

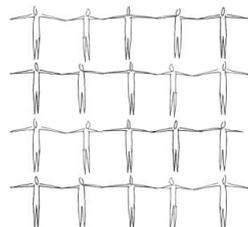


Cultivate &Co Consult

Research services:
Mapping and
profiling



Supported by
**ARTS COUNCIL
ENGLAND**





About mapping and profiling

Mapping and profiling shows you where your audiences, visitors or users live and what sort of people they are.

Knowing more about your audiences will help you to understand them better and connect with them more effectively through your marketing.

Not only can we tell you more about your current users, but we can also use our software to tell you where your potential audiences live and then work with you to target them.

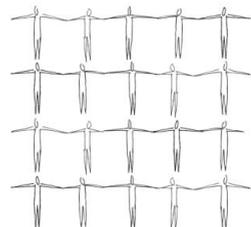
Mapping and profiling can also help you to prove the impact of your marketing and

provide evidence on the make-up/geographic spread of your visitors to your funders or board, for example.

This is a short introduction to our range of mapping and profiling services.

We've identified some scenarios to illustrate how you can make the most of the information at your fingertips and use it to improve your marketing activity and ultimately increase your user figures.

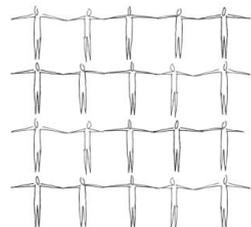
Of course, if there's anything else you'd like to do with mapping and profiling, do get in touch.





What do you need mapping and profiling for?

1. To see where your audience members come from
2. To compare where different groups come from
3. To find out the amount of users coming from different areas
4. To show how well you are penetrating a specific market
5. To see how your visitor profile develops geographically over time
6. To see the socio-demographic profile of your audience
7. To see the socio-demographic profile of people within a specific area
8. To find out where your target markets are.





1. See where your audience comes from

What you would need to supply us with:

A list of your audience's postcodes.

What we do with the data:

Create a 'Spot Map' plotting the geographical spread of your users on a map in relation to your organisation.

What you can do with this information:

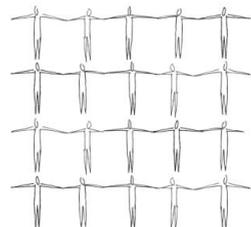
a) Identify gaps in your audience and see how far people are travelling to attend

