

DO the audience agency

Creative Ageing Development Agency

Research exploring older populations in England and older people's engagement with culture

8 November 2021



Photo: John Moeses Bauan on Upssplash

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Introduction and Approach

This research has been completed by The Audience Agency (TAA) for the Creative Ageing Development Agency (CADA).

CADA believes that we all have a right to create and take an active part in creativity and cultural life at any age. It is the national development agency for creative ageing in England, leading a fundamental rethink and reflection on ageing and creativity. We recognise the breadth of work in this complex field and the wide range of roles that older people play from practitioner to participant. We aim to create the conditions for innovative and impactful work to flourish and to ensure that older people's views and voices are heard.

Developing understanding and insight is at the heart of CADA's work and we commissioned The Audience Agency to bring together what is currently known about older cultural audiences, the cultural engagement of older people and the impact of COVID-19 and the distributions of older populations in England. This overview identifies both the strengths and weaknesses of current available data and contributes to the ongoing debates and the future agenda for creative ageing.

CADA was initiated and is hosted by Manchester Museum and supported by the Baring Foundation, Greater Manchester Combined Authority and Arts Council England

The research aims to address three key areas:

- **Recent audiences in England:** an understanding of cultural engagement of older audiences across England
- **The wider cultural engagement of older people and the impact of COVID-19:** an understanding of cultural engagement and the impact of COVID-19 on older populations in England, looking backwards and forwards
- **Older populations in England:** an understanding of older populations across England, including ethnic diversity, cultural engagement levels and deprivation

Methodology: Recent cultural engagement of older audiences in England

Analysis on current arts and cultural audiences in England uses data from Audience Finder surveys across England for the 2019/20 financial year. [Audience Finder](#) is the free national audience data and development tool, enabling cultural organisations to understand, compare and apply audience insight.

Data used in this analysis represents all organisations and events using the Audience Finder survey in England and includes the artform categories listed on the right. The dataset includes both Arts Council England (ACE) National Portfolio Organisations (NPO), for whom participation is a funding requirement, and a range of other organisations.

The Audience Finder survey is completed by those who attend arts and culture in person, either as a post visit e-survey or an interviewer-led survey during a visit. The total sample of 2019/20 Audience Finder survey responses in England on which this analysis is based = 142,623

Methodology: Understanding wider cultural engagement of older people and the impact of COVID-19 in England

This analysis is based on results from The Audience Agency's [Cultural Participation Monitor](#) a nationwide, longitudinal panel survey of changing views about participating in creative and cultural activities through the pandemic and beyond. The study samples the whole UK population and is operating in survey waves, which started autumn 2020 with the latest at the point of reporting in June 2021.

Analysis included in this research draws on data from England only and two survey waves:

- Wave 1, run Oct-Nov 2020, achieving a sample of 5,411 responses
- Wave 3, run June 2021, achieving a sample of 1,782 responses

Due the smaller sample in wave 3 age breakdowns have been limited to under 55/over 55 only.

Artform categories used in the Audience

Finder survey:

Children/Family

Christmas Show

Contemporary Visual Arts

Dance

Film

General entertainment

Literature

Museum/Heritage

Music

Musical Theatre

Other Artforms

Outdoor arts

Plays/Drama

Traditional Visual Arts

Workshops

Methodology: Older populations in England

A range of population data has been analysed to understand the distribution, characteristics and behaviour of older populations in England. This includes:

- Demographic data (latest available 2011 Census data)
- Indices of Multiple Deprivation
- Audience Spectrum profiling.

Indexing

Where analysis compares to a population base, the index figures show whether each is over- or under-represented in the audience profile compared to the base population - i.e. whether there are certain segments/groups who are found in larger or smaller proportions in audiences than in the wider population.

An index of 100 occurs where the proportion of an audience group exactly matches the size of that group within the base population.

An index over 100 indicates this group is over-represented in the profile compared to the population of the base area. Indexes of 110 or over are highlighted in **red**.

An index of less than 100 indicates this group is under-represented in your volunteer profile compared to the population. Indexes of 90 or under are highlighted in **blue**.



Audience Spectrum Segmentation

This report uses Audience Spectrum, a powerful arts and culture-specific geodemographic profiling tool developed by The Audience Agency. The adult population is broken into 10 categories based on their attendance at, and participation and engagement with, the arts, culture and heritage. More widely, these segments can be grouped into 3 categories - high engagement (orange), medium engagement (green) and lower engagement (blue). For more information and the full pen portraits please visit www.theaudienceagency.org/audience-spectrum

Summary of key findings

Recent cultural engagement of older audiences in England

Based on Audience Finder audience survey data from cultural organisations in England in 2019/20.

Age of cultural audiences

- Audiences aged over 55 made up almost half (48%) of total audiences attending arts and cultural events, however attendance dropped significantly over the age of 75 (6% were 75+).
- Audiences attending culture in England in 19/20 were more likely to be aged 50-59, 60-64 or 65-69 than in any other 16+ age group
- At regional level, there were differences in the share of older audiences of the total in that region, with the South West and East of England having the most and London the least.

Ethnicity of older audiences

- Audiences overall in England were predominantly White (97%), higher than the 94% in the English population. Black or Black British audiences (1%), and in particular Asian or Asian British audiences (1%), were underrepresented compared to the population (1%/3%). The proportion of audiences of Mixed: multiple ethnic background was, however, more than twice that in the English population, but a small audience group at just 1%.

Audience Spectrum profile of older audiences

- Audiences in England over the age of 55 were far more likely to fall into medium (44%) or high (41%) culturally engaged Audience Spectrum groups than lower engaged groups (15%). As we would expect to see, audiences across the lower engaged groups were significantly underrepresented compared to the population, and audiences across the highly engaged groups significantly overrepresented.

- The older an audience member is, the more likely they were to be in a highly culturally engaged group and the least likely they were to be in a lower culturally engaged group. This suggests the barriers to attending culture within the lower culturally engaged groups increase with age.
- Audiences varied significantly by region, with 55+ of audiences in London overwhelmingly from highly culturally engaged Audience Spectrum groups (81%) and, second to London, over half in the South East (54%).
- There was good representation of medium engaged groups amongst 55+ audiences in all regions except London, most prominent in the East Midlands (58%), South West and Yorkshire & the Humber (both 53%).
- The North East attracted the highest proportion of 55+ audiences from lower engaged groups (27%), followed by Yorkshire & the Humber (21%). The South East attracted the least (8%).
- Audience Spectrum trends by region reflect patterns in the population - although overall there is an under-representation of lower culturally engaged groups and an over-representation of highly culturally engaged groups amongst audiences in every region compared to the local population.

Arts/cultural forms attended by older audiences

- Audiences in England aged over 55 in 2019/20 were *most* likely to go to plays/drama (25%), music (19%), museums/heritage (18%) and dance (13%).
- Compared to audiences of all ages, those aged 55+ were significantly *more* likely to go to plays/drama and music and *less* likely to go to contemporary visual arts, outdoor arts, workshops, children/family and 'other artforms.'
- Across the three older age groups explored (55-64, 65-74 and 75+) there was variation in the type of event and artform audiences attended in 19/20. Those aged 55-64 were more likely than the older two groups to go to plays/drama. The 55-64 group was also

Most prominent Audience Spectrum groups amongst older audiences in England 19/20

Commuterland Culturebuffs: Affluent and professional consumers of culture (highly culturally engaged)

Dormitory Dependables: Regular but not frequent cultural attenders living in city suburbs and small towns (medium cultural engagement)

Home & Heritage: Conservative in their tastes, this more mature group appreciates all things traditional (medium cultural engagement)

Metroculturals: Prosperous, liberal, urbanites interested in a very wide cultural spectrum (highly culturally engaged)

somewhat more likely than the older groups to go to dance, contemporary visual arts, general entertainment and outdoor arts. Those aged 65-74 were especially likely to go to museums/heritage, with those aged 75+ significantly more likely to go to music events than those aged 65-74 and 55-64.

Understanding wider cultural engagement of older people and the impact of COVID-19 in England

Based on results from The Audience Agency's Cultural Participation Monitor sampling the whole England population

Overall engagement by age, before and during the pandemic

- Overall in the 12 months before the pandemic, older populations aged 55+ engaged less than younger populations under 55 (for the categories and art forms included in this research) in person, digitally and in creative activity.
- During the pandemic (to November 2020), this trend continued overall for in person activity.
- Reflecting the earlier Audience Finder survey results, a key inflection point at 75+ is again suggested here, with in person engagement dropping below that of younger groups both before and during the pandemic. This was not, however, the case for online engagement *before* the pandemic which saw a small rise at age 75+, and for online engagement *during* the pandemic the drop at 75+ is minimal.
- Creative activity saw a significant overall increase across all age groups during the pandemic compared to before and overall greater engagement from older groups during the pandemic compared to younger groups - 78% over 55+ compared to 69% under 55 engaged with creative activity during the pandemic (as explored later, this is largely due to an increase in reading for pleasure amongst those aged 55+).

Artforms and activity engaging older people

In person cultural engagement

- In the 12 months before the pandemic lockdown, engagement in England across most arts/cultural forms included in the study was higher amongst those under 55 than those aged 55+.
- The exceptions to this are play/drama/musical, opera/ballet/classical concert, and heritage sites and parks/gardens, all of which show little difference by age between under and over 55s.
- During lockdown (to November 2020) in person cultural engagement of over 55s was lower than that of under 55s, but followed a similar pattern across artforms, with the impact of cultural organisation closures during the pandemic evident.
- Pre-lockdown when everything was open as usual, there were notable differences between the three older age bands. There was a peak for heritage related offers (museums, heritage sites/places and parks/gardens) amongst the 65-74 age group. Attendance at opera/ballet/classical was higher amongst those aged 75+ than all younger groups.

Digital cultural engagement

- Pre-pandemic, digital cultural engagement of over 55s was significantly lower than that of under 55s across all arts/cultural forms included in the study.
- In terms of online arts/cultural form preferences, older tastes broadly reflect preferences seen in person, with peaks for play/drama/musical, music gigs, opera/ballet/classical concert, other live entertainment, performance stream/recording, museums/heritage and collections/archives.
- Amongst older groups (pre lockdown) there was somewhat higher engagement across many arts/cultural forms online for 55-64 year olds, compared to older groups. However those aged 75+ were the most likely to engage with plays/drama/musicals and opera/ballet/classical concerts online.
- Results suggest a significant opportunity to engage older audiences online where there is an existing artform interest.

Creative participation

- As explored earlier, there was an overall rise in creative activity amongst those aged 55+ during the pandemic (to November 2020) compared to before and it is clear that a significant rise in reading for pleasure was the main reason for this, rising from 51% pre-lockdown to 74% during.
- In addition to reading for pleasure, other more prominent creative activities amongst older people, both before lockdown and during the pandemic, were making crafts/visual arts and ‘another sort of activity’. Visiting libraries was popular pre-lockdown and we can assume the drop during the pandemic was largely due to closures.
- Pre-pandemic, reading for pleasure was the most popular activity amongst older groups, and one in which over 55s were more likely to engage than under 55s, in particular the 55-64 and 65-74 age groups.
- The other more popular creative activities amongst older groups - visiting a library, making crafts/painting etc. and ‘another sort of activity’ - were all slightly more popular amongst 55-64 and 65-74 year olds than those aged 75+.

Digital technology and social media use amongst older populations in England

- In the year before lockdown, the vast majority of over 55s had used the internet via a computer, watched both live and catch-up TV on terrestrial channels and listened to the radio - across all of these, engagement was significantly higher than that of under 55s.
- Over half of over 55s had also used the internet via a tablet and via a phone - however use of the internet on a phone decreased significantly with age, with over 75s in particular much less likely to have done this.
- Over 55s were very unlikely to have played video games online with others, although over a fifth of 55-64 year olds (and 16% of over 55s overall) had played video games on their own or in person with others.
- The over 55 group were also very unlikely to have created and uploaded video and other creative content online or used Virtual Reality or Augmented Reality.
- Over 55s are much less likely than under 55s to regularly post on social media (not for work).
- Despite this, there is a reasonably high use amongst over 55s of Facebook, WhatsApp and Messenger.
- Over 55s were most unlikely to use Snapchat, TikTok and Pinterest.

- Across platforms, social media use is higher amongst those aged 55-64 than those aged 65-74 and 75+. For Messenger and Facebook usage varies only minimally across these three older groups. For WhatsApp, usage drops more significantly, being lower for those aged 75+.

Impact of the pandemic on the wellbeing of older people in England

- Older people over 55 were *less* likely than those under 55 to report being lonely as a result of the pandemic (June 2021). (This is despite younger people being three times as likely to say they felt lonely less often than before COVID-19.)
- Older people also reported slightly higher, but more moderate, life satisfaction. Average life satisfaction was 6.4/10 for 55+ and 6.2/10 for under 55s.
- When asked how they felt in the last two weeks in relation to a range of wellbeing measures, those over 55 were *more frequently* than those under 55 feeling loved, feeling cheerful, dealing with problems well, feeling good about themselves, and in particular able to make up their own mind and thinking clearly.
- Older groups were especially *less likely* to feel they had energy to spare and that they were interested in new things.
- Over 55s were particularly likely to say they had been *less able* during the pandemic to be sociable with people they don't live with, to take part in an activity, to do something different from usual, to be entertained, to be inspired and stimulated and to feel connected with local community or place. Whilst this was the case in all these areas for under 55s too, it was more marked for those over 55.

Willingness to return to culture in person

- Over 55s are more reluctant than under 55s to return to culture in person. They were especially likely to say they would consider attending, but with some reservations about COVID-19 safety (29%) or that they would not be comfortable with this until there are significant reductions in risk from COVID-19 (27%).
- This is despite the vast majority (91%) of over 55s having received both COVID-19 vaccinations, compared to just a third of under 55s, at the point of completing the survey (June 2021).

- It is worth noting though that almost a quarter of over 55s (23%) said they would be happy to attend if there was something they wanted to see or do.

Influence of the pandemic on attitudes amongst older people towards engaging with different artforms/activities

- Over half, 58%, of over 55s agreed that they missed being able to attend outdoor historic parks, gardens and heritage sites during the pandemic and 55% that they missed attending indoor galleries, museums and heritage places.
- Although not quite as prominent, a significant 47% missed live performance and 39% missed film at a cinema/other venue.
- Of these four activities, over 55s were most likely to agree that outdoor historic parks, gardens and heritage sites are important for their wellbeing (53%).
- In addition, the other activities are considered important for wellbeing for a sizeable proportion of over 55s - indoor galleries museums & heritage 42%, live performance 35% and film at a cinema 22%.
- Across the four activities, those aged 55+ were most likely to agree that they will try to attend outdoor historic parks, gardens and heritage sites more often when things return to normal than they did pre-pandemic (41%). Around a third (32%) intend to go to indoor galleries, museums and heritage places more frequently, around a quarter (26%) live performance and just under a fifth (18%) film at a cinema.
- Around a quarter of over 55s agreed for each activity that they will stay more local when they do this in the future. They were most likely to say this for film at a cinema (28%).

Understanding older populations across England

Based on data about populations in England: Demographics, Indices of Multiple Deprivation and Audience Spectrum Segmentation

Overall proportions and numbers of older people

- Local/Unitary Authorities with the highest *proportions* of over 55s in England have a leaning in many cases towards more rural areas, with the top 5 West Somerset, North Norfolk, Rother, Christchurch and East Devon.
- In terms of *numbers* of over 55s in the population, there are highest numbers in many city areas alongside rural and mixed rural/urban Local/Unitary Authorities, with the top 5 Birmingham, Cornwall, Leeds, County Durham and Wiltshire.

Ethnicity and older people

- Mapping is included looking at the overall proportions of broad ethnic groups in the population of each Local/Unitary Authority in England. These can be used alongside the hotspot mapping and tables for older populations in England to target approaches where ethnicity is a key consideration.
- Mapping suggests that city areas, in particular London, Birmingham and surrounding Authorities, Newcastle upon Tyne, a number of Greater Manchester Authorities and Leeds, combine highest numbers of older people with more ethnically diverse populations.

Disability and older people

- Mapping is included looking at the overall (all ages) proportions of people with a disability or long-term health condition in the population of each Local/Unitary Authority in England.
- There appears to be a strong correlation between areas with higher proportions of older people (often rural) and high proportions of those with a disability or long-term health condition.

Cultural engagement levels in the population

- Mapping and tables show the distribution of *all the lower engaged Audience Spectrum segments* within the England population at Local/Unitary Authority level and the *Heydays Audience Spectrum segment*. This relates to the entire population, as it is not possible to determine the proportion of the older population only by Audience Spectrum segment.
- Local/Unitary Authorities with the highest overall proportions of lower culturally engaged segments (not restricted to older populations) are in many cases focused in and around cities, with Barking and Dagenham, Sandwell, Newham, Hull and Stoke-on-Trent having the highest proportions.
- Heydays are the least culturally engaged group and have a strong older leaning. Many live in sheltered or specially adapted accommodation for older people and they are often excluded from many activities due to a raft of health, access and resource barriers. The 5 Local/Unitary Authorities in England with the highest proportions of Heydays in the population overall are Copeland, Great Yarmouth, Sandwell, Allerdale and East Lindsey.

Areas combining larger older populations with higher deprivation and lower cultural engagement

- Areas have been identified where there are larger older populations, combined with higher deprivation levels and higher proportions of the lower culturally engaged Audience Spectrum segments. This analysis is intended as a starting point to understand how these factors combine across the English population at broad Local/Unitary Authority Level.
- Hull, Manchester, Sandwell, Stoke-on-Trent and Liverpool rank highest, based on higher *numbers* of older people alongside some of the highest ranks for combined deprivation/lower cultural engagement.
- This form of analysis has been undertaken based on both proportions and numbers of older people in the population and these two models provide different and useful insights.

1. Recent older cultural audiences in England: Audience Finder 2019/20 survey data

Analysis in this section is based on Audience Finder audience survey data from cultural organisations in England in 2019/20.

1.1 The age of cultural audiences in England in 19/20

Age breakdown	AF England Benchmark 2019-20 all ages	England (adults 16+)	Index: AF 55+ vs England 55+
16 - 19	2%	6%	34
20 - 24	5%	8%	56
25 - 29	6%	8%	66
30 - 34	7%	8%	80
35 - 39	8%	8%	97
40 - 44	8%	9%	86
45 - 49	8%	9%	91
50 - 54	9%	8%	120
55 - 59	10%	7%	149
60 - 64	11%	7%	153
65 - 69	11%	6%	194
70 - 74	9%	5%	189
75 - 79	4%	4%	94
80 - 84	1%	3%	49
85 or older	0%	3%	18
Base	142,623	42,989,620	

Audience Finder survey data demonstrates the overall age breakdown of arts and cultural adult audiences across England in 19/20. This is audiences who have visited, in person, a wide range of event types spanning performing arts, galleries, museums, heritage sites and outdoor arts.

In comparison to the population age breakdown in England, audiences aged 50-74 are overrepresented, those aged 75-79 in line with the population and those aged 80+ underrepresented (the latter in common with all groups aged under 35).

Audiences in England in 19/20 were more likely to be aged 60-64, 65-69 or 55-59 than in any other 16+ age group.

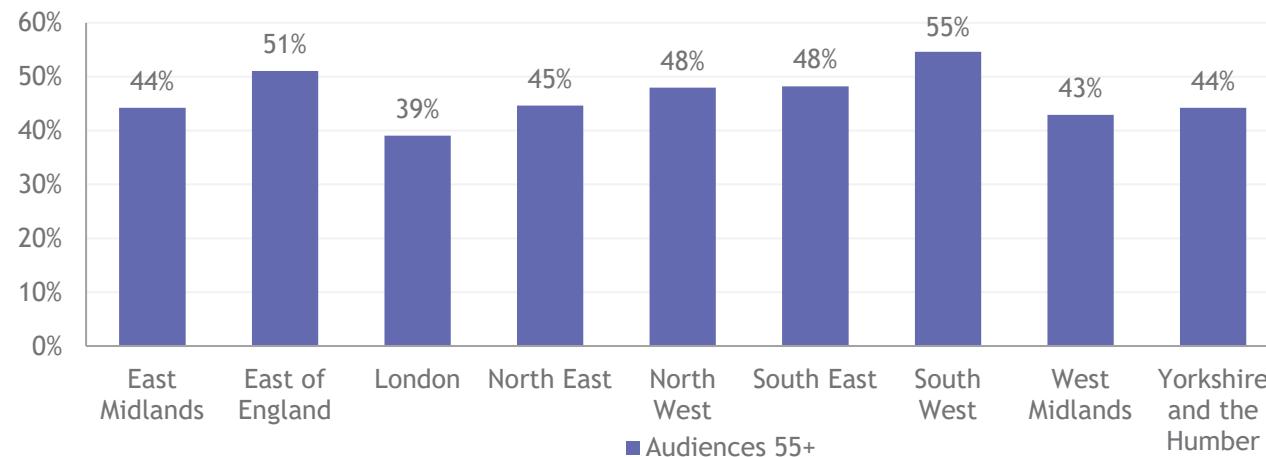
Age breakdown	AF England Benchmark 2019- 20 all ages	England (adults 16+)	Index: AF 55+ vs England 55+		
			16+	17-24	25-34
55 - 64	22%	14%	151	1	1
65 - 74	20%	11%	192	1	1
75+	6%	10%	58	1	1
55+	48%	34%	138	1	1
<i>Base</i>	142,623	42,989,620			

Audiences aged 55+ made up a total of 48% of cultural audiences in England in 19/20.

