



Creative People and Places

Profiling and Mapping – Year 1 National Report

Charlotte Hall, Research Assistant

May 2015



Contents

About this report	3
Notes on your data	3
How to read the tables	4
Geo-demographic profiling.....	5
Mapping and location analysis	5
Overall Findings	7
Mosaic profile	7
Audience Spectrum profile.....	8
Geographical spread of visitors.....	8
Profiling	9
Mosaic group profile	9
Mosaic type profile: top 10 types	11
Audience Spectrum segmentation	12
Geographical distribution.....	13
Postcode sector breakdown: top 10 (according to number of participants)	13
Postcode sector breakdown: top 10 (according to percentage of households reached)	14
Mapping	15
All CPP project areas map	15
Count map (weighted) by postal sector - UK	16
Count map (weighted) by postal sector - North areas	17
Count map (weighted) by postal sector - Midlands and East areas.....	18
Count map (weighted) by postal sector - South areas	19
Household penetration map by postal sector - UK.....	20
Household penetration map by postal sector - North areas.....	21
Household penetration map by postal sector - Midlands and East areas	22
Household penetration map by postal sector - South areas.....	23

About this report

The analysis in this report is based on postcodes provided by 15 (of the total 21) Creative People and Places projects, for all events that took place up to the end of December 2014. Each postcode represents a physical visitor, but for ease these are referred to as ‘participants’ within this report and the accompanying spreadsheet.

All maps, charts and tables are based on the number of participants from a particular area, or belonging to a particular Mosaic group or type, or Audience Spectrum segment. A spreadsheet containing the full analysis tables is provided alongside this report.

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 Assistant, charlotte.hall@theaudienceagency.org, 0207 367 0814.

Notes on your data

A total of 24,492 valid UK postcodes were provided across 15 projects, which were used to inform the analysis in this report. Of these, 23,750 postcodes were matched to Mosaic and 23,661 were matched to an Audience Spectrum segment.

All data is weighted according to the audience size given by each project manager (up to end of December 2014), which equated to a total audience size of 493,136 across all 15 projects for which data was provided. This means that the analysis describes the overall audience across all 15 projects, taking into account the relative proportions of postcodes and participants from each Place. Therefore, Places with a larger number of participants are more prominent in the overall picture.

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

Project name	Project area	No. valid postcodes	Total audience size
Creative Barking and Dagenham	Barking and Dagenham	1,641	7,305
Creative Black Country	Black Country	64	290
LeftCoast	Blackpool and Wyre	1,004	26,500
Transported	Boston and South Holland	1,548	43,424
Made in Corby	Corby	449	14,343
First Art	Derbyshire	40	52
Right Up Our Street	Doncaster	4,540	44,138
East Durham Creates	East Durham	519	13,437
Creative Scene	North Kirklees	420	18,681
The Cultural Spring	South Tyneside and North Sunderland	256	7,880
Peterborough Presents...	Peterborough	134	364
bait	South East Northumberland	516	32,384
Heart of Glass	St Helens	347	622
Appetite	Stoke-on-Trent	12,601	276,573
Ideas Test	Swale and Medway	413	7,143
<i>Total</i>		<i>24,492</i>	<i>493,136</i>

How to read the tables

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

The index figures show whether each is over- or under-represented in the visitor 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 visitor profile compared to the population of the base area. Indexes of 110 or over are highlighted, with the index being coloured **red**. An index of less than 100 indicates this group is under-represented in the visitor profile compared to the population. Indexes of 90 or under are highlighted, with the index being coloured **blue**.

Geo-demographic profiling

One of the key elements of this report is the production of profiles of 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.

One of the profiling tools that has been used in this report is Mosaic. This 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 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
- Identifying propensity to engage with culture
- Identifying hot-spots
- Understanding cold-spots
- Targeting to postcode level
- Selecting promotional/advertising media
- Selecting marketing messages

Audience Spectrum is also used in this report and 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 has been built to meet the needs of small and large scale, ticketed and non-ticketed organisations from across the cultural sector. To find out more and to view the pen portraits for each segment visit:

www.audiencefinder.org/spectrum

Mapping and location analysis

There are a number of maps included in this report. These 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 15 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 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. The full data that sits behind these maps can be found in the accompanying spreadsheet.

Overall Findings

Mosaic profile

The three most prominent Mosaic groups are **Transient Renters**, **Aspiring Homemakers** and **Family Basics**. 39% of all participants belong to one of these three groups.

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

The top three groups amongst CPP participants are all over-represented when compared to English households. For example, there are more than twice as many Transient Renters amongst CPP participants (15%) than England as a whole (7%). Modest Traditions and Suburban Stability are also over-represented amongst CPP participants.

The most under-represented groups amongst participants compared to English households are Country Living, Rental Hubs, Prestige Positions, Urban Cohesion and City Prosperity.

The ten most prominent Mosaic types are Renting a Room, Affordable Fringe, Low Income Workers, Seasoned Survivors, Make Do and Move On, Childcare Squeeze, Families with Needs, Budget Generations, Modern Parents and Bungalow Haven. Altogether, these ten types account for 46% of all participants, with **Renting a Room**, **Affordable Fringe** and **Low Income Workers** accounting for a fifth (20%) of all participants.

- **Renting a Room:** Transient renters of low cost accommodation often within subdivided older properties (*in the Transient Renters group*)
- **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*)
- **Low Income Workers:** Older social renters settled in low value homes in communities where employment is harder to find (*in the Municipal Challenge group*)

All top 10 Mosaic types are over-represented amongst CPP participants when compared with English households, with all types except Bungalow Haven strongly over-represented. Bungalow Haven is the type that makes up the highest proportion of any groups within England as a whole (3% of households), and makes up the same proportion of CPP participants.

Audience Spectrum profile

The three most prominent Audience Spectrum segments are **Facebook Families, Trips & Treats, Up Our Street** and **Dormitory Dependables**. 75% of all CPP participants belong to one of these four groups.

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

Facebook Families, Trips & Treats and Up Our Street are all largely over-represented when compared to English households. Metroculturals is the most underrepresented group amongst CPP participants, accounting for less than 1% of all participants but making up 5% of English households.

Geographical 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, so there are the fewest participants from this area. However, as can be seen on the UK maps, participants were found right across the UK including Scotland and Northern Ireland.

The most participants came from Stoke-on-Trent, which is somewhat unsurprising as this is the project with the highest audience figure (over quarter of a million). Other areas with high participants are Boston and South Holland, Doncaster, South East Northumberland and East Durham.

