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 new, 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 in the development of an arts activity itself.
**About the segmentation research**

Arts Council England works to enable everyone to experience arts that enrich their lives. To help 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 a new 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.

The segmentation was conducted by Enlightenment (part of BMRB) in four key stages:

- analysis of the patterns of arts engagement and attitudes towards the arts among English adults (aged 16 and over), based on data from Taking Part, a large-scale national survey of cultural participation
- identification of 13 arts consumer segments
- statistically-based fusion of Taking Part with Target Group Index (TGI) survey
- use of Taking Part and TGI data to profile the 13 segments, providing information on socio-demographic characteristics, lifestyle habits, media profile 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 – 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 irrelevant to 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 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 tool for arts marketing in particular, allowing us to explore socio-demographic and other

* Geodemographic classifications of consumer types developed by CACI (ACORN) and Experian (Mosaic)
lifestyle factors in the context of people’s artistic lives, not vice versa

• it looks across the patterns of both 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

In the first instance, the Arts Council will be using it to inform the design and delivery of a national participation campaign.

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 www.artscouncil.org.uk/audienceinsight, where you can find:

• online versions of the segment descriptions
• tables with more detailed Taking Part survey data on for example the segments’ socio-demographic characteristics, arts attendance and participation patterns and engagement with other cultural sectors and sport
• suggestions on how this research might be used
• a technical note with further information on the analytical methodology
• a comprehensive question and answer section

You can also contact us at audienceinsight@artscouncil.org.uk with any questions about the segmentation.
**Key findings**

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

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<tr>
<th>Highly engaged</th>
<th>Urban arts eclectic</th>
<th>Traditional culture vultures</th>
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<td>5%</td>
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<tr>
<th>Some engagement</th>
<th>Fun, fashion and friends</th>
<th>Bedroom DJs</th>
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<tr>
<td>18%</td>
<td>3%</td>
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<th>Mature explorers</th>
<th>Mid-life hobbyists</th>
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<td>11%</td>
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<tr>
<th>Dinner and a show</th>
<th>Retired arts and crafts</th>
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<tr>
<td>20%</td>
<td>3%</td>
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<tr>
<th>Family and community focused</th>
<th>Time-poor dreamers</th>
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<tr>
<td>11%</td>
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<tr>
<th>Not currently engaged</th>
<th>Older and home-bound</th>
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<td>7%</td>
<td>6%</td>
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<tr>
<th>A quiet pint with the match</th>
<th>Limited means, nothing fancy</th>
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<td>8%</td>
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The percentages show the estimated proportion of English adults in each segment.
Highly engaged
Urban arts eclectic
They are young, affluent, confident & sociable.

Typically young - half aged under 35 - without any children 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.

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 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 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 ambitious, seek new experiences, friends are important to them and they describe themselves as optimistic, creative & open-minded.

Highly qualified, affluent, & in the early stages of life & career, urban arts eclectics are entrepreneurial & believe in seizing life's opportunities.
Urban arts eclectic 5% of English adults

Highly qualified, affluent, and in the early stages of their career, **Urban arts eclectics** are ambitious, entrepreneurial and believe in seizing life’s opportunities.

They seek new experiences through travel, food and an interest in other cultures and like to splash out occasionally on expensive meals or extravagant purchases. Friends are important to them and they describe themselves as optimistic, creative and open-minded.

**Their leisure**

They enjoy spending time with friends and have the time and money to eat out, to go the gym and the cinema, visit museums and attend cultural events and arts activities. They like to keep up with trends and enjoy travelling, for example to archaeological sites. They lead a balanced lifestyle, being physically active, enjoying a healthy diet and relishing challenges and new experiences.

They shop at a wide range of shops and are not too concerned with bagging a bargain. While many of this group like to shop in small, independent retailers, a typical trip to the shops will also take in retail outlets like Boots, WH Smith, Marks and Spencer, Sainsbury’s, Tesco, Clinton Cards, John Lewis, Waitrose and TK Maxx.

**Their arts**

- more actively engaged in the arts than any other segment
- frequent attendance across a range of events such as live music gigs, exhibitions, street arts, video or electronic art events, plays, carnivals and culturally-specific festivals
- the most active arts participants can also be found among this segment, with interests ranging from dance and computer art to photography, music and writing poetry or stories
- some **Urban arts eclectics** would engage even more frequently – if only they had more free time, and the most common reasons they cite for engaging with the arts are enjoyment and learning new skills

**Engaging with Urban arts eclectics**

This group are already highly engaged with the arts and are open to new experiences, so they are likely to be receptive to information about the arts. The challenge will be competing for their time given their wide variety of other interests, and enabling them to broaden the range of their experience even further.

The right kind of message will be crucial: positioning the arts offer as something new and cutting edge, as an opportunity to learn or develop new skills, explore other cultures or a chance to socialise, meet new people and spend time with friends could all be fruitful.

The fact that this group are already active suggests that in-venue marketing is a key way to reach this group. However, they are also keen internet users and online communications could be an effective way to engage with **Urban arts eclectics**.
Their demographics

- typically young – half aged under 35 – without any children in the household
- typically affluent, working full-time in managerial or professional jobs; a fifth are still in full-time study
- highly educated, with three fifths holding higher educational qualifications
- most live in urban areas, with over a quarter living in London
- a higher than average proportion - around a sixth - are from Black and minority ethnic backgrounds

Their media

TV
They do not watch a great deal of TV, being most likely to tune in to watch films, news and current affairs, dramas, documentaries, arts or educational programmes on BBC1, Channel 4, E4, ITV1 and BBC2. Popular programmes include Have I Got News For You, BBC Ten O’Clock News, The Simpsons and Top Gear.

Radio
They are also fairly light radio listeners, taking an interest in the news and current affairs programmes, as well as Radio 4 comedy, sports and live in-studio bands.

Press
Many read newspapers every day, including weekends (e.g. Sunday Times, Daily Mail on Saturday) to keep up with local, national, European and international news.