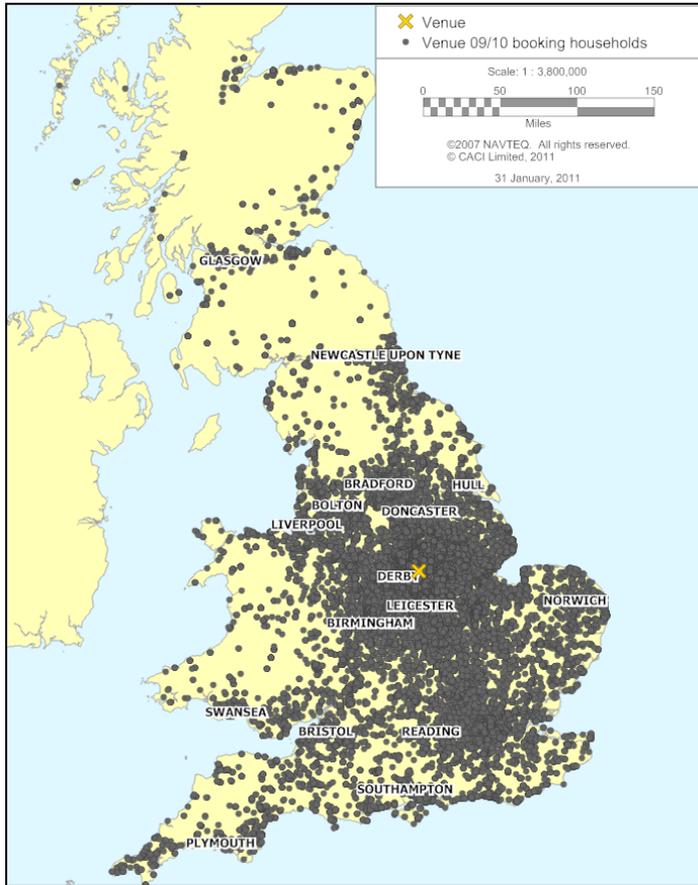
b) Identify local vs tourist visitors

c) Intelligently target new geographical areas

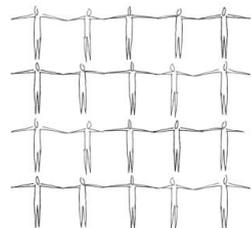
d) Demonstrate your impact, for example - bringing tourism into the region.

Cost: £50 for a Spot Map based on one set of post codes.





Spot
Map





2. Compare where different groups of audiences are coming from

What you would need to supply us with:

A separate list of postcodes for each different user group e.g. general admission vs family event bookers.

What we do with the data:

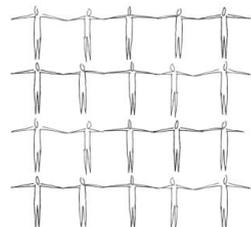
We would plot the geographical spread onto a 'Multi-layer Spot Map' indicating where the different

groups are from, with each group represented by a different colour.

What you can do with this information:

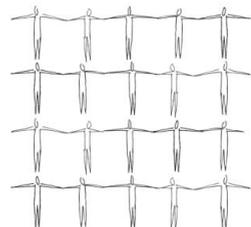
Compare where your different audience groups are coming from to ensure your marketing is relevant and targeted to the correct locations. The information can also inform which products to target in which areas.

Cost: £75 for 2 audience or visitor groups + £25 for each additional group.





Multi Layer
Spot Map





3. Find out the amount of attenders coming from different areas

What you would need to supply us with:

A full list of postcodes (including those that are repeated), each one representing a single booker, visitor or user.

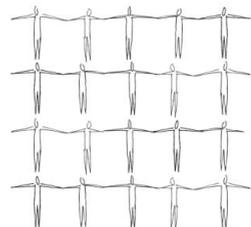
What we do with the data:

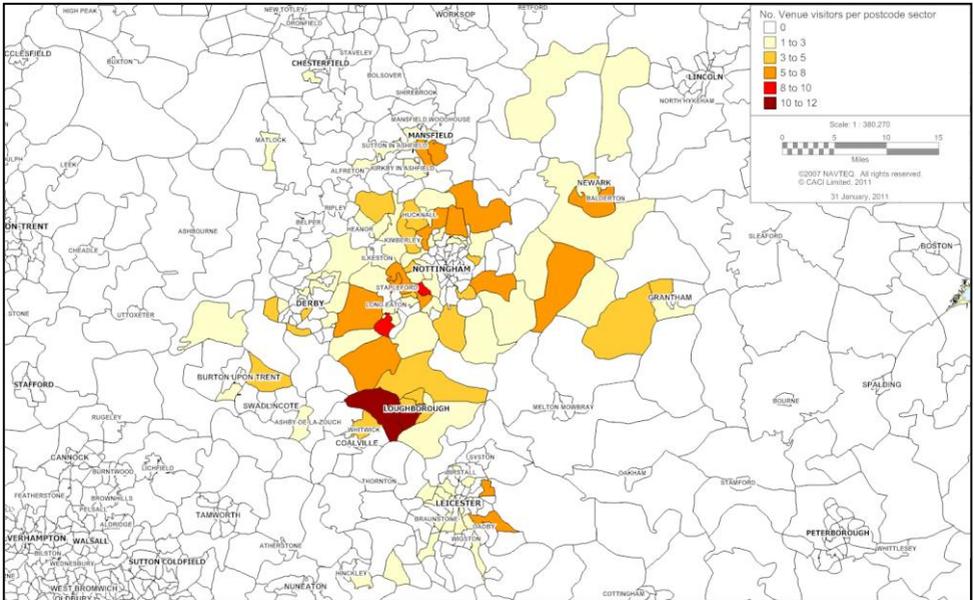
We would plot the number of audience members in each area onto a 'Heat Map' which shows levels of shading to indicate the density of your organisation's users in any given area.

