

Frontline Families

Statistical appendix

Arts and culture play a very small role in the lives of this younger, cash-strapped group living in suburban and semi-urban areas of high unemployment. Nevertheless, they do go out as families: cinema, live music, eating out and pantomime



How to use this appendix

This appendix contains further details of the segment presented as graphs, charts and tables. It provides a supplement to the full segment descriptions and narrative which can be found at theaudienceagency.org/audience-spectrum/frontline-families

Unless stated otherwise, data is derived from Taking Part, an annual survey of engagement across England. All data is based on the English population. New segment information and insights will be added over time, if you have any particular requests please do get in touch at research@theaudienceagency.org

Information has been presented for the English population in the following ways

Percentage	Proportion of segment that falls into a particular category, or who answered 'Yes' to a question
Index	How a response compares to the national average. 100 = pop average, 200 = double, 50 = half
Rank	The segments position compared to other segments. '1' is highest rank, '10' is lowest rank

Summary of cultural visits

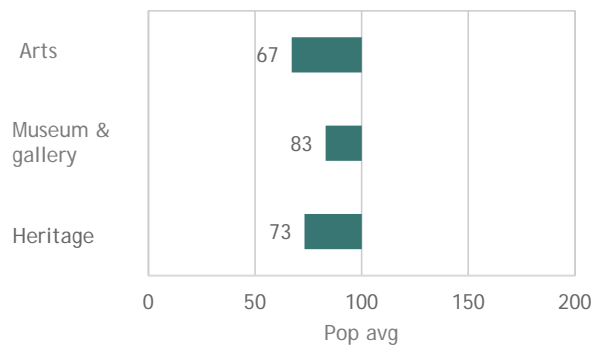
Summary of cultural visits (rank)

Overall engagement rank	8
Arts visits	9
Museum & gallery visits	8
Heritage visits	8

Proximity to provision by sector (rank)

Arts proximity	7
Museum & gallery proximity	6
Heritage proximity	8

Summary of cultural visits (index)



Notes on statistics

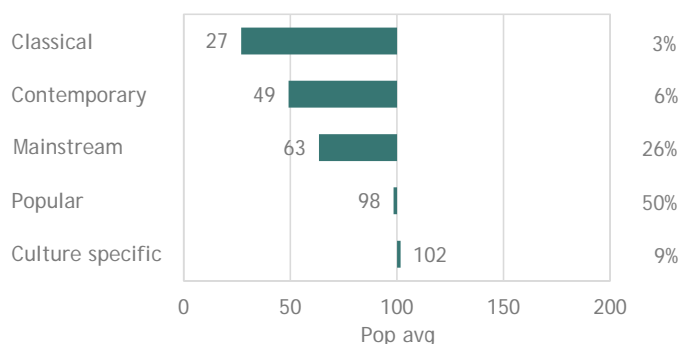
- * Engagement rank is based on arts visits combined with museums/galleries visits and does not include heritage.
- * Proximity to culture is based on analysis of provision across England carried out by The Audience Agency.
- * The overall index for each culture category is calculated from a range of individual activities taken from each category.

Arts visits each year

Types of arts events visited each year (rank)

Classical	10
Contemporary	9
Mainstream	8
Popular	6
Culture specific	6

Types of arts events visited each year (index and %)



Notes on statistics

* The 'types of arts events' above have been calculated by combining individual artforms into categories depending on whether they are 'classical' (such as opera, ballet, classical music), 'contemporary' (such as jazz and contemporary dance), 'mainstream' (such as play or exhibition), 'popular' (such as musical or panto) or 'culture specific' (such as African/ South Asian/ Chinese dance).

* It should be noted that the groupings are being tested through further research and this will be used to inform segmentation development.

* The following graph shows segment responses for individual artforms.