Profiling

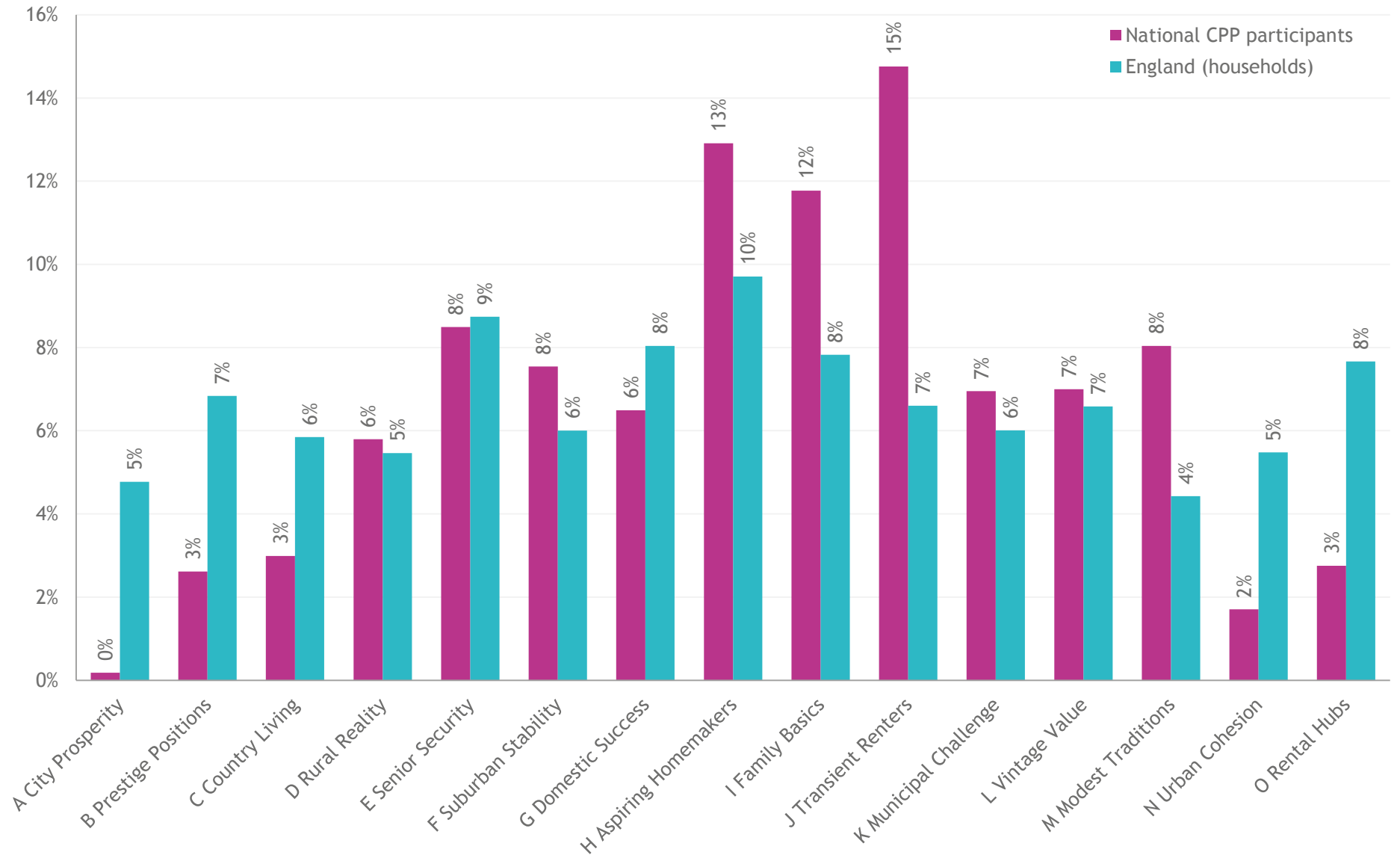
Mosaic group profile

Group Name	National CPP participants	England (households)	Index
	%	%	
A City Prosperity	0%	5%	4
B Prestige Positions	3%	8%	34
C Country Living	3%	6%	48
D Rural Reality	6%	5%	107
E Senior Security	8%	8%	103
F Suburban Stability	8%	6%	118
G Domestic Success	6%	9%	73
H Aspiring Homemakers	13%	10%	131
I Family Basics	12%	8%	143
J Transient Renters	15%	6%	248
K Municipal Challenge	7%	5%	131
L Vintage Value	7%	5%	142
M Modest Traditions	8%	4%	185
N Urban Cohesion	2%	6%	27
O Rental Hubs	3%	7%	37
<i>Unclassified</i>	371	319,660	-

Weighted base: 23,959 participants

Unweighted base: 23,750 participants with matched UK postcodes

Percentage breakdown of Mosaic groups



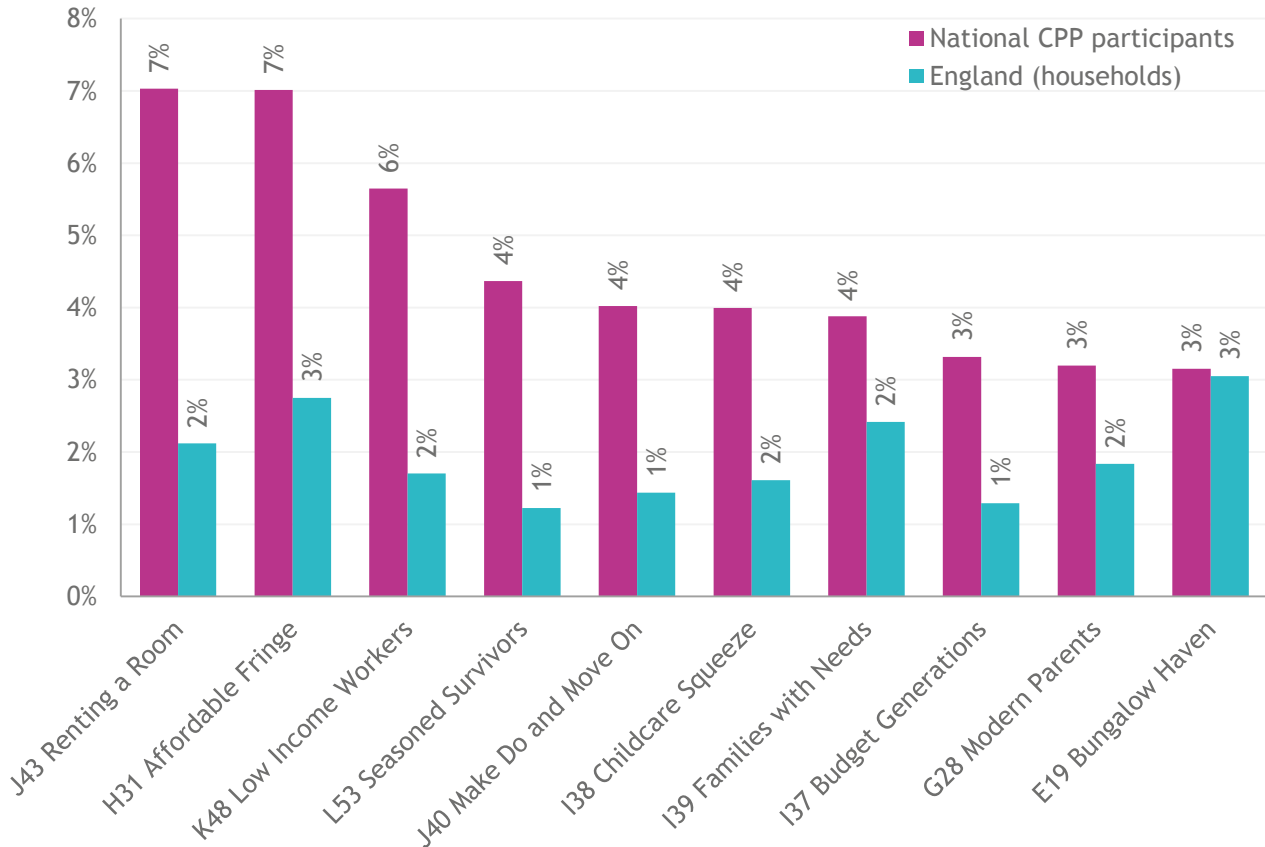
Mosaic type profile: top 10 types

Type Name	National CPP participants %	England (households) %	Index
J43 Renting a Room	7%	2%	332
H31 Affordable Fringe	7%	3%	255
K48 Low Income Workers	6%	2%	331
L53 Seasoned Survivors	4%	1%	357
J40 Make Do and Move On	4%	1%	280
I38 Childcare Squeeze	4%	2%	248
I39 Families with Needs	4%	2%	161
I37 Budget Generations	3%	1%	257
G28 Modern Parents	3%	2%	174
E19 Bungalow Haven	3%	3%	103

