

The Guide to... Culture Vultures

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The latest TGI data from BMRB indicates that there are nearly 1.1 million GB adults (15+) who attend the theatre, ballet, opera or a play once a month or more. Since 2000, this group of `culture vultures` has increased by 1%.

60% of `culture vultures` are female and they are over 40% more likely than the average GB adult to be aged between 55 and 64. They are also over 80% more likely to live in the Greater London area.

The TGI data also shows the household income of a `culture vulture` is 17% greater than that of the average GB adult.

They are almost one and a half times more likely than the average adult to be in the highest quintile for cinema exposure and they are over three and a half times more likely to rate `period drama` as their favourite film genre.

`Culture vultures` are over 50% more likely than the average adult to be `prepared to pay more for good quality wine`. Almost a third of them drink Jacob`s Creek.

Almost 300,000 `culture vultures` bought at least 10 books in the past 12 months.

Group members are over twice as likely as the average adult to access the internet for 30 hours or more a month “ 40% access travel websites.