Specific artform visits each year (index and %)

Artform	Index	Percentage
Street arts	72	7%
Other live dance event	111	5%
African/ South Asian/ Chinese dance	91	2%
Culturally specific festival	93	4%
Circus (not animals)	158	6%
Carnival	107	12%
Other live music event	103	29%
Pantomime	104	14%
Musical	56	13%
Craft exhibition	52	7%
Public art display or installation	46	7%
Exhibition	41	8%
Play/drama	55	12%
Event connected with books or writing	49	2%
Event with video or electronic art	53	3%
Contemporary dance	47	1%
Jazz	26	1%
Ballet	39	2%
Classical music	18	2%
Opera	21	1%

Museum/ gallery / heritage visits each year

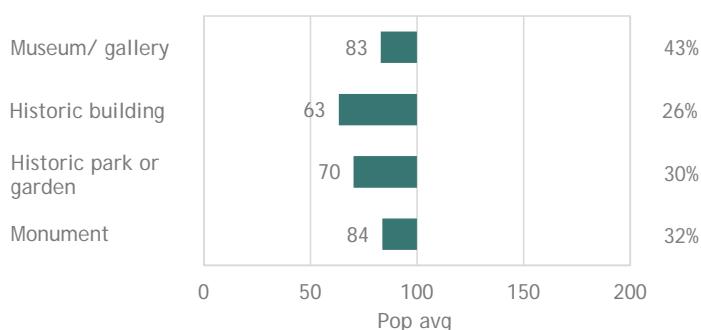
Museum/ gallery/ heritage visits (rank)

Museum/gallery	8
Historic building	8
Historic park or garden	8
Monument (e.g. castle, fort, ruin)	7

Key stat - National Trust Membership

Rank, index and %: 8 - 27 - 4%

Museum / gallery / heritage visits each year (index and %)



'Non cultural' leisure interests 'nowadays'

'Non cultural' leisure activities (rank)

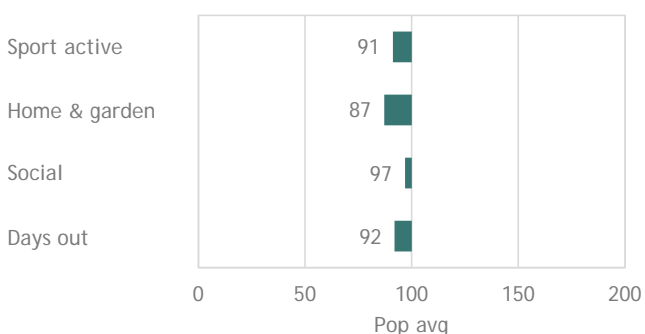
Sport active	6
Home & garden	6
Social - Rest, pubs / bars/ clubs	6
Days out	8

'Non cultural' leisure activities *

Overall rank and index: 7 - 91

* This rank is based on longer list of activities from Taking Part

'Non cultural' leisure activities (index)



Creative pursuits each year

Creative pursuit each year

	Index	Percentage
Written any stories or plays	83	3%
Read for pleasure (not newspapers, magazines or comics)	88	59%
Bought any original/handmade crafts such as pottery or jewellery for yourself	66	11%
Bought any original works of art for yourself	41	3%
Textile crafts such as embroidery, crocheting or knitting	68	11%
Used a computer to create original artworks or animation	98	8%
Made films or videos as an artistic activity (not family or holidays)	90	2%
Photography as an artistic activity (not family or holiday 'snaps')	64	6%
Painting, drawing, printmaking or sculpture	118	15%
Played a musical instrument for your own pleasure	76	8%
Played a musical instrument to an audience or rehearse for a performance	64	2%
Sang to an audience or rehearse for a performance (not karaoke)	50	2%

Creative pursuits each year

Overall rank and index: 8 - 76

Volunteer each year

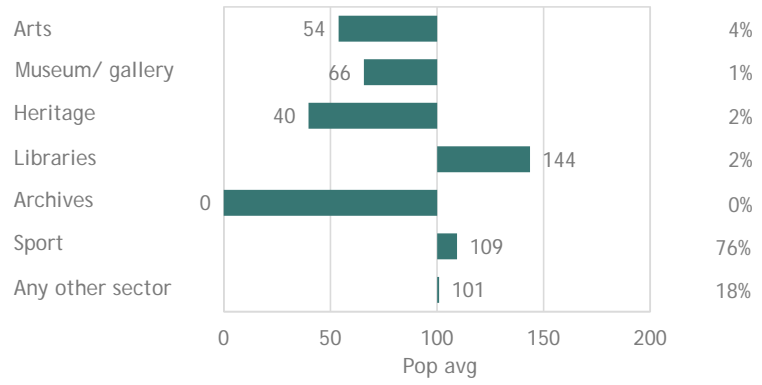
Volunteer each year by sector (rank)

