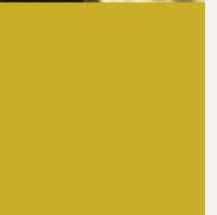
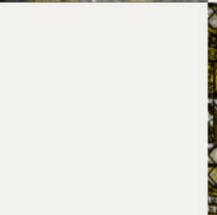
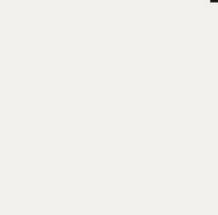
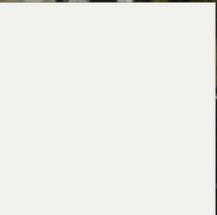
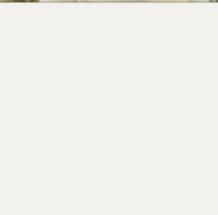
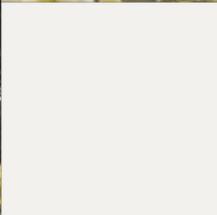
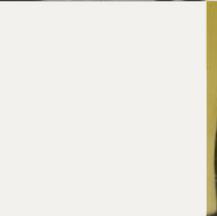
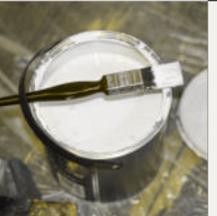
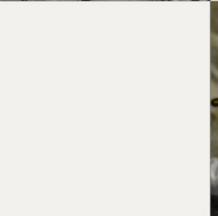
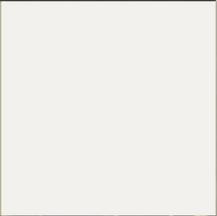
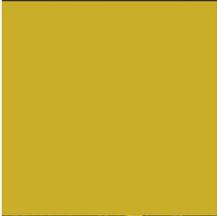
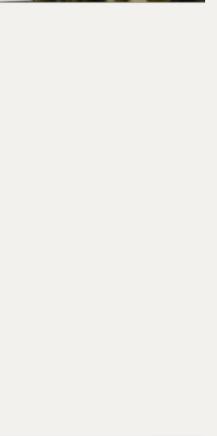
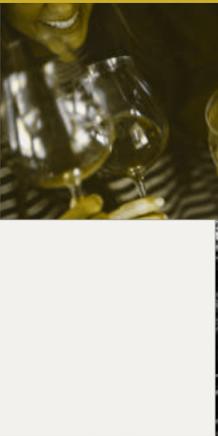
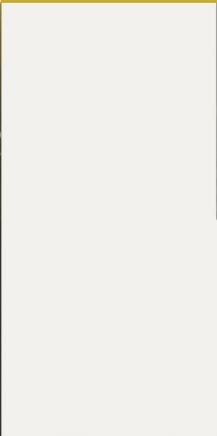
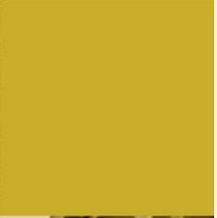
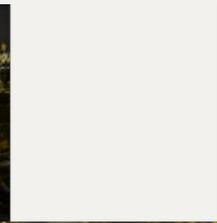


audience
spectrum

MOTIVATION
GUIDE

Dormitory Dependables





Suburbanites and small towners interested in heritage activities and mainstream arts.

4 / 10

Ranked fourth for engagement

15%

of UK Population

A significant proportion of audiences are made up of this dependably regular if not frequently engaging group. Most live in suburban or small towns and show a preference for heritage activities, alongside popular and more traditional, mainstream arts. Many are thriving, well-off, mature couples or busy older families. Lifestage, coupled with more limited access to an extensive cultural offer, means that culture is more an occasional treat or family outing than an integral part of their lifestyle.

Dormitory Dependables can be further segmented into these subsegments:



D1

Commuter-town families, investing for the future.



D2

Settled, comfortable residents, enjoying regional life.

Explore our Motivation Map and Engagement Phases on the following pages to discover more about how you can engage Dormitory Dependables in your organisation...

MAIN MOTIVATIONS

Indulging in occasional 'nice to have' treats for bigger events

Meeting like-minded people in their own and neighbouring communities

Supporting local organisations and retaining regional heritage

Keeping up a skill that is important to them, like playing an instrument



D1

D1s are more cautious with spending than D2s, so may be motivated by special offers

ALIGNED VALUES

Giving back to our community is important to who we are

Maintaining and cultivating local heritage interest for future generations

These are special places to make memories and share experiences

WAYS TO REACH

Advertising partnerships with local sports clubs and gyms

Clear and accessible website, with minimal booking steps or distractions

Newsletter with no fuss, communicating essential details and booking options

SMS messaging and phone communications about shows and deals

Spotify Ads, especially important for popular music programmers



D1

D1 engage well with content they see on Twitter, Facebook Ads, and boosted posts

Regular national newspapers in order of readership amongst this segment: The Daily Mail, The Independent, The Times

Daily Mail

The **INDEPENDENT**

THE TIMES

PROGRAMME PULLS

Heritage sites, especially with fetes or themed days, both near and far

Social history events, such as art exhibitions, displays and installations about the local area and community

Talks or signings from sporting heroes

Live popular music and tribute acts

Opportunities to participate in amateur bands, choirs and orchestras

Popular, traditional, mainstream upcoming arts events: particularly try musicals and dance-based activities



D1

D1s are especially drawn to pantomimes and other family-forward Christmastime events



D2

D2s attend more mainstream performance of plays, drama and musical theatre than D1

ADDED EXTRAS

Inclusive offers with full event packages including show, meal, travel, etc.

Small personal touches, like milestone 'birthday' acknowledgements

Programmes and exhibition guides with extra historical context and titbits

Discounts for family or group bookings

Catalogues of artists' works and crafts that are available to buy, with thoughtful details and clear pricing

WAYS THEY SUPPORT

Membership packages focused around discounts and bonus content

One-off giving via contactless donations terminals and cash collection boxes

Event or activity related volunteering, especially for sporting events

Project specific donations for community led initiatives (>£20)

REACH

INTEREST

ACTIVATE

COLLABORATE

Consider Daily Mail ads for mainstream music events

Test Spotify ads for popular entertainment and music programmes

Partner with local gyms and sports clubs with email banners, or co-promotions

 Put out a social media call to share an earlybird pantomime discount offer code

Send targeted emails outlining the upcoming season's popular music highlights

Secure editorial coverage for pantomimes with star casts in 'red tops' and magazines

Target with a membership that provides discounts and incentives to book early

Steer towards a community-led project blog on your website, via social media targeting

Invite to a community open day, with local performers and family-friendly acts

Invite to a garden party or outdoor event with a local feel

Share a 'bring a friend for free' offer via email and social media

Target them for a low level donation (£) to support a garden project or heritage restoration campaign

Invite to become a distribution volunteer, to local shops and community spaces near them

Invite them to participate in a community garden or public space clear up one day

Request a donation for an outdoor space or heritage improvements project and update them on progress

Send an invitation to attend an open community restoration or fundraising planning event

Interested in more?

Find out more about Audience Spectrum, Dormitory Dependables, and its subsegments on The Audience Agency site

[Read more about Dormitory Dependables 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 Dormitory Dependables you'd like to share?

Get in touch at:

hello@theaudienceagency.org



workwithus@theaudienceagency.org



theaudienceagency.org