

3 KEY SEGMENTS

The data from the April 2023 Audience Outlook Monitor revealed that inflationary pressures are experienced differently across the population.

Head to www.thepatternmakers.com.au/blog/2023/audience-segments for the full story.

Older and Bolder

Arts audiences aged 55+

- After several years shaped by virus concerns and mask-wearing, older audiences are now enjoying **higher attendance levels and spending**.
- As the **most likely audiences to experience no barriers** to attending right now, this group is open to a range of experiences and are the most likely to seek out **challenging, topical works** in the next 12 months.
- **Email is the top way they find out about events**, so consider ways to continually improve your databases and eDMs.

Family Frugality

Arts audiences aged 35- 55 with children living at home

- Rising housing costs are affecting families more than households without children, and **audiences with kids at home have reduced their arts spending** more than others.
- High numbers are **staying closer to home, looking for free/cheap things to do and taking longer to commit**, as they weigh up costs for 3 or more people.
- **Families see the arts as important** for their children – and many are prioritising it within their budget.
- For Kids and Family shows, consider a **pricing and promotion strategy** tailored to this group (they're the most likely group to find out about events on Facebook!).

Young and Restless

Arts audiences under 35

- Despite being eager to get out and about, young people are **attending at slightly lower levels** than they did 12 months ago and are spending less too.
- They're **facing financial barriers at twice the rate** of their parents' generations – and feel **more down about their economic future**.
- They're eager to **connect socially, attend fun/uplifting events** and try new **things they haven't experienced before**, but may need support to attend.
- Some are looking with keen eyes for **student or youth discounts** – and ways to cover the costs of travel and eating out.