Metroculturals
Prosperous, liberal urbanites, interested in a very wide cultural spectrum.

Metroculturals choose a city lifestyle for the broad cultural opportunity it affords. They are therefore interested in a very wide spectrum of activity, but many tend towards their own preferred artform or style. Although active museum attenders, engage more with the performing arts, and many on a weekly basis. Working in demanding but rewarding professions, they are highly educated and have a wide variety of other interests from food and travel to current affairs and architecture.

Metroculturals can be further segmented into these subsegments:

M1: Older, established and high-spending professional elites.

M2: Younger, mobile and emerging metropolitan professionals.

Explore our Motivation Map and Engagement Phases on the following pages to discover more about how you can engage Metroculturals with your organisation...
**MAIN MOTIVATIONS**

- Want to be involved in and feel part of the arts, culture and heritage sector
- Eager to influence and impart what is considered ‘good’ art
- Keen to actively advocate for the arts as a worthy cause among peers
- Position cultural experiences at the centre of their social lives
- Think of arts as helping to form their world view and social understanding
- Consider arts to be identity forming, and align experiences with who they are
- Segment most likely to say that they attend for intellectual stimulation

**ALIGNED VALUES**

- Art is a right, not a privilege
- Education in arts, culture and heritage shapes who we are
- Great art can teach us about ourselves
- Art can influence and change political and cultural views

**WAYS TO REACH**

- Online exhibitions and performances streamed on web platforms
- Hyper segmentation, allowing personalized e-newsletters
- Interactive social media opportunities, such as polls and inviting opinions
  - Twitter, Instagram, YouTube
- Editorial coverage, online ads and MPUs in publications like The Guardian, The Times, and Financial Times
- Google Ads, and strong SEO driving users to interactive online content
- M2s are especially ‘always online’, e.g. WhatsApp, Twitter, Instagram, and YouTube
- M1s are high users of platforms like Apple TV / Music and Spotify
PROGRAMME PULLS

Experimental work, highlighting more obscure or niche programming

Contemporary dance, art, digital installations, etc, avoiding heavily commercial offerings

Visiting exhibitions from known organisations, at home and abroad

High quality and refined cultural offers

M2s are especially keen on contemporary drama

Classical concerts with a modern spin, such as film soundtracks, drum and bass orchestras, etc

Independent and cult film programming

Humanitarian speakers and events headlined by cultural leaders

Festivals and cause-led seasons

WAYS THEY SUPPORT

Patron and other major donor schemes

Outdoor arts donations and collections

Museum donations (<£100)

Humanitarian focused campaigns

Flexible volunteering opportunities

As guest speakers, lecturers, and trustees (especially in museums)

Art auctions or exclusive rewards through crowdfunding, like Kickstarter

Priority / VIP membership (high level)

ADDED EXTRAS

Priority booking for ‘must sees’

Premium seats, and exclusive / VIP only access and experiences

Access to flexible services, such as ticket exchange programmes

Mobile tickets and last-minute booking

Cafés with good coffee and Wi-Fi

Highly rated restaurant or bar

Gift shops, both on-site and online

Public transport links, taxi ranks and bike racks

M1s engage with high levels of online gaming and are the most likely to try VR/AR events

M1s also invest in taking children to cultural events and activities for inspiration
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<tr>
<th>METROCULTURALS</th>
<th>ENGAGEMENT PHASES</th>
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<tr>
<td><strong>REACH</strong></td>
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<tr>
<td>Create targeted newsletters highlighting online events</td>
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<td>Create editorial and blogs highlighting themes of work</td>
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<td>Invite local professionals to follow on LinkedIn</td>
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<tr>
<td>Target areas with high levels of Metroculturals with a unique festival, via Instagram</td>
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<td><strong>INTEREST</strong></td>
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<td>Share an ‘our social impact’ stats newsletter</td>
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<td>Send a pre-show email with an invite to a post show discussion</td>
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<td>Target with a membership that provides priority booking and access to exclusive events</td>
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<td>Offer complimentary upgrades or access for previous support and attendance</td>
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<td><strong>ACTIVATE</strong></td>
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<td>Invite to an auction or fundraiser event</td>
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<td>Create polls and open opinion pieces on Instagram, Twitter, and LinkedIn</td>
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<td>Invite to a patron or other major donor event as VIPs</td>
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<td>Target them for a regular donation scheme (EEE), via monthly direct debit</td>
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<td><strong>COLLABORATE</strong></td>
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<td>Share their relevant content from social media and actively communicate with them online</td>
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<td>Invite local professionals, arts scholars, lecturers, etc to participate in panels, debates, and other events</td>
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<td>Target them for one-off, non-time-intensive opportunities, like festival volunteering</td>
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<td>Highlight ambassadorships, trustee opportunities patronages, etc, and target them to join</td>
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Interested in more?

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

Read more about Metroculturals 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