Weighted base: 23,959 participants

Unweighted base: 23,750 participants with matched UK postcodes

Percentage breakdown of top 10 Mosaic types



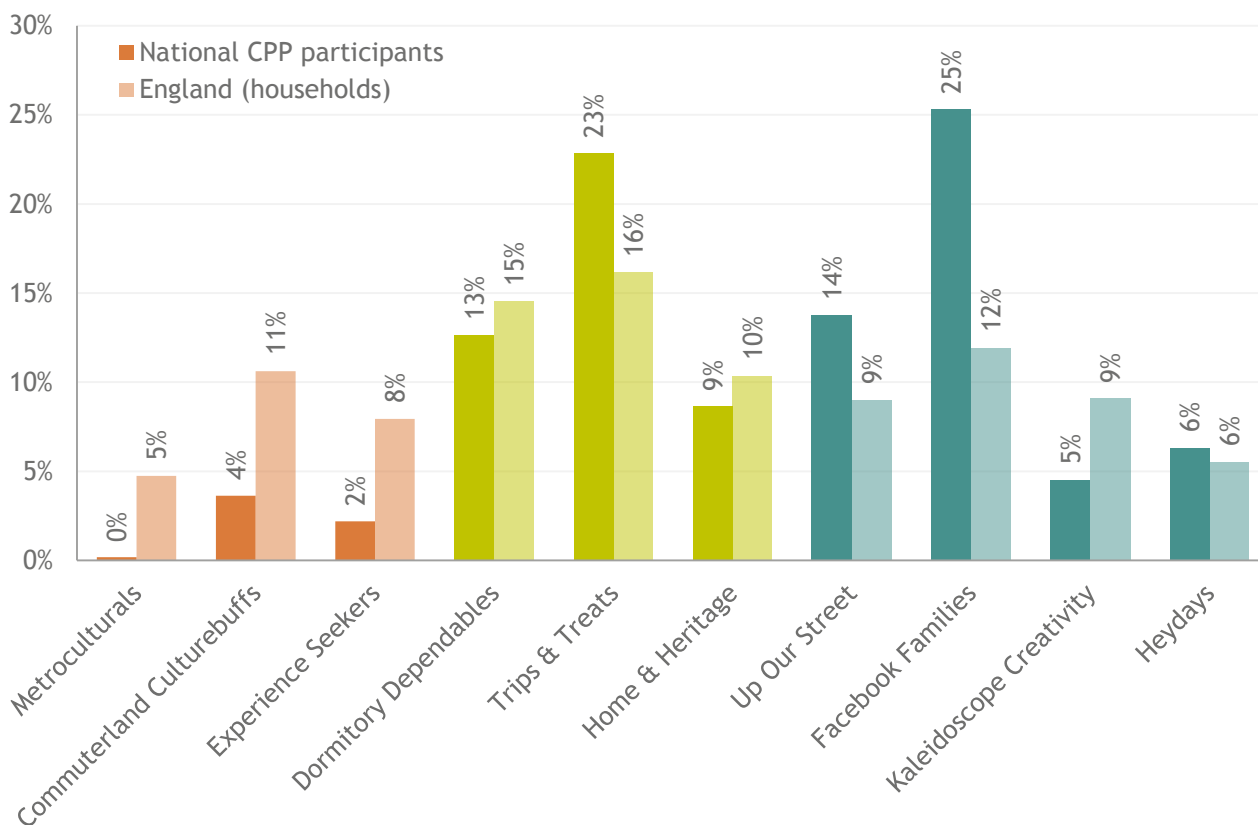
Audience Spectrum segmentation

Type Name	National CPP participants %	England (households) %	Index
Metroculturals	0%	5%	4
Commuterland Culturebuffs	4%	11%	34
Experience Seekers	2%	8%	28
Dormitory Dependables	13%	15%	87
Trips & Treats	23%	16%	141
Home & Heritage	9%	10%	84
Up Our Street	14%	9%	152
Facebook Families	25%	12%	212
Kaleidoscope Creativity	5%	9%	50
Heydays	6%	6%	114
Unclassified	0	73,793	-

Weighted base: 23,854 participants

Unweighted base: 23,661 participants with matched UK postcodes

Percentage breakdown of Audience Spectrum segments



Geographical distribution

Over the next two pages, tables are provided to show those postal sectors that rank highest in terms of the proportion of total CPP participants that they contain, and the proportion of the background population that they contain.

The full list can be found on the accompanying spreadsheet, but please note that as the data is weighted some zeros may be shown for those projects that were weighted down according to the audience size.

Postcode sector breakdown: top 10 (according to number of participants)

Postal sector	Postal sector description	Count of national CPP participants	% of total CPP participants	Rank (according to % of total CPP participants)	Total households (background population)	% of CPP participants in background population	Rank (according to % of background population)
ST 1 6	Stoke-on-trent (Incl Sneyd Green, Northwood)	1,011	4.1%	1	5,835	17.3%	2
ST 6 8	Stoke-on-trent (Incl Brown Edge, Ball Green)	481	2.0%	2	5,460	8.8%	13
ST 6 6	Biddulph Road, Stoke-on-trent	411	1.7%	3	5,468	7.5%	14
ST 1 3	Stoke-on-trent (Incl Joiners Square Ind Est)	401	1.6%	4	2,549	15.7%	3
ST 4 7	Stoke-on-trent (Incl Etruria, Hartshill)	394	1.6%	5	3,126	12.6%	4
ST 6 7	Stoke-on-trent (Incl Burslem, Bradeley)	390	1.6%	6	3,867	10.1%	8
ST 3 5	Stoke-on-trent (Incl Weston Coyney, Longton)	389	1.6%	7	5,733	6.8%	21
ST 1 2	Bucknall New Road, Stoke-on-trent	374	1.5%	8	1,804	20.7%	1
ST 4 5	London Road, Stoke-on-trent	351	1.4%	9	3,651	9.6%	10
ST 4 2	Stoke-on-trent (Incl Fenton)	323	1.3%	10	2,651	12.2%	7

Weighted base: 24,408 participants

Unweighted base: 24,428 participants with valid UK postcodes

Postcode sector breakdown: top 10 (according to percentage of households reached)

