



UNDERSTANDING AUDIENCES FOR JAZZ

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Briefing 3: What kind of people attend EMJAZZ gigs

How to use this briefing:

This is a socio-demographic profile of ticket buyers at EMJAZZ members' gigs in January and February 2009. It uses the Mosaic profiling system to describe the age, lifestyle, social profile, attitudes and purchasing behaviour of different kinds of people within the audience.

You can use this kind of analysis to get new audiences similar to the people already attending:

- Read the profile of your top five Mosaic groups to get a sense of the range of people attending your events and what motivates them. Adapt the way you write about jazz in response.
- Read the description of each Mosaic type to understand what marketing messages and communication methods are likely to work best with this particular kind of person and adapt your publicity material accordingly.
- Look at the maps in close up to see where your top five Mosaic types come from.
- Increase your marketing in those streets. You could recruit an existing audience member living in that area to help you extend your distribution of posters and leaflets. You could even ask them to drop a leaflet through the letter box of everyone in their street. Invite this audience member to introduce a neighbour to jazz by giving them a free ticket. Get information into appropriate community publications in those areas.
- See if it worked by collecting and analysing postcodes in six months' time to see if you have more ticket buyers from those streets.

Introduction

A total of 1,207 valid postcodes were collected from ticket buyers at EMJAZZ members' gigs in January and February 2009. The postcodes were analysed to append a Mosaic Group and Type to each one.

What is Mosaic?

Mosaic is a geodemographic profiling tool based on the idea that similar kinds of people tend to live in the same areas. It is produced by Experian and combines over 400 pieces of information about individual households to give each postcode in the UK a

classification that describes the kind of people who live there. The information is drawn from the 2001 census and from annually updated financial and lifestyle data. The classification system consists of 11 broad groups and 61 types. A postcode, on average, contains 15 addresses so this is a relatively precise tool.

Results: Mosaic Groups

Audiences at EMJAZZ members' events are from a wide range of ages, life stages and social groups.

Analysis by Mosaic group shows that audiences across the different EMJAZZ member organisations are similar but not identical. The differences are in part owing to the profile of the population in each area, particularly in Lincolnshire, but also the different audience at each venue, most notably at The Castle, Wellingborough.

Table 1: Top Mosaic groups by EMJAZZ member organisation

| | Northants Contemporary Jazz | Derby Jazz | Leicester Jazz | Lincoln Jazzpac | Nottingham Jazzsteps |
|--|------------------------------------|----------------------|-----------------------|------------------------|-----------------------------|
| 1st | C Suburban Comfort | D Ties of Community | C Suburban Comfort | C Suburban Comfort | C Suburban Comfort |
| 2nd | A Symbols of Success | C Suburban Comfort | A Symbols of Success | K Rural Isolation | D Ties of Community |
| 3rd | B Happy Families | E Urban Intelligence | B Happy Families | D Ties of Community | A Symbols of Success |
| 4th | J Grey Perspectives | B Happy Families | D Ties of Community | B Happy Families | E Urban Intelligence |
| 5th | | A Symbols of Success | E Urban Intelligence | E Urban Intelligence | |
| % of ticket buyers accounted for by top 5 groups | 87% | 83% | 85% | 78% | 73% |

Mosaic Group descriptions

A Symbols of Success

Symbols of Success contains people whose lives are 'successful' by whatever yardsticks society commonly uses to measure success. These are people who have rewarding careers rather than jobs, who live in sought after locations, who drive the more modern and expensive cars and who indulge in the most exotic leisure pursuits.

B Happy Families

Happy Families contains people whose focus is on career, home and family. These are mostly younger age groups who are married, or at least in a permanent relationship, and are now raising children in post war family houses, often in areas of the country with rapidly growing populations. The immediate family unit is the principal focus of leisure activities.

C Suburban Comfort

Suburban Comfort comprises people who have successfully established themselves and their families in comfortable homes in mature suburbs. Children are becoming more independent, work is becoming less of a challenge and

interest payments on homes and other loans are becoming less burdensome. With more time and money on their hands, people can relax and focus on activities that they find intrinsically rewarding.

D Ties of Community

People in the Ties of Community group mostly live within the confines of close knit communities. Most of these people own their homes, drive their own cars and hold down responsible jobs. Community norms rather than individual material ambitions shape the pattern of most residents' consumption.

E Urban Intelligence

Urban Intelligence mostly contains young and well educated people who are open to new ideas and influences. Young and single, and few encumbered with children, these people tend to be avid explorers of new ideas and fashions, cosmopolitan in their tastes and liberal in their social attitudes. Whilst eager consumers of the media and with a sophisticated understanding of brand values, they like to be treated as individuals, and value authenticity over veneer.

