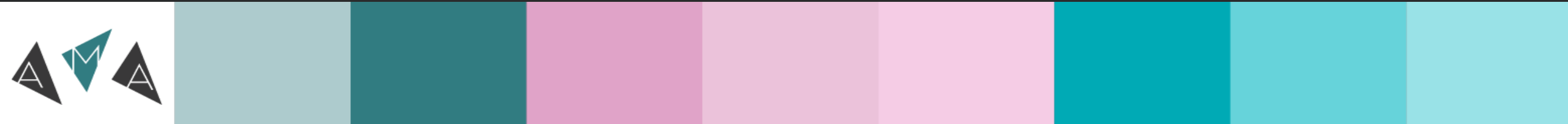


# Anticipating Future Audiences

Oliver Mantell, Director of Evidence & Insight

Anne Torreggiani, CEO



# Welcome and just in case... The Audience Agency

*Sharing insights to help organisations increase their relevance, reach and resilience.*

- Non-profit charity
- Work with 100s organisations, LAs + UK and international
- R&D, Audience development, experience design, evaluation, participation
- Evidence-led and people-centred
- Collaborative principle: sharing data and knowledge
- Signature tools: Audience Spectrum, Audience Answers, Cultural Participation Monitor





# Introduction

Recent shifts in audience profile and behaviours likely to stick and accelerate...

- Patterns are being redrawn
- Post-Covid shifts
- Social-economic change
- Gen Z & A
- Digital disruption: AI

And what do we need to do to adjust, now?

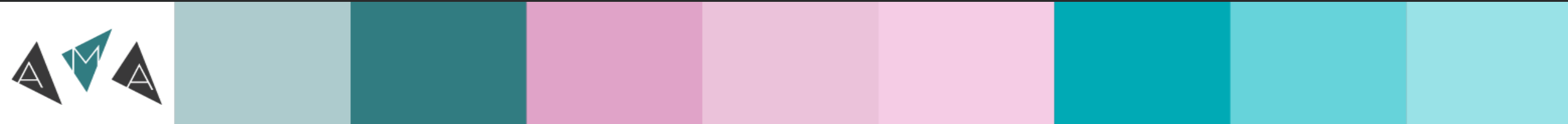
- Across the old mix: Ps
- Across the new: Cs
- Channels, messaging, purpose...
- Understand our offers play a different role

# Anticipating Future Audiences

go to **Menti.com**

number: 1890 2947

or use this QR code:





Researching  
the future:

3 challenges...







*Generational...*

*Lifestage...*



NBC'S TODAY SHOW





# Cultural Participation Monitor

The Audience Agency's nationwide longitudinal (ongoing) panel survey of changing views about participating in creative and cultural activities through the pandemic recovery period and beyond.

- Every 4 months
- Quick indicators
- Current issues
- Sector-led
- An opportunity for all
- Audience Spectrum-linked
- Part of Audience Answers

**CENTRE FOR  
CULTURAL VALUE**



Arts and  
Humanities  
Research Council



3 themes...:

