

# Audience Spectrum

*An arts specific segmentation and profiling tool, built using the Taking Part survey*

Taking Part Survey, 10<sup>th</sup> Anniversary User Event  
DCMS, 28<sup>th</sup> July 2015

Leo Sharrock, Head of Data Strategy



the audience agency

# The Story of Audience Spectrum

- Who are The Audience Agency?
- What is *Audience Spectrum*?
- Using *Taking Part* to build *Audience Spectrum*
- What does *Audience Spectrum* look like?
- How are cultural organisations using it?
- How can you access *Audience Spectrum*?
- Questions



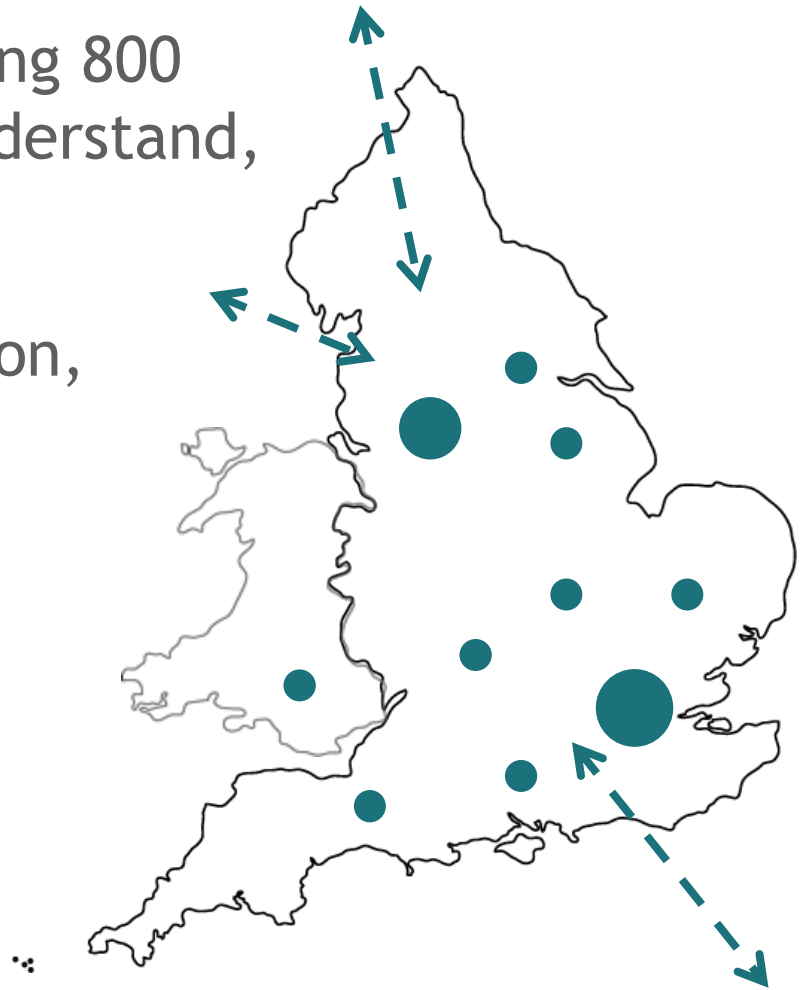
# The Audience Agency

Not-for-profit NGO supporting 800 cultural organisations to understand, and grow audiences

Services: advice & facilitation, research & intelligence

Give-and-gain model: sharing insight

Local - national - local





# audience spectrum



audience  
spectrum

A segmentation of the UK population based on people's cultural habits and preferences.

10 segments with distinct profiles located by postcode.

Helps organisations understand a spectrum of audiences, plan to meet needs, and find new audiences.



