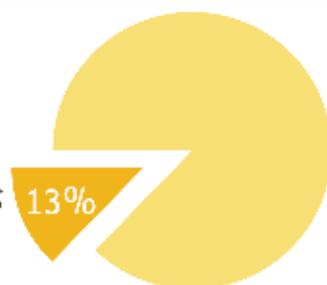




RECEPTIVE
CONFIDENT
COMMUNITY
EXPRESSIVE

5,549,500 adults 13%



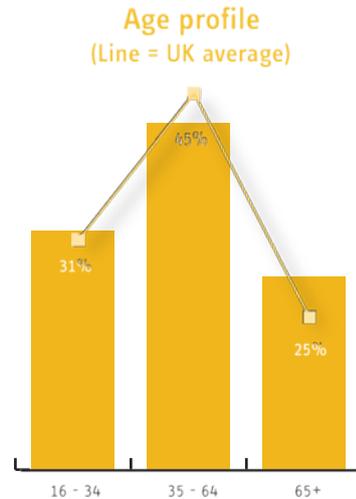
EXPRESSION

Who are they?

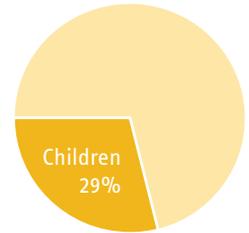
The Expression segment is in-tune with their creative and spiritual side. They are confident, fun-loving, self-aware people who accommodate a wide range of interests, from culture and learning, to community and nature.

Attitudes and life priorities

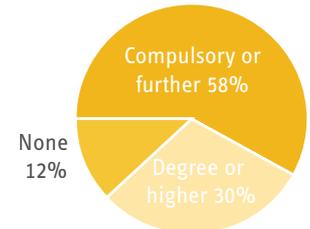
LIVING LIFE TO THE FULL
COMMUNITY AND FAMILY
ARTS AND CULTURE
FAITH AND SPIRITUALITY
NATURE



Children at home



Highest education level reached



What needs are they looking to fulfil?

This segment actively pursues life. Their free time is highly valued and they try to cram in as much as possible to make the most of it. Open and receptive to new ideas, they pursue challenge, entertainment and intellectual stimulation through their cultural engagement.

They enjoy being part of a crowd and seek communal experiences that broaden horizons. Arts and culture is a key element of their lifestyle, it is a means of self-expression and connecting with other like-minded individuals who share their deeply held values about the world around them.

What do they do?

Artform interest index:

+18

Annual artform frequency index:

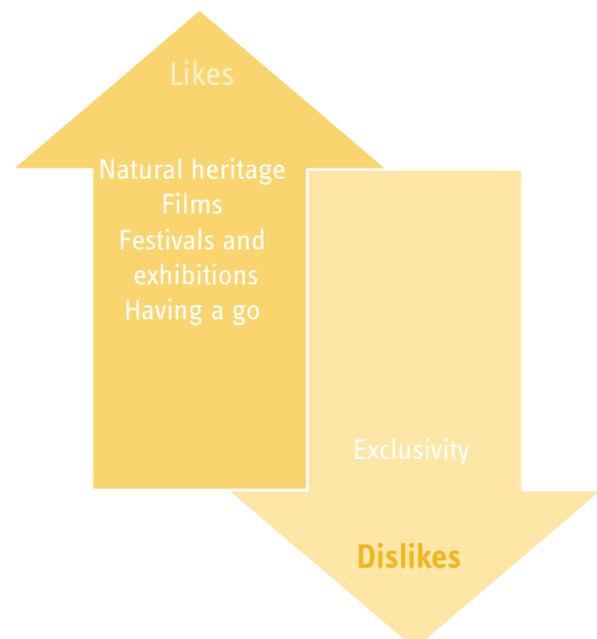
+38

Annual artform frequency:

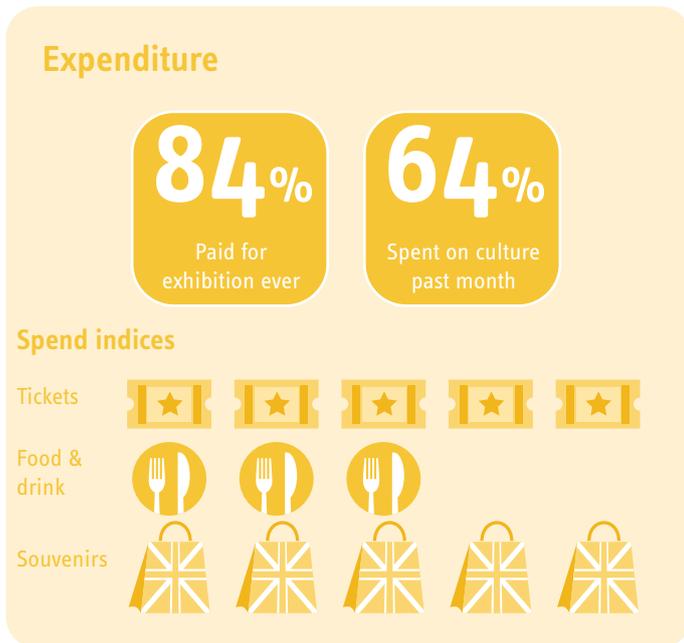
28

The Expression segment is highly culturally active and open to a broad spectrum of artforms. They enjoy the arts and culture frequently in an active rather than passive manner, seeking inspiration and opportunities for self-expression through their engagement.

Likes and dislikes



What is their value?



Their activity levels result in above-average expenditure in the arts. However, value for money and emotional engagement are important to this segment and they may avoid financial risks unless they are sure of the benefits to them. They tend to be loyal supporters of arts brands who mirror their own values and lifestyle choices.



The Expression segment strongly believes in the benefits of the arts and is supportive of public subsidy. They have above-average membership of arts, heritage and cultural organisations and their strong sense of community means that they are willing to volunteer their time for the greater good. They are ripe for campaigning relationships.

How to reach this segment



Whilst obscure and little-known names are appealing to this segment, so too are more mainstream artforms, as they don't hold disdain for popular culture. They believe that expressing an opinion is more important than following carefully developed taste; culture is for sharing and discussing with others.

Key marketing proposition

'Tap into their desire to be part of something bigger'

Although they like adventure, innovation and discovery, the Expression segment also like to know what they're letting themselves in for. Their receptiveness to the views of others and happiness to lead from within, rather than be at the forefront of cutting-edge arts and culture, means they are open to reviews and recommendations. Rather than reject marketing communications they see them as a useful tool for being more discerning.

Keeping up to date with current affairs both home and abroad is important, and they are avid consumers of print media – broadsheets, tabloids and free regional newspapers. BBC2 is an effective broadcast channel through which to reach them and consumption of radio stations such as BBC Radio 2, Classic FM and commercial and local radio stations is also higher than the norm.