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Portsmouth City Council

Portsmouth Cultural Audiences review

Notes for Scrutiny Panel Meeting

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Contents

Data Collection – Overview

As of Thursday 16 January 2019, the following organisations have supplied their postcode data and so are included in this report:

- Aspex
- Bournemouth Symphony Orchestra – performances at Portsmouth Guildhall
- D-Day Museum
- Cumberland House
- Portsmouth Museum
- New Theatre Royal
- Portsmouth Guildhall
- BH Live at the Pyramids

We are waiting on postcode data to do the profiles for the following organisations:

- National Museum of the Royal Navy
- Portsmouth Library Service
- Portsmouth Festivities
- Kings Theatre
- Wedgwood Rooms
- Mary Rose Museum

Summary

Audience Spectrum

Amongst the organisations for whom we have collected data so far, Trips & Treats, Experience Seekers and Dormitory Dependables were the most prominent Audiences Spectrum segments in the profiles.

Among Arts (Aspex, BSO, NTR, Guildhall, BH Live) audiences Trips & Treats, Experience Seekers and Dormitory Dependables were also the most prominent.

Among Museum (D-Day, Cumberland, Portsmouth) audiences, Experience Seekers, Trips & Treats and Home & Heritage were the most prominent.

In amongst these organisations, we saw an increase in the percentage of visitors matched to the following segments, compared to the profiles in the March 2018 report:

- Trips & Treats
- Commuterland Culturebuffs
- Dormitory Dependables
- Experience Seekers

Mosaic

Amongst the organisations for whom we have collected data so far, O Rental Hubs, H Aspiring Homemakers and J Transient Renters were the most prominent Mosaic groups in the profile.

Among Arts audiences O Rental Hubs, H Aspiring Homemakers and J Transient Renters were also the most prominent.

Among Museum audiences O Rental Hubs and H Aspiring Homemakers were the most prominent.

In amongst these organisations, we saw an increase in the percentage of visitors matched to the following groups, compared to the profiles in the March 2018 report:

- H Aspiring Homemakers

- J Transient Renters
- O Rental Hubs
- G Domestic Success (smaller increase)
- I Family Basics (smaller increase)

Aspex Gallery

Audience Spectrum profile

The most prominent Audience Spectrum segments are **Trips & Treats, Experience Seekers,** and **Commuterland Culturebuffs**. 69% of Aspex visitors belong to one of these three groups.

Compared to the previous report, there was an increase in the percentage of visitors in the profile matched to the following segments:

- Trips & Treats (33% compared to 28%)
- Commuterland Culturebuffs (8% compared to 4%)
- Dormitory Dependables (7% compared to 4%)

Mosaic profile

The most prominent Mosaic groups are **J Transient Renters, O Rental Hubs** and **N Urban Cohesion**. 56% of Aspex visitors match to one of these three groups.

Compared to the previous report, there was an increase in the percentage of visitors in the profile matched to the following groups:

- J Transient Renters (29% compared to 21%)
- G Domestic Success (8% compared to 3%)
- H Aspiring Homemakers (12% compared to 9%)

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Audience Spectrum profile – Aspex Gallery visitors Oct 2018-19 compared to previous report

Audience Spectrum segment		Aspex Gallery - Visitors Oct 18-19		Portsmouth population (adults 15+)	Index against Portsmouth population 2019	Aspex Gallery - from March 2018 report	Index against Aspex March 2018
		Count	%	%		%	
High engagement	Metroculturals	8	8%	1%	565	6%	136
	Commuterland Culturebuffs	8	8%	3%	245	4%	204
	Experience Seekers	28	29%	25%	116	41%	70
Medium engagement	Dormitory Dependables	7	7%	7%	96	4%	179
	Trips & Treats	32	33%	28%	117	28%	117
	Home & Heritage	3	3%	6%	52	4%	77
Low engagement	Up Our Street	5	5%	10%	49	10%	51
	Facebook Families	4	4%	10%	43	2%	204
	Kaleidoscope Creativity	2	2%	5%	40	1%	204
	Heydays	1	1%	4%	24	1%	102
Unclassified		0	-	-		2	
Base		98		176,143		184	

