



Creative People and Places

Comparing events of different types in 2015

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About this report

This report follows the initial Year 2 report, which describes the overall audience for CPP events and places in 2015.

The analysis in this report categorises events according to their characteristics to allow us to see the participant profiles for events of different broad types, and understand the event preferences of different participant segments. The characteristics we investigated were:

- Event time - morning, afternoon, evening or all day events
- Location type - indoor arts venue, indoor non-arts venue or outdoor events
- Participation - contained participation or not
- Entry cost - free or paid-for events
- Area type - urban, sparse/fringe or rural event location
- Event date - weekday or weekend events
- Audience size - very small, small, medium, large or very large events
- Artform - combined arts, dance, digital, film, museum/galley, music, outdoor arts, theatre, visual arts or other artform events

Each CPP project team was asked to classify their 2015 events using the categories above, (except for area type and event date, which was derived by The Audience Agency using data supplied by project teams).

Each section of this report looks at the participant profile of each of the above categorisations, with a summary of notable findings followed by the participant profile of reach of the above event types. More information about each category is given at the start of the relevant section.

The analysis has been carried out by the Research Team at The Audience Agency. For more information on this report please contact Charlotte Hall, Research Officer at charlotte.hall@theaudienceagency.org.

Notes on the data

As with the initial Year 2 report, the analysis is based on postcodes provided by 19 (of the total 21) Creative People and Places projects, for all events that took place up to the end of December 2015. Each postcode represents a physical visitor, but for ease these are referred to as 'participants' within this report and the accompanying spreadsheet.

Unlike the overall national report for 2015, all analysis given here is based on the average picture across all the places for which data was available, rather than weighted data. As all Places are given equal prominence in the analysis, regardless of their total audience size, the

picture presented is that which you would expect to find at an ‘average’ event of each type. This means that larger projects account for the same proportion of the average as smaller ones, and therefore no one project will impact the findings more than another.

Geo-demographic profiling

One of the key elements of this report is describing participants using geo-demographic profiling, which classifies people into different ‘types’ depending on where they live. Geo-demographic profiles can be used to understand more about the lifestyles and motivations of a group of attenders, for instance to inform a targeted marketing campaign or develop potential audiences.

Audience Spectrum is a population profiling tool which describes attendance, participation and engagement with the arts, museums and heritage, as well as behaviours, attitudes and preferences towards such organisations. It is specifically designed to meet the needs of small and large scale, ticketed and non-ticketed organisations from across the cultural sector.

Audience Spectrum assigns one of ten segments to each UK household, based on likely engagement with and preferences towards arts, museums and heritage. These segments are also grouped into three engagement levels - High, Medium and Lower engagement - which summarise broadly their propensity to engage in the arts and culture. To find out more and to view the pen portraits for each segment visit: www.theaudienceagency.org/audience-spectrum

Mosaic is also used in this report. Mosaic combines a wide range of information from over 400 sources to create a summary of the likely characteristics of each UK household. Households are assigned to a ‘group’, of which there are 15 in Mosaic, which describes their likely socio-economic and cultural behaviour. Each group is then broken down into a total of 66 ‘types’ so that each household has a further, more detailed categorisation.

Mosaic is used across a number of business sectors and is also an effective tool when applied to the arts. It is particularly useful for:

- Understanding your audiences beyond their engagement with culture
- Identifying hot-spots and understanding cold-spots
- Targeting to postcode and household level
- Selecting promotional/advertising media and marketing messages

Overall Findings

Audience Spectrum profile

Across the CPP programme, lower engaged segments tended to make up a larger proportion of participants than those from the medium or higher engaged segments.

When we compare the proportions of those in each engagement level across different types of events, we see that **lower engaged segments** had a preference for events that:

- Took place in the afternoon
- Were outdoors
- Contained participation
- Were free
- Took place in urban areas
- Had a small to medium number of participants (between 20 and 299)
- Were outdoor arts-based

More than any other type of event, **medium engaged segments** were more often found at events that:

- Took place in the morning
- Were in an indoor arts venue
- Did not involve participation
- Were in rural areas
- Were on a weekday
- Had a very large number of participants (over 1,000)
- Were theatre-based

More than any other type of event, **higher engaged segments** were more often found at events that:

- Took place over the course of the whole day
- Were in an indoor arts venue
- Did not involve participation
- Were paid-for
- Were in rural areas
- Were on a weekend
- Had a large number of participants (between 300 and 999)
- Were combined arts or digital-based

Geographic analysis

The majority of participants live in urban areas - regardless of where an event took place, it tended to attract mostly urban participants. For example, 52% of participants at events in rural areas lived in urban areas, compared with 32% who lived in rural areas. Events in urban areas were overwhelmingly attended by those resident in urban areas, with just 10% of participants for these events living in sparse/fringe or rural areas.

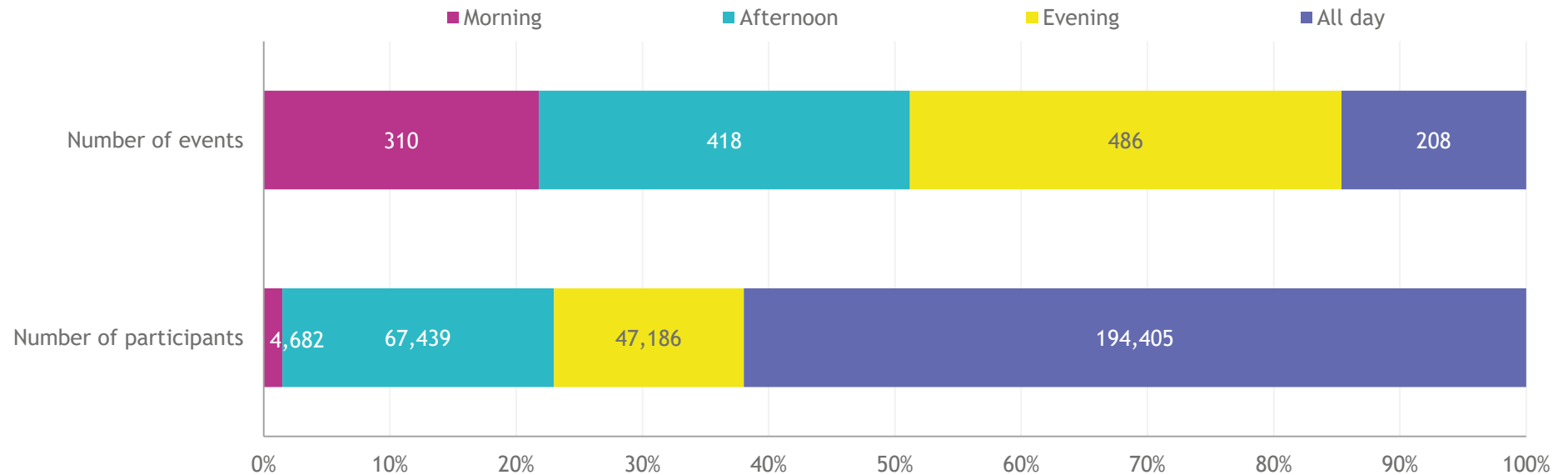
Rural and sparse/fringe events had the widest reach in terms of drive time and distance travelled. This means participants from rural and sparse/fringe areas tended to travel further to attend the events they did than participants from urban areas.

Event time

This section looks at the profiles of each event in terms of the time of day they took place, broken down by the following categories:

- Events which took place in the morning only
- Events which took place in the afternoon only
- Events which took place in the evening only
- Events which took place over multiple times of the day (i.e. morning and afternoon, afternoon and evening, or morning, afternoon and evening) - classified as “all day”

The following graph shows the number of events that fell into each category, and the number of participants who attended those events. For example, 4,682 participants attended the 310 events that happened in the morning. Note that only events for which participant postcodes were collected are included in the chart below and subsequent analysis.

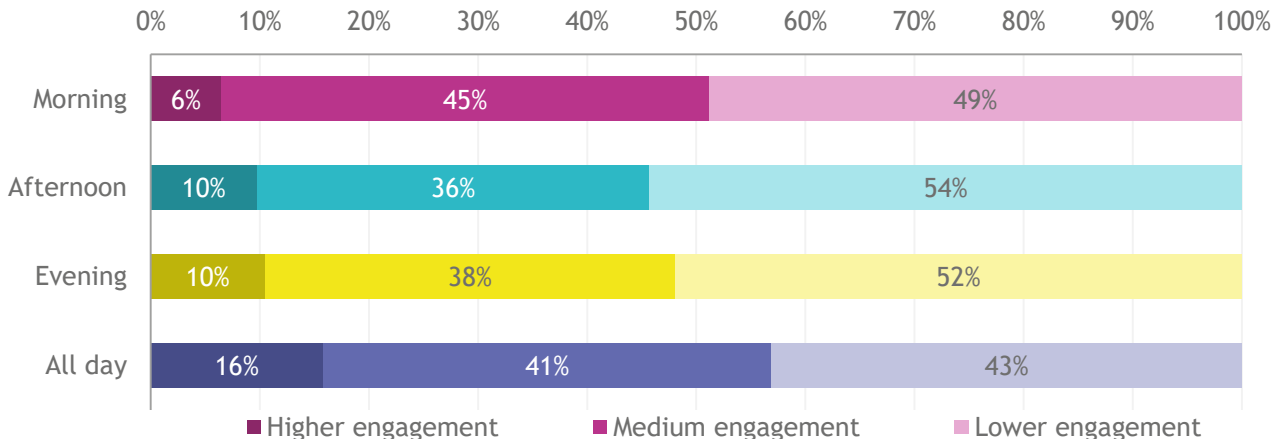


Key findings

- The majority of events took place in the evening (34%) or afternoon (29%). 22% took place in the morning and 15% were all-day events.
- Comparing the number of events and the number of participants, we see that morning events tended to be smallest (averaging 15 participants), followed by evening events (97 participants). Afternoon and all day events tended to have more participants, averaging 161 and 935 participants per event respectively.
- Afternoon and evening events attracted similar proportions of visitors by level of engagement; morning events had a larger proportion of those in the medium engagement segments, and all day events tended to have larger (although still relatively low) proportions of those in the higher engagement segments.
- The Home & Heritage and Heydays segments were notably over-represented at morning events compared with events at other times of day.
- Afternoon and evening events were notably more effective at attracting the Kaleidoscope Creativity segment, with more than double the proportion of this segment seen compared with at morning events.
- The proportion of Metroculturals was highest at all day events compared to any other time of day - 7% compared with around 1% of participants at other times.
- Facebook Families and Trips & Treats were the most common segments in the overall profile, and as such were the most often-seen across all event times.
- Morning events were most popular for the Mosaic groups Rural Reality, Senior Security, Suburban Stability, Aspiring Homemakers, Family Basics and Vintage Value.
- Afternoon and evening events attracted the most Transient Renters, Municipal Challenge, Modest Traditions, Urban Cohesion and Rental Hubs, whilst City Prosperity were most prominent at all day events compared with any other time of day.

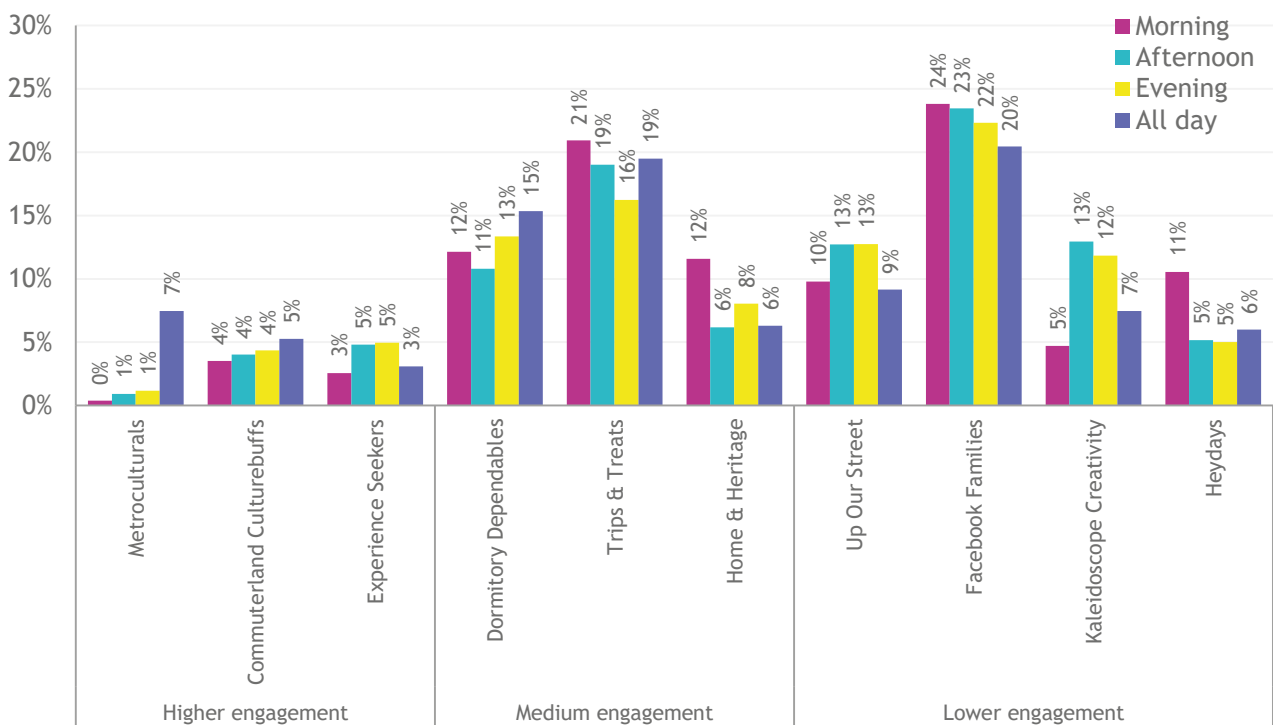
Audience Spectrum profile by event time

The following chart shows what percentage of participants for each type of event fell into each Audience Spectrum engagement level, with the average place participant profile across all event types given as a comparison. For instance, 10% of participants at evening events belonged to a high engagement Audience Spectrum segment, 38% a medium engagement segment, and 52% a lower engagement segment.



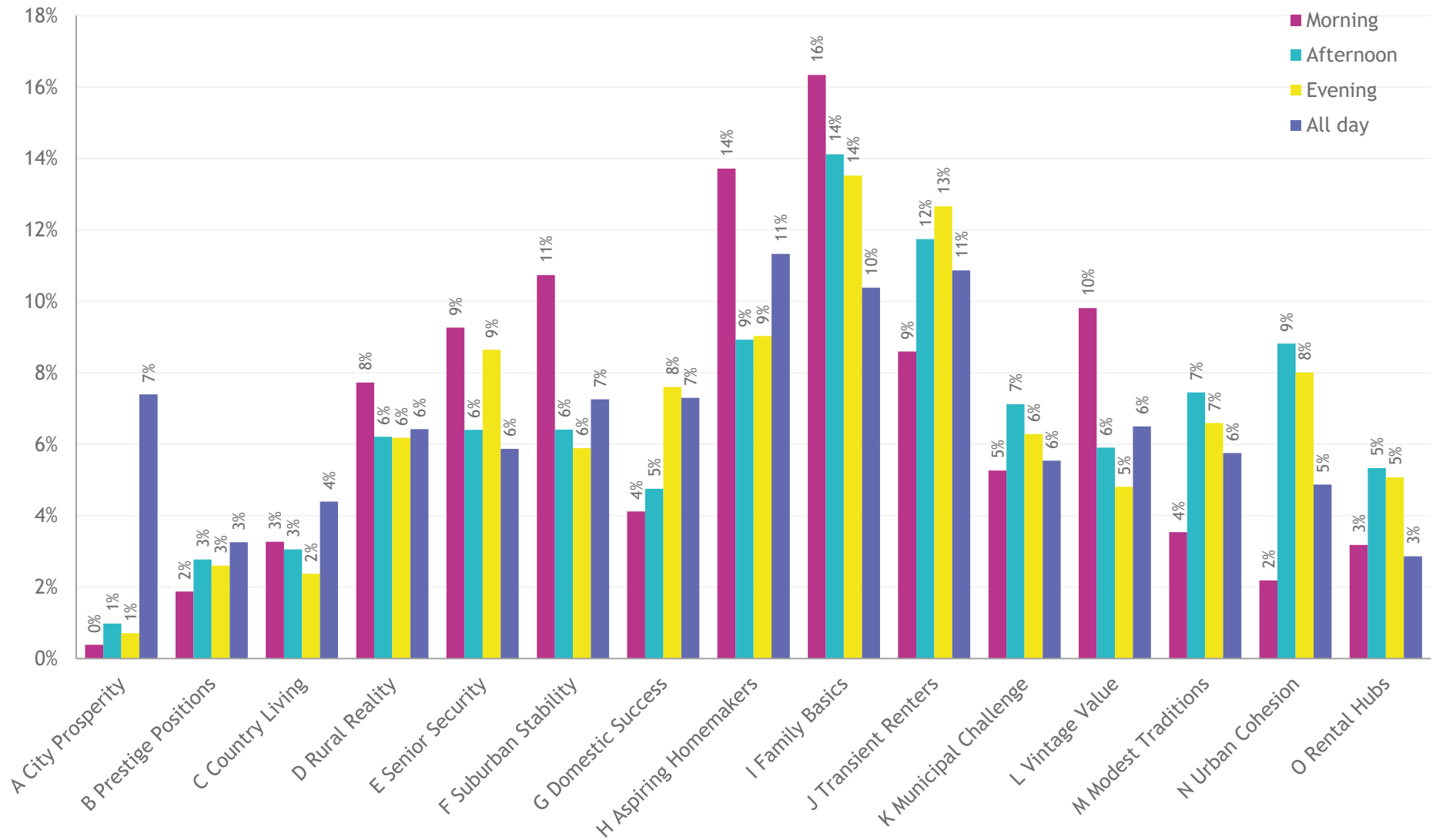
Base: All participants with matched UK postcodes who attended:
 Morning events: 2,573 / Afternoon events: 17,253 / Evening events: 7,686 / All day events: 8,740

The following chart shows what percentage of participants for each type of event fell into each Audience Spectrum segment in 2015.



Base: All participants with matched UK postcodes who attended:
 Morning events: 2,573 / Afternoon events: 17,253 / Evening events: 7,686 / All day events: 8,740

Mosaic group profile by event time



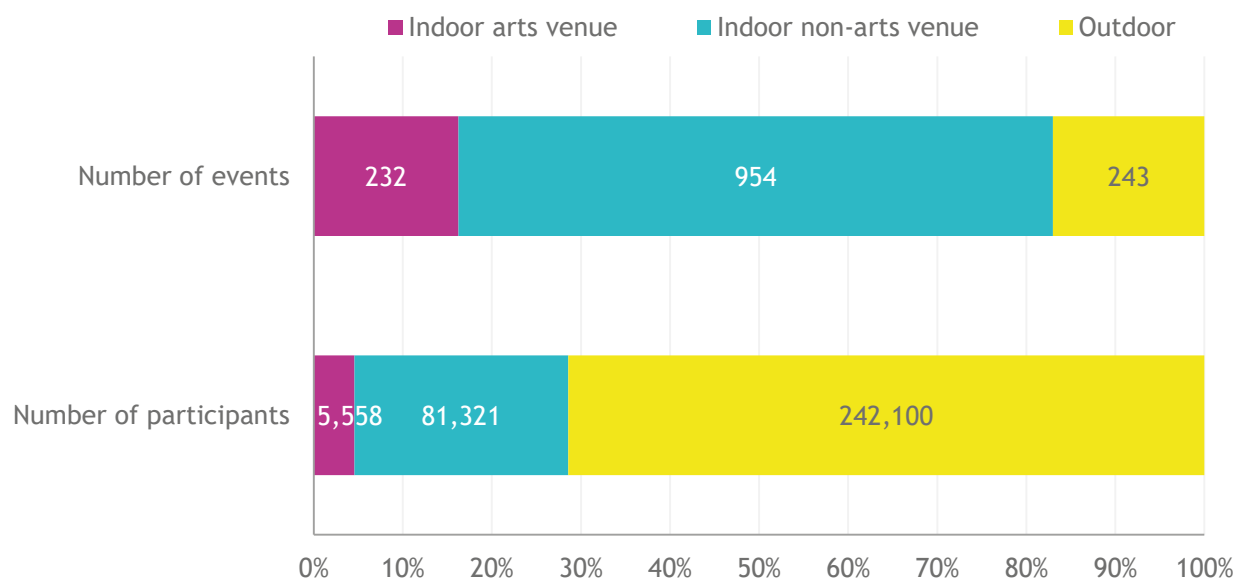
Base: All participants with matched UK postcodes who attended: Morning events: 2,573 / Afternoon events: 17,253 / Evening events: 7,686 / All day events: 8,740

Location type

This section looks at the profiles of each event in terms of the type of venue they took place in, broken down by the following categories:

- Events which took place in an indoor traditional, arts venue (e.g. a theatre or museum)
- Events which that took place in an indoor non-traditional arts venue (e.g. a shop or warehouse)
- Events which that took place outdoors (e.g. in a park or field)

The following graph shows the number of events that fell into each category, and the number of participants who attended those events. For example, 15,558 participants attended the 232 events that happened in an indoor arts venue. Please note that some events were categorised with more than one location type, so the same events may appear in more than one category. Also note that only events for which participant postcodes were collected are included in the chart below and subsequent analysis.

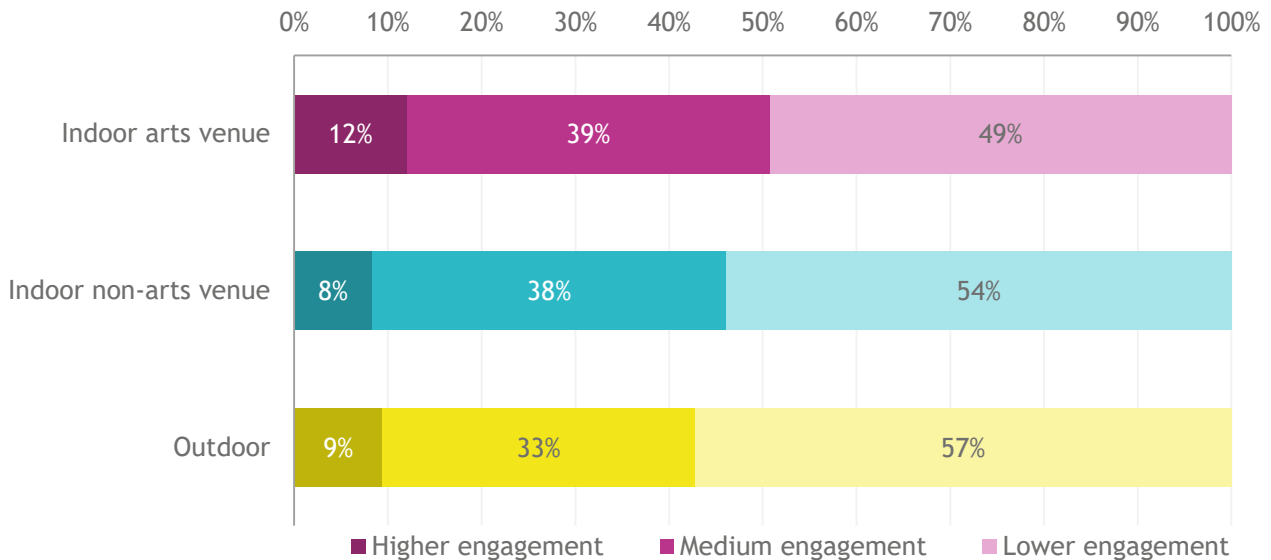


Key findings

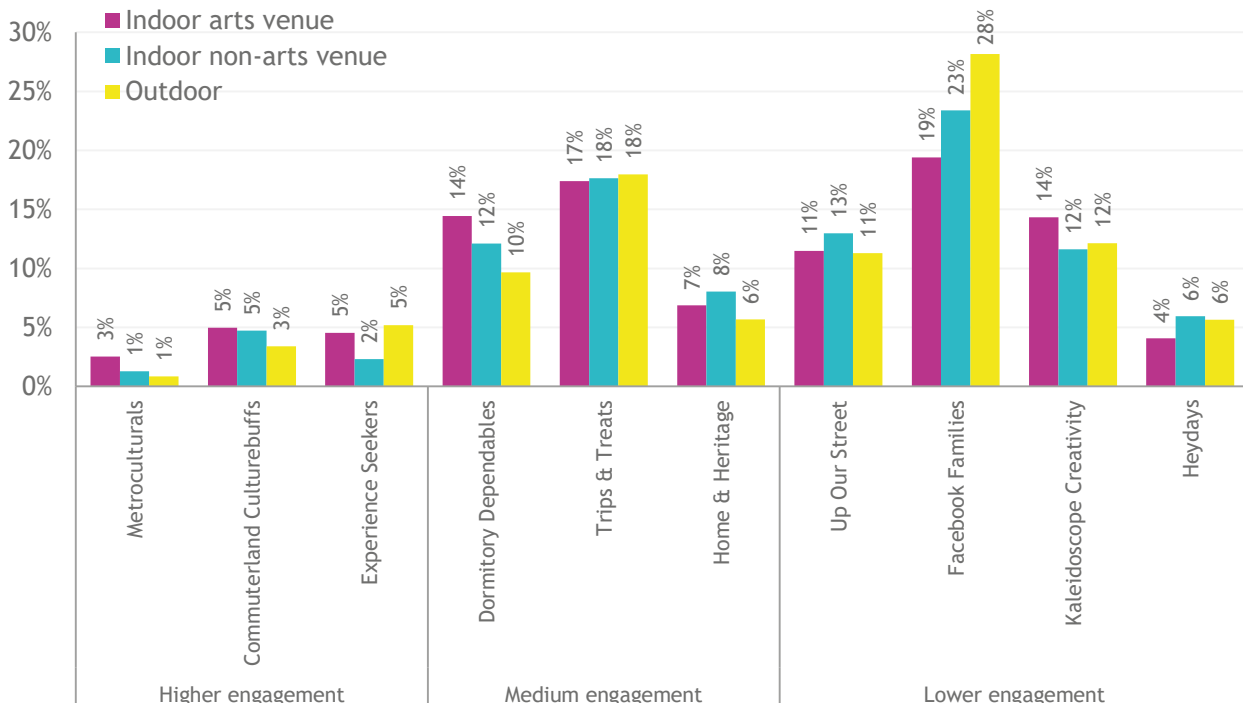
- Just over two thirds of events took place in indoor non-arts venues (67%), with the remainder evenly split between events at indoor arts venues and outdoor events.
- Indoor arts venue-based events tended to attract the least participants (averaging 67), followed by indoor non-arts venue-based events (averaging 85 participants). Outdoor events were by far the largest in terms of participants, averaging almost 1,000 participants per event and accounting for 71% of all participants.
- Although medium and lower engaged groups were seen more prominently than higher engagement segments across the board, this was particularly the case at non-arts venues and outdoor events.
- Indoor arts venues attracted the most highly engaged groups compared with any other type of venue (12%), however this was still less than the medium and lower engaged groups overall.
- Indoor non-arts venues and outdoor events attracted similar proportions of higher, medium and lower engaged segments. However, outdoor events attracted a slightly larger proportion of those in lower engaged segments (57% vs 54% on at indoor non-arts venue events) whilst events in indoor non-arts venues attracted a slightly higher proportion of medium engaged participants (38% vs. 33% at outdoor events).
- Events in indoor non-arts venues attracted more of the Up Our Street, Heydays and Home & Heritage segments than other types of venue; outdoor events attracted more Facebook Families; and events at arts venues attracted more Dormitory Dependables and Kaleidoscope Creativity and Metroculturals.
- Looking at Mosaic groups, Outdoor events attracted the largest proportion of Transient Renters, indoor non-arts venues Family Basics.

