



Creative People and Places

Profiling and Mapping –

Year 2 National Report

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About this report

The analysis in this report is based on postcodes provided by 19 (of the total 21) Creative People and Places projects, for all events that took place in 2015. Each postcode represents a physical visitor, but for ease these are referred to as 'participants' within this report.

All maps, charts and tables are based on the number of participants from a particular area, or belonging to a particular Audience Spectrum segment, Mosaic group or Mosaic type. A spreadsheet containing the full analysis tables is available alongside this report - please contact Richard Erwin-Jones, National Evaluation Co-ordinator: Creative People and Places Programme at richard@creativepeopleplaces.org.uk.

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

A total of 36,721 valid UK postcodes were provided across 19 projects, which were used to inform the analysis in this report. Of these, 36,215 postcodes were matched to an Audience Spectrum segment and 36,252 were matched to a Mosaic group and type.

In this report, 'National participant profile' refers to **all CPP project participants in 2015**, where the audience size of each CPP project is taken into account and the results weighted accordingly (i.e. projects which had more participants are more prominent in the profiles, regardless of the number of postcodes provided). All data is weighted according to the audience size reported by each project manager (up to end of December 2015), which totalled 456,138 participants across the 19 projects for which data was provided.

For comparison, an 'Average place participant profile' is also given, which refers to the **average profile seen across all CPP projects**, for those places that provided participant postcodes. This provides a 'flattened' version of the profile, where all Places are given equal weighting, regardless of their total audience size, and therefore describes what the 'average' CPP project looked like in 2015.

A full breakdown of audience size and number of valid UK postcodes by CPP project is given in the table on the next page.

Project name	Project area	Participants	Valid postcodes	Postcodes inside project area	Postcodes outside project area	% in	% out
Appetite	Stoke	39,676	3,011	1,963	1,048	65%	35%
Bait	South East Northumberland	62,868	3,294	1,082	2,212	33%	67%
Creative Barking and Dagenham	Barking and Dagenham	18,835	1,682	1,303	379	77%	23%
Creative Black Country	Black Country	14,721	428	390	38	91%	9%
Creative Scene	North Kirklees	40,916	627	518	109	83%	17%
East Durham Creates	East Durham	5,136	670	629	41	94%	6%
First Art	Derbyshire	55,946	1,725	554	1,171	32%	68%
Heart of Glass	St Helens	48,301	11,111	10,932	179	98%	2%
Hounslow Creative People & Places	Hounslow	26,218	328	257	71	78%	22%
Ideas Test	Swale and Medway	11,787	1,362	1,170	192	86%	14%
LeftCoast	Blackpool and Wyre	28,710	1,037	676	361	65%	35%
Made in Corby	Corby	4,250	698	527	171	76%	24%
Market Place	Fenland and Forest Heath	33,187	1,009	673	336	67%	33%
Peterborough Presents...	Peterborough	8,337	679	472	207	70%	30%
Revoluton Arts	Luton	2,000	133	117	16	88%	12%
Right Up Our Street	Doncaster	22,971	3,787	3,396	391	90%	10%
Super Slow Way	Pennine Lancashire	1,502	306	235	71	77%	23%
The Cultural Spring	North Sunderland and South Shields	13,314	2,680	1,557	1,123	58%	42%
Transported	Boston and South Holland	17,463	2,154	1,983	171	92%	8%
<i>National total</i>		<i>456,138</i>	<i>36,721</i>	<i>28,434</i>	<i>8,287</i>	<i>77%</i>	<i>23%</i>
<i>Project average</i>		<i>24,007</i>	<i>1,933</i>	<i>1,497</i>	<i>436</i>	<i>75%</i>	<i>25%</i>

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 attendees, 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

How to read the tables

The profiling tables in this report show the size of each segment, group or type within the participant profile and compares this to the size of that segment, group or type within the base population (in this case, all households in England). Percentages are provided to show the proportion that each segment, group or type makes up of the total.

The index figures show whether each is over- or under-represented in the participant profile compared to the base population. An index of 100 occurs where the proportion of a group in the sample exactly matches the size of that group within the base population.

An index over 100 indicates this group is over-represented in the participant profile compared to the population of the base area. Indexes of 120 or over are highlighted, with the index being coloured **red**. An index of less than 100 indicates this group is under-represented in the participant profile compared to the population. Indexes of 80 or under are highlighted, with the index being coloured **blue**.

Mapping and location analysis

The maps in this report give a visual representation of the location of the national CPP audience, based on the data provided by projects. It should be noted that the postcodes used to create these maps are based on the postcode given at the time of attending (most likely a home postcode) and not necessarily where the person has travelled from that day (so for example, they may have commuted from a location closer to the event). All maps show the 19 CPP project areas that provided postcodes for use in this analysis, and there is an overview map provided to show all 21 CPP projects (those projects that did not provide postcodes are greyed out).

Count maps show which postcode sectors contain the highest and lowest numbers of participants. All postcode sectors which contain at least one participant from any of the CPP projects are ranked (from highest to lowest) according to the total number of participants found within each postal sector, and are grouped into bands.

Penetration maps show which postcode sectors contain the highest and lowest *proportions* of participants, as a percentage of the overall households in that postal sector. Those with the highest proportions are shaded darkest, and those with the lowest are shaded lightest. Any areas shown in white contain no participants.

A summary of the top ten postcodes in terms of counts and penetration can be found from page 16. The full data that sits behind these maps can be found in the accompanying spreadsheet.

Overall Findings

Audience Spectrum profile

Across all CPP projects in 2015, **47% of participants belonged to one of the lower engagement Audience Spectrum segments**, 43% one of the medium engagement segments, and 10% one of the higher engagement segments. This compares with 36% lower, 42% medium, and 23% higher in the English population - we see **12% more from lower and medium engaged segments** amongst CPP participants than we do in the English population as a whole.

The three most prominent Audience Spectrum segments, across both the CPP national participant profile and the average place participant profile, are **Trips & Treats**, **Facebook Families** and **Dormitory Dependables**. 54% of all participants belong to one of these three groups.

- **Trips & Treats:** Suburban households, often with children, whose cultural activities usually are part of a day out or treat (*Medium engagement*)
- **Facebook Families:** Harder pressed suburban and semi-urban households for whom arts and culture plays a small role (*Lower engagement*)
- **Dormitory Dependables:** Regular but not frequent cultural attenders living in city suburbs and small towns (*Medium engagement*)

Facebook Families and, to a lesser extent, Trips & Treats are strongly over-represented when compared to English households, whilst Dormitory Dependables are neither over- or under-represented. Metroculturals, a segment who are typically amongst the most engaged with the arts and culture, are the most under-represented group amongst CPP participants, making up 4% of English households but accounting for just 1% of all participants.

Social grade

Across all CPP projects in 2015, approximately **52% of participants belonged to the C2/D/E social grade**. This is 6% higher than in seen across the population of England, where 46% fall into grades C2, D or E.

Mosaic profile

Across both the CPP national participant profile and the average place participant profile, the three most prominent Mosaic groups are **Family Basics**, **Aspiring Homemakers** and **Transient Renters**. Around a third of all participants belong to one of these three groups.

- **Family Basics:** Families with limited resources who have to budget to make ends meet.
- **Aspiring Homemakers:** Younger households settling down in housing priced within their means.
- **Transient Renters:** Single people privately renting low cost homes for the short term.

These three Mosaic groups amongst CPP participants are all over-represented when compared to English households, in particular Family Basics and Transient Renters; we see around a third more of these two groups amongst CPP participants (where they account for 11% and 10% of participants respectively) than we see in the English population (where each accounts for 7% of households). Suburban Stability, Modest Traditions and Urban Cohesion are also over-represented amongst CPP participants.

The most under-represented groups amongst participants compared to English households are City Prosperity, Rental Hubs, Prestige Positions and Country Living, collectively representing 25% of English household but just 12% of CPP participants.

The ten most prominent Mosaic types in the national participant profile are Affordable Fringe, Families with Needs, Renting a Room, Low Income Workers, Make Do and Move On, Childcare Squeeze, Bungalow Haven, Modern Parents, Asian Heritage and Cultural Comfort. These are also the top types in the average place participant profile, with the exception of Modern Parents which is replaced by Solid Economy in the top ten.

Altogether, these ten types account for 34% of the national participant profile, with the top five types accounting for fifth of all participants.

- **Affordable Fringe:** Settled families with children owning modest, 3-bed semis in areas where there's more house for less money (*in the Aspiring Homemakers group*)
- **Families with Needs:** Families with many children living in areas of high deprivation and who need support (*in the Family Basics group*)
- **Renting a Room:** Transient renters of low cost accommodation often within subdivided older properties (*in the Transient Renters group*)

- **Low Income Workers:** Older social renters settled in low value homes in communities where employment is harder to find (*in the Municipal Challenge group*)
- **Make Do and Move One:** Yet-to-settle younger singles and couples making interim homes in low cost properties (*in the Transient Renters group*)

All top 10 Mosaic types are over-represented amongst CPP participants when compared with English households, except Bungalow Haven which is slightly under-represented.

