



## Creative People and Places

Profiling and Mapping -

Year 3 National Report

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## About this report

The analysis in this report is based on postcodes provided by 20 (of the total 21) Creative People and Places projects, for all events that took place in 2016. Each postcode represents a physical visitor to an event; 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 [info@creativepeopleplaces.org.uk](mailto:info@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 Lorna Wooldridge, Research Assistant at [lorna.wooldridge@theaudienceagency.org](mailto:lorna.wooldridge@theaudienceagency.org).

### Notes on the data

A total sample of 37,265 UK postcodes were provided across 20 projects. Of these, 34,789 postcodes were matched to an Audience Spectrum segment and 34,581 were matched to a Mosaic group and type.

In this report, ‘National participant profile’ refers to **all CPP project participants in 2016**, 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 2016), which totalled 343,484 participants across the 20 projects for which data was provided.

For comparison, an ‘Average place participants 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 2016.

A full breakdown of audience size and number of valid UK postcodes by CPP project is as follows:

Project name	Project area	Total audience size	Total postcodes
Appetite	Stoke-on-Trent	24,158	2,218
bait	South East Northumberland	24,871	1,658
Creative Barking & Dagenham	Barking and Dagenham	12,000	733
Creative Black Country	Black Country	10,716	149
Creative Scene	North Kirklees	16,277	459
East Durham Creates	East Durham	10,061	2,896
First Art	Derbyshire	18,848	2,598
Heart of Glass	St Helen's	19,436	11,315
HOME	Slough	3,688	170
Hounslow Creative People & Places	Hounslow	85,432	465
Ideas Test	Swale and Medway	8,453	1,149
LeftCoast	Blackpool and Wyre	29,533	1,329
Corby	Made in Corby	6,638	4,779
Market Place	Fenland and Forest Heath	2,023	312
Peterborough Presents...	Peterborough	9,159	562
Revoluton Arts	Luton	3,727	405
Right Up Our Street	Doncaster	23,094	2,229
Super Slow Way	Pennine Lancashire	7,090	1,991
The Culture Spring	South Tyneside and North Sunderland	10,562	1,242
Transported	Boston and South Holland	17,718	612
<i>All Places combined</i>		<i>1,342,473</i>	<i>98,527</i>
<i>Place Average</i>		<i>67,124</i>	<i>4,926</i>

## Geo-demographic profiling

Geo-demographic profiling classifies people into different ‘types’ depending on where they live, and can be used to understand the lifestyles, preferences and motivations of a group of attenders.

**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](http://www.theaudienceagency.org/audience-spectrum)

**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 and highlighted with the index being coloured **blue**.

### Mapping and location analysis

The maps in this report show the distribution of the national CPP audience. It should be noted that the maps are created from the postcode given at the time of attending (most likely a home postcode) and not necessarily where the person has travelled from that day (for example, they may have commuted from a location closer to the event).

**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 number of households in that postal sector. Those with the highest proportions (i.e. the highest penetration) 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 19. The full data that sits behind these maps can be found in the accompanying spreadsheet.

Finally, postcodes have been analysed to describe the percentage of participants from within and without each project area, and the average drive time/distance between participants' home and the events they attended.

## Overall Findings

### Audience Spectrum profile

Across all CPP projects in 2016, 49% of participants belonged to one of the lower engaged Audience Spectrum segments, 37% one of the medium engaged segments and 13% one of the higher engaged segments. This compares to 36% lower, 41% medium and 23% higher in the England population. Amongst CPP participants, **10% more are from lower and medium engaged segments** than are present in the English population as a whole.

The three most prominent Audience Spectrums segments across the CPP national participant profile are Trips and Treats, Kaleidoscope Creativity and Facebook Families. 53% 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*)
- **Kaleidoscope Creativity:** Urban and culturally diverse, their arts and cultural activity happens in their community and outside and mainstream (*Lower engagement*)
- **Facebook Families:** Harder pressed suburban and semi-urban households for whom arts and culture plays a small role (*Lower engagement*)

Trips & Treats is marginally over-represented when compared to England, making up 18% of national participants compared to England's 15%. Kaleidoscope Creativity, a lower engaged group, is double that of the English population, making up 18% of the CPP participants and only 9% of the population. Facebook Families, another lower engaged group, is also over-represented at 16% of all participants and 10% of England.

The other lower engaged groups, Up Our Street and Heydays, are both found in similar proportions amongst CPP participants as they are amongst the population of England, accounting for 10% and 5% of national CPP participants, and 10% and 7% of the population respectively.

The most underrepresented segment amongst CPP participants is Metroculturals, a high engagement segment. This segment accounts for 1% of all CPP national participants, but 4% of England's population.

## Mosaic profile

### Mosaic groups

The three most prominent Mosaic groups amongst CPP participants are **Aspiring Homemakers**, **Municipal Challenge** and **Urban Cohesion**. 32% of all participants belong to one of these three groups.

- **Aspiring Homemakers:** Younger households settling down in housing priced within their means.
- **Municipal Challenge:** Urban renters of social housing facing an array of challenges.
- **Urban Cohesion:** Residents of settled urban communities with a strong sense of identity.

These three Mosaic groups are all over-represented amongst CPP participants when compared to English households as a whole. Of the top three, Municipal Challenge is most notably overrepresented, accounting for 11% of participants and 6% of English households. Transient Renters, Modest Traditions and Suburban Stability are also over-represented amongst CPP participants.

The most under-represented groups amongst participants compared to English households are City Prosperity, Country Living, Prestige Positions, and Rural Reality, collectively representing 23% of England households but only 11% of CPP participants.

### Mosaic types

The ten most prominent Mosaic types amongst CPP participants are Cultural Comfort, Crowded Kaleidoscope, Renting a Room, Affordable Fringe, Flexible Workforce, Low Income Workers, Community Elders, Primary Ambitions, Families with Needs and Make Do and Move on.

Altogether, 35% of participants fall into one of these ten types, with the top five types alone accounting for a fifth of all participants.

- **Cultural Comfort:** Thriving families with good incomes in multi-cultural urban communities (*in the Urban Cohesion group*)
- **Crowded Kaleidoscope:** Multi-cultural households with children renting social flats in over-crowded conditions (*in the Municipal Challenge group*)
- **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*)
- **Flexible Workforce:** Self-starting young renters ready to move to follow worthwhile incomes from service sector jobs (*in the Rental Hubs group*)

Nine of the top 10 Mosaic types are over-represented amongst CPP participants when compared with English households, in particular Cultural Comfort, which accounts for 4% of participants and 1% of households.

## Social grade

Modelling based on Mosaic types suggests that across all CPP projects in 2016 approximately **51% of participants belonged to the C2, D or E social grade**. This is 5% higher than is seen across the population of England, where 46% fall into the C2, D or E social grade.

Each of the C2, D and E groups were over-represented, and each of the A, B and C social grades were underrepresented, with overrepresentation increasing as we move from group A to group E.

## Geographic spread of visitors

Participants came predominantly from those areas where CPP projects were taking place, with 77% of participants living in the project area of the event(s) they attended. Although the 'average' place saw 72% of its participants come from the local area, there was a relatively large range found amongst the places, with the most 'local' seeing 89% resident in the project area, and the least 'local' attracting 49% of their participants from outside the project area.

The areas with the highest number of participants were Hounslow, LeftCoast and bait due to the scale of the projects that were undertaken.

The local nature of participants is also seen when analysing drive times: half of participants lived within 11 minutes or a 3 mile drivetime of the event they attended. On average, a participant lived a 22.2 minute drive from the event(s) they attended, or 10.4 miles as the crow flies.