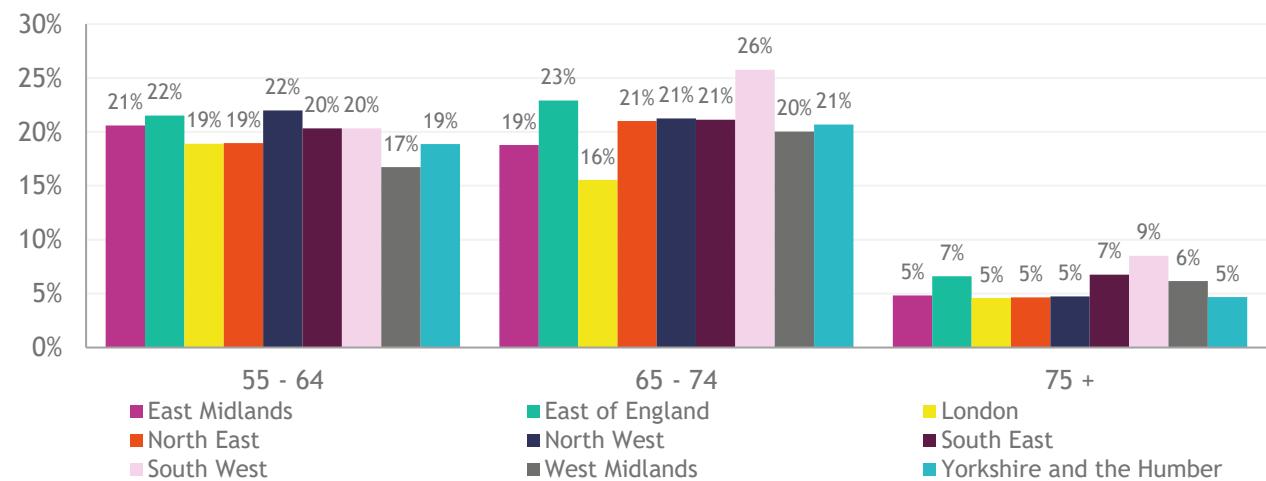
The majority were aged 55-64 (22% of total audiences) and 65-74 (20%).

Attendance dropped significantly amongst those aged over 75 (6% of total audiences) and considering this alongside the table on the previous page, it appears this drop off is especially pronounced from the age of 80.

% of audiences aged 55+ of total in each English region (Audience Finder 19/20 survey)



% of audiences aged 55-64, 65-74 and 75+ of total in each English region (Audience Finder 19/20 survey)



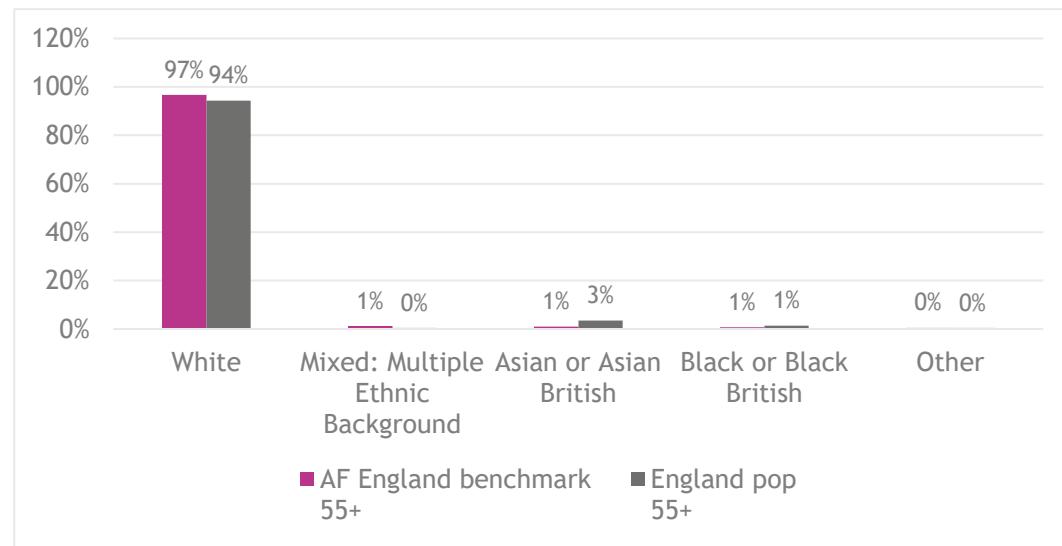
At regional level, there are differences in the share of older audiences within total audiences. Notably the South West has overall the highest proportion of 55+ audiences, especially prominent in the 65-74 and 75+ categories compared to other regions. The East of England has the second highest proportion of 55+ audiences and one of the largest shares across all three groups: 55-64, 65-74 and 75+.

The older audience leaning in these two regions reflects older age trends in the population, which can be found in section three of this report.

London has a lower proportion of 55+ audiences overall, in particular in the 65-74 group, and West Midlands the least in the 55-64 group.

1.2 Ethnicity of older audiences in England

Ethnicity of audiences in England aged 55+ compared to the 55+ population (Audience Finder 19/20 survey)



Ethnicity	AF England benchmark 55+	England pop 55+	Index: AF 55+ vs England 55+
White	97%	94%	103
Mixed: Multiple Ethnic Background	1%	0%	263
Asian or Asian British	1%	3%	28
Black or Black British	1%	1%	49
Other	0%	0%	120
Base	66,569	14,829,798	

Overall, older audiences aged 55+ attending culture in England in 19/20 were most likely to be of White ethnicity (97%) and this group are overrepresented compared to the England population (94% aged 55+ are White).

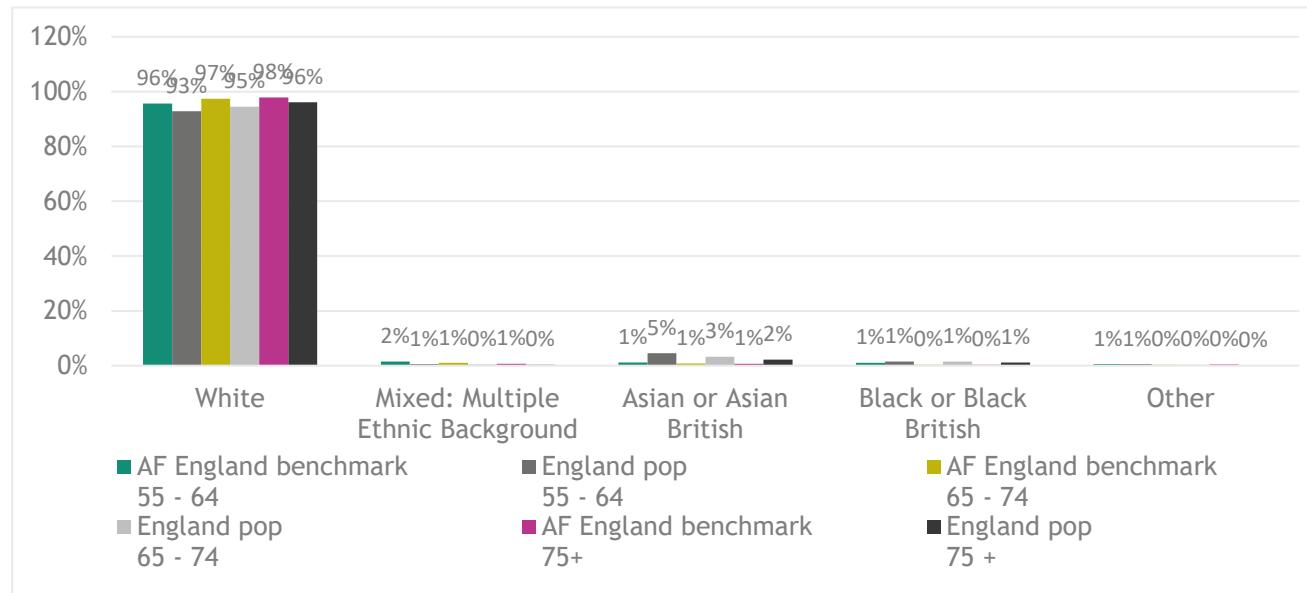
Audiences of Mixed: Multiple Ethnic Background, although a small proportion of 55+ audiences at 1%, were overrepresented compared to the 55+ population, making up more than twice their proportion in the population.

Black or Black British audiences aged 55+, and in particular Asian or Asian British audiences, were underrepresented compared to the population.

Asian or Asian British audiences made up 1% of 55+ audiences compared to 3% of the population.

Ethnicity of audiences in England aged 55-64, 65-74 and 75+ compared to the population

(Audience Finder 19/20 survey)



Underrepresentation of Asian or Asian British audiences was even more marked in the 55-64 group, in which Asian or Asian British audiences made up 1% compared to 5% of the population.

Due to the small number of non-White audiences it has not been possible to break this data down further into more detailed ethnic groups.

Ethnicity	AF England benchmark 55 - 64	England pop 55 - 64	AF England benchmark 65 - 74	England pop 65 - 74	AF England benchmark 75+	England pop 75 +
White	96%	93%	97%	95%	98%	96%
Mixed: Multiple Ethnic Background	2%	1%	1%	0%	1%	0%
Asian or Asian British	1%	5%	1%	3%	1%	2%
Black or Black British	1%	1%	0%	1%	0%	1%
Other	1%	1%	0%	0%	0%	0%
Base	30,397	6,169,269	28,401	4,552,283	7,771	4,108,246

1.3 Audience Spectrum profile of older audiences in England

Audience Spectrum high/medium/low engaged group profile of audiences in England aged 55-64, 65-74 and 75+ and 55+ compared to the population (Audience Finder 19/20 survey)

Audience Spectrum	AF England benchmark 55 - 64	AF England benchmark 65 - 74	AF England benchmark 75+	AF England Benchmark 55+	England (adults 15+)
High engagement	40%	41%	44%	41%	26%
Medium engagement	43%	45%	44%	44%	40%
Low engagement	17%	14%	12%	15%	35%
<i>Base</i>	<i>30,673</i>	<i>28,777</i>	<i>7,880</i>	<i>67,330</i>	<i>46,421,283</i>

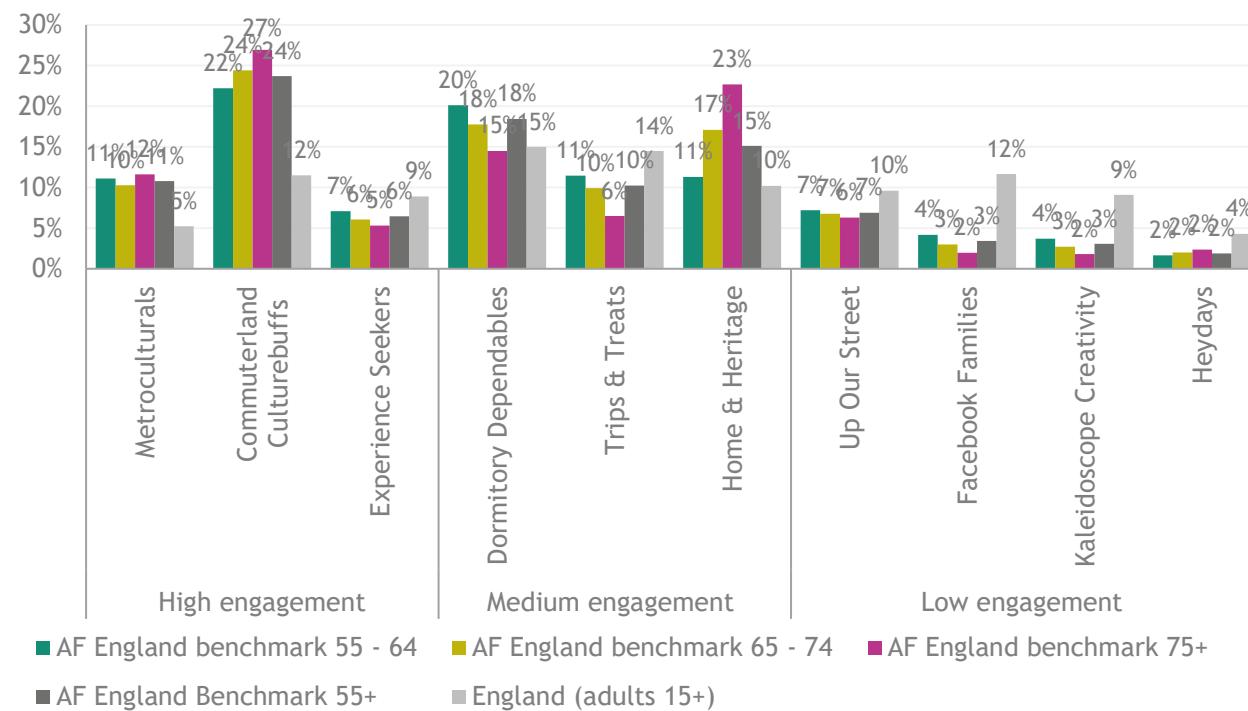
The ten Audience Spectrum segments are grouped in three bands: high, medium and low cultural engagement. Audiences over the age of 55 were far more likely to fall into medium (44%) or highly (41%) culturally engaged Audience Spectrum groups than lower engaged groups (15%).

Compared to the England population, highly engaged groups were significantly overrepresented at 41% of 55+ audiences compared to 26% of the total population. Medium culturally engaged groups were somewhat overrepresented at 44% of 55+ audiences compared to 40% of the total population. Lower culturally engaged groups were, however, considerably underrepresented at 15% of 55+ audiences compared to 35% of the total population.

The three older age breakdowns show that the older an audience member is, the more likely they are to be in a highly culturally engaged group and the least likely they are to be in a lower engaged group. I.e. 44% of 75+ audiences are in a highly culturally engaged group compared to 40% of audiences aged 55-64; 17% of 55-64 audiences are in a lower culturally engaged group compared to a smaller 12% of those aged 75+.

This suggests the barriers to attending culture within the lower engaged groups increase with age.

Audience Spectrum profile of audiences in England aged 55-64, 65-74 and 75+ and 55+ compared to the population (Audience Finder 19/20 survey)



Most prominent Audience Spectrum groups amongst older audiences in England 19/20

Commuterland Culturebuffs: Affluent and professional consumers of culture (highly culturally engaged)

Dormitory Dependables: Regular but not frequent cultural attenders living in city suburbs and small towns (medium cultural engagement)

Home & Heritage: Conservative in their tastes, this more mature group appreciates all things traditional (medium cultural engagement)

Metroculturals: Prosperous, liberal, urbanites (especially London) interested in a very wide cultural spectrum (highly culturally engaged)

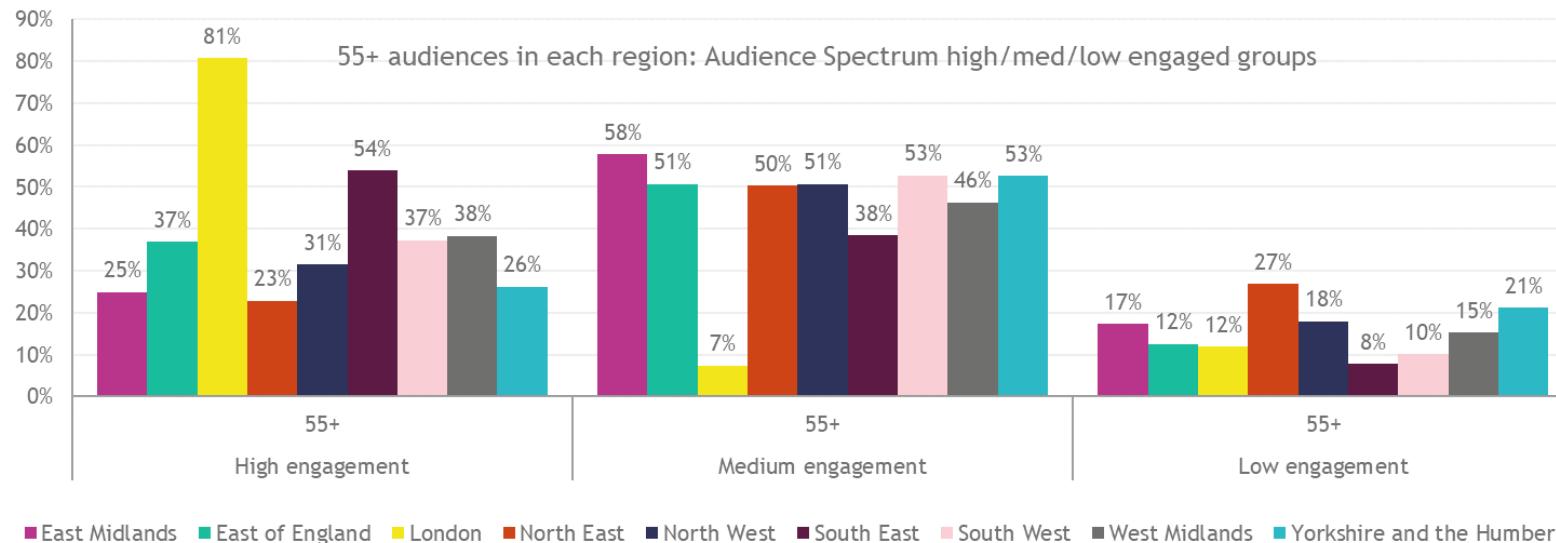
Please see [here](#) for the full Audience Spectrum pen portraits.

Overall, audiences aged over 55 in 19/20 were most likely to be in the highly engaged Commuterland Culturebuffs group (24% of 55+ audiences), the medium engaged Dormitory Dependables (18%) and Home & Heritage (15%) groups and the highly engaged Metroculturals (11%).

Amongst the lower engaged groups, Up Our Street were more prominent than other groups at 7%, but still underrepresented compared to the population (10%). With the exception of Heydays, the representation of each of the lower engaged groups decreased with age across the 55-64, 65-74 and 75+ bands.

Those aged 75+ were especially likely to be Commuterland Culturebuffs (27% of 75+ audiences) and Home & Heritage (23%), fitting with the older profile of the Home & Heritage group. Those aged 55-64 were especially likely to be Commuterland Culturebuffs (22%) and Dormitory Dependables (20%). For those in the middle 65-74 age band, representation was high across all three of these groups.

Audience Spectrum high/medium/low engaged group profile of 55+ audiences in each English region (Audience Finder 19/20 survey)



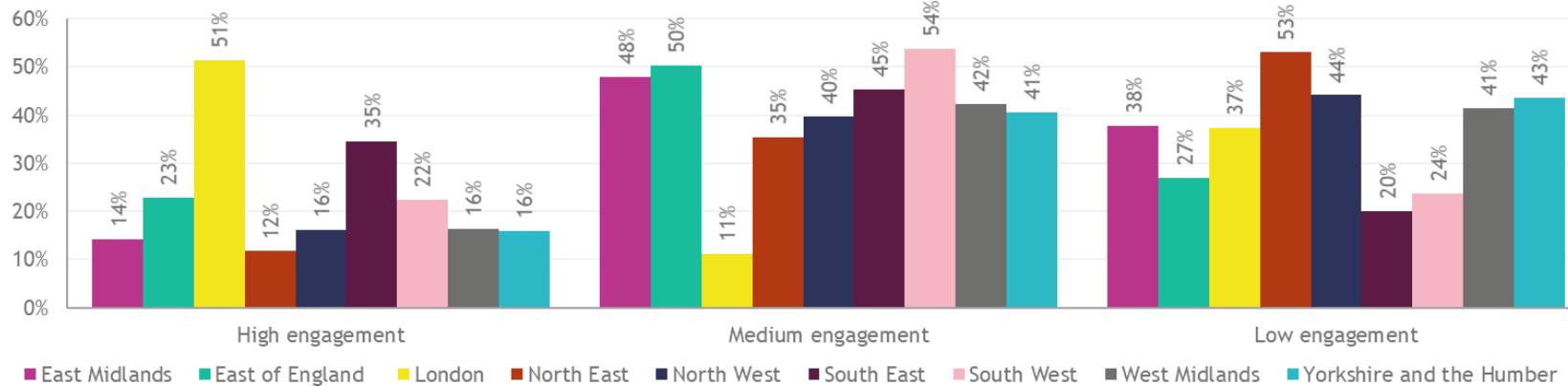
55+ audiences in London were overwhelmingly most likely to be from highly culturally engaged Audience Spectrum groups (81%), as would be expected given the high proportion of these groups in the population, in particular Metroculturals (see next page for population breakdowns). This is followed by those from the South East (54%), again reflecting the population, in which Commuterland Culturebuffs are especially prevalent.

Those from the East Midlands (58%), South West and Yorkshire & the Humber (both 53%) were most likely to be from the medium engaged groups - although there was good representation of medium engaged groups amongst 55+ audiences in all regions except London, in line with population trends. The North East attracted the highest proportion of 55+ audiences from lower engaged groups (27%) followed by Yorkshire & the Humber (21%), with populations in these regions also having the highest proportions of lower engaged groups. The South East attracted the least (8%).

Audience Spectrum trends by region reflect patterns in the population - although overall there is an under-representation of lower culturally engaged groups and an over-representation of highly culturally engaged groups amongst audiences in every region compared to the local population.