Geographic spread of visitors

As shown in the maps, participants came predominantly from those areas where CPP projects were taking place. There are no CPP projects in South West of the country, and as such there are the few participants from this area. However, participants were found right across the UK including Scotland, Wales and Northern Ireland.

The areas with the highest numbers of participants were Merseyside, Northumberland and Lincolnshire, however concentrations are found in and around each project area. Participants tended to come from within the project area - on average 75% lived within the project area. However, this proportion does vary from project to project, ranging from 98% (i.e. a very strong local audience) to 32% (i.e. drawing participants from a wider areas).

Participants on average lived a 12 mile/20 minute drive from the event they attended, although half lived within a three mile/10 minute drive.

Profiling

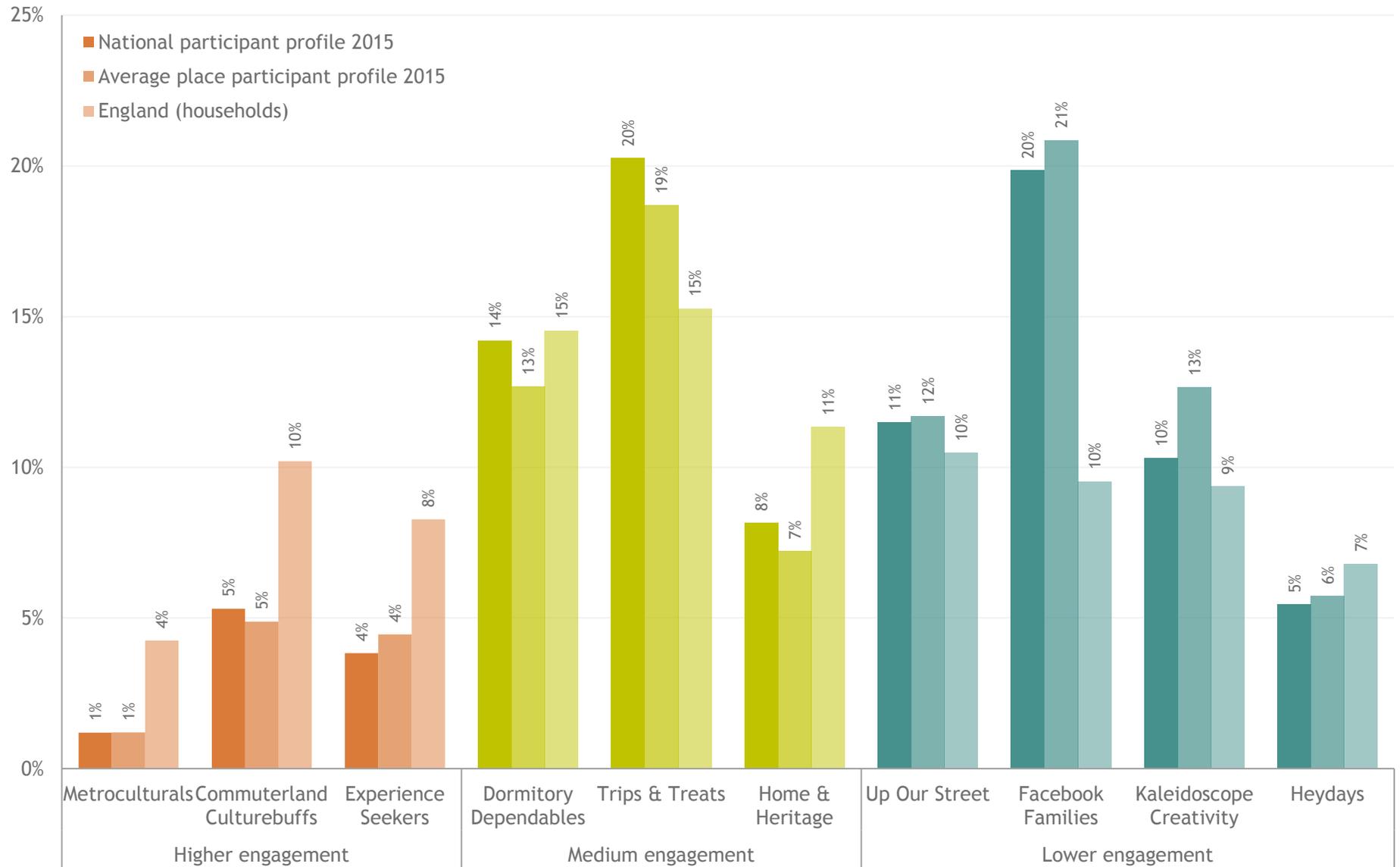
Audience Spectrum segmentation

Type Name	National participant profile 2015	England (households)	Index	Average place participant profile 2015
Metroculturals	1%	4%	28	1%
Commuterland Culturebuffs	5%	10%	52	5%
Experience Seekers	4%	8%	46	4%
Dormitory Dependables	14%	15%	98	13%
Trips & Treats	20%	15%	133	19%
Home & Heritage	8%	11%	72	7%
Up Our Street	11%	10%	110	12%
Facebook Families	20%	10%	208	21%
Kaleidoscope Creativity	10%	9%	110	13%
Heydays	5%	7%	80	6%

Weighted base: 36,007 participants

Unweighted base: 36,215 participants with matched UK postcodes

Percentage breakdown of Audience Spectrum segments



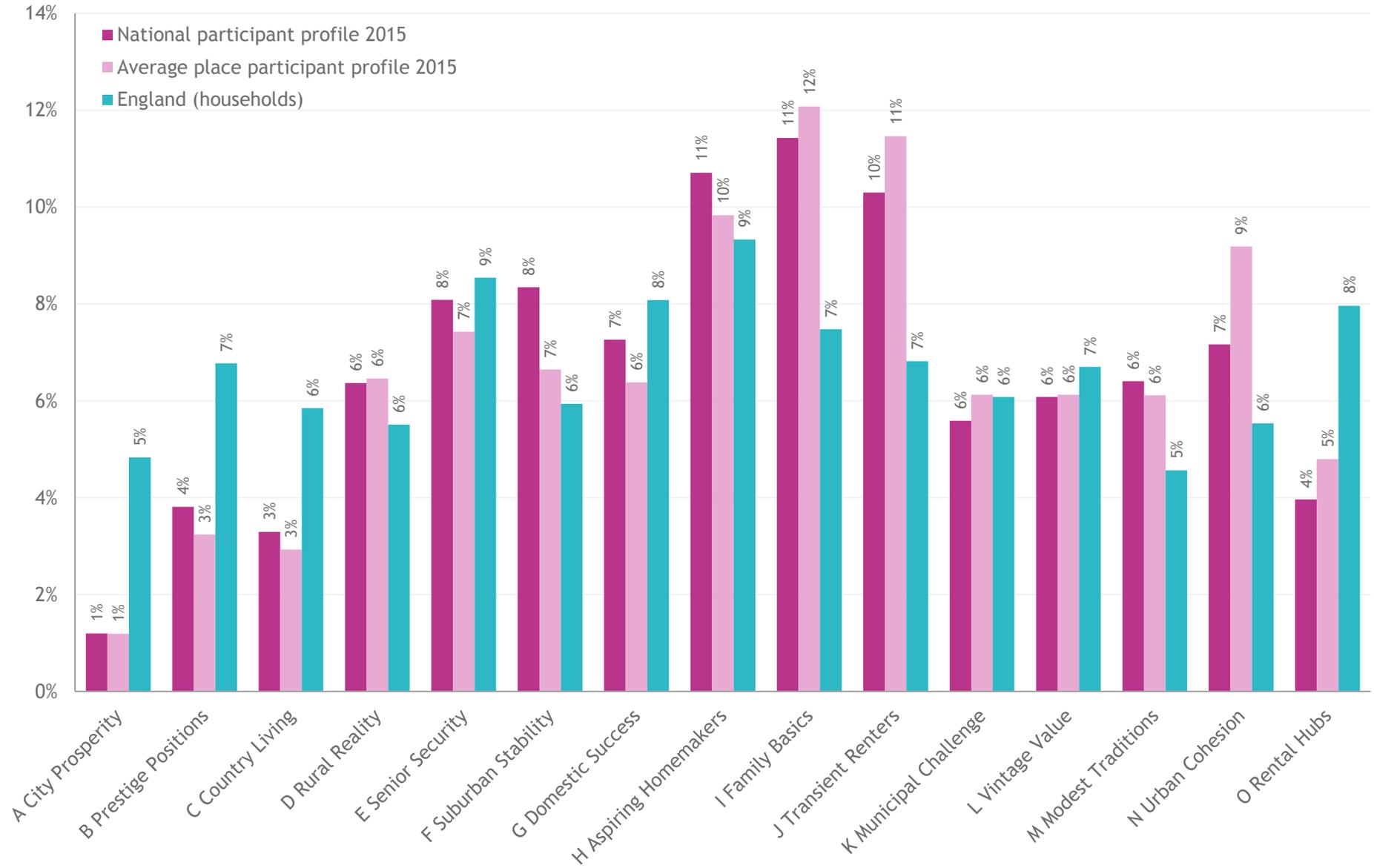
Mosaic group profile

Group Name	National participant profile 2015	England (households)	Index	Average place participant profile 2015
A City Prosperity	1%	5%	25	1%
B Prestige Positions	4%	7%	56	3%
C Country Living	3%	6%	56	3%
D Rural Reality	6%	6%	116	6%
E Senior Security	8%	9%	95	7%
F Suburban Stability	8%	6%	141	7%
G Domestic Success	7%	8%	90	6%
H Aspiring Homemakers	11%	9%	115	10%
I Family Basics	11%	7%	153	12%
J Transient Renters	10%	7%	151	11%
K Municipal Challenge	6%	6%	92	6%
L Vintage Value	6%	7%	91	6%
M Modest Traditions	6%	5%	140	6%
N Urban Cohesion	7%	6%	129	9%
O Rental Hubs	4%	8%	50	5%