Audience Spectrum profile by location type

The following chart shows what percentage of participants for each type of event fell into each Audience Spectrum engagement level. For instance, 12% of participants at events in indoor arts venues belonged to a high engagement Audience Spectrum segment, 39% a medium engagement segment, and 49% a lower engagement segment.



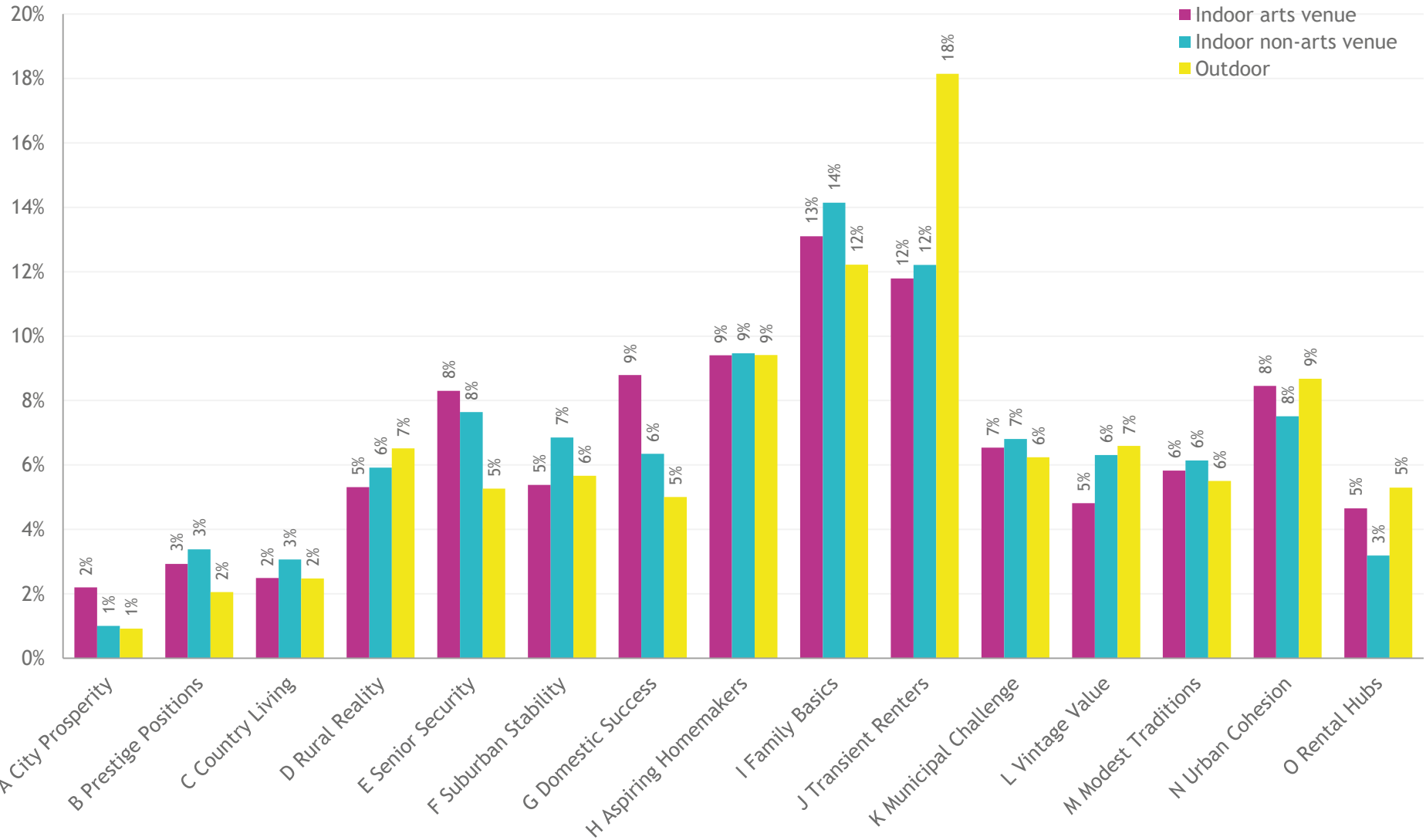
The following chart shows what percentage of participants for each type of event fell into each Audience Spectrum segment in 2015.



Base: All participants with matched UK postcodes who attended:

Events at indoor arts venues: 3,693 / Events at indoor non-arts venues: 25,211 / Outdoor events: 7,854

Mosaic group profile by location type



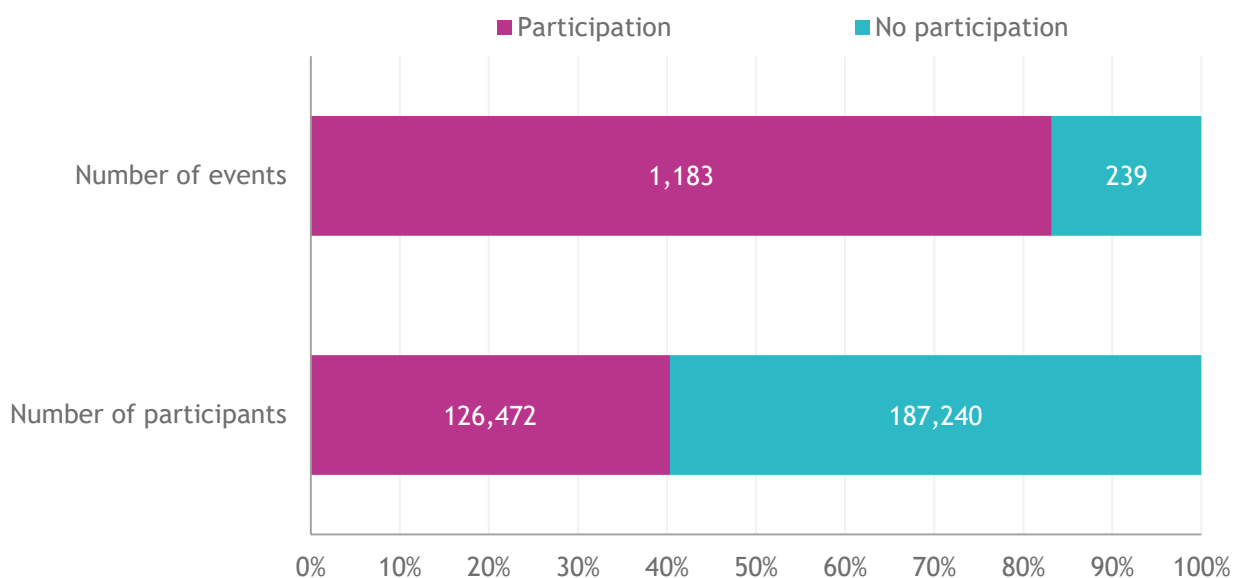
Base: All participants with matched UK postcodes who attended: Events at indoor arts venues: 3,702 / Events at indoor non-arts venues: 25,236 / Outdoor events: 7,856

Participation

This section looks at the profiles of each event in terms of whether they included a participation element or not, broken down by the following categories:

- Events where most attenders engaged with a participatory element(s)
- Events which included minimal or no participatory element(s)

The following graph shows the number of events that fell into each category, and the number of participants who attended those events. For example, 126,472 participants attended the 1,183 events that largely included participation. Note that only events for which participant postcodes were collected are included in the chart below and subsequent analysis.

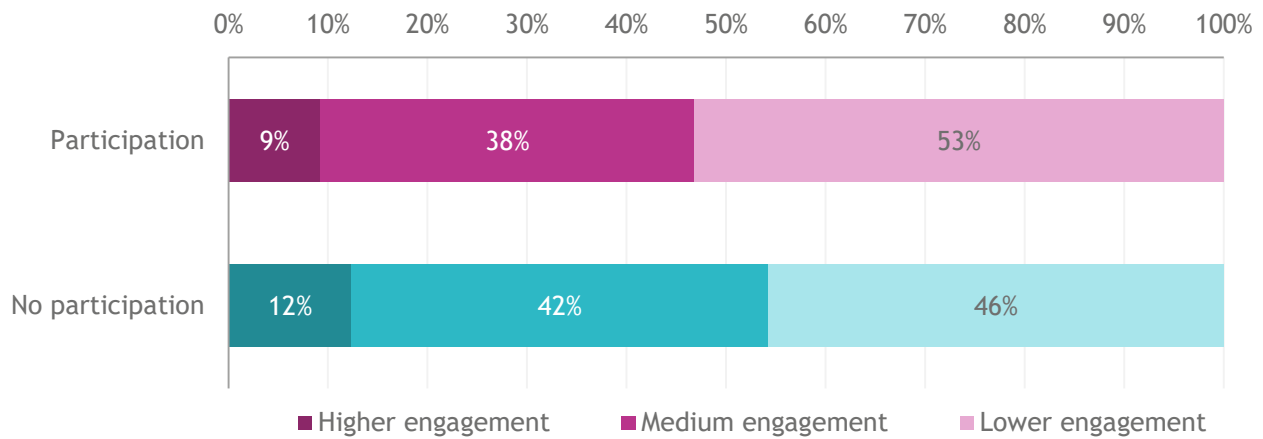


Key findings

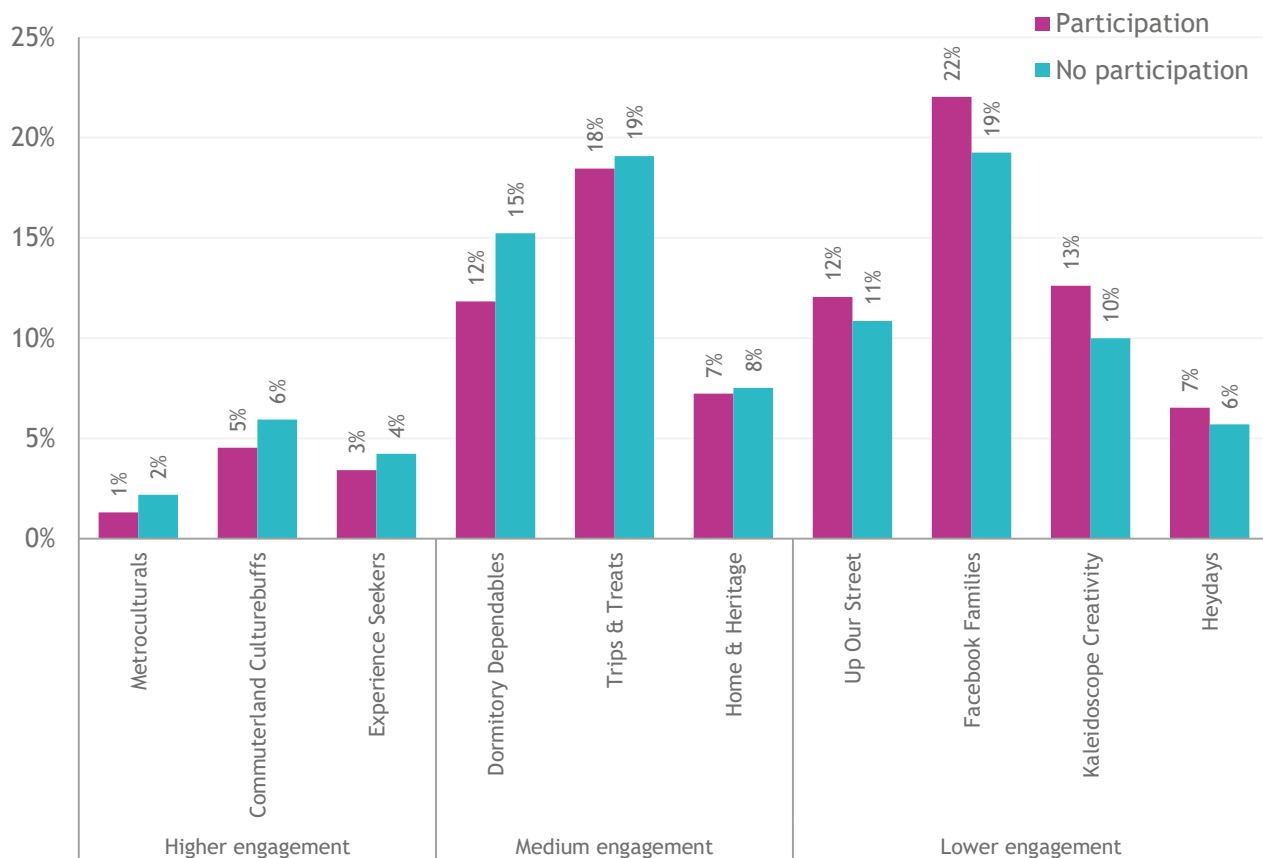
- Over 80% of events contained participation, however they accounted for just 40% of participants across all events - bigger events were less likely to have a participatory element.
- Events which contained participation attracted larger proportions of the lower engaged Audience Spectrum segments (53% compared to 46%). This was especially the case for the Facebook Families and Kaleidoscope Creativity segments, which accounted for 22% and 13% of participatory audiences vs. 19% and 10% of audiences at non-participatory events.
- Events with no participation attracted larger proportions of those in the higher and medium engagement segments - particularly Dormitory Dependables, who made up 15% of the audience at events which had no participatory element vs. 12% at events which did.
- Mosaic groups Family Basics and Urban Cohesion had the largest difference between the proportions seen at events with and without participation, with events with participation larger proportions.
- Events with no participation attracted larger proportions of Rural Reality and Domestic Success groups than those events with participation.

Audience Spectrum profile by participation element

The following chart shows what percentage of participants for each type of event fell into each Audience Spectrum engagement level. For instance, 9% of participants at events which largely included participation belonged to a high engagement Audience Spectrum segment, 38% a medium engagement segment, and 53% a lower engagement segment.

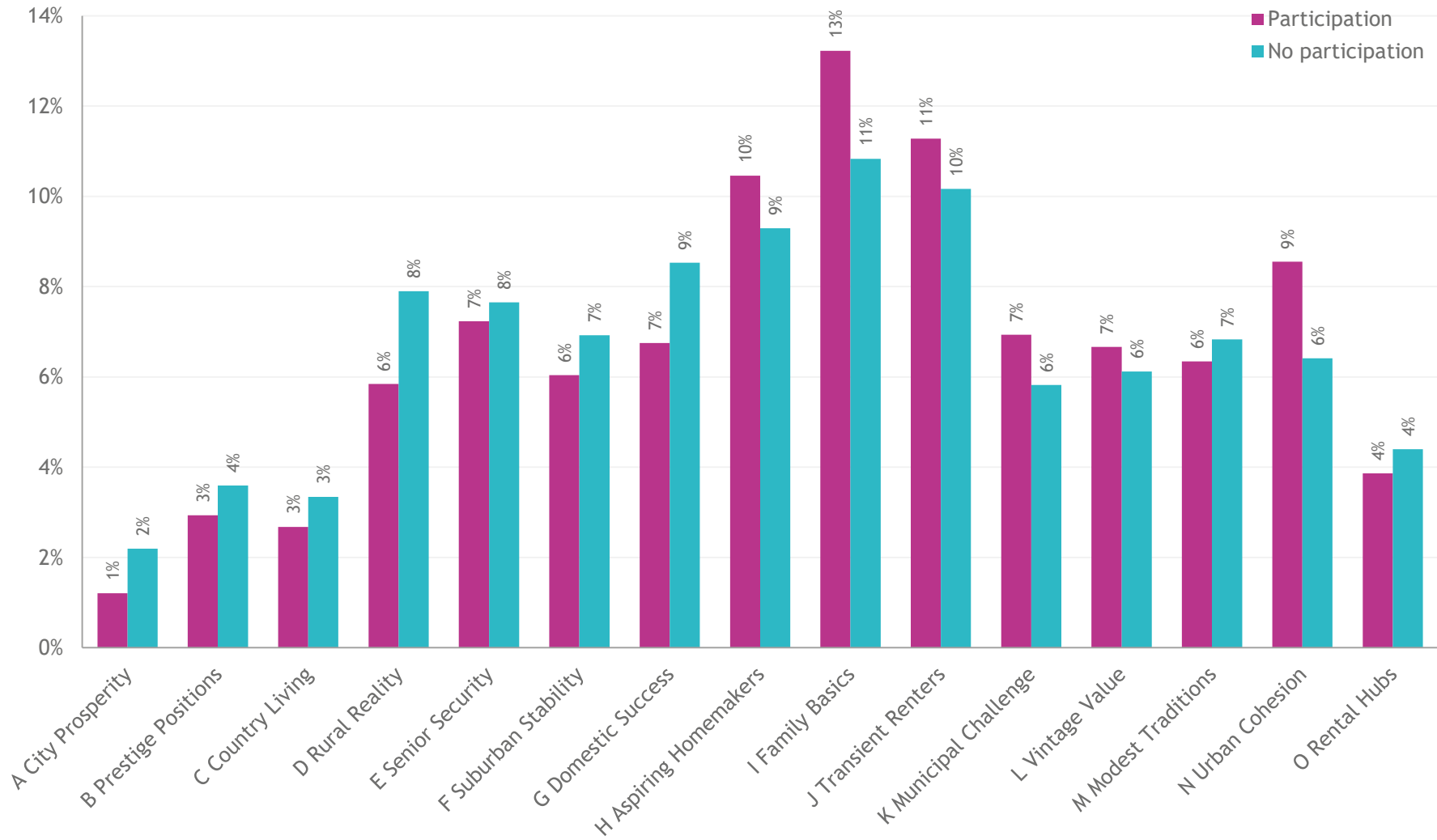


The following chart shows what percentage of participants for each type of event fell into each Audience Spectrum segment in 2015.



Base: All participants with matched UK postcodes who attended:
 Events that largely included participation: 21,870 / Events that did not largely include participation: 14,345

Mosaic group profile by participation element



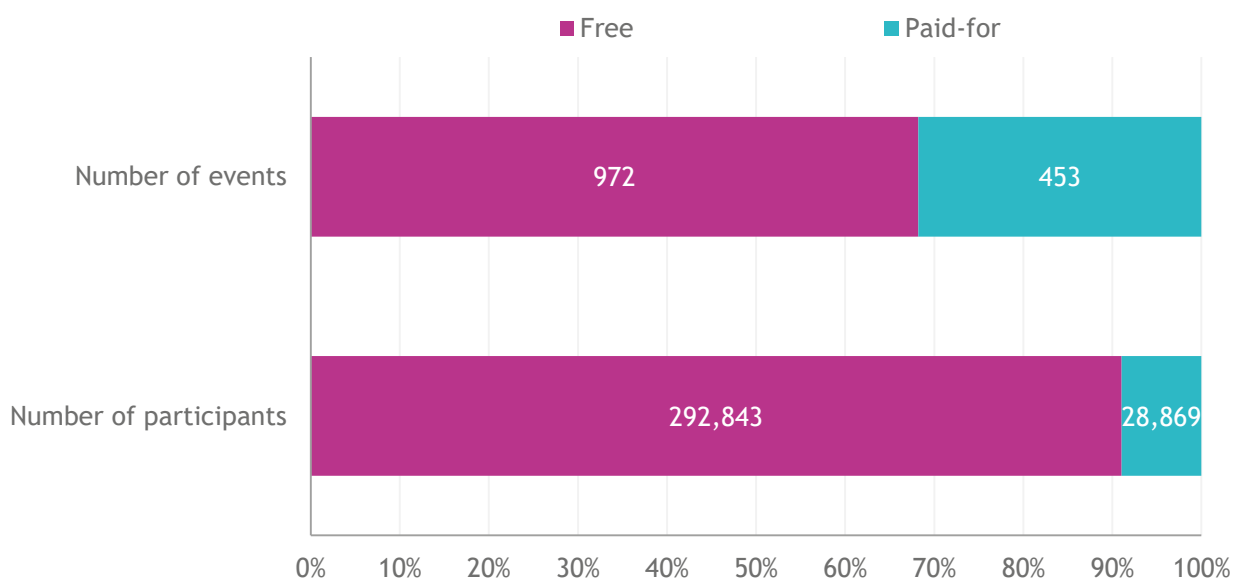
Base: All participants with matched UK postcodes who attended:
 Events that largely included participation: 21,881 / Events that did not largely include participation: 14,371

Entry cost

This section looks at the profiles of each event in terms of whether they had a cost attached or not, broken down by the following categories:

- Events which were free
- Events which participants paid for

The following graph shows the number of events that fell into each category, and the number of participants who attended those events. For example, 292,843 participants attended the 972 free events. Please note that some events were categorised with both free and paid-for elements, so the same events may appear in more than one category. Also note that only events for which participant postcodes were collected are included in the chart below and subsequent analysis.