Audience Spectrum high/medium/low engaged group population profile for each English region

Population profile by English region of Audience Spectrum high/med/low engaged groups

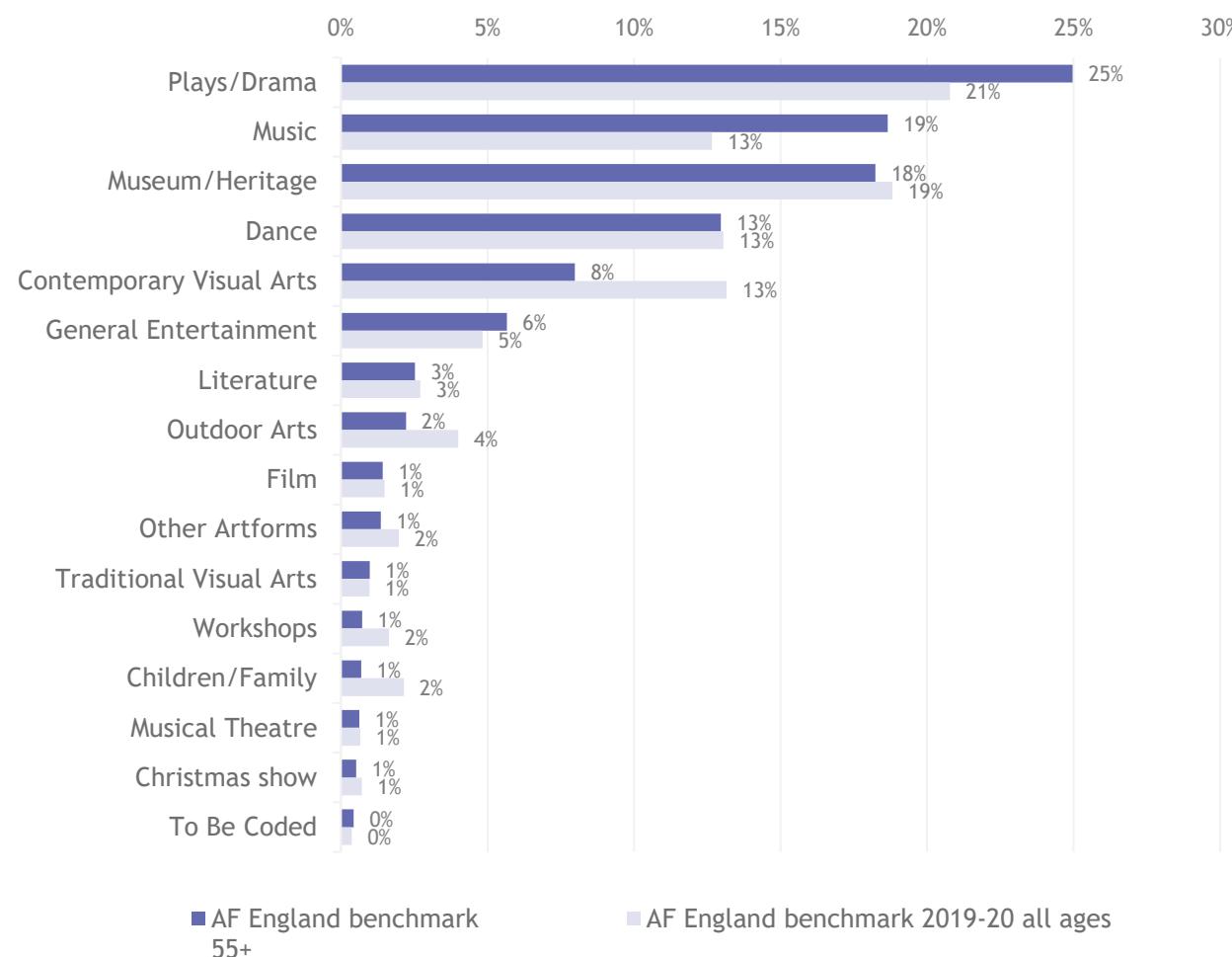


Audience Spectrum population profile for each English region

Segment name	East Midlands	East of England	London	North East	North West	South East	South West	West Midlands	Yorkshire and the Humber
Metroculturals	0%	1%	30%	0%	0%	2%	1%	0%	0%
Commuterland Culturebuffs	8%	14%	6%	6%	9%	22%	12%	11%	8%
Experience Seekers	6%	8%	16%	6%	7%	11%	9%	5%	8%
Dormitory Dependables	15%	19%	7%	13%	15%	20%	17%	15%	13%
Trips & Treats	21%	17%	2%	13%	15%	14%	20%	18%	17%
Home & Heritage	12%	13%	3%	9%	9%	11%	17%	10%	10%
Up Our Street	13%	9%	1%	16%	14%	7%	10%	11%	14%
Facebook Families	15%	10%	3%	20%	18%	8%	8%	17%	16%
Kaleidoscope Creativity	4%	3%	32%	8%	6%	3%	2%	8%	7%
Heydays	5%	4%	1%	10%	6%	2%	4%	5%	7%
Total (not inc. Unclassified)	4,019,804	5,139,390	7,206,356	2,258,120	6,062,540	7,590,123	4,745,243	4,837,268	4,562,439

1.4 Artforms attended by older audiences in England

Artforms attended by 55+ audiences in England compared to audiences of all ages (Audience Finder 19/20 survey)

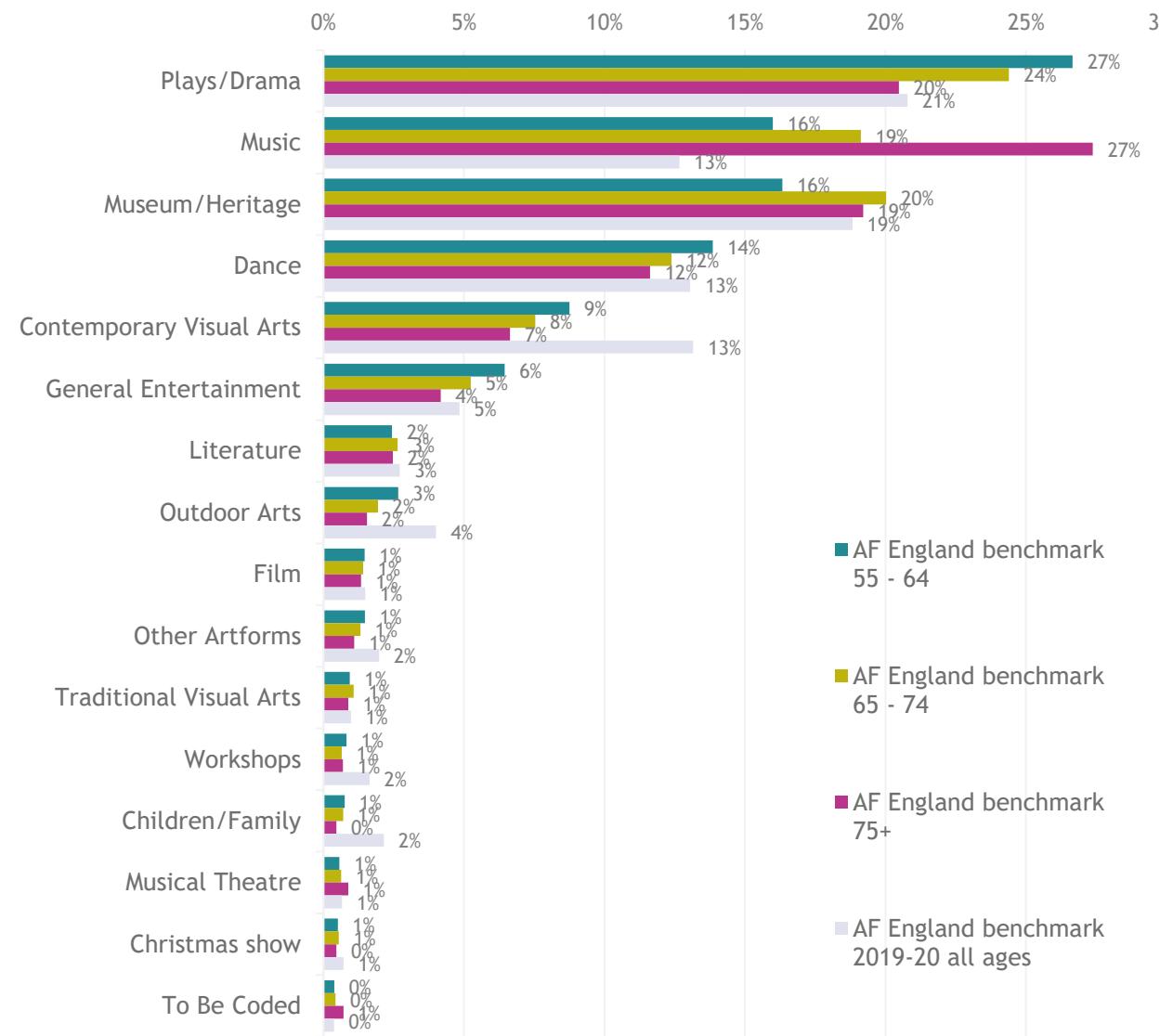


Audiences aged over 55 in 2019/20 were most likely to go to plays/drama (25%), music (19%), museums/heritage (18%) and dance (13%).

Compared to audiences of all ages, those aged 55+ were significantly *more* likely to go to plays/drama and music and *less* likely to go to contemporary visual arts, outdoor arts, workshops, children/family and 'other artforms'.

Attendance of those aged 55+ at all remaining artforms was roughly in line with the average for all ages - museums/heritage, dance, general entertainment, literature, film, traditional visual arts, musical theatre and Christmas shows.

Artforms attended by audiences in England aged 55-64, 65-74 and 75+ compared to audiences of all ages (Audience Finder 19/20 survey)



Looking at the three older age breakdowns

- 55-64, 65-74 and 75+ - there are some marked differences.

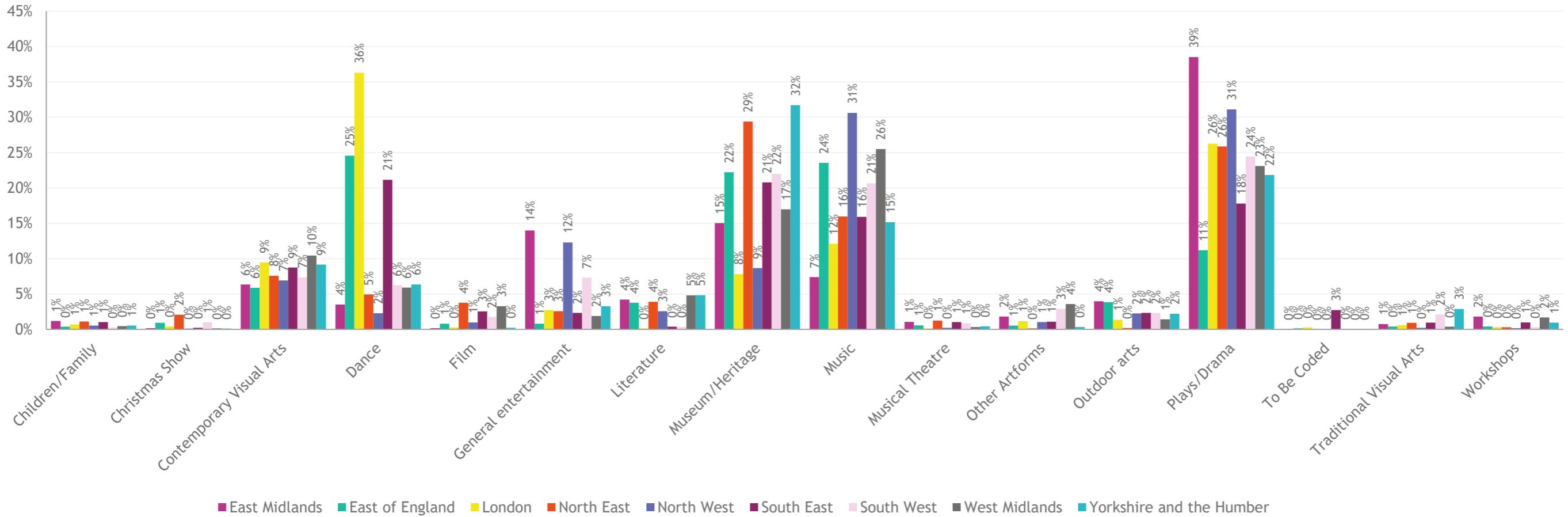
Those aged 55-64 were more likely than the older groups to go to plays/drama in 19/20 (27% of those aged 55-64 went to plays/drama, compared to 24% of those aged 65-74 and 20% of those aged 75+).

The 55-64 group was also somewhat more likely than the older groups to go to dance, contemporary visual arts, general entertainment and outdoor arts.

Those aged 65-74 were especially likely to go to museums/heritage (20%).

Those aged 75+ were significantly more likely to go music events in 19/20 (27% of those aged 75+ went to music events, compared to 19% aged 65-74 and 16% aged 55-64).

Artforms attended by audiences aged 55+ by English region (Audience Finder 19/20 survey)



There were some notable differences in the artform attendance of those aged 55+ in each English region in 2019/20. These results breakdown the % of the total audience aged 55+ in each region by the artform they attended.

In particular, those aged 55+ in London, the East of England and the South East were far more likely to attend dance events compared to all other regions.

Audiences aged 55+ in the East Midlands were the most likely to attend plays/drama by a significant proportion, followed by those in the North West.

Over 55s were far more likely to attend general entertainment (e.g. comedy, personalities, magicians, cabaret) in the East Midlands and North West.

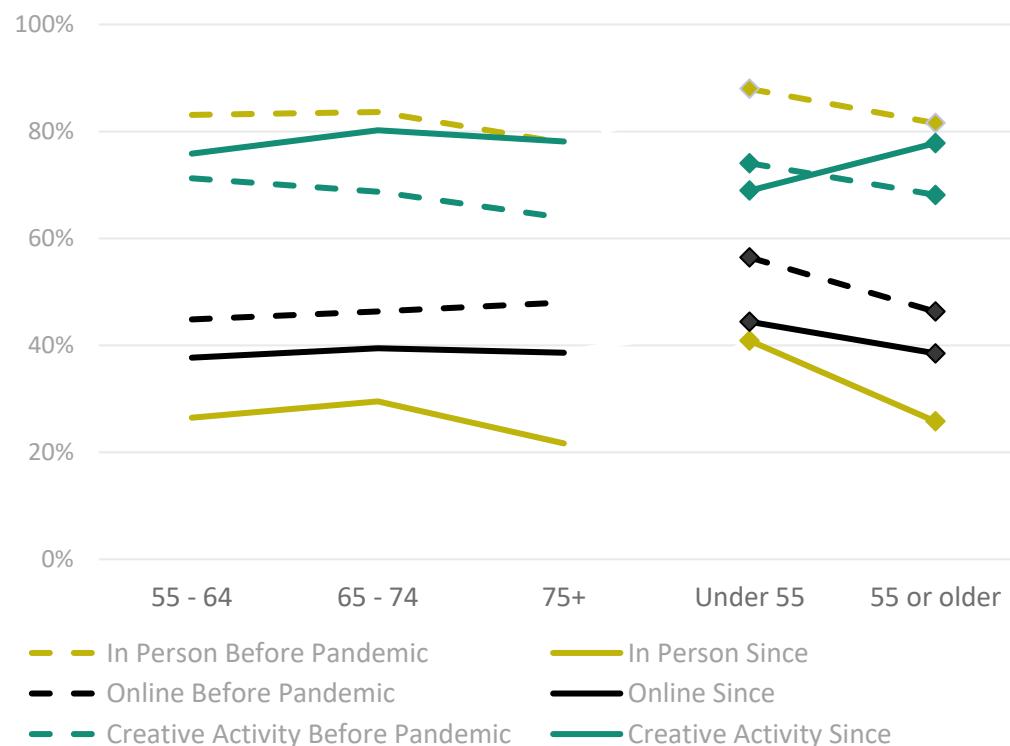
Those in Yorkshire & the Humber and the North East were more likely to attend museums/heritage than over 55s in other regions, with over 55s in the North West, West Midlands, East of England and South West more likely to attend music.

These results will of course reflect in part the weighting of provision of different artforms in each area and within the Audience Finder dataset and results such as a prominence of music in the North West might be expected. What these results do give is a sense of the choices of audiences aged over 55 from the provision available in the region.

2. Understanding wider cultural engagement of older people and the impact of COVID-19

Analysis in this section is based on results from The Audience Agency's Cultural Participation Monitor sampling the whole England population

Engagement of the English population with culture by age: 12 months before lockdown and during the pandemic



Data from The Audience Agency's Cultural Participation Monitor survey wave 1, Oct-Nov 2020

2.1 Engagement with culture in person, online and creative participation before and during the pandemic in England

Overall, in the 12 months before the pandemic, older populations aged 55+ engaged less than younger populations under 55 (for the categories and art forms included in this research) in person, digitally and in creative activity.

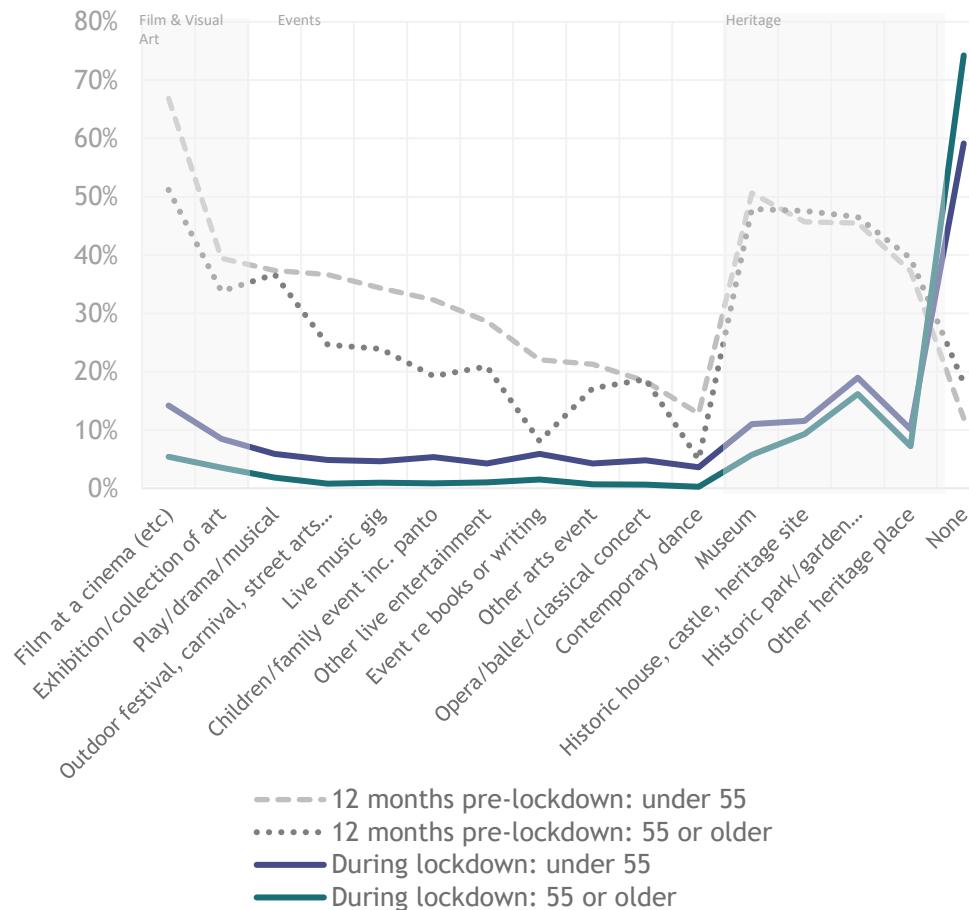
During the pandemic (to November 2020) this trend continued overall for **in person activity**, however it is notable that the 65-74 group engaged more in person than the age groups either side.

Reflecting the earlier Audience Finder survey results, a key inflection point at 75+ is again suggested here, with **in person engagement** dropping below that of younger groups both before and during the pandemic. This was not, however, the case for **online engagement** before the pandemic which saw a small rise at age 75+, and for online engagement during the pandemic the drop at 75+ is minimal.

Creative activity saw overall greater engagement from older groups during the pandemic compared to younger groups - 78% over 55+ compared to 69% under 55 engaged with creative activity during the pandemic. (As shown later, this is largely attributable to a rise in reading for pleasure.) There was an increase in creative activity across the 55-64, 65-74 and 75+ groups during the pandemic compared to before.

2.2 Artforms and activity engaging older people in England: in person, online and creative participation

In person cultural engagement by age amongst the English population: 12 months before lockdown and during the pandemic



In the 12 months before the pandemic lockdown, in person engagement in England across most artforms included in this study was higher amongst those under 55 compared to those aged 55+.