Weighted base: 36,053 participants

Unweighted base: 36,252 participants with matched UK postcodes

Percentage breakdown of Mosaic groups



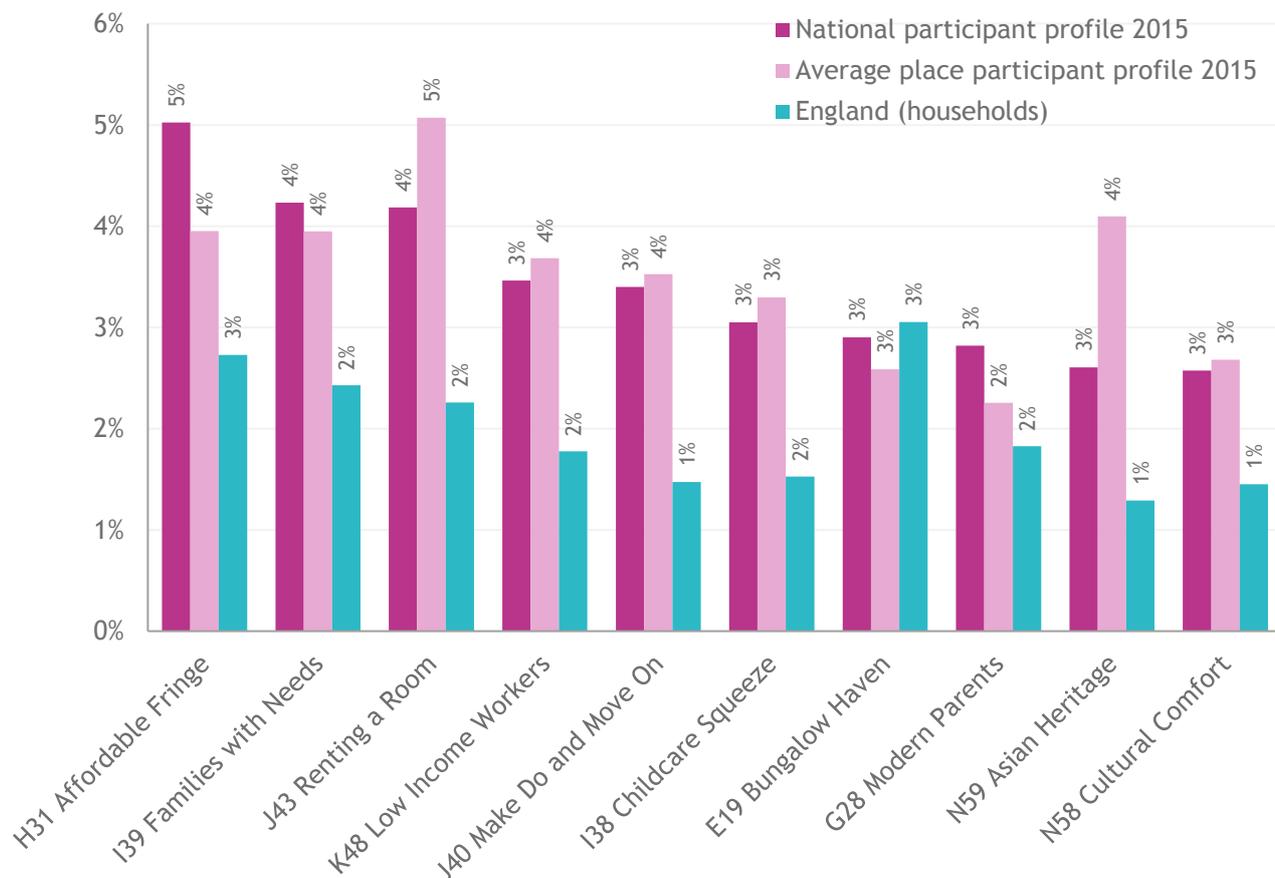
Mosaic type profile: top 10 types (based on National participant profile 2015)

Type Name	National participant profile 2015	England (households)	Index	Average place participant profile 2015
H31 Affordable Fringe	5%	3%	184	4%
I39 Families with Needs	4%	2%	174	4%
J43 Renting a Room	4%	2%	185	5%
K48 Low Income Workers	3%	2%	195	4%
J40 Make Do and Move On	3%	1%	231	4%
I38 Childcare Squeeze	3%	2%	200	3%
E19 Bungalow Haven	3%	3%	95	3%
G28 Modern Parents	3%	2%	154	2%
N59 Asian Heritage	3%	1%	202	4%
N58 Cultural Comfort	3%	1%	177	3%

Weighted base: 36,053 participants

Unweighted base: 36,252 participants with matched UK postcodes

Percentage breakdown of top 10 Mosaic types



Social grade analysis

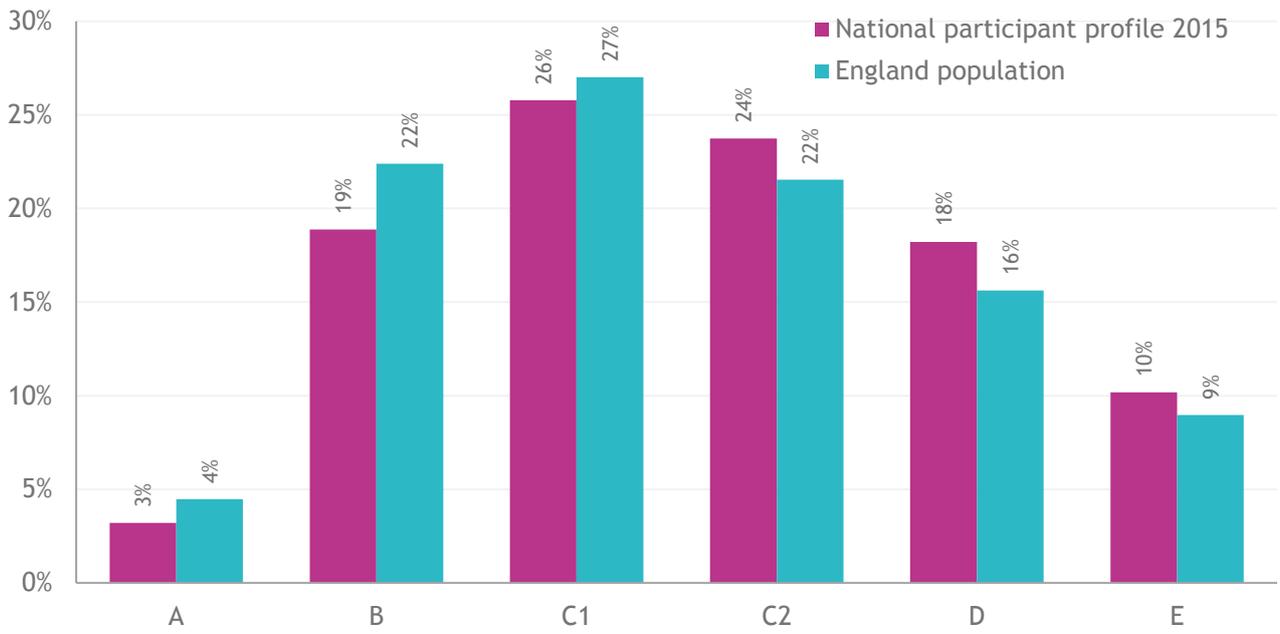
Social grade is an occupation-based system of demographic classification, which groups the population on the basis of the head of the household's occupation. Although superseded by the National Statistics Socio-economic Classification (NS-SEC), it can be useful in expressing the socio-economic status of a population via widely recognised categories. Broadly, the six social grades are:

- A - Professional occupations
- B - Managerial and technical occupations
- C1 - Skilled non-manual occupations
- C2 - Skilled manual occupations
- D - Semi-skilled and unskilled manual occupations
- E - Casual workers, pensioners and those who depend on the welfare state for their income

Each Mosaic type has an index which describes how likely an individual of this type is to belong to each of the socio-economic groups A, B, C1, C2, D and E. Therefore, we can use Mosaic as proxy for social grade. It should be noted that this analysis should only be taken as being indicative of the likely profile of CPP participants.