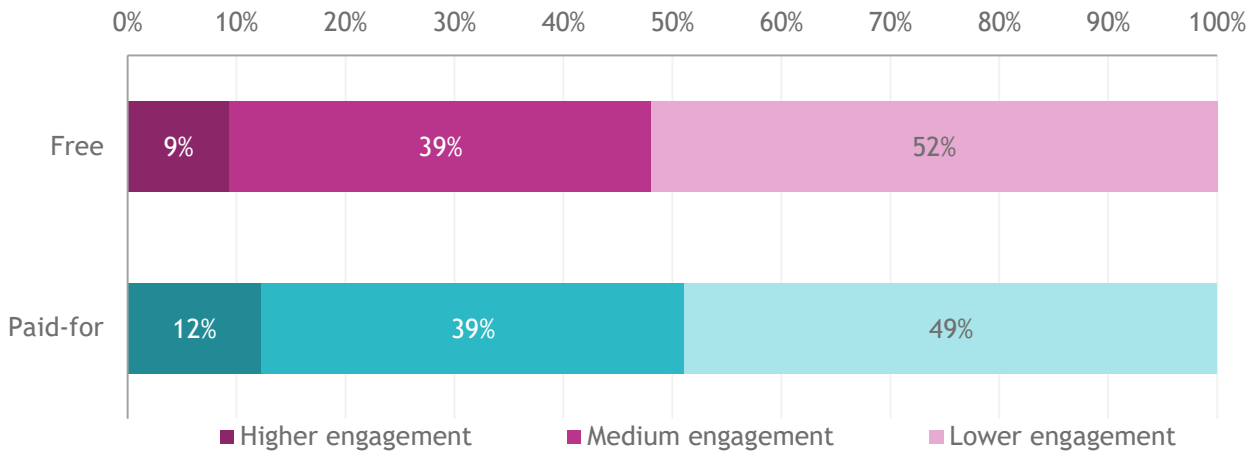


Key findings

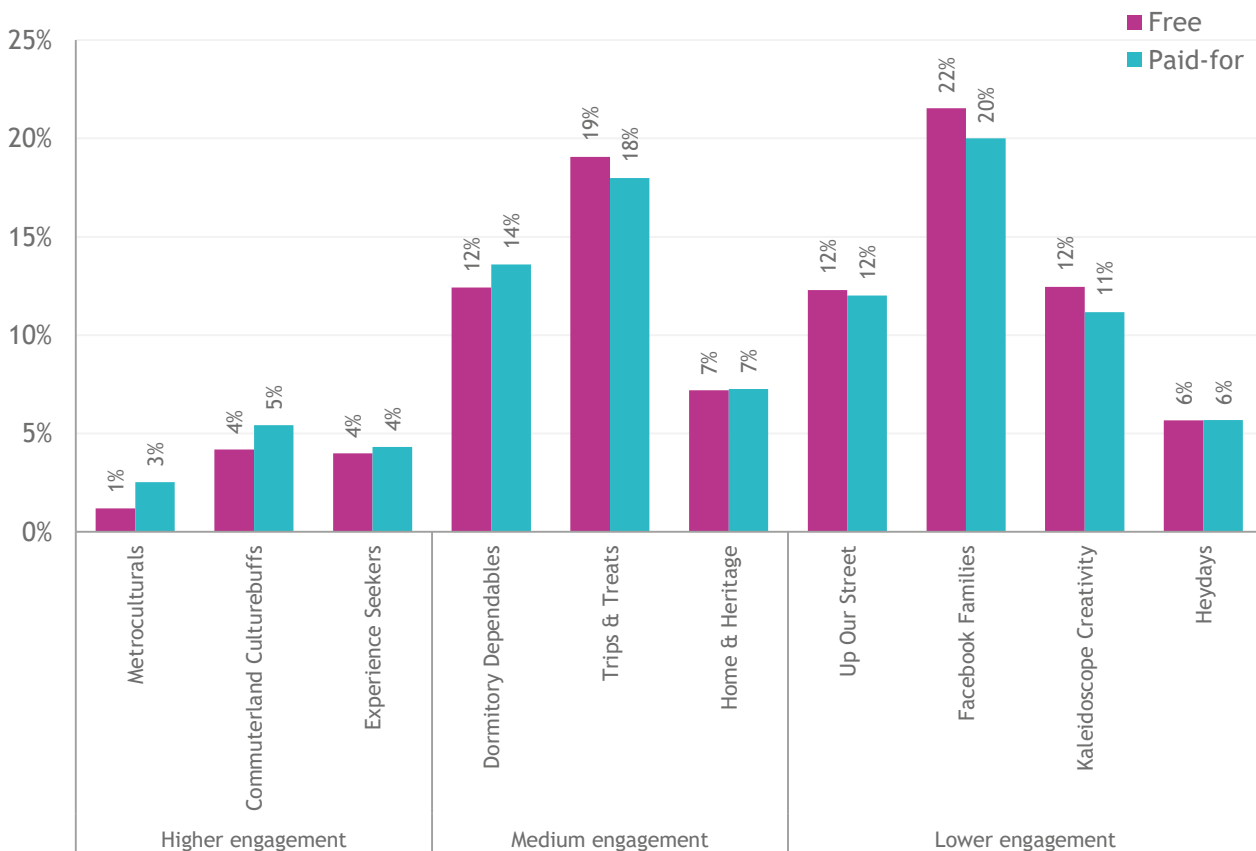
- The majority of events were free (68%). These events tended to be larger, attracting 91% of all participants; on average, free events had 301 participants and paid-for events 64.
- Free events attracted a larger proportion of those in lower engaged segments (52% vs 49% at paid for events). The medium engaged segments were seen in equal proportions at free and paid-for events, and paid-for events attracted a larger proportion of the higher engaged segments (12% vs. 9% of participants at free events)
- Facebook Families made up a larger proportion of participants at free events than paid for events, whilst Dormitory Dependables and Metroculturals were seen in larger proportions at paid-for events. Other segments were visible in fairly similar proportions regardless of whether there was an entry cost or not.
- In terms of Mosaic groups, Family Basics and Urban Cohesion were found more commonly in free events than paid-for ones.
- Paid-for events attracted larger proportions of Domestic Success, Transient Renters and City Prosperity than free events did.

Audience Spectrum profile by entry cost

The following chart shows what percentage of participants for each type of event fell into each Audience Spectrum engagement level. For instance, 9% of participants at free events belonged to a high engagement Audience Spectrum segment, 39% a medium engagement segment, and 52% a lower engagement segment.

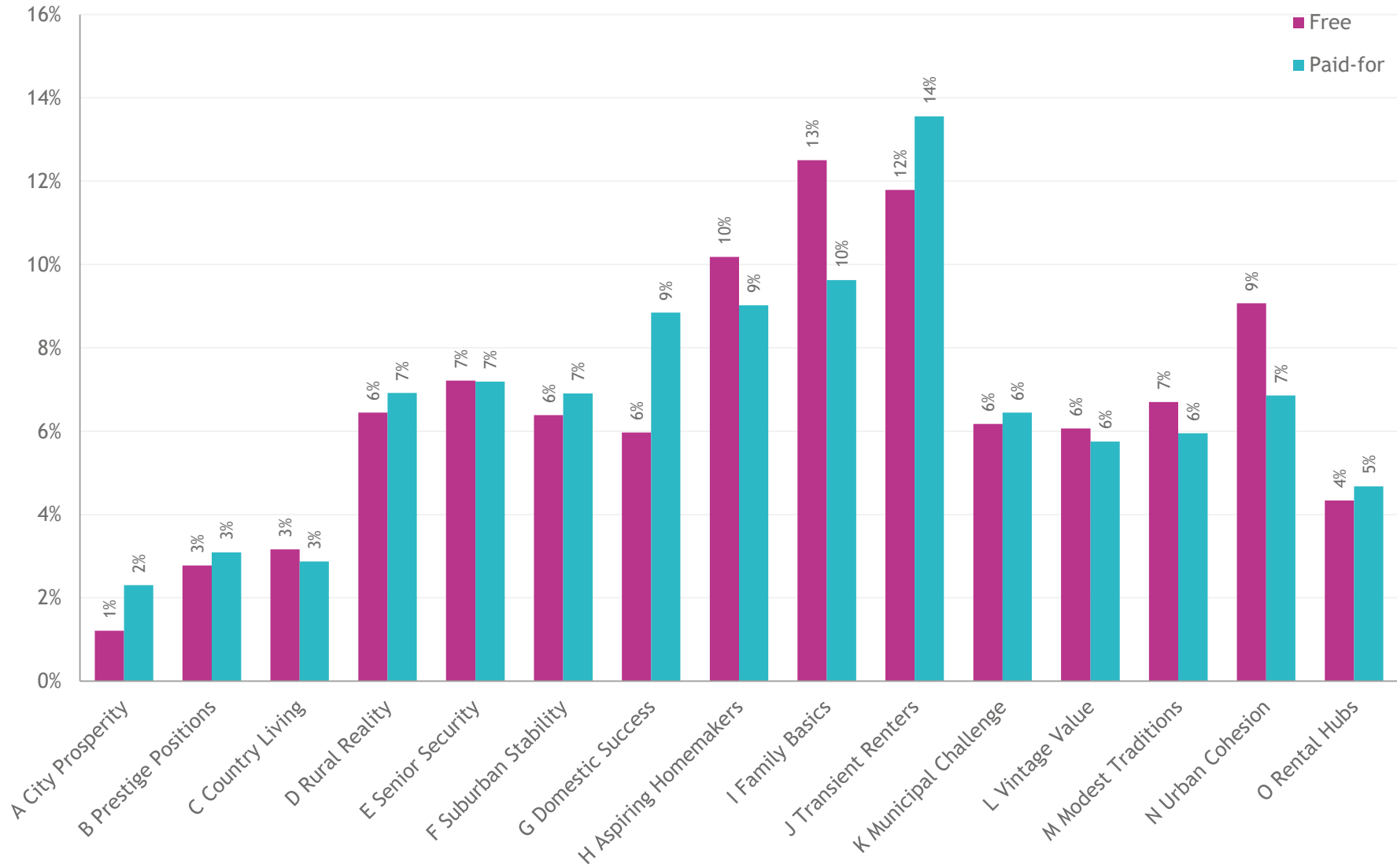


The following chart shows what percentage of participants for each type of event fell into each Audience Spectrum segment in 2015.



Base: All participants with matched UK postcodes who attended:
Free events: 28,565 / Paid-for events: 7,905

Mosaic group profile by entry cost



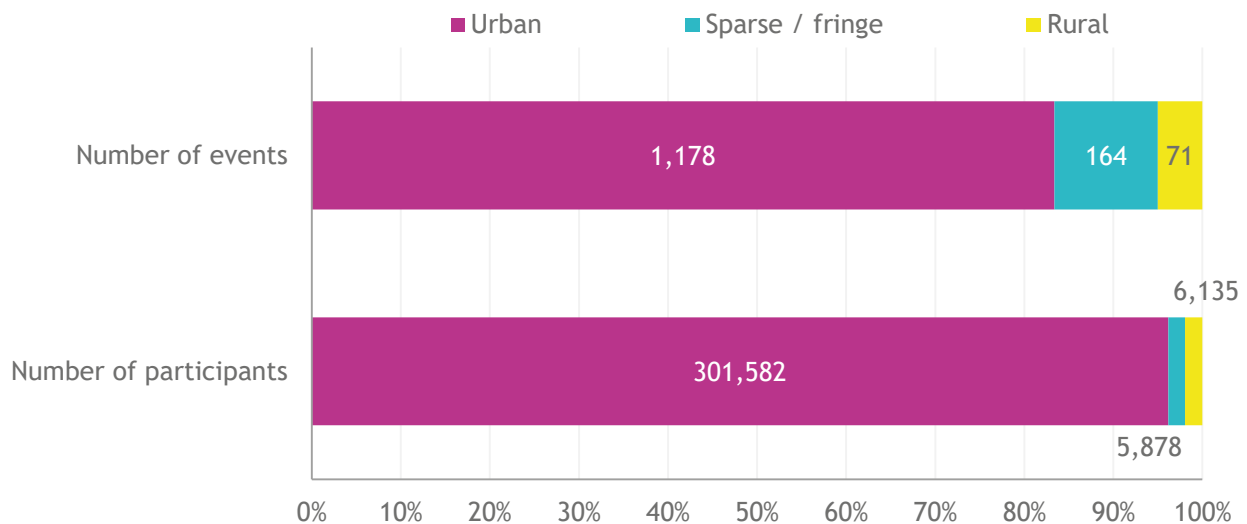
Base: All participants with matched UK postcodes who attended: Free events: 28,592 / Paid-for events: 7,916

Event area type

This section looks at the profiles of each event in terms of the wider area they took place in, broken down by the following categories (defined using the event location postcode matched to DEFRA's 2011 Rural-Urban classification):

- Events which took place in an urban setting (made up of the DEFRA groupings *Urban major conurbation*, *Urban minor conurbation*, and *Urban city and town*)
- Events which took place in a sparse/fringe setting (made up of the DEFRA groupings *Urban city and town in a sparse setting*, *Rural town and fringe*, and *Rural town and fringe in a sparse setting*)
- Events which took place in a rural setting (made up of the DEFRA groupings *Rural village*, *Rural village in a sparse setting*, *Rural hamlets and isolated dwellings*, and *Rural hamlets and isolated dwellings in a sparse setting*)

The following graph shows the number of events which fell into each category, and the number of participants who attended those events. For example, 301,582 participants attended the 1,178 events that happened in urban areas. Please note that only those where valid event location postcodes were provided are included in this section of the analysis, and only events for which participant postcodes were collected are included in the chart below and subsequent analysis.

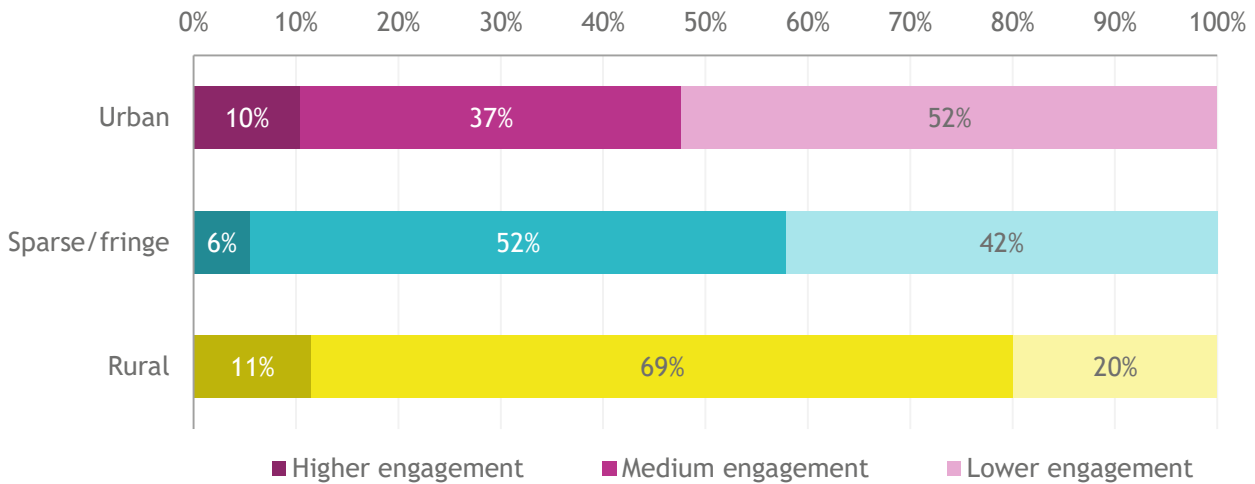


Key findings

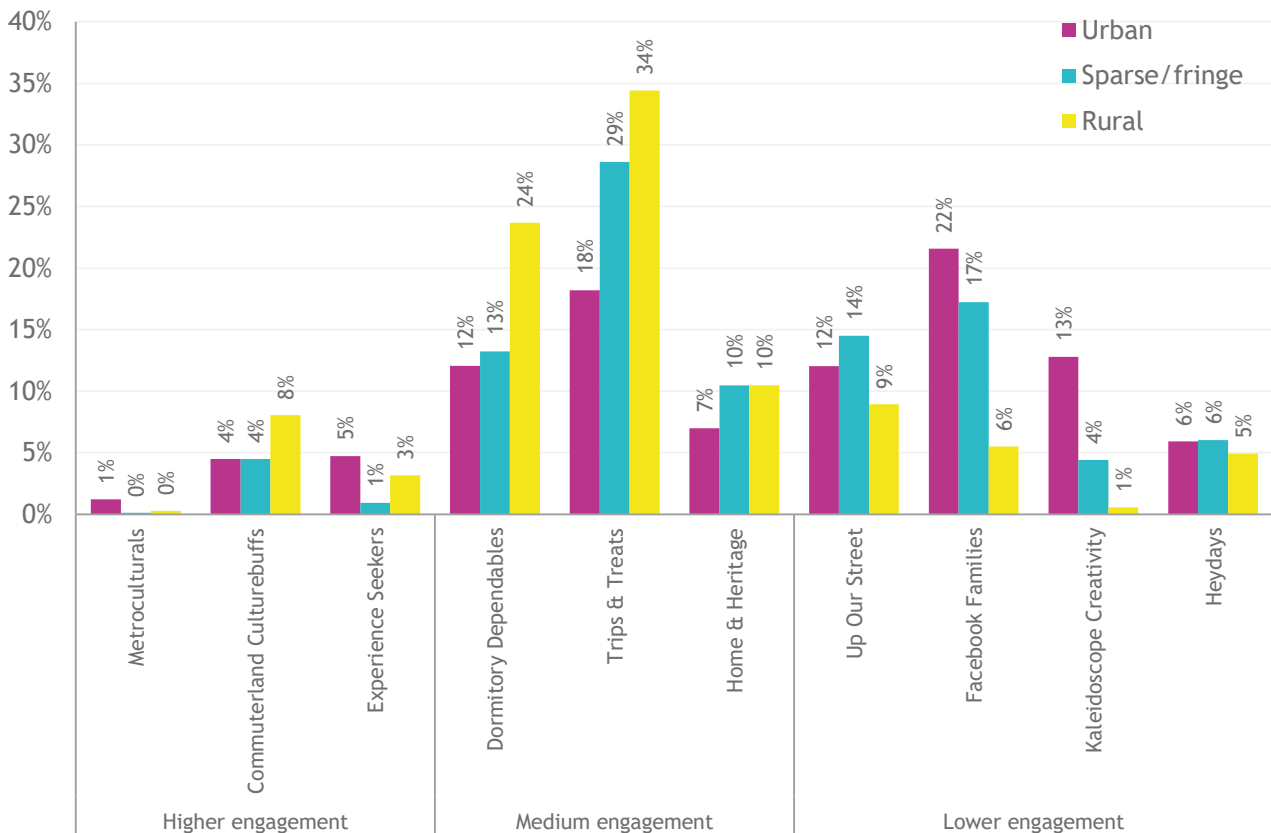
- By far, the majority of events happened in urban areas (83%) with over 95% of all participants attending these events. Sparse/fringe-based events had the lowest average number of participants at 36, compared with 86 for rural events and 256 for urban events.
- Urban events attracted the largest proportion of lower engaged segments (52%) compared with other types of events. Kaleidoscope Creativity and Facebook Families had the most difference in attendance between urban events and sparse/fringe or rural ones, with the former accounting for 13% of participants at urban events but just 4% and sparse/fringe events and 1% at rural events.
- Rural events attracted the smallest proportion of those in the lower engagement segments - just 20%. They tended to attract a much larger proportion of this in the medium engagement segments, in particular Dormitory Dependables (24% of rural event participants vs. 12% of urban event participants) and Trips & Treats (24% vs. 18%)
- Looking at Mosaic groups, Family Basics, Urban Cohesion and Transient Renters preferred urban events over any other types of events; the Rural Reality group were particularly prominent at sparse/fringe events (24% of all sparse/fringe participants); and, perhaps unsurprisingly, Country Living and Rural Reality made up the largest proportions of participants to rural-based events, together accounting for 42% of participants at these events.
- Regardless of where the event took place, events tended to have a mix of people from rural, fringe or urban areas, although urban events tended to be dominated by those living in urban areas.
- In contrast, sparse/fringe events saw a more even split, with 48% of participants being from urban areas, 38% for sparse/fringe areas and 14% being from rural areas.
- Even rural events attracted a larger proportion of urban residents than sparse/fringe residents or rural residents - 52%, compared with 27% of participants living in fringe areas and 21% in rural areas.
- This is reflected in drive time and distances, with the average catchment area for urban events being a lot smaller than that of sparse/fringe and rural events.

Audience Spectrum profile by event area type

The following chart shows what percentage of participants for each type of event fell into each Audience Spectrum engagement level. For instance, 10% of participants at urban events belonged to a high engagement Audience Spectrum segment, 37% a medium engagement segment, and 52% a lower engagement segment.

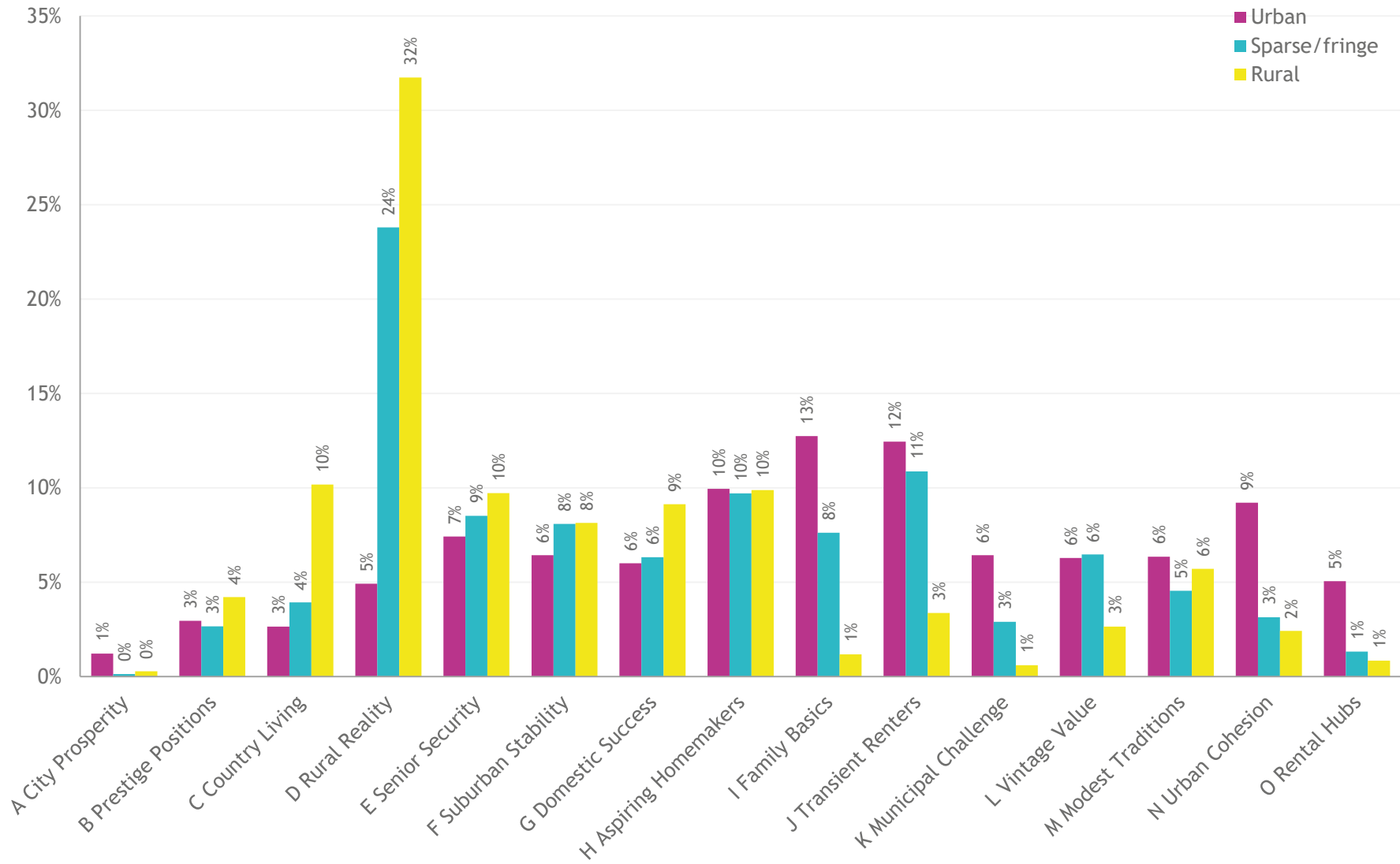


The following chart shows what percentage of participants for each type of event fell into each Audience Spectrum segment in 2015.



