

# Arts audiences: insight



# Introduction

The information summarised in this publication helps us to get a better understanding of current and potential arts audiences across England.

It is based on updated, in-depth segmentation research that breaks down the English adult population in terms of their engagement with the arts.

In the context of how the arts fit into people's everyday lives, it provides new insight into the patterns of arts consumption and attitudes towards the arts, how people spend their leisure time and what competes with the arts for people's attention. It also considers socio-demographic factors, media consumption and lifestyles.

The research can be used as a tool to inform marketing and audience development plans for arts organisations, local authorities and other agencies working in the arts. It also contains insights that organisations might find useful for fundraising and in the development of an arts activity itself.

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## About the segmentation research

Arts Council England works to get great art to everyone by championing, developing and investing in artistic experiences that enrich people's lives. To achieve this, we work in partnership with artists, arts organisations, local authorities and others to find new ways to excite, engage and inspire people. To inform this work, we have developed an arts-based segmentation of English adults. This research looks at arts engagement across a very broad spectrum of arts events and activities, from opera to knitting, carnivals to video art.

'Segmentation' is a market research method where a given market is broken down into distinct groups that behave in similar ways or have similar needs. Segmentation can help organisations to understand their markets, identify groups of consumers they would like to target, and develop products and communications that anticipate their needs.

This segmentation analysis is based on an analysis of the patterns of arts engagement and attitudes towards the arts, drawn from Taking Part, a large-scale national survey of cultural engagement.

2011 has seen us update our original segmentation work from 2008\*, using the most recent Taking Part and Target Group Index (TGI) data to provide refreshed profiles. This was conducted in three stages:

- replication using the latest Taking Part data – of the 13 arts consumer segments identified in the 2008 segmentation analysis
- linking of the consumers segments within TGI survey data from 2009/10

- use of Taking Part and TGI data to profile the 13 segments, providing information on socio-demographic characteristics, lifestyle habits, media profiles, digital behaviour, and attitudes

## Why segmentation research is important for the arts

Segmentation is relevant to the arts because:

- not all people are the same, or share the same attitudes, opinions and motivations about the arts
- people's differing attitudes, opinions and motivations shape behaviour: it can show how and why people are likely to engage with the arts
- from a marketing perspective, a person from one segment can be responsive to one approach, while the same approach can be wholly inappropriate for a person from another segment

Segmenting audiences is not a new approach for many arts organisations, and is standard business practice for most commercial organisations. Different organisations adopt different methods for segmenting different markets, depending on their needs. Our approach to segmentation has three key features:

- **it covers all English adults, not just a particular audience group** – this enables artists and arts organisations to understand their current audiences within the context of wider patterns of arts engagement, and to think about potential future audiences
- **it starts with the arts** – existing population-wide segmentation tools (eg ACORN and Mosaic)\* are based

\* [www.artscouncil.org.uk/arts-audiences-insight-2008](http://www.artscouncil.org.uk/arts-audiences-insight-2008)

\* Geodemographic classifications of consumer types developed by CACI (ACORN) and Experian (Mosaic).

largely on the socio-demographic characteristics of different groups, while this segmentation is based on patterns of arts engagement and attitudes towards the arts. It therefore provides a tailored, more effective tool for arts marketing in particular, allowing us to explore socio-demographic and other lifestyle factors in the context of people's artistic lives, not vice versa

- **it looks across patterns of arts attendance and participation** – the events people go to see as well as the activities they take part in at home or with friends

### How the segmentation research might be used

This segmentation provides insight into why and how different kinds of people engage with the arts in England. It can help any organisation working to increase arts engagement to identify target segments and develop tailored engagement strategies and marketing campaigns. The segmentation doesn't have all the answers – it can't predict exactly how each individual in a given segment will behave; if you're an arts organisation it can't tell you exactly who is and who isn't engaging with your work. But artists and arts organisations we have spoken to about this research so far have said that they might use it to:

- increase collective knowledge about how people in England engage with the arts – putting individual projects into context
- develop potential new strategies for increasing arts engagement and expanding audiences
- inform the marketing of existing arts opportunities

### Finding out more

The summaries of each segment presented in this publication are based on a large amount of detailed data. If you want to know more about a particular segment, please go to [artscouncil.org.uk/audienceinsight](https://artscouncil.org.uk/audienceinsight), where you can find:

- online versions of the segment descriptions
- tables with more detailed Taking Part survey data on the segment's socio-demographic profile, arts attendance and participation patterns and engagement with other cultural sectors and sport sectors
- suggestions on how this research might be used
- a technical note with further information on the analytical methodology
- a comprehensive question and answer section
- an online quiz where you can identify which segment you fall into

You can also contact us at [audienceinsight@artscouncil.org.uk](mailto:audienceinsight@artscouncil.org.uk) with any questions about the segmentation.

Key findings

The analysis identified 13 distinct arts consumer segments among English adults.

The percentages show the estimated proportion of English adults in each segment.



Highly  
engaged

# Urban arts --- eclectic

Highly qualified, affluent, and in the early stages of their career, *Urban arts eclectic* are dynamic, and believe in seizing life's opportunities.

They seek new experiences through travel and food, and have an interest in other cultures. They describe themselves as optimistic, creative and open-minded.

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AFFLUENT, & IN THE EARLY STAGES  
OF LIFE & CAREER, URBAN ARTS ECLECTICS ARE  
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IN SEIZING LIFE'S OPPORTUNITIES.

They **AMBITIOUS**

seek new experiences.

friends are important to them  
and they describe themselves as **optimistic, creative & open-minded.**

THEY ENJOY SPENDING TIME WITH THEIR FRIENDS AND HAVE THE TIME AND MONEY TO EAT OUT, GO TO THE GYM AND VISIT MUSEUMS, CULTURAL EVENTS AND ARTS ACTIVITIES. THEY LIKE TO KEEP UP WITH TRENDS AND

**ENJOY TRAVELLING.**

THEY LEAD A BALANCED LIFE, THEY  
ARE PHYSICALLY ACTIVE, ENJOY A HEALTHY  
DIET AND THEY RELISH A CHALLENGE.

THEY ARE **MORE ACTIVELY ENGAGED IN THE ARTS**  
THAN ANY OTHER SEGMENT, AND WOULD ENGAGE EVEN MORE FREQUENTLY IF ONLY THEY HAD MORE FREE TIME.

**THEY ARE INTERESTED IN A BROAD RANGE  
OF ARTS, PARTICULARLY CONTEMPORARY ARTS.**

THEY ARE LIGHT TV USERS,  
THEY WATCH FILMS,  
NEWS & CURRENT AFFAIRS,  
DRAMAS & DOCUMENTARIES,  
ARTS & EDUCATION.

THEY ARE LIKELY TO  
READ A BROADSHEET  
NEWSPAPER FOR  
LOCAL, NATIONAL &  
INTERNATIONAL NEWS.

WHEN TRAVELLING TO  
WORK & OUTINGS THEY  
SEE ADVERTS ON BUSES,  
BUS STOPS, HOARDINGS &  
IN SHOPPING CENTRES.

THEIR INTERNET USAGE  
IS HIGH, ONLINE MOST  
PAYS. THEY BANK ONLINE,  
MAKE PURCHASES, CONDUCT  
RESEARCH & CHECK LISTINGS.

THEY GO TO THE CINEMA  
A LOT & WATCH ACTION  
ADVENTURES, THRILLERS,  
FOREIGN & PERIOD FILMS &  
DRAMAS/DOCUMENTARIES.

They are **young, affluent, confident & sociable.**

TYPICALLY **HALF AGED UNDER 35** - WITHOUT ANY CHILDREN  
YOUNG IN THE HOUSEHOLD.

HIGHLY EDUCATED AND AFFLUENT, WORKING FULL-TIME IN MANAGERIAL  
OR PROFESSIONAL JOBS. MOST LIVE IN URBAN AREAS, OVER A QUARTER IN LONDON.

The Urban arts eclectics are already active in the arts. They  
would respond to anything positioned as **'NEW &  
CUTTING EDGE'** or that offered opportunities  
to learn new skills in a  
social setting.

# Urban arts eclectic 3% of English adults

## Their leisure

They enjoy spending time with friends and have the time and money to go out frequently as well as pursue personal goals. This group have an active lifestyle; they go to the gym, play team sports, visit exhibitions, go to the cinema, attend cultural events and have more than one regular artistic hobby. They are sociable, both on and offline. They eat out regularly, visit pubs and enjoy having friends over for dinner.

This group are highly motivated, have a keen interest in other cultures, and a thirst for new experiences. They relish challenges, they like taking risks and they have to keep up with the latest trends.

## Their arts

- more actively engaged in the arts than any other segment
- frequent attendance at a range of events such as live music, exhibitions, video or electronic arts events, public art displays, plays, street art, live dance events and culturally-specific festivals
- they are the most active participants of all segments, with many taking part in computer art, dance, painting/drawing/sculpture, playing a musical instrument or photography
- they like the events they attend, in particular they rate dance and visual arts events highly and would recommend them to others
- they engage with the arts as they see the arts as fun, exciting and encouraging them to think differently about life

## Engaging with Urban arts eclectic

This group are already highly engaged. The main challenges will be competing for their time, given their wide variety of interests, and the chance that they perceive arts attendance as a badge – their desire for novelty may be a greater driver than artistic merit. This could mean that they only try something once, and are not a loyal audience base.

