# MERSEYSIDE VENUE REPORT 2009/10

*BENCHMARK*

# 1. Drive Time Analysis

| Drive Time | % of Booking Households |
|---|---|
| Under 15 mins | 42.2% |
| Under 30 mins | 71.3% |
| Under 45 mins | 84.4% |
| Under 60 mins | 89.3% |
| Under 90 mins | 92.2% |
| Under 120 mins | 93.3% |

This table looks at where bookers are coming from in relation to the drive time from Liverpool. These drive times are based on a road network provided by the Automobile Association, and are calculated using the average speed on each category of road.
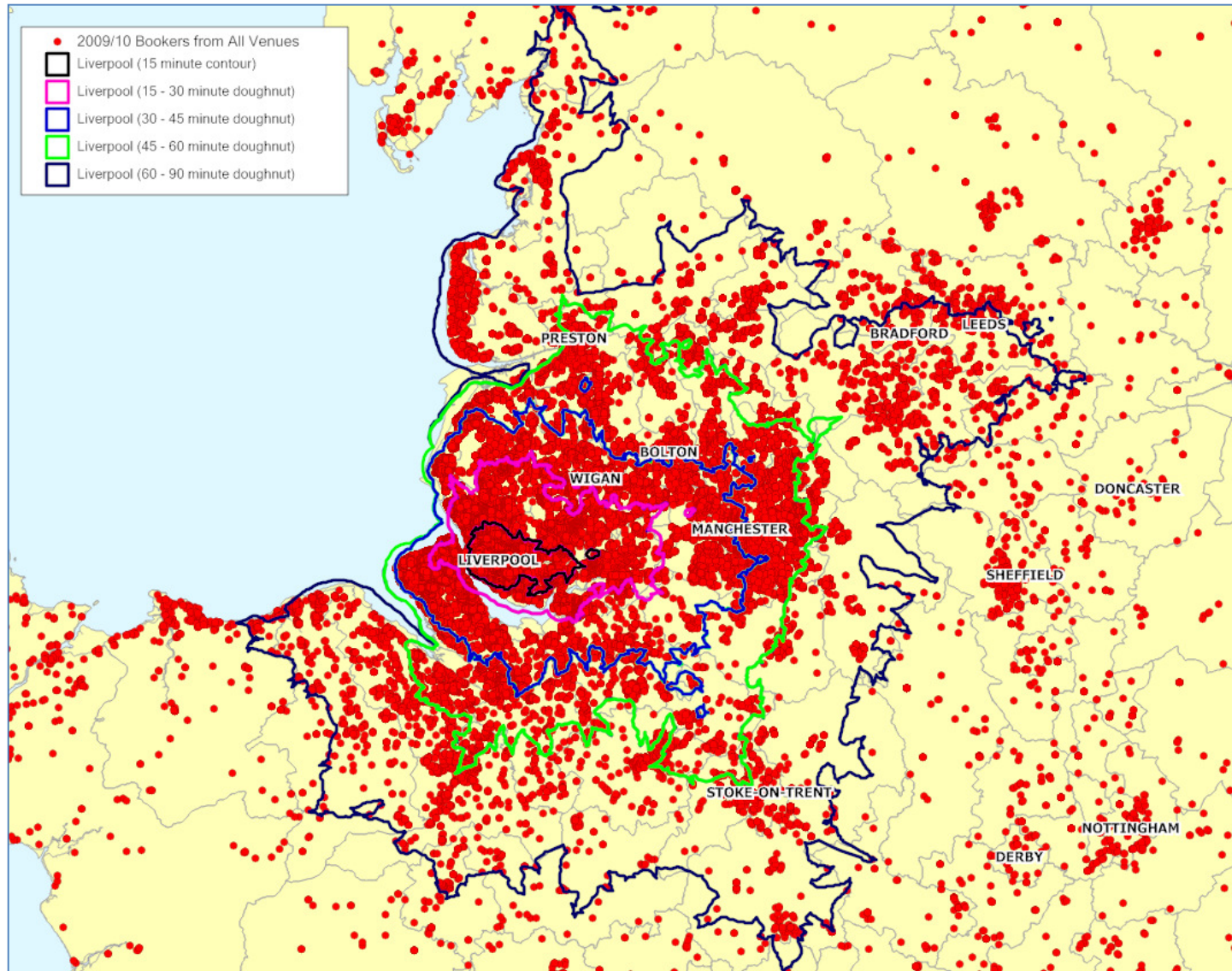
# 2. Market Penetration by Drive Time

| Drive Time | Potential Arts Attenders |
|---|---|
| 0 to 15 mins | 231,931 |
| 15 to 30 mins | 423,391 |
| 30 to 45 mins | 814,852 |
| 45 to 60 mins | 1,149,443 |
| 60 to 90 mins | 1,713,145 |
| 90 to 120 mins | 2,521,801 |

This table shows the number of potential arts attenders within each drive time as suggested by TGI data.