# Profiling

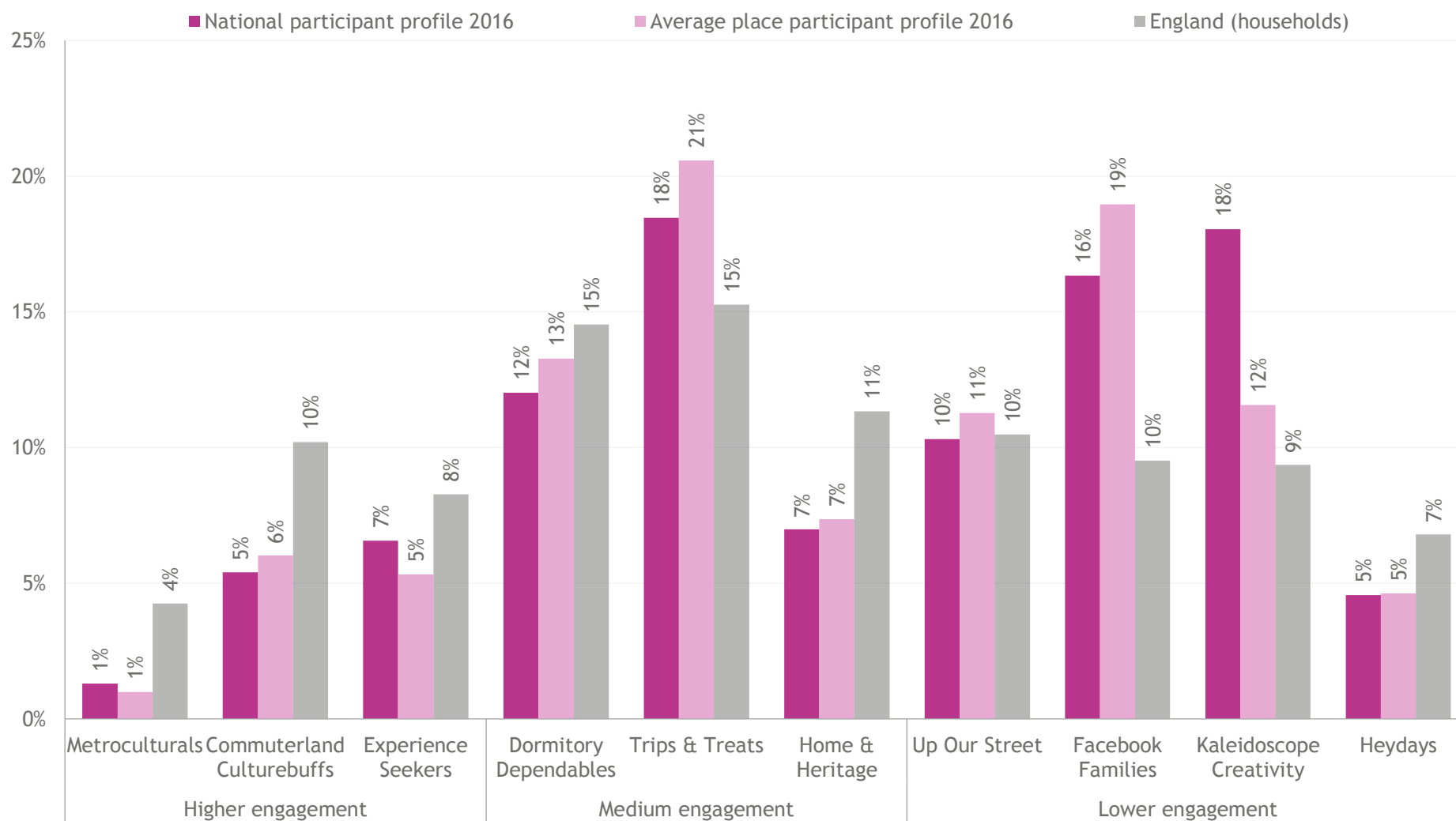
## Audience Spectrum

Segment name	National Participant Profile 2016	Average place participant profile 2016	England (households)	Index (National Participant Profile 2016 v England (households))
Metroculturals	1%	1%	4%	30
Commuterland Culturebuffs	5%	6%	10%	53
Experience Seekers	7%	5%	8%	79
Dormitory Dependables	12%	13%	15%	83
Trips & Treats	18%	21%	15%	121
Home & Heritage	7%	7%	11%	62
Up Our Street	10%	11%	10%	98
Facebook Families	16%	19%	10%	172
Kaleidoscope Creativity	18%	12%	9%	193
Heydays	5%	5%	7%	67

Weighted base: 33,814 participants

Unweighted base: 34,789 participants with matched UK postcodes

## Audience Spectrum: 2016 participants compared to England households



Please note: On all profiling charts the data label is rounded to the nearest percentage whereas the bars show the actual (un-rounded) value.

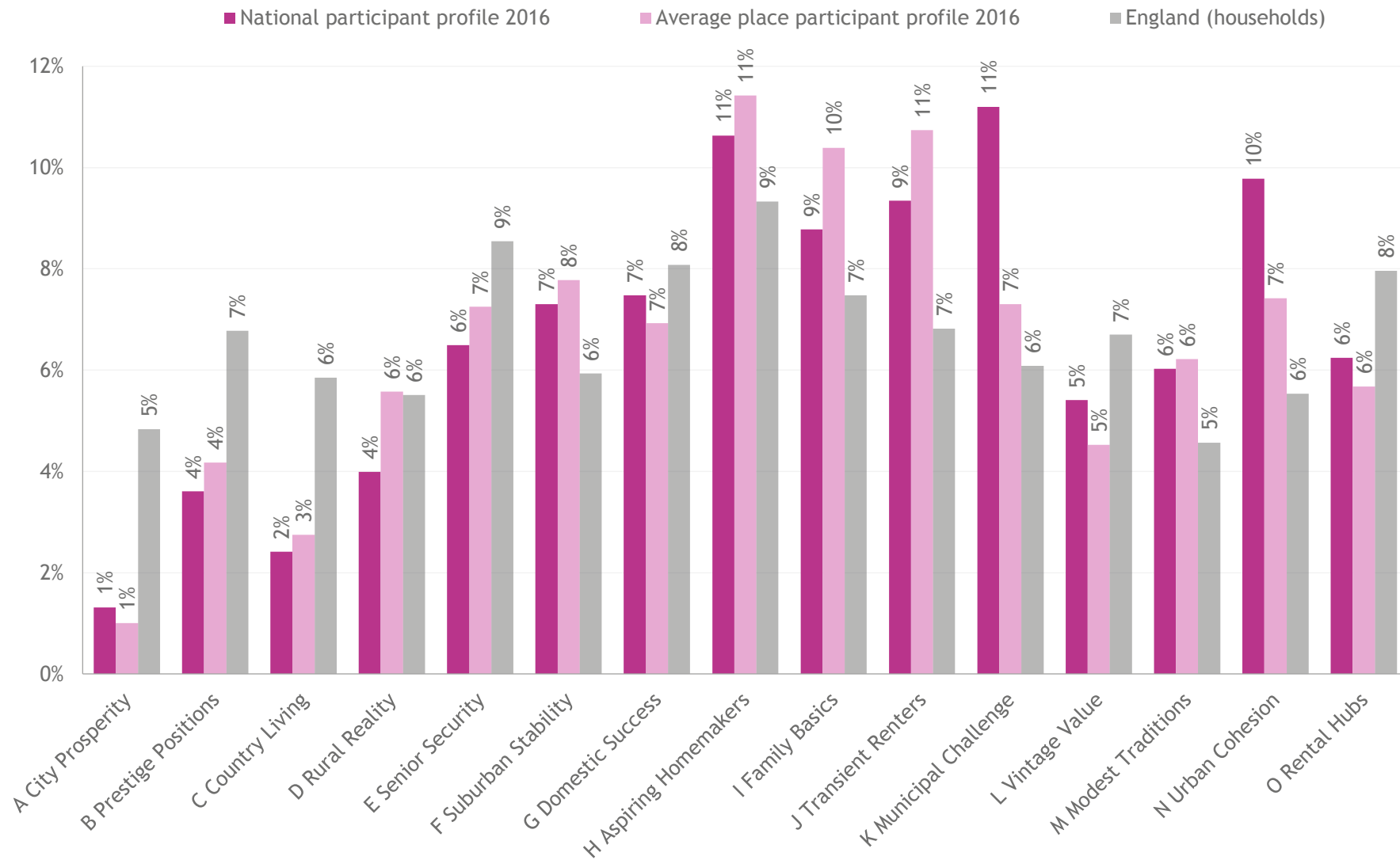
## Mosaic groups

Group name	National Participant Profile 2016	Average place participant profile 2016	England (households)	Index (National Participant Profile 2016 v England (households))
A City Prosperity	1%	1%	5%	27
B Prestige Positions	4%	4%	7%	53
C Country Living	2%	3%	6%	41
D Rural Reality	4%	6%	6%	72
E Senior Security	6%	7%	9%	76
F Suburban Stability	7%	8%	6%	123
G Domestic Success	7%	7%	8%	93
H Aspiring Homemakers	11%	11%	9%	114
I Family Basics	9%	10%	7%	117
J Transient Renters	9%	11%	7%	137
K Municipal Challenge	11%	7%	6%	184
L Vintage Value	5%	5%	7%	81
M Modest Traditions	6%	6%	5%	132
N Urban Cohesion	10%	7%	6%	177
O Rental Hubs	6%	6%	8%	78

