

# AFFIRMATION



**SELF-IDENTITY  
ASPIRATIONAL  
QUALITY TIME  
IMPROVEMENT**

4,695,700 adults

11%



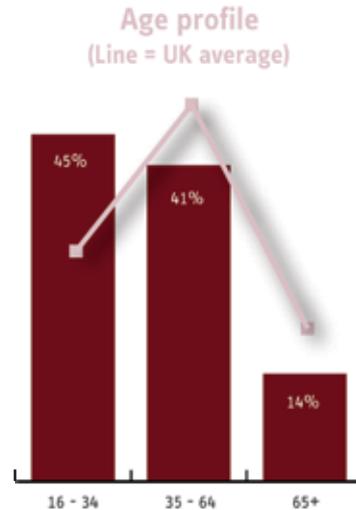
# AFFIRMATION

## Who are they?

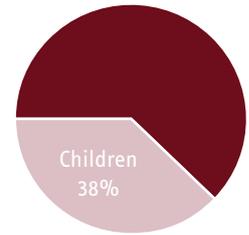
The core of the Affirmation segment comprises young adults, often studying or looking after family at home, for whom the arts is one of many leisure choices. They are adventurous when it comes to their arts and cultural consumption, viewing it as a means of developing themselves as individuals.

### Attitudes and life priorities

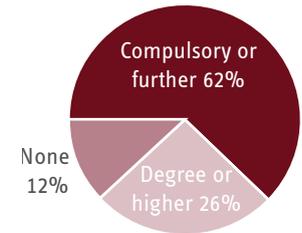
**FAMILY NEEDS**  
**PERSONAL DEVELOPMENT**  
**QUALITY TIME WITH OTHERS**  
**WHOLESOME LEISURE ACTIVITIES**  
**ENJOYABLE EXPERIENCES**



### Children at home



### Highest education level reached



## What needs are they looking to fulfil?

The Affirmation segment welcomes cultural consumption as a way of enjoying quality time with friends and family, as well as developing their children's knowledge and improving themselves as individuals. This segment will continue to attend large, mainstream events and activities as they offer a low-risk means of satisfying these varied needs.

The arts and culture also provide a means for this segment to validate themselves with their peers. They care what others think about them and as a result want to be seen to be engaging with cultural activities, not just popular entertainment.

## What do they do?

Artform interest index:

+17

Annual artform frequency index:

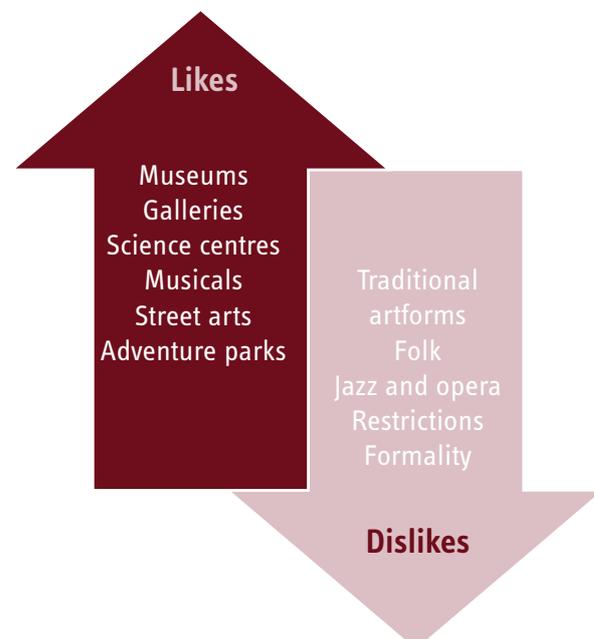
+16

Annual artform frequency:

23

The Affirmation segment expresses an interest in less traditional artforms such as contemporary dance and music festivals, but when it actually comes to attending they tend to gravitate towards established names, well-known films and more popular music events.

### Likes and dislikes



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## What is their value?

### Expenditure

76%

Paid for exhibition ever

59%

Spent on culture past month

### Spend indices

Tickets



Food & drink



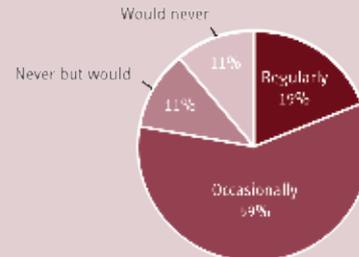
Souvenirs



This segment spends its free time engaging in a wide range of leisure activities, from learning experiences at historic houses and castles, to entertaining days out at theme parks. Whilst they are relatively high spenders, the arts and culture is one element within this wider mix, and as a result has to compete for their leisure spend.

### Support

Frequency of donating to arts, cultural or heritage organisations



20%

Current member arts / cultural organisation

24%

Volunteered in arts / culture past 12 months

They view arts and cultural organisations as a resource providing them with enjoyment and education, offering an environment for spending quality time with others. They have the propensity to be regular visitors to a small number of cultural organisations; ones they know from experience can meet their needs. Family discounts are likely to appeal.

## How to reach this segment

Let them know early about forthcoming events – let them feel like they're 'in the know'

Promote benefits as being both entertaining and educational

Offer loyalty schemes, discount cards and 'clubs'

They recognise the value in engaging with arts and culture, but need to be provided with clear reasons for selecting a cultural activity over a wider leisure activity. Emphasising the entertainment as well as learning value of engaging with a particular artform or venue would encourage take up by the Affirmation segment.

They wear their cultural consumption as a badge and want to be viewed by others as consumers of the arts, more so than they are in reality – give them advance notice of suitable events and provide them with the recognition they desire when they do engage.

## Key marketing proposition

*'Endorse their view that culture is a more valuable way of spending time with others'*

Marketing for cultural venues, events and activities will be competing with other leisure activities, so needs to stand out from the crowd and grab their attention, as well as clearly demonstrating the benefits they will get from engaging. They welcome recommendations as to which cultural venues, activities and events they ought to be engaging with.

The Affirmation segment tends to favour mainstream and popular broadcast and media channels. They have higher-than-average consumption of Radio 1, Channel 4, the *Daily Mail* and enjoy reading celebrity gossip and fashion magazines. Alongside advertising through these and other broadcast channels, encouraging them to sign up to well endorsed and relevant marketing lists and sending regular targeted marketing communications would ensure that they felt 'in the know' and give them confidence in making their leisure choices.