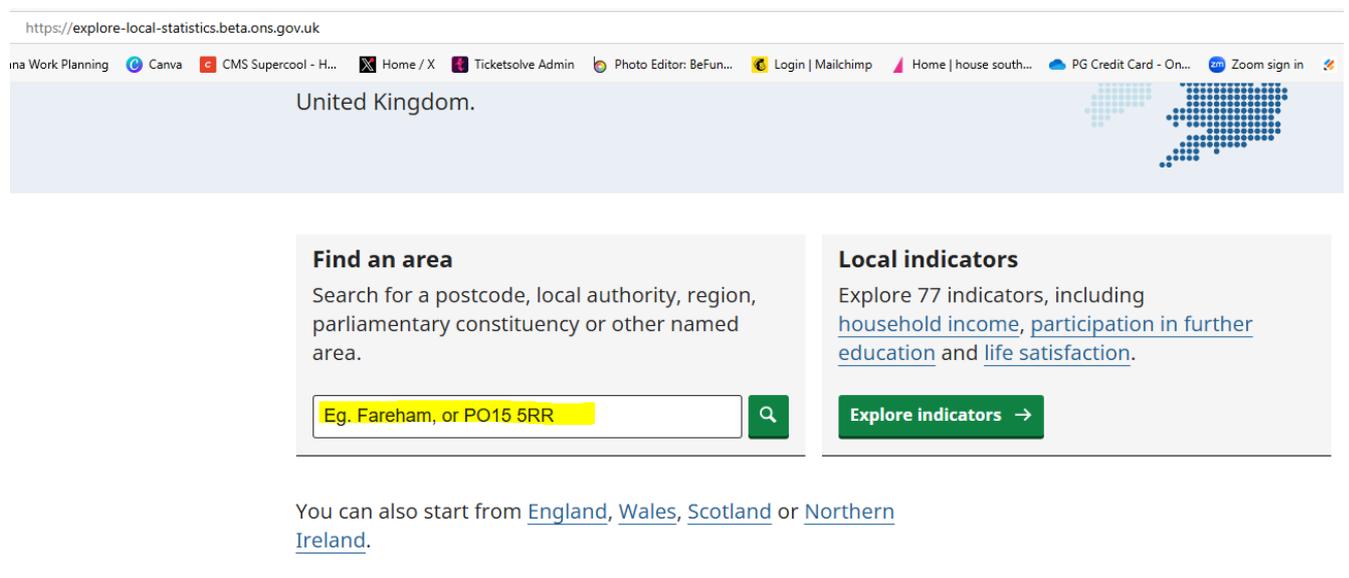


Finding new family audiences using ONS data

1. Head to [Explore local statistics - ONS](#)
2. Type your venue's town or local area into the 'Find an area' box



The screenshot shows the ONS Explore local statistics website. The browser address bar displays <https://explore-local-statistics.beta.ons.gov.uk>. The page header includes the text "United Kingdom." and a map of the United Kingdom. Below the header, there are two main sections: "Find an area" and "Local indicators".

Find an area
Search for a postcode, local authority, region, parliamentary constituency or other named area.

Local indicators
Explore 77 indicators, including [household income](#), [participation in further education](#) and [life satisfaction](#).

You can also start from [England](#), [Wales](#), [Scotland](#) or [Northern Ireland](#).

Other sources of local statistics

Wales, Scotland and Northern Ireland also have their own producers of official statistics.