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Mosaic group profile - Aspex Gallery visitors Oct 2018-19 compared to previous report

Mosaic group	Aspex Gallery - Visitors Oct 18-19		Portsmouth population (adults 15+)	Index against Portsmouth population	Aspex Gallery - from March 2018 report	Index against Aspex March 2018
	Count	%	%		%	
A City Prosperity	6	6%	1%	693	6%	102
B Prestige Positions	1	1%	2%	63	2%	51
C Country Living	0	0%	0%	100	0%	100
D Rural Reality	0	0%	0%	100	0%	100
E Senior Security	6	6%	9%	69	4%	153
F Suburban Stability	3	3%	3%	95	4%	77
G Domestic Success	8	8%	4%	211	3%	272
H Aspiring Homemakers	12	12%	16%	79	9%	136
I Family Basics	3	3%	8%	38	2%	153
J Transient Renters	28	29%	15%	190	21%	136
K Municipal Tenants	4	4%	8%	51	2%	204
L Vintage Value	0	0%	5%	0	3%	0
M Modest Traditions	0	0%	3%	0	4%	0
N Urban Cohesion	12	12%	5%	248	10%	122
O Rental Hubs	15	15%	22%	69	32%	48
Unclassified	*0*	*-*	*0*		*3*	
Base	**98**		**179,844**		**183**	

BH Live at the Pyramids

N.B. Comparison is not available as BH Live were not included in the previous report.

Audience Spectrum profile

The three most prominent Audience Spectrum segments are **Trips & Treats**, **Experience Seekers** and **Dormitory Dependables**. 73% of visitors to the Pyramids belong to one of these three groups.

Mosaic profile

The most prominent Mosaic groups are **O Rental Hubs**, **H Aspiring Homemakers** and **J Transient Renters**. 59% of visitors belong to one of these three groups.

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Audience Spectrum profile – BH Live at the Pyramids Oct 18-19

Audience Spectrum segment		BH Live - Visitors to the Pyramids Oct 18-19		Portsmouth population (adults 15+)	Index	
		Count	%	%		
High engagement	Metroculturals	15	2%	1%	156	
	Commuterland Culturebuffs	22	3%	3%	100	
	Experience Seekers	199	30%	25%	121	
Medium engagement	Dormitory Dependables	68	10%	7%	138	
	Trips & Treats	219	33%	28%	118	
	Home & Heritage	39	6%	6%	100	
Low engagement	Up Our Street	43	6%	10%	63	
	Facebook Families	39	6%	10%	62	
	Kaleidoscope Creativity	12	2%	5%	35	
	Heydays	8	1%	4%	28	
Unclassified		4	-	-		
Base		664		176,143		

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Mosaic group profile – BH Live at the Pyramids Oct 18-19

Mosaic group	BH Live - Visitors to the Pyramids Oct 18-19		Portsmouth population (adults 15+)	Index
	Count	%	%	
A City Prosperity	11	2%	1%	**187**
B Prestige Positions	5	1%	2%	46
C Country Living	0	0%	0%	100
D Rural Reality	0	0%	0%	100
E Senior Security	60	9%	9%	102
F Suburban Stability	27	4%	3%	**126**
G Domestic Success	46	7%	4%	**179**
H Aspiring Homemakers	127	19%	16%	**123**
I Family Basics	38	6%	8%	71
J Transient Renters	100	15%	15%	100
K Municipal Tenants	19	3%	8%	36
L Vintage Value	7	1%	5%	20
M Modest Traditions	10	2%	3%	58
N Urban Cohesion	52	8%	5%	**158**
O Rental Hubs	164	25%	22%	**111**
Unclassified	*0*	-	*0*	
Base	**666**		**179,844**	

Bournemouth Symphony Orchestra – performances at Portsmouth Guildhall

Audience Spectrum profile

The three most prominent Audience Spectrum segments are **Experience Seekers**, **Trips & Treats** and **Dormitory Dependables**. 68% of BSO audiences at Portsmouth Guildhall belong to one of these three groups.