This group are already engaged and interested in new experiences. They are highly connected socially and once engaged could be used to engage others. In particular, they could be arts advocates online through reviews and tweets to tell others what is up and coming.

The right kind of message will be crucial: positioning the arts offer as something cutting edge, as an opportunity for self-expression, a way to explore other cultures or to socialise, will attract this group.

Given they are already active, in-venue marketing and advertising in listings will be most effective in reaching them. However, they are also keen internet and mobile phone users so these channels should also be considered to engage with this group.

## Their demographics

- typically young – a quarter are aged under 24 – and more likely than average to be single
- typically affluent, with the majority currently in paid work; a higher than average proportion – a tenth – are still in full-time study
- most live in urban areas, with a quarter living in London
- highly educated, twice as likely to hold a

higher education qualification than average

- a higher than average proportion – a sixth – are from ethnic minority backgrounds

### Arts patronage, charitable giving and volunteering

Almost two-fifths of this group have bought an original work of art. They are willing volunteers, in the form of raising money or being involved in coaching and mentoring schemes. The majority have donated money to charity in the last year, their favourite charities being The Poppy Day Appeal, Cancer Research UK, and children's charities.

### Their media

#### Most important media for this group

##### Outdoors

When travelling to work and outings they have some exposure to outdoor posters, noticing advertising on buses, at bus stops, on roadside hoardings and in shopping centres.

##### Cinema

They go to the cinema at least a few times a year, some monthly or even more often, and are keen on action adventure, romantic comedy, comedy and thrillers.

##### Word of mouth

*Urban arts eclectic* are more likely than average to talk to family and friends and those outside their social circle about everything they do and buy, in particular food and travel. A small number post product reviews online.

##### Internet

The internet is a vital part of their lives for connecting with others, supporting their busy routine and getting inspiration. Nearly a third go online using their mobile, as well as at work and home to access information on listings and travel and for creating and commenting on videos, photos or articles. Popular sites are Marks and Spencer, Next, John Lewis, The Guardian and The Telegraph.

#### Less important media for this group

##### TV

They do not watch a great deal of TV, mainly tuning in for news and current affairs, films and comedy shows. They are more likely than average to watch arts and politics programmes, and are often fans of *Have I Got News for You*, BBC news, *Live at the Apollo*, *Doctor Who* and *Come Dine with Me*.

##### Radio

They are fairly light radio listeners, usually listening for less than an hour at a time. A higher than average proportion – a tenth – listen online. They listen to news, sports and concert coverage, favouring BBC stations like Radio 4 and Radio 5 Live.

##### Newspapers and magazines

Half read a daily paper; fewer; take a weekend paper. They are more likely than average to read broadsheet titles. *Metro* is also used to keep up with the news. They occasionally read magazines, and topics of interest include film, science, new product reviews, travel, fashion and arts. Popular titles include *National Geographic*, *Cosmopolitan* and *Sky Magazine*.

Data sources: Taking Part survey 2008/9 and GB TGI NET 2010 Q3 – Target Group Index © Kantar Media UK Ltd 2010

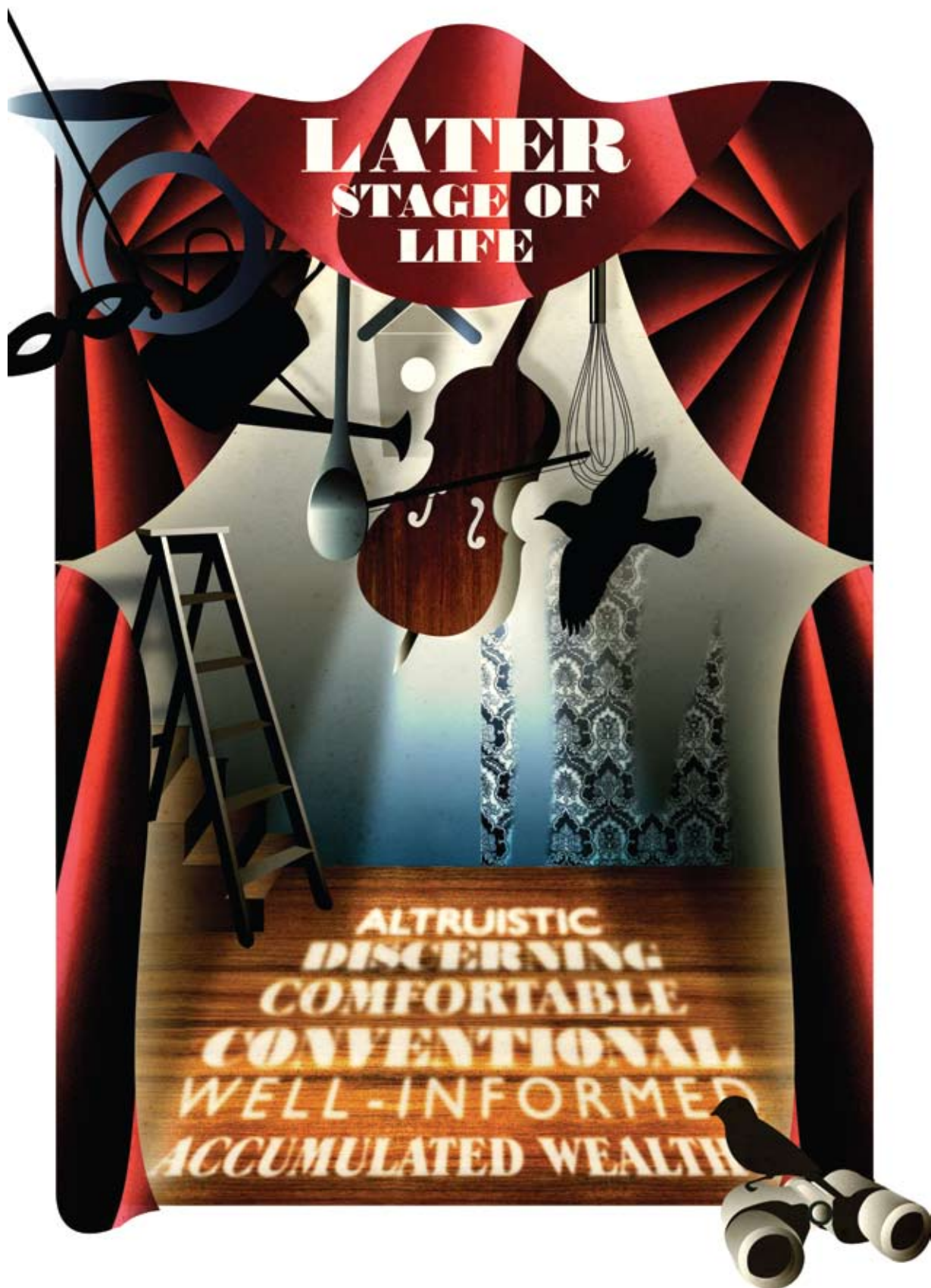
Profiling by: TGI Insights & Integration

# Traditional culture vultures

At a later stage in life and having attained a high standard of living, *Traditional culture vultures* have time to devote to their many leisure interests. Art and culture takes up the majority of their time, alongside travelling and spending time with family.

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# Traditional culture vultures 4% of English adults

## Their leisure

When at home you might find *Traditional culture vultures* immersed in a good book, gardening, reading the paper, or preparing and enjoying a meal with family and friends.

They are positive and creative thinkers, and derive great pleasure from good food and company. They believe time is more important than money and are committed friends and community members.

They enjoy the outdoors and occasionally go on days out to visit museums, stately homes, parks and gardens, and archaeological sites. They also exercise weekly, favouring individual sports such as walking, swimming and yoga.

## Their arts

- *Traditional culture vultures* have a keen interest in the arts, it forms part of their identity
- they form the core loyal audience base for several of the more traditional arts including opera, ballet, plays, classical music concerts and art exhibitions
- their interest in the arts extends into their hobbies – in their leisure time many of them enjoy textile crafts, playing a musical instrument or painting and drawing

## Engaging with Traditional culture vultures

*Traditional culture vultures* are already highly engaged with the arts, and have the time and the financial means to attend regularly. They also already see themselves as part of the arts, although they sometimes show

a potential for a 'purist' attitude towards artistic content. The challenge will be getting them to try out something new.

Positioning the opportunity as high-quality, creative and intellectually stimulating may prove most compelling for this group. Having an activity or event endorsed by those whom they hold in high regard will be critical. These could be experts and critics in traditional arts genres or it could be those outside of the arts such as high-profile political or business figures.

In-venue marketing will help to create the link to the traditional arts that is needed to satisfy this group that an activity is artistic, and allow them to identify themselves with it.

## Their demographics

- nearly two-thirds are women
- typically older – two-thirds are aged 45–74 – and living with a partner without any children in the household
- majority are in good health
- almost exclusively from a white ethnic background
- highly educated, with two-thirds holding higher education qualifications
- typically affluent, more likely than average to be retired
- higher than average – just over a quarter – live in rural areas

## Arts patronage, charitable giving and volunteering

*Traditional culture vultures* are patrons of the arts, being the most likely of all segments to have donated money to an arts charity in the last year. They are keen

volunteers, mainly on committees or organising events.

