Crewe Audiences

The Audience Agency divides people into 10 segments. In the table are:

* The segments most likely to engage with Museums & Heritage
* The segment proportions found in Crewe postcodes
* The segment proportions found in the North West

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Museums & Heritage** | **Crewe**  **(CW1 exc CW1 5 + CW2 exc CW2 5)** | **North West** |
| **Metroculturals** | 5% | 0% | 2% |
| **Commuterland Culturebuffs** | 15% | 4% | **23%** |
| **Experience Seekers** | 9% | 1% | 12% |
| **Dormitory Dependables** | **18%** | 12% | **23%** |
| **Trips & Treats** | 17% | 16% | 15% |
| **Home & Heritage** | 11% | 9% | 8% |
| **Up our Street** | 8% | 16% | 7% |
| **Facebook Families** | 9% | **23%** | 6% |
| **Kaleidoscope Creativity** | 4% | 5% | 2% |
| **Heydays** | 3% | 12% | 2% |

From this, we can see that the top three percentages for Crewe are:

* 23% Facebook Families
* = 16% Trips & Treats

Up our Street

* = 12% Dormitory Dependables

Heydays

These groups make up 79% of the Crewe population, and of this, over half do not think of themselves as interested in museums and heritage.