Values

Taste

Experience

# Values

WE NEED  
A CHANGE

Higher % audiences aware  
of climate and social justice

Audiences will expect us to  
align with their values

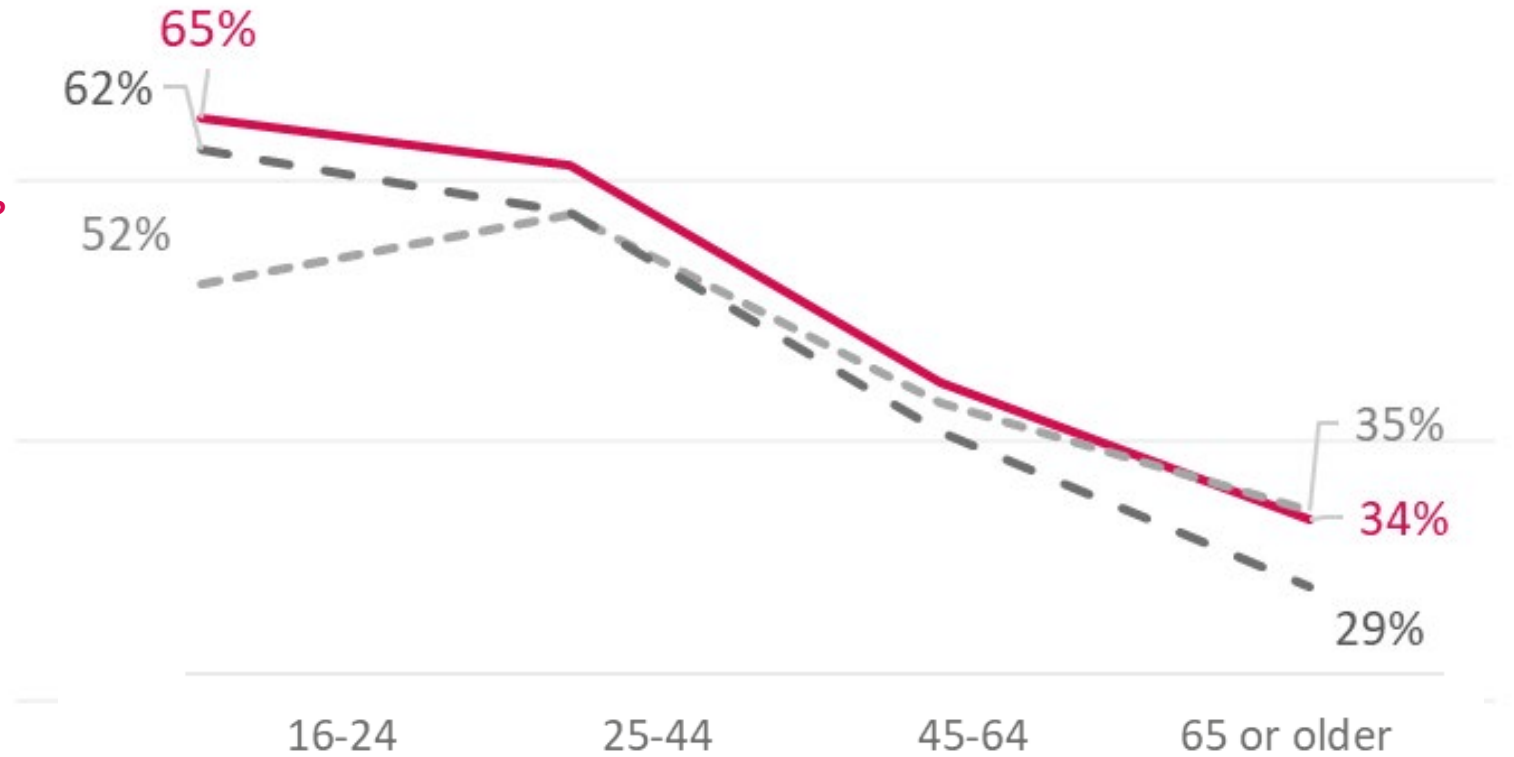


# Values

*Prefer to go to venues which share my values* —————

*Venues should take a stance on climate change* - - - - -

*Venues should take a stance on social issues* - - - - -



## Values: what do we do now...?

- Amplify your values
- Be a community resource
- Offer audiences opportunities to engage and take action
- But - not all current audiences on the same page
- Proceed with sensitivity
- Join the conversations: create opportunities for debate



