

Audience segmentation

Key points

Segmentation organises your audience into segments or subgroups, and then speaks directly to these groups, using language and approaches that 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 – people move through them depending on changes in their life circumstances

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

Expression and Affirmation are Waikato's largest segments (125k people), and they seek community-focussed, communal experiences that will be fun and engaging

While culture segmentation and research can give us some interesting insights, it can depend on the scale of your audience for really effective segmentation

Other interesting info

- 93% of adults in the Waikato are in the 'culture market'
 - 76% of our audiences in the Waikato engage with art and culture for social reasons
 - 60% are "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, true for all demographics
 - Currently the most popular way for people to find out what's happening is through Facebook
 - 43% of our audience still read printed newspapers
 - 38% believe arts and culture are very, or extremely, important to our identity
 - 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
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Useful questions

Which segment are you?

mhminight.com/culture-segments/survey

How much of your current programme is addressing the needs of Waikato audiences?

Are you considering and addressing cost as the attendance barrier the research tells us it is?

How are you prioritising your marketing spend and could that be different?

Are culture segments relevant to you and if so, do you have the capacity to engage with them? It's ok to decide no!

IF relevant, what would your promotions look like if you considered culture segments?

Given 76% of our Waikato audiences engage with art and culture for social reasons, can you consider how you might provide for and connect with this through your mahi?

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

How good are you at breaking down barriers and making your mahi accessible?

Whaowhia te
kete mātauranga
Fill the basket
of knowledge