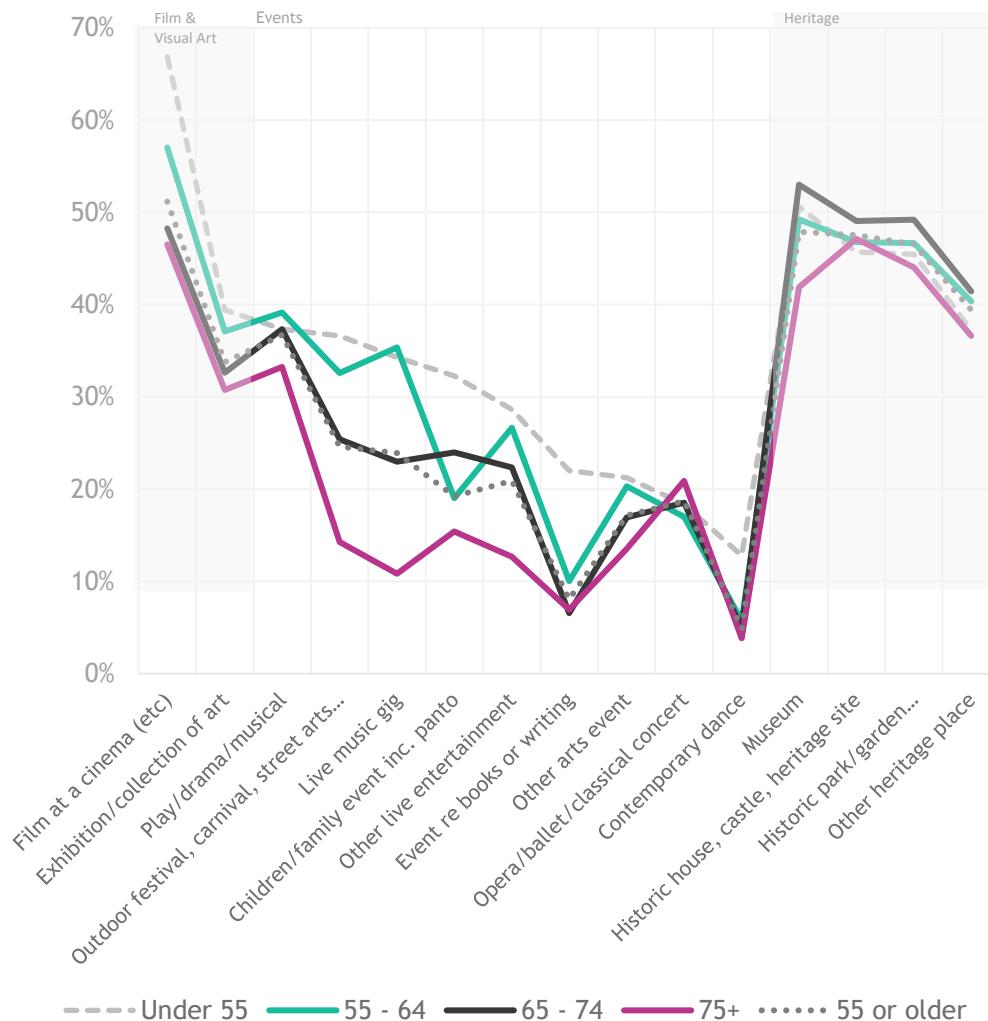
The exceptions to this are play/drama/musical, opera/ballet/classical concert, and heritage sites and parks/gardens, all of which show little difference by age between under and over 55s.

During lockdown (to November 2020) in person cultural engagement of over 55s was lower than that of under 55s, but followed a similar pattern across arts/cultural forms, with the impact of cultural organisation closures evident.

A significantly higher proportion of over 55s than under 55s did not engage in person during the pandemic.

Data from The Audience Agency's Cultural Participation Monitor survey wave 1, Oct-Nov 2020

In person cultural engagement by age amongst the English population: 12 months before lockdown



Considering pre-lockdown behaviour, when everything was open as usual, there were notable differences between the three older age bands.

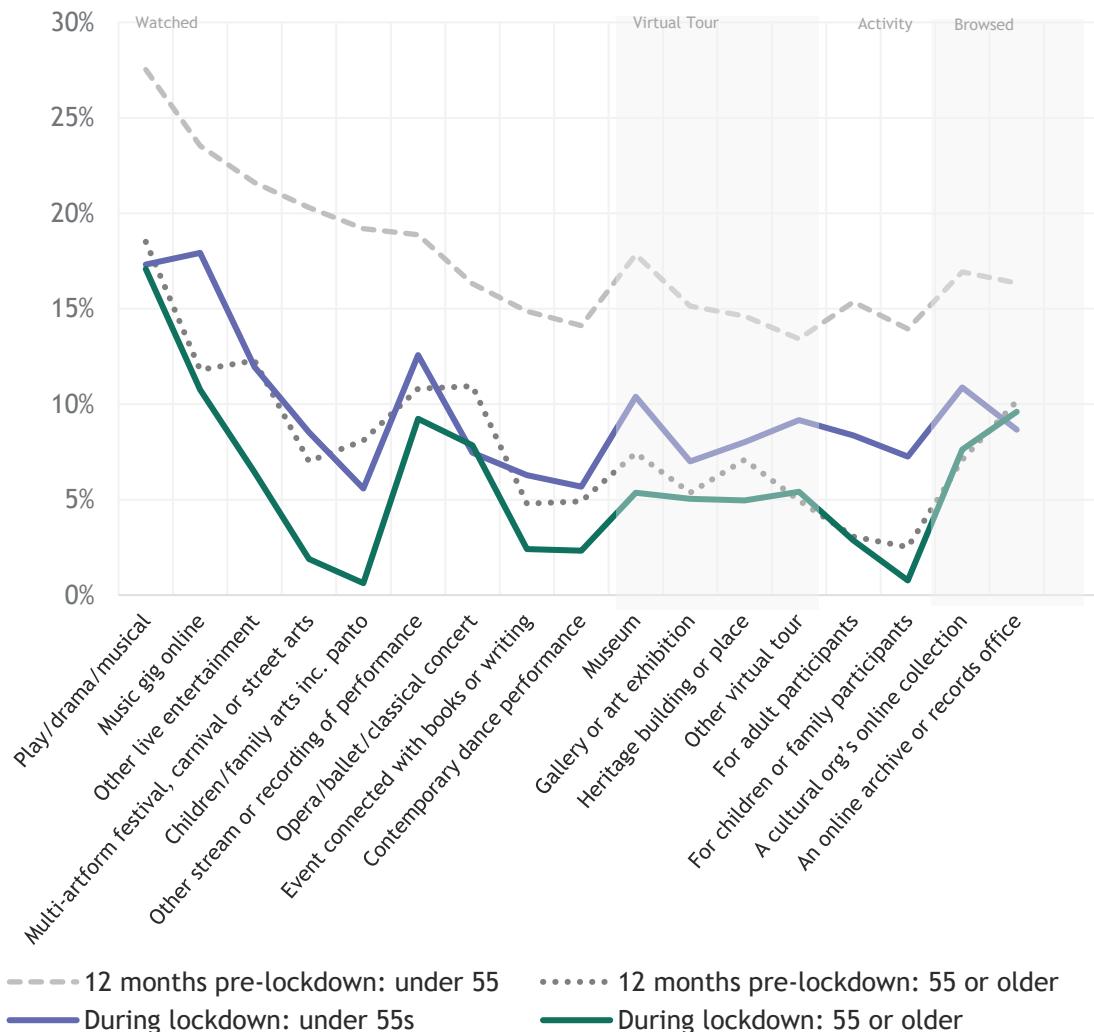
Attendance at a number of arts/cultural forms was higher for 55-64 year olds than older groups.

There was a peak for heritage related offers (museums, heritage sites/places, historic parks/gardens and other heritage places) amongst the 65-74 age group, both compared to the 55-64 and 75+ groups, as well as under 55s. This reflects the peak for this age group seen for museums/heritage in the Audience Finder 19/20 audience survey.

Attendance at opera/ballet/classical was slightly higher amongst those aged 75+ than all younger groups.

Data from The Audience Agency's Cultural Participation Monitor survey wave 1, Oct-Nov 2020

Digital cultural engagement by age amongst the English population: 12 months before lockdown and during the pandemic



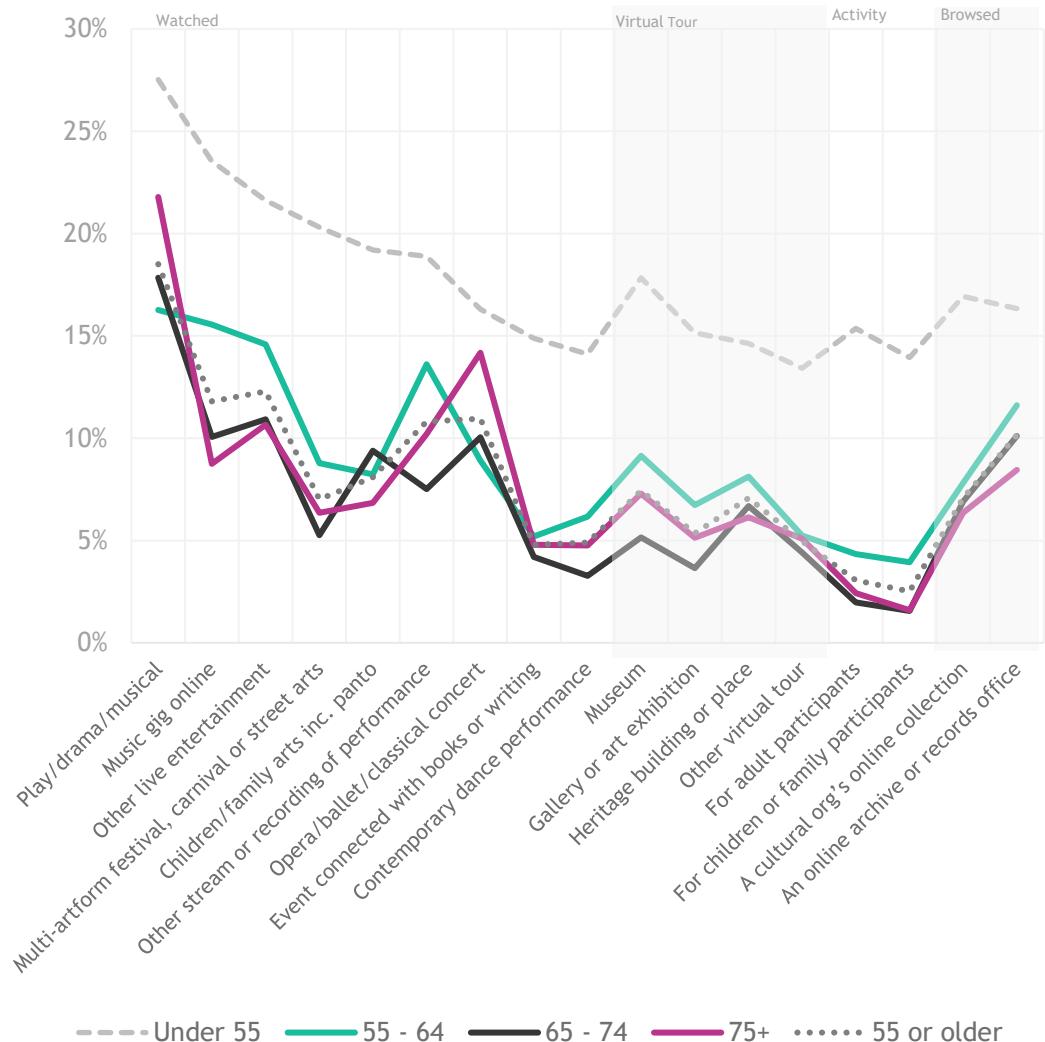
Pre-pandemic, digital cultural engagement of over 55s in England was significantly lower than that of under 55s across all arts/cultural forms included in the study.

However this evened out to some extent during lockdown (to November 2020) with lower engagement from under 55s.

Online preferences for over 55s, both pre and during lockdown, had a leaning towards play/drama/musical, music gigs, other live entertainment, performance stream/recording, opera/ballet/classical concert, museums/heritage and collections/archives.

Data from The Audience Agency's Cultural Participation Monitor survey wave 1, Oct-Nov 2020

Digital cultural engagement by age amongst the English population: 12 months before lockdown

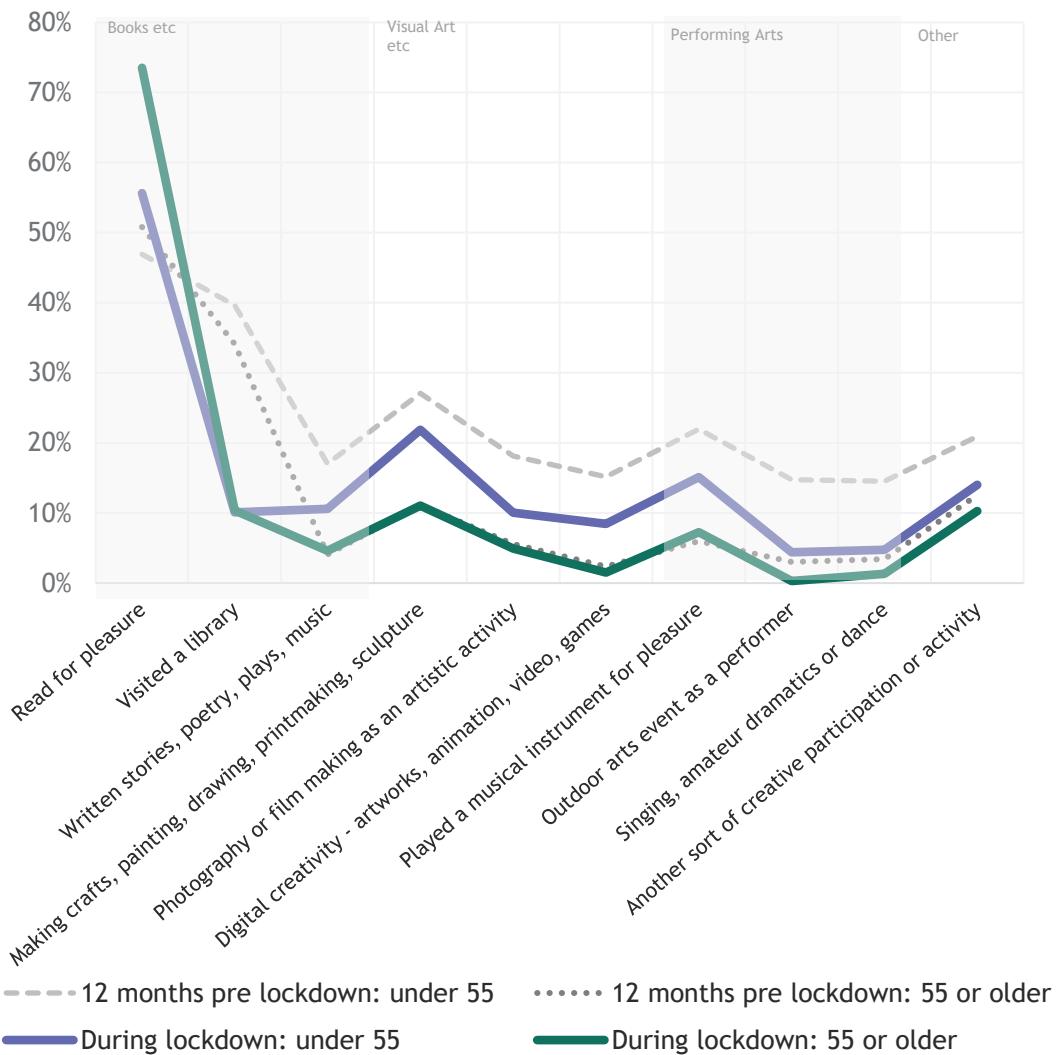


Amongst older groups (pre lockdown) there was somewhat higher engagement across many arts/cultural forms online for 55-64 year olds, compared to older groups. However those aged 75+ were the most likely to engage with play/drama/musical and opera/ballet/classical concert online.

Findings about digital cultural engagement of older people suggest a significant opportunity to engage older audiences online where there is an existing artform interest.

Data from The Audience Agency's Cultural Participation Monitor survey wave 1, Oct-Nov 2020

Creative participation by age amongst the English population: 12 months before lockdown and during the pandemic



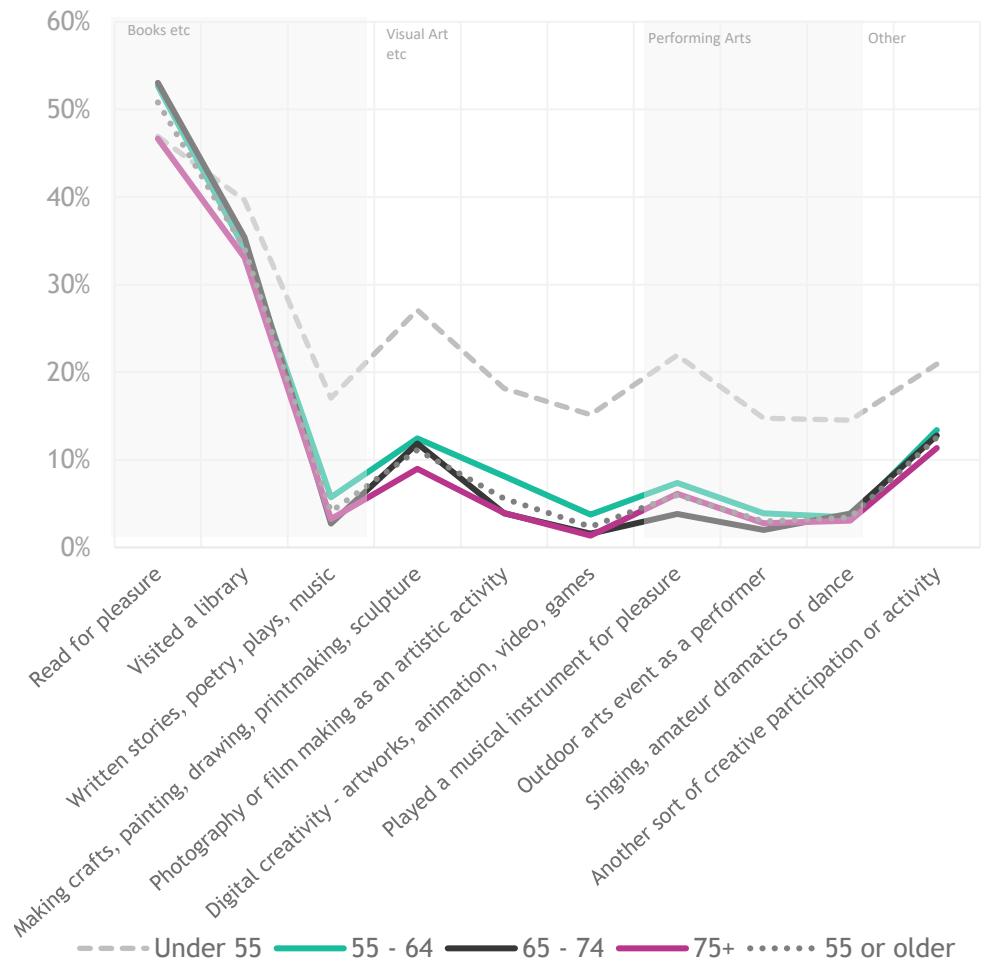
As explored earlier, there was an overall rise in creative activity amongst those aged 55+ during the pandemic (to November 2020) compared to before. Looking at the chart here exploring types of creative activity, it is clear that the significant rise in reading for pleasure was the main reason for this - amongst over 55s reading for pleasure rose from 51% pre-pandemic to 74% during.

With the exception of reading for pleasure, creative participation was higher across all activity types amongst those under 55 than those over 55 in the 12 months before the pandemic. This pattern generally continued during lockdown, however creative participation amongst under 55s decreased compared to before the pandemic across most activities, whereas that for over 55s remained more consistent with pre-pandemic participation

In addition to reading for pleasure, other more prominent creative activities amongst those aged 55+ were making crafts/visual arts, 'another sort of activity' and visiting libraries (we can assume that the decrease in visiting libraries during the pandemic was due in large part to closures).

Data from The Audience Agency's Cultural Participation Monitor survey wave 1, Oct-Nov 2020

Creative participation by age amongst the English population: 12 months before lockdown



Pre-pandemic creative activities by artform here give insight into the ways in which the older populations of different ages in England engage.

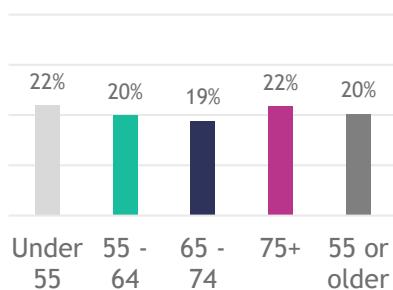
As discussed, reading for pleasure was the most popular activity, in particular amongst the 55-64 and 65-74 age groups.

The other more prominent creative activities amongst older groups - visiting a library, making crafts/painting etc. and 'another sort of activity' - were all slightly more popular amongst 55-64 and 65-74 year olds than those aged 75+.

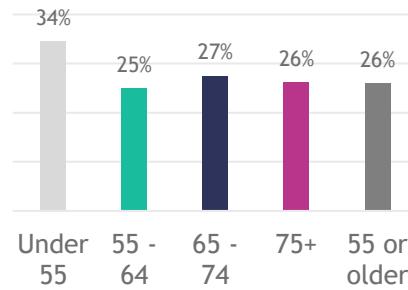
Data from The Audience Agency's Cultural Participation Monitor survey wave 1, Oct-Nov 2020

2.3 Shifts in digital engagement patterns as a result of the pandemic

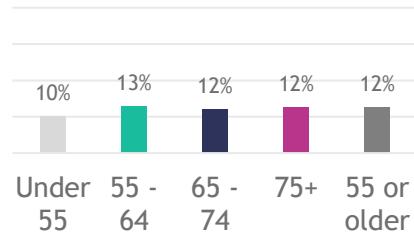
a. Engaged with digital culture before the pandemic only



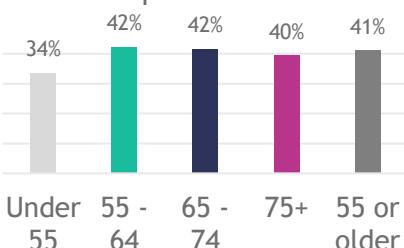
b. Engaged with digital culture both before and during the pandemic



c. Engaged with digital culture during the pandemic only



d. Didn't engage with digital culture either before or during the pandemic



Data from The Audience Agency's Cultural Participation Monitor survey wave 1, Oct-Nov 2020

'Before the pandemic' relates to the 12 months before

Older populations 55+ in England were more likely than those under 55 to have NOT engaged at all with digital culture, either in the 12 months before or during the pandemic (chart d). This is the case in particular for those aged 55-64 and 65-74, with disengagement dropping slightly amongst those aged 75+.

