What you need to know about the 65+ arts and culture attendees

Anita
Superlative Attender

Mags
Regular Monthly Attender

Pam
Regular Seasonal Attender

Barry
Unpredictable Attender (no pattern)

Jo
Low to Non Attender
The 4 A’s of our Silver Service

- Attendance
- Appetite
- Amiability
- Affordability
From: Stakeholder Perceptions

Anita
Cultural Champion

Mags
Typical Attender

Barry
Digital Champion

Jo
Non-Attender

Anita
Superlative Attender

Mags
Regular Monthly Attender

Pam
Regular Seasonal Attender

Barry
Unpredictable Attender (no pattern)

Jo
Low to Non Attender

From: Questionnaire and 65+ Interview Data
<table>
<thead>
<tr>
<th>Frequency</th>
<th>National</th>
<th>Art's Depot</th>
<th>WAC</th>
<th>BAC</th>
</tr>
</thead>
<tbody>
<tr>
<td>Weekly</td>
<td>16%</td>
<td>24%</td>
<td>13%</td>
<td>10%</td>
</tr>
<tr>
<td>Fortnightly</td>
<td>21%</td>
<td>21%</td>
<td>21%</td>
<td>22%</td>
</tr>
<tr>
<td>Monthly</td>
<td>35%</td>
<td>29%</td>
<td>41%</td>
<td>35%</td>
</tr>
<tr>
<td>Seasonally</td>
<td>15%</td>
<td>13%</td>
<td>14%</td>
<td>17%</td>
</tr>
<tr>
<td>Infrequent</td>
<td>10.3%</td>
<td>10%</td>
<td>14%</td>
<td>12%</td>
</tr>
<tr>
<td>Annual</td>
<td>0.5%</td>
<td>2%</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>Never</td>
<td>0.5%</td>
<td>0.3%</td>
<td>0%</td>
<td>0.9%</td>
</tr>
</tbody>
</table>

**Unpredictable Attender**

**Low to Non Attender**

**Above** This shows frequency of attendance which has shaped 5 personas from 4

**Categories:**
- Superlative Attender
- Regular Monthly Attender
- Regular Weekly Attender
Attendance Barriers

Why predominantly is this age group not attending?

- **Barry**: Unpredictable Attender (no pattern)
- **Jo**: Low to Non Attender

General barriers: Transport issues
Venue barriers: Time of event
<table>
<thead>
<tr>
<th>Category</th>
<th>Interest Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Theatre</td>
<td>89.9%</td>
</tr>
<tr>
<td>Cinema</td>
<td>79.4%</td>
</tr>
<tr>
<td>Music – Classical</td>
<td>70.7%</td>
</tr>
<tr>
<td>Visual arts</td>
<td>69.1%</td>
</tr>
<tr>
<td>Music – Jazz</td>
<td>46.8%</td>
</tr>
<tr>
<td>Dance – Ballet</td>
<td>45.6%</td>
</tr>
<tr>
<td>Opera</td>
<td>44.4%</td>
</tr>
<tr>
<td>Comedy</td>
<td>35.0%</td>
</tr>
<tr>
<td>Dance – Contemporary</td>
<td>30.9%</td>
</tr>
<tr>
<td>Music – Folk</td>
<td>30.9%</td>
</tr>
<tr>
<td>Music – World music</td>
<td>30.5%</td>
</tr>
<tr>
<td>Spoken word / Poetry</td>
<td>27.6%</td>
</tr>
<tr>
<td>Music – Contemporary</td>
<td>21.3%</td>
</tr>
<tr>
<td>Circus</td>
<td>7.2%</td>
</tr>
<tr>
<td>Other</td>
<td>4.3%</td>
</tr>
</tbody>
</table>

Q1 What types of arts & culture events are you interested in?
Card Sorting: Stakeholder hierarchies of devices, use and social media
New Acquaintances

- Social connections was not an important aspect for going online (6.2%)
- Making new acquaintances online was also the least appealing internet activity (2.7%)
Which of the following digital media devices do you use (in the home and out and about)?