Compared to the previous report, there was an increase in the percentage of visitors in the profile matched to the following segments:

- Trips & Treats (24% compared to 14%)
- Experience Seekers (31% compared to 27%)
- Dormitory Dependables (13% compared to 11%)

Mosaic profile

The three most prominent Mosaic groups are **O Rental Hubs, H Aspiring Homemakers** and **N Urban Cohesion**. 49% of BSO audiences belong to one of these three groups.

Compared to the previous report, there was an increase in the percentage of visitors in the profile matched to the following groups:

- O Rental Hubs (22% compared to 16%)
- H Aspiring Homemakers (14% compared to 8%)
- F Suburban Stability (6% compared to 4%)

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Audience Spectrum profile – BSO performances at Portsmouth Guildhall Oct 18-19 compared to previous report

Audience Spectrum segment		Bournemouth Symphony Orchestra - Audiences at Portsmouth Guildhall Oct 2018-19		Portsmouth population (adults 15+)	Index against Portsmouth population		BSO from March 2018 report	Index against BSO March 2018	
		Count	%	%			%		
High engagement	Metroculturals	9	4%	1%	249		8%	45	
	Commuterland Culturebuffs	23	9%	3%	276		11%	84	
	Experience Seekers	77	31%	25%	125		27%	114	
Medium engagement	Dormitory Dependables	32	13%	7%	172		11%	116	
	Trips & Treats	59	24%	28%	84		14%	169	
	Home & Heritage	23	9%	6%	156		15%	61	
Low engagement	Up Our Street	14	6%	10%	54		8%	70	
	Facebook Families	9	4%	10%	38		3%	120	
	Kaleidoscope Creativity	2	1%	5%	16		2%	40	
	Heydays	2	1%	4%	19		1%	80	

Unclassified	4	-	-		0	
Base	**250**	**176,143**			**6,075**	

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Mosaic group profile - BSO performances at Portsmouth Guildhall Oct 18-19 compared to previous report

Mosaic group	Bournemouth Symphony Orchestra - Audiences at Portsmouth Guildhall Oct 2018-19		Portsmouth population (adults 15+)	Index against Portsmouth population	BSO from March 2018 report	Index against BSO March 2018
	Count	%	%		%	
A City Prosperity	7	3%	1%	314	5%	56
B Prestige Positions	7	3%	2%	172	4%	69
C Country Living	0	0%	0%	100	0%	100
D Rural Reality	0	0%	0%	100	0%	100
E Senior Security	27	11%	9%	121	20%	54
F Suburban Stability	16	6%	3%	197	4%	159
G Domestic Success	26	10%	4%	267	8%	129
H Aspiring Homemakers	36	14%	16%	92	8%	179
I Family Basics	9	4%	8%	44	3%	119

J Transient Renters	21	8%	15%	55		7%	119
K Municipal Tenants	2	1%	8%	10		4%	20
L Vintage Value	6	2%	5%	44		8%	30
M Modest Traditions	5	2%	3%	77		0%	9,999
N Urban Cohesion	34	13%	5%	273		12%	112
O Rental Hubs	56	22%	22%	101	1	16%	139
Unclassified	18	-	0			39	
Base	252		179,844			6,148	

Cumberland House

Audience Spectrum profile

The two most prominent Audience Spectrum segments amongst Cumberland House visitors are **Trips & Treats, Experience Seekers** and **Commuterland Culturebuffs**. 69% of visitors belong to one of these groups.