Base: All participants with matched UK postcodes who attended:
 Events in urban areas: 33,318 / Events in sparse/fringe areas: 2,278 / Events in rural areas: 589

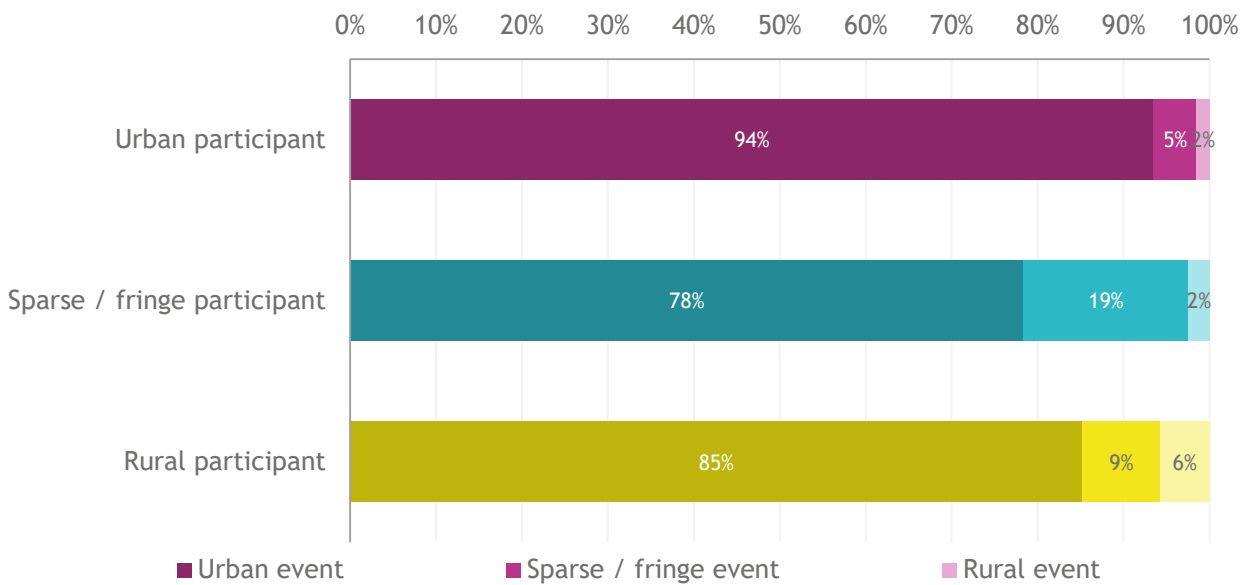
Mosaic group profile by event area type



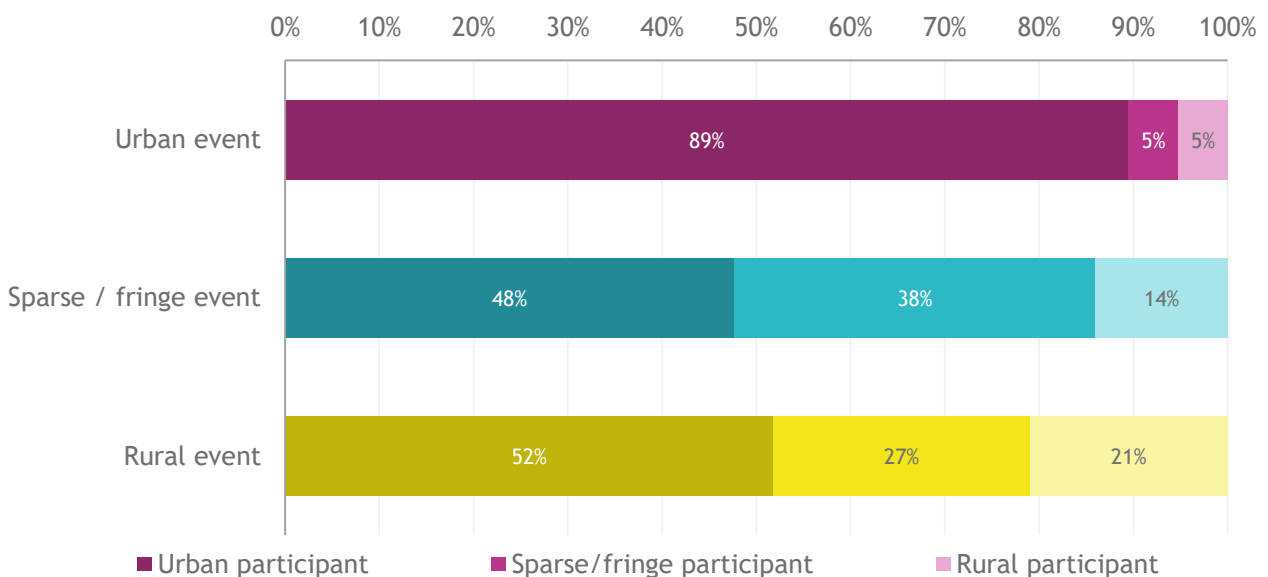
Base: All participants with matched UK postcodes who attended: Events in urban areas: 33,347 / Events in sparse/fringe areas: 2,286 / Events in rural areas: 589

Urban / rural crossover

The following chart shows what percentage of participants attended each type of event. For instance, of all participants from rural areas, 85% of them attended events in urban areas, whilst only 6% of them attended events in rural areas (despite coming from a rural area themselves).

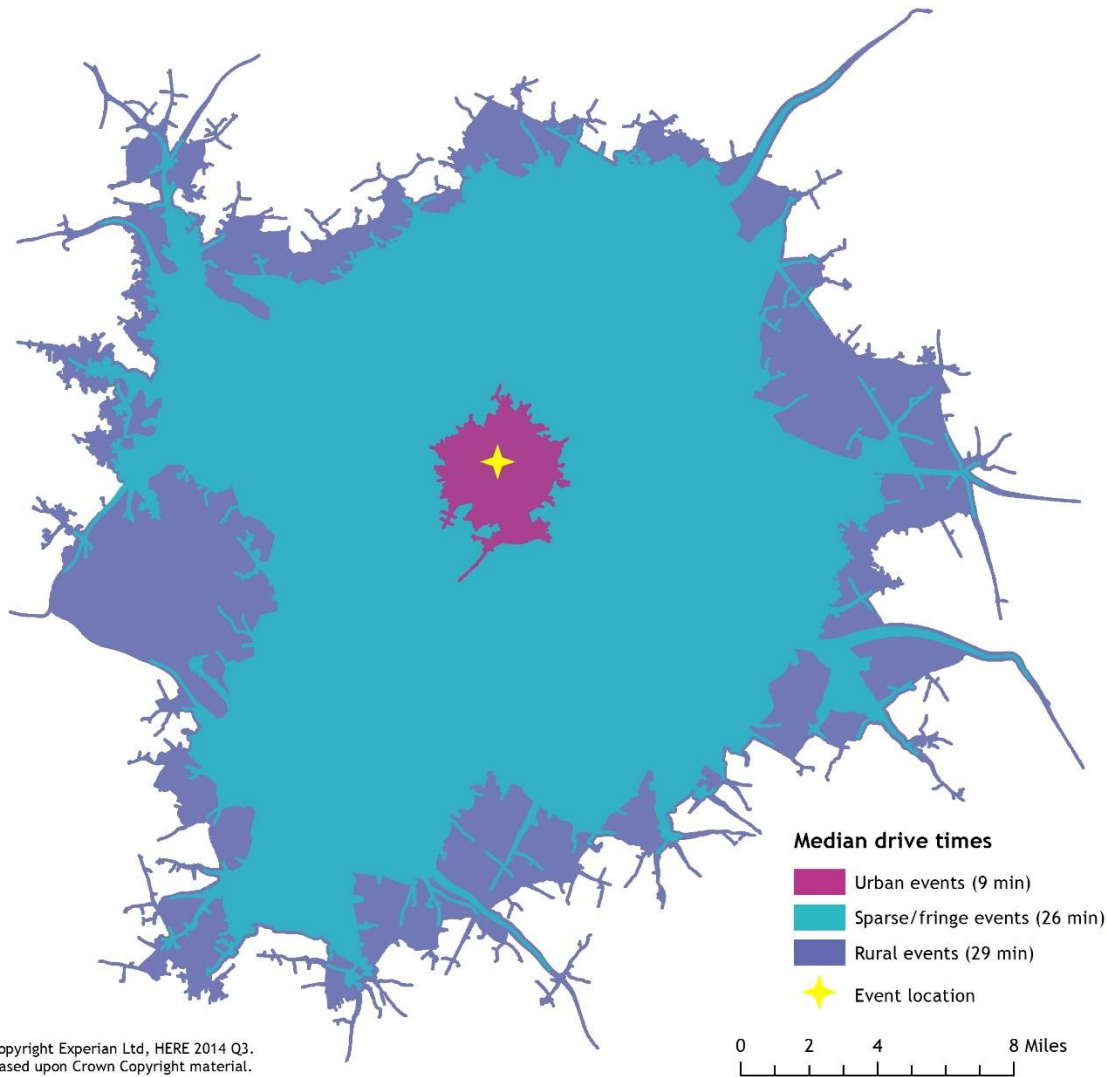
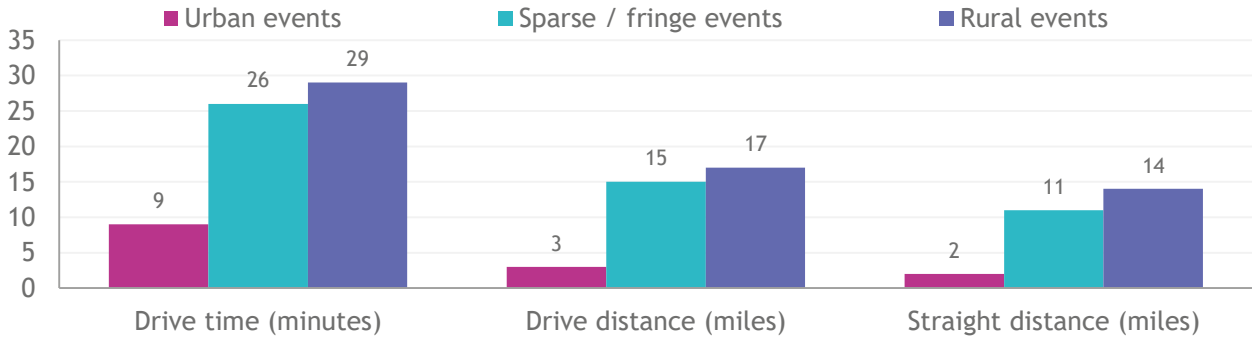


The following chart shows what percentage of events were attended by each type of participant. For instance, of all participants that went to an event in a rural area, 52% of them were from urban areas whilst just 21% were from rural areas themselves.

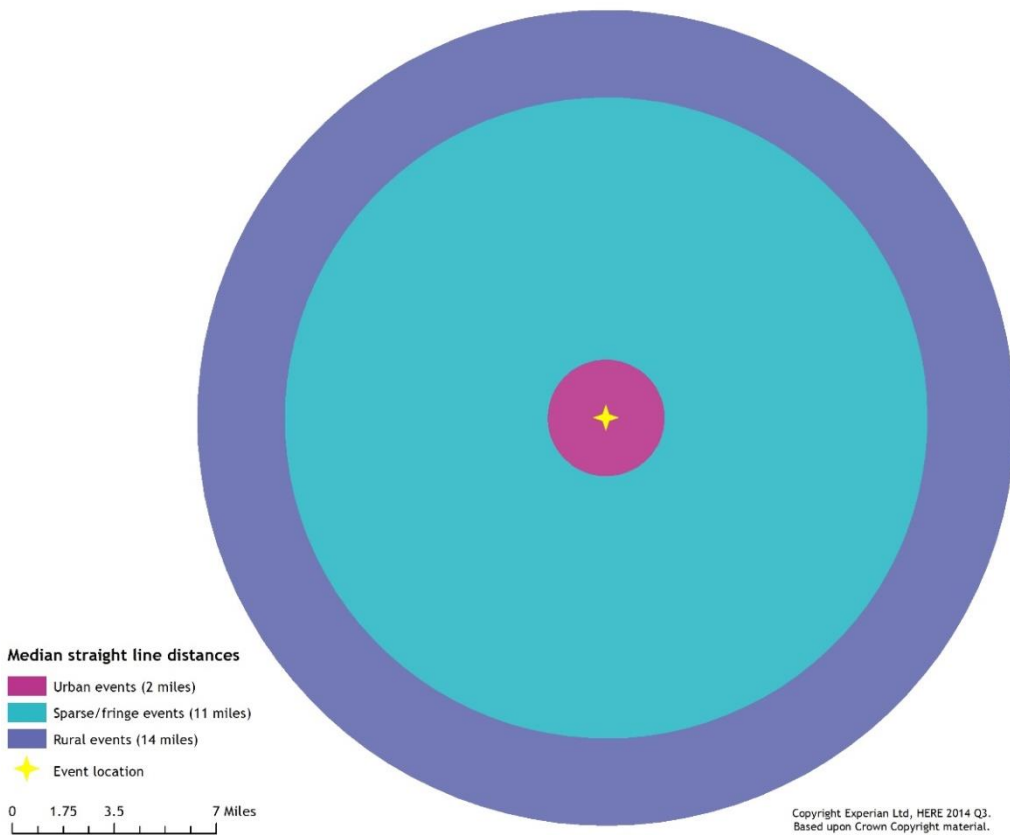
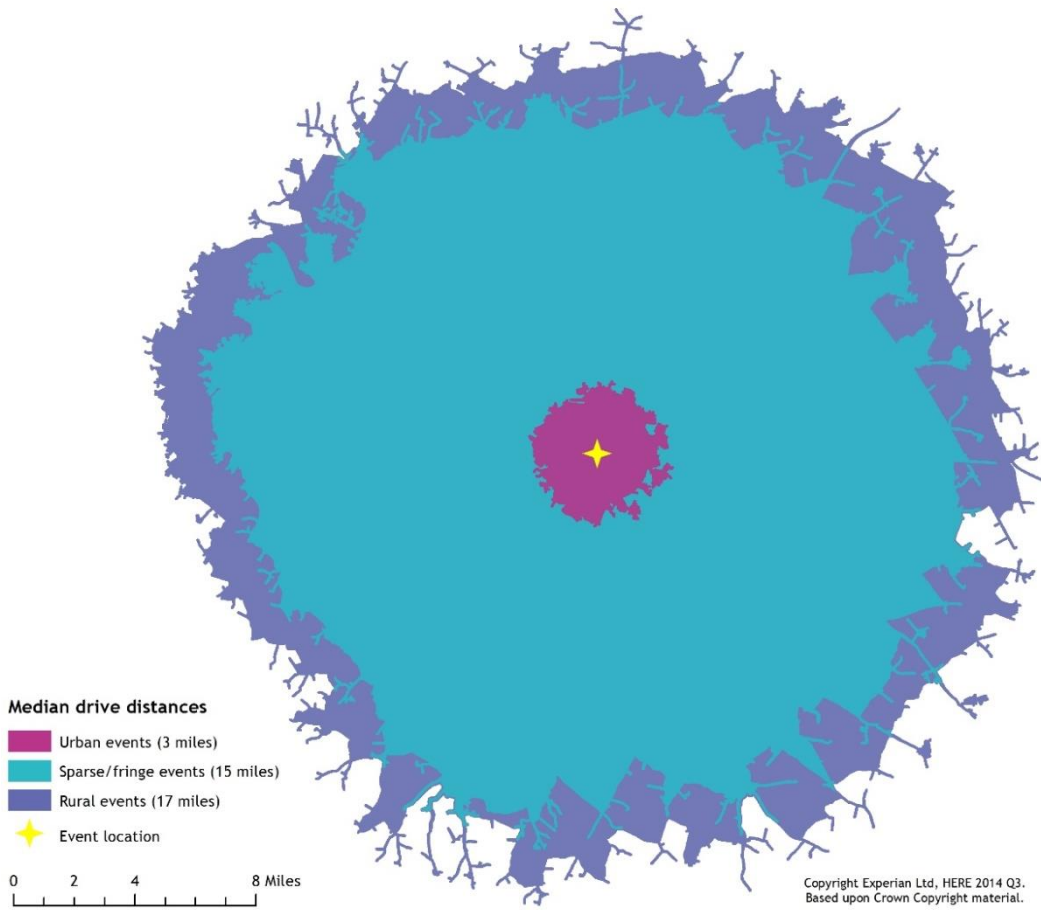


Distance analysis

The graphs and maps below show what the average (median) drive time, drive distances and straight lines distances are for all events, and what they might look like for a typical project in terms of their reach. Note that the map is based on a random UK location, and as such doesn't describe any one event but rather suggests what the reach and catchment area of a typical events of different types looks like.



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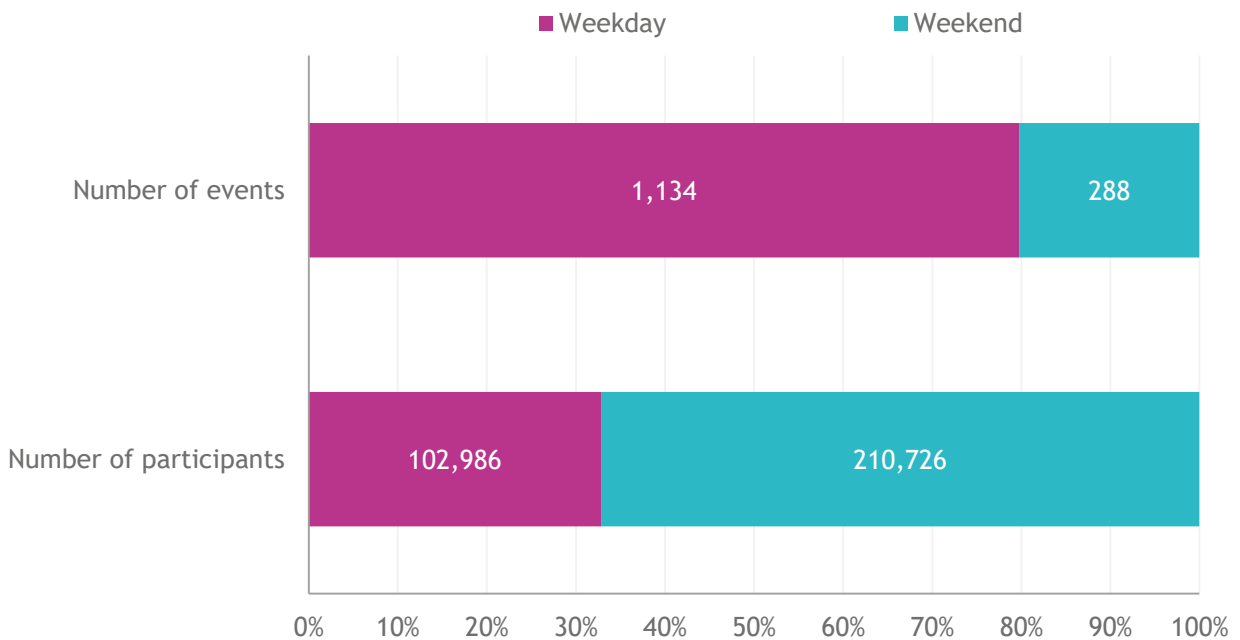


Event date

This section looks at the profiles of each event in terms of the day of the week on which they took place, broken down by the following categories:

- those events that took place on a weekday (ie. Monday to Friday)
- those events that took place on a weekend (ie. Saturday or Sunday)

The following graph shows the number of events that fell into each category, and the number of participants that attended those events. For example, 102,986 participants attended the 1,134 events that happened on a weekday. Please note that where events ran for longer than a day, the start date was used to determine whether the event took place on a weekday or weekend. Note that only events for which participant postcodes were collected are included in the chart below and subsequent analysis.

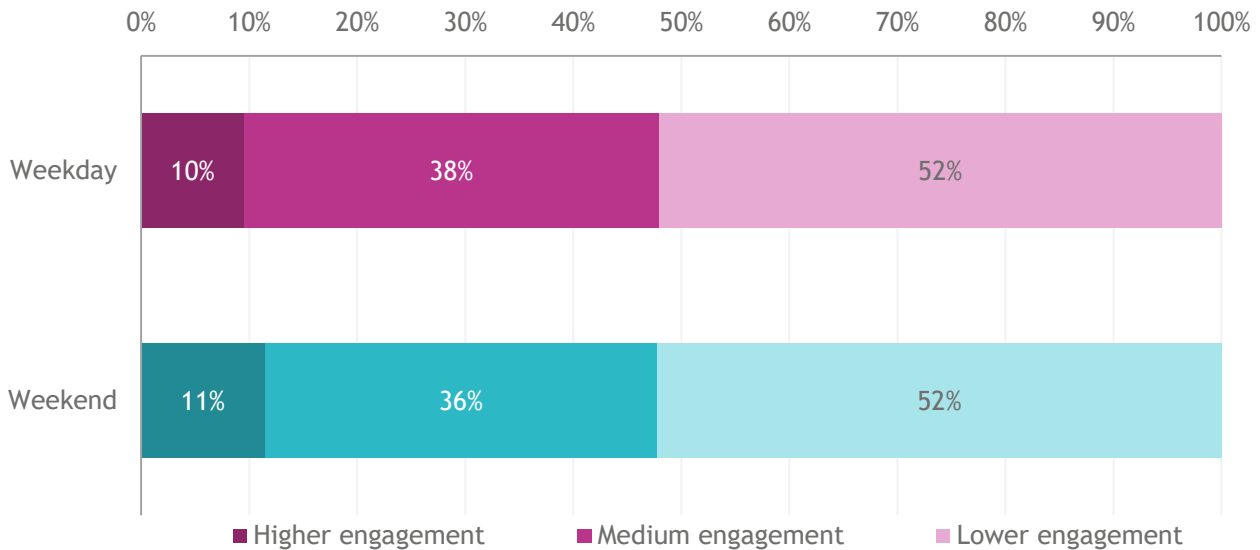


Key findings

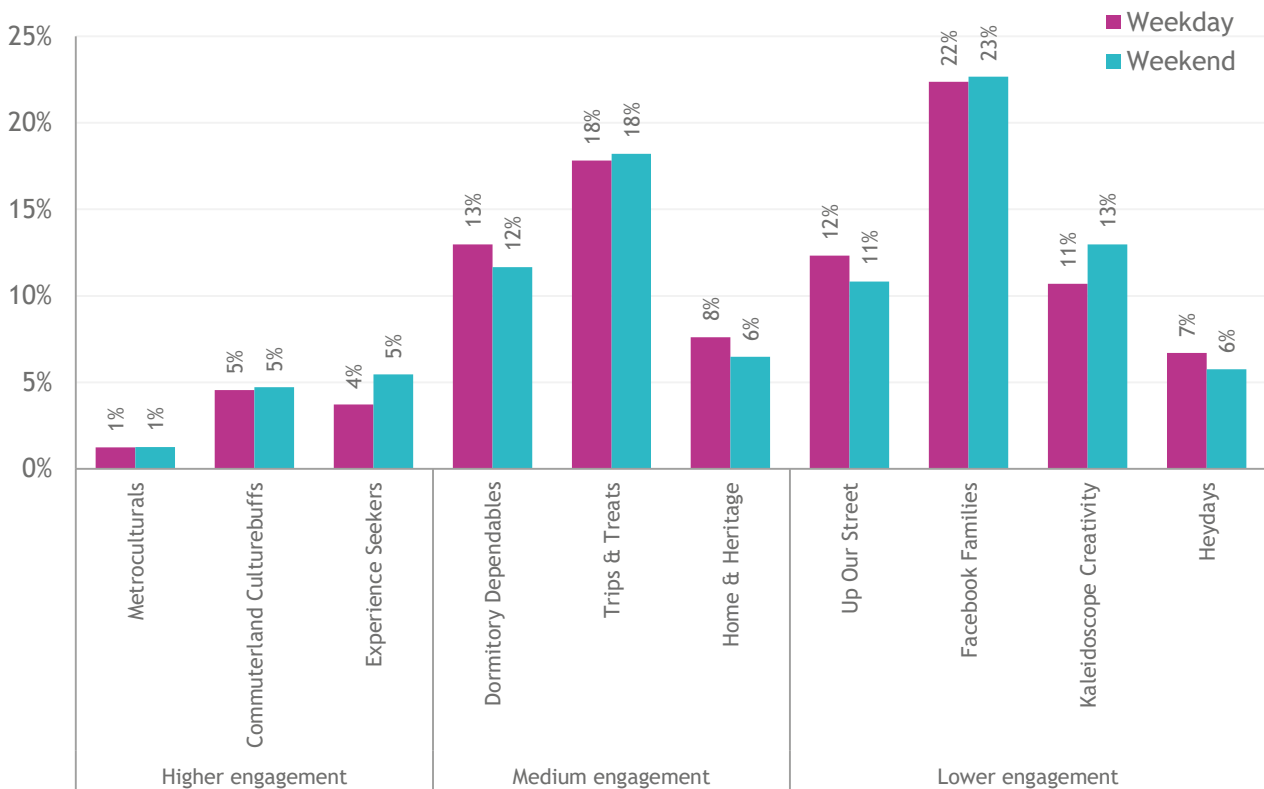
- Weekend events were much larger than weekday ones, accounting for 67% of participants despite only making up 20% of events. The average number of participants for weekend events (732) was much higher than weekday events (91).
- There was very little difference between the profiles for weekday and weekend events, each attracting similar proportions of higher, medium and lower engaged segments.
- The only significant differences in proportions of Audience Spectrum segments between weekday and weekend events were Home & Heritage making up larger proportion of weekday events and Kaleidoscope Creativity making up a slightly higher proportion of participants at weekend events than at weekday events.
- Looking at Mosaic groups, weekday events were most popular with the Transient Renters and Domestic Success groups, whilst Rental Hubs and Urban Cohesion were more prominent at weekend events than weekend events.

Audience Spectrum profile by event date

The following chart shows what percentage of participants for each type of event fell into each Audience Spectrum engagement level. For instance, 10% of participants at weekday events belonged to a high engagement Audience Spectrum segment, 38% a medium engagement segment, and 52% a lower engagement segment.