Magazines
They also occasionally read magazines, with topics of interest including national news, arts, books and music. Popular magazines include National Geographic, Sky magazine, and store magazines from Tesco and M&S.

Internet
They are confident internet users, and are keen on shopping online. They also spend time online reading the news, emailing, banking, buying music, looking at travel sites or checking cinema listings and the weather forecast.

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, with an interest in a range of genres, from action adventures, thrillers and romantic comedies to foreign films, period dramas and documentaries.

Word of mouth
They typically talk to people about clothes, food, healthy living, alcoholic drinks and mobile phones.

Data sources: Taking Part survey 2005/06; Fused Taking Part survey 2005/06 and GB TGI 2007
Target Group Index © BMRB
Profiling by Enlightenment (BMRB)
Traditional culture vultures
At a later stage of life and having attained a high standard of living, **Traditional culture vultures** have time to devote to their leisure interests – in addition to arts and culture, they enjoy gardening, trying new recipes, spending time with their family and travelling. Health conscious, they also make it a priority to exercise weekly.

**Their leisure**

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

They enjoy the outdoors and occasionally go on days out to visit garden shows, castles, archaeological sites, zoos and safari parks, or spend an afternoon bird watching. They also exercise weekly, favouring low impact activities such as walking, swimming, aerobics, golf and cycling.

In the evenings, they regularly attend arts and cultural events. Drawing on their substantial financial means they also eat out regularly, and take at least two holidays a year.

As shoppers, they are ad-resistant and tend to stick to ‘tried and tested’, high-quality products and brands. A typical shopping trip might take them to a wide range of retail outlets, including Marks & Spencer (for both food and clothes), John Lewis, Waitrose, Tesco, Sainsbury’s, Boots, WH Smith, Clinton Cards, Superdrug, Debenhams, Holland & Barrett or B&Q (for DIY or gardening products).

**Their arts**

- **Traditional culture vultures** are keenly interested in the arts, having been encouraged to engage from a young age
- they form the core, loyal audience base of several more traditional arts events including opera, ballet, plays and dramas, 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, photography, 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 their favourite events. The challenge will be getting them to try out something new, given their tendency to stick to the ‘tried and tested’. One way to encourage them to try new things could be through multi-ticket offers, introducing one more ‘experimental’ item in an otherwise familiar mix of outings. Positioning the opportunities as high quality, with endorsement from arts professionals and critics is also likely to be effective.

As they are already frequent attenders, in-venue marketing is a key way to reach this group. Targeted radio and online communications could also be effective.

**Their demographics**

- the majority of this group – nearly two thirds – are women
- typically older – two thirds aged 45–74 – living with a partner and without any children in the household
• the majority report good health
• almost exclusively from a white ethnic background
• highly educated, with two thirds holding higher educational qualifications
• typically affluent owner-occupiers who work/last worked in managerial or professional jobs
• a higher than average proportion - just over a quarter - live in rural areas

Their media

TV
They watch relatively little TV (mostly up to 20 hours per week). They typically watch BBC1, BBC2 and UKTV Drama, showing interest in the news, documentaries and educational programmes and TV drama. Among their favourite programmes are BBC Six O’Clock and BBC Ten O’Clock News, BBC1 early evening regional news, and Have I Got News For You.

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, gardening, business and finance. Their favourite programmes include The Today Programme, Classic FM Requests, Official Classic FM Chart and comedy programmes on Radio 4.

Press
The majority read newspapers everyday, with an interest in national news, local news, European news, the environment, and content on art, books, music and theatre. The papers they typically read include The Sunday Times, The Sunday Times Magazine, Daily Mail and Daily Mail (Saturday).

Magazines
The majority read one or two magazines a month, such as Your M&S, Tesco or Sainsbury’s Magazine and Good Housekeeping.

Internet
Their internet usage is high, with the majority going online every day, mainly for searching information on travel, weather, news and health, and to access information on events. Their online purchases revolve around travel, books and buying tickets to events.

Outdoors
When out and about, they have exposure to roadside posters and posters on buildings, on buses, in shopping malls, at supermarkets and on petrol pumps.

Cinema
Frequent or at least occasional cinema-goers, they prefer period dramas, adventure films and comedies.

Data sources: Taking Part survey 2005/06; Fused Taking Part survey 2005/06 and GB TGI 2007
Target Group Index © BMRB
Profiling by Enlightenment (BMRB)
Some engagement
Fun, fashion and friends
**Fun, fashion and friends** are in the early stages of developing their career or just starting families. In their leisure time, they like to indulge their interests in fashion, travel and cuisine. They relish seeking out new experiences and are willing to pay for quality. However, they are also very environmentally aware and this is reflected in their choice of brands.

### Their leisure

Fun, fashion and friends make time for socialising with their friends and partners at pubs, bars or over a meal. With a penchant for anything ‘new’, they like trying out a variety of cuisines.

They pay attention to their fitness and exercise regularly by swimming, cycling, jogging or going to the gym.

Keenly interested in fashion, they shop regularly for the latest trends – you might typically find them shopping for clothes at Marks and Spencer, Debenhams, Next, Primark, New Look and Dorothy Perkins, buying toiletries at Boots and things for the home at BHS, Homebase, B&Q and IKEA.

### Their arts

- Fun, fashion and friends express an interest in the arts, typically having received encouragement to attend arts events and participate in arts activities when growing up
- their attendance typically consists of infrequent visits (once or twice a year) to more ‘mainstream’ arts events, including musicals, pantomime and plays, rock or pop concerts and art exhibitions
- many of them also engage with creative hobbies in the leisure time, the most popular activities including 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 successful among this group. Keen followers of media and celebrity news, they might also respond to endorsements from high-profile media campaigns and celebrities. Making things available for last-minute booking or late night activities could also ease the pressures created by work and family commitments and widen the range of opportunities that they are able to engage with.