Arts	10
Museums/ gallery	8
Heritage	10
Libraries	2
Archives	10
Sport	4
Any other sector	4

Volunteer each year

Overall rank, index and %: 8 - 77 - 18%

If yes, which sector did they volunteer in? (index and %)



Attitudes to culture

Do they 'strongly agree' or 'agree' with following statements?

	Index	Percentage
I am an arty person	88	30%
The arts make a difference to the area where I live	82	40%
Having access to museums and galleries in my local area is important to me	82	50%
Conservation of local heritage really benefits me	80	46%

Cultural donations each year

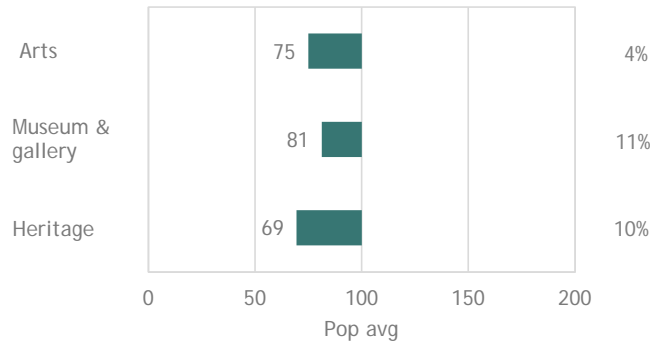
Donate each year by sector (rank)

Arts	7
Museums & gallery	8
Heritage	8

Donate each year to culture

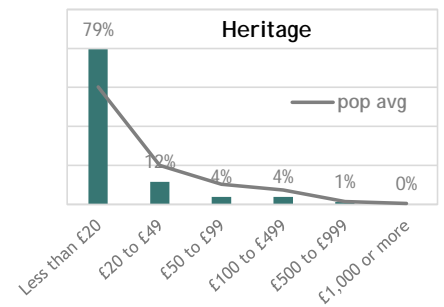
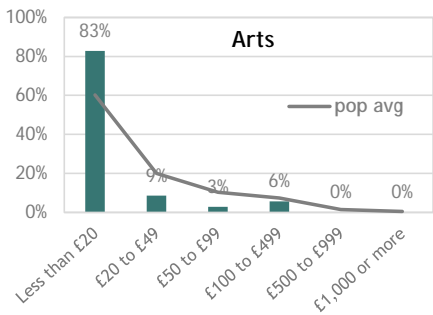
Overall rank and index: 8 - 75

Donate each year (index and %)



Amount donated per year (%)

- based on those that donate not whole sample

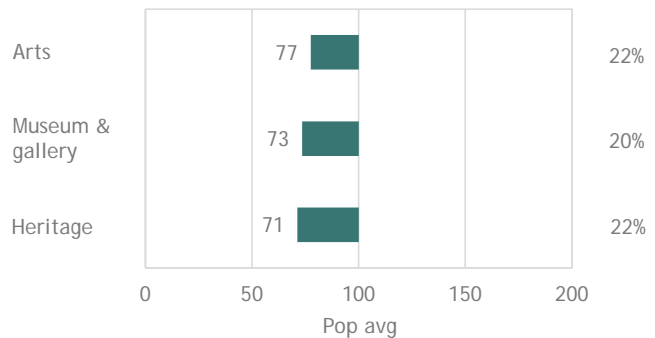


Use of digital

Used cultural websites in last 12 months (rank)

Arts	6
Museum & gallery	6
Heritage	7

Used cultural websites in last 12 months (index and %)



Notes on statistics

* Arts websites includes music, theatre, dance, visual arts and literature websites.

