

# What we know about Family Audiences

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# Introduction

- The Audience Agency
- Family Friendly Research & Development



# Answers

1. **19%** population are under 16
2. **7.7 million** households with dependent children
3. **25%** are lone-parent families
4. Average household is **2.3** people
5. **78%** population has engaged with the arts
6. **99%** children 5 - 15 had engaged in 2011
7. **60%** London audiences family-branded within 5 miles
8. **12<sup>th</sup> place** for “something to do with children” galleries
9. 2-parent families are **more likely** to attend the arts
10. 1-parent families are **less likely** to attend



# Outline

1. Families
2. What's Changing?
3. Trips & Treats
4. Great Family Experiences: before, during, after
5. What Families tell us...



# Various Sources

- Recent qualitative research for TMA  
Mixed sample, London and Manchester
- Draw on studies over last 10 years (interesting bits)
- Depth study 2004, Audiences London
- Ongoing work with clients



# Why you should

- **Unmet demand** for affordable offer
- **ROI** families extremely appreciative of small efforts
- **Future-proofing** *family* engagement builds audiences
- **Diversity** greater propensity of less engaged groups to engage in *family* offer
- **Brand perceptions** positive effects on wider audience
- **Civic engagement** helps build links with community



We're all experts in families...



# Families are all the same and all different

- Common needs and concerns (under 12s)
- Squeezed... time, money, tastes
- Significant differences engaged and less engaged
- Total experience is vital



## Families are changing...

- There are a growing number of families who only have 1 child (46.3 per cent of all families with children, ONS, 2011).
- The number of parents who now live significantly further from their parents keeps growing. (22% of people live more than 100 miles from their parents, netmums, 2012).



# Families are changing...

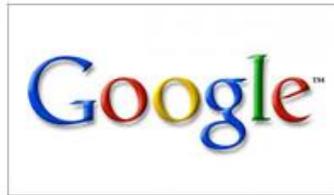
We know that....

- There is an increasing variety of family types - 35 in total.
- It can be difficult to reference this sensitively but ignoring it isn't useful either.



# Families listen to....

**DadsNet**  
The online network for dads



- Each other! 70% word of mouth (recent TMA research)
- But then what do they do? Other sources are important too...

*“I will tag anyone I can think of that would be interested”*





**Family Friendly** shared Visit Manchester's photo.  
February 20

This event next month Tatton Park sounds ace!

Look who's taken up residence at Tatton Park He's getting ready for The Magic of Beatrix Potter taking place from 23 March.  
<http://www.visitmanchester.com/articles/whats-on/the-magic-of-beatrix-potter-at-tatton-park/>



Like · Comment · Share



## Our Resident Mummy Blogger



Meet Penny, Lakeside's first Mummy Blogger in Residence. She'll be going to our shows, following all the fun of Wheee! and Jump In Festivals and giving you tips on how to get the most out of Lakeside! Go read her blog [here](#).

# Have a think about

- What do you think are some of the impacts of...
- What can your organisation do to respond in terms of what you offer to families?

1) 1 child families

2) Extended families living further apart

3) Families becoming more diverse in size and make-up

4) Changes in how people access information



## Great Family Experiences: Consider...

- Before: making choices, information gathering
- During: cultural offer, total experience
- After: memories and relationships





# TRIPS

Manchester Museums  
Culture Babies

# Trips

- Free/ Under £5 - compete with swimming
- Planned at short-notice
- Local listings and regular direct marketing
- Social networks (networking?) important
- Regular, consistent offer
- Flexibility, ease of access
- Low-key learning benefits
- Participative element highly-prized
- Not just high-days and holidays...



A theatrical stage set for the play 'The Railway Children'. The scene is dominated by a large, dark steam locomotive on the left, with a bright light emanating from its headlight. The stage floor is lit with a blue glow. Two children in period clothing are visible: one in a light blue dress and a red shawl, and another in a white dress with a red shawl. The background is dark with some architectural elements.

