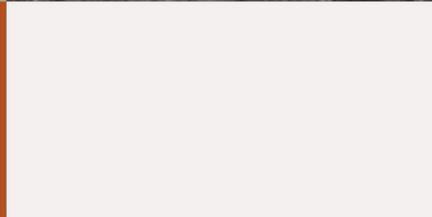
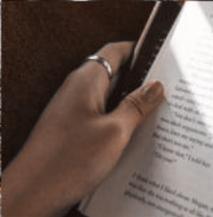
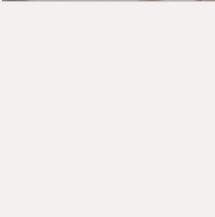
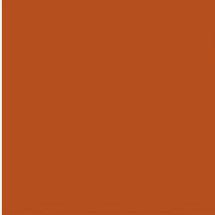


audience
spectrum

MOTIVATION
GUIDE

Commuterland Culturebuffs





Affluent, professional and suburbanite keen consumers of traditional culture.

2 / 10

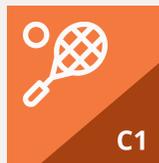
Ranked second for engagement

12%

of UK Population

Affluent and settled with many working in higher managerial and professional occupations. Commuterland Culturebuffs are keen consumers of culture, with broad tastes but a leaning towards heritage and more classical offerings. Mature families or retirees, living largely in leafy provincial suburban or greenbelt comfort, they are willing to travel and pay for premium experiences, their habits perhaps influenced by commuting. Motivations are multiple, ranging from social and self-improvement, to the pursuit of learning opportunities for older children. They tend to be frequent attenders and potential donors.

Commuterland Culturebuffs can be further segmented into these subsegments:



Prosperous families, living in the commuterbelt of major urban centres.



Wealthy empty-nesters with comfortable lifestyles in more rural areas.

Explore our Motivation Map and Engagement Phases on the following pages to discover more about how you can engage Commuterland Culturebuffs with your organisation...

MAIN MOTIVATIONS

Consider arts, culture and heritage to be an important aspect of their social lives

Incorporate arts attendance as a regular part of their lifestyle and leisure routine

See engagement with culture as a form of self-improvement

Have a strong sense of being part of their local community

Keen to support and preserve personal, local and national heritage



C1s have a greater tendency to book opportunities or access events for older children



C2s place a particularly strong emphasis on wanting to be entertained

ALIGNED VALUES

The arts are a great way to get out of the house and engage with friends

Culture plays an important role in our local communities

Preservation of our local heritage is essential for future generations

WAYS TO REACH

Google Ads, and strong SEO to point-of-sale journeys for targeted work

Clear customer journeys, seating plans, add ons, and donation opportunities

Willing to be engaged in person on-site, either at the box office or welcome desk

Targeted postcards for traditional programme highlights

'You attended X so you may enjoy Y' newsletter to legitimize e-contact through their own preferences

The Daily Mail, The Daily Telegraph and The Times, both print and online



PROGRAMME PULLS

Gardening workshops/tutorials and talks by TV horticultural celebrities

Learning opportunities such as lectures and workshops, or dance lessons

Arts and crafts fairs and museum open days, with local artists' work for sale

Classical music, plays and traditional formats, avoiding 'risky' work

Established and well known companies, performers and productions

Immersive opportunities with familiar content, such as literary festivals, jazz nights, and outdoor arts

NT Live and other similar screenings



C1

C1s are more likely to also book for child-focused and family friendly events

ADDED EXTRAS

Socialising opportunities before and after the main event, including cafés, restaurants, and bars

Opportunity to book a pre/post-show meal or interval drinks at point-of-sale

Post-show discussions or live debates with opportunity for dialogue

Best travel and parking recommendations

'Fun for all the Family' events with an annual focus

WAYS THEY SUPPORT

Long term volunteering positions, fundraising and membership schemes

Annual heritage memberships, such as National Trust or similar

Heritage, museum and gallery donations (<£100)

In person donations when purchasing tickets or gifts

Participation in amateur dramatics

Arts and craft fairs and auctions

REACH

INTEREST

ACTIVATE

COLLABORATE

Target with a postcard for more traditional or popular events

Create Google ads to target them online, using keywords for specific artforms

Incorporate signing up to your newsletter at the point-of-sale

Contact with bi-annual or quarterly brochures of what's coming up next season

Share a 'history of our venues and ways you can support' focused newsletter

Send a pre-show email with invitations to welcome drinks or 'meet the cast' events

Invite on a backstage tour of the venue, with refreshments



C1s look for chances to engage children, such as youth clubs

Invite to a Volunteers' Induction Day as a guest

Invite to support local activities in their town or village

Invite to donate to a naming or plaque based scheme, like 'sponsor a seat'

Target them for a regular donation scheme (££), via monthly direct debit

Share their local choir or am-dram group's posters on a community board on-site or online, or offer space to hold these events

Invite to a 'meet the team' season launch event, with curators, creatives or leading programmers

If currently volunteering, invite them to become ambassadors to support further recruitment or fundraising drives

Interested in more?

Find out more about Audience Spectrum, Commuterland Culturebuffs, and its subsegments on The Audience Agency site

[Read more about Commuterland Culturebuffs and its subsegments >](#)

Want some help with this?

We have Audience Spectrum Persona Workshops available where we'll work with you to explore the segments most prevalent in your own audiences and how to apply this knowledge to your day to day work.

[Find out about Persona Workshops and our other Audience Spectrum Enhancements >](#)

Have a success story about working with Commuterland Culturebuffs you'd like to share?

Get in touch at:

hello@theaudienceagency.org



workwithus@theaudienceagency.org



theaudienceagency.org