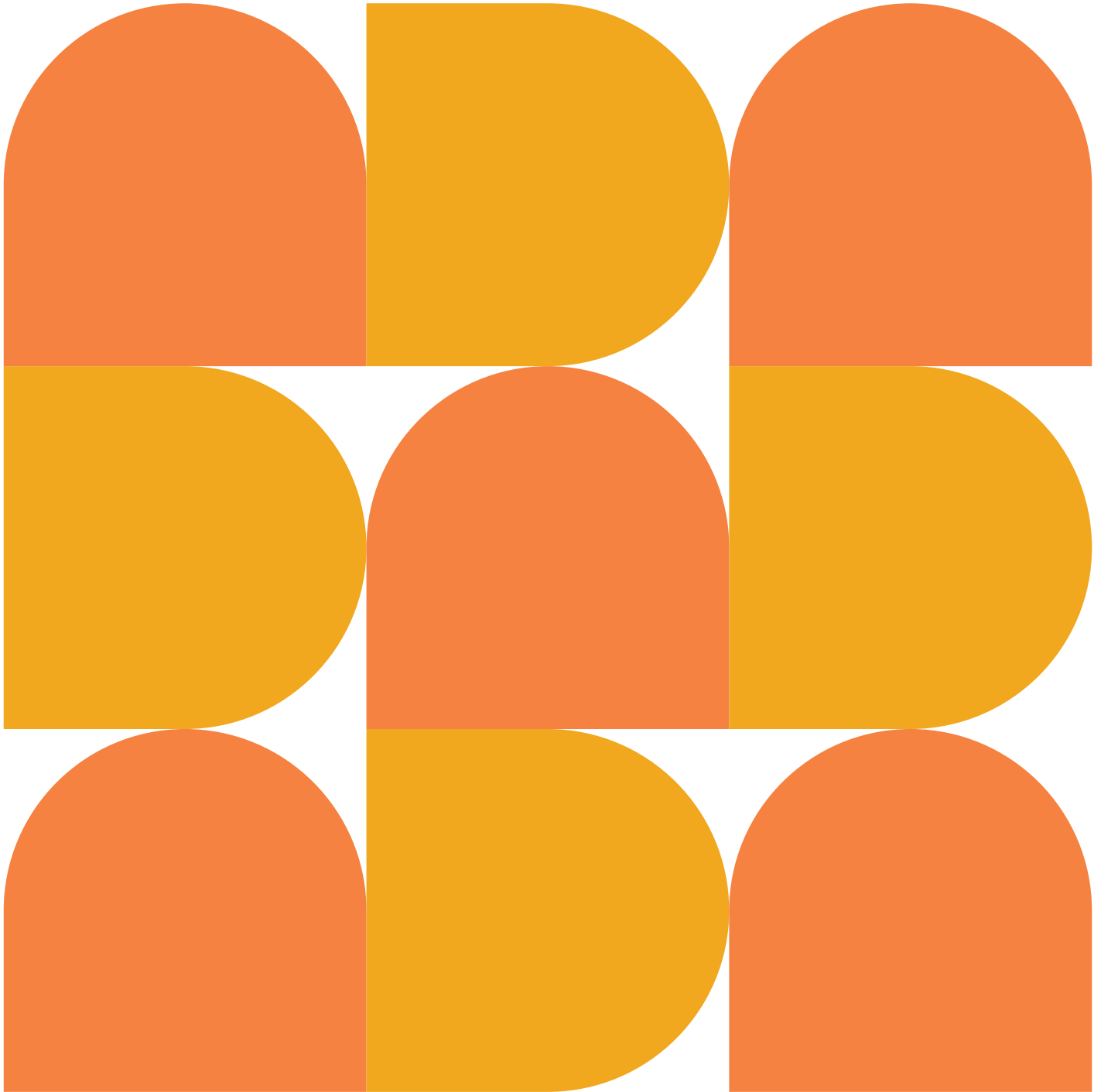


Audience Segmentation



Whaowhia
te kete
mātauranga
Fill the
basket of
knowledge

With an audience development mindset, we are seeking to understand our audience's motivations, consider their entire experience, understand more of what they think and feel, and attempt to meet their needs.