Target Group Index (TGI) is a series of lifestyle surveys conducted each year which allow us to extrapolate how many arts attenders reside within each UK postal sector. This allows us to make an estimate of your organisation's potential market.

## 3. Booker Dispersion Map



**Legend:**
- 2009/10 Bookers from All Venues
- Liverpool (15 minute contour)
- Liverpool (15 - 30 minute doughnut)
- Liverpool (30 - 45 minute doughnut)
- Liverpool (45 - 60 minute doughnut)
- Liverpool (60 - 90 minute doughnut)

This map shows the dispersion of 2009/10 bookers as well as the 15, 30, 45, 60 and 90 minute drive time boundaries from Liverpool.

Each red dot on the map represents one booker (or more than one if they share the same postcode). Whilst groupings of bookers are interesting to note and may signify an area of high penetration, they may represent only a very small percentage of bookers. Much more significant are the areas in which there are no bookers, and it is worth considering why this may be so.

## 4. ACORN Profiling

Profile: 2009/10 Merseyside bookers

Base: Total Adults 15+ from area within 45 minute drive time

| ACORN 2009 Categories | Profile | % | Base | % | Index |
|---|---|---|---|---|---|
| 1. Wealthy Achievers | 53,749 | 31.4 | 450,794 | 18.2 | 173 |
| 2. Urban Prosperity | 11,211 | 6.6 | 160,502 | 6.5 | 101 |
| 3. Comfortably Off | 62,246 | 36.4 | 805,673 | 32.5 | 112 |
| 4. Moderate Means | 20,691 | 12.1 | 376,024 | 15.2 | 80 |
| 5. Hard Pressed | 23,179 | 13.5 | 683,960 | 27.6 | 49 |

| ACORN 2009 Groups | Profile | % | Base | % | Index |
|---|---|---|---|---|---|
| 1.A Wealthy Executives | 19,528 | 11.4 | 174,440 | 7.0 | 162 |
| 1.B Affluent Greys | 11,299 | 6.6 | 81,064 | 3.3 | 202 |
| 1.C Flourishing Families | 22,922 | 13.4 | 195,290 | 7.9 | 170 |
| 2.D Prosperous Professionals | 3,553 | 2.1 | 36,780 | 1.5 | 140 |
| 2.E Educated Urbanites | 4,639 | 2.7 | 95,389 | 3.9 | 70 |
| 2.F Aspiring Singles | 3,019 | 1.8 | 28,333 | 1.1 | 154 |
| 3.G Starting Out | 4,426 | 2.6 | 65,115 | 2.6 | 98 |
| 3.H Secure Families | 37,911 | 22.2 | 487,015 | 19.7 | 113 |
| 3.I Settled Suburbia | 12,451 | 7.3 | 168,148 | 6.8 | 107 |
| 3.J Prudent Pensioners | 7,458 | 4.4 | 85,395 | 3.4 | 126 |
| 4.K Asian Communities | 109 | 0.1 | 5,925 | 0.2 | 27 |
| 4.L Post Industrial Families | 5,626 | 3.3 | 76,654 | 3.1 | 106 |
| 4.M Blue Collar Roots | 14,956 | 8.7 | 293,445 | 11.8 | 74 |
| 5.N Struggling Families | 15,855 | 9.3 | 445,599 | 18.0 | 52 |
| 5.O Burdened Singles | 5,840 | 3.4 | 190,119 | 7.7 | 44 |
| 5.P High Rise Hardship | 1,297 | 0.8 | 44,913 | 1.8 | 42 |
| 5.Q Inner City Adversity | 187 | 0.1 | 3,329 | 0.1 | 81 |

| | | | | | |
|---|---|---|---|---|---|
| Unclassified | 4,192 | | 31,906 | | |
| Total | 171,076 | | 2,476,953 | | |

Acorn is a leading geo-demographic classification used to identify and understand the UK population and the demand for products and services. Acorn categorises all 1.9 million UK postcodes using a variety of demographic statistics and lifestyle variables, providing a clear understanding of the status and circumstances of the people living at that postcode. More information about Acorn, as well as full descriptions of Acorn categories can be found at: http://www.caci.co.uk/pdfs/new%20acorn%20brochure.pdf.