Social grade profile

Social grade	National participant profile 2015	England (population)	Index
A	3%	4%	72
B	19%	22%	84
C1	26%	27%	95
C2	24%	22%	110
D	18%	16%	117
E	10%	9%	113



Geographic distribution

Over the next two pages, tables are provided to show the postal sectors which rank highest in terms of the proportion of total number of CPP participants that they contain, and how this compares to the number of households in that postal sector. Postal sectors which are covered by projects with larger numbers of participants will therefore be more prominent in these tables.

A breakdown of participants and household penetration for all postal sectors in which at least one CPP participant lived is given on the accompanying spreadsheet.

Top 10 postcode sectors (according to number of participants)

Postal sector		CPP participants			Households in postal sector		
		Count	% of total CPP participants	Rank	Count	Households reached by CPP	Rank
WA11 0	Haydock	654	1.8%	1	6,789	9.6%	8
WA11 9	St. Helens (Incl Haydock)	570	1.6%	2	5,017	11.4%	6
RM 6 5	Romford (Incl Little Heath, Chadwell Heath)	517	1.4%	3	4,250	12.2%	4
WA10 4	St. Helens (Incl Eccleston, West Park)	474	1.3%	4	4,031	11.8%	5
WA10 6	St. Helens (Incl Dentons Green, Windle)	404	1.1%	5	3,267	12.4%	3
DN11 0	New Rossington, Rossington	365	1.0%	6	5,623	6.5%	20
WF17 7	Batley (Incl Staincliffe, Mount Pleasant)	342	0.9%	7	3,748	9.1%	9
WA10 5	Eccleston	336	0.9%	8	2,454	13.7%	2
WA10 3	St. Helens (Incl Grange Park, Ravenhead)	330	0.9%	9	4,129	8.0%	10
TW 3 3	Hanworth Road, Hounslow	329	0.9%	10	4,273	7.7%	13

Weighted base: 36,765 participants

Unweighted base: 36,721 participants with valid UK postcodes

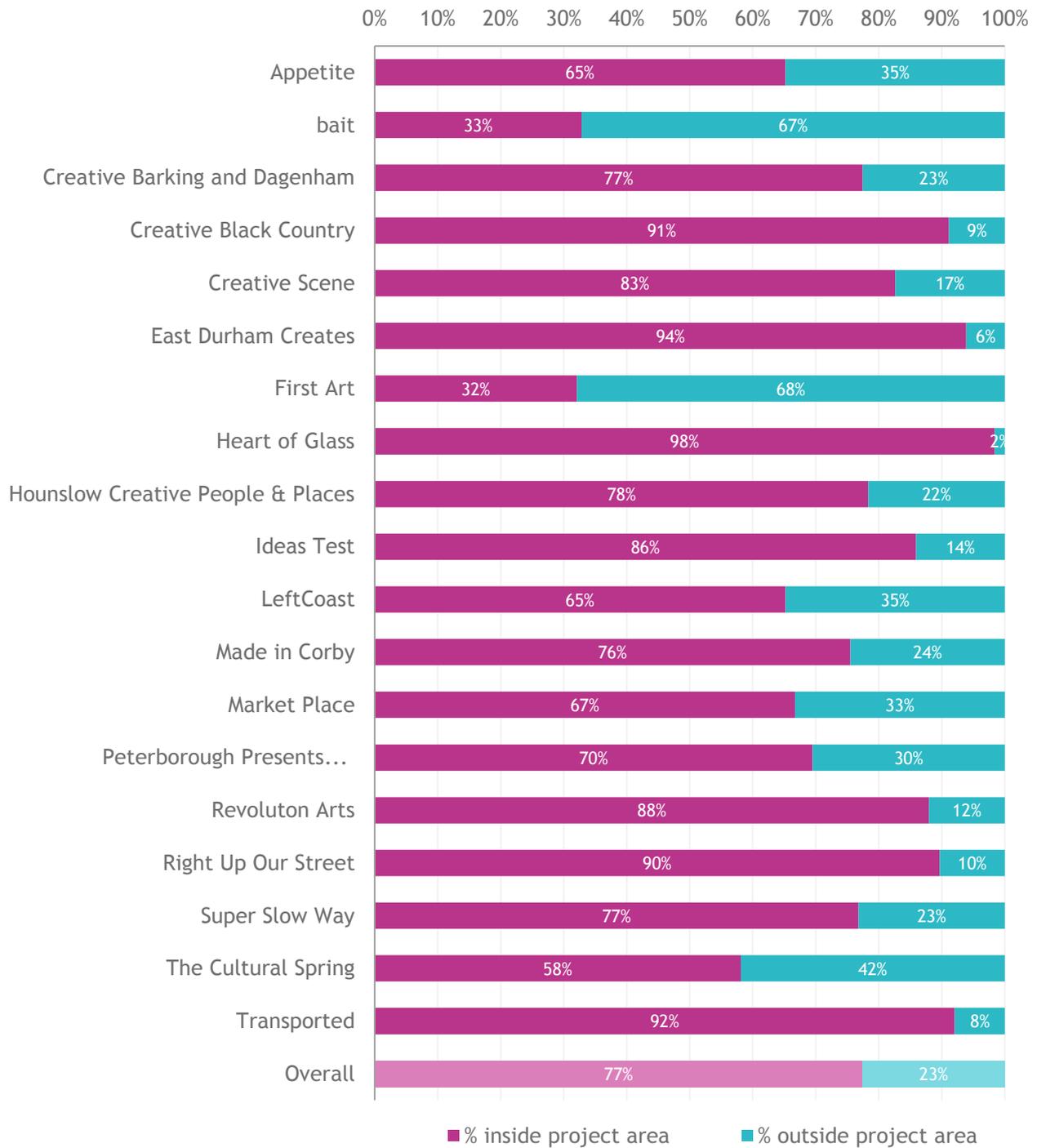
Top 10 postcode sectors (according to percentage of households reached)

Postal sector		CPP participants			Households in postal sector		
		Count	% of total CPP participants	Rank	Count	Households reached by CPP	Rank
CB 4 0	Cowley Road, Cambridge	3	0.0%	1,380	10	26.5%	1
WA10 5	Eccleston	336	0.9%	8	2,454	13.7%	2
WA10 6	St. Helens (Incl Dentons Green, Windle)	404	1.1%	5	3,267	12.4%	3
RM 6 5	Romford (Incl Little Heath, Chadwell Heath)	517	1.4%	3	4,250	12.2%	4
WA10 4	St. Helens (Incl Eccleston, West Park)	474	1.3%	4	4,031	11.8%	5
WA11 9	St. Helens (Incl Haydock)	570	1.6%	2	5,017	11.4%	6
WF17 5	Commercial Street, Batley	147	0.4%	35	1,408	10.5%	7
WA11 0	Haydock	654	1.8%	1	6,789	9.6%	8
WF17 7	Batley (Incl Staincliffe, Mount Pleasant)	342	0.9%	7	3,748	9.1%	9
WA10 3	St. Helens (Incl Grange Park, Ravenhead)	330	0.9%	9	4,129	8.0%	10