*The Railway Children*  
York Theatre Royal  
National Railway Museum

**TREATS**

# Treats

- Will travel further
- Long lead times
- Premium prices... competing circus, West End
- High profile promotion mark of popularity
- Ditto pricing
- Fun over learning
- Low risk
- Give-aways/ take-aways important
- Long shelf-life (late adopters)



# Trips and Treats

Trip - an everyday activity  
Week-end activities, holiday fillers

£0

£££

Treat - special occasion  
Birthdays, holiday treats, special visitors





DAILY TELEGRAPH, DAILY EXPRESS, GUARDIAN,  
DAILY MAIL, EVENING STANDARD, INDEPENDENT,  
SUNDAY TELEGRAPH, TIME OUT, MAIL ON SUNDAY

Roald Dahl's

# Matilda

THE MUSICAL



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# Before...

## Making choices and decisions

- Competing wide range of activities
- Extremely planful: tailored information
- Ambiguity is NOT appreciated
- Tailored one-stop-shop still tops the charts
- Recommendation is all important (well-networked)
- Marked shift towards social media
- Old and new channels



# Before...

Google...



Listings Sites One-stop shop/ local



Facebook

Netmums - some indication underused  
Voucher-culture



Twitter

Powerful tool for instigators/  
recommendation. Twice as popular as



# Before...

## Pricing and costs

- Pricing/ free important multiple costs
- Recession

*“Things have changed for me. ... because the price of things, even transport, has gone up. I look for things like the arts trail in East London that are free. If I want them for lunch... and the gift shop as well... it can get really expensive.”*



*“I just find **Google so amazing** - you can type anything into it and it will answer everything. ‘What’s on free in London’ or ‘Picnic areas in London’ and it just comes up.”*

*“Facebook feeds from major museums. Recommendations and ‘likes’ get shared amongst **networks of mums.**”*

*“I find more and more that I’m getting it from people who have tweeted about what they’ve done the weekend before. It’s not all conversation; it’s also people linking to **things on the Internet.**”*

# BEFORE



# DURING



## During....

- Social experience
- Customer care
- Environment
- Cultural experience

are all **equally important**



# During....

## New insight on scheduling...

- One-day wonders
- Flexible scheduling
- Crowd stress



# During....

## The family experience

- Something for all ages: they're still saying it!
- Strict age-bands unpopular
- “Intergenerational”
- Supported conversations - materials
- Less engaged parents need extensive support
- Worried about being a nuisance
- Empowered staff



# Kids in Museums winner 2012

## Haslemere Educational Museum



Haslemere Educational Museum  
Culture & Learning Since 1888

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<a href="#">Education</a>
<a href="#">External Links</a>
<a href="#">Haslemere Visitor Information Centre</a>
<a href="#">Museum Films &amp; Photos</a>

Haslemere Educational Museum

facebook



Haslemere Educational Museum

**Open 10 am – 4.30 pm**

Tuesday to Saturday  
Admission by Donation.

Haslemere Educational Museum are proud to announce that they are the

WINNERS

of

**The Telegraph  
Family Friendly Museum Award 2012**

AND

**THE MUSEUMS AND HERITAGE READERS AWARD  
(INDUSTRY NOMINATION ONLINE)**

**WE WOULD LIKE TO THANK ALL THOSE WHO VOTED FOR US**

The Beehive is closed for the Winter.

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Kids in Museums Patron, Mariella Frostrup said,

“They chose Haslemere not because of an outstanding collection - even though there’s a lovely stuffed bear, a giant spider crab and even an Egyptian Mummy - but because of the welcome they received. Nothing was too much for the staff and volunteers. It’s a gem.”

Sandra Tellyn, who visited the museum with her three children anonymously as family judges said, “The volunteers couldn’t have been more welcoming. And as we were going out, my seven year old said he wanted to have a look at the shop but it was closing. The assistant heard, pulled away the barrier and said, “No problem - go and have a look!” She didn’t rush us at all. Another volunteer told us about Hype, the museum’s teenagers’ club, and their photography project. My son is almost 13. It was perfect. Everyone we spoke to gave more than they had to. They were just amazing.

It’s a little haven.”



A group of people, including a man in a red shirt in the foreground, are holding large, glowing orange loops that resemble the number '3'. The background is a solid red color. The word 'AFTER' is written in large white letters at the top.