# Taste

Audiences will have more eclectic and unpredictable tastes

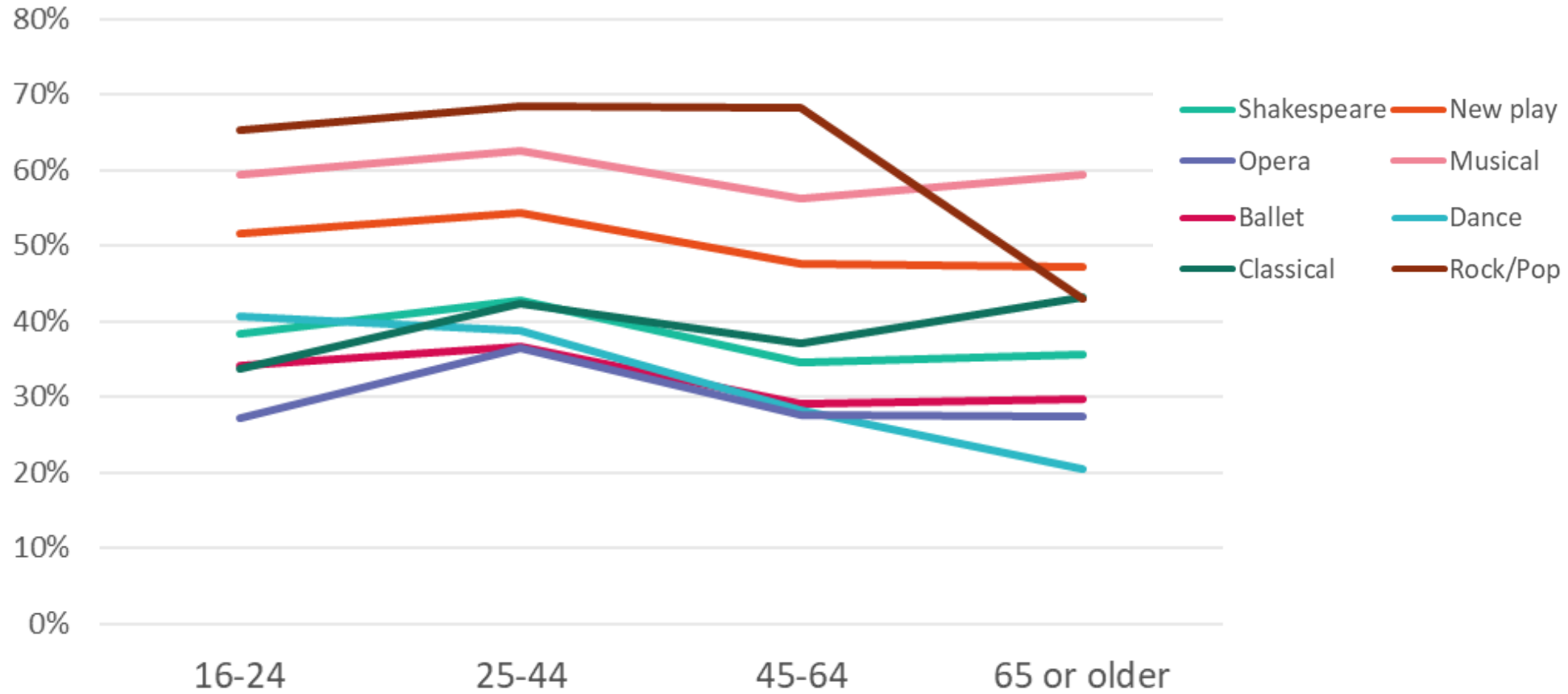
Discovery will be easier, making choices perhaps harder

Experience will trump content

# Taste

% Interested attending live events by type

Rating 4/5





## Taste - what do we do now...?

- Need to know our audiences better than ever
- Conversations and dialogue too
- Layered, micro-segmentation PLUS
- Develop a prototype and test habit
- Own/ take back the relationship
- Understand/promote benefits - look and feel of experiences