F Welfare Borderline

Welfare Borderline is comprised of many people who are struggling to achieve the material and personal rewards that are assumed to be open to all in an affluent society. Few hold down rewarding or well paying jobs and, as a result, most rely on the council for their accommodation, on public transport to get around and on state benefits to fund even the bare essentials.

G Municipal Dependency

Municipal Dependency mostly contains families on lower incomes who live on large municipal council estates where few of the tenants have exercised their right to buy. Often isolated in the outer suburbs of large provincial cities, Municipal Dependency is characterised as much by low aspirations as by low incomes. Here people watch a lot of television and buy trusted mainstream brands from shops that focus on price rather than range or service.

H Blue Collar Enterprise

Blue Collar Enterprise comprises people who, though not necessarily very well educated, are practical and enterprising in their orientation. Many of these people live in what were once council estates but where tenants have exercised their right to buy. They own their cars and are streetwise consumers. Tastes are mass market rather than individualistic and focus on providing comfort and value to family members.

I Twilight Subsistence

Twilight Subsistence consists of elderly people who are mostly reliant on state benefits, and live in housing designed by local authorities and housing associations. Some live in old people's homes or sheltered accommodation, while others live in small bungalows, set in small enclaves within larger council estates. Most of these people spend money only on the basic necessities of life.

J Grey Perspectives

Grey Perspectives consists mostly of pensioners who own their homes and who have some source of income beyond the basic state pension. Many of these

people have, on retirement, moved to the seaside or the countryside to live among people similar to themselves. Today many of these people have quite active lifestyles and are considered in their purchasing decisions.

K Rural Isolation

Rural Isolation contains people whose live deep in the countryside, in small communities which have been little influenced by the influx of urban commuters. These are places where people with different levels of income share attachments to local communities, and where engagement with the community and with the natural environment are more important to most residents than material consumption.

Results: Mosaic Types

The analysis of Mosaic types shows that audiences at these jazz events are varied with no groups or types particularly dominant. Bear in mind, therefore, that these top five types embrace less than half the audience. Although there is some overlap in audience type between venues, there are also differences.

Table 2: Mosaic Types with at least 4% of respondents at each EMJAZZ members' gigs in January and February 2009 in descending order

| | Derby Jazz | Leicester Jazz | Lincoln Jazzpac | Northants Contemporary Jazz | Nottingham Jazzsteps |
|--------------------------|-------------------|-----------------------|------------------------|------------------------------------|-----------------------------|
| A04 Golden Empty Nesters | | | | 4th | |
| A05 Provincial Privilege | | 8th | | 5th | 11th |
| A06 High Technologists | | 4th | | | 10th |
| A07 Semi-Rural Seclusion | | 5th | | 6th | 6th |
| B09 Fledgling Nurseries | | | | 7th | |
| B10 Upscale New Owners | 8th | 6th | | 2nd | |
| B11 Families Making Good | | | 8th | | |
| C15 Close to Retirement | | 1st | 5th | 3rd | 3rd |
| C16 Conservative Values | 10th | 2nd | 3rd | 1st | 7th |
| C17 Small Time Business | 4th | 3rd | 4th | | 4th |
| C19 Original Suburbs | 7th | 9th | | | 5th |
| D21 Respectable Rows | 5th | | | | 2nd |
| D22 Affluent Blue Collar | 2nd | | 7th | | |
| D23 Industrial Grit | 6th | | | | 8th |
| D24 Coronation Street | 1st | | | | 9th |
| E31 Caring Professionals | 3rd | 7th | 2nd | | 1st |
| E33 Town Gown Transition | 9th | | | | |
| J52 Childfree Serenity | | | | 9th | |
| J53 High Spending Elders | | | 6th | | |
| J55 Small Town Seniors | | | | 8th | |
| K58 Greenbelt Guardians | | 10th | 9th | | |
| K59 Parochial Villagers | | | 1st | | |

Mosaic Group descriptions

A04 Golden Empty Nesters

What are they like?

Golden Empty Nesters contains wealthy people in their late forties and fifties, many of whom have risen to important positions in professional careers. They live in large detached houses, with large gardens often in choice residential locations in semi rural settings. Grown up children have left home and are financially independent. They tend to be insulated from economic conditions.

What do they do?

These people have high levels of disposable income and a fair amount of free time. They are considered, rather than impulsive, in their approach to shopping. They prefer to spend more money on longer lasting products. They are motivated by product quality and established brand reputation. Many of these people have a strong sense of social responsibility. Quality, choice and service are important criteria in the selection of supermarkets and people may reject brands that do not conform to recognised standards of ethical behaviour. They likely to potential buyers of new cars are reliant on them as they live in areas where public transport is poor. They are a good market both for short break holidays and long distance overseas travel. They tend to be National Trust members, and weekend breaks and foreign holidays often focus on specialist interests such as the arts, history or heritage. Many devote significant amounts of money building up collections, perhaps of antiques as they shift from a career focus towards recreation and their personal interests. Although conservative, they do adapt to change but at a measured pace. They remain active but they seek a more relaxed way of life.