# AFTER

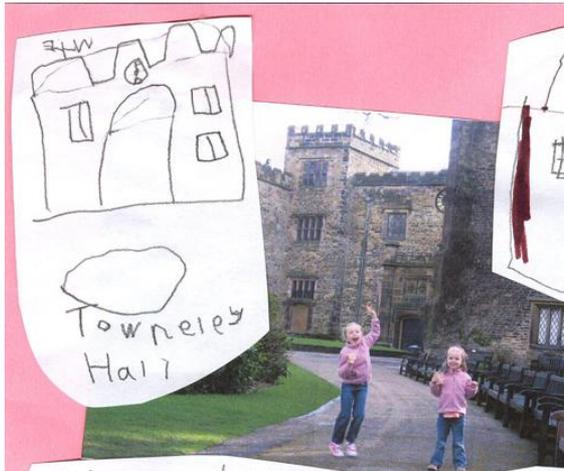
Theatre-rites  
*Mischief*

Photo: Patrick Baldwin

# After

- Mementos
- Relationship development
- “Lite” offer
- Regular, tailored information
- Don't give up - they will be back





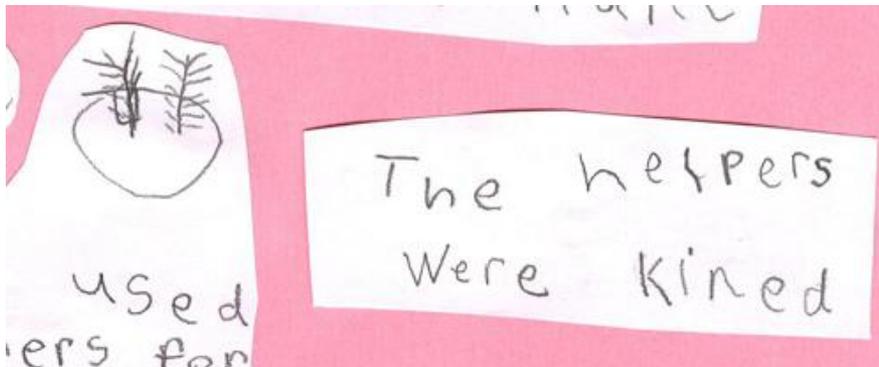
Townley Hall, Burnley

**“The older lady in the gift shop was exceptional - she had a real love for Townley Hall.**

**She spoke to the children, asked how old they were and where they were from. She told them all about Bill the Bear who has lived at Townley Hall since she was a little girl - “a really long time ago”...**

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**“...She offered to keep the pushchair for us behind the counter as it was near the changing facilities. She said she would feel happier as it was more secure. We felt she really cared about us when she offered to show us where the changing facilities were.**

**A lovely lady with a lovely character - the true definition of Family Friendly.”**

# Mystery spies



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# Thoughtful Things

Q: What do you think would improve you and your family's lives on a day to day basis?

*“Little things that make life much easier for parents in shops, town, public places and events. Thoughtful things”*

*Parent, 2012*





Jasmine, South  
London Gallery

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## Use data to make your case for engagement

The insights revealed by Audience Finder will help reveal who your audiences are, who they could be and what they need and expect of you

Our new project, contact us for details

### Insights

Insights generated by the Audience Finder can be searched and filtered by three major areas.

#### Audiences by behaviour

Find insights on audience behaviours - preferences, motivations and interests

#### Audiences by location

Find location insight - region, city, area - for your sector and audience

#### Audiences by sector

Find sector insight - dance, theatre, performance - for your location and audience

## OPEN

- The Guide
- Headline information and benchmarks
- Arts Audiences: Insight

**FREE to ALL**

## INDIVIDUAL

### OPEN PLUS...

- Standard research framework
- Standard audience insight report
- One-to-one surgery

**FREE\* to ACE NPOs**

## SECTOR CLUSTER

### INDIVIDUAL PLUS...

- Standard sector insight reports
- Regular sector reporting
- Sector specific seminars and workshops

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## GEOGRAPHICAL CLUSTER

### SECTOR PLUS...

- Standard cluster insight reports
- Regular cluster reporting
- Knowledge exchange sessions
- Cluster specific seminars and workshops

**FREE\* to ACE NPOs**



# Thanks

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