Compared to the previous report, there was an increase in the percentage of visitors in the profile matched to the following segments:

- Commuterland Culturebuffs (10% compared to 4%)
- Dormitory Dependables (9% compared to 6%)
- Facebook Families (5% compared to 4%)

Mosaic profile

The three most prominent Mosaic groups are **O Rental Hubs, H Aspiring Homemakers** and **J Transient Renters**. 57% of Cumberland House visitors belong to one of these three groups.

Compared to the previous report, there was an increase in the percentage of visitors in the profile matched to the following groups:

- J Transient Renters (18% compared to 15%)
- G Domestic Success (10% compared to 7%)
- B Prestige Positions (4% compared to 1%)

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Audience Spectrum profile – Cumberland House visitors Oct 18-19 compared to previous report

Audience Spectrum segment		Cumberland House Natural History Museum - Visitors Oct 18-19		Portsmouth population (adults 15+)	Index against Portsmouth population	Cumberland House from March 2018 report	Index against Cumberland House March 2018	
		Count	%	%		%		
High engagement	Metroculturals	8	2%	1%	130	1%	187	
	Commuterland Culturebuffs	44	10%	3%	310	4%	258	
	Experience Seekers	117	27%	25%	111	27%	101	
Medium engagement	Dormitory Dependables	39	9%	7%	123	6%	152	
	Trips & Treats	136	32%	28%	114	33%	97	
	Home & Heritage	25	6%	6%	100	12%	49	
Low engagement	Up Our Street	27	6%	10%	61	9%	70	
	Facebook Families	23	5%	10%	57	4%	135	
	Kaleidoscope Creativity	5	1%	5%	23	3%	39	
	Heydays	3	1%	4%	16	1%	70	
Unclassified		6	-	-		-		
Base		**427**		**176,143**		**689**		

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Mosaic group profile – Cumberland House visitors Oct 18-19 compared to previous report

Mosaic group	Cumberland House Natural History Museum - Visitors Oct 18-19		Portsmouth population (adults 15+)	Index against Portsmouth population	Cumberland House from March 2018 report	Index against Cumberland House March 2018	
	Count	%	%		%		
A City Prosperity	7	2%	1%	185	1%	163	
B Prestige Positions	18	4%	2%	260	1%	420	
C Country Living	0	0%	0%	100	0%	100	
D Rural Reality	0	0%	0%	100	0%	100	
E Senior Security	29	7%	9%	76	12%	56	
F Suburban Stability	15	3%	3%	109	2%	175	
G Domestic Success	43	10%	4%	259	7%	143	
H Aspiring Homemakers	83	19%	16%	125	18%	107	
I Family Basics	17	4%	8%	49	4%	99	
J Transient Renters	78	18%	15%	121	15%	121	
K Municipal Tenants	5	1%	8%	15	4%	29	
L Vintage Value	7	2%	5%	30	3%	54	
M Modest Traditions	4	1%	3%	36	2%	47	
N Urban Cohesion	37	9%	5%	175	10%	86	
O Rental Hubs	86	20%	22%	91	21%	95	
Unclassified	*4*	*-*	*111*		*10*		
Base	**429**		**179,844**		**693**		

D-Day Museum

N.B. Comparison is not available as D-Day Museum were not included in the previous report.

Audience Spectrum profile

The three most prominent Audience Spectrum segments are **Experience Seekers, Trips & Treats** and **Home & Heritage**. 67% of visitors to the D-Day Museum belong to one of these three groups.

Mosaic profile

The most prominent Mosaic groups are, **O Rental Hubs, H Aspiring Homemakers** and **N Urban Cohesion**. 50% of visitors belong to one of these three groups.