How to reach them

They show no particular media preferences.

A05: Provincial Privilege

What are they like?

Provincial Privilege contains well educated older professionals who live in the traditionally better off established suburbs of large provincial cities. They include senior staff in universities and hospitals, in government and in regional media and in professional practices such as lawyers, architects and surveyors. Many households are traditional family units with young children, but there are also significant proportions of 'empty nesters', where children have left home. This means they have enough disposable income to indulge in varied hobbies. Held in high regard within their communities, they may be active in local groups. Typically these people are in their fifties and sixties.

What do they do?

Significant amounts of money are spent on foreign travel, on personal services, antiques and collectibles and on eating out. They enjoy the theatre, the cinema, classical music, wine and good food, but they are also content to provide quality time for the children, look after the garden, read, listen to the radio and walk the dog. They generally have a sense of social and ethical responsibility, and will become involved in good causes. As a general rule, these people are inner-

directed. They seek self-expression and self-discovery. While they are not opinion leaders, they are early adopters so, for example, they are familiar with, and use information technology to a considerable extent.

How to reach them

Purchasing decisions are made by a careful appraisal of the options, and are not likely to be highly influenced by marketing messages. To appeal to this Type, advertising needs to provide information on the practical product benefits and emphasise the social responsibility of the brands that it promotes.

They are likely to undertake financial transactions via the Internet, which is an important source of consumer information for many people.

A06 High Technologists

What are they like?

High Technologists are found in areas of modern, high specification family housing which attracts well paid executives working in large corporations. Situated on the outskirts of older towns, most people commute considerable distances to get to work and are often poorly integrated into the local community.

The populations who now live in these mainly 1980s-built estates have now begun to age. They are mostly families with the majority of children secondary school age and living at home. Wives as well as husbands are well qualified and many go out to work in challenging professional jobs.

What do they do?

The culture of these areas is strongly child and family centred and though lives are busy and individuals have to go their own way, many family decisions are made collectively. It is common for leisure activities, including shopping, to be undertaken by the family as a unit.

High Technologists have high levels of disposable incomes. They make rational purchase decisions and are keen to try new products. They tend to value material possessions especially home entertainment equipment rather than experiences. Significant amounts of money are also spent on sports and outdoor equipment. They are likely to be physically active, enjoy eating in restaurants but are less likely to visit theatres or art galleries. Much leisure equipment is purchased for children.

They are not obsessed with status and they are not immersed in the more acquisitive values of consumer society, but they are certainly influenced by those values, and will spend large amounts to maintain and develop their lifestyles. They look for affirmation from colleagues, friends and neighbours when making purchase decisions.

How to reach them

These people are technophiles, making considerable use of online shopping and banking. They have fairly broad tastes and preferences. For example, they read the quality broadsheets but they also read other types of newspapers.

A07: Semi-Rural Seclusion

What are they like?

Semi-Rural Seclusion contains people living in environmentally attractive villages and small towns where highly paid long distance commuters mix with a more locally oriented older population. Newcomers are eager to participate in the social calendar of the host community. The people are typically on higher than average incomes, many are mature professionals and a substantial number are self-employed specialists who work from home. These people are well-educated and have a strong streak of independence. Children are of late primary and secondary school age.

What do they do?

A balanced lifestyle will be a primary goal for many, and their homes and lives will see a combination of contemporary, urban values together with a version of traditional rural values. Preferred styles are traditional and casual with a high emphasis on comfort and convenience. They have interests in the arts, in antiques and in gourmet food and wine, but these interests are on a relatively modest scale. These people are likely to be sensitive to 'heritage' and 'nostalgia' themes, whether these are authentic or a pastiche, but they are a long way from the lifestyle of the 'country set'. They do adopt quite quickly to innovative goods and services, such as IT products, but they are not opinion leaders when it comes to change. They are essentially conservative and cautious.

How to reach them

Consumers tend to inform themselves by reading magazines and using the Internet. They read the quality broadsheets and specialist interest magazines on current affairs.

Type B09: Fledgling Nurseries

What are they like?

Fledgling Nurseries contains very young couples, both mostly working in intermediate level jobs in areas of new employment. They bought homes on new housing estates built on the edge of town, particularly Northampton, in the last ten years. In general these are quite well qualified youngsters, often in their late twenties and early thirties, working long hours to develop their careers in large corporate enterprises.

What do they do?