What you can do with this information:

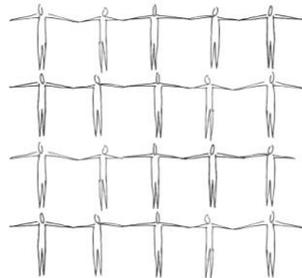
You can see where higher numbers of visitors are coming from and also areas with lower attendance rates. This can inform potential growth areas and help to target your marketing effectively.

Cost: £100 per 'Heat Map'





Heat Map





4. Find out how well you are penetrating a specific market

What you would need to supply us with:

A full list of postcodes (including those that are repeated), each one representing a single audience member, visitor or user.

What we do with the data:

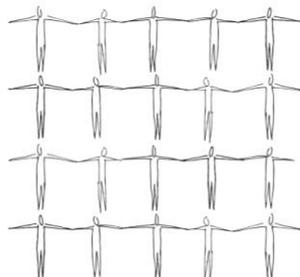
We will calculate and plot the percentage market penetration of your chosen region onto a map. Levels of shading will indicate the percentage penetration in each area of your choice of audience type, for example

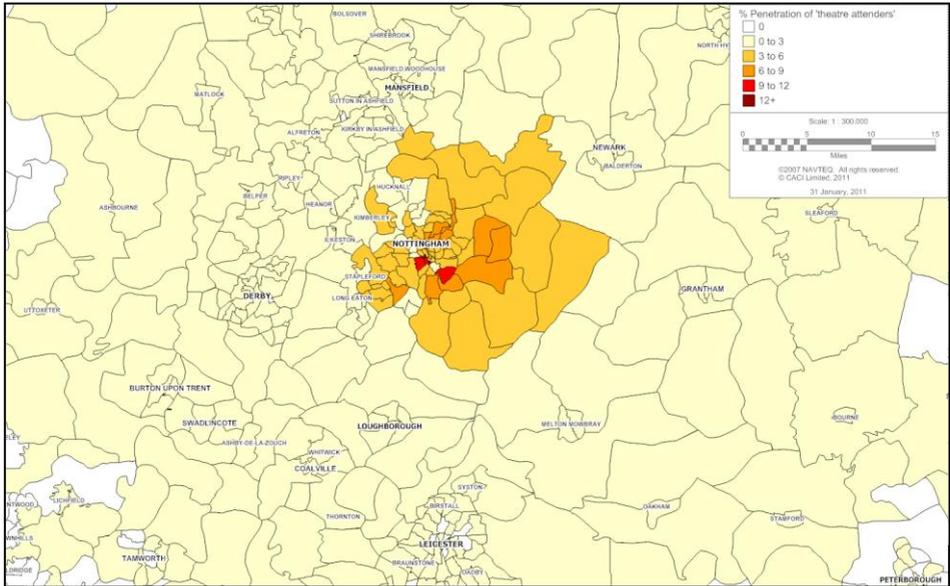
theatre, cinema, or dance attenders.

What you can do with this information:

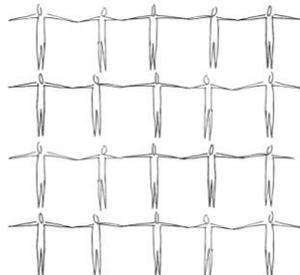
Find out where you're reaching your potential audiences and where you're not, to help inform and improve your marketing. You can also find out where you are penetrating an area particularly well – then look into the reasons for that success.