Metroculturals



Commuterland  
Culturebuffs



Experience  
Seekers



Dormitory  
Dependables



Trips & Treats



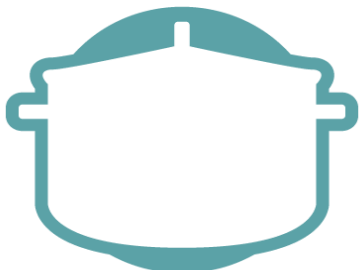
Home &  
Heritage



Up Our Street



Facebook  
Families

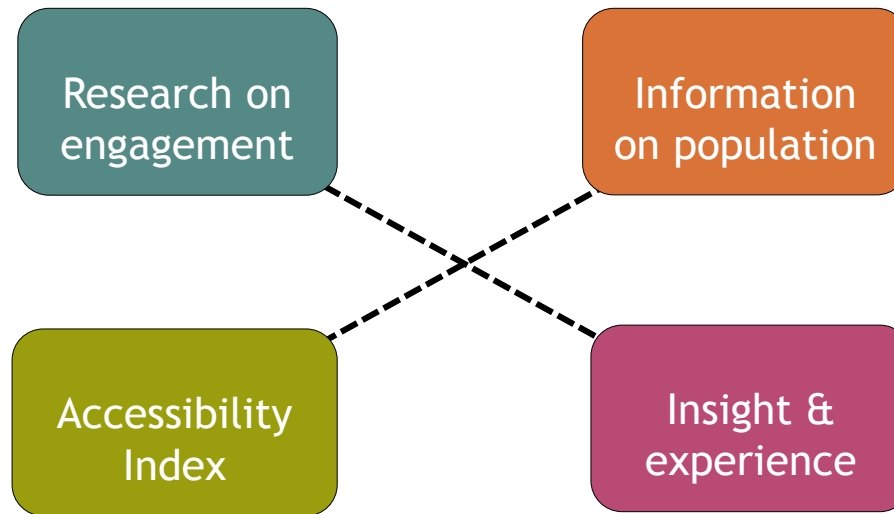


Kaleidoscope  
Creativity

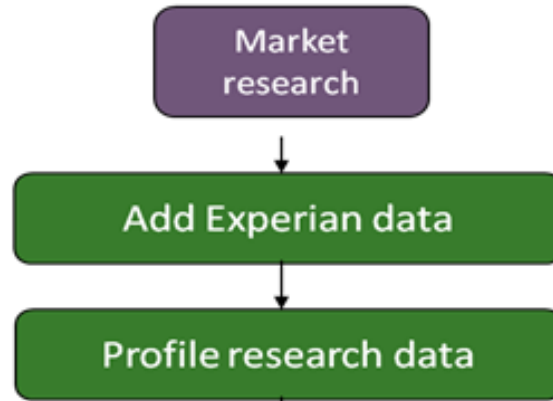


Heydays

# Using *Taking Part* to build Audience Spectrum

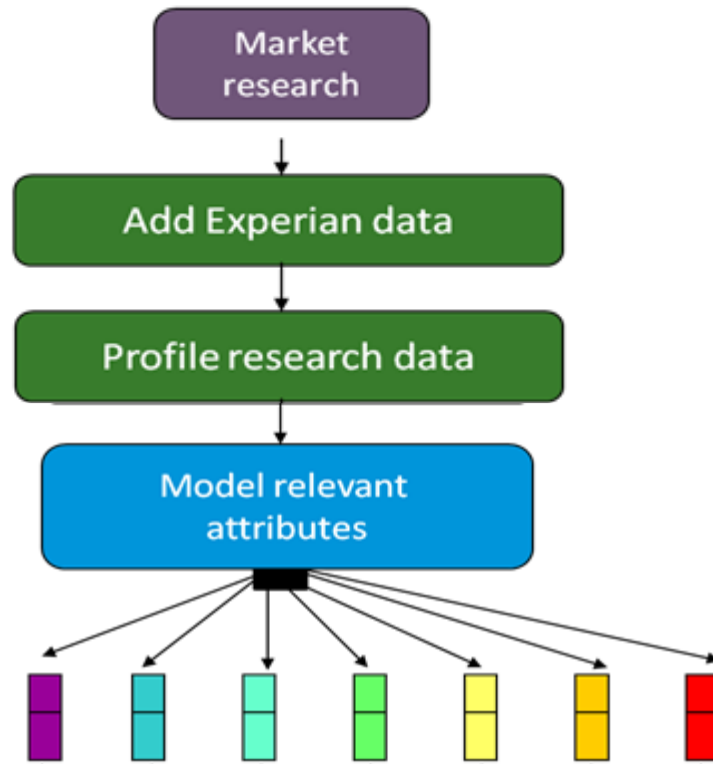