<table>
<thead>
<tr>
<th></th>
<th>Home Usage</th>
<th>Warwick</th>
<th>Brewery</th>
<th>National</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Desktop Computer</strong></td>
<td>62.5%</td>
<td>53.8%</td>
<td>52.9%</td>
<td>56.4%</td>
</tr>
<tr>
<td><strong>Laptop</strong></td>
<td>61.0%</td>
<td>67.6%</td>
<td>75.2%</td>
<td>67.9%</td>
</tr>
<tr>
<td><strong>Tablet</strong></td>
<td>51.7%</td>
<td>49.8%</td>
<td>57.6%</td>
<td><strong>53.0%</strong></td>
</tr>
<tr>
<td>Smartphone (touchscreen)</td>
<td>43.0%</td>
<td>39.7%</td>
<td>45.2%</td>
<td>42.6%</td>
</tr>
<tr>
<td>Mobile with keypad</td>
<td>31.1%</td>
<td>27.5%</td>
<td>30.0%</td>
<td>29.5%</td>
</tr>
<tr>
<td>None</td>
<td>0.6%</td>
<td>3.6%</td>
<td>3.3%</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>Out and About Usage</th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Laptop</strong></td>
<td>7.9%</td>
<td>10.5%</td>
<td>13.0%</td>
<td></td>
</tr>
<tr>
<td><strong>Tablet</strong></td>
<td>24.3%</td>
<td>27.9%</td>
<td><strong>34.1%</strong></td>
<td></td>
</tr>
<tr>
<td>Smartphone (touchscreen)</td>
<td>40.4%</td>
<td>38.5%</td>
<td>46.6%</td>
<td></td>
</tr>
<tr>
<td>Mobile with keypad</td>
<td>36.5%</td>
<td>35.2%</td>
<td>32.7%</td>
<td></td>
</tr>
<tr>
<td>None</td>
<td>16.4%</td>
<td>21.9%</td>
<td>16.3%</td>
<td></td>
</tr>
</tbody>
</table>

**Source:** Data taken from a questionnaire with 943 respondents (422 from London, 272 from Warwick, 249 from South Lakeland, September 2014
### Affordability - ownership

<table>
<thead>
<tr>
<th>Income</th>
<th>artsdepot</th>
<th>Warwick</th>
<th>Brewery</th>
<th>National</th>
</tr>
</thead>
<tbody>
<tr>
<td>£0-449</td>
<td>5.7%</td>
<td>4.5%</td>
<td>52.9%</td>
<td>4.2%</td>
</tr>
<tr>
<td>£500-999</td>
<td>12.6%</td>
<td>11.8%</td>
<td>13%</td>
<td>12.5%</td>
</tr>
<tr>
<td>£1,000-1,499</td>
<td>28.7%</td>
<td>22.5%</td>
<td>17.5%</td>
<td>22.9%</td>
</tr>
<tr>
<td>£1,500-1,999</td>
<td>16.2%</td>
<td>18.5%</td>
<td>23.4%</td>
<td>19.3%</td>
</tr>
<tr>
<td>£2,000-2,999</td>
<td>14.6%</td>
<td>18.5%</td>
<td>24%</td>
<td>19.0%</td>
</tr>
<tr>
<td>£3,000+</td>
<td>27.3%</td>
<td>24.2%</td>
<td>19.5%</td>
<td>22.3%</td>
</tr>
</tbody>
</table>

#### Weekly/Fortnightly
- £0 - £1,500 - £3,000

#### Monthly
- £0 - £1,500 - £3,000

#### Seasonal
- £0 - £1,500 - £3,000

#### Infrequent
- £0 - £1,500 - £3,000

#### Low-Non
- £0 - £1,500 - £3,000
Is Silver Surfing the Solution for Social Isolation?

21st October 2014, 6-9pm
Main Lecture Theatre
London College of Communication
University of the Arts

The combination of experts from leading charities, cultural institutions and researchers including AgeUK, Tate and London College of Communication, will provide a rich debate. The panel includes:

Dr Amanda Windle, DigiLab Fellow, London College of Communication
Dr Thomas Giagkoglou, Course Leader BA Media Communications and Co-Researcher, London College of Communication
Tim Burley, Development Director, artsdepot
Marcus Green, Research Manager, AgeUK
Michelle Furler, Artist and Specialist in Learning – Public Programmes, Tate Modern and Tate Britain