Audience segmentation is a supportive tool that can guide some of this.

Segmentation is about organising your audience into segments or subgroups, and then speaking directly to these groups, using language and approaches you know will vibe with them (also known as target marketing).

Segmentations can be based on traditional demographics (ethnicity, gender identity, income etc) or on shared values (psychographics).

It's important to note here that all segmentation 'groupings' are fluid as opposed to fixed, and that people move through them depending on changes in their life circumstances. No segmentation tool can be considered gospel! They are simply one tool that can give us some interesting information about our audiences.

When making decisions about programming, you might think about who a particular workshop/event/gig etc would most appeal to, either based on their traditional demographics OR their values – and word your promotional material towards these groups.

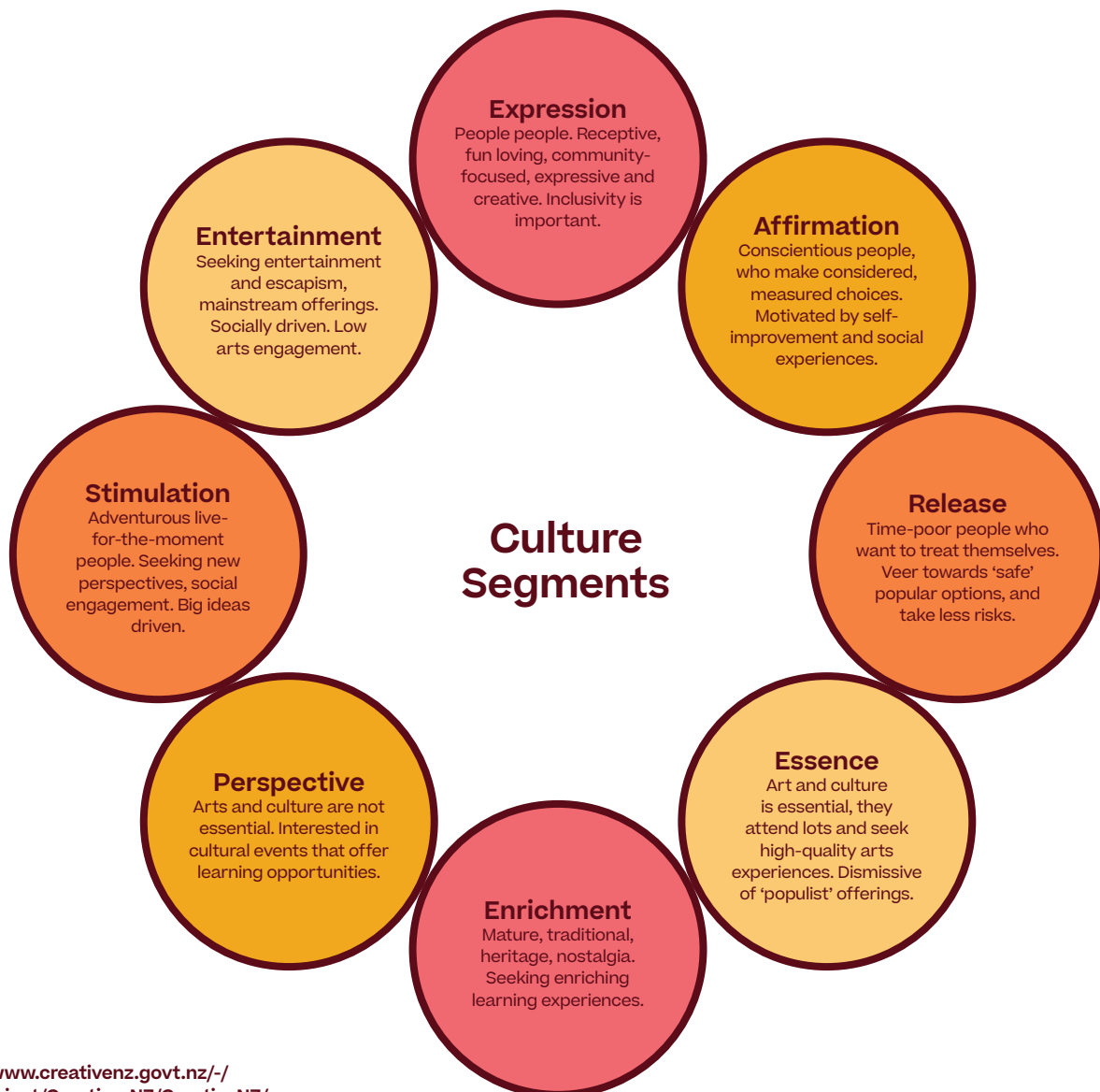
We wouldn't necessarily need to do this for our newsletters and the like – because these people are already engaged – it would become more relevant for our external promotional material.