## **Their media**

### **Most important media for this group**

#### **Outdoors**

They notice a lot of advertising while out and about, particularly on public transport or in washrooms.

#### **Cinema**

Frequent cinema-goers, they prefer period dramas, thrillers and romantic comedies.

#### **Internet**

A higher proportion than average – two-thirds – are online everyday. They mainly use e-commerce and news sites, with a tenth having bought event tickets online. They also spend time online looking at maps and weather, getting information on activities/interests, looking at cinema/theatre/concert listings, comparing prices or making travel plans. Popular sites are John Lewis, Debenhams and The Times.

### **Less important media for this group**

#### **TV**

They watch relatively little TV (up to 20 hours per week). They typically watch BBC One, BBC Two and BBC Four, showing interest in the news, documentaries, plays, politics and arts programming. Favourite programmes include *Have I Got News for You*, *Foyle's War*, *Natural World*, *Lewis* and *SpringWatch*.

#### **Radio**

They are light to medium radio listeners (up to 28 hours a week). In addition to the news they like listening to concerts and programmes on current affairs, sports, gardening, business and finance.

#### **Newspapers**

A third read a newspaper every day, with an interest in local, national and international news, the environment, art, books, music and theatre. The papers they typically read include *The Times*, *The Daily Telegraph*, *The Daily Mail* and the *London Evening Standard*.

#### **Magazines**

The majority read one or two magazines a month, with a preference for in-store magazines such as *Your M&S*, Tesco's magazine, *Waitrose Food Illustrated* and the free *Sky Magazine*.

Data sources: Taking Part survey 2008/9 and GB TGI NET 2010 Q3 – Target Group Index © Kantar Media UK Ltd 2010

Profiling by: TGI Insights & Integration

Some  
engagement



# Fun, fashion and friends

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*Fun, fashion and friends* are developing their careers or just starting families. In their leisure time, they like to indulge in their interests of fashion and food. They are ambitious, optimistic and relish seeking out new experiences with friends and family.

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# Fun, fashion and friends

16% of English adults

## Their leisure

*Fun, fashion and friends* make time for socialising with their friends and partners at pubs and bars, over a meal or by meeting for the occasional coffee. Social networking sites are also used as a way of sharing information and keeping in touch with friends.

They would describe themselves as creative, stylish and optimistic. They admit to treating themselves when out shopping, with a proportion stating they really enjoy shopping for clothes. Other interests include cooking, specifically trying new recipes and foreign cuisine.

They pay attention to their fitness and tend to exercise two to three times a week by swimming, cycling and aerobics, but acknowledge there is more they could do to look after their health.

## Their arts

- *Fun, fashion and friends* express strong interest in the arts, engaging with the arts because they are fun and entertaining
- their attendance typically consists of visits to more 'mainstream' arts events, including live music such as rock concerts, musicals, pantomimes, plays and art exhibitions
- many of them engage with creative hobbies in their leisure time, the most popular activities include painting or drawing, playing an instrument and textile crafts

## Engaging with Fun, fashion and friends

Arts opportunities positioned as 'contemporary', 'trendy', 'fun' and as an opportunity to spend time with friends and family are likely to be attractive to this group. Keen followers of media and celebrity news, they might also respond to endorsements from high-profile media campaigns and celebrities.

As this group are online everyday – using the internet as a source of information and keeping in touch with their friends via social networking sites – an online campaign could be an effective way to interact with this group. A Facebook page or Twitter feed could be a way of keeping this group updated with arts events on an ongoing basis.

In general, this group is already engaged with and has a positive attitude towards the arts – the challenge is not convincing them to engage, but finding appropriate communications channels to encourage them to increase their frequency, and creating more arts opportunities that correlate with their interests and fit in with their lifestyle.

## Their demographics

- skew to younger age groups, over a third aged 16–34
- mostly married/living with a partner
- mostly white
- typically well-educated, with over two-fifths holding higher educational qualifications
- average income profile, with the majority working full or part-time

## Arts patronage, charitable giving and volunteering

They are willing to volunteer their time for a good cause – over a third have done so, in the form of raising money or taking part in a sponsored event. Most have donated to charity in the last 12 months, with cancer research charities, Children in Need and the Poppy Appeal being the most popular charities.

## Their media

### Most important media for this group

#### Magazines

This group buys magazines to keep up with celebrity news and read about clothes, fashion and food. They are more likely to read *Boots' Health & Beauty*, *Heat*, *OK!*, *Now*, *Reveal*, *Closer*, *Hello*, *Sainsbury's Fresh Ideas* and *Waitrose Food Illustrated*.

#### Internet

When *Fun*, *fashion* and *friends* need information the first place they look is the internet. This group uses the internet every day or most days and online activities include email, price comparison websites, online shopping and looking up cinema/theatre/concert listings. This group also visits social networking sites to interact with friends. Their most visited sites include Google, Facebook, YouTube, BBC and eBay.

#### Outdoor

They are exposed to outdoor advertising during their daily commute – they tend to notice posters on buses, bus stops and billboards. They are prone to recall posters at supermarkets and shopping malls.

#### Cinema

Occasional cinema-goers (the majority go less than once a month) they have wide-ranging tastes with a preference for romantic comedies, animation and fantasy films.

#### Word of mouth

Word of mouth is important for this group as they are social and like to keep in touch with family and friends. They consider themselves knowledgeable and are likely to speak to people about food, fashion, holidays and travel.

### Less important media for this group

#### TV

They watch a reasonable amount of TV (fewer than 20 hours a week), and enjoy entertainment, drama, comedy and serial programmes, preferring channels such as E4, Dave and Living. Shows they enjoy include *The X Factor*, *Live At The Apollo*, *CSI: New York*, and *Strictly Come Dancing*.

#### Radio

Average radio listeners, they are most likely to listen to music charts, chat programmes and entertainment, favourite programmes include *The Chris Moyles Show*, *Chris Evans* and *The Official Chart Show*.

#### Newspapers

The majority read papers at least a couple of days a week, with most interest in leisure and lifestyle-related content: food and drink, TV programme details, music, books, nature and the environment.

Data sources: Taking Part survey 2008/9 and GB TGI NET 2010 Q3 – Target Group Index © Kantar Media UK Ltd 2010

Profiling by: TGI Insights & Integration

# Mature explorers

Balanced and practical, *Mature explorers* keep up to date with current affairs and the news and seek to develop informed opinions, displaying their ethical concerns through their lifestyle choices. Neither faddish nor brand or image conscious, they are more practical in their spending habits and tend to opt for the 'tried and tested' approach. They use art as a way to bring a new perspective to their lives.

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# Mature explorers 11% of English adults

## Their leisure

*Mature explorers* spend their time going to art exhibitions, plays and going on days out to stately homes or castles. They have comparatively specific interests in history, politics, food and art.

They have few time commitments and they are likely to be found spending time over coffee and catching up on the news of the day – this isn't necessarily with friends, they are quite happy in their own company. They holiday once or twice a year, travelling both domestically and abroad.

They are mature and practical, with a balanced approach to life. They place importance on their spirituality and on others acting ethically. It is unlikely that they will try the latest trend as they know what they like.

## Their arts

- *Mature explorers* characteristically attend art and craft exhibitions, and live music events or musicals. In particular, visual arts are their passion and they are highly likely to recommend events they attend to others
- their arts engagement has many motivations, from being a way to understand themselves better and bring excitement into their lives through to a way of socialising with friends and family
- few take part in artistic activities themselves, with only low levels of interest in textile crafts, painting or drawing

## Engaging with Mature explorers

*Mature explorers* engage mainly through arts exhibitions, and this defines what art is to them. Strategies to engage them need to be through providing other opportunities in the context of their lives and broadening their thinking. Displaying sculpture outdoors in gardens or heritage sites, holding performances in castles and stately homes and creating promotional tie-ins with other 'big day out' events could all prove fruitful.

Positioning the arts as an opportunity to learn something new or explore different cultures could be a good way to appeal to this segment, and their interest in current affairs and thirst for knowledge could be catered for by the provision of well-prepared, information-rich background and accompanying materials, perhaps drawing on the historical, conceptual or environmental context of the artwork.

## Their demographics

- an equal gender mix
- typically middle-aged, with almost two fifths aged 45–64
- the majority live with a partner with no live-in children
- mostly white
- mostly in good health
- comfortably off, with a skew to higher levels of education and professional or managerial jobs

## Arts patronage, charitable giving and volunteering

This group buy original crafts, and will support arts charities financially. They are inclined to respond to direct mailing and

promotional print activity (for fundraising and purchasing goods). Fewer give their time volunteering, although they are more willing to do this for arts organisations than other segments.

## **Their media**

### Most important media for this segment

#### Magazines

They typically read a couple of magazines each month. In addition to the free in-store supermarket titles they have a higher than average propensity to read *Saga* and *Good Housekeeping*.

#### Internet

Their use of the internet is in line with the average population – they don't automatically go online every day. They use it for practical purposes – predominantly to email, to get information about an activity or interest and to compare prices. Key sites are Amazon, Google and Multimap.