These couples are concerned with balancing the demands of raising young children with their busy jobs. Their open minds and adequate salaries mean that *Fledgling Nurseries* are often key consumer target markets but after paying for their mortgage and their car, budgets can be quite tight. Even so, they are often high spenders who juggle loans, credit cards and other financial commitments, with some plans for future security through savings plans and some investments. They tend to shop at out of town retail parks rather than looking for niche products. This is a good market for home entertainment products, for information technology and for small appliances. The nature of the estates and the supermarkets that are often built nearby mean that most have little significant involvement in their local communities. They rely on their cars to commute to work and get to local shops. Smartly turned out houses, cars and children are

the hallmark of this 'new' family territory. They live well but not ostentatiously but stick to well known brands and mainstream trends in fashion and consumption.

Generally well educated, they are broad minded but not particularly interested in social, environmental or political issues. They are probably just too busy, running their lives efficiently. Leisure is often home-based, with family trips to the cinema, or eating out being popular.

How to reach them

Often using new information technologies at work, they enjoy using the Internet at home both for shopping and for leisure.

B10 Upscale New Owners

What are they like?

Upscale New Owners include younger professionals and managers with good incomes who have bought expensive, modern, detached houses in rapidly expanding suburbs.

Many of the residents will be in their late thirties and early forties who may have delayed their marriages and having children until they had established themselves in their chosen profession. Their children are typically in nurseries or at primary school. As they expect to move around the country to advance their careers, they tend not to form ties with the communities in which they live. Almost all families have at least two cars and used in a hectic schedule of ferrying children to schools and friends.

What do they do?

In most respects lifestyles are quite conventional, often conforming to stereotypes that are communicated by mass-market advertising, involving wholesome family values in a clean, modern setting. Creativity is allowed only within constraints and few people radically question the assumptions under which modern societies operate. Many people have moved to these neighbourhoods so that they, and perhaps more importantly their children, can be surrounded by others with similar lifestyles and aspirations and counter cultural trends seldom extend further than dietary preferences and the occasional living room ornament. Politically these areas provide reliable support for Conservative candidates but give much less to charities than older established high-income groups.

Upscale New Owners spend significant amounts on outings for the whole family, whether to the cinema, restaurants, theme parks or leisure centres. Convenience is the watch word for these busy career people, whose time is taken up with their work and children.

Depending appears largely governed by economic rationalism, rather than a desire to engage with consumption as a means of expression and they are low risk takers.

How to reach them

The Internet is likely to be used for shopping, banking and accessing information, as well as for leisure purposes and even planning holidays.

B11: Families Making Good

What are they like?

Families Making Good are upper middle-income families living in estates of detached houses. They include younger couples with young families, often well set on professional or managerial careers, and older people whose incomes have plateaued and who are content to continue living in their comfortable and spacious houses until after their children have left home.

What do they do?

These are people keen to take advantage of easy credit and to acquire new consumer products and to test new brands. Tastes are mainstream and middlebrow, relatively few people are motivated to give regularly to charity and many people have shallow roots in their local communities, instilling a high level of self-sufficiency. They spend money on consumer durables and on products and services that make life more convenient including drinking and eating out. Package holidays are also likely to sell well. They are not particularly budget-conscious or bargain hunters.

How to reach them

This is a good audience for The Daily Mail and Daily Express and for Sky and cable television. High proportions of people have access to personal computers and many use the Internet regularly for leisure, shopping and banking.

C15 Close to Retirement

What are they like?

Close to Retirement contains many people in older working age groups, who own homes that were built during the 1970s. Children are at secondary school or at university or indeed have left home altogether. They are fairly well-educated and certainly well-informed. They may be looking after an elderly dependent relative as well as grown up children.

They are more likely to feel a sense of identity with their immediate locality. Having now lived in these places for many years, and having more free time than they did when their children were younger, many of these residents are now engaged in voluntary activities and in positions of leadership in their local communities.

What do they do?

Close to Retirement represents a good market for major brands positioned at the upper middle end of the market, which focus on variety and customer service rather than price. Though normally conservative in their tastes, these people are willing to try new products and services provided rational arguments are presented to them. Many are reasonably well travelled and, within limits, have no difficulty finding interest in cultures other than their own.

They now have fairly high disposable incomes, with comparatively small mortgages. They are high spenders on groceries and many luxury goods. In a position to be able to afford smart cars, good holidays (possibly several times a year) and to take up leisure opportunities such as golf, these consumers are more concerned with personal comfort and enjoyment of life than appearances.

They are very unlikely to be innovators or early adopters when it comes to new ideas, products or services generally. They are not keen followers of fashion, but

are more concerned with being well informed about the alternatives available, as well as traditional value for money.

How to reach them

They use the Internet as both a source of information and a convenient way to book holidays. TV and the media generally may be a source of ideas. Interest in publications such as 'Which?' magazine also indicate a desire to be well informed about consumption opportunities. This fits well with their profile as low-risk taking, unadventurous consumers who value security and safety in their decision making, over novelty and change.

C16 Conservative Values

What are they like?