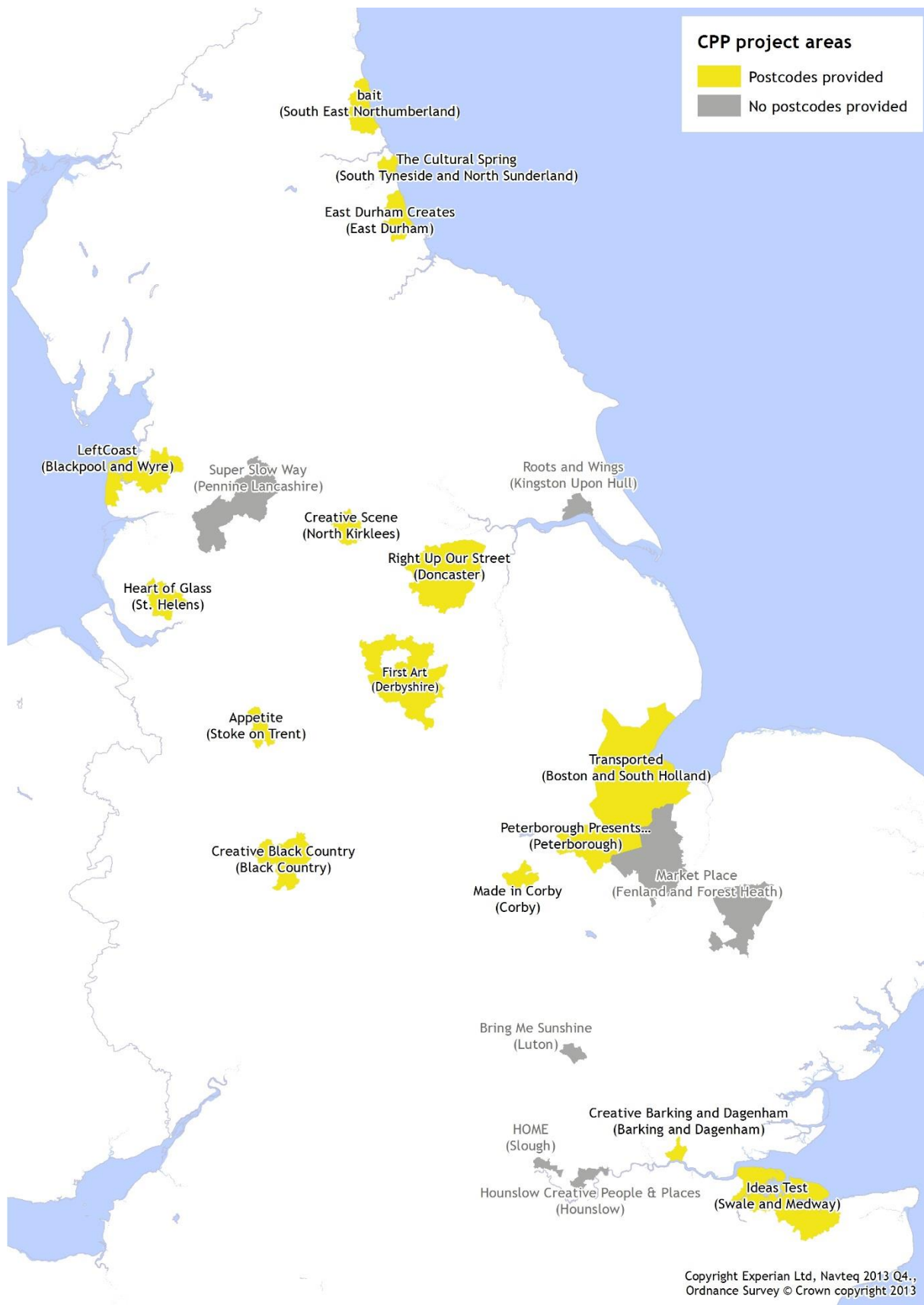
Postal sector	Postal sector description	Count of national CPP participants	% of total CPP participants	Rank (according to % of total CPP participants)	Total households (background population)	% of CPP participants in background population	Rank (according to % of background population)
ST 1 2	Bucknall New Road, Stoke-on-trent	374	1.5%	8	1,804	20.7%	1
ST 1 6	Stoke-on-trent (Incl Sneyd Green, Northwood)	1,011	4.1%	1	5,835	17.3%	2
ST 1 3	Stoke-on-trent (Incl Joiners Square Ind Est)	401	1.6%	4	2,549	15.7%	3
ST 4 7	Stoke-on-trent (Incl Etruria, Hartshill)	394	1.6%	5	3,126	12.6%	4
ST 1 5	Stoke-on-trent (Incl Hanley, Eturia)	191	0.8%	34	1,536	12.4%	5
ST 1 1	Market Square, Stoke-on-trent	11	0.0%	268	88	12.4%	6
ST 4 2	Stoke-on-trent (Incl Fenton)	323	1.3%	10	2,651	12.2%	7
ST 6 7	Stoke-on-trent (Incl Burslem, Bradeley)	390	1.6%	6	3,867	10.1%	8
ST 5 1	High Street, Newcastle	173	0.7%	38	1,744	9.9%	9
ST 4 5	London Road, Stoke-on-trent	351	1.4%	9	3,651	9.6%	10

Weighted base: 24,408 participants

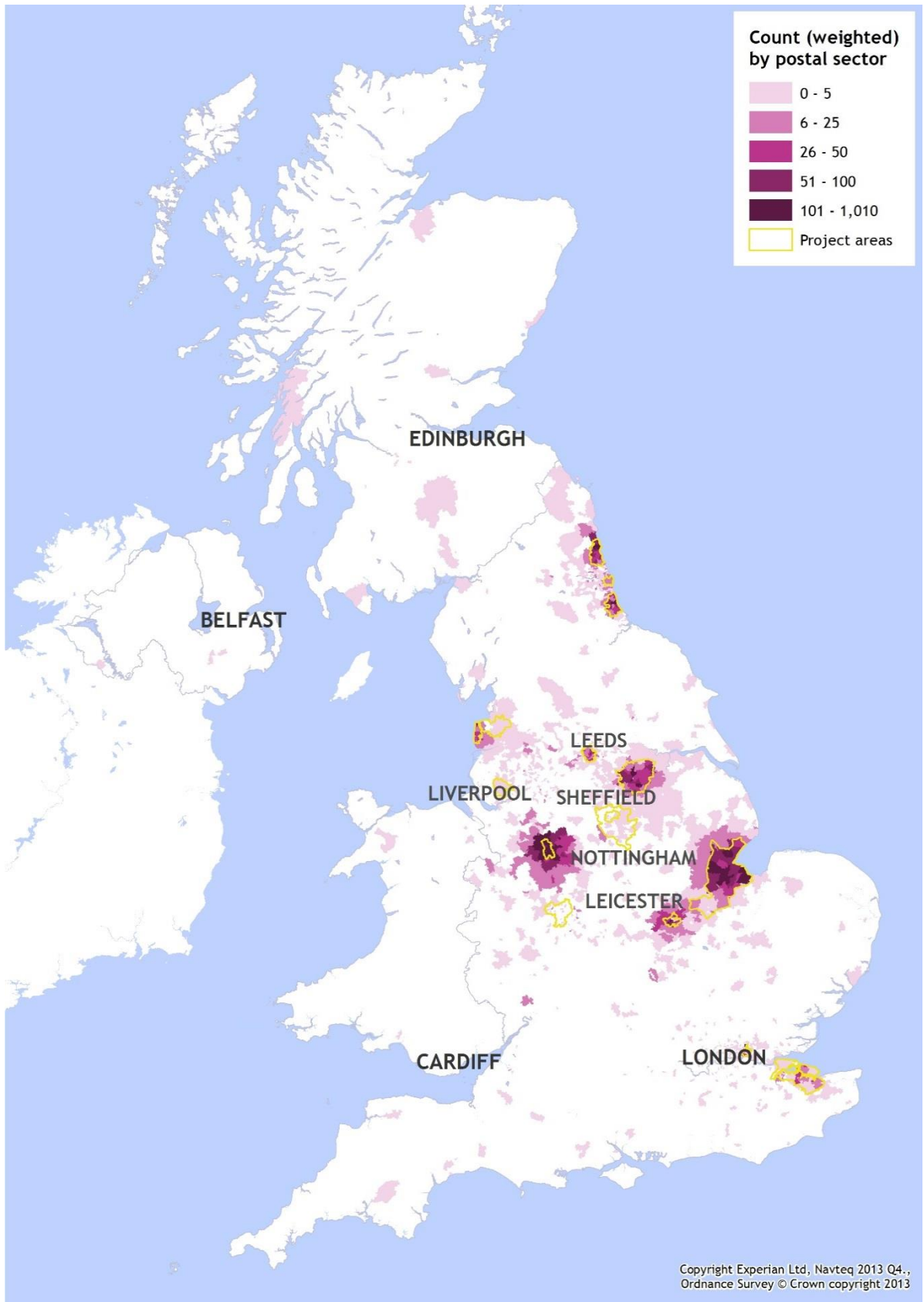
Unweighted base: 24,428 participants with valid UK postcodes