Weighted base: 33,860 participants

Unweighted base: 34,581 participants with a matched UK postcode

## Mosaic groups: 2016 participants compared to England households

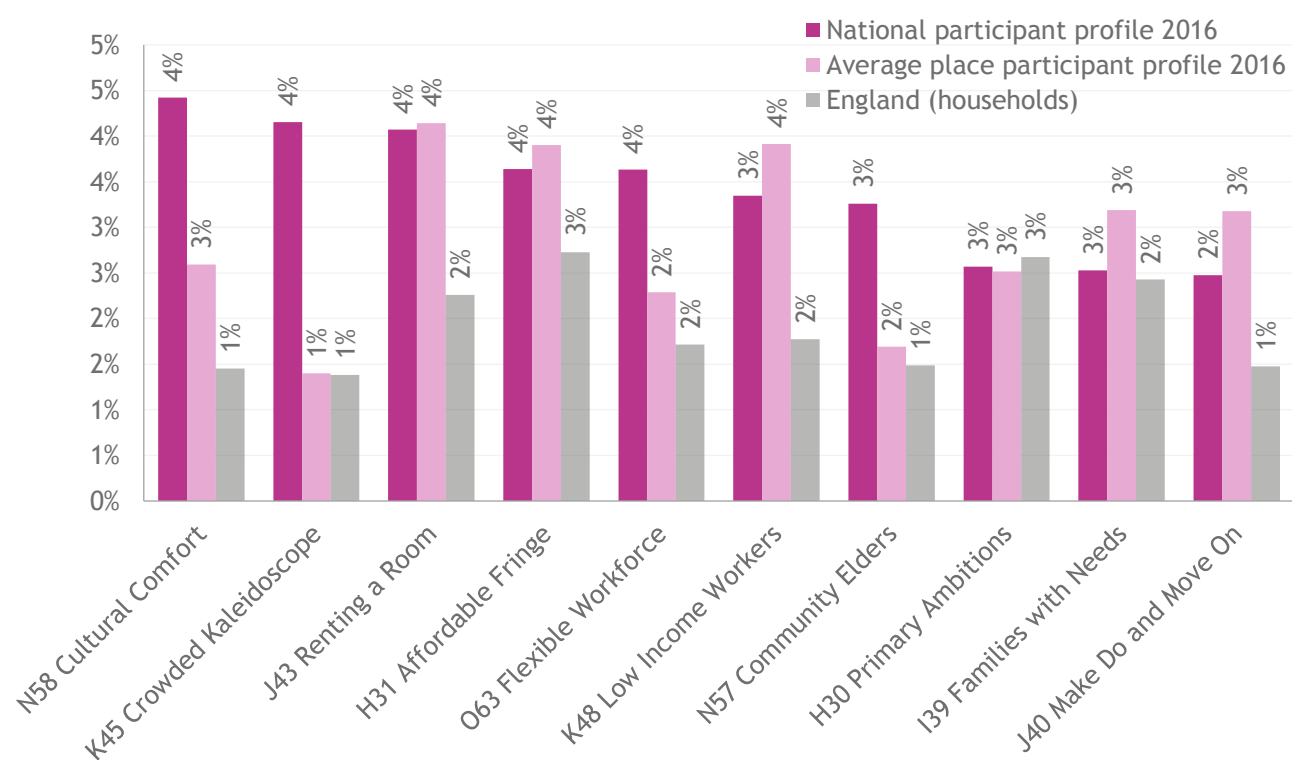


## Mosaic types

The following table shows the top 10 Mosaic types in National Participant Profile. A table showing the full Mosaic type profile is available in the accompanying spreadsheet.

Type name	National Participant Profile 2016	Average place participant profile 2016	England (households)	Index (National Participant Profile 2016 v England (households))
N58 Cultural Comfort	4%	3%	1%	<b>305</b>
K45 Crowded Kaleidoscope	4%	1%	1%	<b>300</b>
J43 Renting a Room	4%	4%	2%	<b>180</b>
H31 Affordable Fringe	4%	4%	3%	<b>133</b>
O63 Flexible Workforce	4%	2%	2%	<b>212</b>
K48 Low Income Workers	3%	4%	2%	<b>188</b>
N57 Community Elders	3%	2%	1%	<b>219</b>
H30 Primary Ambitions	3%	3%	3%	96
I39 Families with Needs	3%	3%	2%	104
J40 Make Do and Move On	2%	3%	1%	<b>168</b>

### Top 10 Mosaic types: 2016 participants compared to England households



## Social grade analysis

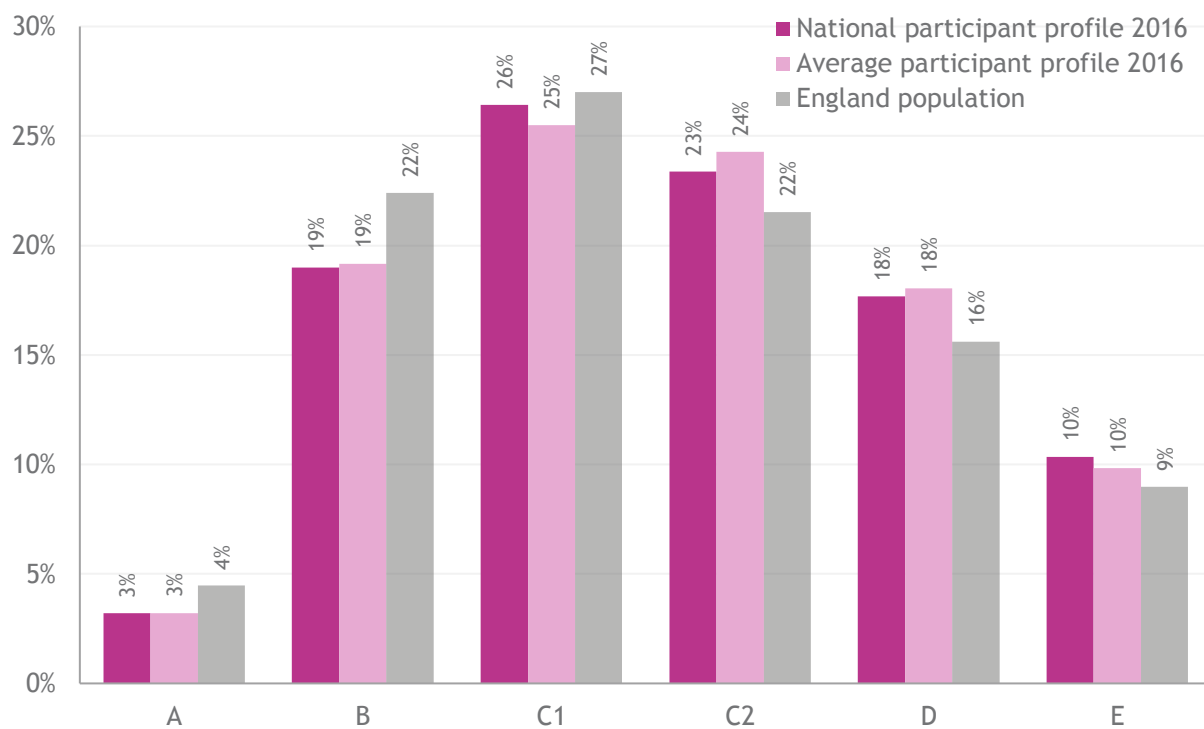
Social grade is an occupation-based system of demographic classification, which groups the population on the basis of the head of the household's occupation. Although superseded by the National Statistics Socio-economic Classification (NS-SeC), it can be useful in expressing the socio-economic status 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. However it should be noted that this analysis should only be taken as being indicative of the likely profile of CPP participants.

### Social grade

Social grade	National participant profile 2016	Average participant profile 2016	England (population)	Index (National participant profile 2016 v England (population))
A	3%	3%	4%	72
B	19%	19%	22%	85
C1	26%	25%	27%	98
C2	23%	24%	22%	109
D	18%	18%	16%	113
E	10%	10%	9%	115



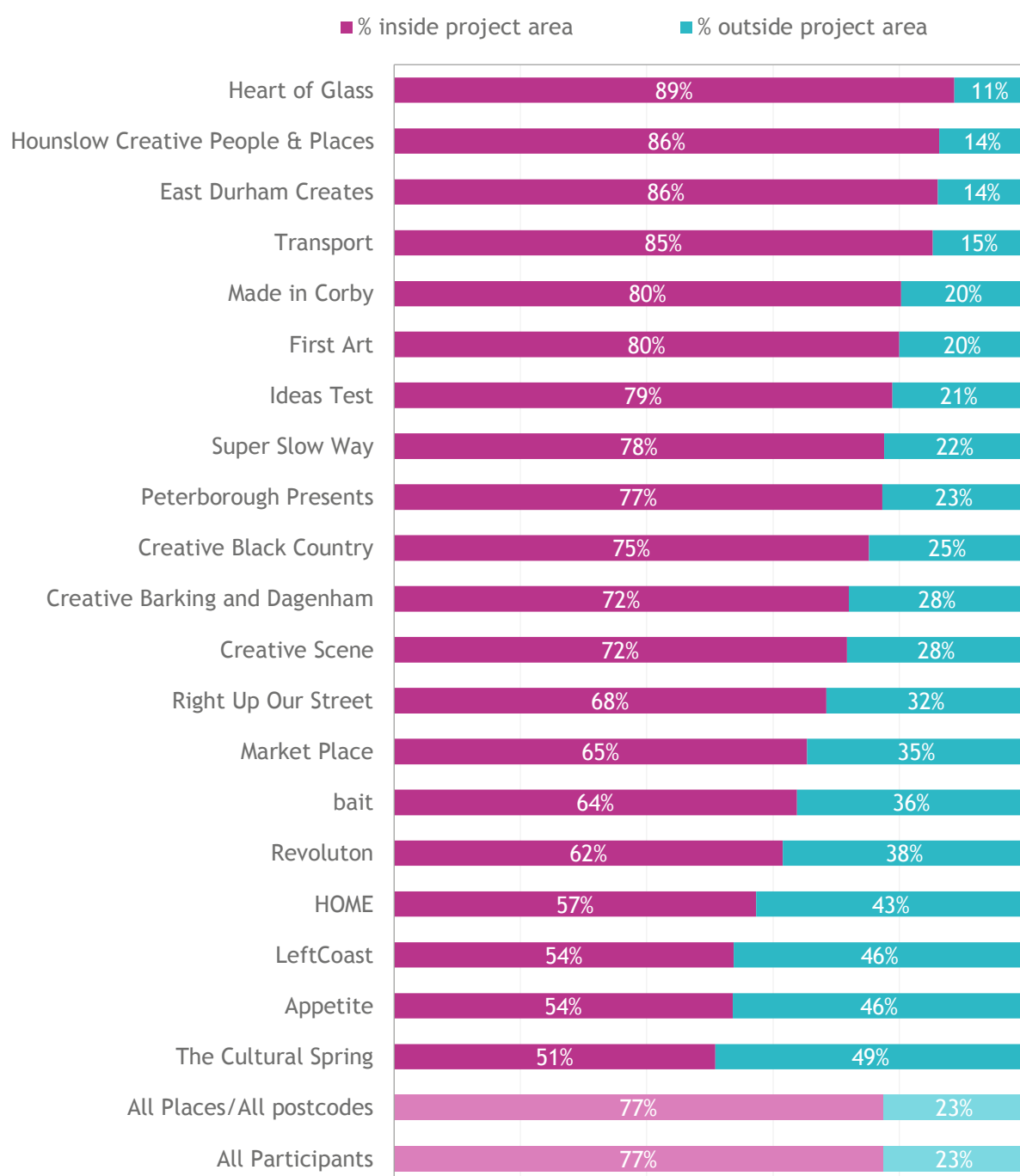


## Geographic distribution

### Proportion of participants resident within project areas

Each participant postcode was analysed to determine whether the participant lived within the project area for the event(s) they were attending, or elsewhere.