# Using *Taking Part* to build Audience Spectrum

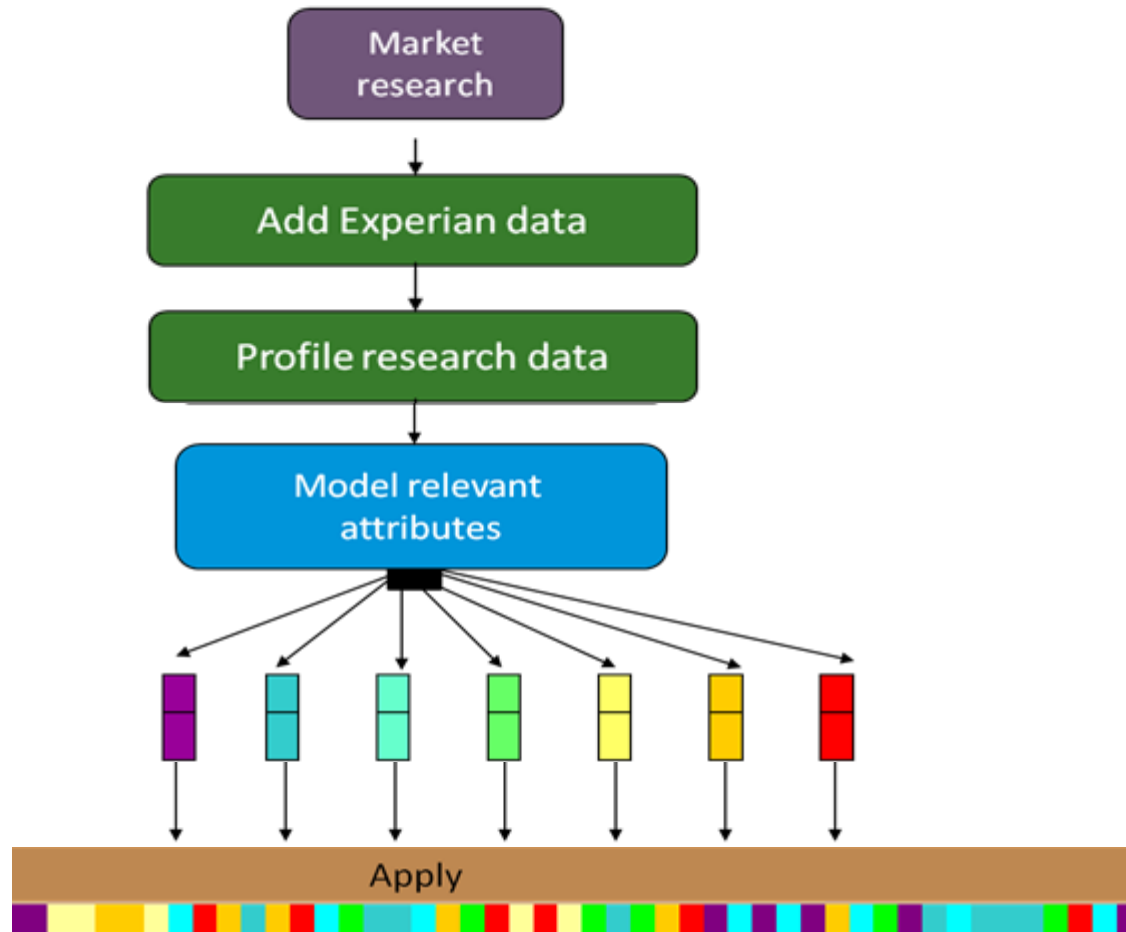




# Using *Taking Part* to build Audience Spectrum



# How we built the segmentation



# How we built the segmentation

- A national picture of engagement
- At household level
- With a wealth of supporting information

What does *Audience Spectrum* look like?