Culture segments

Creative New Zealand (CNZ) has funded lots of psychographic-focused audience research in Aotearoa, known as Culture Segments.¹

This approach has been designed by Morris Hargreaves McIntyre, and utilises a system with eight different identified Culture Segments.

Each segment is grouped together based on their values towards arts and culture, and these in turn tell us a lot about their attitudes, choices and cultural consumption.



¹ https://www.creativenz.govt.nz/-/media/Project/Creative-NZ/CreativeNZ/Legacy-Page-Documents/20220126-audienceatlasfinalamended_v17.pdf

**You can find out
which segment
you are at**

**[mhminsight.com/
culture-segments/
survey](https://mhminsight.com/culture-segments/survey)** 

Here in the Waikato, the research tells us that Expression and Affirmation are our largest segments, totalling 125k people.

This means a large percentage of local audiences are looking for experiences that are community-focussed, communal experiences that will be fun and engaging. These are followed by Release, Essence and Enrichment.

So, for example, if you've programmed an exhibition or event that has a historical element but is also interactive for the whole family, you can tailor your external messaging towards attracting the segments of people who will find this appealing – which in this instance, might be predominantly Affirmation and Enrichment. You might also advertise in channels you know will reach them.

Take a closer look at the culture segments at

**[culturehive.co.uk/
wp-content/
uploads/2013/05/
Culture-Segments-
Pen-Portraits.pdf](https://culturehive.co.uk/wp-content/uploads/2013/05/Culture-Segments-Pen-Portraits.pdf)**



Waikato audiences

Creative New Zealand funded Morris Hargreaves McIntyre to create the Audience Atlas (2020)² and has gathered together Waikato-based segmentation research based on the values of our local audiences.

This gives us some interesting and relevant information, such as:

76% of our audiences in the Waikato engage with art and culture for social reasons

So, here in the Waikato, coming together socially is an important part of the experience, and the opportunity to do so will greatly enhance your offering for most of your audience.

This may be more true in particular communities—for example, a rural theatre with the only liquor licence for miles, or the kapa haka competition that offers an opportunity to meet and connect with friends and whānau who have travelled from all over.

With this in mind, perhaps we need to consider more about the experience of our audiences?

² https://www.creativenz.govt.nz/-/media/Project/Creative-NZ/CreativeNZ/Legacy-Page-Documents/20220126-audienceatlasfinalamended_v17.pdf

Food for thought



How could we provide opportunities for people to get their social fix?

You don't necessarily need to add a cafe to your gallery, but you could collaborate with a local cafe and suggest grabbing a coffee there before or after (the cafe could even offer a small discount for gallery visitors). Or you could offer a free Q and A session/afternoon tea with the cast and crew after a Saturday matinee.

Other relevant findings

Over half of our audiences want more than just social time, with 60% also “seeking intellectual, emotional or spiritual return on their time and money”

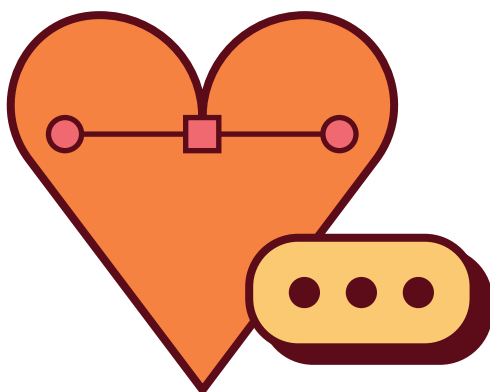
While we seek a social experience “at the heart of our arts experience”, we’d also like it to spark deeper connection