The table shows the distribution of the bookers across different Acorn categories and groups, and compares this distribution to the population within a defined base area. This base has been taken as the drive time area most reflective of your organisation's catchment area, defined as the area containing 80% of the bookers.

*Profile*
The number of bookers that fall within each Acorn category and group. The % column next to it concerns how this breaks down in percentage terms.

*Base*
The number of adults living within the calculated catchment area that falls within each Acorn category and group. The % column to the right of it concerns how this breaks down in percentage terms.

*Index*
This column concerns how the bookers Acorn distribution relates to the base population's distribution, i.e. how the 2 percentage figures relate to each other. An index above 100 means that category or group is over-represented amongst bookers compared to the base population. Similarly, an index below 100 means that category or group is under-represented amongst bookers.

# 5. Arts Audiences: Insight Customer Neighbourhood Profiling

## CACI

### Profiling customer neighbourhoods
### Arts-based segmentation, Arts Council England, 2009

Sample: 2009/10 All Bookers
Base: 45 Mins Around Liverpool

| Segment Profile | % in segment in sample neighbourhoods | % of base population | Index* av=100 |
|---|---|---|---|
| **Segments:** | | | |
| 1    Urban arts eclectic | 3.6 | 3.5 | 103 |
| 2    Traditional culture vultures | 3.7 | 2.9 | **127** |
| 3    Fun, fashion and friends | 20.0 | 18.2 | **110** |
| 4    Mature explorers | 10.1 | 9.5 | 106 |
| 5    Dinner and a show | 21.1 | 19.8 | 106 |
| 6    Family and community focused | 9.1 | 8.9 | 102 |
| 7    Bedroom DJs | 2.2 | 2.8 | **80** |
| 8    Mid-life hobbyists | 3.8 | 4.1 | 92 |
| 9    Retired arts and crafts | 3.3 | 3.4 | 98 |
| 10    Time-poor dreamers | 7.2 | 8.0 | 91 |
| 11    A quiet pint with the match | 8.8 | 10.4 | **85** |
| 12    Older and home-bound | 5.3 | 6.4 | **83** |
| 13    Limited means, nothing fancy | 1.8 | 2.1 | **83** |

**Total sample**

\* The Index illustrates whether a segment is more or less prevalent among the sample than among the base population. 100 represents the average. Index of 110 or above (red) can be considered as significantly higher, 90 or less (blue) lower than average.

If you have any questions email: audienceinsight@artscouncil.org.uk

**Arts-based segmentation**
Arts Council's arts-based segmentation breaks the English adult population into 13 arts consumer segments. In the segmentation model, four segments (segments 10–13 in the report) have by definition zero probability of being current engagers (having not engaged in the arts in the past 12 months). There are also three further segments (segments 7–9) who by definition have zero probability of being current attenders (having not attended any events in the past 12 months), while they do engage with the arts through active participation. By definition, given that an individual belongs to one of these seven segments, they have a zero probability of currently attending arts events.

**Limitations of this analysis**
The postcode analysis model used to produce this report is based on the probabilities of people living in different English postcodes to belong to the 13 segments. It asks: given what we know about the demographic and lifestyle characteristics of the people living in that postcode, what segment are they likely to belong to? The analysis gives you a picture, not of individuals or households, but of the neighbourhoods (or more specifically postcodes) of your sample. This report does not tell you exactly about who your attenders/participants are, but instead gives a broader overview of the neighbourhoods they are coming from.
So, if the profile shows that 3% of people engaging with your activity are 'Older and home-bound', it is showing that you are partially penetrating the kind of places where this segment tends to live. It does not necessarily mean that you are reaching people that are not being reached by other arts organisations or turning non-attenders into attenders.

**What can this report tell me**
The segmentation profile in this report can give a good idea of broad trends within a given audience body – which arts consumer types are particularly characteristic of your audience. The figures might be particularly useful for comparisons within a given audience (e.g. those engaging with different genres/coming to different types of shows/seasonal variation), or between the audiences of different organisations.