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Audience Spectrum profile – D-Day Museum visitors Oct 18-19

Audience Spectrum segment		D-Day Museum - Visitors Oct 18-19		Portsmouth population (adults 15+)	Index
		Count	%	%	
High engagement	Metroculturals	21	5%	1%	**314**
	Commuterland Culturebuffs	35	8%	3%	**227**
	Experience Seekers	146	32%	25%	**128**
Medium engagement	Dormitory Dependables	33	7%	7%	96
	Trips & Treats	110	24%	28%	85
	Home & Heritage	53	11%	6%	**195**
Low engagement	Up Our Street	30	6%	10%	63
	Facebook Families	22	5%	10%	50
	Kaleidoscope Creativity	8	2%	5%	34
	Heydays	5	1%	4%	25
Unclassified		*1*	-	-	
Base		**463**		**176,143**	

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Mosaic group profile - D-Day Museum visitors Oct 18-19

Mosaic group	D-Day Museum - Visitors Oct 18-19		Portsmouth population (adults 15+)	Index
	Count	%	%	
A City Prosperity	13	3%	1%	314
B Prestige Positions	13	3%	2%	172
C Country Living	0	0%	0%	100
D Rural Reality	0	0%	0%	100
E Senior Security	54	12%	9%	130
F Suburban Stability	11	2%	3%	73
G Domestic Success	39	8%	4%	215
H Aspiring Homemakers	86	18%	16%	118
I Family Basics	19	4%	8%	50
J Transient Renters	41	9%	15%	58
K Municipal Tenants	8	2%	8%	22
L Vintage Value	28	6%	5%	111
M Modest Traditions	8	2%	3%	66
N Urban Cohesion	66	14%	5%	285
O Rental Hubs	83	18%	22%	80
Unclassified	*2*	*-*	*111*	
Base	**469**		**179,844**	

New Theatre Royal

Audience Spectrum profile

The three most prominent Audience Spectrum segments are **Trips & Treats**, **Experience Seekers** and **Dormitory Dependables**. 65% of all bookers at New Theatre Royal belong to one of these three groups.

Compared to the previous report, there was an increase in the percentage of visitors in the profile matched to the following segments:

- Dormitory Dependables (11% compared to 6%)
- Trips & Treats (33% compared to 29%)
- Facebook Families (7% compared to 5%)

Mosaic profile

The three most prominent Mosaic groups are **H Aspiring Homemakers**, **O Rental Hubs** and **J Transient Renters**. 49% of New Theatre Royal bookers belong to one of these three groups.

Compared to the previous report, there was an increase in the percentage of visitors in the profile matched to the following groups:

- H Aspiring Homemakers (20% compared to 16%)
- J Transient Renters (14% compared to 12%)
- I Family Basics (6% compared to 4%)

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Audience Spectrum profile – New Theatre Royal bookers Oct 18-19 compared to previous report

Audience Spectrum segment		New Theatre Royal Portsmouth - Bookers Oct 2018-19		Portsmouth population (adults 15+)	Index against Portsmouth population	New Theatre Royal from March 2018 report	Index against NTR March 2018	
		Count	%	%		%		
High engagement	Metroculturals	133	3%	1%	190	2%	138	
	Commuterland Culturebuffs	271	6%	3%	168	5%	112	
	Experience Seekers	1,020	21%	25%	85	30%	70	
Medium engagement	Dormitory Dependables	547	11%	7%	152	6%	189	
	Trips & Treats	1,584	33%	28%	117	29%	113	
	Home & Heritage	342	7%	6%	120	11%	64	
Low engagement	Up Our Street	369	8%	10%	74	7%	109	
	Facebook Families	327	7%	10%	71	5%	135	
	Kaleidoscope Creativity	133	3%	5%	54	3%	92	
	Heydays	110	2%	4%	53	2%	114	
Unclassified		9	-	-		2,496		
Base		**4,836**		**176,143**		**8,603**		

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Mosaic group profile – New Theatre Royal bookers Oct 18-19 compared to previous report