In general, this group is already engaged with and has a positive attitude towards the arts – the challenge is not about convincing them to engage, but finding appropriate communication channels to remind them to go more often, and about creating more arts opportunities that fit with their lifestyle and interests.

### Their demographics

- the majority of this group – nearly two thirds – are women
- skew to younger age groups, with two fifths aged 16–34
- three fifths live with a partner; a third have children in the household
- mostly white
- typically well educated, with two fifths holding higher educational qualifications
- average income profile, with a slightly higher than average proportion in managerial and professional jobs
Their media

TV
They watch a reasonable amount of TV (mostly up to 20 hours a week), with a particular affinity with entertainment channels such as E4, Sky Movies and Living. The programmes they enjoy include Friday Night with Jonathan Ross, Grand Designs, Nevermind the Buzzcocks, Parkinson and Property Ladder.

Radio
Average radio listeners, they are most likely to listen to music charts, chat programmes and entertainment, with their favourite programmes including The Chris Moyles Show, Jonathan Ross, Jo Wiley, Chris Evans, The Official Chart Show and Saturday Live. They also keep up with the news and current affairs with programmes such as Newsbeat, The Today Programme and Woman’s Hour, and enjoy light entertainment such as comedy on Radio 4 and The Archers.

Press
The majority read papers at least a couple of days a week, with most interest in leisure and lifestyle related content: food and drink, entertainment guides, film and video reviews, health and fitness topics.

Magazines
This group buys magazines to keep up with celebrity news and to read about clothes, fashion and entertainment. In addition to supermarket and store magazines (ASDA and Tesco), the magazines they are more likely than average to read include Boots Health & Beauty, Heat, OK!, Now, Reveal, Closer, Cosmopolitan, Glamour, Elle and Good Housekeeping.

Internet
This group uses the internet to socialise: they are keen on making calls online, online dating and social networking. They also use the internet to view cinema listings, for online film rentals and to find information on specific TV channels or programmes.

Outdoors
They are exposed to outdoor advertising daily during their commute – they notice posters at railway stations, on the Underground and on taxis.

Cinema
Mostly occasional cinema-goers, they have wide ranging tastes with a preference for romantic comedies, comedies and fantasy films.

Word of mouth
Word of mouth is an important communication medium for this group – they are early adopters of new products and talk about a wide array of products to their friends and family.

Data sources: Taking Part survey 2005/06; Fused Taking Part survey 2005/06 and GB TGI 2007
Target Group Index © BMRB
Profiling by Enlightenment (BMRB)
Mature explorers
**Mature explorers** 11% of English adults

**Curious, inquisitive and active, Mature explorers** seek out new experiences through travel, trying out different cuisines and learning about different cultures. They keep up to date with current affairs and the news and seek to develop balanced opinions, displaying environmental and social awareness through their purchase decisions and lifestyle choices. Neither faddish nor brand-conscious, they are more practical in their spending habits and tend to opt for the ‘tried and tested’ approach.

**Their leisure**

*Mature explorers* like spending time outdoors, surrounded by nature, gardening and bird watching. They also enjoy days out, for instance taking a trip to a garden show, castle, archaeological site or safari park.

They enjoy visits to the pub, going to the cinema, doing DIY in and around the house, spending time on the internet and watching TV. They keep in shape by doing low-impact exercise such as walking, swimming and jogging.

They holiday once or twice a year, either exploring nearby regions or venturing further from home for new experiences and cultures in places such as the USA, Africa and Asia.

As consumers they are mature, rational and rather ad-immune, with a tendency to opt for the ‘tried and tested’. They characteristically shop at Marks and Spencer, Holland & Barrett, Homebase, Tesco, Clarks and John Lewis.

**Their arts**

- *Mature explorers* attend art and craft exhibitions, street arts and carnivals – arts events which fit their ‘outdoorsy’ and active lifestyle
- many are happy to engage with arts opportunities when they come across them, but are unlikely to specifically plan to go – their other interests usually take priority
- they are not particularly inclined to take part in artistic activities themselves, with only low levels of interest in photography, painting and drawing and textile crafts

**Engaging with Mature explorers**

*Mature explorers* are open to new experiences and engaging with the arts when they come across them. A key strategy for engaging with this segment could therefore be through providing arts opportunities in contexts where they are likely to encounter them. Displaying sculpture outdoors in gardens or heritage sites, holding art or craft exhibitions 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 have new experiences or explore different cultures could be a good way to appeal to this segment. 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 – for example drawing on the historical, conceptual or environmental context of the artwork.
**Their demographics**

- an equal gender mix
- typically middle-aged, with almost two in five aged 45–64
- the majority live with a partner with no live-in children
- mostly white
- the majority report good health
- a higher than average proportion – a quarter – live in rural areas
- comfortably off, with a skew to higher levels of education and professional and managerial jobs

**Press**
The majority of this group read newspapers every day. They tend to read the Daily Mail, Guardian, Daily Telegraph and Metro, being most interested in articles on the arts, music, holidays, home and gardens, business and the environment.

**Magazines**
They typically read only one or two magazines a month, expressing an interest in National Geographic, RSPB’s Birds, general women’s magazines and supermarket magazines.

**Internet**
Most of this group access the internet every day, mainly for general research and to search information on travel, business and motoring, with some also showing an interest in blogging and downloading music.

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

**Cinema**
With average levels of cinema attendance (most going at least a couple of times a year), they tend to opt for comedies, action films or thrillers, as well as showing a higher than average interest in period dramas, foreign films, war films and documentaries.

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Data sources: Taking Part survey 2005/06; Fused Taking Part survey 2005/06 and GB TGI 2007

Target Group Index © BMRB

Profiling by Enlightenment (BMRB)
Dinner and a show
Arts audiences: insight

Illustration: Andy Smith
Dinner and a show are comfortable with what they have acquired in life. Having progressed to a relatively high position in their work place and approaching retirement, they have accumulated sufficient wealth to enjoy the fruits of their labour.

With a relaxed approach to money management, they are young at heart and like to enjoy life – eating well, travelling, and occasionally splashing out on large purchases.

