Audience Spectrum Pen Portraits

**[Facebook Families](https://www.theaudienceagency.org/audience-spectrum/facebook-families)**

* Younger suburban and semi-urban, live music, eating out and pantomime
* A younger, cash-strapped group living in suburban and semi-urban areas of high unemployment
* Least likely to think themselves as arty, arts and culture generally play a very small role in the lives
* Less than a third believe that the arts is important
* Often go out as a family: cinema, live music, eating out and pantomime being most popular

**Post COVID-19 Facebook Families Profile**

Health and Wellbeing: Do some sports (e.g. dance or Zumba), perhaps switching to free online classes (or Joe Wicks).

Income and Employment: Cash-strapped in normal times, this group are vulnerable to the effects of the recession, with children to support. Already live in areas with high unemployment. May include some lower-paid key workers.

Family and Relationships: Family trips out are important and will have been missed. Lots have pets. Some large or extended families in this group, looking after children could have been a pressure during lockdown. Older members have often lived in the same place for a long time, so have community ties and support.

Location and Environment: Live in suburbs and on the edges of town, esp. in the Midlands and North. Some dependence on public transport, with related infection risks, and heavy reliance on local services.

Arts and Culture: Not a priority for many in this group. Some interest in free family offers and activities, especially those that are outdoors, in parks etc.

Digital and Streaming: Highest take-up of games consoles, which may have been a popular way of keeping occupied during lockdown. TV also important, esp. kids programmes. Have high uses of internet, esp. Facebook, accessing mainly through their phones.

Importance of Arts: Low, although some do participatory activity, dance or digital creativity, e.g. animation/films on smartphones.

Risk: Generally younger and therefore less at risk, but those who live with older relatives may be more cautious as a result.

Other: Any introduction of booked slots for attendance is likely to make it harder for this group to attend. Shifts towards more commercial offers are also likely to inhibit this group attending.

Population: 12% of English households

**[Trips and Treats](https://www.theaudienceagency.org/audience-spectrum/trips-and-treats)**

* Mainstream arts and popular culture influenced by children, family and friends
* While this group may not view arts and culture as a passion, they are reasonably culturally active, despite being particularly busy with a wide range of leisure interests
* Tend to be comfortably off and living in the heart of suburbia
* Children range in ages, and include young people still living at home
* With a strong preference for mainstream arts and popular culture like musicals and familiar drama, mixed in with days out to museums and heritage sites
* This group are led by their children’s interests and strongly influenced by friends and family

**Post COVID-19 Trips and Treats Profile**

Health and Wellbeing: May have been doing the Joe Wicks PE sessions on Youtube. Generally sporty and do team sports and dance, as well as attending matches.

Income and Employment: Comfortably off, but not wealthy – and costs of children will mean have less buffer than some other segments if there’s an impact on income. Home working, where possible, likely to be a new experience. Some key workers in this group who will have been working throughout (and with children going into school).

Family and Relationships: Friends and family always were important to this group. May be missing seeing grandparents, especially as younger children grow and change over the months. Schools and nurseries/childminders being closed will have had a big impact: lots of home schooling (e.g. using BBC bitesize resources).

Location and Environment: Heart of suburbia: access to local parks, but playgrounds shut. Many have cars, so able to avoid public transport (and easier with children than cycling, esp. from suburbs).

Arts and Culture: Usually like days out as a family. Popular arts – likely to have accessed more mainstream offers (rather than tracking down content re particular companies, for example). Disney+ launch may have been significant. Cancellation of outdoor arts events and festivals have affected them, as would cancellation of panto

Digital and Streaming: Use wide range of devices/platforms, but hadn’t previously used digital content by cultural organisations much. Likely users of local WhatsApp groups.

Importance of Arts: Not a priority, though moderately active: also keen on sports and shopping, which they may have been missing more. Arts may particularly have been a useful activity for children during lockdown.

Risk: Not particularly at risk, compared to older groups, though perhaps some concerns about children returning to school.

Other: Likely to have rainbows in the window, made by children (although also true of several other segments with young children).