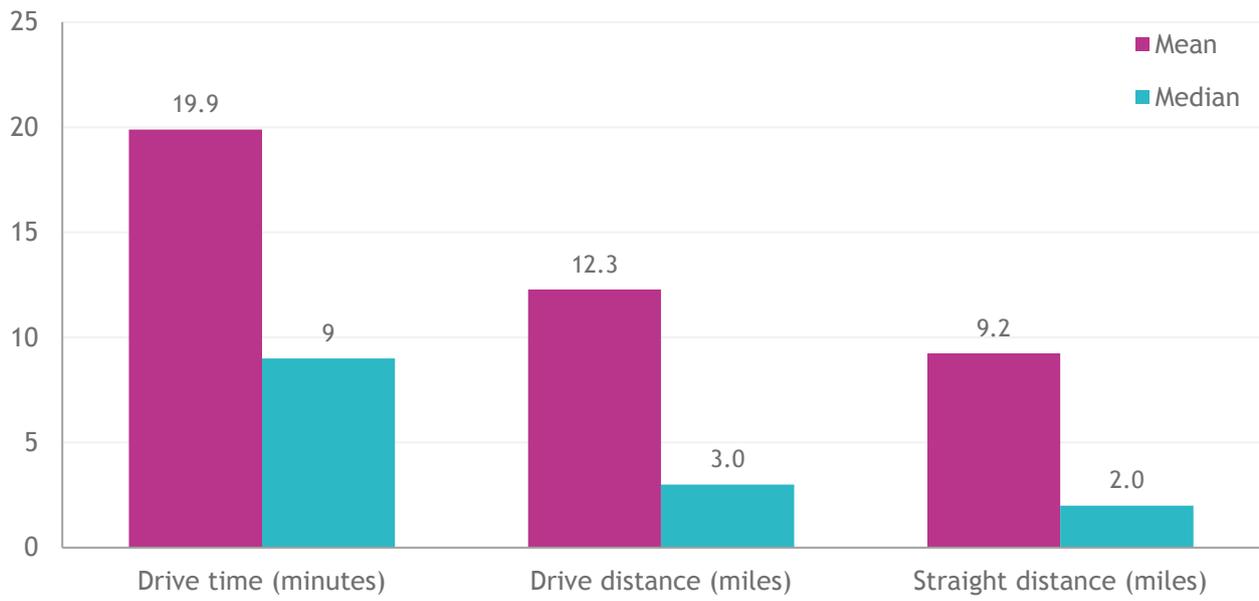
Weighted base: 36,765 participants

Unweighted base: 36,721 participants with valid UK postcodes

Proportion of participants resident within project areas



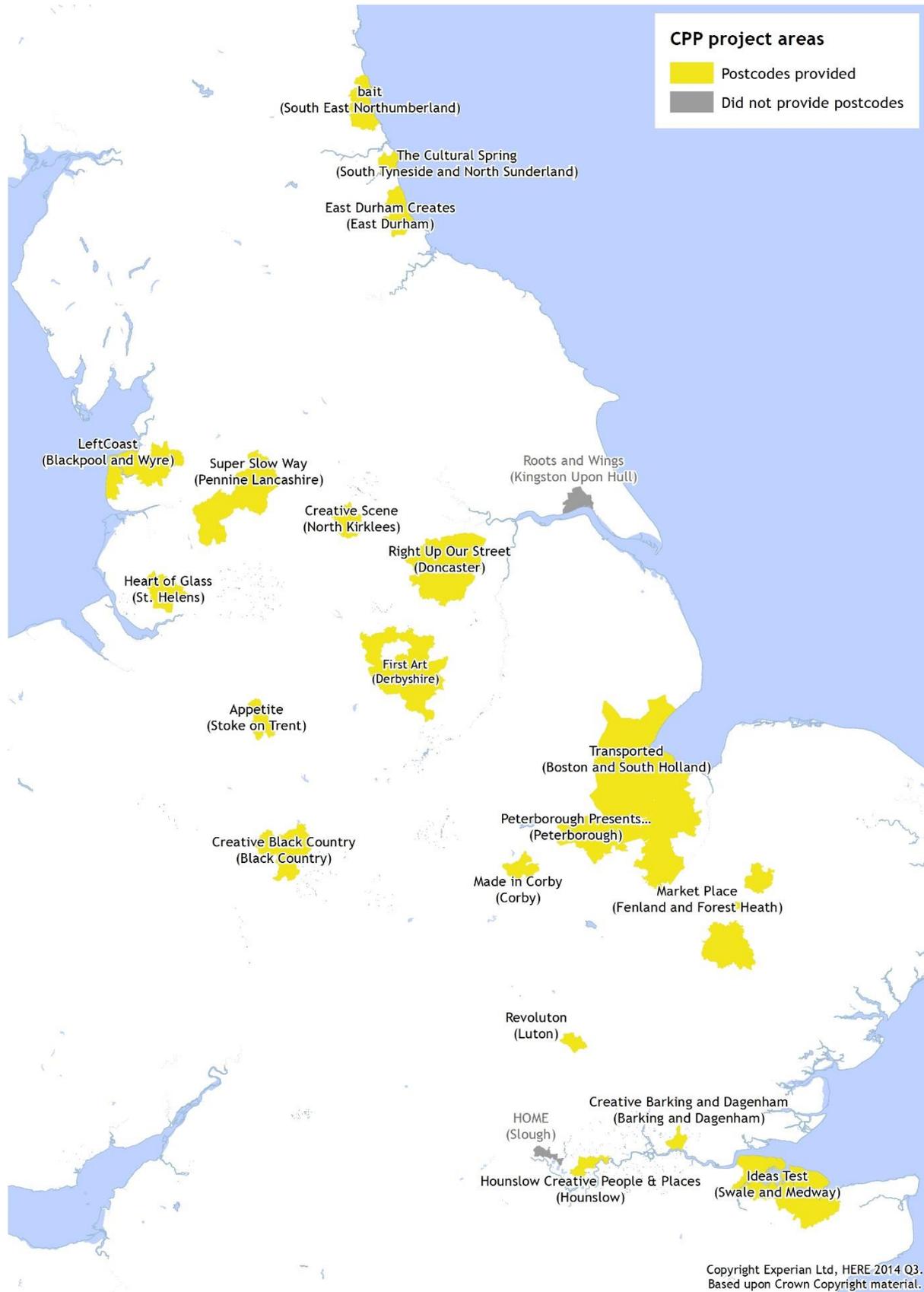
Distance analysis



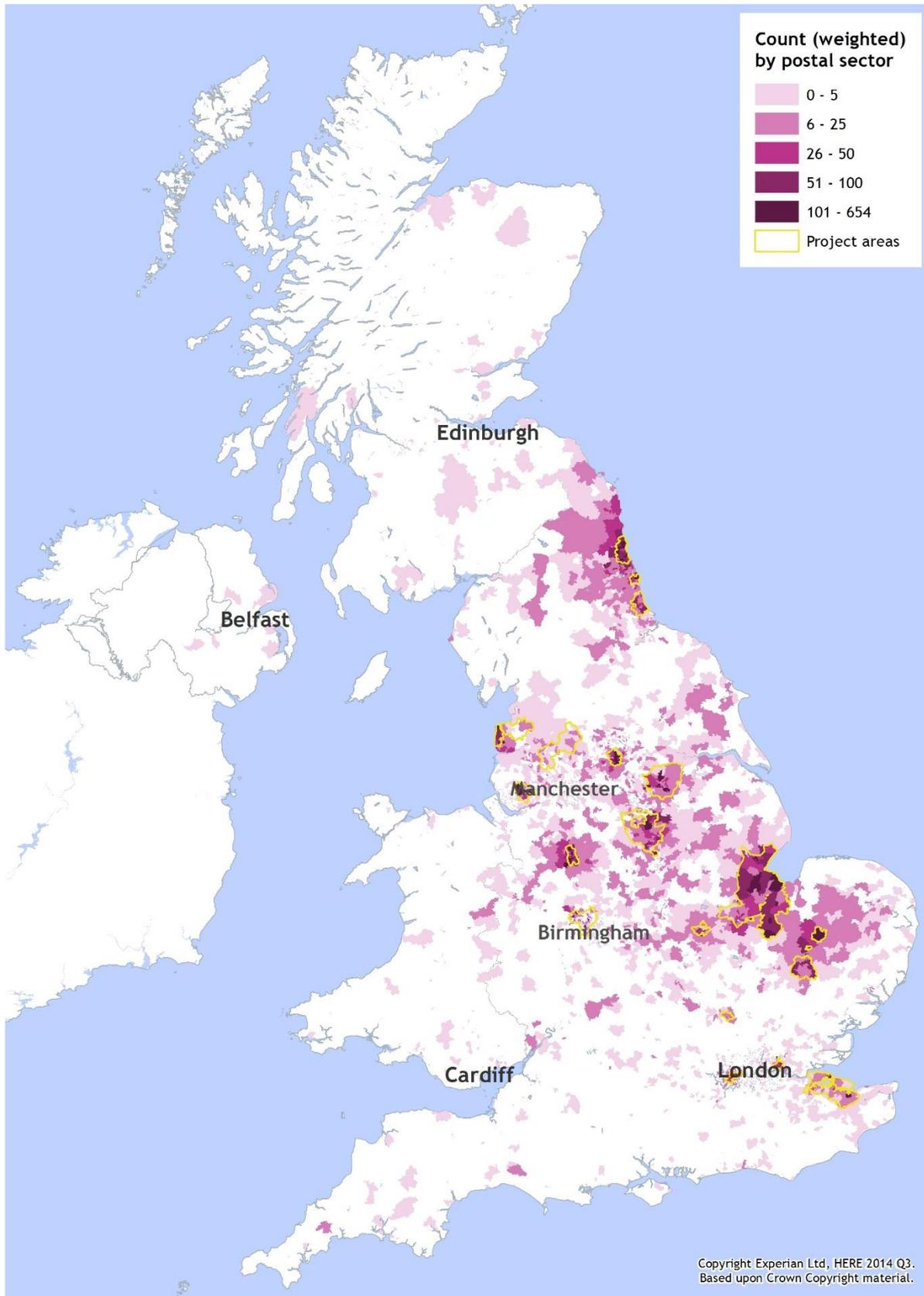
Measure	Mean	Median
Drive time	19.9 minutes	9 minutes
Drive distance	12.3 miles	3 miles
Straight distance	9.2 miles	2 miles