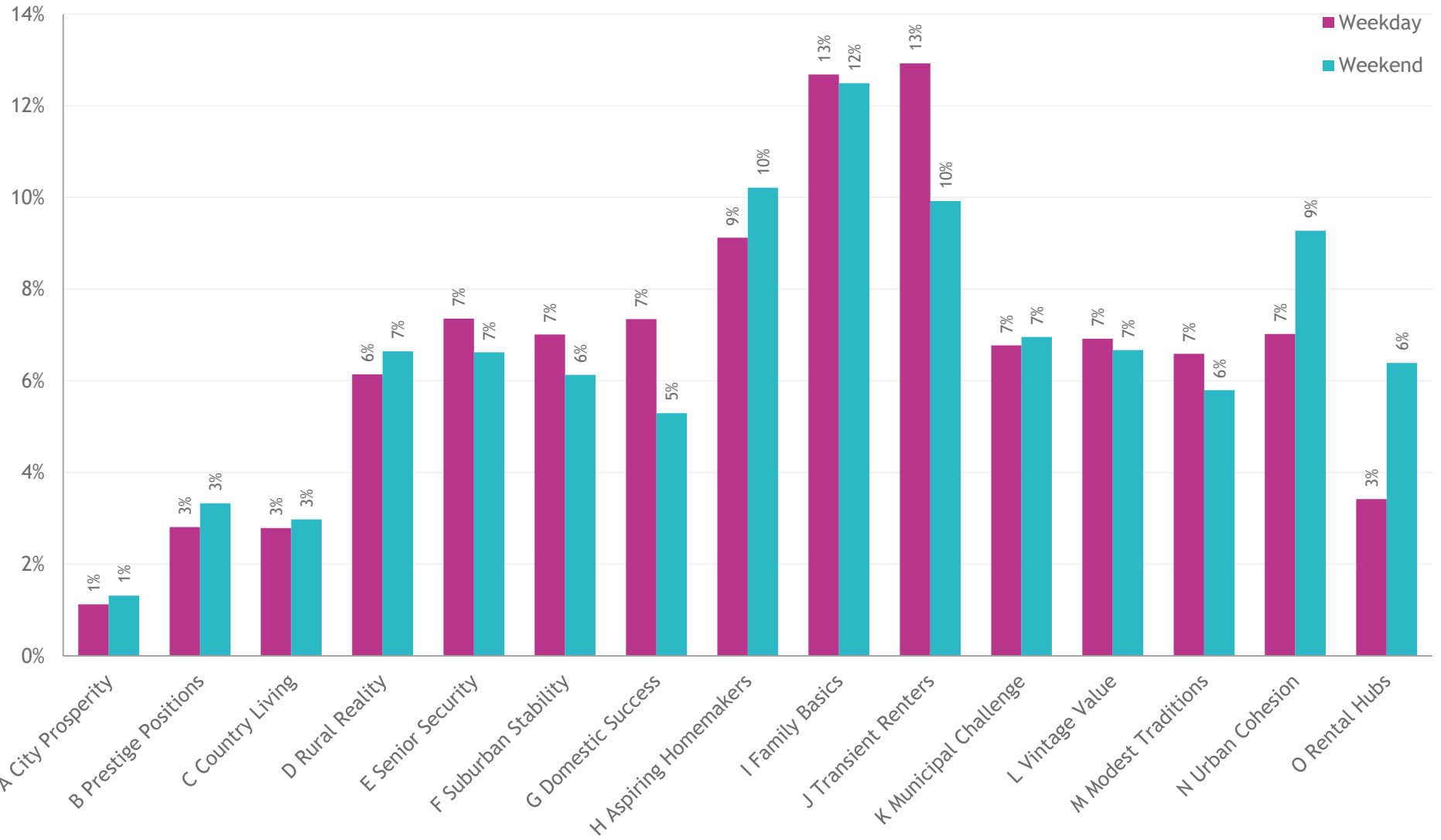


The following chart shows what percentage of participants for each type of event fell into each Audience Spectrum segment in 2015.



Base: All participants with matched UK postcodes who attended: Weekday events: 23,614 / Weekend events: 12,601

Mosaic group profile by event date



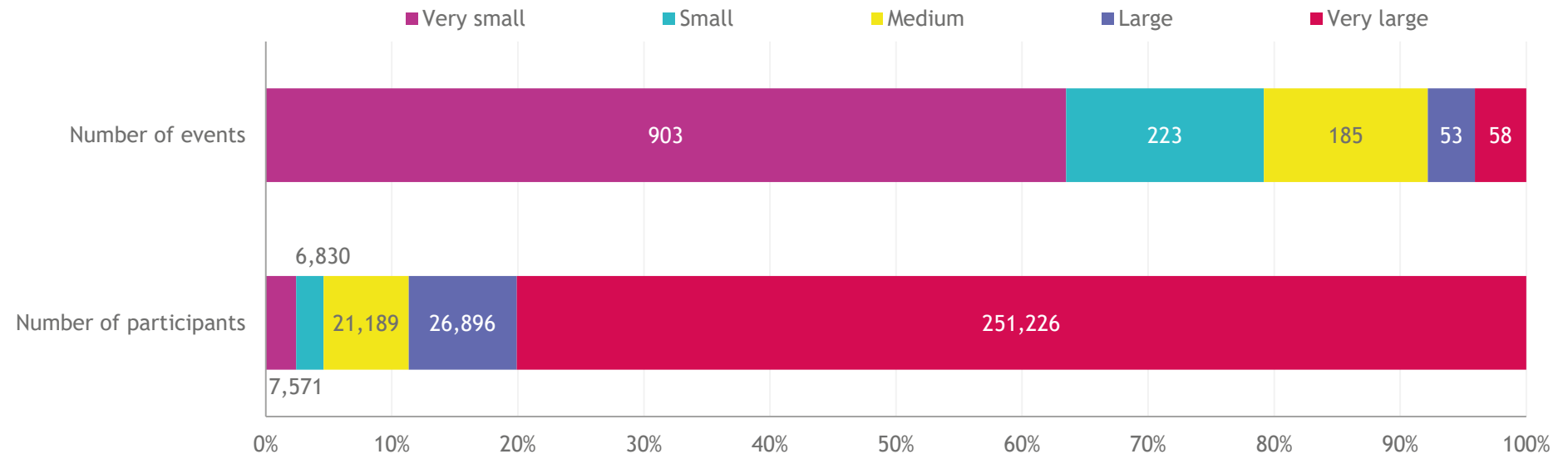
Base: All participants with matched UK postcodes who attended: Weekday events: 23,626 / Weekend events: 12,626

Audience size

This section looks at the profiles of each event in terms of its audience size, broken down by the following categories:

- Events which had fewer than 20 participants, classed as 'very small'
- Events which that had between 20 and 49 participants, classed as 'small'
- Events which that had between 50 and 299 participants, classed as 'medium'
- Events which that had between 300 and 999 participants, classed as 'large'
- Events which that had 1,000 or more participants, classed as 'very large'

The following graph shows the number of events that fell into each category, and the number of participants who attended those events. For example, 7,571 participants attended the 903 very small events. Note that only events for which participant postcodes were collected are included in the chart below and subsequent analysis.

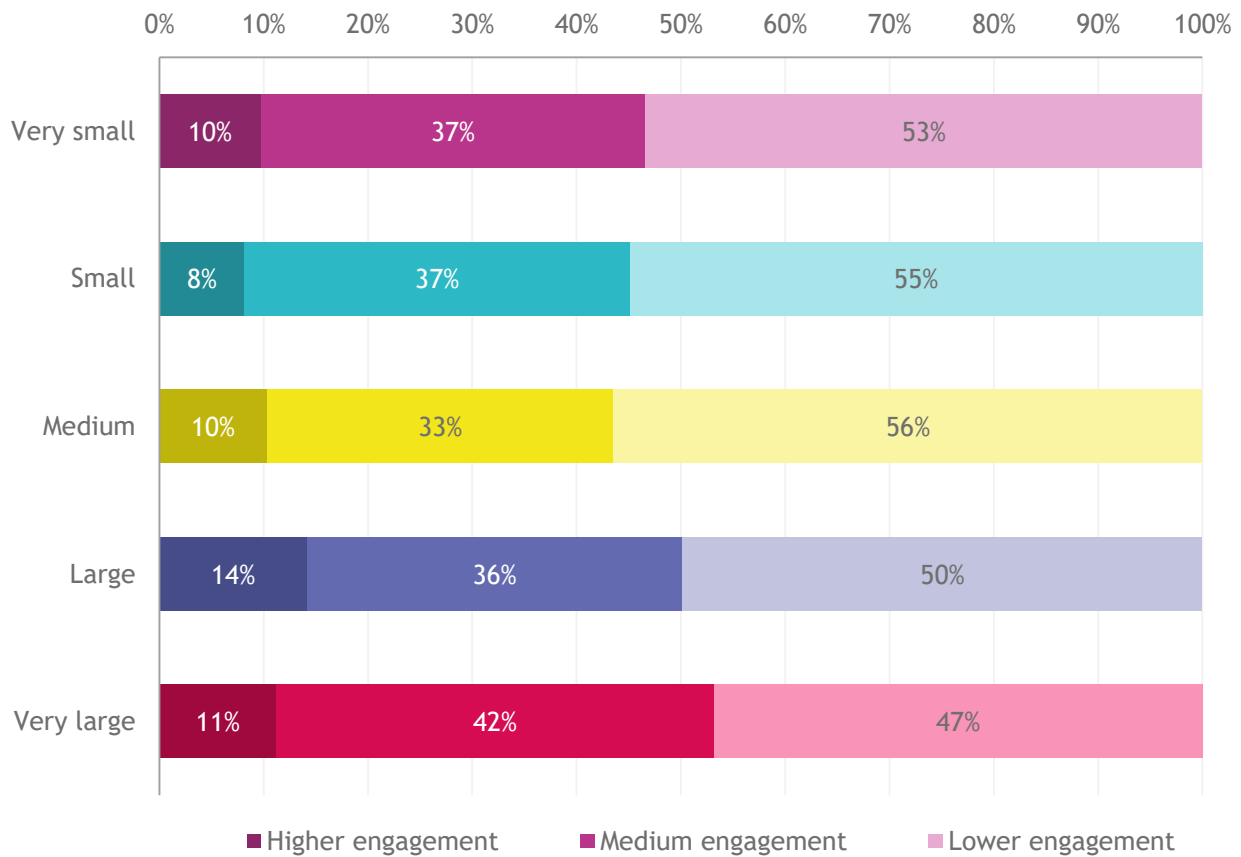


Key findings

- The majority of events (64%) were classed as very small, with fewer than 20 participants, however these only accounted for 2% of total participants.
- Very large events, those with 1,000 or more participants, only made up 4% of total events, but contributed 80% of all participants.
- Although there were differences seen between events in the proportions of participants of each engagement level, there was no correlation between size of event and engagement level (for example engagement level increasing with event size).
- For instance medium events had the largest proportion of participants in the lower engagement segments, very large events the largest proportion of those in the medium engagement segments, and large events the largest proportion of those in the higher engagement category.
- When we look at individual segments we can see some trends. The proportion of Trips & Treats and Experience Seekers increases with event size, and the proportion of Facebook Families broadly decrease with event size.
- The proportion of those in the Mosaic group Aspiring Renters increased in line with event size, and the proportion of those in the Transient Renters group decreased at larger events

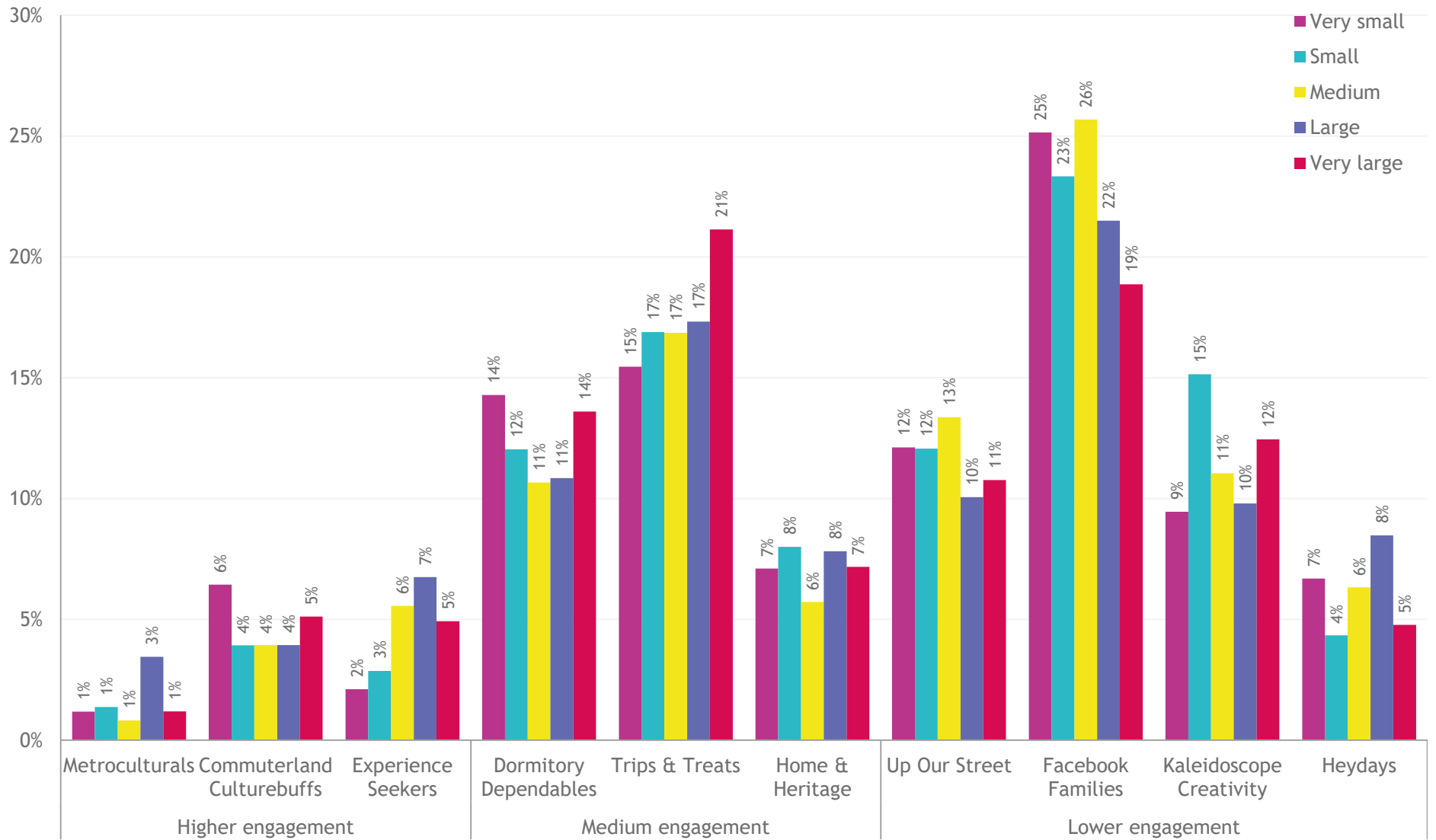
Audience Spectrum profile by audience size

The following chart shows what percentage of participants for each type of event fell into each Audience Spectrum engagement level, with the average place participant profile across all event types given as a comparison. For instance, 10% of participants at very small events belonged to a high engagement Audience Spectrum segment, 37% a medium engagement segment, and 53% a lower engagement segment.

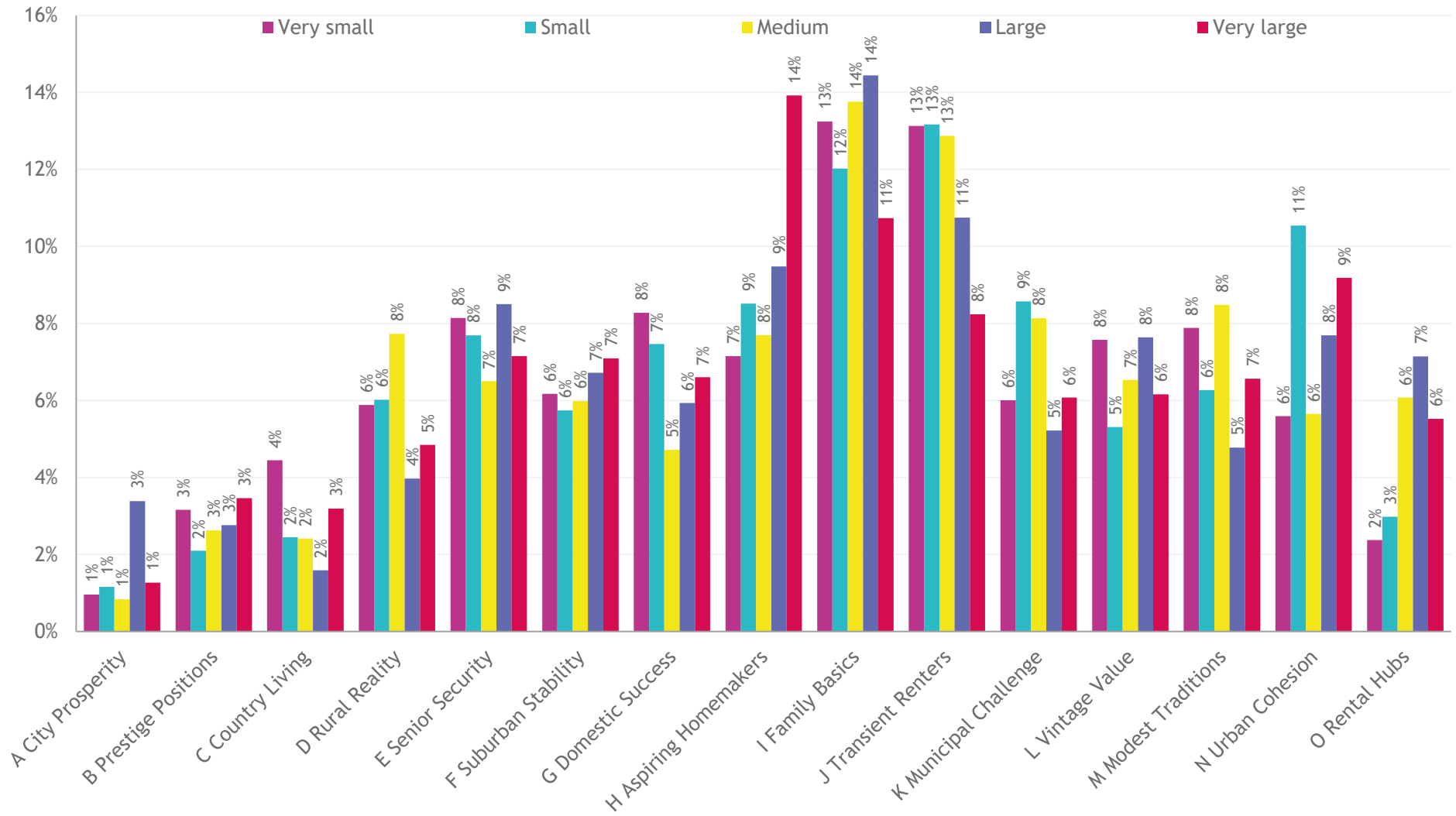


Base: All participants with matched UK postcodes who attended: Very small events: 4,719 / Small events: 3,616 / Medium events: 6,725 / Large events: 3,988 / Very large events: 17,167

The following chart shows what percentage of participants for each type of event fell into each Audience Spectrum segment in 2015.



Mosaic group profile by audience size



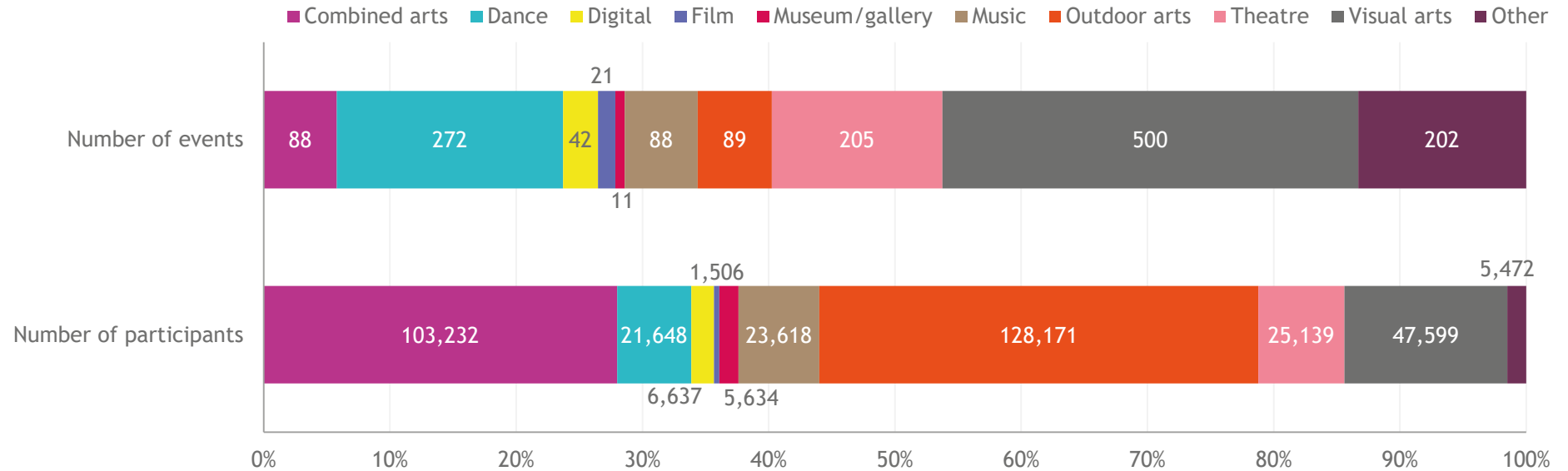
Base: All participants with matched UK postcodes who attended: Very small events: 4,717 / Small events: 3,620 / Medium events: 6,734 / Large events: 3,989 / Very large events: 17,192.

Artform

This section looks at the profiles of each event in terms of the artform(s) it involved, broken down by the following categories:

- Events which included combined arts
- Events which included dance
- Events which included digital
- Events which included film
- Events which included museum/gallery exhibitions
- Events which included music
- Events which included outdoor arts
- Events which included theatre
- Events which included visual arts
- Events which included any other artform (classified as 'other')

The following graph shows the number of events that fell into each category, and the number of participants who attended those events. For example, 103,232 participants attended the 88 combined arts events. Please note that some events were categorised with up to five different artforms, so the same events may appear in a number of different categories. Also note that only events for which participant postcodes were collected are included in the chart below and subsequent analysis.



Key findings

Summary

- There were more visual arts events than any other type, accounting for a third of all events. These events tended to have a smaller than average audience size, so accounted for 13% of total participants.
- Outdoor arts and combined arts events tended to be much larger, each accounting for just 6% of events but 35% and 28% of participants respectively.

Audience Spectrum

- Compared to other artforms, Outdoor Arts events attracted the largest proportion of participants from the lower engaged Audience Spectrum segments - 59%. 56% of participants at Dance and Museum/gallery events fell into one of the lower engagement segments.
- Combined arts events attracted a larger proportion of Facebook Families and Metroculturals, and a smaller proportion of Kaleidoscope Creativity and Commuterland Culturebuffs, than we see in the average place profile.
- Dance events tended to attract a larger proportion of Facebook Families and Heydays, and a smaller proportion of Kaleidoscope Creativity and Dormitory Dependables, than we saw within the 2015 average place profile.
- Digital events showed a larger proportion of Trips & Treats and Heydays participants, and a smaller proportion of Dormitory Dependables, than the average place profile.
- Trips and Treats were over-represented, and Dormitory Dependables under-represented, amongst Film participants compared with their prominence in the average place profile.
- Museum/gallery events attracted a larger proportion of Facebook Families and Home & Heritage, and a smaller proportion of Kaleidoscope Creativity and Trips & Treats, than we see in the average place profile.
- Music events tended to attract a larger proportion of Facebook Families and a smaller proportion of Kaleidoscope Creativity and Heydays, than we saw within the 2015 average place profile.
- Outdoor Arts events had a larger proportion of participants from the Facebook Families and Heydays segments, and a smaller proportion of those from Trips & Treats and Home & Heritage, than we see in the average place profile.
- Theatre events had a fairly similar profile to the overall average place profile in 2015, apart from Kaleidoscope Creativity: this segment was under-represented amongst this

artform, accounting for 13% of the average place profile but just 7% of the theatre profile.

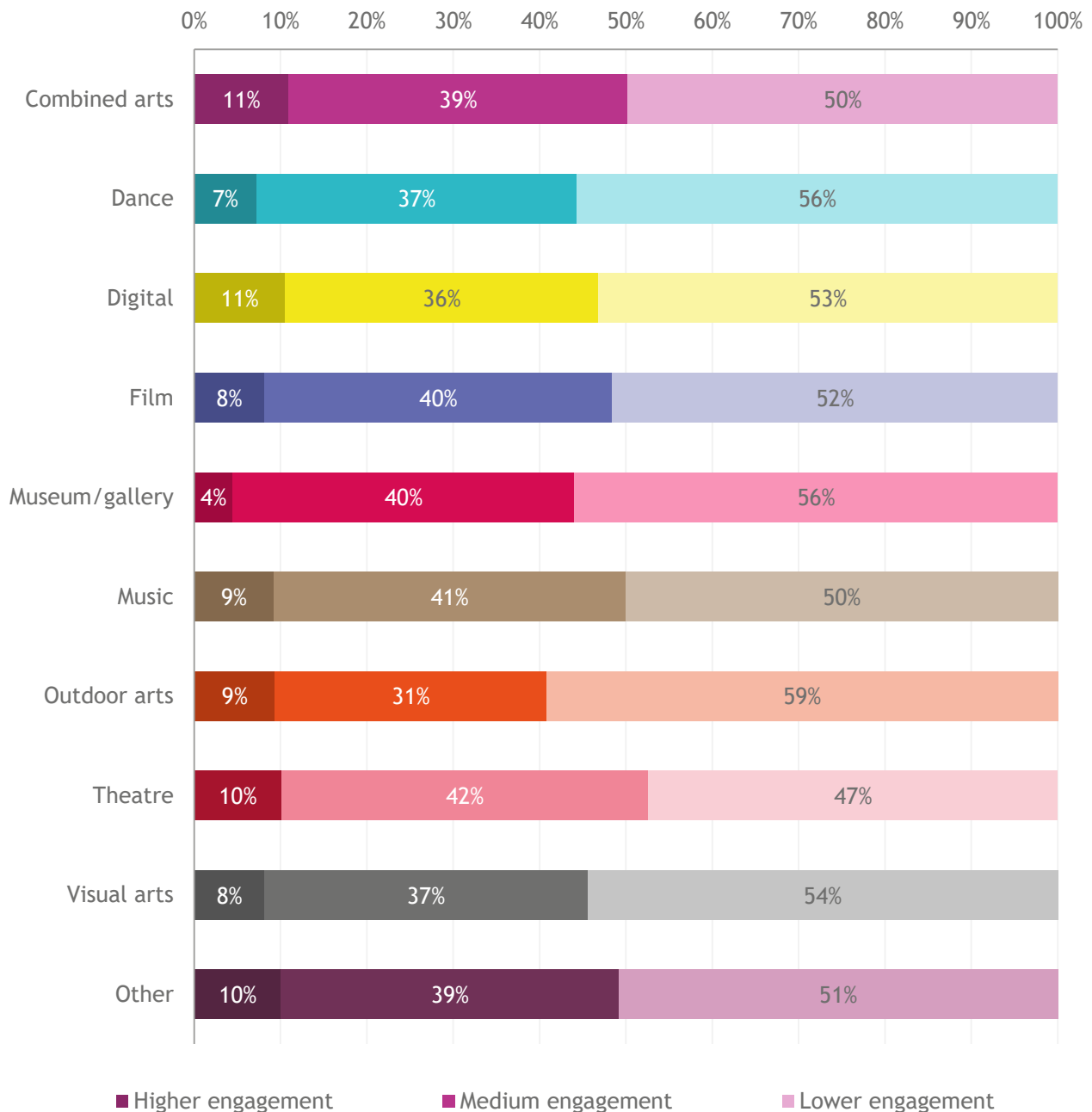
- Compared to the average place profile, Visual arts events attracted a larger proportion of Facebook Families and a smaller proportion Trips & Treats.