# Experience



Experiences worth going out for

BUT informal on own terms

Social opportunity remain high

Community and connections - being part of something

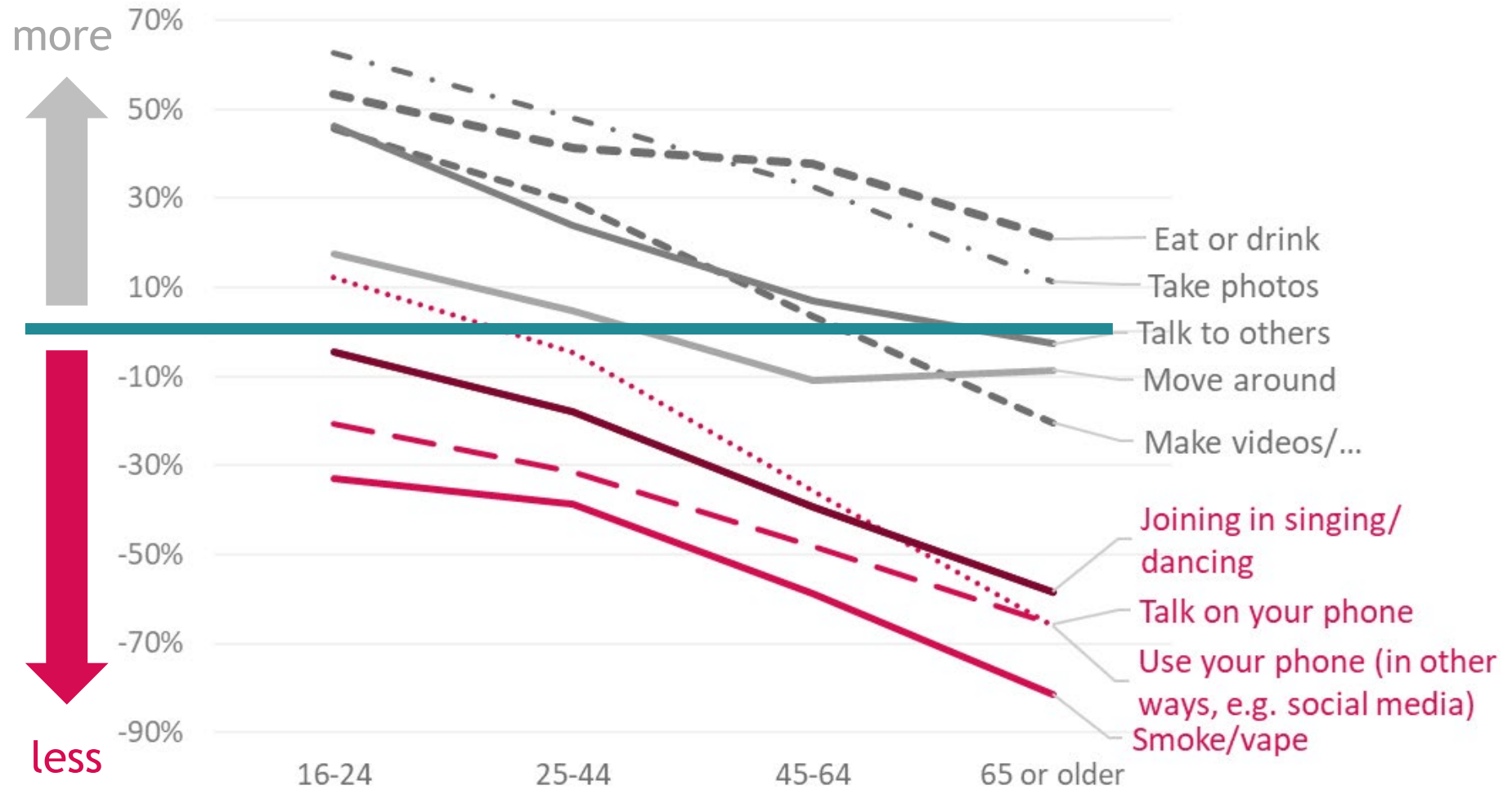
FOMO and “FOGO”?



# Experience

*Would you be more or less likely to want to go to a live cultural event if you or others could do the following:?*

**Net more/ less**



## Experience - what do we do now...?

- Question our own rules, learn flexibility
- Same/ similar content - different format
- Audience-centred approach - new experiences with, by, for new audiences
- Test and iterate...



# Summary: in an unpredictable world...

Think like a designer: prototype and test new ideas,  
...WITH audiences

Invest in relationships: become a place of conversation

Be authentic but sensitive to diverse and changing views

Be curious, be creative, be courageous

...Put audiences at the heart





# Questions



# Let's talk!

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[theaudienceagency.org/newsletters](https://theaudienceagency.org/newsletters)

*What would **YOU** like us to find out about audiences and the public in future waves of the Cultural Participation Monitor?*

- *Talk to us here at the AMA*
- *Message us*
- *Menti still on*
- *Newsletter*