Cost: £100 per map





Market Penetration Map





5. Look at how your audience, visitor or user profile develops geographically over time

What you would need to supply us with:

Two comparable lists of postcodes, each one representing a single person at different times e.g. year on year.

What we do with the data:

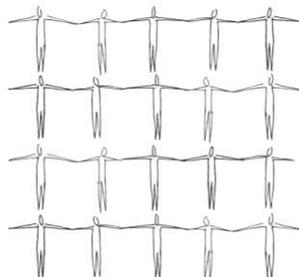
We calculate and plot onto a 'Change Map' the increase or decrease in audience members over time in each

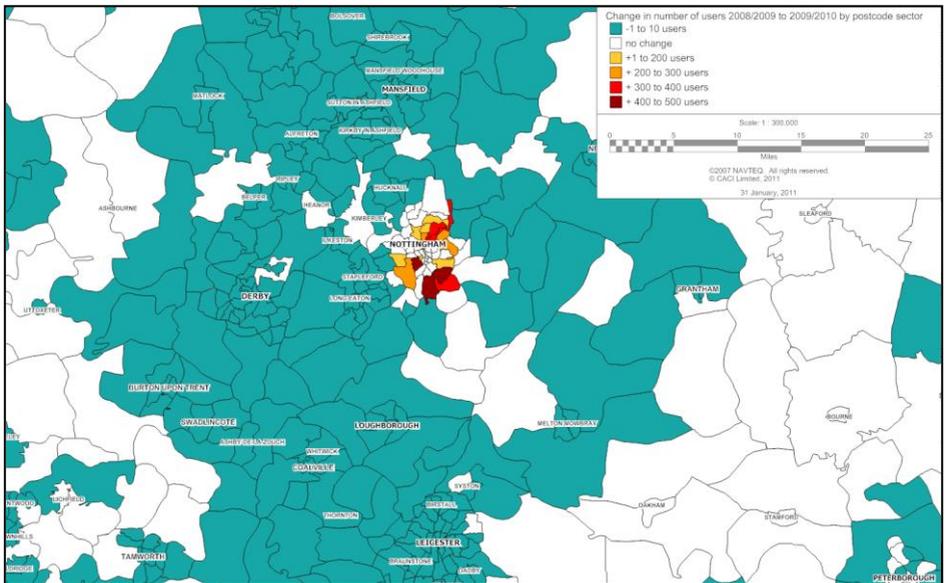
given area. For example how many more people booked/attended from a certain postcode sector in the last financial year compared to the previous year. The map will show levels of shading to indicate the increase or decrease in each given area over time.

What you can do with this information:

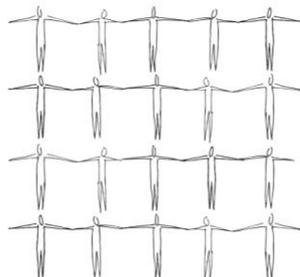
Discover patterns in how your visitors change over time and measure the effectiveness of targeted marketing campaigns or changes in programming etc.

Cost: £200 to compare two sets of comparable data





Change Map





6. See the socio-demographic profile of your users compared to your choice of base area

What you would need to supply us with: A full list of postcodes (including those that are repeated), each one representing a single visitor or user.

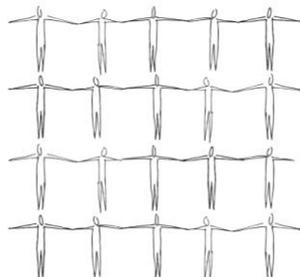
What we do with the data: We profile your audience using postcode data and compare it to the profile of your chosen base area, (e.g. County, drive-time around

your organisation) presenting it in excel format. We can include a comparison of your audience with either Arts Council England's Arts Audience: Insight (AA:I) segments or ACORN Categories and Types.

