

STUDENTS (AGED 15 - 24)

Young Explorers are digitally savvy students who value the arts as a creative respite from academic stressors. Creative and socially motivated, they are drawn to innovative and contemporary experiences.

Interests:	Pop, rock and indie music; immersive and gamified experiences
Attitudes:	They value the arts as a respite from academic life
Behaviours:	When ticket prices are above $40, attendance levels drop drastically

How do we engage them?



- Offer innovative, immersive and gamified programmes featuring diverse, unexpected combinations of artforms
- Include digital and hybrid formats



- Consider venues in Orchard and Bras Basah Bugis
- Schedule around exam periods and allow flexibility for spontaneous attendance



- Consider offering student and group discounts for tickets, merchandise, food and drinks



- Create visually-led, shareable and gamified content
- Use simple terms; avoid industry jargon
- Top social media used: Instagram, TikTok and YouTube



- Partner with youth committees and school societies
- Create platforms to help them find their



- Provide participatory opportunities to showcase talents through competitions and games
- Offer activities that blend physical and mental engagement to improve wellbeing

Find out more about the Audience Development Playbook for the arts at go.gov.sg/nac-ad



STUDENTS (AGED 15 - 24)

Social Seekers are students with moderate interest in the arts, drawn to low-pressure events that offer social connections, casual communal experiences, and 'Instagrammable' moments with friends.

Interests: Mainstream art forms, street dance, popular music and heritage spaces

Attitudes: They value the arts for social bonds

Behaviours: They are highly price sensitive; consider offering student discounts

How do we engage them?



- Offer approachable, light-touch experiences with social interactions
- Provide 'Instagrammable' moments
- Include mainstream artforms and hybrid experiences



- Consider venues in Orchard and Bras Basah Bugis
- Consider on-campus or pop-up events
- Schedule on weekends or during term breaks



- Highly price-sensitive; consider making some aspects of the programme free or partnering with other companies to give student discounts



- Emphasise social experiences and pop culture appeal
- Leverage KOLs and peer recommendations
- Top social media used: Instagram, YouTube and TikTok



- Partner student groups focused on sports and hobbies (e.g. board games, books and photography clubs)



- Offer low-pressure activities that allow for passive participation
- Use social engagement to drive participation

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ADULTS WITH NO CHILDREN (AGED 25 - 34)

Discerning Connoisseurs are highly engaged young working adults who regularly attend diverse arts experiences alone or with like-minded friends. Discerning in tastes, these art lovers delight in unexpected discoveries and value programmes that are immersive and socially relevant.

Interests: Art fairs, street dance, classical music and musicals

Attitudes: They value the arts as an important, intrinsic part of their lives

Behaviours: They are regular attendees and would prioritise quality over price

How de we engage them?



- Design thoughtful, socially relevant and multidisciplinary programmes
- Include interactive and hybrid experiences
- Offer opportunities for exploration and unexpected discoveries



- Consider venues in Orchard, Bras Basah Bugis and Civic District
- Schedule events after work or on weekends



- Highlight artistic excellence, value and craftsmanship of programme over pricing
- Consider flexible deals, group discounts



- Use refined language with strong visual impact to convey the artistic value of the programme
- Top social media used: Instagram, YouTube and TikTok



- Leverage peer recommendations and online communities



- Offer selective and meaningful co-creation opportunities that speak to their creative identities

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ADULTS WITH NO CHILDREN (AGED 25 - 39)

Carefree Explorers are spontaneous dabblers in the arts, driven by chance encounters and often preferring activities near where they live. Given their financial stability and available leisure time, they are a strategic opportunity for arts engagement.

Interests:	Music and theatre programmes
Attitudes:	They participate in the arts for personal and lifestyle fulfilment
Behaviours:	They seek out value-for-money experiences

How do we engage them?