Mosaic group	New Theatre Royal Portsmouth - Bookers Oct 2018-19		Portsmouth population (adults 15+)	Index against Portsmouth population	New Theatre Royal from March 2018 report	Index against NTR March 2018	
	Count	%	%		%		
A City Prosperity	59	1%	1%	138	2%	61	
B Prestige Positions	121	2%	2%	155	2%	125	
C Country Living	0	0%	0%	100	0%	100	
D Rural Reality	0	0%	0%	100	0%	100	
E Senior Security	568	12%	9%	132	11%	107	
F Suburban Stability	204	4%	3%	131	5%	84	
G Domestic Success	366	8%	4%	195	7%	108	
H Aspiring Homemakers	969	20%	16%	129	16%	125	
I Family Basics	292	6%	8%	75	4%	151	
J Transient Renters	680	14%	15%	93	12%	117	
K Municipal Tenants	210	4%	8%	55	4%	108	
L Vintage Value	165	3%	5%	64	4%	85	
M Modest Traditions	113	2%	3%	90	2%	117	
N Urban Cohesion	355	7%	5%	148	7%	105	
O Rental Hubs	743	15%	22%	69	25%	61	
Unclassified	*0*	-	*0*		*128*		
Base	**4,845**		**179,844**		**8,629**		

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Portsmouth Guildhall

Audience Spectrum profile

The three most prominent Audience Spectrum segments are **Trips & Treats, Experience Seekers** and **Dormitory Dependables.** 78% of bookers at Portsmouth Guildhall belong to one of these three groups.

Compared to the previous report, there was an increase in the percentage of visitors in the profile matched to the following segments:

- Trips & Treats (38% compared to 15%)
- Experience Seekers (18% compared to 11%)
- Facebook Families (7% compared to 5%)

Mosaic profile

The three most prominent Mosaic groups are **H Aspiring Homemakers, J Transient Renters** and **O Rental Hubs**. 51% of all bookers belong to one of these three groups.

Compared to the previous report, there was an increase in the percentage of visitors in the profile matched to the following groups:

- H Aspiring Homemakers (23% compared to 20%)
- I Family Basics (6% compared to 5%)

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Audience Spectrum profile – Portsmouth Guildhall bookers Oct 18-19 compared to previous report

Audience Spectrum segment		Portsmouth Guildhall - Visitors Oct 2018-19		Portsmouth population (adults 15+)	Index against Portsmouth population	Guildhall from March 2018 report	Index against Guildhall March 2018	
		Count	%	%		%		
High engagement	Metroculturals	182	2%	1%	136	1%	197	
	Commuterland Culturebuffs	473	5%	3%	154	22%	23	
	Experience Seekers	1,677	18%	25%	74	11%	165	
Medium engagement	Dormitory Dependables	1,116	12%	7%	163	19%	64	
	Trips & Treats	3,522	38%	28%	137	15%	254	
	Home & Heritage	541	6%	6%	100	18%	33	
Low engagement	Up Our Street	667	7%	10%	70	6%	120	
	Facebook Families	654	7%	10%	74	5%	142	
	Kaleidoscope Creativity	246	3%	5%	52	1%	267	
	Heydays	150	2%	4%	38	3%	54	
Unclassified		*9*	*-*	*-*		*161*		
Base		**9,228**		**176,143**		**30,370**		

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Mosaic group profile – Portsmouth Guildhall bookers Oct 18-19 compared to previous report

Mosaic group	Portsmouth Guildhall - Visitors Oct 2018-19		Portsmouth population (adults 15+)	Index against Portsmouth population	Guildhall from March 2018 report	Index against Guildhall March 2018
	Count	%	%		%	
A City Prosperity	96	1%	1%	118	1%	104
B Prestige Positions	248	3%	2%	166	3%	89
C Country Living	0	0%	0%	100	0%	100
D Rural Reality	0	0%	0%	100	0%	100
E Senior Security	1,123	12%	9%	137	13%	93
F Suburban Stability	504	5%	3%	169	6%	91
G Domestic Success	569	6%	4%	159	7%	88
H Aspiring Homemakers	2,169	23%	16%	151	20%	117
I Family Basics	588	6%	8%	79	5%	127
J Transient Renters	1,329	14%	15%	96	14%	103
K Municipal Tenants	341	4%	8%	47	5%	74
L Vintage Value	194	2%	5%	39	4%	52
M Modest Traditions	248	3%	3%	104	3%	89
N Urban Cohesion	513	6%	5%	112	6%	93
O Rental Hubs	1,321	14%	22%	65	15%	95
Unclassified	*64*	*-*	*0*		*465*	
Base	**9,243**		**179,844**		**32,922**	