What you can do with this information:

You can see the socio-demographic make-up of your visitors, including lifestyle information such as: which media they use, how affluent they are, their family make-up etc, which will allow you to identify and target potential markets.

Cost: £200 for 1 ACORN report or 3 AA:I reports based on 1 list of postcodes





acorn
the smarter consumer classification

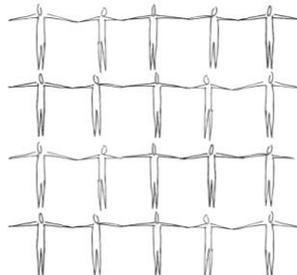
Profile : Your audience postcodes
Base : Your chosen area

CACI

	Profile	%	Base	% Penetration %	Z-Score	Index 0	100	200
1	Wealthy Achievers	4,967 ✓ 37.9	12,724,135	24.9	0.0	34	152	
2	Urban Prosperity	1,300 ✓ 9.9	6,238,506	12.2	0.0	-8	81	
3	Comfortably Off	4,893 ✓ 37.4	14,992,850	29.4	0.0	20	127	
4	Moderate Means	1,030 ✓ 7.9	7,130,760	14.0	0.0	-20	56	
5	Hard Pressed	906 ✓ 6.9	9,951,867	19.5	0.0	-36	35	
	Unclassified	299	456,338					
Total (excl. Unclassifieds)		13,096	51,038,118	0.0				

	Profile	%	Base	% Penetration %	Z-Score	Index 0	100	200
1.A	Wealthy Executives	2,293 17.5	4,499,217	8.8	0.1	35	199	
1.B	Affluent Greys	963 7.4	3,897,470	7.6	0.0	-1	96	
1.C	Flourishing Families	1,711 13.1	4,327,448	8.5	0.0	19	154	
2.D	Prosperous Professionals	394 3.0	1,095,111	2.1	0.0	7	140	
2.E	Educated Urbanites	582 4.4	3,163,097	6.2	0.0	-8	72	
2.F	Aspiring Singles	324 2.5	1,980,298	3.9	0.0	-8	64	
3.G	Starting Out	819 6.3	1,849,291	3.6	0.0	16	173	
3.H	Secure Families	2,935 22.4	8,258,331	16.2	0.0	19	139	
3.I	Settled Suburbia	798 6.1	3,304,853	6.5	0.0	-2	94	
3.J	Prudent Pensioners	341 2.6	1,580,375	3.1	0.0	-3	84	
4.K	Asian Communities	231 1.8	919,813	1.8	0.0	0	98	
4.L	Post Industrial Families	116 0.9	2,423,491	4.7	0.0	-21	19	
4.M	Blue Collar Roots	683 5.2	3,787,456	7.4	0.0	-10	70	
5.N	Struggling Families	600 4.6	6,245,071	12.2	0.0	-27	37	
5.O	Burdened Singles	175 1.3	1,876,210	3.7	0.0	-14	36	
5.P	High Rise Hardship	75 0.6	601,488	1.2	0.0	-6	49	
5.Q	Inner City Adversity	56 0.4	1,229,098	2.4	0.0	-15	18	
	Unclassified	299	456,338					
Total (excl. Unclassifieds)		13,096	51,038,118	0.0				

ACORN Profile





7. See the socio-demographic profile of people within a specific area

What you would need to supply us with:

Provide your chosen area, e.g. 15 minute drive-time, town or Local Authority area.

What we do with the data:

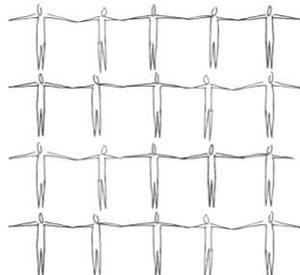
We profile the entire population of your given area against a base of Great Britain, and present it in an Area Profile Report (APR), in excel format. The report includes detailed information about the population of the

area, broken down by postcode sector, such as:

- Age
- Ethnicity
- Social grade/lifestyle classification (ABC1, C2DE and ACORN)
- Levels of arts attendance
- Internet usage
- Newspaper readership.