- [Wales](#) 
- [Scotland](#) 

3. And select your local area from the dropdown e.g. Farnham Civil Parish in Waverley

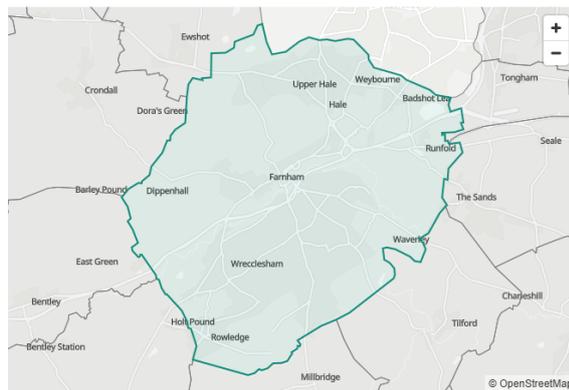
Home	Business, industry and trade	Economy	Employment and labour market	People, population and community	Taking part in a survey?
------	------------------------------	---------	------------------------------	----------------------------------	--------------------------

Search for a keyword(s) or time series ID

Home > Explore local statistics > United Kingdom > England > South East > Surrey > Waverley > Farnham

Farnham E04009614

Civil parish in Waverley



Local indicators for Waverley

Health, education, economy, life satisfaction and more.

[Explore local indicators](#) →

Find another area

Search for a place name or postcode

No smaller areas available within Farnham

4. Next scroll down and choose 'Census Maps'

https://explore-local-statistics.beta.ons.gov.uk/areas/E04009614-farnham

Work Planning | Canva | CMS Supercool - H... | Home / X | Ticketsolve Admin | Photo Editor: BeFun... | Login | Mailchimp | Home | house south... | PG Credit Card - On... | Zoom sign in | house Tours - Go



Custom profiles

Build a custom area profile for **Farnham** using Census 2021 data.



Local indicators

See how **Waverley** compares to the rest of the UK across a variety of measures.



Housing prices

See how average house prices and rents are changing in **Waverley**



Census maps

View Census 2021 data for **Waverley** on a map.



Changes over time

Read how **Waverley** has changed since the 2011 Census.



Area profiles

View Census 2021 data tables for **Waverley** on Nomis, an ONS service (external).

5. Now select 'Population' from the left hand menu

Census maps
Use our maps to find out what people's lives were like across England and Wales in March 2021.

Map
Census 2021

Area
Waverley LAD

Topic
Search Census 2021

- Population** > People, their living arrangements and where they come from.
- Education > People in education and qualifications they hold.
- Identity > How people identify themselves and their beliefs.
- Housing > Types of homes and the people living in them.
- Health > People's general health and caring responsibilities.
- Work > All about people's jobs and employment.

The map on the right shows the Waverley LAD area with various MSOA boundaries. A 'Select' button is visible on the map.