We have an appetite to experience new things

The main barrier for 39% (or 47k) of our audiences is cost, which all demographics identified (not just those on lower incomes). This makes a case for exploring alternative pricing models (see Toolkit 10), or offering payment options for our audiences where we can, such as instalments

Currently the most popular way for people to find out what’s happening is through Facebook

A surprising 43% of our audience still read printed newspapers. Think especially of some of our rural areas that do not yet have access to decent Internet coverage



The Wellbeing and Arts, Culture and Creativity in the Waikato report (2022) also gives us vital information about our audiences in the Waikato, information which spans across the culture segments, and is relevant to consider in conjunction with the culture segment findings:

Mental health wellness is a priority need for Waikato residents, and creative self-expression is “positively associated with better mental wellness outcomes”

Waikato people who “attend or create artistic, cultural or creative events” have stronger communication skills, and feel “more connected to culture and community, to land and place, and self”

Perceived access to arts, culture and creativity is important to our communities; “the stronger someone believes they have access to the arts, culture and creativity, the higher their wellbeing is likely to be”³

³ <https://creativewaikato.co.nz/advocacy/researchandreports>

Valuing the arts is key to (the culture) market growth — so the focus needs to be on people who currently struggle to see the valuable role the arts can play in their lives.

Growing our audiences

We know that there are people in our Waikato community who think that the arts are not for them.

But how many of these people are art fans without realising it? How many of these people dance to music in their kitchens or decorate their homes with beautiful things that speak to them?

We can entice these people, even just by the way we talk about the importance of arts and culture—look at the numbers below.

Our region is growing fast, and currently 93% of adults in the Waikato are in the ‘culture market’ (meaning, have engaged in a cultural experience in the last 3 years)—that’s 369k people

In the Waikato, 38% believe arts and culture are “very, or extremely, important to our identity”

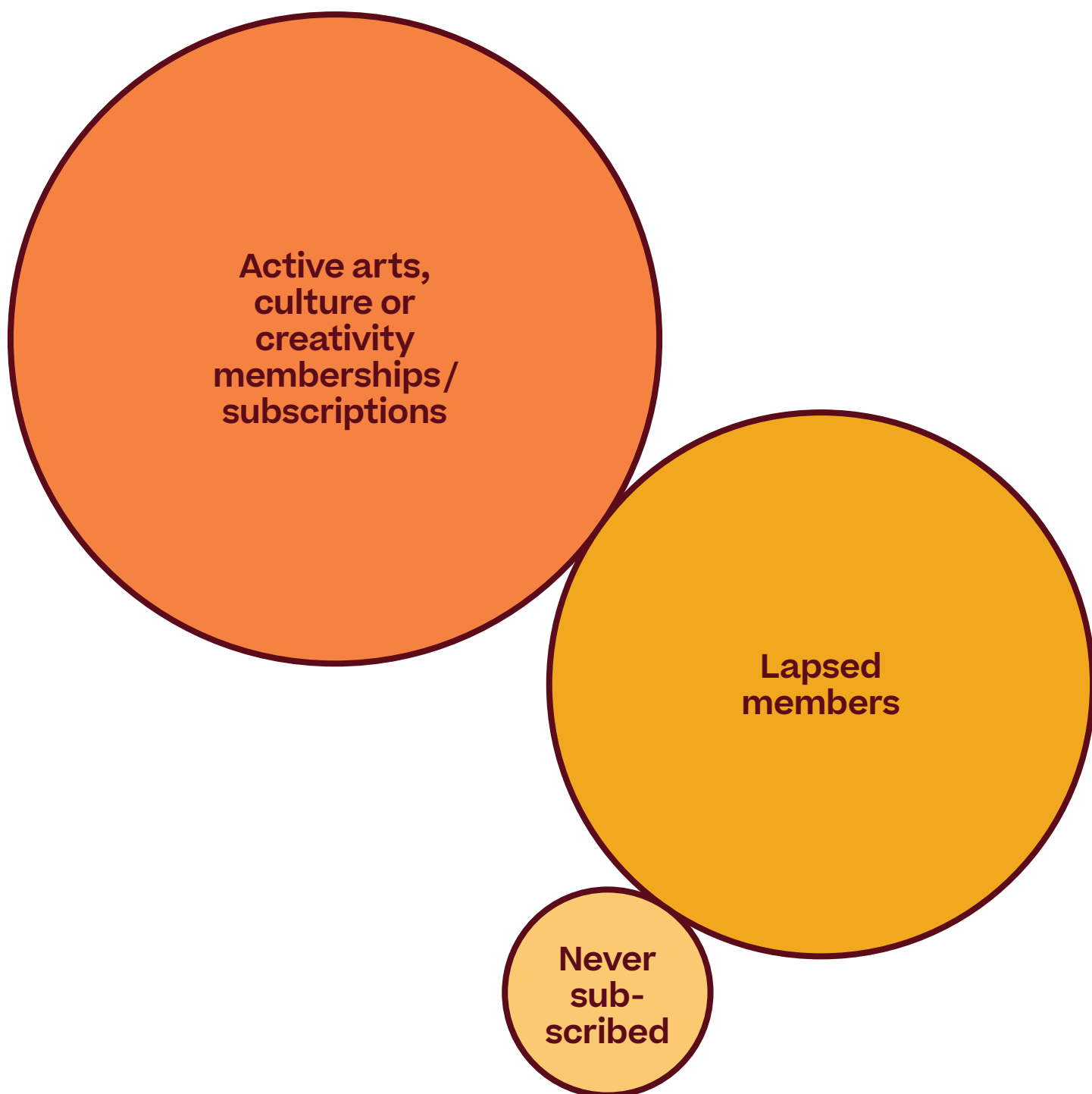
Literature and Asian arts are the two artforms in Aotearoa with the most growth promise, with 34% (literature) and 23% (Asian arts) of our potential audiences keen to engage, but have not yet engaged. Do these artforms connect in with our mahi? Can we collaborate with others to open up and share audiences?

