



SETTLED
SELF-SUFFICIENT
FOCUSED
CONTENTED

5,549,500 adults 13%



PERSPECTIVE

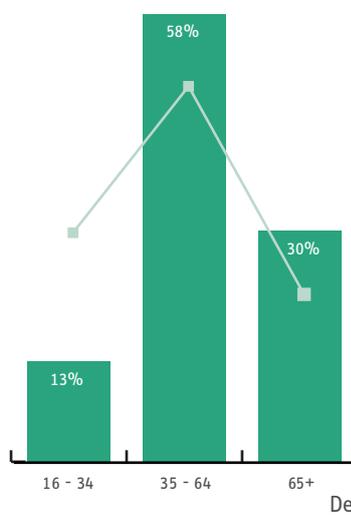
Who are they?

The Perspective segment is settled, fulfilled and home-orientated. The arts and culture are low among their priorities, however their underlying spontaneous nature, need to make their own discoveries and desire to learn provide a focus for engaging with arts and culture.

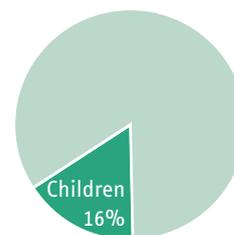
Attitudes and life priorities

OPTIMISTIC
THEIR OWN NEEDS ARE IMPORTANT
INNER DIRECTED
READING
LEARNING
THE OUTDOORS

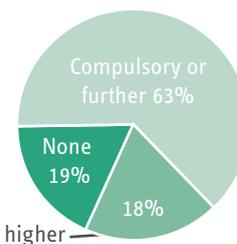
Age profile
(Line = UK average)



Children at home



Highest education level reached



What needs are they looking to fulfil?

The Perspective segment has an optimistic outlook, they are inner-directed and prioritise their own needs above others. Whilst this means they are highly contented, their horizons have become somewhat narrowed. They tend to gravitate to a limited 'days out' focus in their leisure time, based around a small number of interests that have become habitual over time.

The Perspective segment doesn't see the arts as essential; culture for them is not part of their identity. Nevertheless, they do see some forms of culture as providing the opportunity to pursue an interest or broaden their horizons, and it is this area which offers the greatest potential to increase the scope of their cultural consumption – by offering them a new perspective on life and the things that they are already interested in.

What do they do?

Artform interest index:



Annual artform frequency index:

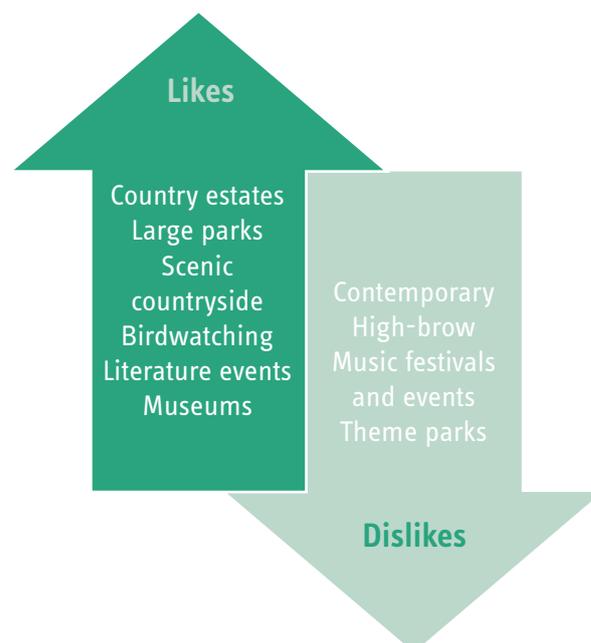


Annual artform frequency:

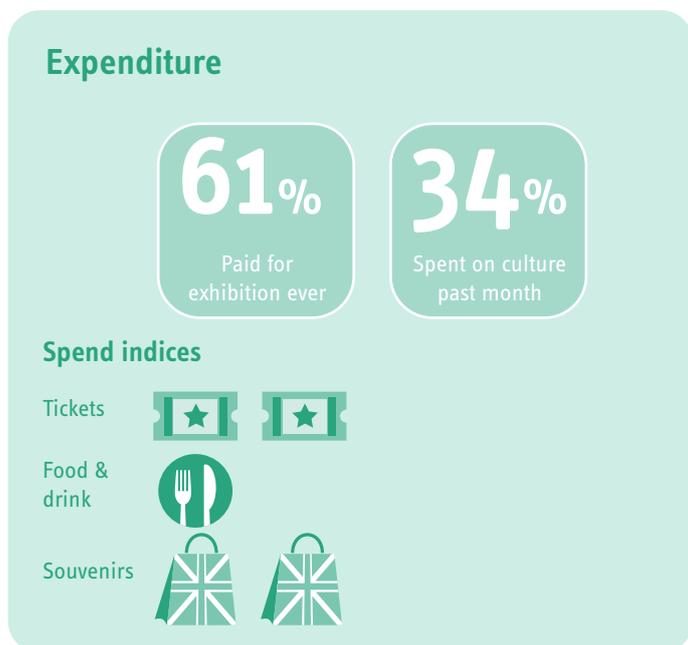


The range of artforms that the Perspective segment engage with, or show an interest in engaging with, is relatively small and largely limited to the outdoors and nature activities. Their tastes tend to lean towards the traditional over the contemporary, topics such as literature, history and the natural world have the potential to spark their interest. They show an interest in libraries, museums and other cultural venues that focus on learning, as a means of further developing their specific interests and broadening their horizons.

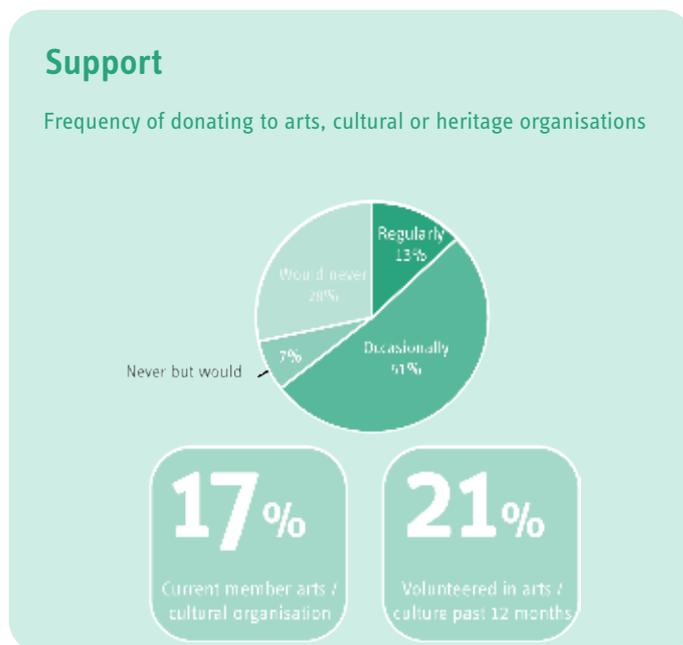
Likes and dislikes



What is their value?



The low priority that they give the arts and culture in their lives translates into relatively low spend in this area. Instead the countryside and nature resonate strongly with the Perspective segment, and is something that they can access for free.



As with their personal expenditure, the Perspective segment may feel that taxpayers' money should be spent on things other than the arts and culture.

Nevertheless, the segment does offer potential support to cultural organisations – particularly those with a nature and heritage focus – through membership and donations.

How to reach this segment



Key marketing proposition

'Allow them to feel they are making their own discoveries'

The Perspective segment's interest in culture seems to have dissipated, and they need to be tempted from their homes and countryside visits and convinced that the arts and culture do have something to offer them.

They are not proactive when it comes to seeking out cultural activities and events, thus push rather than pull marketing will be key to reaching them. Their inner-directed and independent nature, however, means that forming effective marketing messages can be a challenge; they will see through explicit marketing and publicity. Instead they need to feel that they are making their own discoveries and acting on their own terms.

Their slightly higher-than-average readership of titles such as the *Daily Mail* and *The Telegraph* presents a potential avenue of communicating with them, and strategically-placed articles through which they can 'stumble across' things of interest will be effective.