*Note: This analysis does not include those who participated by watching online streams of Project content.*



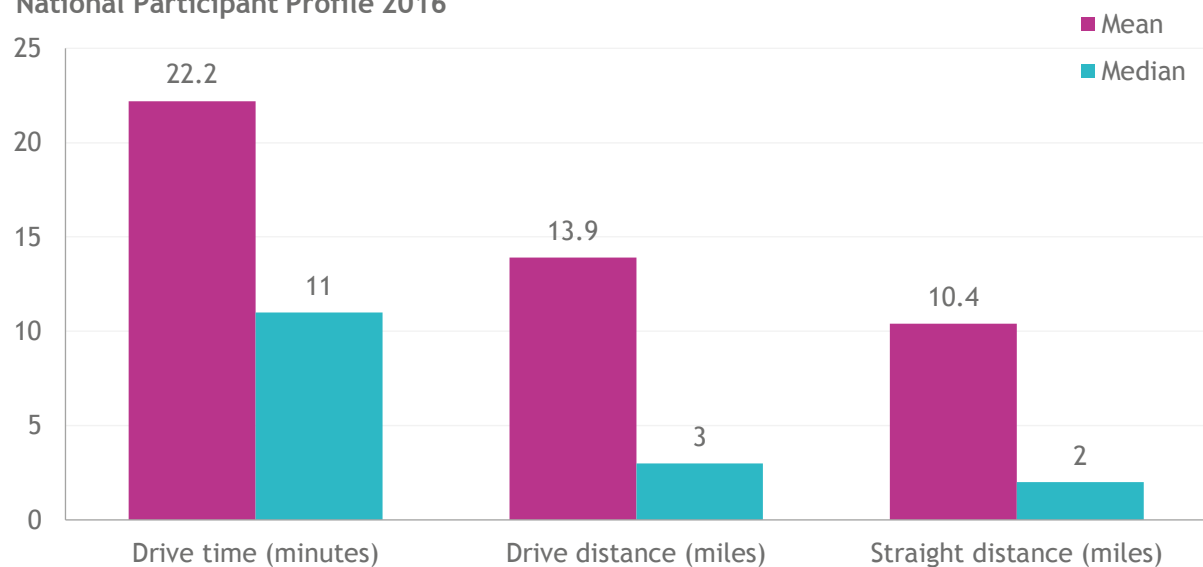
Project	Area	Participants	Valid postcodes	Inside project area	Outside project area
Heart of Glass	St Helens	19,436	11,315	89%	11%
Hounslow Creative People & Places	Hounslow	85,432	459	86%	14%
East Durham Creates	East Durham	10,061	2,896	86%	14%
Transport	Boston and South Holland	17,718	612	85%	15%
Made in Corby	Corby	6,638	4,779	80%	20%
First Art	Derbyshire	8,184	768	80%	20%
Ideas Test	Swale and Medway	8,453	1,149	79%	21%
Super Slow Way	Penine Lancashire	7,090	1,991	78%	22%
Peterborough Presents	Peterborough	9,159	562	77%	23%
Creative Black Country	Black Country	10,716	149	75%	25%
Creative Barking and Dagenham	Barking and Dagenham	12,000	733	72%	28%
Creative Scene	North Kirklees	16,277	459	72%	28%
Right Up Our Street	Doncaster	23,094	2,229	68%	32%
Market Place	Fenland and Forest Heath	2,023	312	65%	35%
bait	South East Northumberland	24,871	1,658	64%	36%
Revoluton	Luton	3,727	405	62%	38%
HOME	Slough	3,688	170	57%	43%
LeftCoast	Blackpool and Wyre	29,533	1,329	54%	46%
Appetite	Stoke	24,158	2,218	54%	46%
The Cultural Spring	North Sunderland and South Shields	10,562	1,242	51%	49%
<b>All Participants</b>		<b>332,820</b>	<b>-</b>	<b>77%</b>	<b>23%</b>
<b>Place Average</b>		<b>16,641</b>	<b>1,772</b>	<b>72%</b>	<b>28%</b>
<i>Base</i>		<i>332,820</i>	<i>35,435</i>	<i>-</i>	<i>-</i>

## Distance analysis

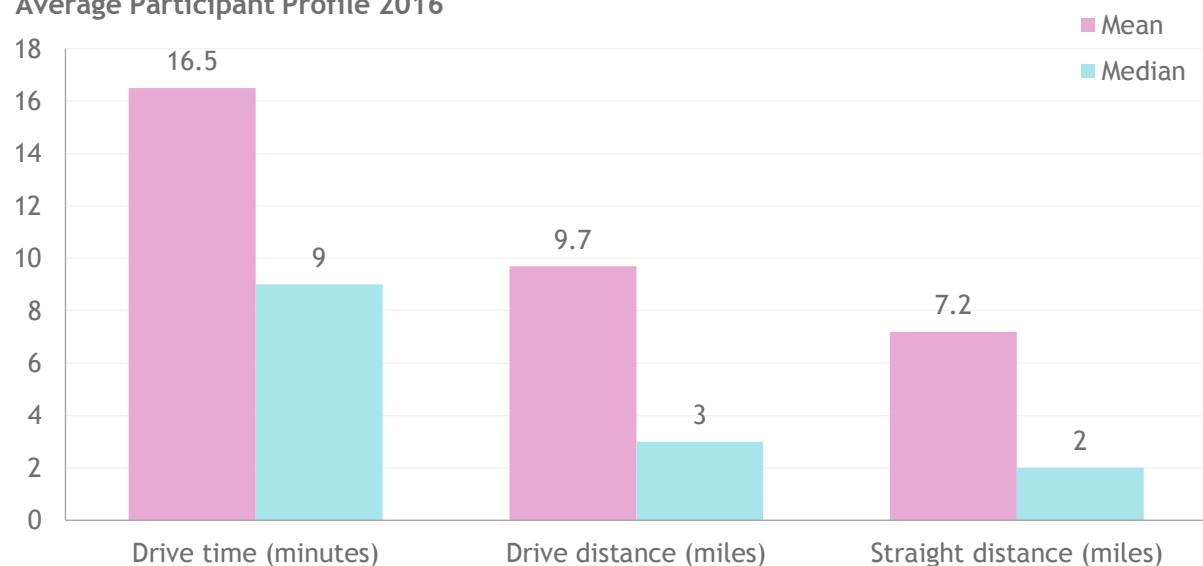
This analysis looks at how far participants lived from the event(s) they attended. The mean describes the average distance/time, and the median describes the distance/time from within which 50% of participants lived.

Measure	National Participant Profile 2016		Average Participant Profile 2016	
	Mean	Median	Mean	Median
Drive time (minutes)	22.2	11	16.5	9
Drive distance (miles)	13.9	3	9.7	3
Straight distance (miles)	10.4	2	7.2	2

**National Participant Profile 2016**



**Average Participant Profile 2016**



## Top postal sectors

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.

All data is weighted according to the audience size reported by each project manager. As Hounslow Creative People and Places had the largest number of participants, they are the most represented in the data set.