6. Then 'Household composition' from the left hand menu

Office for National Statistics **census2021**

Map
Census 2021

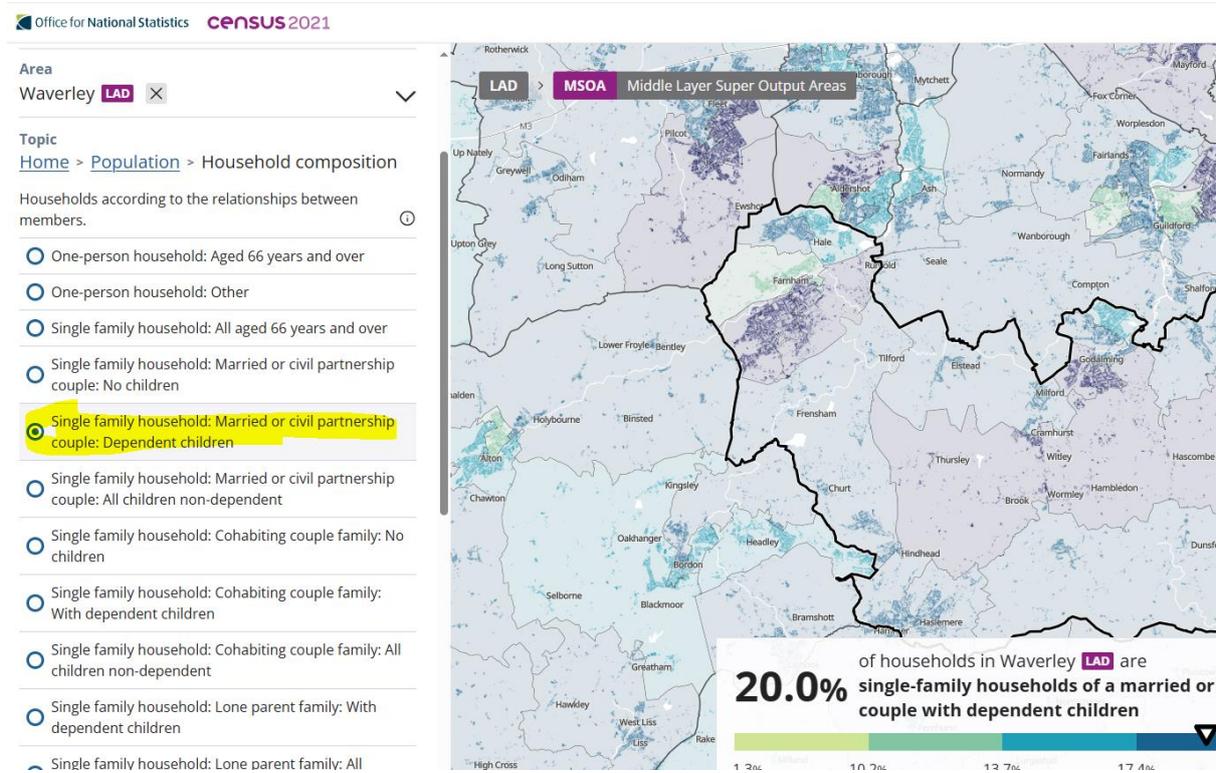
Area
Waverley LAD

Topic
Home > Population
People, their living arrangements and where they come from.

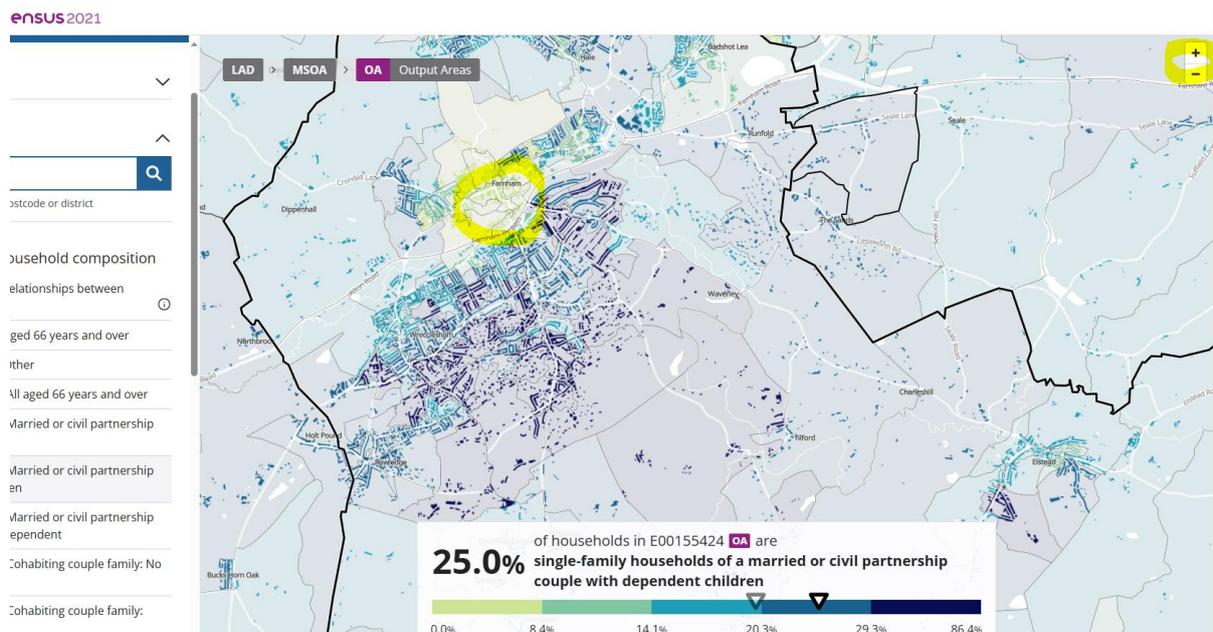
- Age > The age of a person on Census Day, 21 March 2021.
- Age of arrival in the UK > The age people were when they arrived to live in the UK.
- Country of birth > Where people were born.
- Household composition** > Households according to the relationships between members.
- Household deprivation > Whether a household is deprived in one or more ways.
- Household size > The number of people in a household.
- Legal partnership status > People's marital or civil partnership status.

