

The data represented here comes from audience research work undertaken in 2015-16 as part of a national survey of outdoor arts commissioned by Arts Council England and actioned by festivals nationwide. Bath Fringe used data from audience questionnaires at free events, and ticket buyers at music, performance and children's shows.

# BATH FRINGE AUDIENCE WHO ARE THEY?

We analysed this data using Audience Spectrum segmentation. Here we highlight audience segments where we attract a higher proportion than other comparable events locally, and present them as characters representing an audience type. These are classed as the socio-economic groups showing the highest levels of engagement with arts, culture, and going out. They all also fall within the range ABC1 of the well-known NRS social grading.

**11% of our audience**

- Prosperous liberal urbanites
- Highly educated; demanding professions
- Interested in a very wide spectrum of activity
- Engage with new & innovative work



**30% of our audience**

- Highly active, diverse, social and ambitious younger people
- Graduates in early to mid career
- Going out is at the heart of their social lives
- In search of new things to do
- Disposable income for a variety of activities
- Digitally savvy; share experiences through social media



**17% of our audience**

- Suburban and small towns
- Thriving, well off mature couples & busy older families
- Enjoy a treat



**10% of our audience**

- Affluent & settled higher managerial & professional
- Also enjoy heritage and classical offerings
- Mature families & retirees
- Willing to travel and pay for premium experiences



100% represents:  
25.000 programmes  
19.000 attenders  
6.000 ticket buyers