#### Outdoors

They tend to travel at least four hours a week and notice outdoor media on buses, bus stop shelters, on the roadside and at supermarkets.

#### Cinema

With average levels of cinema attendance (most go at least a couple of times a year), they tend to opt for action adventures and period dramas, as well as showing a higher than average interest in disaster films.

### Less important media for this segment

#### TV

*Mature explorers* watch a modest amount of TV, with the majority tuning in for fewer than 20 hours per week. They watch TV to keep up with the news and politics. They are higher than average BBC Two viewers, and favour documentaries, plays and arts programming. They particularly choose to watch shows such as *Panorama*, *Question Time*, *Horizon* and *Newsnight*.

#### Radio

The majority listen for an hour or two each day, mainly during the week. They are more likely to listen to a BBC station than commercial, and favour BBC Radio 3, Radio 4 and Radio 5 Live. Favourite shows are *Today*, comedy on Radio 4 and *The Archers*.

#### Newspapers

Newspaper readership levels are in line with the average population. They tend to read *The Daily Mail*, *The Guardian*, *Daily Telegraph* and *Metro*, being most interested in food and recipes alongside the news.

Data sources: Taking Part survey 2008/9 and GB TGI NET 2010 Q3 – Target Group Index © Kantar Media UK Ltd 2010

Profiling by: TGI Insights & Integration



# Dinner and a show

*Dinner and show* are a mainstream group consisting of a significant proportion of young and middle-aged people. With two-thirds employed and a third comfortably off, this group has disposable income to spend on leisure activities.

Young or young at heart they enjoy life – eating well, socialising and going on outings related to music.

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# Dinner and a show 20% of English adults

## Their leisure

This group are very interested in music; their main activity is attending (mainstream/pop) music concerts and gigs, and a few go to music festivals as well. They enjoy spending time with friends and family and socialising both online and offline. They are more likely to use social networking sites and eat out regularly in fast food or pub restaurants.

They tend to be social drinkers. The majority have been to pubs/bars in the last 12 months, typically visiting frequently in the evening for a drink or a meal. Occasionally, some go to quiz nights.

This segment makes few regular cultural outings unless they are music related. When they do go out for the day, they are more likely to go to theme parks and zoos/safari parks. Over a third have been to the theatre in the last year.

## Their arts

- the arts do not play a key role in the everyday life of this group, and attending arts events is an infrequent or special occasion. They are likely to participate in or attend only one or two artistic activities over 12 months
- they are most partial to attending music events, specifically live music events. Other activities include visiting the theatre, but they have low levels of interest in other types of arts events

## Engaging with Dinner and a show

Infrequent attendees at a limited number of arts events, the challenge with this group is to provide opportunities that fit

their lifestyle. Overall, they are likely to respond to offers that position the arts as entertaining, relaxing and sociable. Given their high propensity to be online, using this as a tool to engage with them initially or to follow up with them to encourage repeat attendance may be helpful.

Targeted multi-ticket offers might encourage this group to attend more often. Bundle offers (eg '4 for 3') combining mainstream events with more adventurous ones could also reduce the financial risk of trying out something different. Marketing activities at large-scale venues where they are currently attending events is another potential route for reaching this group.

## Their demographics

- about the same proportion of women as men
- most are aged 25–64
- includes married and single people, with two-thirds having no children living in the household
- most are working and a third feel they are comfortably off

## Arts patronage, charitable giving and volunteering

Socially and environmentally aware, there is a small proportion of people in this group who volunteer their time and money, but overall this segment does not volunteer. If they do give money it is certainly not for the arts and typically for cancer research or the RSPCA.

## Their media

### Most important media for this group

#### Radio

The majority listen for two hours or less per day. Preferred stations include the Heart Network and the Big City Network. They are more likely to listen to music shows and showbiz/entertainment shows. Typical shows they enjoy listening to include *The Chris Moyles Show*, *The Scott Mills Show*, *The Official Chart Show* and *The Big Top 40*.

#### Internet

The majority have used the internet in the last month with over half accessing it daily. A large proportion of this group visit auction sites, cinema/theatre/concert listings sites, travel sites, shopping sites or price comparison sites. They are more likely to use online social networks, especially Facebook, and also ITV and Channel 4's websites.

#### Cinema

*Dinner and a show* are light-to-medium cinema goers, typically going twice a year or less. They favour romantic comedies, action adventure and thrillers.

#### Outdoor

Over half see advertising on buses or bus stops or on the side of roads or buildings. A fifth notice adverts in clubs or pubs, which is above average.

### Less important media for this group

#### Newspapers

Just over a third read a daily paper. A quarter read the *News of the World* or *The Sun*, which is above average. They are more likely to read newspapers for entertainment; preferred topics include celebrity news and gossip, new product reviews or articles about beauty and hair. More than three-quarters also read for news information.

#### Magazines

A majority read between one and four titles a month, about a third are women's magazines or general entertainment such as *Boots' Health & Beauty*, *Heat*, *Glamour*, *OK!*, *FHM* and *Sky Magazine*. They are more likely to read about topics such as entertainment, beauty and celebrity news.

#### TV

Medium users, almost half watch 20 hours of TV or fewer a week. Over half watch BBC One and ITV1. However, they are more likely than average to watch Sky Sports, Sky Sports News and Dave. They display an affinity with general entertainment and reality TV programmes including *Britain's Got Talent*, *The X Factor*, *I'm A Celebrity ... Get Me Out of Here!*, *The Apprentice*, *Come Dine with Me*, *Dancing on Ice* and *The Simpsons*.

#### Word of mouth

Word of mouth is less important for this group. However, a large proportion of them do talk about a variety of products with other people.

Data sources: Taking Part survey 2008/9 and GB TGI NET 2010 Q3 – Target Group Index © Kantar Media UK Ltd 2010

Profiling by: TGI Insights & Integration

# Family and community focused

Typically in their 30s and 40s, *Family and community focused* have built a comfortable nest with their moderate financial means, and their priorities lie with their children, connecting with the local community and holding on to their cultural roots. Their interests lie squarely with their immediate surroundings and understanding people like themselves.

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# Family and community focused 9% of English adults

## Their leisure

Juggling work and family commitments, *Family and community focused* don't have much free time. At the end of a day they might wind down by watching TV, having friends to dinner, reading a book or going for a cycle ride or a run. They also like to try their luck by playing the National Lottery or bingo.

Occasionally, they like going to the cinema, or take family trips to stately homes or theme parks, such as Warwick Castle or Alton Towers. They are more inclined than any other group to belong to sports or social clubs, but this is still only a small number – a tenth.

They put their family first and place great value on local media.

## Their arts

- while the arts are not a central part of their lives, *Family and community focused* engage through occasional visits to family-friendly arts events
- carnivals are by far the most popular artform, but they also attend musicals, pantomimes and plays. Some also attend craft exhibitions and culturally specific festivals (eg Mela)
- their attendance tends to be infrequent – an annual trip to the carnival for instance, or going once or twice a year to other types of events
- they attend events for fun and to spend time with friends and family, not for self-expression or to expand their horizons

- they are unlikely to take part in creative activities themselves, although a minority engage in textile crafts and painting or drawing

## Engaging with Family and community focused

Their attendance is currently infrequent – this may be due to a lack of opportunity (eg carnivals only being held once a year) or as a result of their busy lives. Strategies for engaging with this segment need to tackle both issues. They could tap into their key drivers of family and community, or their curiosity about other people's lives – particularly those in their locality or from similar backgrounds. More frequent staging of festivals and carnivals may also draw in this group.

Positioning arts opportunities as fun for all, an educational opportunity for children or a chance to socialise with others in their local area may be the most successful strategy. Participatory arts for the family might also appeal. Keeping activities free of charge or low cost would help to reduce the perceived financial risk of getting involved, and incorporating games or competitions into the marketing of events and activities could stimulate interest from this group.

Communicating about opportunities through local networks, for example by distributing information through community associations and displaying materials in community venues, could be effective. The language used to describe the opportunities should be approachable, with the tone of communications inclusive – for all ages and all walks of life.

## Their demographics

- typically parents – two-fifths are aged 25–44 and they are more likely than average to have children in the household, with almost a quarter having two or more children
- higher than average proportion – a quarter – live in rural areas
- typically moderate means, with an average income, education and occupational profile
- higher than average proportion – over a tenth – are from ethnic minority backgrounds

## Arts patronage, charitable giving and volunteering

The majority have donated money to charity in the last year and a higher proportion than average make regular Direct Debit donations. The main beneficiaries are children's charities. A third have volunteered their time in the last year, with many visiting other people or providing transport.

## Their media

### Most important media for this group

#### TV

This group watches more than an average amount of TV, with almost half tuning in for more than 20 hours a week. They have a higher than average propensity to watch ITV and tune in to soaps, sports news and films.

#### Newspapers and magazines

While not among the most regular readers, the majority of this group say they read a tabloid newspaper at least

a couple of days a week and read one or two magazines a month. They show higher than average interest in sport, real life and entertainment stories. Free in-store magazines and *Sky Magazine* are popular, as are celebrity news titles such as *Now* and *Heat*.