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 15 postcode sectors (according to number of participants)

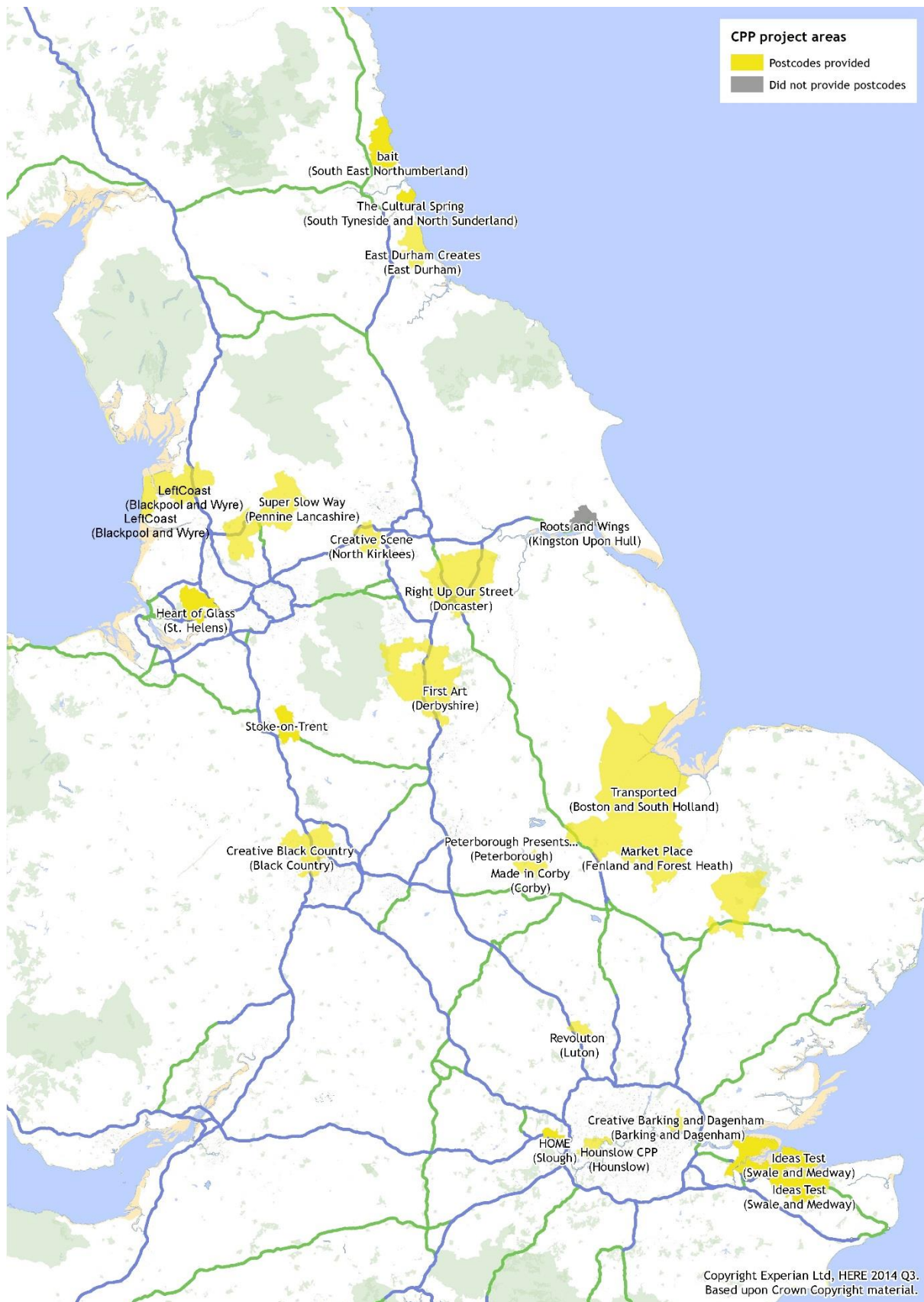
Postal Sector		CPP participants		Households in postal sector	
		National CPP Participant 2016	% of total CPP participants	Count	% of households reached by CPP
TW 3 3	Hanworth Road, Hounslow	1,108	3.2%	4,353	25.5%
TW 4 7	Bath Road, Hounslow	950	2.7%	3,768	25.2%
TW13 4	Redford Close, Feltham	851	2.4%	5,076	16.8%
TW14 9	Staines Road, Feltham	633	1.8%	4,557	13.9%
TW 3 4	Lampton Road, Hounslow	455	1.3%	2,922	15.6%
TW 4 6	Beavers Lane, Hounslow	396	1.1%	2,126	18.6%
TW 3 1	High Street, Hounslow	376	1.1%	3,209	11.7%
TW 3 2	Ellerdine Road, Hounslow	336	1.0%	3,611	9.3%
TW 5 9	Hounslow (Incl Cranford)	336	1.0%	5,058	6.7%
TW 7 6	Worton Road, Isleworth	258	0.7%	4,460	5.8%
PE21 8	Boston (Incl Wyberton Fen, Boston West)	253	0.7%	5,351	4.7%
DN 5 0	Bentley, Arksey, Toll Bar	231	0.7%	4,251	5.4%
PE21 8	Boston (Incl Wyberton Fen, Boston West)	253	0.7%	5,351	4.7%
DN 5 0	Bentley, Arksey, Toll Bar	231	0.7%	4,251	5.4%
NE63 9	Ashington (Incl Woodhorn, North Seaton)	230	0.7%	5,143	4.5%

*Top 15 postcode sectors (according to percentage of households reached)*

Postal Sector		CPP participants		Households in postal sector	
		National CPP Participant 2016	% of total CPP participants	Count	% of households reached by CPP
TW 3 3	Hanworth Road, Hounslow	1,108	3.2%	4,353	25.5%
TW 4 7	Bath Road, Hounslow	950	2.7%	3,768	25.2%
TW 4 6	Beavers Lane, Hounslow	396	1.1%	2,126	18.6%
TW13 4	Redford Close, Feltham	851	2.4%	5,076	16.8%
TW 3 4	Lampton Road, Hounslow	455	1.3%	2,922	15.6%
TW14 9	Staines Road, Feltham	633	1.8%	4,557	13.9%
TW 3 1	High Street, Hounslow	376	1.1%	3,209	11.7%
ME 3 0	Isle Of Grain	64	0.2%	652	9.9%
TW 3 2	Ellerdine Road, Hounslow	336	1.0%	3,611	9.3%
TW13 7	Fernside Avenue, Feltham	178	0.5%	2,180	8.2%
TW 5 9	Hounslow (Incl Cranford)	336	1.0%	5,058	6.7%
FY 1 1	Promenade, Blackpool	17	0.0%	258	6.5%
WV 2 4	Wolverhampton (Incl Penn)	54	0.2%	905	6.0%
TW 7 5	London Road, Isleworth	198	0.6%	3,354	5.9%
TW 7 6	Worton Road, Isleworth	258	0.7%	4,460	5.8%

