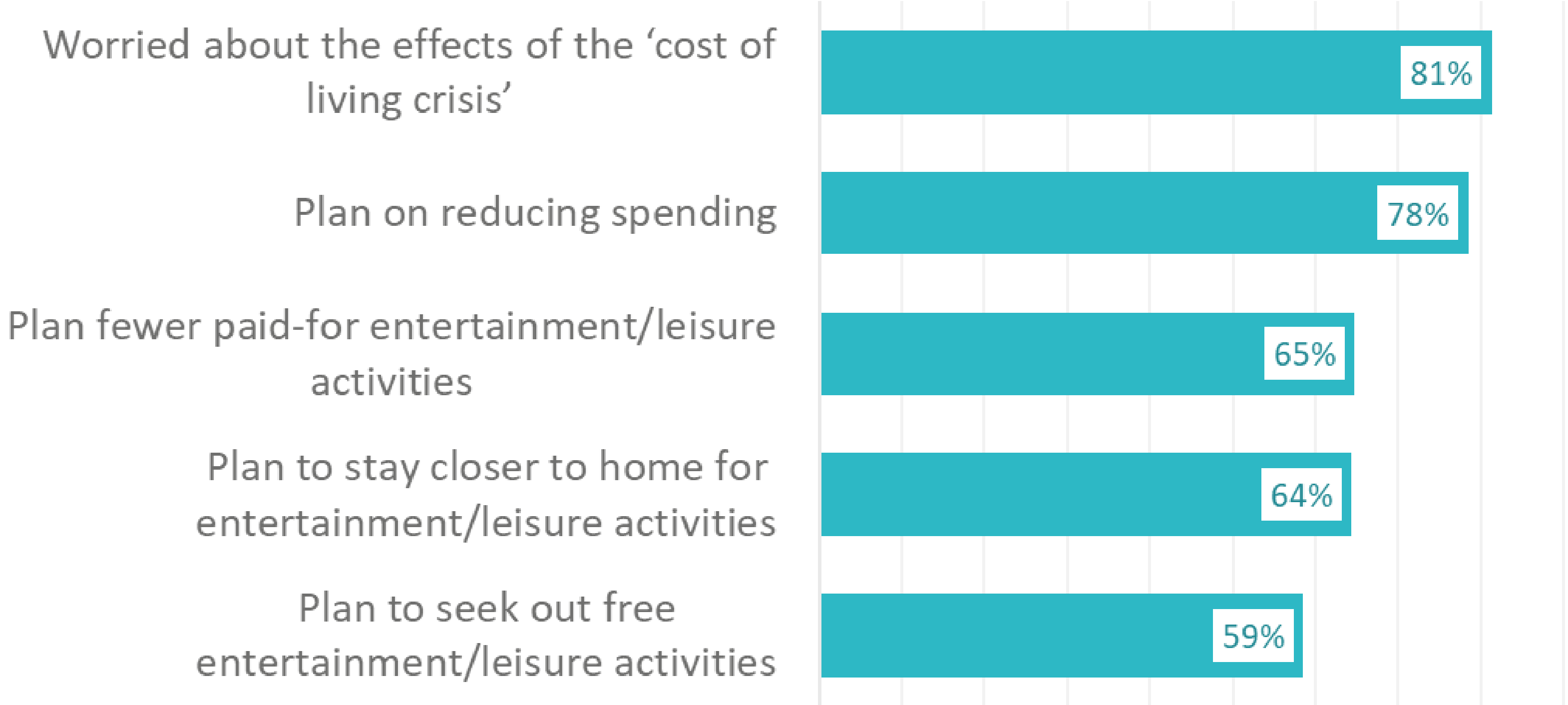
Fieldwork: August - September 2022

Almost half the population are worse-off compared to pre-pandemic



Most are worried about the cost of living, and plan on reducing speding, including by cutting back on leisure