### Less important media for this group

#### Internet

This group's internet use is in line with the average population, mainly accessing it at home and on most days, but not every day. However, they are less likely than average to access the internet outside the home, at cafes or schools. They use it as a practical tool to book holidays or gather information on a topic, but are not prone to online interaction – they see no value in giving their opinion online.

#### Radio

*Family and community* focused listen to radio on average for an hour or more each day, most likely tuning into commercial stations or BBC Radio 1. They listen to radio for the music rather than any other type of programming, and their music preferences span techno to R&B to drum'n'bass to easy listening.

#### Cinema

When going to the cinema, this group mainly see children's films, due to their family and child-focused households, but their stated preference is for action adventure films and comedies.

Data sources: Taking Part survey 2008/9 and GB TGI Net 2010 Q3 – Target Group Index © Kantar Media UK Ltd

Profiling by: TGI Insights & Integration



# Bedroom DJs

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In their late teens or 20s, still living with their parents or having just flown the nest, *Bedroom DJs* are starting out in life. They are motivated and aspire to do well in their careers.

With few commitments, they tend to live for the moment and spend impulsively even though they are financially constrained. Appearance-conscious and sociable, they spend much of their time and money on shopping, socialising and entertainment.

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# Bedroom DJs 2% of English adults

## Their leisure

With few time commitments during the week, *Bedroom DJs* spend their free time watching TV, visiting social networking sites and blogging or playing computer games.

They can also be found socialising with friends, visiting the cinema or theme parks, zoos and safari parks. They tend to make time for fitness: a significant proportion exercise on most days, playing football or going for a run.

Limited by financial constraints, they take holidays infrequently, typically travelling within Europe. Half take their holidays in England.

## Their arts

- *Bedroom DJs* express low levels of interest in 'the arts' and do not currently attend any arts events. This is likely to be due to a lack of information about events and cost
- they engage with the arts by actively taking part in creative activities. Almost all have participated in three or more activities in the last 12 months. The most popular activities among this group include arts or crafts, playing a musical instrument, painting, drawing, dance, printmaking or sculpture and using their computers to create original artworks or animation

## Engaging with Bedroom DJs

The concept of 'the arts' does not resonate well with this group. Arts opportunities positioned as entertainment or as an opportunity for self-expression are more likely to be successful. They might also be

more likely to pay attention to opportunities related to furthering their career or to their existing areas of interest – for example cinema, fashion, contemporary popular music and the latest technology. Opportunities to actively participate or interact might appeal to them, as could including an element that gives them something to talk about afterwards – either in person or online. Using locations they frequent already – for example shopping malls, cinemas, bars and clubs – could be effective.

Communications should be informal in tone and use language that this group might be more likely to respond to (eg 'creative', 'entertainment', 'social'). Key media to consider include cinema, mobile and online channels.

## Their demographics

- two-thirds are aged 16–29
- no significant gender skew
- mostly unmarried
- a high proportion live in urban areas
- the majority are educated to GCSE or A-level, more likely to still be in full-time study or looking for work. Over a third work full-time
- limited financial means, inclined to be hard-pressed or have moderate means
- majority are white but a higher than average proportion are likely to be from an Asian background

## Arts patronage, charitable giving and volunteering

They are not likely to volunteer their time or give money to charity; this is unsurprising because of their financial constraints. For

those who do donate to charities it tends to be a small amount, under £10.

## **Their media**

### **Most important media for this group**

#### **TV**

Comparatively heavy TV viewers, they watch a range of programmes including films, soaps, comedy, music and chat shows. Key channels include Five, Channel 4 and digital channels such as E4, Dave, 4Music, Film4 and ITV2. Programmes that they typically watch include *The Simpsons*, *EastEnders*, *Hollyoaks*, *CSI Miami*, *The X Factor* and *I'm a Celebrity... Get Me Out of Here!*

#### **Internet**

Active internet users, they tend to be online almost daily or every day and are more likely to access the internet through a mobile phone. They go online to use instant messaging and social networks such as Facebook, Twitter, MSN or Yahoo!. They are more likely than average to use the internet to blog, look at cinema listings, play games and download music.

#### **Cinema**

They are very frequent cinema-goers, likely to go once a month or more. Their favourite film genres include horror, thrillers, comedies and fantasy films.

### **Less important media for this group**

#### **Radio**

They are more likely to be light radio listeners, listening once a week or less. As music lovers, they enjoy music request shows or live bands in studio when they listen. Preferred programmes include *The Big Top 40* show or *The Official Chart*

*Show* but they are also more likely to listen to chat and entertainment programmes such as *The Chris Moyles Show* or *The Scott Mills Show*.

#### **Newspapers**

Infrequent readers, the majority read one to three times a week. This group typically reads *The Sun*, *News of the World*, *Daily Star* and free papers such as *Metro*. Topics of interest include music, job opportunities, film/video, cars and motoring, computing and celebrity gossip.

#### **Magazines**

Average magazine readers, the majority read only one or two titles a month. They are more likely to prefer titles about motoring (eg *Auto Trader*, *BBC Top Gear*), celebrity gossip/entertainment (eg *OK!*, *Heat*, *Closer*, *Glamour* and *Cosmopolitan*) but also men's lifestyle magazines (eg *FHM*).

#### **Outdoors**

This group has fairly high poster exposure, with average levels of travel per week, with nearly half travelling from 4–8.5 hours a week. They are more likely to notice outdoor media via posters on public transport, on the street or in shopping malls.

#### **Word of mouth**

This group are a good source of word of mouth recommendations and are more likely to talk to many different people about a range of topics, particularly clothes, soft drinks, cars, TV, video, household products, audio equipment and mobile phones. They are also likely to be knowledgeable about these products and post reviews online.

Data sources: Taking Part survey 2008/9 and GB TGI NET 2010 Q3 – Target Group Index © Kantar Media UK Ltd 2010

Profiling by: TGI Insights & Integration

# Mid-life hobbyists

In their 30s, 40s and 50s, Mid-life hobbyists are family-focussed and spend most of their leisure time at home. They do not currently attend any arts events, mostly citing cost and lack of time as the main reasons.

This group are most likely to respond to events and activities that are family-friendly and informal and which don't require too much planning or advanced booking.

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# Mid-life hobbyists 4% of English adults

## Their leisure

Outside of work hours, *Mid-life hobbyists* spend most of their time at home; they enjoy spending time with their family and often invite friends and relatives around. If not occupied with the family, they like to relax by cooking, watching TV, reading and gardening.

Occasional outings consist of visits to museums, parks, gardens or nature reserves, but most visits tend to be centred around their children, such as going to theme parks or zoos. They holiday once or twice a year, generally within the UK.

## Their arts

- *Mid-life hobbyists* do not currently attend any arts events, mostly citing lack of time as the main reason but also stating that it costs too much
- they engage in the arts through home-based creative hobbies, many of which can be done with children
- the most popular activities among this group include computer art or animation, textile crafts, painting or drawing, photography and playing a musical instrument

## Engaging with Mid-life hobbyists

While people in this group clearly have a creative streak, the challenge is to entice them out of the home and encourage them to explore their creative side through attendance as well as participation.

With pressure on their time, and a focus on home and family, this group are most likely to respond to events and activities that are

family-friendly and informal and don't require too much planning or advanced booking.

Affordability is also very important, and events and activities targeted at this group should be low-cost and good value for money. Family group deals may appeal to this group.

There are also opportunities to build on this group's current participatory activity, and events that include interactive elements and the ability for self-expression might appeal.

## Their demographics

- aged 30–59
- over two-fifths have children in the household
- majority are full-time workers
- skew to lower levels of education
- moderate or limited financial means

## Arts patronage, charitable giving and volunteering

In line with the average, over two-thirds claim to have given to charity in the last year. A large percentage support the Poppy Day Appeal and cancer research charities, with amounts donated likely to be modest. The majority have not done any volunteer work in the last year, perhaps due to their busy lives juggling work, family and their limited finances.

## Their media

### Most important media for this group

#### TV

The majority of this group watch a lot of TV – more than 20 hours a week – typically BBC One, ITV1, Five and Channel 4 although a proportion skew towards BBC Three, ITV2 and ITV3. Just under half subscribe to Sky. They mainly watch dramas, films, soaps, entertainment, comedy and the news; favourite programmes include *Britain's Got Talent*, *CSI: Miami*, F1 Grand Prix coverage, *EastEnders*, *Ice Road Truckers*, *Harry Hill's TV Burp* and *BBC Six O'Clock News*.

#### Radio

They are moderate radio listeners with the majority tuning in to the radio for two hours a day or less. Popular music types include music from the 1980s and 1990s as well as mainstream artists. They are most interested in news, current affairs programmes and sports shows.

### Less important media for this group

#### Newspapers

A third read papers daily, with an affinity towards tabloids, in particular *The Sun* and *The News of the World*. They are interested in national and local news, TV programme listings and sports.

#### Magazines

The majority read one or two magazines a month; topics of interest include news, TV programme details, cooking and recipes, puzzles and crosswords and DIY. Popular titles include *Sky Magazine* as well as supermarket magazines from ASDA and Tesco.

#### Internet

Half of this group access the internet every day. A proportion visit sites relating to map or travel directions, online shops, price comparison, weather and news. Sites they visit include Google, Facebook, YouTube, eBay, BBC and Argos.