The map on the right is the same as in the previous screenshot, showing the Waverley LAD area.

- Expand the list by clicking on 'More Categories' then select 'Single Family household: Married or Civil Partnership couple: Dependent Children' to start



- Zoom into the map using the + sign in the top right to locate the town / area that your venue is in e.g. for Farnham Matings, we'd zoom into Farnham



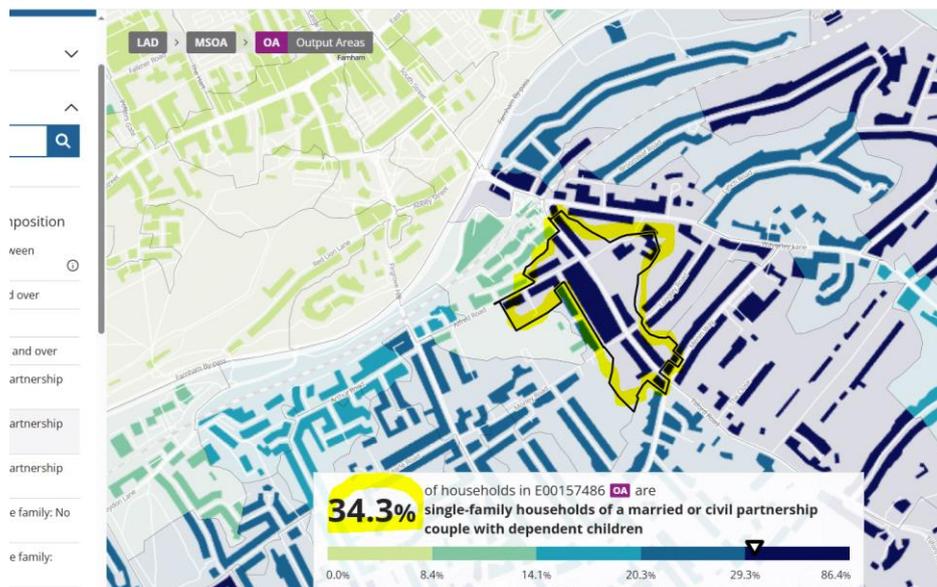
9. As you move your mouse around the map you will see the bottom percentage and toolbar move up and down in different areas.

This will allow you to find where there are high numbers of families living who fall into this category nearby to your venue.

Keep in mind the drive time / public transport from your venue, we'd recommend keeping this to around 30 mins max, but for families, you may want to keep this to around 15-20 mins ([Google Maps directions](#) is always a good checker tool).

You can zoom in to see specific street names (which you can then use to find a postcode on [Postcode Finder - Find an address | Royal Mail Group Ltd](#))

Keep a record of the areas with high percentages.



10. Using the same process, you can then explore other household compositions with dependent children:

- Cohabiting couple family with dependent children
- Lone parent family with dependent children
- Other household types with dependent children

What next?

Once you have this data, you can look at either doing some targeted **door to door letterbox drops with the flyers** for the show, or you can use the postcodes to **target audiences** living in those areas in your **social media advertising**.

For more information on social media location targeting: [About location targeting | Meta Business Help Centre](#)

Measuring your success

Before you do any targeted activity, look at how many audiences you have in that postcode area / roads on your box office system.

Following your activity, see if you have any new audience bookings in the areas that you targeted.

If you're not sure how to do this, most box office providers can talk you through how to get this data from your system.

Or talk to Ellie at house

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