According to the Wellbeing and Arts, Culture and Creativity in the Waikato report, “the more frequently that Waikato residents can attend or participate in artistic, cultural and creative events, the higher their wellbeing is likely to be”. Can we speak to this in our promotional material?

Membership options may also offer a key to growth opportunities here in the Waikato.

74% (25k) of those in the Waikato have active arts, culture or creativity memberships/subscriptions and are keen to re-subscribe.

62% (21k) are lapsed members but “open to supporting in this way again”.
23% (8k) have never subscribed/ been members, but are open to it.



What now

While culture segmentation and research can give us some interesting insights, it can depend on the scale of your audience for really effective segmentation, and may not provide the level of insight you want.

There is potential with audience segmentation, but it depends on how it is applied in your work. Each audience development tool has its use, and we need to make sure we focus our energies on the ones that best connect us with our audiences.

Remember, good audience development mahi is about developing a genuine connection with your audience, striving to understand them by asking them directly (through feedback forms etc) and ultimately providing a meaningful experience for both them and you.

**For more on
this, please check
out Toolkits 02 and 03**



Useful questions



Are we considering cost as the attendance barrier the research tells us it is, and could we explore different models?

How are we prioritising our marketing spend and could that be different?

What would our promotions look like if we considered culture segments?

Could you consider membership options in your organisation or with your mahi? (Could you explore membership platforms such as Patreon as an option?)

How good are we at breaking down barriers and making our mahi accessible?

Useful links

Culture segment Audience Atlas 2022 – summary

 creativenz.govt.nz/-/media/Project/Creative-NZ/CreativeNZ/Legacy-Page-Documents/20220126-audienceatlassummary_v40.pdf


Culture segment Audience Atlas 2022 – full report

 creativenz.govt.nz/-/media/Project/Creative-NZ/CreativeNZ/Legacy-Page-Documents/20220126-audienceatlasfinalamended_v17.pdf

Waikato Arts Navigator

 creativewaikato.co.nz/site/uploads/Waikato-Arts-Navigator_Regional-Strategy_ONLINE.pdf

Wellbeing and Arts, Culture and Creativity in the Waikato (2022)

 creativewaikato.co.nz/site/uploads/HS_Creative-Waikato_Wellbeing-and-Arts-Culture-and-Creativity-in-the-Waikato_FINAL.pdf

Segmentation
is saying
something to
somebody
instead of
saying
nothing to
everybody

Jay Conrad Levinson