# Mapping

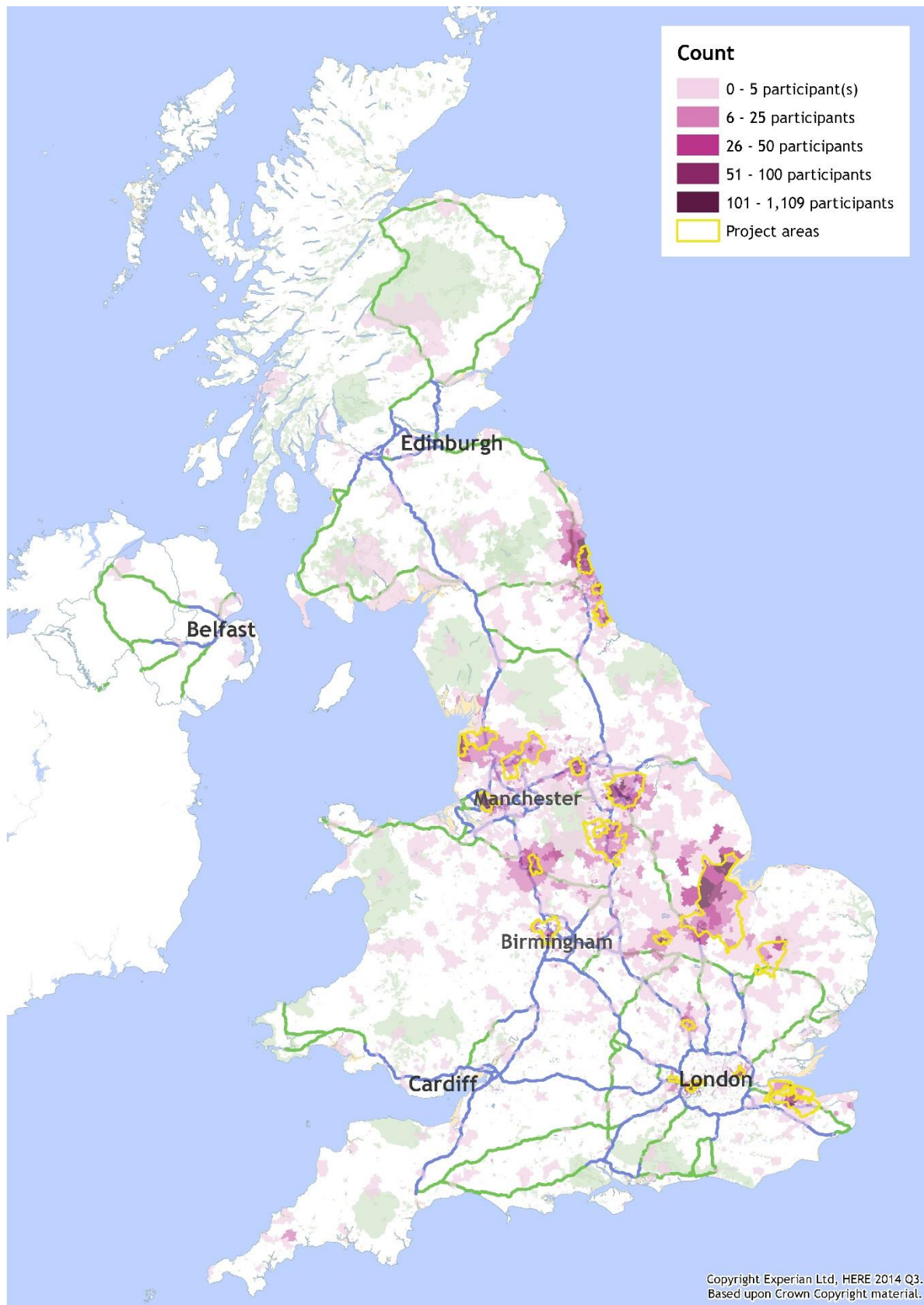
## All CPP project areas



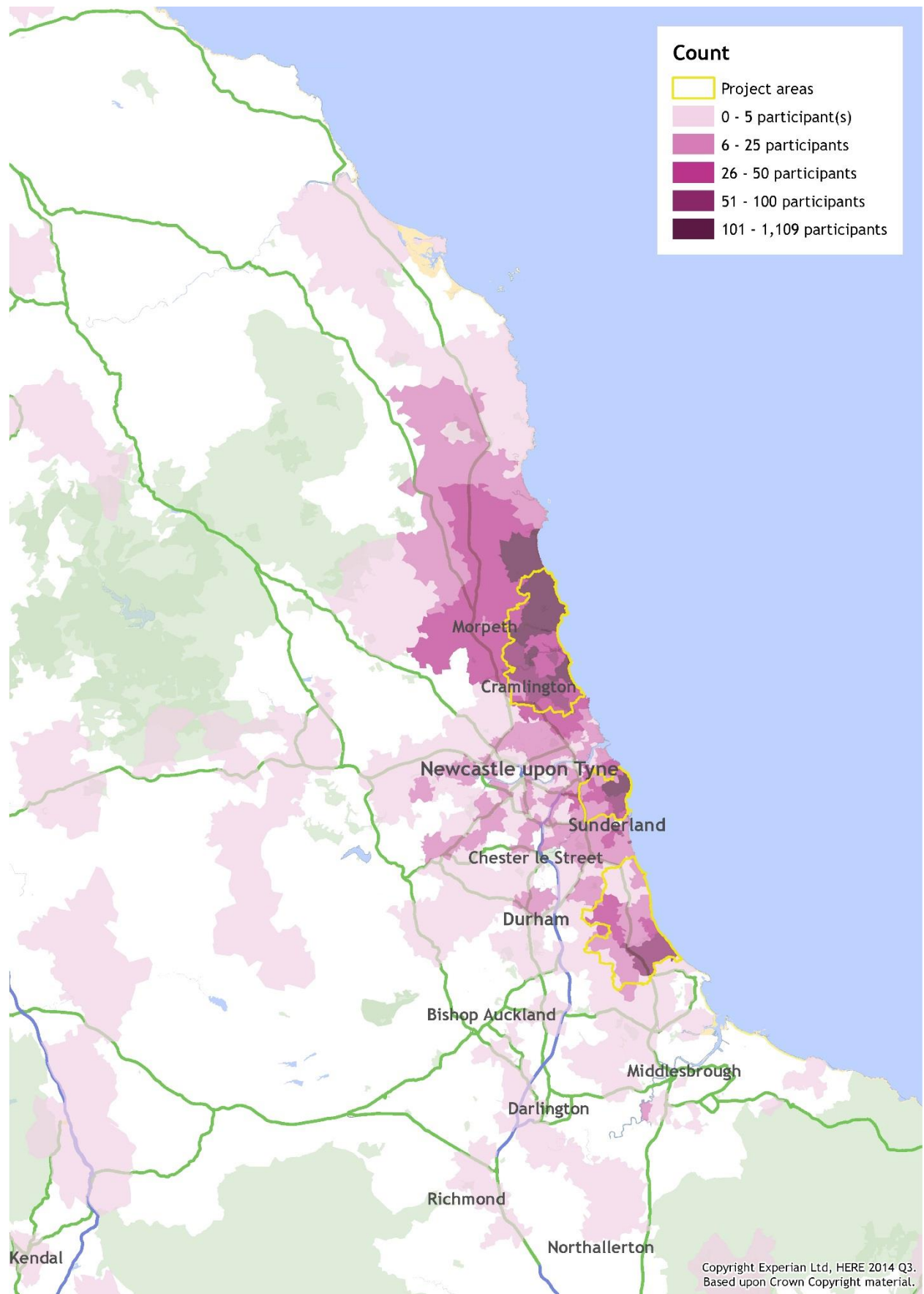


## Participants by postal sector

UK

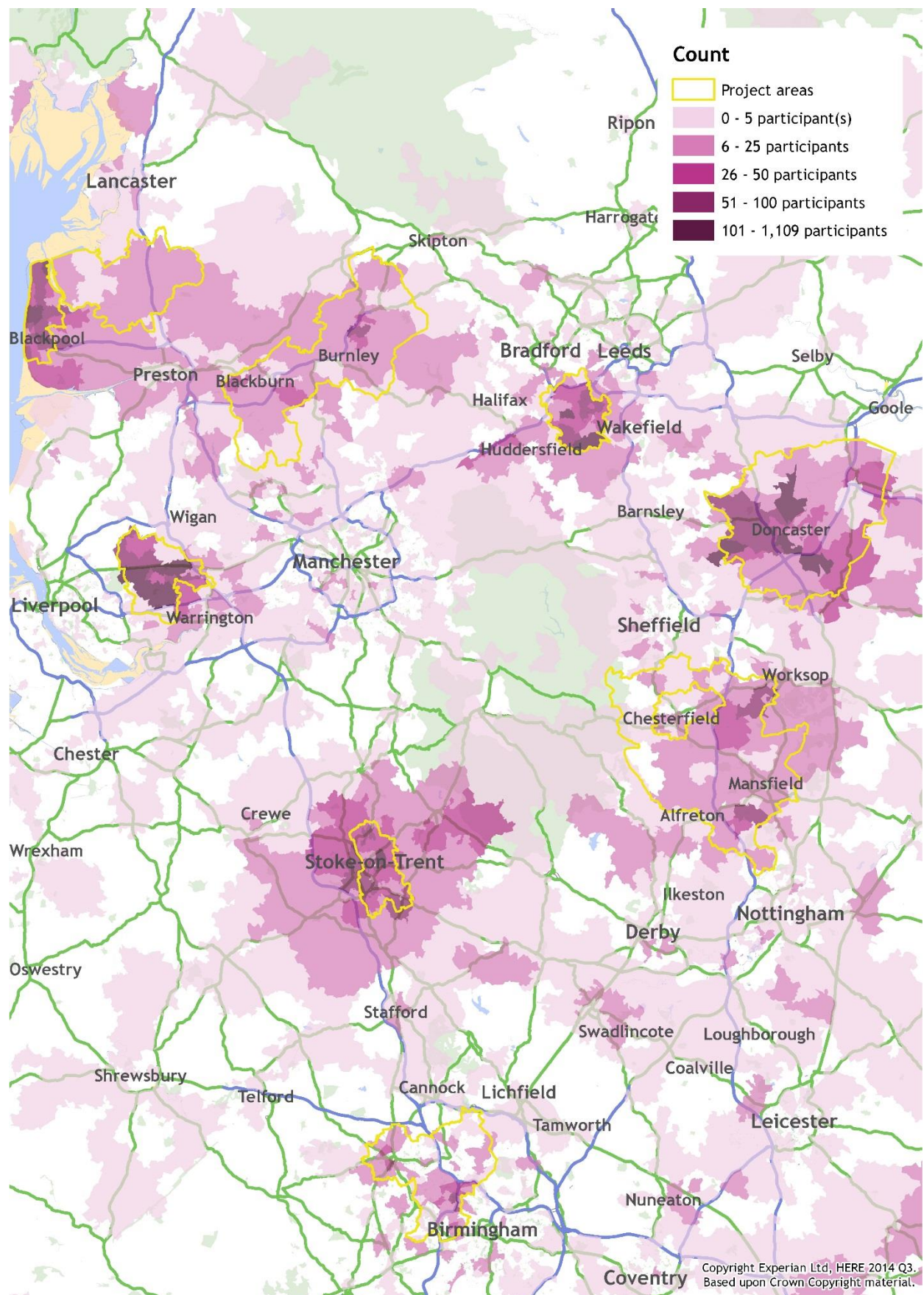