Conservative Values comprises people of older working ages who live on owner occupied estates built since the war on the outskirts of manufacturing towns. Many of the dwellings are bungalows. The young families who first moved into these areas have now grown old together and many are either close to retirement or have recently retired. Their children have grown up and left home and many are now 'empty nesters' who own their homes outright.

Whilst these are not necessarily "snobbish" people, they are conservative in their values and their tastes and tend to mix with others of similar incomes and attitudes at the Rotary, the golf club or at the Conservative club.

What do they do?

Conservative Values have mainstream tastes, values and lifestyle. These people are as practical and pragmatic in their consumption decisions and choices. They appreciate personal contact when making purchases key decisions need to be made. Preferences in food and fashion are conservative and they are willing to support local suppliers, particularly if they can establish a personal relationship with them. Range, quality and quality of service are more important than price. They prefer visits to country restaurants to evenings at the local pub especially with like-minded friends

How to reach them

They are not very IT literate and are unlikely to purchase over the Internet. However, having time at their disposal, many do searching out information on different products. They read the better quality papers and watching national and regional TV news programmes. Moderate TV viewing is likely to revolve around informative programmes such as 'Antiques Roadshow' and 'Gardeners' World', with a little 'University Challenge' to keep the grey cells ticking over.

C17 Small Time Business

What are they like

Small Time Business are likely to be professionals, whether teachers, doctors or dentists and shop managers living in quiet neighbourhoods in small market towns. Many self-employed people and small business proprietors also live in these areas. They are in the mature phase of their careers, from 45 through until retirement..

These neighbourhoods are usually new housing estates of detached houses and bungalows.

What do they do?

Small Time Business has conservative values centred on self-reliance and social responsibility. Local networks are important – these neighbourhoods are probably well endowed with Rotarians – and people like to do business with people rather than with automated systems. Such areas are fertile ground for charities and there is a presumption that people will support good causes in local charity events. Conservation and concern for the environment also rank highly with these people.

Motoring and holidays take a high proportion of the household budget but they rarely eat out. They shun new trends and fashions. They appear to have little interest in the marketplace, almost unaware of advertising, new products and brands. Their tastes reflect mainstream consumer preferences. They are low risk takers, who show no great interest in gadgets.

They are able to afford good holidays and pursue hobbies such as golf, antiques, sailing, walking, handicrafts – probably in the company of like-minded friends, who share similar lifestyles, tastes and values.

How to reach them

These consumers have adopted new technology such as the Internet and Sky Digital TV for convenience and leisure. They are strongly influenced by the group they are part of, rather than by individuality.

C19 Original Suburbs

What are they like?

These are mixed suburban neighbourhoods of interwar interwar semi-detached houses, with a bias towards relatively affluent young professionals.

What attracts young professionals to these areas are safe streets, good schools and housing with interesting architectural details. Generally these are areas of White British, middle aged families, mostly with children of school age.

What do they do?

People in the *Original Suburbs* Mosaic type mostly have liberal opinions on social issues and are likely to form independent judgments about major consumer brands. In this more sceptical culture, adverts which show humour are preferred to those with aggressive sales propositions. Personalisation and customer service are more important than price. Here people are willing to try new products, particularly those with overseas connections.

These families lead busy and full lifestyles, with frequent holidays and a range of leisure interests *Original Suburbs* are a good market for leisure and entertainment products, for restaurant operators and for independent foreign travel. They enjoy eating out in good restaurants and also like foreign food but they probably also like entertaining at home.

How to reach them

They use the Internet, 'Which?' magazine, catalogues and shops, to check out prices, explore what is available and generally seek out intelligence on products and services. This is because they want to make an informed choice without paying more than they need to. Their internet use is heavy including shopping, banking, information and leisure.

TV viewing in these homes is likely to focus on the more informative types of programme and entertainment of the more intellectual kind such as 'University Challenge' and 'Horizon'.

D21 Respectable Rows

What are they like?

Respectable Rows have an average population profile but with more young singles and couples than usual in areas of small, but not unattractive, Edwardian terraced housing retaining original architectural features. For many, these terraces are the first step in home ownership. There

Many of these people move in to these neighbourhoods in their late twenties and move away, perhaps into more spacious accommodation, when they reach their forties. They are unlikely to be particularly well qualified and mostly work in local office jobs as administrators or technical staff.

What do they do?

Respectable Rows represents a culture of the relaxed middle road, valuing good humour and approachability, good inter personal skills, moderation and tolerance. They are a good market for most mid market brands but particularly those offering customer engagement.

Incomes are quite good, but not on a scale that allows a lavish lifestyle, although, if they are single, a substantial disposable income may allow some extravagance. They shop in the more upmarket stores such as Sainsburys, M&S and Waitrose. They can be quite discriminating about brands, as well as store type, seeking out the more unusual alternatives. Price is an issue but not critical. They like foreign food and many are vegetarian.