Mapping

All CPP project areas map



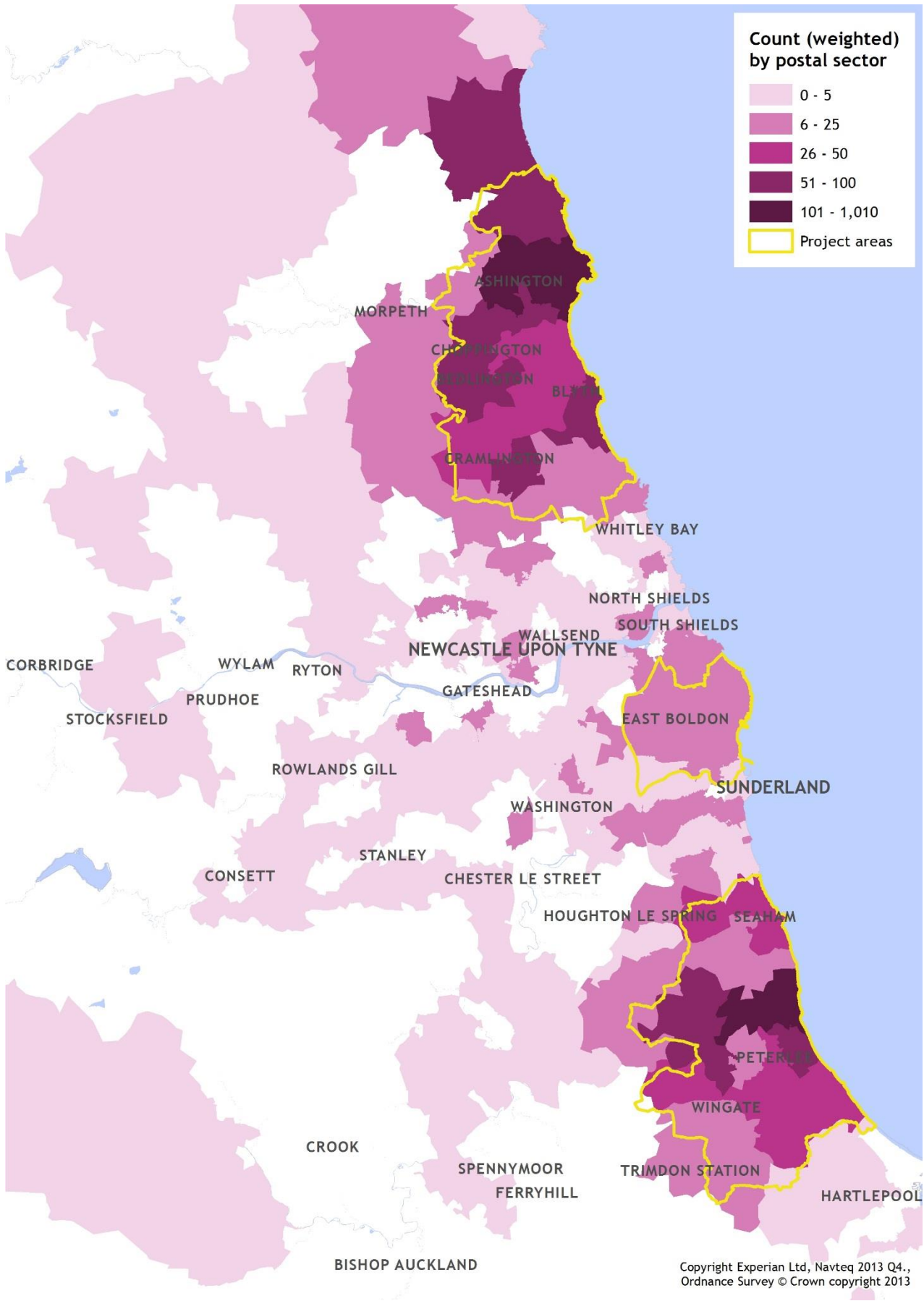
Count map (weighted) by postal sector - UK