## North East



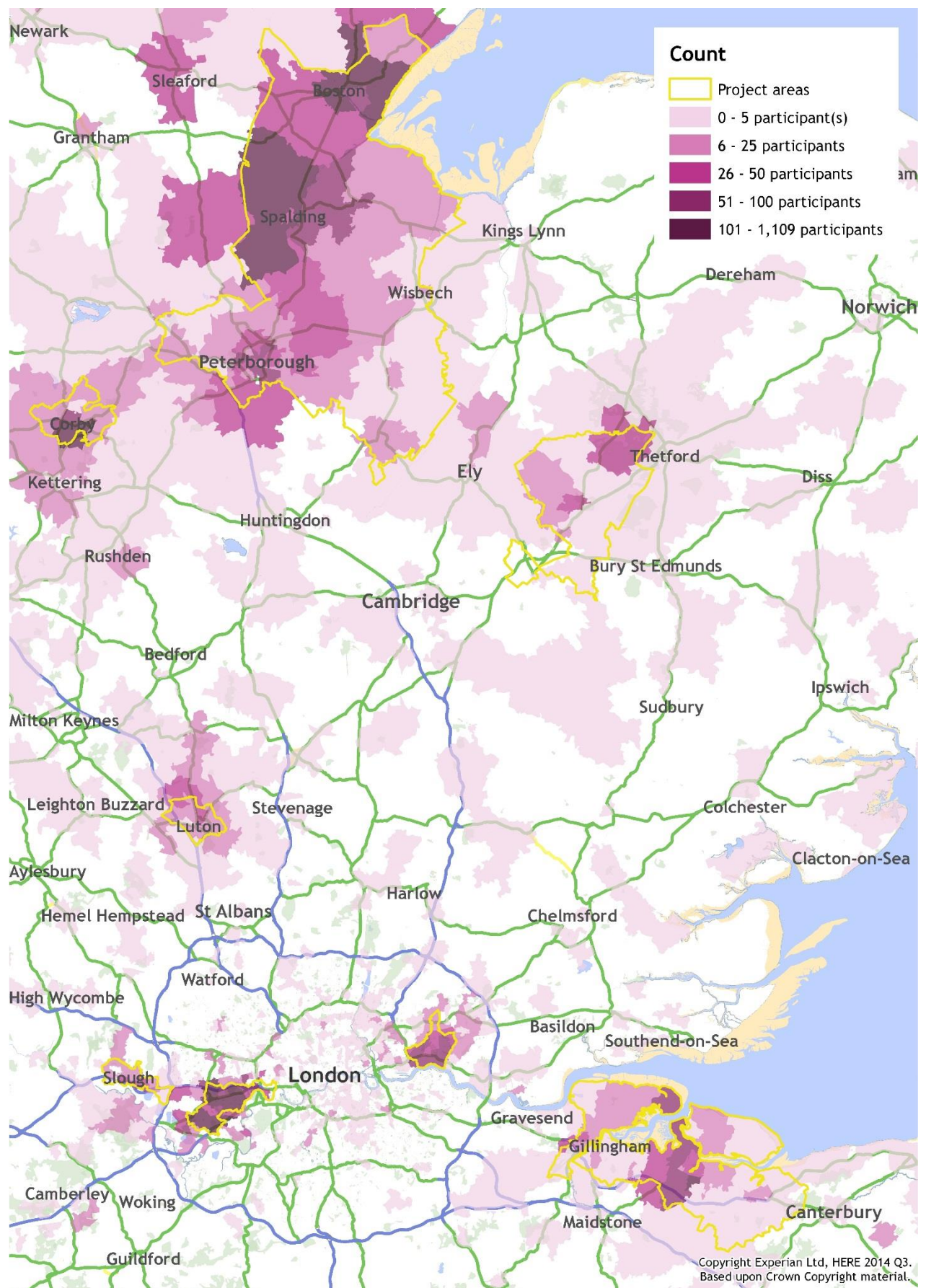


## North West and Midlands



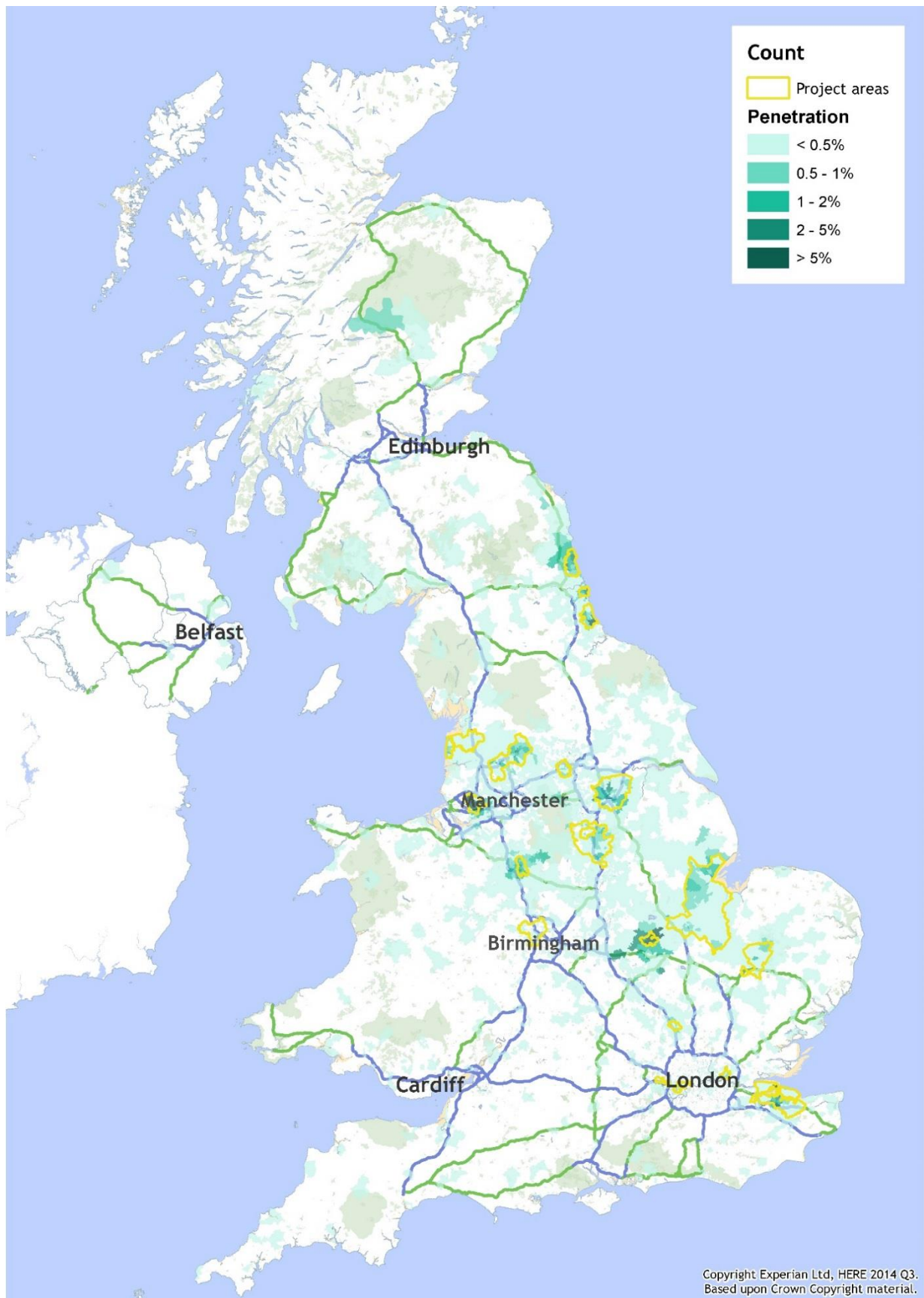


## South and East



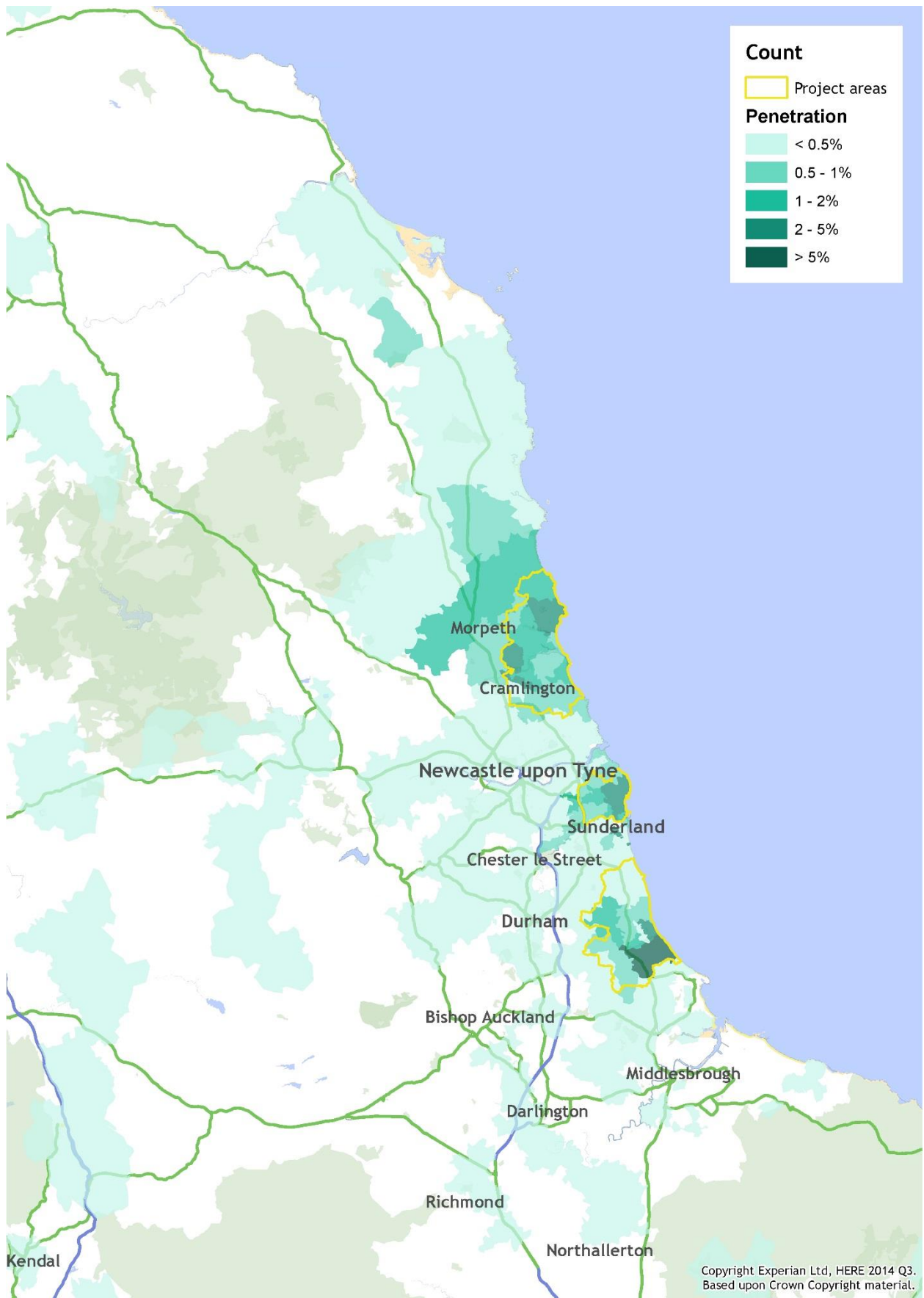
## Household penetration by postal sector