Mapping

All CPP project areas



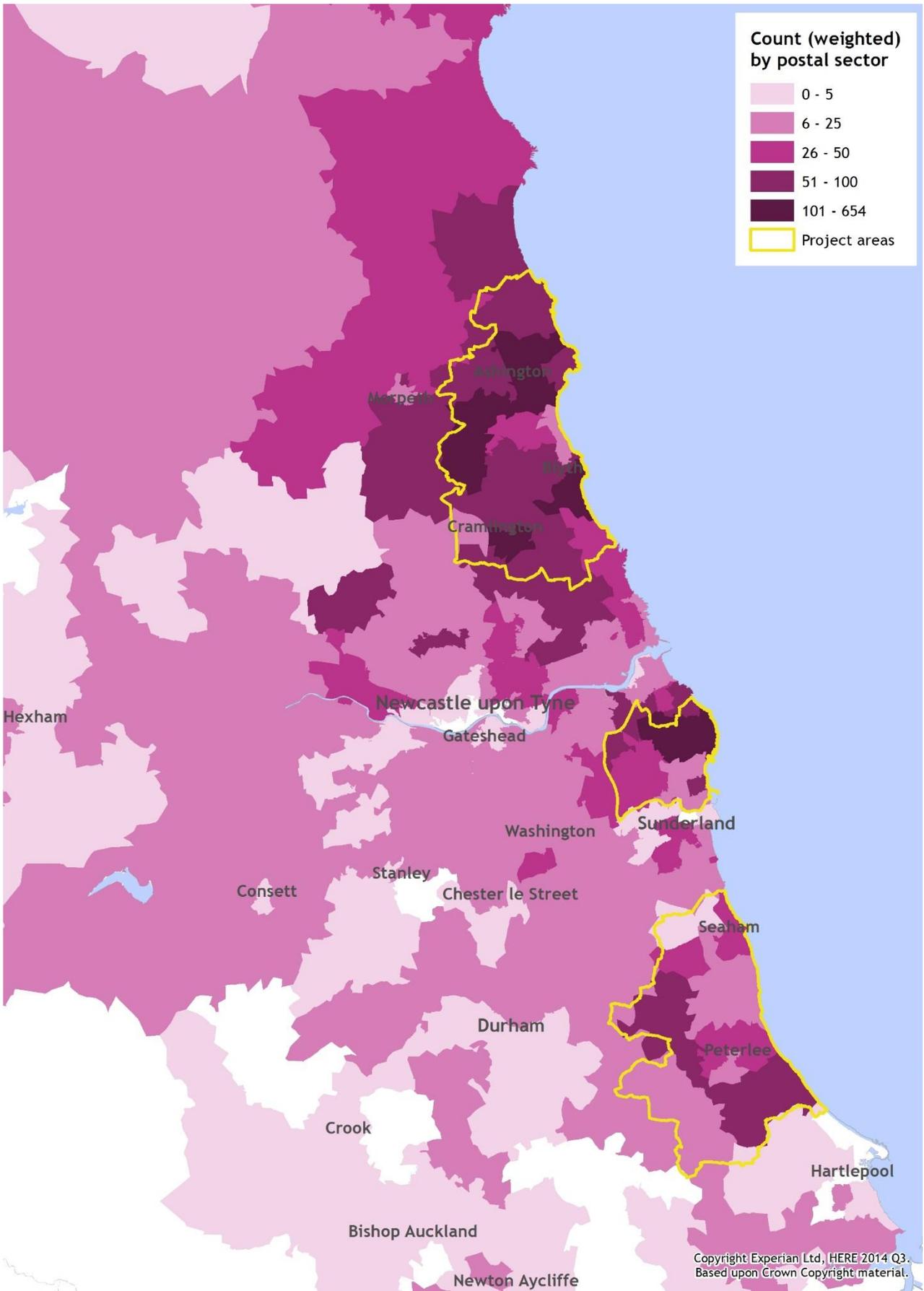
Count map (weighted) by postal sector - UK