What you can do with this information:

The reports can be used to inform areas of work such as funding bids, business development and marketing strategies. The breakdown of information at postcode sector level also enables closely targeted campaigns.



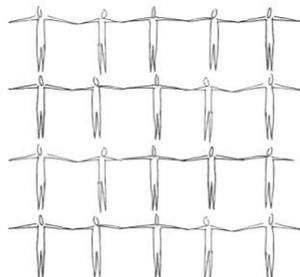


Cost:

Organisations in receipt of funding from Arts Council England are eligible to receive 3 free reports per year and Local Authority arts development departments can get 5 free per year. Otherwise, APRs are still an affordable option, costing £25 each.

NB: We can also provide an Arts Audiences: Insight report based on your chosen area. Organisations in receipt of funding from Arts Council England are eligible to receive 3 free reports per year.

Arts Council Area Profile Defined Area Overview Report				
Area: Yorkshire and Humber		CACI		
Base: Great Britain				
Data Items		Data for area	Data as % for area	Index av=100
Population (2001 Census)				
Total Population	2001 Total Pop	4,964,707	100.0	100
Total Adults (15+)		4,014,312	80.9	100
Total Adults (15+)				
	2001 Adl 15+	4,014,312	100.0	100
age				
Total Adult Females		2,097,434	52.0	100
Total Adult Males		1,926,878	48.0	100
15 - 19		319,715	8.0	104
20 - 24		303,653	7.6	102
25 - 34		677,142	16.9	96
35 - 44		726,842	18.1	98
45 - 54		659,874	16.4	101
55 - 64		528,381	13.2	101
65 - 74		423,627	10.6	102
75 +		375,078	9.3	101
(15 - 24)		(623,268)	(15.5)	(103)
(25 - 44)		(1,403,984)	(35.0)	(97)
(45 - 64)		(1,188,255)	(29.5)	(101)
(65 +)		(798,705)	(19.9)	(101)
Social Grade (2001 Census)				
	2001 Adl 16-64	3,107,771	100.0	100
AB		677,253	21.8	88
C1		851,426	27.4	93
C2		636,196	20.5	112
D		731,119	23.5	115
E		211,777	6.8	101
(ABC1)		(1,528,679)	(49.2)	(90)
(C2DE)		(1,579,092)	(50.8)	(112)
Ethnic Group* (2001 Census)				
	2001 Total Pop	4,965,472	100.0	100
White		4,641,946	93.5	102
Mixed (White/Black Caribbean or African)		22,178	0.4	81
Black or Black British		34,343	0.7	34
Mixed White and Asian		14,228	0.3	87
Asian or Asian British		222,397	4.5	110
Other Mixed Group*		8,539	0.2	63
Chinese		12,409	0.2	59
Other Ethnic Group		9,432	0.2	47
Economic Activity (2001 Census)				
	2001 Adl 16-74	3,574,572	100.0	100
All economically active		2,328,969	65.2	98
Economically inactive - Retired		510,057	14.3	105
Economically inactive - All other		735,546	20.6	103
Students (economically active and inactive)		264,571	7.4	102
Disability/Illness (2001 Census)				
	2001 Adl 16-74	3,574,521	100.0	100
Unable to work due to Disability/Illness		217,764	6.1	107
Disabled and Economically Active		150,569	4.2	102





8. Find out where your target markets are

What you would need to supply us with:

The area that you'd like to look at, for example town, county or region and your target market (i.e. AA:l segment, ACORN group, or attenders of a particular art form).

