

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.

## Young families persona – Jill, 34

### What does art mean to her?

*“Going to the theatre as a small girl with my grandparents. It made me feel special and all grown up. It still feels very special to go to the theatre.”*

### Interests

Jill has a lifelong interest in theatre from her grandparents, who used to take her to the panto when she was a child. She hopes her children will grow up to feel the same way about culture and encourages their enjoyment in similar pursuits.

### Pet peeve

Family tickets which only cater for 2 adults and 2 children. This isn't a useful ticket price for a single parent – it's annoying that she sometimes can't avail of these kind of discount schemes.

### Family

Jill is a single mum. She is 34 and has two small children, Brendan (age 3) and Holly (age 5). Their father helps by minding them during some of the week, but most of the time she has them during the weekend, when she spends the most time with them.

### Location

Her family home is a 20-minute drive away from the venue. She generally drives as it is easier than using public transport with young children. She doesn't like going too far as the kids can get antsy in the car, so long distance journeys wouldn't be of interest to her.

### Job

Jill works full-time as an admin assistant in a local charity. She values her time off and weekends, as she has limited free time. She tries to make the most of it with her children, so it's important to her to maximise any activities she does with them into a full day out, rather than an hour's entertainment here and there.

### Marketing channels

She keeps up with her friends on Facebook and is a member of several family-focused Facebook groups. She gets a lot of her information from other parents, whether via social media or through direct word of mouth. She'll go info directly to a website for venues she is interested in too and keeps up to date through e-newsletters.



### Finances

Jill isn't struggling financially but she still must be careful with her budget, especially as a single parent. She wants to make sure that a family day out is value for money. She likes free activities for the kids that take this into account – every little helps!

### Covid

Jill and her children had a hard time during covid – it was scary for them to be locked inside for so long. They did watch some theatre shows online during lockdown and enjoyed being able to pause them at leisure. When venues reopened, they returned quickly. Jill felt confident going back to venues that had implemented full safety measures, shared in advance.

### Goals

Jill wants to spend time with her children in active, fun pursuits. She likes to take the children to outdoor spaces with facilities like a café and toilets. Arts activities are a bonus! Natural heritage spaces are a favourite activity at the weekend but it's important that there is enough available at these sites to sustain the children's interest. Interactive activities for small children are ideal for Jill. Even better if she can have a coffee or a bun while she's waiting for the kids to tire themselves out.