Population: 16% of English households

[Metroculturals](https://www.theaudienceagency.org/audience-spectrum/metroculturals)

* Prosperous, liberal, urbanites interested in a very wide cultural spectrum
* Prosperous, liberal urbanite group
* Often choose a city lifestyle for the broad cultural opportunity it affords
* Interested in a very wide spectrum of activity, but many tend towards their own preferred artform or style
* Apt to be active museum attenders, but tend to be more engaged with the arts and many on a weekly basis. Represent good prospects for new, innovative work.
* Likely to be working in demanding but rewarding professions, including arts professionals, they are highly educated and have a wide variety of other interests

[Commuterland Culturebuffs](https://www.theaudienceagency.org/audience-spectrum/commuterland-culturebuffs)

* Affluent and professional consumers of culture
* Affluent and settled group with many working in higher managerial and professional occupations
* Keen consumers of culture, with broad tastes but a leaning towards heritage and more classical or traditional offerings
* Often mature families or retirees, living largely in leafy provincial suburban or greenbelt comfort
* A group willing to travel and pay for premium experiences, their habits perhaps influenced by commuting
* Motivations are multiple, ranging from social and self-improvement, to the pursuit of learning opportunities for older children
* Tend to be frequent attenders and potential donors

[Experience Seekers](https://www.theaudienceagency.org/audience-spectrum/experience-seekers)

* Highly active, diverse, social and ambitious, engaging with arts on a regular basis
* Make up an important and significant part of urban arts audiences
* This group are highly active, diverse, social and ambitious singles and couples and younger people engaging with the arts on a regular basis
* Often students, recent graduates and in the early to mid-stages of their careers
* Tend to live close to city centres, so have easy access to and attend a wide variety of arts, museums, galleries and heritage
* Interests cover mainstream, contemporary and culturally diverse offers and attending is at the heart of their social lives
* They are mostly in search of new things to do and have disposable income to spend on a variety of leisure activities like sports/arts memberships, visits to cafes, bars and restaurants
* Typically digitally savvy, they will share experiences through social media on their smartphones

[Dormitory Dependables](https://www.theaudienceagency.org/audience-spectrum/dormitory-dependables)

* Suburban and small towns interest in heritage activities and mainstream arts
* A significant proportion of arts audiences are made up of this dependably regular if not frequently engaging group
* Most live in suburban or small towns and show a preference for heritage activities alongside popular and more traditional mainstream arts
* Many are thriving, well off mature couples or busy older families
* Lifestage coupled with more limited access to an extensive cultural offer mean that culture is more an occasional treat or family or social outing than an integral part of their lifestyle

[Home and Heritage](https://www.theaudienceagency.org/audience-spectrum/home-and-heritage)

* Rural areas and small town, day-time activities and historical events
* A more mature group that is generally conservative in their tastes
* Large proportion are National Trust members
* Classical music and amateur dramatics are comparatively popular
* While this is not a highly engaged group – partly because they are largely to be found in rural areas and small towns – they do engage with local cultural activity
* Likely to look for activities to match their needs and interests, such as accessible day-time activities or content exploring historical events

[Up Our Street](https://www.theaudienceagency.org/audience-spectrum/up-our-street)

* Modest in habits and means, popular arts, entertainment and museums
* Often living reasonably comfortable and stable lives
* A group that engage with popular arts and entertainment and museums, and are also visitors of heritage sites
* Many are older and have some health issues
* Living on average or below average household incomes, so access in all its forms can be an issue
* Characterised as modest in their habits and in their means, value for money and low-risk can be important factors in leisure decision making

[Kaleidoscope Creativity](https://www.theaudienceagency.org/audience-spectrum/kaleidoscope-creativity)

* Mixed age, low level engagement, free local events, outdoor arts and festivals
* A group characterised by low levels of cultural engagement
* Often living in and around city areas where plenty of opportunities are within easy reach
* Mix of ages, living circumstances, resources and cultural backgrounds
* For many low incomes and unemployment can present barriers to accessing some cultural provision
* Two thirds annually engage with more popular and accessible culture, some of this in the local community and outside the mainstream
* Free, local events like outdoor arts, festivals and carnivals may appeal, and so might popular offerings like musicals and music events

[Heydays](https://www.theaudienceagency.org/audience-spectrum/heydays)

* Older, less engaged, crafts, knitting, painting, sheltered housing, church group or community library
* Group least likely to attend arts or cultural events
* Tend to believe that the arts are no longer as important or relevant to them as perhaps they once were
* Many live in sheltered or specially adapted accommodation for older people
* Often excluded from many activities due to a raft of health, access and resource barriers
* If they do engage this is likely to be participatory such as crafts, knitting, painting, reading and writing activities organised by their sheltered housing, church group or community library