



A full **postcode** can tell you a huge amount about your audiences that you can use to inform your programme and communications.

Information gets linked to postcodes. Simply gathering postcodes can help you understand your current audiences and reach new ones.



Postcodes tell you where people are coming from. This information can help you:



Learn more about your audiences' **journey** & how you might make visiting you easier

(parking, transport, access, what information do people need in advance?)



**Target** your marketing

(with door drops or hyper local media)



**Test** whether you are serving your local community



Find out more about what people in your audience are like using **profiling** tools



Get ideas about how you can **reach** your audience and people like them

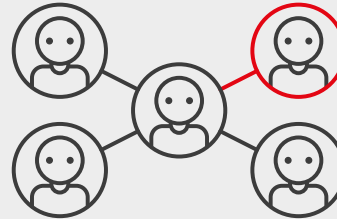
(which channels, advertising outlets, newspapers will serve you best)



Make sure you are serving **diverse** communities

Postcodes of current audiences can tell you about your potential audiences.

You can use what you already know about your current audience to find other people who are like them and target them using postcodes. Culture Republic has **specialist tools** to help you do this.



Culture Republic helps arts organisations with all of these questions and we can help you too!

A postcode can tell you how people link into other **groups**. It can show where your audiences fit into other national and municipal systems. Important for partnership working!



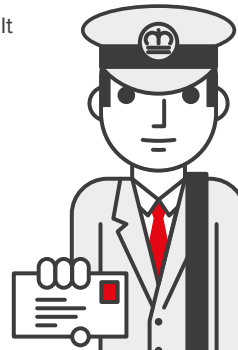
**Electoral:** parliamentary constituencies and regions / local authorities



**Health:** NHS regional health boards



**Education:** school catchments / local authorities



Postcodes can tell you some **crucial facts** about the Scottish audience.

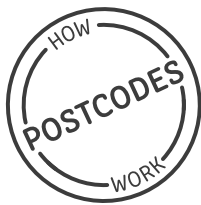
**Demographics:** the Census is broken down by postcode and tells you all about the demography of a place (gender, race, employment, education, homeownership etc.)

**Behaviours and attitudes:** results from the Scottish Household Survey (SHHS) are divided up by postcode and tell you how likely people are to take part in arts and cultural activities

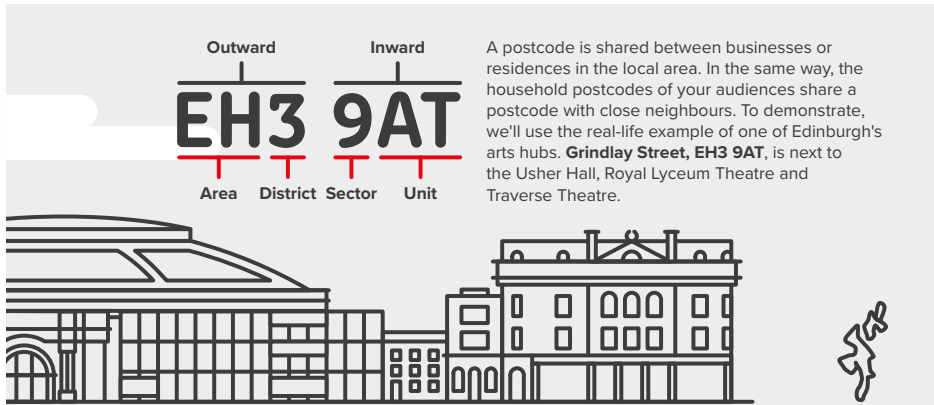


**Deprivation:** results from the Scottish Index of Multiple Deprivation (SIMD) are broken down by postcode and tell you about where people are at most risk from social exclusion (a mix of unemployment, discrimination, poor education or skills, low income, poor housing, high crime, ill health and family breakdown)

The more **specific** the postcode, the more **powerful**. If you need help using or collecting postcodes, just **get in touch**. Culture Republic can help!



You can't 'average' Scotland. With nearly 2.5 million households spread across the country, in rural, city or suburban locations, we are a diverse nation. But break the population down into smaller groups and you can start to make sense of different types of people in their communities. Postcodes are a great way to do this. Here's **how they work**.



A postcode is shared between businesses or residences in the local area. In the same way, the household postcodes of your audiences share a postcode with close neighbours. To demonstrate, we'll use the real-life example of one of Edinburgh's arts hubs. **Grindlay Street, EH3 9AT**, is next to the Usher Hall, Royal Lyceum Theatre and Traverse Theatre.

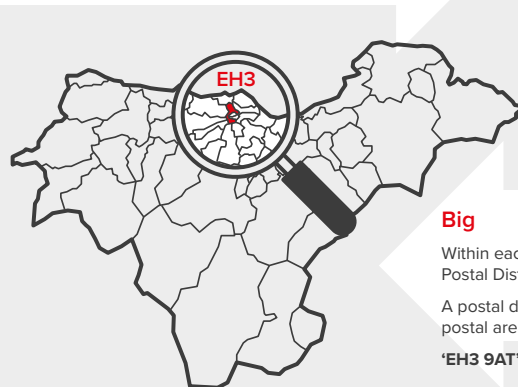
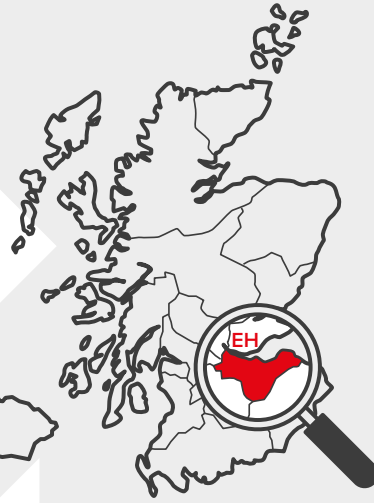
### Biggest

There are 17 Postal Areas in Scotland.

A postal area is the letter(s) that prefixes a postcode:

**'EH3 9AT' is in the postal area 'EH'**

The 'EH' postal area alone contains almost 400 thousand households. At that level, it is still not an accurate way to develop a sales, marketing or communication strategy, as the households are still very different.



### Big

Within each Postal Area, there are a number of Postal Districts.

A postal district is the number(s) that fall after the postal area code:

**'EH3 9AT' is in the postal district 'EH3'**

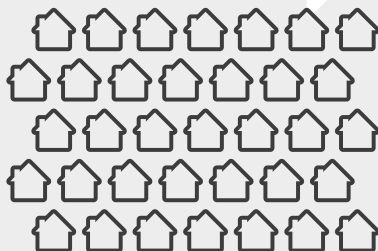
### Smaller

Within each Postal District, there are a number of Postal Sectors.

A postal sector is the number(s) that fall after the postal district code:

**'EH3 9AT' is in the postal sector 'EH3 9'**

A postal sector is still quite large. An average one still has thousands of households. You need to narrow it down.



### Smallest!

A full postcode gives access to the most actionable information.

**'EH3 9AT' contains 35 households**

On average, there are only 15 households in each postcode and this is the most finite level available.

CULTURE  
REPUBLIC

Culture Republic can help you cluster your audience into meaningful groups and segment them, using postcodes. This gives you information you can use to make sure that you reach the right people – the ones who really care about your work – at the right time, on the right channel, with the right message.

**Want to know more? Drop us a line, we're here to help!**