UK

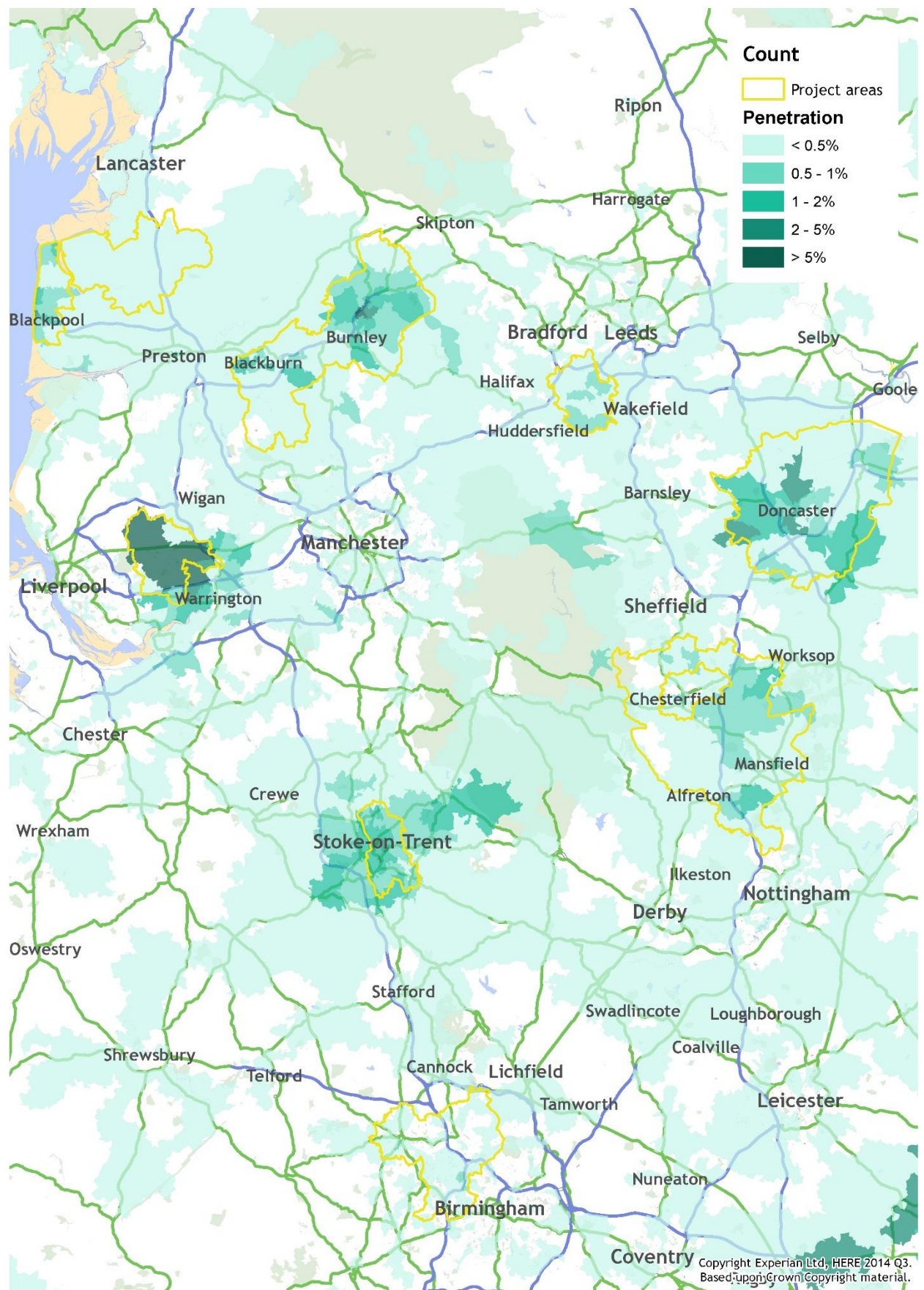




## North East

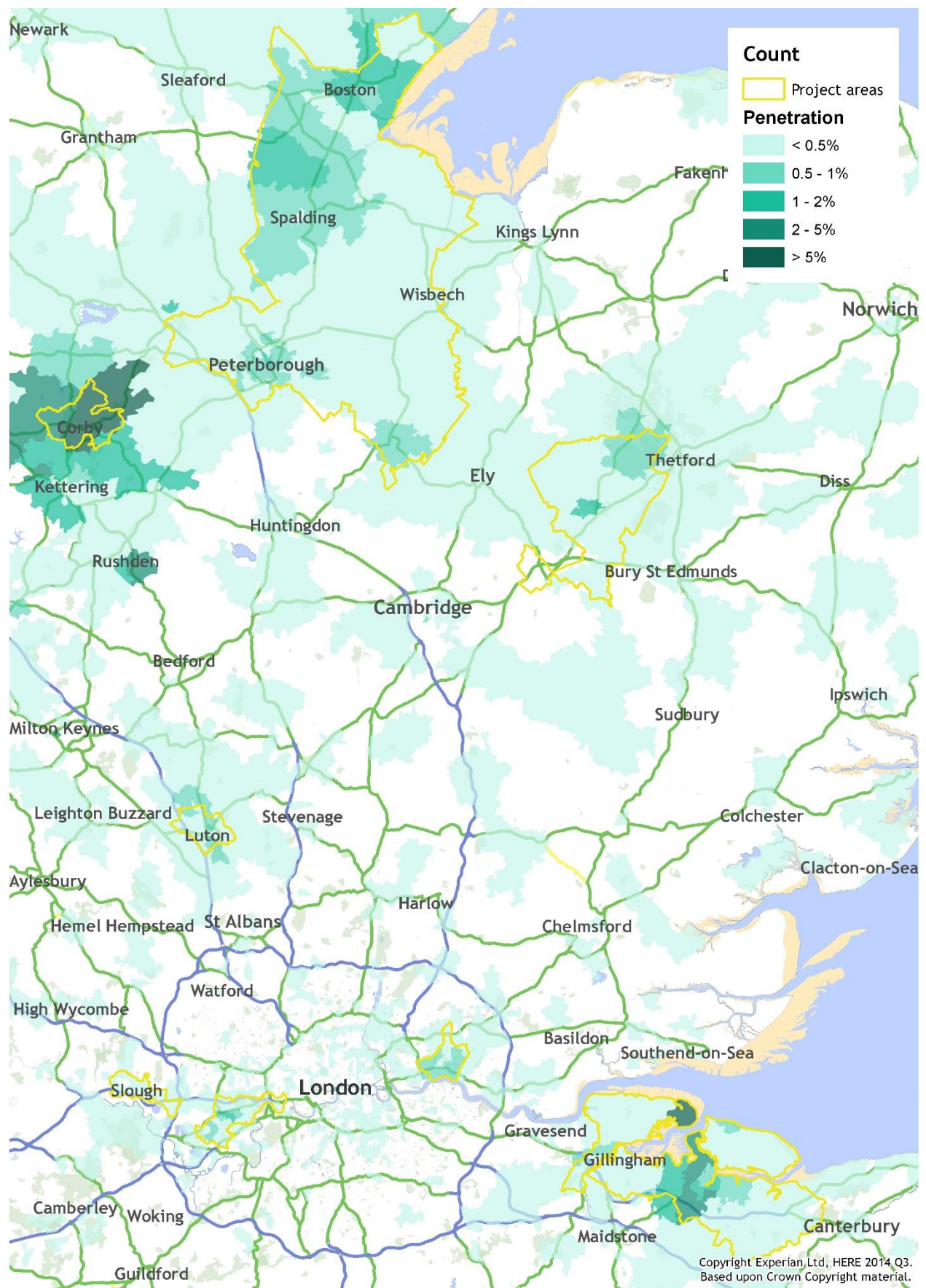


## North West and Midlands





## South and East



## Contacts

### **London Office**

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