

Attitudinal segments and arts marketing

THIS STUDY IDENTIFIED FOUR ATTITUDINAL SEGMENTS WHICH HAVE IMPORTANT IMPLICATIONS FOR MARKETING THE ARTS:

- **The lovers** (38%) are highly engaged with the arts and see the arts as an integral part of their lifestyle. They also hold the view that the arts provide them with a more meaningful and richer life as well as help them feel part of their local community.
- **The flirters** (26%) are more likely to be influenced to attend arts events by their friends than the 'The lovers'. They like the arts, but are not necessarily convinced that they help them feel part of their local community. However they strongly believe that the arts provide a way of saying important things that need to be said in our society.
- **The un-attached** (19%) are those who have a neutral attitude towards the arts- many have not actually participated in, or attended any, of the main art forms in the past year, and some have never experienced these art forms at all. While they do not dislike the arts per se they just cannot see the personal relevance of the arts to them.
- **The outsiders** (17%) believe the arts tend to attract people who are pretentious and elitist. They believe the arts require a reasonable level of understanding to appreciate them fully and therefore the arts are "not for them".

Each of these segments can increase their level of engagement with the arts, although the strategies to stimulate demand vary.

For example even 'The lovers' have a significant sub-segment with no to low attendance. The strategy needed here is to encourage habit forming attendance. This segment want to attend and participate, they really like the arts but a claimed lack of time and awareness of upcoming events prevents attendance.

Half 'The flirters' attend frequently and this positive behaviour needs to be reinforced to ensure the frequent arts attendance continues. The majority of 'The un-attached' are more difficult to reach. They need to be tempted by arts offers and information that relates to them and stimulates their interest.

Lastly, 'The outsiders' need to be convinced why the arts should be on their agenda.

These four distinct 'mindsets' were then crossed with the levels of attendance to produce nine segments based on attitudes and behaviours. Each of these community segments will demand different marketing and policy responses from arts organisations looking to build audiences.

The full report details strategic insights and potential responses to each of these segments.

	The lovers 38%	The flirters 26%	The un-attached 19%	The outsiders 17%
high attendance 16+ times 14% Reinforce and maintain	med-high attendance 6+ times 13% Reinforce and maintain	med-high attendance 6+ times 4% Encourage attitudinal change	med-high attendance 6+ times 2% Encourage attitudinal change	
med attendance 6-15 times 14% Encourage behavioural change	no-low attendance 0-5 times 13% Encourage behavioural change	no-low attendance 0-5 times 15% Encourage attitudinal and behavioural change	no-low attendance 0-5 times 15% Encourage attitudinal and behavioural change	
no-low attendance 0-5 times 10% Encourage behavioural change				

+ Attitude towards the arts -