#### Outdoors

*Mid-life hobbyists* have average exposure to outdoor media, usually gained while driving and shopping. They particularly notice posters on roadsides, buildings, buses, bus shelters and in shopping malls and supermarkets.

#### Cinema

This group are infrequent cinema-goers, with the majority going less than twice a year. Favourite types of films include science fiction, action and thriller, perhaps reflecting the influence of their children.

#### Word of mouth

The majority talk to their family and friends about food, clothing and mobile phones but are unlikely to post product reviews online.

Data sources: Taking Part survey 2008/9 and GB TGI NET 2010 Q3 – Target Group Index © Kantar Media UK Ltd 2010

Profiling by: TGI Insights & Integration



# Retired arts and crafts

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Home-loving and down to earth,  
*Retired arts and crafts* favour a regular  
routine and a slower pace of life. This  
group have a passion for nature and  
are keen gardeners.

They are happy with life, but may be  
limited in their ability to get out and  
about due to their age, disability  
or illness.

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# Retired arts and crafts 4% of English adults

## Their leisure

*Retired arts and crafts* spend a lot of their free time at home. They like to watch TV, read and solve crosswords; they also really enjoy spending time outdoors gardening.

If they do take a day out, this would be to a garden or flower show and if spending time with friends they are likely to be at a coffee shop in a department store or garden centre. Holidays tend to be in the UK and involve little physical exertion – with a preference for cruises or coach tours.

They are a contented, homely group who, while health-conscious, are not faddish in their diet. Most describe themselves as creative, but are unlikely to say they have an interest in the arts.

## Their arts

- in their leisure time *Retired arts and crafts* engage in home-based arts and crafts activities
- by far the most popular activities are textile crafts, such as knitting, embroidery or crocheting, but some in this segment also enjoy wood crafts, playing an instrument and painting or drawing
- they are motivated to participate primarily as a way to express themselves, but also as it encourages them to think differently and to have fun
- they are currently unlikely to attend any arts events, citing poor health and not enough facilities close to where they live as the main reasons for not going

## Engaging with Retired arts and crafts

While this group is already engaged with arts and crafts activities within the home, they are not currently attending arts events due to physical limitations or the perception that nothing is available nearby.

Organised trips to events, including transportation to and from the venues, might be effective in appealing to this group, for example partnering with transport providers like coach owners or tour companies. Another potential route may be to offer arts events at garden shows, in public parks or gardens to tie in with their interest in gardening.

Supporting home-based crafts activities and ensuring there are opportunities to continue or expand these interests through local groups and networks might also prove effective. Positioning activities as a way to be creative, be mentally stimulated and be entertained may be most engaging to this group.

## Their demographics

- aged 60 or over
- a higher than average proportion of this group – three-fifths – are women
- almost entirely from a white ethnic background
- live without children in the household; around a half are married, a third are widowed
- a higher than average proportion – a quarter – live in rural areas
- a higher than average proportion – around a half – have a limiting disability
- most are retired with moderate financial means

## Arts patronage, charitable giving and volunteering

The majority have donated to charity in the last year, popular charities for this group are the Poppy Day Appeal, cancer research and animal welfare. The majority haven't done any volunteer work in the last year.

## Their media

### Most important media for this group

#### TV

Heavy TV viewers, they most often choose to watch news, drama, game shows, soaps and entertainment. Popular programmes for this group include BBC evening news, *Foyle's War*, *Midsomer Murders*, *Lewis* and *Countrywise*.

#### Newspapers

The majority – three-fifths – read papers every day. Popular titles include *The Daily Mail* and *Daily Mirror*. They are interested in reading about national news, local news, TV programme listings, crosswords, nature and animals.

### Less important media for this group

#### Magazines

The majority read one or two magazines a month. Topics they are most interested in are crosswords and puzzles, nature and animals, home and garden and knitting and sewing.

#### Internet

*Retired arts and crafts* are light internet users, with the majority not having used the internet in the last month. If they are

online they mainly seek information on an interest or product and compare prices. The main sites they visit include maps (eg Google Maps), weather, BBC and local government websites.

#### Radio

The majority are light-to-medium radio listeners (less than two hours a day), most often choosing to listen to the news or current affairs, gardening and music request shows. The types of music they enjoy include easy listening, classic opera and music from the 1950s and 1960s.

#### Outdoor

Spending most of their time at home reduces their exposure to outdoor media. If they do take note of outdoor advertising it's most likely to be bus advertising and posters at the side of the road or on buildings.

#### Cinema

They visit the cinema infrequently – once a year or less. When they do go they are more likely to watch thrillers, drama and war films.

#### Word of mouth

They are most likely to speak to their friends and family about food or pharmaceutical products. Being light internet users, it's unlikely they would post any product reviews online.

Data sources: Taking Part survey 2008/9 and GB TGI NET 2010 Q3 – Target Group Index © Kantar Media UK Ltd 2010

Profiling by: TGI Insights & Integration

Not  
currently  
engaged

# Time-poor dreamers

Early or mid-career, often juggling work and family commitments, *Time-poor dreamers* are busy, and short-term orientated, living in the moment. They engage with popular culture and the arts are not a priority for them.

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# Time-poor dreamers 4% of English adults

## Their leisure

*Time-poor dreamers* spend a lot of their free time out and about. They meet their friends in bars or pubs, sometimes playing a game of darts or pool. They are more likely than average to play team sports such as football, hockey or netball.

When at home they prefer to relax by watching TV, and few have any other interests or hobbies that they participate in other than of socialising with friends or spending time with family. Due to their busy work and home life, they often eat take-away/fast food (at least once a week). They feel that they don't look after themselves as well as they should.

## Their arts

- they do not currently attend arts events or actively take part in any arts-related activities
- *Time-poor dreamers* engage with popular culture by listening to music charts on the radio and watching TV
- the majority of them cite lack of time as their reason for not attending or participating in the arts – the arts are not a priority for them and do not naturally fit into their lifestyle

## Engaging with Time-poor dreamers

*Time-poor dreamers* may respond to a family-focused arts offer that provides a fun activity for the kids while allowing the parents to have a break and relax. Using competitions or prize draws to attract this group might be useful tools. Talent shows, linking activities to fashion and style, involving celebrities or linking to relevant

brand names might also be good ways of engaging with this group.

Positioning the arts as something 'fun' or as 'entertainment' is likely to be more effective than emphasising, for example, the intellectual or educational aspects of artistic experiences. Other considerations could include:

- location: use local venues or locations they already frequent (eg shopping malls)
- format: keep the activity informal, perhaps allowing people to drop-in or to try doing something for a short time only
- cost: to lower the financial risk to engage, consider making activities free or affordable

## Their demographics

- a younger segment, more likely than average to be under 44 years old
- over two-fifths – a higher than average proportion – have one or more children
- majority work full-time, are typically educated to a limited extent (A-level) and earning an average salary
- majority live in urban areas, with just over a fifth living in London
- a higher than average proportion of this group are from Black and minority ethnic backgrounds

## Arts patronage, charitable giving and volunteering

Over three-quarters have donated to charity in the last 12 months. They donate smaller amounts compared to other groups, with half donating less than £25 during the year. Charities they support include cancer research and the Poppy Day Appeal. They are unlikely to do any volunteer work.

## **Their media**

### **Most important media for this segment**

#### **Magazines**

Majority read one or two magazines a month. They read about food and drink, books and music, and a proportion are likely to read slimming and agony aunt articles. Their favourite magazines include *Sky Magazine*, ASDA's in-house magazine and *OK!*.

#### **Newspapers**

Average newspaper readers, topics that interest them include news and TV programming. They have a greater interest than average in celebrity gossip, relationship/problem pages and slimming advice. Titles they read the most include *The Sun*, *The News of the World* and *The Daily Mirror*.

### **Less important media for this segment**

#### **TV**

They are average TV viewers, watching 20–30 hours per week. A majority are Sky subscribers and they are more likely than average to have a premium package (eg movies, sports, children's). They watch a range of programmes including soaps, sports news, films and entertainment – favouring programmes during the evening peak time such as *EastEnders*, *Relocation* *Relocation* and *Embarrassing Bodies*.

#### **Radio**

They are lighter radio listeners than other groups, preferring BBC Radio 1 or local commercial stations. They listen mainly for music, largely mainstream, pop and R&B, and tune in to programmes such as *The Chris Moyles Show* and *The Official Chart Show*.

#### **Internet**

A majority use the internet once a day or on most days. Their online activities include searching for information, price comparison, instant messaging (Facebook Chat and MSN Messenger) and playing games.

#### **Outdoors**

They have relatively low exposure to outdoor media overall, with the majority noticing bus and bus stop advertising.

#### **Cinema**

A large proportion visit the cinema at least twice a year. Their favourite genres include comedy, science fiction and horror.

#### **Word of mouth**

This group are most likely to talk to their family and friends about clothes and food; they are willing to speak to many people about mobile phones. When it comes to posting reviews online, they are more likely than the average to post something about mobile phones and cars.