**Medium engagement segments**

**Rank 4 - 6**

**Higher, Rank 1 - 3**

**Lower, Rank 7 - 10**

**Medium engagement**

**Ranked 4 - 6**

**41% population (England)**

**30% of audiences (Audience Finder)**

**High potential for change**

# Dormitory Dependables Trips and Treats Home & Heritage

Connect through the familiar  
Iconic programme  
Focus on social benefits  
Different kind of loyalty



**High engagement**

**Ranked 1 - 3**

**22% population**

**60% of audiences**

**Potential for increased value  
and advocacy**



# Metroculturals Commuterland Culturebuffs Experience Seekers

Manage relationships  
Maximise income  
Develop advocates  
Digital revolution starts here



**Lower engagement**

**Ranked 7 - 10**

**37% population**

**10% of audiences**

**Qualified opportunity**

# Up Our Street Facebook Families Kaleidoscope Creativity Heydays

Different offer  
Different place  
Relevant resources  
Co-creation, special practice  
Creative People & Places



## How are cultural organisations using it?

- 700 orgs in Audience Finder have access to AS
- Strategic marketing/audience development planning
- Targeted tactical marketing delivery
- Funder/stakeholder reporting
- Informing policy/funding decisions



# How can you access AS resources?

The screenshot shows the Audience Agency website interface. At the top, there is a navigation bar with the logo 'the audience agency | audience finder' on the left and links for 'About', 'Pricing', 'Clients', 'Contact', and 'Leo Sharrock' on the right. Below this is a teal header for 'National audiences' with a search icon and a 'Support' link. A left sidebar contains a 'BROWSE ALL AUDIENCES' section with filters for 'Location', 'Artform', and 'Segment', and a list of audience segments: 'Metroculturals', 'Commuterland Culturebuffs', 'Experience Seekers', 'Dormitory Dependables' (highlighted), 'Trips & Treats', 'Home & Heritage', 'Up Our Street', and 'Facebook Families'. The main content area features a card for 'DORMITORY DEPENDABLES' with a watering can icon and a bulleted list of characteristics. Below this are two expandable sections: 'Overview' and 'Interests'. The 'Interests' section is expanded, showing two sub-sections: 'Cultural interests' and 'Other leisure interests', each with a paragraph of descriptive text.

the audience agency | audience finder

About Pricing Clients Contact Leo Sharrock

National audiences ? Support

BROWSE ALL AUDIENCES

Location >

Artform >

Segment v

Metroculturals

Commuterland Culturebuffs

Experience Seekers

Dormitory Dependables


Trips & Treats

Home & Heritage

Up Our Street

Facebook Families

## DORMITORY DEPENDABLES



- A significant proportion of arts audiences are made up of this dependably regular if not frequently engaging group
- Most live in suburban or small towns and show a preference for heritage activities alongside popular and more traditional mainstream arts
- Many are thriving, well off mature couples or busy older families
- Lifestage coupled with more limited access to an extensive cultural offer mean that culture is more an occasional treat or family or social outing than an integral part of their lifestyle

> Overview

v Interests

### Cultural interests

Dormitory Dependables are an important group whose infrequent but regular attendance, coupled with their large representation within the population means that they form a significant proportion of many cultural audiences.

Living in suburban and rural areas their access to a broad range of arts offerings is not as extensive as it might be, and this along with their busy lifestyles, may contribute to their infrequent engagement. Sometimes when they do attend they have to make time and travel, so arts and culture may tend to be more of a special treat than part and parcel of their everyday social lives.

They do not think of themselves as particularly arty people, but enjoy attending to be entertained and

### Other leisure interests

The home is an important focus for Dormitory Dependables - many are keen DIY enthusiasts and gardeners. Their love of the outdoors is not restricted to gardening, as almost two thirds regularly take part in sports and exercise activities.

Visiting restaurants, bars and clubs are also ways in which they like to use their leisure time to spend time, often with friends or family. They are very keen cinema goers.

With many successful or established in managerial and professional careers, they can afford to use their available income to enjoy holidays or take up new hobbies.

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



# audience spectrum

**Any questions?**