Mosaic

- Combined arts events attracted a larger proportion of City Prosperity and Vintage Value and a smaller proportion of Urban Cohesion than we see in the average place profile.
- Dance events attracted a larger proportion of Family Basics and Municipal Challenge participants, and a smaller proportion of Urban Cohesion and Suburban Stability participants, than we saw within the 2015 average place profile.
- Digital events showed a larger proportion of Family Basics, Municipal Challenge and Vintage Value participants, and a smaller proportion of Urban Cohesion and Rural Reality participants, than we saw in the average place profile.
- Compared with the average place profile, Vintage Value were strongly over-represented in the Film profile, Aspiring Homemakers somewhat over-represented, and Rural Reality and Domestic Success under-represented.
- Museum/gallery events attracted a larger proportion of Transient Renters and Senior Security, and a smaller proportion of Rental Hubs, than we see in the average place profile.
- Music events tended to attract a larger proportion of Domestic Success and a smaller proportion of Urban Cohesion participants than we saw within the 2015 average place profile.
- Outdoor Arts events had a larger proportion of participants from the Family Basics group, and a smaller proportion of those from the Senior Security group, than we saw in the average place profile.
- Theatre events showed an over-representation of Transient Renters compared with the average place profile in 2015, and a significant under-representation of those in the Urban Cohesion group.
- Visual arts events saw a similar participant profile to the average place profile, with a slightly larger proportion of Transient Renters and a slightly smaller proportion of the Rural Reality group present at these events.

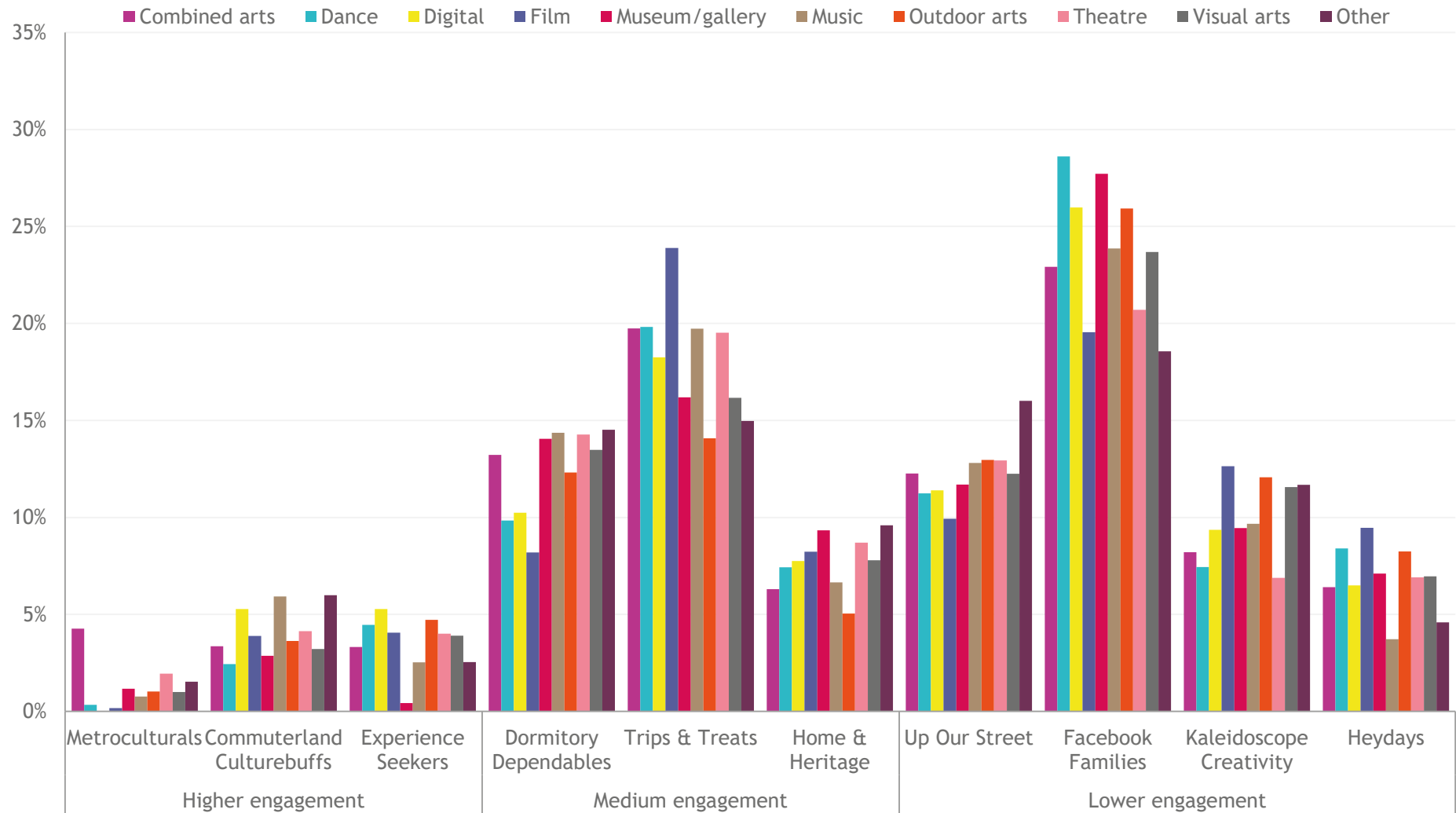
Audience Spectrum profile by artform

The following chart shows what percentage of participants for each type of event fell into each Audience Spectrum engagement level, with the average place participant profile across all event types given as a comparison. For instance, 11% of participants at combined arts events belonged to a high engagement Audience Spectrum segment, 39% a medium engagement segment, and 50% a lower engagement segment.

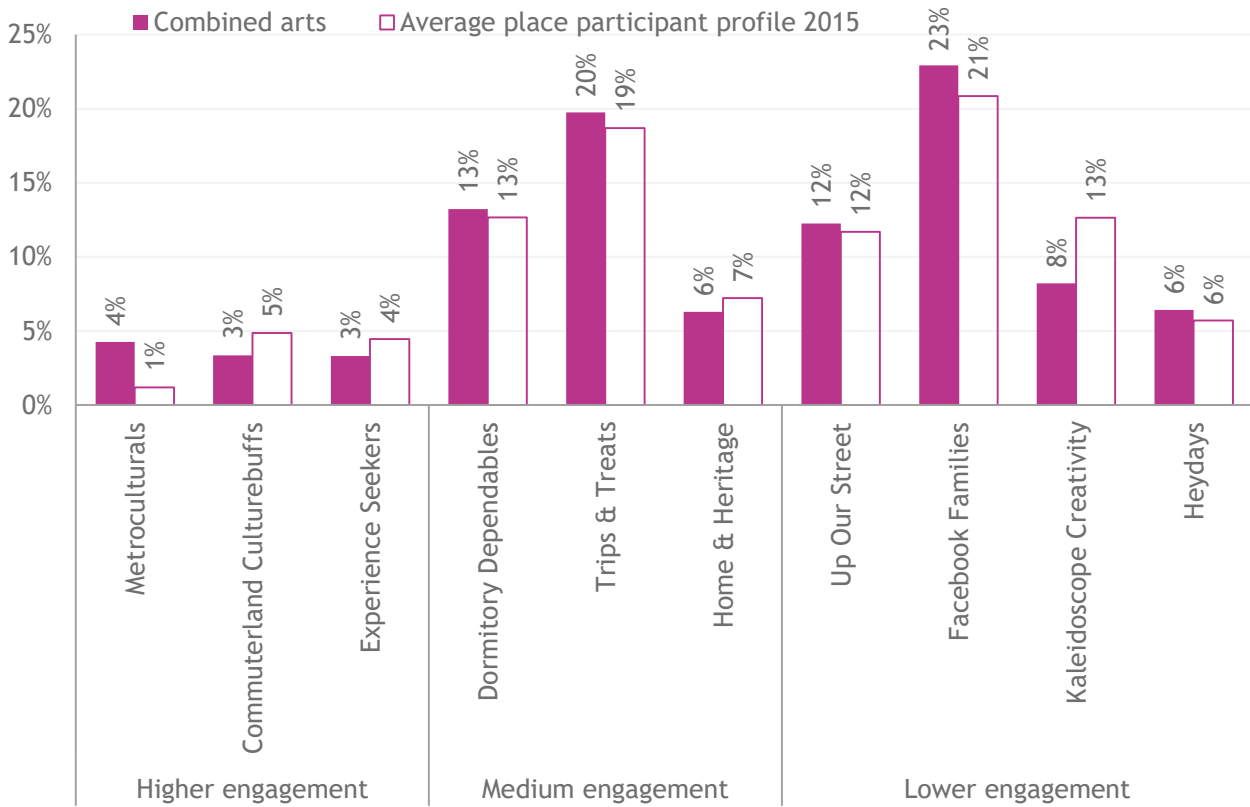


Base: All participants with matched UK postcodes who attended: Combined arts events: 7,007 / Dance events: 2,323 / Digital events: 3,697 / Film events: 349 / Museum/gallery events: 3,644 / Music events: 3,456 / Outdoor arts events: 3,236 / Theatre events: 3,236 / Visual arts events: 9,335 / Other events: 3,044

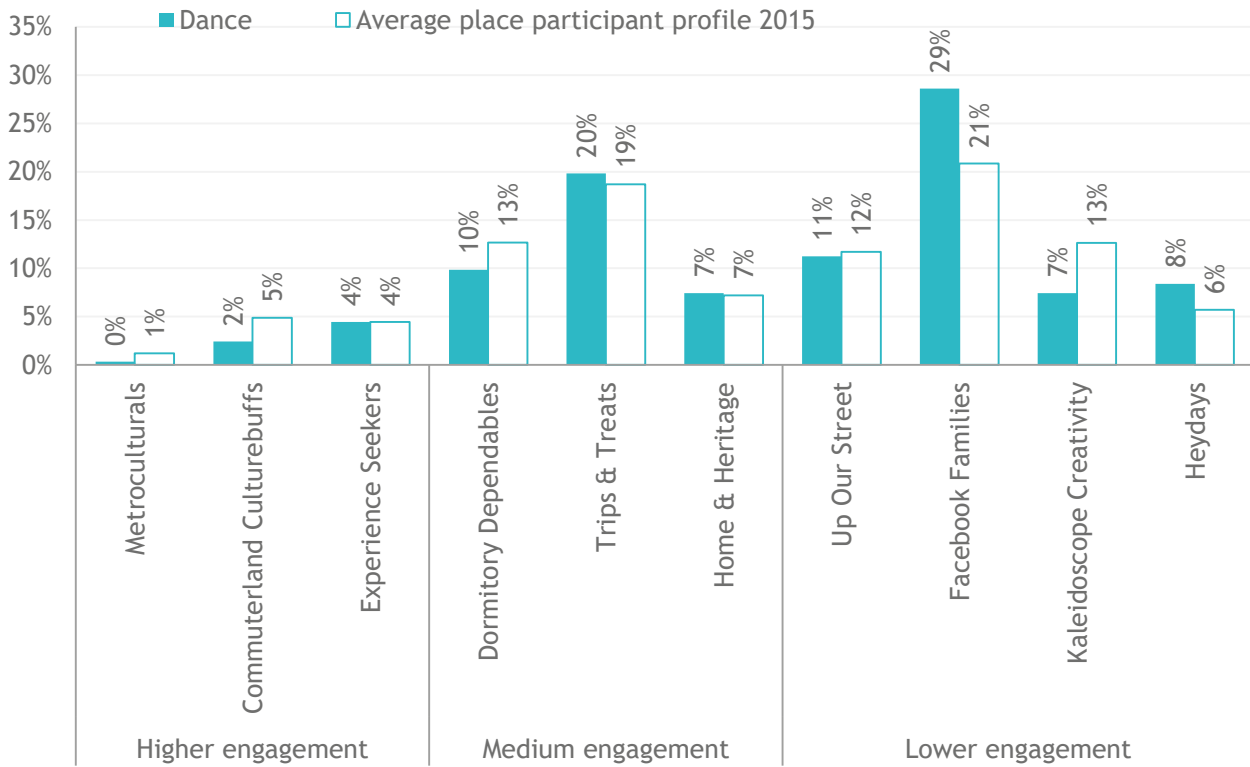
The following chart shows what percentage of participants for each type of event fell into each Audience Spectrum segment in 2015.



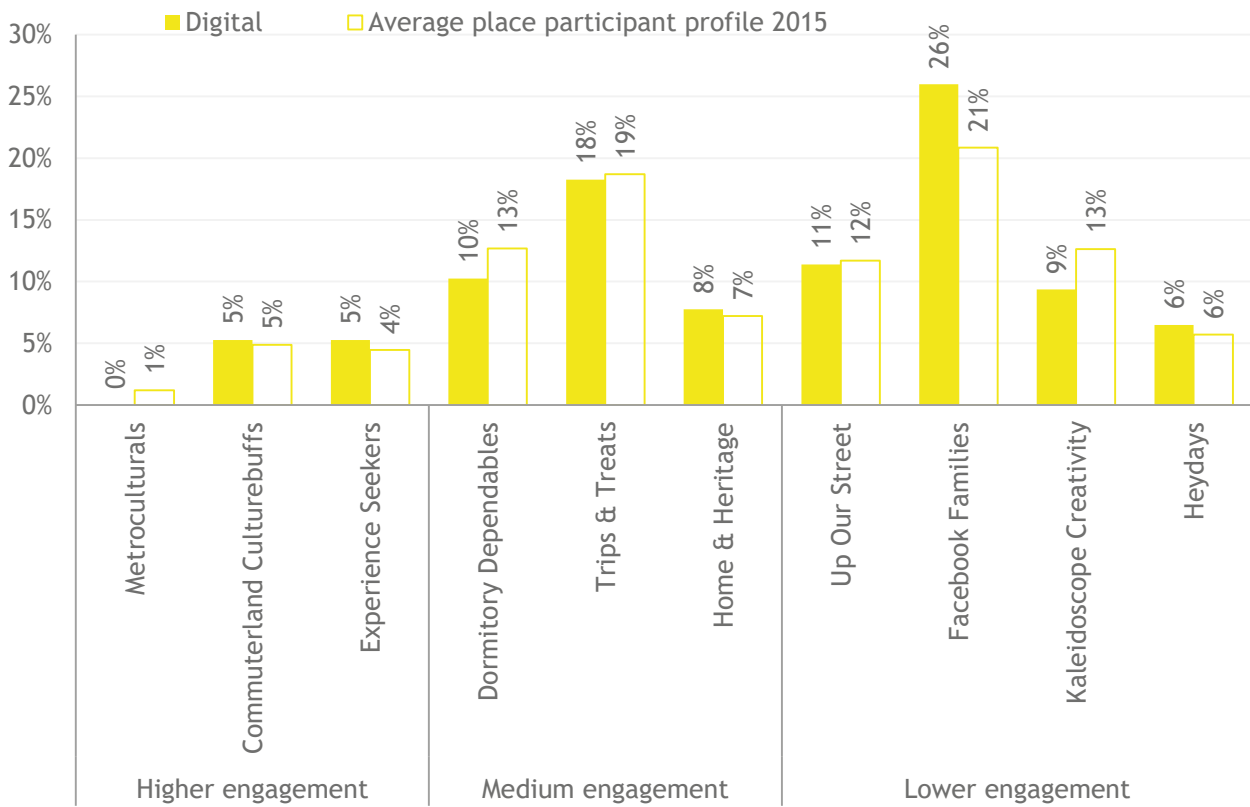
Base: All participants with matched UK postcodes who attended: Combined arts events: 7,007 / Dance events: 2,323 / Digital events: 3,697 / Film events: 349 / Museum/gallery events: 3,644 / Music events: 3,456 / Outdoor arts events: 3,236 / Theatre events: 3,236 / Visual arts events: 9,335 / Other events: 3,044



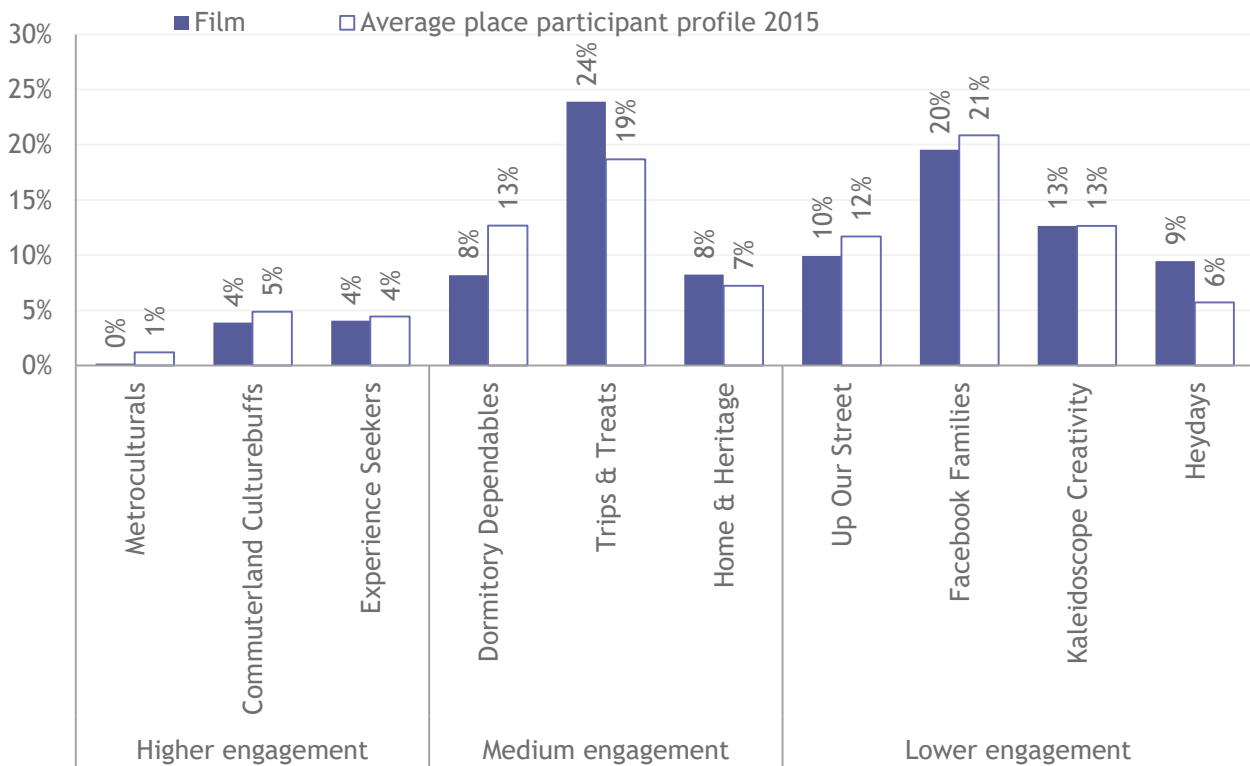
Base: All participants with matched UK postcodes who attended Combined arts events: 7,007



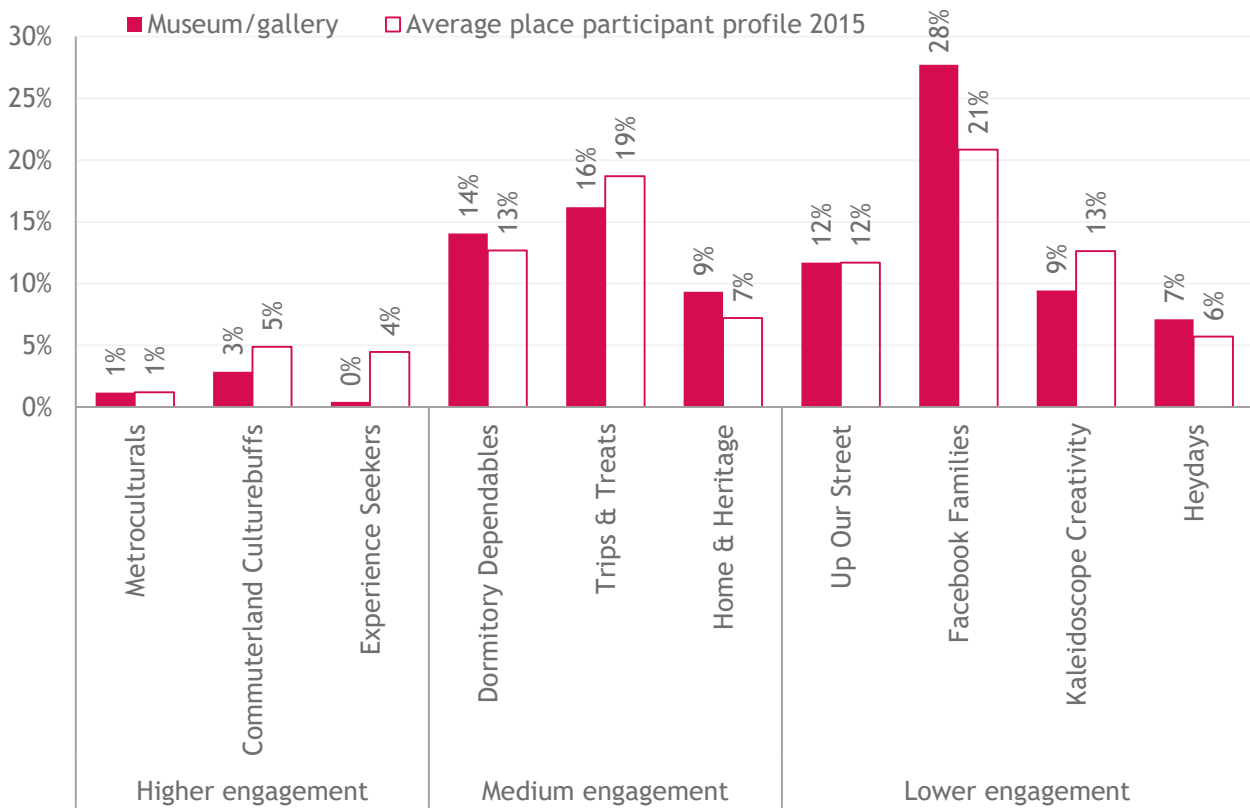
Base: All participants with matched UK postcodes who attended Dance events: 2,323



