

After a year sending monthly polls to our Audience Panel, we have learned so much about them: how they engage with arts and culture, as well as their behaviours, motivations and attitudes towards arts and culture. To wrap it up, we have created four Audience Personas based on the insights we found and the people we met during our focus groups. Each persona was crafted using a mix of real quotes, personal anecdotes and trends we’ve seen in our monthly polls’ responses. You may recognise some of them from your own audiences! And that is our goal – for you to use these personas to plan your next steps.

## Older, frequent attender persona – Frank and Nancy, 71 and 68

### What does art mean to them?

*“The thrill of live music - more exciting, more relaxing. The magic of entering the imaginative world of theatre. The fascinating experience of listening to a writer reading their work, taking on board audience reactions and questions.”*

### Interests

Frank and Nancy are classical music fans. They enjoy nothing more than going to see an orchestra play at their local concert venue. They like to go to the theatre too after going for a nice meal with family or friends. Cultural events have been an important part of their lives since their children were young.

### Family

Frank is a pensioner who lives with his wife, Nancy. Frank and Nancy have two adult children, and a few grandchildren (4, 6 and 8). They enjoy going out with their children and grandchildren for a nice day out.



### Pet peeve

Noisy audience members disturbing a live performance are a big pet peeve of this couple. If this does happen at an event, they want the staff to manage the issue politely, but decisively.

### Marketing channels

They like to find out about similar events while at a venue, through leaflets or posters. They keep up to date with their favourite venues through newsletters, but don’t really use social media.

### Retirement

Frank has been retired from the civil service for several years now and has settled into a good routine with Nancy, who is a retired teacher. The couple lead busy lives and are making the most of their free time enjoying their hobbies, meeting up with friends and family and attending events which they’ll enjoy.

### Location

They sometimes avail of their free bus passes to avoid having to find parking spaces, but often drive to a venue too – 20 minutes away. It’s simpler to drive down, but they don’t like to have to walk too far from a carpark.

### Finances

Frank and Nancy are comfortably well off in their retirement. They are willing to pay for events they want to see – online or in person. They will often pay for tickets for their children and grandchildren to join them for events which they really want to attend – money isn’t a barrier to attendance for this couple.

### Goals

Frank and Nancy want to go to cultural events which suit their schedules. They’re attracted to events that run during the day as they don’t like to stay out too late. They enjoy meeting likeminded people while out and about and like to go to events with friends and family, that’s all part of the experience for them. If they’re out with their grandchildren, they need appropriate facilities – toilets and a café preferably.

### Covid

Due to their age, covid had a big impact on their engagement with culture. They felt quite nervous about returning to cultural venues and sometimes still feel uncomfortable if they don’t see safety measures being adhered to by other audience members. They enjoyed online events during lockdown, but now venues have reopened they’re keen to get back to live events.