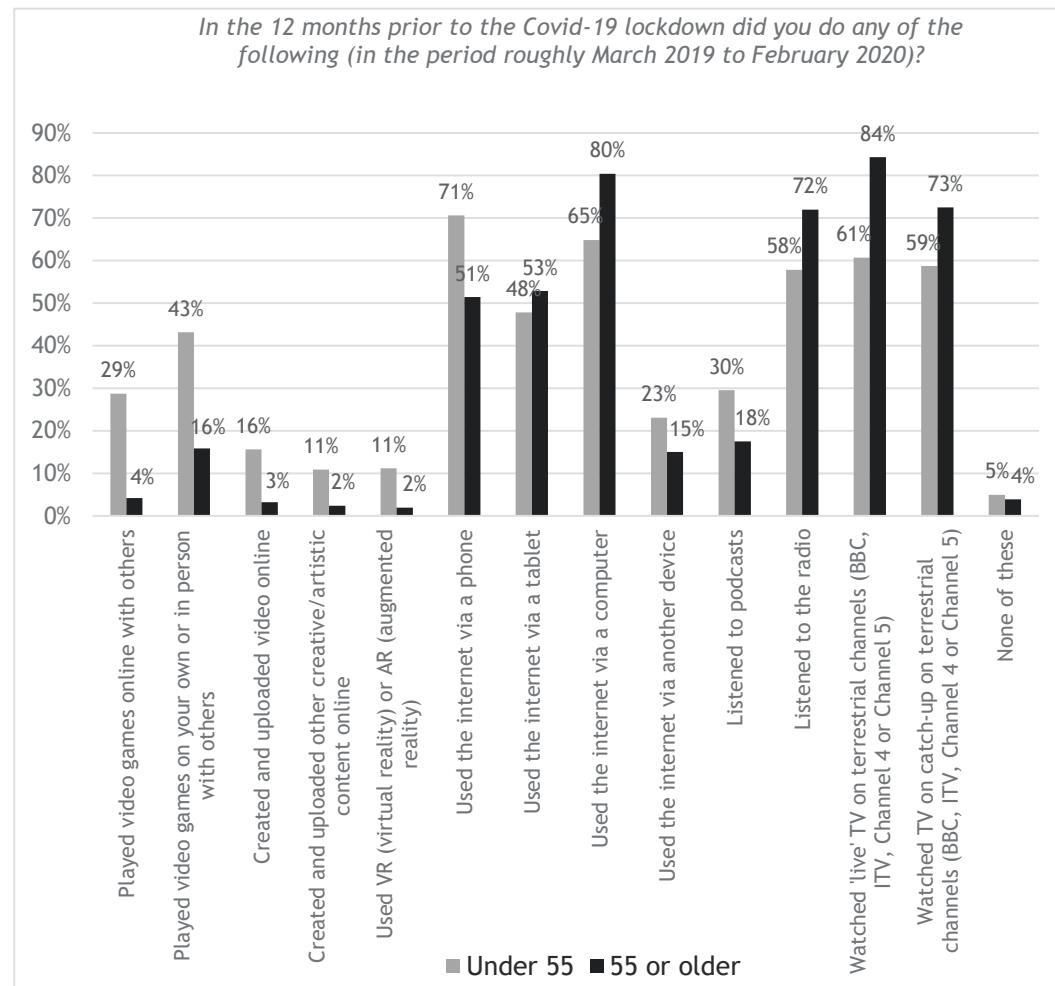
Over 55s were *less likely* than under 55s to have engaged with digital culture *both in the 12 months before and during the pandemic* (chart b).

Amongst those who had *only engaged* with digital culture *in the 12 months before the pandemic*, there is little difference between under and over 55s (chart a). However, it is notable that a significant fifth of over 55s and 22% of over 75s were in this group, suggesting that new and continued opportunities to engage with culture online during the pandemic have not reached a significant proportion of older people, despite them having previously and fairly recently engaged online.

There was also minimal difference between age groups engaging with digital culture *during the pandemic only* (chart c) however it is notable in this research that 12% of over 55s were in this group - indicating the proportion that either reengaged after a lapse or engaged with digital culture for the first time during the pandemic.

2.4 Digital technology and social media use amongst older populations in England

Use of digital technology in the English population by age in the year before lockdown



Data from The Audience Agency's Cultural Participation Monitor survey wave 1, Oct-Nov 2020

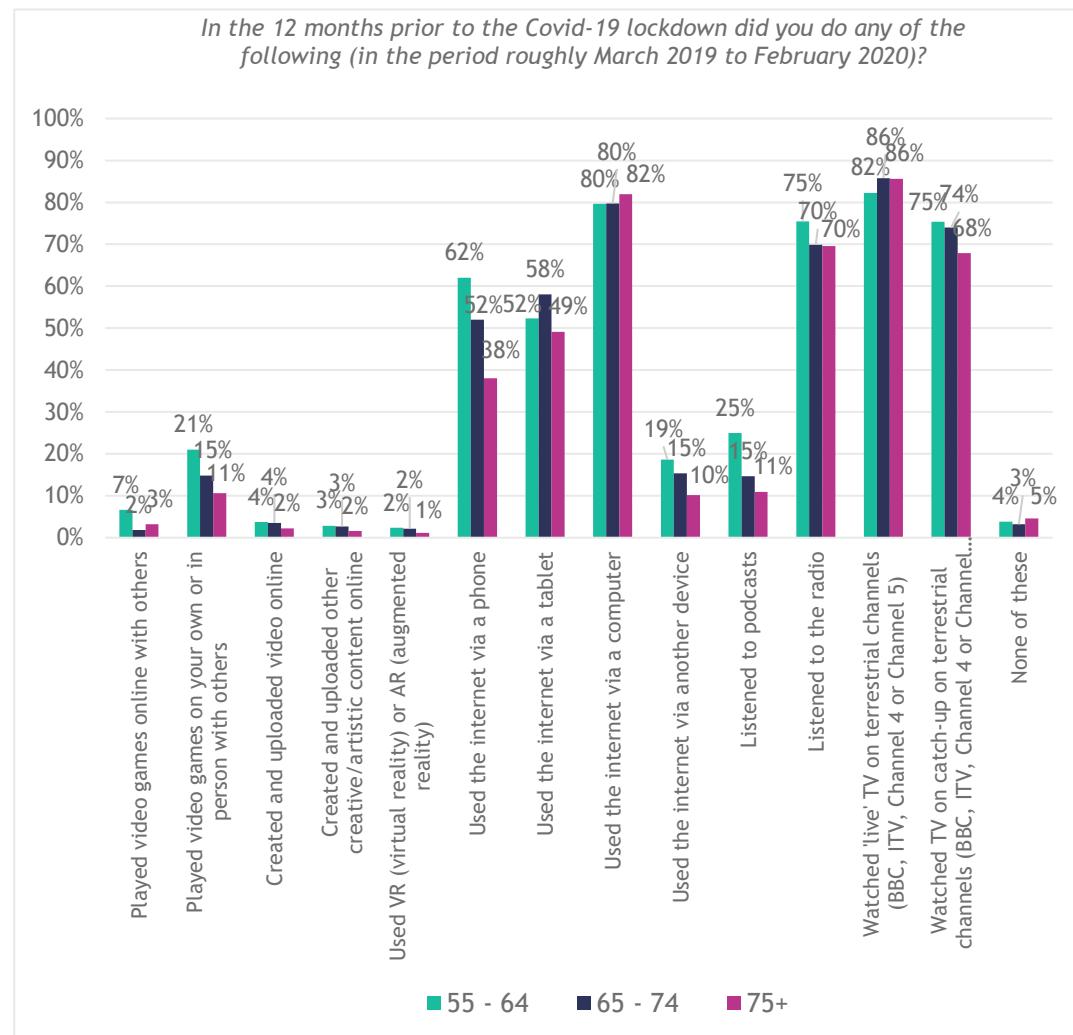
In the year before lockdown, the vast majority of over 55s had used the internet via a computer, watched both live and catch-up TV on terrestrial channels and listened to the radio - across all of these, engagement was significantly higher than that of under 55s.

Over half of over 55s had also used the internet via a tablet and via a phone.

Over 55s were very unlikely to have played video games online with others, although 16% of over 55s had played video games on their own or in person with others.

The over 55 group were also very unlikely to have created and uploaded video and other creative content online or used Virtual Reality or Augmented Reality.

Use of digital technology in the English population by age in the year before lockdown

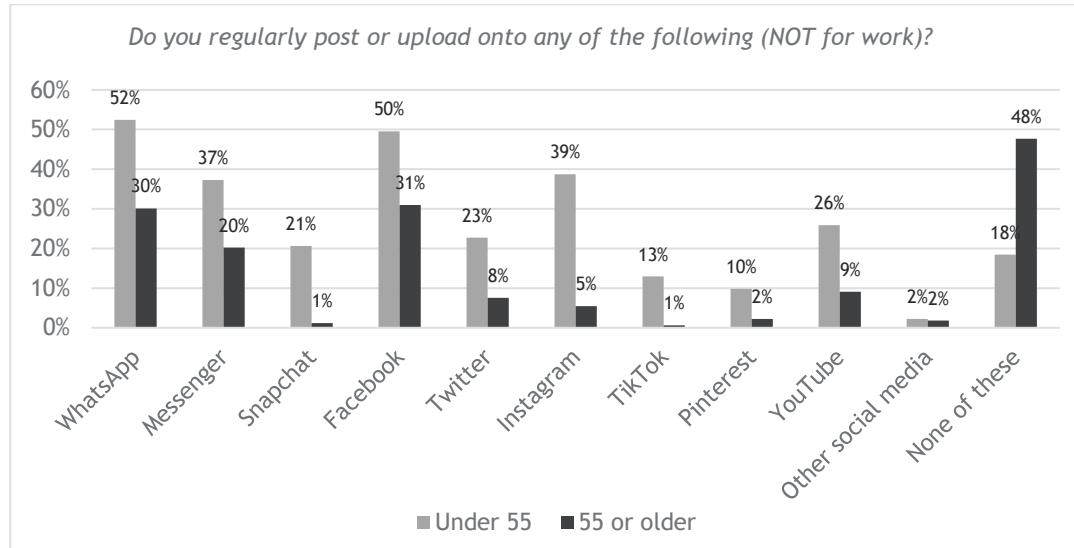


Data from The Audience Agency's Cultural Participation Monitor survey wave 1, Oct-Nov 2020

Those aged 55-64 were more likely than older groups to have participated in most digital activities. The exceptions were watching 'live' TV on terrestrial channels, which was more prominent amongst those aged 65-74 and 75+, and using the internet via a tablet which was more prominent amongst 65-74 year olds.

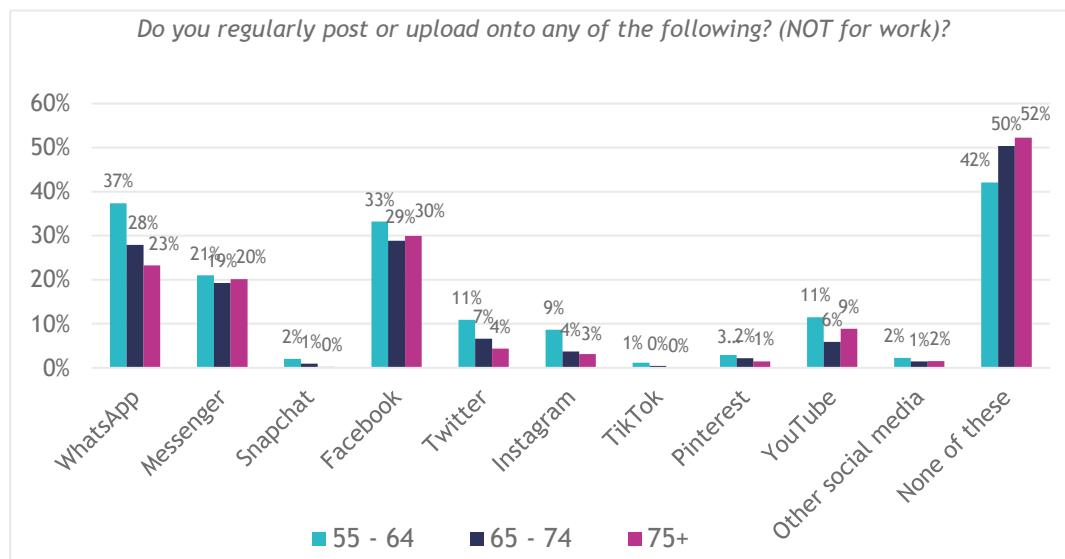
Those aged 55-64 were in particular *more likely than older groups* to use the internet via a phone, play video games and listen to podcasts.

Use of social media platforms by older populations in England



Those aged 55+ are much less likely than those under 55 to regularly post on social media, but it is notable that almost a third of those aged over 55 use Facebook and WhatsApp and a fifth use Messenger.

Over 55s were least likely to regularly post on Snapchat, TikTok and Pinterest.



Across platforms, social media use is higher amongst those aged 55-64 than those aged 65-74 and 75+.

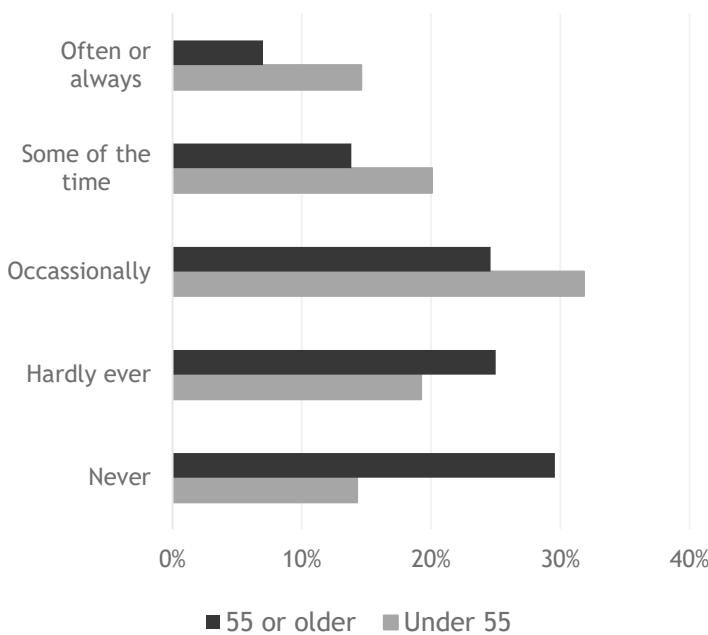
For Messenger and Facebook usage varies more minimally across the three older age breakdowns (55-64, 65-74 and 75+). For WhatsApp, usage drops more significantly by age, being lower for those aged 75+.

Data from The Audience Agency's Cultural Participation Monitor survey wave 1, Oct-Nov 2020

2.5 Impact of the pandemic on the wellbeing of older people in England

Loneliness during the pandemic by age

How often would you say you have felt lonely during the pandemic?

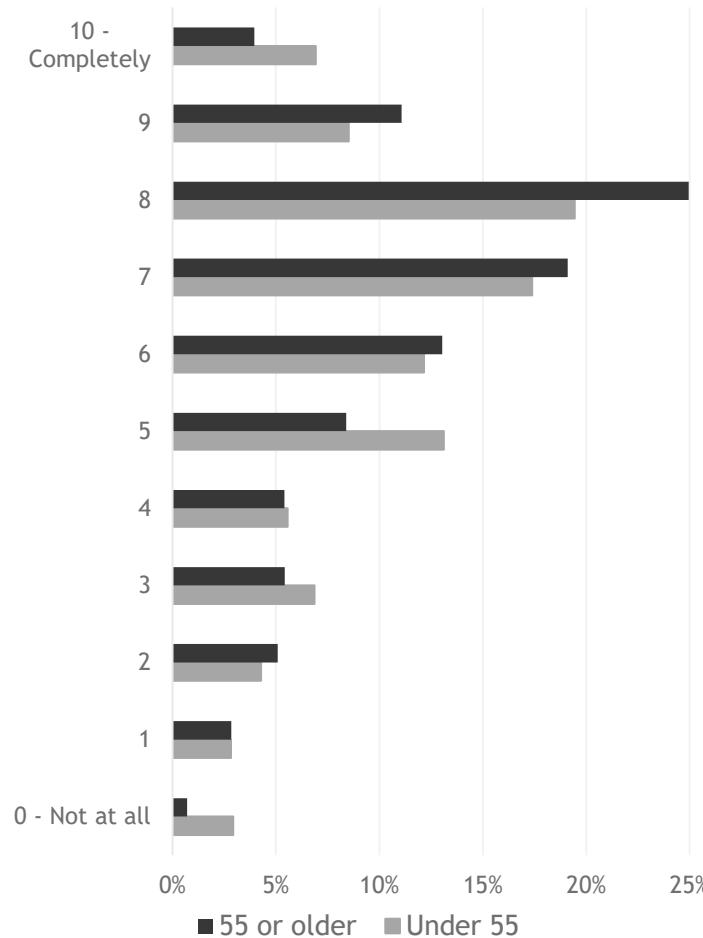


Older people over 55 were *less* likely than those under 55 to report being lonely as a result of the pandemic.

This is despite younger people being three times as likely to say they felt lonely less often than before COVID-19 (21% under 55/7% over 55).

Satisfaction with life in the English population by age during the pandemic

How satisfied are you with your life at the moment?

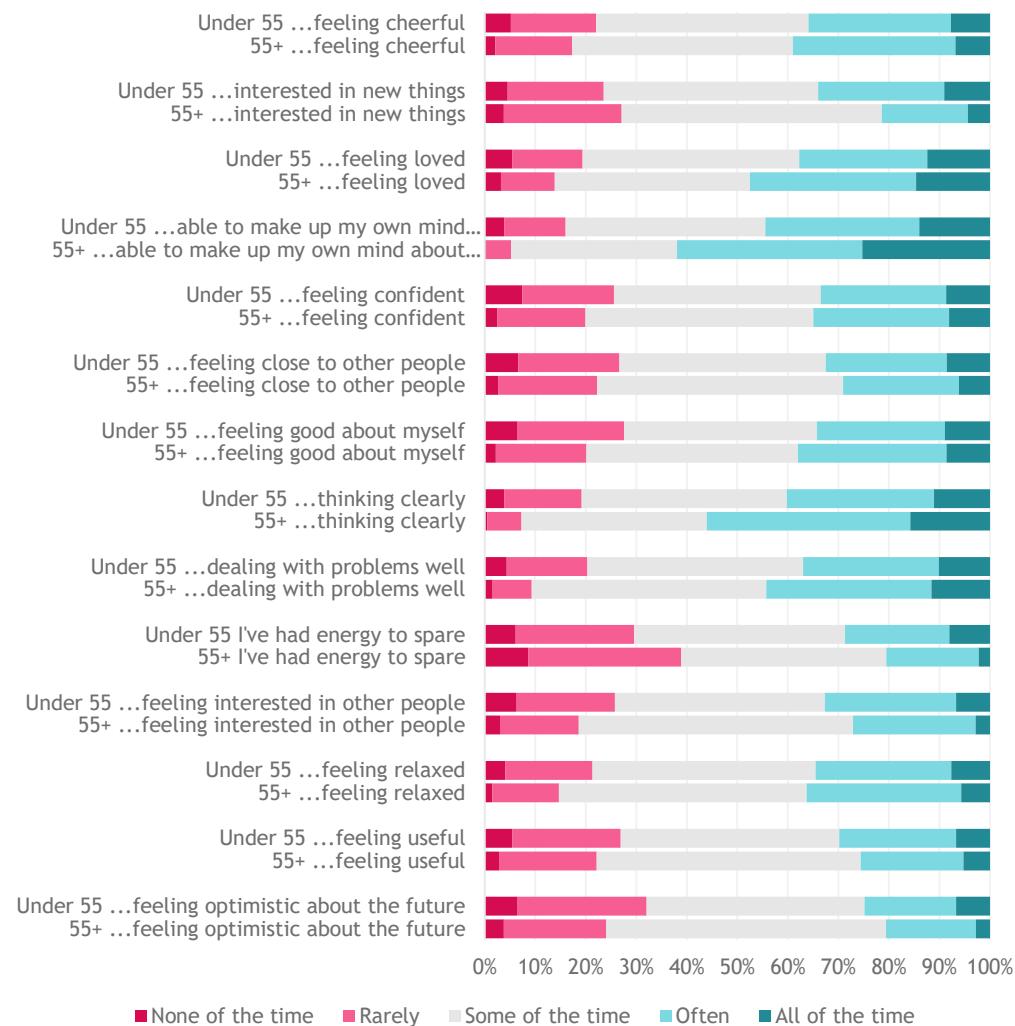


Those over 55 people also reported slightly higher, but more moderate, life satisfaction than under 55s (June 2021).

Average life satisfaction was 6.4/10 for those aged 55+ and 6.2/10 for under 55s.