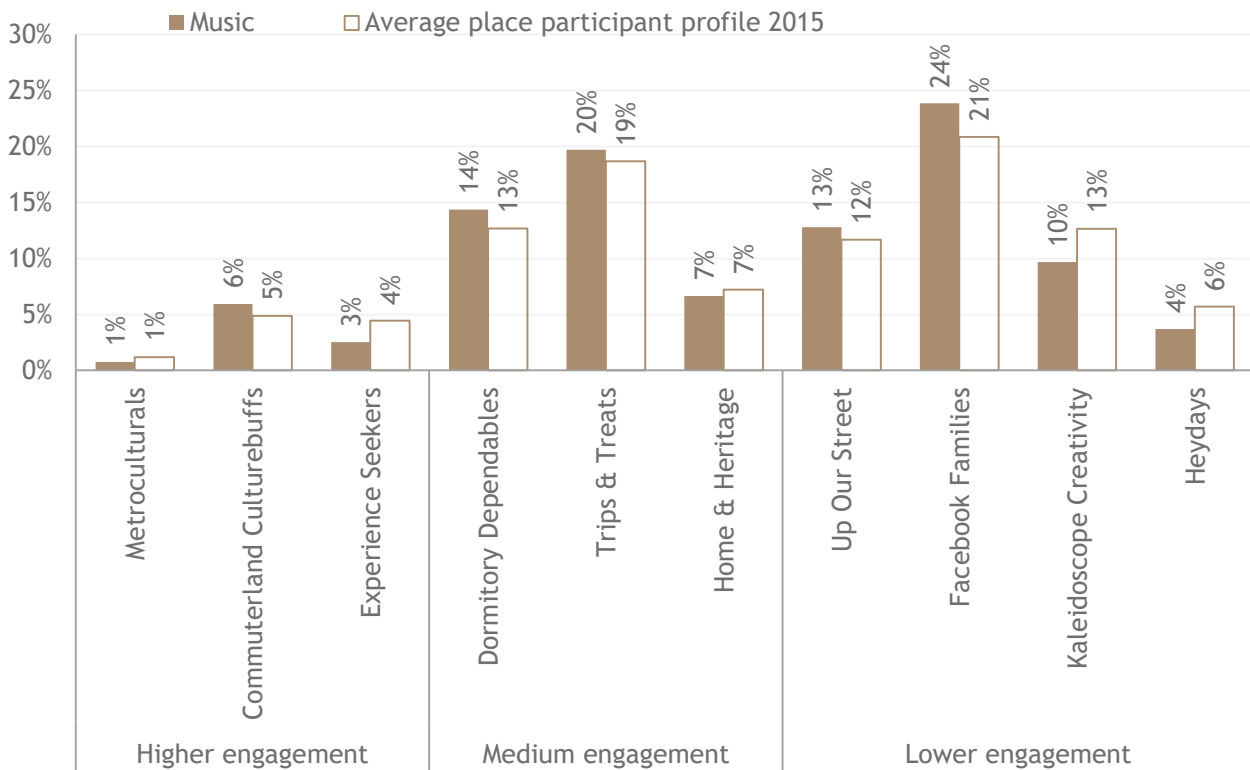
Base: All participants with matched UK postcodes who attended Digital events: 3,697



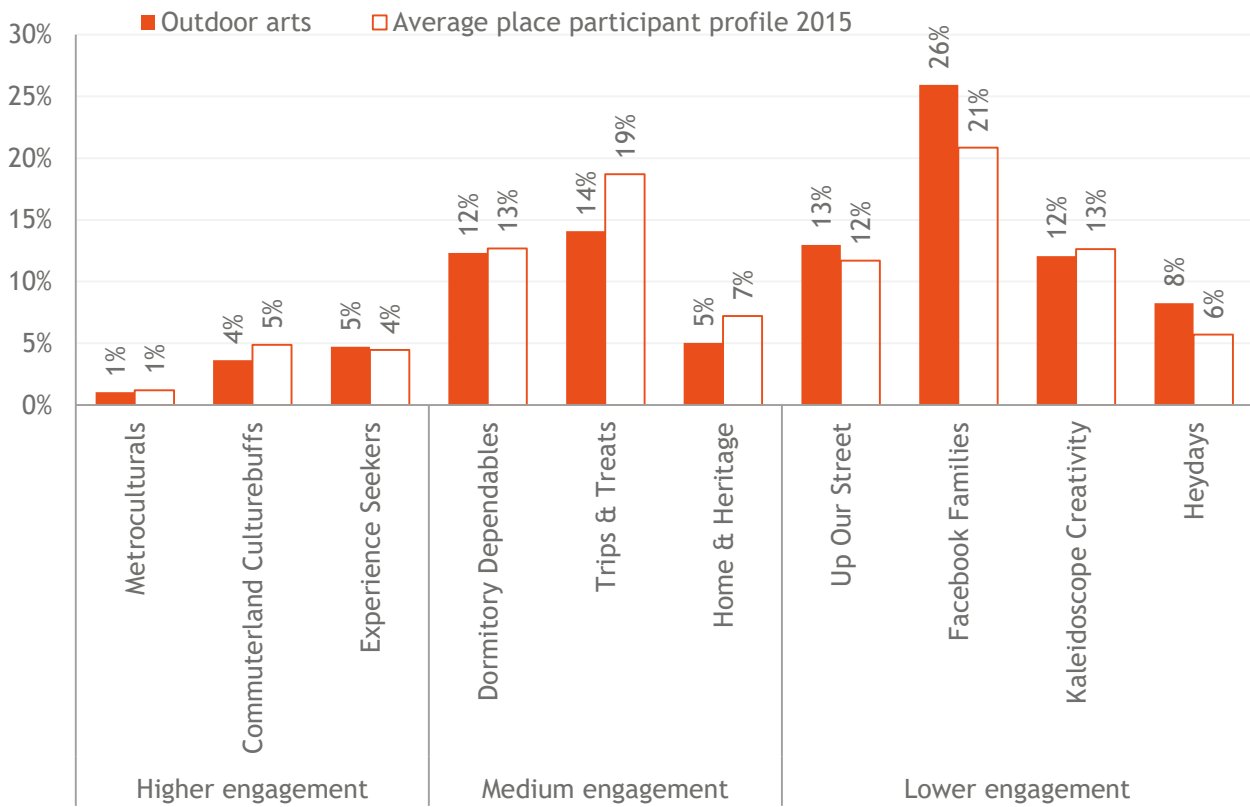
Base: All participants with matched UK postcodes who attended Film events: 349



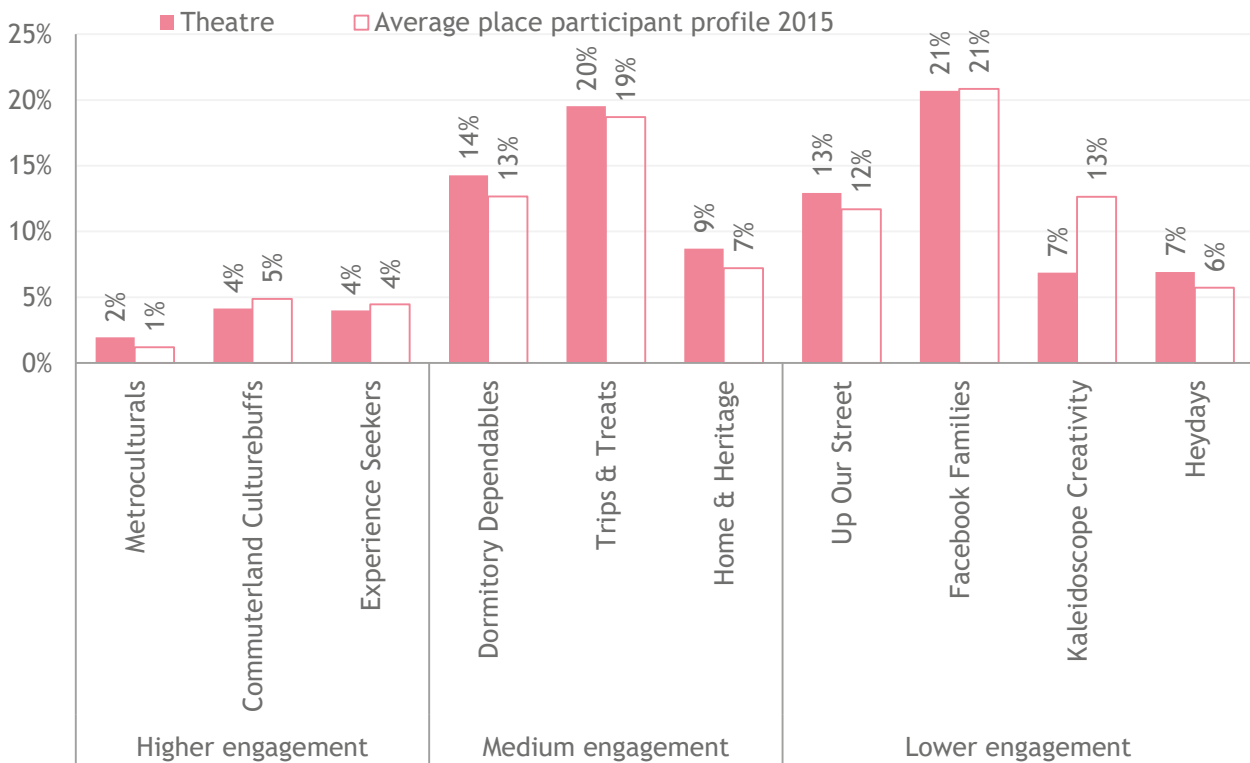
Base: All participants with matched UK postcodes who attended Museum/gallery events: 3,644



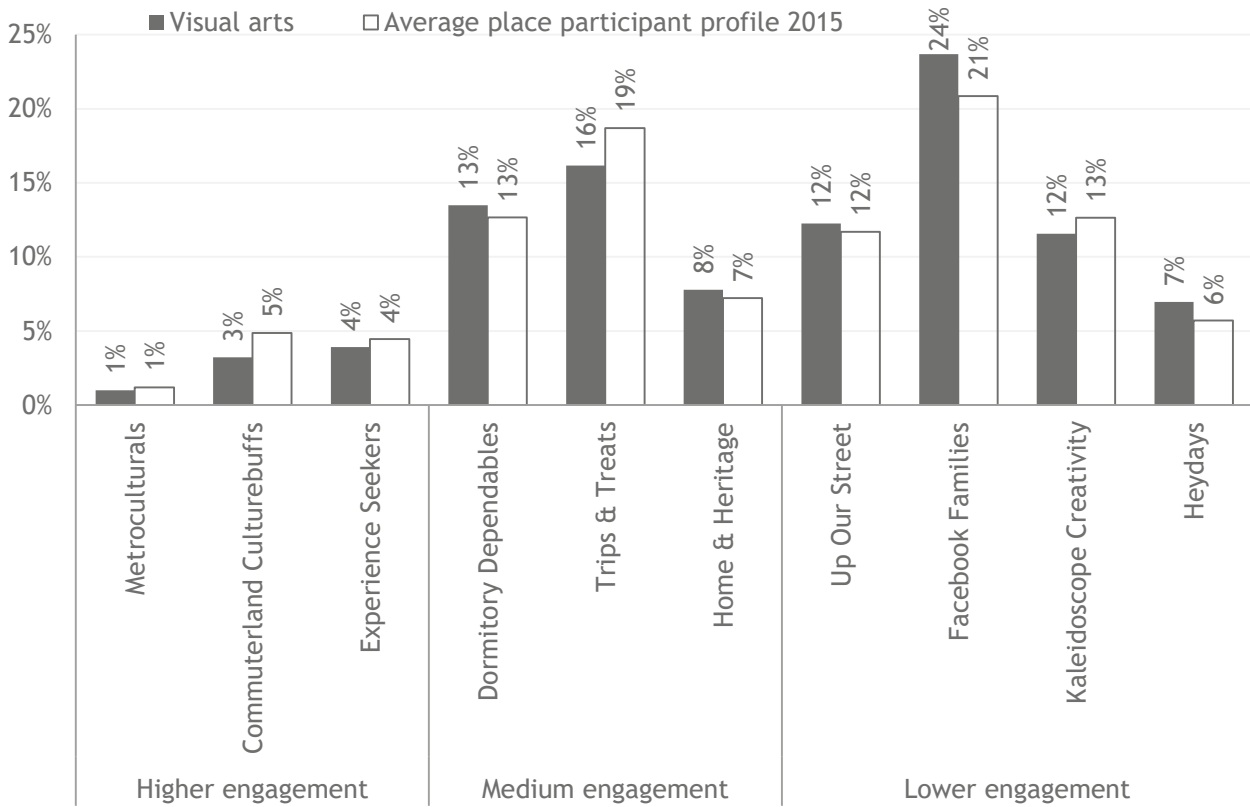
Base: All participants with matched UK postcodes who attended Music events: 3,456



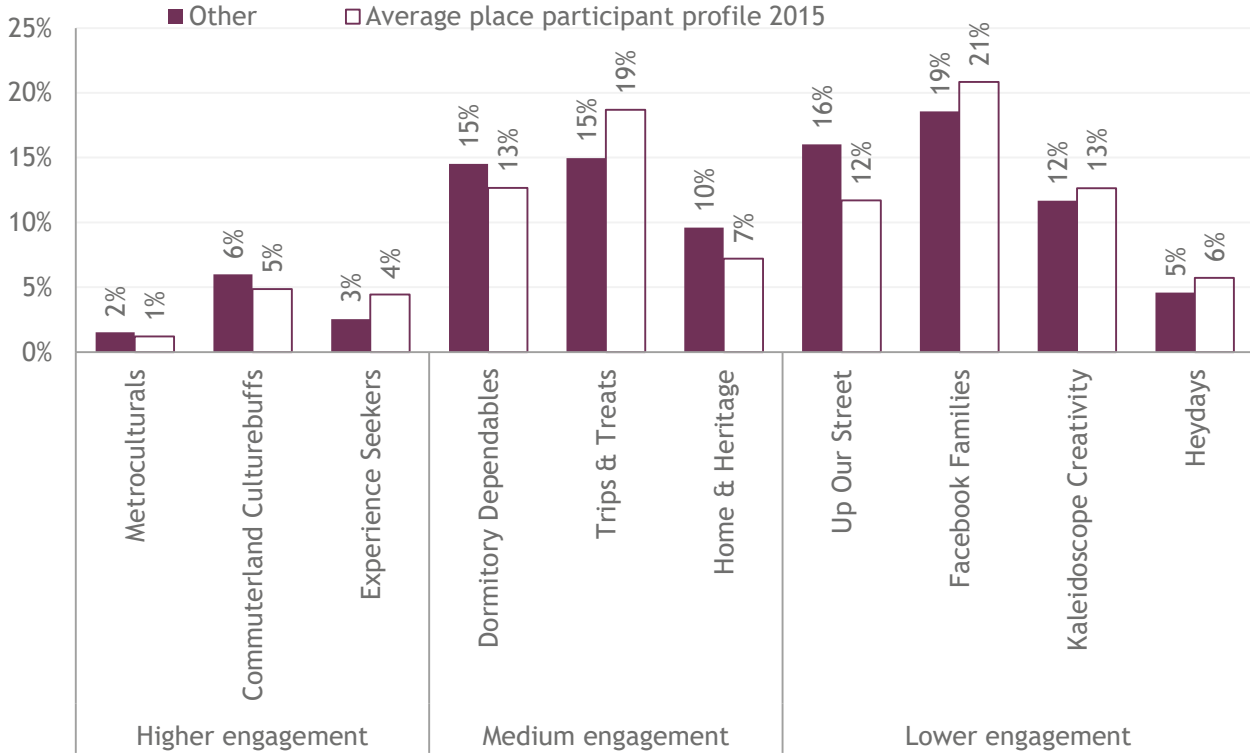
Base: All participants with matched UK postcodes who attended Outdoor arts events: 3,236



Base: All participants with matched UK postcodes who attended Theatre events: 3,236

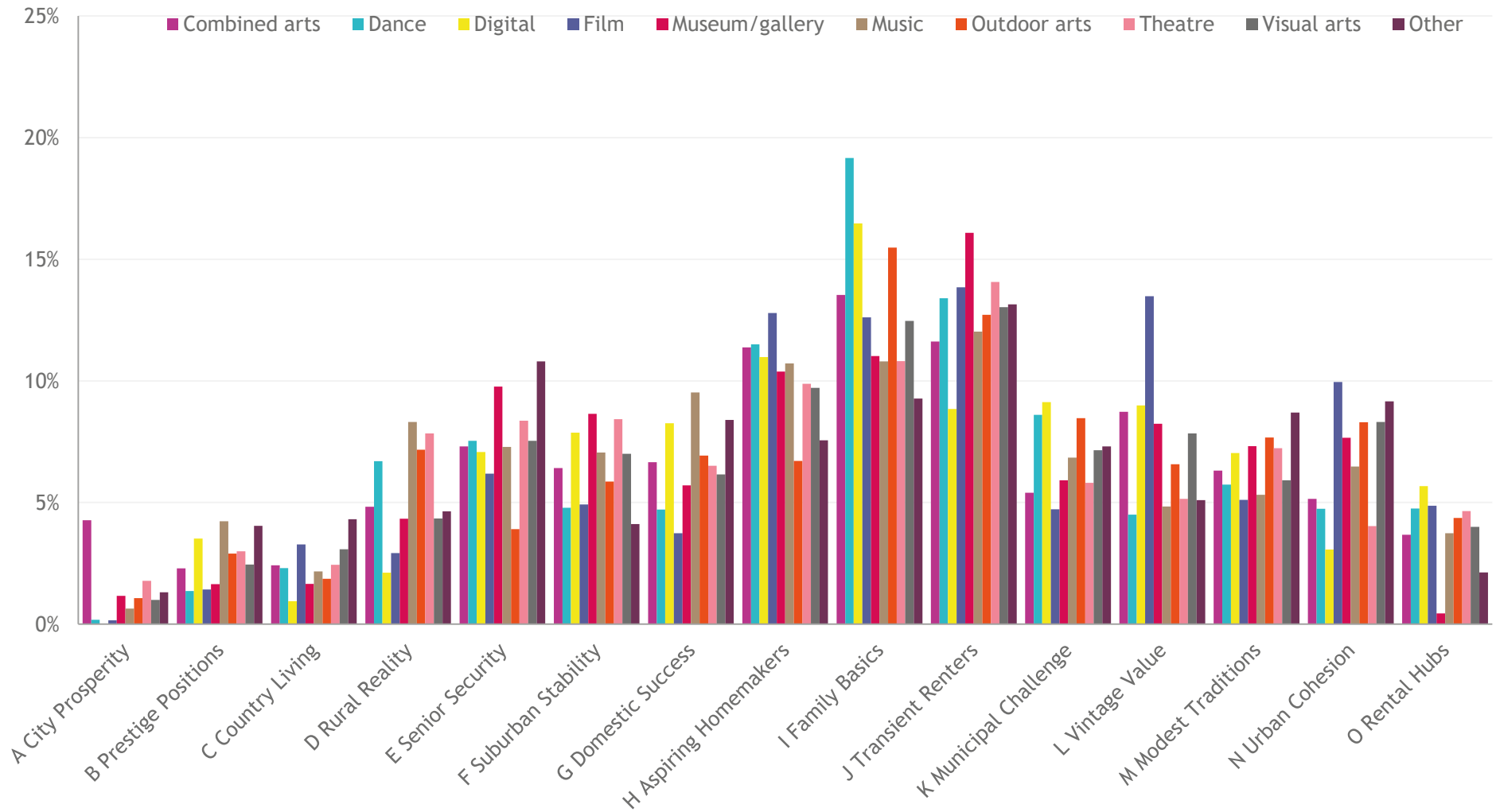


Base: All participants with matched UK postcodes who attended Visual arts events: 9,335

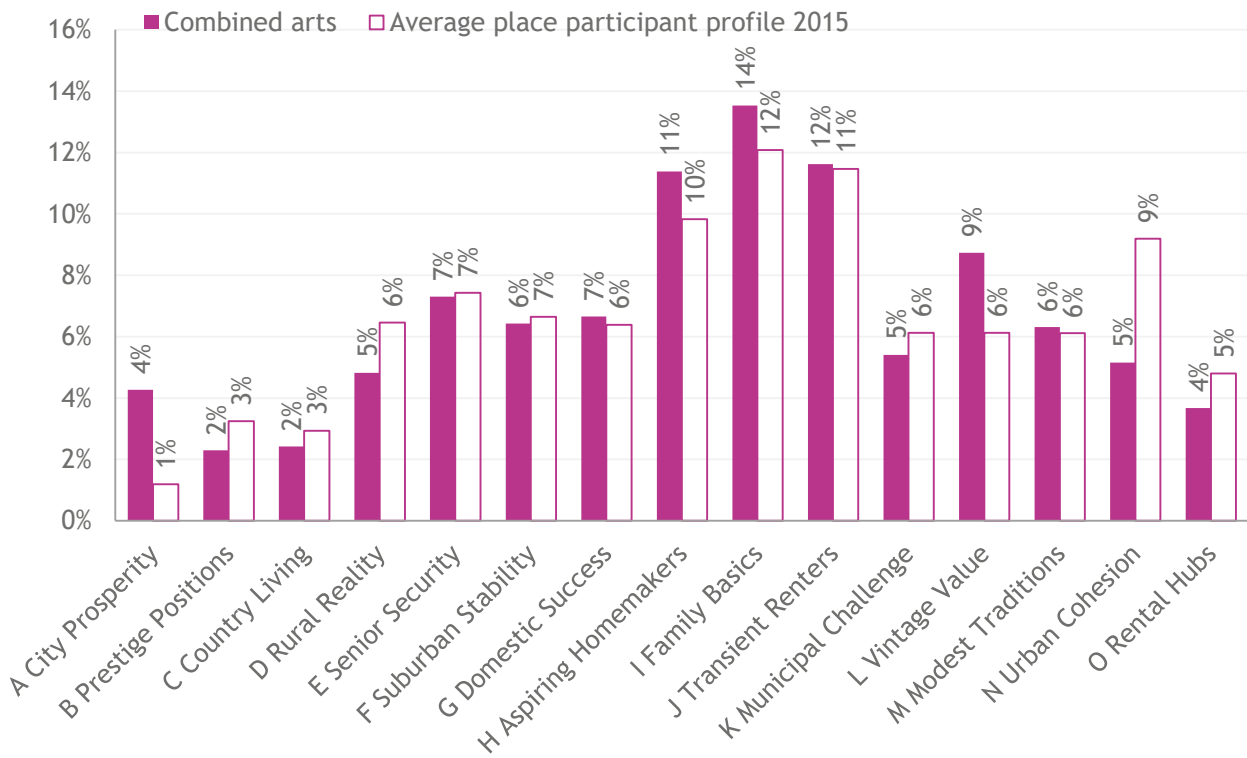


Base: All participants with matched UK postcodes who attended Other events: 3,044

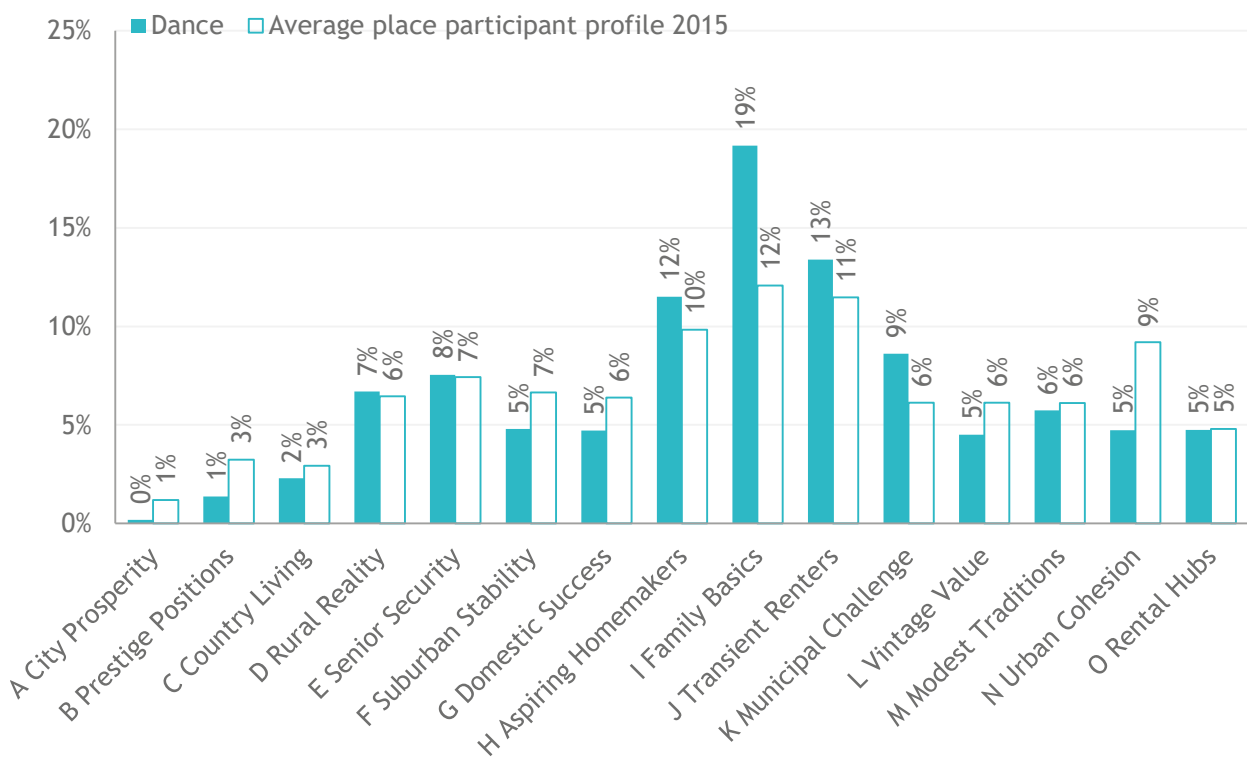
Mosaic group profile by artform



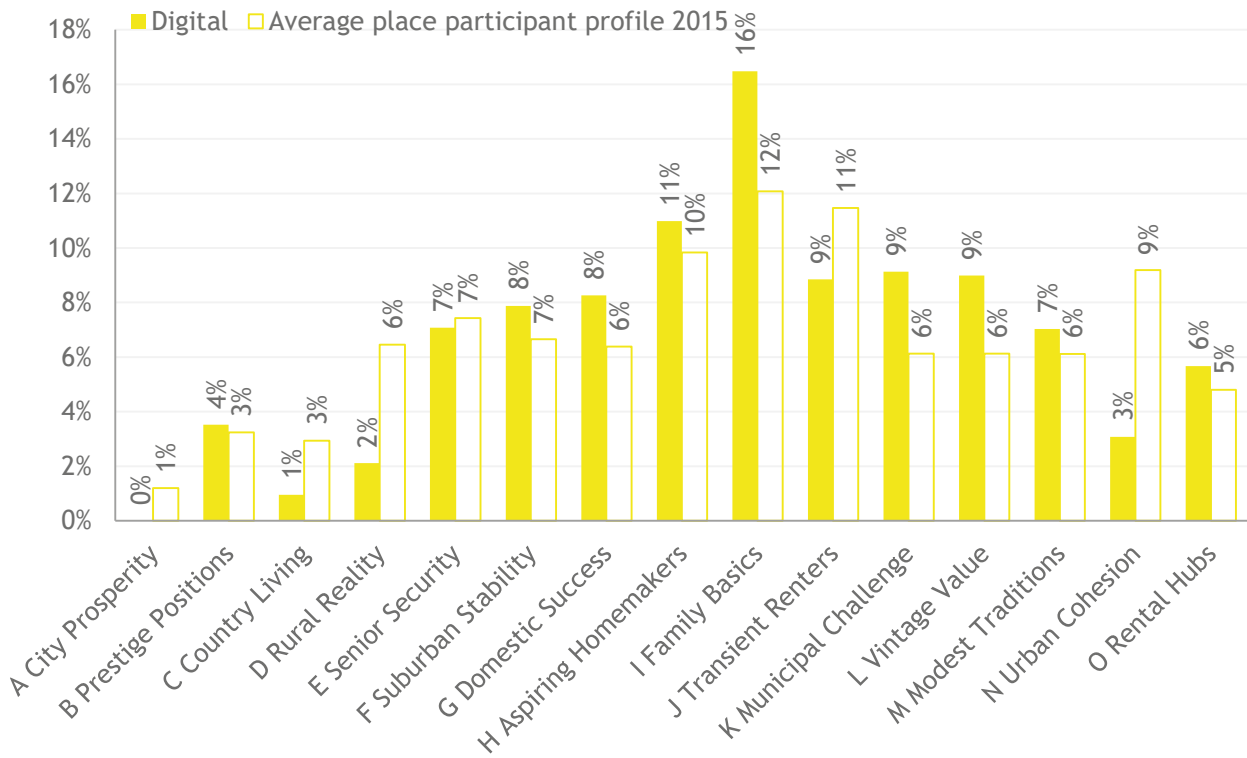
Base: All participants with matched UK postcodes who attended: Combined arts events: 7,012 / Dance events: 2,324 / Digital events: 3,700 / Film events: 353 / Museum/gallery events: 3,646 / Music events: 3,465 / Outdoor arts events: 3,235 / Theatre events: 3,240 / Visual arts events: 9,340 / Other events: 3,047