Data sources: Taking Part survey 2008/9 and GB TGI NET 2010 Q3 – Target Group Index © Kantar Media UK Ltd 2010

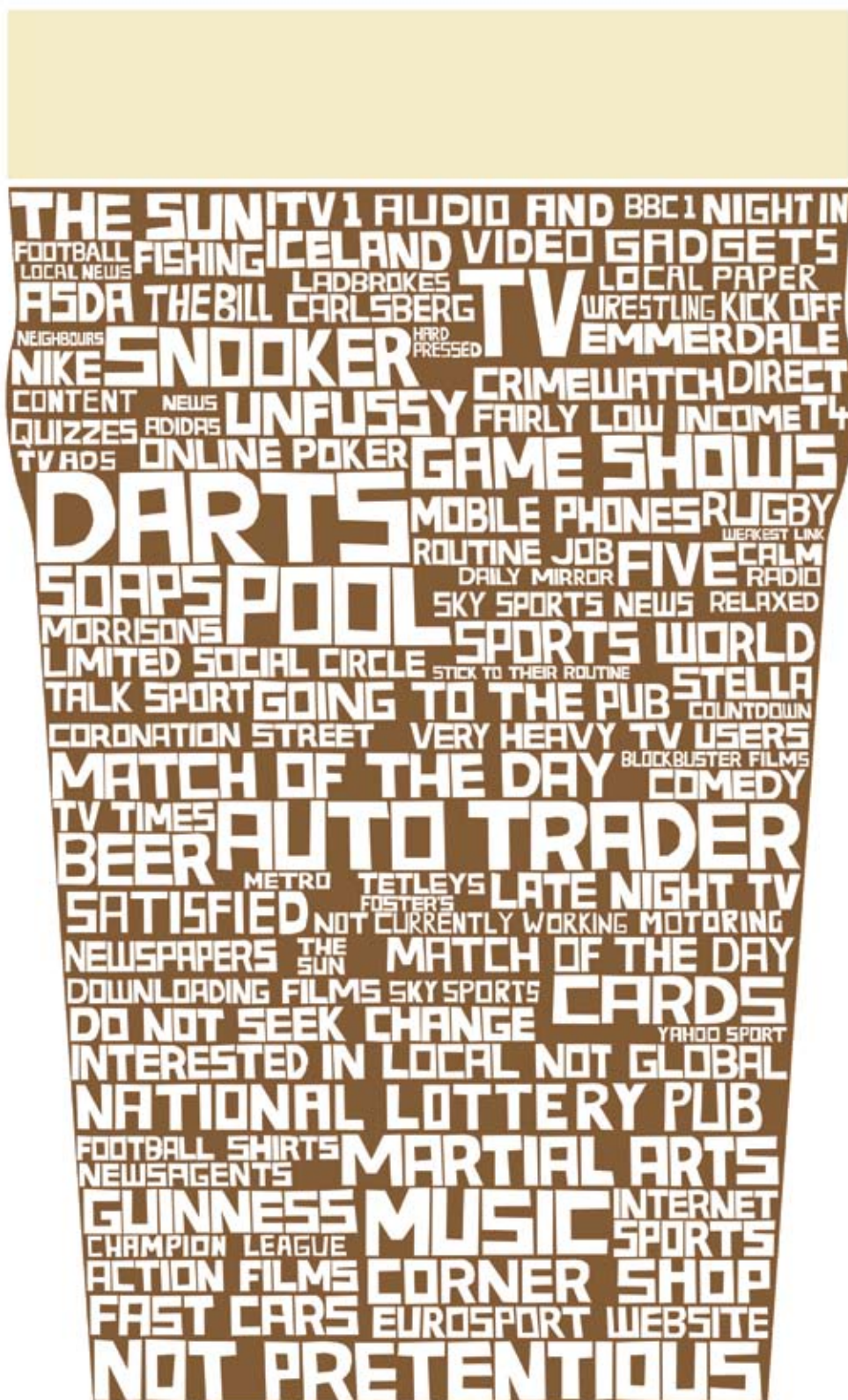
Profiling by: TGI Insights & Integration

# A quiet pint with the match

*A quiet pint with the match* are content with life and are not seeking change. They spend much of their leisure time at home, or you might find them having a drink with friends at the local pub.

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# A quiet pint with the match 9% of English adults

## Their leisure

This group spend a lot of their free time at home, and there they tend to watch TV or play computer games. Aside from this they go out to the pub for a drink fairly regularly.

Watching TV is their main pastime, but they may also be found participating in team sports such as rugby or 5-a-side football or going fishing to relax. A small proportion plays the pools, bingo and poker regularly.

They are fairly conservative in their outlook, have little interest in other cultures and are not environmentally minded. As the majority struggle for money they place most value on material gains as a sign of success. In their spare time they want to be entertained, not to keep up with the news or current affairs.

## Their arts

- attending arts events or participating in arts activities is not a part of the current lifestyle of the *A quiet pint with the match* segment. Many describe themselves as not interested in 'the arts' and don't think themselves to be creative
- they don't go to arts events or do creative activities because it costs too much, they feel it's not for them, have a lack of confidence or it has never occurred to them

## Engaging with A quiet pint with the match

'The arts' are an unfamiliar, and overlooked, concept for this group and need to be positioned as part of a broader leisure opportunity. Strategies that position arts engagement as a chance to make use of

their skills (eg manual or craft skills), learn new skills to aid employment or tell their story are likely to be more effective. Arts activities or experiences could also be offered as support in difficult times, such as periods of poor health or unemployment – partnerships with other providers could be valuable in reaching this group.

When communicating with this segment it is important to keep the tone informal and down to earth. Reaching out to this audience in pubs or community venues (such as sports clubs), and using existing local media and community networks are also likely to be effective ways to engage with them.

## Their demographics

- the majority of this group – two-thirds – are men
- broad age span
- the majority live with a partner, they are more likely than average to have children living at home
- they typically have limited financial means and a lower level of education
- a third are not currently working
- the majority are white
- a higher than average proportion are from Black and minority ethnic backgrounds

## Arts patronage, charitable giving and volunteering

Half have given to charity in the last year, donating under £25, which could be a result of their financial pressures. They give to cancer research and children's charities. They are unlikely to volunteer.



## Their media

### Most important media for this segment

#### TV

They watch a lot of television and a broad range of programmes, particularly on BBC One, ITV1, Five, Sky Sports News and other digital channels. This group tends to have a particular affinity with sport, but they also watch soaps, game shows, real life crime shows and light entertainment. Their favourite programmes include *Match of the Day*, *Coronation Street*, *Emmerdale*, *Deal or No Deal* and *Crimewatch*.

#### Radio

They are regular weekday radio listeners, mainly to commercial stations or BBC Radio 5 Live. Members of this group tend to be most interested in sport programmes such as *Kick Off* on talkSPORT, and *Drive* on Radio 5 Live.

#### Newspapers

Half read newspapers every day to keep up with local and national news, the latest in sport and to check TV listings. Many read the local paper; the national papers they prefer are *The Sun*, *Metro* and *The Daily Mirror*.

#### Magazines

Once or twice a month they might read a magazine, with favourites including *Sky Sports Magazine*, *Auto Trader* and *TV Choice*.

#### Outdoors

A higher than average proportion of this segment are commuters and they mostly notice advertising on buses, at bus stops and advertising hoardings on the roadside or on buildings. They are more likely

than average to notice advertising in pubs and clubs.

### Less important media for this segment

#### Internet

The majority use the internet most days, going online to play games or gamble, follow sports events or download films/music. Key sites for this group are Top Gear, Eurosport UK and Xbox LIVE.

#### Cinema

Some go to the cinema occasionally. Favourite genres include action adventure, horror and disaster films.

#### Word of mouth

The topics that most people in this segment talk about include cars, mobile phones, alcoholic drinks and TV, video or audio equipment.

Data sources: Taking Part survey 2008/9 and GB TGI NET 2010 Q3 – Target Group Index © Kantar Media UK Ltd 2010

Profiling by: TGI Insights and Integration

# Older and home-bound

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In their senior years, the *Older and home-bound* group are generally content and have a practical outlook on life. They enjoy a slower pace of life and like spending a lot of their free time at home. Some of them report poor levels of health, which restricts their activities in general.

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# Older and home-bound 11% of English adults

## Their leisure

Most of their spare time is spent at home engaged in sedentary activities such as watching TV, reading, spending time with friends and family or doing household chores.

In general, they spend little time outdoors, but they might occasionally do some gardening or shopping. A significant minority belong to a social club. If they take holidays, they opt for local destinations via coach tours and they enjoy relaxing and eating well.

## Their arts

- this group do not currently attend any arts events or engage in any creative activities
- the majority of them cite poor health as their main reason for not attending or participating in the arts
- they are also more likely to say that lack of transport/difficulty getting to venues is a barrier to attending, with a small proportion also citing lack of interest or no one to go with as reasons for not attending

## Engaging with Older and home-bound

Consider activities that can be home-based or arranging transportation to and from the venue. Partnerships with voluntary groups and those working in the health sector could be key in reaching this group.

To appeal to their current lifestyle, arts opportunities could be positioned as a chance to socialise, as an enjoyable pastime and distraction, or as a way to promote mental alertness and general wellbeing.