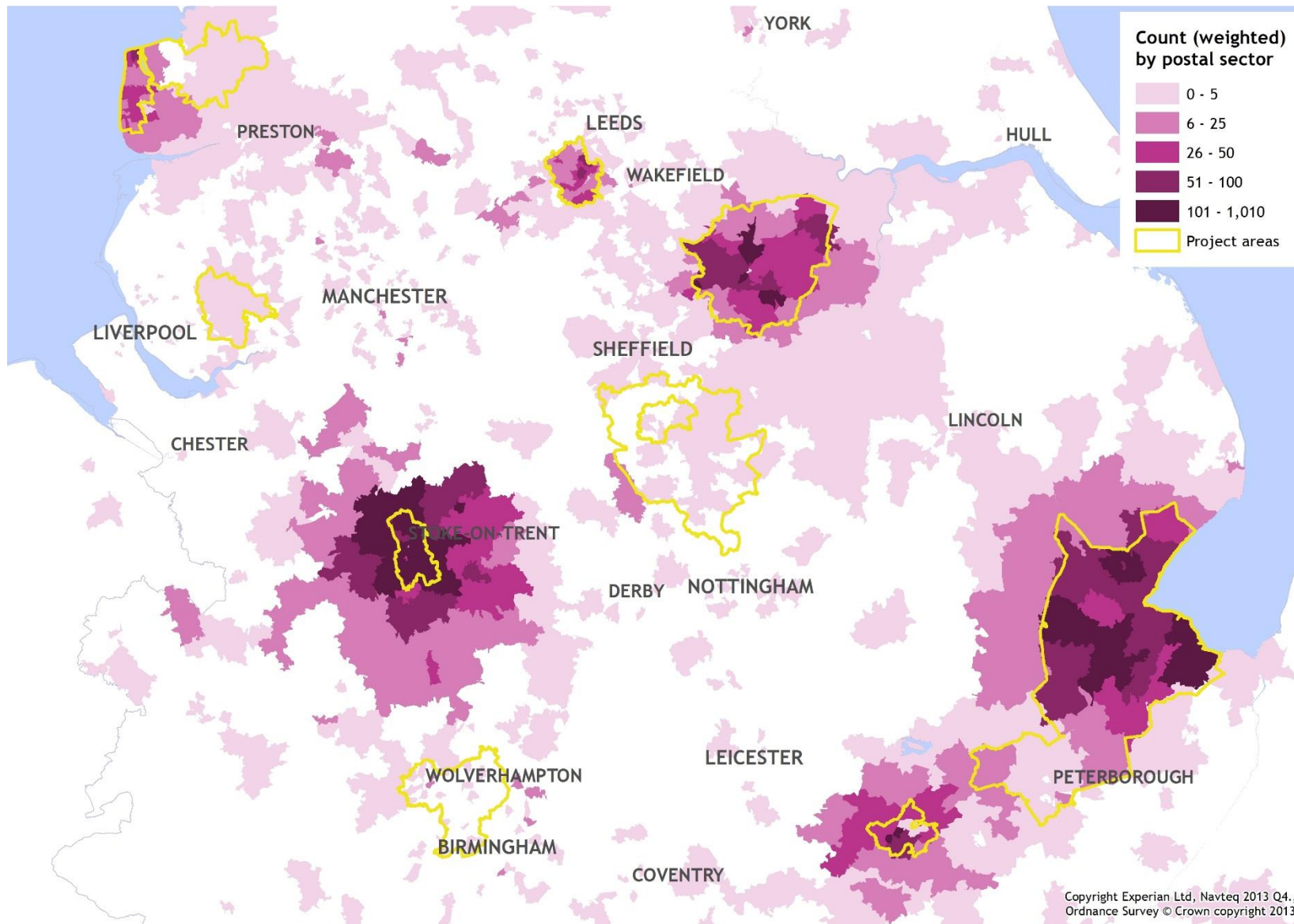
Weighted base: 24,408 participants

Unweighted base: 24,428 participants with valid postcodes

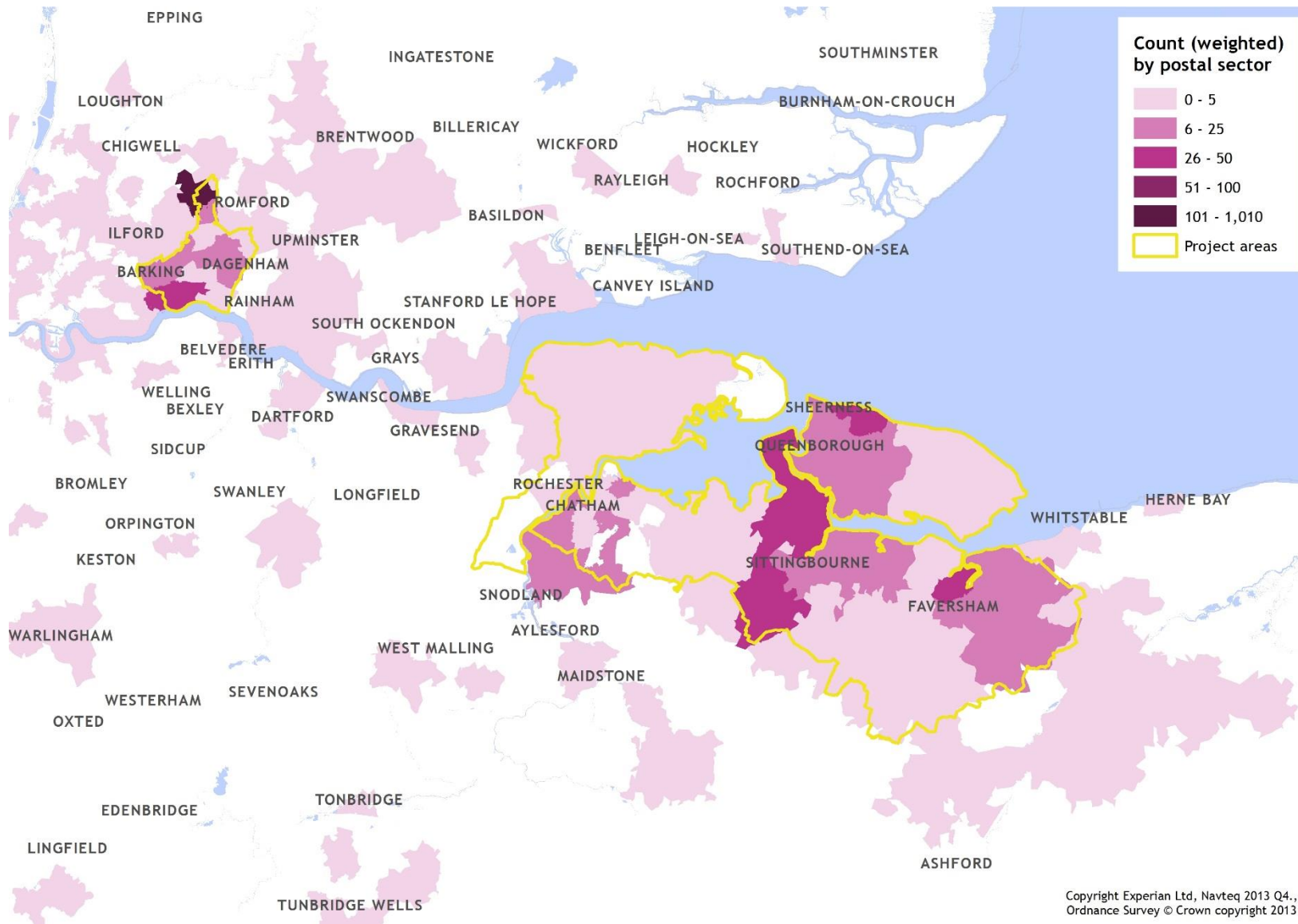
Count map (weighted) by postal sector - North areas