Use of social networking sites (rank)

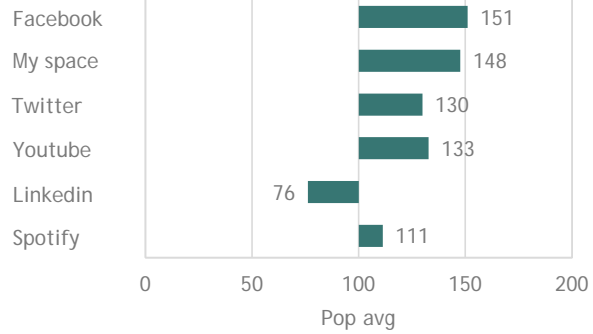
Facebook	1
My space	1
Twitter	3
Youtube	3
Linkedin	7
Spotify	4

Notes on statistics

* This info on social networking sites above is taken from Experian consumer view and is based on general use of social networking sites not just cultural.

* The info below is derived from Taking Part.

Use of social networking sites (index)



Use of social networking sites or applications*

	Index	Percentage
To find out what's happening in your local area	122	43%
To plan and inform visits to heritage sites	63	5%
To plan and inform visits to museums or galleries	54	4%
To get information about arts events (theatre, concerts etc.)	73	10%
To chat about sport, artistic, theatrical or musical interests or activities	112	18%
To share content and views on content	100	28%

* This question is only asked of respondents who indicated that they used social networking sites or applications

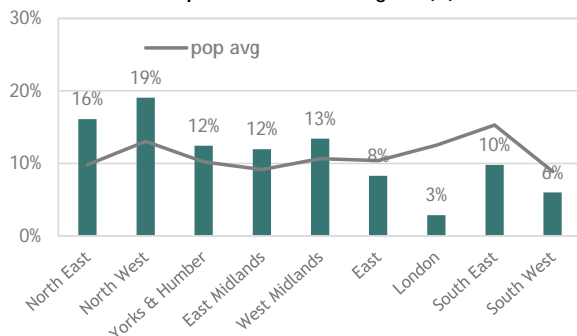
Newspaper readership

Which they read most often

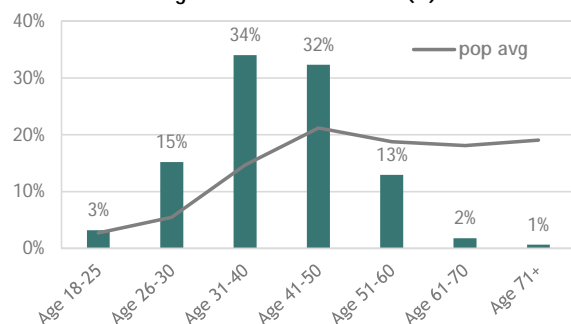
	Index	Percentage
Daily Express	48	2%
Daily Mail	42	7%
Daily Mirror	134	10%
Daily Star	205	5%
Daily Telegraph	26	1%
Financial Times	0	0%
The Guardian	45	2%
The Independent	63	1%
The Sun	182	29%
The Times	22	1%
Metro	83	4%
Local daily newspaper	140	14%
Other daily newspaper	125	2%

Location, lifestyle, residence

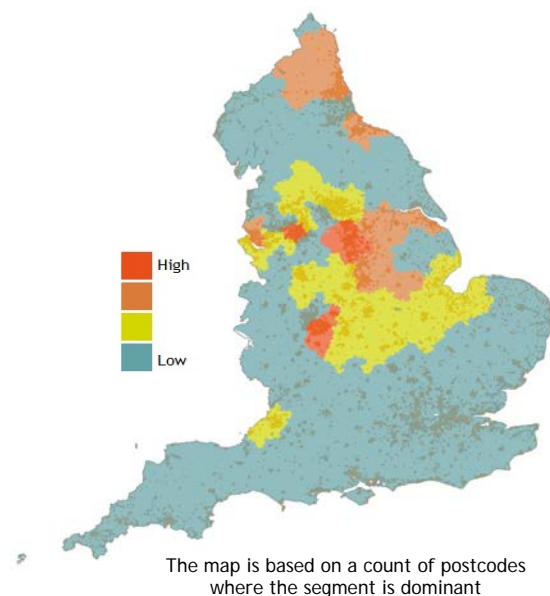
Proportion in each region (%)



Age head of household (%)