Their leisure

In their leisure time, Dinner and a show enjoy relaxing at home, watching the news and sport on TV, listening to the radio, reading books or the financial, sports and travel sections of the paper and spending time with their family. Physically active, some of them actively take part in sports such as football, rugby, boxing and golf. They also enjoy trying their luck on the Lottery and sports betting.

They like to eat well and spend time with their friends. Their occasional outings typically take the form of relaxing trips to parks or gardens, or excursions to theme parks and air shows, perhaps with their grandchildren. They have the means to holiday regularly and tend to venture outside the UK, showing a particular preference for trips to Europe.

Relaxed with money management, they occasionally make large purchases. Their typical shopping destinations include Morrisons, PC World, Sports World and B&Q.

Their arts

- the arts do not play a key role in the everyday life of this group
- attending arts events is an infrequent, special occasion in their social calendar
- they have a tendency to stick to the ‘tried and tested’ in the arts: they attend live music events such as rock and pop concerts, theatre and musicals, with low levels of interest in other types of arts events
- they are not particularly likely to consider themselves as ‘creative’, and have low levels of active participation in arts activities

Engaging with Dinner and a show

Infrequent attenders 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. Arts activities that they can enjoy with their grandchildren might also hold appeal to some among this group. Working to ensure that these types of opportunities are available locally across the country, either through resident venues or touring productions, is important.

Targeted multi-ticket offers might encourage this group to attend more often. Bundle offers (eg ‘4 for 3’), combining mainstream events with one more adventurous activity, could also reduce the financial risk of trying out something different. In addition to marketing routed via large-scale venues, internet is a key communication media for this group – they are likely to search for opportunities and book tickets online.
Their demographics

- a slightly higher proportion of men than women
- typically middle-aged, with almost two in five aged 45–64
- the majority live with their partners with no children in the household
- comfortably off, with an average education profile and a skew towards higher levels of occupation

Their media

TV
This group is most likely to watch news and current affairs on BBC1 and ITV1 and sport on sports channels such as Sky Sports. Among their favourite programmes are BBC early evening regional news, BBC Six O’Clock and Ten O’Clock News, ITV evening news, Match of the Day, the Champions League and Rugby Union.

Radio
They are most likely to tune in to listen to music shows (eg Radio 1’s Chart Show) and chat and entertainment programmes (eg Wake up to Wogan, The Chris Moyles Show, Jo Wiley, Chris Evans). They also enjoy 5 Live Sport and Radio 1’s Newsbeat.

Press
Most read newspapers regularly. They have a particular affinity with the weekend papers, particularly the sports and travel supplements.

Magazines
They read supermarket and store magazines such as those produced by Asda, Tesco and Boots (Health & Beauty), as well as entertainment and leisure publications such as Sky magazine, FHM, Nuts and the RSPB’s Birds.

Internet
The majority access the internet on a daily basis, with a focus on financial and sports content. They also purchase books and tickets online.

Word of mouth
Word of mouth is an important communication media for this group across a wide range of topics.

Data sources: Taking Part survey 2005/06; Fused Taking Part survey 2005/06 and GB TGI 2007
Target Group Index © BMRB
Profiling by Enlightenment (BMRB)
Family and community focused
Family and community focused 11% of English adults

Typically in their 30s and 40s, with a strong sense of community and family. Having built a comfortable nest with their moderate financial means, the Family and community focused segment’s priorities lie with their children, connecting with the local community and holding on to their cultural roots. Food plays an important role in their lives, bringing people together and often acting as an expression of their culture and heritage.

Their leisure

Juggling work and family commitments, Family and community focused like to spend a lot of their free time at home with their children and family. They enjoy entertaining people at home, and can often be found in the kitchen or at the dining table cooking and feasting with family or friends. At the end of a day they might wind down by watching TV, having friends around, reading a book or going for a cycle ride or a run. They also like to try their luck by playing the Lottery.

Occasionally they like going to the cinema, sightseeing or trips to amusement parks. For holidays they sometimes venture overseas but are usually more inclined to take short trips around the United Kingdom.

To get things for the house, their family and themselves, they typically shop at retail outlets such as Argos, Next, Superdrug, Asda/George, Woolworths, Tesco, IKEA, Halfords, New Look, Birthdays, Clarks, Debenhams and Primark.

Their arts

- while the arts are not a central part of their lives, they engage through occasional visits to family-friendly arts events
- carnivals are by far the most popular, but they also attend musicals, pantomime and plays, craft exhibitions, street arts and culturally-specific festivals (eg Mela, Baisakhi, Navratri)
- their attendance tends to be infrequent – an annual trip to the carnival for instance, or once or twice a year at other types of events
- they are the most likely segment to cite spending time with friends and family, accompanying children and supporting local community as reasons for attending arts events
- they are generally unlikely to take part in creative activities themselves, although a few engage in textile crafts and computer art or animation

Engaging with Family and community focused

Successful strategies for engaging with this group could tap into their key drivers of family and community, positioning arts opportunities as: a fun and social outing for both adults and children; an educational or developmental opportunity for children; a chance to spend time with friends and family or an opportunity to get involved in the local community. Participatory arts that they could take part in as a family group might also appeal. Keeping activities free of charge or low cost would help by reducing the 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 reassuring but unpatronising.

**Their demographics**

- a higher than average proportion – just over a quarter – aged 35–44
- typically moderate means, with an average income, education and occupational profile
- a higher than average proportion – around a fifth – work part time
- almost half have children in the household, with just under a third having more than two children in the household
- a higher than average proportion - a quarter - live in rural areas
- a higher than average proportion – around an eighth – are from Black and minority ethnic backgrounds, with a particularly high proportion from Asian backgrounds

**Their media**

**TV**
This group watches an average amount of TV, with a higher than average propensity to tune in to movie and lifestyle channels including Film4, Living and Sky Movies. They typically watch lifestyle, chat and motoring shows, with their favourite programmes including Top Gear, Friday Night with Jonathan Ross, This Morning and Lost.

