Why SEGMENTATION?
Reflexion
Campaign to everybody: “1000 reasons to visit POLIN Museum”
We realised that we should segment our potential audiences and target messages.

A → MESSAGE A

B → MESSAGE B

C → MESSAGE C
Available segmentations:

- **Culture Segments MHM** / deep needs
- **John Falk’s profiles** / motivations
- **Sinus Milieus, Germany** / lifestyles, values
- **Gallup Compass, Danemark** / only parents
- ?
Common research project

Segmentation of participants in cultural life in Poland
Participants in culture

- **PARTICIPANTS in CULTURE**: 96%
- **CULTURE IN INSTITUTIONS**: 85%
- **CULTURE IN HOME**: 90%
Methodology

Population

People defined as participants in cultural life

Sample

Poland’s representative sample of participants in culture life N=1051 + booster for Warsaw: N=200

Interviews

Face-to-face + internet

96% of the whole population
Segmentation criteria

NEEDS RELATED TO FREE TIME

BEHAVIORS RELATED TO CULTURE (HOME, INSTITUTIONS)
Segmentation process

1. Collecting information about **needs** related to free time and **behaviors** related to culture

2. 2 sets of factors **behaviors** + needs

3. Analysis de clusters et creation of **9 different segments** based on needs and behaviors related to culture and leisure time
Needs

- Shopping
- Experience
- Values, identity
- Utility
- Conformism
- Fill time
- Entertainment
- Rest
- With the others
- Family
- Knowledge, inspiration
- Elitism
- With the others
Segments

- **FOLK TRADITIONALISTS**: 7,25 mln
- **ASPIRING MAINSTREAM**: 6,57 mln
- **HOME LOVERS BY CHOICE**: 3,80 mln
- **INVolUNTARY HOME LOVERS**: 3,64 mln
- **KNOWLEDGE SEEKERS**: 3,49 mln
- **YOUNG ESCAPISTS**: 2,35 mln
- **CONSUMERS OF INSTITUTIONAL CULTURE**: 2,03 mln
- **SENSUAL CONNOISSEURS**: 930 tys.
- **CORRECT CONFORMISTS**: 925 tys.

**TOTAL**: 21%
Folk Traditionalists (23%)

- They wish to rest and spend time with their family, commute with nature
- They prefer undemanding entertainment: tv, picnics, open air concerts, pop music
- Slightly older and less educated often living in villages or small towns

Photo by Artur Nowacki from Flickr
Aspiring Mainstream (21%)

- Interested in attractions for all family members
- They are 1) seeking knowledge, 2) want to spend time together and 3) rest
- cinema, zoo, theme parks, historical monuments, open air events,
- younger than average, often have children, urban dwellers, have average education level (!)

Photo by M. Starowieyska from POLIN Museum
Involuntary Home Lovers (12%)

- They tend to **stay home but they are interested** in various kind of cultural activities
- Very active in **home culture**: books, culture magazines and programs on TV
- They would like to go to the theatre, opera, ballet, but it is difficult for them
- More often **living in the countryside**
Home lovers by choice (12%)

- **Low motivation for culture**, focused on recreation and spending time with family and friends
- They prefer staying home and **watching tv, sleeping**
- Often **older, less educated**, living in villages and small cities, more often men
Knowledge Seekers (11%)

- Focused on seeking knowledge, new experiences and skills
- Theme parks, museums, open air museums, historical reenactments
- Often younger, better educated, living in big cities

26 outings/year
Young Escapists (8%)

- They mostly want to escape reality
- They mostly choose home: internet, games, books, films
- They would become involved only when the given activity matches their interests
- Often younger, better educated, living in large cities, professionally active

18 outings/year
Consumers of institutional culture (7%)

- Culture is their preferred passe-time
- They want to spend their time in an elitiste way, they like the contact with objects of beauty
- opera, theatre, ballet, philarmonic concerts, art gallery, museum, cinema
- Often older, better educated, women, living in medium and large cities
- The wealthiest of all segments

Photo by M. Starowieyska from POLIN Museum
Sensual connoisseurs (3%)

- Focused on emotions, experience and spiritual enrichment
- Go out a lot. Mostly visiting libraries, cultural centers, music concerts, movie theaters, museums
- Living in big cities

Photo by M. Starowieyska from POLIN Museum
Correct conformists (3%)

- Focused on fitting in on what the others do
- They would like to fill up the time and do the shopping by the way
- Slightly older, slightly less educated, living in small and average towns

8 outings/year
Selecting target groups /Criteria
Selecting targets: needs

FOLK TRADITIONALISTS
ASPIRING MAINSTREAM
HOME LOVERS BY CHOICE
IN VOLUNTARY HOME LOVERS
KNOWLEDGE SEEKERS
YOUNG ESCAPISTS
CONSOMMATEURS DE LA CULTURE INSTITUTIONNELLE
SENSUELS
CONFORMISTES CORRECTES

#family
#knowledge

#family
#conformism

#rest
#entertainment

#emotions
#experience

#entertainment
#family

#rest
#loisir

#knowledge
#experience

#elitism
#entertainment
#experience
#emotions

#shopping
#fill up the time
Selecting target groups/ visiting museums

Have been in a museum at least once during last 12 months

Have been in a museum at least once in his/her live

Knowledge Seekers
Aspiring Mainstream
Consumers of Institutional Culture
Sensual Connoisseurs
Young Escapists
Correct Conformists
Folk Traditionalists
Home Lovers by Choice
Involuntary Home Lovers
Examples of targeting
KNOWLEDGE SEEKERS

# various disciplines: history, culture, biology, genetics

#experience
CONSUMERS OF INSTITUTIONAL CULTURE

#art/objects of beauty - Kapoor, Chagall, Uklański

#exclusiv event
Important exhibition from London
More: mzajac@polin.pl