

Audience Data from the District

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Audience Data from the District

Facts, stats and discussion



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**ARTS COUNCIL
ENGLAND**

Introduction



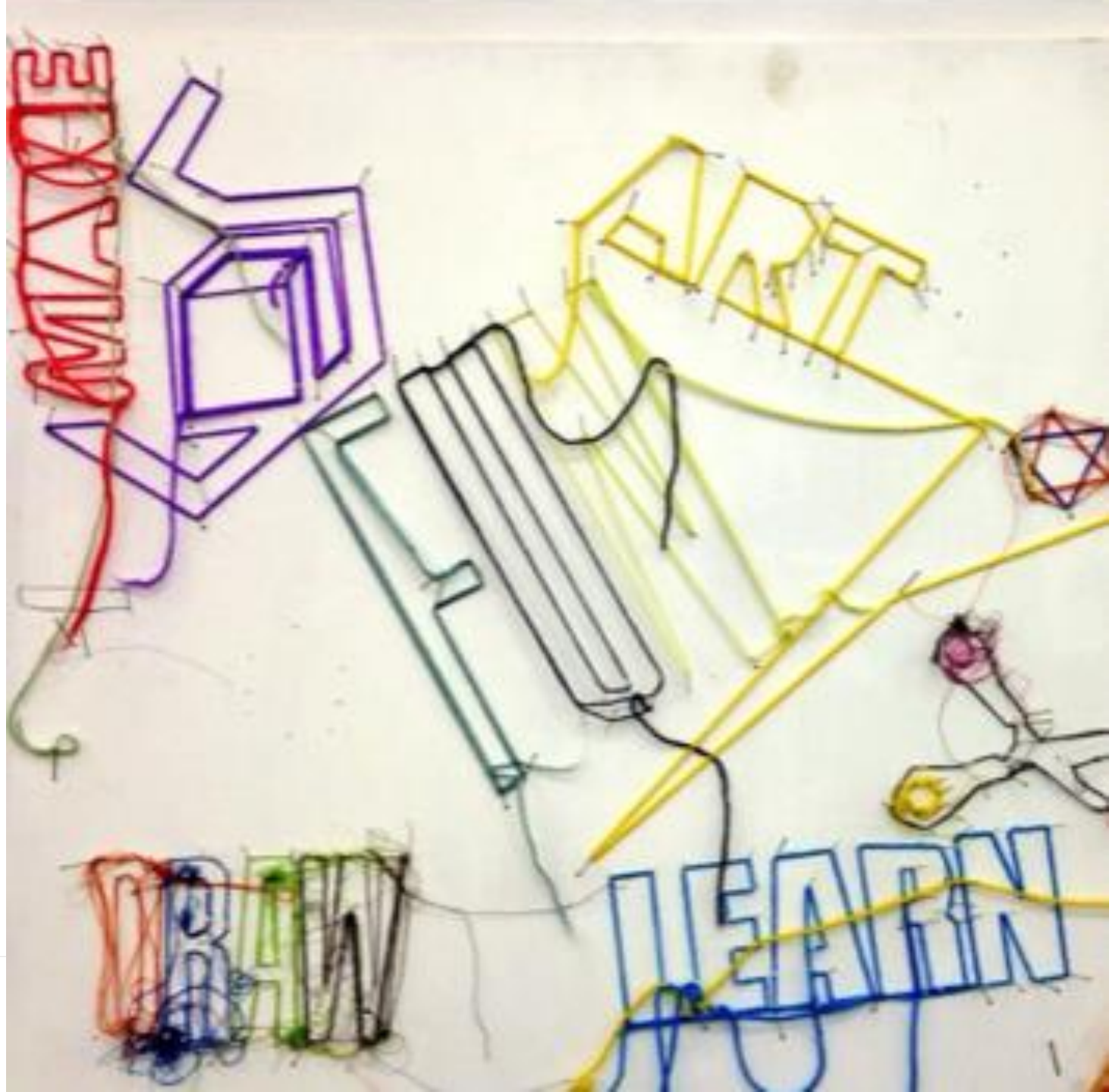
About Earthen Lamp

- Working in the crossover space between **culture and other sectors** since 2012.
- Research led company with a core team of six plus 12 associate researchers.
- Completed 160 projects including **market research and feasibility studies, strategy development** and **evaluation**.
- Have worked with significant cultural providers in the district, the county and Coventry including:
 - Art in the Park
 - Market Hall Museum
 - Warwickshire Archives
 - St John's House
 - Motionhouse
 - Theatro
 - Warwickshire Open Studios



Overview

- Related population facts and figures
- Audiences in Warwick district
- Motivations and barriers
- Using existing data
- Discussion



Our audiences



Some facts about the population of the district...