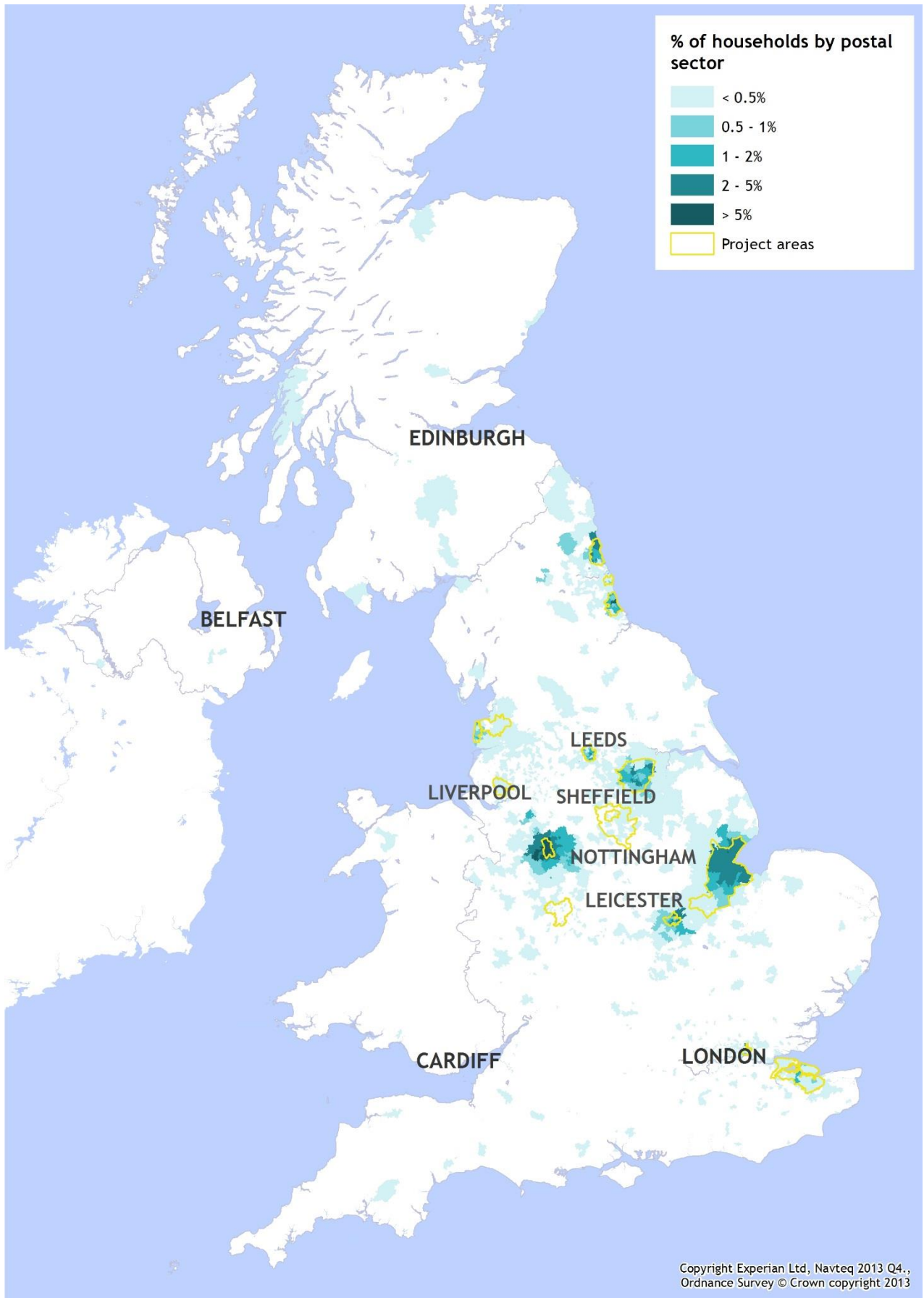
Count map (weighted) by postal sector - Midlands and East areas



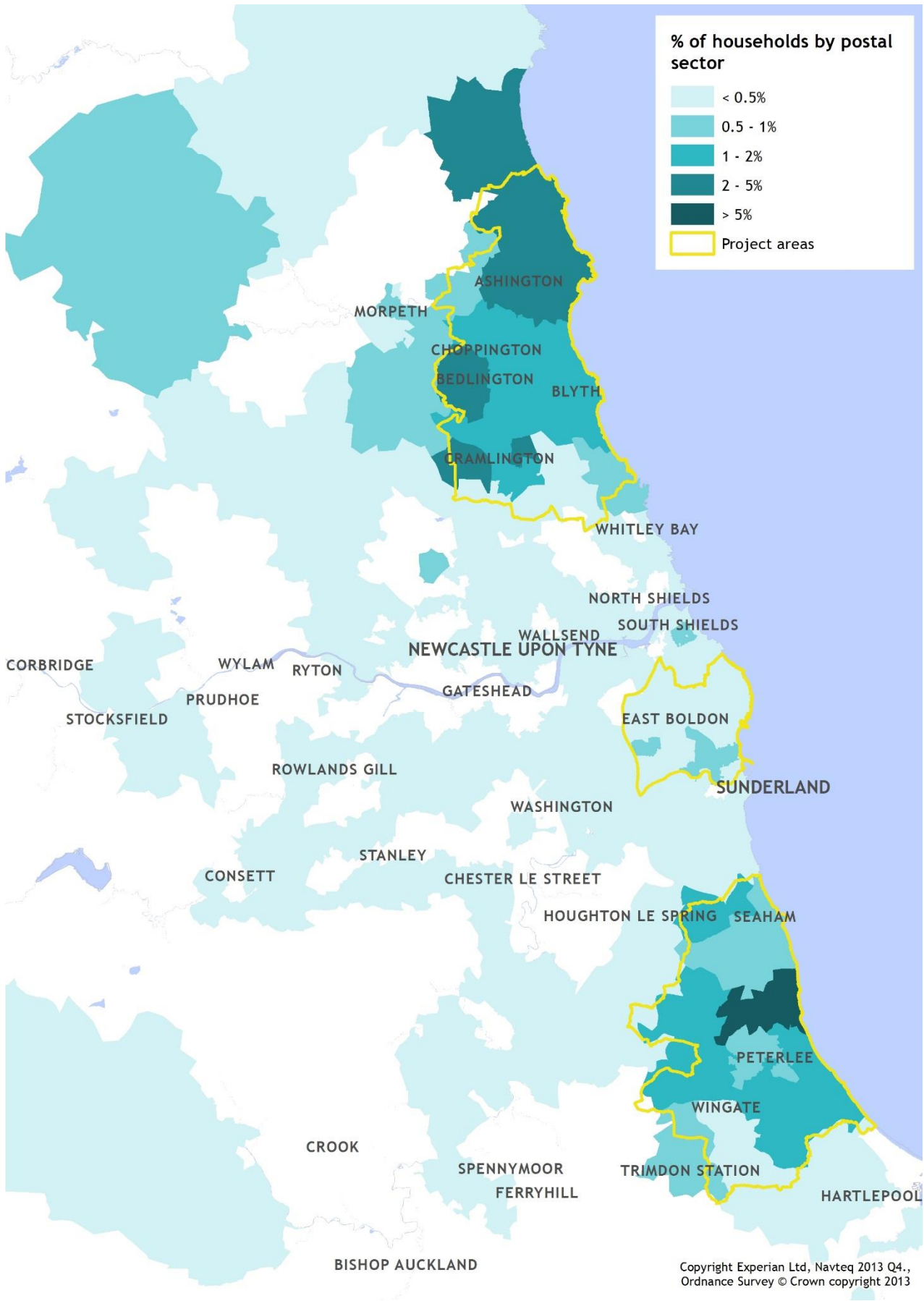
Count map (weighted) by postal sector - South areas