- Design accessible programmes that integrate the arts with lifestyle interests such as food
- Use music as a gateway to other artforms



- Consider non-traditional venues (e.g. pop-ups and parks) near where they live
- Offer flexible timings to allow for spontaneous participation



- Highlight value of attending rather than costs – discounted pricing strategies are unlikely to be successful



- Use an inviting tone and avoid industry jargons
- Use on-site publicity (e.g. posters or screens in vicinity) to encourage spontaneous discovery
- While not avid users, top social media used: YouTube, Instagram and Facebook



- Offer intimate social settings for small groups to suit their introverted personalities



- Keep participation light without requiring high levels of artistic knowledge

Find out more about the Audience Development Playbook for the arts at go.gov.sg/nac-ad



ADULTS WITH NO CHILDREN (AGED 25 - 44)

Occasional Fans are time-starved professionals who rarely attend arts events due to demanding work schedules. They look to the arts to unwind from work and gravitate towards blockbuster productions with strong cultural buzz.

Interests:	Blockbuster hits, recognisable names, familiar content and formats
Attitudes:	They use the arts for work-life balance, but only when convenient
Behaviours:	Price is not a concern, time is the key constraint

How do we engage them?



- Offer familiar, fun and relaxing experiences that offer opportunities to socialise
- Feature popular genres and well-known performers



- Consider venues in Orchard, River Valley and Kampong Glam, as well as near their workplaces
- Schedule events after work or on weekends



- Appeal to their preference for value-for-money experiences
- Consider special deals with corporate tie-ups



- Use clear, targeted and visual-led messages to communicate benefits of attending
- Leverage KOL and peer recommendations
- Top social media used: YouTube, Instagram



- Tap on workplace networks and social circles



- Offer low-commitment co-creation activities suited for team bonding sessions or retreats

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ADULTS WITH YOUNG CHILDREN (AGED 30 - 44)

Supportive Parents actively introduce their children to creative experiences as they strongly believe in the developmental benefits of the arts. Highly engaged, these young parents attend diverse arts events that combine family time with learning

Interests: Musicals, visual arts, craft

Attitudes: They see the arts as self-care and actively engage for children's benefit

Behaviours: They are price sensitive, given that it is cost incurred for the whole family

How do we engage them?



- Design programmes with educational, cognitive and developmental benefits for children
- Include interactive, hands-on activities with clear child-friendly narratives



- Consider hosting events in Orchard, Chinatown, Bras Basah Bugis and child-friendly venues with accessible amenities
- Schedule events on weekend mornings and around children's routines



- Price-sensitive; do highlight value of attending
- Consider making some aspects of the programme free and offer family deals



- Emphasise developmental benefits to children
- Tap on Whatsapp parenting groups and school networks



- Tap on parenting networks
- Create opportunities for parents to connect



- Enable purposeful parent-child and child-child participation
- Allow children to showcase their works

Find out more about the Audience Development Playbook for the arts at go.gov.sg/nac-ad



ADULTS WITH YOUNG CHILDREN (AGED 30 - 44)

Preoccupied Parents have limited time for the arts due to childcare and household responsibilities. These young parents are receptive to arts experiences that support their children's development or provide opportunities for family bonding.

Interests: Child-friendly programmes

Attitudes: They will only engage in the arts if it enriches their children

Behaviours: They are willing to invest but must see clear value for their children

How do we engage them?



- Design family-friendly programmes that allow parent-child or child-child interactions
- Offer nostalgic contents for parents seeking respite from parenting responsibilities



- Consider hosting events in Orchard, Bras Basah Bugis, and child-friendly venues near where they live
- Schedule events on weekend mornings and around children's routines



- Not price sensitive if there is clear value for children to attend
- Offer family deals and perks for children



- Use targeted and visually-led contents to convey tangible benefits for children
- Top social media used: YouTube, Facebook and Instagram



- Tap on parenting networks
- Create opportunities for parents to connect



- Enable purposeful parent-child and child-child participation
- Allow children to interact with performances

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ADULTS WITH OLDER CHILDREN (AGED 45 - 64)

Culture Seekers are finding time to reclaim their passion in the arts now that their children are grown. Culturally curious, they seek out diverse arts experiences for personal fulfilment and believe the arts can benefit their children.

Interests: Diverse range of artforms, on-trend, in-person experiences

Attitudes: They see the arts as a way of finding renewed enthusiasm for life

Behaviours: They are not price-sensitive and will not be deterred by nominal fees

How do we engage them?