**Press**
While not among the most regular readers, the majority of this group say they read a paper at least a couple of days a week, showing a higher than average interest in celebrity news and articles about baby and childcare.

**Magazines**
This group characteristically shows interest in supermarket magazines, particularly those with a focus on food (eg Sainsbury’s, Somerfield and Waitrose). Other topics of interest include nature and animals as well as baby and childcare.

**Cinema**
This group’s movie choices appear to be influenced by their children, with a high affinity with animation, fantasy and children’s films.

**Word of mouth**
This group talks to people about a range of topics, including food and healthy living, clothes and household products.

Data sources: Taking Part survey 2005/06; Fused Taking Part survey 2005/06 and GB TGI 2007

Target Group Index © BMRB

Profiling by Enlightenment (BMRB)
Bedroom DJs
Bedroom DJs 3% of English adults

In their late teens or 20s, still living with their parents or just flown the nest, Bedroom DJs are either starting out in low-levels jobs or still finishing their studies. They aspire to more in life, feeling that their present circumstances do not live up to their expectations and those of their families.

With few commitments, they tend to spend impulsively even though they are financially strained. Appearance and brand-conscious, they spend much of their time and money on shopping, socialising and entertainment.

Their leisure

In their free time Bedroom DJs watch lots of TV, visit social networking, blogging and dating websites, and spend time with their friends going to pubs, bars and clubs or the cinema. They also make time for fitness, going to the gym or playing football. Limited by financial constraints, they take holidays infrequently, most typically opting for short breaks in London.

Brand-conscious, they enjoy shopping, particularly for fashionable clothes. They typically shop for clothes at New Look, Next, Primark, Matalan, Topman, Burtons, Peacocks and River Island, pick up their groceries at Asda, and they are also more likely than average to shop at Argos, Superdrug, Birthdays, Woolworths, JJB Sports and Sports World.

Their arts

• Bedroom DJs express low levels of interest in ‘the arts’ and do not currently attend any arts events
• instead, they engage with the arts by actively taking part in creative activities
• most popular activities among this group include computer art and animation, playing a musical instrument, painting and drawing, writing music, stories or poetry and dancing
• many of these activities are typically solitary and home-based – hence the segment name ‘Bedroom DJs’
• they are also very active cinema-goers and show an interest in music

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 their existing areas of interest – for example cinema, fashion, contemporary popular music and the latest technology. Opportunities that provide a chance to actively participate or interact, or activities cut into ‘bitesize chunks’ might also appeal to them. 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’). Endorsement from brands, celebrities, fashion icons or other people they look up to could also be a way to get their attention. Key media to consider include TV, radio, cinema and online communications.

Their demographics

• aged 16–29
• mostly unmarried
• a high proportion – nine in ten – live in urban areas
• the majority are educated to GCSE or A-level, with around a quarter still in full-time study
• those who work are typically in routine jobs, with a fifth working part time
• limited financial means, with over half on an annual income of less than £10,000
• the most ethnically diverse segment – a quarter are from a Black and minority ethnic background, with those from Asian backgrounds particularly likely to belong to this group

Their media

TV
Heavy TV viewers, they watch a range of programmes both during the day and in the evenings, including sports, soaps, music programmes, chat shows, reality TV shows, motoring programmes, daytime entertainment and programmes involving real-life stories. Key channels include Five, Channel 4 and digital channels such as MTV, Smash Hits, E4 and Sky Movies, and programmes they typically watch include The Simpsons, Match of the Day, EastEnders, Emmerdale, Top Gear, Deal or No Deal and The Jeremy Kyle Show.

Radio
They are mostly light radio listeners. When they do tune in they are most likely to listen to radio music shows (eg Hit 40 UK) and chat and entertainment programmes (eg The Chris Moyles Show, Jo Wiley, Friday Night Kiss). They particularly enjoy music request shows, showbiz and entertainment features.

Press
This group typically reads The Sun, News of the World, Daily Star and free papers such as the Metro. Topics of interest include fashion, real life stories, film and sports.

Magazines
Keen magazine readers, they read magazines to keep up with fashion, trends and the latest gossip, to follow TV programmes and to read real-life stories and horoscopes. This segment also has higher than average readership of ‘lad’s magazines’ and some also take an interest in baby and childcare magazines.

Internet
Active internet users, they use the internet for virtual socialising (instant messaging, online dating), accessing music sites, blogging and playing games.

Outdoors
They are most likely to notice outdoor media when shopping and socialising (advertisements in shopping centres, pubs and clubs, free postcards) and on public transport (advertisements at bus stops, in buses and taxis, on the Underground and at railway stations).

Cinema
They are very frequent cinema-goers and also watch films on TV. Their favourite film genres include comedy and teenage comedy, horror, science fiction and fantasy.

Word of mouth
This group is likely to talk to people about a range of topics, including clothes, alcoholic drinks, toiletries, cars, TV, video and audio equipment and mobile phones.

Data sources: Taking Part survey 2005/06; Fused Taking Part survey 2005/06 and GB TGI 2007
Target Group Index © BMRB
Profiling by Enlightenment (BMRB)
Mid-life hobbyists
Mid-life hobbyists are often time-pressured, juggling work and family commitments. They tend to spend what free time they have at home, relaxing and spending time with their family, at weekends perhaps gardening, reading, or doing DIY. They enjoy shopping but are budget-conscious, often prioritising price over quality.

Their leisure

Outside of work hours, Mid-life hobbyists spend most of their time at home. If not occupied with the family, they like relaxing by watching TV, reading or listening to music. They are always looking for new ideas to improve the home and enjoy gardening and doing DIY around the house. Occasionally they might also play the Lottery or bingo.

At weekends you might find them shopping, on the hunt for bargain buys for the household, clothes for the family or toys for the children. The shops they typically frequent include Asda/George, Marks and Spencer, Argos, Woolworths, Matalan, Tesco, Next, Primark and Clarks.