Their views are liberal on most social issues. With their backgrounds, their education and with the impact of the sub-cultures to which they belong, they are likely to have a suspicious and even jaundiced view of marketing and advertising.

They may well spend large amounts on their various leisure interests. They like art and they visit the cinema regularly. They are alert to and enjoy the latest trends in rock and pop music and given their high level of familiarity with IT, they are very likely to have an MP3 player. These people will often be found in bars and cafes.

How to reach them

A marked feature of these people is their willingness to use the Internet for information and also for shopping. These people are well informed. They do not watch a great deal of TV and when they do, they prefer news, documentaries, plays and films as well as the more contemporary soaps. They generally read the broadsheet newspapers such as the Guardian and the Observer, and they subscribe to special interest magazines., and they can hold these views with some conviction.

D22 Affluent Blue Collar

What are they like?

Affluent Blue Collar comprises older manual workers, many of them employees of manufacturing industries such as steel and chemical plants, who have

traditionally enjoyed a high standard of living and who own the spacious post war semi-detached houses. Many have grown up children still living with them.

What do they do?

These working class people are far from being poor and can afford quite a varied lifestyle. They are not too worried about prices. *Affluent Blue Collar* represents a good market for home entertainment products, for gardening and leisure products. There is a strong emphasis on do-it-yourself. These people are not adventurous, being immediate followers rather than opinion leaders and some are hostile to change. They watch TV, go to pubs and eat out occasionally. There is a general indifference towards the Arts, international affairs, foreign food, fashion and so on

How to reach them

Readership of newspapers is usually limited to the tabloids with the Daily Mail and The Mirror both selling well. They do not use the Internet for information or for shopping, but innovative products will be adopted quite readily where they have a clear entertainment value, such as DVD players..

D23 Industrial Grit

What are they like?

Industrial Grit contains owners of older, comfortable but unpretentious houses, often in ex-mining areas, who work in manufacturing and assembly plants. These are self sufficient, family oriented people who do not see education as a prerequisite for a successful career. The types of jobs people have tend to be ones which offer overtime and which allow younger people to earn as much as, or more, than their older colleagues. This, and the low take up of further education, makes it quite possible for young people to afford their own homes at quite an early stage in their career. Most households will have at least one child living at home and often a single car. These are not poor working class areas but there is no wealth.

What do they do?

Industrial Grit is a culture that values responsibility, reliability and consistency over flair and self analysis. People have a particularly local orientation, having mostly been brought up in the community in which they live and enjoying the support of an extended family network. Few people will have been exposed to external cultures, whether of immigrants or of urban professionals. Few will have travelled abroad other than on holiday, when they would have been quite happy to eat English food and drink English beer. Pubs are important features of life in these neighbourhoods. A limited income means that these people have to shop carefully, but while this applies to routine shopping, it does not always extend to more expensive items. Trips to the football match and to the pub are frequent. Drinking habits are likely to be old fashioned with a pronounced gender split, where men are usually heavy beer drinkers. The young adults have an interest in pop and rock music.

How to reach them

There is little or no interest in the Internet for either information or for shopping of any kind, but where there are children, Internet connected games are popular. Marketing is unlikely to encourage them to try out new products and experiences as, apart from entertainment products, these people are 'late adopters'.

Newspaper readership is confined to the standard fare of tabloids such as the Mirror, the Sun and the News of the World.

D24 Coronation Street

What are they like?

Coronation Street comprises many young people, in menial occupations who have little option but to choose an older terrace if they want to set up a home of their own and start a family. Such people are likely to have been born and bred in their local community, their parents perhaps living in a suburban council house. Many of these young people are in long term relationships and have pre-school or primary school age children. There are also notable proportions of students and lone parents.

What do they do?

These terraces often stretch off major Victorian thoroughfares providing frequent buses to city centre locations. The nature of the local community fosters interaction – people meet each other in the street, at corner shops and in the pubs and have both less need and less opportunity to display symbols of material success. These therefore are cultures which value mass market, trustworthy brands, for whom price and function may be more important than lifestyle associations. Tastes in foods are particularly old fashioned. Betting, bingo and the pub remain favoured leisure activities. These people watch a lot of TV and hire lots of videos. Rock and pop music is popular

The service sector employs a large proportion of these people – in hotels, catering, wholesaling activities, sales and customer services. They are anxious about the threat of redundancy. Shopping is driven by price sensitivity, and a need for convenience rather than a search for quality. Where there are older children, computer games are very popular. Car ownership is low, and most people use public transport, or walk.

How to reach them

There is little interest in IT for information or for purchasing. Readership of newspapers is the usual diet of popular tabloids such as the Sun, the Mirror, the Star and the Sunday Sport.