- Design programmes aligned with life stage interests (retirement and wellness)
- Offer opportunities to reconnect with past passions



- Consider hosting events in Chinatown, Bras Basah Bugis and close to where they live
- Use short, modular formats that fit busy family schedules



- Not price-sensitive; nominal fees may encourage attendance more so than free events



- Provide clear, succinct and comprehensive information upfront so they can plan ahead
- Prioritise event listings on Facebook; other
- top social media used: YouTube and Instagram

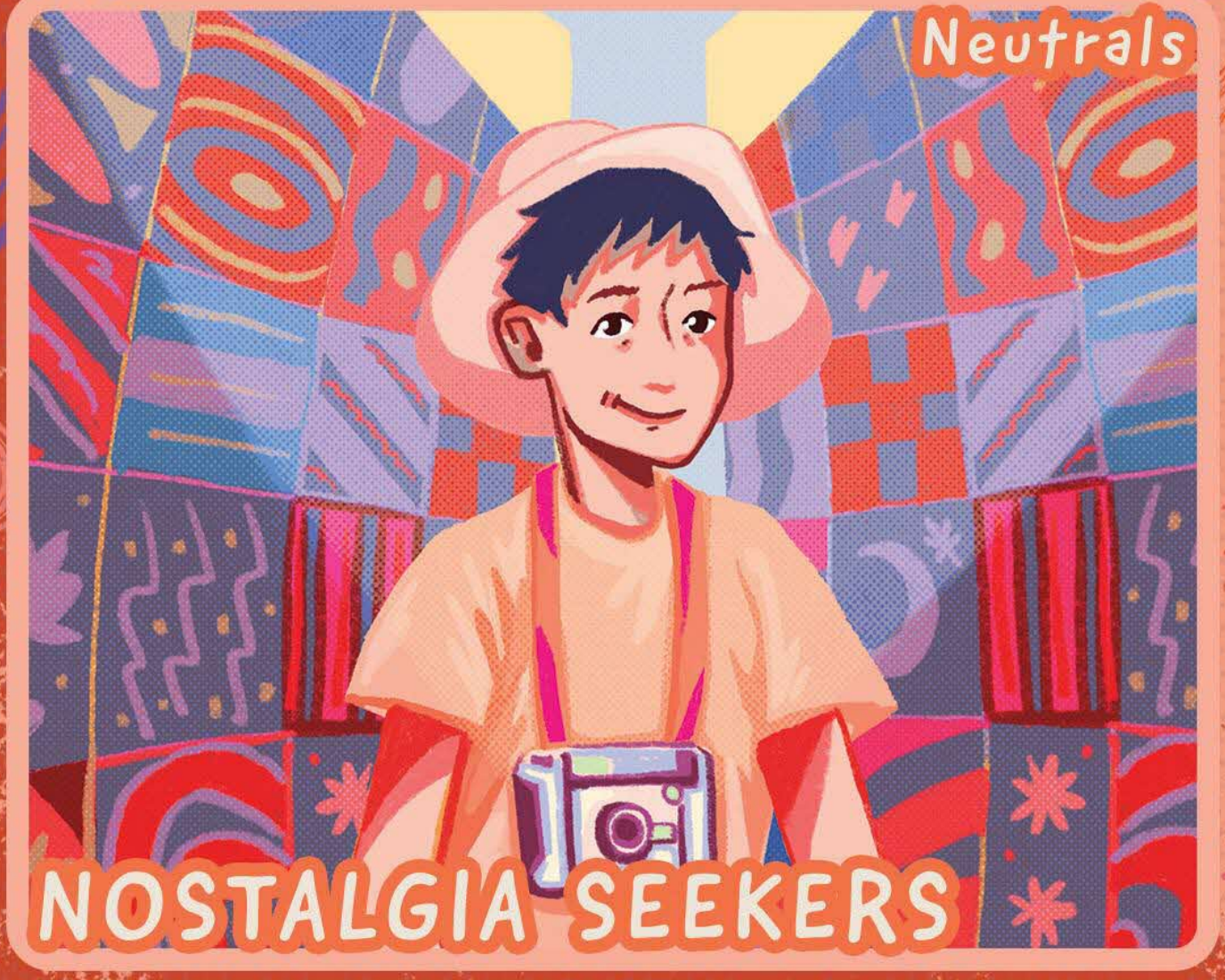


- Include community elements in hands-on experiences to encourage shared



- Offer emotionally rewarding activities that blend learning, social interaction and a sense of achievement

Find out more about the Audience Development Playbook for the arts at go.gov.sg/nac-ad



ADULTS WITH OLDER CHILDREN (AGED 50 - 64)

Nostalgia Seekers are keen to reconnect with past passions now that their children are grown. Moderately interested and engaged in the arts, they have traditional tastes, often revisiting the past for nostalgia and finding beauty in everyday spaces.