Net % Agree



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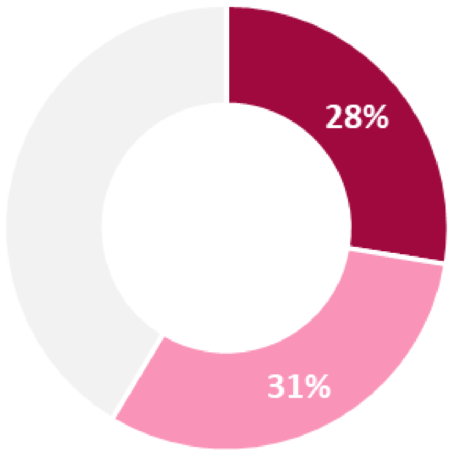
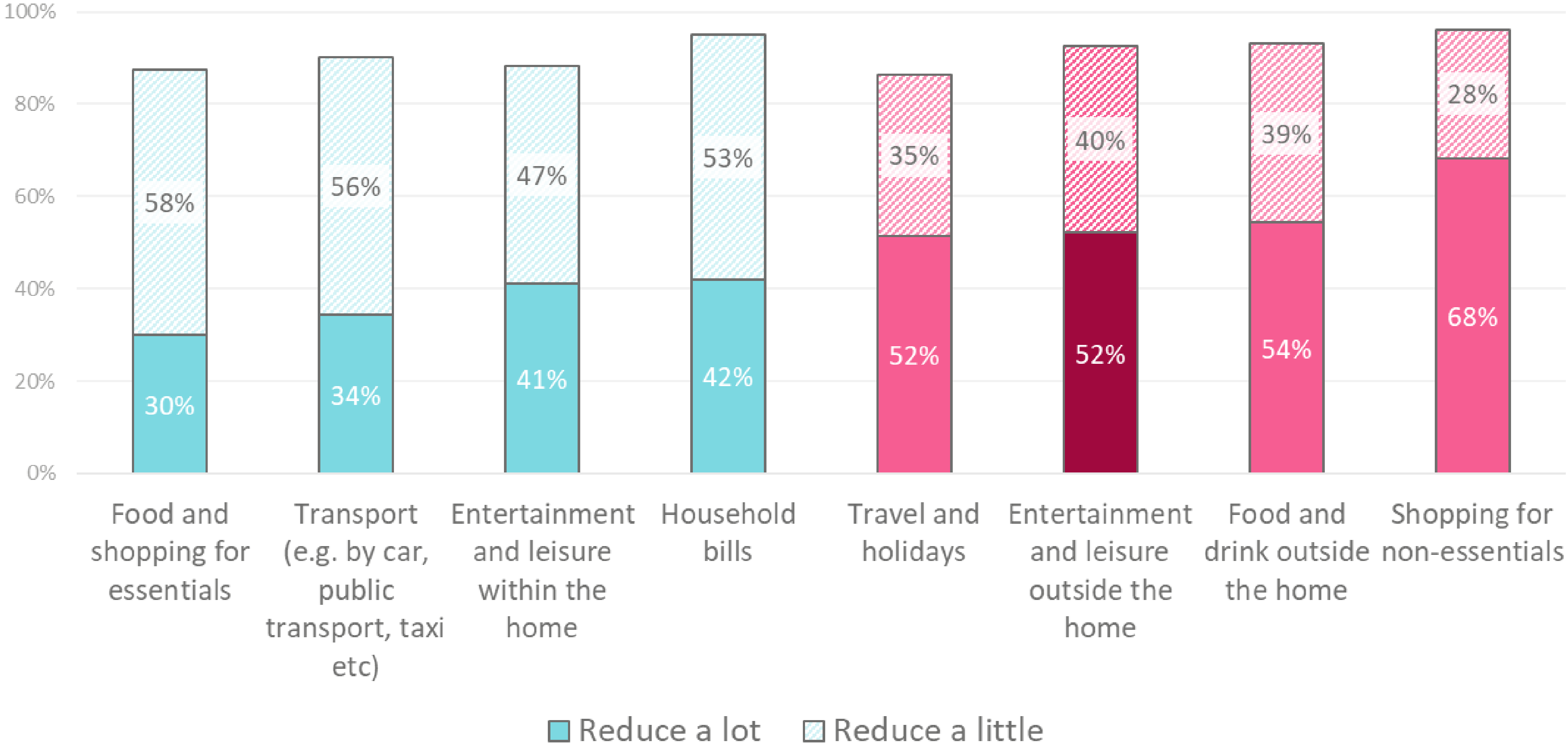
Cost of Living – Headlines from CPM 7

Most expecting to decrease spend on entertainment and leisure, compared to pre-pandemic



59% total

Non-essential expenses were most likely to be reduced 'a lot'



Cost of Living Clusters

Least concerned → Most concerned

	A	B	C	D	E	F
	16%	18%	12%	11%	20%	24%
	Not looking to cut down on spending	Will reduce spend 'a little' across the board	Will mainly try to reduce household bills	Will mainly reduce leisure and going out	Will mainly reduce going out and holidays	Will reduce spend 'a lot' on everything
Reducing spend 'a lot'			• Household bills	• Shopping for non-essentials • Food/drink outside home • Leisure outside home	• Shopping for non-essentials • Food/drink outside home • Travel and holidays	• All categories

Least worried about Covid → Most worried about Covid

	A	B	C	D	E	F
	Not looking to cut down	'A little' everywhere	Mainly bills	Leisure and going out	Holidays and going out	'A lot' everywhere
Segments	Metroculturals, Commuterland Culturebuffs, Experience Seekers	Dormitory Dependables, Home & Heritage	Experience Seekers, Kaleidoscope Creativity	Trips & Treats	Dormitory Dependables	Frontline Families, Supported Communities
Demo-graphy	• Youngest and oldest • Urban • Retirees or senior roles	Retirees and older age groups	• 2/3 under 45 • Young families • Employed and WFH	Families with older children	Slightly older population	• Rural • 1/3 with U16s • Disabilities • Manual/service jobs
Interests	Sports, travelling, the outdoors	History & heritage interests	Arts & culture, sports, creative hobbies	Like travel & holidays, and the outdoors	Sports, travelling, the outdoors	The outdoors, gardening, cooking, creative hobbies

	A	B	C	D	E	F
	Not looking to cut down	'A little' everywhere	Mainly bills	Leisure and going out	Holidays and going out	'A lot' everywhere
Segments	Metroculturals, Commuterland Culturebuffs, Experience Seekers	Dormitory Dependables, Home & Heritage	Experience Seekers, Kaleidoscope Creativity	Trips & Treats	Dormitory Dependables	Frontline Families, Supported Communities
Pre-pandemic	Highest for literature and classical music, high for dance, plays, visual arts	Highest for plays, high for film and performing arts	Highest engager overall and for most artforms	Highest for musical theatre, museums and high for other heritage sites	Low engaged, except for heritage and museums & film	Low engaged except for outdoor arts, film & historic parks
Future intentions	Booking ahead for all art & culture and heritage	Expecting to attend same frequency as pre-pandemic	Booking ahead for all art & culture and heritage, not expecting their attendance to change	Expecting to attend heritage sites with same frequency or more, and closer to home	Expecting to attend less than pre-pandemic and closer to home	Expecting to attend less than pre-pandemic and closer to home

Reflections

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Your Reflections and Q&A

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Join us next time

TEA Break:

This session will look at 'Everyday Participation’: independent creative activities.

Book your place at https://www.theaudienceagency.org/events/tea-breaks

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Thank you

Please get in touch: theaudienceagency.org
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