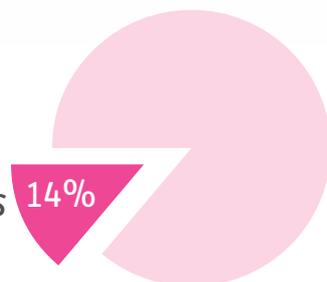


ENTERTAINMENT



CONSUMERS
POPULARIST
LEISURE
MAINSTREAM

5,976,300 adults 14%



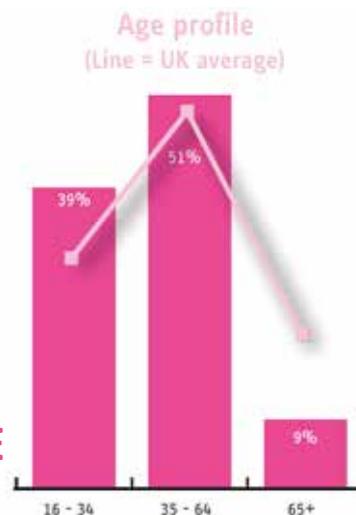
ENTERTAINMENT

Who are they?

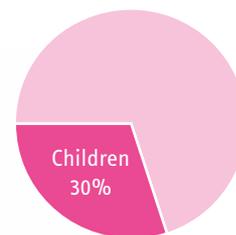
The Entertainment segment tends to be conventional, younger adults for whom the arts are on the periphery of their lives. Their occasional forays into culture are usually for spectacular, entertaining or must-see events, and compete against a wide range of other leisure interests.

Attitudes and life priorities

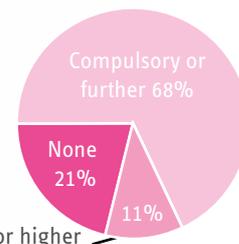
**HOME AND PUB
TV, CELEBRITY, SPORTS
THRILL
ESCAPISM
PRIORITIES ARE VERY CLOSE TO HOME**



Children at home



Highest education level reached



What needs are they looking to fulfil?

This segment looks for escapism and thrill in leisure activities. Leisure time is for fun, not for learning or applying oneself intellectually – this is something they are looking to escape from through their leisure pursuits. They are largely socially motivated to attend, looking to pass time in an enjoyable and fun way with friends and family. For the most part, they cannot envisage that they will meet these needs through engaging with arts and culture.

The Entertainment segment prefers to stick to the tried and tested when it comes to leisure pursuits and is not looking to be challenged or to take risks in discovering something new. They worry about what other people think about them and therefore do not want to be seen to go against the grain or to try things that do not have established, popular currency.

What do they do?

Artform interest index:

-35

Annual artform frequency index:

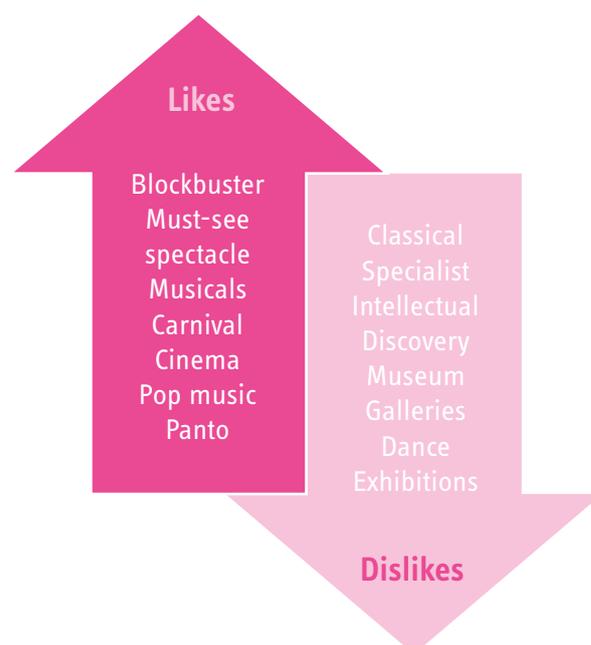
-46

Annual artform frequency:

11

The Entertainment segment has a very sporadic relationship with the arts and culture, attending popular, blockbuster events that have received widespread positive reviews and that they know they are guaranteed to enjoy. They enjoy popular cultural events and activities that are exciting and spectacular such as carnival, panto, popular music and blockbuster films.

Likes and dislikes



What is their value?



The arts and culture are only one of many leisure choices for the Entertainment segment. They prefer to enjoy theme parks, sports, the seaside, package holidays and a night in the pub. When they do engage in the arts they tend to be consumers rather than creators or participants, and stick to mainstream cultural activities. They will pay a premium for something that they are keen to see, but it will need to be spectacular and must-see when it comes to culture.

They do not believe that the arts contribute to people’s lives or society at large, and therefore tend not to support public subsidy of the arts. They spend little time worrying about issues such as faith, the environment or consumerism, but are concerned with issues closer to home, such as the cost of living and local issues. They have limited development potential as either supporters or volunteers.

How to reach this segment

- Link into mainstream through TV, sports and celebrity
- Emphasis on one off, must-see events and shows
- Promote escapism and excitement

Key marketing proposition

‘Highlight the thrilling and must-see elements, position as a blockbuster event’

The Entertainment segment is only willing to spend on leisure and recreation if they believe it will meet all of their needs. While they may not see a value in the arts and culture per se, the right type of event has the potential to provide exactly what they want – primarily escapism and thrill.

They are heavily influenced by advertising via mainstream media. Their children also influence their behaviour so ‘pester power’ would work on this segment. As they are not looking for anything overtly cultural; ‘culture’ needs to be downplayed in the marketing, with messaging emphasising the ‘must-see’, ‘not to be missed’, ‘thrill’ and ‘blockbuster’ elements of the offer.

They are the most likely segment to read tabloids such as *The Sun* and *News of the World* and are highly externally referenced therefore tend to respond well to celebrity and brand endorsement.