Portsmouth Museum

Audience Spectrum profile

The three most prominent Audience Spectrum segments are **Experience Seekers**, **Trips & Treats** and **Home & Heritage**. 67% of all Portsmouth Museum visitors belong to one of these three groups.

Compared to the previous report, there was an increase in the percentage of visitors in the profile matched to the following segments:

- Experience Seekers (29% compared to 25%)
- Commuterland Culturebuffs (6% compared to 4%)
- Metroculturals (6% compared to 2%)

Mosaic profile

The three most prominent Mosaic groups are **O Rental Hubs, H Aspiring Homemakers** and **E Senior Security**. 55% of all Portsmouth Museum visitors belong to one of these three groups.

Compared to the previous report, there was an increase in the percentage of visitors in the profile matched to the following groups:

- O Rental Hubs (26% compared to 21%)
- E Senior Security (13% compared to 10%)
- I Family Basics (7% compared to 4%)

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Audience Spectrum profile – Portsmouth Museum visitors Oct 18-19 compared to previous report

Audience Spectrum segment		Portsmouth Museum - Visitors Oct 18-19		Portsmouth population (adults 15+)	Index against Portsmouth population	Portsmouth Museum from March 2018 report	Index against Portsmouth Museum March 2018	
		Count	%	%		%		
High engagement	Metroculturals	7	4%	1%	247	2%	179	
	Commuterland Culturebuffs	11	6%	3%	169	4%	140	
	Experience Seekers	57	29%	25%	118	25%	116	
Medium engagement	Dormitory Dependables	13	7%	7%	89	8%	83	
	Trips & Treats	53	27%	28%	97	30%	90	
	Home & Heritage	22	11%	6%	191	11%	102	
Low engagement	Up Our Street	11	6%	10%	54	9%	62	
	Facebook Families	11	6%	10%	59	5%	112	
	Kaleidoscope Creativity	6	3%	5%	60	4%	77	
	Heydays	5	3%	4%	59	3%	85	
Unclassified		4	-	-		10		
Base		196		176,143		440		

the audience agency

Mosaic group profile – Portsmouth Museum visitors Oct 18-19 compared to previous report

Mosaic group	Portsmouth Museum - Visitors Oct 18-19		Portsmouth population (adults 15+)	Index against Portsmouth population	Portsmouth Museum from March 2018 report	Index against Portsmouth Museum March 2018	
	Count	%	%		%		
A City Prosperity	5	3%	1%	289	2%	128	
B Prestige Positions	6	3%	2%	189	1%	306	
C Country Living	0	0%	0%	100	0%	100	
D Rural Reality	0	0%	0%	100	0%	100	
E Senior Security	26	13%	9%	150	10%	133	
F Suburban Stability	8	4%	3%	127	3%	136	
G Domestic Success	9	5%	4%	119	11%	42	
H Aspiring Homemakers	32	16%	16%	105	17%	96	
I Family Basics	13	7%	8%	82	4%	166	
J Transient Renters	18	9%	15%	61	14%	66	
K Municipal Tenants	8	4%	8%	51	5%	82	
L Vintage Value	7	4%	5%	67	5%	71	
M Modest Traditions	2	1%	3%	40	2%	51	
N Urban Cohesion	12	6%	5%	124	5%	122	
O Rental Hubs	50	26%	22%	115	21%	121	
Unclassified	4	-	0		6		
Base		196	179,844		444		

the audience agency