Occasional outings tend to be centred around the children, consisting of trips to theme parks or zoos and camping trips. They holiday once or twice a year, generally within the United Kingdom or in Europe.

Their arts

- Mid-life hobbyists do not currently attend any arts events, most often citing lack of time as their main reason for not going
- they engage in the arts through home-based creative hobbies
- the most popular activities among this group include computer art or animation, textile and wood crafts, painting or drawing, photography and playing a musical instrument
- many of these activities can be done with children and this group is more likely than average to cite accompanying children as a reason for doing arts activities

Engaging with Mid-life hobbyists

While 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 considerable 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 which don’t require considerable planning or advanced booking. Affordability is also important, and events and activities targeted at this group should be low-cost and value for money. There are also opportunities to build on this group’s current participatory activity, and events that include participatory or interactive elements might appeal.
Their demographics

- aged 30–59
- half have children in the household
- typically work full-time, with a higher than average proportion – a fifth – in routine jobs
- skew to lower levels of education
- moderate or limited financial means

Their media

TV
The majority of this group watch a lot of TV – more than 20 hours a week – typically BBC1, ITV1, Five and Channel 4. They mainly watch TV drama, soaps, entertainment, comedy and the news, favourite programmes including BBC Six O’Clock News, EastEnders, Heartbeat and Doctor Who.

Radio
The majority do not listen to very much radio (less than 10.5 hours a week). When they do they are most interested in news and current affairs programmes and sports shows.

Press
Most read papers daily, with an affinity with The Sun, News of the World and Daily Mail. They are interested in national and local news, TV programme listings, sports, crosswords and puzzles.

Magazines
The majority read one or two magazines a month, most typically TV and supermarket magazines.

Internet
The majority of this group access the internet every day, mainly for finding information on travel, weather, employment opportunities and cinema listings.

Outdoors
Average exposure to outdoor media, including posters on roadsides, buildings, buses, bus shelters, petrol pumps, outside phone booths and in shopping malls and supermarkets.

Cinema
Mostly occasional cinema-goers, they favour adventure, action and comedy films.

Data sources: Taking Part survey 2005/06; Fused Taking Part survey 2005/06 and GB TGI 2007
Target Group Index © BMRB
Profiling by Enlightenment (BMRB)
Retired arts
and crafts
time on their hands
PLANNERS
AGEING
health conscious
home comforts
PRACTICAL CONTENT
WISDOM and
EXPERIENCE
Retired arts and crafts 3% of English adults

Home-loving and practical, Retired arts and crafts favour a regular routine and a slower pace of life. They are socially conscious and ethically responsible.

Good health is of utmost importance to this group, so they are watchful of their diet. They are prudent with their money, budget carefully and look out for special offers. That said, they will not hesitate to pay for quality and for well-established brands.

Their leisure

Retired arts and crafts spend a lot of their free time at home. They like to watch TV, read, cook and do DIY. They also really enjoy spending time outdoors gardening.

If they venture from home, it might be to attend a garden show or to play a game of bingo. Holidays involving little physical exertion, such as cruises or coach tours, are preferred, and they tend to visit English regions or Wales rather than going overseas.

When shopping, they look out for offers and tend to stick with ‘tried and tested’ products, typically shopping at Wilkinsons, Holland & Barrett, Bonmarché, Somerfield and Bhs.

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 other types of crafts, playing an instrument and photography
- they are currently unlikely to attend any arts events, most often citing poor health and lack of interest as their main reasons for not going

Engaging with Retired arts and crafts

While this group is already engaged with arts and crafts as part of their home-based leisure, attending arts events does not fit into their current lifestyles. Organised group trips to events, including transportation to and from the venues, might be effective in appealing to this group, echoing their holiday preferences for low-exertion, collective activities. Recognising the barriers to engagement is also important for this group, particularly the impact of poor health. Therefore, supporting home-based crafts activities and ensuring there are opportunities to continue or expand these interests through local groups and networks might prove effective for engaging this group.

Their demographics

- aged 60 or over
- a higher than average proportion of this group – two thirds – are women
- almost entirely from a white ethnic background
- live without children in the household; just over a half are married and live with their spouse, a third are widowed
- a higher than average proportion – a quarter – live in rural areas
- a higher than average proportion – around a half – report fair or poor health and have a limiting long-term disability, illness or infirmity
- most are not currently working
- skew to lower levels of education and intermediate and lower occupations
• moderate or limited financial means: lower than average income profile, nearly three quarters live in owner-occupied accommodation

Their media

TV
Heavy TV viewers, they most often choose to watch TV dramas, soaps and the news. Among the programmes they are most likely to watch are BBC Six O’Clock News, BBC1 early evening regional news, A Touch of Frost, Midsomer Murders, Antiques Roadshow, Coronation Street and Emmerdale.

Radio
The majority are light to medium radio listeners (up to 28 hours a week), most often choosing to listen to the news or current affairs programmes, gardening programmes, music request shows and Wake Up to Wogan.

Press
The majority read papers every day, such as the Daily Mail, Mirror and Daily Telegraph. They are interested in reading about a range of topics including national news, local news, TV programme listings, crosswords and puzzles, home and garden, nature and animals, cooking, food and drink, health, knitting and sewing.

Data sources: Taking Part survey 2005/06; Fused Taking Part survey 2005/06 and GB TGI 2007
Target Group Index © BMRB
Profiling by Enlightenment (BMRB)
Not currently engaged
Time-poor dreamers
LIVING ABOVE THEIR MEANS
TIME-POOR
SALE
DREAMS & ASPIRATIONS
BUSY PARENTS
GOING OUT, NOT STAYING IN
LIVE IN THE PRESENT
IMPULSIVE SHOPPER
BUY BARGAINS

Illustration: Crush
Time-poor dreamers 7% of English adults

Early or mid career, often juggling work and family commitments, **Time-poor dreamers** are busy, budget-conscious and short-term oriented, living in the moment while aspiring for more in their life and career in the future. Often influenced by advertising, they are impulsive shoppers and spend readily on clothing while saving on household necessities.