Data from The Audience Agency's Cultural Participation Monitor survey wave 3, June 2021

Feelings in the past two weeks in the English population by age during the pandemic

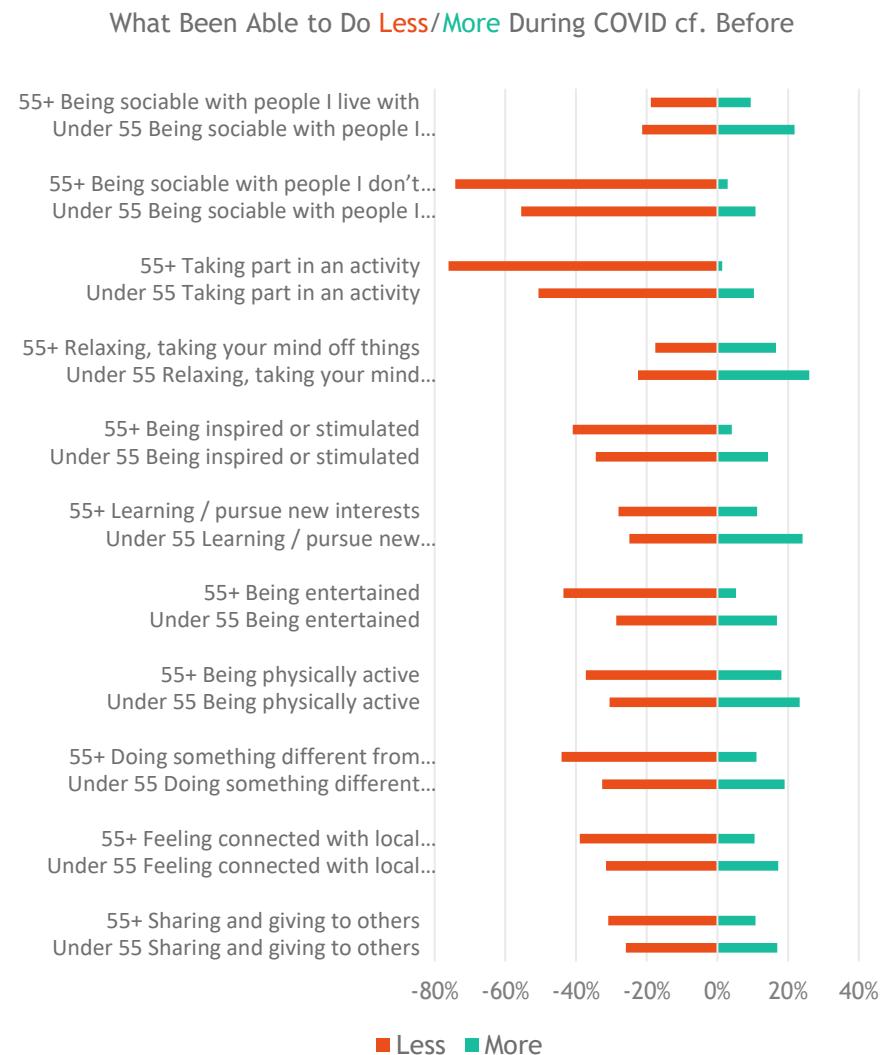


When asked how they felt in the last two weeks in relation to a range of wellbeing measures, those over 55 were *more frequently* than those under 55 feeling loved, feeling cheerful, dealing with problems well, feeling good about themselves, and in particular able to make up their own mind and thinking clearly.

Older groups were especially *less likely* to feel they had energy to spare and that they were interested in new things.

Data from The Audience Agency's Cultural Participation Monitor survey wave 3, June 2021

What the English population has been able to do more or less of during the pandemic compared to before, by age



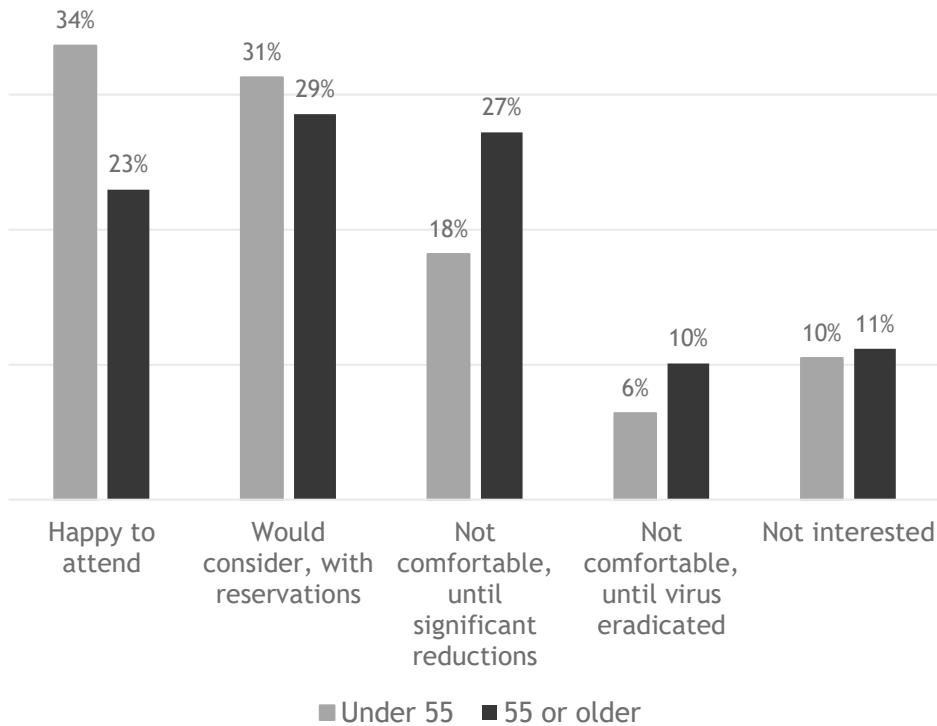
Over 55s were especially likely to say they had been *less able* during the pandemic to be sociable with people they don't live with, to take part in an activity, to do something different from usual, to be entertained, to be inspired or stimulated and to feel connected with local community or place.

Whilst this was the case in all these areas for under 55s too, it was more marked for those over 55.

Data from The Audience Agency's Cultural Participation Monitor survey wave 3, June 2021

2.6 Willingness to return to culture in person amongst older people in England

In terms of attending cultural events, as things open up, what best describes how you feel?



Data from The Audience Agency's Cultural Participation Monitor survey wave 3, June 2021

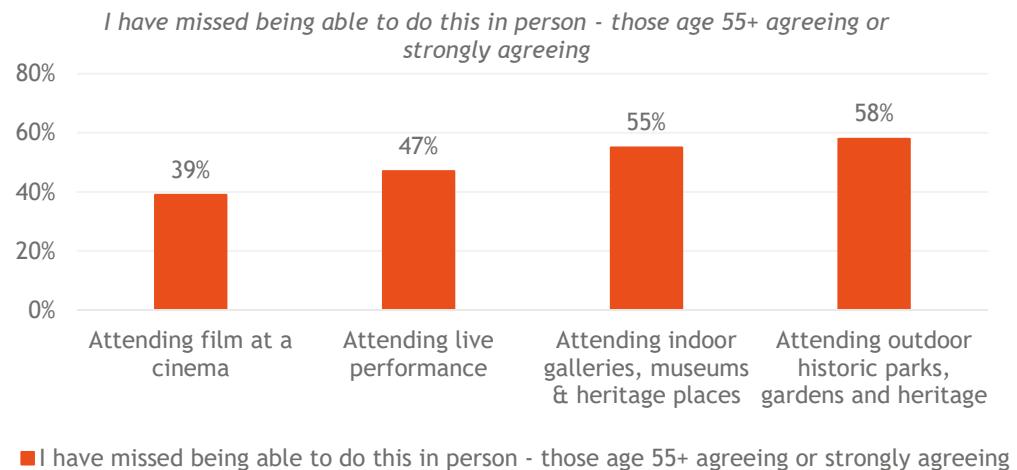
Over 55s are more reluctant than under 55s to return to culture in person. They were especially likely to say they would consider attending, but with some reservations about COVID-19 safety (29%) or that they would not be comfortable with this until there are significant reductions in risk from COVID-19 (27%).

This is despite the vast majority (91%) of over 55s having received both COVID-19 vaccinations, compared to just a third of under 55s, at the point of completing the survey (June 2021).

It is worth noting though that almost a quarter of over 55s (23%) said they would be happy to attend if there was something they wanted to see or do.

2.7 Influence of the pandemic on attitudes of older people towards engaging with different artforms/activities

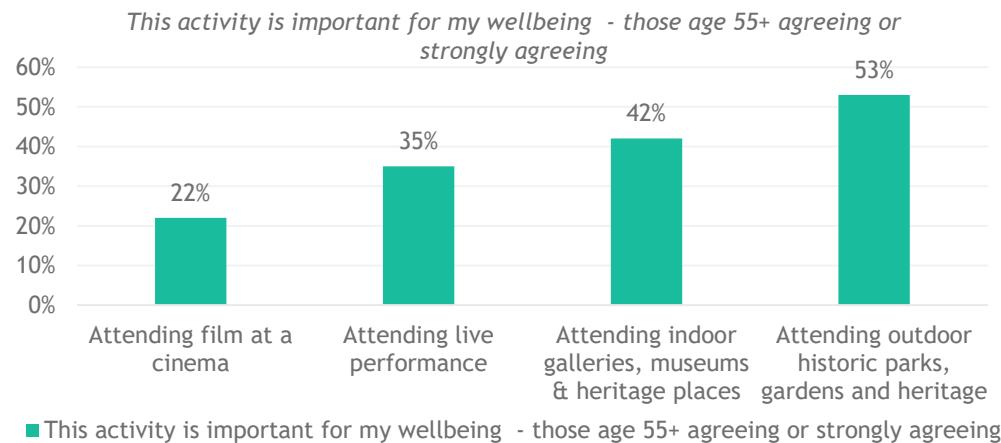
Cultural activities missed by over 55s in England



Over half, 58%, of over 55s agreed that they missed being able to attend outdoor historic parks, gardens and heritage sites during the pandemic and 55% that they missed attending indoor galleries, museums and heritage places.

Although not quite as prominent, a significant 47% missed live performance and 39% missed film at a cinema/other venue.

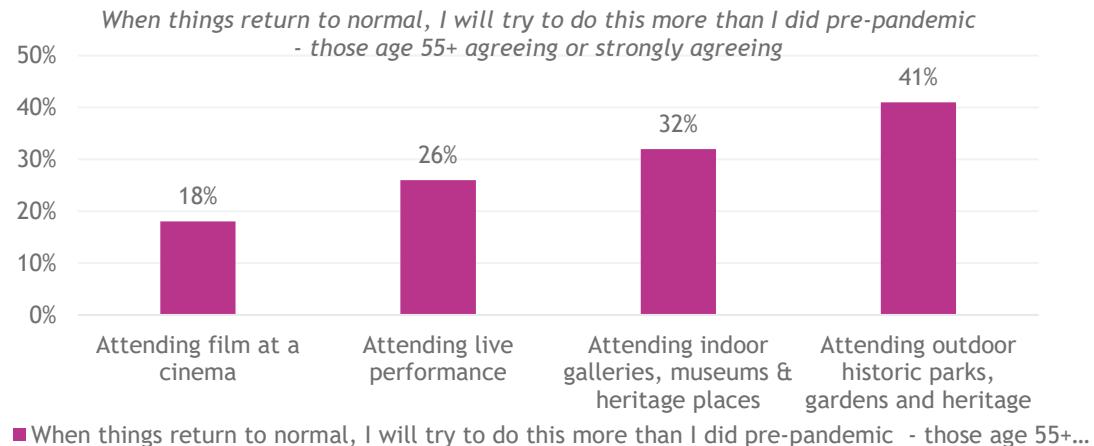
Importance of cultural activities for wellbeing amongst over 55s in England



Of these four activities, over 55s were most likely to agree that outdoor historic parks, gardens and heritage sites are important for their wellbeing (53%).

In addition, other activities are considered important for wellbeing for a sizeable proportion of over 55s - indoor galleries museums & heritage 42%, live performance 35% and film at a cinema 22%.

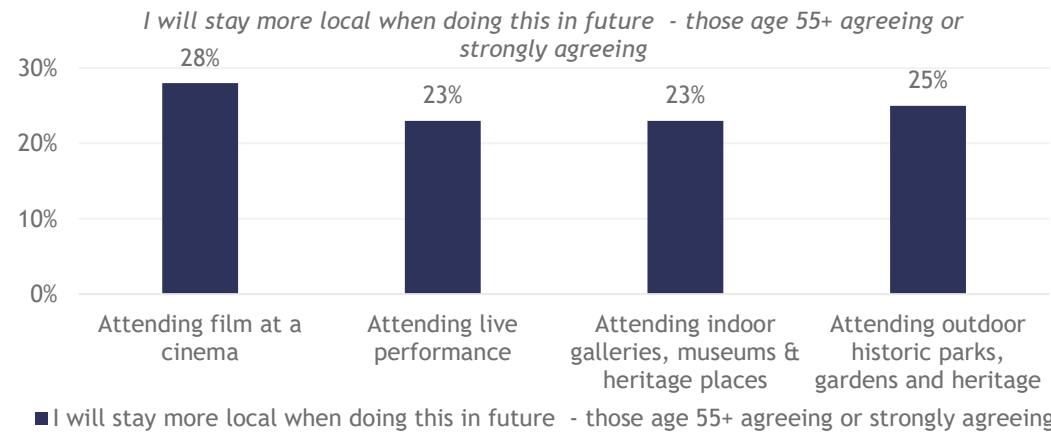
Intention amongst over 55s in England to do cultural activities more than pre-pandemic



Across the four activities, those aged 55+ were most likely to agree that they will try to attend outdoor historic parks, gardens and heritage sites more often when things return to normal than they did pre-pandemic (41%).

Around a third (32%) intend to go to indoor galleries, museums and heritage places more frequently, around a quarter (26%) live performance and just under a fifth (18%) film in a cinema.

Intention amongst over 55s in England to stay more local for cultural activities in the future



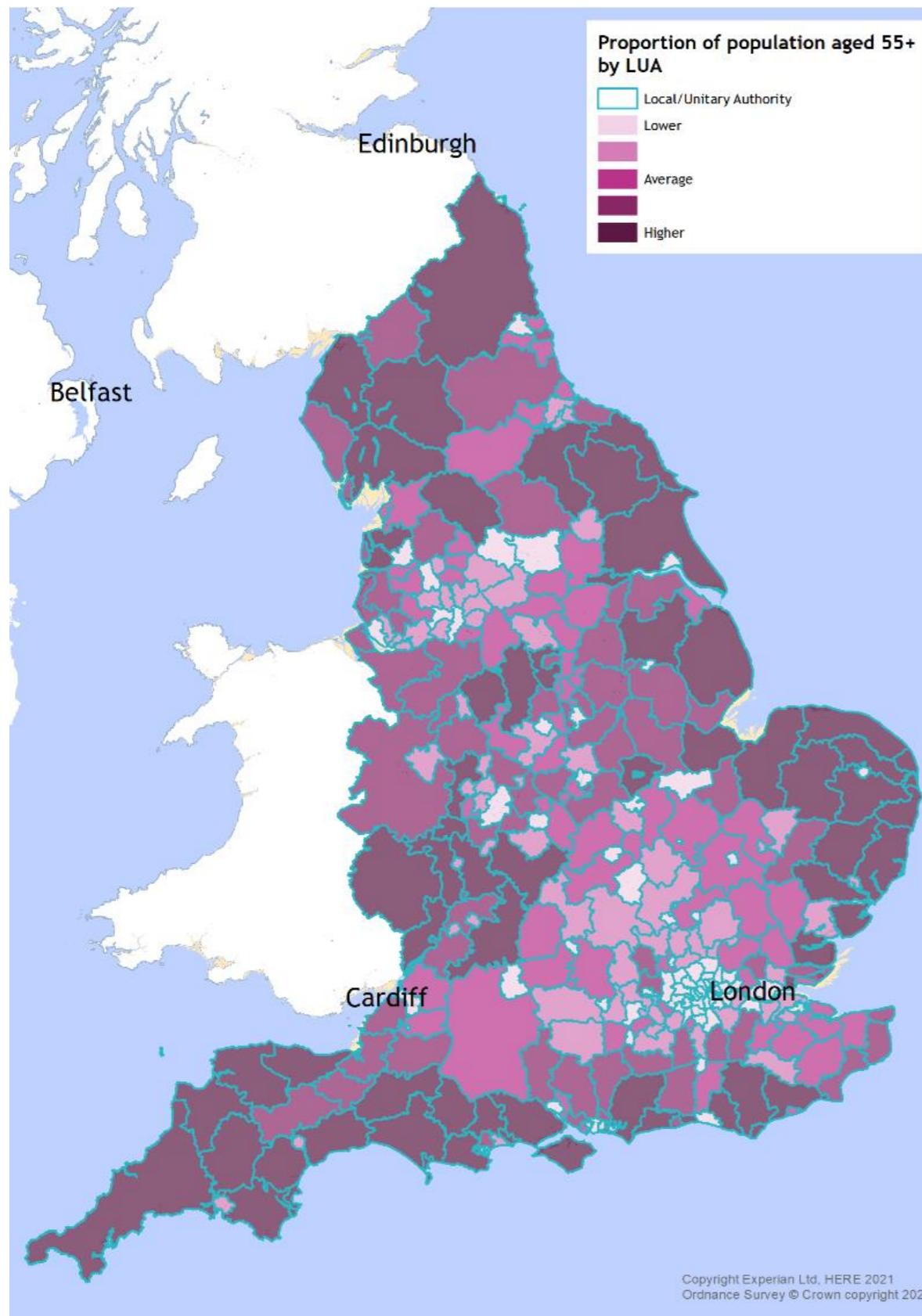
Around a quarter of over 55s agreed for each activity that they will stay more local when they do this in the future. They were most likely to say this for film at a cinema (28%).

*Data from The Audience Agency's Cultural Participation Monitor survey
wave 3, June 2021*

3. Understanding older populations across England

Based on data about populations in England: Demographics, Indices of Multiple Deprivation and Audience Spectrum Segmentation

3.1 Proportion and number of over 55s in the population by Local/Unitary Authority



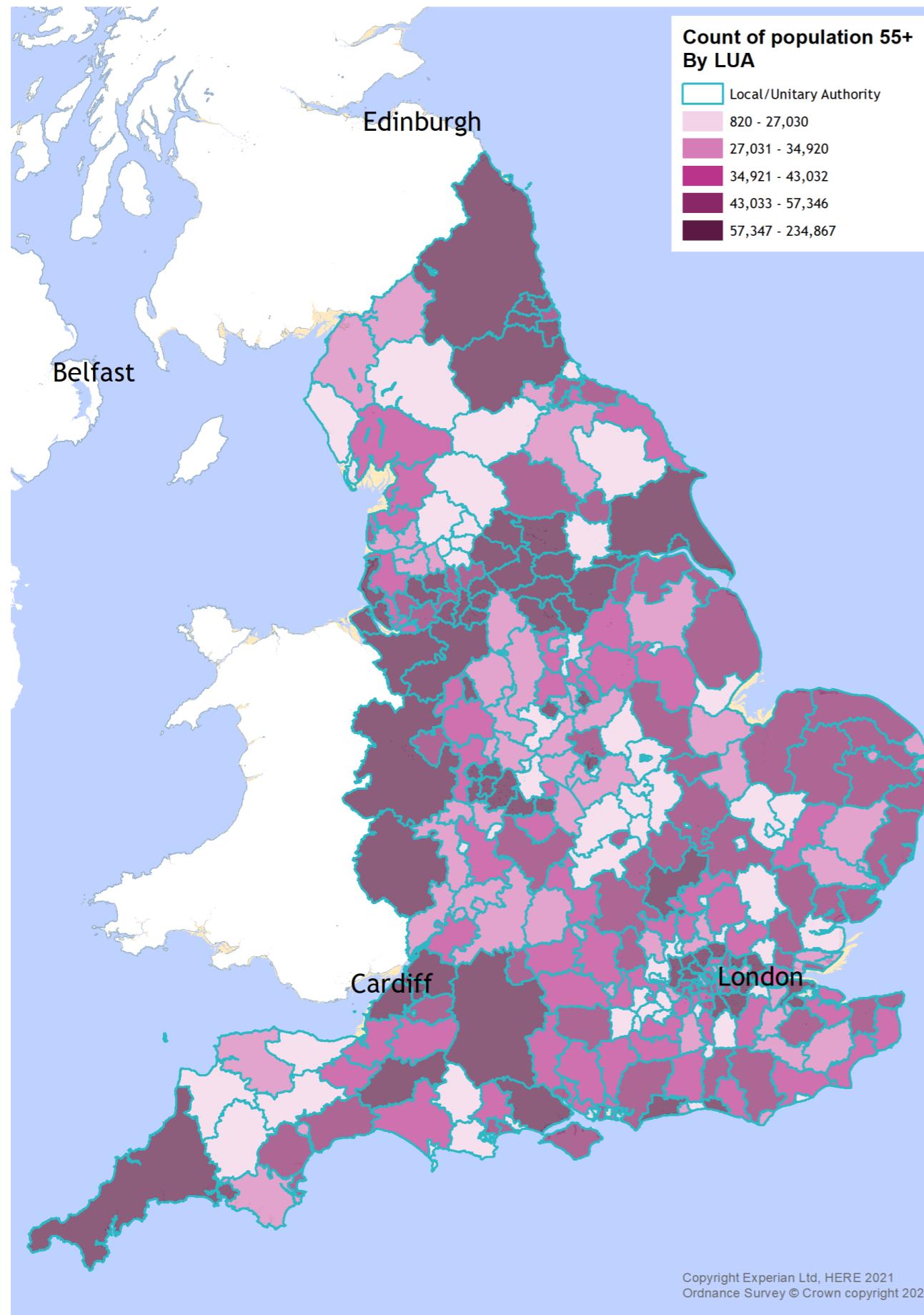
Proportion of over 55s at Local/Unitary Authority level

The map to the left shows the *proportion* of the population aged 55+ in each Local or Unitary Authority in England, in relation to the average, i.e. the darker the shade the higher the proportion of local people aged 55+ in the population compared to the average. Overall, the map shows higher proportions of older people in more rural areas and lower concentrations within city areas.