E31 Caring Professionals

What are they like?

Caring Professionals is largely made up of single people and couples with no children. A proportion of these households live in shared student-type accommodation. The non-students will only live here for a little while before moving to bigger homes. Their current home is more likely to be a convenient base for running their busy social and professional lives than somewhere to express their personality and personal style – when they want that, they will move on.

Well educated, these are socially aware, career oriented professionals who don't generally turn to consumption as an outlet for their ideals and goals. Aspiration in their lifestyle is probably linked more closely to 'being' rather than 'having', with social status goals taking precedence over materialistic concerns. They may be vegetarians.

What do they do?

These are well informed consumers who like to know what is happening in the marketplace even if their interests lie in rejecting consumer trends for individual expressions of style and taste. They enjoy the Arts and going to the cinema and keep abreast of current affairs. Discretionary income is likely to go on expensive travel and holidays, socialising and eating out. They show little brand loyalty or, indeed, any interest in brands at all. These consumers are quite discerning and are willing to pay more for quality.

How to reach them

They are not immune to attractive market offerings and may be tempted by nice packaging or innovative new products – however, they are unlikely to respond to sales promotions offering discounts or to competitions. They are heavy internet users, as a source of information, booking holidays and banking. They are likely to read The Guardian and Independent and informative publications such as The Economist and New Statesman.

E33 Town Gown Transition***What are they like?***

Town Gown Transition is found in the older areas of provincial cities which are sufficiently close to universities to have large populations of students and recent graduates. Current undergraduates are in a minority, with more people in their middle twenties including mature students, postgraduate students and younger lecturers. There are also large numbers of young professionals with degrees with more liberal views.

Idealistic and headstrong, these consumers are developing their identity, values, and personal tastes. Home is merely the place where they can situate themselves, in order to be in the midst of this exciting lifestyle. Many choose a vegetarian lifestyle, choosing free range and environmentally friendly products, for example – while their idealism extends to causes and political awareness. Risk takers who look for adventure, these young people are highly ambitious, aiming for the very top in their careers, and possibly considering entrepreneurial activities.

What do they do?

Single, but rarely alone, life revolves around their friends for much of the time. They socialise a great deal, clubbing, dancing, going to the cinema, or just hanging out in bars, pubs and cafés. They will try to experience all that they can squeeze into their hectic lives. Life is centred on their friends. They are keen on art, especially contemporary and experimental art. Mainstream art, like mainstream fashion, is likely to be of less interest. Travel is high on their agenda.

How to reach them

Sceptical of advertising, they are nonetheless, attracted to superficial enticements in the marketplace, such as attractive packaging and innovative products. It is likely that style will take precedence over quality in their purchasing decisions. Many are Guardian readers.

Type E34: University Challenge

What are they like?

University Challenge consists of current students who have spilled out into rented flats and houses in the surrounding community, with the majority of the population aged between 18 and 24. These are virtually child free areas and it is uncommon to find old people. Though mostly white, there are significant numbers of students from overseas, particularly Chinese. Students are not a homogenous group, coming from widely differing cultures and backgrounds. An increasing number are reliant on part time, low paid employment to supplement their grants. Today's *University Challenge* are much less ideologically driven than they were in previous generations and consumer values are less distinctive from those of the wider population.

What do they do?

A minority of students express hostility to international brands but a much larger number are interested in experimenting with other cultures. Suppliers are expected to be respectful of green agendas and charities such as Greenpeace and Friends of the Earth attract high levels of support. Socialising with fellow students takes up a lot of their time; in the form of drinking, going to clubs, music, cinema, sports and games such as pool or computer games. Their personal expenditure will be largely on products and services which facilitate their lifestyle: clothing (which may be designer label), CD's, computer games, magazines, books, food and drink.

How to reach them

Importance is placed on good value for money, on informality and on authenticity. They read the quality broadsheets. They are heavy internet users as a source of information, banking and online shopping.

Type J52: Childfree Serenity

What are they like?

Childfree Serenity neighbourhoods suit the needs of well off married couples with no children. For many of these people, their careers, foreign travel or the arts, take precedence over having a family and looking after their homes and garden. They tend to live in newly built apartments or small houses which are also attractive to elderly people who, on retirement, prefer to live in more manageable accommodation. There may be older and larger town houses and terraced houses in the mix. Both types of people tend to be well-educated.

What do they do?

These people are prepared to pay premium prices for brands of higher quality, with many shopping at Waitrose and Marks and Spencer. A relatively high proportion of disposable income will be spent on personal services, including laundering and dry-cleaning, on premium foods and on eating out. They regularly travel abroad on business.