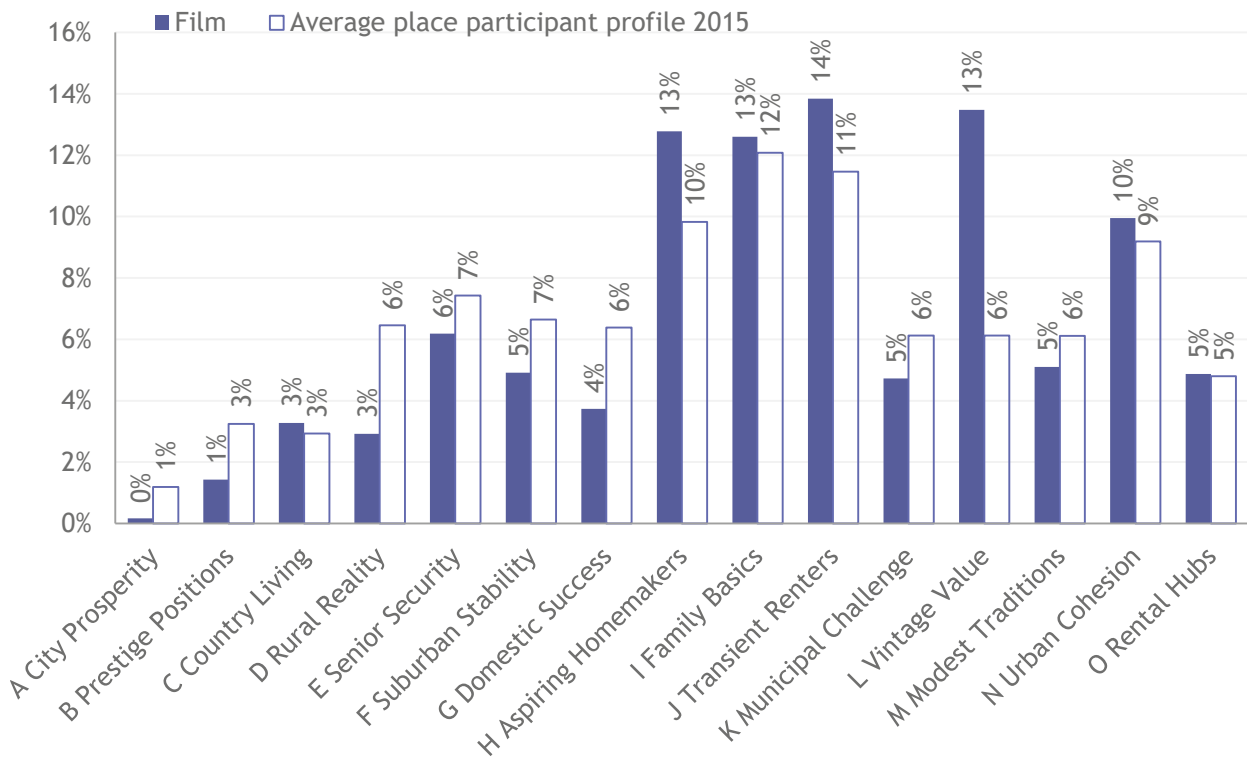
Base: All participants with matched UK postcodes who attended Combined arts events: 7,012



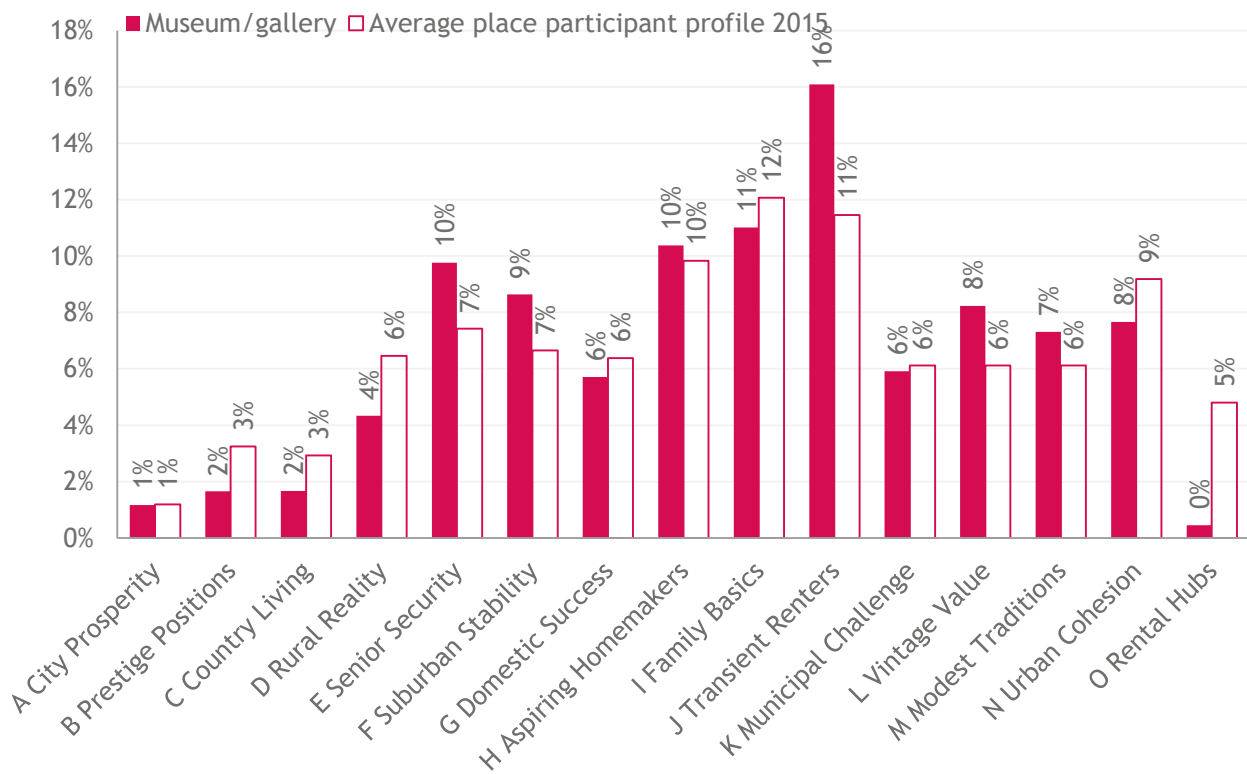
Base: All participants with matched UK postcodes who attended Dance events: 2,324



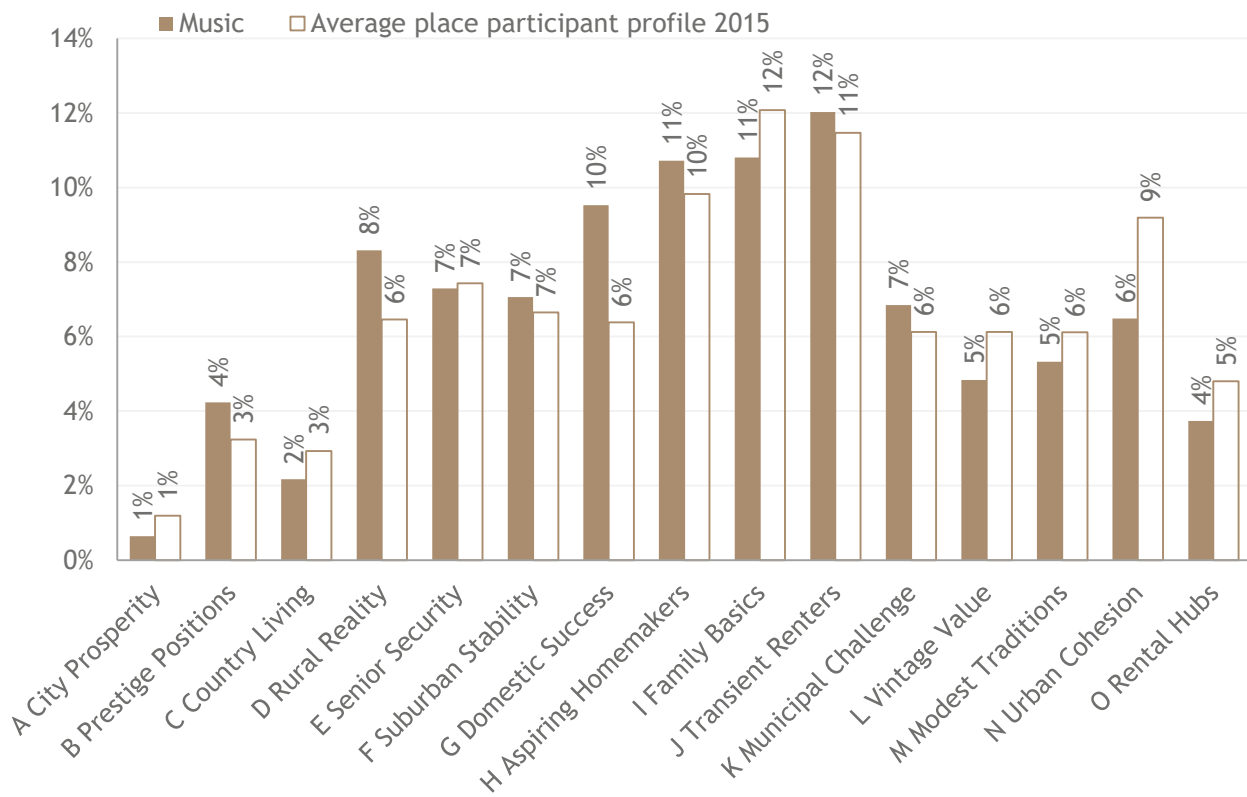
Base: All participants with matched UK postcodes who attended Digital events: 3,700



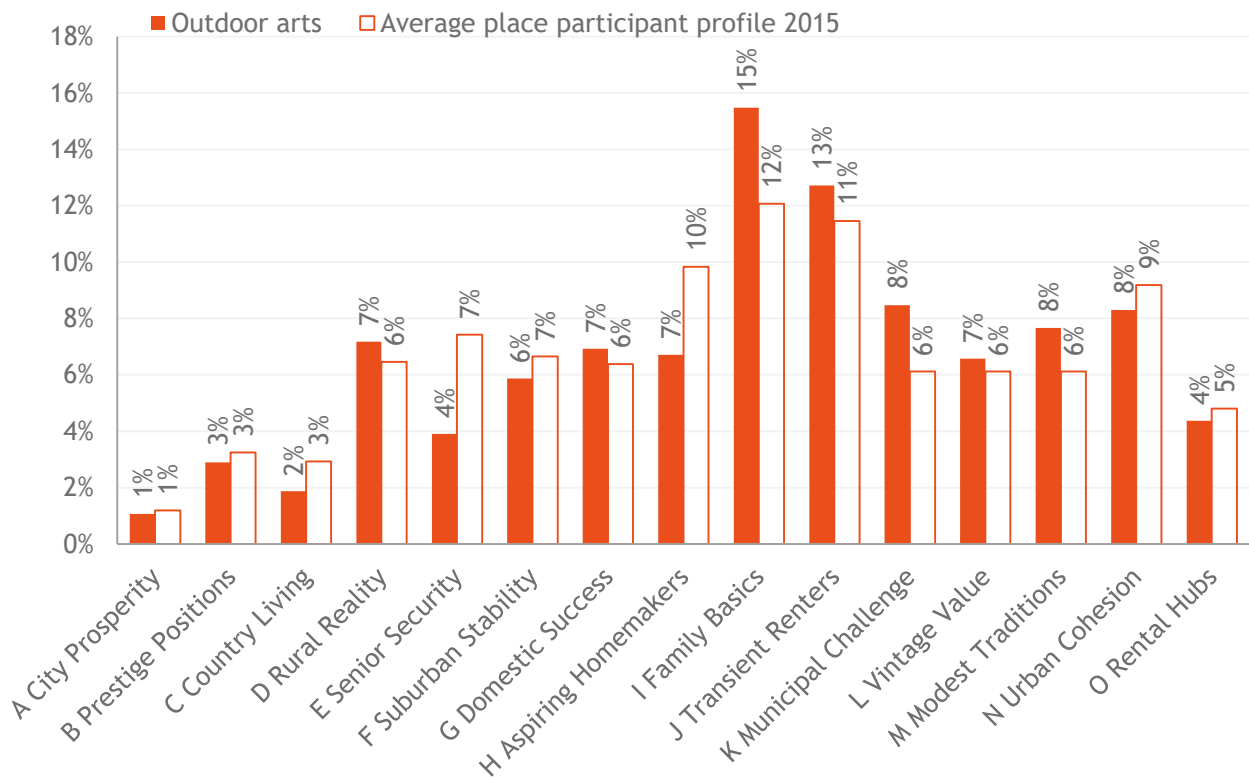
Base: All participants with matched UK postcodes who attended Film events: 353



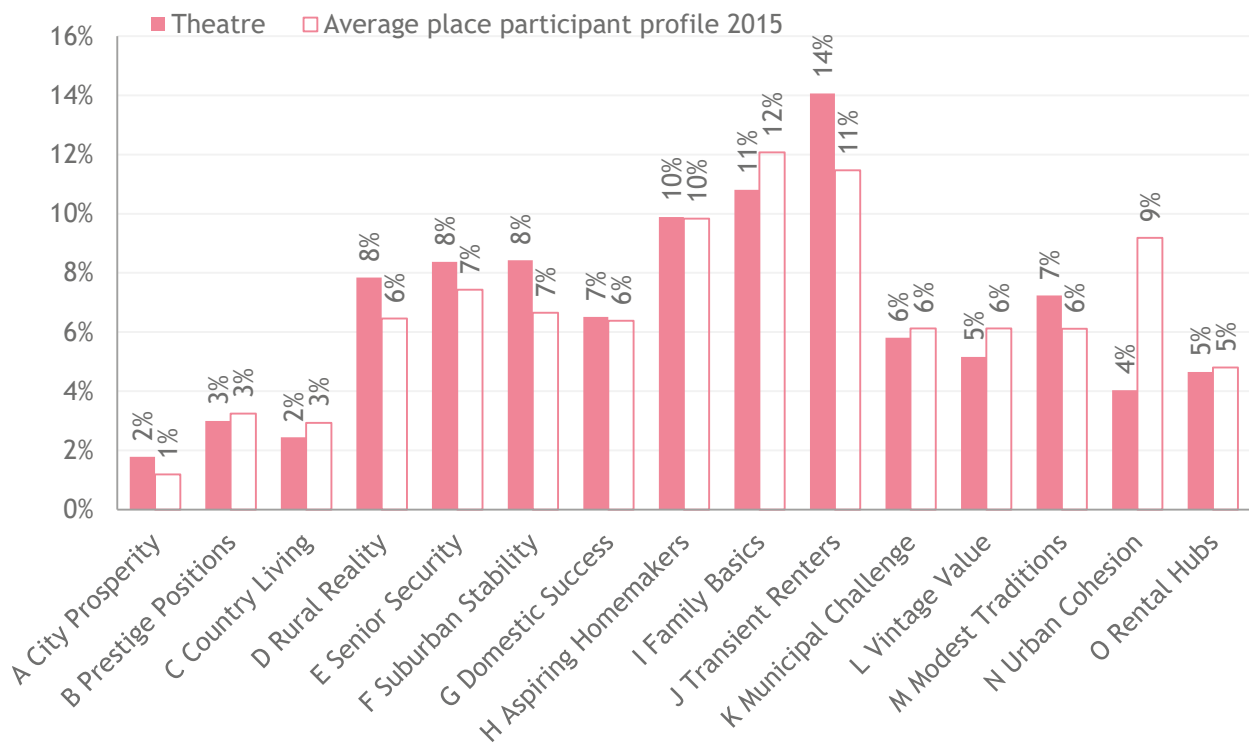
Base: All participants with matched UK postcodes who attended Museum/gallery events: 3,646



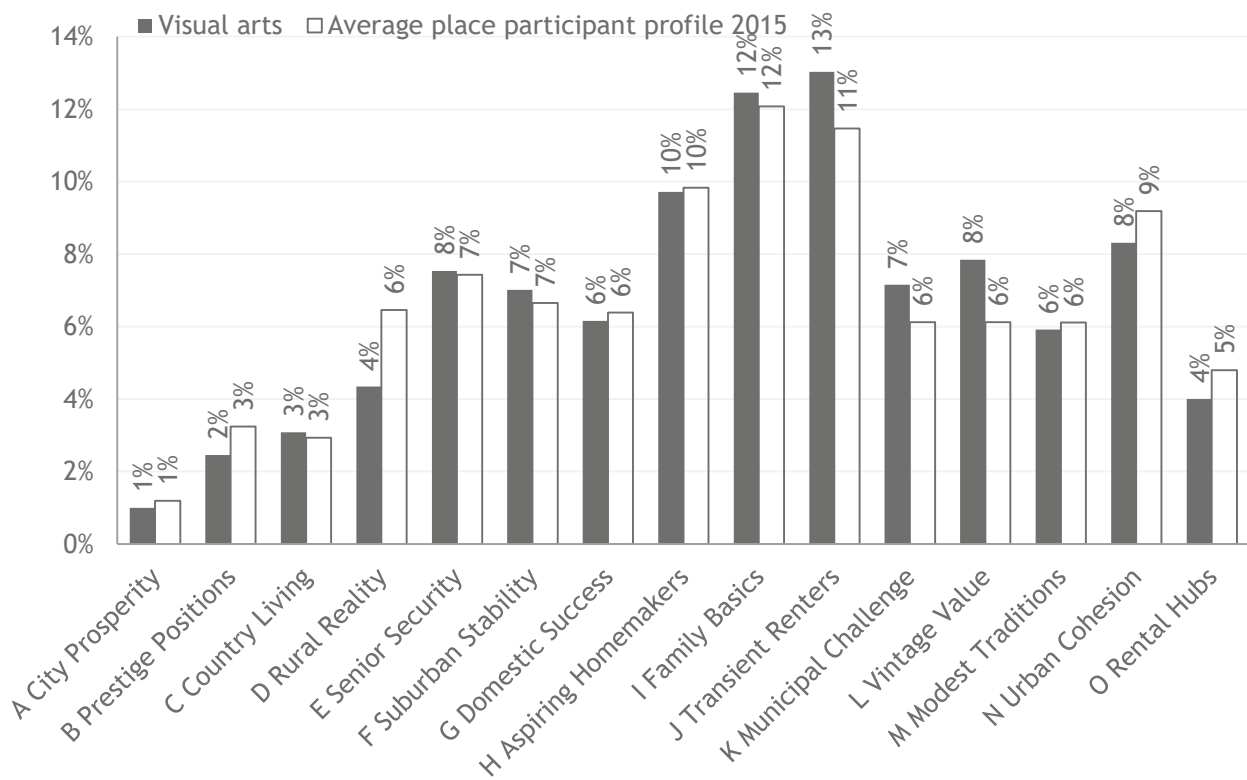
Base: All participants with matched UK postcodes who attended Music events: 3,465



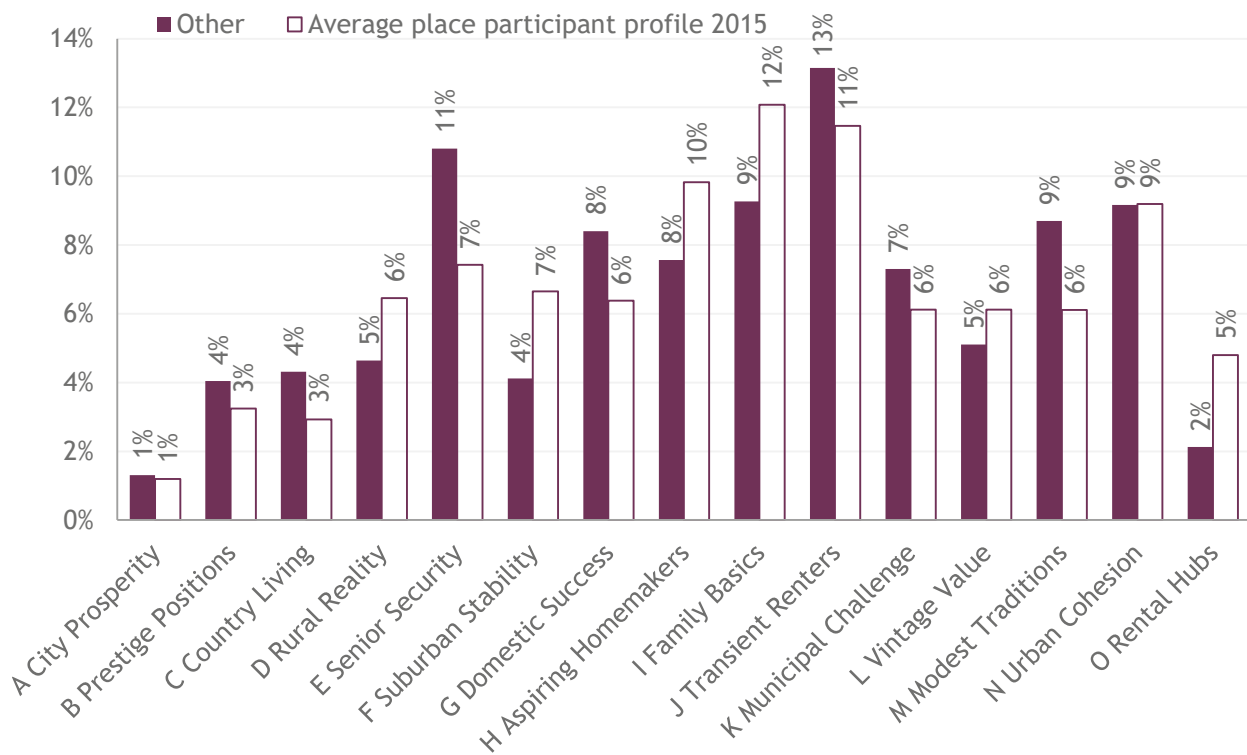
Base: All participants with matched UK postcodes who attended: Outdoor arts events: 3,235



Base: All participants with matched UK postcodes who attended: Theatre events: 3,240



Base: All participants with matched UK postcodes who attended Visual arts events: 9,340



Base: All participants with matched UK postcodes who attended Other events: 3,047

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