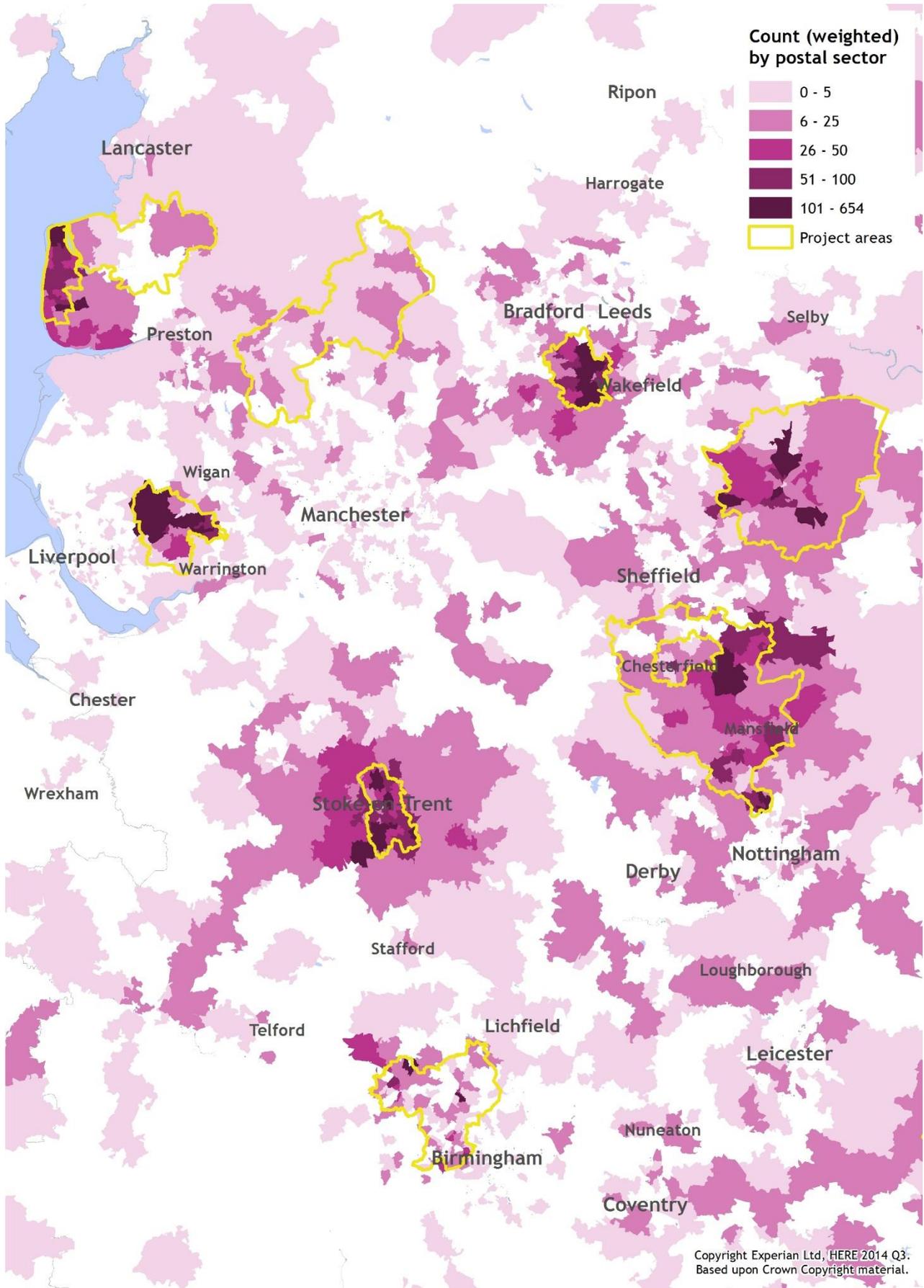
Weighted base: 36,765 participants

Unweighted base: 36,721 participants with valid UK postcodes

Count map (weighted) by postal sector - North East areas

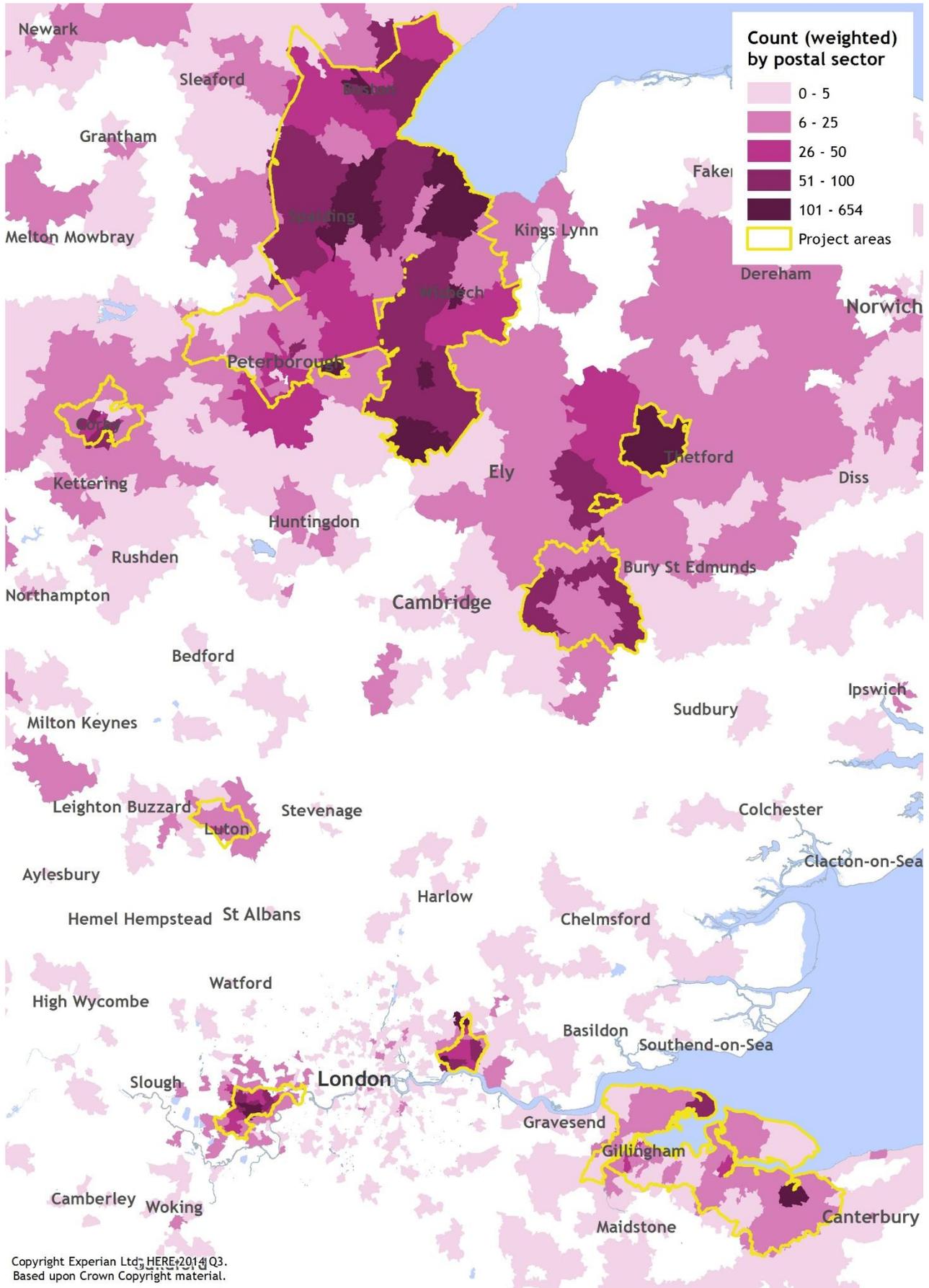


Count map (weighted) by postal sector - North West and Midlands areas

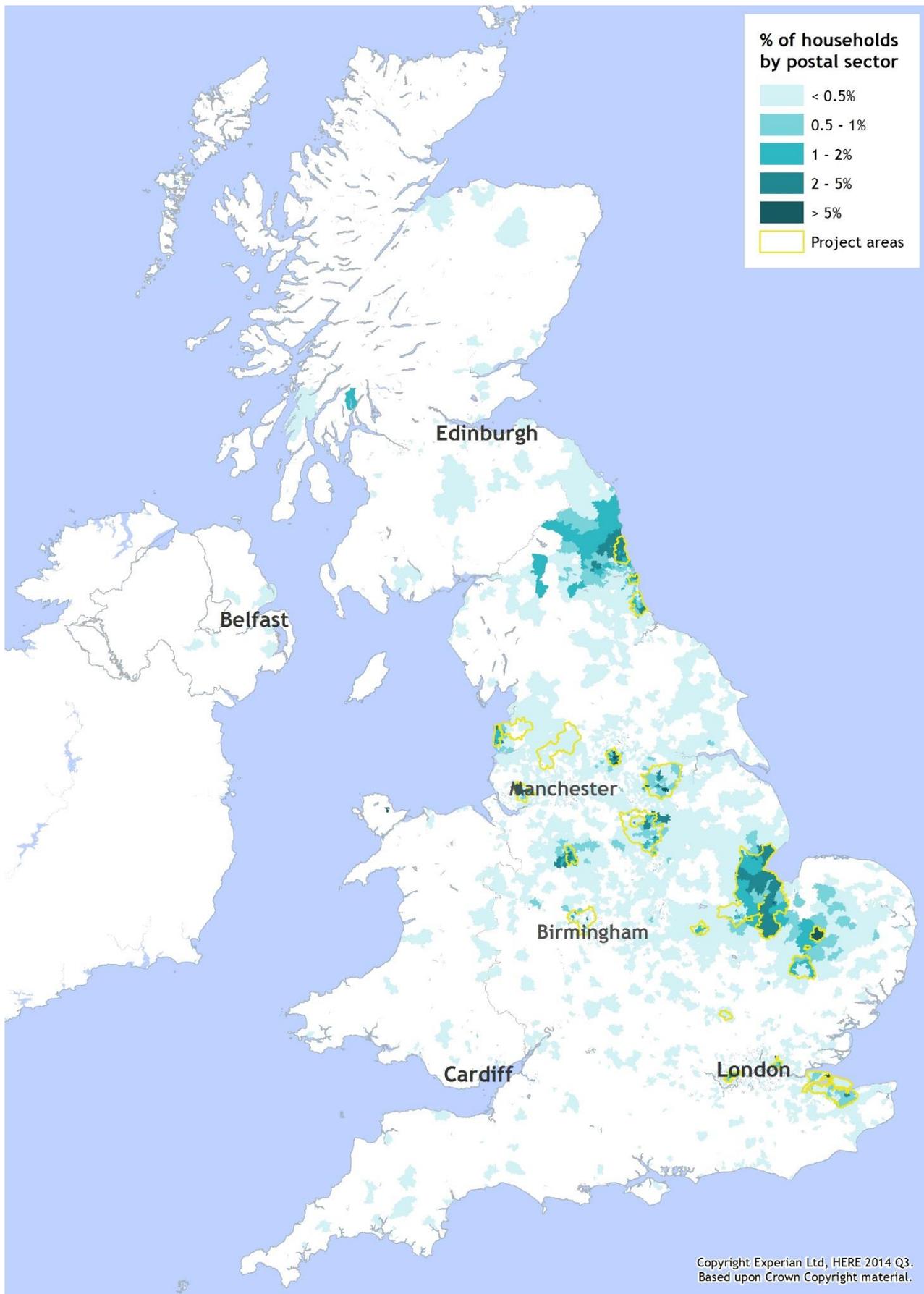


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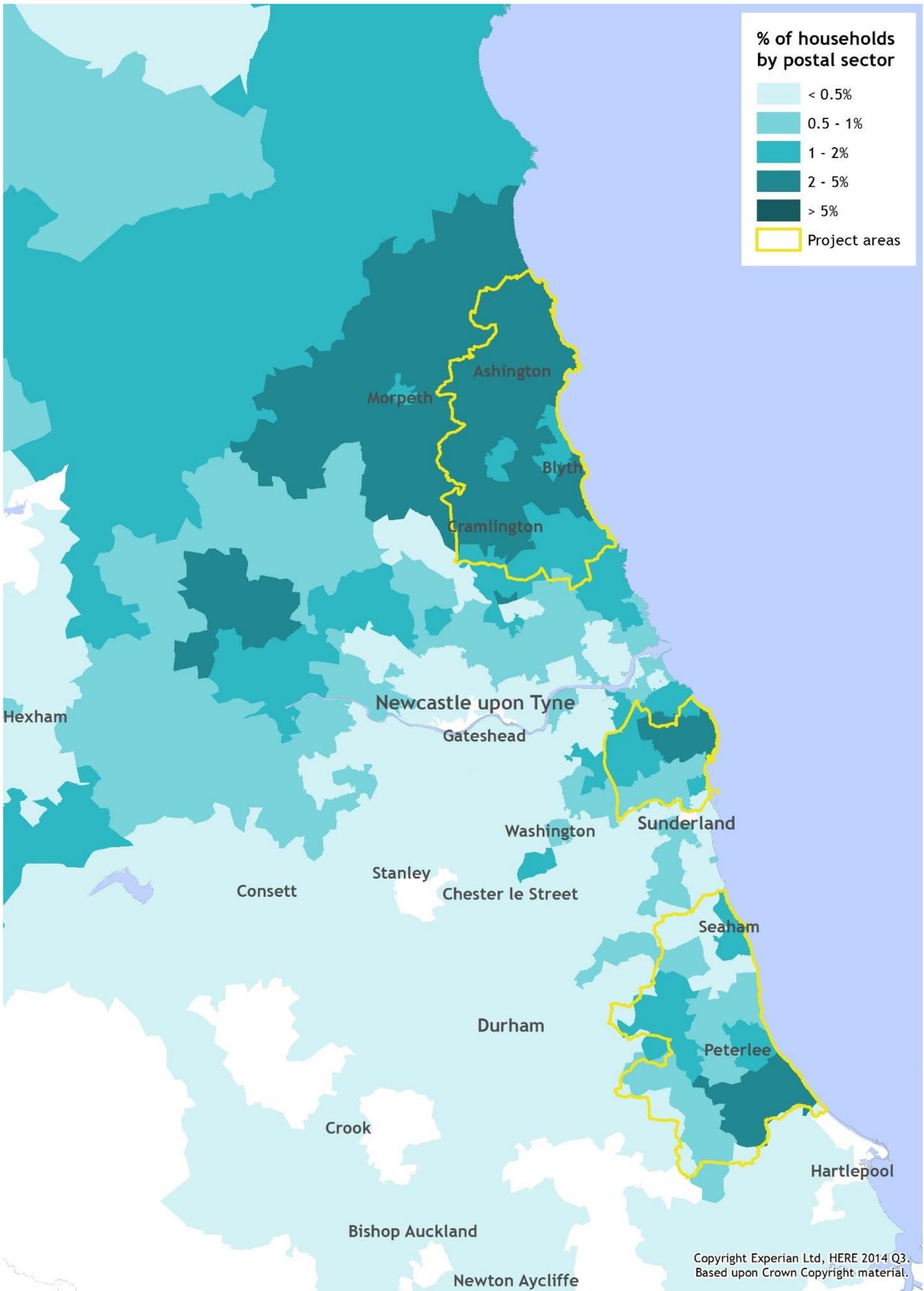
Count map (weighted) by postal sector - South and East areas



