

Audience Finder Classical Music Audience Headlines 18/19

Association of British Orchestras Conference
Manchester, January 2020

Booker source data: bookers for all performances in Audience Finder for 18/19 coded as: Baroque, Chamber and Recitals, Classical Choral, Contemporary Classical, Early Music, Modern Classical Music, Music Talks, Opera, Orchestral, Orchestral Non-Classical, Popular Classical

Demographics source data: 18/19 Audience Finder survey data from orchestras and classical ensembles

 the audience agency

Understand who your audiences are.
Discover who they could be.

UK classical music audience headlines 18/19

- Average annual booker frequency 18/19, any classical event: **2.09 times**
 - Audience Finder average, any event: 2.14 times
- Average party size: **2.3**
 - Audience Finder average: 2.76
- Average ticket yield: **£39.04**
 - Audience Finder average: £23.47



Audience Spectrum

Audience Spectrum segments the UK population based on engagement with and attitudes towards arts and culture.

<https://www.theaudienceagency.org/audience-spectrum>



Three Highly Culturally Engaged Groups
22% UK population

Three Medium Culturally Engaged Groups
41% UK population

Four Less Culturally Engaged Groups
37% UK population



Top UK classical music segments 18/19

Bookers living outside London



Commuterland Culturebuffs (31%)

High arts engagement, affluent and professional consumers of culture



Dormitory Dependables (18%)

Medium arts engagement, suburban and small towns, interested in popular and more traditional mainstream arts



Home & Heritage (17%)

Medium arts engagement, rural areas and small towns, mature group with conservative tastes



Top UK classical music segments 18/19

Bookers living in London



Metroculturals (65%)

High arts engagement, prosperous, liberal urbanites interested in a very wide cultural spectrum



Experience Seekers (11%)

High arts engagement, in 20s and 30s, highly active, diverse, social and ambitious

UK classical music audience demographics 18/19

The older age trend continues

16 - 24	2%
25 - 34	6%
35 - 44	5%
45 - 54	10%
55 - 64	20%
65 or older	58%
<i>Base</i>	4337

Dominant age categories for other artforms

Contemporary visual arts: 25-34

Children & family, outdoor arts: 35-44

Christmas show, literature: 55-64

Dance, general entertainment: 45-54

Plays/drama, musical theatre, museums/heritage, film, music (all): 65+

All Audience Finder survey data

As does the trend towards a higher % of male bookers

Male	53%
Female	47%
In another way	0%
<i>Base</i>	4099

Ethnicity is less diverse than the overall UK population.

White: British and especially *White: Other* higher amongst classical audiences than the UK population.

Mixed: Multiple ethnic background in line with the UK population.

White: British	83.8%
White: Other	11.1%
Mixed: Multiple ethnic background	2.2%
Black or Black British	0.3%
Asian or Asian British	1.8%
Other	0.8%
<i>Base</i>	2936



theaudienceagency.org

audiencefinder.org