**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. Many of them play the Lottery regularly, in the hopes of ‘striking it rich’.

They like shopping for bargains – you might typically find them shopping at Argos, JJB Sports, Primark, George at Asda or Iceland. Occasionally they might also go to the cinema.

When at home they prefer to wind down and relax by watching TV. Busy at work and, for many, taking care of their children, they have little time for cooking and often opt for take-away foods.

**Their arts**

- **Time-poor dreamers** engage with popular culture by listening to music charts on the radio (eg Hit 40 UK), going to the cinema and watching TV
- they do not currently attend arts events or actively take part in any creative activities
- 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 current lifestyle

**Engaging with Time-poor dreamers**

As many of them have children, **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. Competitions or talent shows and activities involving celebrities, or linked to relevant brand names might also be good ways of engaging with this group.

In general, positioning the arts as something ‘fun’ or as ‘entertainment’ is likely to be more effective than emphasising the aesthetic, intellectual or educational aspects of artistic experiences. Other considerations could include:

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

**Their demographics**

- a younger segment, with two fifths aged 16–34
- two fifths – a higher than average proportion – have one or more children in the household
- they are typically educated to a limited degree, working full time in a routine, semi-routine or a lower supervisory job and earning an average salary
- most live in urban areas, with a fifth living in London
• a higher than average proportion of this group - around a sixth - are from Black and minority ethnic backgrounds

Their media

TV
Heavy TV viewers, they watch a range of programmes from soaps to sport and game shows, with the highest preference for ITV and digital channels. Their favourite programmes include EastEnders, Emmerdale, Deal or No Deal, Crimewatch, DIY SOS and the Jeremy Kyle Show.

Radio
They are lighter radio listeners than other groups and tend to tune in to music charts (eg Hit 40 UK) and sports shows (eg Kick Off on talkSPORT).

Press
They keep up with the world by reading newspapers, taking the most interest in real-life stories, gossip, features on baby and childcare and job advertisements. The papers they read the most include The Sun, News of the World, The Daily Mirror and The Daily Star.

Magazines
They read magazines to check TV listings, keep up with gossip and read real life stories, with favourite magazines including Sky The Magazine, Take a Break, What’s on TV and Closer.

Internet
They use the internet mostly for keeping in touch with friends and family, playing games online and downloading films.

Outdoors
They have relatively low exposure to outdoor media. Overall they are most likely to notice advertising on large screens, in shopping centres or material displayed on cash machines.

Cinema
Many go to the cinema from time to time, typically opting for thrillers, science fiction and horror films.

Data sources: Taking Part survey 2005/06; Fused Taking Part survey 2005/06 and GB TGI 2007
Target Group Index © BMRB
Profiling by Enlightenment (BMRB)
A quiet pint with the match
A quiet pint with the match 8% of English adults

With many of them approaching retirement or no longer working, **A quiet pint with the match** are content with their lot in life and are not seeking change. In their leisure time they like spending a lot of time at home, or you might find them having a drink with friends at their local.

Their leisure

They occasionally go out for a drink at the pub, and many also enjoy fishing. Overall, however, they prefer a quiet night in to going out and spend a lot of their free time at home.

They name watching TV as their favourite pastime, watching a range of programmes – especially sport, soaps, game shows and quizzes.

They also make time for reading the paper every day, and many use the internet regularly in their leisure time.

They are not particularly keen on shopping, typically picking up their necessities at Iceland, Morrisons or Asda and making sports-related purchases at Sports World.

Their arts

- they typically received a low level of encouragement to attend and participate in the arts when young

Engaging with A quiet pint with the match

‘The arts’ are an unfamiliar concept for this group and will need to be positioned as part of a broader leisure opportunity. Strategies that position arts engagement as a chance to contribute to the local community, make use of their skills (eg manual or craft skills), 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 – partnerships with other providers could be key in reaching this group.

In all these cases it is important to keep the tone of communications informal and unpatronising. For example, place communications in pubs, community venues and local media. Communicating through existing local networks of neighbours, colleagues or friends is also likely to be an effective way to engage with them.

Their demographics

- the majority of this group – two thirds – are men
- typically older, with a quarter aged over 65
- the majority live with a partner with no children in with household
- typically have limited financial means, a low level of education and work/used to work in routine or semi-routine jobs – half of them are not currently working
- more likely than average to live in the north of England (North East, North West, Yorkshire)
Their media

TV
Heavy TV viewers, they watch a range of programmes, particularly on BBC1, ITV1, Five, Sky Sports News and other digital channels, and prefer sport, soaps, game shows and quizzes and light entertainment. Their favourite programmes include Coronation Street, Emmerdale, Match of the Day, Deal or No Deal and Crimewatch UK.

Radio
They are relatively light radio users (less than 10.5 hours a week), with most interest in sport programmes such as Kick Off and John Gaunt, both on talkSPORT.

Press
Most of them read newspapers every day, to keep up with local and national news and the latest in sport and to check TV listings. The papers they are most likely to read include The Sun, News of the World and The Daily Mirror.

Magazines
Once or twice a month they might also read a magazine, with favourites including Loaded, Auto Trader and TV Times.

Internet
The majority access the internet every day, typically to visit chatrooms or forums, play online poker and casino games or download films.

Outdoors
A higher than average proportion of this segment are light commuters (0–3.5 hours per week) and they mostly notice advertising on buses, at bus stops and advertising hoardings on the roadside or on buildings.

Cinema
Some go to the cinema on occasion. The genres they are most likely to see include comedy, horror, action and adventure, with some also showing a preference for disaster films and martial arts films.

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

Data sources: Taking Part survey 2005/06; Fused Taking Part survey 2005/06 and GB TGI 2007
Target Group Index © BMRB
Profiling by Enlightenment (BMRB)
Older and home-bound
In their senior years, the Older and home-bound group are generally content with 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.