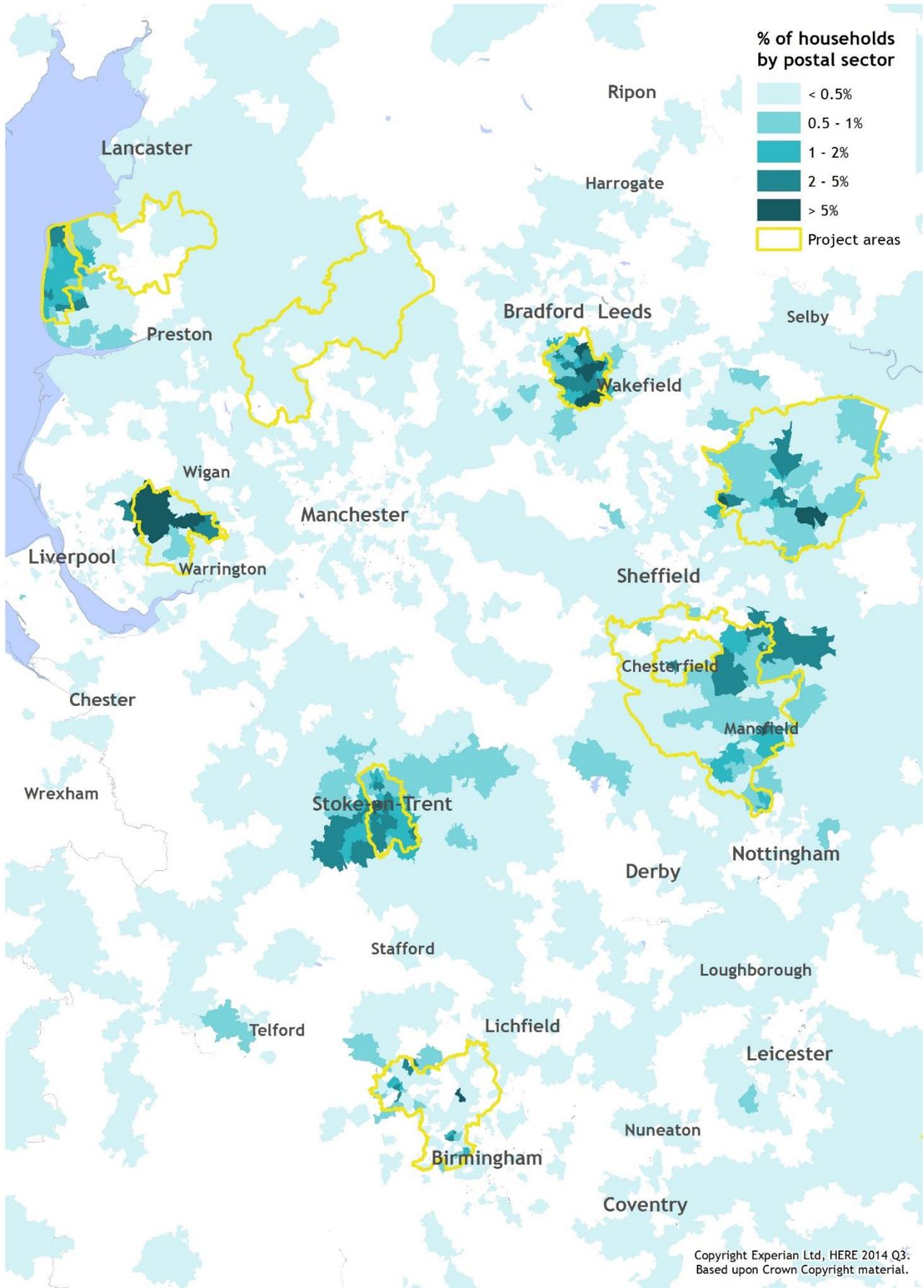
Household penetration map by postal sector - UK



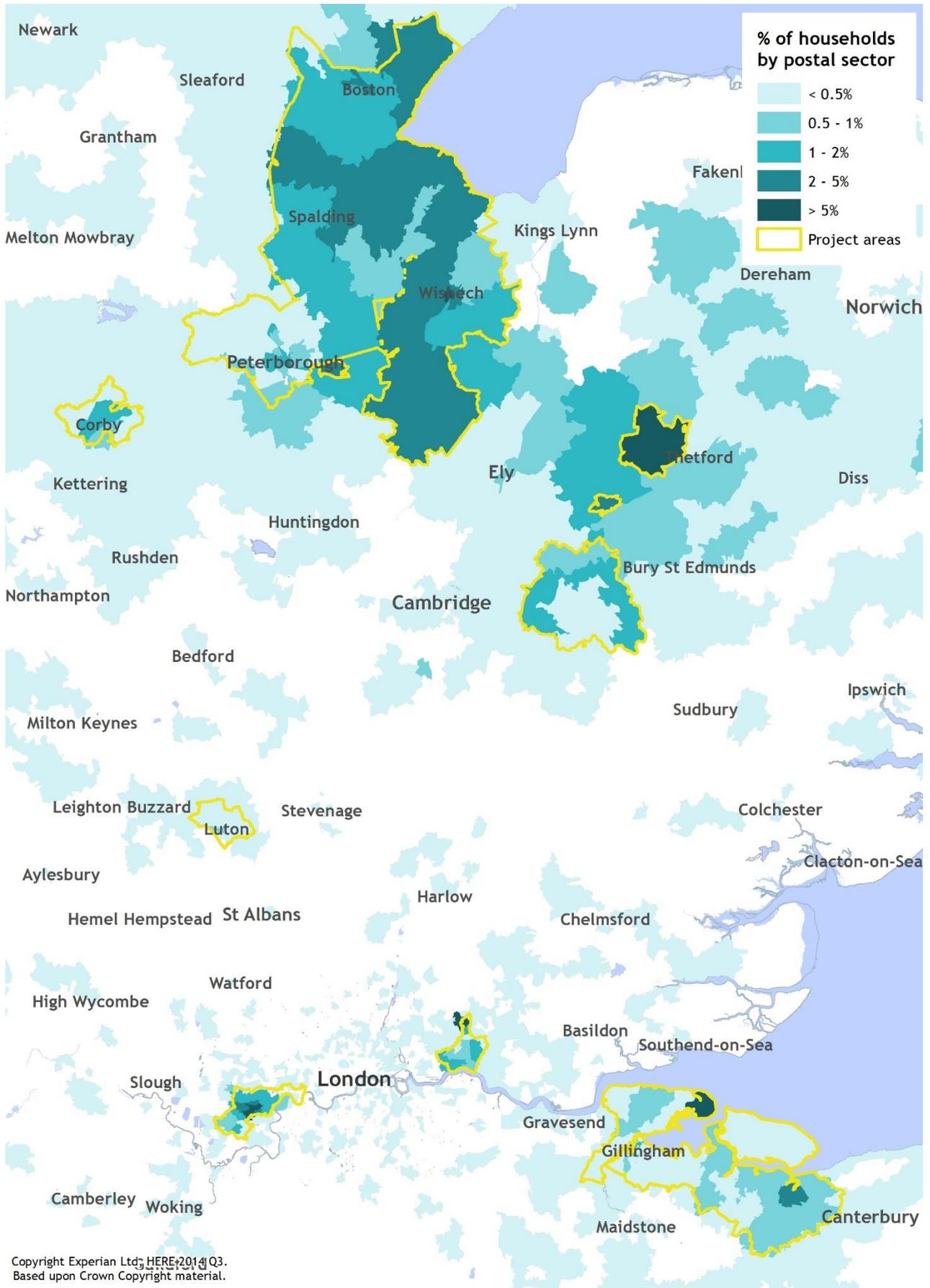
Household penetration map by postal sector - North East areas



Household penetration map by postal sector - North West and Midlands areas



Household penetration map by postal sector - South and East areas



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