## Their demographics

- older, more likely to be 65+ and widowed
- the majority have no live-in children
- they are more likely to be retired with limited financial means and the majority are not currently working
- they are more likely to have a limiting disability and a significant proportion have a long-term illness

## Arts patronage, charitable giving and volunteering

Although their financial means are limited, over three-quarters have donated small amounts to charity in the last year. They are more likely to donate to charities that are relevant to them such as those for heart disease research and hospitals or hospices. It is unusual for them to volunteer, perhaps due to their disabilities and health problems.

## Their media

### Most important media for this segment

#### TV

TV is one of their favourite pastimes and they rely on it to keep them informed and entertained. They are more likely to be heavy and frequent viewers. They enjoy a variety of different types of shows including news, soaps, game shows/quizzes, entertainment and serials, and are more likely to watch programmes such as *Coronation Street*, news on BBC and ITV, *Strictly Come Dancing* and *Who Wants To Be A Millionaire?*.

#### Newspapers

Most of them read the paper every day, and are more likely to have an interest in local and national news, TV listings, crosswords and puzzles. They typically prefer to read *The Daily Mail* or *The Sun*.

### Less important media for this segment

#### Radio

They are more likely to be light listeners, listening for just an hour or so a day, often to Classic FM and local BBC radio stations. They are also more likely to tune in to shows about gardening or listen to 1950s and 1960s music.

#### Magazines

About half of them read one or two magazines a month. When they do, a small but significant proportion choose *Take a Break*, *TV Times*, *TV Choice* and *Reader's Digest*.

#### Internet

*Older and home-bound* are far less likely to go online than average; however, over a quarter have used email in the last six months. They are more likely to say that computers confuse them and they will never get used to them.

#### Outdoor

This group are not likely to travel much and therefore they have limited exposure to outdoor advertising; if they do travel they are more likely to use buses.

#### Cinema

They are infrequent cinema goers, attending just once a year or less on average.

#### Word of mouth

They are unlikely to talk to others about products and services.

Data sources: Taking Part survey 2008/9 and GB TGI NET 2010 Q3 – Target Group Index © Kantar Media UK Ltd 2010

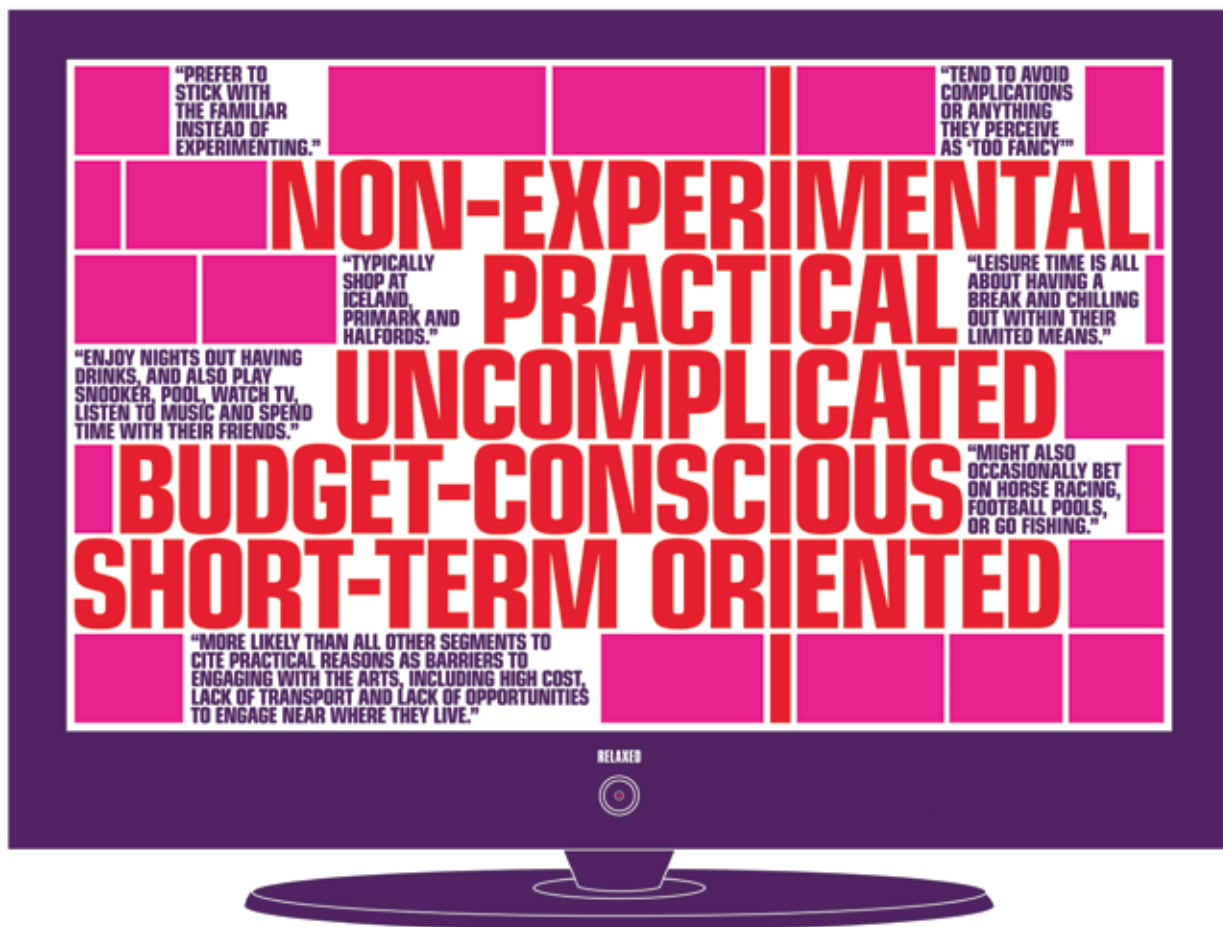
Profiling by: TGI Insights & Integration

# Limited means, nothing fancy

*Limited means, nothing fancy* are information seekers who tend to spend their disposable income cautiously. Non-judgmental and dutiful, they value family and friendships – for them leisure time is all about having a break and chilling out, within their limited means.

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# Limited means, nothing fancy 3% of English adults

## Their leisure

In their free time they like to relax. Due to their financial pressures, they spend a great deal of their free time at home. They mainly watch TV and most of them also read newspapers every day to keep up with the news or to check TV listings. Many spend time online on a daily basis.

## Their arts

- many in this segment listen to music in their free time
- they are, however, currently unlikely to engage with the arts in other ways – they neither attend arts events nor actively take part in arts activities
- they cite a range of reasons for not attending or participating – most often citing not enough facilities near where they live or a lack of transport, not having enough information on what is available, a lack of time and high cost

## Engaging with Limited means, nothing fancy

‘The arts’ are an unfamiliar concept for this group and will need to be positioned as part of a broader leisure opportunity as well as an exciting opportunity for which it is worth making the time. Alternatively, positioning the activities as a way for groups to contribute to the community or building work-related skills may be effective given their sense of duty, need to socialise and low levels of employment.

*Limited means, nothing fancy*, although financially constrained, are information-seekers so educating and informing them of the availability of activities through TV and press would be helpful. Also, working in partnership with local networks and community groups that engage with those who are on lower incomes or out of work may be effective.

Making activities free of charge or low-cost and ensuring that there are arts opportunities available in, or in close proximity to, less affluent residential areas could also contribute to tackling some of the practical barriers related to cost and access.

## Their demographics

- this group has an equal gender mix and around three quarters are aged 25–64
- they typically have a low educational level and over half are not currently working and therefore have limited financial means
- a higher than average proportion are from Black and minority ethnic backgrounds

## Arts patronage, charitable giving and volunteering

The majority have not donated to charity or volunteered in the last 12 months, which is not surprising due to this group’s financial concerns.

## Their media

### Most important media for this segment

#### TV

Heavy TV viewers, *Limited means, nothing fancy* have a preference for TV dramas, films, soaps, news and current affairs. Their favourite programmes include *EastEnders*, *CSI: New York*, *Britain's Got Talent* and *BBC Six O'Clock News*.

### Less important media for this segment

#### Radio

They don't listen to very much radio, but when they do it is most likely to be for the news, current affairs or sport programmes.

#### Newspapers

Over a third of this group read newspapers every day to keep up with the news and to check TV listings. They might also look at job advertisements and real-life stories. They most often pick up *The News of the World*, *The Sun* or *The Daily Mirror*.

#### Magazines

Some in this group also read magazines, including *Take a Break*, *Sky Magazine* as well as ASDA and Tesco supermarket magazines.

#### Internet

The majority access the internet every day or most days, mainly to email, compare prices, search for information or visit sites of particular brands or products.

## Word of mouth

They are most likely to speak to their family and friends about topics such as food, clothing and mobile phones, but are unlikely to post opinions or product reviews online.

Data sources: Taking Part survey 2008/9 and GB TGI NET 2010 Q3 – Target Group Index © Kantar Media UK Ltd 2010

Profiling by: TGI Insights & Integration

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ISBN: 978-0-7287-1500-4  
© Arts Council England, June 2011

Designed by INTRO  
[introwebsite.com](http://introwebsite.com)

Illustrations on pages 12, 18, 42, 48 and 56  
provided by [agencyrush.com](http://agencyrush.com)

Printed in England by  
The Colourhouse, London

Printed on FSC accredited paper

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