They are careful with money and prefer to have things planned out, so they are more inclined to stick with ‘tried and tested’ and well-established brands.

Engaging with Older and home-bound

To appeal to their current lifestyle, arts activities could be positioned as an opportunity for seeing and meeting people, as an enjoyable pastime and distraction, or as a way to promote mental alertness and general well being. 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.

Their leisure

Most of their spare time is spent at home engaged in sedentary activities such as watching TV, reading, listening to music and spending time with friends and family.

In general, they spend little time outdoors, but they might occasionally do some gardening and go shopping for basic needs – they typically shop at Morrisons, Wilkinson and Bonmarché. They tend to holiday in nearby regions and they prefer coach tours and cruises.

Their demographics

• the oldest segment, with two in five aged over 75
• the majority have no live-in children; around a quarter are widowed, half live with a partner
• the majority are not currently working and many have very limited financial means: a third live in socially rented accommodation
• two thirds report having either poor or fair health and having a long-standing limiting disability, illness or infirmity.

Their arts

• while many in this group take opportunities to engage with art and culture by reading and listening to music, they 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
• lack of transport/difficulty getting to arts venues is also cited by some in this group as a barrier to attending any arts events

Their media

TV
They watch a lot of TV, being most likely to tune in to BBC1 or ITV1 to watch TV drama, soaps, the news and serials. Their favourite programmes include BBC Six O’Clock News, Touch of Frost, Midsomer Murders, Antiques Roadshow, ITV Evening News, Coronation Street and Emmerdale.
Radio
The majority are light or medium radio listeners (up to 28 hours a week), typically tuning in to listen to the news or current affairs programmes and gardening programmes.

Press
Most of them read the paper every day, taking an interest in local and national news and TV listings, and many also enjoy completing the crosswords and puzzles. They typically opt for the Daily Mail, the Mirror, News of the World, The Sun, or the Take it Easy magazine accompanying The People.

Data sources: Taking Part survey 2005/06; Fused Taking Part survey 2005/06 and GB TGI 2007

Target Group Index © BMRB

Profiling by Enlightenment (BMRB)
Limited means, nothing fancy
“PREFER TO STICK WITH THE FAMILIAR INSTEAD OF EXPERIMENTING.”

“TYPICALLY SHOP AT ICELAND, WOOLWORTHS, PRIMARK AND HALFORDS.”

“LEISURE TIME IS ALL ABOUT HAVING A BREAK AND CHILLING OUT WITHIN THEIR LIMITED MEANS.”

“MORE LIKELY THAN ALL OTHER SEGMENTS TO CITE PRACTICAL REASONS AS BARRIERS TO ENGAGING WITH THE ARTS, INCLUDING HIGH COST, LACK OF TRANSPORT AND LACK OF OPPORTUNITIES TO ENGAGE NEAR WHERE THEY LIVE.”

INDIVIDUALISTIC

NON-EXPERIMENTAL

REBELLIOUS

UNCOMPPLICATED

BUDGET-CONSCIOUS

SHORT-TERM ORIENTED

“ENJOY NIGHTS OUT HAVING DRINKS, AND ALSO PLAY SNOOKER, POOL, WATCH TV, LISTEN TO MUSIC AND SPEND TIME WITH THEIR FRIENDS.”

“TEND TO AVOID COMPLICATIONS OR ANYTHING THEY PERCEIVE AS ‘TOO FANCY’”

“MIGHT ALSO OCCASIONALLY BET ON HORSE RACING, FOOTBALL POOLS, OR GO FISHING.”

Illustration: Patrick Duffy
Limited means, nothing fancy 2% of English adults

Limited means, nothing fancy prefer to stick with the familiar instead of experimenting, and tend to avoid complications or anything they perceive as ‘too fancy’. Somewhat rebellious and individualistic, for them leisure time is all about having a break and chilling out, within their limited means.

Their leisure

In their free time they like to chill out and have a break from their daily routine. They enjoy nights out having drinks and playing snooker with their friends. They might also occasionally bet on the horses or football pools or go fishing.

Holidays are made for relaxing, to enjoy the sea and the sun, and for making the most of their purchase power abroad.

While limited by financial constraints, they like indulging in shopping, tending to pick the cheapest option. They typically shop at Primark, Woolworths, Iceland and Halfords.

When at home they like relaxing by watching TV. Most of them also read newspapers every day to keep up with the news or to check TV listings, and many spend time online on a daily basis.

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. Strategies that position arts engagement as an opportunity for relaxation, or present it as part of organised packages or group activities, or activities during holidays, are likely to be more effective. Partnerships with other providers are therefore likely to be key in reaching this group. 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 help tackle some of their practical barriers related to cost and access.

Their demographics

• this group has an equal gender mix
• they typically have a low educational level and work/last worked in routine or semi-routine jobs; over half are not currently working
• limited financial means, with a high proportion – nearly a third – living in socially rented accommodation
• there is a slight skew towards both the younger and older age groups, with 16-24 year olds and 65–84 year olds both over-represented in this group
• a slight skew to poorer levels of health and having a limiting disability, illness or infirmity
• a higher than average proportion - around a sixth - are from Black and minority ethnic backgrounds

Internet
The majority access the internet every day, mainly to email, chat to people or play computer games.

Data sources: Taking Part survey 2005/06; Fused Taking Part survey 2005/06 and GB TGI 2007
Target Group Index © BMRB
Profiling by Enlightenment (BMRB)

Their media

TV
Heavy TV viewers, Limited means, nothing fancy have a preference for TV dramas, films, soaps, sports and game shows. Their favourite programmes include Emmerdale, Who Wants to Be a Millionaire and the Champions League.

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

Press
Most of them read newspapers every day to keep up with the news and to check TV listings. They might also look at job advertisements and read their horoscope. They most often pick up News of the World, The Sun or the Mirror.

Magazines
Some in this group also read magazines, including Take a Break, FHM, Men’s Health and Sky The Magazine.