- Population of circa **142,000** (2018 estimates)
- There are around **61,000 households** with **59% having no dependent children**
- The population of **under 5's in the district is around 6%** of the population in line with the national average
- Around **17% are 15 or under** which is very slightly lower than the national average
- Around **3% are over 85** which is higher than the national average
- Population is **healthier** and **more affluent** than the national average
- More **students** than the national average
- In general is **more qualified** when compared to the average across the country



Some facts about culture and audiences...

- Few large council run venues which programme over a 1,000 arts events and activities per year
- **Visual arts and craft** is identified as a key strength of the district
- The district is known for a multitude of **festivals**
- The percentage of home audiences to visiting audiences to events and activities range between 55% to 35%
- **Theatre** is the most popular artform with over half of the population attending some form in the last 12 month.
- **Music, plays, art galleries and museums** are also very popular
- **Contemporary dance, Jazz and Opera** are the least popular artforms



Who they are...



Commuterland Culturebuffs

Affluent and professional
consumers of culture



Experience Seekers

Highly active, diverse, social
and ambitious, engaging with
arts on a regular basis



Dormitory Dependables

Suburban and Small Town
interest in heritage activities
and mainstream arts



Where do they live....

- B93 8 Dorridge, Bentley Heath
- B94 5 Earlswood, Tanworth-in-arden
- B94 6 Hockley Heath, Lapworth
- CV4 7 Warwick University, Coventry
- CV35 7 Hatton Park, Hatton, Leek Wootton
- CV32 4 Upper Holly Walk, Leamington Spa



Motivations and barriers



Data we are drawing on...

- Art in the Park 2018
- Art in the Park 2019
- Coventry Biennial 2019
- Coventry Cultural Strategy
- Great Place Coventry 2017-2020
- Motionhouse Captive 2015
- Shakespeare's New Place Visitor Research
- Our Warwickshire Visitor Research 2015-2017
- Shakespeare Birthplace Trust Retail Research 2016
- Teatro Runaway Boy Evaluation
- Warwick Family Day Autumn 2018
- Warwick Family Day Summer 2019
- Warwick Family Day Winter 2018
- Warwick Food and Film Festival 2013
- Warwickshire Open Studios 2015
- Warwickshire Open Studios 2016



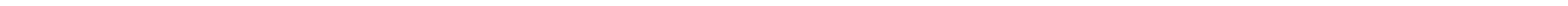
What makes audiences attend ...

- **Spending time with family and friends** is a key motivator for attending across artforms
- **Professional interest** or involvement is also high among audiences
- **Social media** and **word of mouth** make people attend
- Audiences are motivated by the need to **support local events and activities**
- On average audiences have **spending potential** and spend circa £7-£15 on food and drink per person
- On average **audiences travel** well across the district



However ...

- Audiences are not very good at **seeking out information**
- Leisure time is limited for a large part of the population **lead busy lives**
- Some audiences prefer to stick to **brands, events, activities** they know
- Audiences attend cultural activities elsewhere **outside the district**
- **Age related issues** restrict attendance



Using existing data



What data exists in the district...



- **Area profile reports** and population data
- Audience data from **festivals and events** in the district
- **Audience profile** information from Arts Council's National Portfolio Organisations
- **Visitor and tourism** related data on footfall and profiles



Areas for discussion



Some questions for you...

- Is there an appetite for data sharing and audience data repository?
- Are there information sharing and /or training gaps?
- Should cultural organisations be gathering more primary data about audiences?
- Can data gathering and analysis be centralised?
- What are the best (tried and tested) ways of gathering data?



Contact

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Photo credits: Earthen Lamp

Sources:

ACE Area Profile Reports 2015


Warwick District Census Data 2010 (updates 2018)

Warwick District Council Creative Sector Report

Audience Spectrum Profile, The Audience Agency



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