Interests:	Music, arts around their neighbourhood, everyday spaces
Attitudes:	They are looking to reconnect with their past
Behaviours:	They are price conscious, balancing support for older children with future financial planning

How do we engage them?



- Incorporate traditional cultural elements with music, dance, visual arts and calligraphy
- Highlight benefits to their physical and mental wellbeing



- Consider hosting events in neighbourhoods and accessible venues near where they live
- Schedule events in the day, with flexible timings that allow for spontaneous participation



- Consider making some aspects of the programme free or offer group discounts



- Use offline and online touchpoints – top social media used: YouTube, Facebook and TikTok
- Connect via national programmes and events tied to government and social services
- Tap on peer recommendations and word of mouth



- Tap on local communities and traditional institutions



- Consult them on co-creation opportunities
- Offer guided, low-pressure ways for them to contribute

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PRAGMATIC PARENTS

ADULTS WITH OLDER CHILDREN (AGED 45 – 64)

Pragmatic Parents are driven to show up for their community and will attend the arts if it is with friends and family. Pragmatic and highly selective, these pre-seniors will prioritise activities that reinforce their values on family and social cohesion.

Interests: Theatre, heritage events, community-oriented programmes, local artists

Attitudes: They are not averse to the arts but tend to prefer other leisure activities

Behaviours: They are cautious about spending on the arts

How do we engage them?



- Design programmes that align with life stage interests in physical and mental wellbeing
- Connect with their strong sense of community and neighbourhood identities



- Consider hosting events in heartland locations and community spaces near where they live
- Schedule events on weekends and work around busy family routines



- Do highlight value of attending such as supporting the community
- Consider making some aspects of the programme free or offer bundle deals



- Use targeted offline touchpoints near where they live (e.g. community noticeboards or bulletins)
- Top social media used: YouTube, Facebook and Instagram



- Tap on community and neighbourhood networks



- Offer opportunities for passive participation

Find out more about the Audience Development Playbook for the arts at go.gov.sg/nac-ad



SENIORS (AGED ABOVE 65)

Sentimental Silvers seek comfort in the familiar, often through free community events. Moderately interested in the arts, these retired seniors have declining health which may deter attendance. However, they may attend if accompanied by others.

Interests:	Heritage events, musicals, drawing
Attitudes:	They engage in the arts to improve physical, mental and spiritual health
Behaviours:	They are price conscious

How do we engage them?



- Offer free, reflective community-based programmes that support physical and mental wellbeing
- Incorporate traditional and cultural



- Consider hosting events in accessible venues with senior-friendly amenities near where they live



- Highly price-sensitive; consider offering free community events



- Connect via community-based networks (e.g. residents' committees and active ageing centres)
- Use traditional media touchpoints (eg. newspapers, radio and TV) with YouTube and Facebook



- Tap on strong connections to local communities



- Offer low-pressure settings to participate through sharing of stories and life experiences

Find out more about the Audience Developme
Playbook for the arts at go.gov.sg/nac-ad



SENIORS
(AGED ABOVE 65)

Pragmatic Silvers value the arts for the benefits it brings to their wellbeing. Despite longstanding beliefs on the limited practical value of the arts, they remain receptive to engaging with experiences that demonstrate practical and meaningful relevance to their lives.

Interests: No artform preferences; engagement is incidental and for therapeutic reasons

Attitudes: They see the arts as providing a sense of local pride and patriotism

Behaviours: They are very price sensitive; price is a key constraint

How do we engage them?



- Offer familiar community-based programmes that have clear health and therapeutic benefits
- Incorporate traditional and heritage artforms



- Consider hosting events in accessible venues with senior-friendly amenities near where they live
- Schedule events on weekday mornings



- Highly price-sensitive; consider highlighting health benefits of attending



- Use clear, accessible language to emphasise practical relevance
- Use traditional media touchpoints such as newspapers, radio and TV, alongside YouTube and Facebook



- Tap on strong connections to local communities



- Offer low-pressure activities that focus on health benefits and social connection

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