These well-off singles and couples enjoy life to the full, focusing beyond the home and family. They are educated, intellectual consumers who seek quality of life and the expression of their personal tastes. They have traditional values but also love to broaden their horizons, seeking novelty and challenge through travel and interests in the Arts, history, classical music and other cultures. Careful

planning and investment has laid down the foundation for a comfortable future. They donate to charity and may even volunteer.

How to reach them

Television viewing is likely to centre on news, documentaries and programmes about the Arts. They read the better quality broadsheets and Sunday papers. also help to shape their opinions and life view. They have embraced the Internet as a further source of both information and an easy, convenient means to book holidays and deal with banking matters.

J53 High Spending Elders

What are they like?

High Spending Elders contains well educated, early retirees and pensioner couples who see their immediate post retirement years as an exciting period of liberation from work and family which enables them to re-engage with a wide variety of leisure activities.

Once established in these neighbourhoods, many of these new wealthy retirees will set about joining local historical associations and amenity groups as well as bridge circles and golf clubs, and start planning overseas visits to distant relatives they have not seen for years.

What do they do?

These people spend heavily on hotels and restaurants, weekend breaks and overseas travel, particularly off season, as well as golf, theatre and the Arts, eating out and entertaining at home.. They are not averse to adventure or to risk and many still enjoy active sports. As they get older, family and heritage are increasingly important. They have the time and knowledge to research before buying. They are not tempted too much by novelty or a desire to experiment with new brands and products.

How to reach them

They keep abreast of current affairs. They read through their daily paper, which is likely to be a quality broadsheet, the Daily Mail or the Daily Express. They watch TV news and programmes such as Panorama, and listen to the radio.

J55: Small Town Seniors

What are they like?

Small Town Seniors contains mixed populations of lower income pensioners and middle income workers living in small, semi rural communities. Although many of the inhabitants are retired, some are still working. Many of the people of working age are self-employed or work as teachers or social workers in public services.

What do they do?

Satisfying social relationships are more important to these people than material possessions so they represent a poor market on most consumer products. They shop locally but stick to well known brands rather than discount lines. Car use is also relatively low except for leisure. They donate to charity and enjoy socialising. The lifestyles of older members of this type have probably remained mostly unchanged except for some slowing down and watching the pennies a little more closely. Leisure pursuits tend to be of the gentler variety with classical music, antiques and bird watching being relatively popular. They have taken

care in all their financial dealings so can now enjoy life without having to worry too much about the future.

How to reach them

They show no particular media preferences.

K58 Greenbelt Guardians

What are they like?

Greenbelt Guardians live in farming communities set in areas of natural beauty but near towns so they attract a minority of very wealthy households who buy up and renovate larger houses and farms. The majority of the population, however, work on the land or to provide support services for the local community. The population is growing increasingly old as younger rural residents experience increasing difficulty competing in the housing market and move out. Most children have reached secondary school age.

What do they do?

People attracted to these areas are often enthusiastic gardeners and are keen walkers who may be knowledgeable about birds and plants, who take a keen interest in local history and who organise effectively against potential destruction of the environment. They are likely to be members of the National Trust and the Women's Institute and to be active in their local parish church. Serious shopping and virtually any form of organised entertainment mean a car journey to the local market town as very few of these communities are supported by public transport.

People place a high value on individually made products and, though happy to use the telephone and the Internet to order products through the post, prefer to have business dealings with small businesses with a good reputation in the local community. The minority of better off people tend to be well travelled and to spend heavily on weekend breaks and eating out in good quality restaurants. For the majority, price is often a more important consideration than choice, in deciding which supermarket to shop at. They are unlikely to be tempted by advertisements for new products or services, neither are they particularly brand loyal. Locals and incomers alike probably take part in the life of the local community, supporting local activities possibly even by volunteering in some way.

How to reach them

They show no particular media preferences.

K59 Parochial Villagers

What are they like?

Parochial Villagers live in small, fairly nondescript agricultural villages little affected by contact with urban incomers. Though these are areas where housing is relatively affordable and whilst councils are often happy to allow new building, much of the housing is not suited to the needs of young families and children. Unless they have been born in the villages young couples often find it difficult to build networks of local friendships especially where their children have to travel some distance to school.

What do they do?

Parochial Villagers contains people who are well integrated in their local communities and whose consumption focuses around daily necessities. Tastes are for old fashioned and well known brands and in many respects, they are not likely to be risk takers or innovators. They are not particularly brand loyal and are unlikely to be tempted by advertisements for new products and brands. Though people like to purchase face to face from small businesses that they trust, these are not neighbourhoods where people place a high value on craft production and individual designs. But they are not behind the times, and will happily adopt new technologies when they can see the practical benefits. Value for money is likely to take precedence over style or fashion. Cars are an essential for living in these outlying villages.

How to reach them

Take up of the Internet is greater than might be expected, and it may be used for the main grocery shopping among other things. This all points to a lifestyle which is big on common sense and low on adventure.



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