The table below shows the Local/Unitary Authorities with the highest proportions of over 55s in England, with the top 5 West Somerset, North Norfolk, Rother, Christchurch and East Devon.

English Local/Unitary Authorities with the highest % of 55+ population

Rank	Local Authority	Population 55+	Population 55 - 64	Population 65 - 74	Population 75+	Index: 55+ vs England Average
1	West Somerset	45%	16%	15%	14%	153
2	North Norfolk	45%	16%	15%	14%	152
3	Rother	44%	15%	14%	15%	148
4	Christchurch	43%	14%	14%	16%	146
5	East Devon	43%	15%	14%	15%	145
6	East Dorset	43%	15%	14%	14%	145
7	East Lindsey	42%	16%	15%	11%	142
8	West Dorset	42%	15%	13%	13%	141
9	Tendring	42%	15%	14%	13%	140
10	South Hams	40%	16%	13%	11%	136
11	Arun	40%	14%	13%	13%	135
12	South Lakeland	40%	15%	13%	12%	134
13	New Forest	40%	15%	12%	13%	133
14	Torridge	39%	16%	13%	11%	133
15	Purbeck	39%	15%	13%	12%	132
16	Malvern Hills	39%	15%	12%	12%	132
17	Ryedale	39%	16%	12%	11%	131
18	Wyre	39%	14%	13%	12%	131
19	West Devon	39%	16%	12%	11%	130
20	Isle of Wight	38%	15%	12%	11%	130
21	Chichester	38%	14%	12%	12%	129
22	Teignbridge	38%	15%	12%	11%	129
23	Fylde	38%	14%	12%	12%	129
24	Scarborough	38%	15%	12%	11%	129



Number of over 55s at Local/Unitary Authority level

In contrast to the map above, the map to the left here shows the *number* of the population aged 55% in each Local/Unitary Authority in England.

Although there is crossover with the key areas in the proportion map above, this numerical map shows higher numbers in many city areas alongside rural and mixed rural/urban Authorities

The table below shows the Local/Unitary Authorities with the highest numbers of over 55s in England, with the top 5 Birmingham, Cornwall, Leeds, County Durham and Wiltshire.

English Local/Unitary Authorities with the highest numbers of 55+ in the population

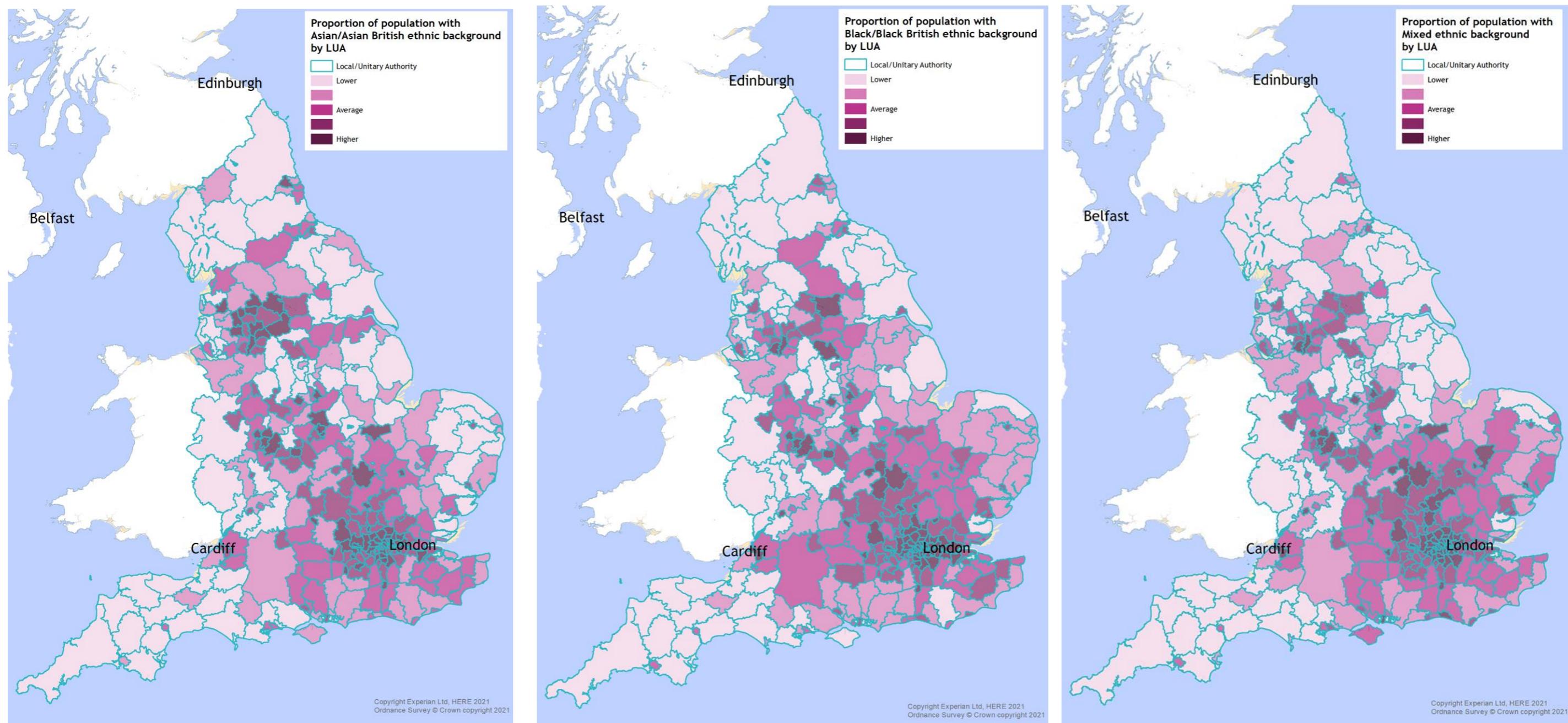
Rank	Local Authority	No. population aged 55+
1	Birmingham	234,867
2	Cornwall	193,395
3	Leeds	188,070
4	County Durham	160,690
5	Wiltshire	145,597
6	Sheffield	141,963
7	Bradford	123,740
8	Cheshire East	121,090
9	East Riding of Yorkshire	120,937
10	Liverpool	115,248
11	Kirklees	113,996
12	Northumberland	110,009
13	Shropshire	105,759
14	Cheshire West and Chester	104,359
15	Wirral	102,969
16	Wakefield	96,416
17	Bristol, City of	96,342
18	Dudley	96,133
19	Sefton	93,221
20	Wigan	91,160
21	Doncaster	88,352
22	Bromley	87,578
23	Stockport	86,466
24	Manchester	85,413
25	Sunderland	82,381

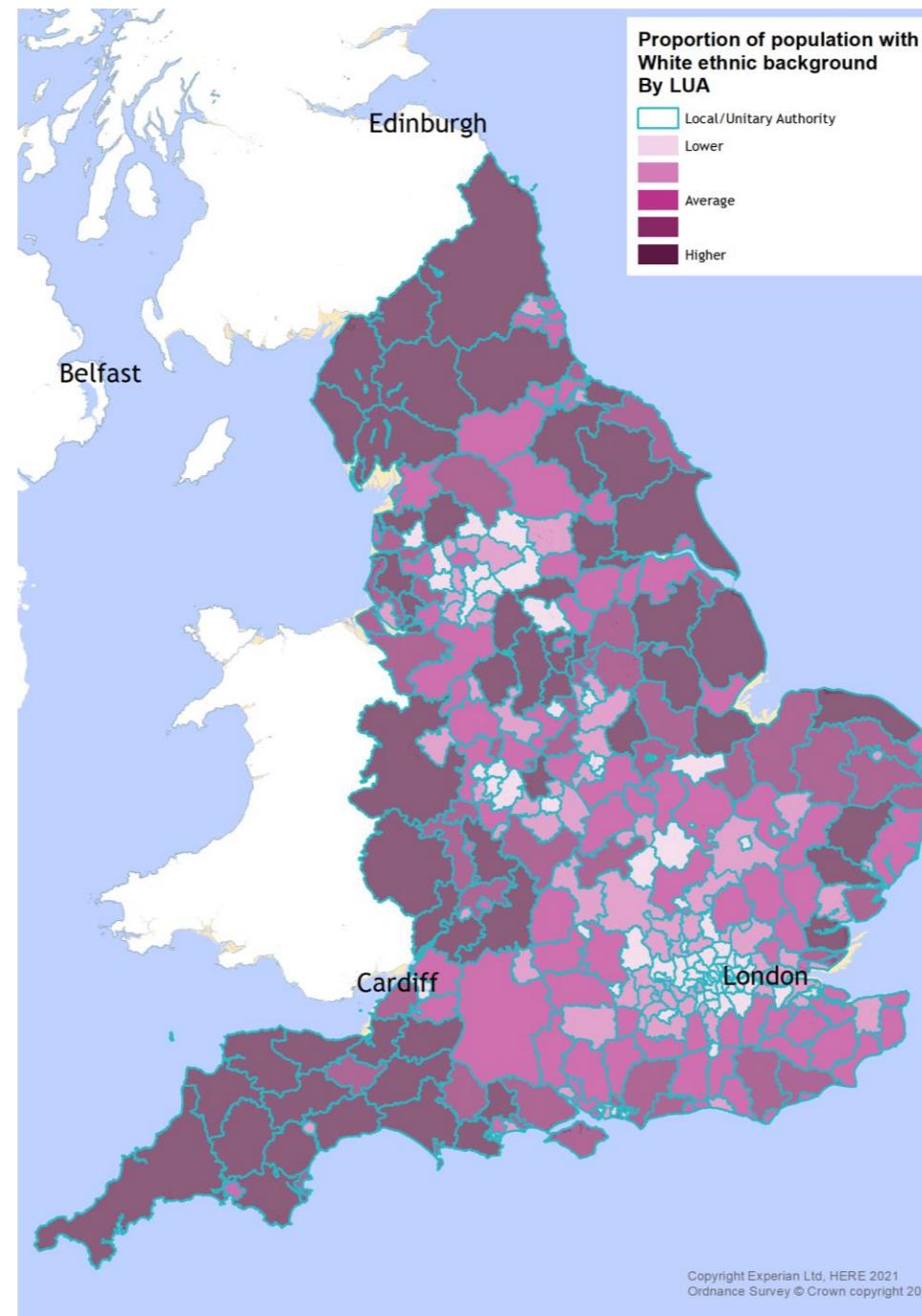
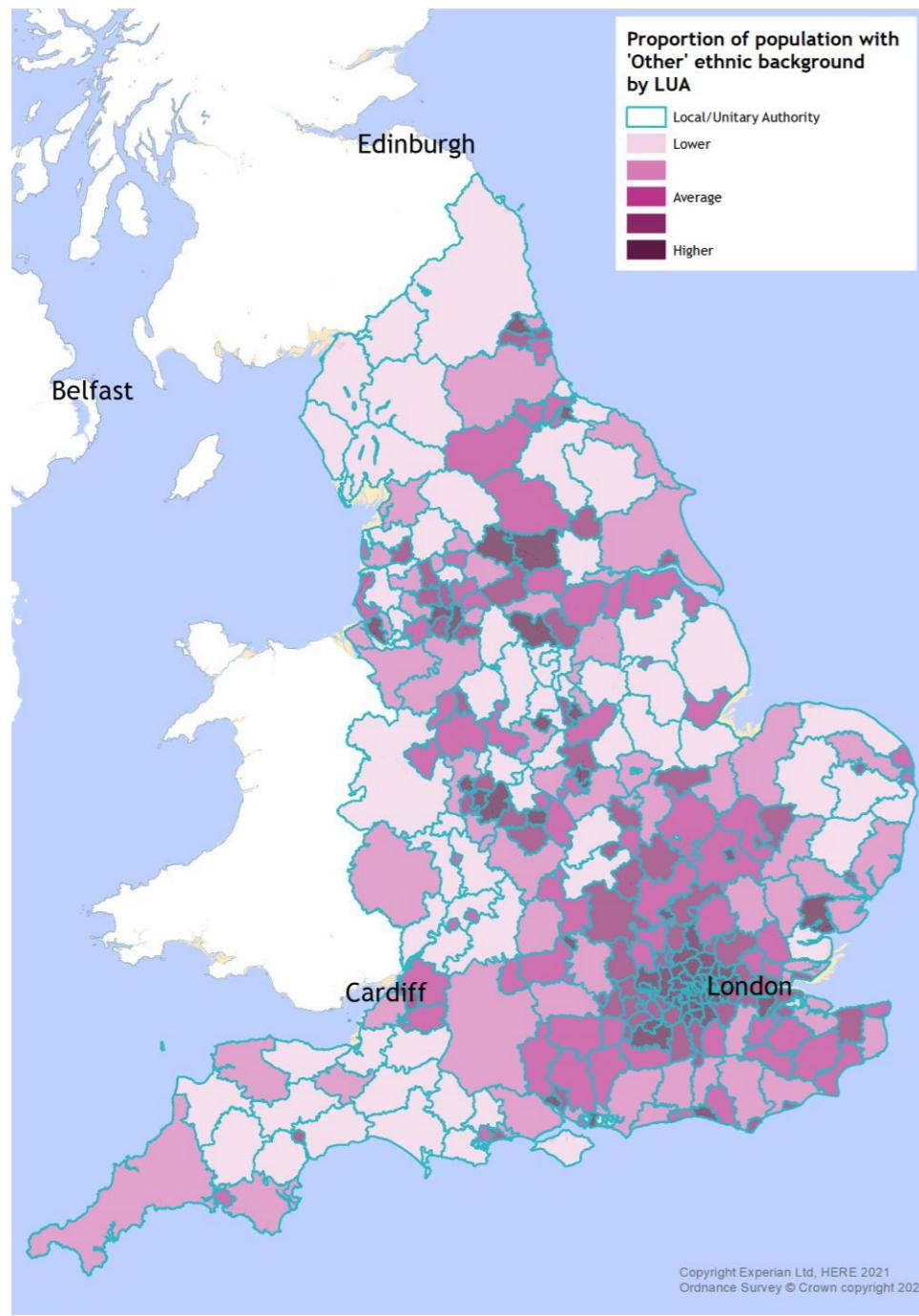
3.2 Contextual information: distribution of broad ethnic groups in the population

Mapping here shows the proportion of each broad ethnic group within the England population at Local/Unitary Authority level in relation to the average for that group i.e. darker shade means there is a higher proportion of that group in the population compared to the average. This relates to the entire population, as it is not possible to determine the proportion of the older population only by ethnicity.

The maps can be considered alongside the maps above showing the distribution of older populations in England to inform cultural development work related to ethnicity. Notable observations are:

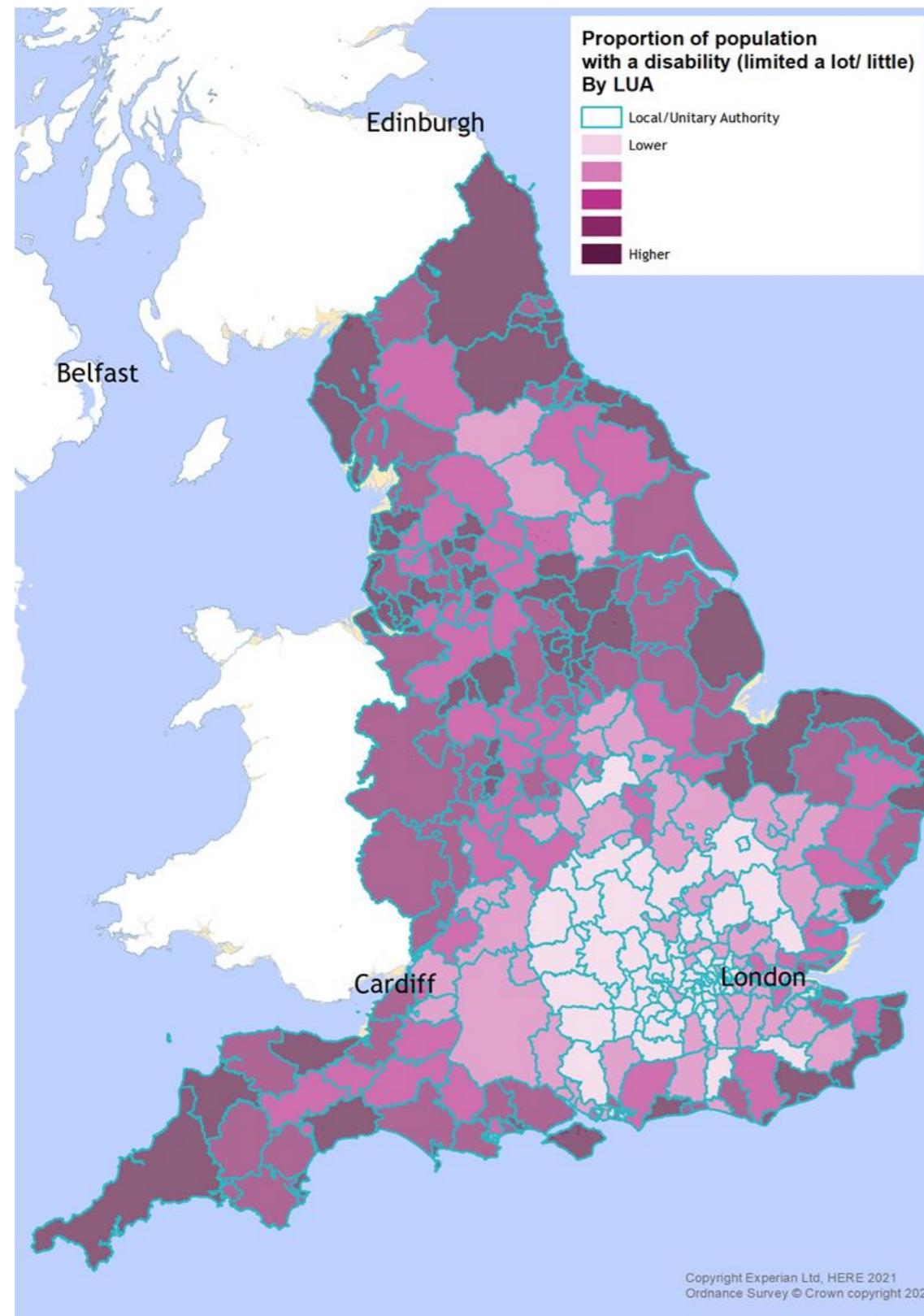
- Local Authorities including Herefordshire, Shropshire, Cornwall, South Somerset, Northumberland, County Durham and East Riding of Yorkshire with amongst the highest numbers of older people have populations more likely than average to be White.
- City areas in particular London, Birmingham and surrounding authorities, Newcastle upon Tyne, a number of Greater Manchester Authorities and Leeds combine highest numbers of older people with more ethnically diverse populations.