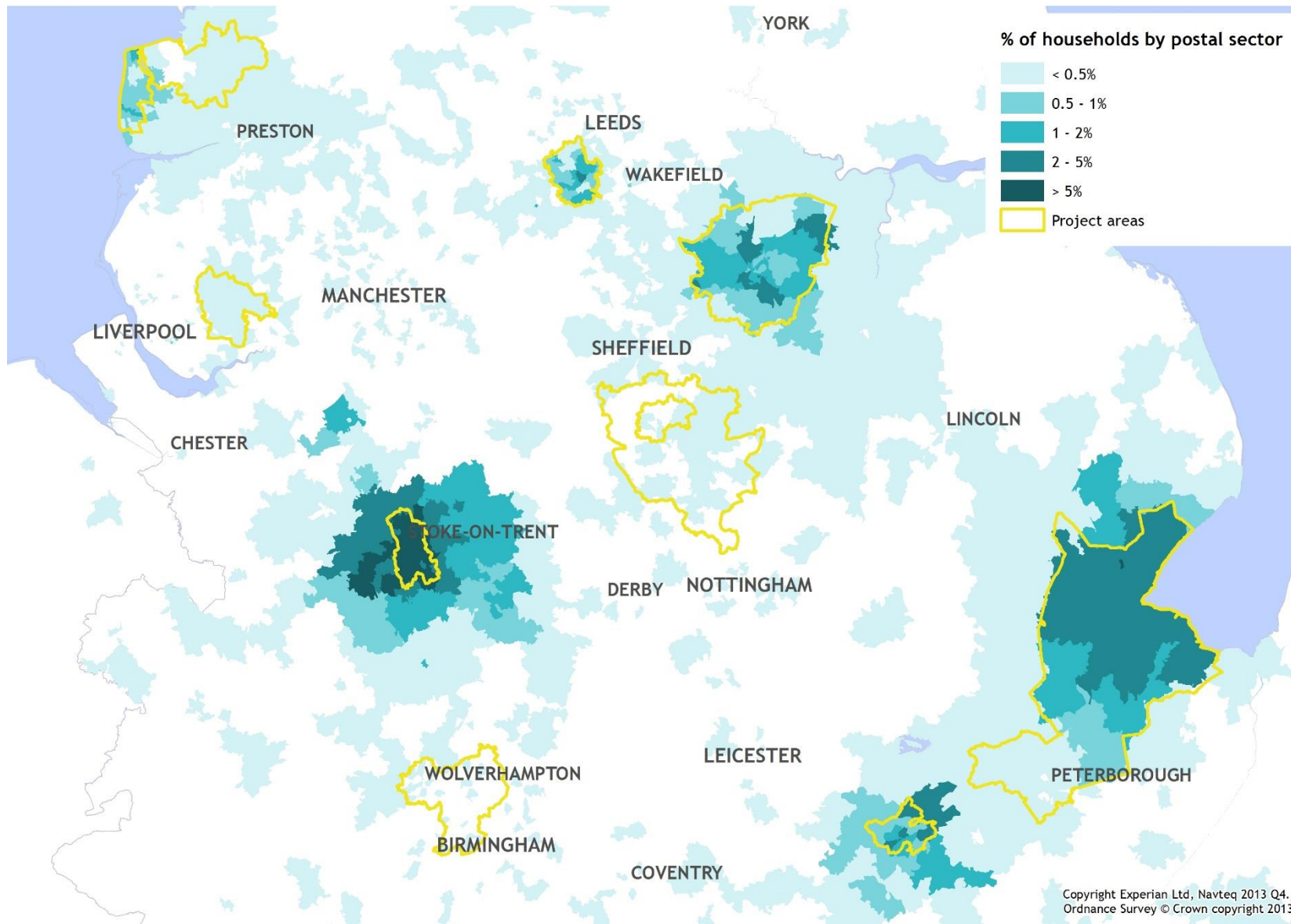
Household penetration map by postal sector - UK



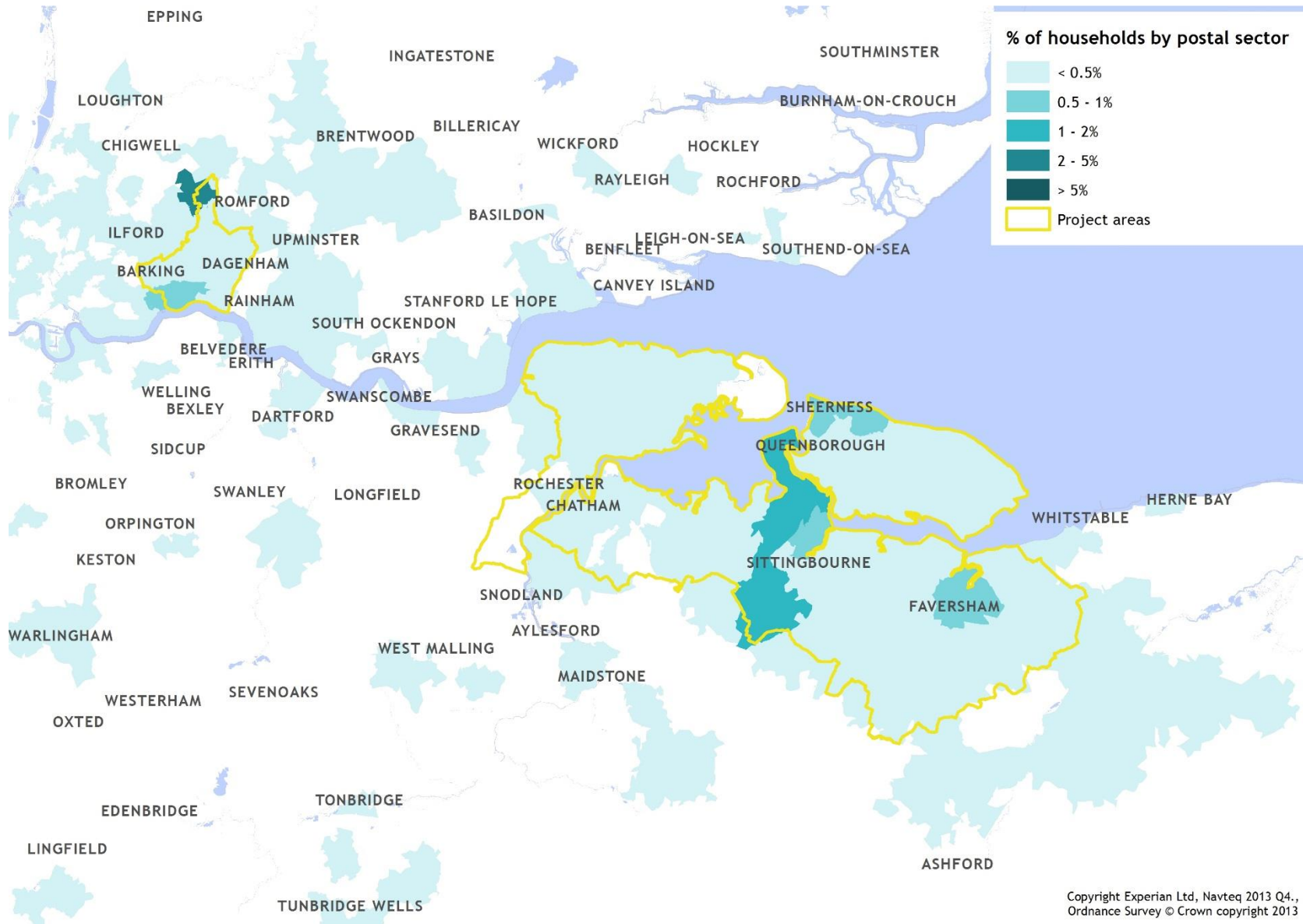
Household penetration map by postal sector - North areas



Household penetration map by postal sector - Midlands and East areas



Household penetration map by postal sector - South areas



Contact

London Office

Unit 7G1
The Leathermarket
Weston Street
London SE1 3ER

Manchester Office

Green Fish Resource Centre
46-50 Oldham Street
Northern Quarter
Manchester M4 1LE

T 0300 666 0162

hello@theaudienceagency.org

www.theaudienceagency.org

Registered in England & Wales 8117915