Segment distribution



Family lifestyle

	Index	Percentage
Young singles/homesharers	215	15%
Young family no children <18	178	5%
Young family with children <18	275	9%
Young household with children <18	301	5%
Mature singles/homesharers	112	5%
Mature family no children <18	80	1%
Mature family with children <18	245	22%
Mature household with children <18	286	8%
Older single	17	2%
Older family no children <18	28	4%
Older family/household with children<18	176	22%
Elderly single	2	0%
Elderly family no children <18	1	0%

Notes on statistics

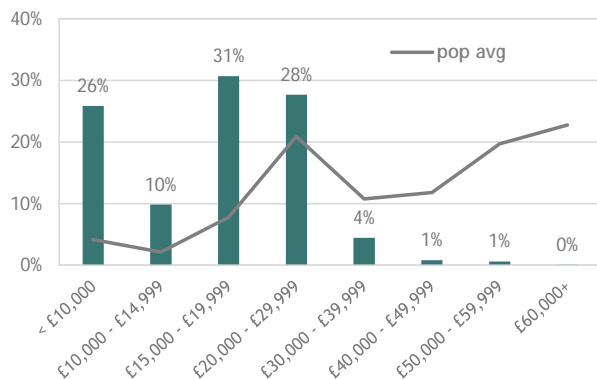
* All of the statistics except 'education' in this section are derived from Experian data sources. These provide a nationally robust profile of each of the segments.

* For 'family lifestyle' it should be noted that a couple living together with the same surname are defined as a family unit even if they do not have children.

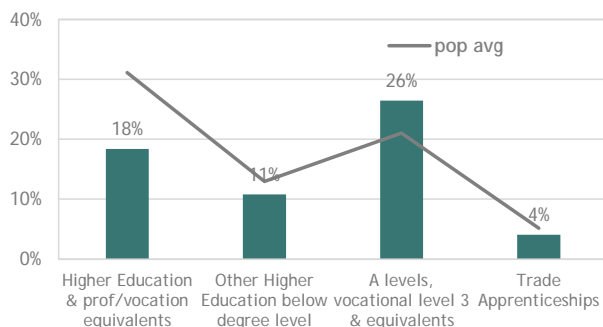
Households with children summary

Overall index and percentage: 225 - 67%

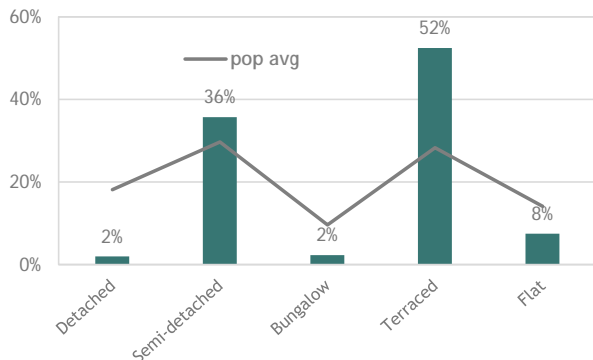
Household income (%)



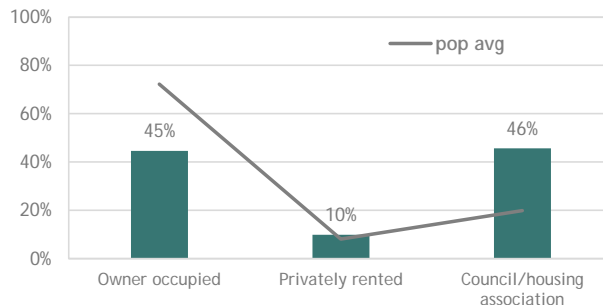
Education level obtained (%)



Residence type (%)



Residence tenure (%)



Ethnicity & disability

Ethnicity

Ethnicity	Pop	Seg percentage
Asian or Asian British	4%	3%
Black or Black British	2%	2%
Mixed	2%	3%
White	92%	91%
Other	0%	0%

Disability - Do you have..

Disability - Do you have..	Pop	Seg percentage
Any long-standing illness, disability or infirmity?	31%	25%
Physical or mental health conditions or illnesses (12 months or more)? *	37%	32%

* Lasting or expected to last for 12 months or more