

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 infrequent attender persona – Darren, 24

What does art mean to him?

"[I] really enjoyed seeing live music again, great events and great atmosphere."

Job

Darren works full time as a paralegal. He works hard during the week and likes to decompress during the weekend with friends. His work has gone online since covid, so socialising opportunities are limited, which he finds quite frustrating.

Family and living arrangements

Darren lives in a house share with his 2 flatmates, who are friends he made while at university. He is currently single. His parents live out in the country, he visits them at the weekend often. They're outdoorsy people and don't have a lot of interest in culture, but they've always encouraged his interest in sports.

Location

Darren gets the bus or the train to a venue, or walks – 15 minutes. He can sometimes get a lift from a flatmate too if they're in the house just before he goes out. He doesn't tend to go to anything too far from where he lives anyway.

Marketing channels

Darren is on Facebook and Instagram and finds out about events he is interested through these sites. He also gets a lot of his information about what's going on from friends who are more culturally engaged.



Finances

Darren is on an entry level wage, so he is interested in a bargain if they are available. He isn't unwilling to pay for an event he really wants to go to. Ticket prices that are above £35 are often a stretch for him, but if it's a band he really wants to see, he will shell out for it.

Interests

Darren enjoys watching football at the weekends, at the pitch or in the pub. He plays amateur football on Sundays with his local team. He enjoys going to the odd gig with his friends to see bands he particularly likes – that's his only cultural outing. He isn't too interested in other cultural offerings but could potentially be convinced to go with a more culturally invested friend, if there is a social aspect involved to the event.

Covid

He is more hesitant to go to indoor, crowded events since covid as it isn't a priority to him, and he still feels a bit nervous about catching it. He didn't really watch any online events; it wasn't something he was interested enough in to give it a go.

Goals

Darren wants to socialise with friends when he goes out and potentially meet likeminded people his own age – he's still hoping to meet someone special and often thinks that gigs are somewhere that might happen! If he is going to buy a ticket for something, he wants it to be worth the money and is quite picky about what he tends to go to. He will be more interested in events which are targeted directly towards his age group, as socialising is more of a priority than the event most of the time he goes out.