The debate is followed by an informal drinks reception.
Zahida Din, Head of Sales and Marketing
Usability Testing

- Do not assume that tone, tint and colour usability tests are adequate for assuming usability with those over the age of 65.
- Many tonal greys, and pastel colours, small icons, tick boxes cannot be seen or accurately selected.
- Many of the animated and interactive text and image elements are not understood.
App Testing

“It’s quite the wrong first page. Sorry.”
William 65-69 years, Seasonal Attender

“The first thing you haven’t got is what’s on and where and when…. because why am I coming here?”
Linda, 65-69 years, Monthly Attender

“Initially it looks clear and succinct, it doesn’t intimidate me at all. [...] I’m presuming this is the 2nd page as it hasn’t told me what the production is that I’m getting involved with.”
Patricia, 65-69 years, Weekly Attender

Recommendations:
(a) Build a ‘what’s on page’ (b) make journey from email and website clearer
“This is the other way round. I’d like this first then click on one of these then get to the main page. Buy tickets, book tickets means the same thing.”

Judith, 65-69 years, Low-Non Attender
“Yes I haven’t got a smartphone, I’d presume you point it at that and it gives you all the information you need? I never felt that I need it but once you’ve got these things you can’t do without them.”

[wants to buy a touch device later in the year but doesn’t have a smartphone]

Judith, 65-69 years, Low-Non Attender
“That’s clever. […] Hang on, once I’ve texted my wife for the 1st time, would her name be up here for the 2nd time I do it?”
John, 65-69 years, Fortnightly Attender

“It could be useful, a friend this morning went to the studios last night, said it was the best thing they have ever seen and suggested we should see it…. Certain friends know what we like…”
Kenneth, 70-74, Fortnightly attende

“It is unclear, Am I sending this to my son for him to look at or am I inviting him and buying his tickets?”
William, 65-69 years, Seasonal Attender

“Is this intended for a day or two ahead? It wouldn’t work on the day. Someone like me needs advance notice and to steal myself away from crowds in and around the venue. The longer I have to think about it seems to be the secret to getting to events and enjoying it, which quells the negative fears around phobias, so it would be a useful facility to have, I do that quite a lot for friends, things I’ve spotted on the radio, interested things I’ve seen.”
Judith, 65-69 years, Low-Non Attender
### Attendance

“It’s telling me what sort of venue it is, if it’s family friendly or a live production. I understand this through the icons.”

Patricia, 65-69 years, Weekly

<table>
<thead>
<tr>
<th>Date</th>
<th>Event Description</th>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sat 20th Sep</td>
<td>Robin Ince</td>
<td>2</td>
</tr>
<tr>
<td>Sun 28th Sept</td>
<td>It Runs in the Family</td>
<td>2</td>
</tr>
<tr>
<td>Tue 4th Nov</td>
<td>Pride &amp; Prejudice</td>
<td>4</td>
</tr>
</tbody>
</table>
“That’s not a bad idea. I cannot stand queuing for food ever, its demeaning, we’re a rich enough country to not have people queue for food.”
John, 65-69 years Fortnightly Attender

“I don’t want my time wasted like in a queue for coffee. I normally pay by but don’t have a smartphone, but I pay by debit card and pay contactless. I carry very little cash.”
Rohan, 80+ years Fortnightly Attender
Travel

“Travel instructions I’d like to know nearest station, bus route, nearest parking, if it’s disabled friendly, I’d like to know the length of the production so that if you have to book a cab you know what time you will be done.”
Kenneth, 70-74 years Fortnightly

“Parking for disabled blue badge attenders is important.”
Judith, 65-69 years, Low-Non Attender

“The live timetables. No.” [Uses WAZE app]
Linda, 65-69, Monthly Attender
“Book another show and get 10% off, or breaking news, [can’t stand the phrase, but first time in England - ‘seal juggling’]”
John, 65-69 years Fortnightly Attender

“A pound off is not enough. I’m on a state pension of less than 10,000 pounds per year, which inhibits how you spend your money.”
Linda, 65-69, Monthly Attender
App
Accessibility
Aptitude
Attendance
Appetite
Amiability
Affordability