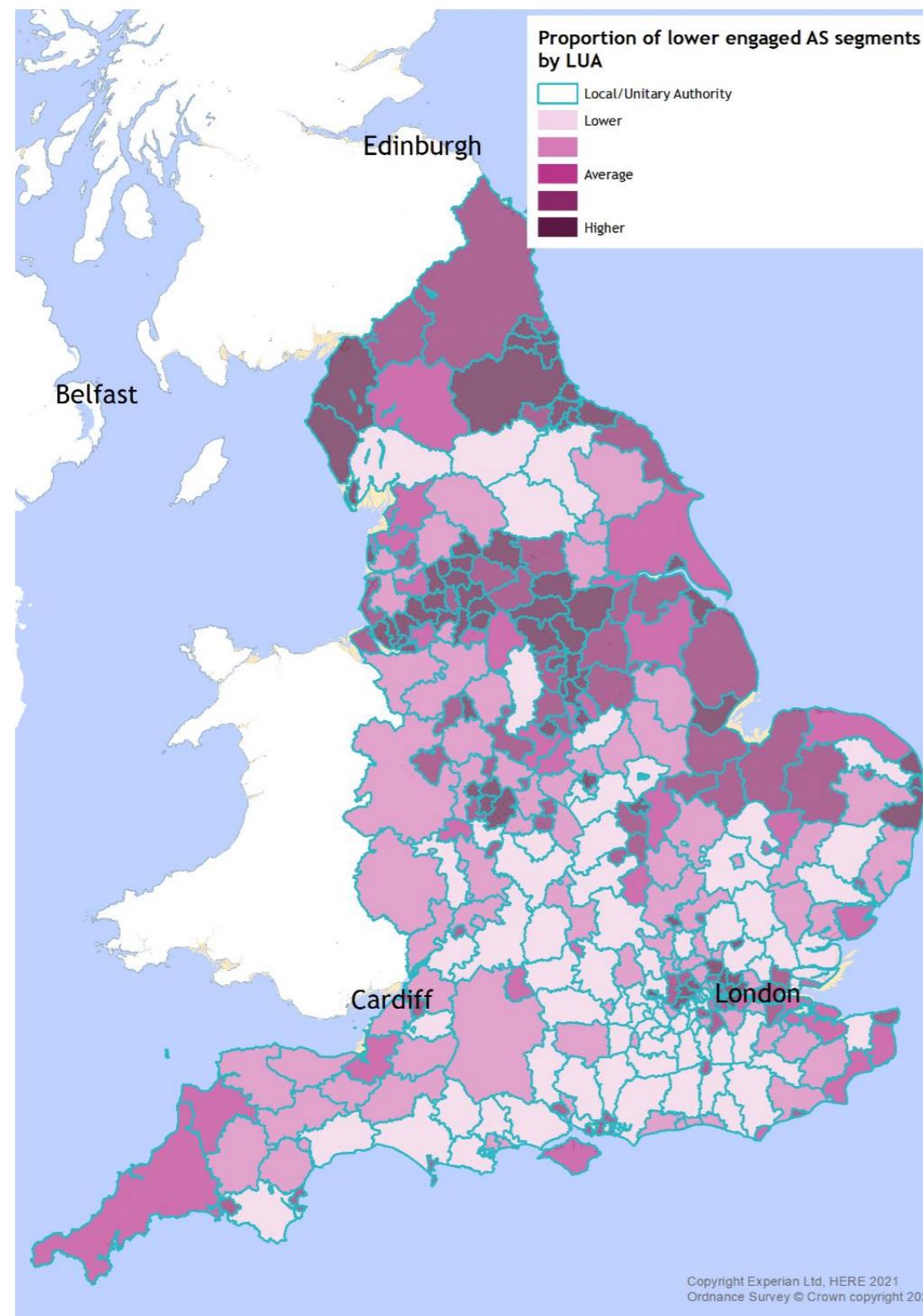
3.3 Contextual information: distribution of disabled people in the population

The map here shows the proportion of the entire English population (all ages) by Local/Unitary Authority with a disability or long-term health condition. (Please note that this uses the medical model definition of disability as the latest available data at the point of reporting was the 2011 Census.) A darker shade on the map means there is a higher proportion who have a disability or long-term health condition compared to the average. There appears to be a strong correlation between areas with higher proportions of older people (often rural) and high proportions of those with a disability or long-term health condition.



3.4 Contextual information: distribution of lower engaged Audience Spectrum segments in the population

The map here shows the distribution of all the lower engaged Audience Spectrum segments within the England population at Local/Unitary Authority level in relation to the average for that group i.e. a darker shade means there is a higher proportion of lower engaged groups in the population compared to the average. This relates to the entire population, as it is not possible to determine the proportion of the older population only by Audience Spectrum segment.



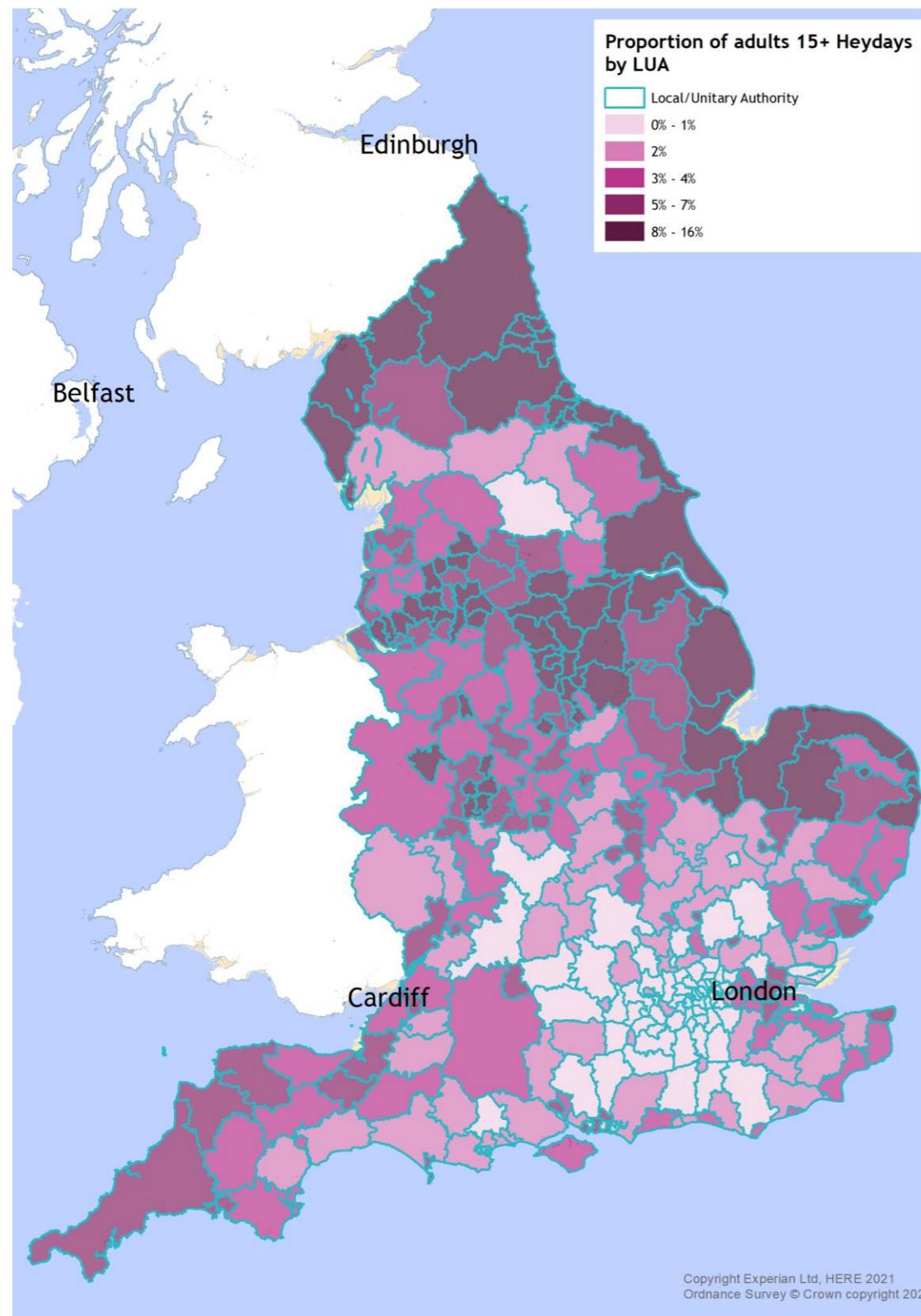
Local/Unitary Authorities in England with the highest proportions of lower culturally engaged Audience Spectrum groups

Rank	Local Authority	Lower engaged Audience Spectrum segments % in population	Index: Lower engaged Audience Spectrum groups vs England average
1	Barking and Dagenham	87%	302
2	Sandwell	73%	253
3	Newham	71%	244
4	Kingston upon Hull, City of	69%	240
5	Stoke-on-Trent	67%	232
6	Burnley	66%	227
7	Manchester	65%	226
8	Hartlepool	64%	222
9	Knowsley	63%	219
10	Blackburn with Darwen	63%	218
11	South Tyneside	63%	217
12	Leicester	63%	217
13	Rochdale	61%	211
14	Sunderland	61%	211
15	Hyndburn	61%	211
16	Wolverhampton	61%	210
17	Slough	61%	210
18	Blackpool	60%	210
19	North East Lincolnshire	60%	209
20	Barrow-in-Furness	60%	209
21	Middlesbrough	60%	208
22	Liverpool	60%	207
23	Great Yarmouth	60%	207
24	Tameside	60%	207
25	Copeland	59%	206

Local/Unitary Authorities with the highest overall proportions of lower engaged segments are in many cases focused in and around cities.

The 5 Local/Unitary Authorities in England with the highest proportion of lower culturally engaged Audience Spectrum segments in the population overall (not restricted to older populations) are Barking and Dagenham, Sandwell, Newham, City of Kingston upon Hull and Stoke-on-Trent.

Also included here is a map showing the distribution of the Heydays segment by % of the population. This predominantly older group is the least culturally engaged of all the segments. This map relates to the entire population, as it is not possible to determine the proportion of the older population only by Audience Spectrum segment, however the Heydays segment has a predominately older profile.



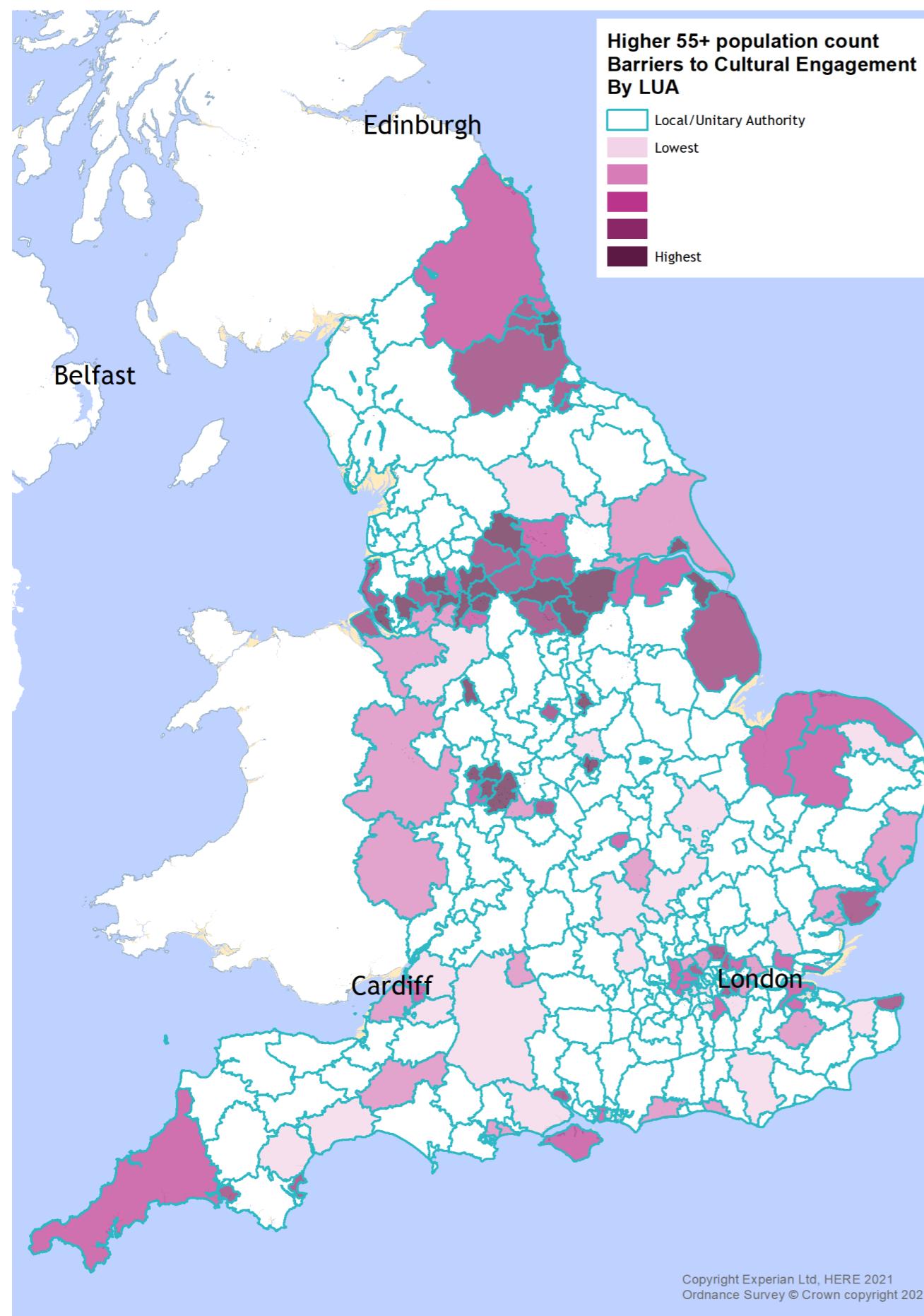
Local/Unitary Authorities in England with the highest proportions of the Heydays Audience Spectrum groups

Rank	Local Authority	Heydays Audience Spectrum Segment % in population	Index: Heydays group vs England average
1	Copeland	16%	399
2	Great Yarmouth	15%	385
3	Sandwell	14%	357
4	Allerdale	14%	343
5	East Lindsey	13%	320
6	South Tyneside	13%	318
7	Sunderland	13%	316
8	Liverpool	12%	311
9	Bolsover	12%	308
10	Boston	12%	301
11	Hartlepool	12%	300
12	Redcar and Cleveland	12%	296
13	Stoke-on-Trent	12%	293
14	Barnsley	12%	289
15	King's Lynn and West Norfolk	11%	268
16	County Durham	11%	266
17	Gateshead	11%	266
18	Knowsley	11%	265
19	Rotherham	10%	262
20	Wakefield	10%	255
21	Chesterfield	10%	255
22	Waveney	10%	247
23	Telford and Wrekin	10%	245
24	Salford	10%	240
25	Walsall	10%	238

Heydays are the group least likely to attend arts or cultural events. They tend to believe that the arts are no longer as important or relevant to them as perhaps they once were. Many live in sheltered or specially adapted accommodation for older people and they are often excluded from many activities due to a raft of health, access and resource barriers. Many in this group are elderly (51% over 70) and/or have long-term health conditions (60% with conditions that have lasted or are expected to last over 12 months), which often require regular care/support.

The 5 Local/Unitary Authorities in England with the highest proportion of Heydays in the population overall are Copeland, Great Yarmouth, Sandwell, Allerdale and East Lindsey.

3.5 Areas of England with higher numbers of older population combined with higher deprivation and lower cultural engagement



Areas of England with highest rank for combined number of older people, deprivation and lower cultural engagement

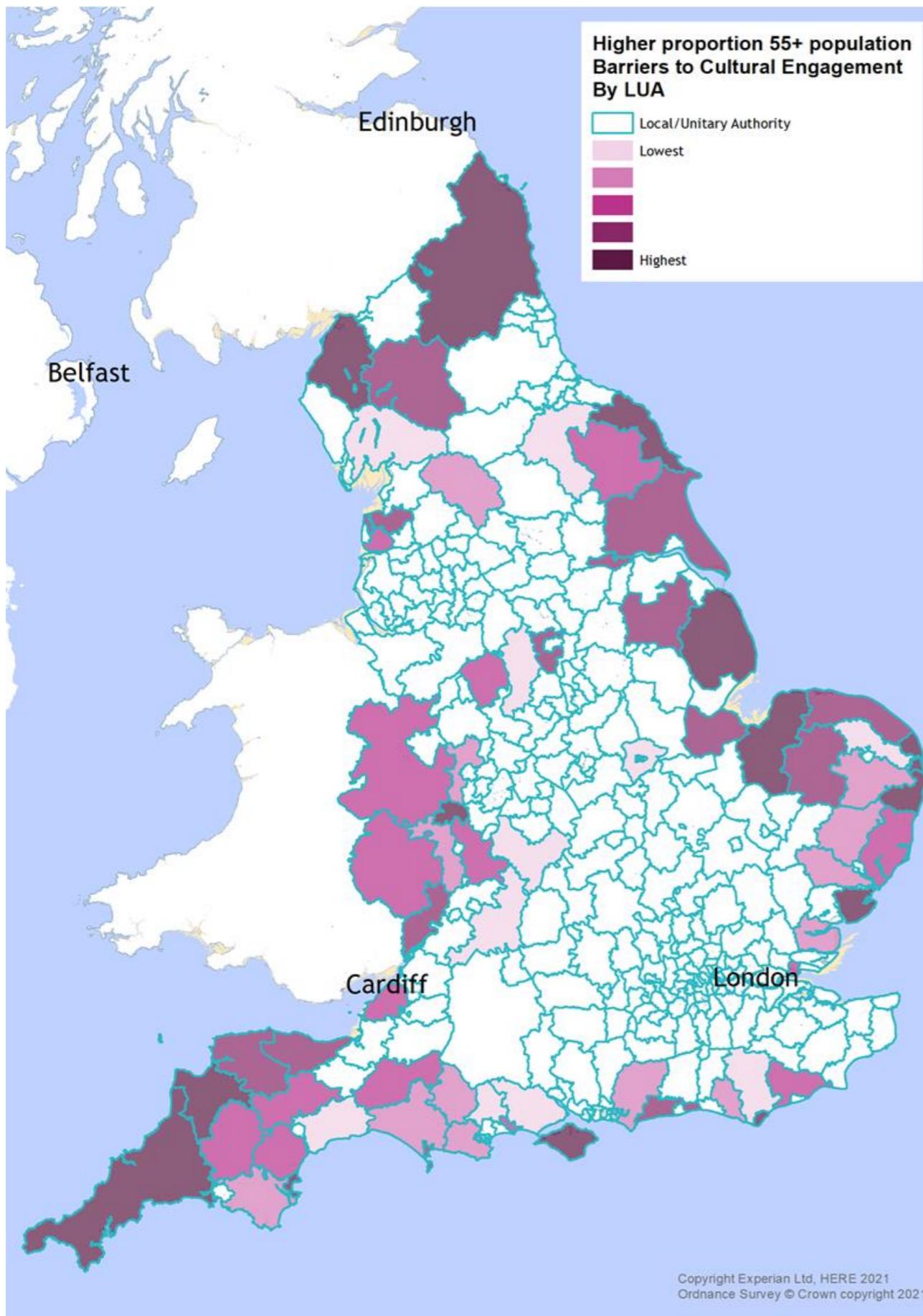
The map here defines those Local/Unitary Authority areas in England in which there are significant numbers of older people in the population who may be facing the greatest barriers to cultural engagement. To define these areas, a combination of data has been taken into account: higher *numbers* of older people aged 55+ in the population, most deprived areas based on the Indices of Multiple Deprivation and areas with high proportions of the lower culturally engaged Audience Spectrum segments. This analysis is intended as a starting point to understand how these factors combine across the population at broad Local/Unitary Authority level.

Rank	Local Authority	Indices of Multiple Deprivation x Low Culturally Engaged Segments Rank (out of 326)	55+ population numbers
1	Kingston upon Hull, City of	1	63,321
2	Manchester	3	85,413
3	Sandwell	4	77,566
4	Stoke-on-Trent	7	67,548
5	Liverpool	11	115,248
6	Rochdale	13	55,636
7	Birmingham	15	234,867
8	South Tyneside	15	46,021
9	Wolverhampton	17	66,865
10	Nottingham	17	61,582
11	Leicester	20	67,773
12	Oldham	21	58,056
13	North East Lincolnshire	23	48,144
14	Sunderland	24	82,381
15	Salford	25	57,127
16	Tameside	27	60,681
17	Bradford	28	123,740
18	Walsall	29	75,708
19	Barnsley	31	69,183
20	Bolton	32	74,729
21	Doncaster	34	88,352
22	Rotherham	37	77,169
23	St. Helens	38	54,536
24	Gateshead	39	59,513
25	Newcastle upon Tyne	40	67,219

The table here sets out those areas ranking highest for combined deprivation and lower cultural engagement amongst Local/Unitary Authorities with higher numbers of older people in the population. These top areas rank especially highly for deprivation/low cultural engagement, out of the total 326 English Local/Unitary Authorities.

The top 5 areas are City of Kingston upon Hull, Manchester, Sandwell, Stoke-on-Trent and Liverpool.

3.6 Areas of England with higher proportions of older population combined with higher deprivation and lower cultural engagement



Areas of England with highest rank for combined proportion of older people, deprivation and lower cultural engagement

The map here defines those Local/Unitary Authority areas in England in which there is a significant proportion of older people in the population who may be facing the greatest barriers to cultural engagement. To define these areas, a combination of data has been taken into account: higher *proportions* of older people aged 55+ in the population, most deprived areas based on the Indices of Multiple Deprivation and areas with high proportions of the lower culturally engaged Audience Spectrum segments. This analysis is intended as a starting point to understand how these factors combine across the population at broad Local/Unitary Authority level.

Rank	Local Authority	Indices of Multiple Deprivation x Low Engagement Segments Rank (out of 326)	55+ index rank (100= average)
1	Great Yarmouth	19	153
2	East Lindsey	45	152
3	Allerdale	73	148
4	Torbay	83	146
5	Tendring	85	145
6	King's Lynn and West Norfolk	93	145
7	Scarborough	95	142
8	Waveney	101	141
9	Northumberland	111	140
10	Cornwall	121	136
11	Isle of Wight	122	135
12	Eastbourne	123	134
13	Torridge	129	133
14	Wyre Forest	130	133
15	North Norfolk	131	132
16	West Lindsey	135	132
17	Breckland	139	131
18	South Holland	141	131
19	Wyre	144	130
20	North East Derbyshire	146	130
21	Weymouth and Portland	151	129
22	North Devon	154	129
23	Eden	159	129
24	Forest of Dean	162	129
25	West Somerset	163	128

The table here sets out those areas ranking highest for combined deprivation and lower cultural engagement amongst Local/Unitary Authorities with higher than average proportions of older people in the population. It is notable that many of these areas do not rank as highly for deprivation/low cultural engagement, out of the total 326 English Local/Unitary Authorities, as areas with higher numbers of older people (see previous page).

The top 5 areas are Great Yarmouth, East Lindsey, Allerdale, Torbay and Tendring.

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