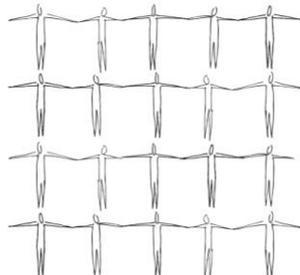
What we do with the data:

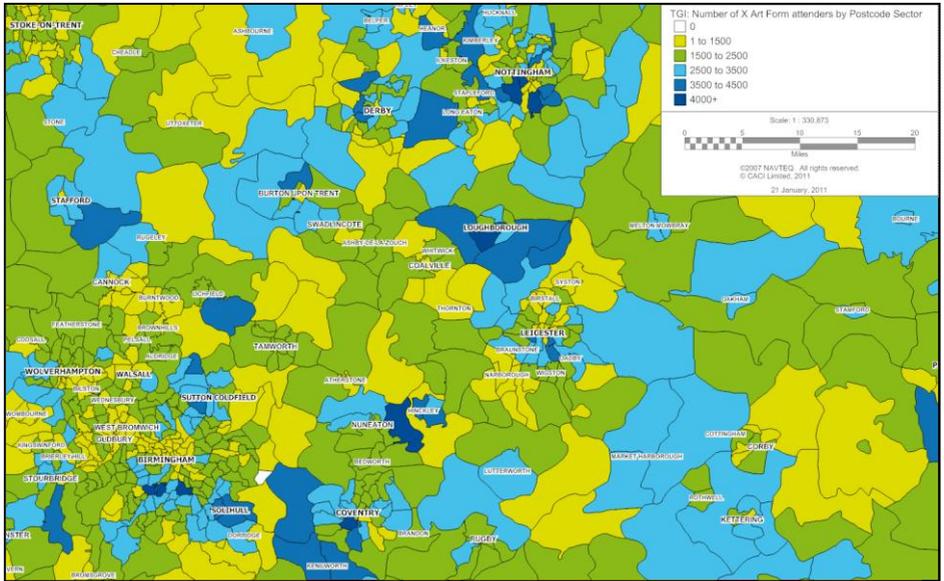
We would use socio-demographic data to show where the highest density of your target market lives (on a map, labelled with postcode sectors).

What you can do with this information:

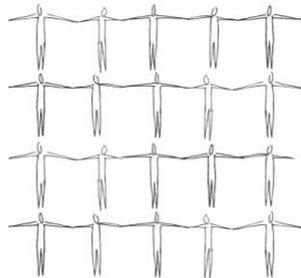
You can find out where you have a base of potential new audiences and it will also enable you to target your print and advertising more effectively.

Cost: £100 per map





Target Market Map





Mapping and profiling extras:

Are you interested in the raw data behind your map?

For example which postcode sectors/Council areas are the majority of your users coming from? Prices start from £50 for top 20 postcode sectors. Contact us to get a quote.

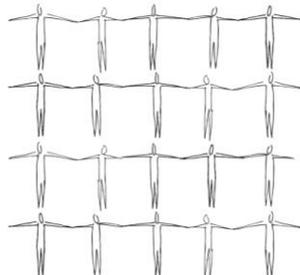
Do you need support in interpreting the data?

We can help you understand what the information is telling you by analysing and interpreting the maps and reports. This information can then be used to inform strategies. We can also work with you to develop your marketing strategy – whatever

level of marketing support you need, we can help.

Would you like to look at your data in a different way?

There are a number of different things we are able to do with the tools at our disposal and we can offer a variety of bespoke services, such as mapping the cross-over of audiences from similar organisations and identifying potential hotspots around organisations e.g. top 20 postcode sectors for a specific AA:I segment group in your local area. To discuss your specific needs get in touch.





Next Steps

We'd love to talk to you about how mapping and profiling can support your organisation's marketing activity.

If you have any queries, or would like to talk to someone about which service is right for you, please contact:

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www.cultivate-em.com

Cultivate works collaboratively with &Co to deliver innovative audience and sector research for the cultural sector. We also provide advice and interpretation to guide and influence strategic development and policy making, ensuring cohesion with national initiatives.

